



2023 City of Wilmington Community Survey Findings Report

Presented to the City of Wilmington,
North Carolina

February 2024



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Executive Summary

2023 City of Wilmington Community Survey Executive Summary



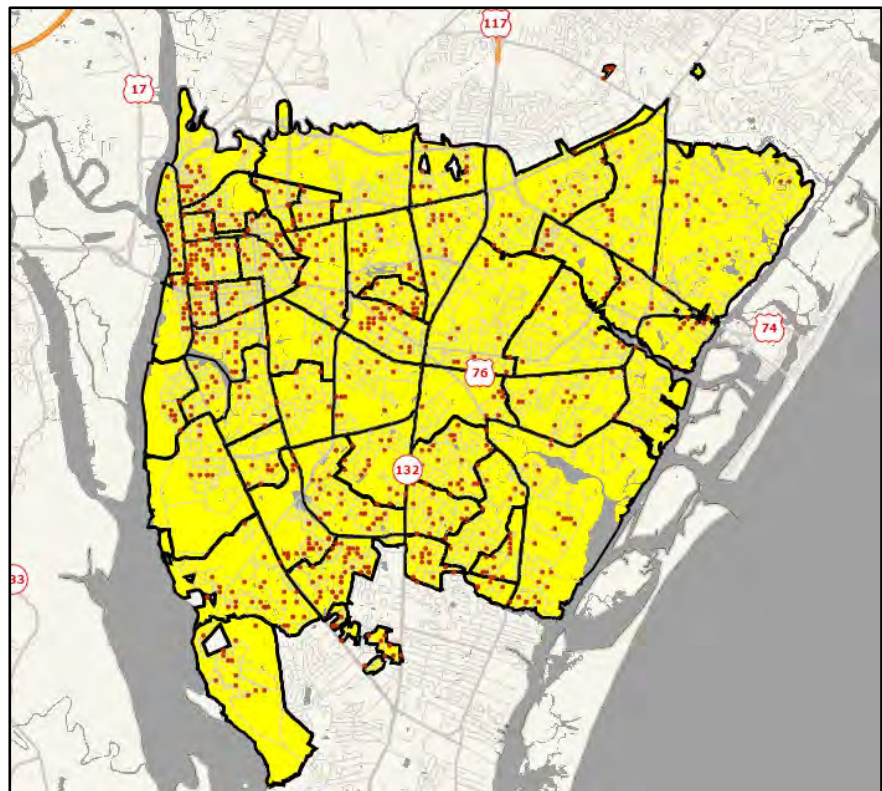
Purpose

During the fall of 2023, ETC Institute administered a community survey for the City of Wilmington. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community. This was the eighth community survey administered by the City of Wilmington; the first survey was conducted in 2007.

Methodology

The survey was mailed to a random sample of households in the City of Wilmington. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. A link to the online version was provided for residents who preferred to complete the survey over the internet (WilmingtonNCSurvey.org). Approximately ten days after the surveys were mailed, residents who received the survey were contacted by text message to encourage participation. A total of 687 households completed the survey. The results for the random sample of 687 households have a 95% level of confidence with a precision of at least +/- 3.7%.

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



2023 City of Wilmington Community Survey Executive Summary



This summary report contains:

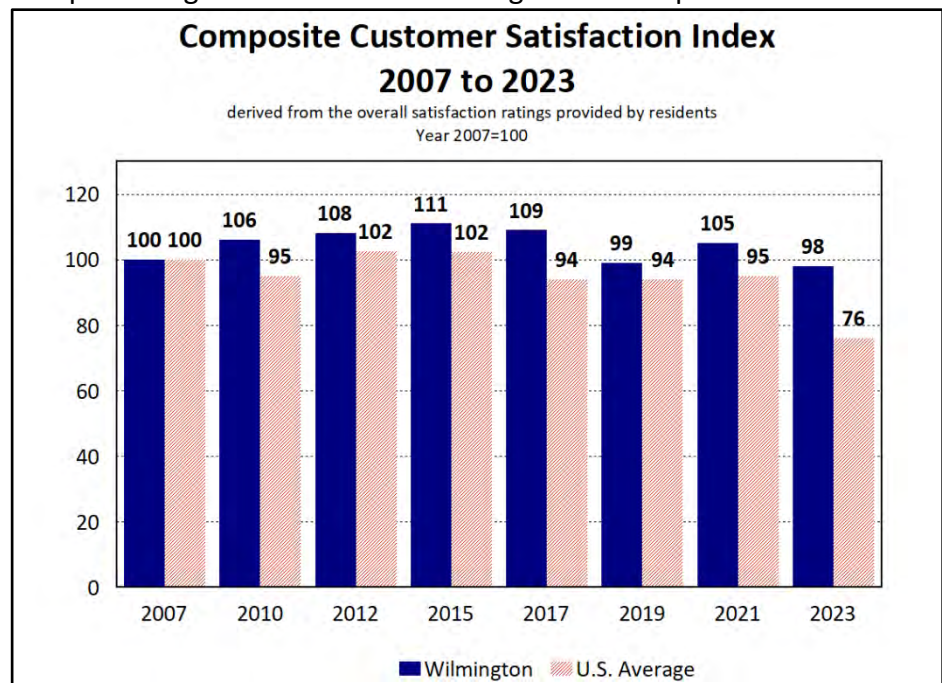
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking analysis
- Importance-Satisfaction analysis
- tabular data
- a copy of the survey instrument

Interpretation of “Don’t Know” Responses

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

Composite Customer Satisfaction Index

The Composite Satisfaction Index for the City of Wilmington decreased 7 points from 2021 to 2023. The rating for Wilmington is 22 points higher than the U.S. average. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart to the right shows how the Composite Satisfaction Index for the City of Wilmington and for the U.S. average has changed since 2007.



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MAJOR FINDINGS

Overall Satisfaction with City Services

- Fifty percent (50%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 37% were neutral and 13% were dissatisfied.
- The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire department services (83%), the quality of trash, yard, recycling and yard waste collection services (73%), the quality of City parks and its recreation programs (67%), and the quality of police services (59%). Residents were generally less satisfied with maintenance of streets and sidewalks (34%) and the management of traffic flow on City streets (17%).

Public Safety. The public safety services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the efficiency of City Fire and EMS response (85%), fire department efforts to prevent injuries, property loss, and death (83%), and how quickly police respond to emergencies (56%). Residents were least satisfied with the frequency police patrol their neighborhood (33%).

Parks and Recreation. The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of existing City parks (72%), the number of City parks (56%), outdoor athletic facilities (52%), and biking and walking trails in the City (45%). Residents were least satisfied with City swimming pools (27%).

City Communication. The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: variety of ways in which the City communicates information (37%) and the availability of information about City programs and services (36%). Residents were least satisfied with the level of public involvement in decision-making (15%).

When asked where residents received information about the City, the top three sources were: (1) social media, (2) local television news, and (3) the City newsletter. These were also the top three sources that residents indicated were most helpful and informative.

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City Maintenance. The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (55%), mowing/trimming along City streets/public areas (50%), maintenance of city buildings (48%), and adequacy of City street lighting (43%). Residents were least satisfied with how quickly street repairs are made (20%).

Code Enforcement. The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing exterior maintenance of commercial property (35%) and the enforcement of sign regulations (31%). Residents were least satisfied with the enforcing the cleanup of junk and debris on private property (25%).

Customer Service. Nearly half (49%) of the residents surveyed had contacted the City during the past year. Of those, the highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the way residents were treated (71%), the accuracy of the information/assistance given (67%), and how easy City employees were to contact (67%).

City Public Services. The highest levels of satisfaction with City public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (83%) and curbside recycling services (77%).

Overall Ratings of the City. Most of the residents surveyed *who had an opinion* felt the City was an “excellent” or “good” place to visit (86%) and to live (74%).

TRENDS

Significant Changes From 2021

The results for the City of Wilmington improved in 16 of the 69 areas that were assessed in both 2021 and 2023; 5 areas showed a significant increase (increase of 4% or more):

- Adequate drainage systems for City streets (+8.4%)
- Stormwater services (+5.5%)
- Management of stormwater runoff by the City (+4.6%)
- Mowing/trimming along City streets/public areas (+4.3%)
- Maintenance of neighborhood sidewalks (+4.2%)

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There were 38 areas with a significant decrease in satisfaction (decrease of 4% or more) from 2021. The areas that showed a decrease of at least 10% since 2021 are listed below:

- City efforts to keep residents informed (-10.1%)
- Overall quality of police services (-10.5%)
- How well the City is planning growth (-10.5%)
- How quickly the police respond to emergencies (-10.6%)
- The City as a place to raise children (-11.1%)
- Availability of job opportunities (-12.3%)

Long-Term Trends. Some of the significant increases and decreases among the items that were assessed from 2007 to 2023 are listed below; changes of 4% or more were considered significant.

The significant long-term increases from 2007 to 2023 are listed below:

- Management of stormwater runoff by the City (+8%)
- Value received for City taxes and fees (+5.4%)

The areas that showed a decrease of at least 10% since 2007 are listed below:

- Enforcing cleanup of junk and debris on private property (-10.6%)
- City efforts to prevent crimes (-11%)
- The City as a place to retire (-11.2%)
- Enforcing sign regulations (-12.2%)
- Availability of information about City programs and services (-12.2%)
- City golf course (-12.7%)
- The City as a place to raise children (-13.3%)
- Usefulness of information on the City's web site (-15.8%)
- Maintenance of neighborhood streets (-16.7%)

For the complete list of short-term and long-term trends, please refer to the charts and graphs section of this report (Section 1).



OVERALL PRIORITIES FOR IMPROVEMENT

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

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

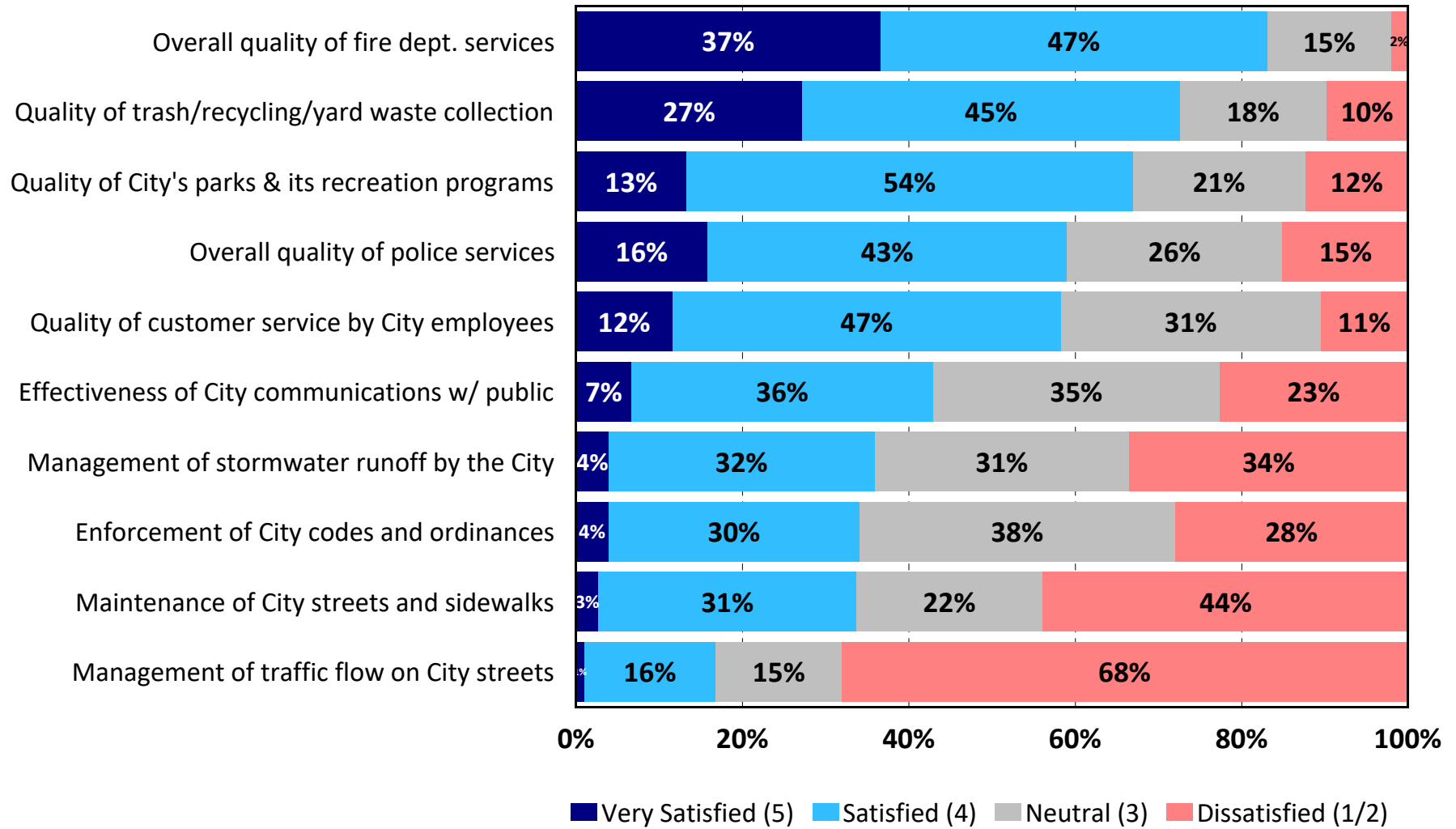
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top two opportunities for improvement over the next two years in order to raise the City's overall satisfaction rating are listed below in descending order of the Importance-Satisfaction rating:
 - Management of traffic flow on City streets (I-S Rating = 0.4950)
 - Maintenance of City streets and sidewalks (I-S Rating = 0.3600)
 - Overall quality of police services (I-S Rating = 0.2210)
- **Priorities within Departments/Specific Areas.** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department over the next two years are listed below:
 - **Public Safety:** City efforts to prevent crimes and how quickly police respond to emergencies
 - **Parks and Recreation:** biking and walking trails in the City
 - **Maintenance:** maintenance of major City streets, timing of traffic signals in the City and how quickly street repairs are made
 - **Code Enforcement:** enforcing cleanup of junk/debris on private property and enforcing stormwater drainage pollution regulation



Charts and Graphs

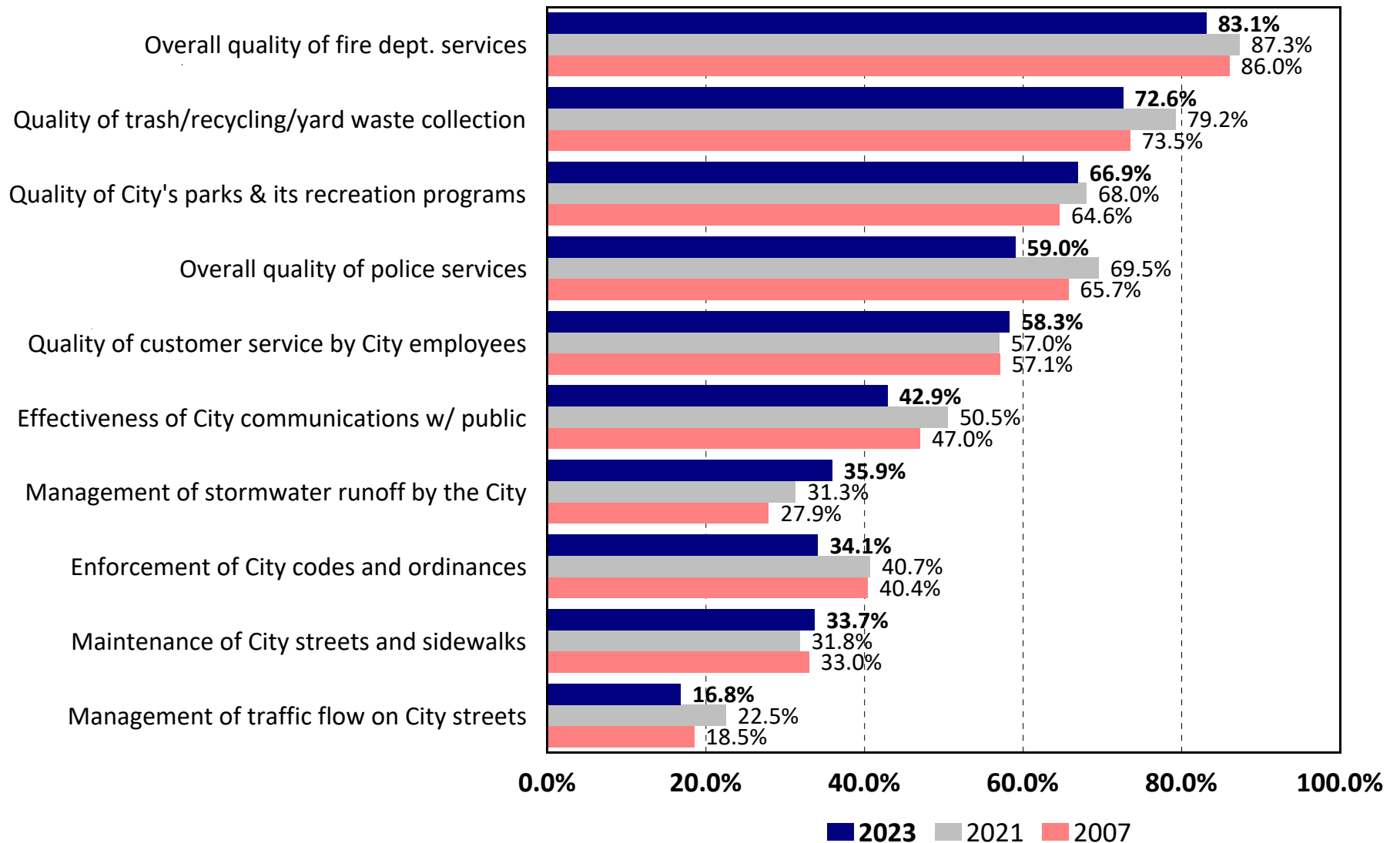
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



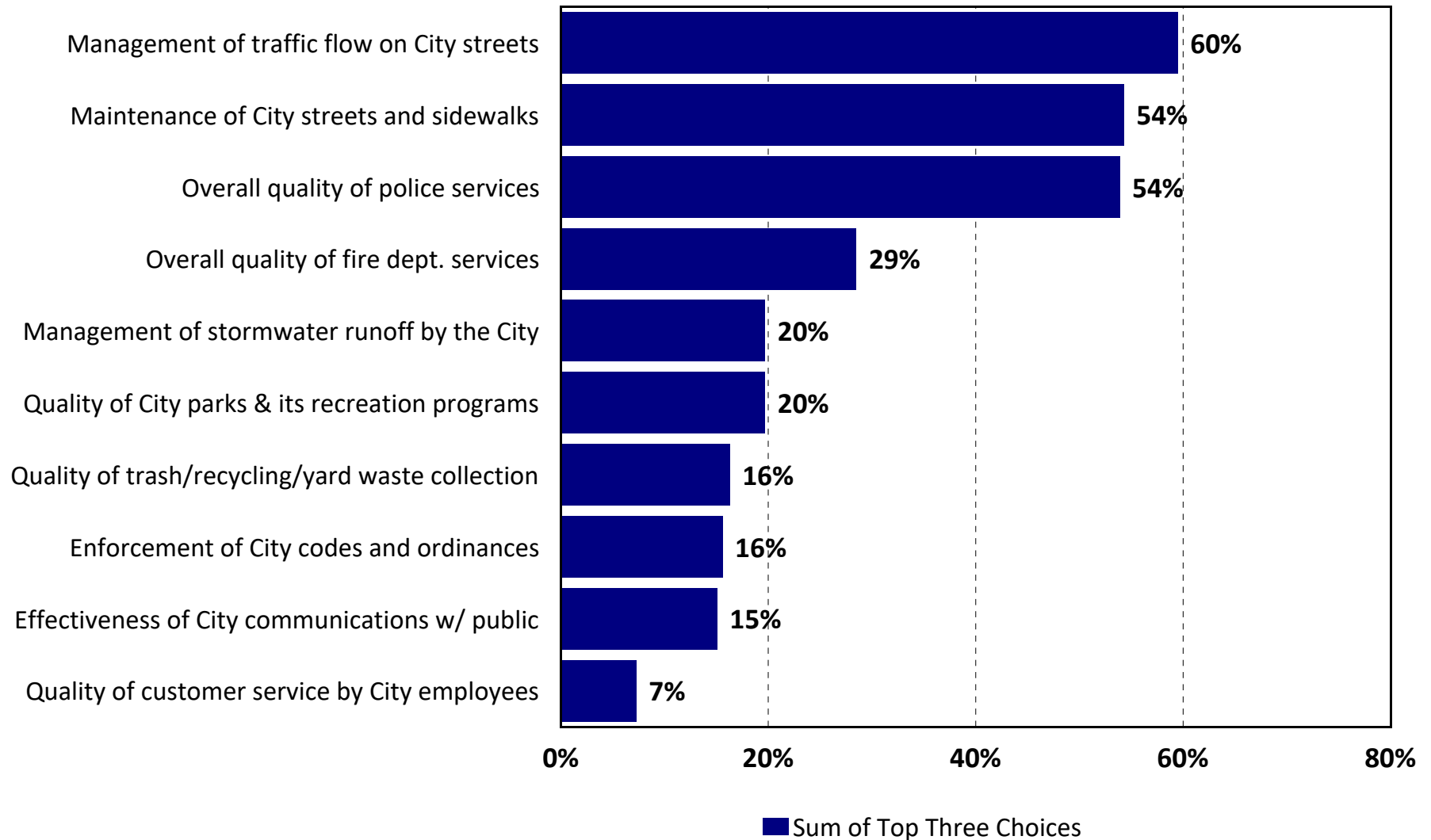
Trends: Overall Satisfaction With City Services by Major Category (2007, 2021 & 2023)

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



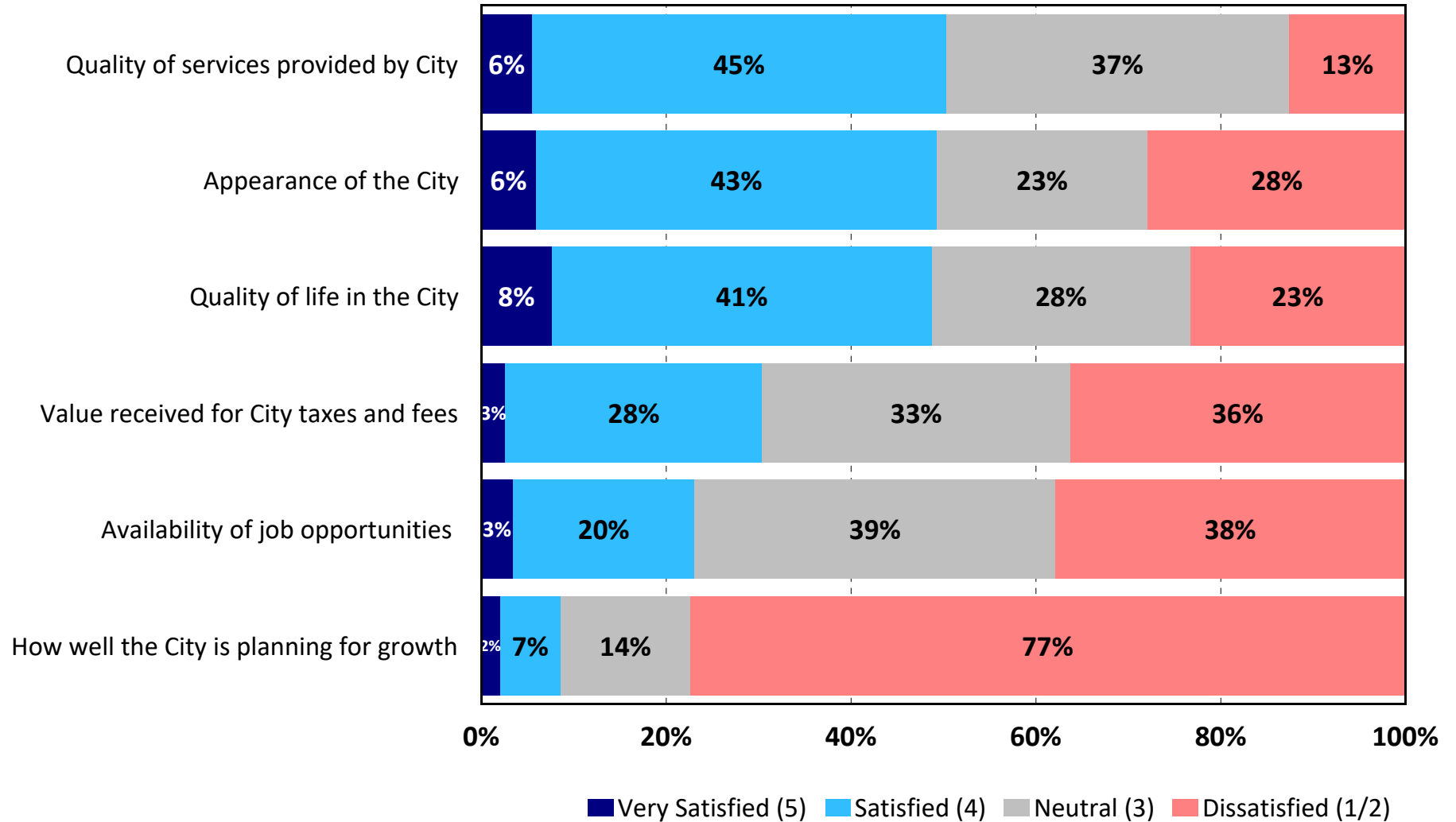
Q2. City Services That Are Most Important to Residents by Major Category

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



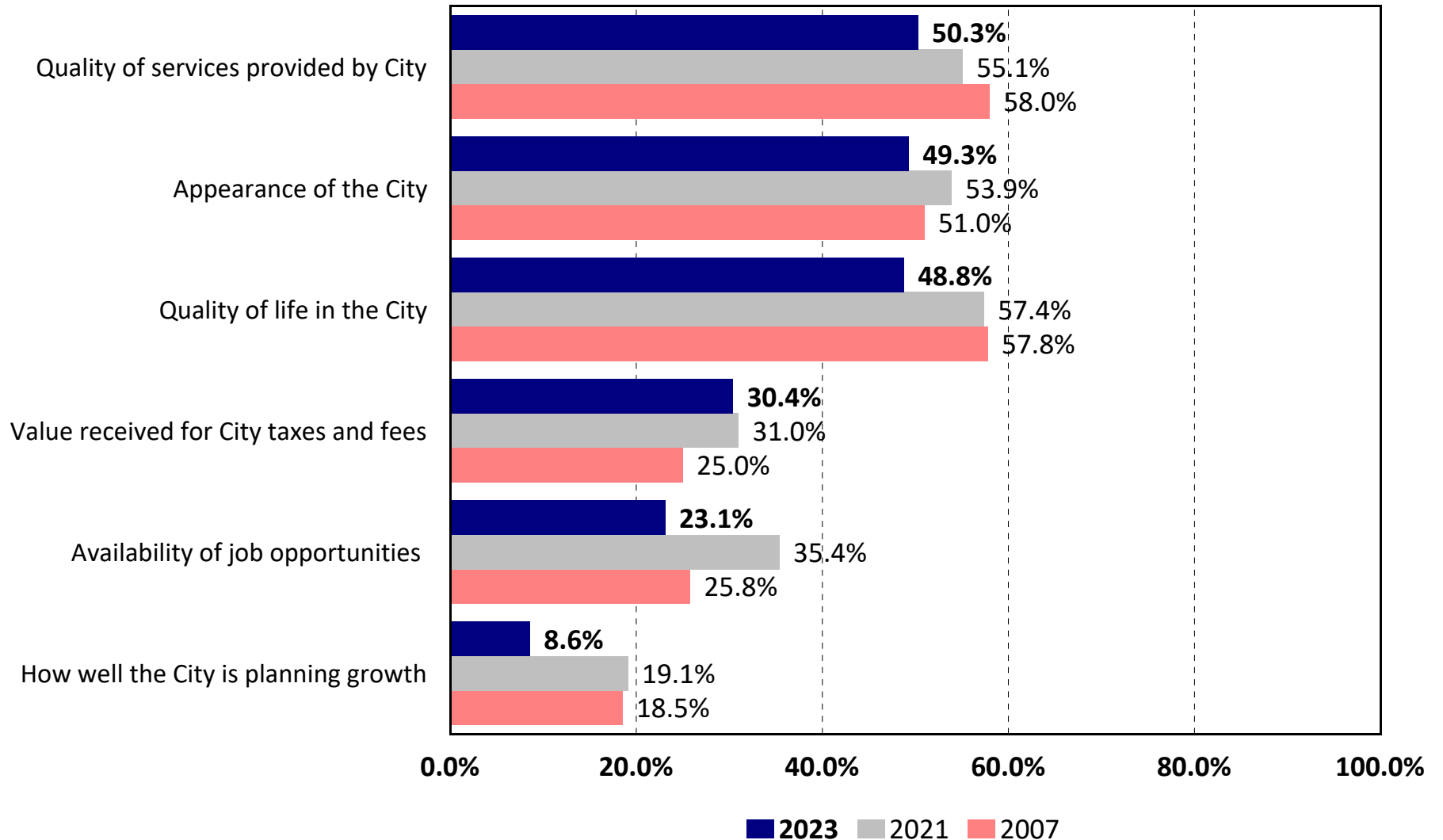
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



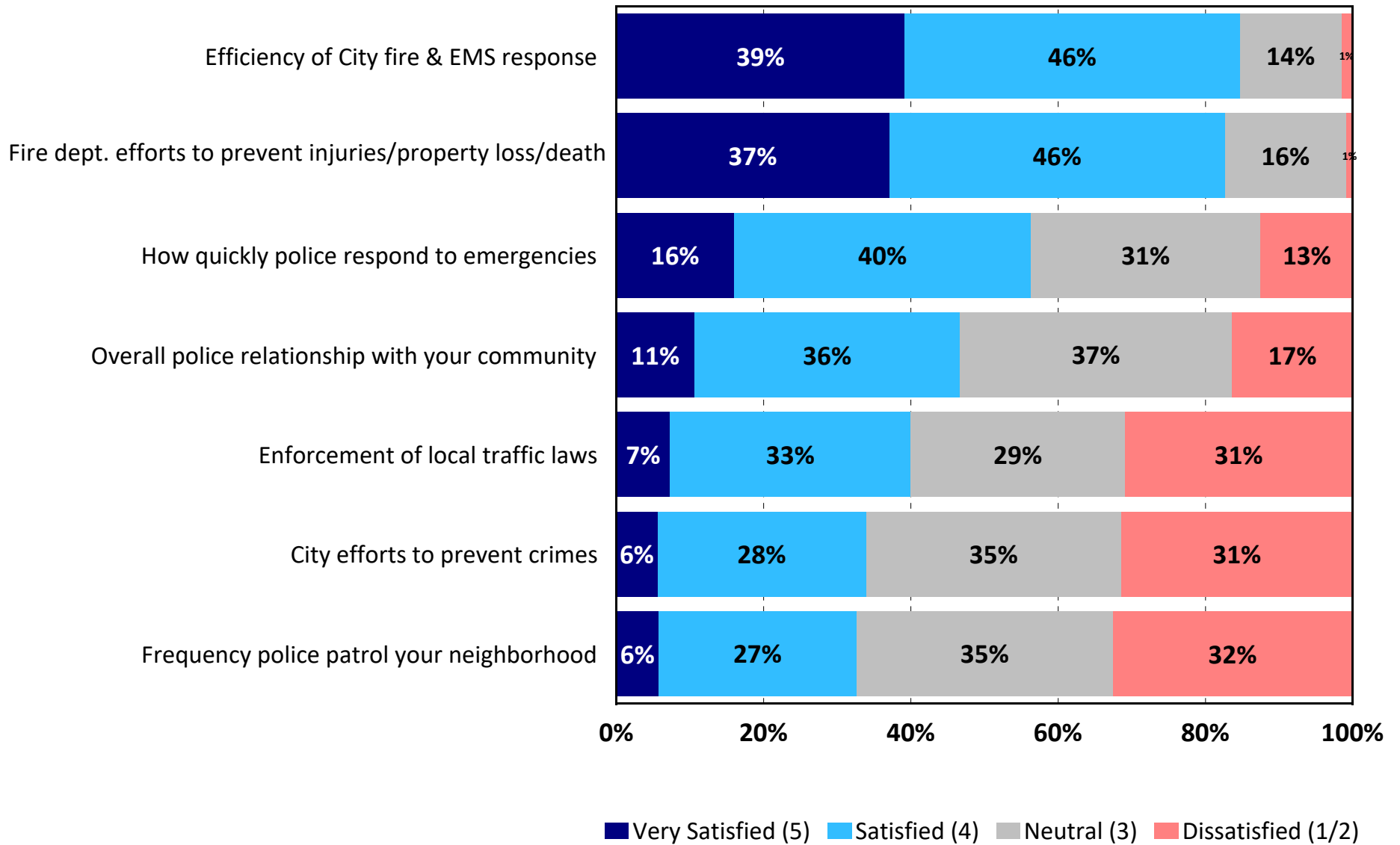
Trends: Satisfaction With Items That Influence the Perception Residents Have of the City (2007, 2021 & 2023)

