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Executive Summary

2021 City of Wilmington Community Survey

Executive Summary

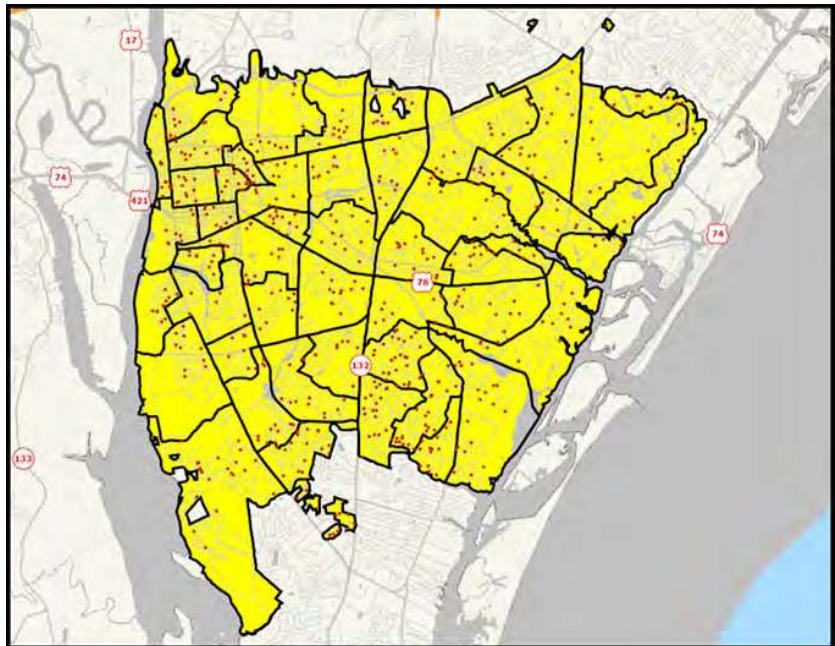


Purpose and Methodology

During the fall of 2021, 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 seventh community survey administered by the City of Wilmington; previous surveys were administered in 2007, 2010, 2012, 2015, 2017, and 2019.

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 (WilmingtonSurvey.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 625 households completed the survey. The results for the random sample of 625 households have a 95% level of confidence with a precision of at least +/- 3.9%.

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

2021 City of Wilmington Community Survey Executive Summary

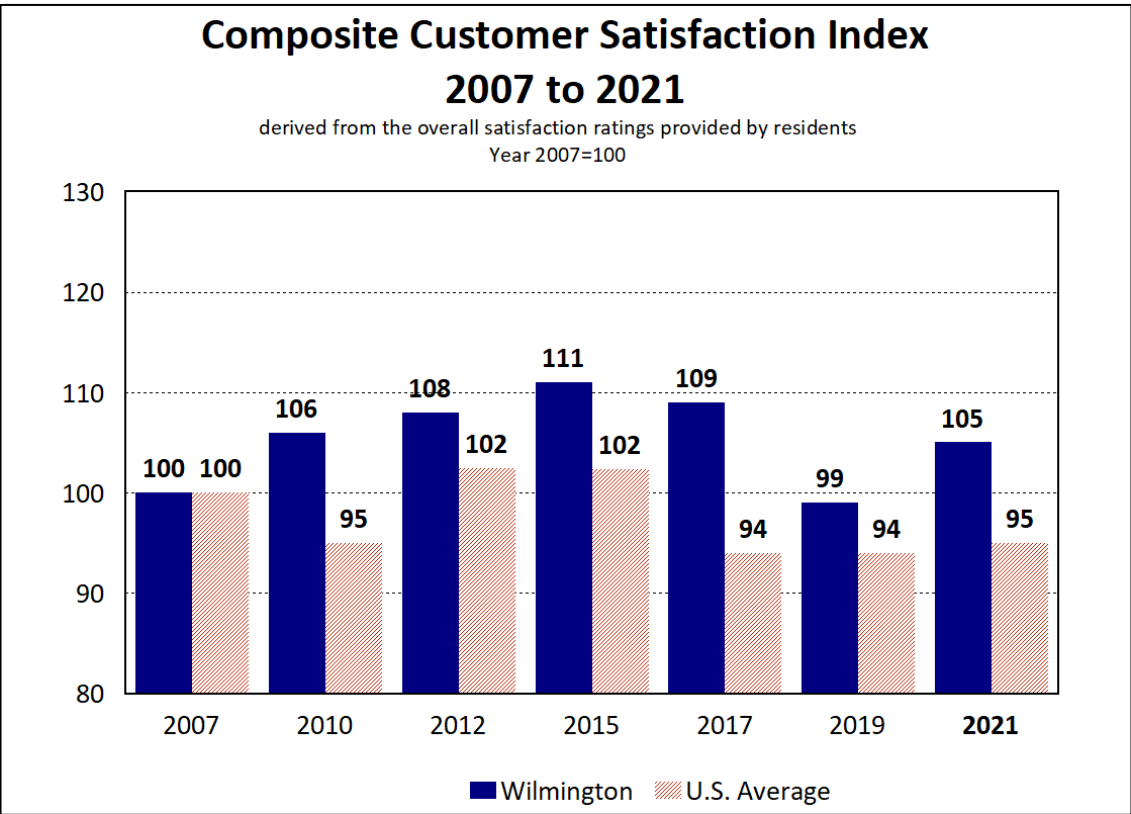


Interpretation of “Don’t Know” Responses

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 increased 6 points from 2019 to 2021. The rating for Wilmington is 10 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.



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MAJOR FINDINGS

Overall Satisfaction with City Services

- Fifty-six percent (56%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with the overall quality of City services provided by the City; 34% were neutral and 10% were dissatisfied.
- The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of fire department services (87%), the quality of trash, yard, recycling and yard waste collection services (79%), the quality of police services (70%), and the quality of City parks and its recreation programs (68%). Residents were generally less satisfied with management of stormwater runoff by the City (31%) and the management of traffic flow on City streets (22%).

Public Safety. The public safety services that residents were most satisfied with, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the efficiency of City Fire and EMS response (90%), fire department efforts to prevent injuries, property loss, and death (87%), and how quickly police respond to emergencies (67%). Residents were least satisfied with City efforts to prevent crimes (40%).

Parks and Recreation. The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance and appearance of existing City parks (75%), the number of City parks (61%), outdoor athletic facilities (55%), and biking and walking trails in the City (52%). Residents were least satisfied with City swimming pools (33%).

City Communication. The City communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: variety of ways in which the City communicates information (45%) and the availability of information about City programs and services (44%). Residents were least satisfied with the level of public involvement in decision-making (22%).

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

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City Maintenance. The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the condition of street signs and traffic signals (59%), adequacy of City street lighting (51%), and maintenance of city buildings (51%) Residents were least satisfied with how quickly street repairs are made (18%).

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 (32%) and enforcing exterior maintenance of commercial property (33%). Residents were least satisfied with the enforcement of stormwater drainage pollution regulations (23%).

Customer Service. Forty-four percent (44%) 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 (75%) and how easy City employees were to contact (73%).

City Public Services. The highest levels of satisfaction with City public services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (87%) and curbside recycling services (81%).

Overall Ratings of the City. Most of the residents surveyed *who had an opinion* felt the City was an “excellent” or “good” place to visit (89%) and to live (81%).

TRENDS

Significant Changes From 2019

The results for the City of Wilmington improved or stayed the same in 37 of the 59 areas that were assessed in both 2019 and 2021; 12 areas showed a significant increase (increase of 4% or more):

- Availability of job opportunities (+14%)
- The City as a place to work or build a business (+8%)
- Maintenance of major City streets (+8%)
- Maintenance of City streets and sidewalks (+6%)
- Quality of trash, recycling, and yard waste collection (+6%)
- Timing of traffic signals in the City (+5%)
- Effectiveness of City communications with the public (+5%)

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- Value received for City taxes and fees (+5%)
- Maintenance of neighborhood streets (+5%)
- Management of traffic flow on City streets (+4%)
- Overall quality of fire department services (+4%)
- City golf course (+4%)

There was only one area with a significant decrease in satisfaction (decrease of 4% or more) from 2019: mowing/trimming along City streets and public areas (-4%).

Long-Term Trends. The significant increases and decreases among all of the items that were assessed from 2007 to 2021 are listed below; changes of 4% or more were considered significant.

The significant long-term increases from 2007 to 2021 are listed below:

- Availability of job opportunities (+10%)
- How quickly police respond to emergencies (+9%)
- Value received for City taxes and fees (+6%)
- Quality of trash, recycling, and yard waste collection (+6%)
- Curbside recycling services (+5%)
- Timing of traffic signals in the City (+5%)
- Number of City parks (+5%)
- Frequency police patrol neighborhoods (+4%)
- The City as a place to work or build a business (+4%)
- Management of traffic flow on City streets (+4%)
- City recreation centers (+4%)
- Overall quality of police services (+4%)
- Effectiveness of City communications with the public (+4%)

The significant long-term decreases from 2007 to 2021 are listed below and on the following page:

- Maintenance of neighborhood streets (-18%)
- Maintenance of neighborhood sidewalks (-14%)
- Enforcing sign regulations (-9%)
- Usefulness of information on the City's website (-9%)
- Mowing/trimming along City streets and public areas (-7%)
- How quickly street repairs are made (-7%)
- Accuracy of information and assistance given by City staff (-7%)
- How well issues were handled by City staff (-6%)

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- Enforcing the mowing of grass on private property (-6%)
- City golf course (-6%)
- Enforcing exterior maintenance of residential property (-5%)
- Enforcing cleanup of debris on private property (-5%)
- How quickly City staff responded to requests (-5%)
- City efforts to prevent crimes (-4%)
- The City as a place to live (-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 = 0.4154)
 - Maintenance of City streets and sidewalks (IS Rating = 0.3526)
- **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
 - **Parks and Recreation:** biking and walking trails in the City

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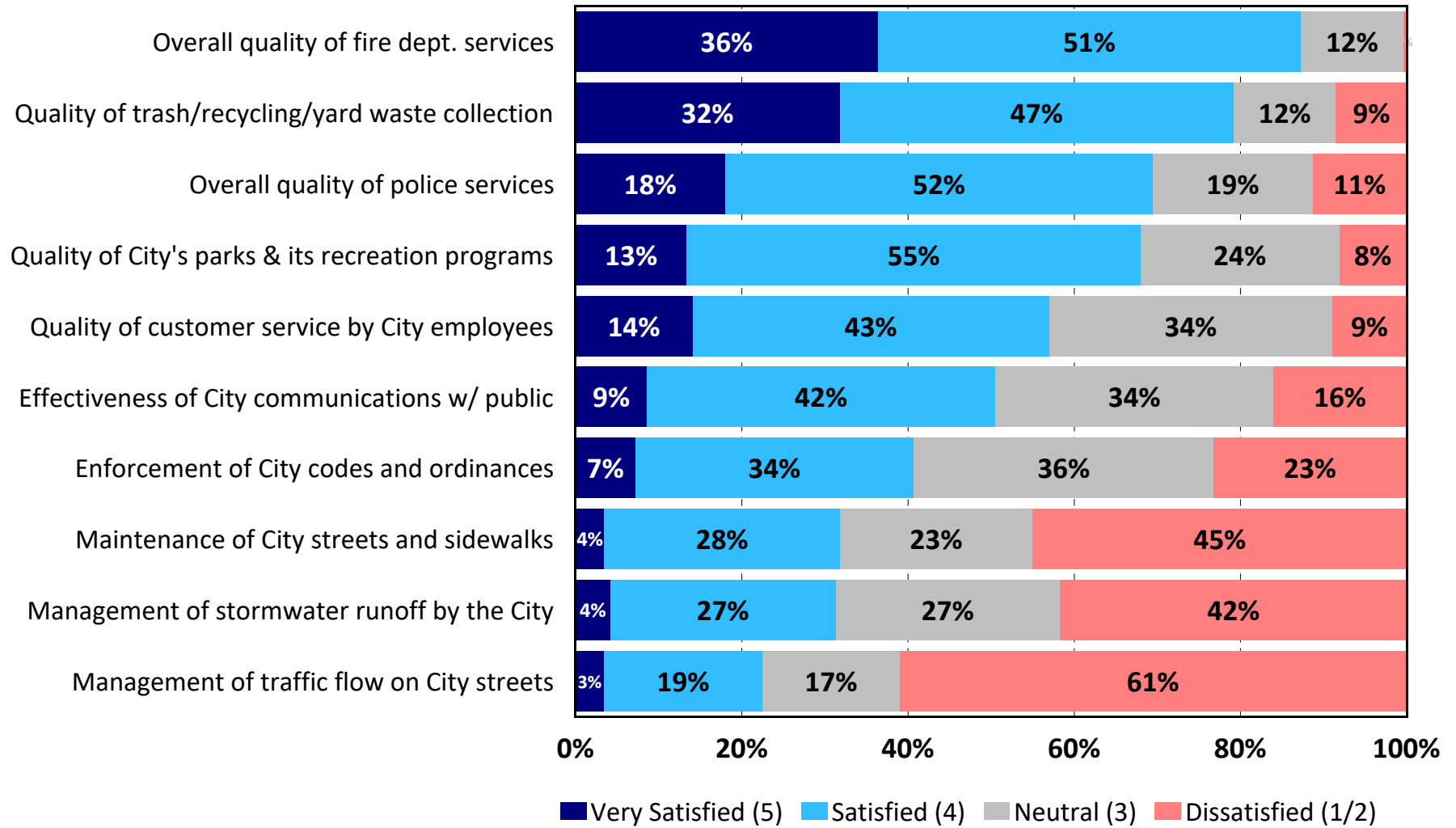
- **Maintenance:** maintenance of major City streets
- **Code Enforcement:** enforcing cleanup of junk/debris on private property and enforcing stormwater drainage pollution regulation



Charts and Graphs:

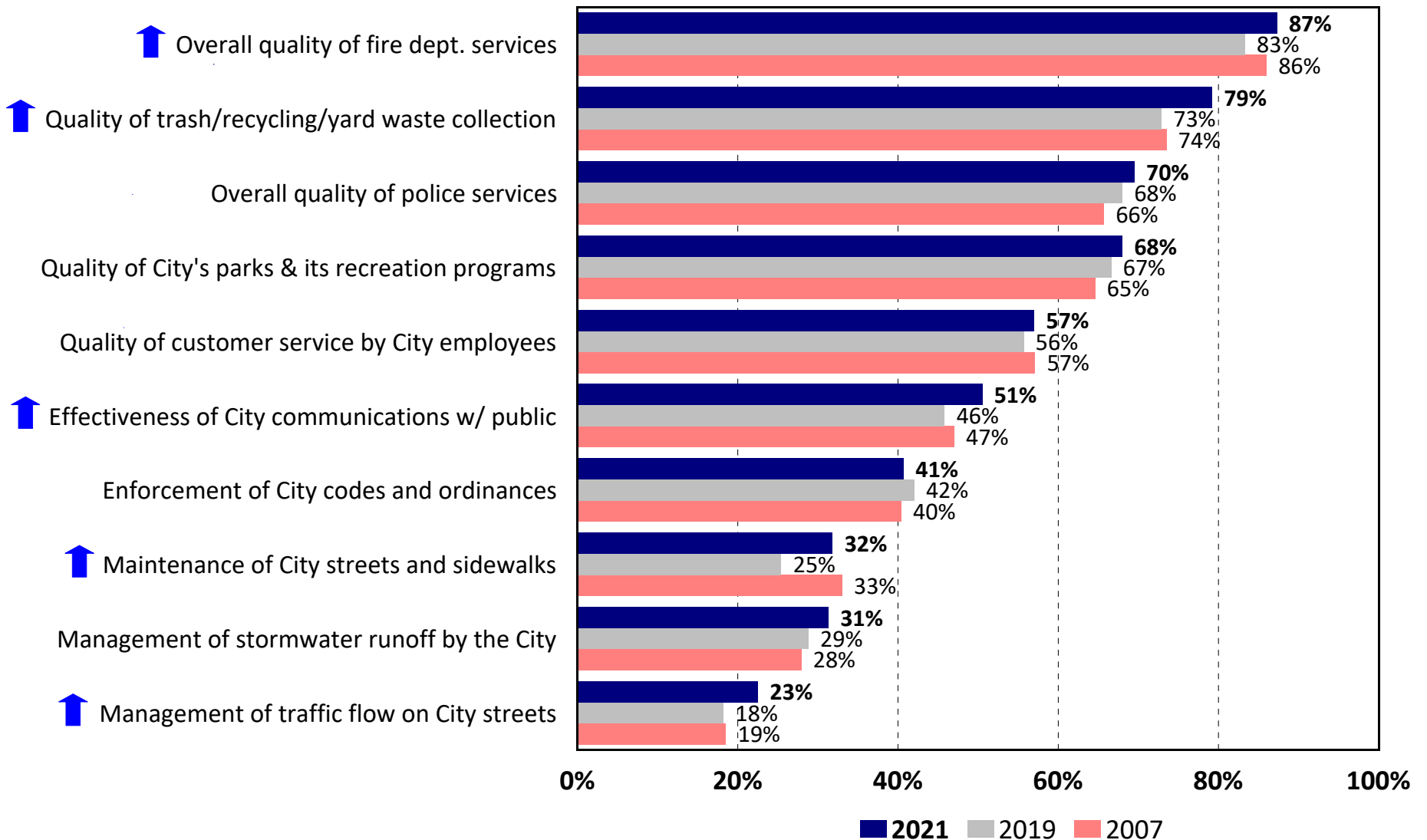
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



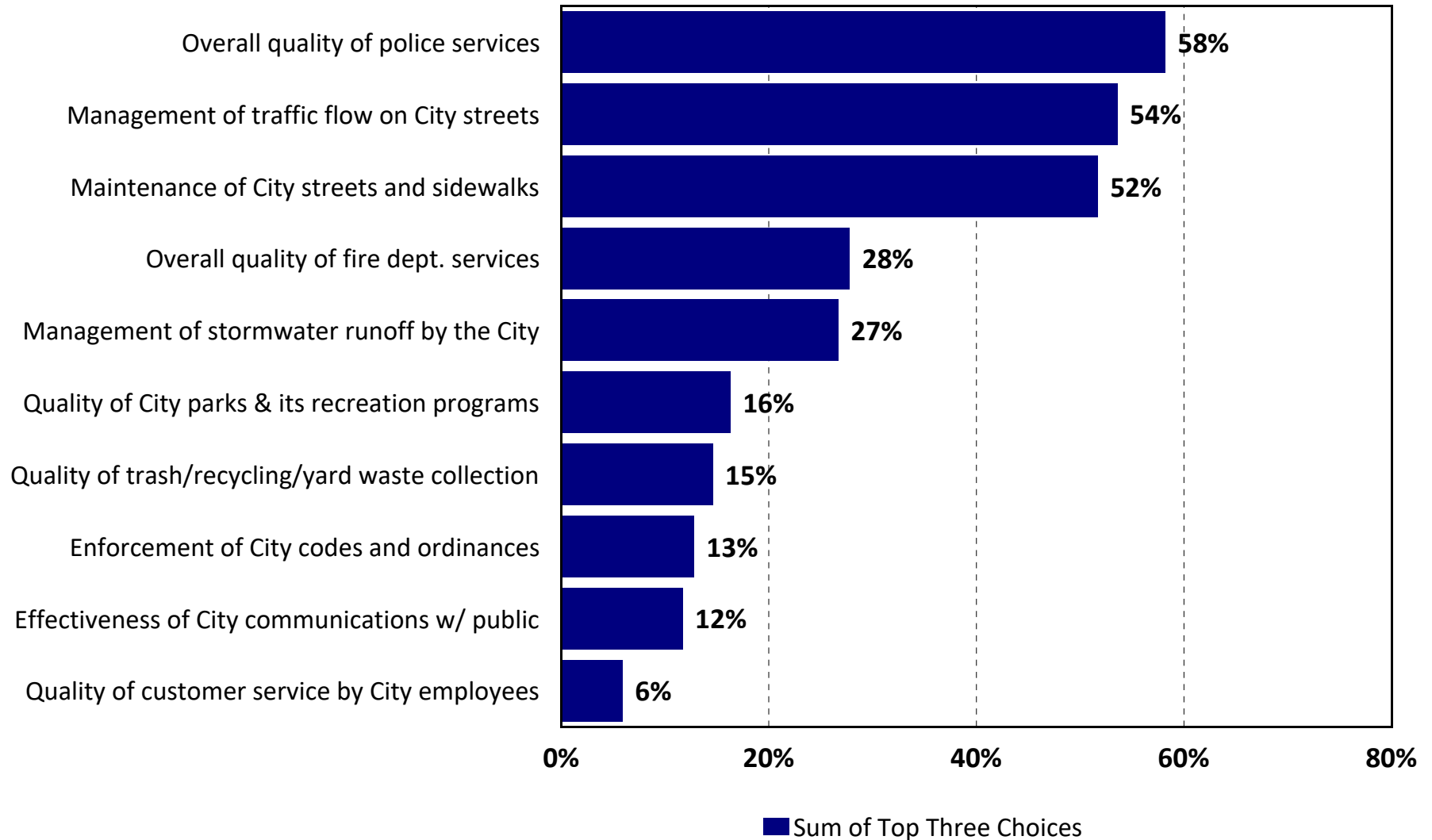
Trends: Overall Satisfaction With City Services by Major Category (2007, 2019 & 2021)

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



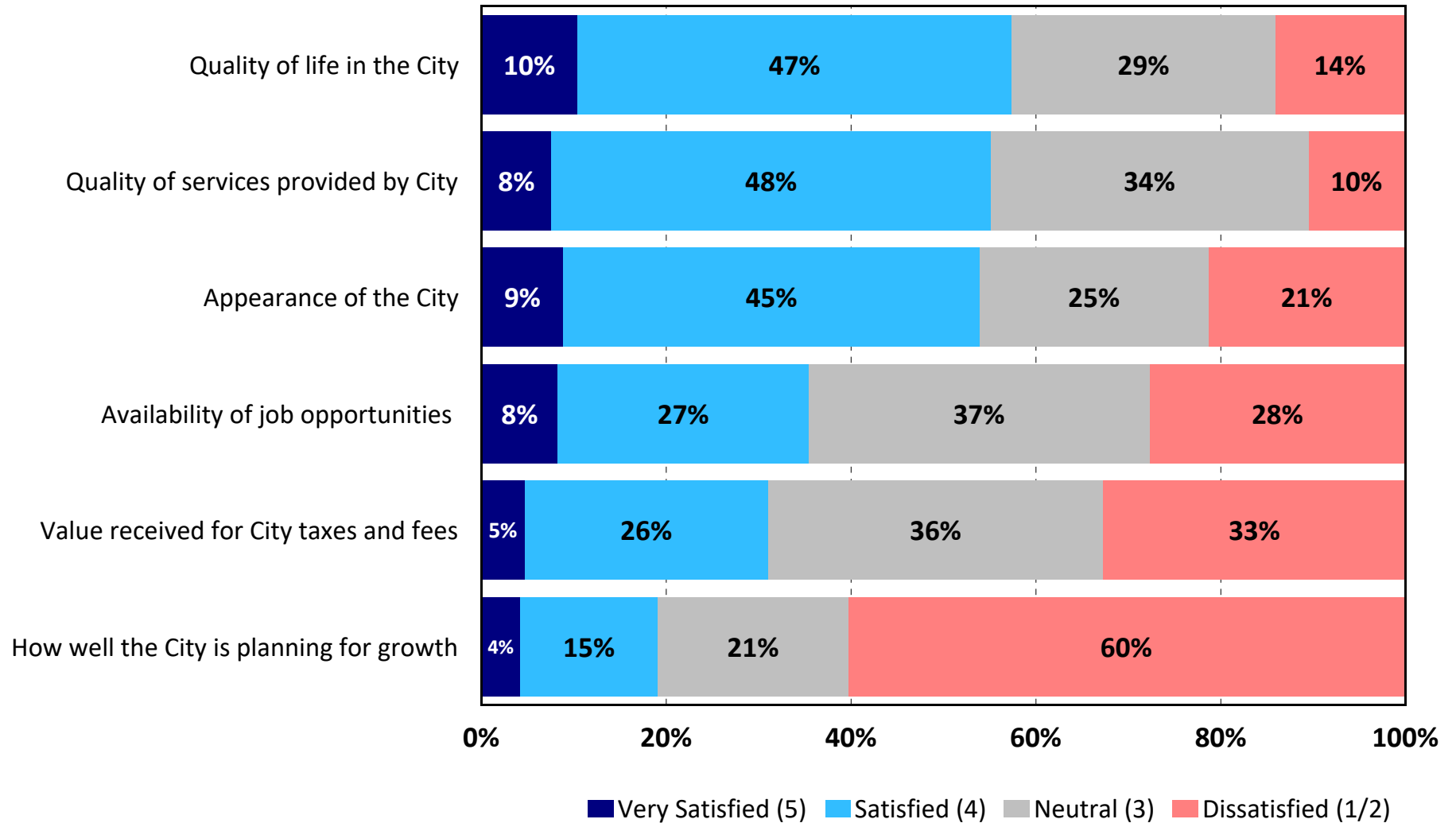
Q2. City Services That Are Most Important to Residents by Major Category

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



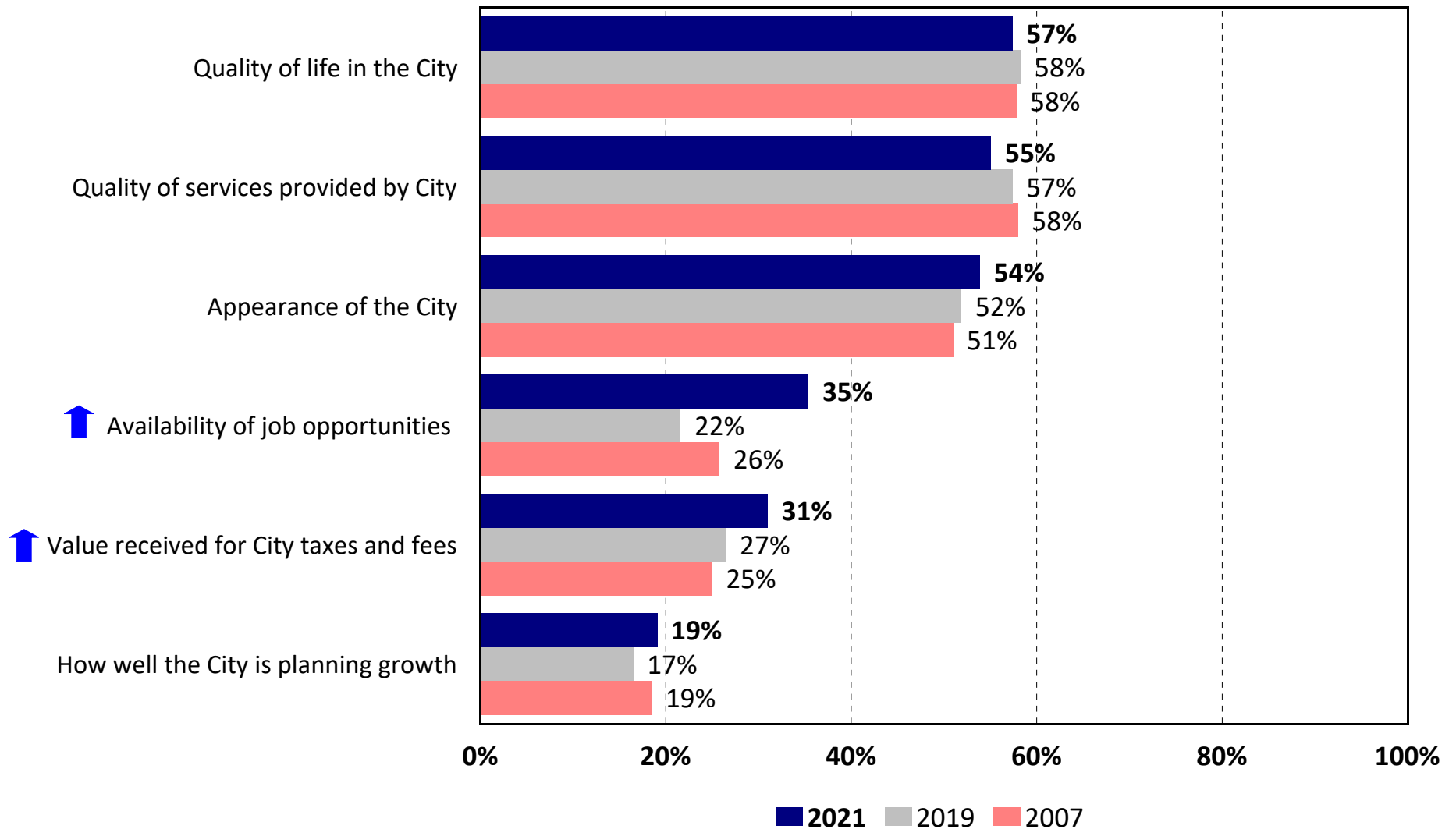
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



