

2012 Community Survey Final Report



Submitted to:

**The City of Wilmington,
North Carolina**

March 2012

By:

ETC Institute

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2012 Wilmington Community Survey Executive Summary Report

OVERVIEW AND METHODOLOGY

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

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. A total of 816 households completed surveys (34% response rate). The results for the random sample of 816 households have a 95% level of confidence with a precision of at least +/- 3.4%.

This summary report contains:

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

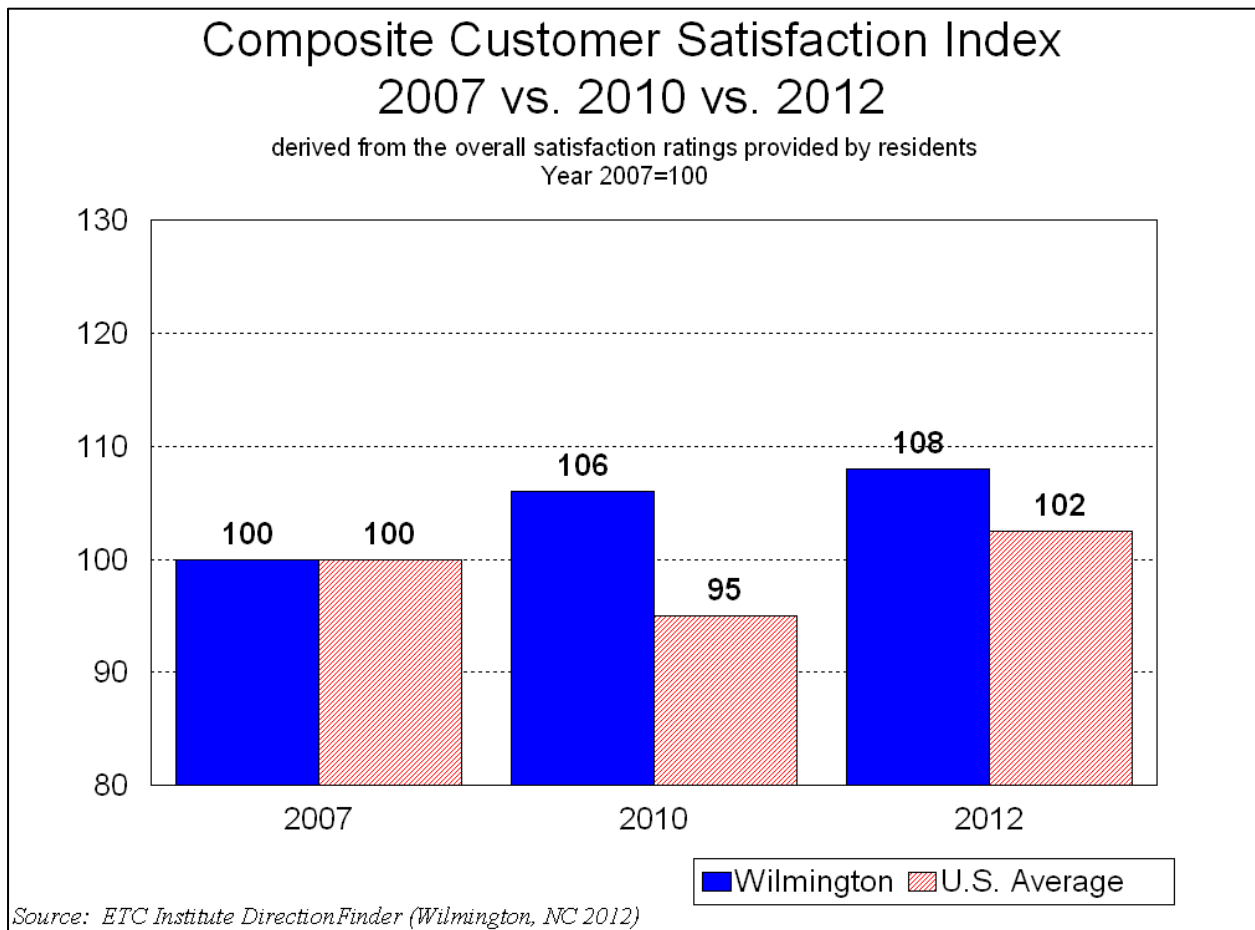
Interpretation of “Don’t Know” Responses.

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.*”

TRENDS

Composite Customer Satisfaction Index

The Composite Satisfaction Index for the City of Wilmington continues to improve. The composite index improved 8 points from 2007 and 2 points from 2010. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart below shows how the Composite Satisfaction Index for the City of Wilmington and for the U.S. average have changed since 2007.



Significant Changes From 2010

The results of the City of Wilmington improved in 56 of the 80 areas that were assessed in both 2010 and 2012, 29 of which were significant increases (increase of 4% or more). Some of the most significant improvements in satisfaction from 2010 included: biking trails in the City (+18%), walking trails in the City (+17%), ease of biking in the City (10+), number of City parks (+10%) and City efforts to prevent crime (+10%). Satisfaction decreased in 19 areas from 2010; only 6 of the decreases from 2010 were statistically significant (decrease of 4% or more). The most significant decreases included the maintenance of neighborhoods (-6%) and the quality of the City's cable television channel (-5%). The ratings were unchanged in five areas.

MAJOR FINDINGS

Overall Satisfaction with City Services

- Sixty-three percent (63%) of the residents surveyed *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 29% were neutral and only 9% were dissatisfied. The percent of residents who were satisfied with the overall quality of services provided by the City increased significantly from 2010 (+4%).
- 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 (85%), the quality of City parks and recreation programs and facilities (75%), the quality of trash, yard, recycling and yard waste collection services (75%), and the quality of police services (70%). Residents were generally less satisfied with the management of traffic flow on City streets (32%) and the maintenance of City streets and sidewalks (31%).
- There were significant increases in satisfaction, increases of 4% or more from 2010, in three areas: the management of stormwater runoff (+7%), the quality of parks and recreation programs and facilities (+5%) and the quality of police services (+4%). There were no significant decreases in satisfaction in any of the major categories of City services rated from 2010.

Overall Ratings of the City

- Most of the residents surveyed *who had an opinion*, felt the City was an “excellent” or “good” place to visit (89%), live (88%) and raise children (80%).

Public Safety

- The public safety services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the City’s to prevent fires (68%), the enforcement of fire codes (64%), and how quickly police respond to emergencies (63%).
- There were significant increases in satisfaction, increases of 4% or more from 2010, in two public safety services: City efforts to prevent crime (+10%) and City efforts to prevent fires (+4%). There were no significant decreases in satisfaction in any of the public safety services rated from 2010.

Perceptions of Safety

- Based upon the combined percentage of residents who felt “very safe” or “safe,” those residents *who had an opinion* felt most safe in their neighborhood during the day (88%), in the downtown business district during the day (85%) and in large shopping centers (73%).

- There were significant increases, increases of 4% or more from 2010, in the feeling of safety in City parks (+6%) and the feeling of safety in the City's downtown business district at night (+4%). There were no significant decreases from 2010.

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 (82%), the number of City parks (71%), the quality of outdoor athletic fields (62%) and walking trails in the City (60%).
- There were significant increases in satisfaction, increases of 4% or more, in nine of the ten parks and recreation services rated from 2010. The parks and recreation services with the most significant increases in satisfaction were: biking trails in the City (+18%), walking trails in the City (+17%), and the number of City parks (+10%). There were no significant decreases in satisfaction from 2010.

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 availability of information about City services and programs (51%), the usefulness of information on the City's web site (50%) and City efforts to keep residents informed (50%). Residents were least satisfied with the level of public involvement in decision-making (28%).
- The communication services that showed significant increases, increases of 4% or more, in satisfaction from 2010 were: the availability of information about City programs and services (+5%) and City efforts to keep residents informed (+4%). There was a significant decrease in satisfaction in the quality of the City's television channel (-5%).
- When asked where residents received information about the City, the top three sources were: (1) the local television news, (2) local newspapers and (3) the City newsletter. These were also the top three sources where residents indicated they would prefer to get information about the City.

City Maintenance

- The maintenance services with the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (64%) and the mowing and tree trimming along City streets and other public areas (52%). Residents were least satisfied with how quickly street repairs are made (23%) and the maintenance of major City streets (37%).
- The maintenance service that showed a significant increase in satisfaction, increase of 4% or more from 2010, was the cleanliness of stormwater drains (+4%). There were significant decreases, decreases of 4% or more from 2010, in two areas: the maintenance of neighborhood streets (-6%) and how quickly street repairs are made (-4%).

Code Enforcement

- The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of sign regulations (40%), enforcing the cleanup of debris on private property (38%) and City efforts to remove inoperable vehicles (37%).
- There were no significant increases in satisfaction in any of the code enforcement services rated from 2010. There were significant decreases, decreases of 4% or more from 2010, in three areas: enforcing sign regulations (+4%), City efforts to remove inoperable vehicles (-4%) and enforcing the exterior upkeep of commercial property (-4%).

Customer Service

- The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the way residents were treated (78%) and how easy City employees were to contact (77%).
- The customer services that showed significant increases, increases of 4% or more, in satisfaction from 2010 were: how well residents felt their issue was handled (+8%) and the way residents were treated (+5%). There were no significant decreases in satisfaction from 2010.

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 (89%), curbside recycling services (84%) and yard waste collection services (79%).
- There were significant increases, increases of 4% or more from 2010, in three of the utility/public services: curbside recycling (+6%), residential trash collection services (+4) and bulky item pickup/removal services (+4). There were no significant decreases in satisfaction from 2010.

Transportation/Other Issues

- The highest levels of satisfaction with the transportation/ other issues rated, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: opportunities to attend cultural activities (62%), the ease of walking in the City (51%) and the ease of travel by car (51%).
- There were significant increases, increases of 4% or more from 2010, in four areas: the ease of biking in the City (+10%), ease of walking in the City (+7), adequacy of public parking downtown (+7%), and the availability of transit service (+4%). There were no significant decreases in satisfaction from 2010.

Capital Improvement Priorities

- Residents were asked to rate how important they felt it was for the City to invest in various capital improvement priorities. Residents felt it was most important, based upon the combined percentage of “extremely important” and “very important” responses to make transportation network improvements (73%). Residents also felt it was important to make upgrades to public facilities (56%) and to make police and fire facility improvements (56%).

Willingness to Support a Bond Referendum to Improve City Services

- The bond referendums that residents were most willing to support, based upon the combined percentage of “very willing” and “willing” responses were: improve the maintenance of city streets and sidewalks (58%), improve the City’s transportation network (53%), and improve police and fire facilities (46%).

OVERALL PRIORITIES FOR IMPROVEMENT

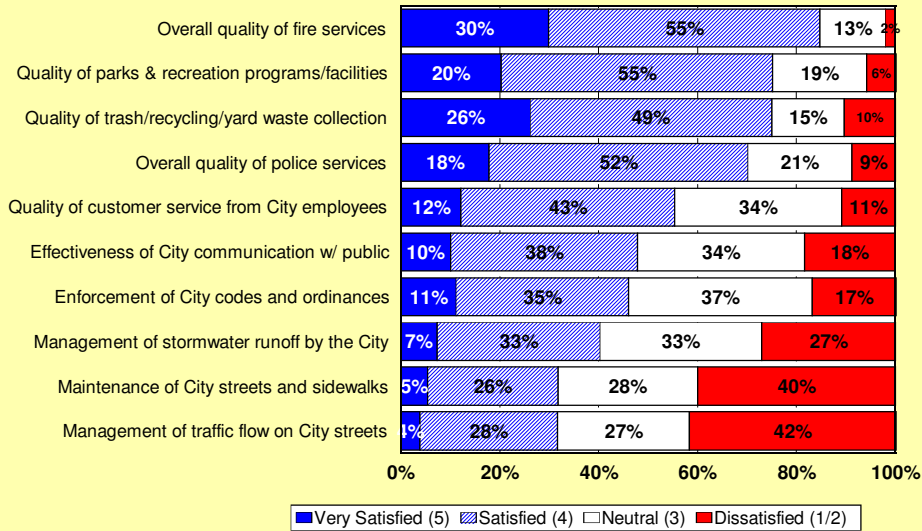
Based on the Importance-Satisfaction analysis that is provided in Section 3 of this report, the City of Wilmington’s top three priorities for improvement over the next two years should be: the maintenance of City streets and sidewalks, the quality of police services and the management of traffic flow on City streets (see the table below). Investments in these three areas will have the most positive impact on overall satisfaction with city services because residents place a high priority on these services and their current expectations for these services are not being met.

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
<i>Very High Priority (IS >.20)</i>						
Maintenance of City streets and sidewalks	34%	3	31%	10	0.2346	1
Overall quality of police services	75%	1	70%	4	0.2250	2
Management of traffic flow on City streets	31%	4	32%	9	0.2108	3
<i>Medium Priority (IS <.10)</i>						
Quality of trash/recycling/yard waste collection	29%	5	75%	3	0.0725	4
Overall quality of fire services	47%	2	85%	1	0.0705	5
Management of stormwater runoff by the City	11%	8	40%	8	0.0660	6
Effectiveness of City communication w/ public	11%	7	48%	6	0.0572	7
Enforcement of City codes and ordinances	9%	9	46%	7	0.0486	8
Quality of parks & recreation programs/facilities	14%	6	75%	2	0.0350	9
Quality of customer service from City employees	6%	10	55%	5	0.0270	10

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

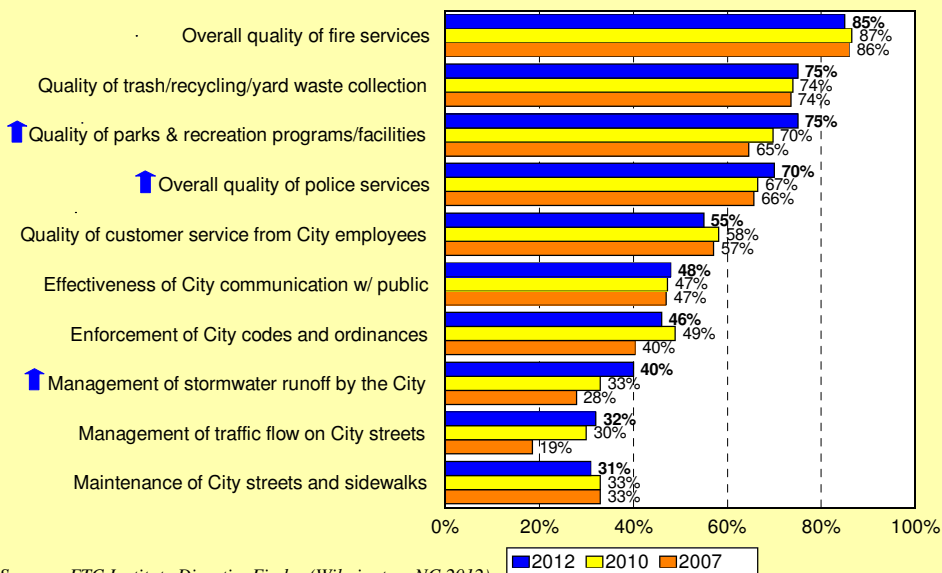
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Overall Satisfaction With City Services by Major Category (2007, 2010 & 2012)

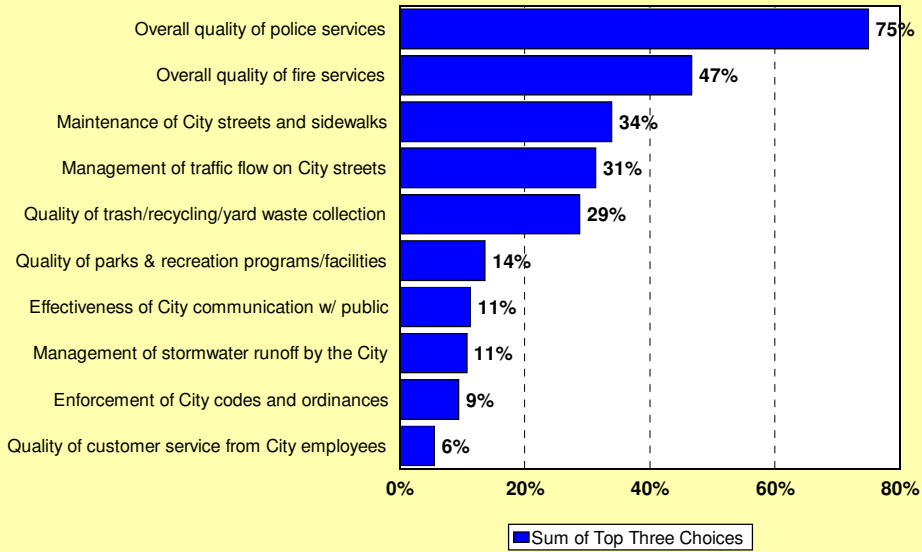
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

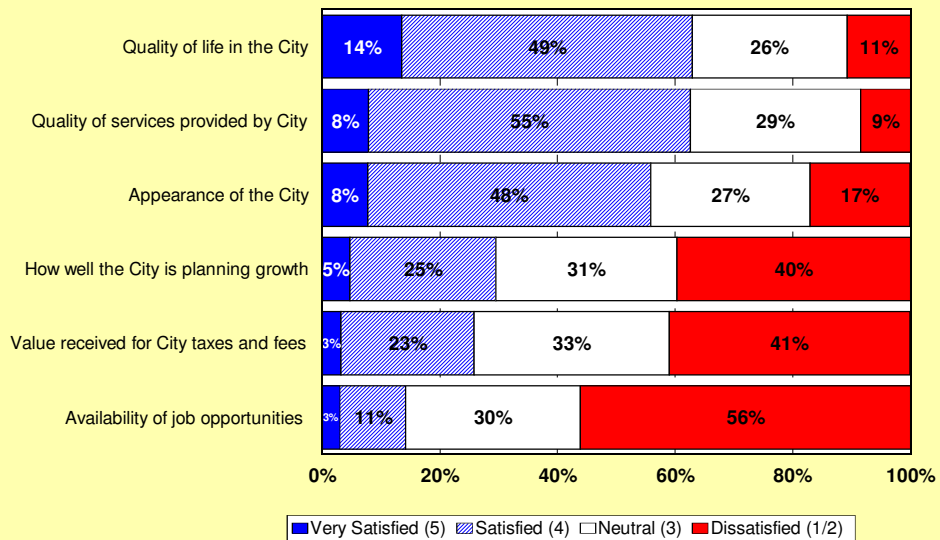
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

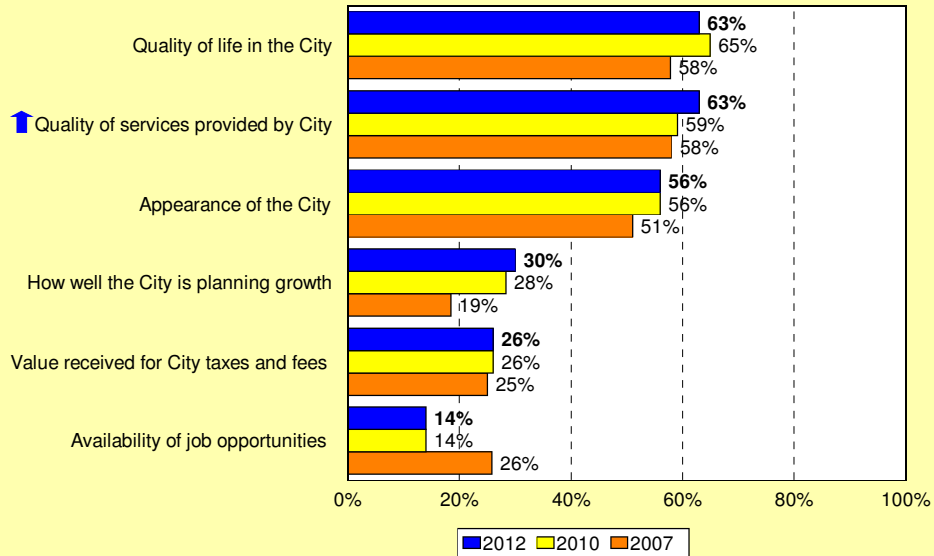
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction With Items That Influence the Perception Residents Have (2007, 2010 & 2012)

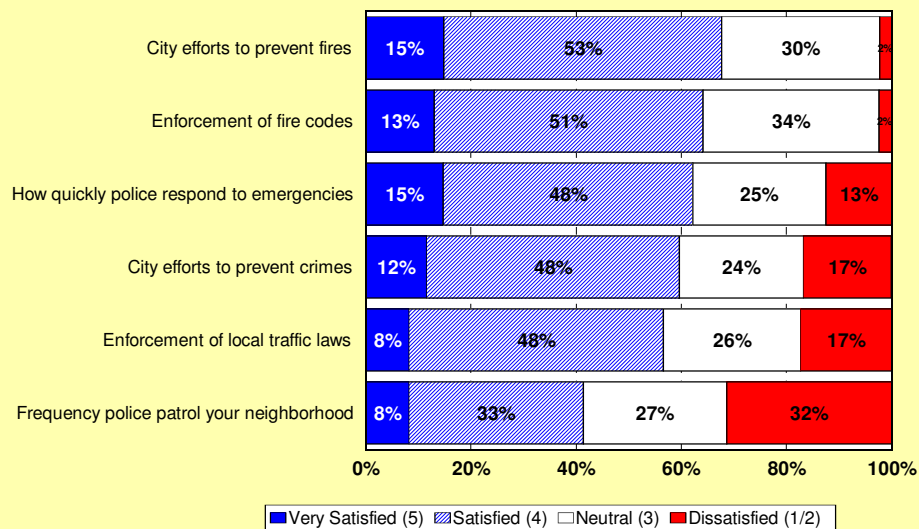
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Q4. Satisfaction with Various Aspects of Public Safety

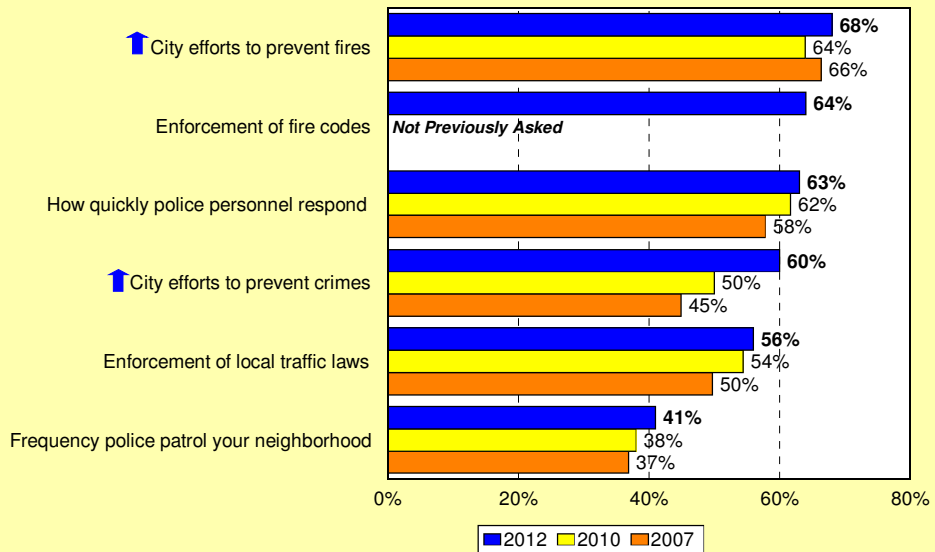
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction with Various Aspects of Public Safety (2007, 2010 & 2012)

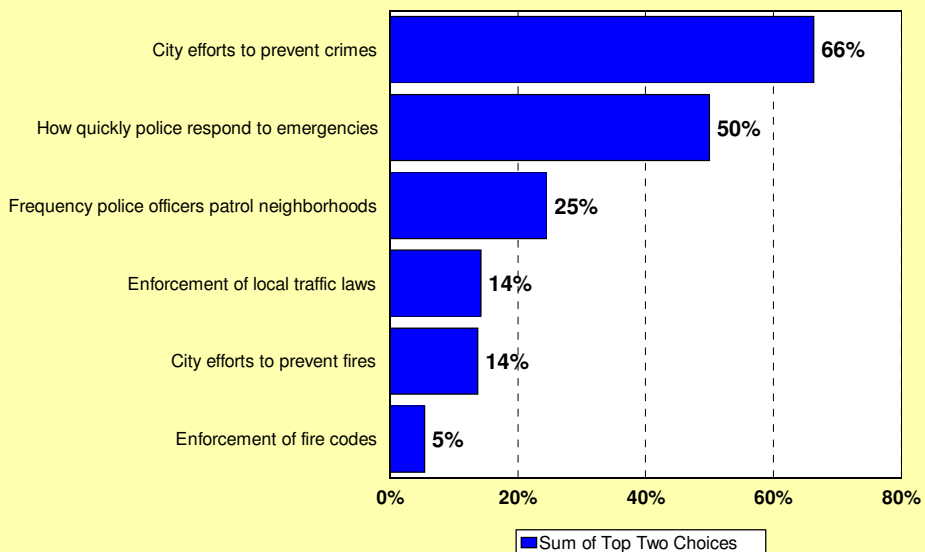
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



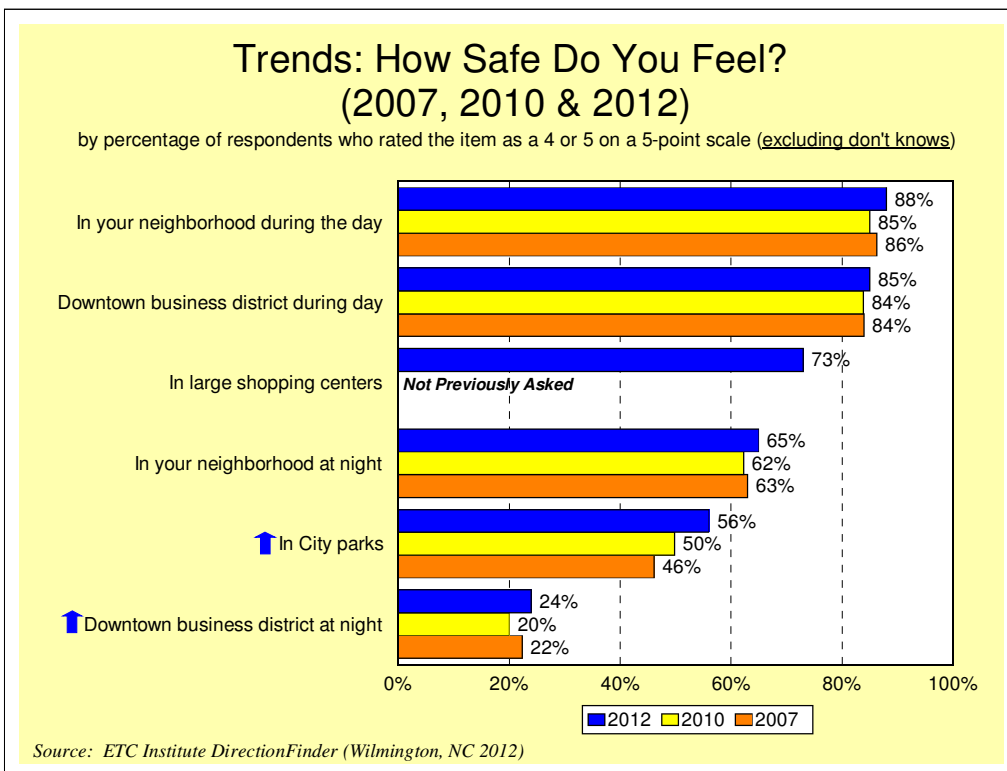
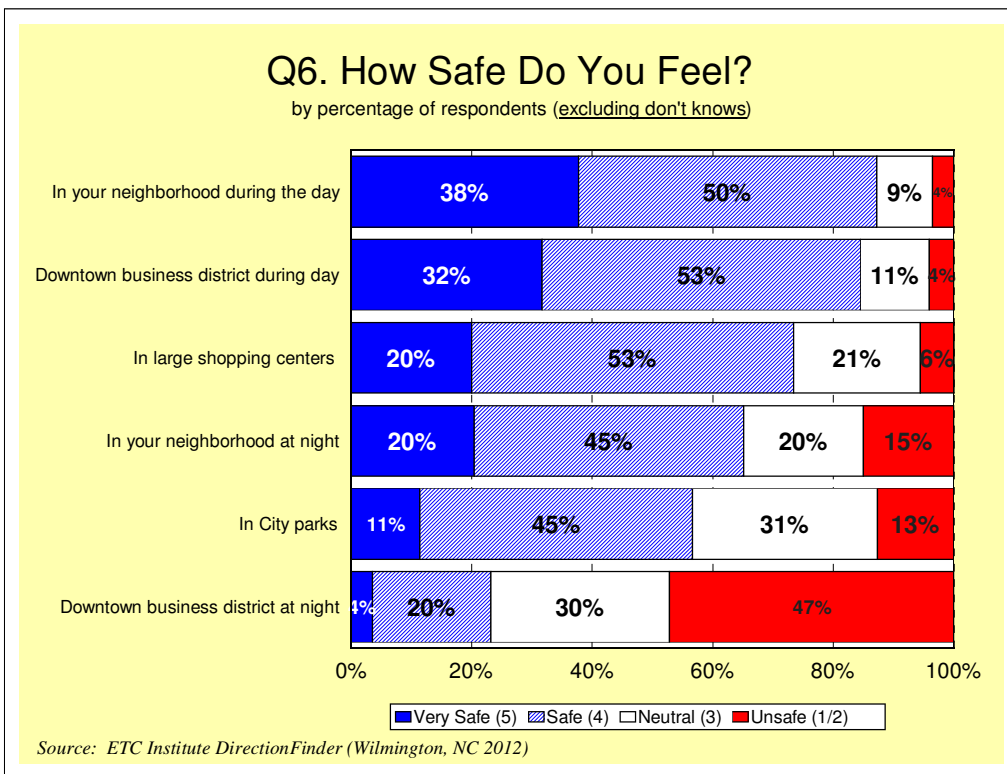
Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

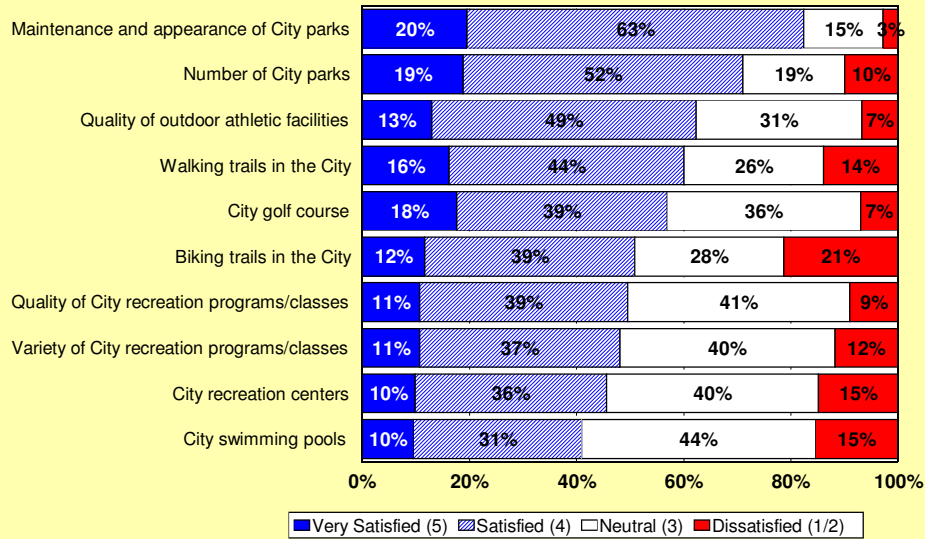


Source: ETC Institute DirectionFinder (Wilmington, NC 2012)



Q7. Satisfaction with Various Aspects of Parks and Recreation

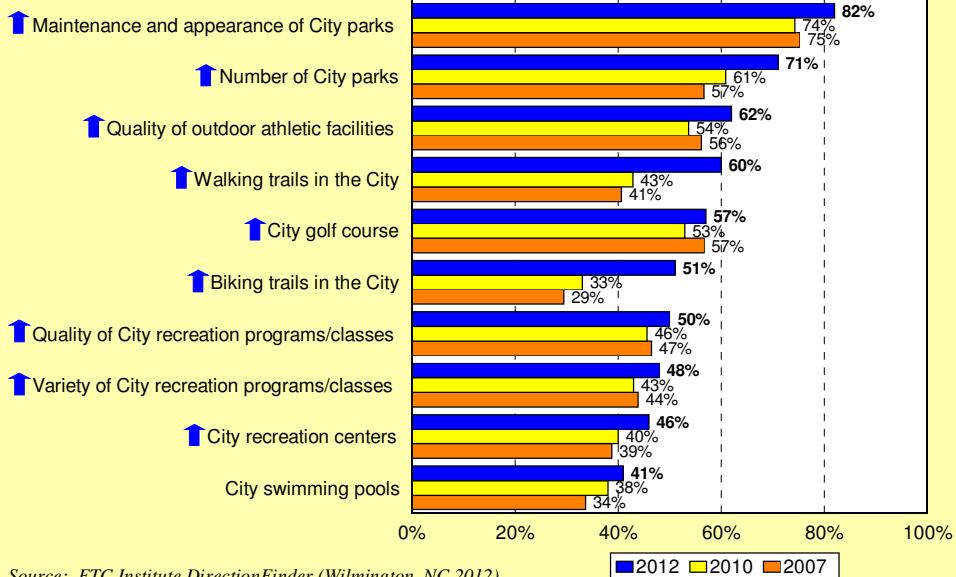
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction with Various Aspects of Parks and Recreation (2007, 2010 & 2012)

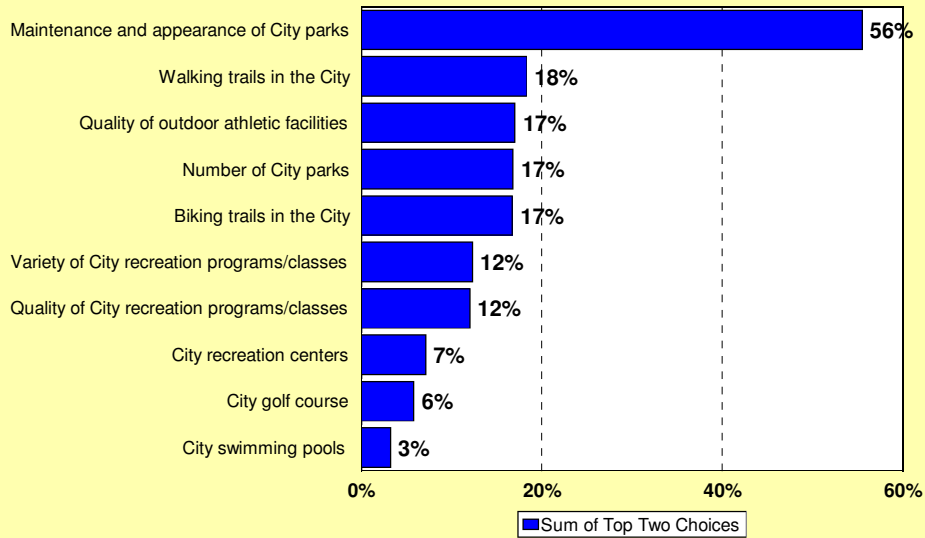
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

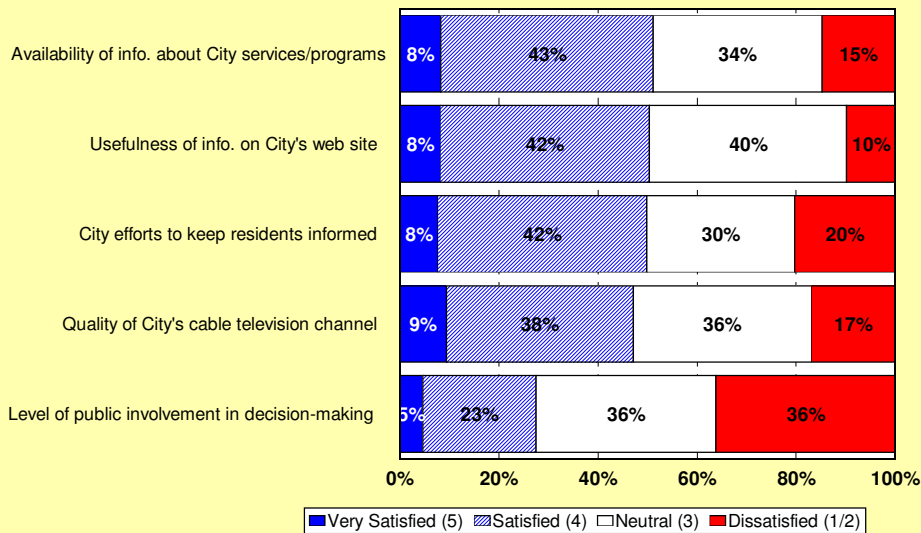
by percentage of respondents who selected the item as one of their top two choices



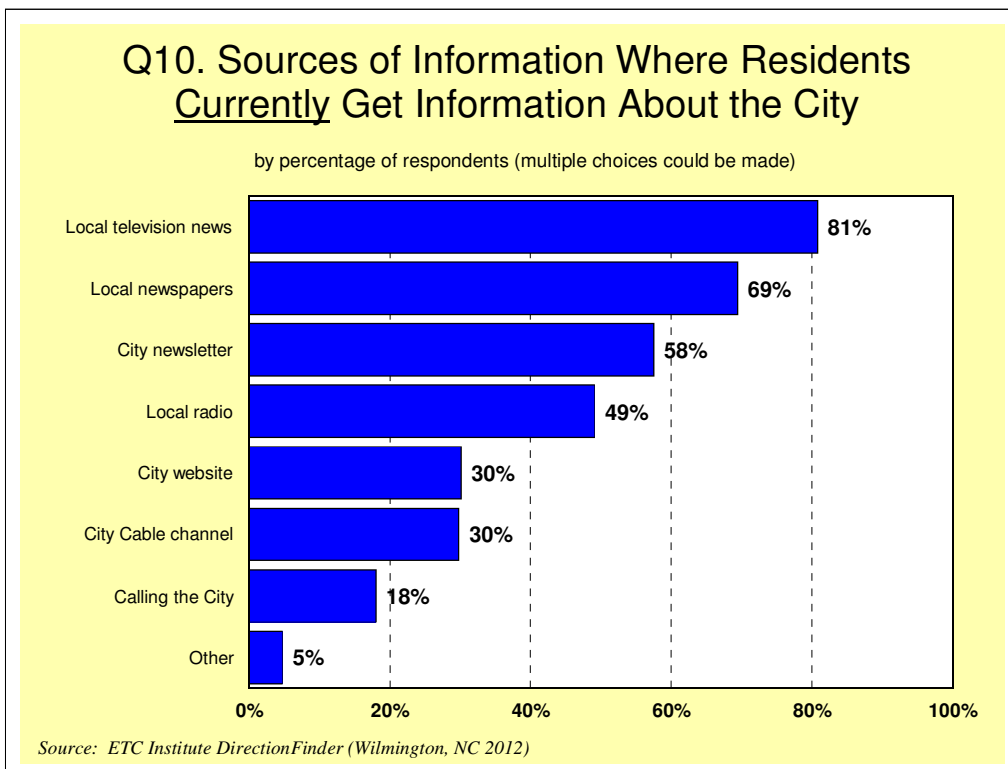
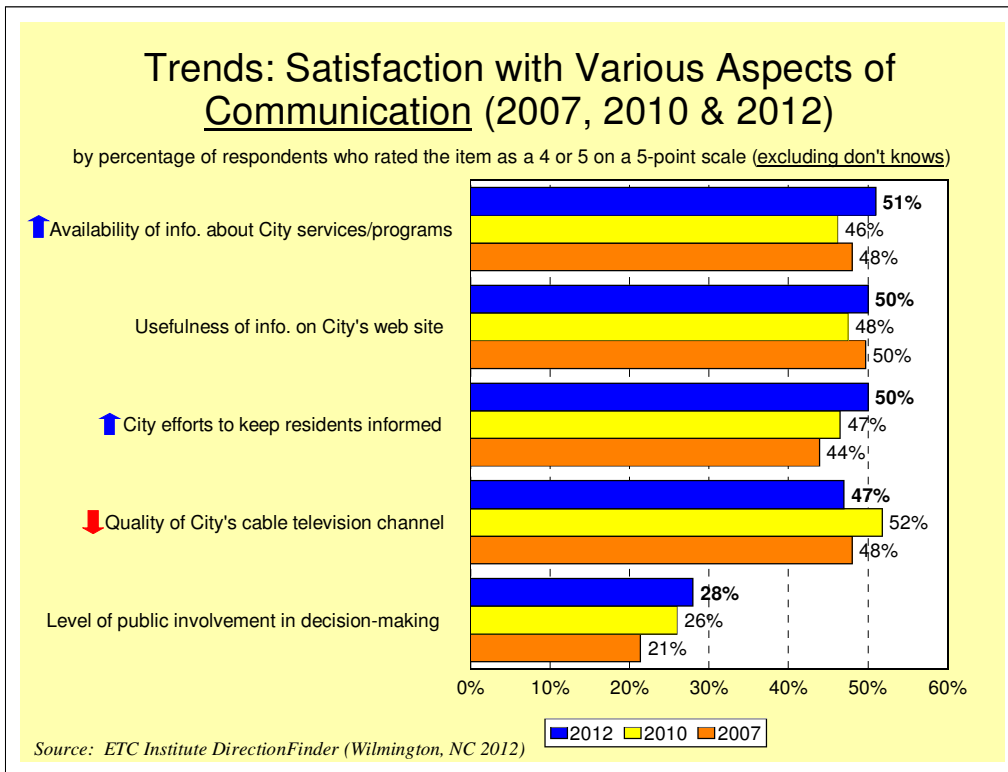
Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

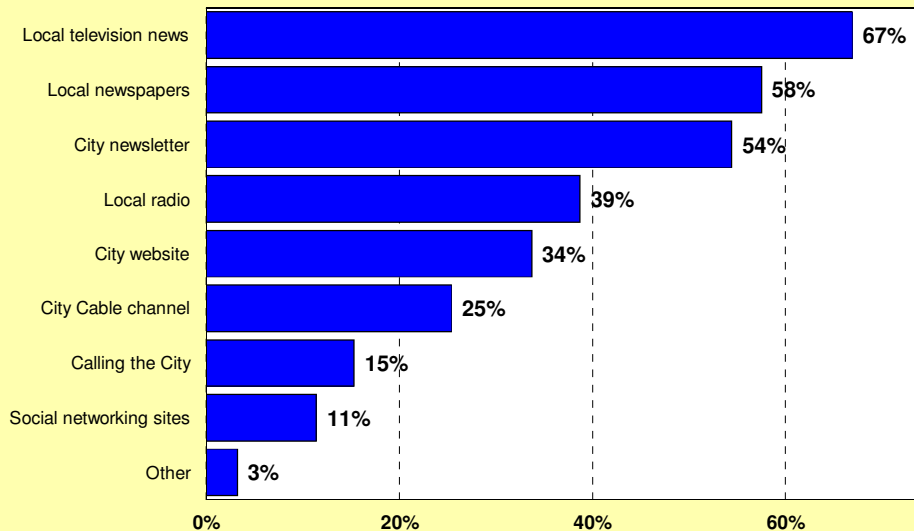


Source: ETC Institute DirectionFinder (Wilmington, NC 2012)



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

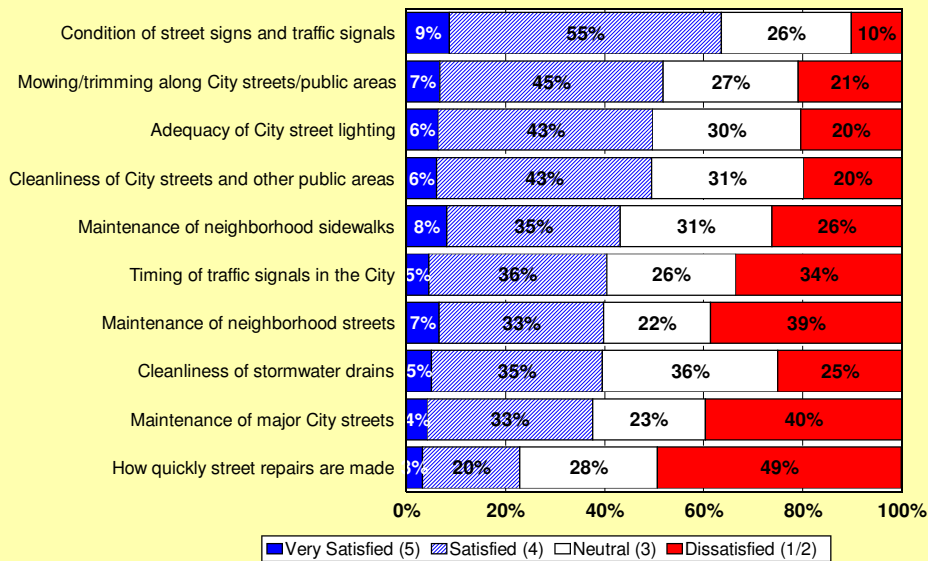
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Q12. Satisfaction with Various Aspects of City Maintenance

