



The Marketing Workshop, Inc.

Date:

To: Elliott Brack

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From: Jim Nelems

cc:

Subject: GWINNETT FORUM READERS POLL: FINDINGS

Summary

In a Gwinnett County resident survey conducted exclusively for Gwinnett Forum by Norcross-based Marketing Workshop, Inc., survey participants reported a high level of satisfaction with living in Gwinnett County and in most non-controversial services offered by the county such as education, fire and law enforcement services, the library, parks and recreation, and the county tag office.

These positive comments do not extend to perceptions of County leadership, and in particular to recently raised issues regarding trash collection, taxes, and transportation, where more comments are negative than positive.

Commissioners do not get credit for the 'good' things about Gwinnett County, but instead are harshly criticized for being aloof, and not listening. In their own words, typical verbatim comments are:

- "they are losing touch with residents"
- "they don't listen"
- "they reign like kings behind closed doors"
- "there is too much politics and not enough transparency"
- "they are pretty self-serving"

One comment which perhaps best sums up poll participants' opinions would be:

- "I am just not happy with the group currently running the county."

DETAILED FINDINGS

Living in Gwinnett County

Most surveyed residents like living in Gwinnett County:

Gwinnett County as Place to Live

| | <u>%</u> | |
|-----------|----------|------|
| Excellent | 30 | } 82 |
| Good | 52 | |
| Average | 14 | |
| Fair | 3 | |
| Poor | <u>1</u> | |
| | 100 | |

Q.3: Overall, how do you rate Gwinnett County as a place to live?

Gwinnett County Issues

Even though living here is 'great,' there are a lot of issues with which to be concerned, primarily transportation, crime, and 'management.'

Main Issues Facing Gwinnett County

| | <u>%</u> |
|---------------------------|-----------|
| <u>Unaided</u> | |
| <u>Transportation</u> | <u>51</u> |
| Congestion | 39 |
| Need transit system | 15 |
| <u>Crime/drugs/safety</u> | <u>29</u> |
| <u>County Management</u> | <u>28</u> |
| Leadership | 13 |
| Budget | 5 |
| Management of funds | 4 |
| Decrease in services | 4 |

(Miscellaneous comments not shown.)

Q.4: Thinking about issues that affect your satisfaction with living in Gwinnett County, what issues are you concerned about? (Multiple answers allowed.)

Perception How the County is Managed

Poll participants have a very low opinion of how the county is managed:

How the County is Managed

| | <u>%</u> | |
|-----------|----------|------|
| Excellent | 5 | } 29 |
| Good | 24 | |
| Average | 26 | |
| Fair | 18 | } 43 |
| Poor | 25 | |
| | 100 | |

Q.5: *Thinking about how the county is governed or managed, how you do rate the job elected county officials are doing:*

Reasons County Management is not Considered "Excellent"

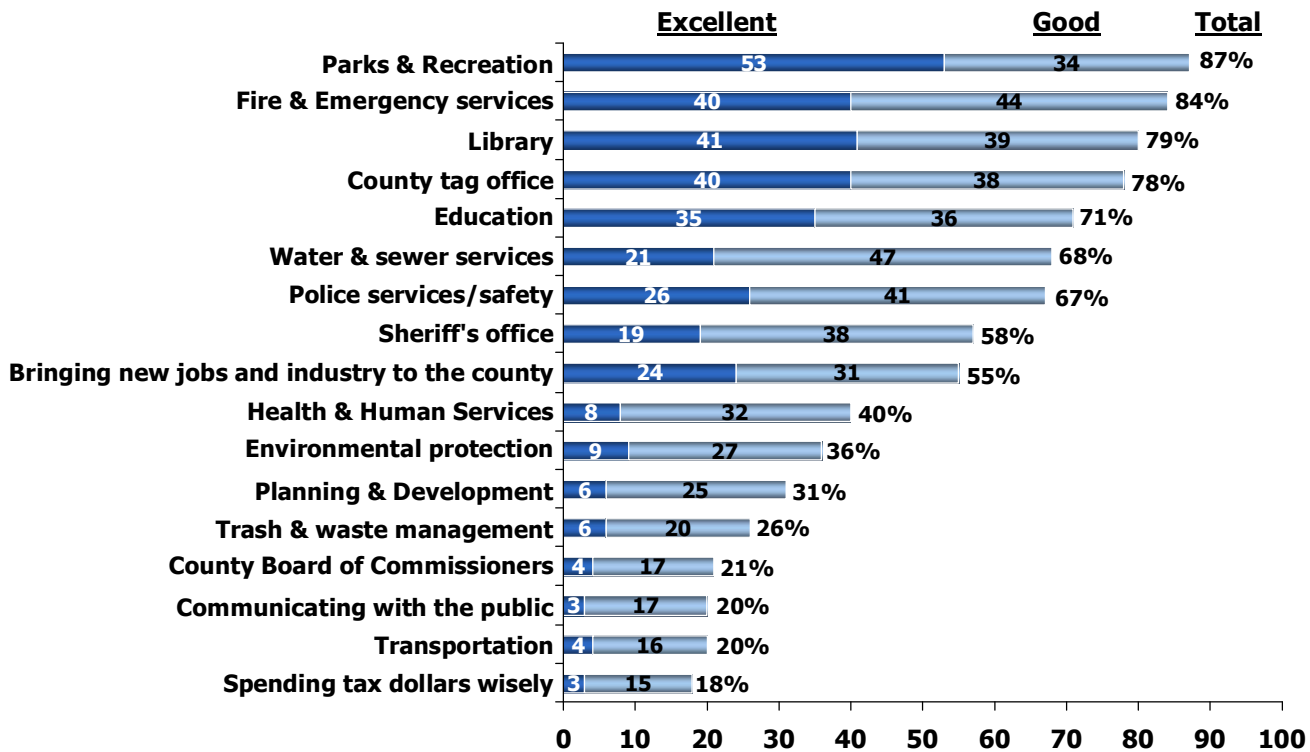
| | <u>%</u> |
|---------------------------------------|----------|
| <u>Unaided</u> | |
| Recent proposal to raise taxes | 18 |
| They don't listen | 17 |
| Poor management of funds/overspending | 14 |
| Too much 'under the table' | 14 |
| Lack of leadership | 11 |
| Recent garbage decisions | 10 |
| Not happy with leadership | 8 |
| Gwinnett stadium | 8 |
| Too much bickering | 7 |
| Poor planning | 6 |
| City/county relationship | 6 |
| Deception in land acquisition | 6 |
| Lack of action on transportation | 6 |
| Too influenced by developers | 5 |