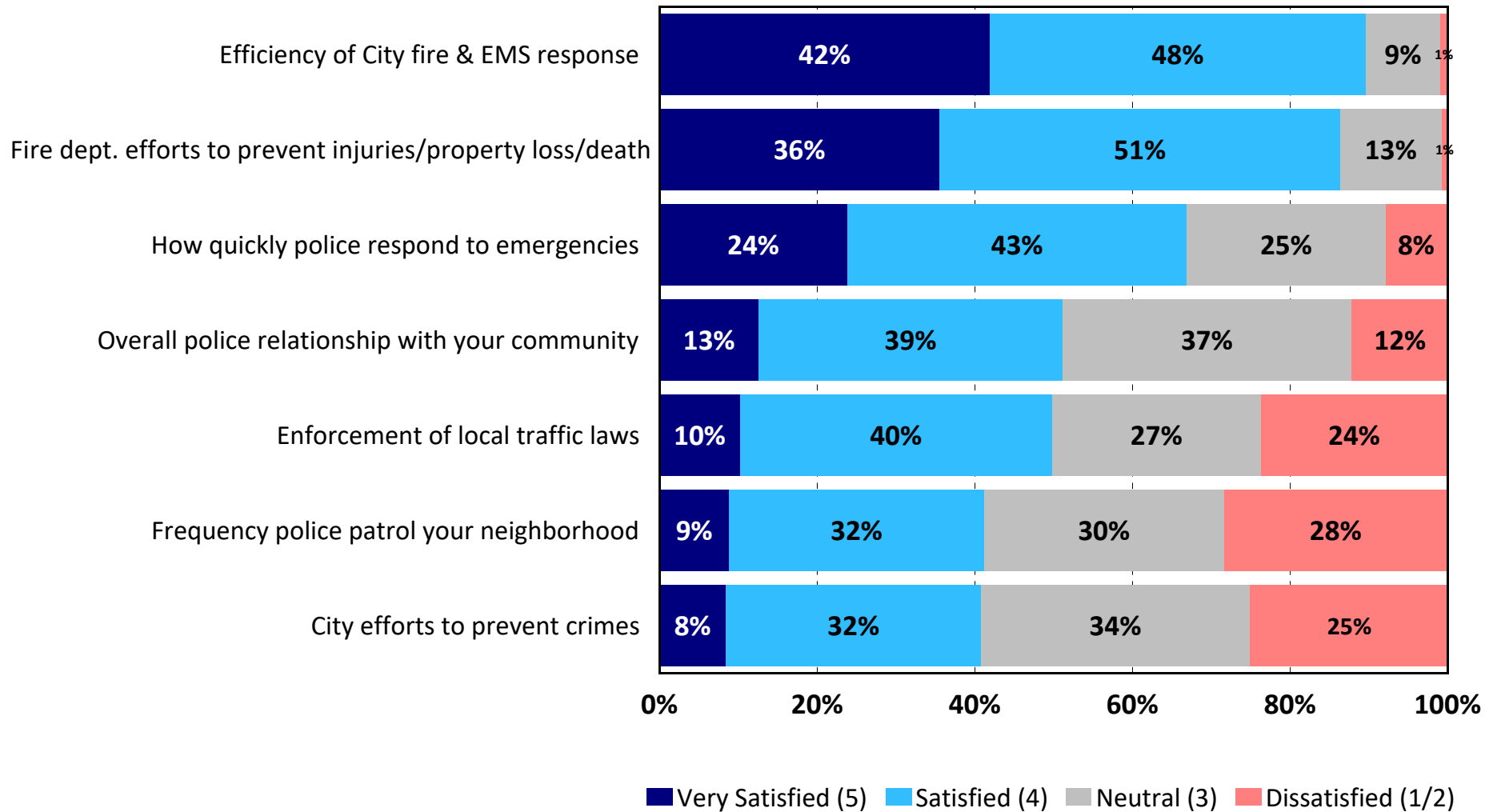
Trends: Satisfaction With Items That Influence the Perception Residents Have (2007, 2019 & 2021)

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



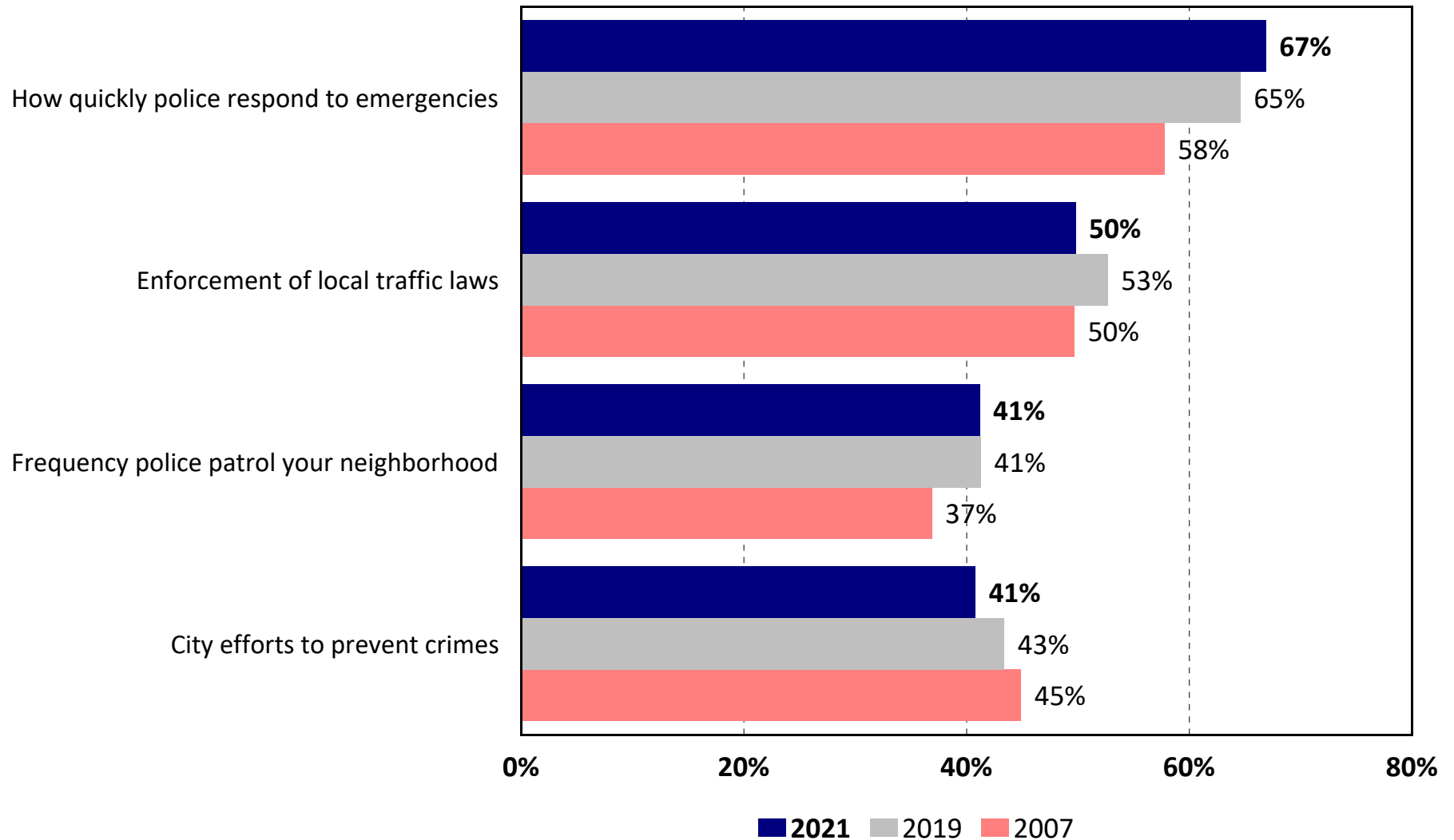
Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



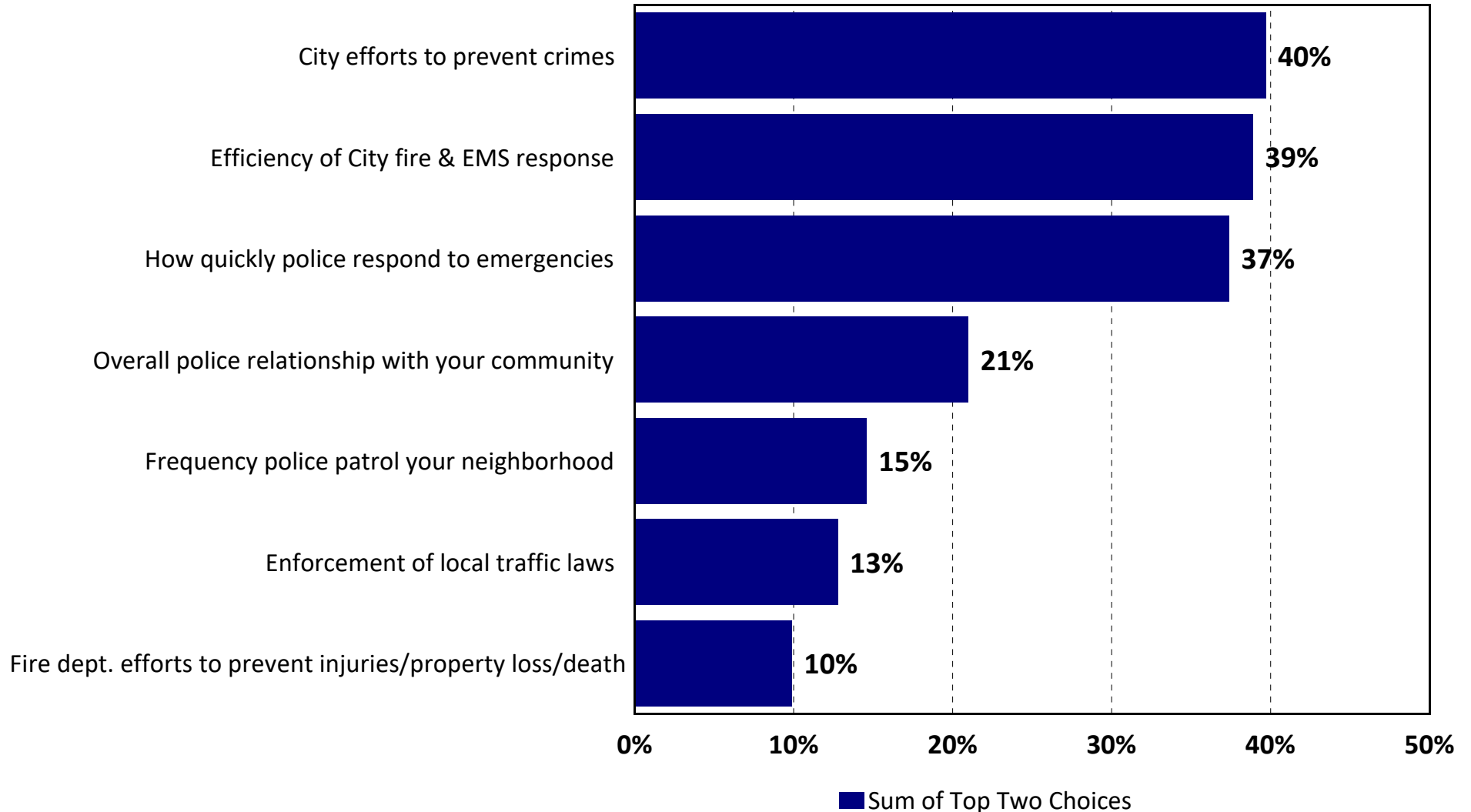
Trends: Satisfaction with Various Aspects of Public Safety (2007, 2019 & 2021)

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



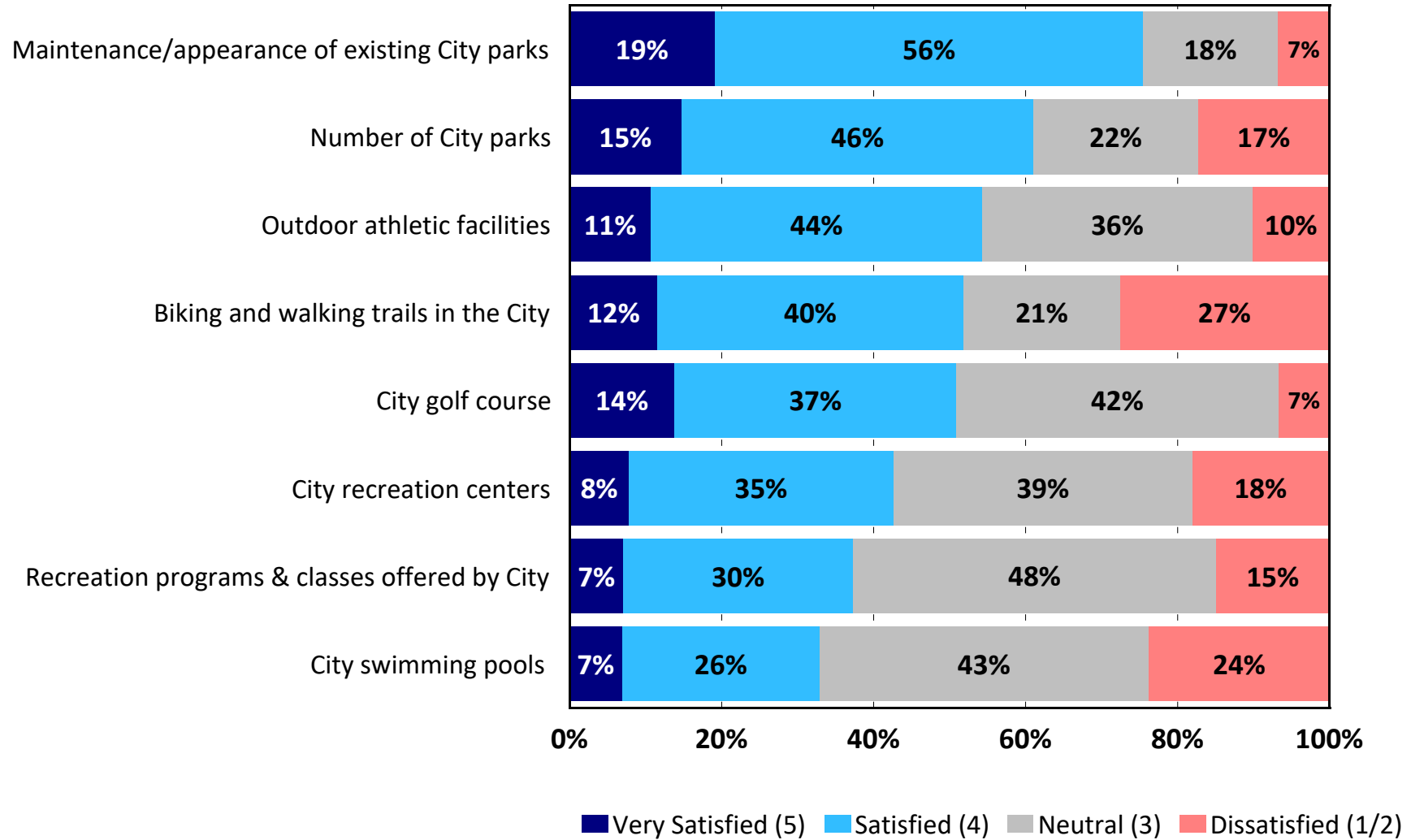
Q5. Public Safety Services That Residents Thought Were Most Important for the City to Provide

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



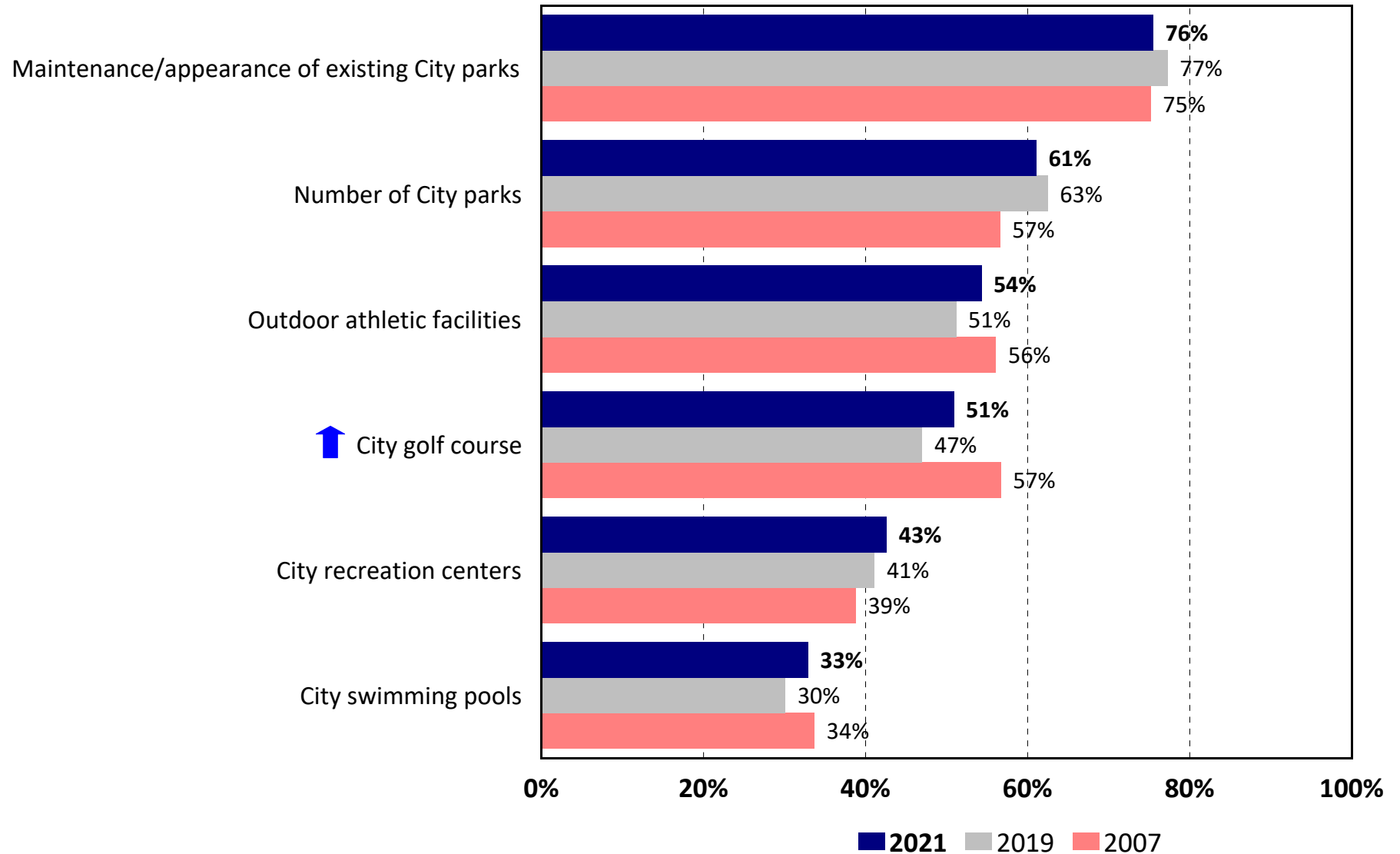
Q6. Satisfaction with Various Aspects of Parks and Recreation

by percentage of respondents (excluding don't knows)



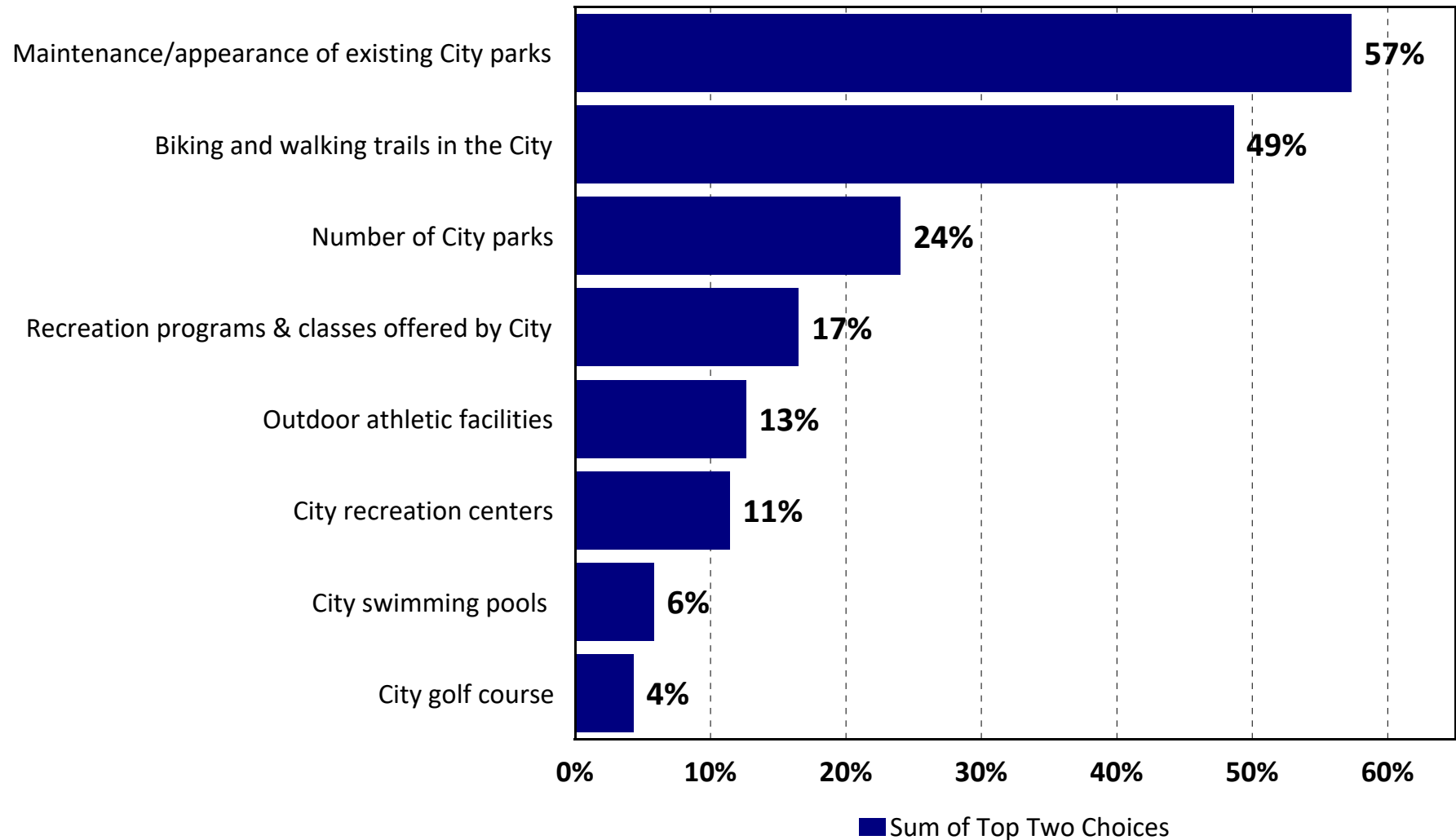
Trends: Satisfaction with Various Aspects of Parks and Recreation (2007, 2019 & 2021)

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



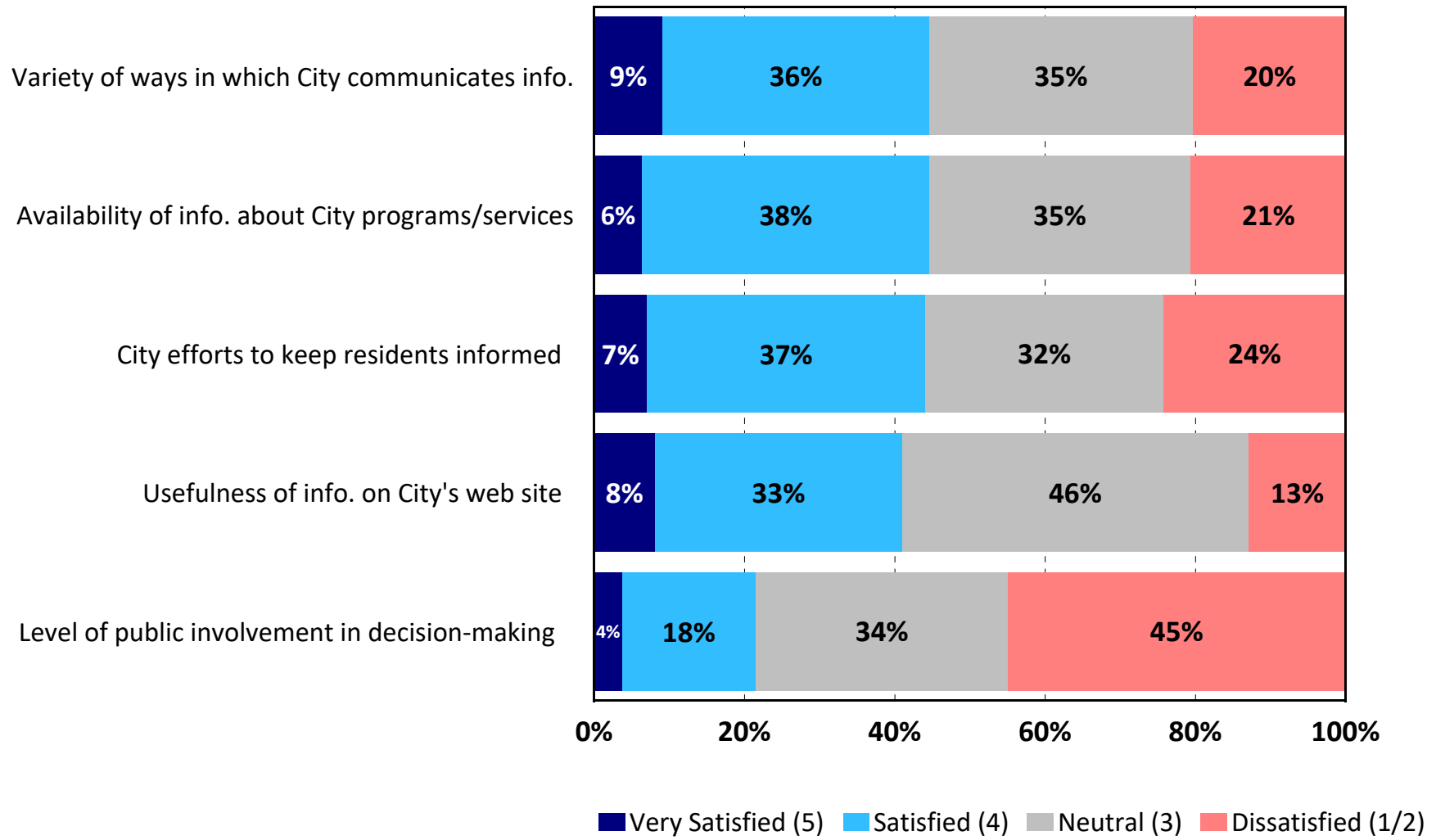
Q7. Parks and Recreation Services That Residents Thought Were Most Important for the City to Provide

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



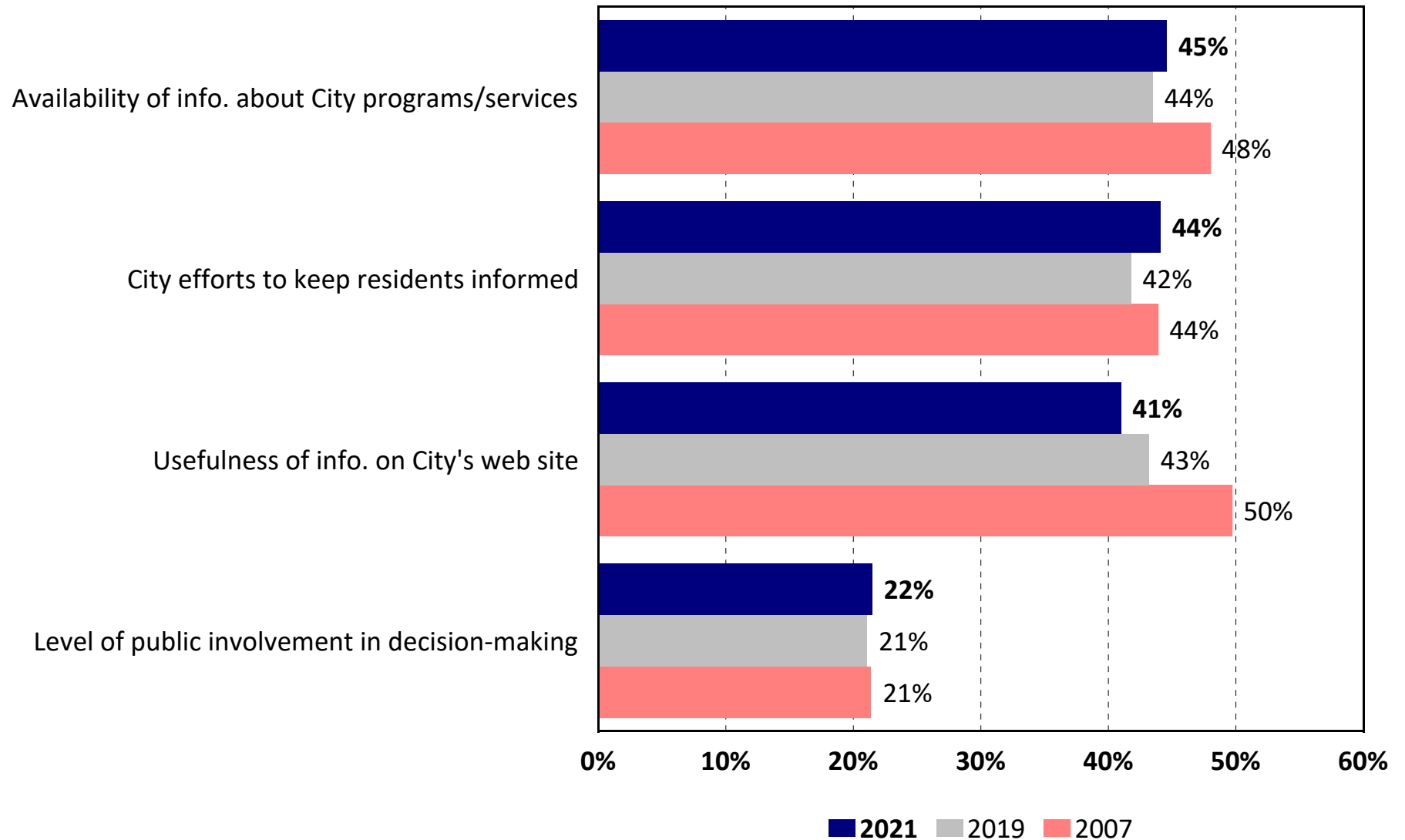
Q8. Satisfaction with Various Aspects of Communication

by percentage of respondents (excluding don't knows)