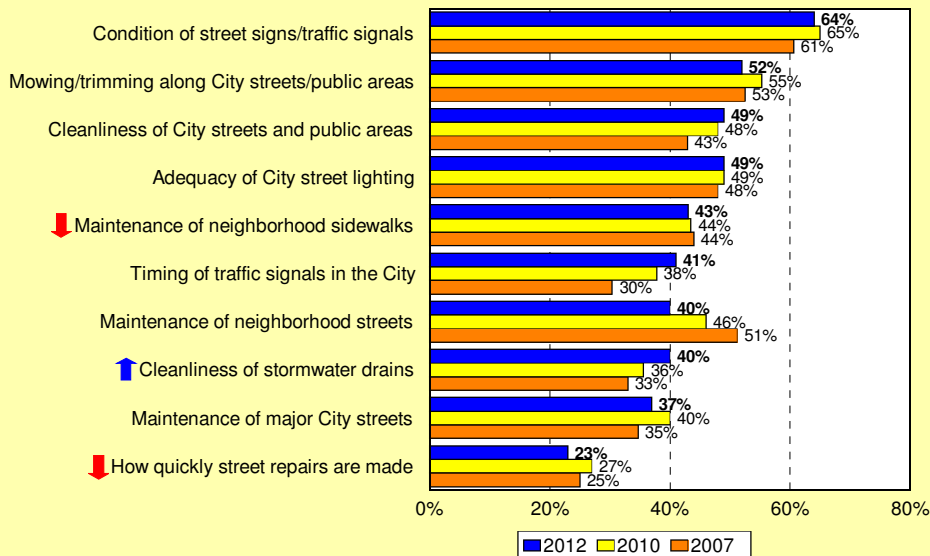
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction with Various Aspects of City Maintenance (2007, 2010 & 2012)

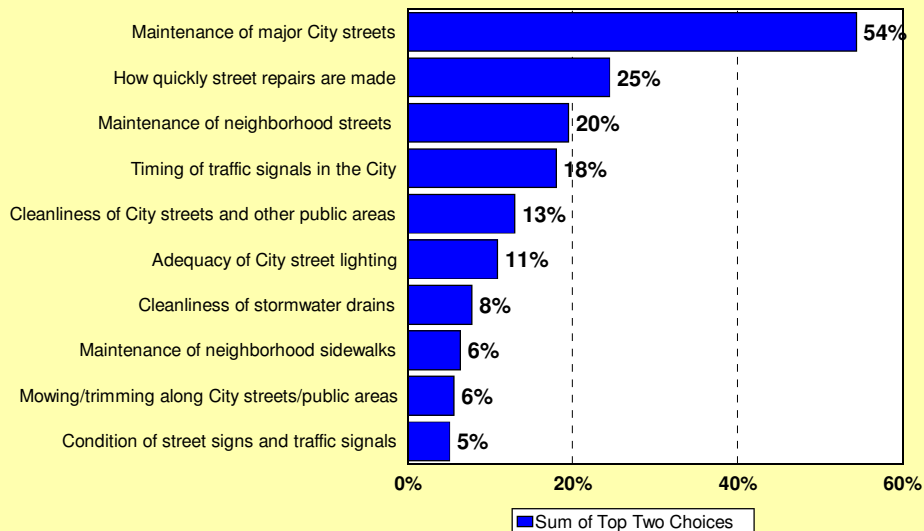
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

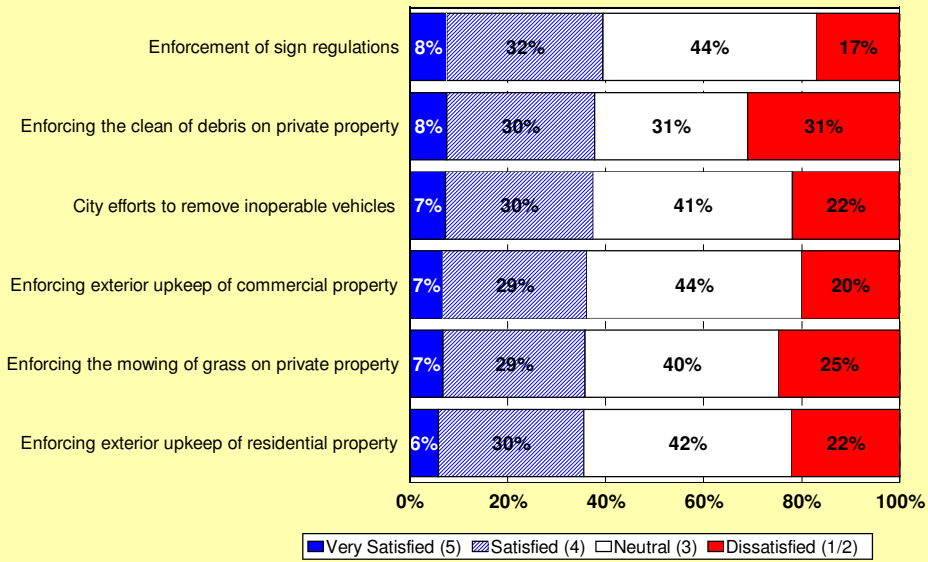
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Q14. Satisfaction with Various Aspects of Code Enforcement

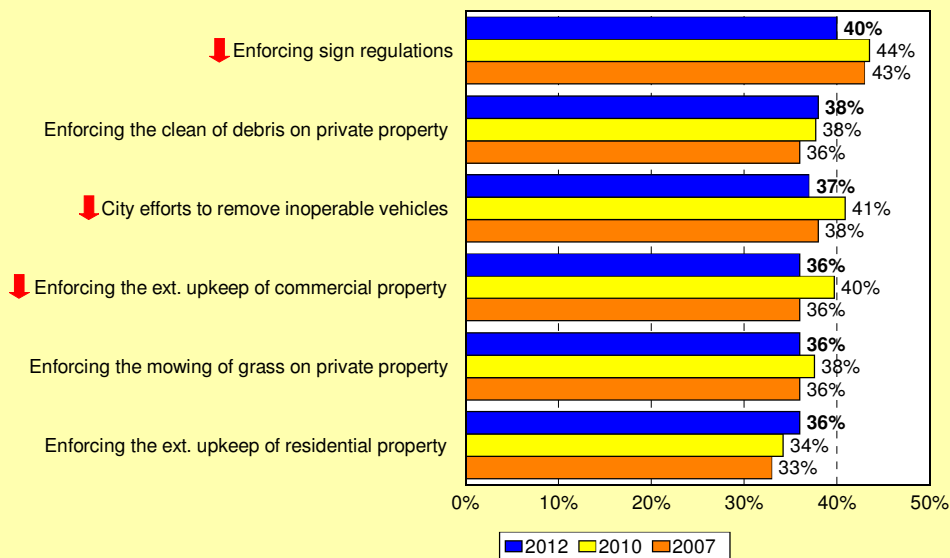
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction with Various Aspects of Code Enforcement (2007, 2010 & 2012)

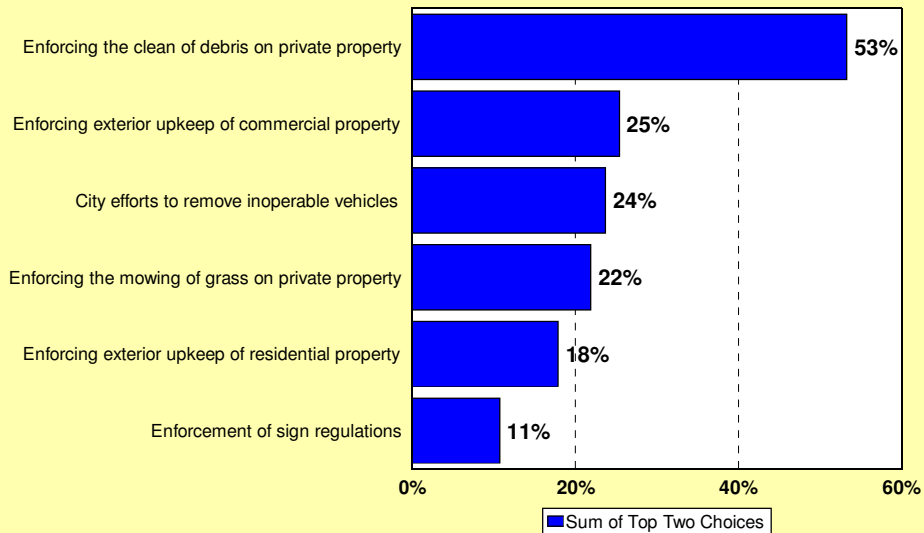
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

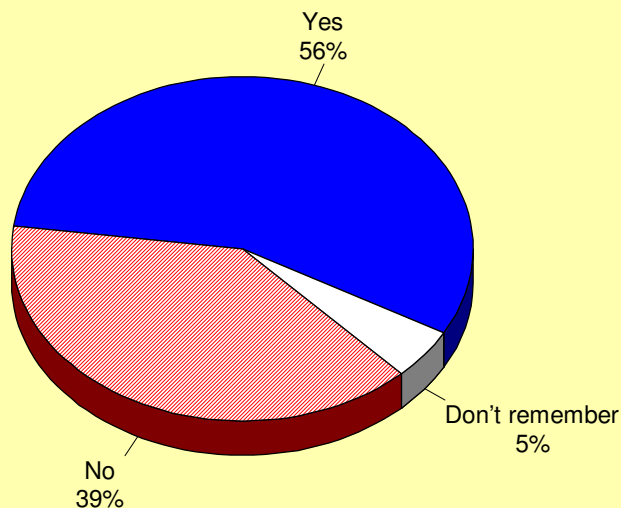
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

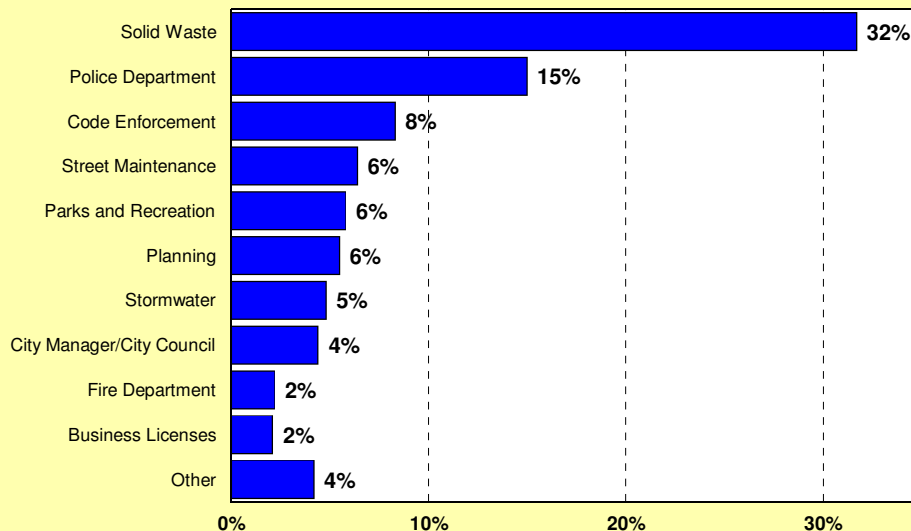
by percentage of respondents



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Q16a. What City Department did you contact most recently?

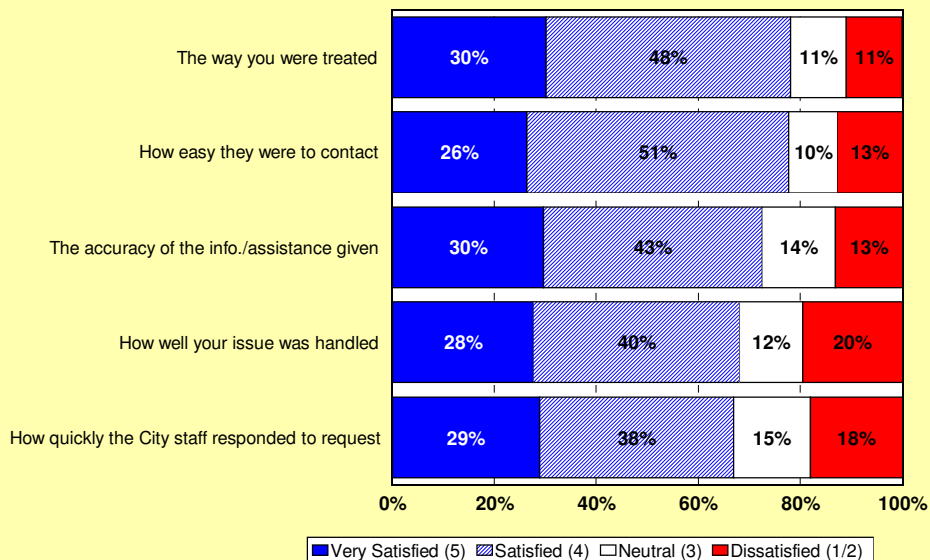
by percentage of respondents who had contacted the City during the past year



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

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

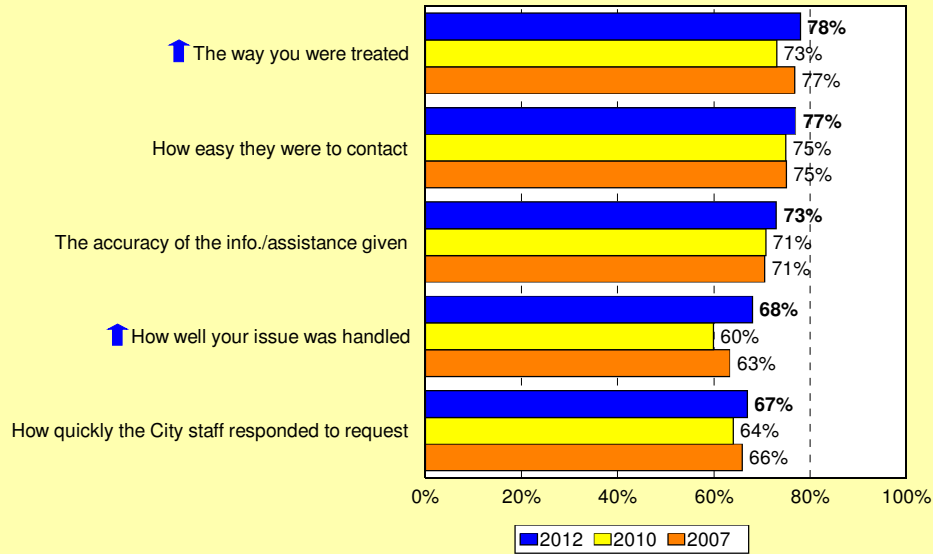
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

Trends: Satisfaction With Customer Service Received from City Employees (2007, 2010 & 2012)

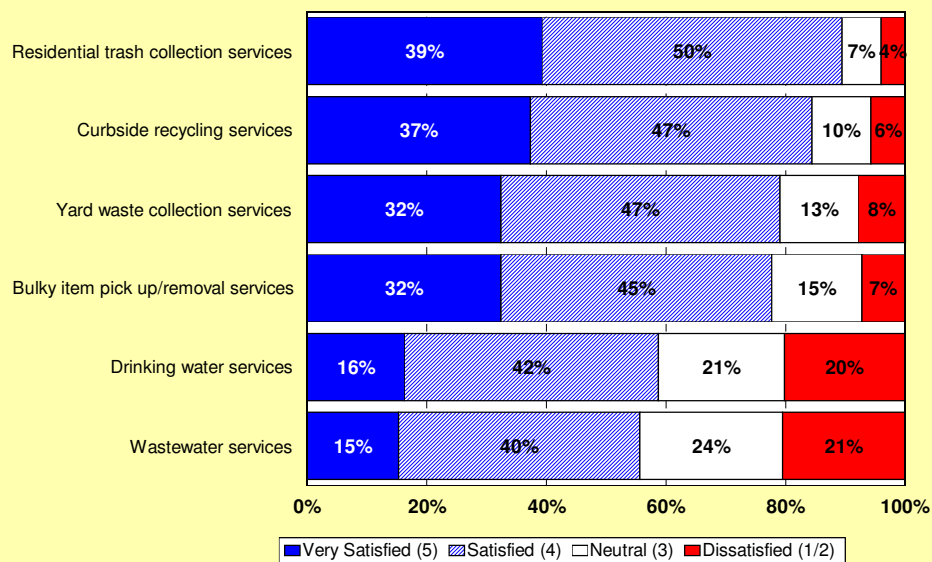
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



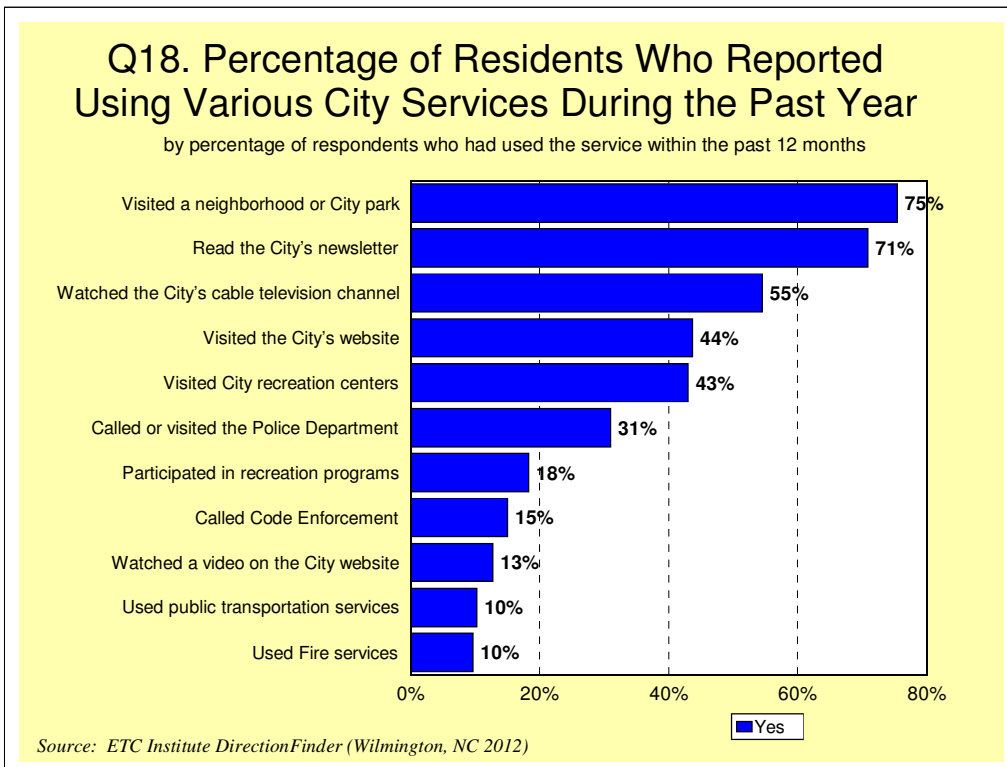
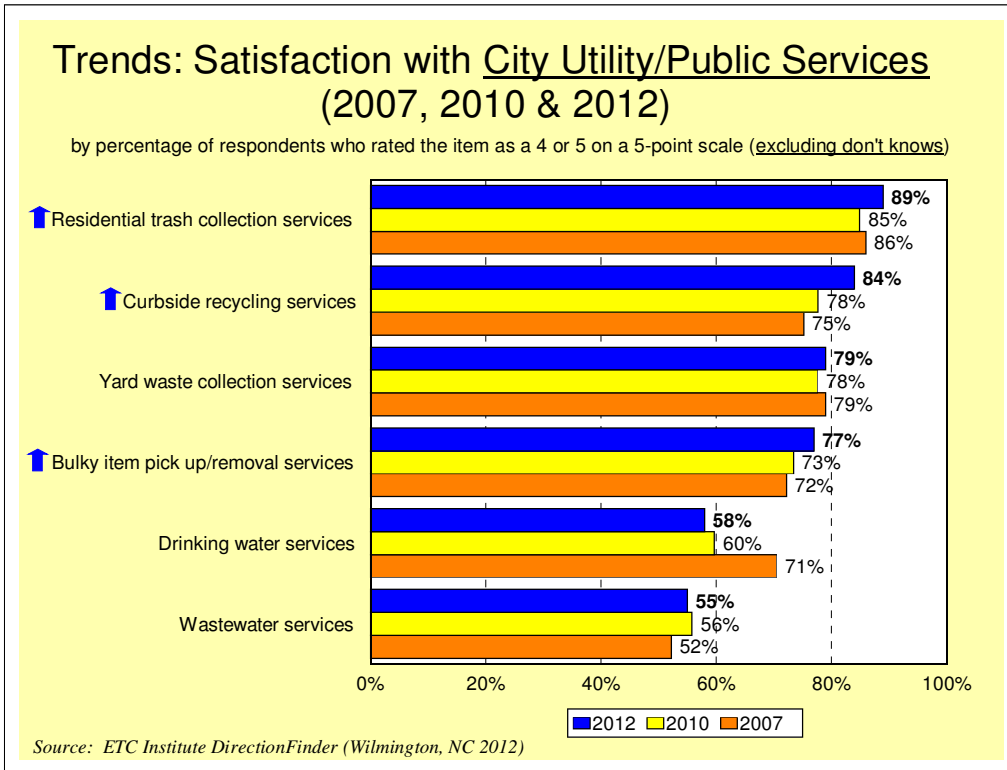
Source: ETC Institute DirectionFinder (Wilmington, NC 2012)

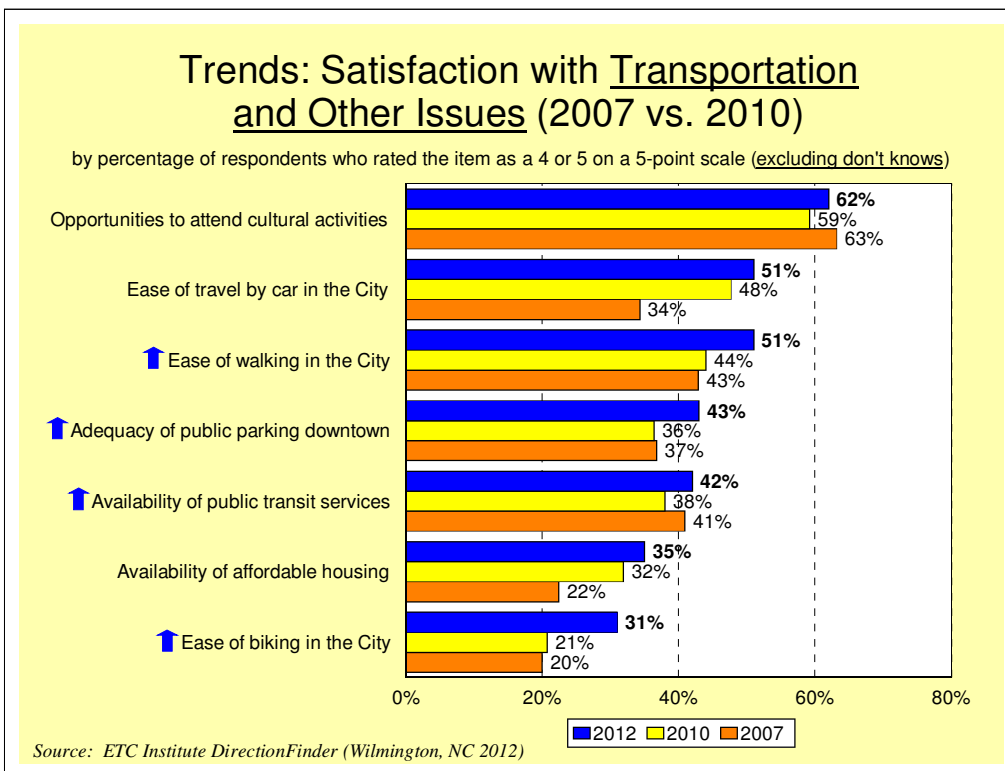
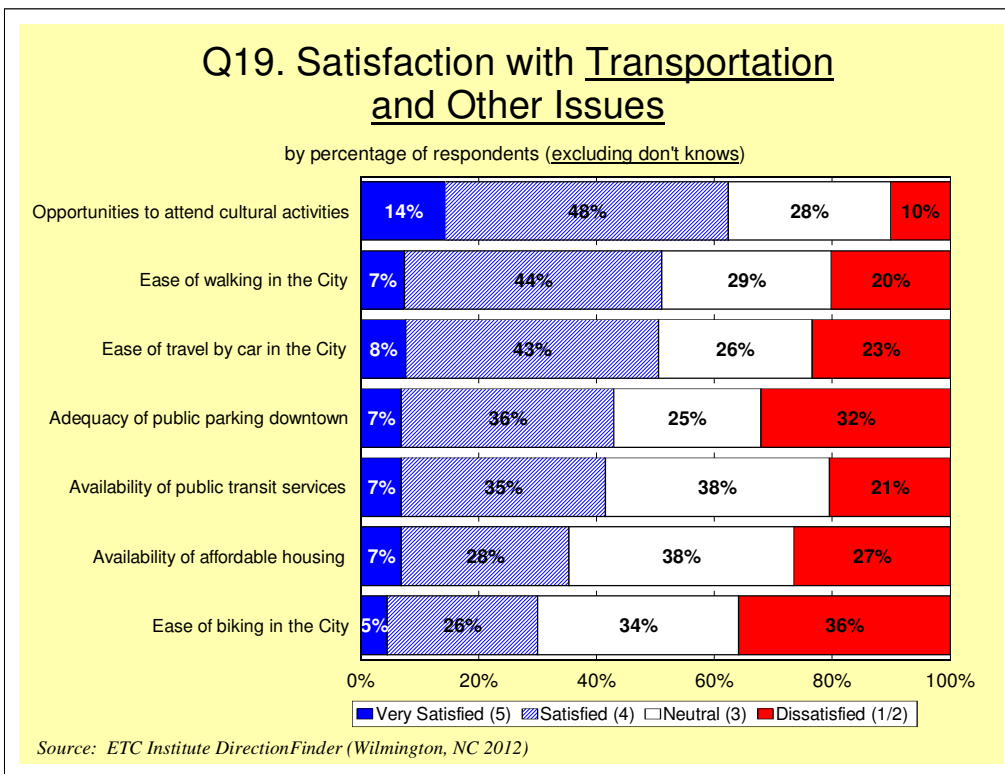
Q17. Satisfaction with City Utility/Public Services

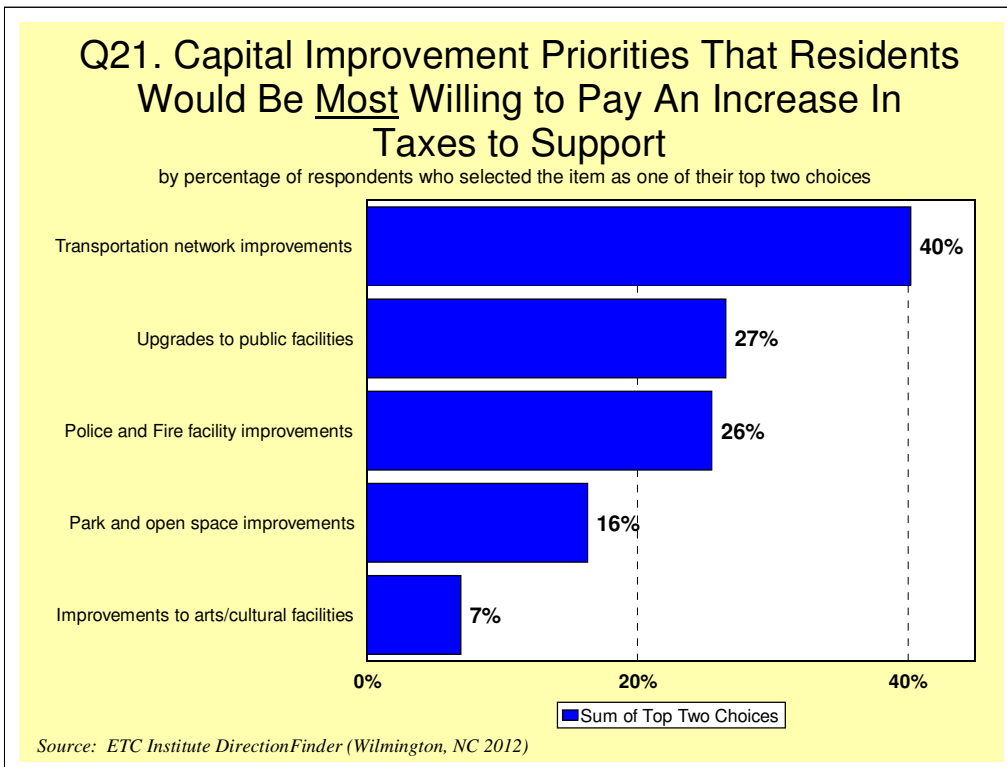
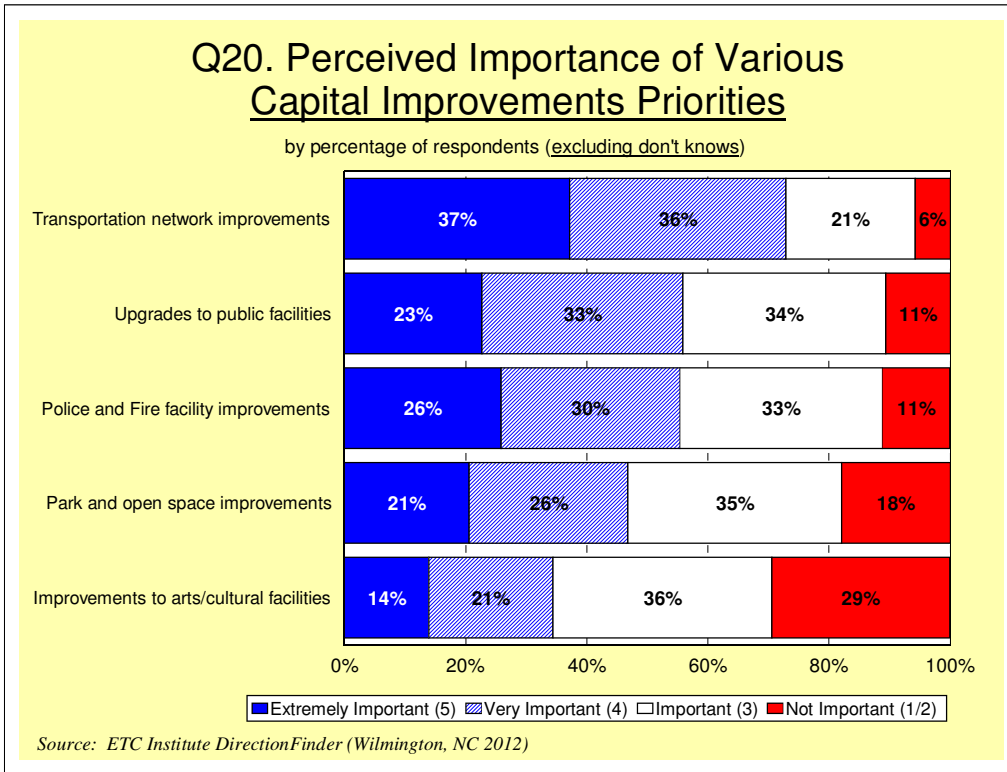
by percentage of respondents (excluding don't knows)

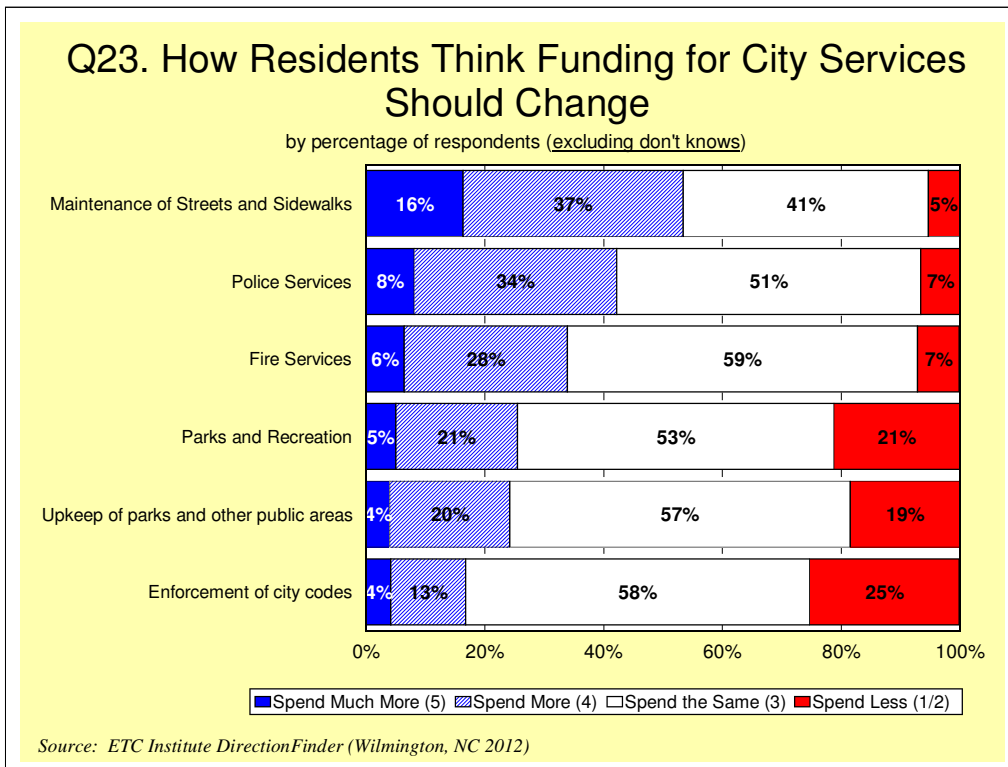
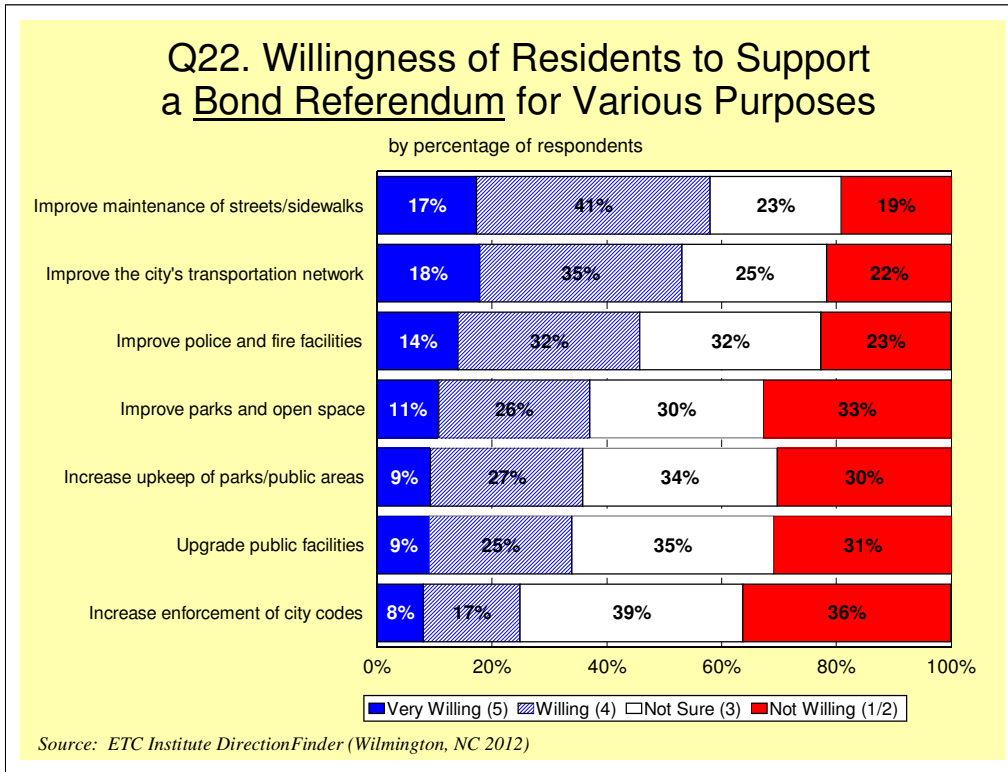


Source: ETC Institute DirectionFinder (Wilmington, NC 2012)



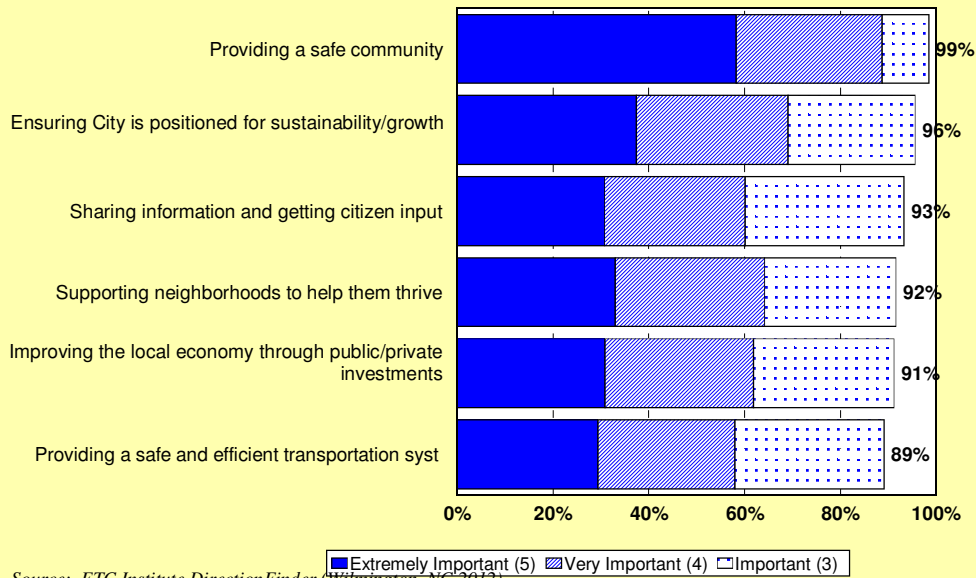






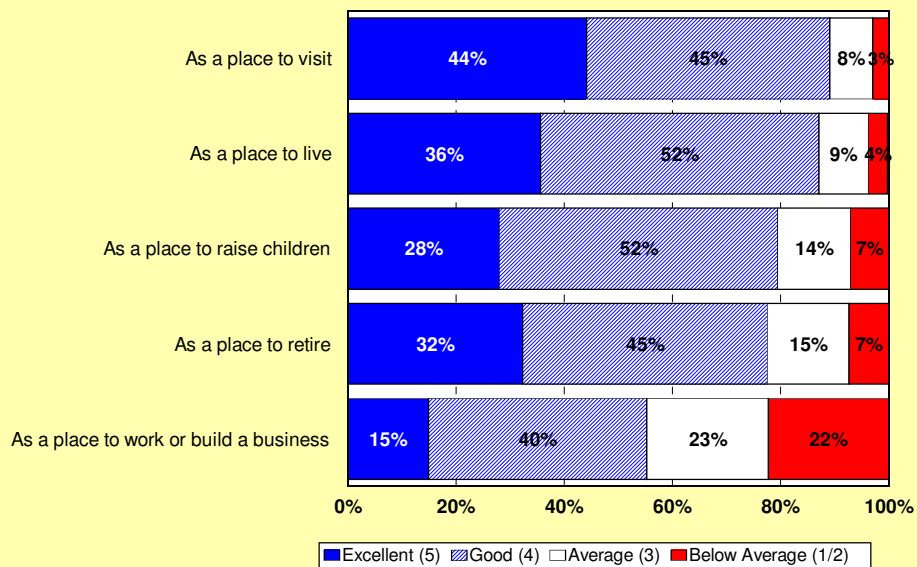
Q24. Perceived Importance of the Focus Areas in the City's Strategic Plan

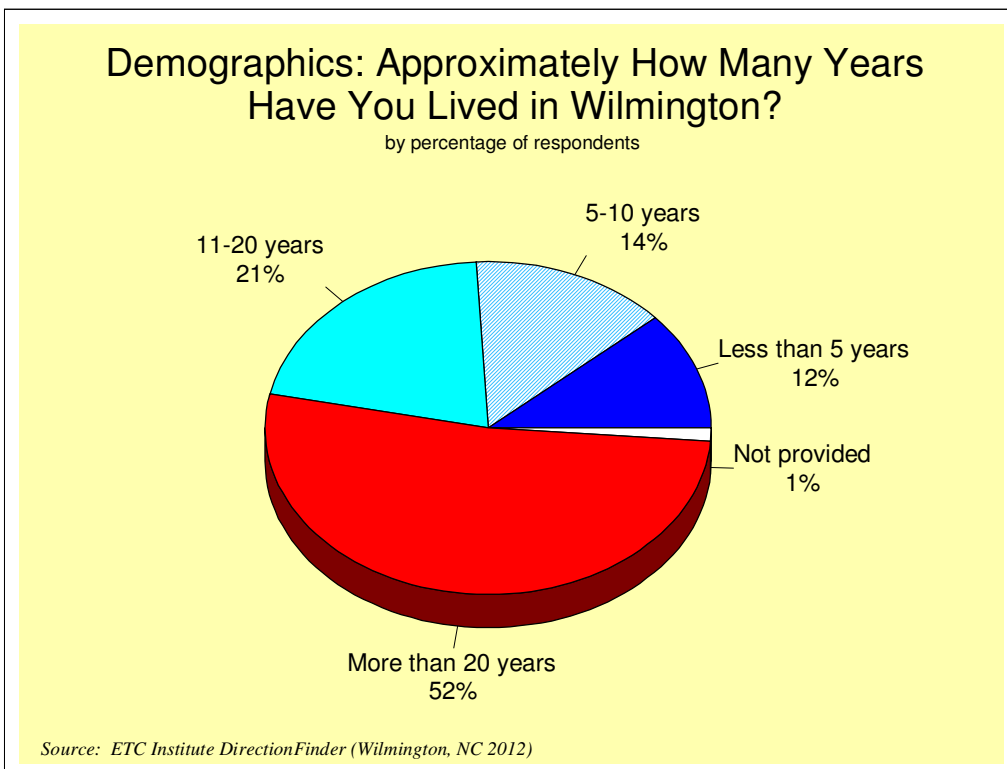
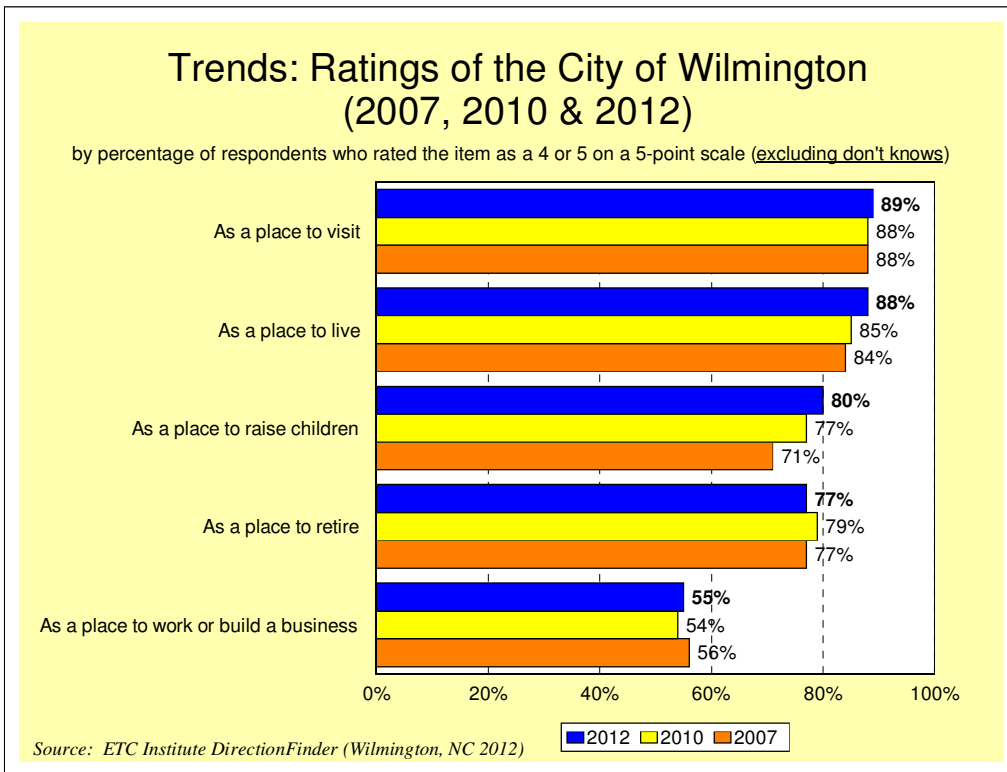
by percentage of respondents (excluding "don't know")

