

# City of Wilmington 2015 Community Survey

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Final Report

Submitted to the City of Wilmington, North Carolina

by:

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# Contents

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

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# 2015 Wilmington Community Survey Executive Summary Report

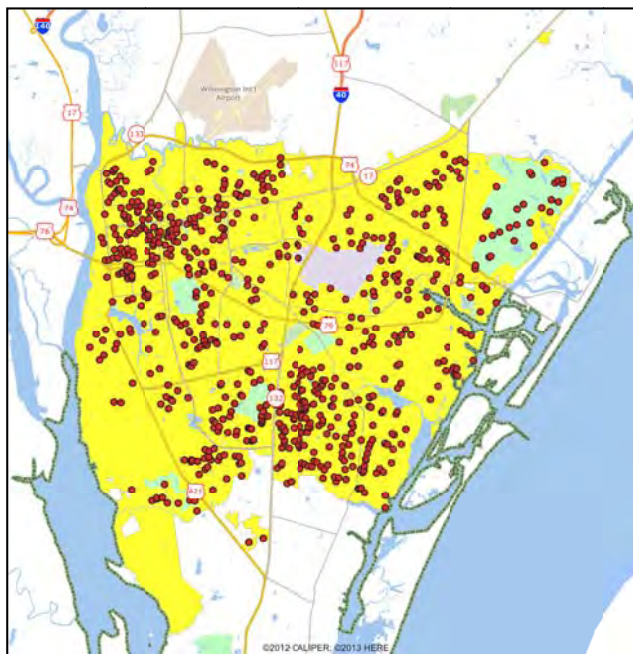
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## OVERVIEW AND METHODOLOGY

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

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

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



This summary report contains:

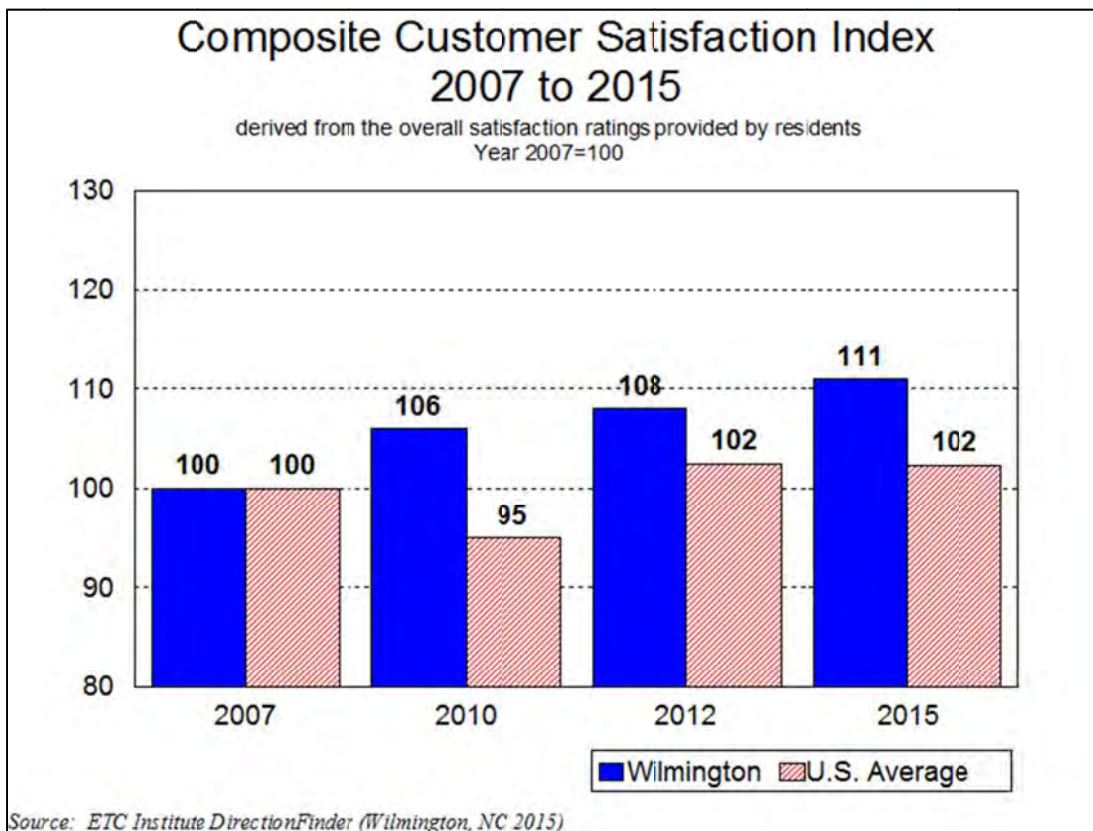
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- GIS maps that show the results of selected questions on the survey
- importance-satisfaction analysis
- tabular data
- a copy of the survey instrument

**Interpretation of “Don’t Know” Responses**

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

**Composite Customer Satisfaction Index**

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



## MAJOR FINDINGS

### Overall Satisfaction with City Services

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

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

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

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

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

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

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

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

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

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

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

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

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

## TRENDS

### Significant Changes From 2012

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

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

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

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

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

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

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

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

## OVERALL PRIORITIES FOR IMPROVEMENT

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

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



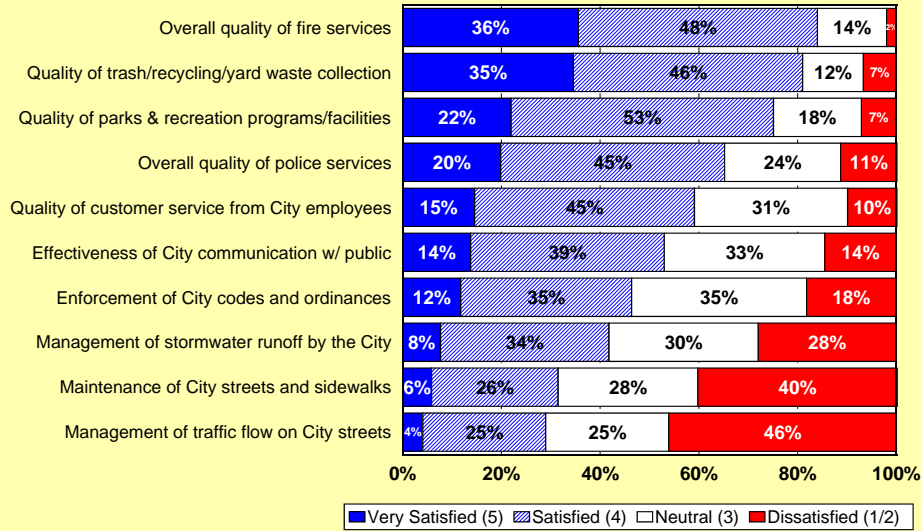
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services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

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

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

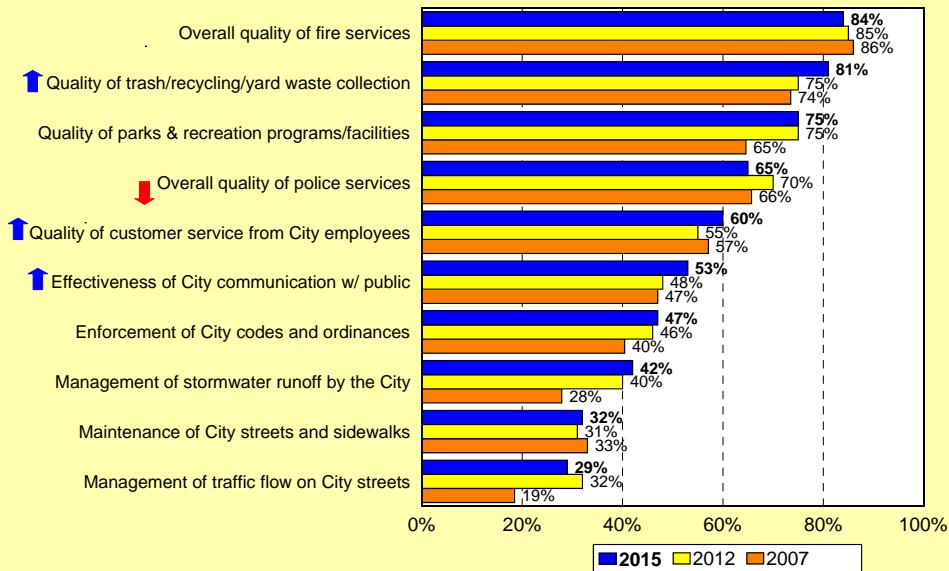
by percentage of respondents (excluding don't knows)



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

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

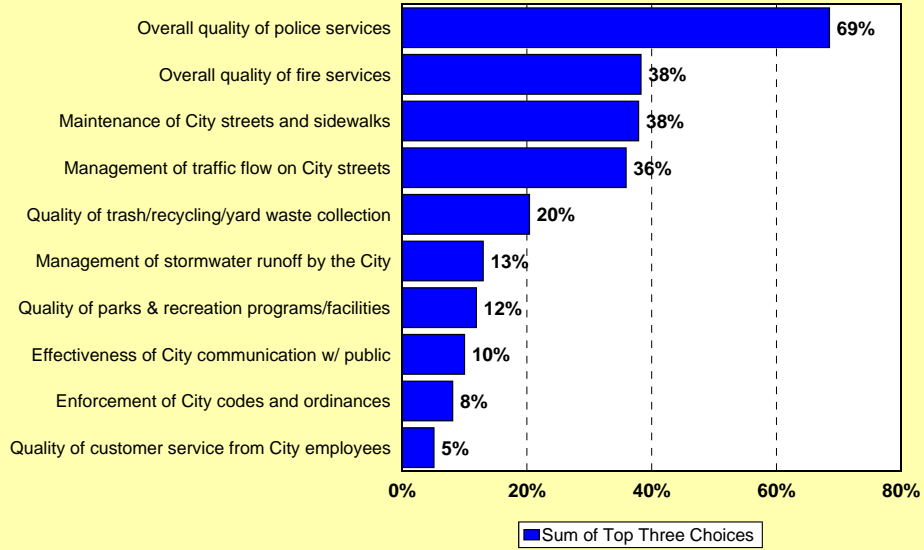
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

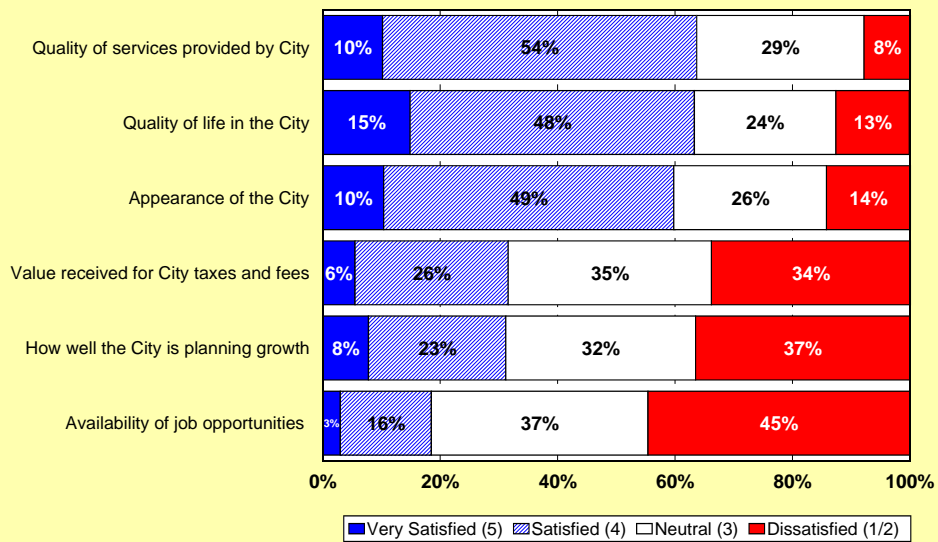
by percentage of respondents who selected the item as one of their top three choices



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

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

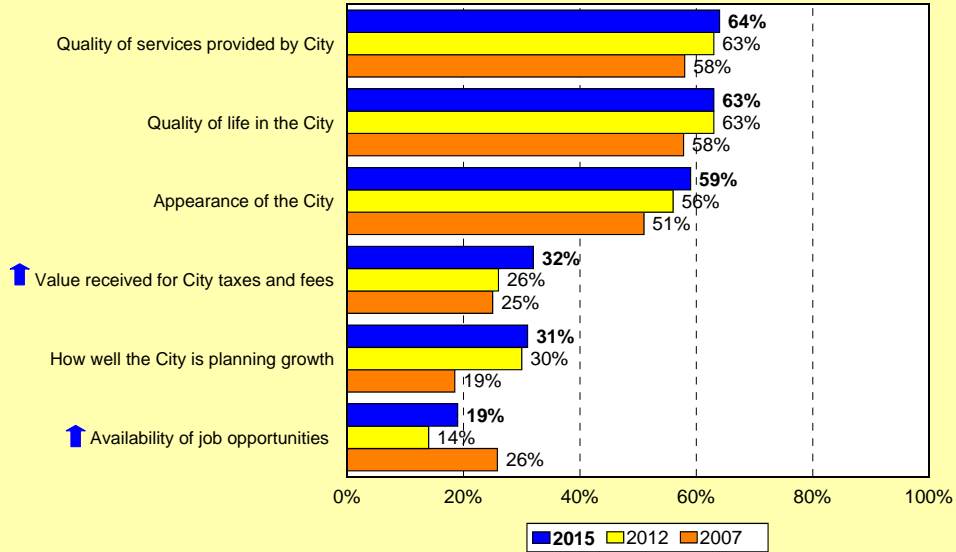
by percentage of respondents (excluding don't knows)



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

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

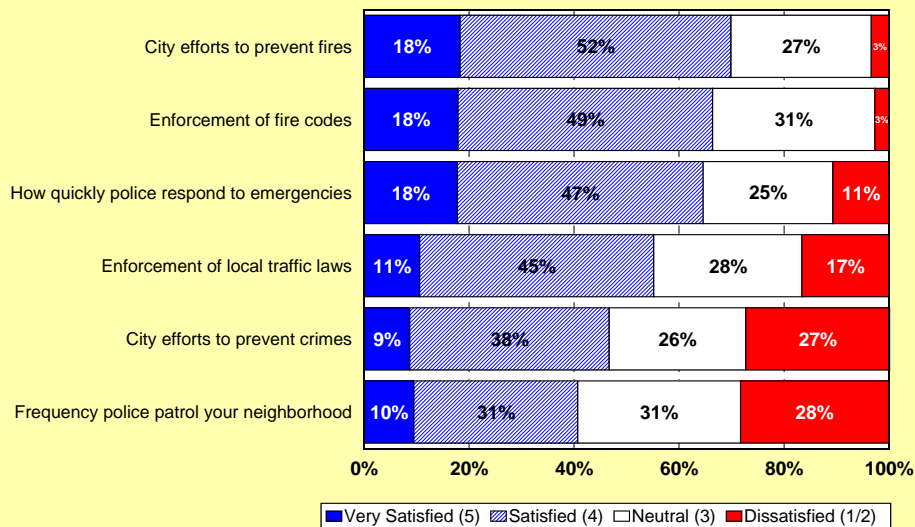
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



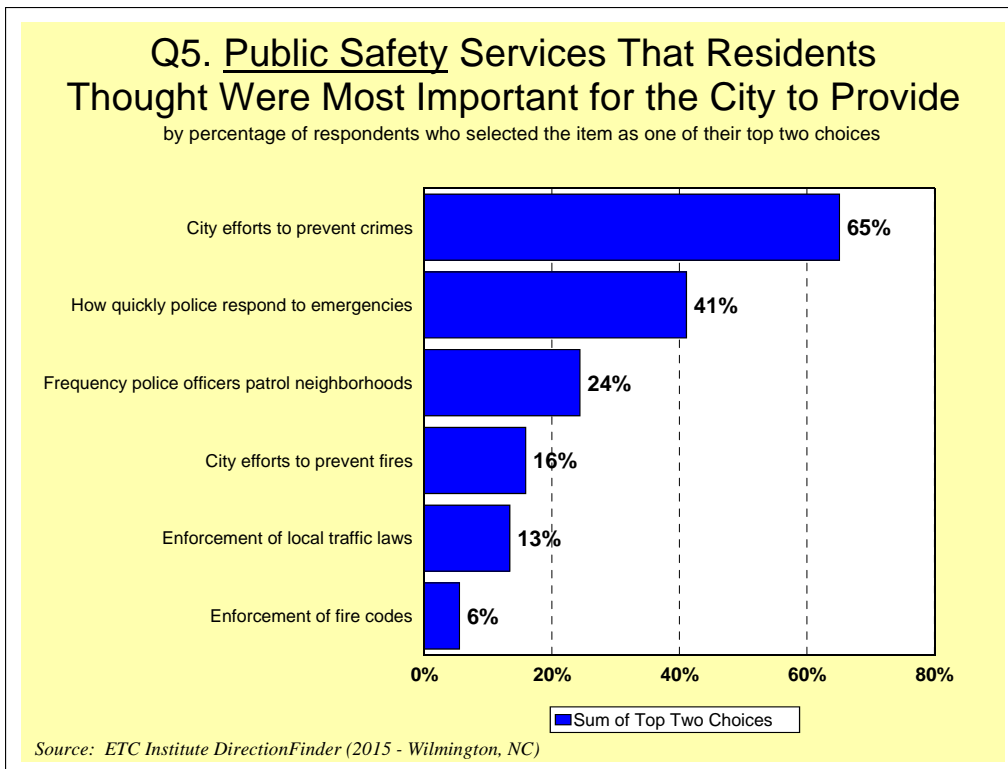
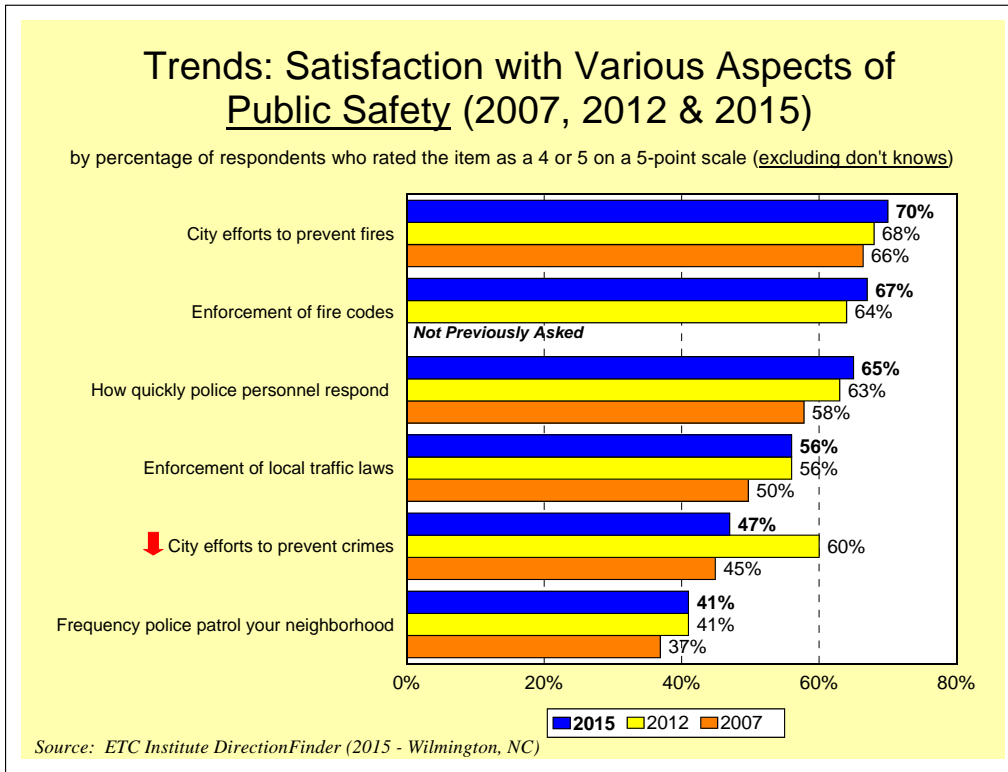
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

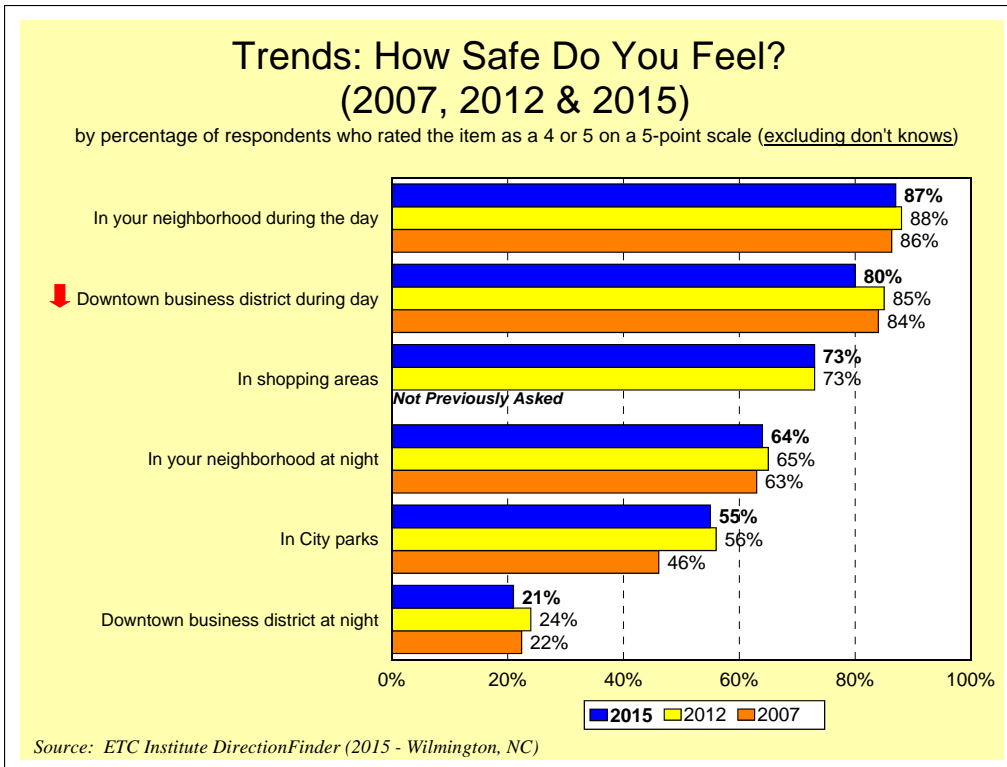
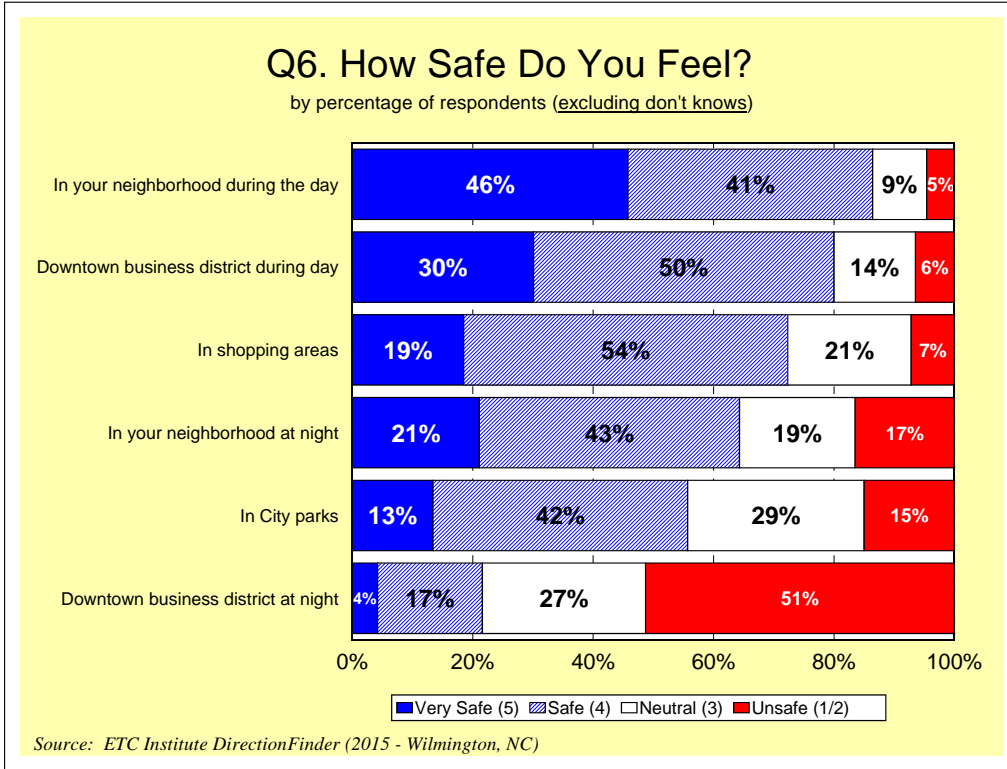
### Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



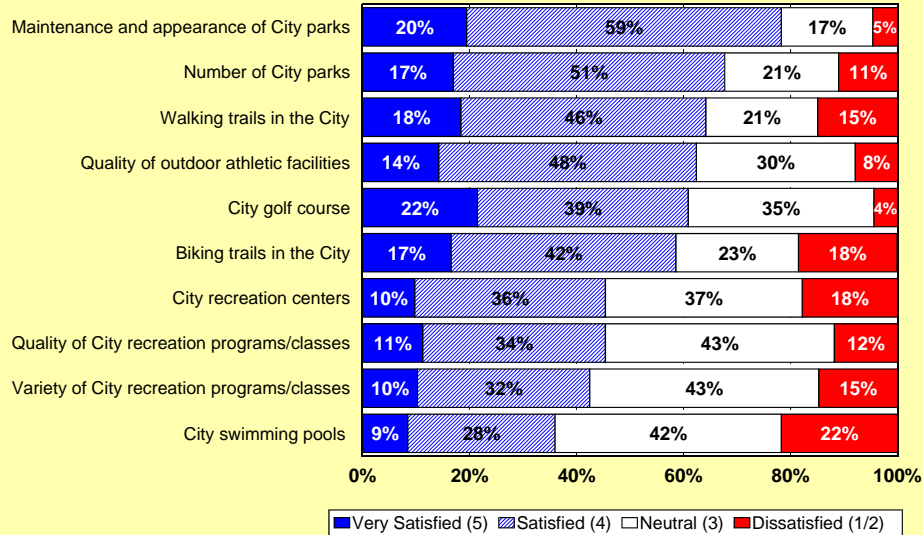
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)





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

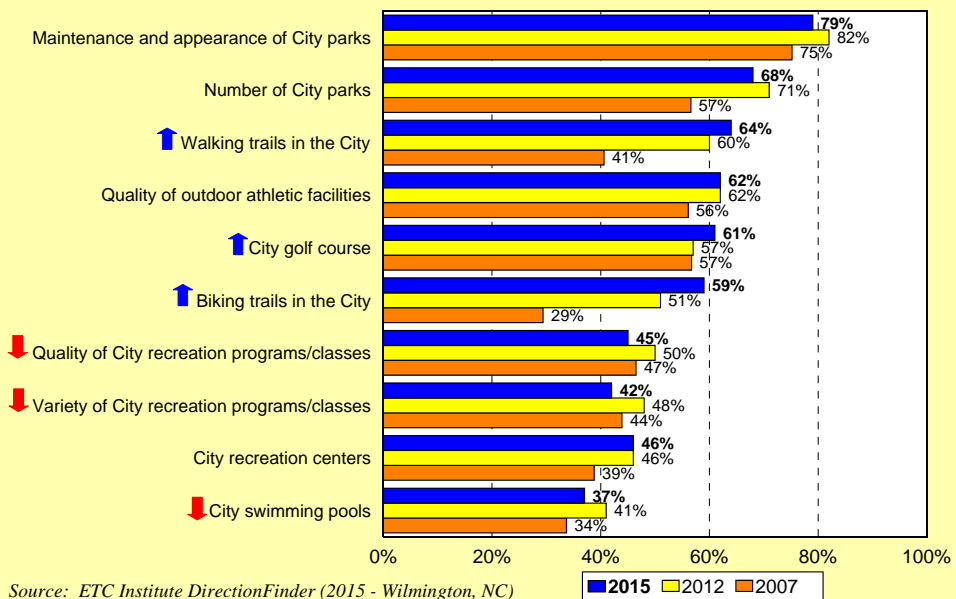
by percentage of respondents (excluding don't knows)



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

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

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

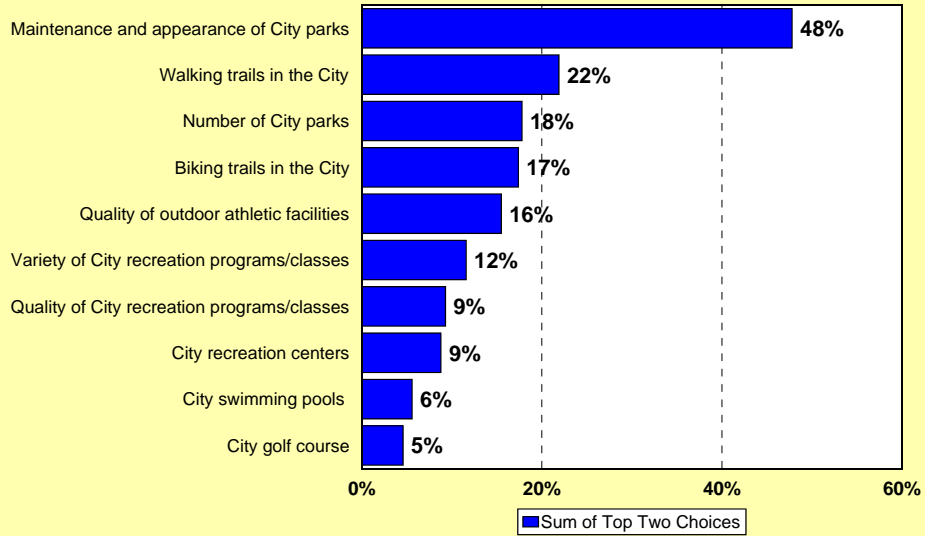


Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)



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

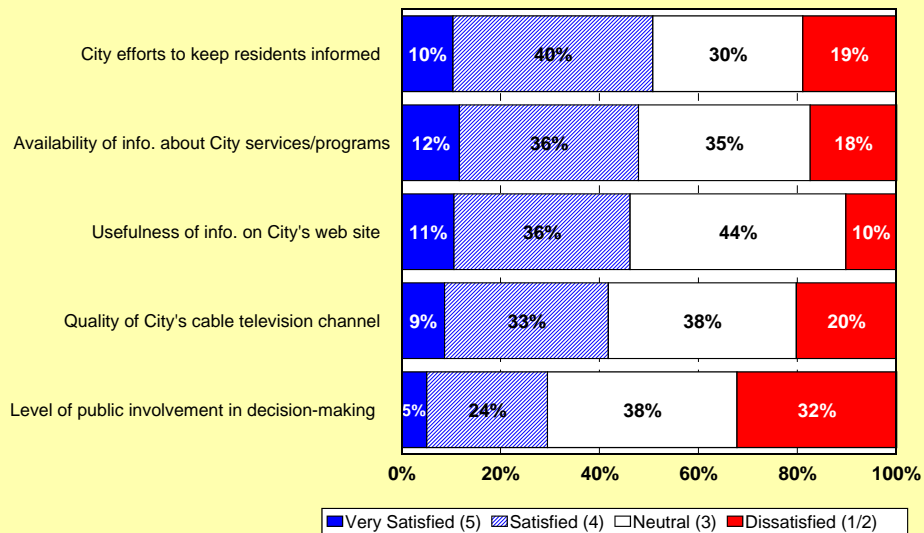
by percentage of respondents who selected the item as one of their top two choices



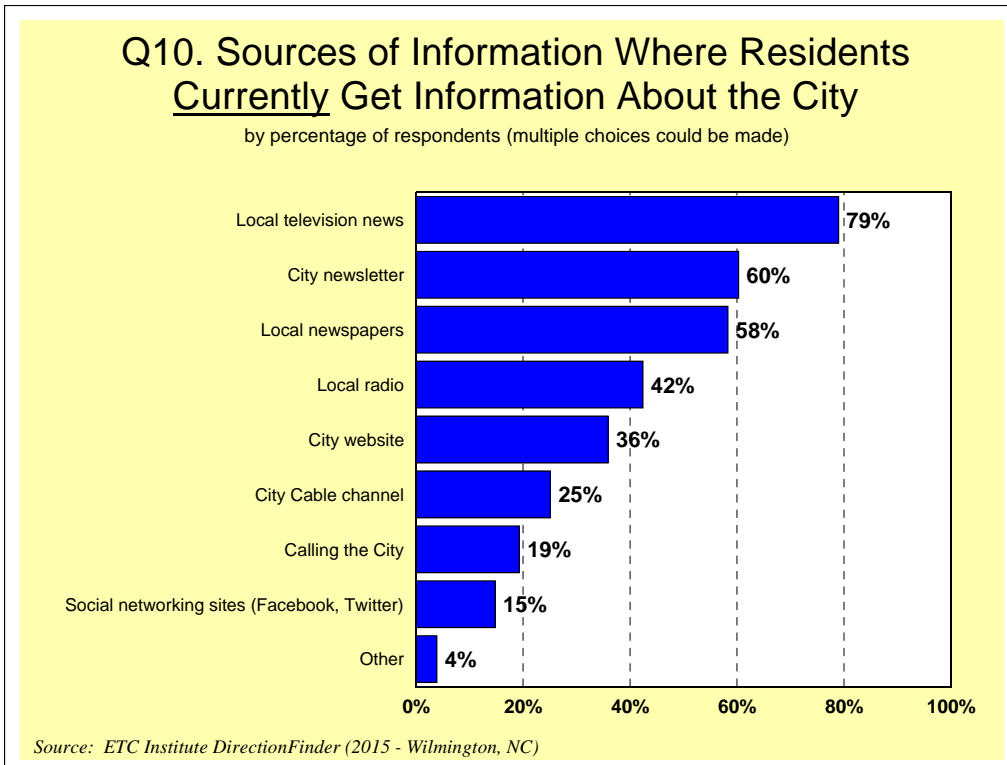
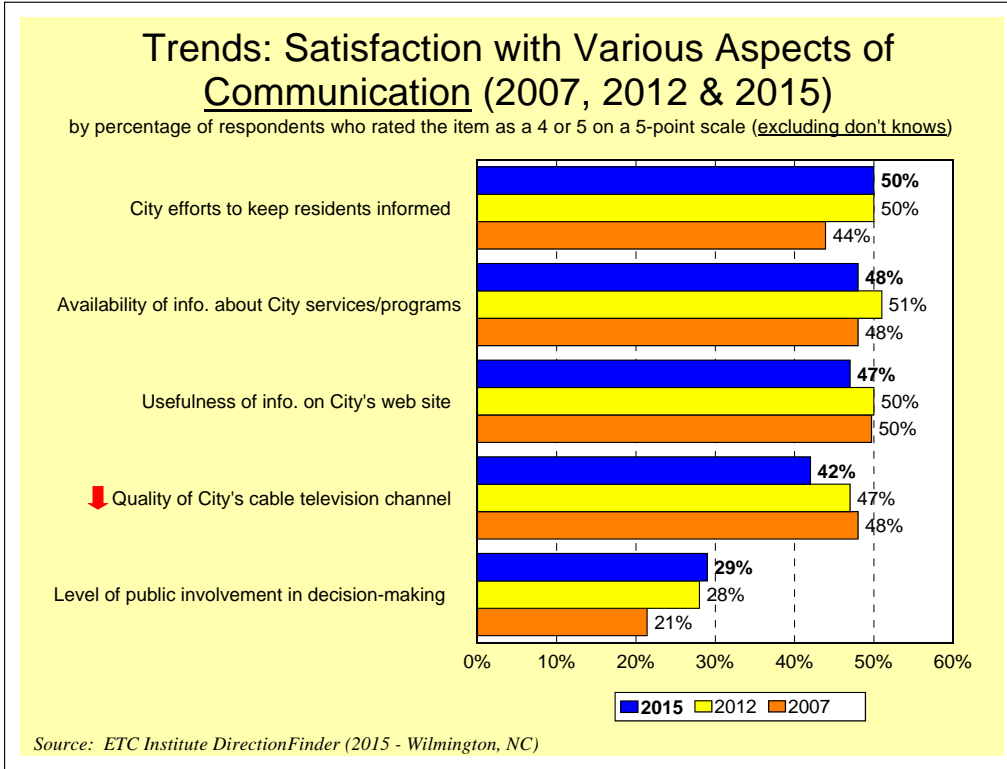
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

### Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

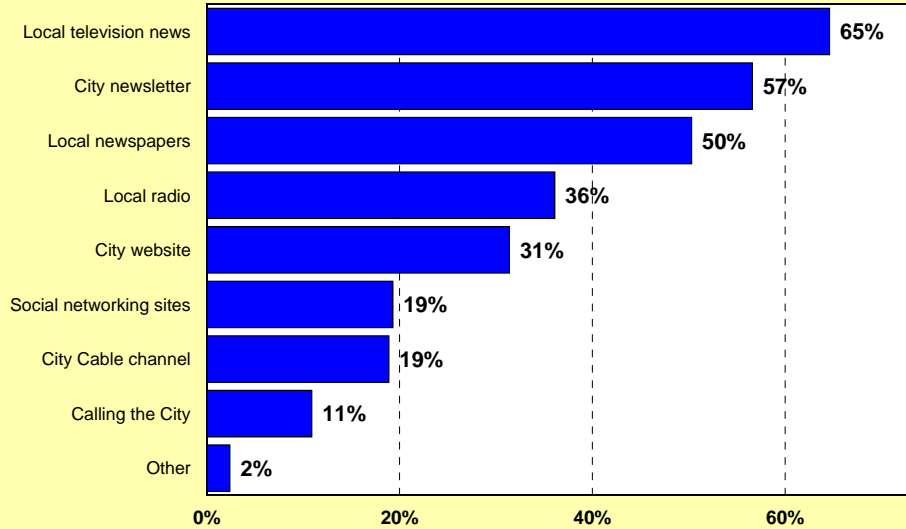


Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)



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

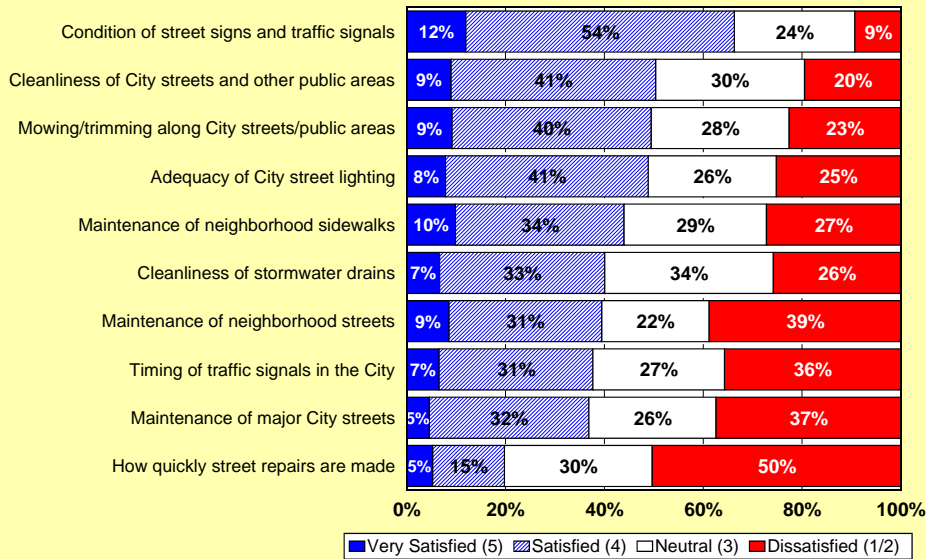
by percentage of respondents (multiple choices could be made)



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

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

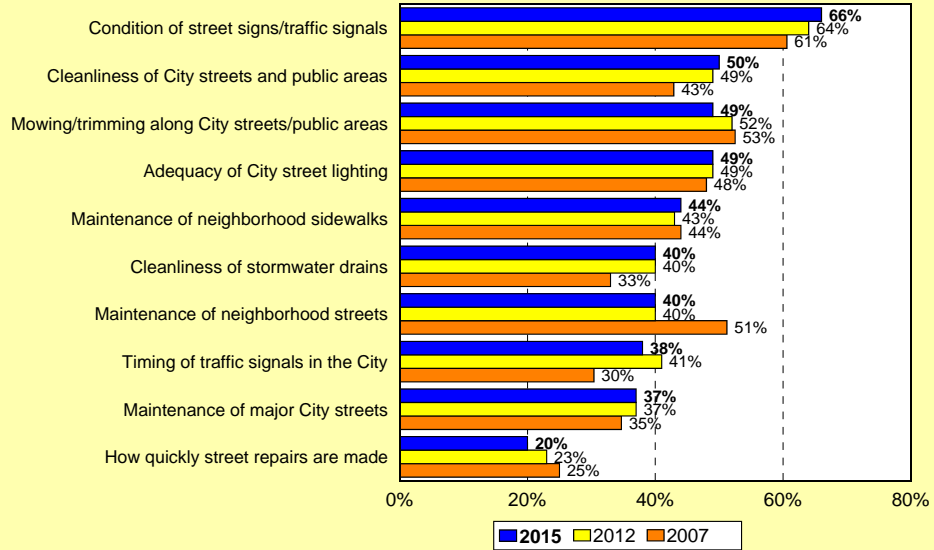
by percentage of respondents (excluding don't knows)



