

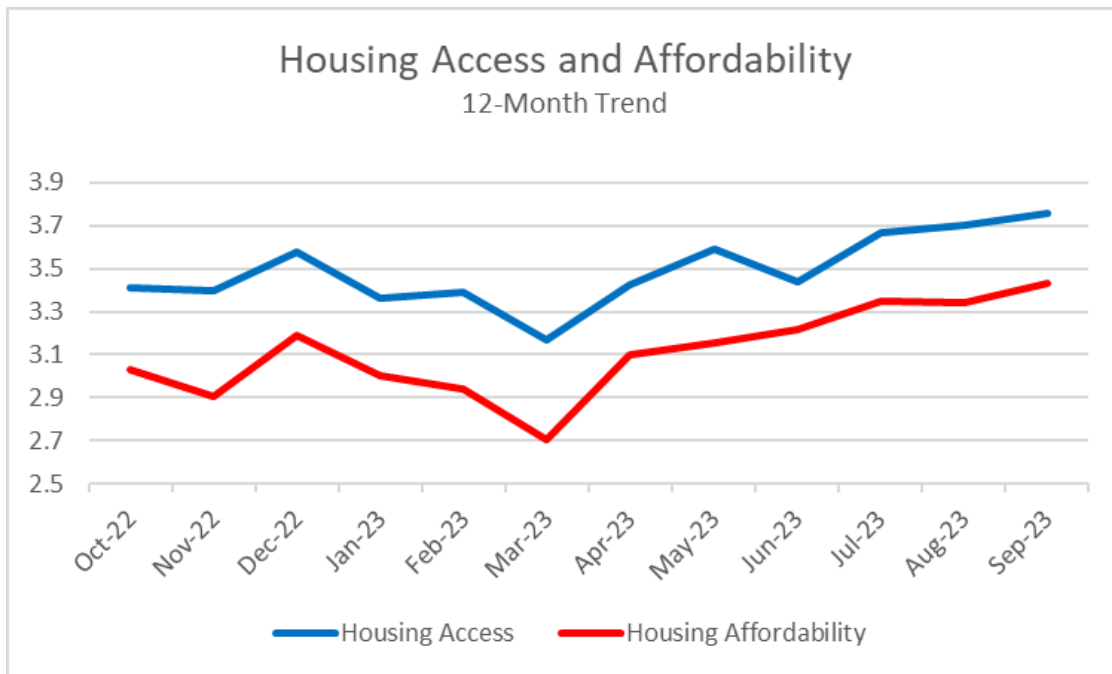
NC Community Engagement Survey 12-Month Trends