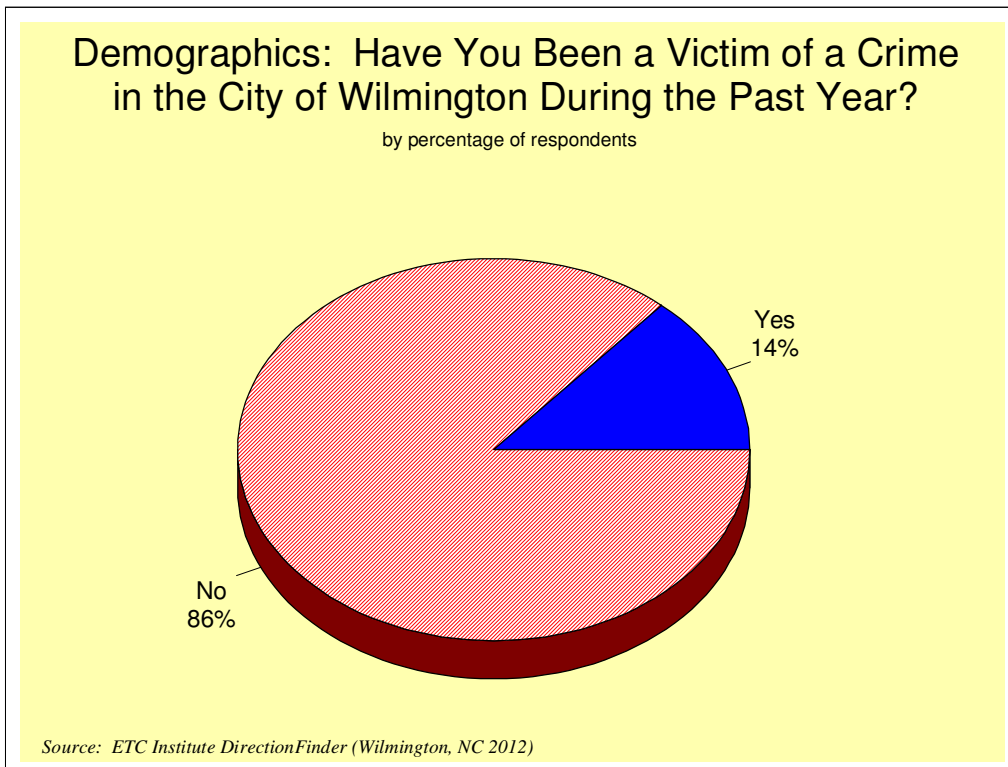
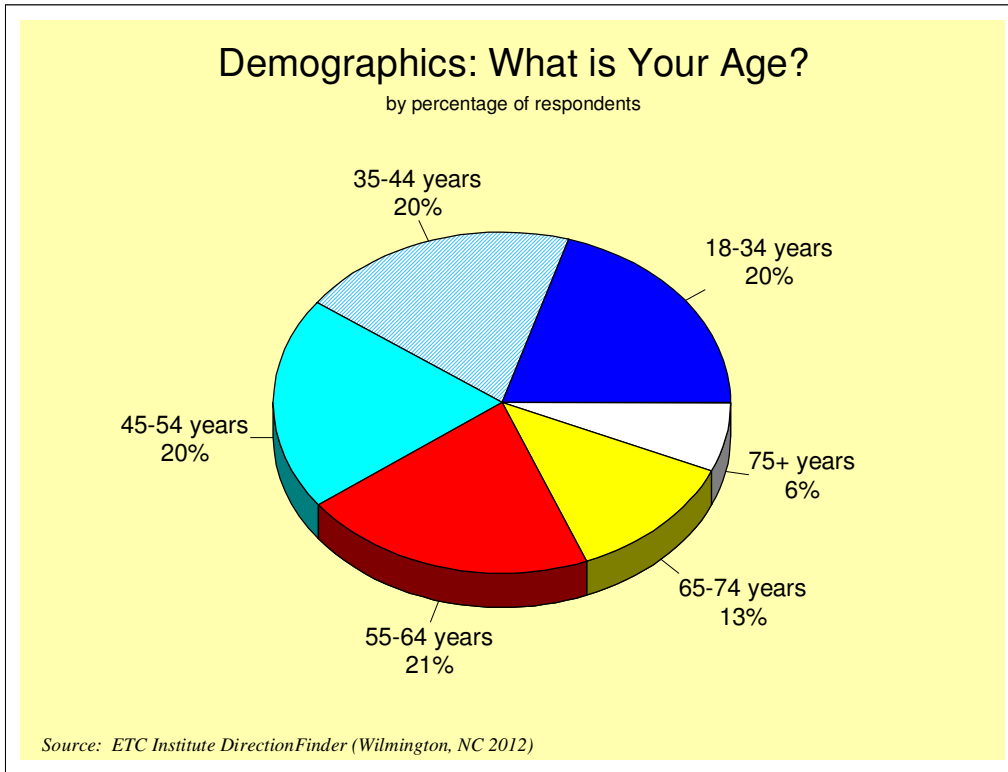


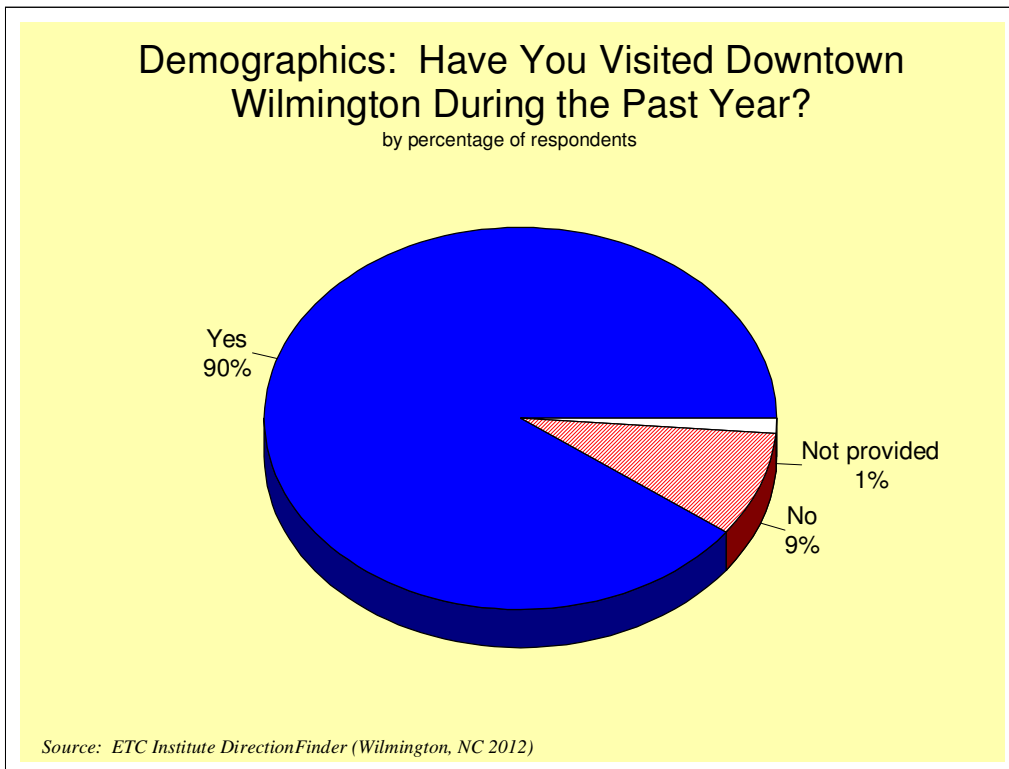
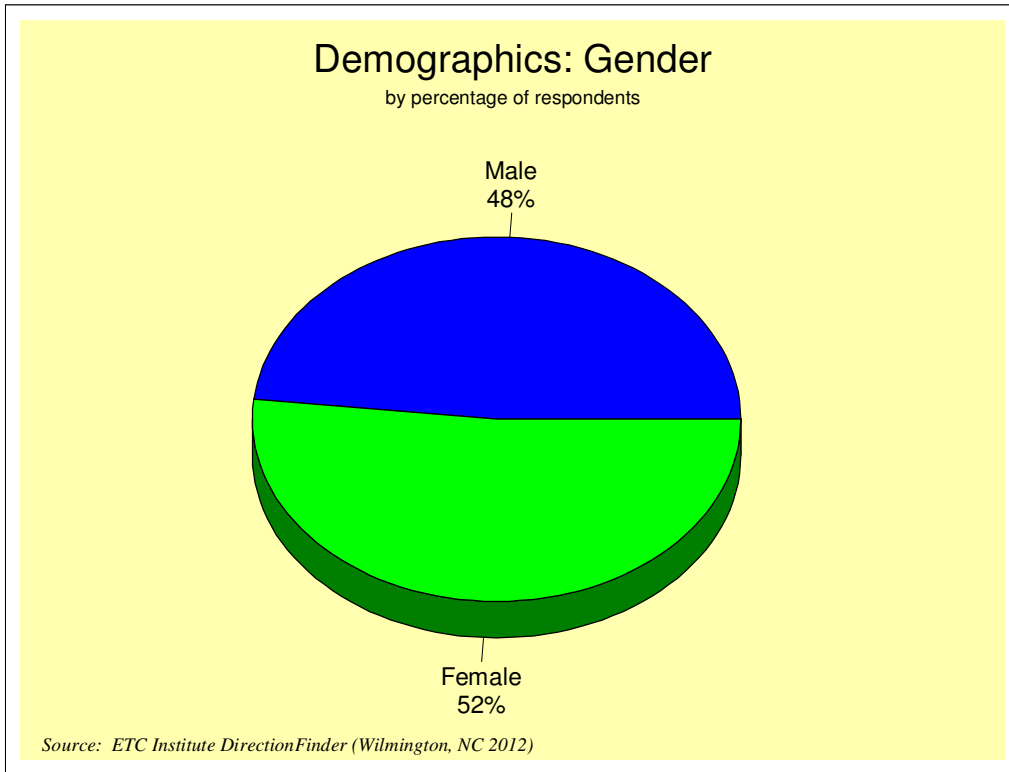
Q26. How Residents Rate the City of Wilmington

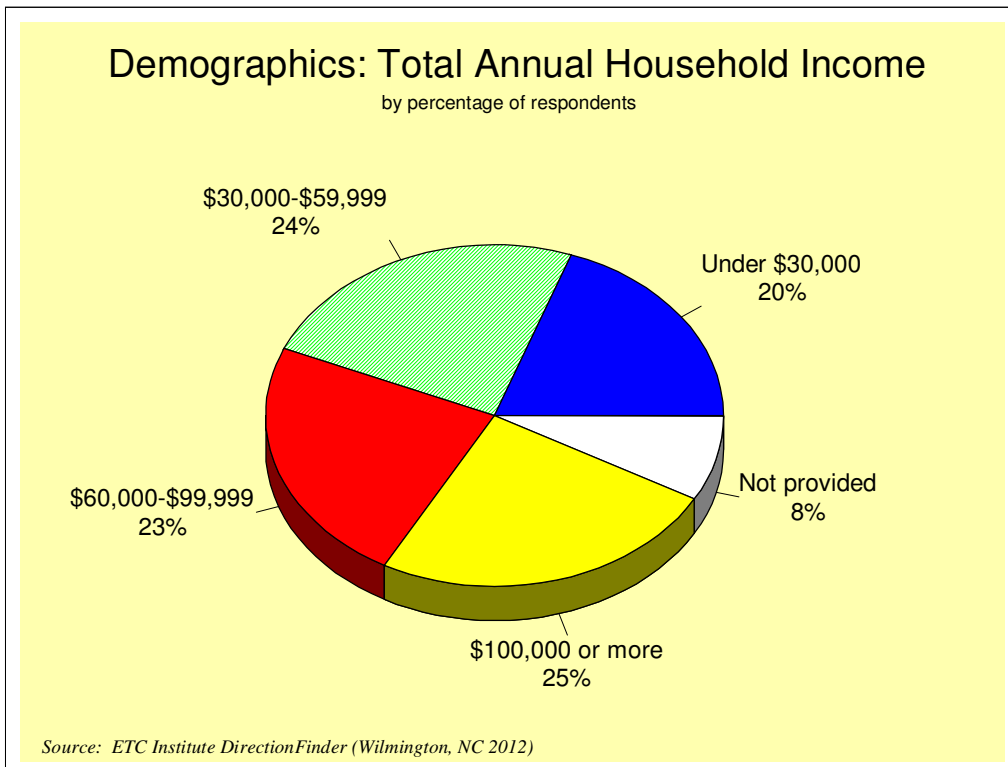
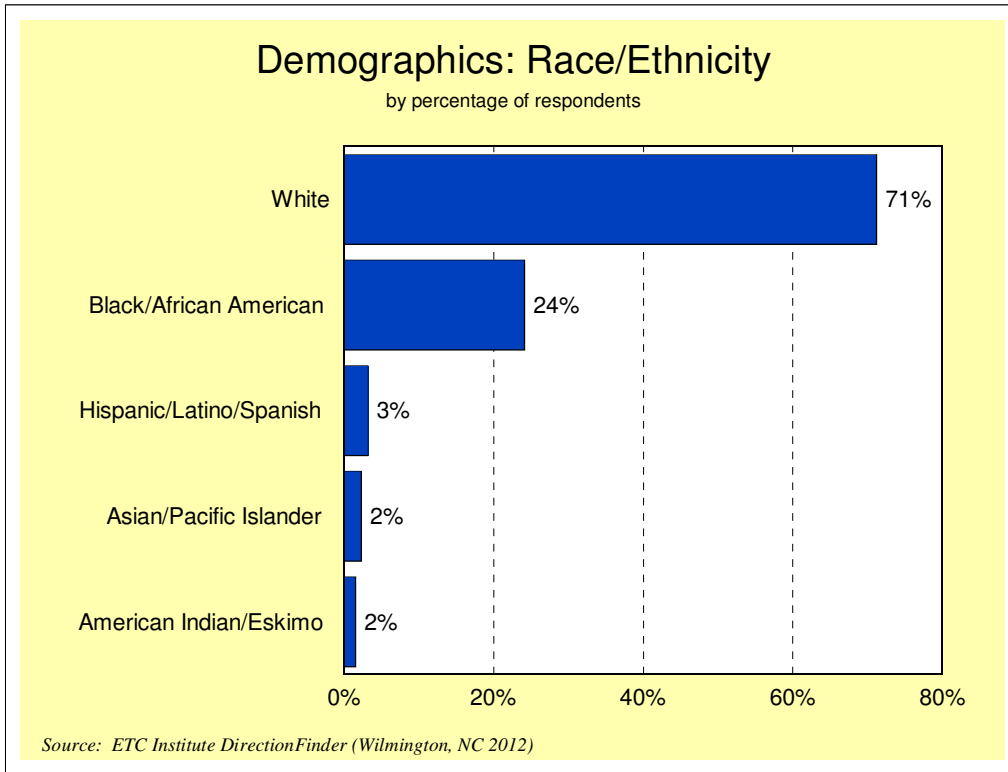
by percentage of respondents (excluding don't knows)











Section 2:
GIS Maps

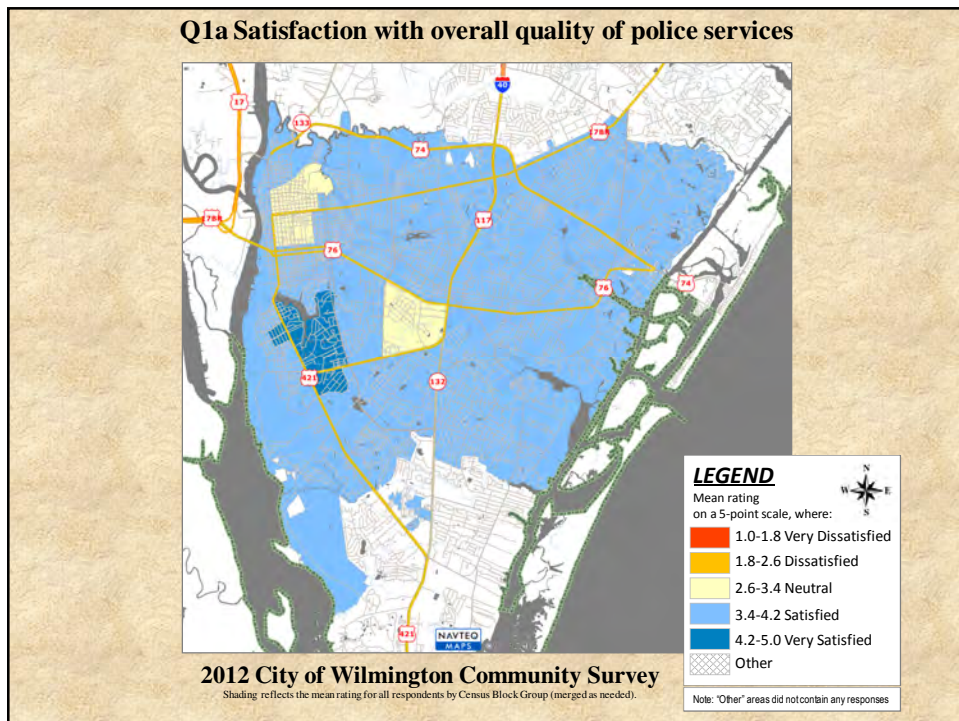
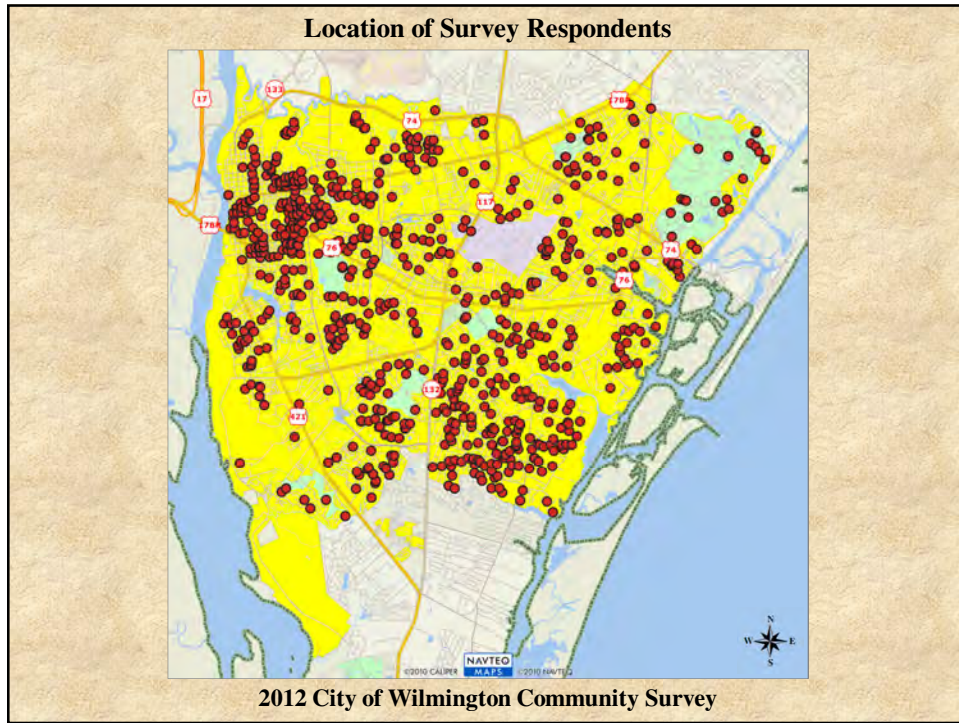
Interpreting the Maps

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

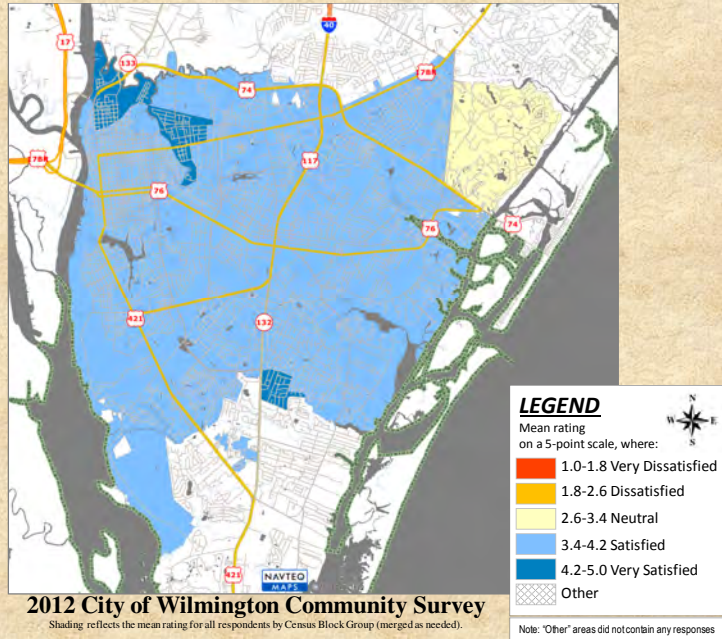
If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

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

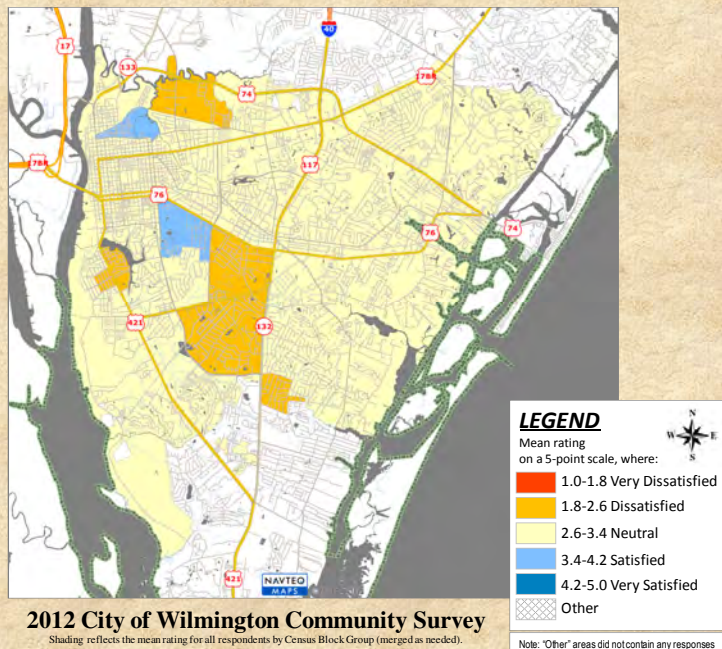
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, “excellent” or “good” responses, “very safe” or “safe” responses, “extremely important” or “very important” responses and higher levels of willingness to support an item.
- **OFF-WHITE** 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.



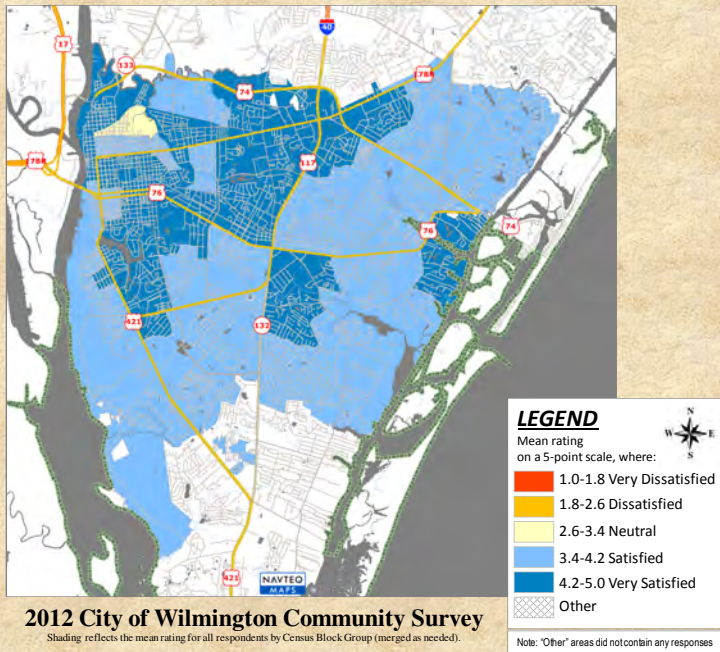
Q1b Satisfaction with the overall quality of parks and recreation programs and facilities



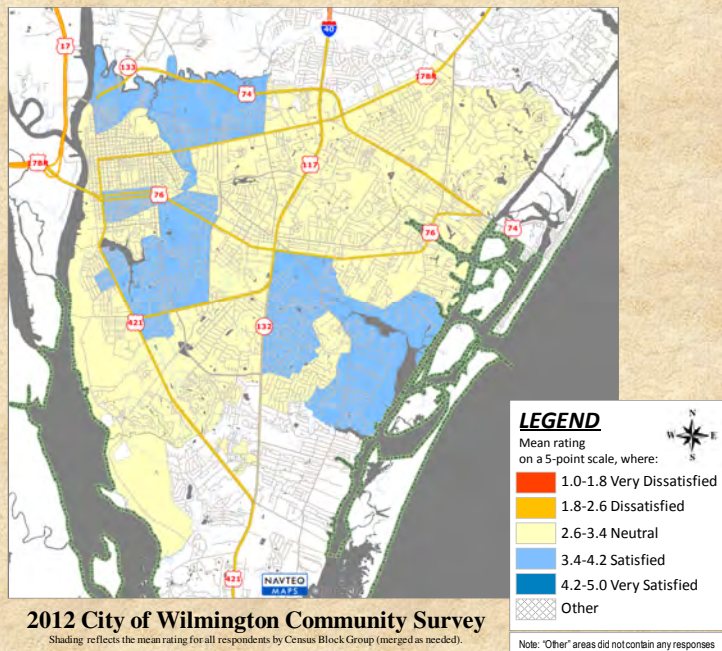
Q1c Satisfaction with the overall maintenance of streets and sidewalks



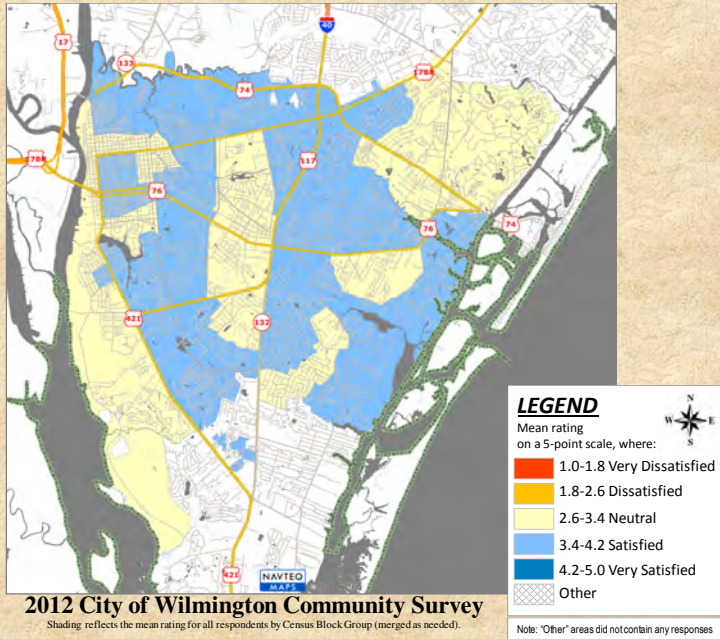
Q1d Satisfaction with the overall quality of fire services



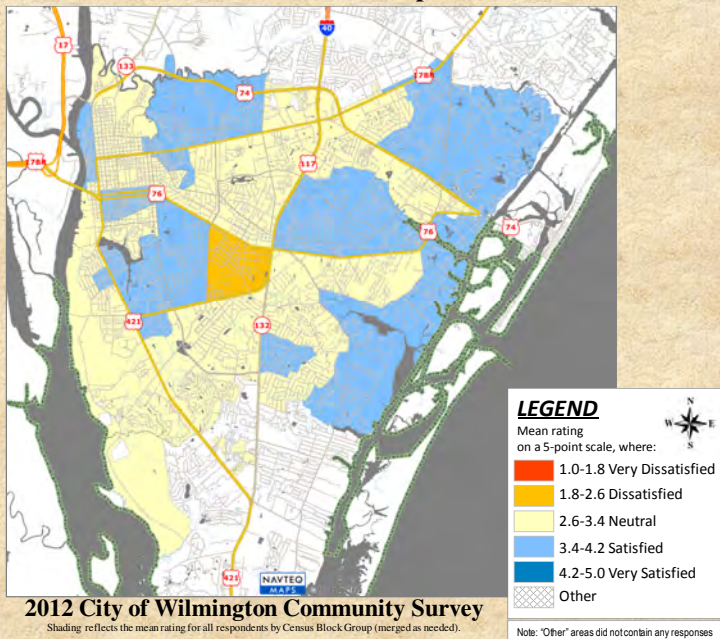
Q1e Satisfaction with the City's overall efforts to enforce codes and ordinances



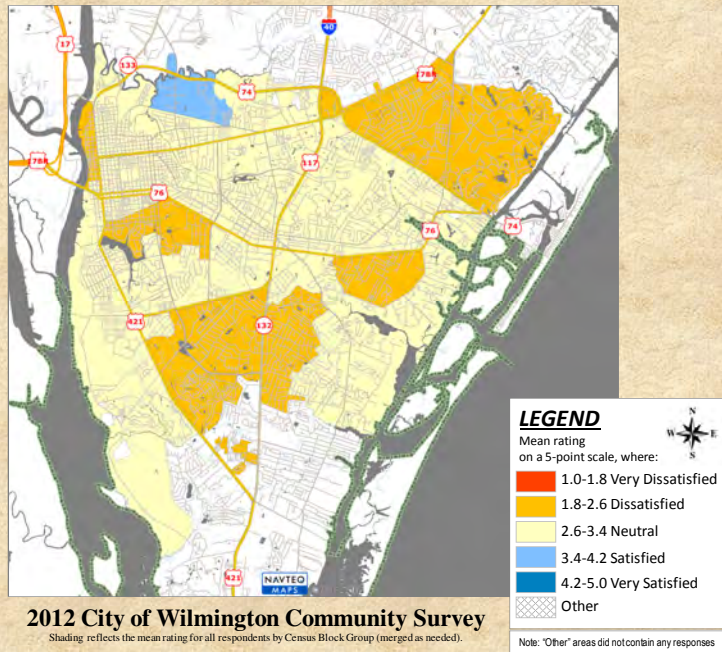
Q1f Satisfaction with the overall quality of customer service provided by City employees



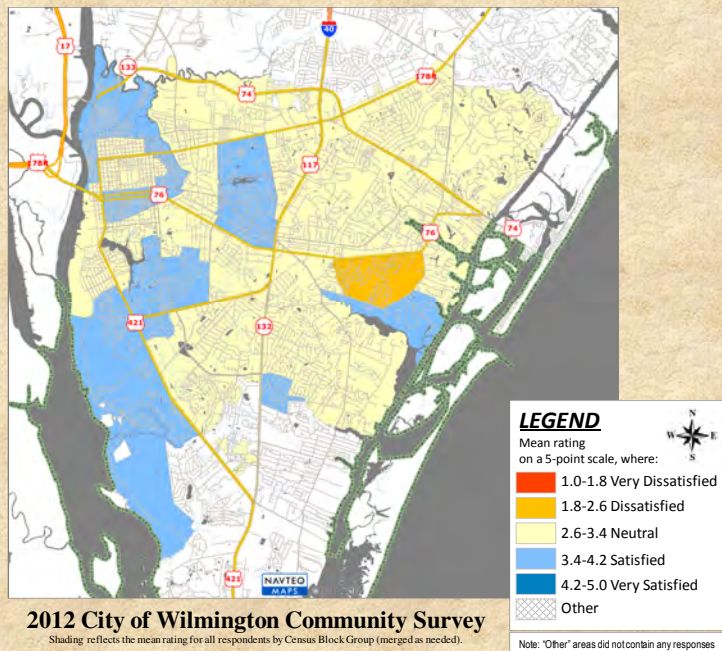
Q1g Satisfaction with the overall effectiveness of City communication with the public

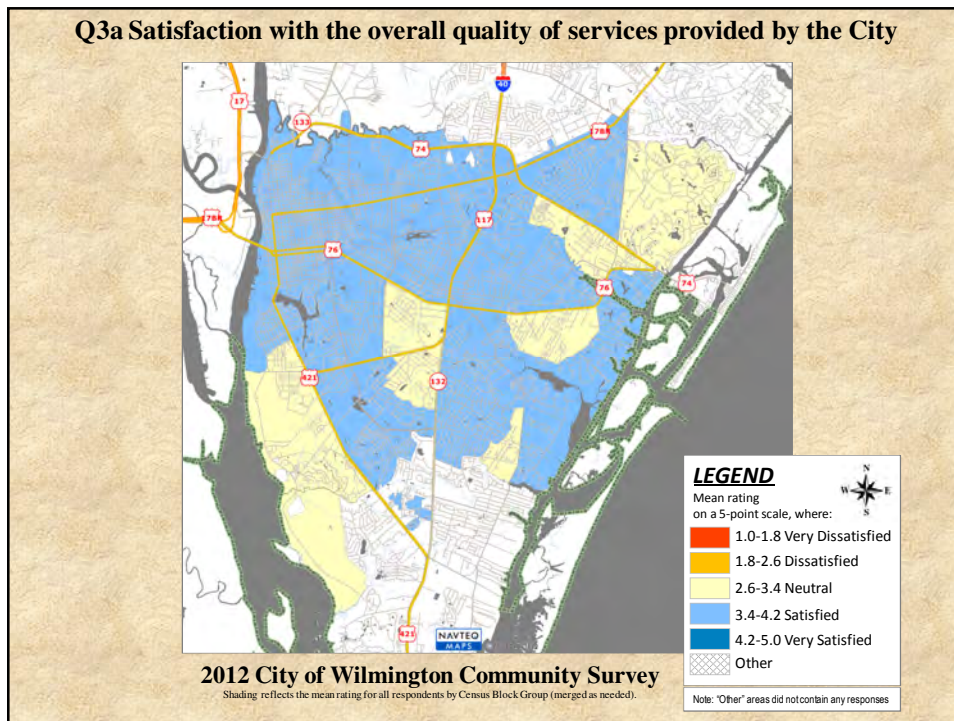
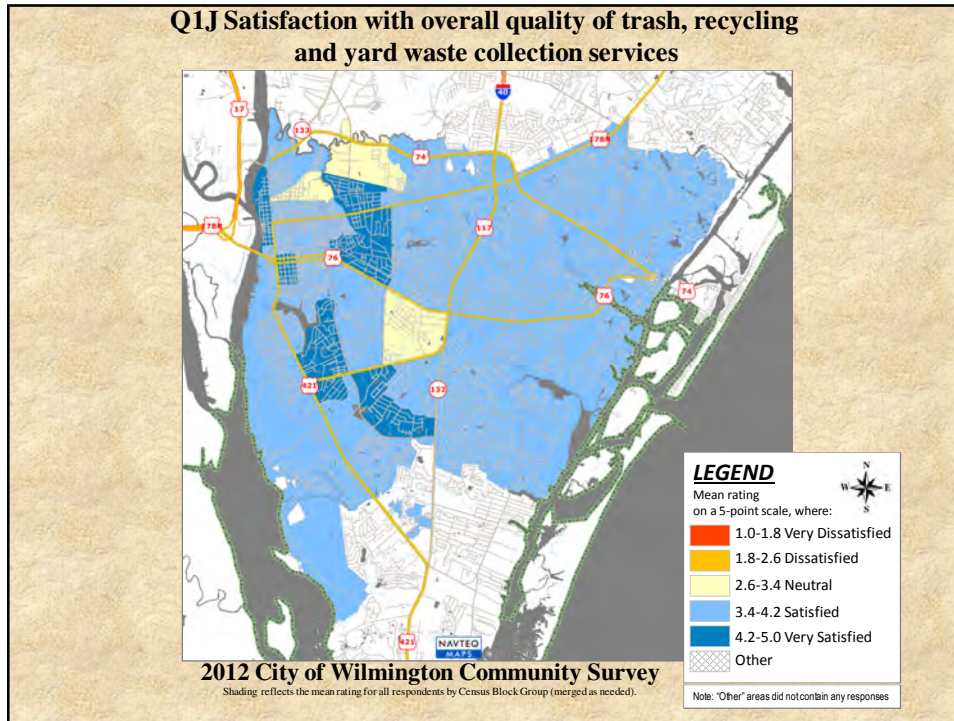


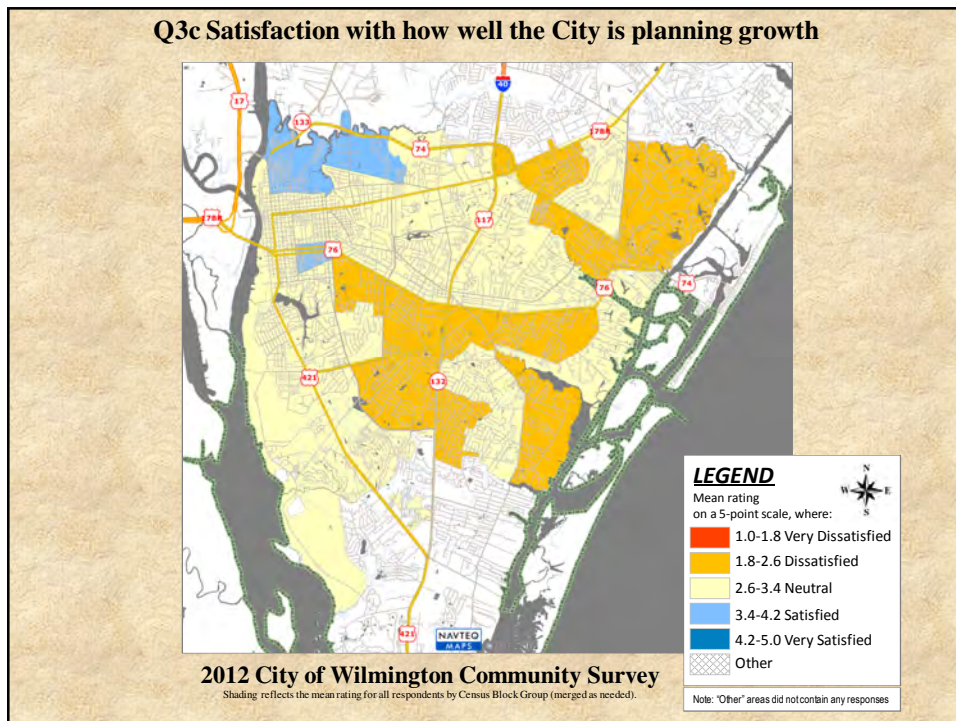
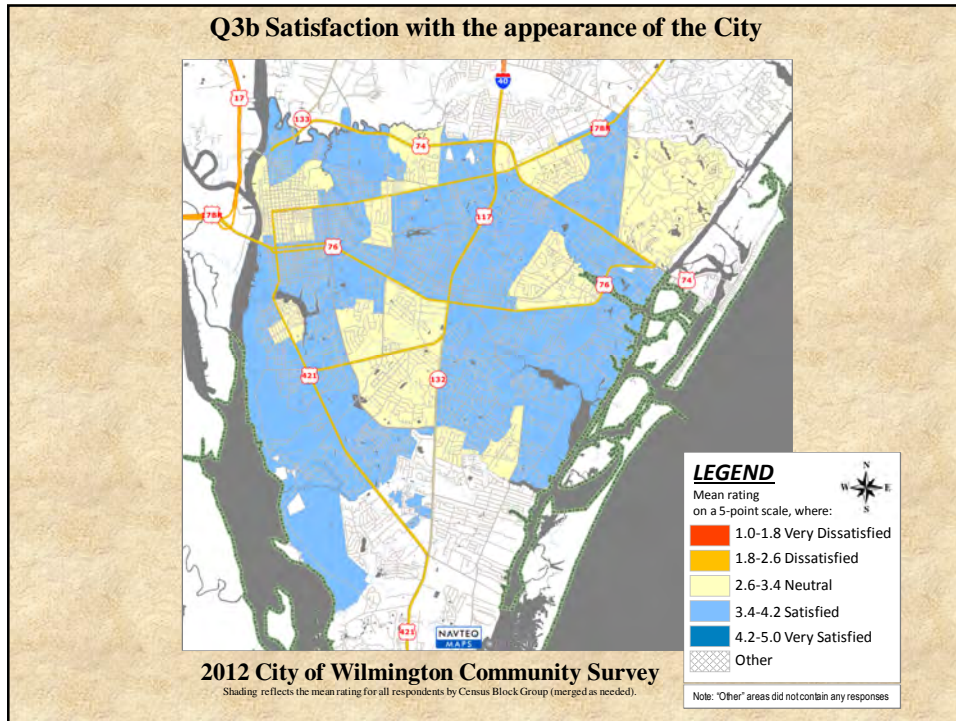
Q1h Satisfaction with the overall management of traffic flow on City streets



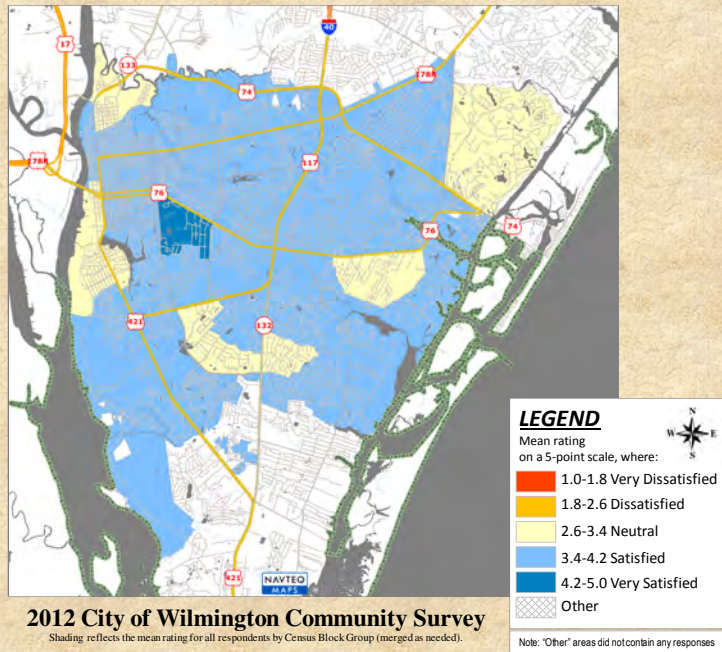
Q1i Satisfaction with the overall management of stormwater runoff by the City







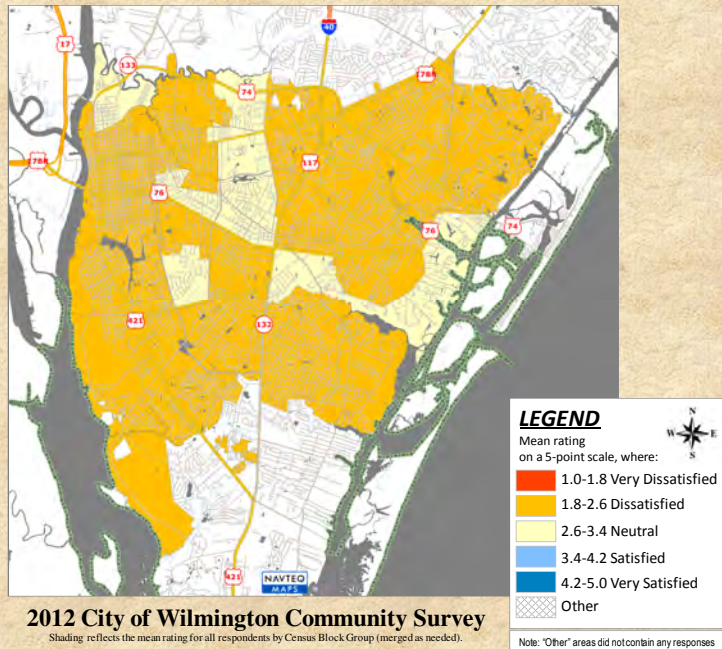
Q3d Satisfaction with the overall quality of life in the City



