

2023 Community Survey

May 6, 2024



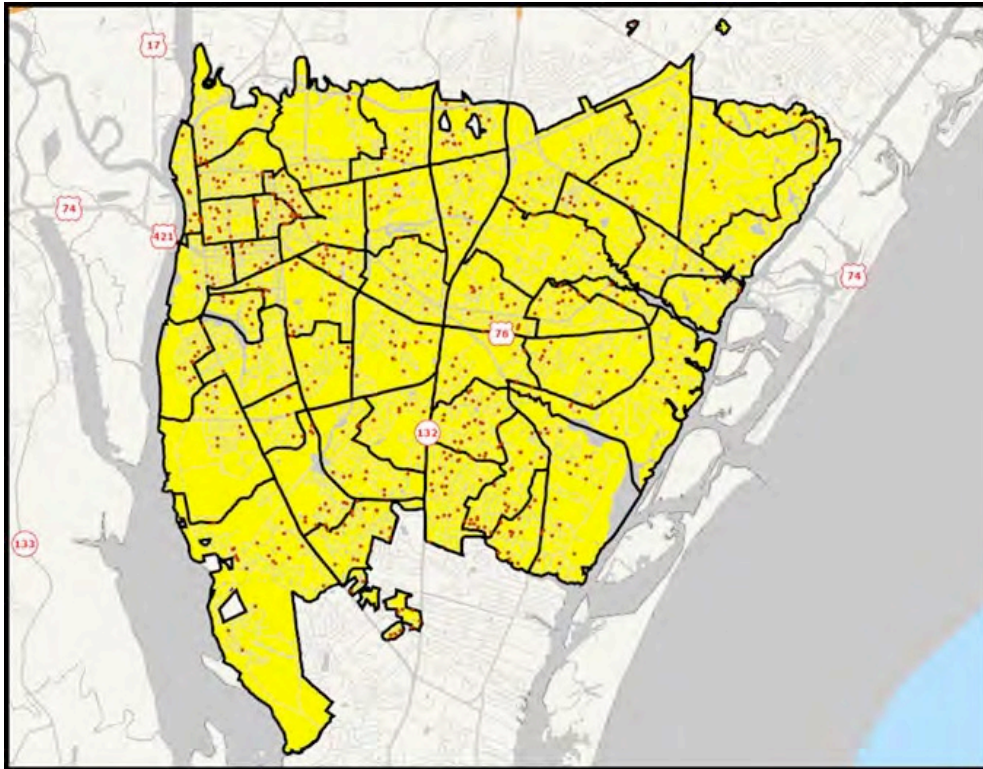
About the Survey Project

- Public satisfaction and perceived importance of city services
- Conducted by ETC Institute since 2007
- Random sample by household-level
- Mailed paper surveys with online response option
- 687 respondents (4250 mailed surveys)
- Margin of Error +/- 3.7 at 95% level of confidence
- Field dates: Nov. 2023 – Jan. 2024; receipt of initial data March

About the Survey Project

- Oversample of low SES and historically under-represented areas (n=115)
- Streamlined instrument with emphasis on benchmarks and trends
- Second year with “Most Important Problem” question
- Second year with service equity question
- Supplement these data throughout the year with other community feedback opportunities (newsletter/online surveys)

About the Survey Project

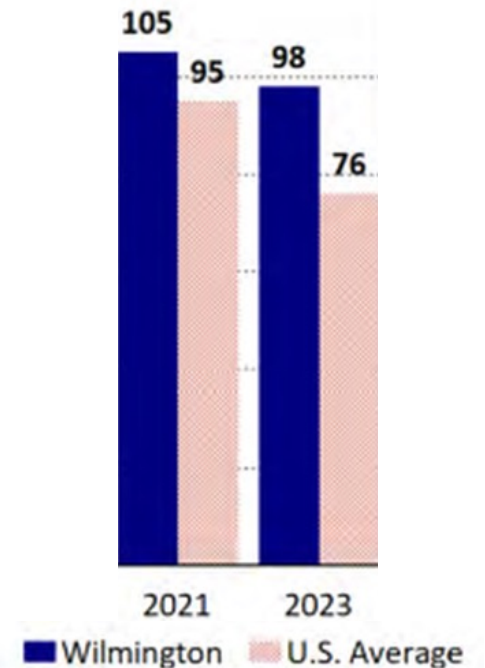


- Representative of the Community
- Geographically
- Demographically
- Oversample does not skew topline results

Executive Summary

- Lots of stasis
- Nationwide decline in satisfaction
- Positive: Wilmington as a place to live
- Challenges: Growth and traffic-related issues

