

City of Wilmington 2015 Community Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to the City of Wilmington, North Carolina

by:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas
66061

June 2015



Contents

| | |
|--|-----|
| Executive Summary..... | i |
| Section 1: Charts and Graphs..... | 1 |
| Section 2: GIS Maps..... | 26 |
| Section 3: Importance-Satisfaction Analysis..... | 78 |
| Section 4: Tabular Data..... | 92 |
| Section 5: Survey Instrument..... | 126 |

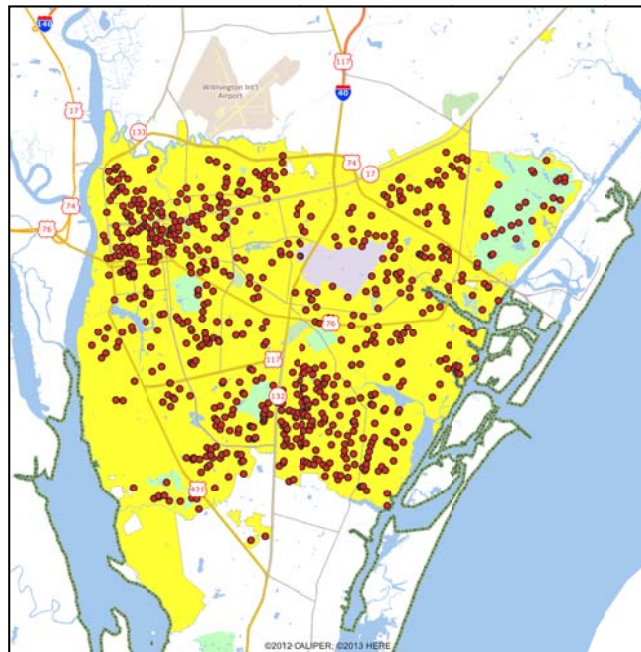
2015 Wilmington Community Survey Executive Summary Report

OVERVIEW AND METHODOLOGY

During February and March of 2015, ETC Institute administered a community survey for the City of Wilmington. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community. This was the fourth community survey administered by the City of Wilmington; previous surveys were administered in 2007, 2010, and 2012.

The survey was mailed to a random sample of households in the City of Wilmington. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 800 households completed the survey. The results for the random sample of 800 households have a 95% level of confidence with a precision of at least +/- 3.4%.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



This summary report contains:

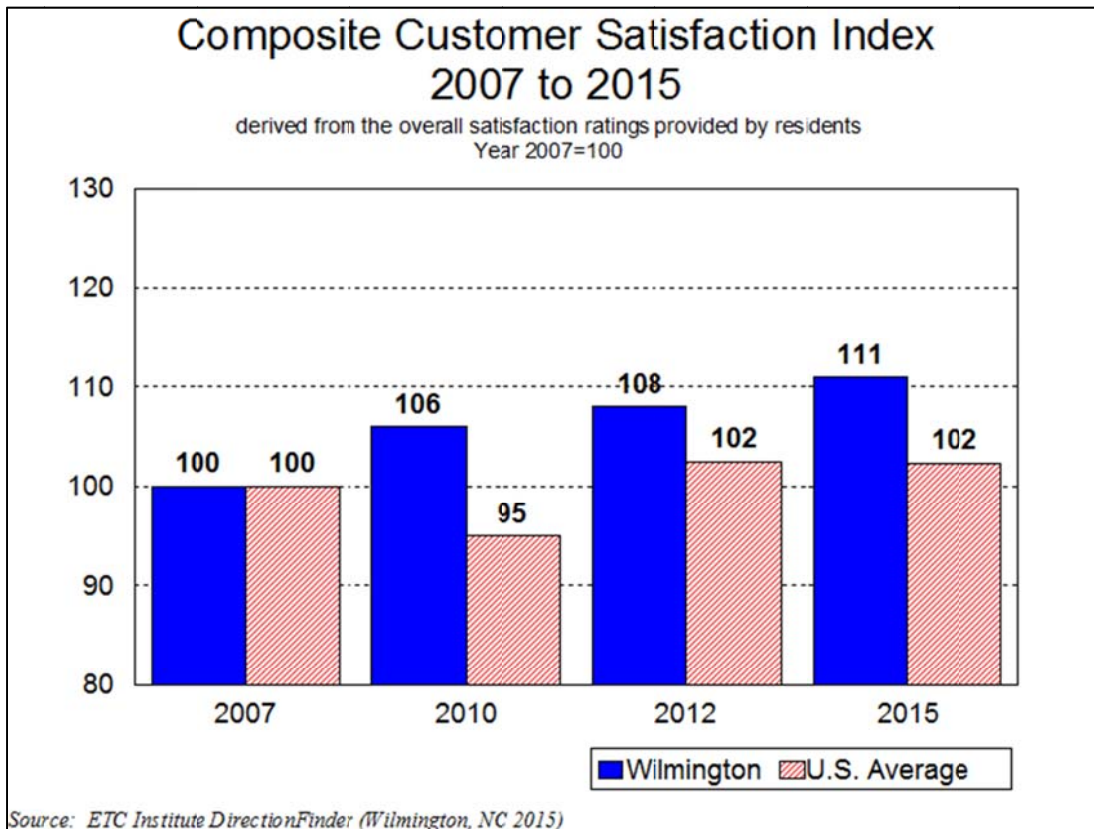
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- GIS maps that show the results of selected questions on the survey
- importance-satisfaction analysis
- tabular data
- a copy of the survey instrument

Interpretation of “Don’t Know” Responses

The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data section of this report (Section 4). When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Composite Customer Satisfaction Index

The Composite Satisfaction Index for the City of Wilmington continues to improve. The composite index improved 11 points from 2007 and 3 points from 2012. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart below shows how the Composite Satisfaction Index for the City of Wilmington and for the U.S. average have changed since 2007.



MAJOR FINDINGS

Overall Satisfaction with City Services

- Sixty-four percent (64%) of the residents surveyed *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 29% were neutral and only 8% were dissatisfied.
- The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire services (84%), the quality of trash, yard, recycling and yard waste collection services (81%), the quality of City parks and recreation programs and facilities (75%), and the quality of police services (65%). Residents were generally less satisfied with the maintenance of City streets and sidewalks (32%) and the management of traffic flow on City streets (29%).

Public Safety. The public safety services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the City’s efforts to prevent fires (70%), the enforcement of fire codes (67%), and how quickly police respond to emergencies (65%). Residents were least satisfied with the frequency that police patrol neighborhoods (41%).

Perceptions of Safety. Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe in their neighborhood during the day (87%), in the downtown business district during the day (80%) and in shopping areas (73%).

Parks and Recreation. The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of City parks (79%), the number of City parks (68%), walking trails in the City (+64%), and the quality of outdoor athletic fields (62%). Residents were least satisfied with City swimming pools (37%).

City Communication. The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: City efforts to keep residents informed (50%) and the availability of information about City services and programs (48%). Residents were least satisfied with the level of public involvement in decision-making (29%).

When asked where residents received information about the City, the top three sources were: (1) the local television news, (2) the City newsletter and (3) local newspapers. These were also the top three sources where residents indicated they would prefer to get information about the City.

City Maintenance. The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (66%), cleanliness of City streets and other public areas (50%) and the mowing and tree trimming along City streets and other public areas (49%). Residents were least satisfied with how quickly street repairs are made (20%).

Code Enforcement. The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: City efforts to removal inoperable vehicles (41%) and the enforcement of sign regulations (40%). Residents were least satisfied with the enforcement of exterior maintenance of residential property (33%).

Customer Service. The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the way residents were treated (79%) and how easy City employees were to contact (75%).

City Utility/Public Services. The highest levels of satisfaction with City utility and public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (90%) and curbside recycling services (87%).

Transportation/Other Issues. The highest levels of satisfaction with the transportation/ other issues rated, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: opportunities to attend cultural activities (64%) and ease of walking in the City (54%). Residents were least satisfied with the availability of affordable housing (31%).

Capital Improvement Priorities. Residents were asked to rate how important they felt it was for the City to invest in various capital improvement priorities. Residents felt it was most important, based upon the combined percentage of “extremely important” and “very important” responses to make transportation network improvements (76%). Residents also felt it was important to make police and fire facility improvements (63%) and upgrades to public facilities (63%).

Overall Ratings of the City. Most of the residents surveyed *who had an opinion* felt the City was an “excellent” or “good” place to visit (88%) and place to live (84%).

TRENDS

Significant Changes From 2012

The results for the City of Wilmington improved or stayed the same in 46 of the 80 areas that were assessed in both 2012 and 2015, 9 of which were significant increases (increase of 4% or more). The significant improvements in satisfaction from 2012 include: biking trails in the City (+8%), quality of trash, recycling and yard waste collection (+6%), value received for City taxes and fees (+6%), quality of customer service from City employees (+5%), effectiveness of City communication with the public (+5%), availability of job opportunities (+5%), walking trails in the City (+4%), City golf course (+4%), and City efforts to remove inoperable vehicles (+4%).

There were 11 areas with significant decreases in satisfaction from 2012. They include: City efforts to prevent crimes (-13%), the variety of City recreation programs and classes (-6%), overall quality of police services (-5%), feeling of safety in the downtown business district during the day (-5%), quality of City recreation programs and classes (-5%), the quality of the City's cable television channel (-5%) the City as a place to live (-4%), the City as a place to raise children (-4%), City swimming pools (-4%), adequacy of public parking downtown (-4%), and availability of affordable housing (-4%).

Long-Term Trends. The significant increases and decreases among all of the items that were assessed from 2007 to 2015 are listed below; changes of 4% or more were considered significant.

The significant long-term increases from 2007 to 2015 are listed below:

- Biking trails in the City (+30%)
- Walking trails in the City (+23%)
- Ease of travel by car in the City (+16%)
- Management of stormwater runoff by the City (+14%)
- Ease of biking in the City (+13%)
- How well the City is planning growth (+12%)
- Curbside recycling services (+12%)
- Ease of walking in the City (+11%)
- Number of City parks (+11%)
- Quality of parks and recreation programs and facilities (+10%)
- Management of traffic flow on City streets (+10%)
- Feeling of safety in City parks (+9%)
- Availability of affordable housing (+9%)
- Appearance of the City (+8%)
- Level of public involvement in decision-making (+8%)
- Timing of traffic signals in the City (+8%)
- How quickly police personnel respond to emergencies (+7%)
- Value received for City taxes and fees (+7%)

- City recreation centers (+7%)
- Enforcement of City codes and ordinances (+7%)
- Cleanliness of City streets and public areas (+7%)
- Cleanliness of stormwater drains (+7%)
- Quality of trash, recycling and yard waste collection (+7%)
- Quality of services provided by the City (+6%)
- Effectiveness of City communication with the public (+6%)
- Enforcement of local traffic laws (+6%)
- Quality of outdoor athletic fields (+6%)
- City efforts to keep residents informed (+6%)
- Quality of life in the City (+5%)
- Condition of street signs and traffic signals (+5%)
- City efforts to prevent fires (+4%)
- Frequency that police patrol neighborhoods (+4%)
- City golf course (+4%)
- Maintenance and appearance of City parks (+4%)
- How quickly City staff respond to requests (+4%)
- Residential trash collection services (+4%)

The significant long-term decreases from 2007 to 2015 are listed below:

- Maintenance of neighborhood streets (-11%)
- Availability of job opportunities (-7%)
- Quality of the City's cable television channel (-6%)
- Feeling of safety in downtown business district during the day (-5%)
- How quickly street repairs are made (-5%)
- Mowing and trimming along City streets and public areas (-4%)

OVERALL PRIORITIES FOR IMPROVEMENT

In order to help the City identify opportunities for improvement, ETC Institute conducted Importance-Satisfaction (I-S) Priorities Analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize improvements in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Priorities Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City’s overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Maintenance of City streets and sidewalks
 - Management of traffic flow on City streets
 - Overall quality of police services

- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** City efforts to prevent crimes, how quickly police respond to emergencies, and frequency that police patrol neighborhoods

 - **Parks and Recreation:** maintenance and appearance of City parks

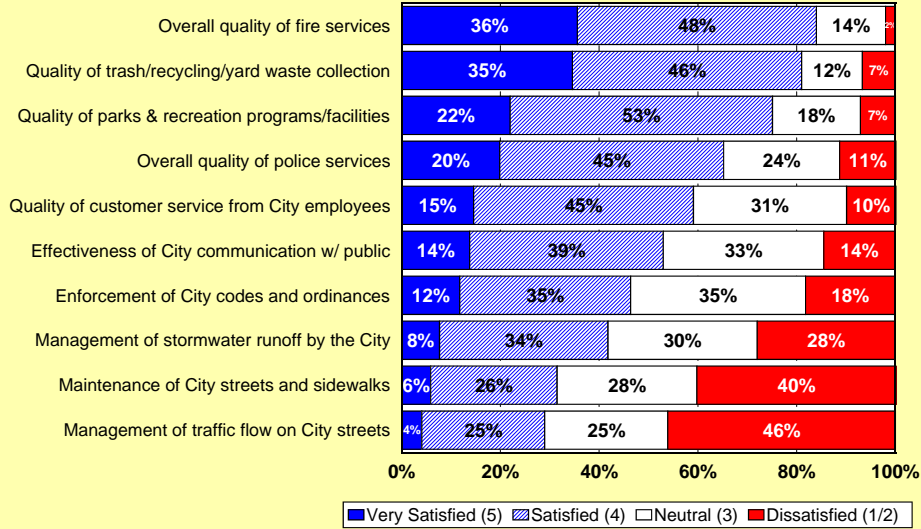
 - **Maintenance:** maintenance of major City streets and how quickly street repairs are made

 - **Code Enforcement:** enforcing cleanup of debris on private property

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

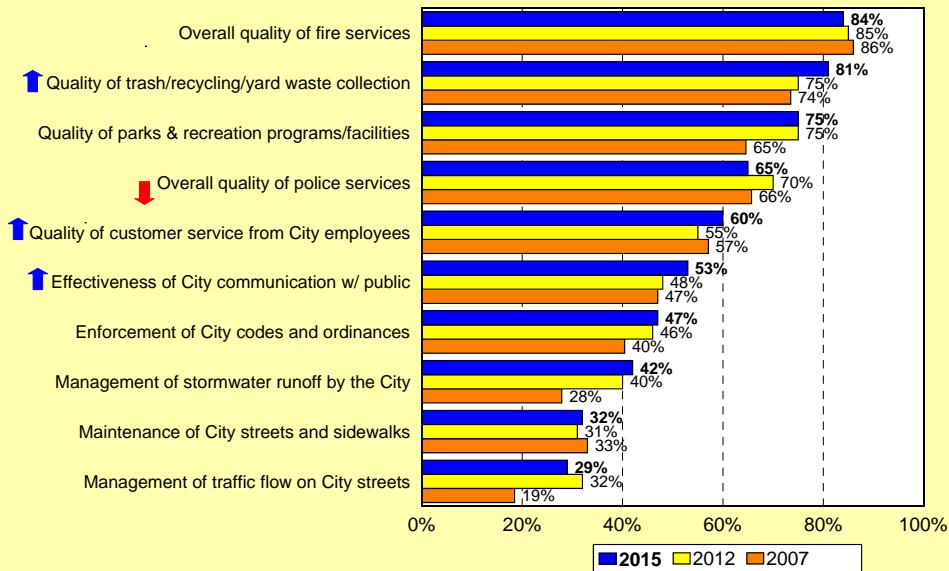
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Overall Satisfaction With City Services by Major Category (2007, 2012 & 2015)

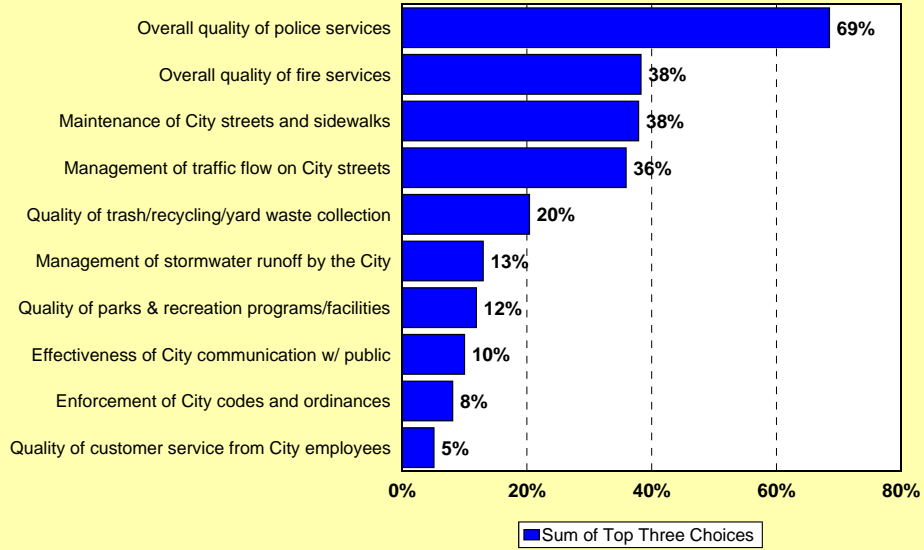
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q2. City Services That Are Most Important to Residents by Major Category

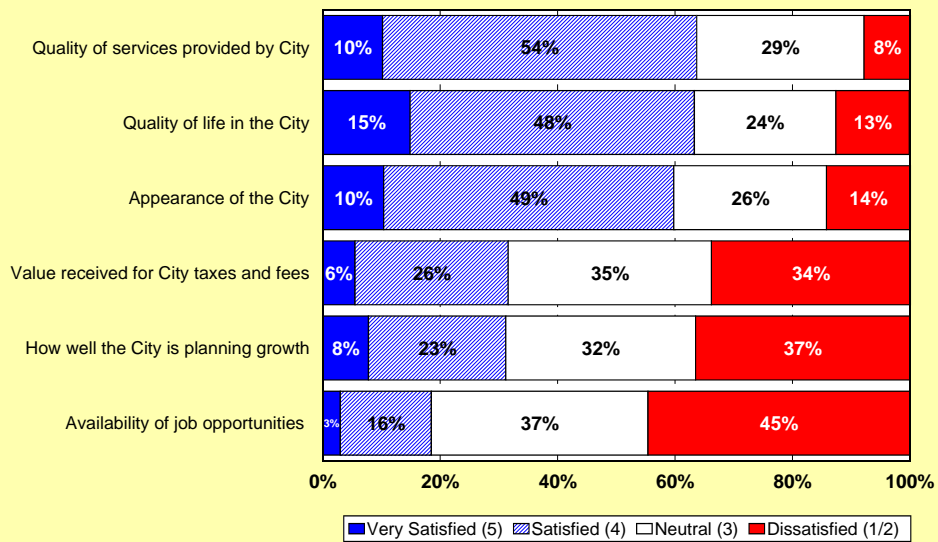
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

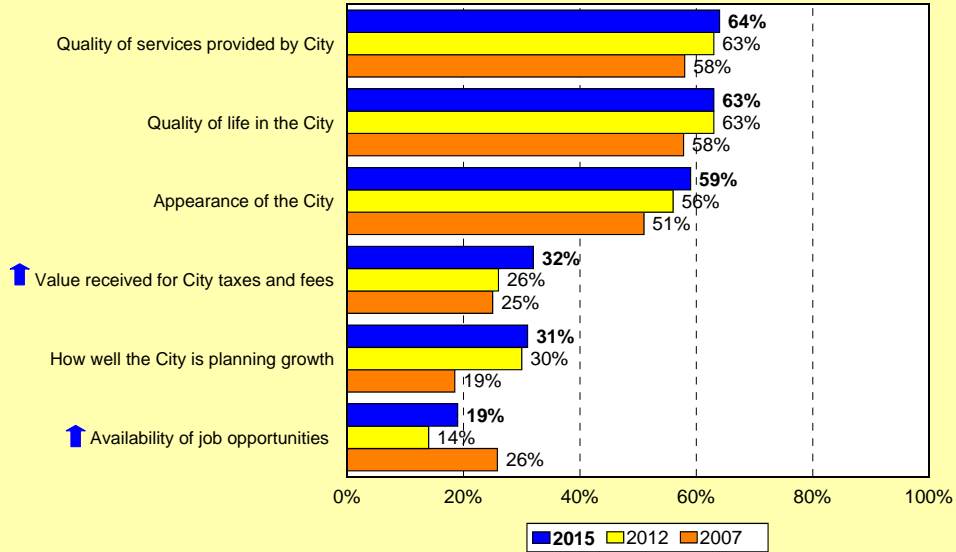
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction With Items That Influence the Perception Residents Have (2007, 2012 & 2015)

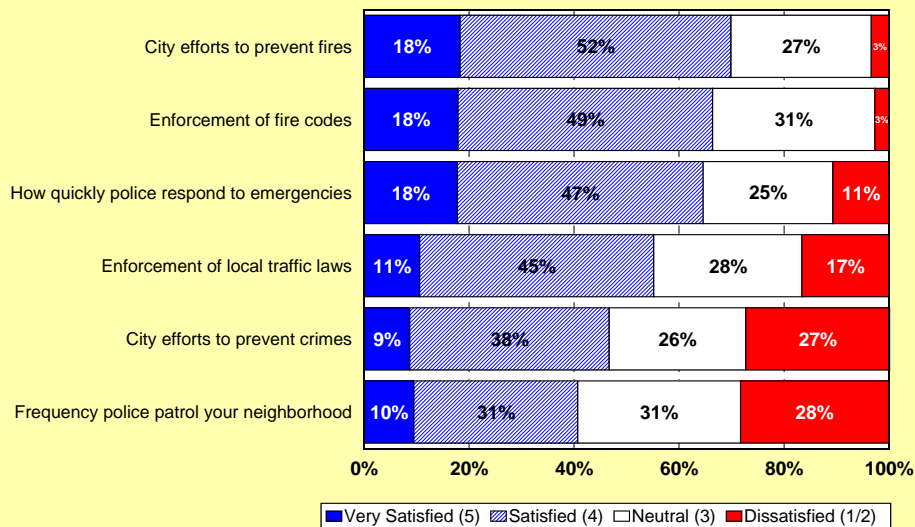
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



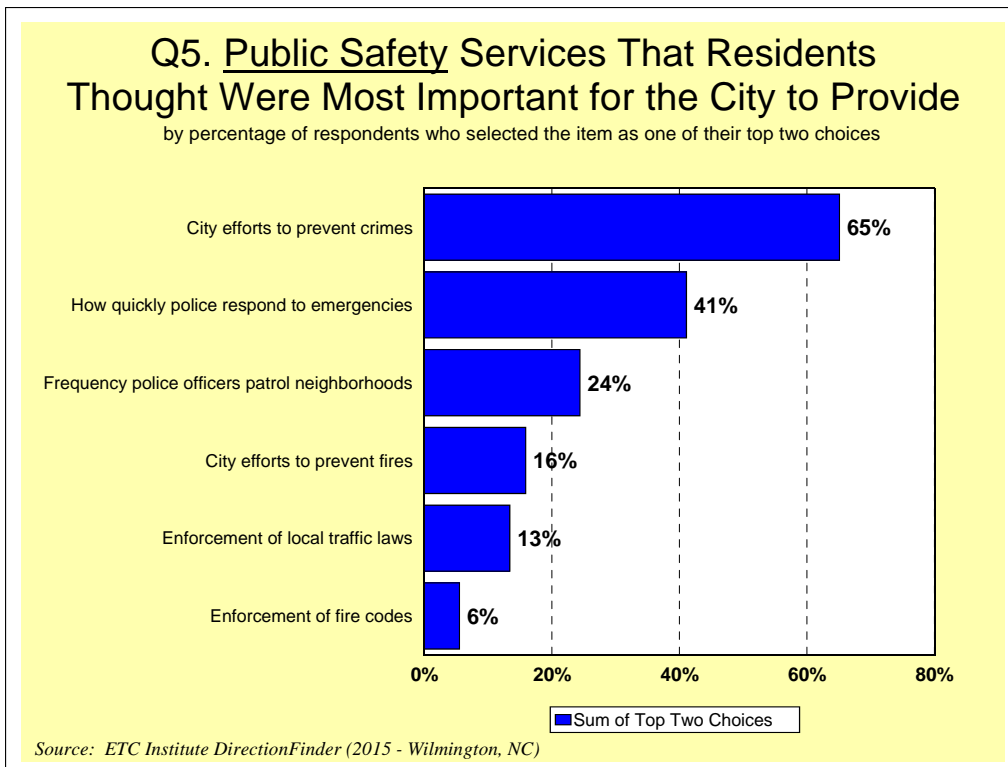
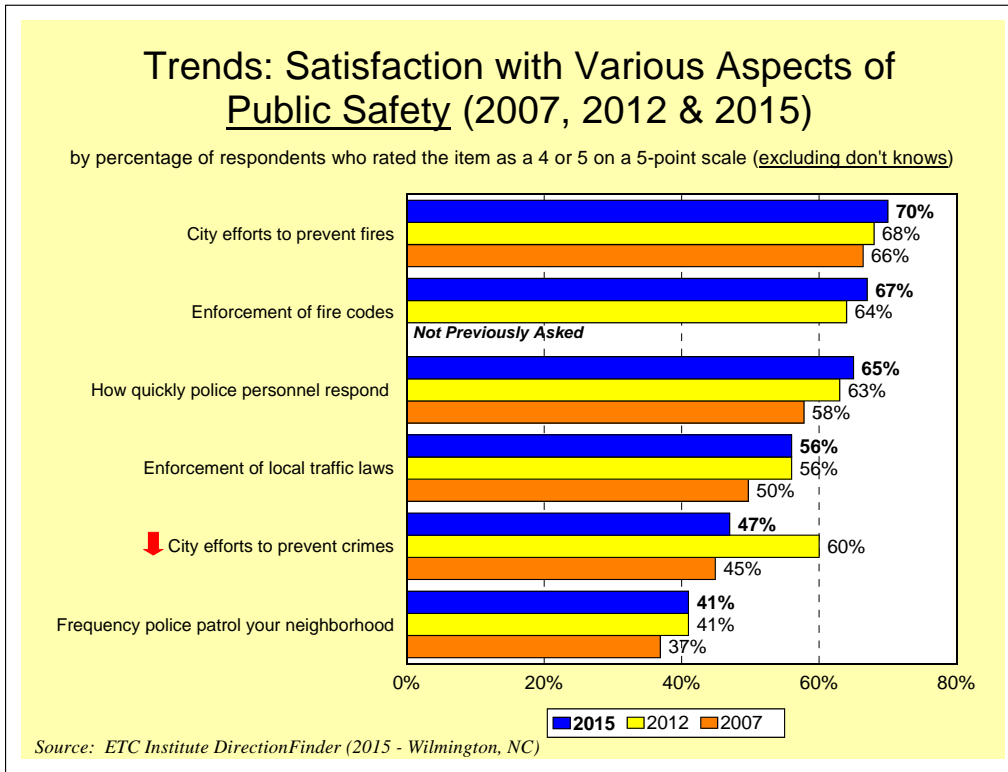
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

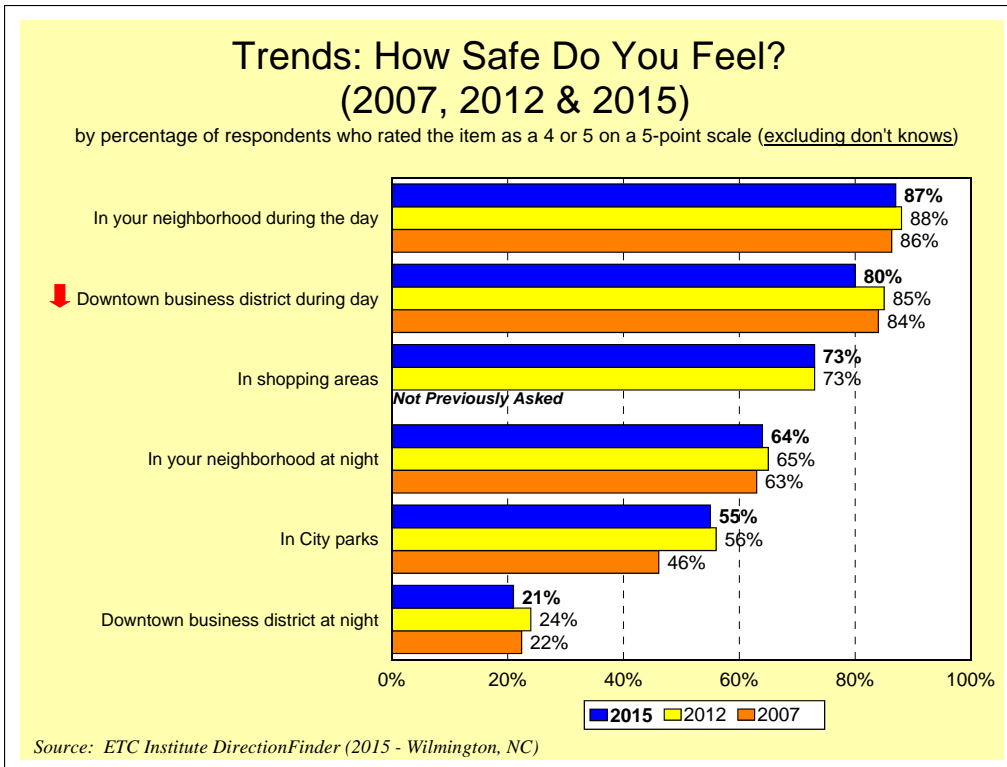
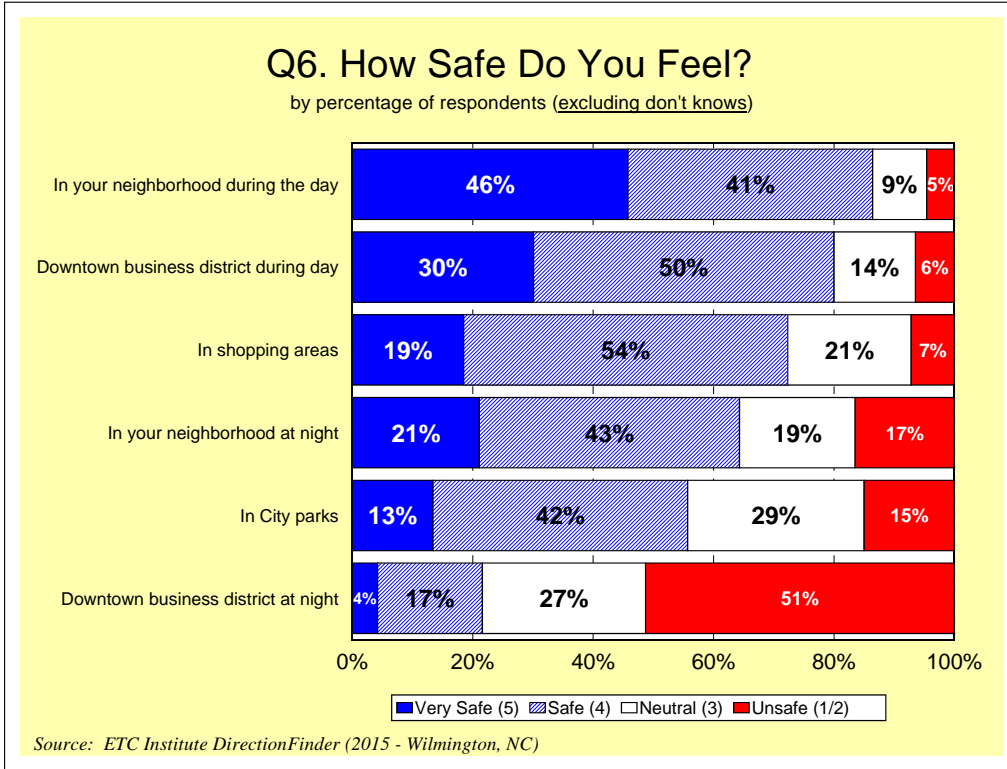
Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



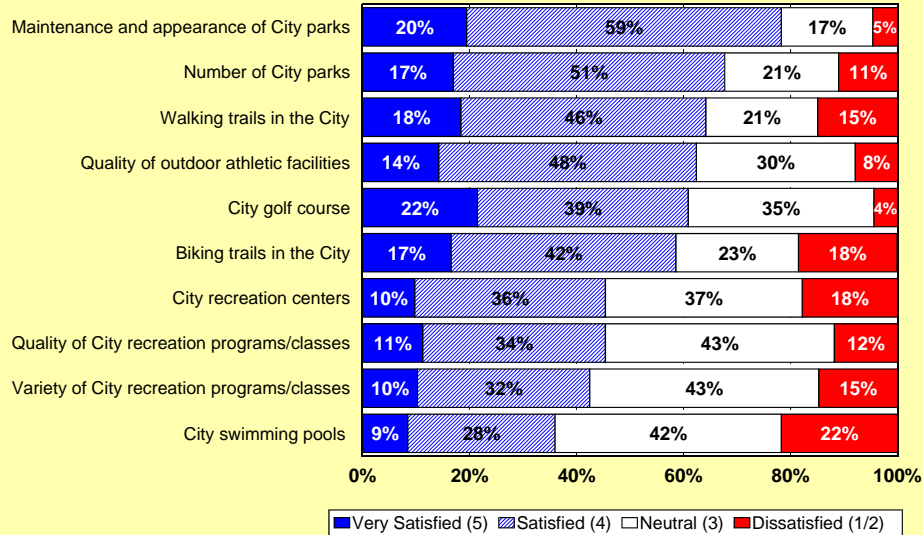
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)





Q7. Satisfaction with Various Aspects of Parks and Recreation

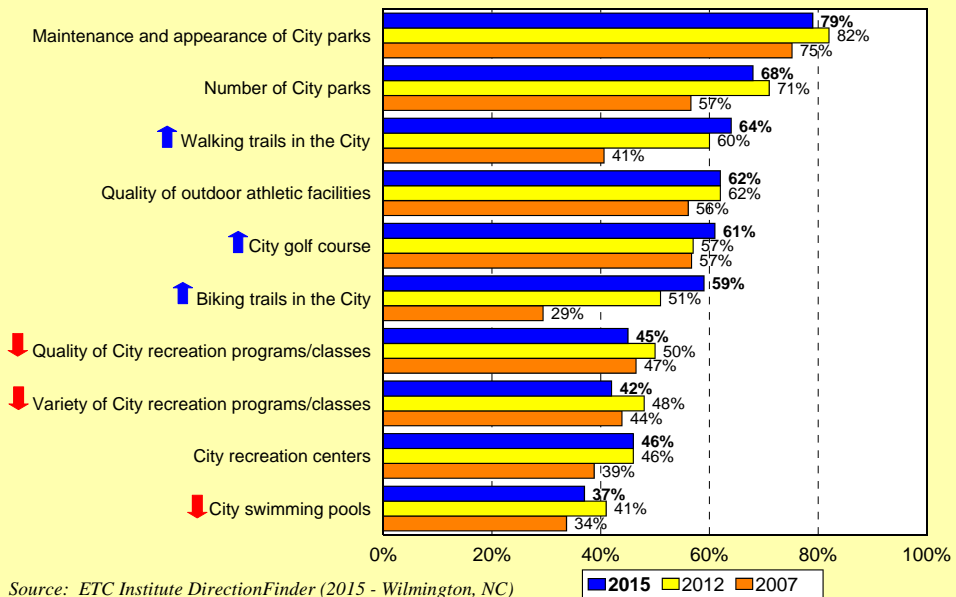
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of Parks and Recreation (2007, 2012 & 2015)

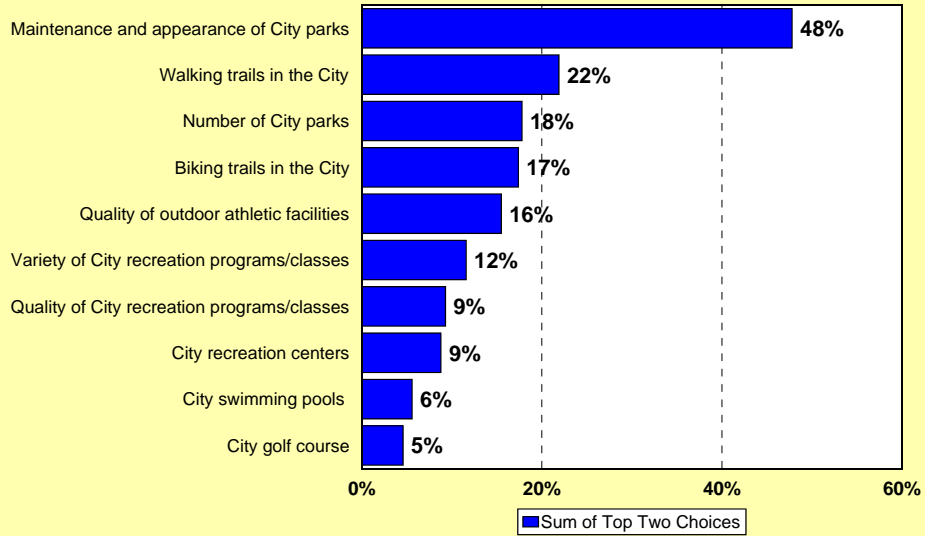
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q8. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

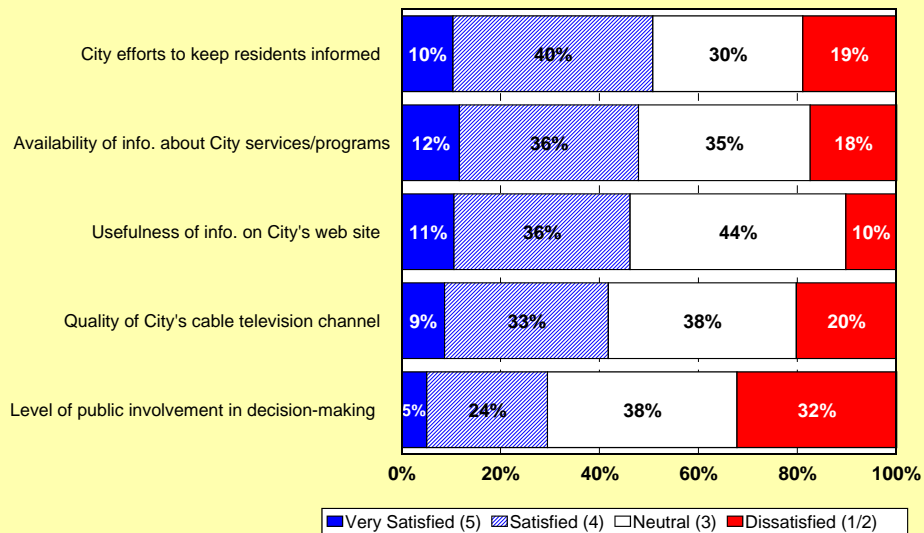
by percentage of respondents who selected the item as one of their top two choices



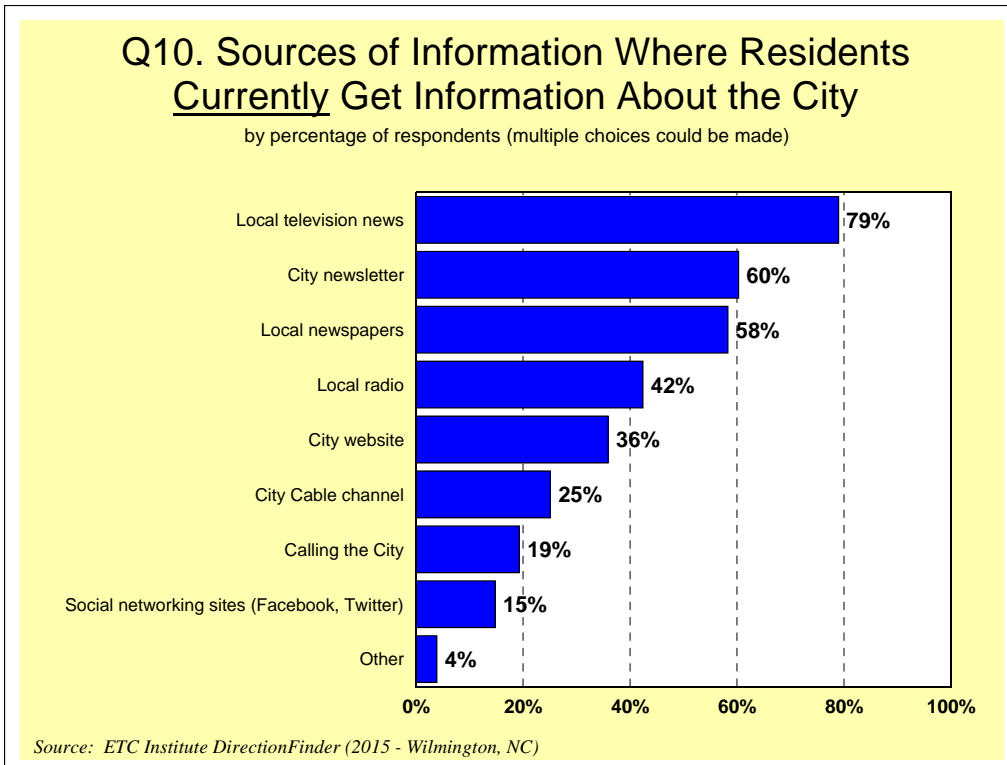
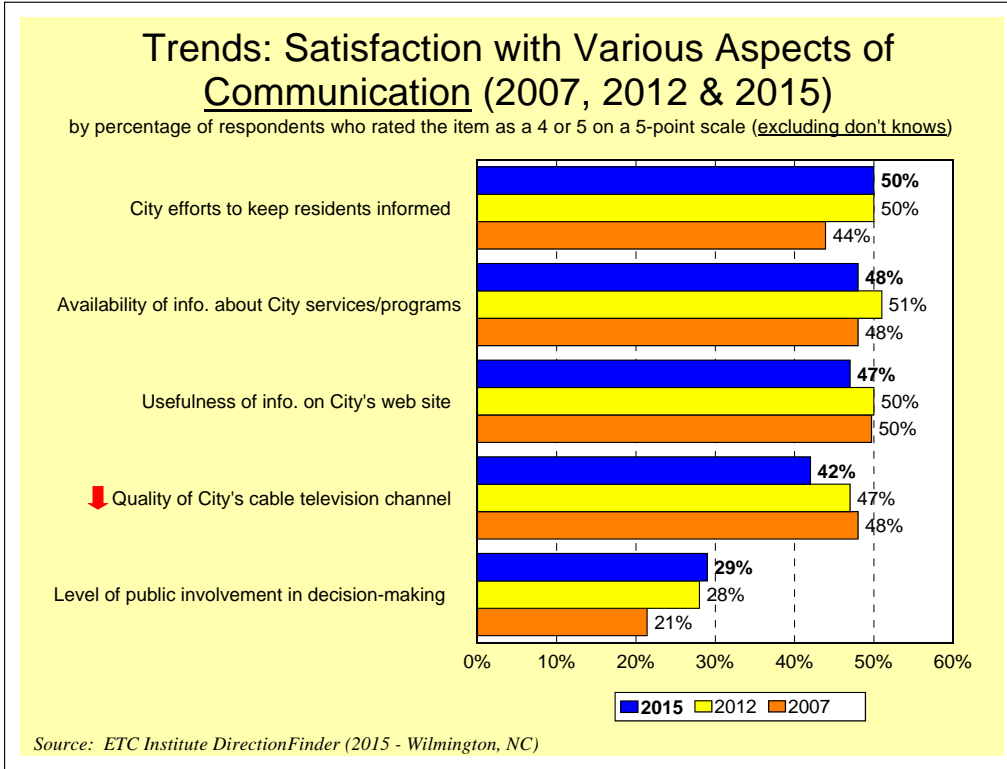
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

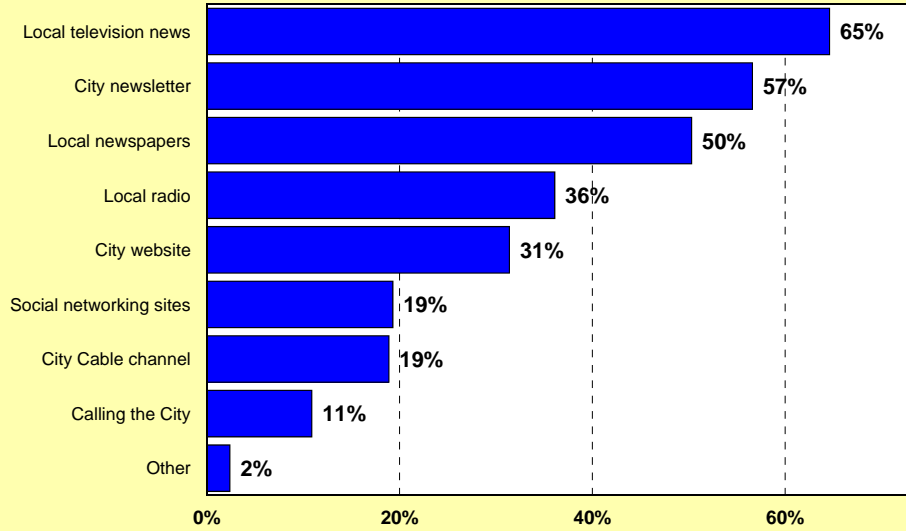


Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)



Q11. Sources of Information Where Residents Would Prefer to Get Information About the City

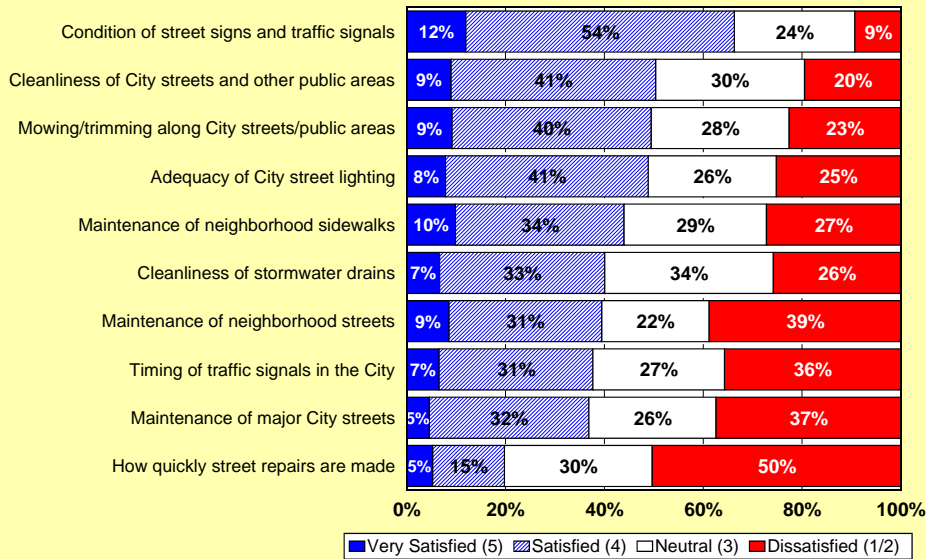
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q12. Satisfaction with Various Aspects of City Maintenance

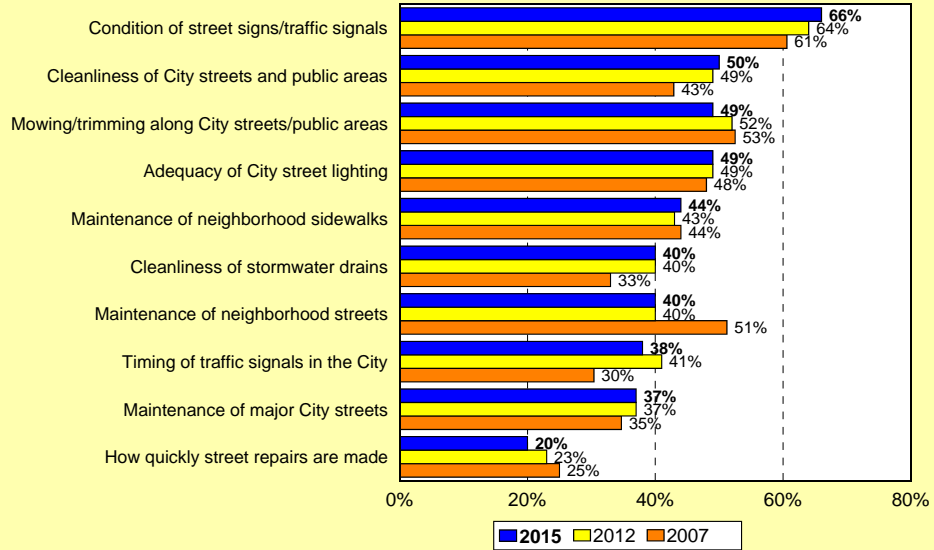
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of City Maintenance (2007, 2012 & 2015)

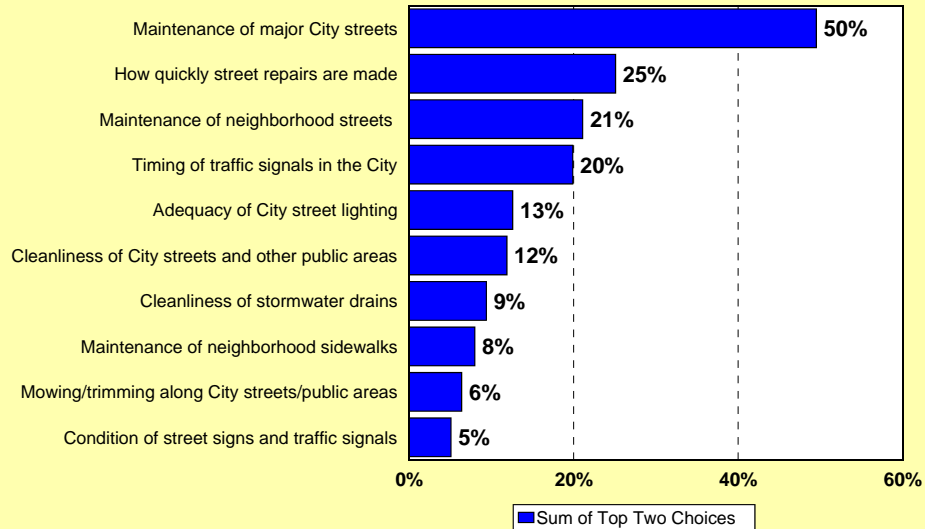
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q13. City Maintenance Services That Residents Thought Were Most Important for the City to Provide

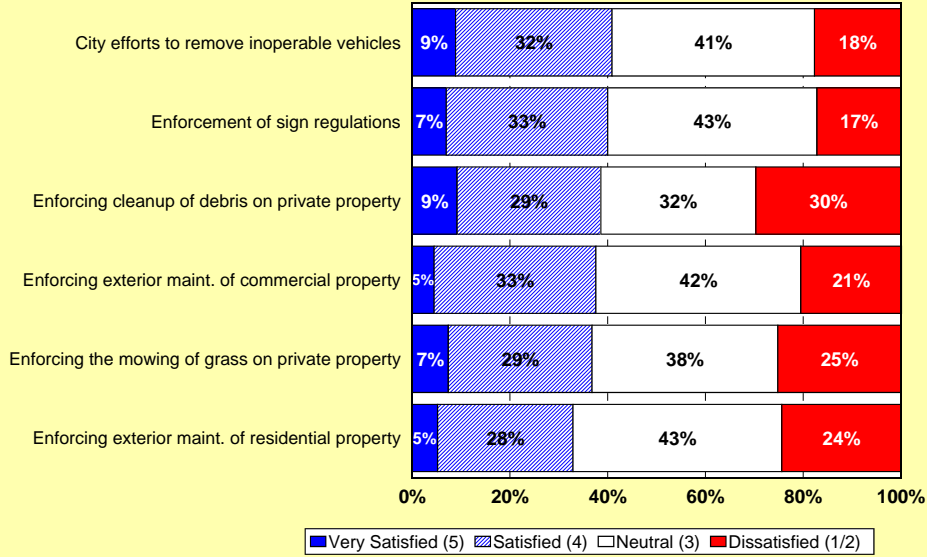
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q14. Satisfaction with Various Aspects of Code Enforcement

by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction with Various Aspects of Code Enforcement (2007, 2012 & 2015)

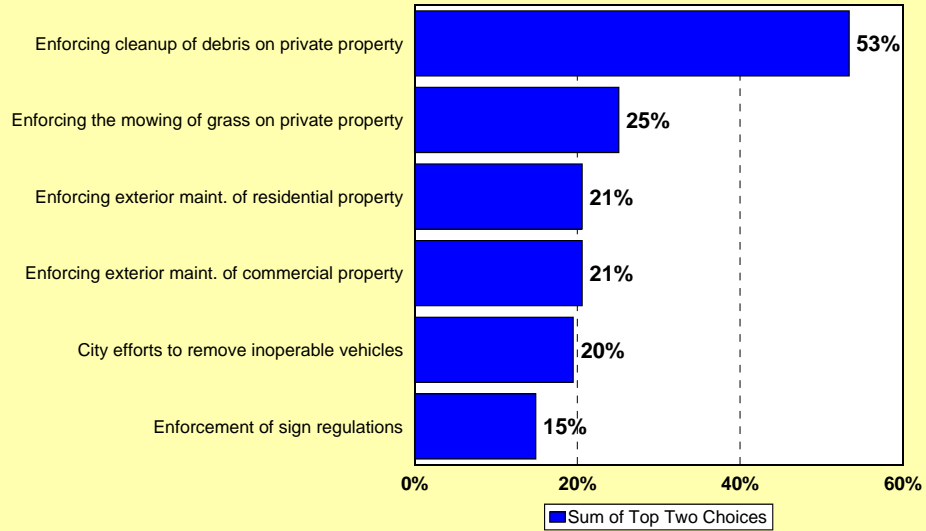
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q15. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

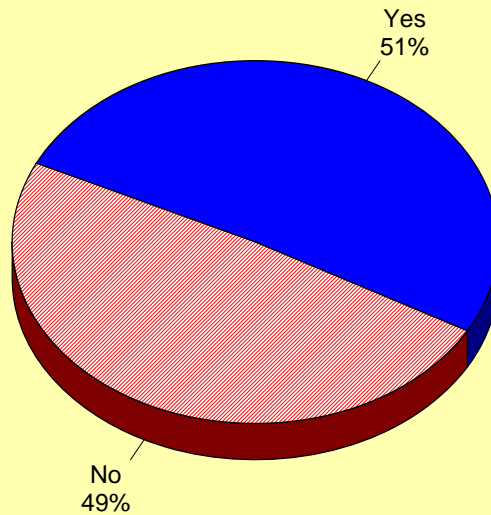
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q16. Have you contacted the City of Wilmington during the past year?