2012 City of Wilmington Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

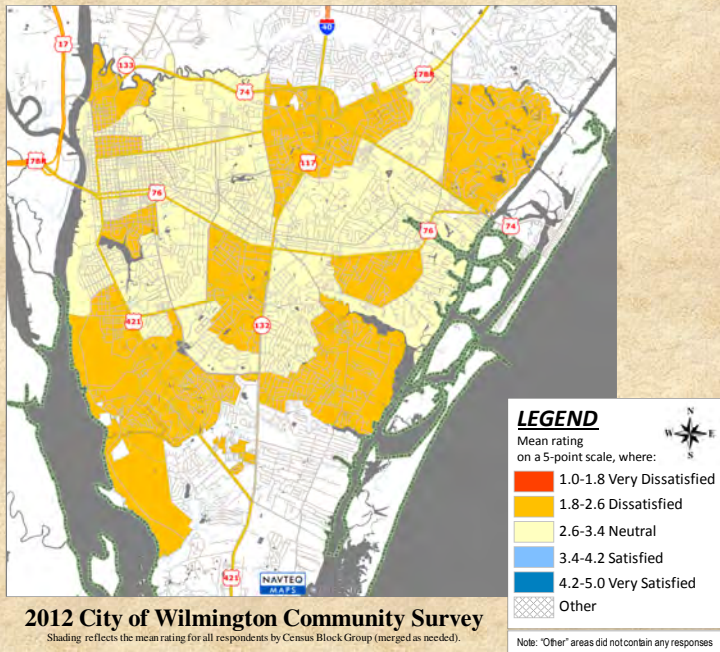
Q3e Satisfaction with the availability of job opportunities



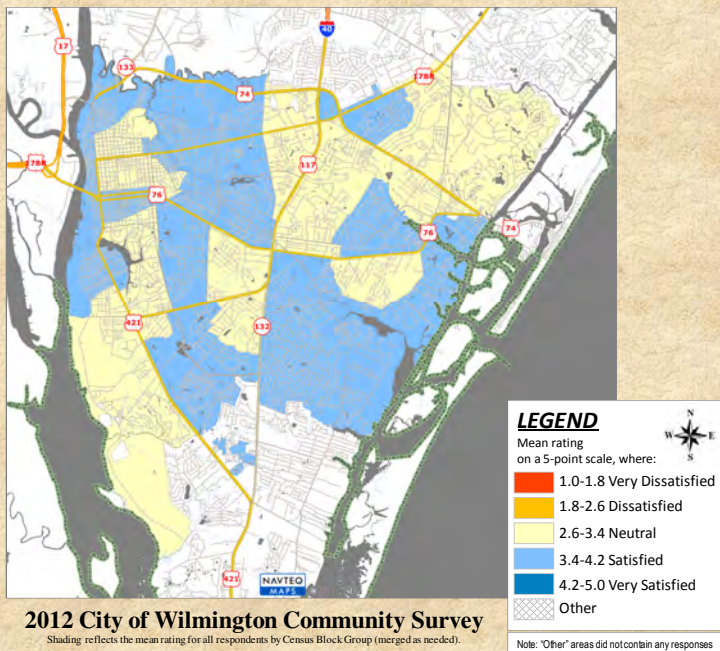
2012 City of Wilmington Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

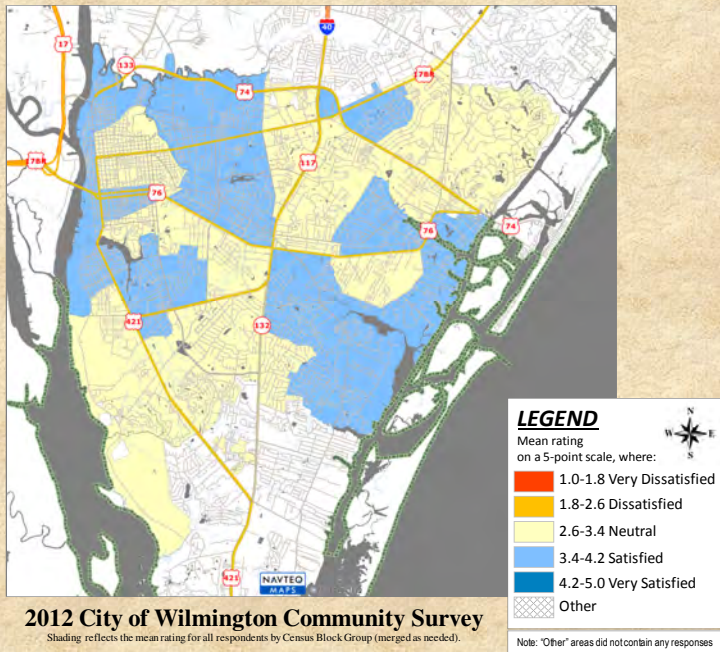
Q3f Satisfaction with the overall value received for City taxes and fees



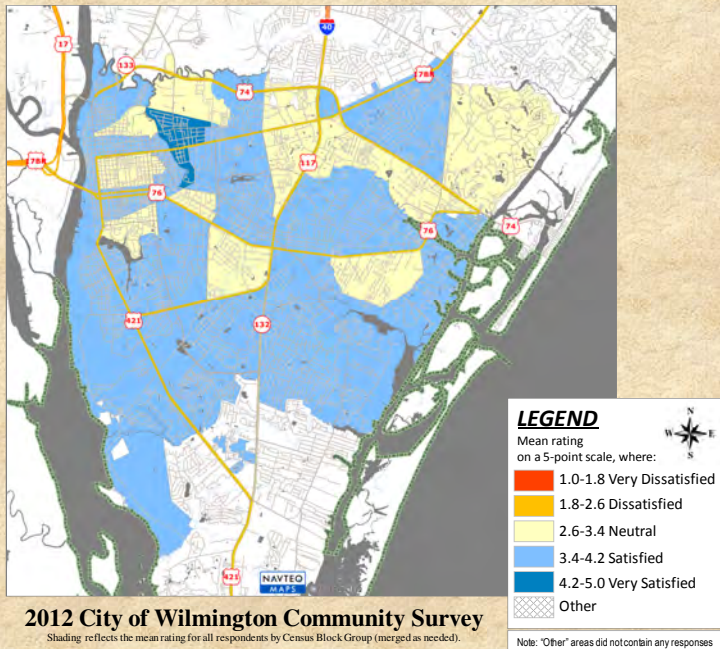
Q4a Satisfaction with the City's efforts to prevent crime



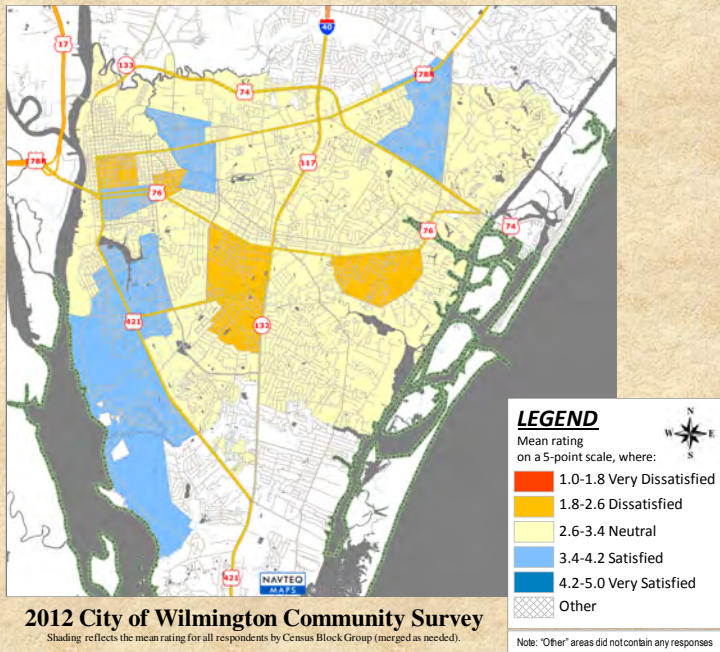
Q4b Satisfaction with the enforcement of local traffic laws



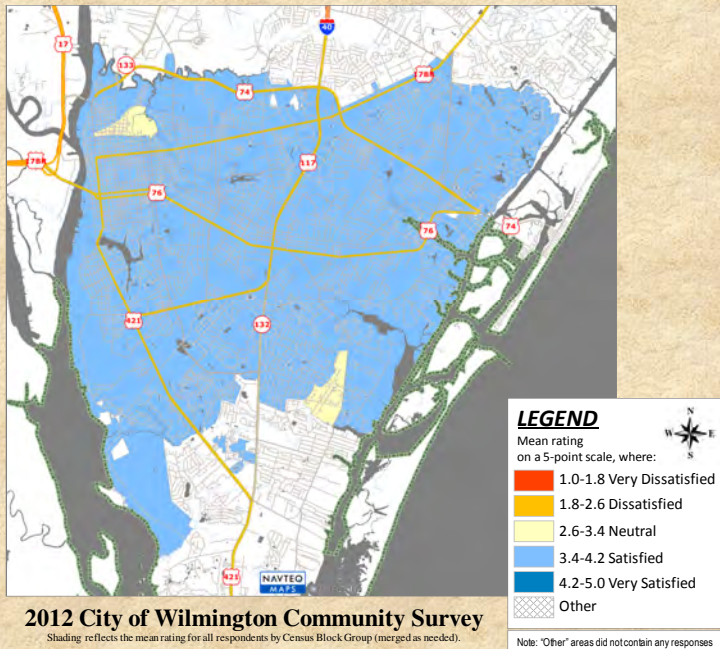
Q4c Satisfaction with how quickly police respond to emergencies



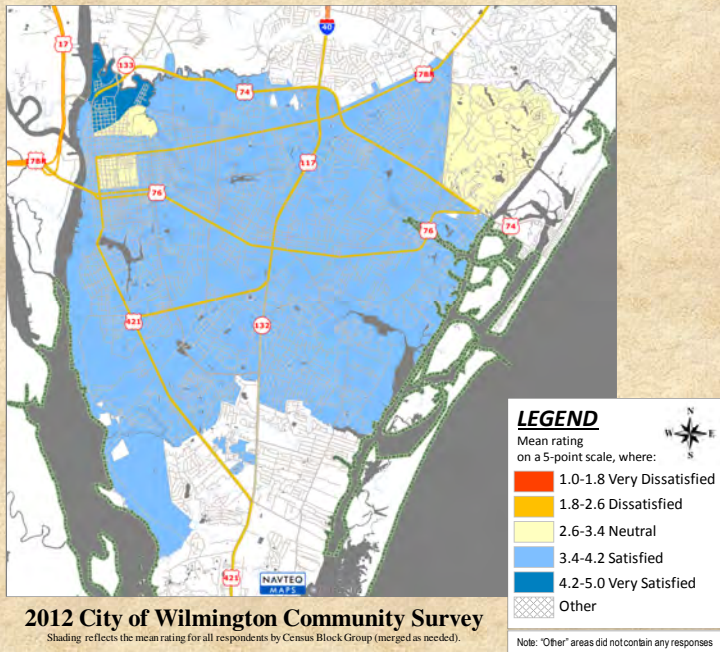
Q4d Satisfaction with the frequency that police patrol neighborhoods



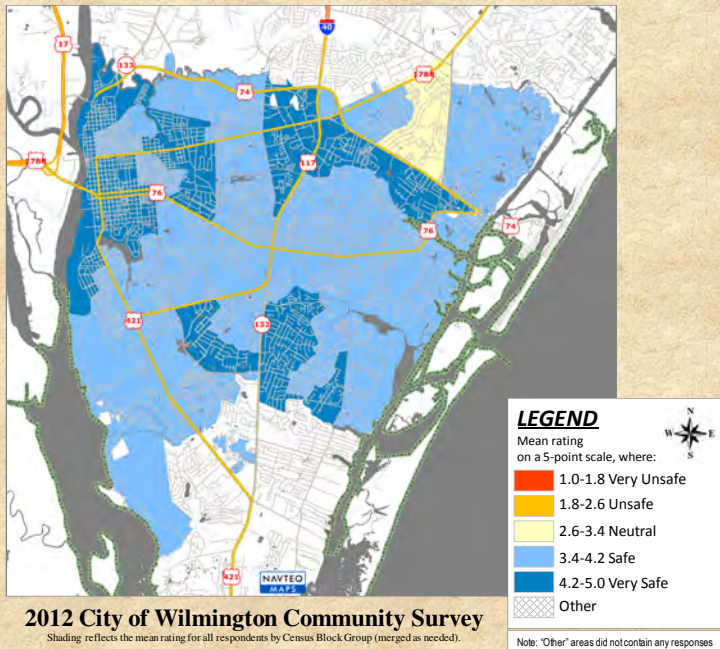
Q4e Satisfaction with the City's efforts to prevent fires



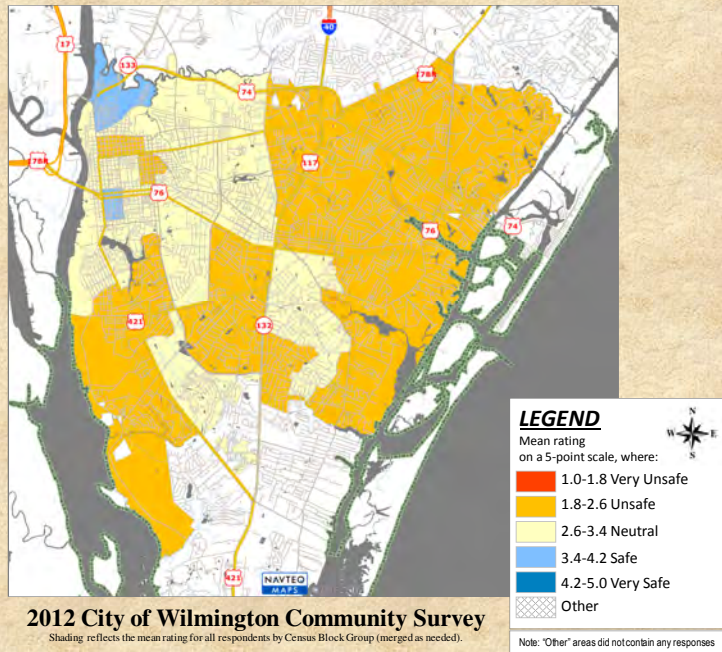
Q4f Satisfaction with the enforcement of fire codes



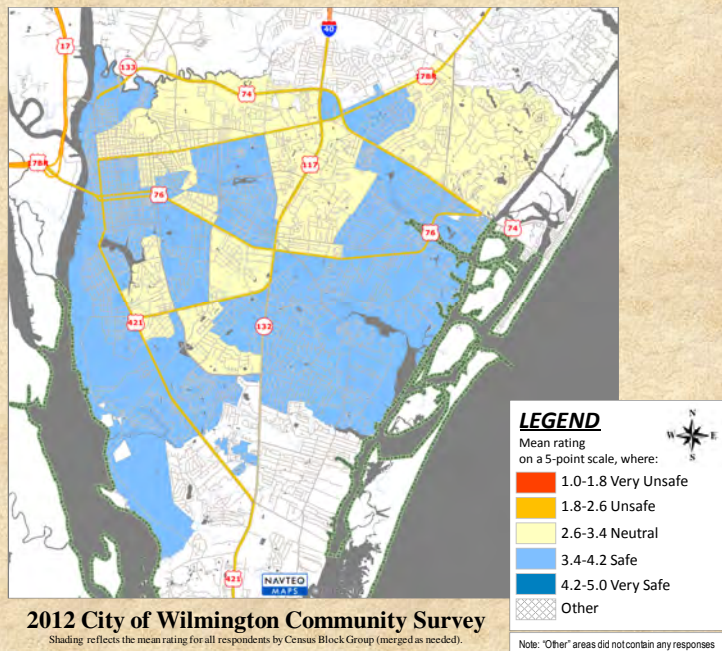
Q6a Feeling of safety in the downtown business district during the day

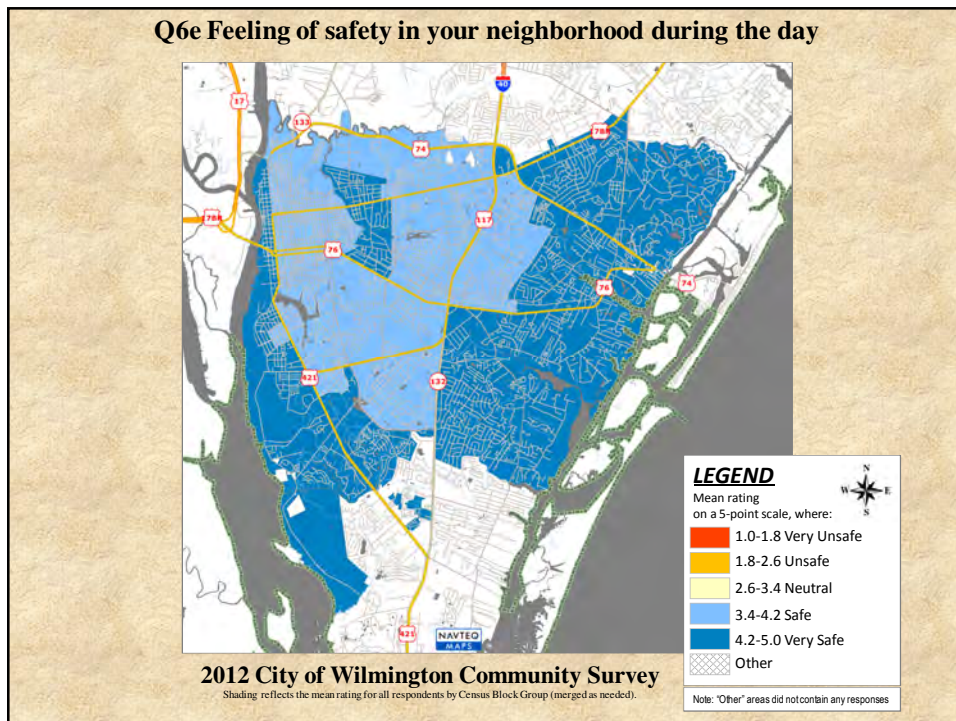
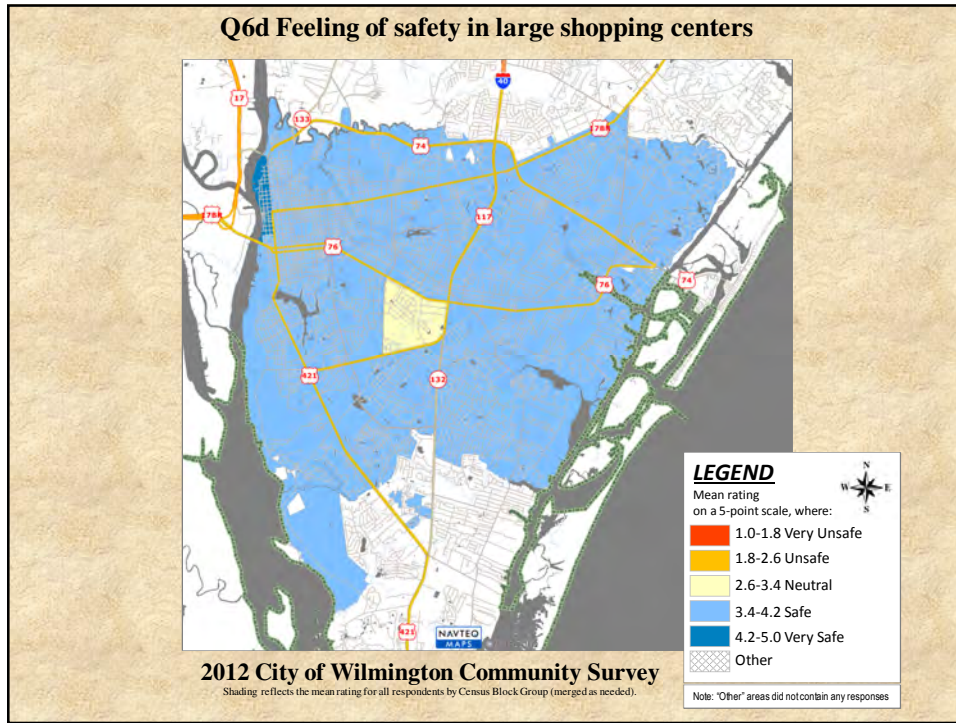


Q6b Feeling of safety in the downtown business district at night

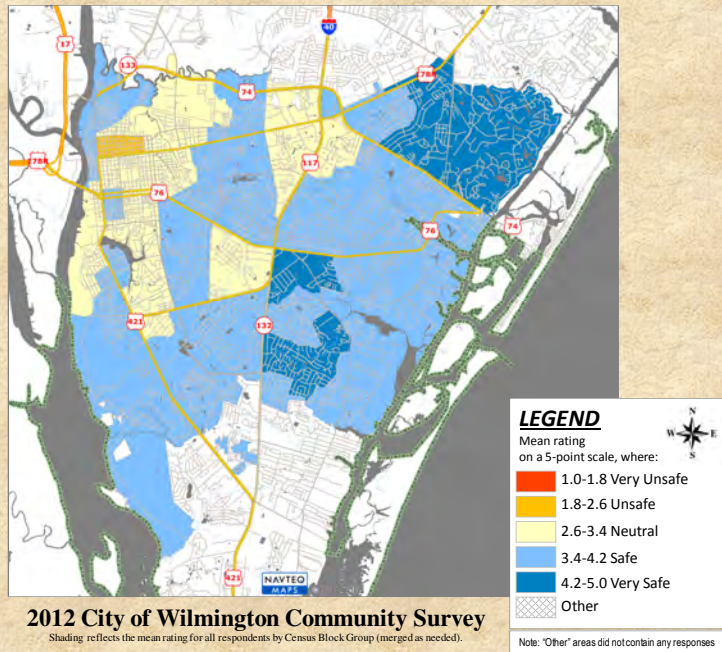


Q6c Feeling of safety in City parks

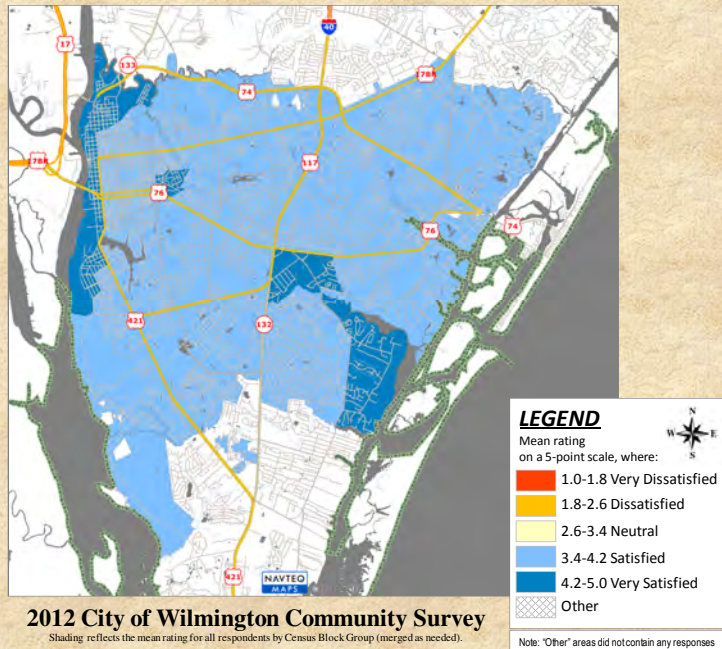




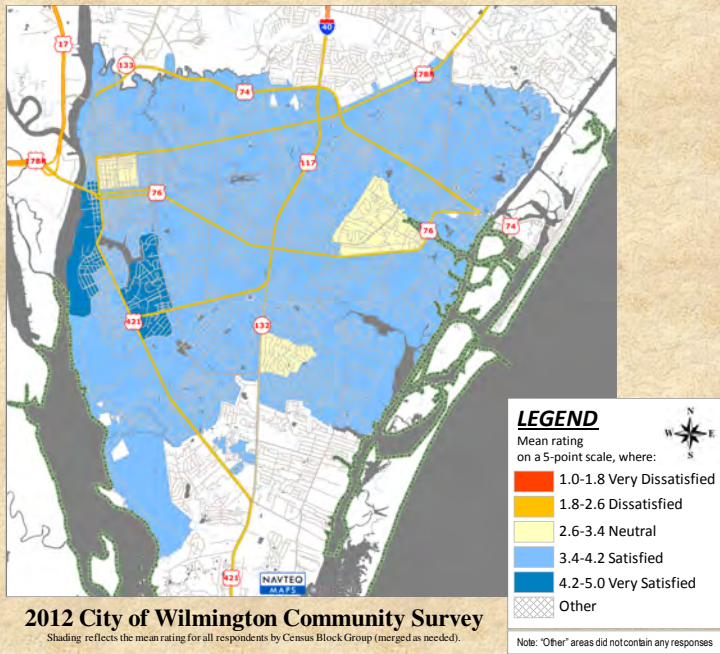
Q6f Feeling of safety in your neighborhood at night



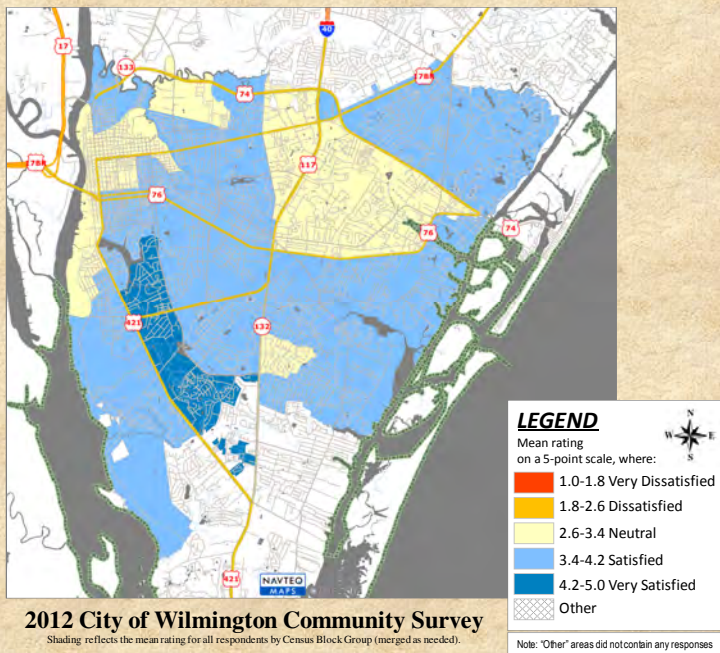
Q7a Satisfaction with the maintenance and appearance of existing City parks

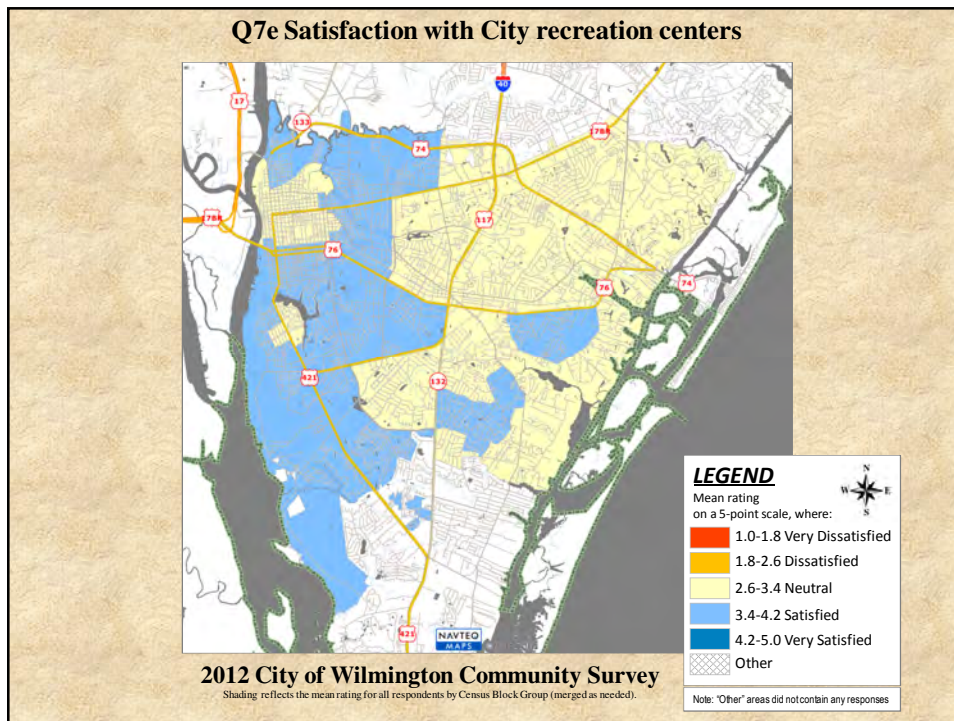
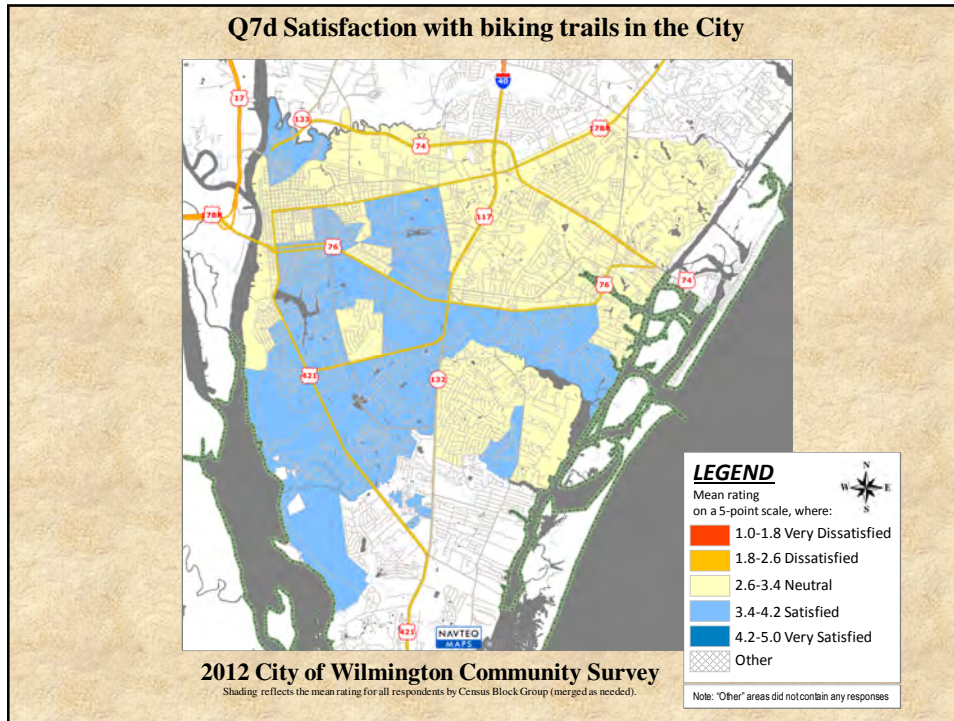


Q7b Satisfaction with the number of City parks

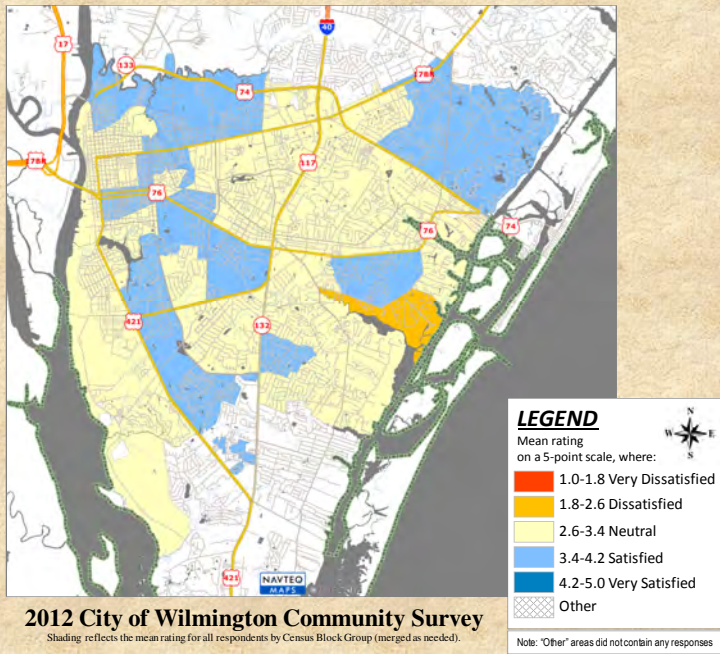


Q7c Satisfaction with walking trails in the City

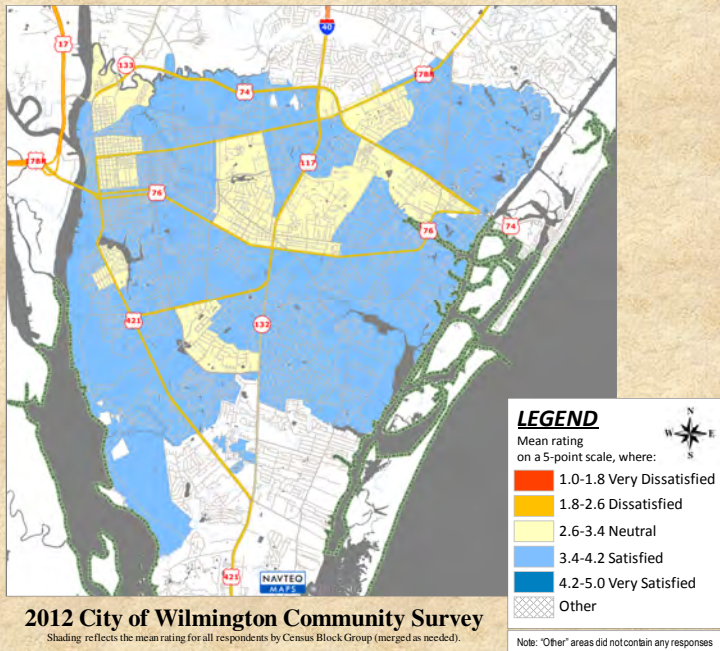




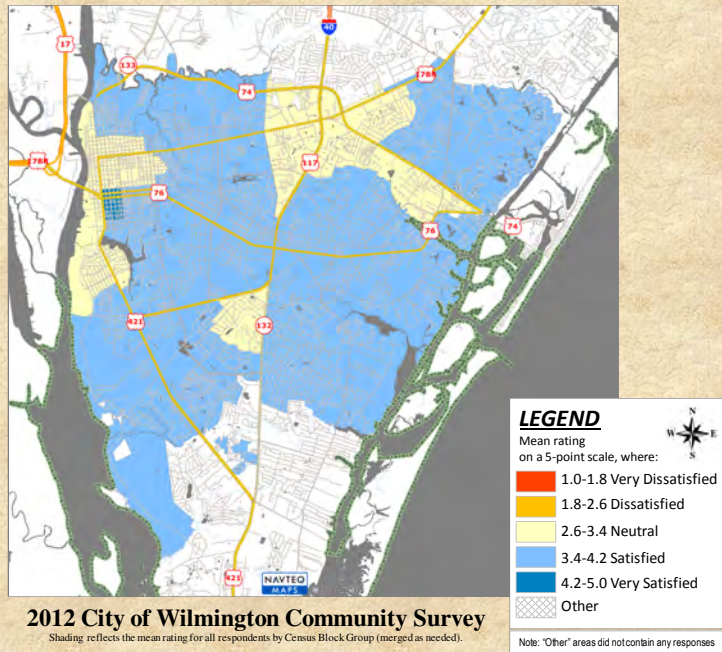
Q7f Satisfaction with City swimming pools



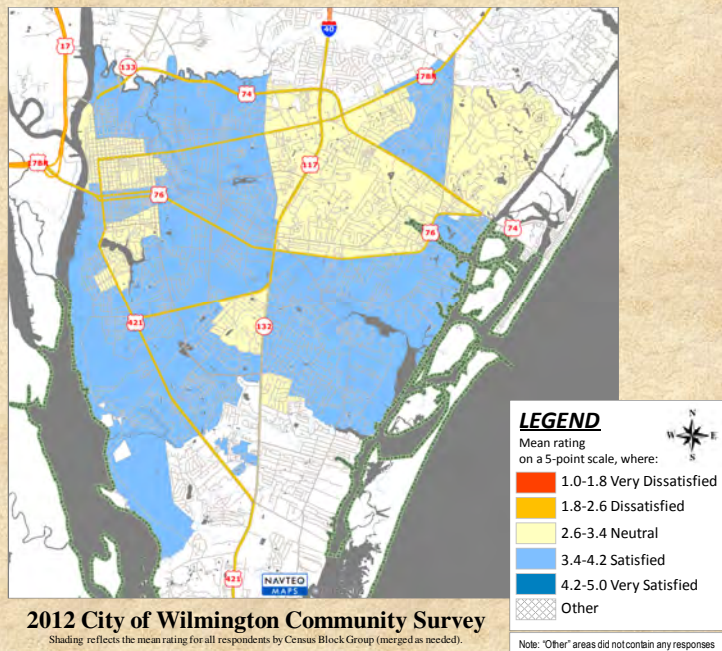
Q7g Satisfaction with the City golf course

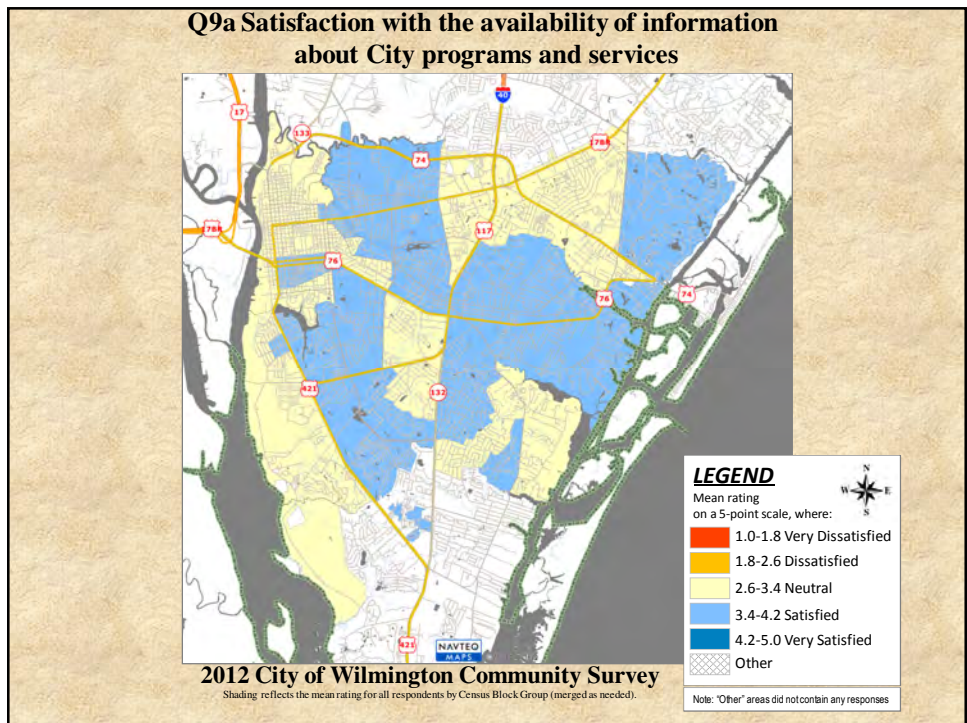
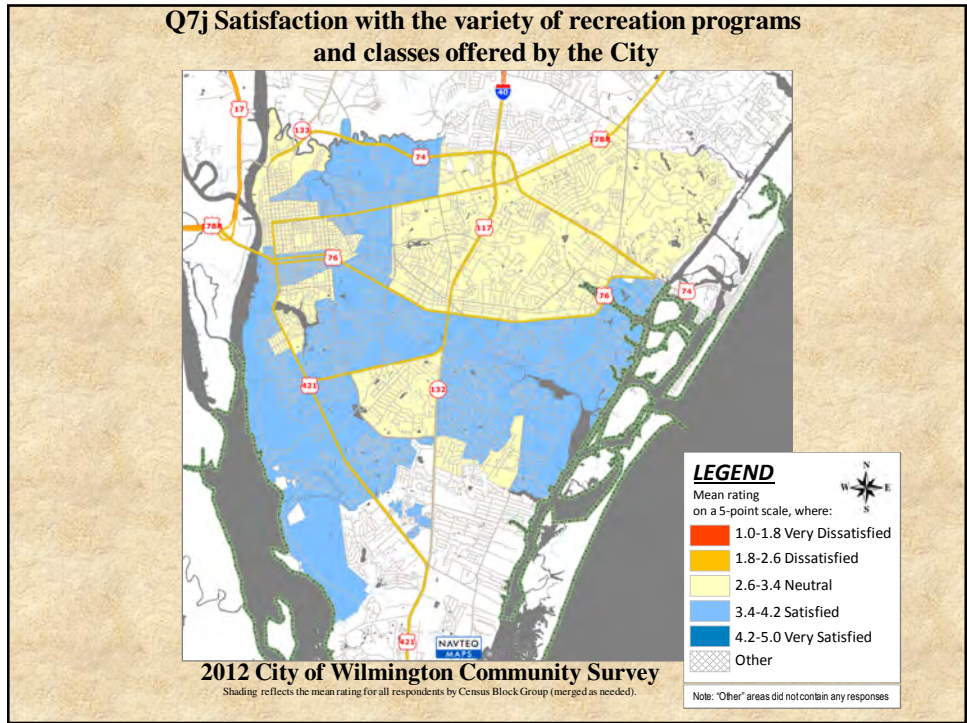


Q7h Satisfaction with the quality of outdoor athletic facilities

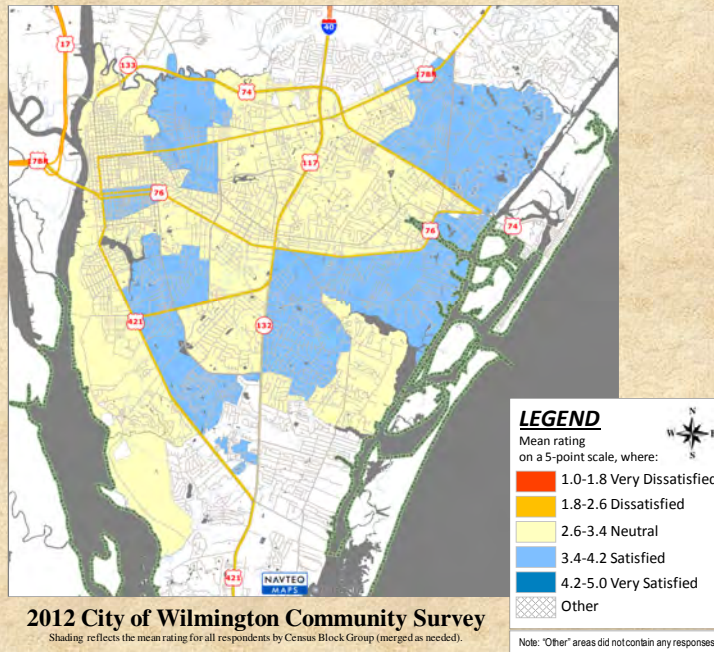


Q7i Satisfaction with the quality of the City's recreation programs and classes



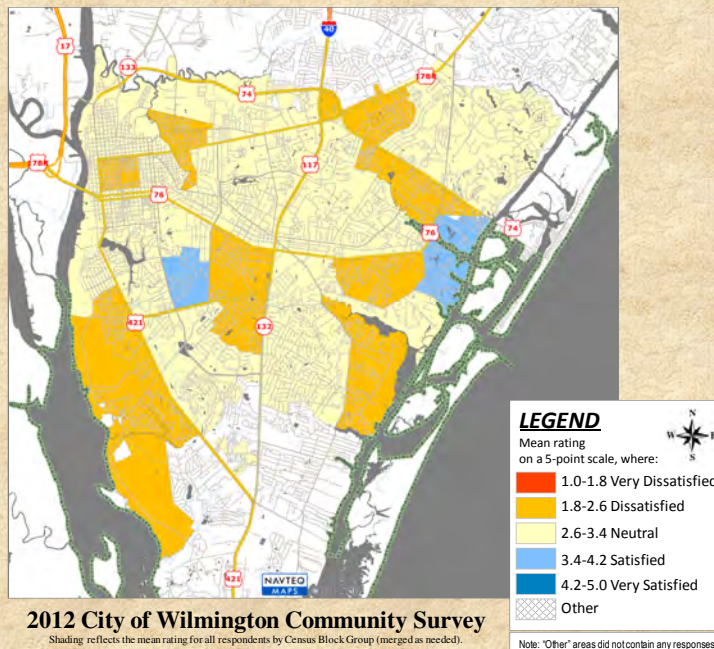


Q9b Satisfaction with City efforts to keep residents informed about local issues



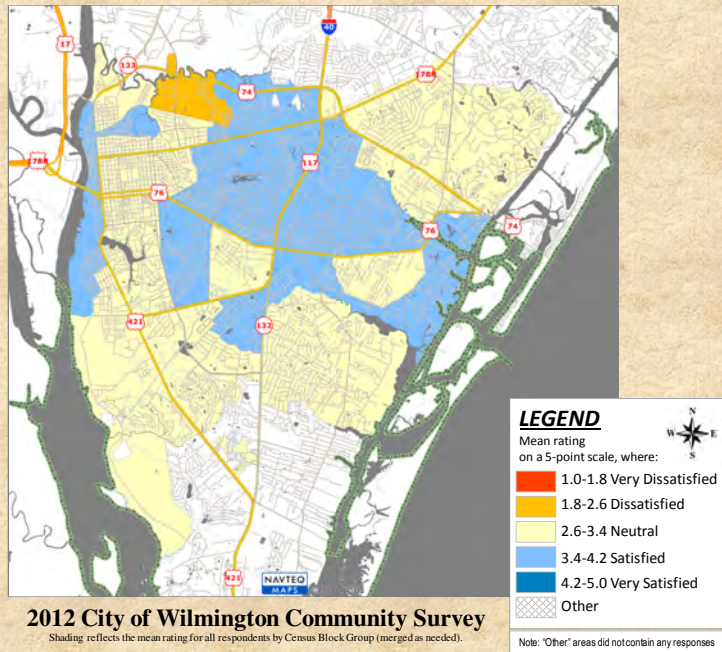
2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