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

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

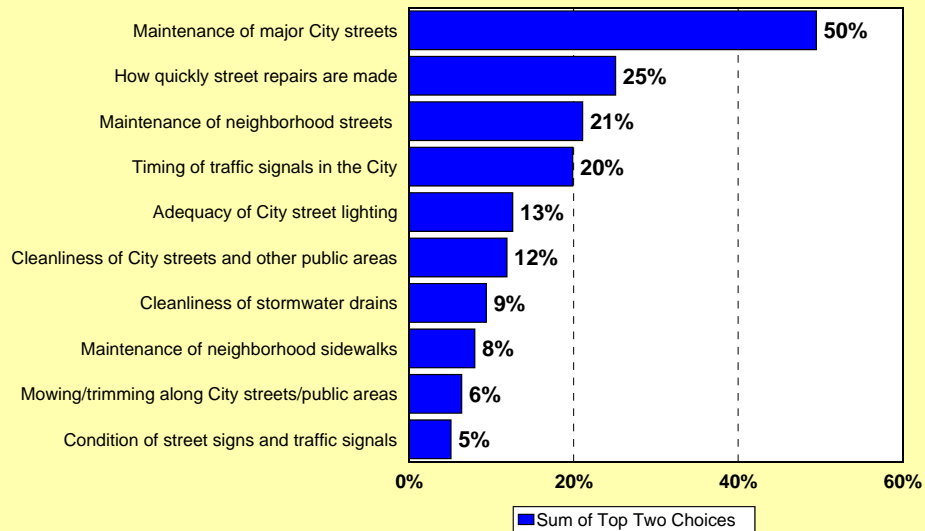
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

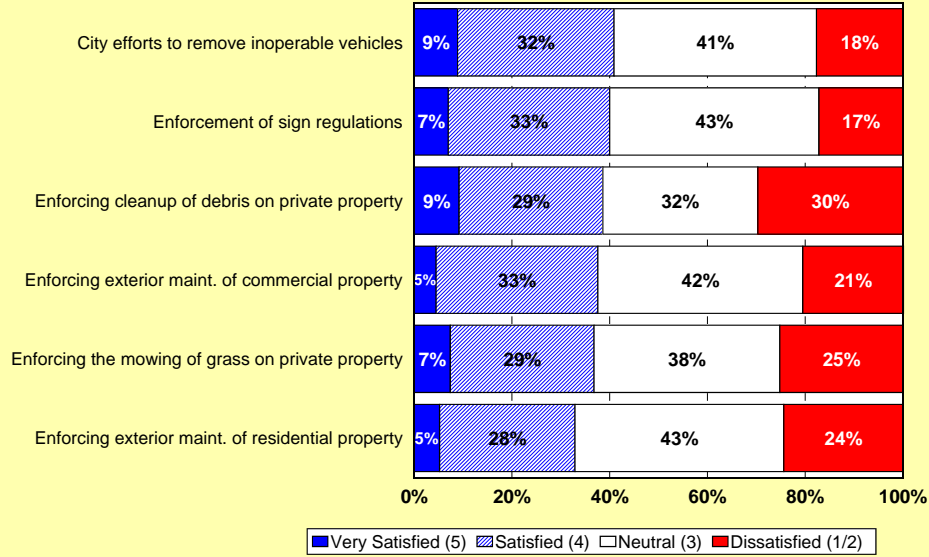
by percentage of respondents who selected the item as one of their top two choices



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

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

by percentage of respondents (excluding don't knows)



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

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

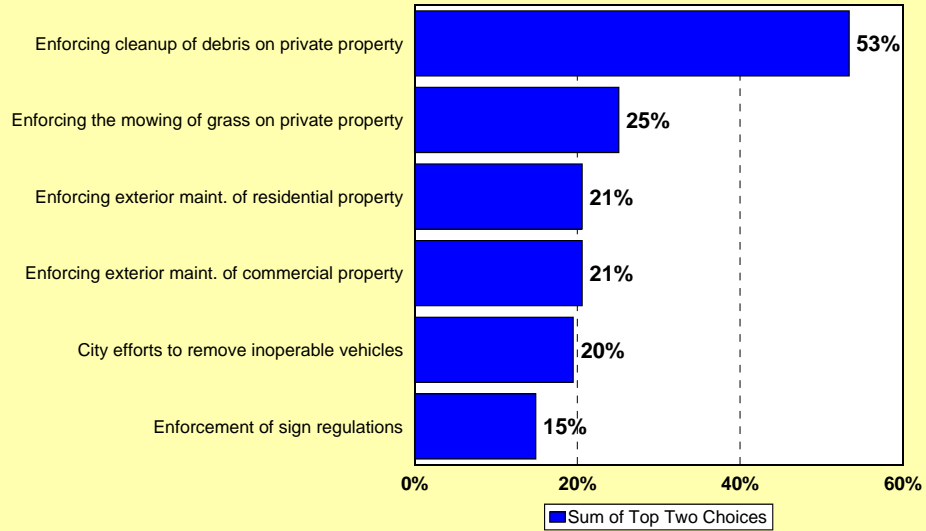
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

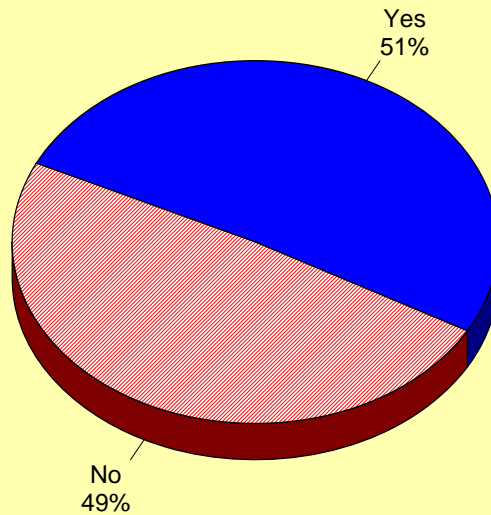
by percentage of respondents who selected the item as one of their top two choices



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

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

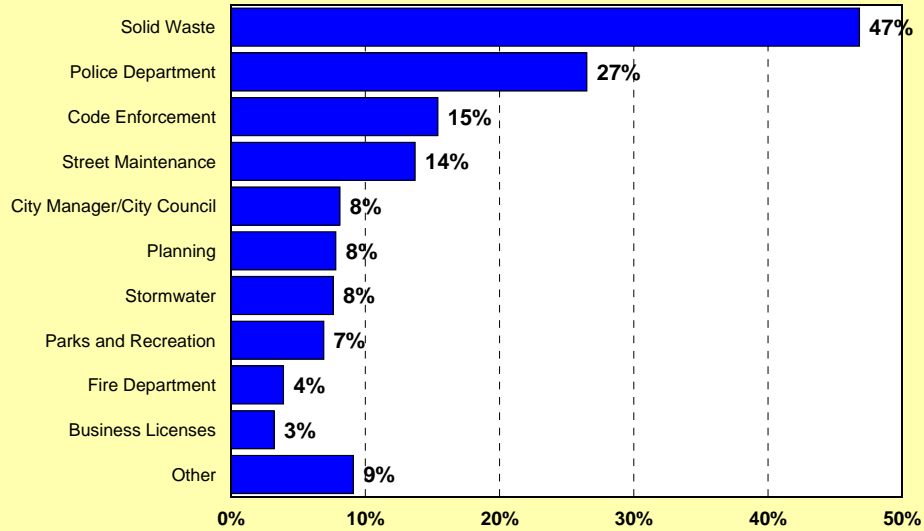
by percentage of respondents



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

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

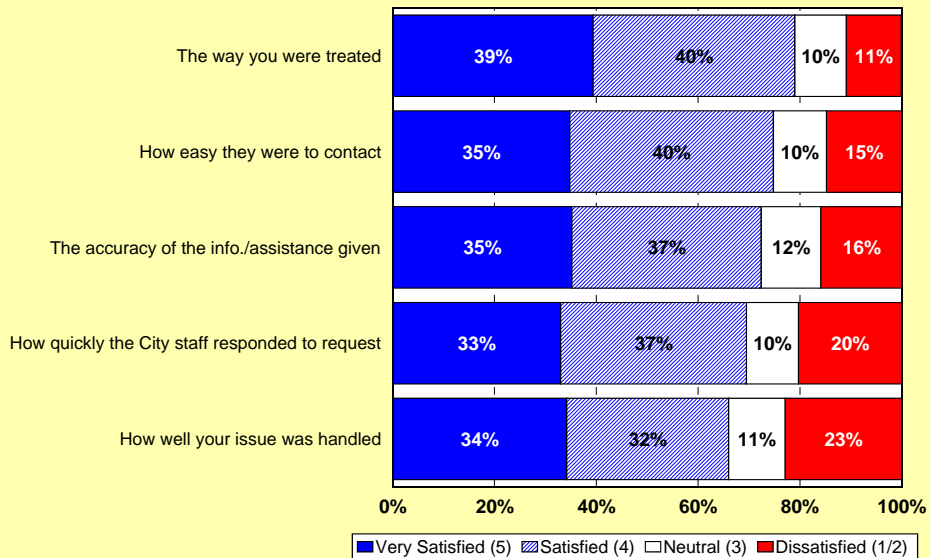
by percentage of respondents who had contacted the City during the past year



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

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

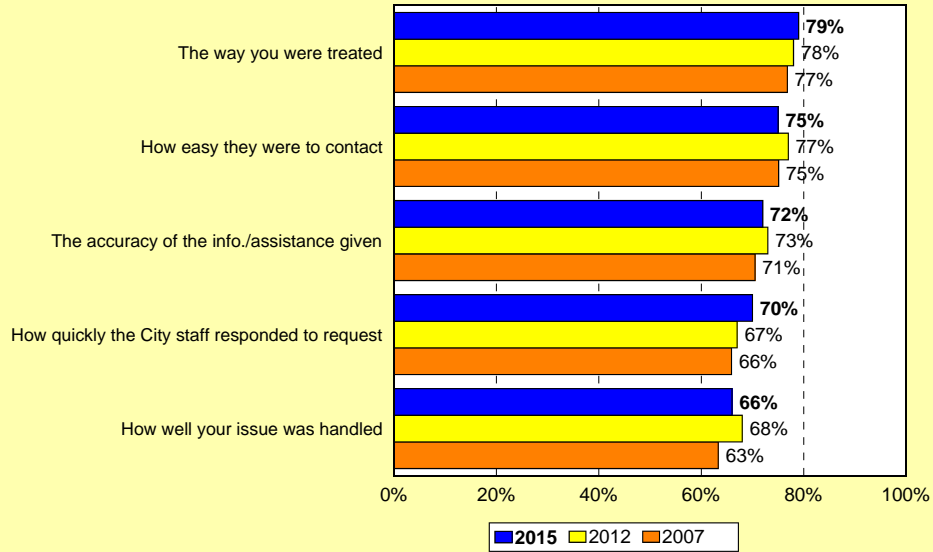
by percentage of respondents who contacted the City (excluding don't knows)



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

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

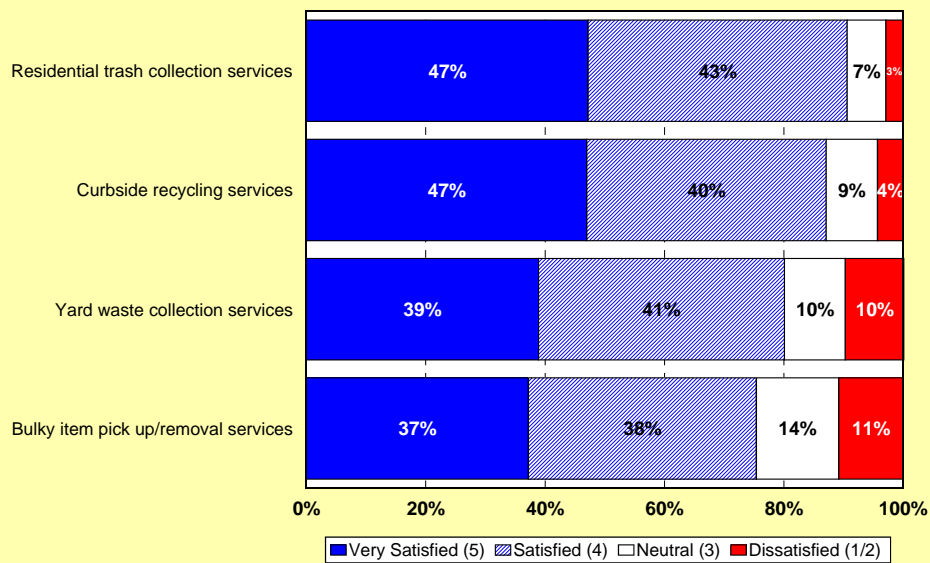
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

### Q17. Satisfaction with City Utility/Public Services

by percentage of respondents (excluding don't knows)

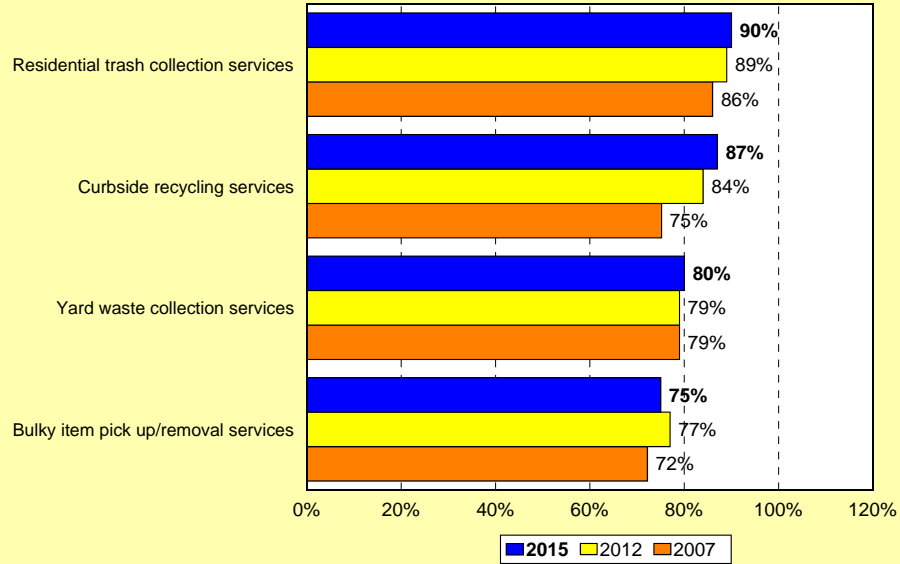


Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)



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

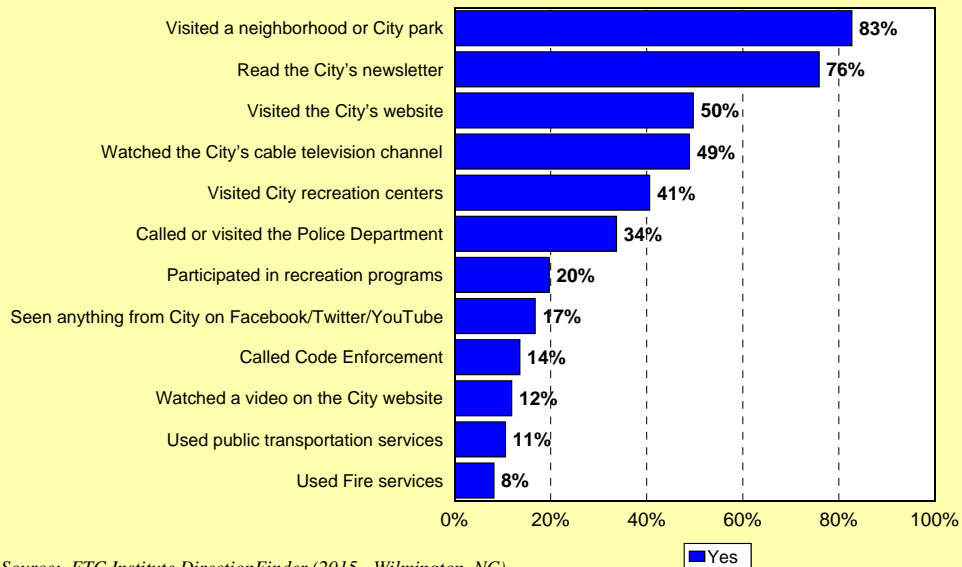
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



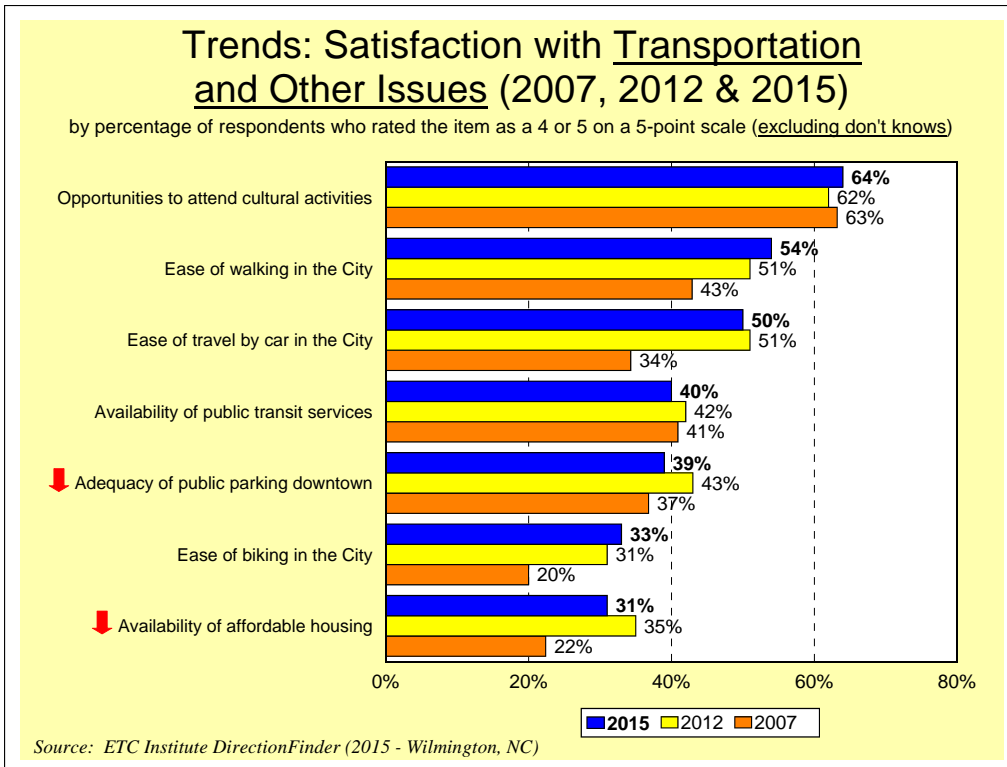
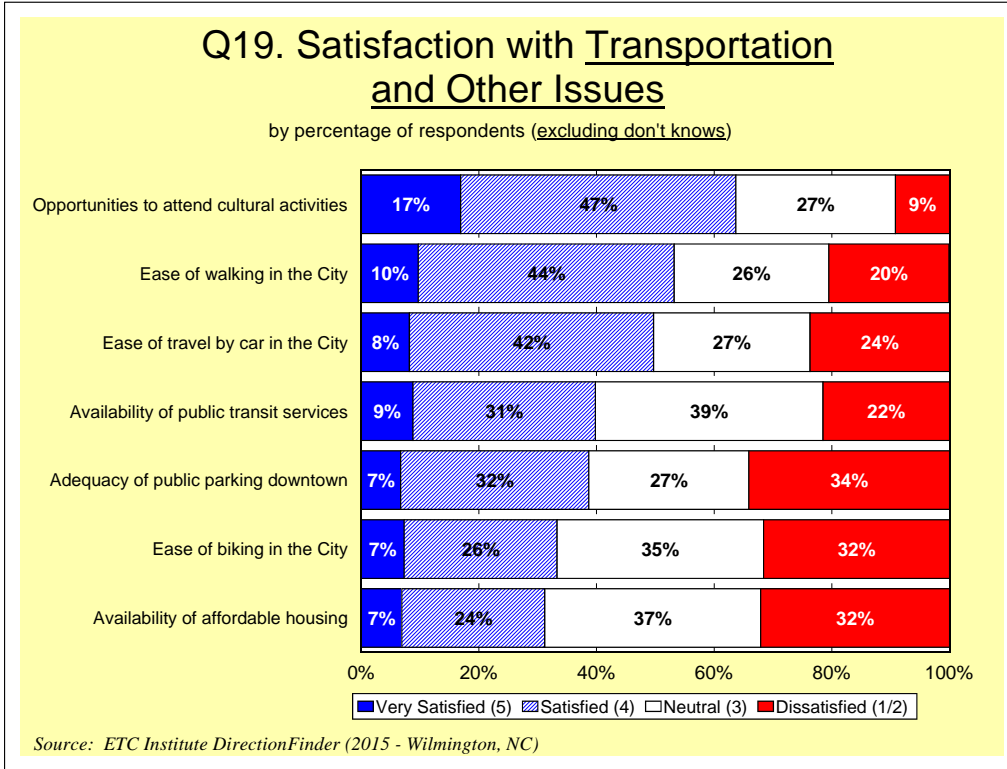
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

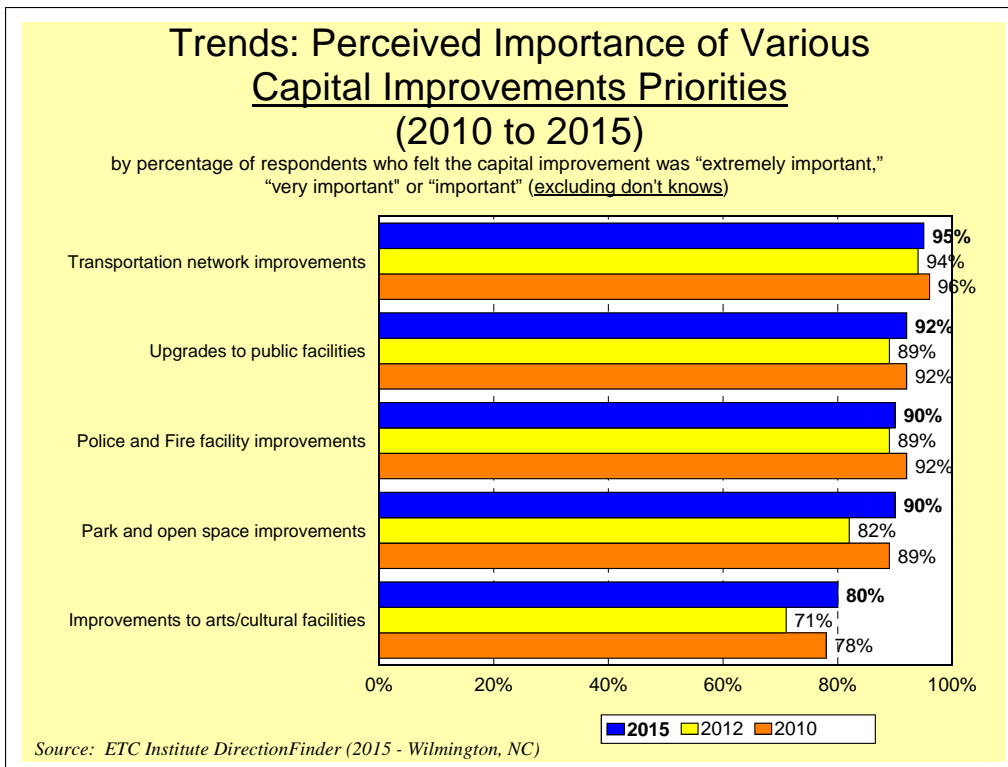
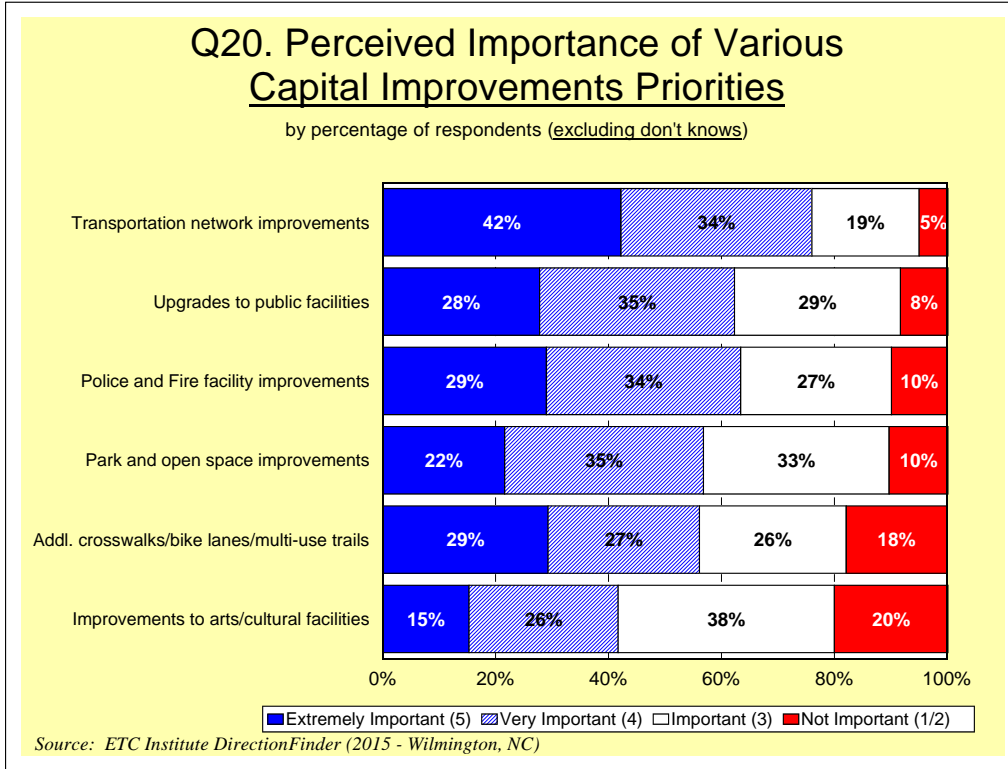
### Q18. Percentage of Residents Who Reported Using Various City Services During the Past Year

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



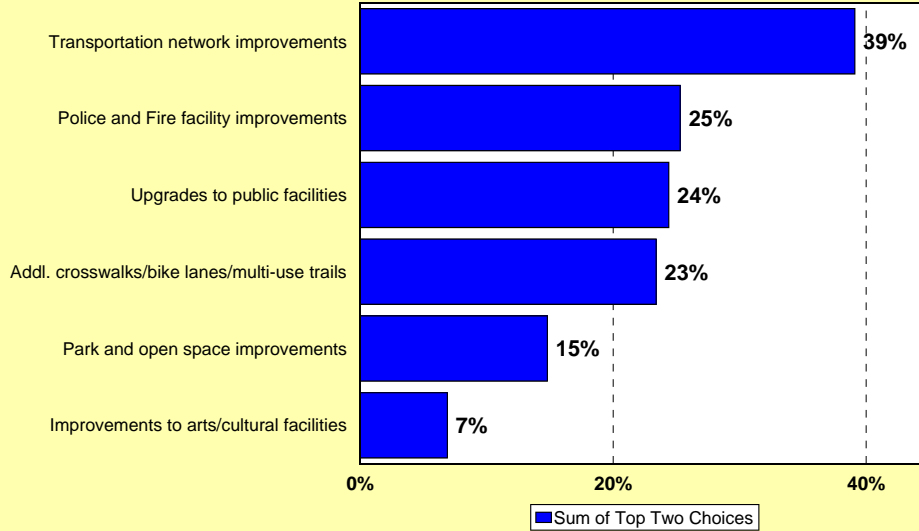
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)





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

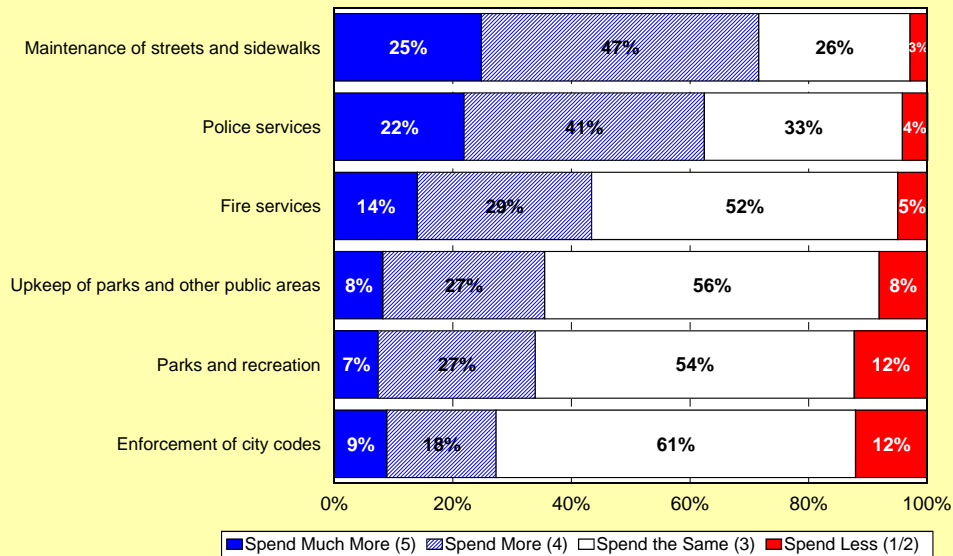
by percentage of respondents who selected the item as one of their top two choices



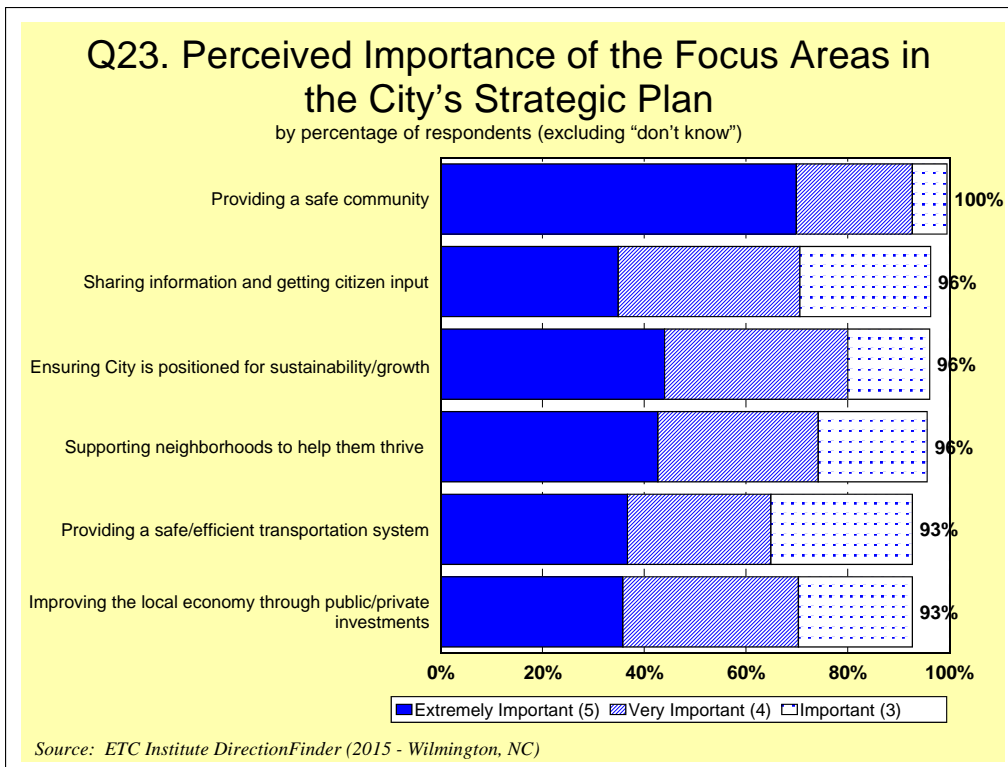
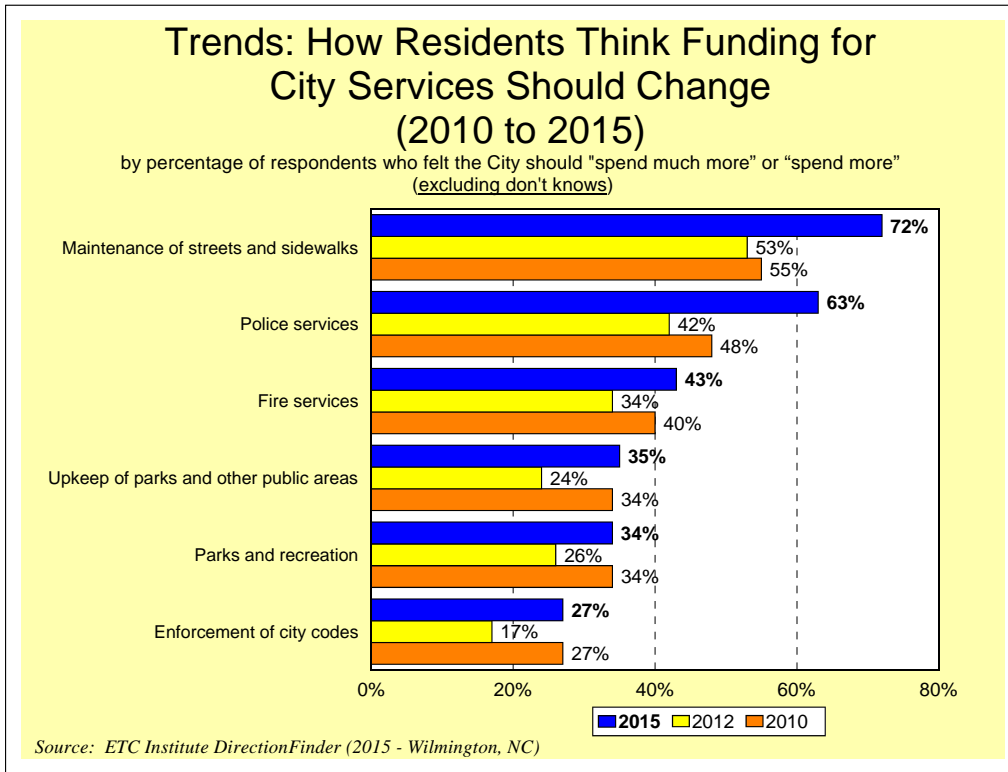
Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

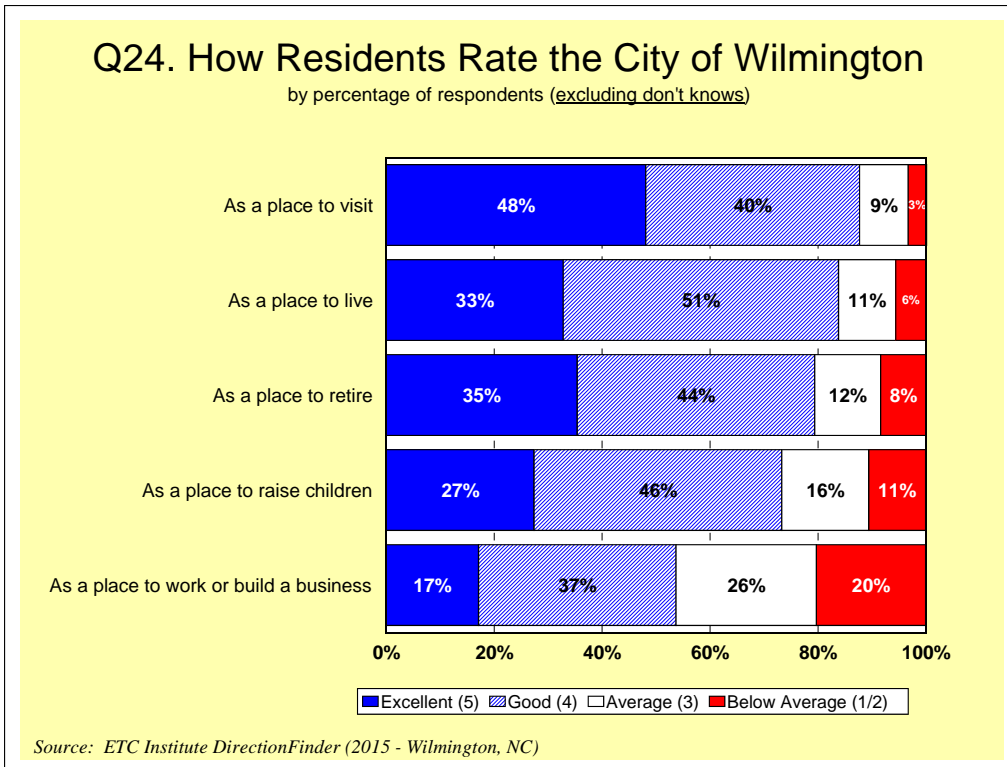
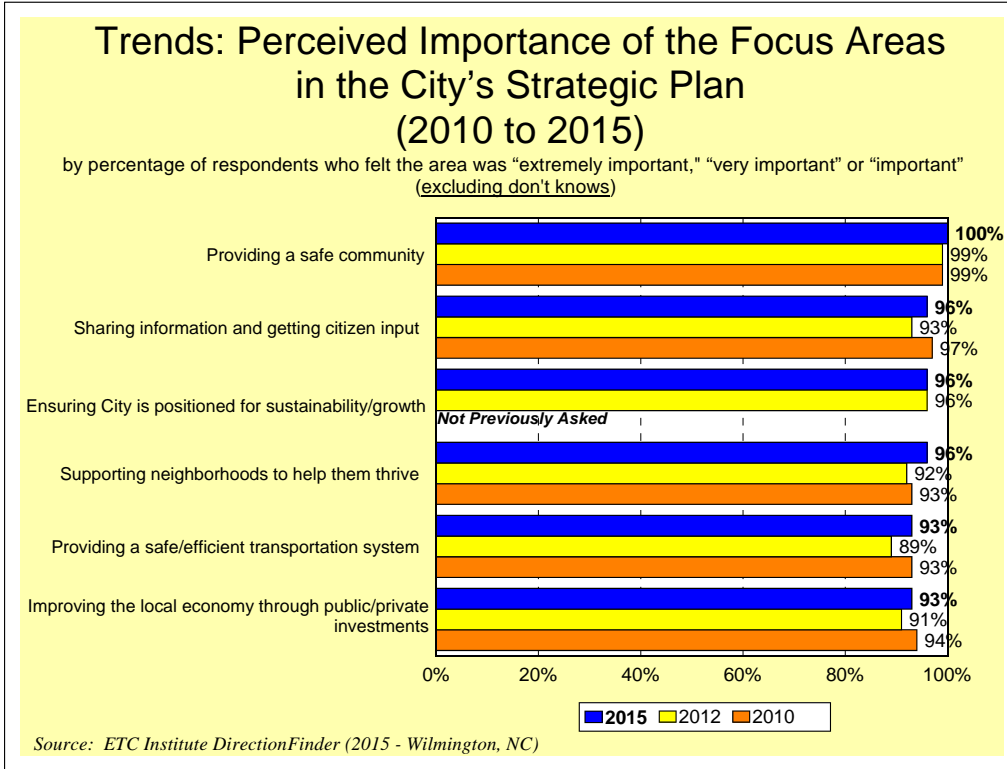
### Q22. How Residents Think Funding for City Services Should Change

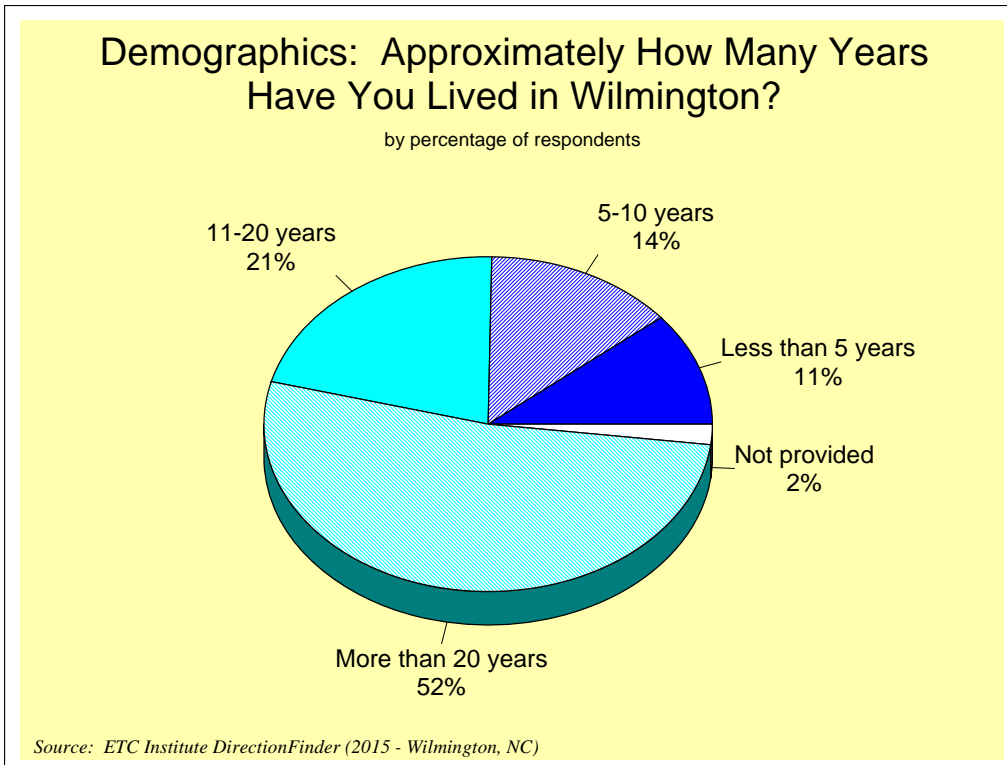
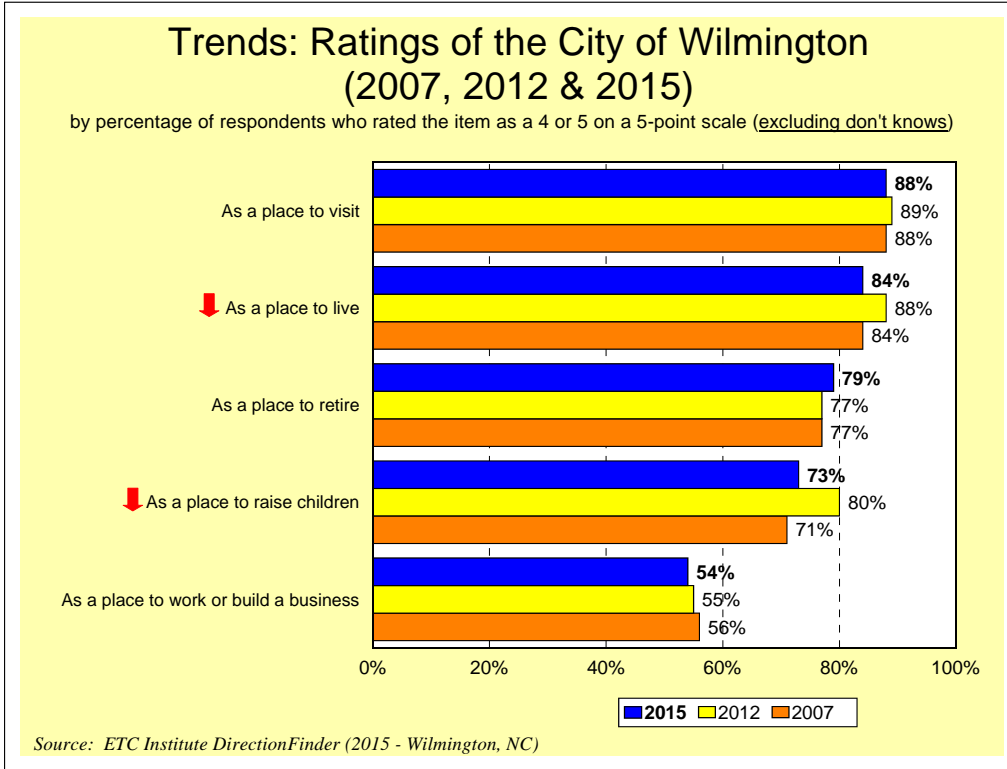
by percentage of respondents (excluding don't knows)