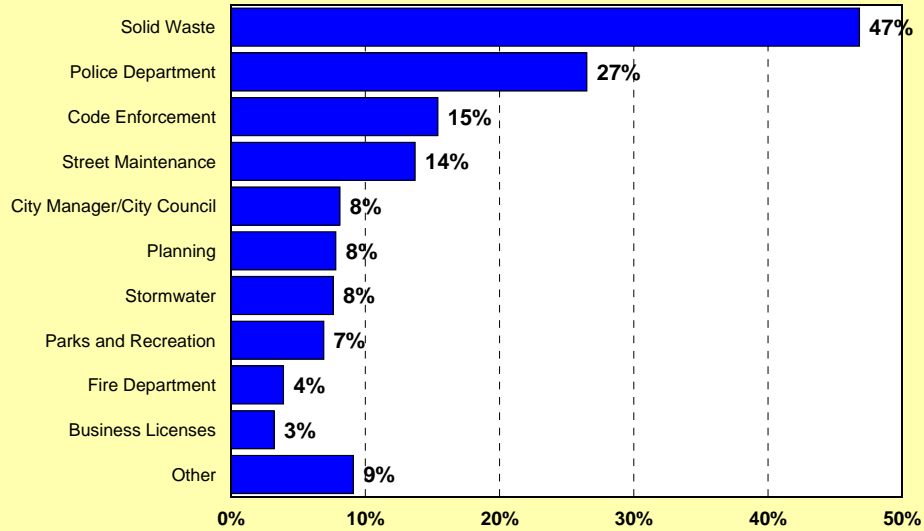
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q16a. What City Department did you contact most recently?

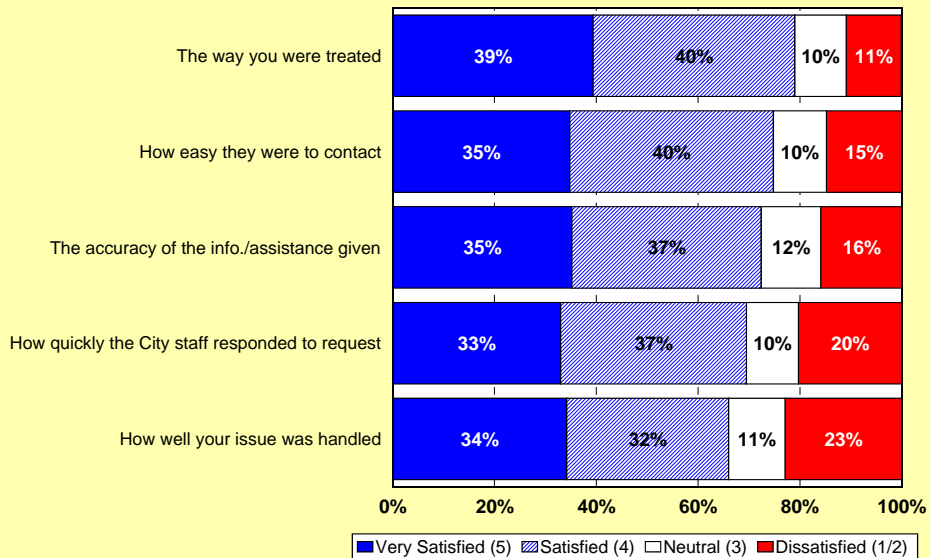
by percentage of respondents who had contacted the City during the past year



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q16b-f. Satisfaction with Customer Service Received from City Employees

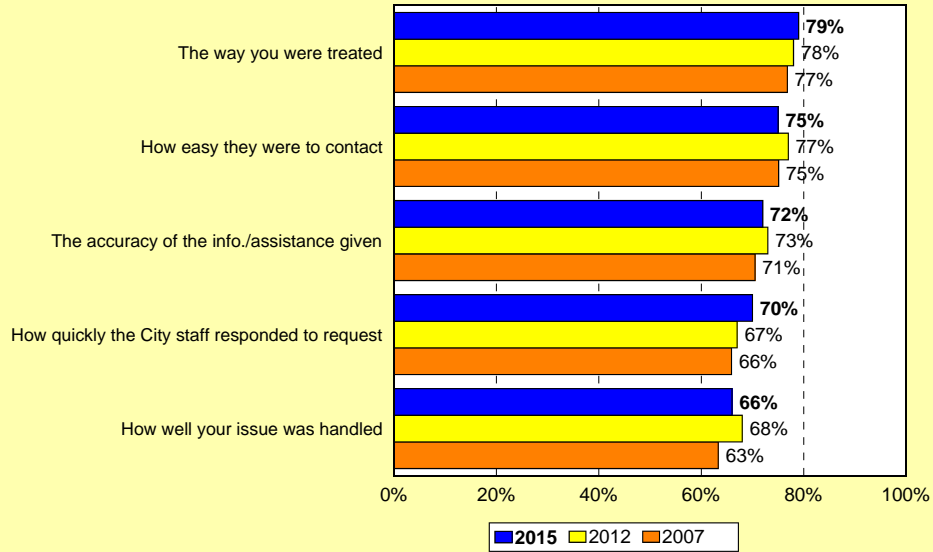
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction With Customer Service Received from City Employees (2007, 2012 & 2015)

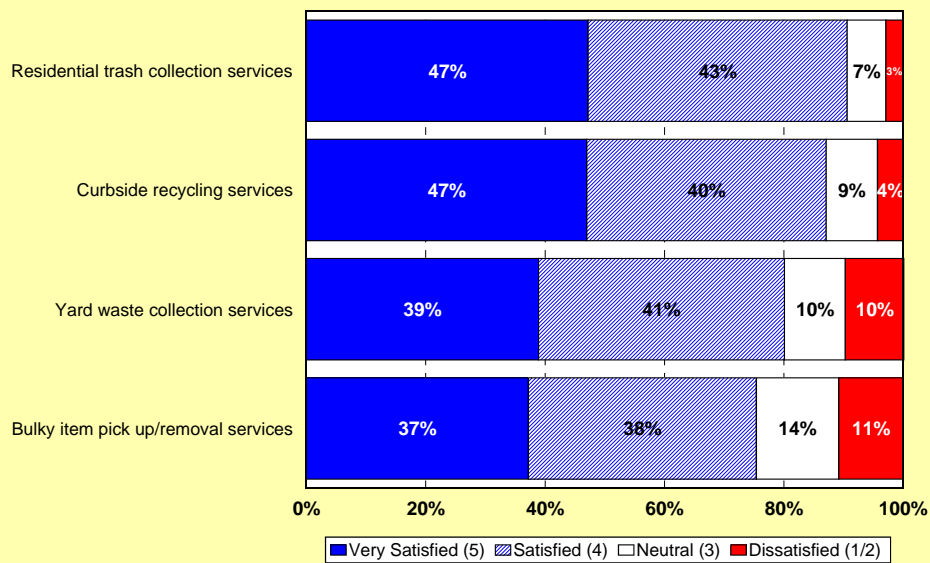
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Q17. Satisfaction with City Utility/Public Services

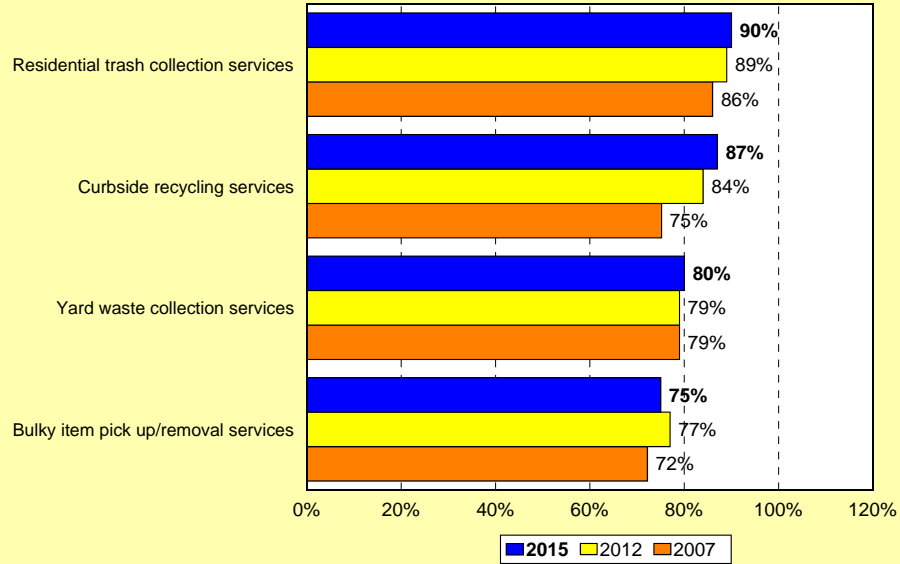
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

Trends: Satisfaction with City Utility/Public Services (2007, 2012 & 2015)

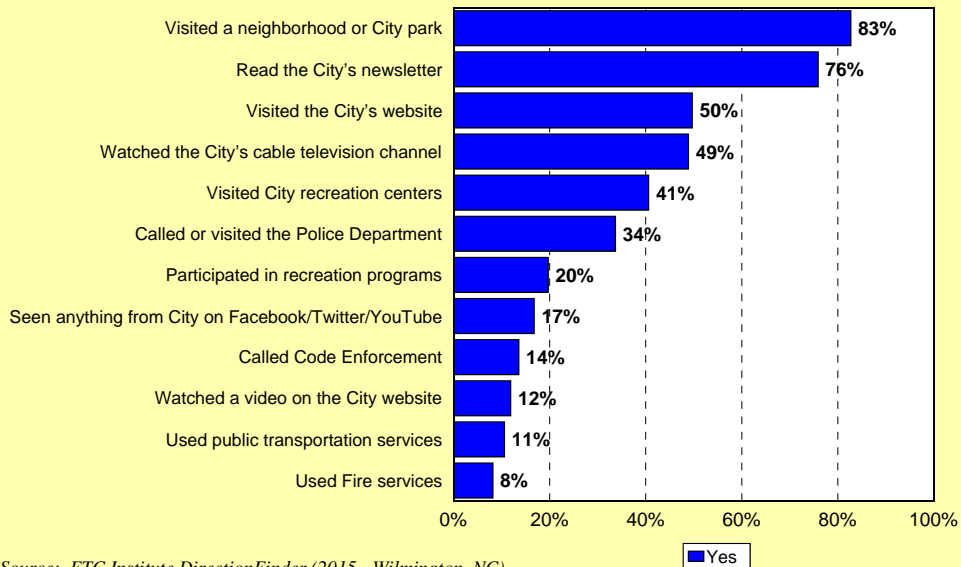
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



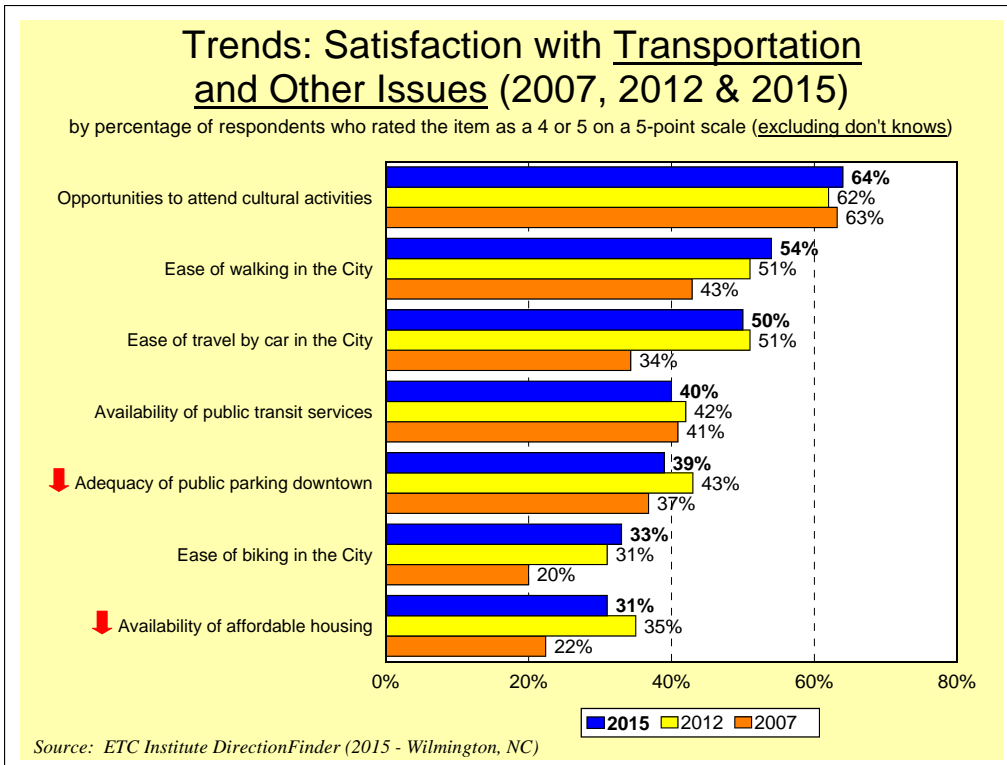
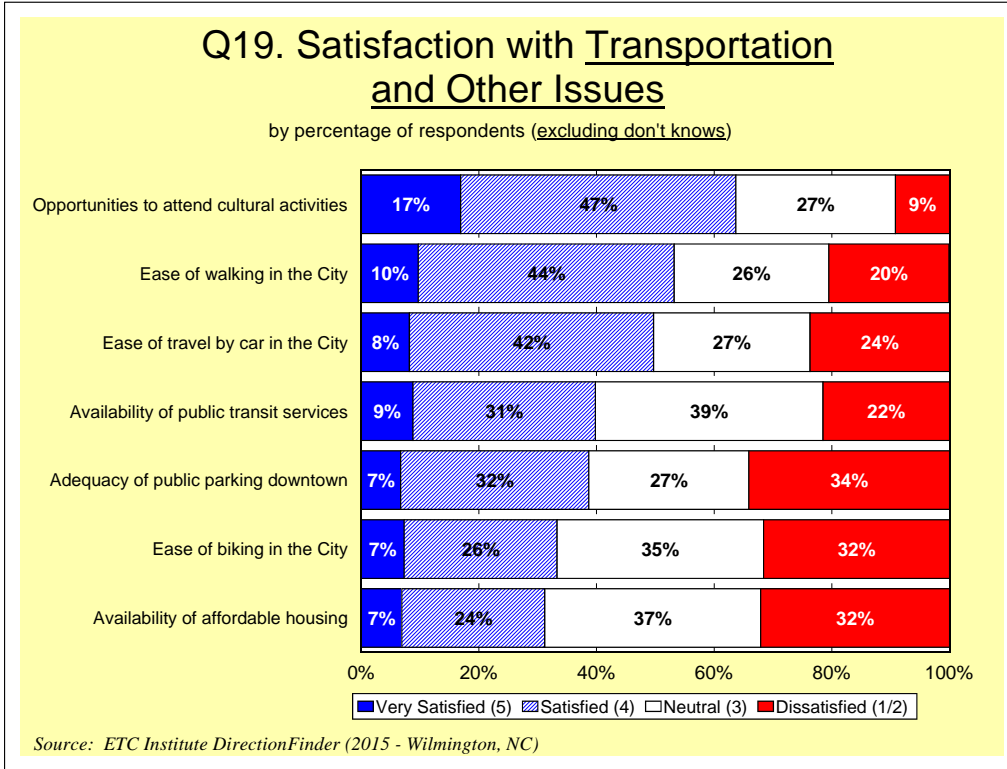
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

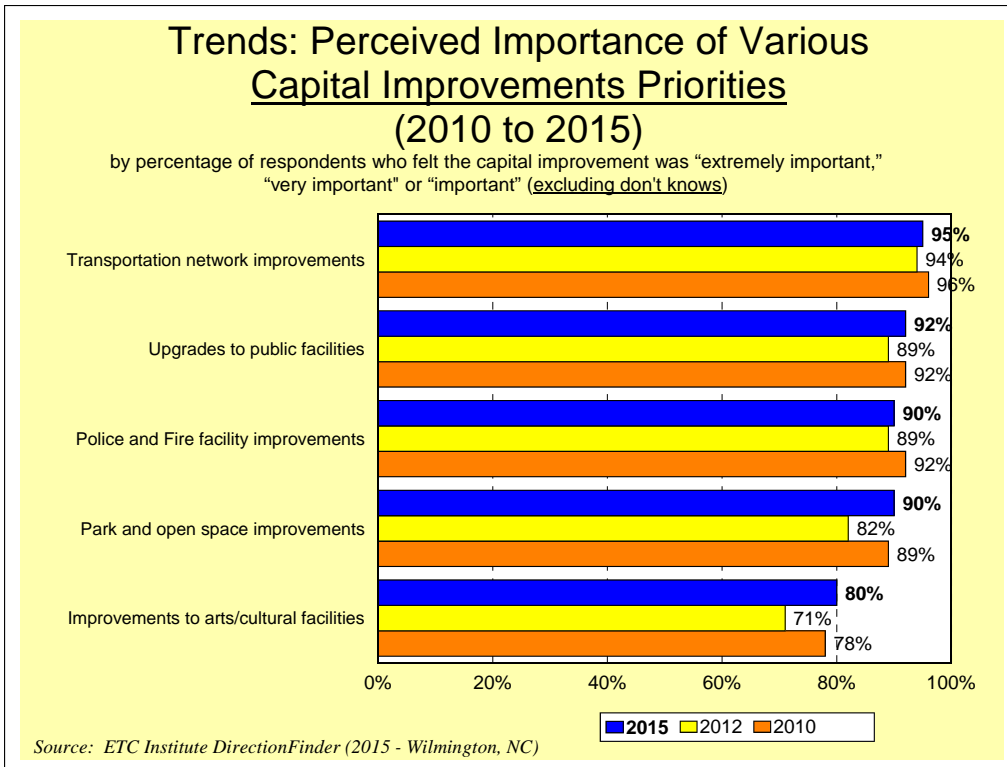
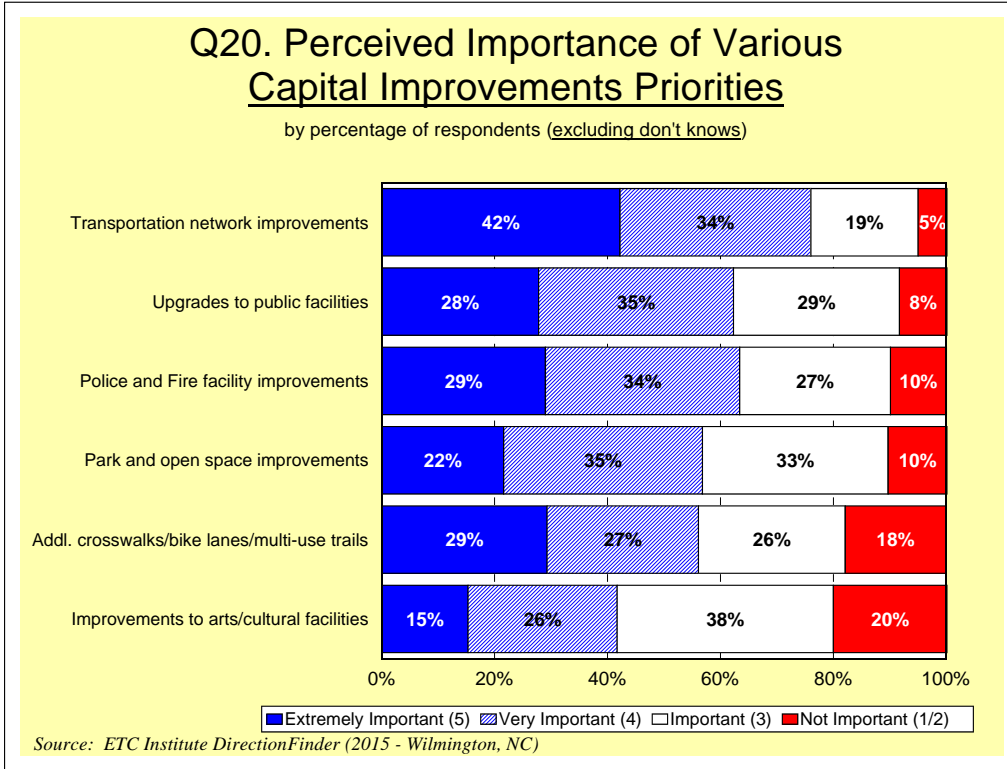
Q18. Percentage of Residents Who Reported Using Various City Services During the Past Year

by percentage of respondents who had used the service within the past 12 months



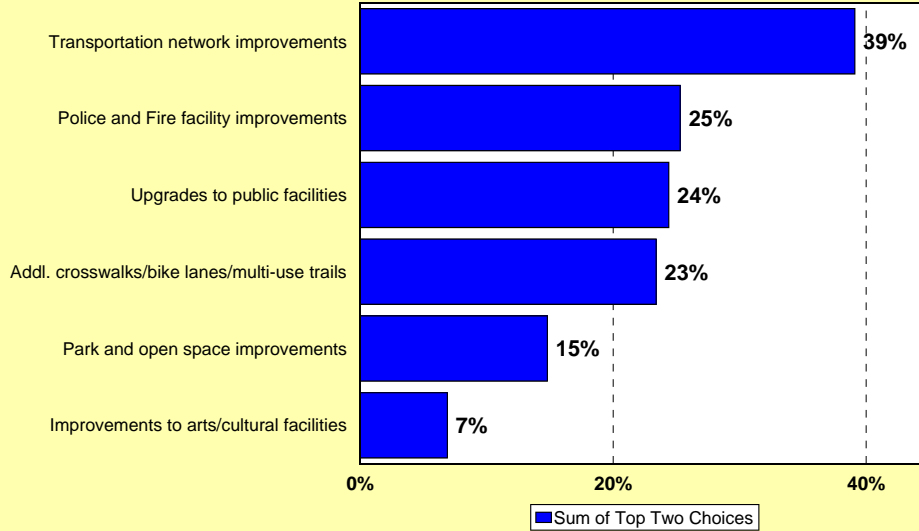
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)





Q21. Capital Improvement Priorities That Residents Would Be Most Willing to Pay An Increase In Taxes to Support

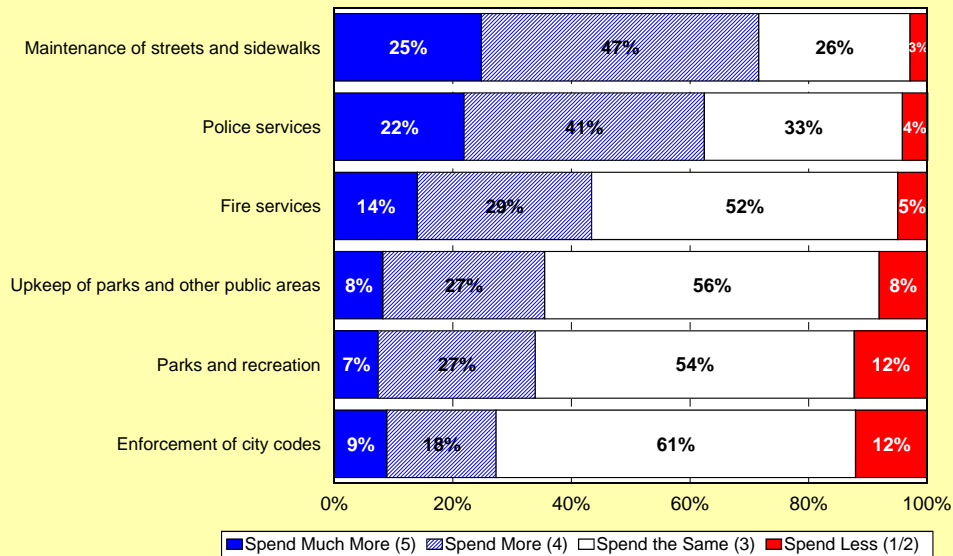
by percentage of respondents who selected the item as one of their top two choices



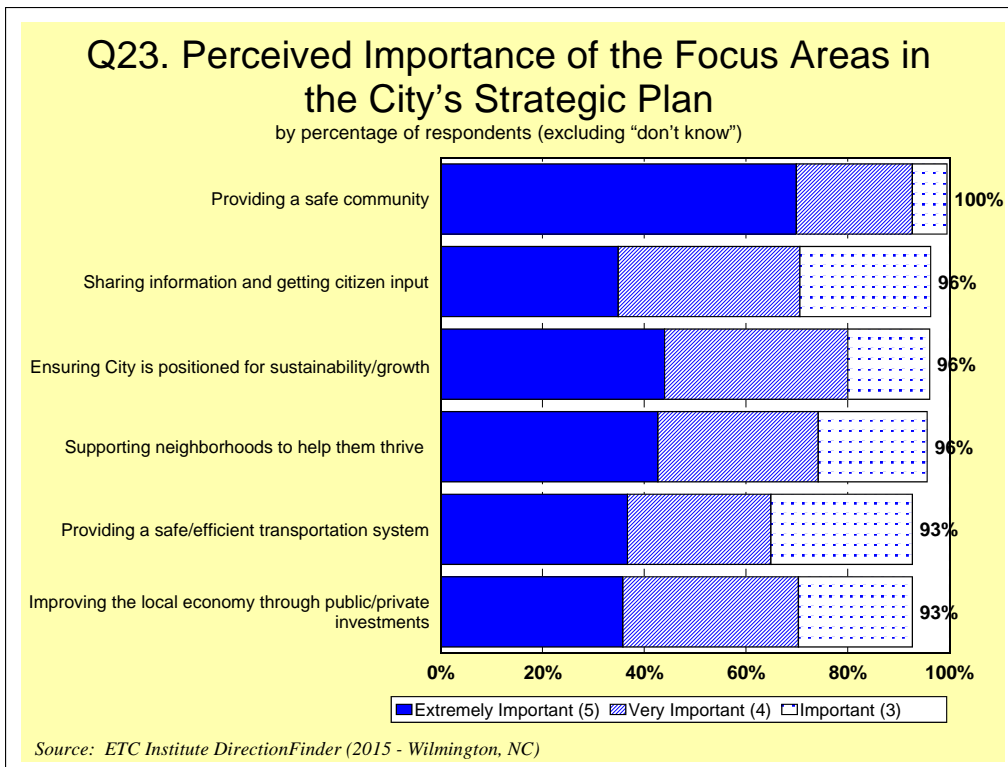
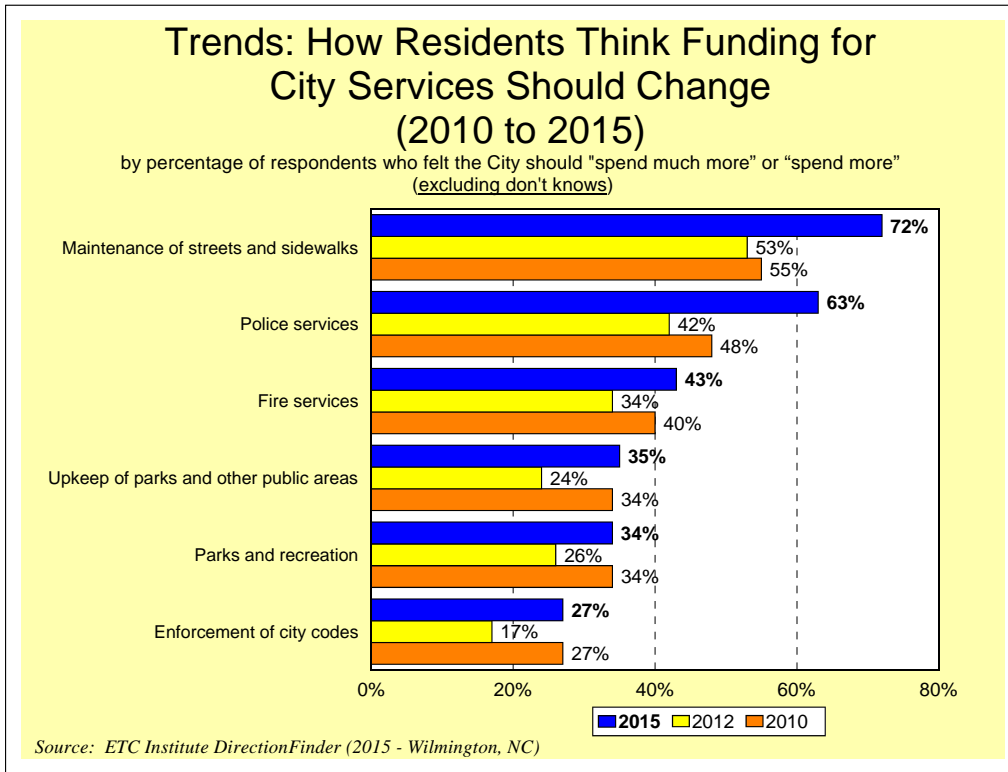
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

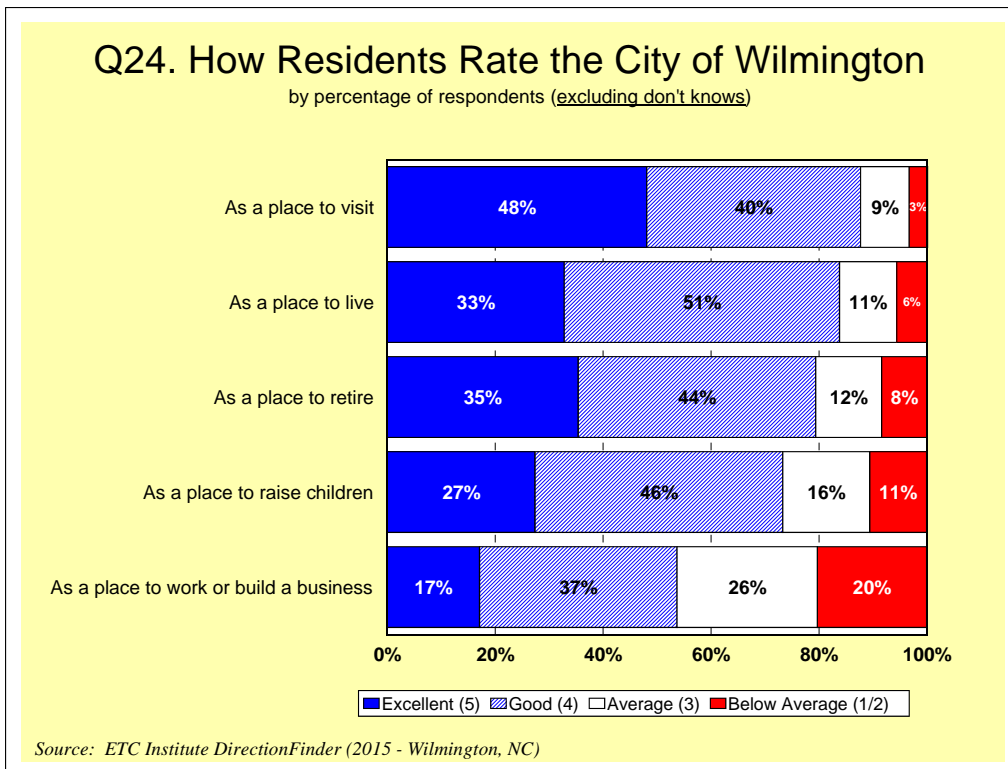
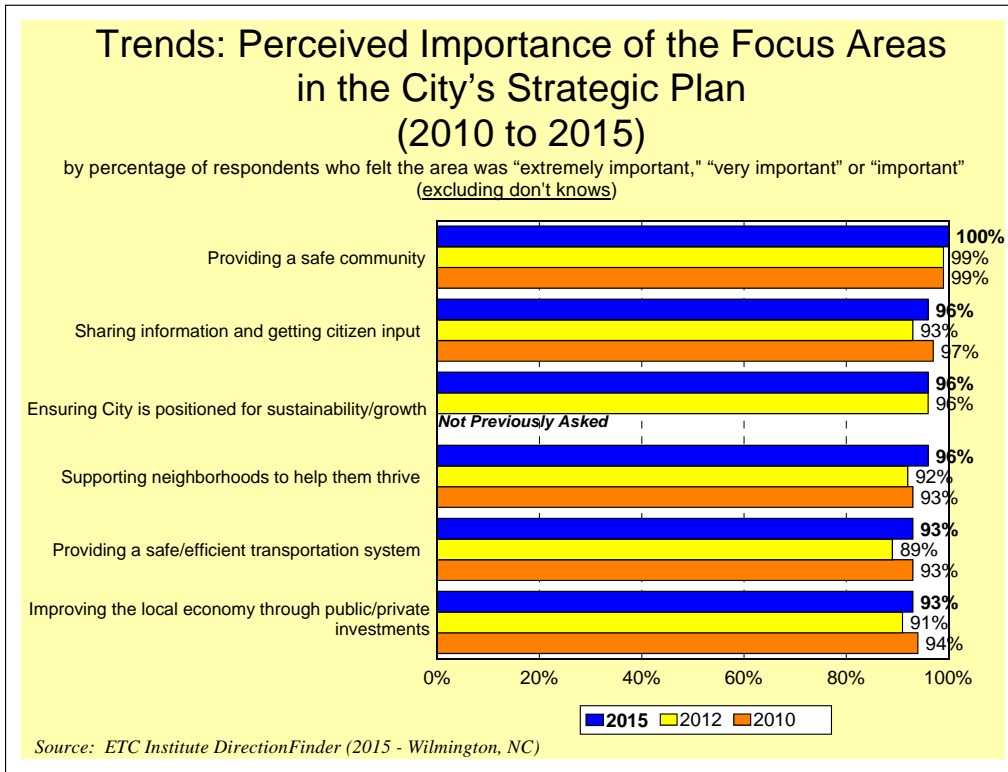
Q22. How Residents Think Funding for City Services Should Change

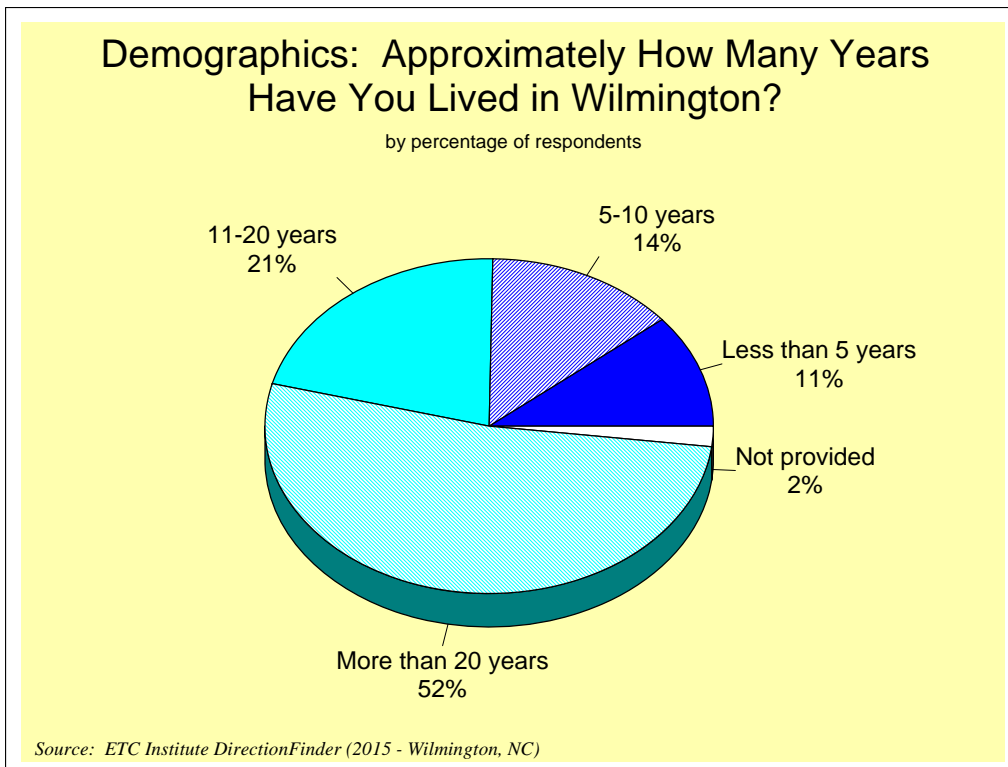
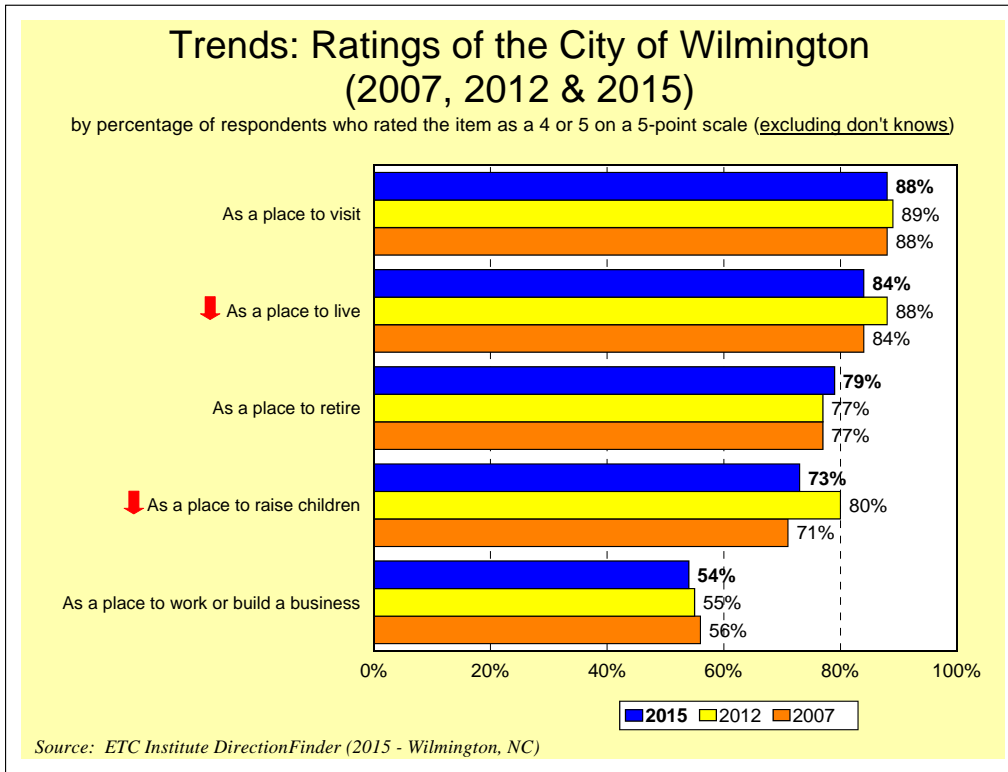
by percentage of respondents (excluding don't knows)

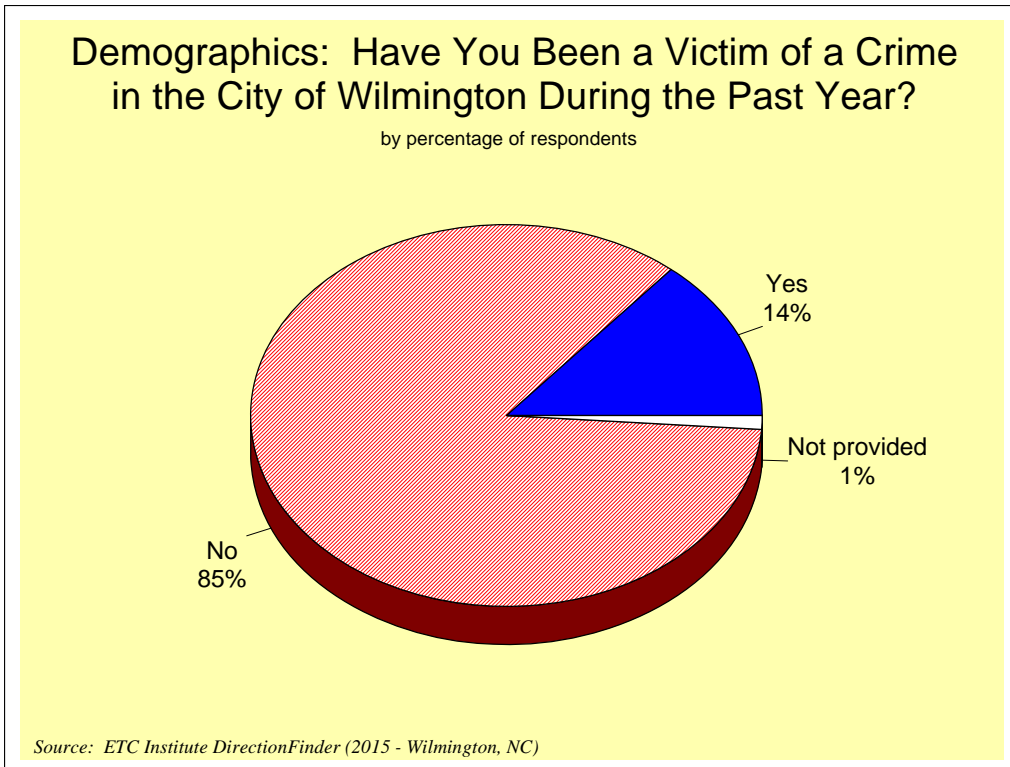
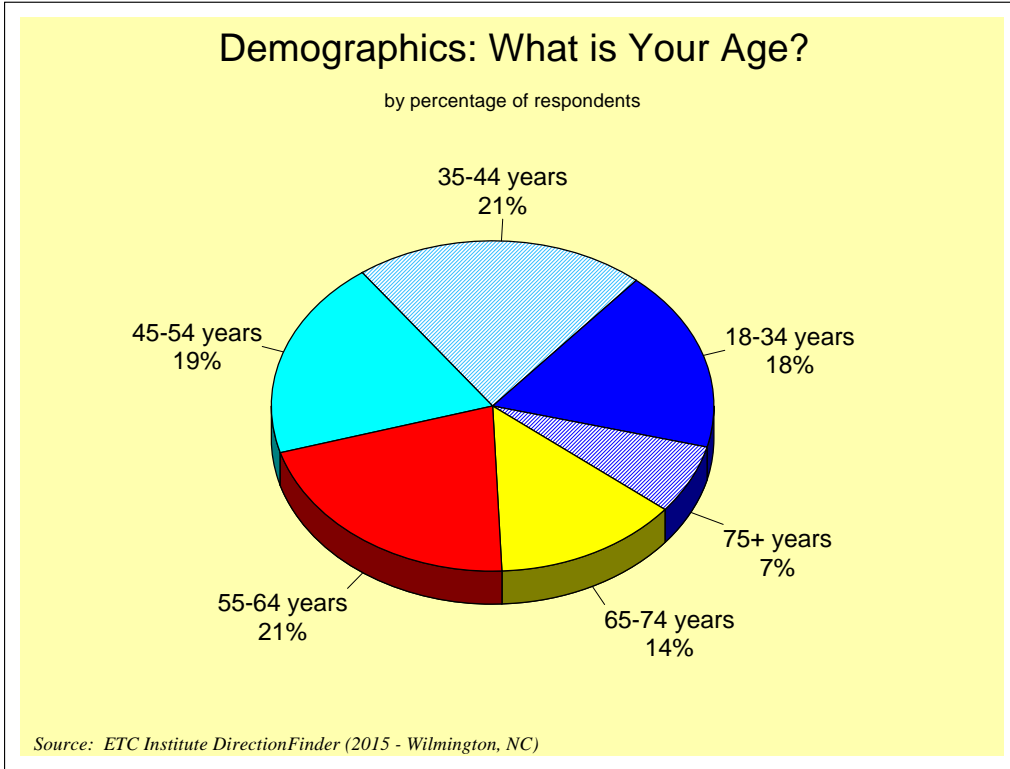


