

# 2019 City of Wilmington Community Survey

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## Findings 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: Benchmarking Analysis.....	49
Section 3: Importance-Satisfaction Analysis .....	62
Section 4: Tabular Data .....	76
Section 5: Survey Instrument.....	124

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# 2019 City of Wilmington Community Survey Executive Summary Report

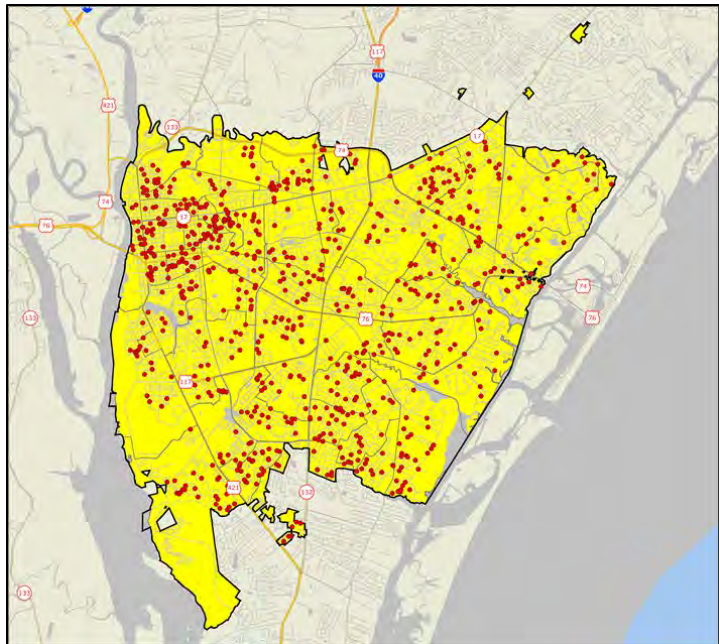
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## OVERVIEW AND METHODOLOGY

During the spring of 2019, 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 sixth community survey administered by the City of Wilmington; previous surveys were administered in 2007, 2010, 2012, 2015, and 2017.

The survey was mailed to a random sample of households in the City of Wilmington. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. A link to the online version was provided for residents who preferred to complete the survey over the internet ([www.WilmingtonNCSurvey.org](http://www.WilmingtonNCSurvey.org)). Approximately ten days after the surveys were mailed, residents who received the survey were contacted by e-mail to encourage participation. A total of 833 households completed the survey. The results for the random sample of 833 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:

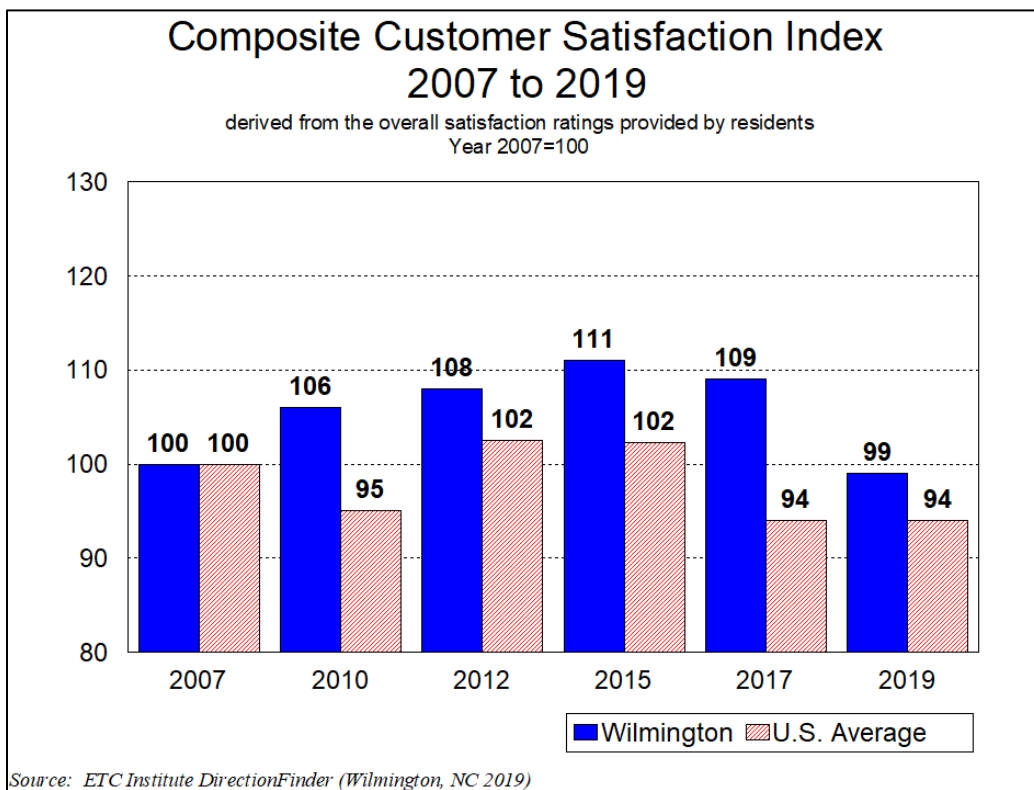
- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking analysis
- Importance-Satisfaction analysis
- tabular data
- a copy of the survey instrument

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

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

**Composite Customer Satisfaction Index**

The Composite Satisfaction Index for the City of Wilmington decreased 10 points from 2017 to 2019. However, the rating for Wilmington is 5 points higher than the U.S. average. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100. The chart below shows how the Composite Satisfaction Index for the City of Wilmington and for the U.S. average has changed since 2007. Continued national concerns about the economy, public safety, and other issues may have contributed to overall decreases in satisfaction with government during the past two years.



## MAJOR FINDINGS

### Overall Satisfaction with City Services

- Fifty-eight percent (58%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 31% were neutral and 11% 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 (83%), the quality of trash, yard, recycling and yard waste collection services (73%), the quality of police services (68%), and the quality of City parks and recreation programs (67%). Residents were generally less satisfied with the maintenance of City streets and sidewalks (25%) and the management of traffic flow on City streets (18%).

**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 (76%), how quickly police respond to emergencies (65%), and the enforcement of fire codes (59%). Residents were least satisfied with the frequency that police patrol neighborhoods (42%).

**Perceptions of Safety.** Based upon the combined percentage of residents who felt “very safe” or “safe,” those *who had an opinion* felt most safe in their neighborhood during the day (87%), in the downtown business district during the day (83%) and in shopping areas (70%).

**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 (77%), the number of City parks (63%), walking trails in the City (59%), and biking trails in the City (52%). Residents were least satisfied with City swimming pools (30%).

**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: availability of information about City services and programs (43%) and the usefulness of information on the City’s website (43%). Residents were least satisfied with the level of public involvement in decision-making (21%).

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 radio. 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 (57%), maintenance of city buildings (49%) and mowing and tree trimming along City streets and other public areas (49%). Residents were least satisfied with how quickly street repairs are made (16%).

**Code Enforcement.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of sign regulations (36%) and enforcing exterior maintenance of commercial property (35%). Residents were least satisfied with the enforcement of exterior maintenance of residential property (28%).

**Customer Service.** More than half (54%) of the residents surveyed had contacted the City during the past year. Of those, the highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the way residents were treated (74%) and how easy City employees were to contact (74%).

**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 (86%) and curbside recycling services (82%).

**Transportation/Other Issues.** The highest levels of satisfaction with transportation/other issues, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: opportunities to attend cultural activities (61%) and ease of walking in the City (45%). Residents were least satisfied with the availability of affordable housing (18%).

**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 (82%). Residents also felt it was important to make upgrades to public facilities (63%) and make park and open space improvements (62%).

**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 to live (83%).

## TRENDS

### **Significant Changes From 2017**

The results for the City of Wilmington improved or stayed the same in 16 of the 81 areas that were assessed in both 2017 and 2019, 1 of which was a significant increase (increase of 4% or more): City efforts to prevent fires (+11%).

There were 38 areas with significant decreases in satisfaction (decrease of 4% or more) from 2017. They are listed below and on the following page:

- Maintenance of neighborhood streets (-13%)
- Maintenance of neighborhood sidewalks (-13%)

- Management of stormwater runoff by the City (-12%)
- Availability of affordable housing (-12%)
- Cleanliness of stormwater drains (-11%)
- How well the City is planning growth (-11%)
- Maintenance of major City streets (-11%)
- Ease of walking in the City (-10%)
- Ease of travel by car in the City (-9%)
- Appearance of the City (-9%)
- City efforts to prevent crimes (-8%)
- Maintenance of City streets and sidewalks (-7%)
- Effectiveness of City communication w/ public (-7%)
- Condition of street signs/traffic signals (-7%)
- Maintenance of City buildings (-7%)
- How quickly the City staff responded to request (-6%)
- Enforcing exterior maintenance of residential property (-6%)
- Quality of trash/recycling/yard waste collection (-6%)
- How quickly street repairs are made (-6%)
- Timing of traffic signals in the City (-6%)
- Quality of services provided by City (-6%)
- Cleanliness of City streets and public areas (-6%)
- City efforts to remove inoperable vehicles (-5%)
- Enforcing sign regulations (-5%)
- Management of traffic flow on City streets (-5%)
- Enforcing the mowing of grass on private property (-5%)
- Quality of parks & recreation programs (-5%)
- In shopping areas (-5%)
- Ease of biking in the City (-4%)
- How well your issue was handled (-4%)
- Enforcement of City codes and ordinances (-4%)
- Quality of customer service from City employees (-4%)
- Residential trash collection services (-4%)
- Mowing/trimming along City streets/public areas (-4%)
- Enforcing cleanup of debris on private property (-4%)
- Level of public involvement in decision-making (-4%)
- Biking trails in the City (-4%)
- City efforts to keep residents informed (-4%)

**Long-Term Trends.** The significant increases and decreases among all of the items that were assessed from 2007 to 2019 are listed below; changes of 4% or more were considered significant.

The significant long-term increases from 2007 to 2019 are listed below and on the following page:

- Biking trails in the City (+23%)
- Walking trails in the City (+18%)

- In City parks (+15%)
- Downtown business district at night (+12%)
- City efforts to prevent fires (+9%)
- How quickly police personnel respond (+7%)
- Curbside recycling services (+7%)
- Ease of biking in the City (+7%)
- Number of City parks (+6%)
- Frequency police patrol your neighborhood (+4%)

The significant long-term decreases from 2007 to 2019 are listed below:

- Maintenance of neighborhood streets (-23%)
- Quality of City's cable television channel (-12%)
- Maintenance of neighborhood sidewalks (-11%)
- City golf course (-10%)
- How quickly street repairs are made (-9%)
- Enforcing sign regulations (-8%)
- Maintenance of City streets and sidewalks (-8%)
- Availability of public transit services (-8%)
- Usefulness of info. on City's web site (-7%)
- How quickly the City staff responded to request (-6%)
- Maintenance of major City streets (-6%)
- Enforcing the mowing of grass on private property (-6%)
- Availability of affordable housing (-5%)
- Quality of City recreation programs/classes (-5%)
- Enforcing exterior maintenance of residential property (-5%)
- Quality of outdoor athletic facilities (-5%)
- How well your issue was handled (-5%)
- Availability of info. about City services/programs (-5%)
- As a place to work or build a business (-4%)
- Availability of job opportunities (-4%)
- Variety of City recreation programs/classes (-4%)
- The accuracy of the info./assistance given (-4%)
- Enforcing cleanup of debris on private property (-4%)
- City swimming pools (-4%)
- City efforts to remove inoperable vehicles (-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:

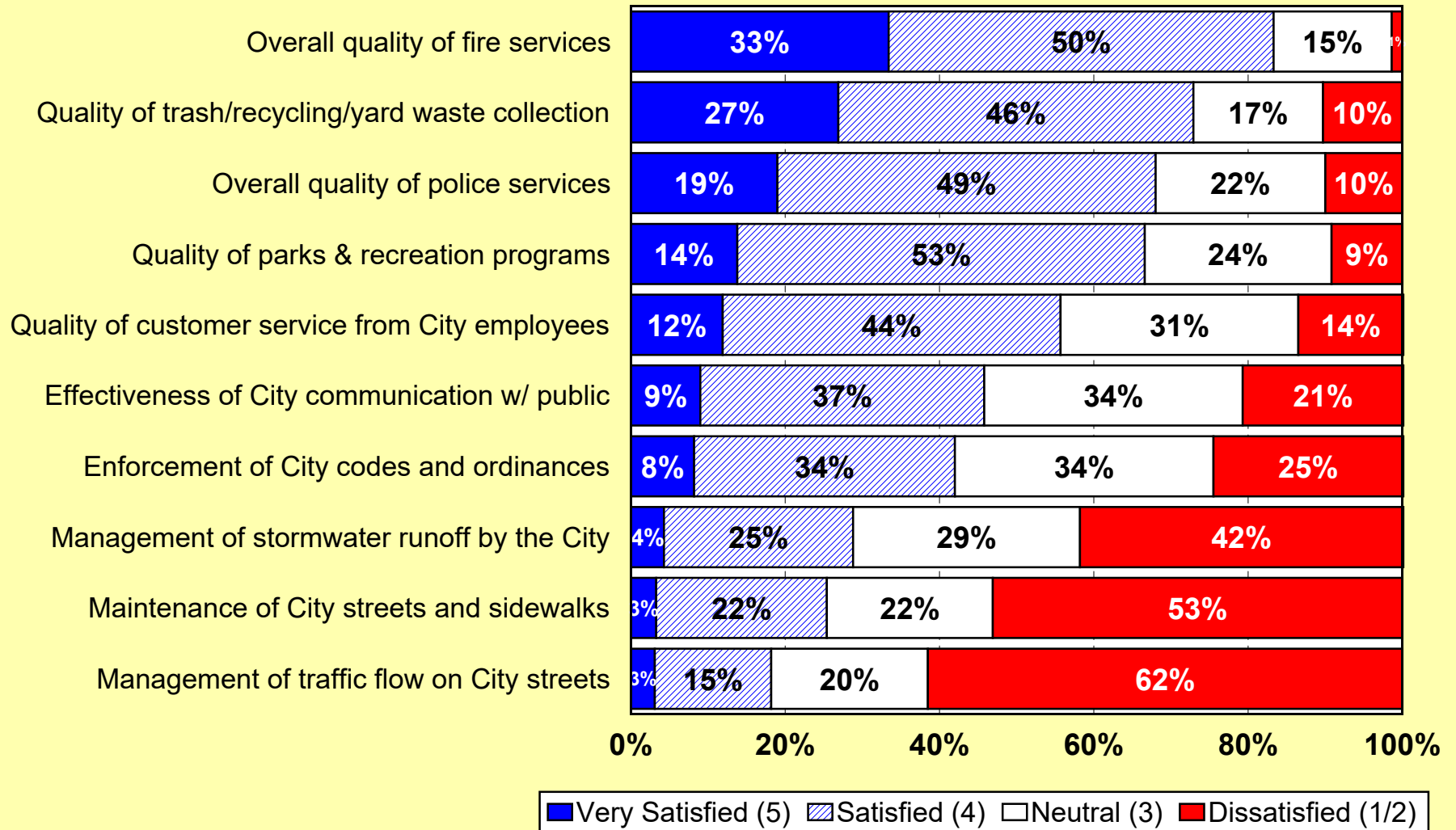
- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services 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:
  - Management of traffic flow on City streets (IS Rating = 0.3829)
  - Maintenance of City streets and sidewalks (IS Rating = 0.3758)
- **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

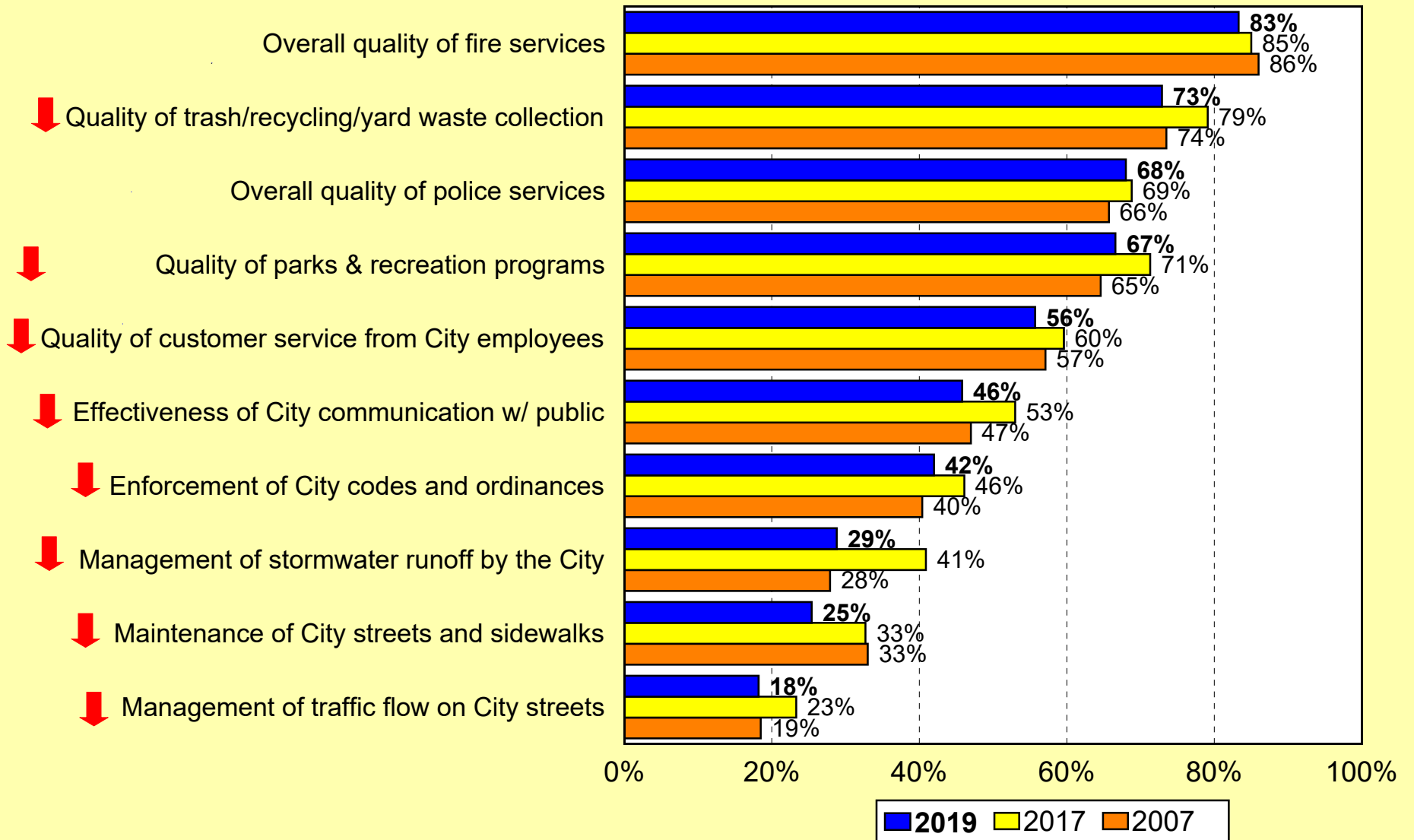
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Overall Satisfaction With City Services by Major Category (2007, 2017 & 2019)

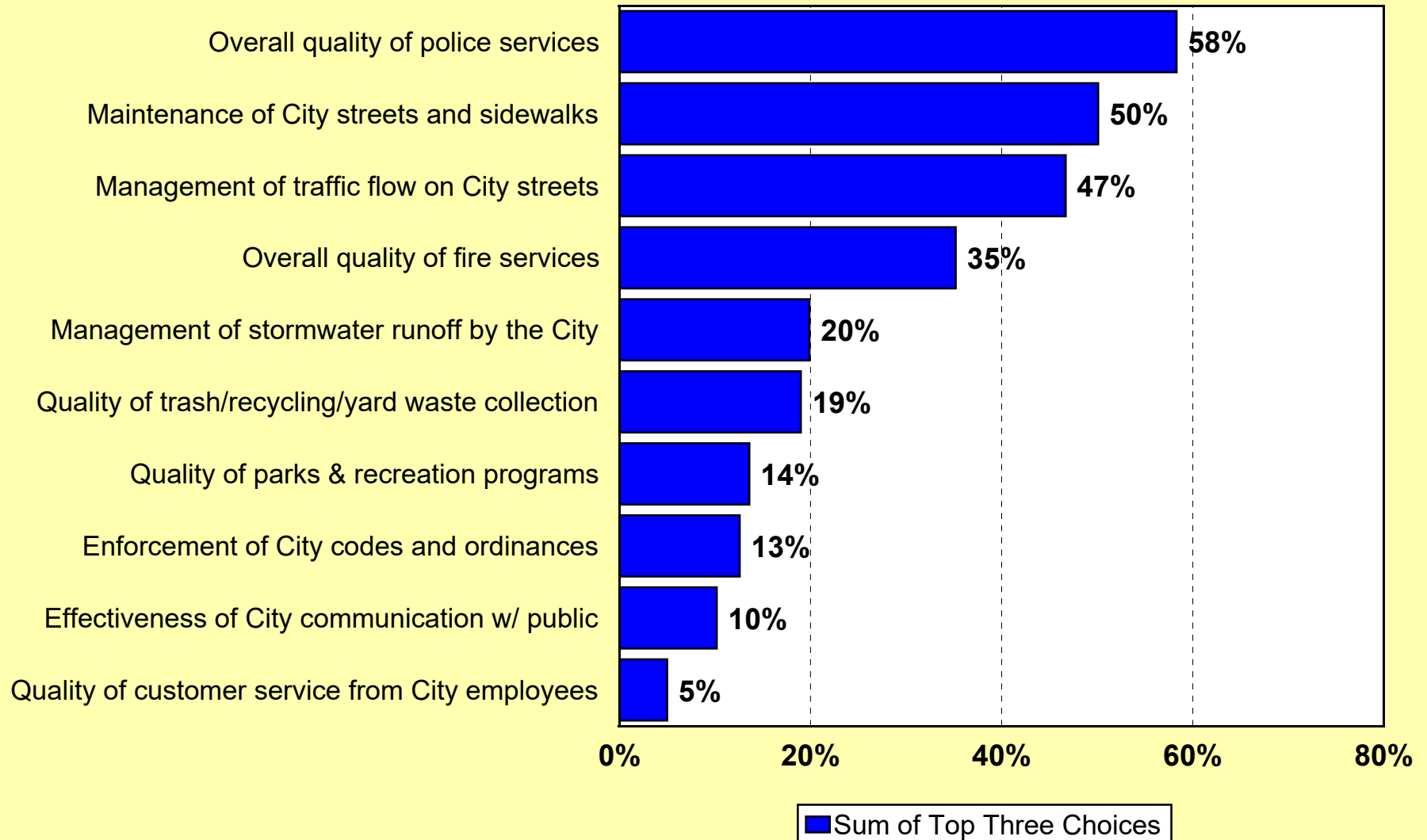
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

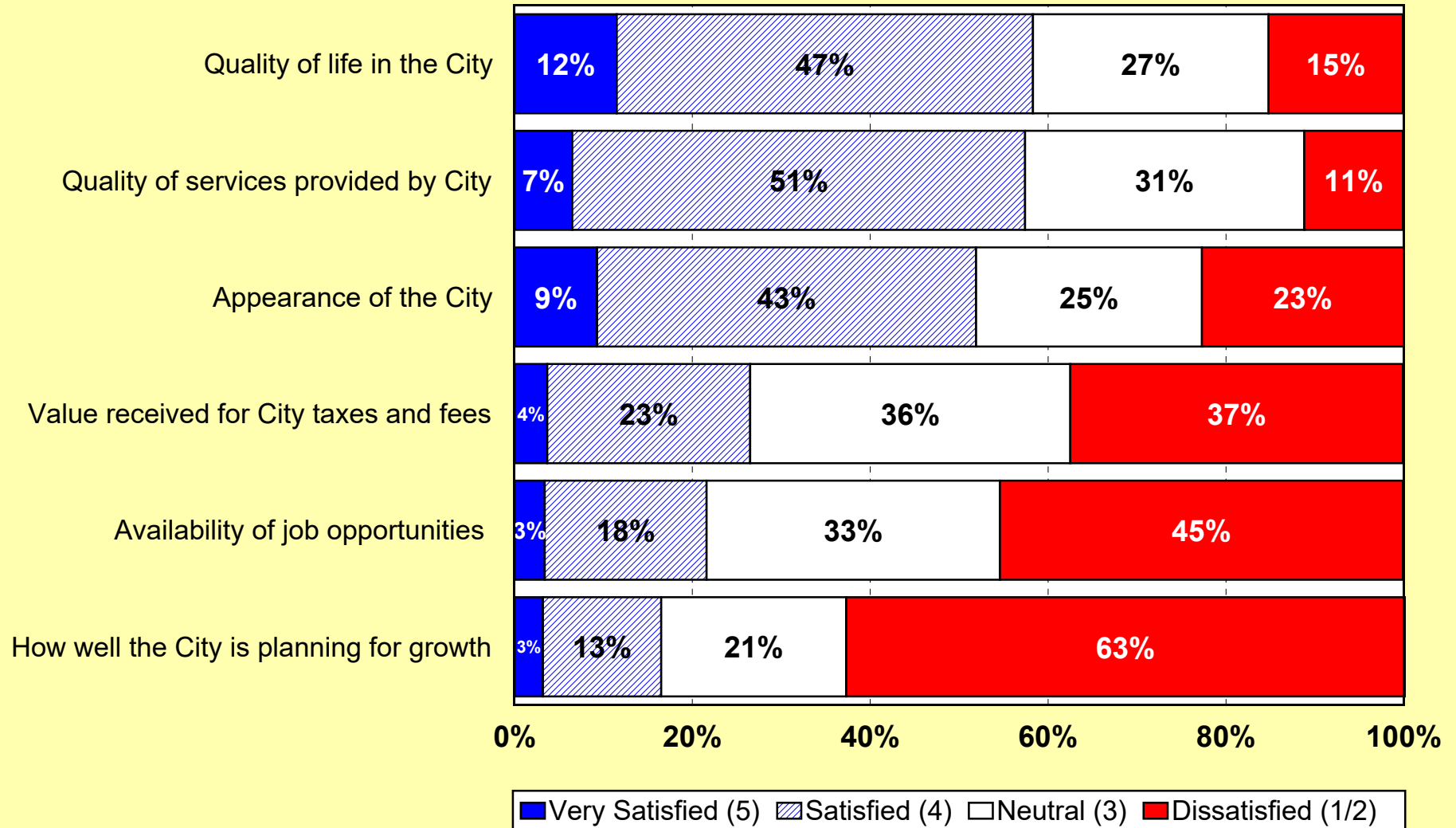
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

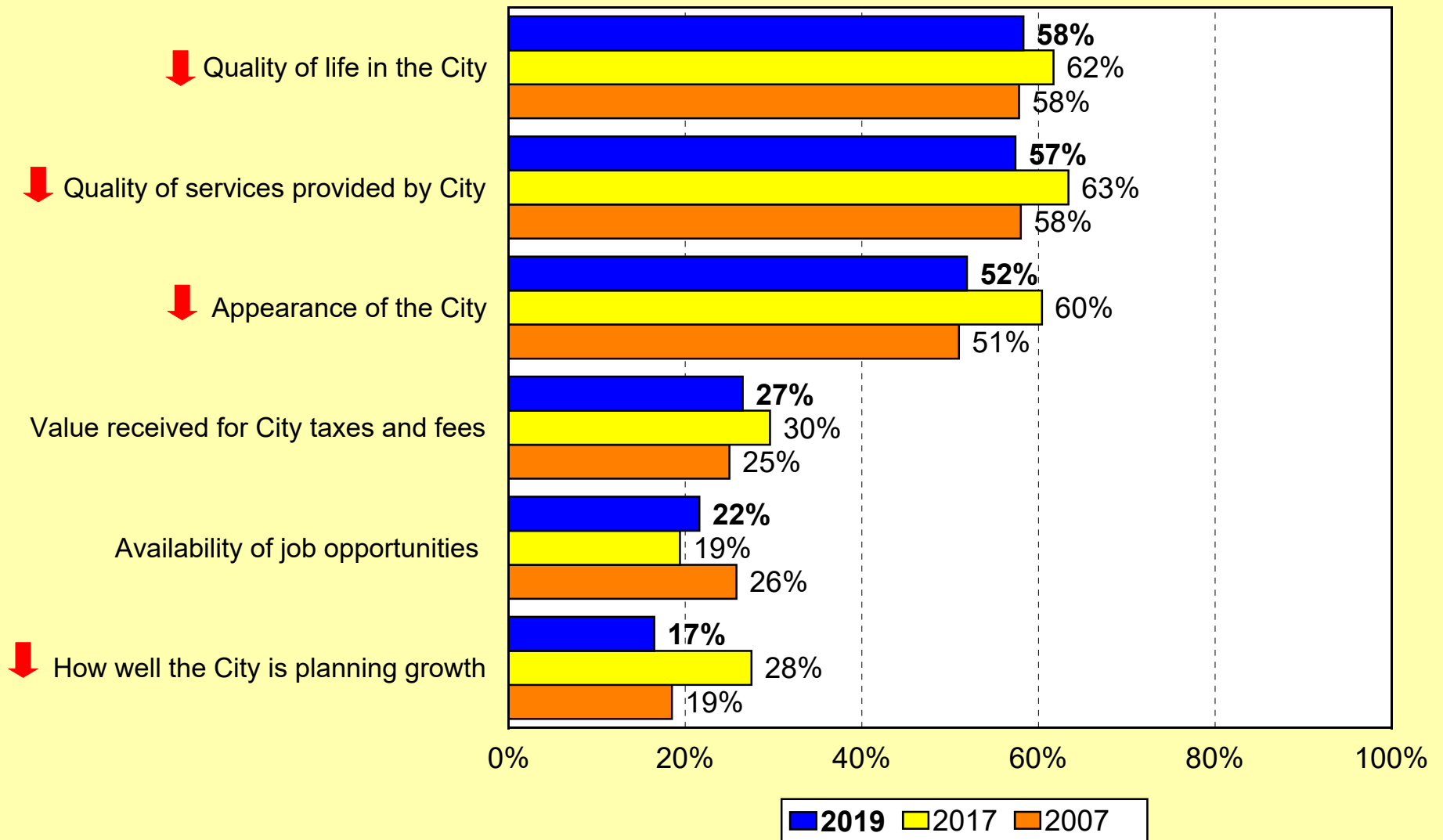
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction With Items That Influence the Perception Residents Have (2007, 2017 & 2019)

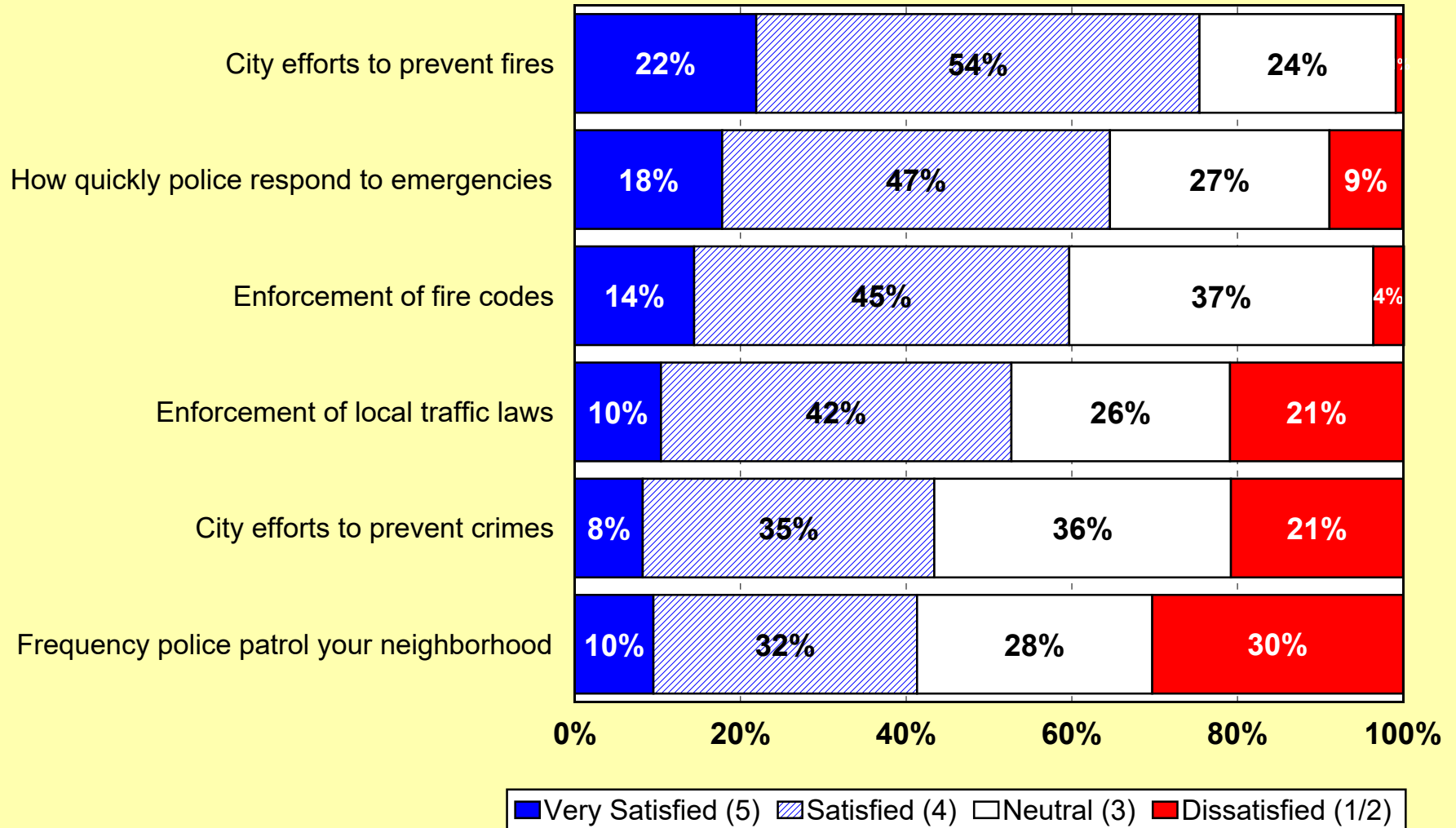
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)