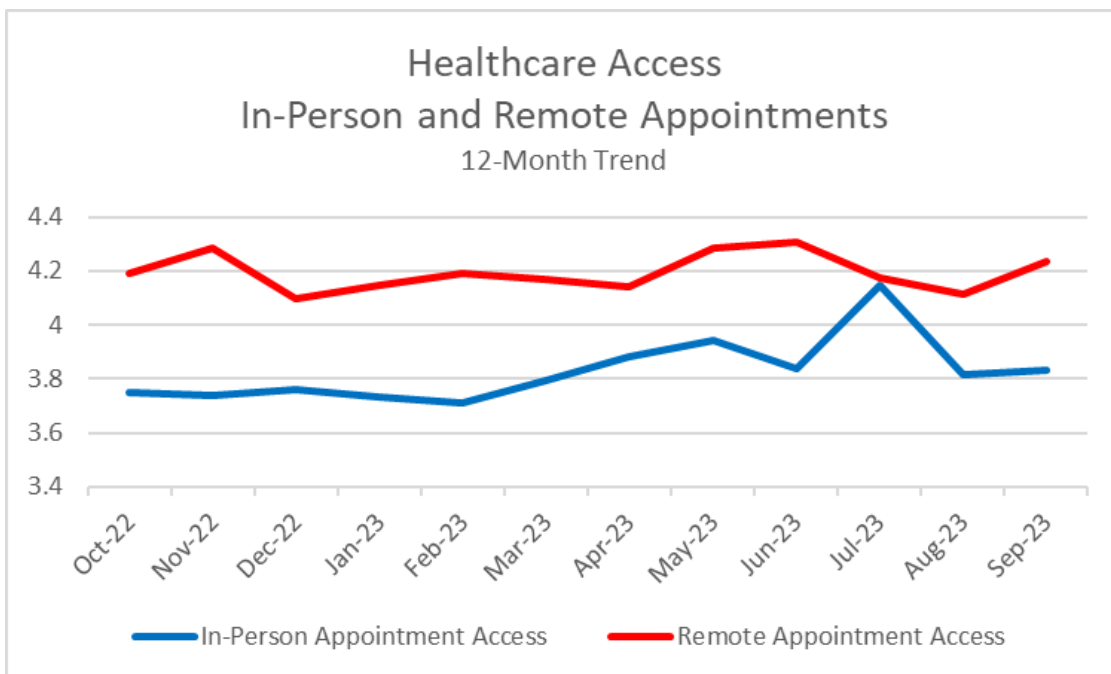
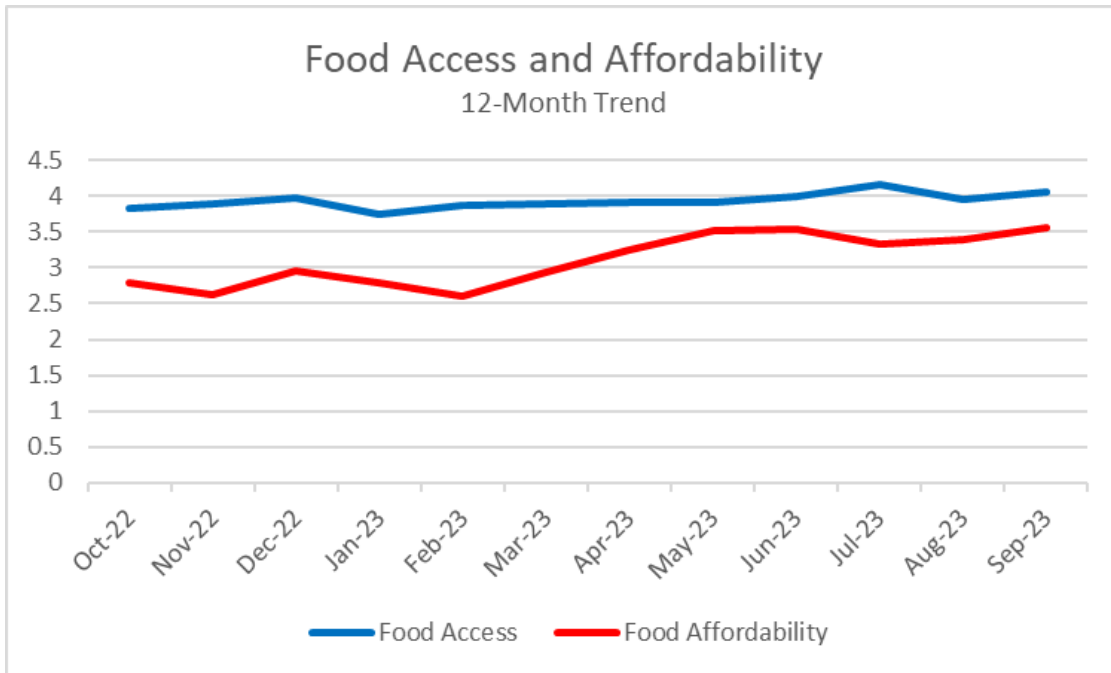
October 2022 through September 2023