(Miscellaneous comments not shown.)

Q.5c: *Why do you not rate them any higher than that? (Multiple answers allowed.)*

Rating of County Services

There is little doubt that residents are quite pleased with most of the county services and departments which provide them benefits (notably parks and recreation, education, fire protection, law enforcement, and library) while being noticeably critical on the overall issue of managing the county.



Q6: How do you rate the job the county is doing in each of these areas?

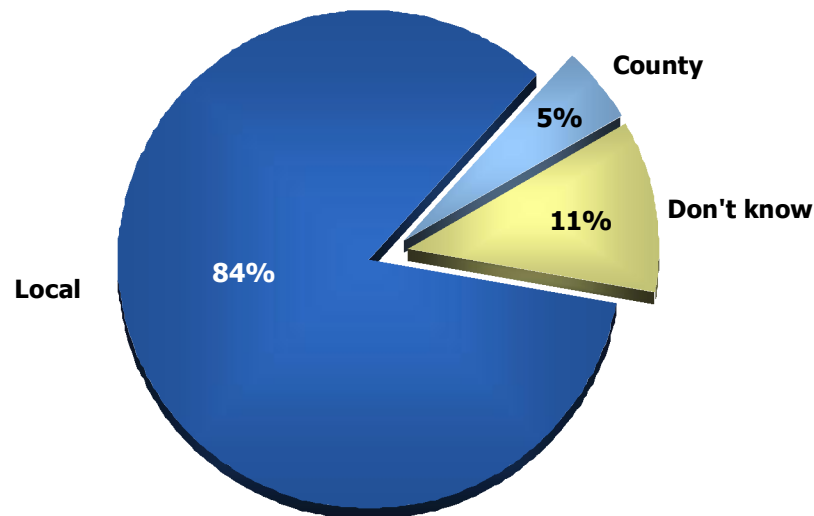
According to Jim Nelems, CEO of Marketing Workshop, Inc. which conducted the study, "It is somewhat ironic that on the one hand, residents are quite pleased with county services, yet strongly criticize those who are ultimately responsible for those services, the County Commissioners. This shows that residents like things as they are (or 'as they used to be') and are adverse to the many changes recently proposed, such as changing trash collection, raising property taxes, and planning and development."

Due to poor communication, the 'link' between Gwinnett County being a "great place to live" and how the county got that way, has been broken. Whether or not it can be fixed by the time of the next election, is debatable.

City Vs. County Police Services

It is quite clear from this research that residents of Gwinnett County cities which have their own police departments want their own local city police, not the county's.

Preference for Police Services
(among residents who live in cities with local police)



Q. Do you or would you prefer...

About this Research

Conducted online among 150 responding Gwinnett Forum readers, the study should be considered directional and indicative. Survey participants (i.e., Gwinnett Forum readers) tend to be older, longer term county residents, primarily in management positions in private industry and thus may not be representative of county residents as a whole. For more information about MWI, go to jnelems@mwwshop.com or www.mwwshop.com.