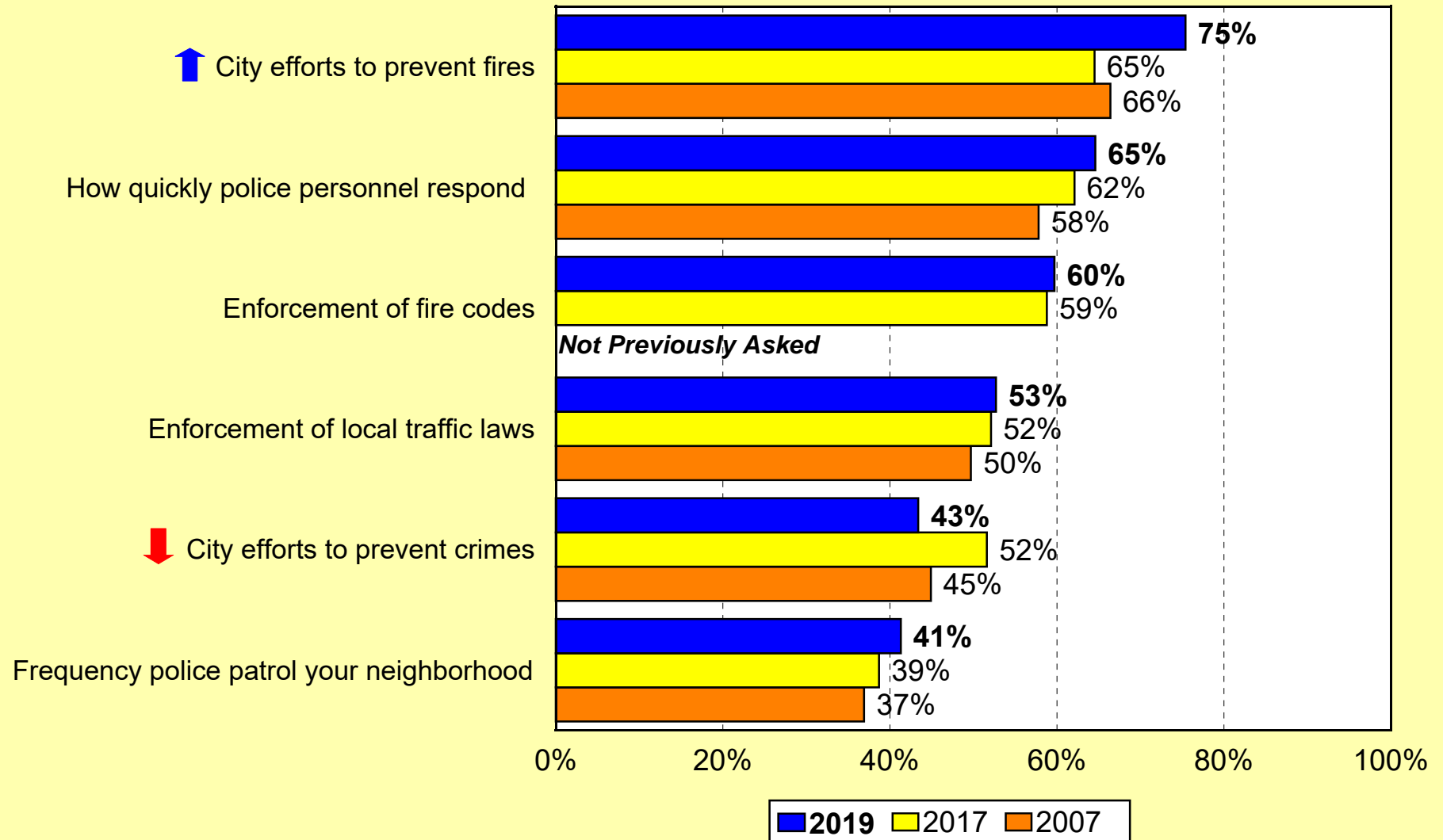


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



# Trends: Satisfaction with Various Aspects of Public Safety (2007, 2017 & 2019)

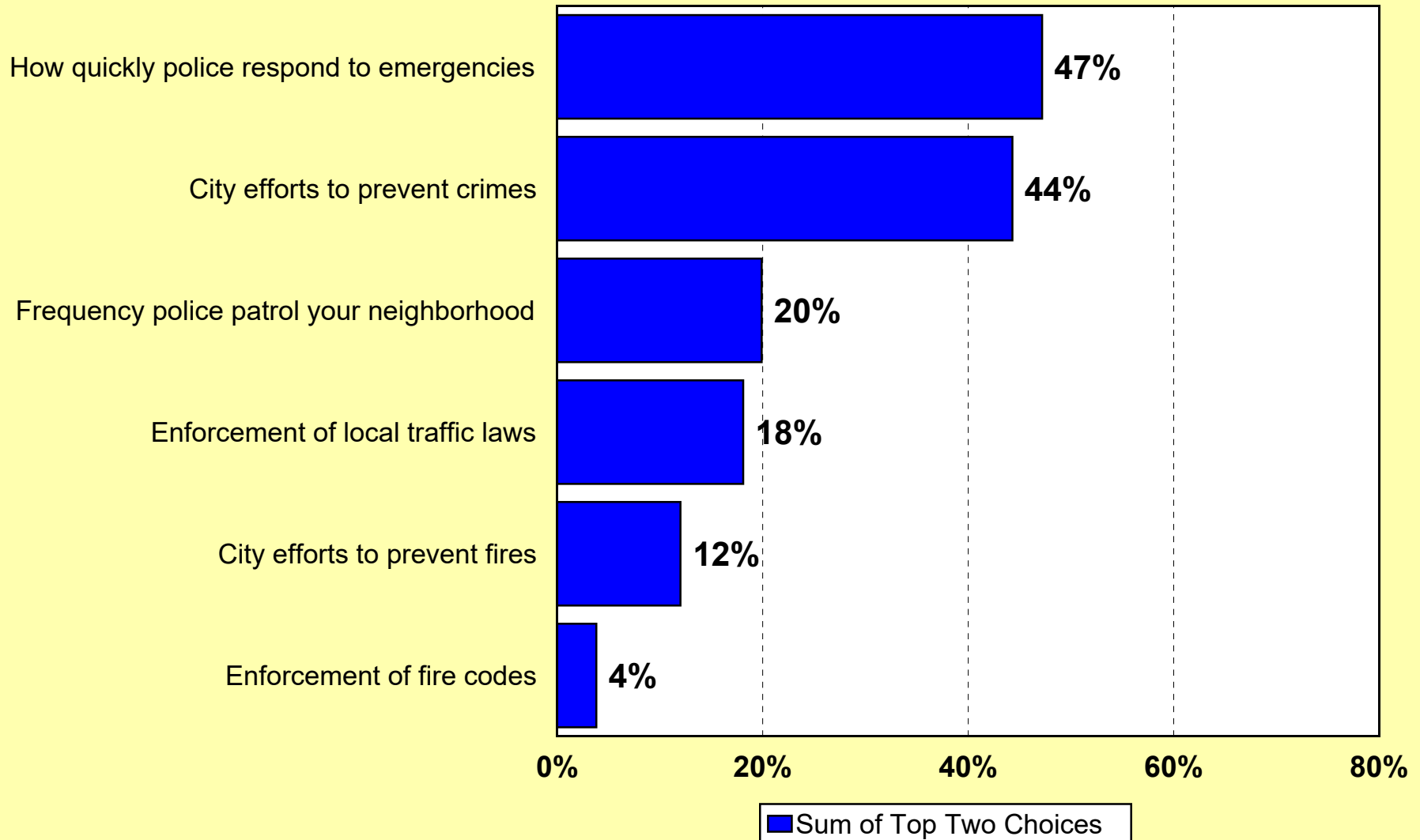
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

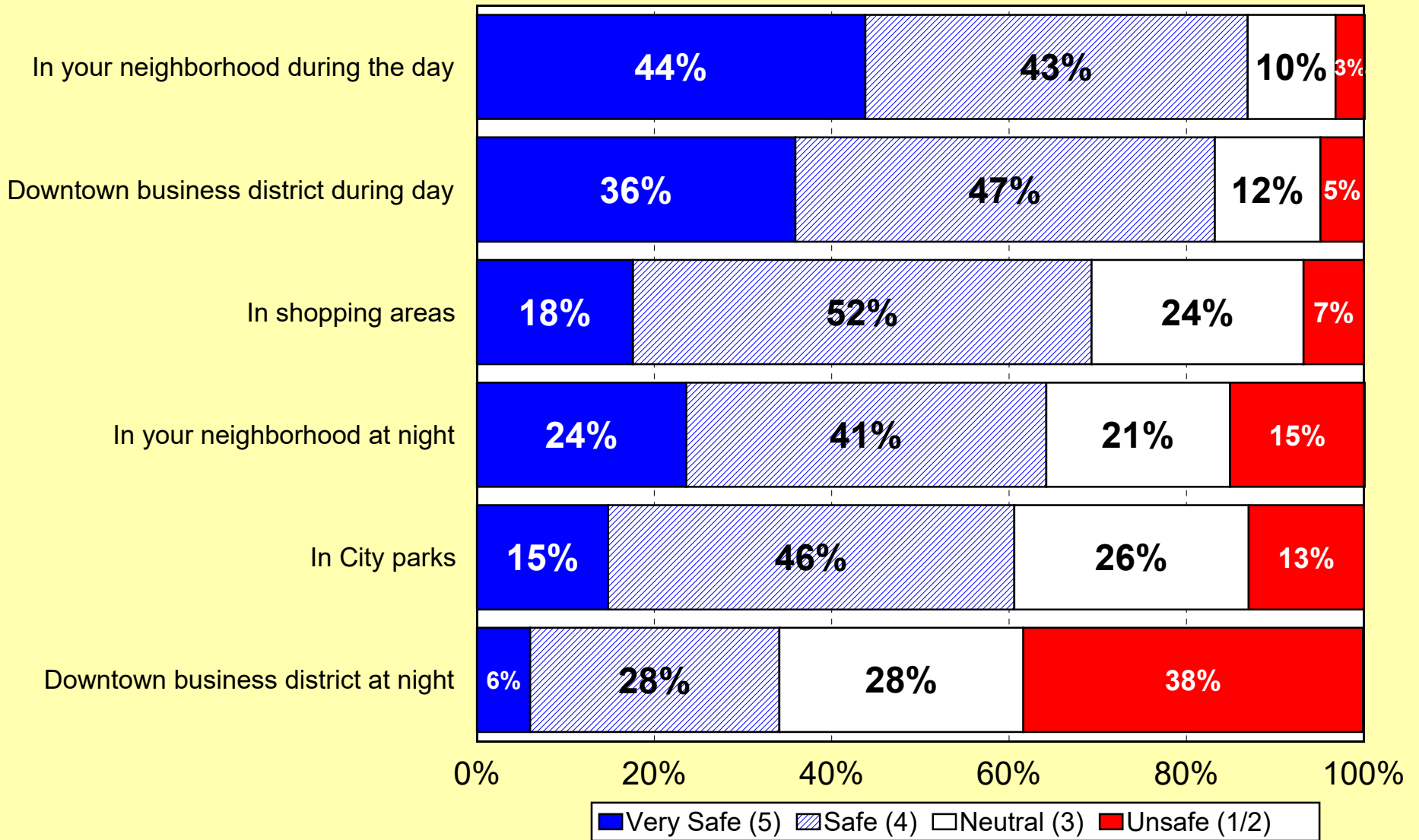
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q6. How Safe Do You Feel?

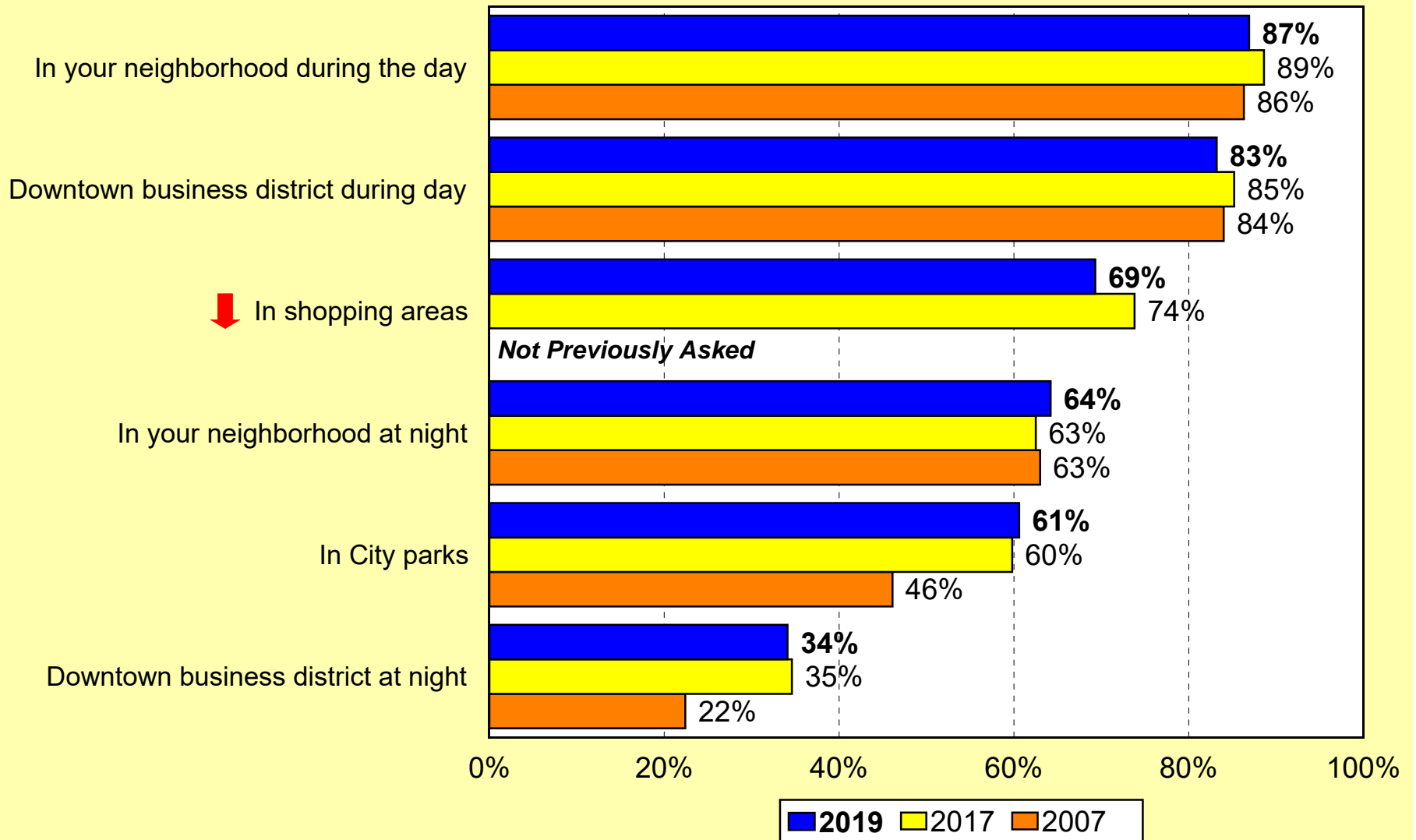
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: How Safe Do You Feel? (2007, 2017 & 2019)

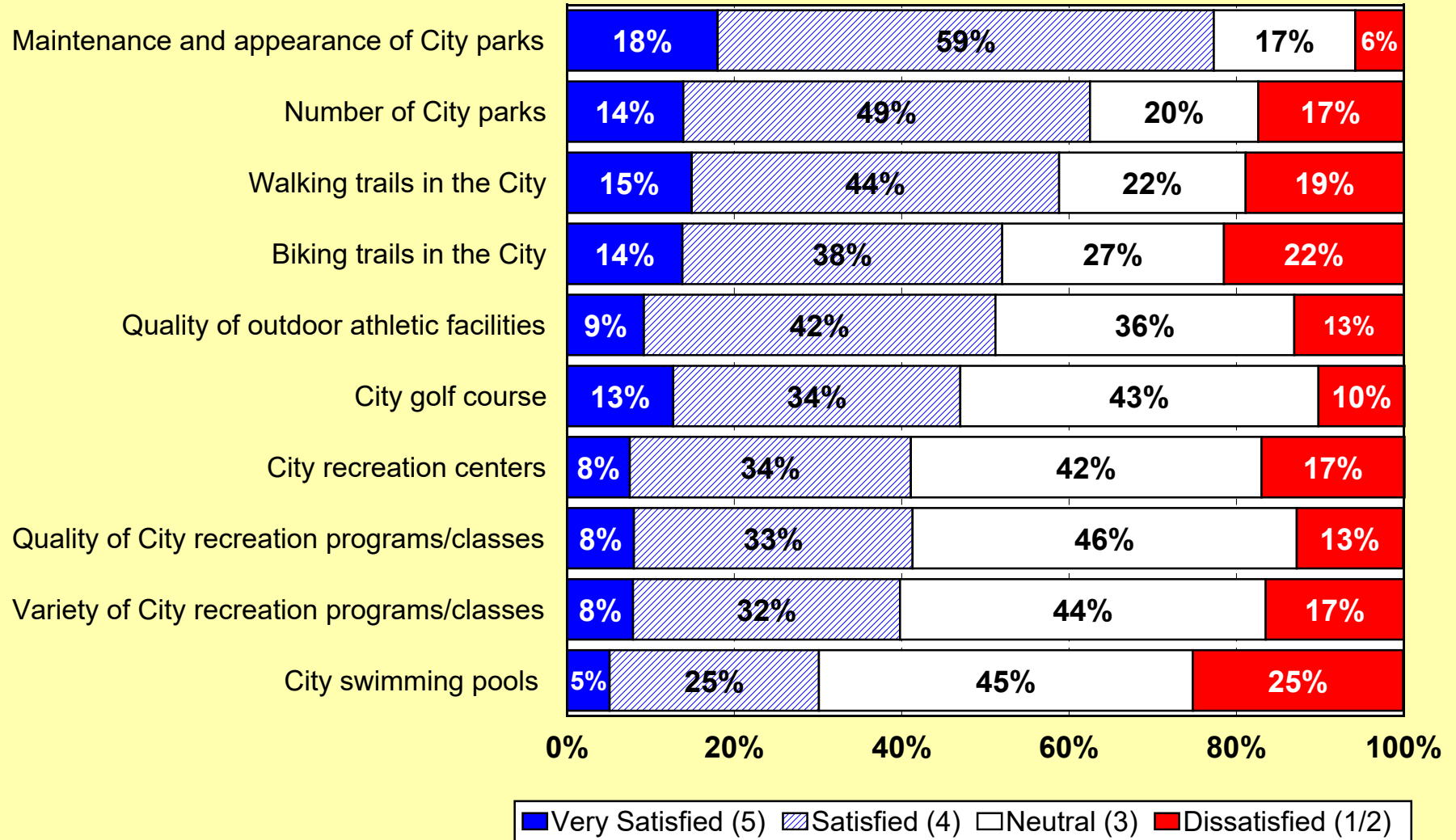
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q7. Satisfaction with Various Aspects of Parks and Recreation

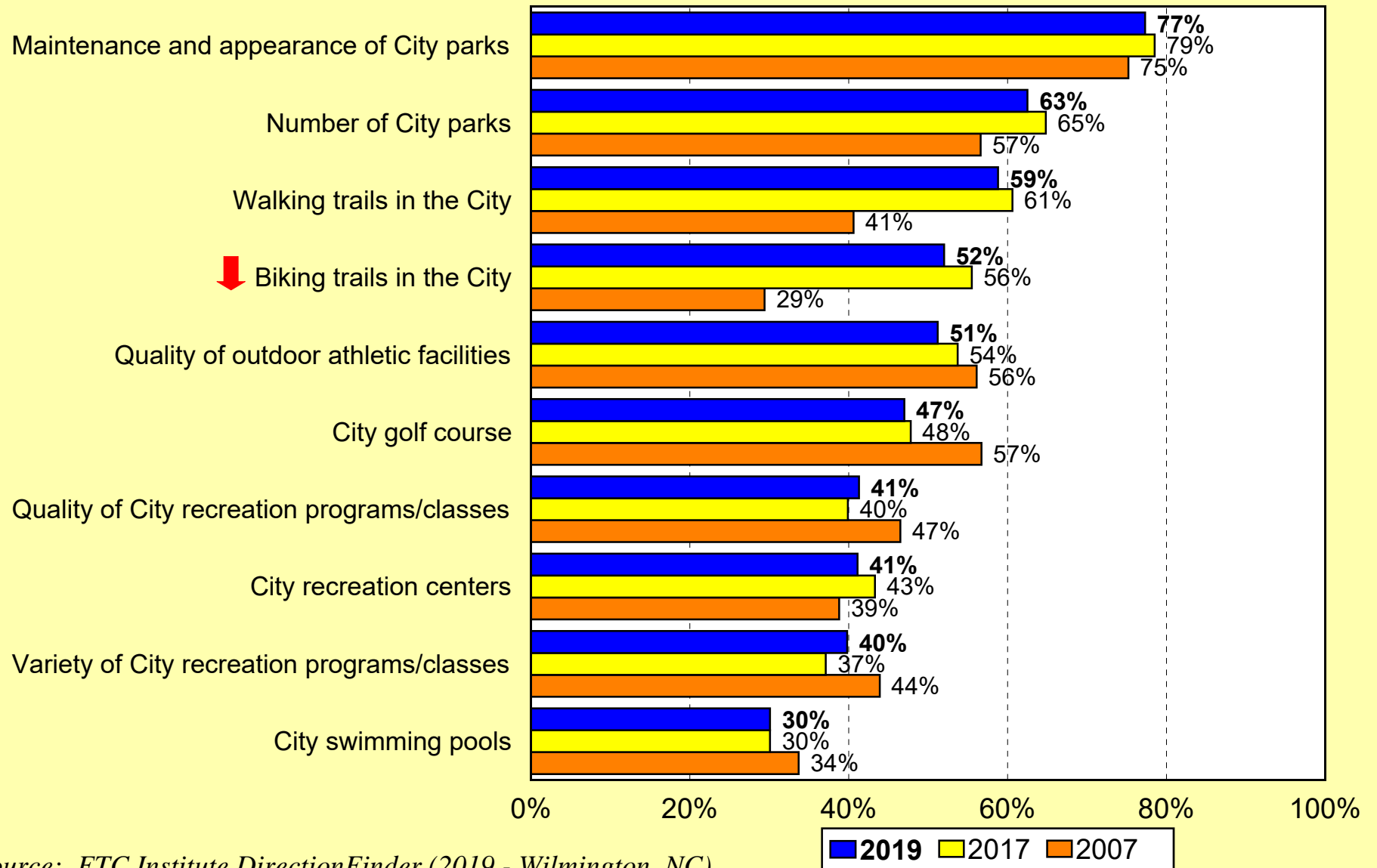
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction with Various Aspects of Parks and Recreation (2007, 2017 & 2019)

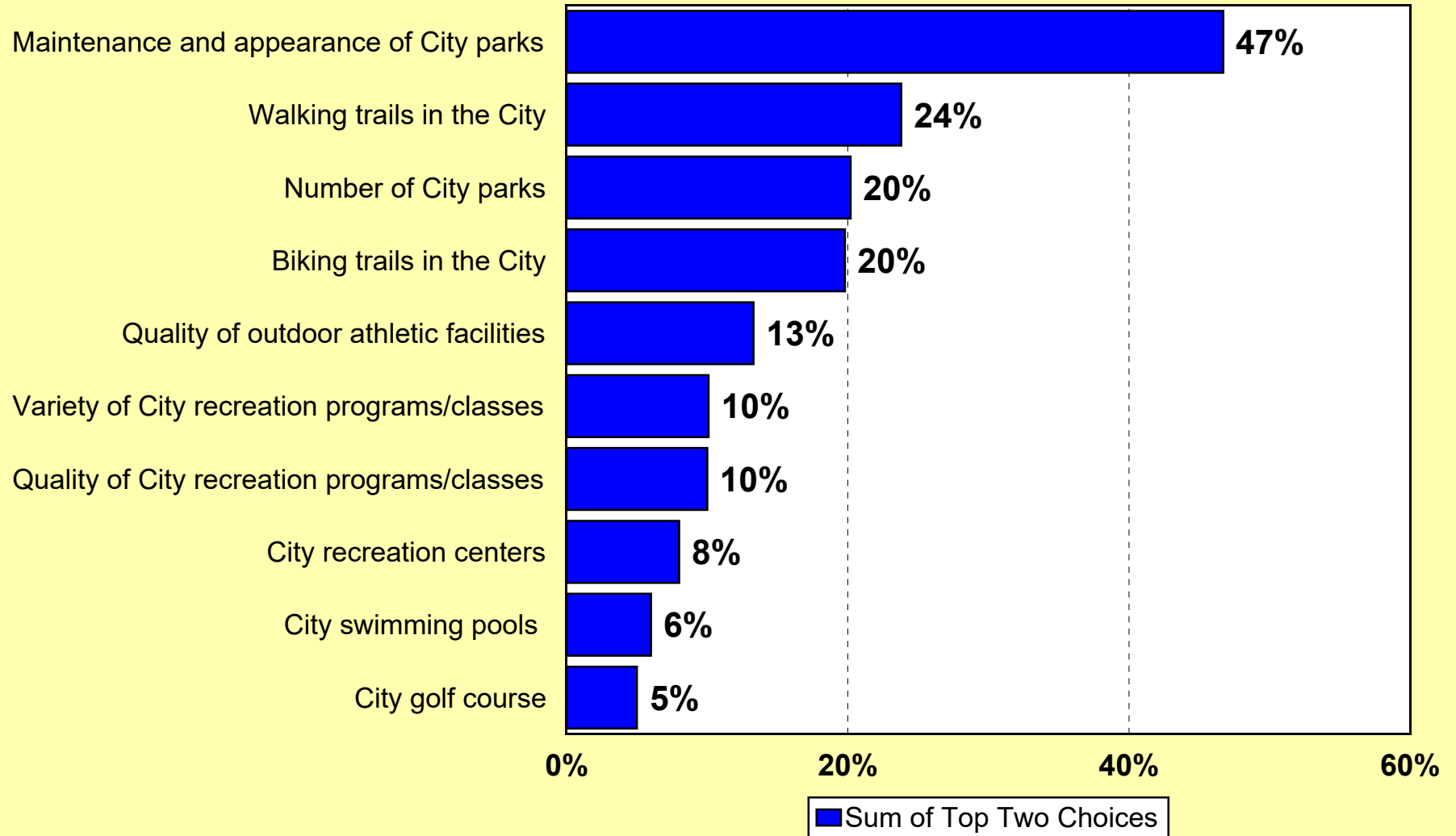
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

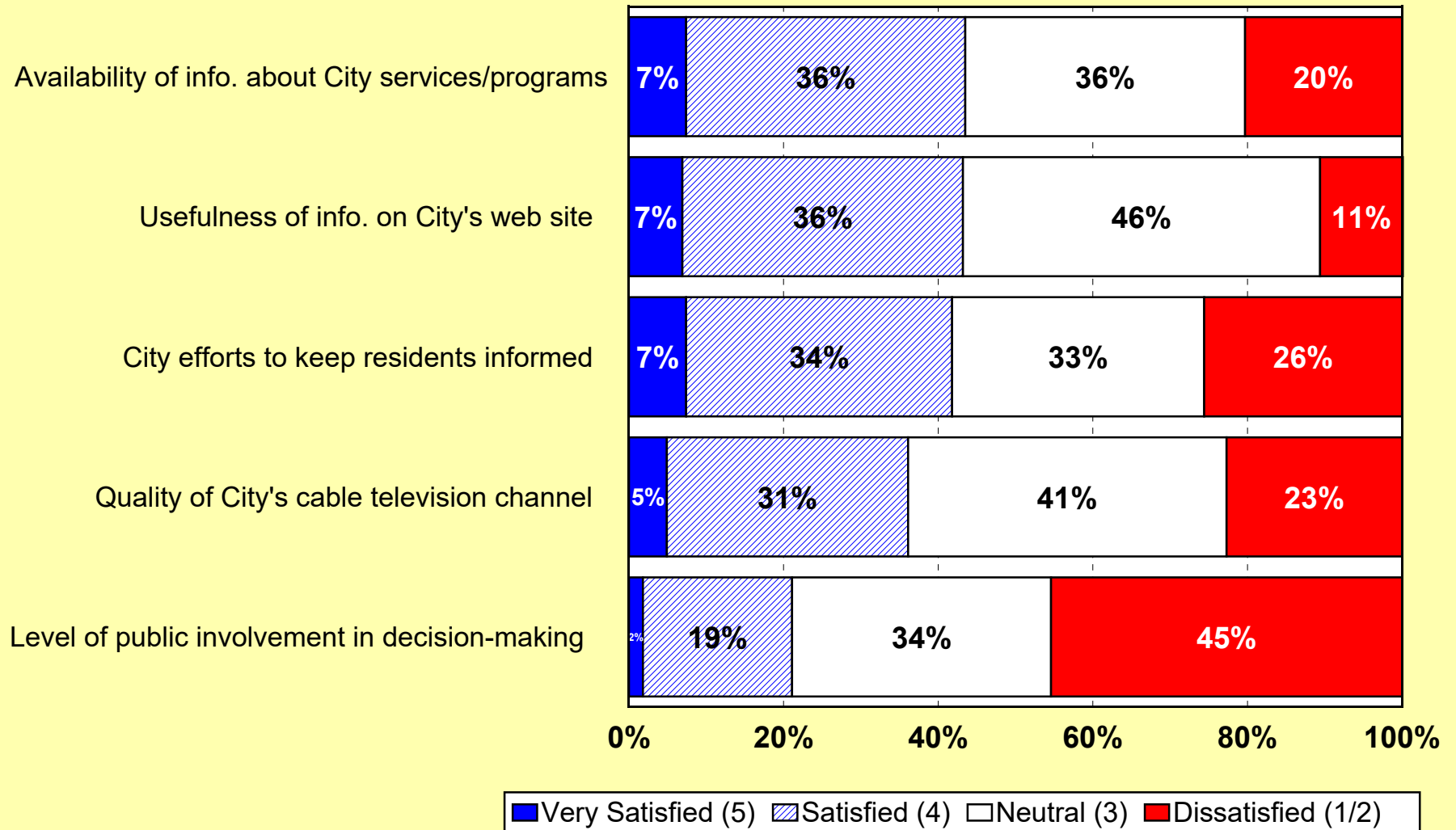
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q9. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)

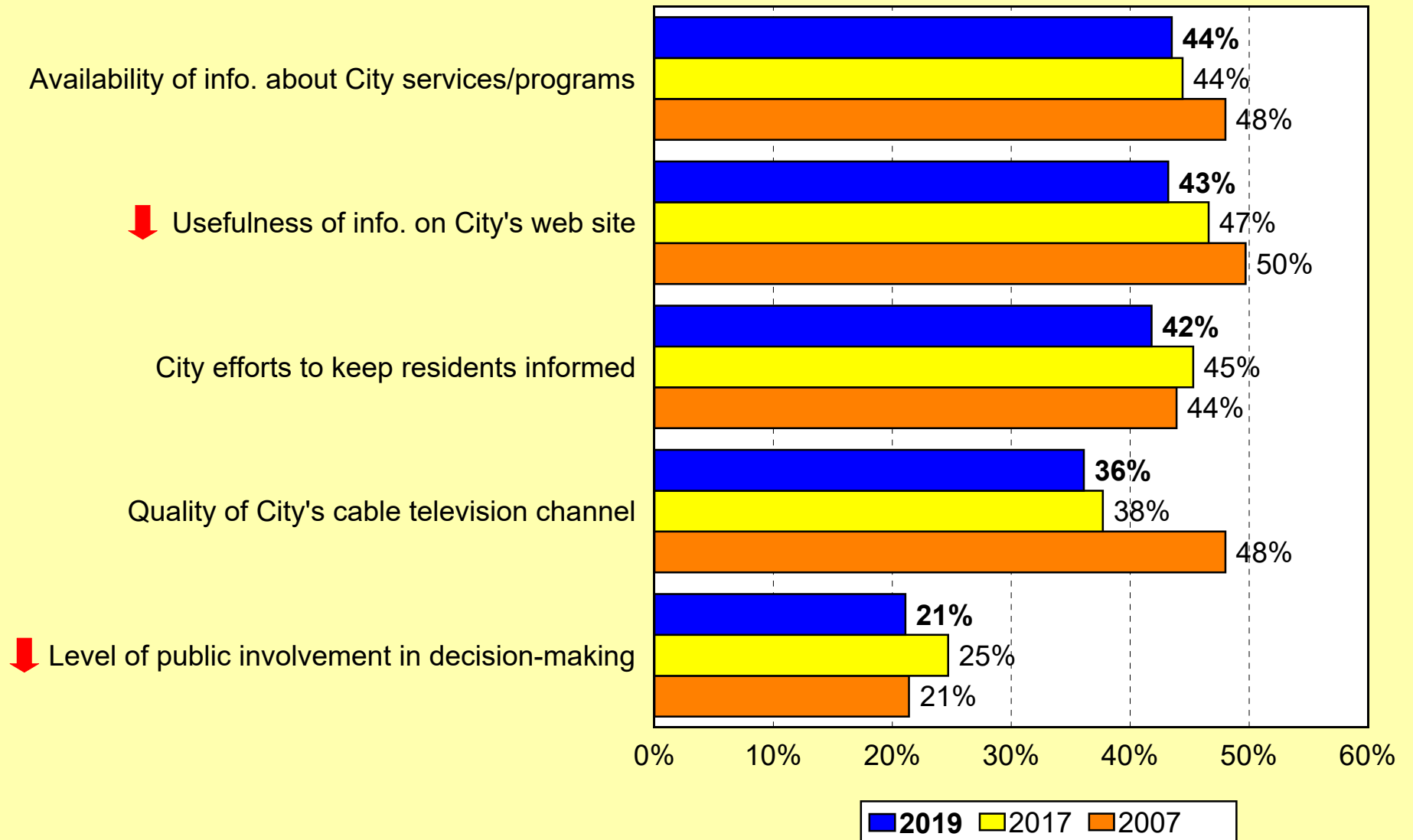


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



# Trends: Satisfaction with Various Aspects of Communication (2007, 2017 & 2019)

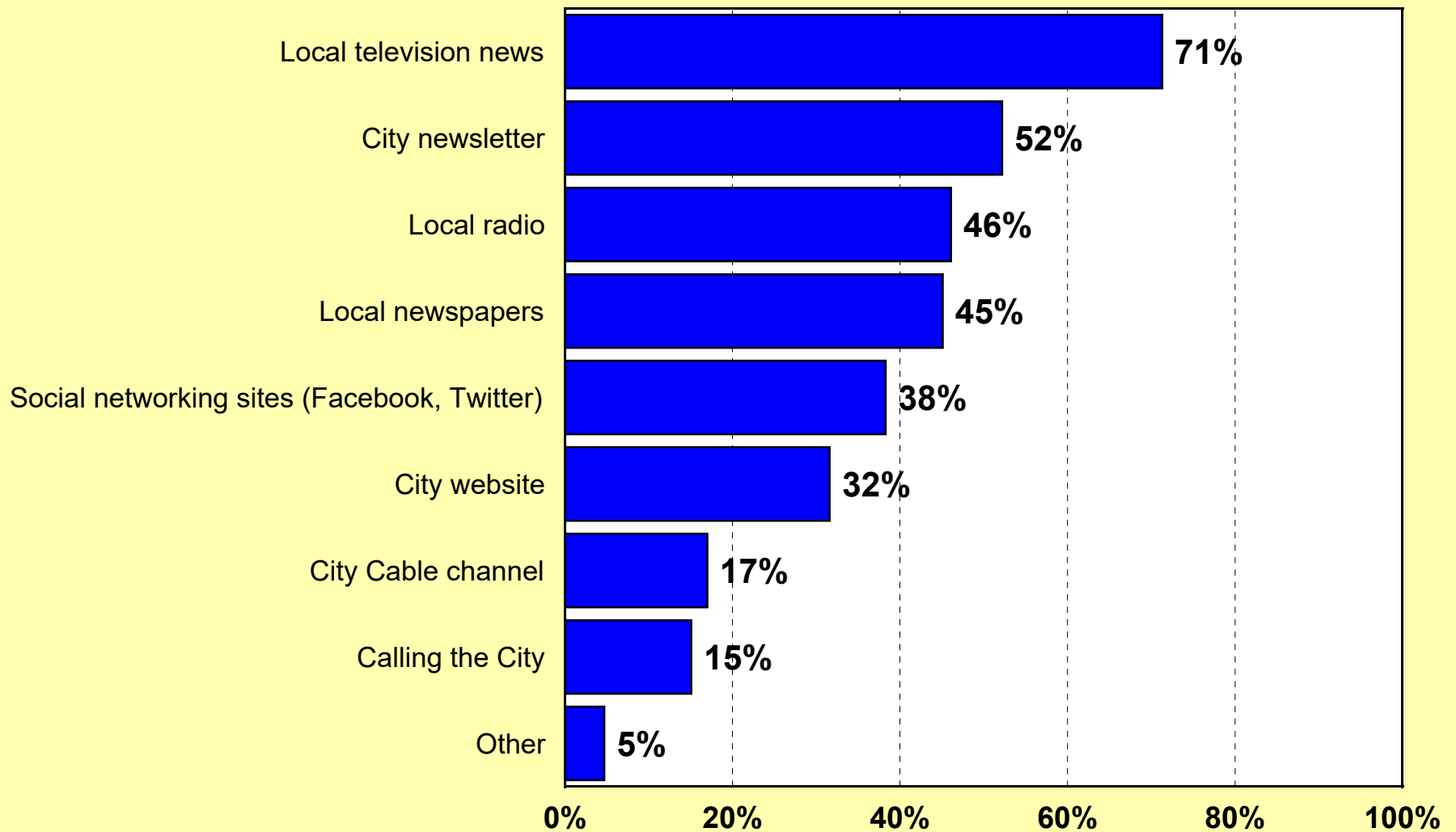
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q10. Sources of Information Where Residents Currently Get Information About the City

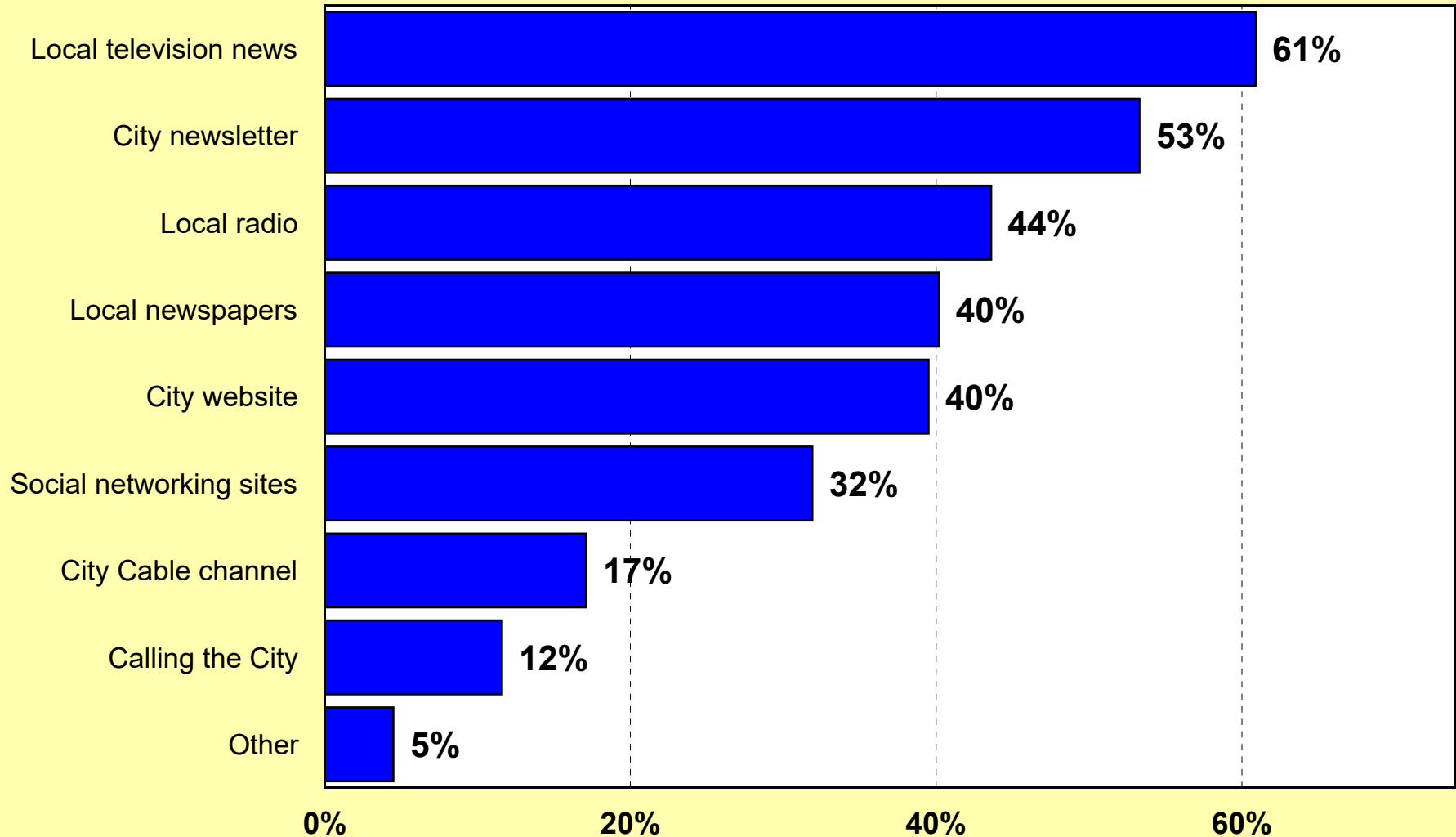
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