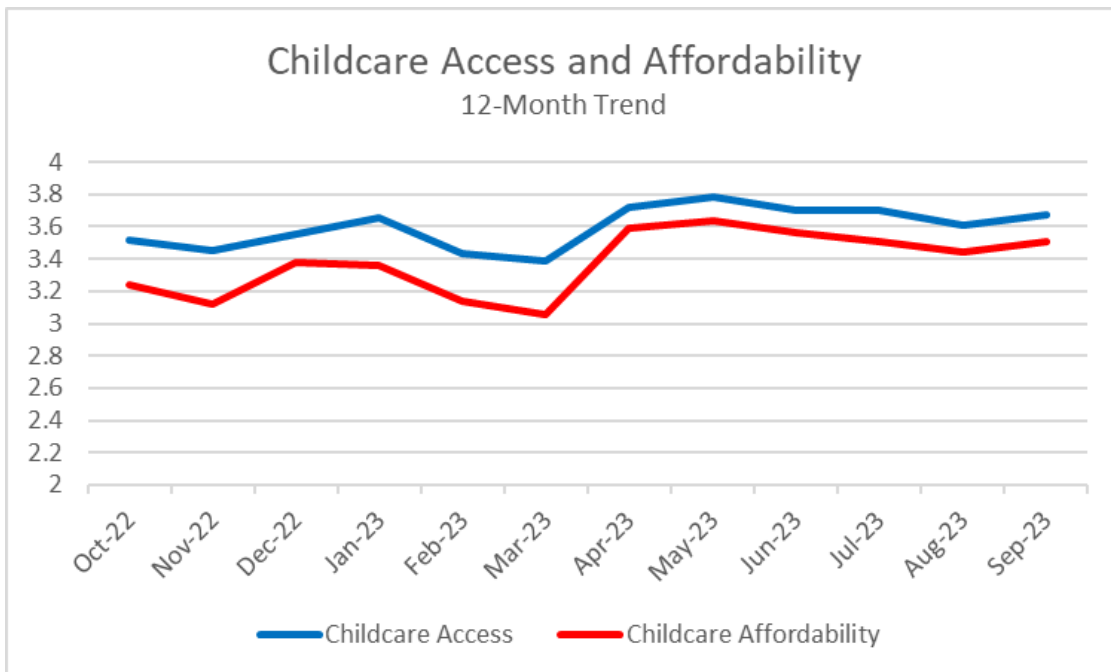
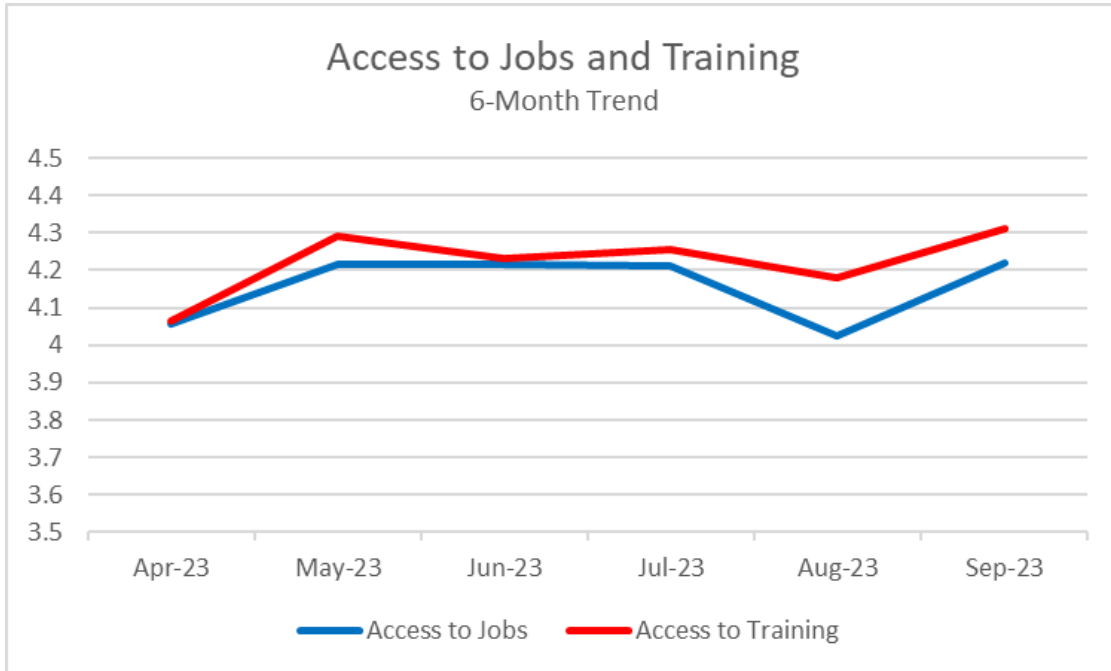
The NC Community Engagement Survey (NC CES) tracks trends in community wellness across North Carolina. The survey is sent monthly via email to community leaders throughout the state. This summary report is based on data from October 2022 through September 2023.

