



# New Hanover County

## Citizen Survey Report

Conducted November & December 2012

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# New Hanover County

## Citizen Survey Report

### Purpose and Scope:

Survey research represents one method of collecting important opinion information from your citizens and property owners. Properly conducted survey research helps convert this information into clear “messages” to you about what they expect from you and believe about you as a supplier of services.

We attempted to measure citizen opinions regarding...

- ◆ Living in New Hanover County
- ◆ Effectiveness of New Hanover County government
- ◆ Citizens’ priorities for the future
- ◆ Customer service given by various County departments
- ◆ Establish a baseline of citizens’ opinions with regard to various issues

The ability of survey results to assist you in decision making can be enhanced by looking at the survey data from different perspectives or ‘views’. Each view contributes to a more complete understanding of the true opinions underlying people’s responses to the survey questions. Looking at multiple views is part of the process of transforming relatively meaningless ‘data’ into useful ‘information’ and hopefully even into ‘insight’. Consequently, the results presented in this report are presented in various levels of detail in order to provide you with different views of the data. For example, in some cases the results summarize the opinions of *all* of the people who responded to the survey taken together. In other cases, the survey data is segmented into *groups* of respondents who differ from one another along one or more dimensions (*See Table Below*). This segmentation of the data enables you to determine if different groups of people answered questions differently. In your case we explored differences based on these questions:

|   |
|---|
| ➤ <b>How long have you lived in New Hanover County?</b>         |
| ➤ <b>Which, if any, city/town limits do you live within?</b>    |
| ➤ <b>Your gender:</b>   |
| ➤ <b>Your age range:</b>  |
| ➤ <b>Do you have children under age 18 living in your home?</b> |
| ➤ <b>Do you currently rent or own your home?</b>                |
| ➤ <b>Are you a business owner or self-employed?</b>             |
| ➤ <b>Highest level of education</b>                             |
| ➤ <b>Your race/ethnicity:</b>                                   |
| ➤ <b>Your total household income:</b>                           |

In this report, we will refer to respondents, citizens and customers interchangeably.



## Survey Description:

The survey is divided into five principle parts:

1. **Background Questions**
2. **General Items Rated**
3. **Department Experiences Feedback**
4. **Other County Services Rated**
5. **Open Ended Questions**

1. **Background Questions** were asked to help understand what types of people responded to the survey. This information enables important differences in people's responses to be examined based on these questions:

|  |  |   |
|--|--|---|
| ➤ <b>How often, if at all, do you use the internet?</b>                | <input type="checkbox"/> None<br><input type="checkbox"/> <1 time/day<br><input type="checkbox"/> 1-5 times/day  | <input type="checkbox"/> 5-9 times/day<br><input type="checkbox"/> 10-19 times/day<br><input type="checkbox"/> 20+ times/day  |
| ➤ <b>Which of the following do you have?</b>                           | <input type="checkbox"/> Laptop/computer<br><input type="checkbox"/> Tablet  | <input type="checkbox"/> Smart phone<br><input type="checkbox"/> Regular cell phone   |
| ➤ <b>Which, if any, do you use to receive information? (Check all)</b> | <input type="checkbox"/> Text<br><input type="checkbox"/> Youtube<br><input type="checkbox"/> Facebook<br><input type="checkbox"/> Twitter                                       | <input type="checkbox"/> Push notifications<br><input type="checkbox"/> An e-newsletter<br><input type="checkbox"/> Web/internet<br><input type="checkbox"/> County news releases |
| ➤ <b>How long have you lived in New Hanover County?</b>                | <input type="checkbox"/> Under 5 yrs.<br><input type="checkbox"/> 5-14 yrs.<br><input type="checkbox"/> 15 yrs. +  |   |
| ➤ <b>Which, if any, of these city/town limits do you live within?</b>  | <input type="checkbox"/> None/incorporated NHC<br><input type="checkbox"/> Carolina Beach  | <input type="checkbox"/> Kure Beach<br><input type="checkbox"/> Wilmington<br><input type="checkbox"/> Carolina Beach   |
| ➤ <b>Your gender:</b>  | <input type="checkbox"/> Female  | <input type="checkbox"/> Male   |
| ➤ <b>Your age range:</b>   | <input type="checkbox"/> Under 30<br><input type="checkbox"/> 30-49<br><input type="checkbox"/> 50-64  | <input type="checkbox"/> 65-74<br><input type="checkbox"/> 75+  |
| ➤ <b>Do you have children under age 18 living in your home?</b>        | <input type="checkbox"/> Yes   | <input type="checkbox"/> No   |
| ➤ <b>Do you currently rent or own your home?</b>                       | <input type="checkbox"/> Rent  | <input type="checkbox"/> Own  |
| ➤ <b>Are you a business owner or self-employed?</b>                    | <input type="checkbox"/> Yes   | <input type="checkbox"/> No   |
| ➤ <b>Your highest level of education is ...</b>                        | <input type="checkbox"/> Some high school<br><input type="checkbox"/> High school graduate<br><input type="checkbox"/> Some college but no degree                                | <input type="checkbox"/> Vocational or 2 yr. degree<br><input type="checkbox"/> College graduate (BA or BS)<br><input type="checkbox"/> Graduate degree                           |
| ➤ <b>Which best describes your race/ethnicity? (Check one)</b>         | <input type="checkbox"/> American Indian or Alaskan Native<br><input type="checkbox"/> Black or African American<br><input type="checkbox"/> Native Hawaiian or Pacific Islander | <input type="checkbox"/> Asian<br><input type="checkbox"/> Hispanic<br><input type="checkbox"/> White   |
| ➤ <b>Your total household income: (Check one)</b>                      | <input type="checkbox"/> Under \$20,000<br><input type="checkbox"/> \$20-29,000<br><input type="checkbox"/> \$30-49,999  | <input type="checkbox"/> \$50-74,999<br><input type="checkbox"/> \$75-99,999<br><input type="checkbox"/> \$100,000+   |



## Survey Description: (Continued)

2. **General items** were rated by respondents. This included items such as:
  - Quality of life in New Hanover County
  - Overall County government effectiveness
  - Use of tax dollars
  - New Hanover County as a place to do business
  
3. **Department experiences** were rated by respondents. Items included were:
  - Overall experience
  - Timeliness of service
  - Accuracy of information given
  - Whether respondent was treated with respect
  
4. **Other County Services** were rated by respondents. Items included were:
  - Overall experience
  - Timeliness of service
  - Accuracy of information given
  - Whether respondent was treated with respect
  
5. **Open Ended Questions** were asked and the comments were transcribed. Comments provide an opportunity for respondents to reveal information of importance that was not specifically asked for in the survey. They also lend value to the interpretation of ratings by providing a better sense of context or supportive evidence that enriches the interpretation.

### The open ended questions asked were:

- List the service(s) you feel are the most important for the County to provide.
- What one thing would you like to see done to improve New Hanover County?



## Survey Construction:

Care has been taken in the construction of this survey to help ensure citizen opinion information is gathered in an appropriate manner. In particular, the following characteristics of surveys, which are known to influence the accuracy of the information received, were considered during construction. These include:

|                                 |   |
|---------------------------------|---|
| <b>1. WORDING OF STATEMENTS</b> | <ul style="list-style-type: none"><li>◆ Statements are kept brief to reduce the amount of reading required.</li><li>◆ Statements are reviewed for ambiguity to ensure they convey only one meaning where possible.</li><li>◆ Statements are designed to be neutral or slightly positive.</li><li>◆ Each statement ideally covers only one idea to be rated.</li></ul>   |
| <b>2. STATEMENT ORDER</b>       | <ul style="list-style-type: none"><li>◆ When possible, statements are put in order from the most general to the most specific. This is done to avoid raising specific issues early that may positively or negatively influence responses on more general statements that follow.</li><li>◆ Statements are grouped with other statements into similar categories.</li><li>◆ More emotionally charged statements to be rated are generally placed toward the end of a category, or the end of the survey since they can influence ratings on other less emotionally charged issues.</li></ul> |
| <b>3. INSTRUCTIONS</b>          | <ul style="list-style-type: none"><li>◆ Instructions provided at the beginning of the survey clearly indicate the purpose for the survey. The instructions also assure respondents that confidentiality will be preserved, and described when and how to return the survey.</li></ul>   |
| <b>4. RATING SCALE</b>          | <ul style="list-style-type: none"><li>◆ A 7 point scale is used for rating purposes. This type of scale supports a multitude of parametric statistical tests that are most useful in evaluating and prioritizing the strengths and areas for improvement.</li></ul>   |

- ◆ ***A copy of the survey used is presented at the end of the report.***



## Survey Distribution:

Approximately 4000 surveys were mailed (and about 3600 delivered) to customers via first class US Mail, using live stamps. The surveys were mailed by Insight Research. Surveys that were not deliverable were returned to the County by the USPS.

A cover letter was included with the survey. The letter included:

- ◆ The reason for the survey
- ◆ How and when to complete the survey
- ◆ Guarantee of anonymity by using an independent research firm



# Background Questions

## Overall Response:

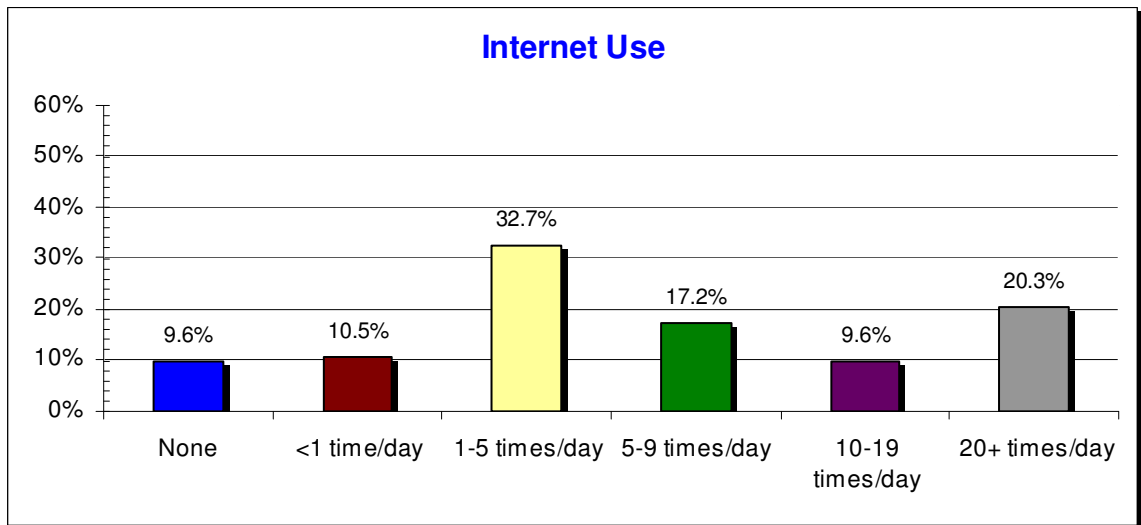
About 3600 surveys were delivered by mail. 567 surveys in all were completed, which is a response rate of 16%. This is more than enough surveys to achieve the goals of this project. We expect that the return rate might have been higher had the survey not been conducted during the holiday season.

Please note: Not every respondent answers every question.

## How often, if at all, do you use the internet?

|  |  |
|--|--|
| <input type="checkbox"/> None          | <input type="checkbox"/> 5-9 times/day   |
| <input type="checkbox"/> <1 time/day   | <input type="checkbox"/> 10-19 times/day |
| <input type="checkbox"/> 1-5 times/day | <input type="checkbox"/> 20+ times/day   |

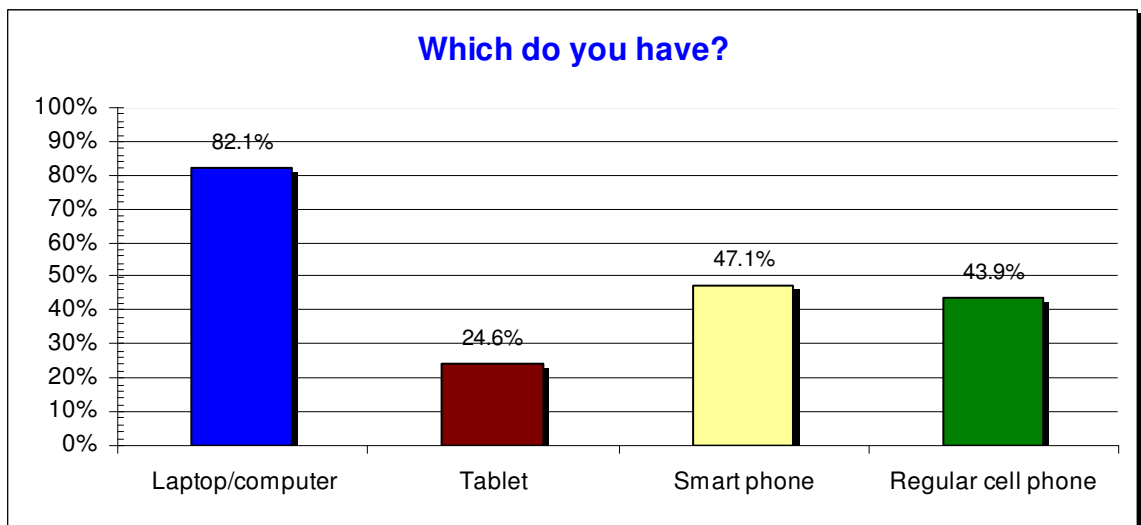
| Internet use?   | Count      | Percent of Responses |
|-----------------|------------|----------------------|
| None            | 52         | 9.6%                 |
| <1 time/day     | 57         | 10.5%                |
| 1-5 times/day   | 177        | 32.7%                |
| 5-9 times/day   | 93         | 17.2%                |
| 10-19 times/day | 52         | 9.6%                 |
| 20+ times/day   | 110        | 20.3%                |
| <b>Totals</b>   | <b>541</b> | <b>100.0%</b>        |



## Which of the following do you have?

|  |   |
|--|---|
| <input type="checkbox"/> Laptop/computer | <input type="checkbox"/> Smart phone        |
| <input type="checkbox"/> Tablet          | <input type="checkbox"/> Regular cell phone |

| Which do you have? | Count       | Percent of Respondents |
|--------------------|-------------|------------------------|
| Laptop/computer    | 458         | 82.1%                  |
| Tablet             | 137         | 24.6%                  |
| Smart phone        | 263         | 47.1%                  |
| Regular cell phone | 245         | 43.9%                  |
| <b>Totals</b>      | <b>1103</b> | <b>N/A</b>             |

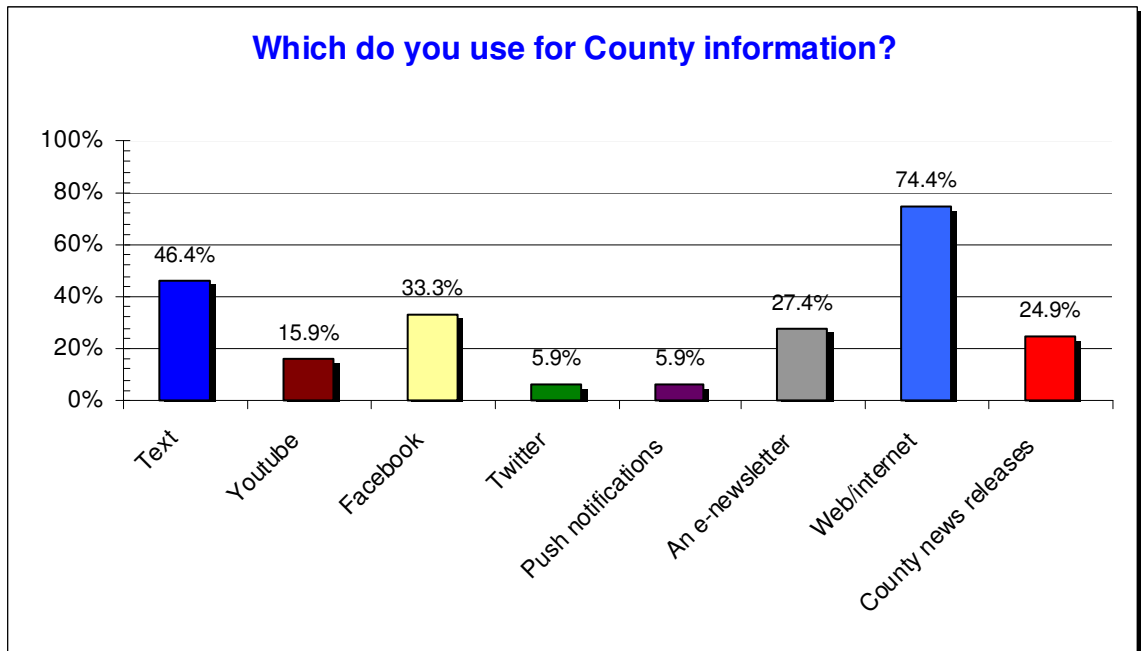




## Which, if any, do you use to receive information? (Check all)

|                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Text     | <input type="checkbox"/> Push notifications   |
| <input type="checkbox"/> Youtube  | <input type="checkbox"/> An e-newsletter      |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Web/internet         |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> County news releases |

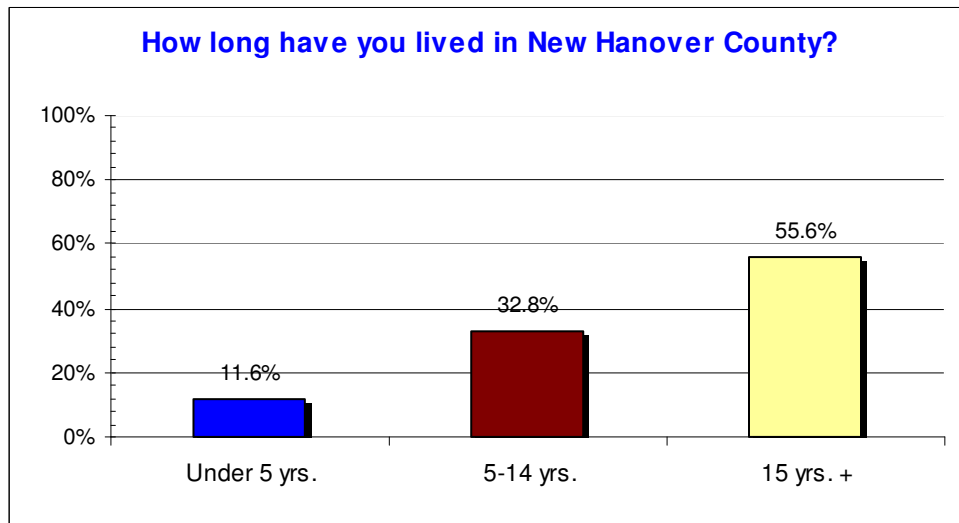
| Use?                                  | Count | Percent of Respondents |
|---------------------------------------|-------|------------------------|
| Text                                  | 259   | 46.4%                  |
| Youtube                               | 89    | 15.9%                  |
| Facebook                              | 186   | 33.3%                  |
| Twitter                               | 33    | 5.9%                   |
| Push notifications                    | 33    | 5.9%                   |
| An e-newsletter                       | 153   | 27.4%                  |
| Web/internet                          | 415   | 74.4%                  |
| County news releases                  | 139   | 24.9%                  |
| <b>Average No Used per Respondent</b> |       | 2.34                   |
| <b>No of Responses</b>                |       | <b>1307</b>            |



## How long have you lived in New Hanover County?

Under 5 yrs.  
  5-14 yrs.  
  15 yrs. +

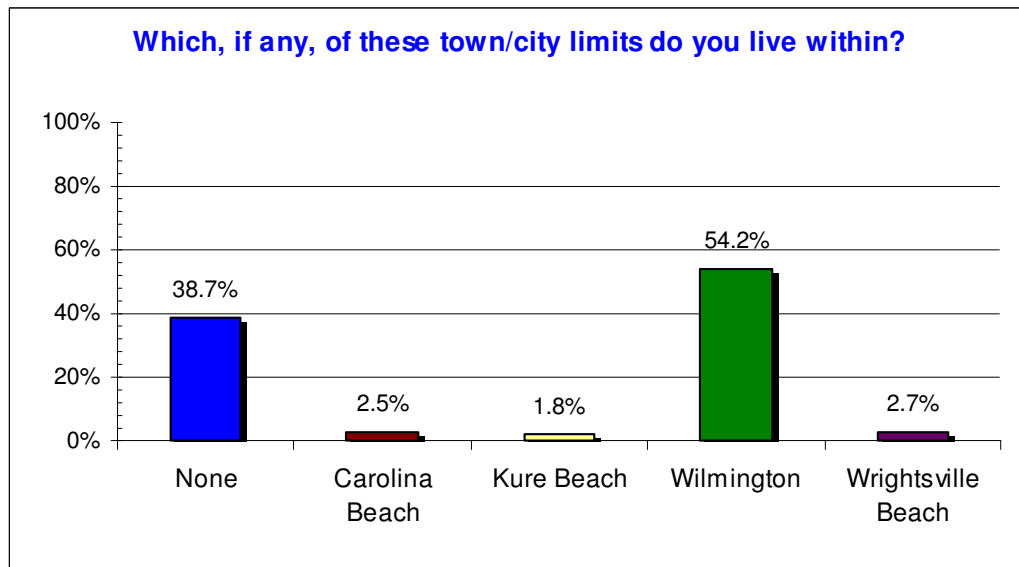
| How long?     | Count      | Percent of Responses |
|---------------|------------|----------------------|
| Under 5 yrs.  | 65         | 11.6%                |
| 5-14 yrs.     | 184        | 32.8%                |
| 15 yrs. +     | 312        | 55.6%                |
| <b>Totals</b> | <b>561</b> | <b>100.0%</b>        |



## Which, if any, of these city/town limits do you live within?

|  |   |
|--|---|
| <input type="checkbox"/> None/unincorporated NHC | <input type="checkbox"/> Kure Beach     |
| <input type="checkbox"/> Carolina Beach          | <input type="checkbox"/> Wilmington     |
|  | <input type="checkbox"/> Carolina Beach |

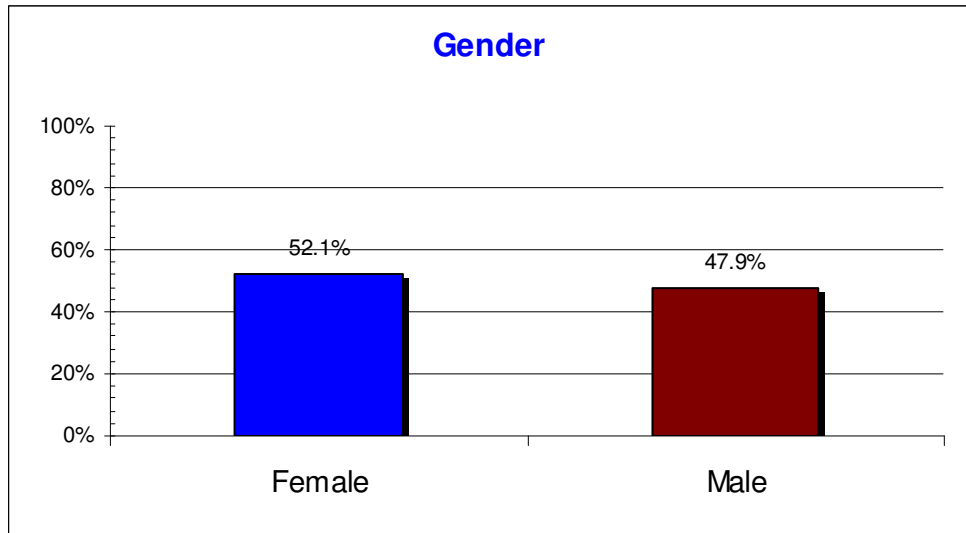
| Where?                  | Count      | Percent of Responses |
|-------------------------|------------|----------------------|
| None/unincorporated NHC | 214        | 38.7%                |
| Carolina Beach          | 14         | 2.5%                 |
| Kure Beach              | 10         | 1.8%                 |
| Wilmington              | 300        | 54.2%                |
| Wrightsville Beach      | 15         | 2.7%                 |
| <b>Totals</b>           | <b>553</b> | <b>100.0%</b>        |



## Your gender:

Female  Male

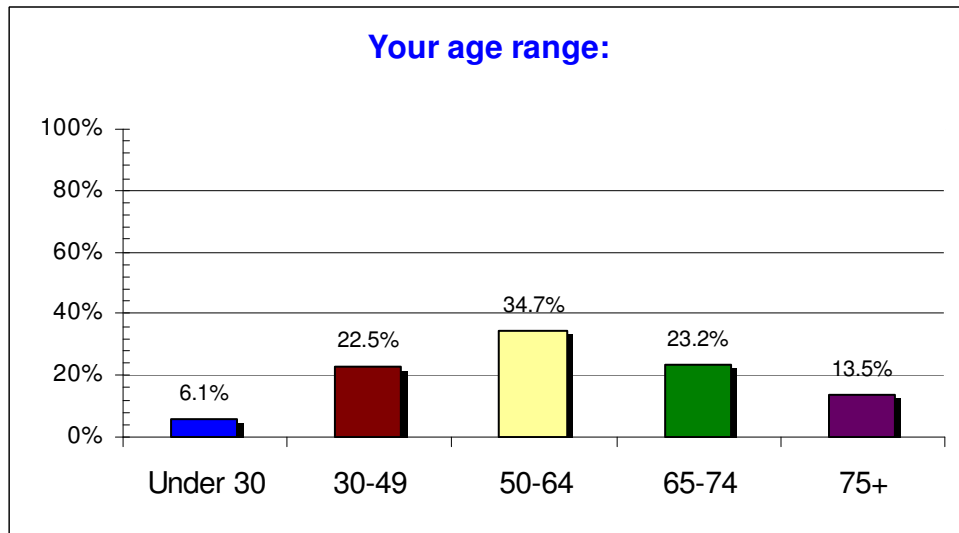
| Your gender:  | Count      | Percent of Responses |
|---------------|------------|----------------------|
| Female        | 288        | 52.1%                |
| Male          | 265        | 47.9%                |
| <b>Totals</b> | <b>553</b> | <b>100.0%</b>        |



## Your age range:

|                                   |                                |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> Under 30 | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 30-49    | <input type="checkbox"/> 75+   |
| <input type="checkbox"/> 50-64    |                                |

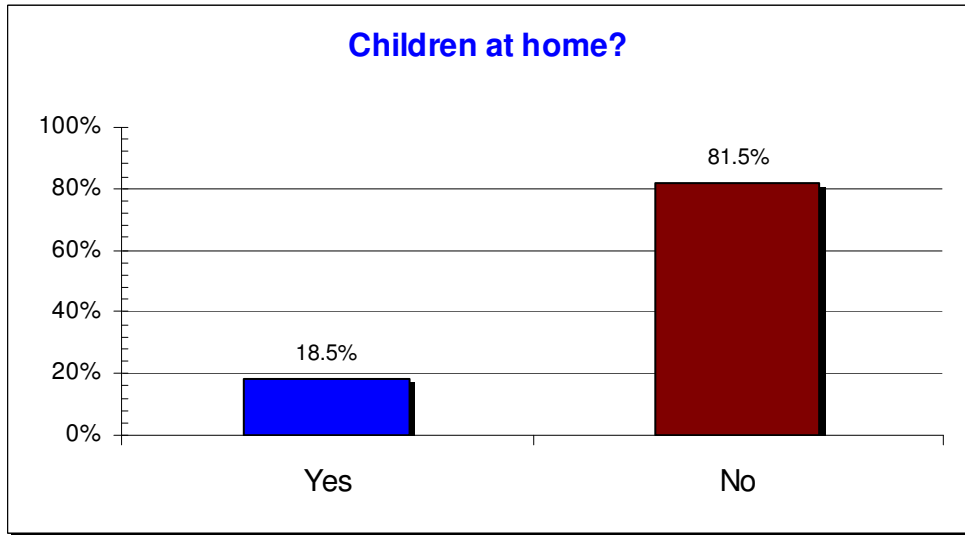
| Your age range: | Count      | Percent of Responses |
|-----------------|------------|----------------------|
| Under 30        | 34         | 6.1%                 |
| 30-49           | 125        | 22.5%                |
| 50-64           | 193        | 34.7%                |
| 65-74           | 129        | 23.2%                |
| 75+             | 75         | 13.5%                |
| <b>Totals</b>   | <b>556</b> | <b>100.0%</b>        |



## Do you have children under age 18 living in your home?

Yes  No

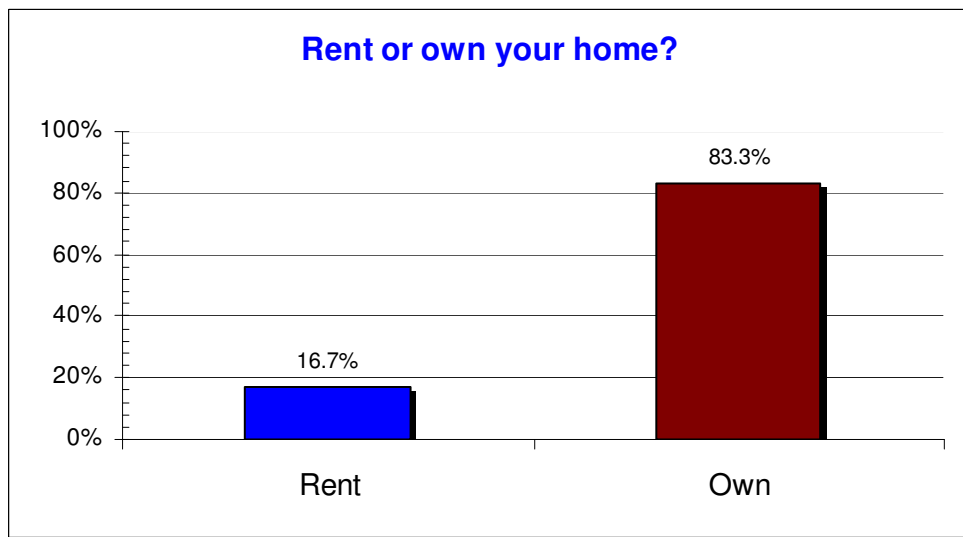
| Children at home? | Count      | Percent of Responses |
|-------------------|------------|----------------------|
| Yes               | 103        | 18.5%                |
| No                | 454        | 81.5%                |
| <b>Totals</b>     | <b>557</b> | <b>100.0%</b>        |



## Do you currently rent or own your home?

Rent  Own

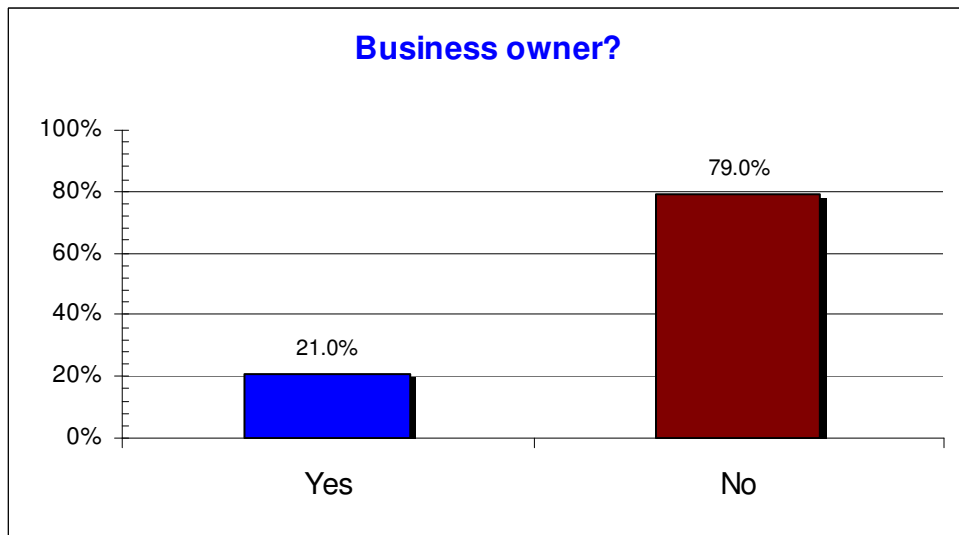
| Rent or own?  | Count      | Percent of Responses |
|---------------|------------|----------------------|
| Rent          | 93         | 16.7%                |
| Own           | 464        | 83.3%                |
| <b>Totals</b> | <b>557</b> | <b>100.0%</b>        |



## Are you a business owner or self-employed?

Yes  No

| Business owner? | Count      | Percent of Responses |
|-----------------|------------|----------------------|
| Yes             | 112        | 21.0%                |
| No              | 422        | 79.0%                |
| <b>Totals</b>   | <b>534</b> | <b>100.0%</b>        |

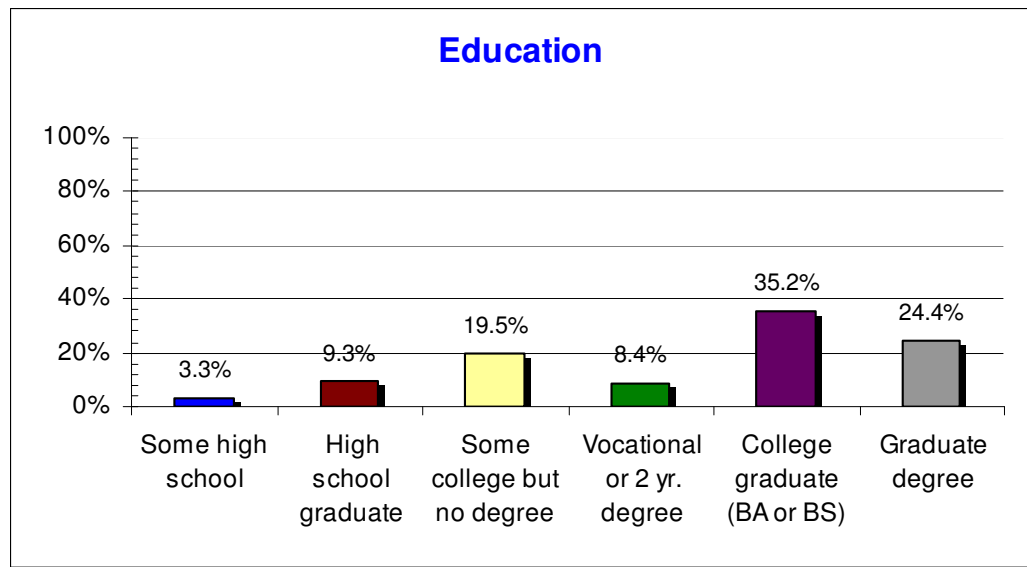




## Your highest level of education is ...

|   |  |
|---|--|
| <input type="checkbox"/> Some high school           | <input type="checkbox"/> Vocational or 2 yr. degree  |
| <input type="checkbox"/> High school graduate       | <input type="checkbox"/> College graduate (BA or BS) |
| <input type="checkbox"/> Some college but no degree | <input type="checkbox"/> Graduate degree             |

