

# *2010 DirectionFinder® Survey FINAL REPORT*

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Submitted to

*The City of  
Wilmington,  
North Carolina*

by

**ETC**  
*Institute*

**725 W. Frontier  
Olathe, KS 66061  
(913) 829- 1215**

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# 2010 *DirectionFinder*<sup>®</sup> Survey

## Executive Summary Report

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### Overview and Methodology

During February of 2010, 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.

The survey was mailed to a random sample of 2,400 households in the City of Wilmington. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 432 completed the survey by phone and 376 returned it by mail for a total of 808 completed surveys (34% response rate). The results for the random sample of 808 households have a 95% level of confidence with a precision of at least +/- 3.5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

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
- importance-satisfaction analysis
- GIS maps that show the results of selected questions on the survey
- 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. 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.*”

## Major Findings

- **Quality of Life in the City.** Sixty-five percent (65%) of residents, *who had an opinion*, were either “very satisfied” or “satisfied” with the quality of life in the City, 25% were neutral and 10% were “dissatisfied.” This was a significant increase from the 2007 survey results (+7%).
- **Overall satisfaction with the quality of services provided by the City of Wilmington.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire services (87%), the quality of trash, yard, recycling and yard waste collection services (74%), the quality of City parks and recreation programs and facilities (70%) and the quality of police services (67%). Residents were generally less satisfied with the management of traffic flow on City streets (30%), the maintenance of City streets and sidewalks (33%) and the management of stormwater runoff by the City (33%).
- **Trends in the overall satisfaction with the quality of services provided by the City.** The City services that showed significant increases in satisfaction from the 2007 survey were: the management of traffic flow on City streets (+11%), the enforcement of City codes and ordinances (+9%), the management of stormwater runoff (+5) and the quality of parks and recreation programs and facilities (+5%). There were no significant decreases from 2007.
- **Services that residents thought were most important for the City to provide.** The three major services that residents thought were most important for the City to provide were: (1) police services, (2) fire services and (3) traffic flow on City streets.
- **Trends in the Perceptions of the City.** There were significant increases in the percentage of residents who were satisfied with how well the City is planning growth (+9%) and with the appearance of the City (+5%). There was a significant decrease in satisfaction with the availability of job opportunities in the City (-12%).
- **Public Safety.** Residents were generally satisfied with the quality of public safety services provided by the City. The public safety 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: local fire protection services (83%), how quickly fire personnel respond to emergencies (83%), and fire prevention and education programs (64%). Residents were least satisfied with the frequency that police patrol officers patrol their neighborhood (38%).
- **Trends in Satisfaction with Public Safety.** The public safety services that showed significant increases from the 2007 survey were the City’s efforts to prevent crime (+5%), how quickly police responded to emergencies (+4%) and the enforcement of traffic laws (+4%). There were no significant decreases in satisfaction for any of the public safety services assessed on the survey.

- **Perceptions of Safety in Wilmington.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe in their neighborhood during the day (85%), in downtown Wilmington during the day (84%) and in their neighborhood at night (62%). More than half (55%) of residents felt most “unsafe” in Downtown Wilmington at night. The only safety issue that showed a significant change from 2007 was the feeling of safety in City parks (+4%).
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of City parks (74%), the number of City parks (61%), the quality of outdoor athletic fields (54%) and the City golf course (53%). Residents were least satisfied with biking trails in the City (33%).
- **Trends in Satisfaction with Parks and Recreation.** The park and recreation services that showed significant increases from 2007 were satisfaction with the number of City parks (+4%), with City swimming pools (+4%) and with biking trails (+4%). There was a significant decrease in the percentage of residents who were satisfied with the City golf course (-4%).
- **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: the quality of the City’s cable television channel (52%), the usefulness of information on the City’s web site (48%), and City efforts to keep residents informed (47%). When asked where residents received information about the City, the top three sources were: (1) the local television news, (2) the local newspaper and (3) the local radio.
- **Trends in Satisfaction with City Communication.** The communication services that showed a significant increase in satisfaction from 2007 were the level of public involvement in local decision making (+5%) and the quality of the City’s cable television channel (+4%). There were no significant decreases from 2007.
- **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 (65%), the mowing and tree trimming along City streets and other public areas (55%), and the cleanliness of City streets and public areas (48%). Residents were least satisfied with how quickly street repairs are made (27%) and with the cleanliness of storm drains (36%).
- **Trends in Satisfaction with City Maintenance.** The maintenance services that showed significant increases in satisfaction from 2007 were the timing of traffic signals (+8%), the cleanliness of City streets and public areas (+5%), the maintenance of major City streets (+5%) and the condition of street signs and traffic signals (+4%). There was a significant decrease in satisfaction with the maintenance of residential streets (-4%)

- **Codes and Ordinances.** 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: the enforcement of sign regulations (44%), City efforts to remove inoperable or abandoned vehicles (41%), and the enforcement of the exterior maintenance of commercial property (40%). Residents were least satisfied with the enforcement of the exterior maintenance of residential property (34%). The only code and ordinance service that showed a significant change from 2007 was satisfaction with the enforcement of the exterior maintenance of commercial property (+4%).
- **City Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy employees within that department were to contact (75%), with the way residents were treated (73%), and the accuracy of the information and assistance residents were given (71%). The only customer service item that showed a significant change from 2007 was satisfaction with the way customers were treated by City employees (-4%).
- **City Utility/Public Services.** The highest levels of satisfaction with City utility and public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (85%), yard waste collection services (78%), and curbside recycling services (78%). Residents were least satisfied with wastewater services (56%).
- **Trends in Satisfaction with City Utilities/Public Services.** The utility/public service that showed a significant increase in satisfaction from 2007 was wastewater service (+4%). There was a significant decrease in satisfaction with drinking water services (-11%)
- **Capital Improvement Priorities.** Residents were asked to rate how important they felt it was for the City to invest in various capital improvement priorities. The priorities that residents felt were the most important to invest in, based upon the combined percentage of “extremely important,” “very important” or “important” responses among residents *who had an opinion*, were: transportation network improvements (96%), police and fire facility improvements (92%) and upgrades to public facilities (92%). The capital improvement priority that residents were *most willing* to pay an increase in taxes to support was transportation network improvements.

### **Other**

- There was a significant increase from 2007 in the percentage of residents who perceived Wilmington as an “excellent” or “good” place to raise children (+6%).

## *2010 Wilmington DirectionFinder® Survey*

- There was a significant increase from 2007 in the percentage of residents who were satisfied with the ease of car travel in the City (+14%).
- There was a significant increase in the percentage of residents who were satisfied with the availability of affordable housing in the City (+10%).
- More than three-fourths (77%) of the residents surveyed felt it was important for the City of Wilmington to be viewed as a leader in preserving and protecting the environment; 13% felt it was somewhat important, 5% felt it was not important and 5% did not have an opinion.

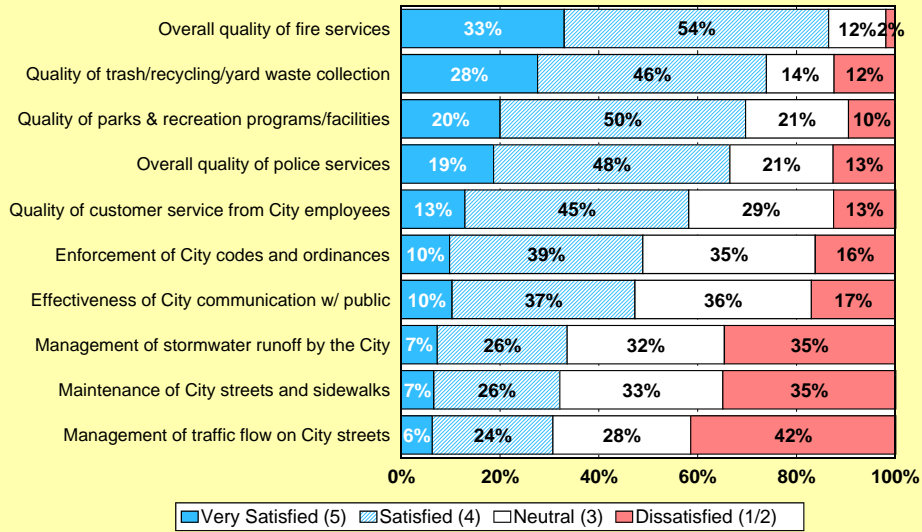
*Section 1:*  
***Charts and Graphs***

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### Q1. Overall Satisfaction With City Services by Major Category

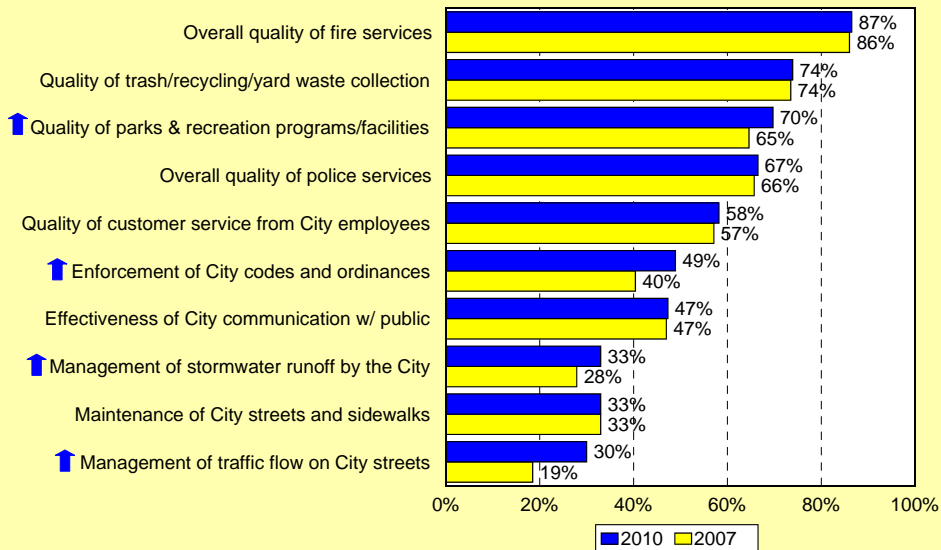
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Overall Satisfaction With City Services by Major Category (2007 vs. 2010)

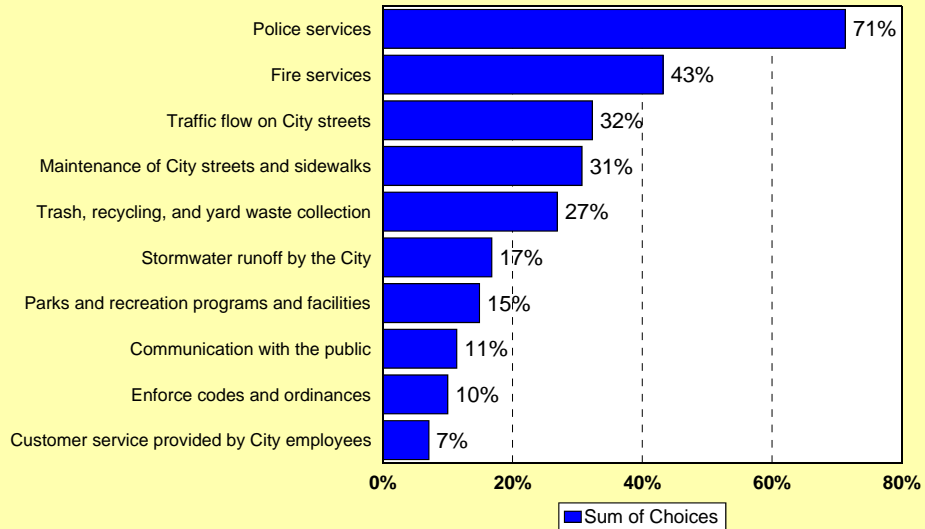
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

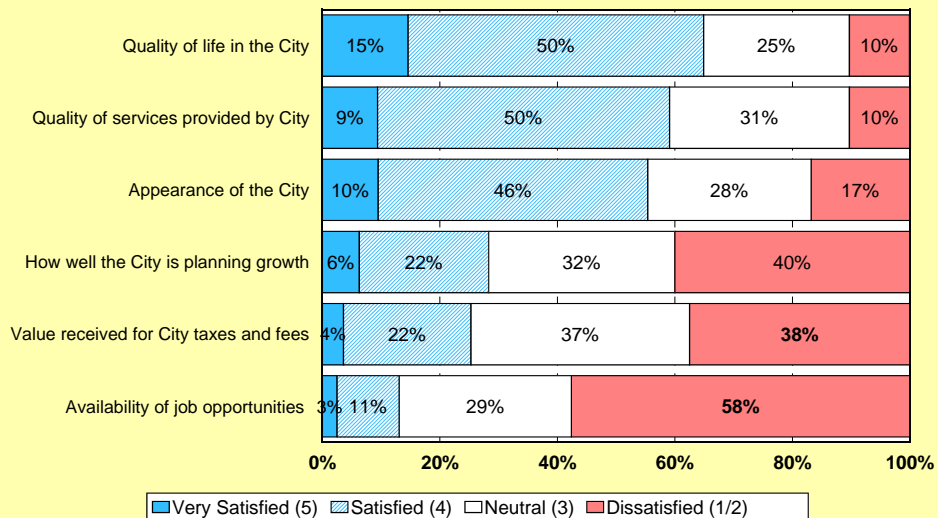
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

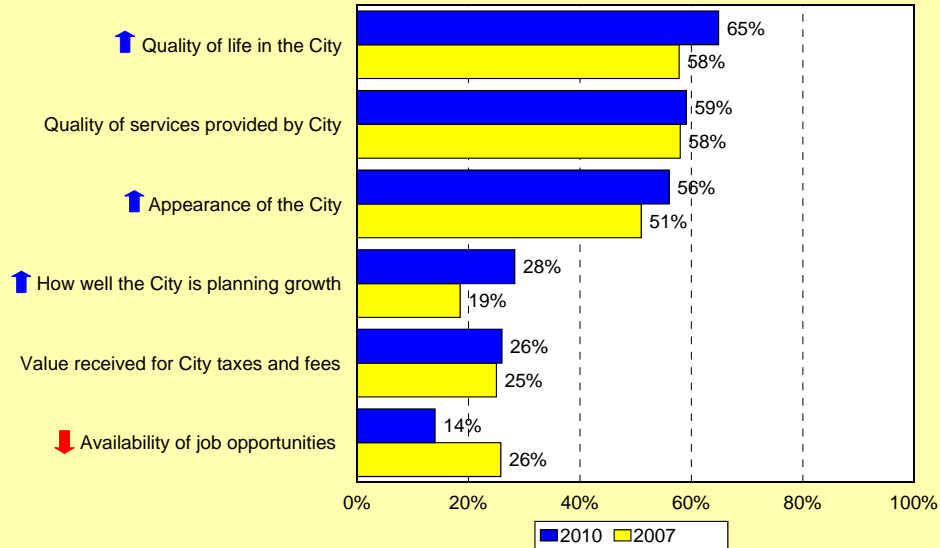
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Satisfaction With Items That Influence the Perception Residents Have of the City (2007 vs. 2010)

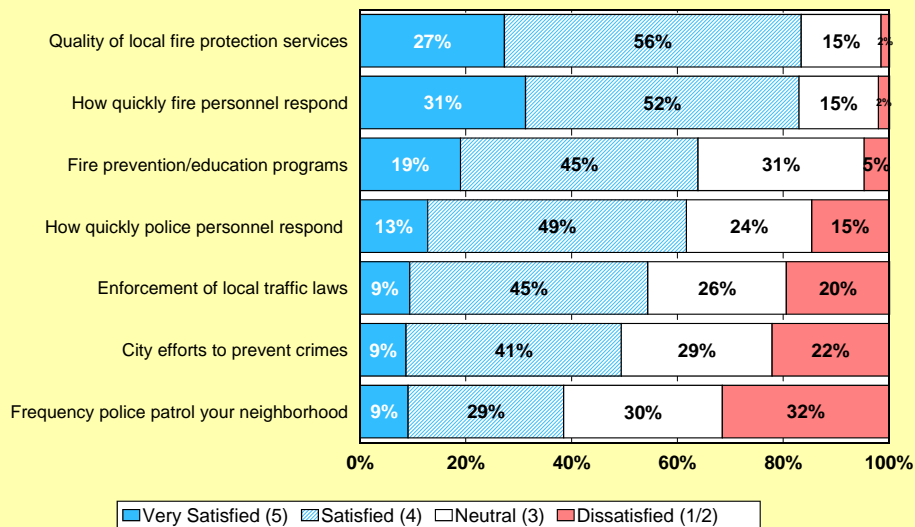
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q4. Satisfaction with Various Aspects of Public Safety

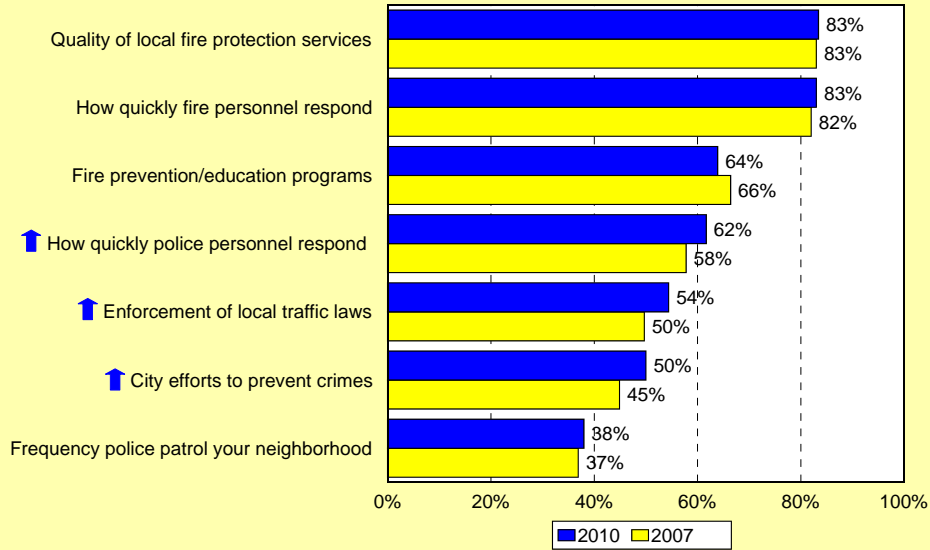
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Satisfaction with Various Aspects of Public Safety (2007 vs. 2010)

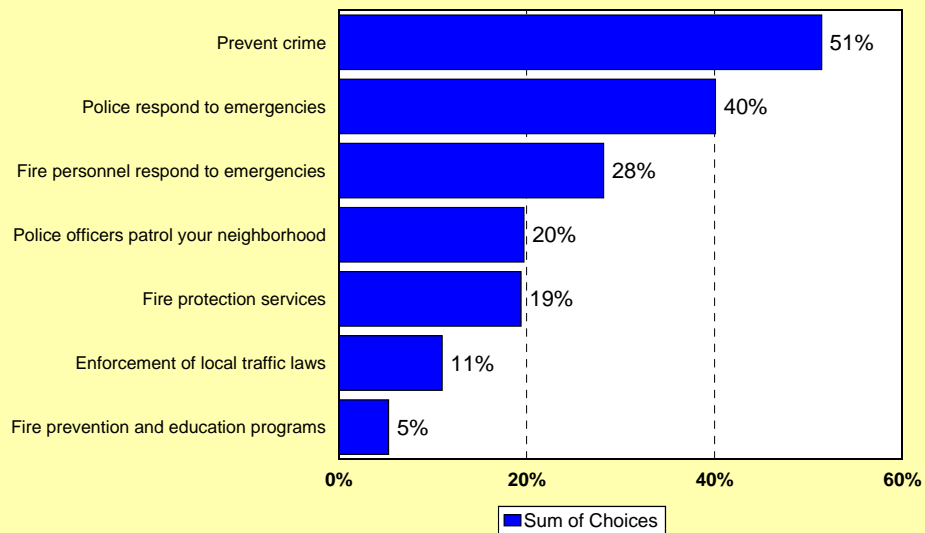
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



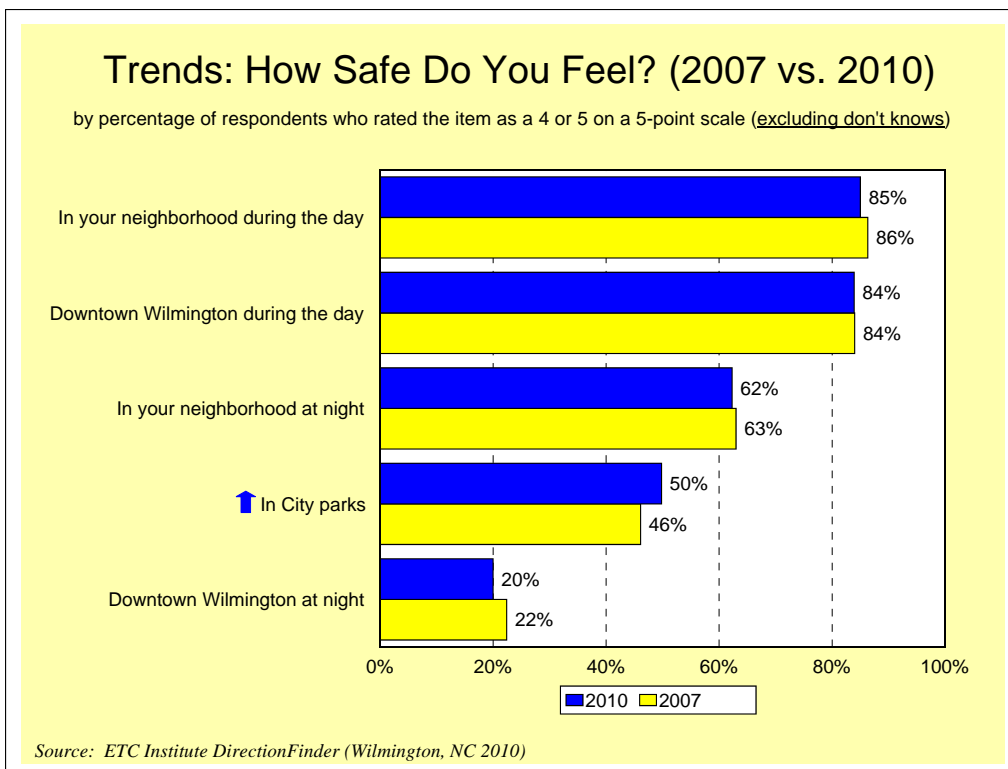
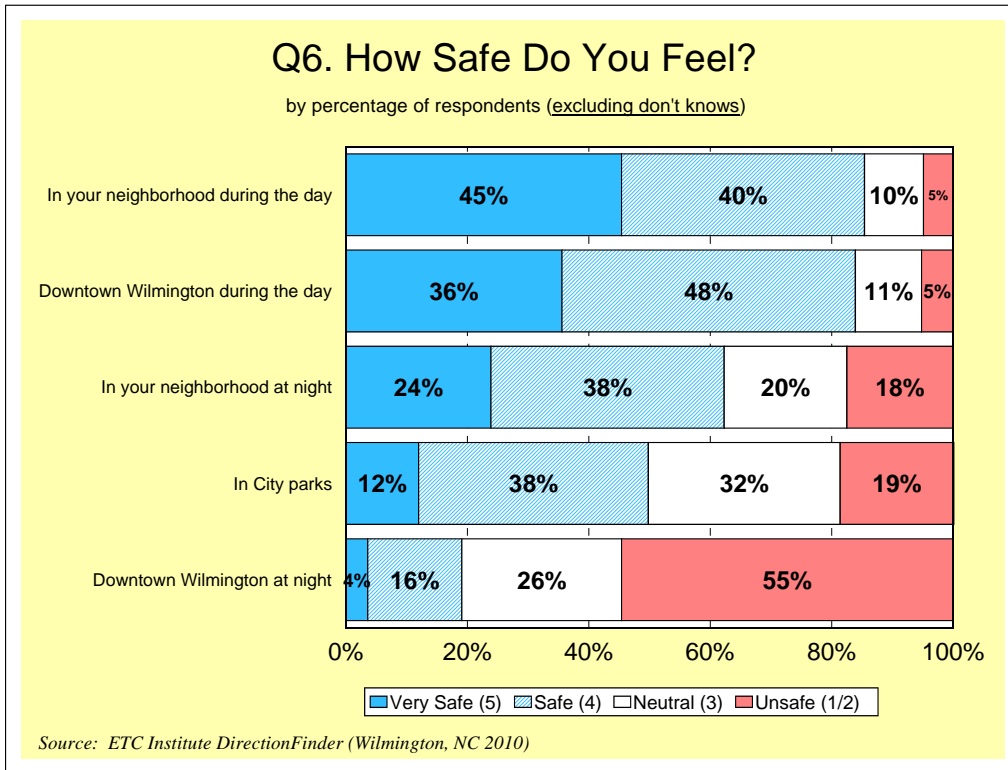
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### 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

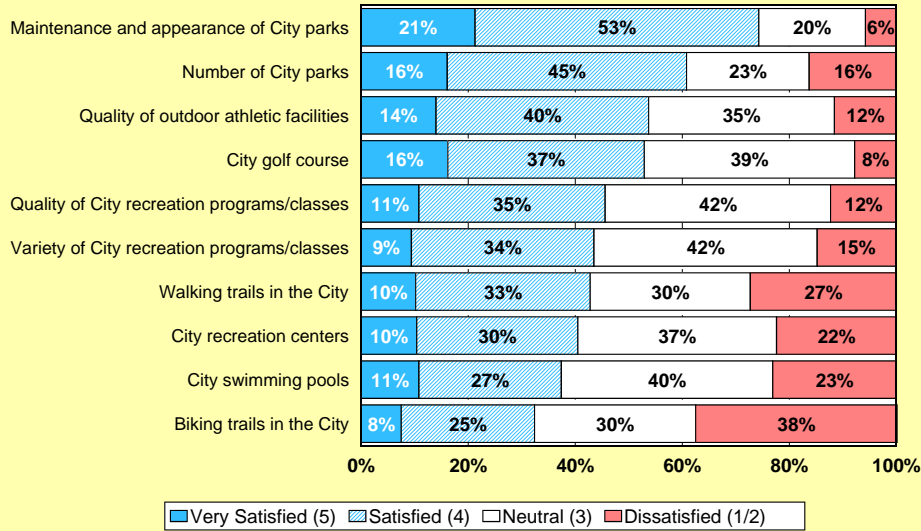


Source: ETC Institute DirectionFinder (Wilmington, NC 2010)



### Q7. Satisfaction with Various Aspects of Parks and Recreation

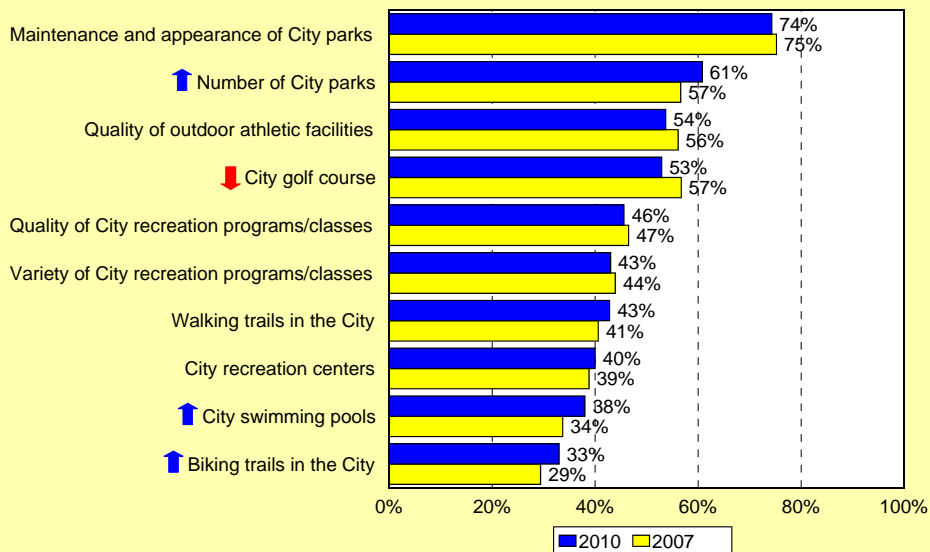
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Satisfaction with Various Aspects of Parks and Recreation (2007 vs. 2010)

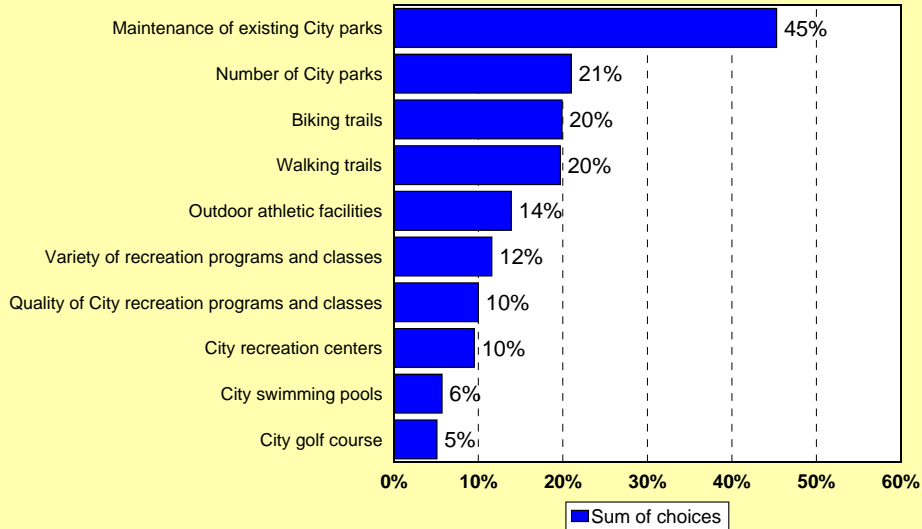
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

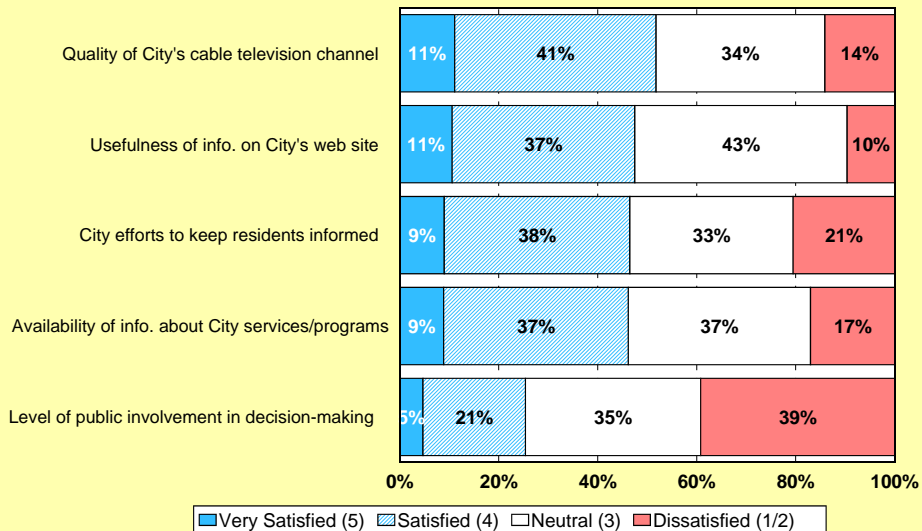
by percentage of respondents who selected the item as one of their top two choices



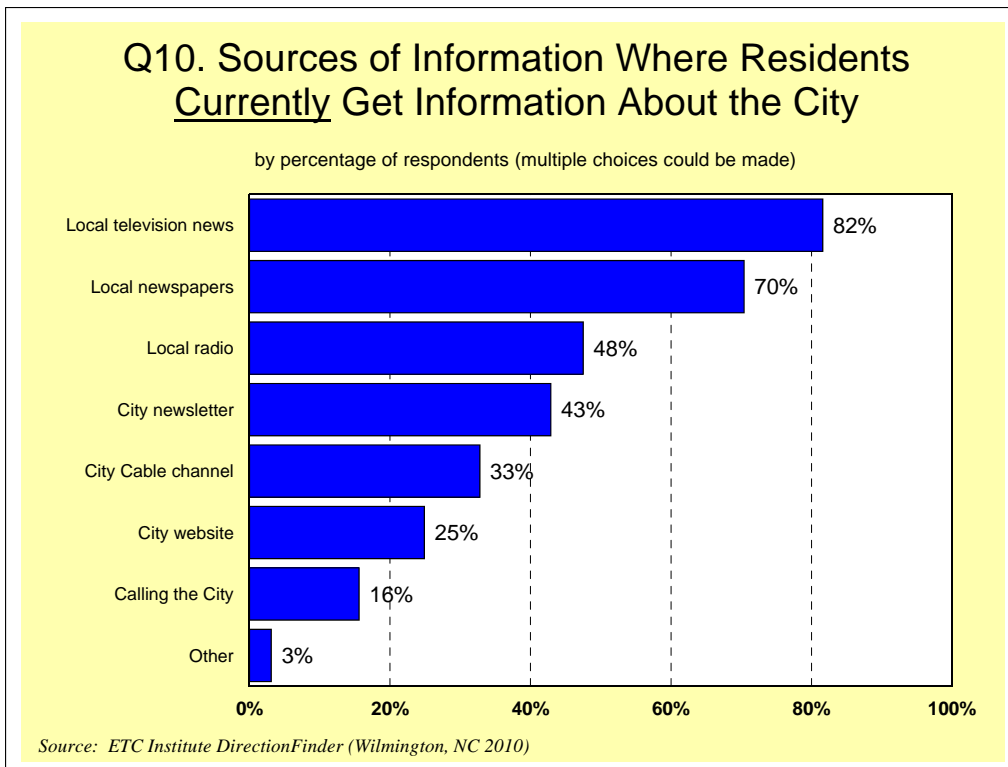
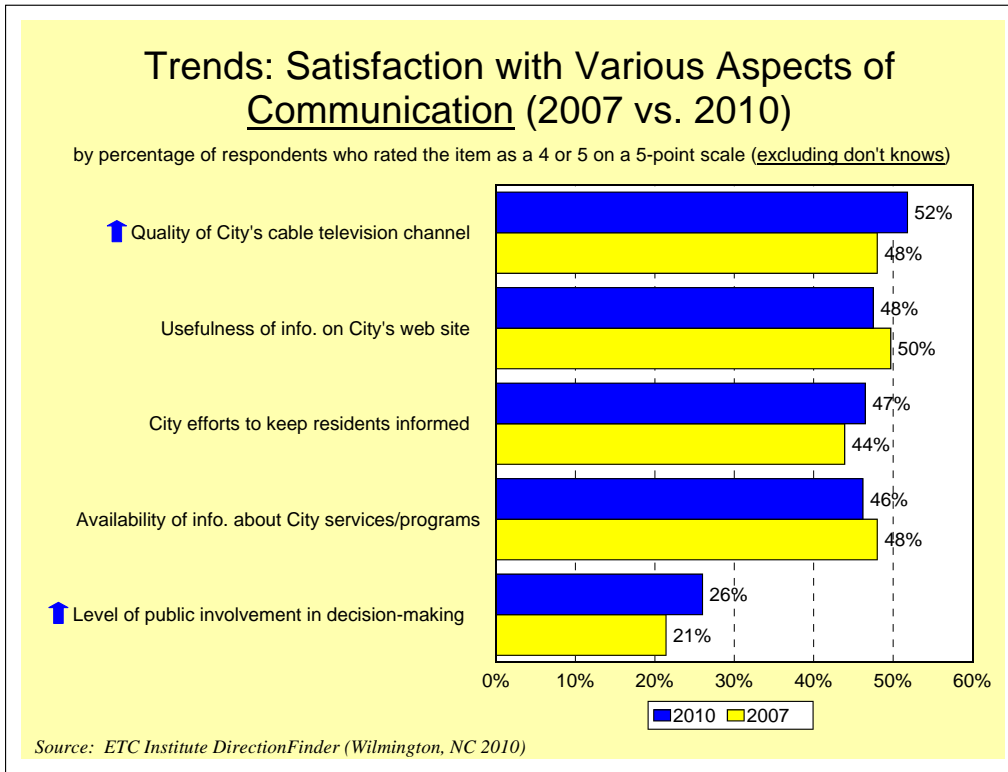
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)



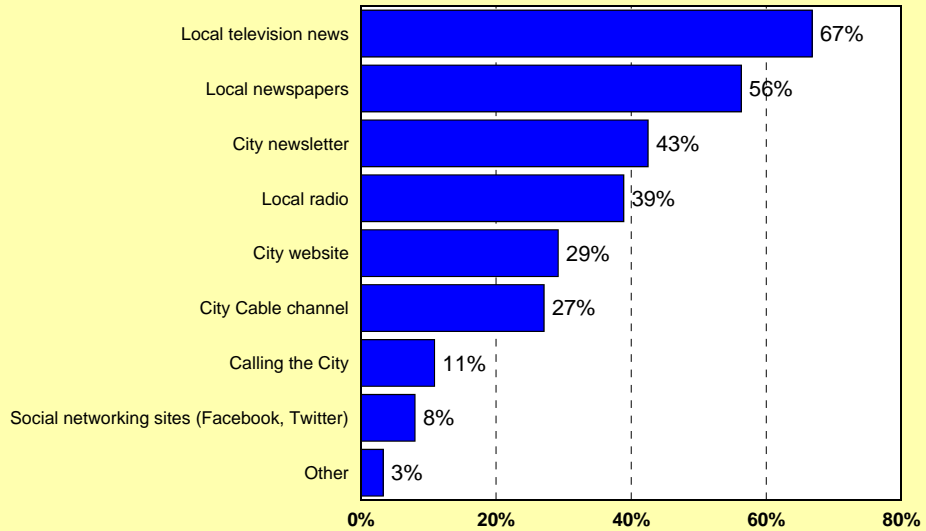
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)





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

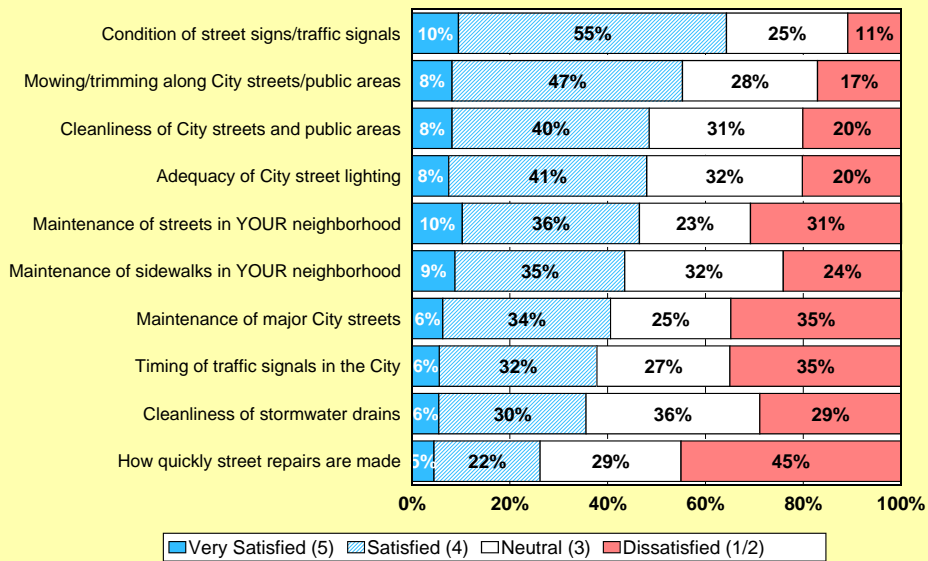
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q12. Satisfaction with Various Aspects of City Maintenance

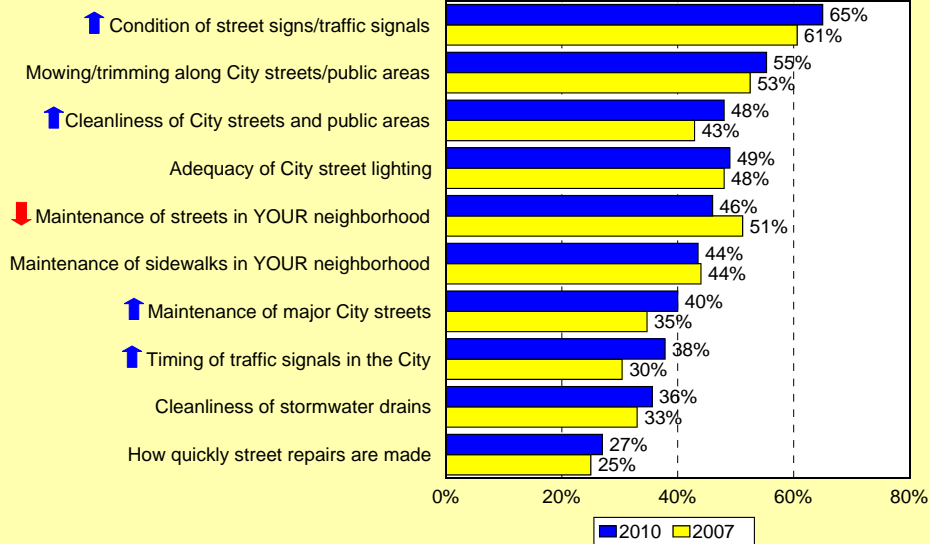
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Satisfaction with Various Aspects of City Maintenance (2007 vs. 2010)

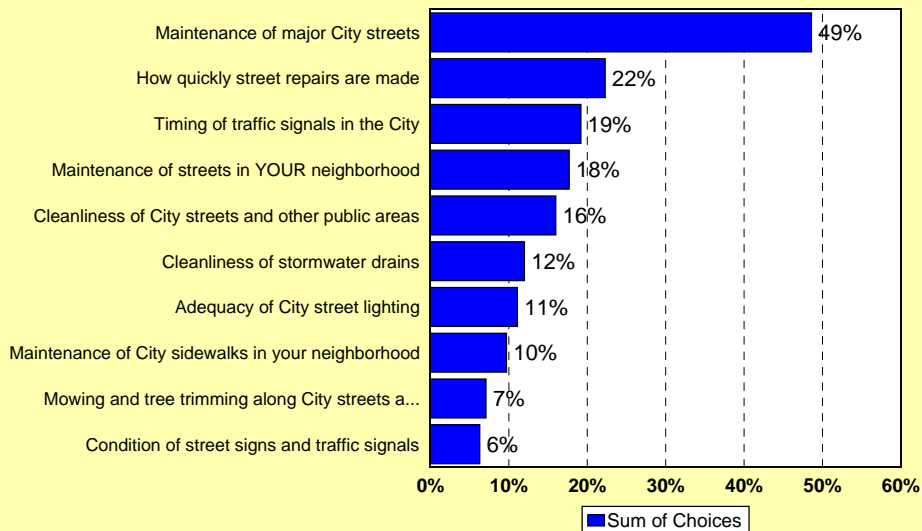
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

