



# 2025 City of Wilmington Community Survey Findings Report

Presented to the City of  
Wilmington, North Carolina

October 2025



**ETC**  
INSTITUTE

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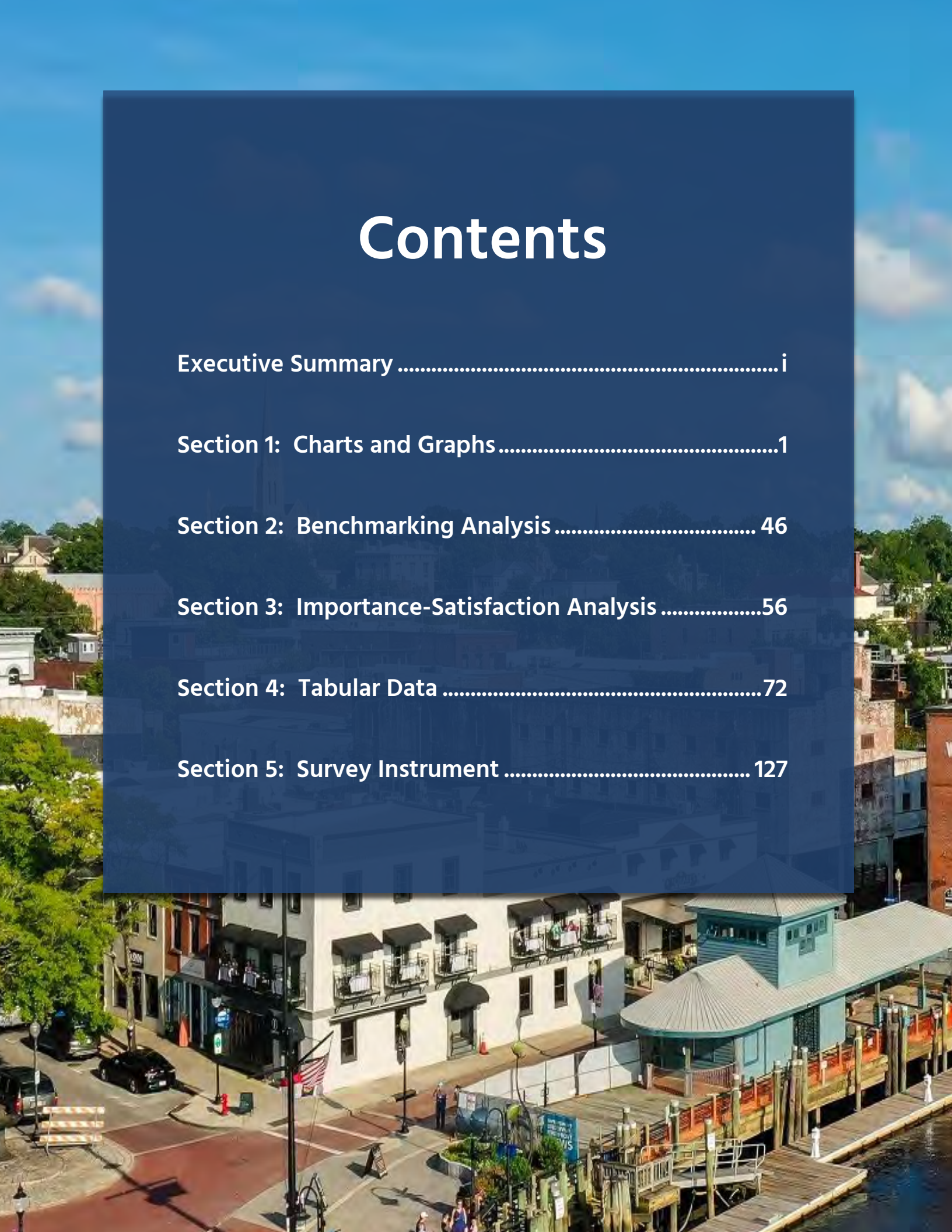
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# Executive Summary