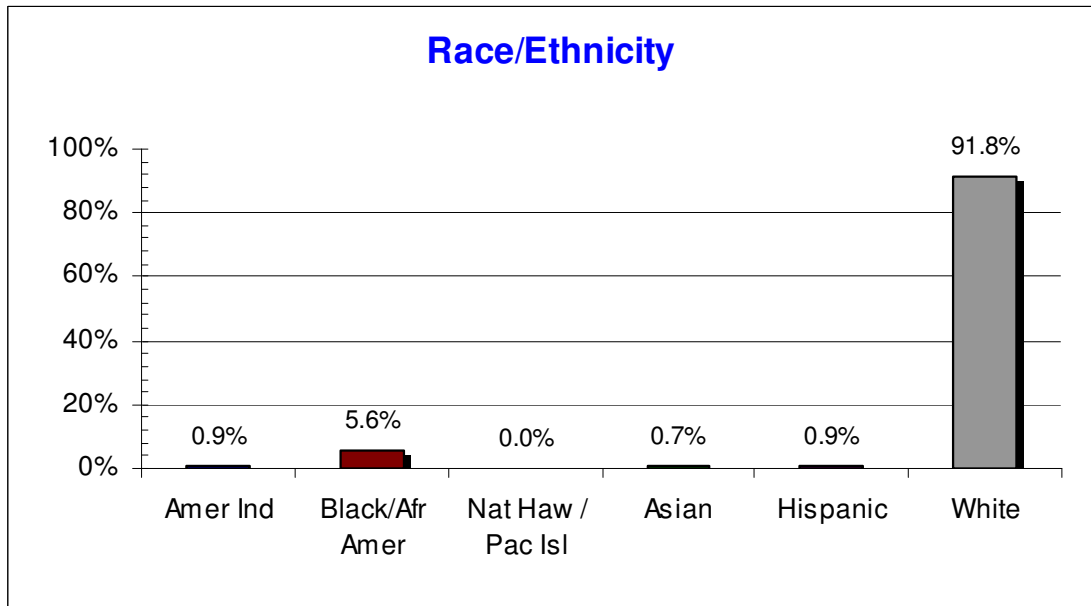
| Education                   | Count      | Percent of Responses |
|-----------------------------|------------|----------------------|
| Some high school            | 18         | 3.3%                 |
| High school graduate        | 51         | 9.3%                 |
| Some college but no degree  | 107        | 19.5%                |
| Vocational or 2 yr. degree  | 46         | 8.4%                 |
| College graduate (BA or BS) | 193        | 35.2%                |
| Graduate degree             | 134        | 24.4%                |
| <b>Totals</b>               | <b>549</b> | <b>100.0%</b>        |



## Which best describes your race/ethnicity? (Check one)

|  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> American Indian or Alaskan Native   | <input type="checkbox"/> Asian    |
| <input type="checkbox"/> Black or African American           | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> Native Hawaiian or Pacific Islander | <input type="checkbox"/> White    |

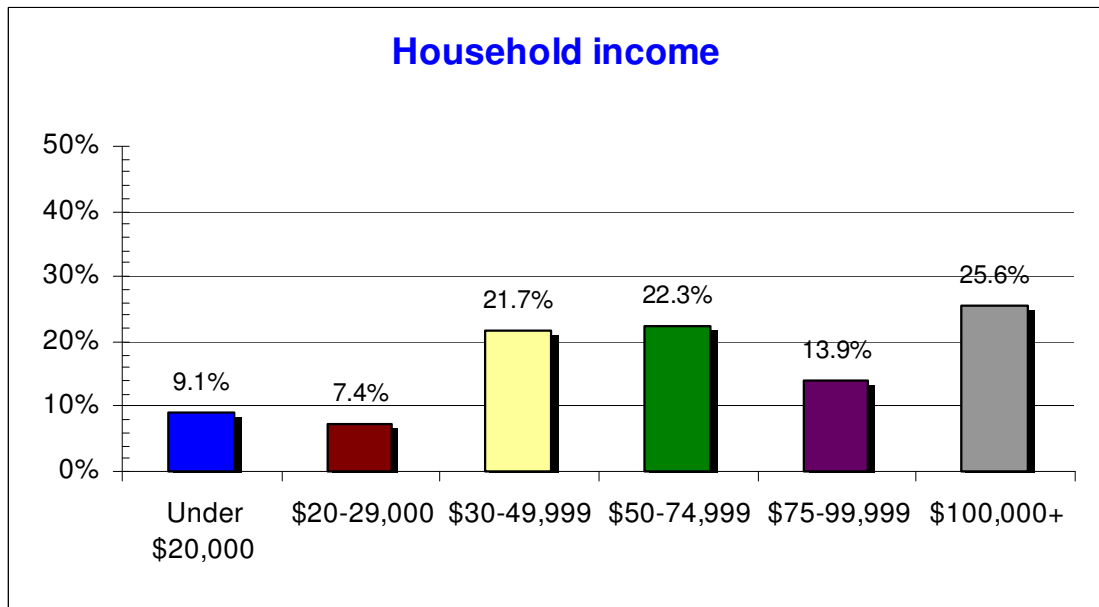
| Race/Ethnicity                      | Count      | Percent of Responses |
|-------------------------------------|------------|----------------------|
| American Indian or Alaskan Native   | 5          | 0.9%                 |
| Black or African American           | 31         | 5.6%                 |
| Native Hawaiian or Pacific Islander | 0          | 0.0%                 |
| Asian                               | 4          | 0.7%                 |
| Hispanic                            | 5          | 0.9%                 |
| White                               | 504        | 91.8%                |
| <b>Totals</b>                       | <b>549</b> | <b>100.0%</b>        |



## Your total household income: (Check one)

|   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Under \$20,000 | <input type="checkbox"/> \$50-74,999 |
| <input type="checkbox"/> \$20-29,000    | <input type="checkbox"/> \$75-99,999 |
| <input type="checkbox"/> \$30-49,999    | <input type="checkbox"/> \$100,000+  |

| Household Income | Count      | Percent of Responses |
|------------------|------------|----------------------|
| Under \$20,000   | 46         | 9.1%                 |
| \$20-29,000      | 37         | 7.4%                 |
| \$30-49,999      | 109        | 21.7%                |
| \$50-74,999      | 112        | 22.3%                |
| \$75-99,999      | 70         | 13.9%                |
| \$100,000+       | 129        | 25.6%                |
| <b>Totals</b>    | <b>503</b> | <b>100.0%</b>        |



# General Rated Items

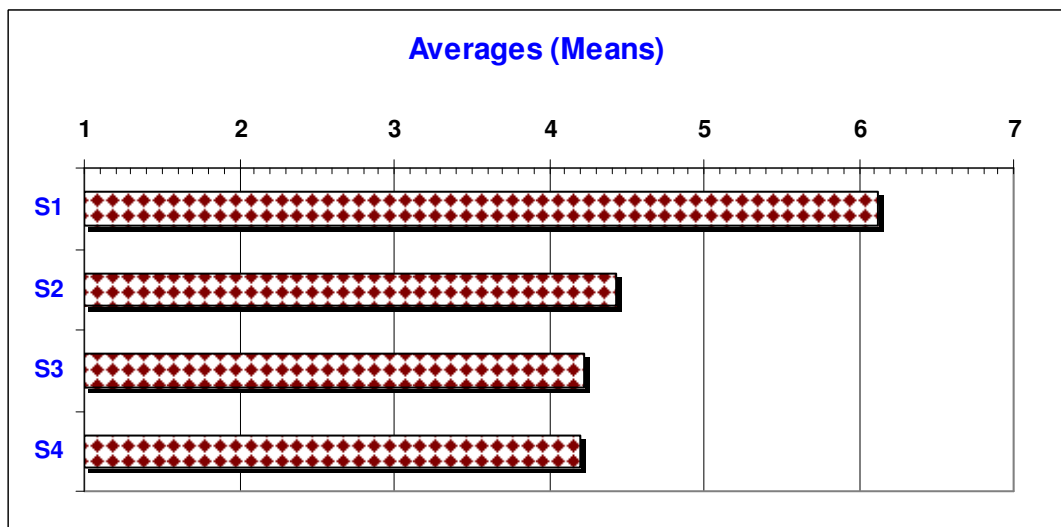
## The 7-Point Ratings

This section provides information about the results for each statement on the survey that was rated on the 7-point scale. Both a table and graph of the results are provided for each category of statements.

**TABLE DESCRIPTION:** The following information is included in the Tables:

|                           |   |
|---------------------------|---|
| <b>Valid N</b>            | ◆ Refers to the 'Number' of people responding to the statement.   |
| <b>Mean</b>               | ◆ Refers to the 'Average' rating received from all respondents who rated the statement.   |
| <b>Median</b>             | ◆ Refers to the 'Middlemost' score in a list of rank-ordered scores, above and below which 50% of the scores lie.   |
| <b>Standard Deviation</b> | ◆ Refers to a measure of the amount of variability there is in the responses above and below the average. For example, a smaller standard deviation indicates less variability, and thus more agreement among respondents than a larger standard deviation indicates. (See Appendix B for more detailed description of the Standard Deviation). |

**GRAPH DESCRIPTION:** A graph of the *average ratings* for each statement is presented in the form of horizontal or vertical bars to assist in identifying patterns of importance.

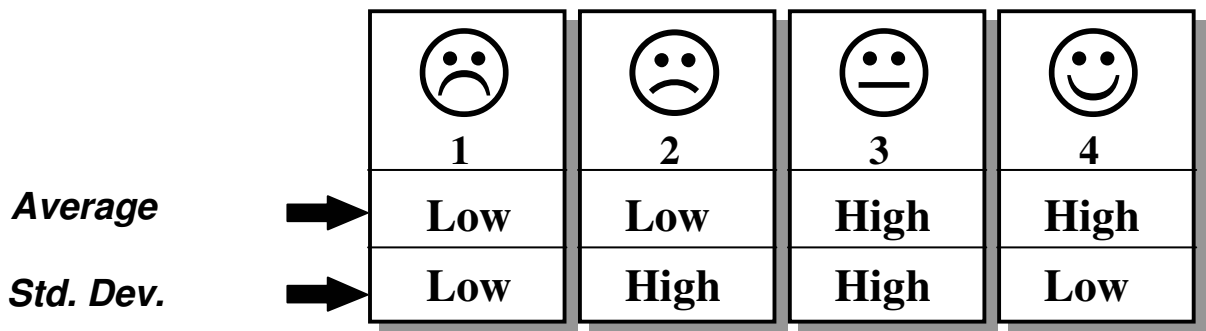


## Interpreting the 7-Point Ratings

Two questions often asked in survey research are; “What is a good score, and how do I know where my real areas for improvement are?” Although every organization is different, a general theme in the opinion research literature indicates that “good” is not always “good enough”. That is to say, although an average rating of a ‘4’ on a 7-point scale may be perceived to be a “neutral” or even a “good” rating, it actually takes a much higher average rating to increase the likelihood that people are genuinely satisfied. Consequently, it is good practice to aim for the highest average possible.

At Insight Research, Inc., we have found it useful to suggest a target average of 5.5 or better for *satisfaction* statements for most industries. Scores lower below the target do not necessarily indicate a problem, but should be considered as areas for potential improvement that are worthy of attention. For local governments, however, achieving an overall satisfaction rating of 5.5 is often difficult; most average closer to 5.2. One reason for this difficulty might be that unlike most organizations in the private sector, a government usually keeps (rather than loses) most of their “unhappy customers”.

In addition, as mentioned earlier, low standard deviations reflect more agreement among respondents. As a result, it is most desirable to have a high “average” rating and a low “standard deviation”. This would indicate that most people agree that the rating should be high. A good rule of thumb suggests that standard deviations of 1.2 or less are desirable. The following diagram illustrates the relationship between the “average” and “standard deviation” with blocks 1 to 4 reflecting “Least Desirable” to “Most Desirable” in that order.



## General Rated Items: (Statistics)

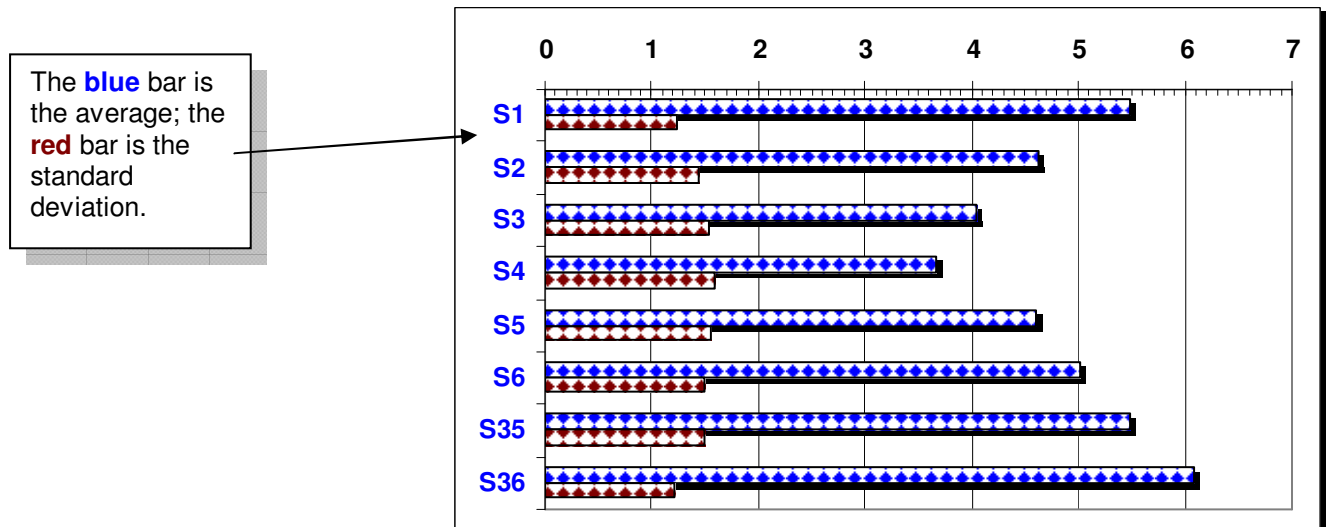
We usually focus on the **Mean (Average)** for each item. The responses here tell us that residents generally enjoy living in New Hanover County and would recommend it to others. As we typically see, they do not however feel as positive about the services provided by the County. We would note that in striving for excellence, you have chosen to word your satisfaction statements more positively than most. This set the bar higher, and might have given you lower ratings than if you had worded the statements differently.

The highest rated general item was S36, "I would recommend New Hanover Co. to my family & friends as a great place to *visit*." The lowest rated item was S4, "New Hanover County government spends my tax dollars wisely."

The **Valid N** represents the number of answers for each item. **Median** refers to the 'middlemost' score in a list of *rank-ordered* scores. For example, S2 has a median of 5.0. This tells us that at least half of the respondents gave an answer of '5' or higher and at least half of them gave us an answer of '5' or lower.

The **standard deviations** indicate the amount of variability in the answers. Ideally, you would want high averages and low standard deviations to the questions below, since this would mean *consistently* good ratings. See the **Distributions of Ratings**, on the following page.

|     | <b>Statements</b>   | <b>Valid N</b>      | <b>Mean</b>      | <b>Median</b>      | <b>Std. Dev.</b>        |
|-----|---|---------------------|------------------|--------------------|-------------------------|
|     | 1 = Strongly Disagree; 7 = Strongly Agree   | (Number Responding) | (Average Rating) | (Middlemost Score) | (Amount of Variability) |
| S1  | New Hanover County has a great quality of life.   | 558                 | 5.47             | 6.0                | 1.23                    |
| S2  | New Hanover County government provides quality services.                                    | 538                 | 4.63             | 5.0                | 1.43                    |
| S3  | New Hanover County government is efficient and effective.                                   | 529                 | 4.04             | 4.0                | 1.53                    |
| S4  | New Hanover County government spends my tax dollars wisely.                                 | 531                 | 3.66             | 4.0                | 1.59                    |
| S5  | New Hanover County is a great place to do business.   | 457                 | 4.60             | 5.0                | 1.56                    |
| S6  | I feel safe and secure in my New Hanover County community.                                  | 562                 | 5.01             | 5.0                | 1.50                    |
| S35 | I would recommend New Hanover Co. to my family & friends as a great place to <i>live</i> .  | 557                 | 5.49             | 6.0                | 1.49                    |
| S36 | I would recommend New Hanover Co. to my family & friends as a great place to <i>visit</i> . | 539                 | 6.09             | 6.0                | 1.22                    |

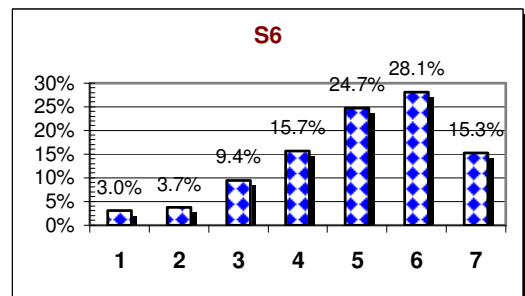
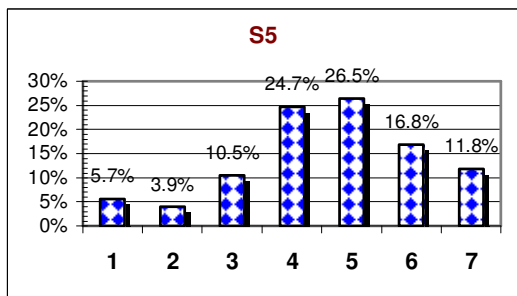
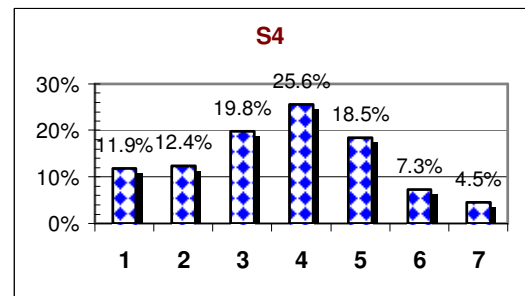
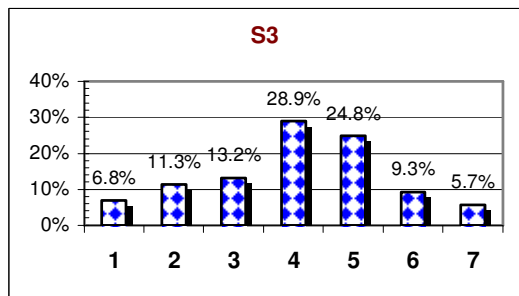
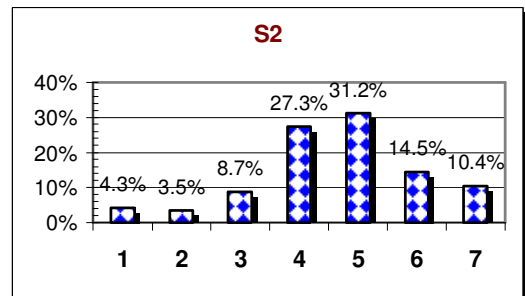
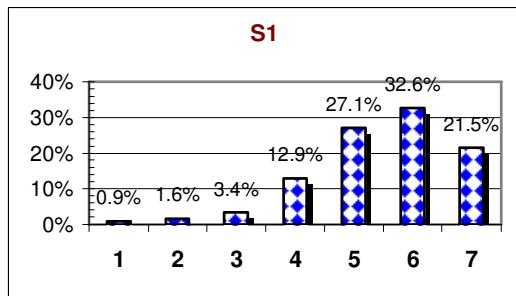


## Distributions of Ratings (General Rated Items)

The following tables and/or graphs are presented to show how many respondents rated each rated item a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can also gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

|     | <b>Statements</b><br>1 = Strongly Disagree; 7 = Strongly Agree                     | <b>Mean</b><br>(Average Rating) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------|---|
| S1  | New Hanover County has a great quality of life.                                    | 5.47                            | 1.23  |
| S2  | New Hanover County government provides quality services.                           | 4.63                            | 1.43  |
| S3  | New Hanover County government is efficient and effective.                          | 4.04                            | 1.53  |
| S4  | New Hanover County government spends my tax dollars wisely.                        | 3.66                            | 1.59  |
| S5  | New Hanover County is a great place to do business.                                | 4.60                            | 1.56  |
| S6  | I feel safe and secure in my New Hanover County community.                         | 5.01                            | 1.50  |
| S35 | I would recommend NH Co. to my family & friends as a great place to <i>live</i> .  | 5.49                            | 1.49  |
| S36 | I would recommend NH Co. to my family & friends as a great place to <i>visit</i> . | 6.09                            | 1.22  |

➤ Statements 35 & 36 are shown on the following page.

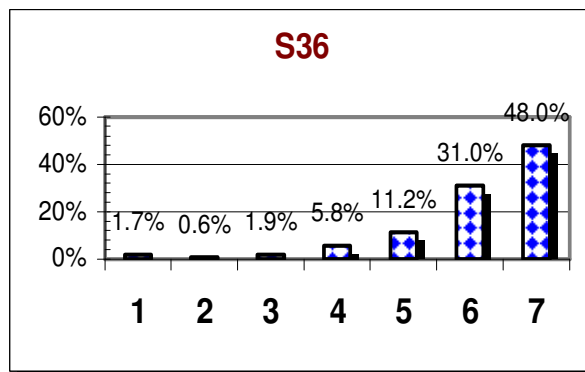
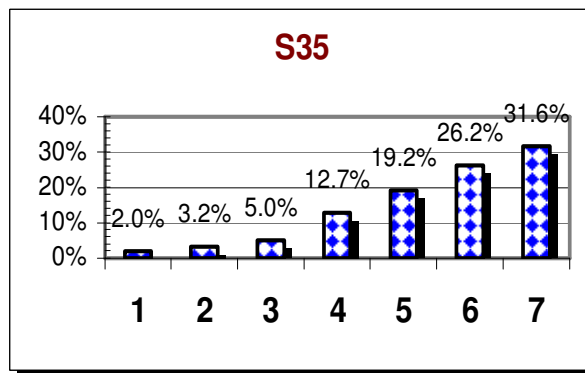


## Distributions of Ratings (General Rated Items) - *Continued*

|    | <b>Statements</b><br>1 = Poor; 7 = Excellent                | <b>Mean</b><br>(Average Rating) | <b>Std. Dev.</b><br>(Amount of Variability) |
|----|---|---------------------------------|---|
| S1 | New Hanover County has a great quality of life.             | 5.47                            | 1.23  |
| S2 | New Hanover County government provides quality services.    | 4.63                            | 1.43  |
| S3 | New Hanover County government is efficient and effective.   | 4.04                            | 1.53  |
| S4 | New Hanover County government spends my tax dollars wisely. | 3.66                            | 1.59  |
| S5 | New Hanover County is a great place to do business.         | 4.60                            | 1.56  |
| S6 | I feel safe and secure in my New Hanover County community.  | 5.01                            | 1.50  |

➤ Statements 1-6 are shown on the previous page.

|            |  |      |      |
|------------|--|------|------|
| <b>S35</b> | <b>I would recommend NH Co. to my family &amp; friends as a great place to <i>live</i>.</b>  | 5.49 | 1.49 |
| <b>S36</b> | <b>I would recommend NH Co. to my family &amp; friends as a great place to <i>visit</i>.</b> | 6.09 | 1.22 |





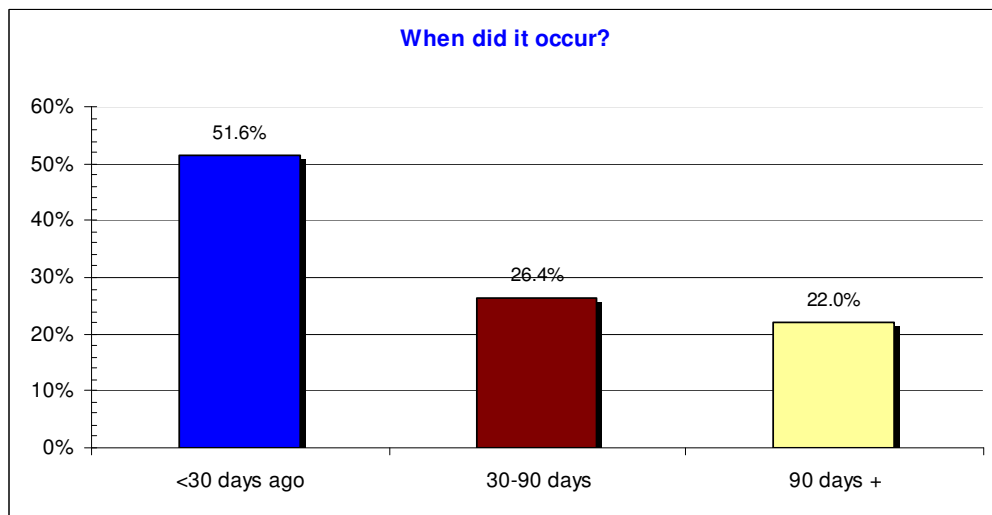
# Department Experiences Feedback

## All Departments Combined

Which one New Hanover County department or service did you *most recently* use? \_\_\_\_\_

|  | Count      | Percent      |
|--|------------|--------------|
| 911/Emergency Management               | 20         | 5.4          |
| Cape Fear Museum                       | 4          | 1.1          |
| Commissioners (includes County Clerk)  | 8          | 2.2          |
| County Manager's Office                | 1          | 0.3          |
| Development Services                   | 5          | 1.3          |
| Elections                              | 36         | 9.7          |
| Engineering                            | 1          | 0.3          |
| Environmental Management               | 37         | 10.0         |
| Fire Services                          | 4          | 1.1          |
| Health                                 | 13         | 3.5          |
| Library                                | 33         | 8.9          |
| Parks/Gardens & Senior Resource Center | 23         | 6.2          |
| Planning & Inspections                 | 20         | 5.4          |
| Register of Deeds                      | 8          | 2.2          |
| Sheriff                                | 45         | 12.1         |
| Social Services                        | 24         | 6.5          |
| Tax                                    | 53         | 14.3         |
| Cape Fear Public Utilities             | 36         | 9.7          |
| <b>Totals</b>                          | <b>371</b> | <b>100.0</b> |

| When did that experience occur? | Count      | Percent of Responses |
|---------------------------------|------------|----------------------|
| Less than 30 days ago           | 213        | 51.6%                |
| 30-90 days ago                  | 109        | 26.4%                |
| More than 90 days ago           | 91         | 22.0%                |
| <b>Totals</b>                   | <b>413</b> | <b>100.0%</b>        |



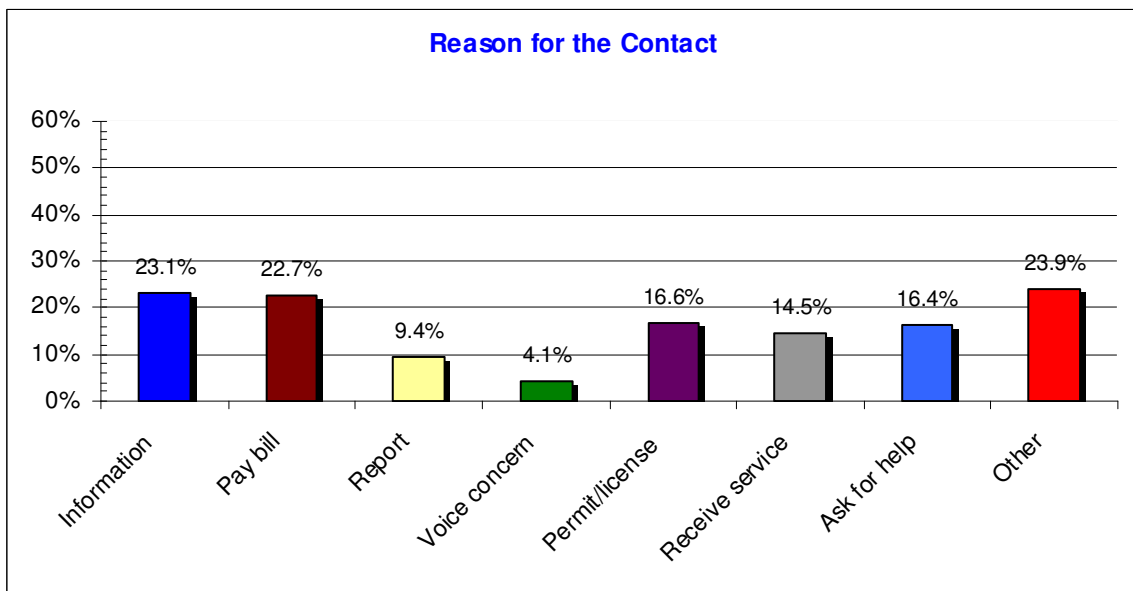
# Department Experiences Feedback

## All Departments Combined (Continued)

Please check the reason you contacted the County. (Check all that apply)

| Reason                                   | Count      | Percent of the 415 respondents who named a department |
|--|------------|---|
| Get information                          | 96         | 23.1%   |
| Pay a bill                               | 94         | 22.7%   |
| Report something                         | 39         | 9.4%  |
| Voice a concern                          | 17         | 4.1%  |
| Obtain a permit or license               | 69         | 16.6%   |
| Request, receive, schedule a service     | 60         | 14.5%   |
| Ask for help                             | 68         | 16.4%   |
| *Other, please list (shown on next page) | 99         | 23.9%   |
| <b>Totals</b>                            | <b>542</b> | <b>NA</b>   |

\* 25 of these were related to voting.



# Department Experiences Feedback

You may want to include these in the specific counts on the previous page.

| Reason for Contact (These wrote in beside OTHER)   |   |
|--|---|
| Ambulance  | Medical emergency                       |
| Ambulance, EMT   | Museum visit                            |
| Animal control   | New car registration                    |
| Animal control   | Normal library use                      |
| Apartment robbed in March  | Obtain address for voting               |
| Ask where to dispose of paint  | Obtain new card                         |
| Book sale  | Obtain services                         |
| Borrow a book  | Pleasure                                |
| Car property tax   | Pleasure                                |
| Change address   | Quality of life                         |
| Civil unit   | Rat poison                              |
| Conceal & carry  | Recreation                              |
| Confirm change of address on tax bill  | Recreation                              |
| Dispute company value  | Recreation                              |
| Divorce court  | Recycling container                     |
| Dog license Wrongful fine  | Recycling                               |
| Dump trash   | Rent a book                             |
| Emergency  | Rent books                              |
| Emergency  | Reserve book                            |
| Enjoying the gardens   | Reserve books                           |
| Enjoyment  | Roads, hospital                         |
| Family education   | Settlement bill                         |
| Finding recycling spots in county  | Sheriff's dept                          |
| Flu shot   | Small claims court                      |
| Flu vaccine  | Socializing                             |
| Get books  | Stickers                                |
| Get recycling bin  | Tax question                            |
| Health service   | Trash can - been 10 days still no can   |
| Horrible amount on water bill  | Trying to keep Medicaid                 |
| I did not contact the county, the county contacted me at 3:00 am   | Use library                             |
| I have received notices of code violations when I was not the owner or responsible party No one checked the title! | Visit                                   |
| Inspect new heat pump  | Visited recycling center                |
| Jury duty  | Volunteer/book sale/loan                |
| Library rules  | <a href="#">Voting related (25 ppl)</a> |
| Library stuff  | Voting info & estate tax info           |
| Mail ballot  | Water leak at home                      |
| Medicaid renewal   |   |



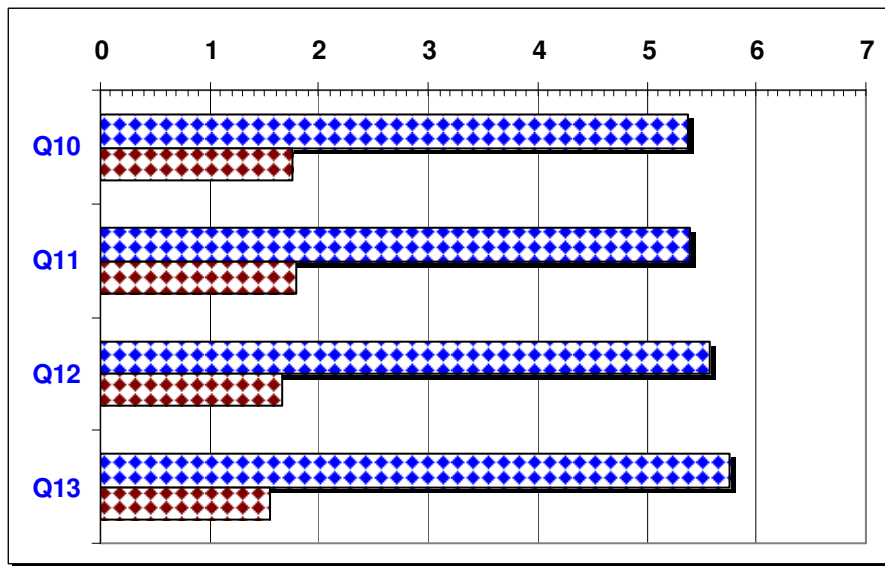
# Department Experiences Feedback

## All Departments Combined (Continued)

|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 435                            | <b>5.37</b>              | 6.0                          | 1.76                                 |
| S11 | Being served in a timely manner             | 428                            | <b>5.39</b>              | 6.0                          | 1.79                                 |
| S12 | Being given the correct information         | 417                            | <b>5.58</b>              | 6.0                          | 1.66                                 |
| S13 | Being treated with respect                  | 426                            | <b>5.76</b>              | 6.0                          | 1.56                                 |

Graph Note: The **blue** line is the mean. The **red** line is the standard deviation.