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



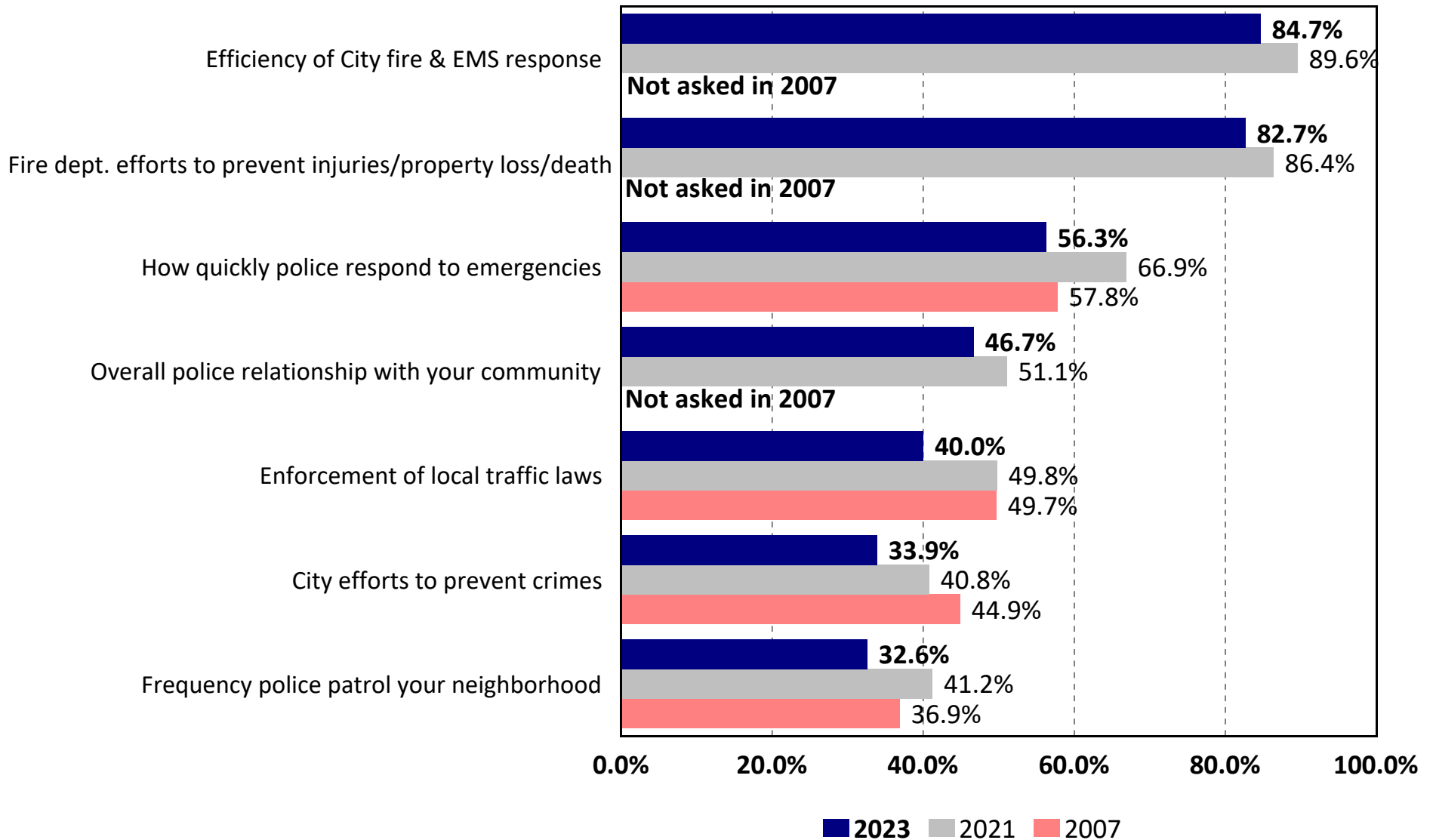
Q4. Satisfaction with Public Safety

by percentage of respondents (excluding don't knows)



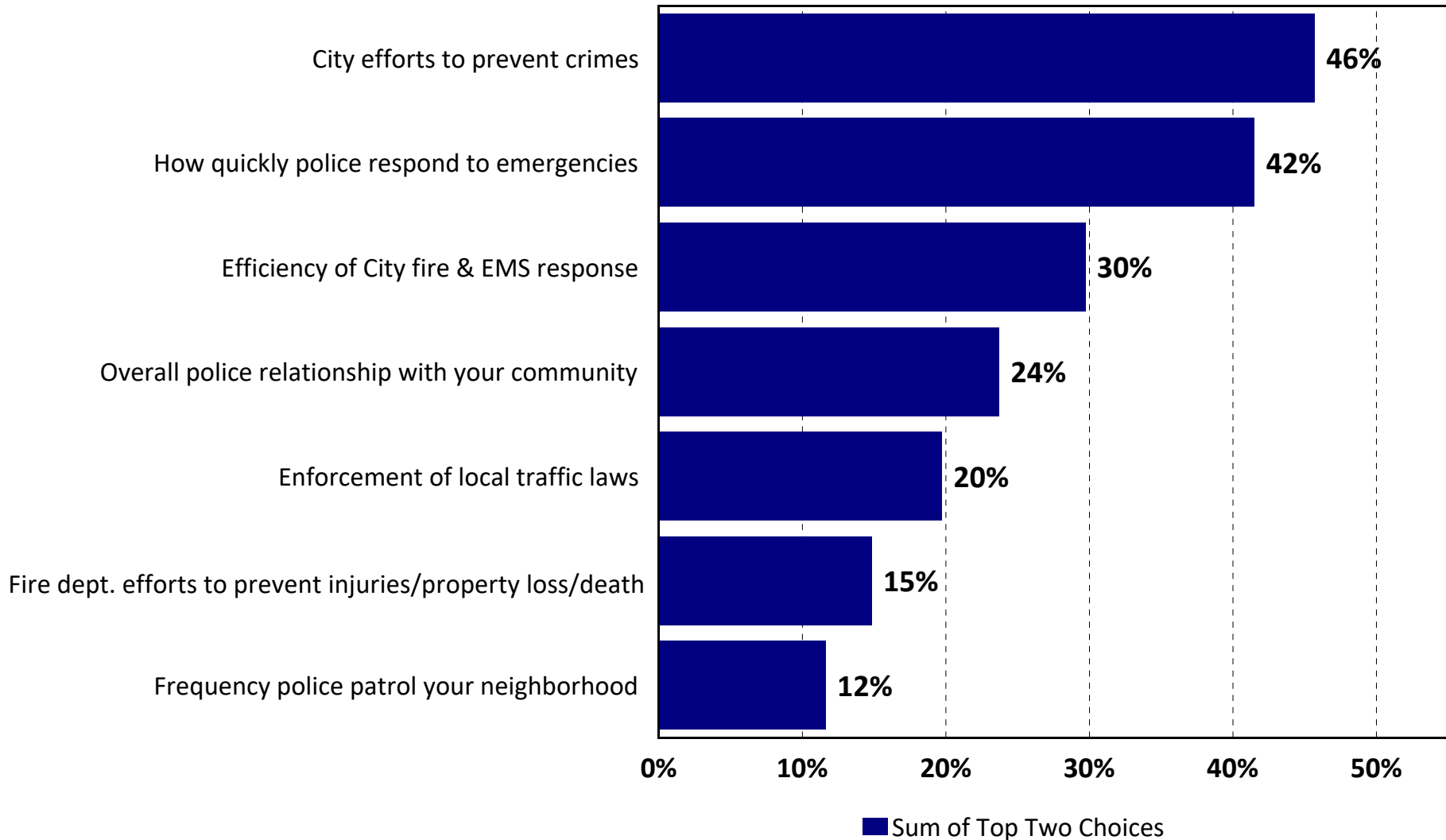
Trends: Satisfaction with Public Safety (2007, 2021 & 2023)

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



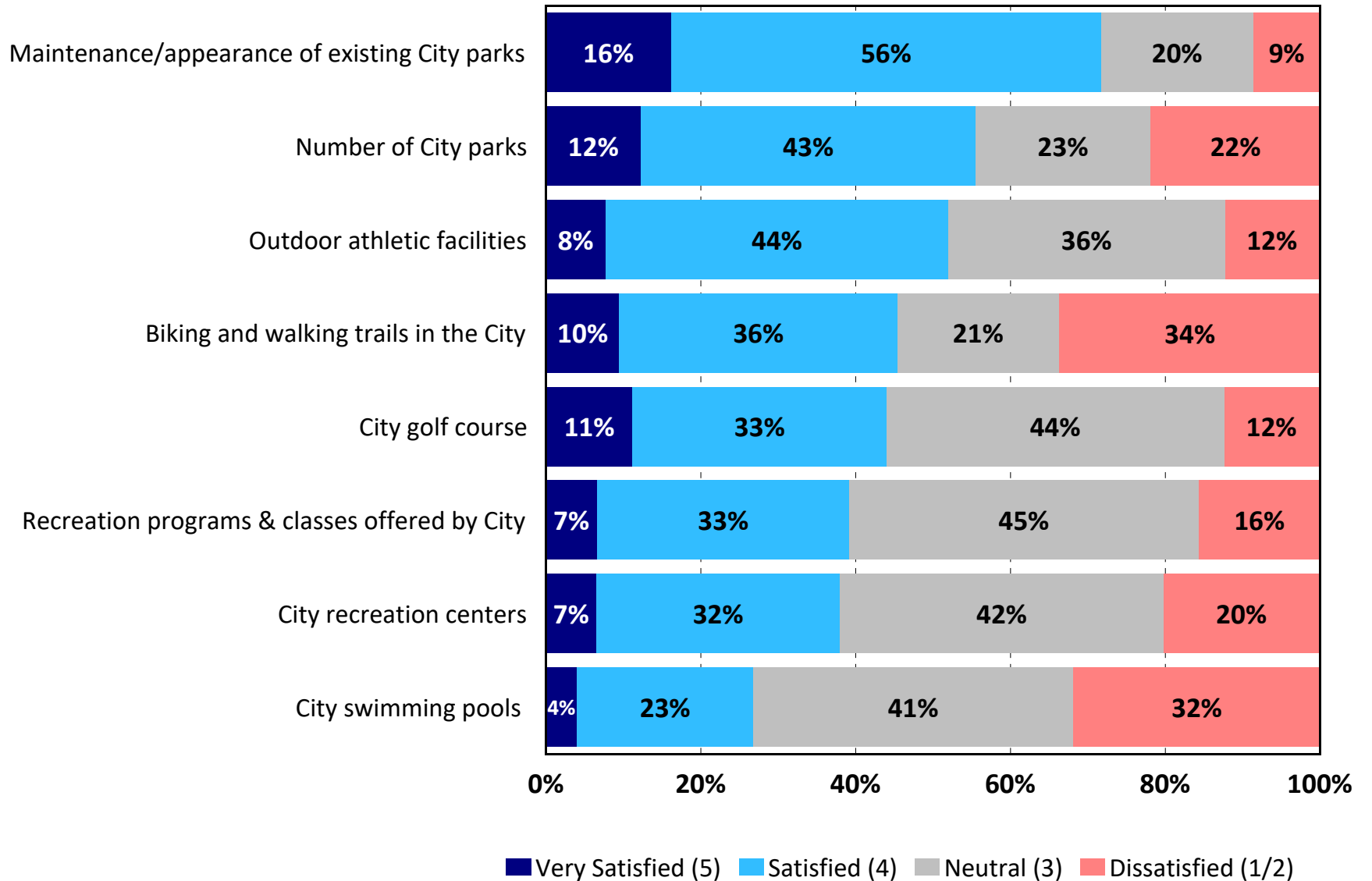
Q5. Public Safety Services That Residents Thought Were Most Important for the City to Provide

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



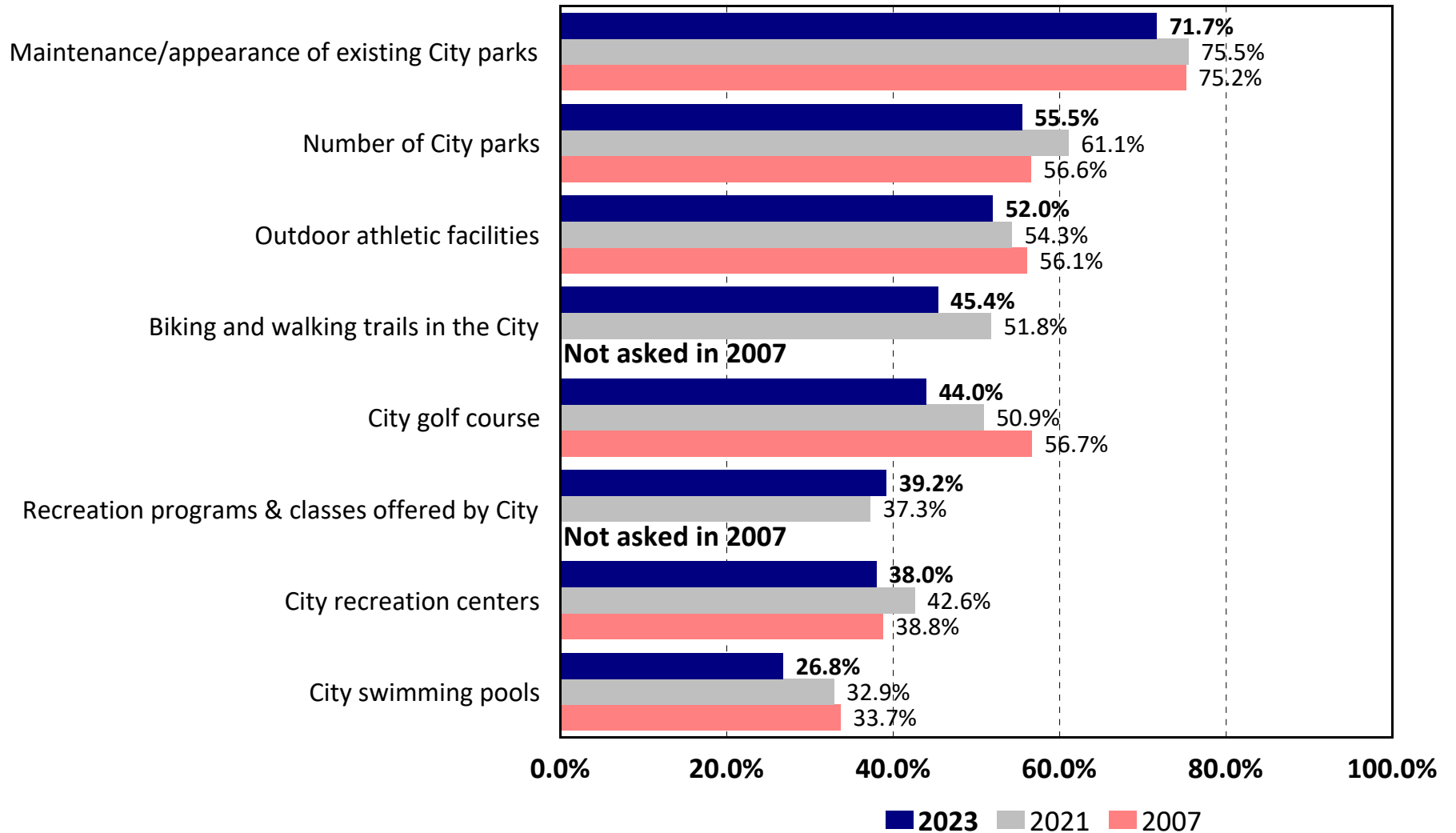
Q6. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



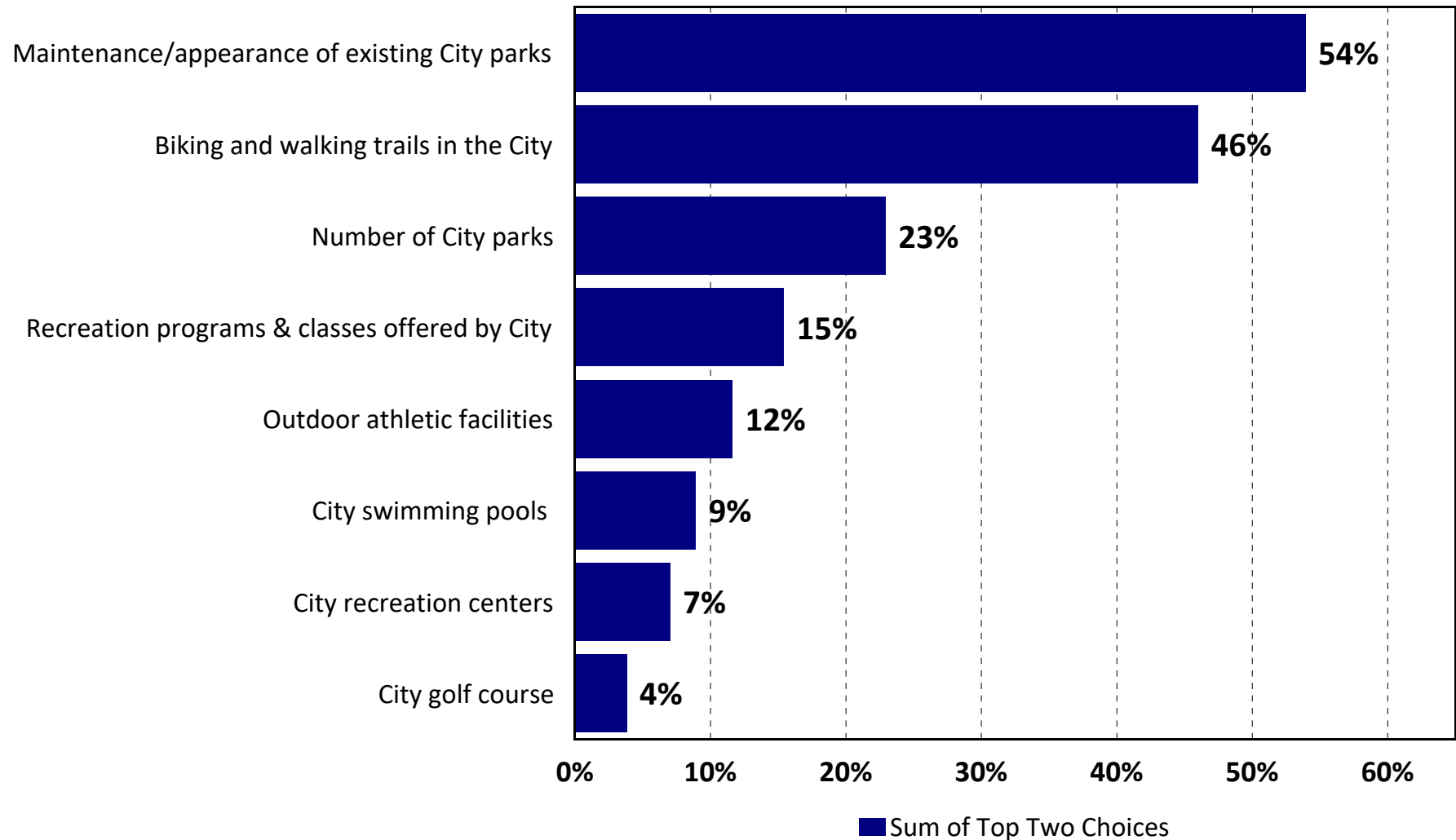
Trends: Satisfaction with Parks and Recreation (2007, 2021 & 2023)

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



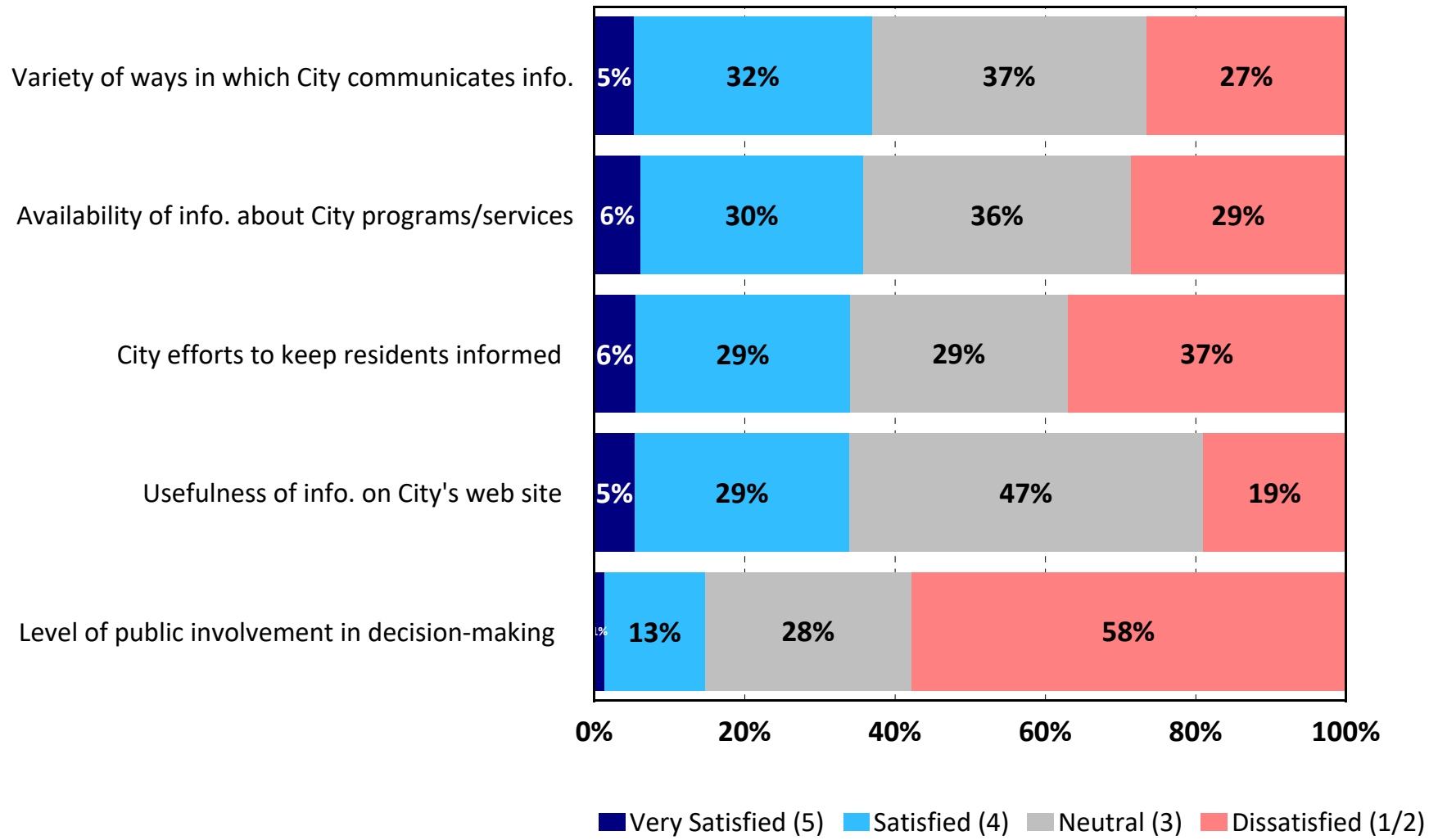
Q7. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

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



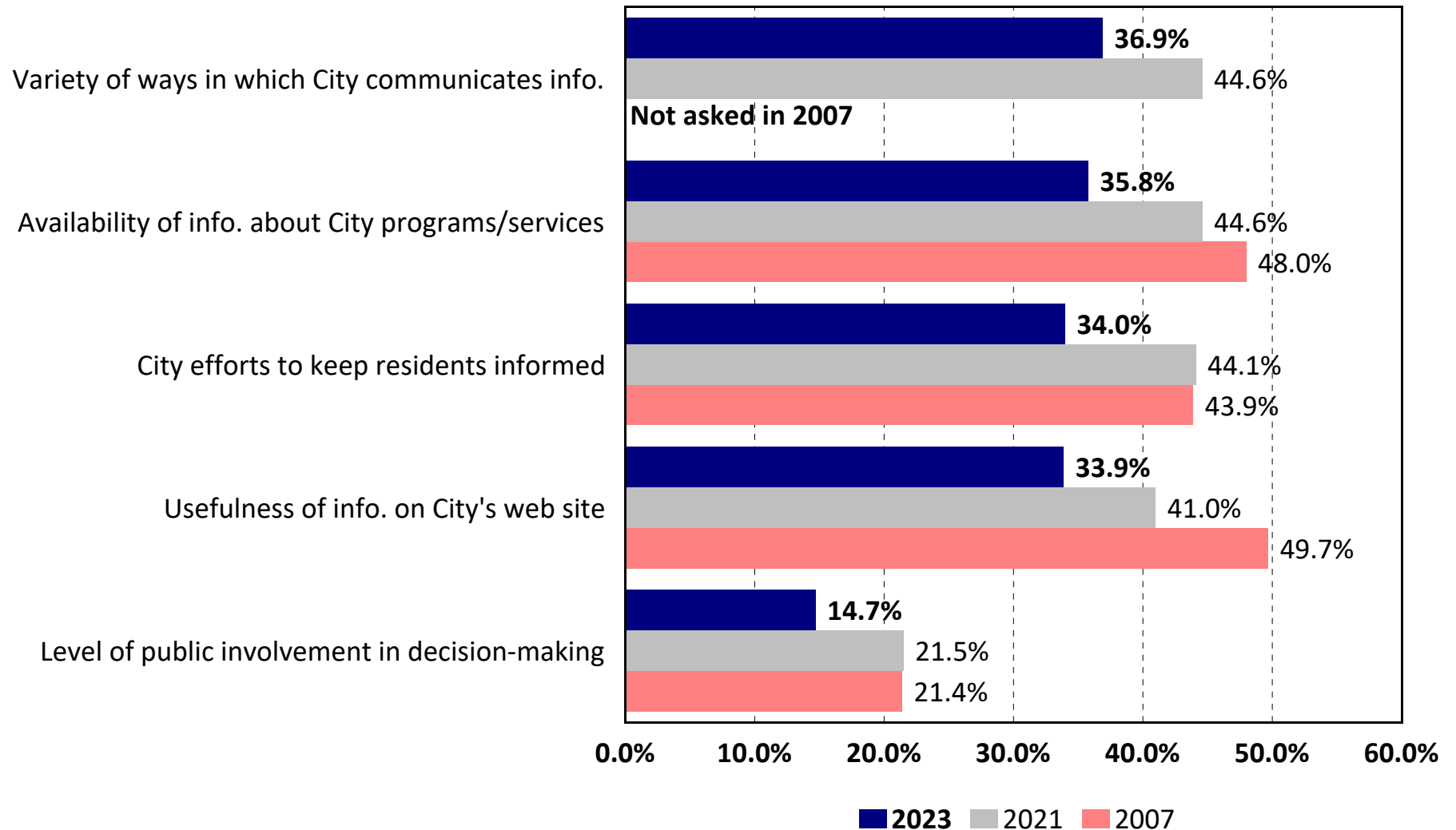
Q8. Satisfaction with Communication

by percentage of respondents (excluding don't knows)



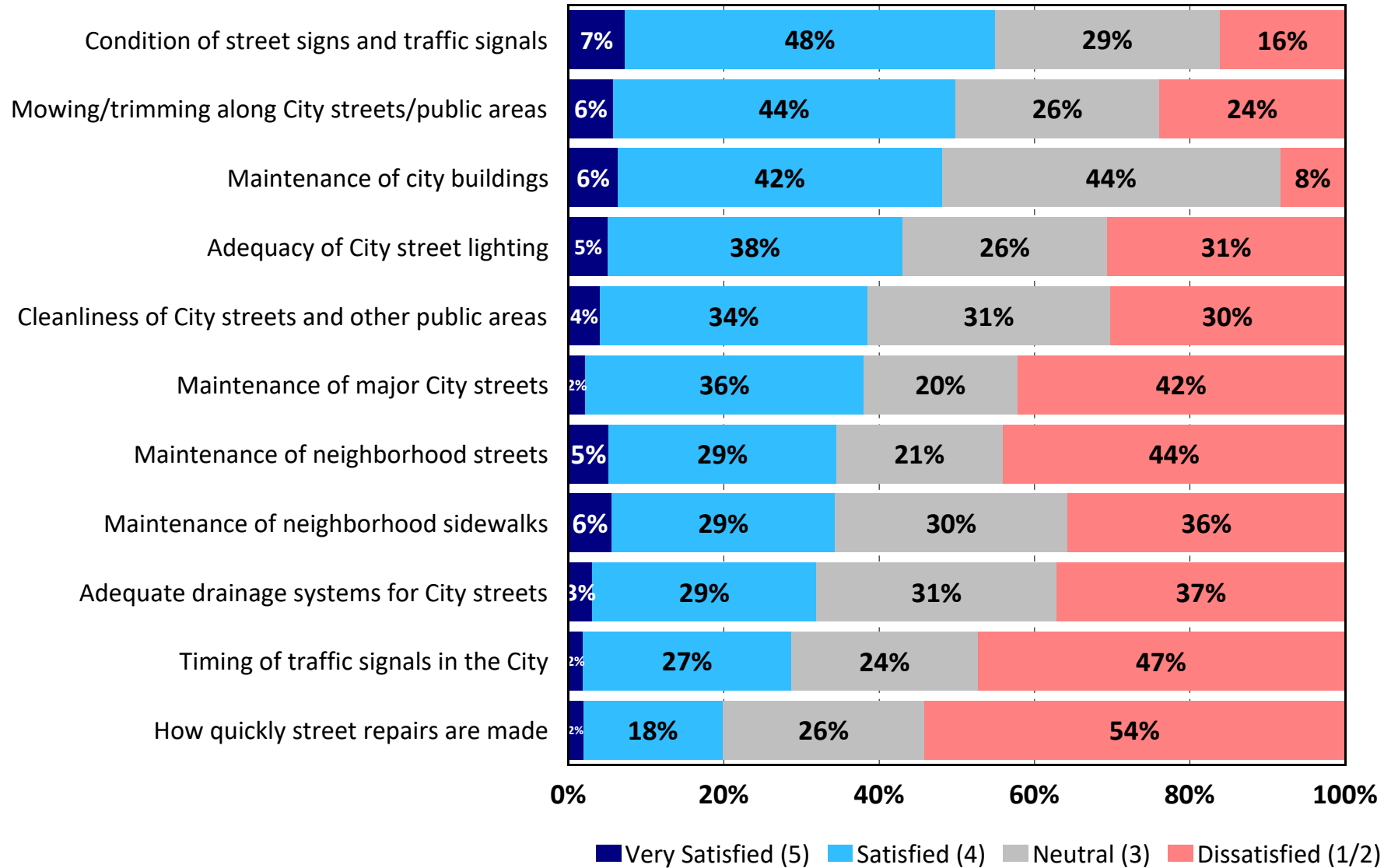
Trends: Satisfaction with Communication (2007, 2021 & 2023)