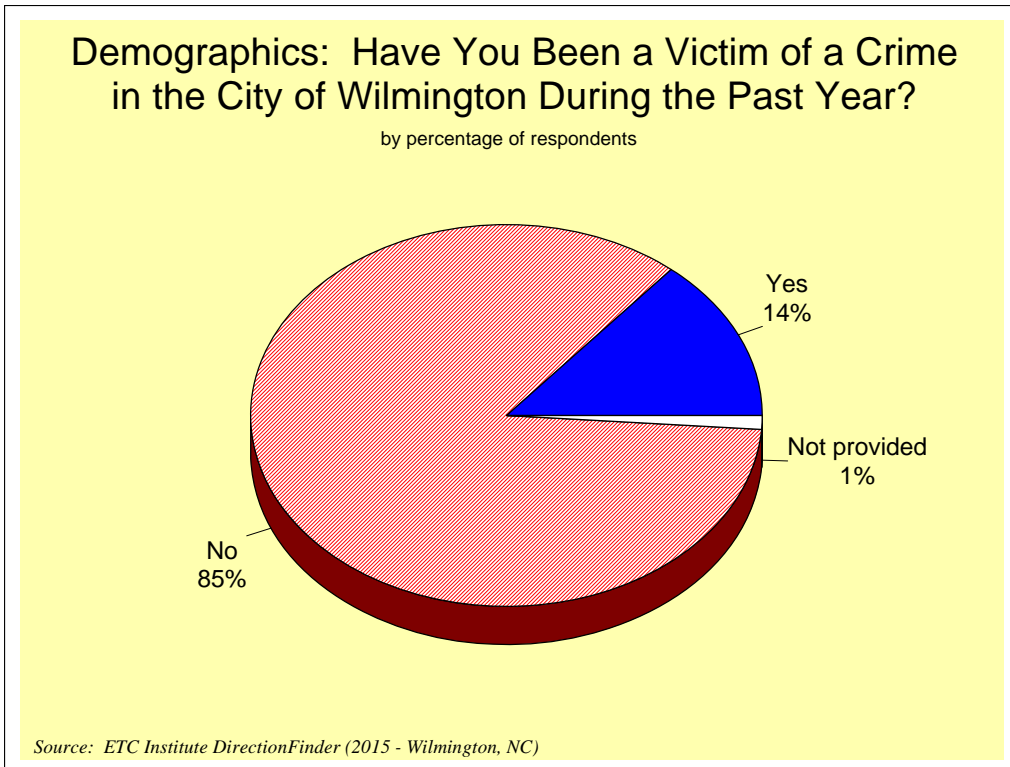
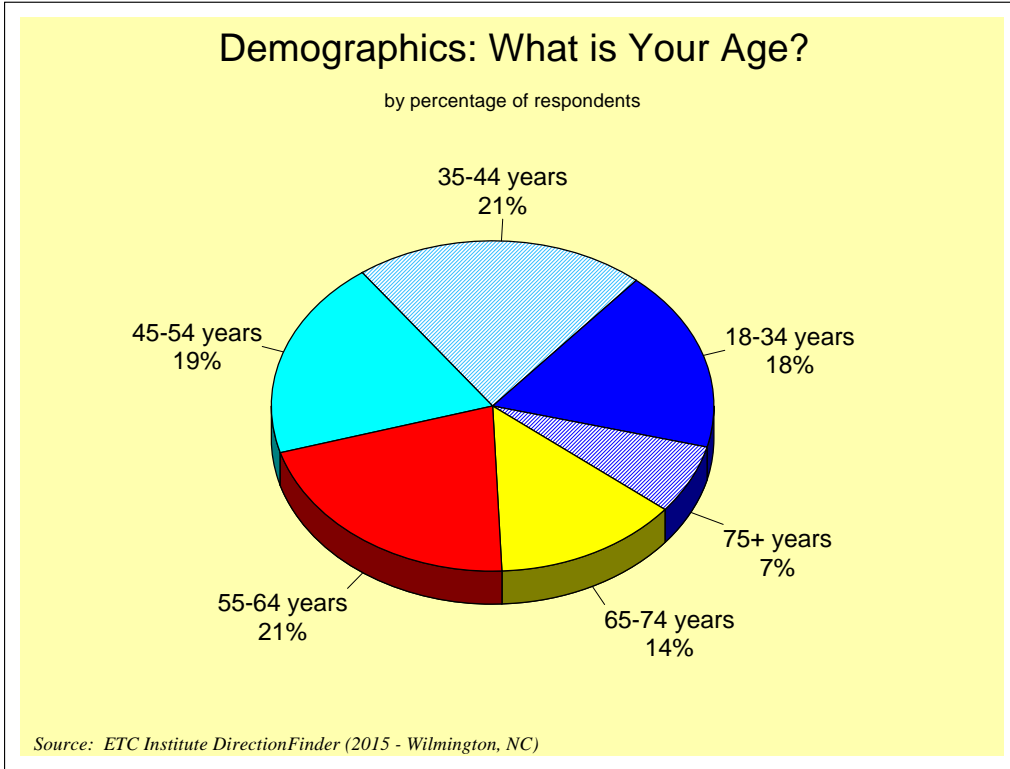


Source: ETC Institute DirectionFinder (2015 - Wilmington, NC)

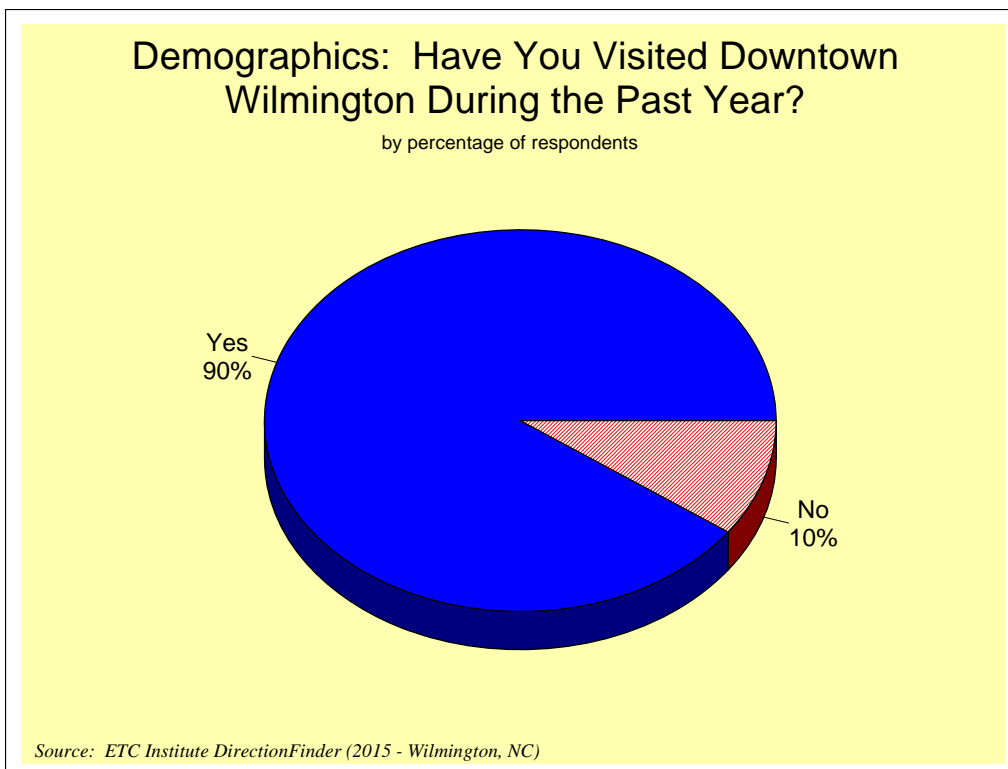
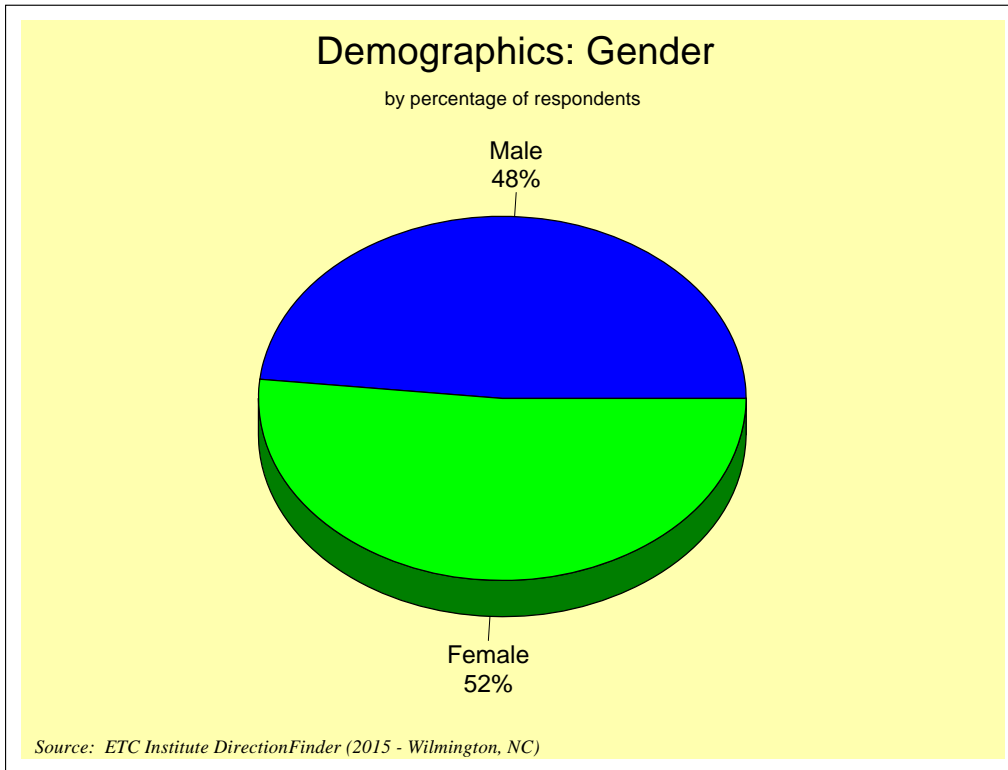


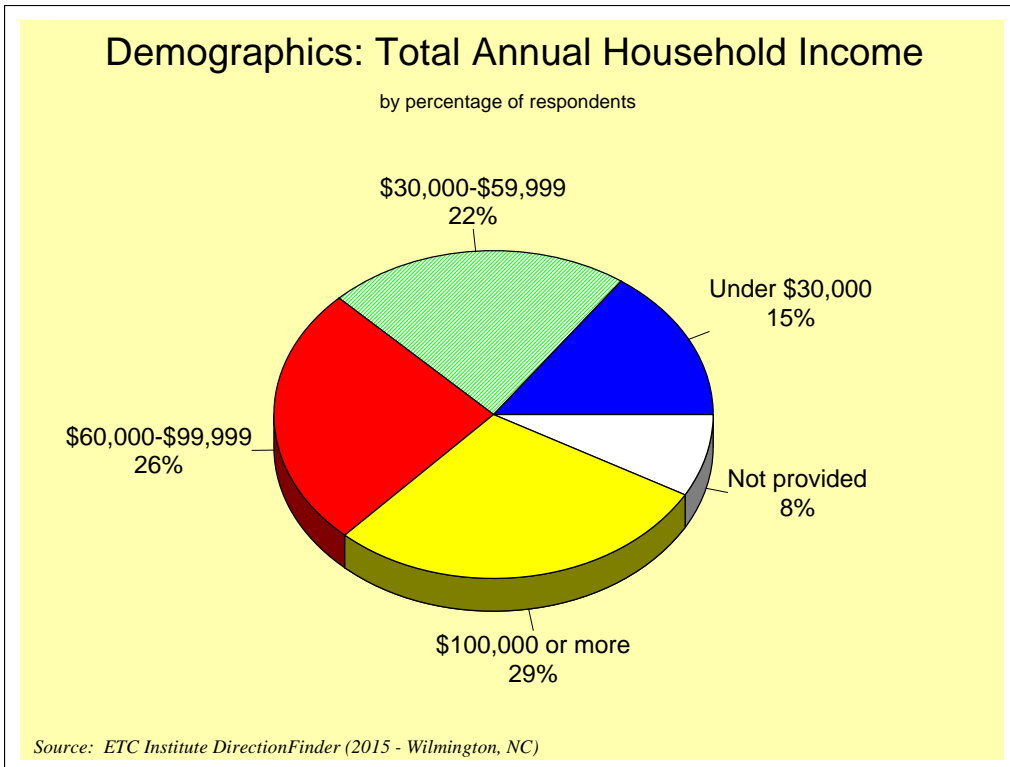
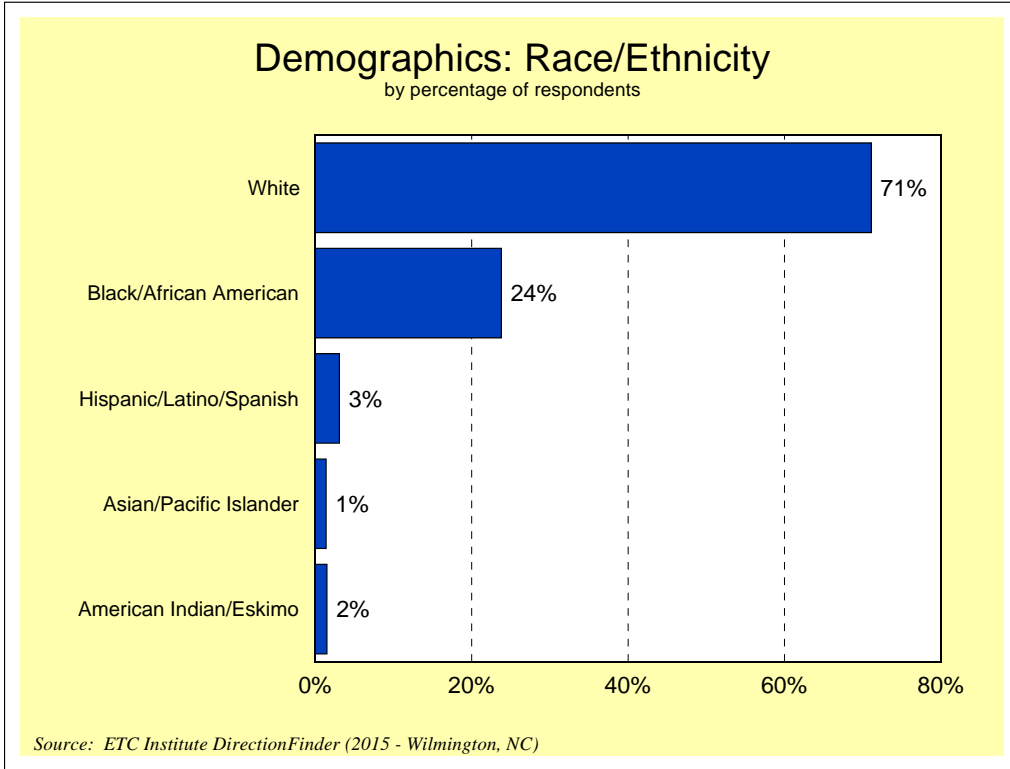












*Section 2:*  
***GIS Maps***

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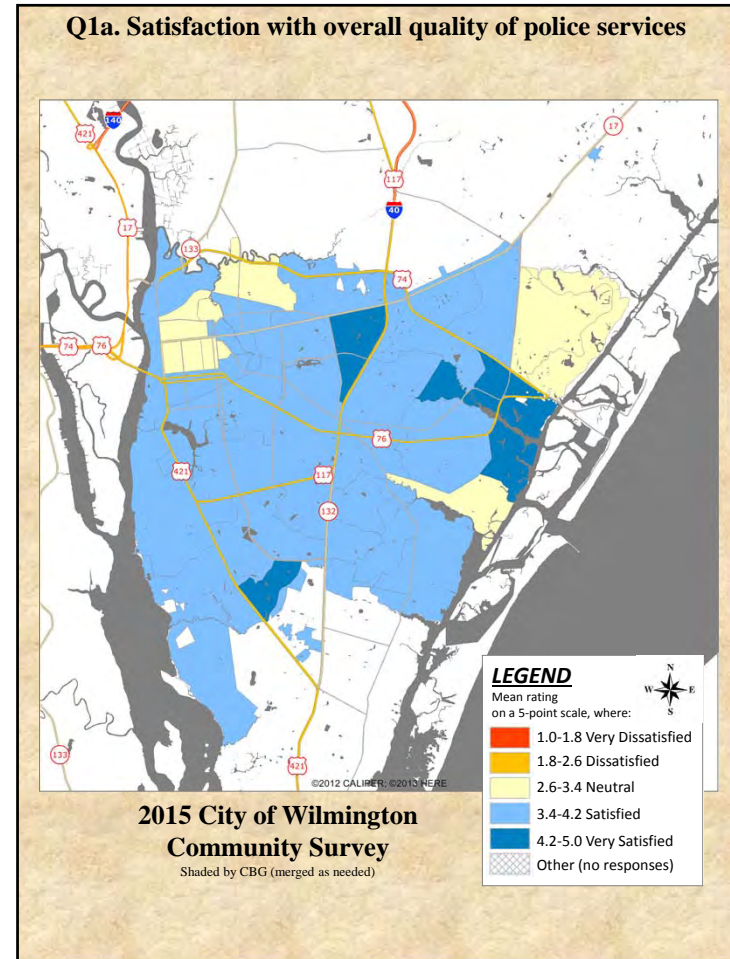
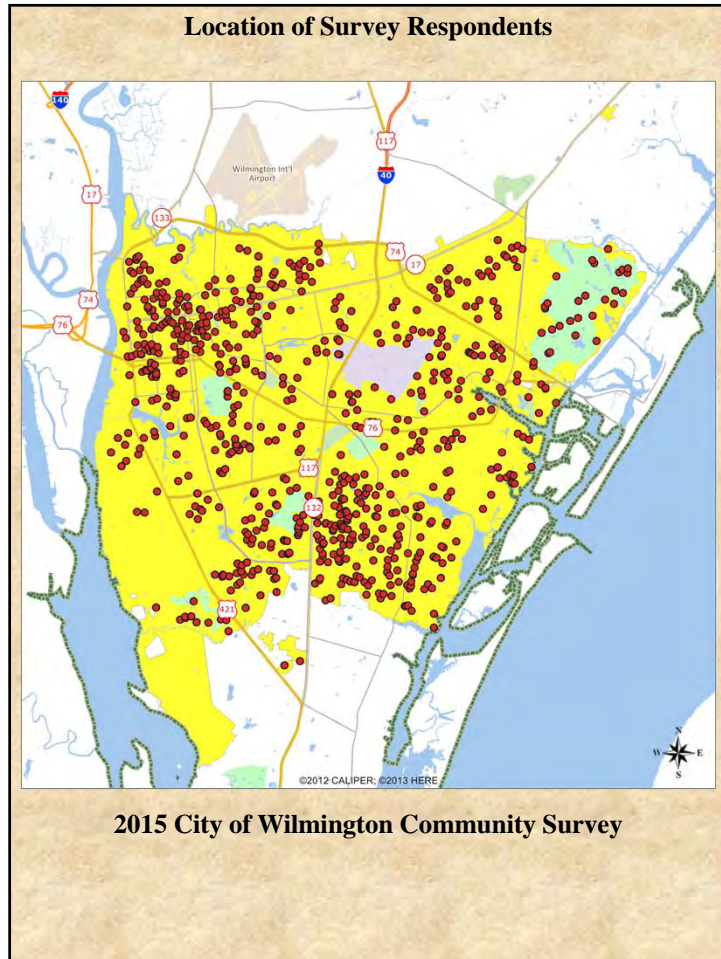
## Interpreting the Maps

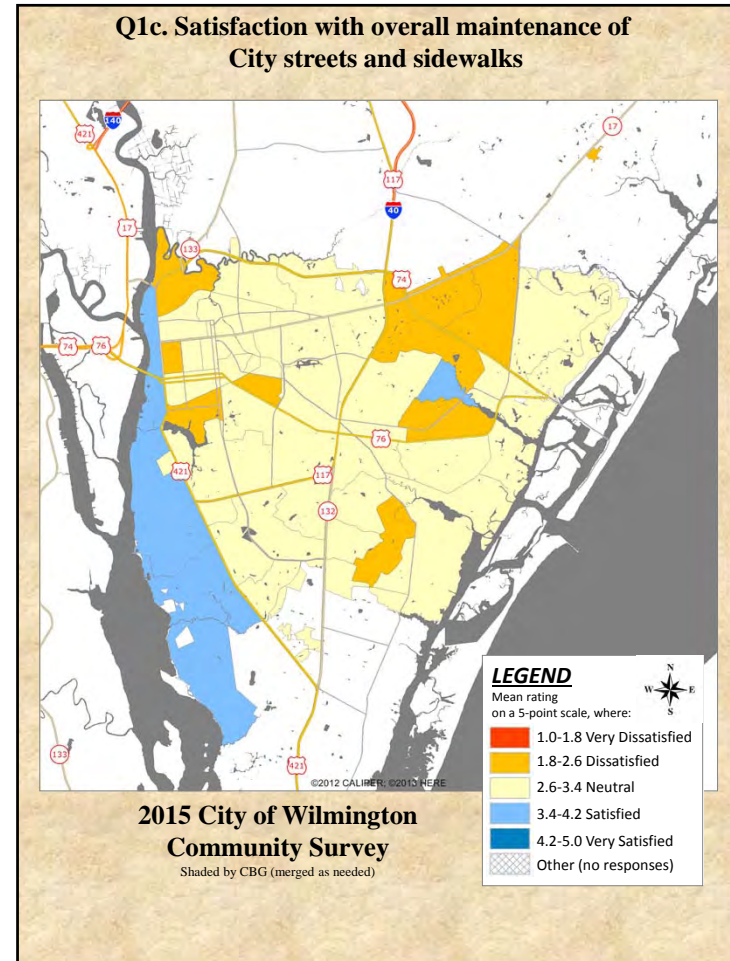
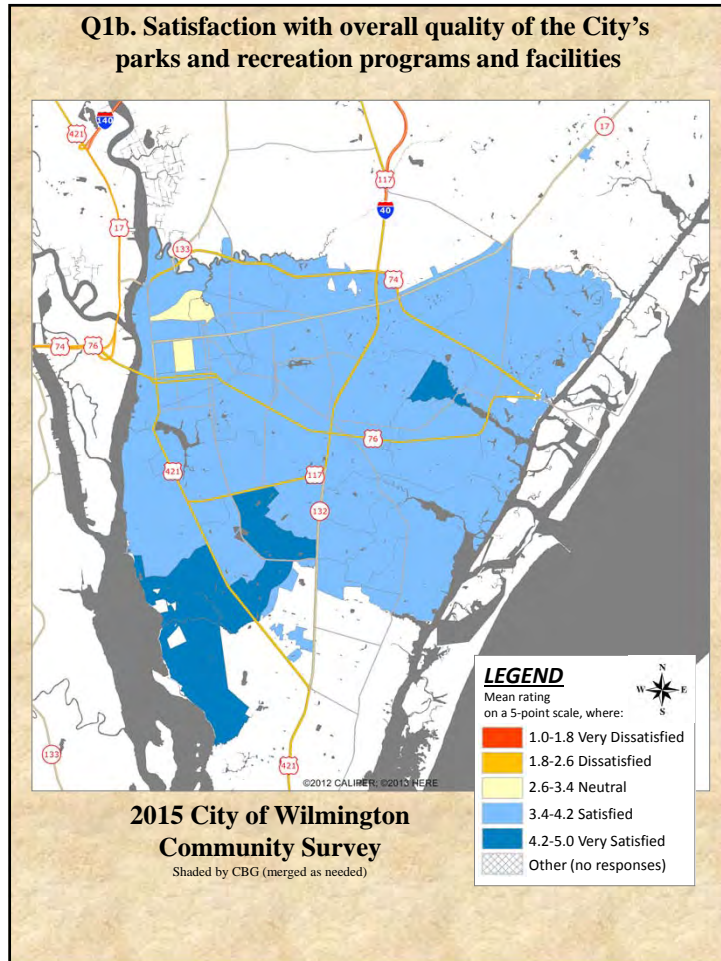
The maps on the following pages show the mean ratings for several questions by Census Block Group (CBG) within the City of Wilmington.

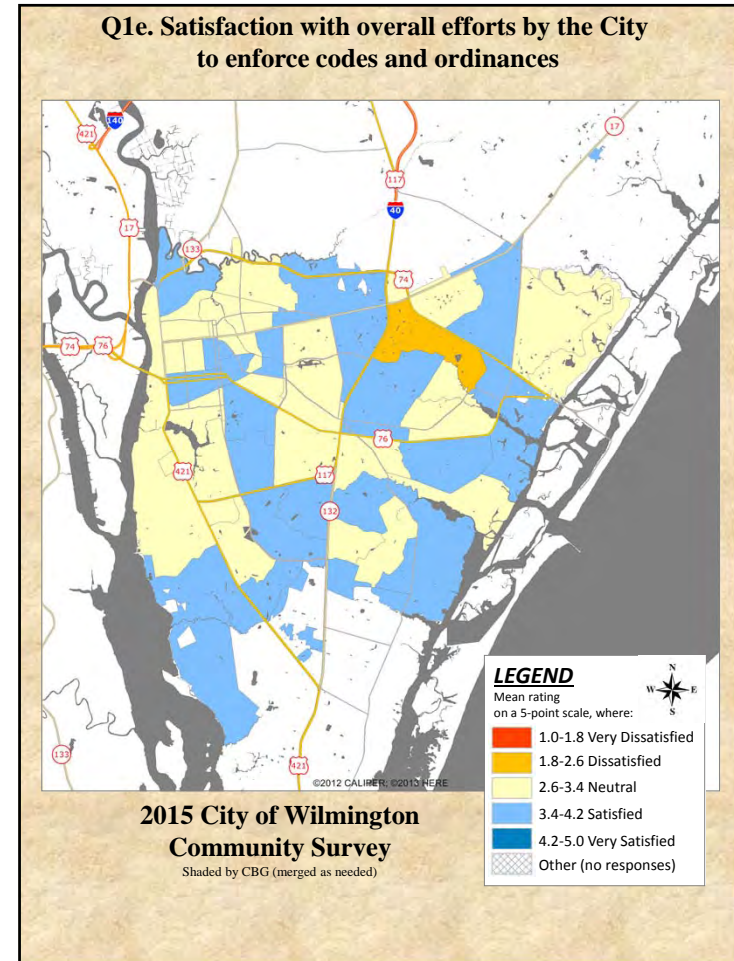
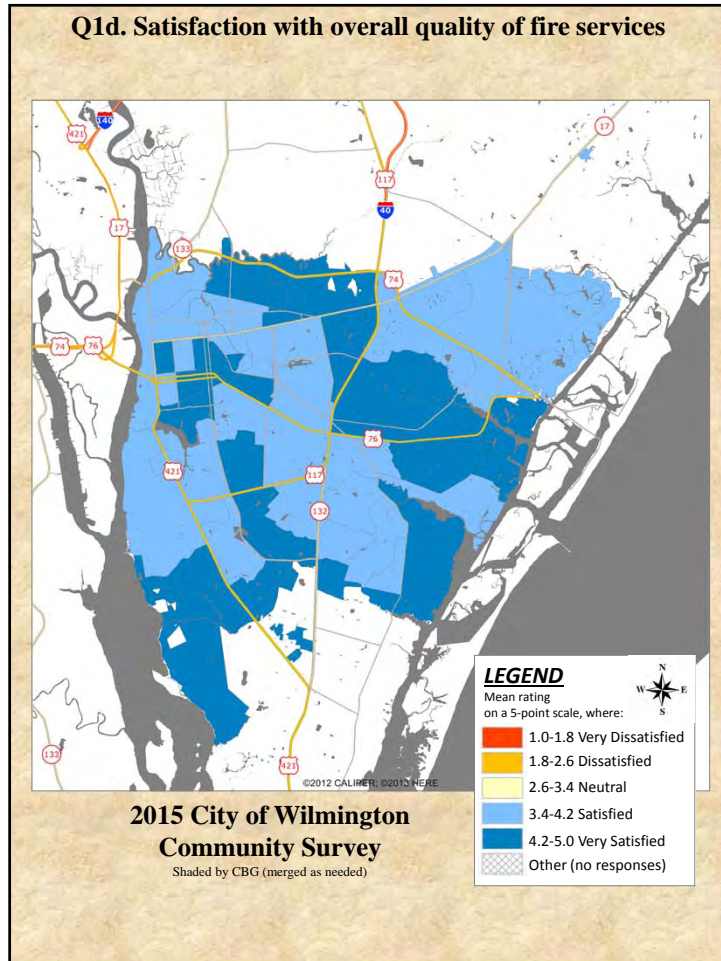
If all areas on a map are the same color, then most residents in the City generally feel the same about that issue.

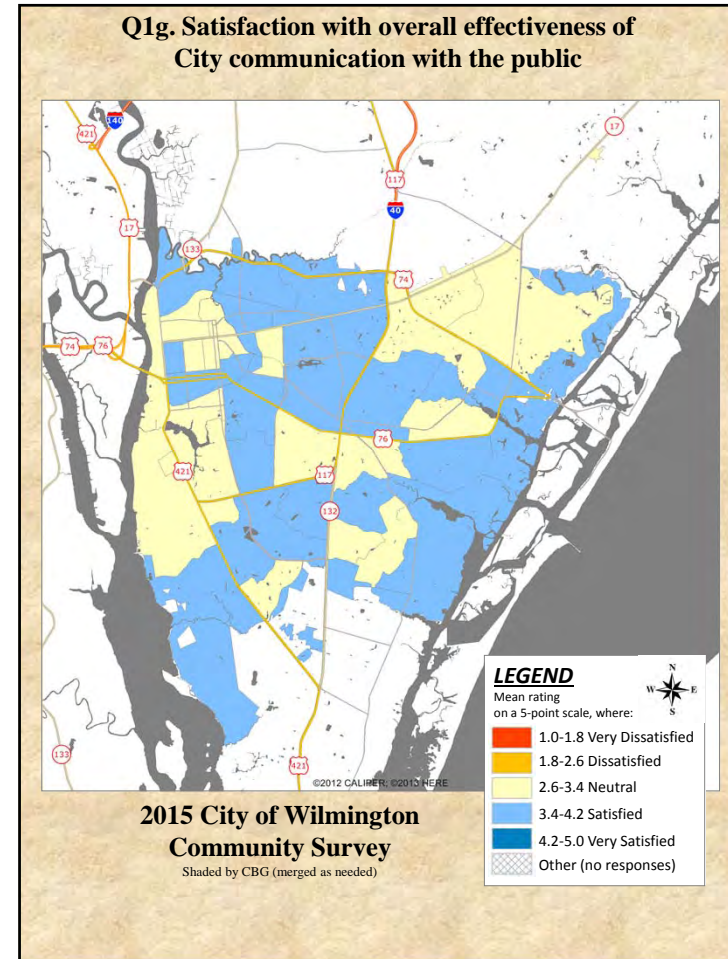
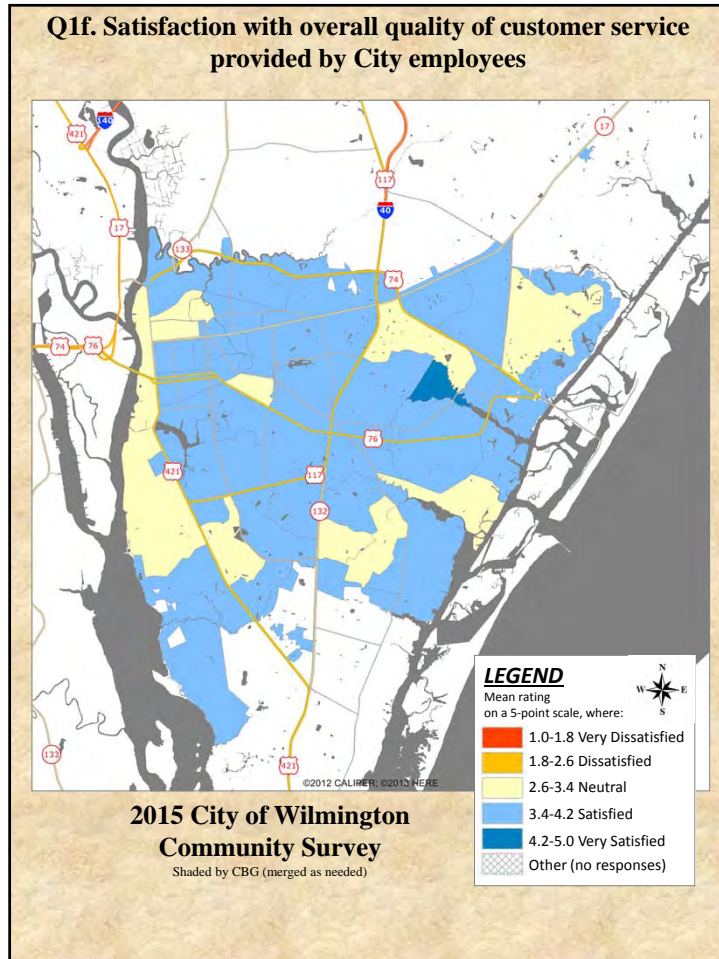
When reading the maps, please use the following color scheme as a guide:

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

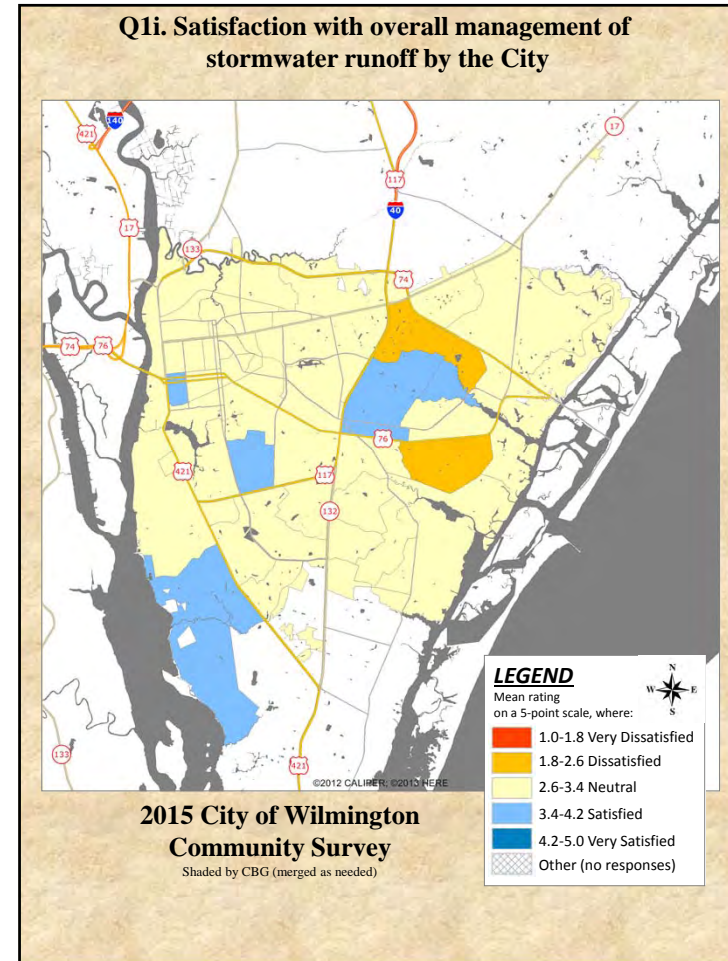
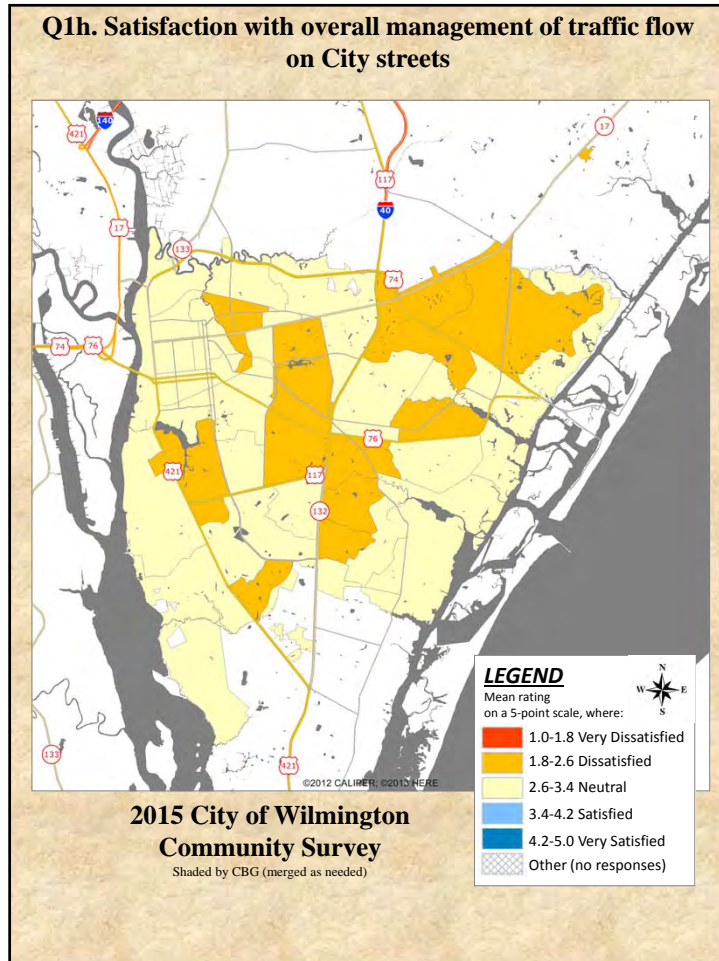


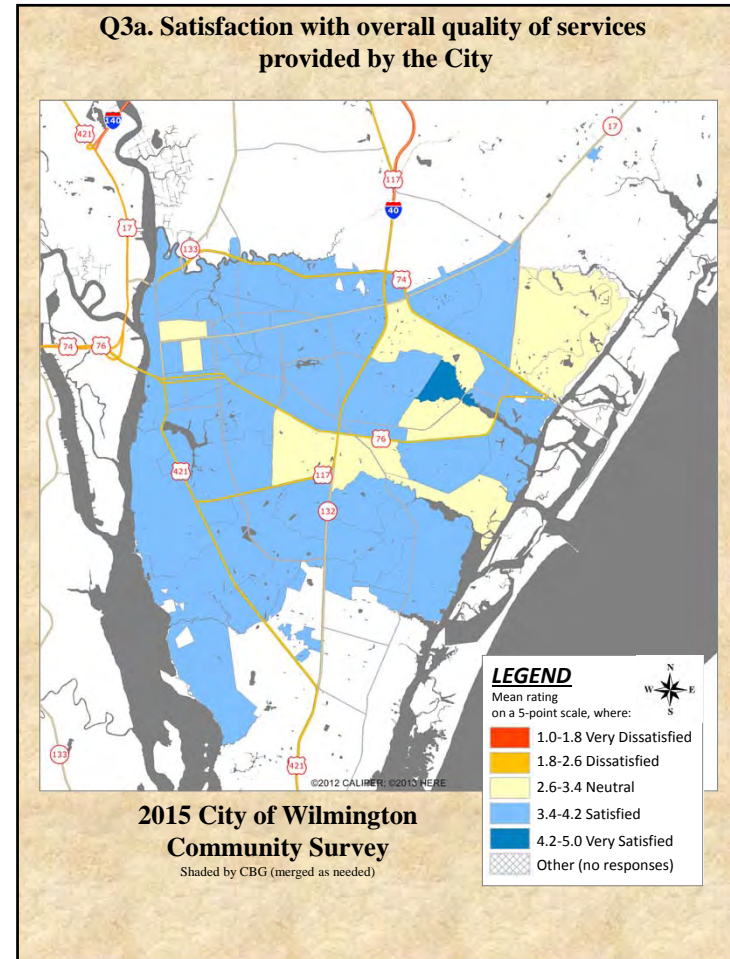
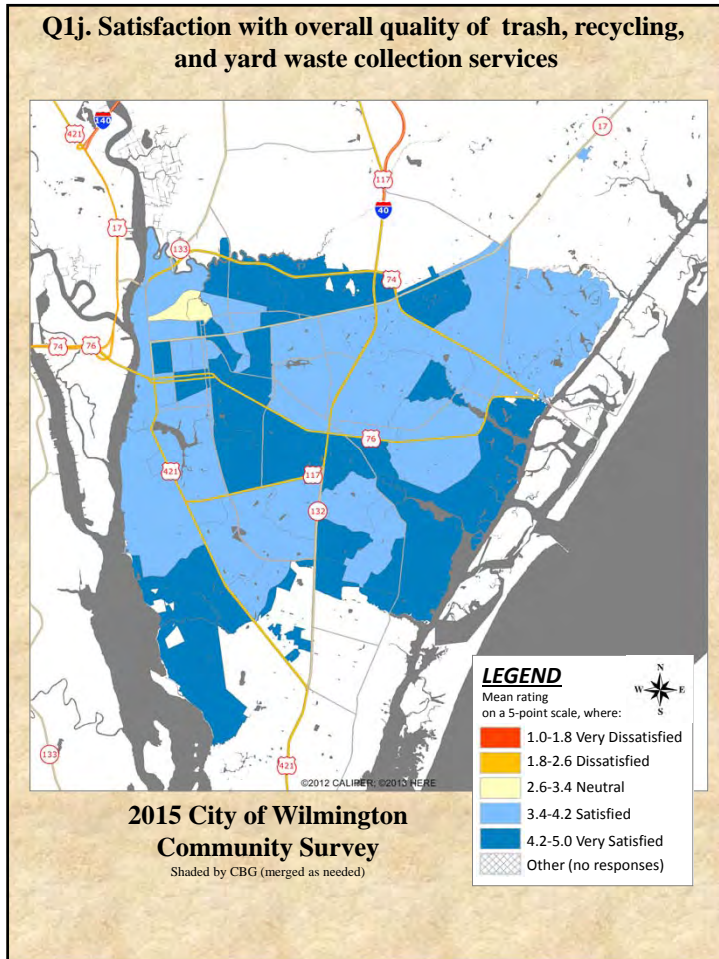