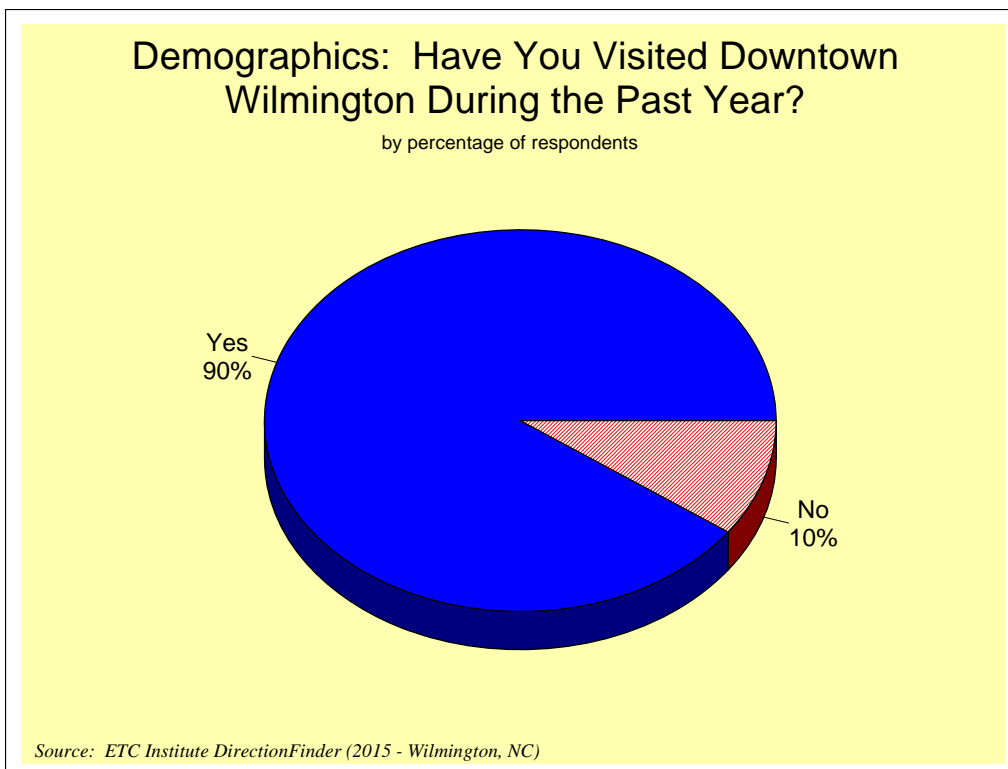
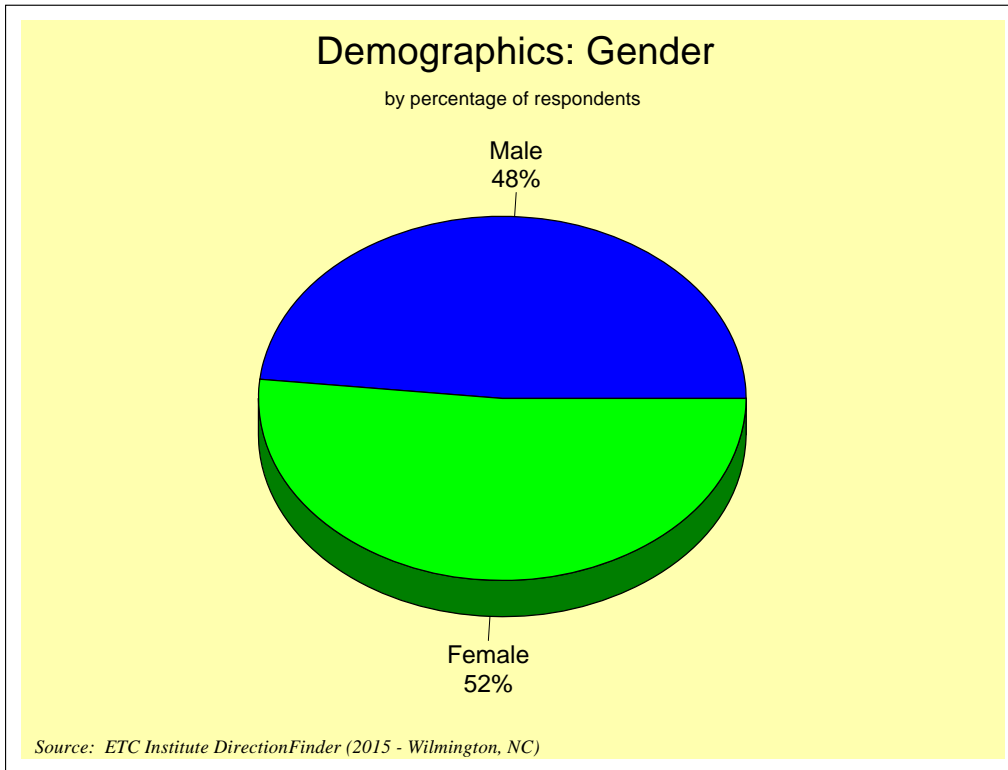
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

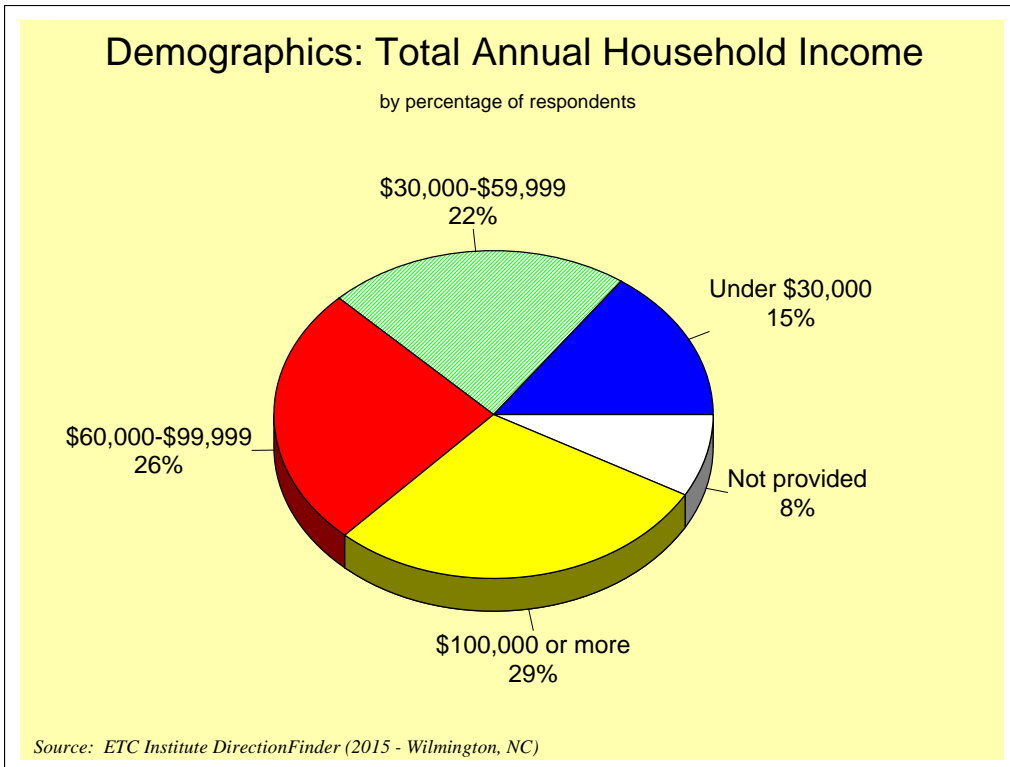
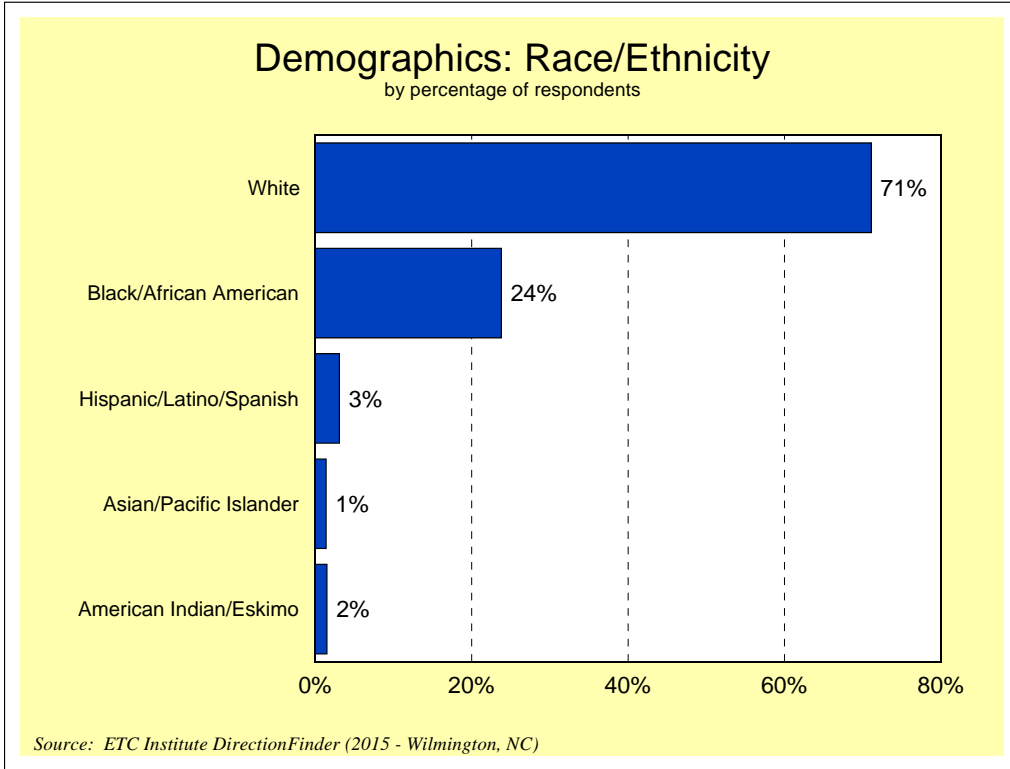












Section 2:
GIS Maps

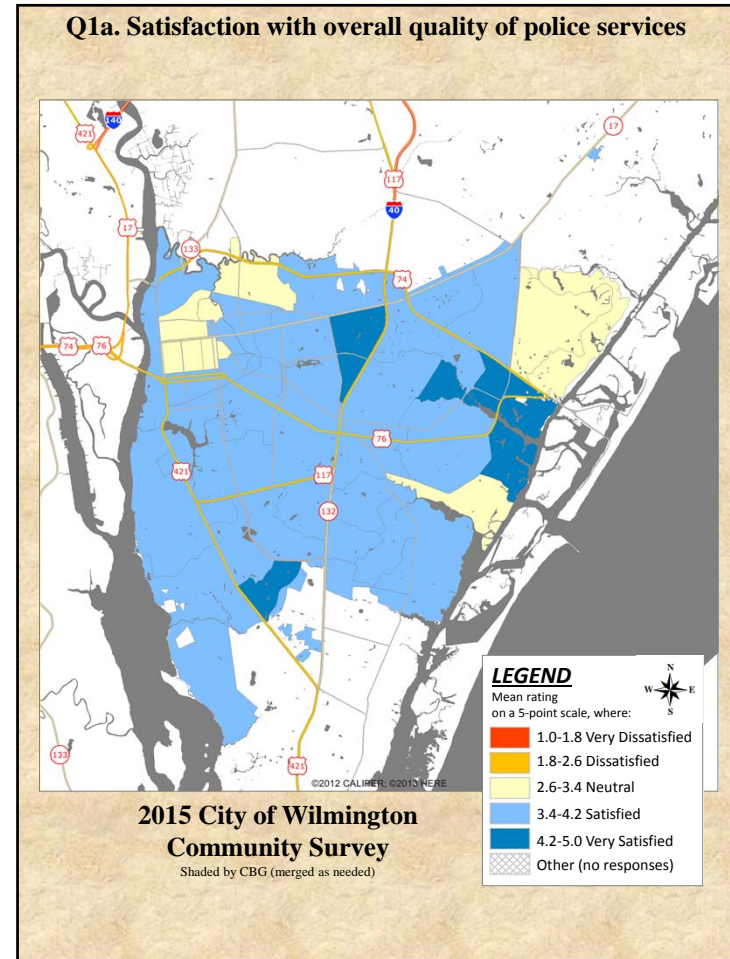
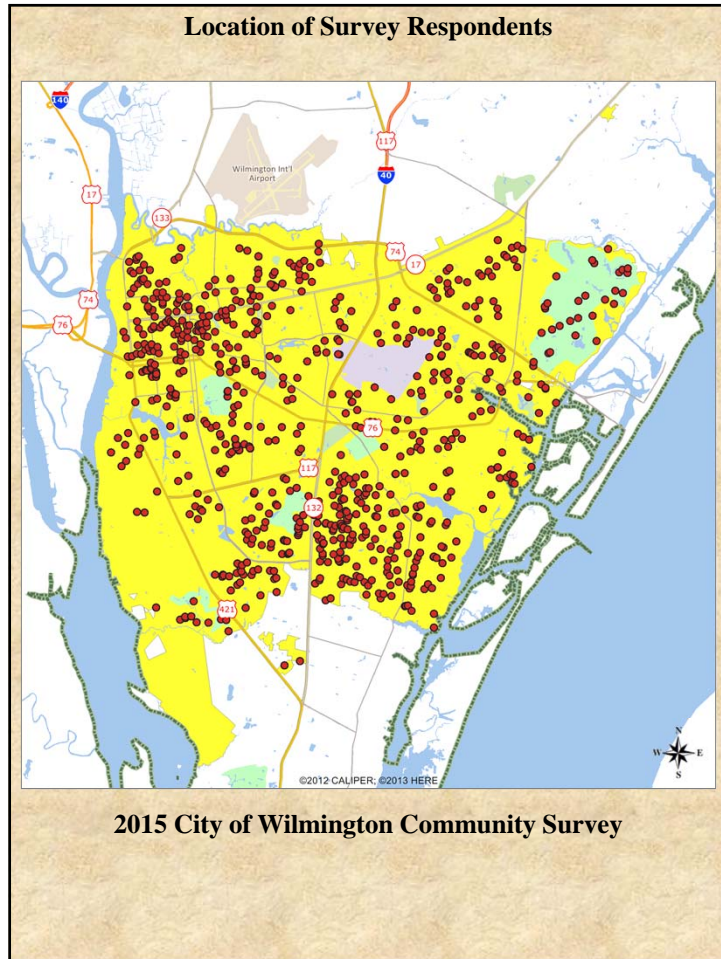
Interpreting the Maps

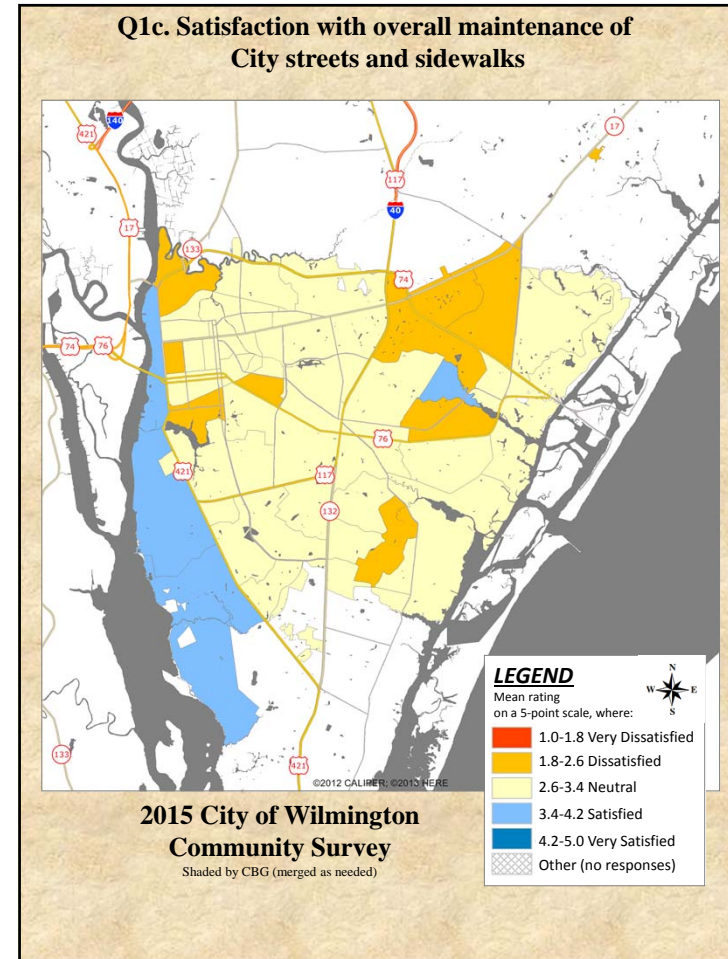
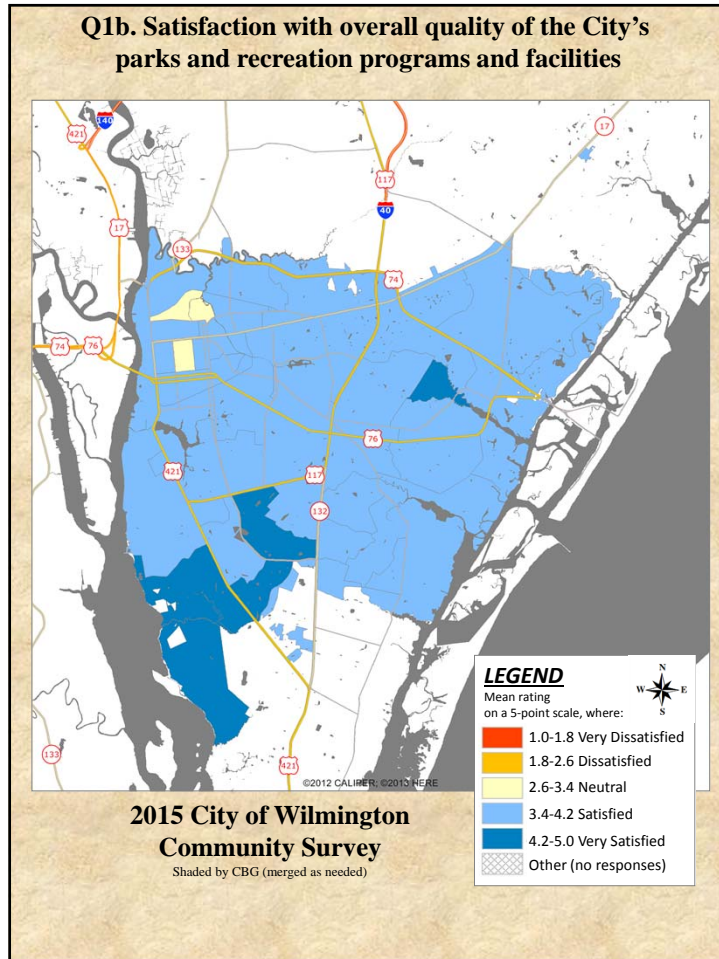
The maps on the following pages show the mean ratings for several questions by Census Block Group (CBG) within the City of Wilmington.

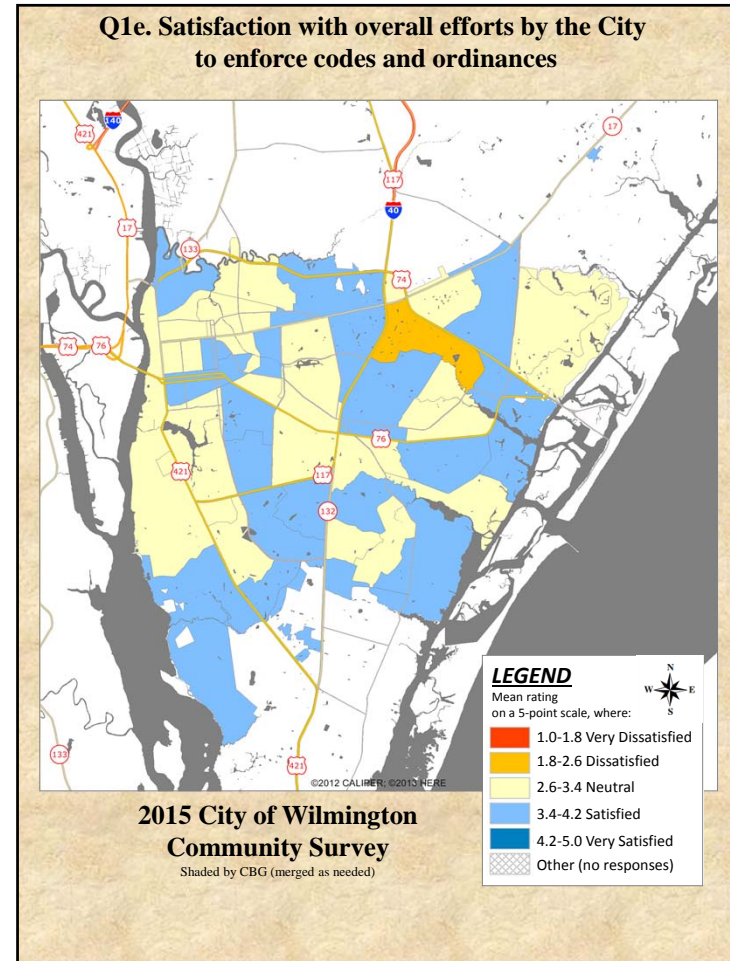
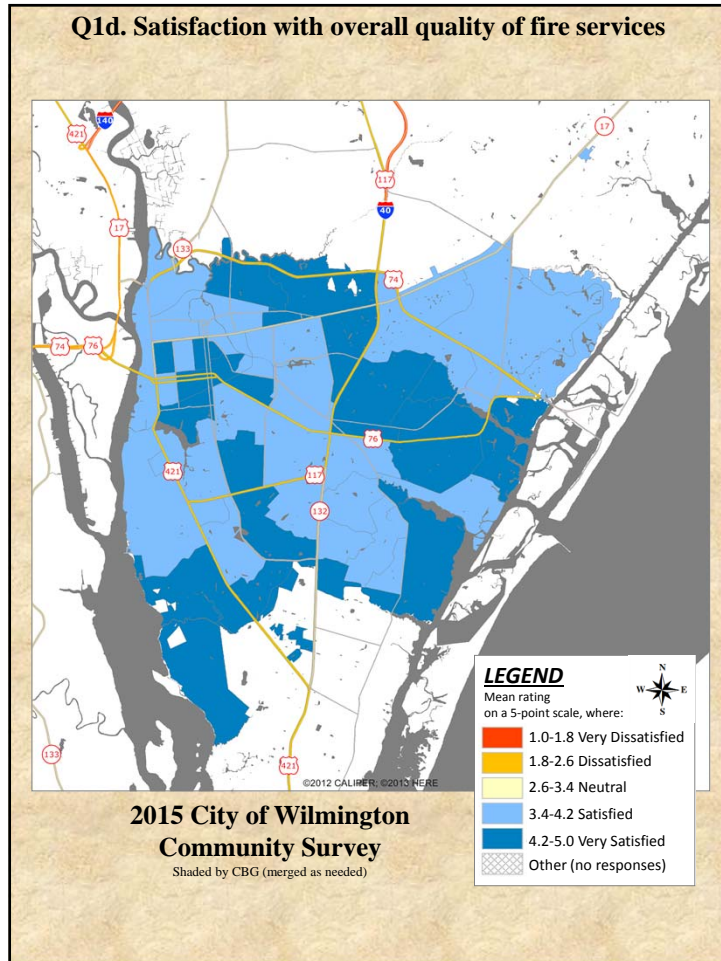
If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

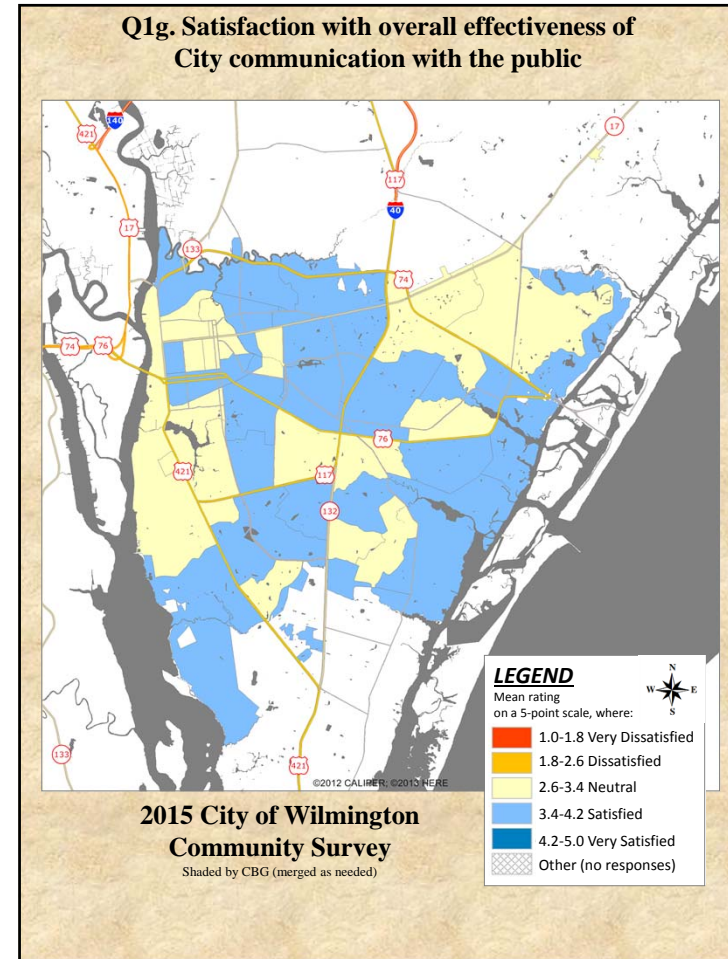
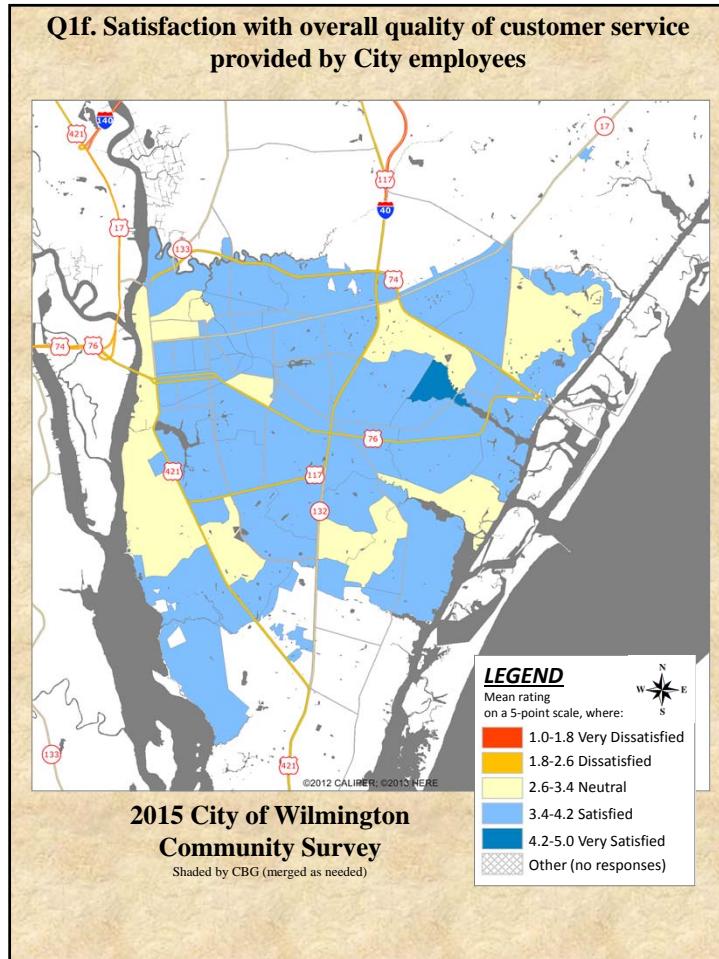
When reading the maps, please use the following color scheme as a guide:

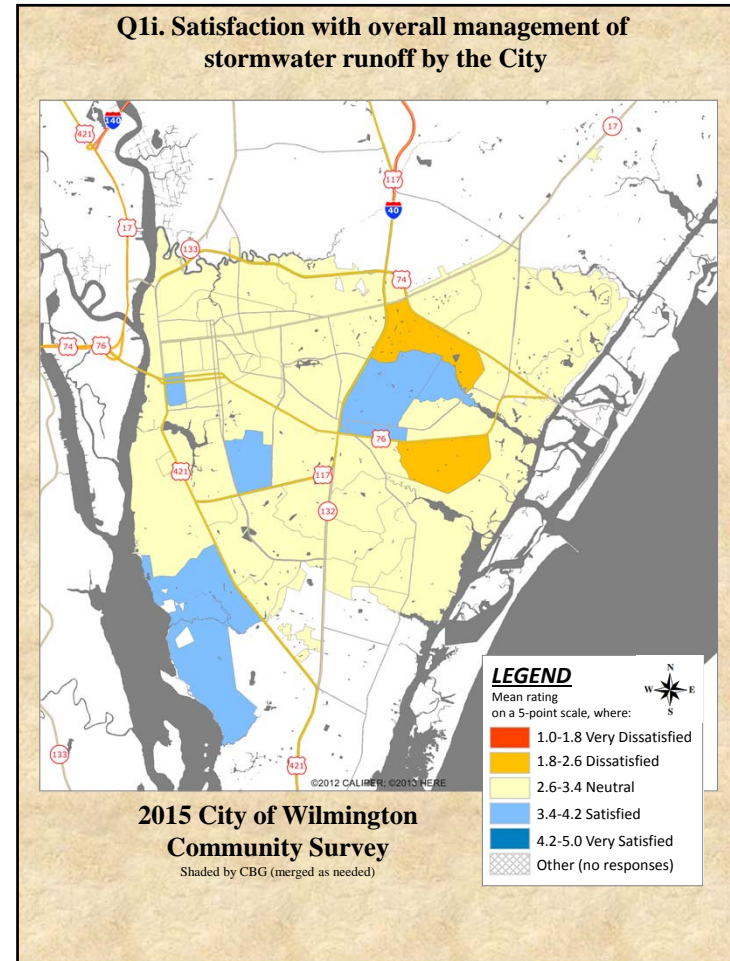
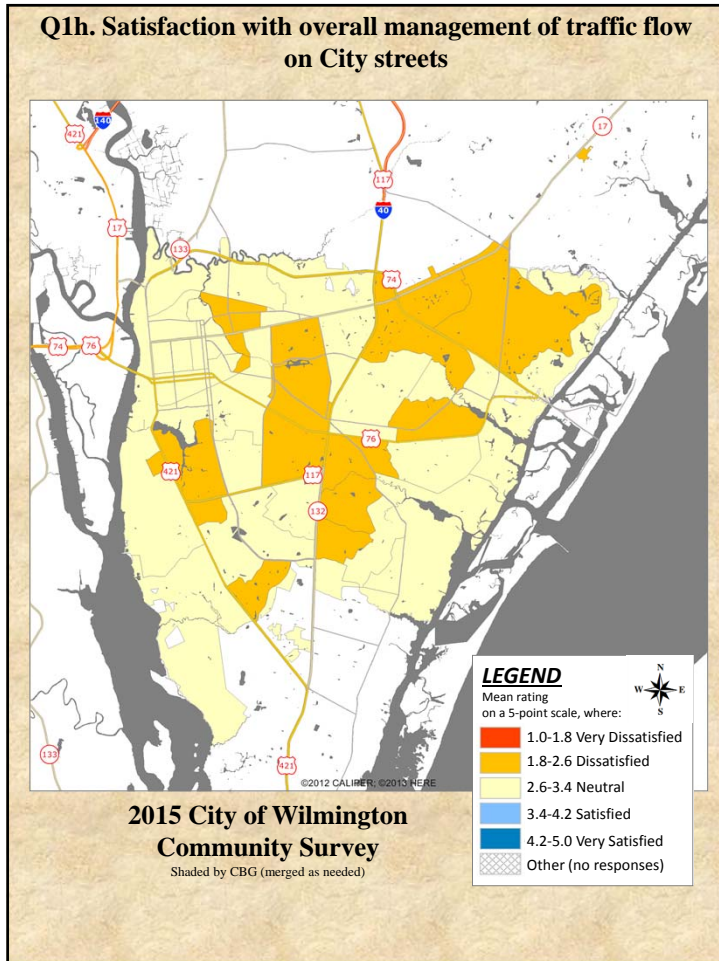
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, “excellent” or “good” responses, “very safe” or “safe” responses, “extremely important” or “very important” responses and higher levels of willingness to support an item.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate higher levels dissatisfaction, “fair” or “poor” responses, “unsafe” or “very unsafe” responses, “not very important” or “not important at all” responses and lower levels of willingness.

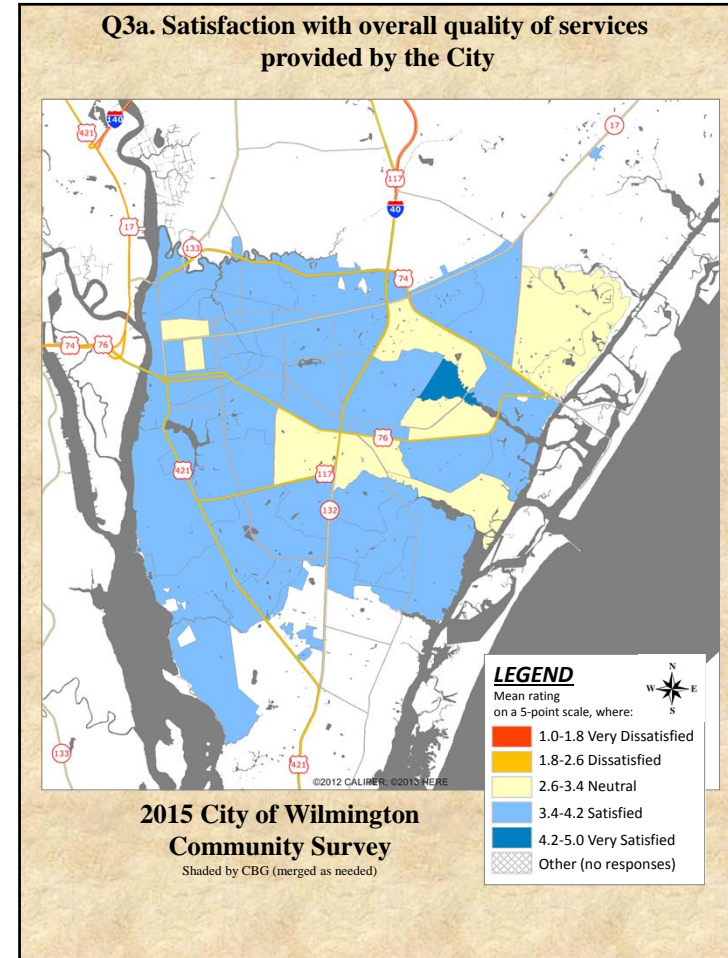
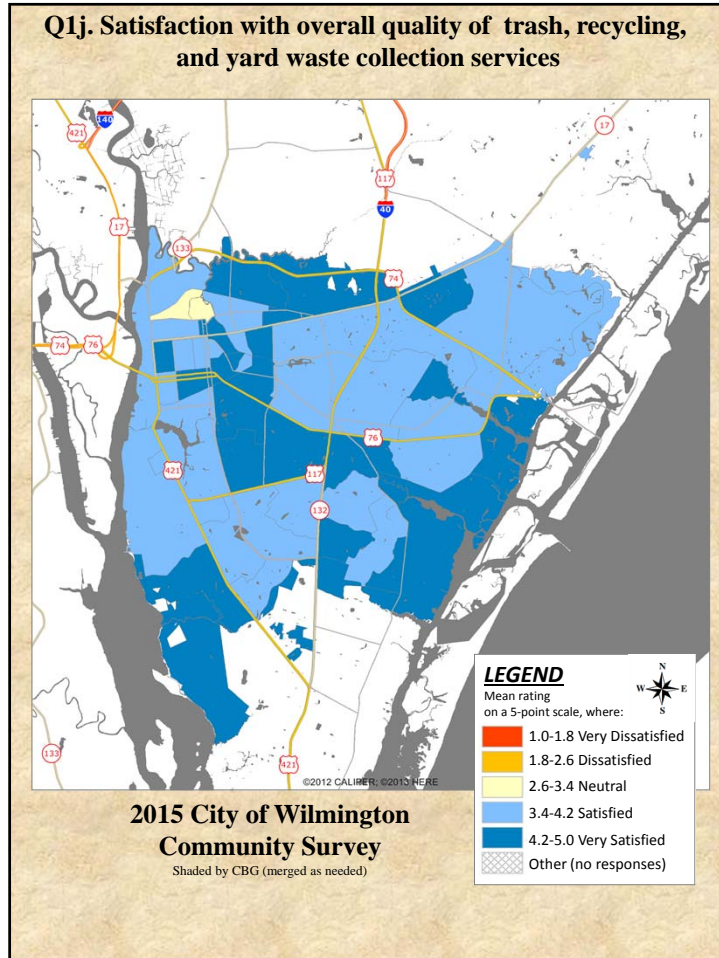


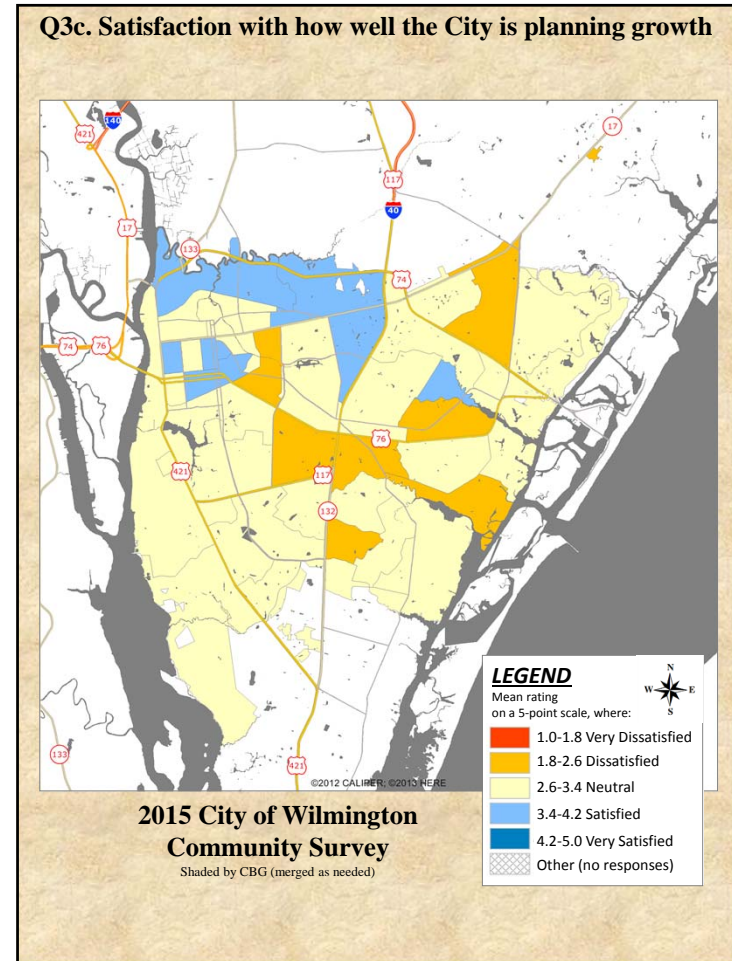
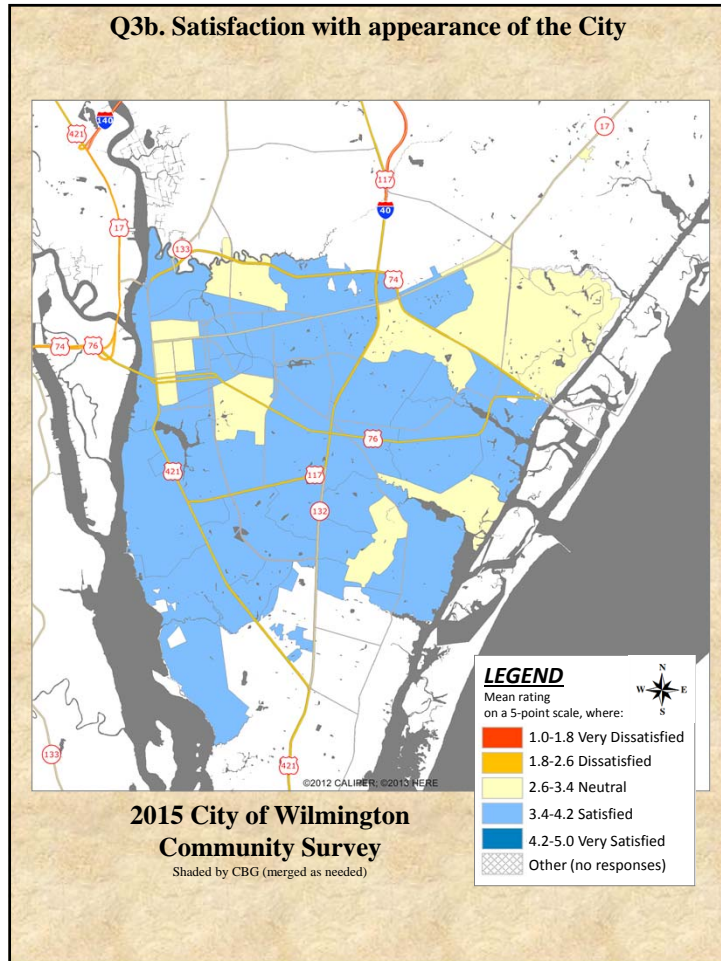




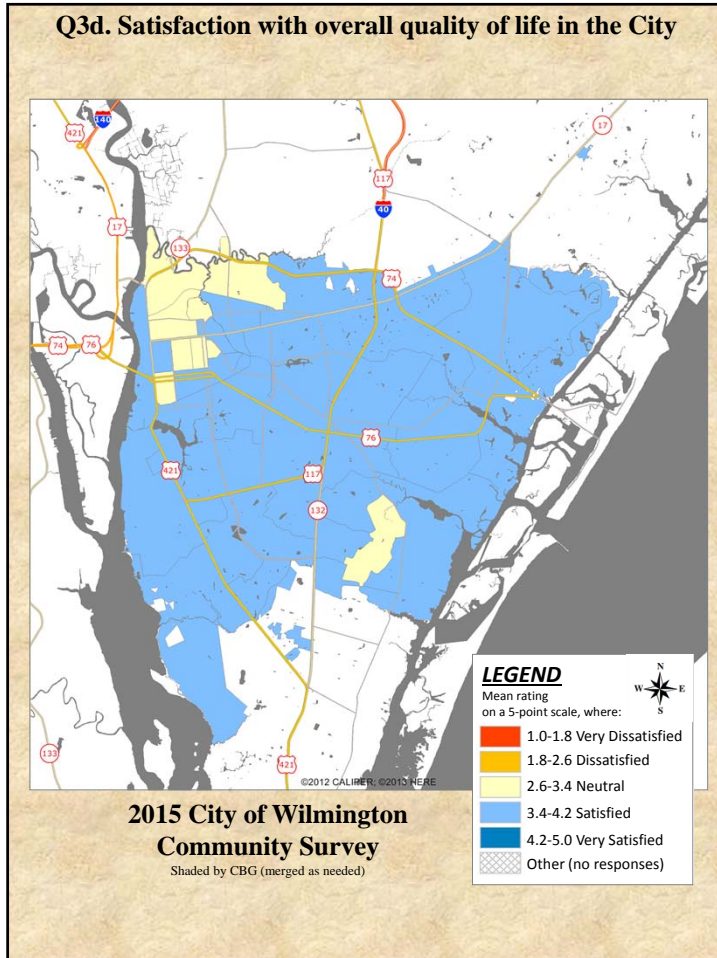




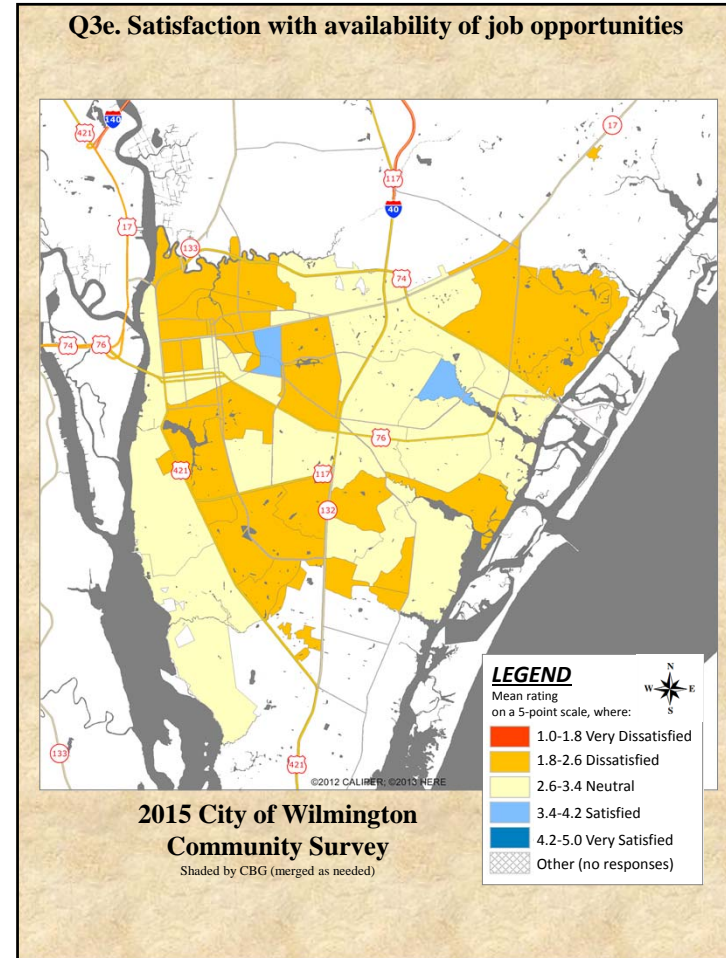


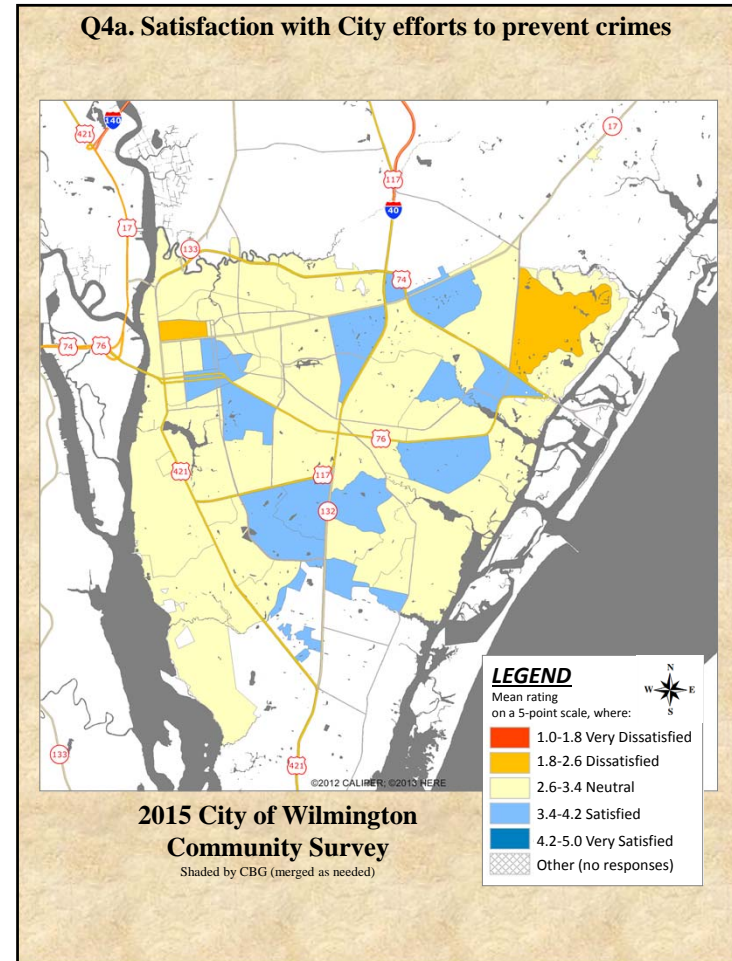
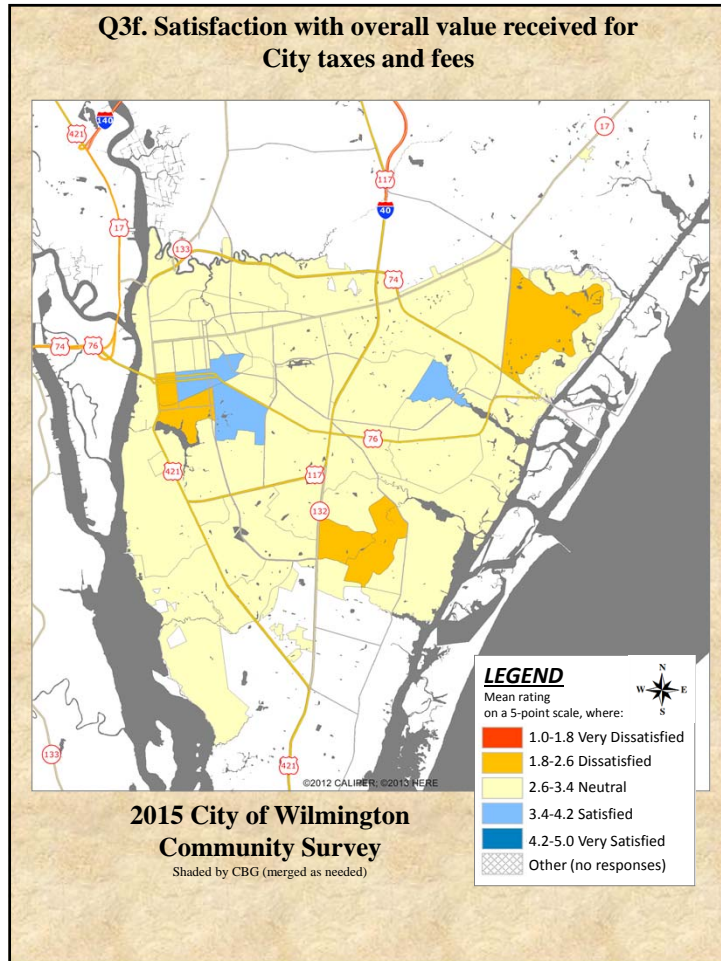