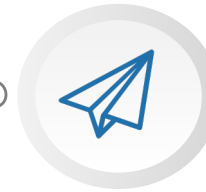
Composite Customer Satisfaction Index



Foundation



Priorities



Goals



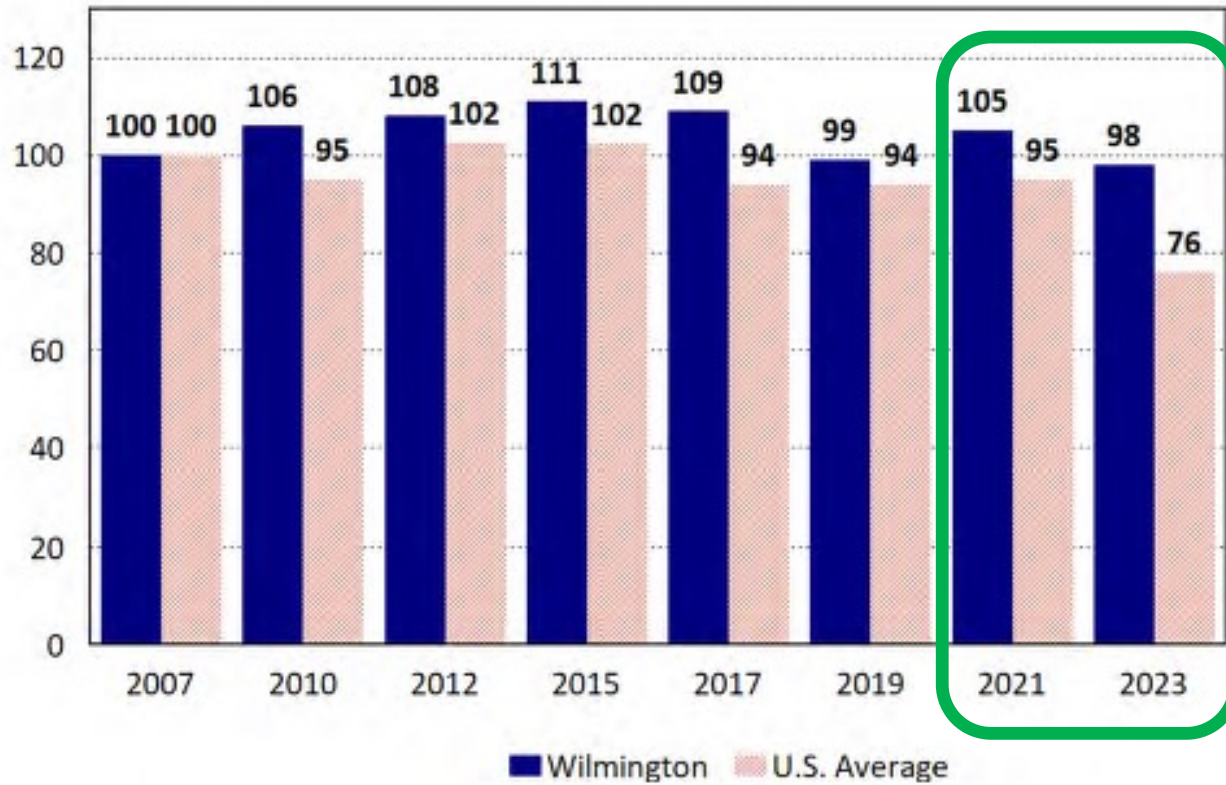
Actions



Outcomes

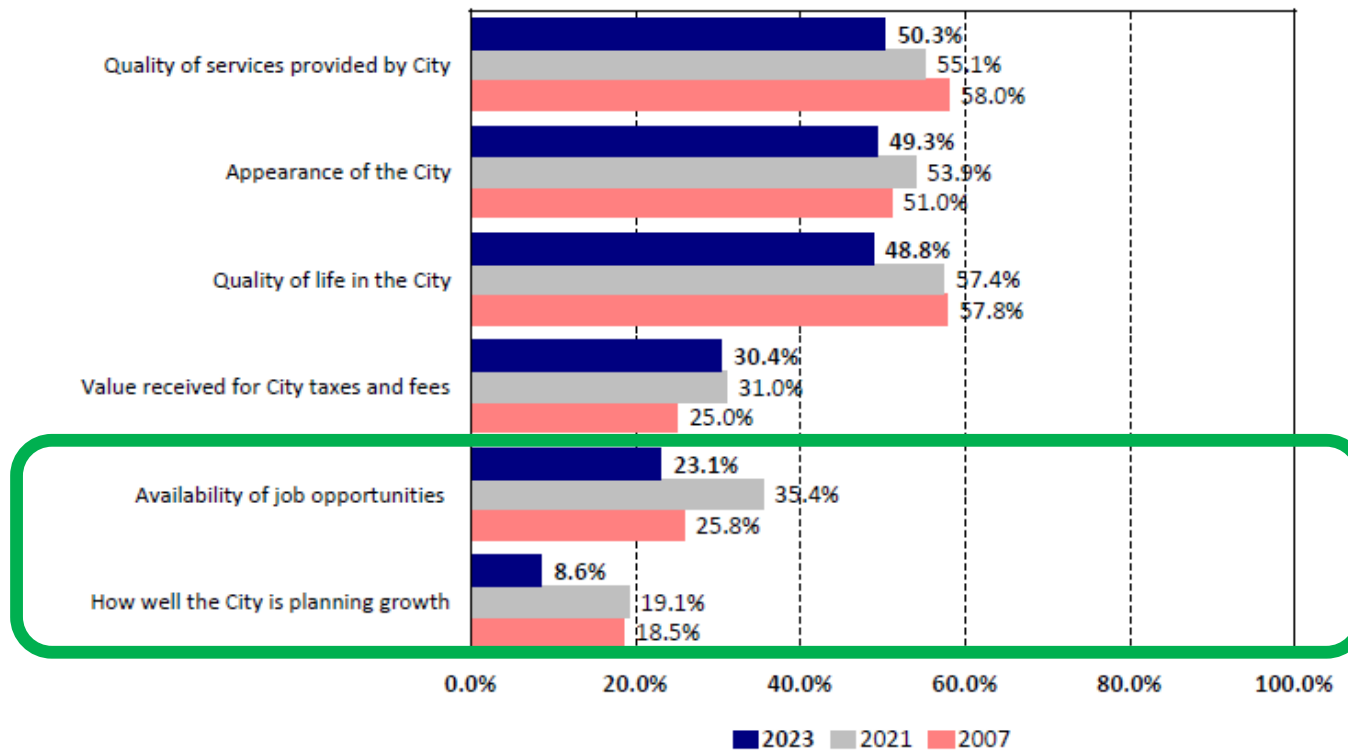
Composite Customer Satisfaction Index 2007 to 2023

derived from the overall satisfaction ratings provided by residents
Year 2007=100



Trends: Satisfaction With Items That Influence the Perception Residents Have of the City (2007, 2021 & 2023)

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



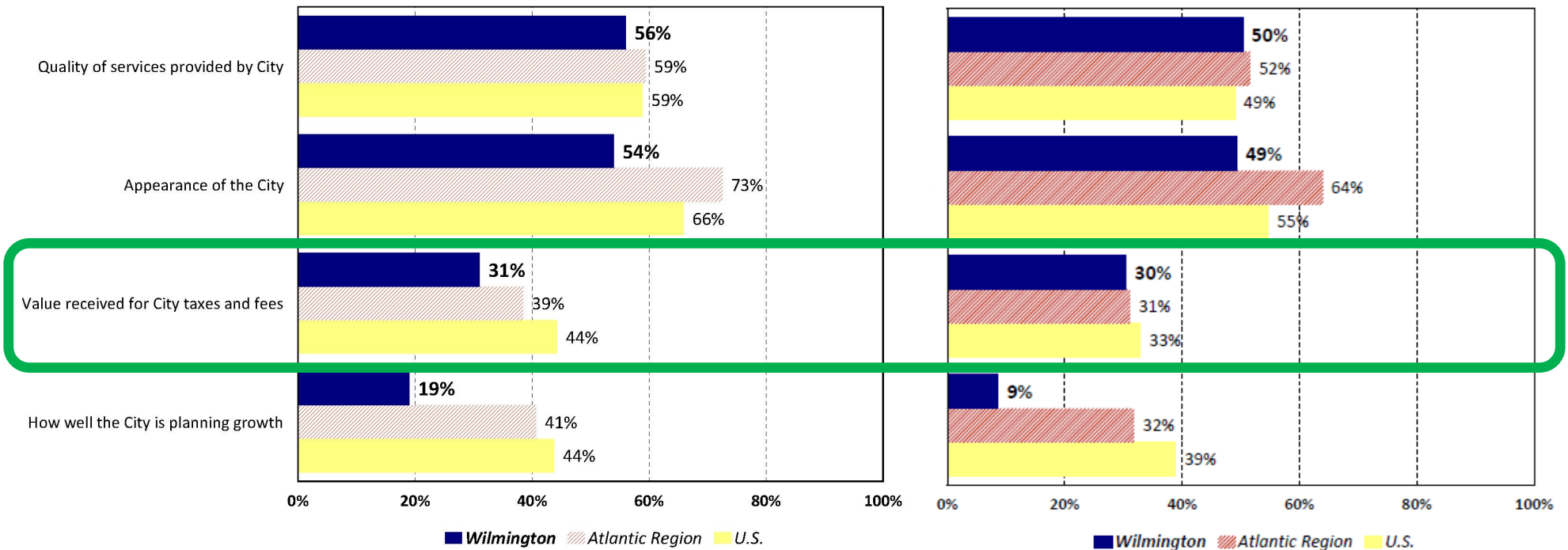
Overall Satisfaction with Perceptions of the City

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)