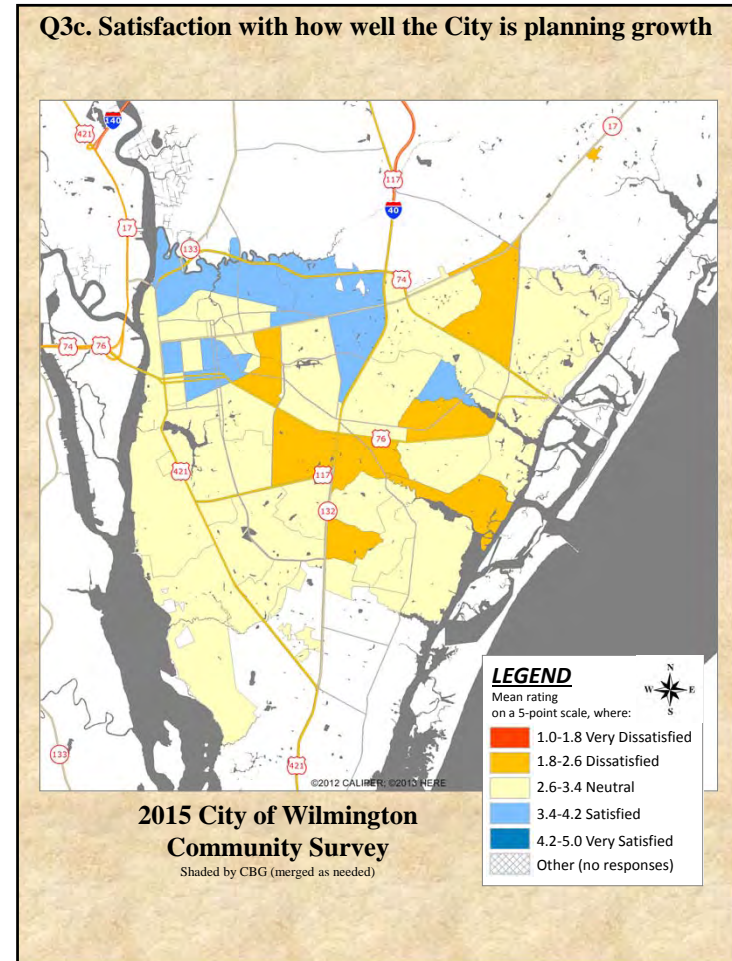
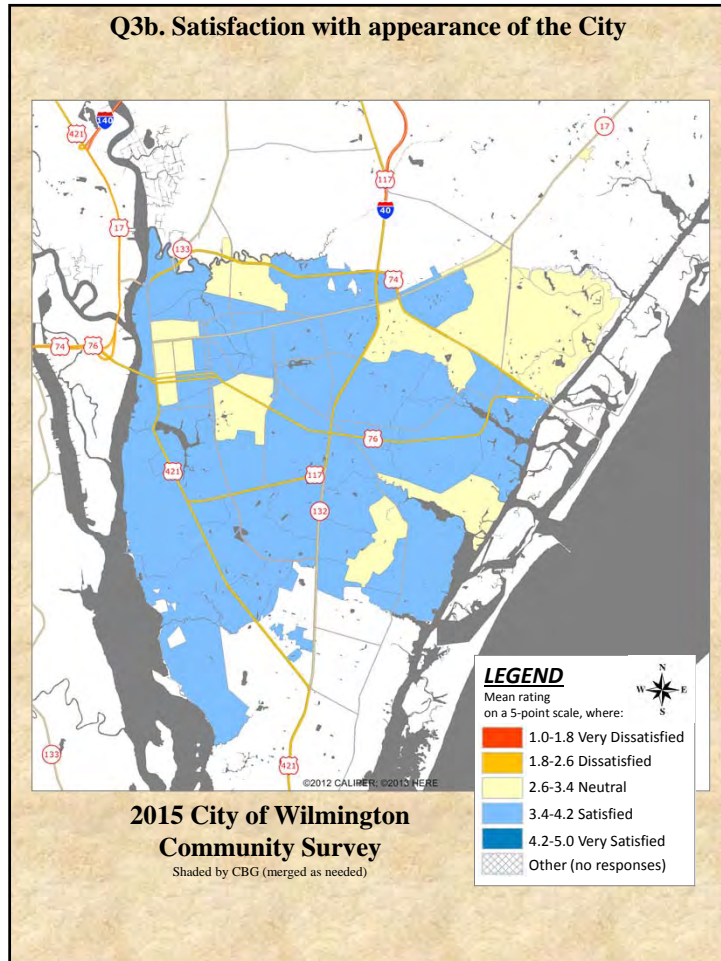




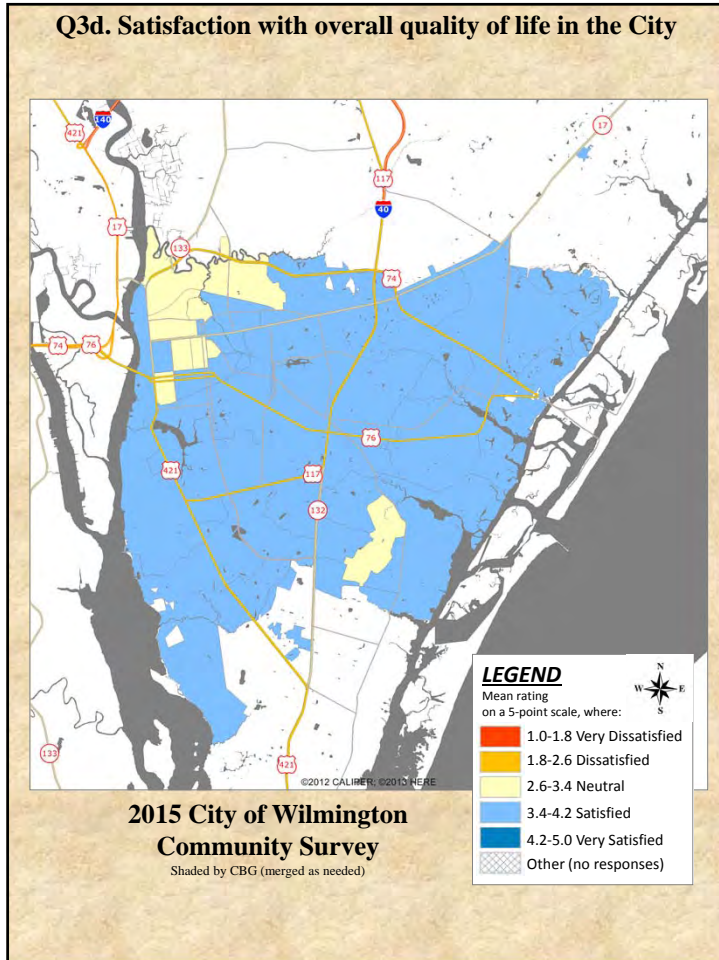




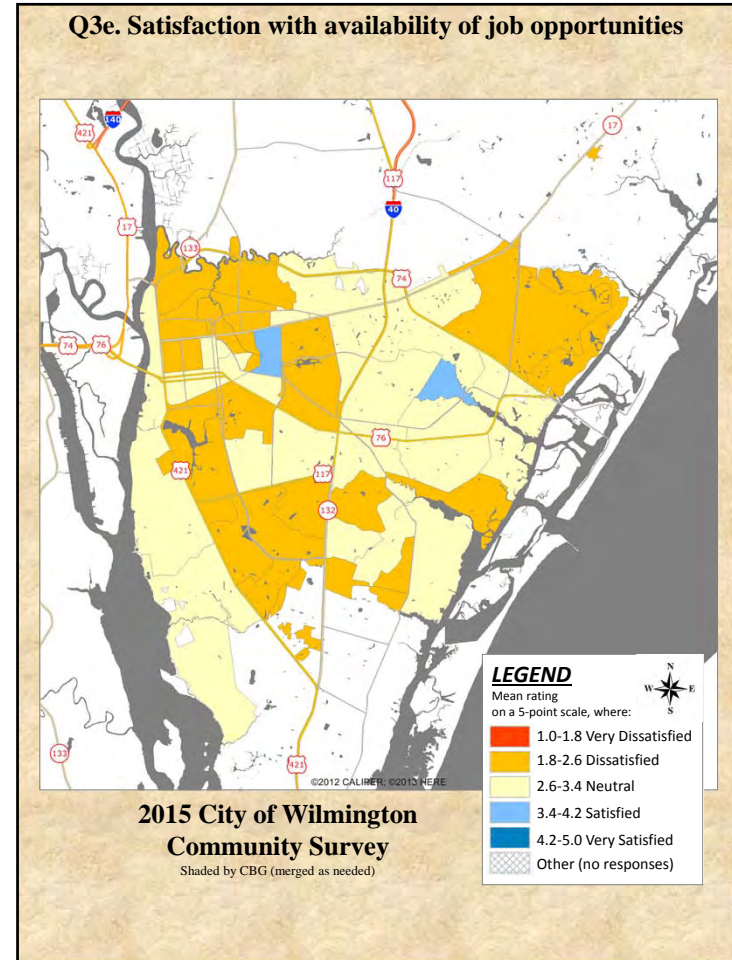


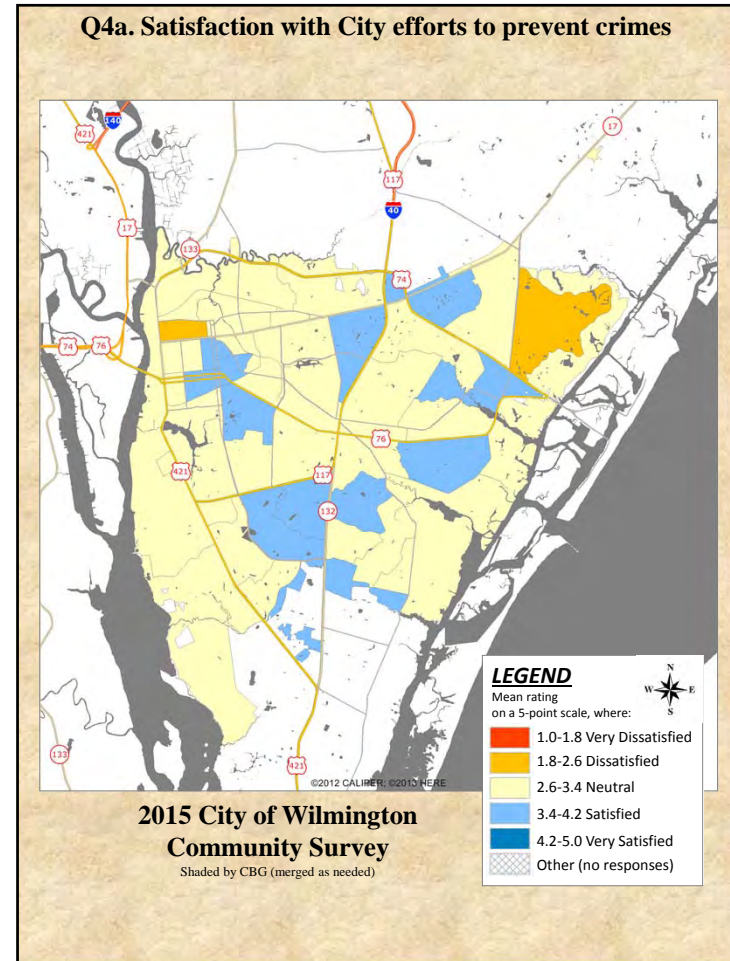
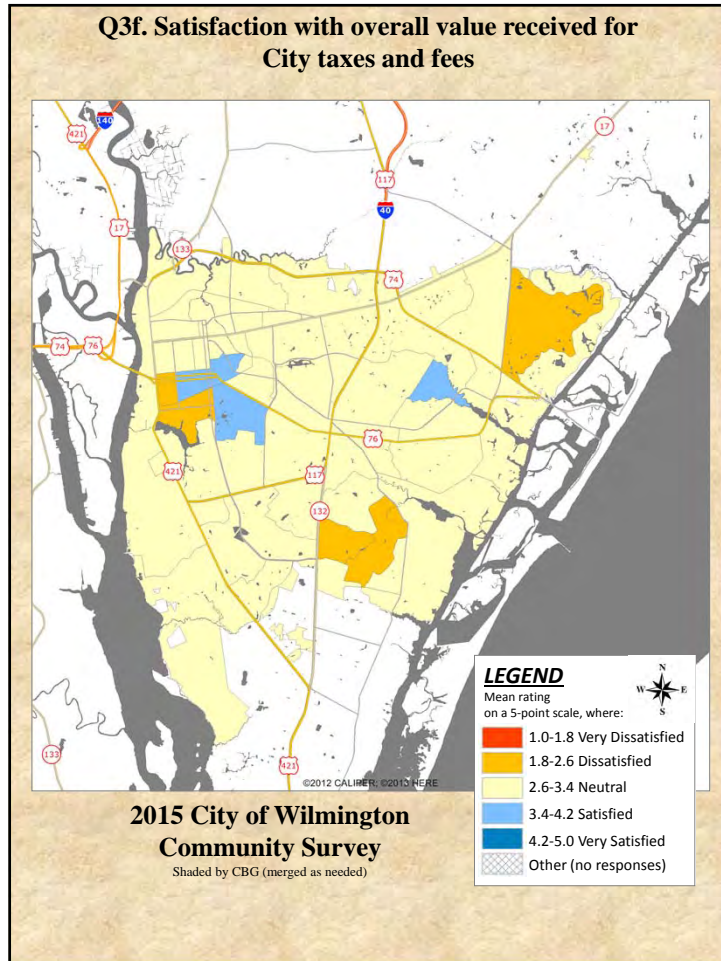


**Q3d. Satisfaction with overall quality of life in the City**

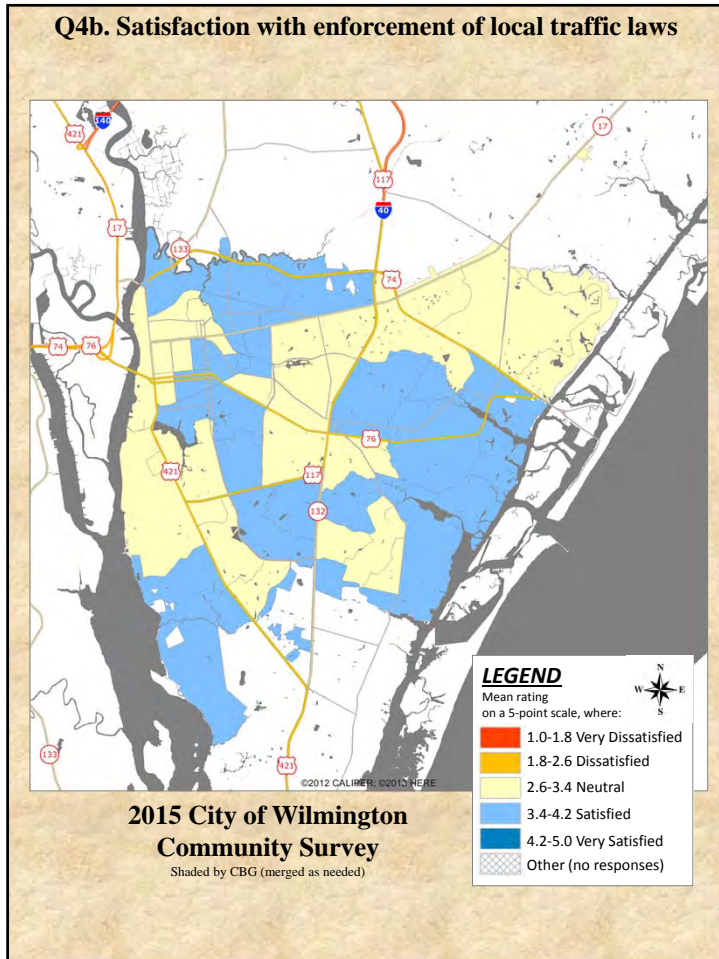


**Q3e. Satisfaction with availability of job opportunities**

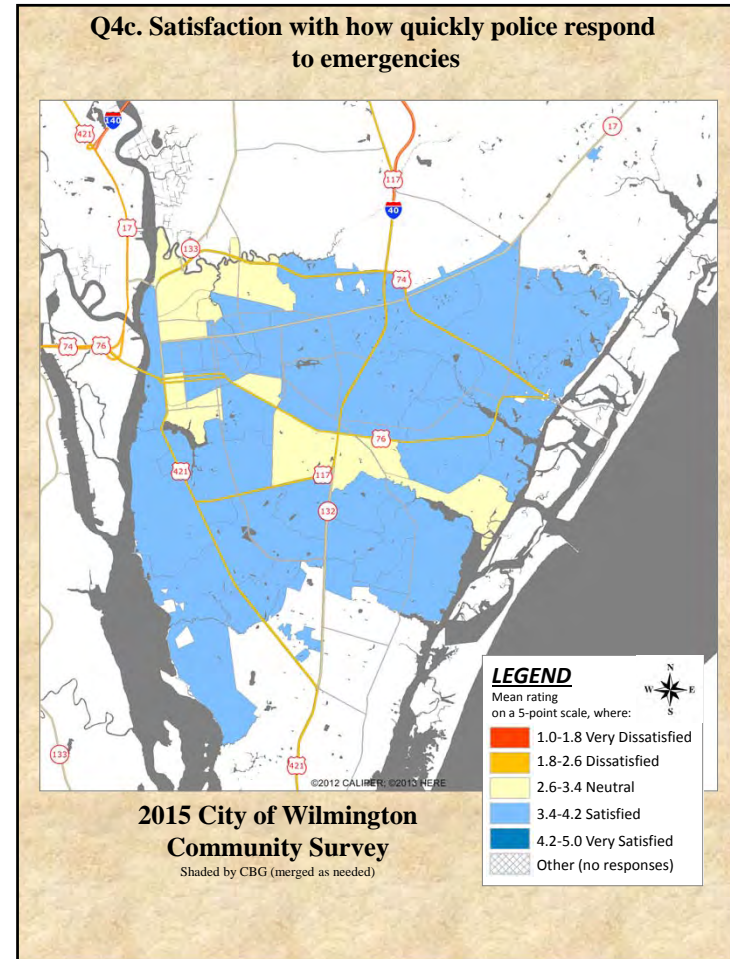


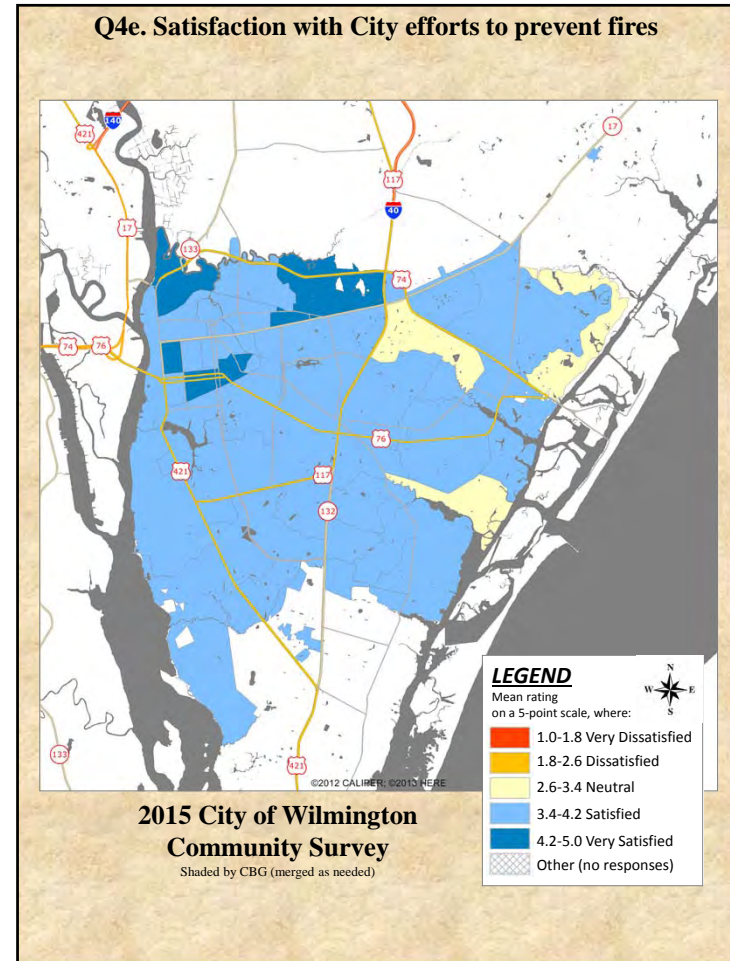
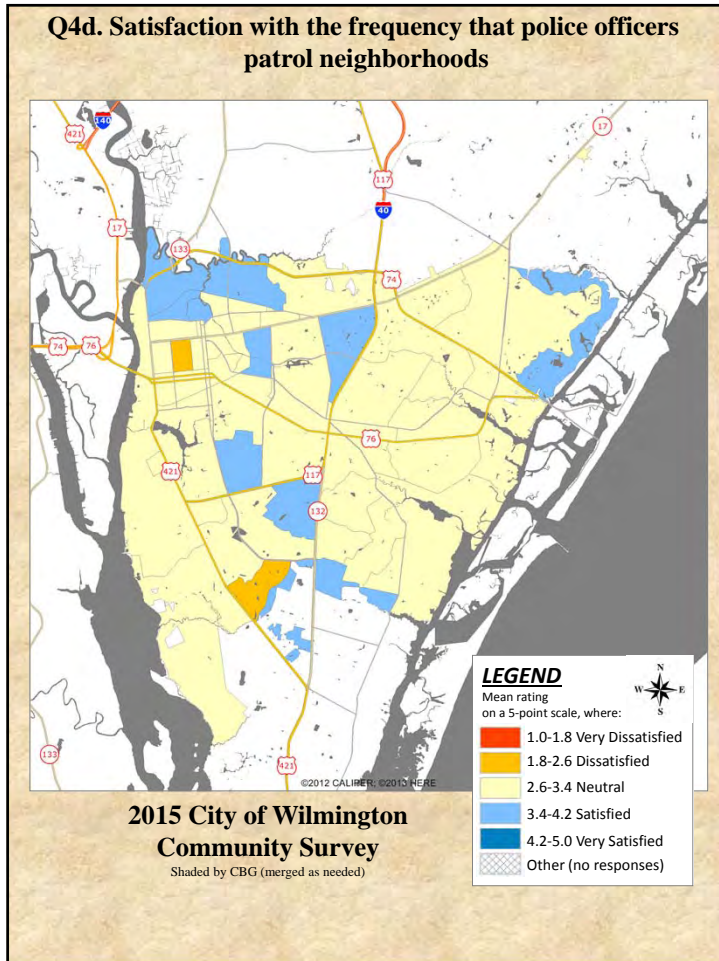


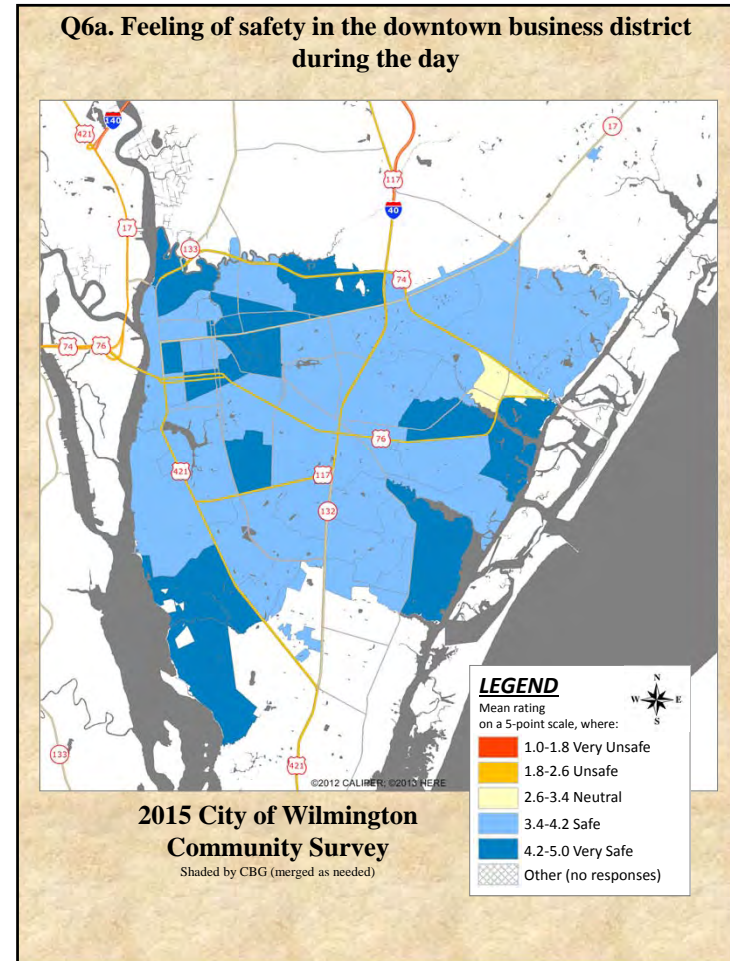
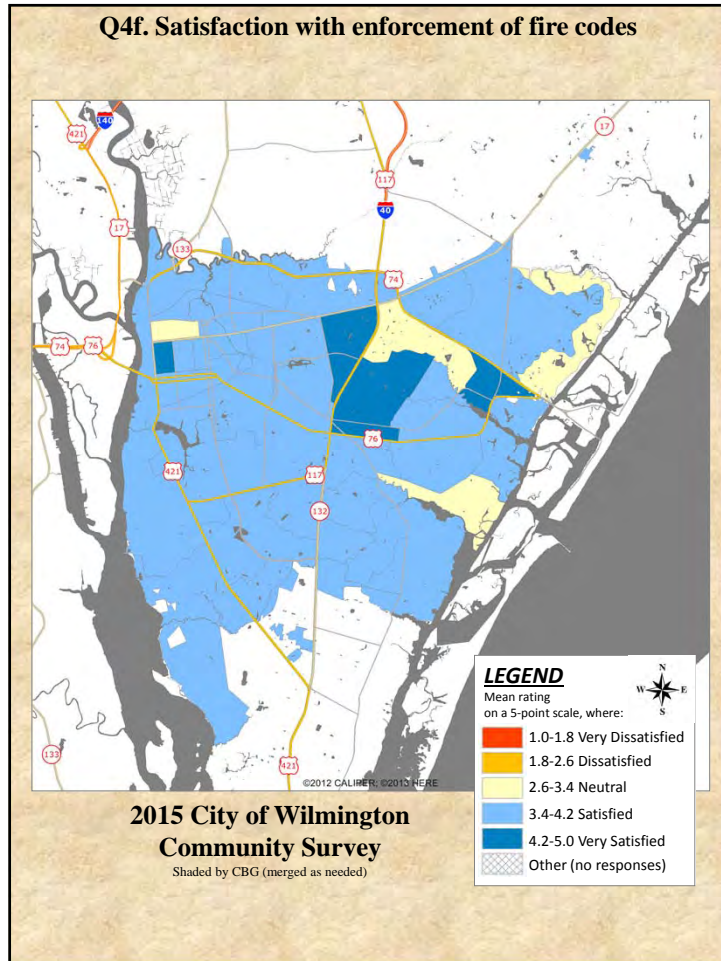
**Q4b. Satisfaction with enforcement of local traffic laws**



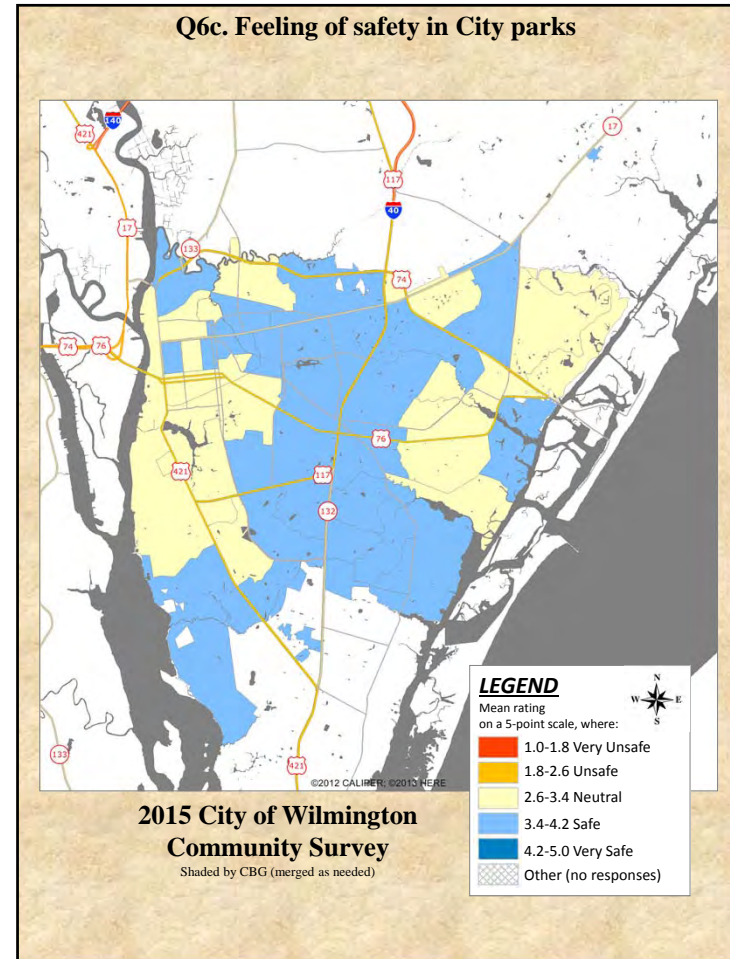
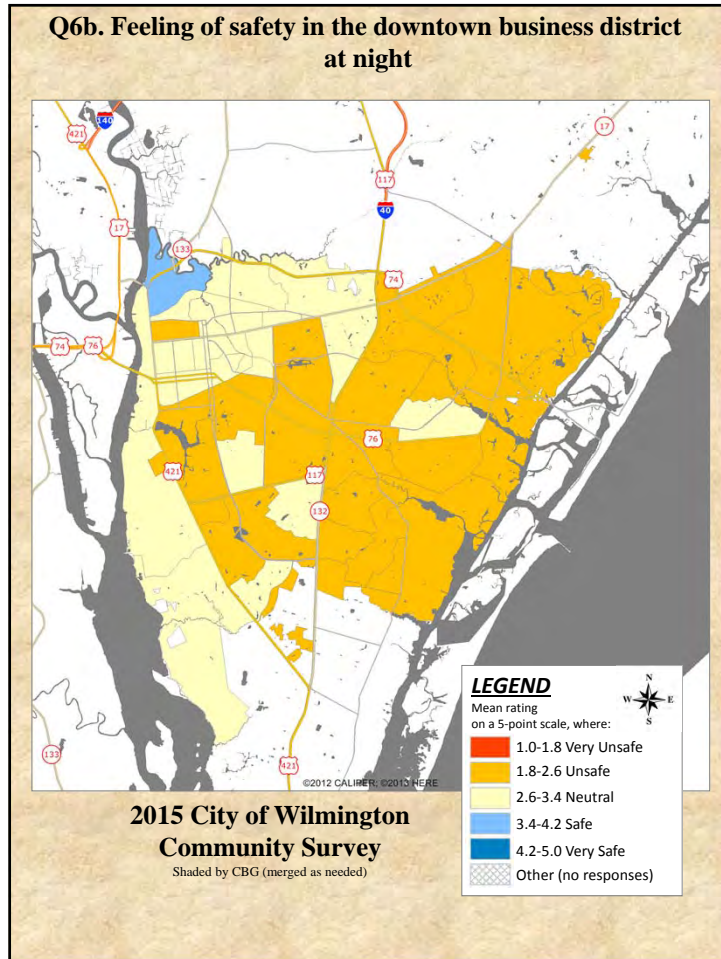
**Q4c. Satisfaction with how quickly police respond to emergencies**

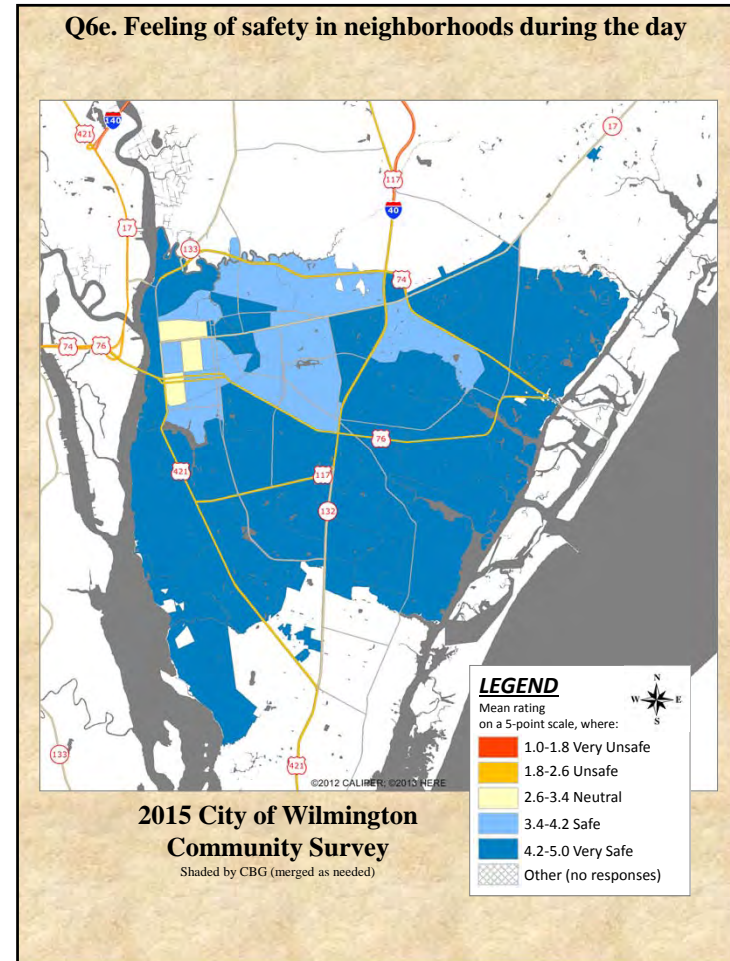
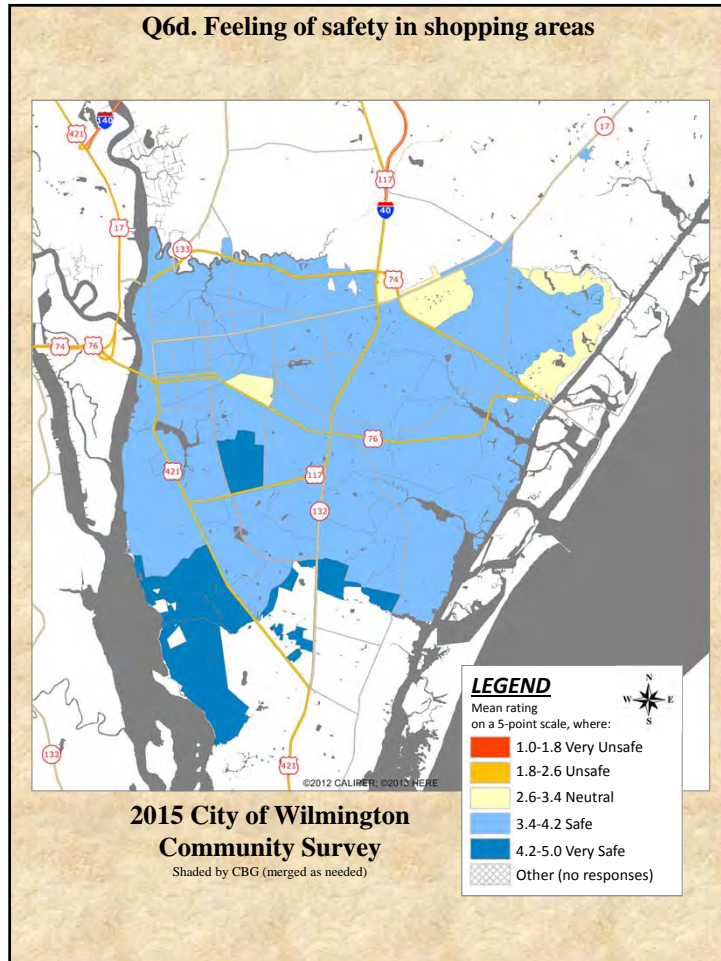


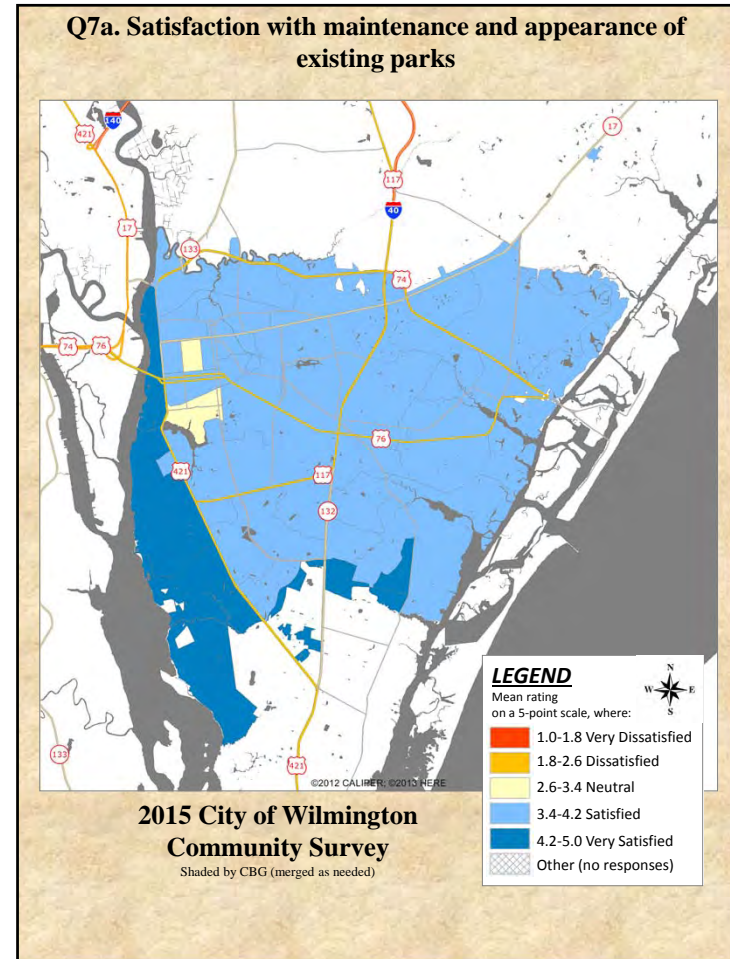
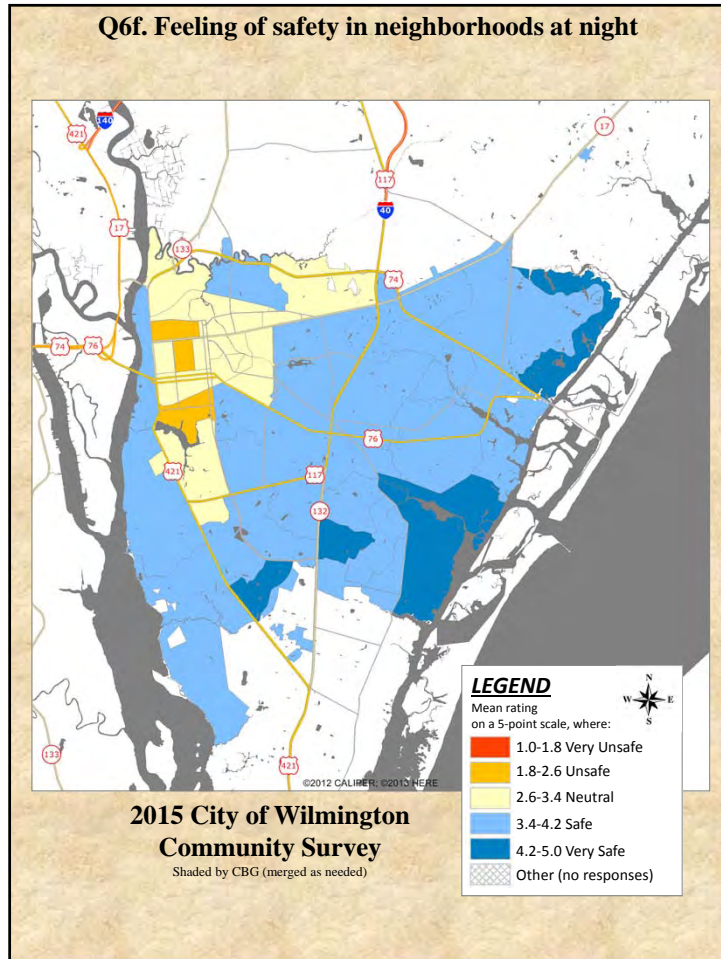


