



*2010 DirectionFinder® Survey*  
*APPENDIX A:*  
*BENCHMARKING ANALYSIS*

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Submitted to

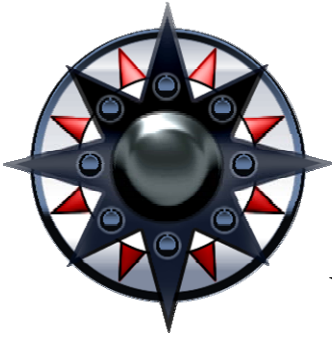
*The City of  
Wilmington,  
North Carolina*

by

**ETC**  
*Institute*

**725 W. Frontier  
Olathe, KS 66061  
(913) 829- 1215**

February 2010



# DirectionFinder® Survey

## Year 2010 Benchmarking Summary Report

### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 200 cities and counties in 38 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during March 2009 to a random sample of more than 2,000 residents in the continental United States, and (2) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between May 2007 and December 2009. The "U.S. Average" shown in this report reflects the overall results of ETC Institute's national survey. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

The 30 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Westland, Michigan
- West Des Moines, Iowa
- Yuma, Arizona

There are two sets of charts in this analysis:

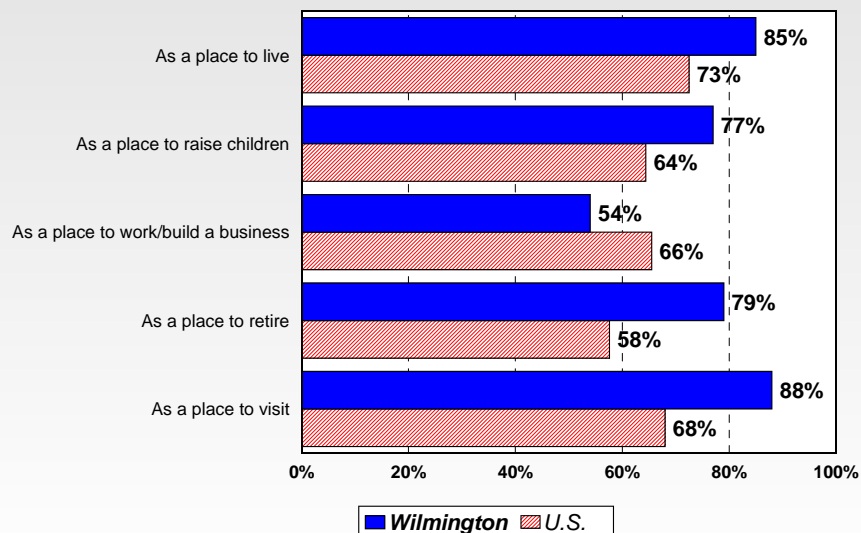
- The **first set** shows how the results for the City of Wilmington compare to the national average for residents who live in cities with 20,000 to 199,999 residents.
- The **second set** of charts provides comparisons for several items that were rated on the survey against other communities who have participated in the DirectionFinder® Survey during the past two years. The horizontal bars show the range of satisfaction among residents in these communities; the lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Wilmington compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Wilmington rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Wilmington rated below the national average.