Q3d. Satisfaction with overall quality of life in the City

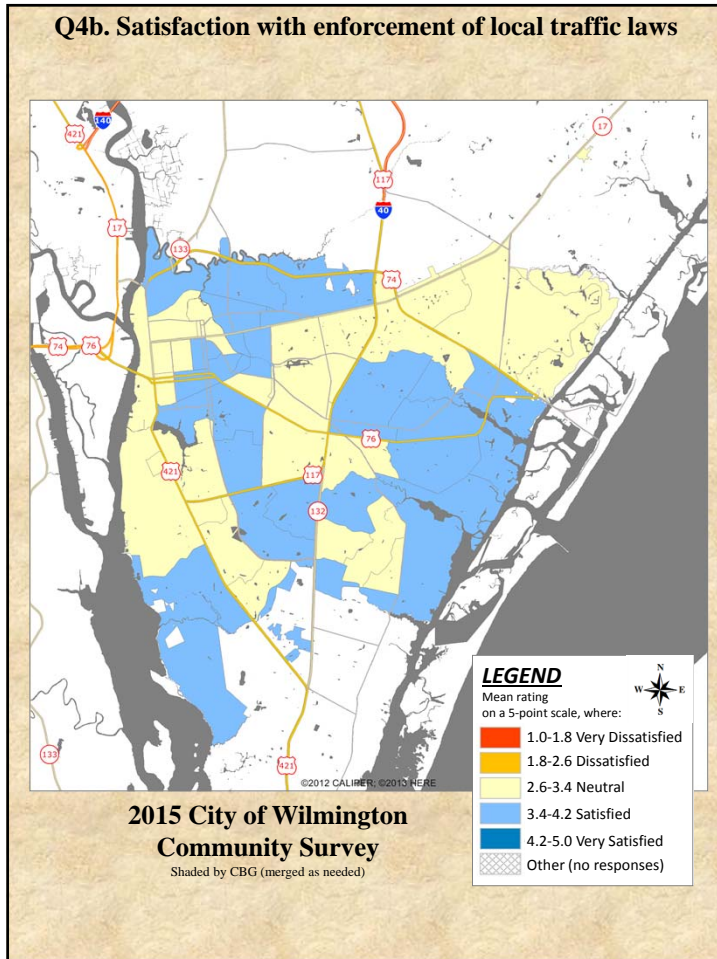


Q3e. Satisfaction with availability of job opportunities

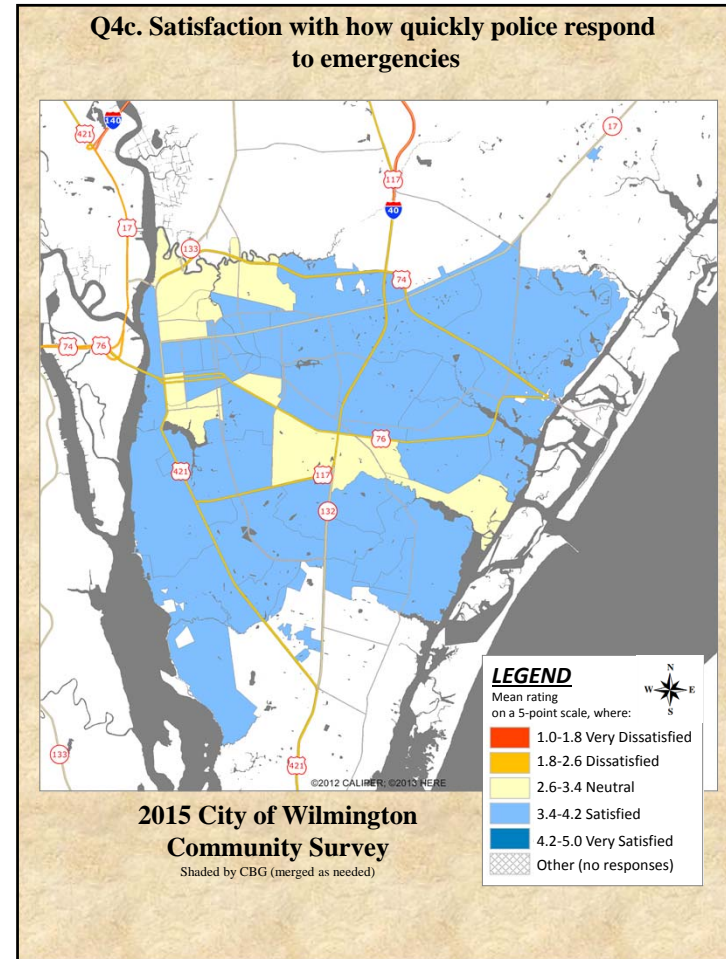


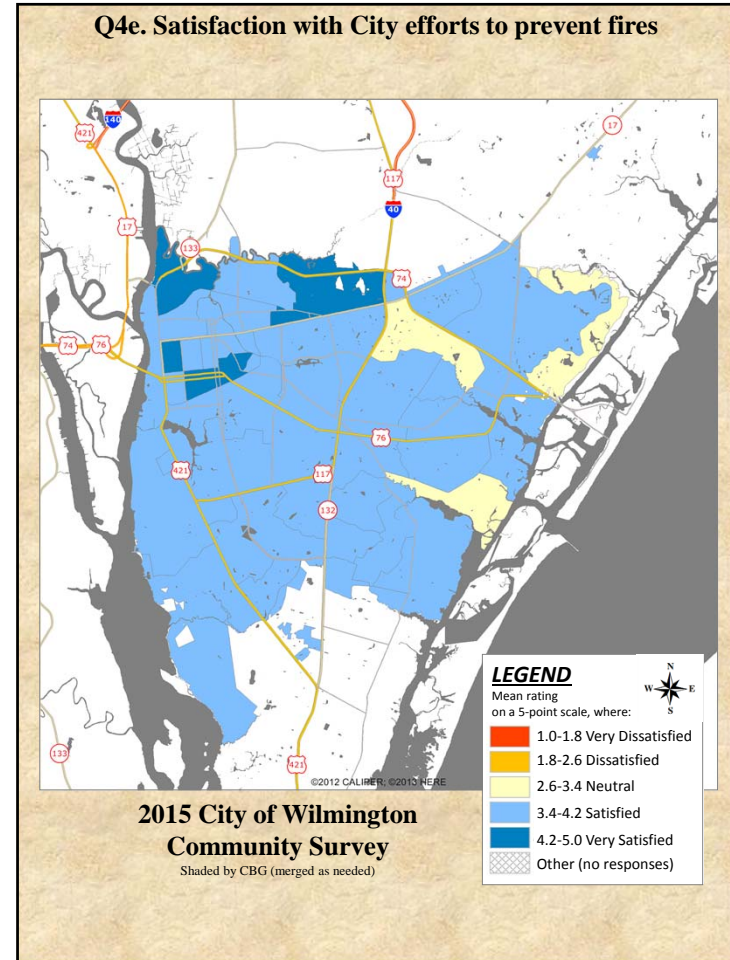
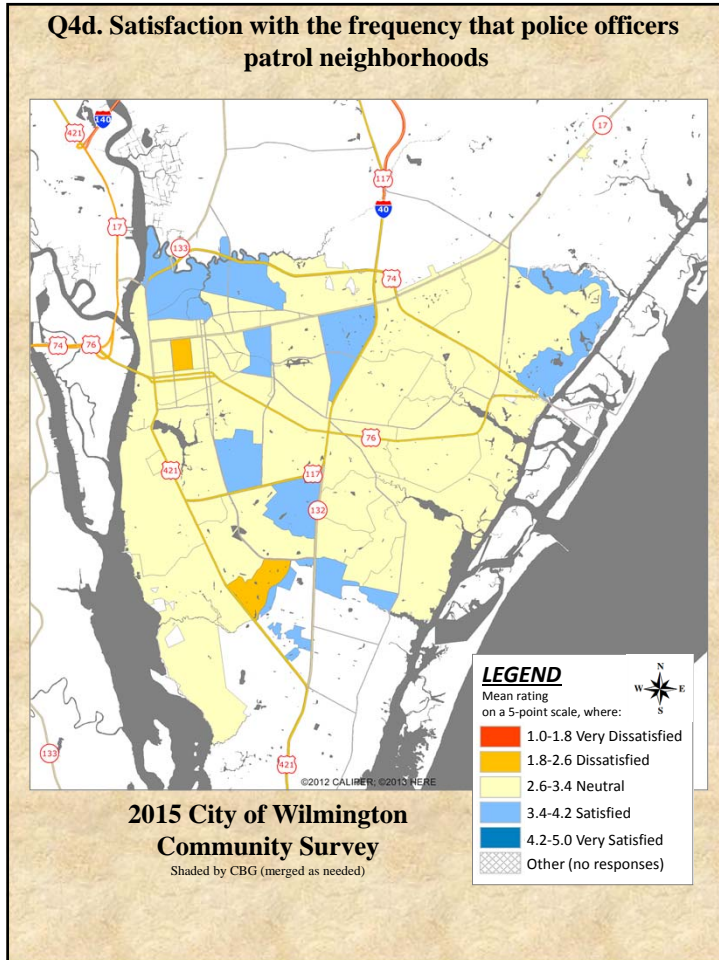


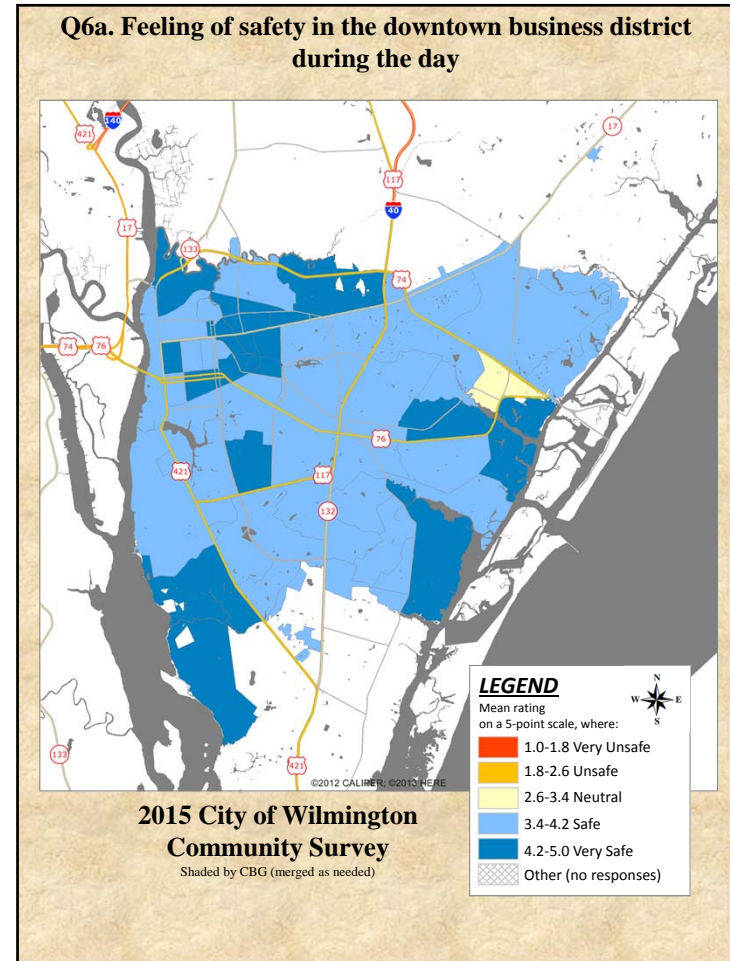
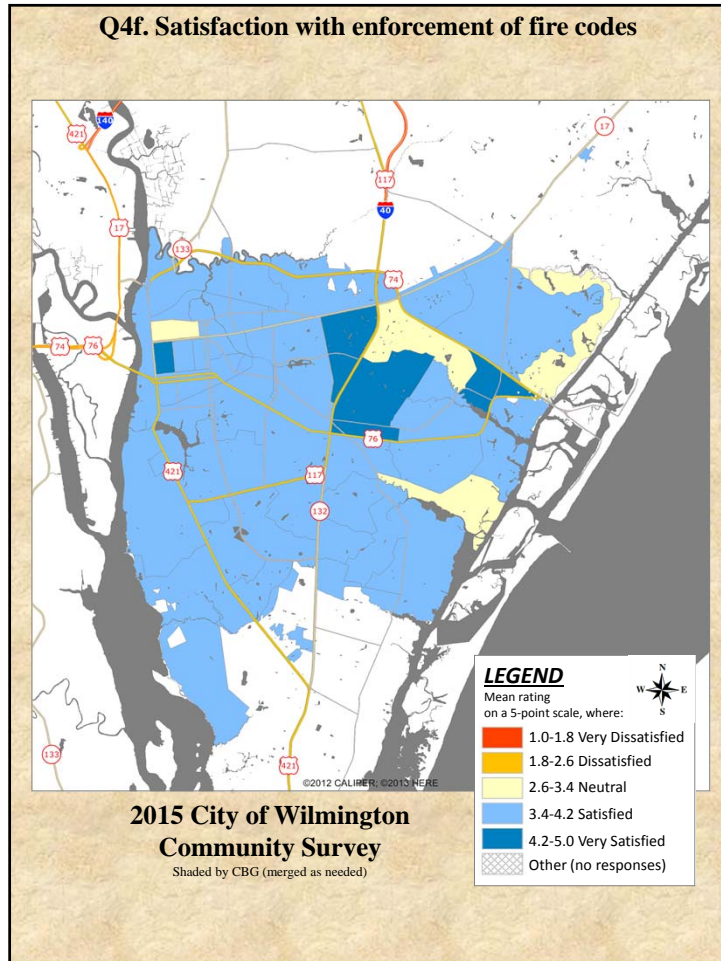
Q4b. Satisfaction with enforcement of local traffic laws

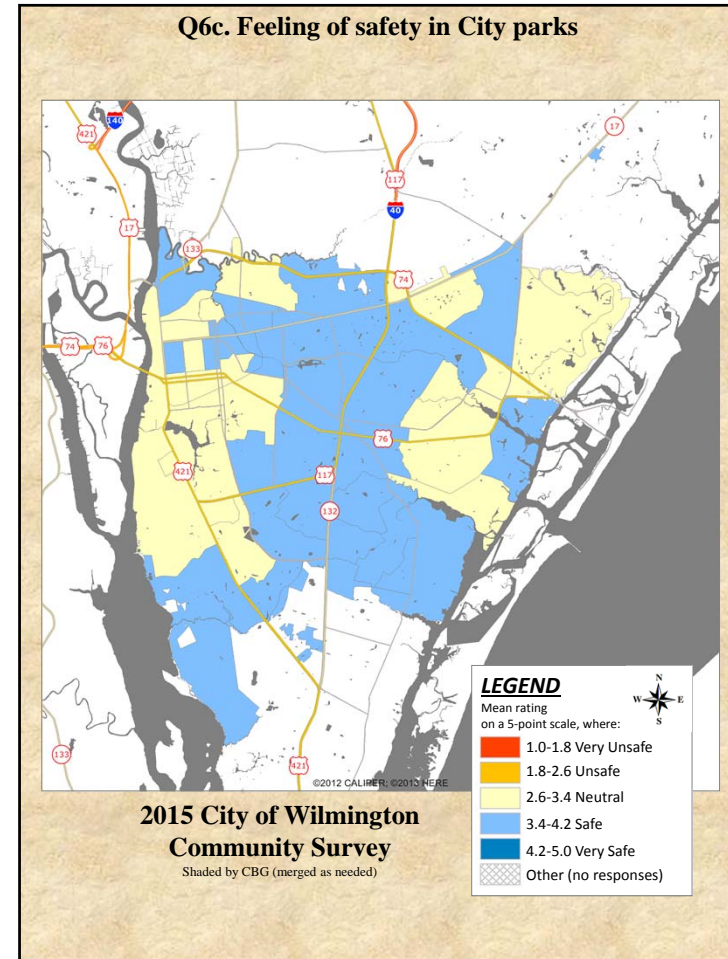
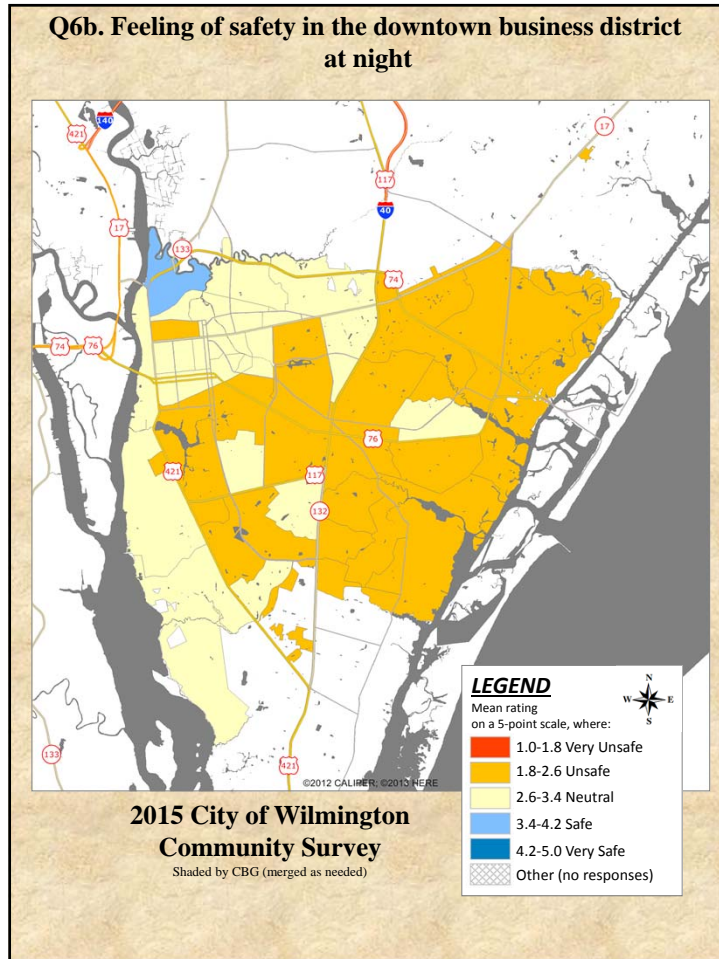


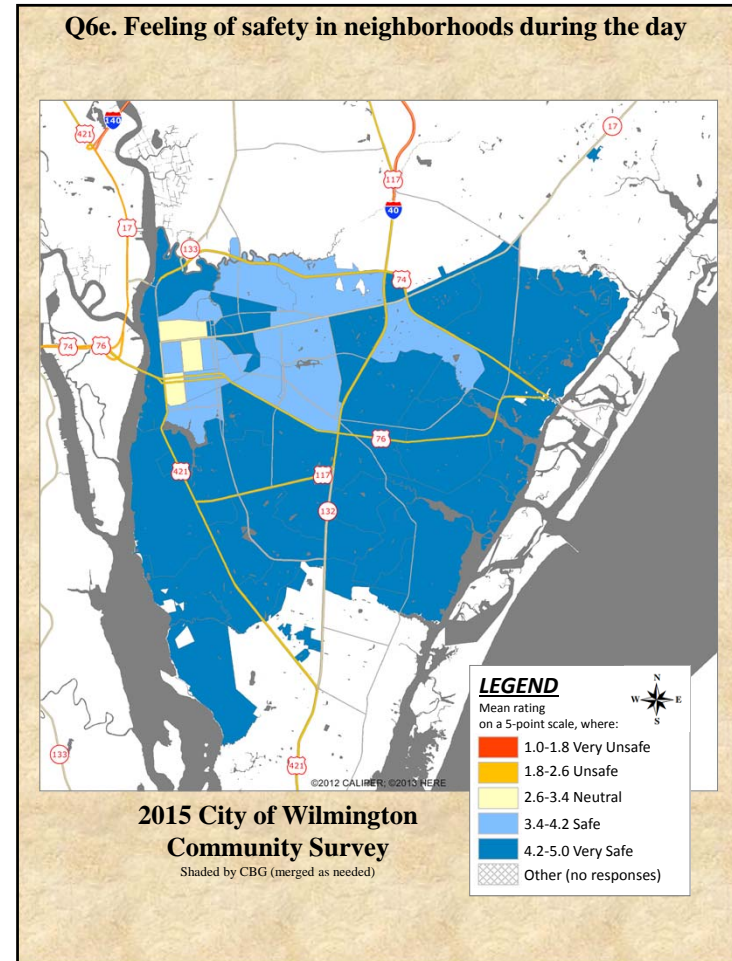
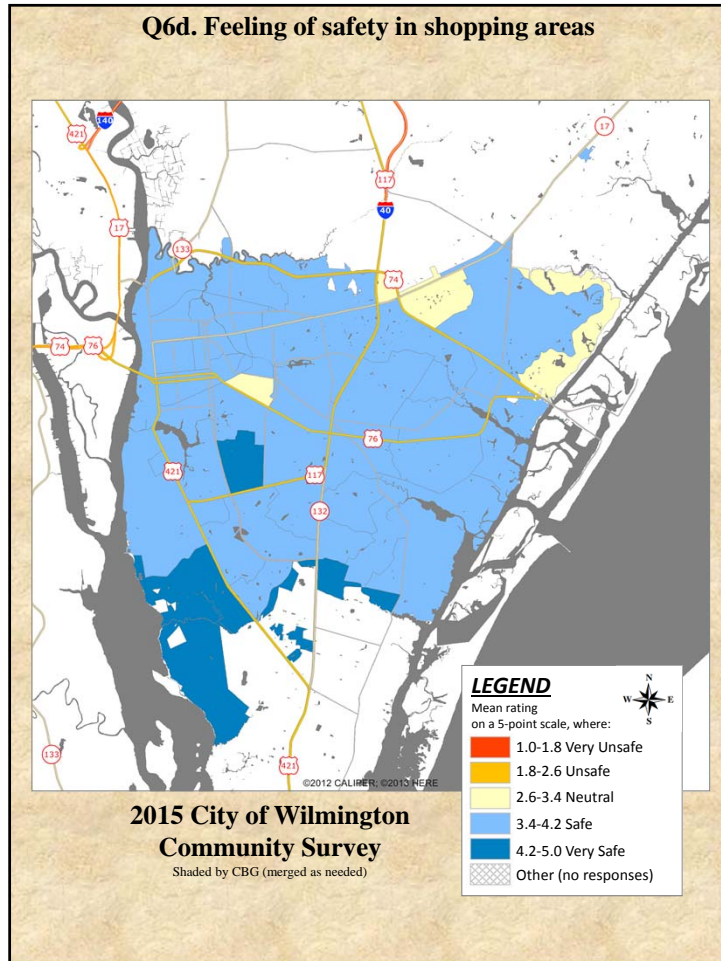
Q4c. Satisfaction with how quickly police respond to emergencies

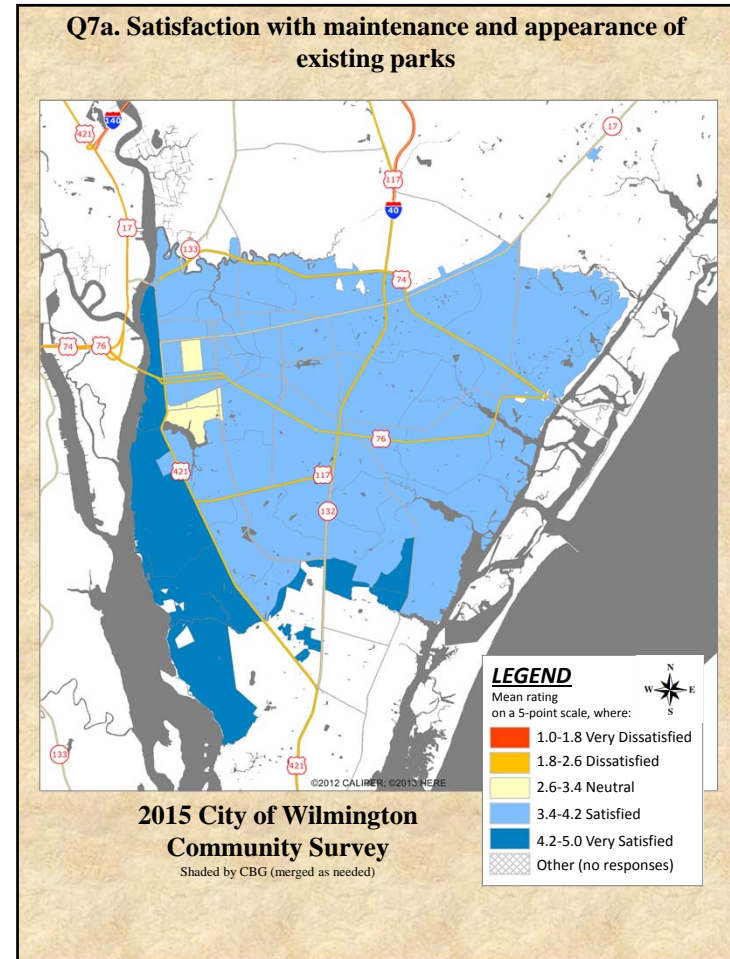
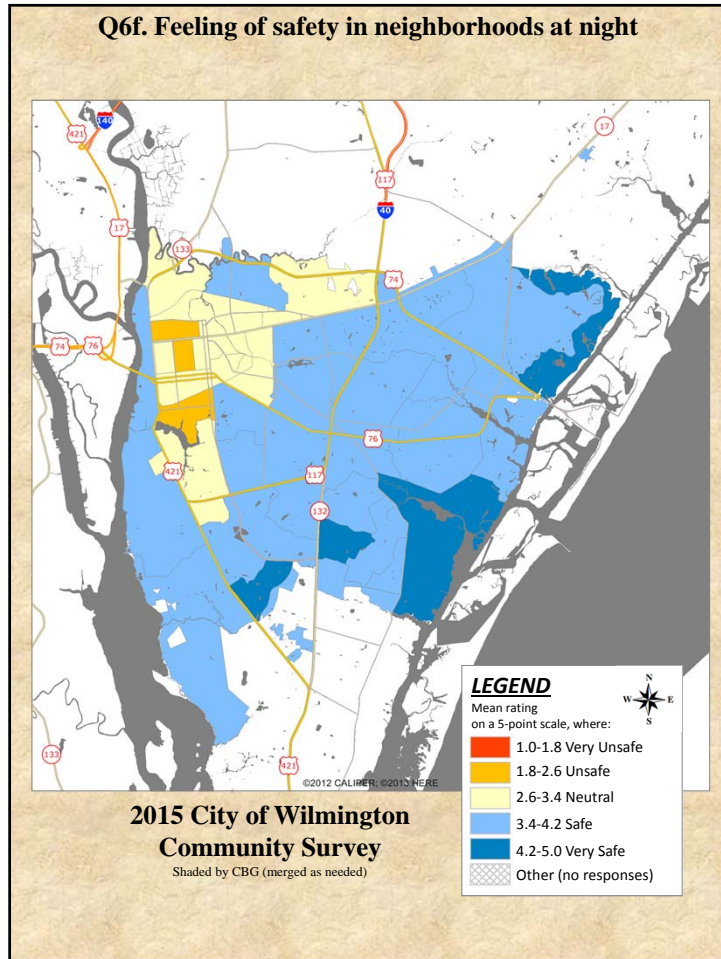


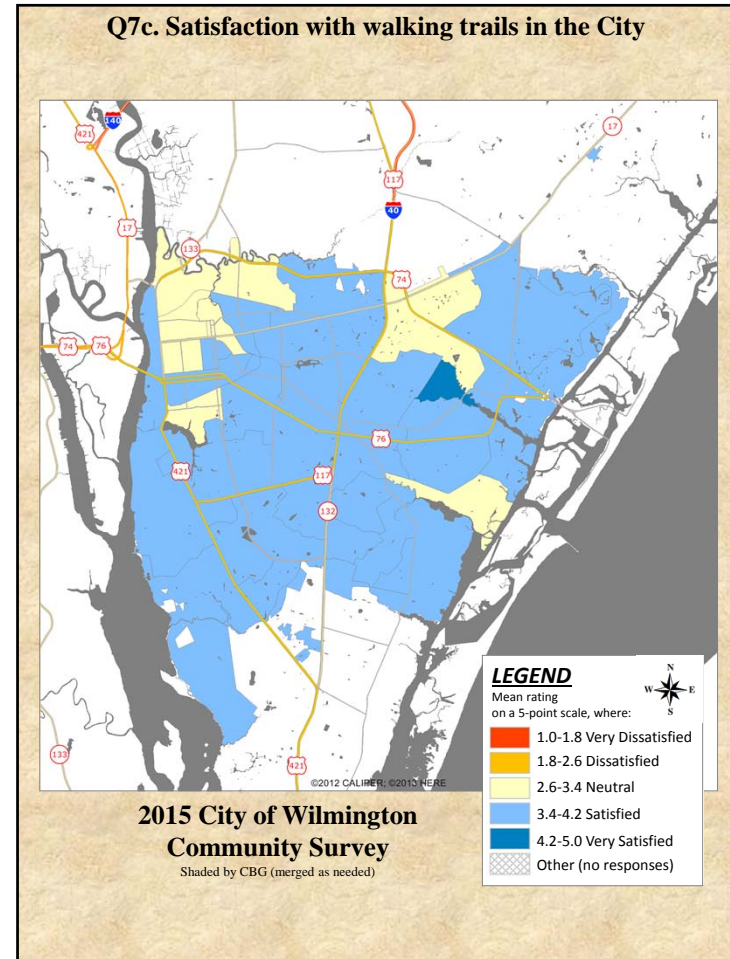
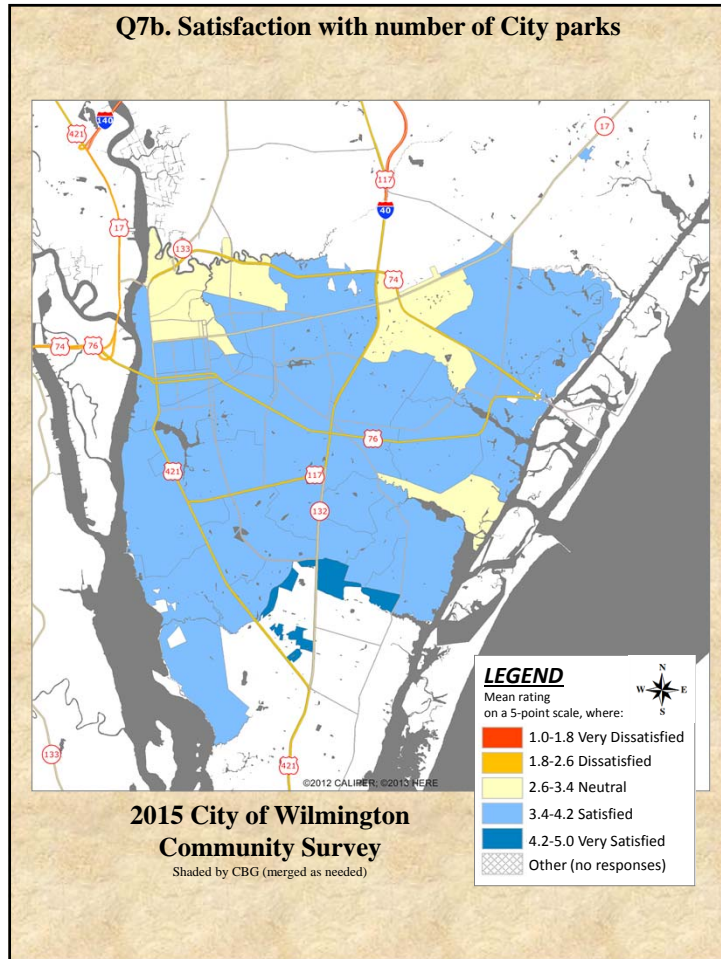


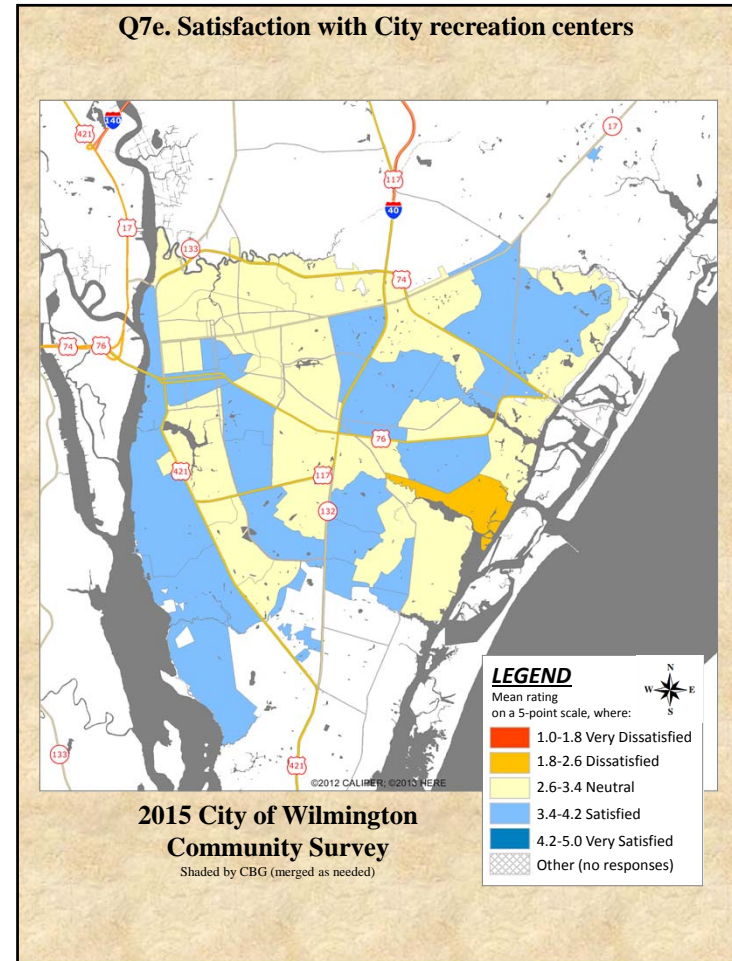
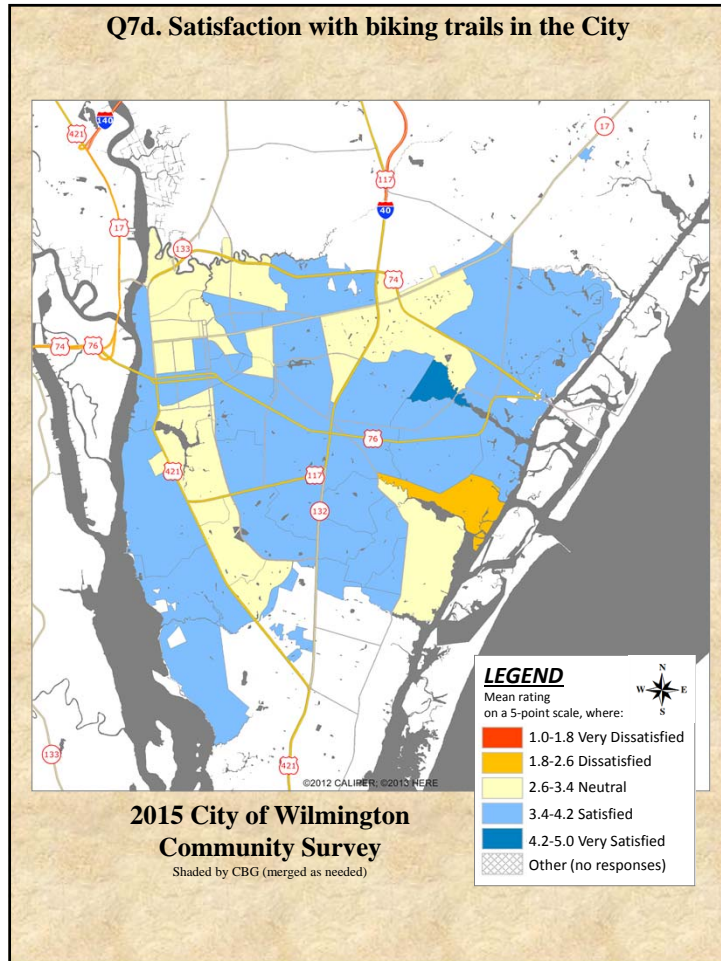


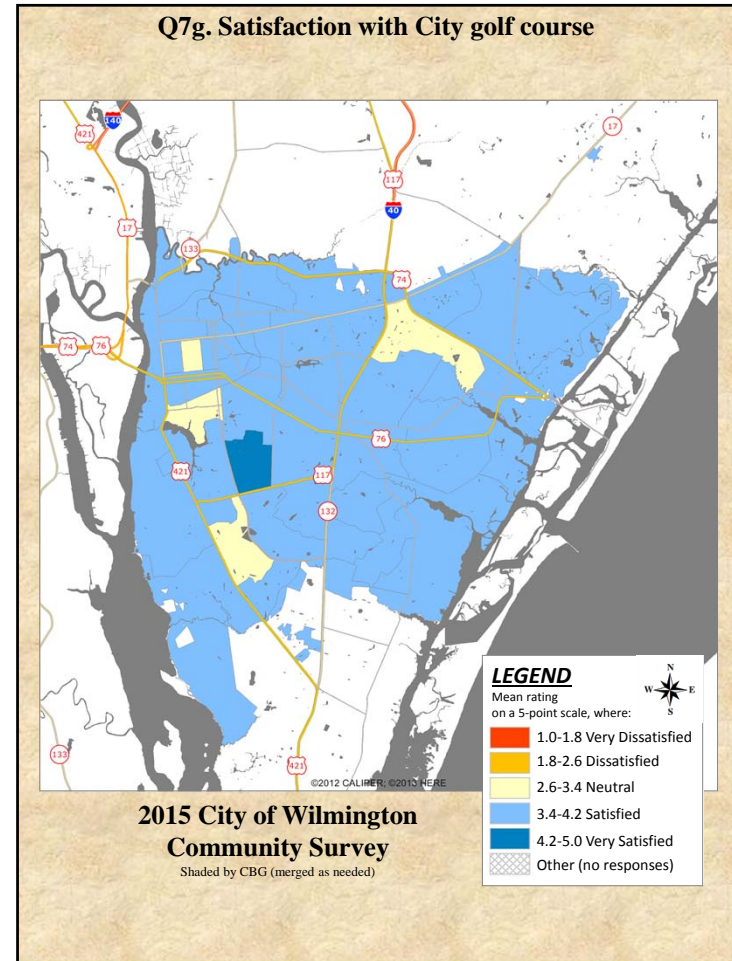
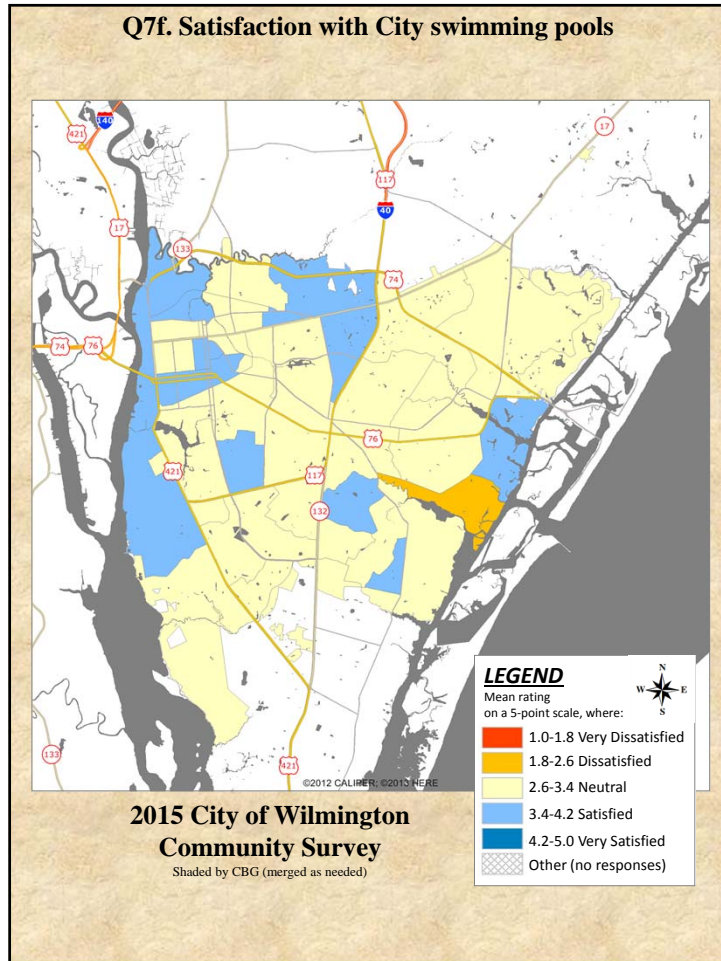




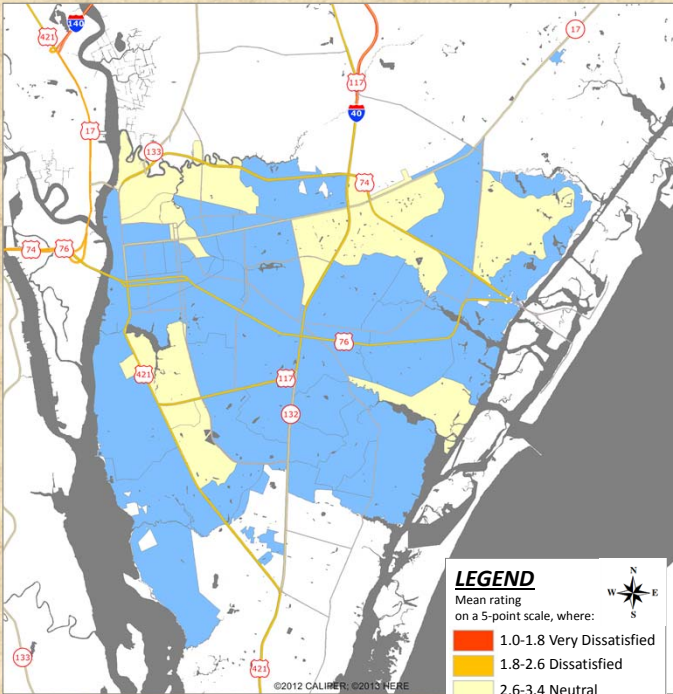








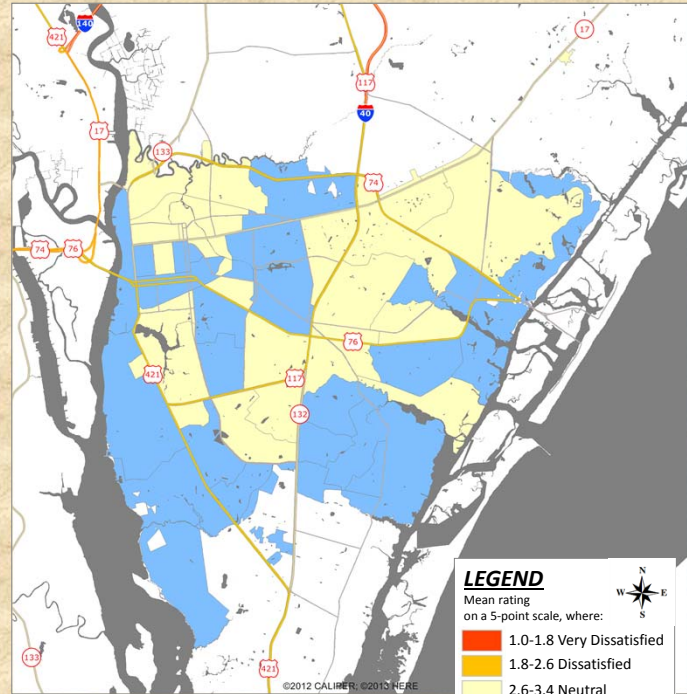
Q7h. Satisfaction with quality of outdoor athletic facilities



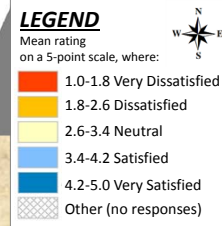
**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)

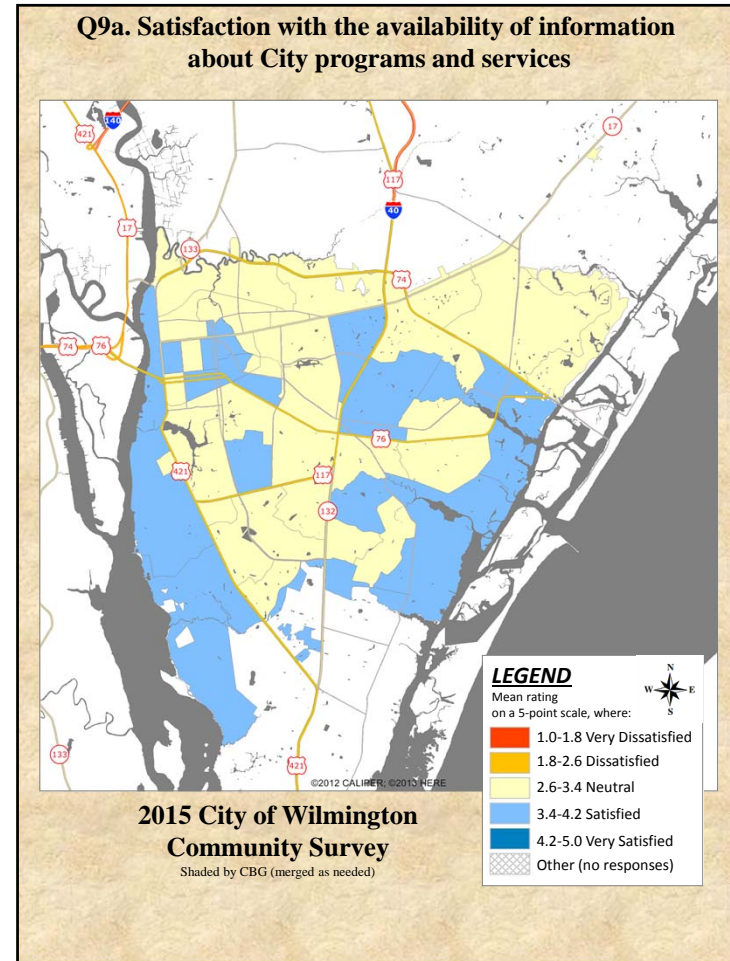
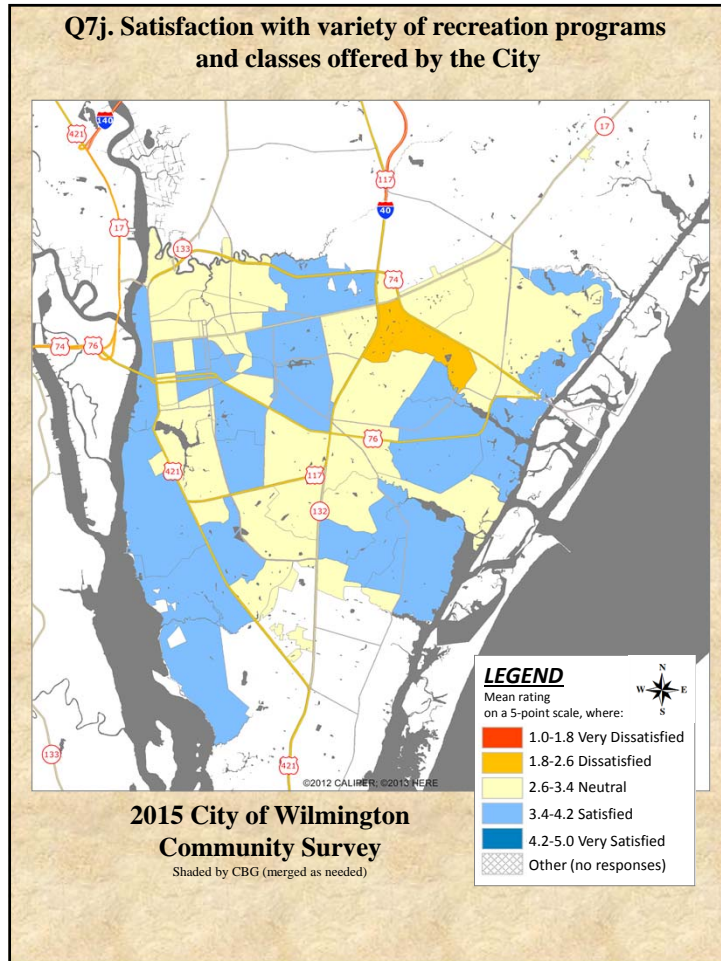