- Items S11, S12 and S13 are all important predictors of overall satisfaction. For your respondents, “being given the correct information” was the best predictor of the three.



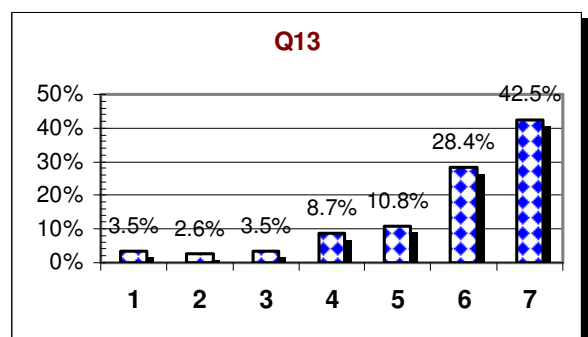
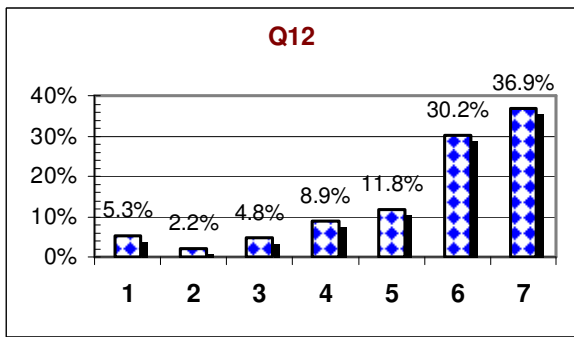
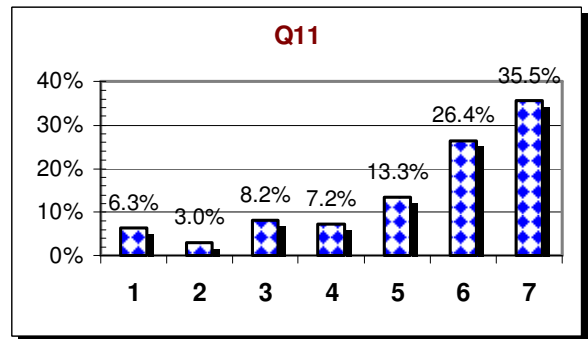
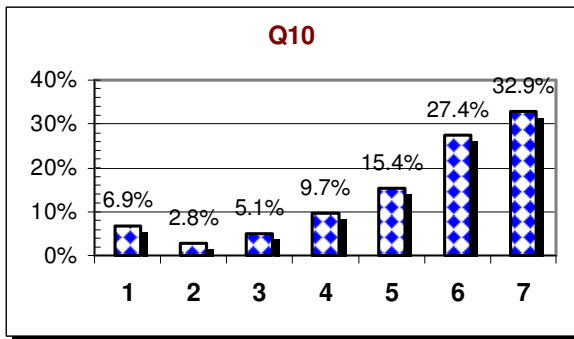
# Department Experiences Feedback

## All Departments Combined (Continued)

### Distributions of Ratings (Department Experiences Feedback)

The following tables and/or graphs are presented to show how many respondents rated each rated item a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can also gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

|     | <b>Statements</b><br><small>1 = Strongly Disagree; 7 = Strongly Agree</small> | <b>Mean</b><br><small>(Average Rating)</small> | <b>Std. Dev.</b><br><small>(Amount of Variability)</small> |
|-----|---|--|--|
| S10 | Your overall experience with the department                                   | <b>5.37</b>                                    | 1.76   |
| S11 | Being served in a timely manner   | <b>5.39</b>                                    | 1.79   |
| S12 | Being given the correct information   | <b>5.58</b>                                    | 1.66   |
| S13 | Being treated with respect  | <b>5.76</b>                                    | 1.56   |



# Department Experiences Feedback Broken Out by Department

## All Departments

➤ Here again is the table showing the results for all departments combined.

|     | <b>Statements</b><br>1 = Poor; 7 = Excellent | <b>Valid N</b><br>(Number Responding) | <b>Mean</b><br>(Average Rating) | <b>Median</b><br>(Middlemost Score) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------------|---------------------------------|-------------------------------------|---|
| S10 | Your overall experience with the department  | 435                                   | <b>5.37</b>                     | 6.0                                 | 1.76  |
| S11 | Being served in a timely manner              | 428                                   | <b>5.39</b>                     | 6.0                                 | 1.79  |
| S12 | Being given the correct information          | 417                                   | <b>5.58</b>                     | 6.0                                 | 1.66  |
| S13 | Being treated with respect                   | 426                                   | <b>5.76</b>                     | 6.0                                 | 1.56  |

## By Department

- Here we break out the results by department.
- Please note: Some departments had very small sample sizes.

| DEPT                                   | S10         |            | S11         |            | S12         |            | S13         |            |
|--|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
|  | Mean        | Valid N    | Mean        | Valid N    | Mean        | Valid N    | Mean        | Valid N    |
| 911/Emergency Mgt.                     | <b>6.16</b> | 19         | <b>6.05</b> | 19         | <b>6.11</b> | 18         | <b>6.00</b> | 18         |
| Cape Fear Museum                       | <b>6.75</b> | 4          | <b>7.00</b> | 4          | <b>7.00</b> | 4          | <b>7.00</b> | 4          |
| Commissioners (includes County Clerk)  | <b>4.75</b> | 8          | <b>4.50</b> | 8          | <b>5.00</b> | 8          | <b>5.38</b> | 8          |
| County Manager's Office                | <b>7.00</b> | 1          | <b>7.00</b> | 1          | <b>7.00</b> | 1          | <b>7.00</b> | 1          |
| Development Services                   | <b>6.00</b> | 5          | <b>6.25</b> | 4          | <b>5.75</b> | 4          | <b>6.60</b> | 5          |
| Elections                              | <b>5.66</b> | 35         | <b>6.03</b> | 34         | <b>6.03</b> | 33         | <b>6.11</b> | 35         |
| Engineering                            | <b>5.00</b> | 1          | <b>4.00</b> | 1          | <b>3.00</b> | 1          | <b>6.00</b> | 1          |
| Environmental Mgt.                     | <b>5.32</b> | 34         | <b>5.09</b> | 34         | <b>5.61</b> | 33         | <b>5.73</b> | 33         |
| Fire Services                          | <b>6.25</b> | 4          | <b>6.50</b> | 4          | <b>6.25</b> | 4          | <b>6.25</b> | 4          |
| Health                                 | <b>4.50</b> | 12         | <b>4.08</b> | 12         | <b>4.75</b> | 12         | <b>5.50</b> | 12         |
| Library                                | <b>6.33</b> | 30         | <b>6.50</b> | 30         | <b>6.45</b> | 29         | <b>6.50</b> | 30         |
| Parks/Gardens & Senior Resource Center | <b>6.00</b> | 17         | <b>6.00</b> | 14         | <b>6.07</b> | 14         | <b>6.20</b> | 15         |
| Planning & Inspections                 | <b>4.65</b> | 20         | <b>4.60</b> | 20         | <b>4.90</b> | 20         | <b>5.20</b> | 20         |
| Register of Deeds                      | <b>6.00</b> | 8          | <b>6.38</b> | 8          | <b>5.75</b> | 8          | <b>6.13</b> | 8          |
| Sheriff                                | <b>5.40</b> | 45         | <b>5.48</b> | 44         | <b>5.60</b> | 43         | <b>5.80</b> | 44         |
| Social Services                        | <b>4.71</b> | 24         | <b>4.63</b> | 24         | <b>5.35</b> | 23         | <b>5.22</b> | 23         |
| Tax                                    | <b>5.25</b> | 52         | <b>5.41</b> | 51         | <b>5.63</b> | 51         | <b>5.67</b> | 51         |
| <b>Cape Fear Pub Utilities</b>         | <b>4.03</b> | <b>36</b>  | <b>4.19</b> | <b>36</b>  | <b>4.26</b> | <b>35</b>  | <b>4.56</b> | <b>36</b>  |
| <b>All Groups</b>                      | <b>5.32</b> | <b>355</b> | <b>5.37</b> | <b>348</b> | <b>5.55</b> | <b>341</b> | <b>5.71</b> | <b>348</b> |



## Department Experiences Feedback Broken Out by Department (Continued)

### Departments with 10 or more respondents

This page may give you some areas to explore further. But, we would caution to not *compare* departments, since it's easier to please customers in some departments than others. For example, with community-wide surveys, fire departments and libraries almost always get higher ratings than law enforcement.

| <b>Statements</b>       |   |
|-------------------------|---|
| 1 = Poor; 7 = Excellent |   |
| S10                     | Your overall experience with the department |
| S11                     | Being served in a timely manner             |
| S12                     | Being given the correct information         |
| S13                     | Being treated with respect                  |

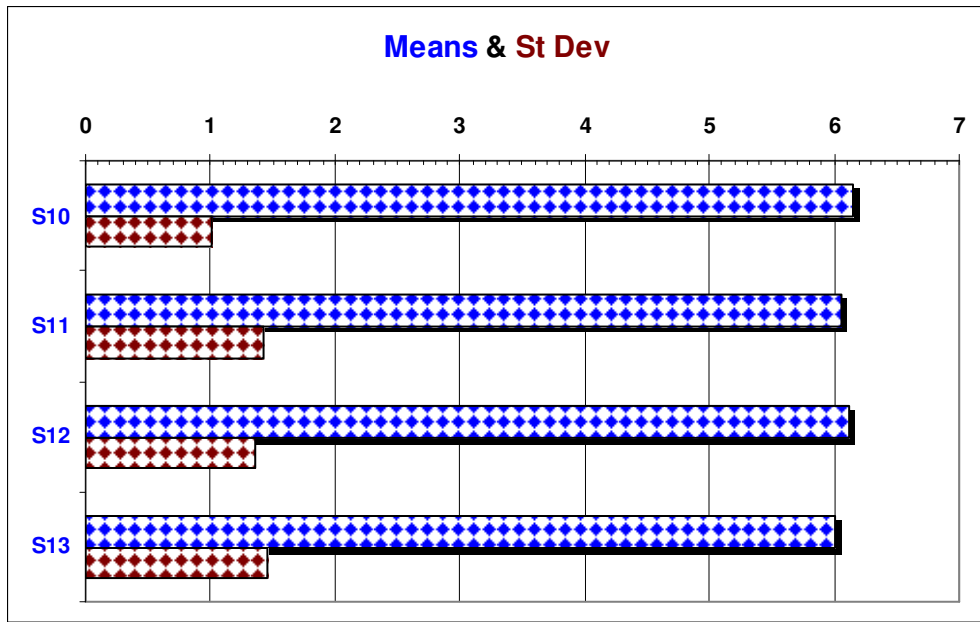
| DEPT                                   | S10         |            | S11         |            | S12         |            | S13         |            |
|--|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
|  | Mean        | Valid N    | Mean        | Valid N    | Mean        | Valid N    | Mean        | Valid N    |
| 911/Emergency Management               | <b>6.16</b> | 19         | <b>6.05</b> | 19         | <b>6.11</b> | 18         | <b>6.00</b> | 18         |
| Elections                              | <b>5.66</b> | 35         | <b>6.03</b> | 34         | <b>6.03</b> | 33         | <b>6.11</b> | 35         |
| Environmental Management               | <b>5.32</b> | 34         | <b>5.09</b> | 34         | <b>5.61</b> | 33         | <b>5.73</b> | 33         |
| Health                                 | <b>4.50</b> | 12         | <b>4.08</b> | 12         | <b>4.75</b> | 12         | <b>5.50</b> | 12         |
| Library                                | <b>6.33</b> | 30         | <b>6.50</b> | 30         | <b>6.45</b> | 29         | <b>6.50</b> | 30         |
| Parks/Gardens & Senior Resource Center | <b>6.00</b> | 17         | <b>6.00</b> | 14         | <b>6.07</b> | 14         | <b>6.20</b> | 15         |
| Planning & Inspections                 | <b>4.65</b> | 20         | <b>4.60</b> | 20         | <b>4.90</b> | 20         | <b>5.20</b> | 20         |
| Sheriff                                | <b>5.40</b> | 45         | <b>5.48</b> | 44         | <b>5.60</b> | 43         | <b>5.80</b> | 44         |
| Social Services                        | <b>4.71</b> | 24         | <b>4.63</b> | 24         | <b>5.35</b> | 23         | <b>5.22</b> | 23         |
| *Cape Fear Public Utilities            | <b>4.03</b> | 36         | <b>4.19</b> | 36         | <b>4.26</b> | 35         | <b>4.56</b> | 36         |
| Tax                                    | <b>5.25</b> | 52         | <b>5.41</b> | 51         | <b>5.63</b> | 51         | <b>5.67</b> | 51         |
| <b>All Groups</b>                      | <b>5.32</b> | <b>355</b> | <b>5.37</b> | <b>348</b> | <b>5.55</b> | <b>341</b> | <b>5.71</b> | <b>348</b> |



# Department Experiences Feedback Broken Out by Department (Continued)

## 911/Emergency Management

|     | <b>Statements</b><br>1 = Poor; 7 = Excellent | <b>Valid N</b><br>(Number Responding) | <b>Mean</b><br>(Average Rating) | <b>Median</b><br>(Middlemost Score) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------------|---------------------------------|-------------------------------------|---|
| S10 | Your overall experience with the department  | 19                                    | 6.16                            | 7.0                                 | 1.01  |
| S11 | Being served in a timely manner              | 19                                    | 6.05                            | 6.0                                 | 1.43  |
| S12 | Being given the correct information          | 18                                    | 6.11                            | 7.0                                 | 1.37  |
| S13 | Being treated with respect                   | 18                                    | 6.00                            | 6.5                                 | 1.46  |

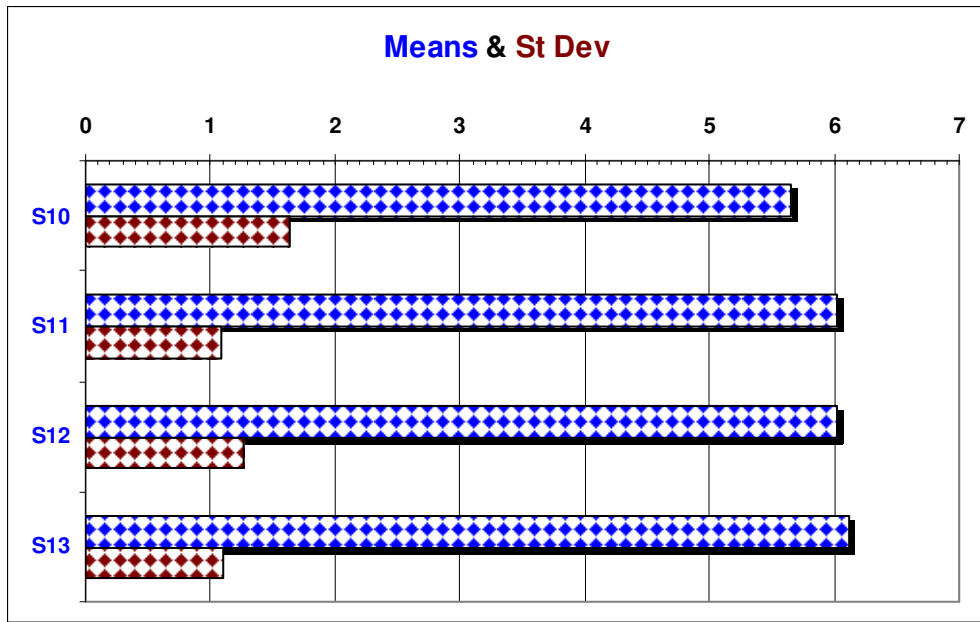




# Department Experiences Feedback Broken Out by Department (Continued)

## Elections Department

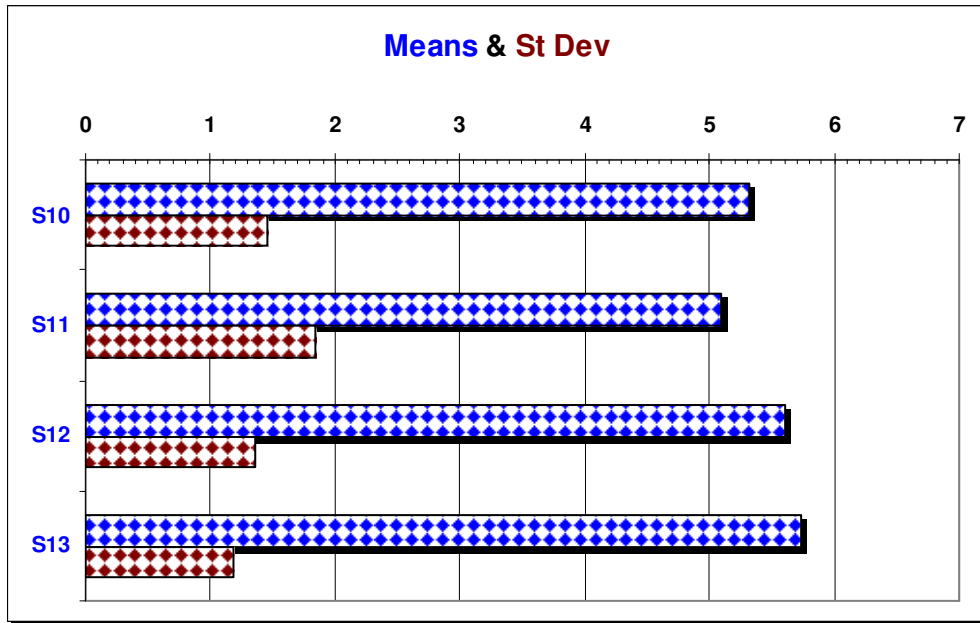
|     | <b>Statements</b><br>1 = Poor; 7 = Excellent | <b>Valid N</b><br>(Number Responding) | <b>Mean</b><br>(Average Rating) | <b>Median</b><br>(Middlemost Score) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------------|---------------------------------|-------------------------------------|---|
| S10 | Your overall experience with the department  | 35                                    | 5.66                            | 6.0                                 | 1.63  |
| S11 | Being served in a timely manner              | 34                                    | 6.03                            | 6.0                                 | 1.09  |
| S12 | Being given the correct information          | 33                                    | 6.03                            | 6.0                                 | 1.26  |
| S13 | Being treated with respect                   | 35                                    | 6.11                            | 6.0                                 | 1.11  |



## Department Experiences Feedback Broken Out by Department (Continued)

### Environmental Management Department

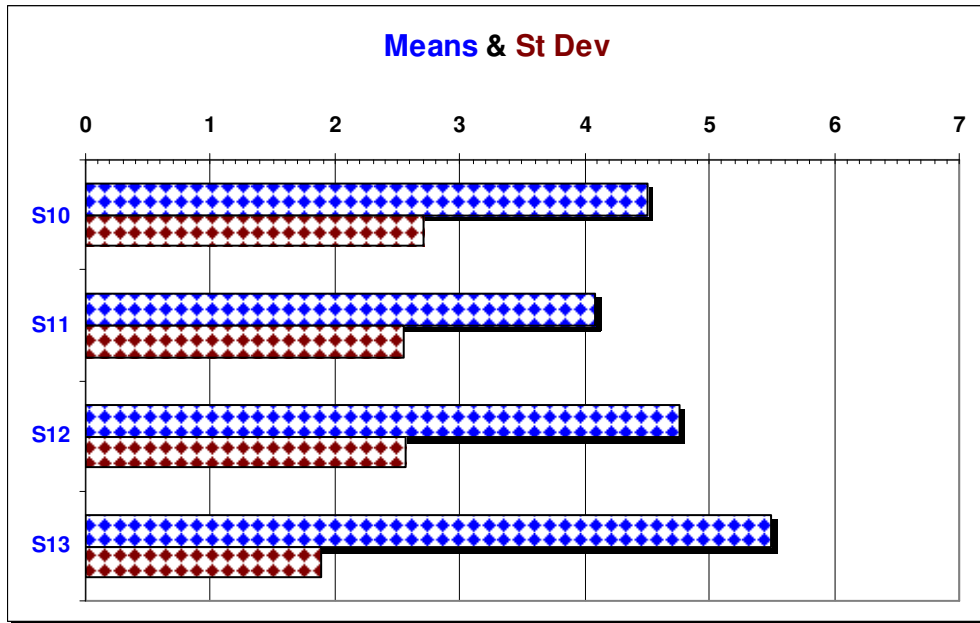
|     | <b>Statements</b><br>1 = Poor; 7 = Excellent | <b>Valid N</b><br>(Number Responding) | <b>Mean</b><br>(Average Rating) | <b>Median</b><br>(Middlemost Score) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------------|---------------------------------|-------------------------------------|---|
| S10 | Your overall experience with the department  | 34                                    | 5.32                            | 6.0                                 | 1.45  |
| S11 | Being served in a timely manner              | 34                                    | 5.09                            | 6.0                                 | 1.85  |
| S12 | Being given the correct information          | 33                                    | 5.61                            | 6.0                                 | 1.37  |
| S13 | Being treated with respect                   | 33                                    | 5.73                            | 6.0                                 | 1.18  |



# Department Experiences Feedback Broken Out by Department (Continued)

## Health Department

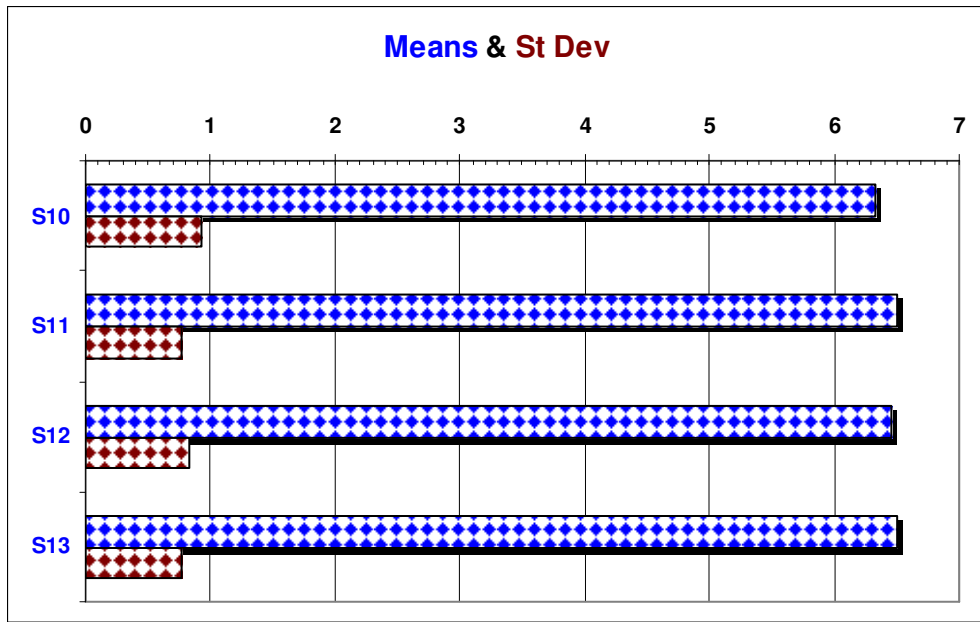
|     | <b>Statements</b><br>1 = Poor; 7 = Excellent | <b>Valid N</b><br>(Number Responding) | <b>Mean</b><br>(Average Rating) | <b>Median</b><br>(Middlemost Score) | <b>Std. Dev.</b><br>(Amount of Variability) |
|-----|--|---------------------------------------|---------------------------------|-------------------------------------|---|
| S10 | Your overall experience with the department  | 12                                    | 4.50                            | 5.0                                 | 2.71  |
| S11 | Being served in a timely manner              | 12                                    | 4.08                            | 5.0                                 | 2.54  |
| S12 | Being given the correct information          | 12                                    | 4.75                            | 5.5                                 | 2.56  |
| S13 | Being treated with respect                   | 12                                    | 5.50                            | 6.0                                 | 1.88  |



# Department Experiences Feedback Broken Out by Department (Continued)

## Library

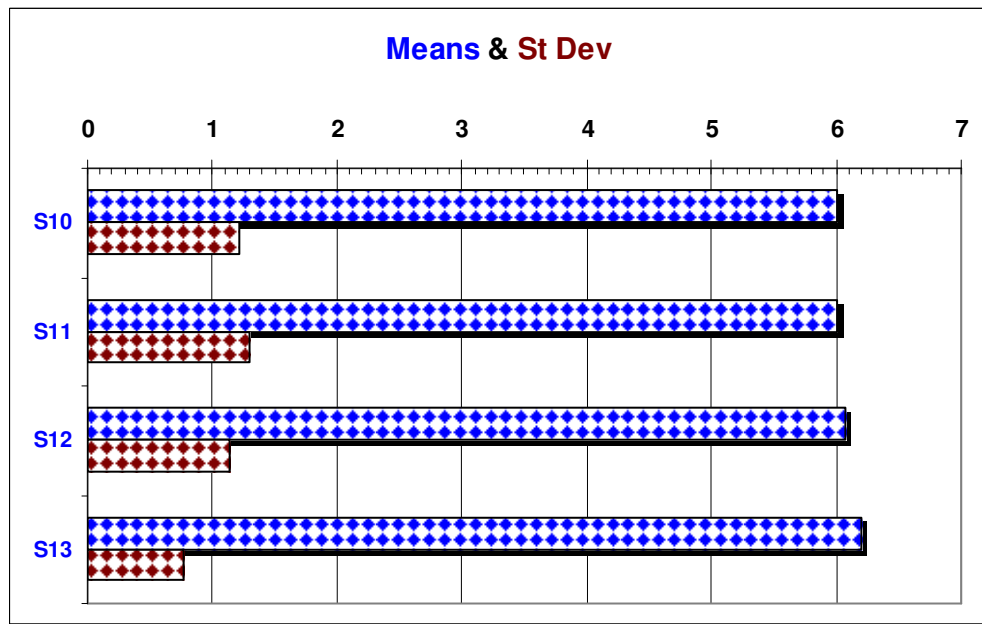
|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 30                             | 6.33                     | 7.0                          | 0.92                                 |
| S11 | Being served in a timely manner             | 30                             | 6.50                     | 7.0                          | 0.78                                 |
| S12 | Being given the correct information         | 29                             | 6.45                     | 7.0                          | 0.83                                 |
| S13 | Being treated with respect                  | 30                             | 6.50                     | 7.0                          | 0.78                                 |



## Department Experiences Feedback Broken Out by Department (Continued)

### Parks/Gardens & Senior Resource Center

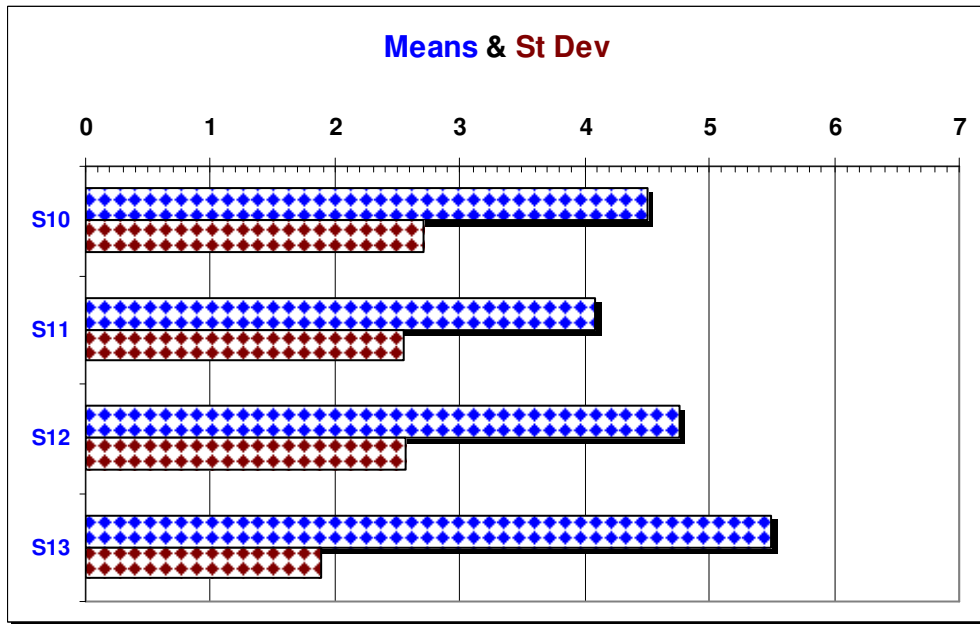
|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number<br>Responding) | Mean<br>(Average<br>Rating) | Median<br>(Middlemost<br>Score) | Std. Dev.<br>(Amount of<br>Variability) |
|-----|---|-----------------------------------|-----------------------------|---------------------------------|---|
| S10 | Your overall experience with the department | 17                                | 6.00                        | 6.0                             | 1.22                                    |
| S11 | Being served in a timely manner             | 14                                | 6.00                        | 6.5                             | 1.30                                    |
| S12 | Being given the correct information         | 14                                | 6.07                        | 6.0                             | 1.14                                    |
| S13 | Being treated with respect                  | 15                                | 6.20                        | 6.0                             | 0.77                                    |



# Department Experiences Feedback Broken Out by Department (Continued)

## Planning & Inspections Department

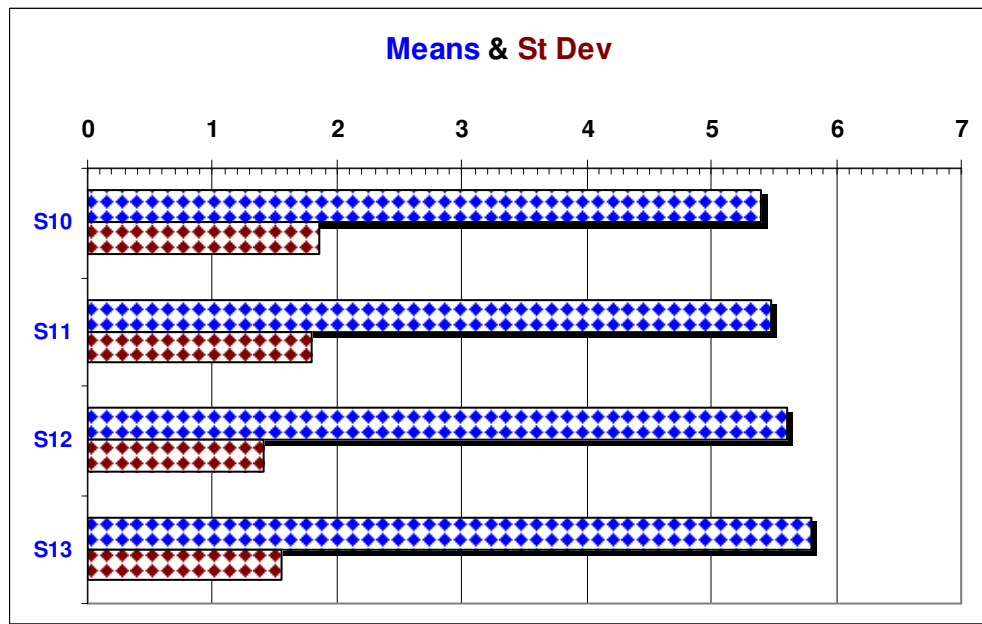
|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 20                             | 4.65                     | 5.0                          | 2.11                                 |
| S11 | Being served in a timely manner             | 20                             | 4.60                     | 5.0                          | 2.11                                 |
| S12 | Being given the correct information         | 20                             | 4.90                     | 6.0                          | 2.20                                 |
| S13 | Being treated with respect                  | 20                             | 5.20                     | 5.0                          | 1.79                                 |



# Department Experiences Feedback Broken Out by Department (Continued)

## Sheriff's Department

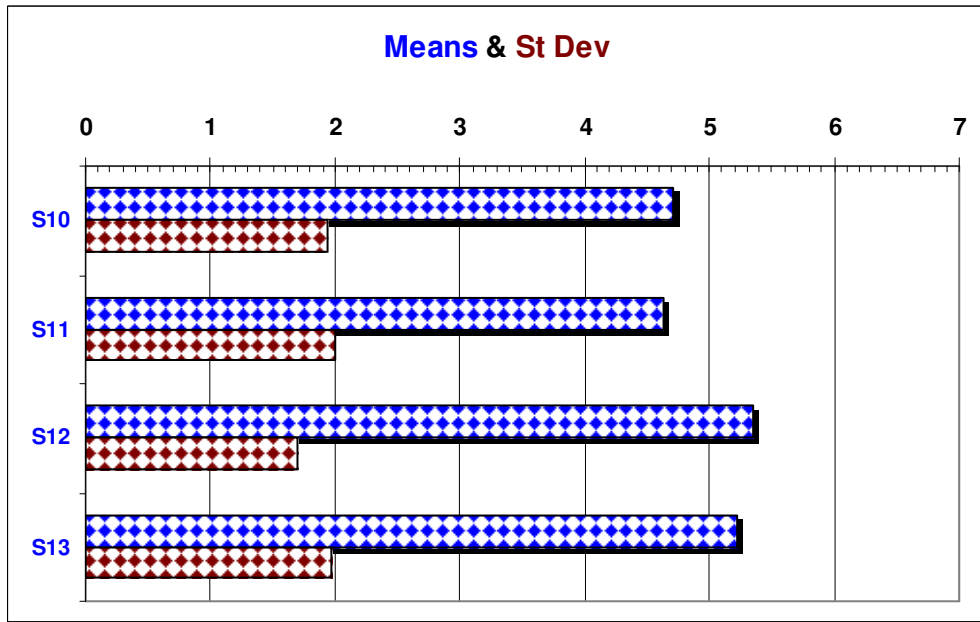
|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 45                             | 5.40                     | 6.0                          | 1.86                                 |
| S11 | Being served in a timely manner             | 44                             | 5.48                     | 6.0                          | 1.80                                 |
| S12 | Being given the correct information         | 43                             | 5.60                     | 6.0                          | 1.42                                 |
| S13 | Being treated with respect                  | 44                             | 5.80                     | 6.0                          | 1.55                                 |