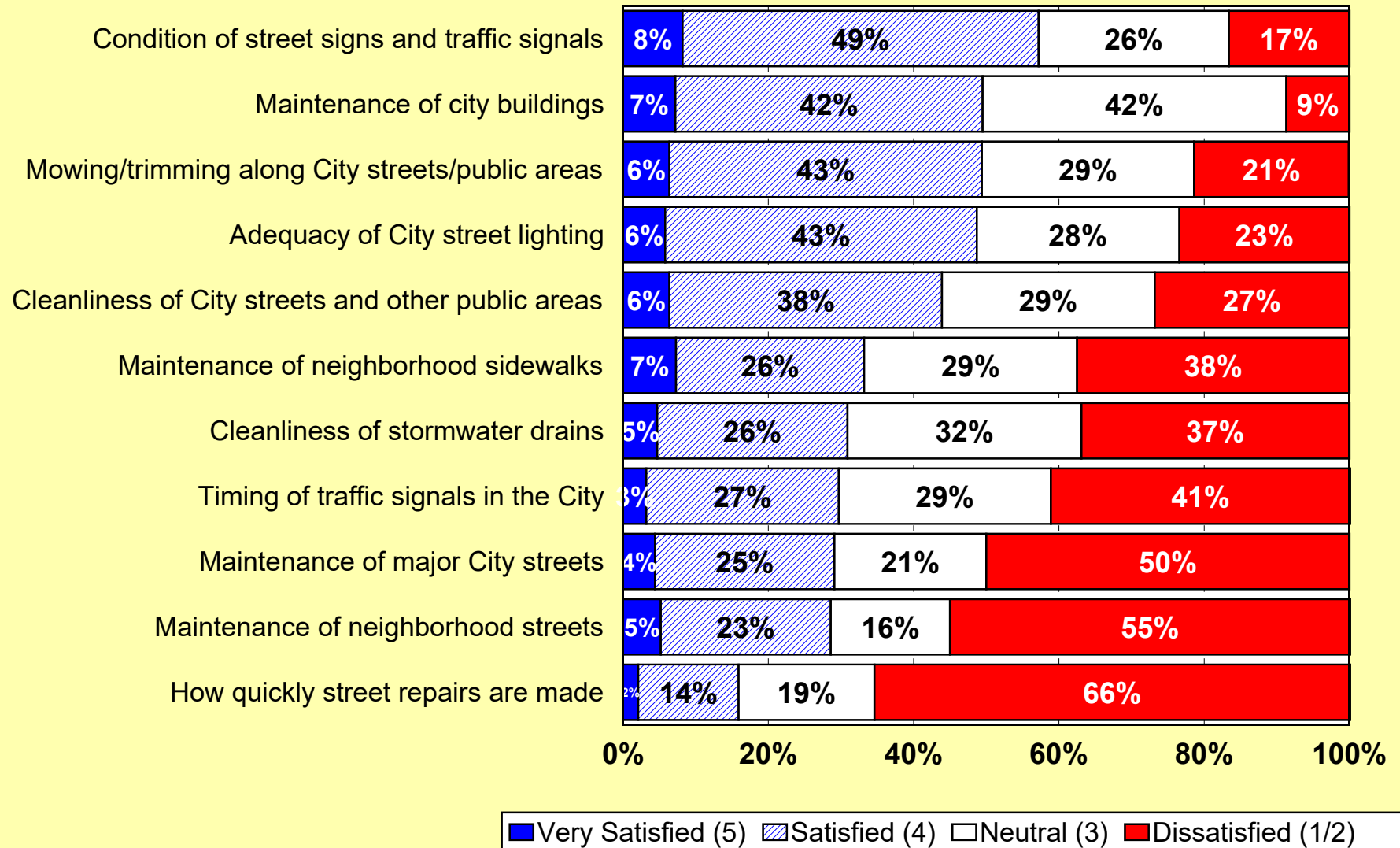
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q12. Satisfaction with Various Aspects of City Maintenance

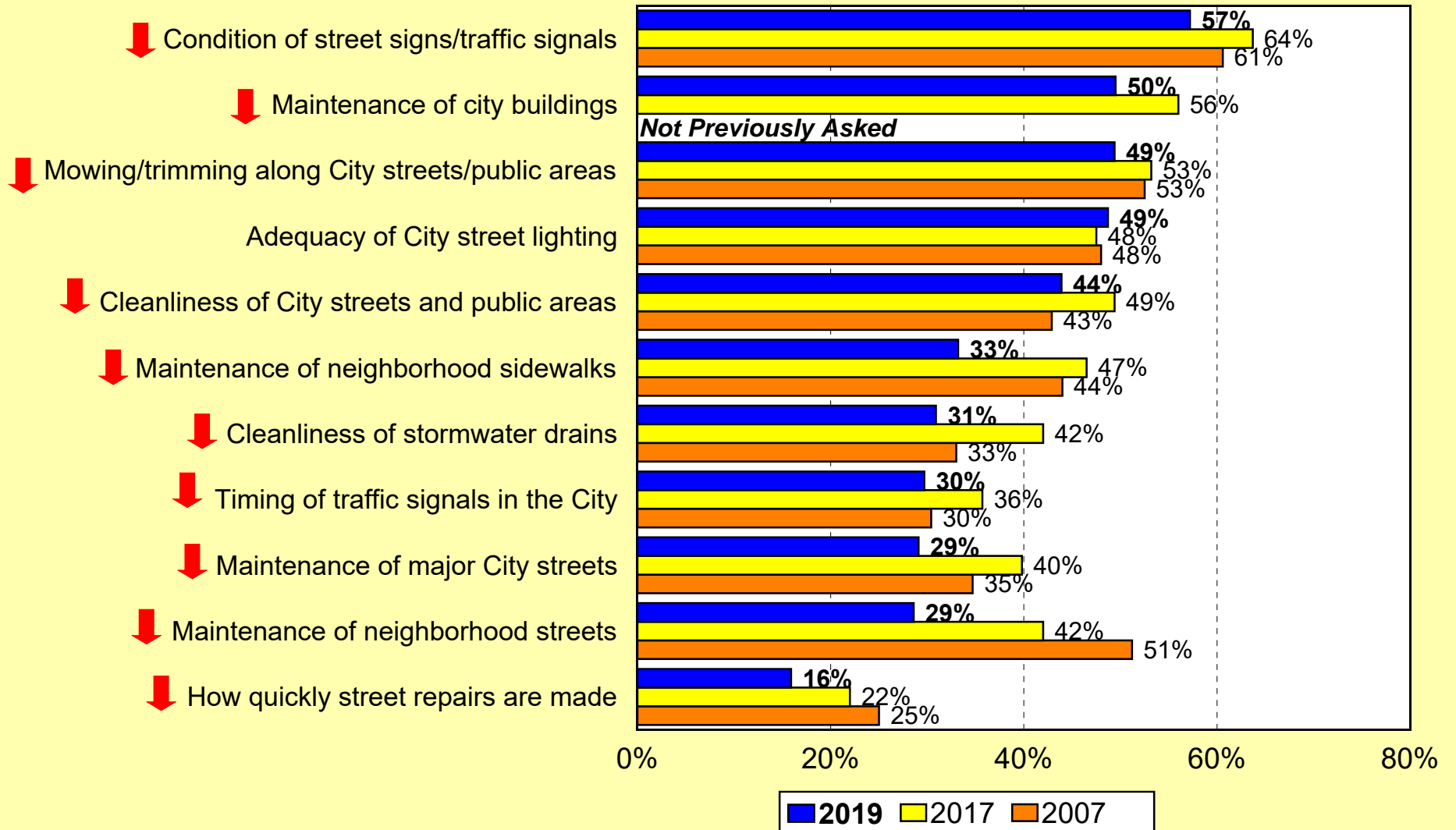
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction with Various Aspects of City Maintenance (2007, 2017 & 2019)

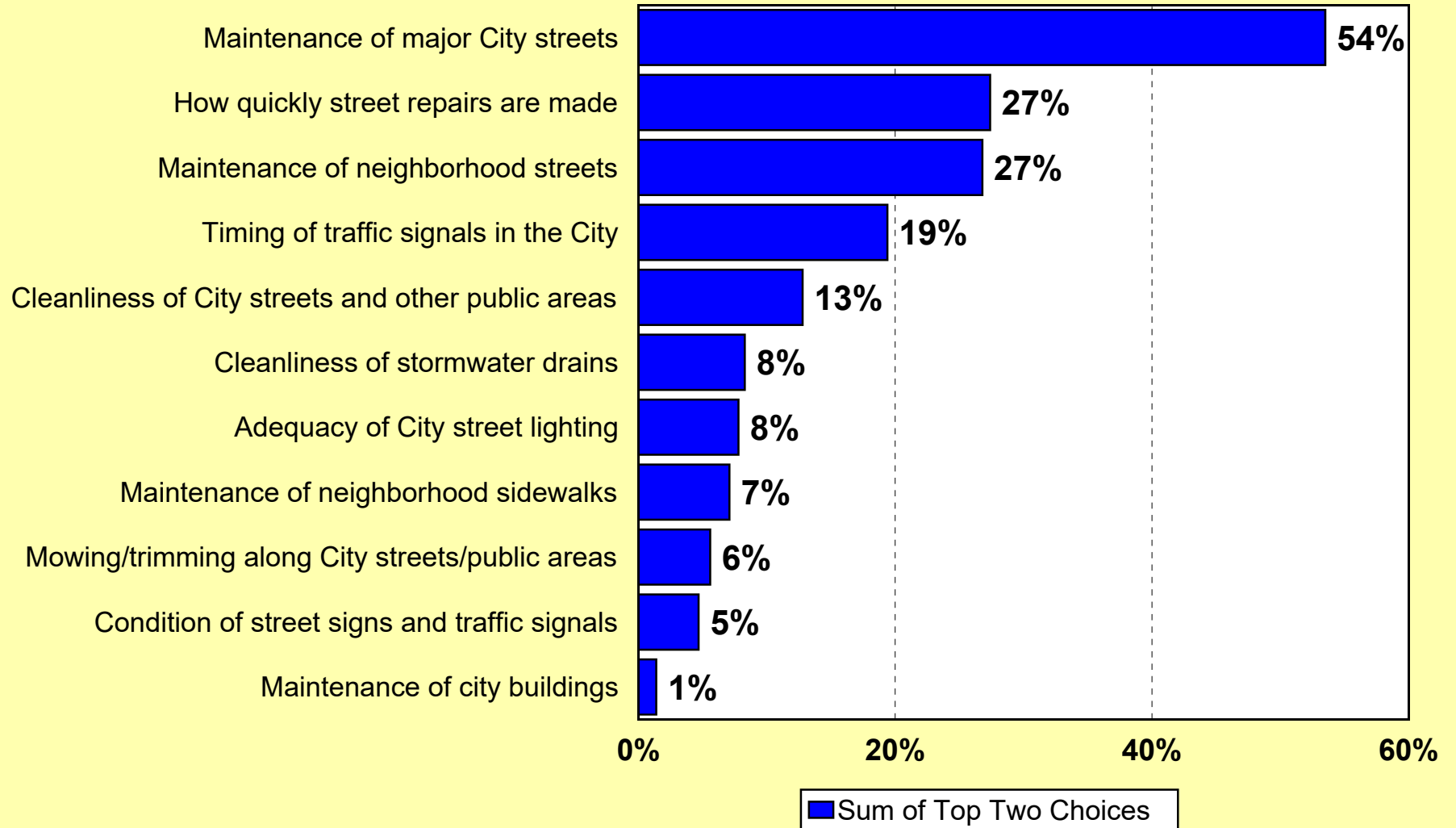
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

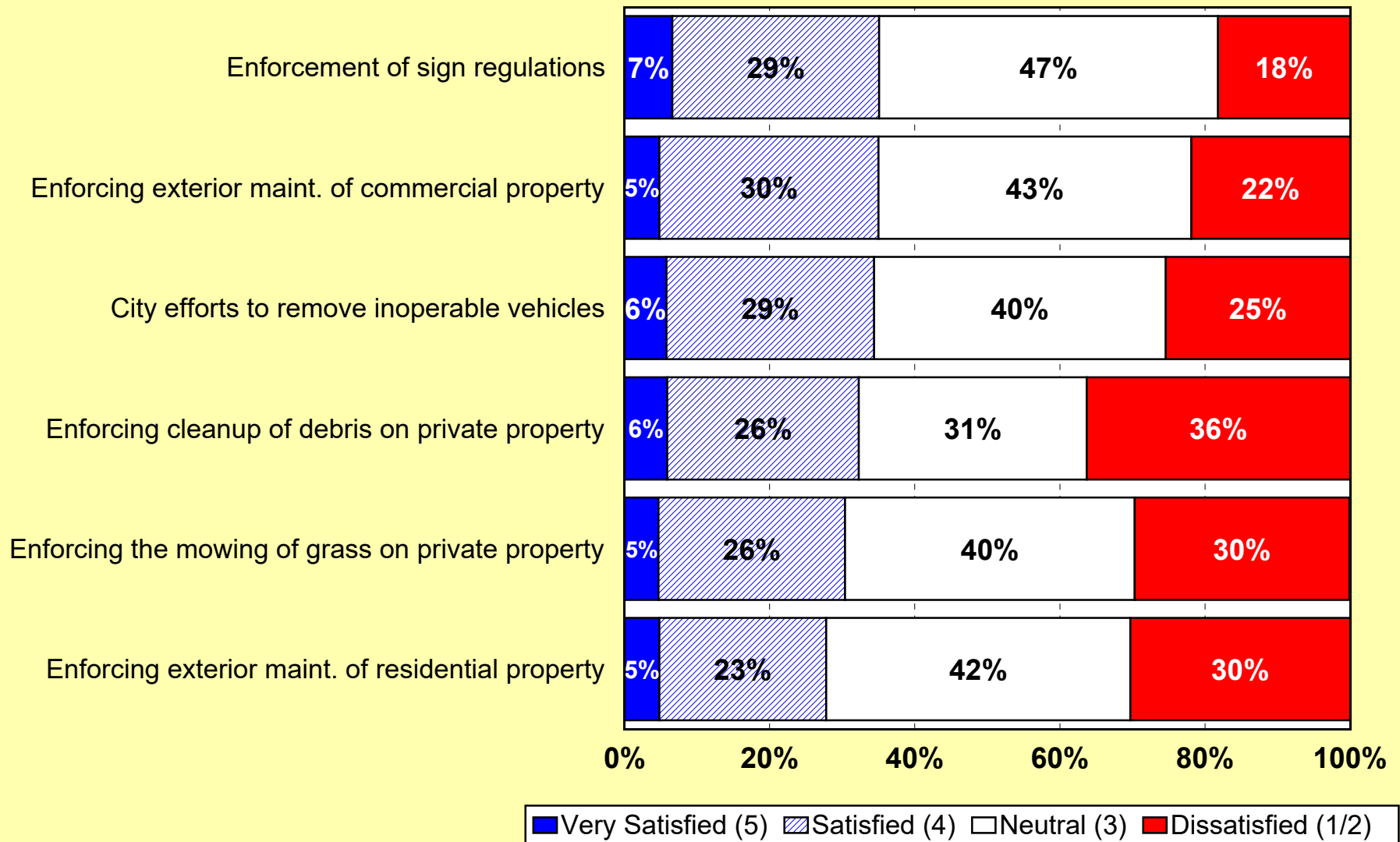
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q14. Satisfaction with Various Aspects of Code Enforcement

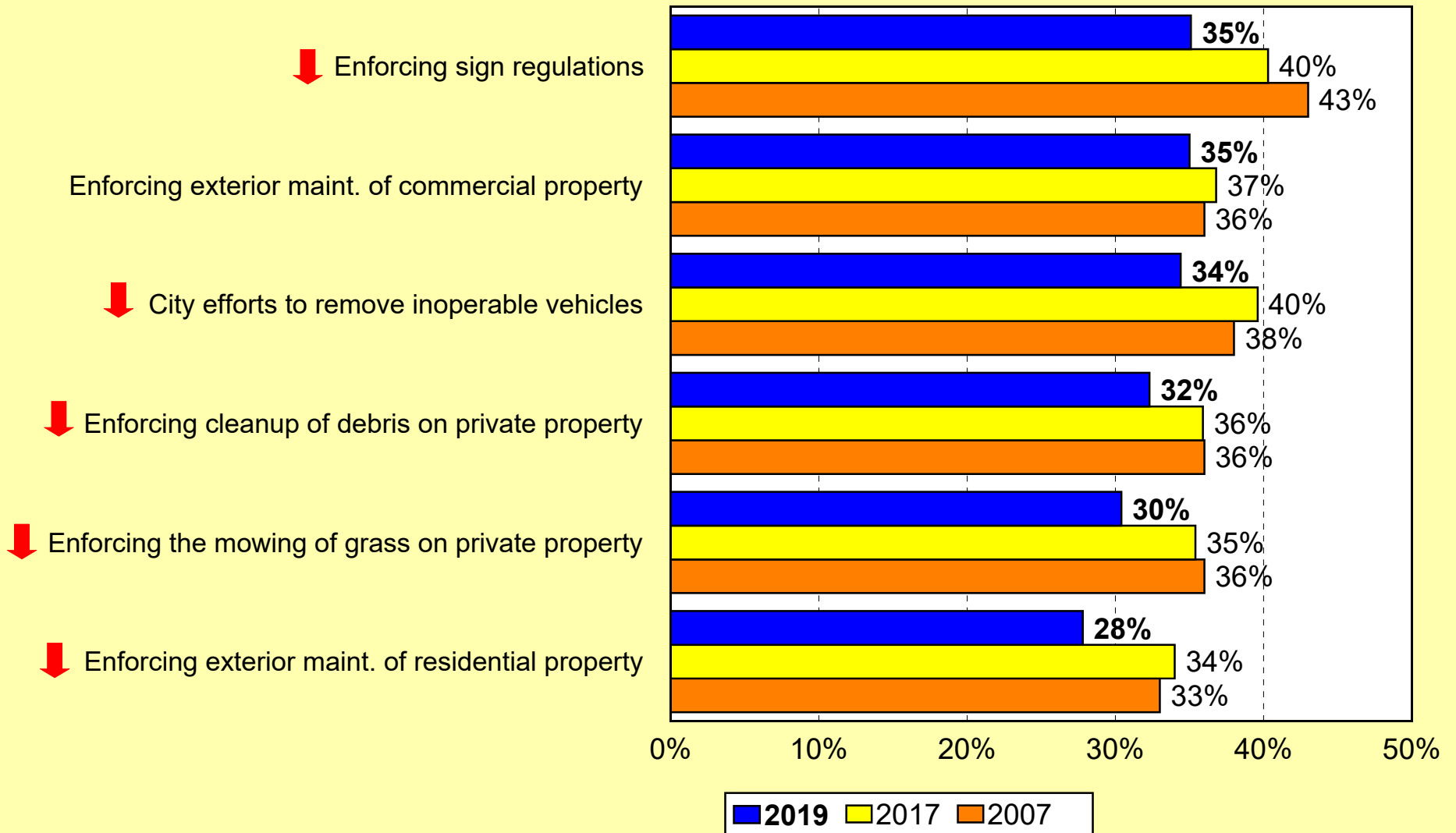
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction with Various Aspects of Code Enforcement (2007, 2017 & 2019)

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

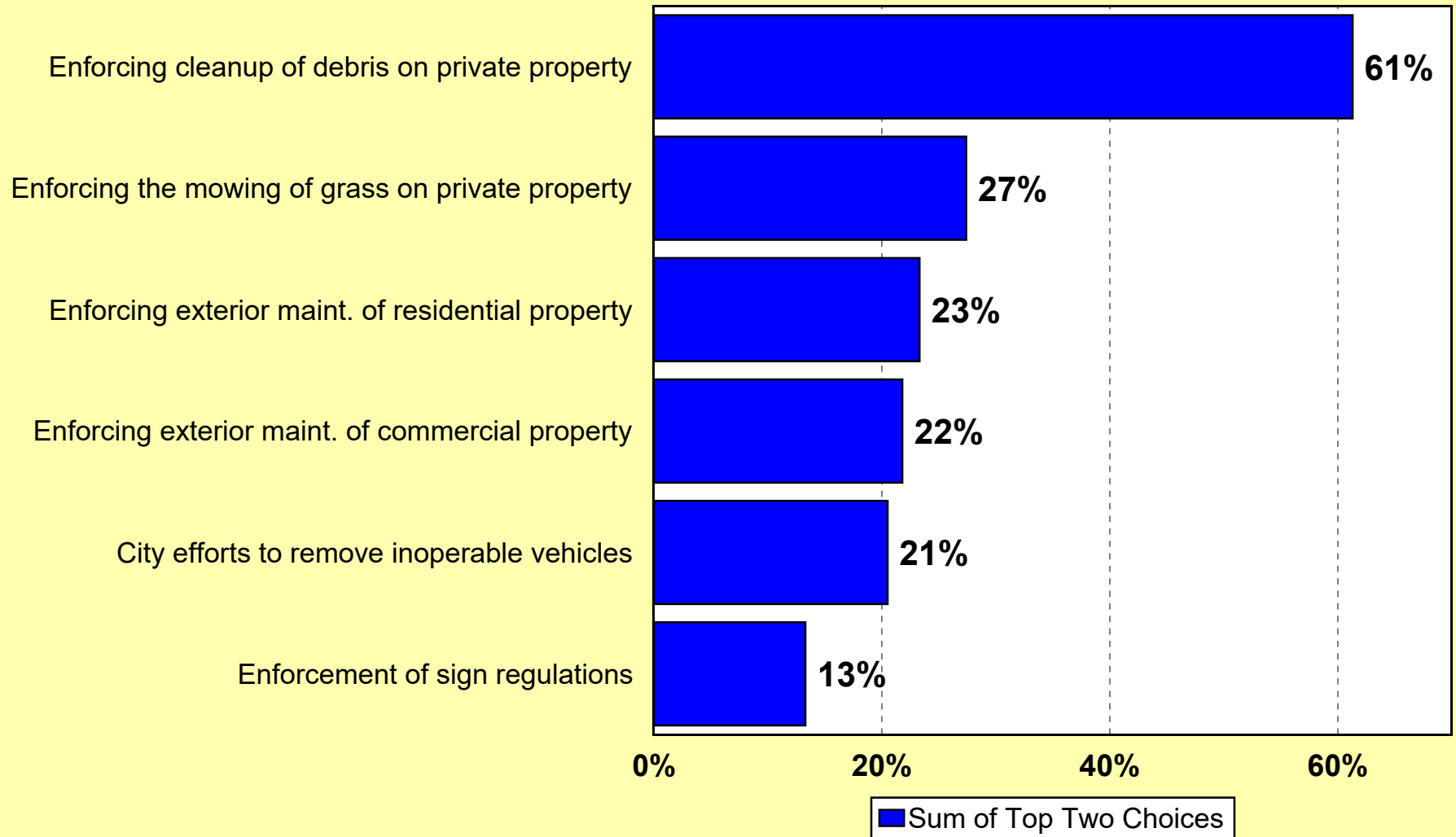


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



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

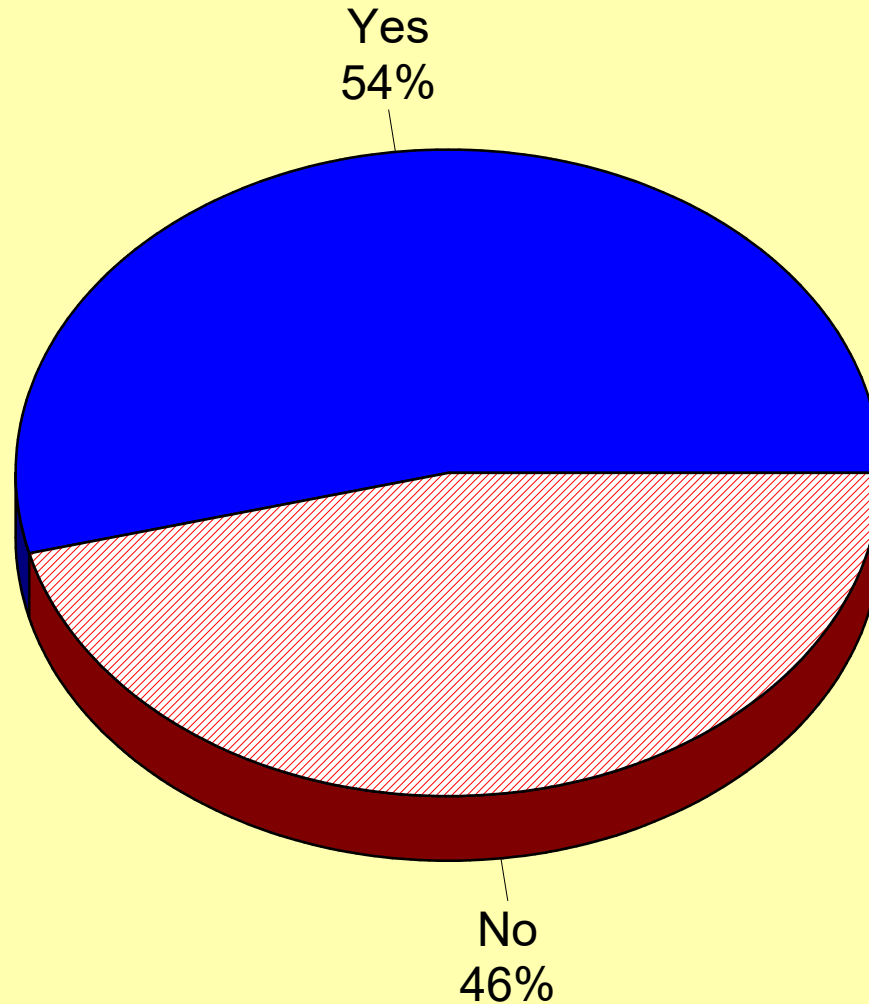
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

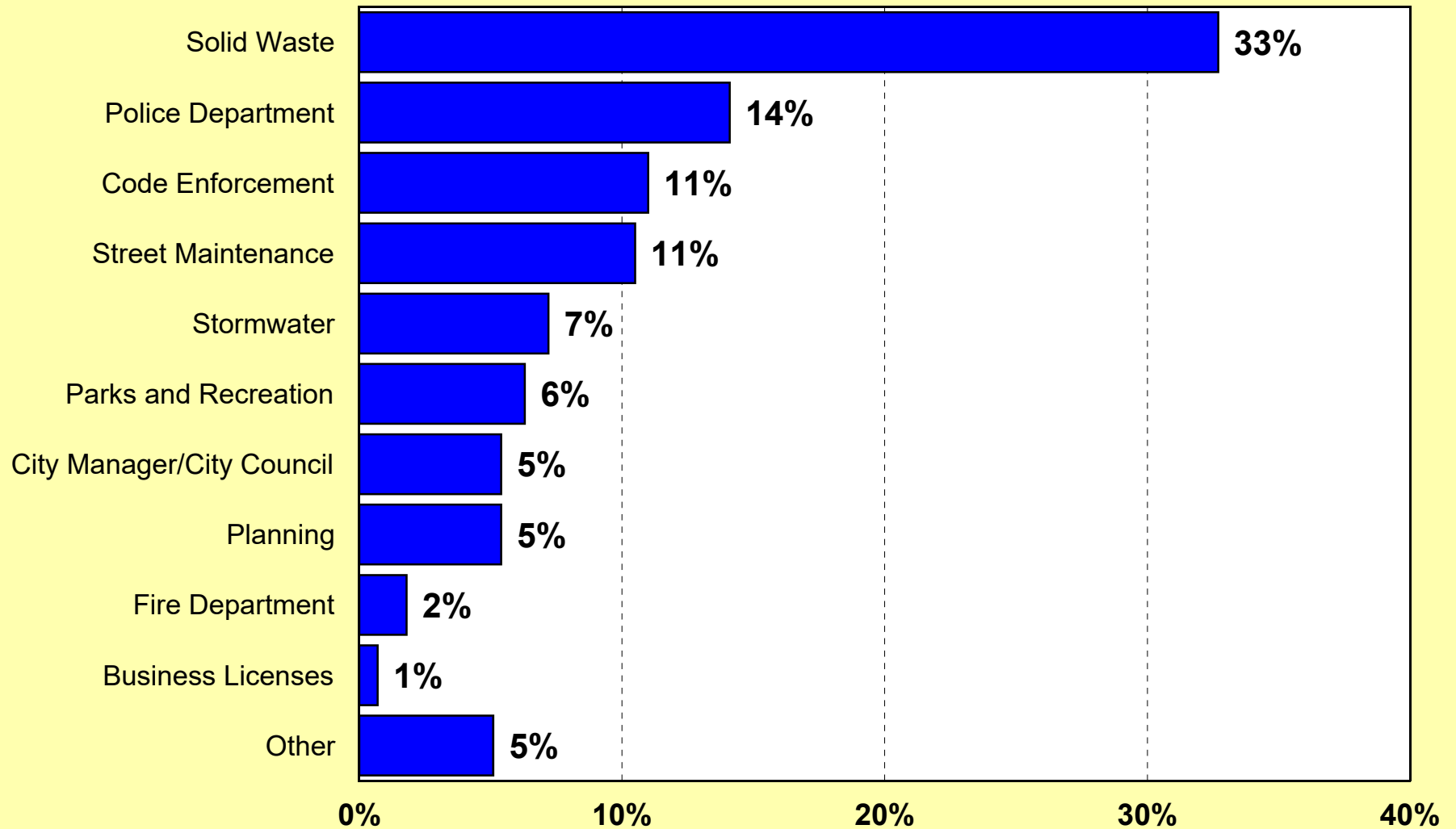
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

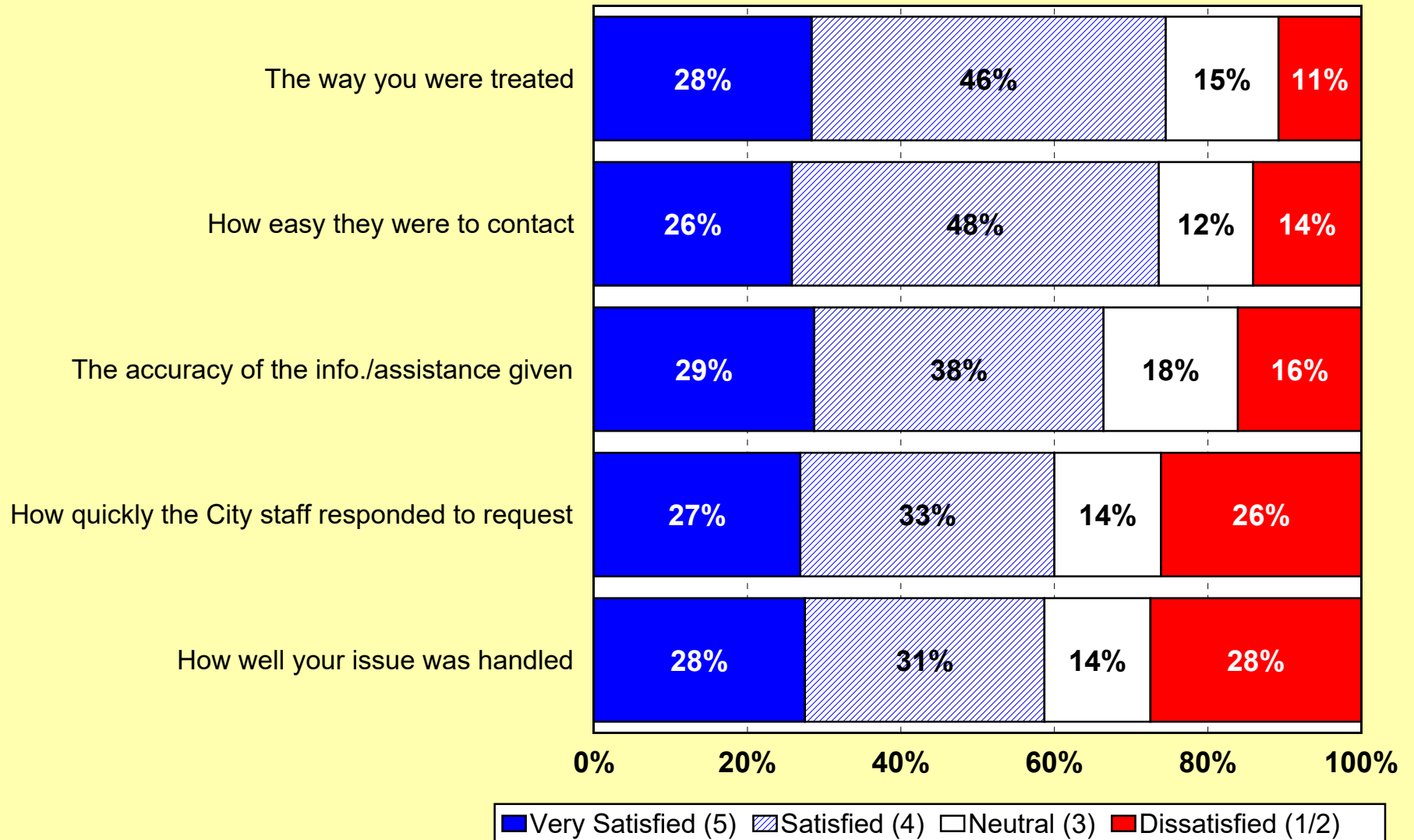
by percentage of respondents who had contacted the City during the past year



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

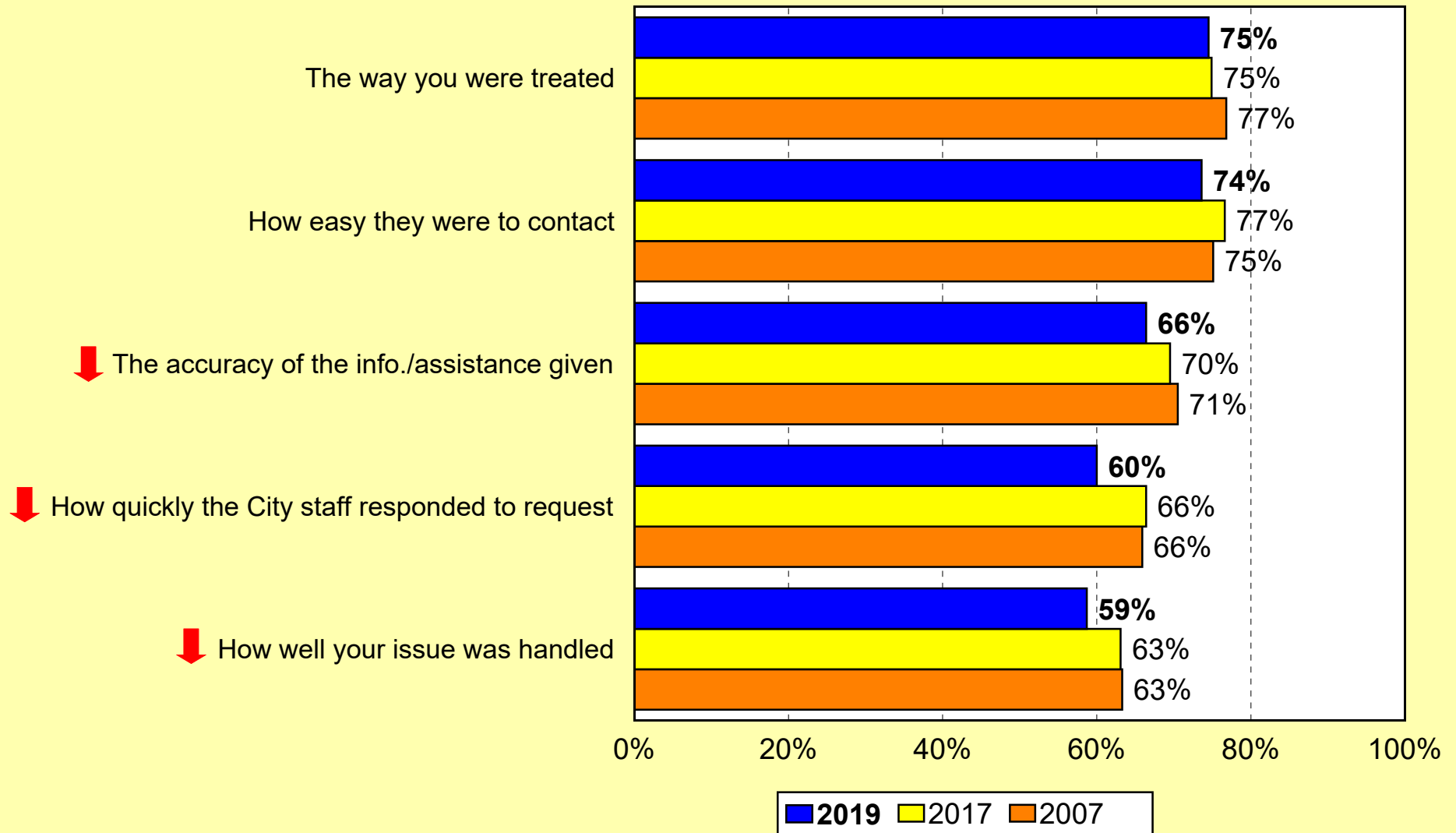
by percentage of respondents who contacted the City (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction With Customer Service Received from City Employees (2007, 2017 & 2019)