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



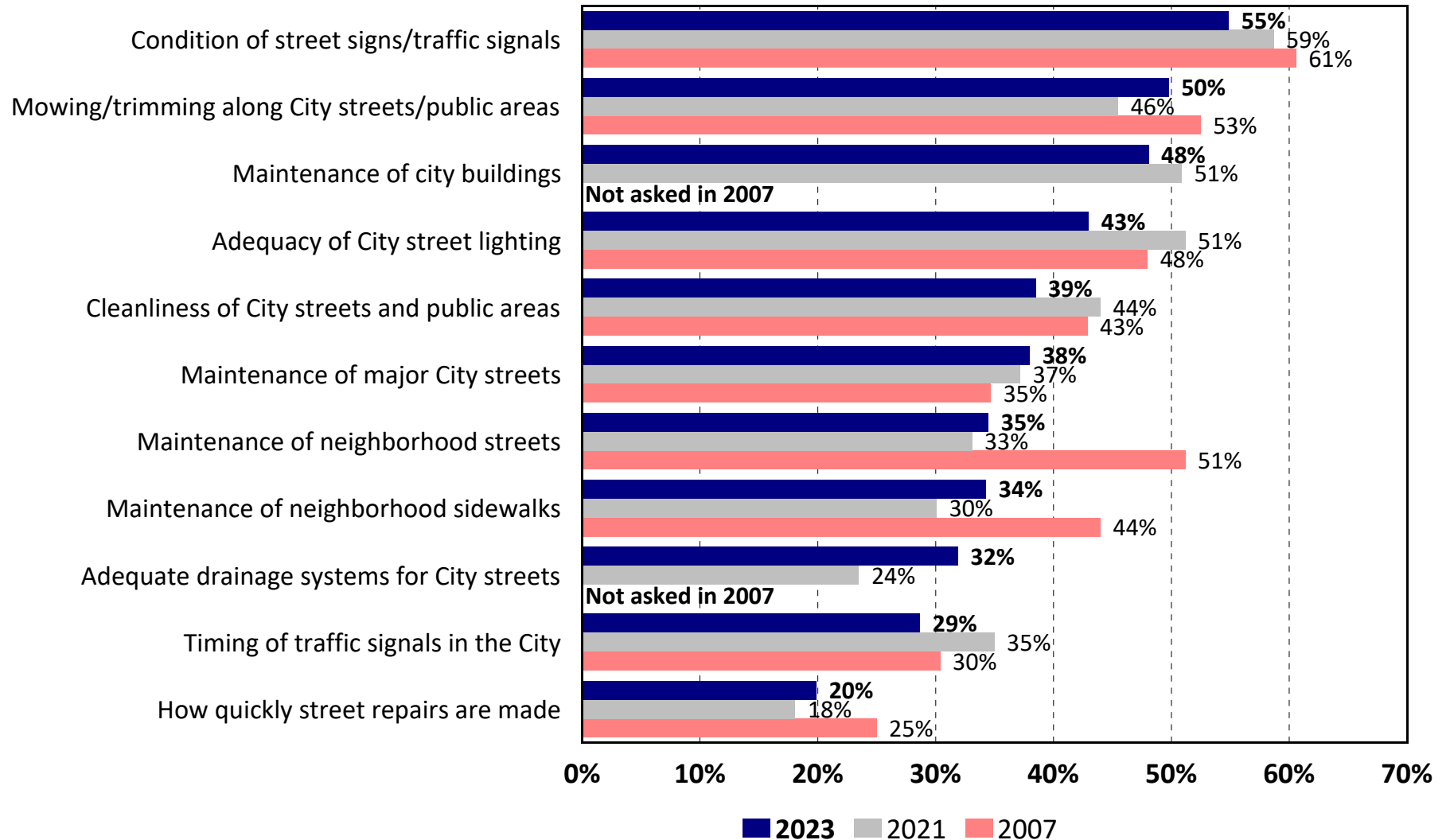
Q9. Satisfaction with City Maintenance

by percentage of respondents (excluding don't knows)



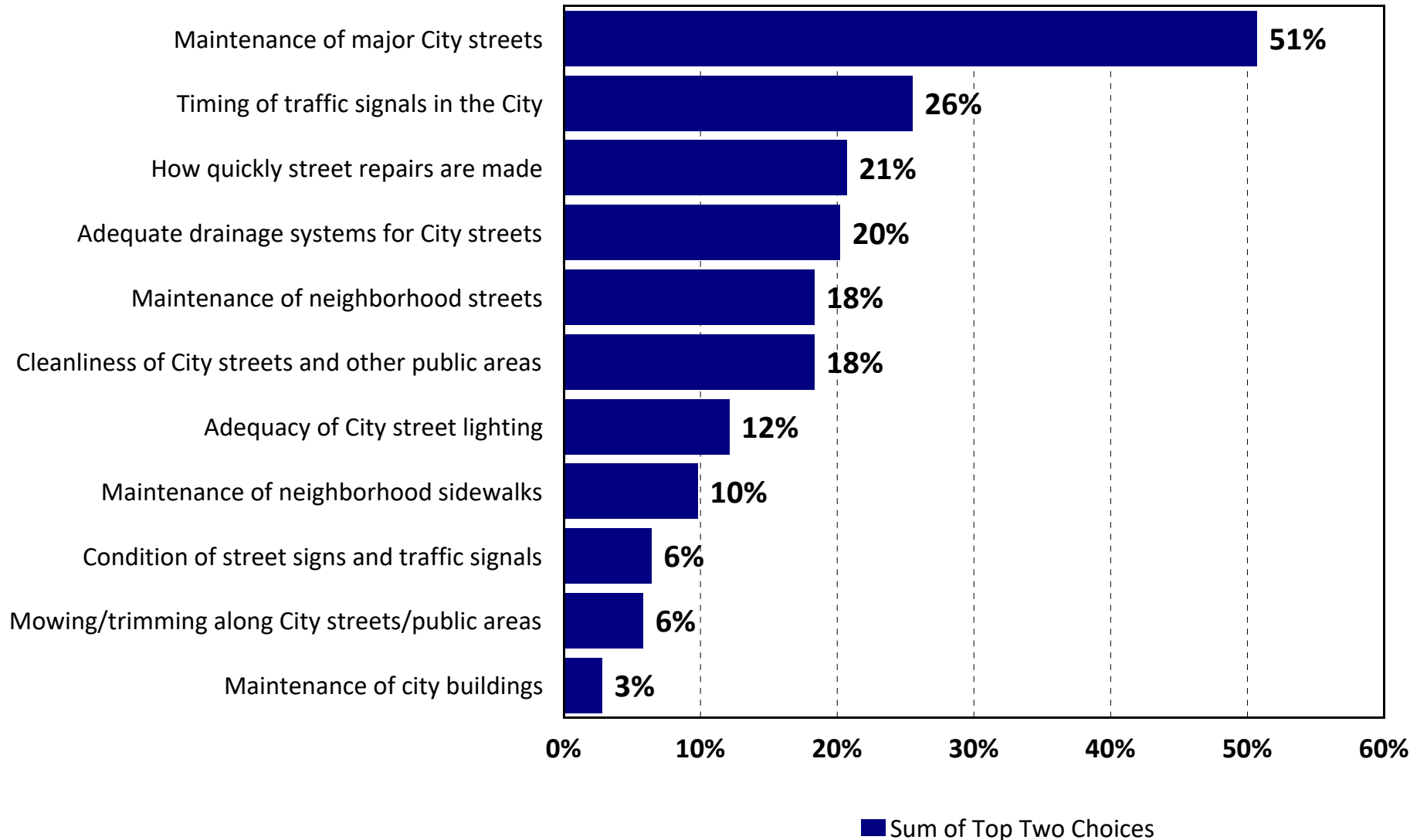
Trends: Satisfaction with City Maintenance (2007, 2021 & 2023)

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



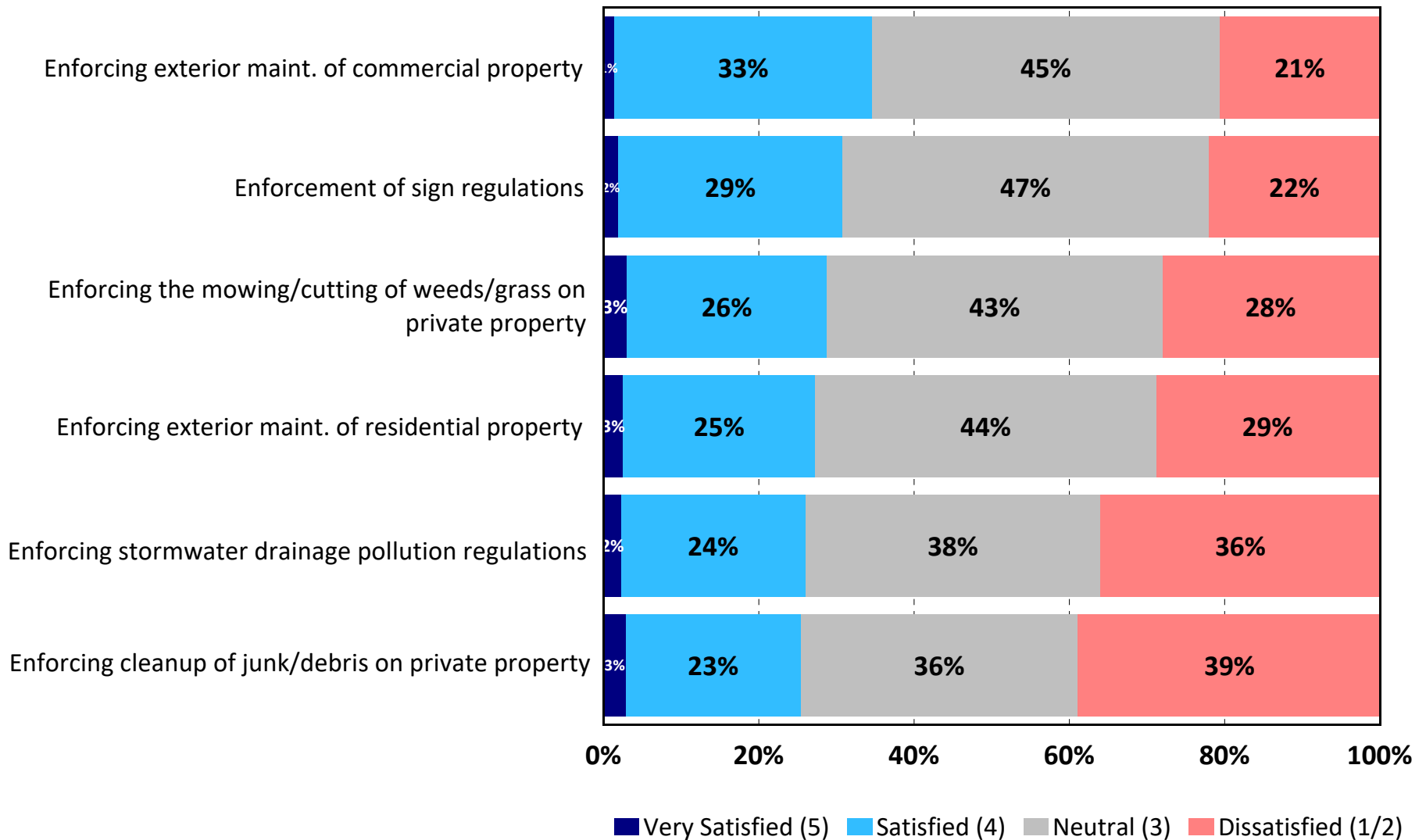
Q10. City Maintenance Services That Residents Thought Were Most Important for the City to Provide

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



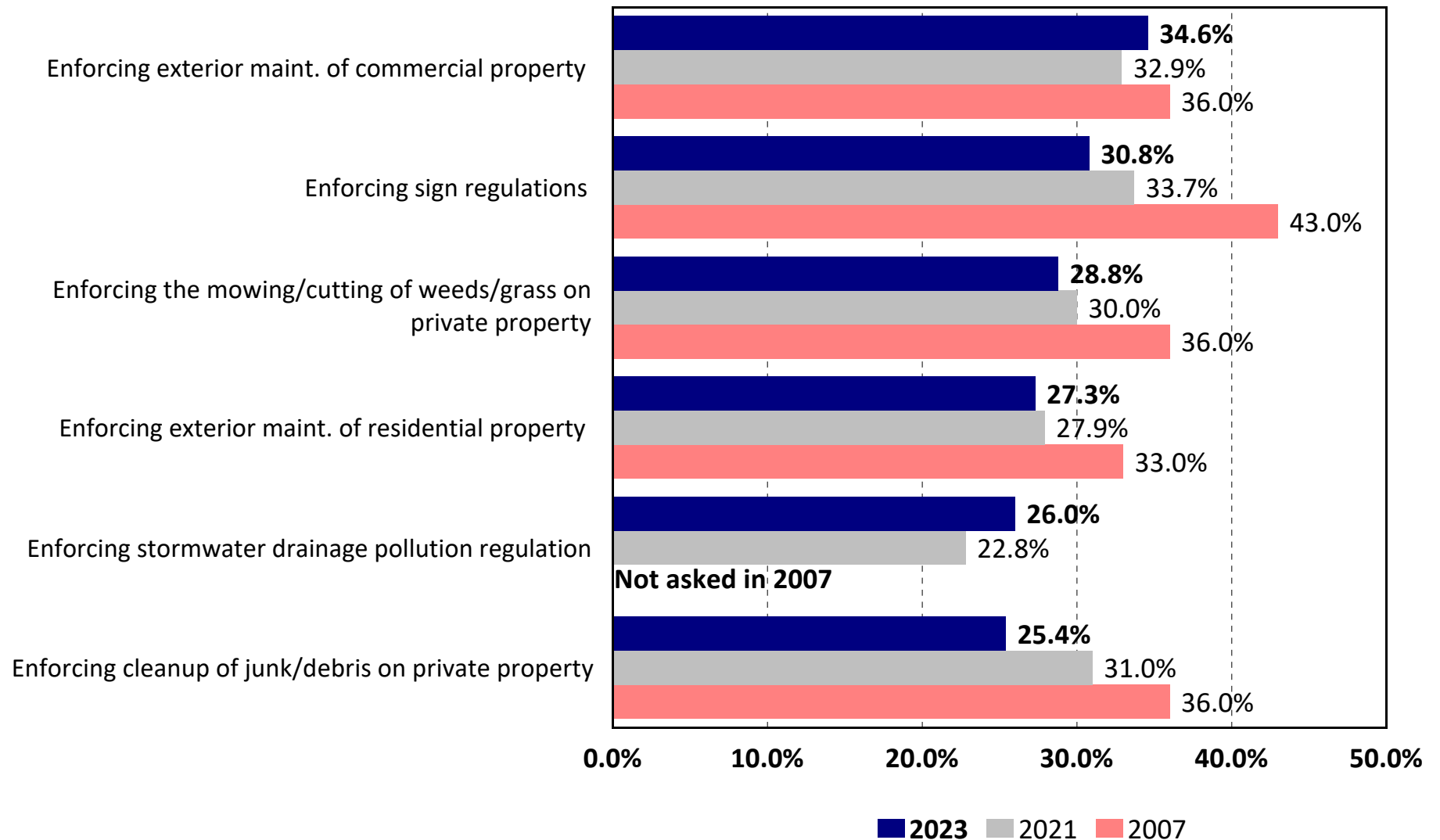
Q11. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



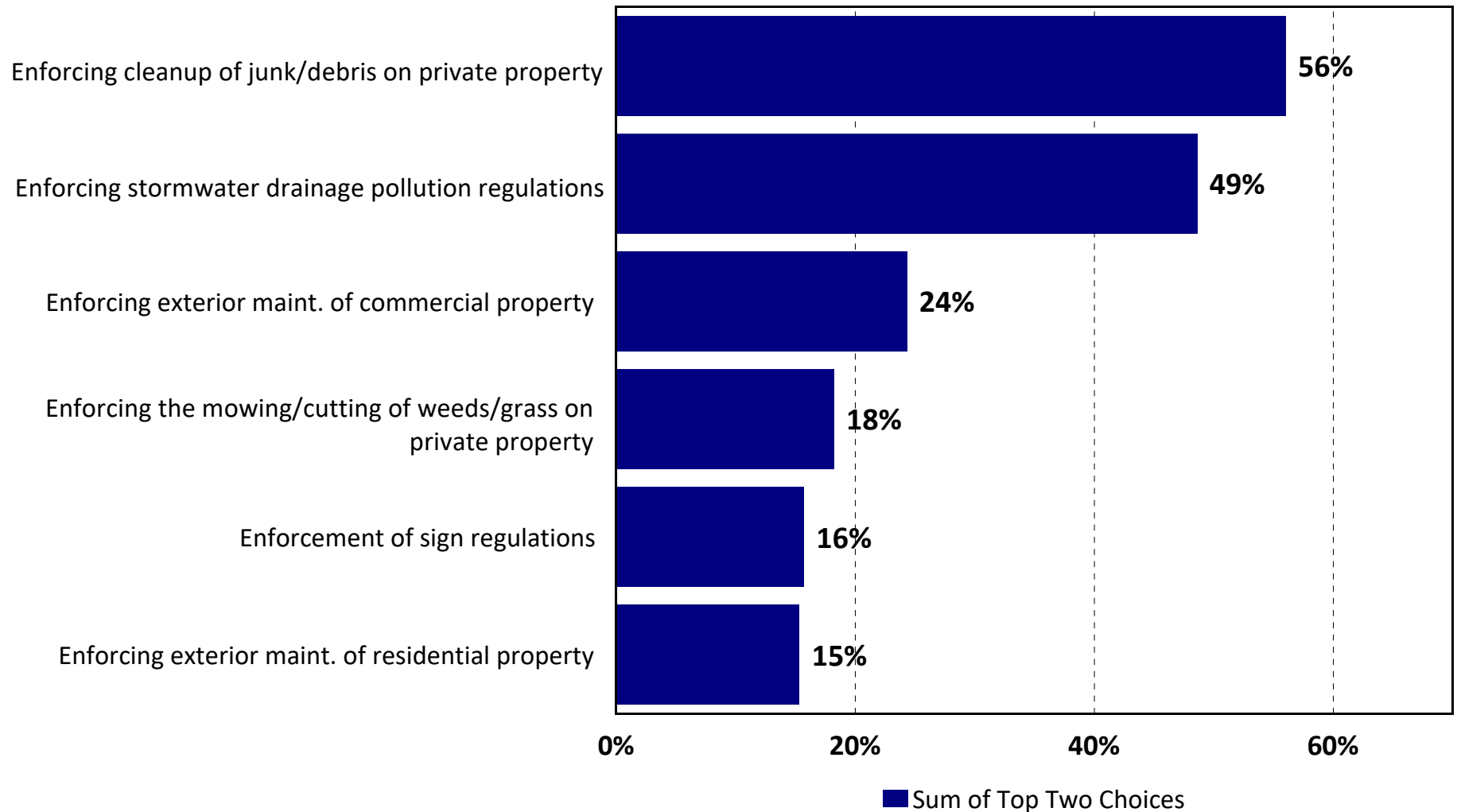
Trends: Satisfaction with Code Enforcement (2007, 2021 & 2023)

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



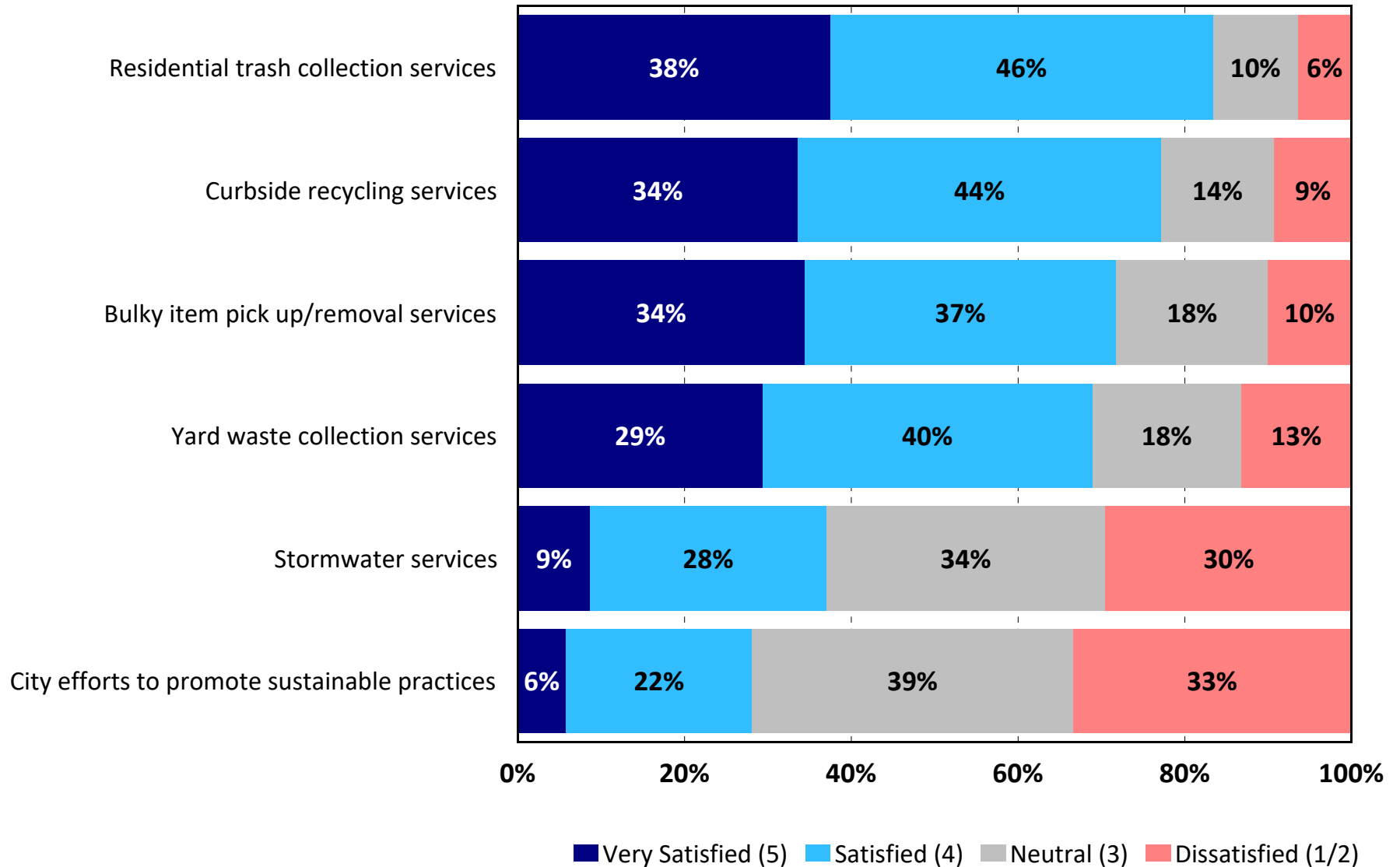
Q12. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

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



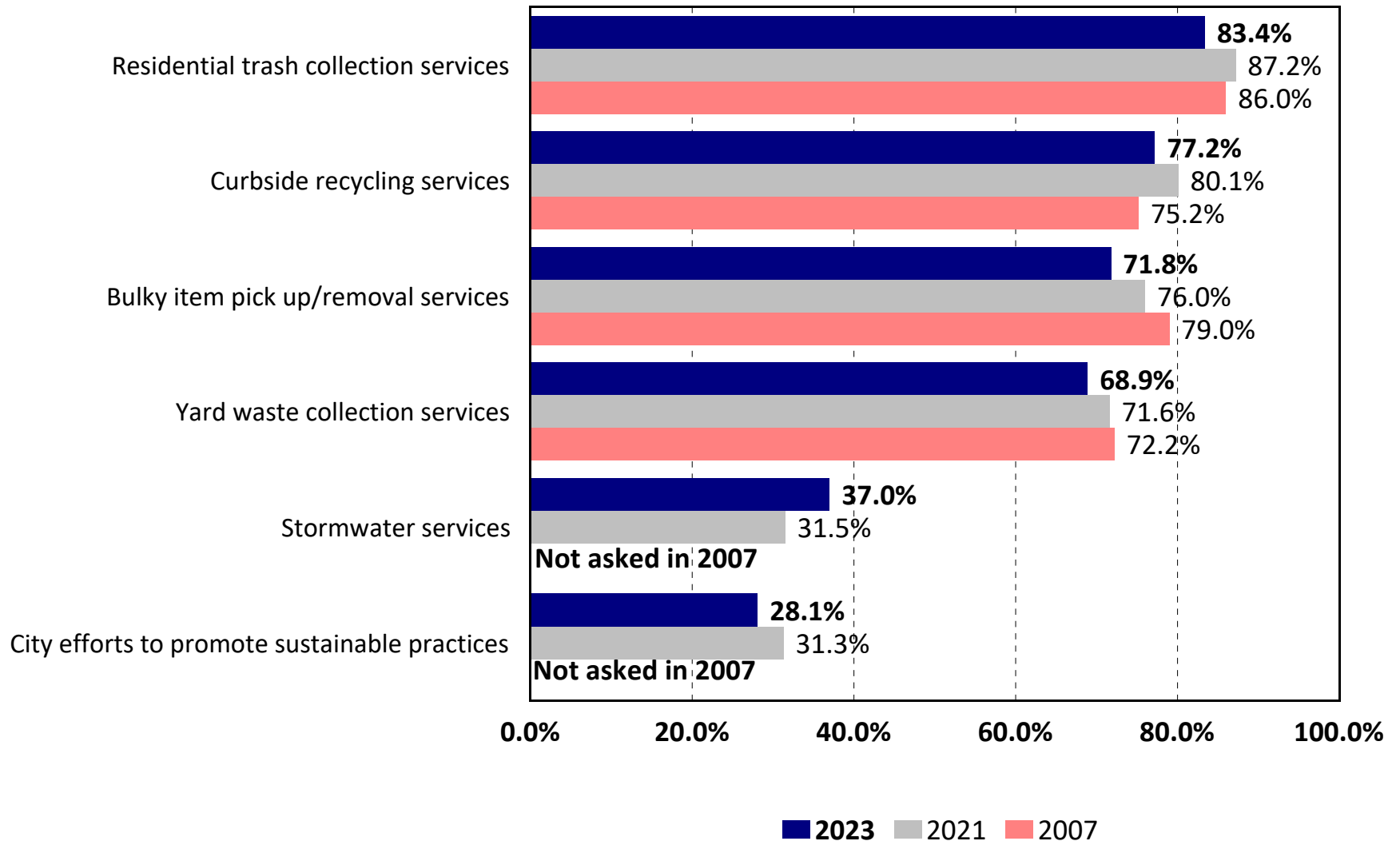
Q13. Satisfaction with City Public Services

by percentage of respondents (excluding don't knows)



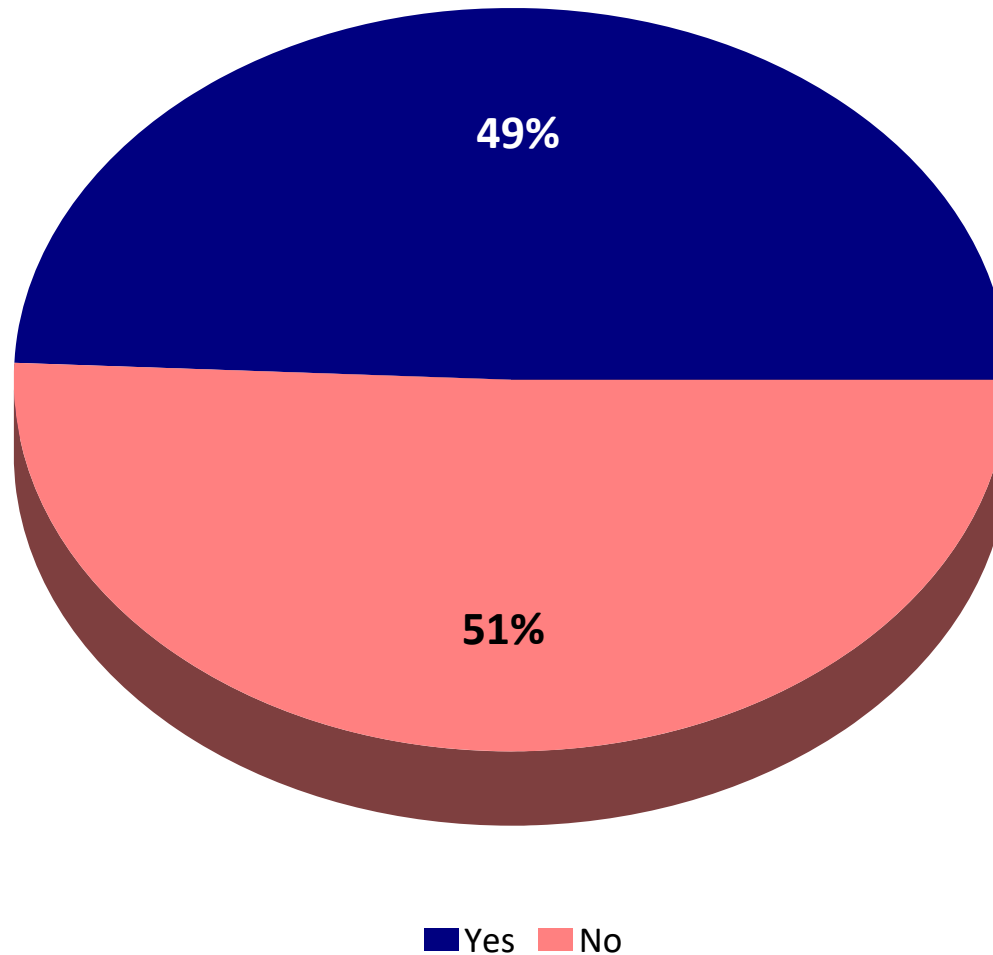
Trends: Satisfaction with City Public Services (2007, 2021 & 2023)

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



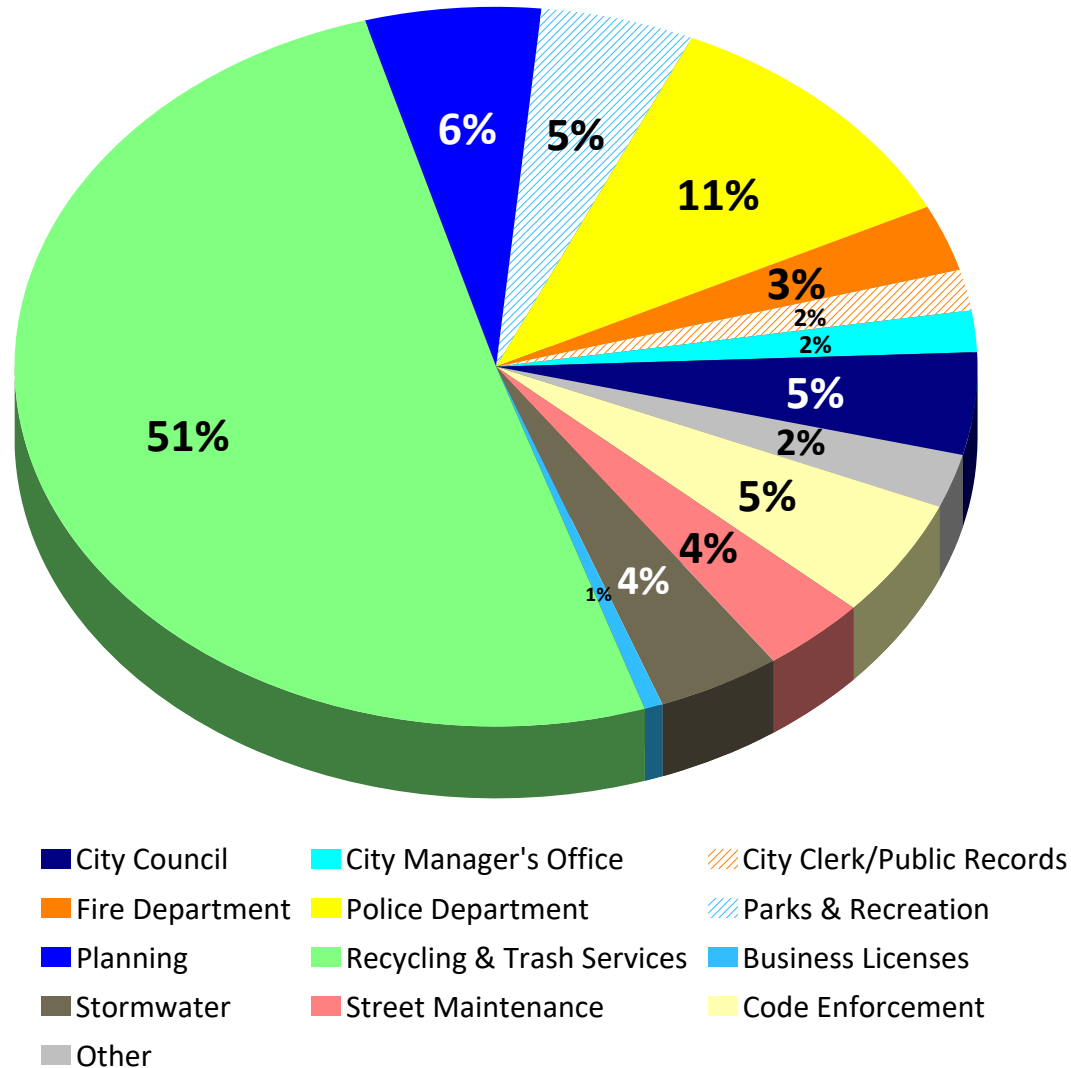
Q14. Have you contacted the City of Wilmington during the past year?