# Department Experiences Feedback Broken Out by Department (Continued)

## Social Services Department

|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 24                             | 4.71                     | 5.0                          | 1.94                                 |
| S11 | Being served in a timely manner             | 24                             | 4.63                     | 5.0                          | 2.00                                 |
| S12 | Being given the correct information         | 23                             | 5.35                     | 6.0                          | 1.70                                 |
| S13 | Being treated with respect                  | 23                             | 5.22                     | 6.0                          | 1.98                                 |

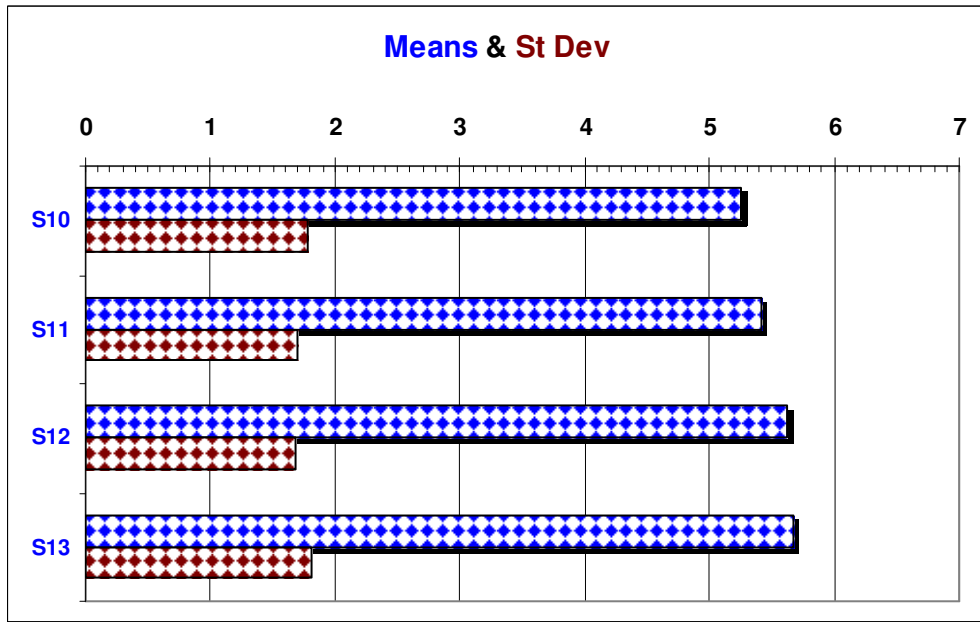




# Department Experiences Feedback Broken Out by Department (Continued)

## Tax Department

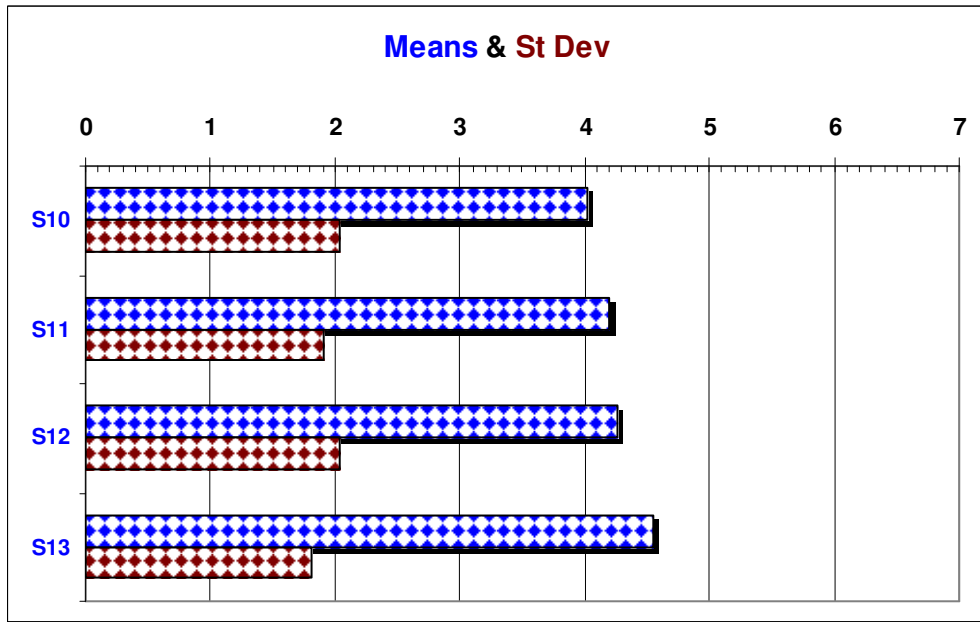
|     | Statements<br><small>1 = Poor; 7 = Excellent</small> | Valid N<br><small>(Number Responding)</small> | Mean<br><small>(Average Rating)</small> | Median<br><small>(Middlemost Score)</small> | Std. Dev.<br><small>(Amount of Variability)</small> |
|-----|--|---|---|---|---|
| S10 | Your overall experience with the department          | 52  | 5.25                                    | 6.0   | 1.78  |
| S11 | Being served in a timely manner                      | 51  | 5.41                                    | 6.0   | 1.70  |
| S12 | Being given the correct information                  | 51  | 5.63                                    | 6.0   | 1.68  |
| S13 | Being treated with respect                           | 51  | 5.67                                    | 6.0   | 1.81  |



# Department Experiences Feedback Broken Out by Department (Continued)

## Cape Fear Public Utilities

|     | Statements<br>1 = Poor; 7 = Excellent       | Valid N<br>(Number Responding) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) |
|-----|---|--------------------------------|--------------------------|------------------------------|--------------------------------------|
| S10 | Your overall experience with the department | 36                             | 4.03                     | 4.0                          | 2.04                                 |
| S11 | Being served in a timely manner             | 36                             | 4.19                     | 4.0                          | 1.91                                 |
| S12 | Being given the correct information         | 35                             | 4.26                     | 4.0                          | 2.03                                 |
| S13 | Being treated with respect                  | 36                             | 4.56                     | 5.0                          | 1.81                                 |



## Other County Services Rated (All Respondents)

|     |  | Rating on a 1-7 Scale |                                     |                          |                              |                                      | Service Valuable? |    |       |
|-----|--|-----------------------|-------------------------------------|--------------------------|------------------------------|--------------------------------------|-------------------|----|-------|
|     | Statements   | Have Used             | Valid N<br>(Number Rating the Item) | Mean<br>(Average Rating) | Median<br>(Middlemost Score) | Std. Dev.<br>(Amount of Variability) | Yes               | No | % Yes |
|     | 1 = Strongly Disagree; 7 = Strongly Agree  |                       |                                     |                          |                              |                                      |                   |    |       |
| Q14 | * The County's Developmental Services provides efficient, helpful customer service.  | 41                    | 124                                 | 4.62                     | 4                            | 1.61                                 | 114               | 26 | 81.4% |
| Q15 | Building Inspections helps me comply with codes & ordinances.                        | 132                   | 206                                 | 4.81                     | 5                            | 1.75                                 | 212               | 20 | 91.4% |
| Q16 | The County does a good job of land use planning.                                     | 61                    | 272                                 | 3.48                     | 3.5                          | 1.72                                 | 181               | 23 | 88.7% |
| Q17 | The County is effective with economic development.                                   | 51                    | 266                                 | 3.48                     | 3                            | 1.70                                 | 163               | 27 | 85.8% |
| Q18 | The County's 911 Center dispatches assistance quickly.                               | 162                   | 291                                 | 5.89                     | 6                            | 1.40                                 | 297               | 3  | 99.0% |
| Q19 | The County's Fire Department provides quality fire and rescue services where I live. | 83                    | 270                                 | 6.08                     | 6                            | 1.28                                 | 264               | 7  | 97.4% |
| Q20 | The County provides quality public <i>health</i> services.                           | 122                   | 264                                 | 5.14                     | 5                            | 1.65                                 | 245               | 17 | 93.5% |
| Q21 | The County provides quality public <i>social</i> services.                           | 67                    | 221                                 | 4.71                     | 5                            | 1.77                                 | 208               | 24 | 89.7% |
| Q22 | The County provides quality <i>solid waste</i> services.                             | 197                   | 334                                 | 4.76                     | 5                            | 1.87                                 | 280               | 20 | 93.3% |
| Q23 | The Senior Resource Center provides quality programs & services.                     | 91                    | 238                                 | 5.16                     | 6                            | 1.17                                 | 227               | 24 | 90.4% |
| Q24 | The County has quality public libraries.   | 343                   | 459                                 | 5.93                     | 6                            | 1.27                                 | 396               | 15 | 96.4% |
| Q25 | The County has quality public schools.   | 195                   | 371                                 | 4.65                     | 5                            | 1.77                                 | 310               | 15 | 95.4% |
| Q26 | The County has a quality community college.  | 199                   | 402                                 | 6.06                     | 6                            | 1.09                                 | 360               | 9  | 97.6% |
| Q27 | The Cape Fear Museum is a quality museum.  | 235                   | 370                                 | 5.63                     | 6                            | 1.34                                 | 307               | 36 | 89.5% |
| Q28 | The County provides quality parks and gardens.                                       | 354                   | 480                                 | 5.84                     | 6                            | 1.23                                 | 422               | 13 | 97.0% |
| Q29 | The Cooperative Extension/Arboretum provides quality programs & services.            | 224                   | 369                                 | 5.93                     | 6                            | 1.13                                 | 317               | 23 | 93.2% |

\* This statement should have read "Development Services" rather than "Developmental Services". It is likely that some respondents were not sure what this statement was referring to.

## Other County Services Rated (Comparing Have Used vs. Have Not Used)

Note: Not everyone on the previous page who said they HAVE used a service also gave that service a rating.

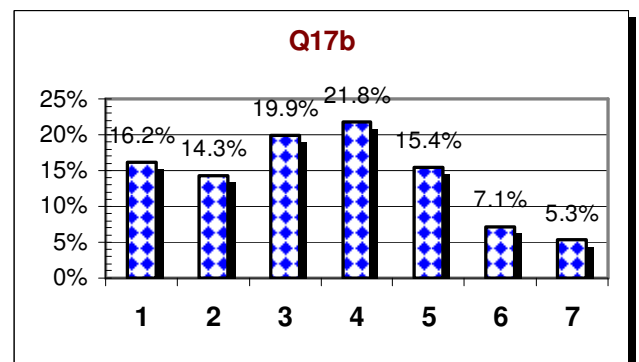
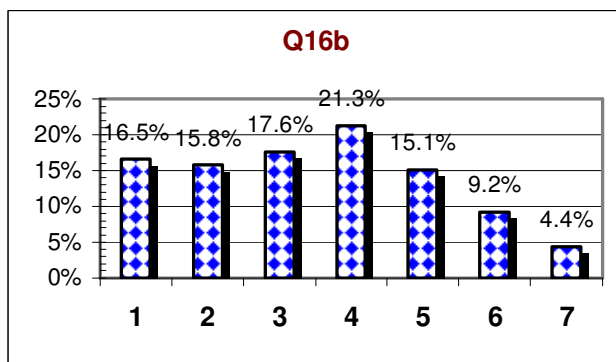
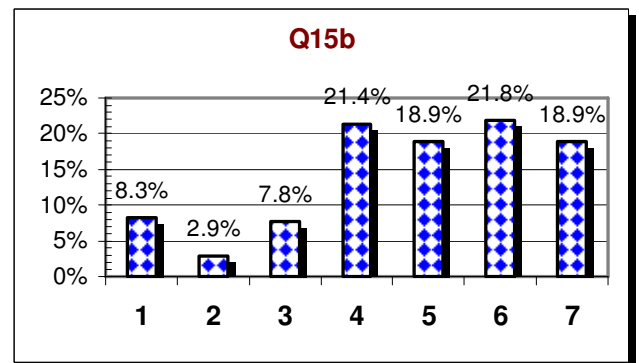
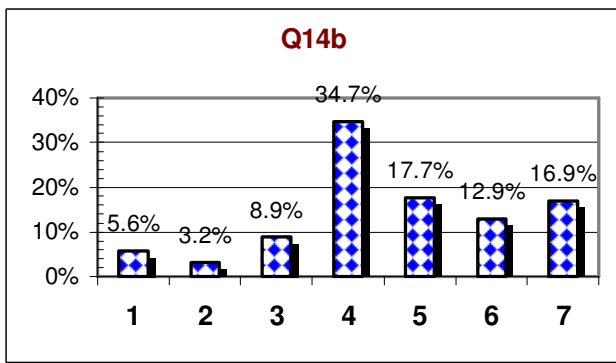
|     | Statements   | HAVE Used |      | Service Valuable? |    | Have NOT Used |      | Service Valuable? |    |
|-----|--|-----------|------|-------------------|----|---------------|------|-------------------|----|
|     |  | Count     | Mean | Yes               | No | Count         | Mean | Yes               | No |
|     | 1 = Strongly Disagree<br>7 = Strongly Agree  |           |      |                   |    |               |      |                   |    |
| Q14 | * The County's Developmental Services provides efficient, helpful customer service.  | 35        | 4.97 | 28                | 4  | 89            | 4.48 | 86                | 22 |
| Q15 | Building Inspections helps me comply with codes & ordinances.                        | 122       | 4.80 | 109               | 11 | 83            | 4.88 | 103               | 9  |
| Q16 | The County does a good job of land use planning.                                     | 58        | 3.19 | 40                | 6  | 214           | 3.56 | 141               | 17 |
| Q17 | The County is effective with economic development.                                   | 48        | 2.92 | 30                | 10 | 218           | 3.61 | 133               | 17 |
| Q18 | The County's 911 Center dispatches assistance quickly.                               | 152       | 6.26 | 146               | 1  | 139           | 5.49 | 151               | 2  |
| Q19 | The County's Fire Department provides quality fire and rescue services where I live. | 75        | 6.67 | 77                | 1  | 195           | 5.86 | 187               | 6  |
| Q20 | The County provides quality public <i>health</i> services.                           | 115       | 5.73 | 113               | 2  | 148           | 4.70 | 132               | 15 |
| Q21 | The County provides quality public <i>social</i> services.                           | 60        | 5.48 | 61                | 1  | 161           | 4.42 | 147               | 23 |
| Q22 | The County provides quality <i>solid</i> waste services.                             | 181       | 5.01 | 163               | 8  | 153           | 4.46 | 117               | 12 |
| Q23 | The Senior Resource Center provides quality programs & services.                     | 80        | 5.59 | 77                | 4  | 158           | 4.94 | 150               | 20 |
| Q24 | The County has quality public libraries.   | 323       | 6.03 | 296               | 7  | 135           | 5.73 | 99                | 8  |
| Q25 | The County has quality public schools.   | 189       | 4.96 | 167               | 4  | 182           | 4.34 | 143               | 11 |
| Q26 | The County has a quality community college.  | 195       | 6.11 | 183               | 4  | 207           | 6.01 | 177               | 5  |
| Q27 | The Cape Fear Museum is a quality museum.  | 230       | 5.86 | 203               | 10 | 140           | 5.26 | 104               | 26 |
| Q28 | The County provides quality parks and gardens.                                       | 348       | 5.92 | 324               | 5  | 132           | 5.62 | 98                | 8  |
| Q29 | The Cooperative Extension/Arboretum provides quality programs & services.            | 219       | 6.16 | 201               | 6  | 149           | 5.62 | 115               | 17 |

\* This statement should have read "Development Services" rather than "Developmental Services". It is likely that some respondents were not sure what this statement was referring to.

# Other County Services Rated (Distributions of Ratings)

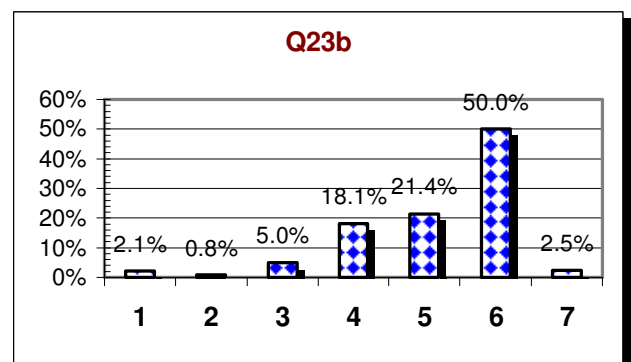
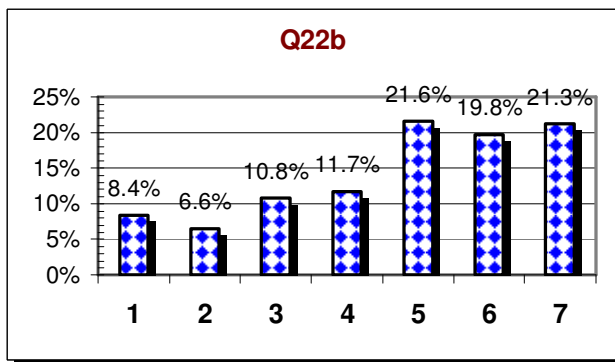
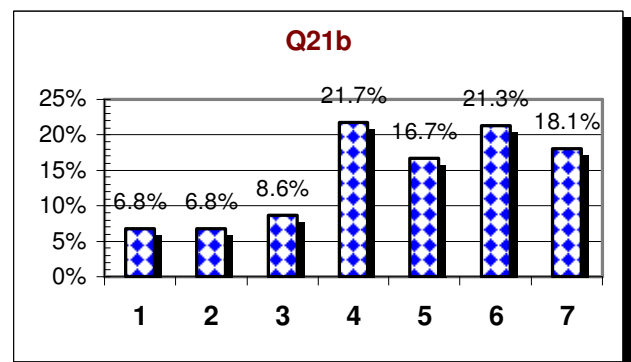
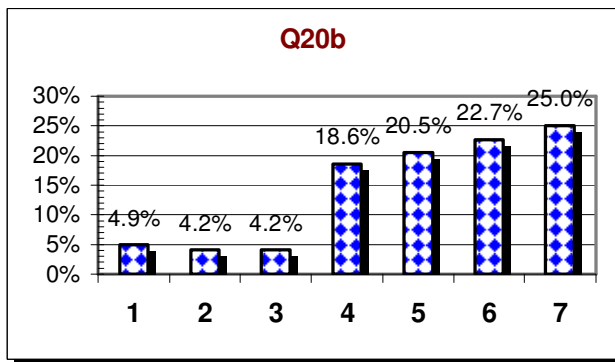
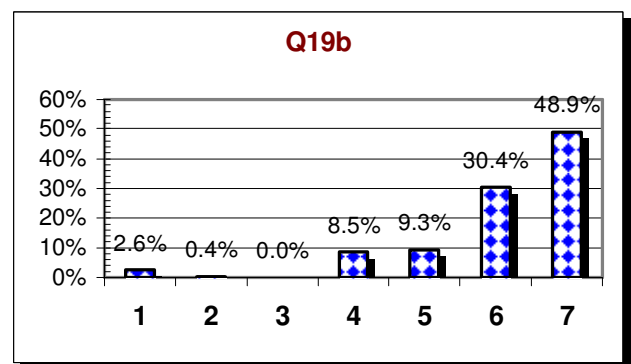
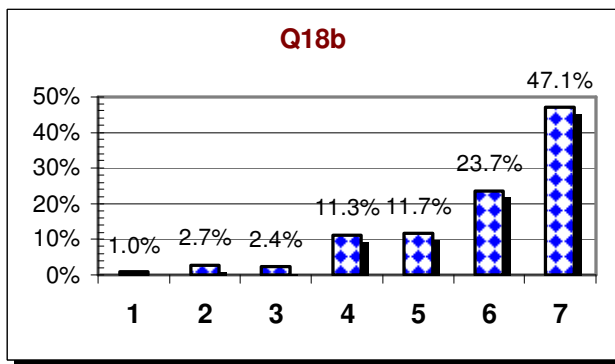
The following tables and/or graphs are presented to show how many respondents rated each rated item a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can also gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

|      | <b>Statements</b>   | <b>Mean</b>      | <b>Std. Dev.</b>        |
|------|---|------------------|-------------------------|
|      | 1 = Strongly Disagree; 7 = Strongly Agree   | (Average Rating) | (Amount of Variability) |
| Q14b | The County's Developmental Services provides efficient, helpful customer service. | 4.62             | 1.61                    |
| Q15b | Building Inspections helps me comply with codes & ordinances.                     | 4.81             | 1.75                    |
| Q16b | The County does a good job of land use planning.                                  | 3.48             | 1.72                    |
| Q17b | The County is effective with economic development.                                | 3.48             | 1.70                    |



# Other County Services Rated (Distributions of Ratings - Continued)

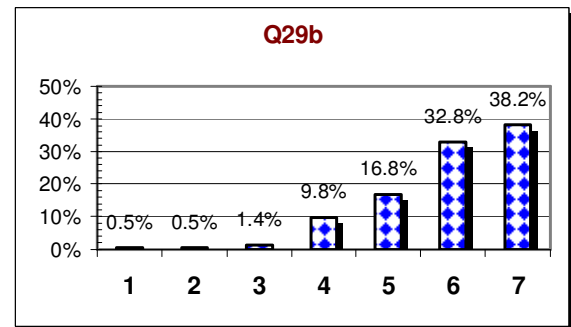
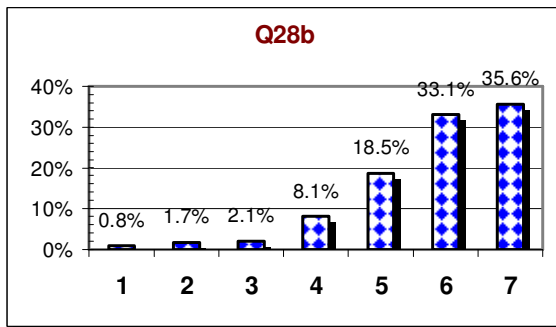
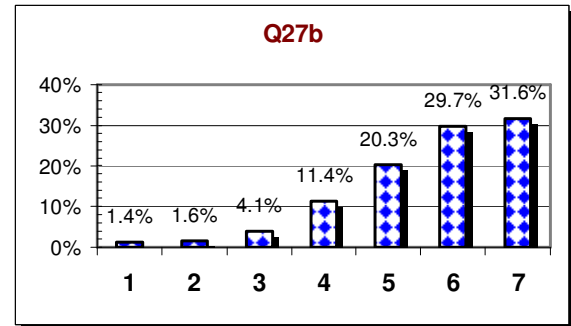
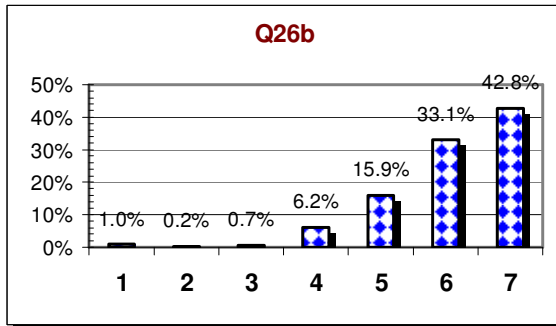
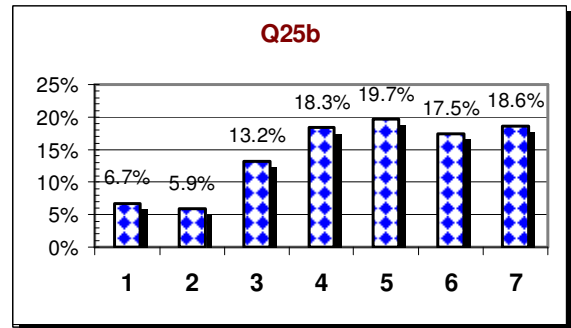
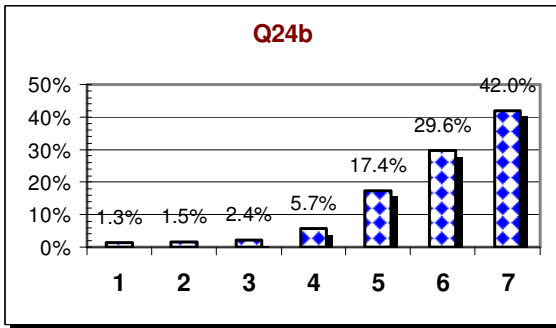
|      | Statements   | Mean             | Std. Dev.               |
|------|--|------------------|-------------------------|
|      | 1 = Strongly Disagree; 7 = Strongly Agree  | (Average Rating) | (Amount of Variability) |
| Q18b | The County's 911 Center dispatches assistance quickly.                               | 5.89             | 1.40                    |
| Q19b | The County's Fire Department provides quality fire and rescue services where I live. | 6.08             | 1.28                    |
| Q20b | The County provides quality public <i>health</i> services.                           | 5.14             | 1.65                    |
| Q21b | The County provides quality public <i>social</i> services.                           | 4.71             | 1.77                    |
| Q22b | The County provides quality <i>solid waste</i> services.                             | 4.76             | 1.87                    |
| Q23b | The Senior Resource Center provides quality programs & services.                     | 5.16             | 1.17                    |



# Other County Services Rated (Distributions of Ratings - Continued)

to 7 scale when a statement has a *large* standard deviation.

|      | <b>Statements</b>   | <b>Mean</b>      | <b>Std. Dev.</b>        |
|------|---|------------------|-------------------------|
|      | 1 = Strongly Disagree; 7 = Strongly Agree                                 | (Average Rating) | (Amount of Variability) |
| Q24b | The County has quality public libraries.                                  | 5.93             | 1.27                    |
| Q25b | The County has quality public schools.                                    | 4.65             | 1.77                    |
| Q26b | The County has a quality community college.                               | 6.06             | 1.09                    |
| Q27b | The Cape Fear Museum is a quality museum.                                 | 5.63             | 1.34                    |
| Q28b | The County provides quality parks and gardens.                            | 5.84             | 1.23                    |
| Q29b | The Cooperative Extension/Arboretum provides quality programs & services. | 5.93             | 1.13                    |

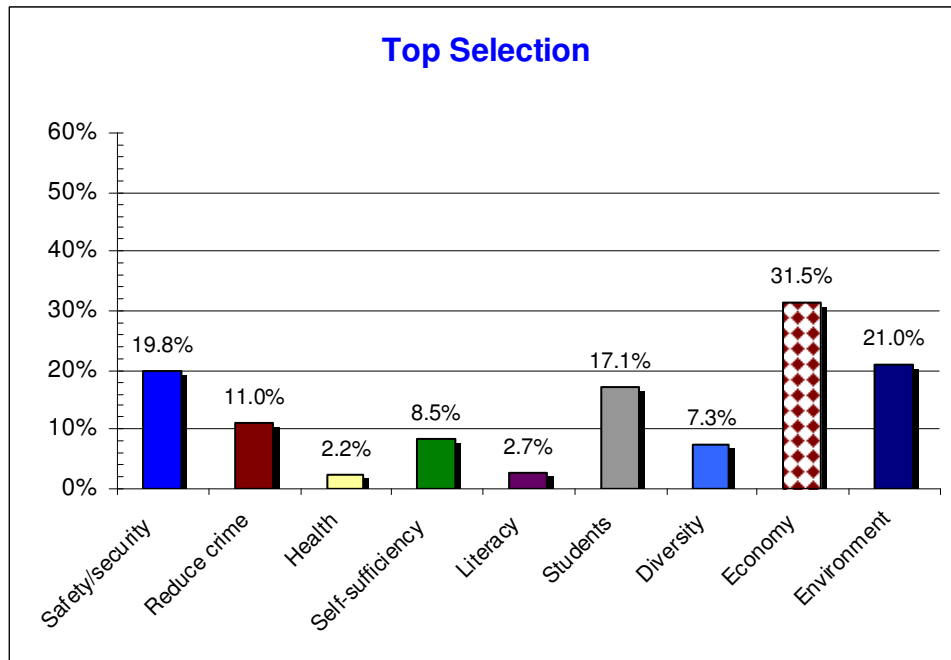


# Top Priorities (All Respondents)

From the list below, please check your top priority for New Hanover County. (**Check only one**)

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Increase the safety and security of the community</li> <li><input type="checkbox"/> Reduce and prevent crime</li> <li><input type="checkbox"/> Reduce health risks and diseases</li> <li><input type="checkbox"/> Enhance the self-sufficiency of individuals and families</li> <li><input type="checkbox"/> Improved community literacy and workforce readiness</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Prepare all students to be successful in a 21<sup>st</sup> century world</li> <li><input type="checkbox"/> Create and support a vibrant and culturally diverse community that encourages private investment</li> <li><input type="checkbox"/> Promote a strong, diverse economy &amp; high quality job growth</li> <li><input type="checkbox"/> Support a planned environment that builds community &amp; protects natural resources</li> </ul> |
|---|---|

| Top Selection          | Count      | Percent of Responses |
|------------------------|------------|----------------------|
| <b>Safety/security</b> | <b>81</b>  | <b>19.8%</b>         |
| Reduce crime           | 45         | 11.0%                |
| Health                 | 9          | 2.2%                 |
| Self-sufficiency       | 35         | 8.5%                 |
| Literacy               | 11         | 2.7%                 |
| <b>Students</b>        | <b>70</b>  | <b>17.1%</b>         |
| Diversity              | 30         | 7.3%                 |
| <b>Economy</b>         | <b>129</b> | <b>31.5%</b>         |
| <b>Environment</b>     | <b>86</b>  | <b>21.0%</b>         |
| <b>Totals</b>          | <b>496</b> | <b>100.0%</b>        |





# Top Priorities - Continued (By Location)

The question read:

From the list below, please check your top priority for New Hanover County. **(Check only one)**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Increase the safety and security of the community</li> <li><input type="checkbox"/> Reduce and prevent crime</li> <li><input type="checkbox"/> Reduce health risks and diseases</li> <li><input type="checkbox"/> Enhance the self-sufficiency of individuals and families</li> <li><input type="checkbox"/> Improved community literacy and workforce readiness</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Prepare all students to be successful in a 21<sup>st</sup> century world</li> <li><input type="checkbox"/> Create and support a vibrant and culturally diverse community that encourages private investment</li> <li><input type="checkbox"/> Promote a strong, diverse economy &amp; high quality job growth</li> <li><input type="checkbox"/> Support a planned environment that builds community &amp; protects natural resources</li> </ul> |
|---|---|

| N=483                   | Unincorp.     | Wilm          | Kure          | Carolina      | Wrightsville  | Row Totals    |
|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Safety                  | 16.7%         | 16.3%         | 0.0%          | 25.0%         | 7.1%          | <b>16.1%</b>  |
| Crime                   | 7.3%          | 10.1%         | 28.6%         | 0.0%          | 7.1%          | <b>8.9%</b>   |
| Health                  | 1.6%          | 1.9%          | 0.0%          | 0.0%          | 0.0%          | <b>1.7%</b>   |
| Self-sufficient         | 6.3%          | 6.6%          | 0.0%          | 25.0%         | 21.4%         | <b>7.2%</b>   |
| Literacy                | 2.1%          | 2.3%          | 14.3%         | 0.0%          | 0.0%          | <b>2.3%</b>   |
| Students                | 13.5%         | 15.9%         | 0.0%          | 0.0%          | 14.3%         | <b>14.3%</b>  |
| Diversity               | 4.2%          | 7.4%          | 14.3%         | 8.3%          | 7.1%          | <b>6.2%</b>   |
| Economy                 | 27.6%         | 25.6%         | 28.6%         | 33.3%         | 14.3%         | <b>26.3%</b>  |
| Environ                 | 20.8%         | 14.0%         | 14.3%         | 8.3%          | 28.6%         | <b>17.0%</b>  |
| <b>All Groups</b>       | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |
|                         |               |               |               |               |               |               |
|                         |               |               |               |               |               |               |
| N=483                   | Unincorp.     | Wilm          | Kure          | Carolina      | Wrightsville  | Row Totals    |
| Safety & Crime Combined | 24.0%         | 26.4%         | 28.6%         | 25.0%         | 14.3%         | <b>25.1%</b>  |
| Health                  | 1.6%          | 1.9%          | 0.0%          | 0.0%          | 0.0%          | <b>1.7%</b>   |
| Self-sufficient         | 6.3%          | 6.6%          | 0.0%          | 25.0%         | 21.4%         | <b>7.2%</b>   |
| Literacy                | 2.1%          | 2.3%          | 14.3%         | 0.0%          | 0.0%          | <b>2.3%</b>   |
| Students                | 13.5%         | 15.9%         | 0.0%          | 0.0%          | 14.3%         | <b>14.3%</b>  |
| Diversity               | 4.2%          | 7.4%          | 14.3%         | 8.3%          | 7.1%          | <b>6.2%</b>   |
| Economy                 | 27.6%         | 25.6%         | 28.6%         | 33.3%         | 14.3%         | <b>26.3%</b>  |
| Environ                 | 20.8%         | 14.0%         | 14.3%         | 8.3%          | 28.6%         | <b>17.0%</b>  |
| <b>All Groups</b>       | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |



# Item Ratings of Different Groups of Respondents

Although the findings presented thus far are revealing, it is often helpful to perform more fine-grained analyses of the data to determine if any particular groups of respondents rate the statements significantly different from other groups. Consequently, additional analyses, including analyses called “Analyses of Variance” were performed on the data, to determine if any differences could be found among respondents based on:

| <b>Groupings Based on:</b>                                      |
|---|
| ➤ <b>How long have you lived in New Hanover County?</b>         |
| ➤ <b>Which, if any, city/town limits do you live within?</b>    |
| ➤ <b>Your gender:</b>   |
| ➤ <b>Your age range:</b>  |
| ➤ <b>Do you have children under age 18 living in your home?</b> |
| ➤ <b>Do you currently rent or own your home?</b>                |
| ➤ <b>Are you a business owner or self-employed?</b>             |
| ➤ <b>Highest level of education</b>                             |
| ➤ <b>Your race/ethnicity:</b>                                   |
| ➤ <b>Your total household income:</b>                           |

If analyses of this type show significant differences along one or more of these dimensions, then the County should consider taking these differences in citizen responses into account when making plans for the future.