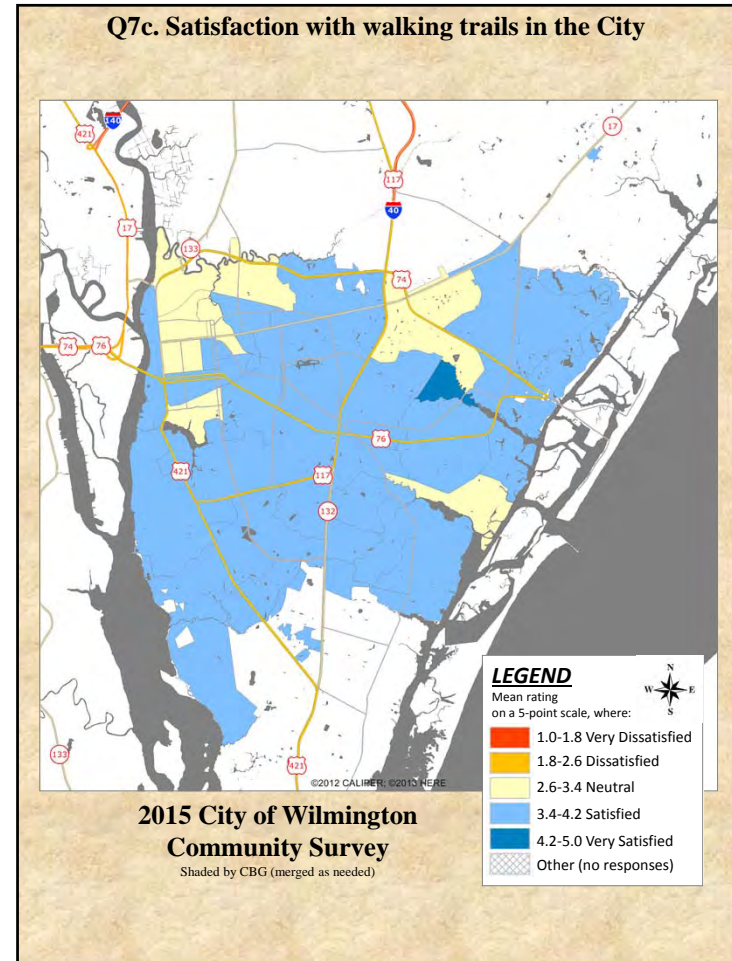
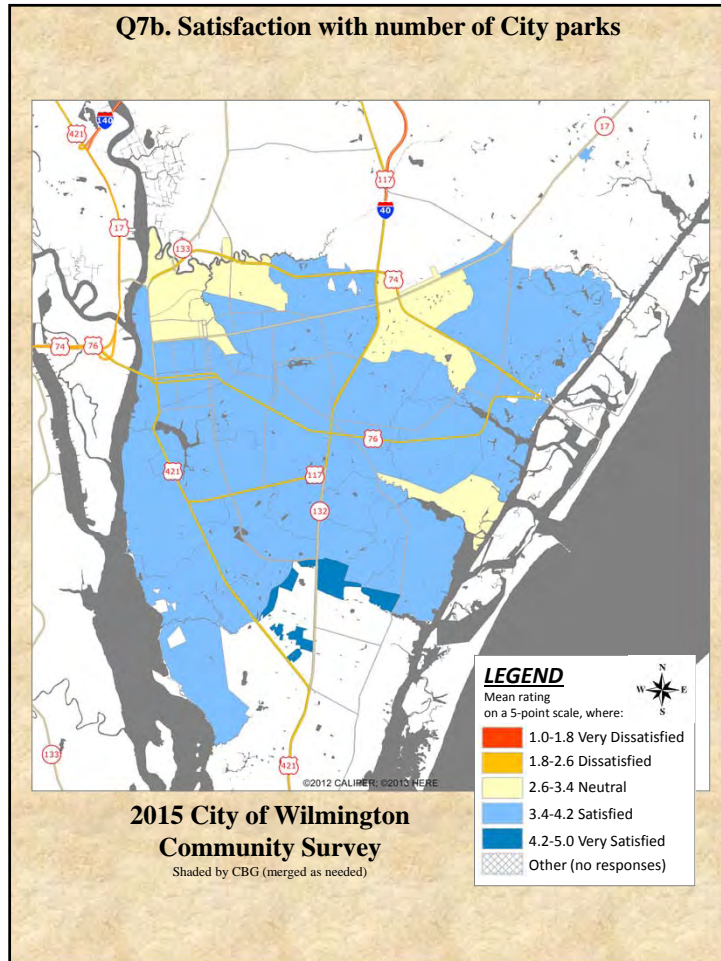


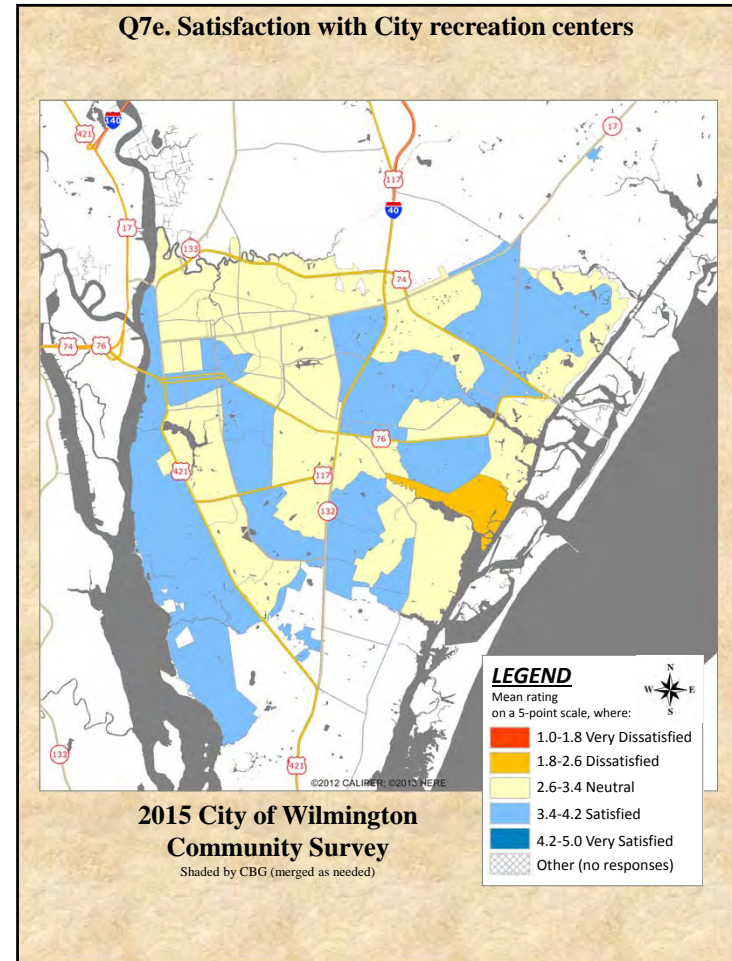
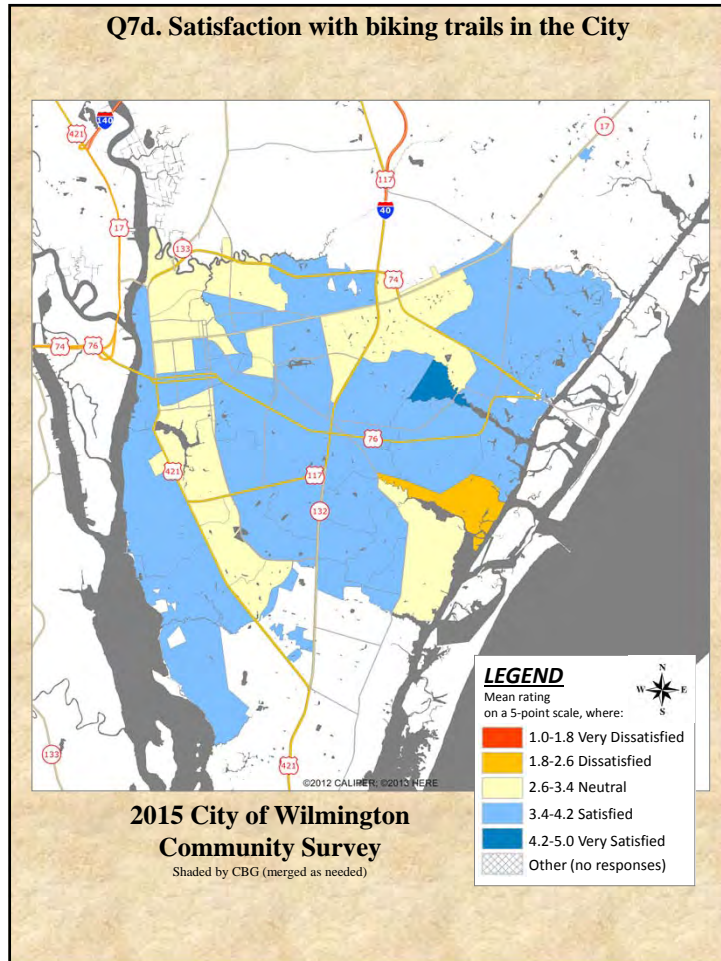


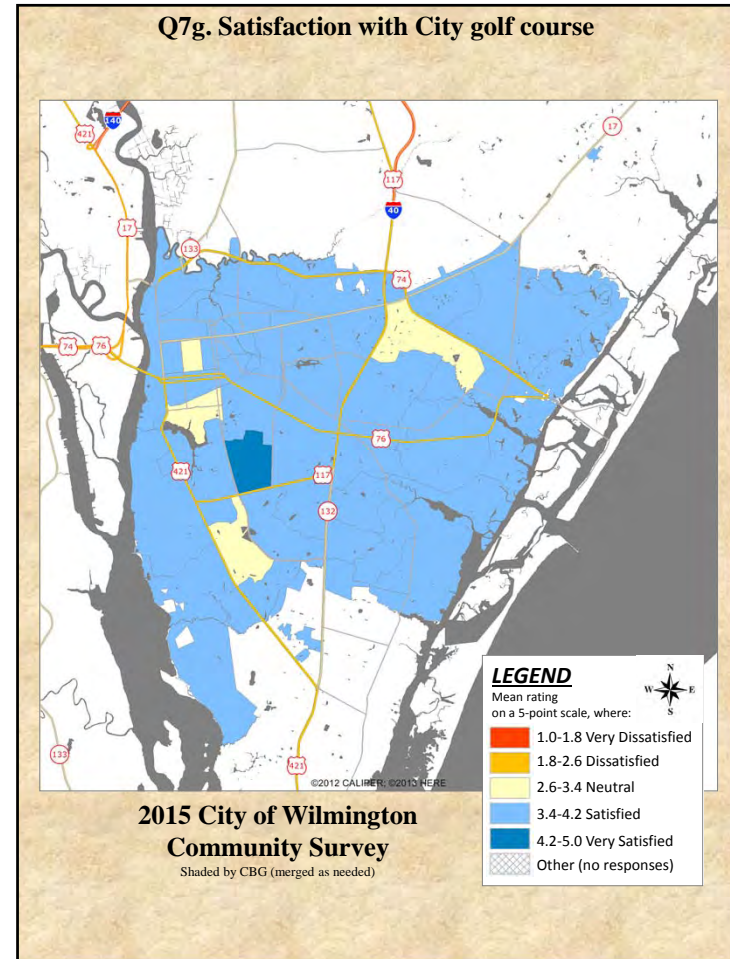
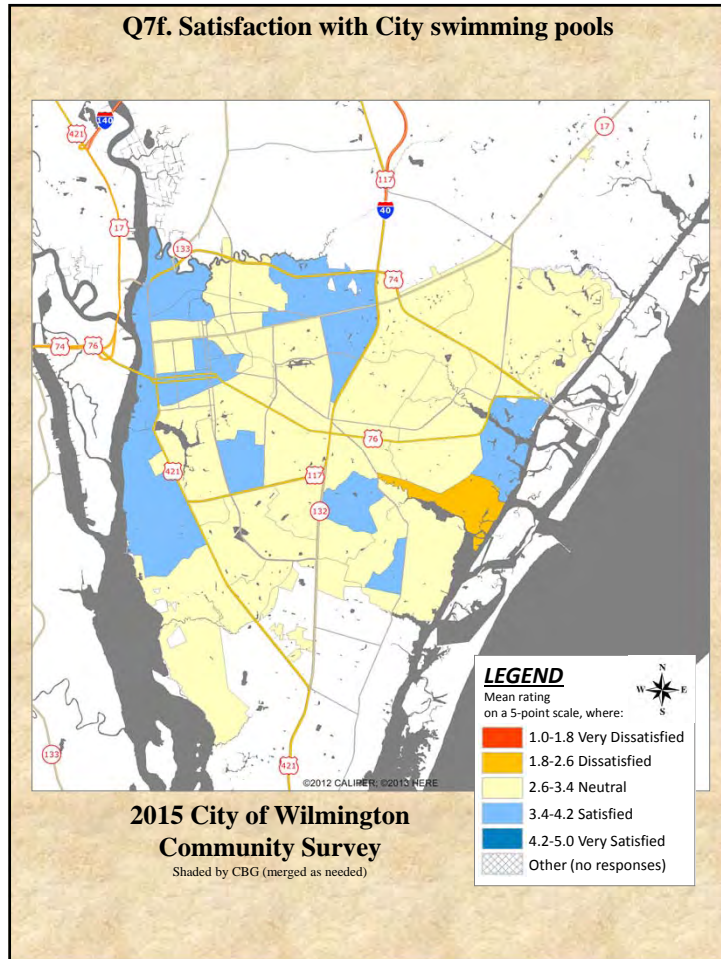




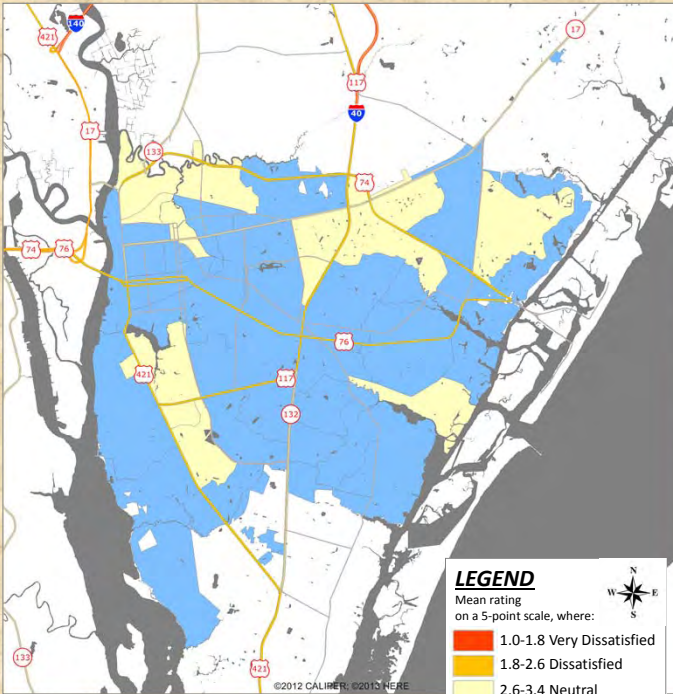






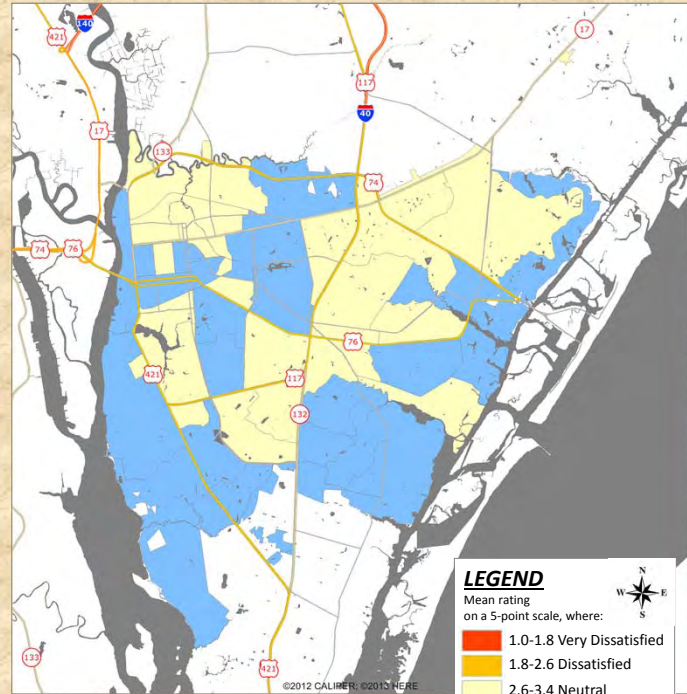


**Q7h. Satisfaction with quality of outdoor athletic facilities**



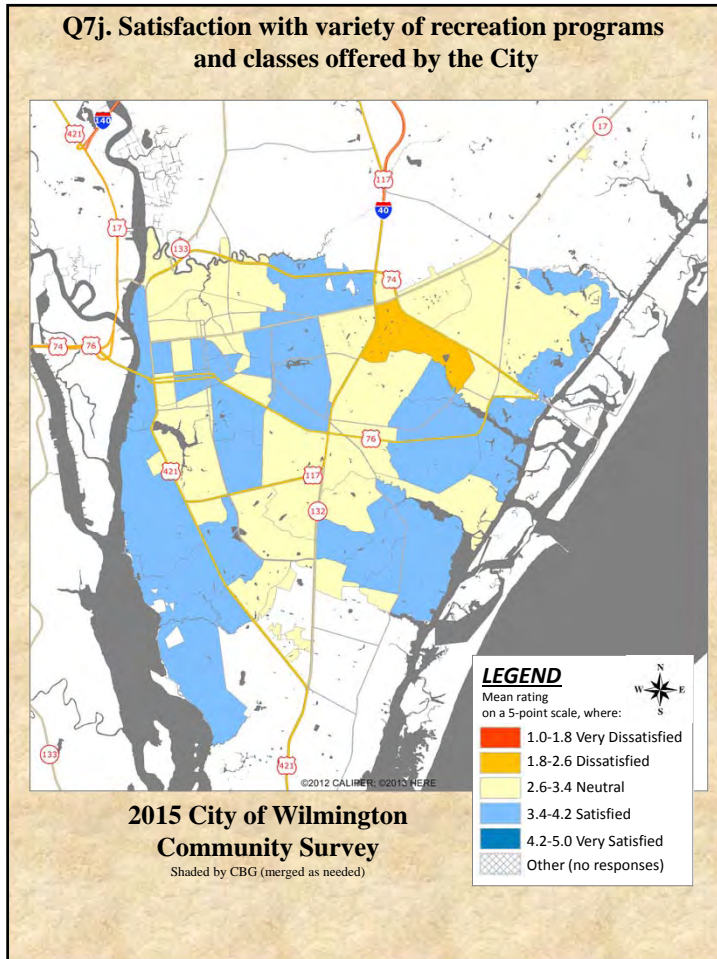
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

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

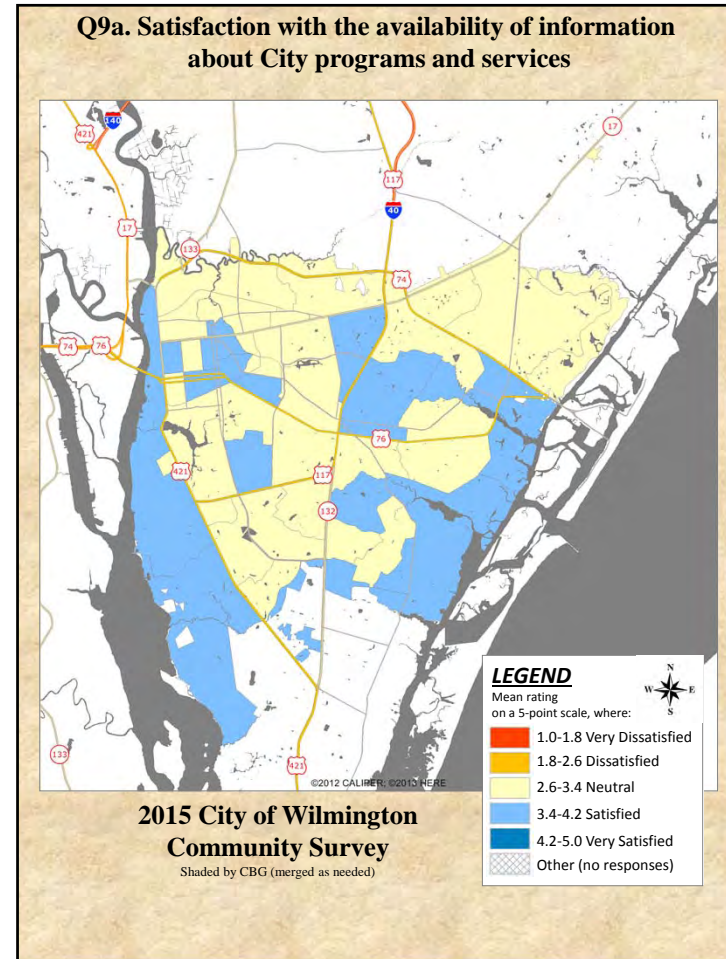


**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

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

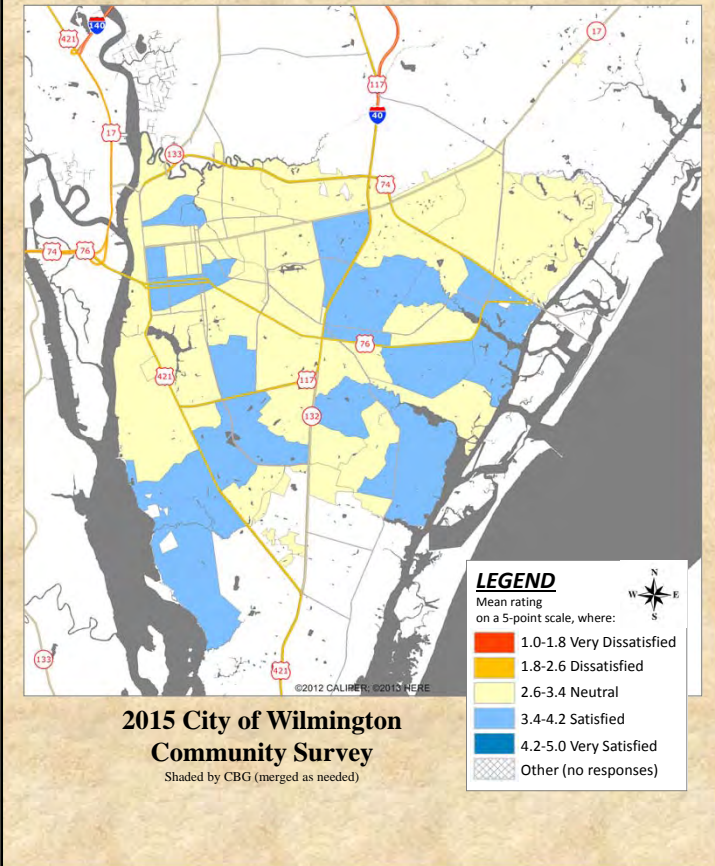


**Q9a. Satisfaction with the availability of information about City programs and services**

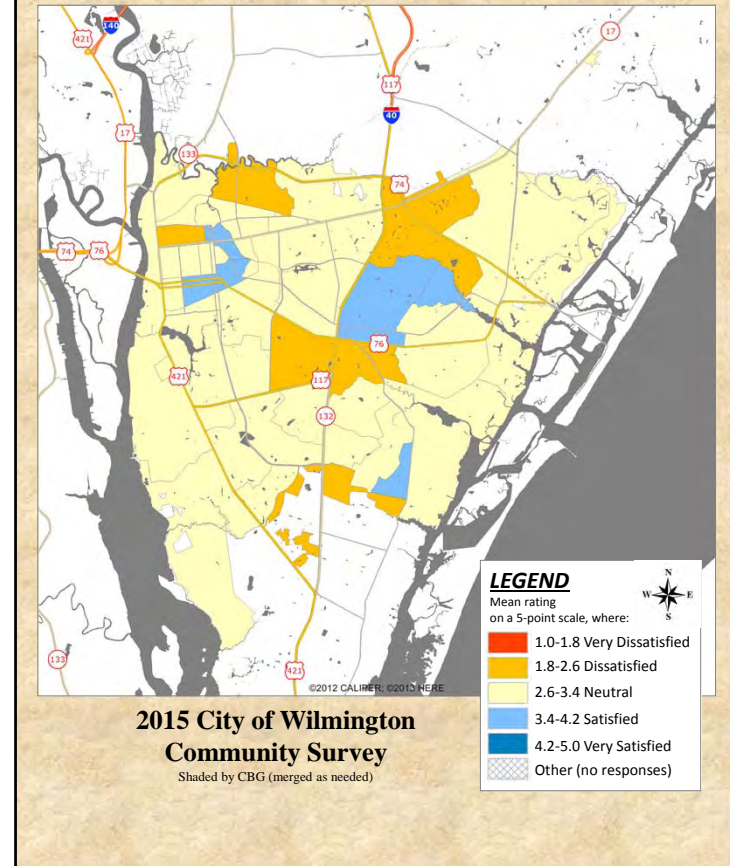


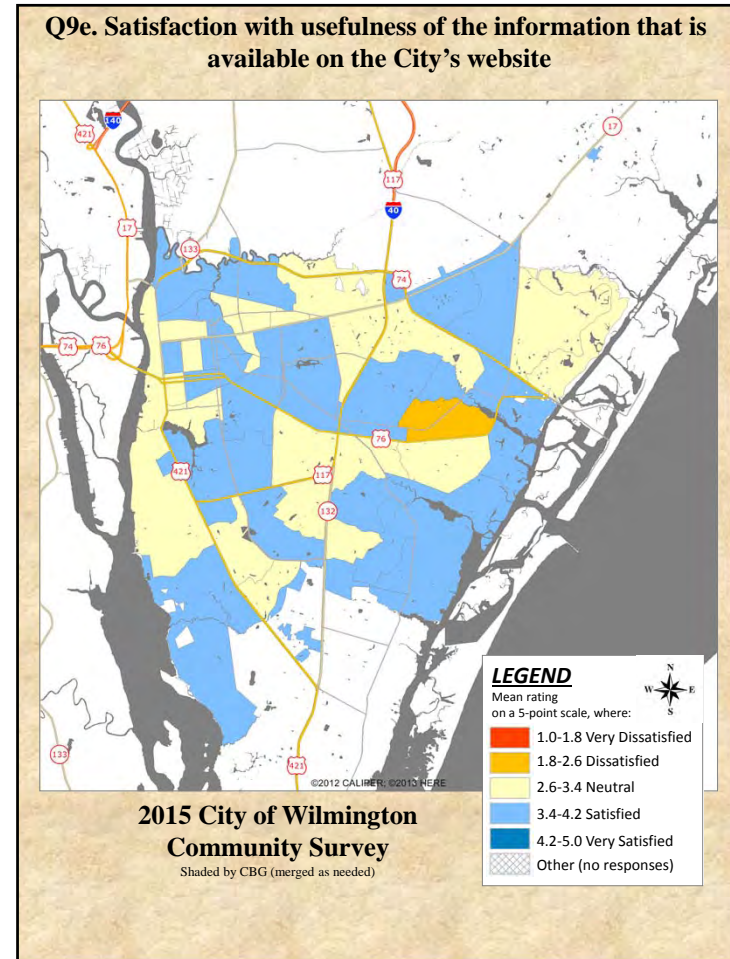
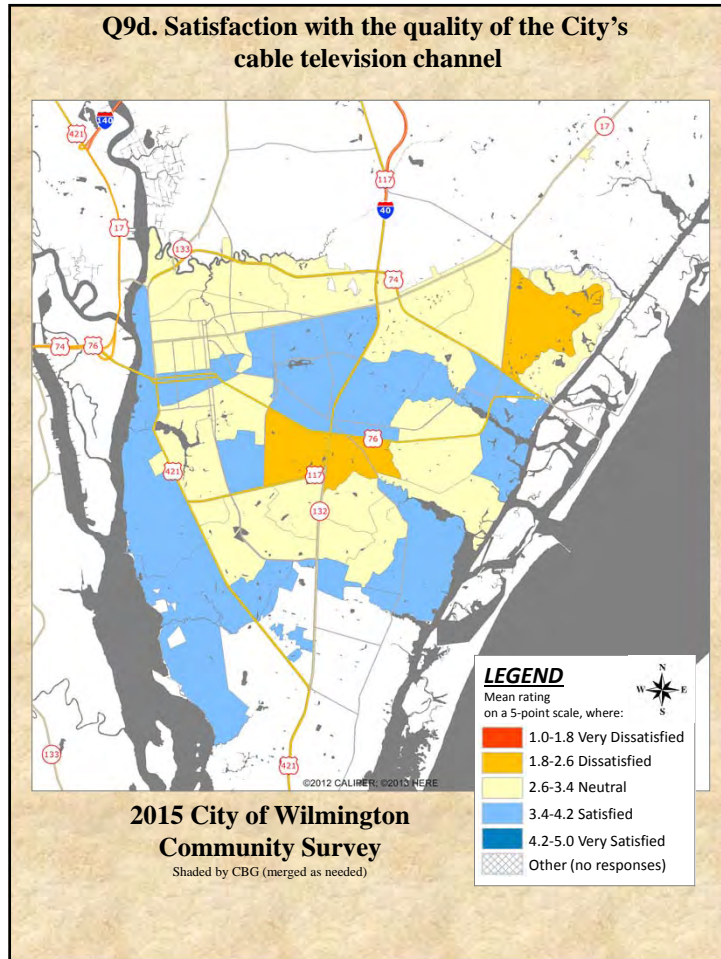


**Q9b. Satisfaction with City efforts to keep residents informed about local issues**

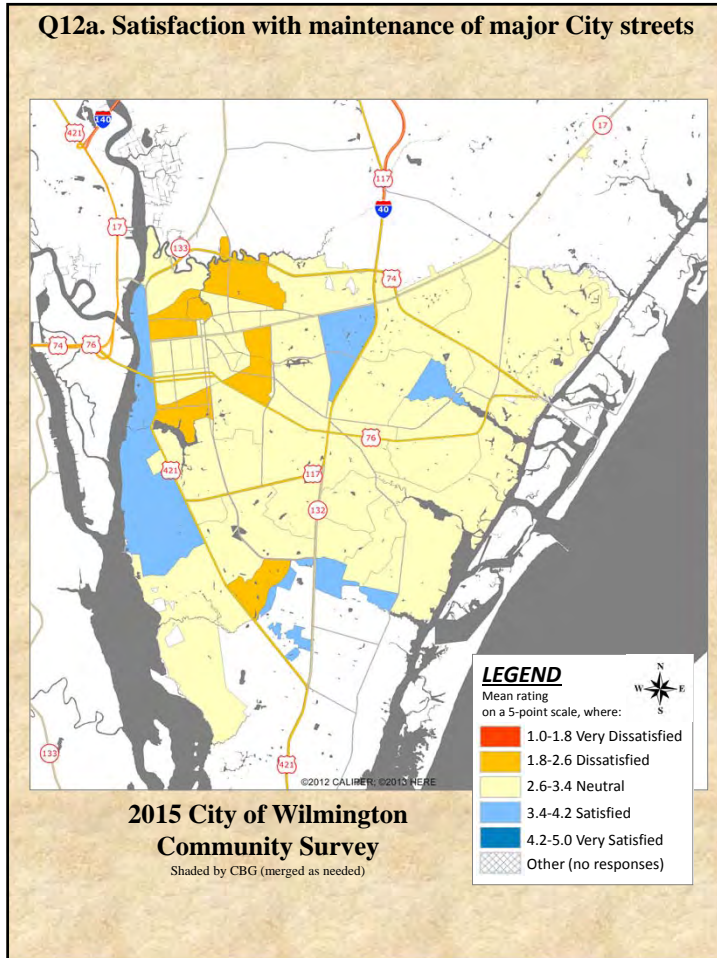


**Q9c. Satisfaction with the level of public involvement in City decision-making**

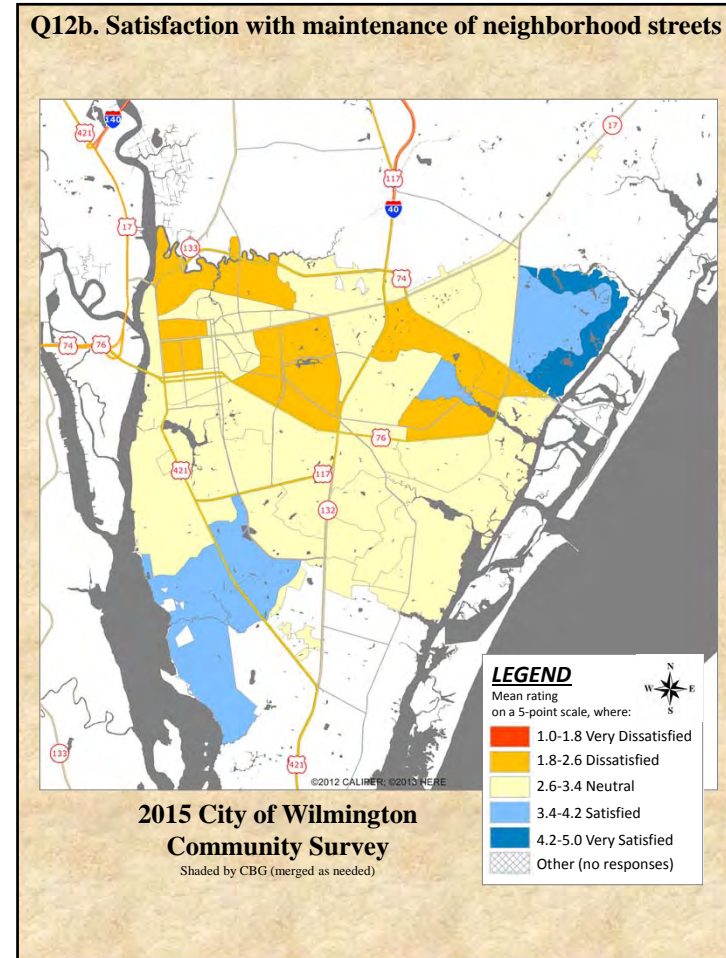


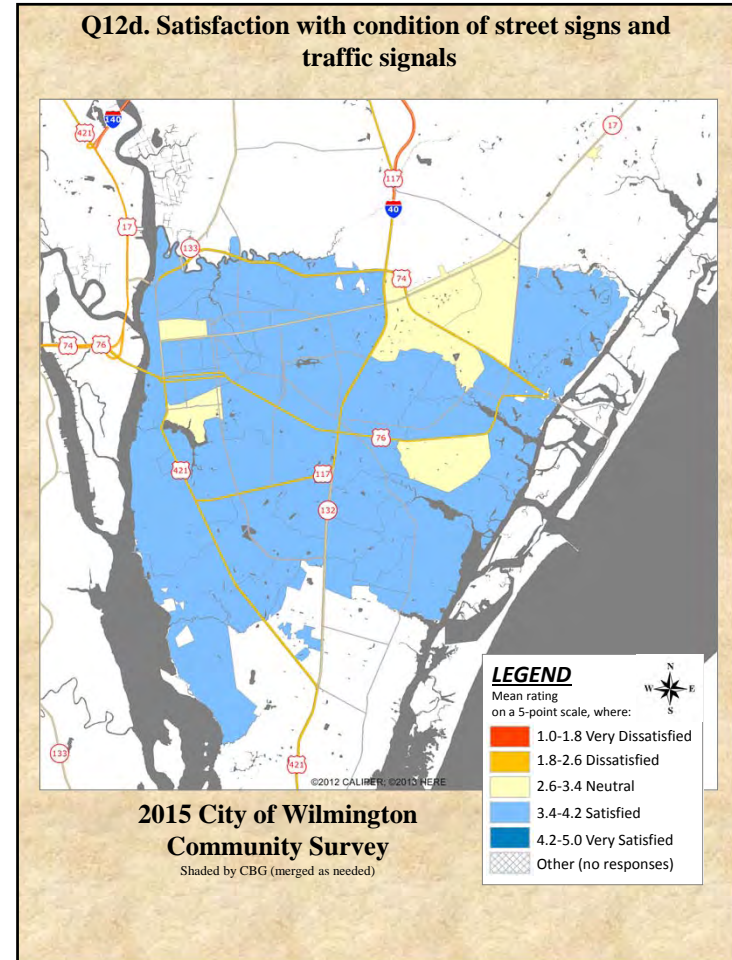
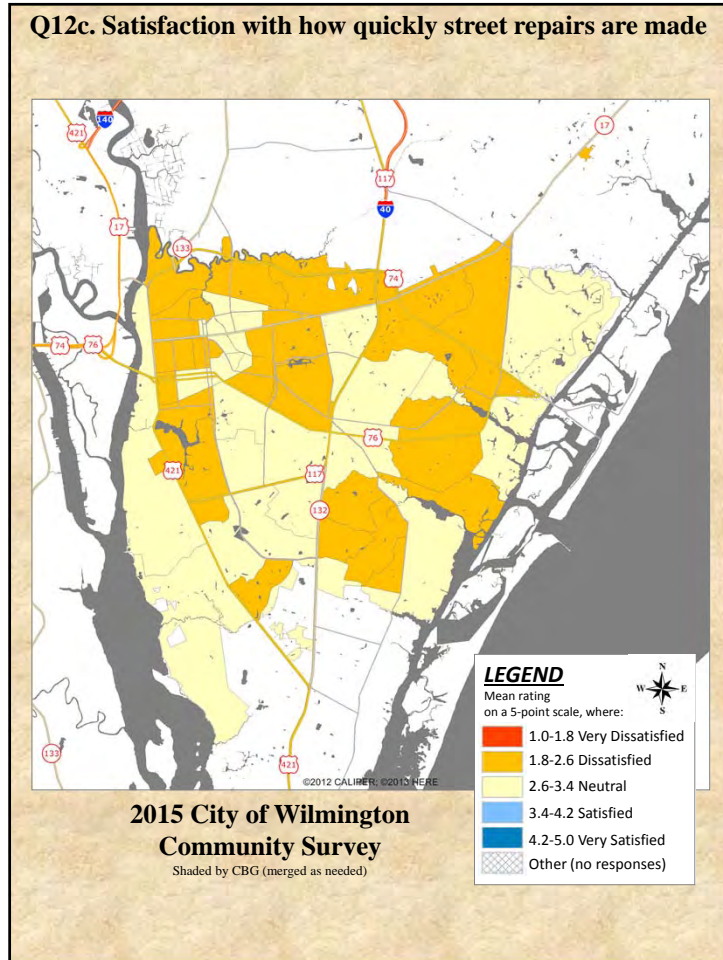