by percentage of respondents



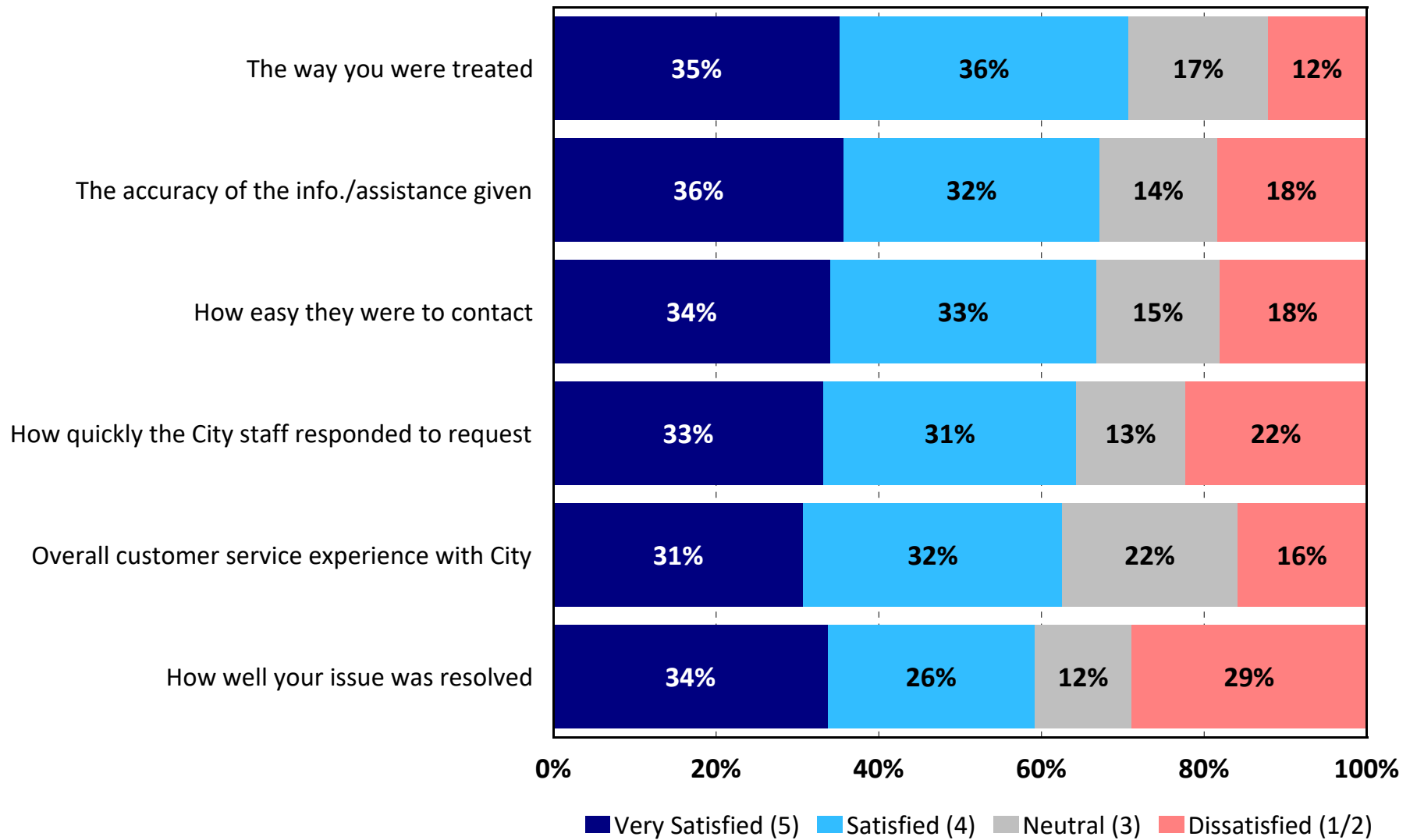
Q14a. What City Department did you contact most recently?

by percentage of respondents who had contacted the City during the past year (excluding "not provided")



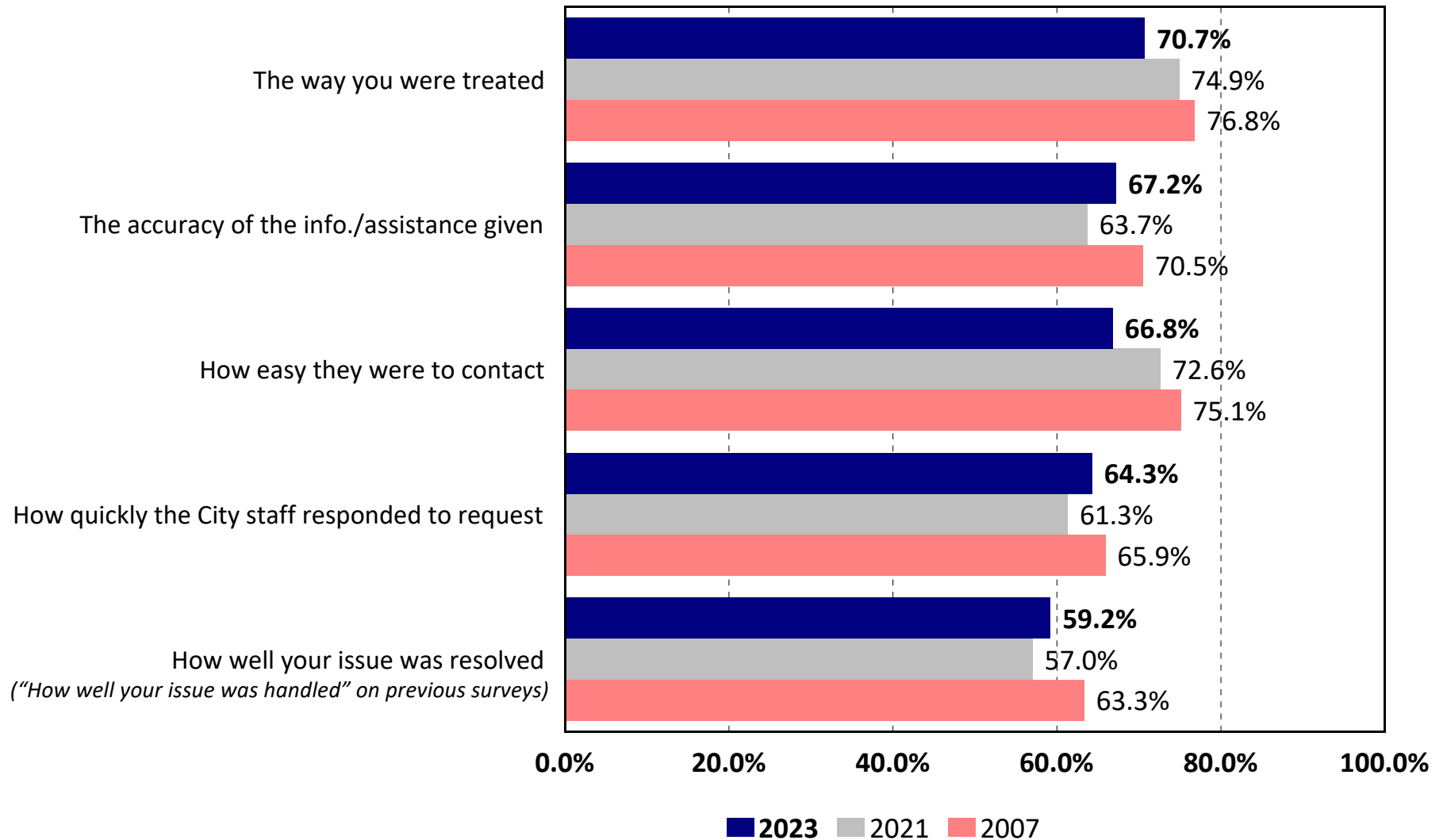
Q14b. Satisfaction with Customer Service Received from City Employees

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



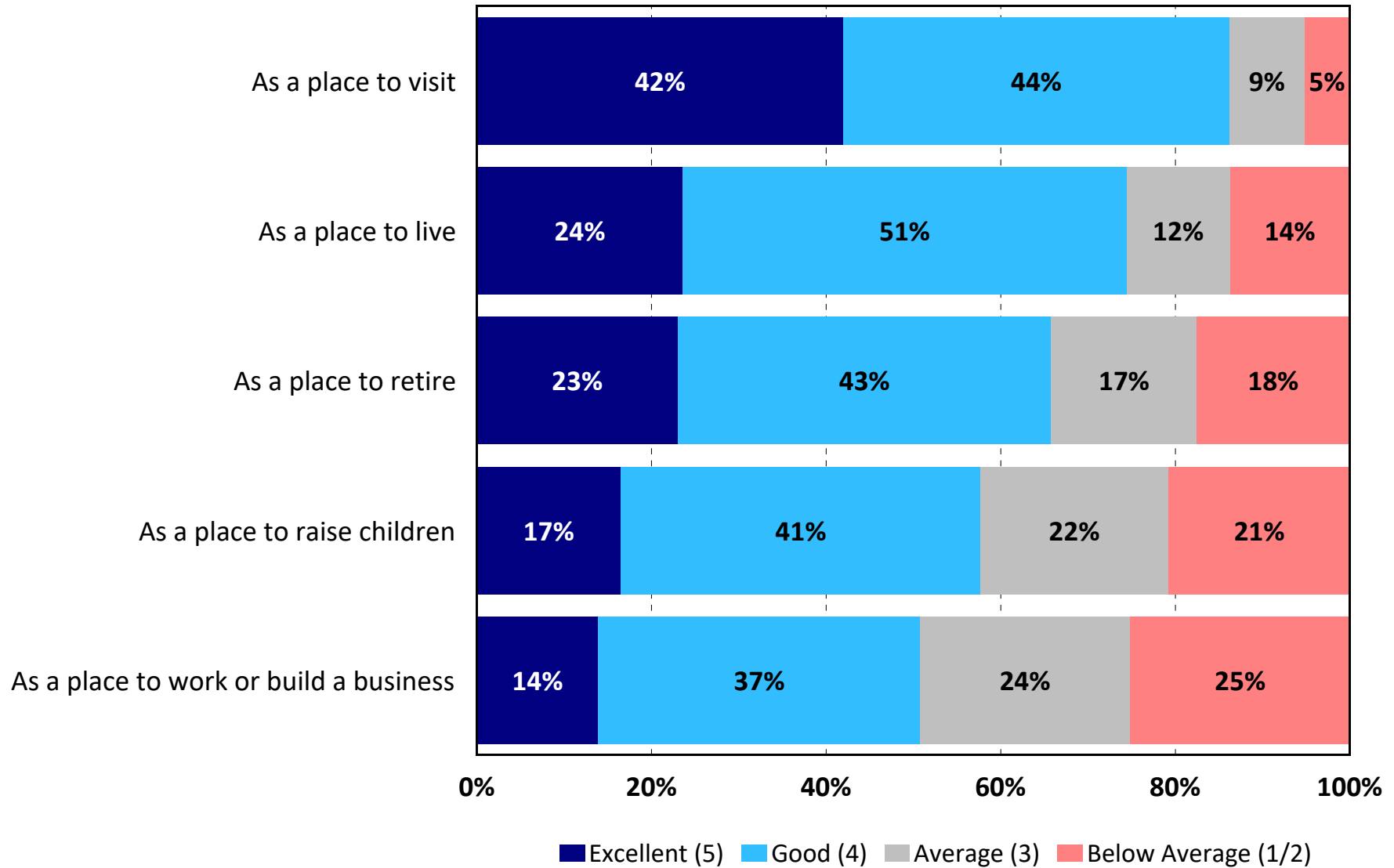
Trends: Satisfaction With Customer Service Received from City Employees (2007, 2021 & 2023)

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



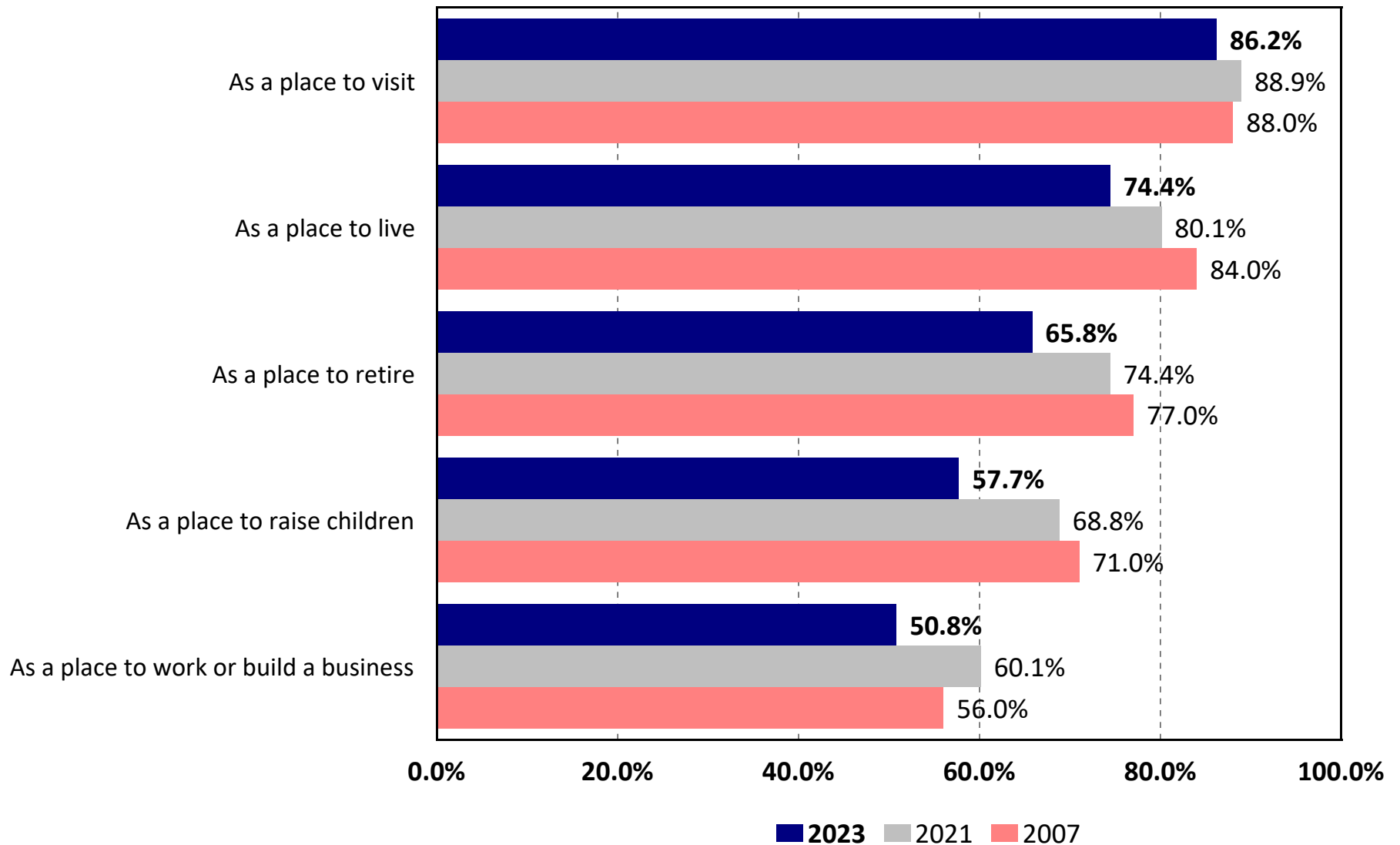
Q15. How Residents Rate the City of Wilmington

by percentage of respondents (excluding don't knows)



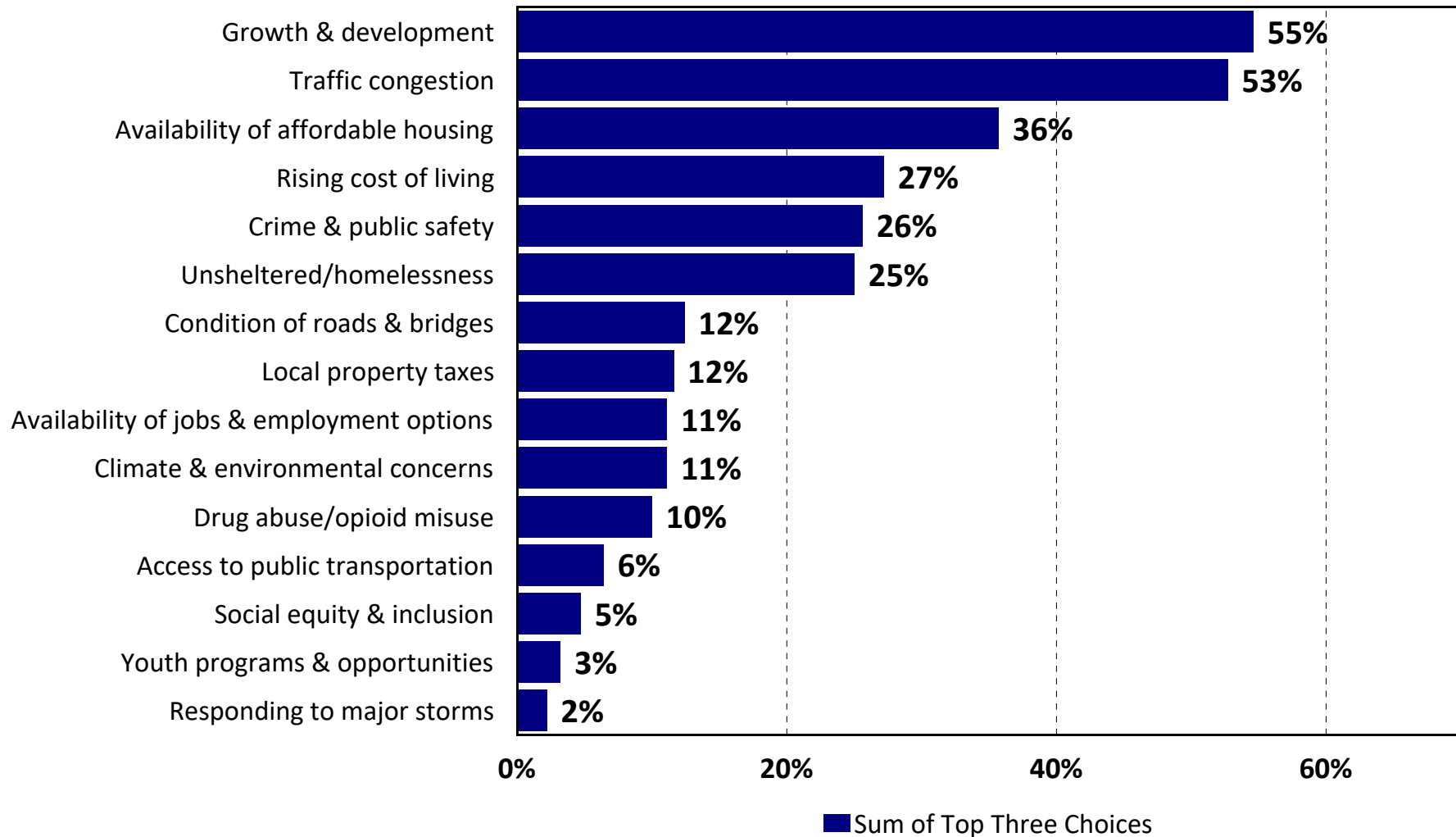
Trends: Ratings of the City of Wilmington (2007, 2021 & 2023)

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



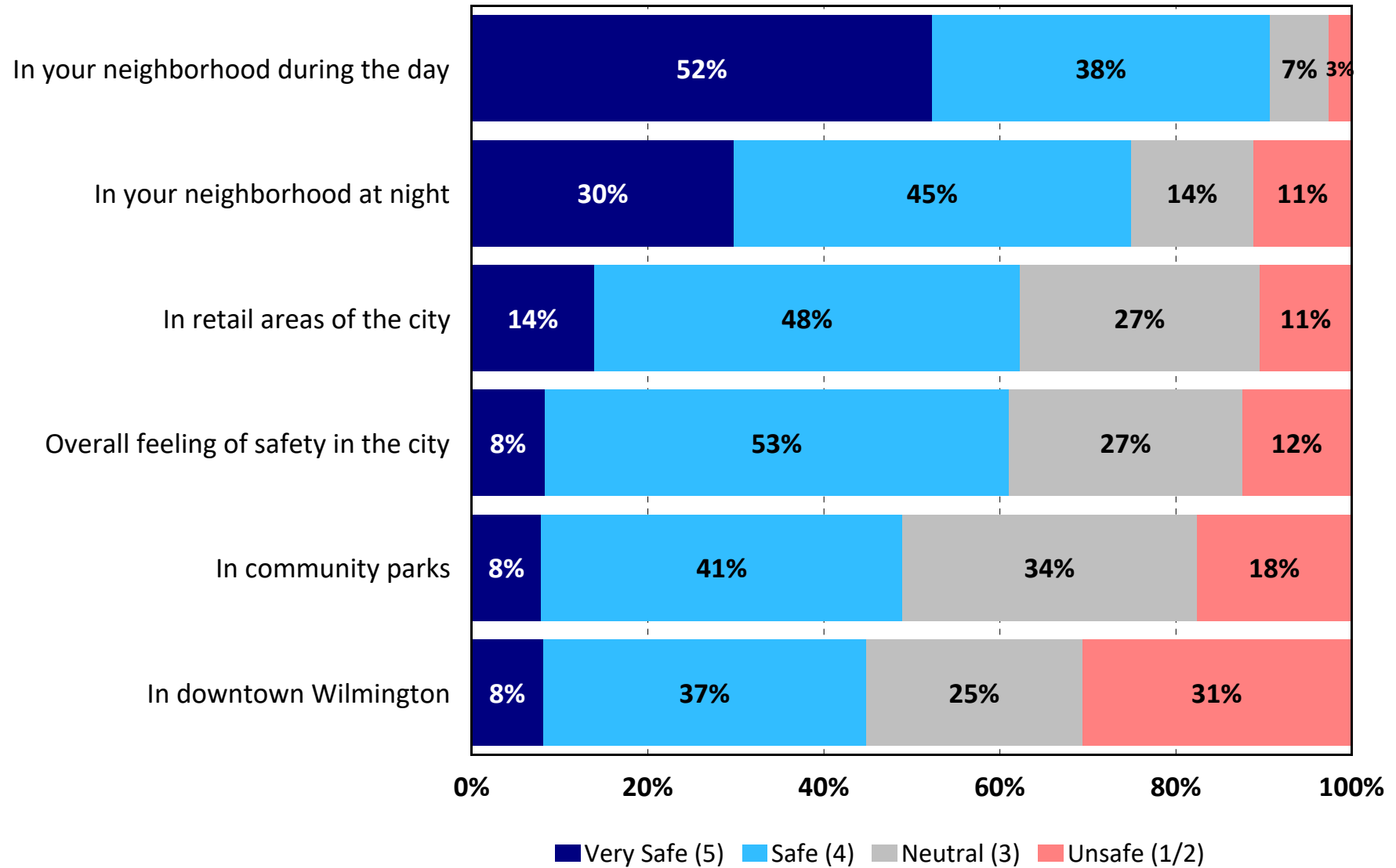
Q16. Most Important Challenges Facing Those Who Live in the City of Wilmington Today

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



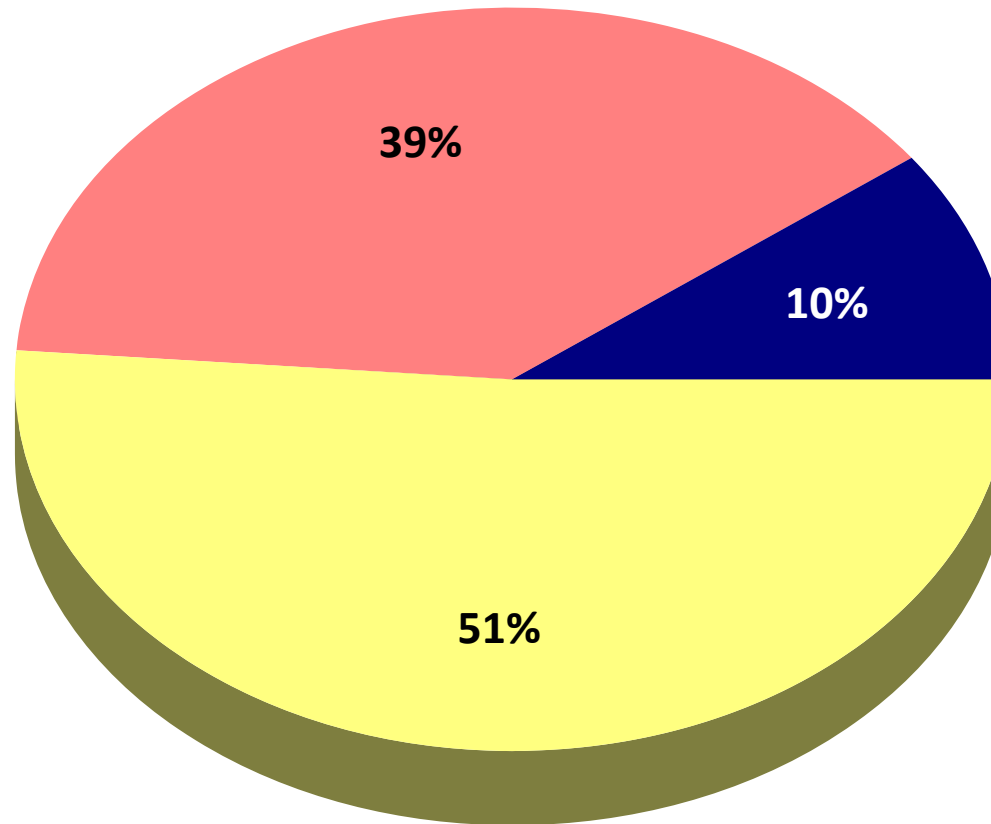
Q17. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)



Q18. Amount of Services and Resources That Residents Think They Receive Compared to Other Parts of the City

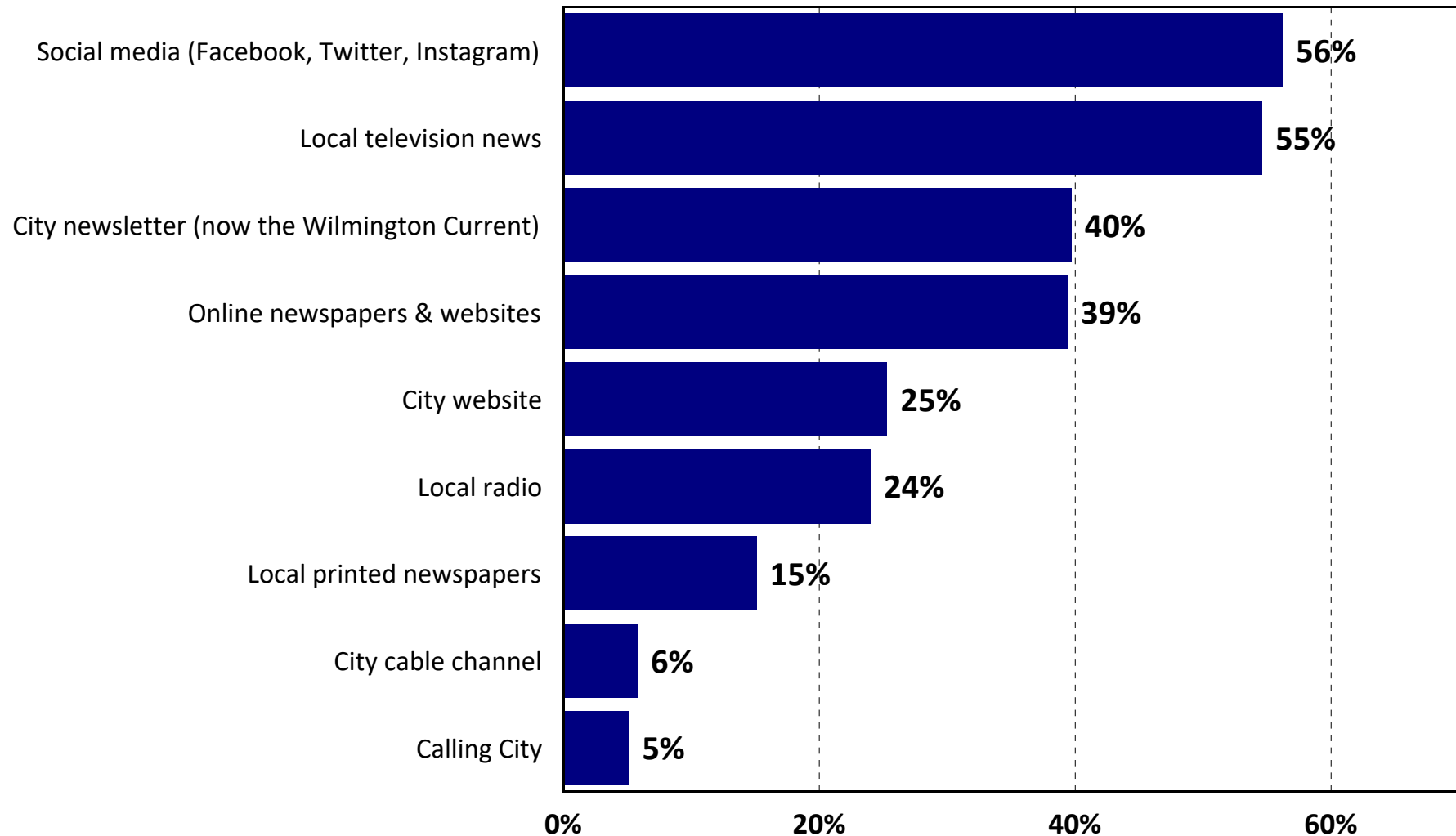
by percentage of respondents (excluding "not provided")



- More than other parts of the City
- Less than other parts of the City
- About the same as other parts of the City

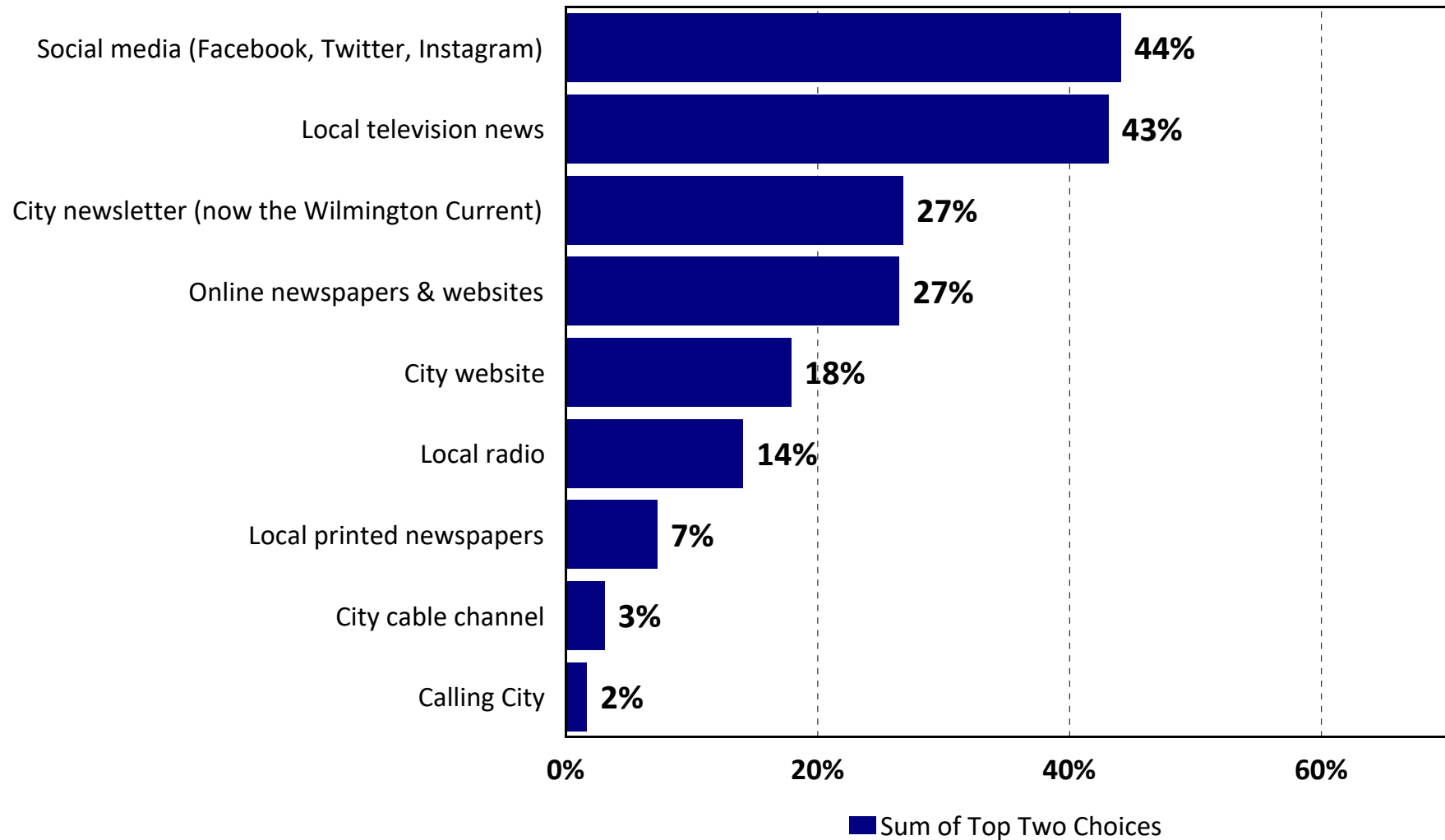
Q19. Where Residents Currently Receive News and Information About City Government and Services

by percentage of respondents (multiple selections could be made)



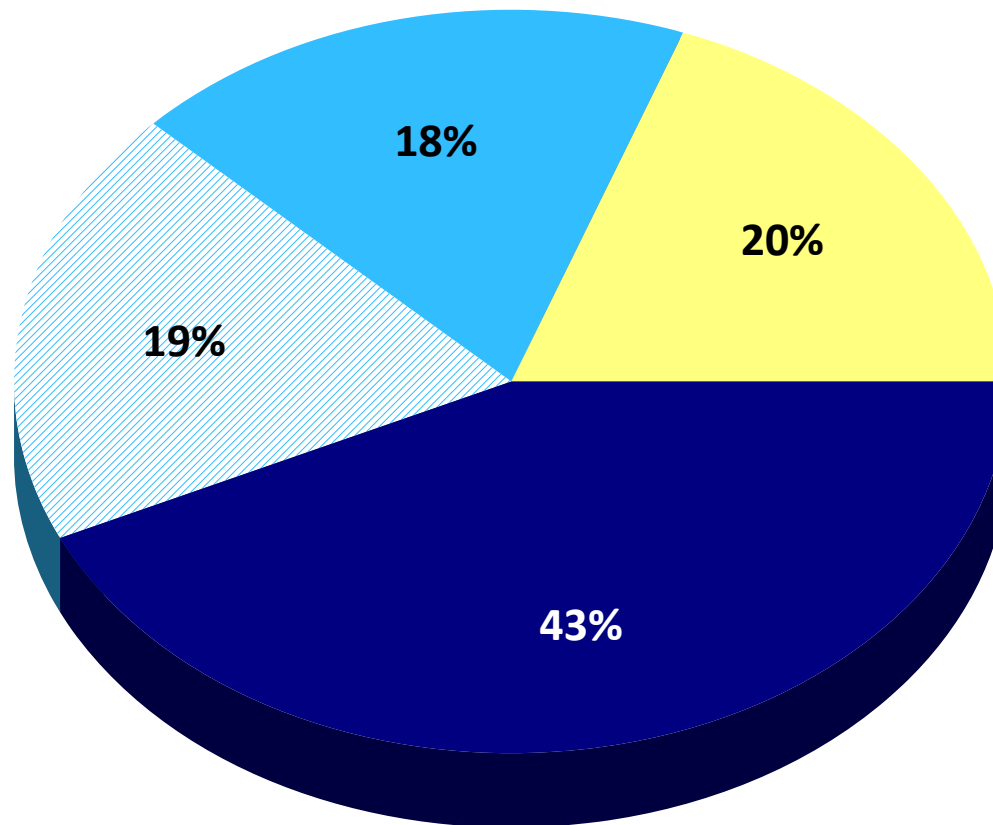
Q20. Sources of News and Information That Residents Find Most Helpful and Informative

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



Demographics: Approximately how many years have you lived in Wilmington?