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

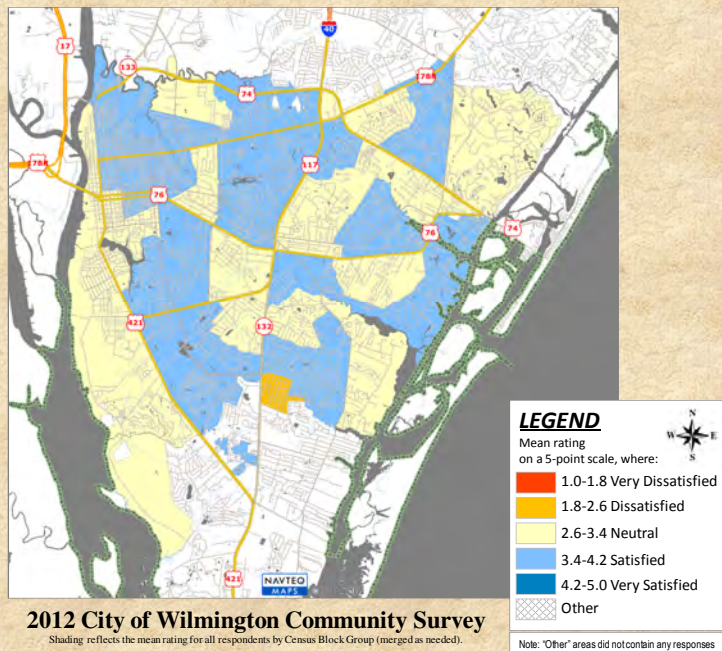


2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

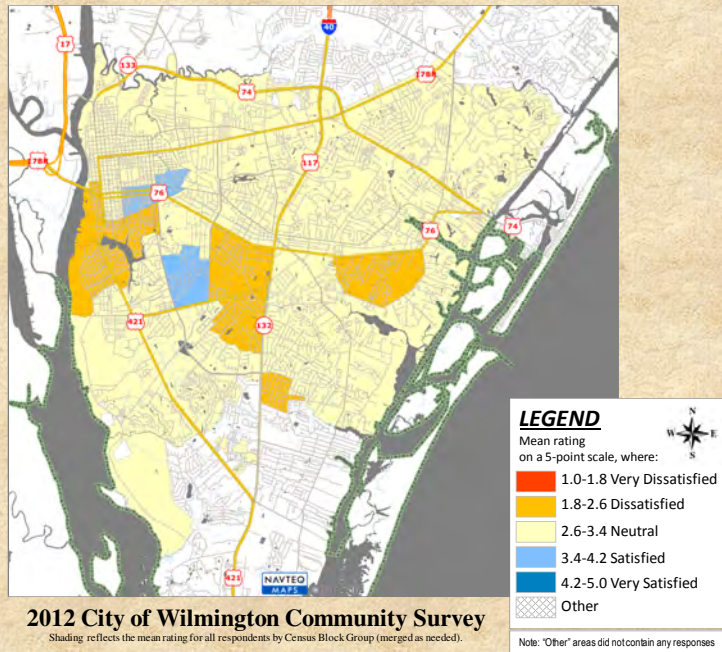
Q9d Satisfaction with the quality of the City's cable television channel



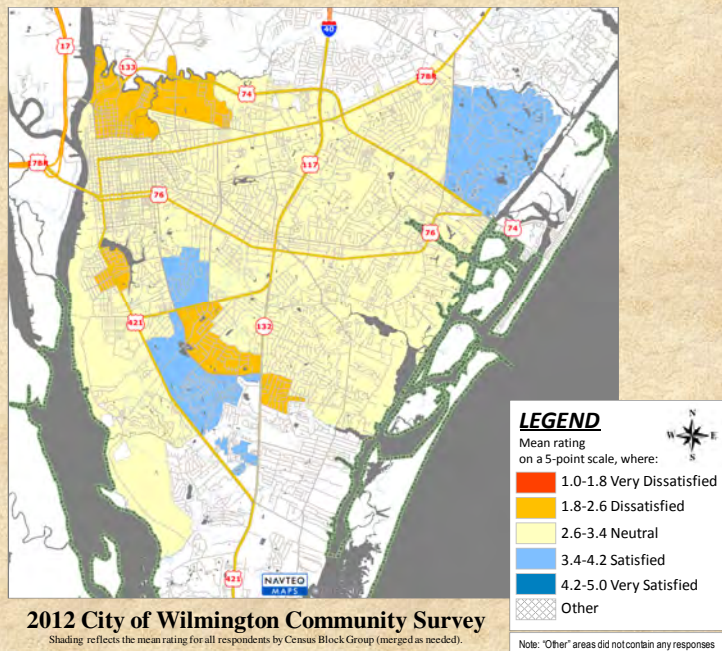
Q9e Satisfaction with usefulness of information available on City website



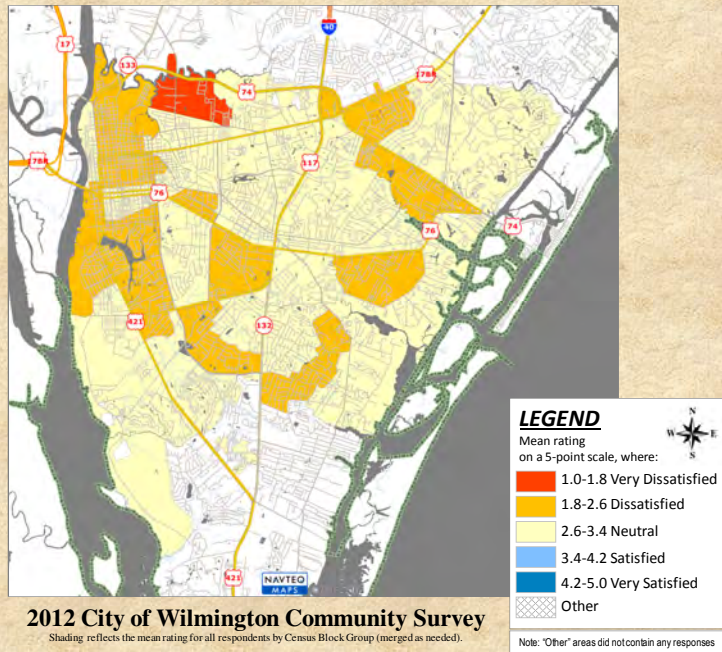
Q12a Satisfaction with the maintenance of major City streets



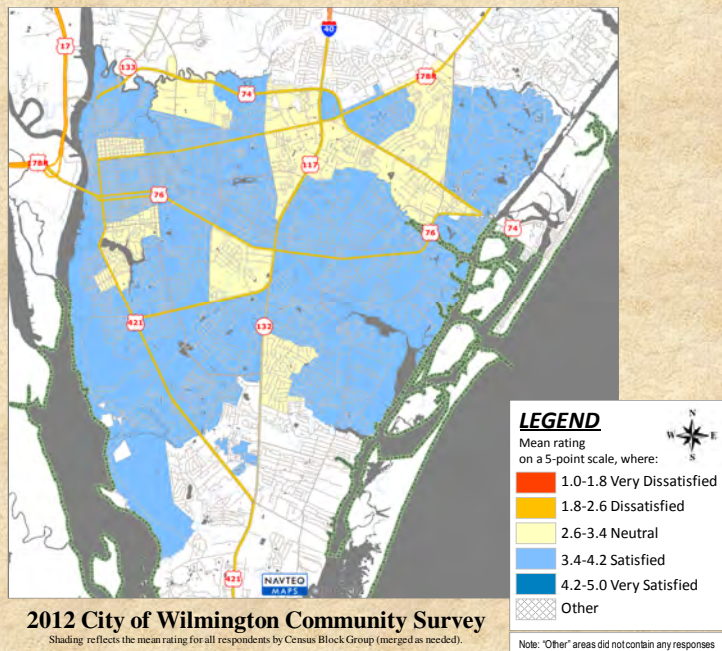
Q12b Satisfaction with the maintenance of streets in neighborhoods



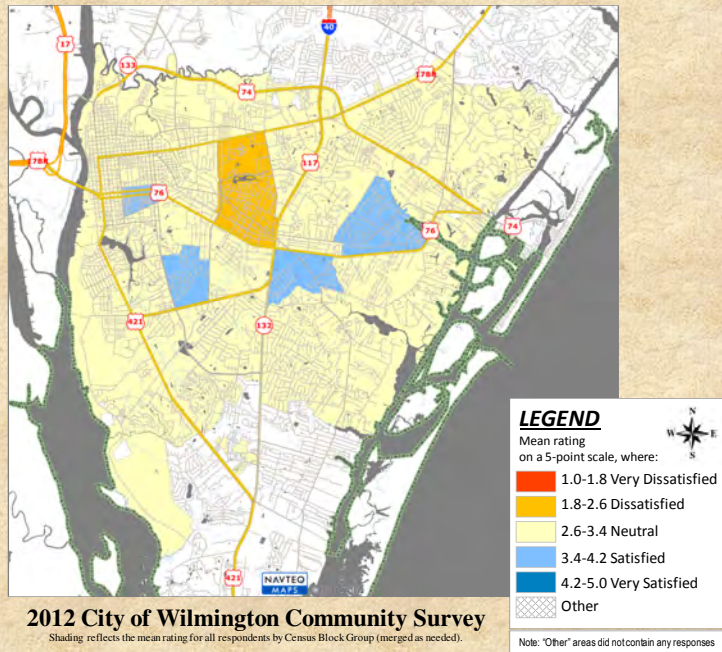
Q12c Satisfaction with how quickly street repairs are made



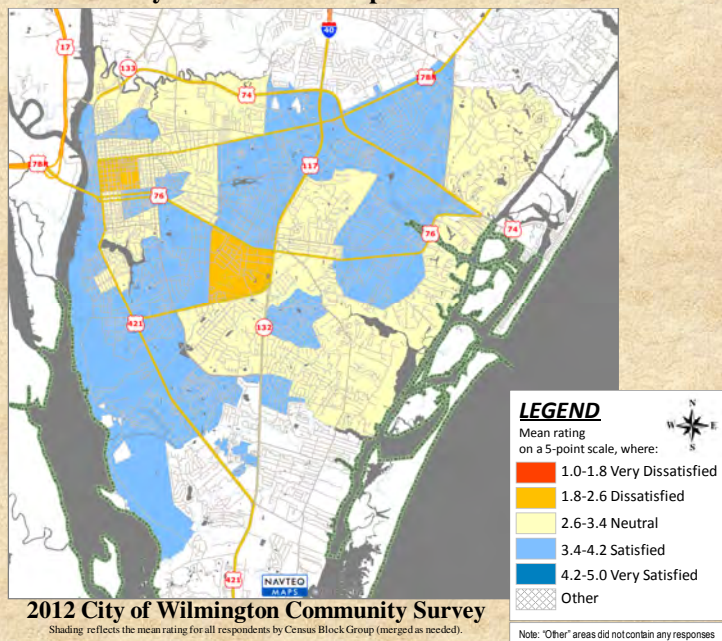
Q12d Satisfaction with the condition of street signs and traffic signals



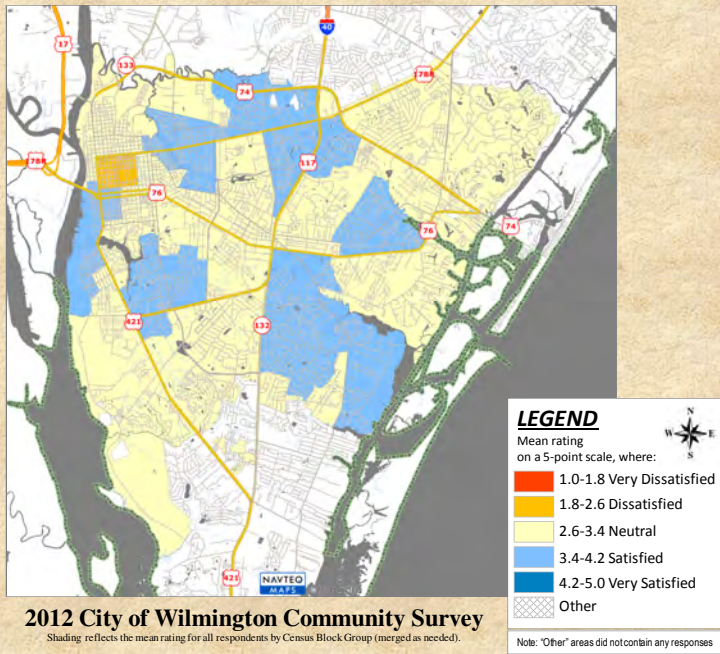
Q12e Satisfaction with the timing of traffic signals in the City



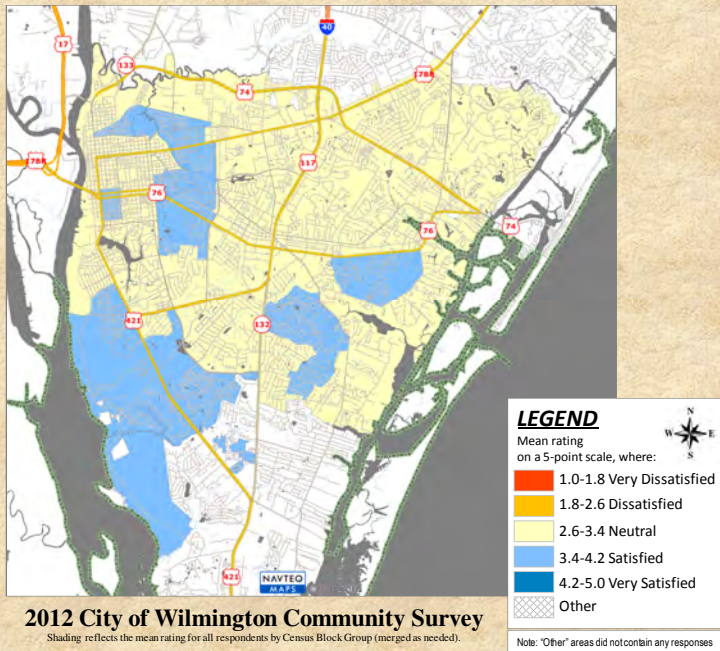
Q12f Satisfaction with mowing and tree trimming along City streets and other public areas

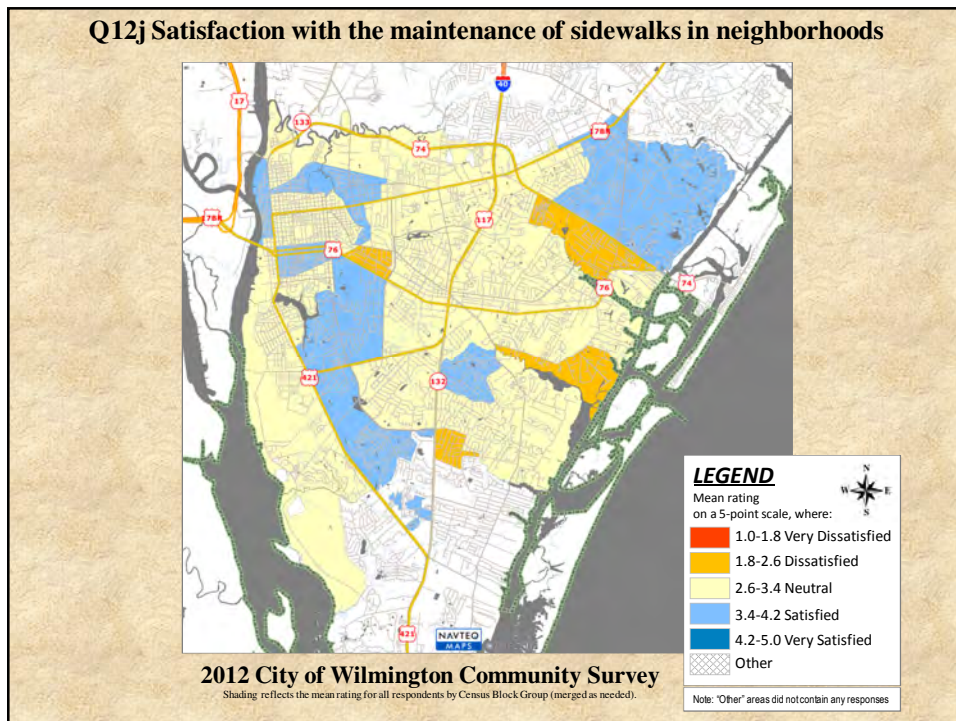
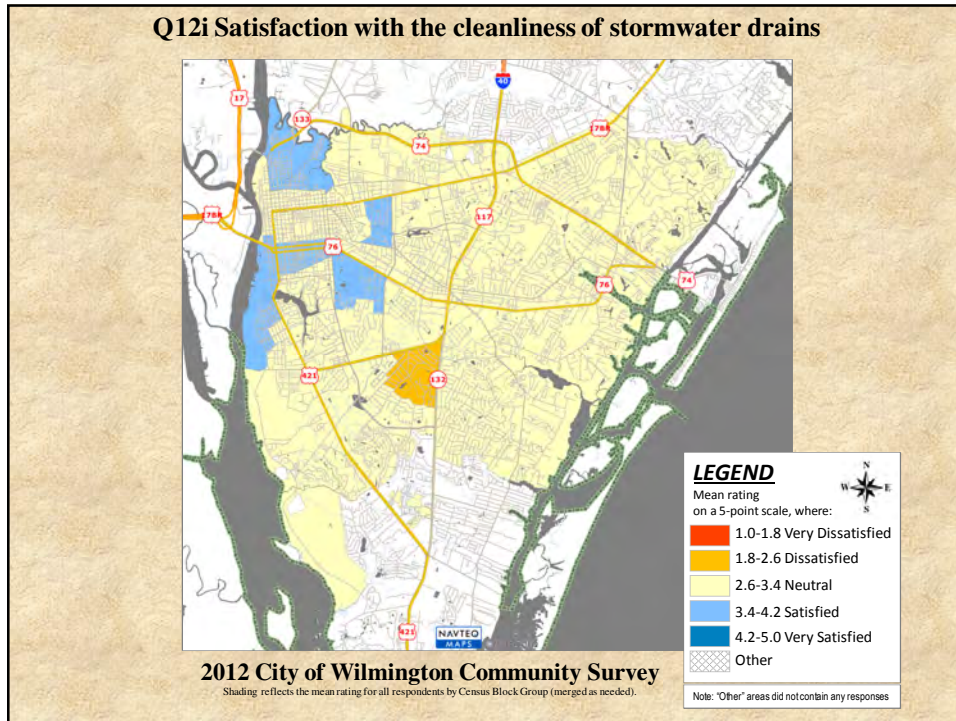


Q12g Satisfaction with the adequacy of City street lighting

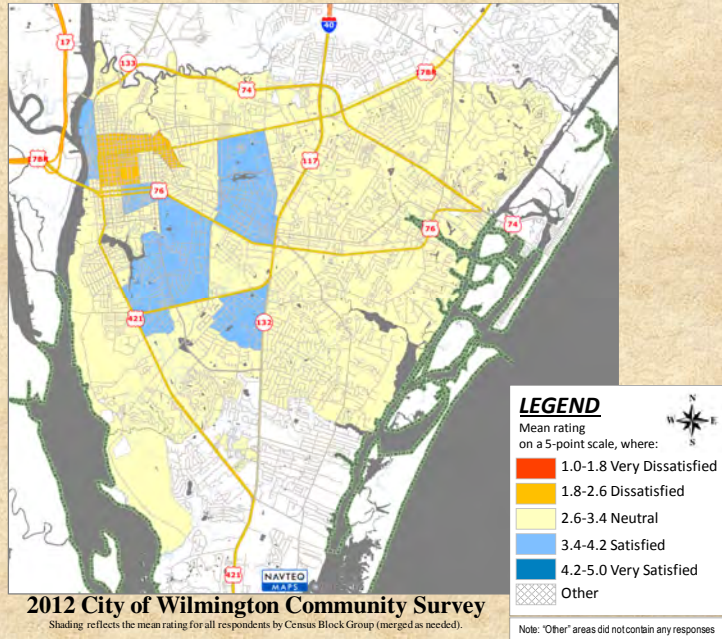


Q12h Satisfaction with the cleanliness of City streets and other public areas

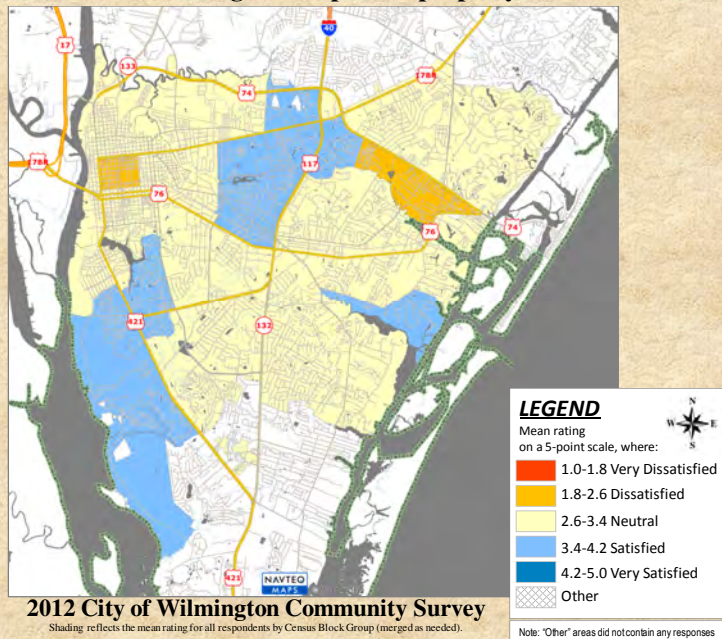




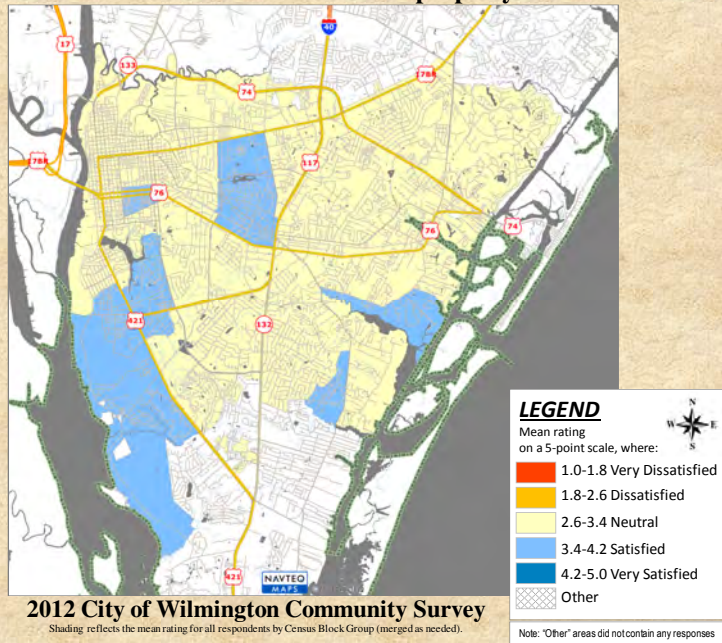
Q14a Satisfaction with the enforcement of the clean up of junk and debris on private property



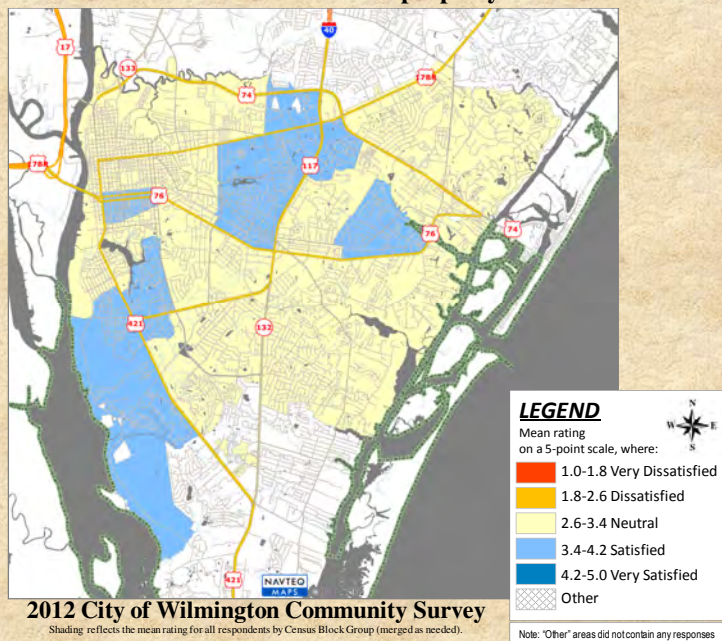
Q14b Satisfaction with the enforcement of mowing and cutting of weeds and grass on private property



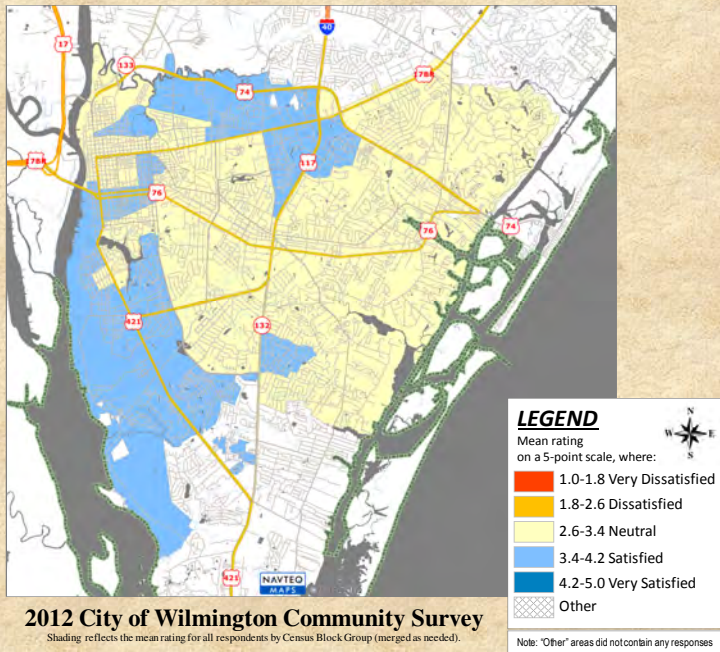
Q14c Satisfaction with the enforcement of the exterior maintenance of residential property



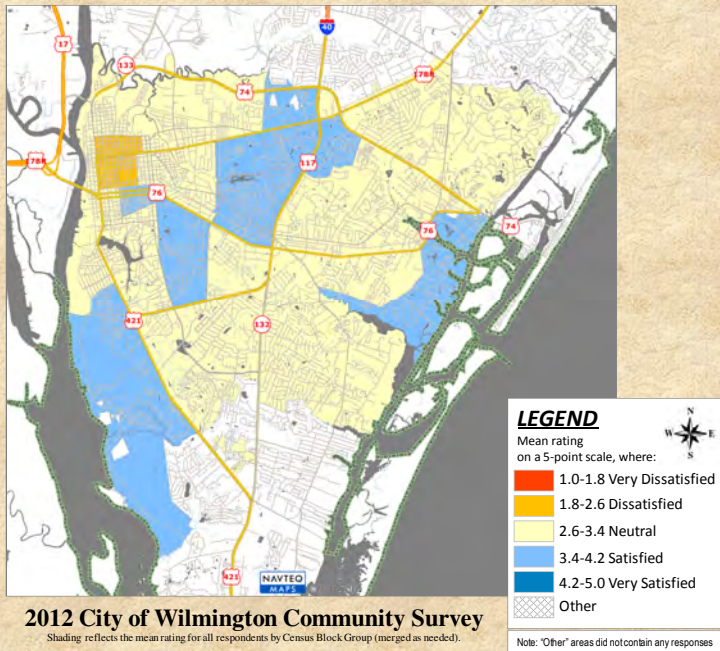
Q14d Satisfaction with the enforcement of the exterior maintenance of commercial/business property



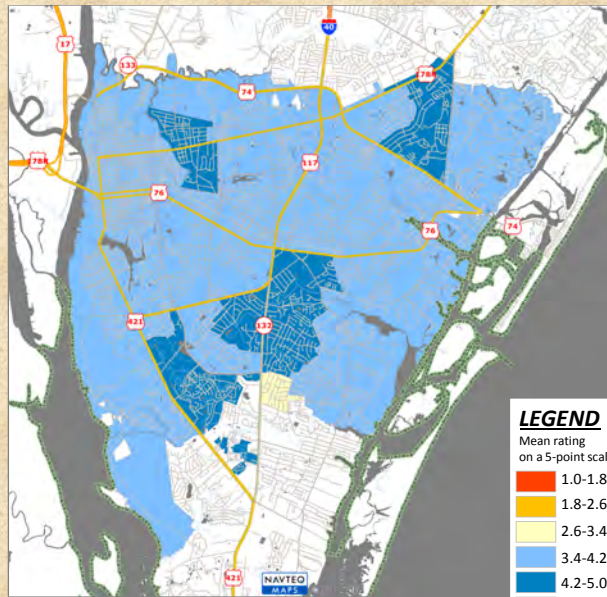
Q14e Satisfaction with the enforcement of sign regulations



Q14f Satisfaction with City efforts to remove abandoned or inoperative vehicles



Q16b Satisfaction with how easy City employees were to contact



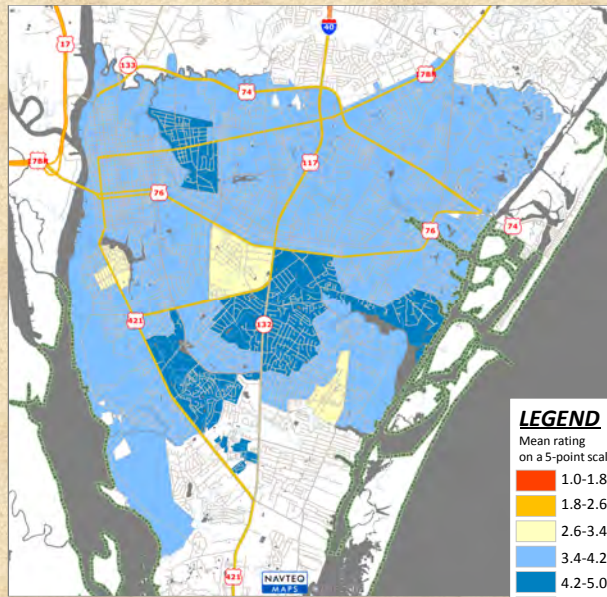
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q16c Satisfaction with the way you were treated by City employees



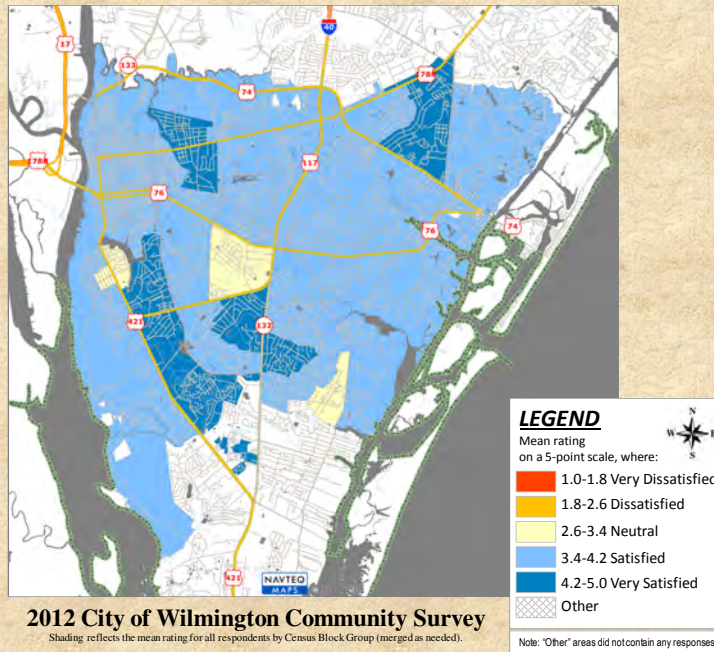
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

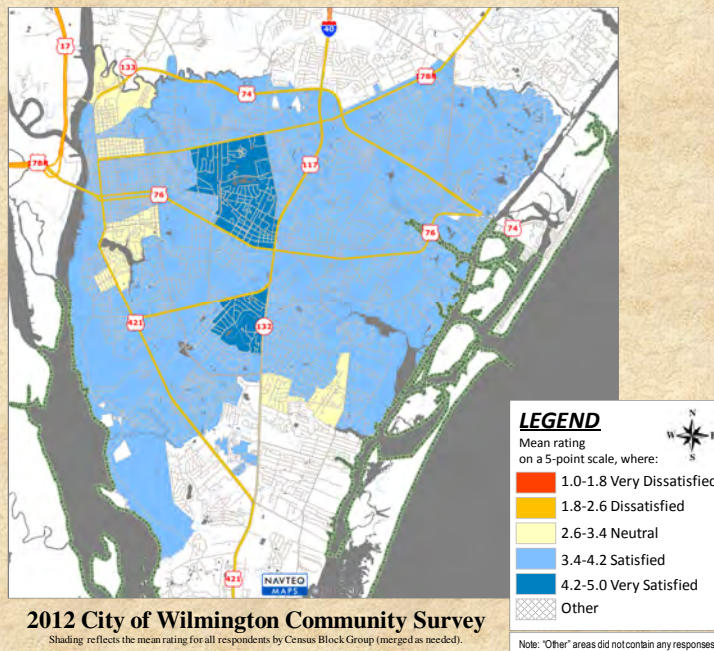
Note: "Other" areas did not contain any responses

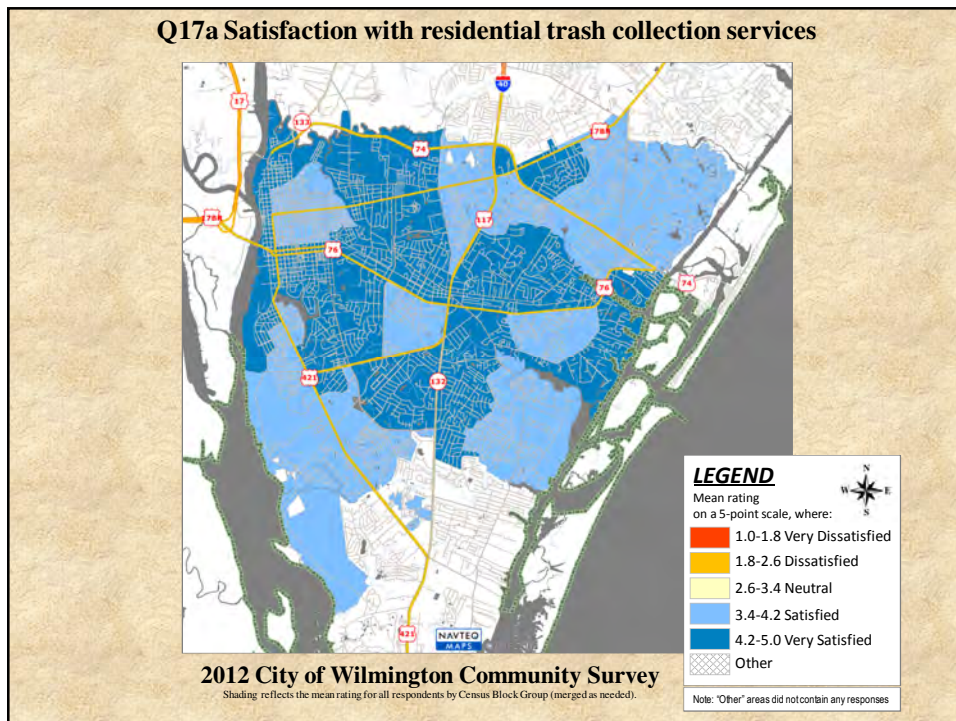
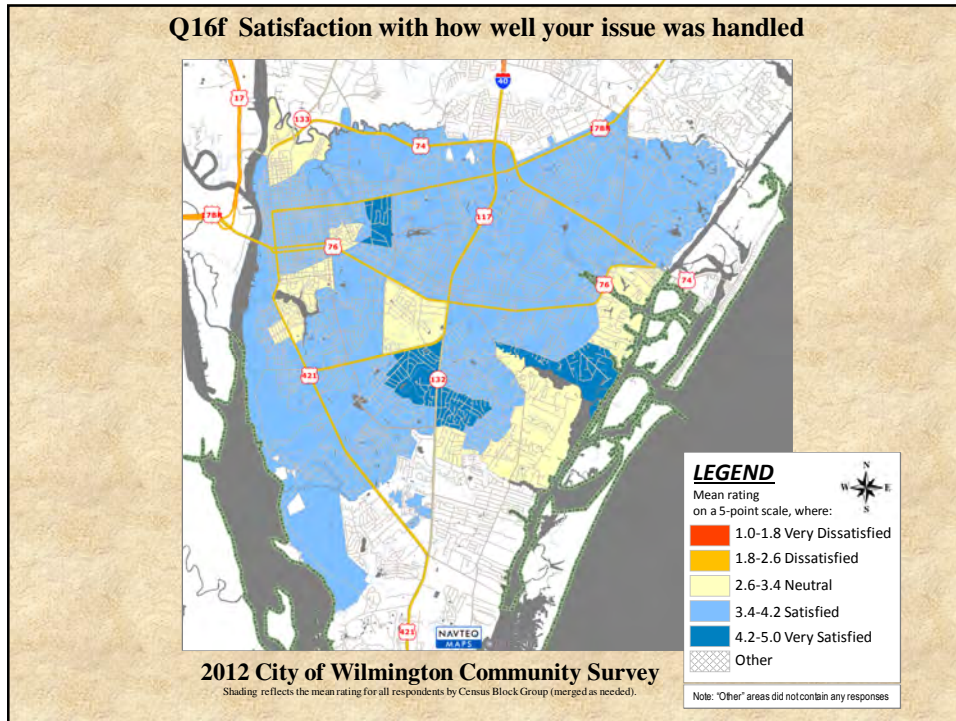
2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

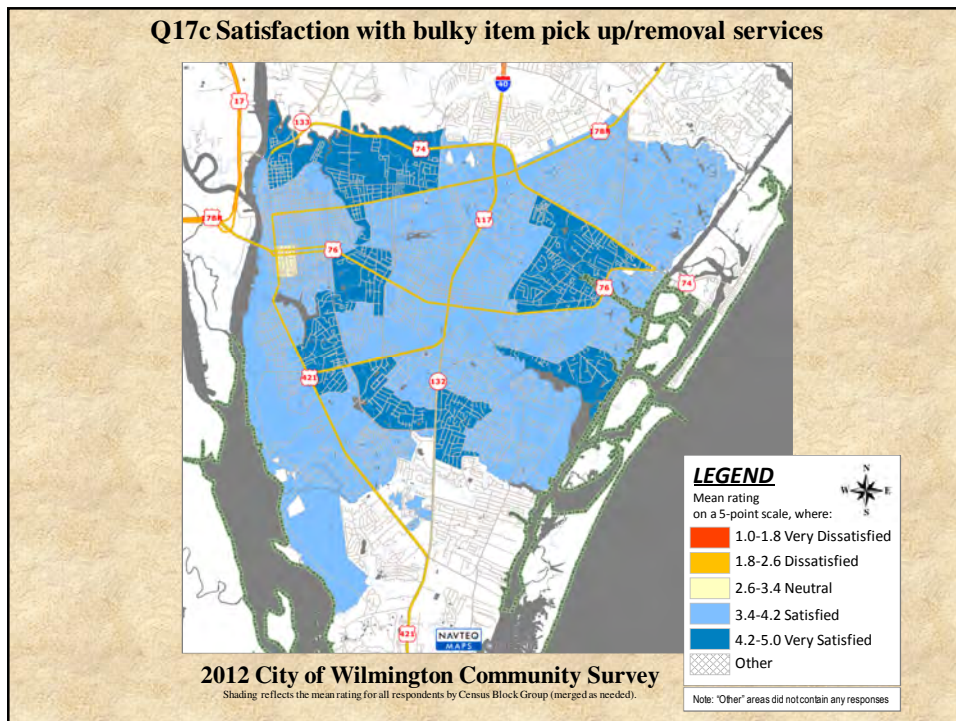
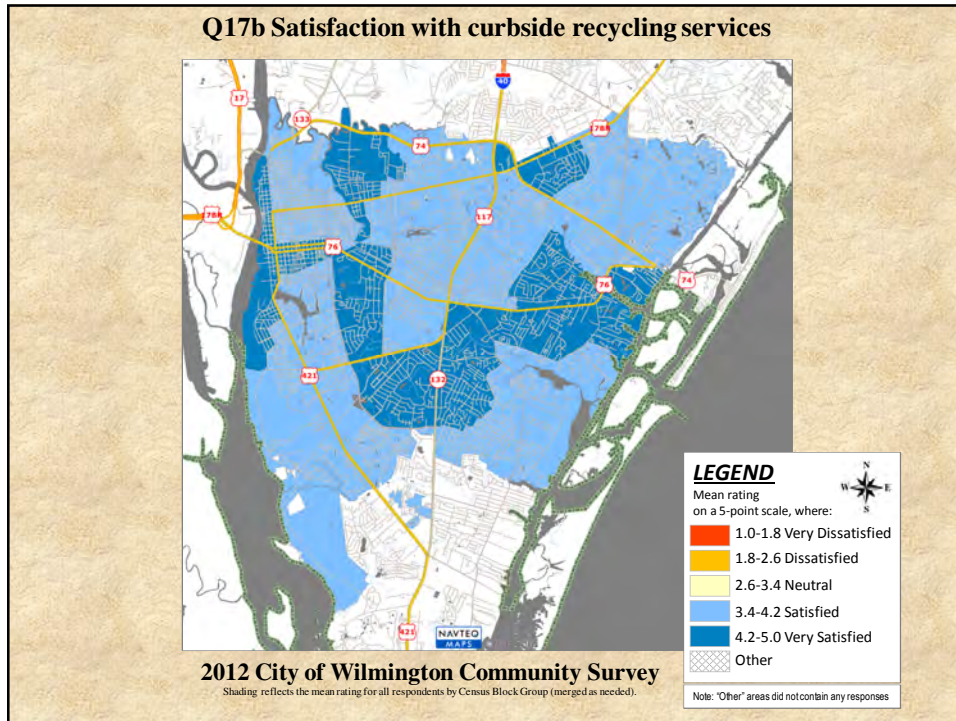
Q16d Satisfaction with the accuracy of the information and assistance given