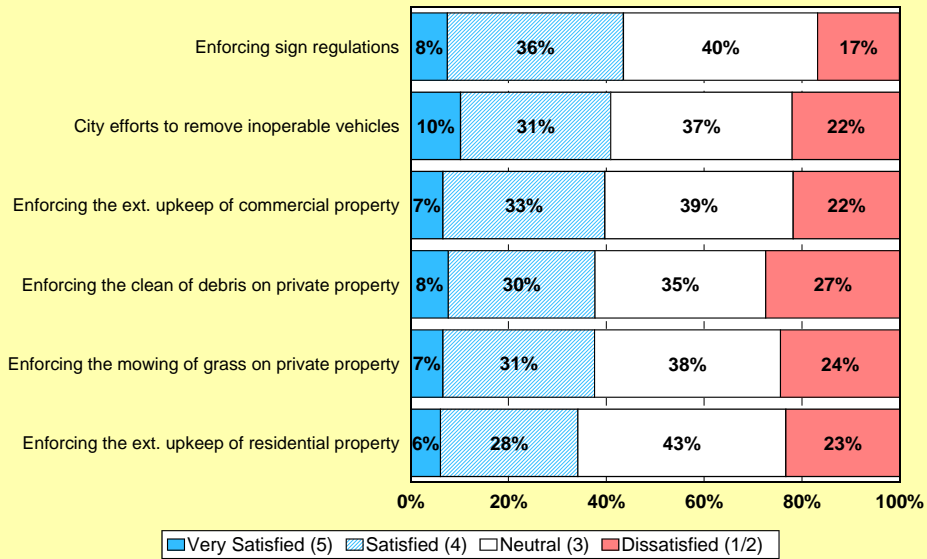
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q14. Satisfaction with Various Aspects of Code Enforcement

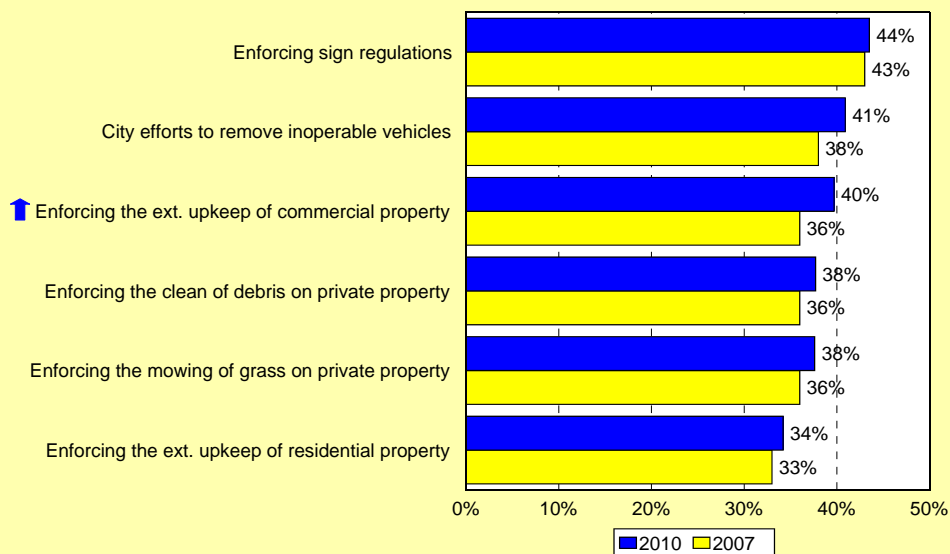
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Satisfaction with Various Aspects of Code Enforcement (2007 vs. 2010)

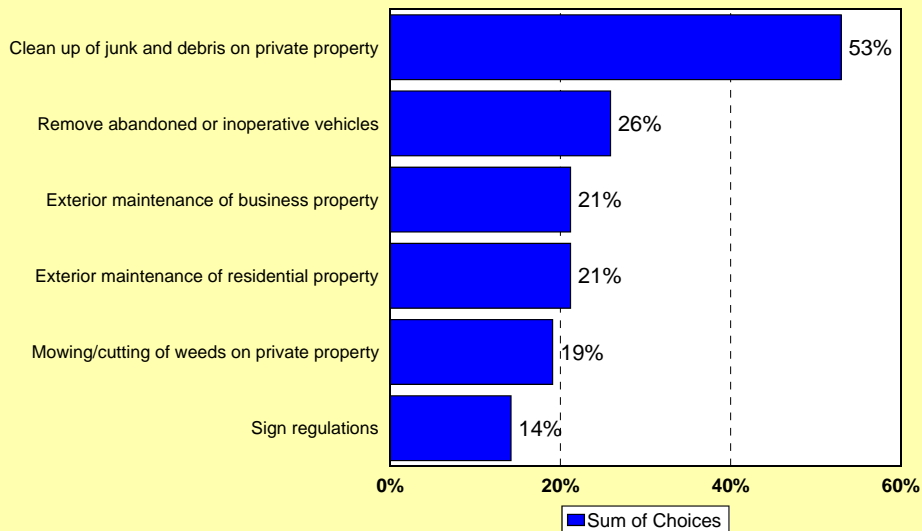
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

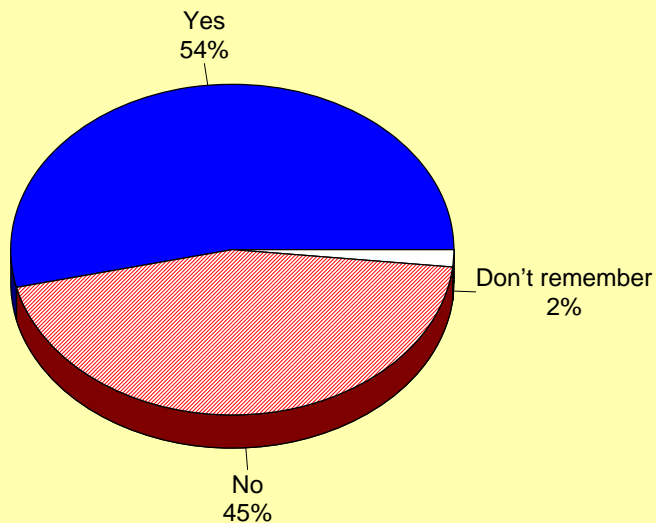
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

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

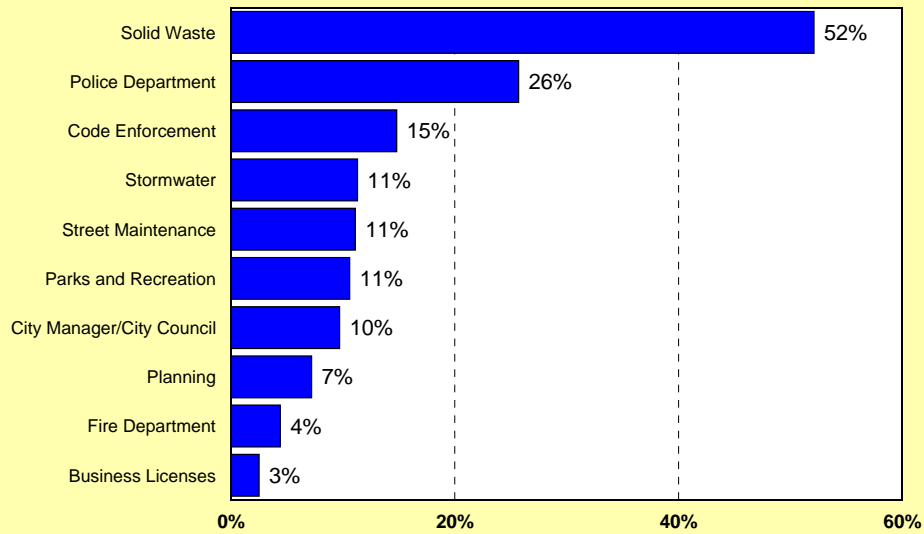
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q16a. What City Department did you contact most recently?

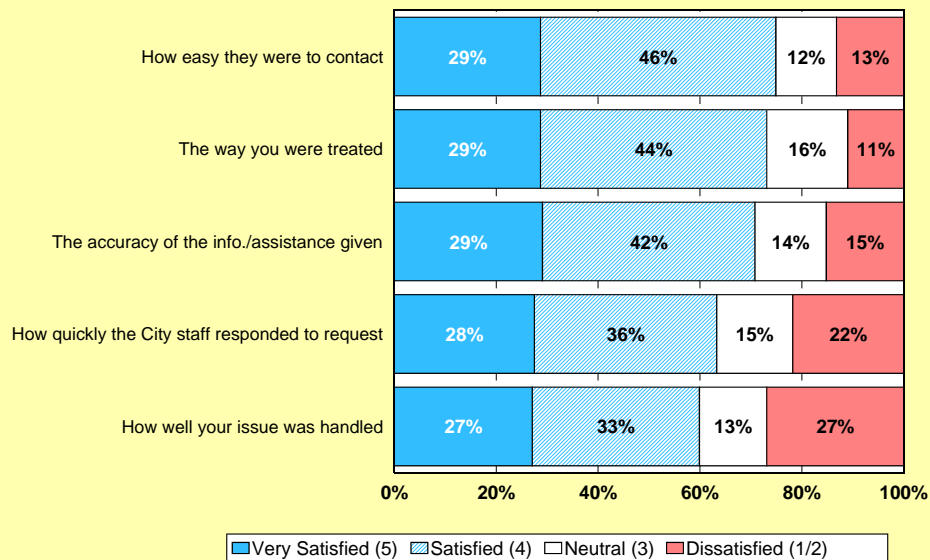
by percentage of respondents who had contacted the City during the past year



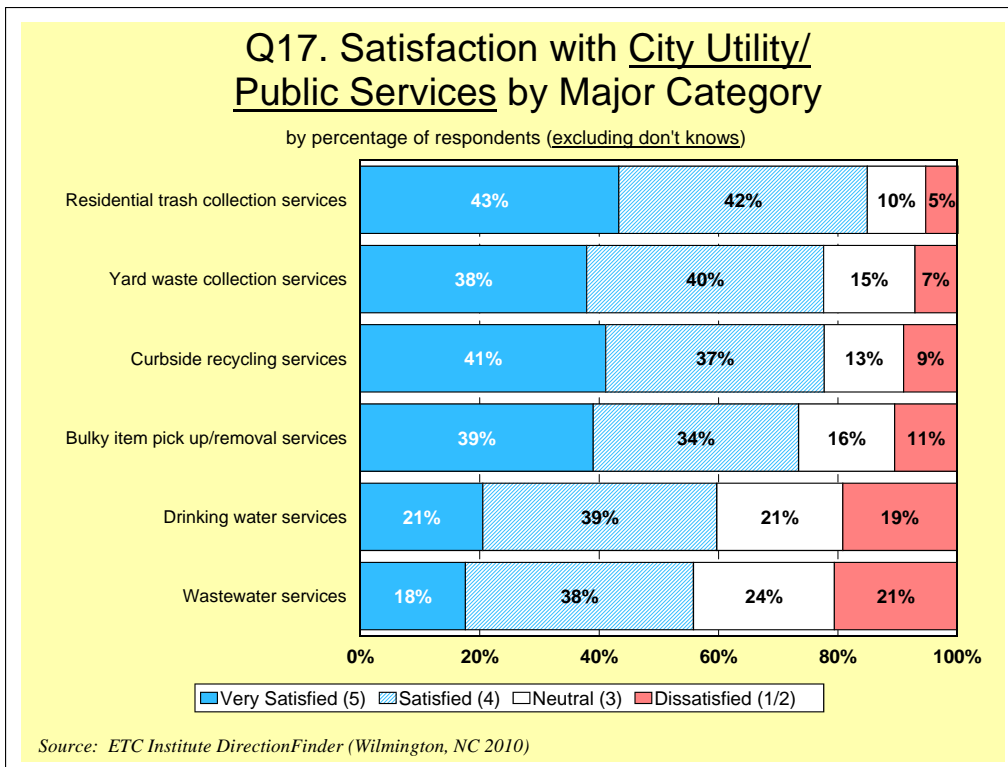
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

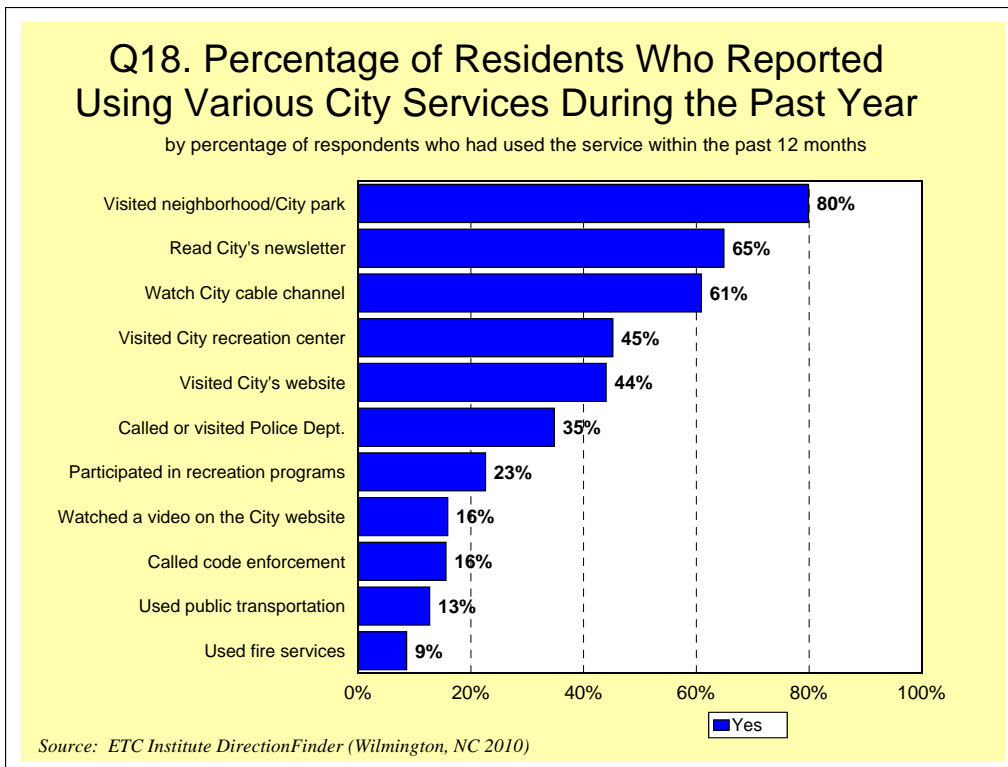
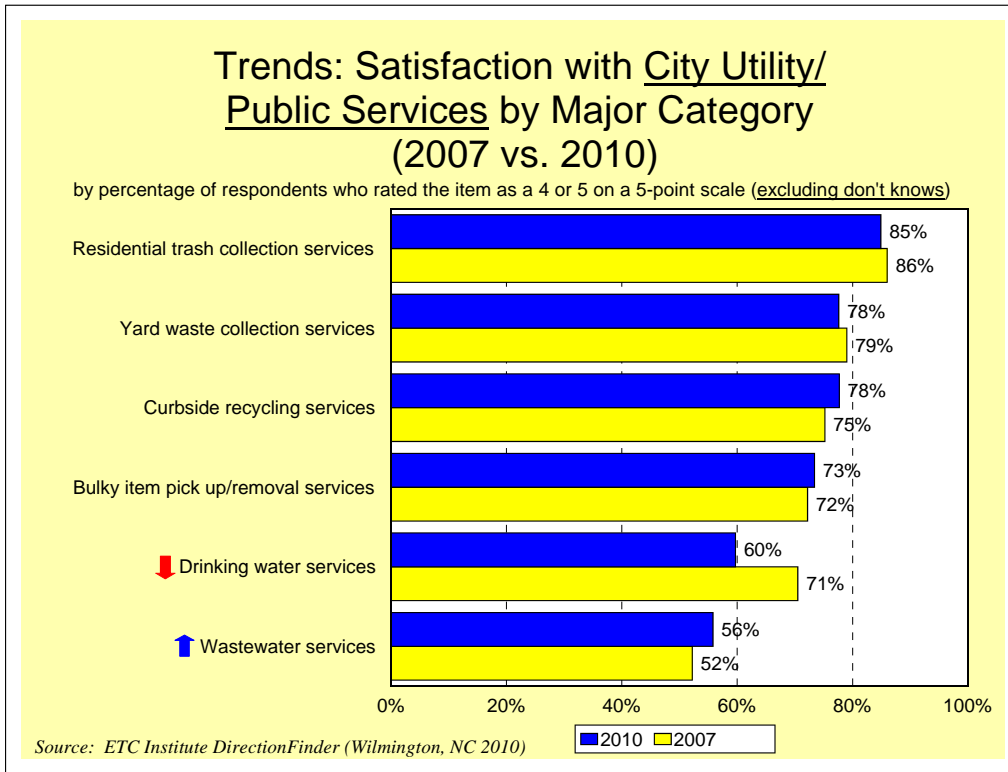
### Q16b-f. Satisfaction with Customer Service Received from City Employees

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



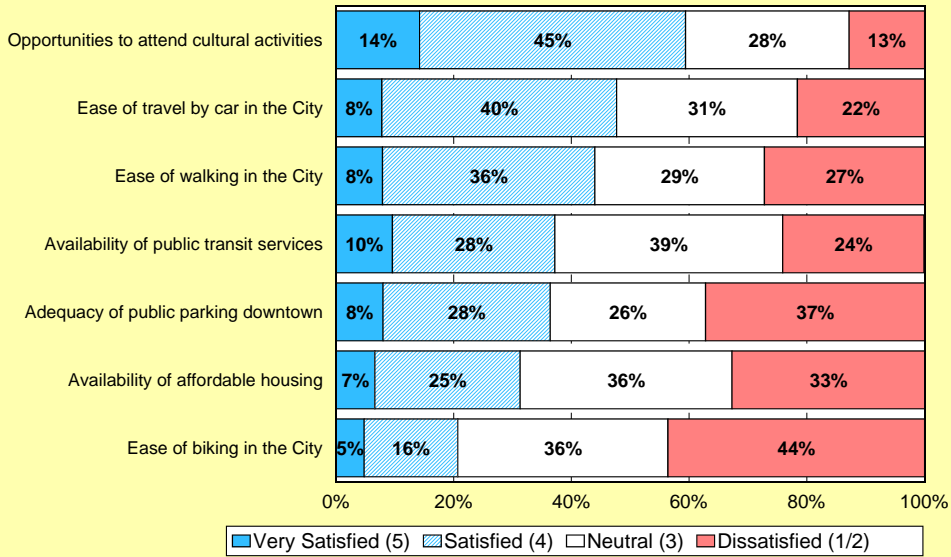
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)





### Q19. Satisfaction with Transportation and Other Issues

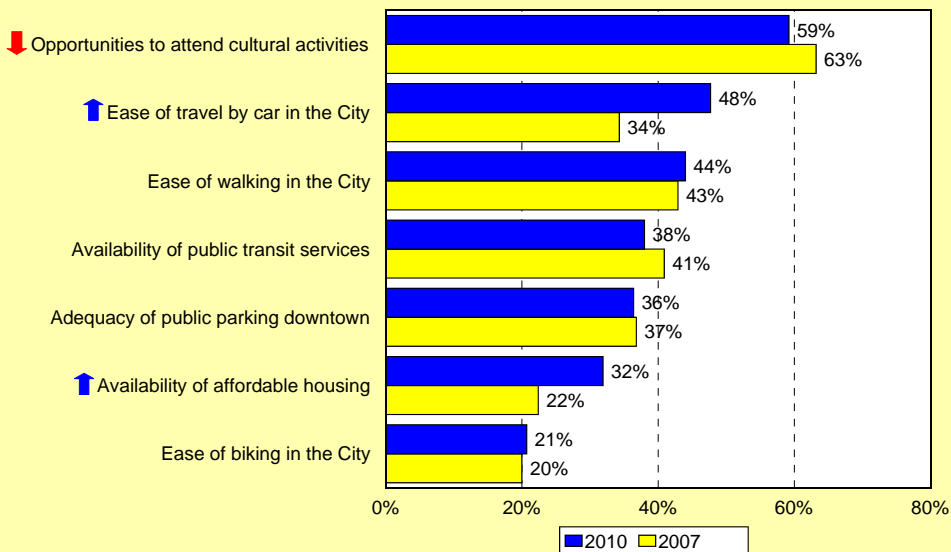
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

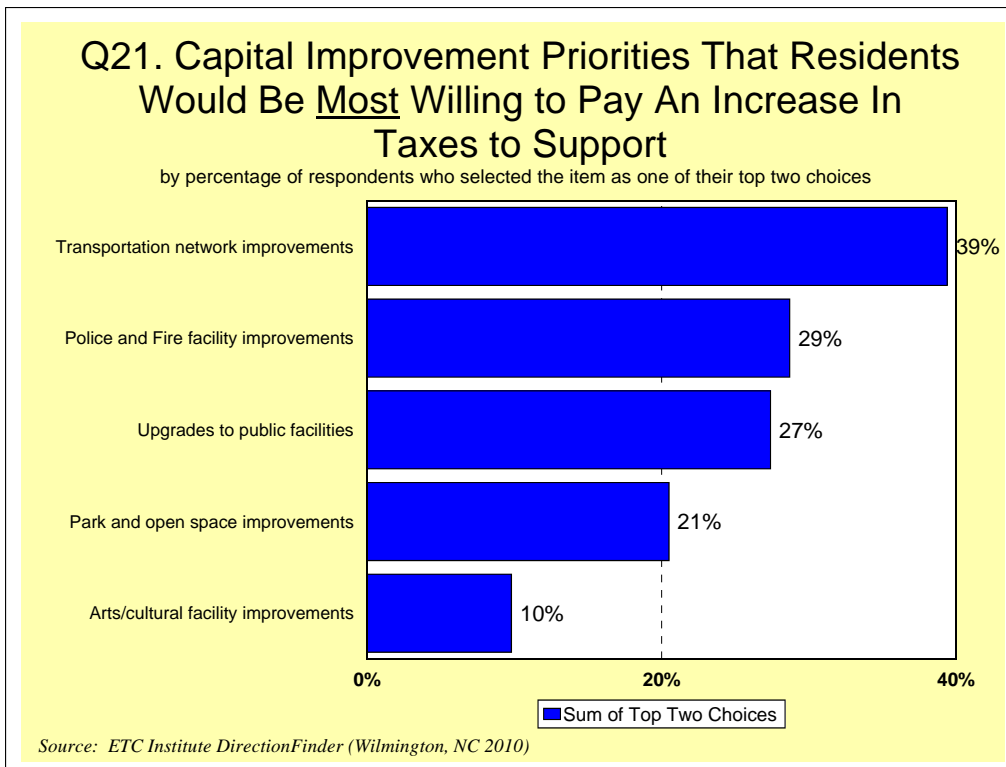
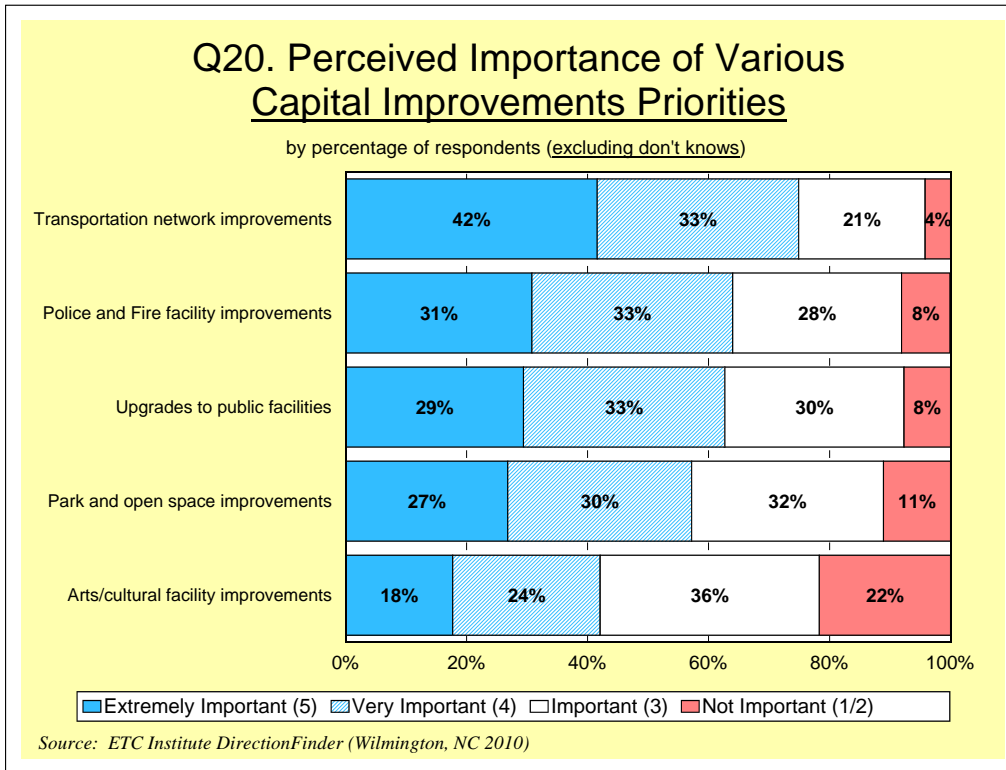
### Trends: Satisfaction with Transportation and Other Issues (2007 vs. 2010)

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



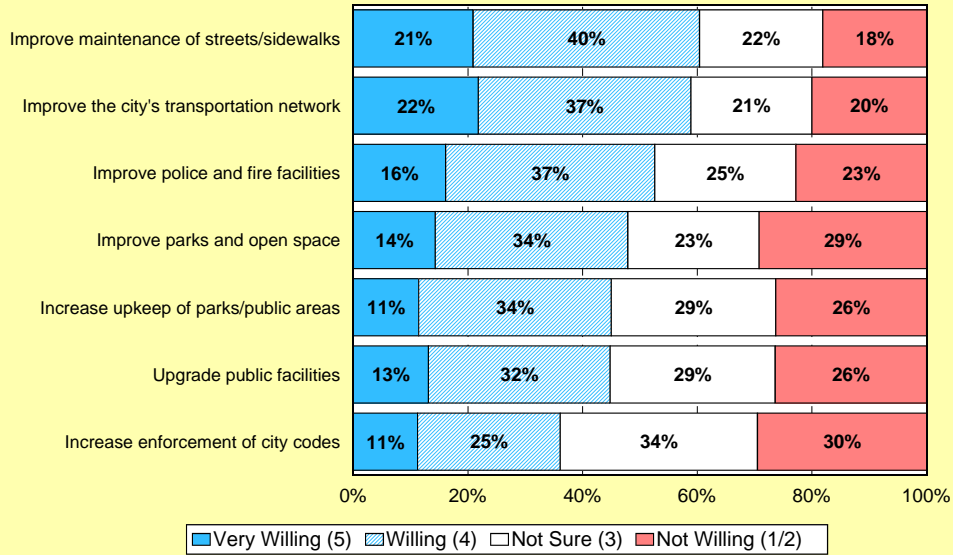
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)





### Q22. Willingness of Residents to Support a Bond Referendum for Various Purposes

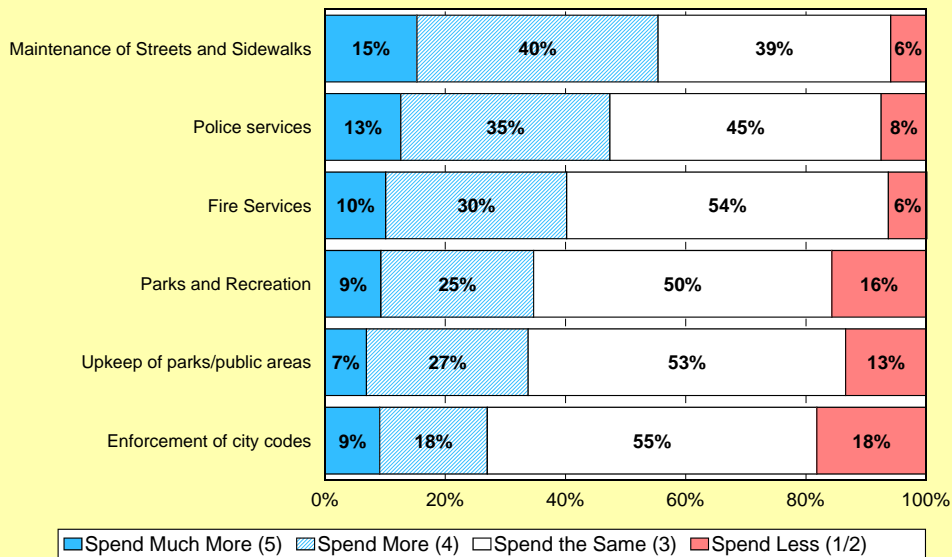
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q23. How Residents Think Funding for City Services Should Change

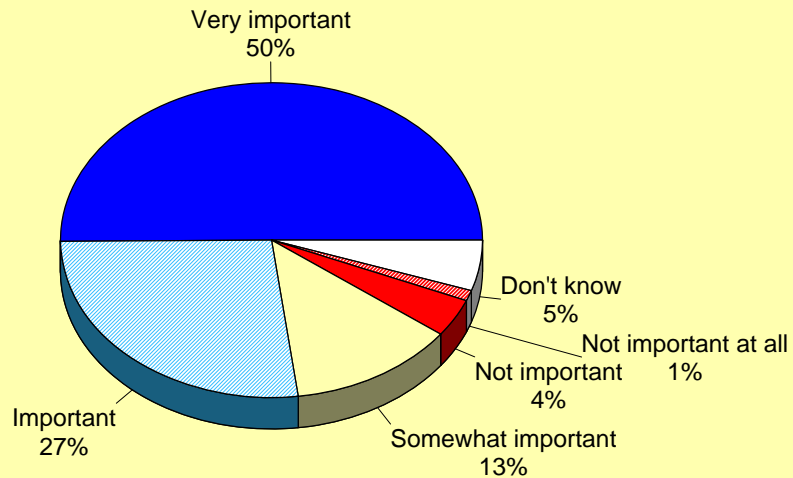
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

**Q24. How important do you think it is for the City of Wilmington to be viewed as a leader in preserving and protecting the environment?**

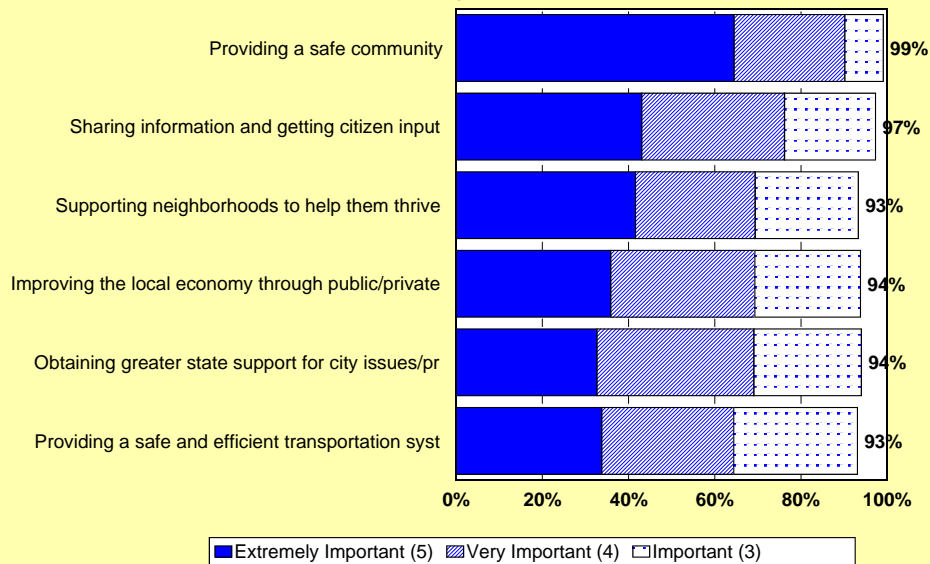
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

**Q25. Perceived Importance of the Focus Areas in the City's Strategic Plan**

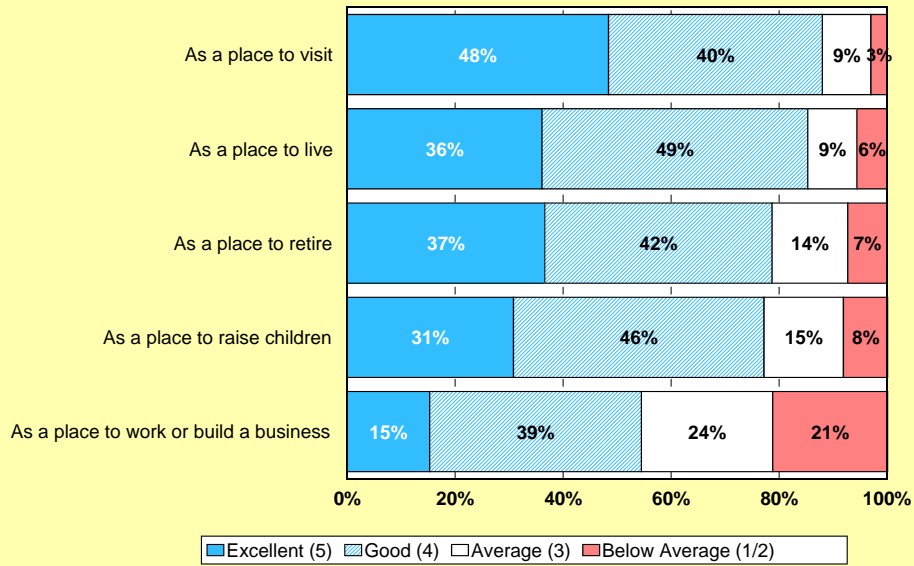
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Q26. How Residents Rate the City of Wilmington

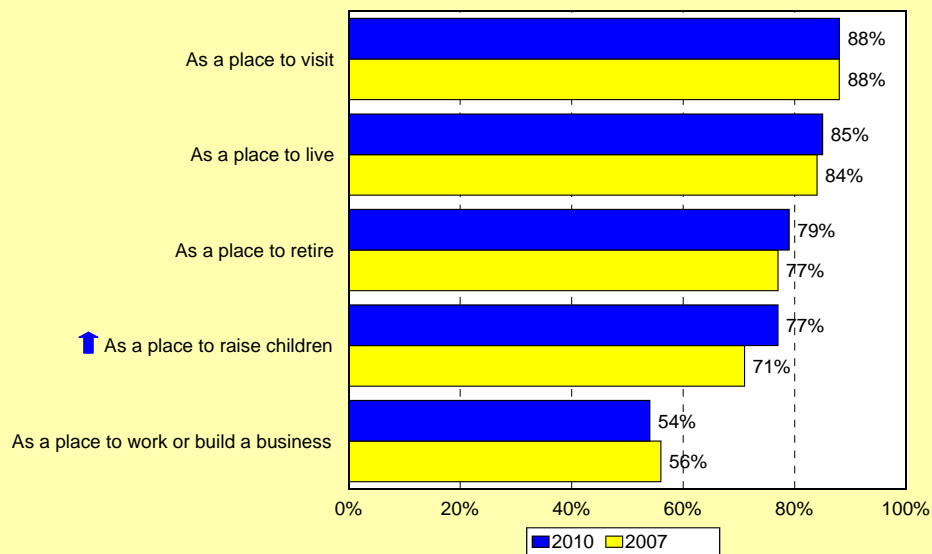
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Trends: Ratings of the City of Wilmington (2007 vs. 2010)

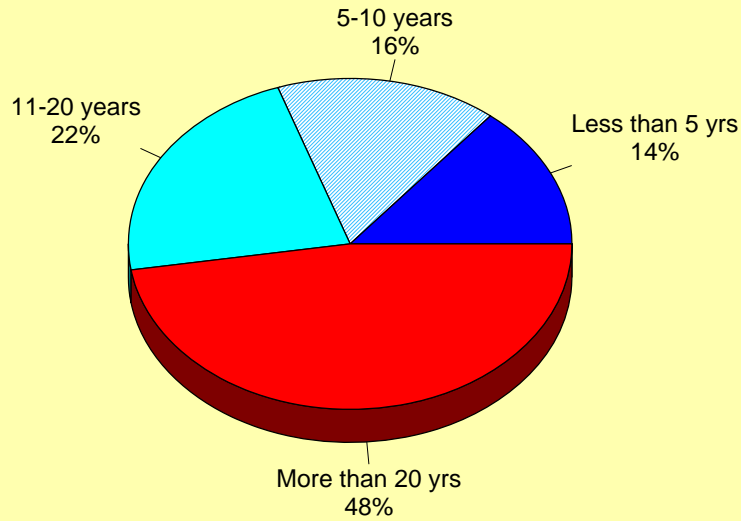
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: Approximately How Many Years Have You Lived in Wilmington?

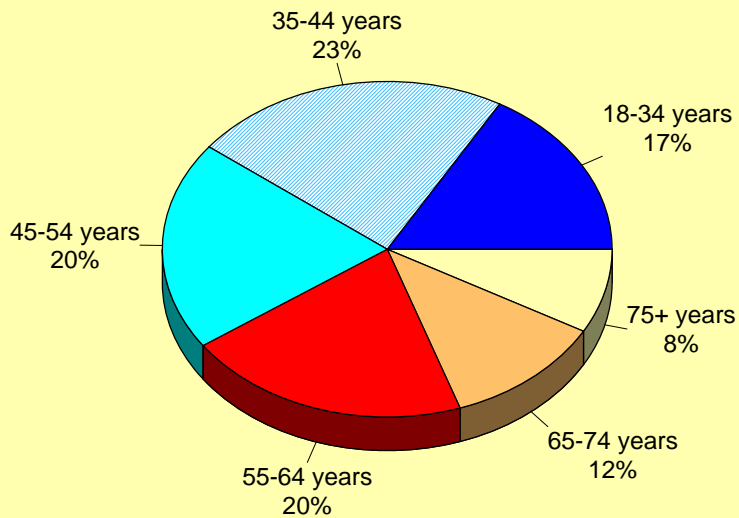
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: What is Your Age?

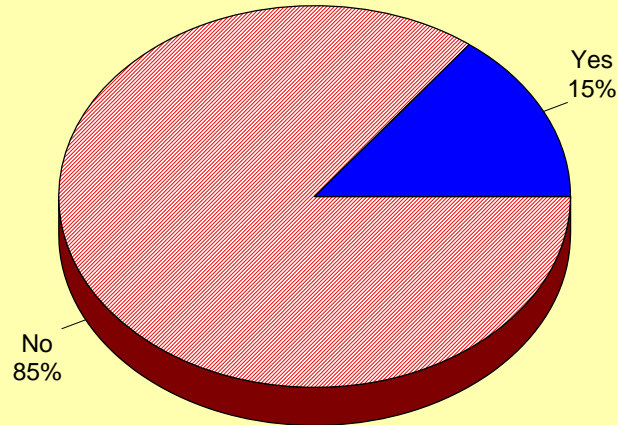
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: Have You Been a Victim of a Crime in the City of Wilmington During the Past Year?

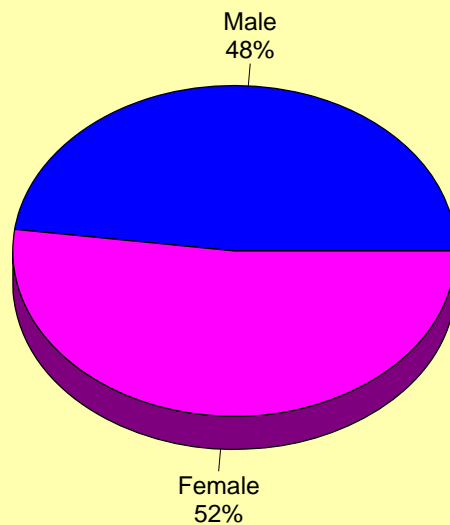
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: Gender

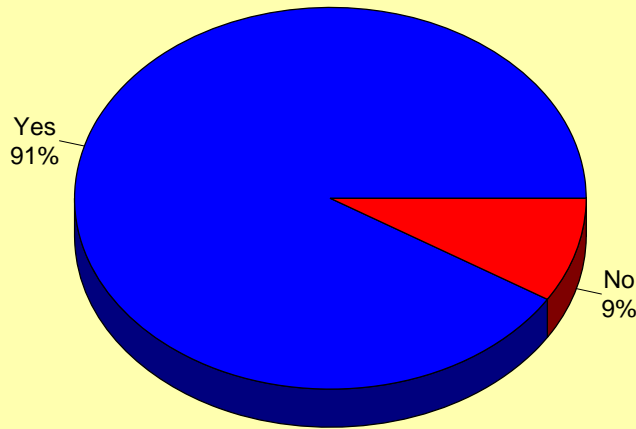
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: Have You Visited Downtown Wilmington During the Past Year?