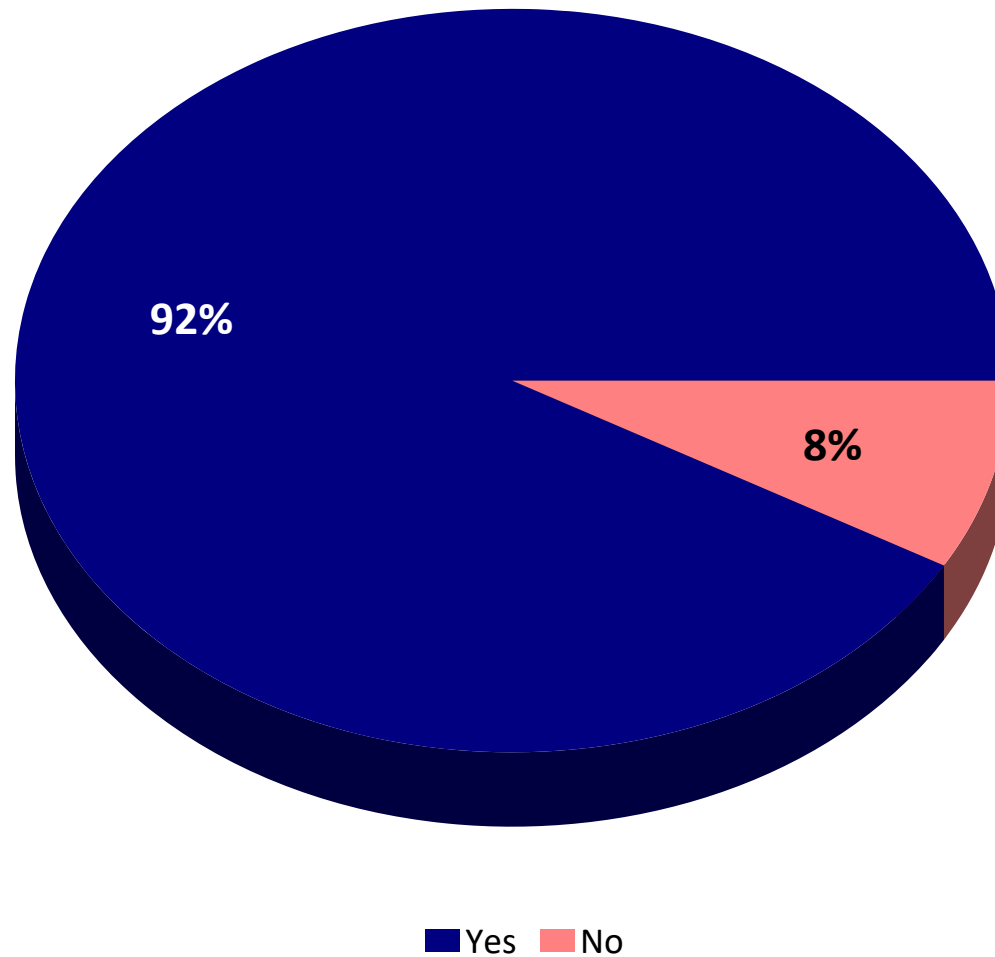
by percentage of respondents (excluding "not provided")



■ Less than 5 years ■ 5-10 years ▨ 11-20 years ■ More than 20 years

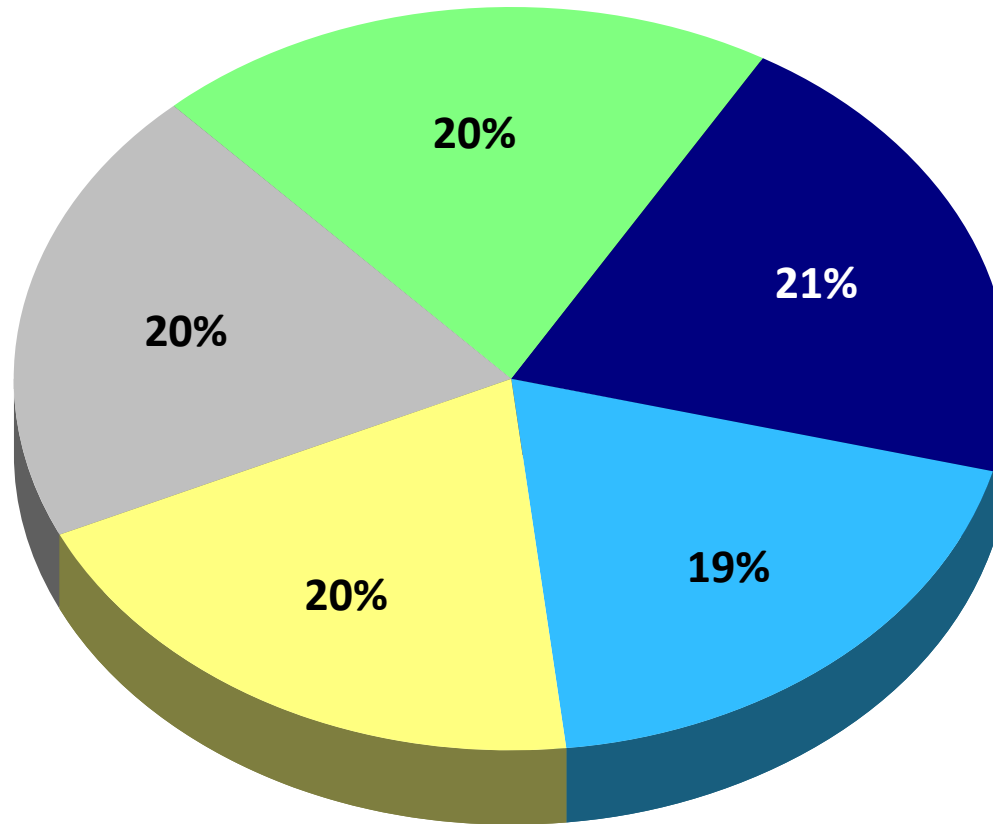
Demographics: Have you visited Downtown Wilmington during the past year?

by percentage of respondents (excluding "not provided")



Demographics: What is your age?

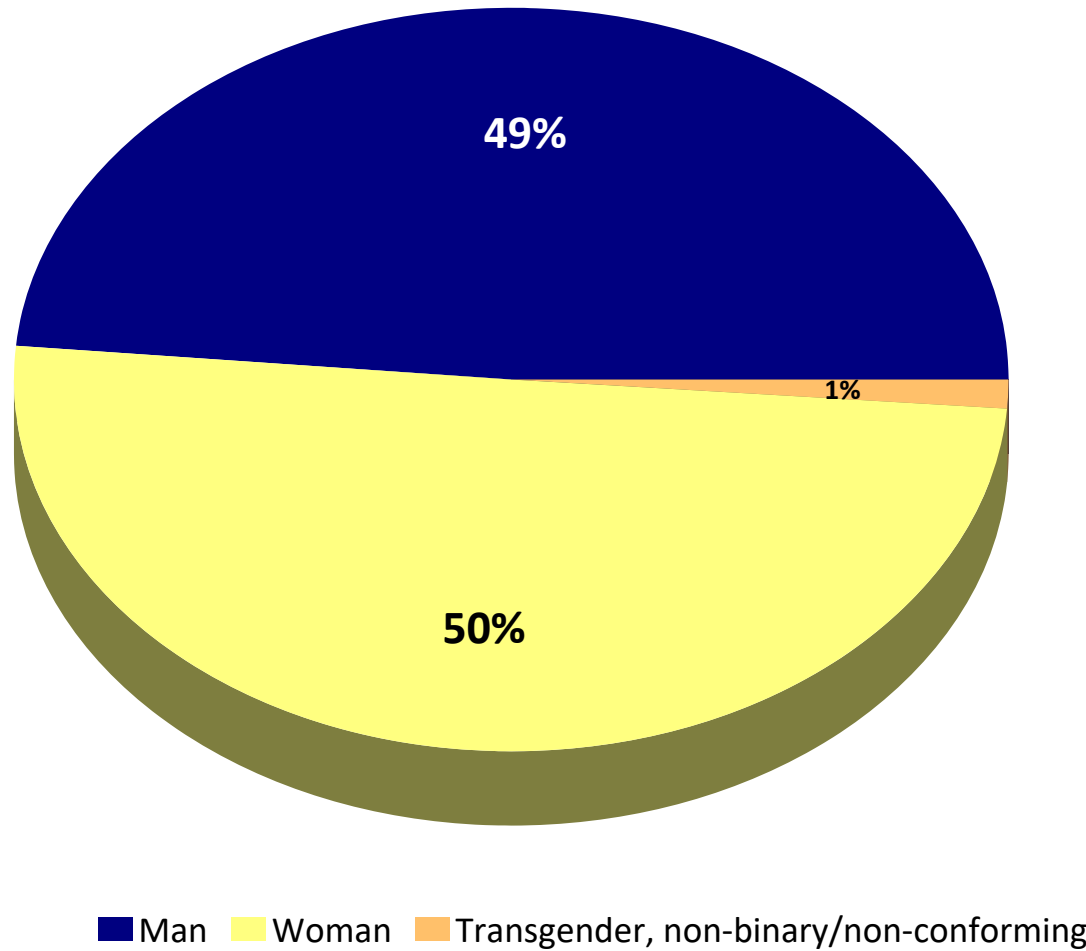
by percentage of respondents (excluding "not provided")



■ Under 35 years ■ 35-44 years ■ 45-54 years ■ 55-64 years ■ 65+ years

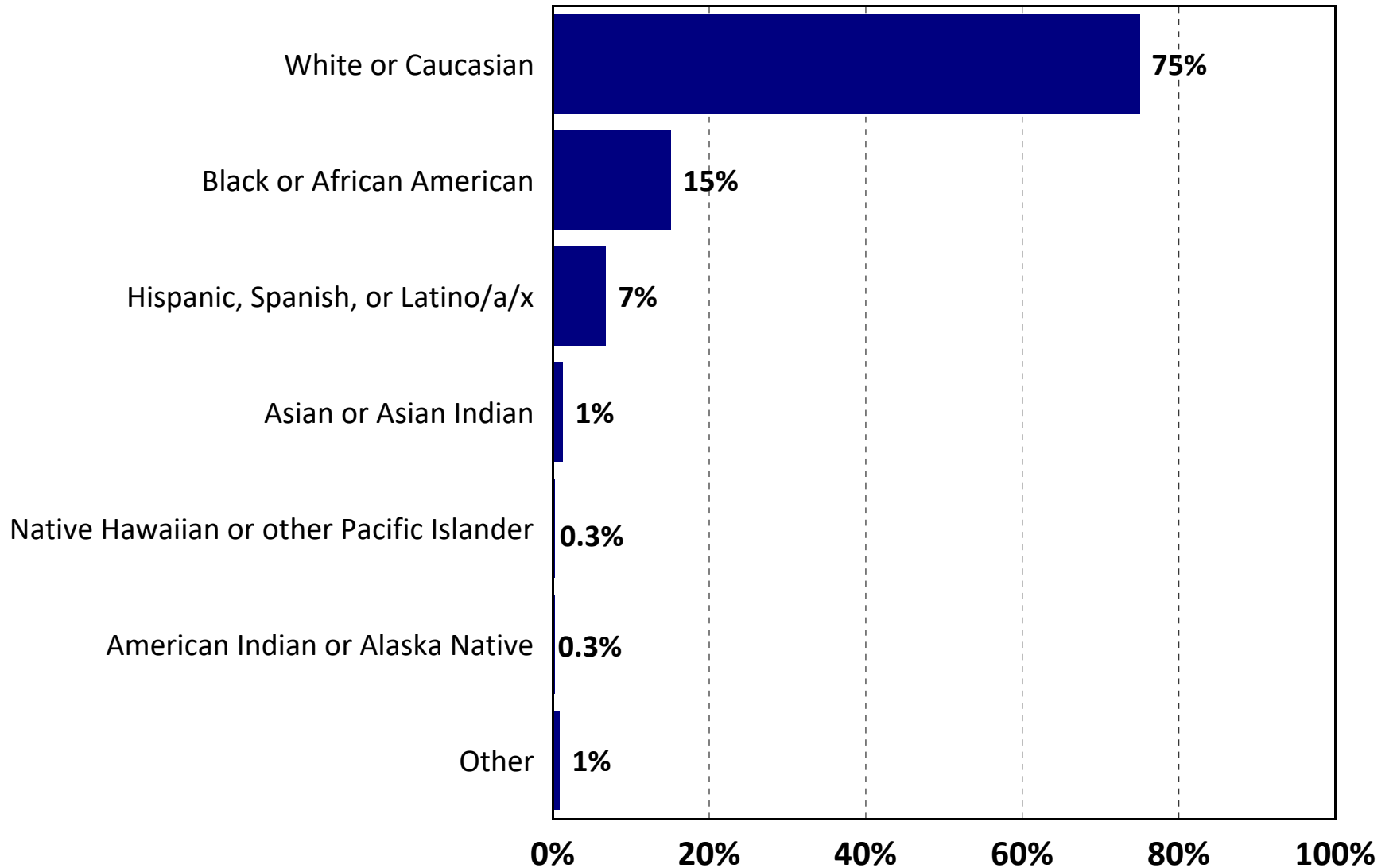
Demographics: What is your gender?

by percentage of respondents (excluding "not provided")



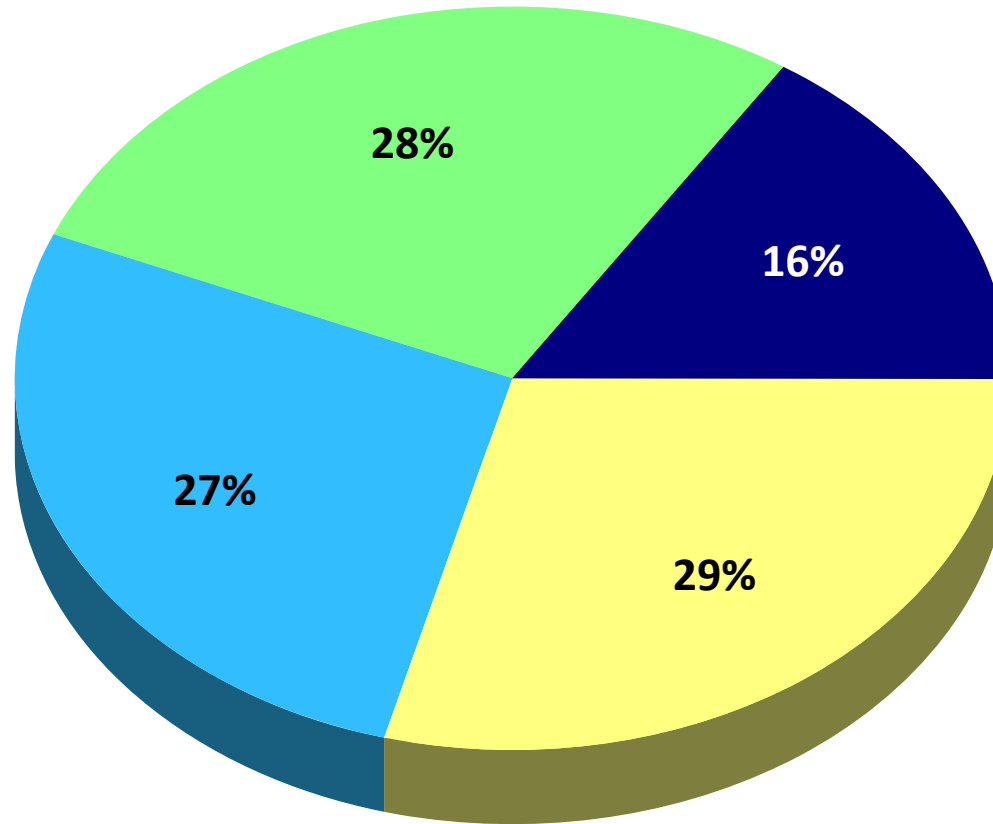
Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")



■ Under \$30,000 ■ \$30,000-\$59,999 ■ \$60,000-\$99,999 ■ \$100,000 or more



2

**Benchmarking
Analysis**

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Atlantic Region of the United States during the summer of 2023. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 10,000 residents; the “Atlantic Regional Average” shown in the charts reflects the results of the survey of residents living in the Atlantic Region.

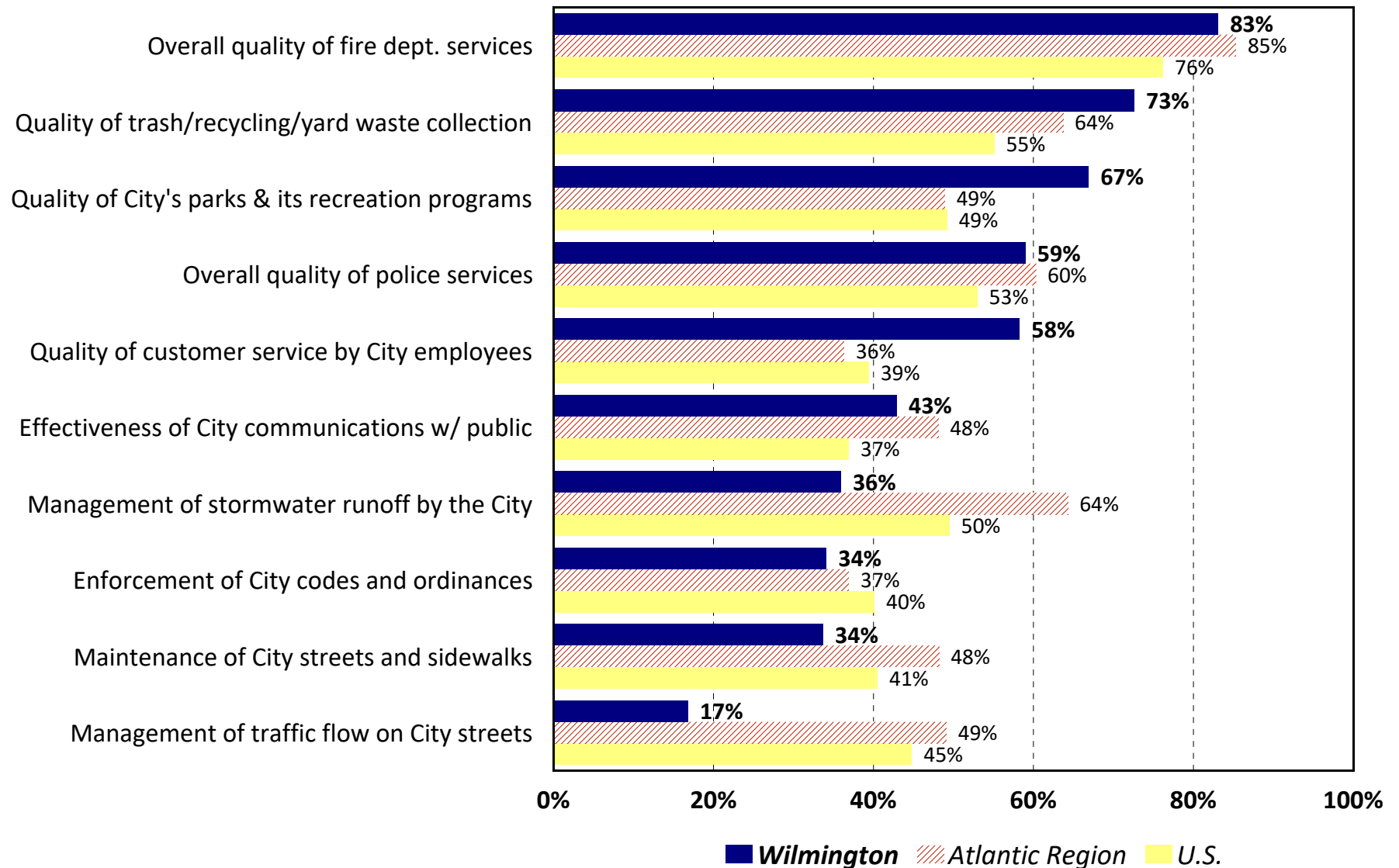
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Wilmington, North Carolina is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services

Wilmington vs. Atlantic Region vs. the U.S.

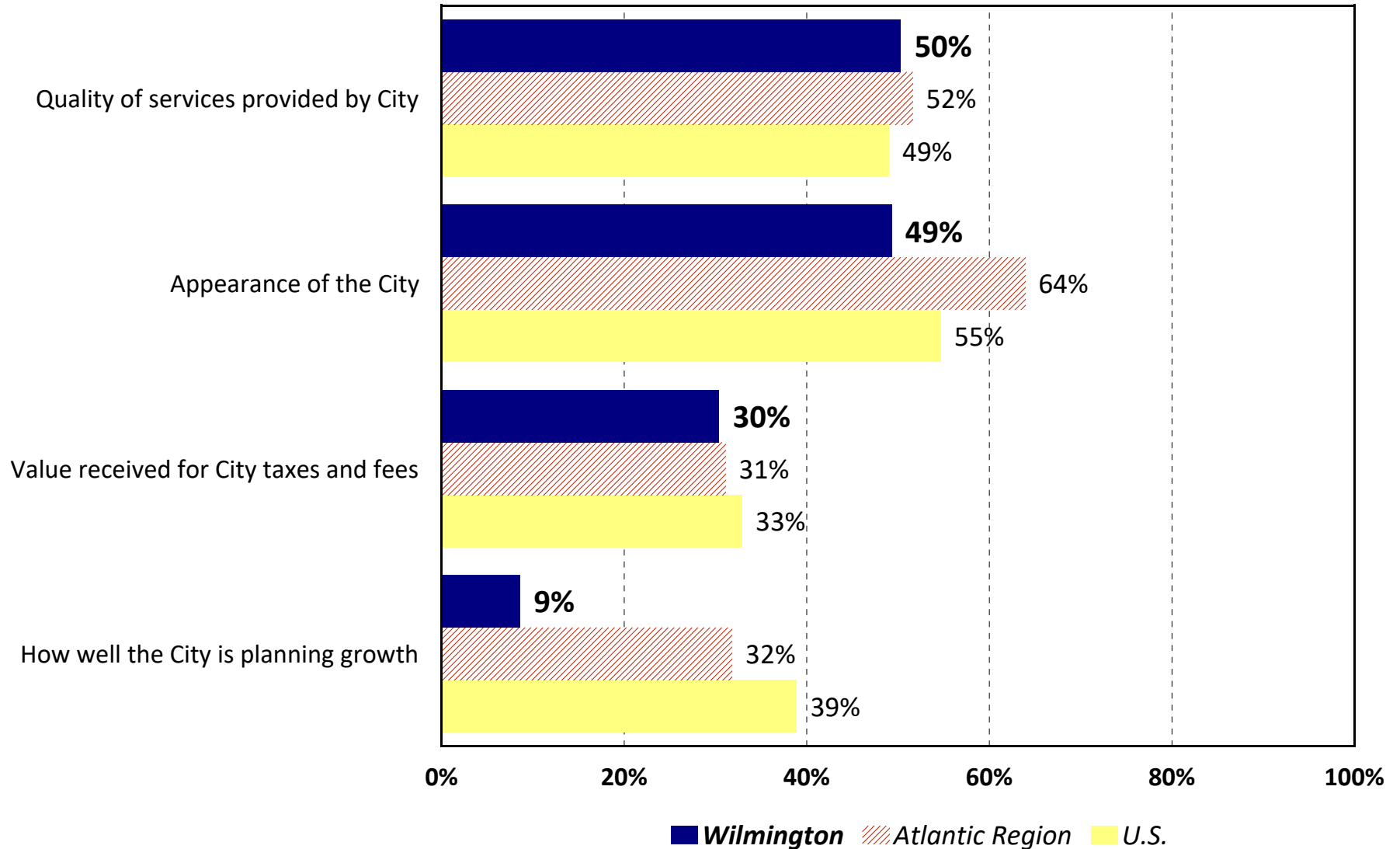
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Perceptions of the City

Wilmington vs. Atlantic Region vs. the U.S.

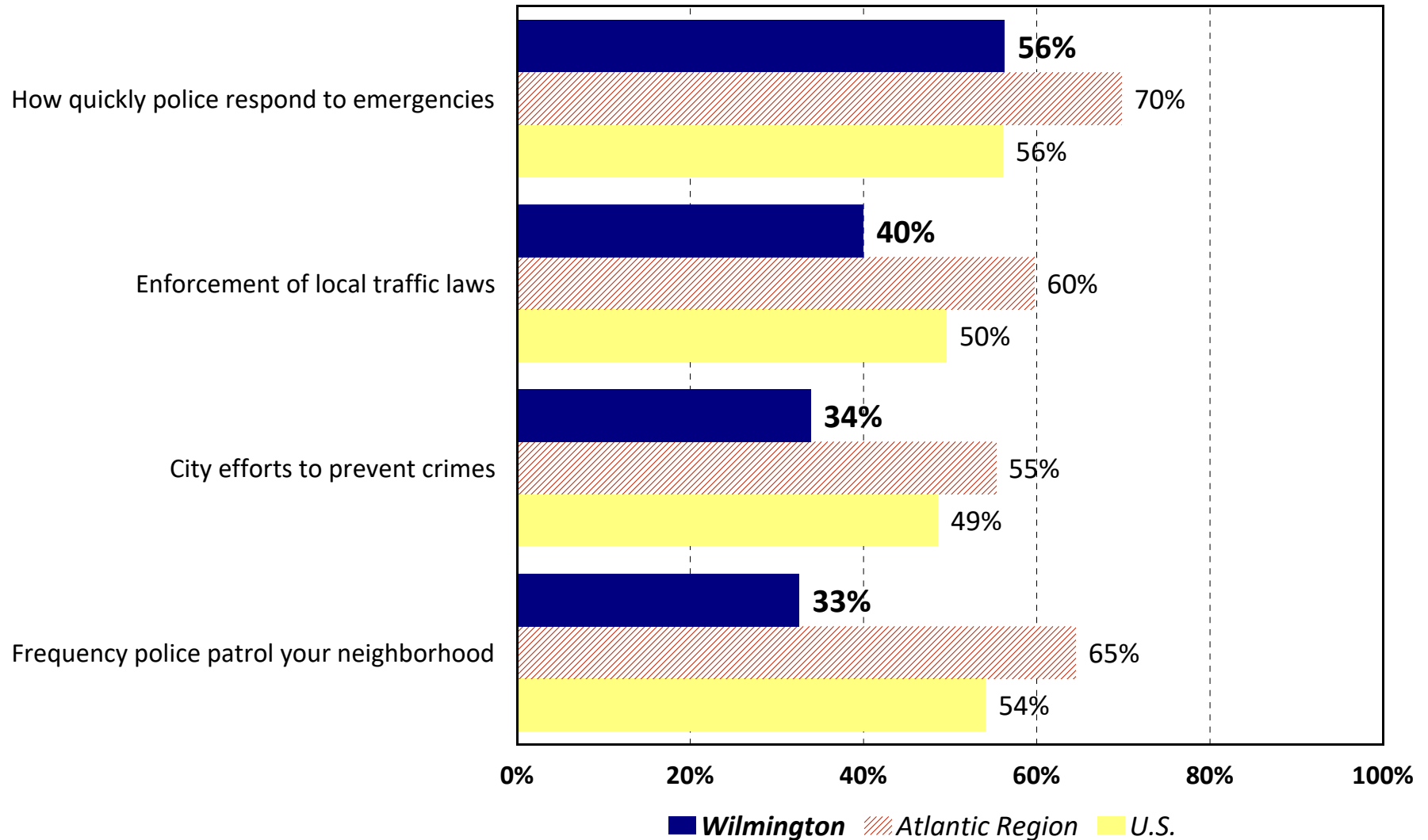
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety Services

Wilmington vs. Atlantic Region vs. the U.S.