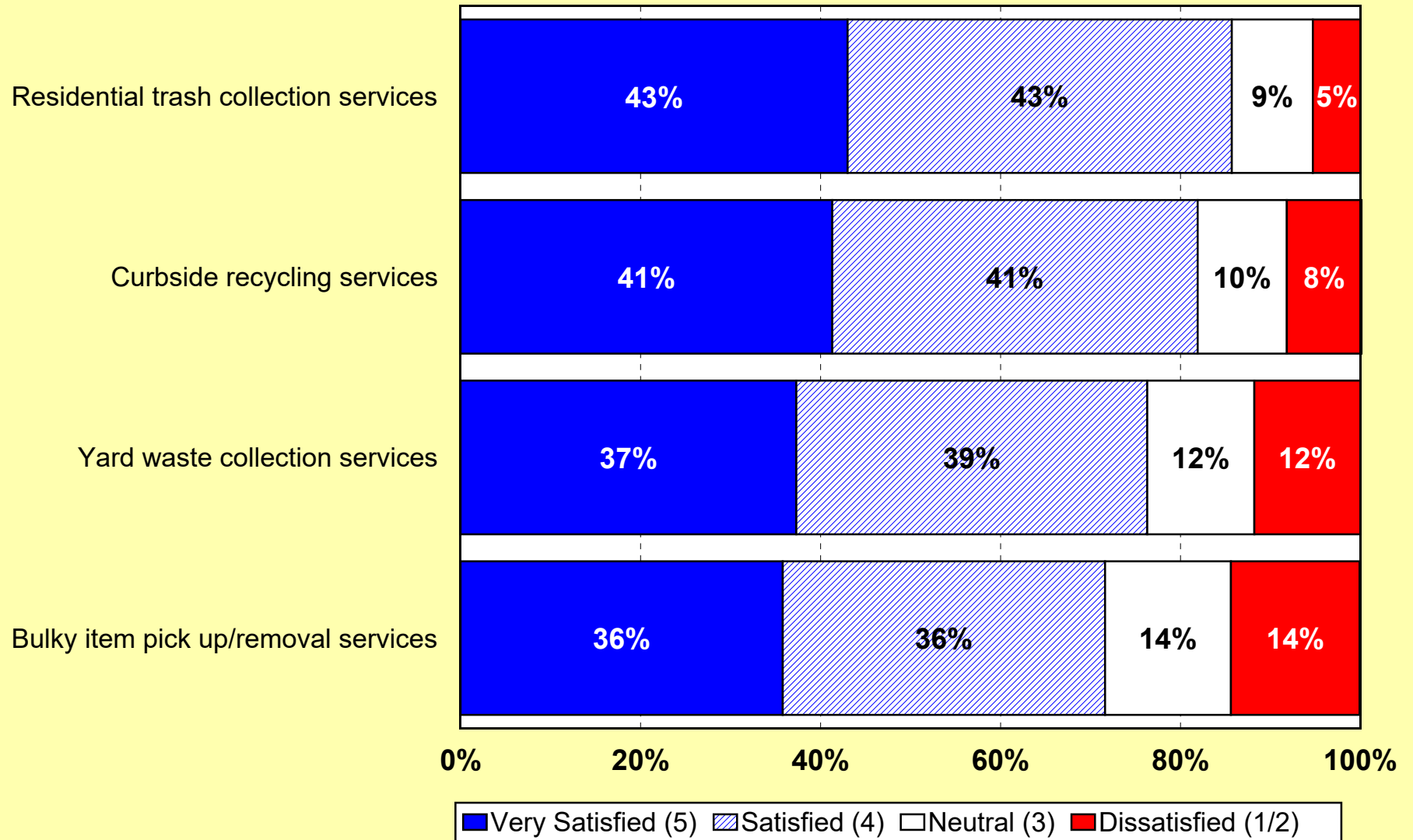
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q17. Satisfaction with City Utility/Public Services

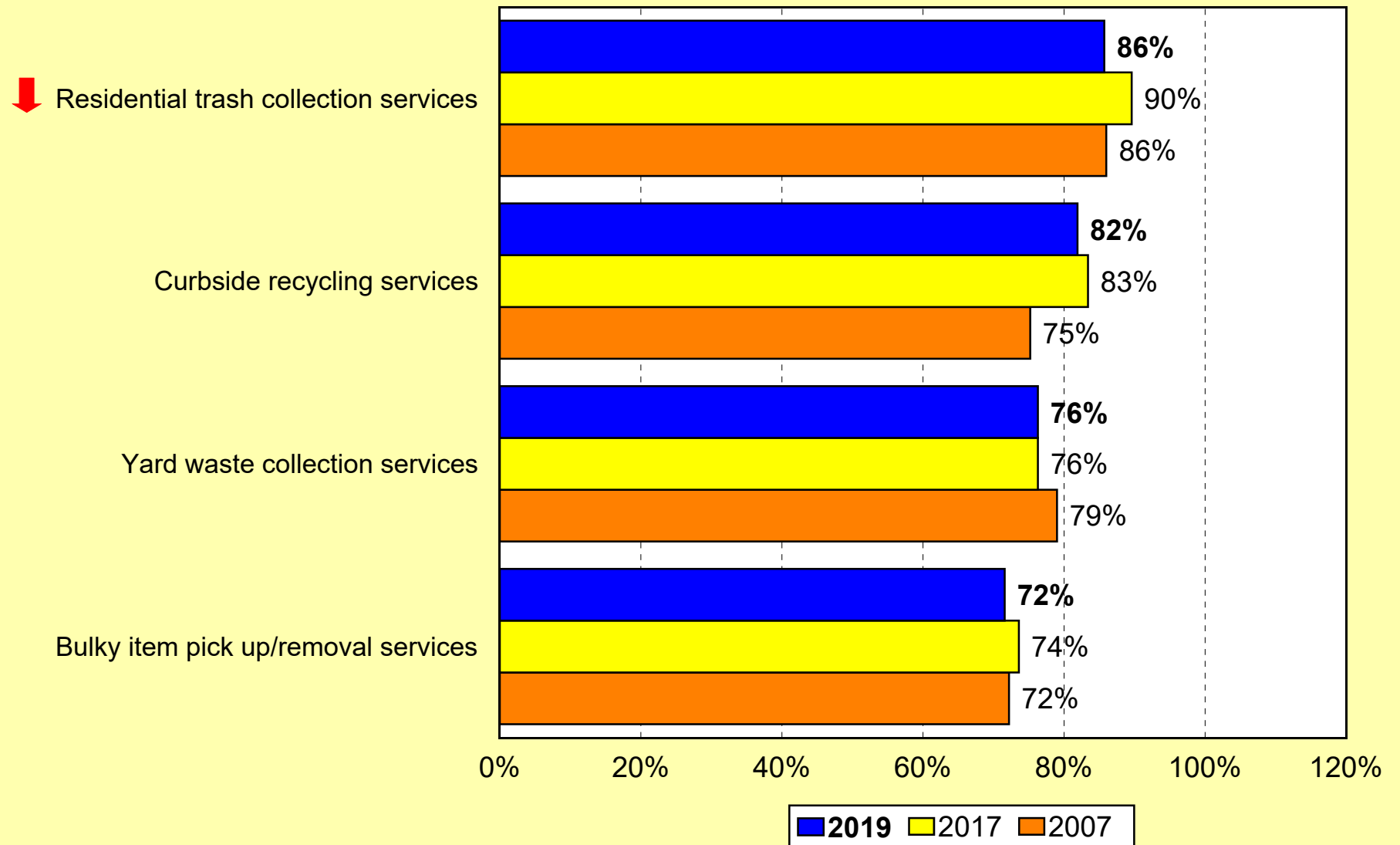
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction with City Utility/Public Services (2007, 2017 & 2019)

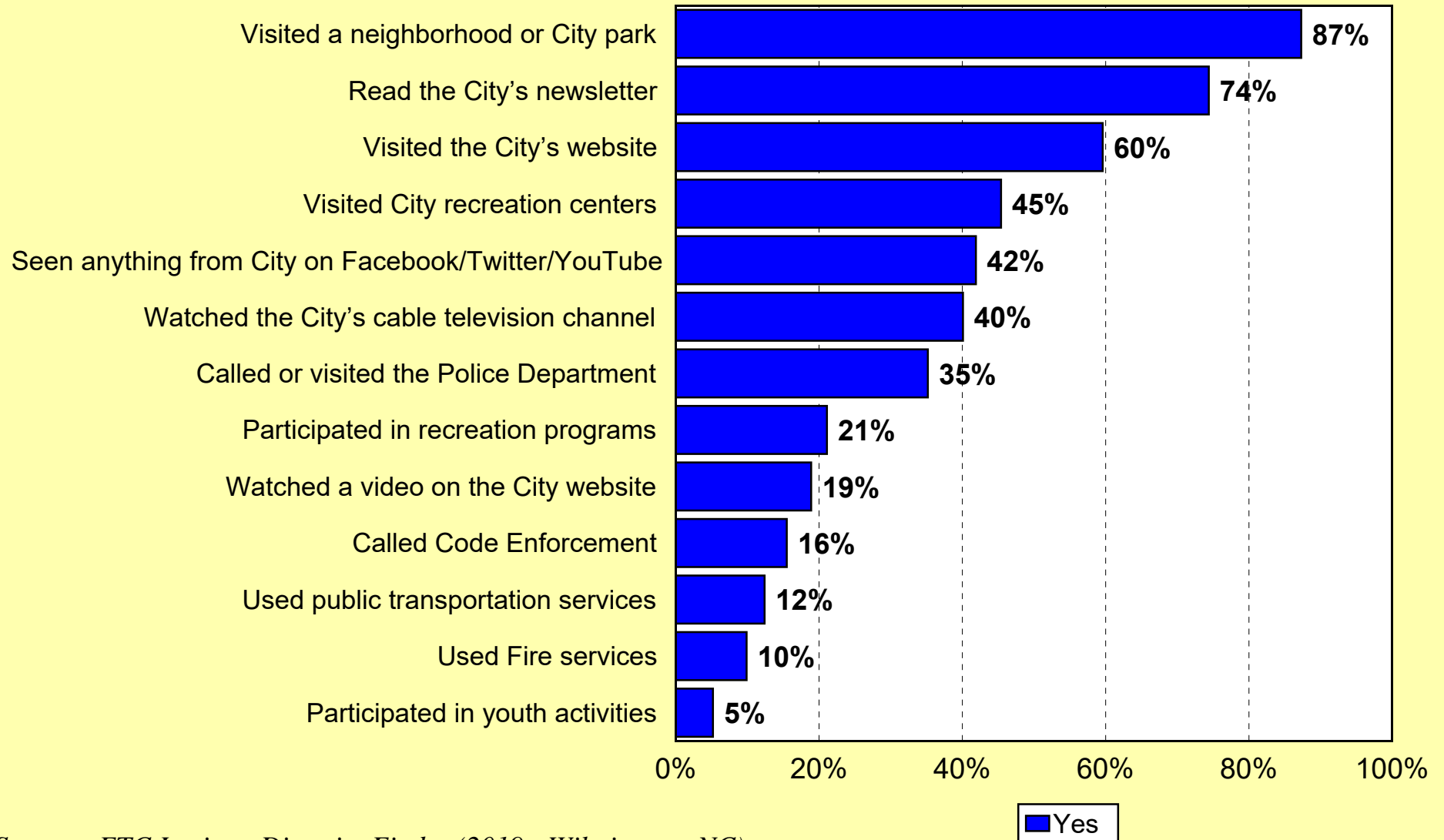
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - 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

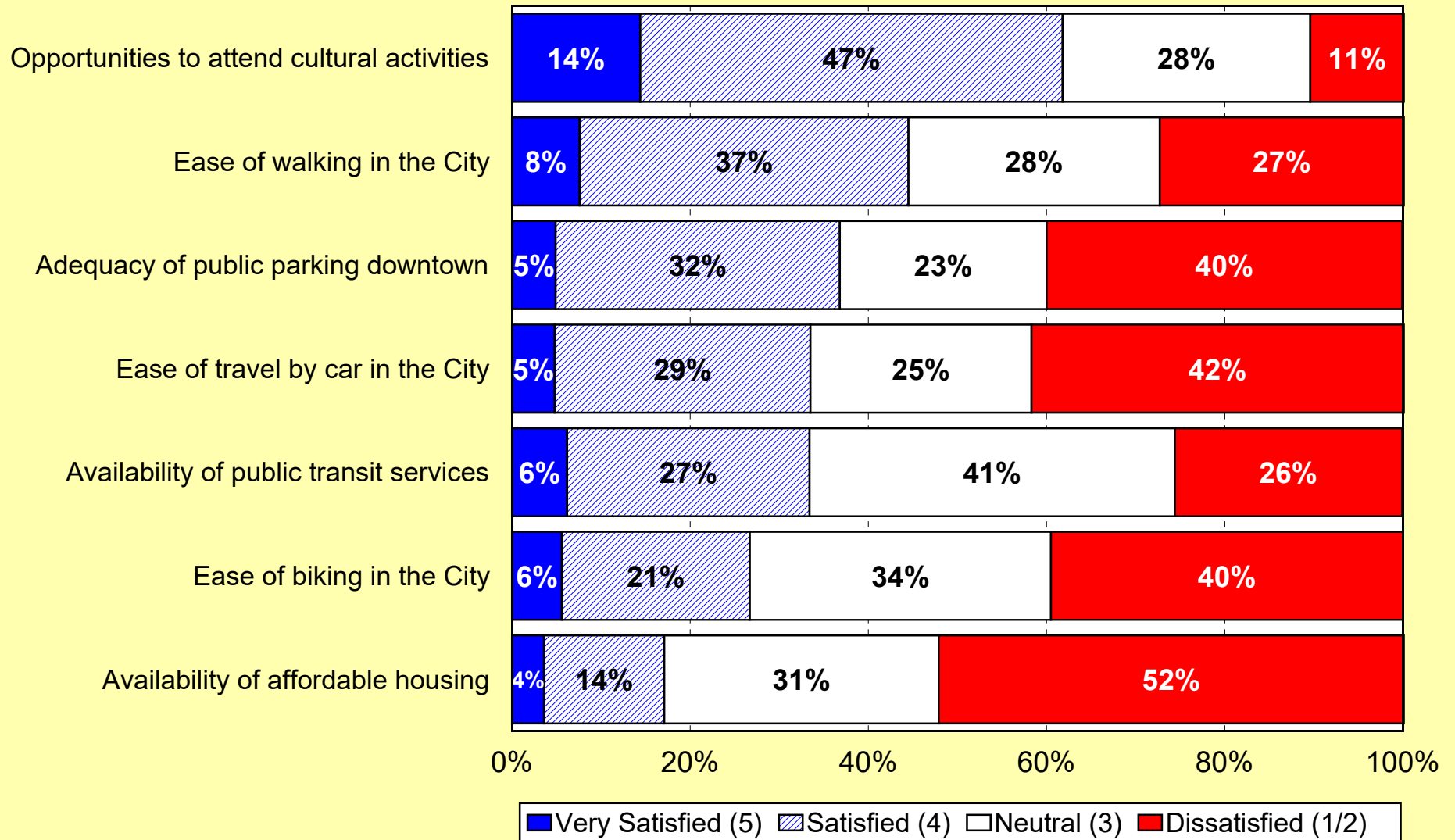


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



# Q19. Satisfaction with Transportation and Other Issues

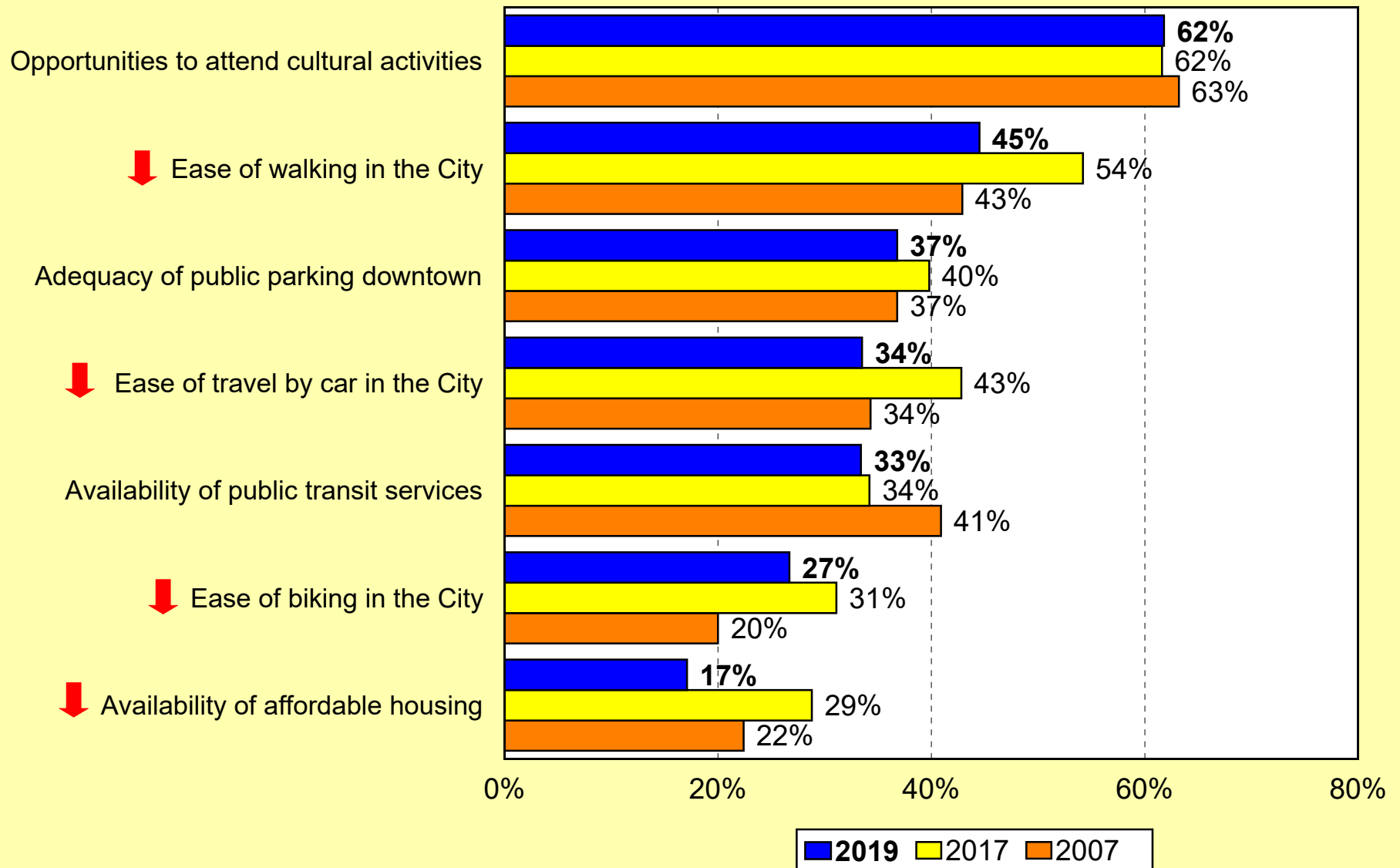
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Satisfaction with Transportation and Other Issues (2007, 2017 & 2019)

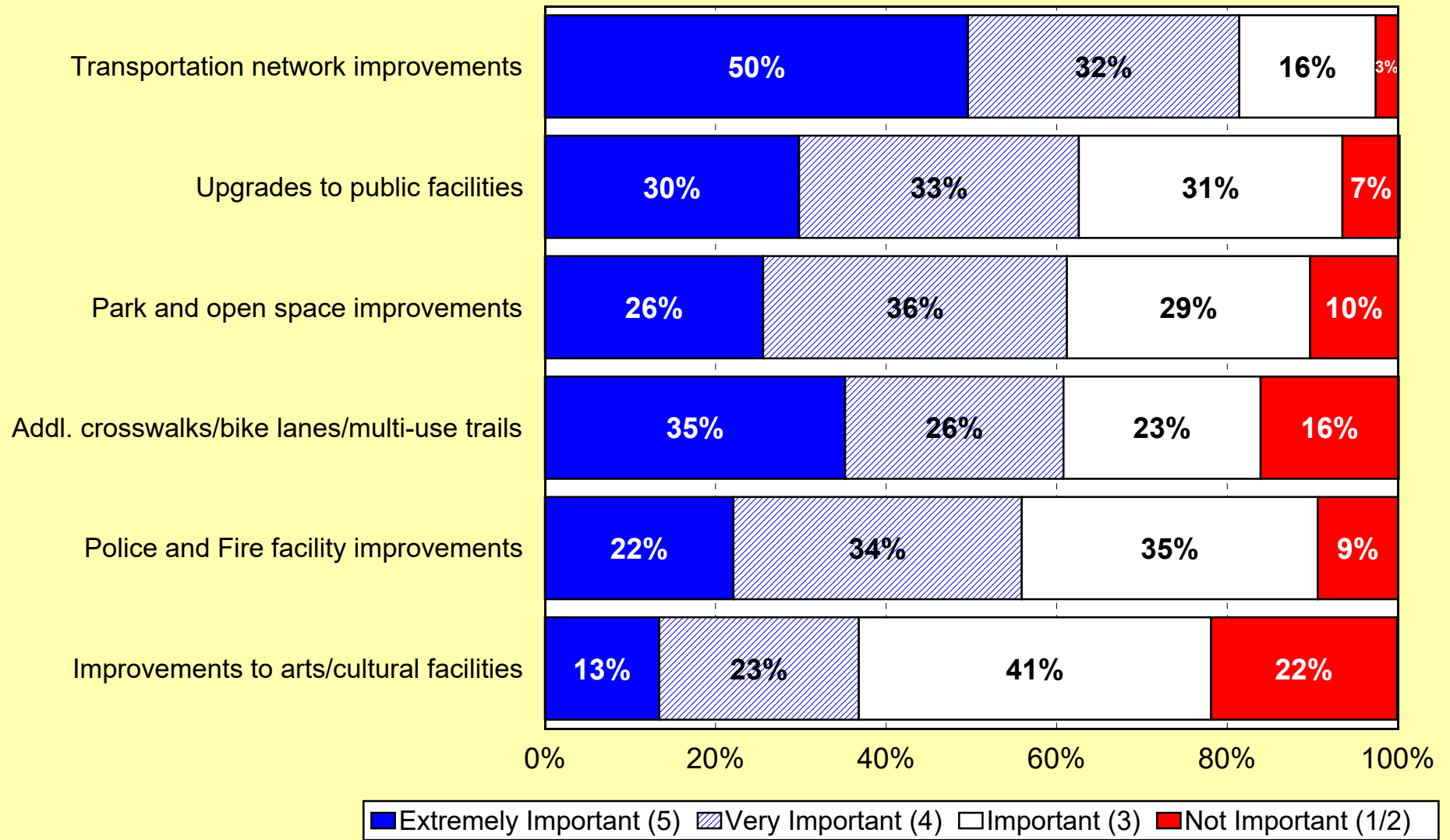
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q20. Perceived Importance of Various Capital Improvements Priorities

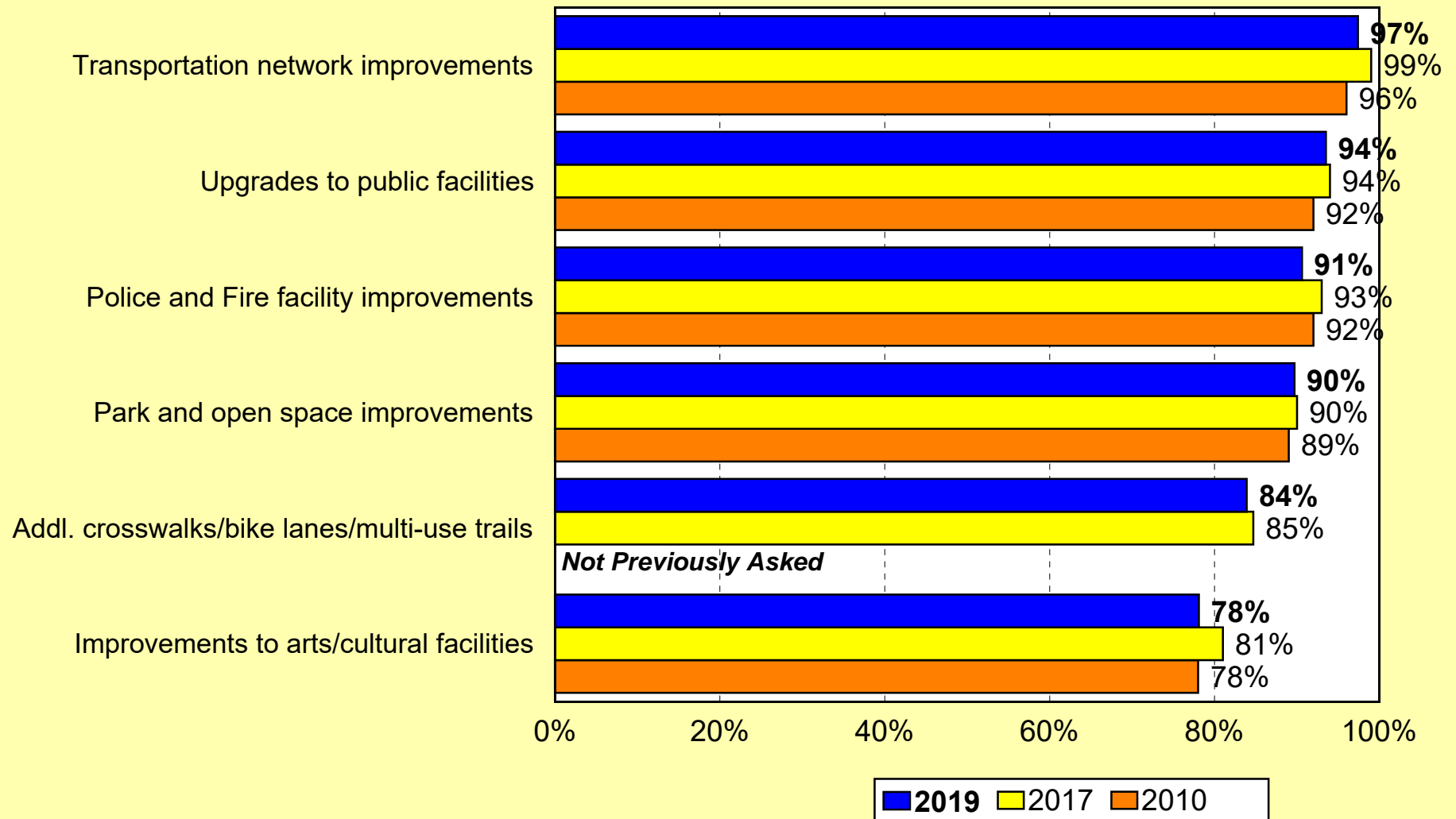
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Perceived Importance of Various Capital Improvements Priorities (2010, 2017 & 2019)

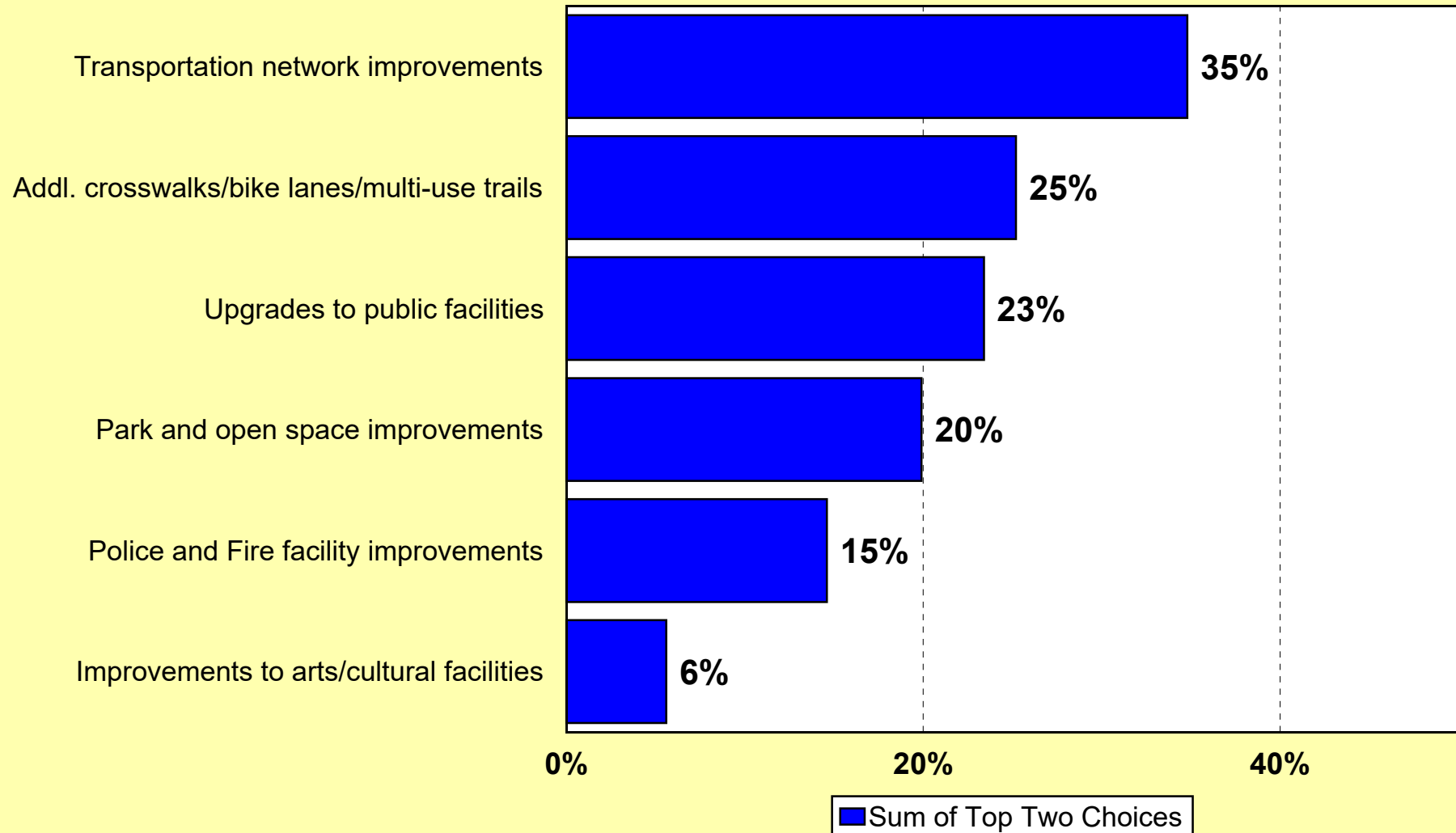
by percentage of respondents who felt the capital improvement was “extremely important,” “very important” or “important” (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

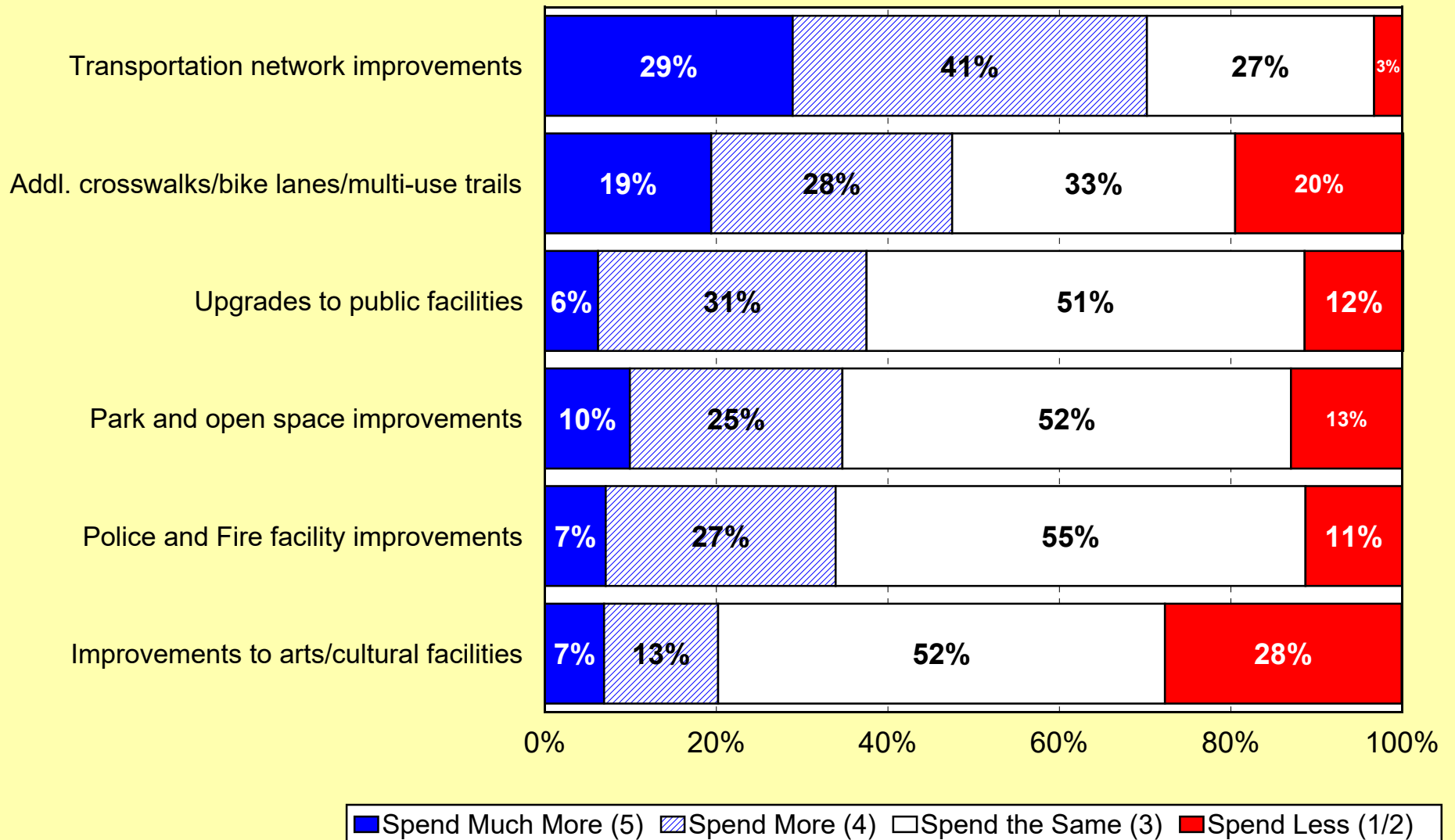
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

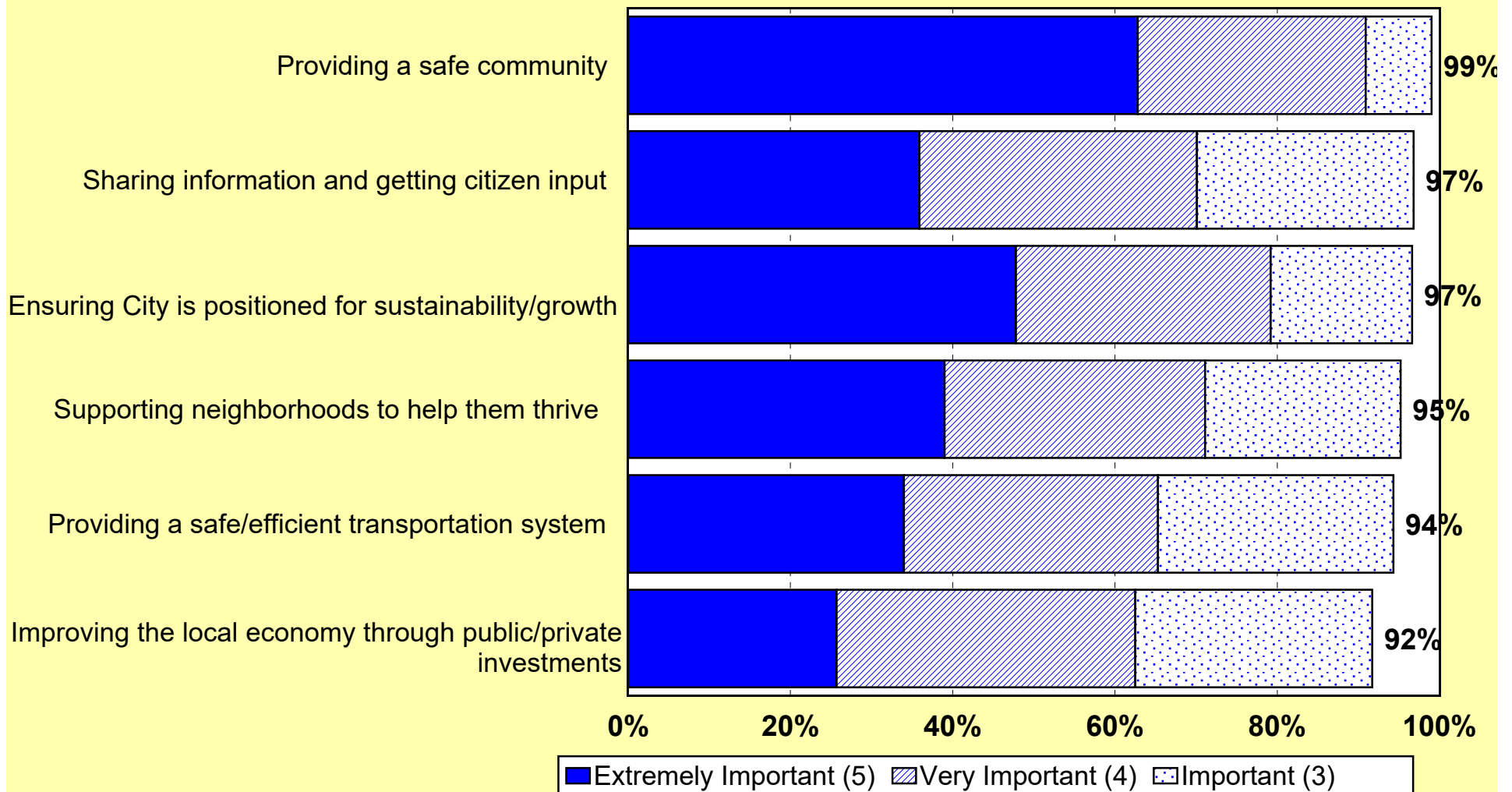
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Q23. Perceived Importance of the Focus Areas in the City's Strategic Plan