## National Benchmarks

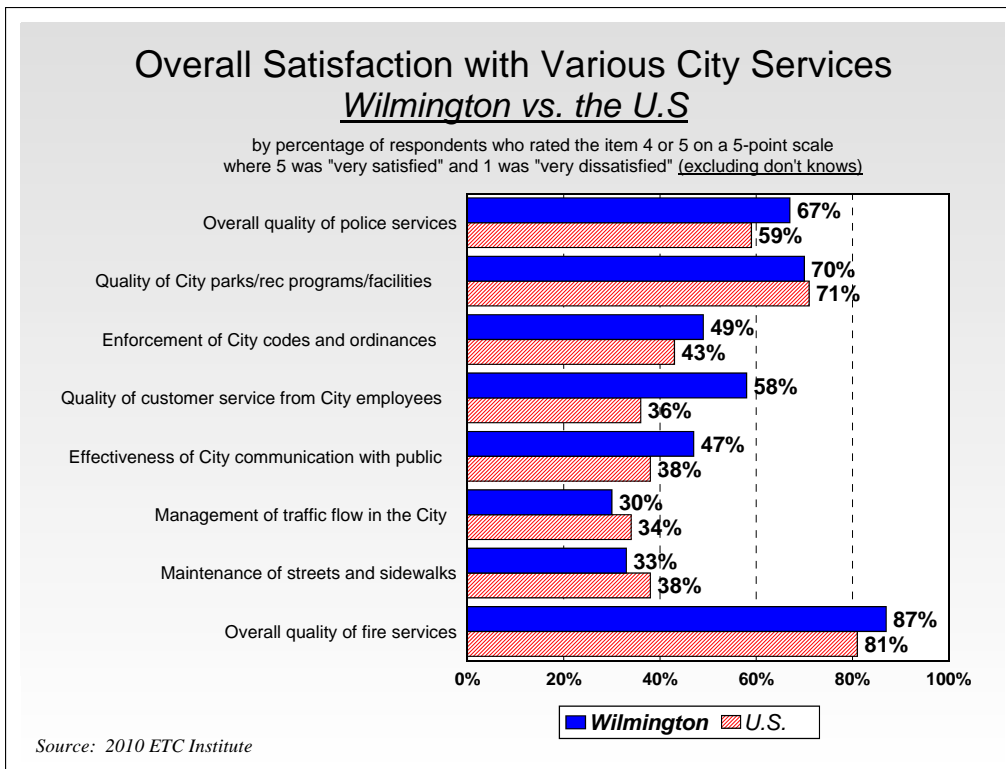
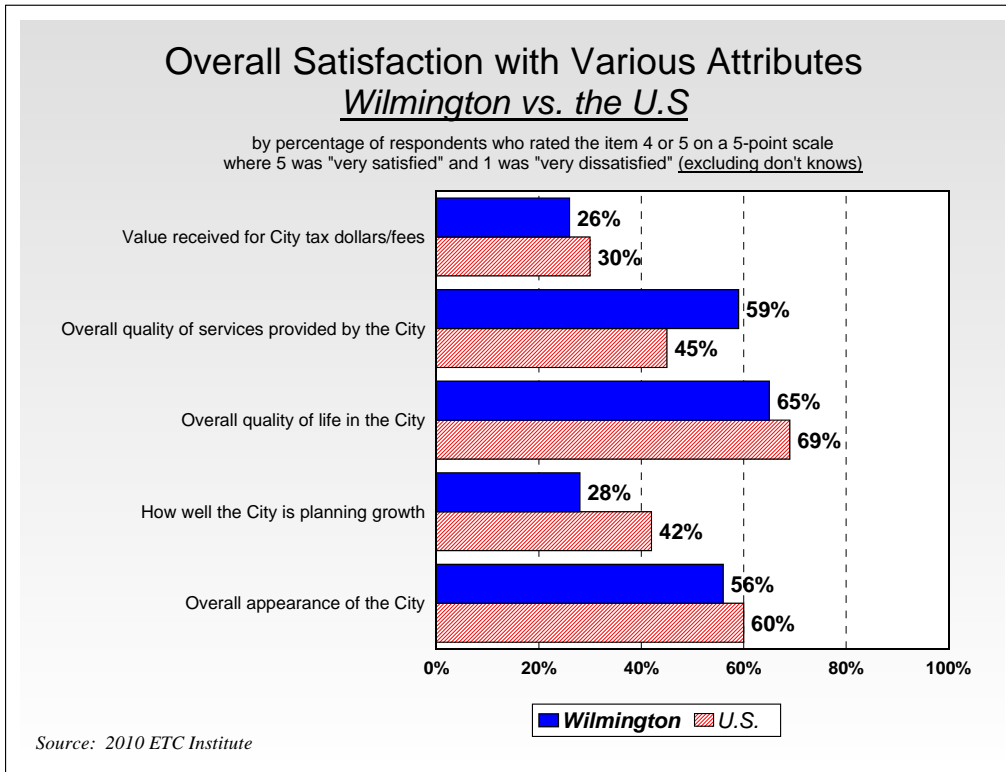