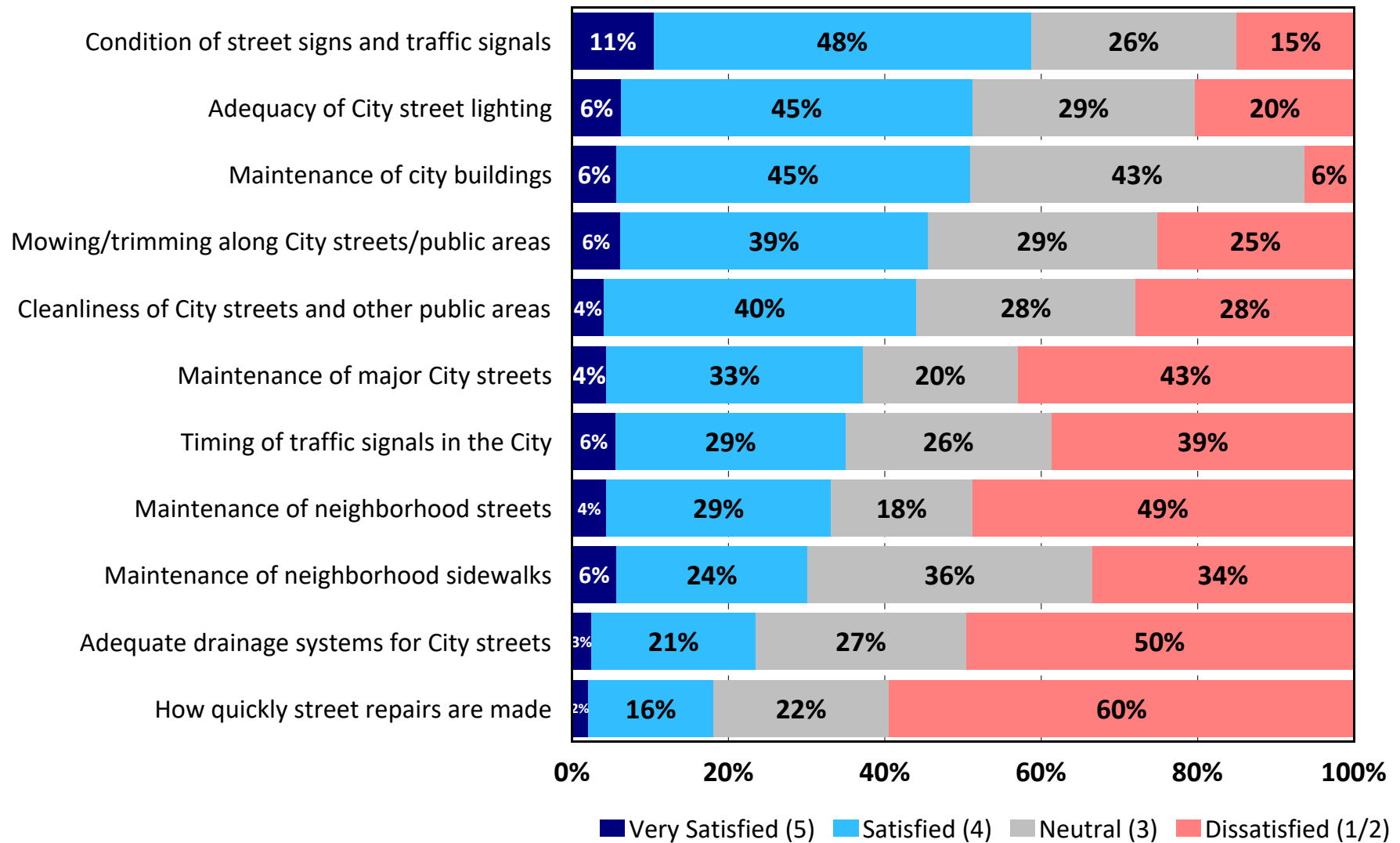
Trends: Satisfaction with Various Aspects of Communication (2007, 2019 & 2021)

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



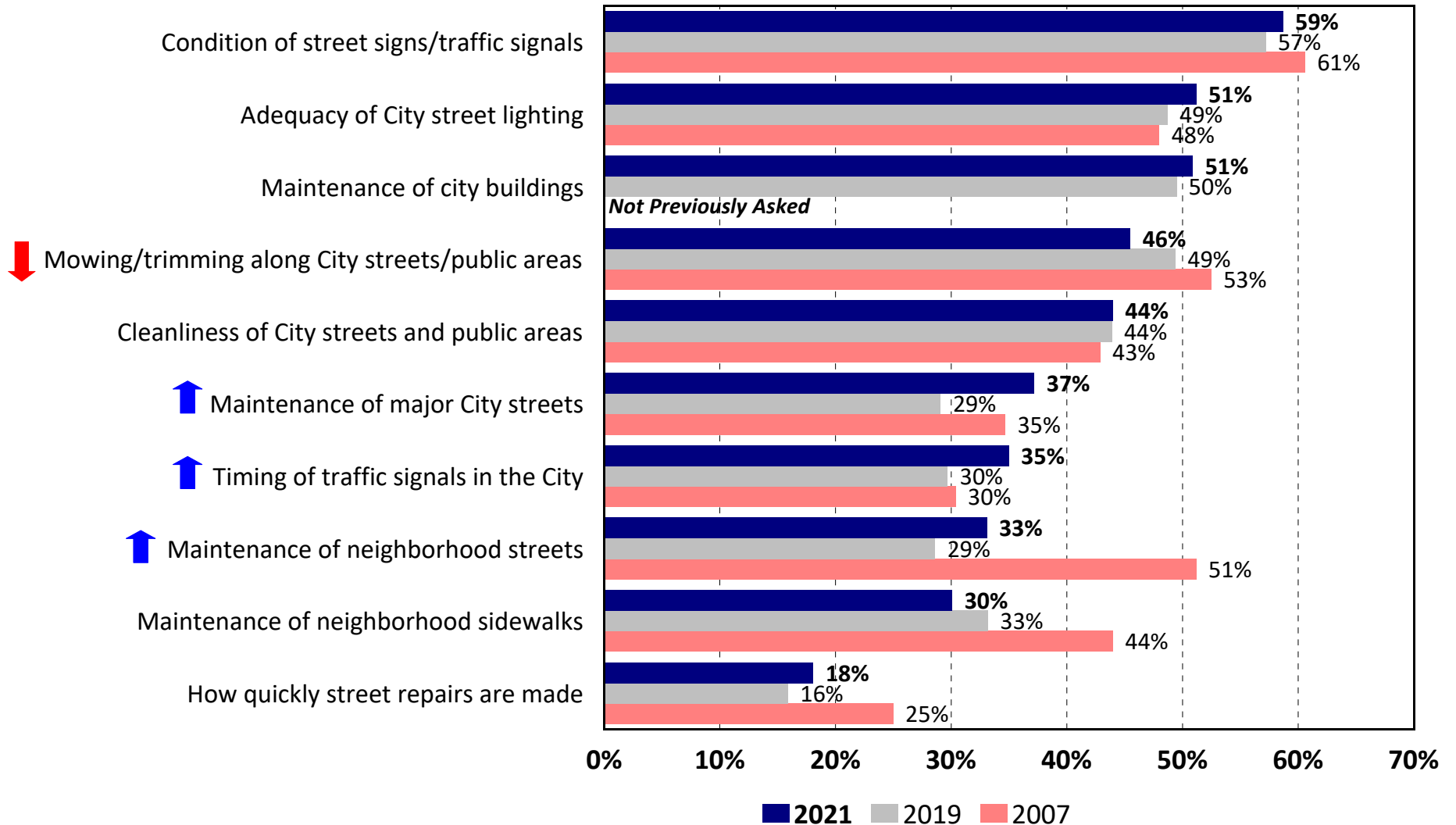
Q9. Satisfaction with Various Aspects of City Maintenance

by percentage of respondents (excluding don't knows)



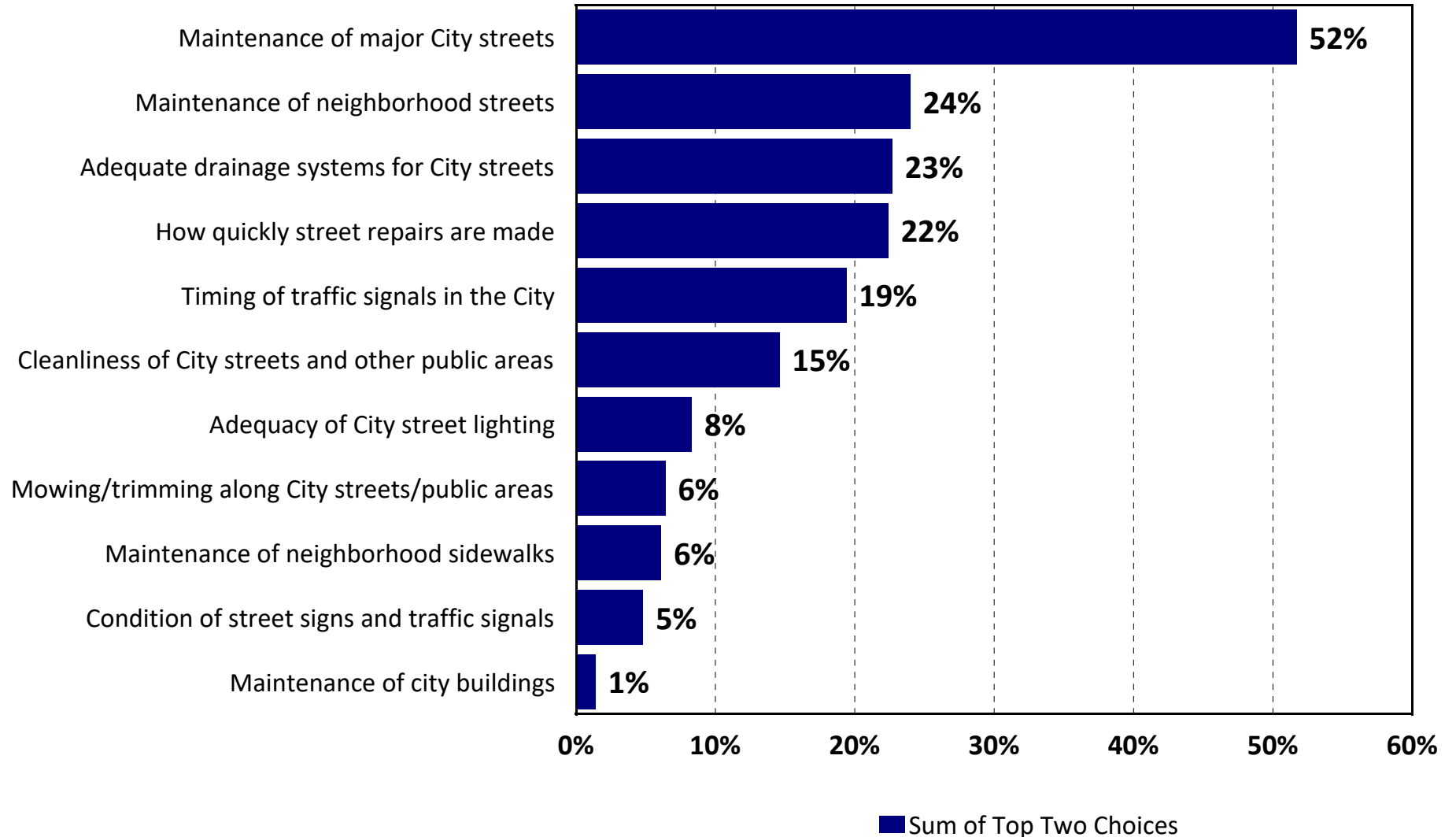
Trends: Satisfaction with Various Aspects of City Maintenance (2007, 2019 & 2021)

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



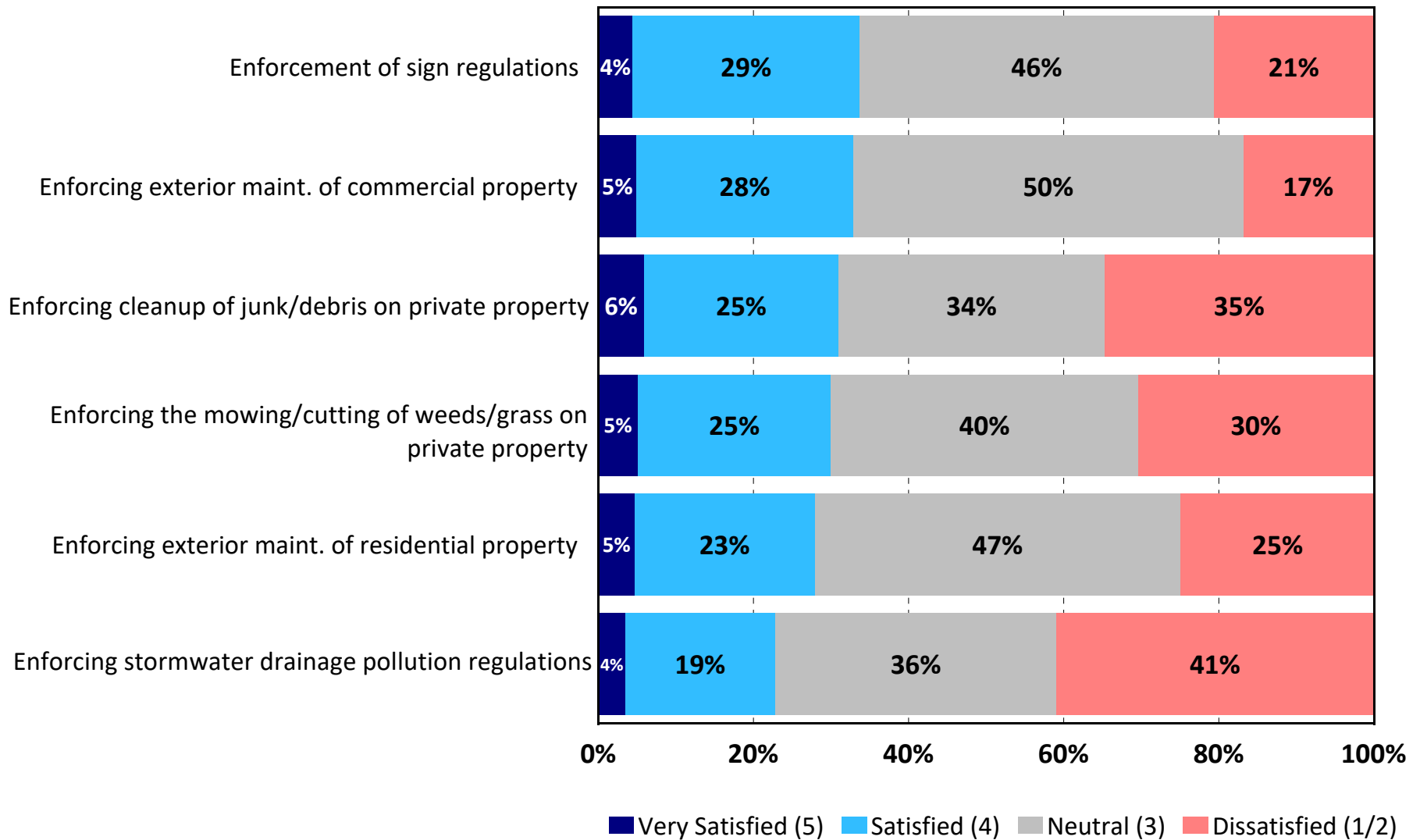
Q10. City Maintenance Services That Residents Thought Were Most Important for the City to Provide

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



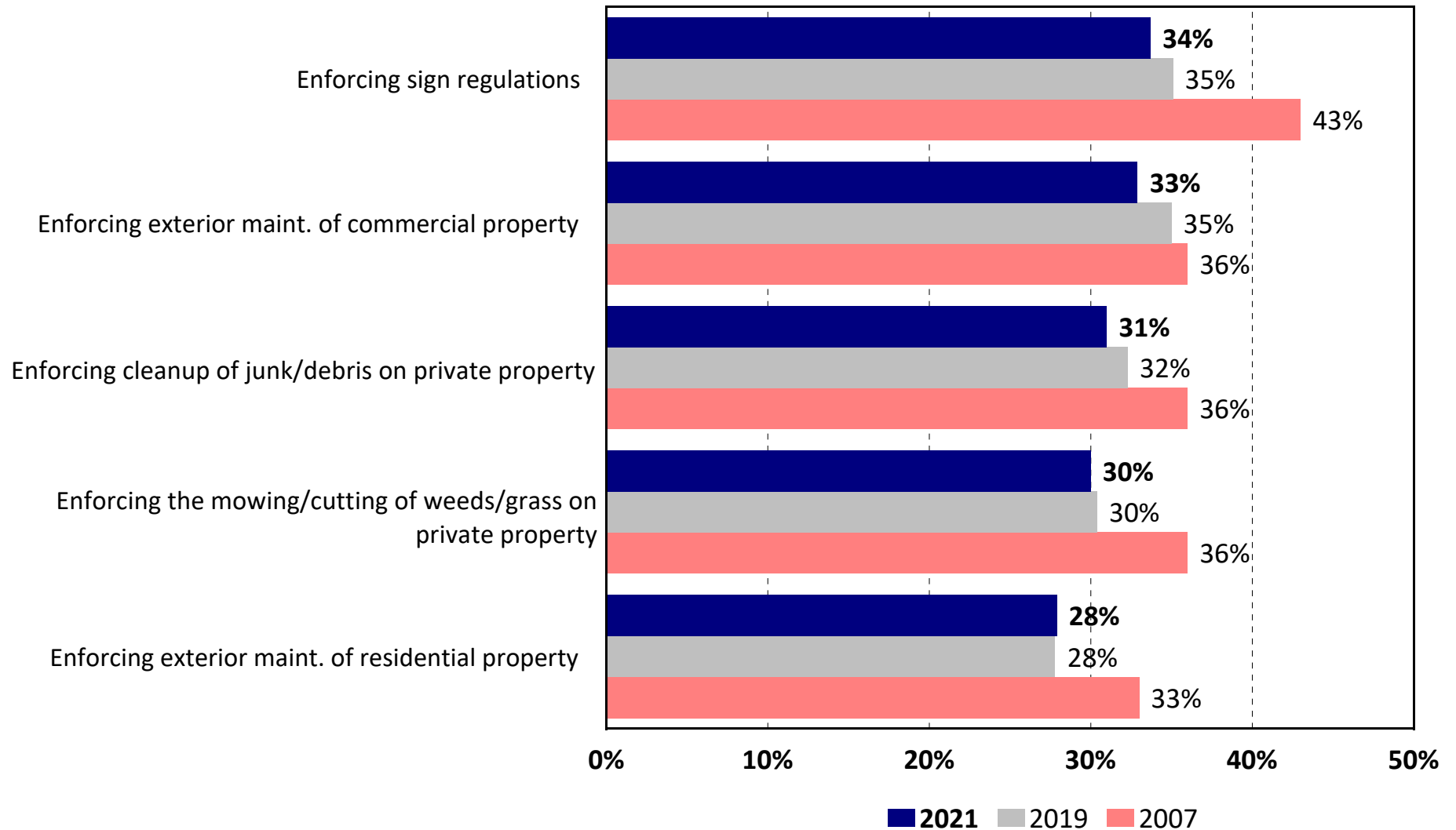
Q11. Satisfaction with Various Aspects of Code Enforcement

by percentage of respondents (excluding don't knows)



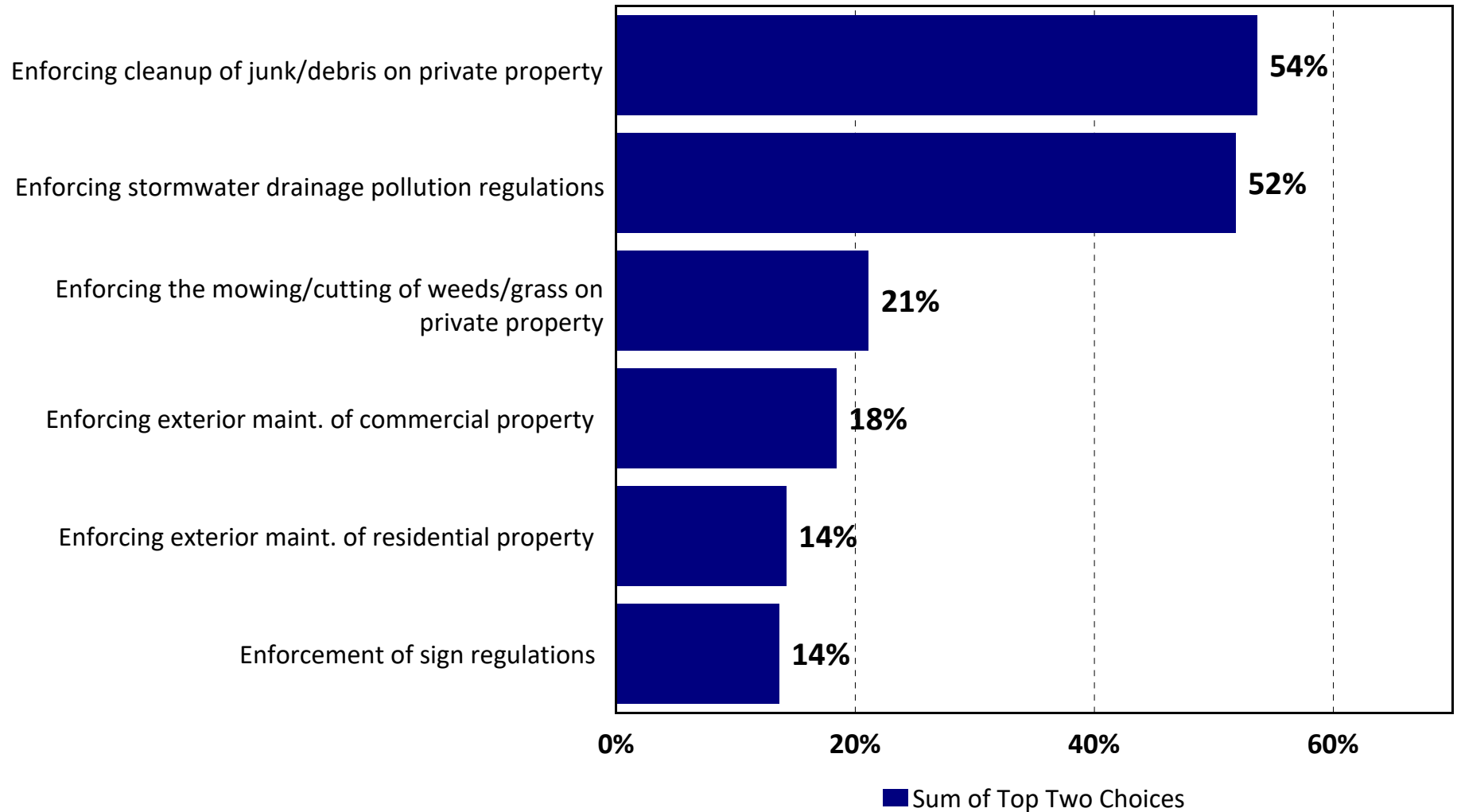
Trends: Satisfaction with Various Aspects of Code Enforcement (2007, 2019 & 2021)

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



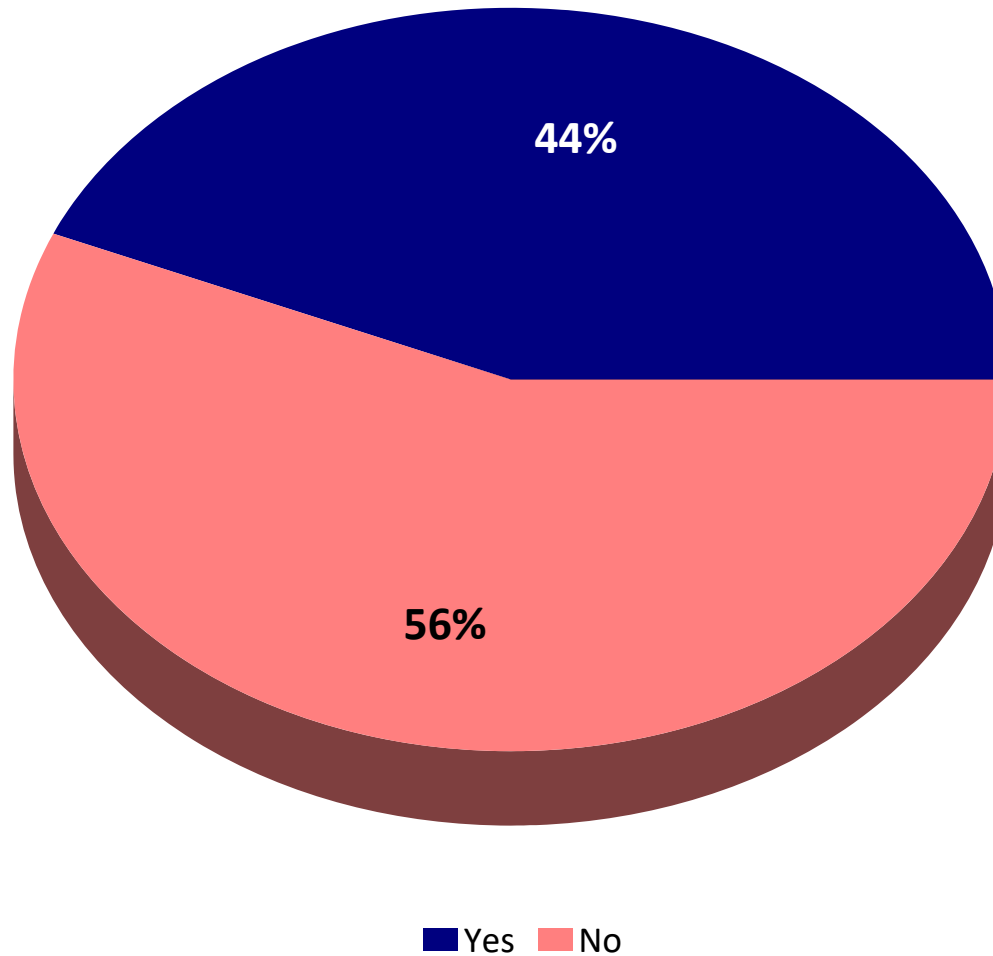
Q12. Code Enforcement Services That Residents Thought Were Most Important for the City to Provide

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



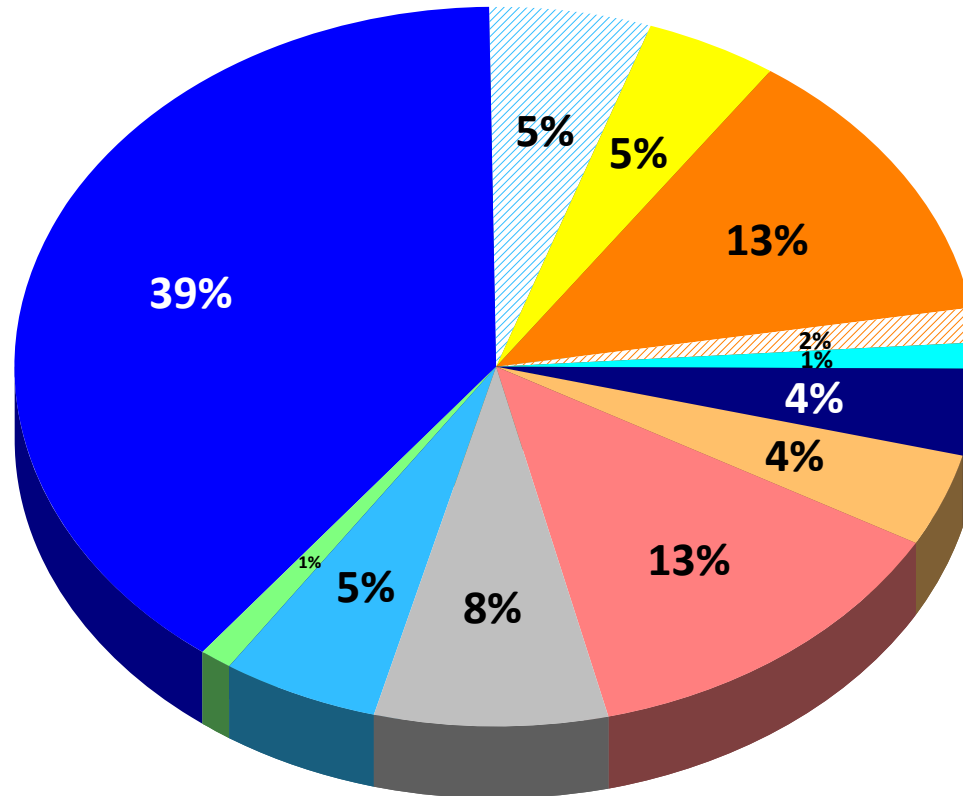
Q13. Have you contacted the City of Wilmington during the past year?

by percentage of respondents



Q13a. What City Department did you contact most recently?