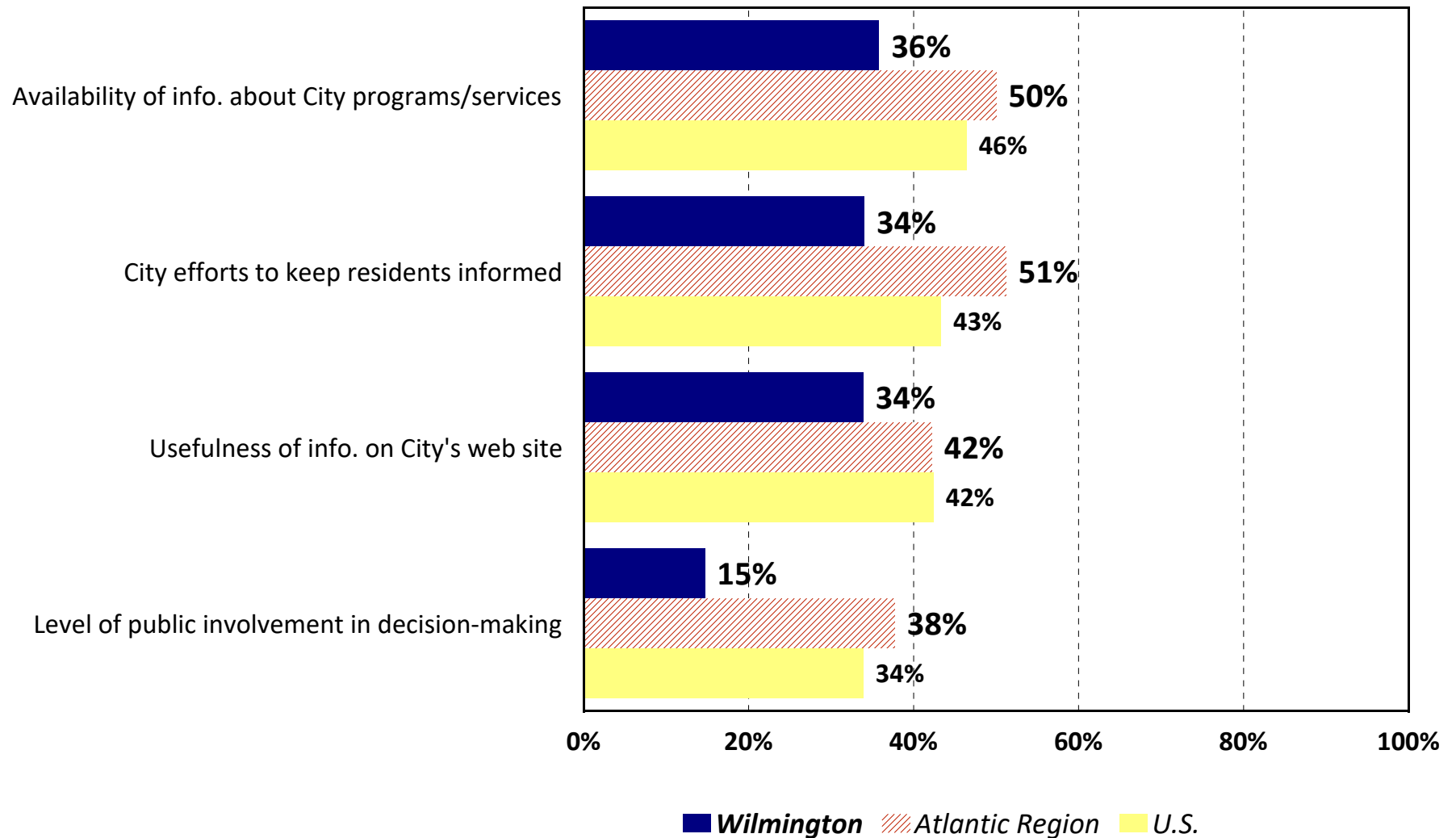
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Communication

Wilmington vs. Atlantic Region vs. the U.S.

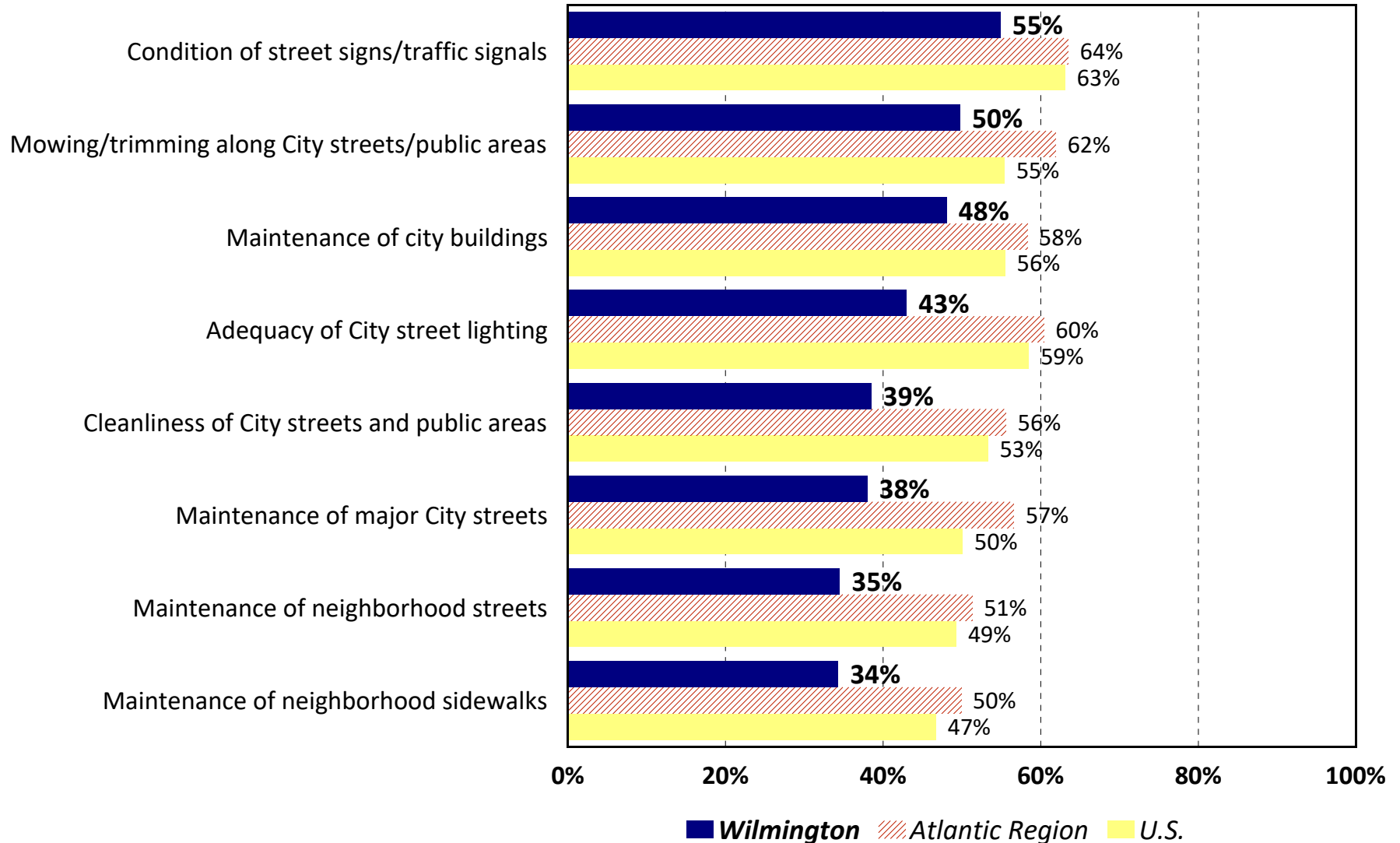
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Maintenance

Wilmington vs. Atlantic Region vs. the U.S.

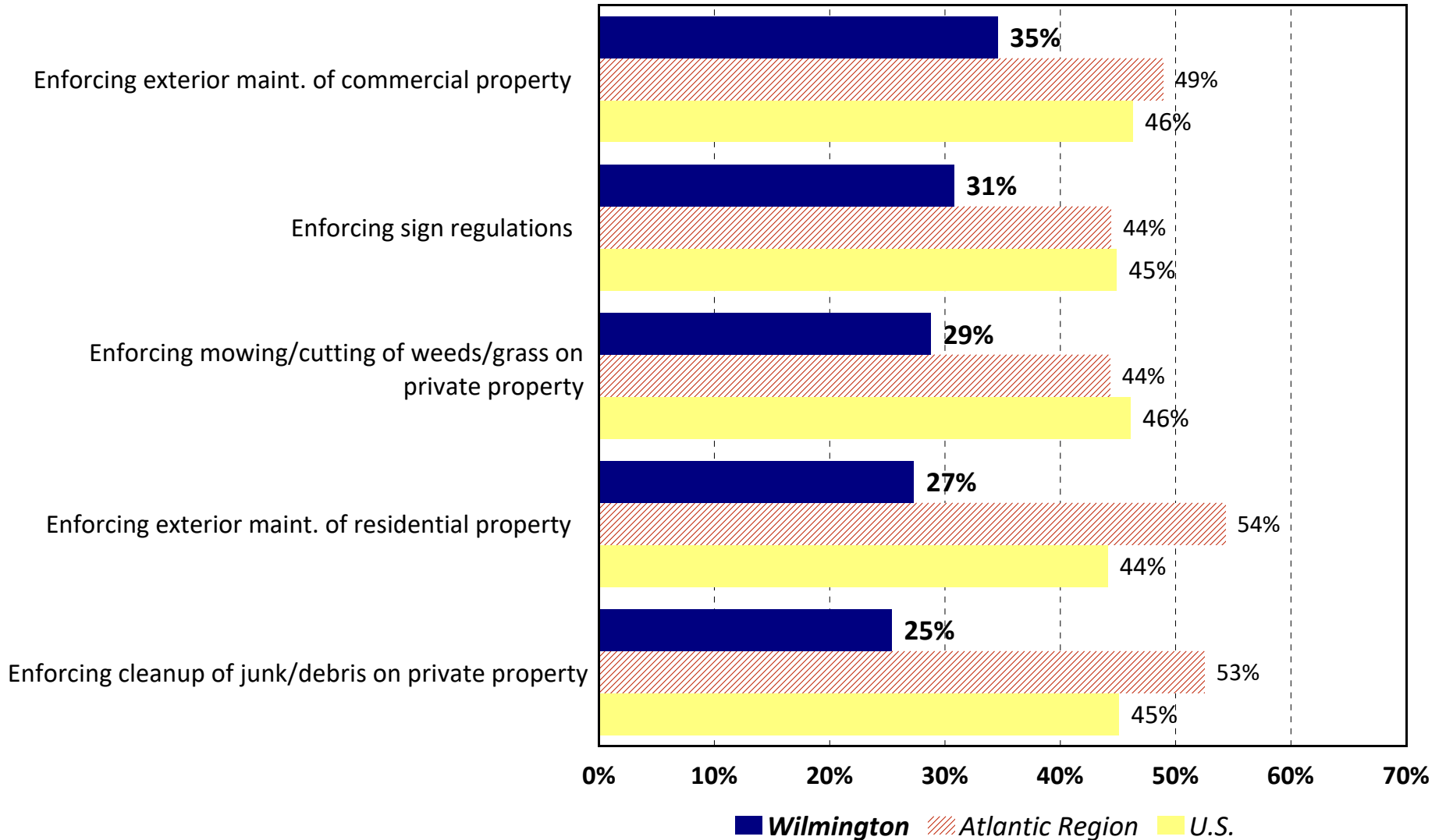
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement

Wilmington vs. Atlantic Region vs. the U.S.

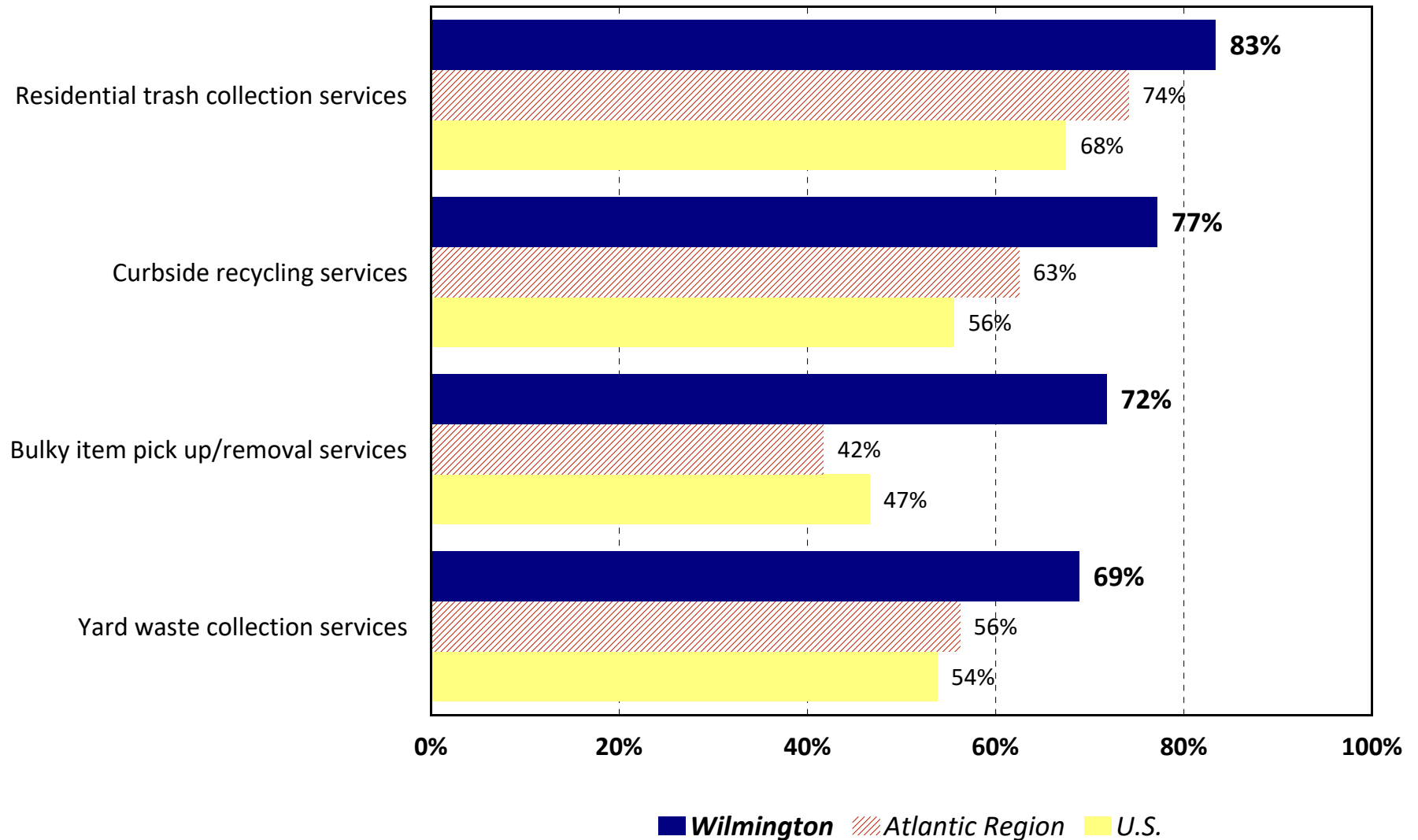
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Public Services

Wilmington vs. Atlantic Region vs. the U.S.

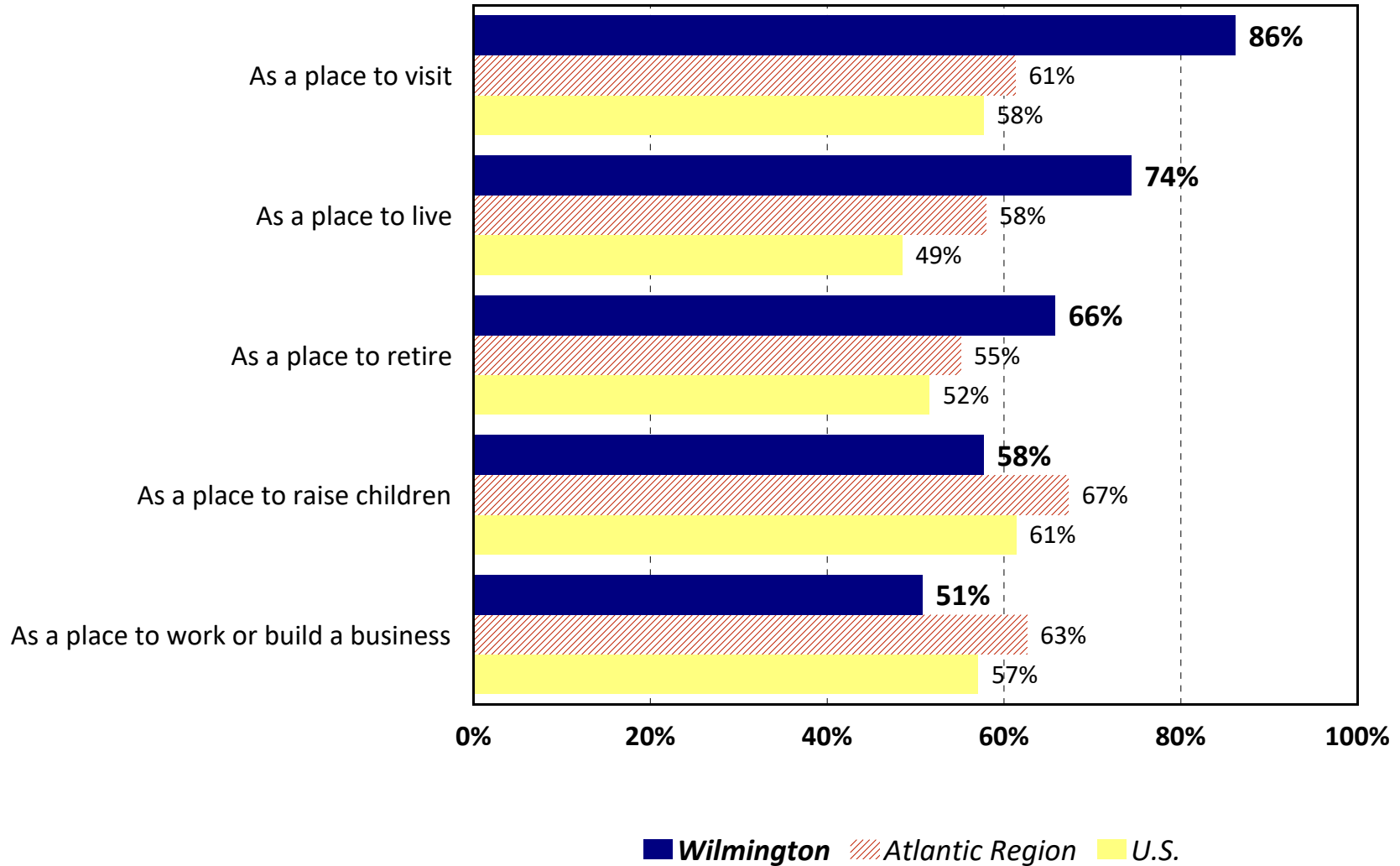
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the Community

Wilmington vs. Atlantic Region vs. the U.S.

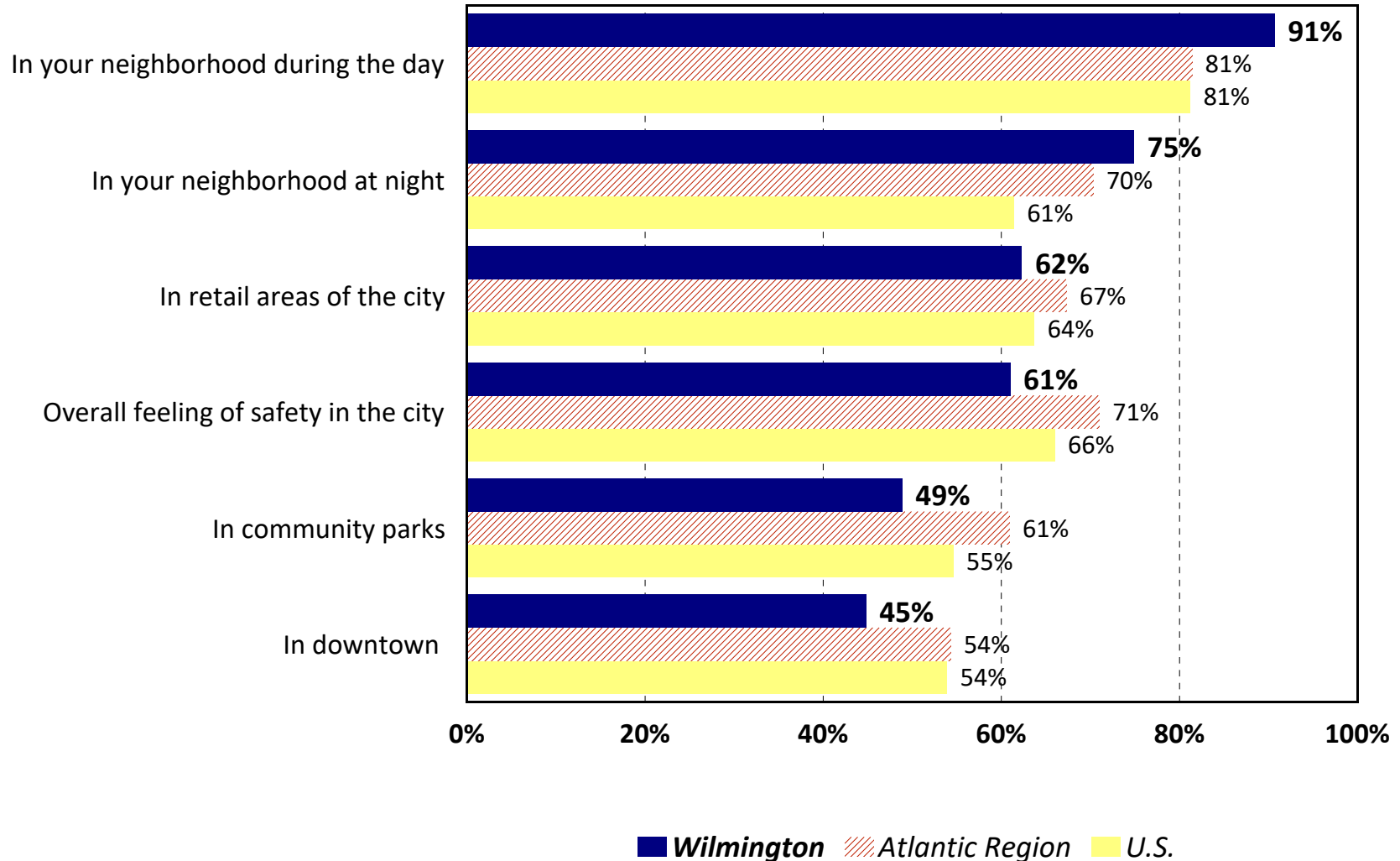
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Feeling of Safety in the Community

Wilmington vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



A graphic consisting of a white circle with a dark blue outline containing the number '3'. To the right of the circle is a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white.

3 Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis



Overview

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

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

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that were most important to their household. More than half (53.9%) of the respondent households selected "*overall quality of police services*" as one of the most important services for the City to provide.

With regard to satisfaction, 59% of respondents surveyed rated "*overall quality of police services*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 53.9% was multiplied by 41% (1-0.59). This calculation yielded an I-S rating of 0.2210, which ranked third out of ten categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Wilmington are provided on the following pages.

Importance-Satisfaction Rating

City of Wilmington

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	60%	1	17%	10	0.4950	1
Maintenance of City streets and sidewalks	54%	2	34%	9	0.3600	2
Overall quality of police services	54%	3	59%	4	0.2210	3
<u>High Priority (IS .10-.20)</u>						
Management of stormwater runoff by the City	20%	5	36%	7	0.1263	4
Enforcement of City codes and ordinances	16%	8	34%	8	0.1028	5
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communications w/ public	15%	9	43%	6	0.0862	6
Quality of City's parks & its recreation programs	20%	6	67%	3	0.0652	7
Overall quality of fire dept. services	29%	4	83%	1	0.0482	8
Quality of trash/recycling/yard waste collection	16%	7	73%	2	0.0447	9
Quality of customer service by City employees	7%	10	58%	5	0.0304	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City efforts to prevent crimes	46%	1	34%	6	0.3021	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	42%	2	56%	3	0.1814	2
Overall police relationship with your community	24%	4	47%	4	0.1263	3
Enforcement of local traffic laws	20%	5	40%	5	0.1182	4
<u>Medium Priority (IS <.10)</u>						
Frequency police patrol your neighborhood	12%	7	33%	7	0.0782	5
Efficiency of City fire & EMS response	30%	3	85%	1	0.0454	6
Fire dept. efforts to prevent injuries/property loss/death	15%	6	83%	2	0.0256	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>Very High Priority (IS >.20)</i>						
Biking and walking trails in the City	46%	2	45%	4	0.2512	1
<i>High Priority (IS .10-.20)</i>						
Maintenance/appearance of existing City parks	54%	1	72%	1	0.1525	2
Number of City parks	23%	3	56%	2	0.1019	3
<i>Medium Priority (IS <.10)</i>						
Recreation programs & classes offered by City	15%	4	39%	6	0.0936	4
City swimming pools	9%	6	27%	8	0.0651	5
Outdoor athletic facilities	12%	5	52%	3	0.0557	6
City recreation centers	7%	7	38%	7	0.0434	7
City golf course	4%	8	44%	5	0.0213	8

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major City streets	51%	1	38%	6	0.3143	1
<u>High Priority (IS .10-.20)</u>						
Timing of traffic signals in the City	26%	2	29%	10	0.1818	2
How quickly street repairs are made	21%	3	20%	11	0.1658	3
Adequate drainage systems for City streets	20%	4	32%	9	0.1376	4
Maintenance of neighborhood streets	18%	5	35%	7	0.1199	5
Cleanliness of City streets and public areas	18%	6	39%	5	0.1125	6
<u>Medium Priority (IS <.10)</u>						
Adequacy of City street lighting	12%	7	43%	4	0.0690	7
Maintenance of neighborhood sidewalks	10%	8	34%	8	0.0644	8
Mowing/trimming along City streets/public areas	6%	10	50%	2	0.0291	9
Condition of street signs/traffic signals	6%	9	55%	1	0.0289	10
Maintenance of city buildings	3%	11	48%	3	0.0145	11

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing cleanup of junk/debris on private property	56%	1	25%	6	0.4178	1
Enforcing stormwater drainage pollution regulations	49%	2	26%	5	0.3596	2
<u>High Priority (IS .10-.20)</u>						
Enforcing exterior maintenance of commercial property	24%	3	35%	1	0.1589	3
Enforcing the mowing of grass on private property	18%	4	29%	3	0.1296	4
Enforcing exterior maintenance of residential property	15%	6	27%	4	0.1112	5
Enforcing sign regulations	16%	5	31%	2	0.1086	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

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

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

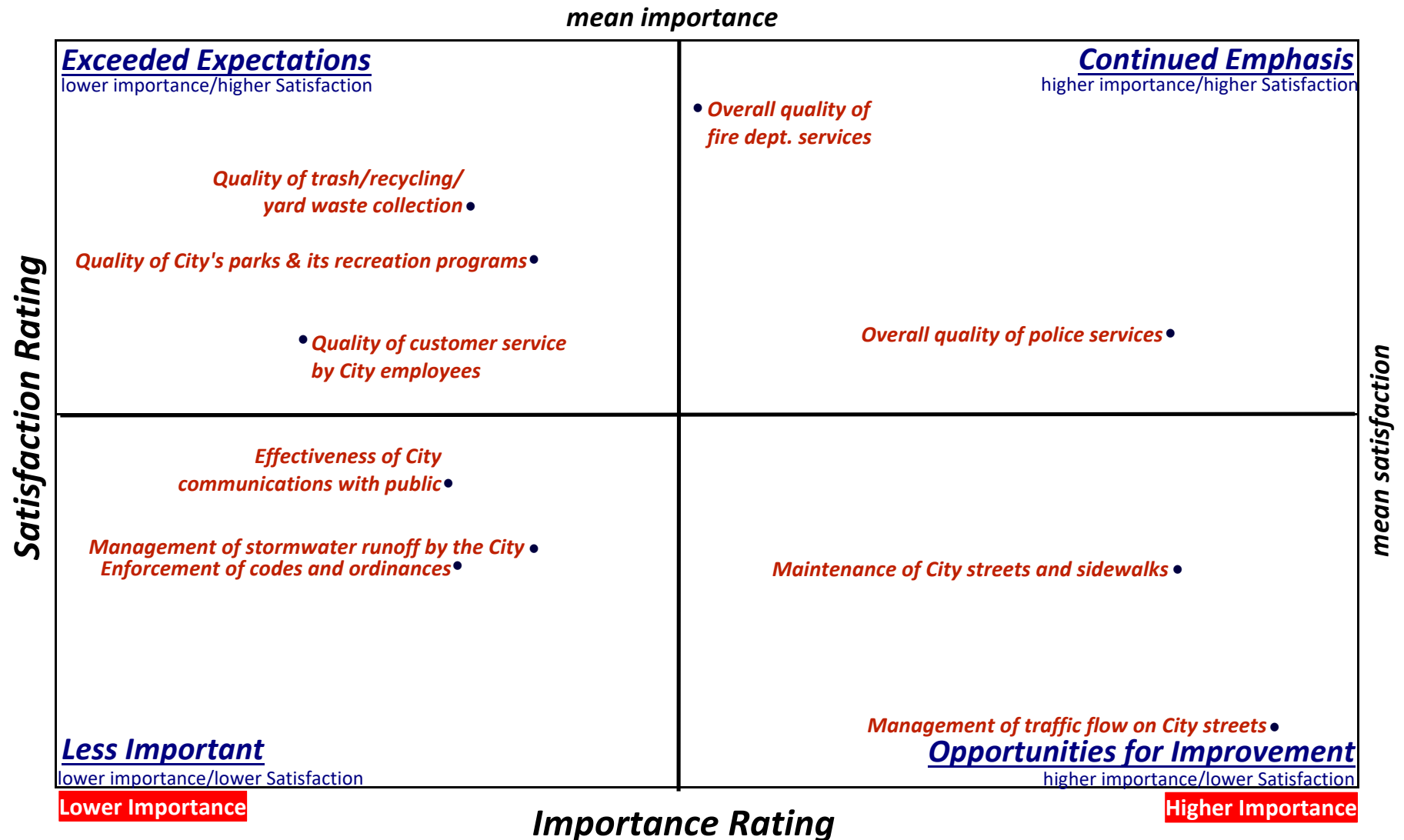
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

Matrix charts showing the results for the City of Wilmington are provided on the following pages.