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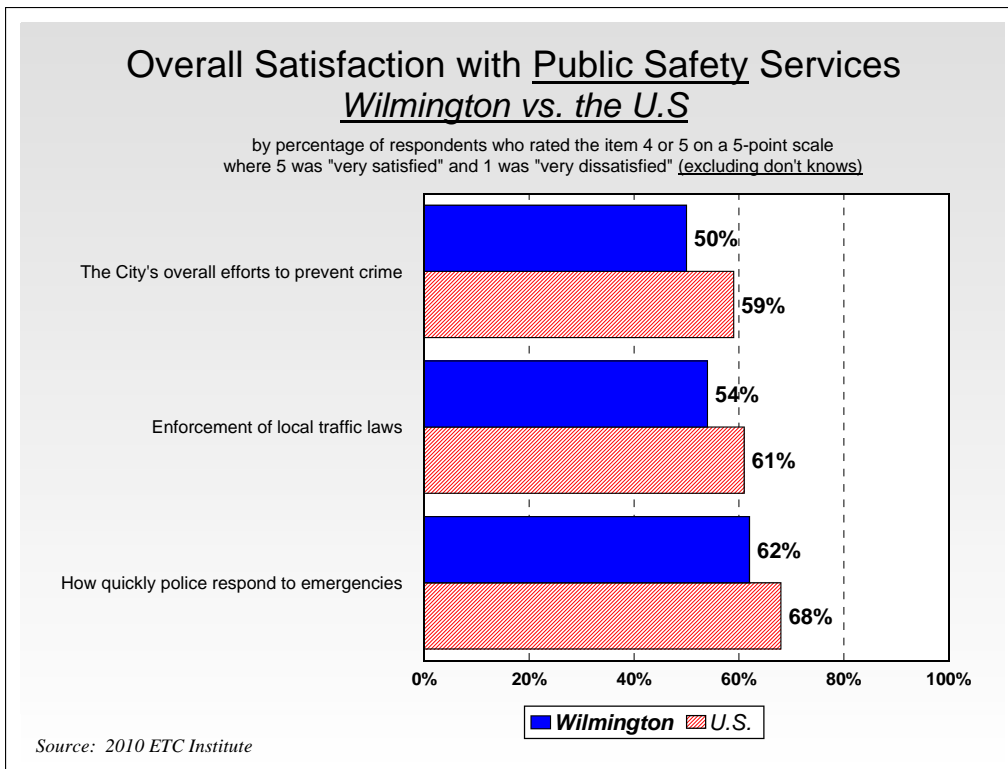