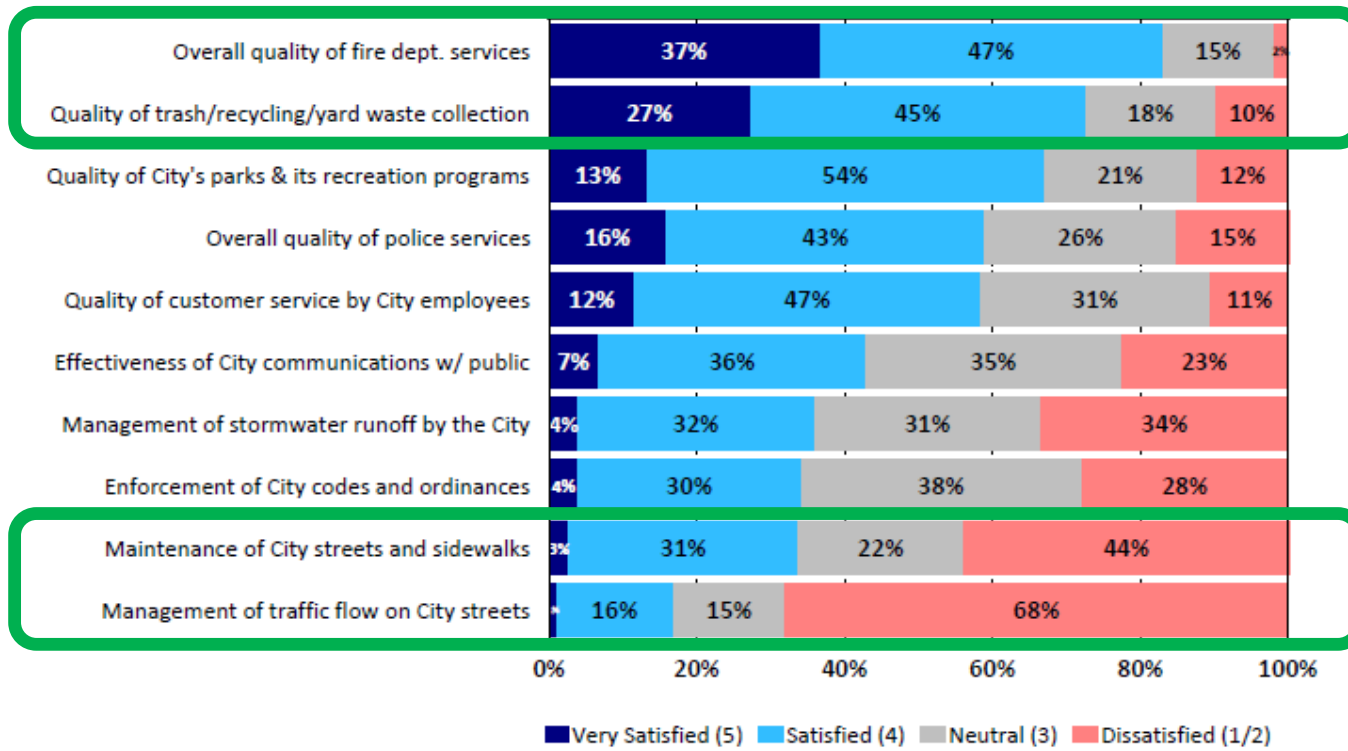
2021

2023



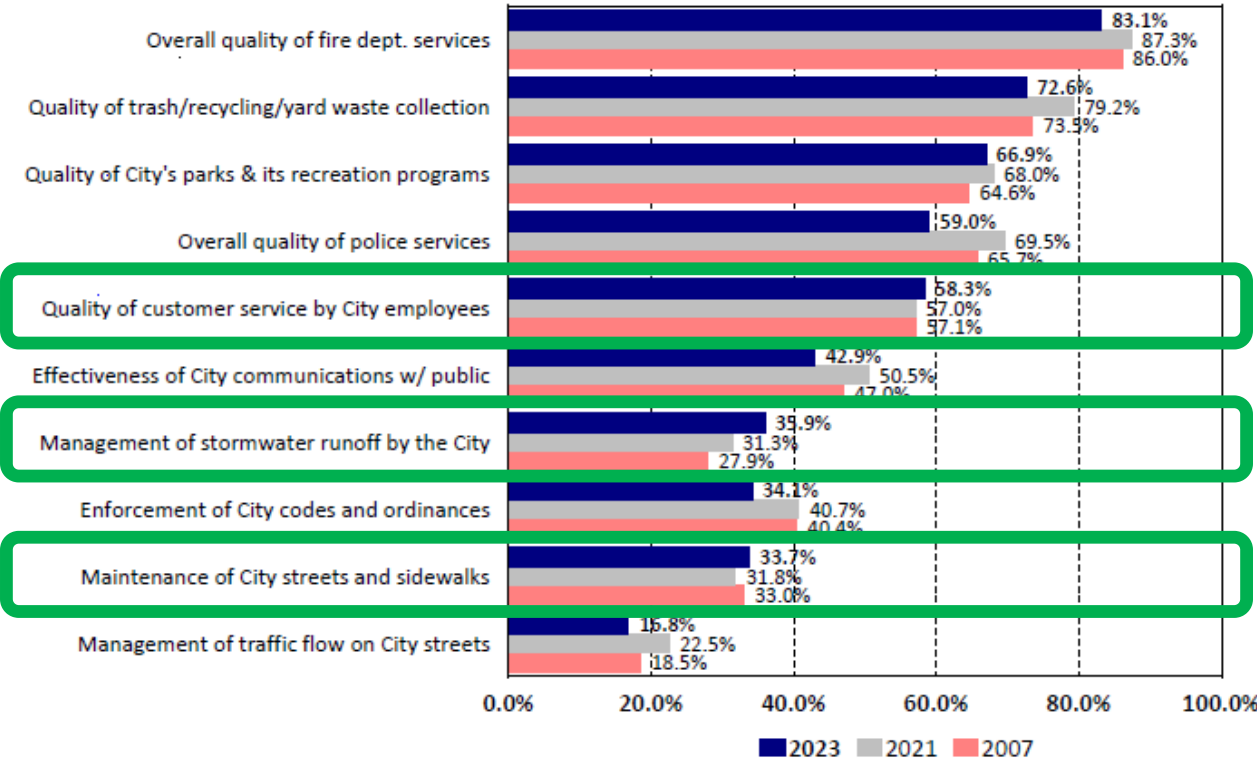
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



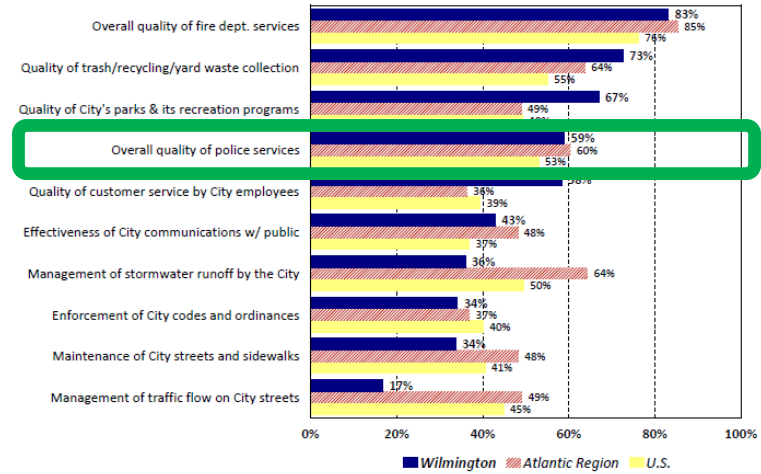
Trends: Overall Satisfaction With City Services by Major Category (2007, 2021 & 2023)