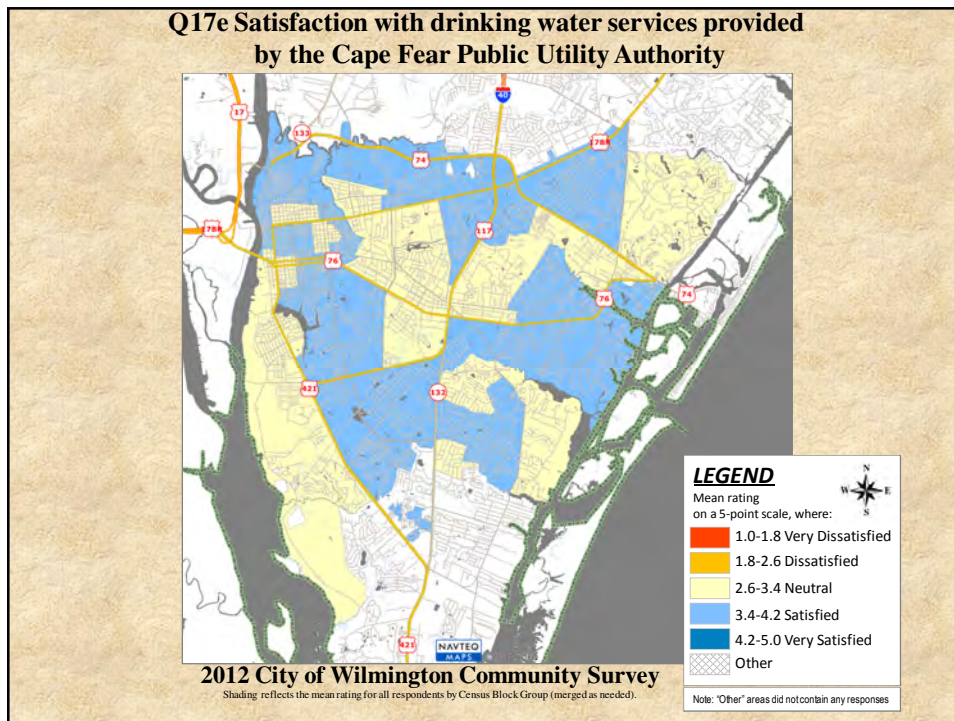
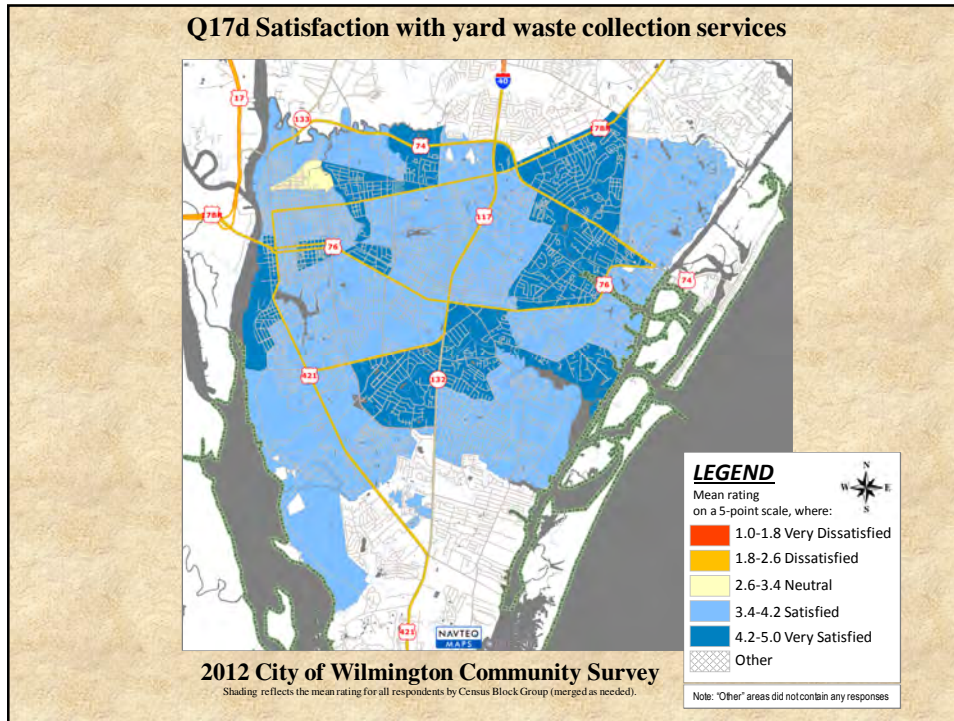


Q16e Satisfaction with how quickly City staff responded to your request

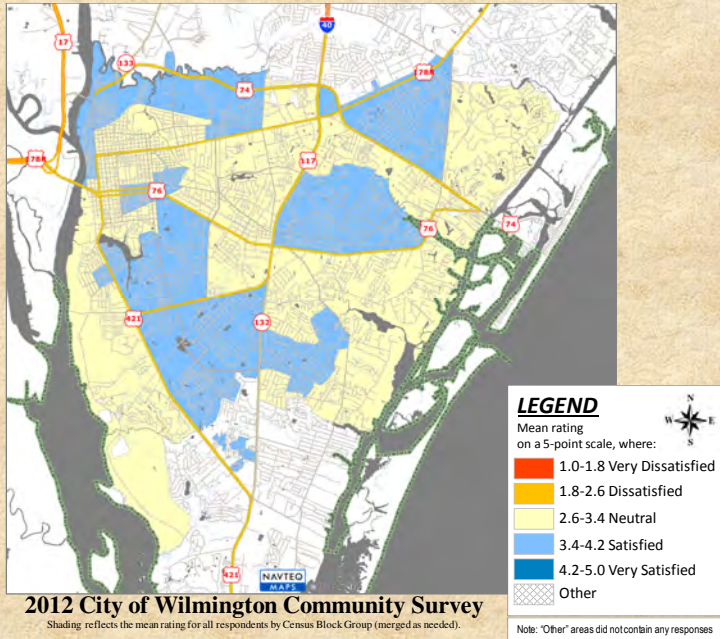




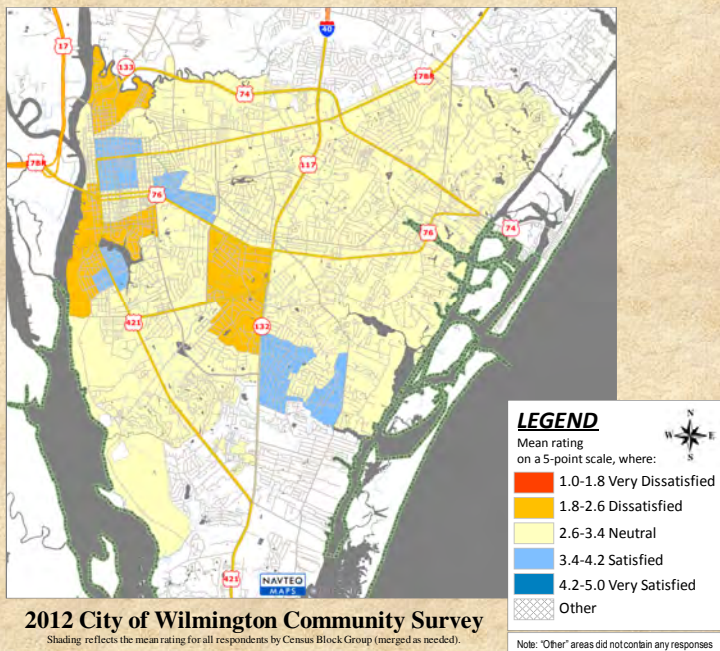




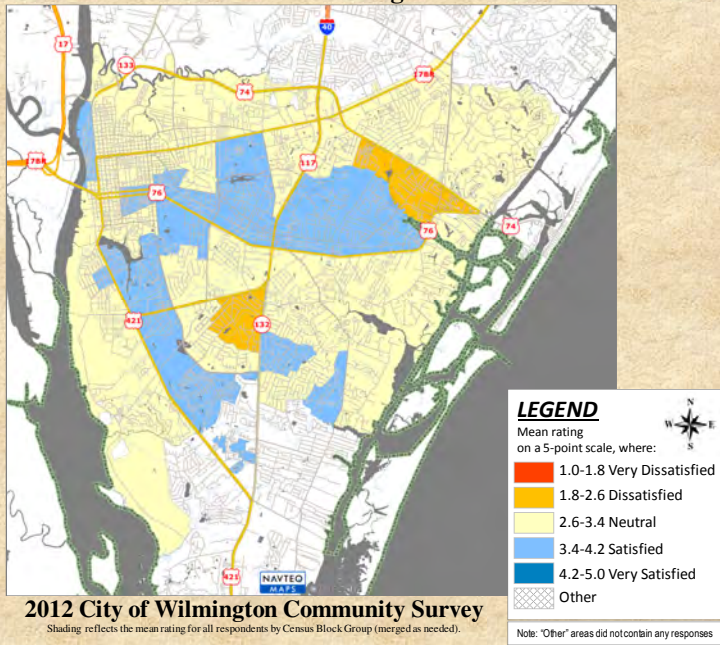
Q17f Satisfaction with wastewater (sewer) services provided by the Cape Fear Public Utility Authority



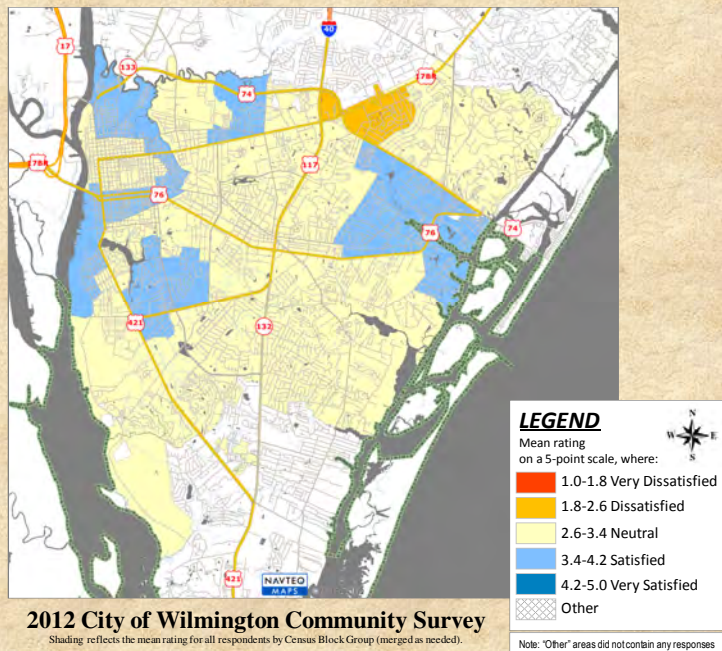
Q19a Satisfaction with the adequacy of public parking in downtown Wilmington

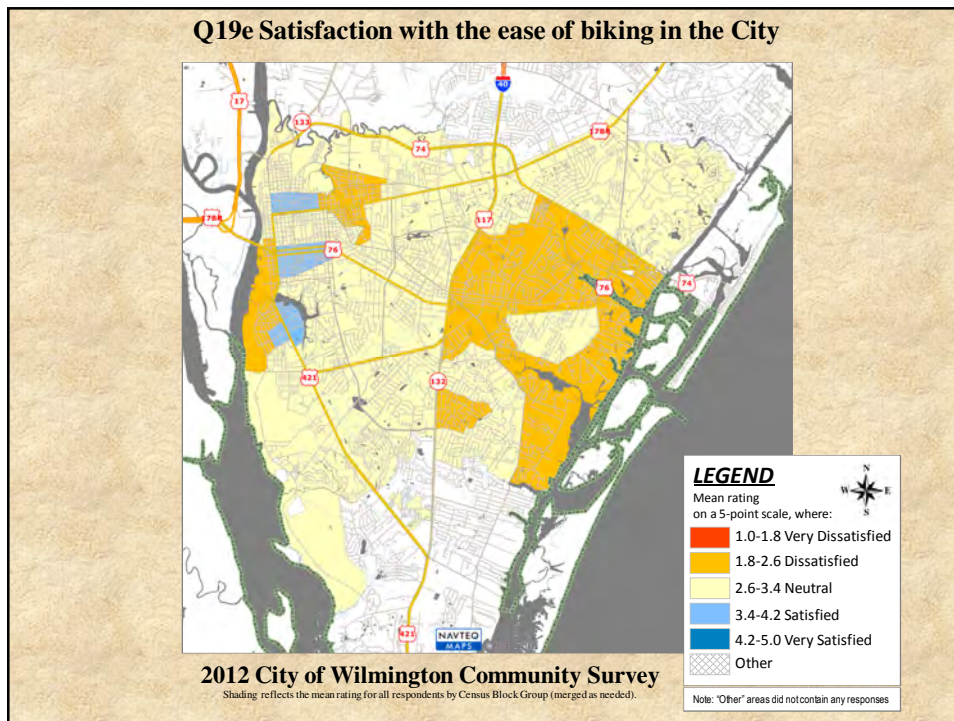
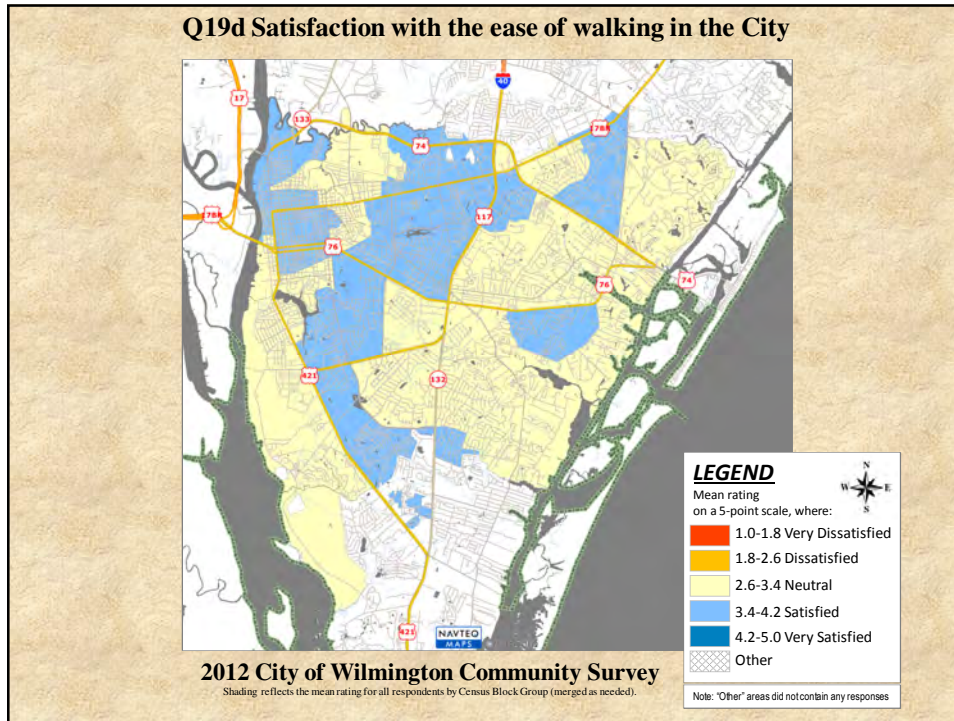


Q19b Satisfaction with the availability of public transportation services in Wilmington

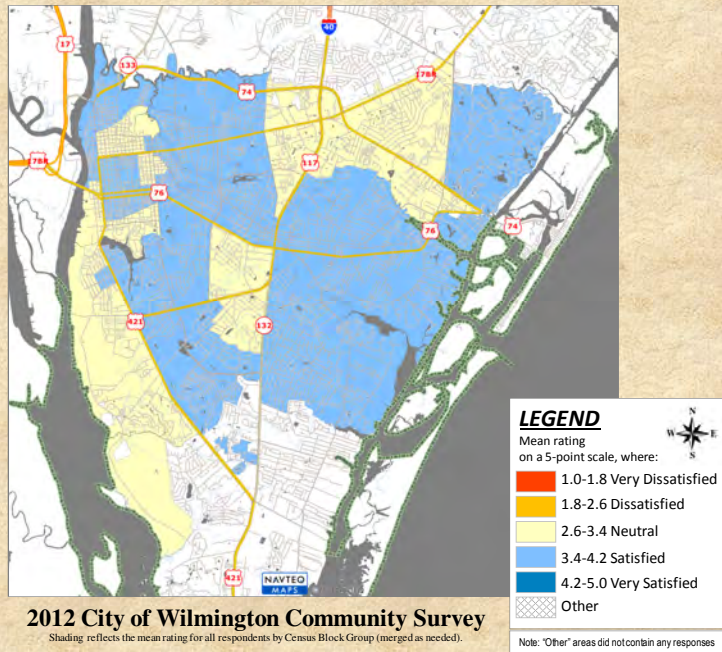


Q19c Satisfaction with the ease of travel by car in the City





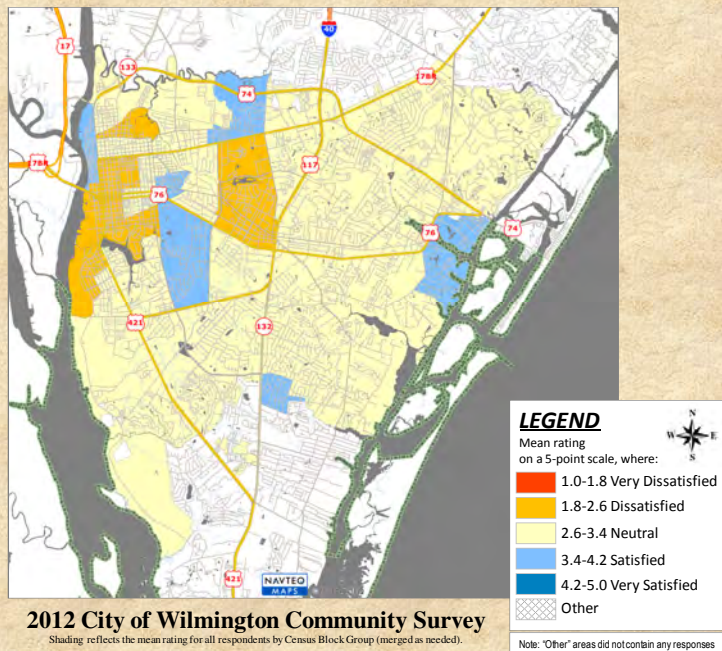
Q19f Satisfaction with opportunities to attend cultural activities in Wilmington



2012 City of Wilmington Community Survey

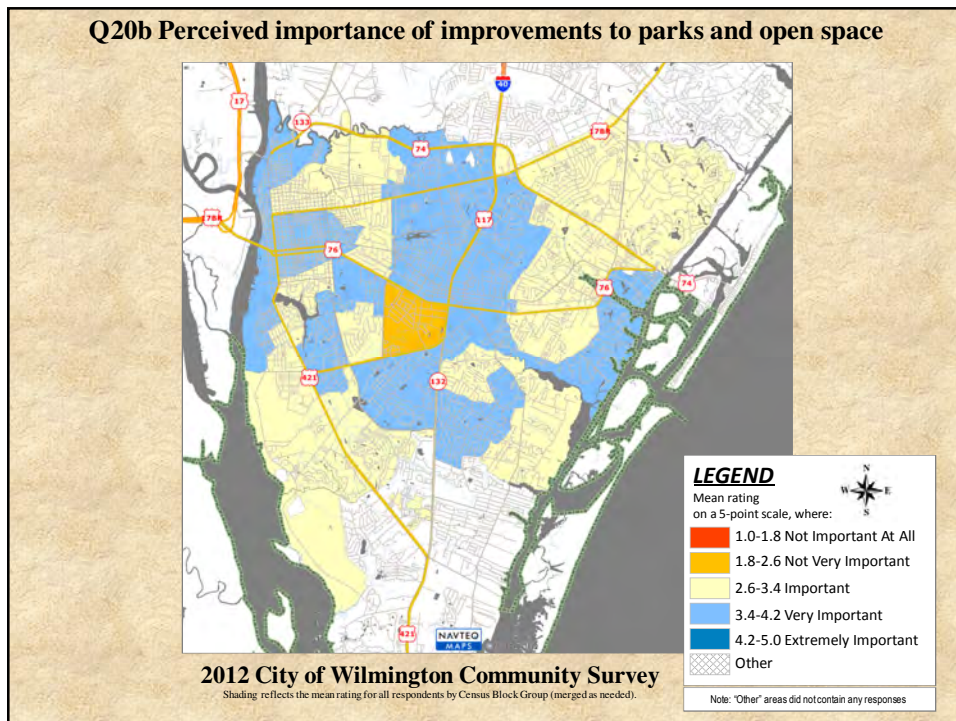
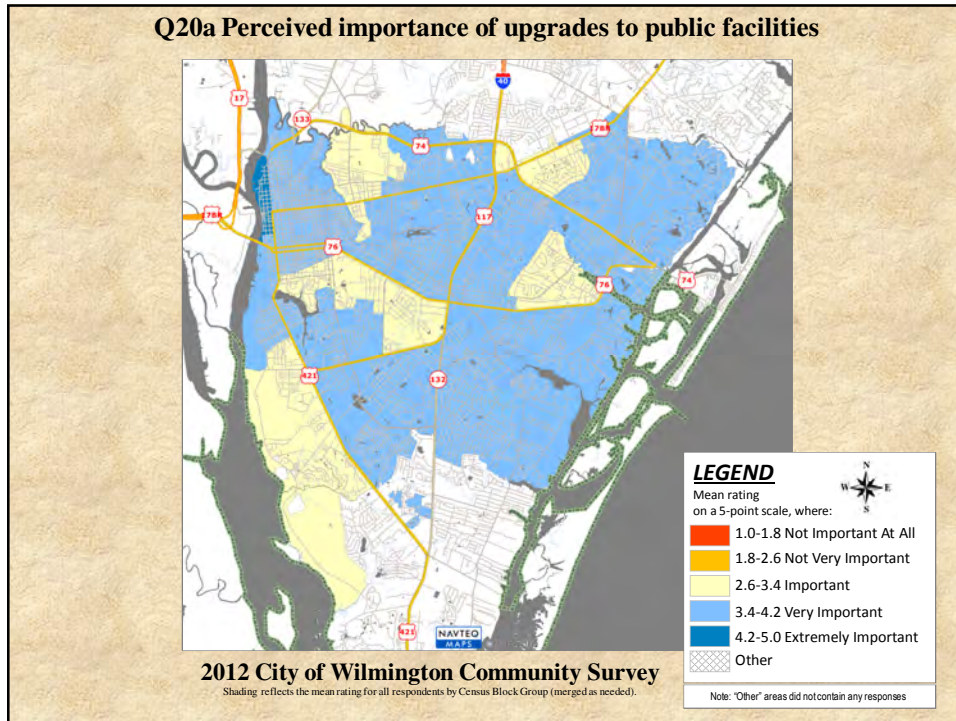
Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q19g Satisfaction with the availability of affordable housing in Wilmington

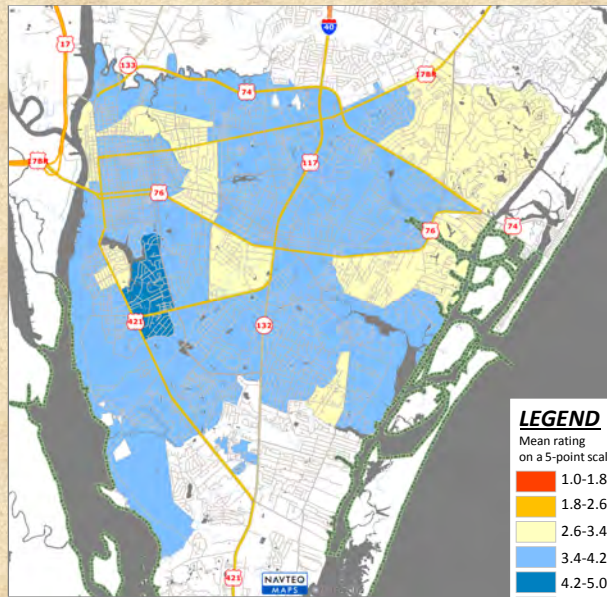


2012 City of Wilmington Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).



Q20c Perceived importance of improvements to police and fire facilities



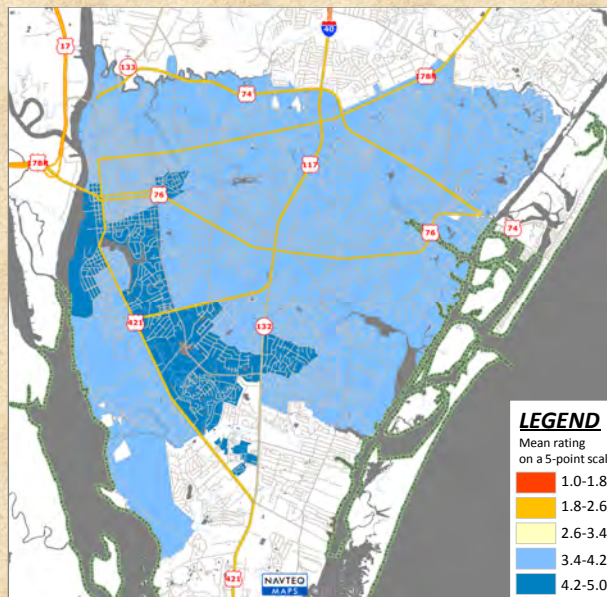
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Important At All
- 1.8-2.6 Not Very Important
- 2.6-3.4 Important
- 3.4-4.2 Very Important
- 4.2-5.0 Extremely Important
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q20d Perceived importance of improvements to the City's transportation network



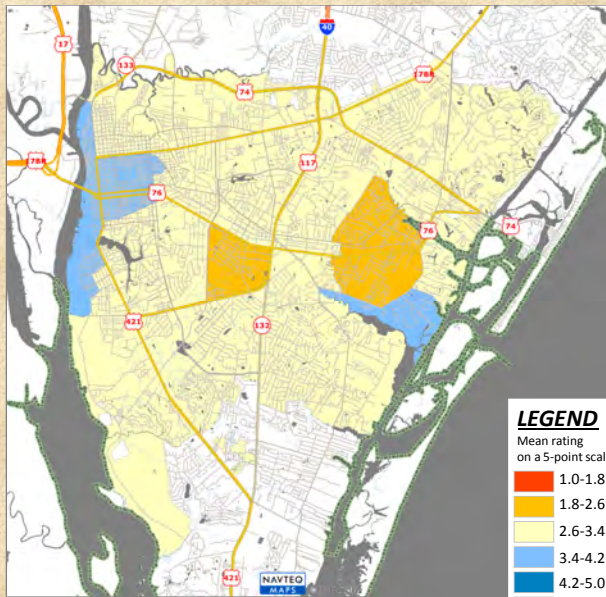
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Important At All
- 1.8-2.6 Not Very Important
- 2.6-3.4 Important
- 3.4-4.2 Very Important
- 4.2-5.0 Extremely Important
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q20e Perceived importance of improvements to arts/cultural facilities



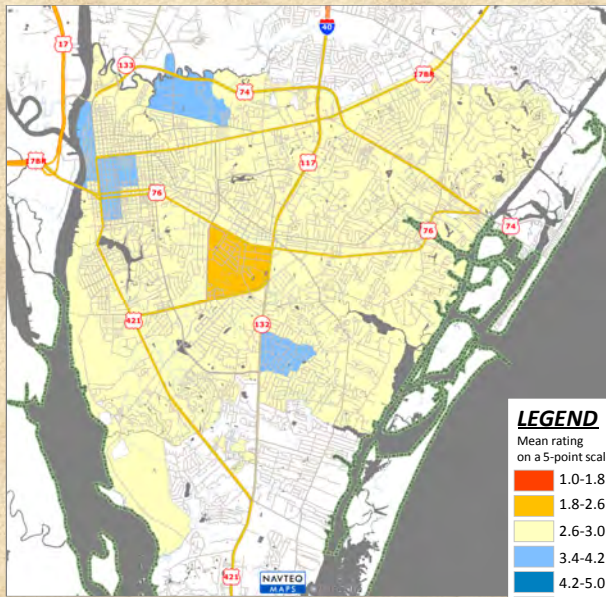
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Important At All
- 1.8-2.6 Not Very Important
- 2.6-3.4 Important
- 3.4-4.2 Very Important
- 4.2-5.0 Extremely Important
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q22a Willingness to support additional funding to upgrade public facilities



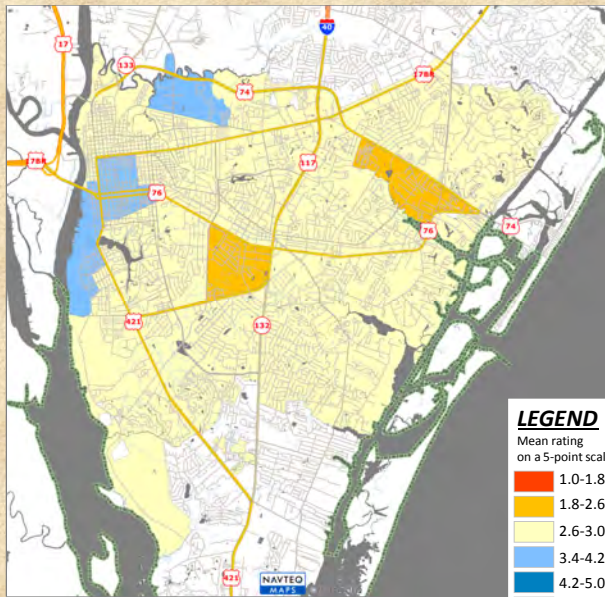
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Willing At All
- 1.8-2.6 Not Willing
- 2.6-3.0 Not Sure
- 3.4-4.2 Willing
- 4.2-5.0 Very Willing
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q22b Willingness to support additional funding to improve parks and open space



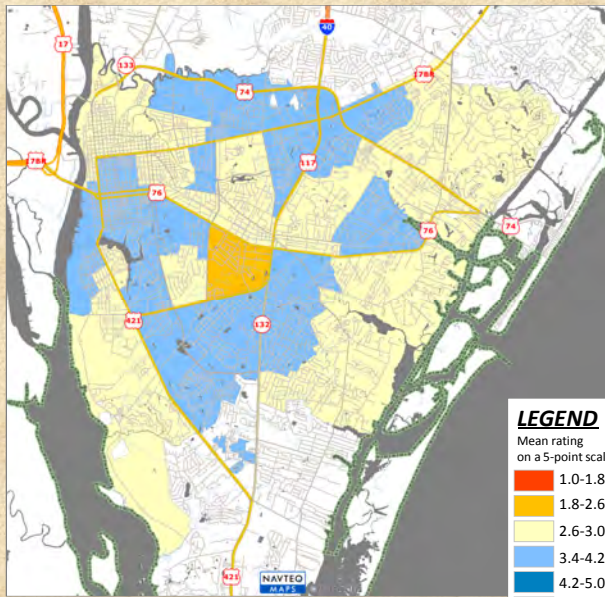
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Willing At All
- 1.8-2.6 Not Willing
- 2.6-3.0 Not Sure
- 3.4-4.2 Willing
- 4.2-5.0 Very Willing
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q22c Willingness to support additional funding to improve police and fire facilities



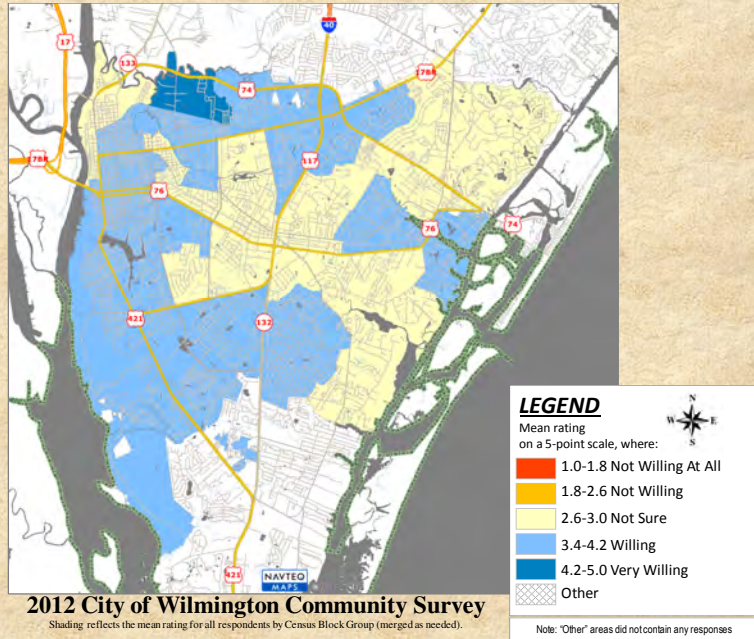
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Willing At All
- 1.8-2.6 Not Willing
- 2.6-3.0 Not Sure
- 3.4-4.2 Willing
- 4.2-5.0 Very Willing
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

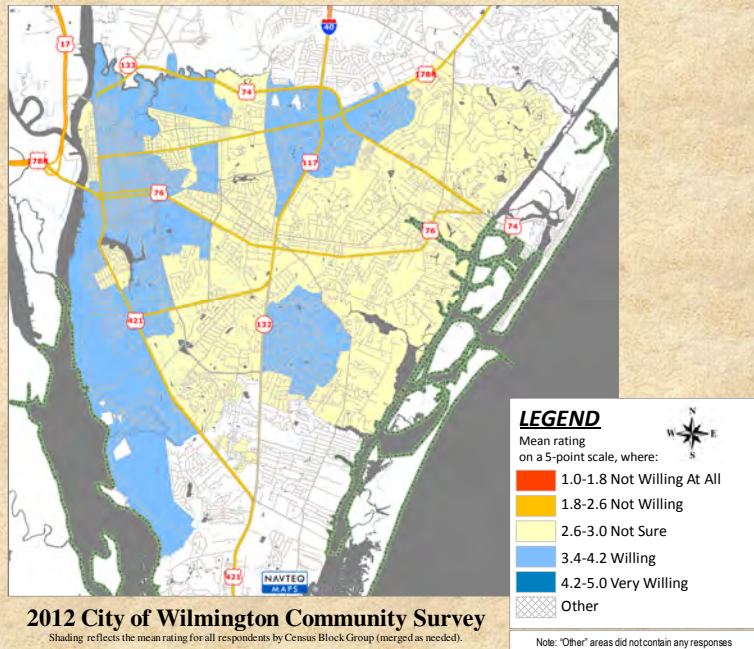
Q22d Willingness to support additional funding to improve maintenance of streets and sidewalks



2012 City of Wilmington Community Survey

Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

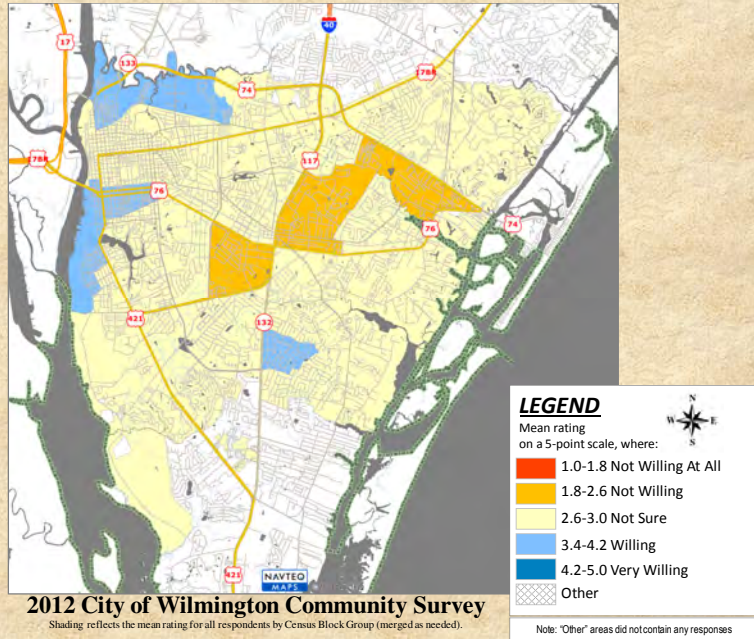
Q22e Willingness to support additional funding to improve transportation network



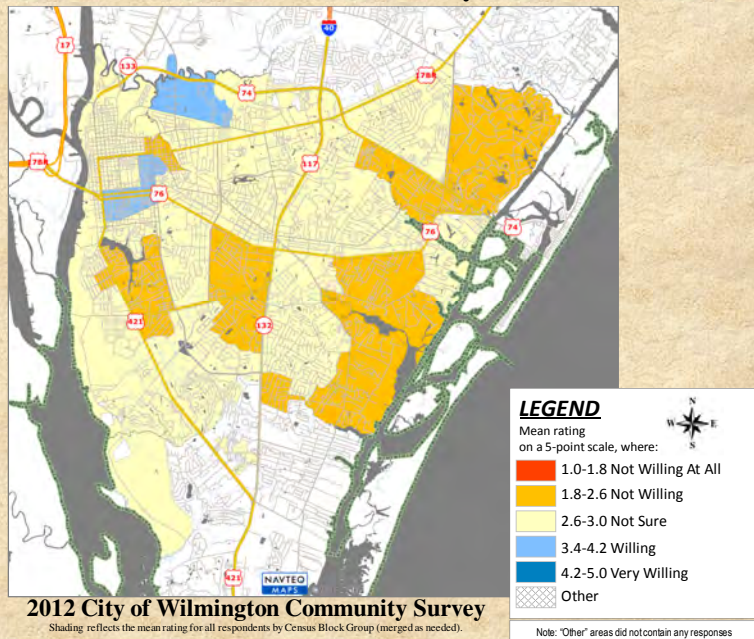
2012 City of Wilmington Community Survey

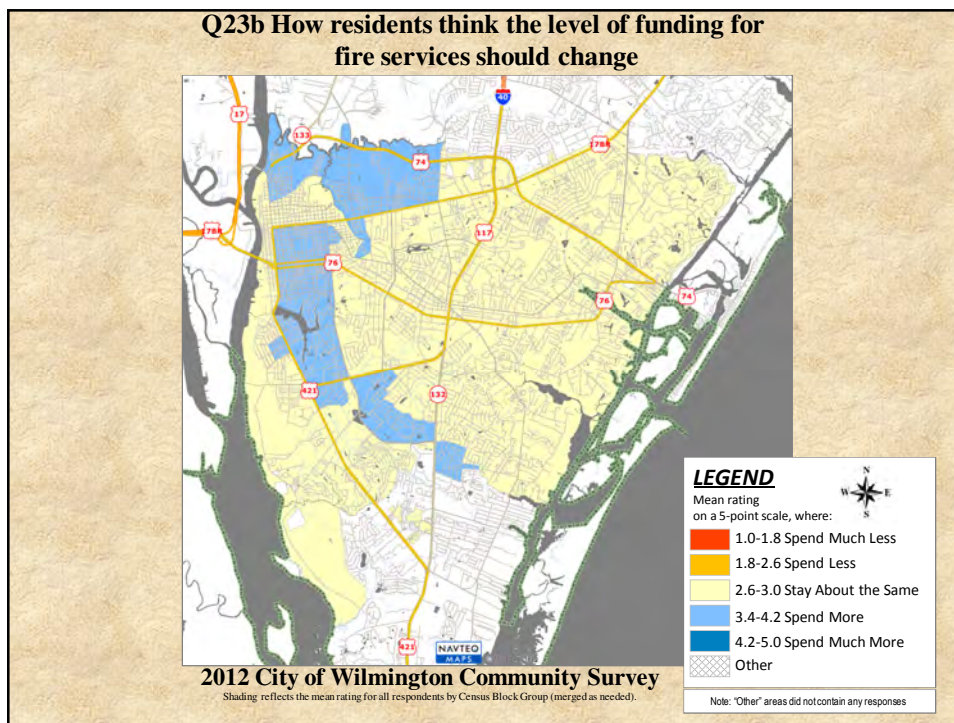
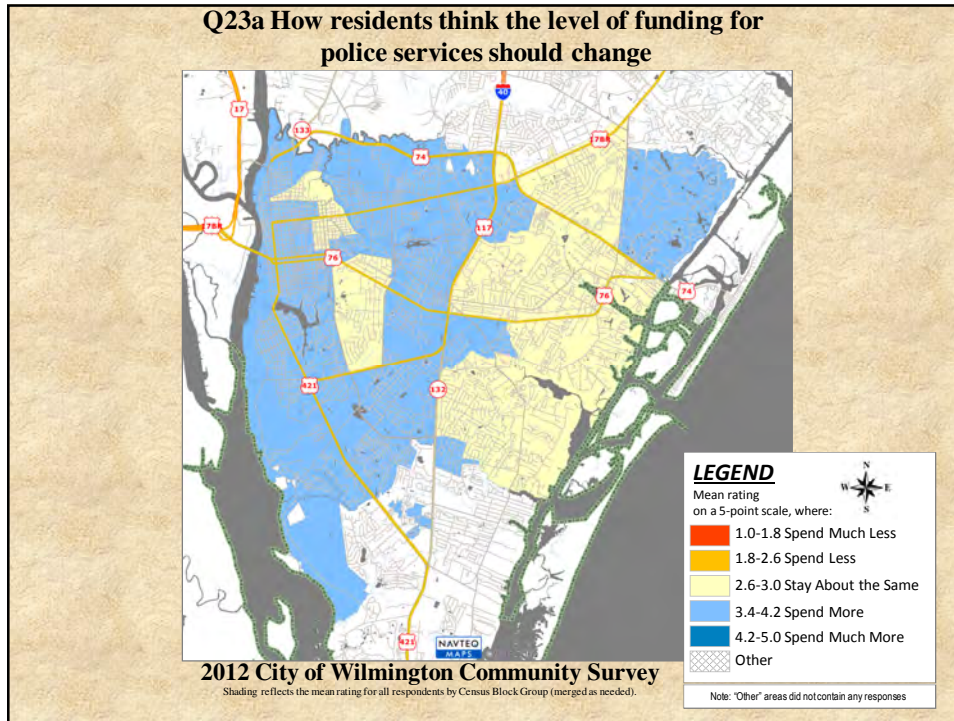
Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

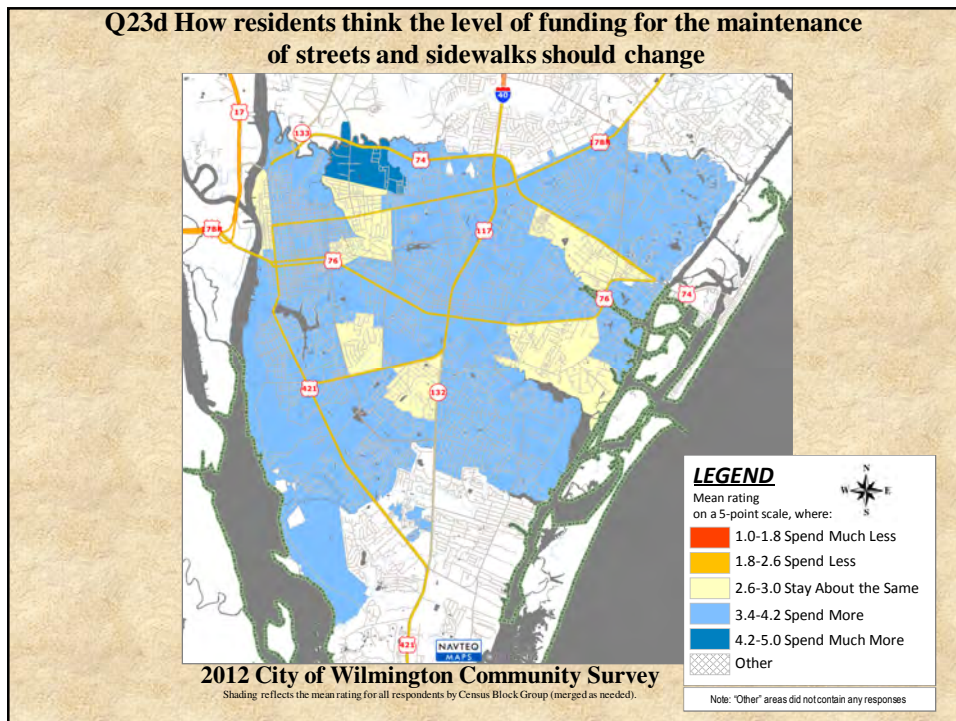
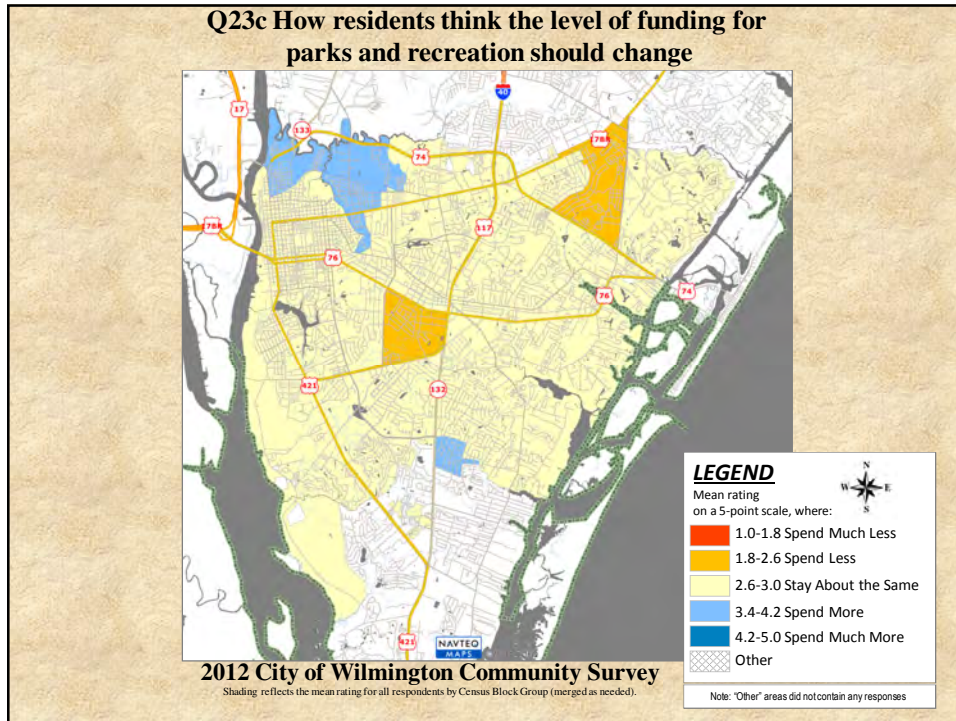
Q22f Willingness to support additional funding to increase the upkeep of parks and other public areas