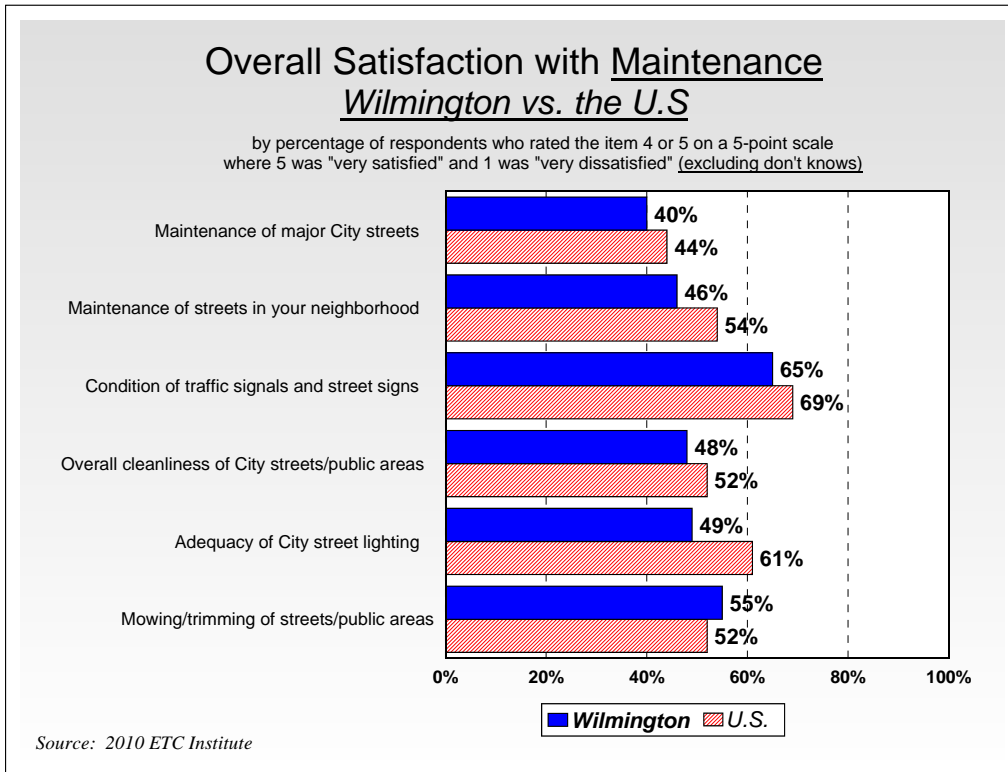
### Overall Ratings of the Community *Wilmington vs. the U.S.*