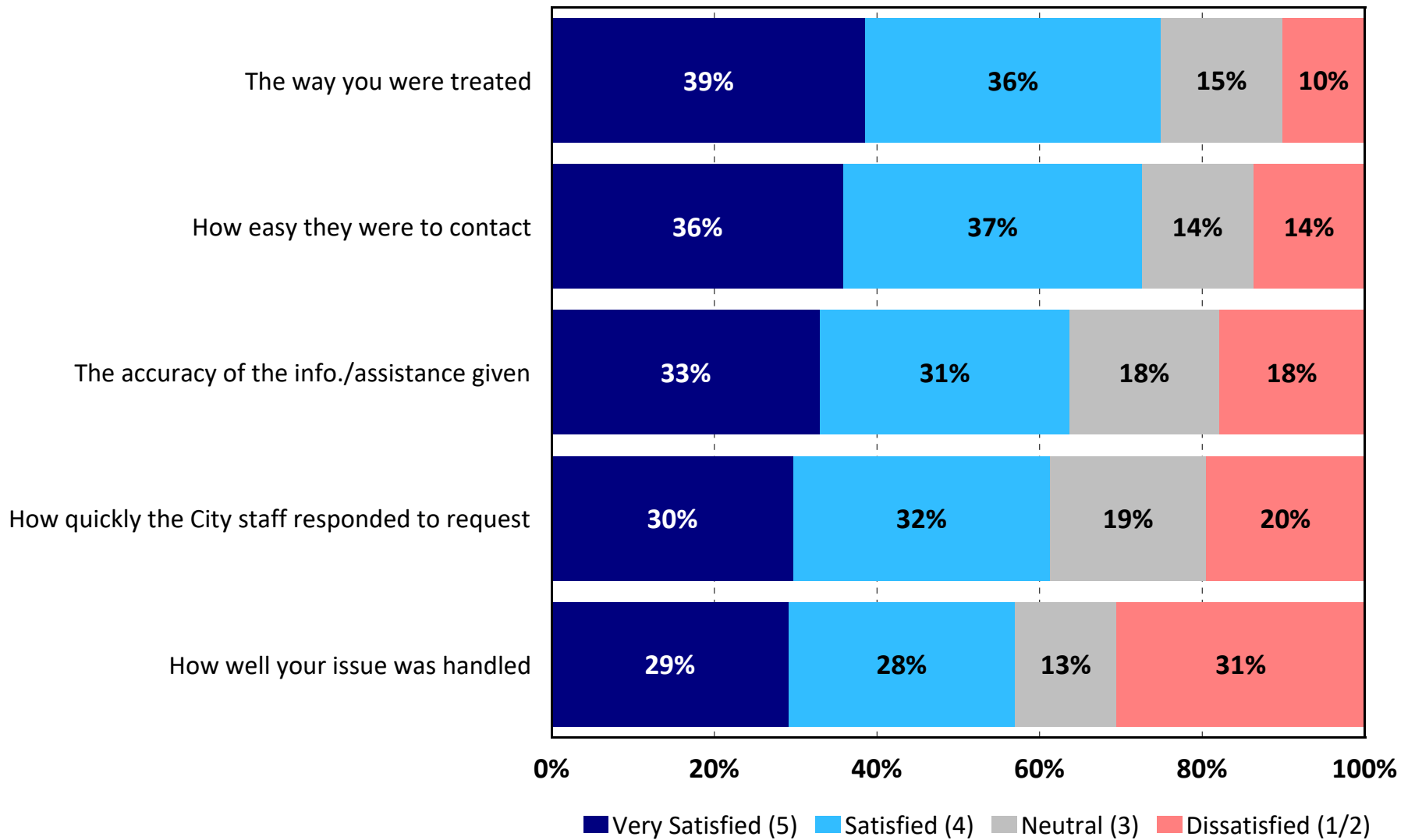
by percentage of respondents who had contacted the City during the past year (excluding "not provided")



- City Council
- City Manager's Office
- Fire Department
- Police Department
- Parks & Recreation
- Planning
- Recycling & Trash Services
- Business Licenses
- Stormwater
- Street Maintenance
- Code Enforcement
- Other

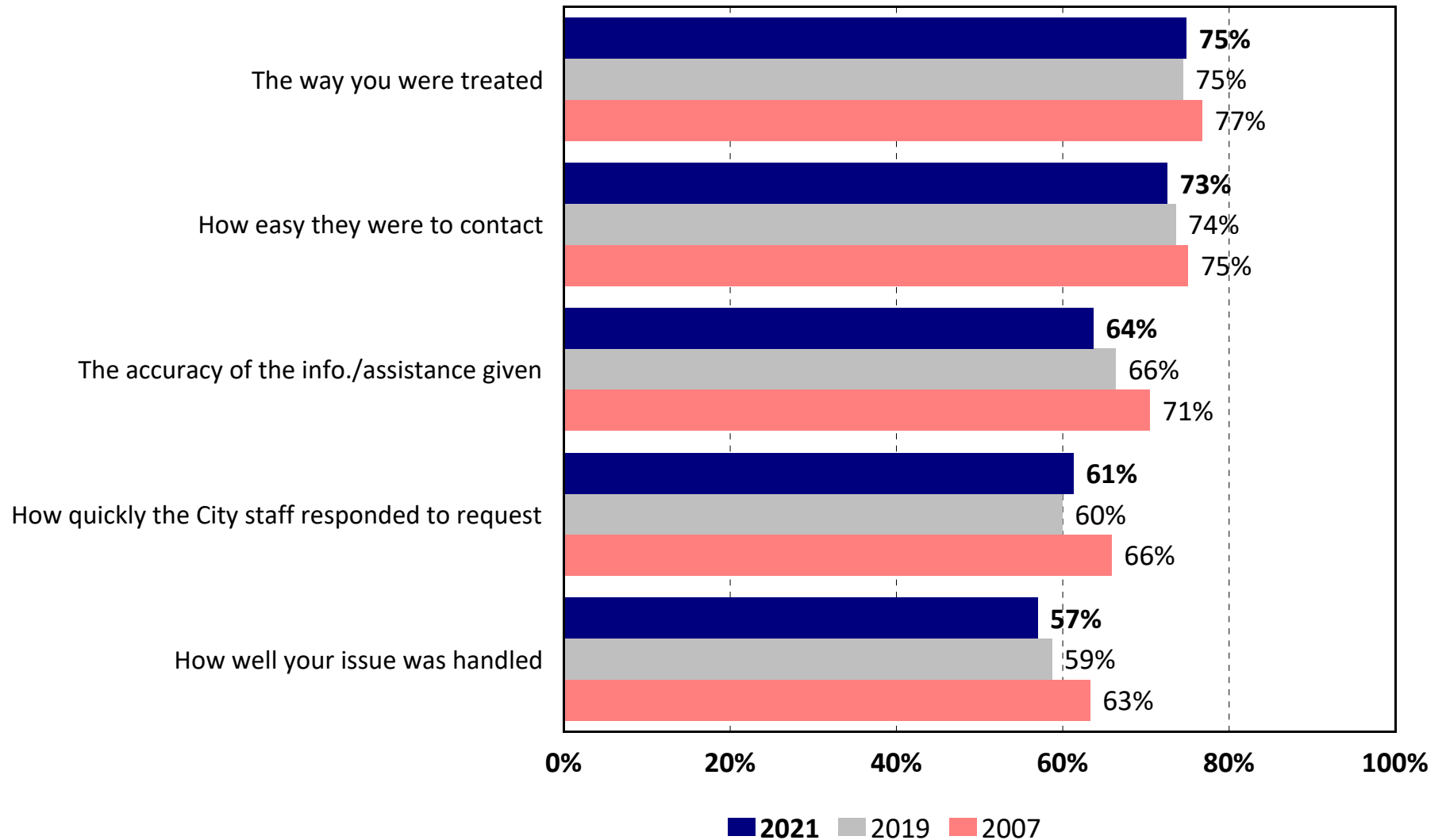
Q13b. Satisfaction with Customer Service Received from City Employees

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



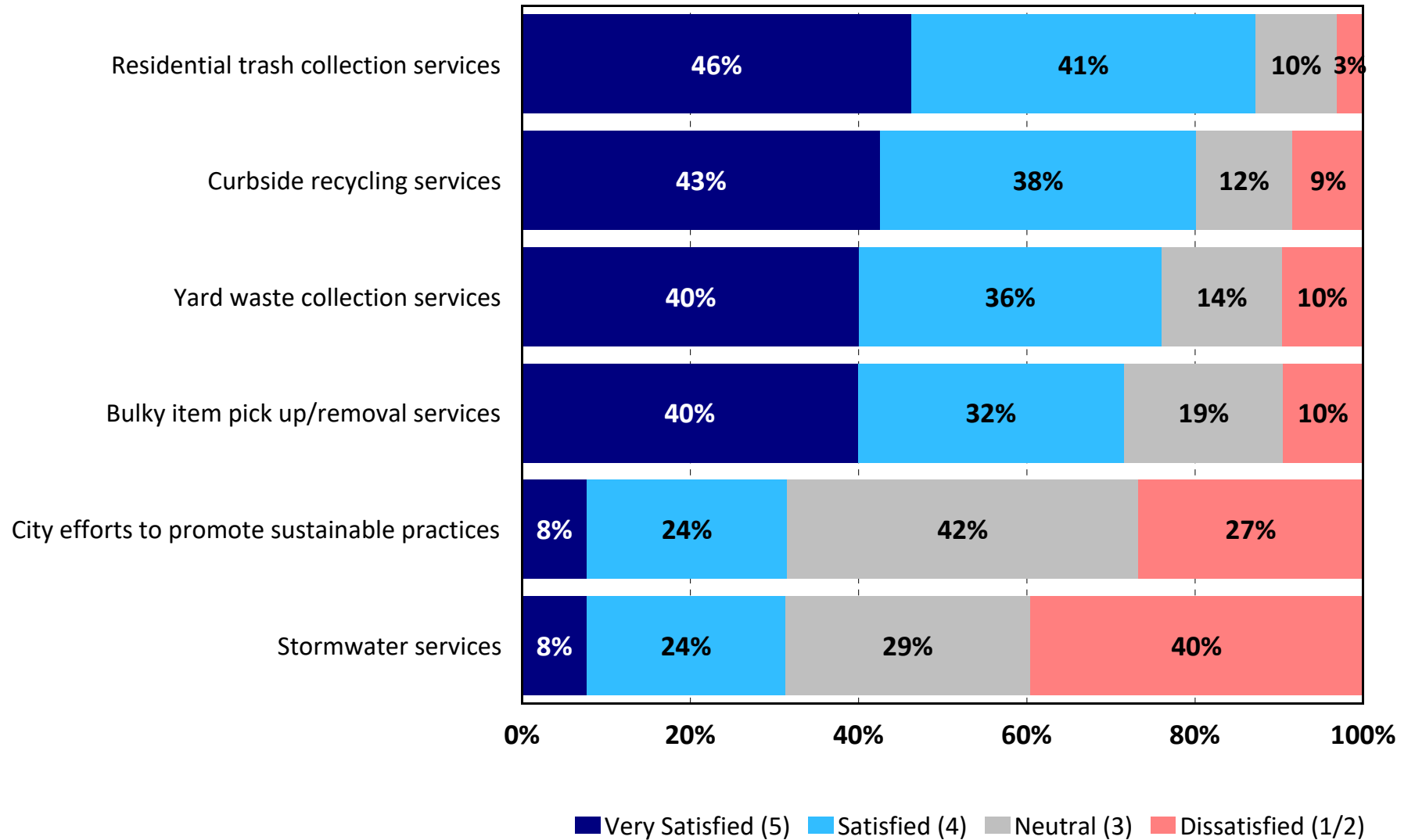
Trends: Satisfaction With Customer Service Received from City Employees (2007, 2019 & 2021)

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



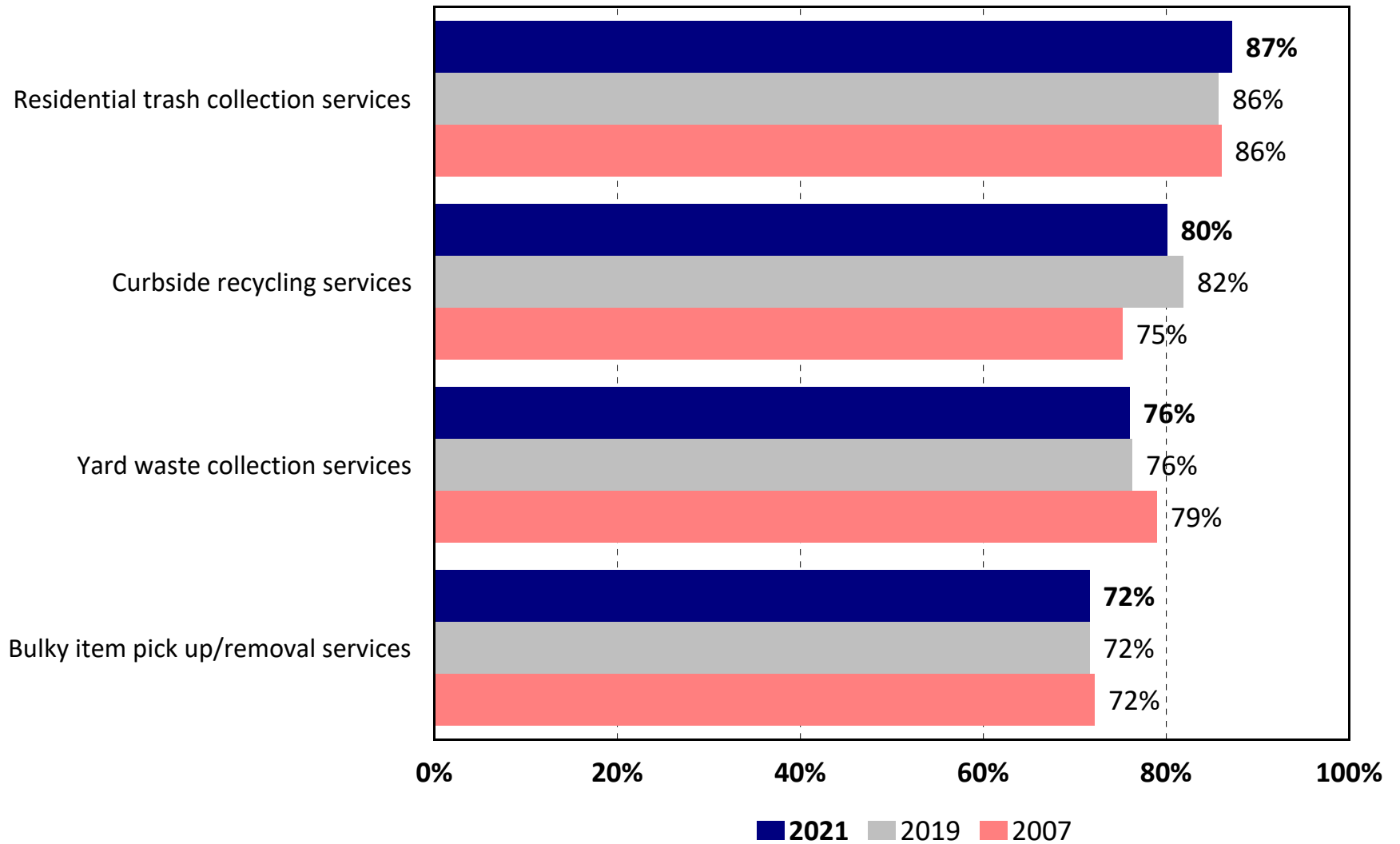
Q14. Satisfaction with City Public Services

by percentage of respondents (excluding don't knows)



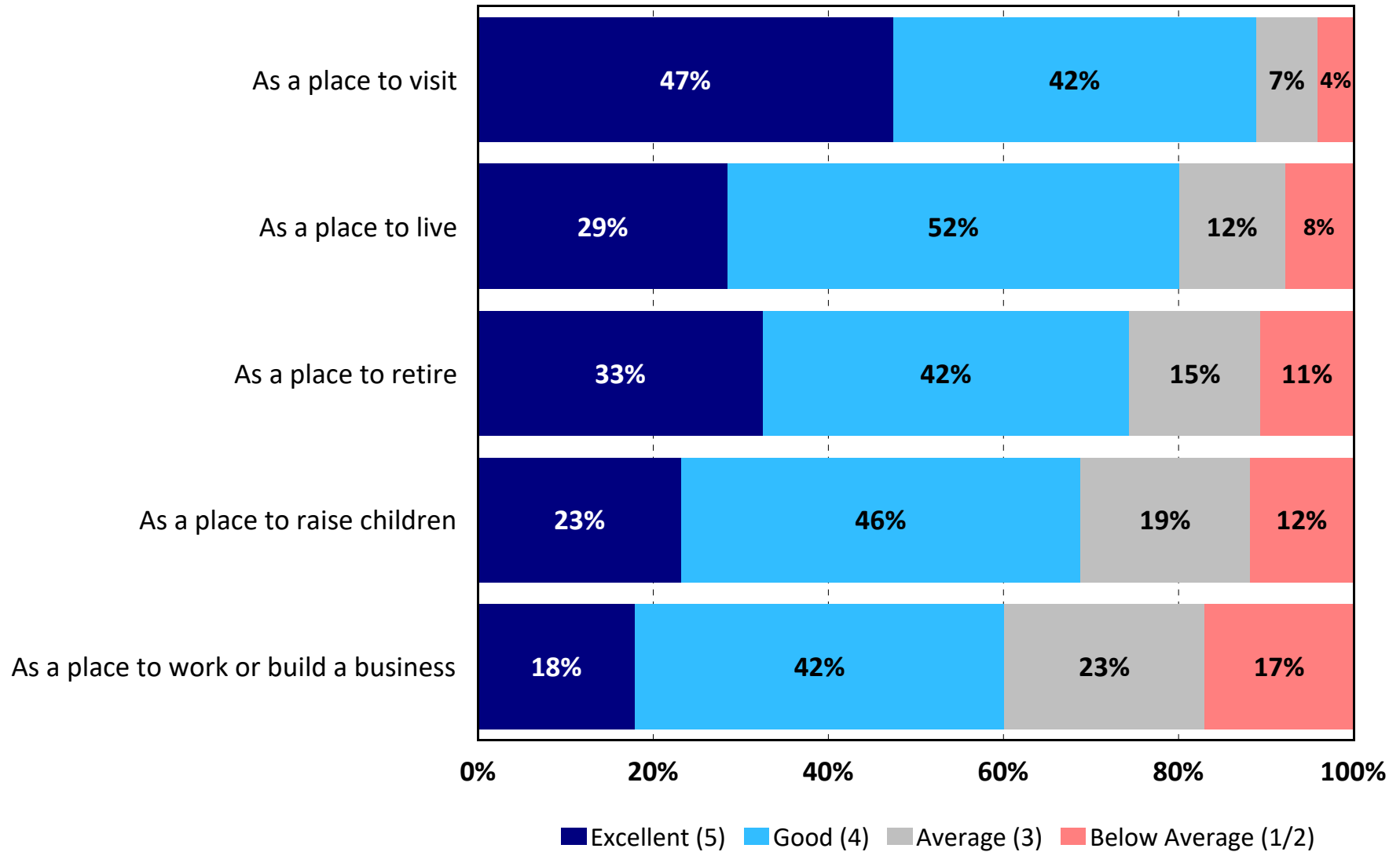
Trends: Satisfaction with City Public Services (2007, 2019 & 2021)

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



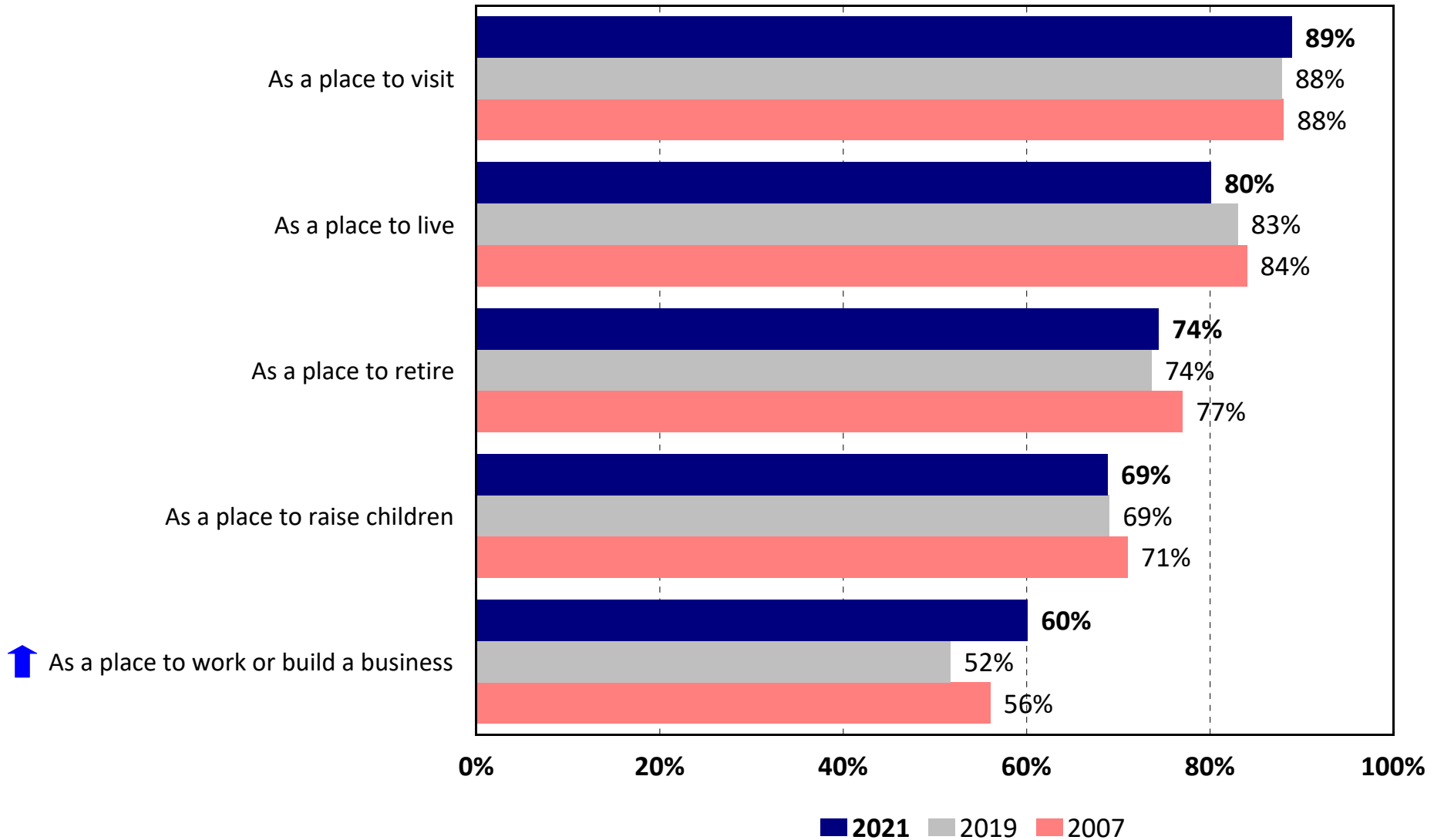
Q15. How Residents Rate the City of Wilmington

by percentage of respondents (excluding don't knows)



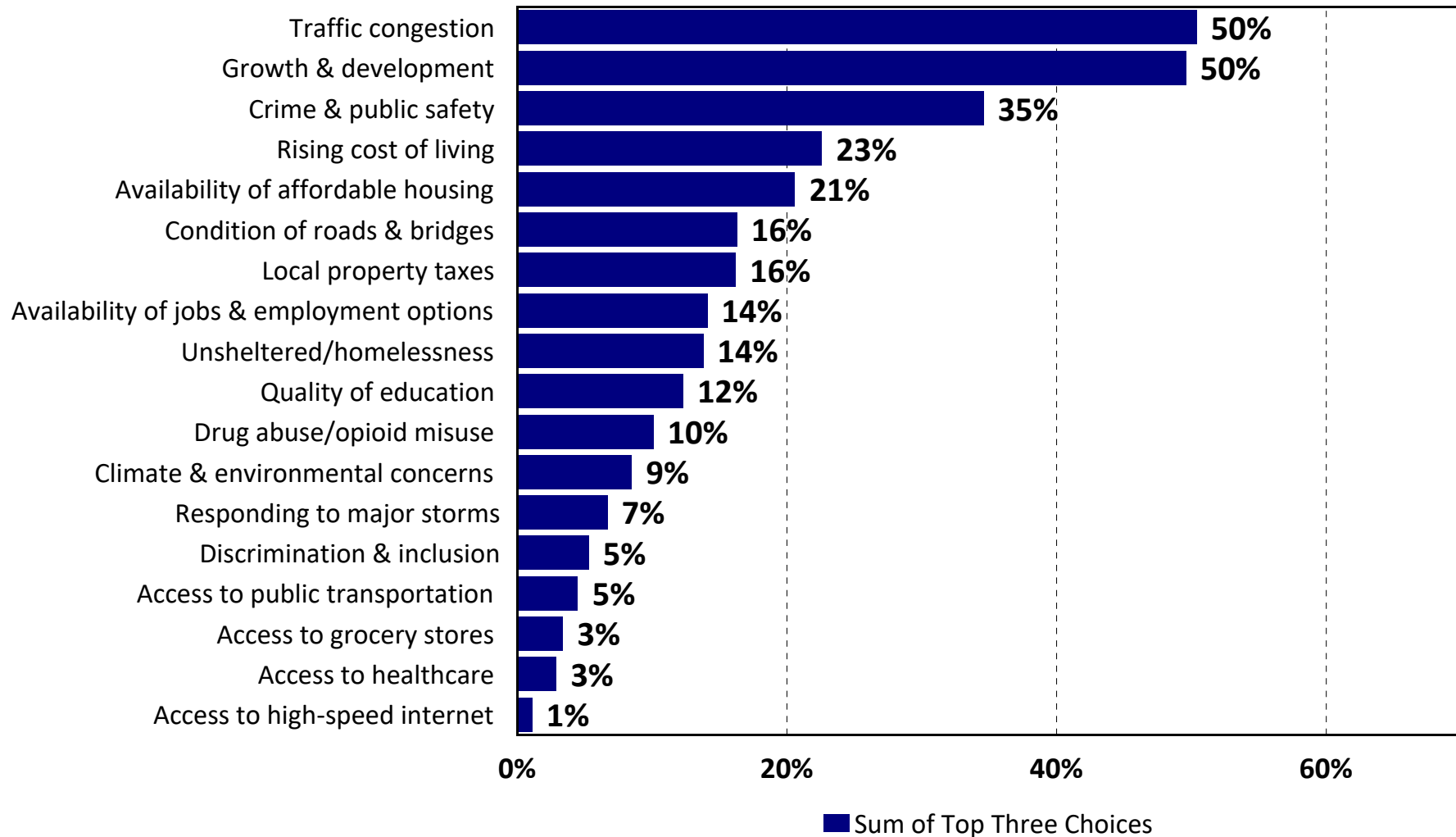
Trends: Ratings of the City of Wilmington (2007, 2019 & 2021)

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



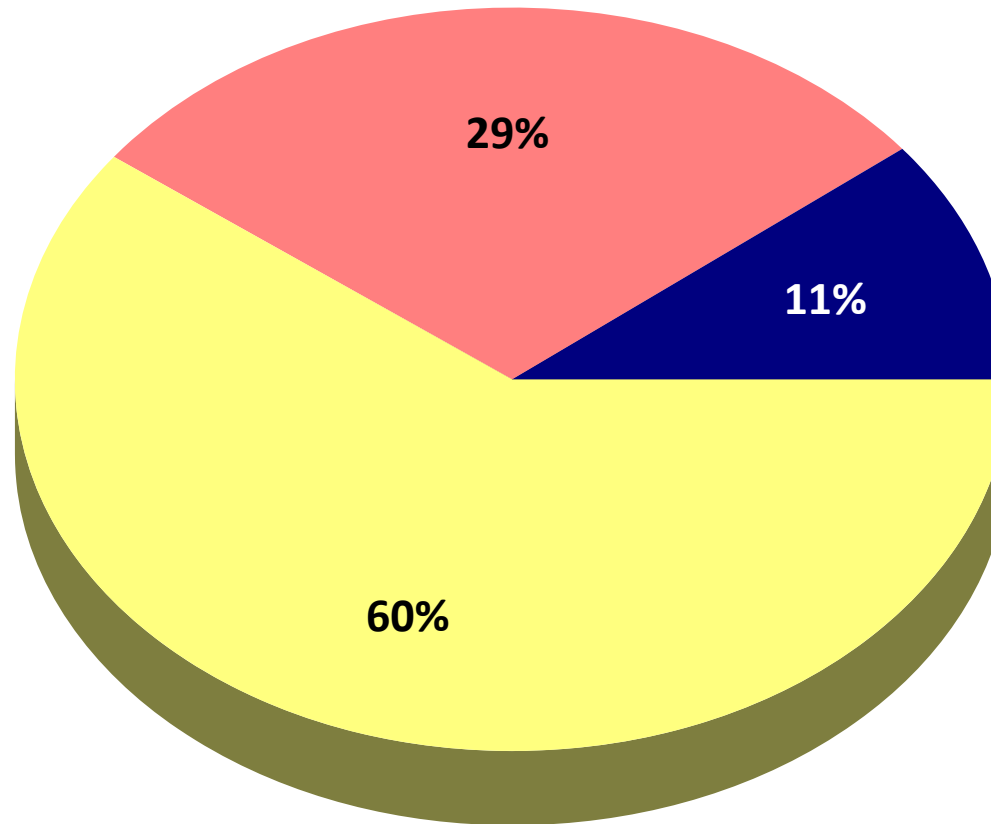
Q16. Most Important Challenges Facing Those Who Live in the City of Wilmington Today

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



Q17. Amount of Services and Resources That Residents Think They Receive Compared to Other Parts of the City

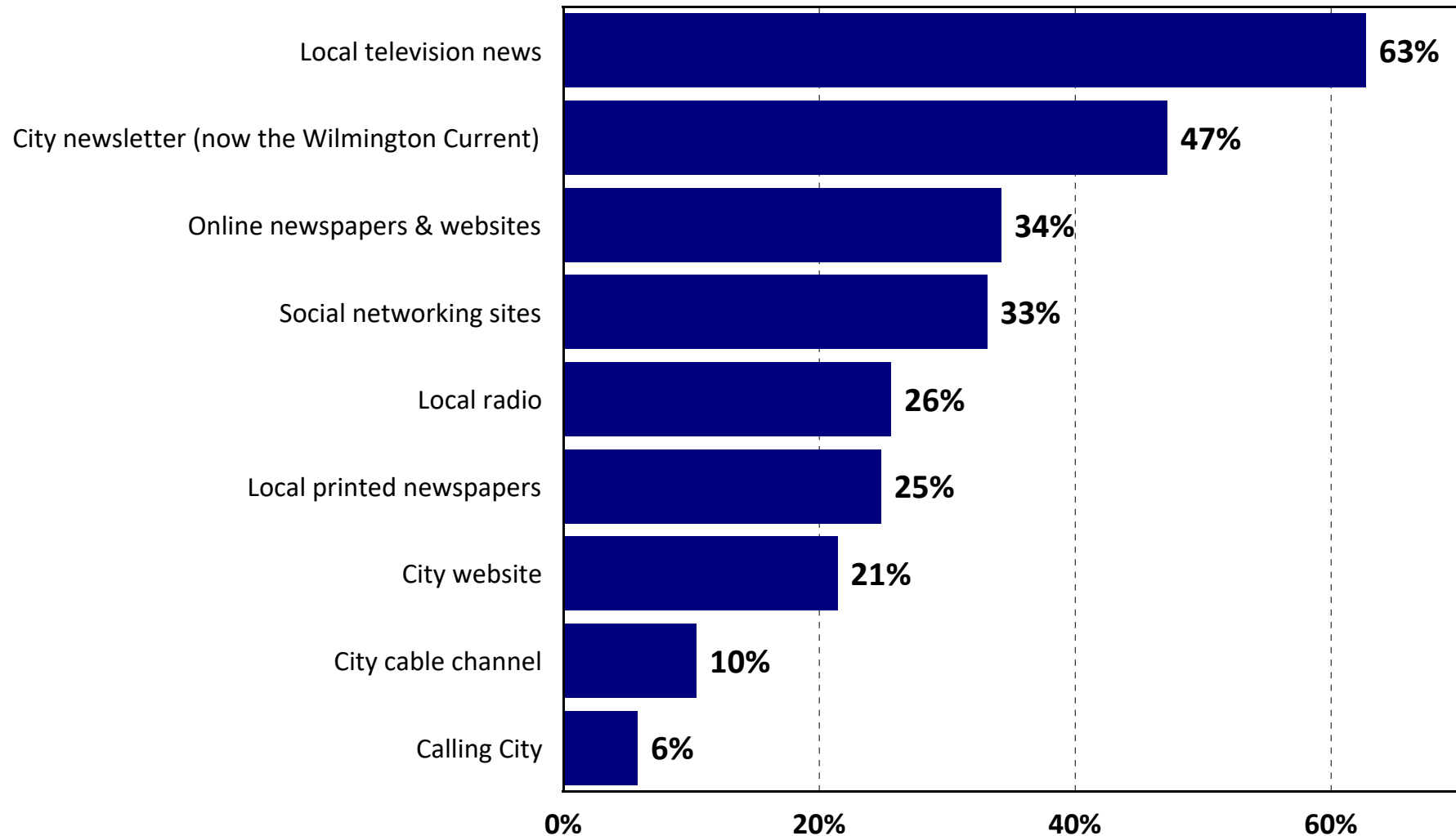
by percentage of respondents (excluding "not provided")