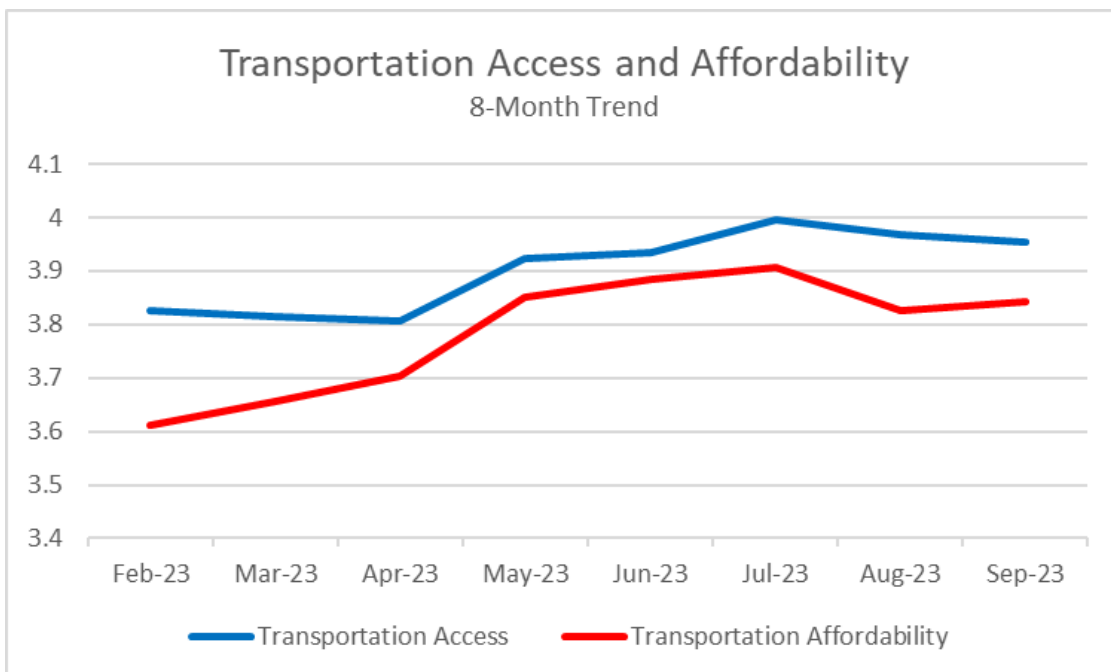
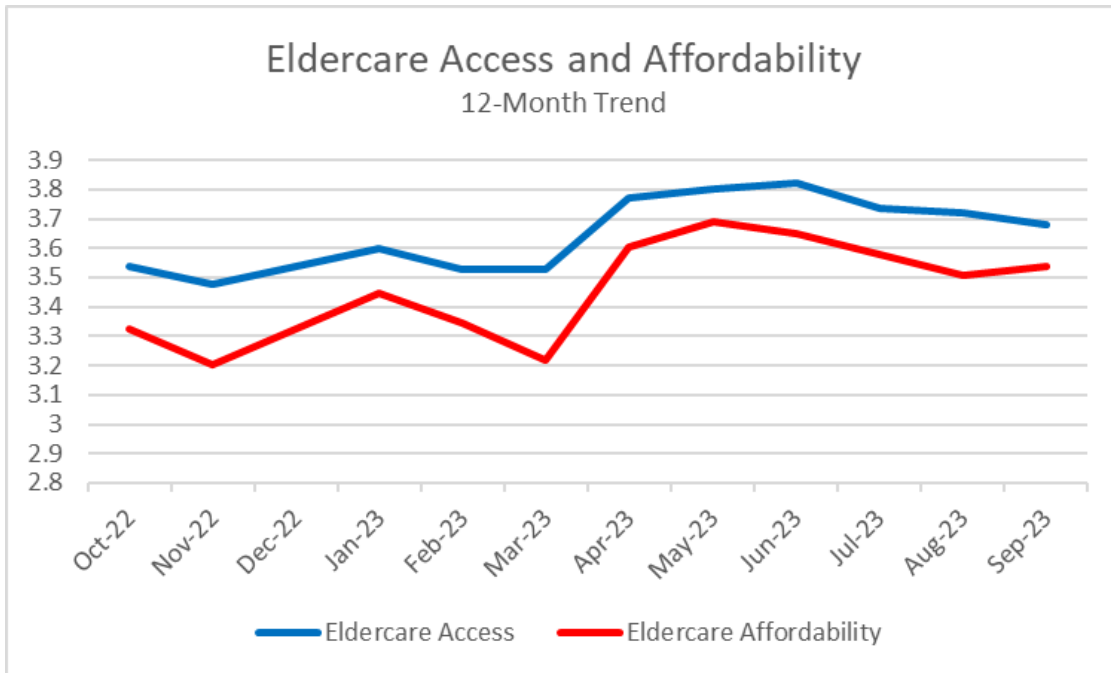
During this period, community leaders completed 8,277 surveys across North Carolina’s 100 counties. The topics covered include housing access and affordability, healthcare access, food security, childcare, eldercare, workforce development, transportation, and technology.