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



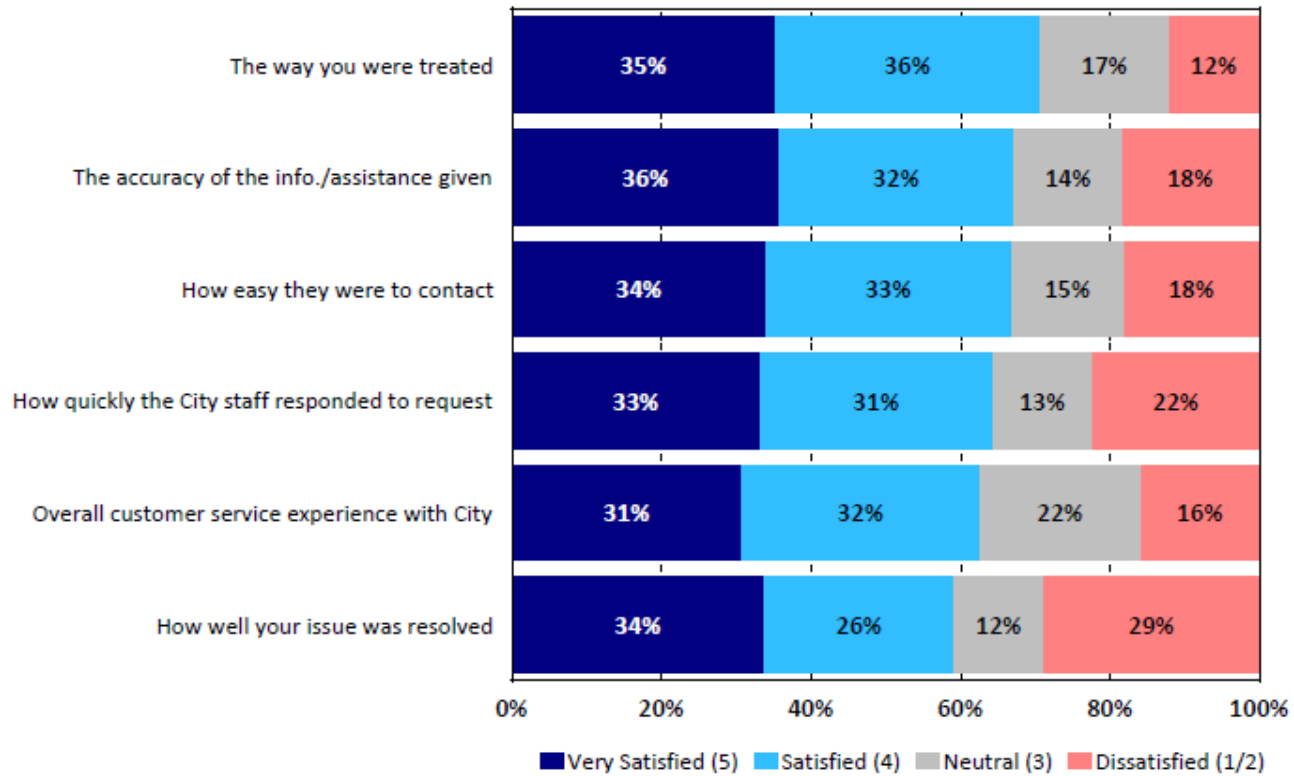
Overall Satisfaction with Various City Services *Wilmington vs. Atlantic Region vs. the U.S.*

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)



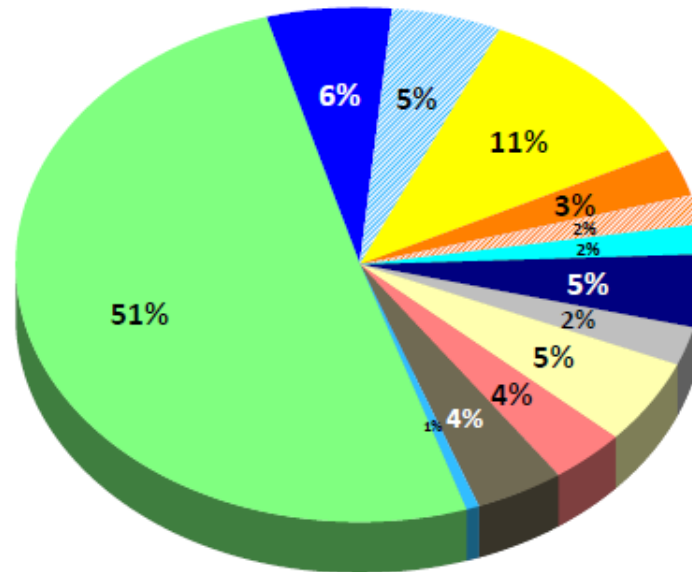
Q14b. Satisfaction with Customer Service Received from City Employees

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



Q14a. What City Department did you contact most recently?

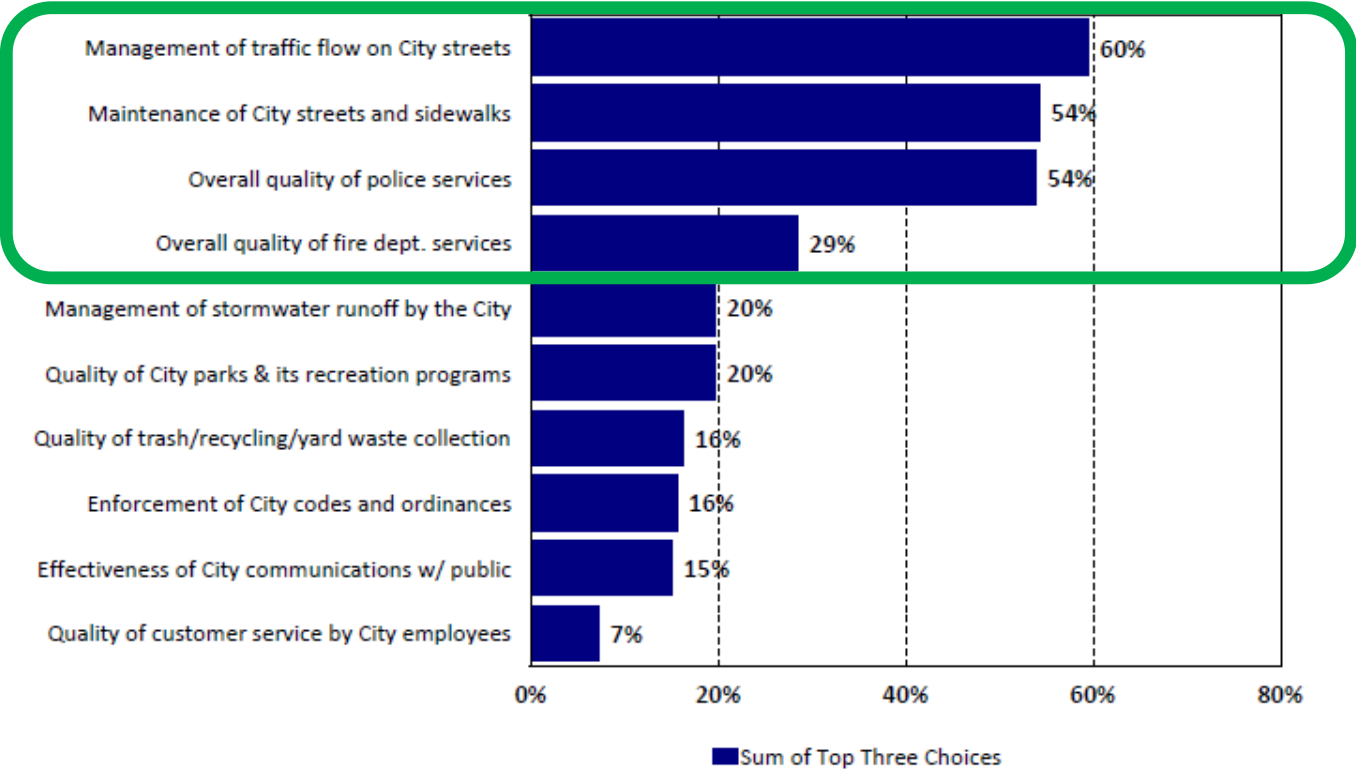
by percentage of respondents who had contacted the City during the past year (excluding "not provided")