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

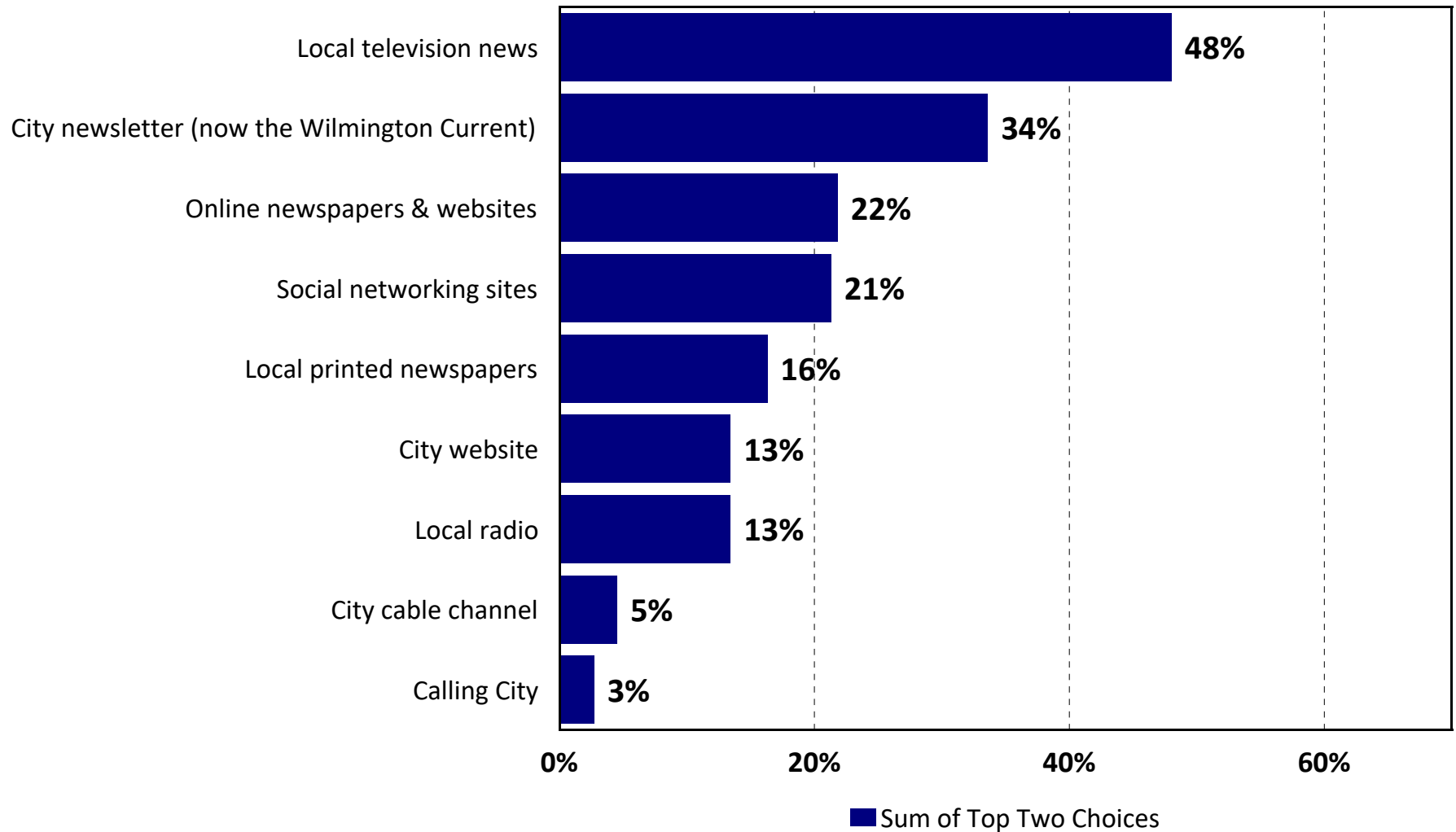
Q18. Where Residents Currently Receive News and Information About City Government and Services

by percentage of respondents (multiple selections could be made)



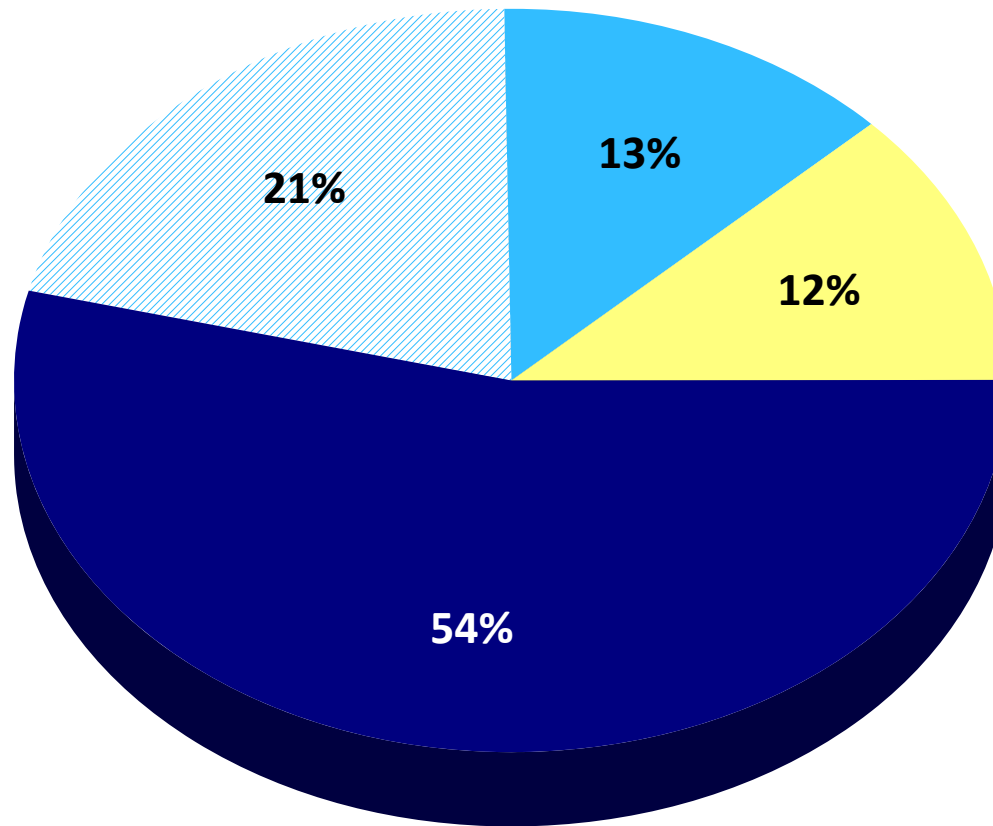
Q19. Sources of News and Information That Residents Find Most Helpful and Informative

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



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

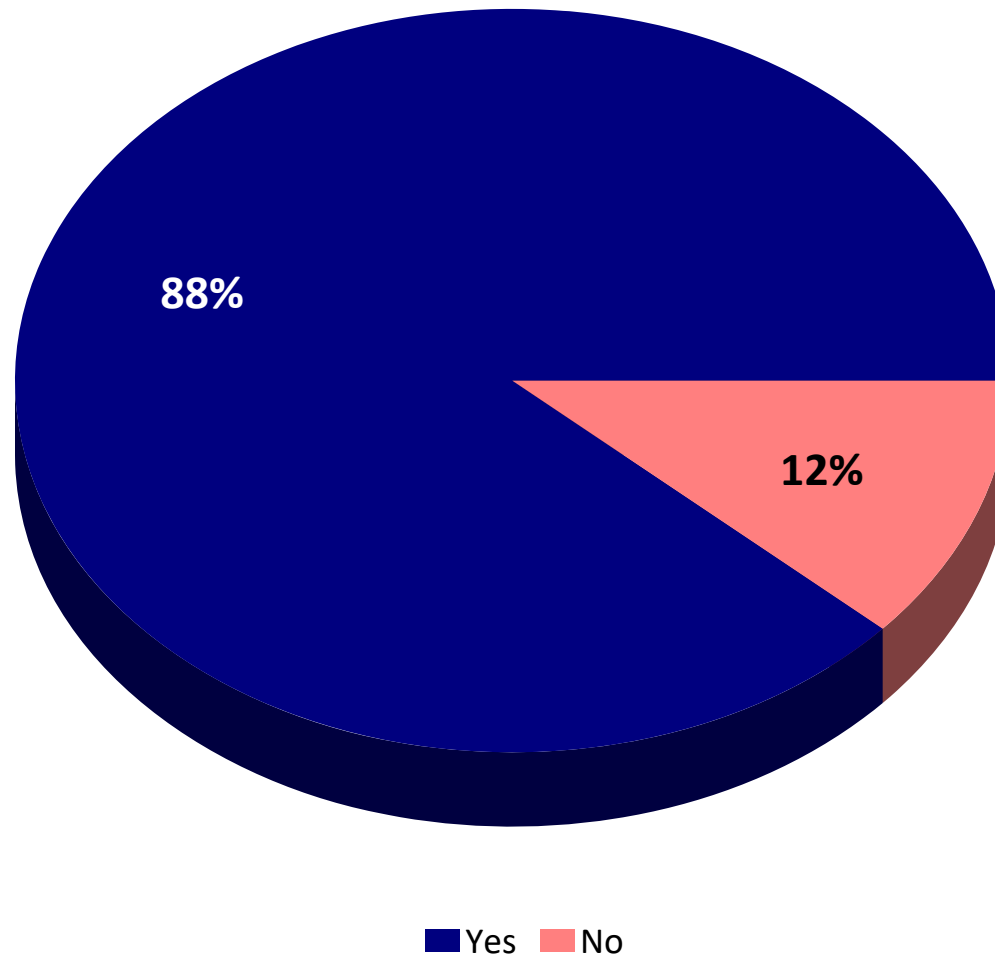
by percentage of respondents (excluding "not provided")



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

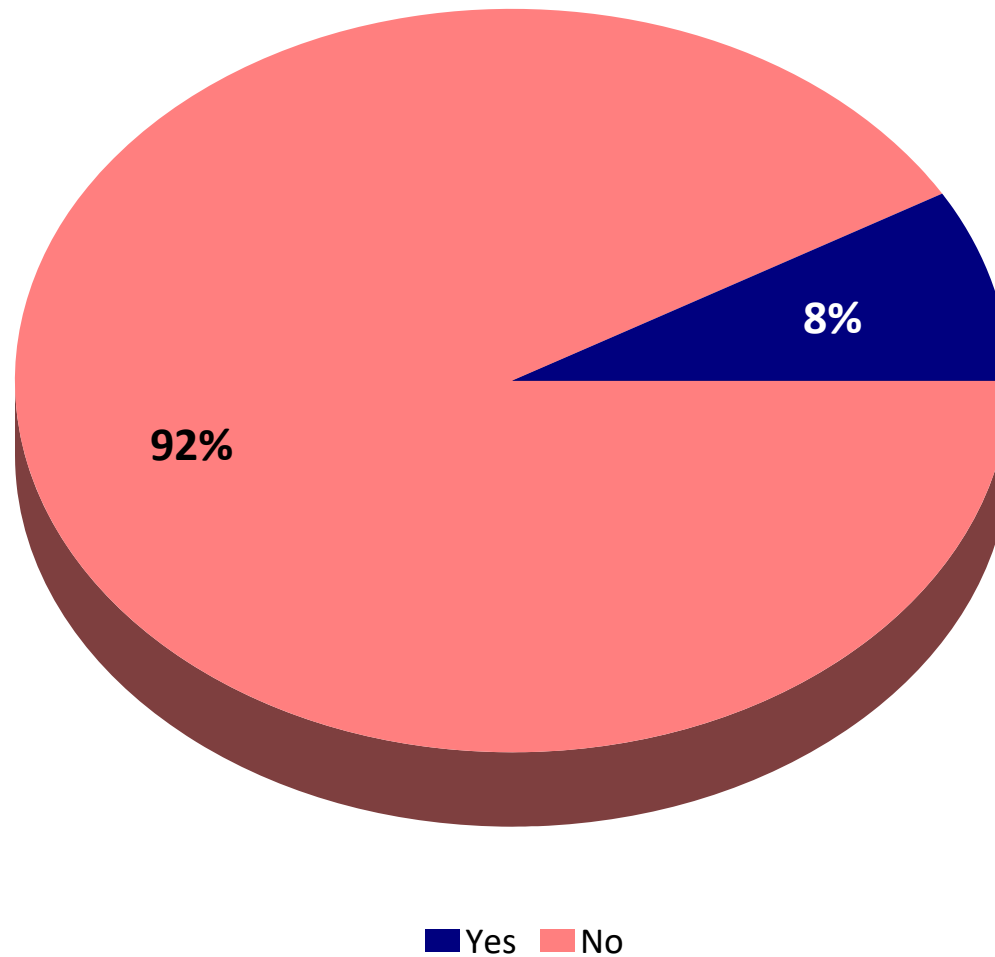
Demographics: Have you visited Downtown Wilmington during the past year?

by percentage of respondents (excluding "not provided")



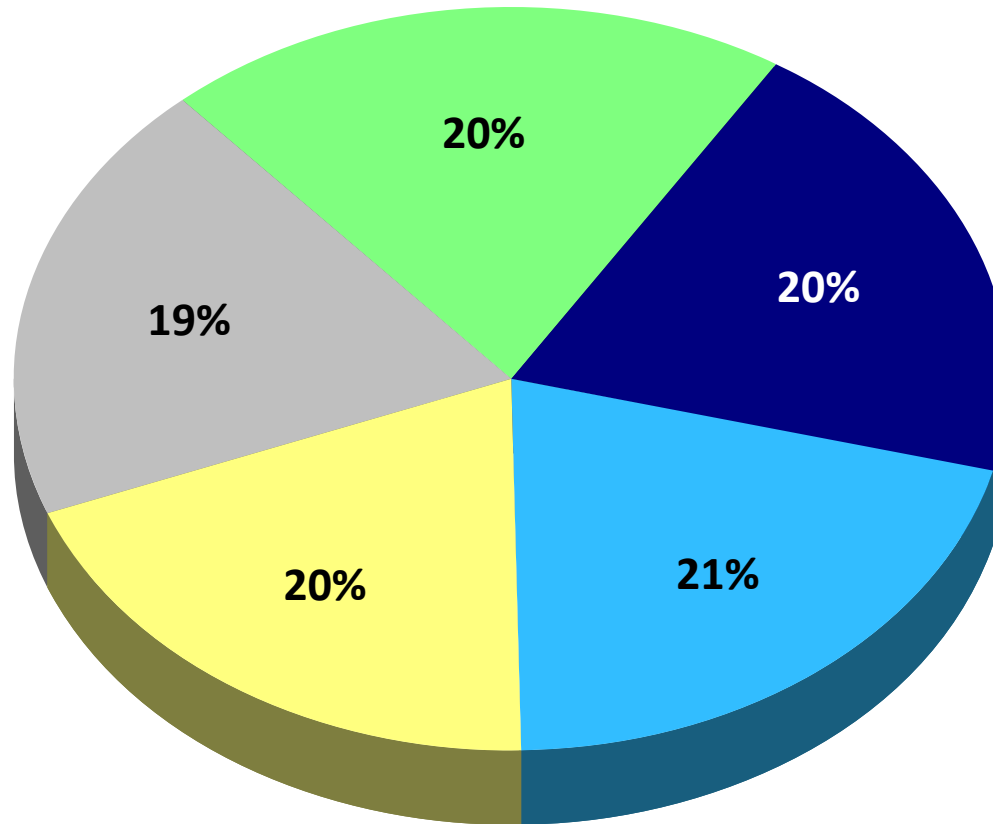
Demographics: Have you been a victim of a crime in the City of Wilmington during the past year?

by percentage of respondents (excluding "not provided")



Demographics: What is your age?

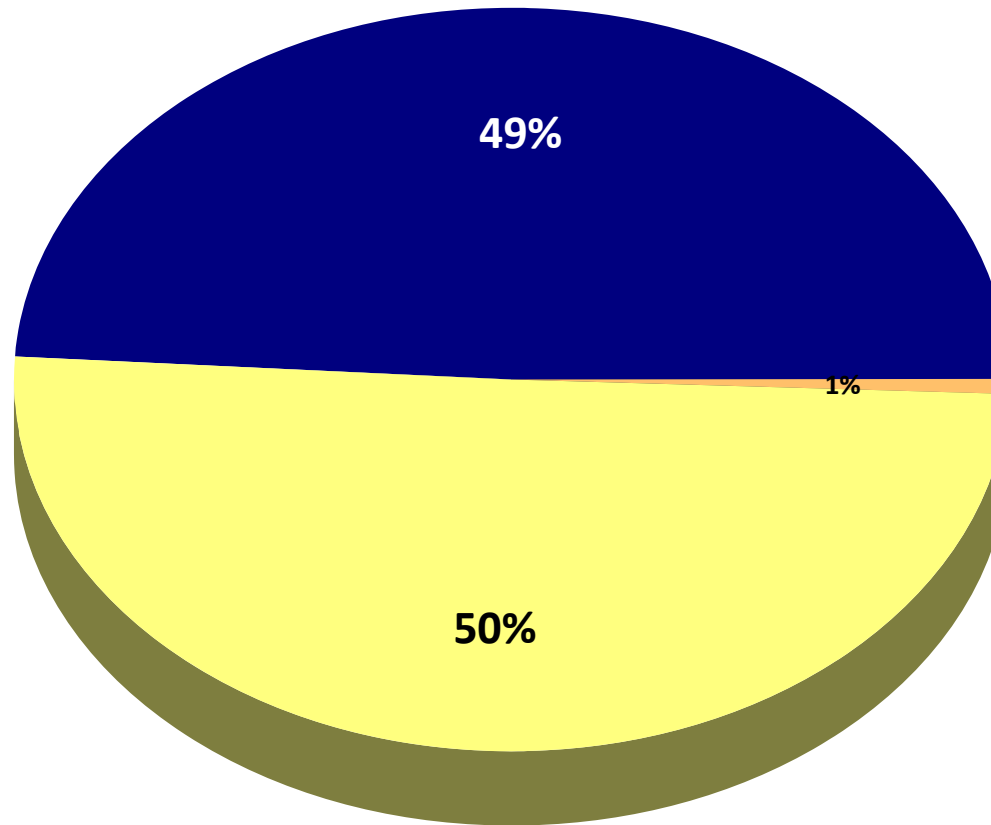
by percentage of respondents (excluding "not provided")



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

Demographics: What is your gender?

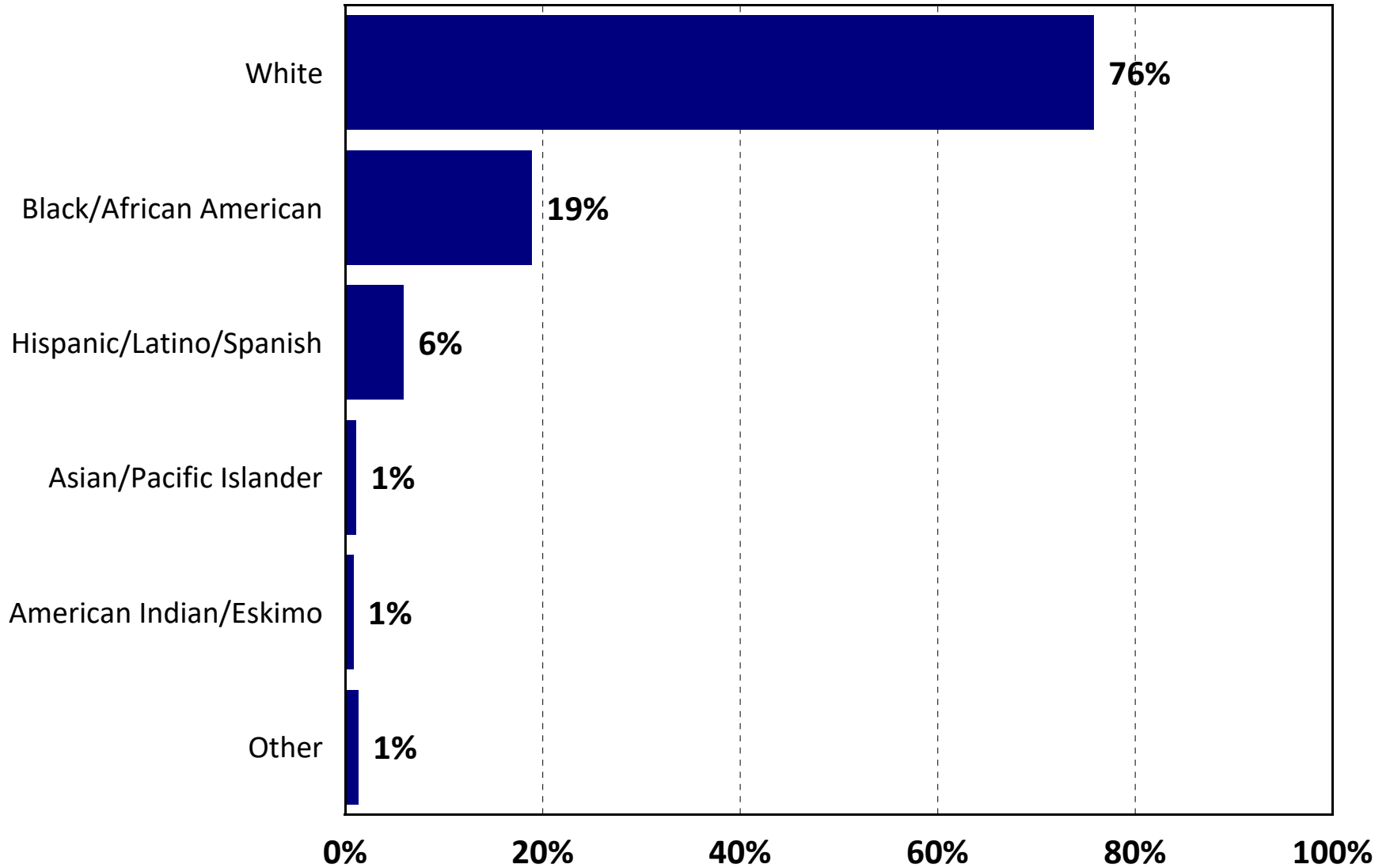
by percentage of respondents (excluding "not provided")



■ Man ■ Woman ■ Transgender, non-binary/non-conforming

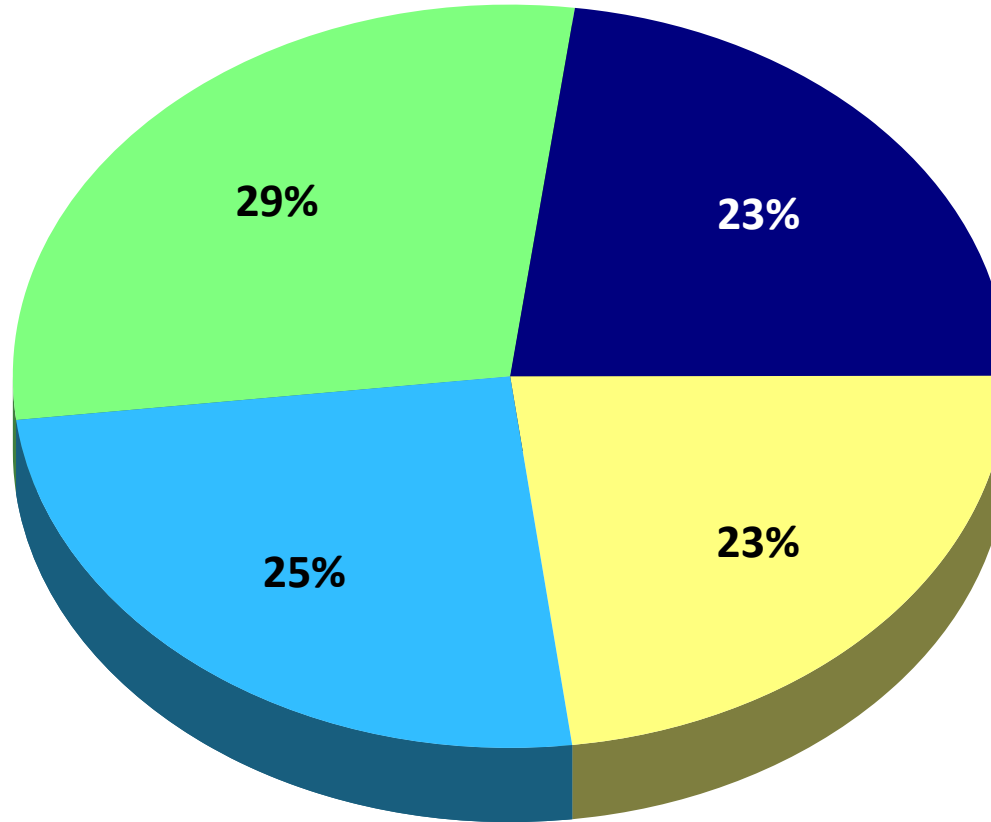
Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")



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



2 Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states.

This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of over 5,000 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 2020. 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 Regional Average” shown in the charts reflects the results of the regional survey of more than 300 residents in the Atlantic Region.

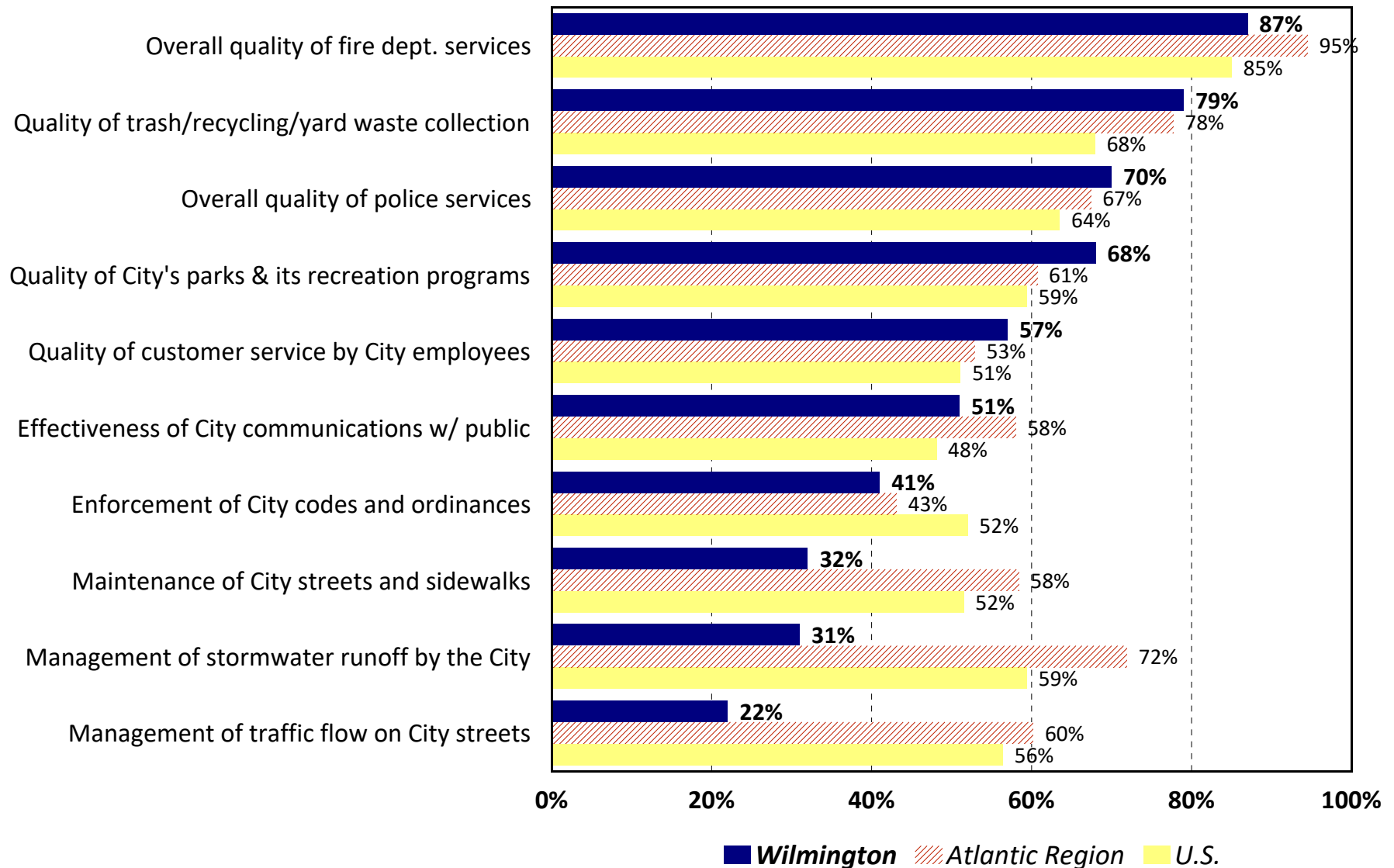
National Benchmarks

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Overall Satisfaction with Various City Services

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

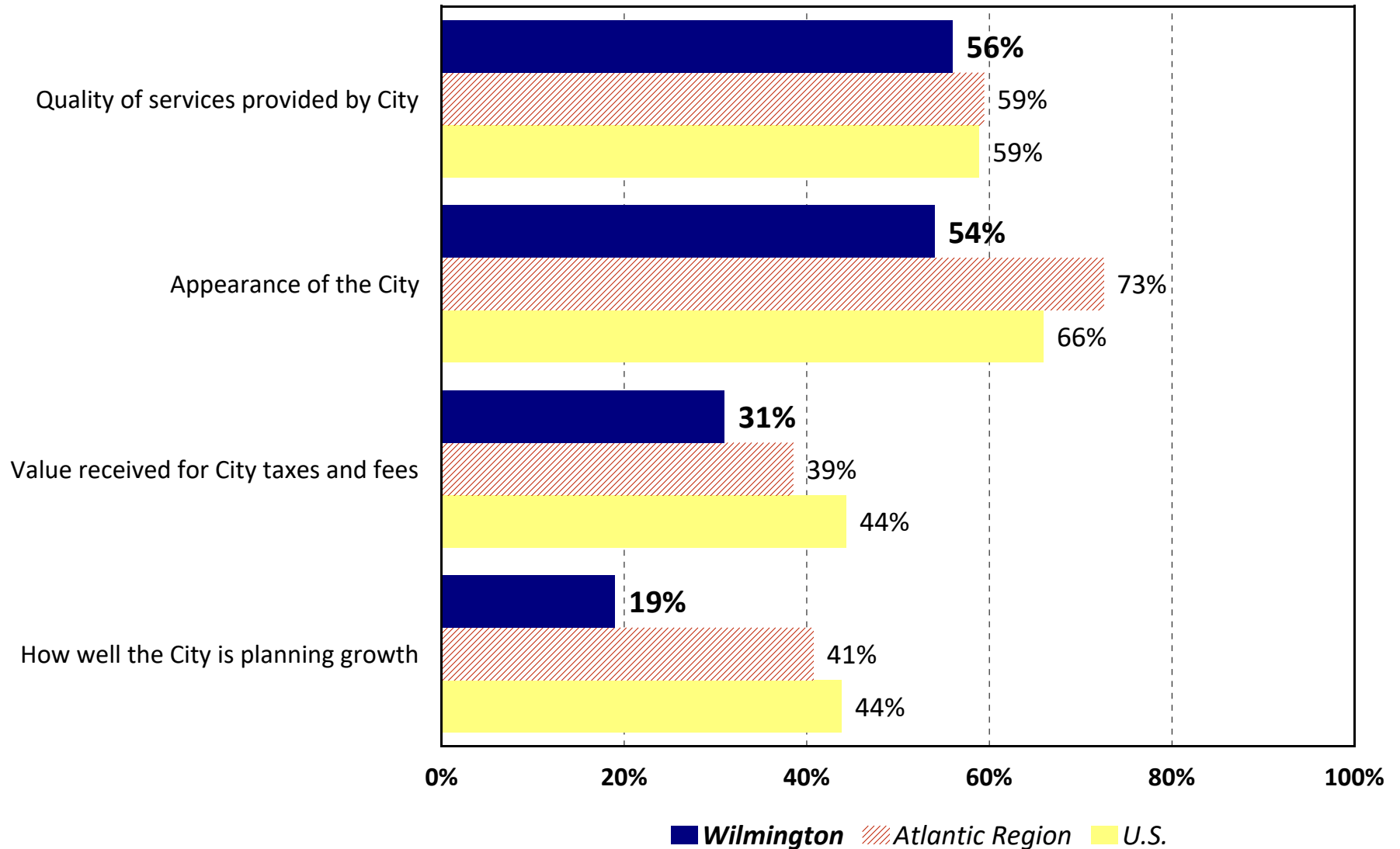
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Perceptions of the City