2023 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

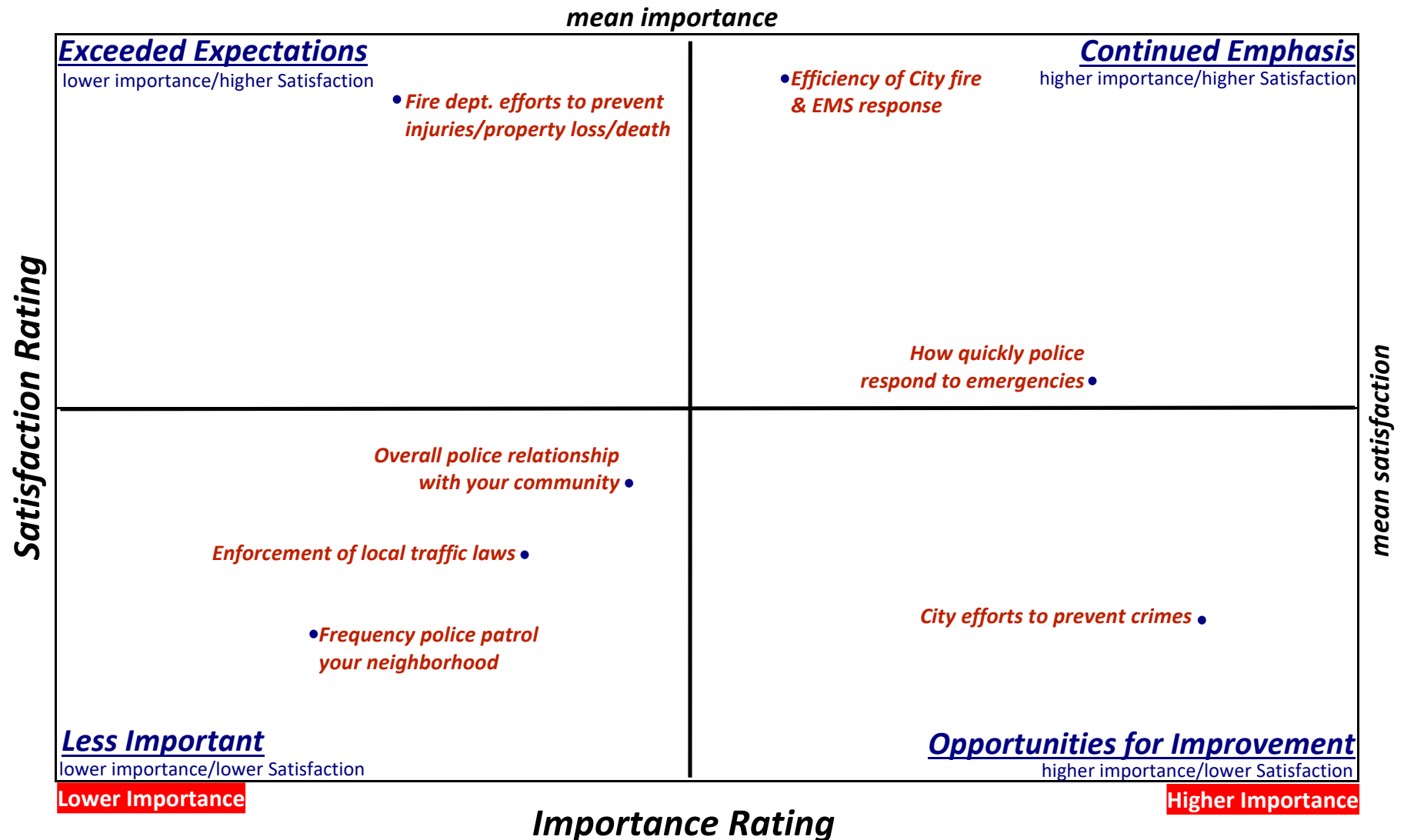
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2023 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

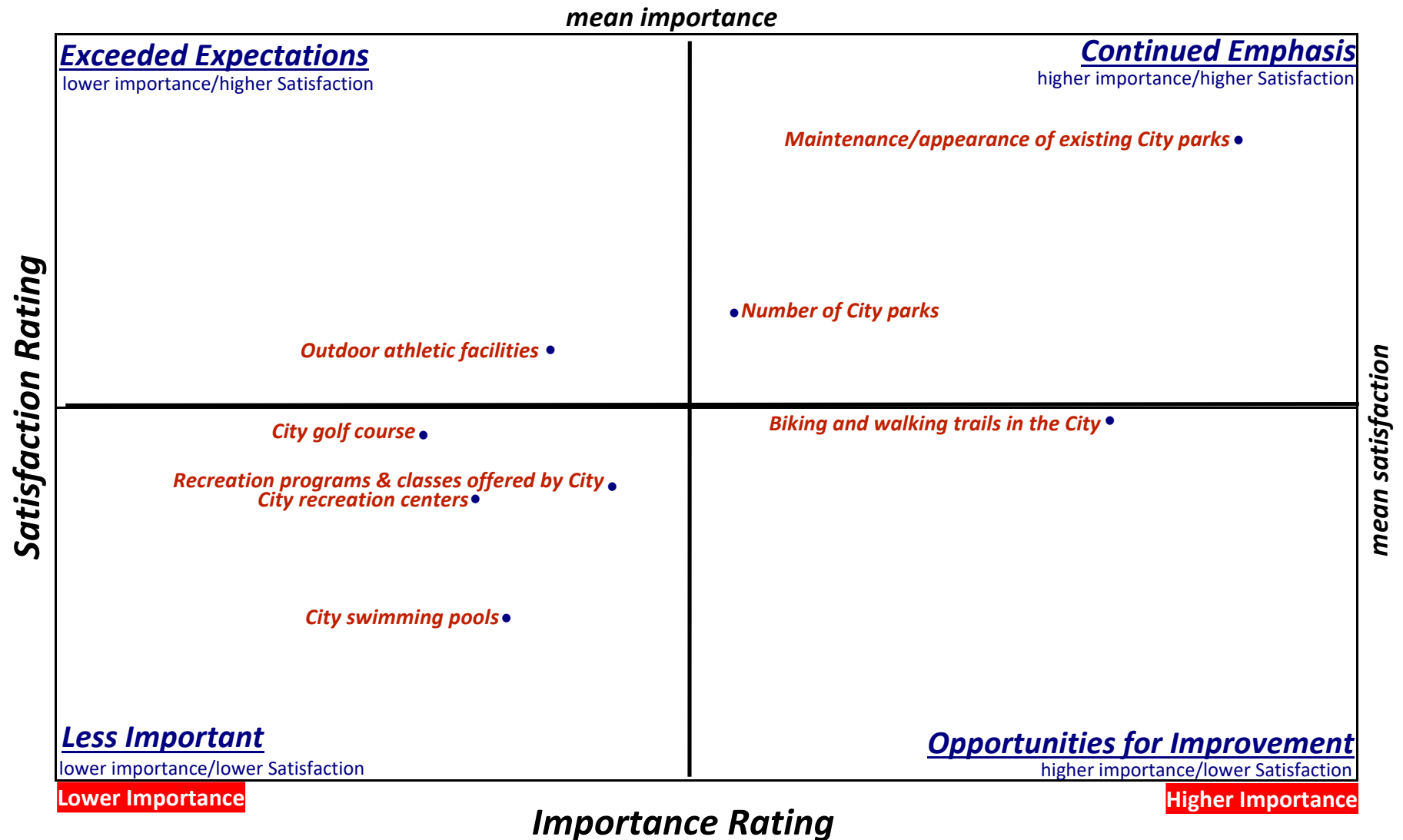
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2023 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

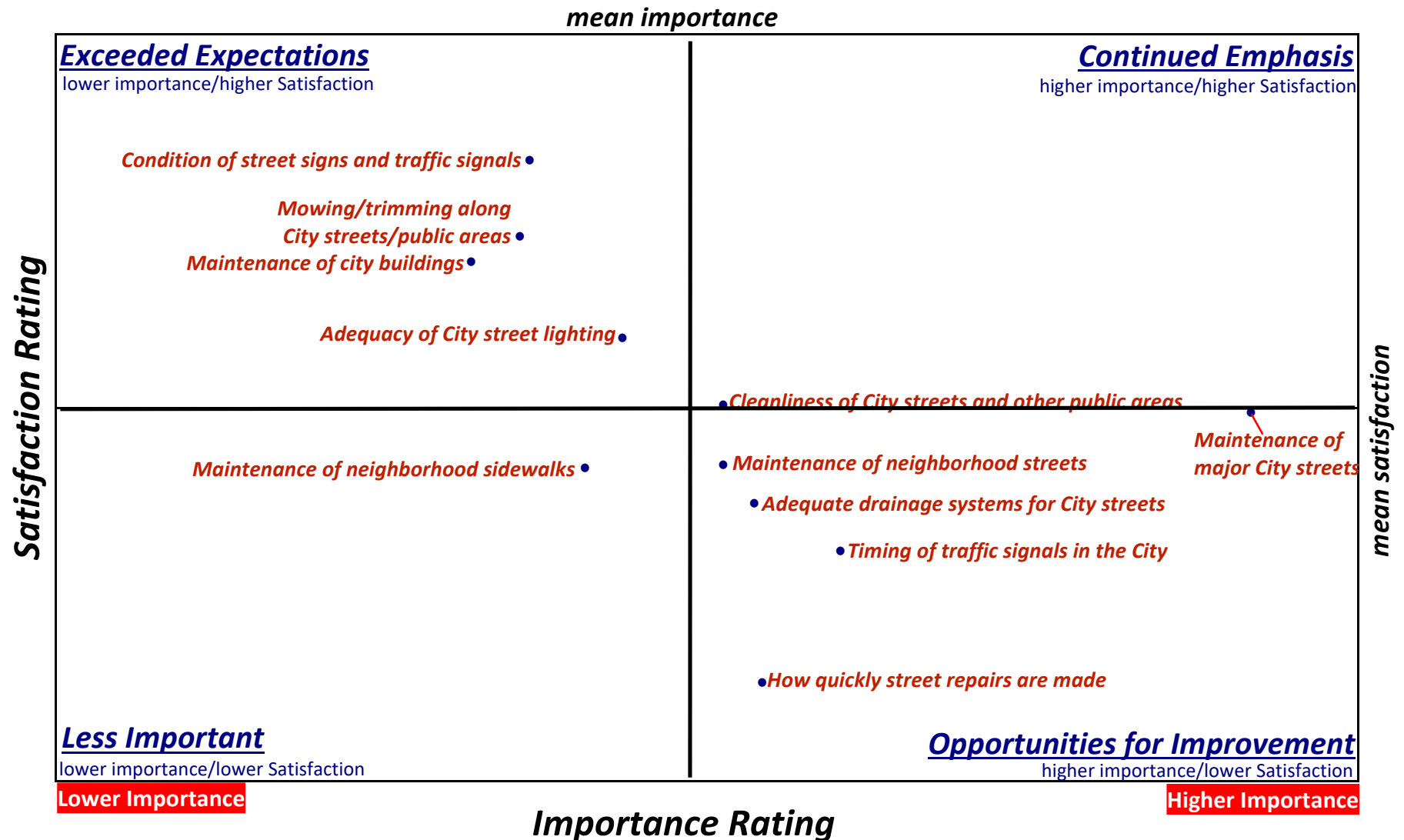
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2023 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

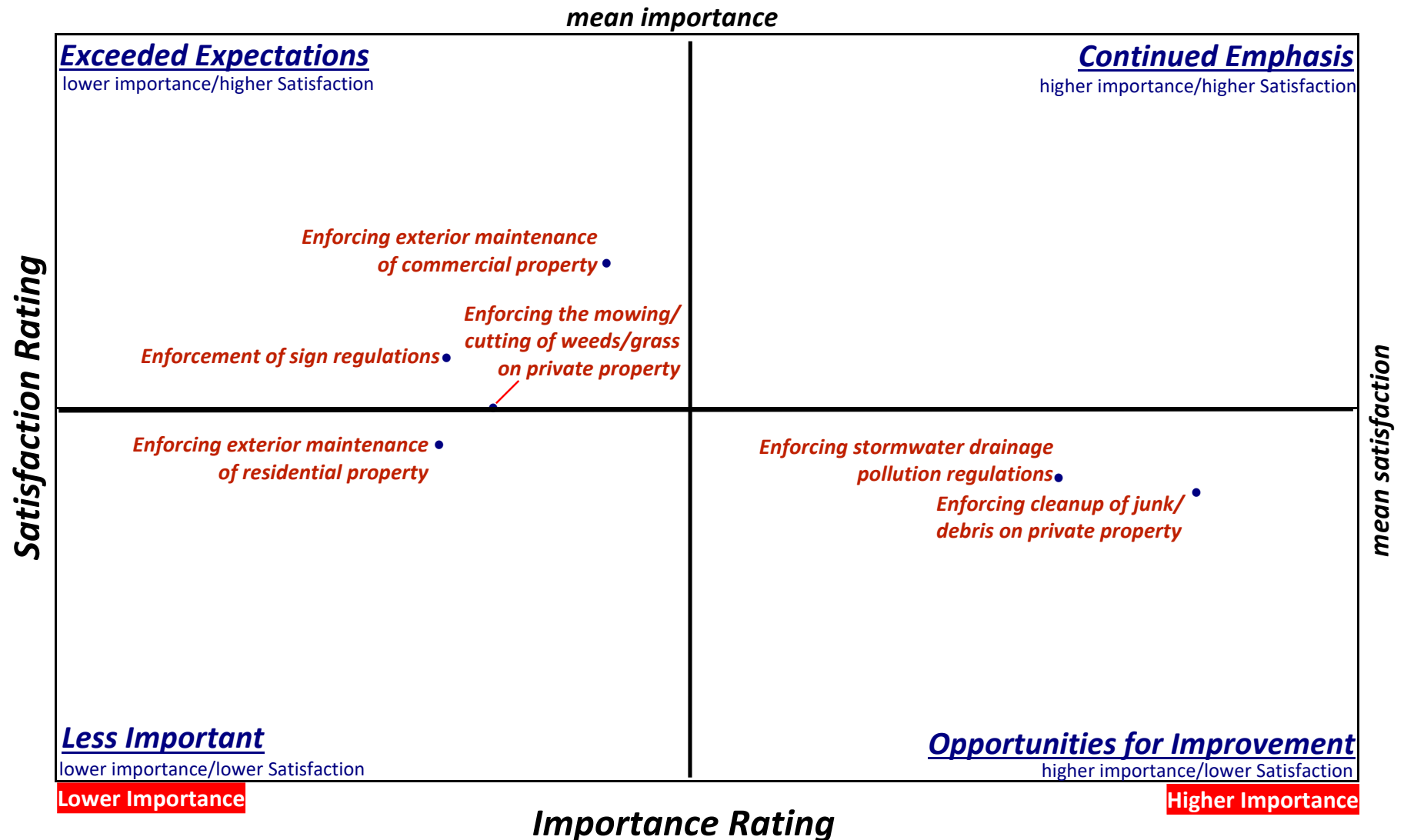
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2023 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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





4

Tabular Data

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

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall maintenance of City streets & sidewalks	2.6%	30.6%	22.1%	32.5%	10.9%	1.3%
Q1-2. Overall quality of City's parks & its recreation programs	12.8%	51.8%	20.1%	9.9%	2.0%	3.3%
Q1-3. Overall quality of police services	14.8%	40.6%	24.3%	9.0%	5.2%	6.0%
Q1-4. Overall quality of fire department services	32.5%	41.2%	13.2%	1.0%	0.7%	11.4%
Q1-5. Overall efforts by City to enforce codes & ordinances	3.3%	26.2%	32.9%	18.6%	5.7%	13.2%
Q1-6. Overall quality of customer service provided by City employees	10.2%	40.9%	27.4%	6.8%	2.3%	12.4%
Q1-7. Overall effectiveness of City communications with the public	6.4%	34.5%	32.9%	16.2%	5.4%	4.7%
Q1-8. Overall management of traffic flow on City streets	1.0%	15.6%	15.0%	33.3%	33.5%	1.6%
Q1-9. Overall management of stormwater runoff by City	3.6%	29.5%	28.2%	23.1%	7.9%	7.6%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	25.9%	43.2%	16.7%	6.7%	2.6%	4.8%

WITHOUT "DON'T KNOW"

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

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall maintenance of City streets & sidewalks	2.7%	31.0%	22.4%	32.9%	11.1%
Q1-2. Overall quality of City's parks & its recreation programs	13.3%	53.6%	20.8%	10.2%	2.1%
Q1-3. Overall quality of police services	15.8%	43.2%	25.9%	9.6%	5.6%
Q1-4. Overall quality of fire department services	36.6%	46.5%	14.9%	1.1%	0.8%
Q1-5. Overall efforts by City to enforce codes & ordinances	3.9%	30.2%	37.9%	21.5%	6.5%
Q1-6. Overall quality of customer service provided by City employees	11.6%	46.7%	31.2%	7.8%	2.7%
Q1-7. Overall effectiveness of City communications with the public	6.7%	36.2%	34.5%	16.9%	5.6%
Q1-8. Overall management of traffic flow on City streets	1.0%	15.8%	15.2%	33.9%	34.0%
Q1-9. Overall management of stormwater runoff by City	3.9%	32.0%	30.6%	25.0%	8.5%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	27.2%	45.4%	17.6%	7.0%	2.8%

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	135	19.7 %
Overall quality of City's parks & its recreation programs	30	4.4 %
Overall quality of police services	195	28.4 %
Overall quality of fire department services	34	4.9 %
Overall efforts by City to enforce codes & ordinances	22	3.2 %
Overall quality of customer service provided by City employees	9	1.3 %
Overall effectiveness of City communications with the public	23	3.3 %
Overall management of traffic flow on City streets	177	25.8 %
Overall management of stormwater runoff by City	22	3.2 %
Overall quality of trash, recycling, & yard waste collection services	22	3.2 %
None chosen	18	2.6 %
Total	687	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	106	15.4 %
Overall quality of City's parks & its recreation programs	47	6.8 %
Overall quality of police services	110	16.0 %
Overall quality of fire department services	113	16.4 %
Overall efforts by City to enforce codes & ordinances	49	7.1 %
Overall quality of customer service provided by City employees	15	2.2 %
Overall effectiveness of City communications with the public	31	4.5 %
Overall management of traffic flow on City streets	119	17.3 %
Overall management of stormwater runoff by City	50	7.3 %
Overall quality of trash, recycling, & yard waste collection services	25	3.6 %
None chosen	22	3.2 %
Total	687	100.0 %

Q2. Which THREE of the major categories of City services listed in Question 1 do you think are MOST IMPORTANT for the City to provide?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	132	19.2 %
Overall quality of City's parks & its recreation programs	58	8.4 %
Overall quality of police services	65	9.5 %
Overall quality of fire department services	49	7.1 %
Overall efforts by City to enforce codes & ordinances	36	5.2 %
Overall quality of customer service provided by City employees	26	3.8 %
Overall effectiveness of City communications with the public	50	7.3 %
Overall management of traffic flow on City streets	113	16.4 %
Overall management of stormwater runoff by City	63	9.2 %
Overall quality of trash, recycling, & yard waste collection services	65	9.5 %
None chosen	30	4.4 %
Total	687	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of City services listed listed in Question 1 do you think are MOST IMPORTANT for the City to provide? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	373	54.3 %
Overall quality of City's parks & its recreation programs	135	19.7 %
Overall quality of police services	370	53.9 %
Overall quality of fire department services	196	28.5 %
Overall efforts by City to enforce codes & ordinances	107	15.6 %
Overall quality of customer service provided by City employees	50	7.3 %
Overall effectiveness of City communications with the public	104	15.1 %
Overall management of traffic flow on City streets	409	59.5 %
Overall management of stormwater runoff by City	135	19.7 %
Overall quality of trash, recycling, & yard waste collection services	112	16.3 %
None chosen	18	2.6 %
Total	2009	

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

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	5.2%	42.9%	35.5%	11.1%	1.0%	4.2%
Q3-2. Appearance of City	5.8%	42.9%	22.6%	22.9%	4.8%	1.0%
Q3-3. How well City is planning for growth	1.9%	6.3%	13.4%	30.9%	42.9%	4.7%
Q3-4. Overall quality of life in City	7.4%	40.5%	27.4%	17.5%	5.4%	1.9%
Q3-5. Availability of job opportunities	2.8%	16.0%	31.6%	18.3%	12.4%	18.9%
Q3-6. Overall value you receive for City taxes & fees	2.5%	26.6%	31.9%	21.7%	13.1%	4.2%

WITHOUT "DON'T KNOW"

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

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	5.5%	44.8%	37.1%	11.6%	1.1%
Q3-2. Appearance of City	5.9%	43.4%	22.8%	23.1%	4.9%
Q3-3. How well City is planning for growth	2.0%	6.6%	14.0%	32.4%	45.0%
Q3-4. Overall quality of life in City	7.6%	41.2%	27.9%	17.8%	5.5%
Q3-5. Availability of job opportunities	3.4%	19.7%	39.0%	22.6%	15.3%
Q3-6. Overall value you receive for City taxes & fees	2.6%	27.8%	33.3%	22.6%	13.7%

Q4. Public Safety Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Efficiency of City fire department response	31.9%	37.0%	11.2%	0.4%	0.7%	18.8%
Q4-2. Fire department efforts to prevent injuries, property loss, & death	27.9%	34.4%	12.4%	0.4%	0.3%	24.6%
Q4-3. Enforcement of local traffic laws	6.8%	30.7%	27.4%	20.1%	8.9%	6.1%
Q4-4. How quickly police respond to emergencies	12.5%	31.6%	24.5%	7.3%	2.6%	21.5%
Q4-5. Frequency that police officers patrol your neighborhood	5.1%	23.6%	30.7%	20.5%	8.0%	12.1%
Q4-6. Overall police relationship with your community	9.0%	30.7%	31.4%	9.8%	4.2%	14.8%
Q4-7. City efforts to prevent crimes	4.8%	24.5%	30.0%	20.5%	6.6%	13.7%

WITHOUT "DON'T KNOW"

Q4. Public Safety Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Efficiency of City fire department response	39.2%	45.5%	13.8%	0.5%	0.9%
Q4-2. Fire department efforts to prevent injuries, property loss, & death	37.1%	45.6%	16.4%	0.6%	0.4%
Q4-3. Enforcement of local traffic laws	7.3%	32.7%	29.1%	21.4%	9.5%
Q4-4. How quickly police respond to emergencies	16.0%	40.3%	31.2%	9.3%	3.3%
Q4-5. Frequency that police officers patrol your neighborhood	5.8%	26.8%	34.9%	23.3%	9.1%
Q4-6. Overall police relationship with your community	10.6%	36.1%	36.9%	11.5%	5.0%
Q4-7. City efforts to prevent crimes	5.6%	28.3%	34.7%	23.8%	7.6%

Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide?

Q5. Top choice	Number	Percent
Efficiency of City fire & EMS response	109	15.9 %
Fire department efforts to prevent injuries, property loss, & death	39	5.7 %
Enforcement of local traffic laws	58	8.4 %
How quickly police respond to emergencies	128	18.6 %
Frequency that police officers patrol your neighborhood	32	4.7 %
Overall police relationship with your community	82	11.9 %
City efforts to prevent crimes	198	28.8 %
None chosen	41	6.0 %
Total	687	100.0 %

Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide?

Q5. 2nd choice	Number	Percent
Efficiency of City fire & EMS response	95	13.8 %
Fire department efforts to prevent injuries, property loss, & death	63	9.2 %
Enforcement of local traffic laws	77	11.2 %
How quickly police respond to emergencies	157	22.9 %
Frequency that police officers patrol your neighborhood	48	7.0 %
Overall police relationship with your community	81	11.8 %
City efforts to prevent crimes	116	16.9 %
None chosen	50	7.3 %
Total	687	100.0 %

SUM OF TOP 2 CHOICES

Q5. Which TWO of the public safety services listed in Question 4 do you think are MOST IMPORTANT for the City to provide? (top 2)

Q5. Sum of top 2 choices	Number	Percent
Efficiency of City fire & EMS response	204	29.7 %
Fire department efforts to prevent injuries, property loss, & death	102	14.8 %
Enforcement of local traffic laws	135	19.7 %
How quickly police respond to emergencies	285	41.5 %
Frequency that police officers patrol your neighborhood	80	11.6 %
Overall police relationship with your community	163	23.7 %
City efforts to prevent crimes	314	45.7 %
None chosen	41	6.0 %
Total	1324	

Q6. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance & appearance of existing City parks	15.6%	53.3%	18.9%	7.4%	0.9%	3.9%
Q6-2. Number of City parks	11.8%	41.5%	21.7%	15.7%	5.4%	3.9%
Q6-3. Biking & walking trails in City	9.2%	34.5%	20.1%	19.8%	12.7%	3.8%
Q6-4. City recreation centers	5.2%	25.2%	33.5%	12.5%	3.6%	19.9%
Q6-5. City swimming pools	2.8%	15.9%	28.8%	14.6%	7.7%	30.3%
Q6-6. City golf course	7.3%	21.3%	28.2%	4.9%	3.1%	35.2%
Q6-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	6.3%	35.8%	28.8%	8.0%	1.9%	19.2%
Q6-8. Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park & Greenfield Lake Amphitheater)	17.5%	38.0%	18.8%	10.5%	5.7%	9.6%
Q6-9. Recreation programs & classes offered by City	4.5%	22.3%	30.9%	8.7%	2.0%	31.6%

WITHOUT "DON'T KNOW"

Q6. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance & appearance of existing City parks	16.2%	55.5%	19.7%	7.7%	0.9%
Q6-2. Number of City parks	12.3%	43.2%	22.6%	16.4%	5.6%
Q6-3. Biking & walking trails in City	9.5%	35.9%	20.9%	20.6%	13.2%
Q6-4. City recreation centers	6.5%	31.5%	41.8%	15.6%	4.5%
Q6-5. City swimming pools	4.0%	22.8%	41.3%	20.9%	11.1%
Q6-6. City golf course	11.2%	32.8%	43.6%	7.6%	4.7%
Q6-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	7.7%	44.3%	35.7%	9.9%	2.3%
Q6-8. Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park & Greenfield Lake Amphitheater)	19.3%	42.0%	20.8%	11.6%	6.3%
Q6-9. Recreation programs & classes offered by City	6.6%	32.6%	45.1%	12.8%	3.0%

Q7. Which TWO of the parks and recreation items listed in Question 6 do you think are MOST IMPORTANT for the City to provide?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	221	32.2 %
Number of City parks	86	12.5 %
Biking & walking trails in City	181	26.3 %
City recreation centers	17	2.5 %
City swimming pools	26	3.8 %
City golf course	12	1.7 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	19	2.8 %
Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park & Greenfield Lake Amphitheater	45	6.6 %
Recreation programs & classes offered by City	38	5.5 %
None chosen	42	6.1 %
Total	687	100.0 %

Q7. Which TWO of the parks and recreation items listed in Question 6 do you think are MOST IMPORTANT for the City to provide?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	149	21.7 %
Number of City parks	71	10.3 %
Biking & walking trails in City	135	19.7 %
City recreation centers	31	4.5 %
City swimming pools	35	5.1 %
City golf course	14	2.0 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	61	8.9 %
Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park & Greenfield Lake Amphitheater	70	10.2 %
Recreation programs & classes offered by City	121	17.6 %
Total	687	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the parks and recreation items listed in Question 6 do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q7. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	370	53.9 %
Number of City parks	157	22.9 %
Biking & walking trails in City	316	46.0 %
City recreation centers	48	7.0 %
City swimming pools	61	8.9 %
City golf course	26	3.8 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	80	11.6 %
Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park & Greenfield Lake Amphitheater)	115	16.7 %
Recreation programs & classes offered by City	106	15.4 %
None chosen	42	6.1 %
Total	1321	

Q8. Communication. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Availability of information about City programs & services	5.7%	27.5%	33.0%	21.8%	4.7%	7.3%
Q8-2. City efforts to keep residents informed about local issues	5.2%	27.4%	27.8%	29.0%	6.6%	4.1%
Q8-3. Level of public involvement in City decision-making	1.3%	12.1%	24.9%	31.6%	20.7%	9.5%
Q8-4. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	4.9%	29.7%	34.4%	20.4%	4.5%	6.1%
Q8-5. Usefulness of information that is available on City's website	4.5%	23.9%	39.4%	13.1%	2.8%	16.3%

WITHOUT "DON'T KNOW"

Q8. Communication. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of information about City programs & services	6.1%	29.7%	35.6%	23.5%	5.0%
Q8-2. City efforts to keep residents informed about local issues	5.5%	28.5%	29.0%	30.2%	6.8%
Q8-3. Level of public involvement in City decision-making	1.4%	13.3%	27.5%	34.9%	22.8%
Q8-4. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	5.3%	31.6%	36.6%	21.7%	4.8%
Q8-5. Usefulness of information that is available on City's website	5.4%	28.5%	47.1%	15.7%	3.3%

Q9. Maintenance. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of major City streets	2.2%	35.5%	19.7%	28.5%	13.4%	0.7%
Q9-2. Maintenance of streets in your neighborhood	4.9%	28.1%	20.5%	27.2%	15.1%	4.1%
Q9-3. How quickly street repairs are made	1.7%	16.6%	23.9%	33.3%	16.7%	7.7%
Q9-4. Condition of street signs & traffic signals	7.1%	46.7%	28.5%	10.9%	4.9%	1.7%
Q9-5. Timing of traffic signals in City	1.9%	26.5%	23.7%	27.5%	19.1%	1.3%
Q9-6. Mowing & tree trimming along City streets & other public areas	5.7%	42.9%	25.6%	16.9%	6.4%	2.5%
Q9-7. Adequacy of City street lighting	4.9%	36.8%	25.6%	23.3%	6.4%	2.9%
Q9-8. Cleanliness of City streets & other public areas	4.1%	33.9%	30.9%	23.1%	6.6%	1.5%
Q9-9. Adequate drainage systems for City streets	2.9%	26.8%	28.8%	24.3%	10.2%	7.0%
Q9-10. Maintenance of City sidewalks in your neighborhood	4.9%	25.5%	26.6%	18.2%	13.5%	11.2%
Q9-11. Maintenance of City buildings	5.2%	33.9%	35.5%	4.4%	2.3%	18.6%

WITHOUT "DON'T KNOW"

Q9. Maintenance. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of major City streets	2.2%	35.8%	19.8%	28.7%	13.5%
Q9-2. Maintenance of streets in your neighborhood	5.2%	29.3%	21.4%	28.4%	15.8%
Q9-3. How quickly street repairs are made	1.9%	18.0%	25.9%	36.1%	18.1%
Q9-4. Condition of street signs & traffic signals	7.3%	47.6%	29.0%	11.1%	5.0%
Q9-5. Timing of traffic signals in City	1.9%	26.8%	24.0%	27.9%	19.3%
Q9-6. Mowing & tree trimming along City streets & other public areas	5.8%	44.0%	26.3%	17.3%	6.6%
Q9-7. Adequacy of City street lighting	5.1%	37.9%	26.4%	24.0%	6.6%
Q9-8. Cleanliness of City streets & other public areas	4.1%	34.4%	31.3%	23.5%	6.6%
Q9-9. Adequate drainage systems for City streets	3.1%	28.8%	31.0%	26.1%	11.0%
Q9-10. Maintenance of City sidewalks in your neighborhood	5.6%	28.7%	30.0%	20.5%	15.2%
Q9-11. Maintenance of City buildings	6.4%	41.7%	43.6%	5.4%	2.9%

Q10. Which TWO of the maintenance items listed in Question 9 do you think are MOST IMPORTANT for the City to provide?

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	260	37.8 %
Maintenance of streets in your neighborhood	68	9.9 %
How quickly street repairs are made	50	7.3 %
Condition of street signs & traffic signals	17	2.5 %
Timing of traffic signals in City	89	13.0 %
Mowing & tree trimming along City streets & other public areas	13	1.9 %
Adequacy of City street lighting	27	3.9 %
Cleanliness of City streets & other public areas	52	7.6 %
Adequate drainage systems for City streets	53	7.7 %
Maintenance of City sidewalks in your neighborhood	29	4.2 %
Maintenance of City buildings	1	0.1 %
None chosen	28	4.1 %
Total	687	100.0 %

Q10. Which TWO of the maintenance items listed in Question 9 do you think are MOST IMPORTANT for the City to provide?

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	88	12.8 %
Maintenance of streets in your neighborhood	58	8.4 %
How quickly street repairs are made	92	13.4 %
Condition of street signs & traffic signals	27	3.9 %
Timing of traffic signals in City	86	12.5 %
Mowing & tree trimming along City streets & other public areas	27	3.9 %
Adequacy of City street lighting	56	8.2 %
Cleanliness of City streets & other public areas	74	10.8 %
Adequate drainage systems for City streets	86	12.5 %
Maintenance of City sidewalks in your neighborhood	38	5.5 %
Maintenance of City buildings	18	2.6 %
None chosen	37	5.4 %
Total	687	100.0 %

SUM OF TOP 2 CHOICES

Q10. Which TWO of the maintenance items listed in Question 9 do you think are MOST IMPORTANT for the City to provide? (top 2)

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	348	50.7 %
Maintenance of streets in your neighborhood	126	18.3 %
How quickly street repairs are made	142	20.7 %
Condition of street signs & traffic signals	44	6.4 %
Timing of traffic signals in City	175	25.5 %
Mowing & tree trimming along City streets & other public areas	40	5.8 %
Adequacy of City street lighting	83	12.1 %
Cleanliness of City streets & other public areas	126	18.3 %
Adequate drainage systems for City streets	139	20.2 %
Maintenance of City sidewalks in your neighborhood	67	9.8 %
Maintenance of City buildings	19	2.8 %
None chosen	28	4.1 %
Total	1337	

Q11. Code Enforcement: Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Enforcement of cleanup of junk & debris on private property	2.3%	18.3%	29.1%	23.7%	8.2%	18.3%
Q11-2. Enforcement of mowing & cutting of weeds & grass on private property	2.5%	21.3%	35.5%	18.0%	4.9%	17.8%
Q11-3. Enforcement of exterior maintenance of residential property	2.0%	20.2%	35.8%	18.0%	5.4%	18.5%
Q11-4. Enforcement of exterior maintenance of commercial/business property	1.2%	26.8%	36.1%	13.2%	3.3%	19.4%
Q11-5. Enforcement of sign regulations	1.5%	22.0%	36.0%	12.2%	4.5%	23.9%
Q11-6. Enforcement of stormwater drainage pollution regulations	1.7%	17.9%	28.7%	18.3%	8.9%	24.5%

WITHOUT "DON'T KNOW"

Q11. Code Enforcement: Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Enforcement of cleanup of junk & debris on private property	2.9%	22.5%	35.7%	29.1%	10.0%
Q11-2. Enforcement of mowing & cutting of weeds & grass on private property	3.0%	25.8%	43.2%	21.9%	6.0%
Q11-3. Enforcement of exterior maintenance of residential property	2.5%	24.8%	43.9%	22.1%	6.6%
Q11-4. Enforcement of exterior maintenance of commercial/business property	1.4%	33.2%	44.8%	16.4%	4.2%
Q11-5. Enforcement of sign regulations	1.9%	28.9%	47.2%	16.1%	5.9%
Q11-6. Enforcement of stormwater drainage pollution regulations	2.3%	23.7%	38.0%	24.3%	11.8%

Q12. Which TWO of the code enforcement items listed in Question 11 do you think are MOST IMPORTANT for the City to provide?