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## Items for Comparisons:

- General Items (e.g., quality of life, government effectiveness, use of tax dollars, etc.)
- Ratings for Other County Services

Continued on Next Page →

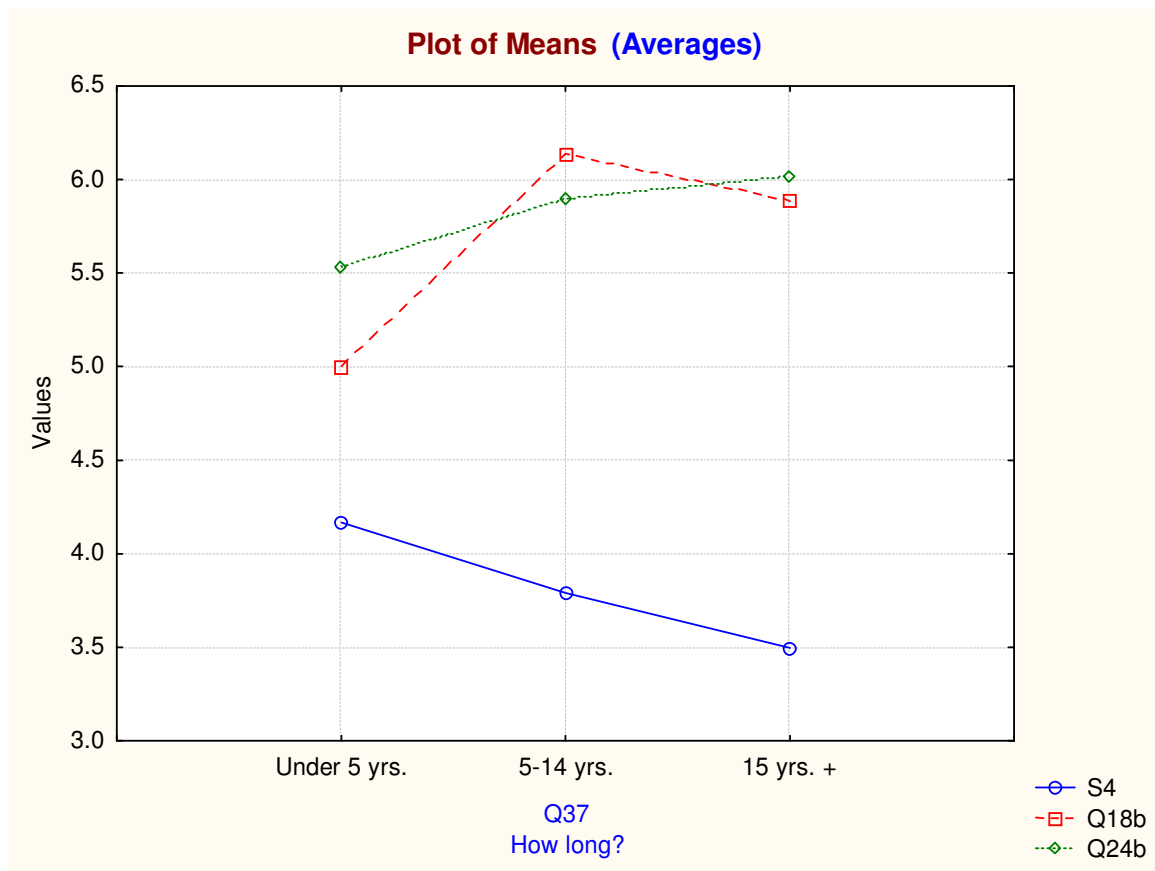


Answers Based on their answer to:

**How long have you lived in New Hanover County?**

- Based on how long the respondent has lived in the County, these items had statistically significant differences.

| Statement  |   |
|------------|---|
| <b>S4</b>  | New Hanover County government spends my tax dollars wisely. |
| <b>Q18</b> | The County's 911 Center dispatches assistance quickly.      |
| <b>Q24</b> | The County has quality public libraries.                    |



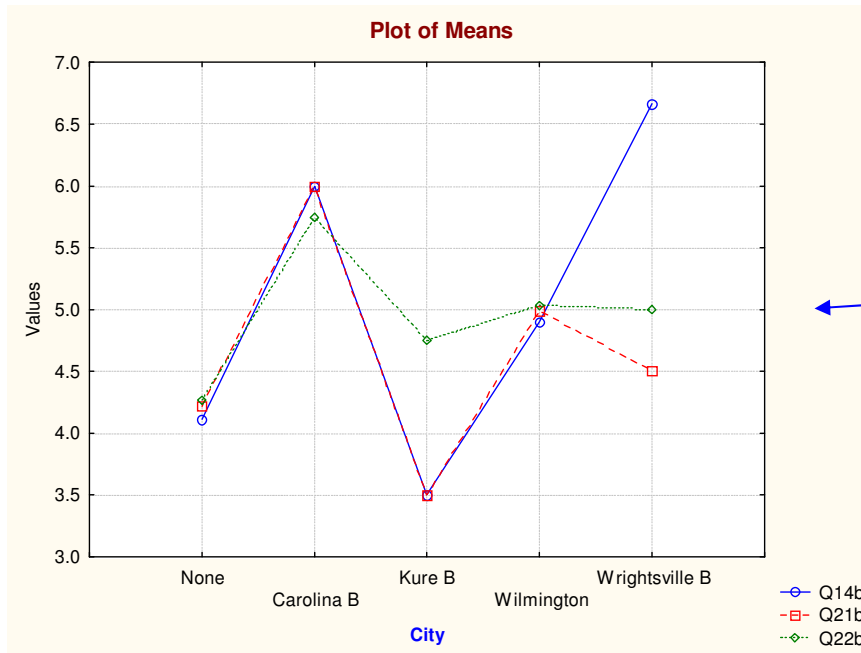
- Example of Interpretation: Longer time residents of the County tended to rate the Libraries (24b) slightly higher than did shorter term residents. (See green line)



**Which, if any, city/town limits do you live within?**

- Based on where they live in the County, these items had statistically significant differences. Please note the fairly small number of respondents from Carolina, Kure and Wrightsville.

| Statements |   |
|------------|---|
| Q14b       | The County's Developmental Services provides efficient, helpful customer service. |
| Q21b       | The County provides quality public <i>social</i> services.                        |
| Q22b       | The County provides quality <i>solid waste</i> services.                          |



These items had statistically significant differences.

| Where they live   | N for S1   | S1          | S2          | S3          | S4          | S5          | S6          | Q14b        | Q15b        | Q16b        | Q17b        |
|-------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| None              | 212        | 5.43        | 4.59        | 4.00        | 3.79        | 4.57        | 5.06        | 4.11        | 4.85        | 3.24        | 3.38        |
| Carolina Beach    | 13         | 5.85        | 4.60        | 4.00        | 3.55        | 5.09        | 5.29        | 6.00        | 5.67        | 3.25        | 4.60        |
| Kure Beach        | 10         | 5.80        | 4.60        | 3.89        | 3.00        | 4.89        | 5.90        | 3.50        | 5.00        | 3.80        | 3.75        |
| Wilmington        | 294        | 5.48        | 4.66        | 4.09        | 3.62        | 4.58        | 4.97        | 4.90        | 4.77        | 3.63        | 3.49        |
| Wrightsville B    | 15         | 5.53        | 4.57        | 4.07        | 3.57        | 5.22        | 4.73        | 6.67        | 5.33        | 3.88        | 3.50        |
| <b>All Groups</b> | <b>544</b> | <b>5.48</b> | <b>4.63</b> | <b>4.04</b> | <b>3.67</b> | <b>4.60</b> | <b>5.02</b> | <b>4.64</b> | <b>4.83</b> | <b>3.48</b> | <b>3.47</b> |

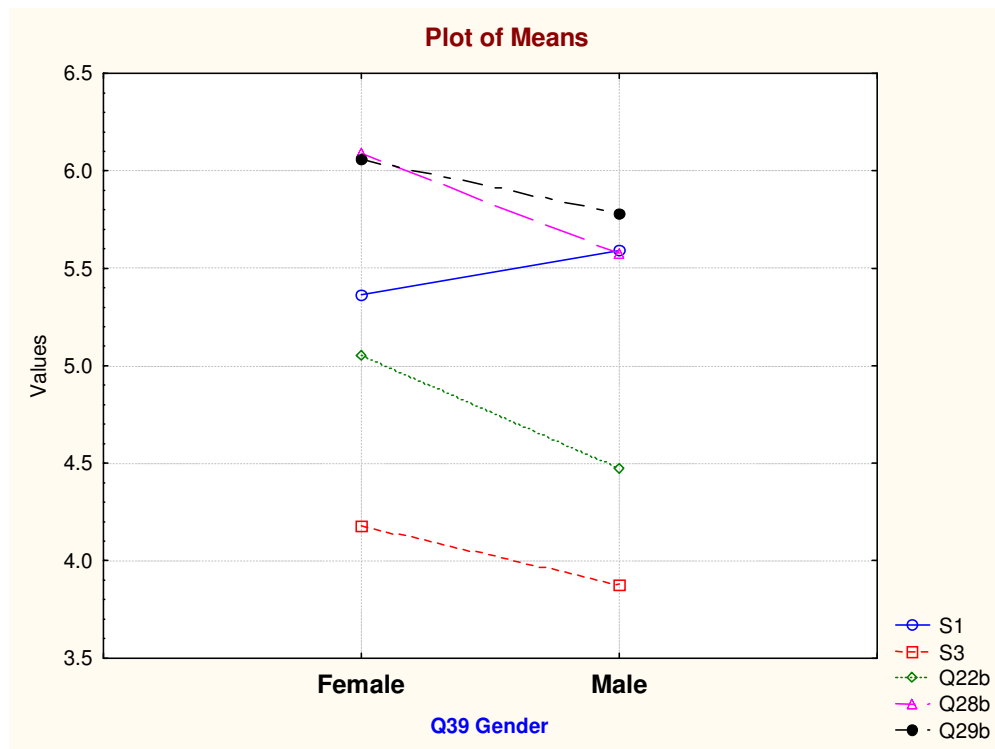
|            | Q18b        | Q19b        | Q20b        | Q21b        | Q22b        | Q23b        | Q24b        | Q25b        | Q26b        | Q27b        | Q28b        | Q29b        | S35         | S36         |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| None       | 5.91        | 6.04        | 4.86        | 4.22        | 4.27        | 4.98        | 5.91        | 4.51        | 5.97        | 5.50        | 5.81        | 5.84        | 5.41        | 6.09        |
| CB         | 6.20        | 6.00        | 5.40        | 6.00        | 5.75        | 5.50        | 5.64        | 6.14        | 6.44        | 6.60        | 6.60        | 6.71        | 5.92        | 6.33        |
| KB         | 3.00        | 3.50        | 4.67        | 3.50        | 4.75        | 4.00        | 5.50        | 4.25        | 6.50        | 5.25        | 5.29        | 5.67        | 5.40        | 6.20        |
| W          | 5.88        | 6.14        | 5.34        | 4.98        | 5.03        | 5.32        | 5.99        | 4.72        | 6.12        | 5.72        | 5.85        | 5.99        | 5.52        | 6.08        |
| WB         | 6.18        | 6.40        | 5.00        | 4.50        | 5.00        | 5.00        | 5.86        | 4.20        | 6.22        | 5.75        | 5.75        | 6.00        | 5.53        | 6.27        |
| <b>All</b> | <b>5.89</b> | <b>6.08</b> | <b>5.14</b> | <b>4.71</b> | <b>4.77</b> | <b>5.17</b> | <b>5.94</b> | <b>4.64</b> | <b>6.08</b> | <b>5.64</b> | <b>5.84</b> | <b>5.94</b> | <b>5.49</b> | <b>6.10</b> |

Answers Based on their answer to:

**Your gender:**

➤ These items had statistically significant differences based on Gender.

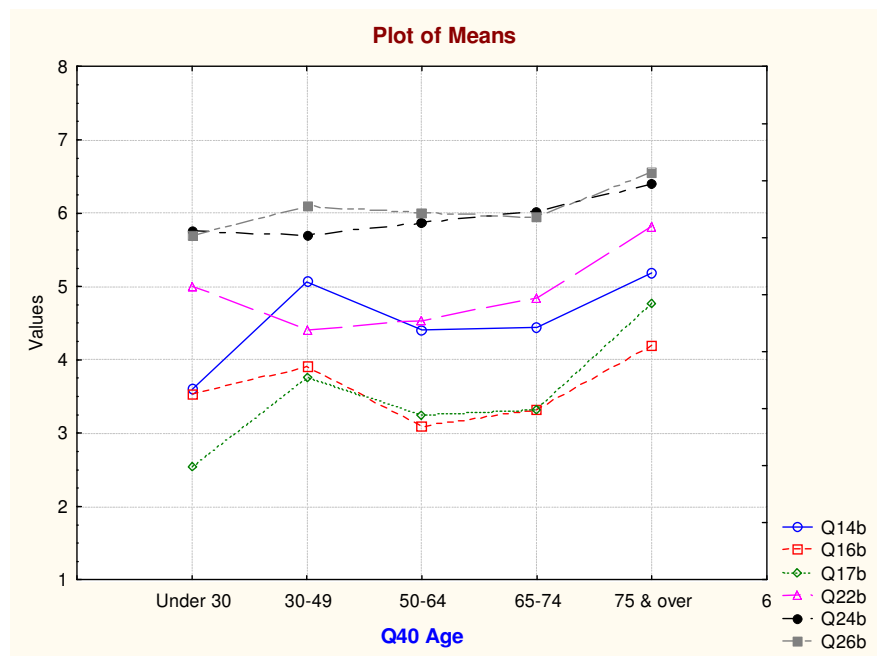
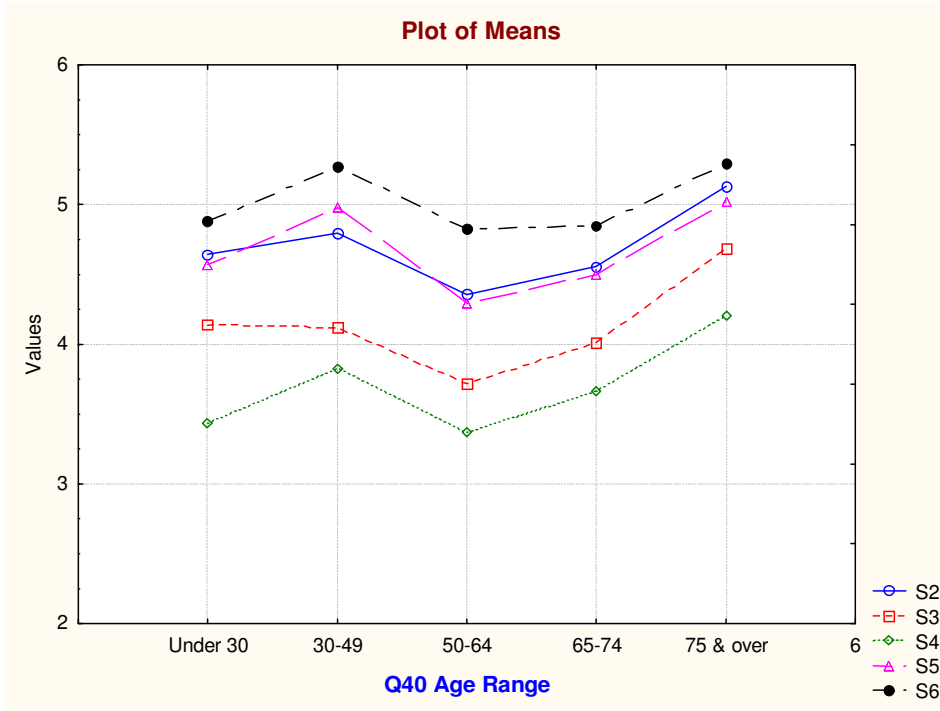
| Statement   |   |
|-------------|---|
| <b>S1</b>   | New Hanover County has a great quality of life.                           |
| <b>S3</b>   | New Hanover County government is efficient and effective.                 |
| <b>Q22b</b> | The County provides quality solid waste services.                         |
| <b>Q28b</b> | The County provides quality parks and gardens.                            |
| <b>Q29b</b> | The Cooperative Extension/Arboretum provides quality programs & services. |



Answers Based on their answer to:

**Your age range:**

➤ Based on age range, these items had statistically significant differences.

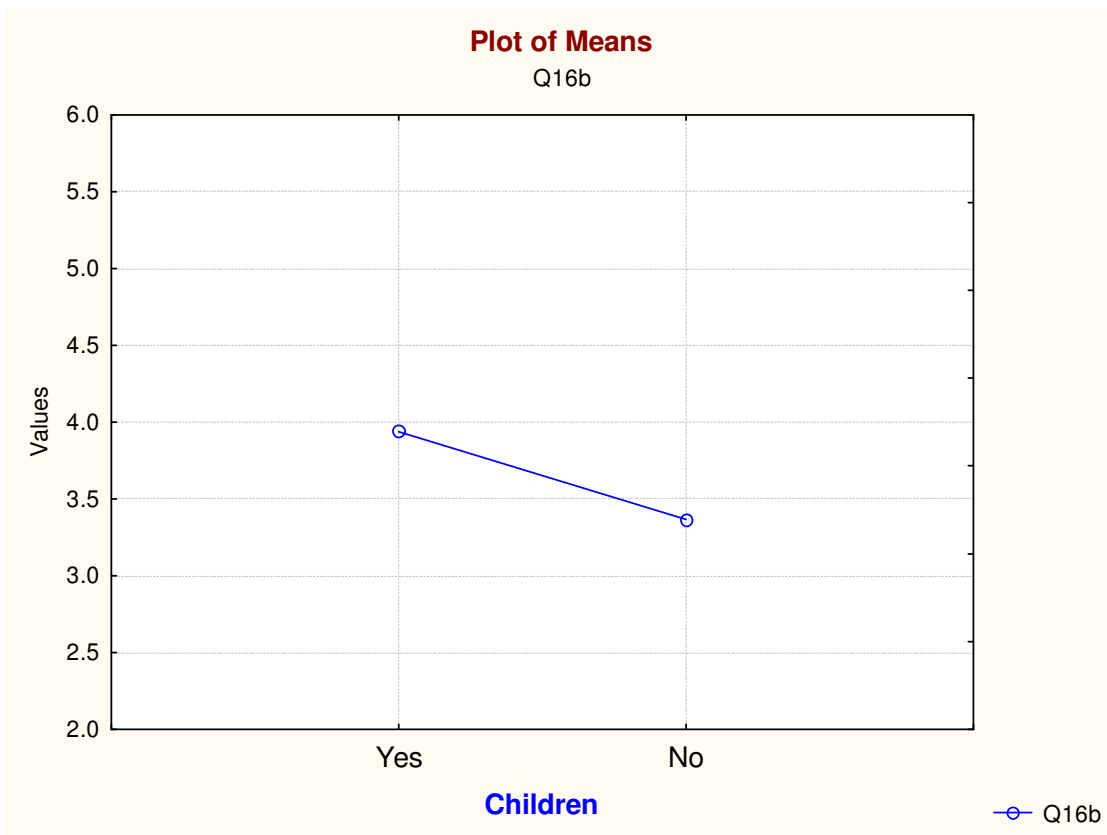


Answers Based on their answer to:

**Do you have children under age 18 living in your home?**

- Based on whether or not they have children at home, this item had statistically significant differences.

| Statements |  |
|------------|--|
| Q16b       | The County does a good job of land use planning. |

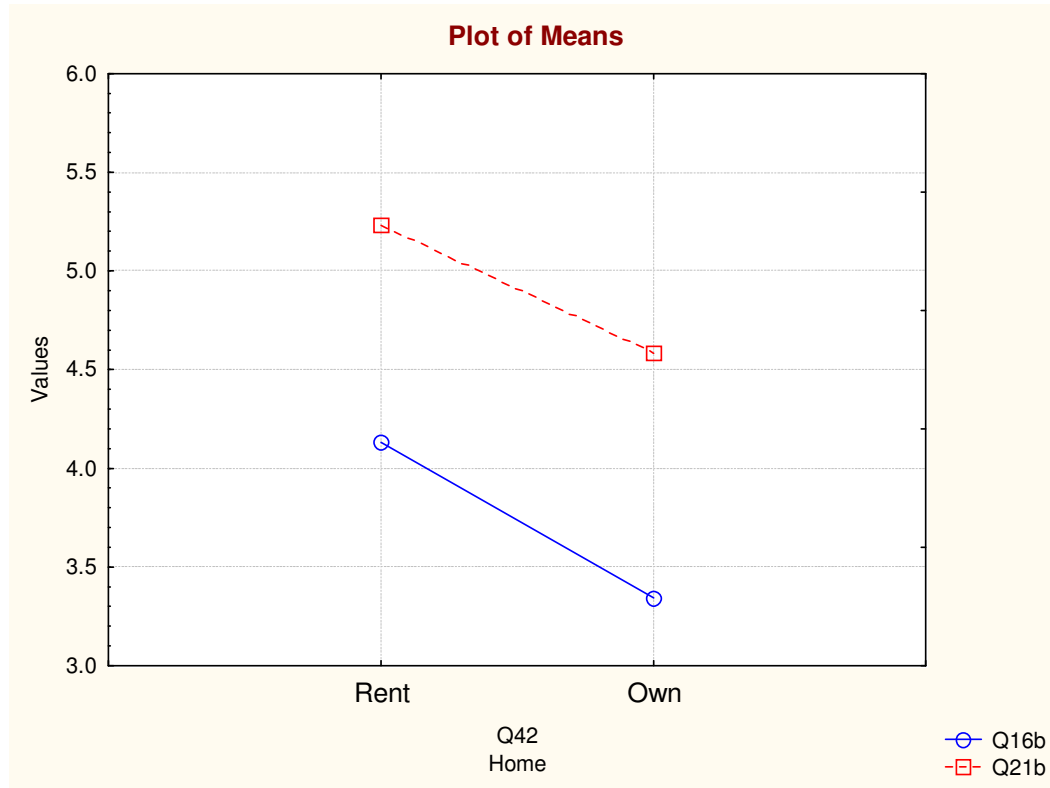


Answers Based on their answer to:

**Do you currently rent or own your home?**

- Based on whether they rent or own their home, these items had statistically significant differences.

| Statements |  |
|------------|--|
| Q16        | The County does a good job of land use planning.           |
| Q21        | The County provides quality public <i>social</i> services. |



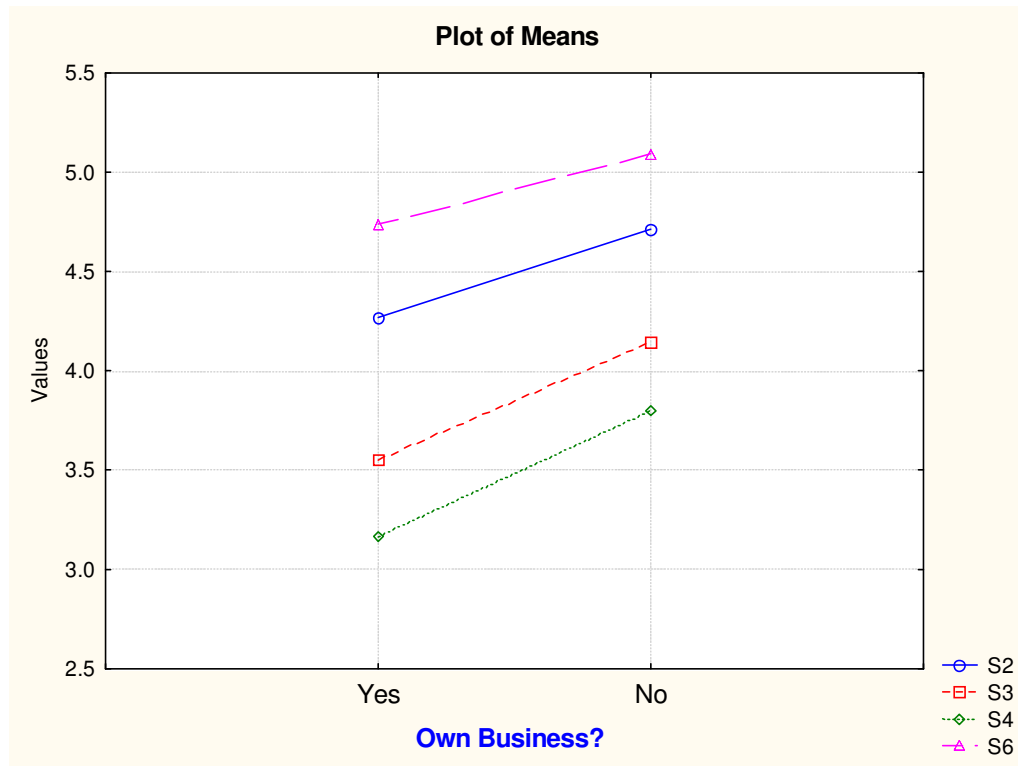


Answers Based on their answer to:

**Are you a business owner or self-employed?**

- Based on whether or not they own a business, these items had statistically significant differences.

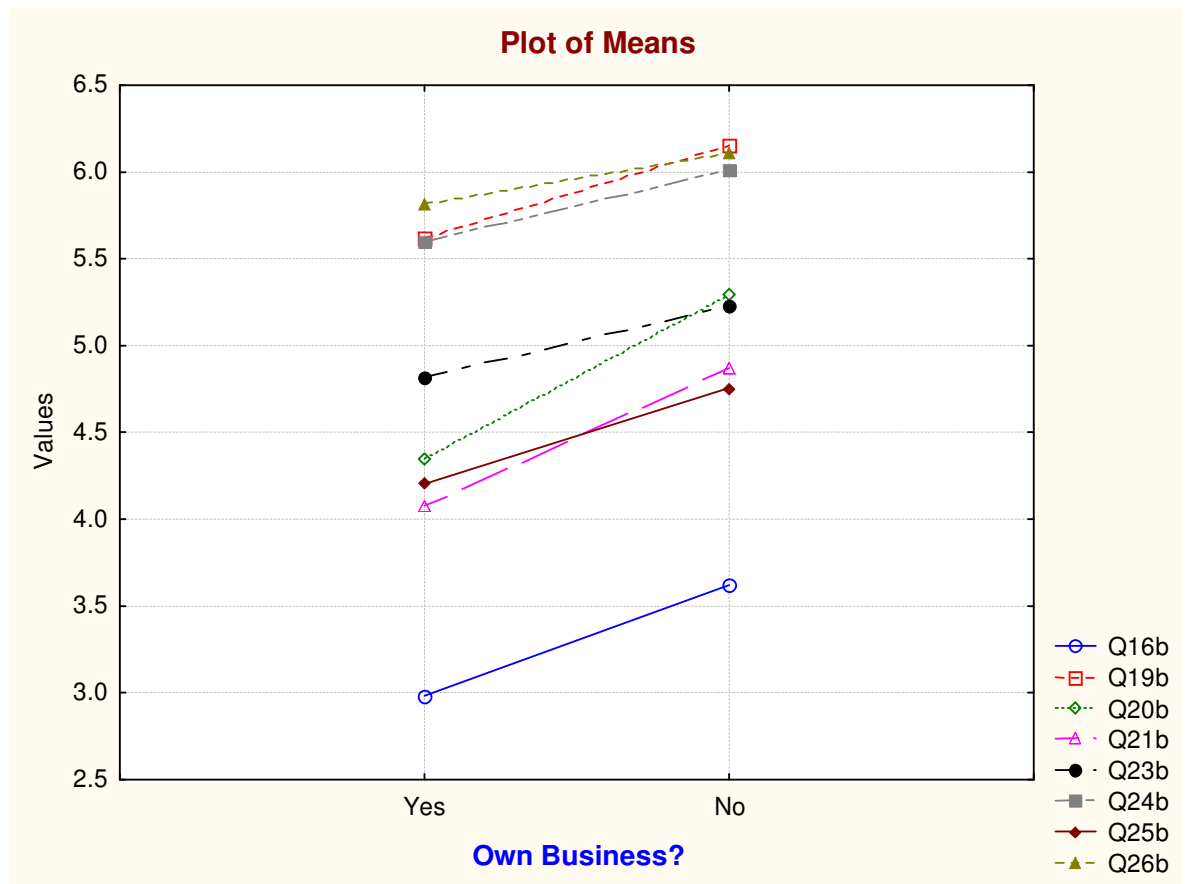
| Statement |   |
|-----------|---|
| <b>S2</b> | New Hanover County government provides quality services.    |
| <b>S3</b> | New Hanover County government is efficient and effective.   |
| <b>S4</b> | New Hanover County government spends my tax dollars wisely. |
| <b>S6</b> | I feel safe and secure in my New Hanover County community.  |



Answers Based on their answer to:

**Are you a business owner or self-employed? (Continued)**

| Statement   |  |
|-------------|--|
| <b>Q16b</b> | The County does a good job of land use planning.                                     |
| <b>Q19b</b> | The County's Fire Department provides quality fire and rescue services where I live. |
| <b>Q20b</b> | The County provides quality public <i>health</i> services.                           |
| <b>Q21b</b> | The County provides quality public <i>social</i> services.                           |
| <b>Q23b</b> | The Senior Resource Center provides quality programs & services.                     |
| <b>Q24b</b> | The County has quality public libraries.   |
| <b>Q25b</b> | The County has quality public schools.   |
| <b>Q26b</b> | The County has a quality community college.  |



*Answers Based on their answer to:*

**Highest level of education**

*NO DIFFERENCES FOUND based on education.*



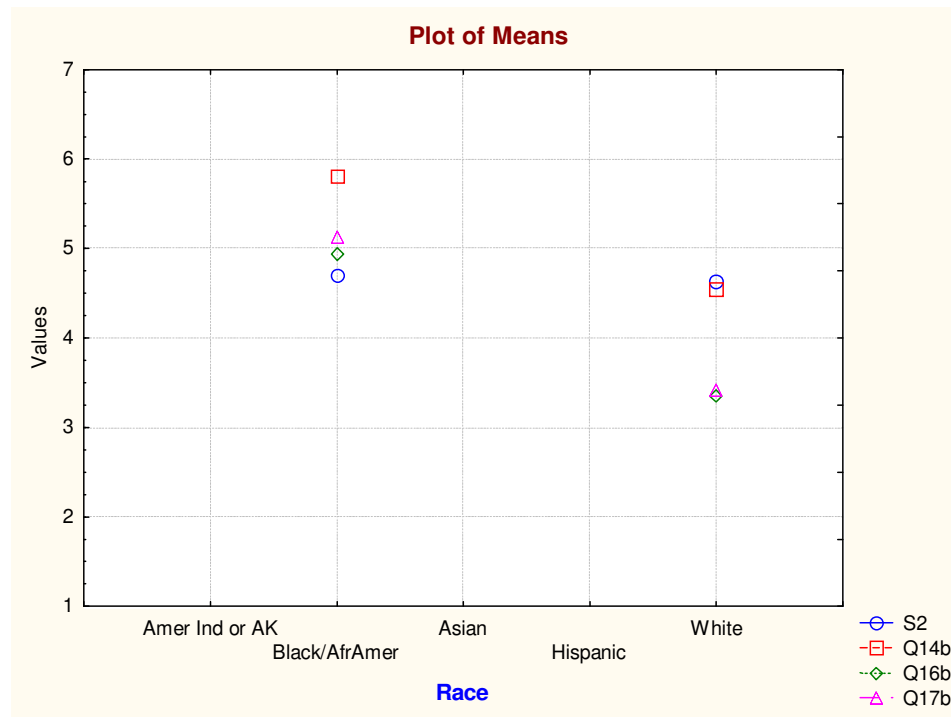
Answers Based on their answer to:

**Your race/ethnicity:**

| Race/Ethnicity                      | Count      | Percent of Responses |
|-------------------------------------|------------|----------------------|
| American Indian or Alaskan Native   | 5          | 0.9%                 |
| Black or African American           | 31         | 5.6%                 |
| Native Hawaiian or Pacific Islander | 0          | 0.0%                 |
| Asian                               | 4          | 0.7%                 |
| Hispanic                            | 5          | 0.9%                 |
| White                               | 504        | 91.8%                |
| <b>Totals</b>                       | <b>549</b> | <b>100.0%</b>        |

- Please note: There very small samples for all but blacks and whites, so we ran the comparisons for these two groups only. Below we see the items that had differences based on race.

| Statement   |   |
|-------------|---|
| <b>S2</b>   | New Hanover County government provides quality services.                          |
| <b>Q14b</b> | The County's Developmental Services provides efficient, helpful customer service. |
| <b>Q16b</b> | The County does a good job of land use planning.                                  |
| <b>Q17b</b> | The County is effective with economic development.                                |