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

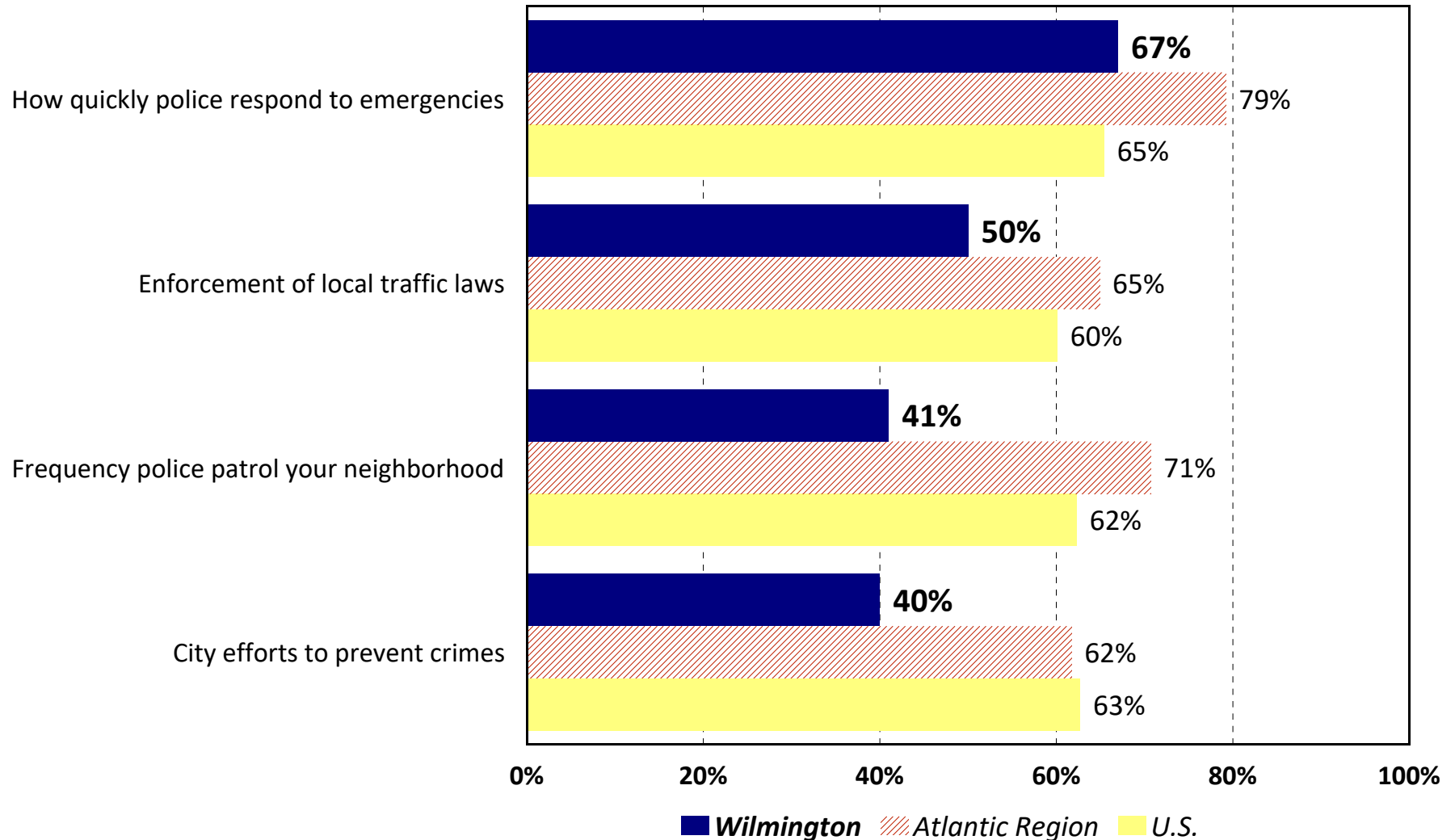
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety Services

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

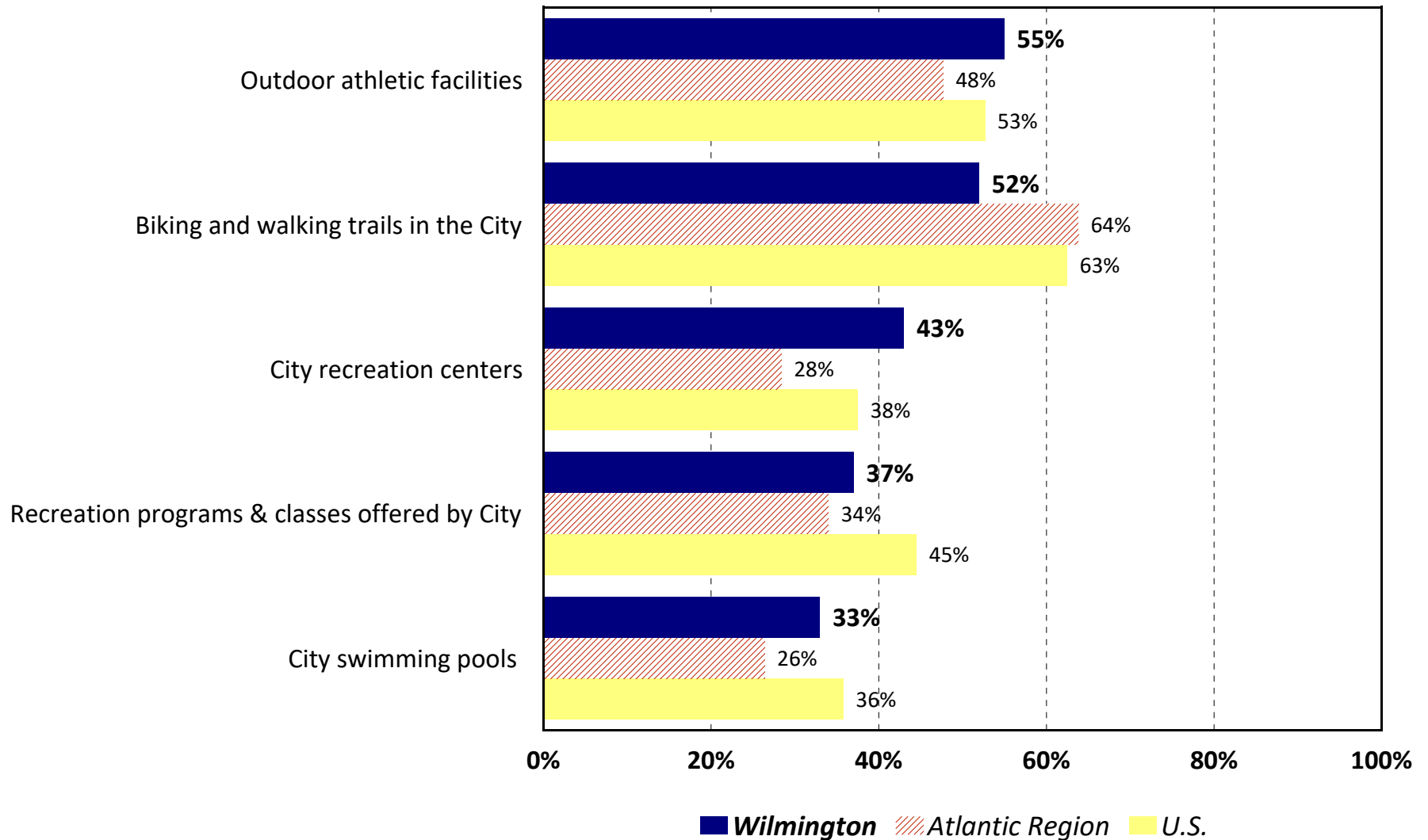
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Parks and Recreation

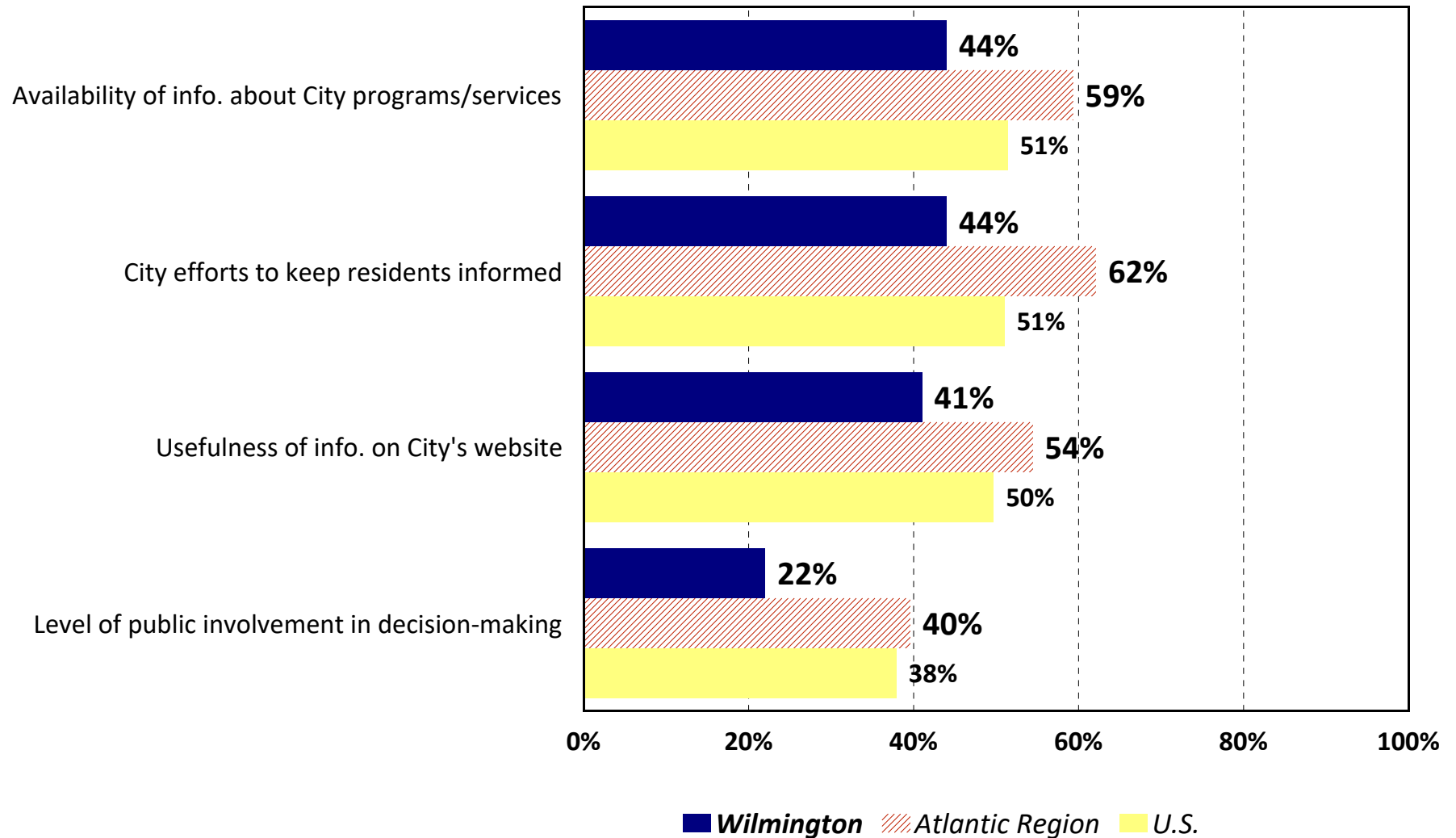
Wilmington vs. Atlantic Region vs. the U.S.

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)



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

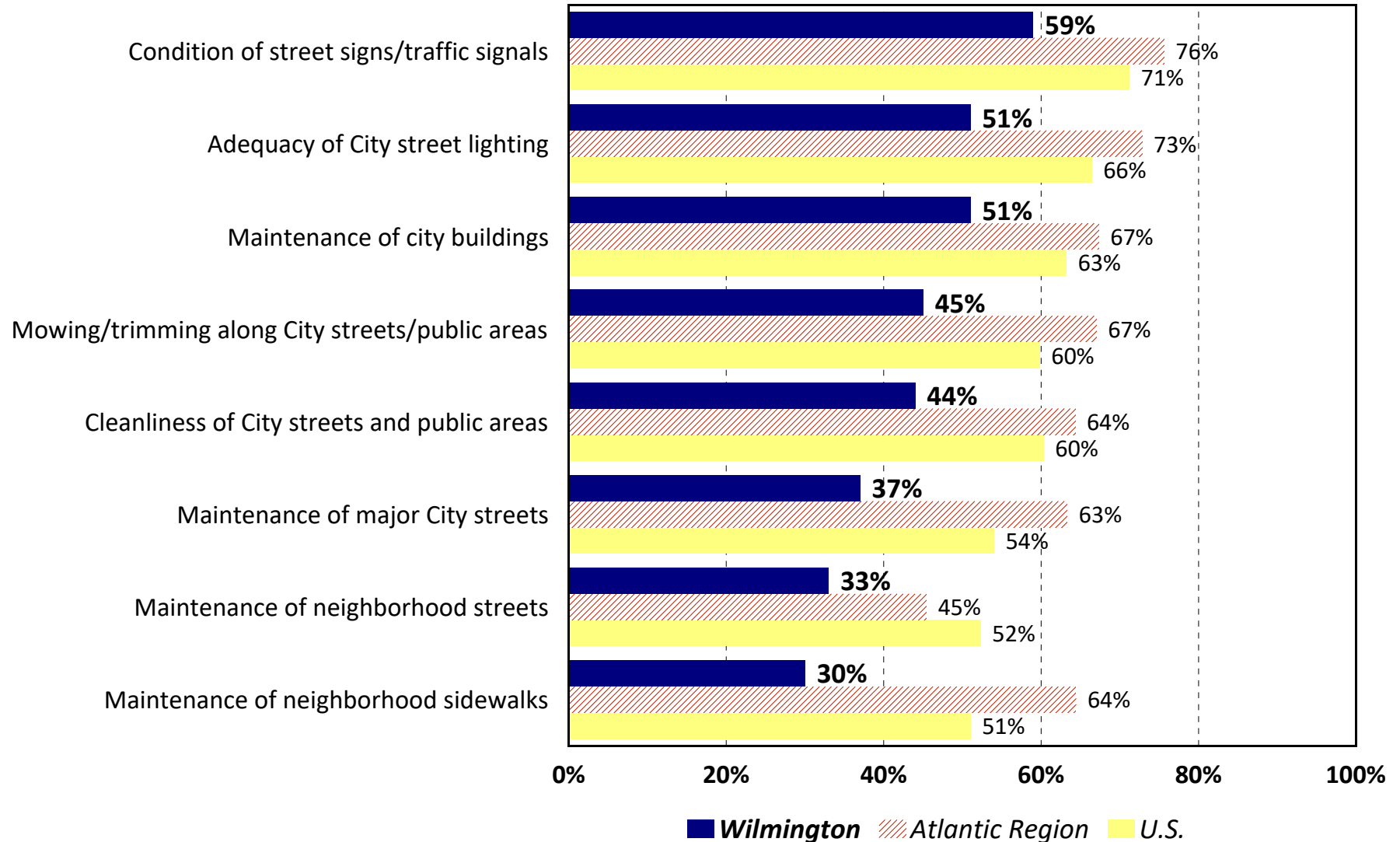
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Maintenance

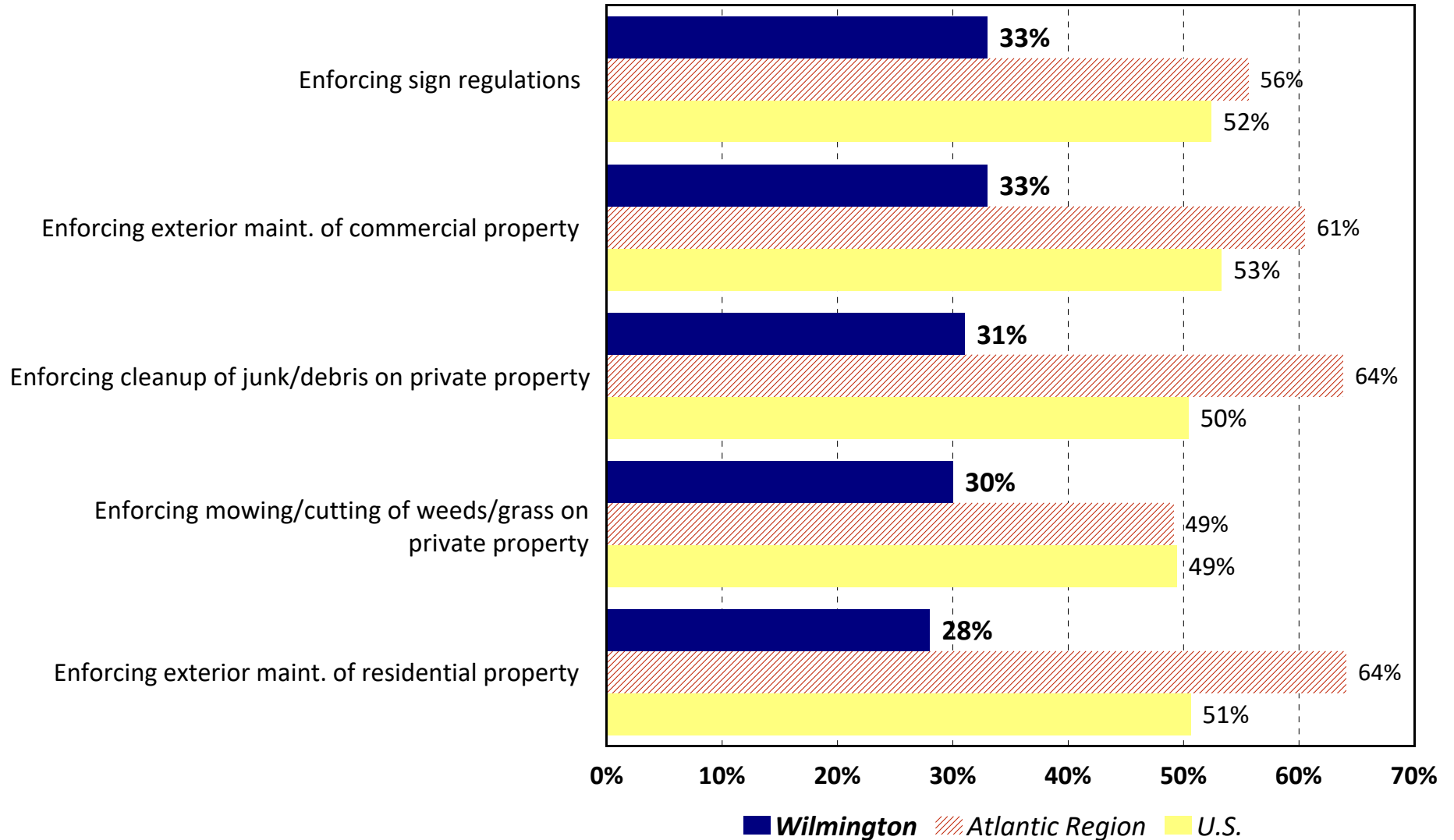
Wilmington vs. Atlantic Region vs. the U.S.

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



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

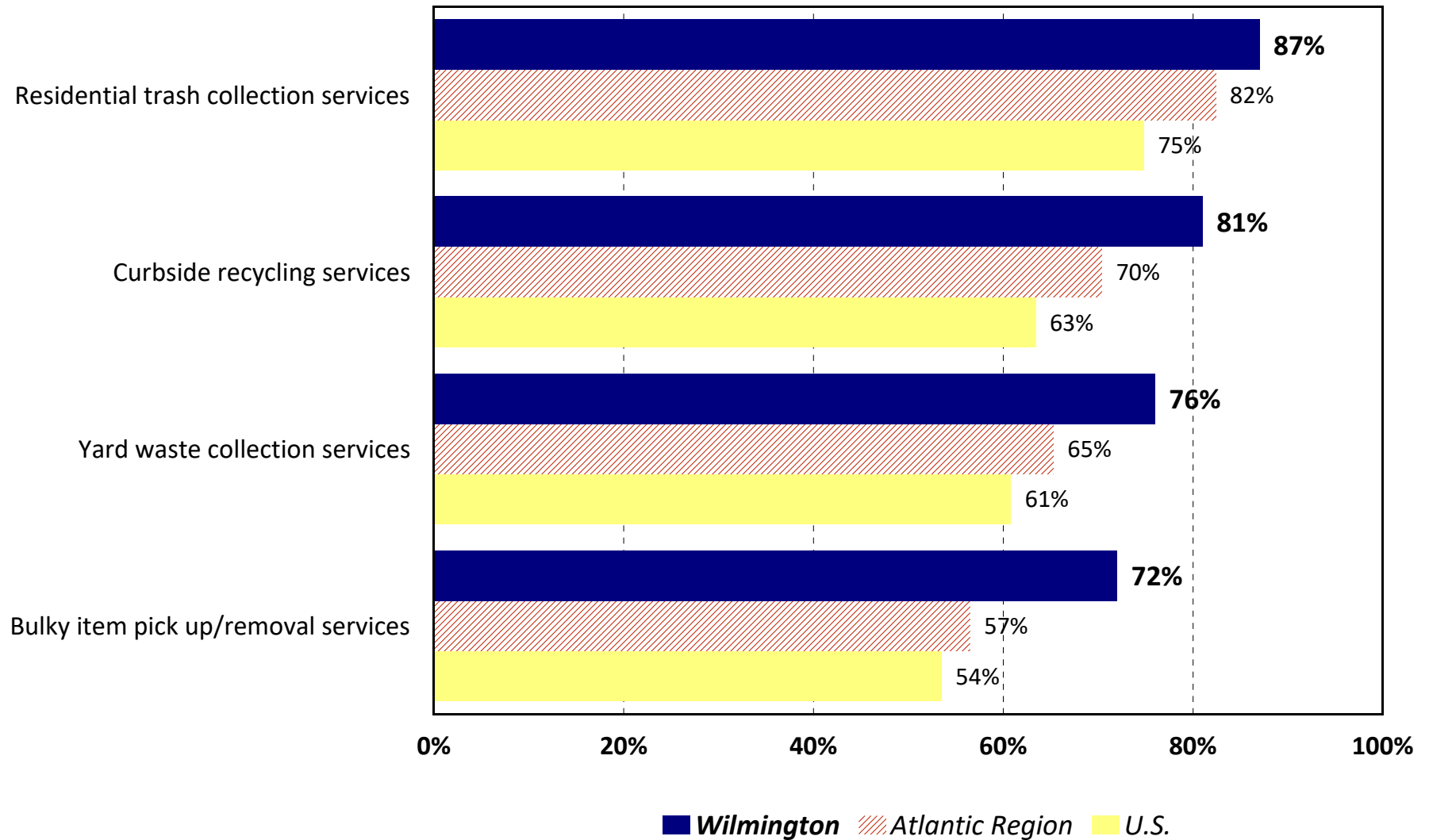
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Public Services

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

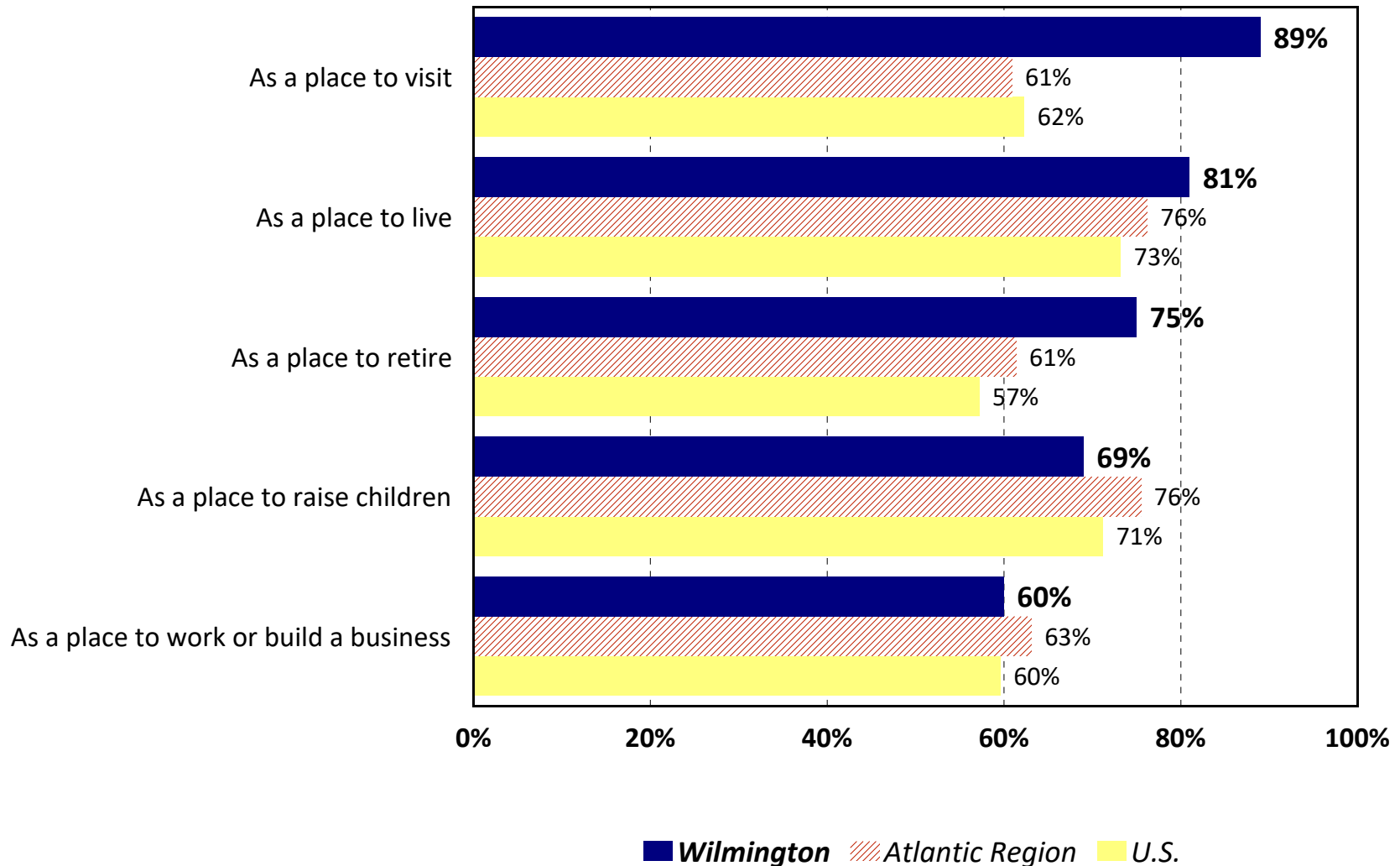
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Ratings of the Community

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

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



A graphic consisting of a white circle with a dark blue border containing the number '3', followed by a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white.

3 Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis



Overview

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

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

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

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

Example of the Calculation

Respondents were asked to identify the major City services that were most important to their household. More than half (53.6%) of the respondent households selected "*management of traffic flow on City streets*" as one of the most important services for the City to provide.

With regard to satisfaction, 22.5% of respondents surveyed rated "*management of traffic flow on City streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 53.6% was multiplied by 77.5% (1 - 0.225). This calculation yielded an I-S rating of 0.4154, which ranked first out of ten categories of major City services analyzed.