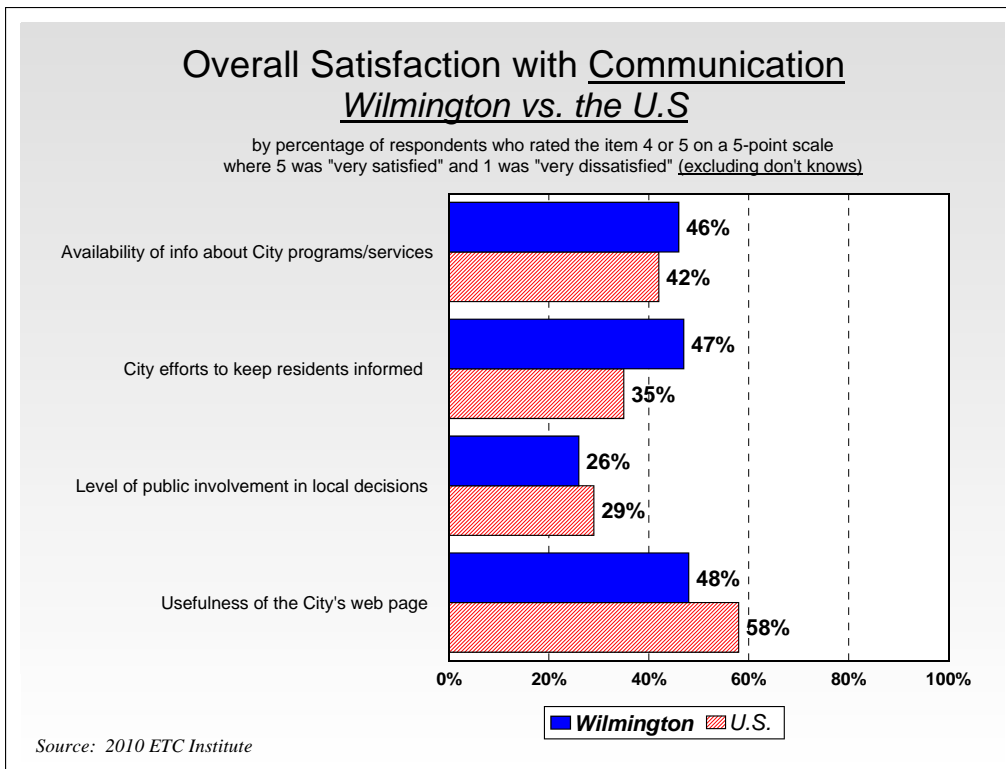
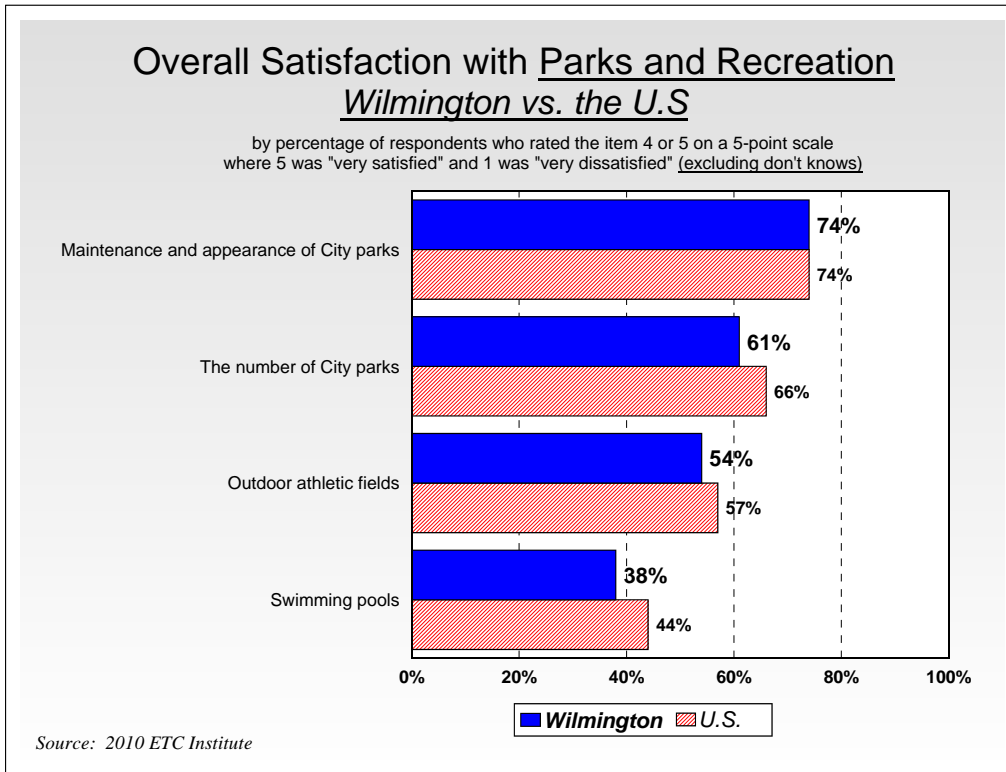
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