Q7i. Satisfaction with quality of City recreation programs and classes

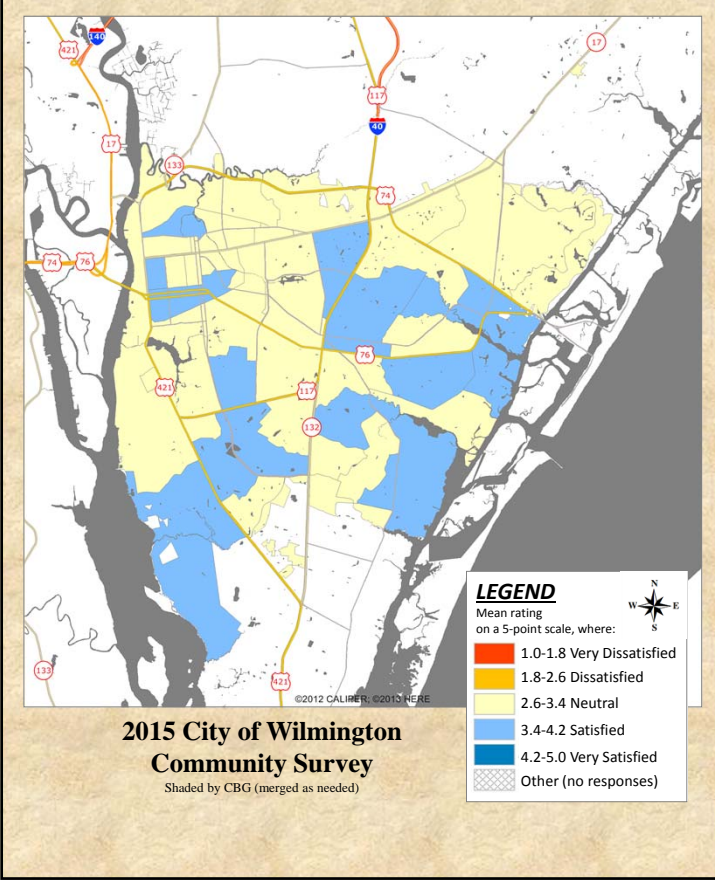


**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)

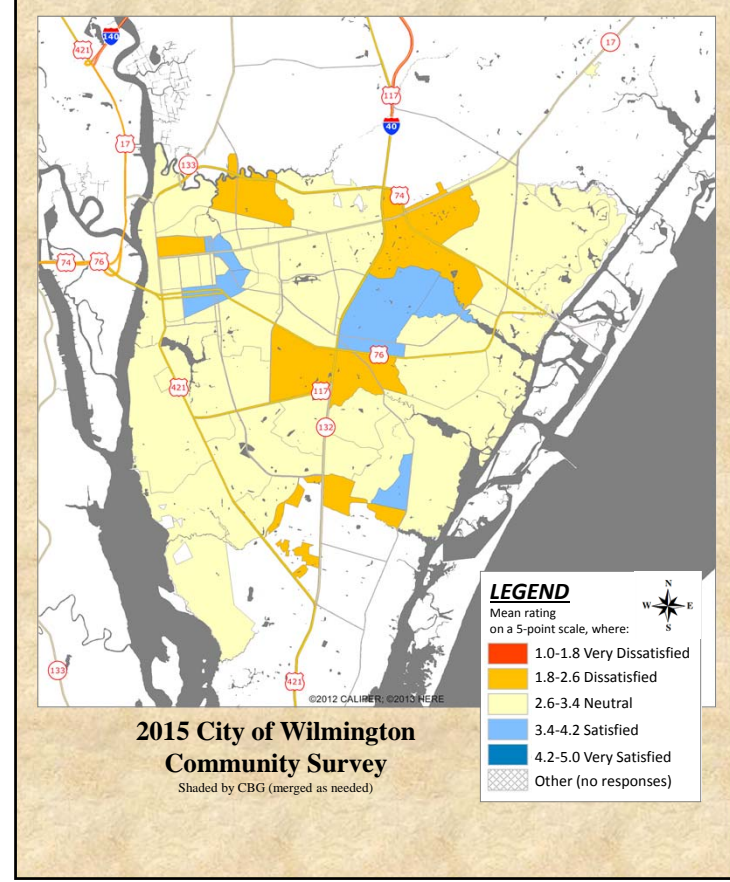


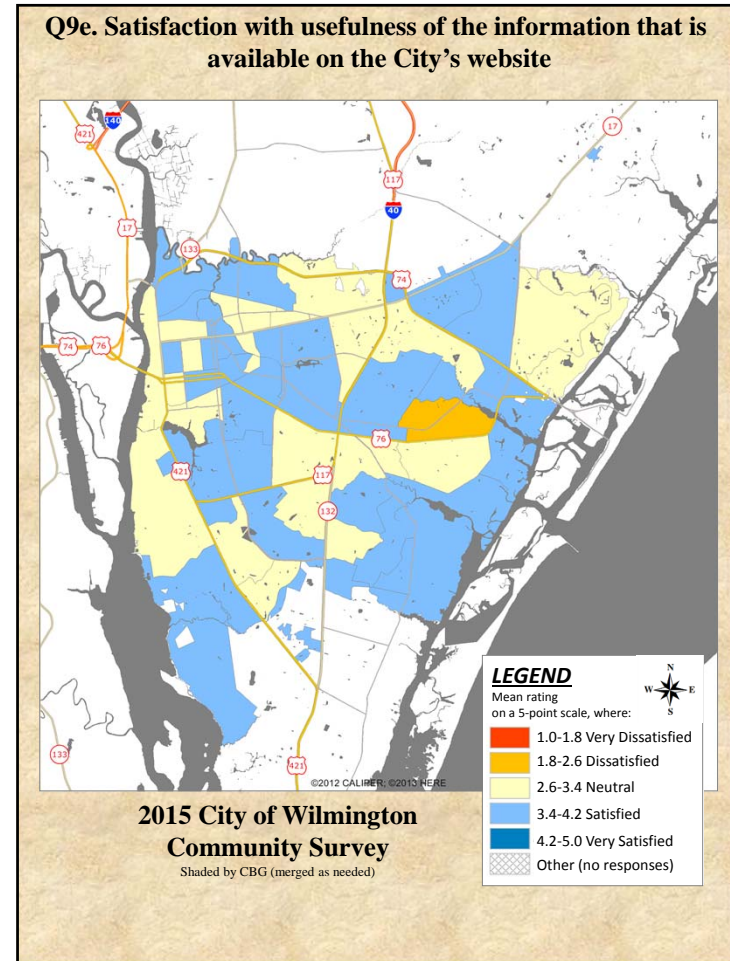
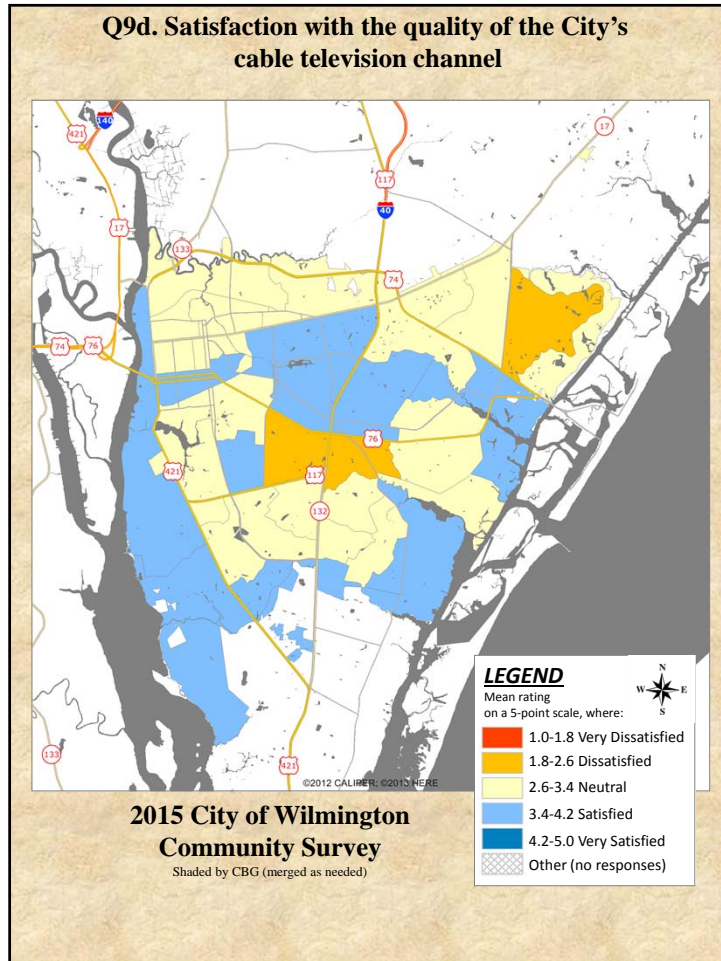


Q9b. Satisfaction with City efforts to keep residents informed about local issues

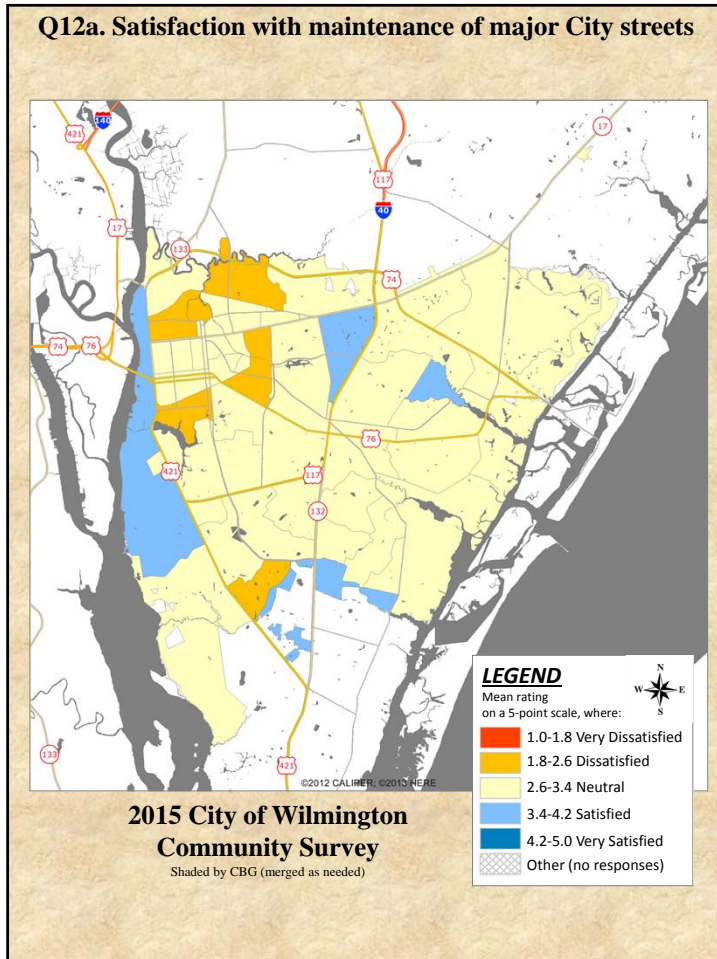


Q9c. Satisfaction with the level of public involvement in City decision-making

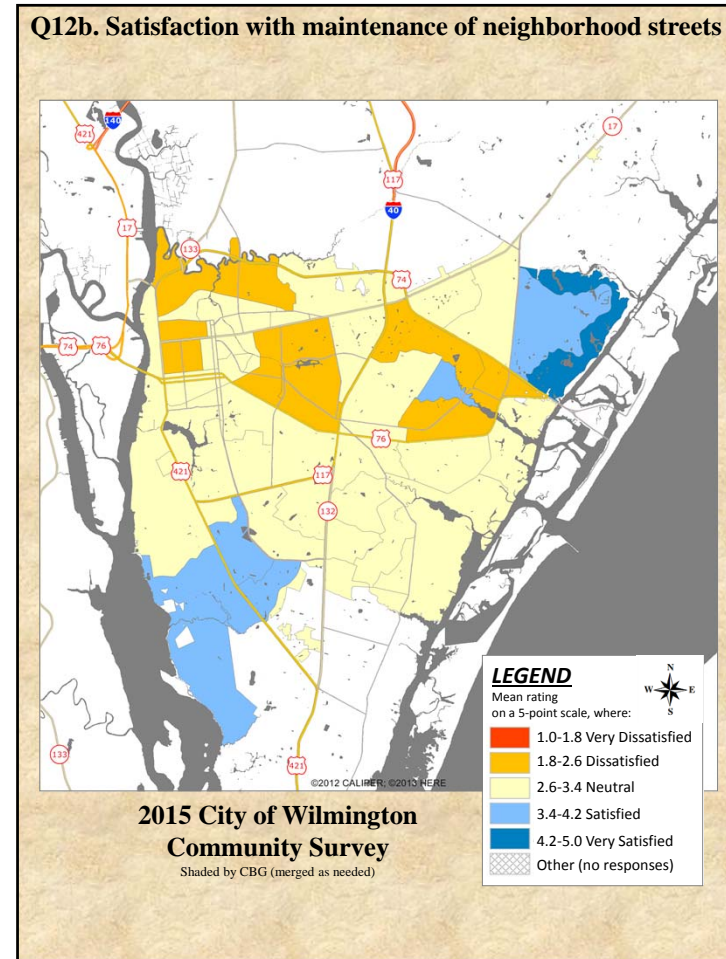


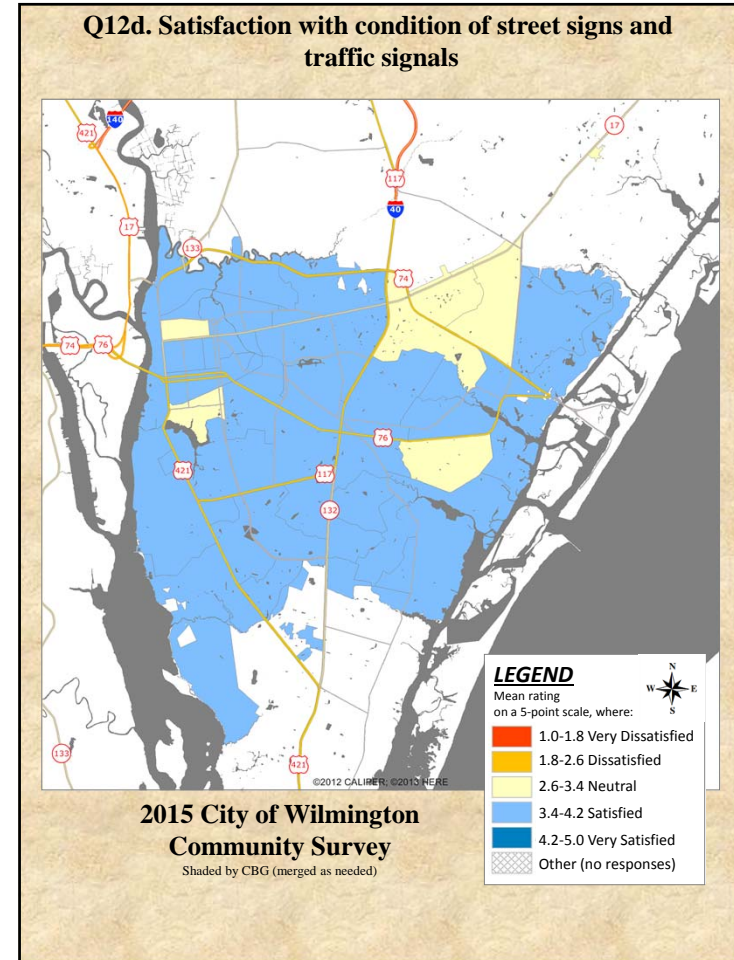
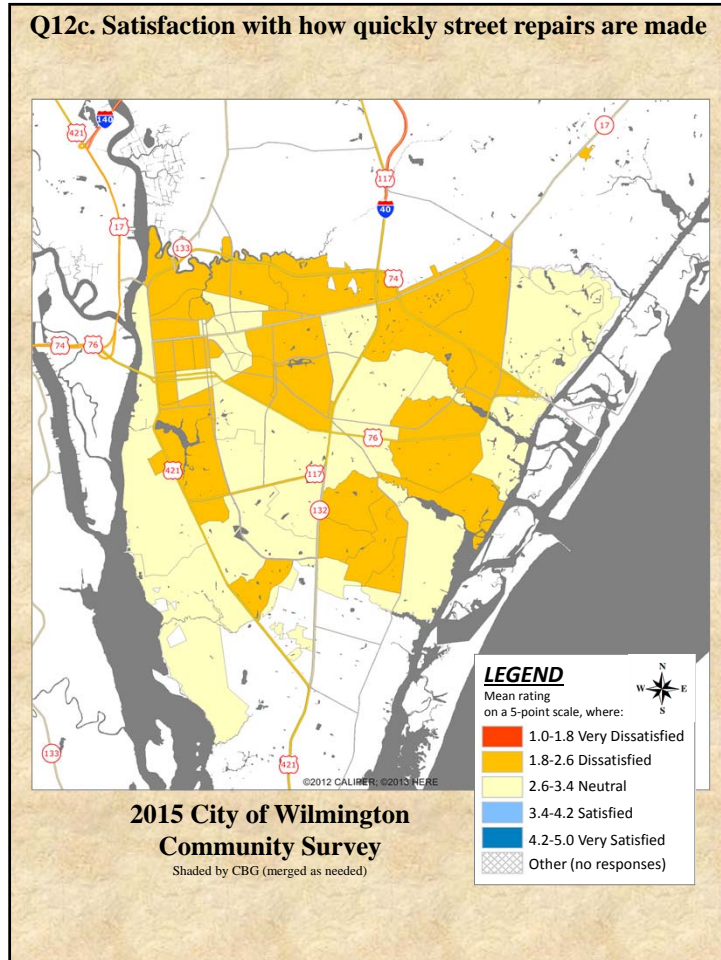


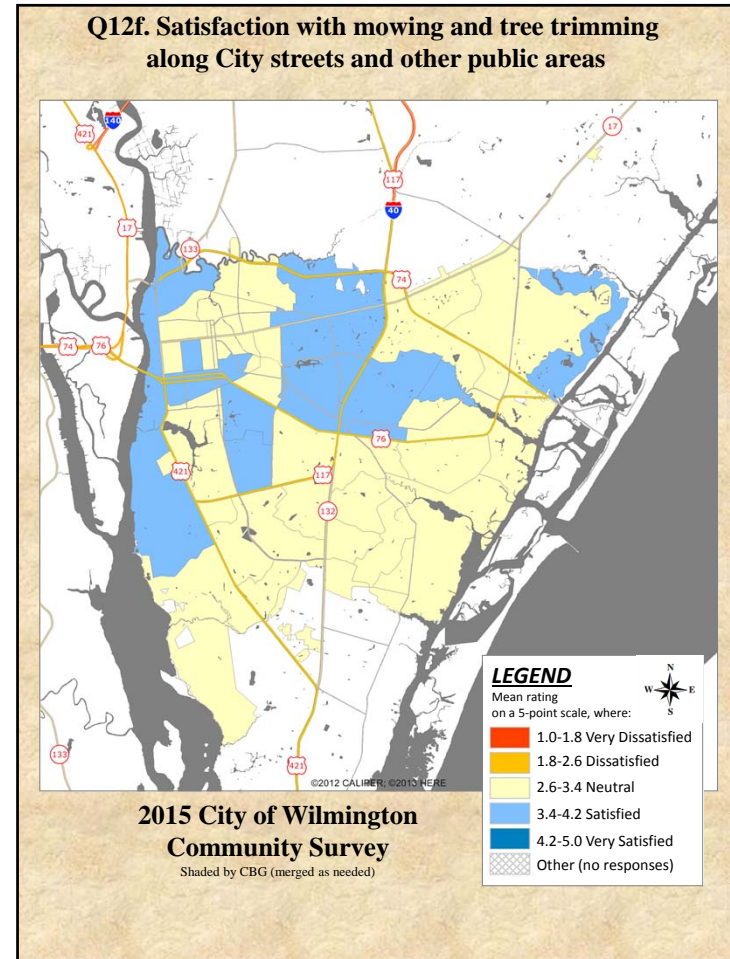
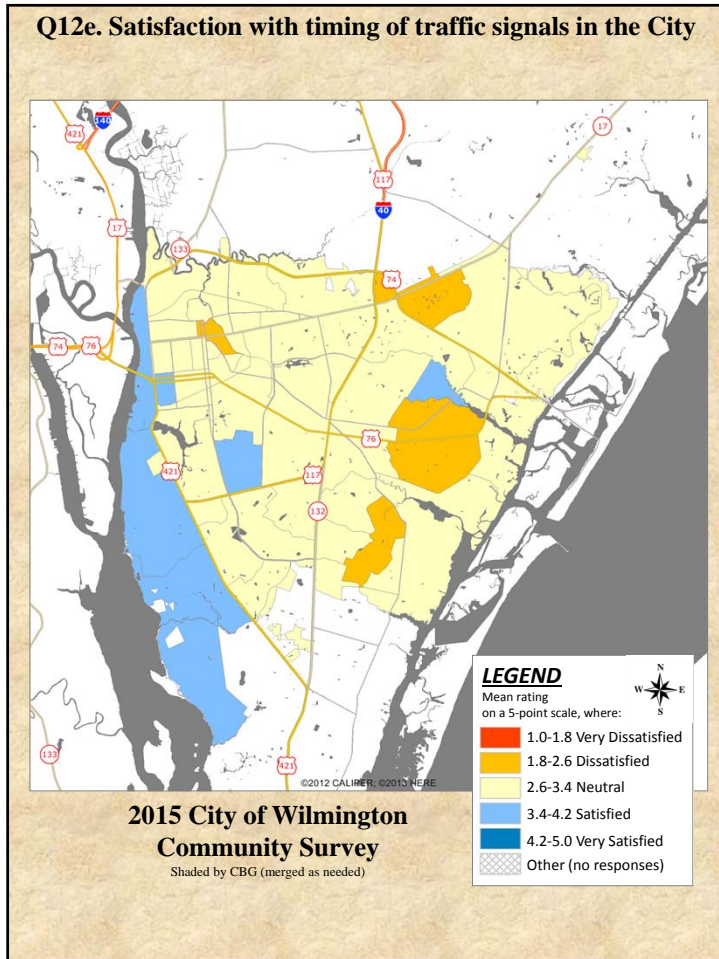
Q12a. Satisfaction with maintenance of major City streets



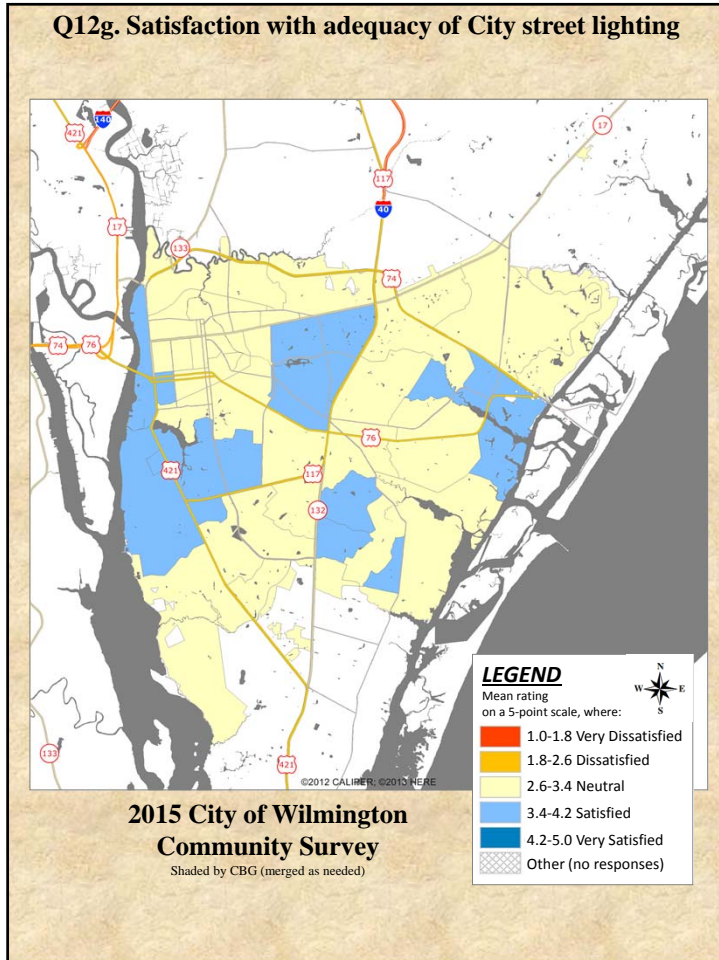
Q12b. Satisfaction with maintenance of neighborhood streets



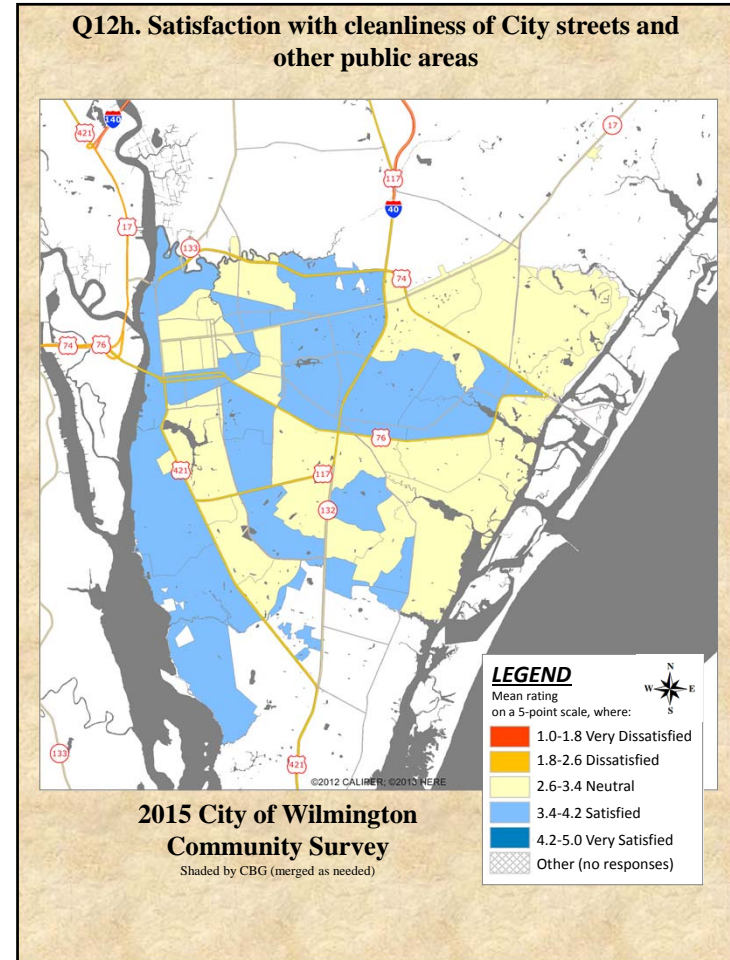


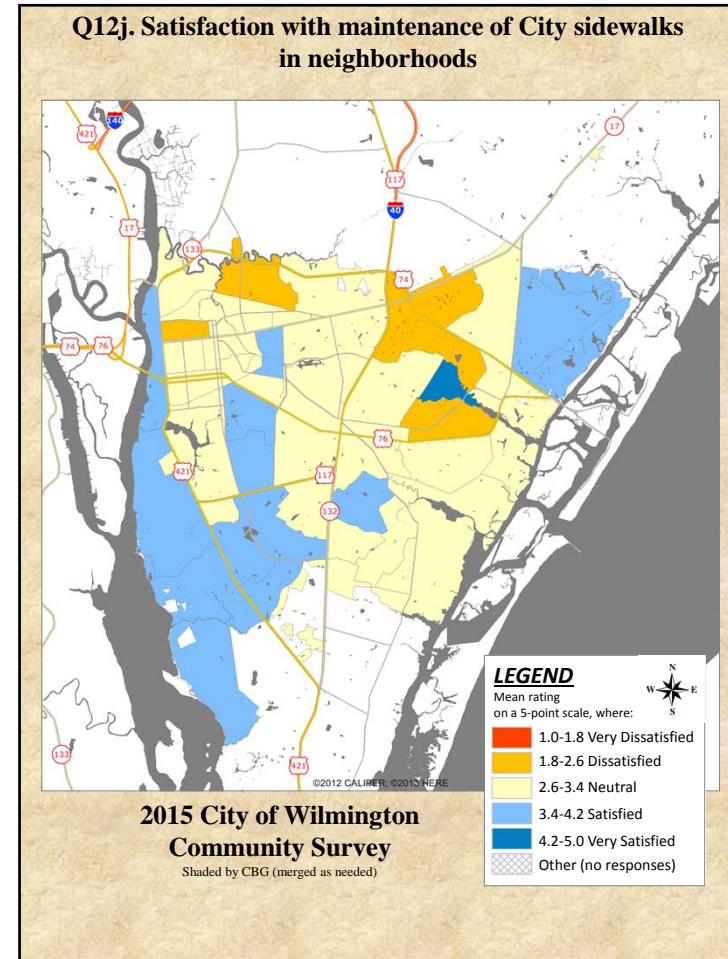
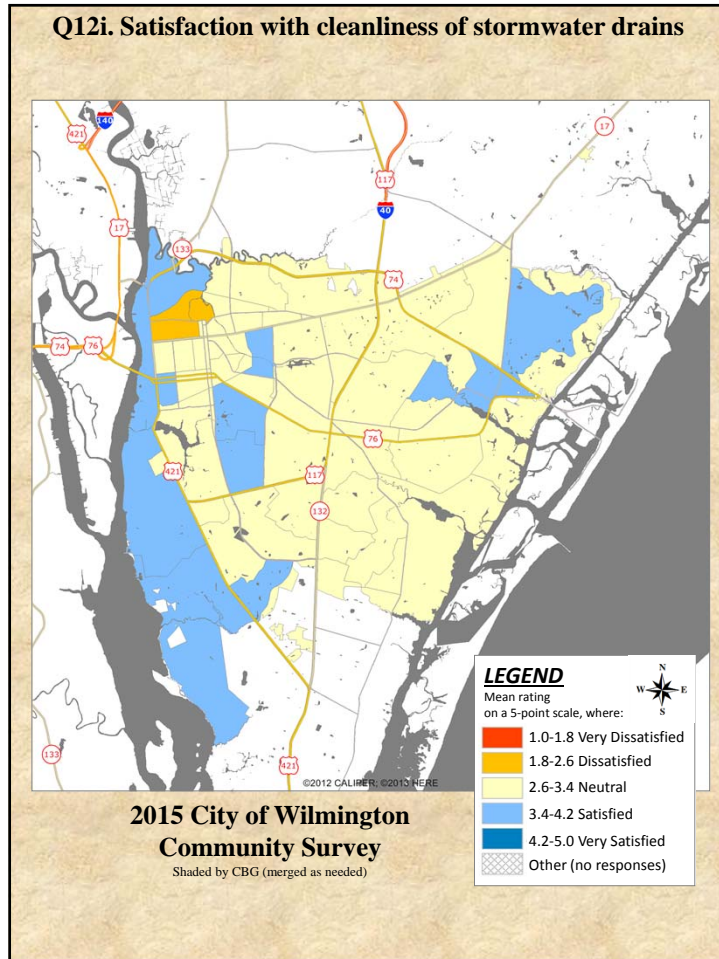


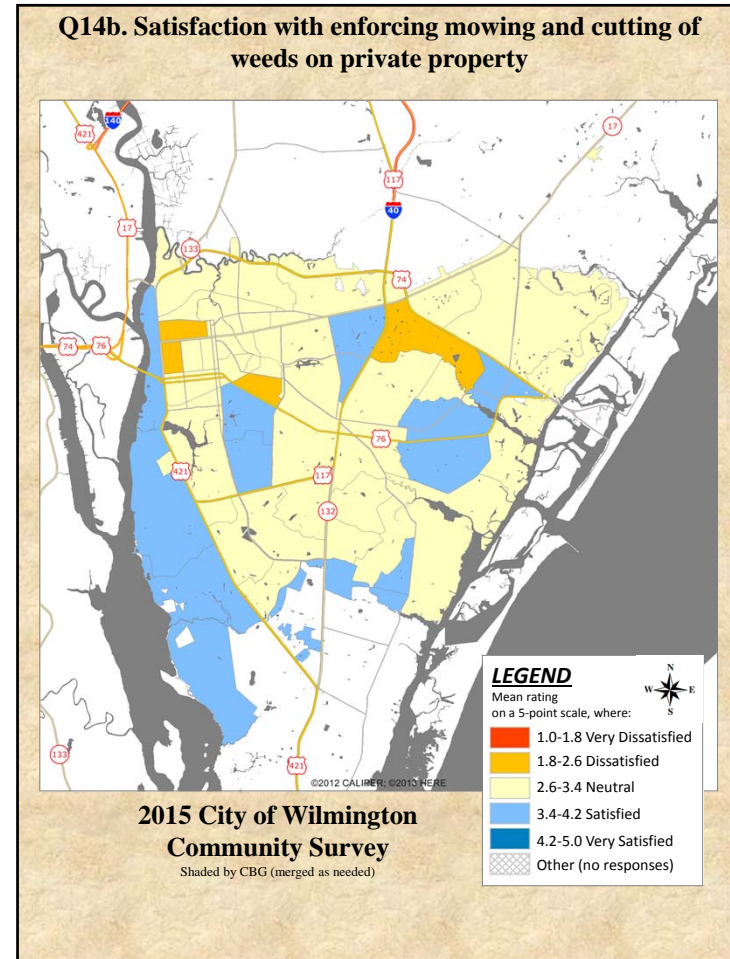
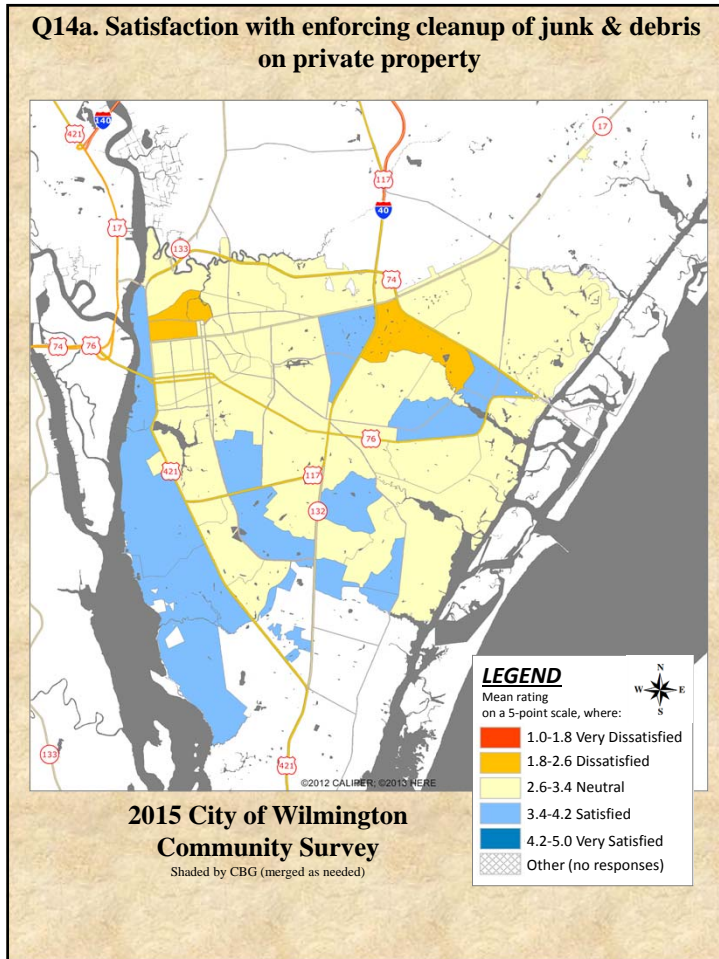
Q12g. Satisfaction with adequacy of City street lighting



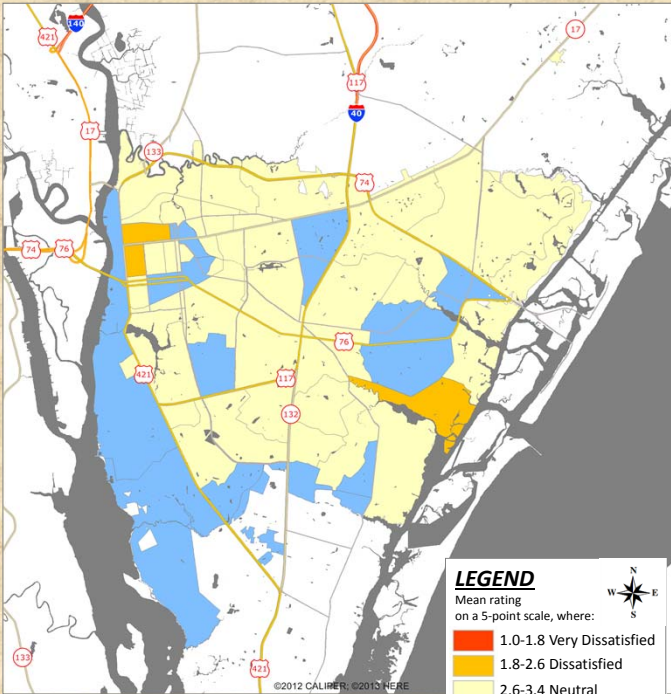
Q12h. Satisfaction with cleanliness of City streets and other public areas







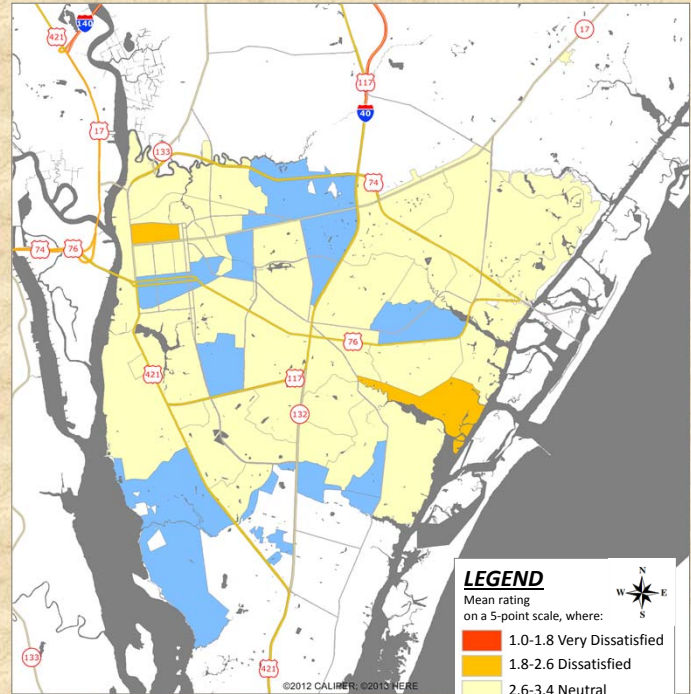
Q14c. Satisfaction with enforcing exterior maintenance of residential property



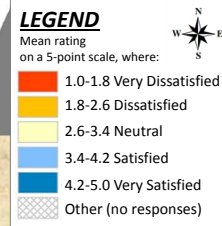
**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)

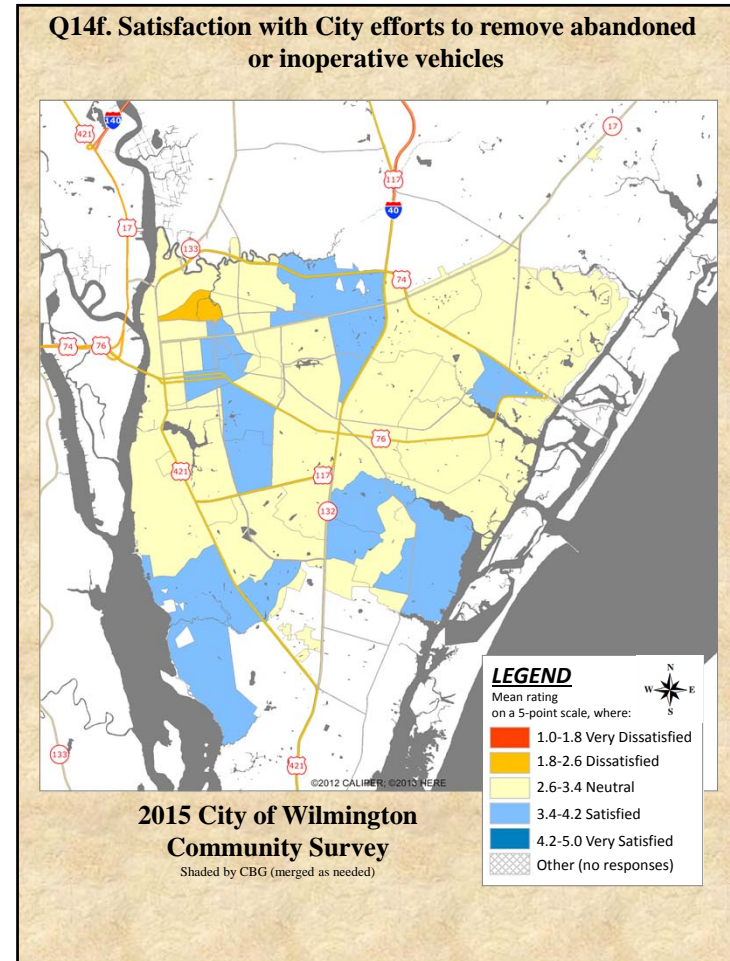
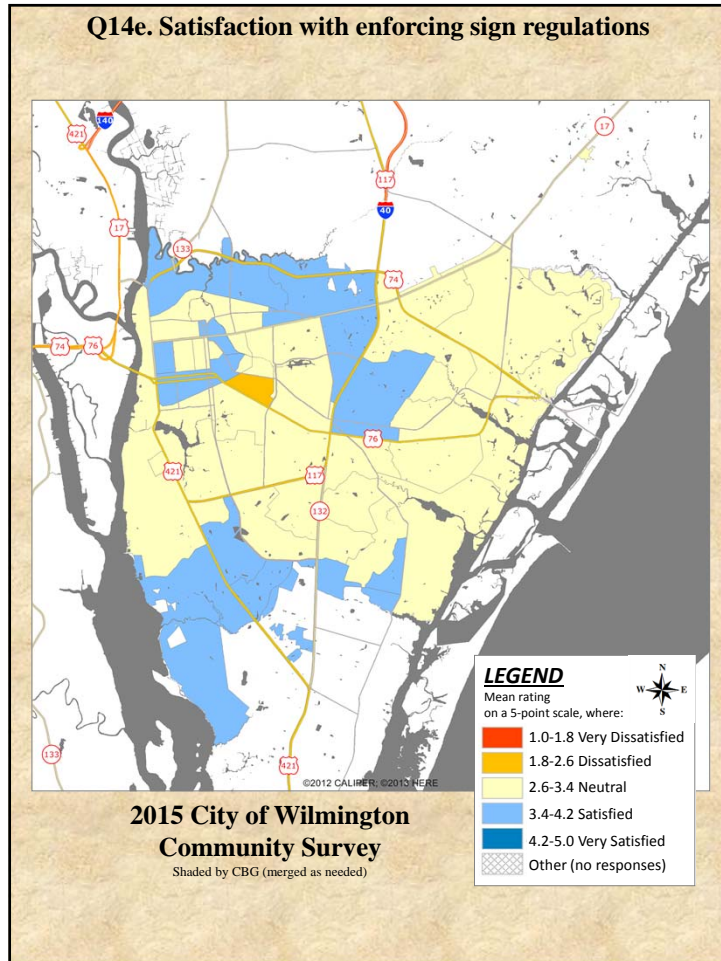


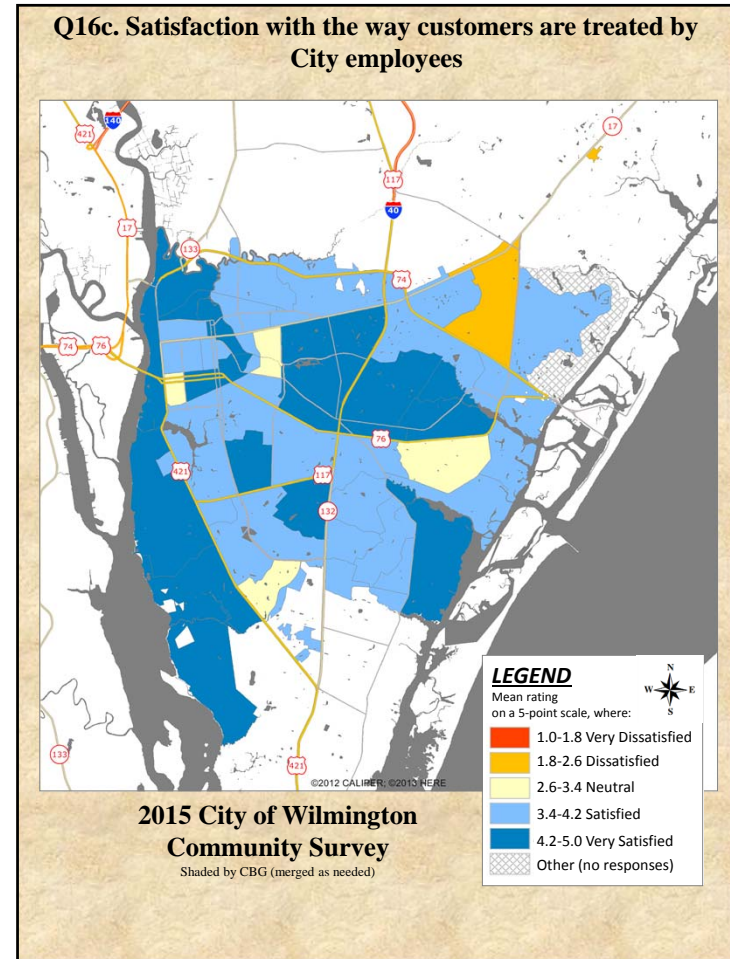
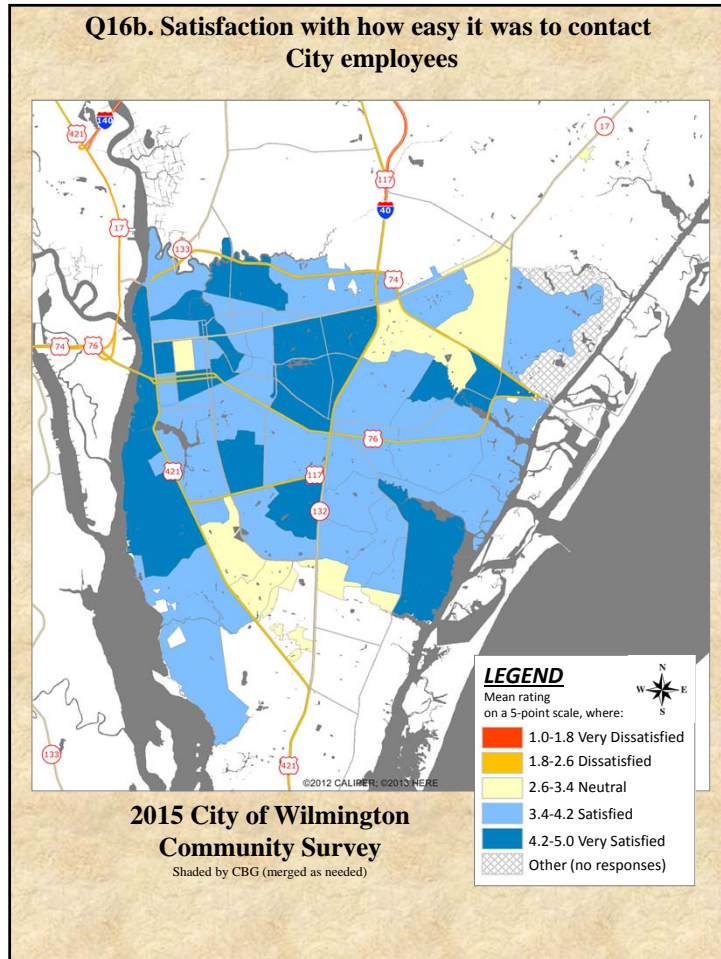
Q14d. Satisfaction with enforcing exterior maintenance of commercial/business property



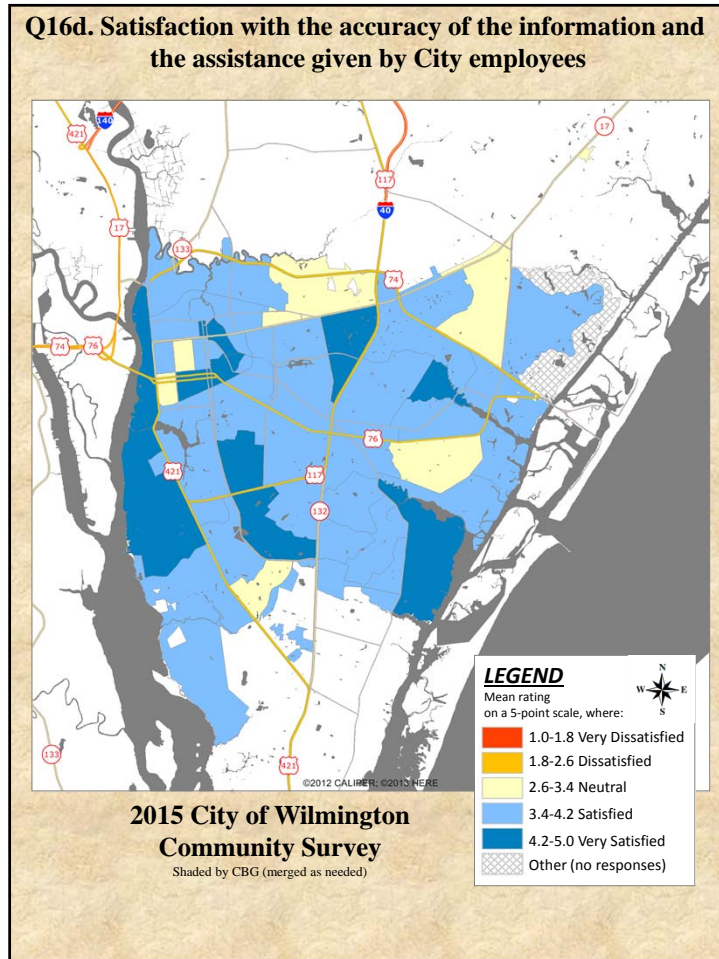
**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)



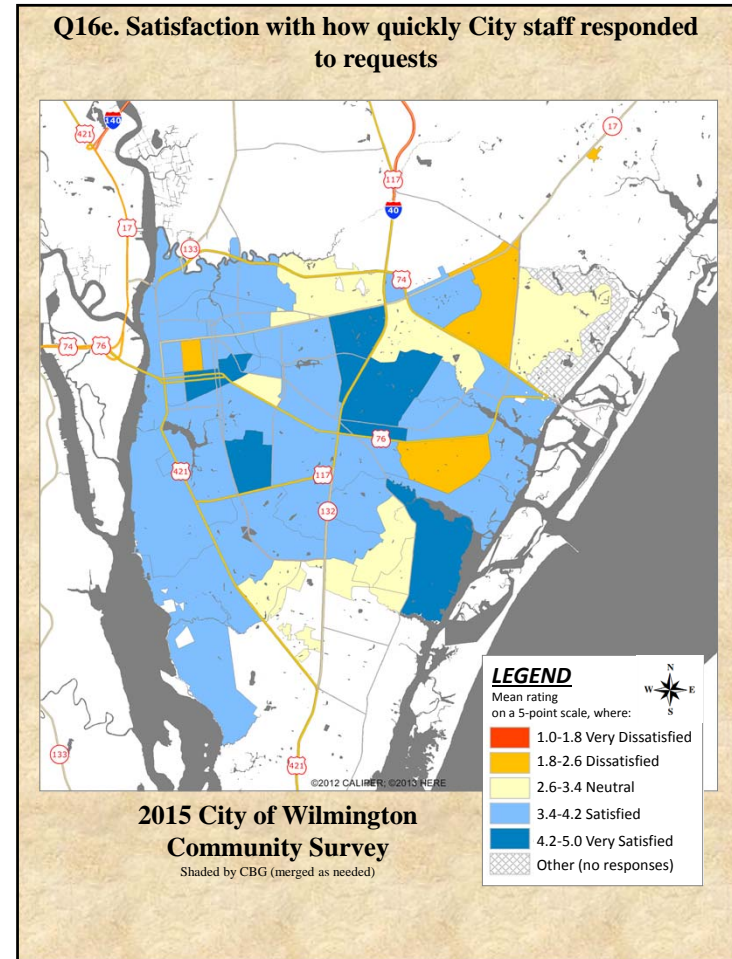


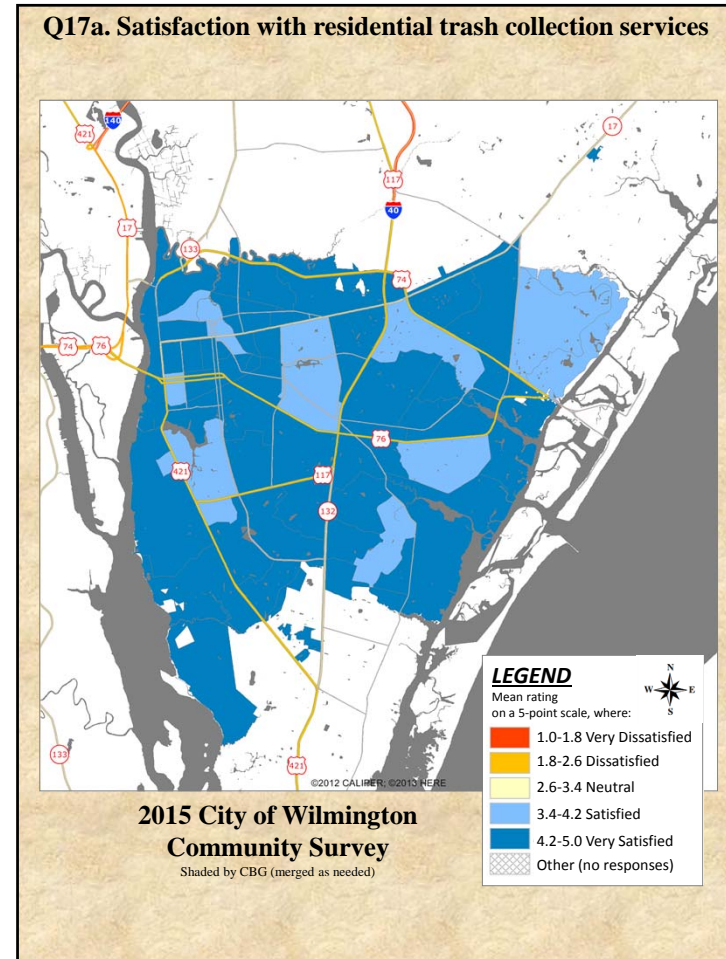
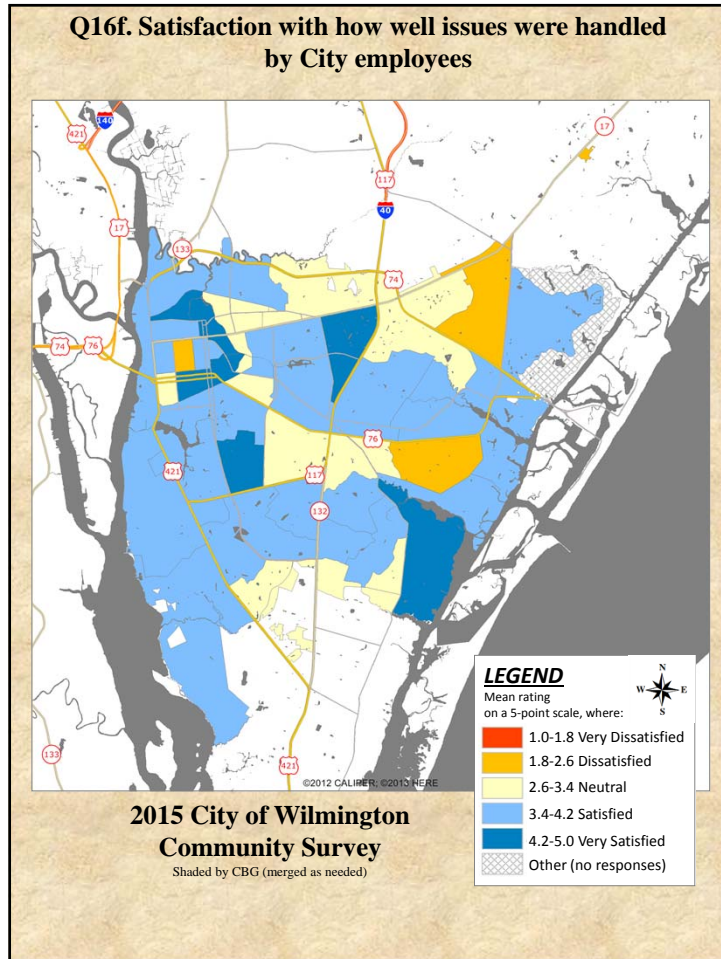