Importance-Satisfaction Analysis



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

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

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

Interpreting the Ratings

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

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

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

Importance-Satisfaction Rating

City of Wilmington

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	54%	2	23%	10	0.4154	1
Maintenance of City streets and sidewalks	52%	3	32%	8	0.3526	2
<u>High Priority (IS .10-.20)</u>						
Management of stormwater runoff by the City	27%	5	31%	9	0.1834	3
Overall quality of police services	58%	1	70%	3	0.1775	4
<u>Medium Priority (IS <.10)</u>						
Enforcement of City codes and ordinances	13%	8	41%	7	0.0759	5
Effectiveness of City communications w/ public	12%	9	51%	6	0.0579	6
Quality of City's parks & its recreation programs	16%	6	68%	4	0.0522	7
Overall quality of fire dept. services	28%	4	87%	1	0.0353	8
Quality of trash/recycling/yard waste collection	15%	7	79%	2	0.0304	9
Quality of customer service by City employees	6%	10	57%	5	0.0254	10

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
City efforts to prevent crimes	40%	1	41%	7	0.2350	1
<u>High Priority (IS .10-.20)</u>						
How quickly police respond to emergencies	37%	3	67%	3	0.1238	2
Overall police relationship with your community	21%	4	51%	4	0.1027	3
<u>Medium Priority (IS <.10)</u>						
Frequency police patrol your neighborhood	15%	5	41%	6	0.0858	4
Enforcement of local traffic laws	13%	6	50%	5	0.0643	5
Efficiency of City fire & EMS response	39%	2	90%	1	0.0405	6
Fire dept. efforts to prevent injuries/property loss/death	10%	7	86%	2	0.0135	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Biking and walking trails in the City	49%	2	52%	4	0.2343	1
<u>High Priority (IS .10-.20)</u>						
Maintenance/appearance of existing City parks	57%	1	76%	1	0.1404	2
Recreation programs & classes offered by City	17%	4	37%	7	0.1035	3
<u>Medium Priority (IS <.10)</u>						
Number of City parks	24%	3	61%	2	0.0934	4
City recreation centers	11%	6	43%	6	0.0654	5
Outdoor athletic facilities	13%	5	54%	3	0.0576	6
City swimming pools	6%	7	33%	8	0.0389	7
City golf course	4%	8	51%	5	0.0211	8

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of major City streets	52%	1	37%	6	0.3247	1
<u>High Priority (IS .10-.20)</u>						
How quickly street repairs are made	22%	4	18%	11	0.1835	2
Adequate drainage systems for City streets	23%	3	24%	10	0.1737	3
Maintenance of neighborhood streets	24%	2	33%	8	0.1606	4
Timing of traffic signals in the City	19%	5	35%	7	0.1261	5
<u>Medium Priority (IS <.10)</u>						
Cleanliness of City streets and other public areas	15%	6	44%	5	0.0818	6
Maintenance of neighborhood sidewalks	6%	9	30%	9	0.0426	7
Adequacy of City street lighting	8%	7	51%	2	0.0405	8
Mowing/trimming along City streets/public areas	6%	8	46%	4	0.0349	9
Condition of street signs and traffic signals	5%	10	59%	1	0.0198	10
Maintenance of city buildings	1%	11	51%	3	0.0069	11

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Wilmington

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing cleanup of junk/debris on private property	54%	1	31%	3	0.3698	1
Enforcing stormwater drainage pollution regulations	52%	2	34%	6	0.3419	2
<u>High Priority (IS .10-.20)</u>						
Enforcing the mowing/cutting of weeds/grass on private property	21%	3	30%	4	0.1477	3
Enforcing exterior maint. of commercial property	18%	4	33%	2	0.1235	4
Enforcing exterior maint. of residential property	14%	5	28%	5	0.1024	5
<u>Medium Priority (IS <.10)</u>						
Enforcement of sign regulations	14%	6	34%	1	0.0902	6

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

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

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

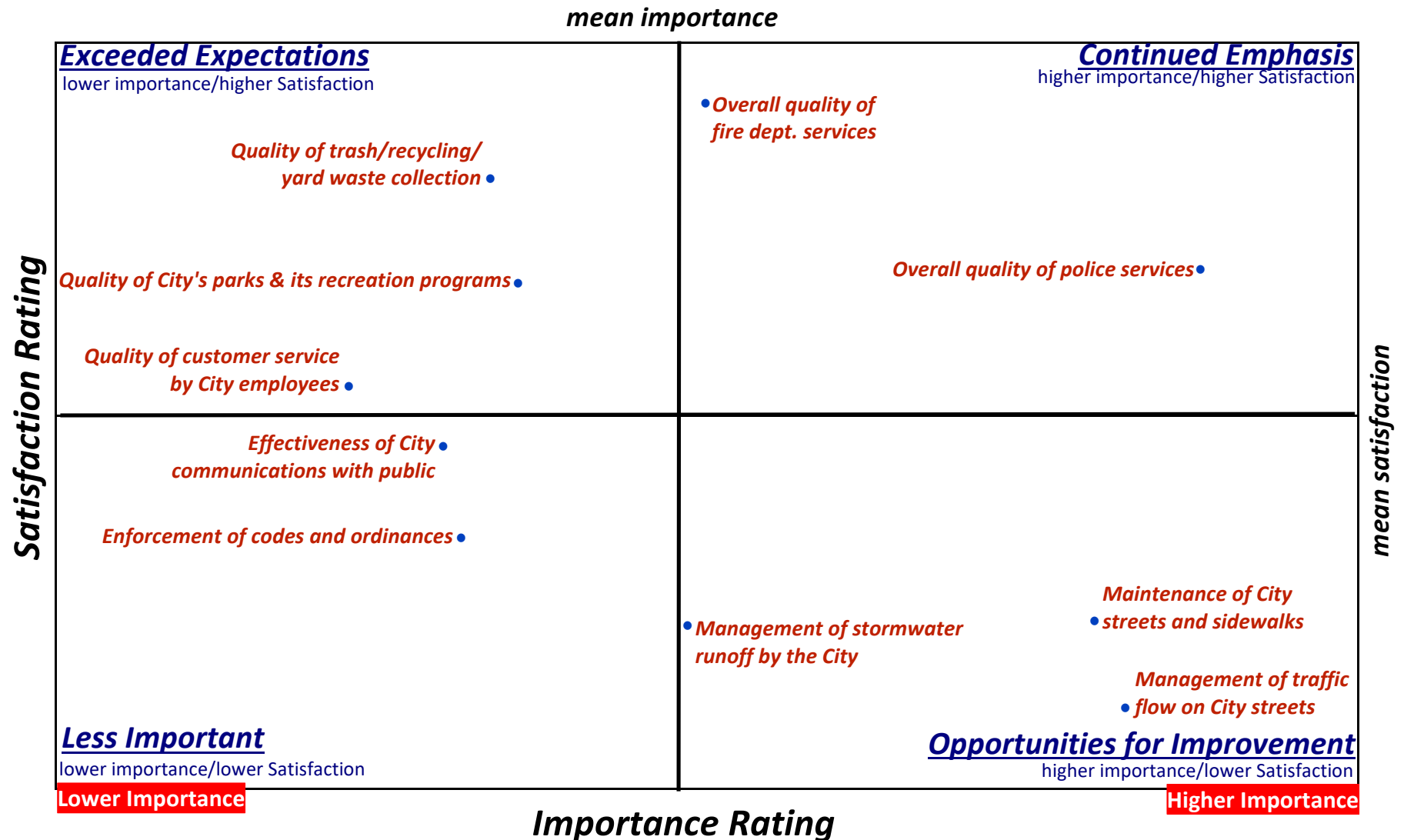
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

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

2021 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Overall City Services-

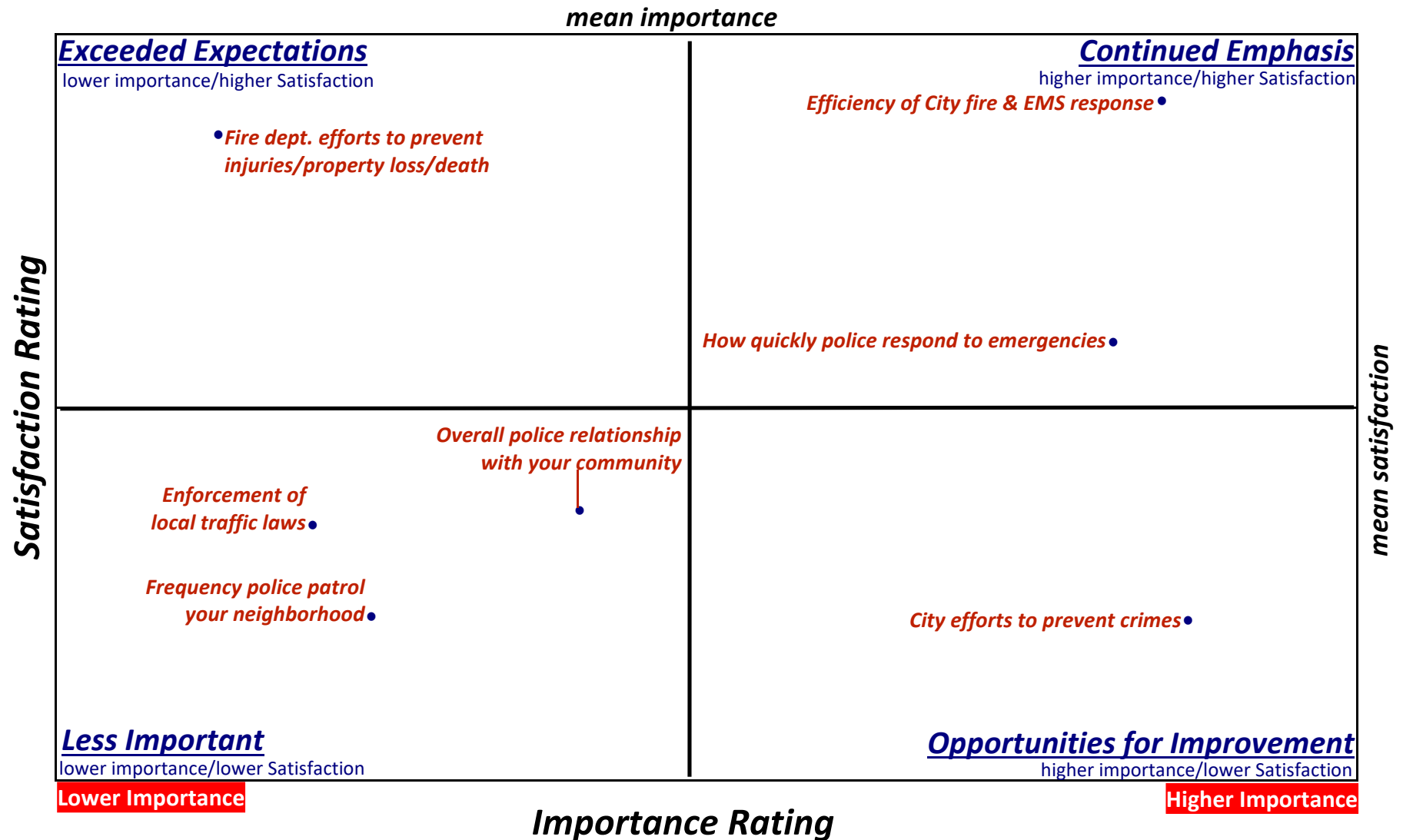
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2021 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Public Safety-

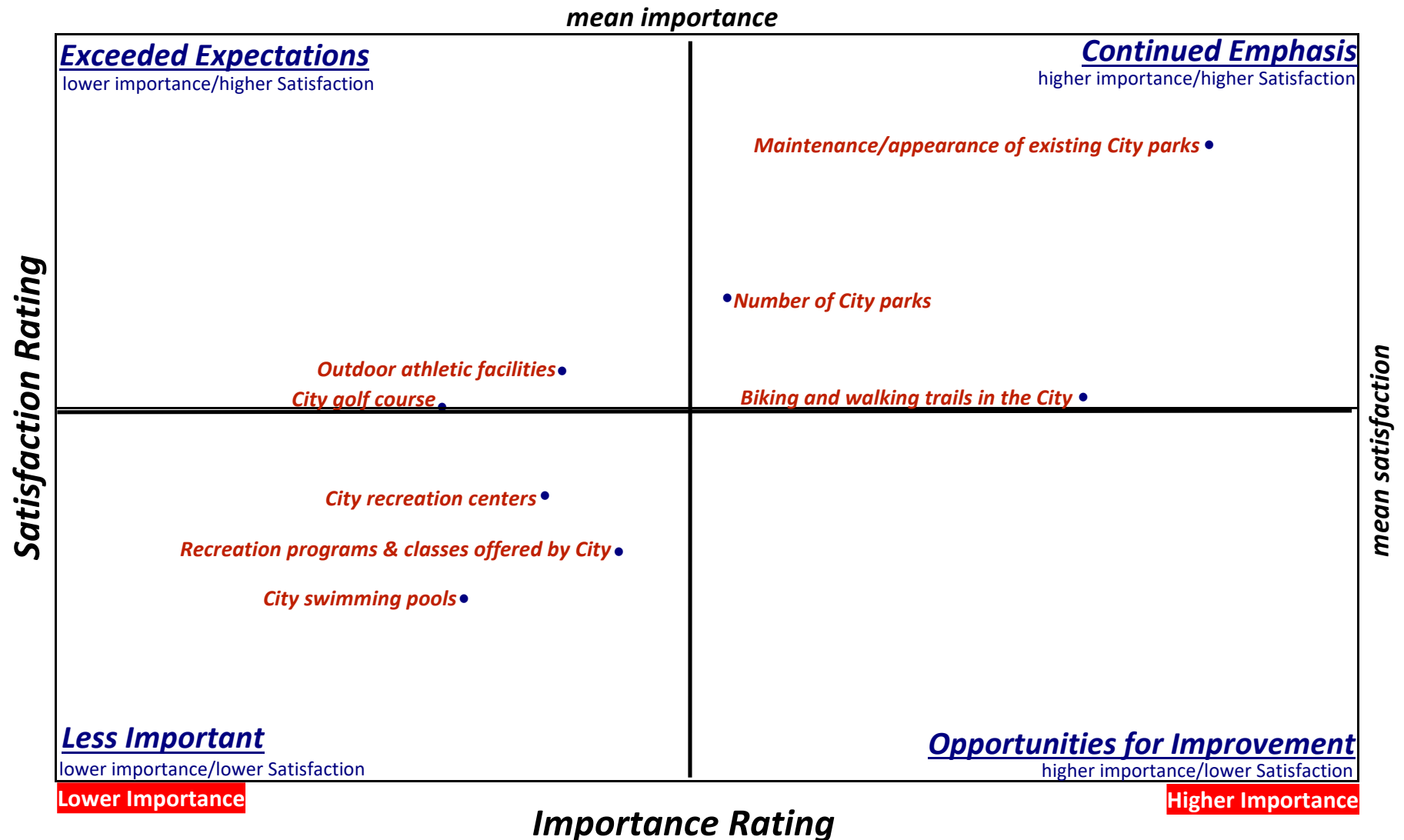
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2021 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

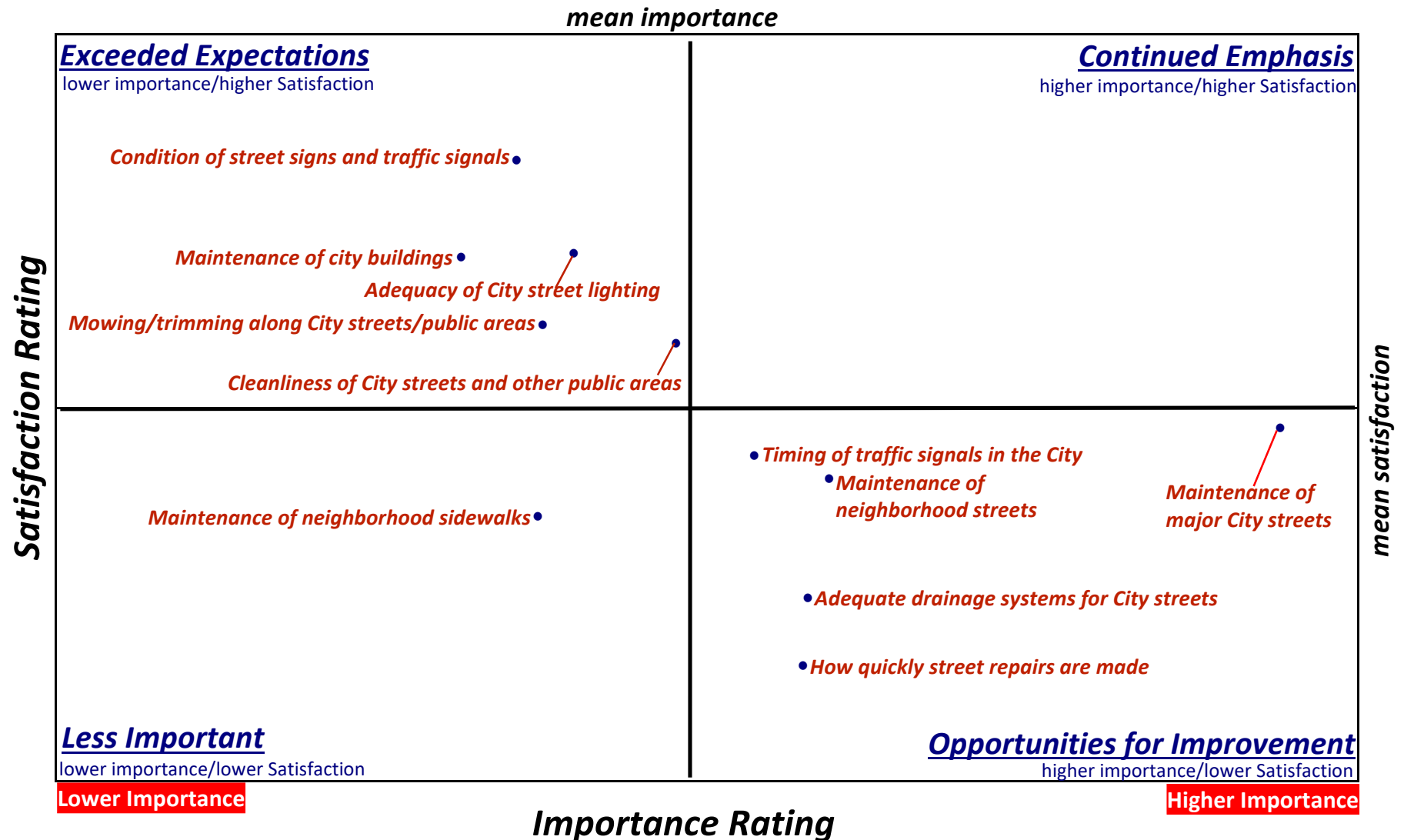
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2021 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Maintenance-

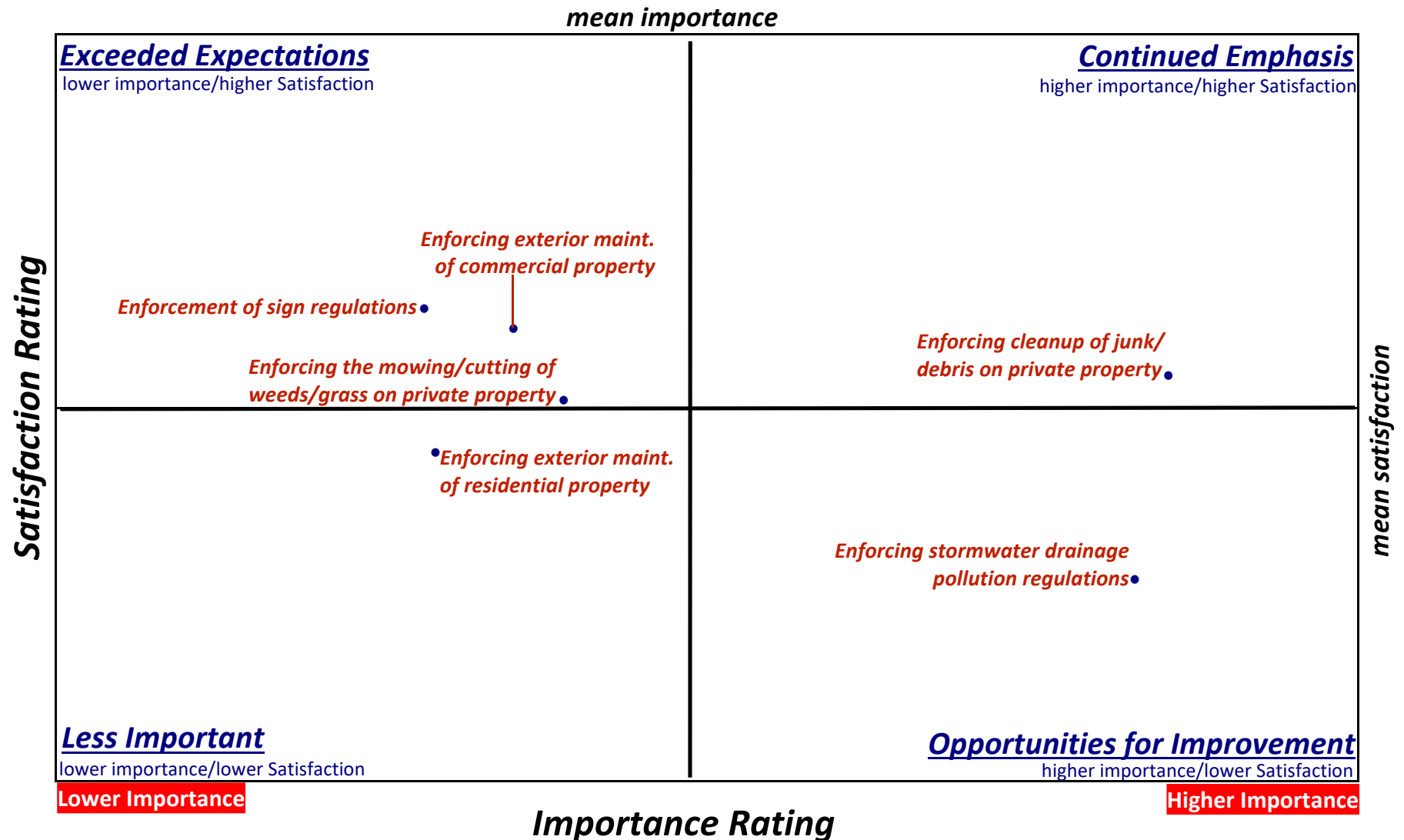
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



2021 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

-Code Enforcement-

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





4

Tabular Data

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall maintenance of City streets & sidewalks	3.5%	28.2%	23.0%	32.0%	12.8%	0.5%
Q1-2. Overall quality of City's parks & its recreation programs	12.6%	51.5%	22.6%	6.7%	1.0%	5.6%
Q1-3. Overall quality of police services	17.1%	49.0%	18.2%	7.7%	3.0%	5.0%
Q1-4. Overall quality of fire department services	33.1%	46.2%	11.2%	0.3%	0.0%	9.1%
Q1-5. Overall efforts by City to enforce codes & ordinances	6.2%	29.1%	31.4%	14.4%	5.8%	13.1%
Q1-6. Overall quality of customer service provided by City employees	12.3%	37.4%	29.8%	6.4%	1.4%	12.6%
Q1-7. Overall effectiveness of City communications with the public	8.3%	40.6%	32.5%	12.6%	2.9%	3.0%
Q1-8. Overall management of traffic flow on City streets	3.4%	19.0%	16.5%	34.6%	26.2%	0.3%
Q1-9. Overall management of stormwater runoff by City	4.0%	26.1%	25.9%	27.7%	12.5%	3.8%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	30.7%	45.8%	11.8%	5.9%	2.4%	3.4%

WITHOUT "DON'T KNOW"

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall maintenance of City streets & sidewalks	3.5%	28.3%	23.2%	32.2%	12.9%
Q1-2. Overall quality of City's parks & its recreation programs	13.4%	54.6%	23.9%	7.1%	1.0%
Q1-3. Overall quality of police services	18.0%	51.5%	19.2%	8.1%	3.2%
Q1-4. Overall quality of fire department services	36.4%	50.9%	12.3%	0.4%	0.0%
Q1-5. Overall efforts by City to enforce codes & ordinances	7.2%	33.5%	36.1%	16.6%	6.6%
Q1-6. Overall quality of customer service provided by City employees	14.1%	42.9%	34.1%	7.3%	1.6%
Q1-7. Overall effectiveness of City communications with the public	8.6%	41.9%	33.5%	13.0%	3.0%
Q1-8. Overall management of traffic flow on City streets	3.4%	19.1%	16.5%	34.7%	26.3%
Q1-9. Overall management of stormwater runoff by City	4.2%	27.1%	27.0%	28.8%	13.0%
Q1-10. Overall quality of trash, recycling, & yard waste collection services	31.8%	47.4%	12.3%	6.1%	2.5%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	119	19.0 %
Overall quality of City's parks & its recreation programs	18	2.9 %
Overall quality of police services	219	35.0 %
Overall quality of fire department services	31	5.0 %
Overall efforts by City to enforce codes & ordinances	17	2.7 %
Overall quality of customer service provided by City employees	7	1.1 %
Overall effectiveness of City communications with the public	17	2.7 %
Overall management of traffic flow on City streets	112	17.9 %
Overall management of stormwater runoff by City	37	5.9 %
Overall quality of trash, recycling, & yard waste collection services	13	2.1 %
None chosen	35	5.6 %
Total	625	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	107	17.1 %
Overall quality of City's parks & its recreation programs	36	5.8 %
Overall quality of police services	89	14.2 %
Overall quality of fire department services	104	16.6 %
Overall efforts by City to enforce codes & ordinances	21	3.4 %
Overall quality of customer service provided by City employees	12	1.9 %
Overall effectiveness of City communications with the public	14	2.2 %
Overall management of traffic flow on City streets	118	18.9 %
Overall management of stormwater runoff by City	57	9.1 %
Overall quality of trash, recycling, & yard waste collection services	24	3.8 %
None chosen	43	6.9 %
Total	625	100.0 %

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

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets & sidewalks	97	15.5 %
Overall quality of City's parks & its recreation programs	48	7.7 %
Overall quality of police services	56	9.0 %
Overall quality of fire department services	39	6.2 %
Overall efforts by City to enforce codes & ordinances	42	6.7 %
Overall quality of customer service provided by City employees	18	2.9 %
Overall effectiveness of City communications with the public	42	6.7 %
Overall management of traffic flow on City streets	105	16.8 %
Overall management of stormwater runoff by City	73	11.7 %
Overall quality of trash, recycling, & yard waste collection services	54	8.6 %
None chosen	51	8.2 %
Total	625	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the major categories of city services listed above 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	323	51.7 %
Overall quality of City's parks & its recreation programs	102	16.3 %
Overall quality of police services	364	58.2 %
Overall quality of fire department services	174	27.8 %
Overall efforts by City to enforce codes & ordinances	80	12.8 %
Overall quality of customer service provided by City employees	37	5.9 %
Overall effectiveness of City communications with the public	73	11.7 %
Overall management of traffic flow on City streets	335	53.6 %
Overall management of stormwater runoff by City	167	26.7 %
Overall quality of trash, recycling, & yard waste collection services	91	14.6 %
None chosen	35	5.6 %
Total	1781	

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=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	7.4%	45.9%	33.3%	9.3%	0.8%	3.4%
Q3-2. Appearance of City	8.8%	44.3%	24.5%	17.8%	3.2%	1.4%
Q3-3. How well City is planning for growth	4.0%	14.2%	19.7%	30.1%	27.4%	4.6%
Q3-4. Overall quality of life in City	10.1%	45.4%	27.5%	11.0%	2.6%	3.4%
Q3-5. Availability of job opportunities	6.9%	22.6%	30.7%	15.0%	8.0%	16.8%
Q3-6. Overall value you receive for City taxes & fees	4.5%	25.1%	34.7%	21.3%	10.1%	4.3%

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=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	7.6%	47.5%	34.4%	9.6%	0.8%
Q3-2. Appearance of City	8.9%	45.0%	24.8%	18.0%	3.2%
Q3-3. How well City is planning for growth	4.2%	14.9%	20.6%	31.5%	28.7%
Q3-4. Overall quality of life in City	10.4%	47.0%	28.5%	11.4%	2.6%
Q3-5. Availability of job opportunities	8.3%	27.1%	36.9%	18.1%	9.6%
Q3-6. Overall value you receive for City taxes & fees	4.7%	26.3%	36.3%	22.2%	10.5%

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Efficiency of City fire & EMS response	34.9%	39.7%	7.8%	0.5%	0.3%	16.8%
Q4-2. Fire department efforts to prevent injuries, property loss, & death	28.0%	40.2%	10.1%	0.5%	0.2%	21.1%
Q4-3. Enforcement of local traffic laws	9.4%	36.8%	24.6%	16.0%	6.1%	7.0%
Q4-4. How quickly police respond to emergencies	18.9%	34.2%	20.0%	4.8%	1.4%	20.6%
Q4-5. Frequency that police officers patrol your neighborhood	7.8%	29.0%	27.2%	18.7%	6.7%	10.6%
Q4-6. Overall police relationship with your community	11.2%	34.2%	32.6%	7.5%	3.4%	11.0%
Q4-7. City efforts to prevent crimes	7.2%	27.8%	29.3%	16.6%	5.0%	14.1%

WITHOUT "DON'T KNOW"

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Efficiency of City fire & EMS response	41.9%	47.7%	9.4%	0.6%	0.4%
Q4-2. Fire department efforts to prevent injuries, property loss, & death	35.5%	50.9%	12.8%	0.6%	0.2%
Q4-3. Enforcement of local traffic laws	10.2%	39.6%	26.5%	17.2%	6.5%
Q4-4. How quickly police respond to emergencies	23.8%	43.1%	25.2%	6.0%	1.8%
Q4-5. Frequency that police officers patrol your neighborhood	8.8%	32.4%	30.4%	20.9%	7.5%
Q4-6. Overall police relationship with your community	12.6%	38.5%	36.7%	8.5%	3.8%
Q4-7. City efforts to prevent crimes	8.4%	32.4%	34.1%	19.4%	5.8%

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

Q5. Top choice	Number	Percent
Efficiency of City fire & EMS response	154	24.6 %
Fire department efforts to prevent injuries, property loss, & death	16	2.6 %
Enforcement of local traffic laws	30	4.8 %
How quickly police respond to emergencies	105	16.8 %
Frequency that police officers patrol your neighborhood	38	6.1 %
Overall police relationship with your community	58	9.3 %
City efforts to prevent crimes	149	23.8 %
None chosen	75	12.0 %

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

Q5. 2nd choice	Number	Percent
Efficiency of City fire & EMS response	89	14.2 %
Fire department efforts to prevent injuries, property loss, & death	46	7.4 %
Enforcement of local traffic laws	50	8.0 %
How quickly police respond to emergencies	129	20.6 %
Frequency that police officers patrol your neighborhood	53	8.5 %
Overall police relationship with your community	73	11.7 %
City efforts to prevent crimes	99	15.8 %
None chosen	86	13.8 %
Total	625	100.0 %

SUM OF TOP 2 CHOICES

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

Q5. Sum of top 2 choices	Number	Percent
Efficiency of City fire & EMS response	243	38.9 %
Fire department efforts to prevent injuries, property loss, & death	62	9.9 %
Enforcement of local traffic laws	80	12.8 %
How quickly police respond to emergencies	234	37.4 %
Frequency that police officers patrol your neighborhood	91	14.6 %
Overall police relationship with your community	131	21.0 %
City efforts to prevent crimes	248	39.7 %
None chosen	75	12.0 %
Total	1164	

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Maintenance & appearance of existing City parks	17.9%	53.0%	16.6%	5.0%	1.4%	6.1%
Q6-2. Number of City parks	13.6%	42.9%	20.0%	12.8%	3.2%	7.5%
Q6-3. Biking & walking trails in City	10.9%	37.6%	19.4%	18.2%	7.4%	6.6%
Q6-4. City recreation centers	6.1%	27.0%	30.6%	10.9%	3.0%	22.4%
Q6-5. City swimming pools	4.6%	17.6%	29.3%	11.5%	4.6%	32.3%
Q6-6. City golf course	9.4%	25.4%	29.1%	3.0%	1.6%	31.4%
Q6-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	8.8%	35.8%	29.3%	5.6%	2.7%	17.8%
Q6-8. Recreation programs & classes offered by City	5.0%	21.1%	33.4%	6.7%	3.7%	30.1%