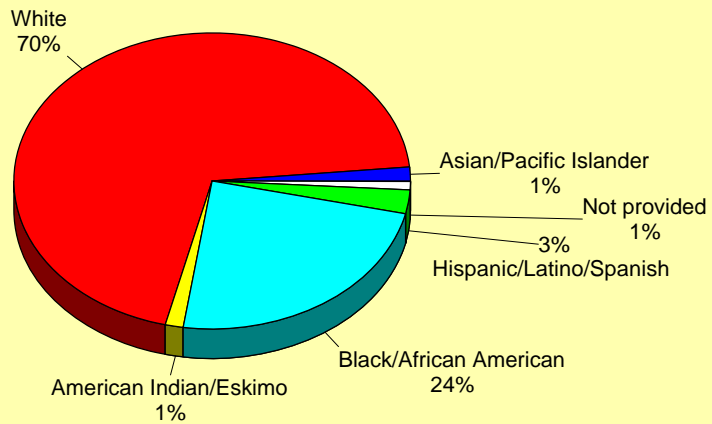
by percentage of respondents



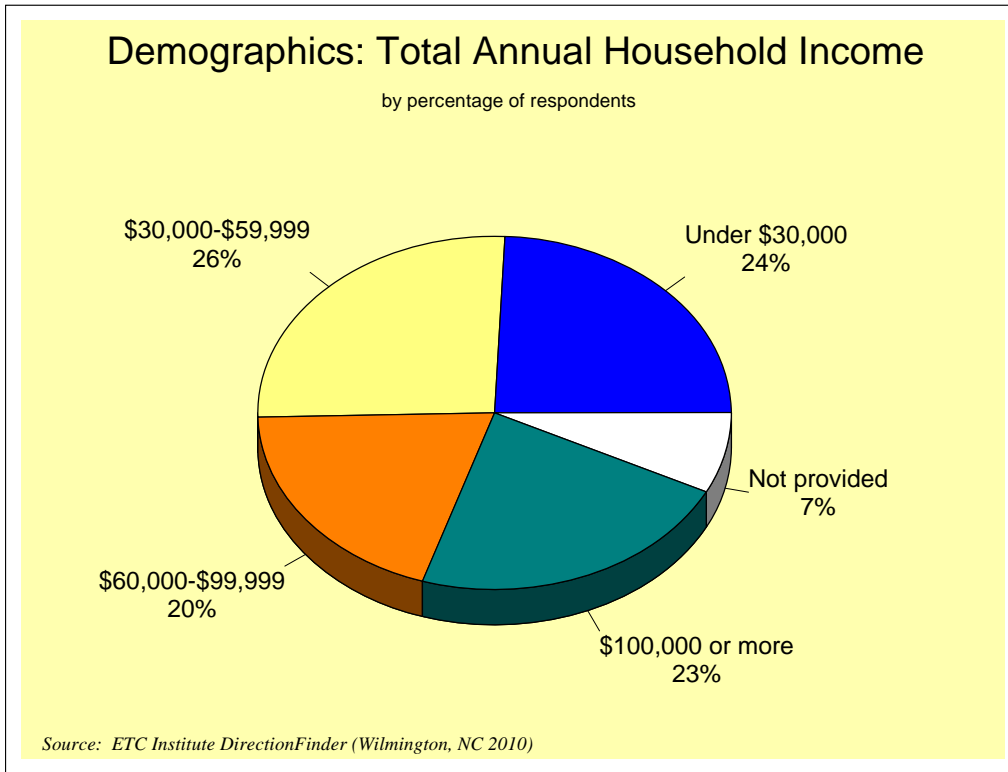
Source: ETC Institute DirectionFinder (Wilmington, NC 2010)

### Demographics: Race/Ethnicity

by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2010)





*Section 2:*  
***GIS Maps***

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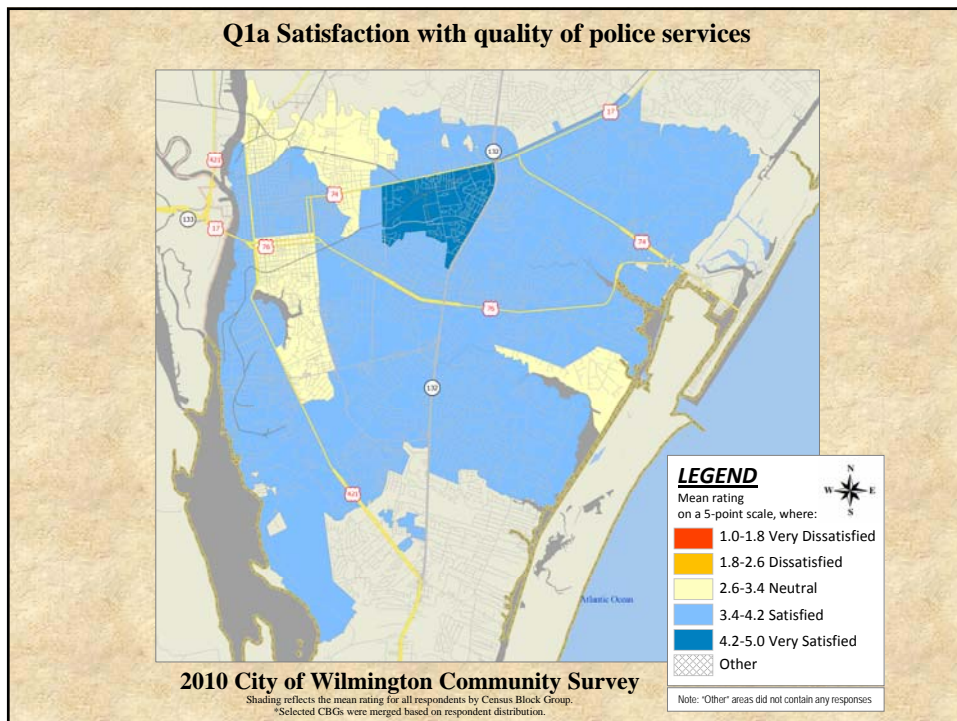
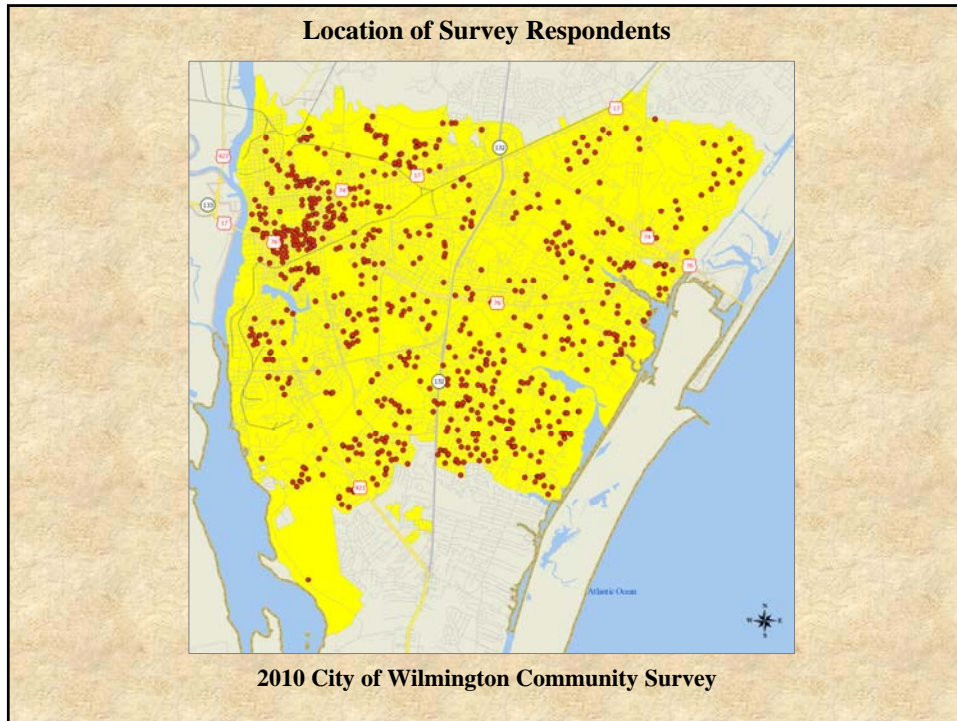
## Interpreting the Maps

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

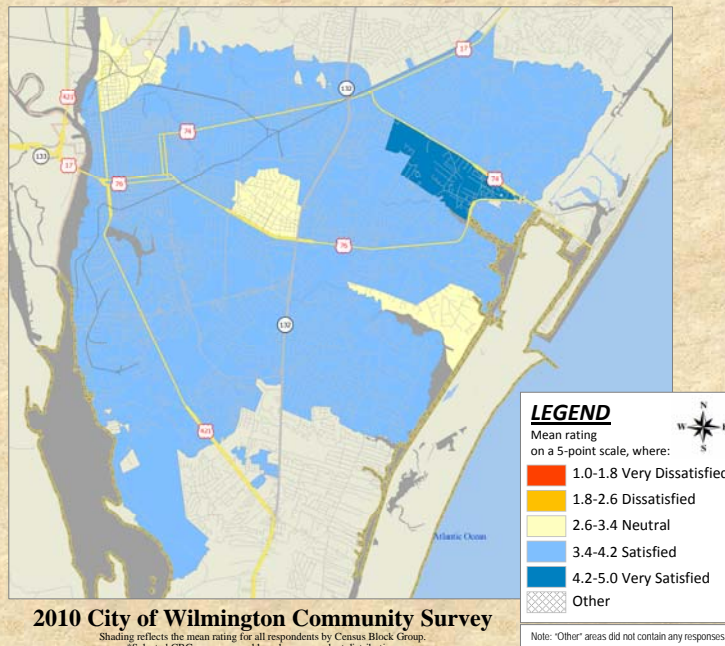
If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

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

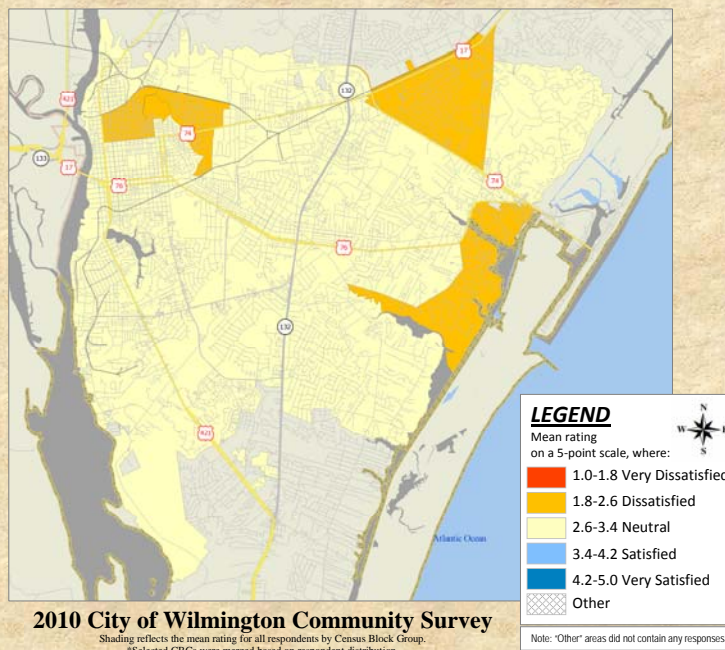
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, “excellent” or “good” responses, “very safe” or “safe” responses, “extremely important” or “very important” responses and higher levels of willingness to support an item depending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



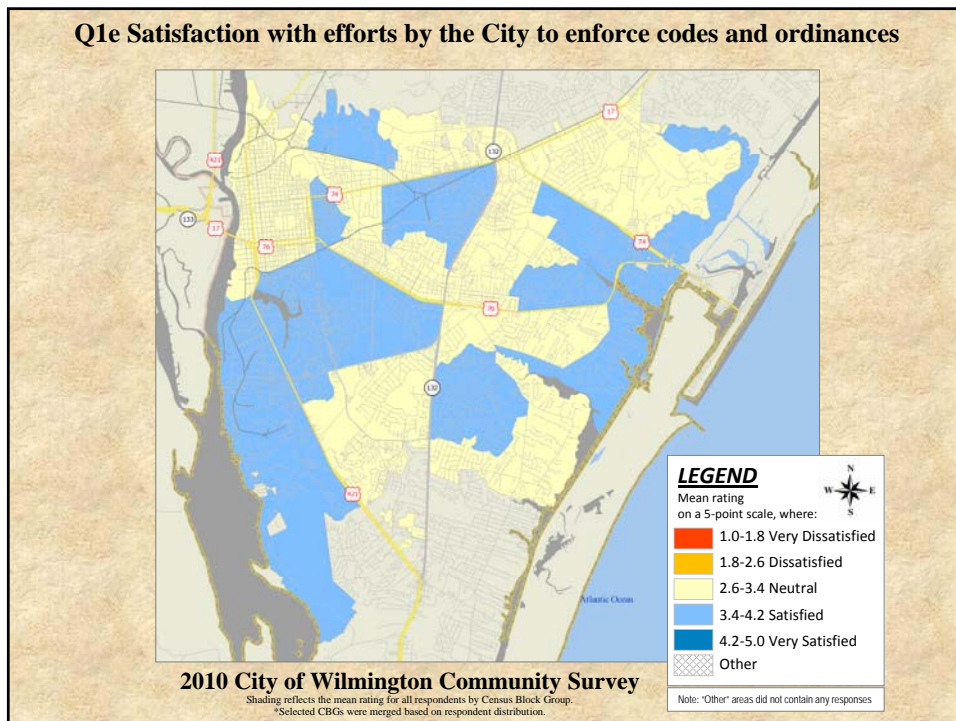
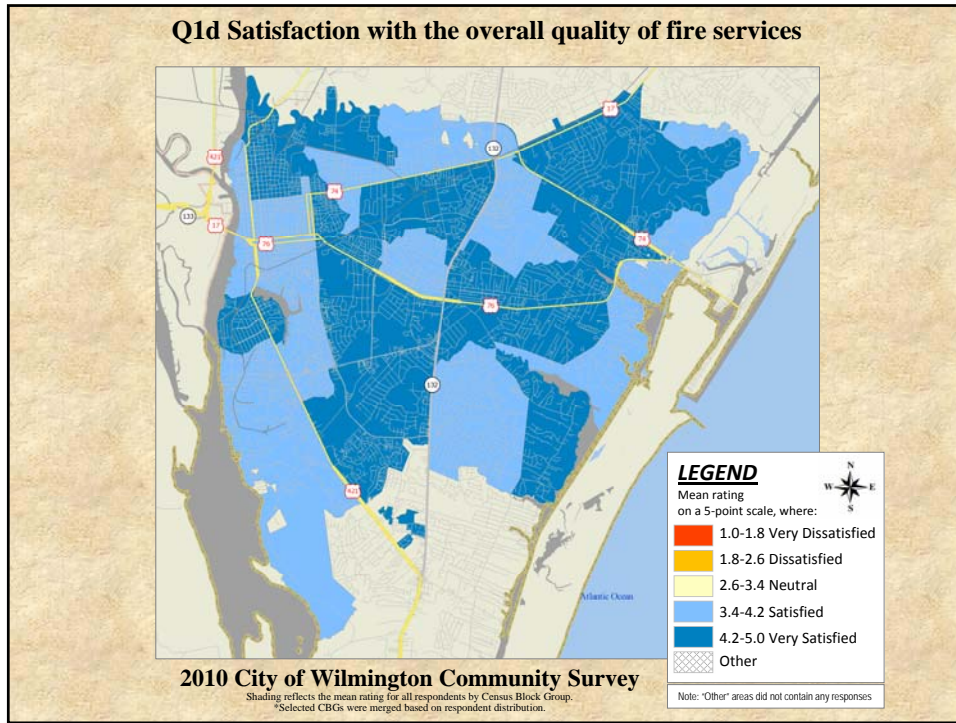
**Q1b Satisfaction with quality of parks & recreation programs and facilities**



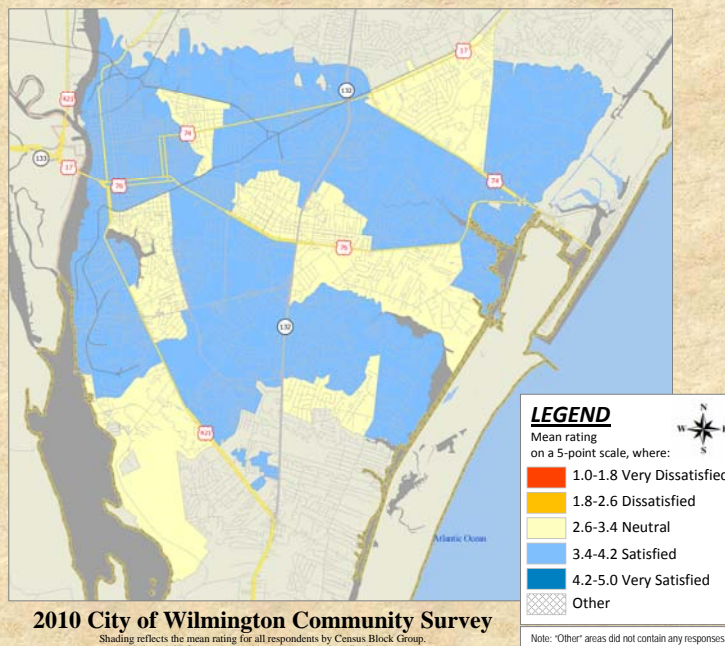
**Q1c Satisfaction with the maintenance of city streets and sidewalks**



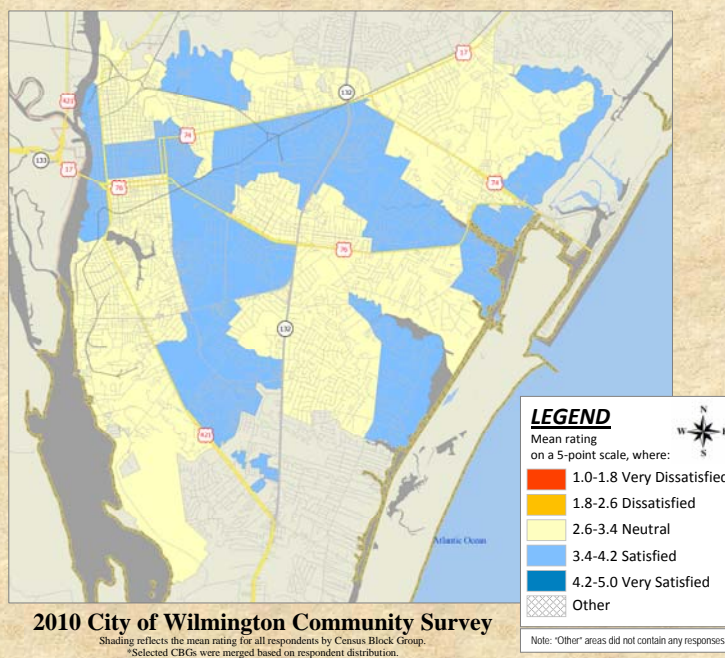




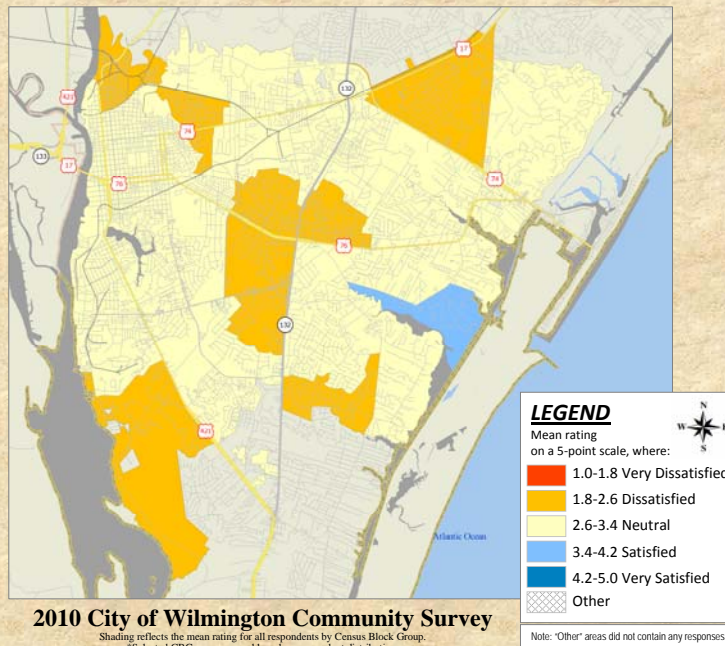
**Q1f Satisfaction with the quality of customer service provided by City employees**



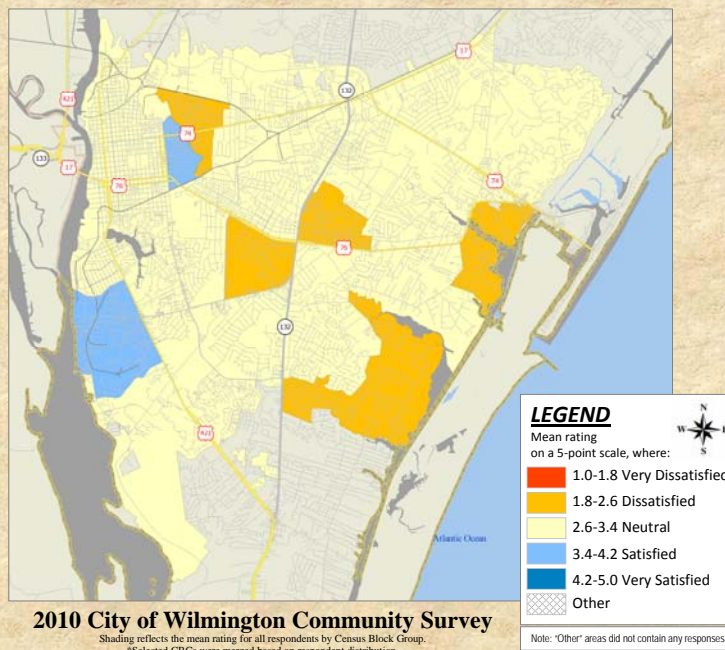
**Q1g Satisfaction with the effectiveness of City communication with the public**



**Q1h Satisfaction with the management of traffic flow on City streets**

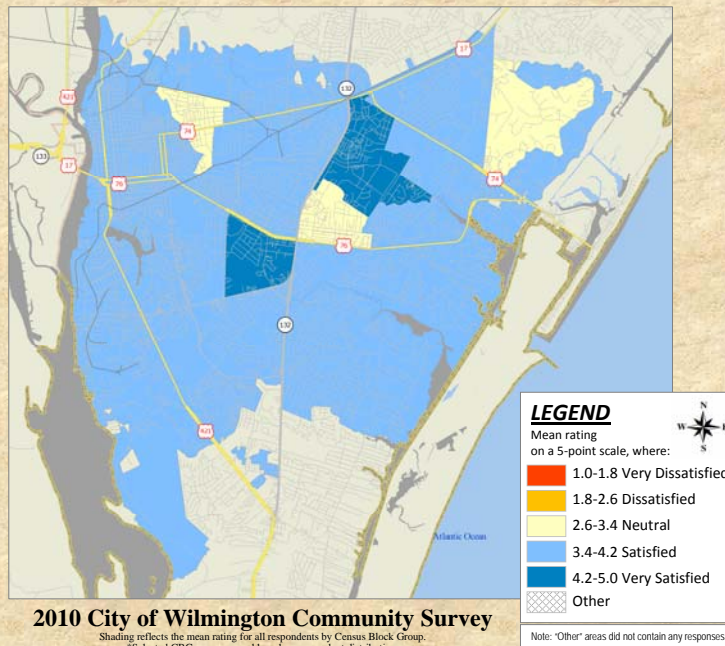


**Q1i Satisfaction with the management of stormwater runoff**

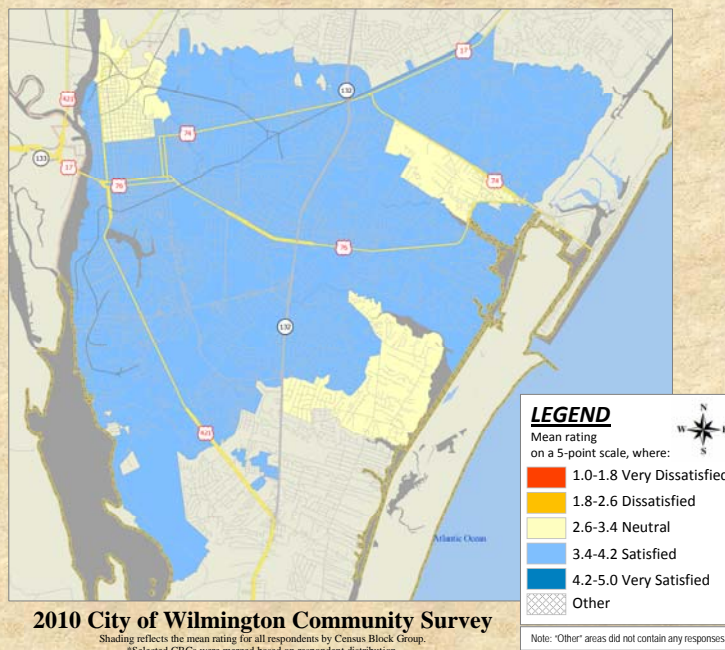




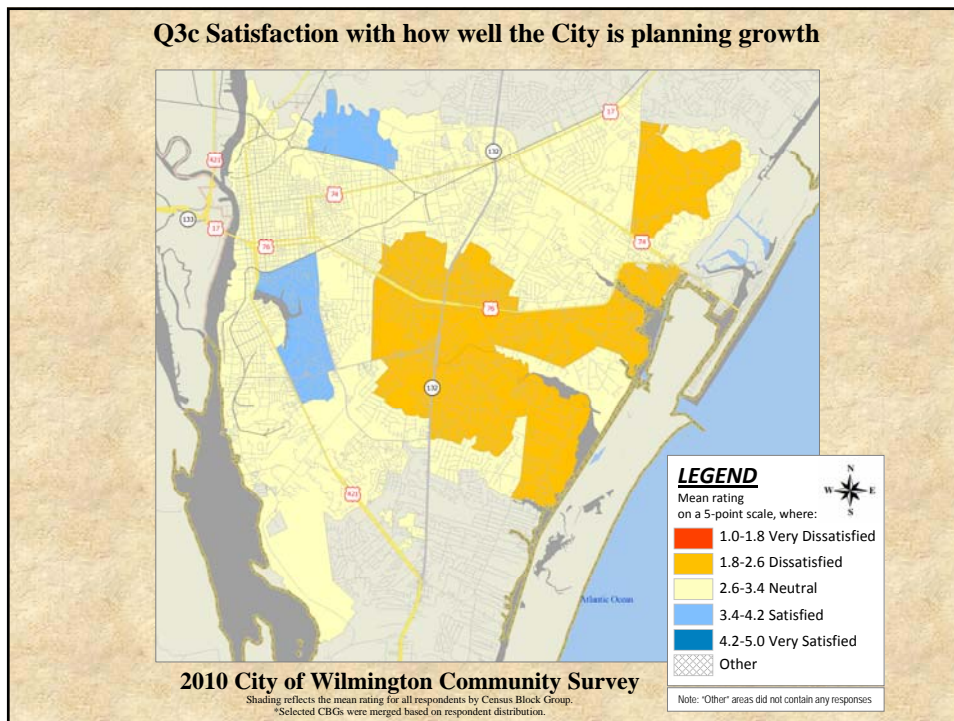
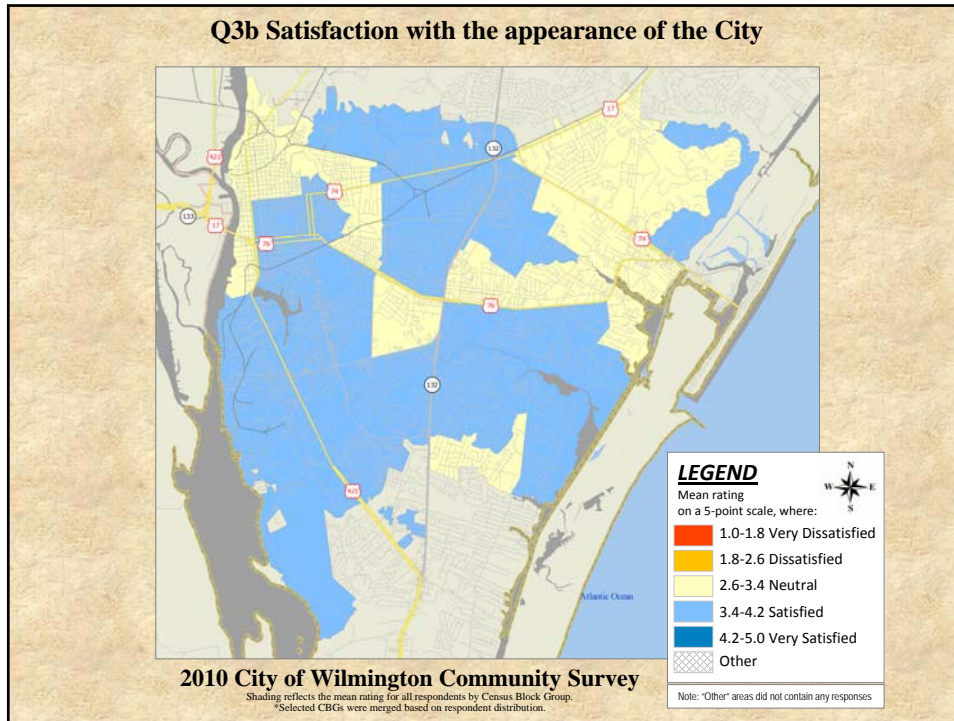
**Q1j Satisfaction with trash, recycling and yard waste collection services**

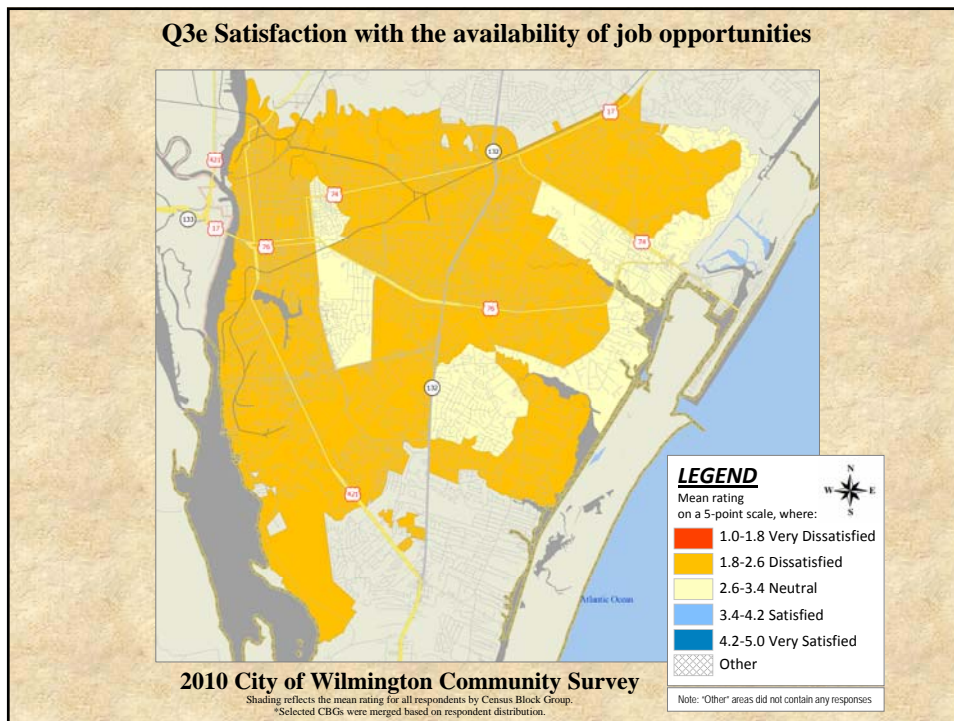
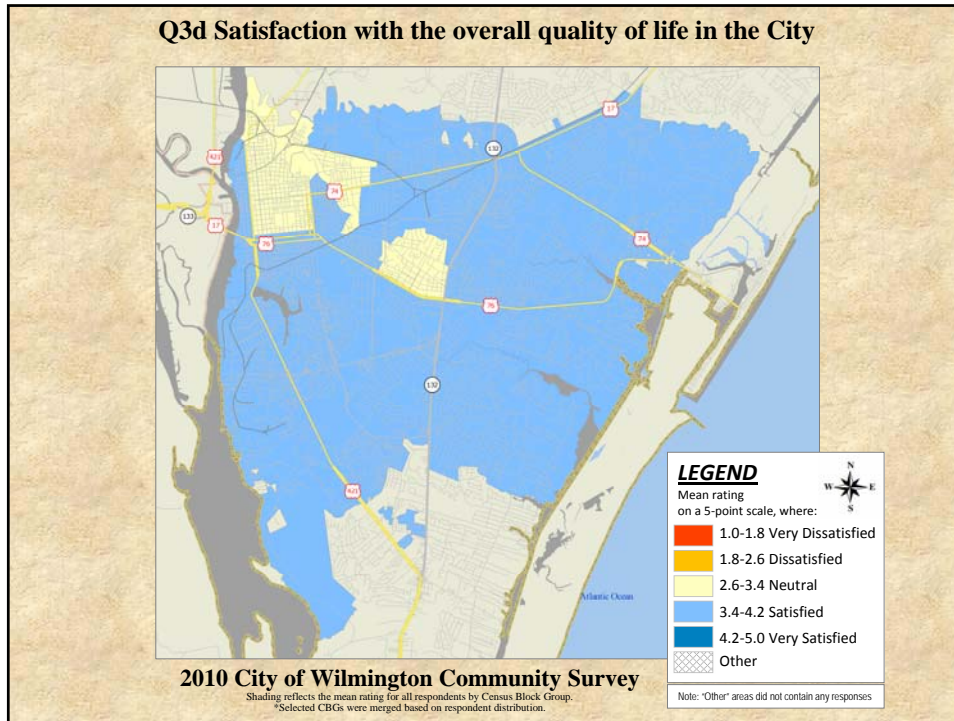


**Q3a Satisfaction with the overall quality of services provided by the City**

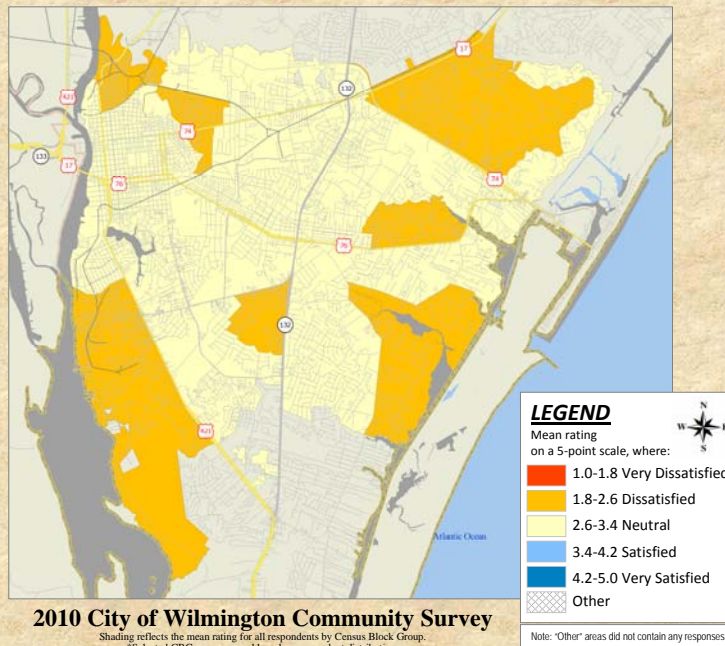




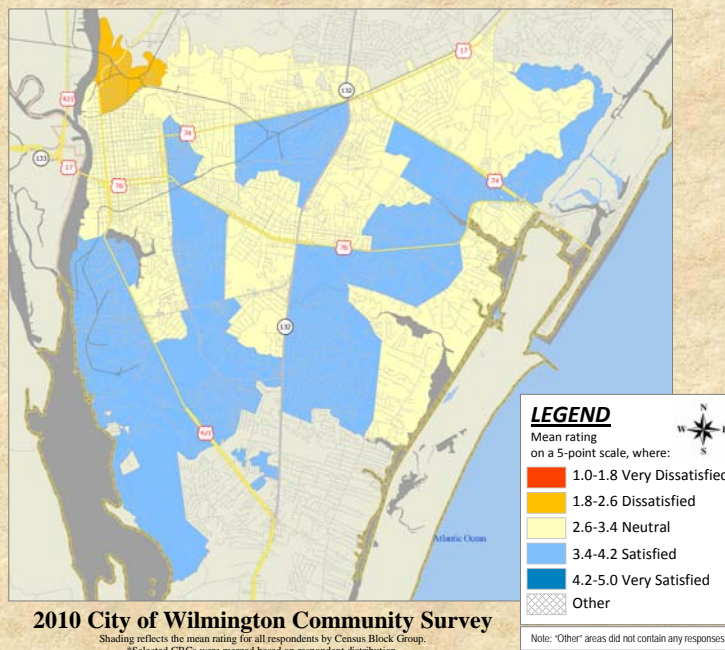




**Q3f Satisfaction with the overall value received for City taxes and fees**

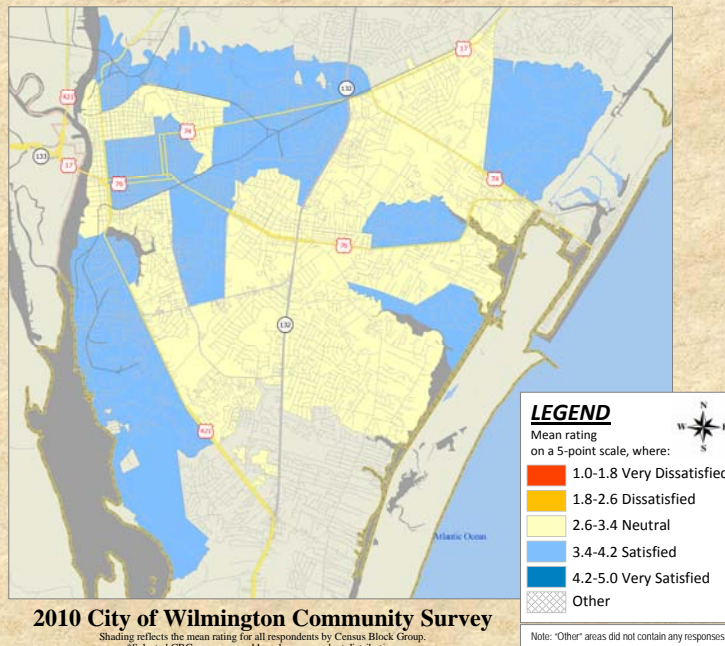


**Q4a Satisfaction with the City's efforts to prevent crimes**

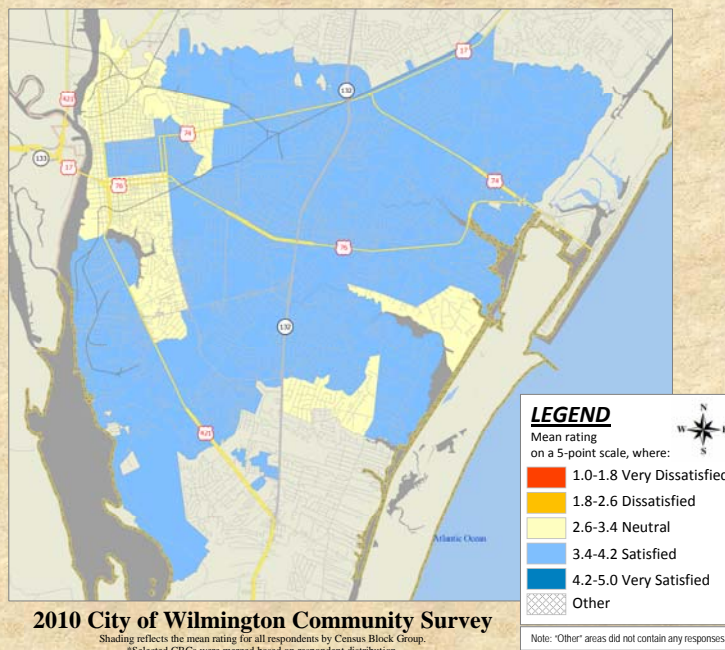




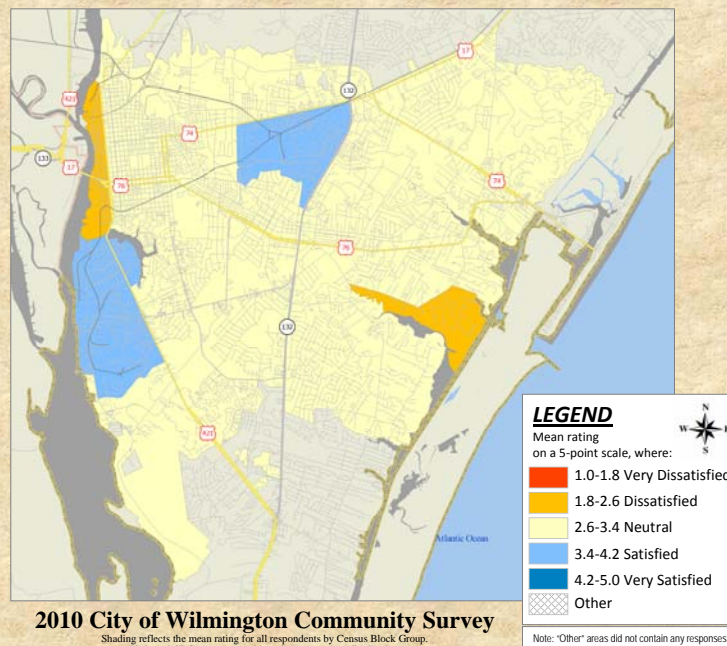
**Q4b Satisfaction with the enforcement of local traffic laws**



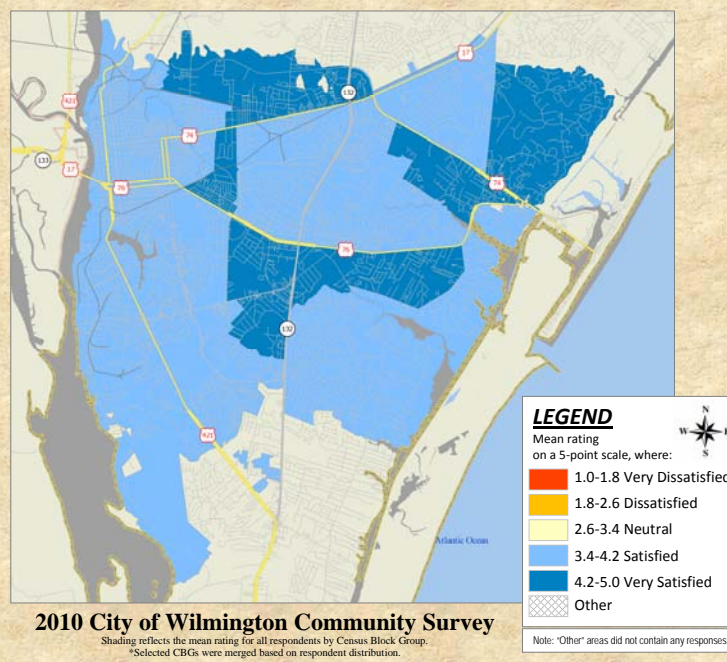
**Q4c Satisfaction with how quickly police respond to emergencies**