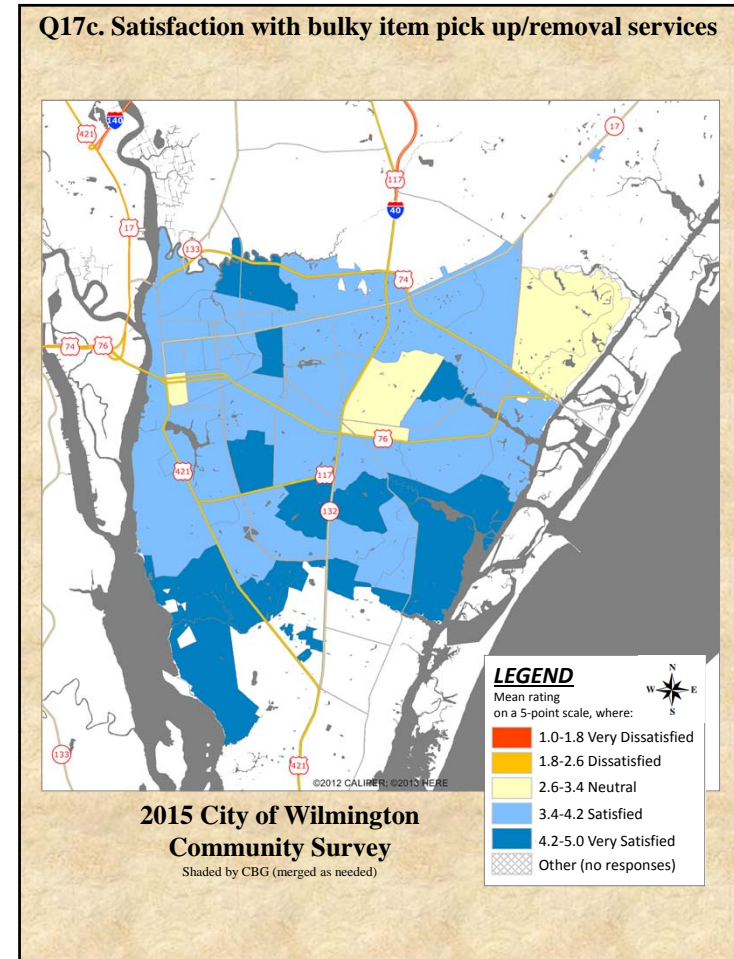
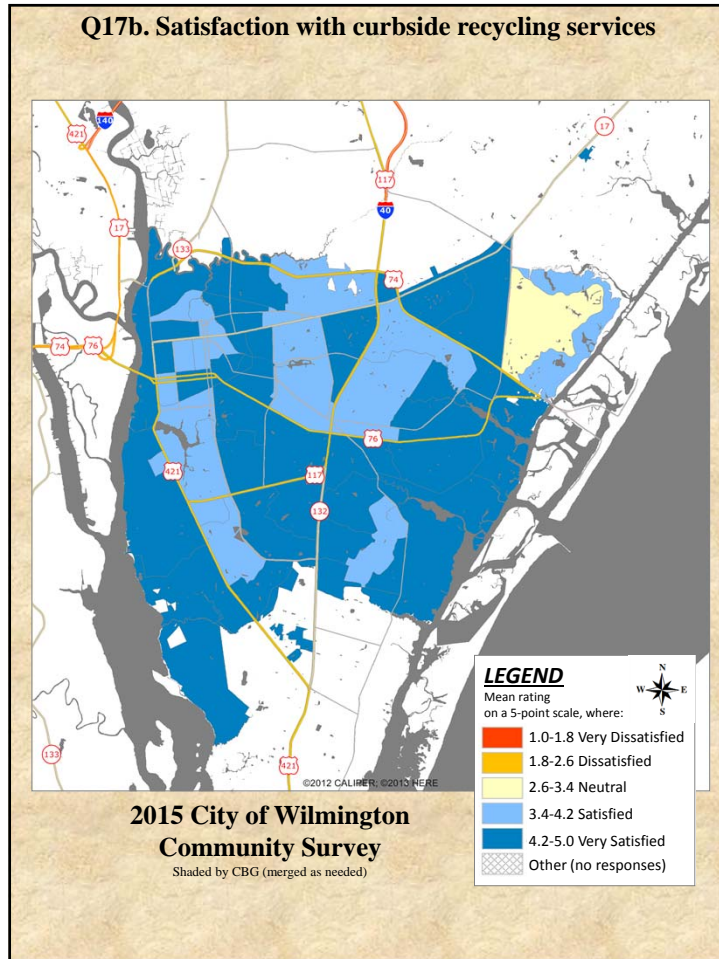
Q16d. Satisfaction with the accuracy of the information and the assistance given by City employees

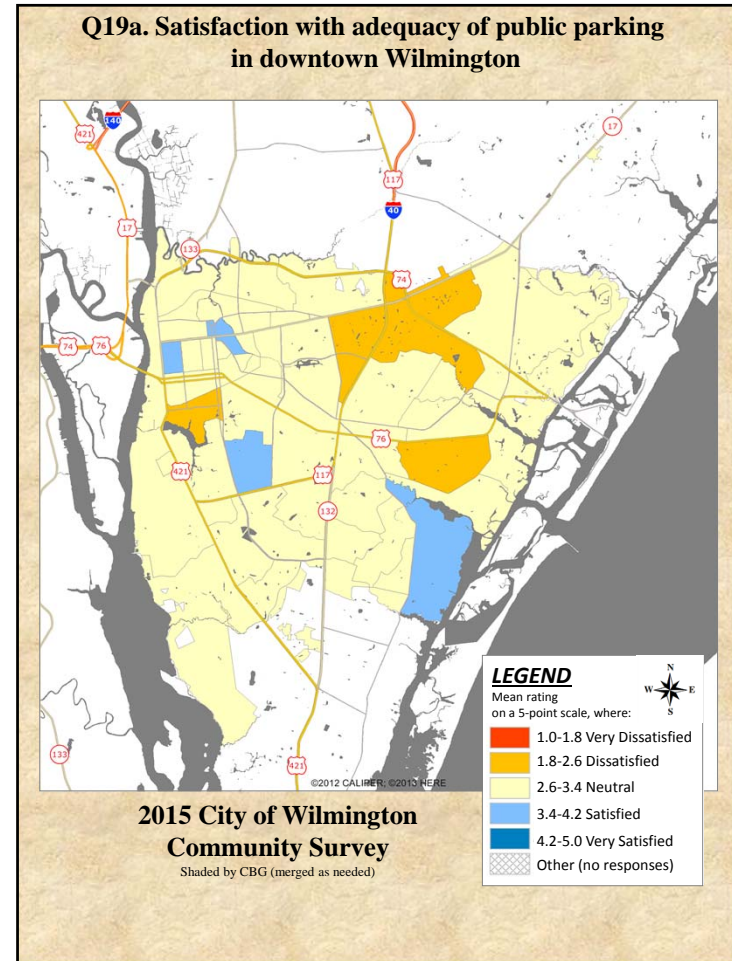
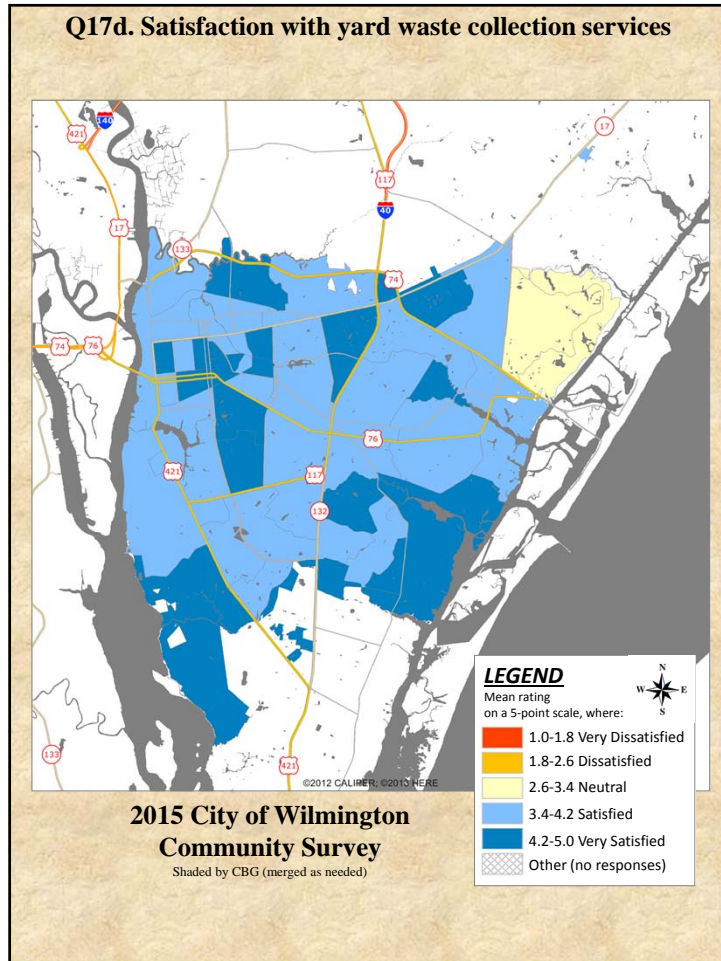


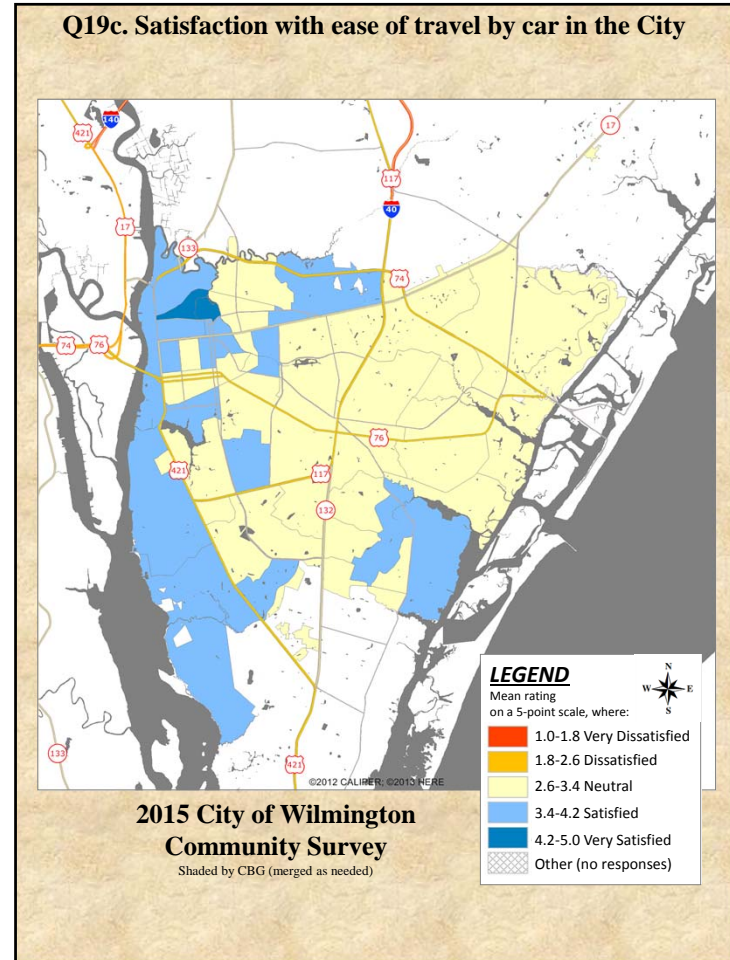
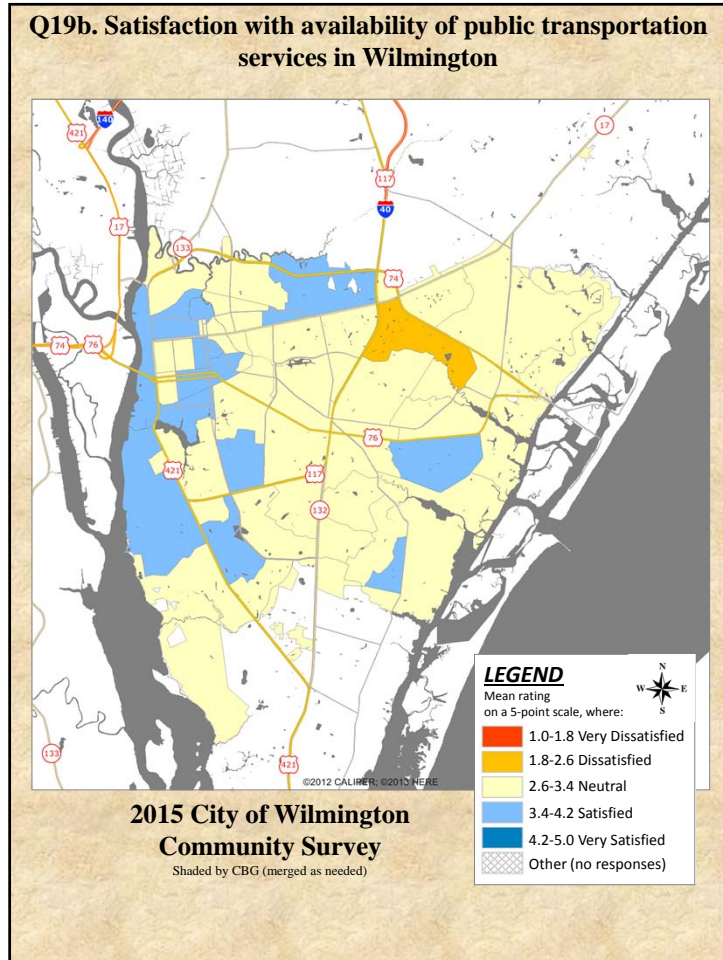
Q16e. Satisfaction with how quickly City staff responded to requests

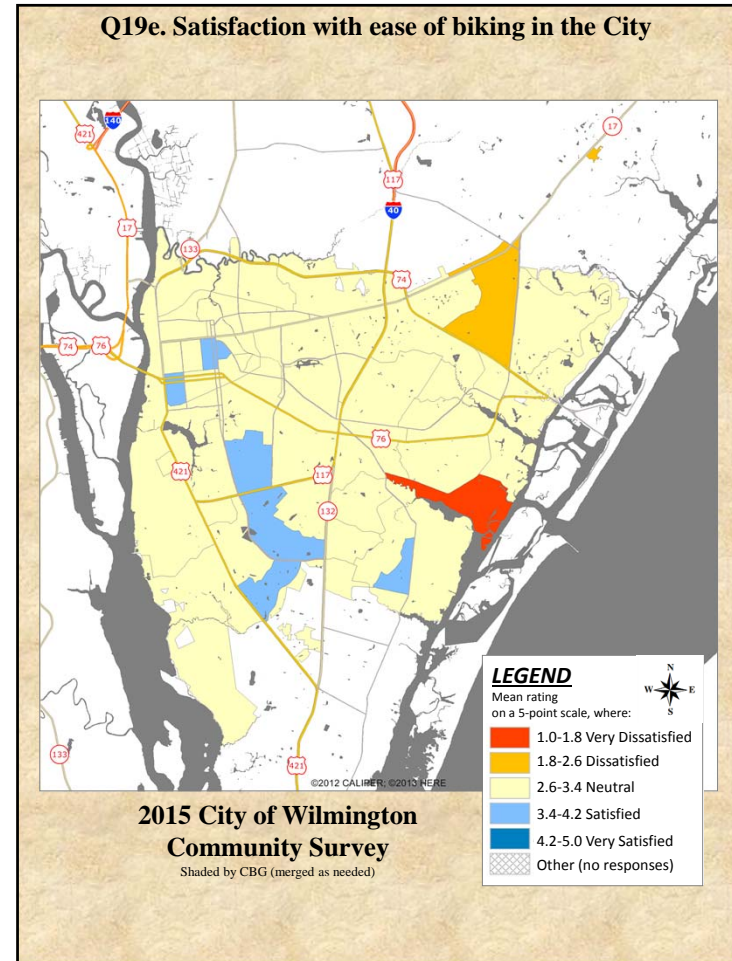
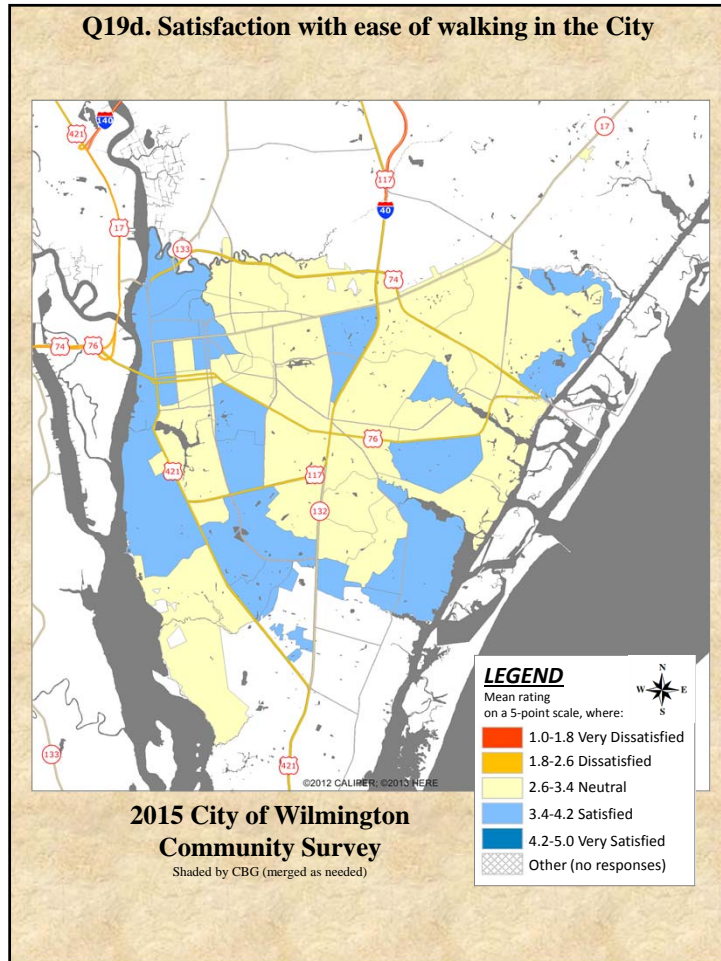




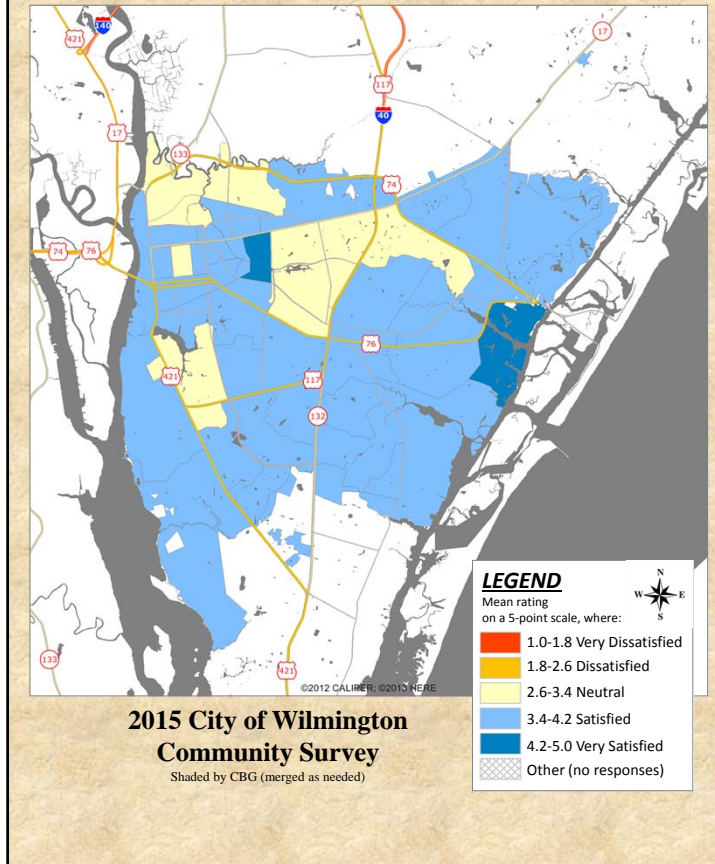




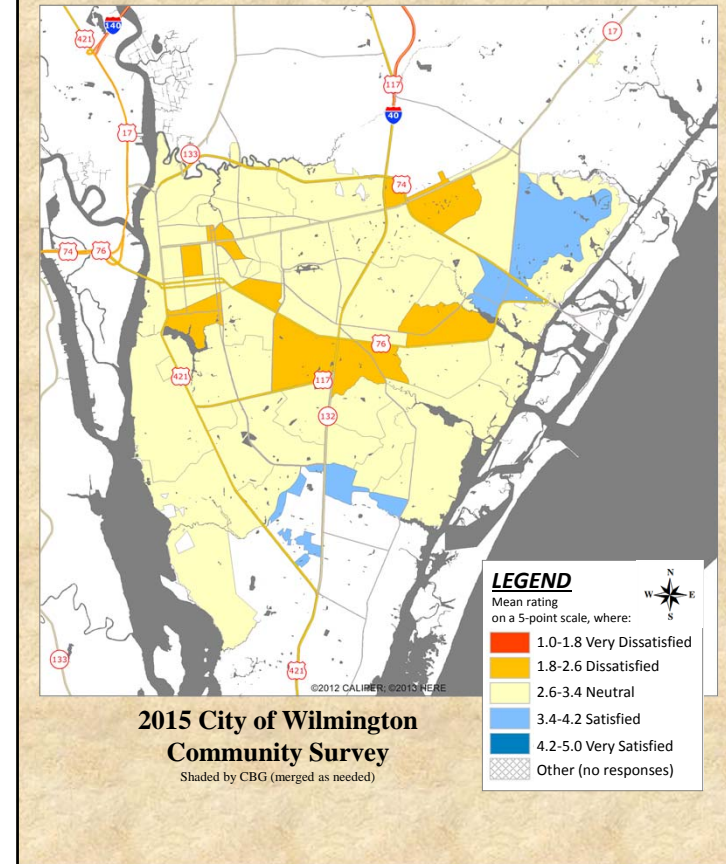


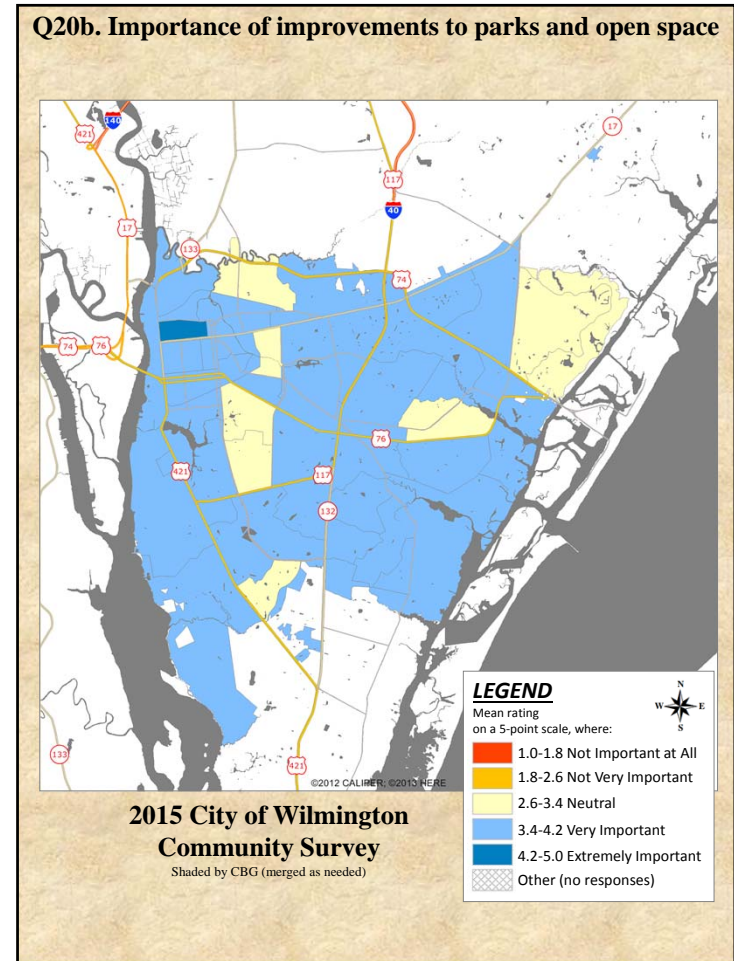
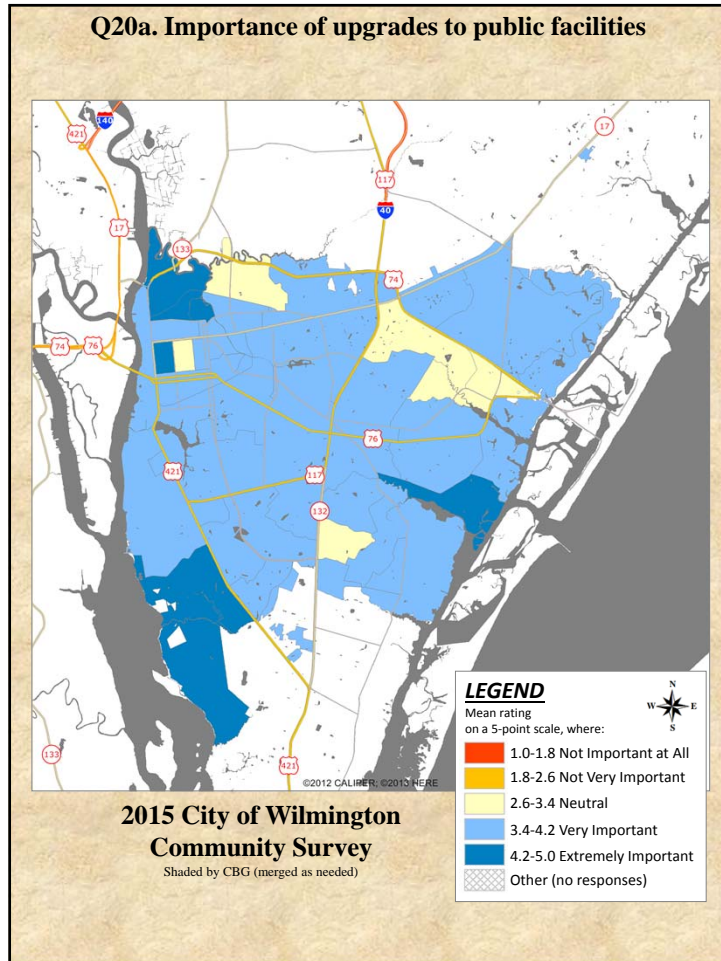


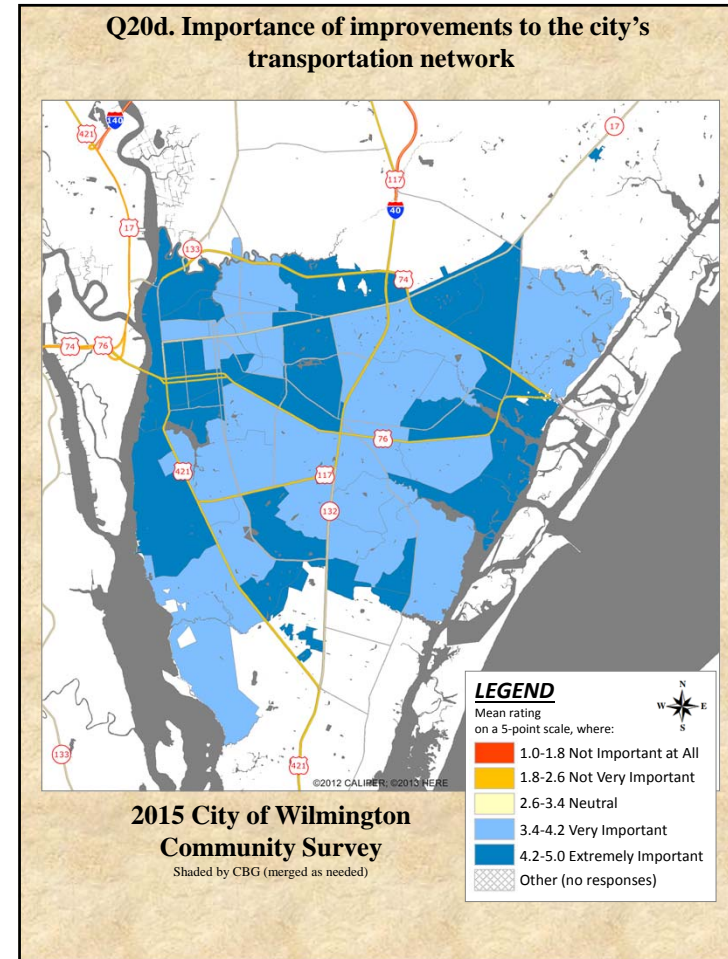
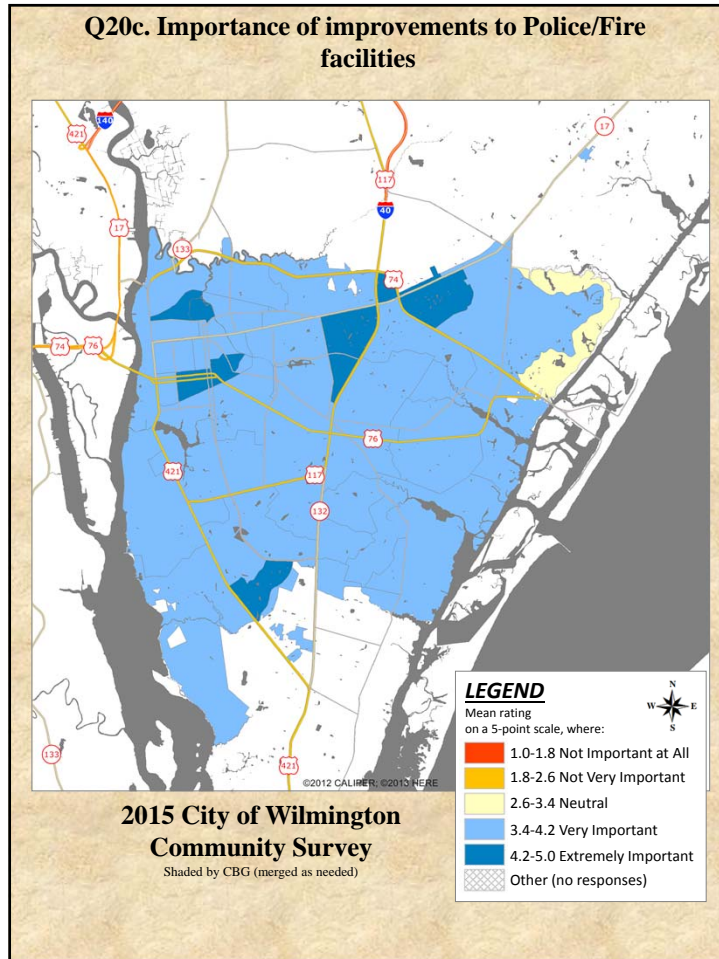
Q19f. Satisfaction with opportunities to attend cultural activities in Wilmington



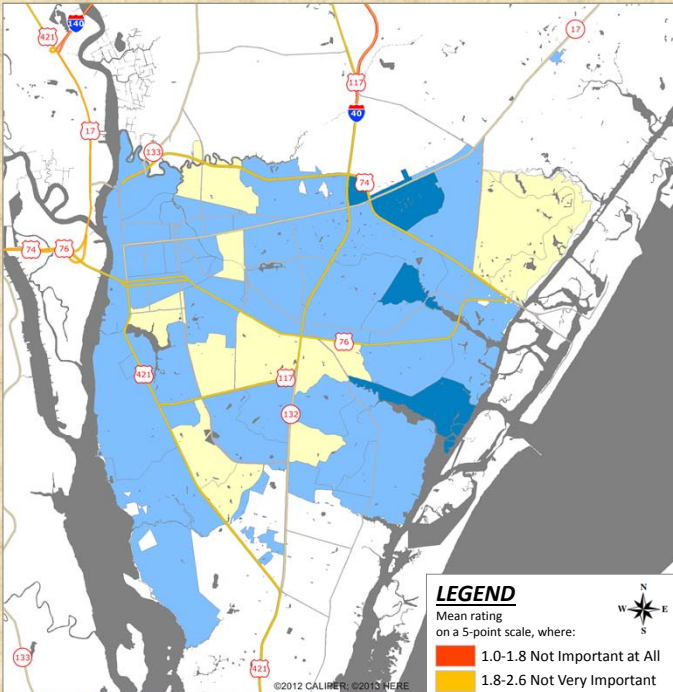
Q19g. Satisfaction with availability of affordable housing in Wilmington





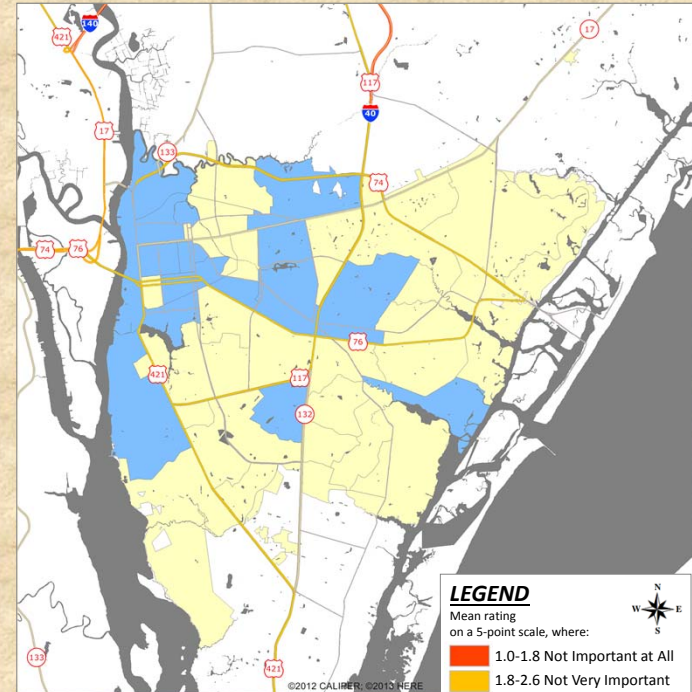


Q20e. Importance of additional crosswalks, bike lanes, multi-use trails

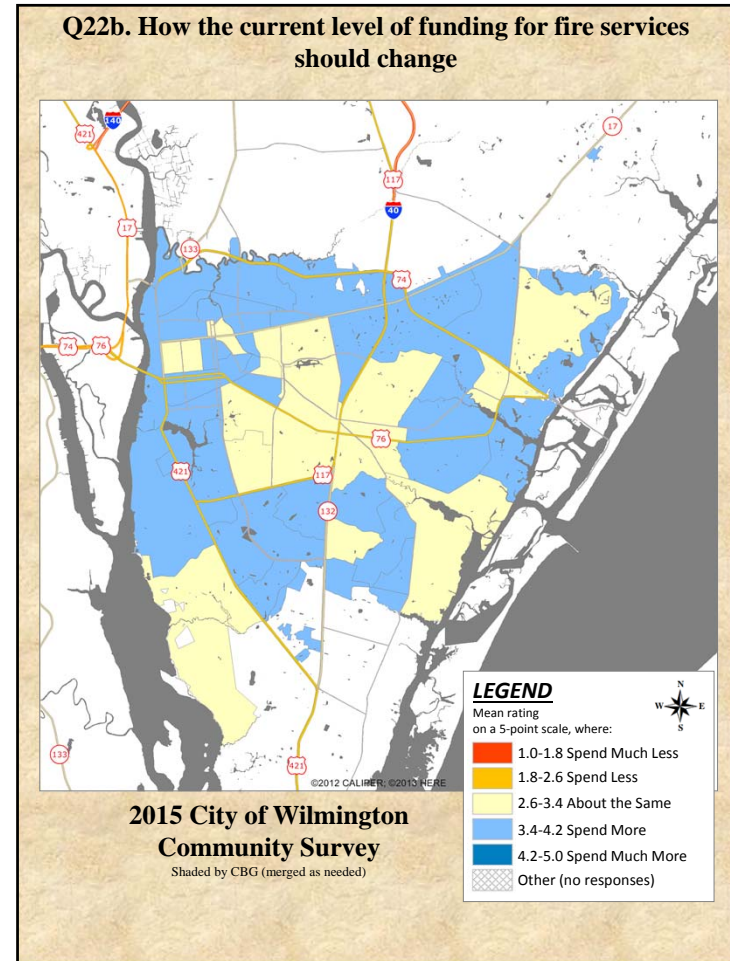
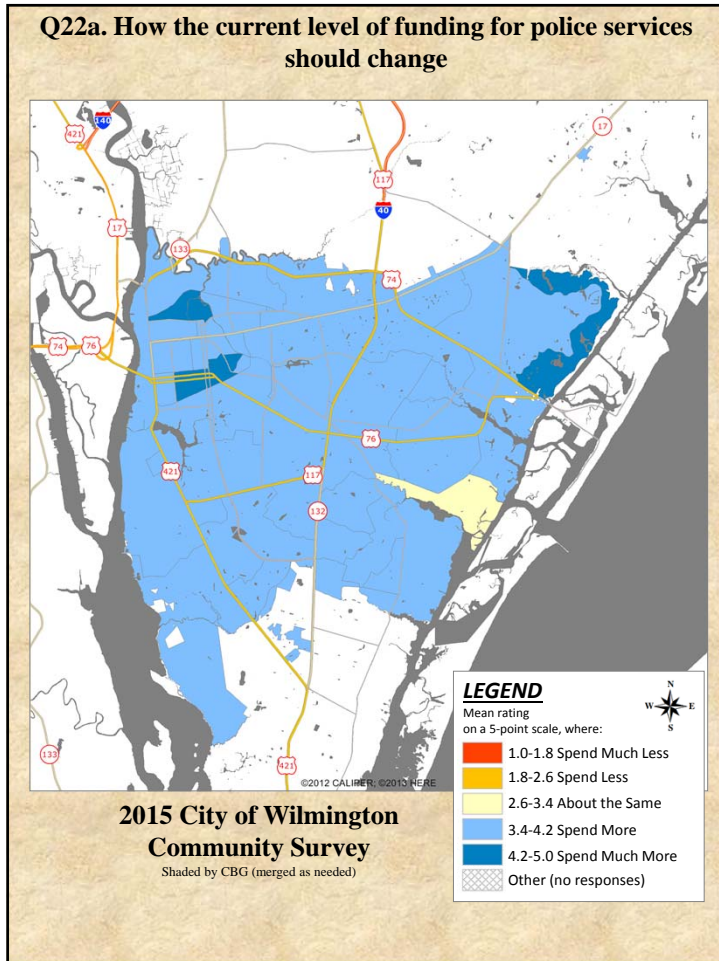


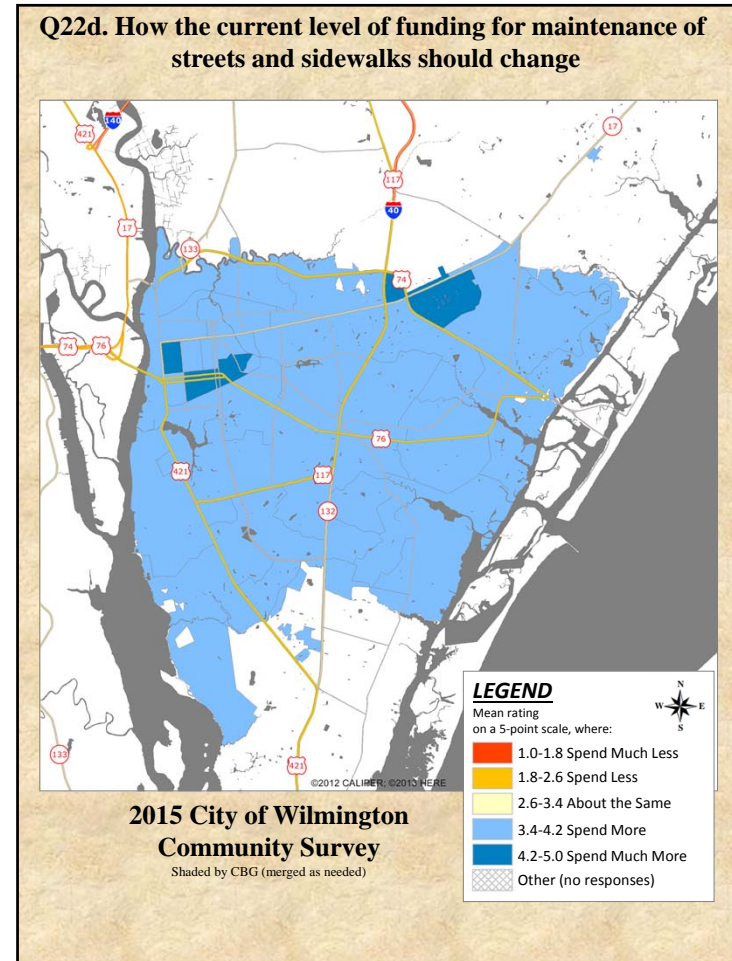
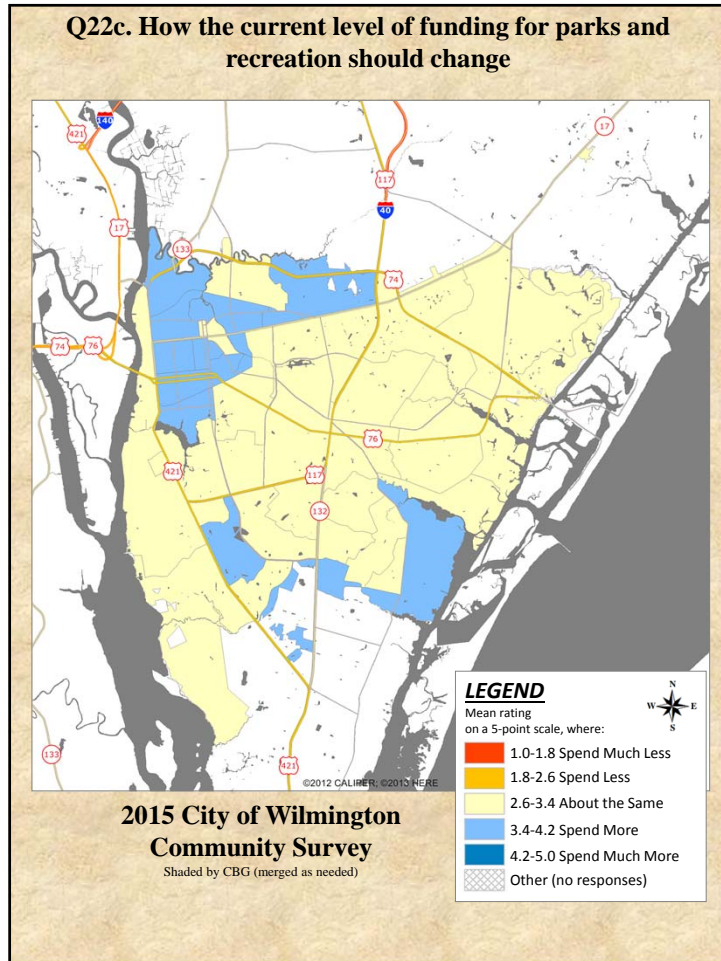
2015 City of Wilmington Community Survey
Shaded by CBG (merged as needed)

Q20f. Importance of improvements to arts/cultural facilities

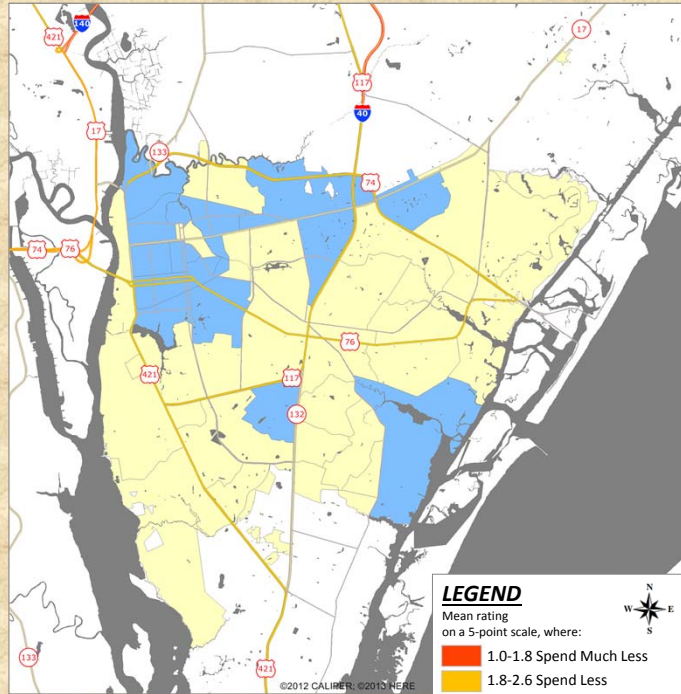


2015 City of Wilmington Community Survey
Shaded by CBG (merged as needed)





Q22e. How the current level of funding for upkeep of parks and other public areas should change

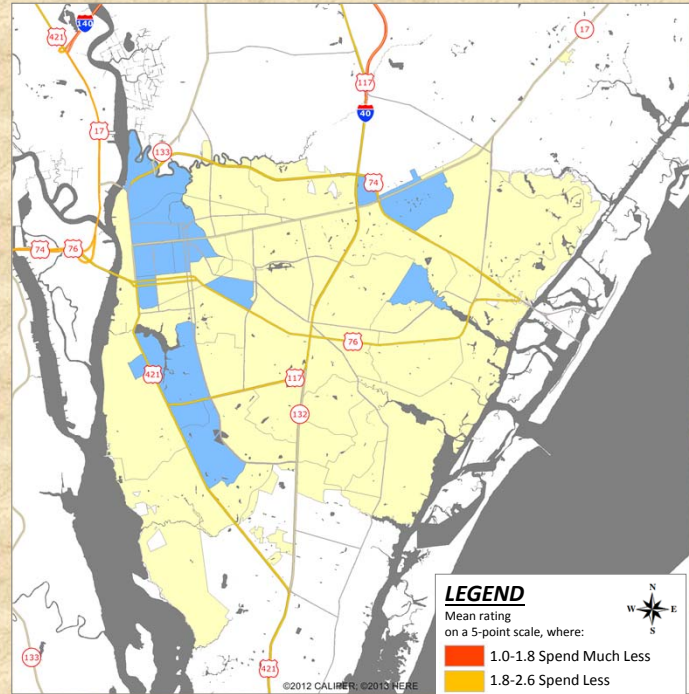


LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Spend Much Less
- 1.8-2.6 Spend Less
- 2.6-3.4 About the Same
- 3.4-4.2 Spend More
- 4.2-5.0 Spend Much More
- Other (no responses)