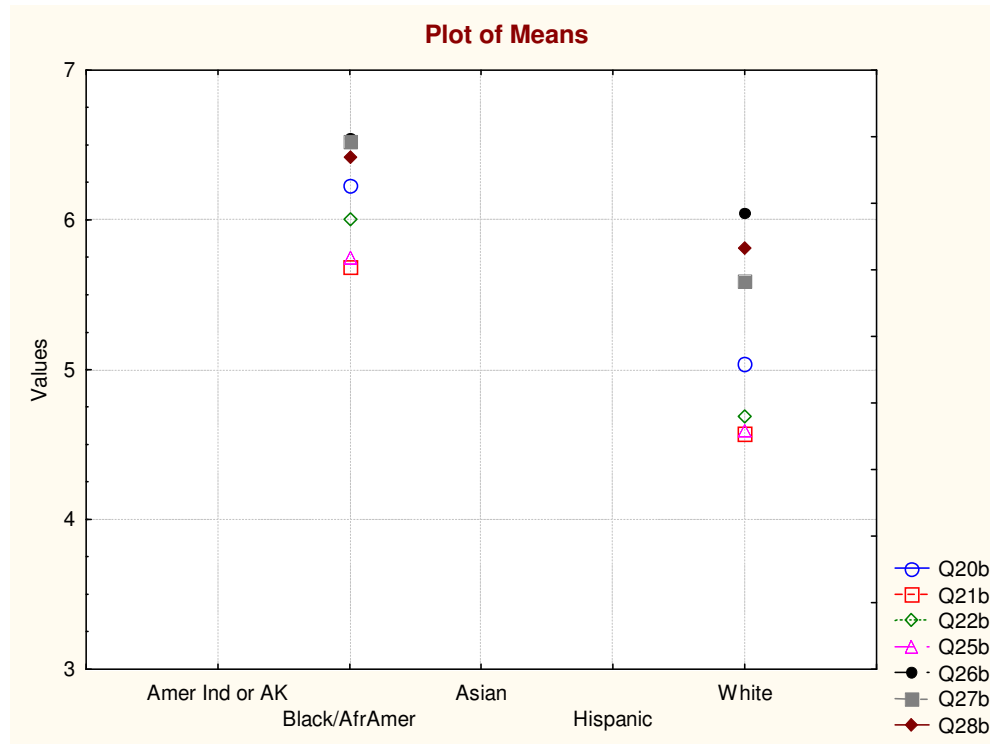


Answers Based on their answer to:

**Your race/ethnicity: (Continued)**

- Please note: There very small samples for all but blacks and whites, so we ran the comparisons for these two groups only. Below we see the items that had differences based on race.

| Statement   |  |
|-------------|--|
| <b>Q20b</b> | The County provides quality public <i>health</i> services. |
| <b>Q21b</b> | The County provides quality public <i>social</i> services. |
| <b>Q22b</b> | The County provides quality <i>solid waste</i> services.   |
| <b>Q25b</b> | The County has quality public schools.                     |
| <b>Q26b</b> | The County has a quality community college.                |
| <b>Q27b</b> | The Cape Fear Museum is a quality museum.                  |
| <b>Q28b</b> | The County provides quality parks and gardens.             |

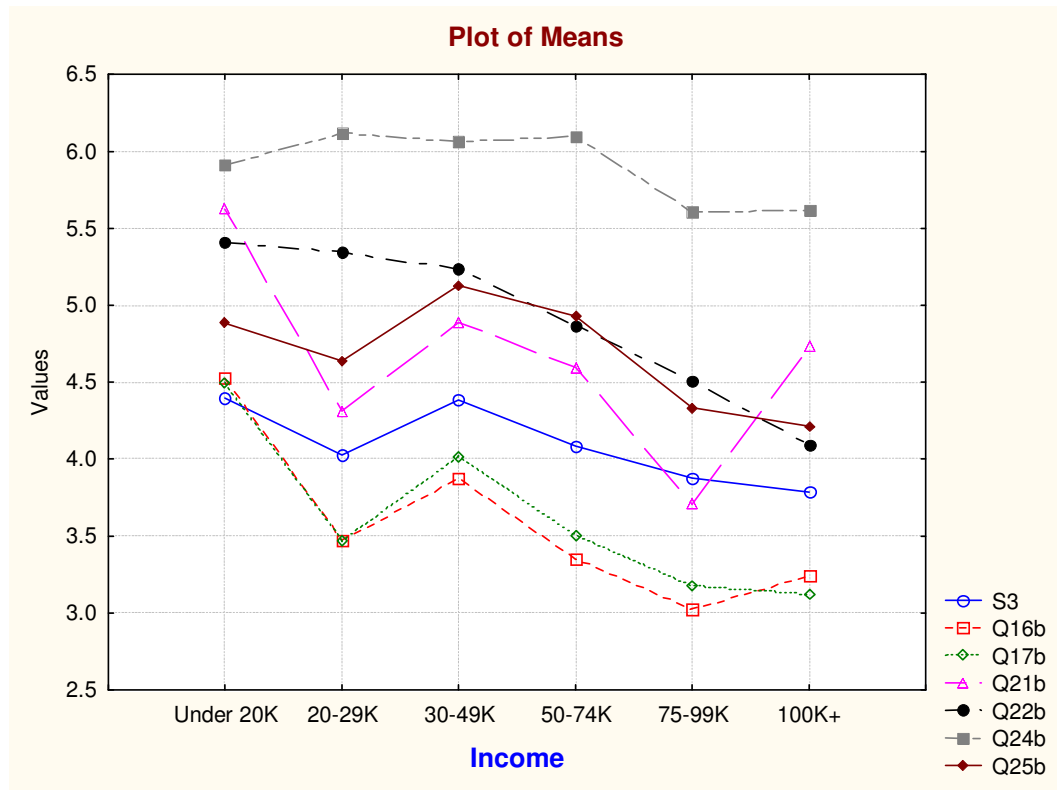


Answers Based on their answer to:

**Your total household income:**

➤ Based on income, these items had statistically significant differences.

| <b>Statement</b> |  |
|------------------|--|
| <b>S3</b>        | New Hanover County government is efficient and effective.  |
| <b>Q16</b>       | The County does a good job of land use planning.           |
| <b>Q17</b>       | The County is effective with economic development.         |
| <b>Q21</b>       | The County provides quality public <i>social</i> services. |
| <b>Q22</b>       | The County provides quality <i>solid waste</i> services.   |
| <b>Q24</b>       | The County has quality public libraries.                   |
| <b>Q25</b>       | The County has quality public schools.                     |



## Correlations and Regression (Predictors of Satisfaction)

Another type of analysis (Multiple Regression Analysis) was also performed to determine which statements are most highly correlated with, and/or have the *greatest predictive value* when considering key general statements.

Another way of thinking about what this analysis means is, "Which *specific* items account for the most variability in a given *general* item?"

This type of analysis can be quite useful when you wish to prioritize areas for improvement and/or identify which areas of strength are most highly linked to satisfaction.

| Key General Statements |   |
|------------------------|---|
| S1                     | New Hanover County has a great quality of life.                                     |
| S2                     | New Hanover County government provides quality services.                            |
| S3                     | New Hanover County government is efficient and effective.                           |
| S4                     | New Hanover County government spends my tax dollars wisely.                         |
| S35                    | I would recommend New Hanover Co. to my family & friends as a great place to live.  |
| S36                    | I would recommend New Hanover Co. to my family & friends as a great place to visit. |

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| Specific Predictors for S1 |  |
|----------------------------|--|
| S35                        | I would recommend New Hanover Co. to my family & friends as a great place to live. |

When considering all of the rated items on the survey, our analyses indicated that one of the rated statements on the survey stood alone as a significant predictor of Statement 1. Respondents who rated S35 ("I would recommend New Hanover Co.") highly tended to also rate S1 highly.

There are of course many factors that contribute to customer satisfaction with these general statements. However, the scope of this survey did not allow for addressing many of them.

Continued on Next Page →



## Correlations and Regression (Predictors of Satisfaction) Continued:

- When significant predictors are discovered, you can take these into account when planning for the future.
- Below are the statistically significant predictors of each general statement.

| General Statement         |   |
|---------------------------|---|
| <b>S2</b>                 | <b>New Hanover County government provides quality services.</b> |
| Specific Predictor for S2 |   |
| S3                        | New Hanover County government is efficient and effective.       |

| General Statement         |  |
|---------------------------|--|
| <b>S3</b>                 | <b>New Hanover County government is efficient and effective.</b> |
| Specific Predictor for S3 |  |
| S2                        | New Hanover County government provides quality services.         |

| General Statement         |  |
|---------------------------|--|
| <b>S4</b>                 | <b>New Hanover County government spends my tax dollars wisely.</b> |
| Specific Predictor for S4 |  |
| S5                        | New Hanover County is a great place to do business.                |

| General Statement           |  |
|-----------------------------|--|
| <b>S35</b>                  | <b>I would recommend New Hanover Co. to my family &amp; friends as a great place to <i>live</i>.</b> |
| Specific Predictors for S35 |  |
| S1                          | New Hanover County has a great quality of life.  |
| Q23                         | The Senior Resource Center provides quality programs and services.                                   |
| S36                         | I would recommend New Hanover Co. to my family & friends as a great place to <i>visit</i> .          |

| General Statement          |   |
|----------------------------|---|
| <b>S36</b>                 | <b>I would recommend New Hanover Co. to my family &amp; friends as a great place to <i>visit</i>.</b> |
| Specific Predictor for S36 |   |
| S35                        | I would recommend New Hanover Co. to my family & friends as a great place to <i>live</i> .            |



## Correlations:

In addition to Multiple Regression, another measure of how closely two or more items relate is called Correlation. A “positive” correlation indicates that the answers to two or more items tend to move in the same direction. (e.g., height and weight are positively correlated since in general, the taller someone gets, the more they weigh).

Correlation measures can be extremely useful in survey analysis. Specifically, correlation analyses help identify those items that are related to one another. Thus, knowing how a person responds to one item can give insight about how they will respond to another correlated item. Although these relationships do not necessarily represent “cause and effect” relationships, they may give good insight about what is important to these respondents.

The chart below indicates how each survey statement is correlated to the other survey statements:

|     | Means | S1   | S2   | S3   | S4   | S5   | S6   | Q10  | Q11  | Q12  | Q13  | Q14  | Q15  | Q16  | Q17  |
|-----|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| S1  | 5.47  | NA   | 0.65 | 0.54 | 0.39 | 0.61 | 0.55 | 0.27 | 0.26 | 0.28 | 0.30 | 0.30 | 0.21 | 0.32 | 0.33 |
| S2  | 4.63  | 0.65 | NA   | 0.78 | 0.66 | 0.59 | 0.54 | 0.45 | 0.43 | 0.46 | 0.43 | 0.49 | 0.37 | 0.52 | 0.55 |
| S3  | 4.04  | 0.54 | 0.78 | NA   | 0.77 | 0.55 | 0.49 | 0.40 | 0.38 | 0.40 | 0.39 | 0.54 | 0.42 | 0.57 | 0.60 |
| S4  | 3.66  | 0.39 | 0.66 | 0.77 | NA   | 0.56 | 0.45 | 0.34 | 0.34 | 0.33 | 0.32 | 0.36 | 0.35 | 0.56 | 0.61 |
| S5  | 4.60  | 0.61 | 0.59 | 0.55 | 0.56 | NA   | 0.53 | 0.28 | 0.29 | 0.30 | 0.30 | 0.36 | 0.31 | 0.48 | 0.53 |
| S6  | 5.01  | 0.55 | 0.54 | 0.49 | 0.45 | 0.53 | NA   | 0.23 | 0.19 | 0.20 | 0.21 | 0.39 | 0.30 | 0.31 | 0.40 |
| Q10 | 5.37  | 0.27 | 0.45 | 0.40 | 0.34 | 0.28 | 0.23 | NA   | 0.84 | 0.85 | 0.79 | 0.47 | 0.26 | 0.26 | 0.25 |
| Q11 | 5.39  | 0.26 | 0.43 | 0.38 | 0.34 | 0.29 | 0.19 | 0.84 | NA   | 0.76 | 0.74 | 0.49 | 0.25 | 0.27 | 0.30 |
| Q12 | 5.58  | 0.28 | 0.46 | 0.40 | 0.33 | 0.30 | 0.20 | 0.85 | 0.76 | NA   | 0.77 | 0.43 | 0.23 | 0.29 | 0.22 |
| Q13 | 5.76  | 0.30 | 0.43 | 0.39 | 0.32 | 0.30 | 0.21 | 0.79 | 0.74 | 0.77 | NA   | 0.54 | 0.26 | 0.31 | 0.29 |
| Q14 | 4.62  | 0.30 | 0.49 | 0.54 | 0.36 | 0.36 | 0.39 | 0.47 | 0.49 | 0.43 | 0.54 | NA   | 0.44 | 0.61 | 0.49 |
| Q15 | 4.81  | 0.21 | 0.37 | 0.42 | 0.35 | 0.31 | 0.30 | 0.26 | 0.25 | 0.23 | 0.26 | 0.44 | NA   | 0.34 | 0.39 |
| Q16 | 3.48  | 0.32 | 0.52 | 0.57 | 0.56 | 0.48 | 0.31 | 0.26 | 0.27 | 0.29 | 0.31 | 0.61 | 0.34 | NA   | 0.66 |
| Q17 | 3.48  | 0.33 | 0.55 | 0.60 | 0.61 | 0.53 | 0.40 | 0.25 | 0.30 | 0.22 | 0.29 | 0.49 | 0.39 | 0.66 | NA   |
| Q18 | 5.89  | 0.21 | 0.27 | 0.23 | 0.20 | 0.17 | 0.15 | 0.18 | 0.27 | 0.22 | 0.28 | 0.38 | 0.25 | 0.26 | 0.27 |
| Q19 | 6.08  |      | 0.22 | 0.26 | 0.23 | 0.13 |      | 0.14 | 0.14 | 0.21 | 0.15 | 0.34 | 0.46 | 0.28 | 0.34 |
| Q20 | 5.14  | 0.32 | 0.48 | 0.50 | 0.48 | 0.38 | 0.34 | 0.25 | 0.31 | 0.29 | 0.23 | 0.62 | 0.41 | 0.52 | 0.50 |
| Q21 | 4.71  | 0.28 | 0.46 | 0.49 | 0.47 | 0.33 | 0.33 | 0.39 | 0.32 | 0.40 | 0.43 | 0.67 | 0.36 | 0.52 | 0.40 |
| Q22 | 4.76  | 0.28 | 0.42 | 0.42 | 0.32 | 0.36 | 0.21 | 0.32 | 0.29 | 0.27 | 0.30 | 0.51 | 0.35 | 0.49 | 0.52 |
| Q23 | 5.16  | 0.32 | 0.27 | 0.34 | 0.25 | 0.32 | 0.24 |      | 0.15 | 0.15 |      | 0.46 | 0.43 | 0.24 | 0.30 |
| Q24 | 5.93  | 0.23 | 0.31 | 0.34 | 0.30 | 0.25 | 0.21 | 0.26 | 0.23 | 0.25 | 0.28 | 0.33 | 0.33 | 0.24 | 0.29 |
| Q25 | 4.65  | 0.32 | 0.42 | 0.46 | 0.44 | 0.42 | 0.38 | 0.24 | 0.23 | 0.25 | 0.31 | 0.41 | 0.39 | 0.46 | 0.47 |
| Q26 | 6.06  | 0.29 | 0.30 | 0.32 | 0.27 | 0.28 | 0.23 | 0.20 | 0.20 | 0.21 | 0.25 | 0.34 | 0.26 | 0.23 | 0.27 |
| Q27 | 5.63  | 0.33 | 0.40 | 0.38 | 0.30 | 0.38 | 0.29 | 0.29 | 0.32 | 0.31 | 0.35 | 0.42 | 0.30 | 0.30 | 0.32 |
| Q28 | 5.84  | 0.29 | 0.35 | 0.35 | 0.34 | 0.36 | 0.28 | 0.27 | 0.29 | 0.24 | 0.20 | 0.33 | 0.31 | 0.36 | 0.41 |
| Q29 | 5.93  | 0.22 | 0.30 | 0.26 | 0.32 | 0.29 | 0.20 | 0.28 | 0.30 | 0.24 | 0.25 | 0.44 | 0.21 | 0.31 | 0.34 |
| S35 | 5.49  | 0.66 | 0.56 | 0.56 | 0.48 | 0.55 | 0.53 | 0.31 | 0.33 | 0.33 | 0.35 | 0.37 | 0.42 | 0.44 | 0.41 |
| S36 | 6.09  | 0.52 | 0.42 | 0.36 | 0.28 | 0.43 | 0.37 | 0.25 | 0.29 | 0.30 | 0.28 | 0.27 | 0.28 | 0.27 | 0.29 |

Continued on Next Page →



## Correlations (Continued)

|     | Means | Q18  | Q19  | Q20  | Q21  | Q22  | Q23  | Q24  | Q25  | Q26  | Q27  | Q28  | Q29  | S35  | S36  |
|-----|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| S1  | 5.47  | 0.21 |      | 0.32 | 0.28 | 0.28 | 0.32 | 0.23 | 0.32 | 0.29 | 0.33 | 0.29 | 0.22 | 0.66 | 0.52 |
| S2  | 4.63  | 0.27 | 0.22 | 0.48 | 0.46 | 0.42 | 0.27 | 0.31 | 0.42 | 0.30 | 0.40 | 0.35 | 0.30 | 0.56 | 0.42 |
| S3  | 4.04  | 0.23 | 0.26 | 0.50 | 0.49 | 0.42 | 0.34 | 0.34 | 0.46 | 0.32 | 0.38 | 0.35 | 0.26 | 0.56 | 0.36 |
| S4  | 3.66  | 0.20 | 0.23 | 0.48 | 0.47 | 0.32 | 0.25 | 0.30 | 0.44 | 0.27 | 0.30 | 0.34 | 0.32 | 0.48 | 0.28 |
| S5  | 4.60  | 0.17 | 0.13 | 0.38 | 0.33 | 0.36 | 0.32 | 0.25 | 0.42 | 0.28 | 0.38 | 0.36 | 0.29 | 0.55 | 0.43 |
| S6  | 5.01  | 0.15 |      | 0.34 | 0.33 | 0.21 | 0.24 | 0.21 | 0.38 | 0.23 | 0.29 | 0.28 | 0.20 | 0.53 | 0.37 |
| Q10 | 5.37  | 0.18 | 0.14 | 0.25 | 0.39 | 0.32 |      | 0.26 | 0.24 | 0.20 | 0.29 | 0.27 | 0.28 | 0.31 | 0.25 |
| Q11 | 5.39  | 0.27 | 0.14 | 0.31 | 0.32 | 0.29 | 0.15 | 0.23 | 0.23 | 0.20 | 0.32 | 0.29 | 0.30 | 0.33 | 0.29 |
| Q12 | 5.58  | 0.22 | 0.21 | 0.29 | 0.40 | 0.27 | 0.15 | 0.25 | 0.25 | 0.21 | 0.31 | 0.24 | 0.24 | 0.33 | 0.30 |
| Q13 | 5.76  | 0.28 | 0.15 | 0.23 | 0.43 | 0.30 |      | 0.28 | 0.31 | 0.25 | 0.35 | 0.20 | 0.25 | 0.35 | 0.28 |
| Q14 | 4.62  | 0.38 | 0.34 | 0.62 | 0.67 | 0.51 | 0.46 | 0.33 | 0.41 | 0.34 | 0.42 | 0.33 | 0.44 | 0.37 | 0.27 |
| Q15 | 4.81  | 0.25 | 0.46 | 0.41 | 0.36 | 0.35 | 0.43 | 0.33 | 0.39 | 0.26 | 0.30 | 0.31 | 0.21 | 0.42 | 0.28 |
| Q16 | 3.48  | 0.26 | 0.28 | 0.52 | 0.52 | 0.49 | 0.24 | 0.24 | 0.46 | 0.23 | 0.30 | 0.36 | 0.31 | 0.44 | 0.27 |
| Q17 | 3.48  | 0.27 | 0.34 | 0.50 | 0.40 | 0.52 | 0.30 | 0.29 | 0.47 | 0.27 | 0.32 | 0.41 | 0.34 | 0.41 | 0.29 |
| Q18 | 5.89  | NA   | 0.59 | 0.45 | 0.40 | 0.32 | 0.38 | 0.40 | 0.32 | 0.32 | 0.27 | 0.28 | 0.27 | 0.19 | 0.16 |
| Q19 | 6.08  | 0.59 | NA   | 0.56 | 0.42 | 0.34 | 0.35 | 0.39 | 0.35 | 0.29 | 0.22 | 0.27 | 0.26 | 0.19 | 0.25 |
| Q20 | 5.14  | 0.45 | 0.56 | NA   | 0.74 | 0.51 | 0.53 | 0.49 | 0.48 | 0.37 | 0.37 | 0.38 | 0.35 | 0.42 | 0.31 |
| Q21 | 4.71  | 0.40 | 0.42 | 0.74 | NA   | 0.50 | 0.41 | 0.32 | 0.50 | 0.27 | 0.43 | 0.38 | 0.36 | 0.40 | 0.31 |
| Q22 | 4.76  | 0.32 | 0.34 | 0.51 | 0.50 | NA   | 0.43 | 0.44 | 0.49 | 0.38 | 0.48 | 0.44 | 0.39 | 0.34 | 0.25 |
| Q23 | 5.16  | 0.38 | 0.35 | 0.53 | 0.41 | 0.43 | NA   | 0.49 | 0.36 | 0.43 | 0.45 | 0.30 | 0.36 | 0.40 | 0.26 |
| Q24 | 5.93  | 0.40 | 0.39 | 0.49 | 0.32 | 0.44 | 0.49 | NA   | 0.48 | 0.50 | 0.47 | 0.37 | 0.31 | 0.30 | 0.28 |
| Q25 | 4.65  | 0.32 | 0.35 | 0.48 | 0.50 | 0.49 | 0.36 | 0.48 | NA   | 0.45 | 0.46 | 0.43 | 0.33 | 0.43 | 0.29 |
| Q26 | 6.06  | 0.32 | 0.29 | 0.37 | 0.27 | 0.38 | 0.43 | 0.50 | 0.45 | NA   | 0.53 | 0.39 | 0.35 | 0.37 | 0.30 |
| Q27 | 5.63  | 0.27 | 0.22 | 0.37 | 0.43 | 0.48 | 0.45 | 0.47 | 0.46 | 0.53 | NA   | 0.50 | 0.57 | 0.43 | 0.31 |
| Q28 | 5.84  | 0.28 | 0.27 | 0.38 | 0.38 | 0.44 | 0.30 | 0.37 | 0.43 | 0.39 | 0.50 | NA   | 0.54 | 0.41 | 0.37 |
| Q29 | 5.93  | 0.27 | 0.26 | 0.35 | 0.36 | 0.39 | 0.36 | 0.31 | 0.33 | 0.35 | 0.57 | 0.54 | NA   | 0.31 | 0.34 |
| S35 | 5.49  | 0.19 | 0.19 | 0.42 | 0.40 | 0.34 | 0.40 | 0.30 | 0.43 | 0.37 | 0.43 | 0.41 | 0.31 | NA   | 0.67 |
| S36 | 6.09  | 0.16 | 0.25 | 0.31 | 0.31 | 0.25 | 0.26 | 0.28 | 0.29 | 0.30 | 0.31 | 0.37 | 0.34 | 0.67 | NA   |



# Open Ended Questions (“Verbatims”)

## Symbols

- ◆ NR - This stands for Name Reference, which means that a person’s name was mentioned. Each Name Reference includes the survey’s case and/or ID number.
- ◆ (?) - This denotes an illegible word.

## Written Comments

- ◆ An individual respondent’s complete answer to an open-ended question appears in one cell. One or more ideas may be expressed within that cell. In the report we arrange the comments by the idea mentioned first within each cell.
- ◆ If a cell was blank, there was no answer.

## Comment Contents

| Topic  | Page |
|--|------|
| List the service(s) you feel are the most important for the County to provide. | 68   |
| What one thing would you like to see done to improve New Hanover County?       | 73   |



The open ended question was stated as follows.

**List the service(s) you feel are the most important for the County to provide (may be in addition to the items above).**

| Age Range | Bus? | Race | Income | List the service(s) you feel are most important...   |
|-----------|------|------|--------|--|
| 65-74     | No   | W    | 50-74K | 911  |
| 65-74     | No   | W    | 30-49K | 911 call center, police department, parks, senior center.  |
| 30-49     | No   | W    | 50-74K | 911 center, fire dept, social services, schools, libraries, parks.   |
| 50-64     | Yes  | W    | 50-74K | 911 center, fire, police, trash, senior center. Need to reopen the site in Castle Hayne.   |
| 65-74     |      | W    |        | 911 services, health & tax services.   |
| 50-64     | Yes  | W    | 50-74K | 911 services/fire & police services.   |
| 75+       | No   | W    | 50-74K | 911, fire, health, library, police.  |
| 30-49     | Yes  | W    | 75-99K | 911, police, fire, parks, coop extension/arboretum.  |
| 65-74     | No   | W    |        | A nice senior center in the Castle Hayne area.   |
| 50-64     | No   | W    | <20K   | Ability garden arboretum   |
| 50-64     | Yes  | W    | 30-49K | Aggressively enforce cell phone texting/use while driving rules.   |
| <30       | No   | W    | 50-74K | Baseball stadium & new bridge downtown.  |
| 75+       | No   | W    | <20K   | Better bus & train services.   |
| 65-74     | No   | W    | 20-29K | Better education in the grade schools.   |
| 65-74     |      |      |        | Better educational services & services for people with disabilities.   |
| 30-49     | No   | W    | <20K   | Better food banks & help for homeless without being judged.  |
| <30       | No   | W    | 100K+  | Better land use planning & more public relations to address citizen complaints & concerns, i.e. annexation.  |
| 30-49     | No   | W    | 100K+  | Better public schools are needed.  |
| 50-64     | Yes  | W    |        | Better roads, better education.  |
| 50-64     | No   | W    | 30-49K | Better roads, sheriff protection, fire department.   |
| 65-74     | No   | W    | <20K   | Bicycle lanes county-wide.   |
| 50-64     | Yes  | W    | 100K+  | Bike paths.  |
| 50-64     | No   | W    | 100K+  | Bike paths.  |
| 75+       | No   | W    | 20-29K | Building inspector to look closer & enforce laws. I pass mobile homes & others that should be condemned & are not livable especially for children. |
| 50-64     | No   | W    | <20K   | CFPUA to provide clean water (currently is not).   |
| <30       | No   | W    | 20-29K | Community college, schools, 911, fire, building inspectors.  |
| 50-64     | Yes  | W    | 30-49K | Cost effective water & sewer service.  |
| 50-64     | No   | W    | 50-74K | County wide solid waste collection.  |
| 50-64     | Yes  | W    | 75-99K | County-wide recycling pickup.  |
| 30-49     | No   | W    | 30-49K | Cross city walk & parks, tennis courts, dog parks.   |
| 50-64     | No   | W    | 50-74K | Curbside recycling, yard waste, trash. More participation when county-wide.  |
| 50-64     | No   | B    | 20-29K | Department of Social Services.   |
| <30       | No   | W    | 20-29K | Economic development.  |
| 30-49     | No   | W    | 100K+  | Economic development.  |
| 50-64     | Yes  | W    | 100K+  | Economic growth, safety.   |
| 50-64     | Yes  | W    | 100K+  | Education on proper disposal of fishing line & hooks & cigarette butts. Both are very harmful to wildlife in our area.                             |



|       |     |   |        |   |
|-------|-----|---|--------|---|
| 30-49 | No  | W | 20-29K | Education, cultural institutions, parks.  |
| <30   | Yes | W | 20-29K | Education, fire & rescue, parks & gardens, public health, waste management, law enforcement.                                    |
| 30-49 | No  | W | 75-99K | Education, planning & zoning, recycling, fire & police, economic development, parks.  |
| 50-64 | No  | W | 50-74K | Education, police, public safety.   |
| 50-64 | Yes | W | 100K+  | Education, solid waste.   |
| 50-64 | Yes |   |        | Emergency medical & fire.   |
| 30-49 | No  | W | 100K+  | Emergency rescue, fire & police.  |
| 50-64 | No  | W | 50-74K | Emergency services, schools, solid waste, parks.  |
| 75+   | No  | W | 20-29K | Emergency services.   |
| 30-49 | No  | W | 100K+  | Entrepreneurship, arts, education, health & human services, safety, economic development.                                       |
| 65-74 | No  | W |        | Facility such as the Alabama Theater for concerts.  |
| 30-49 | No  | W | 100K+  | Fire department, sheriff's department, health department, solid waste, parks & gardens, public schools.                         |
| 65-74 | No  | W |        | Fire, 911, schools, law enforcement, deal with drunk drivers.   |
| <30   | No  | W | 100K+  | Fire, EMS, police.  |
| 30-49 | No  | W | 50-74K | Fire, police, parks.  |
| 75+   | No  | W | 50-74K | Fire, police, trash, business development.  |
| 50-64 |     | W |        | Fire, police, waste disposal, clear water.  |
| 50-64 | No  | W | 75-99K | Fire, police.   |
| 75+   | No  | W | 75-99K | Fire, sheriff, 911, medical   |
| 30-49 | No  | W | 50-74K | Fire.   |
| 50-64 | No  | W | 100K+  | Fix the roads the county tore up installing sewer lines several years ago. We have a pond in front of our house each rainy day. |
| 30-49 | Yes | W | 75-99K | Get rid of county commission. They are in it for their own interests.   |
| <30   | No  | W | 50-74K | Good parks.   |
| 50-64 | No  | W | 100K+  | Good roads, good education, police & fire, get rid of crooks in county planning office.   |
| 65-74 | No  | W |        | Good schools.   |
| 65-74 | No  | W | 50-74K | Good serviceable roads.   |
| 65-74 | No  | W | 75-99K | Green industries, not smoke stack industries!   |
| 50-64 | No  | W | 100K+  | Health, schools, arts, library.   |
| 65-74 | No  | W | 30-49K | Health, social services, police, education, land use, development.  |
| 30-49 | No  | W | 30-49K | Health, social services, tax department.  |
| <30   | No  | W | 75-99K | Health, social services.  |
| 75+   |     | W | 30-49K | Help reduce cost of cable TV service. Engage enforcement of traffic safety, i.e. cell phones in autos.                          |
| 30-49 | Yes | W | 100K+  | Higher quality & more bike & walking trails city wide. Parks & gardens.   |
| 50-64 | No  | W | <20K   | Improve Myrtle Grove library (needs enlarging).   |
| 30-49 | No  | W | 50-74K | Improved greenways & bike paths. Need water & sewer system in Wrightsboro area.   |
| 30-49 | No  | W | 75-99K | Infrastructure, safety & education.   |
| 50-64 | No  | W | 75-99K | Inspections, 911, fire.   |
| 50-64 | No  | W | 20-29K | Jobs.   |
| 30-49 | Yes | W | 100K+  | Land development, health, fire, public schools.   |
| 75+   | No  | W | 75-99K | Land planning.  |
| 30-49 | Yes | W | 50-74K | Land use planning, economic development, public libraries.  |
| 30-49 | No  | W | 50-74K | Law enforcement, 911, fire, parks, senior center, schools.  |
| 50-64 | No  | W | 30-49K | Law enforcement, 911, fire, rescue.   |
| 50-64 | No  | W | 100K+  | Law enforcement, zoning, business development, fire, parks.   |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 50-64 | No  | W  | 100K+  | Law enforcement.  |
| 65-74 | No  | W  |        | Libraries, parks.   |
| 30-49 | No  | W  | 50-74K | Library system, mosquito control is very important to me, law enforcement.  |
| 65-74 | No  | As | 20-29K | Library, schools, solid waste, health, senior services.   |
| 65-74 | No  | W  | 30-49K | Library.  |
| 50-64 | No  | W  | 100K+  | Lighted soccer fields.  |
| 50-64 | No  | W  | 100K+  | Low taxes.  |
| 30-49 | No  | W  | 100K+  | Minor league baseball stadium/team.   |
| 50-64 | Yes | W  | 100K+  | More expansive library access & service. Need better downtown library.  |
| 50-64 | No  | W  | 100K+  | More financial support to public schools.   |
| 65-74 | No  | W  | <20K   | More focus on senior citizens on low income - internet, events, etc. Not all of us were poor through life. Don't get respect now that we are. |
| 50-64 | No  | W  | 30-49K | More funding for animal control.  |
| 65-74 | No  | B  | 20-29K | More services for visual impaired & physical handicap citizens.   |
| 30-49 | No  | W  | 100K+  | Museums & parks.  |
| 30-49 | No  | W  | 100K+  | New Hanover school system.  |
| 50-64 | Yes | W  |        | Opportunities for community stakeholder feedback.   |
| <30   | No  | W  | 20-29K | Parks & gardens.  |
| 30-49 | No  | W  | 50-74K | Parks & green spaces.   |
| <30   | No  | W  |        | Parks & recreation  |
| 50-64 | No  | W  | 50-74K | Parks & recreation  |
| 30-49 | No  | W  | 30-49K | Parks, 911, fire, waste, land use planning.   |
| 75+   | No  | W  | 50-74K | Parks, gardens.   |
| 30-49 | No  | W  | 30-49K | Parks, libraries, public schools, fire department, emergency assistance.  |
| 50-64 | No  | W  | 100K+  | Parks, libraries, social services, safety/first responders.   |
| 30-49 | No  | W  | 50-74K | Parks, museums, children's activities.  |
| 65-74 | No  | W  | 30-49K | Parks, safety, schools.   |
| 50-64 | Yes | W  | 30-49K | Parks.  |
| 30-49 | No  | W  | 100K+  | Parks/gardens, protection (fire/police depts.).   |
| 65-74 | Yes | W  | 100K+  | Permit building where there is correct traffic space/room. Trader Joe's location is a traffic disaster.                                       |
| 50-64 |     | W  |        | Police, fire, community college, parks, public health, libraries.   |
| 75+   | No  | W  | 75-99K | Police, fire, health, libraries, education.   |
| 75+   | No  | W  | 50-74K | Police, fire, health, schools, libraries.   |
| 30-49 | No  | W  | 100K+  | Police, fire, land use planning.  |
| 30-49 | No  | W  | 100K+  | Police, fire, parks, water & sewer, road/infrastructure development.  |
| 65-74 |     | W  | 100K+  | Police, fire, zoning/building, infrastructure management.   |
| 50-64 | Yes | W  | 100K+  | Police, fire.   |
| 50-64 | No  | W  | 30-49K | Police, traffic, garbage removal, parks.  |
| 50-64 | No  | W  | 100K+  | Police/sheriff depts., fire, EMS  |
| 50-64 | No  | W  |        | Police/sheriff, fire & rescue, roads & highways.  |
| 65-74 | Yes | W  | 30-49K | Preservation of resources & environment/history.  |
| 65-74 |     | H  | 100K+  | Procure a midway house for mentally ill people.   |
| 65-74 | No  | W  | 30-49K | Protection  |
| 50-64 |     | W  | 50-74K | Providing green spaces.   |
| 65-74 | No  | B  | 50-74K | Public beach access & beautification. I love the beach & waterways.   |
| 50-64 | No  | W  | 50-74K | Public education, public libraries, public safety, public health.   |
| 30-49 | No  | W  |        | Public health, fire & law enforcement, schools.   |
| 30-49 | No  | W  | 75-99K | Public health, police, fire, parks, trash, road development.  |
| 50-64 | No  | W  | 100K+  | Public health, schools, libraries, parks & gardens, 911, fire dept.   |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 50-64 | No  | W  | 50-74K | Public safety, schools, economic development.   |
| 30-49 | No  | W  | 100K+  | Public schools, waste collection, economic development.   |
| 30-49 | Yes | W  | 100K+  | Public schools.   |
| 30-49 | No  | AI | 100K+  | Public schools.   |
| 30-49 | No  | W  | 100K+  | Public schools.   |
| 50-64 | No  | W  | 75-99K | Quality public education.   |
| 30-49 | No  | W  | 30-49K | Quality public schools & libraries.   |
| 30-49 | No  | W  | 100K+  | Quality schools, libraries & parks plus transportation options.   |
| 50-64 | Yes | W  | 100K+  | Reasonable water & sewer rates.   |
| 30-49 | No  | W  | 30-49K | Recreation, both mental & physical, to counteract the urban stress.<br>More museums, libraries & parks. |
| 65-74 |     | W  | 30-49K | Recycling services.   |
| 50-64 | No  | W  | 75-99K | Recycling, yard debris.   |
| 50-64 | Yes | W  | 75-99K | Rescue, education, social services, parks & recreation.   |
| 65-74 | Yes | W  | 50-74K | Road repair, traffic flow is terrible.  |
| 50-64 | No  | W  | <20K   | Roads cleaned & mowed, more protection, no gangs, lower taxes & insurance.                              |
| 75+   | No  | W  |        | Roads, storm water runoff.  |
| 30-49 | Yes | W  |        | Roads, traffic control, parks, planning.  |
| 65-74 | Yes | W  | 50-74K | Roads, water, schools.  |
| 50-64 | Yes | W  | 30-49K | Roads.  |
| 50-64 |     | W  | 75-99K | Safety & fire   |
| 65-74 | Yes | W  | 30-49K | Schools, 911, fire.   |
| 50-64 | No  | W  | 30-49K | Schools, emergency services, solid waste, sewer & water, libraries.                                     |
| 65-74 | No  | W  | 50-74K | Schools, health, community college, parks & recreation.   |
| 30-49 | No  | W  |        | Schools, libraries, museums, parks & gardens, co-ops, economic development.                             |
| 65-74 | No  | W  | 20-29K | Schools, libraries, senior services, law enforcement.   |
| 50-64 | No  | W  | 50-74K | Schools, libraries.   |
| <30   | No  | B  | 50-74K | Schools, museums, community college, parks.   |
| 30-49 | No  | W  | 20-29K | Schools, public safety, economic development, parks.  |
| 50-64 | Yes | W  | 100K+  | Schools.  |
| <30   | No  | W  | <20K   | Security.   |
| 75+   | No  | W  | 20-29K | Senior citizen programs.  |
| 50-64 | No  | W  | 20-29K | Senior resource center.   |
| 65-74 | No  | W  | 50-74K | Senior services.  |
| 50-64 | No  | W  | 50-74K | Sewage connection for county residents.   |
| 50-64 | No  | W  | 75-99K | Sewer, water, maintain roads (infrastructure), parks.   |
| 65-74 | No  | W  | 50-74K | Sheriff, courts, building inspector, hospital, water quality.   |
| 30-49 | No  | W  | 100K+  | Sheriff, fire & rescue, social services, solid waste, public health.                                    |
| 50-64 | Yes | W  | 100K+  | Sheriff, fire, court.   |
| 65-74 | Yes | W  | 30-49K | Sheriff, fire, EMS.   |
| 50-64 | Yes | W  | 100K+  | Sheriff, fire, public land development.   |
| 65-74 | No  | W  | 50-74K | Sheriff, fire.  |
| 75+   | No  | W  | 50-74K | Sheriff's dept.   |
| 75+   | No  | W  | 75-99K | Sheriff's dept.   |
| 50-64 | No  | W  |        | Social activities for seniors.  |
| <30   | No  | W  | <20K   | Social services, 911.   |
| <30   | No  | W  | 30-49K | Solid waste, fire, schools, building inspection.  |
| 30-49 | No  | W  | 30-49K | The arboretum, CFCC, libraries.   |
| 30-49 | No  | W  | 30-49K | The arts & art culture.   |