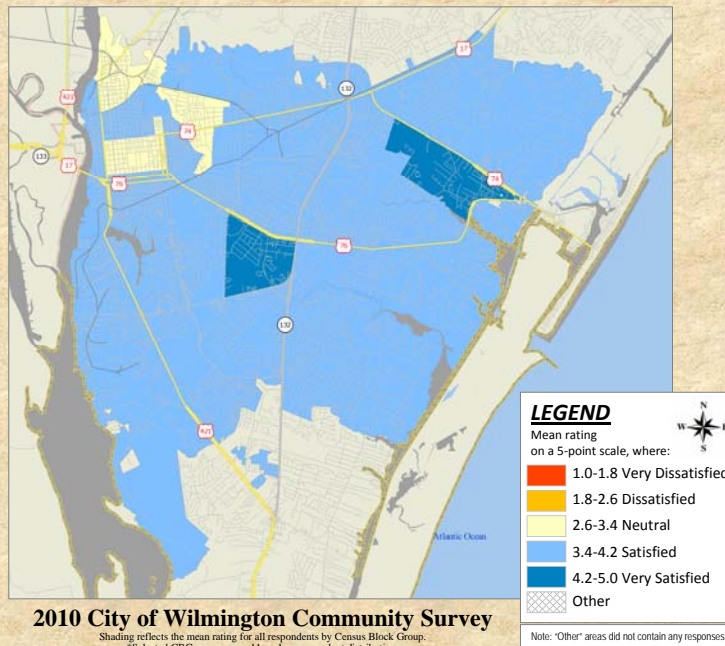
**Q4d Satisfaction with the frequency that police officers patrol neighborhoods**



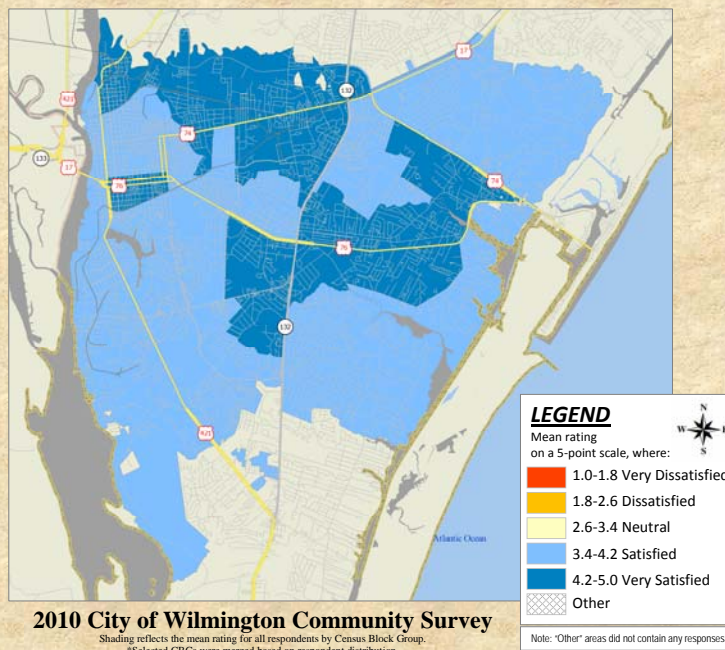
**Q4e Satisfaction with the quality of fire protection services**



**Q4f Satisfaction with the City's fire prevention and education programs**

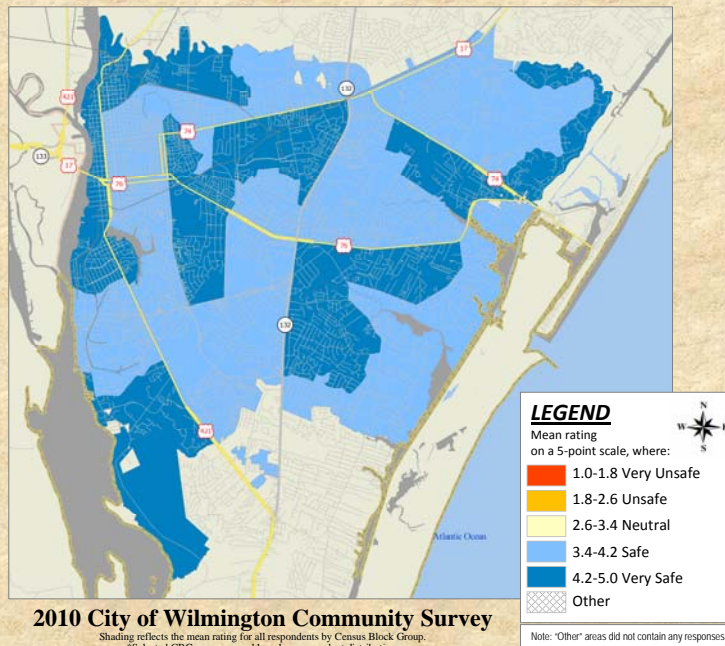


**Q4g Satisfaction with how quickly fire personnel respond to emergencies**

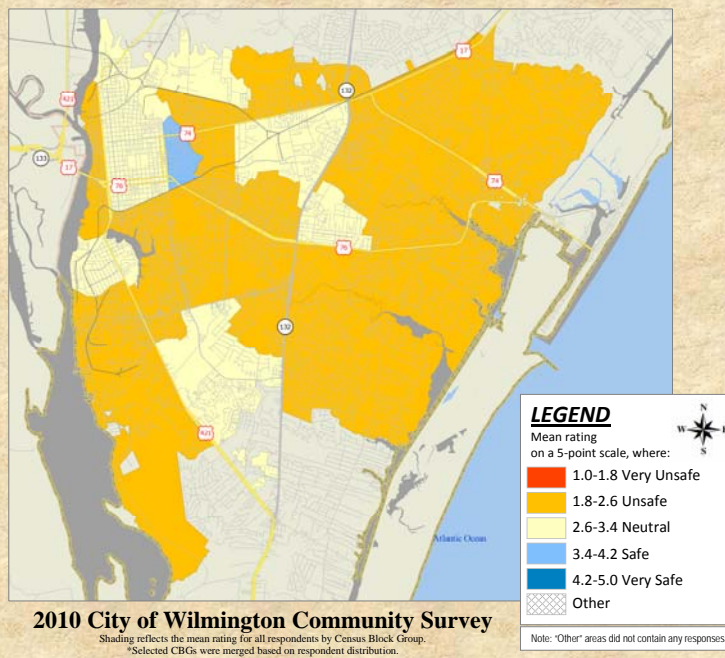


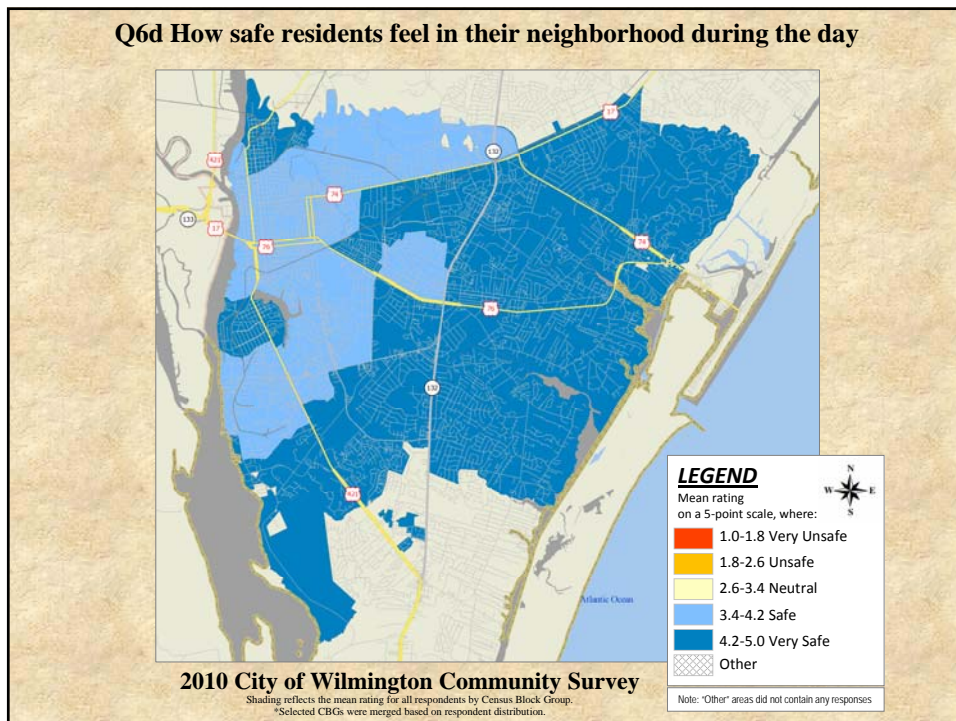
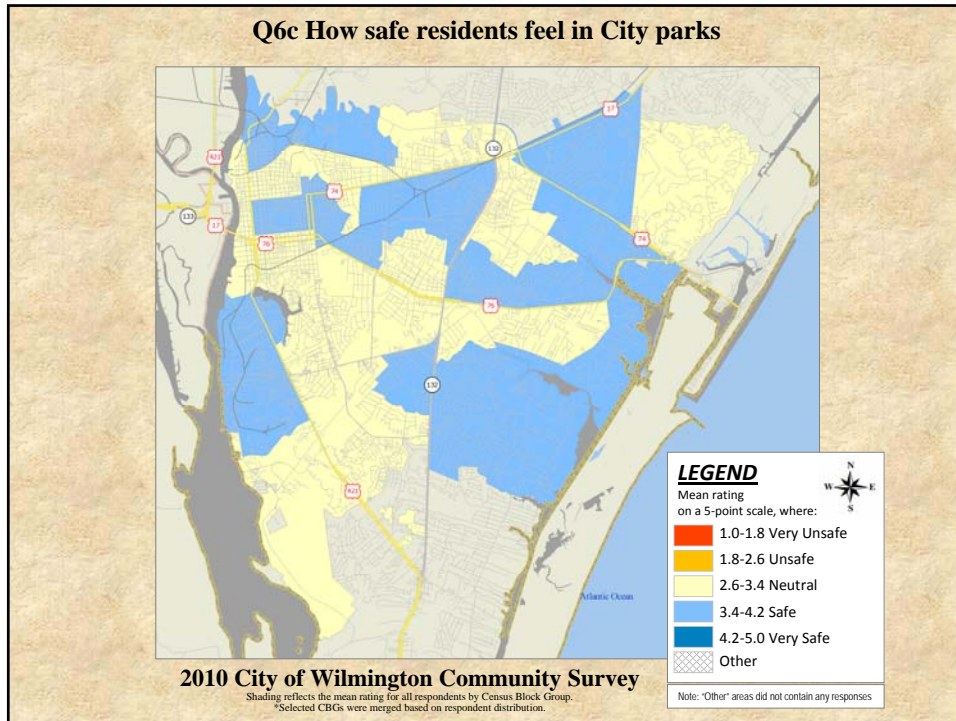


**Q6a How safe residents feel in downtown Wilmington during the day**



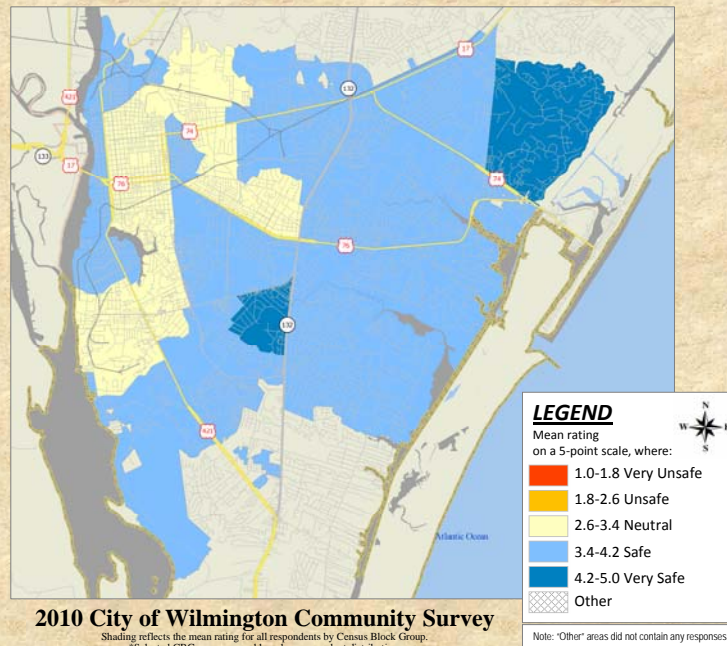
**Q6b How safe residents feel in downtown Wilmington at night**



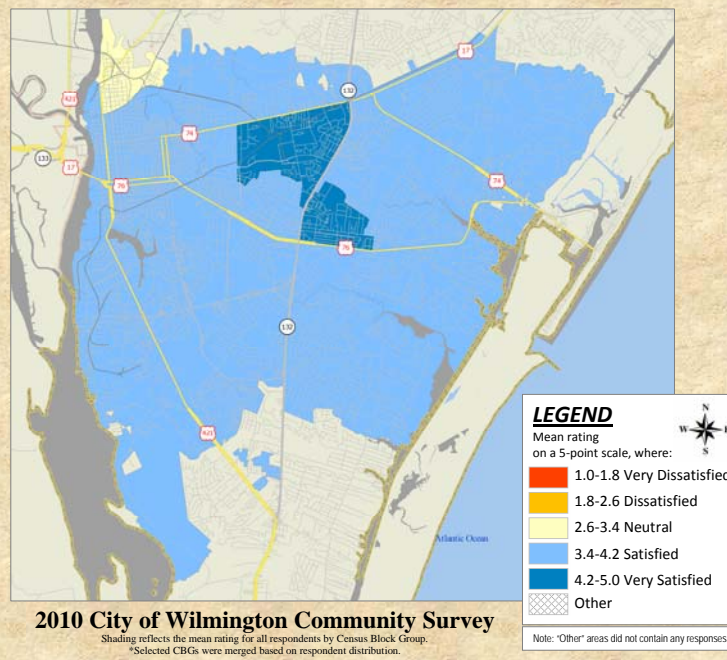


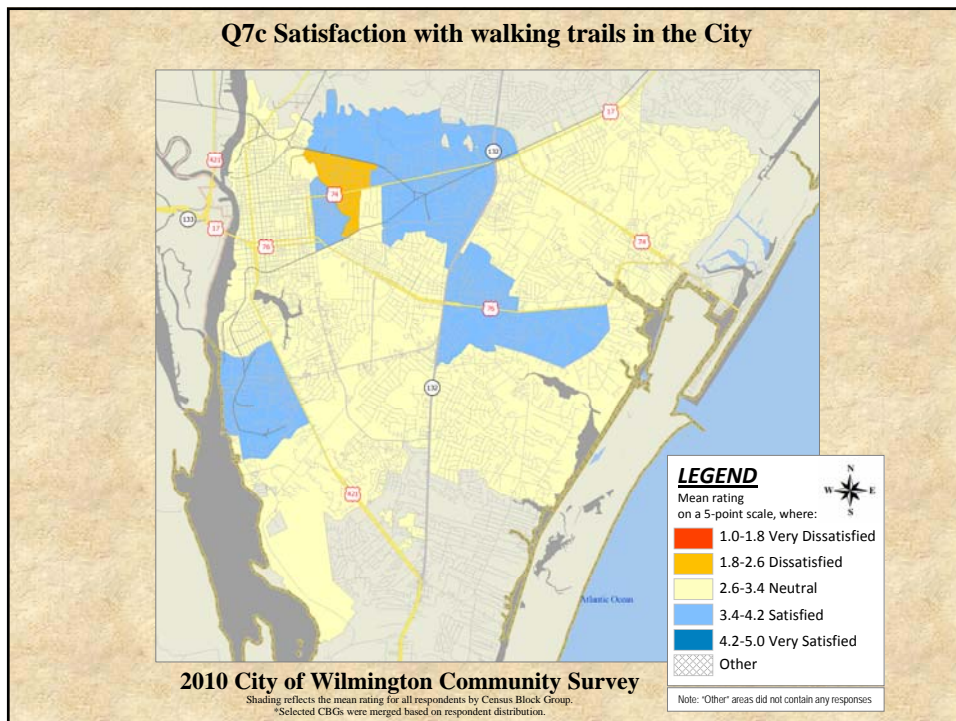
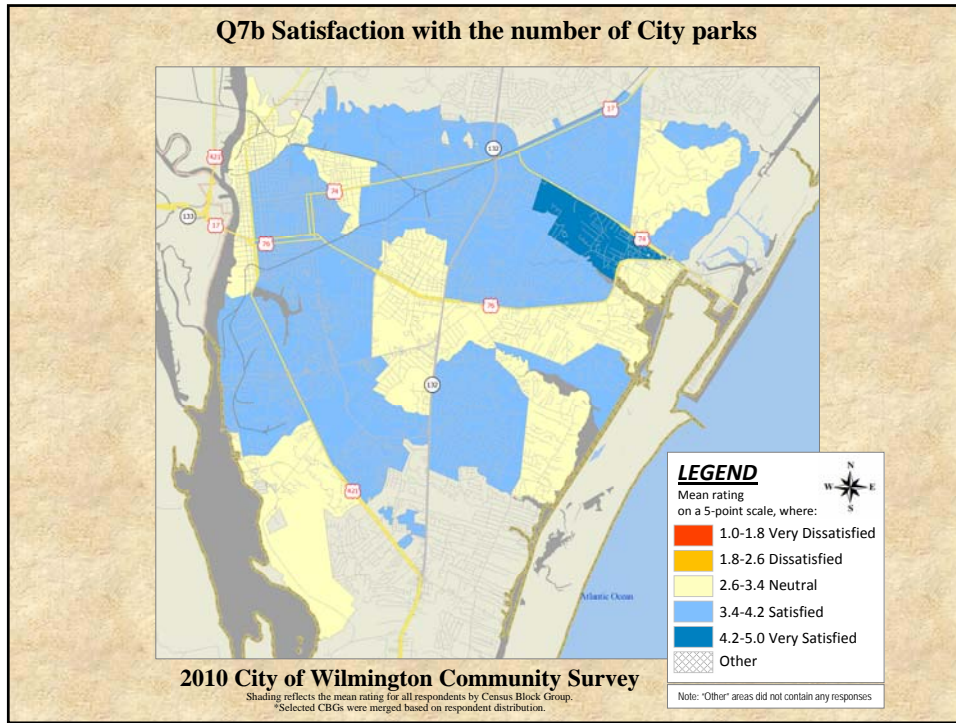


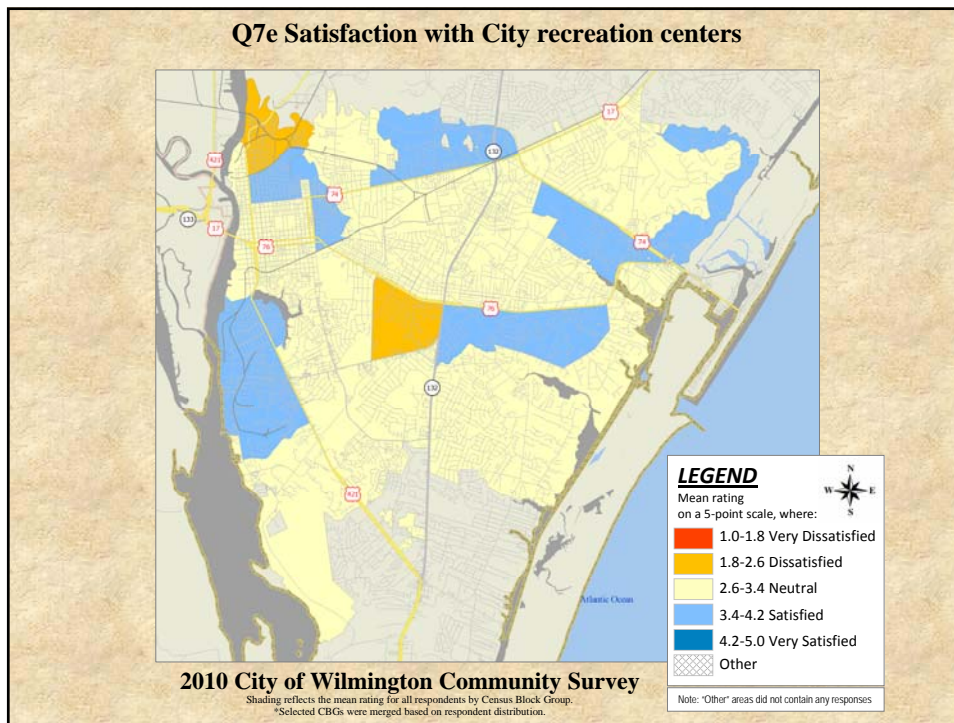
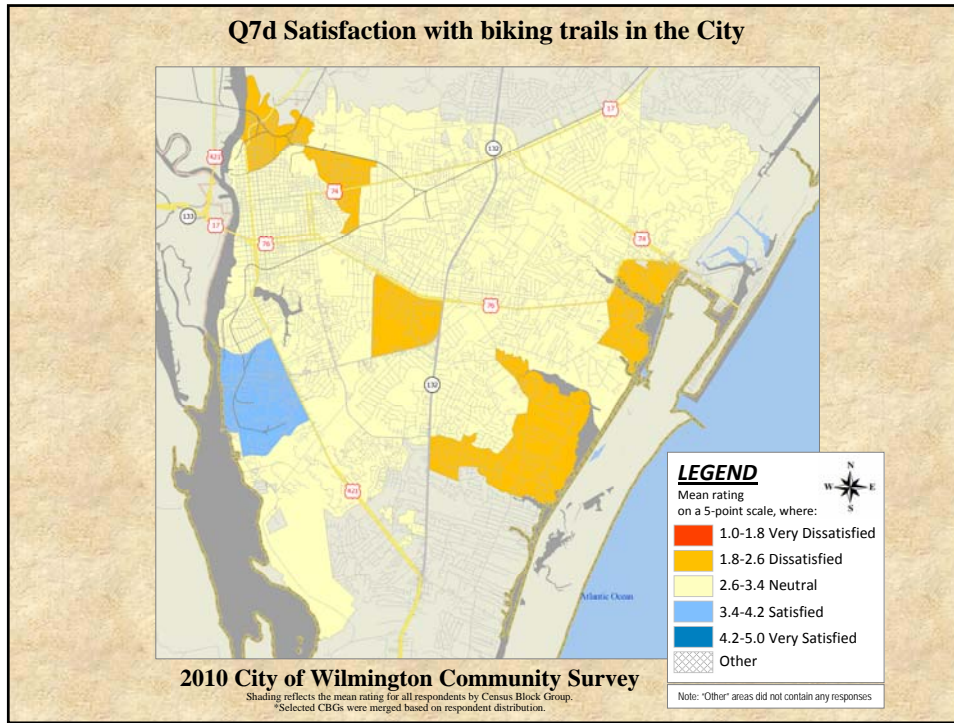
**Q6e How safe residents feel in their neighborhood at night**



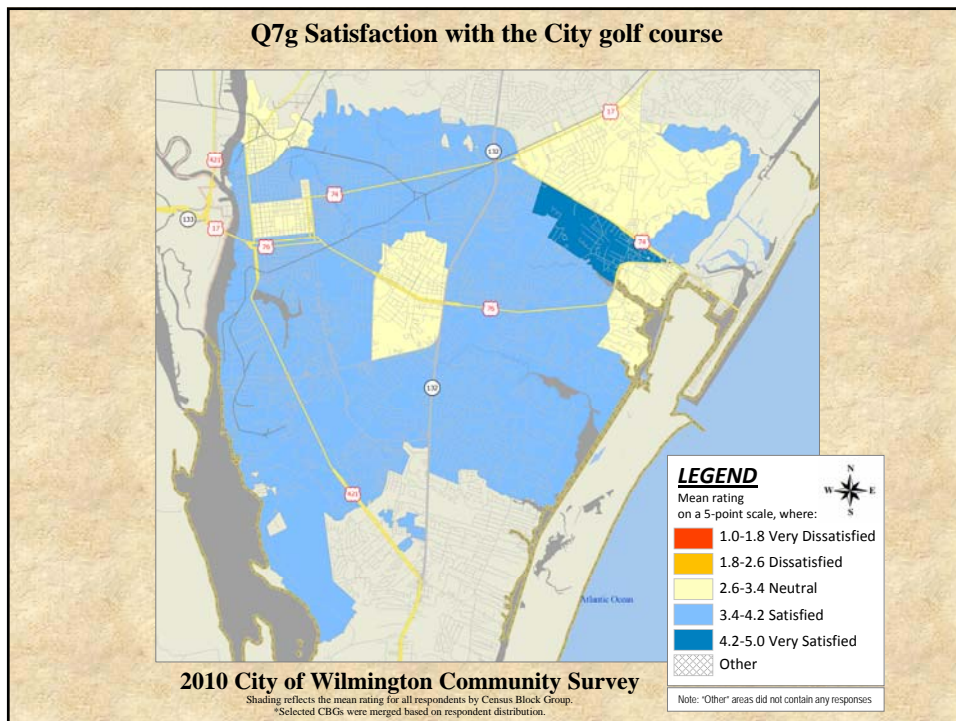
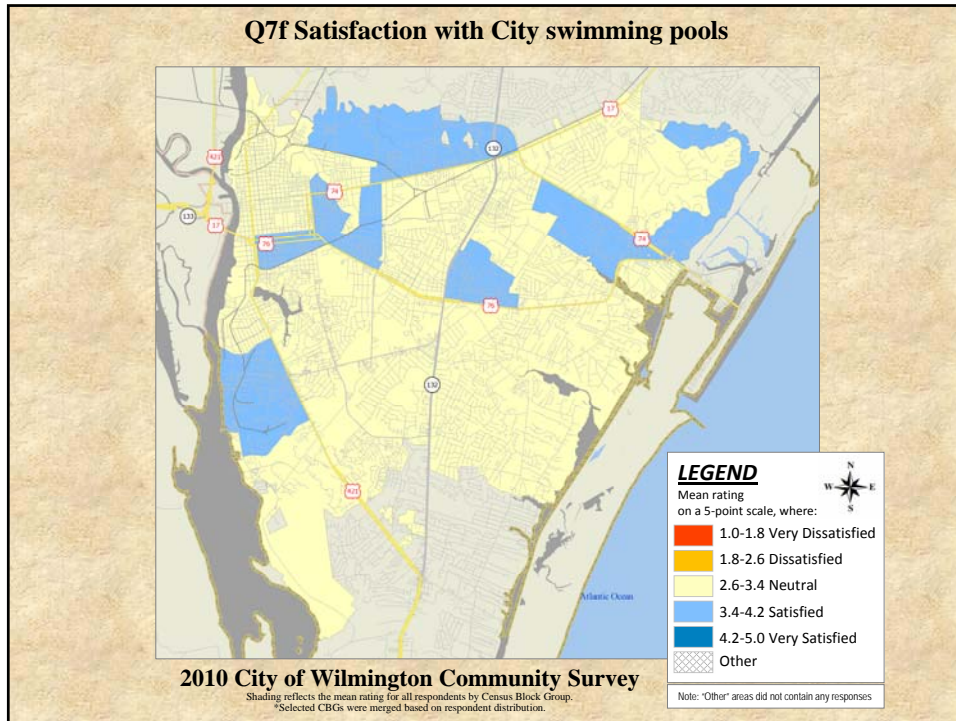
**Q7a Satisfaction with the maintenance and appearance of existing City parks**



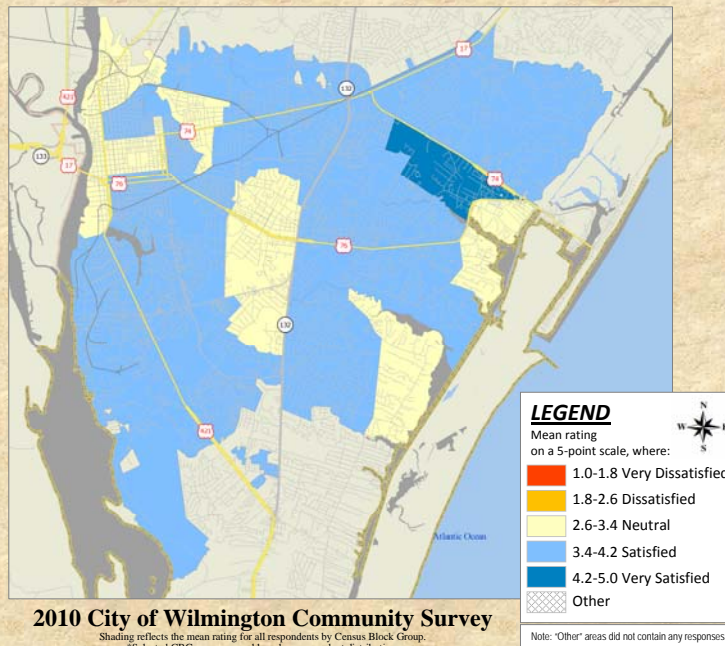




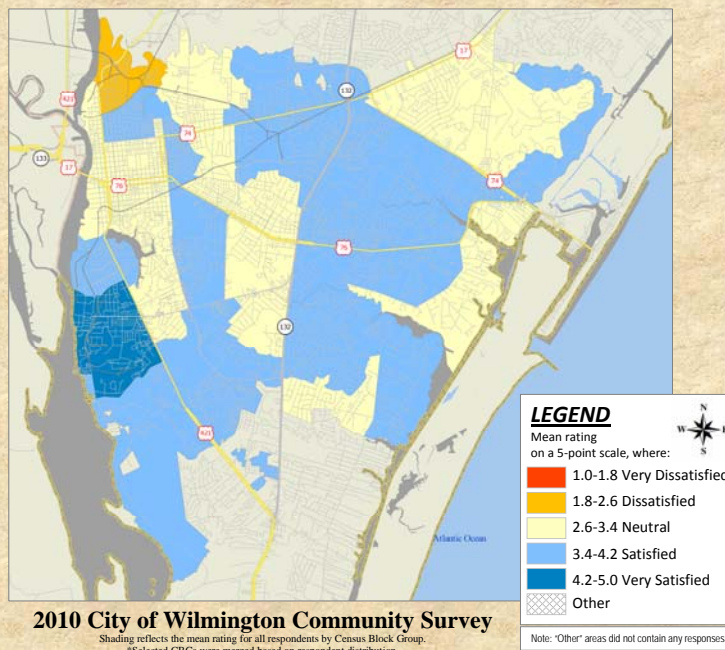




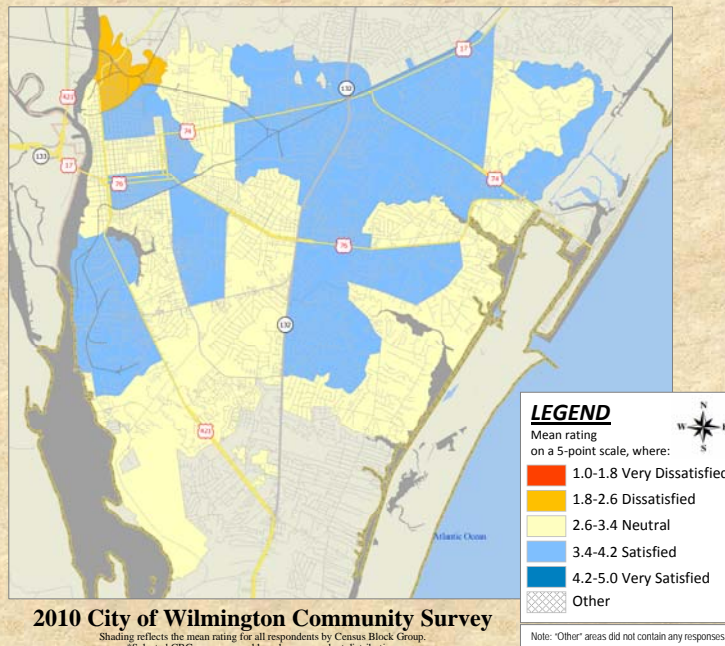
**Q7h Satisfaction with the quality of outdoor athletic facilities**



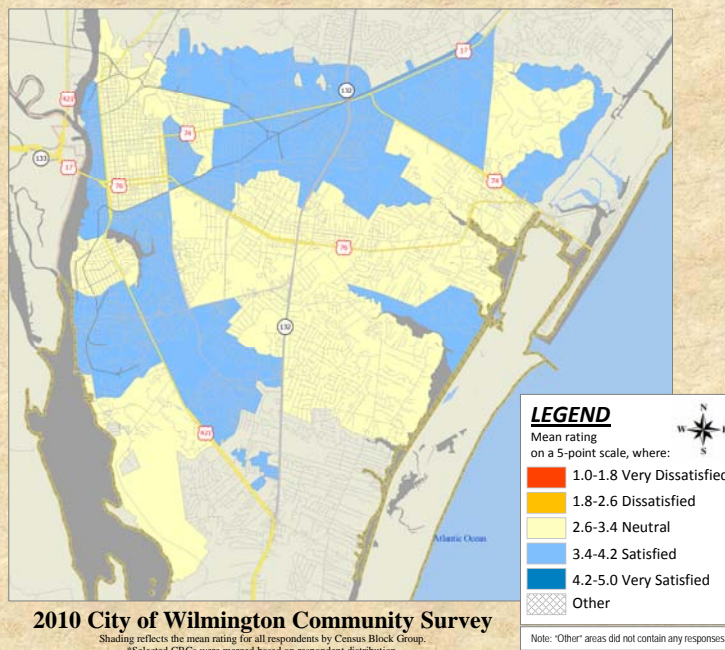
**Q7i Satisfaction with the quality of City recreation programs and classes**



**Q7j Satisfaction with the variety of recreation programs and classes offered**

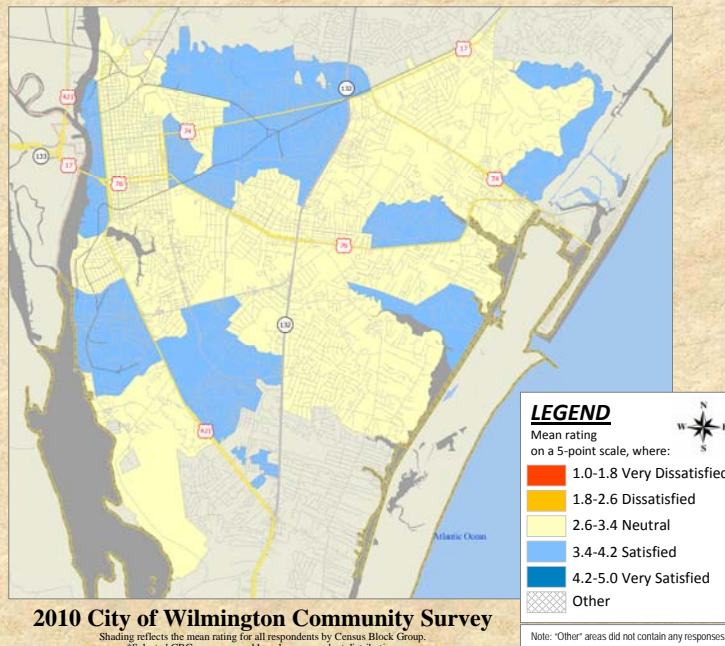


**Q9a Satisfaction with the availability of info about City programs and services**

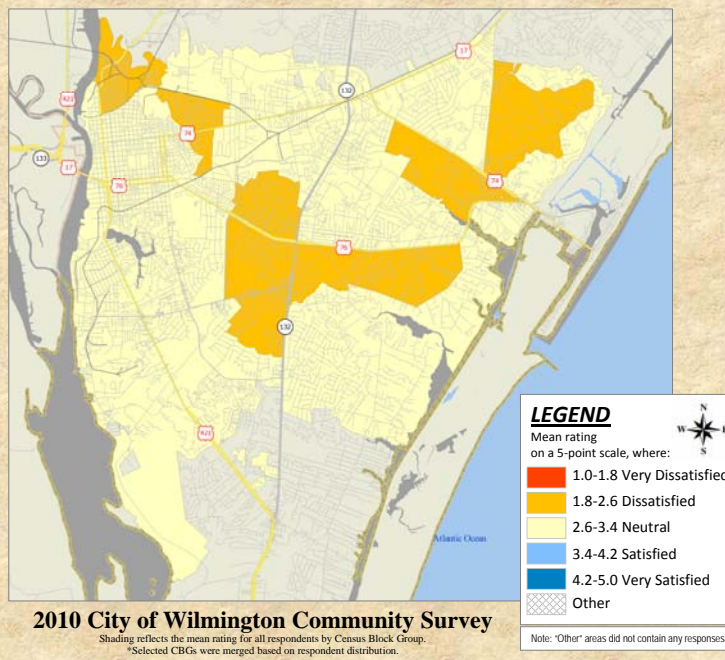




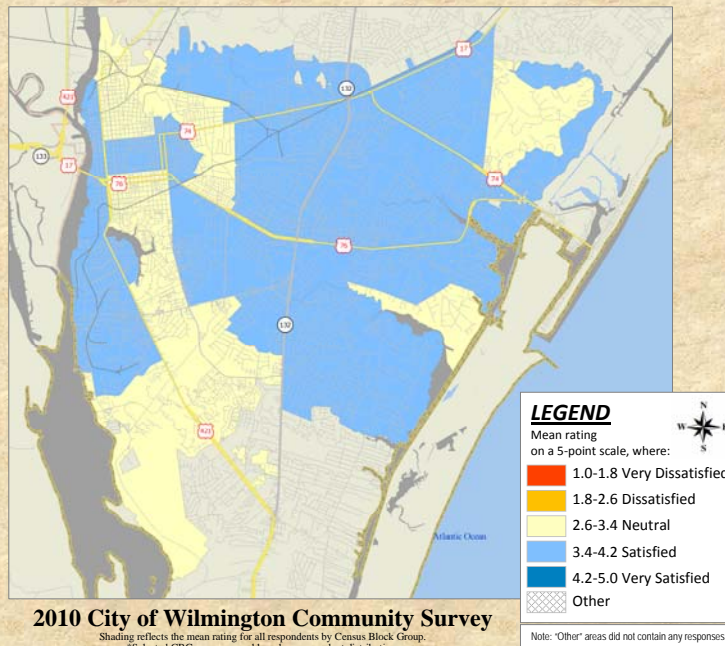
**Q9b Satisfaction with City efforts to keep resident informed about local issues**



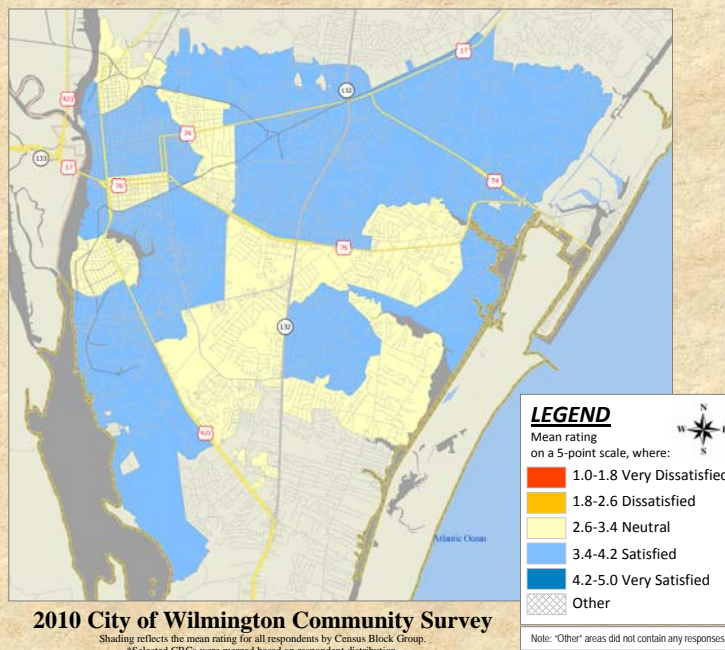
**Q9c Satisfaction with the level of public involvement in City decision-making**



**Q9d Satisfaction with the quality of the City's cable television channel**

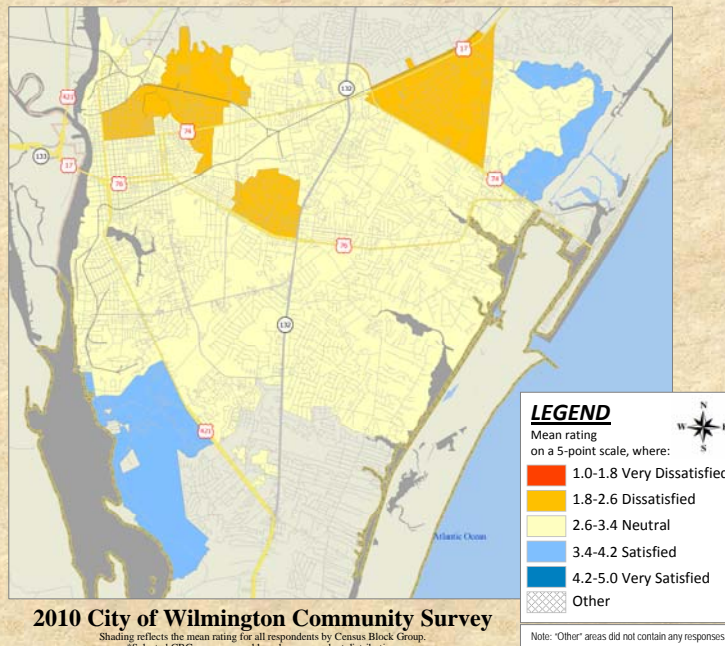


**Q9e Satisfaction with the usefulness of the info available on the City's website**

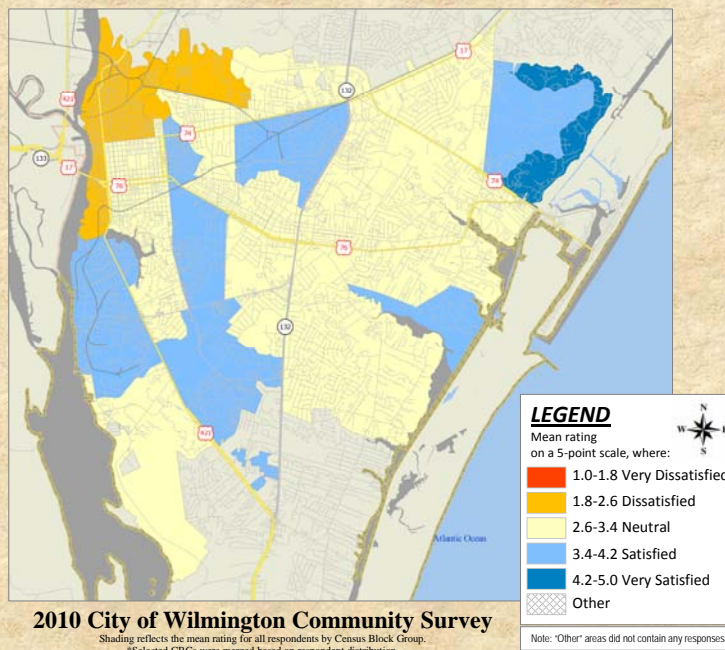




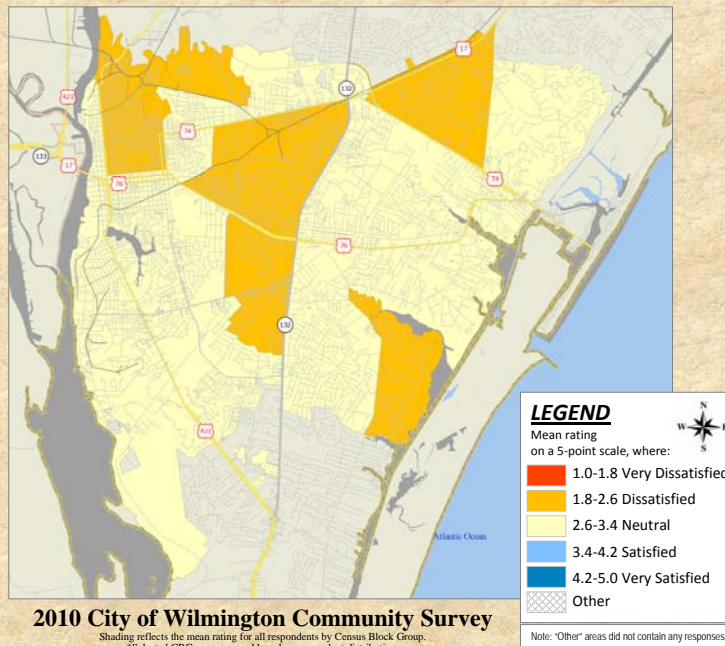
**Q12a Satisfaction with the maintenance of major City streets**