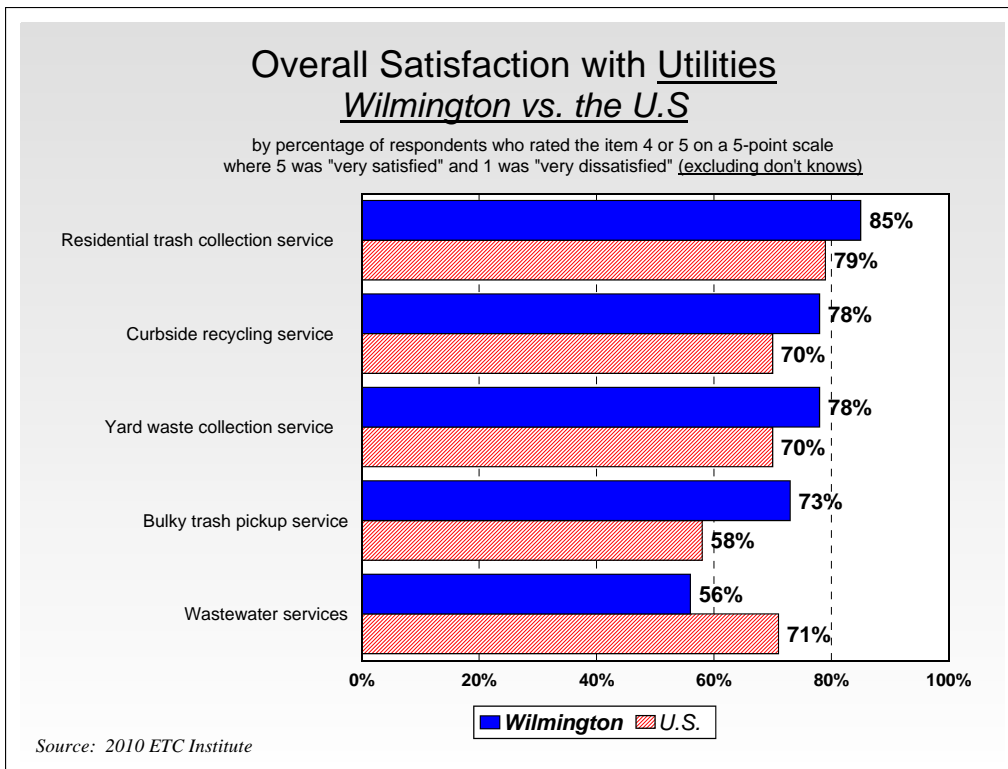
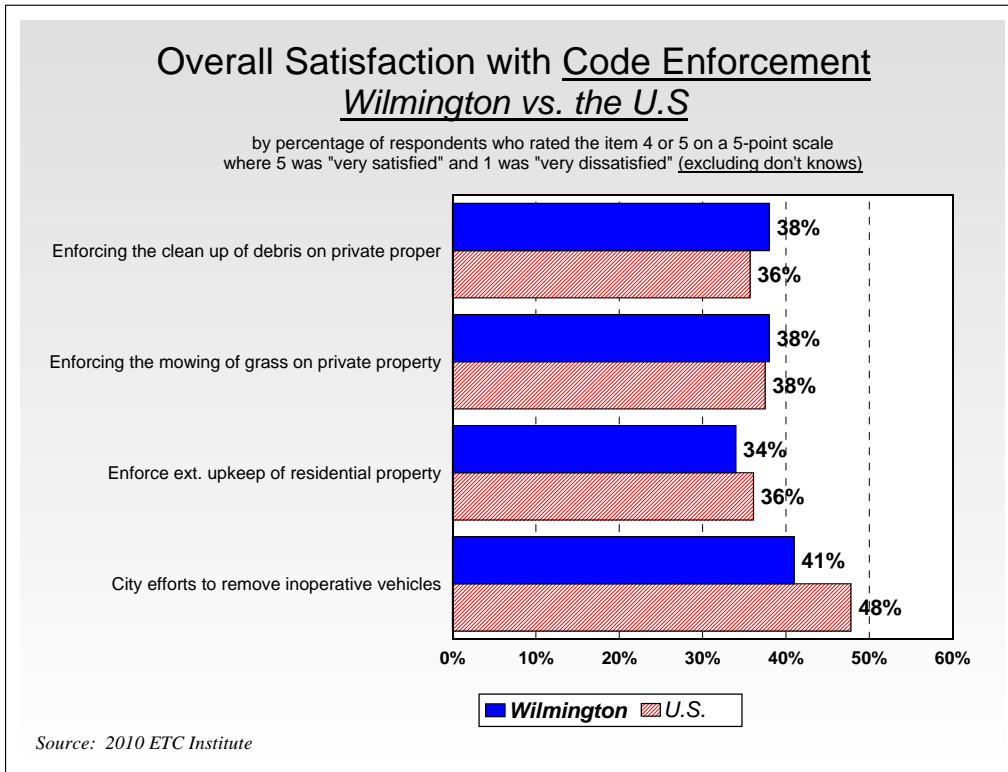


Source: 2010 ETC Institute









# Ranges of Performance

## Satisfaction with Public Safety 2010

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

● **Wilmington**