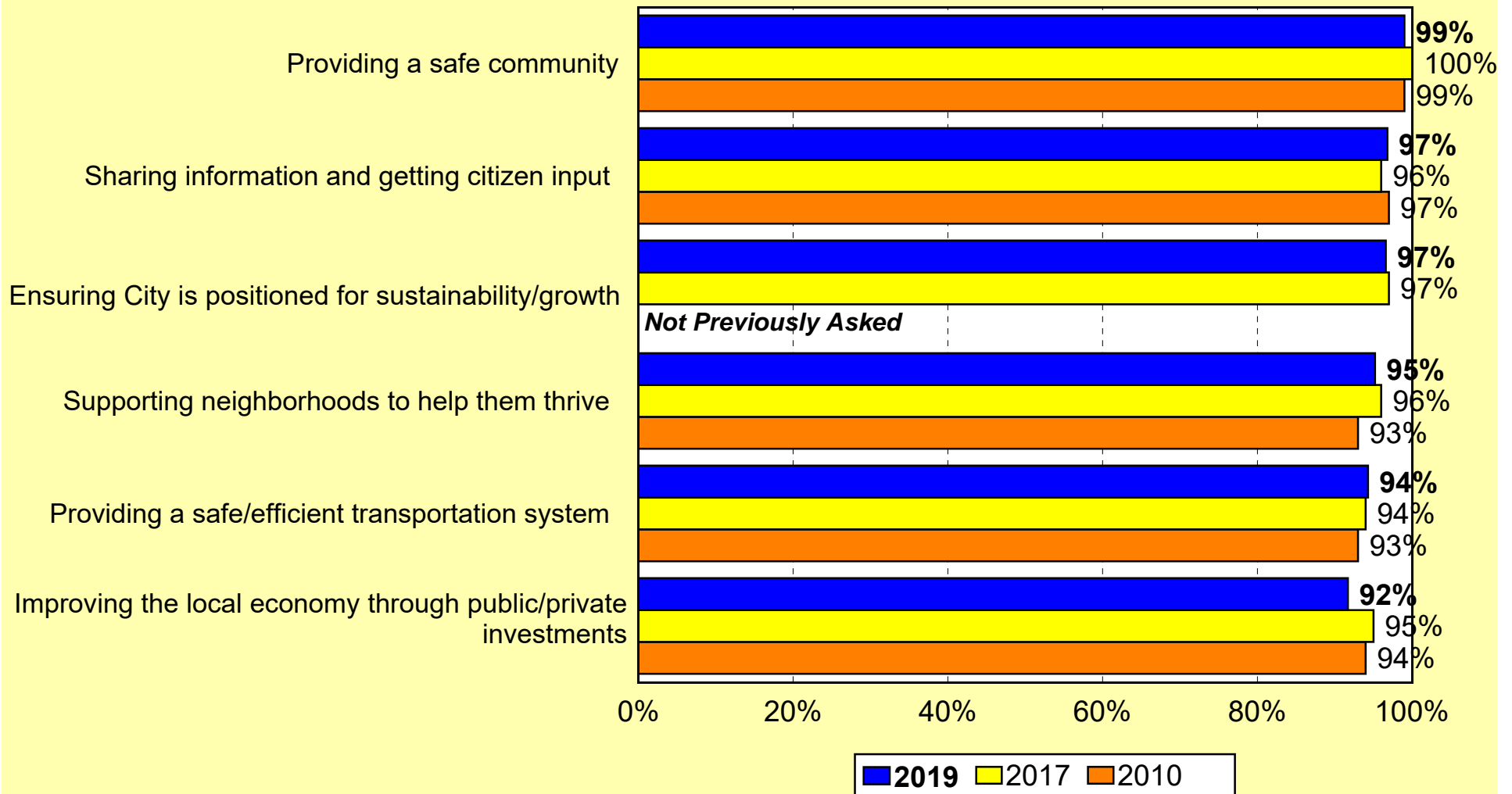
by percentage of respondents (excluding "don't know")



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Perceived Importance of the Focus Areas in the City's Strategic Plan (2010, 2017 & 2019)

by percentage of respondents who felt the area was "extremely important," "very important" or "important" (excluding don't knows)

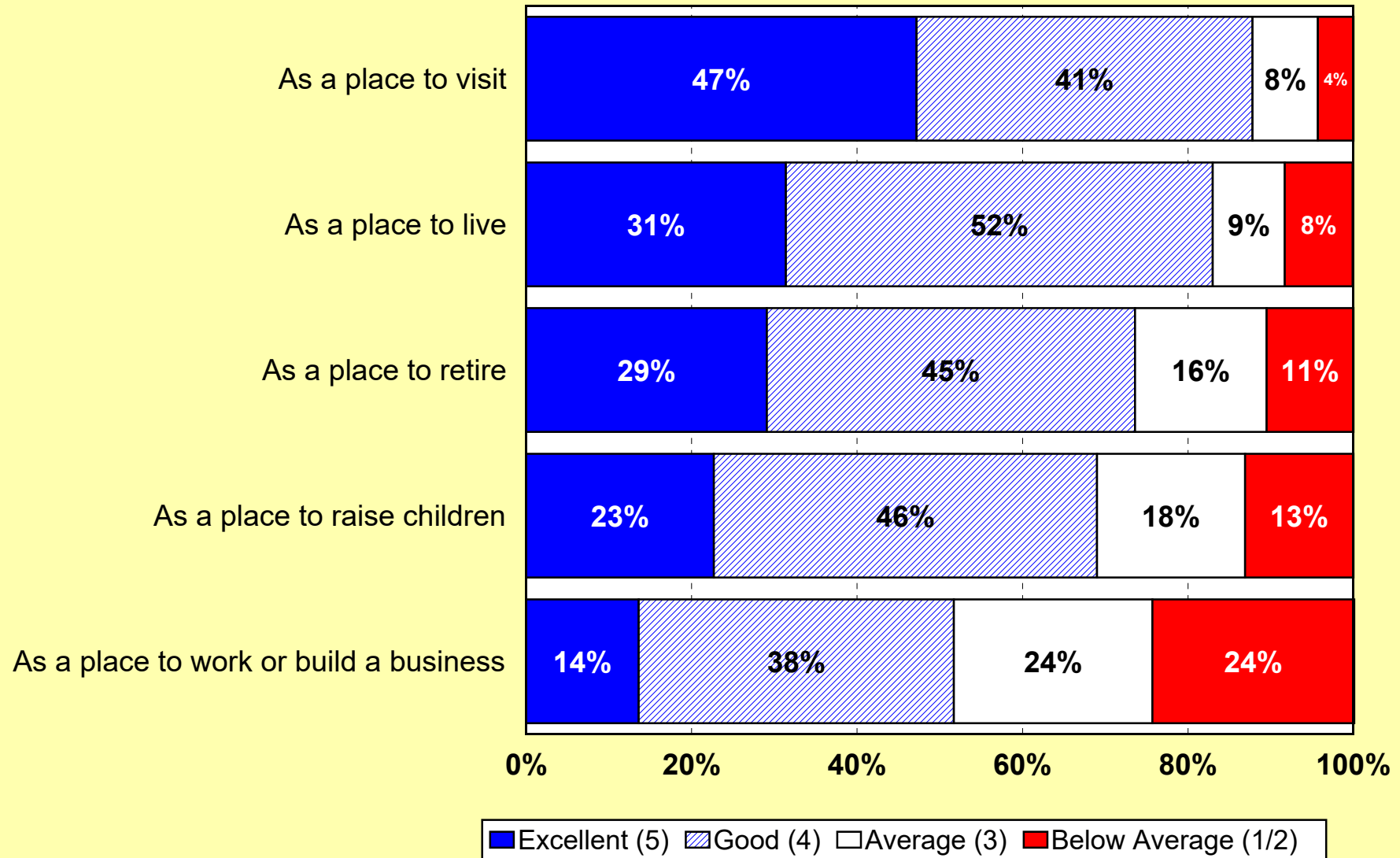


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



# Q24. How Residents Rate the City of Wilmington

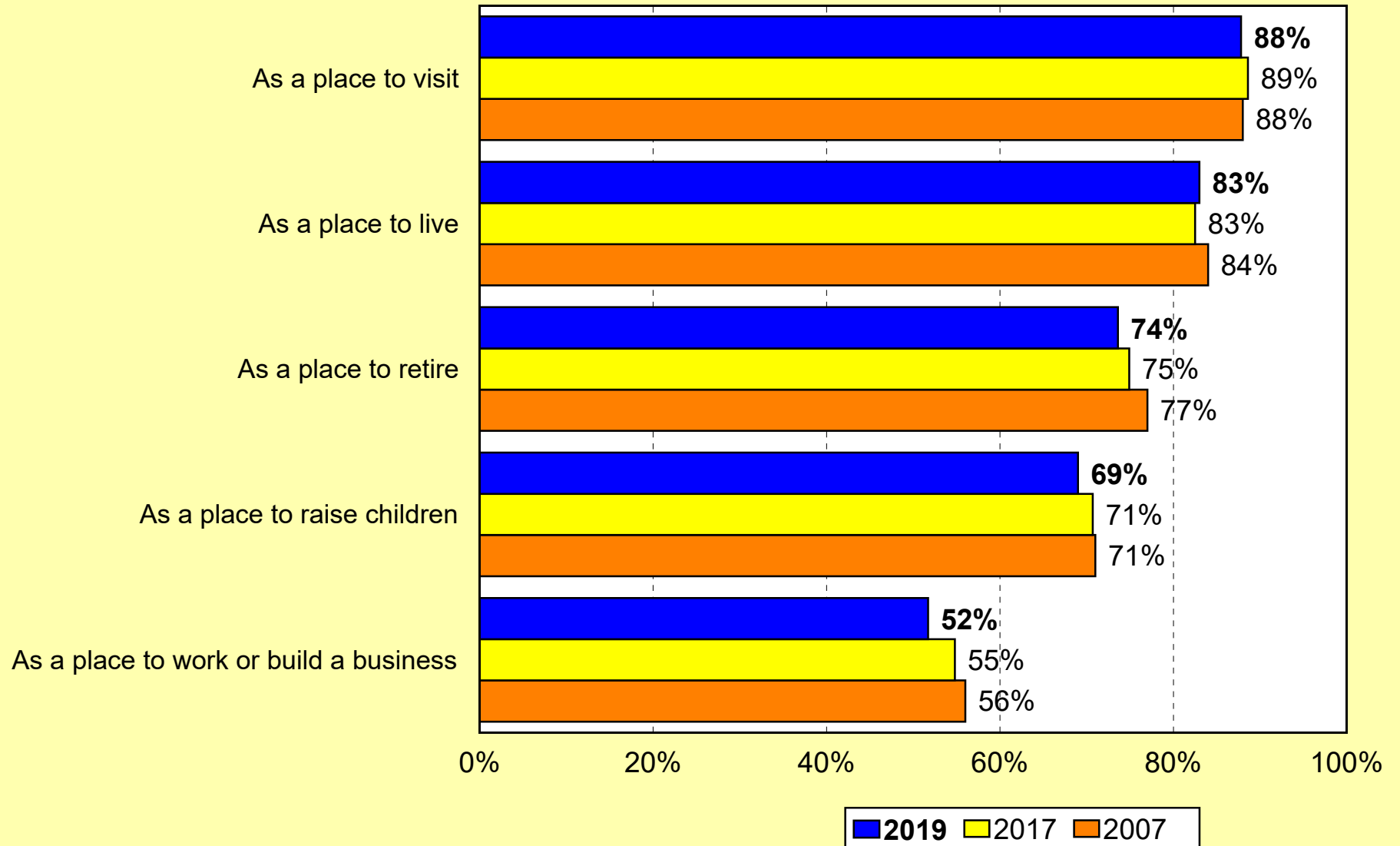
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Trends: Ratings of the City of Wilmington (2007, 2017 & 2019)

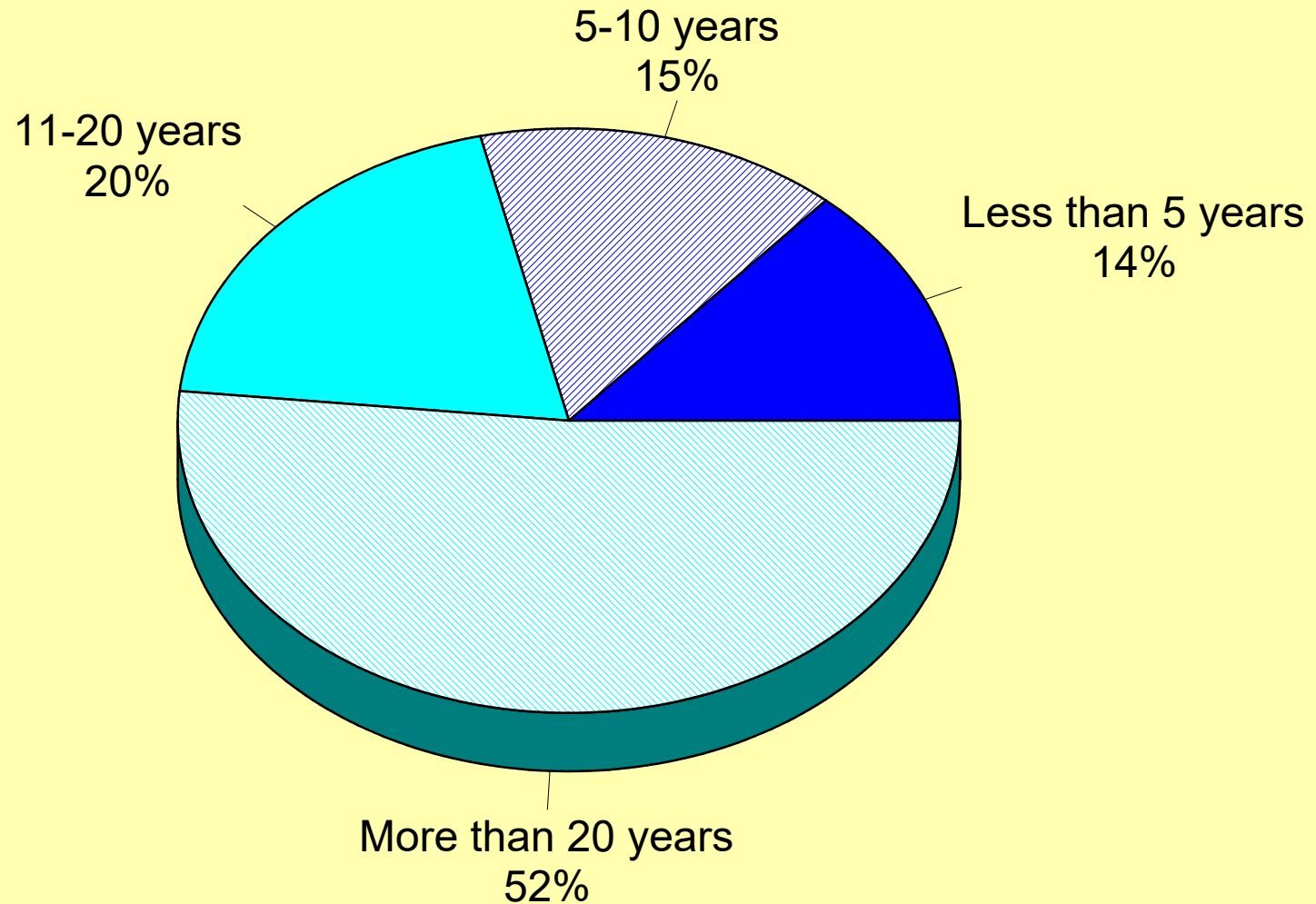
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

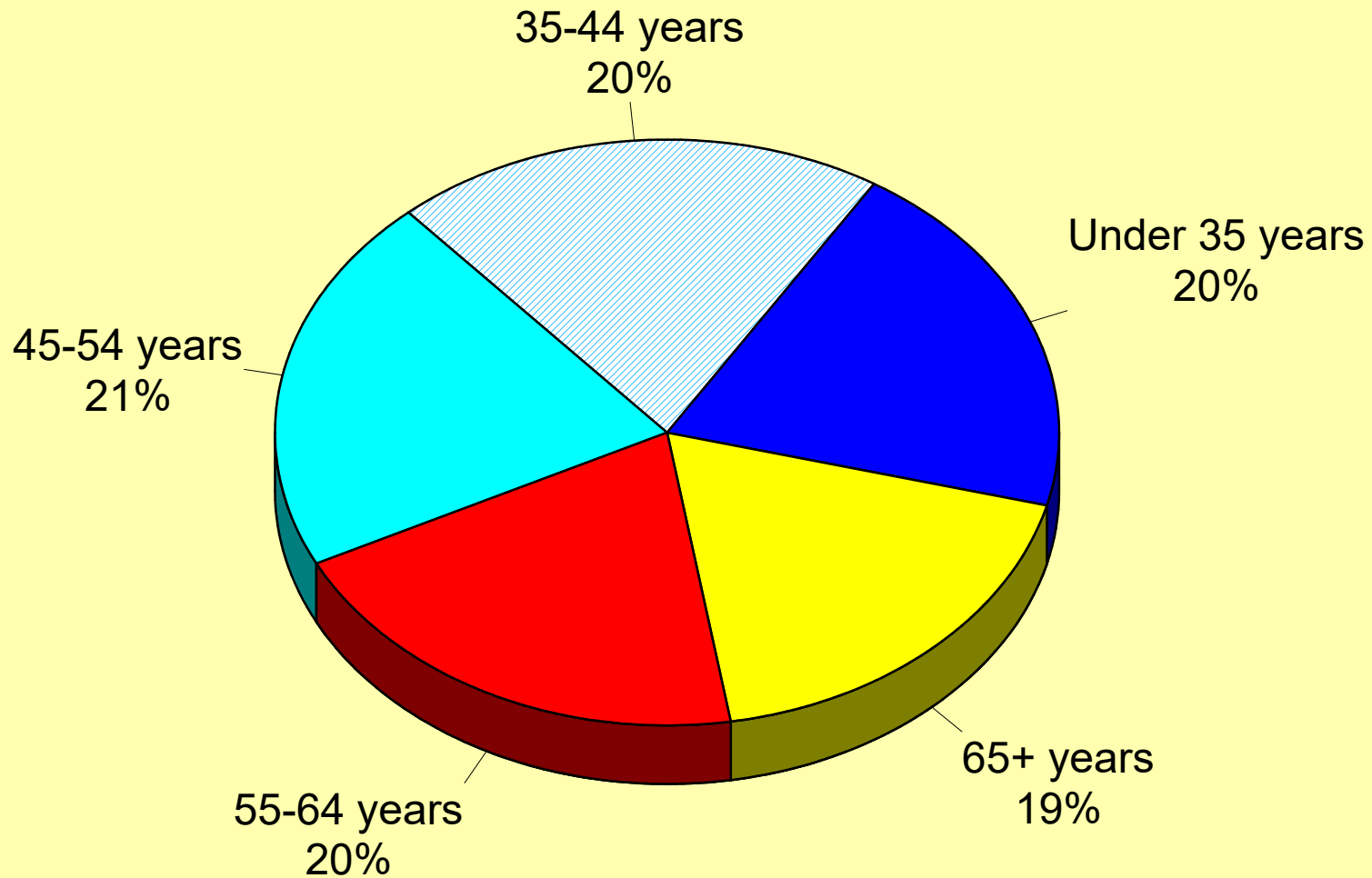
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Demographics: What is Your Age?

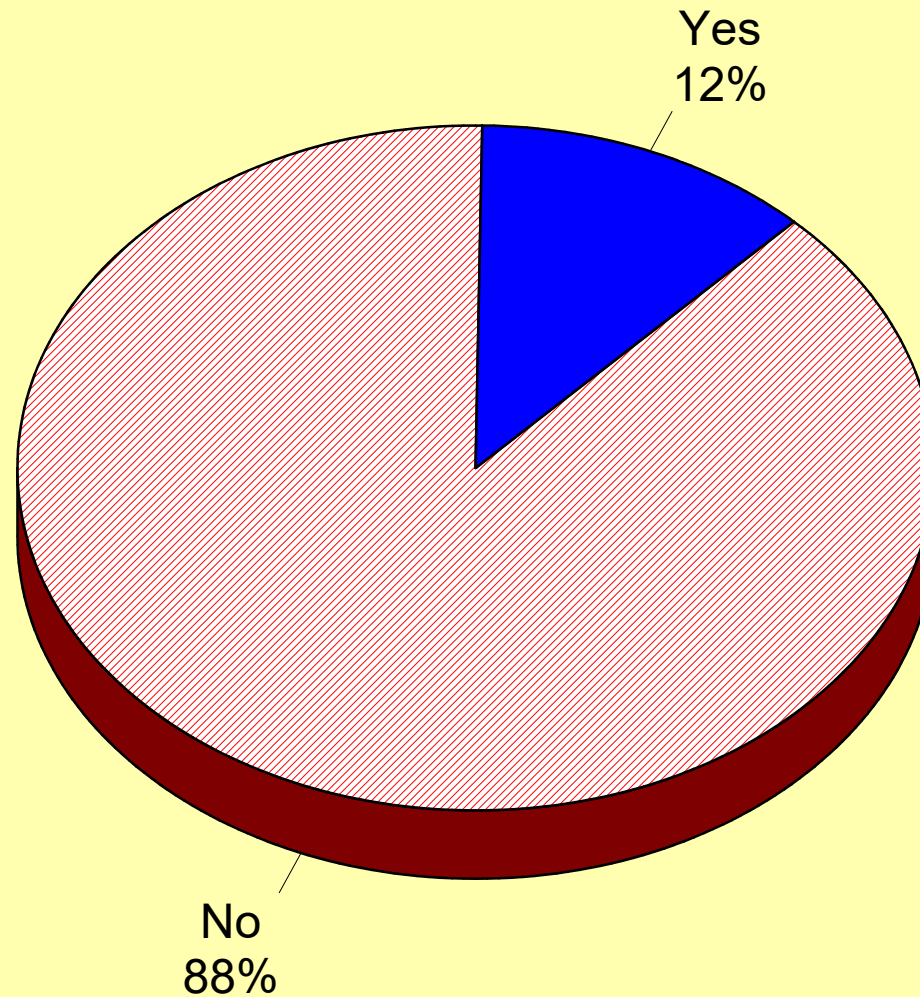
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

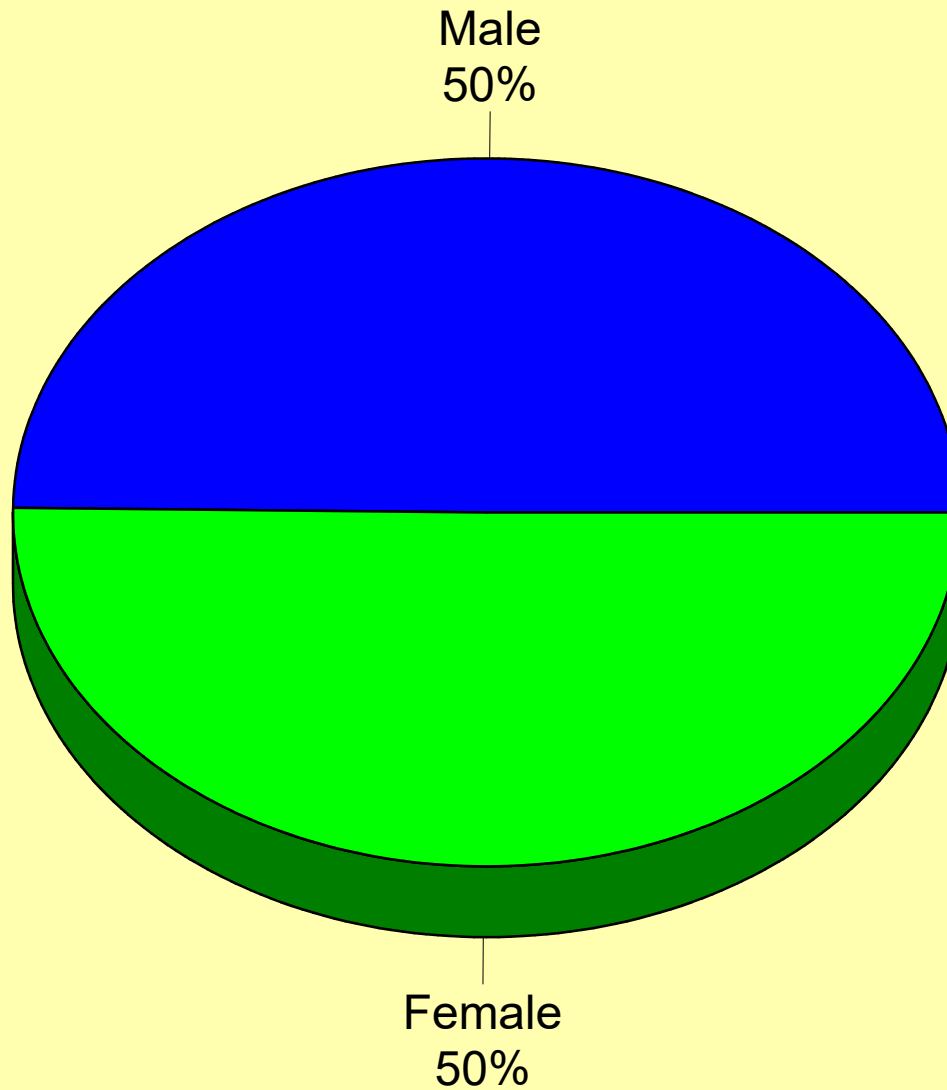
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Demographics: Gender

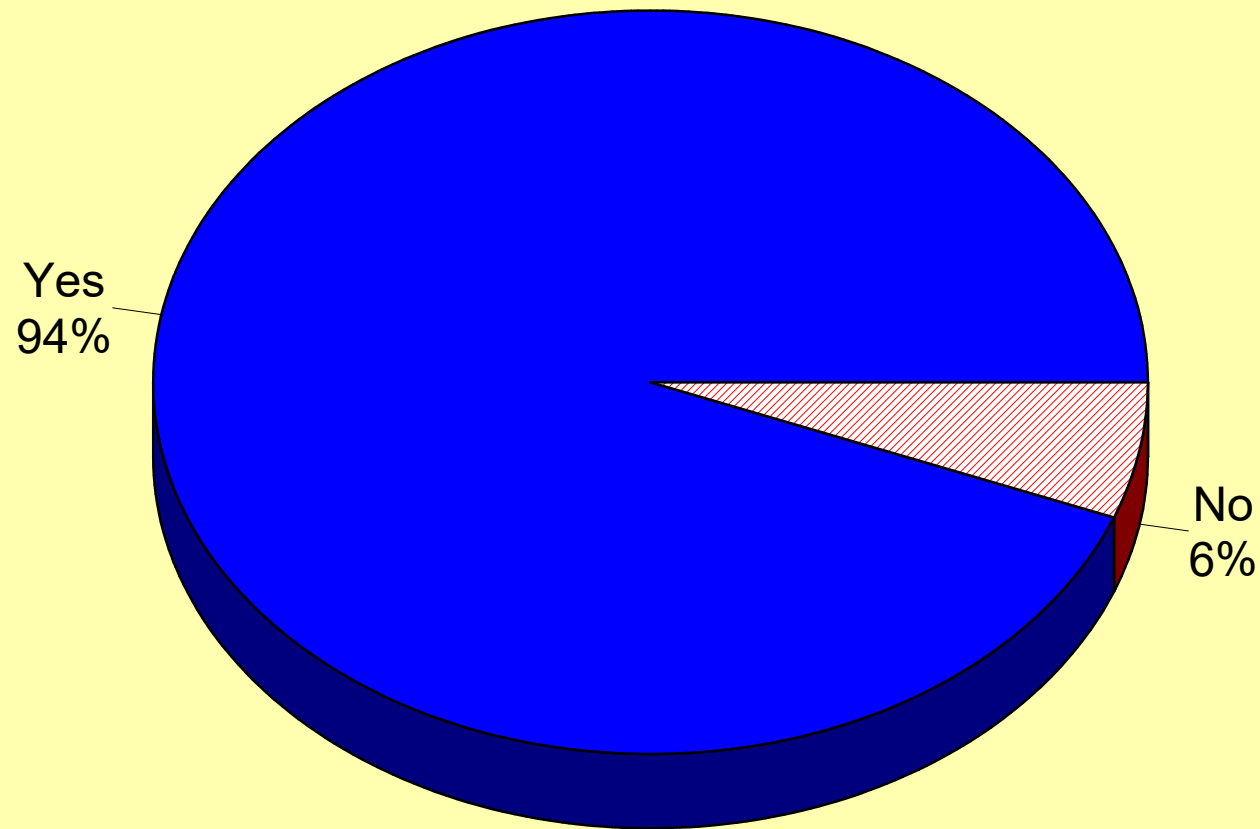
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

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

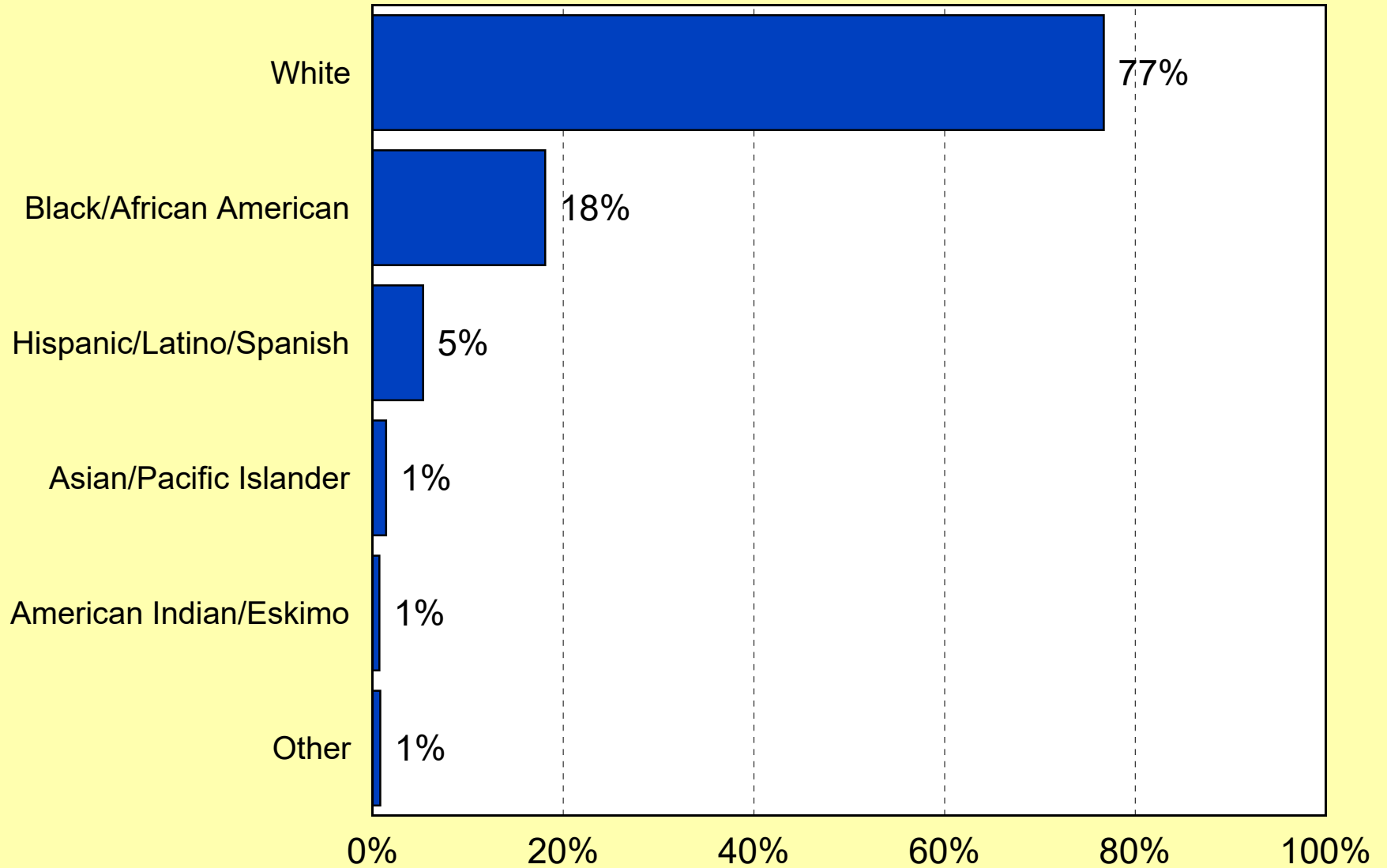
by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

# Demographics: Race/Ethnicity

by percentage of respondents

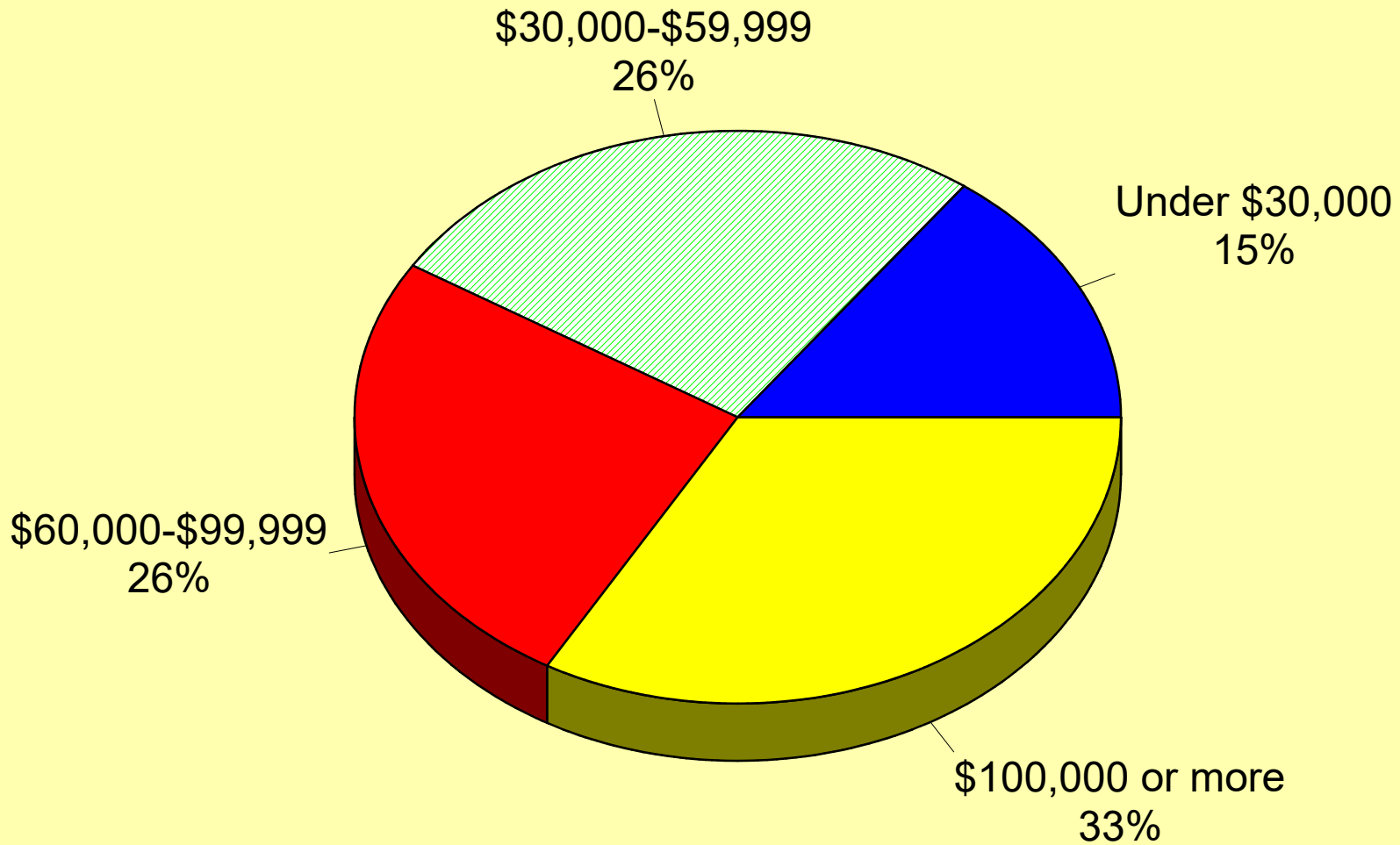


Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)



# Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (2019 - Wilmington, NC)

*Section 2:*  
***Benchmarking Analysis***

---

# 2019 Wilmington Community Survey

## Benchmarking Summary Report

### Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2018 to a random sample of over 4,000 residents in the continental United States. The second source is from a regional survey administered to a random sample of more than 300 residents in the Atlantic Region of the United States during the summer of 2018. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, District of Columbia, and New Jersey.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Atlantic Region Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