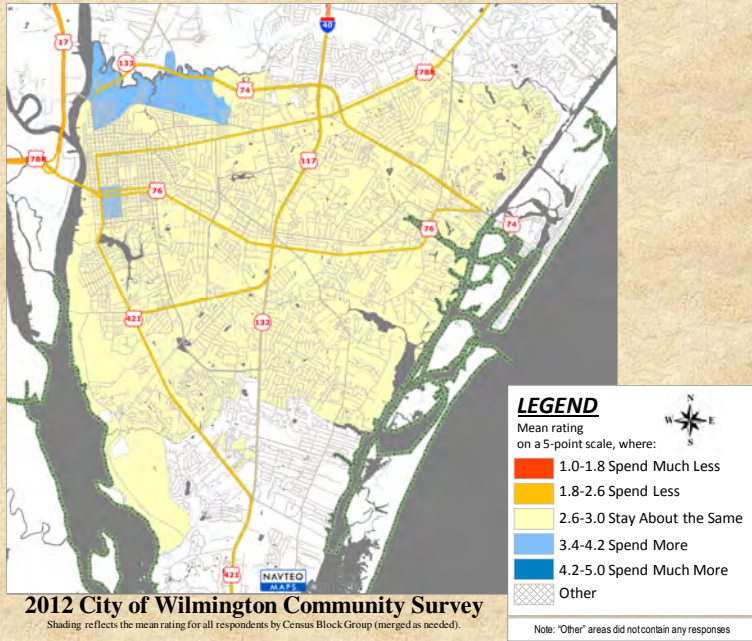
Q22g Willingness to support additional funding to increase the enforcement of City codes



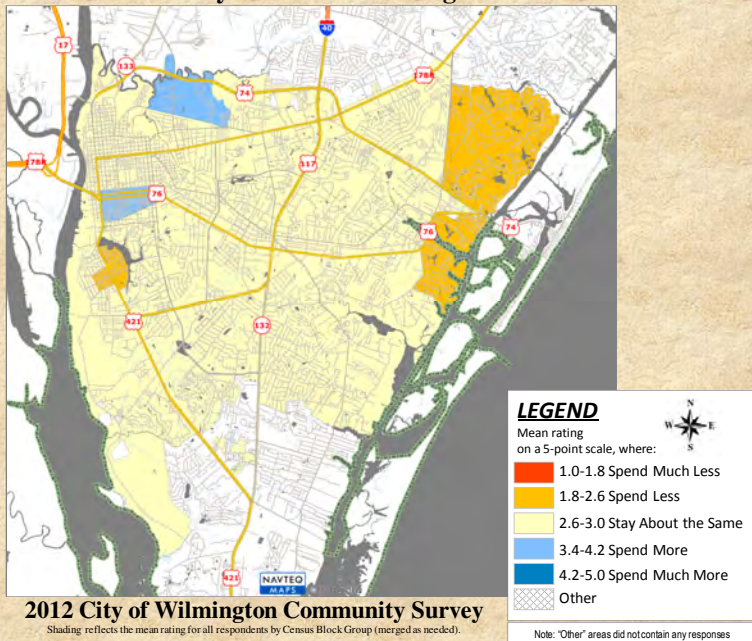




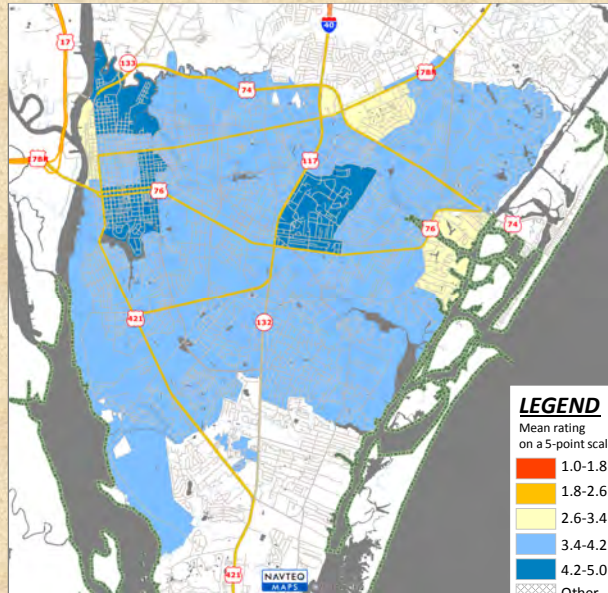
Q23e How residents think the level of funding for the upkeep of parks and other public areas should change



Q23f How residents think the level of funding for the enforcement of City codes should change



Q24a Perceived importance of the City of Wilmington sharing information, getting citizen input and building relationships



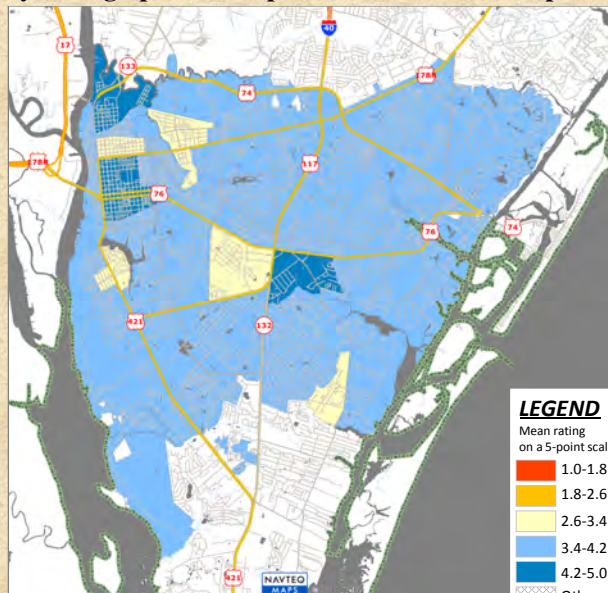
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Important At All
- 1.8-2.6 Not Very Important
- 2.6-3.4 Important
- 3.4-4.2 Very Important
- 4.2-5.0 Extremely Important
- Other

Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Q24b Perceived importance of the City of Wilmington improving the local economy through public and private investments and partnerships



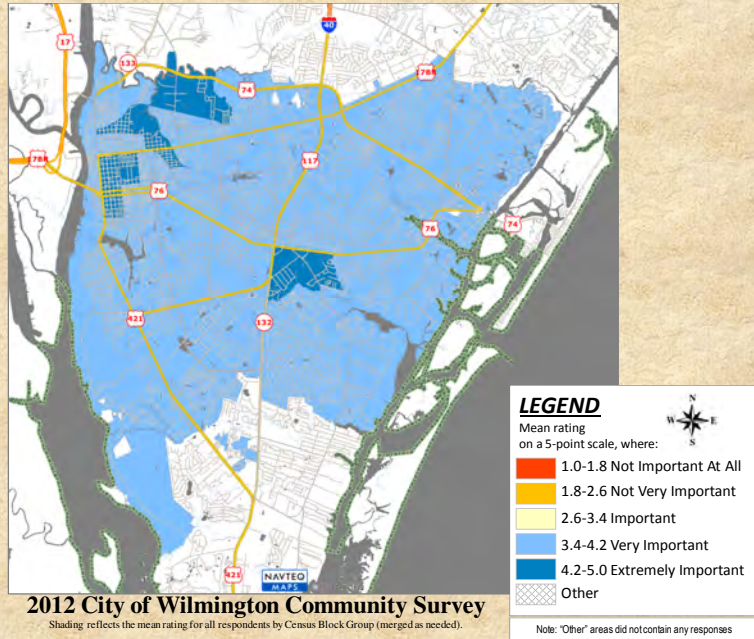
LEGEND
 Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Important At All
- 1.8-2.6 Not Very Important
- 2.6-3.4 Important
- 3.4-4.2 Very Important
- 4.2-5.0 Extremely Important
- Other

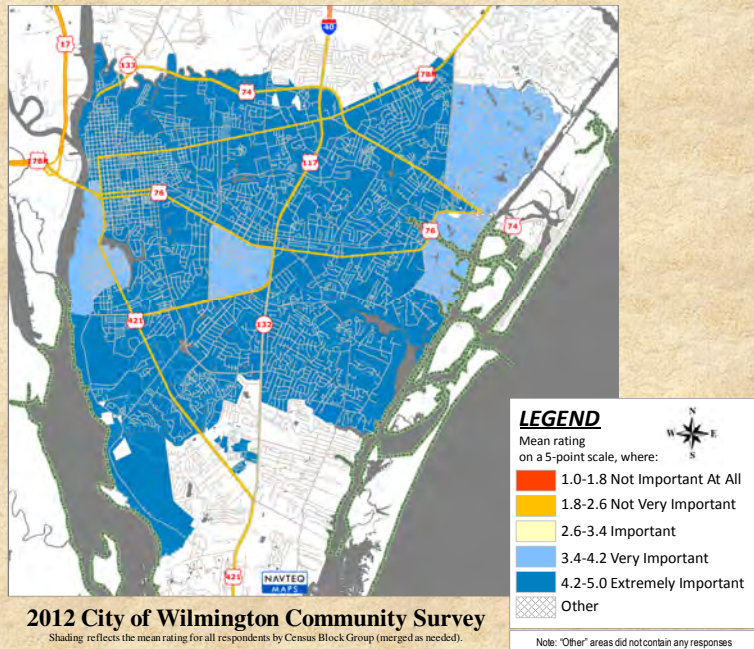
Note: "Other" areas did not contain any responses

2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

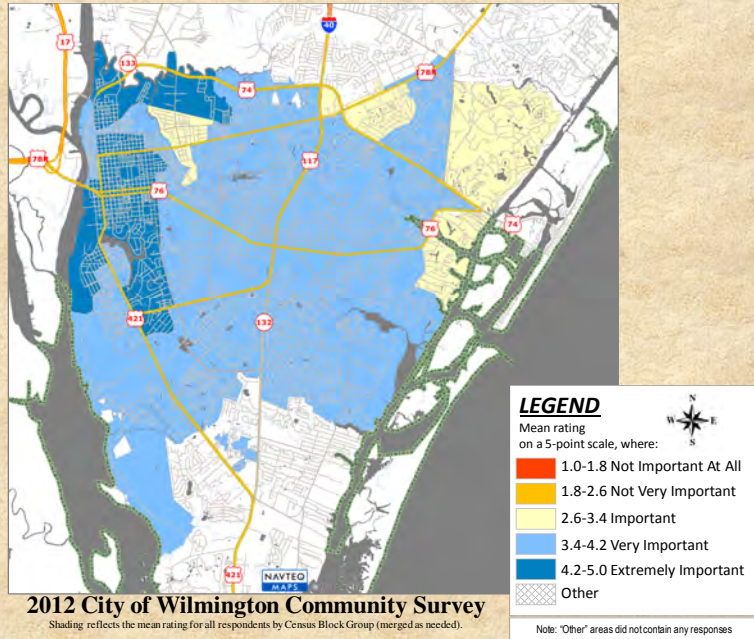
Q24c Perceived importance of the City of Wilmington ensuring sustainability and growth



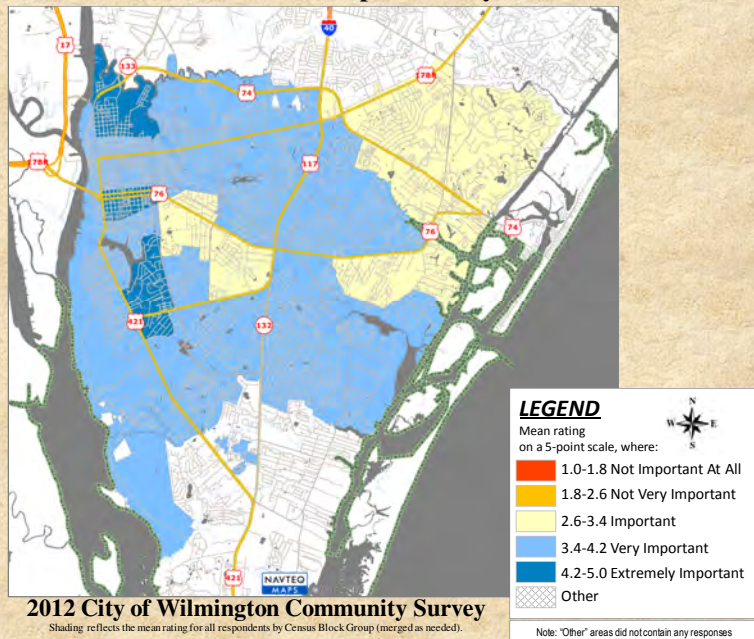
Q24d Perceived importance of the City of Wilmington providing a safe community



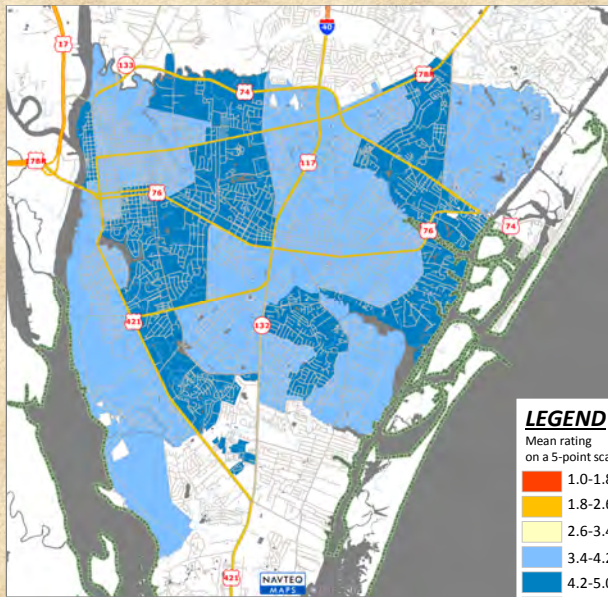
Q24e Perceived importance of the City of Wilmington supporting neighborhoods to help them thrive



Q24f Perceived importance of the City of Wilmington providing a safe and efficient transportation system



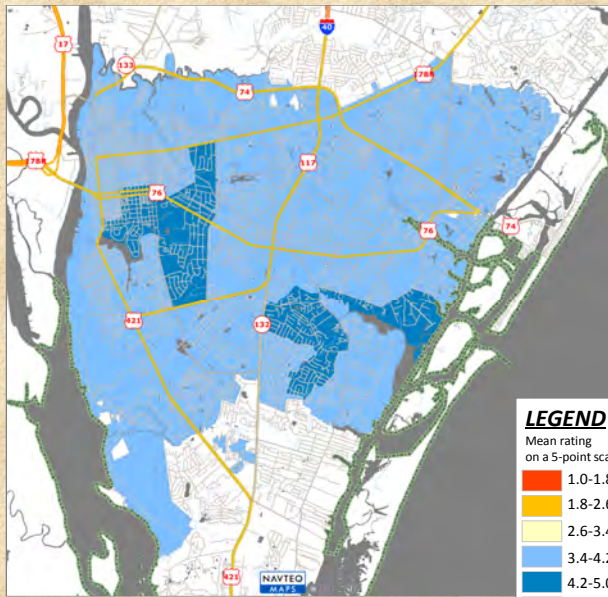
Q25a Ratings of the City of Wilmington as a place to live



2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

Note: "Other" areas did not contain any responses

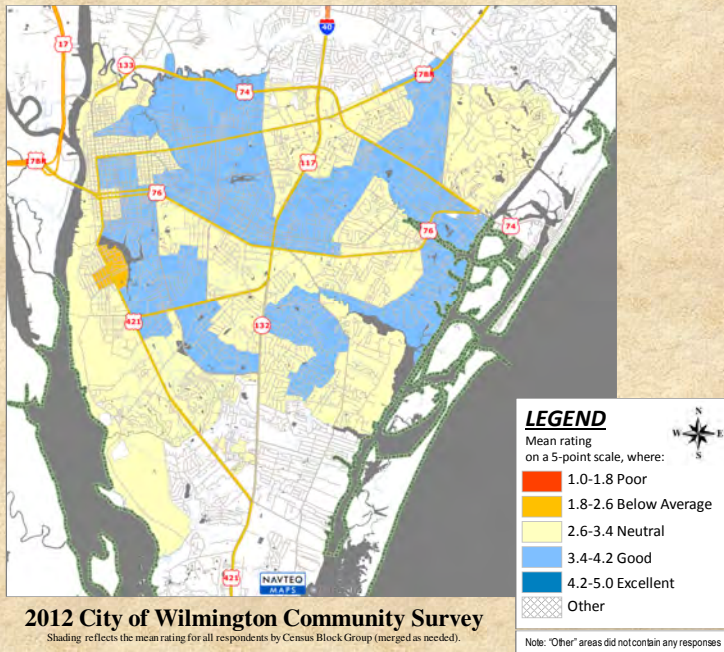
Q25b Ratings of the City of Wilmington as a place to raise children



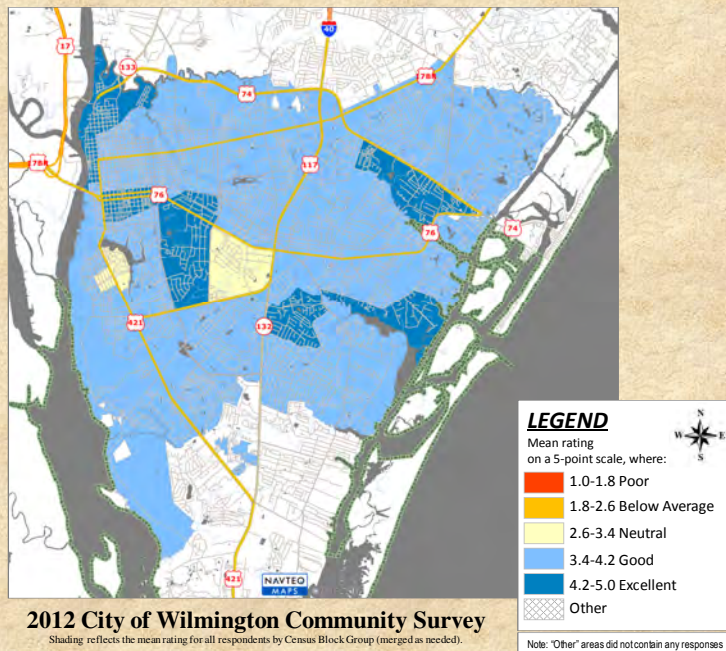
2012 City of Wilmington Community Survey
 Shading reflects the mean rating for all respondents by Census Block Group (merged as needed).

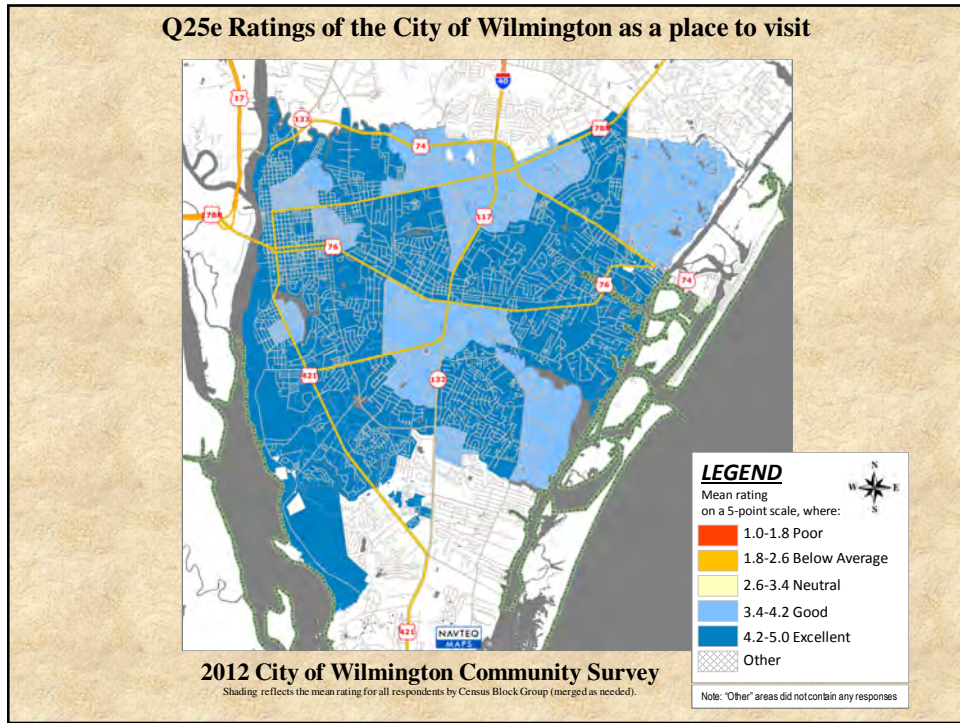
Note: "Other" areas did not contain any responses

Q25c Ratings of the City of Wilmington as a place to work or build a business



Q25d Ratings of the City of Wilmington as a place to retire





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. Fourteen percent (14%) selected *parks and recreation programs and facilities* as one of the most important services for the City to provide.

With regard to satisfaction, 75% 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, 14% was multiplied by 25% (1-0.75). This calculation yielded an I-S rating of 0.035, 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
<i>Very High Priority (IS >.20)</i>						
Maintenance of City streets and sidewalks	34%	3	31%	10	0.2346	1
Overall quality of police services	75%	1	70%	4	0.2250	2
Management of traffic flow on City streets	31%	4	32%	9	0.2108	3
<i>Medium Priority (IS <.10)</i>						
Quality of trash/recycling/yard waste collection	29%	5	75%	3	0.0725	4
Overall quality of fire services	47%	2	85%	1	0.0705	5
Management of stormwater runoff by the City	11%	8	40%	8	0.0660	6
Effectiveness of City communication w/ public	11%	7	48%	6	0.0572	7
Enforcement of City codes and ordinances	9%	9	46%	7	0.0486	8
Quality of parks & recreation programs/facilities	14%	6	75%	2	0.0350	9
Quality of customer service from City employees	6%	10	55%	5	0.0270	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.

Importance-Satisfaction Rating

City of Wilmington

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City efforts to prevent crimes	66%	1	60%	4	0.2640	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	50%	2	63%	3	0.1850	2
The frequency that police officers patrol neighborhoods	25%	3	41%	6	0.1475	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	14%	4	56%	5	0.0616	4
City efforts to prevent fires	14%	5	68%	1	0.0448	5
Enforcement of fire codes	5%	6	64%	2	0.0180	6

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Wilmington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Maintenance and appearance of City parks	56%	1	82%	1	0.1008	1
<u>Medium Priority (IS <.10)</u>						
Biking trails in the City	17%	5	51%	6	0.0833	2
Walking trails in the City	18%	2	60%	4	0.0720	3
Quality of outdoor athletic facilities	17%	3	62%	3	0.0646	4
Variety of City recreation programs/classes	12%	6	48%	8	0.0624	5
Quality of City recreation programs/classes	12%	7	50%	7	0.0600	6
Number of City parks	17%	4	71%	2	0.0493	7
City recreation centers	7%	8	46%	9	0.0378	8
City golf course	6%	9	57%	5	0.0258	9
City swimming pools	3%	10	41%	10	0.0177	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.

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
<i>Very High Priority (IS >.20)</i>						
Maintenance of major City streets	54%	1	37%	9	0.3402	1
<i>High Priority (IS .10-.20)</i>						
How quickly street repairs are made	25%	2	23%	10	0.1925	2
Maintenance of streets in YOUR neighborhood	20%	3	40%	8	0.1200	3
Timing of traffic signals in the City	18%	4	41%	6	0.1062	4
<i>Medium Priority (IS <.10)</i>						
Cleanliness of City streets and other public areas	13%	5	49%	3	0.0663	5
Adequacy of City street lighting	11%	6	49%	4	0.0561	6
Cleanliness of stormwater drains	8%	7	40%	7	0.0480	7
Maintenance of sidewalks in YOUR neighborhood	6%	8	43%	5	0.0342	8
Mowing/trimming along City streets/public areas	6%	9	52%	2	0.0288	9
Condition of street signs and traffic signals	5%	10	64%	1	0.0180	10

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

Most Important %:

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

Satisfaction %:

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

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
<i>Very High Priority (IS >.20)</i>						
Enforcing the clean of debris on private property	53%	1	38%	2	0.3286	1
<i>High Priority (IS .10-.20)</i>						
Enforcing the ext. upkeep of commercial property	25%	2	36%	4	0.1600	2
City efforts to remove inoperable vehicles	24%	3	37%	3	0.1512	3
Enforcing the mowing of grass on private property	22%	4	36%	5	0.1408	4
Enforcing the ext. upkeep of residential property	18%	5	36%	6	0.1152	5
<i>Medium Priority (IS <.10)</i>						
Enforcement of sign regulations	11%	6	40%	1	0.0660	6

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

Most Important %:

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

Satisfaction %:

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

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.

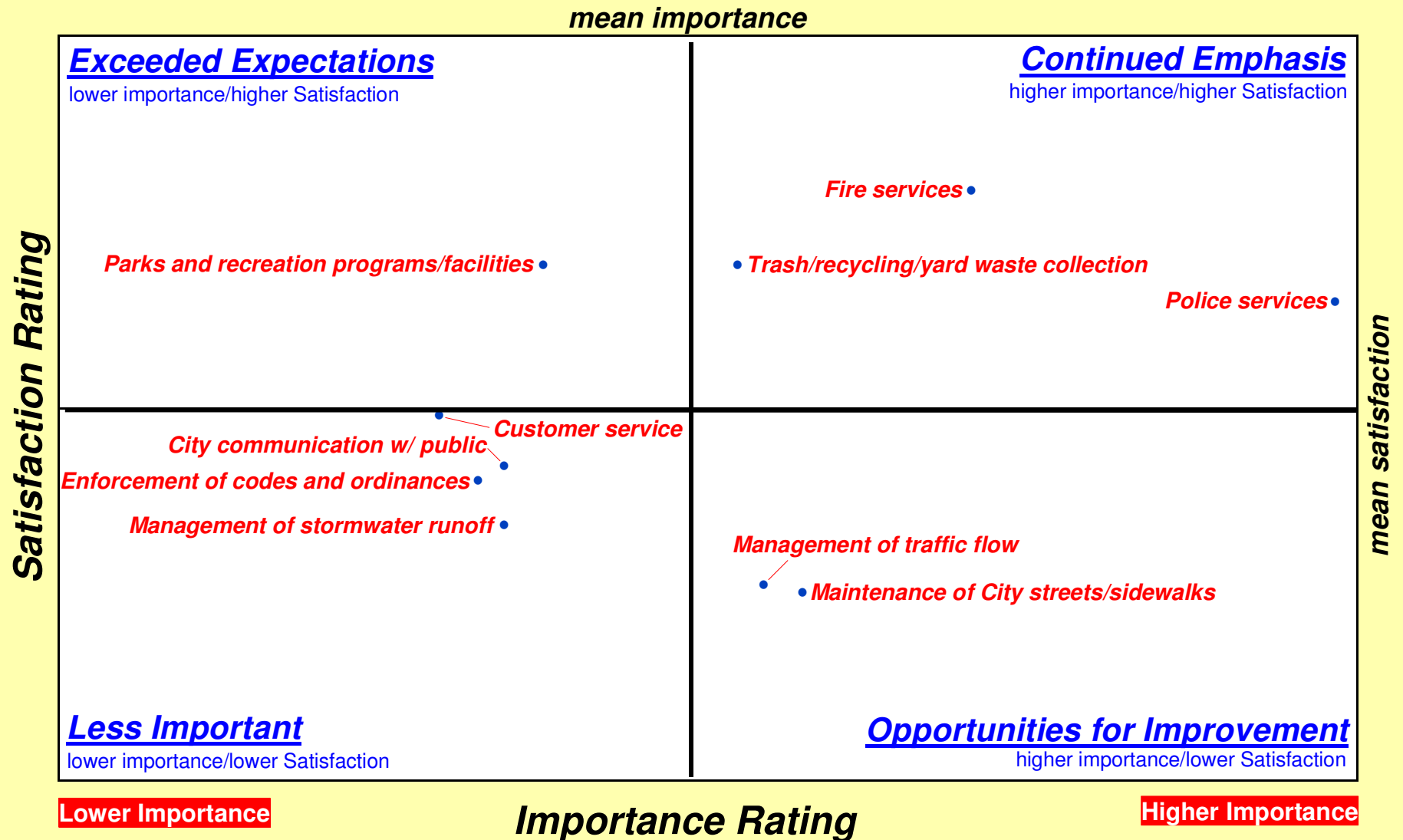
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2012 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

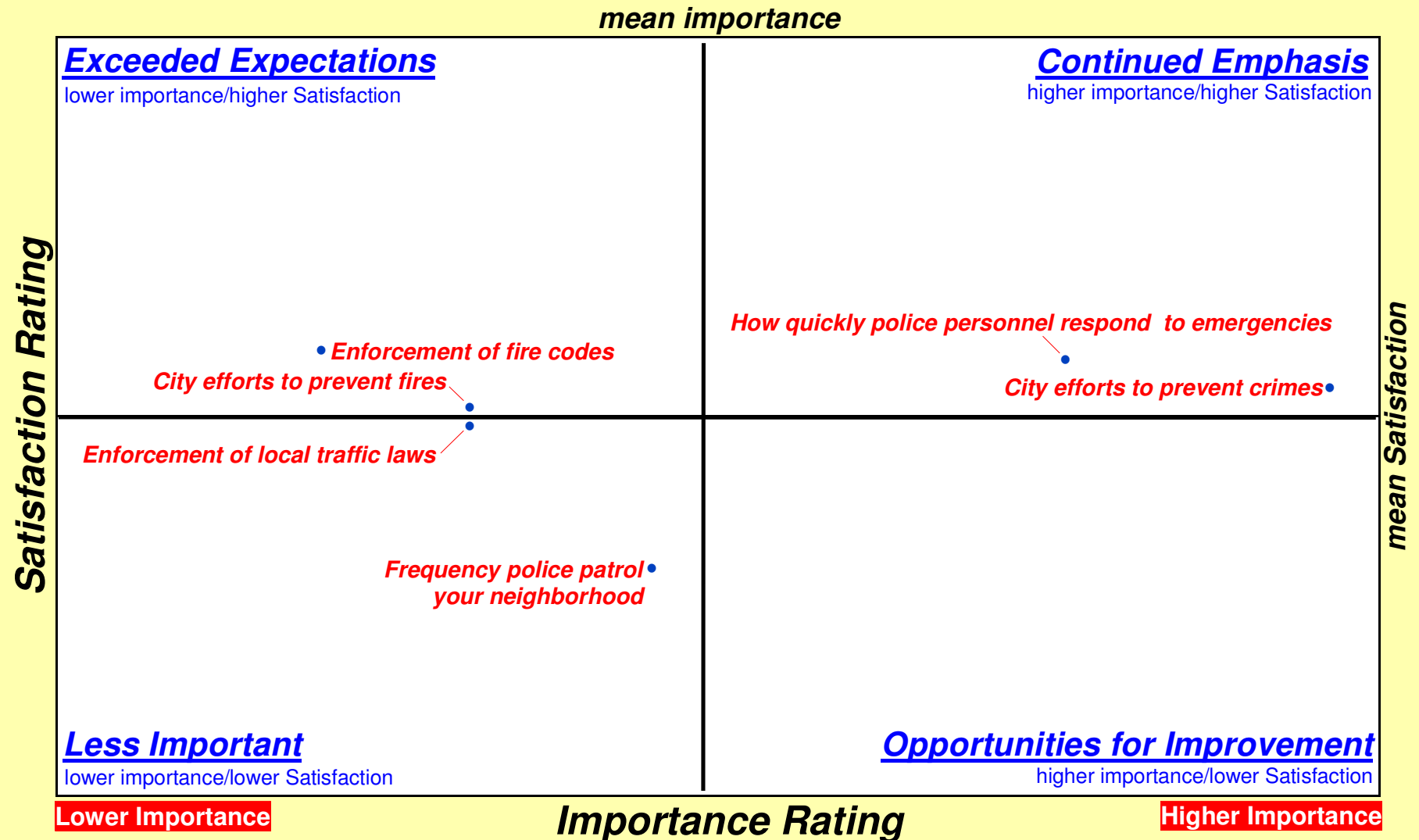
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2012 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

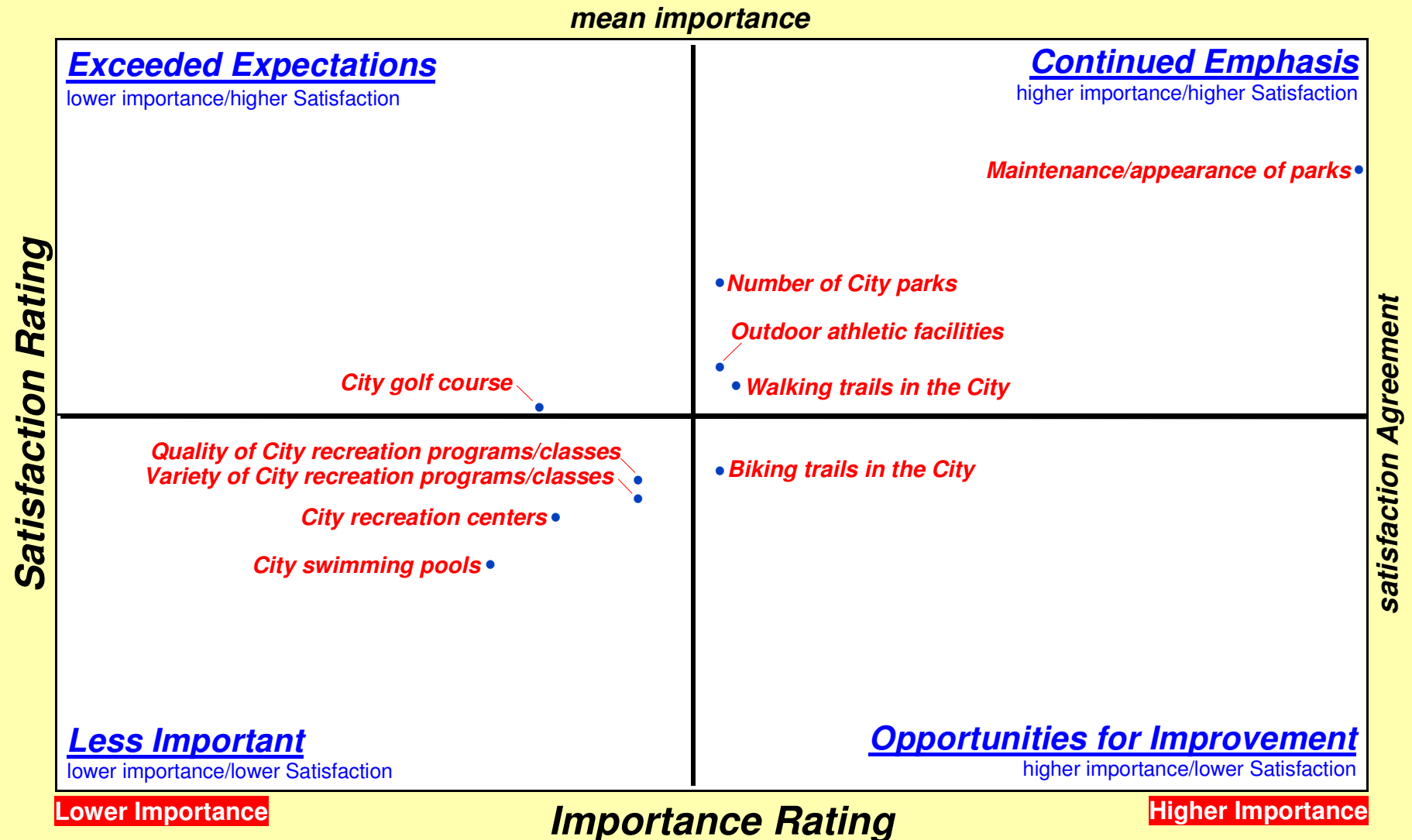
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2012 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

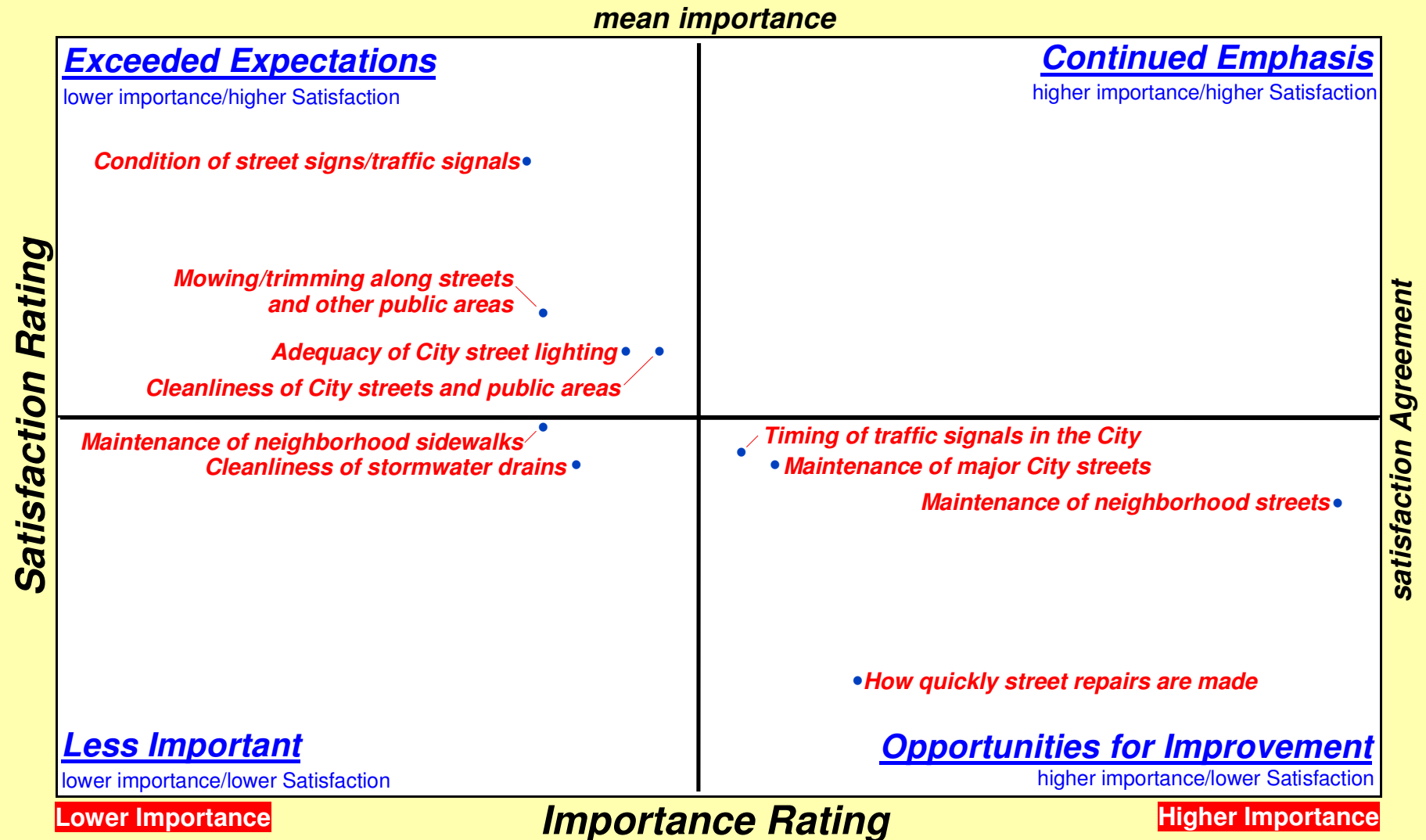
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2012 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

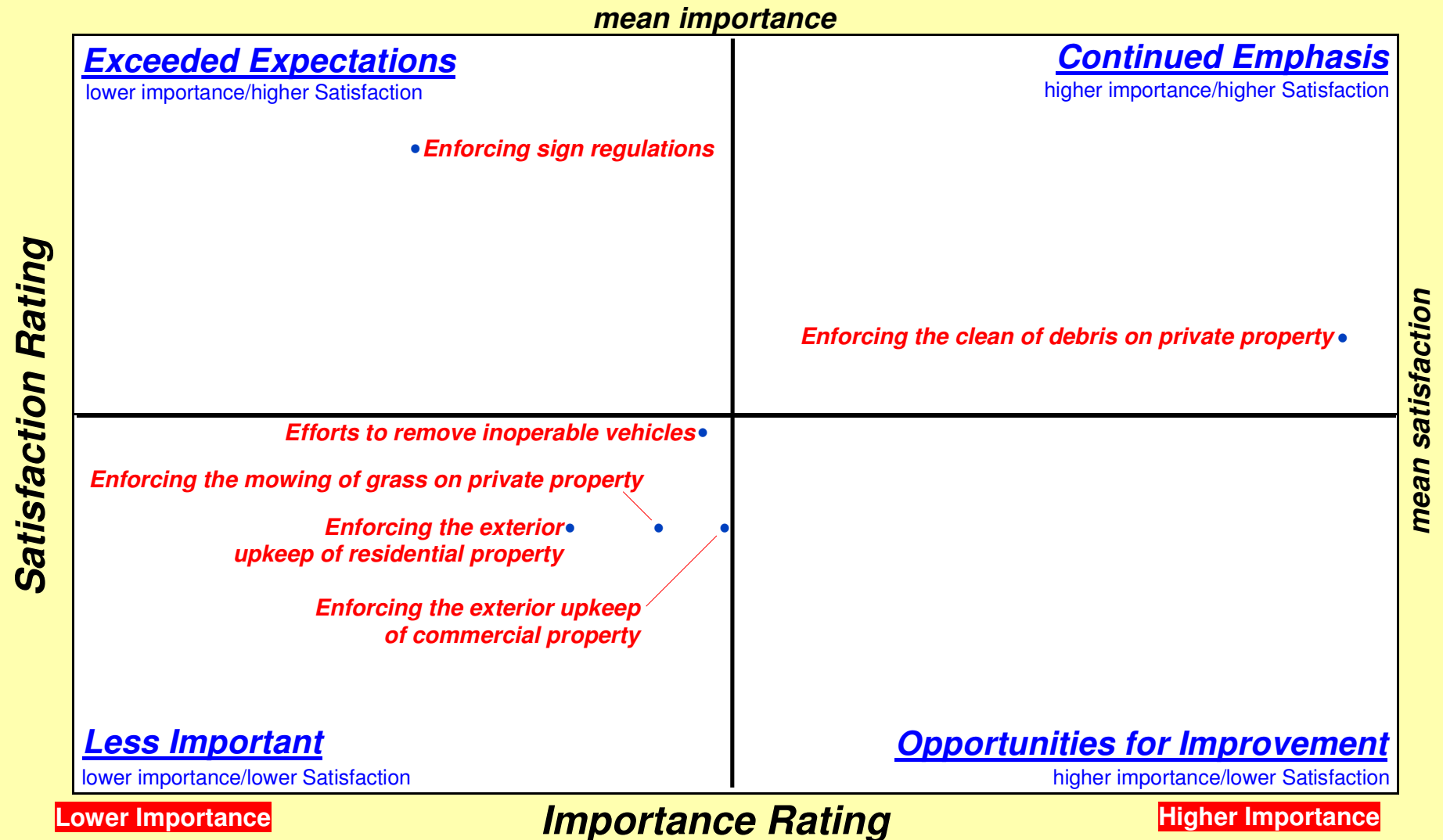
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2012 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)