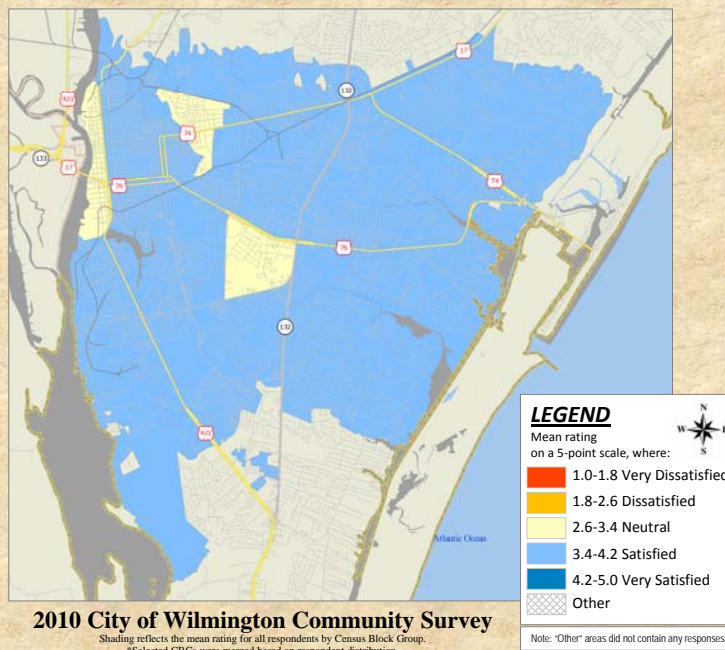
**Q12b Satisfaction with the maintenance of neighborhood streets**



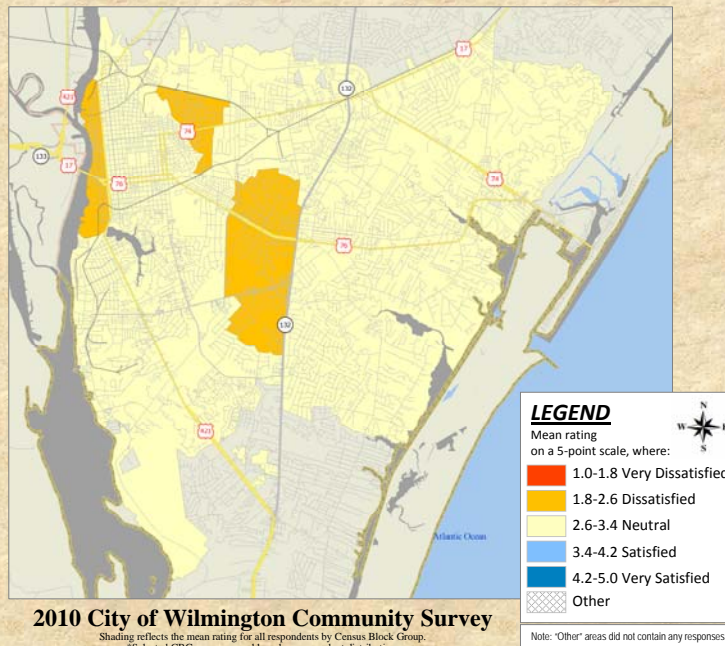
**Q12c Satisfaction with how quickly street repairs are made**



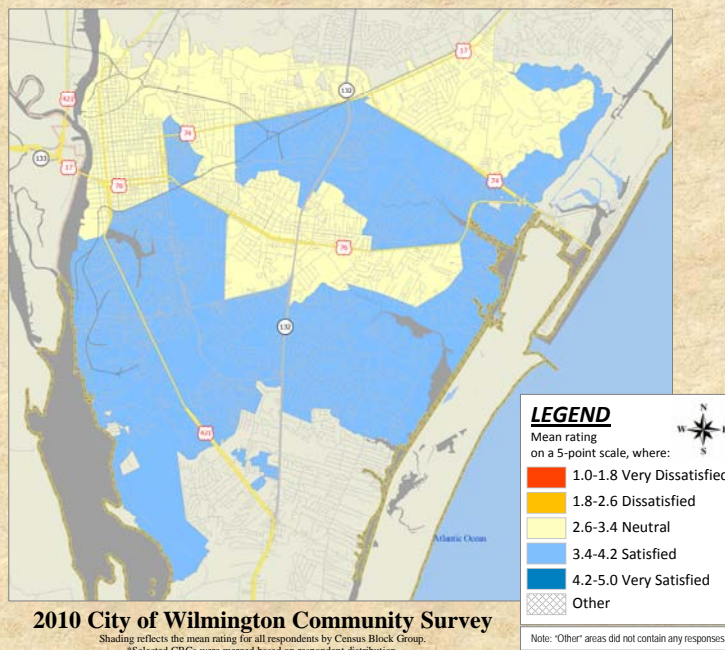
**Q12d Satisfaction with the condition of street signs and traffic signals**



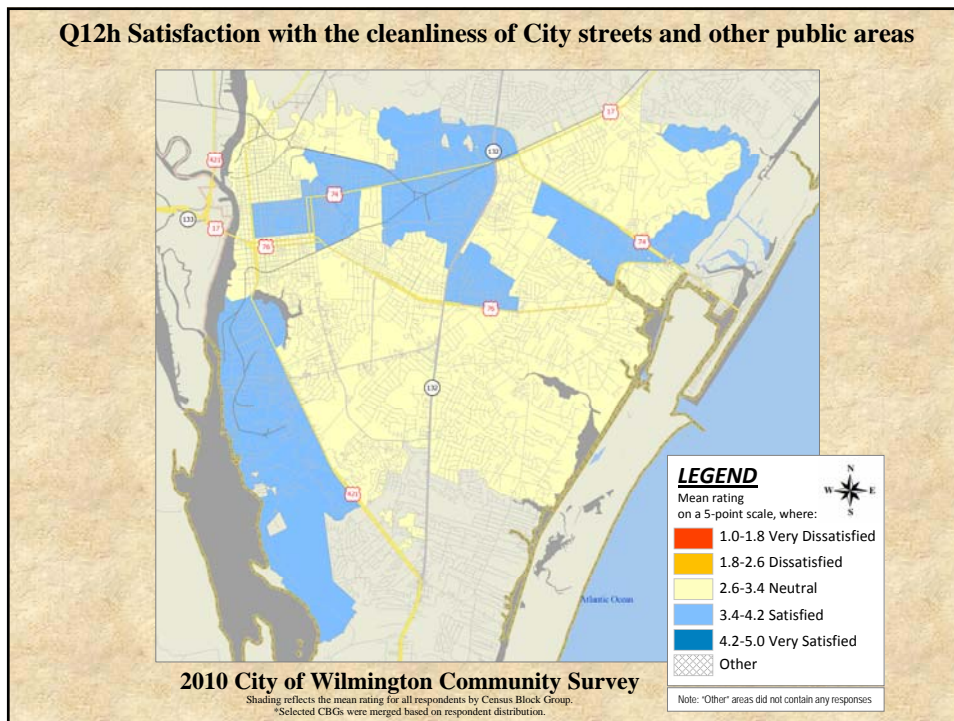
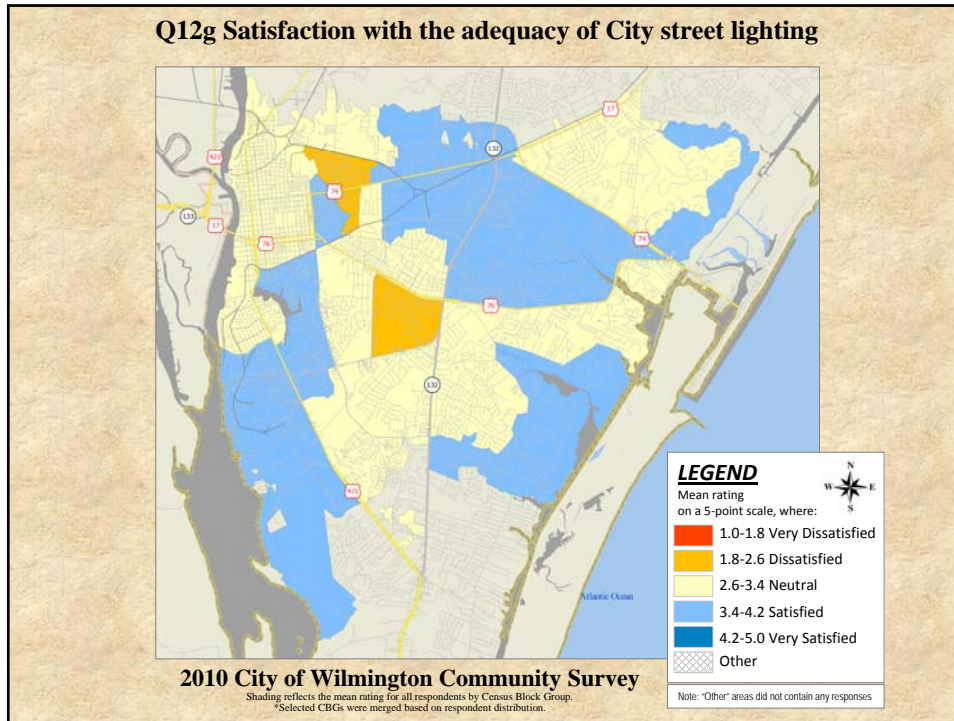
**Q12e Satisfaction with the timing of traffic signals in the City**

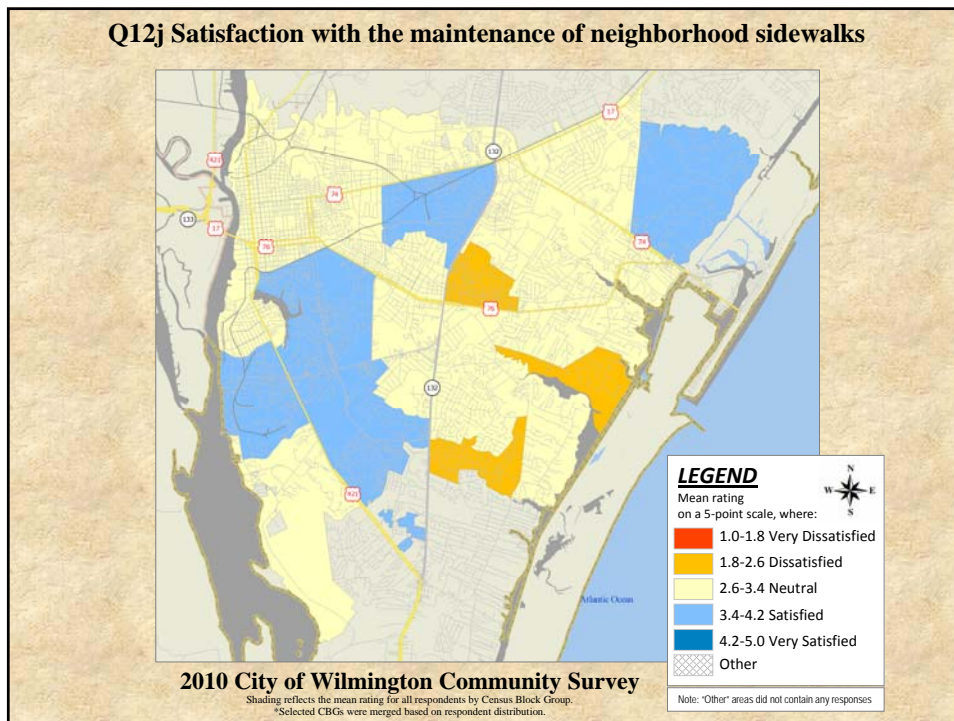
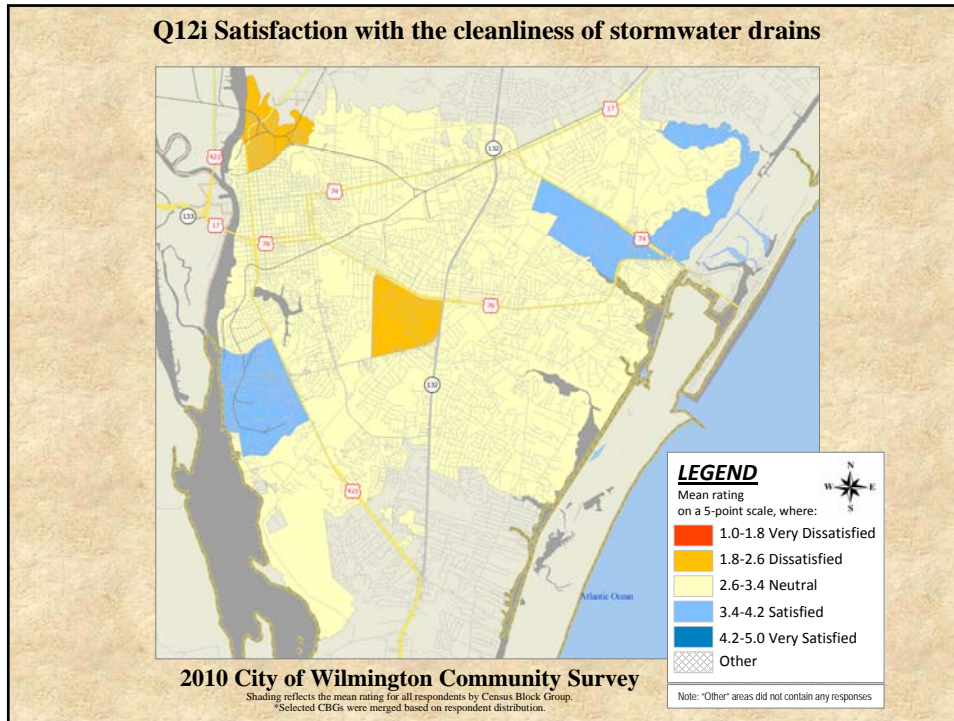


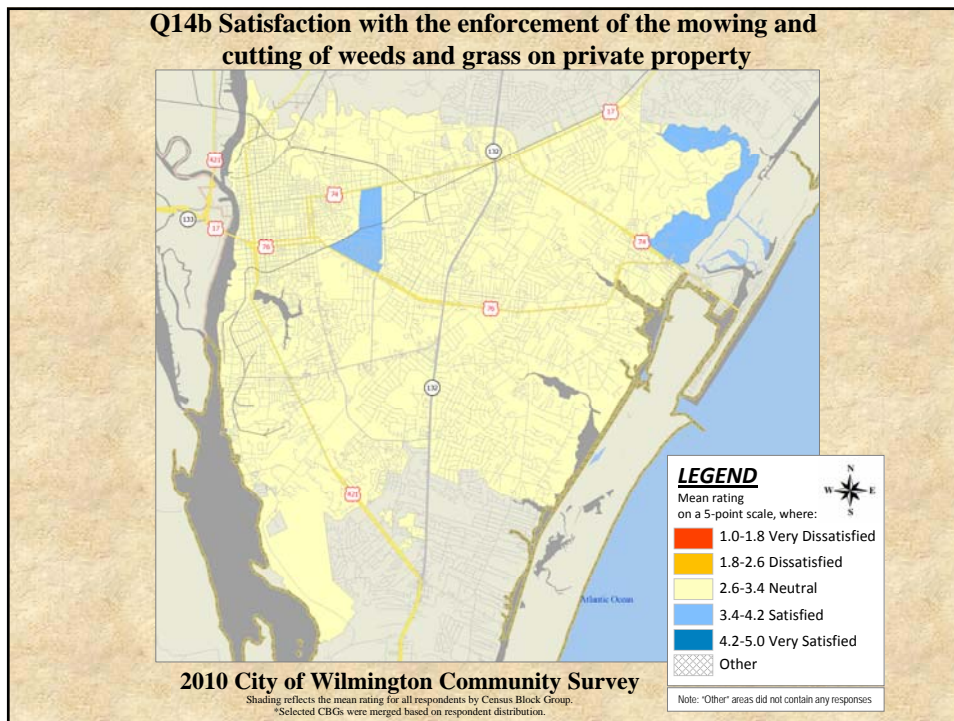
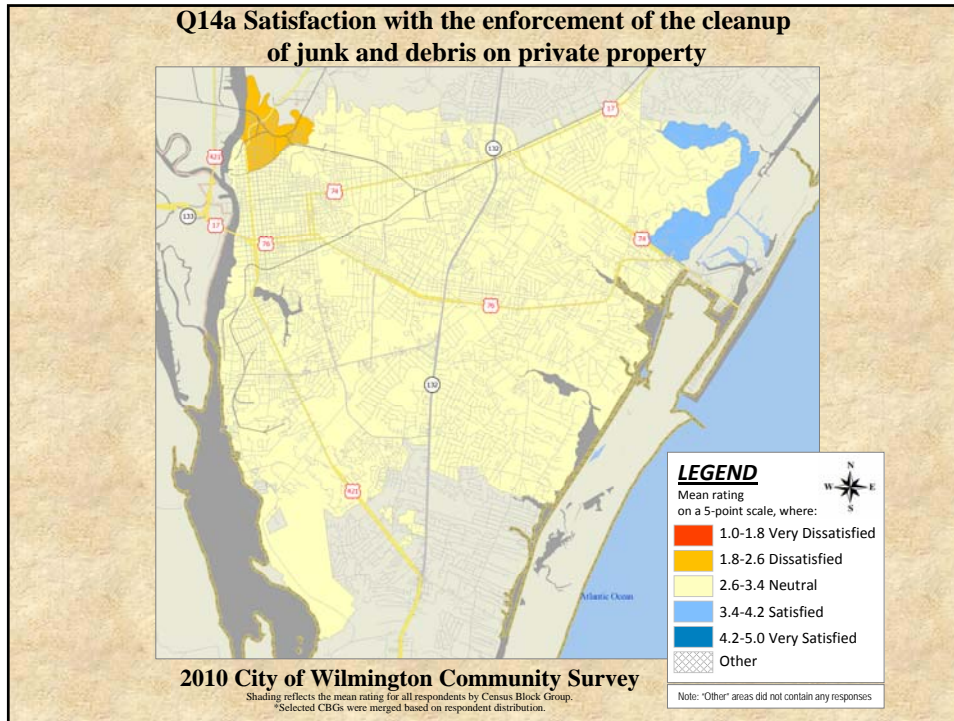
**Q12f Satisfaction with the mowing/trimming along City streets & other public areas**



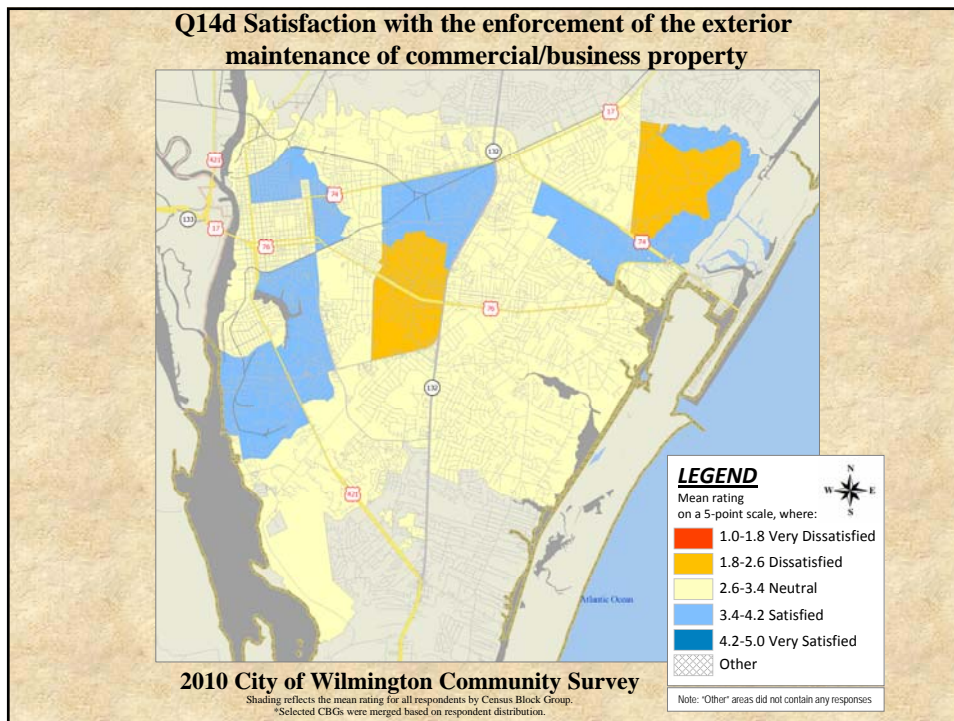
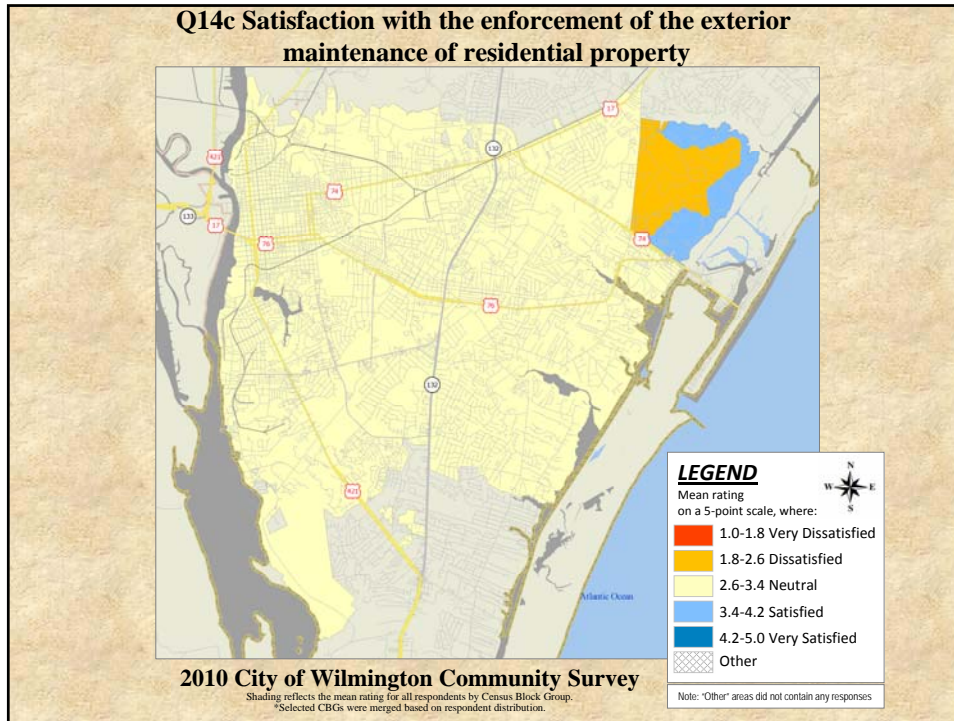


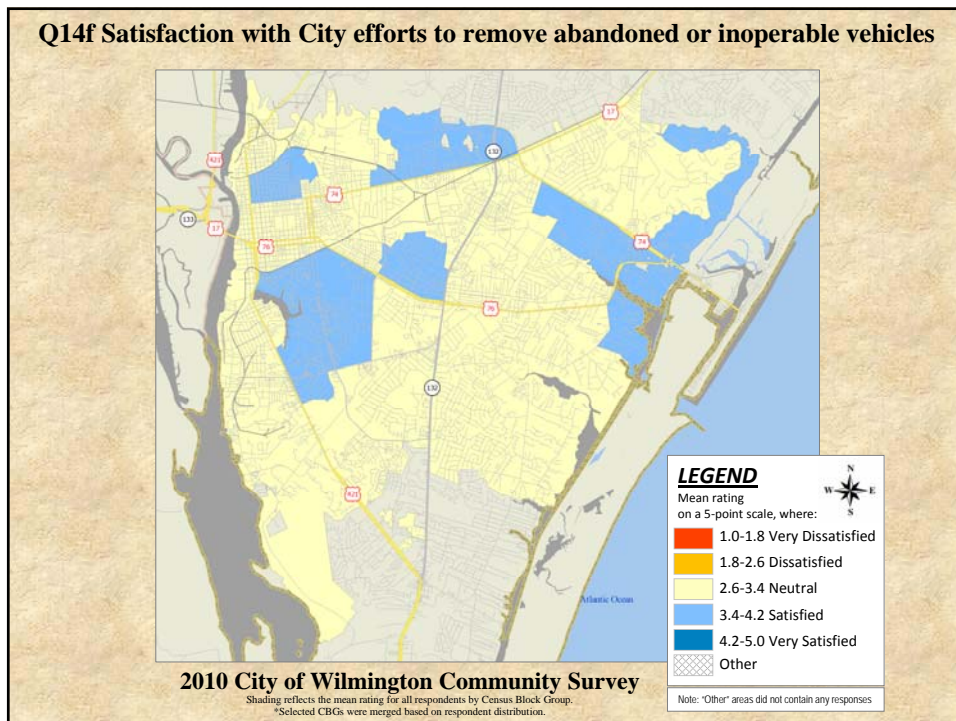
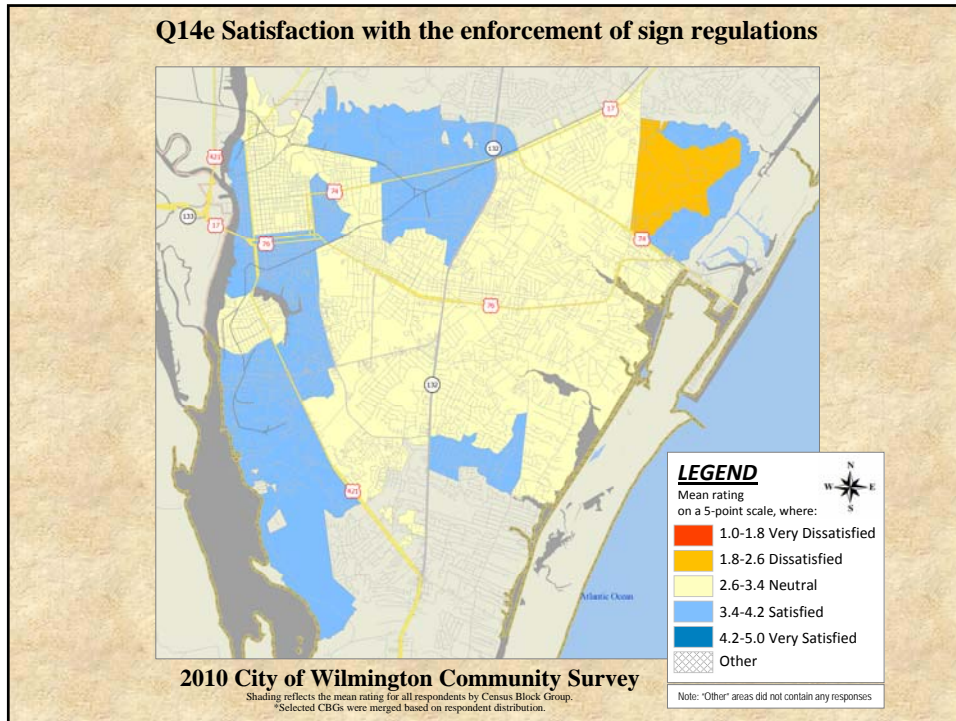




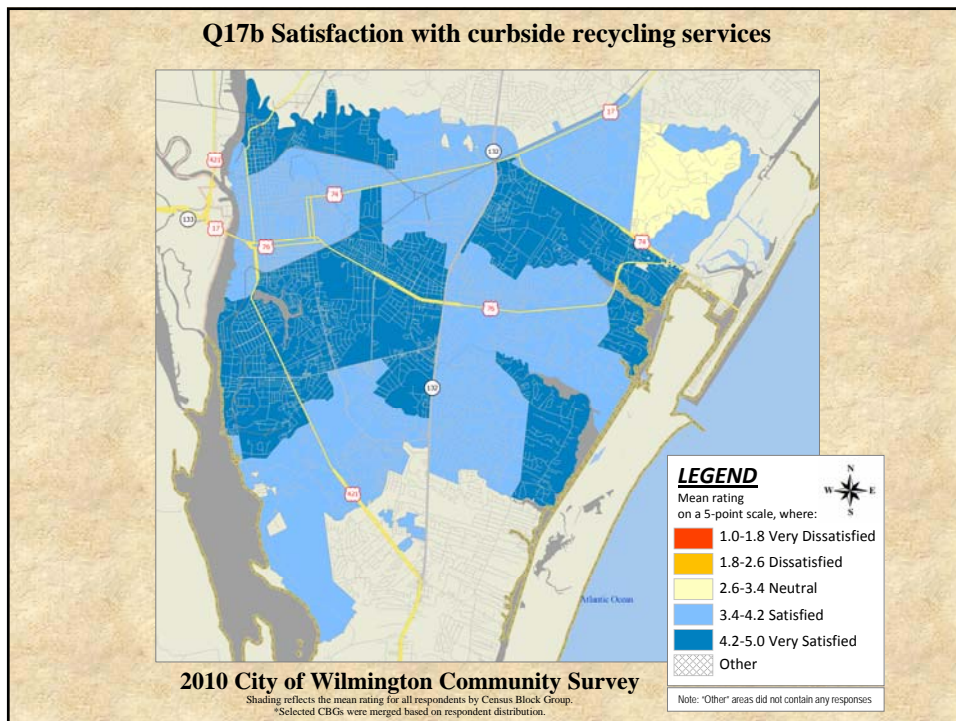
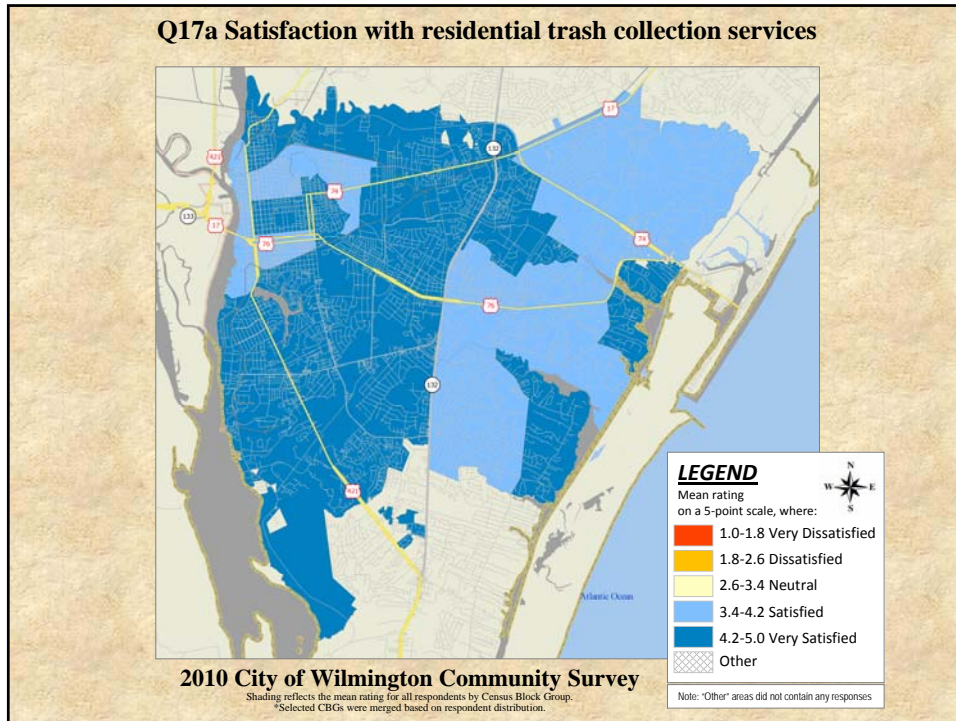




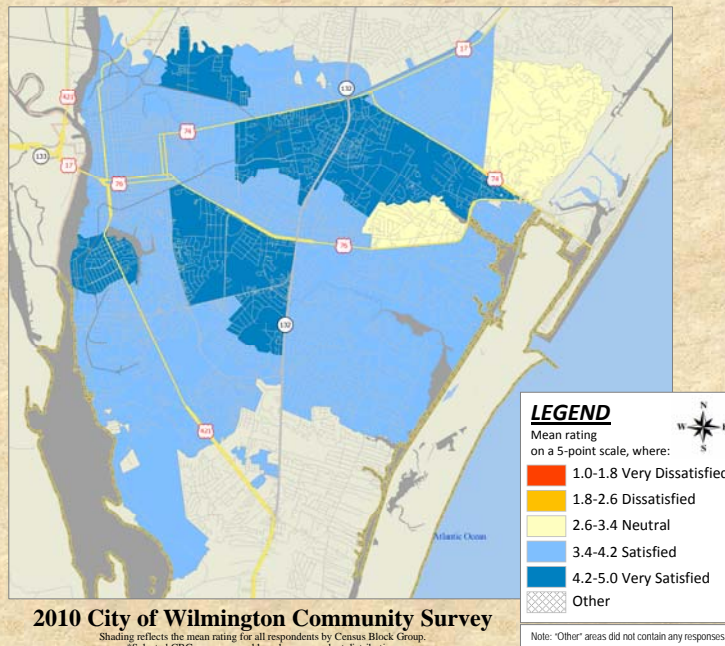




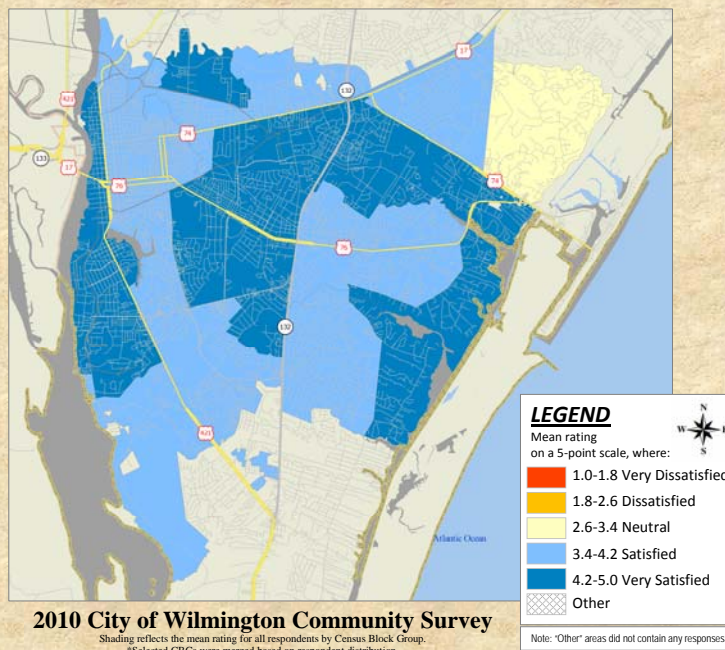




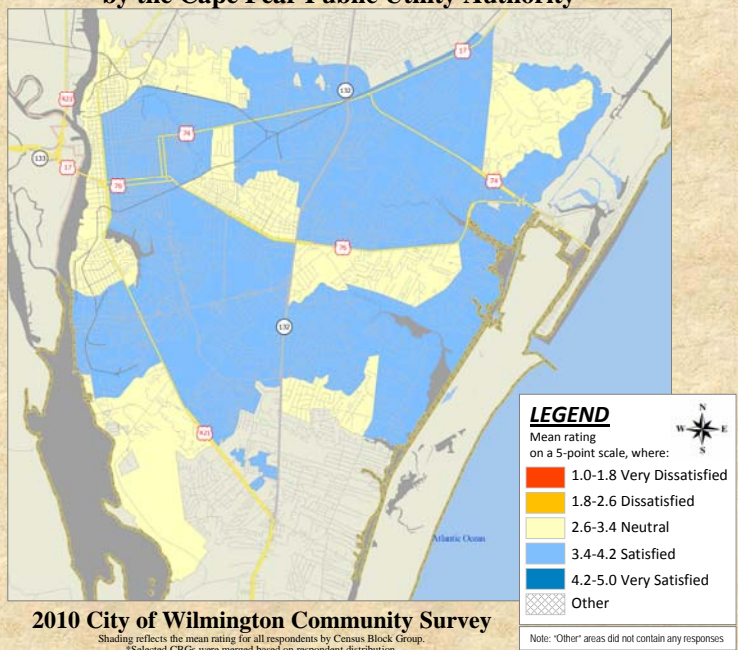
**Q17c Satisfaction with bulky item pick up/removal services**



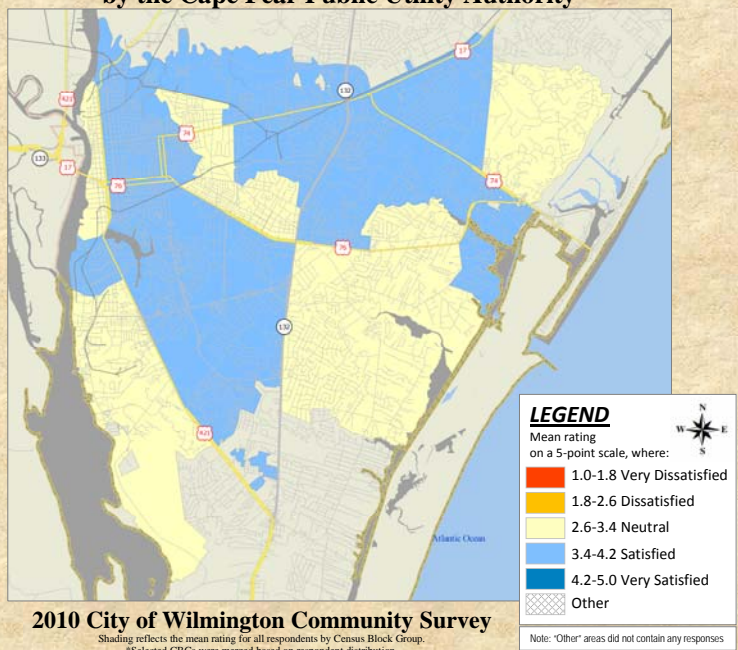
**Q17d Satisfaction with yard waste collection services**



**Q17e Satisfaction with the drinking water services provided by the Cape Fear Public Utility Authority**

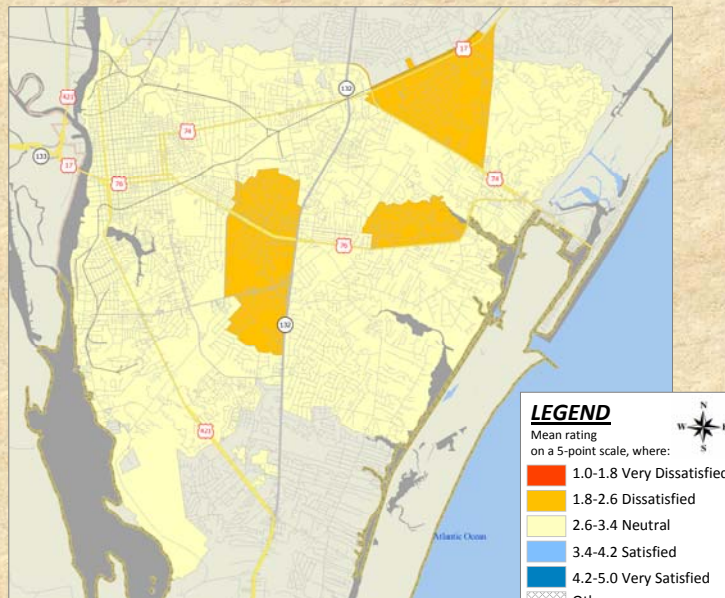


**Q17f Satisfaction with wastewater (sewer) services provided by the Cape Fear Public Utility Authority**





**Q19a Satisfaction with the adequacy of public parking in Downtown Wilmington**

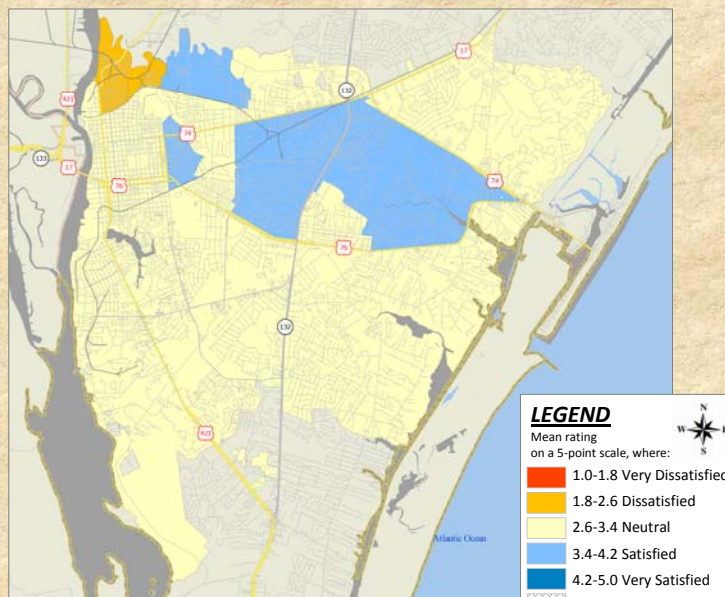


**2010 City of Wilmington Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group.  
 \*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain any responses