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

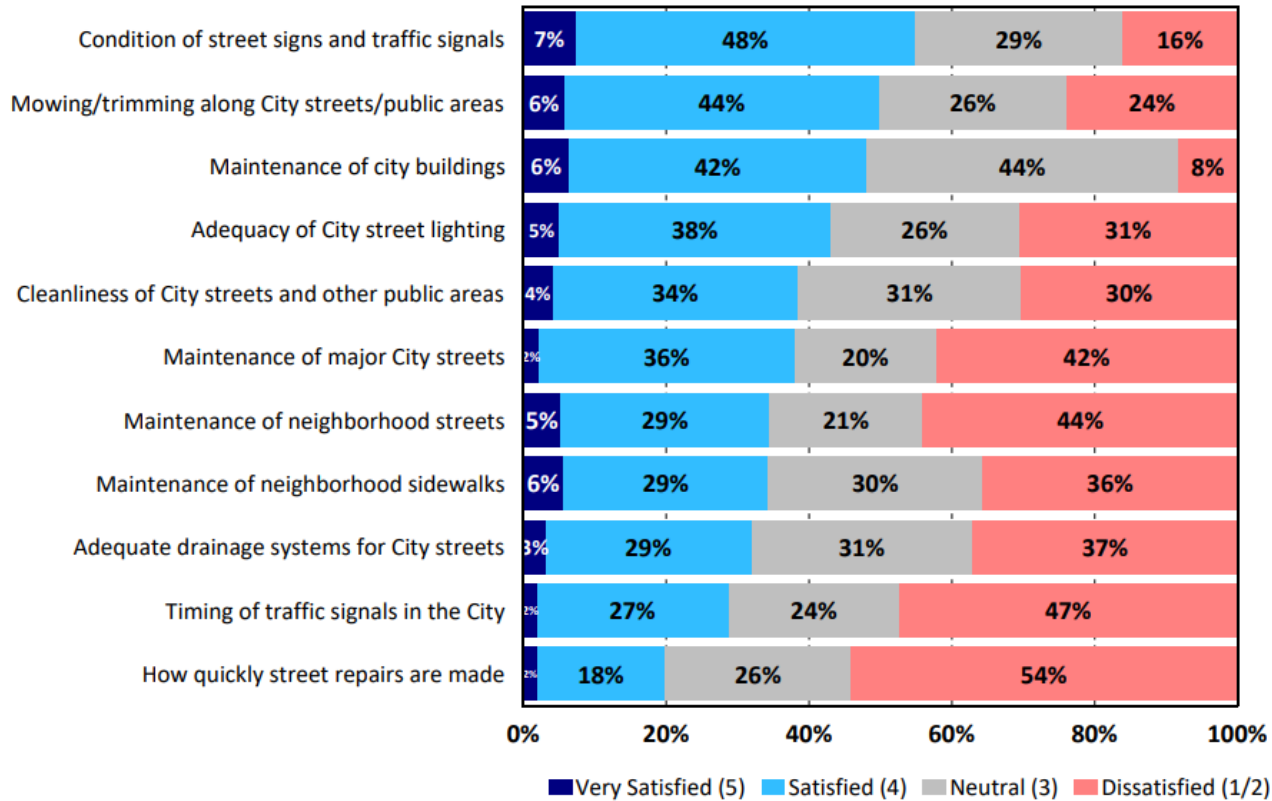
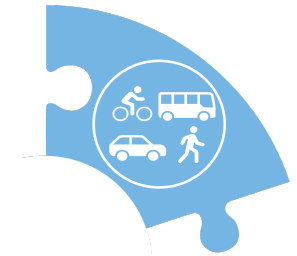
Q2. City Services That Are Most Important to Residents by Major Category

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



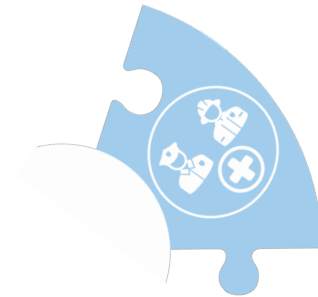
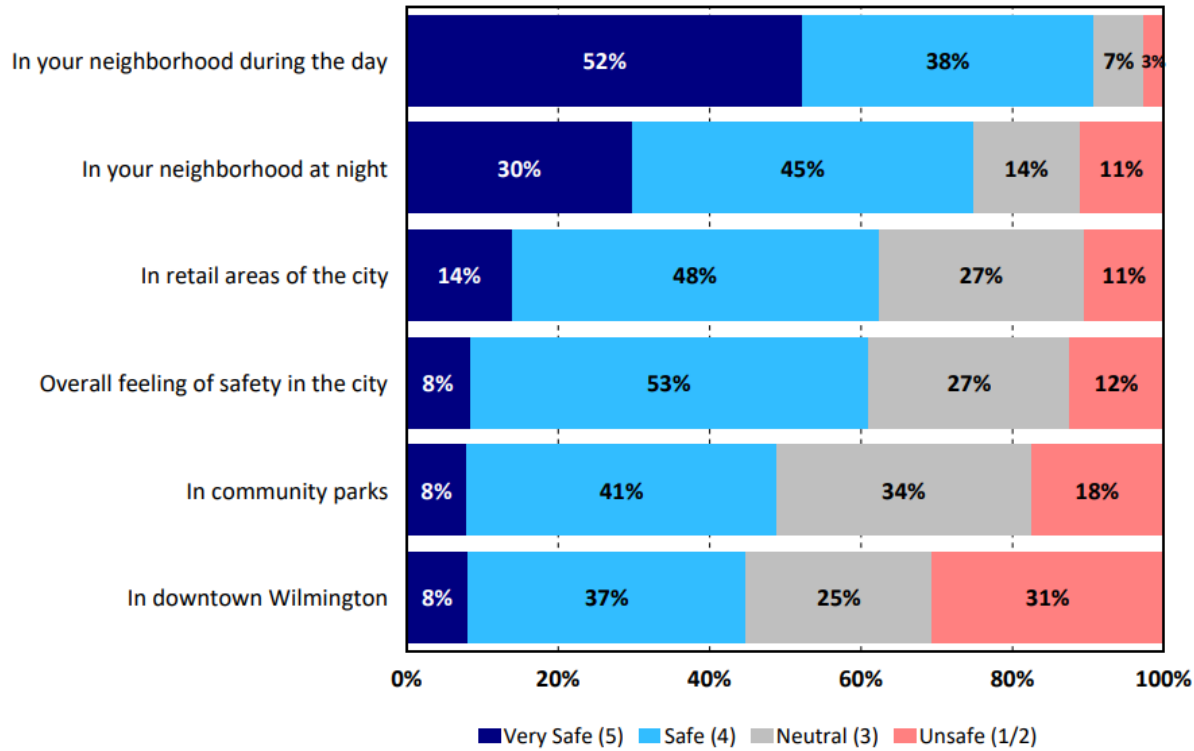
Q9. Satisfaction with City Maintenance