Q12. Top choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	248	36.1 %
Enforcement of mowing & cutting of weeds & grass on private property	35	5.1 %
Enforcement of exterior maintenance of residential property	28	4.1 %
Enforcement of exterior maintenance of commercial/business property	48	7.0 %
Enforcement of sign regulations	41	6.0 %
Enforcement of stormwater drainage pollution regulations	217	31.6 %
None chosen	70	10.2 %
Total	687	100.0 %

Q12. Which TWO of the code enforcement items listed in Question 11 do you think are MOST IMPORTANT for the City to provide?

Q12. 2nd choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	137	19.9 %
Enforcement of mowing & cutting of weeds & grass on private property	90	13.1 %
Enforcement of exterior maintenance of residential property	77	11.2 %
Enforcement of exterior maintenance of commercial/business property	119	17.3 %
Enforcement of sign regulations	67	9.8 %
Enforcement of stormwater drainage pollution regulations	117	17.0 %
None chosen	80	11.6 %
Total	687	100.0 %

SUM OF TOP 2 CHOICES

Q12. Which TWO of the code enforcement items listed in Question 11 do you think are MOST IMPORTANT for the City to provide? (top 2)

Q12. Sum of top 2 choices	Number	Percent
Enforcement of cleanup of junk & debris on private property	385	56.0 %
Enforcement of mowing & cutting of weeds & grass on private property	125	18.2 %
Enforcement of exterior maintenance of residential property	105	15.3 %
Enforcement of exterior maintenance of commercial/business property	167	24.3 %
Enforcement of sign regulations	108	15.7 %
Enforcement of stormwater drainage pollution regulations	334	48.6 %
None chosen	70	10.2 %
Total	1294	

Q13. City Public Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Residential trash collection services	33.8%	41.3%	9.2%	3.6%	2.2%	9.9%
Q13-2. Curbside recycling services	29.7%	38.6%	11.9%	5.1%	3.2%	11.5%
Q13-3. Bulky item pickup/ removal services (old furniture, appliances, etc.)	29.0%	31.4%	15.3%	5.8%	2.6%	15.9%
Q13-4. Yard waste collection services	25.0%	33.6%	15.3%	8.6%	2.6%	14.8%
Q13-5. Stormwater services (drainage & flood management)	7.1%	23.3%	27.5%	16.6%	7.7%	17.8%
Q13-6. City efforts to promote sustainable practices like clean energy & reducing waste	4.7%	18.0%	31.1%	18.6%	8.4%	19.1%

WITHOUT "DON'T KNOW"

Q13. City Public Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=687)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Residential trash collection services	37.5%	45.9%	10.2%	4.0%	2.4%
Q13-2. Curbside recycling services	33.6%	43.6%	13.5%	5.8%	3.6%
Q13-3. Bulky item pickup/ removal services (old furniture, appliances, etc.)	34.4%	37.4%	18.2%	6.9%	3.1%
Q13-4. Yard waste collection services	29.4%	39.5%	17.9%	10.1%	3.1%
Q13-5. Stormwater services (drainage & flood management)	8.7%	28.3%	33.5%	20.2%	9.4%
Q13-6. City efforts to promote sustainable practices like clean energy & reducing waste	5.8%	22.3%	38.5%	23.0%	10.4%

Q14. Have you contacted the City of Wilmington during the past year?

Q14. Have you contacted City of Wilmington during past year	Number	Percent
Yes	339	49.3 %
No	348	50.7 %
Total	687	100.0 %

Q14a. Which ONE of the following have you contacted the most?

Q14a. Which following have you contacted the most	Number	Percent
City Council	15	4.4 %
City Manager's Office	6	1.8 %
City Clerk/Public Records	6	1.8 %
Fire Department	10	2.9 %
Police Department	37	10.9 %
Parks & Recreation	17	5.0 %
Planning	19	5.6 %
Recycling & Trash Services	167	49.3 %
Business Licenses	2	0.6 %
Stormwater	14	4.1 %
Street Maintenance	12	3.5 %
Code Enforcement	18	5.3 %
Other	8	2.4 %
Not provided	8	2.4 %
Total	339	100.0 %

WITHOUT "NOT PROVIDED"

Q14a. Which ONE of the following have you contacted the most? (without "not provided")

Q14a. Which following have you contacted the most	Number	Percent
City Council	15	4.5 %
City Manager's Office	6	1.8 %
City Clerk/Public Records	6	1.8 %
Fire Department	10	3.0 %
Police Department	37	11.2 %
Parks & Recreation	17	5.1 %
Planning	19	5.7 %
Recycling & Trash Services	167	50.5 %
Business Licenses	2	0.6 %
Stormwater	14	4.2 %
Street Maintenance	12	3.6 %
Code Enforcement	18	5.4 %
Other	8	2.4 %
Total	331	100.0 %

Q14a-13. Other

<u>Q14a-13. Other</u>	<u>Number</u>	<u>Percent</u>
Water	2	25.0 %
GIS Department	1	12.5 %
Office for tree removal permit	1	12.5 %
Friend that works there	1	12.5 %
Help on rent	1	12.5 %
Building inspections	1	12.5 %
Historic Preservation Com	1	12.5 %
Total	8	100.0 %

Q14b. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the department you selected in Question 14a with regard to the following:

(N=339)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14b-1. How easy they were to contact	33.3%	32.2%	14.7%	11.5%	6.2%	2.1%
Q14b-2. The way you were treated	34.5%	34.8%	16.8%	7.1%	4.7%	2.1%
Q14b-3. Accuracy of information & assistance you were given	35.1%	31.0%	14.2%	10.9%	7.1%	1.8%
Q14b-4. How quickly City staff responded to your request	32.2%	30.1%	13.0%	10.3%	11.2%	3.2%
Q14b-5. How well your issue was resolved	32.7%	24.8%	11.5%	14.2%	13.9%	2.9%
Q14b-6. Overall customer service experience with City	30.4%	31.6%	21.2%	9.1%	6.5%	1.2%

WITHOUT "DON'T KNOW"

Q14b. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the department you selected in Question 14a with regard to the following: (without "don't know")

(N=339)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14b-1. How easy they were to contact	34.0%	32.8%	15.1%	11.7%	6.3%
Q14b-2. The way you were treated	35.2%	35.5%	17.2%	7.2%	4.8%
Q14b-3. Accuracy of information & assistance you were given	35.7%	31.5%	14.4%	11.1%	7.2%
Q14b-4. How quickly City staff responded to your request	33.2%	31.1%	13.4%	10.7%	11.6%
Q14b-5. How well your issue was resolved	33.7%	25.5%	11.9%	14.6%	14.3%
Q14b-6. Overall customer service experience with City	30.7%	31.9%	21.5%	9.3%	6.6%

Q15. Overall Ratings of the City. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=687)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q15-1. As a place to live	23.1%	49.9%	11.6%	9.5%	4.1%	1.7%
Q15-2. As a place to raise children	14.3%	35.7%	18.6%	12.8%	5.2%	13.4%
Q15-3. As a place to work or build a business	12.8%	34.1%	22.1%	17.0%	6.3%	7.7%
Q15-4. As a place to retire	21.4%	39.9%	15.6%	10.0%	6.3%	6.8%
Q15-5. As a place to visit	41.0%	43.2%	8.4%	3.3%	1.7%	2.2%

WITHOUT "DON'T KNOW"

Q15. Overall Ratings of the City. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=687)

	Excellent	Good	Neutral	Below average	Poor
Q15-1. As a place to live	23.6%	50.8%	11.9%	9.6%	4.1%
Q15-2. As a place to raise children	16.5%	41.2%	21.5%	14.8%	6.1%
Q15-3. As a place to work or build a business	13.9%	36.9%	24.0%	18.5%	6.8%
Q15-4. As a place to retire	23.0%	42.8%	16.7%	10.8%	6.7%
Q15-5. As a place to visit	42.0%	44.2%	8.6%	3.4%	1.8%

Q16. In your opinion, what are the THREE most important challenges facing those who live in the City of Wilmington today?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Growth & development	242	35.2 %
Traffic congestion	132	19.2 %
Condition of roads & bridges	13	1.9 %
Crime & public safety	43	6.3 %
Local property taxes	16	2.3 %
Availability of jobs & employment options	17	2.5 %
Availability of affordable housing	92	13.4 %
Climate & environmental concerns	12	1.7 %
Unsheltered/homelessness	35	5.1 %
Rising cost of living	44	6.4 %
Responding to major storms	4	0.6 %
Social equity & inclusion	7	1.0 %
Drug abuse/opioid misuse	12	1.7 %
Youth programs & opportunities	4	0.6 %
Access to public transportation	3	0.4 %
Other	5	0.7 %
None chosen	6	0.9 %
Total	687	100.0 %

Q16. In your opinion, what are the THREE most important challenges facing those who live in the City of Wilmington today?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Growth & development	87	12.7 %
Traffic congestion	161	23.4 %
Condition of roads & bridges	25	3.6 %
Crime & public safety	55	8.0 %
Local property taxes	19	2.8 %
Availability of jobs & employment options	27	3.9 %
Availability of affordable housing	87	12.7 %
Climate & environmental concerns	35	5.1 %
Unsheltered/homelessness	49	7.1 %
Rising cost of living	59	8.6 %
Responding to major storms	3	0.4 %
Social equity & inclusion	14	2.0 %
Drug abuse/opioid misuse	31	4.5 %
Youth programs & opportunities	5	0.7 %
Access to public transportation	19	2.8 %
Other	3	0.4 %
None chosen	8	1.2 %
Total	687	100.0 %

Q16. In your opinion, what are the THREE most important challenges facing those who live in the City of Wilmington today?

<u>Q16. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Growth & development	46	6.7 %
Traffic congestion	69	10.0 %
Condition of roads & bridges	47	6.8 %
Crime & public safety	78	11.4 %
Local property taxes	45	6.6 %
Availability of jobs & employment options	32	4.7 %
Availability of affordable housing	66	9.6 %
Climate & environmental concerns	29	4.2 %
Unsheltered/homelessness	88	12.8 %
Rising cost of living	84	12.2 %
Responding to major storms	8	1.2 %
Social equity & inclusion	11	1.6 %
Drug abuse/opioid misuse	26	3.8 %
Youth programs & opportunities	13	1.9 %
Access to public transportation	22	3.2 %
Other	7	1.0 %
None chosen	16	2.3 %
Total	687	100.0 %

SUM OF TOP 3 CHOICES

Q16. In your opinion, what are the THREE most important challenges facing those who live in the City of Wilmington today? (top 3)

<u>Q16. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Growth & development	375	54.6 %
Traffic congestion	362	52.7 %
Condition of roads & bridges	85	12.4 %
Crime & public safety	176	25.6 %
Local property taxes	80	11.6 %
Availability of jobs & employment options	76	11.1 %
Availability of affordable housing	245	35.7 %
Climate & environmental concerns	76	11.1 %
Unsheltered/homelessness	172	25.0 %
Rising cost of living	187	27.2 %
Responding to major storms	15	2.2 %
Social equity & inclusion	32	4.7 %
Drug abuse/opioid misuse	69	10.0 %
Youth programs & opportunities	22	3.2 %
Access to public transportation	44	6.4 %
Other	15	2.2 %
None chosen	6	0.9 %
Total	2037	

Q16-16. Other

- Bike and walkability
- Contacting HUMAN BEINGS rather than robot machines
- Homeless on street corners begging for money.
- Hospital condition
- How we are not scaling up our Schools or infrastructure to meet the demand of more people coming in because of the new housing that is being built
- I would never want to raise my children in a city with poisonous drinking water. The way this crisis has been handled the past 5 years is pathetic.
- Impacts of overdevelopment
- Keeping up with infrastructure based on growth. Prime example is intersection of Independence and River Road. The City has issued thousands of building permits for Riverlights yet ignores the traffic that this growth has created.
- Medical care hospital
- Our city lacks decent swimming facilities. Our high schools share small and outdated swimming pools. Our city pools are old and inadequate. An aquatic center would promote water safety, health and wellness, and could bring events to our city that would bring money to local businesses.
- Panhandling
- People begging on the streets.
- Please fix our drinking water.
- Too many apartments - ruins the beauty and takes away the trees.
- Transportation by bike, not a car

Q17. Feeling of Safety in the City. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=687)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q17-1. In your neighborhood during the day	52.0%	38.1%	6.7%	2.0%	0.4%	0.7%
Q17-2. In your neighborhood at night	29.4%	44.5%	13.7%	9.0%	2.0%	1.3%
Q17-3. In community parks	7.3%	37.7%	30.9%	13.0%	3.2%	8.0%
Q17-4. In retail areas of City	13.7%	47.5%	26.6%	9.0%	1.3%	1.9%
Q17-5. In Downtown Wilmington	7.9%	35.7%	23.9%	22.3%	7.4%	2.9%
Q17-6. Overall feeling of safety in City	8.2%	51.5%	26.1%	10.5%	1.6%	2.2%

WITHOUT "DON'T KNOW"

Q17. Feeling of Safety in the City. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=687)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q17-1. In your neighborhood during the day	52.3%	38.4%	6.7%	2.1%	0.4%
Q17-2. In your neighborhood at night	29.8%	45.1%	13.9%	9.1%	2.1%
Q17-3. In community parks	7.9%	41.0%	33.5%	14.1%	3.5%
Q17-4. In retail areas of City	13.9%	48.4%	27.2%	9.2%	1.3%
Q17-5. In Downtown Wilmington	8.1%	36.7%	24.6%	22.9%	7.6%
Q17-6. Overall feeling of safety in City	8.3%	52.7%	26.6%	10.7%	1.6%

Q18. Thinking about the services and resources provided by the City of Wilmington, would you say that YOUR neighborhood receives more, less, or about the same as other parts of the City?

Q18. Does your neighborhood receive more, less, or about the same as other parts of City

	Number	Percent
More than other parts of City	66	9.6 %
Less than other parts of City	253	36.8 %
About the same as other parts of City	335	48.8 %
Not provided	33	4.8 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q18. Thinking about the services and resources provided by the City of Wilmington, would you say that YOUR neighborhood receives more, less, or about the same as other parts of the City? (without "not provided")

Q18. Does your neighborhood receive more, less, or about the same as other parts of City

	Number	Percent
More than other parts of City	66	10.1 %
Less than other parts of City	253	38.7 %
About the same as other parts of City	335	51.2 %
Total	654	100.0 %

Q19. Where do you currently receive your news and information about City of Wilmington government and services?

Q19. Where do you currently receive news & information about City government & services

	Number	Percent
City newsletter (now the Wilmington Current)	273	39.7 %
Local printed newspapers	104	15.1 %
Social media (Facebook, Twitter, Instagram)	386	56.2 %
Online newspapers & websites	271	39.4 %
City website	174	25.3 %
Local television news	375	54.6 %
City cable channel	40	5.8 %
Local radio	165	24.0 %
Calling City	35	5.1 %
Other	23	3.3 %
Total	1846	

Q19-10. Other

Q19-10. Other

	Number	Percent
Word of mouth	7	30.4 %
Mailings	2	8.7 %
Billboards	1	4.3 %
I often speak with the downtown ambassadors	1	4.3 %
Local issues committee of our HOA	1	4.3 %
It's hard to get news with no cable access and no newspaper subscription	1	4.3 %
Community & social organizations	1	4.3 %
School and work	1	4.3 %
TV news	1	4.3 %
Discussion with friends and family about current events	1	4.3 %
Signs placed on roads for public hearings	1	4.3 %
WHQR	1	4.3 %
City mailings	1	4.3 %
Other newsletters	1	4.3 %
Local businesses hosting free/low cost activities	1	4.3 %
Wilmington Magazine	1	4.3 %
Total	23	100.0 %

Q20. Which TWO items listed in Question 19 do you find the most helpful and informative?

Q20. Top choice	Number	Percent
City newsletter (now the Wilmington Current)	110	16.0 %
Local printed newspapers	19	2.8 %
Social media (Facebook, Twitter, Instagram)	191	27.8 %
Online newspapers & websites	79	11.5 %
City website	45	6.6 %
Local television news	151	22.0 %
City cable channel	7	1.0 %
Local radio	42	6.1 %
Calling City	4	0.6 %
Other	15	2.2 %
None chosen	24	3.5 %
Total	687	100.0 %

Q20. Which TWO items listed in Question 19 do you find the most helpful and informative?

Q20. 2nd choice	Number	Percent
City newsletter (now the Wilmington Current)	74	10.8 %
Local printed newspapers	31	4.5 %
Social media (Facebook, Twitter, Instagram)	112	16.3 %
Online newspapers & websites	103	15.0 %
City website	78	11.4 %
Local television news	145	21.1 %
City cable channel	14	2.0 %
Local radio	55	8.0 %
Calling City	8	1.2 %
Other	15	2.2 %
None chosen	52	7.6 %
Total	687	100.0 %

SUM OF TOP 2 CHOICES**Q20. Which TWO items listed in Question 19 do you find the most helpful and informative? (top 2)**

Q20. Sum of top 2 choices	Number	Percent
City newsletter (now the Wilmington Current)	184	26.8 %
Local printed newspapers	50	7.3 %
Social media (Facebook, Twitter, Instagram)	303	44.1 %
Online newspapers & websites	182	26.5 %
City website	123	17.9 %
Local television news	296	43.1 %
City cable channel	21	3.1 %
Local radio	97	14.1 %
Calling City	12	1.7 %
Other	30	4.4 %
None chosen	24	3.5 %
Total	1322	

Q21. Approximately, how many years have you lived in Wilmington?

Q21. How many years have you lived in Wilmington	Number	Percent
Less than 5 years	133	19.4 %
5-10 years	125	18.2 %
11-20 years	130	18.9 %
20+ years	295	42.9 %
Not provided	4	0.6 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q21. Approximately, how many years have you lived in Wilmington? (without "not provided")

Q21. How many years have you lived in Wilmington	Number	Percent
Less than 5 years	133	19.5 %
5-10 years	125	18.3 %
11-20 years	130	19.0 %
20+ years	295	43.2 %
Total	683	100.0 %

Q22. Have you visited Downtown Wilmington during the past year?

Q22. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	626	91.1 %
No	56	8.2 %
Not provided	5	0.7 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q22. Have you visited Downtown Wilmington during the past year? (without "not provided")

Q22. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	626	91.8 %
No	56	8.2 %
Total	682	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
Under 25 years	25	3.6 %
25-34 years	113	16.4 %
35-44 years	136	19.8 %
45-54 years	134	19.5 %
55-64 years	134	19.5 %
65-74 years	79	11.5 %
75+ years	52	7.6 %
Not provided	14	2.0 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q23. What is your age? (without "not provided")

Q23. Your age	Number	Percent
Under 25 years	25	3.7 %
25-34 years	113	16.8 %
35-44 years	136	20.2 %
45-54 years	134	19.9 %
55-64 years	134	19.9 %
65-74 years	79	11.7 %
75+ years	52	7.7 %
Total	673	100.0 %

Q24. What is your gender?

Q24. Your gender	Number	Percent
Man	330	48.0 %
Woman	341	49.6 %
Transgender	2	0.3 %
Non-binary/non-conforming	6	0.9 %
Not provided	8	1.2 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q24. What is your gender? (without "not provided")

Q24. Your gender	Number	Percent
Man	330	48.6 %
Woman	341	50.2 %
Transgender	2	0.3 %
Non-binary/non-conforming	6	0.9 %
Total	679	100.0 %

Q25. Which of the following best describes your race/ethnicity?

Q25. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	1.3 %
Black or African American	104	15.1 %
American Indian or Alaska Native	2	0.3 %
White or Caucasian	515	75.0 %
Native Hawaiian or other Pacific Islander	2	0.3 %
Hispanic, Spanish, or Latino/a/x	47	6.8 %
Other	6	0.9 %
Total	685	

Q25-7. Other

Q25-7. Self-describe your race/ethnicity	Number	Percent
Mixed	2	33.3 %
Irish American	1	16.7 %
Mediterranean	1	16.7 %
Multiple races	1	16.7 %
Irish	1	16.7 %
Total	6	100.0 %

Q26. Would you say your total annual household income is...

Q26. Would you say your total annual household income is

	Number	Percent
Under \$30K	99	14.4 %
\$30K to \$59,999	173	25.2 %
\$60K to \$99,999	169	24.6 %
\$100K+	180	26.2 %
Not provided	66	9.6 %
Total	687	100.0 %

WITHOUT "NOT PROVIDED"

Q26. Would you say your total annual household income is... (without "not provided")

Q26. Would you say your total annual household income is

	Number	Percent
Under \$30K	99	15.9 %
\$30K to \$59,999	173	27.9 %
\$60K to \$99,999	169	27.2 %
\$100K+	180	29.0 %
Total	621	100.0 %

A large graphic element consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Survey Instrument' is written in a white, sans-serif font.

5 Survey Instrument



City of Wilmington
Corporate Affairs Department
929 N Front Street
Wilmington, NC 28401

910 342-2736
910 341-5839 fax
Dial 711 TTY/Voice

Dear City of Wilmington Resident:

Every two years, the City of Wilmington conducts a survey to gather information about the community's satisfaction with city programs and services, as well as its priorities for the future.

This survey is part of the city's ongoing strategic planning process to ensure that city priorities reflect the needs and desires of residents.

This year, your household has been randomly selected to receive this survey. Your opinion is valuable. While this survey does take time to complete, every question is important. The time that you invest in sharing your opinion will inform many decisions that impact Wilmington's future.

If you are willing to participate, please return your completed survey within approximately one week. Your responses will remain completely confidential. You can return your completed survey in the enclosed postage-paid envelope addressed to: ETC Institute, 725 W Frontier Circle, Olathe, KS 66061. You may also take the survey online at www.WilmingtonNCSurvey.org.

A summary of survey results will appear in a future issue of the city newsletter, *The Wilmington Current*, and on the city's website, www.wilmingtonnc.gov.

If you have any questions, please contact the City of Wilmington's Corporate Affairs Department using the contact information above. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "JP" or "J.P.", written over a light blue rectangular background.

Jerod Patterson
Corporate Affairs Director



2023 Community Survey

Your input is an important part of the city's ongoing effort to identify ways to improve the quality of city services. If you prefer you may complete this survey online at WilmingtonSurvey.org. Thank you for your participation.

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall maintenance of city streets and sidewalks	5	4	3	2	1	9
02. Overall quality of the city's parks and its recreation programs	5	4	3	2	1	9
03. Overall quality of police services	5	4	3	2	1	9
04. Overall quality of fire department services	5	4	3	2	1	9
05. Overall efforts by the city to enforce codes and ordinances	5	4	3	2	1	9
06. Overall quality of customer service provided by city employees	5	4	3	2	1	9
07. Overall effectiveness of city communications with the public	5	4	3	2	1	9
08. Overall management of traffic flow on city streets	5	4	3	2	1	9
09. Overall management of stormwater runoff by the city	5	4	3	2	1	9
10. Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9

2. Which THREE of the major categories of city services listed above do you think are MOST IMPORTANT for the city to provide? [Write in your answers below using the numbers from the list in Question 1.]

1st: ____ 2nd: ____ 3rd: ____

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of services provided by the city	5	4	3	2	1	9
2. Appearance of the city	5	4	3	2	1	9
3. How well the city is planning for growth	5	4	3	2	1	9
4. Overall quality of life in the city	5	4	3	2	1	9
5. Availability of job opportunities	5	4	3	2	1	9
6. Overall value you receive for city taxes and fees	5	4	3	2	1	9

4. Public Safety Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Efficiency of city fire department response	5	4	3	2	1	9
2. Fire department efforts to prevent injuries, property loss, and death	5	4	3	2	1	9
3. Enforcement of local traffic laws	5	4	3	2	1	9
4. How quickly police respond to emergencies	5	4	3	2	1	9
5. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
6. Overall police relationship with your community	5	4	3	2	1	9
7. City efforts to prevent crimes	5	4	3	2	1	9

5. Which TWO of the public safety services listed above do you think are MOST IMPORTANT for the city to provide? [Write in your answers below using the numbers from the list in Question 4.]

1st: ____ 2nd: ____

6. Parks and Recreation. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance and appearance of existing city parks	5	4	3	2	1	9
2. Number of city parks	5	4	3	2	1	9
3. Biking and walking trails in the city	5	4	3	2	1	9
4. City recreation centers	5	4	3	2	1	9
5. City swimming pools	5	4	3	2	1	9
6. City golf course	5	4	3	2	1	9
7. Outdoor athletic facilities (such as athletic fields and tennis courts)	5	4	3	2	1	9
8. Outdoor concert venues (Live Oak Bank Pavilion at Riverfront Park and Greenfield Lake Amphitheater)	5	4	3	2	1	9
9. Recreation programs and classes offered by the city	5	4	3	2	1	9

7. Which TWO of the parks and recreation items listed above do you think are MOST IMPORTANT for the city to provide? [Write in your answers below using the numbers from the list in Question 6.]

1st: _____ 2nd: _____

8. Communication. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep residents informed about local issues	5	4	3	2	1	9
3. The level of public involvement in city decision-making	5	4	3	2	1	9
4. The variety of ways in which the city communicates information, such as the city newsletter, social media, cards/letters, cable and streaming video	5	4	3	2	1	9
5. Usefulness of the information that is available on the city's website	5	4	3	2	1	9

9. Maintenance. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of major city streets	5	4	3	2	1	9
02. Maintenance of the streets in your neighborhood	5	4	3	2	1	9
03. How quickly street repairs are made	5	4	3	2	1	9
04. Condition of street signs and traffic signals	5	4	3	2	1	9
05. Timing of traffic signals in the city	5	4	3	2	1	9
06. Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
07. Adequacy of city street lighting	5	4	3	2	1	9
08. Cleanliness of city streets and other public areas	5	4	3	2	1	9
09. Adequate drainage systems for city streets	5	4	3	2	1	9
10. Maintenance of city sidewalks in your neighborhood	5	4	3	2	1	9
11. Maintenance of city buildings	5	4	3	2	1	9

10. Which TWO of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 9.]

1st: _____ 2nd: _____

11. Code Enforcement. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcement of the cleanup of junk and debris on private property	5	4	3	2	1	9
2. Enforcement of mowing and cutting of weeds & grass on private property	5	4	3	2	1	9
3. Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
4. Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
5. Enforcement of sign regulations	5	4	3	2	1	9
6. Enforcement of stormwater drainage pollution regulations	5	4	3	2	1	9

12. Which TWO of the code enforcement items listed above do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 11.]

1st: ____ 2nd: ____

13. City Public Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Residential trash collection services	5	4	3	2	1	9
2. Curbside recycling services	5	4	3	2	1	9
3. Bulky item pickup/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
4. Yard waste collection services	5	4	3	2	1	9
5. Stormwater services (drainage and flood management)	5	4	3	2	1	9
6. City efforts to promote sustainable practices like clean energy and reducing waste	5	4	3	2	1	9

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

____(1) Yes [Answer Q14a-b.] ____ (2) No [Skip to Q15.]

14a. Which ONE of the following have you contacted the most?

- | | |
|------------------------------------|---------------------------------------|
| ____(01) City Council | ____(08) Recycling and Trash Services |
| ____(02) City Manager's Office | ____(09) Business Licenses |
| ____(03) City Clerk/Public Records | ____(10) Stormwater |
| ____(04) Fire Department | ____(11) Street Maintenance |
| ____(05) Police Department | ____(12) Code Enforcement |
| ____(06) Parks and Recreation | ____(13) Other: _____ |
| ____(07) Planning | |

14b. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the city employees in the department you selected in 14a with regard to the following:

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. How easy they were to contact	5	4	3	2	1	9
2. The way you were treated	5	4	3	2	1	9
3. The accuracy of the information and assistance you were given	5	4	3	2	1	9
4. How quickly city staff responded to your request	5	4	3	2	1	9
5. How well your issue was resolved	5	4	3	2	1	9
6. Overall customer service experience with the city	5	4	3	2	1	9

15. Overall Ratings of the City. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

How would you rate the City of Wilmington...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work or build a business	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9

16. In your opinion, what are the THREE most important challenges facing those who live in the City of Wilmington today? [Write in your answers using the numbers from the list below.]

- | | |
|---|--------------------------------------|
| 01. Growth and development | 09. Unsheltered/Homelessness |
| 02. Traffic congestion | 10. Rising cost of living |
| 03. Condition of roads and bridges | 11. Responding to major storms |
| 04. Crime and public safety | 12. Social equity and inclusion |
| 05. Local property taxes | 13. Drug abuse/opioid misuse |
| 06. Availability of jobs and employment options | 14. Youth programs and opportunities |
| 07. Availability of affordable housing | 15. Access to public transportation |
| 08. Climate and environmental concerns | 16. Other: _____ |

1st: ____ 2nd: ____ 3rd: ____

17. Feeling of Safety in the City. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In community parks	5	4	3	2	1	9
4. In retail areas of the city	5	4	3	2	1	9
5. In downtown Wilmington	5	4	3	2	1	9
6. Overall feeling of safety in the city	5	4	3	2	1	9

18. Thinking about the services and resources provided by the City of Wilmington, would you say that YOUR neighborhood receives more, less, or about the same as other parts of the city?

- ____(1) More than other parts of the city ____ (3) About the same as other parts of the city
 ____ (2) Less than other parts of the city

19. Where do you currently receive your news and information about City of Wilmington government and services? [Check all that apply.]

- | | |
|--|---------------------------------|
| ____ (01) City newsletter (now the Wilmington Current) | ____ (06) Local television news |
| ____ (02) Local printed newspapers | ____ (07) City cable channel |
| ____ (03) Social media (Facebook, Twitter, Instagram) | ____ (08) Local radio |
| ____ (04) Online newspapers and websites | ____ (09) Calling the city |
| ____ (05) City website | ____ (10) Other: _____ |

20. Which TWO of these do you find the most helpful and informative? [Write in your answers below using the numbers from the list in Question 19.]

1st: ____ 2nd: ____

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

- ____ (1) Less than 5 years ____ (2) 5-10 years ____ (3) 11-20 years ____ (4) More than 20 years

22. Have you visited Downtown Wilmington during the past year? ____ (1) Yes ____ (2) No

**The following questions are for demographic research purposes only.
Your answers will remain completely confidential.**

23. What is your age?

- (1) Under 25 years (3) 35-44 years (5) 55-64 years (7) 75+ years
 (2) 25-34 years (4) 45-54 years (6) 65-74 years

24. What is your gender?

- (1) Man (2) Woman (3) Transgender (4) Non-binary/non-conforming

25. Which of the following best describes your race/ethnicity?

- (01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic, Spanish, or Latino/a/x
 (03) American Indian or Alaska Native (99) Other: _____
 (04) White or Caucasian

26. Would you say your total annual household income is...

- (1) Under \$30,000 (2) \$30,000 to \$59,999 (3) \$60,000 to \$99,999 (4) \$100,000 or more

27. Would you be willing to participate in future surveys sponsored by Wilmington?

- (1) Yes [Answer Q27a.] (2) No

27a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.