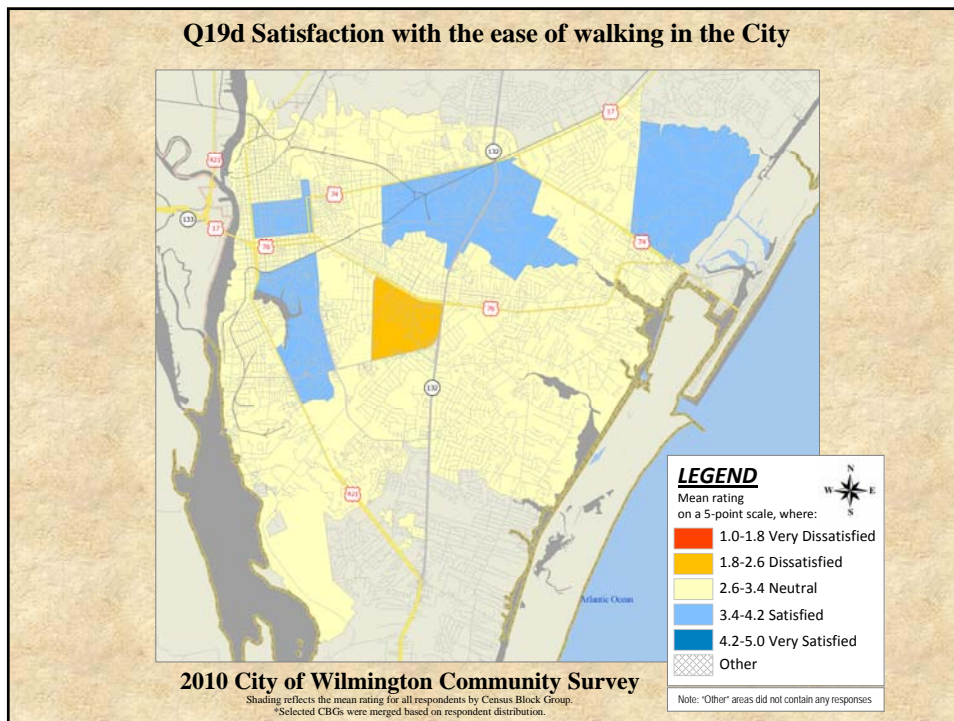
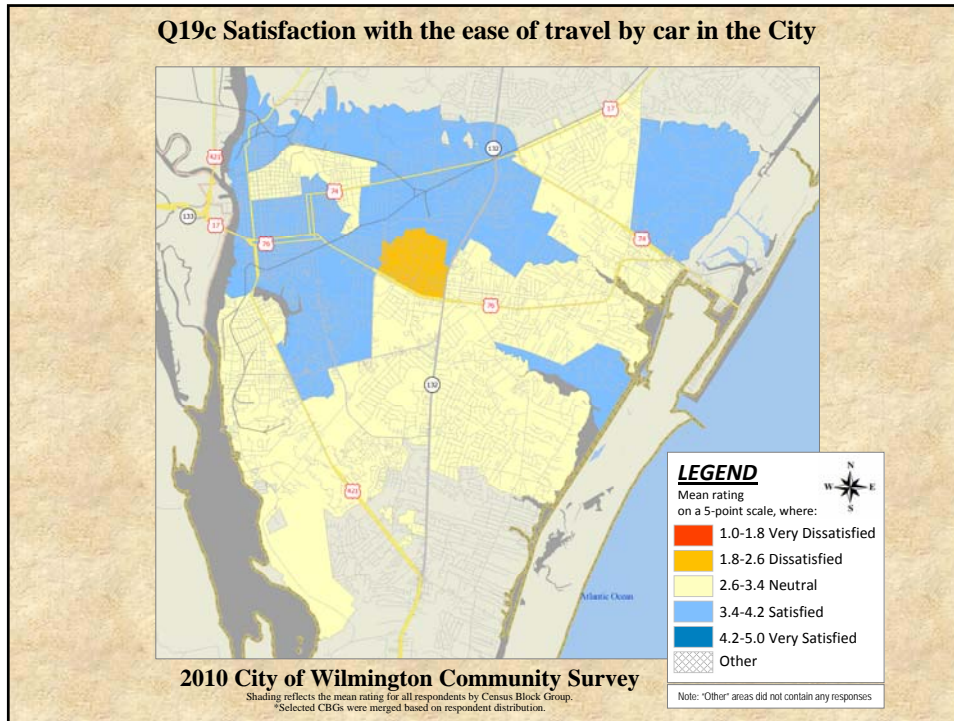
**Q19b Satisfaction with the availability of public transportation services**

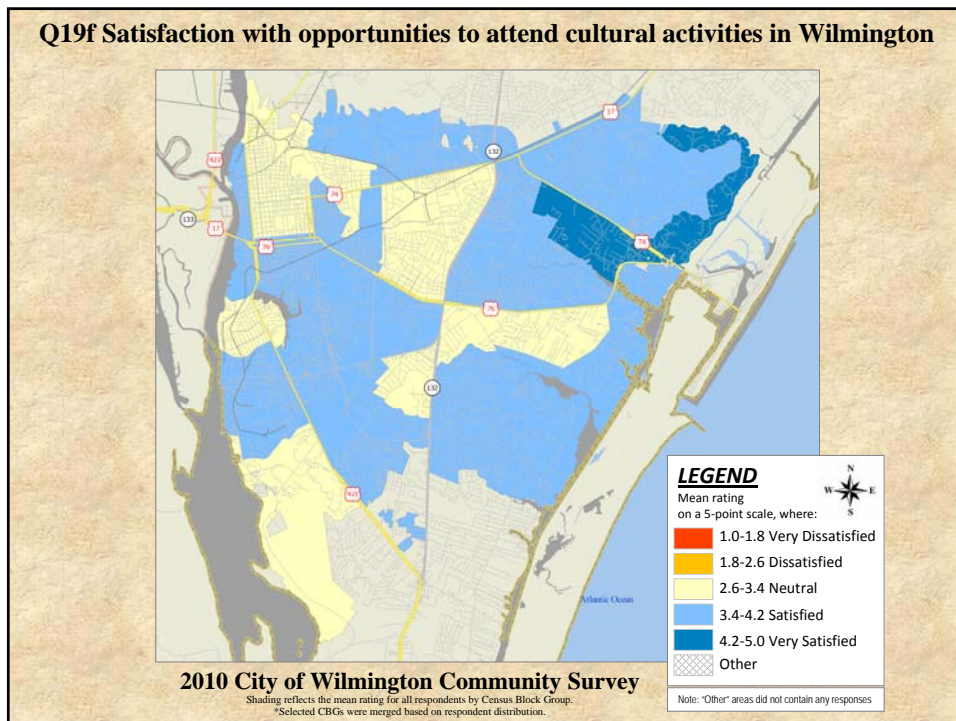
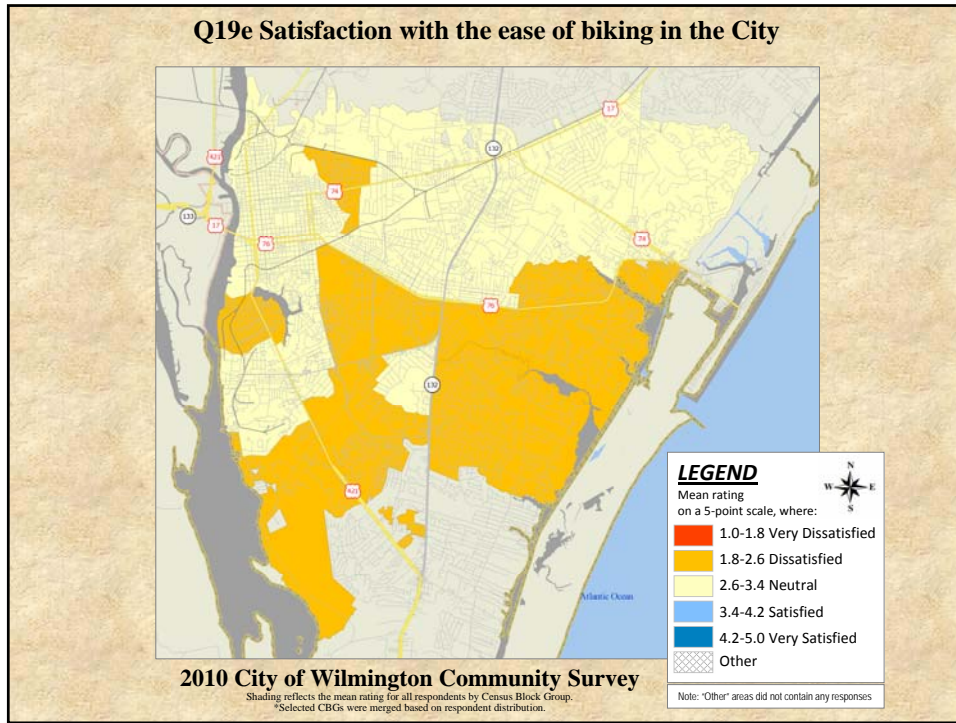


**2010 City of Wilmington Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group.  
 \*Selected CBGs were merged based on respondent distribution.

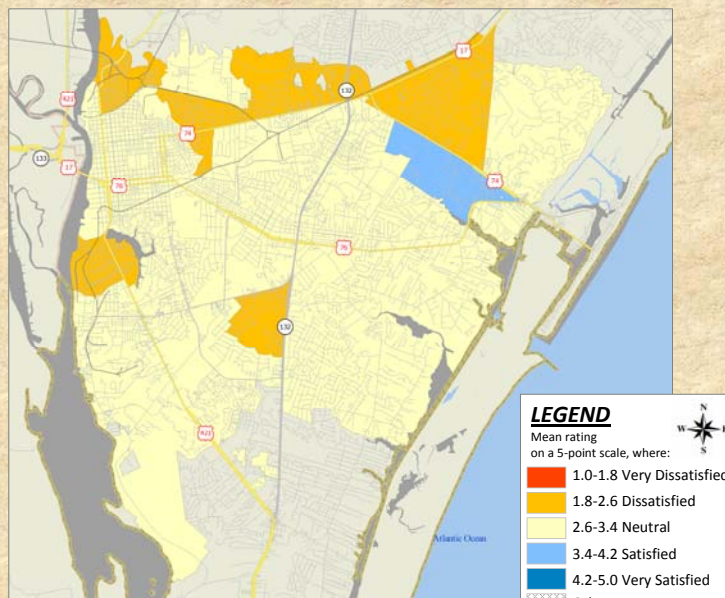
Note: "Other" areas did not contain any responses







**Q19g Satisfaction with the availability of affordable housing in Wilmington**

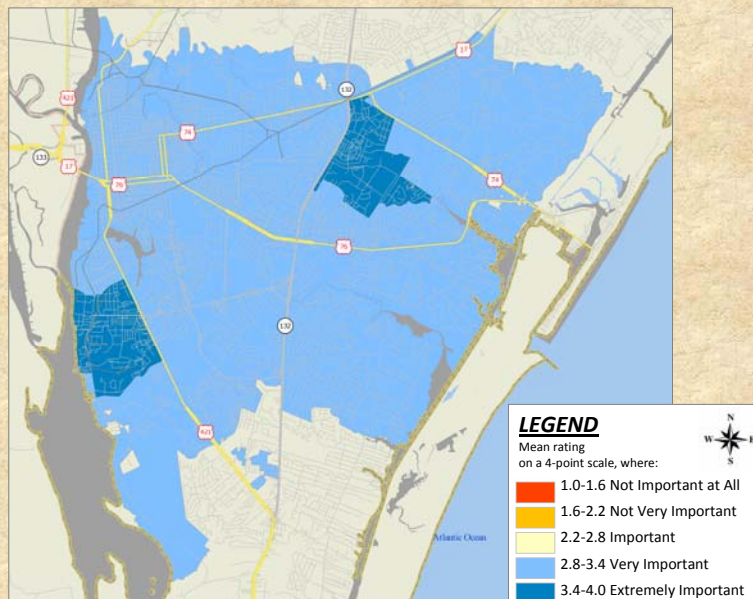


**2010 City of Wilmington Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group.  
 \*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain any responses

**Q20a Importance of upgrades to public facilities**

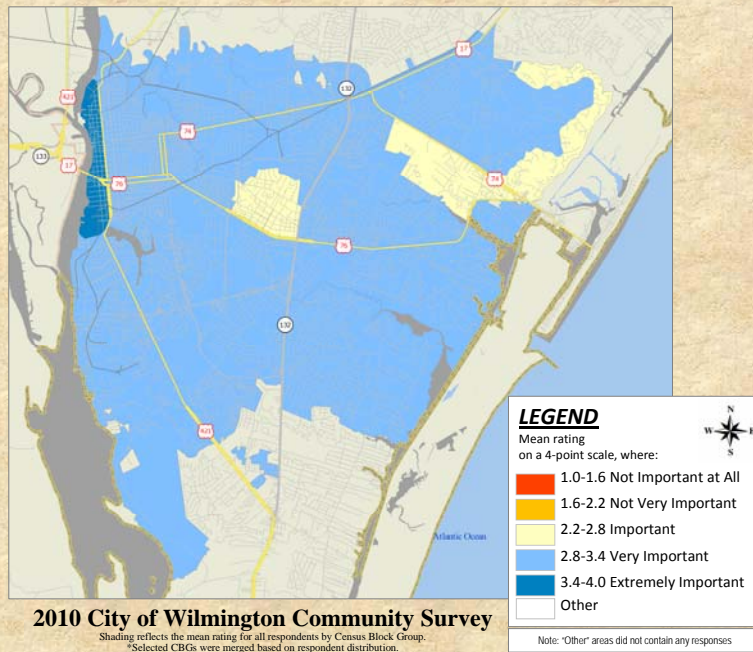


**2010 City of Wilmington Community Survey**

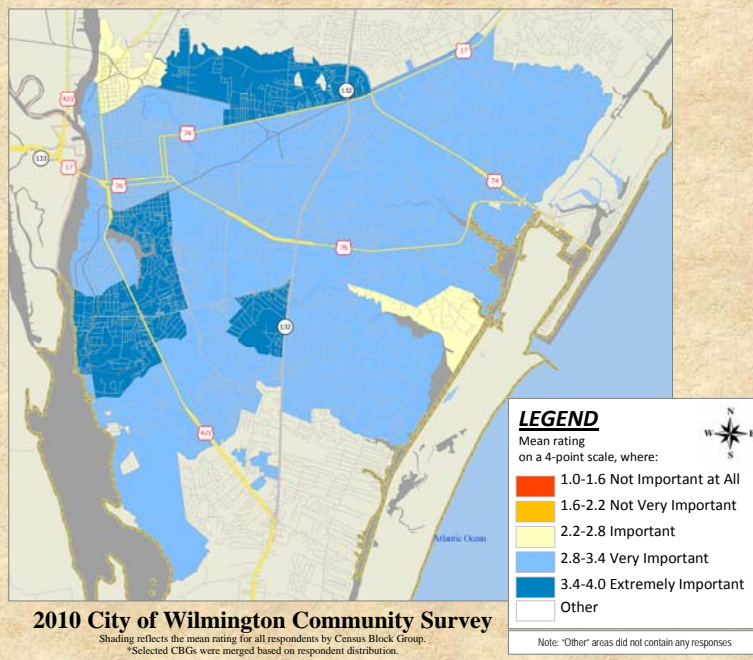
Shading reflects the mean rating for all respondents by Census Block Group.  
 \*Selected CBGs were merged based on respondent distribution.

Note: "Other" areas did not contain any responses

**Q20b Importance of improvements to parks and open space**

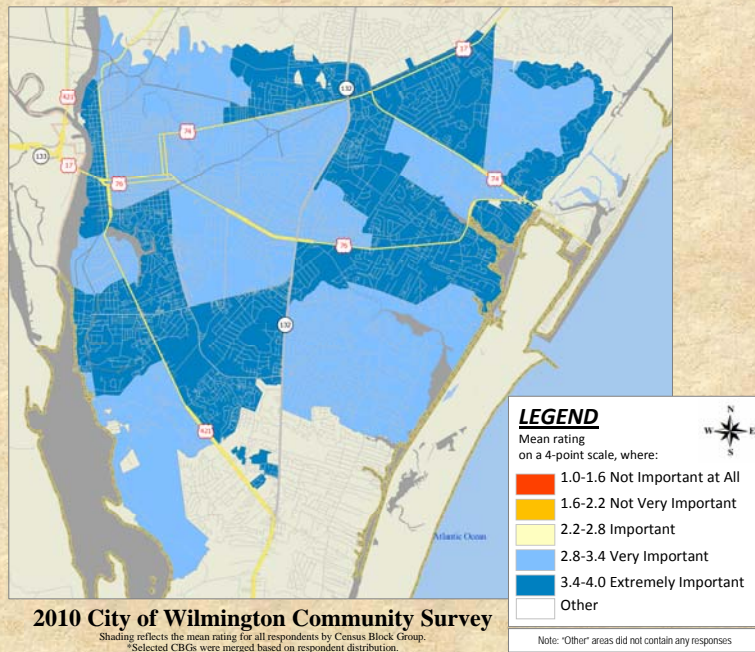


**Q20c Importance of improvements to Police and Fire facilities**

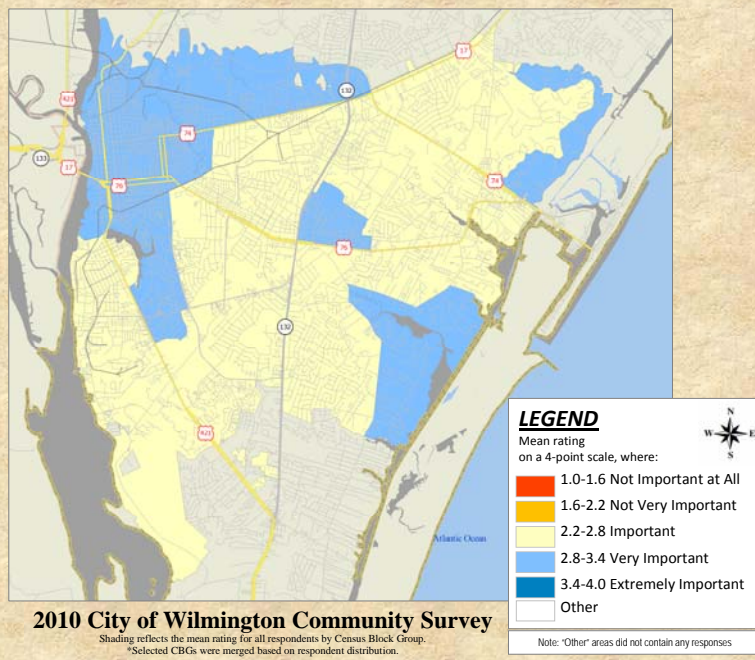




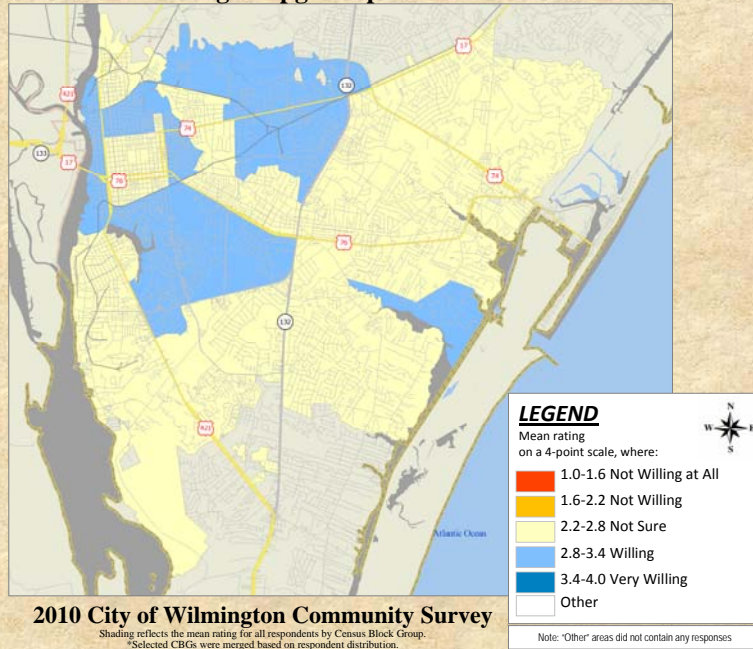
**Q20d Importance of improvements to the City's transportation network**



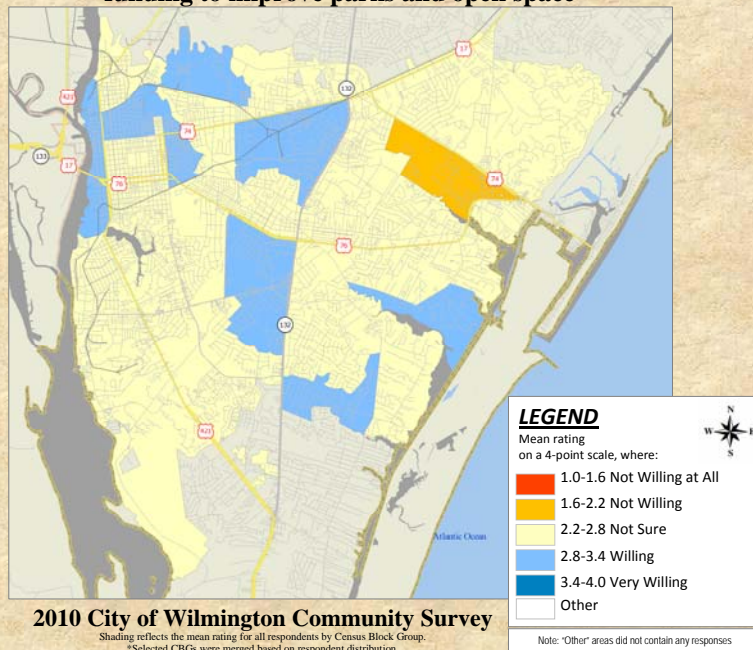
**Q20e Importance of improvements to arts/cultural facilities**

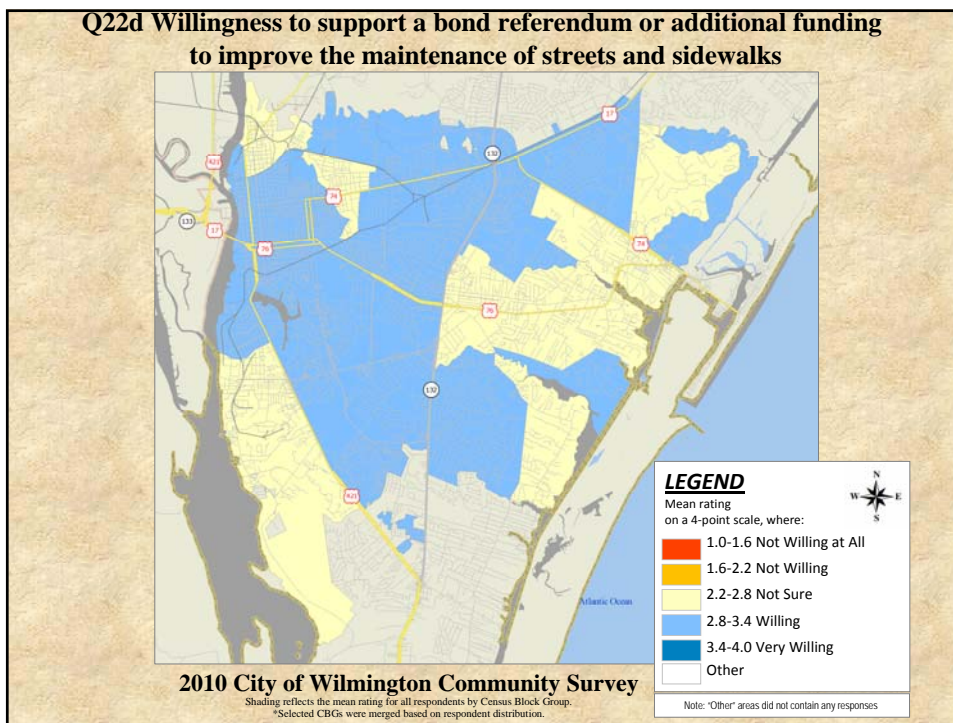
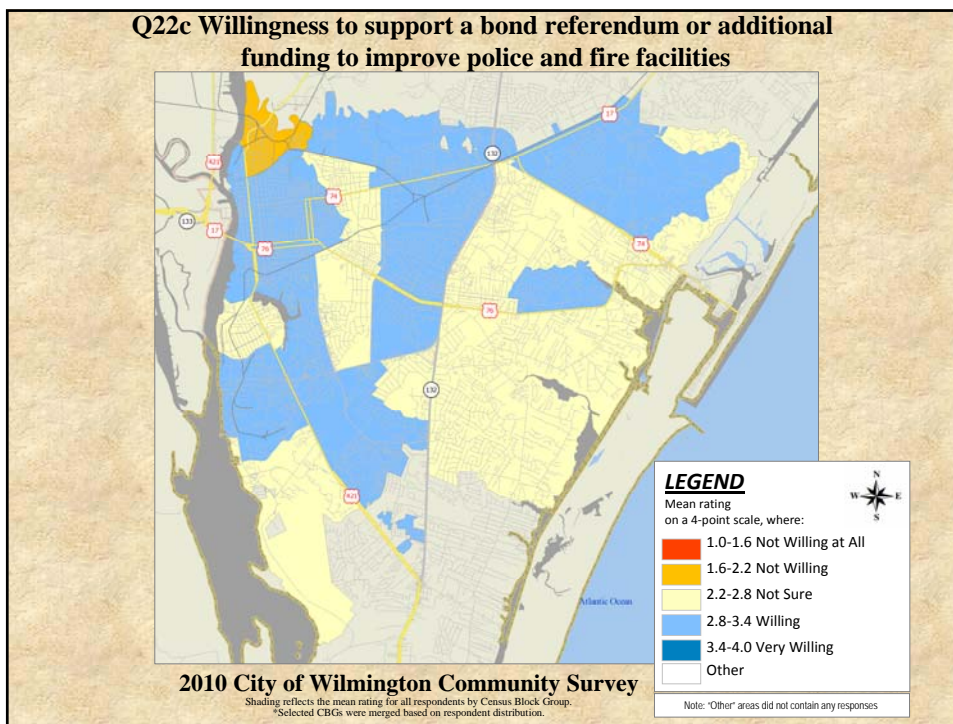


**Q22a Willingness to support a bond referendum or additional funding to upgrade public facilities**



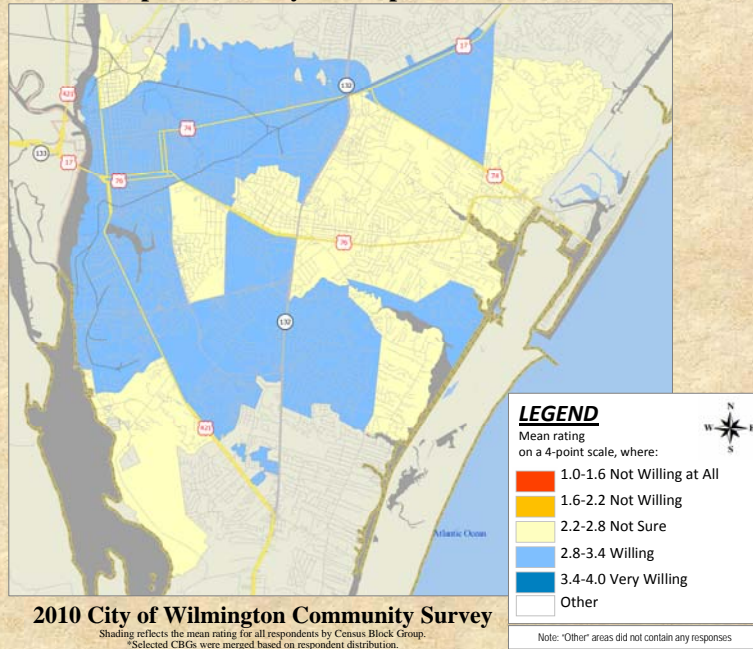
**Q22b Willingness to support a bond referendum or additional funding to improve parks and open space**



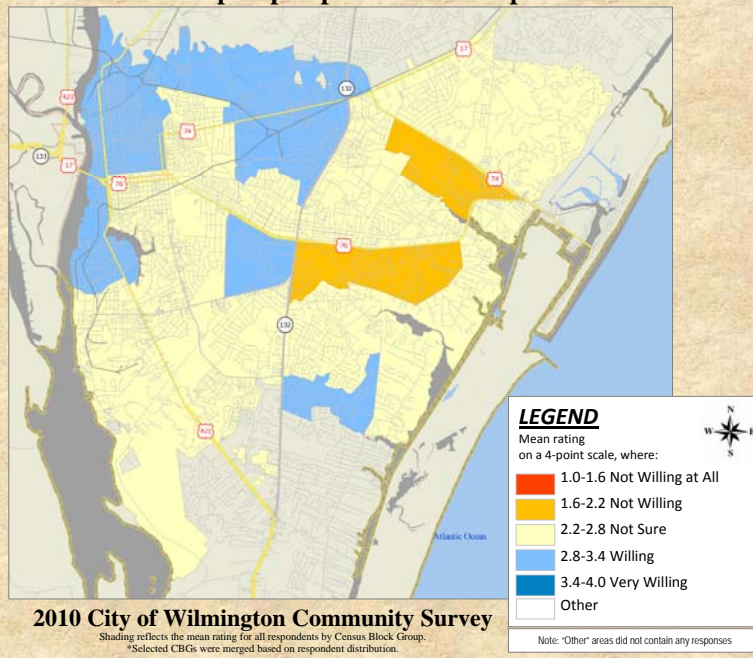




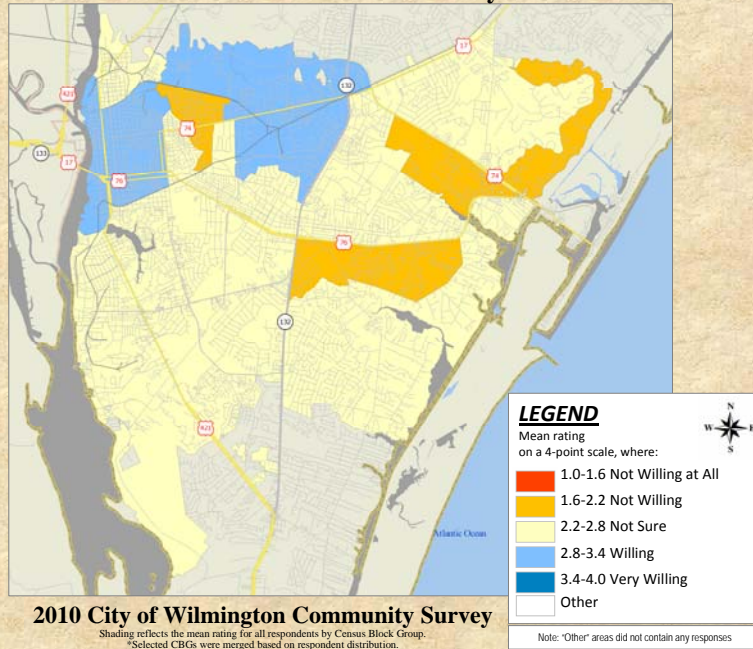
**Q22e Willingness to support a bond referendum or additional funding to improve the City's transportation network**



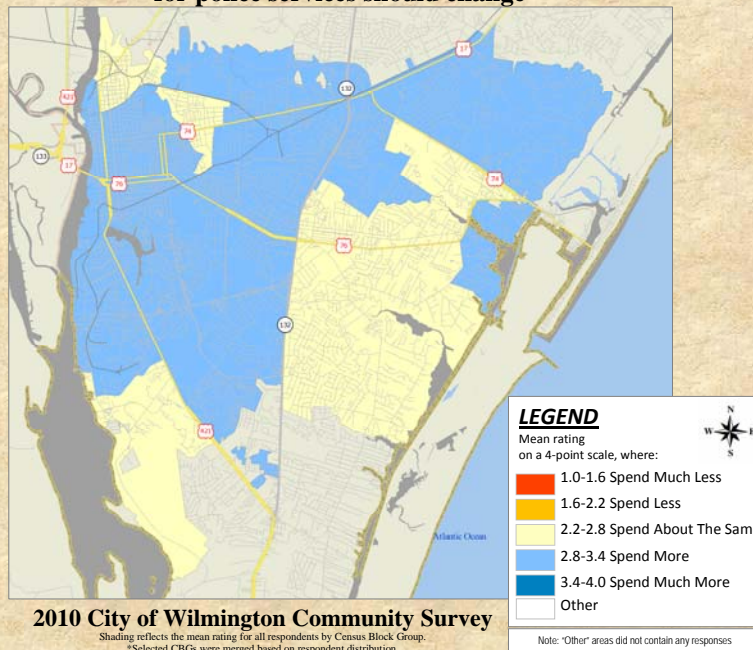
**Q22f Willingness to support a bond referendum or additional funding to increase the upkeep of parks and other public areas**



**Q22g Willingness to support a bond referendum or additional funding to increase the enforcement of city codes**

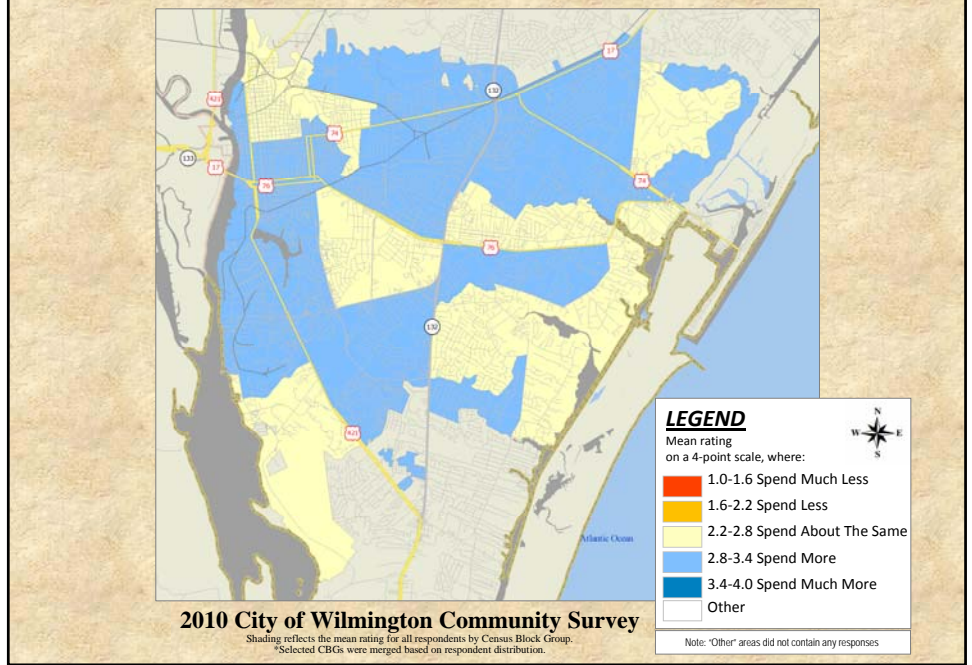


**Q23a Perceptions of how the current level of funding for police services should change**

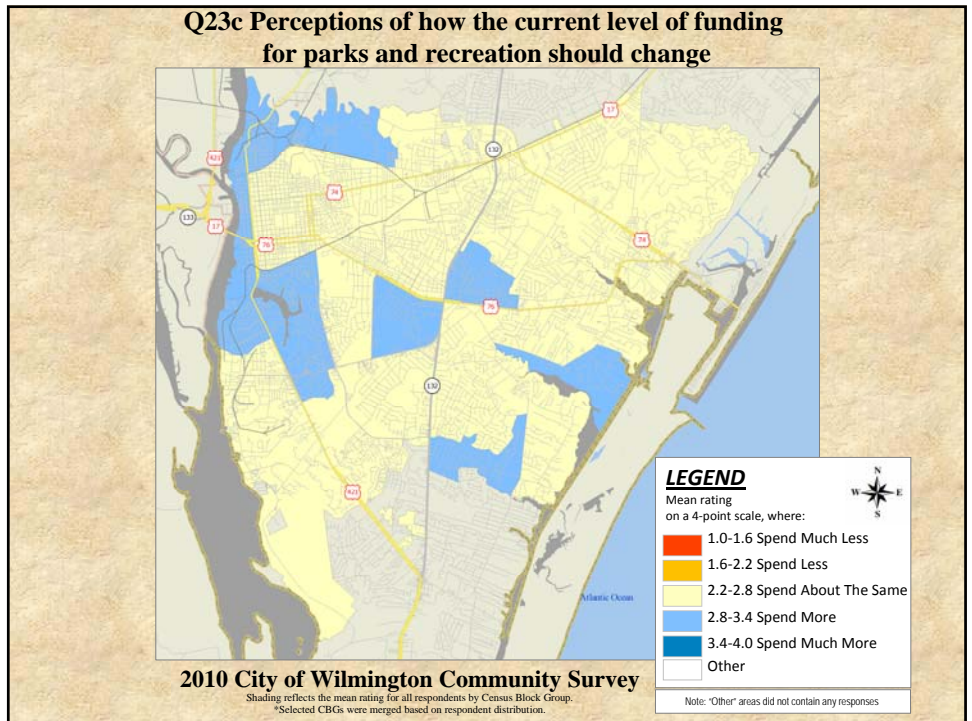




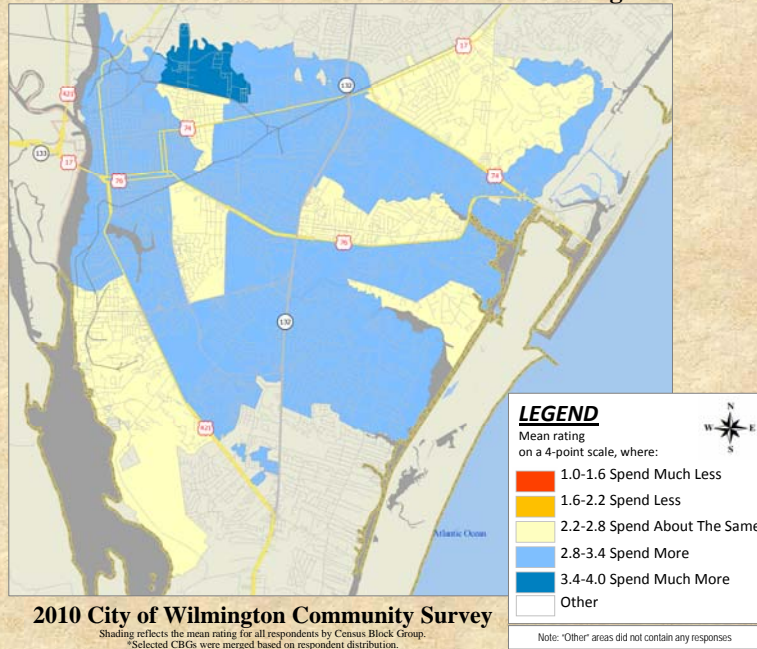
**Q23b Perceptions of how the current level of funding for fire services should change**



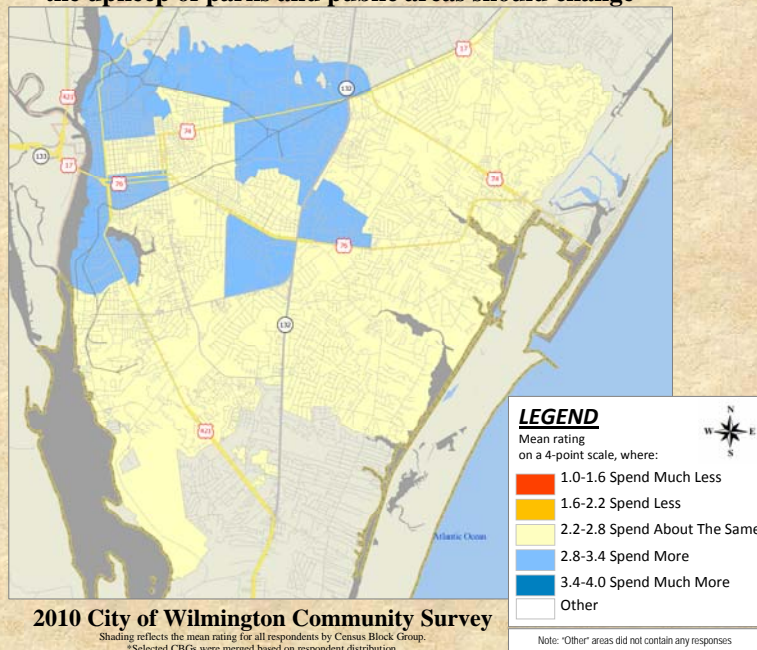
**Q23c Perceptions of how the current level of funding for parks and recreation should change**

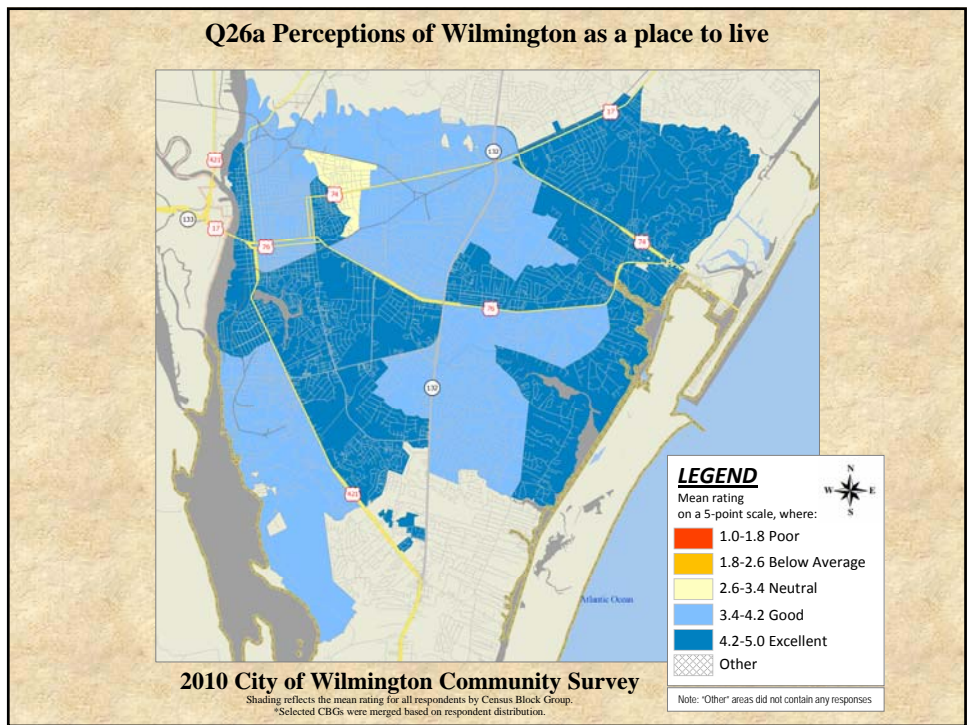
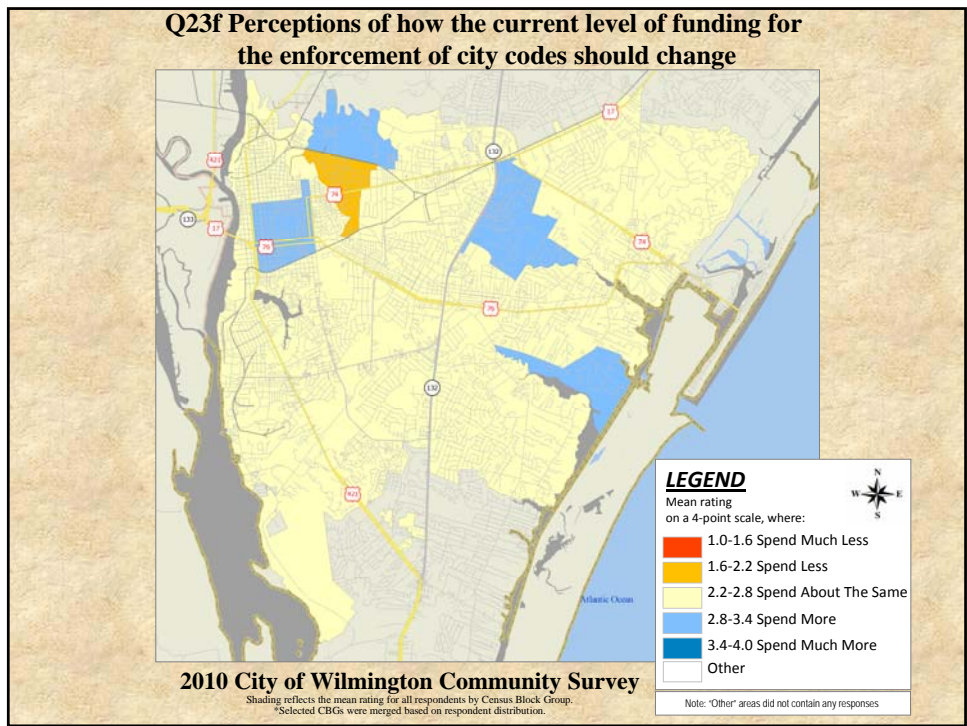