by percentage of respondents (excluding don't knows)



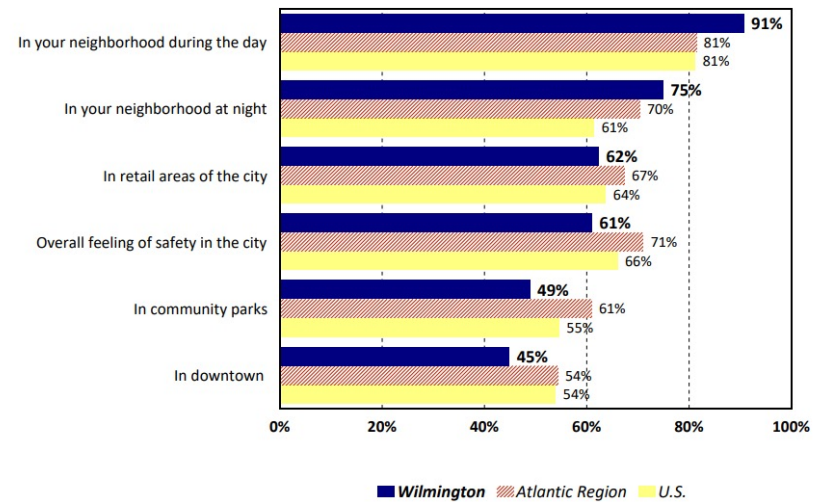
Q17. Feeling of Safety in the City

by percentage of respondents (excluding don't knows)



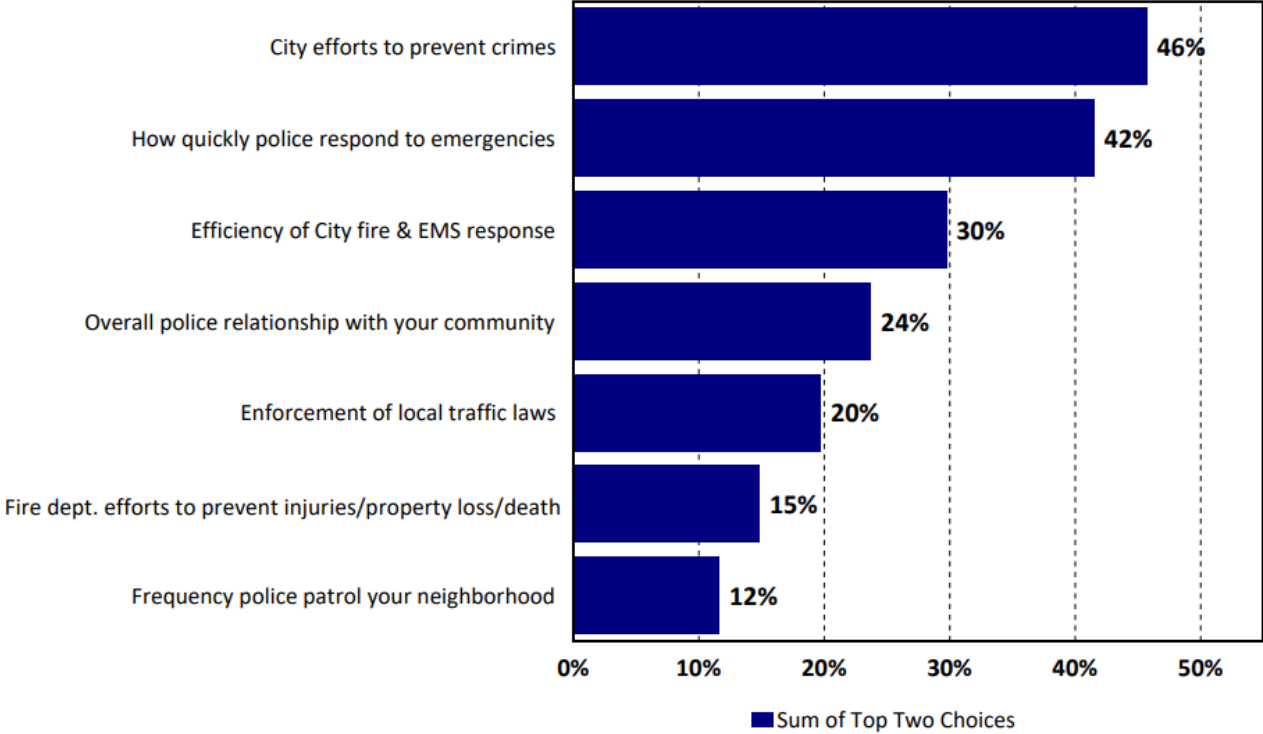
Feeling of Safety in the Community Wilmington vs. Atlantic Region vs. the U.S.

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)