|       |     |    |        |  |
|-------|-----|----|--------|--|
| <30   | No  | W  | 20-29K | The library.   |
| 30-49 | No  | B  | <20K   | The museum. It's very knowledgeable on the history of the city.  |
| 30-49 | No  | W  |        | To continue to expand cross-city bike trail. To continue to upgrade & improve infrastructure in Wilmington. To maintain quality parks & gardens, 911 & fire services.  |
| 65-74 | No  | W  | 75-99K | Traffic control & long term planning.  |
| 75+   | No  | W  | 50-74K | Transportation/bus service.  |
| 30-49 | No  | W  | 50-74K | Trash service, well maintained parks, free parking downtown!   |
| <30   | No  | W  | 20-29K | Trash.   |
| 50-64 | Yes | AI |        | Water & sewer, law enforcement.  |
| 50-64 | Yes | W  | 100K+  | Water, sewer, trash - not available in our neighborhood.   |
| 50-64 | Yes | W  | 100K+  | Water, sewer.  |
| 65-74 | No  | W  | 75-99K | Water, trash pickup  |
| 50-64 | No  | W  | 50-74K | Water.   |
|       |     |    |        | We need high paying jobs. We need more industry related jobs & less service oriented jobs so people can afford to live here.   |
| 50-64 | Yes | W  | 100K+  | We need recycling pickup service.  |
| 30-49 | No  | W  | 100K+  | Well funded schools, well maintained parks & recreational facilities, a plan for growth & development especially regarding infrastructure. Quit allowing huge subdivisions to be built with no schools nearby! |
| 30-49 | No  | H  | 100K+  | Wi-fi, public access TV  |
| 65-74 | No  | W  | 20-29K | You should cut the county government by 50%.   |





The open ended question was stated as follows.

**What one thing would you like to see done to improve New Hanover County?**

| Age   | Bus? | Race | Income | What one thing would you like to see done to improve New Hanover County?   |
|-------|------|------|--------|--|
| 50-64 | No   | W    | 75-99K | "Clean" industry recruiting. No Titan cement type industries.  |
| 30-49 | No   | W    | 50-74K | A better distribution of NHC students to schools so all schools are equal economically & racially.   |
| 50-64 | No   | W    | 50-74K | Address & solve the solid waste problem.   |
| 50-64 | No   | W    | 100K+  | Address drainage issues in unincorporated areas by taking responsibility instead of placing on homeowner.  |
| 30-49 | No   | B    | 30-49K | Another bridge across Cape Fear River & a better accessibility to south Wilmington.  |
| 50-64 | No   | W    | 75-99K | Answer or at the very least acknowledge emails. The county is terrible at this. How rude!  |
| 50-64 | Yes  | W    | 100K+  | Antilitter laws enforced. Traffic laws enforced.   |
| 30-49 | Yes  | W    |        | Arrest illegal aliens & people with loud car stereos.  |
| 75+   | No   | W    | 100K+  | Attract high pay jobs for an educated work force. We can't make it off retirees & college students only!   |
| 50-64 | No   | W    | 100K+  | Attract more manufacturing.  |
| 65-74 | No   | W    |        | Auto accident reduction. Reduce homelessness. Walking trails.  |
| 65-74 | No   | W    | 30-49K | Balance the budget!  |
| <30   | No   | W    | 20-29K | Balance the county's budget & do not spend more than income provides.  |
| 75+   | No   | W    | 50-74K | Balanced budget & stop spending.   |
| 65-74 | No   | W    | 75-99K | Baseball stadium.  |
| <30   | No   | W    | 30-49K | Baseball stadium.  |
| 30-49 | No   | W    | 50-74K | Be more efficient with tax payers' money.  |
| 30-49 | No   | H    | 100K+  | Be more progressive in terms of cultural diversity & make a laser focus on attracting companies that seek those sorts of environments to grow in. Be the shining star of NC! |
| 65-74 | Yes  | W    | 100K+  | Beach re-nourishment & traffic planning.   |
| 30-49 | Yes  | W    | 100K+  | Beautification of all neighborhoods & entrances & benefits/incentives from the county to do so. This will help all over the county & increase property values.               |
| 65-74 | No   | W    | 30-49K | Better communication between people & government.  |
| 50-64 | No   | B    | 20-29K | Better communication with county commissioners & city officials.   |
| <30   | No   | W    | 50-74K | Better community health departments.   |
| 75+   | No   | W    | 30-49K | Better control of traffic on Market Street.  |
| 65-74 | No   | W    | 50-74K | Better economic development.   |
| 65-74 |      |      |        | Better education & services for people with disabilities.  |
| 50-64 | No   | W    | 100K+  | Better education.  |
| 30-49 | Yes  | W    | 100K+  | Better educational services in our public schools.   |
| 65-74 | No   | W    | <20K   | Better hospital care & work with poor (no medical).  |
| <30   | Yes  |      |        | Better job base. The economy here is horrible. Perhaps small business incentives? Clean up the crime! Downtown is a disgrace! I used to live there & never felt safe.        |
| 50-64 | No   | W    | 100K+  | Better oversight of traffic issues, More building, more congestion, more accidents.  |
| <30   | No   | W    | 100K+  | Better planning i.e. economic development & roads/sidewalks/parks, all under the umbrella of full strategic planning.  |



|       |     |   |        |  |
|-------|-----|---|--------|--|
| 30-49 | No  | W | 100K+  | Better planning resulting in higher quality commercial & residential development.  |
| 65-74 |     | W | 50-74K | Better police protection for outlying areas.   |
| <30   | No  | W | <20K   | Better roads & getting them done quicker would be great!   |
| 75+   | No  | W | 75-99K | Better roads & traffic control.  |
| 65-74 | No  | W | 30-49K | Better roads to drive on with no holes!  |
| <30   | No  | W | 50-74K | Better roads to ease congestion at College & Oleander streets.   |
| 50-64 | Yes | W | 75-99K | Better roads to improve transportation flow.   |
| 50-64 | Yes | W | 75-99K | Better roads!  |
| 30-49 | No  | W | 30-49K | Better roads!  |
| 65-74 | Yes | W |        | Better roads!  |
| 50-64 | No  | W |        | Better roads, better schools.  |
| 50-64 | Yes | W | 100K+  | Better roads, less traffic.  |
| 65-74 | No  | W | 20-29K | Better roads.  |
| 75+   | No  | W | 50-74K | Better roads.  |
| 75+   | No  | W | 30-49K | Better roads.  |
| 30-49 | No  | W | 100K+  | Better schools.  |
| 30-49 | No  | W | 100K+  | Better schools.  |
| 50-64 | Yes | W |        | Better schools.  |
| 65-74 | No  | W | 30-49K | Better sewage.   |
| 75+   | No  | W | 50-74K | Better street crossings & sidewalks for walkers.   |
| 50-64 | No  | B | <20K   | Better streets.  |
| 50-64 | Yes | W | 75-99K | Better traffic control.  |
| 50-64 | No  | W | 75-99K | Better traffic control.  |
| 65-74 | No  | W | 50-74K | Better traffic patterns.   |
| 30-49 | No  | W | 100K+  | Better use of available land. Better plans for growth.   |
| 50-64 | No  | W | 100K+  | Better water quality.  |
| 30-49 | No  | W | 75-99K | Bicycle lanes & better roads.  |
| 65-74 | No  | W | 100K+  | Bike lanes.  |
| 50-64 | No  | W | 75-99K | Bike lanes. Very few here.   |
| 30-49 | No  | W |        | Bike path, separate sidewalk, bike & running paths of Wrightsville Ave from McMillan all the way to Airlie Road, continuing on Airlie Road to Wrightsville Beach. Also a bike path/sidewalk on Greenville Ave continuing onto Greenville Loop. |
| 50-64 | Yes | W | 50-74K | Bike paths to expand to more areas. We can be a bike friendly city.  |
| 50-64 | Yes | W | 100K+  | Bike paths.  |
| 50-64 | No  | B | 100K+  | Bring higher paying companies to the county. Investigate companies on their raises & promotional procedures.   |
| 30-49 | No  | W | 30-49K | Bring in more exhibits at local museums.   |
| 50-64 | Yes | W | 30-49K | Bring the schools up to date with technology. Create "Khan" academy environments. Once this is done everything else falls in place. Get it!  |
| 50-64 | Yes | W | 50-74K | Bring water & sewer for residential hook-up to the county.   |
| 65-74 |     | H | 100K+  | Build a new bridge over the Cape Fear River.   |
| 65-74 | No  | B | 30-49K | Build baseball stadium.  |
| 75+   | No  | W | 20-29K | Building code enforcement & road improvements. Were I live fire trucks have been stuck, mailman stuck, ambulance couldn't come on a call. Road sometimes impassable.   |
| 50-64 | No  | W | <20K   | Buses to Carolina Beach.   |
| 50-64 | No  | W | 100K+  | Bypass & road planning to increase traffic flow & continue to adjust traffic lights timed with traffic.  |
| 50-64 | Yes | W | 100K+  | Cape Fear Utility wastes too much money & is too high.   |
| 65-74 | No  | W | 75-99K | CFPUA.   |



|       |     |   |        |  |
|-------|-----|---|--------|--|
| 50-64 | No  | W | 50-74K | Change county/city commissioners. They have no common goals, only personal politics.   |
| 50-64 | No  | W | 100K+  | Change out commissioners with people that do not profit from decisions made.   |
| 50-64 | No  | W | 100K+  | Cheaper taxes, less wasteful spending. Overhaul CFPUA.   |
| 30-49 | No  | W | 50-74K | Cheaper water. Our water rates are ridiculously high.  |
| 50-64 | No  | W | 30-49K | City & county could work better together.  |
| 50-64 | No  | W | 100K+  | Clean out (?) holding water.   |
| 50-64 | Yes | W |        | Community health department.   |
| 30-49 | Yes | W | 100K+  | Community schools.   |
| 50-64 | No  | W | 50-74K | Complete sewage hookup in the entire county!   |
| 50-64 | Yes | W | 100K+  | Consolidate city & county governments.   |
| 65-74 | No  | W | 20-29K | Consolidate city & county into one government building.  |
| 75+   | No  | B | <20K   | Continue helping senior citizens who have worked so hard in this city.   |
| 65-74 | Yes | W | 50-74K | Continue to encourage high quality economic development such as supporting the film industry.  |
| 30-49 | No  | W |        | Continue to upgrade & improve infrastructure, 911, fire & safety services & expand bike trail & green areas.   |
| <30   | No  | B | <20K   | Continued job growth so that maybe crime rate won't rise & more families will be self-sufficient.  |
| 50-64 | Yes | W |        | Control taxes & do something with the rates of the water department. Something has to be done.   |
| 65-74 | No  | W | 100K+  | Control taxes.   |
| 75+   | No  | W | 50-74K | Control traffic conditions. Reduce multi-family buildings.   |
| <30   | No  | W | 30-49K | Coordinate more with Wilmington council to lower costs & taxes in all areas.   |
| 50-64 | No  | W | 75-99K | Cost of living/taxes reduced. The cost of living is extremely high in NHC!   |
| 65-74 | Yes | W | 30-49K | County government should not invest tax dollars in anything that private citizens & businesses should handle. This keeps down the number of government employees. Private citizens & businesses are known to do a much better job of handling some services. |
| 30-49 | Yes | W | 20-29K | County needs to improve the road system. Traffic is one major problem.   |
| 50-64 | No  | W | 30-49K | County should maintain all small community roads & provide fire hydrants.  |
| 65-74 | No  | W |        | County water & sewer brought to the Wrightsboro & Castle Hayne area. We need it as soon as possible.   |
| 65-74 | No  | W | <20K   | County wide bicycle lanes!   |
| 30-49 | Yes | W | 100K+  | County wide recycling pickup.  |
| 65-74 |     | W | 100K+  | County/city morgue.  |
| 50-64 | No  | W | <20K   | Court system recognize both parents are the best parent. Recognize April 25 as "parental alienation awareness day."  |
| 30-49 | Yes | W | 50-74K | Crack down on homeless & vagrants. They can ruin a park, a library or a neighborhood.  |
| 50-64 | Yes | W | 20-29K | Create more good paying permanent jobs for everyone.   |
| 30-49 | Yes | W | 75-99K | Create more technology driven jobs.  |
| 30-49 | No  | W | 100K+  | Create/improve the parks system to invoke more community events & attract business & tourism.  |
| 50-64 | Yes | W | 75-99K | Cut property taxes.  |
| 50-64 | Yes |   |        | Cut taxes.   |
| <30   | No  | W | 100K+  | Decrease crime.  |
| 30-49 | No  | W | 50-74K | Dissolve CFPUA & find a more reasonable rate structure for service. Get rid of Brian Berger.   |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 75+   | No  | W  | <20K   | Dissolve CPHUA.   |
| <30   | Yes | W  |        | Downtown safety.  |
| 75+   | No  | W  | 75-99K | Due to configuration, consolidate city & county governments. It is pointless to have two ruling bodies in a county as small as New Hanover!   |
| 65-74 | No  | W  | 50-74K | Easier recycling & large item collection.   |
| 30-49 | No  | AI | 100K+  | Economic development.   |
| 30-49 | No  | W  | 100K+  | Economic development. Job growth is desperately needed in this area of North Carolina.  |
| 75+   | No  | W  | 20-29K | Elect county officials Who put NHC first, not their own interests.  |
| 50-64 | Yes | W  | 100K+  | Eliminate drugs & associated crime.   |
| 75+   | No  | W  | 50-74K | Eliminate one problem commissioner. Reduce water & sewer rates.   |
| 30-49 | Yes | W  | 100K+  | Eliminate wasteful spending.  |
| 50-64 | No  | W  | 100K+  | Emphasis on excellence & inclusiveness.   |
| 30-49 | Yes | W  | 20-29K | Employ more people at the DMV.  |
| 75+   | No  | W  | 30-49K | Employ more policemen!  |
| 30-49 | No  | W  | 50-74K | Encourage more people to come downtown via reduced parking fees and/or free parking!  |
| 30-49 | No  | W  |        | Encourage the public to use the health department instead of the emergency room for well care visits/aches & pains.   |
| 30-49 | No  | As | 50-74K | End racism!   |
| 50-64 | No  | W  | 75-99K | Enforce driving laws.   |
| 75+   | No  | W  | 30-49K | Enforcement of driving laws, speeds & regulations.  |
| 65-74 | No  | W  | 75-99K | Enforcement of laws that protect - traffic, public health & safety.   |
| 30-49 | Yes | W  | 50-74K | Ensure high standards of critical thinking & science in schools.  |
| 50-64 | No  | W  | 100K+  | Establish solid waste plan. Increase life of landfill.  |
| 65-74 | No  | W  | 50-74K | Even more than improving roads, I think we should give raises to our police & fire workers. I still haven't gotten over the Whole Health Dept/contraception debacle & I do not have trust in our commissioners. |
| <30   | No  | W  |        | Expand & complete the cross city trail.   |
| 50-64 | No  | W  |        | Expand indoor shopping mall.  |
| 65-74 | No  | W  | 75-99K | Expand industrial base & foster business development.   |
| 30-49 | No  | W  | 30-49K | Expand museum for an even bigger focus. Activities in science. New technology.  |
| 65-74 | No  | W  | 30-49K | Faster permit completion.   |
| 65-74 | Yes |    |        | Finish bike paths!  |
| <30   |     | W  |        | Finish bike trails & greenway.  |
| 30-49 | No  | W  | 100K+  | Finish paving roads.  |
| 65-74 | No  | W  | 75-99K | Finish the greenway & expand the park system.   |
| 65-74 | No  | W  | 50-74K | Fiscal responsibility.  |
| 75+   | No  | W  | <20K   | Fix county rural roads.   |
| 30-49 | No  | W  | 100K+  | Fix the Market Street corridor.   |
| 65-74 | Yes | W  | 50-74K | Fix the Memorial Bridge.  |
| 50-64 | No  | W  | 100K+  | Fix the pond left behind by the county installation of sewer lines! Disgraceful! Fix roads to their prior condition before the county tore them up twice!   |
| 65-74 | No  | W  | 50-74K | Fix the roads!  |
| 65-74 | No  | W  |        | Fix the roads.  |
| 30-49 | Yes | W  | 100K+  | Fix the roads. Government needs to get out of way of progress & focus on basics of crime, roads & schools.  |
| 50-64 | No  | W  | 75-99K | Fix the streets!  |
| 50-64 | Yes | W  | 30-49K | Fix water & sewer throughout county & make it affordable.   |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 30-49 | No  | W  | 75-99K | Focus on development & redevelopment around downtown & under-utilized corridors with existing infrastructure.   |
| 30-49 | No  | W  |        | Focus on school system.   |
| 30-49 | Yes | W  | 50-74K | Friendlier business environment for small businesses.   |
| 30-49 | No  | W  | 75-99K | Functional bicycle lanes to promote commuters to and from work on all major streets/roads.  |
| 30-49 | No  | W  | 100K+  | Funding for a minor league baseball stadium & team.   |
| 50-64 | No  | W  | <20K   | Get a baseball stadium!   |
| 65-74 |     |    | 100K+  | Get politics out & replace with concern for citizens.   |
| 50-64 | No  | W  | 50-74K | Get rid of councilman Berger.   |
| 30-49 | No  | W  | <20K   | Get rid of county commissioner & deadbeat Burger.   |
| 50-64 | No  | W  | 50-74K | Get rid of the "good ol' boy" mentality.  |
| 50-64 | No  | W  | 100K+  | Get the assessments correct. It is ridiculous to send "we are going to sue" letters when you never receive a property car tax bill. The mistakes are yours. The people working the counters admit your systems are wrong.                                       |
| 50-64 |     | W  | 20-29K | Good traffic flow on College Rd. Build a road like Independence Blvd. Connect to Randall Pkwy & College Rd.   |
| 30-49 | Yes | W  | 75-99K | Gordon Rd! Widened! Finish the job! Ease the traffic. Also turn all the street crossing/traffic lights back to flashing yellow during the night till early morning.   |
| 50-64 | No  | W  | 30-49K | Government learn to operate within an assigned budget just as I have to live within a set budget.   |
| 30-49 | No  | W  | 30-49K | Government support of the arts. Locally create & support fiscally art events.   |
| 30-49 | No  | W  | 75-99K | Greatly improve traffic management & infrastructure.  |
| 65-74 | No  | As | 20-29K | Harshness on criminals. We are letting the animals run the zoo. God bless our police & firemen & teachers.  |
| 30-49 | No  | W  | 100K+  | Have more safe bicycle routes.  |
| 65-74 | No  | W  | 50-74K | Higher employment rate.   |
| 65-74 | No  | W  | 30-49K | Highway maintenance.  |
| 50-64 | Yes | W  | 30-49K | Hiking & biking trails.   |
| 50-64 | Yes | W  | 100K+  | I believe a signature library downtown, shared by public & college students would transform downtown but more importantly serving as a county hub for activity & instruction. More people use the library than ever before. Our downtown library is substandard |
| 75+   | No  | W  | 50-74K | I believe you should put the trash (?) online.  |
| 30-49 | No  | B  | 30-49K | I will like to see more diverse interaction programs.   |
| 50-64 | No  | W  | 100K+  | I would like county employees to treat citizens as if they were their employers. In other words, they should act like public servants.  |
| 75+   | Yes | W  | 75-99K | I would like for building inspectors to be tougher on developers & contractors. My house was built in 2001 & by 2005 the floors were cracked from side to side in every room. The driveway is crumbled. It's one of the newest houses over here & the only one  |
| 50-64 | No  | W  | 75-99K | I would like to see the NACO commissioners to realize & understand that they represent the citizens of the county & make decisions as such.   |
| 65-74 | No  | W  |        | Improve air quality.  |
| 7.0   | No  | W  | 30-49K | Improve appearance of entrance into city after crossing bridge.   |
| 75+   | No  | W  | 20-29K | Improve Cape Fear Utility water & reduce the cost!  |
| 50-64 | No  | W  | 100K+  | Improve economic opportunity. People need more options other than the service industry.   |
| 30-49 | No  | W  | 50-74K | Improve education/schools.  |
|       |     |    |        | Improve job market with higher than minimum wage jobs \$15 to \$25+ an hour.  |



|       |     |   |        |   |
|-------|-----|---|--------|---|
| 65-74 | Yes | W | 30-49K | Improve Market Street traffic problem & education.  |
| 30-49 | No  | W | 100K+  | Improve public schools that are terrible. 30% drop out rate for many years. Violence daily in schools.  |
| 30-49 | Yes | W | 100K+  | Improve quality & quantity of biking & walking trails citywide. Parks & gardens.  |
| 50-64 | No  | W | 100K+  | Improve road conditions & traffic flow.   |
| 65-74 | No  | W | 30-49K | Improve road surfaces, i.e. Market St. & Kerr St.   |
| 65-74 | Yes | W | 100K+  | Improve roads & traffic flow & bridges.   |
| 30-49 | No  | W | 50-74K | Improve roads & transportation. Traffic issues!   |
| 50-64 | No  | W |        | Improve roads. Rose Ave. is falling apart.  |
| 75+   | No  | W | 75-99K | Improve secondary education!  |
| 65-74 | Yes | W | 20-29K | Improve streets!  |
| 50-64 | No  | W | 100K+  | Improve tax situation & how it is structured & the proper utilization of such funds.  |
| <30   | No  | W | 30-49K | Improve the safety of area parks!   |
| 50-64 | No  | W | 100K+  | Improve the schools. I would never recommend NHC to anyone to live unless there is more support for the public schools. My high school children do not even have books. |
| 65-74 | Yes | W | 75-99K | Improve traffic congestion.   |
| 65-74 | No  | W | 50-74K | Improve traffic flow & patterns.  |
| 75+   |     | W |        | Improve traffic flow & repairs.   |
| 50-64 | No  | W | <20K   | Improve traffic flow on College Rd in front of Jimbo's Restaurant. Traffic backs up there every day!  |
| 30-49 | No  | W | 75-99K | Improve traffic flow.   |
| 75+   | No  |   | 50-74K | Improve traffic movement throughout the city & add bike paths & walkways for pedestrians.   |
| 75+   | No  | W | 50-74K | Improve waste disposal.   |
| 65-74 | Yes | W | 100K+  | Improve water & sewer service.  |
| 30-49 | No  | W | 100K+  | Improved roads & bike/walking access.   |
| 50-64 | No  | W | 50-74K | Improved roads & overall appearance of roadsides.   |
| 65-74 | No  | W | 20-29K | Improved roads & traffic control to keep up with increased congestion.  |
| 75+   | No  | W | 75-99K | Improved roadways! Market St bypass to Porters Neck & I-40.   |
| 65-74 | No  | W |        | Improved schools.   |
| 65-74 | No  | W | <20K   | Improvement of road systems & infrastructures!  |
| 75+   | No  | W | 50-74K | Improvement of roads & traffic flow, especially Market Street!  |
| 50-64 | No  | W | 100K+  | Improvement with roads/transportation.  |
| 50-64 | No  | W | 50-74K | Increase education to top quality.  |
| 50-64 | No  | W | 100K+  | Increase financial & business growth without losing charm & attraction to tourists.   |
| 50-64 | No  | W | 100K+  | Increase funding for public schools.  |
| 30-49 | No  | W | 100K+  | Increase police coverage in residential areas, parks & gardens.   |
| 75+   | No  | W | 50-74K | Increase safety & reduce crime.   |
| 30-49 | No  | W | 50-74K | Increased bike paths & greenways to reduce traffic in urban areas & increase foot/bike usage.   |
| 65-74 | No  | W | 50-74K | Increased school funding.   |
| 75+   | No  | W | 75-99K | Infrastructure - roads, bridges (not another skyway, just another memorial bridge) near downtown.   |
| 50-64 | No  | W | 75-99K | Intelligent & ecologically responsible master planning & development.   |
| 30-49 | No  | W | 20-29K | Invest more in cultural institutions, particularly Cape Fear museum.  |
| 30-49 | No  | W | 30-49K | Invest more money in retaining teachers & providing more educational resources.   |
| <30   | No  | W | 20-29K | JOBS!   |
| 50-64 | No  | W | 50-74K | Jobs.   |



|       |     |   |        |   |
|-------|-----|---|--------|---|
| 50-64 | No  | W | <20K   | Jobs.   |
| 75+   | No  |   |        | Jobs.   |
| 50-64 | No  | W |        | Keep environment clean & limit residences & business building in natural resource areas.  |
| 30-49 | No  | W | 30-49K | Keep improving our public schools!  |
| 65-74 | No  | W | 75-99K | Keep out Titan cement. Build a ball stadium downtown. As long as Titan cement is a possibility I advise friends not to move here! |
| 65-74 | No  | W | 75-99K | Keep property taxes down.   |
| 50-64 | No  | W |        | Keep roads in better repair & cut property tax rates.   |
| 65-74 | No  | W | 30-49K | Keep taxes in line with services.   |
| 65-74 | No  | B | <20K   | Keep the kids in school.  |
| 50-64 | No  | W | 100K+  | Keep Titan out.   |
| 30-49 | No  | W | 100K+  | Leadership of elected officials to implement quality of life improvements.  |
| 50-64 | Yes | W | 75-99K | Less bars at Grand hotel.   |
| 65-74 | No  | W | 50-74K | Less crime.   |
| <30   | No  | W | 20-29K | Less crooked cops. I watched one shoot a dog.   |
| 50-64 | Yes | W | 100K+  | Less government, less taxes, more people pulling their own weight.  |
| 30-49 | Yes | W | 75-99K | Less government.  |
| 50-64 | Yes | W | 100K+  | Less government.  |
| 50-64 | No  | W | 30-49K | Less political influence in the public schools & more money spent on education. Less on pleasing special interest groups.         |
| 50-64 |     | W |        | Less spending on unnecessary items, land, parks, less taxes.  |
| 65-74 | No  | W | 100K+  | Less sprawl. More emphasis on protecting natural resources.   |
| <30   | No  | W | <20K   | Less taxes.   |
| 50-64 | Yes | W | 100K+  | Limit our growth, improve traffic congestion & safety.  |
| 50-64 | No  | W | 50-74K | Listen to the majority of citizens rather than the big money families.  |
| 50-64 | No  | B | <20K   | Low income housing for all no matter of your past crimes.   |
| 50-64 | No  | W | 50-74K | Lower crimes & gangs.   |
| 50-64 | No  | W | 20-29K | Lower my house taxes to meet the times! Create more jobs. Pay more.   |
| 30-49 | No  | W | 30-49K | Lower personal & property taxes. No Titan cement plant!   |
| 50-64 | No  | W | 50-74K | Lower property tax rates & add more ballparks & be accessible.  |
| <30   | No  | W | 100K+  | Lower property taxes.   |
| 65-74 | No  | W |        | Lower sales tax.  |
| 75+   |     | B | 20-29K | Lower speed limits. Publishing articles weekly on driving safely.   |
| 30-49 | No  | W | 75-99K | Lower taxes for middle class & create more median income jobs.  |
| 50-64 | Yes | W | 30-49K | Lower taxes, better management.   |
| 50-64 |     | W | 75-99K | Lower taxes.  |
| 65-74 | No  | W |        | Lower taxes.  |
| 65-74 | No  | W | 30-49K | Lower taxes.  |
| 50-64 | Yes | W | 50-74K | Lower taxes.  |
| 50-64 | No  | W | 100K+  | Lower taxes.  |
| <30   | No  | B | <20K   | Lower water & sewer costs.  |
| 50-64 | No  | W | <20K   | Lower water & sewer costs.  |
| 50-64 | No  | W | 50-74K | Lower water & sewer. CEPU is a monopoly.  |
| <30   | Yes | H | 30-49K | Major economic growth!  |
| 30-49 | No  | W | 75-99K | Make downtown safer.  |
| 30-49 | Yes | W | 50-74K | Make it more like Raleigh's infrastructure, entertainment, zoning & city services.  |
| 50-64 | No  | W | 100K+  | Make public education a bigger priority.  |
| 65-74 | No  | W |        | Make sure Titan stays in Greece!  |