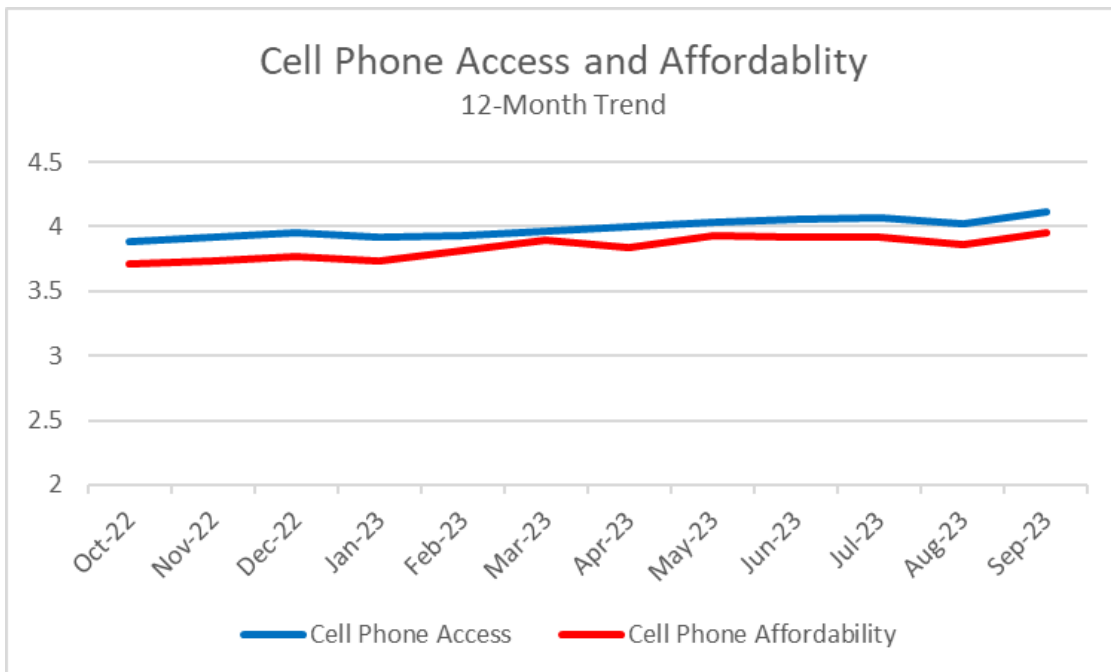
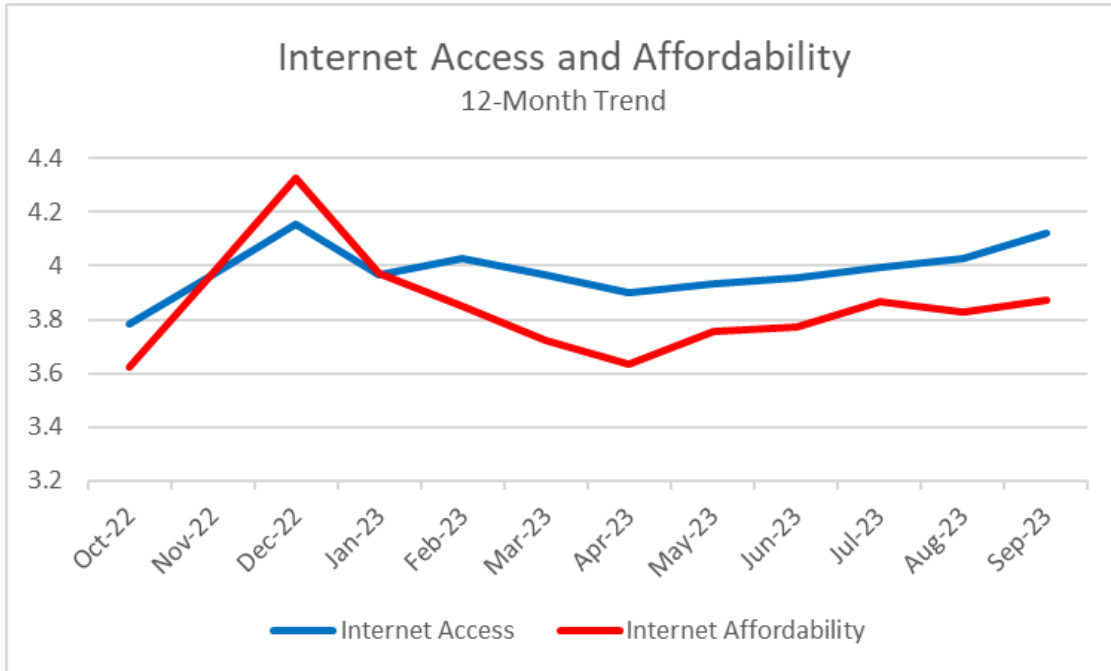
The graphs below depict trends showing improvement or decline in each of these areas over a 12-month period. The report concludes with a statement about the survey methodology and data analysis.