2015 City of Wilmington Community Survey
 Shaded by CBG (merged as needed)

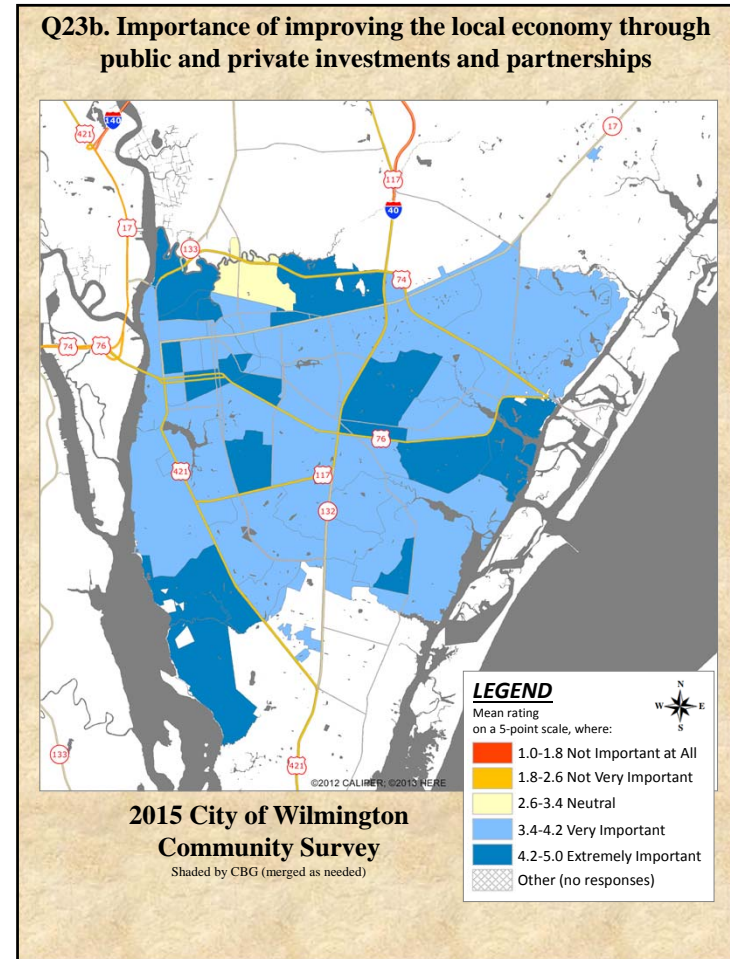
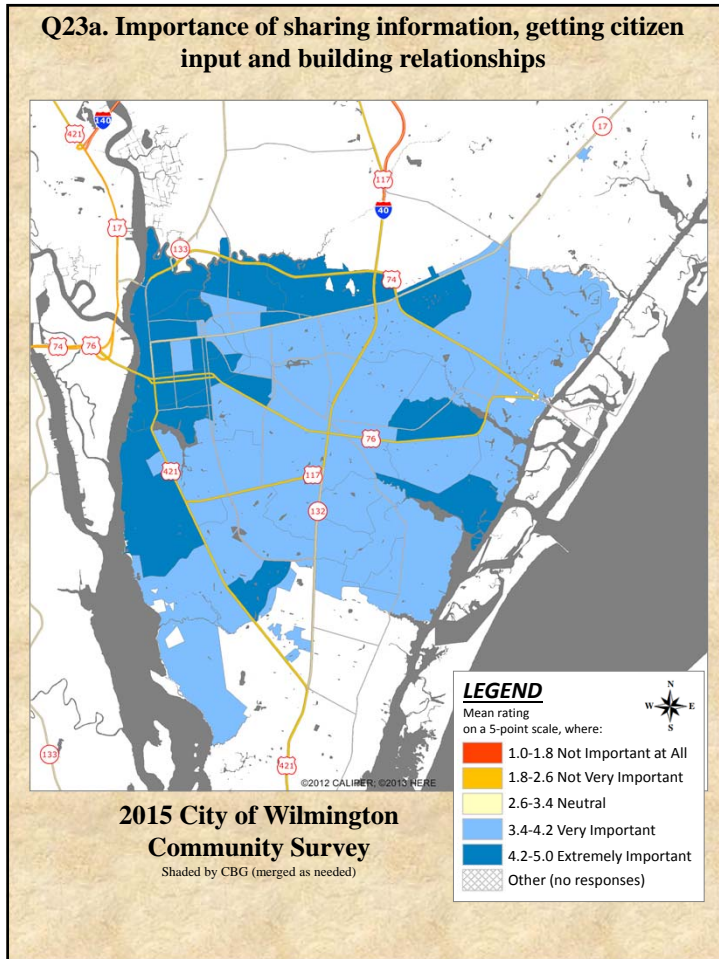
Q22f. How the current level of funding for enforcement of city codes should change



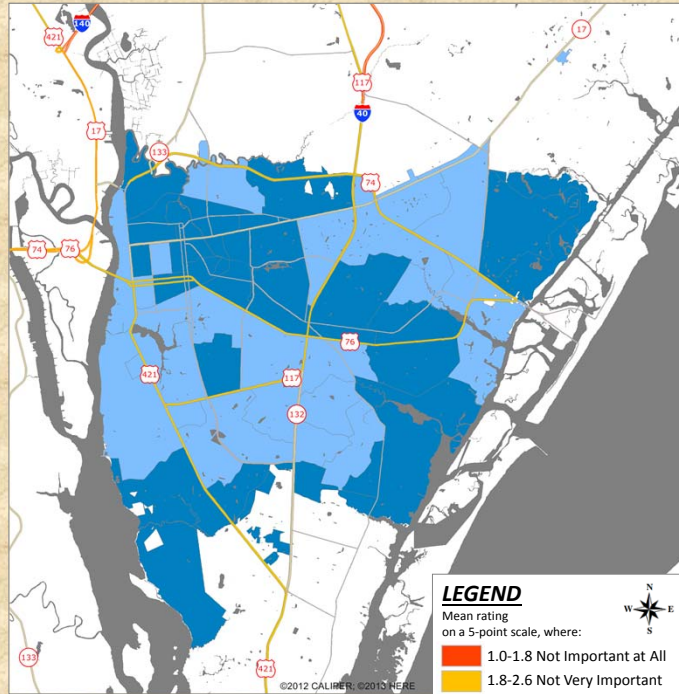
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Spend Much Less
- 1.8-2.6 Spend Less
- 2.6-3.4 About the Same
- 3.4-4.2 Spend More
- 4.2-5.0 Spend Much More
- Other (no responses)

2015 City of Wilmington Community Survey
 Shaded by CBG (merged as needed)



Q23c. Importance of working to ensure the city is positioned for future sustainability and growth

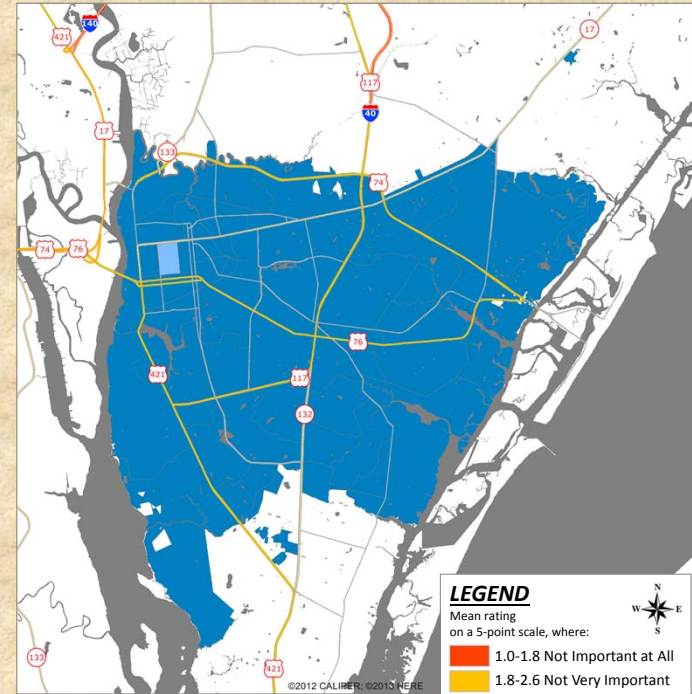


**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)

LEGEND
Mean rating on a 5-point scale, where:

| |
|------------------------------|
| 1.0-1.8 Not Important at All |
| 1.8-2.6 Not Very Important |
| 2.6-3.4 Neutral |
| 3.4-4.2 Very Important |
| 4.2-5.0 Extremely Important |
| Other (no responses) |

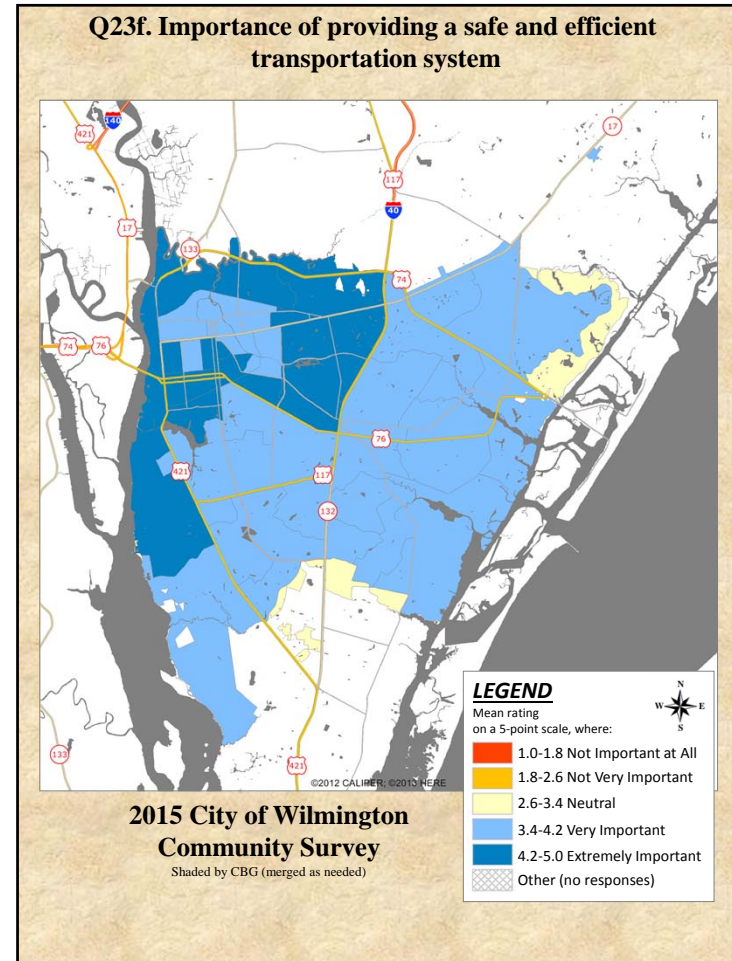
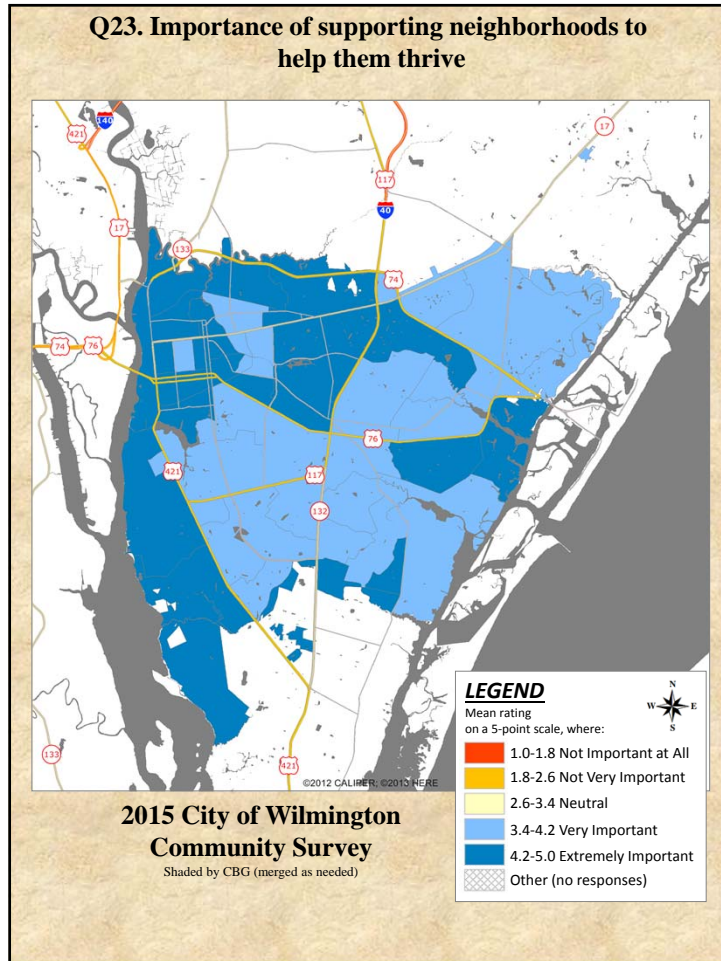
Q23d. Importance of providing a safe community

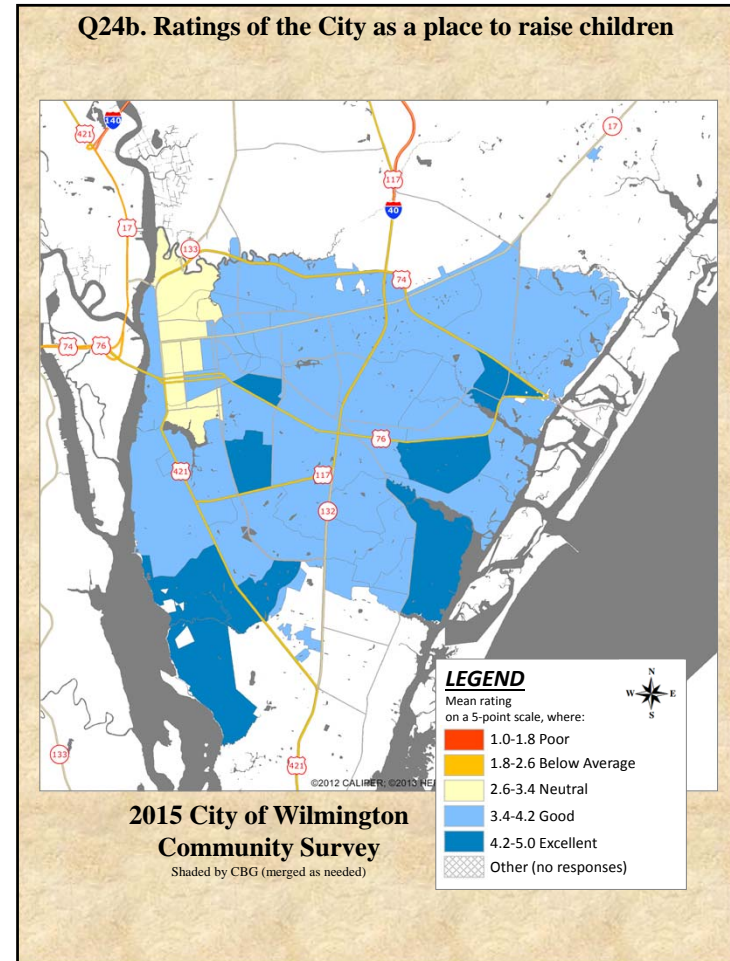
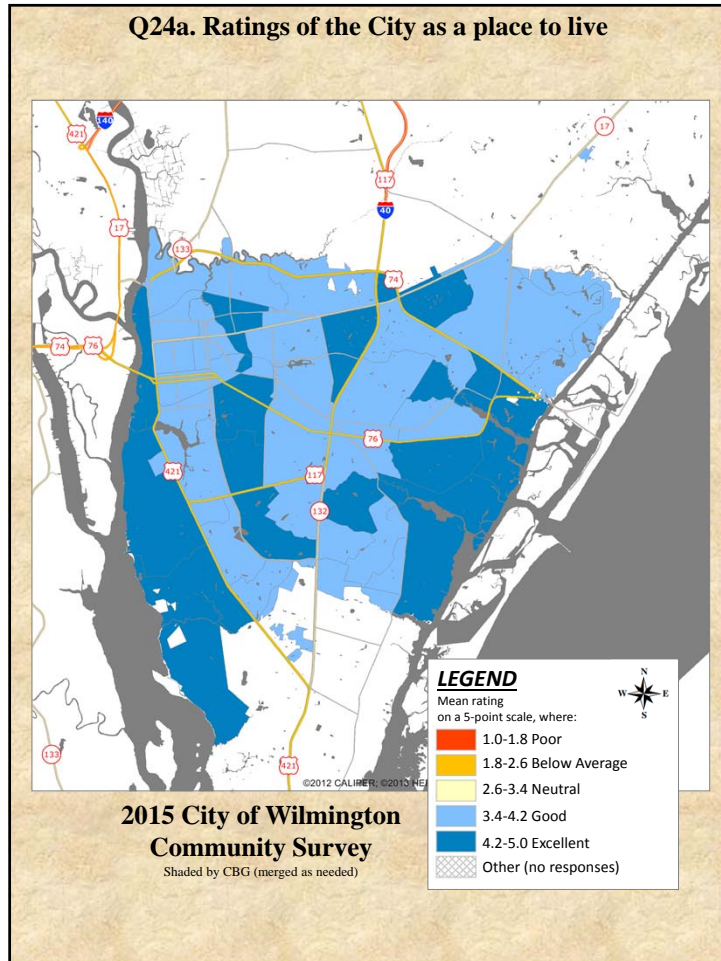


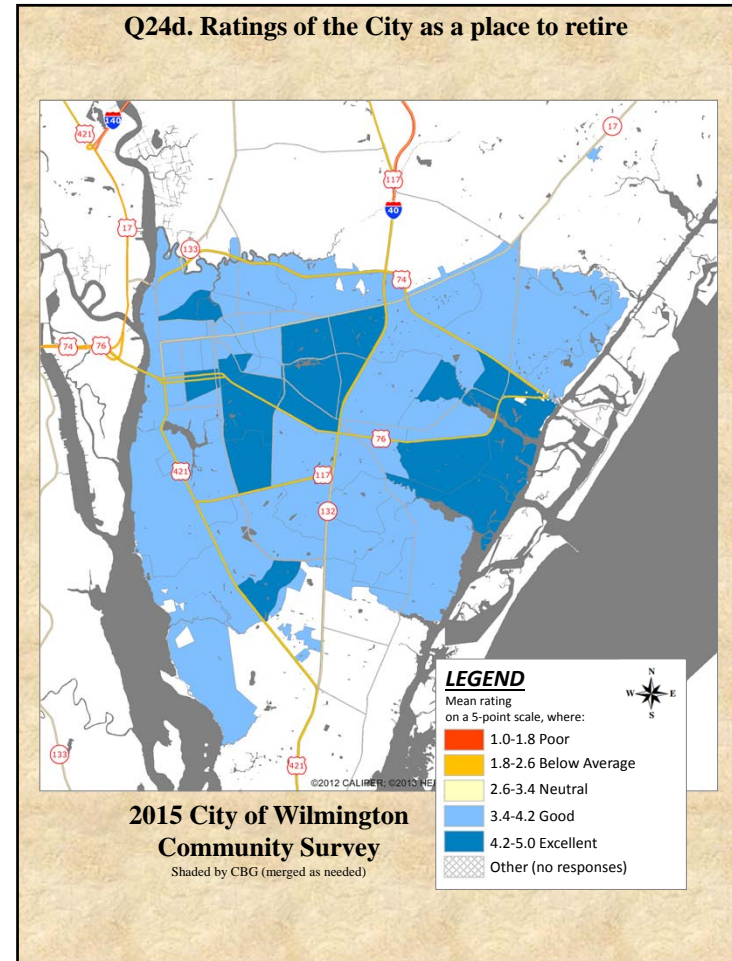
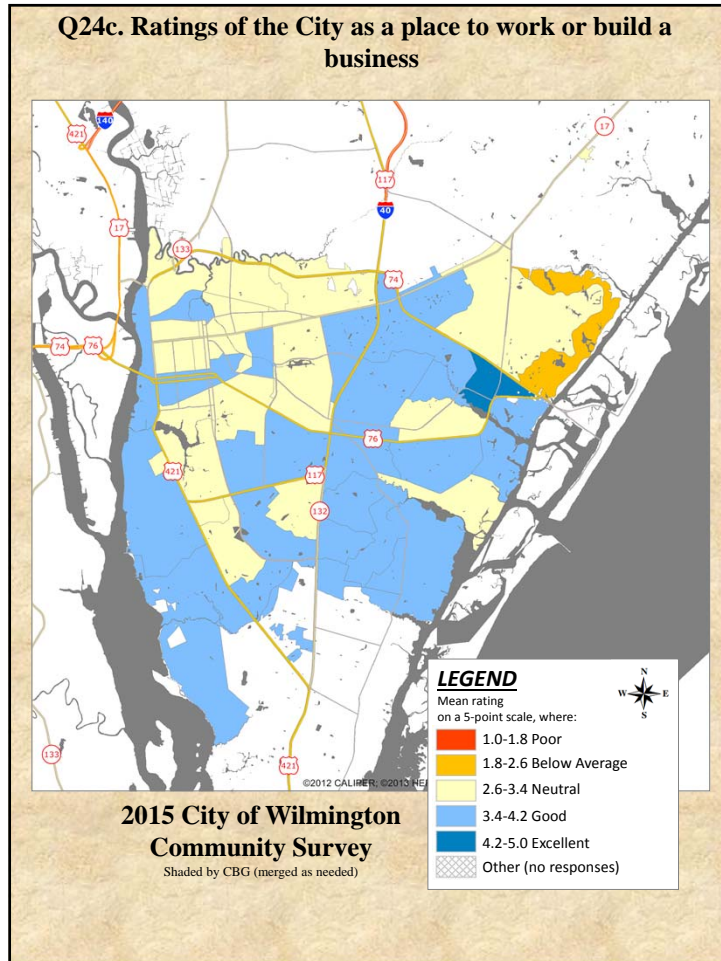
**2015 City of Wilmington
Community Survey**
Shaded by CBG (merged as needed)

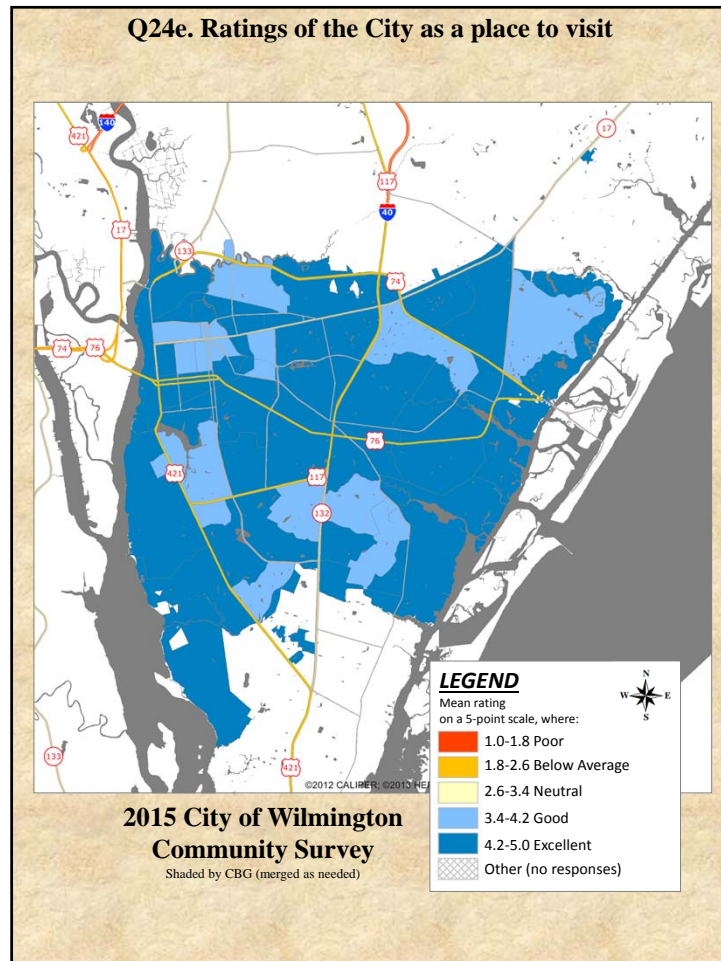
LEGEND
Mean rating on a 5-point scale, where:

| |
|------------------------------|
| 1.0-1.8 Not Important at All |
| 1.8-2.6 Not Very Important |
| 2.6-3.4 Neutral |
| 3.4-4.2 Very Important |
| 4.2-5.0 Extremely Important |
| Other (no responses) |









Section 3:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

Wilmington, North Carolina

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought were most important for the City to provide. Approximately thirty-eight percent (37.9%) selected "maintenance of City streets and sidewalks" as one of the most important services for the City to provide.

With regard to satisfaction, approximately thirty-two percent (31.5%) of residents surveyed rated "maintenance of City streets and sidewalks" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied"), excluding "don't know" responses. The I-S rating for "maintenance of City streets and sidewalks" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 37.9% was multiplied by 68.5% (1-0.315). This calculation yielded an I-S rating of 0.2596, which was ranked first out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of the most important services for the City to provide and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to provide.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Wilmington are provided on the following pages.

Importance-Satisfaction Rating

City of Wilmington

Overall

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Maintenance of City streets and sidewalks | 38% | 3 | 32% | 9 | 0.2596 | 1 |
| Management of traffic flow on City streets | 36% | 4 | 29% | 10 | 0.2549 | 2 |
| Overall quality of police services | 69% | 1 | 65% | 4 | 0.2384 | 3 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Management of stormwater runoff by the City | 13% | 6 | 42% | 8 | 0.0757 | 4 |
| Overall quality of fire services | 38% | 2 | 84% | 1 | 0.0613 | 5 |
| Effectiveness of City communication w/ public | 10% | 8 | 53% | 6 | 0.0470 | 6 |
| Enforcement of City codes and ordinances | 8% | 9 | 46% | 7 | 0.0434 | 7 |
| Quality of trash/recycling/yard waste collection | 20% | 5 | 81% | 2 | 0.0388 | 8 |
| Quality of parks & recreation programs/facilities | 12% | 7 | 75% | 3 | 0.0296 | 9 |
| Quality of customer service from City employees | 5% | 10 | 59% | 5 | 0.0209 | 10 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Wilmington

Public Safety

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| City efforts to prevent crimes | 65% | 1 | 47% | 5 | 0.3470 | 1 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| How quickly police respond to emergencies | 41% | 2 | 65% | 3 | 0.1455 | 2 |
| Frequency police patrol your neighborhood | 24% | 3 | 41% | 6 | 0.1447 | 3 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Enforcement of local traffic laws | 13% | 5 | 55% | 4 | 0.0600 | 4 |
| City efforts to prevent fires | 16% | 4 | 70% | 1 | 0.0479 | 5 |
| Enforcement of fire codes | 6% | 6 | 66% | 2 | 0.0185 | 6 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating City of Wilmington Parks and Recreation

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Maintenance and appearance of City parks | 48% | 1 | 78% | 1 | 0.1037 | 1 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Quality of outdoor athletic facilities | 22% | 2 | 64% | 3 | 0.0784 | 2 |
| Variety of City recreation programs/classes | 17% | 4 | 59% | 6 | 0.0720 | 3 |
| City golf course | 12% | 6 | 43% | 9 | 0.0667 | 4 |
| Number of City parks | 16% | 5 | 62% | 4 | 0.0583 | 5 |
| Walking trails in the City | 18% | 3 | 68% | 2 | 0.0575 | 6 |
| City recreation centers | 9% | 7 | 45% | 8 | 0.0508 | 7 |
| Quality of City recreation programs/classes | 9% | 8 | 45% | 7 | 0.0480 | 8 |
| City swimming pools | 6% | 9 | 36% | 10 | 0.0358 | 9 |
| Biking trails in the City | 5% | 10 | 61% | 5 | 0.0180 | 10 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Wilmington

Maintenance

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Maintenance of major City streets | 50% | 1 | 37% | 9 | 0.3123 | 1 |
| How quickly street repairs are made | 25% | 2 | 20% | 10 | 0.2013 | 2 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Maintenance of neighborhood streets | 21% | 3 | 40% | 7 | 0.1277 | 3 |
| Timing of traffic signals in the City | 20% | 4 | 38% | 8 | 0.1240 | 4 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Adequacy of City street lighting | 13% | 5 | 49% | 4 | 0.0644 | 5 |
| Cleanliness of City streets and other public areas | 12% | 6 | 50% | 2 | 0.0590 | 6 |
| Cleanliness of stormwater drains | 9% | 7 | 40% | 6 | 0.0563 | 7 |
| Maintenance of neighborhood sidewalks | 8% | 8 | 44% | 5 | 0.0448 | 8 |
| Mowing/trimming along City streets/public areas | 6% | 9 | 50% | 3 | 0.0323 | 9 |
| Condition of street signs and traffic signals | 5% | 10 | 66% | 1 | 0.0172 | 10 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of Wilmington

Code Enforcement

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <u>Very High Priority (IS >.20)</u> | | | | | | |
| Enforcing cleanup of debris on private property | 53% | 1 | 39% | 3 | 0.3279 | 1 |
| <u>High Priority (IS .10-.20)</u> | | | | | | |
| Enforcing the mowing of grass on private property | 25% | 2 | 37% | 5 | 0.1586 | 2 |
| Enforcing exterior maint. of residential property | 21% | 3 | 33% | 6 | 0.1382 | 3 |
| Enforcing exterior maint. of commercial property | 21% | 4 | 38% | 4 | 0.1285 | 4 |
| City efforts to remove inoperable vehicles | 20% | 5 | 41% | 1 | 0.1152 | 5 |
| <u>Medium Priority (IS <.10)</u> | | | | | | |
| Enforcement of sign regulations | 15% | 6 | 40% | 2 | 0.0894 | 6 |

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2015 DirectionFinder by ETC Institute

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

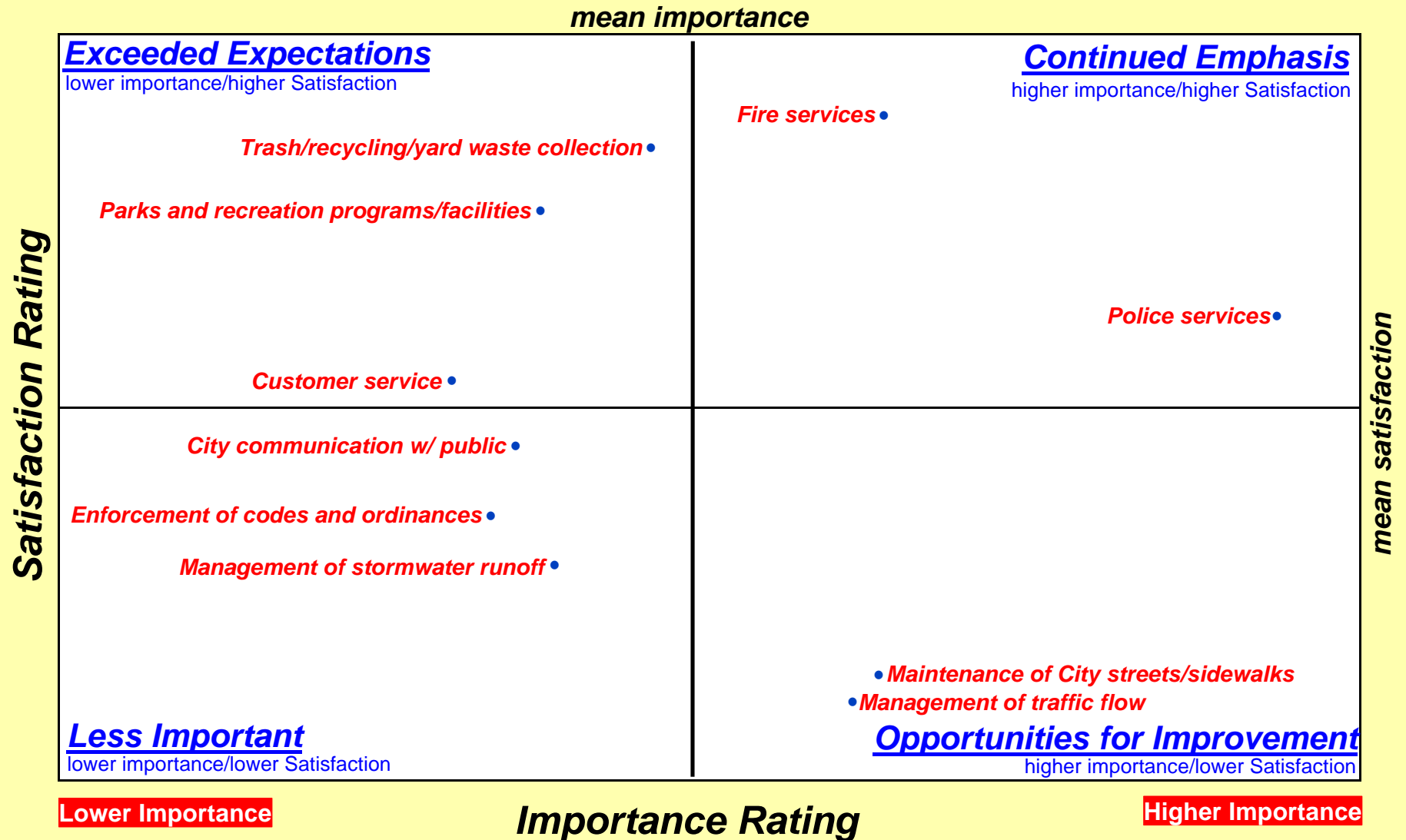
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Wilmington are provided on the following pages.

2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

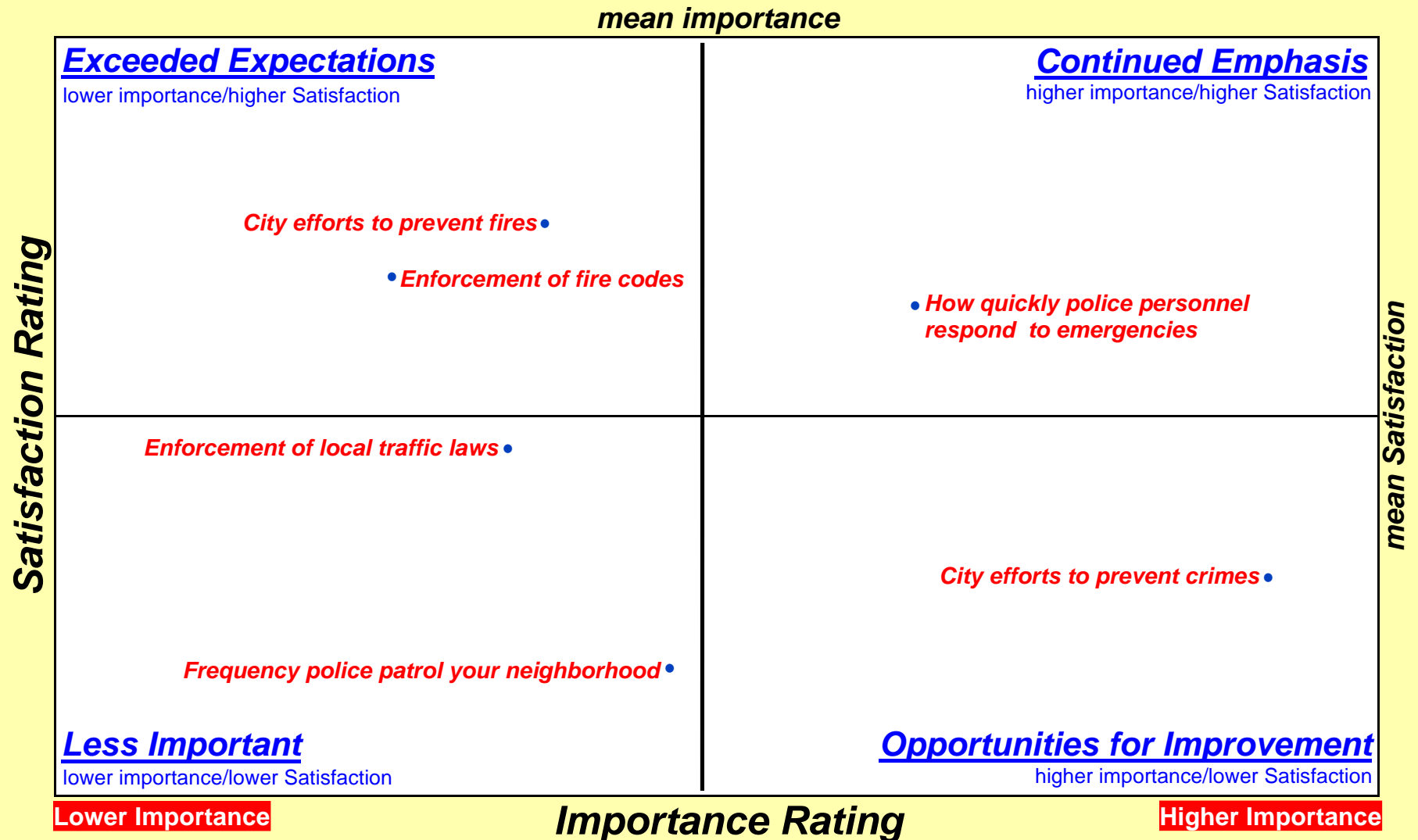


Source: ETC Institute (2015)

2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

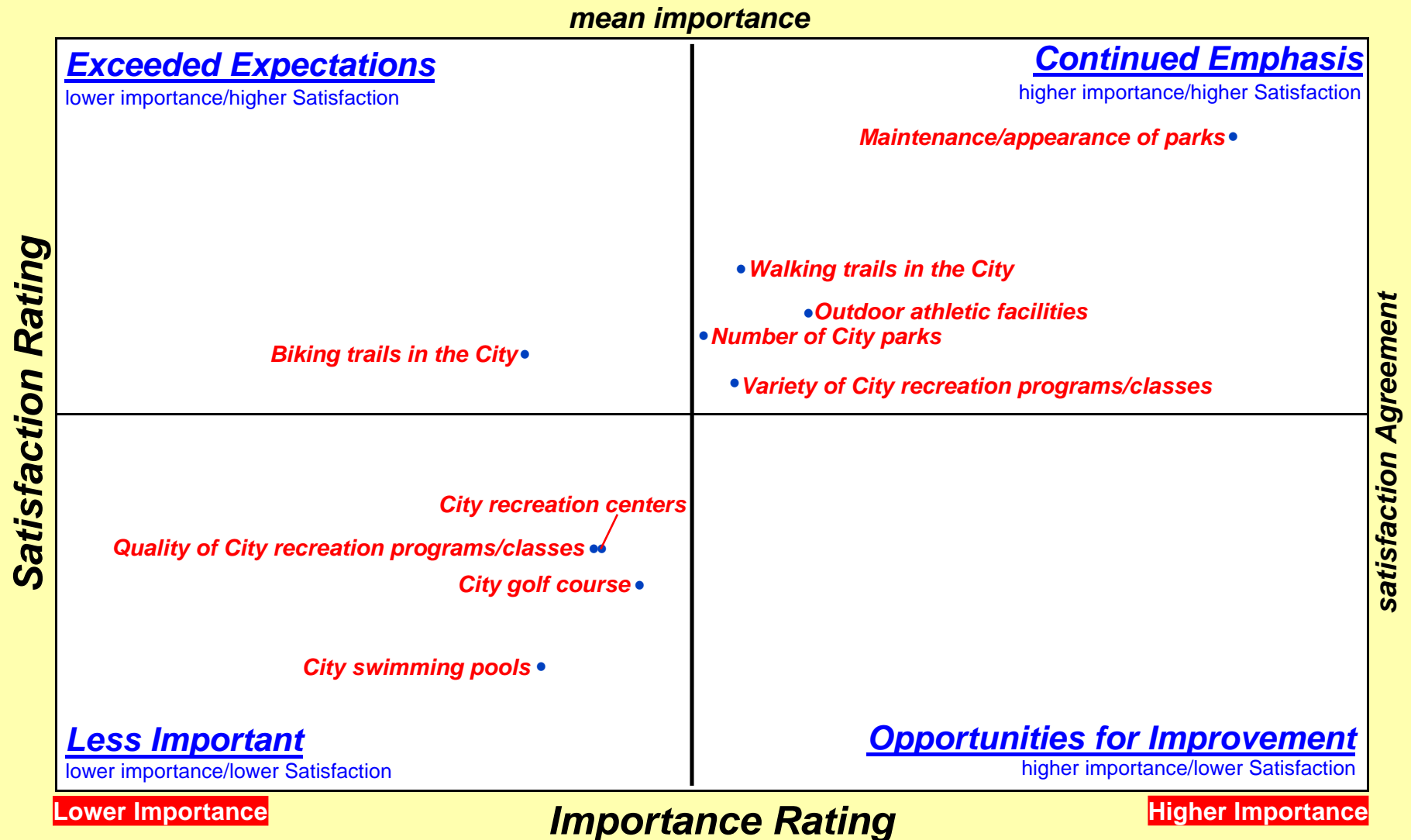


Source: ETC Institute (2015)

2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

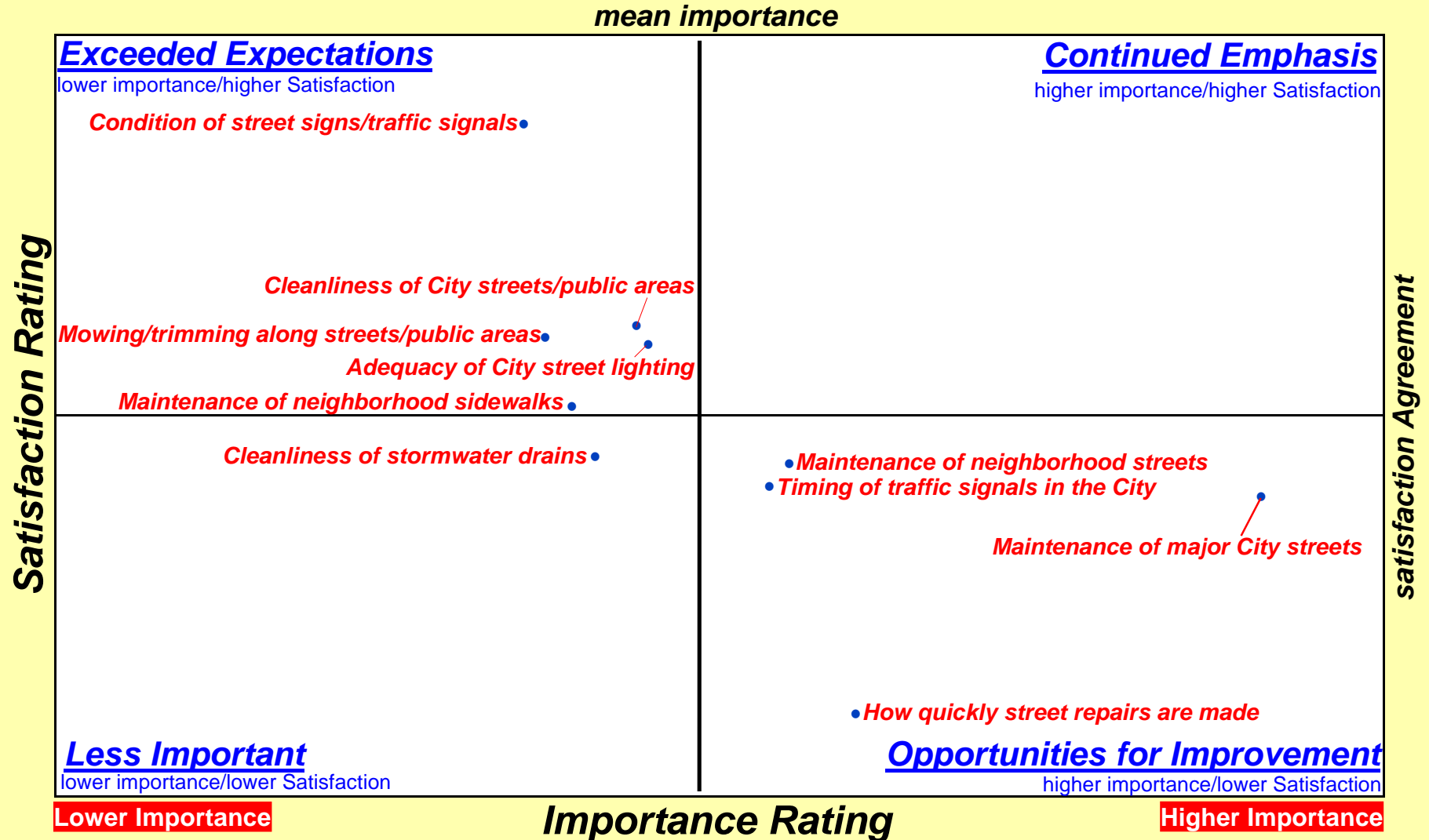


Source: ETC Institute (2015)

2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)

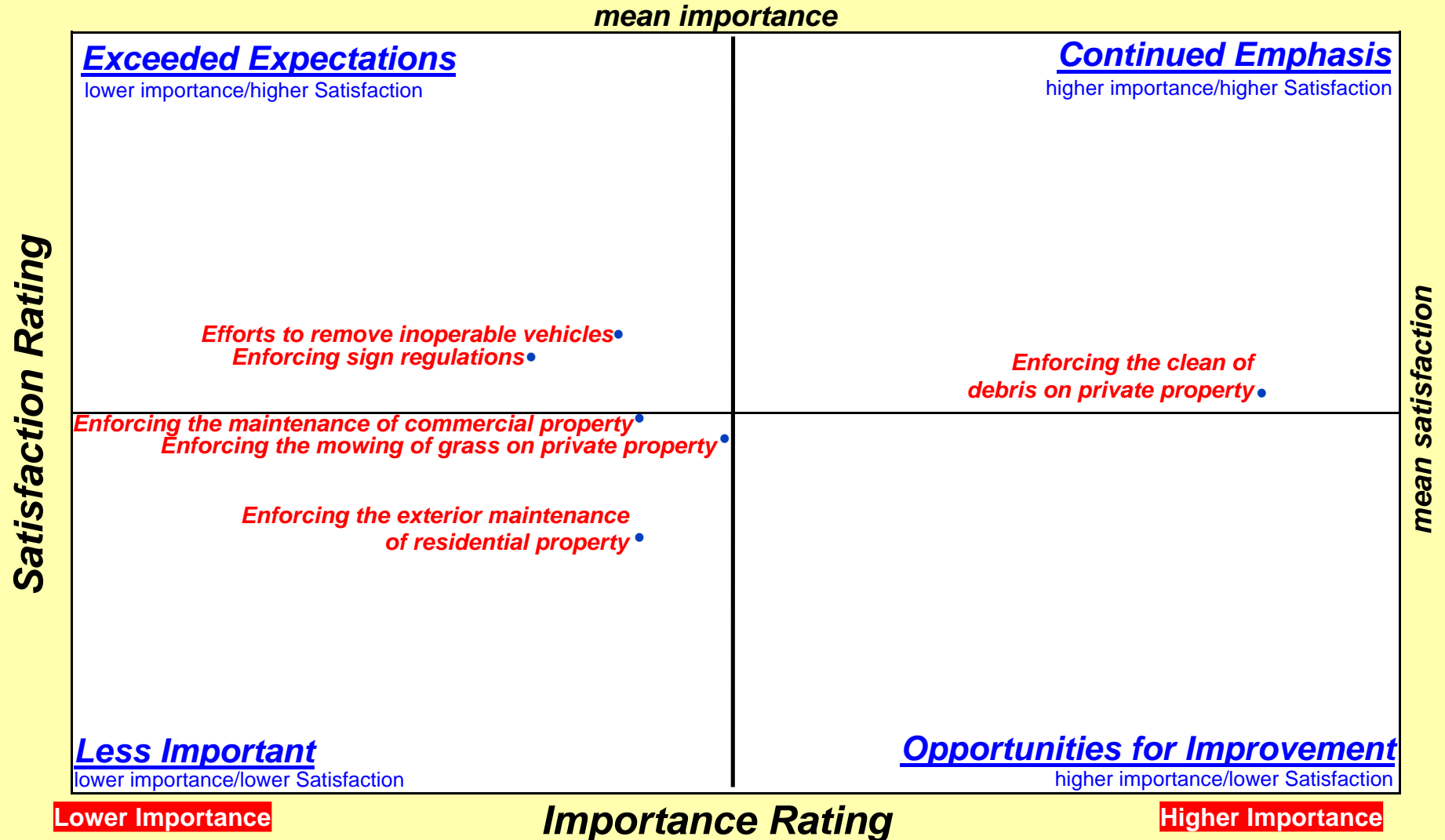


Source: ETC Institute (2015)

2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

Section 4:
Tabular Data

Q1. Major categories of services provided by the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| A. Overall quality of police services | 18.9% | 43.0% | 22.3% | 8.5% | 2.3% | 5.1% |
| B. Overall quality of the City's parks and recreation programs and facilities | 20.5% | 49.6% | 16.6% | 5.8% | 0.9% | 6.6% |
| C. Overall maintenance of City streets and sidewalks | 5.8% | 25.1% | 27.8% | 26.8% | 12.8% | 1.9% |
| D. Overall quality of fire services | 31.4% | 42.6% | 12.4% | 1.3% | 0.5% | 11.9% |
| E. Overall efforts by the City to enforce codes and ordinances | 9.8% | 28.6% | 29.3% | 10.8% | 4.3% | 17.4% |
| F. Overall quality of customer service provided by City employees | 13.0% | 39.8% | 27.6% | 6.5% | 2.4% | 10.8% |
| G. Overall effectiveness of City communication with the public | 13.1% | 37.4% | 31.0% | 10.4% | 3.4% | 4.8% |
| H. Overall management of traffic flow on City streets | 4.0% | 24.3% | 24.3% | 32.9% | 12.1% | 2.5% |
| I. Overall management of stormwater runoff by the City | 7.1% | 31.6% | 28.0% | 18.0% | 7.9% | 7.4% |
| J. Overall quality of trash, recycling, and yard waste collection services | 33.1% | 44.4% | 11.8% | 4.1% | 2.3% | 4.4% |