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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a Overall quality of police services	17.2%	50.3%	20.2%	5.9%	2.6%	3.8%
Q1b Overall quality of the City's parks and recreation programs and facilities	19.1%	51.7%	17.9%	4.9%	0.6%	5.8%
Q1c Overall maintenance of City streets and sidewalks	5.3%	26.0%	27.7%	27.2%	12.1%	1.7%
Q1d Overall quality of fire services	26.7%	49.0%	11.8%	1.1%	0.6%	10.8%
Q1e Overall efforts by the City to enforce codes and ordinances	10.2%	31.7%	33.7%	10.2%	5.1%	9.1%
Q1f Overall quality of customer service provided by City employees	11.3%	40.0%	31.1%	7.6%	2.5%	7.6%
Q1g Overall effectiveness of City communication with the public	9.8%	36.6%	32.7%	12.6%	5.0%	3.2%
Q1h Overall management of traffic flow on City streets	3.8%	27.3%	26.2%	29.0%	12.0%	1.6%
Q1i Overall management of stormwater runoff by the City	7.0%	30.9%	30.8%	18.3%	7.1%	6.0%
Q1j Overall quality of trash, recycling, and yard waste collection services	25.5%	47.5%	14.3%	7.5%	2.6%	2.6%

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." (Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a Overall quality of police services	17.9%	52.3%	21.0%	6.1%	2.7%
Q1b Overall quality of the City's parks and recreation programs and facilities	20.3%	54.9%	19.0%	5.2%	0.7%
Q1c Overall maintenance of City streets and sidewalks	5.4%	26.4%	28.2%	27.7%	12.3%
Q1d Overall quality of fire services	29.9%	54.9%	13.2%	1.2%	0.7%
Q1e Overall efforts by the City to enforce codes and ordinances	11.2%	34.9%	37.1%	11.2%	5.7%
Q1f Overall quality of customer service provided by City employees	12.2%	43.2%	33.7%	8.2%	2.7%
Q1g Overall effectiveness of City communication with the public	10.1%	37.8%	33.8%	13.0%	5.2%
Q1h Overall management of traffic flow on City streets	3.9%	27.8%	26.7%	29.5%	12.2%
Q1i Overall management of stormwater runoff by the City	7.4%	32.9%	32.7%	19.4%	7.6%
Q1j Overall quality of trash, recycling, and yard waste collection services	26.2%	48.8%	14.7%	7.7%	2.6%

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 First Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	501	61.4 %
Overall quality of the City's parks and recreation	22	2.7 %
Overall maintenance of City streets and sidewalks	70	8.6 %
Overall quality of fire services	30	3.7 %
Overall efforts by the City to enforce codes and ordinances	13	1.6 %
Overall quality of customer service provided by the City	11	1.3 %
Overall effectiveness of City communication	9	1.1 %
Overall management of traffic flow	37	4.5 %
Overall management of stormwater runoff	11	1.3 %
Overall quality of trash, recycling, and yard waste	31	3.8 %
<u>None chosen</u>	<u>81</u>	<u>9.9 %</u>
Total	816	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 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	75	9.2 %
Overall quality of the City's parks and recreation	44	5.4 %
Overall maintenance of City streets and sidewalks	100	12.3 %
Overall quality of fire services	293	35.9 %
Overall efforts by the City to enforce codes and ordinances	28	3.4 %
Overall quality of customer service provided	16	2.0 %
Overall effectiveness of City communication	22	2.7 %
Overall management of traffic flow on	86	10.5 %
Overall management of stormwater runoff	22	2.7 %
Overall quality of trash, recycling, and yard waste	40	4.9 %
<u>None chosen</u>	<u>90</u>	<u>11.0 %</u>
Total	816	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 Third Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	36	4.4 %
Overall quality of the City's parks and recreation	45	5.5 %
Overall maintenance of City streets and sidewalks	107	13.1 %
Overall quality of fire services	58	7.1 %
Overall efforts by the City to enforce codes and ordinances	36	4.4 %
Overall quality of customer service	18	2.2 %
Overall effectiveness of City communication	61	7.5 %
Overall management of traffic flow on	132	16.2 %
Overall management of stormwater runoff	54	6.6 %
Overall quality of trash, recycling, and yard waste	164	20.1 %
<u>None chosen</u>	<u>105</u>	<u>12.9 %</u>
Total	816	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? (top three)

<u>Q2 Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	612	75.0 %
Overall quality of the City's parks and recreation	111	13.6 %
Overall maintenance of City streets and sidewalks	277	33.9 %
Overall quality of fire services	381	46.7 %
Overall efforts by the City to enforce codes and ordinances	77	9.4 %
Overall quality of customer service	45	5.5 %
Overall effectiveness of City communication	92	11.3 %
Overall management of traffic flow on	255	31.3 %
Overall management of stormwater runoff	87	10.7 %
Overall quality of trash, recycling, and yard waste	235	28.8 %
None chosen	81	9.9 %
Total	2253	

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a Overall quality of services provided by the City	7.5%	52.5%	27.7%	7.0%	1.1%	4.3%
Q3b Appearance of the City	7.5%	46.7%	26.3%	14.6%	2.0%	2.9%
Q3c How well the City is planning growth	4.4%	23.2%	28.8%	24.9%	12.3%	6.5%
Q3d Overall quality of life in the City	13.1%	47.8%	25.5%	8.1%	2.3%	3.2%
Q3e Availability of job opportunities	2.7%	10.2%	27.0%	34.7%	16.3%	9.2%
Q3f Overall value you receive for City taxes and fees	3.1%	21.8%	32.0%	25.7%	13.7%	3.7%

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." (without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a Overall quality of services provided by the City	7.8%	54.8%	28.9%	7.3%	1.2%
Q3b Appearance of the City	7.7%	48.1%	27.1%	15.0%	2.0%
Q3c How well the City is planning growth	4.7%	24.8%	30.8%	26.6%	13.1%
Q3d Overall quality of life in the City	13.5%	49.4%	26.3%	8.4%	2.4%
Q3e Availability of job opportunities	3.0%	11.2%	29.7%	38.2%	17.9%
Q3f Overall value you receive for City taxes and fees	3.2%	22.6%	33.2%	26.7%	14.2%

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a City efforts to prevent crime	10.9%	45.6%	22.4%	11.3%	4.5%	5.3%
Q4b Enforcement of local traffic laws	7.9%	46.3%	24.9%	12.8%	3.8%	4.3%
Q4c How quickly police respond to emergencies	12.4%	40.2%	21.4%	8.0%	2.7%	15.4%
Q4d The frequency that police officers patrol your neighborhood	7.5%	30.3%	24.9%	21.7%	7.0%	8.5%
Q4e City efforts to prevent fires	11.8%	42.1%	24.0%	1.6%	0.2%	20.3%
Q4f Enforcement of fire codes	10.0%	39.2%	25.7%	1.4%	0.5%	23.3%

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:(Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a City efforts to prevent crime	11.5%	48.1%	23.6%	11.9%	4.8%
Q4b Enforcement of local traffic laws	8.2%	48.4%	26.1%	13.4%	4.0%
Q4c How quickly police respond to emergencies	14.7%	47.5%	25.3%	9.4%	3.2%
Q4d The frequency that police officers patrol your neighborhood	8.2%	33.2%	27.2%	23.8%	7.7%
Q4e City efforts to prevent fires	14.8%	52.9%	30.0%	2.0%	0.3%
Q4f Enforcement of fire codes	13.0%	51.1%	33.5%	1.8%	0.6%

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

<u>Q5 First Choice</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	425	52.1 %
Enforcement of local traffic laws	27	3.3 %
How quickly police respond to emergencies	173	21.2 %
The frequency that police officers patrol neighborhoods	68	8.3 %
City efforts to prevent fires	15	1.8 %
Enforcement of fire codes	7	0.9 %
<u>None chosen</u>	<u>101</u>	<u>12.4 %</u>
Total	816	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 Second Priority</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	116	14.2 %
Enforcement of local traffic laws	89	10.9 %
How quickly police respond to emergencies	235	28.8 %
The frequency that police officers patrol neighborhoods	132	16.2 %
City efforts to prevent fires	97	11.9 %
Enforcement of fire codes	37	4.5 %
<u>None chosen</u>	<u>110</u>	<u>13.5 %</u>
Total	816	100.0 %

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

<u>Q5 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
City efforts to prevent crimes	541	66.3 %
Enforcement of local traffic laws	116	14.2 %
How quickly police respond to emergencies	408	50.0 %
The frequency that police officers patrol neighborhoods	200	24.5 %
City efforts to prevent fires	112	13.7 %
Enforcement of fire codes	44	5.4 %
<u>None chosen</u>	<u>101</u>	<u>12.4 %</u>
Total	1522	

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=816)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q6a In the downtown business district during the day	30.5%	50.7%	10.9%	3.6%	0.4%	3.9%
Q6b In the downtown business district at night	3.2%	17.8%	26.8%	30.7%	11.9%	9.6%
Q6c In City parks	10.6%	41.8%	28.4%	9.8%	1.8%	7.6%
Q6d In large shopping centers	19.4%	51.8%	20.4%	5.0%	0.5%	2.8%
Q6e In your neighborhood during the day	37.3%	49.0%	9.1%	3.1%	0.5%	1.0%
Q6f In your neighborhood-night	20.1%	44.1%	19.7%	11.8%	3.1%	1.2%

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:(Without Don't Know)

(N=816)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q6a In the downtown business district during the day	31.7%	52.8%	11.4%	3.7%	0.4%
Q6b In the downtown business district at night	3.5%	19.7%	29.6%	34.0%	13.2%
Q6c In City parks	11.4%	45.2%	30.7%	10.6%	2.0%
Q6d In large shopping centers	20.0%	53.4%	21.0%	5.2%	0.5%
Q6e In your neighborhood during the day	37.7%	49.5%	9.2%	3.1%	0.5%
Q6f In your neighborhood-night	20.4%	44.7%	19.9%	11.9%	3.1%

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7a Maintenance and appearance of existing City parks	18.4%	59.0%	13.9%	2.2%	0.4%	6.1%
Q7b Number of City parks	17.6%	48.5%	17.6%	8.5%	0.7%	7.1%
Q7c Walking trails in the City	14.6%	39.7%	23.5%	10.7%	1.8%	9.7%
Q7d Biking trails in the City	10.1%	33.8%	24.0%	13.9%	4.4%	13.9%
Q7e City recreation centers	7.7%	28.0%	31.0%	8.6%	3.1%	21.6%
Q7f City swimming pools	7.0%	22.9%	31.7%	7.9%	3.3%	27.3%
Q7g City golf course	13.3%	29.4%	27.0%	4.2%	1.0%	25.2%
Q7h Quality of outdoor athletic facilities	10.7%	40.5%	25.6%	4.3%	1.2%	17.7%
Q7i Quality of City recreation programs and classes	7.9%	28.6%	30.5%	5.4%	1.2%	26.4%
Q7j Variety of recreation programs and classes offered by the City	7.7%	27.0%	29.0%	6.6%	1.8%	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: (Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7a Maintenance and appearance of existing City parks	19.6%	62.8%	14.8%	2.4%	0.4%
Q7b Number of City parks	18.9%	52.2%	18.9%	9.1%	0.8%
Q7c Walking trails in the City	16.2%	43.9%	26.0%	11.8%	2.0%
Q7d Biking trails in the City	11.7%	39.2%	27.8%	16.1%	5.1%
Q7e City recreation centers	9.9%	35.7%	39.5%	11.0%	3.9%
Q7f City swimming pools	9.6%	31.4%	43.6%	10.8%	4.6%
Q7g City golf course	17.7%	39.2%	36.1%	5.6%	1.3%
Q7h Quality of outdoor athletic facilities	13.0%	49.3%	31.0%	5.2%	1.5%
Q7i Quality of City recreation programs and classes	10.7%	38.9%	41.4%	7.3%	1.7%
Q7j Variety of recreation programs and classes offered by the City	10.7%	37.4%	40.1%	9.2%	2.6%

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

<u>Q8 First Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance and appearance of existing City parks	388	47.5 %
Number of City parks	49	6.0 %
Walking trails in the City	52	6.4 %
Biking trails in the City	53	6.5 %
City recreation centers	24	2.9 %
City swimming pools	8	1.0 %
City golf course	17	2.1 %
Quality of outdoor athletic facilities	37	4.5 %
Quality of City recreation programs and classes	26	3.2 %
Variety of recreation programs and classes offered	29	3.6 %
<u>None chosen</u>	<u>133</u>	<u>16.3 %</u>
Total	816	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 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Maintenance and appearance of existing City parks	65	8.0 %
Number of City parks	88	10.8 %
Walking trails in the City	97	11.9 %
Biking trails in the City	83	10.2 %
City recreation centers	34	4.2 %
City swimming pools	18	2.2 %
City golf course	30	3.7 %
Quality of outdoor athletic facilities	102	12.5 %
Quality of City recreation programs and classes	72	8.8 %
Variety of recreation programs and classes offered	71	8.7 %
<u>None chosen</u>	<u>156</u>	<u>19.1 %</u>
Total	816	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 Two Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance and appearance of existing City parks	453	55.5 %
Number of City parks	137	16.8 %
Walking trails in the City	149	18.3 %
Biking trails in the City	136	16.7 %
City recreation centers	58	7.1 %
City swimming pools	26	3.2 %
City golf course	47	5.8 %
Quality of outdoor athletic facilities	139	17.0 %
Quality of City recreation programs and classes	98	12.0 %
Variety of recreation programs and classes offered	100	12.3 %
<u>None chosen</u>	<u>133</u>	<u>16.3 %</u>
Total	1476	

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a The availability of information about City programs and services	7.6%	39.2%	31.1%	11.9%	1.6%	8.6%
Q9b City efforts to keep residents informed about local issues	7.1%	39.3%	27.8%	15.0%	3.9%	6.9%
Q9c The level of public involvement in City decision-making	4.1%	20.4%	32.3%	24.8%	7.4%	11.1%
Q9d The quality of the City's cable television channel	7.5%	30.1%	28.7%	9.6%	3.9%	20.1%
Q9e Usefulness of the information that is available on the City's website	6.5%	33.4%	31.6%	5.2%	2.6%	20.8%

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:(Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a The availability of information about City programs and services	8.3%	42.9%	34.0%	13.0%	1.7%
Q9b City efforts to keep residents informed about local issues	7.7%	42.2%	29.8%	16.1%	4.2%
Q9c The level of public involvement in City decision-making	4.6%	22.9%	36.3%	27.9%	8.3%
Q9d The quality of the City's cable television channel	9.4%	37.7%	36.0%	12.0%	4.9%
Q9e Usefulness of the information that is available on the City's website	8.2%	42.2%	39.8%	6.5%	3.3%

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

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

<u>Wilmington?</u>	<u>Number</u>	<u>Percent</u>
City newsletter	469	57.5 %
Local newspapers	566	69.4 %
Local radio	401	49.1 %
Local television news	659	80.8 %
City website	246	30.1 %
City Cable channel	243	29.8 %
Calling the City	147	18.0 %
Other	38	4.7 %
<u>None chosen</u>	<u>23</u>	<u>2.8 %</u>
Total	2792	

Q10 Other Responses

<u>Q10 Other</u>	<u>Number</u>	<u>Percent</u>
EMAIL=	2	5.4 %
ENCORE=	1	2.7 %
FACEBOOK/SOCIAL MEDIA=	4	10.8 %
FRIENDS=	3	8.1 %
GOSSIP=	1	2.7 %
HAVE TO LOOK FOR IT=	1	2.7 %
INSTRUCT NEIGHBORHD BLOG=	1	2.7 %
INTERNET=	4	10.8 %
LIBRARY=	1	2.7 %
LIVING HERE=	1	2.7 %
LUCK=	1	2.7 %
MAIL=	1	2.7 %
NEIGHBORS=	1	2.7 %
NOT WORKING=	1	2.7 %
ONLINE SEARCH=	1	2.7 %
PERSONAL OBSERVATION=	1	2.7 %
POLITICAL GROUPS/CHURCH=	1	2.7 %
SATILLITE TV=	1	2.7 %
STAR NEWS ONLINE=	1	2.7 %
TWC #14=	1	2.7 %
VISITING/OBSERVING=	1	2.7 %
WORD OF MOUTH=	7	18.9 %
Total	37	100.0 %

NOT PROVIDED=1

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

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

	Number	Percent
City newsletter	444	54.4 %
Local newspapers	469	57.5 %
Local radio	316	38.7 %
Local television news	546	66.9 %
Social networking sites	93	11.4 %
City website	275	33.7 %
City Cable channel	207	25.4 %
Calling the City	125	15.3 %
Other	26	3.2 %
<u>None chosen</u>	<u>50</u>	<u>6.1 %</u>
Total	2551	

Q11 Other

<u>Q11 Other</u>	<u>Number</u>	<u>Percent</u>
ALERTS TO CELL PHONE=	1	3.8 %
CABLE STATION FOR COMM=	1	3.8 %
CITY CABLE CHN=	1	3.8 %
CITY WATCHDOGS=	1	3.8 %
DIRECT TV=	1	3.8 %
EMAIL=	5	19.2 %
EMAIL-DIRECT=	1	3.8 %
EMAIL/TEXT ALERTS=	1	3.8 %
EMAILS=	2	7.7 %
FIRESIDE CHAT=	1	3.8 %
HONEST POLITICIANS=	1	3.8 %
INTERNET=	1	3.8 %
MAIL=	2	7.7 %
NO OTHER PREFERENCE=	1	3.8 %
PERSON TO PERSON=	1	3.8 %
PUBLISH/DISTRIBUTE MORE=	1	3.8 %
PUT EMERGENCY SIGNS/BOARD=	1	3.8 %
TALK RADIO=	1	3.8 %
TEXT=	1	3.8 %
VISIT/OBSERVE=	1	3.8 %
Total	26	100.0 %

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a Maintenance of major City streets	4.1%	32.2%	21.9%	26.2%	12.0%	3.7%
Q12b Maintenance of streets in YOUR neighborhood	6.3%	31.7%	20.6%	24.6%	12.2%	4.7%
Q12c How quickly street repairs are made	2.9%	18.3%	25.8%	30.5%	15.2%	7.2%
Q12d Condition of street signs and traffic signals	8.4%	52.9%	25.3%	7.2%	2.6%	3.6%
Q12e Timing of traffic signals in the City	4.3%	34.5%	25.1%	22.9%	9.5%	3.8%
Q12f Mowing and tree trimming along City streets and other public areas	6.4%	43.0%	26.0%	14.4%	5.5%	4.7%
Q12g Adequacy of City street lighting	6.2%	41.6%	28.7%	14.4%	5.2%	4.1%
Q12h Cleanliness of City streets and other public areas	5.9%	41.6%	29.5%	13.5%	5.5%	3.9%
Q12i Cleanliness of stormwater drains	4.5%	31.1%	31.9%	16.5%	6.0%	10.0%
Q12j Maintenance of City sidewalks in your neighborhood	6.9%	29.9%	26.0%	13.3%	9.1%	14.9%

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: (Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a Maintenance of major City streets	4.2%	33.4%	22.7%	27.2%	12.5%
Q12b Maintenance of streets in YOUR neighborhood	6.6%	33.2%	21.6%	25.8%	12.8%
Q12c How quickly street repairs are made	3.2%	19.7%	27.8%	32.8%	16.4%
Q12d Condition of street signs and traffic signals	8.7%	54.9%	26.2%	7.5%	2.7%
Q12e Timing of traffic signals in the City	4.5%	35.9%	26.1%	23.8%	9.8%
Q12f Mowing and tree trimming along City streets and other public areas	6.7%	45.1%	27.3%	15.1%	5.8%
Q12g Adequacy of City street lighting	6.4%	43.3%	29.9%	15.0%	5.4%
Q12h Cleanliness of City streets and other public areas	6.1%	43.4%	30.7%	14.1%	5.8%
Q12i Cleanliness of stormwater drains	5.0%	34.5%	35.5%	18.3%	6.7%
Q12j Maintenance of City sidewalks in your neighborhood	8.1%	35.1%	30.6%	15.6%	10.7%

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

<u>Q13 First Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	386	47.3 %
Maintenance of streets in YOUR neighborhood	75	9.2 %
How quickly street repairs are made	59	7.2 %
Condition of street signs and traffic signals	8	1.0 %
Timing of traffic signals in the City	55	6.7 %
Mowing and tree trimming along City streets/public areas	9	1.1 %
Adequacy of City street lighting	33	4.0 %
Cleanliness of City streets and other public areas	24	2.9 %
Cleanliness of stormwater drains	17	2.1 %
Maintenance of City sidewalks in your neighborhood	14	1.7 %
<u>None chosen</u>	<u>136</u>	<u>16.7 %</u>
Total	816	100.0 %

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

<u>Q13 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	58	7.1 %
Maintenance of streets in YOUR neighborhood	84	10.3 %
How quickly street repairs are made	141	17.3 %
Condition of street signs and traffic signals	34	4.2 %
Timing of traffic signals in the City	92	11.3 %
Mowing and tree trimming along City streets/public areas	37	4.5 %
Adequacy of City street lighting	56	6.9 %
Cleanliness of City streets and other public areas	82	10.0 %
Cleanliness of stormwater drains	47	5.8 %
Maintenance of City sidewalks in your neighborhood	38	4.7 %
<u>None chosen</u>	<u>147</u>	<u>18.0 %</u>
Total	816	100.0 %

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

<u>Q13 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	444	54.4 %
Maintenance of streets in YOUR neighborhood	159	19.5 %
How quickly street repairs are made	200	24.5 %
Condition of street signs and traffic signals	42	5.1 %
Timing of traffic signals in the City	147	18.0 %
Mowing and tree trimming along City streets/public areas	46	5.6 %
Adequacy of City street lighting	89	10.9 %
Cleanliness of City streets and other public areas	106	13.0 %
Cleanliness of stormwater drains	64	7.8 %
Maintenance of City sidewalks in your neighborhood	52	6.4 %
<u>None chosen</u>	<u>136</u>	<u>16.7 %</u>
Total	1485	

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

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a Enforcement of the clean up of junk and debris on private property	6.3%	25.2%	26.0%	18.1%	7.7%	16.7%
Q14b Enforcement of mowing and cutting of weeds & grass on private property	5.5%	23.7%	32.3%	14.5%	5.8%	18.2%
Q14c Enforcement of exterior maintenance of residential property	4.7%	24.1%	34.4%	13.0%	4.9%	18.9%
Q14d Enforcement of exterior maintenance of commercial/business property	5.4%	23.7%	35.4%	12.3%	3.8%	19.4%
Q14e Enforcement of sign regulations	6.3%	26.2%	35.9%	10.0%	3.9%	17.8%
Q14f City efforts to remove abandoned or inoperative vehicles	5.7%	23.3%	31.6%	11.4%	5.5%	22.5%

EXCLUDING DON'T KNOW

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

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a Enforcement of the clean up of junk and debris on private property	7.5%	30.2%	31.3%	21.7%	9.3%
Q14b Enforcement of mowing and cutting of weeds & grass on private property	6.8%	29.0%	39.5%	17.7%	7.1%
Q14c Enforcement of exterior maintenance of residential property	5.8%	29.7%	42.4%	16.1%	6.1%
Q14d Enforcement of exterior maintenance of commercial/business property	6.7%	29.4%	43.9%	15.2%	4.7%
Q14e Enforcement of sign regulations	7.6%	31.8%	43.6%	12.1%	4.8%
Q14f City efforts to remove abandoned or inoperative vehicles	7.3%	30.1%	40.7%	14.7%	7.1%

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

<u>Q15 First Choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of the clean up of junk and debris	348	42.6 %
Enforcement of the mowing/cutting of grass on private property	46	5.6 %
Enforcement of exterior maintenance of residential property	60	7.4 %
Enforcement of exterior maintenance of commercial and business property	86	10.5 %
Enforcement of sign regulations	38	4.7 %
City efforts to remove abandoned or inoperative vehicles	56	6.9 %
<u>None chosen</u>	<u>182</u>	<u>22.3 %</u>
Total	816	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 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of the clean up of junk and debris	87	10.7 %
Enforcement of the mowing/cutting of grass on private property	133	16.3 %
Enforcement of exterior maintenance of residential property	86	10.5 %
Enforcement of exterior maintenance of commercial and business property	121	14.8 %
Enforcement of sign regulations	49	6.0 %
City efforts to remove abandoned or inoperative vehicles	137	16.8 %
<u>None chosen</u>	<u>203</u>	<u>24.9 %</u>
Total	816	100.0 %

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

<u>Q15 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Enforcement of the clean up of junk and debris	435	53.3 %
Enforcement of the mowing/cutting of grass on private property	179	21.9 %
Enforcement of exterior maintenance of residential property	146	17.9 %
Enforcement of exterior maintenance of commercial and business property	207	25.4 %
Enforcement of sign regulations	87	10.7 %
City efforts to remove abandoned or inoperative vehicles	193	23.7 %
<u>None chosen</u>	<u>182</u>	<u>22.3 %</u>
Total	1429	

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

Q16 Have you contacted the City of Wilmington during the past year?	Number	Percent
Yes	457	56.0 %
No	319	39.1 %
Don't Know	40	4.9 %
Total	816	100.0 %

Q16a Which City Department did you contact most recently?

Q16a Which City Department did you contact most recently?	Number	Percent
City Manager/City Council	36	4.4 %
Fire Department	18	2.2 %
Parks and Recreation	47	5.8 %
Planning	45	5.5 %
Police Department	122	15.0 %
Solid Waste	259	31.7 %
Business Licenses	17	2.1 %
Stormwater	39	4.8 %
Street Maintenance	52	6.4 %
Code Enforcement	68	8.3 %
Other	34	4.2 %
None chosen	8	1.0 %
Total	745	

Q16a Other

<u>Q16 Other</u>	<u>Number</u>	<u>Percent</u>
911=	1	2.9 %
ANIMAL CONTROL=	1	2.9 %
ARBORETUM=	1	2.9 %
CITY MANAGER=	1	2.9 %
CITY OF PEIDMONT GAS CO=	1	2.9 %
COLLECTOR STREETS CONNECT=	1	2.9 %
CONNECTOR STREETS=	1	2.9 %
DEBRIS REMOVAL=	2	5.9 %
DITCH MAINT=	1	2.9 %
DOG BARKING=	1	2.9 %
HISTORICAL PRESERVATION=	1	2.9 %
HOUSING=	1	2.9 %
JUDITIAL NON STATISFIED=	1	2.9 %
LIQUID QASET=	1	2.9 %
MAYORS OFFICE=	1	2.9 %
MOVE ICEBOX/OTHER APPLIAN=	1	2.9 %
PROPERTY TAX=	1	2.9 %
SEWER ASSESSEMENT=	1	2.9 %
SPECIAL PROGRAMS=	1	2.9 %
TAX DEPARTMENT/OFFICE=	4	11.7 %
TRAFFIC MGR=	1	2.9 %
TRASH=	1	2.9 %
TREE RIGHT TURN=	1	2.9 %
VEHICLE TAXES=	1	2.9 %
VOTING/TAXATION=	1	2.9 %
WATER DEPT=	2	5.9 %
YARD DEBRIS PICK UP=	1	2.9 %
ZONING=	2	5.9 %
Total	34	100.0 %

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16b How easy they were to contact	26.0%	50.5%	9.4%	9.0%	3.5%	1.5%
Q16c The way you were treated	29.5%	47.0%	10.7%	7.9%	2.8%	2.0%
Q16d The accuracy of the information and the assistance you were given	28.9%	41.6%	14.0%	8.8%	3.9%	2.8%
Q16e How quickly City staff responded to your request	28.4%	37.4%	14.9%	9.4%	8.3%	1.5%
Q16f How well your issue was handled	27.3%	39.7%	12.2%	9.2%	10.0%	1.5%

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:(Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16b How easy they were to contact	26.4%	51.3%	9.6%	9.1%	3.6%
Q16c The way you were treated	30.1%	48.0%	10.9%	8.0%	2.9%
Q16d The accuracy of the information and the assistance you were given	29.7%	42.8%	14.4%	9.0%	4.1%
Q16e How quickly City staff responded to your request	28.9%	38.0%	15.1%	9.6%	8.4%
Q16f How well your issue was handled	27.7%	40.4%	12.4%	9.3%	10.2%

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17a Residential trash collection services	37.3%	47.7%	6.1%	3.2%	0.6%	5.0%
Q17b Curbside recycling services	34.3%	43.2%	9.1%	4.2%	1.1%	8.1%
Q17c Bulky item pick up/removal services	28.7%	40.2%	13.4%	4.4%	2.0%	11.3%
Q17d Yard waste collection services	29.6%	42.6%	11.9%	5.2%	2.0%	8.7%
Q17e Drinking water services provided by the Cape Fear Public Utility Authority	15.2%	39.6%	19.7%	11.1%	7.7%	6.8%
Q17f Wastewater (sewer) services provided by the Cape Fear Public Utility Authority	14.0%	36.9%	21.9%	10.9%	7.9%	8.5%

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: (Without Don't Know)**

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a Residential trash collection services	39.3%	50.2%	6.5%	3.4%	0.6%
Q17b Curbside recycling services	37.3%	47.1%	9.9%	4.5%	1.2%
Q17c Bulky item pick up/removal services	32.4%	45.3%	15.1%	5.0%	2.2%
Q17d Yard waste collection services	32.4%	46.7%	13.1%	5.7%	2.2%
Q17e Drinking water services provided by the Cape Fear Public Utility Authority	16.3%	42.4%	21.1%	11.9%	8.3%
Q17f Wastewater (sewer) services provided by the Cape Fear Public Utility Authority	15.3%	40.3%	23.9%	11.9%	8.6%

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=816)

	Yes	No	Don't Remember
Q18a Used public transportation services supported by the City	10.2%	85.7%	4.1%
Q18b Participated in recreation programs offered by the City	18.3%	77.5%	4.2%
Q18c Visited City recreation centers	43.0%	53.7%	3.3%
Q18d Visited a neighborhood or City park	75.4%	22.1%	2.5%
Q18e Used Fire services	9.6%	86.5%	3.9%
Q18f Called Code Enforcement	15.0%	81.0%	4.1%
Q18g Called or visited the Police Department	31.0%	66.0%	3.1%
Q18h Visited the City's website	43.7%	52.9%	3.3%
Q18i Read the City's newsletter	70.9%	26.4%	2.7%
Q18j Watched the City's cable television channel	54.5%	42.8%	2.7%
Q18k Watched a video on the City website	12.7%	82.7%	4.7%

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=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q19a Adequacy of public parking in Downtown Wilmington	6.4%	33.4%	23.2%	20.0%	9.8%	7.1%
Q19b Availability of public transportation services in Wilmington	5.0%	25.2%	27.6%	10.8%	4.1%	27.3%
Q19c Ease of travel by car in the City	7.4%	41.4%	25.2%	18.7%	3.9%	3.4%
Q19d Ease of walking in the City	6.9%	40.8%	26.8%	14.1%	4.8%	6.6%
Q19e Ease of biking in the City	3.4%	19.7%	26.3%	19.0%	8.6%	23.0%
Q19f Opportunities to attend cultural activities in Wilmington	12.7%	42.0%	24.1%	6.5%	2.3%	12.4%
Q19g Availability of affordable housing in Wilmington	5.4%	22.2%	30.0%	13.8%	7.0%	21.6%

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:(Without Don't Know)

(N=816)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q19a Adequacy of public parking in Downtown Wilmington	6.9%	36.0%	25.0%	21.6%	10.6%
Q19b Availability of public transportation services in Wilmington	6.9%	34.6%	38.0%	14.9%	5.6%
Q19c Ease of travel by car in the City	7.6%	42.9%	26.1%	19.3%	4.1%
Q19d Ease of walking in the City	7.4%	43.7%	28.7%	15.1%	5.1%
Q19e Ease of biking in the City	4.5%	25.5%	34.1%	24.7%	11.2%
Q19f Opportunities to attend cultural activities in Wilmington	14.4%	48.0%	27.5%	7.4%	2.7%
Q19g Availability of affordable housing in Wilmington	6.9%	28.4%	38.2%	17.6%	8.9%

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=816)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
Q20a Upgrades to public facilities	21.6%	31.7%	31.9%	7.9%	2.3%	4.5%
Q20b Improvements to parks & open space	19.9%	25.3%	34.0%	12.9%	4.3%	3.6%
Q20c Improvements to Police and Fire facilities	24.7%	28.1%	31.8%	8.1%	2.5%	4.8%
Q20d Improvements to the city's transportation network	36.0%	34.5%	20.6%	4.5%	1.1%	3.2%
Q20e Improvements to arts/cultural facilities	13.3%	19.5%	34.5%	18.9%	9.1%	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: (Without Don't Know)

(N=816)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All
Q20a Upgrades to public facilities	22.7%	33.2%	33.5%	8.2%	2.4%
Q20b Improvements to parks & open space	20.6%	26.2%	35.3%	13.4%	4.5%
Q20c Improvements to Police and Fire facilities	25.9%	29.5%	33.4%	8.5%	2.6%
Q20d Improvements to the city's transportation network	37.2%	35.7%	21.3%	4.7%	1.1%
Q20e Improvements to arts/cultural facilities	13.9%	20.5%	36.2%	19.8%	9.5%

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

<u>Q21 First Choice</u>	<u>Number</u>	<u>Percent</u>
Upgrades to public facilities	119	14.6 %
Improvements to parks & open space	58	7.1 %
Improvements to Police and Fire facilities	139	17.0 %
Improvements to the city's transportation network	163	20.0 %
Improvements to arts/cultural facilities	15	1.8 %
None chosen	322	39.5 %
Total	816	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 Second Choice</u>	<u>Number</u>	<u>Percent</u>
Upgrades to public facilities	97	11.9 %
Improvements to parks & open space	75	9.2 %
Improvements to Police and Fire facilities	69	8.5 %
Improvements to the city's transportation network	165	20.2 %
Improvements to arts/cultural facilities	41	5.0 %
None chosen	369	45.2 %
Total	816	100.0 %

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

<u>Q21 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
Upgrades to public facilities	216	26.5 %
Improvements to parks & open space	133	16.3 %
Improvements to Police and Fire facilities	208	25.5 %
Improvements to the city's transportation network	328	40.2 %
Improvements to arts/cultural facilities	56	6.9 %
<u>None chosen</u>	<u>322</u>	<u>39.5 %</u>
Total	1263	

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=816)

	Very Willing	Willing	Not Sure	Not Willing	Not Willing At All
Q22a Upgrade public facilities	9.1%	24.8%	35.2%	20.2%	10.8%
Q22b Improve parks and open space	10.7%	26.3%	30.3%	20.6%	12.1%
Q22c Improve police and fire facilities	14.1%	31.6%	31.6%	13.7%	8.9%
Q22d Improve maintenance of streets and sidewalks	17.3%	40.7%	22.8%	11.8%	7.5%
Q22e Improve the city's transportation network	17.8%	35.3%	25.2%	13.4%	8.3%
Q22f Increase upkeep of parks and other public areas	9.3%	26.5%	33.9%	19.6%	10.7%
Q22g Increase enforcement of city codes	8.0%	16.9%	38.8%	22.5%	13.7%

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=816)

	Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less	Don't Know
Q23a Police services	7.7%	32.6%	49.0%	4.0%	2.3%	4.3%
Q23b Fire services	6.1%	26.3%	56.5%	5.0%	1.7%	4.3%
Q23c Parks and Recreation	4.8%	19.6%	50.9%	15.1%	5.1%	4.5%
Q23d Maintenance of Streets and Sidewalks	15.7%	35.7%	39.7%	3.8%	1.2%	3.9%
Q23e Upkeep of parks and other public areas	3.8%	19.4%	55.0%	13.6%	4.2%	4.0%
Q23f Enforcement of codes	4.0%	12.0%	55.1%	17.4%	6.6%	4.8%

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:(Without Don't Know)

(N=816)

	Spend Much More	Spend More	Spend About the Same	Spend Less	Spend Much Less
Q23a Police services	8.1%	34.1%	51.2%	4.2%	2.4%
Q23b Fire services	6.4%	27.5%	59.0%	5.2%	1.8%
Q23c Parks and Recreation	5.0%	20.5%	53.3%	15.8%	5.4%
Q23d Maintenance of Streets and Sidewalks	16.3%	37.1%	41.3%	4.0%	1.3%
Q23e Upkeep of parks and other public areas	4.0%	20.2%	57.3%	14.2%	4.3%
Q23f Enforcement of codes	4.2%	12.6%	57.9%	18.3%	6.9%

Q24 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=816)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
Q24a Share information, get citizen input and build relationships.	30.3%	28.8%	32.6%	5.9%	0.6%	1.8%
Q24b Improve the local economy through public and private investments and partnerships.	30.1%	30.3%	28.6%	6.6%	2.0%	2.5%
Q24c Work to ensure the city is positioned for future, sustainability and growth.	36.4%	30.9%	25.9%	3.4%	0.9%	2.6%
Q24d Provide a safe community	57.4%	30.0%	9.7%	1.1%	0.4%	1.5%
Q24e Support neighborhoods to help them thrive.	32.1%	30.4%	26.7%	6.9%	1.3%	2.6%
Q24f Provide a safe and efficient transportation system.	28.9%	28.2%	30.6%	8.5%	2.3%	1.5%

EXCLUDING DON'T KNOW

Q24 Strategic Planning. The city's major focus areas are listed below. Using a scale of 1 to 5, where 5 means "Extremely Important" and 1 means "Not Important At All," please indicate how important each of the City's focus areas are to you: (Without Don't Know)

(N=816)

	Extremely Important	Very Important	Important	Not Very Important	Not Important At All
Q24a Share information, get citizen input and build relationships.	30.8%	29.3%	33.2%	6.0%	0.6%
Q24b Improve the local economy through public and private investments and partnerships.	30.9%	31.0%	29.3%	6.8%	2.0%
Q24c Work to ensure the city is positioned for future sustainability and growth.	37.4%	31.7%	26.5%	3.5%	0.9%
Q24d Provide a safe community	58.2%	30.5%	9.8%	1.1%	0.4%
Q24e Support neighborhoods to help them thrive.	33.0%	31.2%	27.4%	7.0%	1.4%
Q24f Provide a safe and efficient transportation system.	29.4%	28.6%	31.1%	8.6%	2.4%

Q25 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=816)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q25a As a place to live	35.4%	51.2%	9.2%	2.8%	0.7%	0.6%
Q25b As a place to raise children	26.6%	48.9%	12.9%	5.0%	1.6%	5.0%
Q25c As a place to work or build a business	14.3%	38.7%	21.6%	17.2%	4.2%	4.0%
Q25d As a place to retire	31.0%	43.5%	14.5%	5.4%	1.6%	4.0%
Q25e As a place to visit	43.1%	43.9%	7.8%	1.8%	1.0%	2.3%

EXCLUDING DON'T KNOW**Q25 Overall Ratings of the City. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," please rate the City of Wilmington with regard to the following:(Without Don't Know)**

(N=816)

	Excellent	Good	Neutral	Below Average	Poor
Q25a As a place to live	35.6%	51.5%	9.2%	2.8%	0.7%
Q25b As a place to raise children	28.0%	51.5%	13.5%	5.3%	1.7%
Q25c As a place to work or build a business	14.9%	40.4%	22.5%	17.9%	4.3%
Q25d As a place to retire	32.3%	45.3%	15.1%	5.6%	1.7%
Q25e As a place to visit	44.2%	44.9%	8.0%	1.9%	1.0%

Q26 Approximately how many years have you lived in Wilmington?

Q26 Approximately how many years have you
lived in Wilmington?

	Number	Percent
Less than 5 years	94	11.5 %
5-10 years	117	14.3 %
11-20 years	171	21.0 %
More than 20 years	424	52.0 %
Not provided	10	1.2 %
Total	816	100.0 %

Q27 What is your age?

Q27 What is your age	Number	Percent
18-34 years	166	20.3 %
35-44 years	160	19.6 %
45-54 years	163	20.0 %
55-64 years	169	20.7 %
65-74 years	103	12.6 %
75+ years	53	6.5 %
Not provided	2	0.2 %
Total	816	100.0 %

Q28 Have you been a victim of a crime in the City of Wilmington during the past year?

Q28 Have you been a victim of a crime in the City of Wilmington during the past year?	Number	Percent
Yes	111	13.6 %
No	702	86.0 %
Not provided	3	0.4 %
Total	816	100.0 %

Q29 What is your gender?

Q29 What is your gender?	Number	Percent
Male	394	48.3 %
Female	422	51.7 %
Total	816	100.0 %

Q30 Have you visited Downtown Wilmington during the past year?

Q30 Have you visited Downtown Wilmington during the past year?	Number	Percent
Yes	733	89.8 %
No	73	8.9 %
Not provided	10	1.2 %
Total	816	100.0 %

Q31 Which of the following best describes your race/ethnicity?

Q31 Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	19	2.3 %
White	581	71.2 %
American Indian/Eskimo	12	1.5 %
Black/African American	197	24.1 %
Hispanic/Latino/Spanish	26	3.2 %
Other	2	0.2 %
Not provided	5	0.6 %
Total	842	

Q32 Would you say your total annual household income is:

Q32 Would you say your total annual household income is:	Number	Percent
Under \$30,000	161	19.7 %
\$30,000-\$59,999	196	24.0 %
\$60,000-\$99,999	191	23.4 %
\$100,000 or more	203	24.9 %
Not provided	65	8.0 %
Total	816	100.0 %

Q33 What is your home zip code?

Q33 What is your home zip code	Number	Percent
28403	205	25.1 %
28401	204	25.0 %
28412	85	10.4 %
28409	219	26.8 %
28405	103	12.6 %
Total	816	100.0 %

Section 5:
Survey Instrument



Mayor
Bill Saffo

Mayor Pro-Tem
Earl Sheridan, Ph.D.

Council Members
Neil Anderson
Margaret E. Haynes
Kevin O'Grady
Laura W. Padgett
Charlie H. Rivenbark

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.

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

2012 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.”

<i>How satisfied are you with:</i>		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.]

1st: _____ 2nd: _____ 3rd: _____

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

<i>How Satisfied are you with:</i>		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.	City efforts to prevent fires	5	4	3	2	1	9
F.	Enforcement of fire codes	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.]

1st. _____ 2nd. _____

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 the downtown business district during the day	5	4	3	2	1	9
B.	In the downtown business district at night	5	4	3	2	1	9
C.	In City parks	5	4	3	2	1	9
D.	In large shopping centers	5	4	3	2	1	9
E.	In your neighborhood during the day	5	4	3	2	1	9
F.	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.]

1st. _____ 2nd. _____

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:**

How Satisfied are you with:		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 & 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].

1st. _____ 2nd. _____

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:**

How Satisfied are you with:		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:**

How Satisfied are you with:		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 & 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.

1st. _____ 2nd. _____ 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:

How willing would you be to support a bond referendum or additional funding that would do the following:		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:

How should the City’s current level of funding change for the following services:		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. 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:

Major focus areas for the City of Wilmington		Extremely Important	Very Important	Important	Not Very Important	Not Important At All
A.	Share information, get citizen input and build relationships.	5	4	3	2	1
B.	Improve the local economy through public and private investments and partnerships.	5	4	3	2	1
C.	Work to ensure the city is positioned for future sustainability and growth.	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

25. **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:

How would you rate the City of Wilmington:	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

26. **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

27. **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

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

- (1) Yes
 (2) No

29. **What is your gender?**

- (1) Male
 (2) Female

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

- (1) Yes
 (2) No

31. **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: _____

32. **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

33. **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.