WITHOUT "DON'T KNOW"

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Maintenance & appearance of existing City parks	19.1%	56.4%	17.7%	5.3%	1.5%
Q6-2. Number of City parks	14.7%	46.4%	21.6%	13.8%	3.5%
Q6-3. Biking & walking trails in City	11.6%	40.2%	20.7%	19.5%	7.9%
Q6-4. City recreation centers	7.8%	34.8%	39.4%	14.0%	3.9%
Q6-5. City swimming pools	6.9%	26.0%	43.3%	17.0%	6.9%
Q6-6. City golf course	13.8%	37.1%	42.4%	4.4%	2.3%
Q6-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	10.7%	43.6%	35.6%	6.8%	3.3%
Q6-8. Recreation programs & classes offered by City	7.1%	30.2%	47.8%	9.6%	5.3%

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

Q7. Top choice	Number	Percent
Maintenance & appearance of existing City parks	260	41.6 %
Number of City parks	59	9.4 %
Biking & walking trails in City	147	23.5 %
City recreation centers	20	3.2 %
City swimming pools	16	2.6 %
City golf course	17	2.7 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	22	3.5 %
Recreation programs & classes offered by City	29	4.6 %
None chosen	55	8.8 %
Total	625	100.0 %

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

Q7. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	98	15.7 %
Number of City parks	91	14.6 %
Biking & walking trails in City	157	25.1 %
City recreation centers	51	8.2 %
City swimming pools	20	3.2 %
City golf course	10	1.6 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	57	9.1 %
Recreation programs & classes offered by City	74	11.8 %
None chosen	67	10.7 %
Total	625	100.0 %

SUM OF TOP 2 CHOICES

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

Q7. Sum of top 2 choices	Number	Percent
Maintenance & appearance of existing City parks	358	57.3 %
Number of City parks	150	24.0 %
Biking & walking trails in City	304	48.6 %
City recreation centers	71	11.4 %
City swimming pools	36	5.8 %
City golf course	27	4.3 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	79	12.6 %
Recreation programs & classes offered by City	103	16.5 %
None chosen	55	8.8 %
Total	1183	

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Availability of information about City programs & services	5.8%	34.6%	31.5%	14.7%	4.0%	9.4%
Q8-2. City efforts to keep residents informed about local issues	6.6%	34.9%	29.8%	18.2%	4.5%	6.1%
Q8-3. Level of public involvement in City decision-making	3.4%	16.0%	30.2%	27.0%	13.3%	10.1%
Q8-4. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	8.5%	33.0%	32.6%	15.2%	3.7%	7.0%
Q8-5. Usefulness of information that is available on City's website	6.6%	26.7%	37.4%	8.5%	2.1%	18.7%

WITHOUT "DON'T KNOW"

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of information about City programs & services	6.4%	38.2%	34.8%	16.3%	4.4%
Q8-2. City efforts to keep residents informed about local issues	7.0%	37.1%	31.7%	19.4%	4.8%
Q8-3. Level of public involvement in City decision-making	3.7%	17.8%	33.6%	30.1%	14.8%
Q8-4. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	9.1%	35.5%	35.1%	16.4%	4.0%
Q8-5. Usefulness of information that is available on City's website	8.1%	32.9%	46.1%	10.4%	2.6%

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Maintenance of major City streets	4.3%	32.3%	19.5%	27.8%	14.6%	1.4%
Q9-2. Maintenance of streets in your neighborhood	4.3%	28.0%	17.6%	27.8%	19.7%	2.6%
Q9-3. How quickly street repairs are made	1.9%	14.9%	20.8%	33.3%	22.1%	7.0%
Q9-4. Condition of street signs & traffic signals	10.2%	47.2%	25.8%	10.2%	4.5%	2.1%
Q9-5. Timing of traffic signals in City	5.4%	28.6%	25.6%	26.6%	11.2%	2.6%
Q9-6. Mowing & tree trimming along City streets & other public areas	6.1%	38.4%	28.6%	16.6%	8.0%	2.2%
Q9-7. Adequacy of City street lighting	6.1%	43.7%	27.7%	14.1%	5.8%	2.7%
Q9-8. Cleanliness of City streets & other public areas	4.0%	39.0%	27.5%	20.8%	6.6%	2.1%
Q9-9. Adequate drainage systems for City streets	2.4%	19.8%	25.4%	30.4%	16.3%	5.6%
Q9-10. Maintenance of City sidewalks in your neighborhood	5.0%	21.3%	31.8%	18.6%	10.7%	12.6%
Q9-11. Maintenance of City buildings	4.8%	38.1%	36.0%	3.5%	1.8%	15.8%

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Maintenance of major City streets	4.4%	32.8%	19.8%	28.2%	14.8%
Q9-2. Maintenance of streets in your neighborhood	4.4%	28.7%	18.1%	28.6%	20.2%
Q9-3. How quickly street repairs are made	2.1%	16.0%	22.4%	35.8%	23.8%
Q9-4. Condition of street signs & traffic signals	10.5%	48.2%	26.3%	10.5%	4.6%
Q9-5. Timing of traffic signals in City	5.6%	29.4%	26.3%	27.3%	11.5%
Q9-6. Mowing & tree trimming along City streets & other public areas	6.2%	39.3%	29.3%	17.0%	8.2%
Q9-7. Adequacy of City street lighting	6.3%	44.9%	28.5%	14.5%	5.9%
Q9-8. Cleanliness of City streets & other public areas	4.1%	39.9%	28.1%	21.2%	6.7%
Q9-9. Adequate drainage systems for City streets	2.5%	21.0%	26.9%	32.2%	17.3%
Q9-10. Maintenance of City sidewalks in your neighborhood	5.7%	24.4%	36.4%	21.2%	12.3%
Q9-11. Maintenance of City buildings	5.7%	45.2%	42.8%	4.2%	2.1%

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

<u>Q10. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	261	41.8 %
Maintenance of streets in your neighborhood	62	9.9 %
How quickly street repairs are made	49	7.8 %
Condition of street signs & traffic signals	10	1.6 %
Timing of traffic signals in City	52	8.3 %
Mowing & tree trimming along City streets & other public areas	11	1.8 %
Adequacy of City street lighting	21	3.4 %
Cleanliness of City streets & other public areas	29	4.6 %
Adequate drainage systems for City streets	66	10.6 %
Maintenance of City sidewalks in your neighborhood	12	1.9 %
Maintenance of City buildings	1	0.2 %
None chosen	51	8.2 %
Total	625	100.0 %

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

<u>Q10. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	62	9.9 %
Maintenance of streets in your neighborhood	88	14.1 %
How quickly street repairs are made	91	14.6 %
Condition of street signs & traffic signals	20	3.2 %
Timing of traffic signals in City	69	11.0 %
Mowing & tree trimming along City streets & other public areas	29	4.6 %
Adequacy of City street lighting	31	5.0 %
Cleanliness of City streets & other public areas	62	9.9 %
Adequate drainage systems for City streets	76	12.2 %
Maintenance of City sidewalks in your neighborhood	26	4.2 %
Maintenance of City buildings	8	1.3 %
None chosen	63	10.1 %
Total	625	100.0 %

SUM OF TOP 2 CHOICES

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

<u>Q10. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	323	51.7 %
Maintenance of streets in your neighborhood	150	24.0 %
How quickly street repairs are made	140	22.4 %
Condition of street signs & traffic signals	30	4.8 %
Timing of traffic signals in City	121	19.4 %
Mowing & tree trimming along City streets & other public areas	40	6.4 %
Adequacy of City street lighting	52	8.3 %
Cleanliness of City streets & other public areas	91	14.6 %
Adequate drainage systems for City streets	142	22.7 %
Maintenance of City sidewalks in your neighborhood	38	6.1 %
Maintenance of City buildings	9	1.4 %
None chosen	51	8.2 %
Total	1187	

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Enforcement of cleanup of junk & debris on private property	4.8%	20.5%	28.0%	20.0%	8.3%	18.4%
Q11-2. Enforcement of mowing & cutting of weeds & grass on private property	4.2%	20.2%	32.2%	17.8%	6.9%	18.9%
Q11-3. Enforcement of exterior maintenance of residential property	3.8%	18.9%	38.4%	13.9%	6.4%	18.6%
Q11-4. Enforcement of exterior maintenance of commercial/business property	4.0%	22.7%	40.8%	9.9%	3.7%	18.9%
Q11-5. Enforcement of sign regulations	3.5%	23.5%	36.6%	11.2%	5.3%	19.8%
Q11-6. Enforcement of stormwater drainage pollution regulations	2.7%	15.0%	28.3%	20.3%	11.5%	22.1%

WITHOUT "DON'T KNOW"

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

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Enforcement of cleanup of junk & debris on private property	5.9%	25.1%	34.3%	24.5%	10.2%
Q11-2. Enforcement of mowing & cutting of weeds & grass on private property	5.1%	24.9%	39.6%	21.9%	8.5%
Q11-3. Enforcement of exterior maintenance of residential property	4.7%	23.2%	47.2%	17.1%	7.9%
Q11-4. Enforcement of exterior maintenance of commercial/business property	4.9%	28.0%	50.3%	12.2%	4.5%
Q11-5. Enforcement of sign regulations	4.4%	29.3%	45.7%	14.0%	6.6%
Q11-6. Enforcement of stormwater drainage pollution regulations	3.5%	19.3%	36.3%	26.1%	14.8%

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

Q12. Top choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	187	29.9 %
Enforcement of mowing & cutting of weeds & grass on private property	45	7.2 %
Enforcement of exterior maintenance of residential property	22	3.5 %
Enforcement of exterior maintenance of commercial/business property	40	6.4 %
Enforcement of sign regulations	32	5.1 %
Enforcement of stormwater drainage pollution regulations	228	36.5 %
None chosen	71	11.4 %
Total	625	100.0 %

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

Q12. 2nd choice	Number	Percent
Enforcement of cleanup of junk & debris on private property	148	23.7 %
Enforcement of mowing & cutting of weeds & grass on private property	87	13.9 %
Enforcement of exterior maintenance of residential property	67	10.7 %
Enforcement of exterior maintenance of commercial/business property	75	12.0 %
Enforcement of sign regulations	53	8.5 %
Enforcement of stormwater drainage pollution regulations	96	15.4 %
None chosen	99	15.8 %
Total	625	100.0 %

SUM OF TOP 2 CHOICES

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

Q12. Sum of top 2 choices	Number	Percent
Enforcement of cleanup of junk & debris on private property	335	53.6 %
Enforcement of mowing & cutting of weeds & grass on private property	132	21.1 %
Enforcement of exterior maintenance of residential property	89	14.2 %
Enforcement of exterior maintenance of commercial/business property	115	18.4 %
Enforcement of sign regulations	85	13.6 %
Enforcement of stormwater drainage pollution regulations	324	51.8 %
None chosen	71	11.4 %
Total	1151	

Q13. Have you contacted the City of Wilmington during the past year?

Q13. Have you contacted City during past year	Number	Percent
Yes	273	43.7 %
No	352	56.3 %
Total	625	100.0 %

Q13a. Which ONE of the following have you contacted the most?

Q13a. Which one department have you contacted the most	Number	Percent
City Council	10	3.7 %
City Manager's Office	3	1.1 %
Fire Department	4	1.5 %
Police Department	34	12.5 %
Parks & Recreation	12	4.4 %
Planning	14	5.1 %
Recycling & Trash Services	104	38.1 %
Business Licenses	3	1.1 %
Stormwater	14	5.1 %
Street Maintenance	20	7.3 %
Code Enforcement	35	12.8 %
Other	11	4.0 %
Not provided	9	3.3 %
Total	273	100.0 %

WITHOUT "NOT PROVIDED"

Q13a. Which ONE of the following have you contacted the most? (without "not provided")

Q13a. Which one department have you contacted the most	Number	Percent
City Council	10	3.8 %
City Manager's Office	3	1.1 %
Fire Department	4	1.5 %
Police Department	34	12.9 %
Parks & Recreation	12	4.5 %
Planning	14	5.3 %
Recycling & Trash Services	104	39.4 %
Business Licenses	3	1.1 %
Stormwater	14	5.3 %
Street Maintenance	20	7.6 %
Code Enforcement	35	13.3 %
Other	11	4.2 %
Total	264	100.0 %

Q13a-13. Other

<u>Q13a-13. Other</u>	<u>Number</u>	<u>Percent</u>
Multiple places	1	9.1 %
ANIMAL CONTROL	1	9.1 %
911	1	9.1 %
Traffic	1	9.1 %
Park worker	1	9.1 %
Clerk	1	9.1 %
Sidewalk maintenance and tree trimming	1	9.1 %
Engineering	1	9.1 %
Park Manager for Live Oak Park	1	9.1 %
City Traffic Dept	1	9.1 %
<u>EMS</u>	<u>1</u>	<u>9.1 %</u>
Total	11	100.0 %

Q13b. 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 13a with regard to the following:

(N=273)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13b-1. How easy they were to contact	35.5%	36.3%	13.6%	8.4%	5.1%	1.1%
Q13b-2. The way you were treated	37.7%	35.5%	14.7%	5.9%	4.0%	2.2%
Q13b-3. Accuracy of information & assistance you were given	32.2%	30.0%	17.9%	12.5%	5.1%	2.2%
Q13b-4. How quickly City staff responded to your request	28.9%	30.8%	18.7%	8.4%	10.6%	2.6%
Q13b-5. How well your issue was handled	28.2%	27.1%	12.1%	17.2%	12.5%	2.9%

WITHOUT "DON'T KNOW"

Q13b. 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 13a with regard to the following: (without "don't know")

(N=273)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13b-1. How easy they were to contact	35.9%	36.7%	13.7%	8.5%	5.2%
Q13b-2. The way you were treated	38.6%	36.3%	15.0%	6.0%	4.1%
Q13b-3. Accuracy of information & assistance you were given	33.0%	30.7%	18.4%	12.7%	5.2%
Q13b-4. How quickly City staff responded to your request	29.7%	31.6%	19.2%	8.6%	10.9%
Q13b-5. How well your issue was handled	29.1%	27.9%	12.5%	17.7%	12.8%

Q14. City Public Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Residential trash collection services	43.4%	38.2%	9.1%	2.4%	0.5%	6.4%
Q14-2. Curbside recycling services	38.6%	33.9%	10.4%	5.8%	1.9%	9.4%
Q14-3. Bulky item pickup/removal services (old furniture, appliances, etc.)	34.4%	27.4%	16.3%	5.9%	2.2%	13.8%
Q14-4. Yard waste collection services	35.2%	31.5%	12.6%	6.6%	1.8%	12.3%
Q14-5. Stormwater services (drainage & flood management)	6.7%	20.5%	25.3%	23.0%	11.4%	13.1%
Q14-6. City efforts to promote sustainable practices like clean energy & reducing waste	6.2%	19.2%	33.8%	13.9%	7.7%	19.2%

WITHOUT "DON'T KNOW"**Q14. City Public Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=625)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Residential trash collection services	46.3%	40.9%	9.7%	2.6%	0.5%
Q14-2. Curbside recycling services	42.6%	37.5%	11.5%	6.4%	2.1%
Q14-3. Bulky item pickup/removal services (old furniture, appliances, etc.)	39.9%	31.7%	18.9%	6.9%	2.6%
Q14-4. Yard waste collection services	40.1%	35.9%	14.4%	7.5%	2.0%
Q14-5. Stormwater services (drainage & flood management)	7.7%	23.6%	29.1%	26.5%	13.1%
Q14-6. City efforts to promote sustainable practices like clean energy & reducing waste	7.7%	23.8%	41.8%	17.2%	9.5%

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

(N=625)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q15-1. As a place to live	28.2%	51.0%	12.0%	6.6%	1.1%	1.1%
Q15-2. As a place to raise children	20.8%	41.0%	17.4%	8.0%	2.6%	10.2%
Q15-3. As a place to work or build a business	16.6%	39.2%	21.3%	11.8%	4.0%	7.0%
Q15-4. As a place to retire	30.6%	39.4%	14.1%	6.7%	3.2%	6.1%
Q15-5. As a place to visit	46.4%	40.6%	6.9%	3.4%	0.6%	2.1%

WITHOUT "DON'T KNOW"

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

(N=625)

	Excellent	Good	Neutral	Below average	Poor
Q15-1. As a place to live	28.5%	51.6%	12.1%	6.6%	1.1%
Q15-2. As a place to raise children	23.2%	45.6%	19.4%	8.9%	2.9%
Q15-3. As a place to work or build a business	17.9%	42.2%	22.9%	12.7%	4.3%
Q15-4. As a place to retire	32.5%	41.9%	15.0%	7.2%	3.4%
Q15-5. As a place to visit	47.4%	41.5%	7.0%	3.4%	0.7%

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

Q16. Top choice	Number	Percent
Growth & development	199	31.8 %
Traffic congestion	128	20.5 %
Condition of roads & bridges	11	1.8 %
Crime & public safety	64	10.2 %
Local property taxes	32	5.1 %
Availability of jobs & employment options	19	3.0 %
Availability of affordable housing	50	8.0 %
Climate & environmental concerns	14	2.2 %
Unsheltered/homelessness	13	2.1 %
Rising cost of living	34	5.4 %
Responding to major storms	5	0.8 %
Discrimination & inclusion	10	1.6 %
Drug abuse/opioid misuse	12	1.9 %
Quality of education	19	3.0 %
Access to public transportation	2	0.3 %
Access to grocery stores	4	0.6 %
None chosen	9	1.4 %
Total	625	100.0 %

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

Q16. 2nd choice	Number	Percent
Growth & development	67	10.7 %
Traffic congestion	134	21.4 %
Condition of roads & bridges	43	6.9 %
Crime & public safety	75	12.0 %
Local property taxes	42	6.7 %
Availability of jobs & employment options	31	5.0 %
Availability of affordable housing	42	6.7 %
Climate & environmental concerns	18	2.9 %
Unsheltered/homelessness	28	4.5 %
Rising cost of living	41	6.6 %
Responding to major storms	13	2.1 %
Discrimination & inclusion	8	1.3 %
Drug abuse/opioid misuse	27	4.3 %
Quality of education	25	4.0 %
Access to public transportation	10	1.6 %
Access to healthcare	5	0.8 %
Access to grocery stores	3	0.5 %
Other	1	0.2 %
None chosen	12	1.9 %
Total	625	100.0 %

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

Q16. 3rd choice	Number	Percent
Growth & development	44	7.0 %
Traffic congestion	53	8.5 %
Condition of roads & bridges	48	7.7 %
Crime & public safety	77	12.3 %
Local property taxes	27	4.3 %
Availability of jobs & employment options	38	6.1 %
Availability of affordable housing	37	5.9 %
Climate & environmental concerns	21	3.4 %
Unsheltered/homelessness	45	7.2 %
Rising cost of living	66	10.6 %
Responding to major storms	24	3.8 %
Discrimination & inclusion	15	2.4 %
Drug abuse/opioid misuse	24	3.8 %
Quality of education	33	5.3 %
Access to public transportation	16	2.6 %
Access to healthcare	13	2.1 %
Access to high-speed internet	7	1.1 %
Access to grocery stores	14	2.2 %
Other	2	0.3 %
None chosen	21	3.4 %
Total	625	100.0 %

SUM OF TOP 3 CHOICES

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

Q16. Sum of top 3 choices	Number	Percent
Growth & development	310	49.6 %
Traffic congestion	315	50.4 %
Condition of roads & bridges	102	16.3 %
Crime & public safety	216	34.6 %
Local property taxes	101	16.2 %
Availability of jobs & employment options	88	14.1 %
Availability of affordable housing	129	20.6 %
Climate & environmental concerns	53	8.5 %
Unsheltered/homelessness	86	13.8 %
Rising cost of living	141	22.6 %
Responding to major storms	42	6.7 %
Discrimination & inclusion	33	5.3 %
Drug abuse/opioid misuse	63	10.1 %
Quality of education	77	12.3 %
Access to public transportation	28	4.5 %
Access to healthcare	18	2.9 %
Access to high-speed internet	7	1.1 %
Access to grocery stores	21	3.4 %
Other	3	0.5 %
None chosen	9	1.4 %
Total	1842	

Q16-19. Other

Q16-19. Other	Number	Percent
Enforcement of laws	1	33.3 %
Bike and walking paths	1	33.3 %
Infrastructure	1	33.3 %
Total	3	100.0 %

Q17. Thinking about the services and resources provided by the City of Wilmington, would you say that YOUR neighborhood receives more, less, or about the same as other parts of the city?

Q17. What do you think of City services & resources your neighborhood receives

	Number	Percent
More than other parts of City	64	10.2 %
Less than other parts of City	176	28.2 %
About the same as other parts of City	362	57.9 %
Not provided	23	3.7 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

Q17. Thinking about the services and resources provided by the City of Wilmington, would you say that YOUR neighborhood receives more, less, or about the same as other parts of the city? (without "not provided")

Q17. What do you think of City services & resources your neighborhood receives

	Number	Percent
More than other parts of City	64	10.6 %
Less than other parts of City	176	29.2 %
About the same as other parts of City	362	60.1 %
Total	602	100.0 %

Q18. Where do you currently receive your news and information about City of Wilmington government and services?

Q18. Where do you currently receive news & information about City government & services	Number	Percent
City newsletter (now the Wilmington Current)	295	47.2 %
Local printed newspapers	155	24.8 %
Social networking sites (Facebook, Twitter, Instagram)	207	33.1 %
Online newspapers & websites	214	34.2 %
City website	134	21.4 %
Local television news	392	62.7 %
City cable channel	65	10.4 %
Local radio	160	25.6 %
Calling City	36	5.8 %
Other	19	3.0 %
Total	1677	

Q18-10. Other

Q18-10. Other	Number	Percent
Word of mouth	8	42.1 %
Port City Daily	2	10.5 %
Email	2	10.5 %
Neighborhood chat pods	1	5.3 %
Neighbors and friends sharing information with me	1	5.3 %
Magazine	1	5.3 %
Neighbors	1	5.3 %
When the city text information to my cell phone	1	5.3 %
Newsletter	1	5.3 %
Friends and coworkers	1	5.3 %
Total	19	100.0 %

Q19. Which TWO items listed in Question 18 do you find the most helpful and informative?

Q19. Top choice	Number	Percent
City newsletter (now the Wilmington Current)	135	21.6 %
Local printed newspapers	49	7.8 %
Social networking sites (Facebook, Twitter, Instagram)	71	11.4 %
Online newspapers & websites	73	11.7 %
City website	38	6.1 %
Local television news	151	24.2 %
City cable channel	10	1.6 %
Local radio	35	5.6 %
Calling City	4	0.6 %
Other	6	1.0 %
None chosen	53	8.5 %
Total	625	100.0 %

Q19. Which TWO items listed in Question 18 do you find the most helpful and informative?

Q19. 2nd choice	Number	Percent
City newsletter (now the Wilmington Current)	75	12.0 %
Local printed newspapers	53	8.5 %
Social networking sites (Facebook, Twitter, Instagram)	62	9.9 %
Online newspapers & websites	63	10.1 %
City website	46	7.4 %
Local television news	149	23.8 %
City cable channel	18	2.9 %
Local radio	49	7.8 %
Calling City	13	2.1 %
Other	11	1.8 %
None chosen	86	13.8 %
Total	625	100.0 %

SUM OF TOP 2 CHOICES**Q19. Which TWO items listed in Question 18 do you find the most helpful and informative? (top 2)**

Q19. Sum of top 2 choices	Number	Percent
City newsletter (now the Wilmington Current)	210	33.6 %
Local printed newspapers	102	16.3 %
Social networking sites (Facebook, Twitter, Instagram)	133	21.3 %
Online newspapers & websites	136	21.8 %
City website	84	13.4 %
Local television news	300	48.0 %
City cable channel	28	4.5 %
Local radio	84	13.4 %
Calling City	17	2.7 %
Other	17	2.7 %
None chosen	53	8.5 %
Total	1164	

Q20. Approximately, how many years have you lived in Wilmington?

Q20. How many years have you lived in Wilmington	Number	Percent
Less than 5 years	75	12.0 %
5-10 years	81	13.0 %
11-20 years	130	20.8 %
20+ years	333	53.3 %
Not provided	6	1.0 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Approximately, how many years have you lived in Wilmington? (without "not provided")

Q20. How many years have you lived in Wilmington	Number	Percent
Less than 5 years	75	12.1 %
5-10 years	81	13.1 %
11-20 years	130	21.0 %
20+ years	333	53.8 %
Total	619	100.0 %

Q21. Have you visited Downtown Wilmington during the past year?

Q21. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	548	87.7 %
No	72	11.5 %
Not provided	5	0.8 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

Q21. Have you visited Downtown Wilmington during the past year? (without "not provided")

Q21. Have you visited Downtown Wilmington during past year	Number	Percent
Yes	548	88.4 %
No	72	11.6 %
Total	620	100.0 %

Q22. Have you been a victim of a crime in the City of Wilmington during the past year?

Q22. Have you been a victim of a crime in City of Wilmington during past year	Number	Percent
Yes	50	8.0 %
No	556	89.0 %
Not provided	19	3.0 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

Q22. Have you been a victim of a crime in the City of Wilmington during the past year? (without "not provided")

Q22. Have you been a victim of a crime in City of Wilmington during past year	Number	Percent
Yes	50	8.3 %
No	556	91.7 %
Total	606	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
Under 25 years	23	3.7 %
25-34 years	100	16.0 %
35-44 years	125	20.0 %
45-54 years	119	19.0 %
55-64 years	120	19.2 %
65-74 years	79	12.6 %
75+ years	49	7.8 %
Not provided	10	1.6 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

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

Q23. Your age	Number	Percent
Under 25 years	23	3.7 %
25-34 years	100	16.3 %
35-44 years	125	20.3 %
45-54 years	119	19.3 %
55-64 years	120	19.5 %
65-74 years	79	12.8 %
75+ years	49	8.0 %
Total	615	100.0 %

Q24. What is your gender?

Q24. Your gender	Number	Percent
Man	304	48.6 %
Woman	312	49.9 %
Transgender	2	0.3 %
Non-binary/non-conforming	2	0.3 %
Not provided	5	0.8 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"**Q24. What is your gender? (without "not provided")**

Q24. Your gender	Number	Percent
Man	304	49.0 %
Woman	312	50.3 %
Transgender	2	0.3 %
Non-binary/non-conforming	2	0.3 %
Total	620	100.0 %

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

Q25. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	7	1.1 %
White	474	75.8 %
American Indian/Eskimo	5	0.8 %
Black/African American	118	18.9 %
Hispanic/Latino/Spanish	37	5.9 %
Other	8	1.3 %
Total	649	

Q25-6. Other

Q25-6. Other	Number	Percent
Jewish	2	25.0 %
Mixed	2	25.0 %
Anglo/European	1	12.5 %
European American	1	12.5 %
Italian American	1	12.5 %
Italian	1	12.5 %
Total	8	100.0 %

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

Q26. Your total annual household income	Number	Percent
Under \$30K	130	20.8 %
\$30K to \$59,999	163	26.1 %
\$60K to \$99,999	142	22.7 %
\$100K+	131	21.0 %
Not provided	59	9.4 %
Total	625	100.0 %

WITHOUT "NOT PROVIDED"

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

Q26. Your total annual household income	Number	Percent
Under \$30K	130	23.0 %
\$30K to \$59,999	163	28.8 %
\$60K to \$99,999	142	25.1 %
\$100K+	131	23.1 %
Total	566	100.0 %

A graphic consisting of a white circle with a dark blue outline containing the number '5', followed by a dark blue horizontal bar containing the text 'Survey Instrument' in white.

5 Survey Instrument



City of Wilmington
Communications Office
115 North Third Street, Suite 201
Wilmington, NC 28401

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

Dear City of Wilmington Resident:

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

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

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "JP" followed by a stylized surname.

Jerod Patterson
Communications Director

2021 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 the city communications office at 910-342-2736



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

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

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

Most Important: ____ 2nd Most Important: ____ 3rd Most Important: ____

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

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

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

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

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

Most Important: ____ 2nd Most Important: ____

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

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

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

Most Important: ____ 2nd Most Important: ____

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

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

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

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

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

Most Important: ____ 2nd Most Important: ____

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

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

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

Most Important: _____ 2nd Most Important: _____

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

____(1) Yes [Answer Q13a-b.] ____ (2) No [Skip to Q14.]

13a. Which ONE of the following have you contacted the most?

- | | |
|--------------------------------------|---------------------------------|
| ____(1) City Council | ____(8) Business Licenses |
| ____(2) City Manager's Office | ____(9) Stormwater |
| ____(3) Fire Department | ____(10) Street Maintenance |
| ____(4) Police Department | ____(11) Code Enforcement |
| ____(5) Parks and Recreation | ____(12) City Attorney's Office |
| ____(6) Planning | ____(13) Other: _____ |
| ____(7) Recycling and Trash Services | |

13b. 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 13a with regard to the following.

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

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

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

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

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

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

- | | |
|--|-------------------------------------|
| 1. Growth and development | 11. Responding to major storms |
| 2. Traffic congestion | 12. Discrimination and inclusion |
| 3. Condition of roads and bridges | 13. Drug abuse/opioid misuse |
| 4. Crime and public safety | 14. Quality of education |
| 5. Local property taxes | 15. Access to public transportation |
| 6. Availability of jobs and employment options | 16. Access to healthcare |
| 7. Availability of affordable housing | 17. Access to high-speed Internet |
| 8. Climate and environmental concerns | 18. Access to grocery stores |
| 9. Unsheltered/Homelessness | 19. Other: _____ |
| 10. Rising cost of living | |

Most Important: ____ 2nd Most Important: ____ 3rd Most Important: ____

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

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

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

- | | |
|--|-------------------------------|
| ____(1) City newsletter (now the Wilmington Current) | ____(6) Local television news |
| ____(2) Local printed newspapers | ____(7) City cable channel |
| ____(3) Social media (Facebook, Twitter, Instagram) | ____(8) Local radio |
| ____(4) Online newspapers and websites | ____(9) Calling the city |
| ____(5) City website | ____(10) Other: _____ |

19. Which TWO of these do you find the most helpful and informative? [Write in your answers below using the item numbers from the list in Question 18.]

Most Helpful and Informative: ____ 2nd Most Helpful and Informative: ____

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

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

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

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

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

___(1) Yes ___(2) No

23. What is your age?

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

24. What is your gender?

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

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

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

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

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

This concludes the survey. Thank you for your time!

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

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