WITHOUT DON'T KNOW

Q1. Major categories of services provided by the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| A. Overall quality of police services | 19.9% | 45.3% | 23.5% | 9.0% | 2.4% |
| B. Overall quality of the City's parks and recreation programs and facilities | 22.0% | 53.1% | 17.8% | 6.2% | 0.9% |
| C. Overall maintenance of City streets and sidewalks | 5.9% | 25.6% | 28.3% | 27.3% | 13.0% |
| D. Overall quality of fire services | 35.6% | 48.4% | 14.0% | 1.4% | 0.6% |
| E. Overall efforts by the City to enforce codes and ordinances | 11.8% | 34.6% | 35.4% | 13.0% | 5.1% |
| F. Overall quality of customer service provided by City employees | 14.6% | 44.5% | 31.0% | 7.3% | 2.7% |
| G. Overall effectiveness of City communication with the public | 13.8% | 39.2% | 32.5% | 10.9% | 3.5% |
| H. Overall management of traffic flow on City streets | 4.1% | 24.9% | 24.9% | 33.7% | 12.4% |
| I. Overall management of stormwater runoff by the City | 7.7% | 34.1% | 30.2% | 19.4% | 8.5% |
| J. Overall quality of trash, recycling, and yard waste collection services | 34.6% | 46.4% | 12.3% | 4.3% | 2.4% |

Q2. Which THREE of the major categories of City services listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q2. Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 431 | 53.9 % |
| Overall quality of the City's parks and recreation programs and facilities | 12 | 1.5 % |
| Overall maintenance of City streets and sidewalks | 76 | 9.5 % |
| Overall quality of fire services | 27 | 3.4 % |
| Overall efforts by the City to enforce codes and ordinances | 9 | 1.1 % |
| Overall quality of customer service provided by City employees | 5 | 0.6 % |
| Overall effectiveness of City communication with the public | 16 | 2.0 % |
| Overall management of traffic flow on City streets | 66 | 8.3 % |
| Overall management of stormwater runoff by the City | 20 | 2.5 % |
| Overall quality of trash, recycling, and yard waste | 34 | 4.3 % |
| <u>None chosen</u> | <u>104</u> | <u>13.0 %</u> |
| Total | 800 | 100.0 % |

Q2. Which THREE of the major categories of City services listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q2. 2nd Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 78 | 9.8 % |
| Overall quality of the City's parks and recreation programs and facilities | 36 | 4.5 % |
| Overall maintenance of City streets and sidewalks | 115 | 14.4 % |
| Overall quality of fire services | 215 | 26.9 % |
| Overall efforts by the City to enforce codes and ordinances | 21 | 2.6 % |
| Overall quality of customer service provided by City employees | 14 | 1.8 % |
| Overall effectiveness of City communication with the public | 20 | 2.5 % |
| Overall management of traffic flow on City streets | 110 | 13.8 % |
| Overall management of stormwater runoff by the City | 24 | 3.0 % |
| Overall quality of trash, recycling, and yard waste | 32 | 4.0 % |
| <u>None chosen</u> | <u>135</u> | <u>16.9 %</u> |
| Total | 800 | 100.0 % |

Q2. Which THREE of the major categories of City services listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q2. 3rd Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 39 | 4.9 % |
| Overall quality of the City's parks and recreation programs and facilities | 47 | 5.9 % |
| Overall maintenance of City streets and sidewalks | 112 | 14.0 % |
| Overall quality of fire services | 64 | 8.0 % |
| Overall efforts by the City to enforce codes and ordinances | 35 | 4.4 % |
| Overall quality of customer service provided by City employees | 22 | 2.8 % |
| Overall effectiveness of City communication with the public | 44 | 5.5 % |
| Overall management of traffic flow on City streets | 111 | 13.9 % |
| Overall management of stormwater runoff by the City | 60 | 7.5 % |
| Overall quality of trash, recycling, and yard waste | 97 | 12.1 % |
| <u>None chosen</u> | <u>169</u> | <u>21.1 %</u> |
| Total | 800 | 100.0 % |

Q2. The sum of the THREE major categories of City services listed above you think are MOST IMPORTANT for the City to provide

| <u>Q2. Sum of Top 3 Choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Overall quality of police services | 548 | 68.5 % |
| Overall quality of fire services | 306 | 38.3 % |
| Overall maintenance of City streets and sidewalks | 303 | 37.9 % |
| Overall management of traffic flow on City streets | 287 | 35.9 % |
| Overall quality of trash, recycling, and yard waste | 163 | 20.4 % |
| Overall management of stormwater runoff by the City | 104 | 13.0 % |
| Overall quality of the City's parks and recreation programs and facilities | 95 | 11.9 % |
| Overall effectiveness of City communication with the public | 80 | 10.0 % |
| Overall efforts by the City to enforce codes and ordinances | 65 | 8.1 % |
| Overall quality of customer service provided by City employees | 41 | 5.1 % |
| <u>None chosen</u> | <u>26</u> | <u>3.3 %</u> |
| Total | 2018 | |

Q3. Items that may influence your perception of the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| A. Overall quality of services provided by the City | 9.8% | 51.4% | 27.4% | 6.0% | 1.5% | 4.0% |
| B. Appearance of the City | 10.1% | 48.3% | 25.4% | 11.8% | 2.3% | 2.3% |
| C. How well the City is planning growth | 7.3% | 21.8% | 30.0% | 25.5% | 8.5% | 7.0% |
| D. Overall quality of life in the City | 14.6% | 47.4% | 23.6% | 10.4% | 1.9% | 2.1% |
| E. Availability of job opportunities | 2.6% | 13.4% | 31.8% | 27.1% | 11.3% | 13.9% |
| F. Overall value you receive for City taxes and fees | 5.3% | 25.0% | 33.2% | 22.3% | 10.3% | 4.0% |

WITHOUT DON'T KNOW

Q3. Items that may influence your perception of the City of Wilmington are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| A. Overall quality of services provided by the City | 10.2% | 53.5% | 28.5% | 6.3% | 1.6% |
| B. Appearance of the City | 10.4% | 49.4% | 26.0% | 12.0% | 2.3% |
| C. How well the City is planning growth | 7.8% | 23.4% | 32.3% | 27.4% | 9.1% |
| D. Overall quality of life in the City | 14.9% | 48.4% | 24.1% | 10.6% | 1.9% |
| E. Availability of job opportunities | 3.0% | 15.5% | 36.9% | 31.5% | 13.1% |
| F. Overall value you receive for City taxes and fees | 5.5% | 26.1% | 34.6% | 23.2% | 10.7% |

Q4. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| A. City efforts to prevent crimes | 8.3% | 36.0% | 24.6% | 18.6% | 7.3% | 5.3% |
| B. Enforcement of local traffic laws | 10.2% | 42.9% | 27.1% | 11.4% | 4.5% | 4.0% |
| C. How quickly police respond to emergencies | 14.8% | 38.9% | 20.5% | 5.5% | 3.4% | 16.9% |
| D. The frequency that police officers patrol your neighborhood | 8.8% | 28.6% | 28.4% | 17.3% | 8.6% | 8.4% |
| E. City efforts to prevent fires | 14.9% | 41.9% | 21.7% | 1.6% | 1.1% | 18.8% |
| F. Enforcement of fire codes | 13.0% | 35.3% | 22.5% | 1.6% | 0.4% | 27.2% |

WITHOUT DON'T KNOW

Q4. Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| A. City efforts to prevent crimes | 8.7% | 38.0% | 26.0% | 19.7% | 7.7% |
| B. Enforcement of local traffic laws | 10.6% | 44.6% | 28.2% | 11.9% | 4.7% |
| C. How quickly police respond to emergencies | 17.8% | 46.8% | 24.7% | 6.6% | 4.1% |
| D. The frequency that police officers patrol your neighborhood | 9.5% | 31.2% | 31.0% | 18.8% | 9.4% |
| E. City efforts to prevent fires | 18.3% | 51.6% | 26.7% | 2.0% | 1.4% |
| F. Enforcement of fire codes | 17.9% | 48.5% | 30.9% | 2.2% | 0.5% |

Q5. Which TWO of the public safety services listed above do you think are most important for the City to provide?

| <u>Q5. Most Important</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| City efforts to prevent crimes | 428 | 53.5 % |
| Enforcement of local traffic laws | 30 | 3.8 % |
| How quickly police respond to emergencies | 124 | 15.5 % |
| The frequency that police officers patrol your neighborhood | 65 | 8.1 % |
| City efforts to prevent fires | 27 | 3.4 % |
| Enforcement of fire codes | 9 | 1.1 % |
| None chosen | 117 | 14.6 % |
| Total | 800 | 100.0 % |

Q5. Which TWO of the public safety services listed above do you think are most important for the City to provide?

| <u>Q5. 2nd Most Important</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| City efforts to prevent crimes | 93 | 11.6 % |
| Enforcement of local traffic laws | 77 | 9.6 % |
| How quickly police respond to emergencies | 205 | 25.6 % |
| The frequency that police officers patrol your neighborhood | 130 | 16.3 % |
| City efforts to prevent fires | 100 | 12.5 % |
| Enforcement of fire codes | 35 | 4.4 % |
| None chosen | 160 | 20.0 % |
| Total | 800 | 100.0 % |

Q5. The sum of the TWO public safety services most important for the City to provide

| <u>Q5. Sum of Top 2 Choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| City efforts to prevent crimes | 521 | 65.1 % |
| How quickly police respond to emergencies | 329 | 41.1 % |
| The frequency that police officers patrol your neighborhood | 195 | 24.4 % |
| City efforts to prevent fires | 127 | 15.9 % |
| Enforcement of local traffic laws | 107 | 13.4 % |
| Enforcement of fire codes | 44 | 5.5 % |
| None chosen | 15 | 1.9 % |
| Total | 1338 | |

Q6. Perceptions of Safety. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations:

(N=800)

| | Very Safe | Safe | Neutral | Unsafe | Very Unsafe | Don't Know |
|---|-----------|-------|---------|--------|-------------|------------|
| A. In the downtown business district during the day | 28.6% | 47.5% | 12.9% | 4.4% | 1.8% | 4.9% |
| B. In the downtown business district at night | 3.8% | 15.6% | 24.4% | 28.9% | 17.3% | 10.1% |
| C. In City parks | 12.6% | 39.8% | 27.5% | 10.0% | 4.1% | 6.0% |
| D. In shopping areas | 18.0% | 52.4% | 20.0% | 6.1% | 0.9% | 2.6% |
| E. In your neighborhood during the day | 45.4% | 40.3% | 8.9% | 4.0% | 0.6% | 0.9% |
| F. In your neighborhood at night | 20.8% | 42.5% | 18.9% | 10.6% | 5.6% | 1.6% |

WITHOUT DON'T KNOW

Q6. Perceptions of Safety. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations:(Without "Don't Know")

(N=800)

| | Very Safe | Safe | Neutral | Unsafe | Very Unsafe |
|---|-----------|-------|---------|--------|-------------|
| A. In the downtown business district during the day | 30.1% | 49.9% | 13.5% | 4.6% | 1.8% |
| B. In the downtown business district at night | 4.2% | 17.4% | 27.1% | 32.1% | 19.2% |
| C. In City parks | 13.4% | 42.3% | 29.3% | 10.6% | 4.4% |
| D. In shopping areas | 18.5% | 53.8% | 20.5% | 6.3% | 0.9% |
| E. In your neighborhood during the day | 45.8% | 40.6% | 9.0% | 4.0% | 0.6% |
| F. In your neighborhood at night | 21.1% | 43.2% | 19.2% | 10.8% | 5.7% |

Q7. Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| A. Maintenance and appearance of existing City parks | 18.4% | 55.5% | 16.1% | 3.1% | 1.3% | 5.6% |
| B. Number of City parks | 15.9% | 47.3% | 19.9% | 8.0% | 2.3% | 6.6% |
| C. Walking trails in the City | 16.3% | 40.6% | 18.5% | 10.4% | 2.9% | 11.4% |
| D. Biking trails in the City | 14.3% | 36.0% | 19.6% | 11.3% | 4.5% | 14.4% |
| E. City recreation centers | 7.6% | 27.8% | 28.6% | 10.8% | 3.1% | 22.1% |
| F. City swimming pools | 6.1% | 19.8% | 30.4% | 10.9% | 4.8% | 28.1% |
| G. City golf course | 15.3% | 28.0% | 24.6% | 2.1% | 1.0% | 29.0% |
| H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.) | 11.5% | 38.7% | 23.9% | 4.9% | 1.5% | 19.5% |
| I. Quality of City recreation programs and classes | 7.6% | 23.1% | 29.0% | 6.5% | 1.5% | 32.3% |
| J. Variety of recreation programs and classes offered by the City | 7.0% | 21.9% | 29.1% | 8.0% | 2.0% | 32.0% |

WITHOUT DON'T KNOW

Q7. Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| A. Maintenance and appearance of existing City parks | 19.5% | 58.8% | 17.1% | 3.3% | 1.3% |
| B. Number of City parks | 17.0% | 50.7% | 21.3% | 8.6% | 2.4% |
| C. Walking trails in the City | 18.4% | 45.8% | 20.9% | 11.7% | 3.2% |
| D. Biking trails in the City | 16.6% | 42.0% | 22.9% | 13.1% | 5.3% |
| E. City recreation centers | 9.8% | 35.6% | 36.8% | 13.8% | 4.0% |
| F. City swimming pools | 8.5% | 27.5% | 42.3% | 15.1% | 6.6% |
| G. City golf course | 21.5% | 39.4% | 34.7% | 3.0% | 1.4% |
| H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.) | 14.3% | 48.1% | 29.7% | 6.1% | 1.9% |
| I. Quality of City recreation programs and classes | 11.3% | 34.1% | 42.8% | 9.6% | 2.2% |
| J. Variety of recreation programs and classes offered by the City | 10.3% | 32.2% | 42.8% | 11.8% | 2.9% |

Q8. Which TWO of the parks and recreation items listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q8. Most Important</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance and appearance of existing City parks | 297 | 37.1 % |
| Number of City parks | 56 | 7.0 % |
| Walking trails in the City | 75 | 9.4 % |
| Biking trails in the City | 54 | 6.8 % |
| City recreation centers | 33 | 4.1 % |
| City swimming pools | 26 | 3.3 % |
| City golf course | 22 | 2.8 % |
| Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.) | 45 | 5.6 % |
| Quality of City recreation programs and classes | 35 | 4.4 % |
| Variety of recreation programs and classes offered by the City | 23 | 2.9 % |
| <u>None chosen</u> | <u>134</u> | <u>16.8 %</u> |
| Total | 800 | 100.0 % |

Q8. Which TWO of the parks and recreation items listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q8. 2nd Most Important</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance and appearance of existing City parks | 85 | 10.6 % |
| Number of City parks | 86 | 10.8 % |
| Walking trails in the City | 100 | 12.5 % |
| Biking trails in the City | 85 | 10.6 % |
| City recreation centers | 37 | 4.6 % |
| City swimming pools | 19 | 2.4 % |
| City golf course | 15 | 1.9 % |
| Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.) | 79 | 9.9 % |
| Quality of City recreation programs and classes | 39 | 4.9 % |
| Variety of recreation programs and classes offered by the City | 70 | 8.8 % |
| <u>None chosen</u> | <u>185</u> | <u>23.1 %</u> |
| Total | 800 | 100.0 % |

Q8. The sum of the TWO parks and recreation MOST IMPORTANT for the City to provide

| <u>Q8. Sum of Top 2 Choices</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Maintenance and appearance of existing City parks | 382 | 47.8 % |
| Walking trails in the City | 175 | 21.9 % |
| Number of City parks | 142 | 17.8 % |
| Biking trails in the City | 139 | 17.4 % |
| Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.) | 124 | 15.5 % |
| Variety of recreation programs and classes offered by the City | 93 | 11.6 % |
| Quality of City recreation programs and classes | 74 | 9.3 % |
| City recreation centers | 70 | 8.8 % |
| City swimming pools | 45 | 5.6 % |
| City golf course | 37 | 4.6 % |
| <u>None chosen</u> | <u>18</u> | <u>2.3 %</u> |
| Total | 1299 | |

Q9. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| A. The availability of information about City programs and services | 10.8% | 33.4% | 32.0% | 13.4% | 2.8% | 7.8% |
| B. City efforts to keep residents informed about local issues | 9.9% | 38.3% | 28.6% | 15.1% | 2.8% | 5.4% |
| C. The level of public involvement in City decision-making | 4.6% | 22.1% | 34.8% | 21.8% | 7.5% | 9.3% |
| D. The quality of the City's cable television channel | 6.8% | 25.8% | 29.6% | 8.9% | 6.9% | 22.1% |
| E. Usefulness of the information that is available on the City's Web site | 8.0% | 26.8% | 32.8% | 5.3% | 2.4% | 24.9% |

WITHOUT DON'T KNOW

Q9. Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| A. The availability of information about City programs and services | 11.7% | 36.2% | 34.7% | 14.5% | 3.0% |
| B. City efforts to keep residents informed about local issues | 10.4% | 40.4% | 30.3% | 16.0% | 2.9% |
| C. The level of public involvement in City decision-making | 5.1% | 24.4% | 38.3% | 24.0% | 8.3% |
| D. The quality of the City's cable television channel | 8.7% | 33.1% | 38.0% | 11.4% | 8.8% |
| E. Usefulness of the information that is available on the City's Web site | 10.6% | 35.6% | 43.6% | 7.0% | 3.2% |

Q10. From which of the following sources do you currently get information about the City of Wilmington? (Check all that apply.)

| Q10. Sources do you currently get information | Number | Percent |
|---|--------|---------|
| City newsletter | 482 | 60.3 % |
| Local newspapers | 501 | 62.6 % |
| Local radio | 339 | 42.4 % |
| Local television news | 632 | 79.0 % |
| Social networking sites (Facebook, Twitter) | 118 | 14.8 % |
| City website | 240 | 30.0 % |
| City cable channel | 201 | 25.1 % |
| Calling the City | 154 | 19.3 % |
| Other | 31 | 3.9 % |
| None chosen | 14 | 1.8 % |
| Total | 2712 | |

Q10. Other

Q10_Other

- APP
- ASKING NEIGHBORS
- BY MAIL
- FRIENDS
- INTERNET
- MAIL
- MAILINGS REBO CARDS
- NEW APPS
- NEWS ONLINE
- ON LINE PAPERS ABOUT THE CITY
- PEOPLE WHO WORK FOR CITY
- PHONE BOOK
- PUBLIC EVENT SESSIONS
- REFERRALS FROM FRIENDS
- RUMOR
- SERVES ON THE BOARD
- TALK
- TALKING TO PEOPLE
- TELEVISION
- UNIVERSITY WEBSITE
- WHATS ON WILMINGTON
- WORD OF MOUTH
- WORD OF MOUTH
- WORD OF MOUTH
- WORD OF MOUTH
- WORD OF MOUTH
- WORD OF MOUTH
- YAHOO NEWS

Q11. From which of the following sources would you prefer to get information about the City of Wilmington? (Check all that apply.)

| Q11. Sources would you prefer to get information | Number | Percent |
|--|--------|---------|
| City newsletter | 453 | 56.6 % |
| Local newspapers | 402 | 50.3 % |
| Local radio | 289 | 36.1 % |
| Local television news | 517 | 64.6 % |
| Social networking sites (Facebook, Twitter) | 154 | 19.3 % |
| City website | 251 | 31.4 % |
| City cable channel | 151 | 18.9 % |
| Calling the City | 87 | 10.9 % |
| Other | 19 | 2.4 % |
| None chosen | 34 | 4.3 % |
| Total | 2357 | |

Q11. Other

Q11 Other

A MIX IS GOOD
 ANYHTING INTERNET BASED
 APP
 BETTER RESPONSE FROM CITY
 BY MAIL
 E-MAIL
 EMAIL
 EMAIL
 EMAIL
 EMAIL
 EMAIL
 EMAIL
 EMAIL NEWSLETTER
 EMAIL NEWSLETTER
 EMAILS, MESSAGE ALERTS
 EMAILS PREFERABLY
 FREQUENCY NEIGHBORHOOD CRIMES
 MAIL
 MAIL
 MAIL
 MEETINGS
 MONTHLY NEWS LETTER TO AREAS OUTSIDE OF THE CITY/ IT SHOULD HAVE INFORMATION ABOUT THE CITY
 NEEDS APPS
 NEIGHBORHOODS EFFECTED
 NEWSTEXT
 NON-POLITICIANS
 ON THE PHONE MESSAGES
 ONLINE NEWSLETTER
 SOCIAL MEDIA
 SOCIAL NETWORKING
 SOCIAL NETWORKING
 UNIVERSITY WEBSITE
 WECT
 WELL FORMATTED, EASY TO READ

Q12. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| A. Maintenance of major City streets | 4.5% | 31.5% | 25.1% | 25.8% | 10.8% | 2.4% |
| B. Maintenance of streets in YOUR neighborhood | 8.3% | 29.8% | 20.9% | 23.3% | 14.3% | 3.6% |
| C. How quickly street repairs are made | 4.9% | 13.4% | 27.6% | 31.9% | 14.8% | 7.5% |
| D. Condition of street signs and traffic signals | 11.8% | 53.1% | 23.9% | 6.1% | 3.0% | 2.1% |
| E. Timing of traffic signals in the City | 6.4% | 30.3% | 25.9% | 23.5% | 11.1% | 2.8% |
| F. Mowing and tree trimming along City streets and other public areas | 8.9% | 38.9% | 26.9% | 13.6% | 8.1% | 3.6% |
| G. Adequacy of City street lighting | 7.8% | 40.1% | 25.4% | 19.0% | 5.6% | 2.1% |
| H. Cleanliness of City streets and other public areas | 8.8% | 40.4% | 29.4% | 15.0% | 4.1% | 2.3% |
| I. Cleanliness of stormwater drains | 6.0% | 29.9% | 30.5% | 17.6% | 5.4% | 10.6% |
| J. Maintenance of City sidewalks in your neighborhood | 8.1% | 28.0% | 23.7% | 13.0% | 9.3% | 17.9% |

WITHOUT DON'T KNOW

Q12. Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| A. Maintenance of major City streets | 4.6% | 32.3% | 25.7% | 26.4% | 11.0% |
| B. Maintenance of streets in YOUR neighborhood | 8.6% | 30.9% | 21.7% | 24.1% | 14.8% |
| C. How quickly street repairs are made | 5.3% | 14.5% | 29.9% | 34.5% | 15.9% |
| D. Condition of street signs and traffic signals | 12.0% | 54.3% | 24.4% | 6.3% | 3.1% |
| E. Timing of traffic signals in the City | 6.6% | 31.1% | 26.6% | 24.2% | 11.5% |
| F. Mowing and tree trimming along City streets and other public areas | 9.2% | 40.3% | 27.9% | 14.1% | 8.4% |
| G. Adequacy of City street lighting | 7.9% | 41.0% | 25.9% | 19.4% | 5.7% |
| H. Cleanliness of City streets and other public areas | 9.0% | 41.4% | 30.1% | 15.4% | 4.2% |
| I. Cleanliness of stormwater drains | 6.7% | 33.4% | 34.1% | 19.7% | 6.0% |
| J. Maintenance of City sidewalks in your neighborhood | 9.9% | 34.1% | 28.8% | 15.9% | 11.3% |

Q13. Which TWO of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q13. Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of major City streets | 332 | 41.5 % |
| Maintenance of streets in YOUR neighborhood | 80 | 10.0 % |
| How quickly street repairs are made | 67 | 8.4 % |
| Condition of street signs and traffic signals | 14 | 1.8 % |
| Timing of traffic signals in the City | 58 | 7.3 % |
| Mowing and tree trimming along City streets and other public areas | 19 | 2.4 % |
| Adequacy of City street lighting | 38 | 4.8 % |
| Cleanliness of City streets and other public areas | 21 | 2.6 % |
| Cleanliness of stormwater drains | 29 | 3.6 % |
| Maintenance of City sidewalks in your neighborhood | 30 | 3.8 % |
| <u>None chosen</u> | <u>112</u> | <u>14.0 %</u> |
| Total | 800 | 100.0 % |

Q13. Which TWO of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide?

| <u>Q13. 2nd Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of major City streets | 64 | 8.0 % |
| Maintenance of streets in YOUR neighborhood | 89 | 11.1 % |
| How quickly street repairs are made | 134 | 16.8 % |
| Condition of street signs and traffic signals | 27 | 3.4 % |
| Timing of traffic signals in the City | 101 | 12.6 % |
| Mowing and tree trimming along City streets and other public areas | 32 | 4.0 % |
| Adequacy of City street lighting | 63 | 7.9 % |
| Cleanliness of City streets and other public areas | 74 | 9.3 % |
| Cleanliness of stormwater drains | 46 | 5.8 % |
| Maintenance of City sidewalks in your neighborhood | 34 | 4.3 % |
| <u>None chosen</u> | <u>136</u> | <u>17.0 %</u> |
| Total | 800 | 100.0 % |

Q13. The sum of the TWO maintenance items MOST IMPORTANT for the City to provide

| <u>Q13. Sum of Top 2 Choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Maintenance of major City streets | 396 | 49.5 % |
| How quickly street repairs are made | 201 | 25.1 % |
| Maintenance of streets in YOUR neighborhood | 169 | 21.1 % |
| Timing of traffic signals in the City | 159 | 19.9 % |
| Adequacy of City street lighting | 101 | 12.6 % |
| Cleanliness of City streets and other public areas | 95 | 11.9 % |
| Cleanliness of stormwater drains | 75 | 9.4 % |
| Maintenance of City sidewalks in your neighborhood | 64 | 8.0 % |
| Mowing and tree trimming along City streets and other public areas | 51 | 6.4 % |
| Condition of street signs and traffic signals | 41 | 5.1 % |
| <u>None chosen</u> | <u>6</u> | <u>0.8 %</u> |
| Total | 1358 | |

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| A. Enforcement of the cleanup of junk and debris on private property | 7.5% | 24.0% | 25.9% | 17.0% | 7.3% | 18.4% |
| B. Enforcement of mowing and cutting of weeds & grass on private property | 5.9% | 23.4% | 30.1% | 14.4% | 5.6% | 20.6% |
| C. Enforcement of exterior maintenance of residential property | 4.1% | 22.0% | 33.9% | 13.5% | 5.9% | 20.6% |
| D. Enforcement of exterior maintenance of commercial/business property | 3.5% | 25.9% | 32.8% | 11.1% | 5.0% | 21.8% |
| E. Enforcement of sign regulations | 5.5% | 26.1% | 33.9% | 8.4% | 5.3% | 20.9% |
| F. City efforts to remove abandoned or inoperative vehicles | 6.6% | 23.9% | 30.9% | 8.8% | 4.5% | 25.4% |

WITHOUT DON'T KNOW

Q14. Code Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| A. Enforcement of the cleanup of junk and debris on private property | 9.2% | 29.4% | 31.7% | 20.8% | 8.9% |
| B. Enforcement of mowing and cutting of weeds & grass on private property | 7.4% | 29.4% | 38.0% | 18.1% | 7.1% |
| C. Enforcement of exterior maintenance of residential property | 5.2% | 27.7% | 42.7% | 17.0% | 7.4% |
| D. Enforcement of exterior maintenance of commercial/business property | 4.5% | 33.1% | 41.9% | 14.2% | 6.4% |
| E. Enforcement of sign regulations | 7.0% | 33.0% | 42.8% | 10.6% | 6.6% |
| F. City efforts to remove abandoned or inoperative vehicles | 8.9% | 32.0% | 41.4% | 11.7% | 6.0% |

Q15. Which TWO of the code enforcement items listed above do you think are most important for the City to provide?

| <u>Q15. Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Enforcement of the cleanup of junk and debris on private property | 339 | 42.4 % |
| Enforcement of mowing and cutting of weeds & grass on private property | 57 | 7.1 % |
| Enforcement of exterior maintenance of residential property | 55 | 6.9 % |
| Enforcement of exterior maintenance of commercial/business property | 68 | 8.5 % |
| Enforcement of sign regulations | 62 | 7.8 % |
| City efforts to remove abandoned or inoperative vehicles | 58 | 7.3 % |
| None chosen | 161 | 20.1 % |
| Total | 800 | 100.0 % |

Q15. Which TWO of the code enforcement items listed above do you think are most important for the City to provide?

| <u>Q15. 2nd Most Important</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Enforcement of the cleanup of junk and debris on private property | 88 | 11.0 % |
| Enforcement of mowing and cutting of weeds & grass on private property | 144 | 18.0 % |
| Enforcement of exterior maintenance of residential property | 110 | 13.8 % |
| Enforcement of exterior maintenance of commercial/business property | 97 | 12.1 % |
| Enforcement of sign regulations | 57 | 7.1 % |
| City efforts to remove abandoned or inoperative vehicles | 98 | 12.3 % |
| None chosen | 206 | 25.8 % |
| Total | 800 | 100.0 % |

Q15. The sum of the TWO code enforcement items most important for the City to provide

| <u>Q15. Sum of Top 2 Choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Enforcement of the cleanup of junk and debris on private property | 427 | 53.4 % |
| Enforcement of mowing and cutting of weeds & grass on private property | 201 | 25.1 % |
| Enforcement of exterior maintenance of residential property | 165 | 20.6 % |
| Enforcement of exterior maintenance of commercial/business property | 165 | 20.6 % |
| City efforts to remove abandoned or inoperative vehicles | 156 | 19.5 % |
| Enforcement of sign regulations | 119 | 14.9 % |
| None chosen | 27 | 3.4 % |
| Total | 1260 | |

Q16. Have you contacted the City of Wilmington during the past year?

| Q16. Have you contacted the City of Wilmington during the past year? | Number | Percent |
|--|--------|---------|
| Yes | 408 | 51.0 % |
| No | 392 | 49.0 % |
| Total | 800 | 100.0 % |

Q16a. Which City Department did you contact most recently?

| Q16a. Which City Department did you contact most recently? | Number | Percent |
|--|--------|---------|
| City Manager/City Council | 33 | 8.1 % |
| Fire Department | 16 | 3.9 % |
| Parks and Recreation | 28 | 6.9 % |
| Planning | 32 | 7.8 % |
| Police Department | 108 | 26.5 % |
| Solid Waste | 191 | 46.8 % |
| Business Licenses | 13 | 3.2 % |
| Stormwater | 31 | 7.6 % |
| Street Maintenance | 56 | 13.7 % |
| Code Enforcement | 63 | 15.4 % |
| Other | 37 | 9.1 % |
| None chosen | 1 | 0.2 % |
| Total | 609 | |

Q16a. Other

Q16a Other

ABORIST

BIG TRASH PICKUP

BRUSH/LIMBS PICKUP

BUILDING DEPARTMENT

BULKY ITEM PICK UP

CAPE PUBLIC UTILITIES

DEBRIS AND WATER SERVICE

ENGINEERS

HOUSING AUTHORITY

I CALLED THE CITY BECAUSE I THINK I HAVE A GRAVE IN MY YARD/ AND THE CORNER STONES IN MY YARD/

WHEN I WAS PLOWING MY GARDEN/

MAYOR

PARKS AND RECREATION

PATROLLING NEIGHBORHOOD

PROPERTY TAXES

RECYCLING

REGISTER OF DEEDS

ROAD MAINTENANCE

STREET LIGHTS

TAX

TAX OFFICE

TRAFFIC

TRAFFIC LIGHT DEPT

TRASH AND DEBRIS

TRASH PICK UP

TRASH PICKUP

TRASH PICKUP

TREE DEPT/ TO CUT DOWN THE TREES

U-PAVING

UTILITIES

UTILITIES

WASTE DEPARTMENT

WATER DEPT

WATER FOR DRINKING

WATER UTILITY

WAVE TRANSPORT

ZONING

ZONING

Q16b-f. Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied, " please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:

(N=408)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| B. How easy they were to contact | 34.6% | 39.7% | 10.3% | 9.1% | 5.6% | 0.7% |
| C. The way you were treated | 39.0% | 39.2% | 10.0% | 5.4% | 5.4% | 1.0% |
| D. The accuracy of the information and the assistance you were given | 34.6% | 36.5% | 11.5% | 8.8% | 6.9% | 1.7% |
| E. How quickly City staff responded to your request | 32.6% | 36.0% | 10.0% | 8.8% | 11.3% | 1.2% |
| F. How well your issue was handled | 34.1% | 31.6% | 11.0% | 10.0% | 12.7% | 0.5% |

WITHOUT DON'T KNOW

Q16b-f. Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied, " please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following: (Without "Don't Know")

(N=408)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| B. How easy they were to contact | 34.8% | 40.0% | 10.4% | 9.1% | 5.7% |
| C. The way you were treated | 39.4% | 39.6% | 10.1% | 5.4% | 5.4% |
| D. The accuracy of the information and the assistance you were given | 35.2% | 37.2% | 11.7% | 9.0% | 7.0% |
| E. How quickly City staff responded to your request | 33.0% | 36.5% | 10.2% | 8.9% | 11.4% |
| F. How well your issue was handled | 34.2% | 31.8% | 11.1% | 10.1% | 12.8% |

Q17. City Utility/Public Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| A. Residential trash collection services | 44.5% | 41.0% | 6.1% | 1.5% | 1.3% | 5.6% |
| B. Curbside recycling services | 43.3% | 36.9% | 7.9% | 2.1% | 1.9% | 8.0% |
| C. Bulky item pick up/removal services (old furniture, appliances, etc.) | 33.0% | 33.9% | 12.3% | 6.9% | 2.6% | 11.4% |
| D. Yard waste collection services | 35.8% | 37.9% | 9.4% | 7.0% | 2.0% | 8.0% |

WITHOUT DON'T KNOW

Q17. City Utility/Public Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|--|----------------|-----------|---------|--------------|-------------------|
| A. Residential trash collection services | 47.2% | 43.4% | 6.5% | 1.6% | 1.3% |
| B. Curbside recycling services | 47.0% | 40.1% | 8.6% | 2.3% | 2.0% |
| C. Bulky item pick up/removal services (old furniture, appliances, etc.) | 37.2% | 38.2% | 13.8% | 7.8% | 3.0% |
| D. Yard waste collection services | 38.9% | 41.2% | 10.2% | 7.6% | 2.2% |

Q18. Several services provided by the City of Wilmington are listed below. For each one, please indicate if you used the service during the past 12 months.

(N=800)

| | Yes | No | Don't Know |
|--|-------|-------|------------|
| A. Used public transportation services supported by the City | 10.3% | 86.4% | 3.4% |
| B. Participated in recreation programs offered by the City | 19.1% | 77.8% | 3.1% |
| C. Visited City recreation centers | 39.4% | 57.6% | 3.0% |
| D. Visited a neighborhood or City park | 81.0% | 17.0% | 2.0% |
| E. Used Fire services | 7.9% | 88.8% | 3.4% |
| F. Called Code Enforcement | 13.1% | 83.1% | 3.8% |
| G. Called or visited the Police Department | 32.8% | 64.5% | 2.8% |
| H. Visited the City's website | 48.4% | 49.0% | 2.6% |
| I. Read the City's newsletter | 74.4% | 23.6% | 2.0% |
| J. Watched the City's cable television channel | 47.8% | 49.9% | 2.4% |
| K. Watched a video on the City website | 11.4% | 84.3% | 4.4% |
| L. Seen anything from the City on Facebook, Twitter or YouTube | 16.1% | 79.6% | 4.3% |

WITHOUT DON'T KNOW

Q18. Several services provided by the City of Wilmington are listed below. For each one, please indicate if you used the service during the past 12 months.(Without "Don't Know")

(N=800)

| | Yes | No |
|--|-------|-------|
| A. Used public transportation services supported by the City | 10.6% | 89.4% |
| B. Participated in recreation programs offered by the City | 19.7% | 80.3% |
| C. Visited City recreation centers | 40.6% | 59.4% |
| D. Visited a neighborhood or City park | 82.7% | 17.3% |
| E. Used Fire services | 8.2% | 91.8% |
| F. Called Code Enforcement | 13.6% | 86.4% |
| G. Called or visited the Police Department | 33.7% | 66.3% |
| H. Visited the City's website | 49.7% | 50.3% |
| I. Read the City's newsletter | 75.9% | 24.1% |
| J. Watched the City's cable television channel | 48.9% | 51.1% |
| K. Watched a video on the City website | 11.9% | 88.1% |
| L. Seen anything from the City on Facebook, Twitter or YouTube | 16.8% | 83.2% |

Q19. Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| A. Adequacy of public parking in downtown Wilmington | 6.3% | 29.9% | 25.4% | 22.9% | 9.0% | 6.6% |
| B. Availability of public transportation services in Wilmington | 6.4% | 22.5% | 28.1% | 10.1% | 5.5% | 27.4% |
| C. Ease of travel by car in the City | 8.0% | 40.6% | 26.0% | 17.6% | 5.6% | 2.1% |
| D. Ease of walking in the City | 9.0% | 40.5% | 24.5% | 14.6% | 4.4% | 7.0% |
| E. Ease of biking in the City | 5.5% | 19.5% | 26.3% | 16.8% | 6.9% | 25.0% |
| F. Opportunities to attend cultural activities in Wilmington | 15.0% | 41.4% | 24.0% | 6.3% | 1.9% | 11.5% |
| G. Availability of affordable housing in Wilmington | 5.4% | 19.0% | 28.8% | 16.3% | 8.9% | 21.7% |

WITHOUT DON'T KNOW

Q19. Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:(Without "Don't Know")

(N=800)

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| A. Adequacy of public parking in downtown Wilmington | 6.7% | 32.0% | 27.2% | 24.5% | 9.6% |
| B. Availability of public transportation services in Wilmington | 8.8% | 31.0% | 38.7% | 13.9% | 7.6% |
| C. Ease of travel by car in the City | 8.2% | 41.5% | 26.6% | 18.0% | 5.7% |
| D. Ease of walking in the City | 9.7% | 43.5% | 26.3% | 15.7% | 4.7% |
| E. Ease of biking in the City | 7.3% | 26.0% | 35.1% | 22.4% | 9.2% |
| F. Opportunities to attend cultural activities in Wilmington | 16.9% | 46.8% | 27.1% | 7.1% | 2.1% |
| G. Availability of affordable housing in Wilmington | 6.9% | 24.3% | 36.7% | 20.8% | 11.3% |

Q20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important you think it is for the city to continue to invest in the following projects:

(N=800)

| | Extremely Important | Very Important | Important | Not Very Important | Not Important At All | Don't Know |
|---|---------------------|----------------|-----------|--------------------|----------------------|------------|
| A. Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.) | 26.8% | 33.1% | 28.3% | 6.5% | 1.5% | 3.9% |
| B. Improvements to parks & open space | 20.8% | 33.9% | 31.6% | 8.4% | 1.6% | 3.8% |
| C. Improvements to Police/Fire facilities | 27.9% | 33.0% | 25.6% | 7.8% | 1.8% | 4.0% |
| D. Improvements to the city's transportation network (i.e., roads, bridges, public transit) | 40.9% | 32.8% | 18.4% | 3.8% | 1.1% | 3.1% |
| E. Additional crosswalks, bike lanes, multi-use trails | 28.0% | 25.6% | 24.9% | 11.1% | 5.9% | 4.5% |
| F. Improvements to arts/cultural facilities | 14.5% | 25.0% | 36.4% | 14.0% | 5.0% | 5.0% |

WITHOUT DON'T KNOW

Q20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important you think it is for the city to continue to invest in the following projects:(Without "Don't Know")

(N=800)

| | Extremely Important | Very Important | Important | Not Very Important | Not Important At All |
|---|---------------------|----------------|-----------|--------------------|----------------------|
| A. Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.) | 27.8% | 34.5% | 29.4% | 6.8% | 1.6% |
| B. Improvements to parks & open space | 21.6% | 35.2% | 32.9% | 8.7% | 1.7% |
| C. Improvements to Police/Fire facilities | 29.0% | 34.4% | 26.7% | 8.1% | 1.8% |
| D. Improvements to the city's transportation network (i.e., roads, bridges, public transit) | 42.2% | 33.8% | 19.0% | 3.9% | 1.2% |
| E. Additional crosswalks, bike lanes, multi-use trails | 29.3% | 26.8% | 26.0% | 11.6% | 6.2% |
| F. Improvements to arts/cultural facilities | 15.3% | 26.4% | 38.3% | 14.8% | 5.3% |

Q21. Which TWO of the capital improvements listed above would you be Most Willing to pay an increase in taxes to support?

| <u>Q21. Most Willing</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.) | 105 | 13.1 % |
| Improvements to parks & open space | 48 | 6.0 % |
| Improvements to Police/Fire facilities | 134 | 16.8 % |
| Improvements to the city's transportation network (i.e., roads, bridges, public transit) | 176 | 22.0 % |
| Additional crosswalks, bike lanes, multi-use trails | 92 | 11.5 % |
| Improvements to arts/cultural facilities | 15 | 1.9 % |
| <u>None chosen</u> | <u>230</u> | <u>28.8 %</u> |
| Total | 800 | 100.0 % |

Q21. Which TWO of the capital improvements listed above would you be Most Willing to pay an increase in taxes to support?

| <u>Q21. 2nd Most Willing</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.) | 90 | 11.3 % |
| Improvements to parks & open space | 70 | 8.8 % |
| Improvements to Police/Fire facilities | 68 | 8.5 % |
| Improvements to the city's transportation network (i.e., roads, bridges, public transit) | 137 | 17.1 % |
| Additional crosswalks, bike lanes, multi-use trails | 95 | 11.9 % |
| Improvements to arts/cultural facilities | 40 | 5.0 % |
| <u>None chosen</u> | <u>300</u> | <u>37.5 %</u> |
| Total | 800 | 100.0 % |

Q21. The sum of the TWO capital improvements Most Willing to pay an increase in taxes to support

| <u>Q21. Sum of Top 2 Choices</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Improvements to the city's transportation network (i.e., roads, bridges, public transit) | 313 | 39.1 % |
| Improvements to Police/Fire facilities | 202 | 25.3 % |
| Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.) | 195 | 24.4 % |
| Additional crosswalks, bike lanes, multi-use trails | 187 | 23.4 % |
| Improvements to parks & open space | 118 | 14.8 % |
| Improvements to arts/cultural facilities | 55 | 6.9 % |
| <u>None chosen</u> | <u>40</u> | <u>5.0 %</u> |
| Total | 1110 | |

Q22. Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below:

(N=800)

| | Spend much more | Spend more | Spend about same | Spend less | Spend much less | Don't know |
|---|--------------------|------------|---------------------|------------|--------------------|------------|
| A. Police Services | 21.1% | 39.1% | 32.3% | 2.4% | 1.8% | 3.4% |
| B. Fire Services | 13.5% | 28.4% | 49.8% | 3.4% | 1.4% | 3.6% |
| C. Parks and Recreation | 7.1% | 25.5% | 51.8% | 9.4% | 2.4% | 3.9% |
| D. Maintenance of Streets and Sidewalks | 24.0% | 45.4% | 24.8% | 2.0% | 0.8% | 3.1% |
| E. Upkeep of parks and other public areas | 7.9% | 26.4% | 54.5% | 6.9% | 1.0% | 3.4% |
| F. Enforcement of city codes | 8.4% | 17.4% | 57.4% | 9.0% | 2.5% | 5.3% |

WITHOUT DON'T KNOW

Q22. Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below:(Without "Don't Know")

(N=800)

| | Spend much more | Spend more | Spend about same | Spend less | Spend much less |
|---|--------------------|------------|---------------------|------------|--------------------|
| A. Police Services | 21.9% | 40.5% | 33.4% | 2.5% | 1.8% |
| B. Fire Services | 14.0% | 29.4% | 51.6% | 3.5% | 1.4% |
| C. Parks and Recreation | 7.4% | 26.5% | 53.8% | 9.8% | 2.5% |
| D. Maintenance of Streets and Sidewalks | 24.8% | 46.8% | 25.5% | 2.1% | 0.8% |
| E. Upkeep of parks and other public areas | 8.2% | 27.3% | 56.4% | 7.1% | 1.0% |
| F. Enforcement of city codes | 8.9% | 18.4% | 60.6% | 9.5% | 2.6% |

Q23. Strategic Planning. The city's major focus areas are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important each of the City's focus areas are to you:

(N=800)

| | Extremely Important | Very Important | Important | Not Very Important | Not Important At All | Don't Know |
|---|---------------------|----------------|-----------|--------------------|----------------------|------------|
| A. Share information, get citizen input and build relationships. | 34.0% | 34.8% | 25.0% | 2.9% | 0.8% | 2.6% |
| B. Improve the local economy through public and private investments and partnerships. | 34.4% | 33.1% | 21.5% | 5.1% | 2.0% | 3.9% |
| C. Work to ensure the city is positioned for future sustainability and growth. | 42.8% | 35.0% | 15.6% | 3.1% | 0.8% | 2.8% |
| D. Provide a safe community. | 68.5% | 22.4% | 6.6% | 0.3% | 0.3% | 2.0% |
| E. Support neighborhoods to help them thrive. | 41.6% | 30.8% | 20.9% | 3.6% | 0.6% | 2.5% |
| F. Provide a safe and efficient transportation system. | 36.0% | 27.6% | 27.3% | 5.4% | 1.8% | 2.0% |

WITHOUT DON'T KNOW

Q23. Strategic Planning. The city's major focus areas are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important each of the City's focus areas are to you:(Without "Don't Know")

(N=800)

| | Extremely Important | Very Important | Important | Not Very Important | Not Important At All |
|---|---------------------|----------------|-----------|--------------------|----------------------|
| A. Share information, get citizen input and build relationships. | 34.9% | 35.7% | 25.7% | 3.0% | 0.8% |
| B. Improve the local economy through public and private investments and partnerships. | 35.8% | 34.5% | 22.4% | 5.3% | 2.1% |
| C. Work to ensure the city is positioned for future sustainability and growth. | 44.0% | 36.0% | 16.1% | 3.2% | 0.8% |
| D. Provide a safe community. | 69.9% | 22.8% | 6.8% | 0.3% | 0.3% |
| E. Support neighborhoods to help them thrive. | 42.7% | 31.5% | 21.4% | 3.7% | 0.6% |
| F. Provide a safe and efficient transportation system. | 36.7% | 28.2% | 27.8% | 5.5% | 1.8% |

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following:

(N=800)

| | Excellent | Good | Neutral | Below Average | Poor | Don't Know |
|---|-----------|-------|---------|---------------|------|------------|
| A. As a place to live | 32.4% | 50.4% | 10.5% | 4.6% | 0.9% | 1.3% |
| B. As a place to raise children | 25.8% | 43.1% | 15.1% | 7.6% | 2.3% | 6.1% |
| C. As a place to work or build a business | 16.4% | 35.0% | 24.9% | 14.4% | 5.0% | 4.4% |
| D. As a place to retire | 33.8% | 41.9% | 11.6% | 5.5% | 2.5% | 4.8% |
| E. As a place to visit | 47.0% | 38.8% | 8.8% | 2.1% | 1.1% | 2.3% |

WITHOUT DON'T KNOW

Q24. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following:(Without "Don't Know")

(N=800)

| | Excellent | Good | Neutral | Below Average | Poor |
|---|-----------|-------|---------|---------------|------|
| A. As a place to live | 32.8% | 51.0% | 10.6% | 4.7% | 0.9% |
| B. As a place to raise children | 27.4% | 45.9% | 16.1% | 8.1% | 2.4% |
| C. As a place to work or build a business | 17.1% | 36.6% | 26.0% | 15.0% | 5.2% |
| D. As a place to retire | 35.4% | 44.0% | 12.2% | 5.8% | 2.6% |
| E. As a place to visit | 48.1% | 39.6% | 9.0% | 2.2% | 1.2% |

Q25. Approximately how many years have you lived in Wilmington?

| Q25. How many years have you lived in Wilmington? | Number | Percent |
|---|--------|---------|
| Less than 5 years | 84 | 10.5 % |
| 5 - 10 years | 111 | 13.9 % |
| 11 - 20 years | 171 | 21.4 % |
| More than 20 years | 419 | 52.4 % |
| Not provided | 15 | 1.9 % |
| Total | 800 | 100.0 % |

Q26. What is your age?

| <u>Q26. What is your age?</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------|---------------|----------------|
| 18 - 34 years | 140 | 17.5 % |
| 35 - 44 years | 168 | 21.0 % |
| 45 - 54 years | 154 | 19.3 % |
| 55 - 64 years | 168 | 21.0 % |
| 65 - 74 years | 108 | 13.5 % |
| 75+ years | 54 | 6.8 % |
| Not provided | 8 | 1.0 % |
| Total | 800 | 100.0 % |

Q27. Have you been a victim of a crime in the City of Wilmington during the past year?

| <u>Q27. Have you been a victim of a crime?</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 111 | 13.9 % |
| No | 680 | 85.0 % |
| Not provided | 9 | 1.1 % |
| Total | 800 | 100.0 % |

Q28. What is your gender?

| <u>Q28. What is your gender?</u> | <u>Number</u> | <u>Percent</u> |
|----------------------------------|---------------|----------------|
| Male | 387 | 48.4 % |
| Female | 413 | 51.6 % |
| Total | 800 | 100.0 % |

Q29. Have you visited Downtown Wilmington during the past year?

| <u>Q29. Have you visited Downtown Wilmington during the past year?</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 716 | 89.5 % |
| No | 78 | 9.8 % |
| Not provided | 6 | 0.8 % |
| Total | 800 | 100.0 % |

Q30. Which of the following best describes your race/ethnicity? (check all that apply)

| <u>Q30. Which of the following best describes your race/ethnicity?</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Asian/Pacific Islander | 11 | 1.4 % |
| White | 569 | 71.1 % |
| American Indian/Eskimo | 12 | 1.5 % |
| Black/African American | 190 | 23.8 % |
| Hispanic/Latino/Spanish | 25 | 3.1 % |
| Other | 18 | 2.3 % |
| Not provided | 4 | 0.5 % |
| Total | 829 | |

Q31. Would you say your total annual household income is:

| <u>Q31. Would you say your total annual household income is:</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Under \$30,000 | 121 | 15.1 % |
| \$30,000 - \$59,999 | 177 | 22.1 % |
| \$60,000 - \$99,999 | 205 | 25.6 % |
| \$100,000 or more | 229 | 28.6 % |
| Not provided | 68 | 8.5 % |
| Total | 800 | 100.0 % |

Q32. What is your home zip code?

| <u>Q32. What is your home zip code?</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| 28409 | 223 | 27.9 % |
| 28403 | 205 | 25.6 % |
| 28405 | 115 | 14.4 % |
| 28401 | 156 | 19.5 % |
| 28412 | 101 | 12.6 % |
| Total | 800 | 100.0 % |