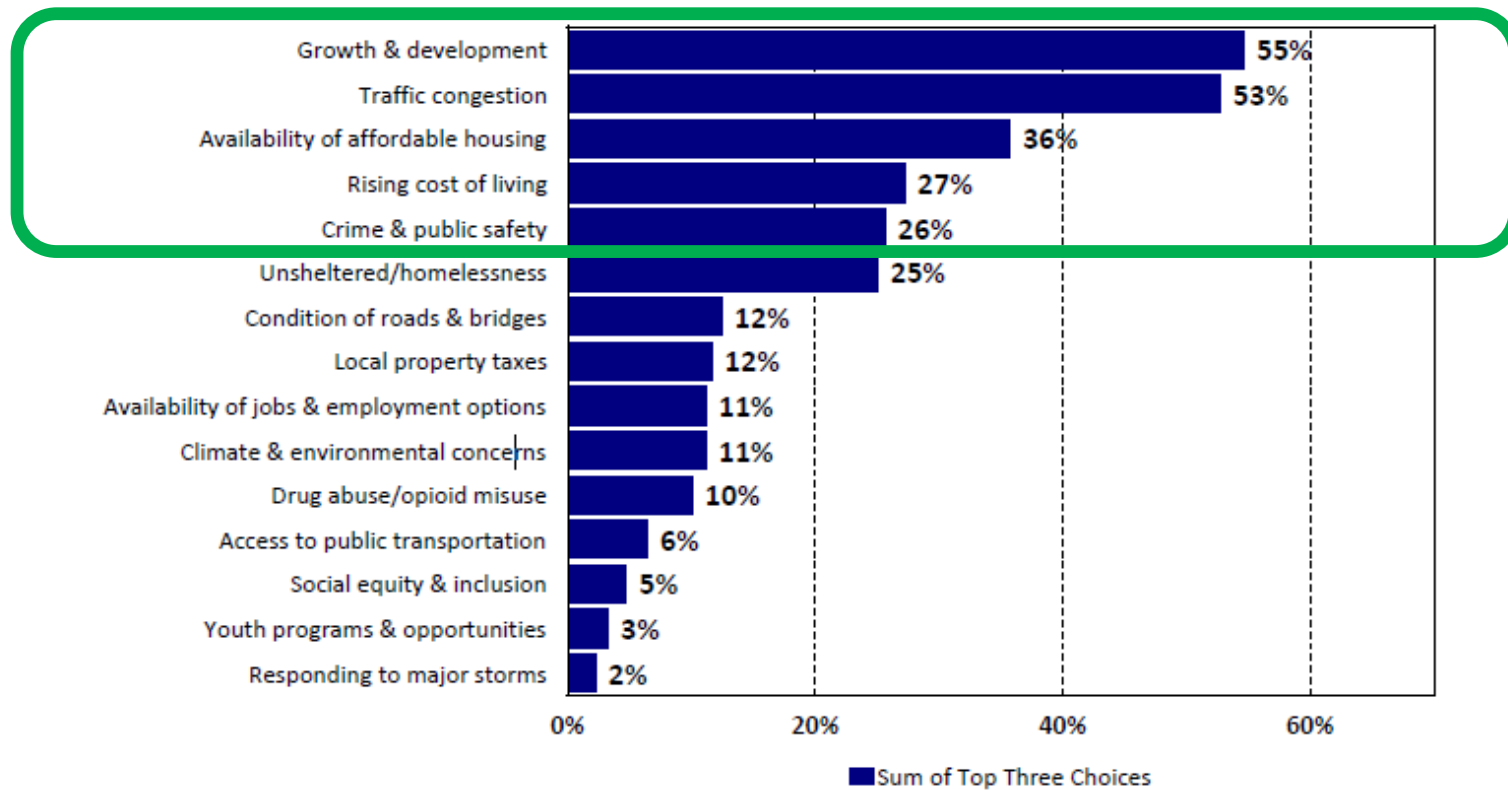
Q5. Public Safety Services That Residents Thought Were Most Important for the City to Provide

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



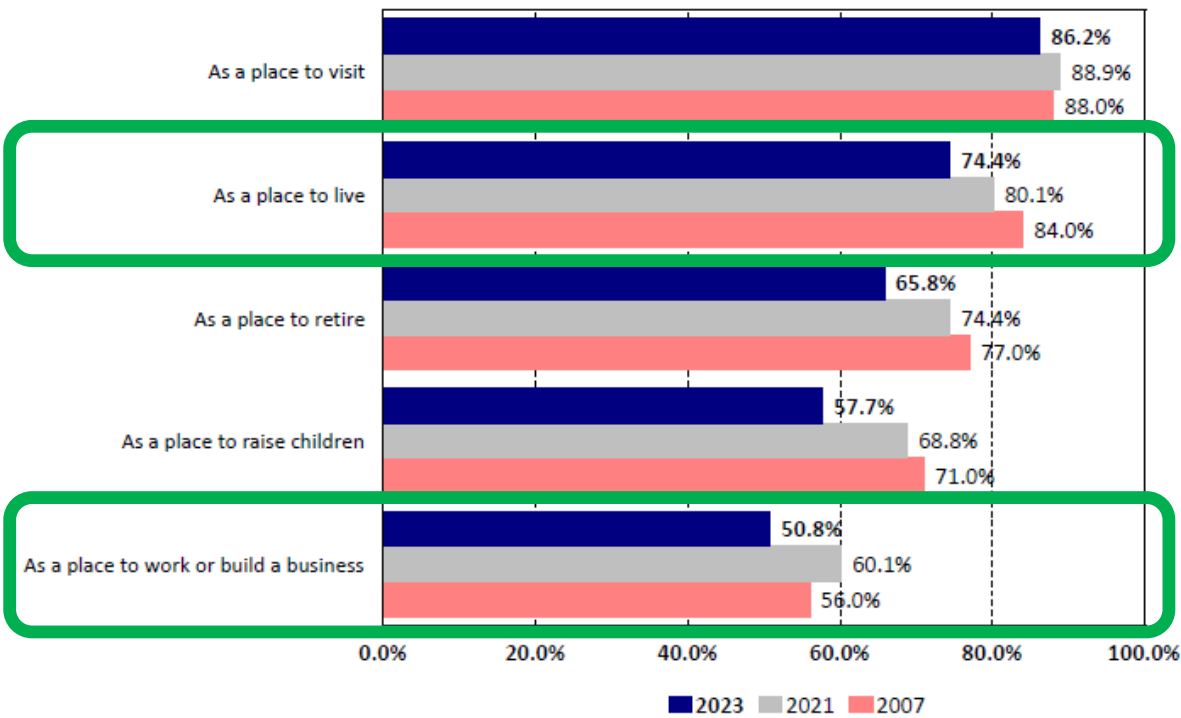
Q16. Most Important Challenges Facing Those Who Live in the City of Wilmington Today

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



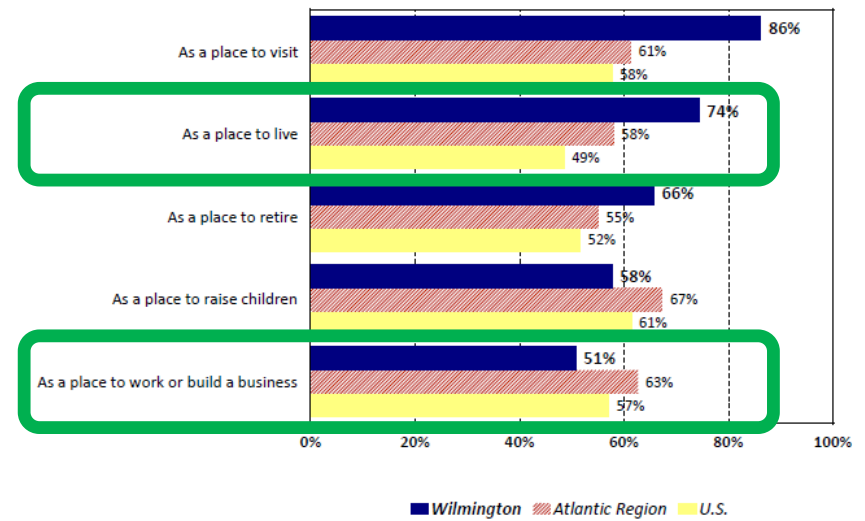
Trends: Ratings of the City of Wilmington (2007, 2021 & 2023)

