

2008 DCVB Image Survey Report for Downtown Durham Inc.



DCVB retains The Catevo Group to undertake an annual scientific public opinion poll of residents in Durham, Orange and Wake counties in order to assess and understand internal and external attitudes and opinions toward Durham. The research was conducted through a telephonic survey during May and June of 2008 and includes surveys of 400 Durham County residents, 400 Wake County residents and 400 Orange County residents. All participants were over the age of 19.

The margin of error for the study was:

Entire Sample +/- 2.5%; Durham County Sample +/- 4.9%; Orange County Sample +/- 4.9%; Wake County Sample +/- 4.9%

The following question was asked on behalf of DDI about Downtown Durham.

"Now I'm going to ask you a question about Downtown Durham, which you might or might not know is defined as the area surrounded by the old historic ballpark to the North, the new ballpark and American Tobacco to the South, the public Library to the East and Brightleaf to the west. "

Thinking about just the geographic area I just described, what is your overall image of Downtown Durham?

- Very Positive
- Positive
- Undecided/Don't Know
- Negative
- Very Negative

	Durham		Orange		Wake	
	2008	1999	2008	1999	2008	1999
Very Positive/Positive	77.75	57	47.5	48	44.3	43
Very Positive	32	4	18.3	2	20	2
Positive	45.8	53	29.3	46	24.3	41
Uncertain	7.5	5	43	24	48.3	29
Very Negative/Negative	14.75	38	9.5	28	7.5	29
Very Negative	4.3	0	3	2	1.5	2
Negative	10.5	38	6.5	26	6	27

Ratios - Positive to negative 2008
 Durham: 5.3 to 1 Orange: 5.0 to 1 Wake: 5.9 to 1

Ratios - Very Positive to Very Negative 2008
 Durham: 7.4 to 1 Orange: 6.1 to 1 Wake: 13.3 to 1

Percentage	Increase/Decrease from 1999 to 2008		
Very Positive/Positive	up 36.4%	down -1.0%	up 3.0%
Uncertain	up 50.0%	up 79.2%	up 66.6%
Very Negative/Negative	down -61.2%	down -66.1%	down -74.1%