**Q12a. Satisfaction with maintenance of major City streets**

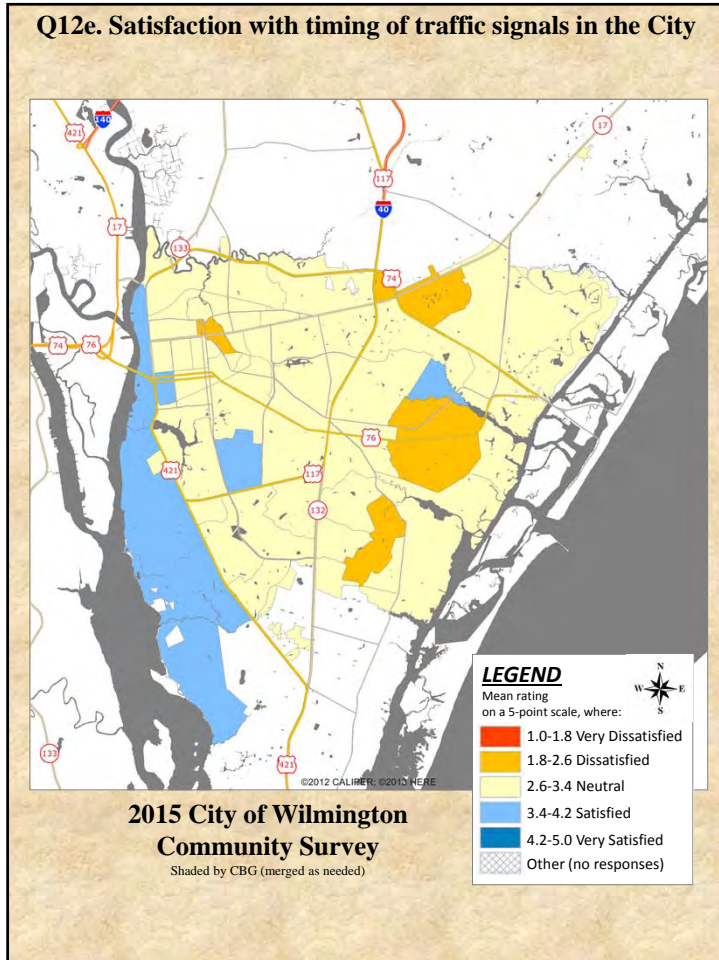


**Q12b. Satisfaction with maintenance of neighborhood streets**

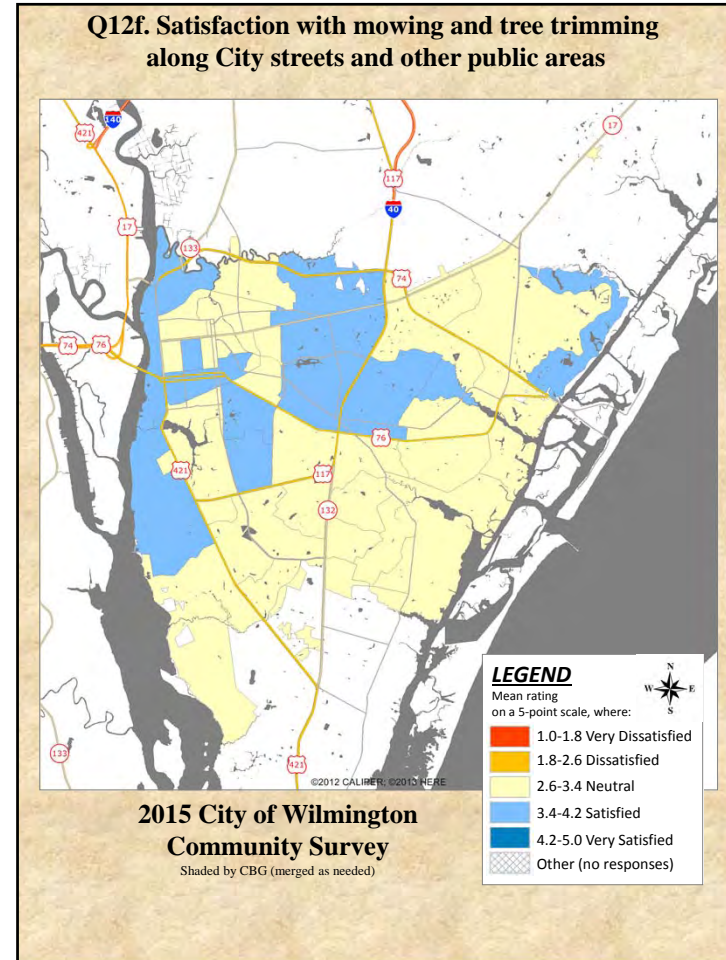




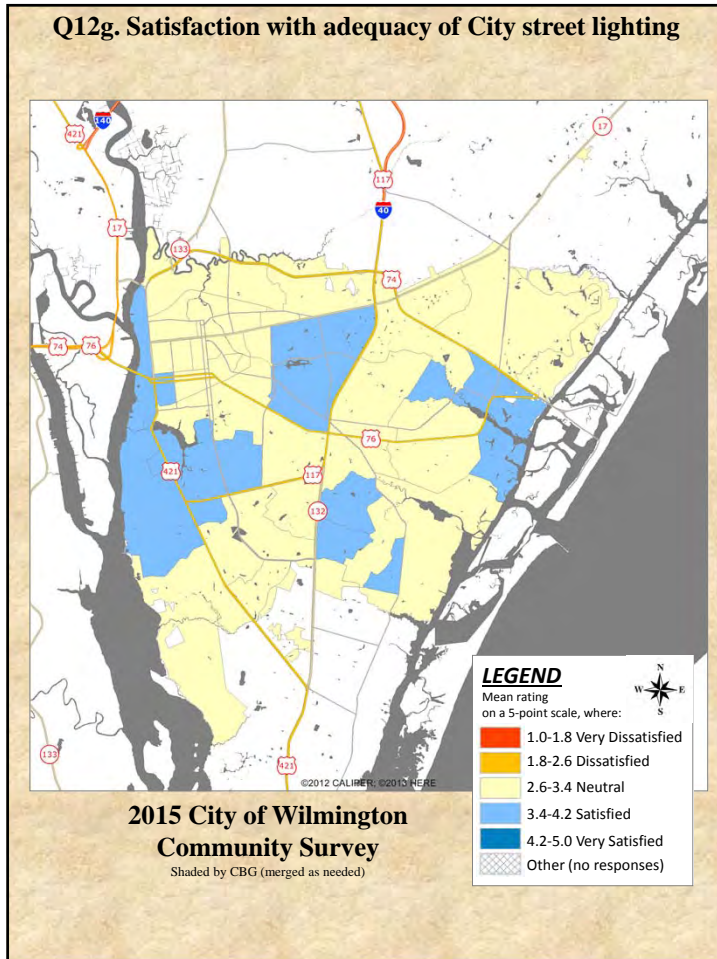
**Q12e. Satisfaction with timing of traffic signals in the City**



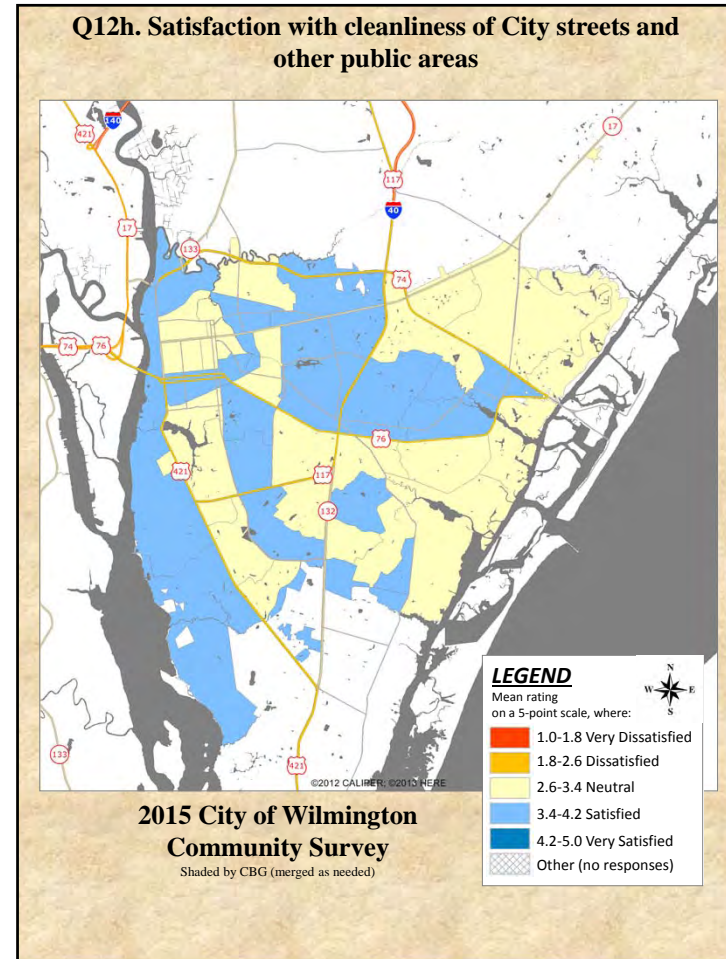
**Q12f. Satisfaction with mowing and tree trimming along City streets and other public areas**

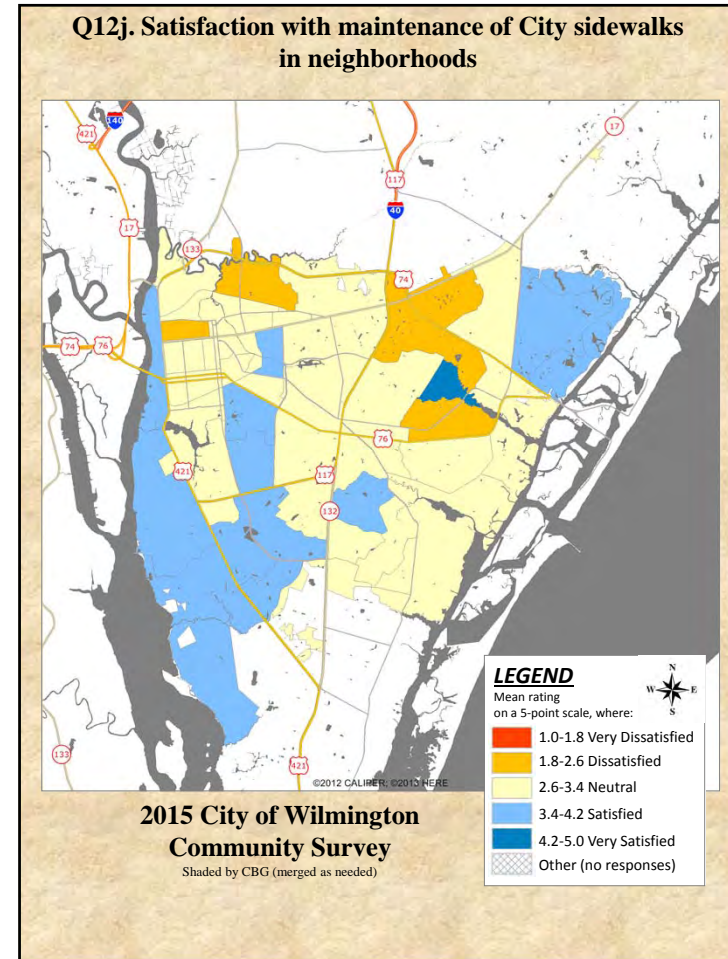
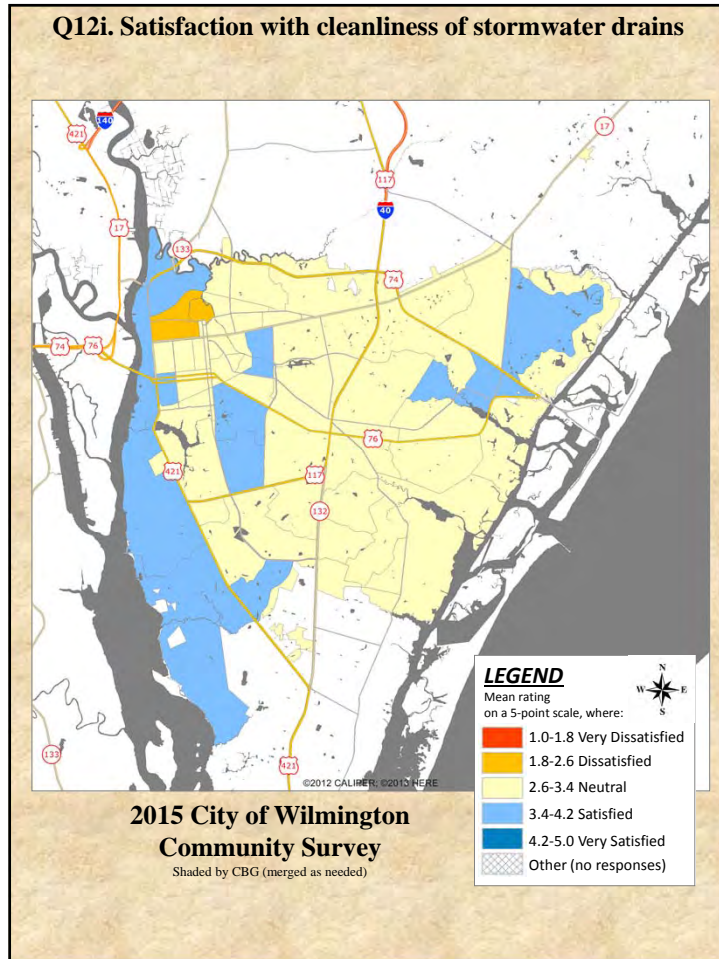


**Q12g. Satisfaction with adequacy of City street lighting**

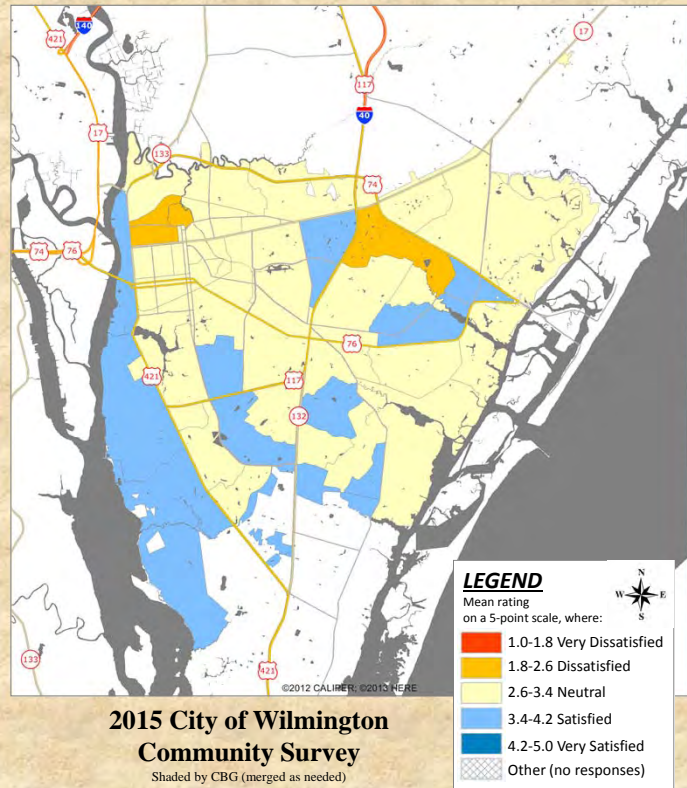


**Q12h. Satisfaction with cleanliness of City streets and other public areas**

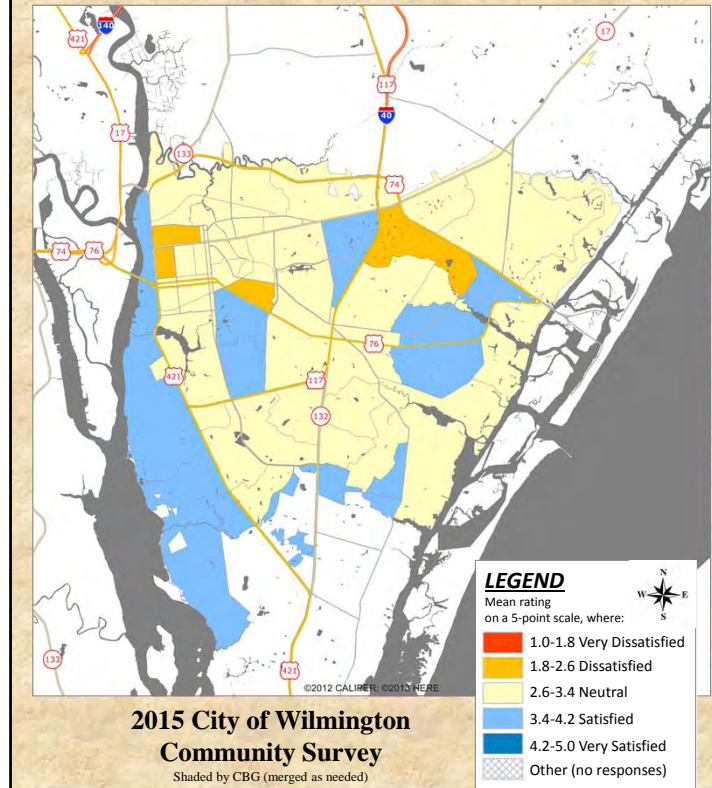




**Q14a. Satisfaction with enforcing cleanup of junk & debris on private property**

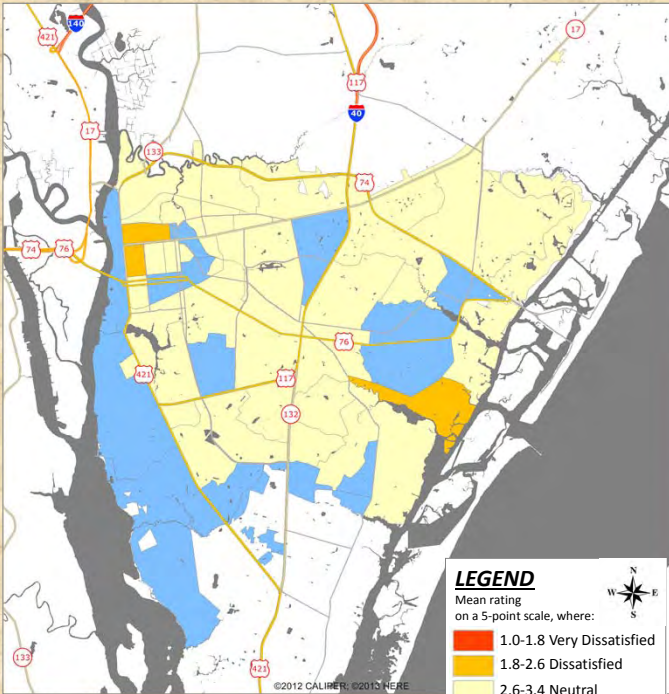


**Q14b. Satisfaction with enforcing mowing and cutting of weeds on private property**





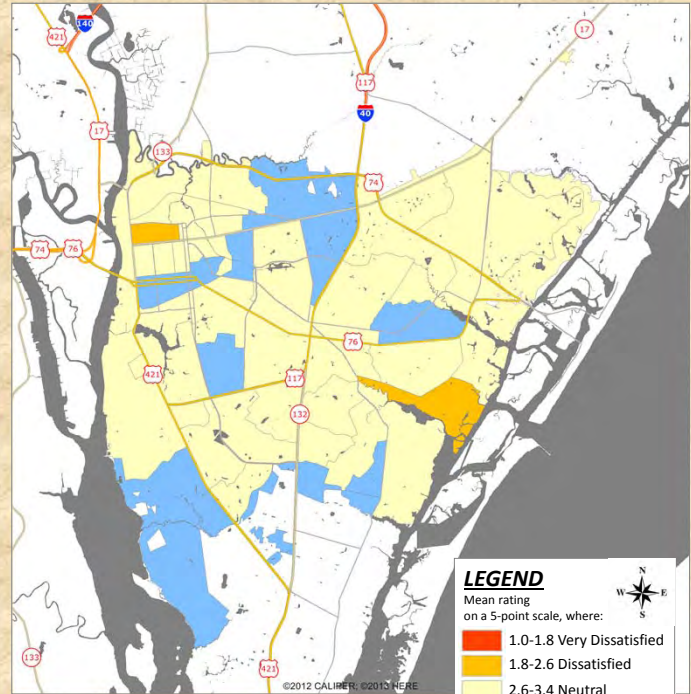
**Q14c. Satisfaction with enforcing exterior maintenance of residential property**



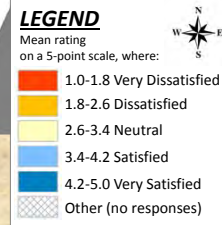
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

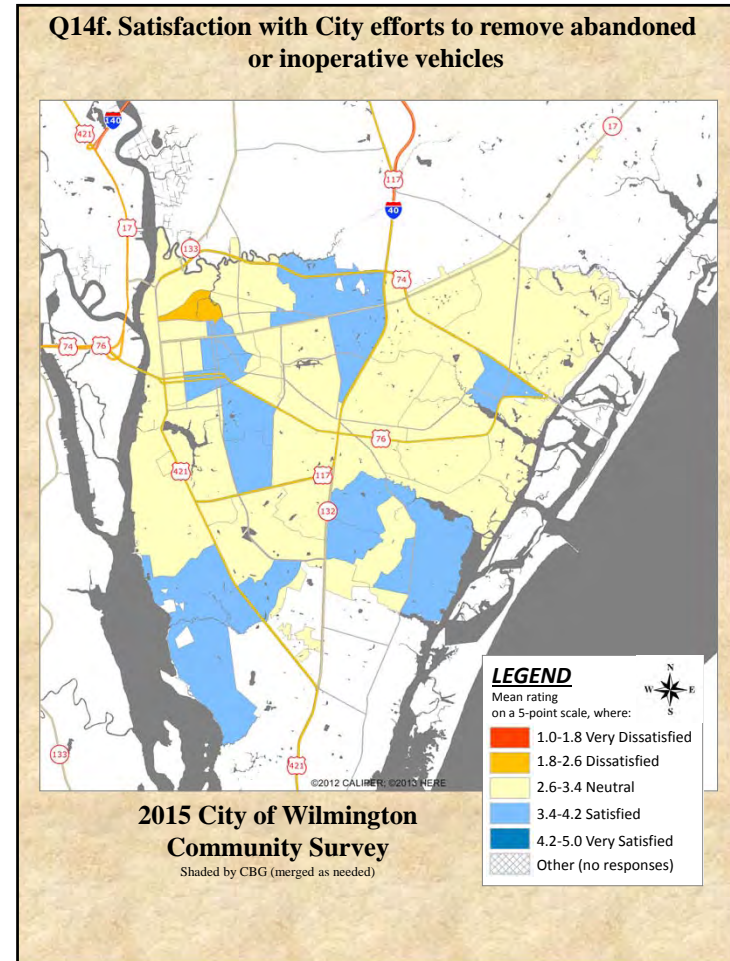
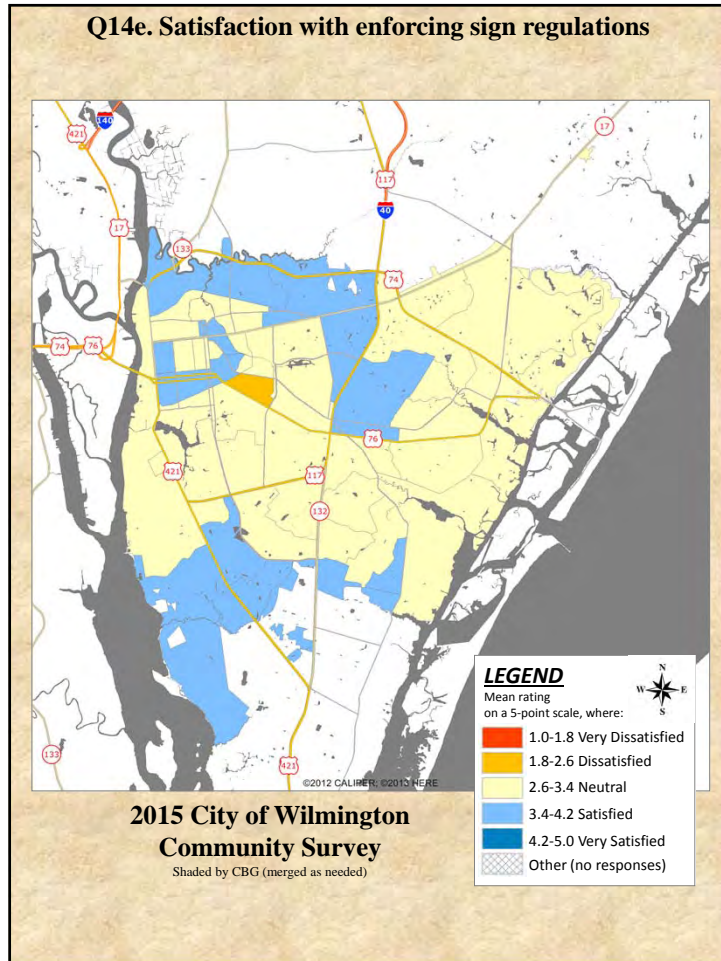


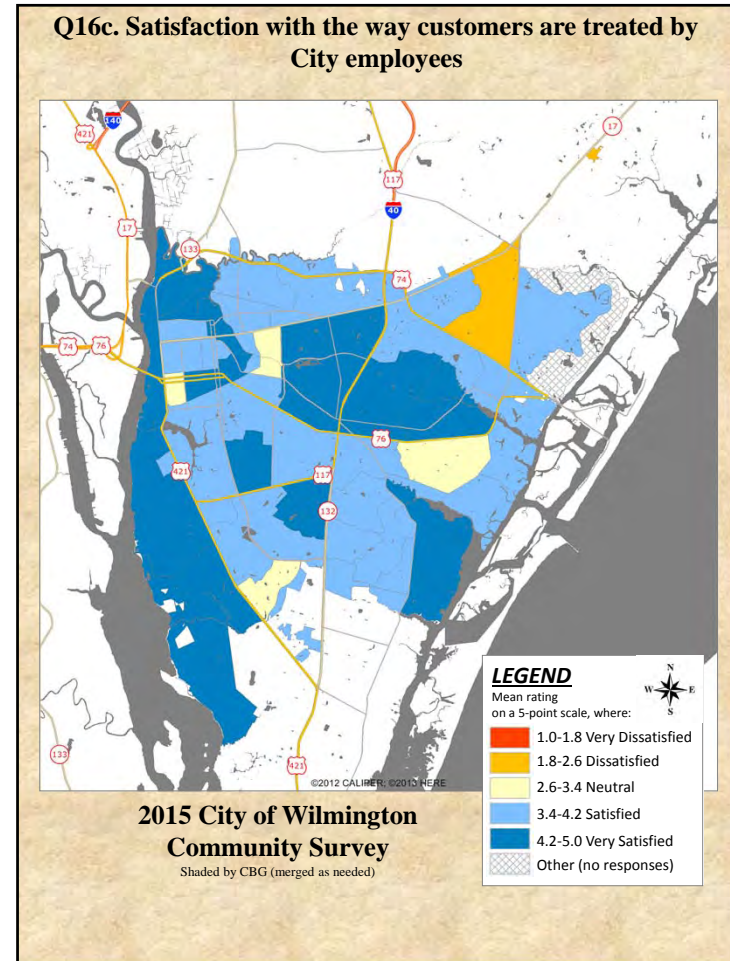
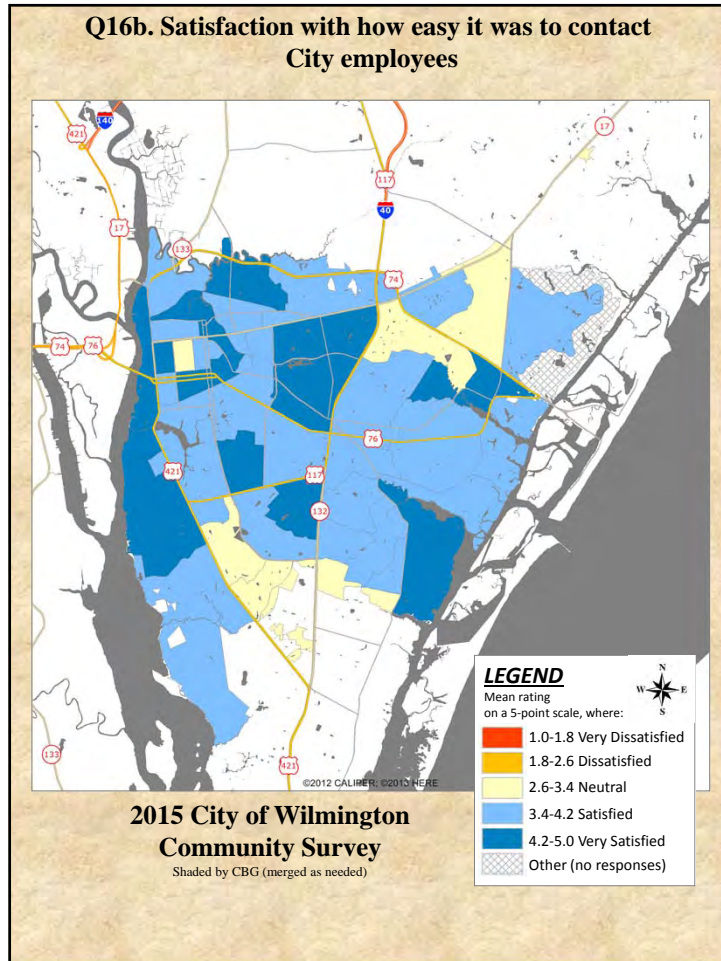
**Q14d. Satisfaction with enforcing exterior maintenance of commercial/business property**



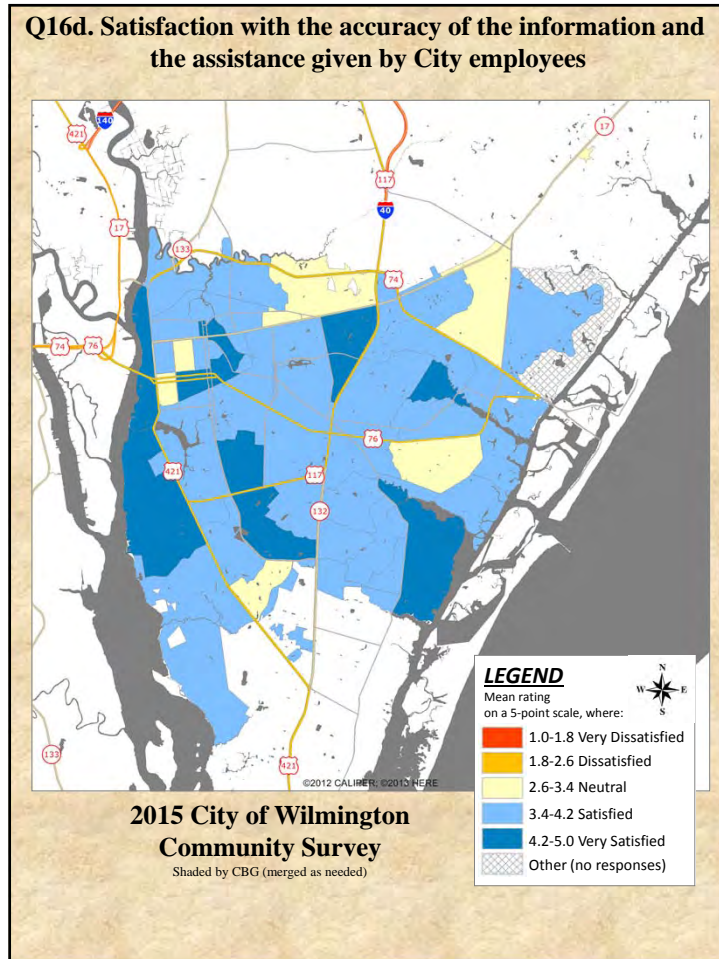
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)



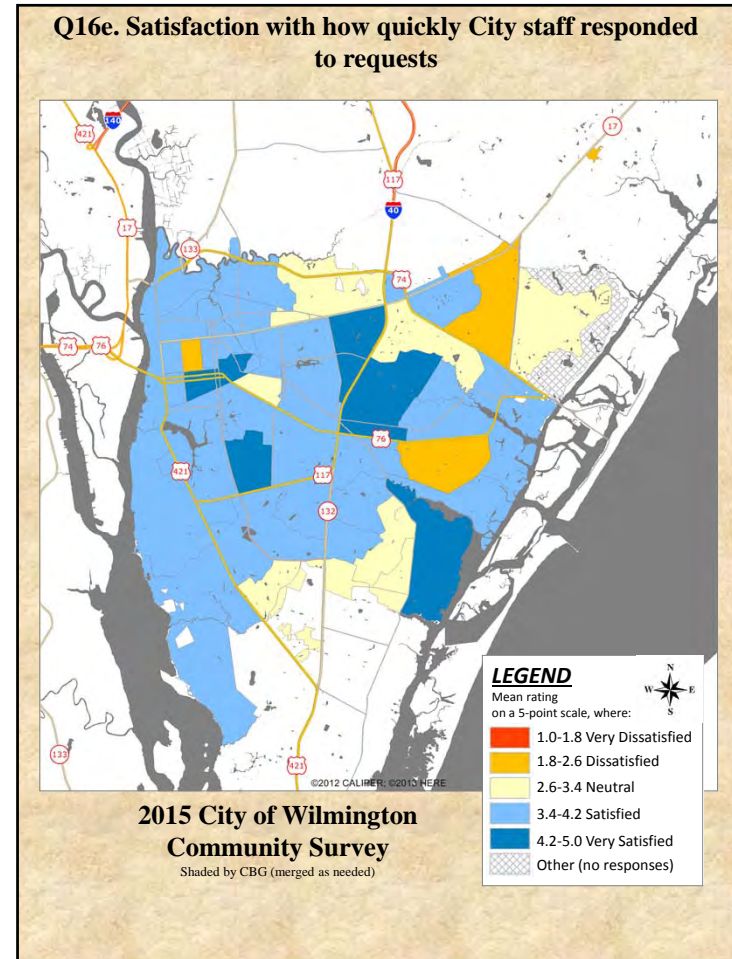


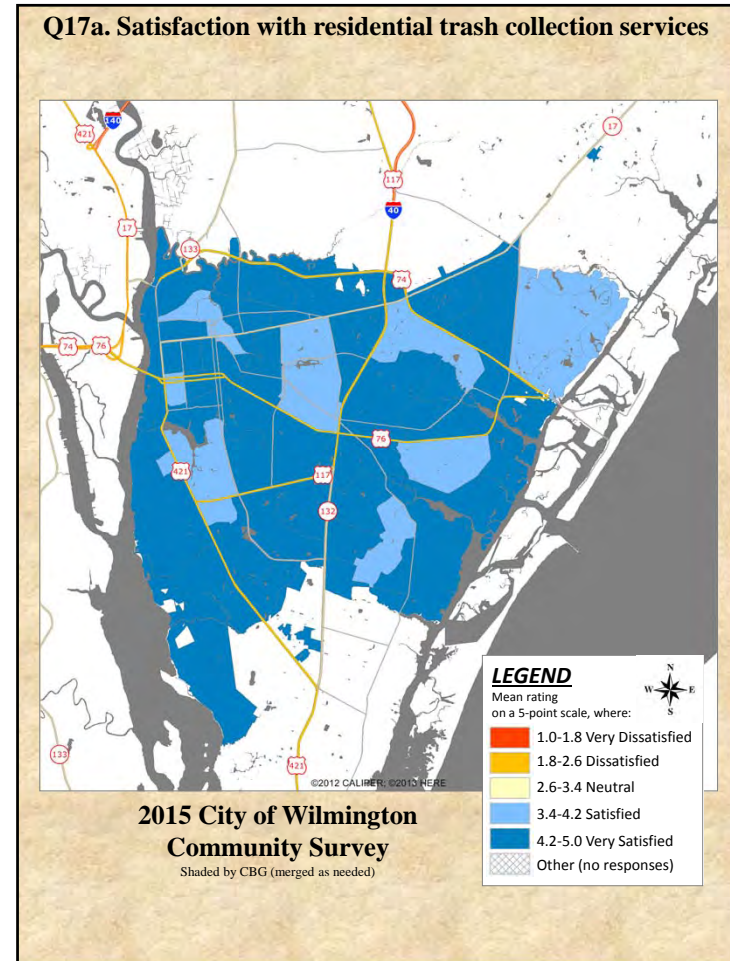
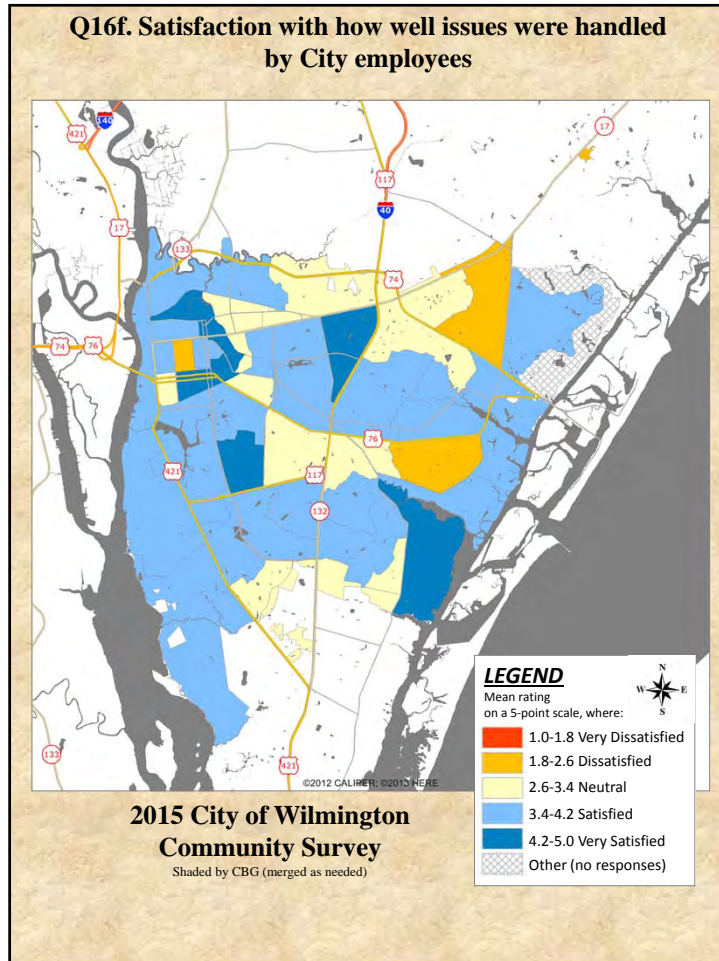


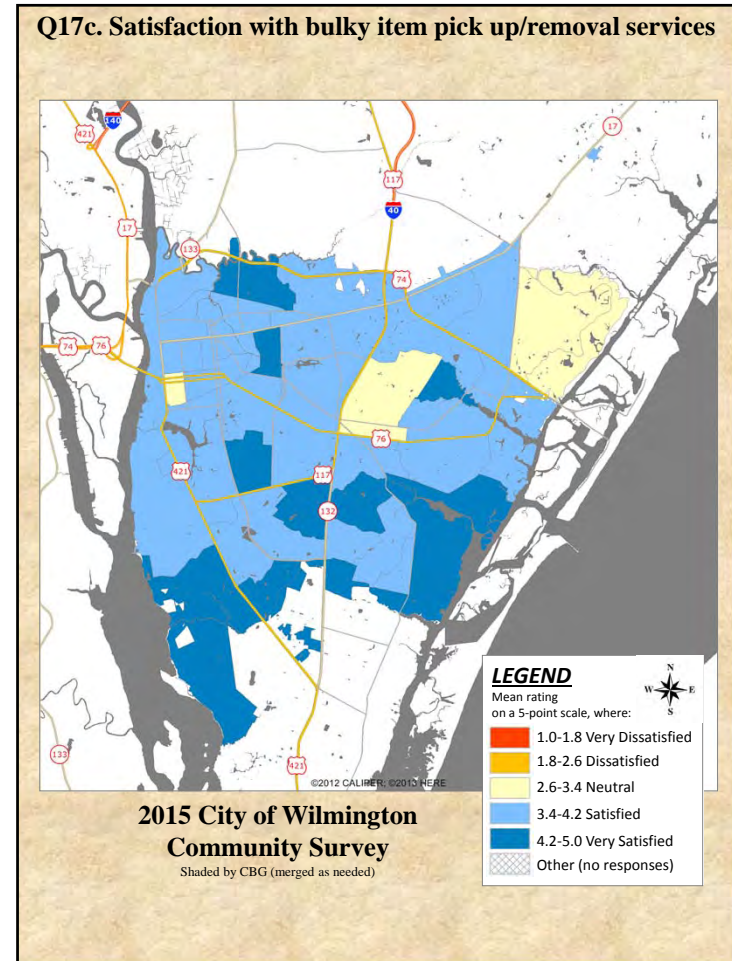
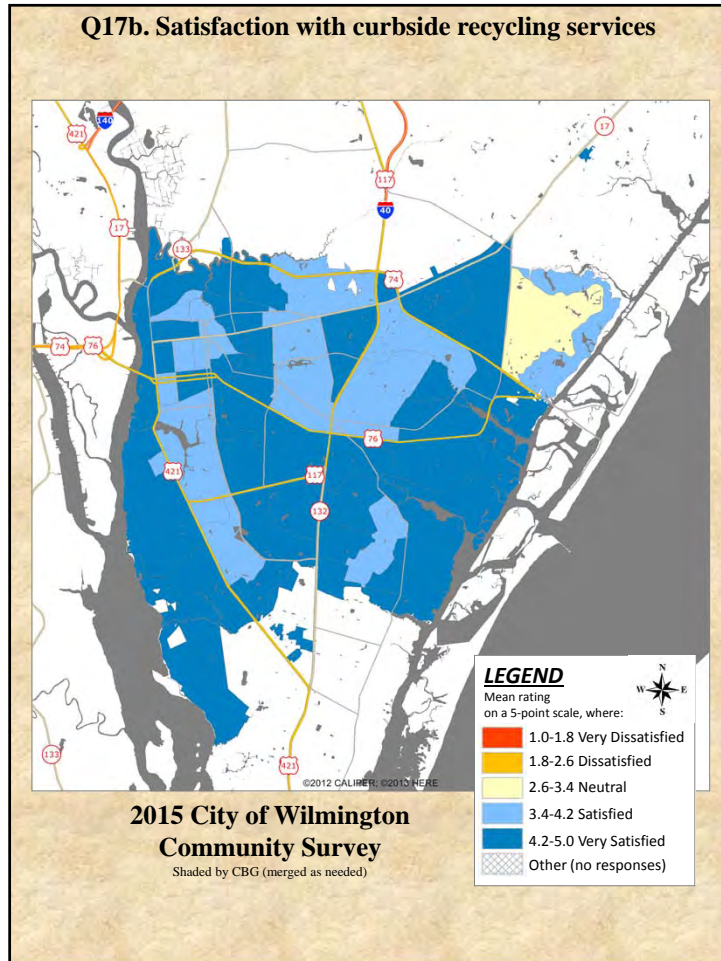
**Q16d. Satisfaction with the accuracy of the information and the assistance given by City employees**