|       |     |   |        |  |
|-------|-----|---|--------|--|
| 50-64 | No  | W | 50-74K | Making NHC more handicap accessible county-wide & more awareness.  |
| 50-64 | No  | W | 100K+  | Manage traffic flow.   |
| 65-74 | No  | W | 50-74K | Management of tax dollars.   |
| 65-74 | No  | W | 50-74K | Mandatory trash & recycling pickup.  |
| 75+   |     | W | 50-74K | Merge services with Wilmington.  |
| 65-74 | No  | W | 100K+  | Merge with city.   |
| 50-64 | Yes | W | 100K+  | Minor league ball park.  |
| 30-49 | No  | W | 30-49K | More & better jobs.  |
| 65-74 | No  | W | 100K+  | More accurately align county government initiatives with citizen's desires.  |
| 30-49 | No  | W | 100K+  | More bicycle paths.  |
| 65-74 | No  | W | 75-99K | More consolidation of services within city.  |
| 65-74 | No  | W | <20K   | More cops on the streets.  |
| <30   | No  | B | 50-74K | More county events.  |
| 65-74 | No  | W | <20K   | More help for low-income seniors - rentals, reduced prices for entertainment, events, museums, etc.  |
| <30   | No  | W | 100K+  | More improved minor & major arterial roads. Better road layout to prevent congested traffic.   |
| 65-74 | No  | W | 100K+  | More involvement with city of Wilmington.  |
| 30-49 | No  | B | <20K   | More jobs & better pay.  |
| 30-49 | No  | W | 30-49K | More jobs & economic growth.   |
| 50-64 | No  | W | 75-99K | More law enforcement.  |
| 50-64 | No  | W | 100K+  | More lighted soccer fields.  |
| 30-49 | No  | W | 30-49K | More locals starting businesses. County making permit process more straightforward & less of a nightmare. Less national commercial chain businesses in town. |
| 30-49 | No  | W | 75-99K | More money to NHC schools.   |
| 50-64 |     | W |        | More of a "sunshine" approach to governing!  |
| 50-64 | Yes | W | 100K+  | More parklands.  |
| 75+   | No  | W | <20K   | More parks.  |
| 30-49 | Yes | W |        | More parks.  |
| 30-49 | No  | W | 50-74K | More quality industries added.   |
| 50-64 | No  | W | 75-99K | More recycling locations.  |
|       | Yes | W | 100K+  | More sales tax to city.  |
| <30   | No  | W | 50-74K | More schools & public safety officers.   |
| 65-74 | No  | W | 50-74K | More sensible use of tax dollars to benefit all residents.   |
| 30-49 | No  | W | 100K+  | More support of the arts programs in schools.  |
| 30-49 | No  | W | 30-49K | More tech jobs & jobs as a Whole. Encourage businesses to locate here.   |
|       |     | W | 30-49K | Much better traffic planning, Which would include more thoroughfares. Too many congested streets!  |
| 75+   | No  | W | 20-29K | Need better traffic control on South College Rd. Very dangerous with speeders & reckless drivers.  |
| 30-49 | No  | W | 100K+  | New bridge over the Cape Fear river!   |
| <30   | No  | W | 30-49K | New bridge to Brunswick.   |
| 50-64 | No  | W | <20K   | New bridge.  |
| 50-64 | No  | W | 50-74K | New county commissioners.  |
| 50-64 | Yes | W | 100K+  | New county manager.  |
| 50-64 | Yes | W | 100K+  | New elected officials that are educated & competent in each department!  |





|       |     |   |        |  |
|-------|-----|---|--------|--|
| 30-49 | Yes | W | 100K+  | New Hanover County needs to be more pro-business. Planning & zoning is the hardest department I have ever worked with. I have 20 locations in 20 North Carolina counties & New Hanover is the hardest to work with.  |
| 65-74 | No  | W | 30-49K | New leaders.   |
| 30-49 | No  | W | 100K+  | New mayor, better roads & better flow of traffic.  |
| 65-74 | No  | W | 50-74K | New MG library, continued extended hours for libraries.  |
| 50-64 | No  | W | 30-49K | No fee on the beaches.   |
| 65-74 | No  | W | 30-49K | No more ballparks.   |
| 30-49 | No  | W | 75-99K | No more taxes.   |
| 30-49 | Yes | W | 75-99K | Not allow food stamps to drug users! Social services should not encourage migrant workers to receive benefits.   |
| 65-74 |     | W |        | Old system of voter registration cards.  |
| 30-49 | Yes | W | 100K+  | Open choice for schools.   |
| 75+   | No  | W |        | Overall things aren't so bad. Traffic congestion.  |
| 30-49 | No  | W | 50-74K | Parks.   |
|       | No  | W | 50-74K | Pave the streets or get them paved. They are awful.  |
| 75+   | No  | W | 50-74K | Permanently fix the water/sewer system, even if it takes more bonds.   |
| 30-49 | No  | W | 75-99K | Plan roads better. Stop putting in roads & houses Were there is not enough room!   |
| 50-64 | No  | W | 50-74K | Please improve the county election voter rolls.  |
| 50-64 |     | W | 75-99K | Promote business growth, lower business taxes & bring in jobs.   |
| 65-74 | No  | B | 50-74K | Promotion of & support of diversity at UNC-W among faculty & students.   |
| 50-64 | Yes | W |        | Protect natural resources, including water access.   |
| 50-64 | Yes | W | 100K+  | Provide a greater share of sales tax revenues to the city of Wilmington. The present system is not balanced.   |
| 75+   | No  | W | 75-99K | Provide good schools.  |
| 65-74 | No  | B | 30-49K | Provide more jobs for 16 years & older young people.   |
| 30-49 | No  | W | 100K+  | Public education.  |
| 50-64 | Yes | W | 100K+  | Public school system is very bad & need to be improved.  |
| 50-64 | No  | W | 30-49K | Public transportation the covers all of county.  |
| 50-64 | No  | W | 30-49K | Public transportation.   |
| 50-64 | Yes | W | 30-49K | Put Jason Thompson on a bus to Myrtle Beach!   |
| 30-49 | No  | W | <20K   | Put the rich people to the side & let the underpaid, underemployed allowed to move up. We shouldn't have to kiss their butts & get paid nothing for doing it.  |
| 50-64 | Yes | W | 50-74K | Quality education for all ages preschool through college & even senior adult classes & courses.  |
| 65-74 | Yes | W | 50-74K | Quit doing "dream" spending & stick to What we really need!  |
| 50-64 | Yes | W | 100K+  | Rail transportation.   |
| 65-74 | No  | W | 30-49K | Reduce & prevent crime for improved safety & security of our community.  |
| 50-64 | Yes | W | 50-74K | Reduce all salaries, no benefits, live like the rest of us!  |
| 65-74 | No  | W | 20-29K | Reduce by 50%.   |
| 30-49 | No  | W | 50-74K | Reduce crime city-wide.  |
| 50-64 | No  | W | 50-74K | Reduce crime in Wilmington!  |
| 65-74 | Yes | W | 30-49K | Reduce crime.  |
| 65-74 | No  | W | 30-49K | Reduce crime.  |
|       | No  | W |        | Reduce extreme management & personnel salary costs in the public utility authority, or even better eliminate the current authority to be replaced by a simpler, less costly & more result-oriented organization structure. In either case, adopt the objective |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 50-64 | No  |    | 30-49K | Reduce government size.   |
| 75+   | No  | W  | 50-74K | Reduce high speed & careless, aggressive driving on our roads with fair & persistent police activity.   |
| 50-64 | Yes | W  | 30-49K | Reduce taxes.   |
| 50-64 | Yes | W  | 100K+  | Reduce taxes.   |
| 65-74 |     |    |        | Reduce taxes.   |
| 65-74 | No  | W  | 100K+  | Reduce the anti-business press or have an alternative voice.  |
| <30   | No  | W  | 100K+  | Reduce wasteful spending.   |
| 65-74 | No  | W  | 100K+  | Remove Brian Berger from the county commissioners.  |
| 75+   | No  | W  | 30-49K | Remove Brian Berger.  |
| 50-64 | Yes | W  | 75-99K | Repair sewer system. No more spills!  |
| 50-64 | No  | B  | <20K   | Repair the streets between 13th & 14th on Orange St.  |
| 50-64 | Yes | W  | 30-49K | Replace county manager.   |
| 50-64 |     | W  | 100K+  | Replace every sitting city council member & county commissioner!  |
| 50-64 | Yes | AI |        | Replace the antiquated, failing sewer system. Protect the environment!  |
| 75+   | No  | W  | 100K+  | Resolve conflicts with city of Wilmington.  |
| 65-74 | No  | As | 30-49K | Resurface the streets & roads.  |
| 75+   | No  | W  | 50-74K | Review tax code.  |
| 65-74 | No  | AI | 30-49K | Road improvement & traffic safety.  |
| 50-64 | No  | W  | 30-49K | Road improvement.   |
| 75+   | No  | W  | 30-49K | Road improvements.  |
| 65-74 | No  | W  | 50-74K | Road improvements.  |
| 50-64 | No  | W  | 50-74K | Road infrastructure Which is now obviously inadequate.  |
| 65-74 | No  | W  |        | Road repairs done all over the county but not tear up a lot of streets at the same time. Build a theater for concerts, plays, etc., Which would generate more income from the sale of tickets.  |
| 50-64 | No  |    | 100K+  | Roads - resurfacing, pedestrian walkways, over road walkways. These roads are terrible.   |
| 65-74 | No  | W  |        | Roads & traffic.  |
| 50-64 | No  | W  | 75-99K | Roads fixed. Traffic patterns fixed.  |
| 65-74 |     | W  | 30-49K | Roads.  |
| 30-49 | No  | W  | 100K+  | Roads.  |
| 75+   | No  | W  | 30-49K | Roads.  |
| 50-64 | Yes | W  | 50-74K | Roads. Finish the I-140 road from 421 to Leland as fast as possible.  |
| 30-49 | No  | W  | 50-74K | Say no to Titan!  |
| 50-64 | No  | W  | 75-99K | School system/education.  |
| 50-64 | No  | W  | 50-74K | Segregation supposedly ended years ago, yet NHC continues on a path of re-segregation in its schools. Diversity is needed for today's students. Hopefully the federal government will eventually intervene for our students' sake. Separate is not equal. |
| 30-49 | No  |    |        | Service & quality & value of the Cape Fear Public Utility Authority is terrible.  |
| 50-64 | No  | W  | 20-29K | Side road work, more recycling places.  |
| 75+   | No  | W  | 75-99K | Sidewalks & curbs in city limits.   |
| 65-74 | No  | W  | 20-29K | Sidewalks.  |
|       | No  | W  | <20K   | Some stores in Castle Hayne. Restaurants also.  |
| 50-64 | Yes |    |        | Spell check the last sentence of your cover letter.   |
| 75+   | No  | W  |        | Stop building before the roads are widened to accommodate extra traffic.  |
| 50-64 | Yes | W  | 50-74K | Stop doing stupid things like fining a homeowner \$3000 for trimming crepe myrtles. Do a better job of land use planning. Get rid of gangs & drugs.   |
| 65-74 | No  | W  | 30-49K | Stop government wasteful spending.  |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 50-64 | No  |    |        | Stop satellite annexation.  |
| 65-74 | Yes | W  | 100K+  | Stop spending money & live within your means like we as individuals have to. Lower taxes When you learn to stop spending.   |
| 75+   | No  | W  | 30-49K | Stop strip mining to protect our ground water.  |
| 50-64 | No  | W  | <20K   | Stop taking on city problems such as sewer issues!  |
| 50-64 | No  | W  | 75-99K | Stop Titan.   |
| 30-49 | No  | W  | 50-74K | Stop unneeded reckless government spending.   |
| 50-64 | No  | W  | 75-99K | Stop using fire tax money to extend water lines for CFPUA!  |
| 65-74 | No  | B  | 20-29K | Stop wasteful spending & put more back into our inner city & communities.   |
| 50-64 | No  | W  | 50-74K | Stop wasting money in hard economic times. No more parks, no baseball stadium (people voted down)!  |
| 65-74 | No  | AI |        | Stop wasting money on nonsense!   |
| 50-64 | Yes | W  | 30-49K | Stop wasting tax payers' money. Times are tough. Spend money wisely & no more borrowing money. Pretend the money you get is all you have to spend. Use it like it is your household money.  |
| 65-74 | No  | W  | 50-74K | Stop/forbid any Wilmington city annexation or partial annexation of New Hanover county.   |
| 30-49 | Yes | W  | 50-74K | Streets & roads have too much traffic & many in poor condition. Does New Hanover County have a standard code or a set of specifications for developers (home builders) to adhere to when constructing roads & streets in the county? Too often after the developers sell all of the homes or lots in their development, they turn the streets or roads over to the Homeowner Associations for future maintenance & upkeep. The members of the HOA's do not have the resources or the know-how to maintain these roads, many of which are impossible to adequately repair because they are basically a thin layer of asphalt laid over sand. There is no base under these inferior roads so patch-type repairs do not last. I live off Torchwood Road. The pavement along the edges of the streets deteriorates & causes numerous potholes. Residents try to avoid these potholes constantly. However, many of the holes are hard to see at night & especially in rainy weather. When a driver hits one of these potholes, a tire is damaged & often even the tire rim. Other potholes occur in the middle of the roads making it hard to avoid the holes & also on-coming traffic. It is a dangerous situation. Several developments, each with their own HOA, use the roads thus making it hard to say who is responsible for maintenance. |
| 6.0   | No  | W  |        | Streets.  |
| 30-49 | No  | W  | 50-74K | Stronger economy to support growth for better employment opportunities for people with college educations.  |
| 30-49 |     | W  | 30-49K | Stronger environmental regulations, specifically no Titan-type businesses!  |
| 50-64 | No  | W  | 75-99K | Stronger support of families through the creation & implementation of a family policy that businesses, education & parents can buy into.  |
| 50-64 | No  | W  | <20K   | Take all the illegals & send them back to their own country (illegal means illegal).  |
| 50-64 | Yes | W  | 50-74K | Term limits.  |
| 50-64 | No  | W  | 100K+  | The better handling of county funds & redevelopment that has continuity.  |
| 30-49 | No  | W  | 100K+  | The communications have suffered in the last 6 to 12 months. Better public relations planning.  |
| 50-64 | No  | W  | 100K+  | The fact that I see city fire trucks answering calls in the county, Which means my taxes are paying for county residents to have fire service When there is a county fire department, really upsets me. This is not mutual aid situations. County fire dept nee   |
| 30-49 | No  | B  | <20K   | The holes in the streets.   |



|       |     |    |        |   |
|-------|-----|----|--------|---|
| 50-64 | No  | W  | 50-74K | The homeless population that loiters at the main library, not to be mean, is a major turn-off to my wife & me & must be to most visitors to this town & county.   |
| 50-64 | No  | W  | 100K+  | The infrastructure.   |
| <30   | No  | W  | <20K   | The police to watch 8th Street & Castle for drugs & crime 24/7.   |
| 50-64 |     | W  | 50-74K | The roads are horrible. There needs to be better planning for the rising population & traffic.  |
| 30-49 | No  | B  | <20K   | The roads! Other than that, nothing. I've been here all my life & don't plan on leaving.  |
| 50-64 | Yes | W  | 75-99K | The Titan cement plant prevented from operating.  |
| 50-64 | Yes |    | 20-29K | The traffic.  |
| 30-49 | No  | W  | 100K+  | There is obvious animosity between city & county government. Improved relations & an end to random annexation (even voluntary) by the city would be a start. A cohesive plan for growth & development would be ideal!   |
| 75+   | Yes | W  |        | Thoroughly investigate companies as to past record of air/H2O pollution, type/quality of jobs available before welcoming them & offering perks, for example Greek owned Titan Cement Co.  |
| 65-74 | Yes | W  | 30-49K | Throw out all officials & start over with people Who really care about this special place & don't waste money/resources.  |
| 50-64 | Yes | W  | 75-99K | To get good people on the city council & county commission. They are a joke right now & other counties are laughing at us. We use to be a really strong county until it became about What they could get out of us instead of What they could do for us & our t |
| 30-49 | No  | B  | 50-74K | To improve sensitivity to disabilities like deaf residents & create more affordable activities for children. Create better jobs with a decent pay to be able to buy a decent house.   |
| 30-49 |     | AI | <20K   | To love all your brothers & sisters & more jobs!  |
| 75+   | No  | W  | 75-99K | Traffic - not enough roads to handle & drivers drive too fast. Dangerous & I come from Kansas City, MO, a city much larger.   |
| 75+   | No  | W  | <20K   | Traffic - we need new roads.  |
| 30-49 | Yes | W  | 75-99K | Traffic & roads.  |
| 30-49 | No  | W  | 100K+  | Traffic congestion at certain times & in certain places is horrible!  |
| <30   | No  | W  | 75-99K | Traffic control & less accidents.   |
| 65-74 | No  | W  | 100K+  | Traffic control improvements.   |
| 75+   | No  | W  | 75-99K | Traffic control.  |
| 75+   | No  | W  | 30-49K | Traffic control.  |
| 65-74 | Yes | W  | 50-74K | Traffic flow. Reduce taxes.   |
| 30-49 | No  | W  | 75-99K | Traffic improvement.  |
| 30-49 | Yes | W  | 100K+  | Traffic improvements & underground power lines.   |
| <30   | No  | W  | 20-29K | Traffic in Wilmington is really bad (a lot of accidents).   |
| 65-74 | No  | W  | 50-74K | Traffic problems, streets & roads improvements.   |
| 30-49 | No  | W  |        | Traffic structure in Castle Hayne & economic growth & school system support throughout the county.  |
| 65-74 | Yes | W  |        | Traffic.  |
| 30-49 | No  | W  | 100K+  | Traffic.  |
| 65-74 |     | W  | 30-49K | Traffic.  |
| 75+   | No  | W  |        | Try to attract more new businesses.   |
| 75+   | Yes | W  | 30-49K | Update infrastructure.  |
| 65-74 | No  | W  | 20-29K | Use tax dollars wisely. Stop irresponsible spending.  |
| 75+   |     | W  | 30-49K | Volunteer fire department.  |



|       |    |   |        |  |
|-------|----|---|--------|--|
| 50-64 | No | W | <20K   | Water - for all of the county to have equally good, clean, pure drinking (and overall use) water for everyone. Even the southern part of the county (including Laurel Ridge) recently switched over to older source so new subdivisions in area could have better water. |
| 75+   | No | W | <20K   | When a house is vacant the city should clean the yards & get rid of debris.  |
| 50-64 | No | W | 100K+  | Widen Gordon Rd.   |
| 75+   | No | W | 30-49K | Widen Independence Blvd from Carolina Beach Rd to River Rd.  |
| 50-64 | No | W | 50-74K | Work on traffic congestion & reduce taxes!   |
| <30   | No | W | 30-49K | Work on your education system because your high school graduates have no earthly idea of What they're in for at this point!  |
| 75+   |    | W | 30-49K | Work to provide a better atmosphere to attract jobs. Too much input & not enough output.   |
| 30-49 | No | W | 30-49K | Would like a dog beach.  |



## SUMMING UP – AN EXECUTIVE SUMMARY

Although this list is not exhaustive, here are some of the items from your recent survey that we thought were interesting and/or important. Please review the entire report, and read from your many written comments to gain additional insight.

### Items of Note:

- Of about 3600 surveys delivered to citizens in New Hanover County, we received 567 completed surveys for a response rate of 16%. This is more than enough surveys to achieve the goals of this project. However, the return rate might have been higher had the survey not been conducted during the holiday season
- About 80% of respondents use the internet at least once daily (p. 7).
- 74% of respondents use the Web; 46% use text; 33% use Facebook (p. 9).
- 12% of respondents have lived in the County under 5 years; 56% for over 15 years (p. 10).
- 39% of respondents do not live in a town or city limit. 54% live in Wilmington. (p. 11)
- 52% of respondents are female and 48% are male.
- About 29% of respondents are under age 50; 35% are 50-64; 37% are over age 65 (p. 13).
- 17% of respondents rent their home while 83% own their home.
- 21% of respondents are business owners or self-employed.
- 59% of respondents have a BA/BS degree or higher (p. 17).
- 6% of respondents are black; 92% are white (p. 18).
- 17% of respondents have a household income under 30K; 22% were 30-49K; 22% were 50-74K; 14% were 75-99K; 26% were over 75K (p. 19).
- The respondents generally enjoy living in New Hanover County and would recommend it to others as a great place to visit or live. They do not however feel as positively about the services provide by the County (p. 22).
- Customers of the County's departments generally felt good about their most recent experience (p. 28). Satisfaction ratings naturally varied by department (p. 30).
- For most services, the respondents who had actually used that particular service gave higher ratings than those who not had used it (p. 44).



- When asked to check their one top priority from a list of nine subject areas, the items checked most often were: (Please see page 48 for the actual wording.)
  - Strong economy
  - Planned environment
  - Safety, secure community
  - Prepare all students for success
  
- We found a number of differences in responses for various groups of respondents beginning on page 49. Just two examples among many ...
  - Longer time residents gave higher ratings than did newer residents for the quality of the libraries.
  - Renters rated social services and land use planning higher than did homeowners.
  
- While conducting multiple regression analysis, we discovered that a prime predictor of whether or not someone would recommend the County as a great place to live was *their rating of the Senior Resource Center*.
  
- You received hundreds of comments that should help you as you interpret the information in this report.

We hope this information will help you make good decisions. If you have any questions at any time, please let me know. We look forward to working with you in the future.

Tollie Mitchell, Program Director  
**Insight Research, Inc.**





# New Hanover County Citizen Survey

Please help New Hanover County set priorities for the future. An independent research firm is conducting this anonymous survey. Your name is not required, but your responses are important.

➤ Please return your completed survey in the postpaid envelope by **December 10<sup>th</sup>**.

*Your participation is greatly appreciated!*

**Based on your experience, please rate each statement.**

*Leave any item BLANK if you have no opinion or it does not apply.*

|  | ☹                     |                       |                       |                       | ☺                     |                       |                       |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|  | Strongly Disagree     |                       |                       |                       | Strongly Agree        |                       |                       |
|  | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
| 1. New Hanover County has a great quality of life.             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. New Hanover County government provides quality services.    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. New Hanover County government is efficient and effective.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. New Hanover County government spends my tax dollars wisely. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. New Hanover County is a great place to do business.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. I feel safe and secure in my New Hanover County community.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. Which one New Hanover County department or service did you *most recently* use? \_\_\_\_\_

8. When did that experience occur?  Less than 30 days ago  30-90 days ago  More than 90 days ago

9. Please check the reason you contacted the county. (**Check all that apply**)

|   |   |
|---|---|
| <input type="checkbox"/> Get information  | <input type="checkbox"/> Obtain a permit or license           |
| <input type="checkbox"/> Pay a bill       | <input type="checkbox"/> Request, receive, schedule a service |
| <input type="checkbox"/> Report something | <input type="checkbox"/> Ask for help                         |
| <input type="checkbox"/> Voice a concern  | <input type="checkbox"/> Other, please list _____             |

*Based on that most recent contact, please rate that department.*

|   | Poor                  |                       |                       |                       | Excellent             |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |
| 10. Your overall experience with the department | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. Being served in a timely manner             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. Being given the correct information         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 13. Being treated with respect                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### Other County Services:

|  | Check if you have used   | Strongly Disagree     |                       |                       |                       | Strongly Agree        |                       |                       | Is the service valuable? |                          |
|--|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|--------------------------|
|  |                          | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | Yes                      | No                       |
| 14. The County's Developmental Services provides efficient, helpful customer service.    | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Building Inspections helps me comply with codes & ordinances.                        | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. The County does a good job of land use planning.                                     | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. The County is effective with economic development.                                   | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. The County's 911 Center dispatches assistance quickly.                               | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. The County's Fire Department provides quality fire and rescue services where I live. | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. The County provides quality public <i>health</i> services.                           | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. The County provides quality public <i>social</i> services.                           | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. The County provides quality <i>solid waste</i> services.                             | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. The Senior Resource Center provides quality programs & services.                     | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. The County has quality public libraries.   | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. The County has quality public schools.   | <input type="checkbox"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="checkbox"/> | <input type="checkbox"/> |



**Other County Services: (Continued)**

Check if you have used      Strongly Disagree      Strongly Agree      Is the service valuable?  
 1 2 3 4 5 6 7      Yes No

- 26. The County has a quality community college.
- 27. The Cape Fear Museum is a quality museum.
- 28. The County provides quality parks and gardens.
- 29. The Cooperative Extension/Arboretum provides quality programs & services.

30. List the service(s) you feel are the most important for the County to provide (may be in addition to the items above). \_\_\_\_\_

31. How often, if at all, do you use the internet? **(Check one)**       None       <1 time/day       1-5 times/day       5-9 times/day       10-19 times/day       20+ times/day

32. Which of the following do you have? **(Check all that apply)**       Laptop/computer       Smart phone  
 Tablet       Regular cell phone

33. Which, if any, do you use to receive information? **(Check all that apply)**       Text       Twitter       Web/internet  
 YouTube       Push notifications       County news releases  
 Facebook       An e-newsletter

34. From the list below, please check your top priority for New Hanover County. **(Check only one)**
- Increase the safety and security of the community
  - Reduce and prevent crime
  - Reduce health risks and diseases
  - Enhance the self-sufficiency of individuals and families
  - Improved community literacy and workforce readiness
  - Prepare all students to be successful in a 21<sup>st</sup> century world
  - Create and support a vibrant and culturally diverse community that encourages private investment
  - Promote a strong, diverse economy & high quality job growth
  - Support a planned environment that builds community & protects natural resources

**Please rate these two statements.**      Strongly Disagree      Strongly Agree

- 35. I would recommend New Hanover Co. to my family & friends ... as a great place to *live*.
- 36. ... as a great place to *visit*.

- 37. How long have you lived in New Hanover Co.? **(Check one)**       Under 5 yrs.       5-14 yrs.       15 yrs. +
- 38. Which, if any, of these city/town limits do you live within?       None / unincorporated NHC       Carolina Beach       Wilmington  
 Kure Beach       Wrightsville Beach
- 39. Your gender:       Female       Male
- 40. Your age range:       Under 30       30-49       50-64       65-74       75+
- 41. Do you have children under age 18 living in your home?       Yes       No
- 42. Do you currently rent or own your home?       Rent       Own
- 43. Are you a business owner or self-employed?       Yes       No
- 44. Your *highest* level of education is...       Some high school       Some college but no degree       College graduate (BA or BS)  
 High school graduate       Vocational or 2 yr. degree       Graduate degree
- 45. Which *best describes* your race/ethnicity? **(Check one)**       American Indian or Alaskan Native       Asian  
 Black or African American       Hispanic  
 Native Hawaiian or Pacific Islander       White
- 46. Your total household income: **(Check one)**       Under \$20,000       \$20-29,000       \$30-49,999       \$50-74,999       \$75-99,999       \$100,000+

**Insight Research will type your answers:**  
 What one thing would you like to see done to improve New Hanover County? \_\_\_\_\_

**Thank you for your participation!**

## Appendix B Measurements and Statistical Analyses

The following section provides a general description of each of the measurements and statistical analyses applied to the responses received to this survey. Much more detailed descriptions of the measures and analyses are available in a variety of statistics books available to the public through local libraries or bookstores.

### Average (Mean):

The average is a single measure used to represent a group of numbers or scores. It can be thought of as a point of balance where the sum of all of the numbers falling above it is the same as the sum of all of the numbers falling below it. Mathematically, the average is expressed as the sum of all of the scores divided by the total number of scores.

It is important to note that the average is sensitive to extreme scores. That is, if most of the scores being averaged fall very close to one another with the exception of one score which is far higher or lower than the rest, that one score can have considerable influence on the average. In some cases the influence of the extreme score is so great that the resulting average could be a misleading representation of the total group of numbers.

### Median:

The median is another single measure that can be used to represent a group of numbers or scores. It can be thought of as the middlemost score in a series of rank ordered scores. That is, the median can be calculated by rank ordering all of the scores of interest from lowest to highest, and finding the score that is exactly half-way down the rank-ordered list (or the 50th percentile). Thus, for example, the median of the series of scores (2, 3, 6, 8, 9) is '6'.

In contrast with the average, the median is NOT sensitive to extreme scores. By simply being the middlemost score in a rank ordered list of scores, the median is not influenced by extremely high or low scores. It can therefore be a useful measure, which may present a more accurate representation of the total group of numbers under certain conditions.

Consider the following example. Suppose you wanted to find a number that would best represent the value of houses in a particular community. Further suppose that there are 5 houses in the community appraised at the following values:

|        |           |
|--------|-----------|
| Home 1 | \$85,000  |
| Home 2 | \$90,000  |
| Home 3 | \$110,000 |
| Home 4 | \$115,000 |
| Home 5 | \$340,000 |

As can be seen from the table, 4 out of the 5 houses fall between \$85,000 and \$115,000. Thus, you might expect that a single number used to represent the 'general' value of homes in that community would fall somewhere in that range. Indeed, the Median score for the values listed is \$110,000 as expected. In short, the Median is not impacted by the fact that 1 of the 5 houses has a much higher value than any of the others. By contrast, the AVERAGE value of the homes in this community would be calculated as \$148,000 since the one extreme score impacts it.

The differences between the average and the median as seen in this example generally diminishes as the number of scores being evaluated increases.

## Standard Deviation:

The standard deviation reflects the amount of variability that exists in a set of scores around the average. In short, if most of the scores in a group of scores are close to one another, there is little variability in the scores around the average so the standard deviation is small. By contrast, if the scores vary wildly from one extreme to the other, then the standard deviation is large. By understanding the standard deviation, you can get a sense of how 'tight' or 'spread out' the scores in a group are around the average.

For example, consider these two distributions of numbers:

|    |                     |                        |
|----|---------------------|------------------------|
| 11 | <b>Average = 14</b> |                        |
| 12 |                     |                        |
| 14 |                     |                        |
| 16 |                     | <b>Std. Dev. = 2.3</b> |
| 17 |                     |                        |

|    |                     |                        |
|----|---------------------|------------------------|
| 2  | <b>Average = 14</b> |                        |
| 8  |                     |                        |
| 14 |                     |                        |
| 20 |                     | <b>Std. Dev. = 8.5</b> |
| 26 |                     |                        |

Notice that the average in both cases is the same. However, the numbers are clustered much more tightly around the average for the first group of scores (i.e. have a smaller standard deviation) than the scores in the second group which are much more spread out (i.e. have a much larger standard deviation).

## T-Tests:

The T-test is a useful statistical test which compares the responses from two groups (which are treated differently in one way or another) to see if the scores generated by the 2 groups are essentially the same, or whether they are significantly different from one another. If the test shows the responses from the two groups are significantly different, then you can conclude that the different treatments the 2 groups received had an impact on their responses. If however, there is no significant difference found, then you conclude the different treatments had no effect on the groups' scores.

As an example; if a class of students was broken into 2 groups, and one group learned math using Book 'A' while the other group learned math using Book 'B', a T-test could be calculated to determine if Book 'A' or Book 'B' did a better job of helping the students learn math. A significant difference between the two would indicate that the book yielding the highest student scores on a math test served as the better text for students to learn from. A finding of no significant difference would indicate both books are equally effective in teaching math.

## ANOVA - (Analysis of Variance):

Similar to the simpler T-Test, the ANOVA enables you to compare more than 2 groups against each other to see if a treatment had any significant effect on the responses. Extending the example given under T-Tests, the ANOVA could be used to compare the impact of 3 or more different books on students learning math. If no significant difference is found, then you conclude that none of the 3 books is any better or worse at helping teach math to students. If a significant difference is found, then additional analyses (called Post Hoc analyses) need to be conducted to determine the source of the difference. Thus for example if Book 'A', Book 'B' and Book 'C' are being tested, and a significant difference is found, then it is important to determine if scores on a math test for students using Book 'A' are better than, worse than, or the same as Books (B&C). Similarly, we would want to test to see if differences existed between Books 'B' & 'C' as well.

## MANOVA - (Multivariate Analysis of Variance):

The Multivariate Analysis of Variance (MANOVA) is a simple extension of the ANOVA with the primary difference being that of having more than one Dependent measure (or measure of performance) to be evaluated. Continuing with the example provided in the ANOVA description, a MANOVA would be computed if the 3 or more different math books were evaluated in terms of their impact on more than one measure of a student's learning such as 1) their scores on an in-class math test, and 2) their scores on the math portion of an achievement test or SAT test. Thus, for example, it is possible that books A, B, and C are found to have a significant impact on in-class math test scores, but have no significant impact on achievement or SAT scores. If a significant difference is found for any of the Dependent Measures taken, then further analysis must be conducted to determine where the significant differences exist. Specifically, in this example, it would be important to determine which book or books are better or worse at helping teach math to students as reflected by in-class math test scores. By contrast, no additional computations are required regarding the books' impact on achievement or SAT scores since no significant effects were found.

## Correlation:

The correlation is a measure of how closely related 2 or more items are. A "positive" correlation indicates that 2 or more items are closely related (e.g., height and weight are positively correlated since in general, the taller someone gets, the more they weigh). A "negative" correlation exists when two or more items are related in opposite directions (e.g., number of children in a family, and amount of money available to save each month might be negatively correlated. That is, the more children you have in the family, the more expenses you have to pay each month, which reduces the amount of money left to put in savings.) A finding of no correlation means there is no relationship between the two items. For example, no correlation exists between shoe size and eye color. That is, neither item depends on or is in any way related to the other item.

Correlation measures can be extremely useful in survey analysis. Specifically, correlation analyses help identify those items which are related to one another. Thus, knowing how a person responds to one item can help predict how they will respond to another correlated item.

## Multiple Regression Analysis:

Where-as the Correlation is a measure of how closely related 2 or more items are, Multiple Regression Analysis techniques use correlations to analyze the relationships between **many** 'predictor' variables and a Dependent measure. Thus, for example, a car salesman may want to determine which attributes of a car (color, style, name, size, etc.) are most highly related to (or serve as the best predictor of) the price the purchaser is willing to pay for a car. In this case, color, style, name, and size are considered to be potential predictors, while the price paid is the dependent measure of interest. A multiple regression analysis might reveal that style and name are the best predictors of price, while the predictive value of color and size is negligible.

Similarly, multiple regression analysis can be extremely useful in survey analysis where the investigators are most interested in determining which items being rated are the best predictors of an item of interest such as "overall satisfaction", or "willingness to be a repeat customer", etc.