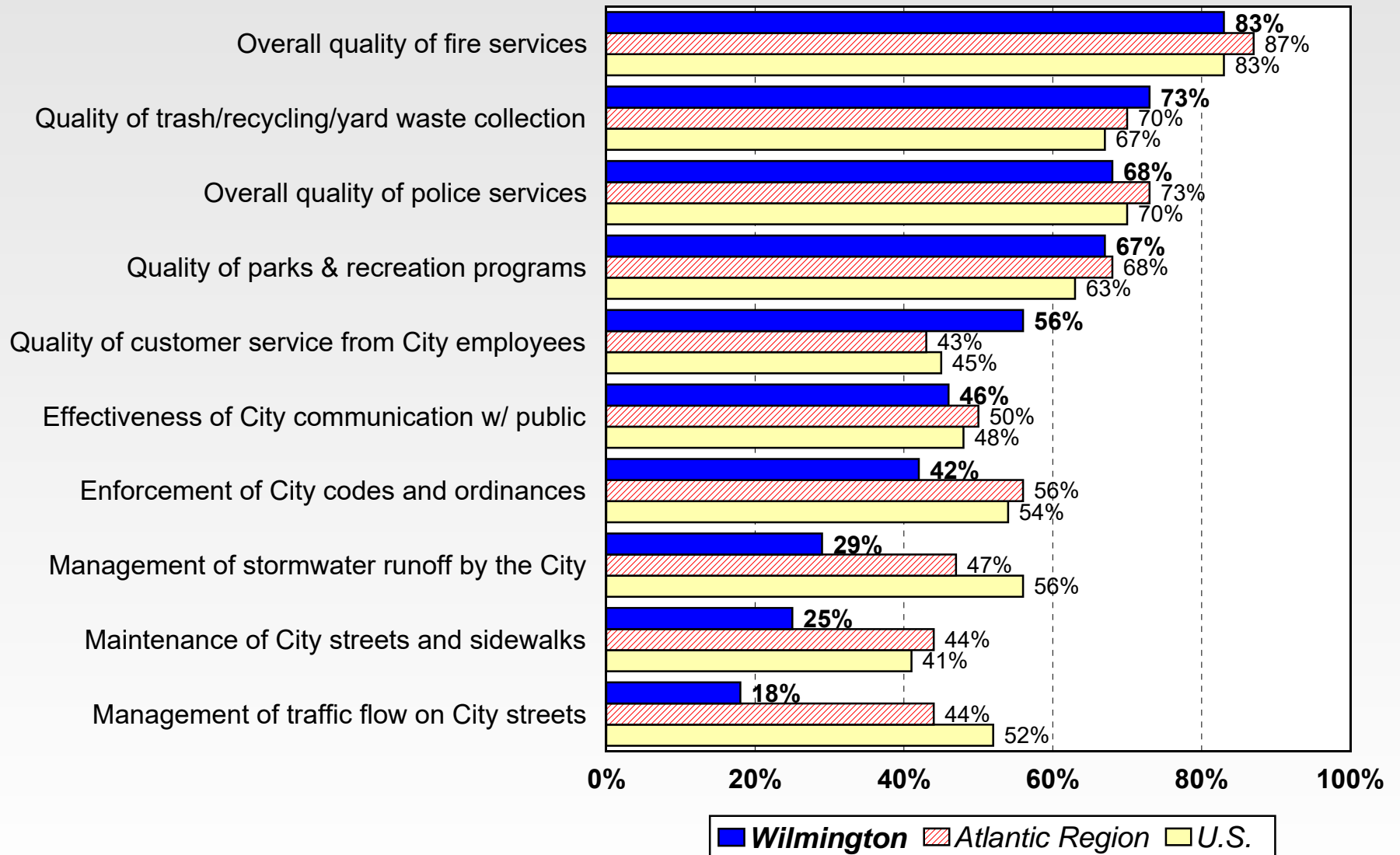
# National Benchmarks

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

# Overall Satisfaction with Various City Services

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

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

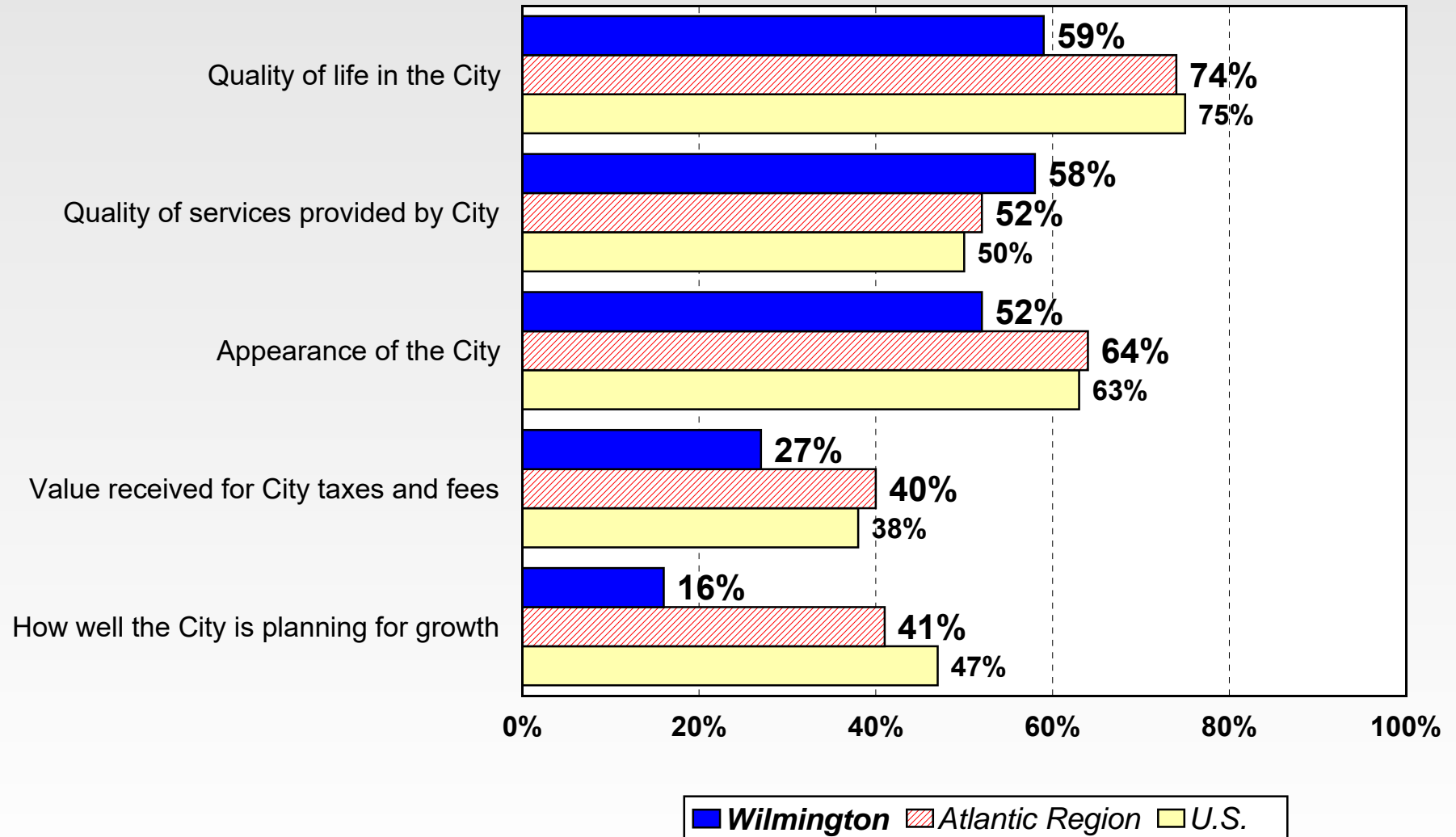


Source: ETC Institute (2019)

# Overall Satisfaction with Perceptions of the City

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

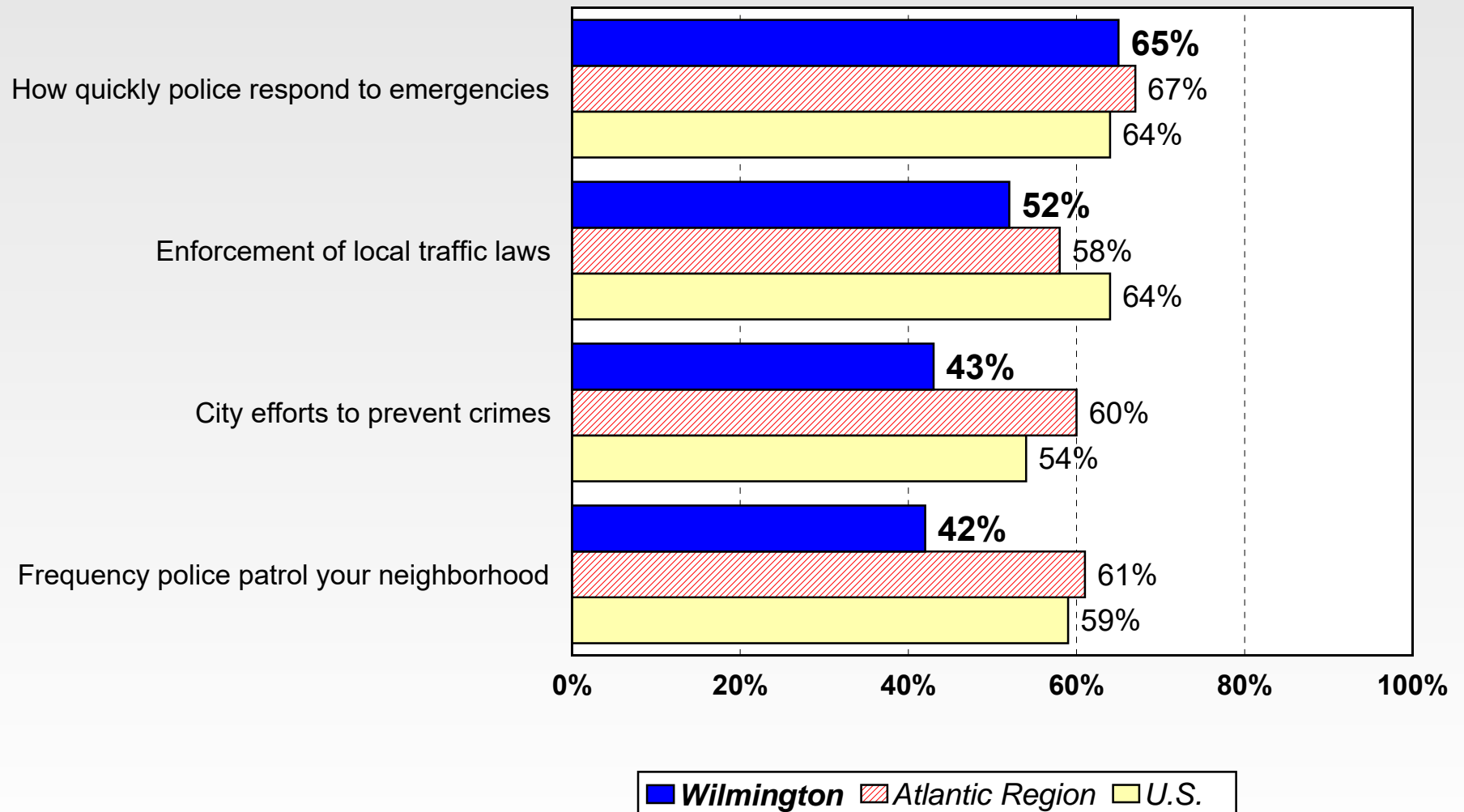
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2019)

# Overall Satisfaction with Public Safety Services Wilmington vs. Atlantic Region vs. the U.S.

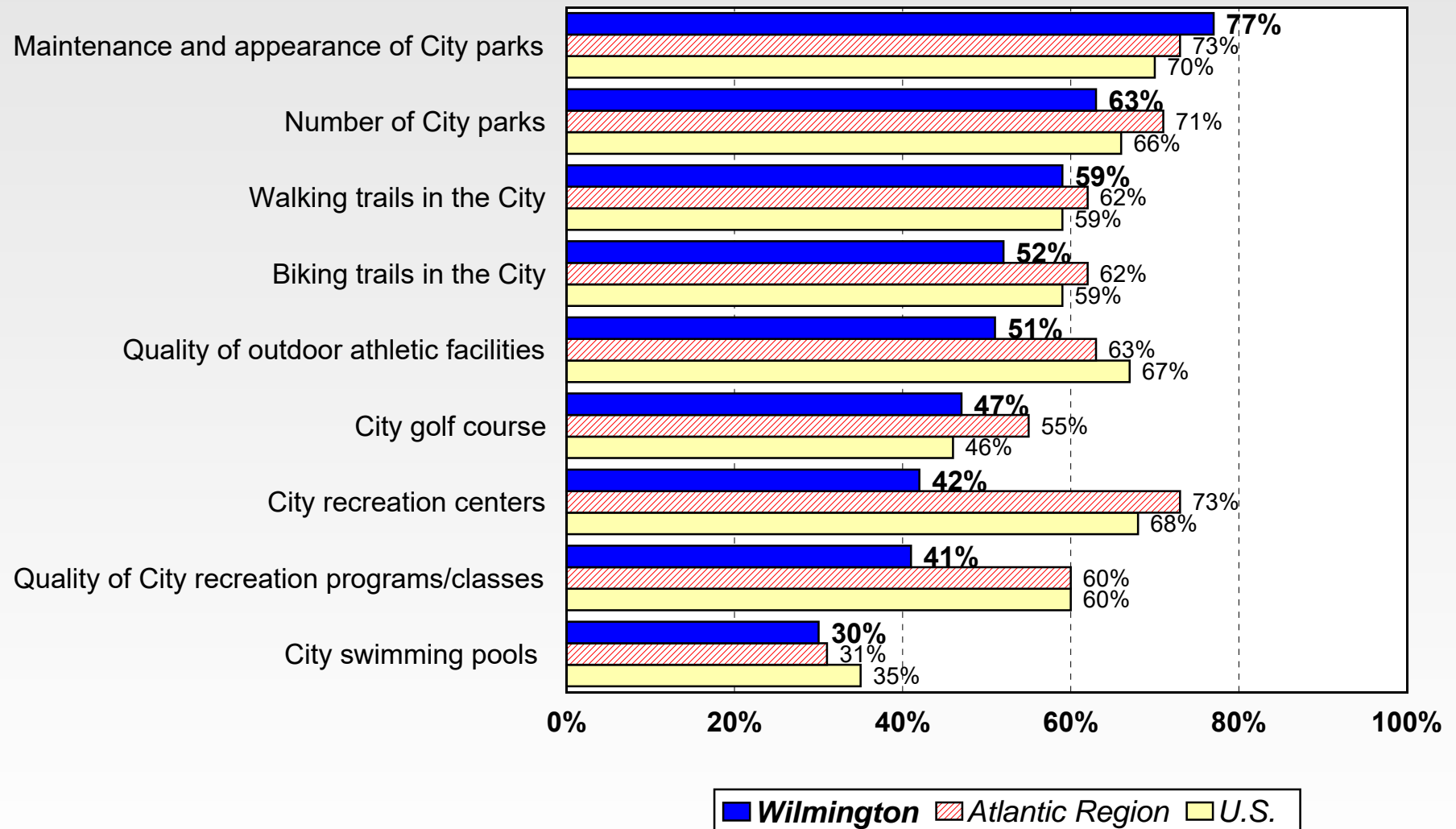
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2019)

# Overall Satisfaction with Parks and Recreation Wilmington vs. Atlantic Region vs. the U.S.

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

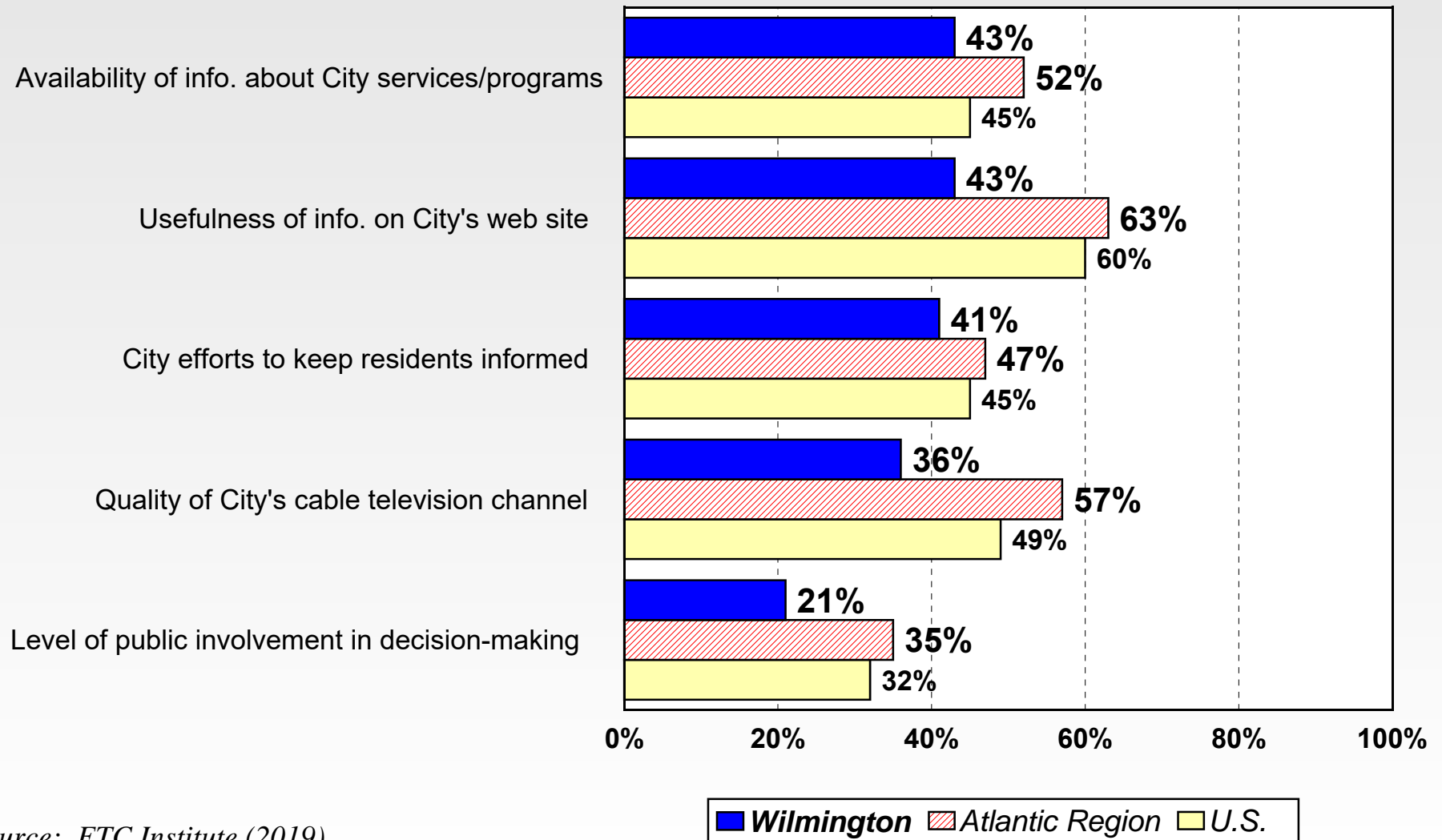


Source: ETC Institute (2019)



# Overall Satisfaction with Communication Wilmington vs. Atlantic Region vs. the U.S.

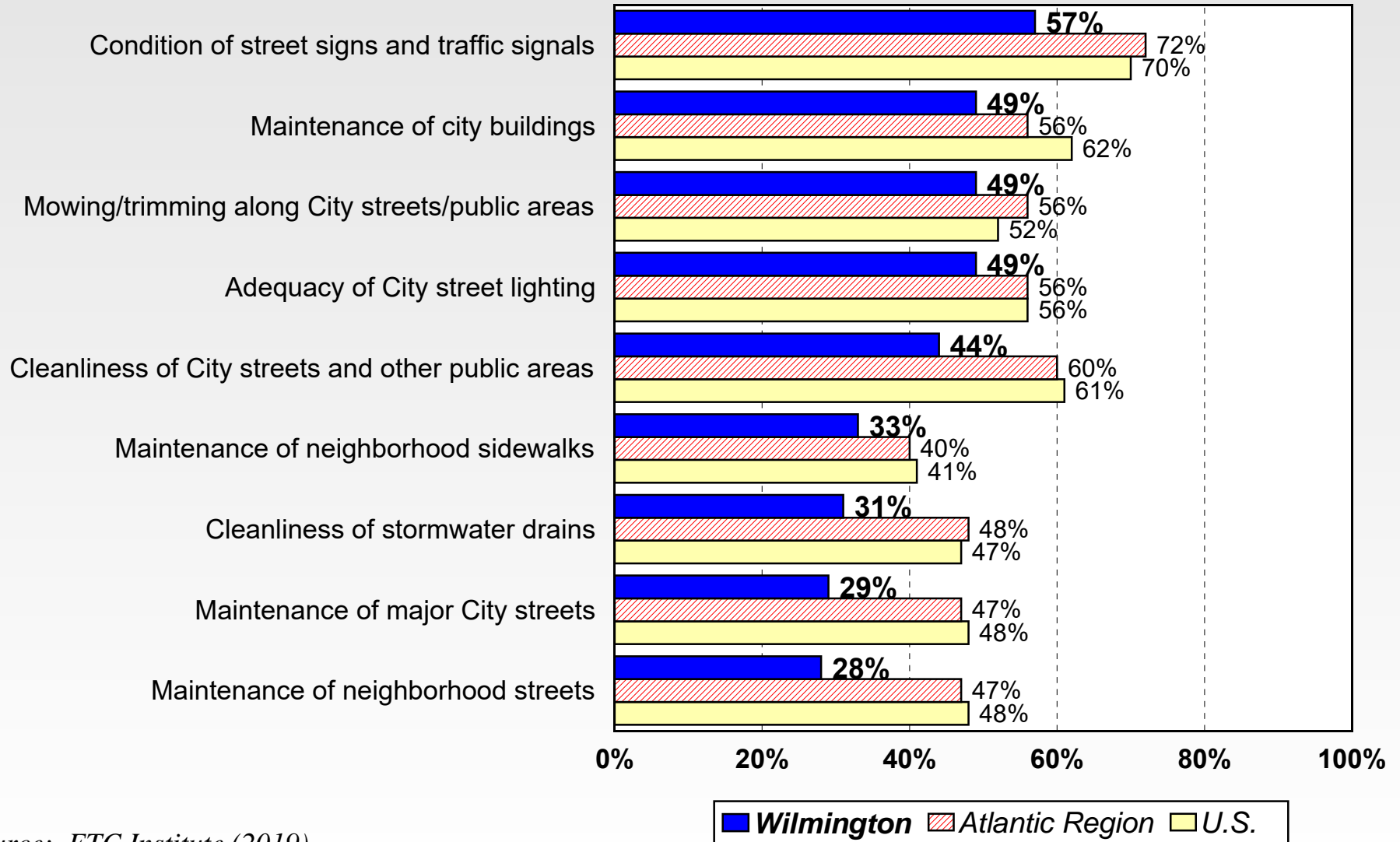
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2019)

# Overall Satisfaction with Maintenance Wilmington vs. Atlantic Region vs. the U.S.

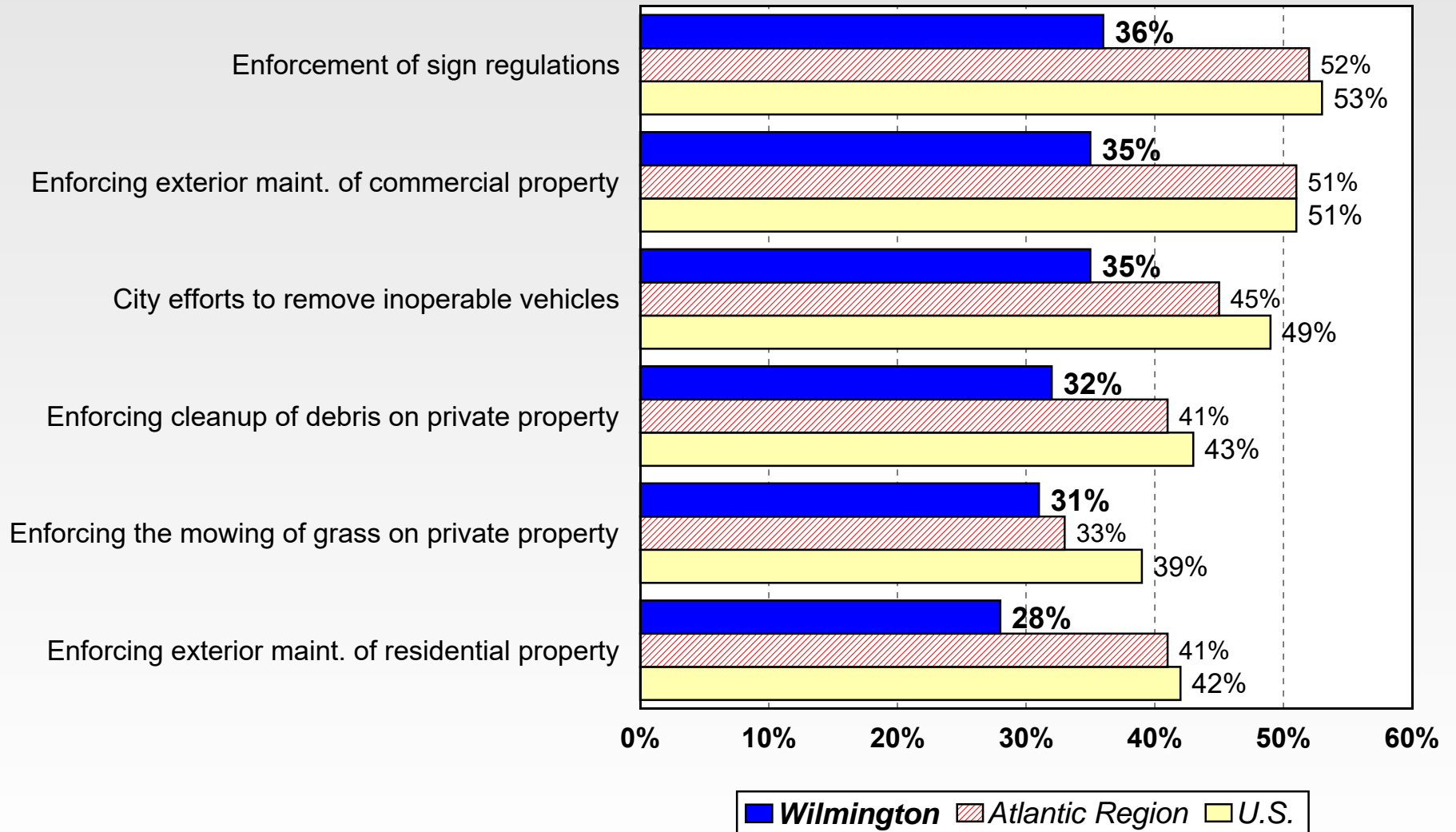
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2019)

# Overall Satisfaction with Code Enforcement Wilmington vs. Atlantic Region vs. the U.S.

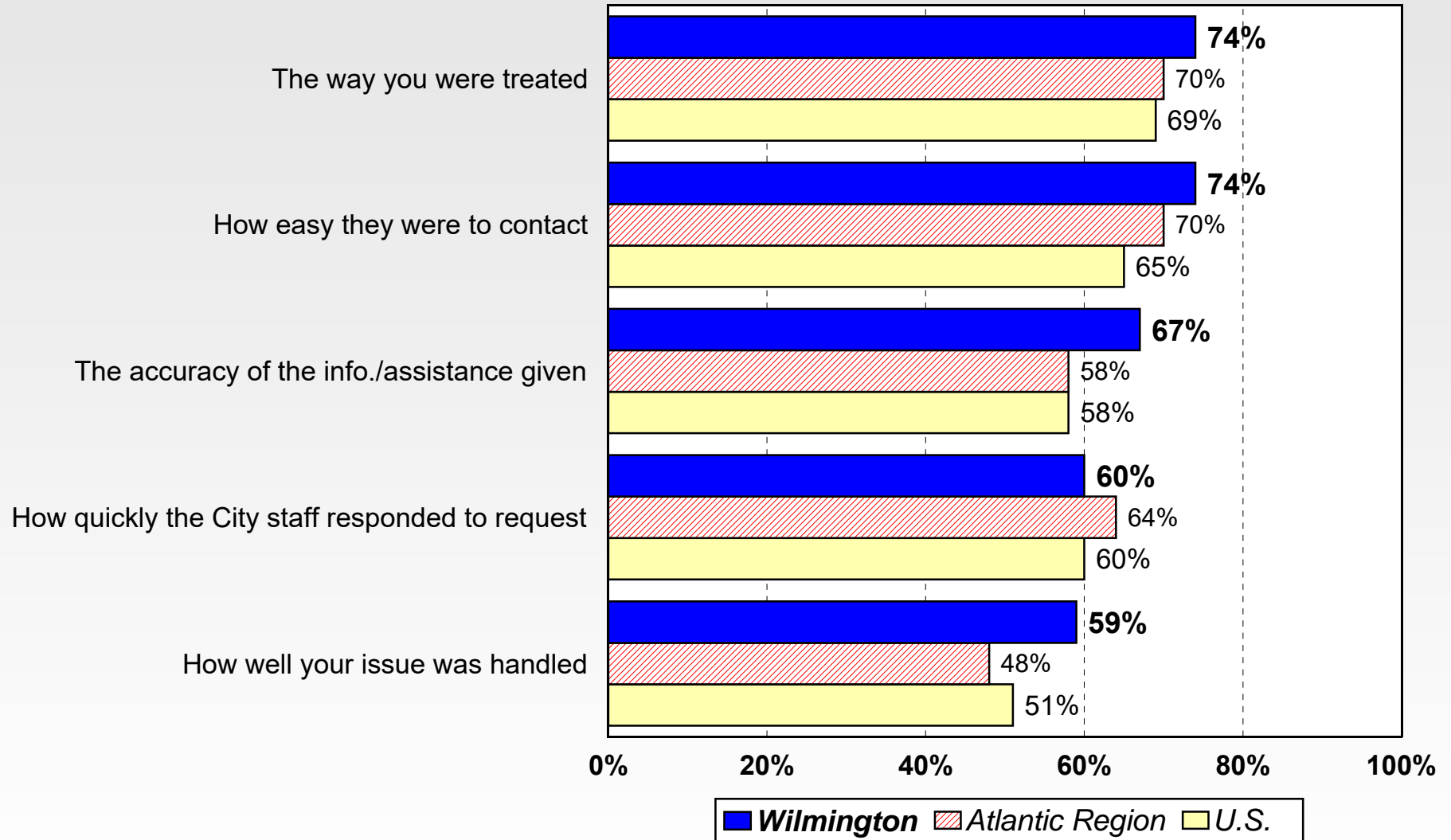
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2019)

# Overall Satisfaction with Customer Service Wilmington vs. Atlantic Region vs. the U.S.

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

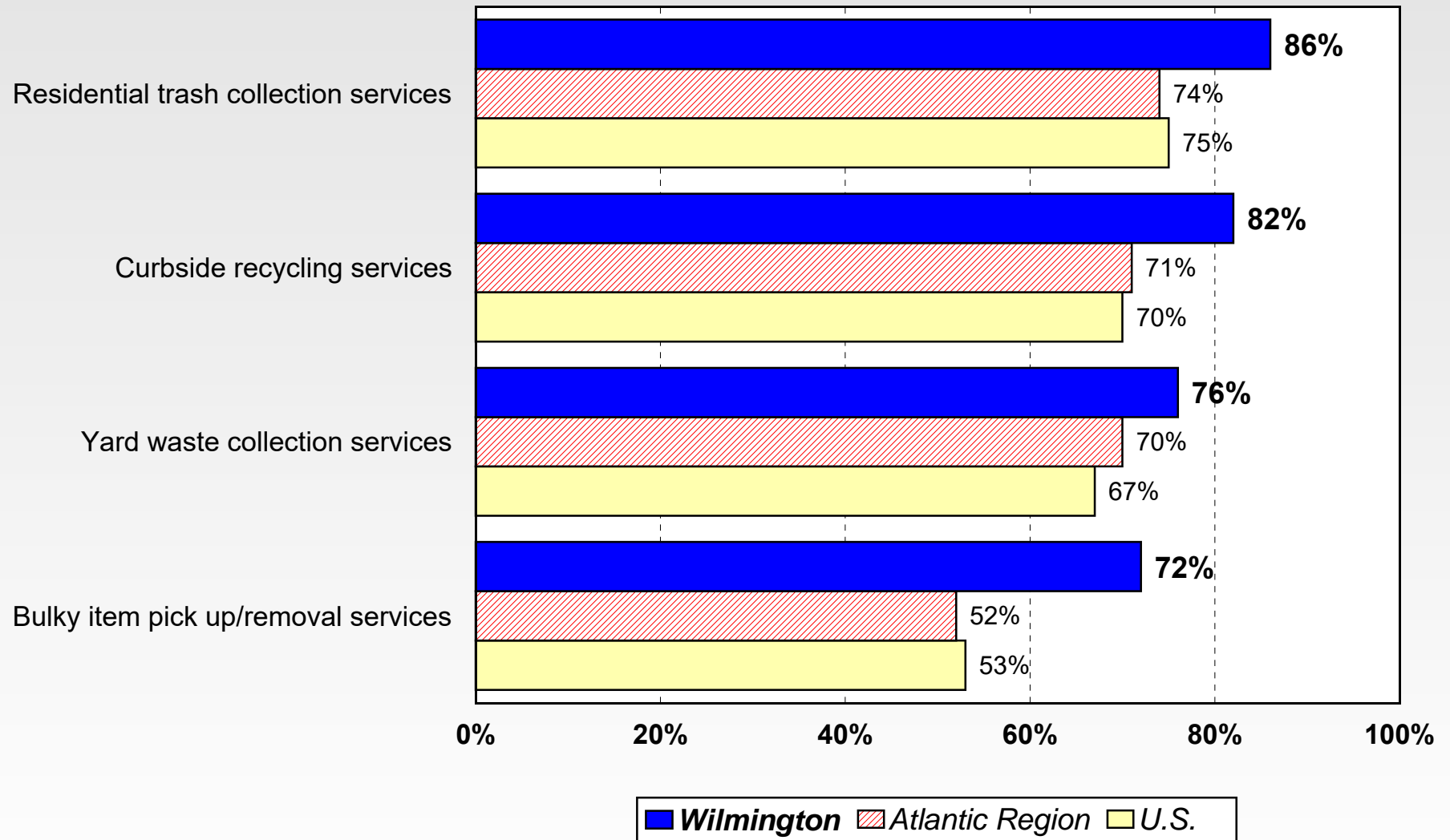


Source: ETC Institute (2019)

# Overall Satisfaction with Utilities

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

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

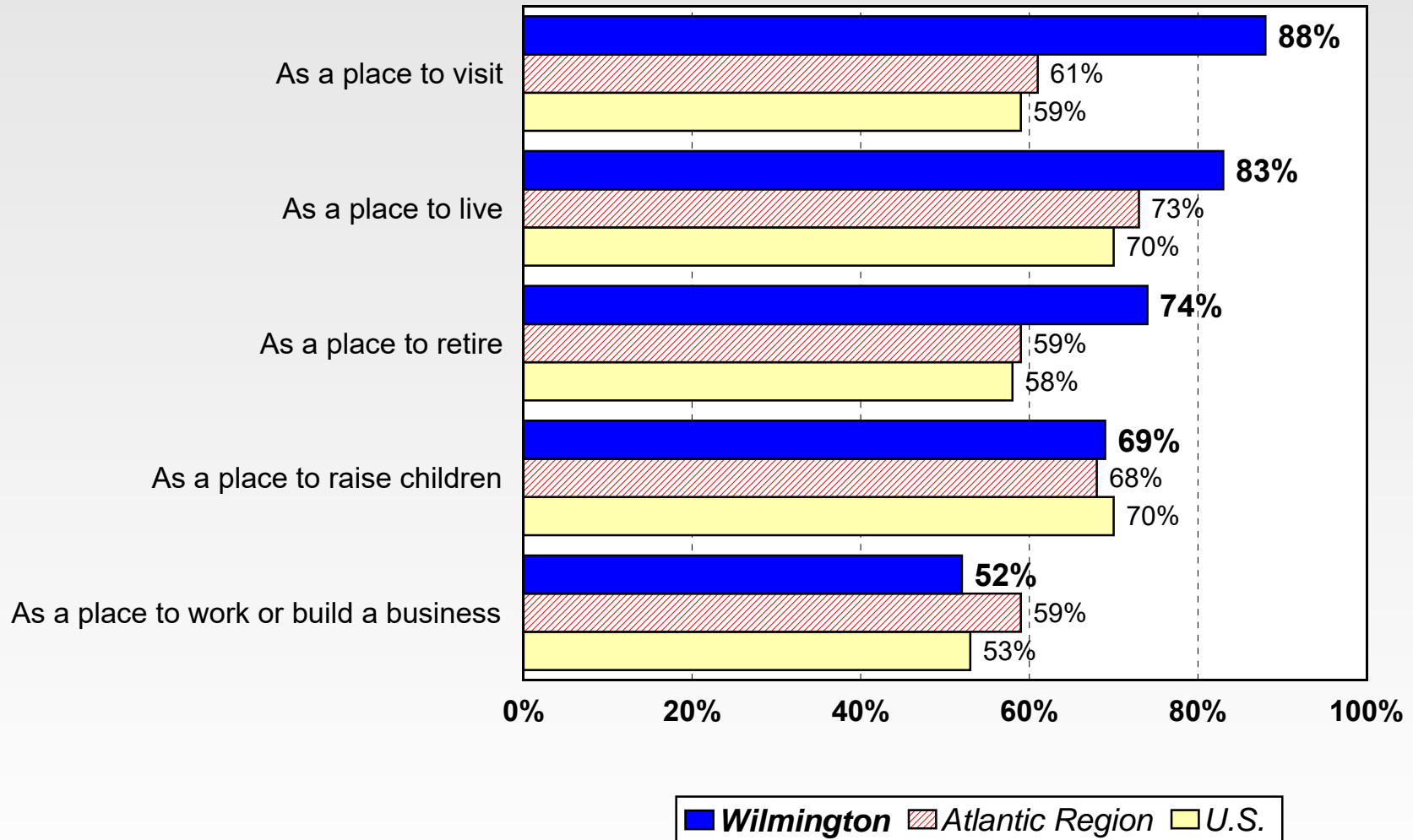


Source: ETC Institute (2019)

# Overall Ratings of the Community

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

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



Source: ETC Institute (2019)

*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.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**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 forty-seven percent (46.7%) selected "management of traffic flow on City streets" as one of the most important services for the City to provide.