Methodology and Data Analysis

The primary objective of this monthly tracking survey is to systematically assess and monitor the various conditions within communities. The aim is to gather valuable insights into perceptions, concerns, and overall satisfaction with the community environment.

Researchers with the Bureau of Business Research at East Carolina University conduct each monthly survey to capture both trends over time and a snapshot of the community's current conditions. The survey instrument is designed to collect quantitative and qualitative data to provide a comprehensive understanding of the community.

The survey questionnaire has been developed based on a combination of standardized metrics and community-specific concerns (e.g., access to affordable housing). The survey includes closed-ended questions for quantitative analysis, as well as open-ended questions to gather qualitative insights. The instrument is pre-tested to ensure clarity, relevance, and respondent comprehension and undergoes a review each month with edits made as needed.

Surveys are administered online using Qualtrics Software, a widely used, secure and user-friendly platform. Survey participants receive invitation emails each month and periodic reminders encouraging their voluntary participation. The survey is compatible with multiple devices to enhance accessibility.

Quantitative data is analyzed using statistical software, employing descriptive statistics to summarize key metrics and inferential statistics to identify significant trends or patterns. Qualitative data undergoes thematic analysis to extract meaningful insights.

To ensure data accuracy and reliability, built-in validation checks are implemented in the survey platform. Regular audits and monitoring are conducted to identify and rectify any anomalies. As part of this process, a subset of respondents may be contacted for verification purposes.

The survey adheres to ethical standards, including confidentiality and anonymity. Participants are informed about the goals of the survey and that their data will be used solely for research purposes.

Quarterly reports are generated to communicate key findings and trends to relevant stakeholders. These reports are disseminated through the NCPRO website at the following link: <https://ncpro.nc.gov/data-research/north-carolina-community-engagement-survey>

The methodology for this survey is subject to continuous review and improvement based on feedback, changing community dynamics, and emerging issues. This iterative process enhances the relevance and effectiveness of the survey over time.

The methodology described herein aims to provide a robust framework for conducting the survey on a monthly basis, ensuring the collection of accurate, timely, and actionable information to support community well-being.

About the NC Community Engagement Survey

The NC Community Engagement Survey is coordinated by the NC Pandemic Recovery Office (NCPRO) in partnership with the UNC School of Government ncIMPACT Initiative, NC Rural Center, NC Association of County Commissioners, and NC League of Municipalities.

The survey is conducted by researchers from the East Carolina University Bureau of Business Research and is funded through a grant to the Governor’s Office from the U.S. Economic Development Administration.

To learn more about how you can get involved, or if you have comments or questions about the survey, please contact Dr. William J. Rowe at rowew@ecu.edu