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



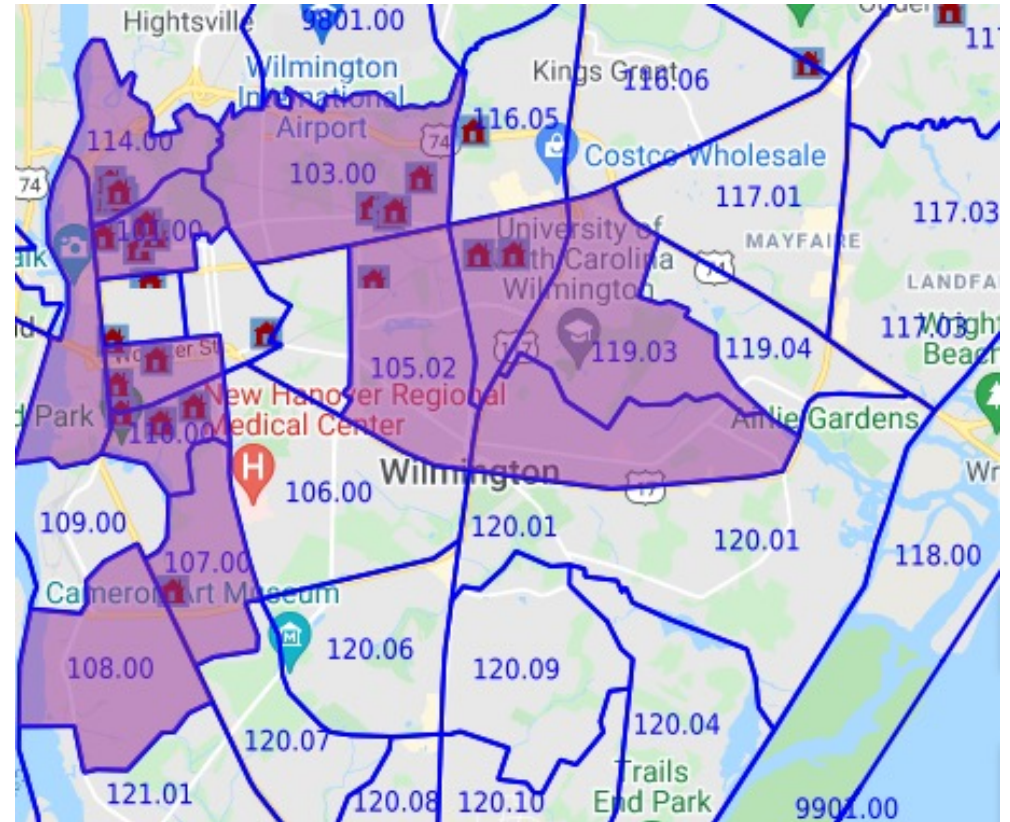
Overall Ratings of the Community *Wilmington vs. Atlantic Region vs. the U.S.*

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)

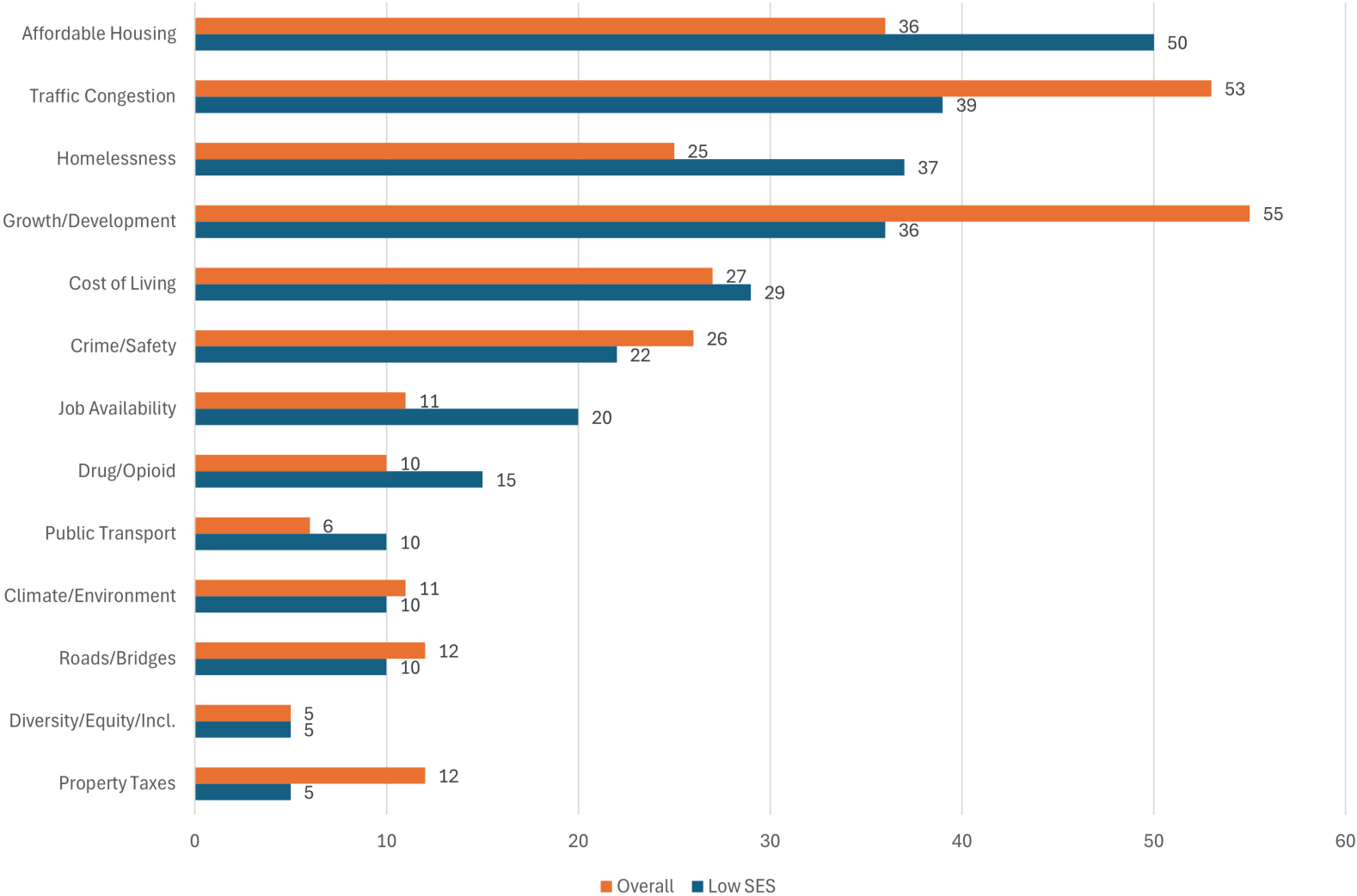


Oversample of Qualified Census Tracts

- At least half of the households have an income below 60% of the median income
- A good way to analyze data by socioeconomic status



Most Important Challenge Comparison



Most Important Challenge – Top 5 Comparison

Overall Population

1. Growth/Development (55%)
2. Traffic Congestion (53%)
3. Affordable Housing (36%)
4. Cost of Living (27%)
5. Crime/Public Safety (26%)

Low SES Areas

1. Affordable Housing (50%)
2. Traffic Congestion (39%)
3. Homelessness (37%)
4. Growth/Development (36%)
5. Cost of Living (29%)

2023 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)