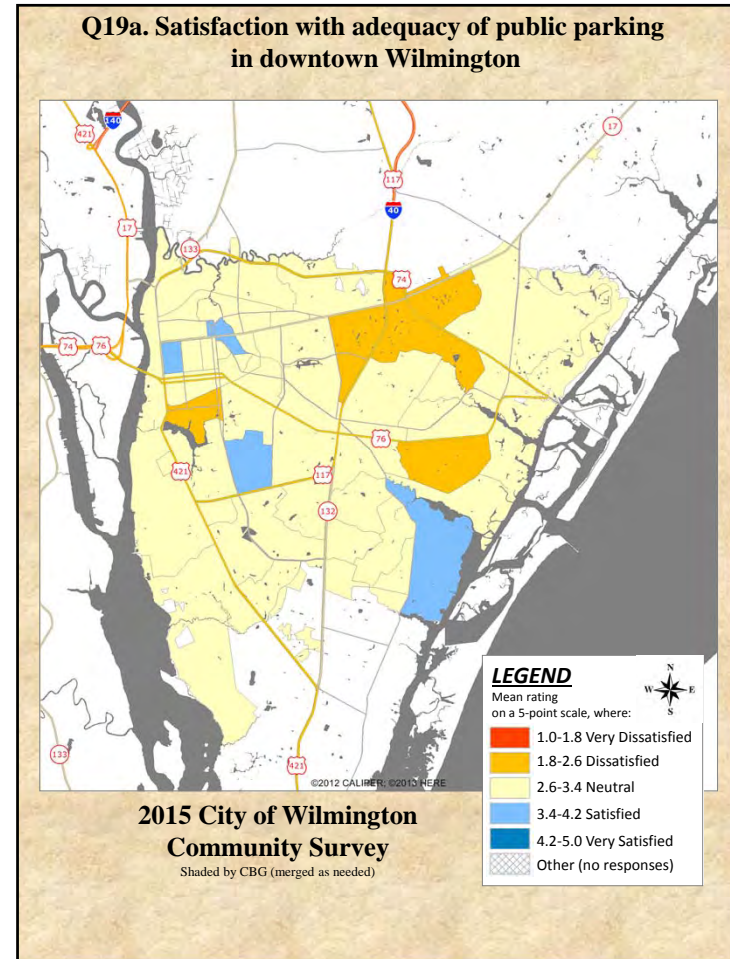
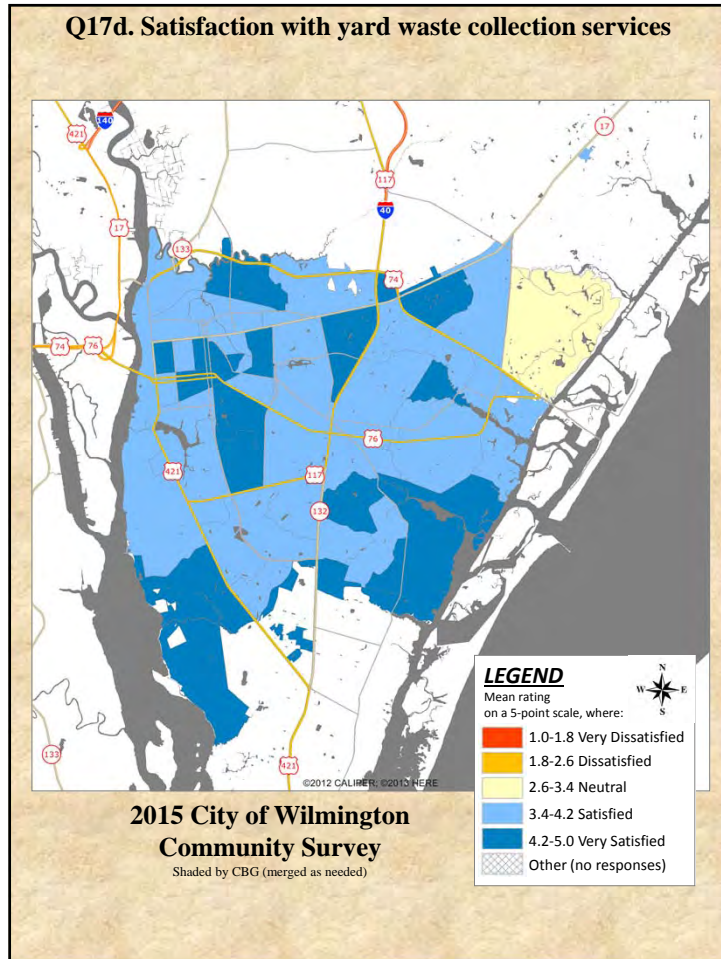


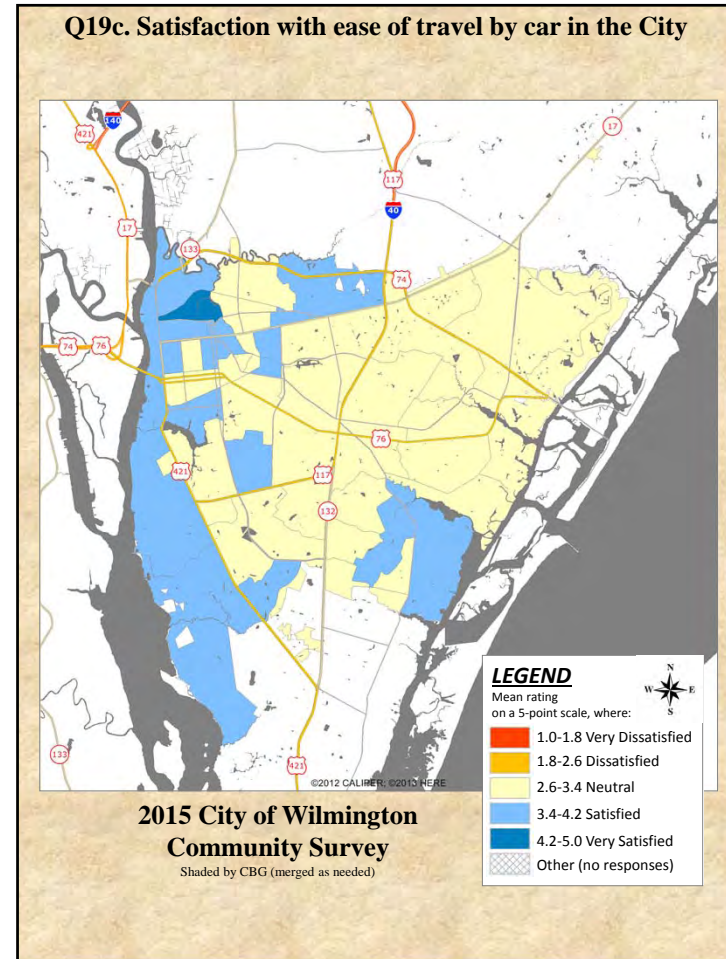
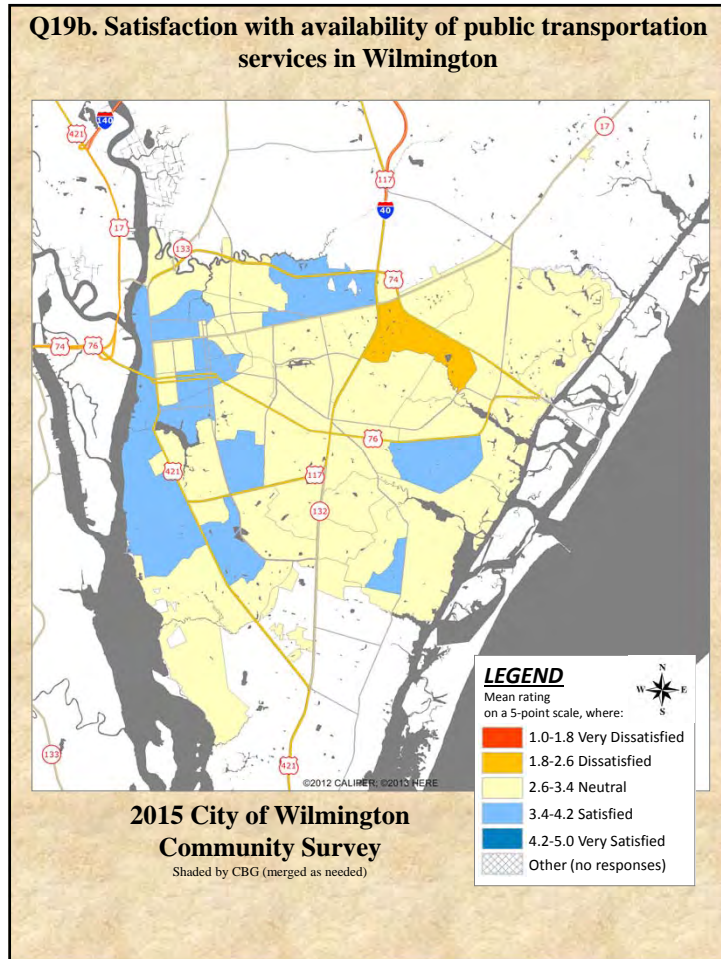
**Q16e. Satisfaction with how quickly City staff responded to requests**



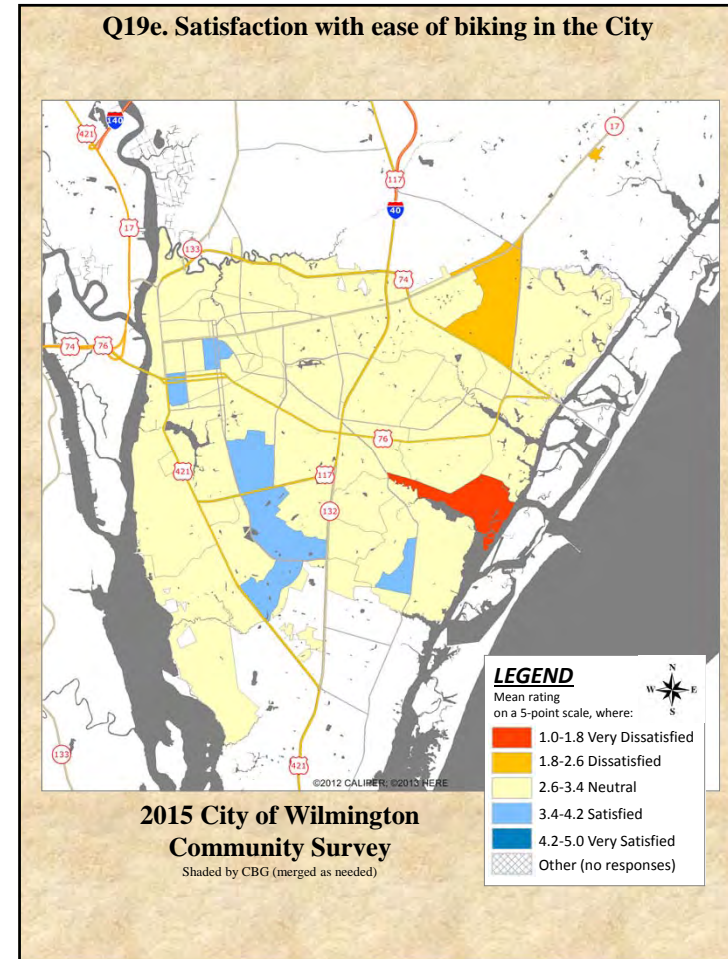
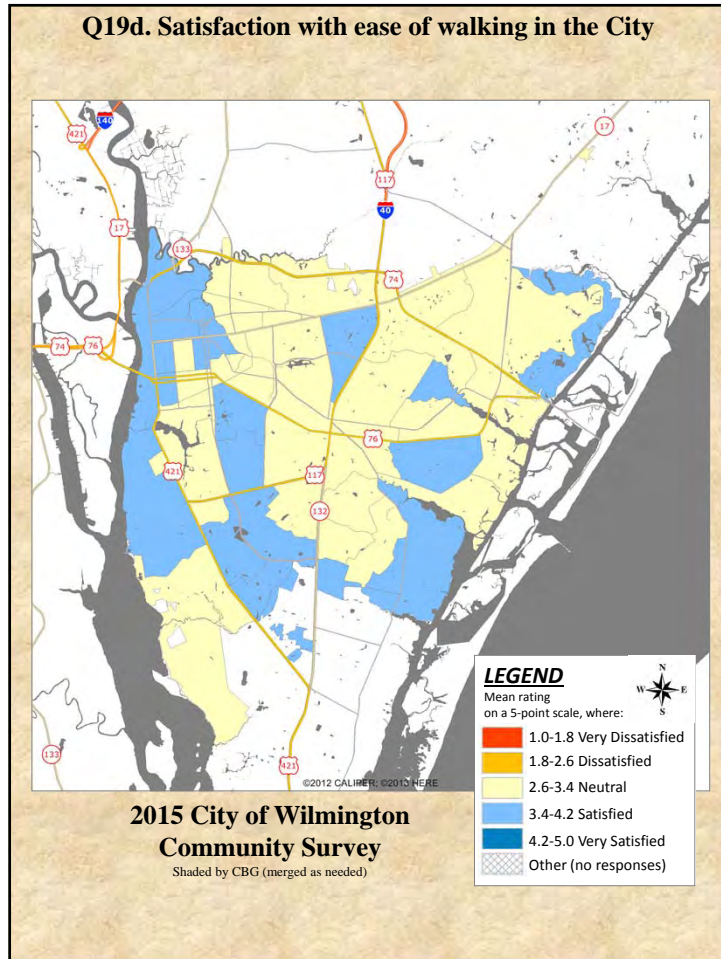




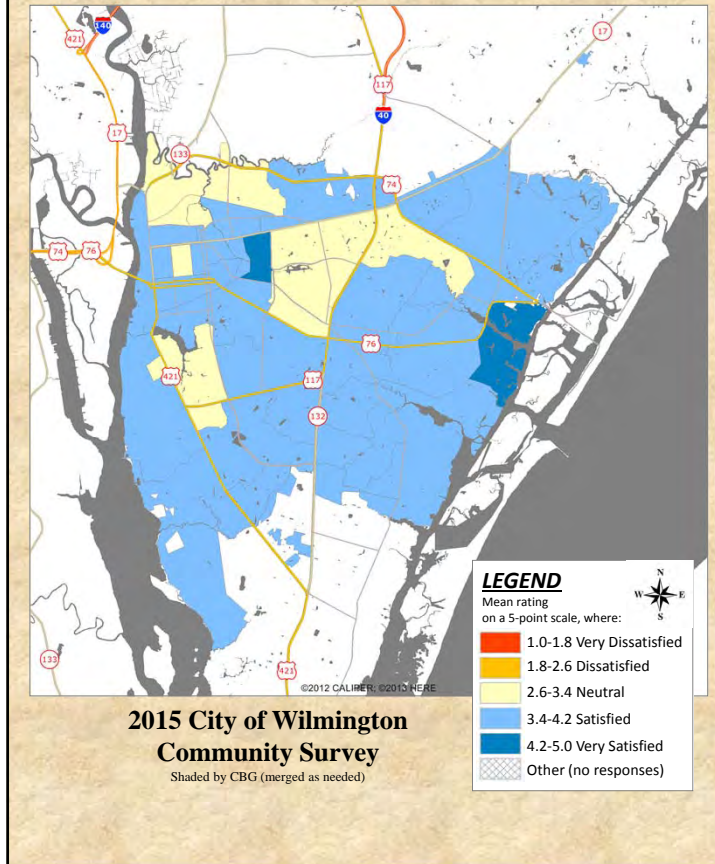




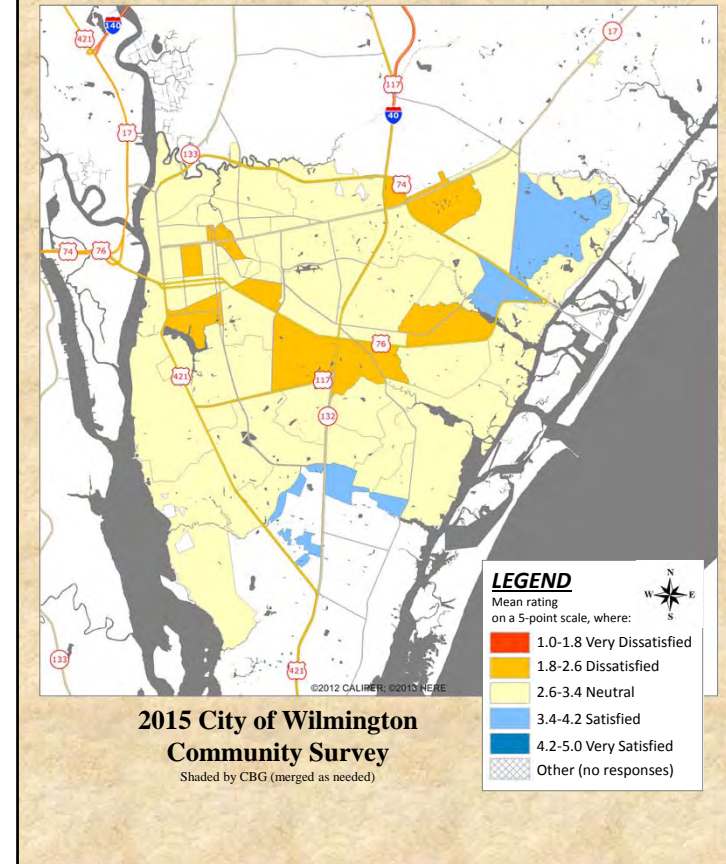


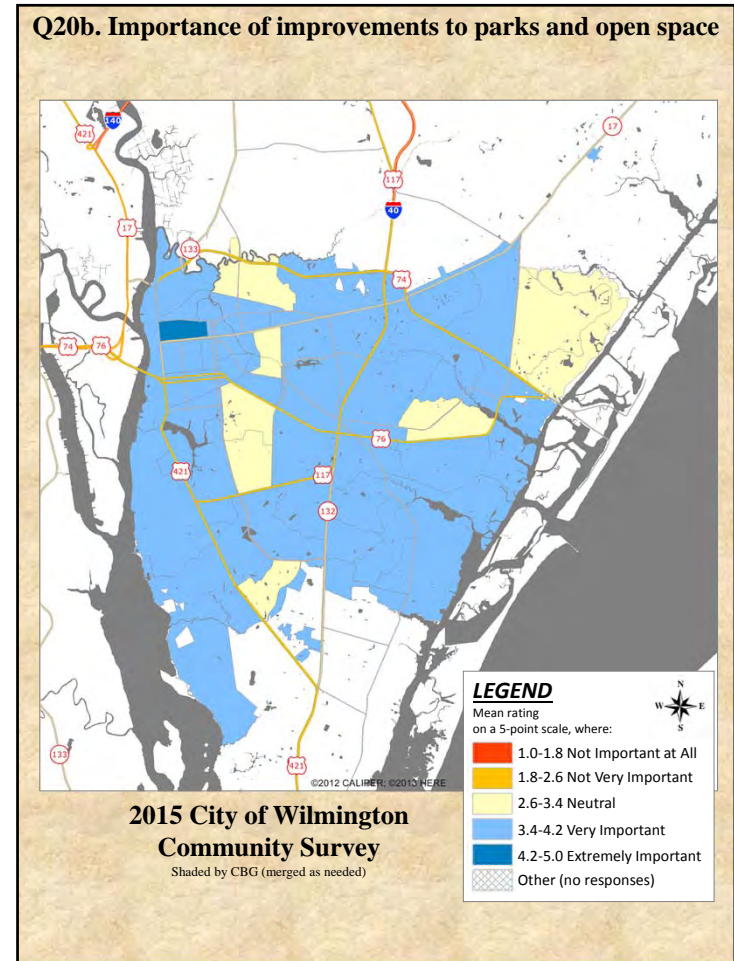
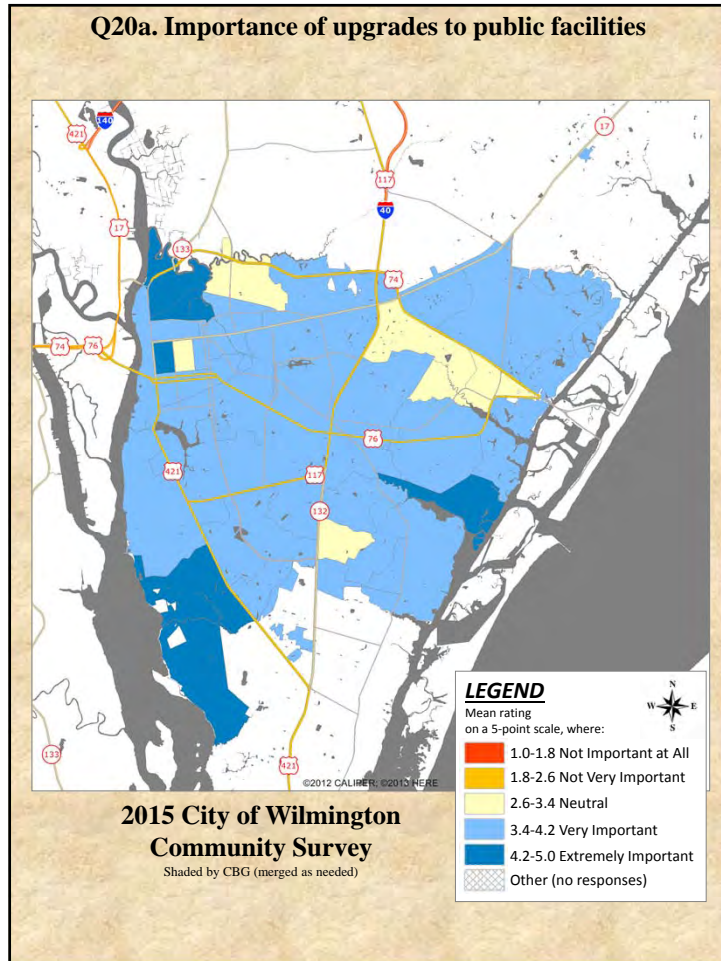


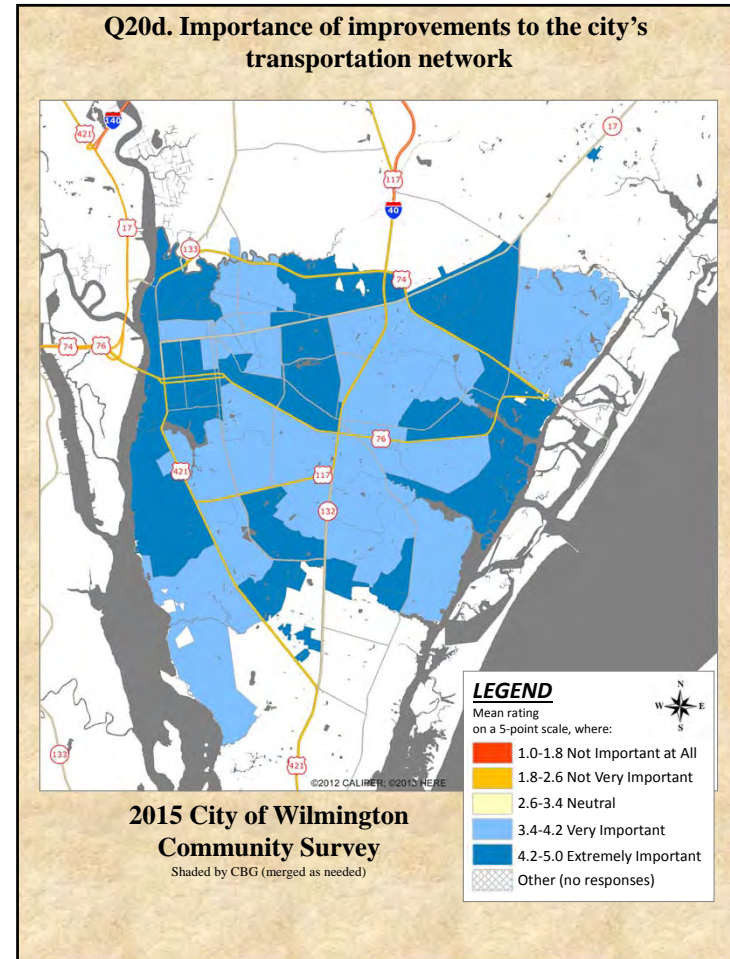
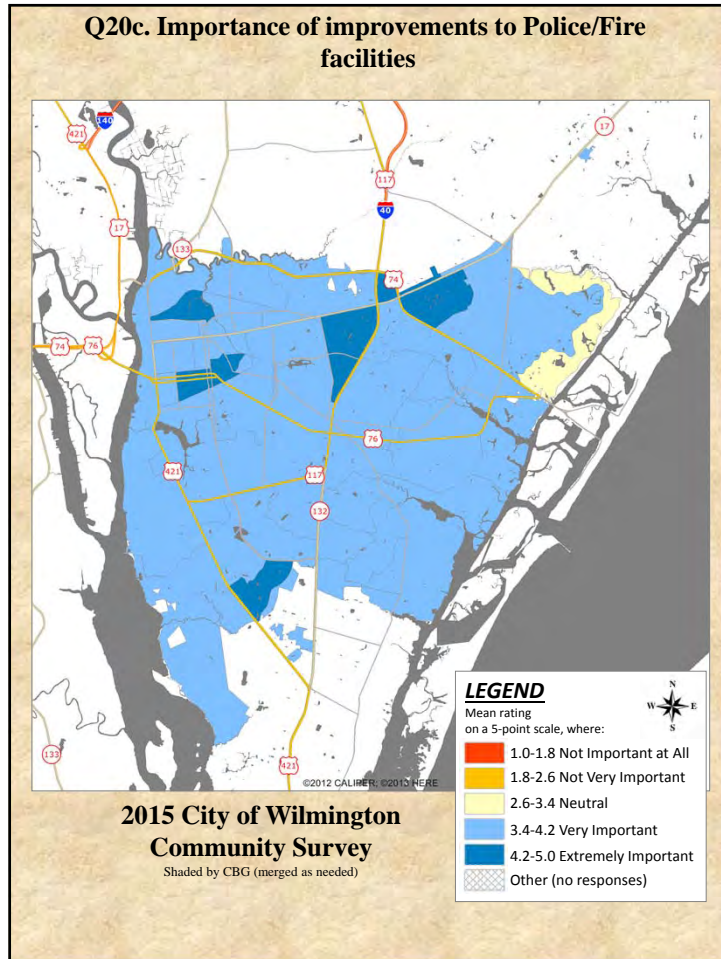
**Q19f. Satisfaction with opportunities to attend cultural activities in Wilmington**



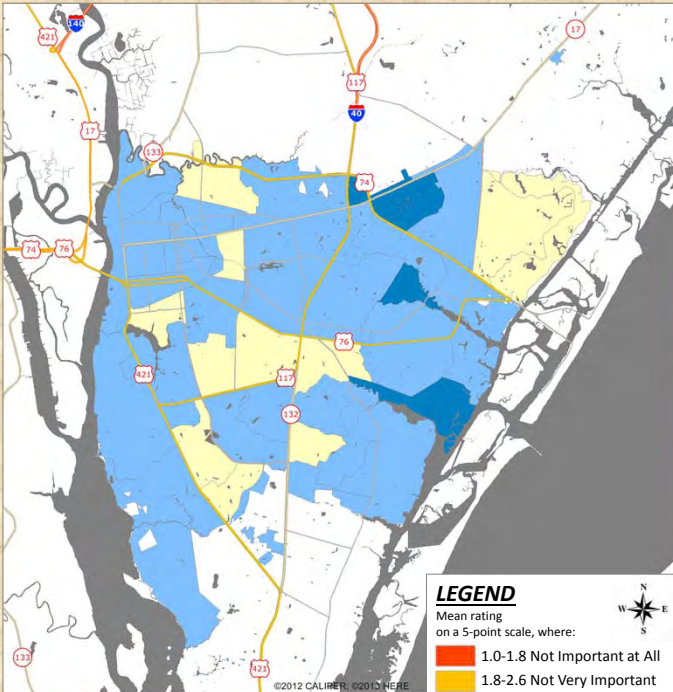
**Q19g. Satisfaction with availability of affordable housing in Wilmington**





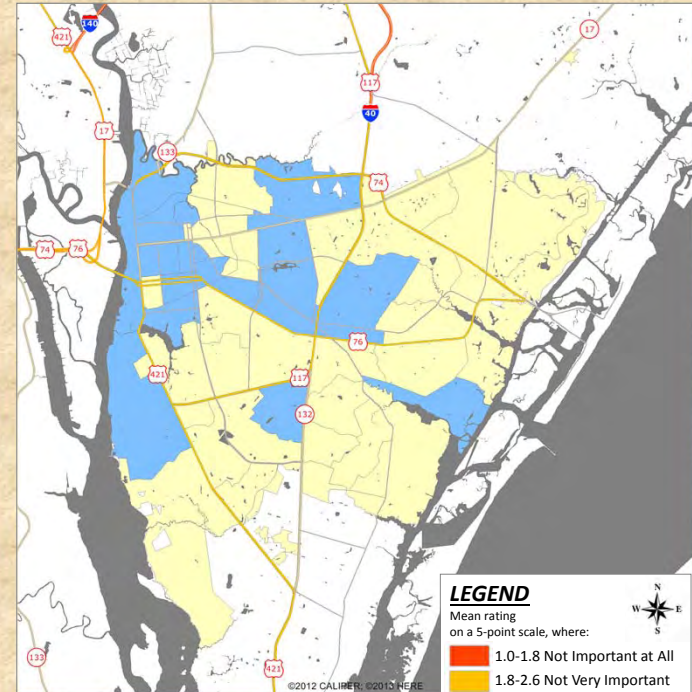


**Q20e. Importance of additional crosswalks, bike lanes, multi-use trails**



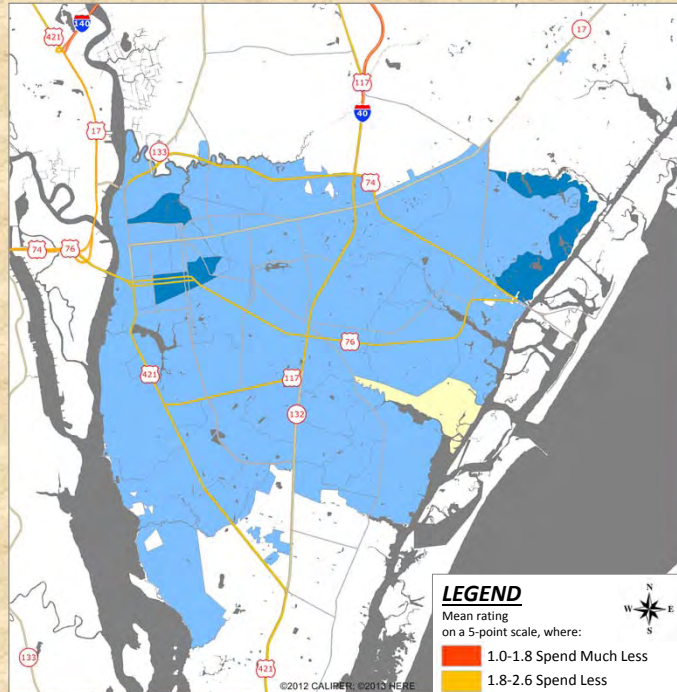
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

**Q20f. Importance of improvements to arts/cultural facilities**



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

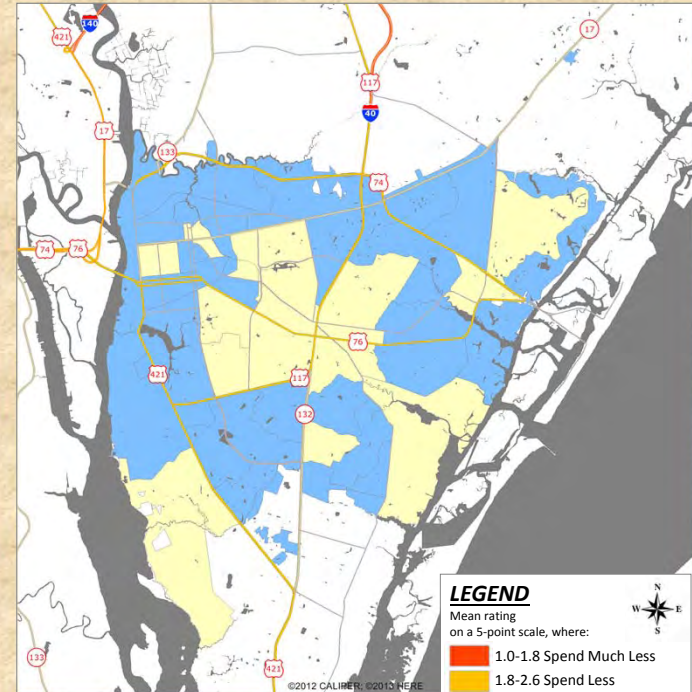
**Q22a. How the current level of funding for police services should change**



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

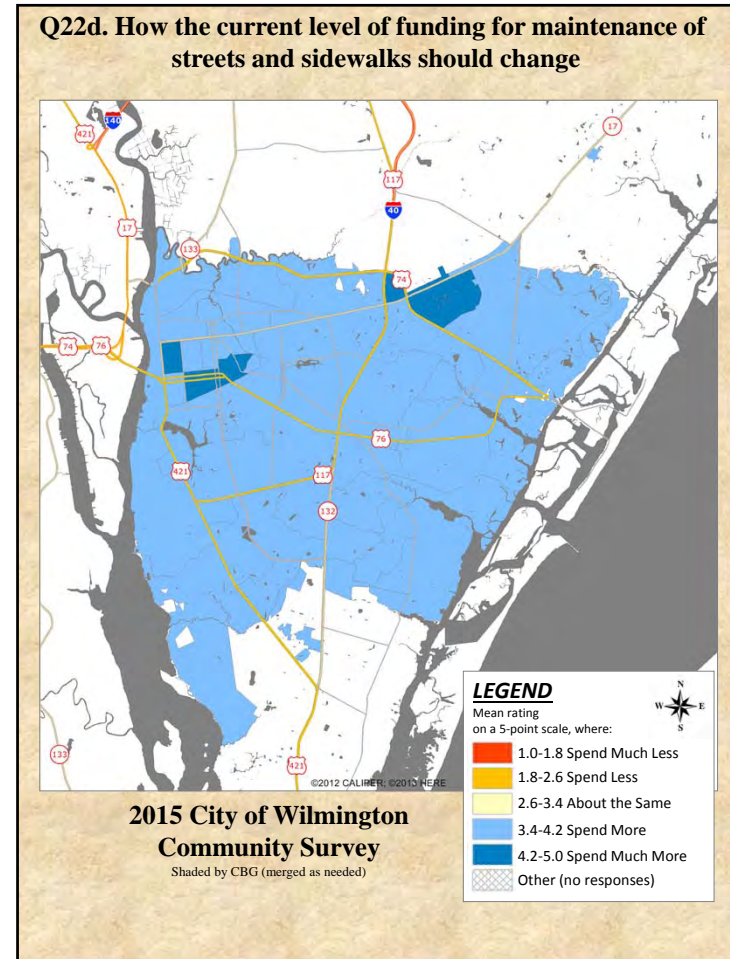
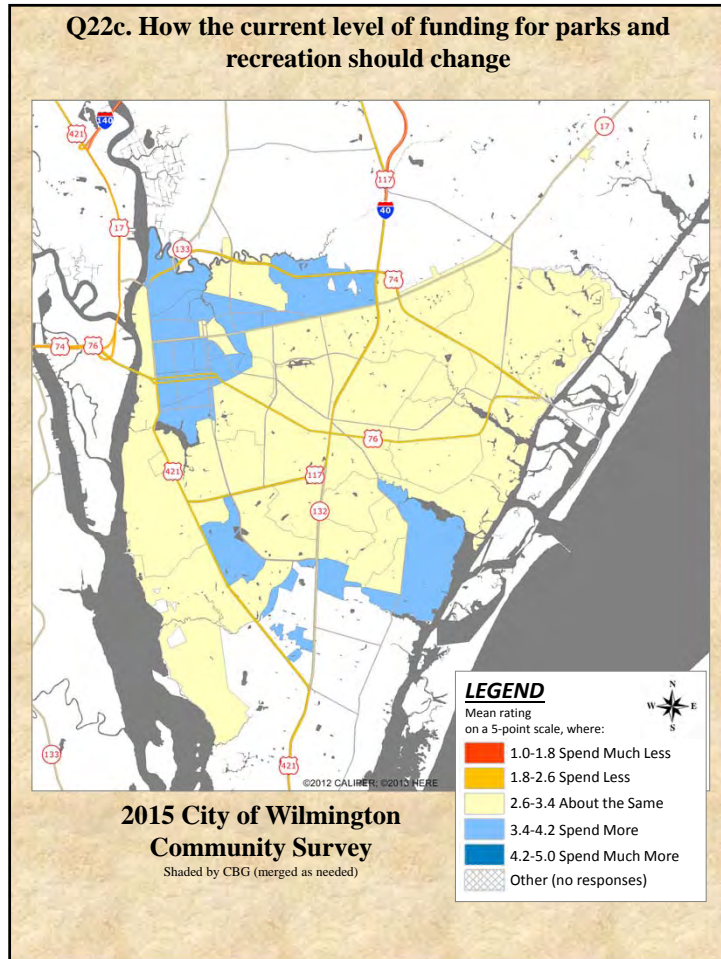


**Q22b. How the current level of funding for fire services should change**

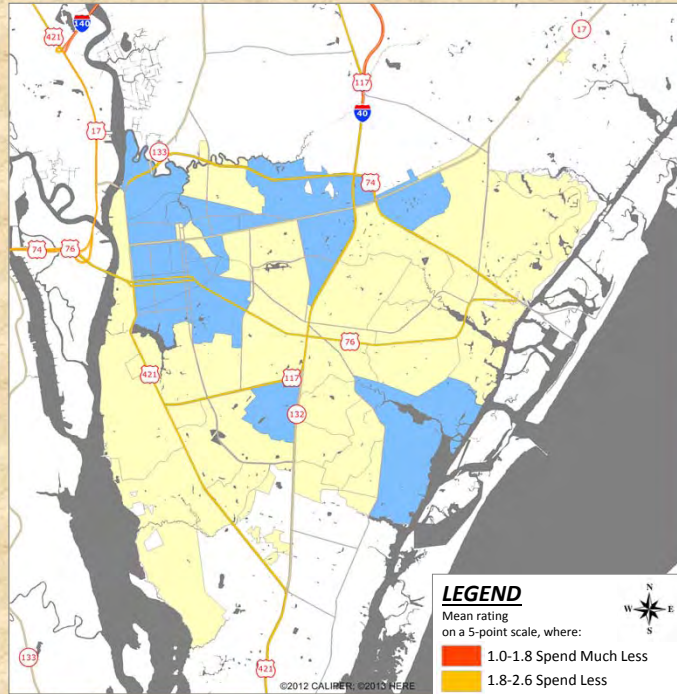


**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)





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

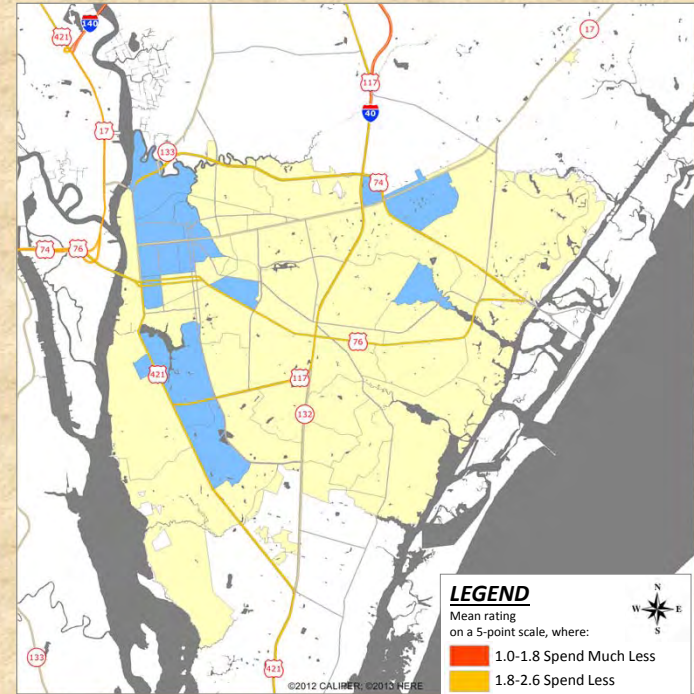


**LEGEND**  
 Mean rating on a 5-point scale, where:

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

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

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

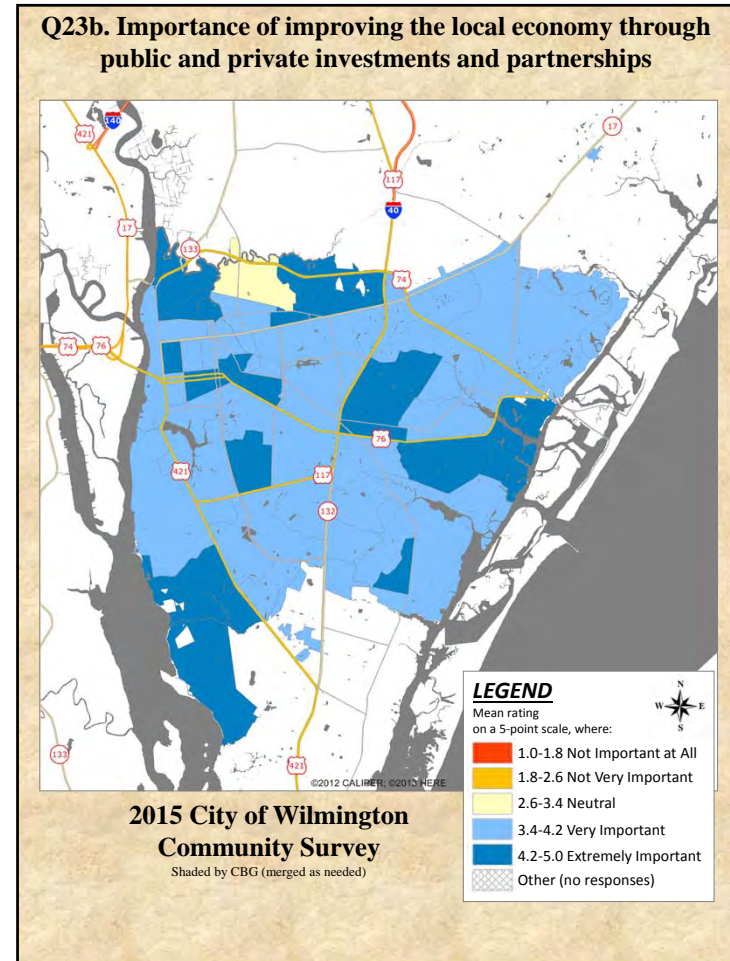
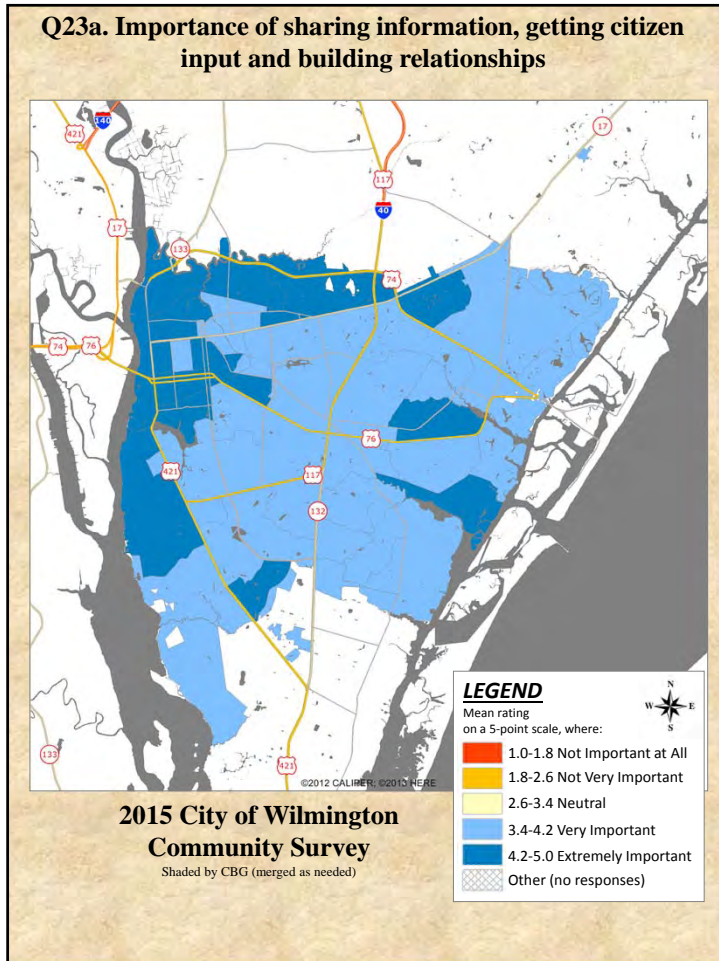