**Q23d Perceptions of how the current level of funding for the maintenance of streets and sidewalks should change**



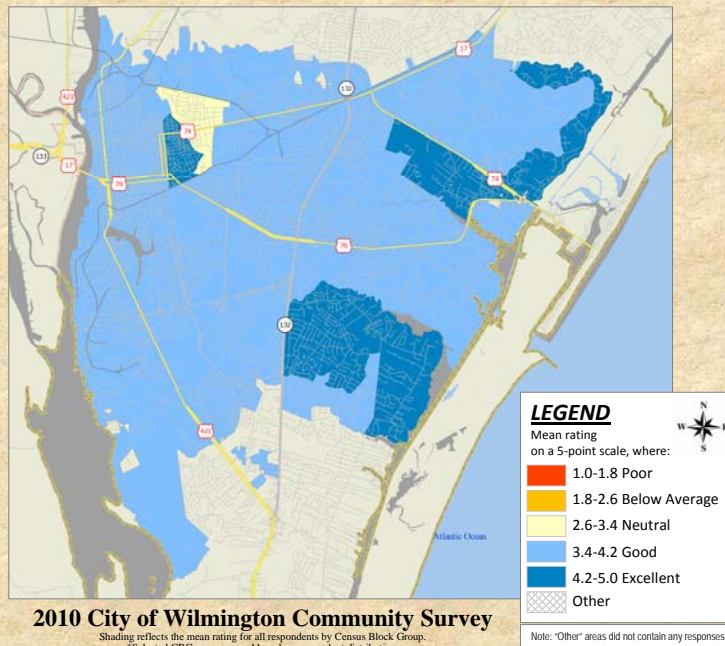
**Q23e Perceptions of how the current level of funding for the upkeep of parks and public areas should change**



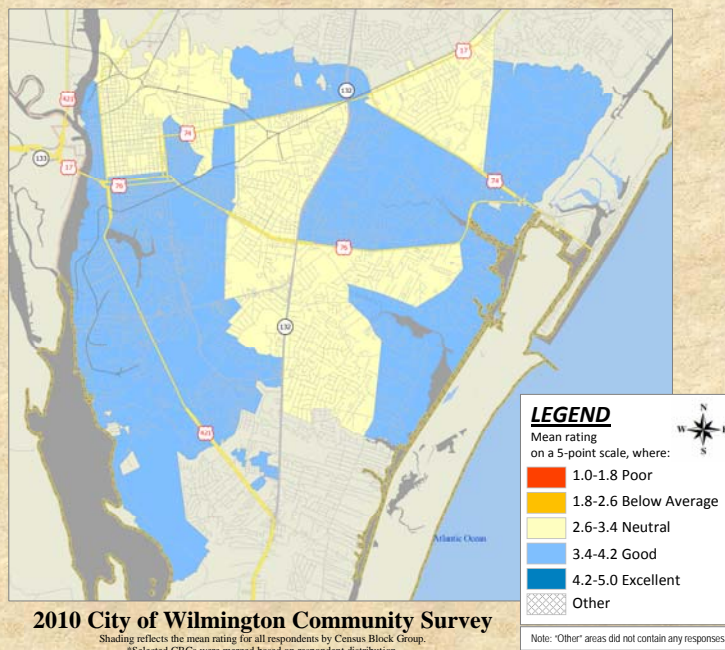


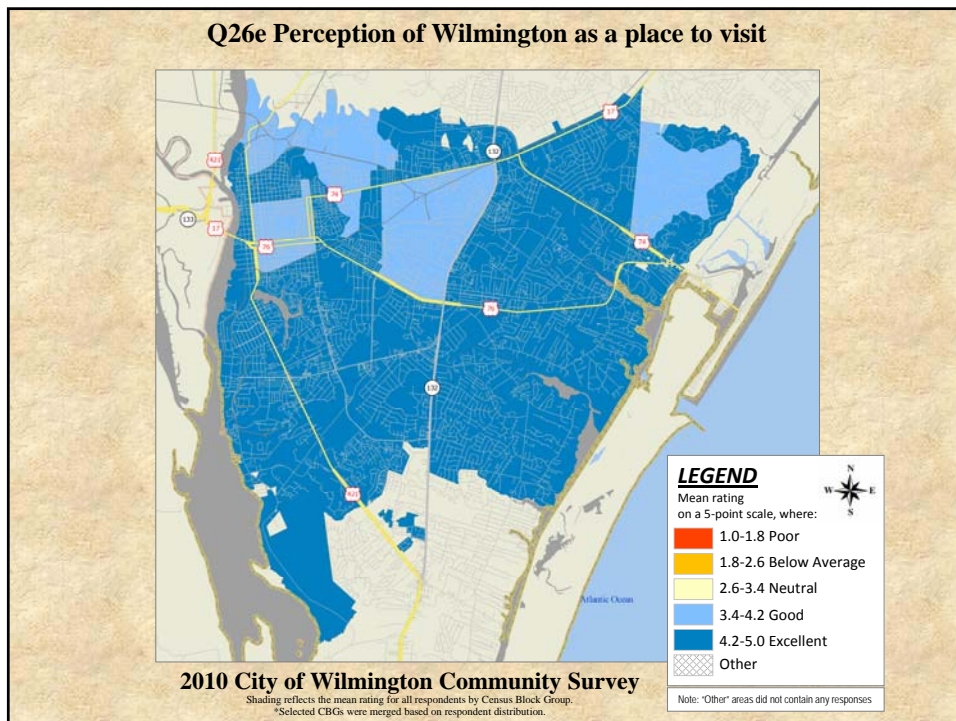
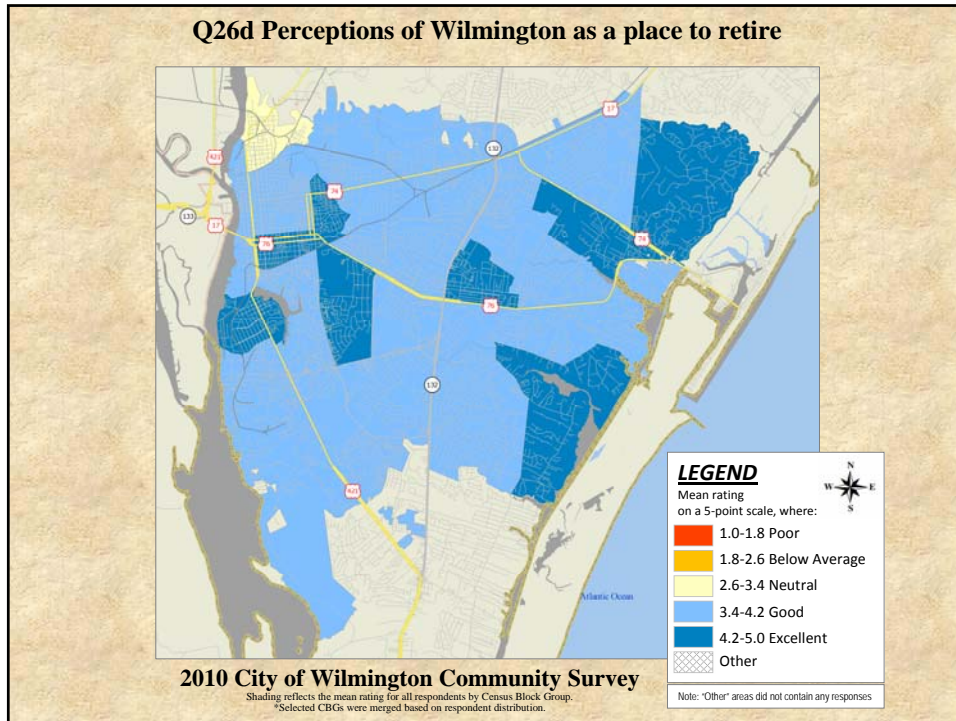


**Q26b Perceptions of Wilmington as a place to raise children**



**Q26c Perceptions of Wilmington as a place to work or build a business**







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

---

# Importance-Satisfaction Analysis

## Wilmington, North Carolina

### Overview

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

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

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought were most important for the City to provide. Fifteen percent (15%) selected *parks and recreation programs and facilities* as one of the most important services for the City to provide.

With regard to satisfaction, 70% of the residents survey rated the city's overall performance in *parks and recreation* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *parks and recreation programs and facilities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 15% was multiplied by 30% (1-0.70). This calculation yielded an I-S rating of 0.0450, which was ranked ninth out of ten major service categories.

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

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

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

## **Interpreting the Ratings**

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

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

The results for Wilmington are provided on the following page.

# 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Police services	71%	1	67%	4	0.2343	1
Traffic flow on City streets	32%	3	30%	10	0.2240	2
Maintenance of City streets and sidewalks	31%	4	33%	9	0.2077	3
<b><u>High Priority (IS .10-.20)</u></b>						
Stormwater runoff by the City	17%	6	33%	8	0.1139	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Trash, recycling, and yard waste collection	27%	5	74%	2	0.0702	5
Communication with the public	11%	8	47%	7	0.0583	6
Fire services	43%	2	87%	1	0.0559	7
Enforcement of City codes and ordinances	10%	9	49%	6	0.0510	8
Parks and recreation programs and facilities	15%	7	70%	3	0.0450	9
Customer service provided by City employees	7%	10	58%	5	0.0294	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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Efforts to prevent crime	51%	1	50%	6	0.2550	1
<b><u>High Priority (IS .10-.20)</u></b>						
How quickly police respond to emergencies	40%	2	62%	4	0.1520	2
Frequency police officers patrol neighborhoods	20%	4	38%	7	0.1240	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of local traffic laws	11%	6	54%	5	0.0506	4
How quickly fire personnel respond to emergencies	28%	3	83%	2	0.0476	5
Fire protection services	19%	5	83%	1	0.0323	6
Fire prevention and education programs	5%	7	64%	3	0.0180	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.

# 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
<b><u>High Priority (IS .10-.20)</u></b>						
Biking trails	20%	3	32%	10	0.1360	1
Maintenance and appearance of existing City parks	45%	1	74%	1	0.1170	2
Walking trails	20%	4	43%	7	0.1140	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Number of City parks	21%	2	61%	2	0.0819	4
Variety of recreation programs and classes	12%	6	43%	6	0.0684	5
Outdoor athletic facilities	14%	5	54%	3	0.0644	6
City recreation centers	10%	8	40%	8	0.0600	7
Quality of City recreation programs and classes	10%	7	46%	5	0.0540	8
City swimming pools	6%	9	38%	9	0.0372	9
City golf course	5%	10	53%	4	0.0235	10

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

**Most Important %:**

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

**Satisfaction %:**

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

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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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major City streets	49%	1	40%	7	0.2940	1
<b><u>High Priority (IS .10-.20)</u></b>						
How quickly street repairs are made	22%	2	27%	10	0.1606	2
Timing of traffic signals in the City	19%	3	38%	8	0.1178	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of streets in YOUR neighborhood	18%	4	46%	5	0.0972	4
Cleanliness of City streets and other public areas	16%	5	48%	4	0.0832	5
Cleanliness of stormwater drains	12%	6	36%	9	0.0768	6
Adequacy of City street lighting	11%	7	49%	3	0.0561	7
Maintenance of City sidewalks in your neighborhood	10%	8	44%	6	0.0560	8
Mowing and tree trimming along City streets and other public areas	7%	9	55%	2	0.0315	9
Condition of street signs and traffic signals	6%	10	65%	1	0.0210	10

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

**Most Important %:**

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

**Satisfaction %:**

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

# 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
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Clean up of junk and debris on private property	<b>53%</b>	<b>1</b>	<b>38%</b>	<b>4</b>	0.3286	<b>1</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Removal of abandoned or inoperative vehicles	<b>26%</b>	<b>2</b>	<b>41%</b>	<b>2</b>	0.1534	<b>2</b>
Exterior maintenance of residential property	<b>21%</b>	<b>4</b>	<b>34%</b>	<b>6</b>	0.1386	<b>3</b>
Exterior maintenance of business property	<b>21%</b>	<b>3</b>	<b>40%</b>	<b>3</b>	0.1260	<b>4</b>
Mowing/cutting of weeds on private property	<b>19%</b>	<b>5</b>	<b>38%</b>	<b>5</b>	0.1178	<b>5</b>
<b><u>High Priority (IS .10-.20)</u></b>						
Sign regulations	<b>14%</b>	<b>6</b>	<b>44%</b>	<b>1</b>	0.0784	<b>6</b>

**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 Matrix Analysis.**

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

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

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

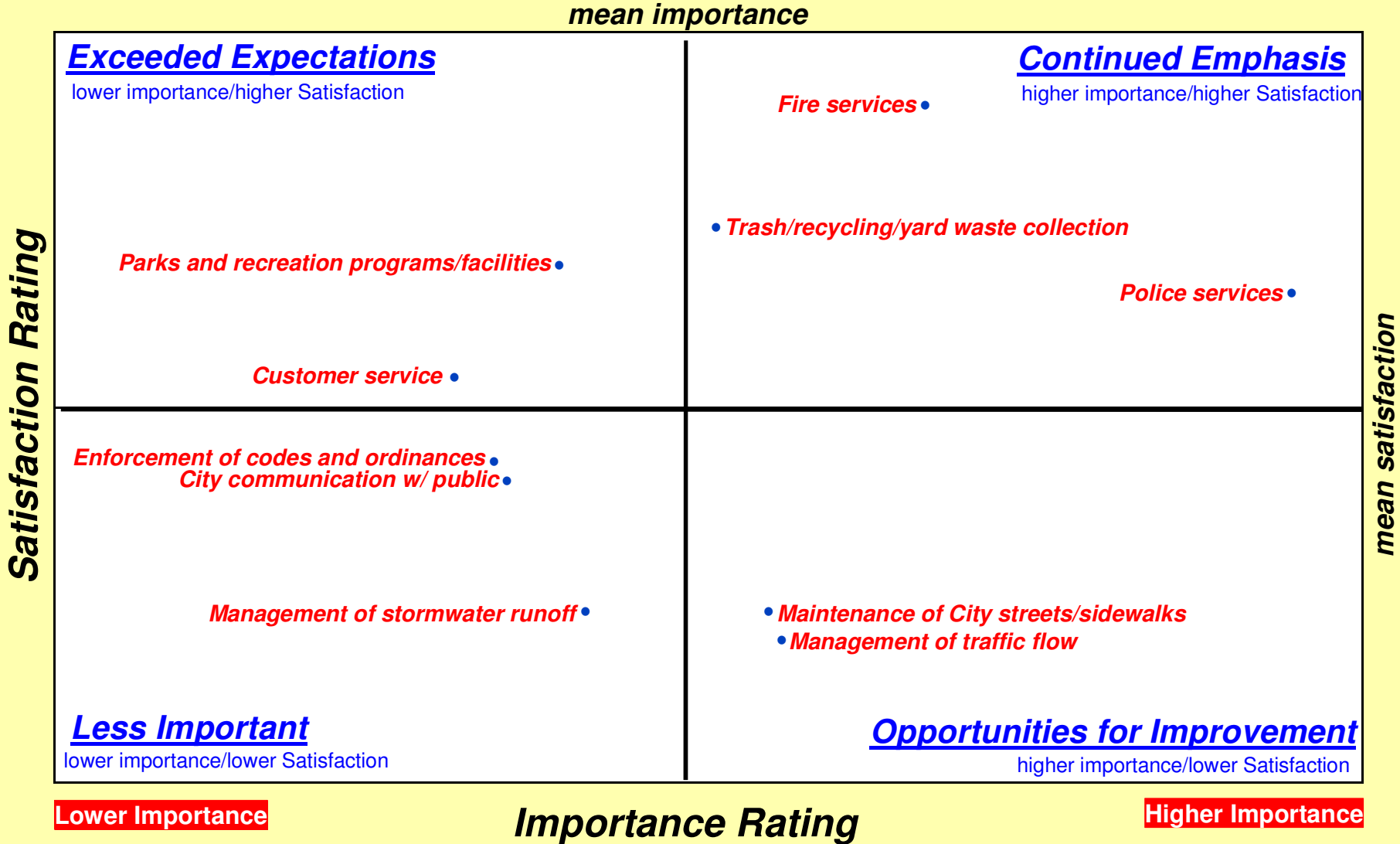
**Matrices showing the results for Wilmington are provided on the following pages.**



# 2010 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

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

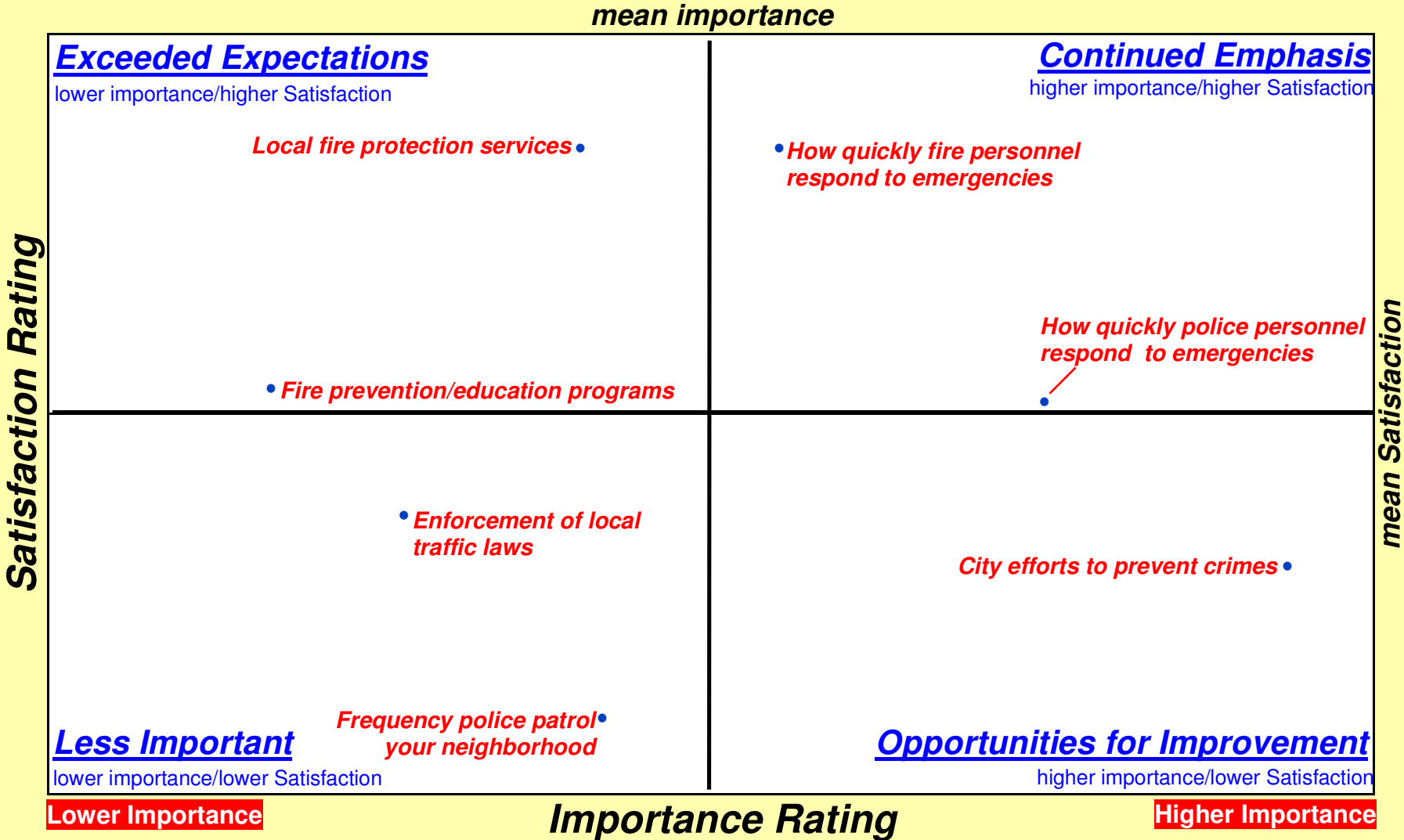


Source: ETC Institute (2010)  
ETC Institute (2010)

# 2010 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

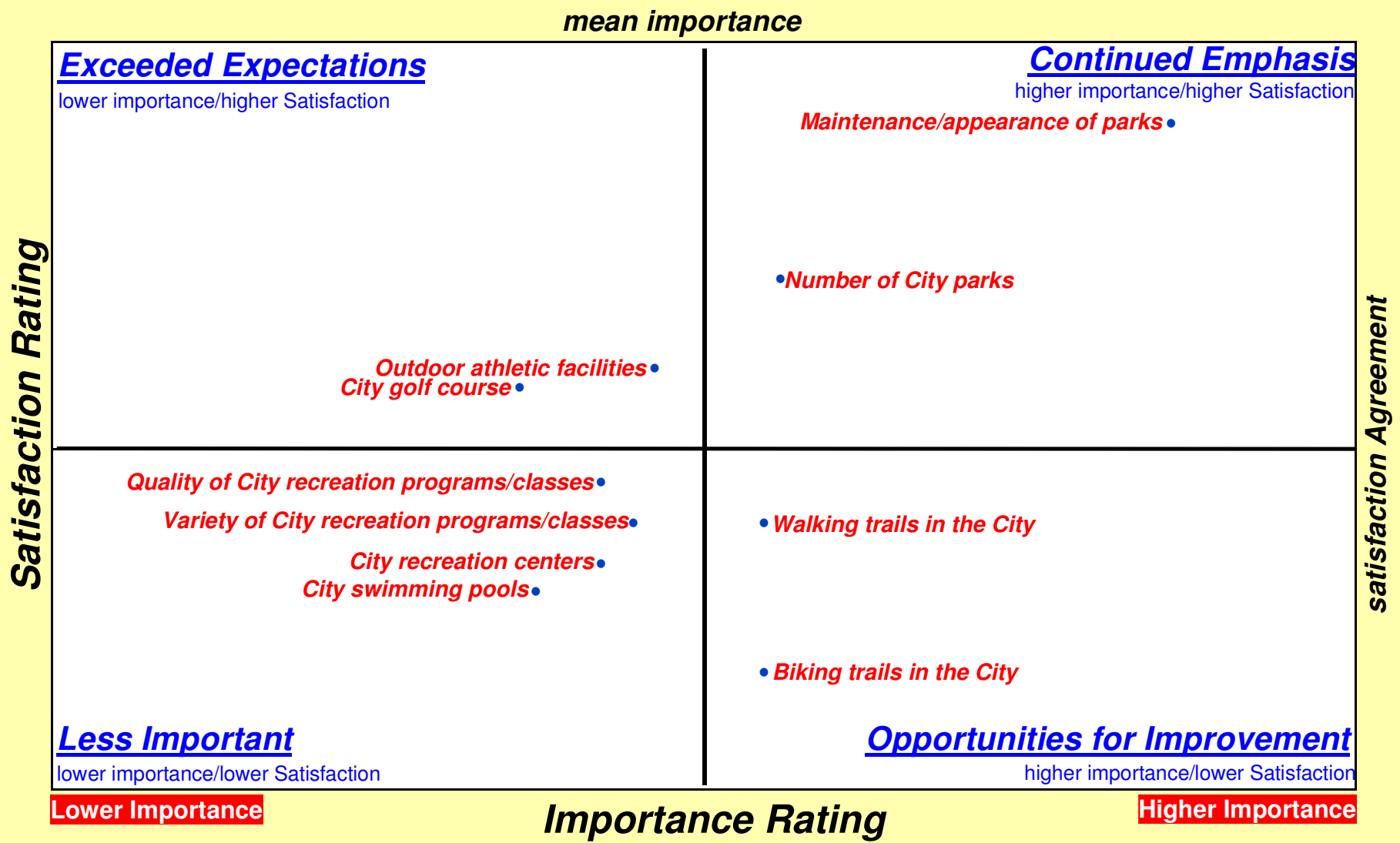
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2010)  
ETC Institute (2010)

# 2010 Wilmington Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

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

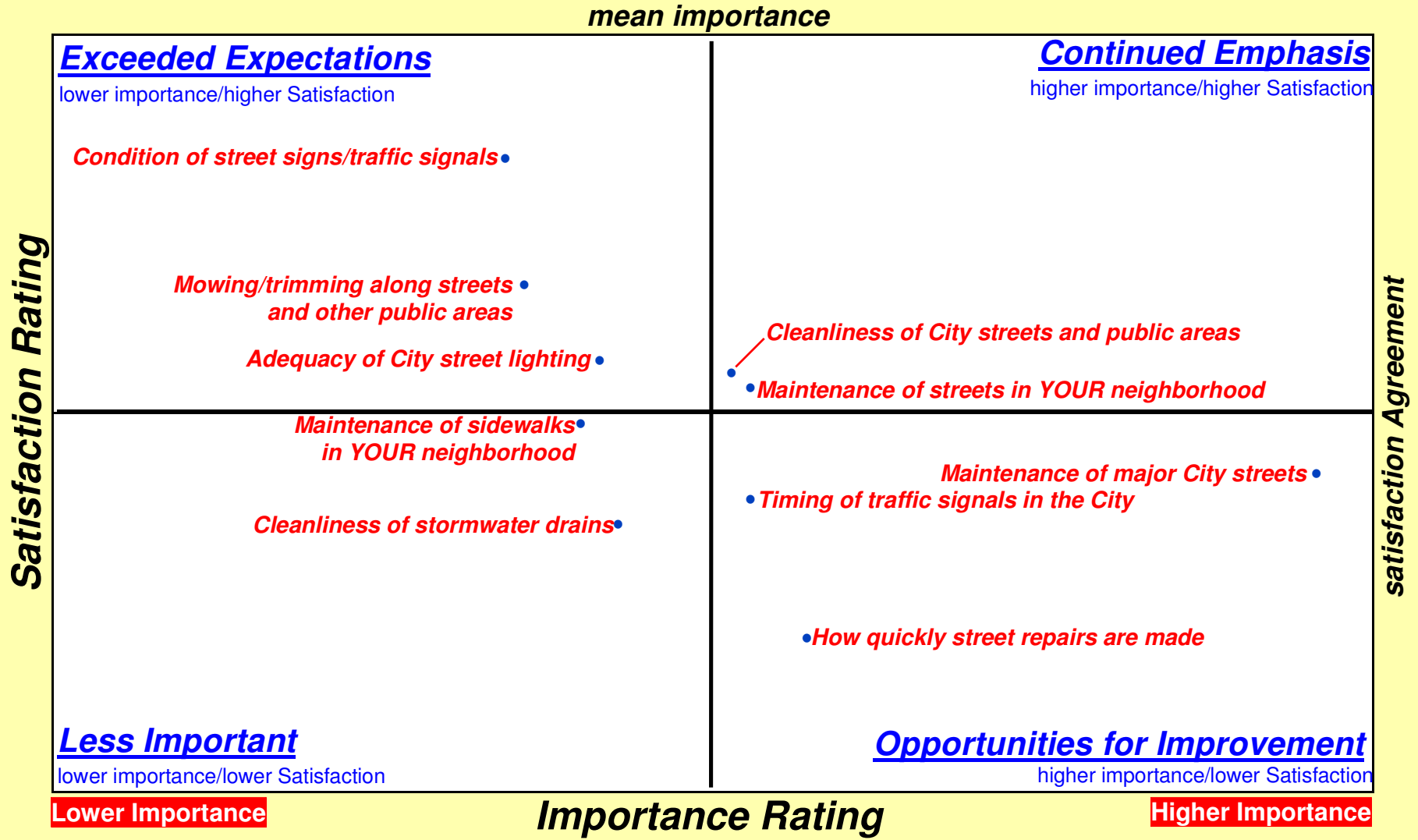


Source: ETC Institute (2010)  
ETC Institute (2010)

# 2010 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## **-Maintenance-**

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



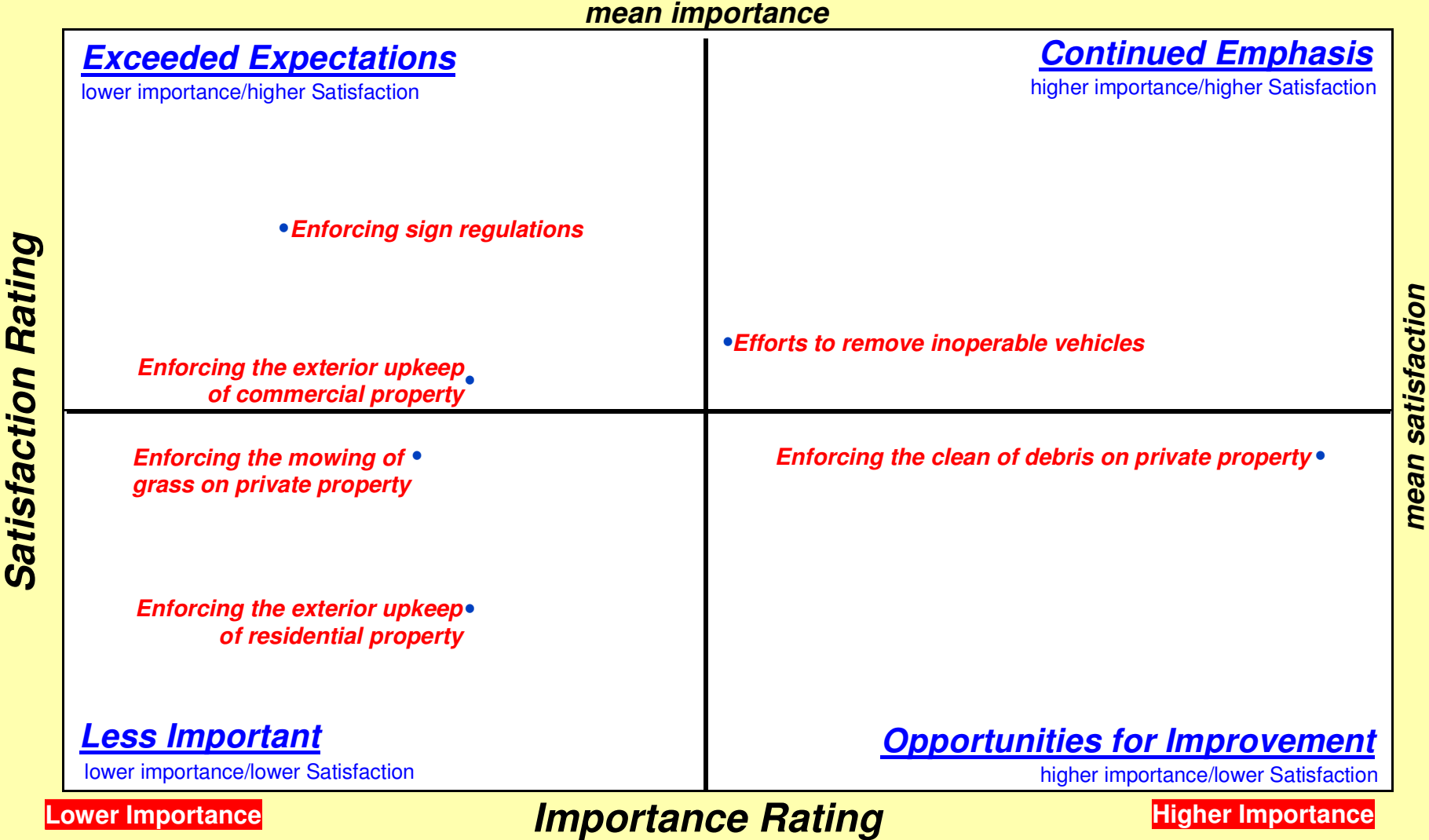
Source: ETC Institute (2010)  
ETC Institute (2010)



# 2010 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## **-Code Enforcement-**

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



Source: ETC Institute (2010)  
ETC Institute (2010)

*Section 4:*  
***Tabular Data***

---

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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Overall quality of police services	18.1%	46.2%	20.2%	8.3%	3.8%	3.5%
Q1b Overall quality of the City's parks and recreation programs and facilities	18.8%	46.7%	19.6%	7.7%	1.2%	6.1%
Q1c Overall maintenance of City streets and sidewalks	6.6%	25.4%	32.8%	24.3%	10.5%	0.5%
Q1d Overall quality of fire services	29.6%	47.9%	10.4%	1.1%	0.6%	10.4%
Q1e Overall efforts by the City to enforce codes and ordinances	8.7%	34.7%	30.9%	10.0%	4.3%	11.4%
Q1f Overall quality of customer service provided by City employees	12.1%	42.7%	27.6%	8.5%	3.3%	5.7%
Q1g Overall effectiveness of City communication with the public	9.9%	35.6%	34.4%	11.5%	5.0%	3.6%
Q1h Overall management of traffic flow on City streets	6.2%	24.1%	27.6%	27.6%	13.5%	1.0%
Q1i Overall management of stormwater runoff by the City	6.9%	24.9%	30.1%	20.3%	12.3%	5.6%
Q1j Overall quality of trash, recycling, and yard waste collection services	26.8%	44.9%	13.3%	7.8%	4.2%	3.1%

**EXCLUDING 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." (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Overall quality of police services	18.7%	47.8%	20.9%	8.6%	4.0%
Q1b Overall quality of the City's parks and recreation programs and facilities	20.0%	49.7%	20.8%	8.2%	1.3%
Q1c Overall maintenance of City streets and sidewalks	6.6%	25.5%	33.0%	24.4%	10.6%
Q1d Overall quality of fire services	33.0%	53.5%	11.6%	1.2%	0.7%
Q1e Overall efforts by the City to enforce codes and ordinances	9.8%	39.1%	34.9%	11.3%	4.9%
Q1f Overall quality of customer service provided by City employees	12.9%	45.3%	29.3%	9.1%	3.5%
Q1g Overall effectiveness of City communication with the public	10.3%	37.0%	35.7%	11.9%	5.1%
Q1h Overall management of traffic flow on City streets	6.3%	24.4%	27.9%	27.9%	13.6%
Q1i Overall management of stormwater runoff by the City	7.3%	26.3%	31.8%	21.5%	13.0%
Q1j Overall quality of trash, recycling, and yard waste collection services	27.6%	46.3%	13.7%	8.1%	4.3%



**Q2 Which THREE of the major categories of City services listed above do you think are most important for the City to provide?**

<u>Q2 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	474	58.7 %
B=Parks and recreation programs and facilities	21	2.6 %
C=Maintenance of City streets and sidewalks	61	7.5 %
D=Fire services	28	3.5 %
E=Enforcement of codes and ordinances	16	2.0 %
F=Customer service provided by City employees	11	1.4 %
G=Communication with the public	16	2.0 %
H=Traffic flow on City streets	63	7.8 %
I=Stormwater runoff by the City	26	3.2 %
J=Trash, recycling, and yard waste collection services	31	3.8 %
Z=None Chosen	61	7.5 %
Total	808	100.0 %

**Q2 Which THREE of the major categories of City services listed above do you think are most important for the City to provide?**

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	66	8.2 %
B=Parks and recreation programs and facilities	51	6.3 %
C=Maintenance of City streets and sidewalks	96	11.9 %
D=Fire services	260	32.2 %
E=Enforcement of codes and ordinances	21	2.6 %
F=Customer service provided by City employees	21	2.6 %
G=Communication with the public	31	3.8 %
H=Traffic flow on City streets	87	10.8 %
I=Stormwater runoff by the City	39	4.8 %
J=Trash, recycling, and yard waste collection services	41	5.1 %
Z=None Chosen	95	11.8 %
Total	808	100.0 %

**Q2 Which THREE of the major categories of City services listed above do you think are most important for the City to provide?**

<u>Q2 3<sup>rd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	36	4.5 %
B=Parks and recreation programs and facilities	48	5.9 %
C=Maintenance of City streets and sidewalks	91	11.3 %
D=Fire services	61	7.5 %
E=Enforcement of codes and ordinances	44	5.4 %
F=Customer service provided by City employees	25	3.1 %
G=Communication with the public	45	5.6 %
H=Traffic flow on City streets	111	13.7 %
I=Stormwater runoff by the City	71	8.8 %
J=Trash, recycling, and yard waste collection services	145	17.9 %
Z=None Chosen	131	16.2 %
Total	808	100.0 %

**Q2 Which THREE of the major categories of City services listed above do you think are most important for the City to provide?  
(Sum of top three choices)**

<u>Q2 Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A = Police services	576	71.3 %
B = Parks and recreation programs and facilities	120	14.9 %
C = Maintenance of City streets and sidewalks	248	30.7 %
D = Fire services	349	43.2 %
E = Enforce codes and ordinances	81	10.0 %
F = Customer service provided by City employees	57	7.1 %
G = Communication with the public	92	11.4 %
H = Traffic flow on City streets	261	32.3 %
I = Stormwater runoff by the City	136	16.8 %
J = Trash, recycling, and yard waste collection ser...	217	26.9 %
Z = None Chosen	61	7.5 %
Total	2198	

**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=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a Overall quality of services provided by the City	9.2%	48.7%	30.0%	8.3%	1.9%	2.0%
Q3b Appearance of the City	9.4%	45.3%	27.5%	14.9%	1.7%	1.2%
Q3c How well the City is planning growth	5.9%	20.7%	29.8%	24.6%	13.0%	5.9%
Q3d Overall quality of life in the City	14.4%	49.4%	24.4%	7.7%	2.4%	1.9%
Q3e Availability of job opportunities	2.2%	9.4%	26.1%	32.3%	18.9%	11.0%
Q3f Overall value you receive for City taxes and fees	3.5%	20.9%	35.9%	23.0%	13.1%	3.6%

**EXCLUDING 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."(Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a Overall quality of services provided by the City	9.4%	49.7%	30.6%	8.5%	1.9%
Q3b Appearance of the City	9.5%	45.9%	27.8%	15.0%	1.8%
Q3c How well the City is planning growth	6.3%	22.0%	31.7%	26.2%	13.8%
Q3d Overall quality of life in the City	14.6%	50.3%	24.8%	7.8%	2.4%
Q3e Availability of job opportunities	2.5%	10.6%	29.3%	36.3%	21.3%
Q3f Overall value you receive for City taxes and fees	3.6%	21.7%	37.2%	23.9%	13.6%

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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a City efforts to prevent crimes	8.3%	38.7%	27.1%	14.5%	6.6%	4.8%
Q4b Enforcement of local traffic laws	9.0%	43.2%	25.1%	14.1%	4.6%	4.0%
Q4c How quickly police respond to emergencies	11.0%	42.1%	20.4%	8.2%	4.3%	14.0%
Q4d The frequency that police officers patrol your neighborhood	8.4%	27.1%	27.6%	18.9%	10.0%	7.9%
Q4e Quality of local fire protection services	23.9%	49.1%	13.2%	0.9%	0.5%	12.4%
Q4f Fire prevention and education programs provided by the City	14.9%	35.0%	24.5%	2.4%	1.2%	22.0%
Q4g How quickly fire personnel respond to emergencies	25.6%	42.3%	12.3%	1.0%	0.7%	18.1%



**EXCLUDING DON'T KNOW**

**Q4 Public Safety Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a City efforts to prevent crimes	8.7%	40.7%	28.5%	15.2%	6.9%
Q4b Enforcement of local traffic laws	9.4%	45.0%	26.2%	14.7%	4.8%
Q4c How quickly police respond to emergencies	12.8%	48.9%	23.7%	9.5%	5.0%
Q4d The frequency that police officers patrol your neighborhood	9.1%	29.4%	30.0%	20.6%	10.9%
Q4e Quality of local fire protection services	27.3%	56.1%	15.1%	1.0%	0.6%
Q4f Fire prevention and education programs provided by the City	19.0%	44.9%	31.4%	3.0%	1.6%
Q4g How quickly fire personnel respond to emergencies	31.3%	51.7%	15.0%	1.2%	0.9%

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

<u>Q5 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Prevention of crime	332	41.1 %
B=Enforcement of local traffic laws	35	4.3 %
C=How quickly police respond to emergencies	180	22.3 %
D=Frequency police officers patrol your neighborhood	69	8.5 %
E=Fire protection services	36	4.5 %
F=Fire prevention and education programs	14	1.7 %
G=How quickly fire personnel respond to emergencies	59	7.3 %
<u>Z=None chosen</u>	<u>83</u>	<u>10.3 %</u>
Total	808	100.0 %

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

<u>Q5 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Prevention of crime	83	10.3 %
B=Enforcement of local traffic laws	54	6.7 %
C=How quickly Police respond to emergencies	144	17.8 %
D=Frequency police officers patrol your neighborhood	90	11.1 %
E=Fire protection services	121	15.0 %
F=Fire prevention and education programs	29	3.6 %
G=How quickly fire personnel respond to emergencies	169	20.9 %
<u>Z=None chosen</u>	<u>118</u>	<u>14.6 %</u>
Total	808	100.0 %

**Q5 Which TWO of the public safety services listed above do you think are most important for the City to provide? (Sum of top two choices)**