With regard to satisfaction, 18% of residents surveyed rated "management of traffic flow on City streets" 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 "management of traffic flow on City streets" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 46.7% was multiplied by 82% (1-0.18). This calculation yielded an I-S rating of 0.3829, 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% indicates 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>						
Management of traffic flow on City streets	47%	3	18%	10	0.3829	1
Maintenance of City streets and sidewalks	50%	2	25%	9	0.3758	2
<b><u>High Priority (IS .10-.20)</u></b>						
Overall quality of police services	58%	1	68%	3	0.1866	3
Management of stormwater runoff by the City	20%	5	29%	8	0.1413	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of City codes and ordinances	13%	8	42%	7	0.0731	5
Overall quality of fire services	35%	4	83%	1	0.0598	6
Effectiveness of City communication w/ public	10%	9	46%	6	0.0551	7
Quality of trash/recycling/yard waste collection	19%	6	73%	2	0.0513	8
Quality of parks & recreation programs	14%	7	67%	4	0.0449	9
Quality of customer service from City employees	5%	10	56%	5	0.0220	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	44%	2	43%	5	0.2525	1
<b><u>High Priority (IS .10-.20)</u></b>						
How quickly police respond to emergencies	47%	1	65%	2	0.1652	2
Frequency police patrol your neighborhood	20%	3	42%	6	0.1154	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of local traffic laws	18%	4	52%	4	0.0869	4
City efforts to prevent fires	12%	5	76%	1	0.0288	5
Enforcement of fire codes	4%	6	59%	3	0.0156	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	47%	1	77%	1	0.1074	1
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Walking trails in the City	24%	2	59%	3	0.0976	2
Biking trails in the City	20%	4	52%	4	0.0950	3
Number of City parks	20%	3	63%	2	0.0747	4
Quality of outdoor athletic facilities	13%	5	51%	5	0.0652	5
Variety of City recreation programs/classes	10%	6	40%	9	0.0606	6
Quality of City recreation programs/classes	10%	7	41%	8	0.0590	7
City recreation centers	8%	8	42%	7	0.0464	8
City swimming pools	6%	9	30%	10	0.0420	9
City golf course	5%	10	47%	6	0.0265	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	54%	1	29%	9	0.3799	1
How quickly street repairs are made	27%	2	16%	11	0.2302	2
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance of neighborhood streets	27%	3	28%	10	0.1930	3
Timing of traffic signals in the City	19%	4	30%	8	0.1358	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Cleanliness of City streets and other public areas	13%	5	44%	5	0.0717	5
Cleanliness of stormwater drains	8%	6	31%	7	0.0573	6
Maintenance of neighborhood sidewalks	7%	8	33%	6	0.0476	7
Adequacy of City street lighting	8%	7	49%	4	0.0398	8
Mowing/trimming along City streets/public areas	6%	9	49%	3	0.0286	9
Condition of street signs and traffic signals	5%	10	57%	1	0.0202	10
Maintenance of city buildings	1%	11	49%	2	0.0071	11

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

**Most Important %:**

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

**Satisfaction %:**

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

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## Importance-Satisfaction Rating City of Wilmington Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Enforcing cleanup of debris on private property	61%	1	32%	4	0.4168	1
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcing the mowing of grass on private property	27%	2	31%	5	0.1891	2
Enforcing exterior maint. of residential property	23%	3	28%	6	0.1678	3
Enforcing exterior maint. of commercial property	22%	4	35%	2	0.1417	4
City efforts to remove inoperable vehicles	21%	5	35%	3	0.1333	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Enforcement of sign regulations	13%	6	36%	1	0.0851	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 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.

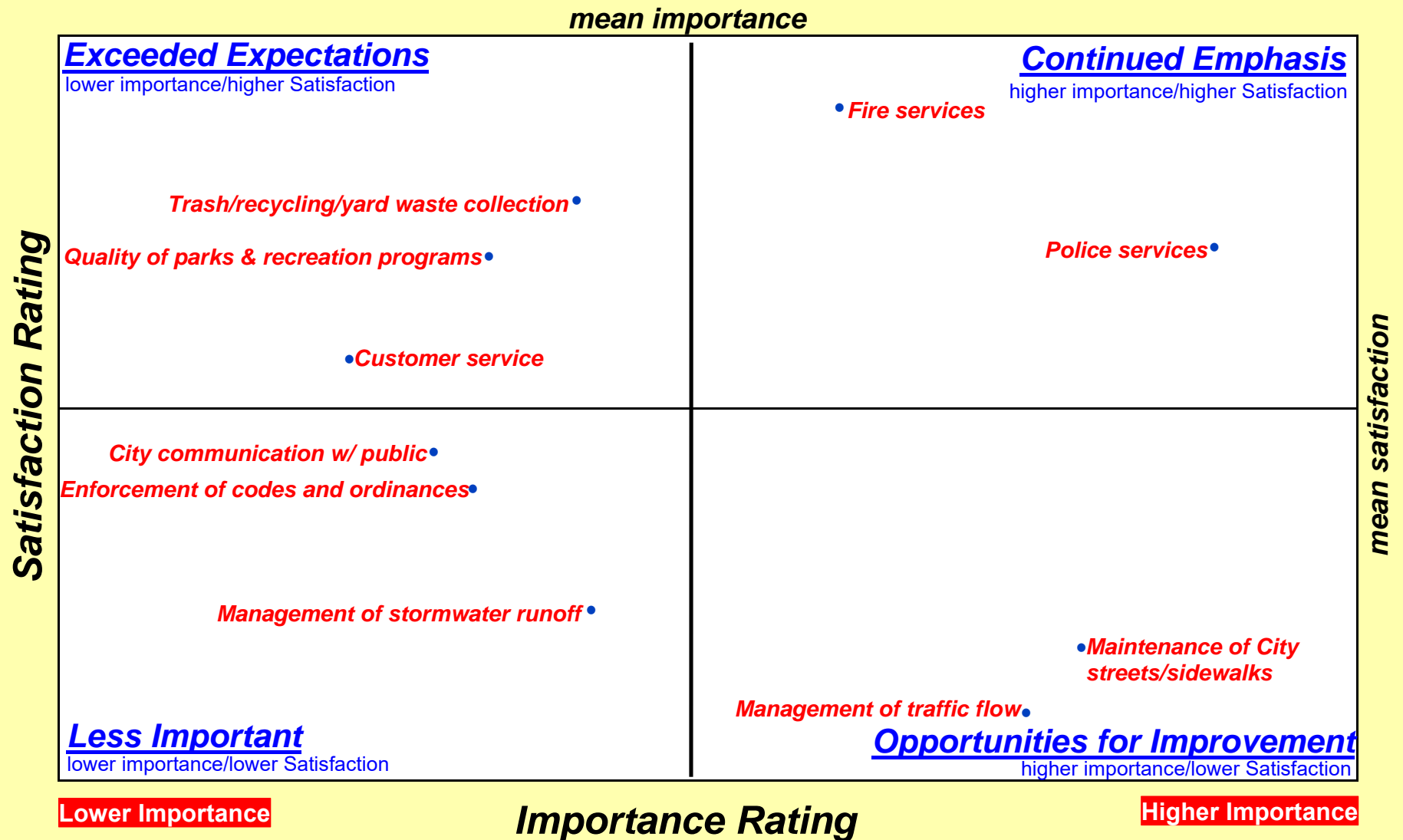
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2019 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)



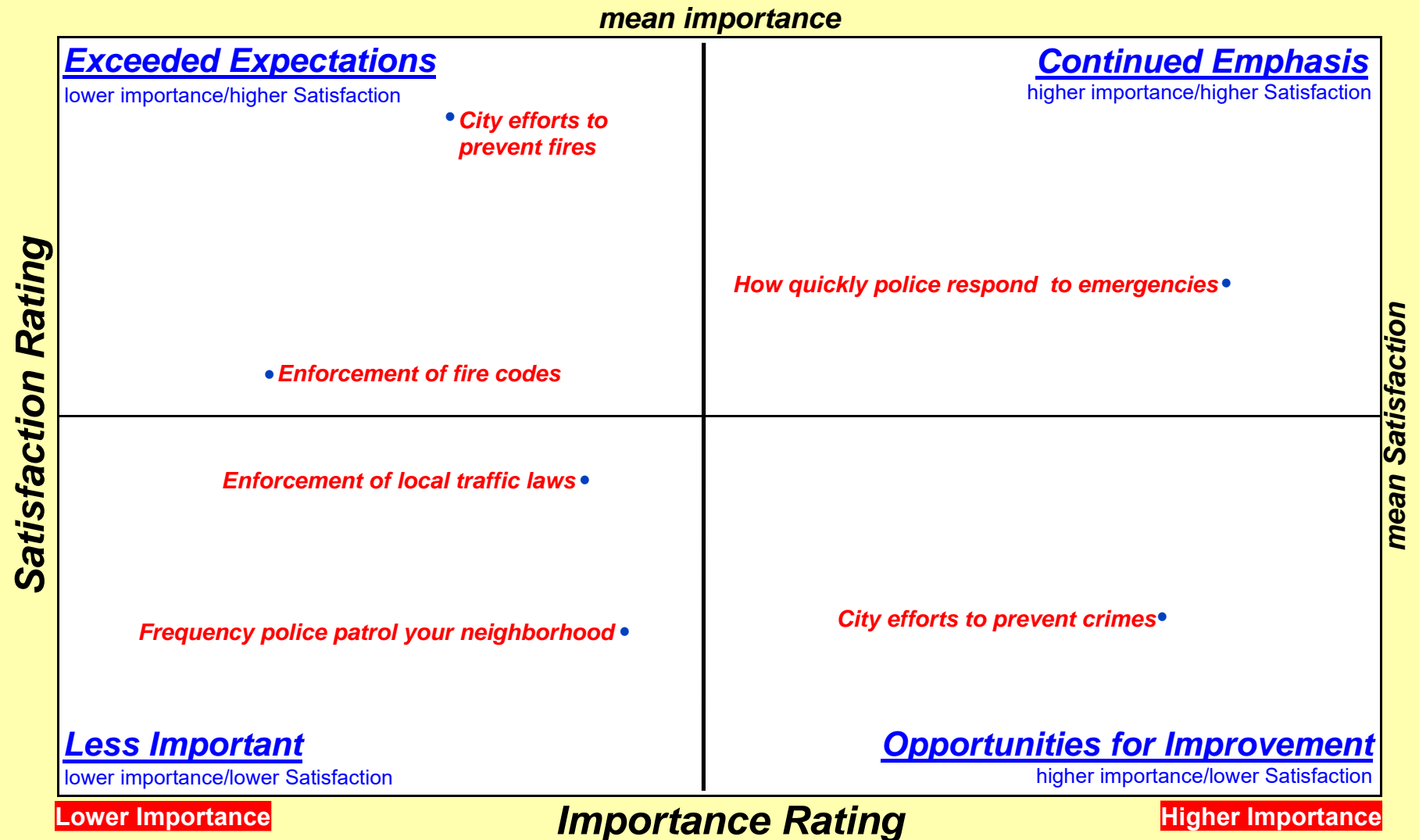
Source: ETC Institute (2019)



# 2019 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)

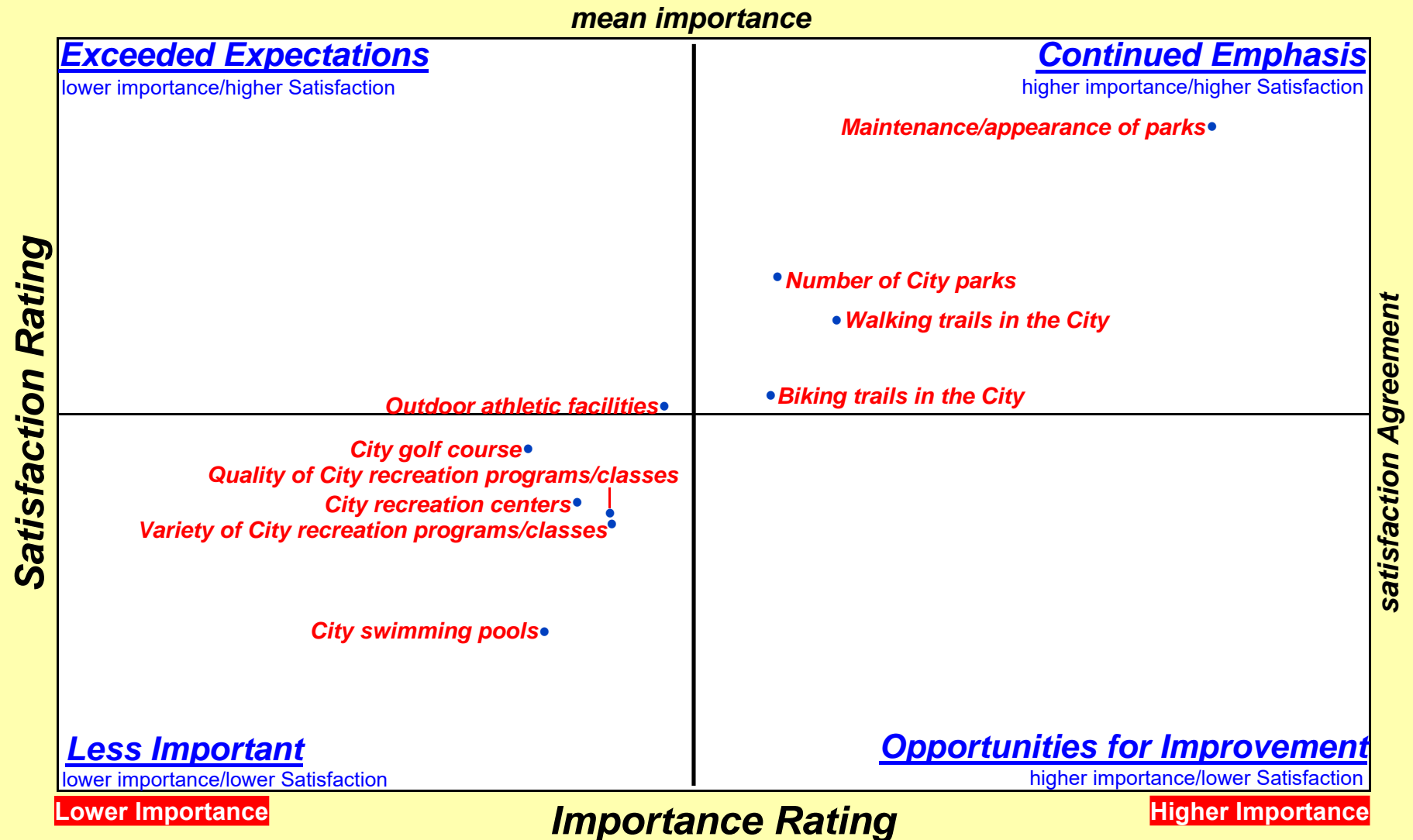


Source: ETC Institute (2019)

# 2019 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)

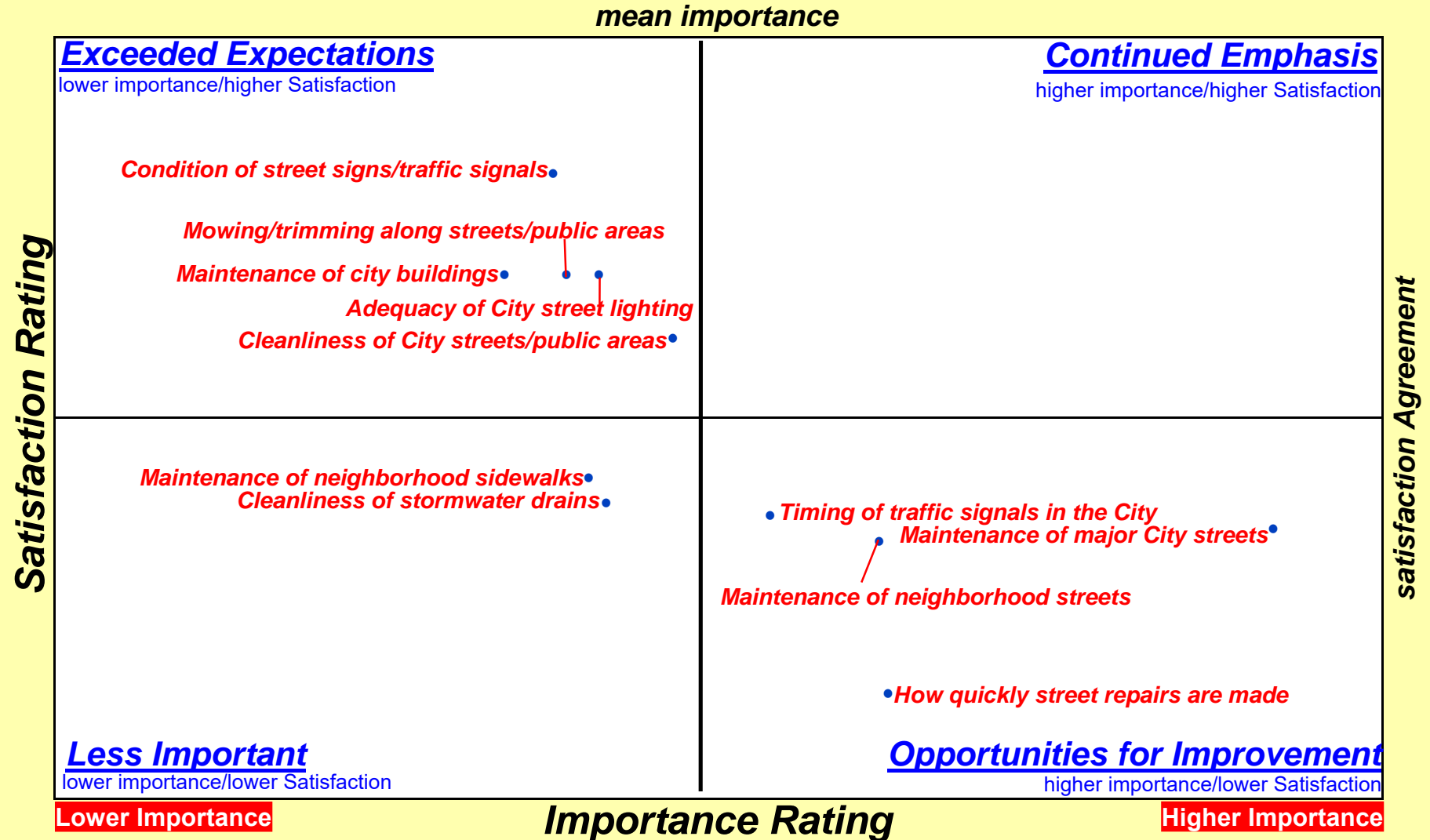


Source: ETC Institute (2019)

# 2019 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)

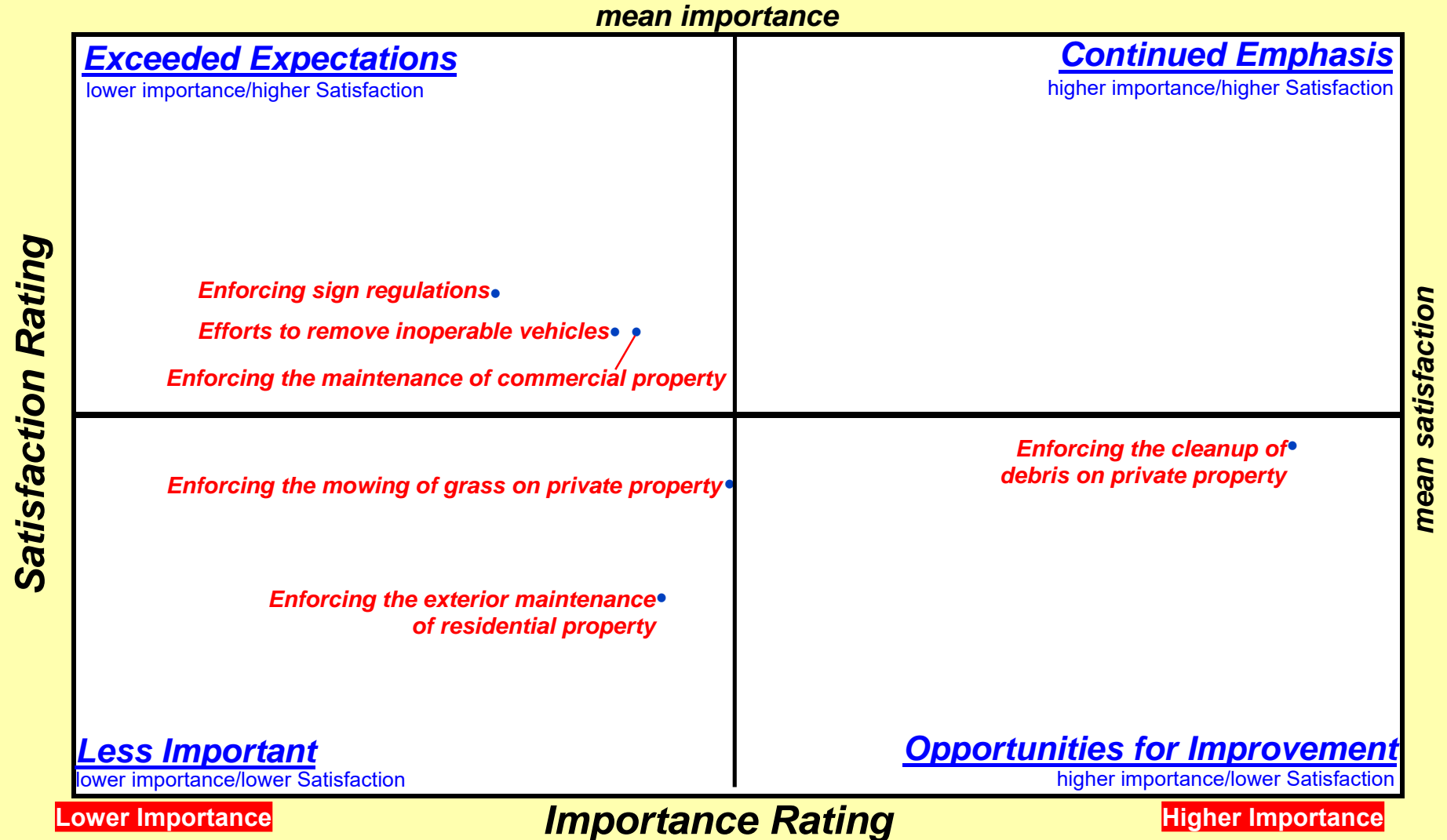


Source: ETC Institute (2019)

# 2019 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 (2019)

*Section 4:*  
*Tabular Data*

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**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall maintenance of City streets & sidewalks	3.2%	21.7%	21.1%	33.5%	18.8%	1.6%
Q1-2. Overall quality of City's parks & recreation programs	12.6%	48.1%	22.1%	5.6%	2.8%	8.8%
Q1-3. Overall quality of police services	17.8%	46.0%	20.6%	6.1%	3.2%	6.2%
Q1-4. Overall quality of fire services	29.2%	43.6%	13.3%	0.7%	0.5%	12.7%
Q1-5. Overall efforts by City to enforce codes & ordinances	7.0%	28.6%	28.3%	13.1%	7.7%	15.4%
Q1-6. Overall quality of customer service provided by City employees	10.6%	38.8%	27.3%	8.8%	3.2%	11.4%
Q1-7. Overall effectiveness of City communication with the public	8.5%	34.7%	31.6%	12.6%	7.0%	5.6%
Q1-8. Overall management of traffic flow on City streets	3.0%	14.8%	19.8%	33.3%	26.8%	2.4%
Q1-9. Overall management of stormwater runoff by City	4.0%	22.8%	27.4%	25.7%	13.3%	6.8%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	25.8%	44.1%	16.1%	6.4%	3.5%	4.2%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall maintenance of City streets & sidewalks	3.3%	22.1%	21.5%	34.0%	19.1%
Q1-2. Overall quality of City's parks & recreation programs	13.8%	52.8%	24.2%	6.2%	3.0%
Q1-3. Overall quality of police services	19.0%	49.0%	22.0%	6.5%	3.5%
Q1-4. Overall quality of fire services	33.4%	49.9%	15.3%	0.8%	0.6%
Q1-5. Overall efforts by City to enforce codes & ordinances	8.2%	33.8%	33.5%	15.5%	9.1%
Q1-6. Overall quality of customer service provided by City employees	11.9%	43.8%	30.8%	9.9%	3.7%
Q1-7. Overall effectiveness of City communication with the public	9.0%	36.8%	33.5%	13.4%	7.4%
Q1-8. Overall management of traffic flow on City streets	3.1%	15.1%	20.3%	34.1%	27.4%
Q1-9. Overall management of stormwater runoff by City	4.3%	24.5%	29.4%	27.6%	14.3%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	26.9%	46.0%	16.8%	6.6%	3.6%

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

Q2. Top choice	Number	Percent
Overall maintenance of City streets & sidewalks	152	18.2 %
Overall quality of City's parks & recreation programs	22	2.6 %
Overall quality of police services	297	35.7 %
Overall quality of fire services	39	4.7 %
Overall efforts by City to enforce codes & ordinances	24	2.9 %
Overall quality of customer service provided by City employees	6	0.7 %
Overall effectiveness of City communication with the public	18	2.2 %
Overall management of traffic flow on City streets	146	17.5 %
Overall management of stormwater runoff by City	29	3.5 %
Overall quality of trash, recycling, & yard waste collection services	30	3.6 %
None chosen	70	8.4 %
Total	833	100.0 %

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

Q2. 2nd choice	Number	Percent
Overall maintenance of City streets & sidewalks	107	12.8 %
Overall quality of City's parks & recreation programs	44	5.3 %
Overall quality of police services	121	14.5 %
Overall quality of fire services	203	24.4 %
Overall efforts by City to enforce codes & ordinances	31	3.7 %
Overall quality of customer service provided by City employees	12	1.4 %
Overall effectiveness of City communication with the public	18	2.2 %
Overall management of traffic flow on City streets	119	14.3 %
Overall management of stormwater runoff by City	64	7.7 %
Overall quality of trash, recycling, & yard waste collection services	34	4.1 %
None chosen	80	9.6 %
Total	833	100.0 %



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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	158	19.0 %
Overall quality of City's parks & recreation programs	47	5.6 %
Overall quality of police services	68	8.2 %
Overall quality of fire services	51	6.1 %
Overall efforts by City to enforce codes & ordinances	50	6.0 %
Overall quality of customer service provided by City employees	24	2.9 %
Overall effectiveness of City communication with the public	49	5.9 %
Overall management of traffic flow on City streets	124	14.9 %
Overall management of stormwater runoff by City	73	8.8 %
Overall quality of trash, recycling, & yard waste collection services	94	11.3 %
<u>None chosen</u>	<u>95</u>	<u>11.4 %</u>
Total	833	100.0 %

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

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	417	50.1 %
Overall quality of City's parks & recreation programs	113	13.6 %
Overall quality of police services	486	58.3 %
Overall quality of fire services	293	35.2 %
Overall efforts by City to enforce codes & ordinances	105	12.6 %
Overall quality of customer service provided by City employees	42	5.0 %
Overall effectiveness of City communication with the public	85	10.2 %
Overall management of traffic flow on City streets	389	46.7 %
Overall management of stormwater runoff by City	166	19.9 %
Overall quality of trash, recycling, & yard waste collection services	158	19.0 %
<u>None chosen</u>	<u>70</u>	<u>8.4 %</u>
Total	2324	

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	6.2%	48.9%	30.1%	8.2%	2.5%	4.1%
Q3-2. Appearance of City	9.1%	41.7%	24.8%	17.9%	4.3%	2.2%
Q3-3. How well City is planning for growth	3.0%	12.6%	19.7%	29.5%	29.9%	5.3%
Q3-4. Overall quality of life in City	11.3%	45.7%	25.9%	11.0%	3.7%	2.3%
Q3-5. Availability of job opportunities	2.9%	15.4%	27.9%	23.6%	14.5%	15.7%
Q3-6. Overall value you receive for City taxes & fees	3.6%	22.0%	34.6%	22.9%	13.1%	3.8%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	6.5%	50.9%	31.4%	8.5%	2.6%
Q3-2. Appearance of City	9.3%	42.6%	25.4%	18.3%	4.4%
Q3-3. How well City is planning for growth	3.2%	13.3%	20.8%	31.2%	31.6%
Q3-4. Overall quality of life in City	11.5%	46.8%	26.5%	11.3%	3.8%
Q3-5. Availability of job opportunities	3.4%	18.2%	33.0%	28.1%	17.2%
Q3-6. Overall value you receive for City taxes & fees	3.7%	22.8%	36.0%	23.8%	13.6%

**Q4. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items.**

(N=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. City efforts to prevent fires	17.4%	42.6%	18.8%	0.5%	0.2%	20.4%
Q4-2. Enforcement of local traffic laws	9.7%	39.6%	24.7%	14.2%	5.4%	6.4%
Q4-3. How quickly police respond to emergencies	14.5%	38.2%	21.6%	4.4%	2.8%	18.5%
Q4-4. Frequency that police officers patrol your neighborhood	8.5%	28.6%	25.6%	19.0%	8.3%	10.1%
Q4-5. Overall police relationship with your community	10.9%	34.2%	29.7%	7.8%	4.9%	12.5%
Q4-6. City efforts to prevent crimes	7.0%	30.0%	30.5%	11.3%	6.5%	14.8%
Q4-7. Enforcement of fire codes	10.2%	32.2%	26.1%	1.9%	0.7%	28.9%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. City efforts to prevent fires	21.9%	53.5%	23.7%	0.6%	0.3%
Q4-2. Enforcement of local traffic laws	10.4%	42.3%	26.4%	15.1%	5.8%
Q4-3. How quickly police respond to emergencies	17.8%	46.8%	26.5%	5.4%	3.4%
Q4-4. Frequency that police officers patrol your neighborhood	9.5%	31.8%	28.4%	21.1%	9.2%
Q4-5. Overall police relationship with your community	12.5%	39.1%	33.9%	8.9%	5.6%
Q4-6. City efforts to prevent crimes	8.2%	35.2%	35.8%	13.2%	7.6%
Q4-7. Enforcement of fire codes	14.4%	45.3%	36.7%	2.7%	1.0%

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

Q5. Top choice	Number	Percent
City efforts to prevent fires	42	5.0 %
Enforcement of local traffic laws	70	8.4 %
How quickly police respond to emergencies	270	32.4 %
Frequency that police officers patrol your neighborhood	60	7.2 %
Overall police relationship with your community	97	11.6 %
City efforts to prevent crimes	168	20.2 %
Enforcement of fire codes	8	1.0 %
None chosen	118	14.2 %
Total	833	100.0 %

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

Q5. 2nd choice	Number	Percent
City efforts to prevent fires	58	7.0 %
Enforcement of local traffic laws	81	9.7 %
How quickly police respond to emergencies	123	14.8 %
Frequency that police officers patrol your neighborhood	106	12.7 %
Overall police relationship with your community	113	13.6 %
City efforts to prevent crimes	201	24.1 %
Enforcement of fire codes	24	2.9 %
None chosen	127	15.2 %
Total	833	100.0 %

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

Q5. Sum of top 2 choices	Number	Percent
City efforts to prevent fires	100	12.0 %
Enforcement of local traffic laws	151	18.1 %
How quickly police respond to emergencies	393	47.2 %
Frequency that police officers patrol your neighborhood	166	19.9 %
Overall police relationship with your community	210	25.2 %
City efforts to prevent crimes	369	44.3 %
Enforcement of fire codes	32	3.8 %
None chosen	118	14.2 %
Total	1539	

**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=833)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q6-1. In Downtown business district during the day	34.2%	45.0%	11.3%	3.8%	0.8%	4.8%
Q6-2. In Downtown business district at night	5.5%	25.7%	25.1%	23.4%	11.6%	8.6%
Q6-3. In City parks	13.6%	41.9%	24.1%	8.5%	3.4%	8.5%
Q6-4. In shopping areas	17.2%	50.3%	23.3%	5.3%	1.3%	2.6%
Q6-5. In your neighborhood during the day	43.2%	42.5%	9.7%	1.8%	1.4%	1.3%
Q6-6. In your neighborhood at night	23.3%	40.1%	20.4%	10.1%	4.9%	1.2%

**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=833)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q6-1. In Downtown business district during the day	35.9%	47.3%	11.9%	4.0%	0.9%
Q6-2. In Downtown business district at night	6.0%	28.1%	27.5%	25.6%	12.7%
Q6-3. In City parks	14.8%	45.8%	26.4%	9.3%	3.7%
Q6-4. In shopping areas	17.6%	51.7%	23.9%	5.4%	1.4%
Q6-5. In your neighborhood during the day	43.8%	43.1%	9.9%	1.8%	1.5%
Q6-6. In your neighborhood at night	23.6%	40.6%	20.7%	10.2%	5.0%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Maintenance & appearance of existing City parks	16.8%	55.3%	15.7%	4.3%	1.1%	6.7%
Q7-2. Number of City parks	12.7%	44.4%	18.4%	11.5%	4.3%	8.6%
Q7-3. Walking trails in City	13.4%	39.5%	20.0%	12.2%	4.8%	10.0%
Q7-4. Biking trails in City	11.9%	32.9%	22.8%	10.9%	7.6%	13.9%
Q7-5. City recreation centers	5.6%	25.3%	31.6%	8.6%	4.2%	24.6%
Q7-6. City swimming pools	3.5%	16.9%	30.3%	11.4%	5.6%	32.3%
Q7-7. City golf course	8.3%	22.4%	28.0%	4.3%	2.4%	34.6%
Q7-8. Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	7.1%	32.3%	27.5%	6.8%	3.2%	23.0%
Q7-9. Quality of City recreation programs & classes	5.3%	22.0%	30.3%	5.9%	2.5%	34.1%
Q7-10. Variety of recreation programs & classes offered by City	5.2%	20.9%	28.6%	7.9%	2.9%	34.6%

**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. (without "don't know")**

(N=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Maintenance & appearance of existing City parks	18.0%	59.3%	16.9%	4.6%	1.2%
Q7-2. Number of City parks	13.9%	48.6%	20.1%	12.6%	4.7%
Q7-3. Walking trails in City	14.9%	43.9%	22.3%	13.6%	5.3%
Q7-4. Biking trails in City	13.8%	38.2%	26.5%	12.7%	8.8%
Q7-5. City recreation centers	7.5%	33.6%	41.9%	11.5%	5.6%
Q7-6. City swimming pools	5.1%	25.0%	44.7%	16.8%	8.3%
Q7-7. City golf course	12.7%	34.3%	42.8%	6.6%	3.7%
Q7-8. Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	9.2%	42.0%	35.7%	8.9%	4.2%
Q7-9. Quality of City recreation programs & classes	8.0%	33.3%	45.9%	8.9%	3.8%
Q7-10. Variety of recreation programs & classes offered by City	7.9%	31.9%	43.7%	12.1%	4.4%



**Q8. Which TWO of the parks and recreation items listed in Question 7 do you think are MOST IMPORTANT for the City to provide?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	291	34.9 %
Number of City parks	78	9.4 %
Walking trails in City	81	9.7 %
Biking trails in City	73	8.8 %
City recreation centers	24	2.9 %
City swimming pools	27	3.2 %
City golf course	18	2.2 %
Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	44	5.3 %
Quality of City recreation programs & classes	27	3.2 %
Variety of recreation programs & classes offered by City	25	3.0 %
<u>None chosen</u>	<u>145</u>	<u>17.4 %</u>
Total	833	100.0 %

**Q8. Which TWO of the parks and recreation items listed in Question 7 do you think are MOST IMPORTANT for the City to provide?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance & appearance of existing City parks	98	11.8 %
Number of City parks	90	10.8 %
Walking trails in City	117	14.0 %
Biking trails in City	92	11.0 %
City recreation centers	43	5.2 %
City swimming pools	23	2.8 %
City golf course	24	2.9 %
Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	67	8.0 %
Quality of City recreation programs & classes	56	6.7 %
Variety of recreation programs & classes offered by City	59	7.1 %
<u>None chosen</u>	<u>164</u>	<u>19.7 %</u>
Total	833	100.0 %

**Q8. Which TWO of the parks and recreation items listed in Question 7 do you think are MOST IMPORTANT for the City to provide? (top 2)**

Q8. Sum of top 2 choices	Number	Percent
Maintenance & appearance of existing City parks	389	46.7 %
Number of City parks	168	20.2 %
Walking trails in City	198	23.8 %
Biking trails in City	165	19.8 %
City recreation centers	67	8.0 %
City swimming pools	50	6.0 %
City golf course	42	5.0 %
Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	111	13.3 %
Quality of City recreation programs & classes	83	10.0 %
Variety of recreation programs & classes offered by City	84	10.1 %
None chosen	145	17.4 %
Total	1502	

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Availability of information about City programs & services	6.7%	32.7%	32.8%	13.8%	4.6%	9.5%
Q9-2. City efforts to keep residents informed about local issues	7.0%	32.2%	30.5%	17.9%	6.1%	6.4%
Q9-3. Level of public involvement in City decision-making	1.6%	16.9%	29.3%	26.5%	13.2%	12.5%
Q9-4. Quality of City's cable television channel	3.5%	22.1%	29.2%	8.5%	7.6%	29.2%
Q9-5. Usefulness of information that is available on City's website	5.4%	28.6%	36.4%	6.1%	2.3%	21.2%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Availability of information about City programs & services	7.4%	36.1%	36.2%	15.3%	5.0%
Q9-2. City efforts to keep residents informed about local issues	7.4%	34.4%	32.6%	19.1%	6.5%
Q9-3. Level of public involvement in City decision-making	1.8%	19.3%	33.5%	30.3%	15.1%
Q9-4. Quality of City's cable television channel	4.9%	31.2%	41.2%	12.0%	10.7%
Q9-5. Usefulness of information that is available on City's website	6.9%	36.3%	46.2%	7.8%	2.9%