**LEGEND**  
 Mean rating on a 5-point scale, where:

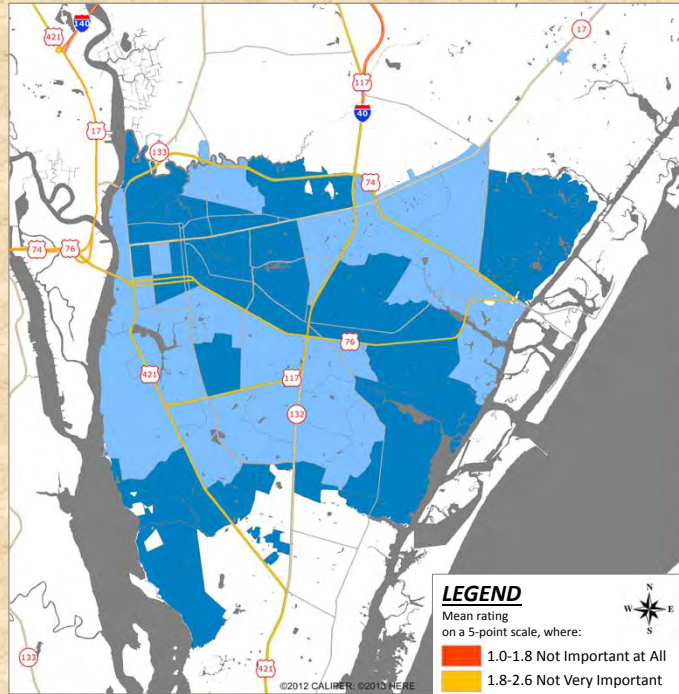
- 1.0-1.8 Spend Much Less
- 1.8-2.6 Spend Less
- 2.6-3.4 About the Same
- 3.4-4.2 Spend More
- 4.2-5.0 Spend Much More
- Other (no responses)

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



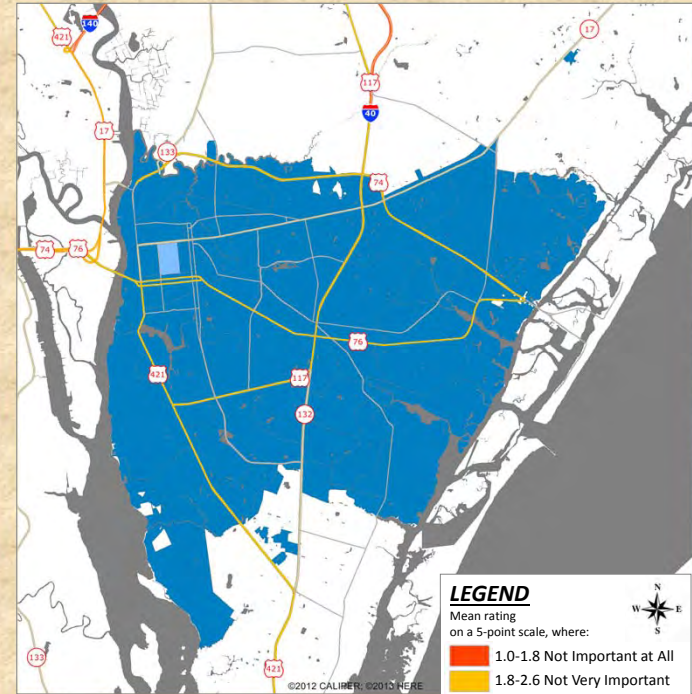


**Q23c. Importance of working to ensure the city is positioned for future sustainability and growth**



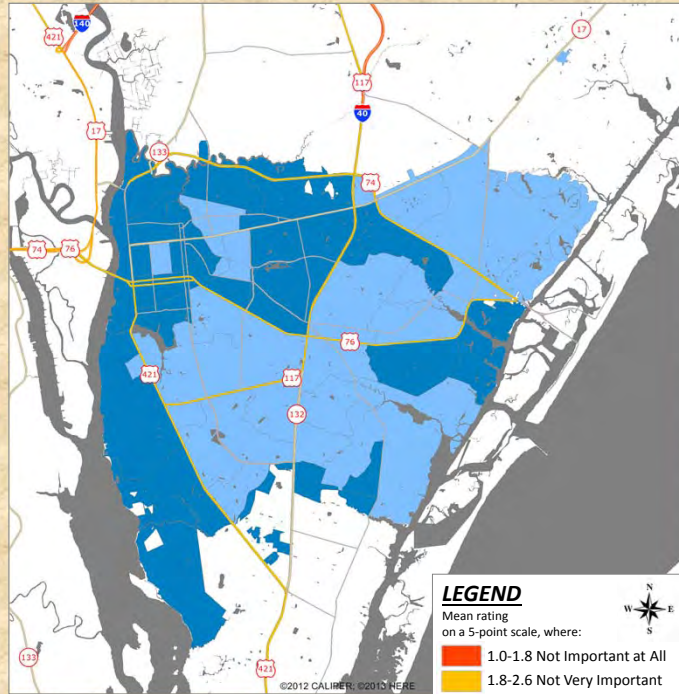
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

**Q23d. Importance of providing a safe community**



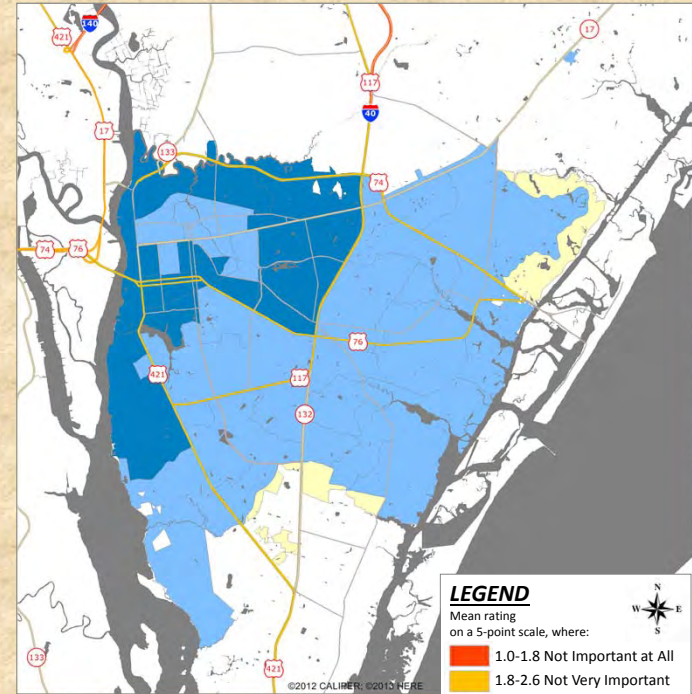
**2015 City of Wilmington  
Community Survey**  
Shaded by CBG (merged as needed)

**Q23. Importance of supporting neighborhoods to help them thrive**

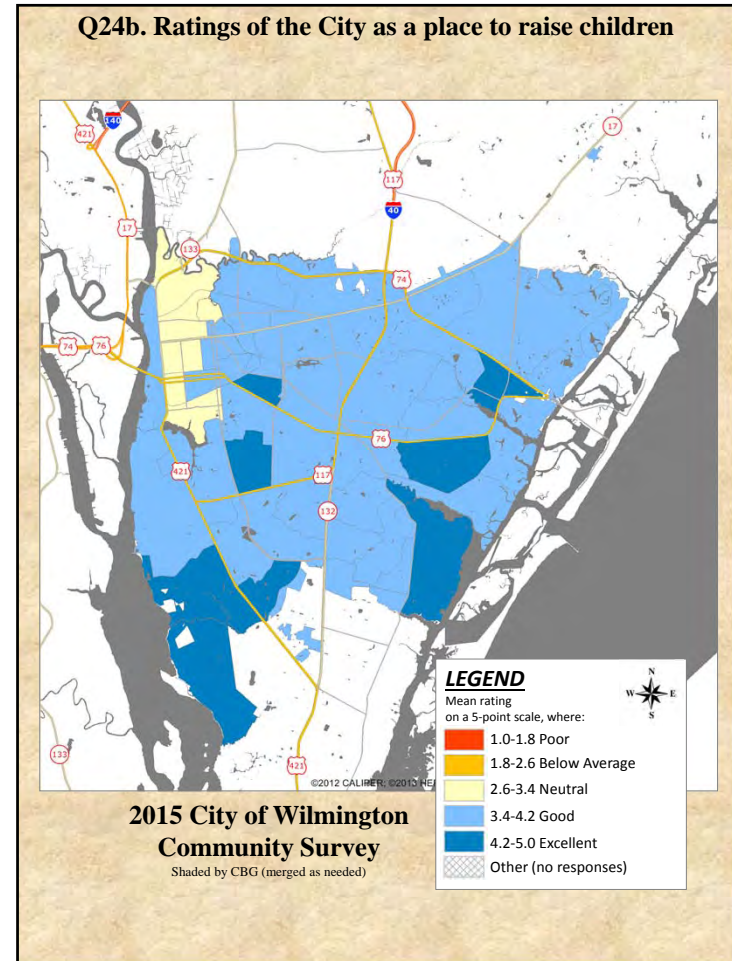
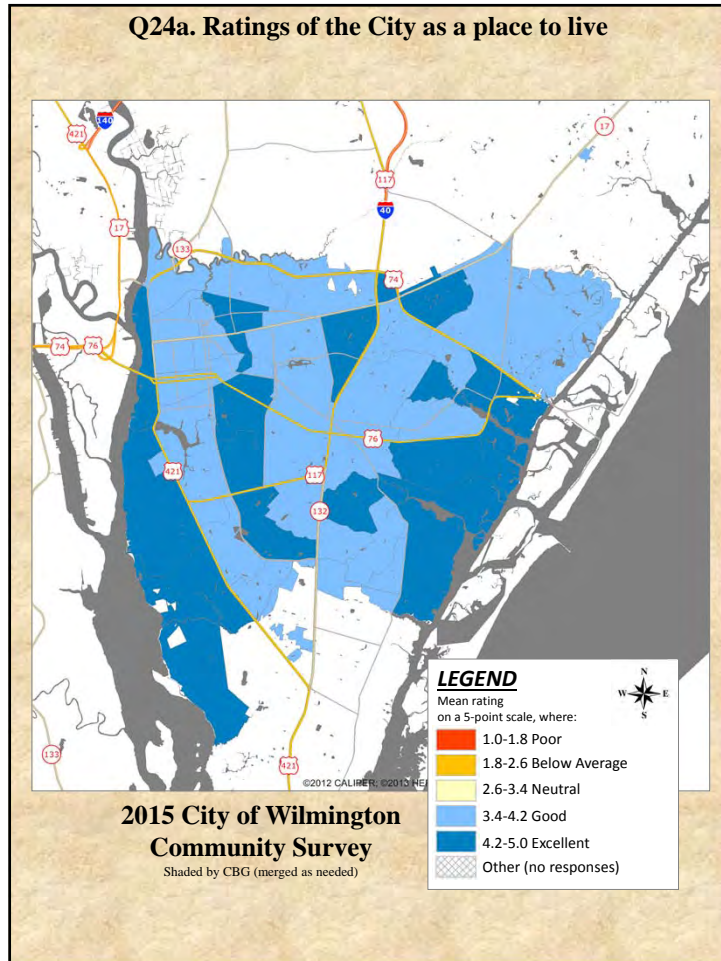


**2015 City of Wilmington Community Survey**  
 Shaded by CBG (merged as needed)

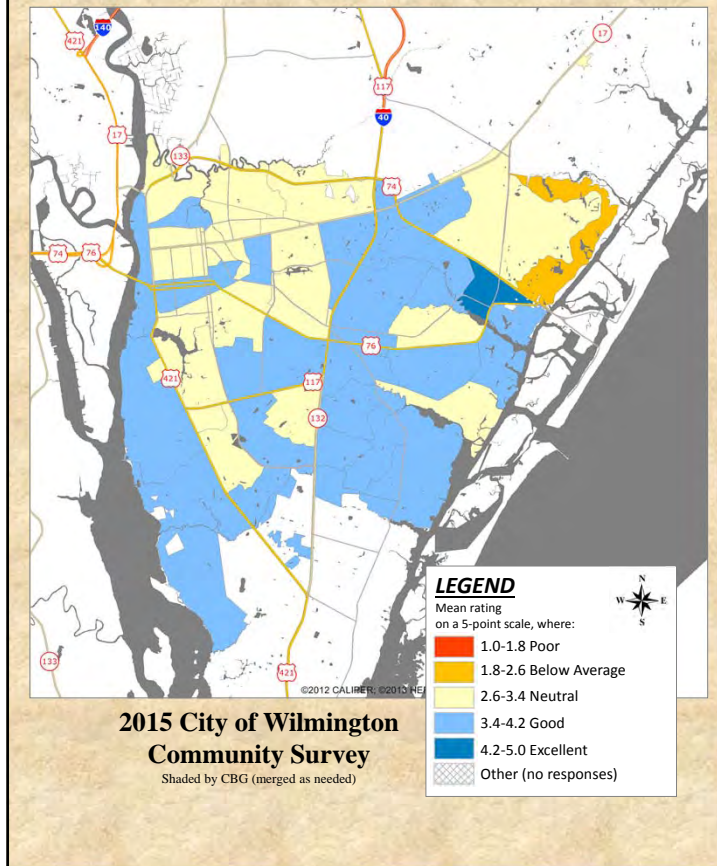
**Q23f. Importance of providing a safe and efficient transportation system**



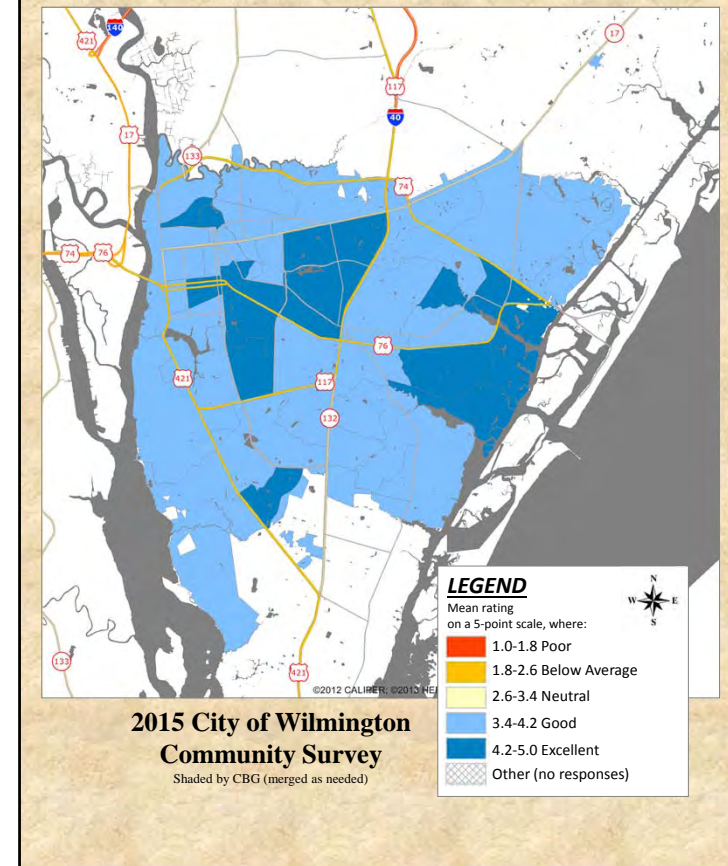
**2015 City of Wilmington Community Survey**  
 Shaded by CBG (merged as needed)

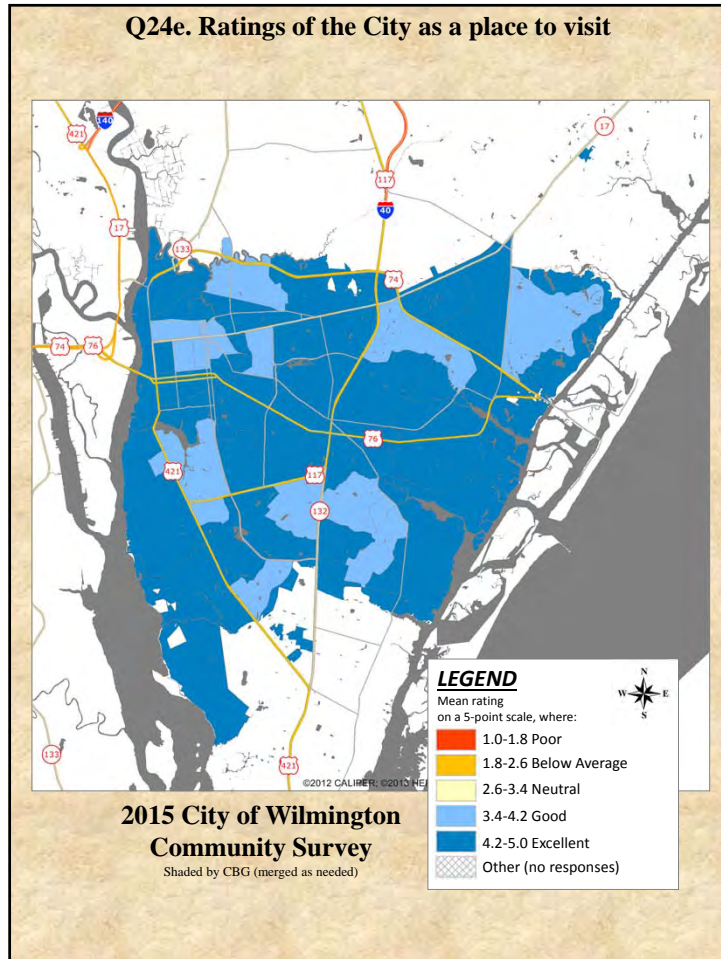


**Q24c. Ratings of the City as a place to work or build a business**



**Q24d. Ratings of the City 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. Approximately thirty-eight percent (37.9%) selected "maintenance of City streets and sidewalks" as one of the most important services for the City to provide.

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



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

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

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

## **Interpreting the Ratings**

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

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

The results for Wilmington are provided on the following pages.

## Importance-Satisfaction Rating

### City of Wilmington

### Overall

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating

### City of Wilmington

### Public Safety

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating

### City of Wilmington

### Parks and Recreation

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating

### City of Wilmington

### Maintenance

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating

### City of Wilmington

### Code Enforcement

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

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

**Most Important %:**

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

**Satisfaction %:**

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

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### **Importance-Satisfaction Matrix Analysis**

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

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

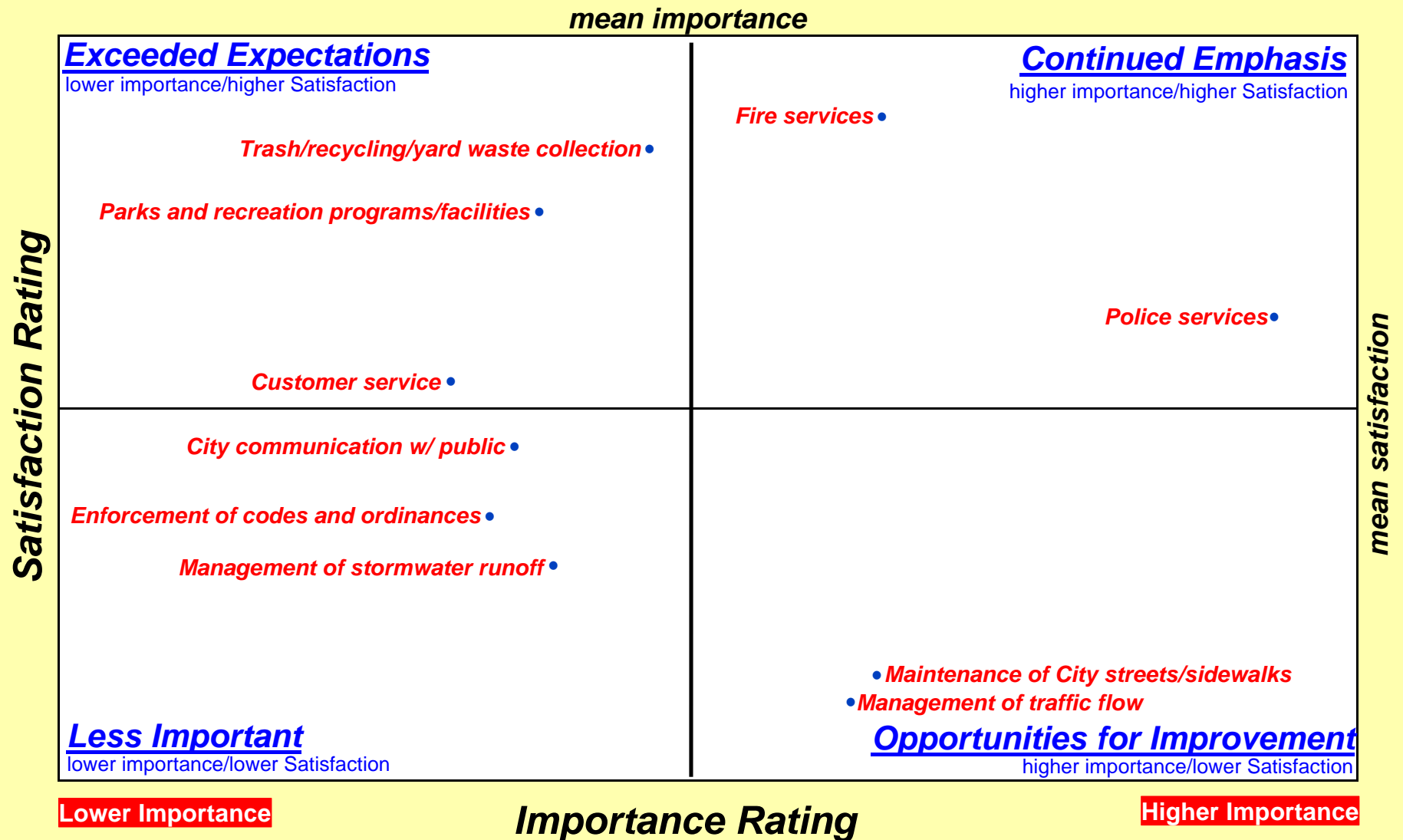
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

# 2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Overall City Services-

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



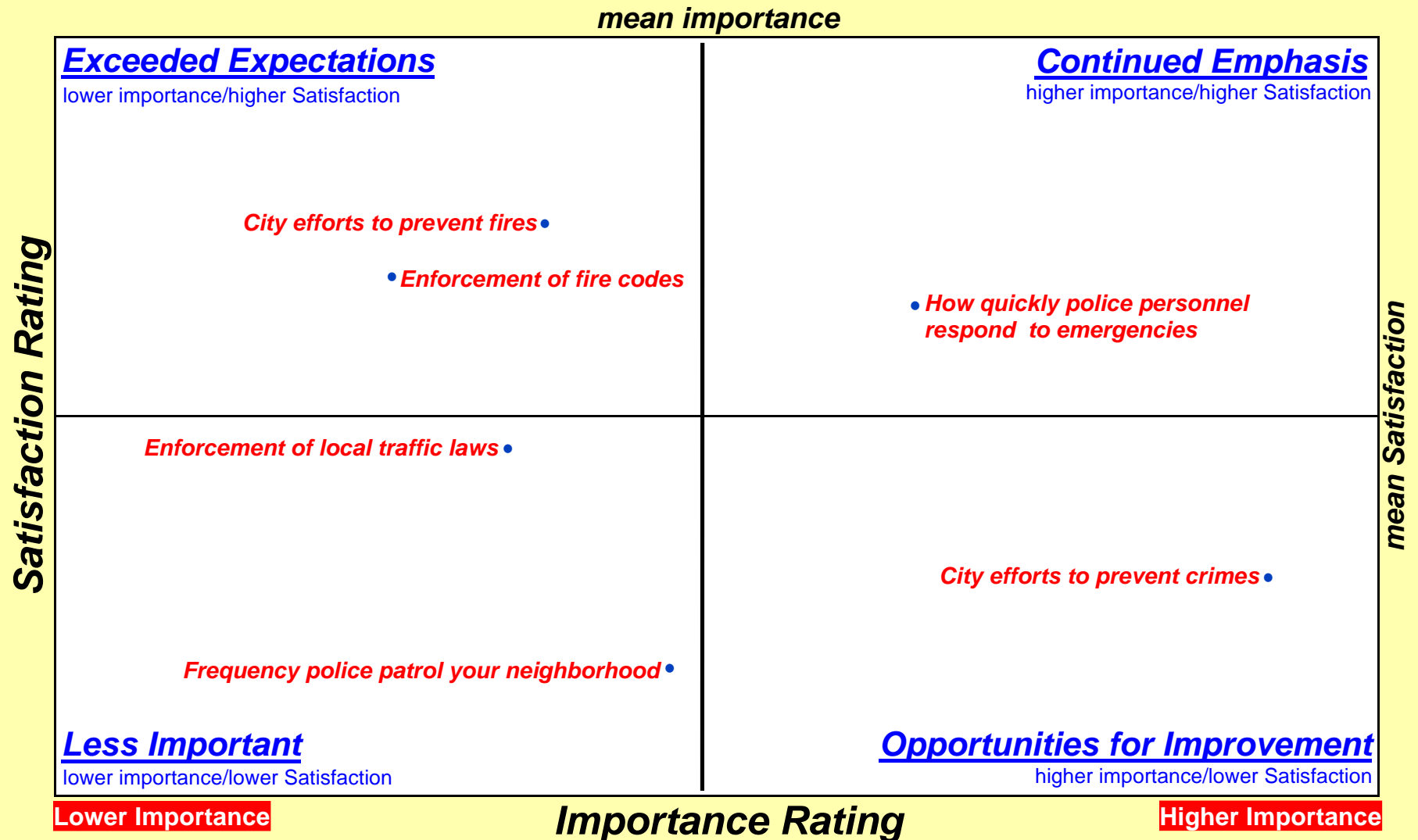
Source: ETC Institute (2015)



# 2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety-

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

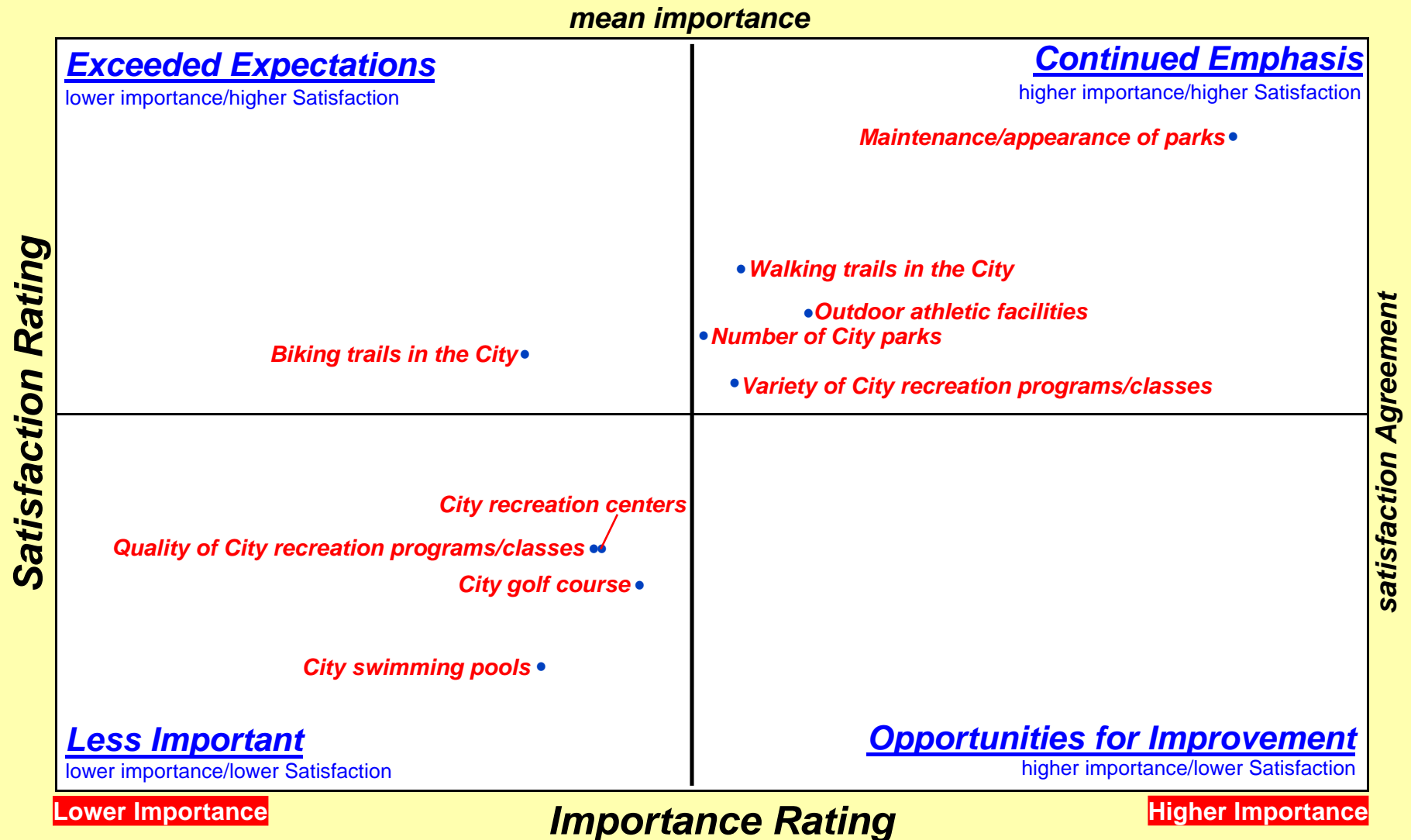


Source: ETC Institute (2015)

# 2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## **-Parks and Recreation-**

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

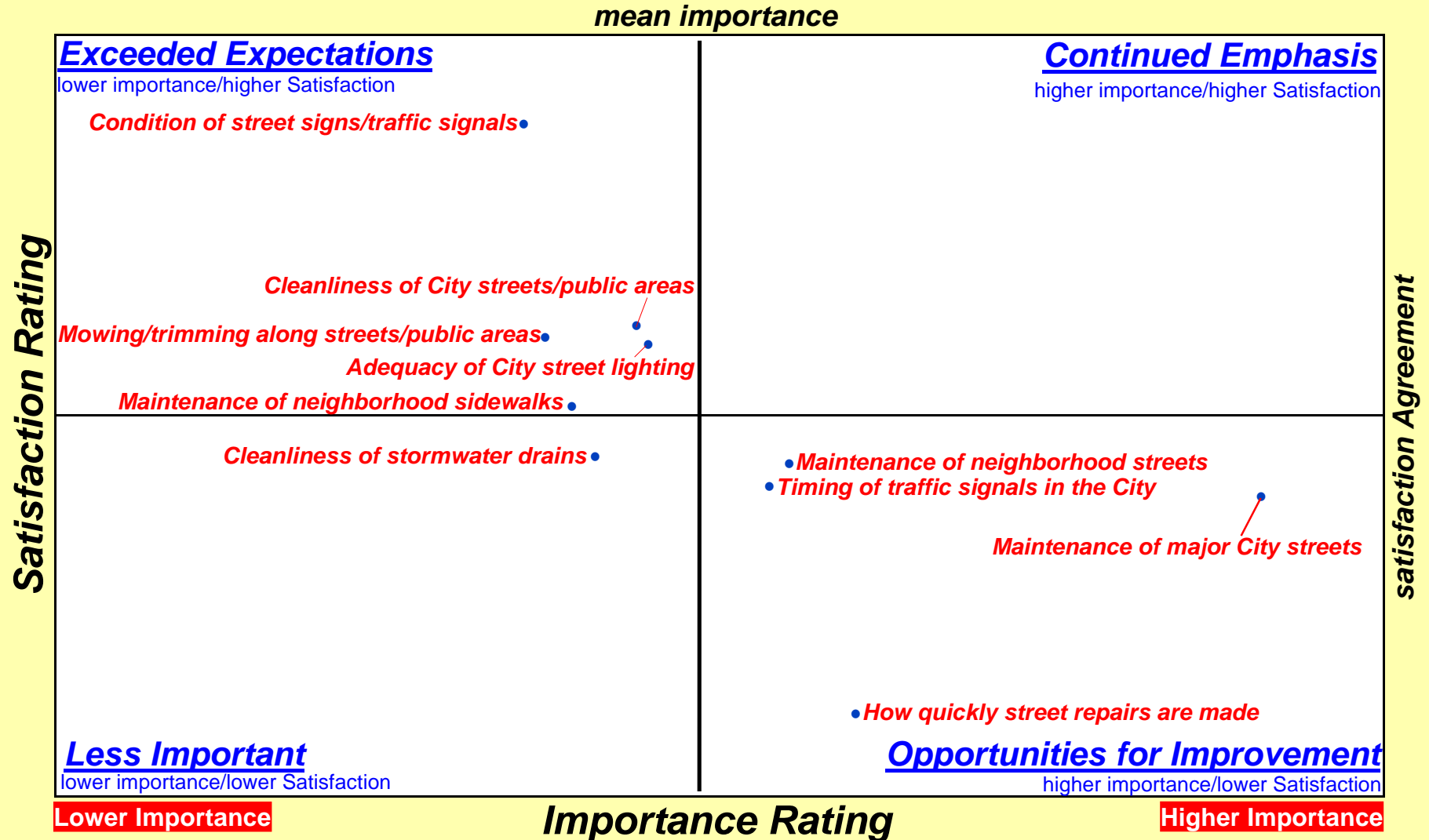


Source: ETC Institute (2015)

# 2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## **-Maintenance-**

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

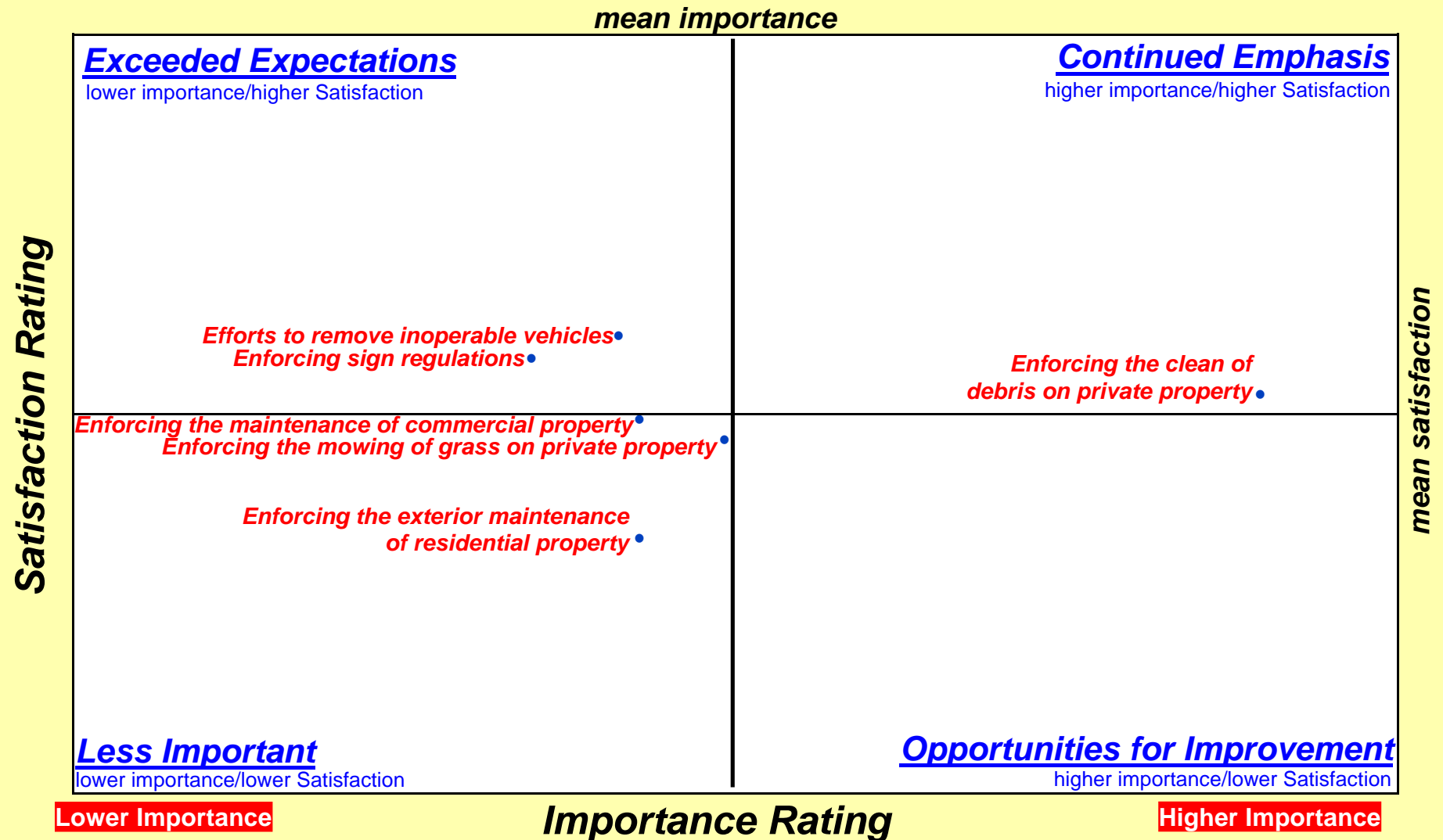


Source: ETC Institute (2015)

# 2015 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## **-Code Enforcement-**

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



Source: ETC Institute (2015)

*Section 4:*  
*Tabular Data*

---

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

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

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



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

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

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

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

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

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

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

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

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

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

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

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



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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

**Q10. Other**

Q10\_Other

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

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

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

**Q11. Other**

Q11 Other

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

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

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

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

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

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

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

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

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



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

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

**Q16a. Which City Department did you contact most recently?**

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

**Q16a. Other**

Q16a Other

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ABORIST  
BIG TRASH PICKUP  
BRUSH/LIMBS PICKUP  
BUILDING DEPARTMENT  
BULKY ITEM PICK UP  
CAPE PUBLIC UTILITIES  
DEBRIS AND WATER SERVICE  
ENGINEERS  
HOUSING AUTHORITY  
I CALLED THE CITY BECAUSE I THINK I HAVE A GRAVE IN MY YARD/ AND THE CORNER STONES IN MY YARD/  
WHEN I WAS PLOWING MY GARDEN/  
MAYOR  
PARKS AND RECREATION  
PATROLLING NEIGHBORHOOD  
PROPERTY TAXES  
RECYCLING  
REGISTER OF DEEDS  
ROAD MAINTENANCE  
STREET LIGHTS  
TAX  
TAX OFFICE  
TRAFFIC  
TRAFFIC LIGHT DEPT  
TRASH AND DEBRIS  
TRASH PICK UP  
TRASH PICKUP  
TRASH PICKUP  
TREE DEPT/ TO CUT DOWN THE TREES  
U-PAVING  
UTILITIES  
UTILITIES  
WASTE DEPARTMENT  
WATER DEPT  
WATER FOR DRINKING  
WATER UTILITY  
WAVE TRANSPORT  
ZONING  
ZONING

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

(N=408)

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

**WITHOUT DON'T KNOW**

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

(N=408)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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



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

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

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

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

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

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

(N=800)

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

**WITHOUT DON'T KNOW**

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

(N=800)

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

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

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

**Q26. What is your age?**

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

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

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

**Q28. What is your gender?**

Q28. What is your gender?	Number	Percent
Male	387	48.4 %
Female	413	51.6 %
Total	800	100.0 %

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

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

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

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

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

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

**Q32. What is your home zip code?**

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