<u>Q5 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Prevention of crime	415	51.4 %
B = Enforcement of local traffic laws	89	11.0 %
C = How quickly police respond to emergencies	324	40.1 %
D = Frequency police officers patrol neighborhoods	159	19.7 %
E = Fire protection services	157	19.4 %
F = Fire prevention and education programs	43	5.3 %
G = How quickly fire personnel respond to emergencies	228	28.2 %
Z = None chosen	83	10.3 %
Total	1498	

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

(N=808)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6a In Downtown Wilmington during the day	34.7%	47.0%	10.6%	4.0%	1.0%	2.7%
Q6b In downtown Wilmington at night	3.3%	14.2%	24.1%	33.9%	16.2%	8.2%
Q6c In City parks	11.1%	35.1%	29.3%	13.0%	4.3%	7.1%
Q6d In your neighborhood during the day	45.0%	39.6%	9.7%	3.0%	1.9%	0.9%
Q6e In your neighborhood at night	23.4%	37.6%	19.8%	11.1%	5.9%	2.1%

**EXCLUDING DON'T KNOW**

**Q6 Perceptions of Safety. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please indicate how safe you feel in the following situations: (Excluding Don't Knows)**

(N=808)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6a In Downtown Wilmington during the day	35.6%	48.3%	10.9%	4.1%	1.0%
Q6b In downtown Wilmington at night	3.6%	15.5%	26.3%	36.9%	17.7%
Q6c In City parks	12.0%	37.8%	31.6%	14.0%	4.7%
Q6d In your neighborhood during the day	45.4%	40.0%	9.7%	3.0%	1.9%
Q6e In your neighborhood at night	23.9%	38.4%	20.2%	11.4%	6.1%

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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a Maintenance and appearance of existing City parks	20.0%	49.8%	18.7%	4.1%	1.4%	6.1%
Q7b Number of City parks	14.9%	41.3%	21.2%	11.5%	3.6%	7.5%
Q7c Walking trails in the City	9.0%	28.8%	26.5%	17.7%	6.4%	11.5%
Q7d Biking trails in the City	6.2%	20.5%	24.9%	18.6%	12.5%	17.3%
Q7e City recreation centers	8.3%	23.9%	29.5%	13.1%	4.7%	20.5%
Q7f City swimming pools	7.9%	19.6%	29.0%	12.9%	4.1%	26.6%
Q7g City golf course	11.8%	26.7%	28.6%	3.7%	2.0%	27.2%
Q7h Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer, etc.)	11.4%	32.2%	28.1%	7.4%	2.0%	18.9%
Q7i Quality of City recreation programs and classes	7.8%	25.1%	30.4%	6.3%	2.6%	27.7%
Q7j Variety of recreation programs and classes offered by the City	6.8%	24.6%	30.1%	8.2%	2.5%	27.8%



**EXCLUDING DON'T KNOW**

**Q7 Parks and Recreation. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a Maintenance and appearance of existing City parks	21.3%	53.0%	19.9%	4.3%	1.4%
Q7b Number of City parks	16.1%	44.7%	22.9%	12.4%	3.9%
Q7c Walking trails in the City	10.2%	32.6%	29.9%	20.0%	7.3%
Q7d Biking trails in the City	7.5%	24.9%	30.1%	22.5%	15.1%
Q7e City recreation centers	10.4%	30.1%	37.1%	16.5%	5.9%
Q7f City swimming pools	10.8%	26.6%	39.5%	17.5%	5.6%
Q7g City golf course	16.2%	36.7%	39.3%	5.1%	2.7%
Q7h Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer, etc.)	14.0%	39.7%	34.7%	9.2%	2.4%
Q7i Quality of City recreation programs and classes	10.8%	34.8%	42.1%	8.7%	3.6%
Q7j Variety of recreation programs and classes offered by the City	9.4%	34.1%	41.7%	11.3%	3.4%

**Q8 Which TWO of the parks and recreation items listed above do you think are most important for the City to provide?**

<u>Q8 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing parks	292	36.1 %
B=Number of City parks	77	9.5 %
C=Walking trails	68	8.4 %
D=Biking trails	71	8.8 %
E=City recreation centers	39	4.8 %
F=City swimming pools	15	1.9 %
G=City golf course	18	2.2 %
H=Outdoor athletic facilities	32	4.0 %
I=City recreation programs and classes	32	4.0 %
J=Variety of recreation programs and classes	25	3.1 %
<u>Z=None chosen</u>	<u>139</u>	<u>17.2 %</u>
Total	808	100.0 %

**Q8 Which TWO of the parks and recreation items listed above do you think are most important for the City to provide?**

<u>Q8 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance and appearance of existing parks	74	9.2 %
B=Number of City parks	93	11.5 %
C=Walking trails	91	11.3 %
D=Biking trails	90	11.1 %
E=City recreation centers	38	4.7 %
F=City swimming pools	31	3.8 %
G=City golf course	23	2.8 %
H=Outdoor athletic facilities	80	9.9 %
I=City recreation programs and classes	49	6.1 %
J=Variety of recreation programs and classes	69	8.5 %
<u>Z=None chosen</u>	<u>170</u>	<u>21.0 %</u>
Total	808	100.0 %

**Q8 Which TWO of the parks and recreation items listed above do you think are most important for the City to provide? (top two)**

<u>Q8 Sum of Top 2 choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance and appearance of existing parks	366	45.3 %
B = Number of City parks	170	21.0 %
C = Walking trails	159	19.7 %
D = Biking trails	161	19.9 %
E = City recreation centers	77	9.5 %
F = City swimming pools	46	5.7 %
G = City golf course	41	5.1 %
H = Outdoor athletic facilities	112	13.9 %
I = City recreation programs and classes	81	10.0 %
J = Variety of recreation programs and classes	94	11.6 %
<u>Z = None chosen</u>	<u>139</u>	<u>17.2 %</u>
Total	1446	

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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a The availability of information about City programs and services	8.3%	34.9%	34.4%	12.3%	3.7%	6.4%
Q9b City efforts to keep residents informed about local issues	8.5%	35.5%	31.3%	15.3%	4.1%	5.2%
Q9c The level of public involvement in City decision-making	4.2%	18.7%	32.1%	26.9%	8.7%	9.5%
Q9d The quality of the City's cable television channel	9.4%	34.5%	29.0%	8.4%	3.6%	15.1%
Q9e Usefulness of the information that is available on the City's Web site	7.9%	27.6%	32.1%	4.8%	2.4%	25.2%

**EXCLUDING DON'T KNOW**

**Q9 Communication. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a The availability of information about City programs and services	8.9%	37.3%	36.8%	13.1%	4.0%
Q9b City efforts to keep residents informed about local issues	9.0%	37.5%	33.0%	16.2%	4.3%
Q9c The level of public involvement in City decision-making	4.7%	20.7%	35.4%	29.7%	9.6%
Q9d The quality of the City's cable television channel	11.1%	40.7%	34.1%	9.9%	4.2%
Q9e Usefulness of the information that is available on the City's Web site	10.6%	36.9%	42.9%	6.5%	3.1%



**Q10 From which of the following sources do you currently get information about the City of Wilmington?**

<u>Q10 Information Sources</u>	<u>Number</u>	<u>Percent</u>
City newsletter	347	42.9 %
Local newspapers	569	70.4 %
Local radio	384	47.5 %
Local television news	659	81.6 %
City website	201	24.9 %
City Cable channel	265	32.8 %
Calling the City	126	15.6 %
Other	25	3.1 %
None chosen	14	1.7 %
Total	2590	

**Q11 From which of the following sources would you prefer to get information about the City of Wilmington?**

<u>Q11 Preferred Sources</u>	<u>Number</u>	<u>Percent</u>
City newsletter	343	42.5 %
Local newspapers	455	56.3 %
Local radio	314	38.9 %
Local television news	540	66.8 %
Social networking sites (Facebook, Twitter)	65	8.0 %
City website	236	29.2 %
City Cable channel	219	27.1 %
Calling the City	88	10.9 %
Other	27	3.3 %
None chosen	41	5.1 %
Total	2328	

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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a Maintenance of major City streets	6.2%	33.7%	24.1%	25.0%	9.3%	1.7%
Q12b Maintenance of streets in YOUR neighborhood	9.9%	34.9%	21.9%	18.3%	11.5%	3.5%
Q12c How quickly street repairs are made	4.2%	20.2%	26.7%	28.7%	13.0%	7.2%
Q12d Condition of street signs and traffic signals	9.3%	53.5%	24.3%	7.4%	3.2%	2.4%
Q12e Timing of traffic signals in the City	5.4%	31.4%	26.6%	24.4%	9.9%	2.2%
Q12f Mowing and tree trimming along City streets and other public areas	7.9%	45.5%	26.7%	11.1%	5.4%	3.2%
Q12g Adequacy of City street lighting	7.3%	39.2%	30.8%	14.1%	5.4%	3.1%
Q12h Cleanliness of City streets and other public areas	8.0%	39.4%	30.7%	16.7%	3.0%	2.2%
Q12i Cleanliness of stormwater drains	5.0%	26.9%	31.7%	17.8%	8.0%	10.6%
Q12j Maintenance of City sidewalks in your neighborhood	7.4%	29.3%	27.4%	10.4%	10.0%	15.5%

**EXCLUDING DON'T KNOW**

**Q12 Maintenance. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a Maintenance of major City streets	6.3%	34.3%	24.6%	25.4%	9.4%
Q12b Maintenance of streets in YOUR neighborhood	10.3%	36.2%	22.7%	19.0%	11.9%
Q12c How quickly street repairs are made	4.5%	21.7%	28.8%	30.9%	14.0%
Q12d Condition of street signs and traffic signals	9.5%	54.8%	24.8%	7.6%	3.3%
Q12e Timing of traffic signals in the City	5.6%	32.2%	27.2%	24.9%	10.1%
Q12f Mowing and tree trimming along City streets and other public areas	8.2%	47.1%	27.6%	11.5%	5.6%
Q12g Adequacy of City street lighting	7.5%	40.5%	31.8%	14.6%	5.6%
Q12h Cleanliness of City streets and other public areas	8.2%	40.3%	31.4%	17.1%	3.0%
Q12i Cleanliness of stormwater drains	5.5%	30.1%	35.5%	19.9%	9.0%
Q12j Maintenance of City sidewalks in your neighborhood	8.8%	34.7%	32.4%	12.3%	11.9%

**Q13 Which TWO of the maintenance items listed above do you think are most important for the City to provide?**

<u>Q13 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	328	40.6 %
B=Maintenance of streets in YOUR neighborhood	62	7.7 %
C=How quickly street repairs are made	53	6.6 %
D=Condition of street signs and traffic signals	17	2.1 %
E=Timing of traffic signals in the City	73	9.0 %
F=Mowing/tree trimming along streets/public areas	17	2.1 %
G=Adequacy of City street lighting	34	4.2 %
H=Cleanliness of City streets and other public areas	36	4.5 %
I=Cleanliness of stormwater drains	48	5.9 %
J=Maintenance of City sidewalks in your neighborhood	36	4.5 %
Z=None Chosen	104	12.9 %
Total	808	100.0 %

**Q13 Which TWO of the maintenance items listed above do you think are most important for the City to provide?**

<u>Q13 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	65	8.0 %
B=Maintenance of streets in YOUR neighborhood	81	10.0 %
C=How quickly street repairs are made	127	15.7 %
D=Condition of street signs and traffic signals	34	4.2 %
E=Timing of traffic signals in the City	82	10.1 %
F= Mowing/tree trimming along streets/public areas	40	5.0 %
G=Adequacy of City street lighting	56	6.9 %
H=Cleanliness of City streets and other public areas	93	11.5 %
I=Cleanliness of stormwater drains	49	6.1 %
J=Maintenance of City sidewalks in your neighborhood	42	5.2 %
Z=None Chosen	139	17.2 %
Total	808	100.0 %

**Q13 Which TWO of the maintenance items listed above do you think are most important for the City to provide? (Sum of top two choices)**

<u>Q13 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of major City streets	393	48.6 %
B = Maintenance of streets in YOUR neighborhood	143	17.7 %
C = How quickly street repairs are made	180	22.3 %
D = Condition of street signs and traffic signals	51	6.3 %
E = Timing of traffic signals in the City	155	19.2 %
F = Mowing/tree trimming along streets/public areas	57	7.1 %
G = Adequacy of City street lighting	90	11.1 %
H = Cleanliness of City streets and other public areas	129	16.0 %
I = Cleanliness of stormwater drains	97	12.0 %
J = Maintenance of City sidewalks in your neighborhood	78	9.7 %
Z = None Chosen	104	12.9 %
Total	1477	



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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a Enforcement of the clean-up of junk and debris on private property	6.6%	25.5%	29.7%	16.7%	6.6%	14.9%
Q14b Enforcement of the mowing and cutting of weeds and grass on private property	5.4%	25.5%	31.2%	15.5%	4.6%	17.8%
Q14c Enforcement of the exterior maintenance of residential property	5.1%	23.3%	35.3%	14.6%	4.7%	17.1%
Q14d Enforcement of the exterior maintenance of commercial/business property	5.4%	27.2%	31.7%	14.0%	4.0%	17.7%
Q14e Enforcement of sign regulations	6.2%	29.6%	32.5%	10.3%	3.5%	17.9%
Q14f City efforts to remove abandoned or inoperative vehicles	7.8%	23.5%	28.3%	11.1%	5.7%	23.5%

**EXCLUDING DON'T KNOW**

**Q14 Enforcement: Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a Enforcement of the clean-up of junk and debris on private property	7.7%	30.0%	34.9%	19.7%	7.7%
Q14b Enforcement of the mowing and cutting of weeds and grass on private property	6.6%	31.0%	38.0%	18.8%	5.6%
Q14c Enforcement of the exterior maintenance of residential property	6.1%	28.1%	42.5%	17.6%	5.7%
Q14d Enforcement of the exterior maintenance of commercial/business property	6.6%	33.1%	38.5%	17.0%	4.8%
Q14e Enforcement of sign regulations	7.5%	36.0%	39.7%	12.5%	4.2%
Q14f City efforts to remove abandoned or inoperative vehicles	10.2%	30.7%	37.1%	14.6%	7.4%

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

<u>Q15 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Clean up of junk and debris on private property	340	42.1 %
B=Mowing and cutting of weeds and grass on private property	53	6.6 %
C=Exterior maintenance of residential property	59	7.3 %
D=Exterior maintenance of commercial/businesses property	76	9.4 %
E=Sign regulations	49	6.1 %
F=Removing abandoned or inoperative vehicles	69	8.5 %
<u>Z=None chosen</u>	<u>162</u>	<u>20.0 %</u>
Total	808	100.0 %

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

<u>Q15 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Clean up of junk and debris on private property	88	10.9 %
B= Mowing and cutting of weeds and grass on private property	101	12.5 %
C=Exterior maintenance of residential property	112	13.9 %
D=Exterior maintenance of commercial/business property	95	11.8 %
E=Sign regulations	66	8.2 %
F=Removing abandoned or inoperative vehicles	140	17.3 %
<u>Z=None chosen</u>	<u>206</u>	<u>25.5 %</u>
Total	808	100.0 %

**Q15 Which TWO of the code enforcement items listed above do you think are most important for the City to provide? (sum of top two choices)**

<u>Q15 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Clean up of junk and debris on private property	428	53.0 %
B = Mowing and cutting of weeds and grass on private property	154	19.1 %
C = Exterior maintenance of residential property	171	21.2 %
D = Exterior maintenance of commercial/businesses property	171	21.2 %
E = Sign regulations	115	14.2 %
F = Removing abandoned or inoperative vehicles	209	25.9 %
Z = None chosen	162	20.0 %
Total	1410	

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

<u>Q16 Contacted the City of Wilmington?</u>	<u>Number</u>	<u>Percent</u>
Yes	432	53.5 %
No	362	44.8 %
Don't Remember	14	1.7 %
Total	808	100.0 %

**Q16a Which City Department did you contact most recently? (Multiple Responses Allowed)**

<u>Q16a Department contacted most recently</u>	<u>Number</u>	<u>Percent</u>
Solid Waste	225	52.1 %
Police Department	111	25.7 %
Code Enforcement	64	14.8 %
Stormwater	49	11.3 %
Street Maintenance	48	11.1 %
Other	47	10.9 %
Parks and Recreation	46	10.6 %
City Manager/City Council	42	9.7 %
Planning	31	7.2 %
Fire Department	19	4.4 %
Business Licenses	11	2.5 %
Don't Remember	3	0.7 %
Total	696	

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

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q16b How easy they were to contact	28.5%	45.8%	11.8%	8.1%	5.1%	0.7%
Q16c The way you were treated	28.5%	44.0%	15.7%	4.6%	6.3%	0.9%
Q16d The accuracy of the information and the assistance you were given	28.5%	40.7%	13.7%	8.6%	6.3%	2.3%
Q16e How quickly City staff responded to your request	26.9%	35.0%	14.6%	11.8%	9.5%	2.3%
Q16f How well your issue was handled	26.6%	32.2%	13.0%	13.0%	13.4%	1.9%

**EXCLUDING DON'T KNOW**

**Q16b-f Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following: (Excluding Don't Knows)**

(N=432)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16b How easy they were to contact	28.7%	46.2%	11.9%	8.2%	5.1%
Q16c The way you were treated	28.7%	44.4%	15.9%	4.7%	6.3%
Q16d The accuracy of the information and the assistance you were given	29.1%	41.7%	14.0%	8.8%	6.4%
Q16e How quickly City staff responded to your request	27.5%	35.8%	14.9%	12.1%	9.7%
Q16f How well your issue was handled	27.1%	32.8%	13.2%	13.2%	13.7%



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

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q17a Residential trash collection services	40.6%	39.0%	9.2%	3.3%	1.7%	6.2%
Q17b Curbside recycling services	37.1%	33.0%	12.0%	4.8%	3.3%	9.7%
Q17c Bulky item pick up/removal services (old furniture, appliances, etc.)	34.8%	30.7%	14.4%	7.1%	2.4%	10.8%
Q17d Yard waste collection services	34.0%	35.6%	13.7%	4.2%	2.1%	10.3%
Q17e Drinking water services provided by the Cape Fear Public Utility Authority	19.1%	36.5%	19.7%	9.4%	8.4%	6.9%
Q17f Wastewater (sewer) services provided by the Cape Fear Public Utility Authority	16.2%	35.3%	21.8%	11.3%	7.8%	7.7%

**EXCLUDING DON'T KNOW**

**Q17 City Utility/Public Services. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a Residential trash collection services	43.3%	41.6%	9.8%	3.6%	1.8%
Q17b Curbside recycling services	41.1%	36.6%	13.3%	5.3%	3.7%
Q17c Bulky item pick up/removal services (old furniture, appliances, etc.)	39.0%	34.4%	16.1%	7.9%	2.6%
Q17d Yard waste collection services	37.9%	39.7%	15.3%	4.7%	2.3%
Q17e Drinking water services provided by the Cape Fear Public Utility Authority	20.5%	39.2%	21.1%	10.1%	9.0%
Q17f Wastewater (sewer) services provided by the Cape Fear Public Utility Authority	17.6%	38.2%	23.6%	12.2%	8.4%

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

(N=808)

	Yes	No
Q18a Used public transportation services supported by the City	12.7%	87.3%
Q18b Participated in recreation programs offered by the City	22.6%	77.4%
Q18c Visited City recreation centers	45.2%	54.8%
Q18d Visited a neighborhood or City park	79.9%	20.1%
Q18e Used Fire services	8.6%	91.4%
Q18f Called Code Enforcement	15.6%	84.4%
Q18g Called or visited the Police Department	34.8%	65.2%
Q18h Visited the City's website	44.0%	56.0%
Q18i Read the City's newsletter	64.9%	35.1%
Q18j Watched the City's cable television channel	60.9%	39.1%
Q18k Watched a video on the City website	15.9%	84.1%

**Q19 Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items:**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a Adequacy of public parking in Downtown Wilmington	7.4%	26.5%	24.6%	23.1%	11.6%	6.7%
Q19b Availability of public transportation services in Wilmington	7.2%	20.7%	29.0%	11.4%	6.6%	25.2%
Q19c Ease of travel by car in the City	7.5%	38.6%	29.7%	16.3%	4.6%	3.2%
Q19d Ease of walking in the City	7.3%	33.5%	26.7%	17.6%	7.8%	7.1%
Q19e Ease of biking in the City	3.7%	12.4%	27.7%	20.9%	13.0%	22.3%
Q19f Opportunities to attend cultural activities in Wilmington	12.7%	40.5%	24.9%	8.3%	3.1%	10.5%
Q19g Availability of affordable housing in Wilmington	5.3%	20.0%	29.2%	16.5%	10.1%	18.8%

**EXCLUDING DON'T KNOW**

**Q19 Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Knows)**

(N=808)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a Adequacy of public parking in Downtown Wilmington	8.0%	28.4%	26.4%	24.8%	12.5%
Q19b Availability of public transportation services in Wilmington	9.6%	27.6%	38.7%	15.2%	8.8%
Q19c Ease of travel by car in the City	7.8%	39.9%	30.7%	16.9%	4.7%
Q19d Ease of walking in the City	7.9%	36.1%	28.8%	18.9%	8.4%
Q19e Ease of biking in the City	4.8%	15.9%	35.7%	26.9%	16.7%
Q19f Opportunities to attend cultural activities in Wilmington	14.2%	45.2%	27.8%	9.3%	3.5%
Q19g Availability of affordable housing in Wilmington	6.6%	24.7%	36.0%	20.3%	12.5%

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

(N=808)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
Q20a Upgrades to public facilities (i.e. public buildings, Riverwalk, stormwater facilities, etc.)	28.5%	32.3%	28.7%	5.8%	1.6%	3.1%
Q20b Improvements to parks and open space	26.0%	29.5%	30.7%	9.5%	1.2%	3.1%
Q20c Improvements to Police and Fire facilities	30.0%	32.3%	27.1%	5.4%	2.4%	2.8%
Q20d Improvements to the city's transportation network (i.e., roads, bridges, public transit)	40.2%	32.2%	20.2%	2.7%	1.4%	3.3%
Q20e Improvements to arts/cultural facilities	16.8%	23.3%	34.5%	15.8%	4.8%	4.7%



**EXCLUDING DON'T KNOW**

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

(N=808)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All
Q20a Upgrades to public facilities (i.e. public buildings, Riverwalk, stormwater facilities, etc.)	29.4%	33.3%	29.6%	6.0%	1.7%
Q20b Improvements to parks and open space	26.8%	30.4%	31.7%	9.8%	1.3%
Q20c Improvements to Police and Fire facilities	30.8%	33.2%	27.9%	5.6%	2.4%
Q20d Improvements to the city's transportation network (i.e., roads, bridges, public transit)	41.6%	33.3%	20.9%	2.8%	1.4%
Q20e Improvements to arts/cultural facilities	17.7%	24.4%	36.2%	16.6%	5.1%

**Q21 Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support?**

<u>Q21 1<sup>st</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Upgrades to public facilities	135	16.7 %
B=Improvements to parks and open space	76	9.4 %
C=Improvements to Police and Fire facilities	151	18.7 %
D=Improvements to the city's transportation	151	18.7 %
E=Improvements to arts/cultural facilities	29	3.6 %
<u>Z=None chosen</u>	<u>266</u>	<u>32.9 %</u>
Total	808	100.0 %

**Q21 Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support?**

<u>Q21 2<sup>nd</sup> Choice</u>	<u>Number</u>	<u>Percent</u>
A=Upgrades to public facilities	86	10.6 %
B=Improvements to parks and open space	90	11.1 %
C=Improvements to Police and Fire facilities	81	10.0 %
D=Improvements to the city's transportation	167	20.7 %
E=Improvements to arts/cultural facilities	50	6.2 %
<u>Z=None chosen</u>	<u>334</u>	<u>41.3 %</u>
Total	808	100.0 %

**Q21 Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support? (Sum of top two choices)**

<u>Q21 Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Upgrades to public facilities	221	27.4 %
B = Improvements to parks and open space	166	20.5 %
C = Improvements to Police and Fire facilities	232	28.7 %
D = Improvements to the city's transportation	318	39.4 %
E = Improvements to arts/cultural facilities	79	9.8 %
<u>Z = None chosen</u>	<u>267</u>	<u>33.0 %</u>
Total	1283	

**Q22 Additional Revenues. Using a scale of 1 to 5 where 5 means "Very Willing" and 1 means "Not Willing at All," please indicate how willing you would be to support a bond referendum or additional funding that would:**

(N=808)

	Very Willing	Willing	Not Sure	Not Willing	Not Willing At All
Q22a Upgrade public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.)	13.1%	31.7%	28.8%	15.1%	11.3%
Q22b Improve parks and open space	14.3%	33.6%	22.9%	18.3%	10.9%
Q22c Improve police and fire facilities	16.1%	36.5%	24.6%	14.0%	8.9%
Q22d Improve maintenance of streets and sidewalks	20.9%	39.5%	21.5%	10.3%	7.8%
Q22e Improve the city's transportation network (i.e., roads, bridges, public transit)	21.8%	37.1%	21.1%	11.6%	8.4%
Q22f Increase upkeep of parks and other public areas	11.4%	33.6%	28.7%	16.7%	9.6%
Q22g Increase enforcement of city codes	11.2%	24.9%	34.4%	17.7%	11.9%

**Q23 Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below:**

(N=808)

	Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less	Don't Know
Q23a Police services	12.3%	33.9%	43.9%	4.2%	3.1%	2.6%
Q23b Fire Services	9.8%	29.1%	51.7%	4.3%	1.9%	3.2%
Q23c Parks and Recreation	8.9%	24.4%	47.6%	11.8%	3.3%	4.0%
Q23d Maintenance of Streets and Sidewalks	14.9%	38.9%	37.5%	4.2%	1.5%	3.1%
Q23e Upkeep of parks and other public areas	6.7%	26.1%	51.2%	9.9%	3.1%	3.0%
Q23f Enforcement of city codes	8.8%	17.3%	53.0%	13.7%	3.8%	3.3%

**EXCLUDING DON'T KNOW**

**Q23 Funding for City Services. Using a scale of 1 to 5 where 5 means "Spend Much More" and 1 means "Spend Much Less," please indicate what you think about the City's current level of funding for each of the City services listed below: (Excluding Don't Knows)**

(N=808)

	Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less
Q23a Police services	12.6%	34.8%	45.1%	4.3%	3.2%
Q23b Fire Services	10.1%	30.1%	53.5%	4.5%	1.9%
Q23c Parks and Recreation	9.3%	25.4%	49.6%	12.2%	3.5%
Q23d Maintenance of Streets and Sidewalks	15.3%	40.1%	38.7%	4.3%	1.5%
Q23e Upkeep of parks and other public areas	6.9%	26.9%	52.8%	10.2%	3.2%
Q23f Enforcement of city codes	9.1%	17.9%	54.8%	14.2%	4.0%

**Q24 Environmental Leadership. How important do you think it is for the City of Wilmington to be viewed as a leader in preserving and protecting the environment?**

Q24 Importance of being viewed as leader	Number	Percent
Very important	407	50.4 %
Important	214	26.5 %
Somewhat important	105	13.0 %
Not important	32	4.0 %
Not important at all	9	1.1 %
Don't know	41	5.1 %
Total	808	100.0 %

**Q25 Strategic Planning. The city's major focus areas are listed below. Using a scale of 1 to 5 where 5 means "Extremely Important" and 1 means "Not Important at All," please indicate how important each of the City's focus areas are to you:**

(N=808)

	Extremely Important	Very Important	Important	Not Very Important	Not Important at All
Q25a Share information and get citizen input	43.1%	33.1%	21.1%	2.0%	0.6%
Q25b Improve the local economy through public and private investments	35.9%	33.4%	24.5%	4.4%	1.8%
Q25c Obtain greater state support for city issues and priorities.	32.7%	36.4%	24.9%	4.6%	1.5%
Q25d Provide a safe community	64.5%	25.7%	8.9%	0.6%	0.3%
Q25e Support neighborhoods to help them thrive.	41.6%	27.8%	23.9%	5.4%	1.3%
Q25f Provide a safe and efficient transportation system.	33.8%	30.6%	28.7%	4.9%	2.0%



**Q26 Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following:**

(N=808)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q26a As a place to live	35.8%	48.8%	9.0%	3.2%	2.4%	0.9%
Q26b As a place to raise children	29.3%	44.2%	14.0%	5.0%	2.8%	4.7%
Q26c As a place to work or build a business	14.5%	37.3%	23.0%	15.0%	5.2%	5.1%
Q26d As a place to retire	34.9%	40.1%	13.4%	4.8%	2.1%	4.7%
Q26e As a place to visit	47.3%	38.7%	8.8%	1.9%	1.1%	2.2%

**EXCLUDING DON'T KNOW**

**Q26 Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following: (excluding Don't Knows)**

(N=808)

	Excellent	Good	Neutral	Below Average	Poor
Q26a As a place to live	36.1%	49.2%	9.1%	3.2%	2.4%
Q26b As a place to raise children	30.8%	46.4%	14.7%	5.2%	3.0%
Q26c As a place to work or build a business	15.3%	39.2%	24.3%	15.8%	5.5%
Q26d As a place to retire	36.6%	42.1%	14.0%	5.1%	2.2%
Q26e As a place to visit	48.4%	39.6%	9.0%	1.9%	1.1%

**Q27 Approximately how many years have you lived in Wilmington?**

<u>Q27 Years lived in Wilmington</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	114	14.1 %
5-10 years	129	16.0 %
11-20 years	179	22.2 %
More than 20 years	384	47.5 %
Not provided	2	0.2 %
Total	808	100.0 %

**Q28 What is your age?**

<u>Q28 Respondent's age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	135	16.7 %
35-44 years	184	22.8 %
45-54 years	162	20.0 %
55-64 years	167	20.7 %
65-74 years	95	11.8 %
75+ years	65	8.0 %
Total	808	100.0 %

**Q29 Have you been a victim of a crime in the City of Wilmington during the past year?**

<u>Q29 Victim of crime in past year?</u>	<u>Number</u>	<u>Percent</u>
Yes	119	14.7 %
No	688	85.1 %
<u>Not provided</u>	<u>1</u>	<u>0.1 %</u>
Total	808	100.0 %

**Q30 What is your gender?**

<u>Q30 Respondent's gender</u>	<u>Number</u>	<u>Percent</u>
Male	388	48.0 %
<u>Female</u>	<u>420</u>	<u>52.0 %</u>
Total	808	100.0 %

**Q31 Have you visited Downtown Wilmington during the past year?**

<u>Q31 Visited Downtown in past year?</u>	<u>Number</u>	<u>Percent</u>
Yes	736	91.1 %
No	71	8.8 %
<u>Not provided</u>	<u>1</u>	<u>0.1 %</u>
Total	808	100.0 %

**Q32 Which of the following best describes your race/ethnicity?**

<u>Q32 Respondent's race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	12	1.5 %
White	581	71.9 %
American Indian/Eskimo	12	1.5 %
Black/African American	198	24.5 %
Hispanic/Latino/Spanish	21	2.6 %
Other	1	0.1 %
<u>Not provided</u>	<u>7</u>	<u>0.9 %</u>
Total	832	

**Q33 Would you say your total annual household income is:**

<u>Q33 Annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	196	24.3 %
\$30,000-\$59,999	210	26.0 %
\$60,000-\$99,999	160	19.8 %
\$100,000 or more	182	22.5 %
Not provided	60	7.4 %
Total	808	100.0 %

**Q34 What is your home zip code?**

<u>Q34 Home zip code</u>	<u>Number</u>	<u>Percent</u>
28401	194	24.0 %
28403	200	24.8 %
28405	105	13.0 %
28409	201	24.9 %
28412	96	11.9 %
Other/Not Provided	12	1.5 %
Total	808	100.0 %

*Section 5:*  
***Survey Instrument***

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Mayor  
Bill Saffo

Mayor Pro-Tem  
Earl Sheridan, Ph.D.

Council Members  
Kevin O'Grady  
Laura W. Padgett  
Charlie H. Rivenbark, Jr.  
Ronald W. Sparks, P.E.  
Kristi A. Tomey

Dear Wilmington City Resident:

***Your input on the enclosed survey is extremely important.*** The City of Wilmington is conducting a survey of residents to gather information about city priorities and the quality of city programs and services. The survey is part of our ongoing strategic planning process. To ensure that the city's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

***We appreciate your time and value your opinion.*** We realize this survey takes some time to complete, but every question is important. This is your government and the time you invest in this survey will influence many decisions that will be made about Wilmington's future.

***Please return your survey sometime during the next week.*** Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

***Look for a summary of survey results.*** A summary of survey results will be provided in a future issue of the city newsletter and on the city's website at [wilmingtonnc.gov](http://wilmingtonnc.gov).

If you have any questions, please call City Communications Manager Malissa Talbert at 342-2736. Thanks again for taking the time to better our community.

Sincerely,

Bill Saffo  
Mayor



Mayor and City Council  
City Hall 102 North Third Street PO Box 1810 Wilmington, NC 28402-1810  
910 341 7815 910 341 4628 fax [wilmingtonnc.gov](http://wilmingtonnc.gov)

# 2010 Community Survey

Please take a few minutes to complete this 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 have **questions, please contact Malissa Talbert at 910-342-2736.**



**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.”**

<b>How satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police services	5	4	3	2	1	9
B.	Overall quality of the City's parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of City streets and sidewalks	5	4	3	2	1	9
D.	Overall quality of fire services	5	4	3	2	1	9
E.	Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9
F.	Overall quality of customer service provided by City employees	5	4	3	2	1	9
G.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
H.	Overall management of traffic flow on City streets	5	4	3	2	1	9
I.	Overall management of stormwater runoff by the City	5	4	3	2	1	9
J.	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 the letters below using the letters from the list in Question 1 above].

1<sup>st</sup>.:\_\_\_\_ 2<sup>nd</sup>.:\_\_\_\_ 3<sup>rd</sup>.:\_\_\_\_

**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.”**

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of services provided by the City	5	4	3	2	1	9
B.	Appearance of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	Overall quality of life in the City	5	4	3	2	1	9
E.	Availability of job opportunities	5	4	3	2	1	9
F.	Overall value you receive for City taxes and fees	5	4	3	2	1	9

4. **Public Safety Services.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City efforts to prevent crimes	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E. Quality of local fire protection services	5	4	3	2	1	9
F. Fire prevention and education programs provided by the City	5	4	3	2	1	9
G. How quickly fire personnel respond to emergencies	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 the letters below using the letters from the list in Question 4 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

6. **Perceptions of Safety.** Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please indicate how safe you feel in the following situations:

<i>How safe do you feel:</i>	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. In Downtown Wilmington during the day	5	4	3	2	1	9
B. In Downtown Wilmington at night	5	4	3	2	1	9
C. In City parks	5	4	3	2	1	9
D. In your neighborhood during the day	5	4	3	2	1	9
E. In your neighborhood at night	5	4	3	2	1	9

7. **Parks and Recreation.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance and appearance of existing City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. Walking trails in the City	5	4	3	2	1	9
D. Biking trails in the City	5	4	3	2	1	9
E. City recreation centers	5	4	3	2	1	9
F. City swimming pools	5	4	3	2	1	9
G. City golf course	5	4	3	2	1	9
H. Quality of outdoor athletic facilities (e.g., baseball, tennis, soccer, etc.)	5	4	3	2	1	9
I. Quality of City recreation programs and classes	5	4	3	2	1	9
J. Variety of recreation programs and classes offered by the City	5	4	3	2	1	9

8. **Which TWO of the parks and recreation items listed above do you think are most important for the City to provide?** [Write in the letters below using the letters from the list in Question 7 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_



14. **Code enforcement:** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the clean up of junk and debris on private property	5	4	3	2	1	9
B.	Enforcement of mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
E.	Enforcement of sign regulations	5	4	3	2	1	9
F.	City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

15. Which **TWO** of the **code enforcement** items listed above do you think are most important for the City to provide? [Write in the letters below using the letters from the list in Question 14 above].

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_

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

\_\_\_(1) Yes [answer Question 16a-f] \_\_\_(2) No [go to Question 17]

16a. [Only if “YES” to Question 16] Which City Department did you contact most recently?

- |                                   |                            |
|-----------------------------------|----------------------------|
| ___(01) City Manager/City Council | ___(07) Business Licenses  |
| ___(02) Fire Department           | ___(08) Stormwater         |
| ___(03) Parks and Recreation      | ___(09) Street Maintenance |
| ___(04) Planning                  | ___(10) Code Enforcement   |
| ___(05) Police Department         | ___(11) Other: _____       |
| ___(06) Solid Waste               |                            |

16b-f. [Only if “YES” to Question 16] Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
B.	How easy they were to contact	5	4	3	2	1	9
C.	The way you were treated	5	4	3	2	1	9
D.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
E.	How quickly City staff responded to your request	5	4	3	2	1	9
F.	How well your issue was handled	5	4	3	2	1	9

17. **City Utility/Public Services.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<b>How Satisfied are you with:</b>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Yard waste collection services	5	4	3	2	1	9
E.	Drinking water services provided by the Cape Fear Public Utility Authority	5	4	3	2	1	9
F.	Wastewater (sewer) services provided by the Cape Fear Public Utility Authority	5	4	3	2	1	9

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

<i>During the past 12 months have you:</i>		YES	NO	Don't Know
A.	Used public transportation services supported by the City	1	2	9
B.	Participated in recreation programs offered by the City	1	2	9
C.	Visited City recreation centers	1	2	9
D.	Visited a neighborhood or City park	1	2	9
E.	Used Fire services	1	2	9
F.	Called Code Enforcement	1	2	9
G.	Called or visited the Police Department	1	2	9
H.	Visited the City's website	1	2	9
I.	Read the City's newsletter	1	2	9
J.	Watched the City's cable television channel	1	2	9
K.	Watched a video on the City website	1	2	9

19. Transportation and Other Issues. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means

"very dissatisfied," please rate your satisfaction with each of the following items:

<i>How satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Adequacy of public parking in Downtown Wilmington	5	4	3	2	1	9
B.	Availability of public transportation services in Wilmington	5	4	3	2	1	9
C.	Ease of travel by car in the City	5	4	3	2	1	9
D.	Ease of walking in the City	5	4	3	2	1	9
E.	Ease of biking in the City	5	4	3	2	1	9
F.	Opportunities to attend cultural activities in Wilmington	5	4	3	2	1	9
G.	Availability of affordable housing in Wilmington	5	4	3	2	1	9

20. Capital Improvement Priorities. Major investments that are being made by the City are listed below. Using a scale of 1 to 5 where 5 means "extremely important" and 1 means "not important at all," please indicate how important you think it is for the city to continue to invest in the following projects:

<i>How Important is it for the City to continue to invest in the following projects?</i>		Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
A.	Upgrades to public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.	5	4	3	2	1	9
B.	Improvements to parks and open space	5	4	3	2	1	9
C.	Improvements to Police and Fire facilities	5	4	3	2	1	9
D.	Improvements to the city's transportation network (i.e., roads, bridges, public transit)	5	4	3	2	1	9
E.	Improvements to arts/cultural facilities	5	4	3	2	1	9

21. Which TWO of the capital improvements listed above would you be most willing to pay an increase in taxes to support? [Write in the letters below using the letters from the list in Question 20 above]. Circle "NONE" if you would not be willing to support an increase to fund any of the projects listed.

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ NONE



**22. Additional Revenues.** Using a scale of 1 to 5 where 5 means “very willing” and 1 means “not willing at all,” please indicate how willing you would be to support a bond referendum or additional funding that would:

<b>How willing would you be to support a bond referendum or additional funding that would do the following:</b>		Very Willing	Willing	Not Sure	Not Willing	Not Willing At All
A	Upgrade public facilities (i.e., public buildings, Riverwalk, stormwater facilities, etc.	5	4	3	2	1
B	Improve parks and open space	5	4	3	2	1
C	Improve police and fire facilities	5	4	3	2	1
D	Improve maintenance of streets and sidewalks	5	4	3	2	1
E	Improve the city’s transportation network (i.e., roads, bridges, public transit)	5	4	3	2	1
F	Increase upkeep of parks and other public areas	5	4	3	2	1
G	Increase enforcement of city codes	5	4	3	2	1

**23. Funding for City Services.** Using a scale of 1 to 5 where 5 means “spend much more” and 1 means “spend much less,” please indicate what you think about the City’s current level of funding for each of the City services listed below:

<b>How should the City’s current level of funding change for the following services:</b>		Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less
A.	Police Services	5	4	3	2	1
B.	Fire Services	5	4	3	2	1
C.	Parks and Recreation	5	4	3	2	1
D.	Maintenance of Streets and Sidewalks	5	4	3	2	1
E.	Upkeep of parks and other public areas	5	4	3	2	1
F.	Enforcement of city codes	5	4	3	2	1

**24. Environmental Leadership.** How important do you think it is for the City of Wilmington to be viewed as a leader in preserving and protecting the environment?

- |                            |                              |
|----------------------------|------------------------------|
| ___ (5) Very important     | ___ (2) Not important        |
| ___ (4) Important          | ___ (1) Not Important at all |
| ___ (3) Somewhat important | ___ (9) Don’t know           |

**25. Strategic Planning.** The city’s major focus areas are listed below. Using a scale of 1 to 5 where 5 means “extremely important” and 1 means “not important at all,” please indicate how important each of the City’s focus areas are to you:

<b><u>Major focus areas for the City of Wilmington</u></b>		Extremely Important	Very Important	Important	Not Very Important	Not Important At All
A.	Share information and get citizen input	5	4	3	2	1
B.	Improve the local economy through public and private investments	5	4	3	2	1
C.	Obtain greater state support for city issues and priorities.	5	4	3	2	1
D.	Provide a safe community.	5	4	3	2	1
E.	Support neighborhoods to help them thrive.	5	4	3	2	1
F.	Provide a safe and efficient transportation system.	5	4	3	2	1

26. **Overall Ratings of the City.** Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Wilmington with regard to the following:

<b>How would you rate the City of Wilmington:</b>		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work or build a business	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9

27. **Approximately how many years have you lived in Wilmington?**

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

28. **What is your age?**

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

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

- (1) Yes  
 (2) No

30. **What is your gender?**

- (1) Male  
 (2) Female

31. **Have you visited Downtown Wilmington during the past year?**

- (1) Yes  
 (2) No

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

- (1) Asian/Pacific Islander                       (4) Black/African American  
 (2) White     (5) Hispanic/Latino/Spanish  
 (3) American Indian/Eskimo                       (6) Other: \_\_\_\_\_

33. **Would you say your total annual household income is:**

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

34. **What is your home zip code?** \_\_\_\_\_

## 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 sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank You.