# 2025 City of Wilmington Community Survey Executive Summary



## Purpose

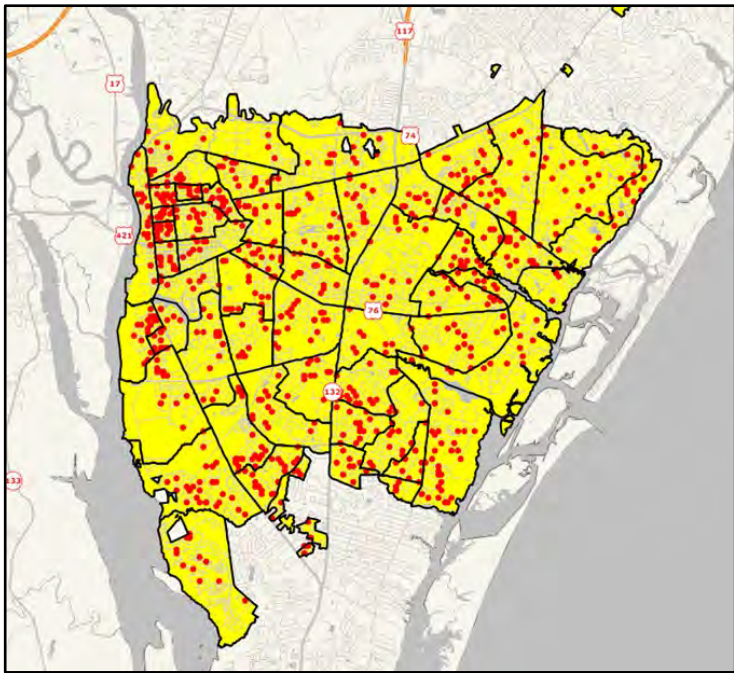
During the summer of 2025, ETC Institute administered a community survey for the City of Wilmington. The purpose of the survey was to assess resident satisfaction with the delivery of major city services and to help set priorities for the community. This was the ninth community survey administered by the City of Wilmington; the first survey was conducted in 2007.

## Methodology

The seven-page 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 ([WilmingtonNCSurvey.org](http://WilmingtonNCSurvey.org)).

After households received the mailed surveys, ETC Institute followed up to encourage participation. A total of 848 households completed the survey. The results for the random sample of 848 households have a 95% level of confidence with a precision of at least +/- 3.3%.

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

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**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.*”

### MAJOR FINDINGS

**Aspects of Quality of Life in the City.** Eighty-six percent (86%) of the residents surveyed, *who had an opinion*, rated the City of Wilmington as an “excellent” or “good” place to visit. Other aspects of quality of life that residents rated as “excellent” or “good” were: quality of life in the City (70%), as a place to live (69%), and as a place to retire (62%).

**Arts and Culture.** The highest levels of satisfaction with arts and culture in the City, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: availability of arts and culture programs (68%), outdoor concert venues (68%), and variety of arts and cultural programs offered (65%). Residents were least satisfied with availability of youth arts and cultural educational programs (47%).

**Public Safety Services.** 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 (85%), quality of fire services (85%), fire department efforts to prevent injuries, property loss, and death (81%), and how quickly police respond to emergencies (58%). Residents were least satisfied with the frequency that police patrol their neighborhood (33%).

**Code Enforcement Services.** 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: enforcement of sign regulations (36%), enforcement of exterior maintenance of commercial/business property (35%), and enforcement of the mowing/cutting of weeds/grass on private property (34%). Residents were least satisfied with the enforcement of stormwater drainage pollution regulations (24%).

**Communication Services.** 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: overall quality of customer service provided by City employees (58%), City efforts to keep residents informed about local issues (43%), and the variety of ways in which the City communicates information (39%). Residents were least satisfied with the level of public involvement in City decision-making (16%).

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**Customer Service from City Employees.** More than half (52%) 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 (72%), how easy City employees were to contact (70%), and the accuracy of the information/assistance given (67%).