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

Q10. From what sources do you currently get information about City of Wilmington	Number	Percent
City newsletter	435	52.2 %
Local newspapers	376	45.1 %
Local radio	384	46.1 %
Local television news	594	71.3 %
Social networking sites (Facebook, Twitter, Instagram)	319	38.3 %
City website	263	31.6 %
City cable channel	142	17.0 %
Calling the City	126	15.1 %
Other	39	4.7 %
Total	2678	

**Q10-9. Other**

Q10-9. Other	Number	Percent
Word of mouth	7	18.4 %
Local news websites	3	7.9 %
Friends	3	7.9 %
Family/friends	2	5.3 %
Email	2	5.3 %
Internet	2	5.3 %
YMCA	1	2.6 %
Business Journale	1	2.6 %
TV, websites	1	2.6 %
Smart phone	1	2.6 %
Visual of city and surroundings	1	2.6 %
What's on Wilmington calendar	1	2.6 %
City does a poor marketing info	1	2.6 %
Local radio website	1	2.6 %
Meetings	1	2.6 %
Community email chains and word of mouth communication	1	2.6 %
WECT app	1	2.6 %
Email from city	1	2.6 %
Internet news	1	2.6 %
News station website	1	2.6 %
NEIGHBORHOOD FACEBOOK PAGE	1	2.6 %
Friends & neighbors	1	2.6 %
WDI MG	1	2.6 %
ROW	1	2.6 %
Neighbors	1	2.6 %
Total	38	100.0 %

**Q11. Which TWO of the sources listed in Question 10 do you prefer to get information about the City of Wilmington?**

Q11. Top choice	Number	Percent
City newsletter	210	25.2 %
Local newspapers	103	12.4 %
Local radio	79	9.5 %
Local television news	203	24.4 %
Social networking sites (Facebook, Twitter, Instagram)	78	9.4 %
City website	76	9.1 %
City cable channel	13	1.6 %
Calling the City	9	1.1 %
Other	9	1.1 %
None chosen	53	6.4 %
Total	833	100.0 %

**Q11. Which TWO of the sources listed in Question 10 do you prefer to get information about the City of Wilmington?**

Q11. 2nd choice	Number	Percent
City newsletter	92	11.0 %
Local newspapers	103	12.4 %
Local radio	95	11.4 %
Local television news	200	24.0 %
Social networking sites (Facebook, Twitter, Instagram)	104	12.5 %
City website	91	10.9 %
City cable channel	40	4.8 %
Calling the City	19	2.3 %
Other	11	1.3 %
None chosen	78	9.4 %
Total	833	100.0 %

**Q11. Which TWO of the sources listed in Question 10 do you prefer to get information about the City of Wilmington? (top 2)**

Q11. Sum of top 2 choices	Number	Percent
City newsletter	302	36.3 %
Local newspapers	206	24.7 %
Local radio	174	20.9 %
Local television news	403	48.4 %
Social networking sites (Facebook, Twitter, Instagram)	182	21.8 %
City website	167	20.0 %
City cable channel	53	6.4 %
Calling the City	28	3.4 %
Other	20	2.4 %
None chosen	53	6.4 %
Total	1588	

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Maintenance of major City streets	4.3%	24.2%	20.5%	30.9%	18.2%	1.8%
Q12-2. Maintenance of streets in your neighborhood	5.0%	22.7%	16.0%	25.7%	27.7%	2.9%
Q12-3. How quickly street repairs are made	1.9%	12.8%	17.4%	32.4%	28.6%	6.8%
Q12-4. Condition of street signs & traffic signals	8.0%	48.0%	25.7%	10.1%	6.1%	2.0%
Q12-5. Timing of traffic signals in City	3.1%	25.8%	28.5%	25.8%	14.3%	2.5%
Q12-6. Mowing & tree trimming along City streets & other public areas	6.1%	41.2%	28.0%	13.2%	7.2%	4.3%
Q12-7. Adequacy of City street lighting	5.5%	41.2%	26.8%	16.7%	5.8%	4.1%
Q12-8. Cleanliness of City streets & other public areas	6.2%	36.5%	28.5%	18.2%	7.8%	2.8%
Q12-9. Cleanliness of stormwater drains	4.3%	23.9%	29.4%	21.5%	12.1%	8.8%
Q12-10. Maintenance of City sidewalks in your neighborhood	6.4%	22.6%	25.6%	19.1%	13.6%	12.8%
Q12-11. Maintenance of City buildings	6.0%	35.4%	34.9%	4.8%	2.5%	16.3%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Maintenance of major City streets	4.4%	24.7%	20.9%	31.4%	18.6%
Q12-2. Maintenance of streets in your neighborhood	5.2%	23.4%	16.4%	26.5%	28.6%
Q12-3. How quickly street repairs are made	2.1%	13.8%	18.7%	34.8%	30.7%
Q12-4. Condition of street signs & traffic signals	8.2%	49.0%	26.2%	10.3%	6.3%
Q12-5. Timing of traffic signals in City	3.2%	26.5%	29.2%	26.5%	14.7%
Q12-6. Mowing & tree trimming along City streets & other public areas	6.4%	43.0%	29.2%	13.8%	7.5%
Q12-7. Adequacy of City street lighting	5.8%	42.9%	27.9%	17.4%	6.0%
Q12-8. Cleanliness of City streets & other public areas	6.4%	37.5%	29.3%	18.8%	8.0%
Q12-9. Cleanliness of stormwater drains	4.7%	26.2%	32.2%	23.6%	13.3%
Q12-10. Maintenance of City sidewalks in your neighborhood	7.3%	25.9%	29.3%	21.9%	15.6%
Q12-11. Maintenance of City buildings	7.2%	42.3%	41.8%	5.7%	3.0%

**Q13. Which TWO of the maintenance items listed in Question 12 do you think are MOST IMPORTANT for the City to provide?**

Q13. Top choice	Number	Percent
Maintenance of major City streets	370	44.4 %
Maintenance of streets in your neighborhood	110	13.2 %
How quickly street repairs are made	77	9.2 %
Condition of street signs & traffic signals	11	1.3 %
Timing of traffic signals in City	54	6.5 %
Mowing & tree trimming along City streets & other public areas	10	1.2 %
Adequacy of City street lighting	21	2.5 %
Cleanliness of City streets & other public areas	26	3.1 %
Cleanliness of stormwater drains	28	3.4 %
Maintenance of City sidewalks in your neighborhood	22	2.6 %
Maintenance of City buildings	4	0.5 %
None chosen	100	12.0 %
Total	833	100.0 %

**Q13. Which TWO of the maintenance items listed in Question 12 do you think are MOST IMPORTANT for the City to provide?**

Q13. 2nd choice	Number	Percent
Maintenance of major City streets	76	9.1 %
Maintenance of streets in your neighborhood	113	13.6 %
How quickly street repairs are made	151	18.1 %
Condition of street signs & traffic signals	28	3.4 %
Timing of traffic signals in City	108	13.0 %
Mowing & tree trimming along City streets & other public areas	37	4.4 %
Adequacy of City street lighting	44	5.3 %
Cleanliness of City streets & other public areas	81	9.7 %
Cleanliness of stormwater drains	41	4.9 %
Maintenance of City sidewalks in your neighborhood	37	4.4 %
Maintenance of City buildings	8	1.0 %
None chosen	109	13.1 %
Total	833	100.0 %



**Q13. Which TWO of the maintenance items listed in Question 12 do you think are MOST IMPORTANT for the City to provide? (top 2)**

Q13. Sum of top 2 choices	Number	Percent
Maintenance of major City streets	446	53.5 %
Maintenance of streets in your neighborhood	223	26.8 %
How quickly street repairs are made	228	27.4 %
Condition of street signs & traffic signals	39	4.7 %
Timing of traffic signals in City	162	19.4 %
Mowing & tree trimming along City streets & other public areas	47	5.6 %
Adequacy of City street lighting	65	7.8 %
Cleanliness of City streets & other public areas	107	12.8 %
Cleanliness of stormwater drains	69	8.3 %
Maintenance of City sidewalks in your neighborhood	59	7.1 %
Maintenance of City buildings	12	1.4 %
None chosen	100	12.0 %
Total	1557	

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Enforcement of cleanup of junk & debris on private property	5.2%	22.9%	27.3%	20.3%	11.2%	13.2%
Q14-2. Enforcement of mowing & cutting of weeds & grass on private property	4.0%	21.6%	33.6%	15.8%	9.1%	15.8%
Q14-3. Enforcement of exterior maintenance of residential property	4.0%	19.1%	34.7%	16.0%	9.1%	17.2%
Q14-4. Enforcement of exterior maintenance of commercial/business property	4.0%	24.8%	35.4%	13.3%	4.7%	17.8%
Q14-5. Enforcement of sign regulations	5.2%	22.4%	36.7%	9.0%	5.3%	21.4%
Q14-6. City efforts to remove abandoned or inoperative vehicles	4.3%	21.5%	30.1%	11.4%	7.7%	25.0%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Enforcement of cleanup of junk & debris on private property	5.9%	26.4%	31.4%	23.4%	12.9%
Q14-2. Enforcement of mowing & cutting of weeds & grass on private property	4.7%	25.7%	39.9%	18.8%	10.8%
Q14-3. Enforcement of exterior maintenance of residential property	4.8%	23.0%	41.9%	19.3%	11.0%
Q14-4. Enforcement of exterior maintenance of commercial/business property	4.8%	30.2%	43.1%	16.2%	5.7%
Q14-5. Enforcement of sign regulations	6.6%	28.5%	46.7%	11.5%	6.7%
Q14-6. City efforts to remove abandoned or inoperative vehicles	5.8%	28.6%	40.2%	15.2%	10.2%

**Q15. Which TWO of the code enforcement items listed in Question 14 do you think are MOST IMPORTANT for the City to provide?**

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	408	49.0 %
Enforcement of mowing & cutting of weeds & grass on private property	71	8.5 %
Enforcement of exterior maintenance of residential property	56	6.7 %
Enforcement of exterior maintenance of commercial/business property	72	8.6 %
Enforcement of sign regulations	50	6.0 %
City efforts to remove abandoned or inoperative vehicles	54	6.5 %
None chosen	122	14.6 %
Total	833	100.0 %

**Q15. Which TWO of the code enforcement items listed in Question 14 do you think are MOST IMPORTANT for the City to provide?**

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	103	12.4 %
Enforcement of mowing & cutting of weeds & grass on private property	157	18.8 %
Enforcement of exterior maintenance of residential property	138	16.6 %
Enforcement of exterior maintenance of commercial/business property	110	13.2 %
Enforcement of sign regulations	61	7.3 %
City efforts to remove abandoned or inoperative vehicles	117	14.0 %
None chosen	147	17.6 %
Total	833	100.0 %

**Q15. Which TWO of the code enforcement items listed in Question 14 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q15. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	511	61.3 %
Enforcement of mowing & cutting of weeds & grass on private property	228	27.4 %
Enforcement of exterior maintenance of residential property	194	23.3 %
Enforcement of exterior maintenance of commercial/business property	182	21.8 %
Enforcement of sign regulations	111	13.3 %
City efforts to remove abandoned or inoperative vehicles	171	20.5 %
None chosen	122	14.6 %
Total	1519	

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

Q16. Have you contacted City of Wilmington during past year	Number	Percent
Yes	449	53.9 %
No	384	46.1 %
Total	833	100.0 %

**Q16a. If "Yes," which City Department did you contact most recently?**

Q16a. Which City Department did you contact most recently	Number	Percent
City Manager/City Council	24	5.3 %
Fire Department	8	1.8 %
Parks & Recreation	28	6.2 %
Planning	24	5.3 %
Police Department	63	14.0 %
Solid Waste	146	32.5 %
Business Licenses	3	0.7 %
Stormwater	32	7.1 %
Street Maintenance	47	10.5 %
Code Enforcement	49	10.9 %
Other	23	5.1 %
Not provided	2	0.4 %
Total	449	100.0 %

**WITHOUT "NOT PROVIDED"****Q16a. If "Yes," which City Department did you contact most recently? (without "not provided")**

Q16a. Which City Department did you contact most recently	Number	Percent
City Manager/City Council	24	5.4 %
Fire Department	8	1.8 %
Parks & Recreation	28	6.3 %
Planning	24	5.4 %
Police Department	63	14.1 %
Solid Waste	146	32.7 %
Business Licenses	3	0.7 %
Stormwater	32	7.2 %
Street Maintenance	47	10.5 %
Code Enforcement	49	11.0 %
Other	23	5.1 %
Total	447	100.0 %

**Q16a-11. Other**

<u>Q16a-11. Other</u>	<u>Number</u>	<u>Percent</u>
CFPUA	4	17.4 %
Trees	3	13.0 %
ZONING	2	8.7 %
Tree regulation	1	4.3 %
Street maintenance	1	4.3 %
Public works	1	4.3 %
Licensing for my pet	1	4.3 %
Tree planting in historic district	1	4.3 %
Engineering	1	4.3 %
Health dept	1	4.3 %
Traffic engineering	1	4.3 %
Trash pickup	1	4.3 %
Street parking	1	4.3 %
TAX DEPARTMENT	1	4.3 %
Hurricane cleanup	1	4.3 %
Water service	1	4.3 %
<u>HUMAN RESOURCES</u>	<u>1</u>	<u>4.3 %</u>
Total	23	100.0 %

**Q16b. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following.**

(N=449)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16b-1. How easy they were to contact	25.6%	47.4%	12.2%	7.8%	6.2%	0.7%
Q16b-2. The way you were treated	27.6%	44.8%	14.3%	6.2%	4.2%	2.9%
Q16b-3. Accuracy of information & assistance you were given	27.8%	36.5%	16.9%	8.2%	7.3%	3.1%
Q16b-4. How quickly City staff responded to your request	26.3%	32.3%	13.6%	12.2%	13.1%	2.4%
Q16b-5. How well your issue was handled	26.7%	30.3%	13.4%	10.5%	16.3%	2.9%

**WITHOUT "DON'T KNOW"**

**Q16b. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following. (without "don't know")**

(N=449)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16b-1. How easy they were to contact	25.8%	47.8%	12.3%	7.8%	6.3%
Q16b-2. The way you were treated	28.4%	46.1%	14.7%	6.4%	4.4%
Q16b-3. Accuracy of information & assistance you were given	28.7%	37.7%	17.5%	8.5%	7.6%
Q16b-4. How quickly City staff responded to your request	26.9%	33.1%	13.9%	12.6%	13.5%
Q16b-5. How well your issue was handled	27.5%	31.2%	13.8%	10.8%	16.7%



**Q17. City 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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Residential trash collection services	40.8%	40.5%	8.5%	3.1%	1.9%	5.2%
Q17-2. Curbside recycling services	37.9%	37.3%	9.1%	4.9%	2.6%	8.0%
Q17-3. Bulky item pick up/removal services (old furniture, appliances, etc.)	31.6%	31.6%	12.4%	9.5%	3.1%	11.9%
Q17-4. Yard waste collection services	33.4%	34.9%	10.7%	7.7%	2.9%	10.4%

**WITHOUT "DON'T KNOW"**

**Q17. City 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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Residential trash collection services	43.0%	42.7%	9.0%	3.3%	2.0%
Q17-2. Curbside recycling services	41.3%	40.6%	9.9%	5.4%	2.9%
Q17-3. Bulky item pick up/removal services (old furniture, appliances, etc.)	35.8%	35.8%	14.0%	10.8%	3.5%
Q17-4. Yard waste collection services	37.3%	39.0%	11.9%	8.6%	3.2%

**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=833)

	Yes	No	Don't know
Q18-1. Used public transportation services supported by City	11.9%	83.8%	4.3%
Q18-2. Participated in recreation programs offered by City	19.9%	74.7%	5.4%
Q18-3. Participated (you or child) in youth activities offered by Police Department	4.9%	89.7%	5.4%
Q18-4. Visited City recreation centers	43.2%	52.0%	4.8%
Q18-5. Visited a neighborhood or City park	84.8%	12.4%	2.9%
Q18-6. Used or called Fire services	9.6%	87.0%	3.4%
Q18-7. Called Code Enforcement	14.9%	81.2%	4.0%
Q18-8. Called or visited Police Department	34.0%	62.7%	3.4%
Q18-9. Visited City's website	57.3%	38.9%	3.8%
Q18-10. Read City's newsletter	72.1%	24.8%	3.0%
Q18-11. Watched City's cable television channel	38.7%	57.7%	3.6%
Q18-12. Watched a video on City website	18.0%	77.2%	4.8%
Q18-13. Seen anything from City on Facebook, Twitter, Instagram or Nextdoor	39.4%	54.5%	6.1%

**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=833)

	Yes	No
Q18-1. Used public transportation services supported by City	12.4%	87.6%
Q18-2. Participated in recreation programs offered by City	21.1%	78.9%
Q18-3. Participated (you or child) in youth activities offered by Police Department	5.2%	94.8%
Q18-4. Visited City recreation centers	45.4%	54.6%
Q18-5. Visited a neighborhood or City park	87.3%	12.7%
Q18-6. Used or called Fire services	9.9%	90.1%
Q18-7. Called Code Enforcement	15.5%	84.5%
Q18-8. Called or visited Police Department	35.2%	64.8%
Q18-9. Visited City's website	59.6%	40.4%
Q18-10. Read City's newsletter	74.4%	25.6%
Q18-11. Watched City's cable television channel	40.1%	59.9%
Q18-12. Watched a video on City website	18.9%	81.1%
Q18-13. Seen anything from City on Facebook, Twitter, Instagram or Nextdoor	41.9%	58.1%

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

(N=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19-1. Adequacy of public parking in Downtown Wilmington	4.7%	30.4%	22.1%	24.8%	13.1%	4.9%
Q19-2. Availability of public transportation services in Wilmington	4.3%	19.0%	28.6%	11.8%	6.0%	30.4%
Q19-3. Ease of travel by car in City	4.7%	28.2%	24.4%	27.6%	13.4%	1.7%
Q19-4. Ease of walking in City	7.1%	34.6%	26.4%	17.2%	8.5%	6.2%
Q19-5. Ease of biking in City	4.3%	16.4%	26.3%	17.8%	13.0%	22.2%
Q19-6. Opportunities to attend cultural activities in Wilmington	12.4%	40.8%	23.9%	5.6%	3.4%	13.9%
Q19-7. Availability of affordable housing in Wilmington	2.9%	10.9%	25.0%	18.4%	23.9%	19.0%

**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=833)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19-1. Adequacy of public parking in Downtown Wilmington	4.9%	31.9%	23.2%	26.1%	13.8%
Q19-2. Availability of public transportation services in Wilmington	6.2%	27.2%	41.0%	16.9%	8.6%
Q19-3. Ease of travel by car in City	4.8%	28.7%	24.8%	28.1%	13.7%
Q19-4. Ease of walking in City	7.6%	36.9%	28.2%	18.3%	9.1%
Q19-5. Ease of biking in City	5.6%	21.1%	33.8%	22.8%	16.7%
Q19-6. Opportunities to attend cultural activities in Wilmington	14.4%	47.4%	27.8%	6.6%	3.9%
Q19-7. Availability of affordable housing in Wilmington	3.6%	13.5%	30.8%	22.7%	29.5%

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

(N=833)

	Extremely important	Very important	Important	Not very important	Not important at all	Don't know
Q20-1. Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	28.6%	31.5%	29.7%	5.2%	1.2%	4.0%
Q20-2. Improvements to parks & open space	24.6%	34.2%	27.4%	7.8%	2.2%	3.8%
Q20-3. Improvements to Police/Fire facilities	20.9%	31.9%	32.8%	7.1%	1.8%	5.5%
Q20-4. Improvements to City's transportation network (e.g. roads, bridges, public transit)	48.0%	30.9%	15.5%	1.7%	0.8%	3.1%
Q20-5. Additional crosswalks, bike lanes, multi-use trails	33.9%	24.6%	22.2%	11.2%	4.4%	3.7%
Q20-6. Improvements to arts/cultural facilities	12.7%	22.2%	39.1%	14.5%	6.1%	5.3%

**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=833)

	Extremely important	Very important	Important	Not very important	Not important at all
Q20-1. Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	29.8%	32.8%	30.9%	5.4%	1.3%
Q20-2. Improvements to parks & open space	25.6%	35.6%	28.5%	8.1%	2.2%
Q20-3. Improvements to Police/Fire facilities	22.1%	33.8%	34.7%	7.5%	1.9%
Q20-4. Improvements to City's transportation network (e.g. roads, bridges, public transit)	49.6%	31.8%	16.0%	1.7%	0.9%
Q20-5. Additional crosswalks, bike lanes, multi-use trails	35.2%	25.6%	23.1%	11.6%	4.6%
Q20-6. Improvements to arts/cultural facilities	13.4%	23.4%	41.3%	15.3%	6.5%

**Q21. Which TWO of the capital improvements items listed in Question 20 would you be MOST WILLING to pay an increase in taxes to support?**

Q21. Top choice	Number	Percent
Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	106	12.7 %
Improvements to parks & open space	74	8.9 %
Improvements to Police/Fire facilities	67	8.0 %
Improvements to City's transportation network (e.g. roads, bridges, public transit)	178	21.4 %
Additional crosswalks, bike lanes, multi-use trails	102	12.2 %
Improvements to arts/cultural facilities	17	2.0 %
None chosen	289	34.7 %
Total	833	100.0 %

**Q21. Which TWO of the capital improvements items listed in Question 20 would you be MOST WILLING to pay an increase in taxes to support?**

Q21. 2nd choice	Number	Percent
Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	89	10.7 %
Improvements to parks & open space	92	11.0 %
Improvements to Police/Fire facilities	55	6.6 %
Improvements to City's transportation network (e.g. roads, bridges, public transit)	112	13.4 %
Additional crosswalks, bike lanes, multi-use trails	108	13.0 %
Improvements to arts/cultural facilities	30	3.6 %
None chosen	347	41.7 %
Total	833	100.0 %

**Q21. Which TWO of the capital improvements items listed in Question 20 would you be MOST WILLING to pay an increase in taxes to support? (top 2)**

Q21. Sum of top 2 choices	Number	Percent
Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	195	23.4 %
Improvements to parks & open space	166	19.9 %
Improvements to Police/Fire facilities	122	14.6 %
Improvements to City's transportation network (e.g. roads, bridges, public transit)	290	34.8 %
Additional crosswalks, bike lanes, multi-use trails	210	25.2 %
Improvements to arts/cultural facilities	47	5.6 %
None chosen	289	34.7 %
Total	1319	



**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=833)

	Spend much more	Spend more	Spend about the same	Spend less	Spend much less	Not provided
Q22-1. Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	5.9%	29.5%	48.3%	7.0%	3.8%	5.5%
Q22-2. Improvements to parks & open space	9.4%	23.5%	49.6%	8.8%	3.6%	5.2%
Q22-3. Improvements to Police/Fire facilities	6.7%	25.3%	51.7%	8.4%	2.3%	5.5%
Q22-4. Improvements to City's transportation network (e.g. roads, bridges, public transit)	27.5%	39.3%	25.2%	1.8%	1.3%	4.9%
Q22-5. Additional crosswalks, bike lanes, multi-use trails	18.5%	26.8%	31.5%	12.7%	5.9%	4.7%
Q22-6. Improvements to arts/cultural facilities	6.6%	12.6%	49.6%	16.1%	10.2%	4.9%

**WITHOUT "NOT PROVIDED"**

**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 "not provided")**

(N=833)

	Spend much more	Spend more	Spend about the same	Spend less	Spend much less
Q22-1. Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	6.2%	31.3%	51.1%	7.4%	4.1%
Q22-2. Improvements to parks & open space	9.9%	24.8%	52.3%	9.2%	3.8%
Q22-3. Improvements to Police/Fire facilities	7.1%	26.8%	54.8%	8.9%	2.4%
Q22-4. Improvements to City's transportation network (e.g. roads, bridges, public transit)	28.9%	41.3%	26.5%	1.9%	1.4%
Q22-5. Additional crosswalks, bike lanes, multi-use trails	19.4%	28.1%	33.0%	13.4%	6.2%
Q22-6. Improvements to arts/cultural facilities	6.9%	13.3%	52.1%	16.9%	10.7%

**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=833)

	Extremely important	Very important	Important	Not very important	Not important at all	Not provided
Q23-1. Share information, get citizen input, & build relationships	34.5%	32.8%	25.6%	2.5%	0.6%	4.1%
Q23-2. Improve local economy through public & private investments & partnerships	24.4%	34.9%	27.7%	6.0%	1.9%	5.0%
Q23-3. Work to ensure City is positioned for future sustainability & growth	45.6%	30.0%	16.6%	2.2%	1.1%	4.6%
Q23-4. Provide a safe community	60.3%	27.0%	7.8%	0.6%	0.4%	4.0%
Q23-5. Support neighborhoods to help them thrive	37.3%	30.7%	23.0%	4.1%	0.6%	4.2%
Q23-6. Provide a safe & efficient transportation system	32.7%	30.1%	27.9%	4.6%	1.0%	3.8%

**WITHOUT "NOT PROVIDED"**

**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 "not provided")**

(N=833)

	Extremely important	Very important	Important	Not very important	Not important at all
Q23-1. Share information, get citizen input, & build relationships	35.9%	34.2%	26.7%	2.6%	0.6%
Q23-2. Improve local economy through public & private investments & partnerships	25.7%	36.8%	29.2%	6.3%	2.0%
Q23-3. Work to ensure City is positioned for future sustainability & growth	47.8%	31.4%	17.4%	2.3%	1.1%
Q23-4. Provide a safe community	62.8%	28.1%	8.1%	0.6%	0.4%
Q23-5. Support neighborhoods to help them thrive	39.0%	32.1%	24.1%	4.3%	0.6%
Q23-6. Provide a safe & efficient transportation system	34.0%	31.3%	29.0%	4.7%	1.0%

**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=833)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q24-1. As a place to live	31.1%	51.0%	8.6%	5.9%	2.3%	1.1%
Q24-2. As a place to raise children	20.2%	41.2%	16.0%	7.7%	4.0%	11.0%
Q24-3. As a place to work or build a business	12.8%	36.0%	22.7%	17.4%	5.6%	5.4%
Q24-4. As a place to retire	27.5%	42.1%	15.0%	6.7%	3.2%	5.4%
Q24-5. As a place to visit	45.9%	39.5%	7.7%	3.0%	1.2%	2.8%

**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=833)

	Excellent	Good	Neutral	Below average	Poor
Q24-1. As a place to live	31.4%	51.6%	8.7%	5.9%	2.3%
Q24-2. As a place to raise children	22.7%	46.3%	17.9%	8.6%	4.5%
Q24-3. As a place to work or build a business	13.6%	38.1%	24.0%	18.4%	6.0%
Q24-4. As a place to retire	29.1%	44.5%	15.9%	7.1%	3.4%
Q24-5. As a place to visit	47.2%	40.6%	7.9%	3.1%	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	112	13.4 %
5-10 years	123	14.8 %
11-20 years	164	19.7 %
20+ years	424	50.9 %
Not provided	10	1.2 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"****Q25. Approximately, how many years have you lived in Wilmington? (without "not provided")**

Q25. How many years have you lived in Wilmington

	Number	Percent
Less than 5 years	112	13.6 %
5-10 years	123	14.9 %
11-20 years	164	19.9 %
20+ years	424	51.5 %
Total	823	100.0 %

**Q26. What is your age?**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	165	19.8 %
35-44 years	166	19.9 %
45-54 years	171	20.5 %
55-64 years	166	19.9 %
65+ years	153	18.4 %
Not provided	12	1.4 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"****Q26. What is your age? (without "not provided")**

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	165	20.1 %
35-44 years	166	20.2 %
45-54 years	171	20.8 %
55-64 years	166	20.2 %
65+ years	153	18.6 %
Total	821	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 in City of Wilmington during past year	Number	Percent
Yes	99	11.9 %
No	725	87.0 %
Not provided	9	1.1 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. Have you been a victim of a crime in the City of Wilmington during the past year? (without "not provided")**

Q27. Have you been a victim of a crime in City of Wilmington during past year	Number	Percent
Yes	99	12.0 %
No	725	88.0 %
Total	824	100.0 %



**Q28. What is your gender?**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	411	49.3 %
Female	414	49.7 %
Not provided	8	1.0 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"****Q28. What is your gender? (without "not provided")**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	411	49.8 %
Female	414	50.2 %
Total	825	100.0 %

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

Q29. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	778	93.4 %
No	48	5.8 %
Not provided	7	0.8 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q29. Have you visited Downtown Wilmington during the past year? (without "not provided")**

Q29. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	778	94.2 %
No	48	5.8 %
Total	826	100.0 %

**Q30. Which of the following best describes your race/ethnicity?**

<u>Q30. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	12	1.4 %
White	639	76.7 %
American Indian/Eskimo	6	0.7 %
Black/African American	151	18.1 %
Hispanic/Latino/Spanish	44	5.3 %
Other	7	0.8 %
Total	859	

**Q30-6. Other**

<u>Q30-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	4	57.1 %
MULTI-RACIAL	2	28.6 %
Greek	1	14.3 %
Total	7	100.0 %

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

<u>Q31. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	116	13.9 %
\$30K to \$59,999	202	24.2 %
\$60K to \$99,999	198	23.8 %
\$100K+	256	30.7 %
Not provided	61	7.3 %
Total	833	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. Would you say your total annual household income is: (without "not provided")**

<u>Q31. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	116	15.0 %
\$30K to \$59,999	202	26.2 %
\$60K to \$99,999	198	25.6 %
\$100K+	256	33.2 %
Total	772	100.0 %

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

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## Mayor and City Council

Mayor  
Bill Saffo

Mayor Pro-Tem  
Margaret E. Haynes

Council Members  
Neil Anderson  
Clifford D. Barnett, Sr.  
Paul Lawler  
Kevin O'Grady  
Charles H. Rivenbark

City of Wilmington  
City Hall  
102 North Third Street  
PO Box 1810  
Wilmington, NC 28402-1810  
910.341.7815  
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Dial 711 TTY/Voice

CITY OF  
**WILMINGTON**  
NORTH CAROLINA

Dear Wilmington City Resident:

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

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

***Please return your survey sometime during the next week.*** Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. You may also take the survey online at [www.WilmingtonNCSurvey.org](http://www.WilmingtonNCSurvey.org).

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

If you have any questions, please contact City Communications Manager Malissa Talbert at 342-2736 or [malissa.talbert@wilmingtonnc.gov](mailto:malissa.talbert@wilmingtonnc.gov). Thanks again for taking the time to better our community.

Sincerely,

Bill Saffo  
Mayor

# 2019 Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of city services. If you have questions, please contact Malissa Talbert at 910-342-2736 or [malissa.talbert@wilmingtonnc.gov](mailto:malissa.talbert@wilmingtonnc.gov).



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

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

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

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

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

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

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

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. City efforts to prevent fires	5	4	3	2	1	9
02. Enforcement of local traffic laws	5	4	3	2	1	9
03. How quickly police respond to emergencies	5	4	3	2	1	9
04. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
05. Overall police relationship with your community	5	4	3	2	1	9
06. City efforts to prevent crimes	5	4	3	2	1	9
07. Enforcement of fire codes	5	4	3	2	1	9

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

1st: \_\_\_\_ 2nd: \_\_\_\_

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

How safe do you feel:	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01. In the downtown business district during the day	5	4	3	2	1	9
02. In the downtown business district at night	5	4	3	2	1	9
03. In City parks	5	4	3	2	1	9
04. In shopping areas	5	4	3	2	1	9
05. In your neighborhood during the day	5	4	3	2	1	9
06. In your neighborhood at night	5	4	3	2	1	9

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

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance and appearance of existing City parks	5	4	3	2	1	9
02. Number of City parks	5	4	3	2	1	9
03. Walking trails in the City	5	4	3	2	1	9
04. Biking trails in the City	5	4	3	2	1	9
05. City recreation centers	5	4	3	2	1	9
06. City swimming pools	5	4	3	2	1	9
07. City golf course	5	4	3	2	1	9
08. Quality of outdoor athletic facilities (e.g. baseball, tennis, soccer)	5	4	3	2	1	9
09. Quality of City recreation programs and classes	5	4	3	2	1	9
10. Variety of recreation programs and classes offered by the City	5	4	3	2	1	9

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

1st: \_\_\_\_ 2nd: \_\_\_\_

9. **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:

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The availability of information about City programs and services	5	4	3	2	1	9
02. City efforts to keep residents informed about local issues	5	4	3	2	1	9
03. The level of public involvement in City decision-making	5	4	3	2	1	9
04. The quality of the City's cable television channel	5	4	3	2	1	9
05. Usefulness of the information that is available on the City's website	5	4	3	2	1	9

10. From which of the following sources do you currently get information about the City of Wilmington? [Check all that apply]

\_\_\_\_ (1) City newsletter

\_\_\_\_ (2) Local newspapers

\_\_\_\_ (3) Local radio

\_\_\_\_ (4) Local television news

\_\_\_\_ (5) Social networking sites (Facebook, Twitter, Instagram)

\_\_\_\_ (6) City website

\_\_\_\_ (7) City cable channel

\_\_\_\_ (8) Calling the City

\_\_\_\_ (9) Other: \_\_\_\_\_

11. Which TWO of the sources listed above do you prefer to get information about the City of Wilmington? [Write in the numbers below using the numbers from the list in Question 10 above]

1st: \_\_\_\_ 2nd: \_\_\_\_



**12. 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:**

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

**13. Which TWO of the maintenance items listed above do you think are MOST IMPORTANT for the City to provide?** [Write in the numbers below using the numbers from the list in Question 12 above.]

1st: \_\_\_\_ 2nd: \_\_\_\_

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

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Enforcement of the cleanup of junk and debris on private property	5	4	3	2	1	9
02. Enforcement of mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
03. Enforcement of exterior maintenance of residential property	5	4	3	2	1	9
04. Enforcement of exterior maintenance of commercial/business property	5	4	3	2	1	9
05. Enforcement of sign regulations	5	4	3	2	1	9
06. City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

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

1st: \_\_\_\_ 2nd: \_\_\_\_

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

\_\_\_\_(1) Yes [Go to Q16a]                      \_\_\_\_ (2) No [Go to Q17]

**16a. If “Yes,” Which City Department did you contact most recently?** [Check only one]

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

**16b. Using a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the City employees in the Department you selected in Q16a with regard to the following:**

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. How easy they were to contact	5	4	3	2	1	9
02. The way you were treated	5	4	3	2	1	9
03. The accuracy of the information and the assistance you were given	5	4	3	2	1	9
04. How quickly City staff responded to your request	5	4	3	2	1	9
05. How well your issue was handled	5	4	3	2	1	9

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

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Residential trash collection services	5	4	3	2	1	9
02.	Curbside recycling services	5	4	3	2	1	9
03.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
04.	Yard waste collection services	5	4	3	2	1	9

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

During the past 12 months have you:		Yes	No	Don't Know
01.	Used public transportation services supported by the City	1	2	9
02.	Participated in recreation programs offered by the City	1	2	9
03.	Participated (you or child) in youth activities offered by the Police Department	1	2	9
04.	Visited City recreation centers	1	2	9
05.	Visited a neighborhood or City park	1	2	9
06.	Used or called Fire services	1	2	9
07.	Called Code Enforcement	1	2	9
08.	Called or visited the Police Department	1	2	9
09.	Visited the City's website	1	2	9
10.	Read the City's newsletter	1	2	9
11.	Watched the City's cable television channel	1	2	9
12.	Watched a video on the City website	1	2	9
13.	Seen anything from the City on Facebook, Twitter, Instagram or Nextdoor	1	2	9

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

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Adequacy of public parking in Downtown Wilmington	5	4	3	2	1	9
02.	Availability of public transportation services in Wilmington	5	4	3	2	1	9
03.	Ease of travel by car in the City	5	4	3	2	1	9
04.	Ease of walking in the City	5	4	3	2	1	9
05.	Ease of biking in the City	5	4	3	2	1	9
06.	Opportunities to attend cultural activities in Wilmington	5	4	3	2	1	9
07.	Availability of affordable housing in Wilmington	5	4	3	2	1	9

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

How important is it for the City to continue to invest in the following:		Extremely Important	Very Important	Important	Not Very Important	Not Important At All	Don't Know
01.	Upgrades to public facilities (e.g. public buildings, Riverwalk, stormwater facilities)	5	4	3	2	1	9
02.	Improvements to parks and open space	5	4	3	2	1	9
03.	Improvements to Police/Fire facilities	5	4	3	2	1	9
04.	Improvements to the city's transportation network (e.g. roads, bridges, public transit)	5	4	3	2	1	9
05.	Additional crosswalks, bike lanes, multi-use trails	5	4	3	2	1	9
06.	Improvements to arts/cultural facilities	5	4	3	2	1	9



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

\_\_\_\_(1) Yes

\_\_\_\_(2) No

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

\_\_\_\_(1) Asian/Pacific Islander

\_\_\_\_(4) Black/African American

\_\_\_\_(2) White

\_\_\_\_(5) Hispanic/Latino/Spanish

\_\_\_\_(3) American Indian/Eskimo

\_\_\_\_(6) Other: \_\_\_\_\_

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

\_\_\_\_(1) Under \$30,000

\_\_\_\_(3) \$60,000 to \$99,999

\_\_\_\_(2) \$30,000 to \$59,999

\_\_\_\_(4) \$100,000 or more

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

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