**Infrastructure Services.** The infrastructure 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 cleanliness of neighborhoods (74%), the cleanliness of City parks and greenways (67%), maintenance of city buildings (59%), condition of street signs and traffic signals (55%), appearance of the City (52%), and mowing and tree trimming along City streets and other public areas (51%). Residents were least satisfied with overall management of traffic flow on City streets (18%).

**Utility Services.** The highest levels of satisfaction with utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: residential trash collection services (78%), curbside recycling services (74%), overall quality of trash, recycling, and yard waste collection services (72%), and yard waste collection services (72%). Residents were least satisfied with adequate drainage systems for City streets (29%).

**Mobility Services.** The highest levels of satisfaction with mobility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: access to City parks, greenways, and community centers (57%), availability of sidewalks in neighborhoods (51%), availability of bicycle network in neighborhoods (34%), and ease of walking to places in the City (33%). Residents were least satisfied with the availability of diverse options for alternative forms of transportation (18%).

**Parks and Recreation Services.** 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: maintenance and appearance of existing City parks (73%), number of City parks (58%), and outdoor athletic facilities (52%). Residents were least satisfied with City swimming pools (31%).

## OTHER FINDINGS

- Fifty-six percent (56%) of residents, *who had an opinion*, generally think the state of the economy in Wilmington is about the same as the rest of the United States; 26% think it is better, and 19% think the state of the economy in the City is worse than the rest of the United States.

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- Most residents (92%), *who had an opinion*, indicated they feel “very safe” or “safe” in their neighborhood during the day; 75% feel safe in their neighborhood at night, and 64% feel safe in retail areas of the City.
- More than half (53%) of residents currently receive news and information about City government and services from local television news; 48% receive news and information from social media, and 43% receive it from online newspapers and websites. *Multiple selections could be made for this question.*
- Based on the sum of their top two choices, the sources of news and information that residents find most helpful and informative are: social media (36%) and local television news (36%).
- Residents were asked if they think their neighborhood receives more, less, or about the same services and resources as other parts of the City. More than half (55%) of the residents think their neighborhood receives about the same resources as other parts of the City; 10% think it receives more, and 34% think their neighborhood receives less than other parts of the City.
- Based on the sum of their top three choices, the most important challenges that residents believe those who live in the City of Wilmington face today are: traffic congestion (51%), availability of affordable housing (42%), and growth and development (40%).

### TRENDS SINCE 2023

The results for the City of Wilmington improved in 40 of the 65 areas that were assessed in both 2023 and 2025; 17 areas showed a significant increase (3.3% or more). The areas that showed a significant increase since 2023 are listed below and on the following page. *For the complete list of trends, please refer to the charts and graphs section of this report (Section 1).*

- Quality of life in the City (+20.9%)
- Maintenance of neighborhood streets (+11.6%)
- Maintenance of City buildings (+10.8%)
- City efforts to keep residents informed about local issues (+9.1%)
- Cleanliness of City streets and public areas (+9%)
- Overall police relationship with the community (+8.8%)
- Maintenance of City sidewalks in neighborhoods (+7.9%)

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- Enforcement of the cleanup of junk/debris on private property (+7.6%)
- City efforts to promote sustainable practices (+7.2%)
- Adequacy of City street lighting (+5.6%)
- Enforcement of sign regulations (+5.6%)
- Enforcement of the exterior maintenance of residential property (+5.6%)
- Enforcement of the mowing/cutting of weeds/grass on private property (+4.7%)
- How quickly street repairs are made (+4.1%)
- City swimming pools (+3.9%)
- How well the City is planning growth (+3.8%)
- Usefulness of the information that is available on the City's website (+3.7%)

The results for the City of Wilmington decreased in 25 of the 65 areas that were assessed in both 2023 and 2025; 11 areas showed a significant decrease (3.3% or more). The areas that showed a significant decrease since 2023 are listed below:

- Curbside recycling services (-3.4%)
- Biking and walking trails in the City (-3.9%)
- Timing of traffic signals in the City (-4%)
- As a place to retire (-4.1%)
- Quality of services provided by the City (-4.3%)
- Quality of police services (-5.4%)
- As a place to live (-5.4%)
- Residential trash collection services (-5.7%)
- As a place to raise children (-7.1%)
- Stormwater services (drainage and flood management) (-7.6%)
- Effectiveness of City communications with the public (-15.3%)

# 2025 City of Wilmington Community Survey

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### How the City of Wilmington Compares to Other Communities Nationally

Satisfaction levels for the City of Wilmington **rated higher than the U.S. average in 26 of the 51 areas that were assessed**. The City rated significantly higher (3.3% or more) than the U.S. average in 21 of these areas. Listed below and on the following page are the comparisons between the City of Wilmington and the U.S. average:

Service	Wilmington	U.S.	Difference	Category
As a place to visit	86.1%	52.3%	33.8%	Quality of Life
Bulky item pickup/removal services	69.4%	45.3%	24.1%	Utilities
Yard waste collection services	72.1%	48.5%	23.6%	Utilities
Overall quality of trash, recycling, and yard waste collection services	72.3%	50.1%	22.2%	Utilities
Curbside recycling services	73.8%	52.6%	21.2%	Utilities
Overall quality of customer service provided by city employees	57.5%	38.0%	19.5%	Communication
Feeling of safety in your neighborhood during the day	91.5%	72.3%	19.2%	Feeling of Safety
Feeling of safety in your neighborhood at night	75.2%	56.2%	19.0%	Feeling of Safety
Efficiency of city fire department response	84.8%	66.4%	18.4%	Public Safety
Residential trash collection services	77.7%	60.8%	16.9%	Utilities
Quality of fire services	84.6%	68.0%	16.6%	Public Safety
As a place to retire	61.7%	47.3%	14.4%	Quality of Life
As a place to live	69.0%	54.7%	14.3%	Quality of Life
Mowing and tree trimming along city streets and other public areas	51.3%	43.1%	8.2%	Infrastructure
Maintenance of city buildings	58.9%	51.5%	7.4%	Infrastructure
Feeling of safety in retail areas of the city	63.7%	57.2%	6.5%	Feeling of Safety
How quickly police respond to emergencies	58.1%	51.7%	6.4%	Public Safety
Quality of police services	53.6%	49.0%	4.6%	Public Safety
Overall feeling of safety in the city	61.5%	57.3%	4.2%	Feeling of Safety
Appearance of the City	51.7%	47.6%	4.1%	Infrastructure
Condition of streets in your neighborhood	46.9%	43.2%	3.7%	Infrastructure
Overall quality of services provided by the City	46.0%	42.9%	3.1%	Quality of Life
Cleanliness of Downtown	47.8%	44.9%	2.9%	Infrastructure
City efforts to keep residents informed about local issues	43.1%	42.0%	1.1%	Communication
Overall maintenance of city streets and sidewalks	38.6%	37.5%	1.1%	Infrastructure

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### How the City of Wilmington Compares to Other Communities Nationally (cont.)

Service	Wilmington	U.S.	Difference	Category
Condition of street signs and traffic signals	54.7%	54.4%	0.3%	Infrastructure
Overall cleanliness of city streets/other public areas	47.5%	49.2%	-1.7%	Infrastructure
Overall value you receive for city taxes and fees	29.9%	32.7%	-2.8%	Quality of Life
Feeling of safety in city parks	48.7%	52.4%	-3.7%	Feeling of Safety
Adequacy of city street lighting	48.6%	52.4%	-3.8%	Infrastructure
Usefulness of the information that is available on the City's website	37.6%	42.4%	-4.8%	Communication
Feeling of safety in downtown	45.7%	51.0%	-5.3%	Feeling of Safety
Maintenance of major city streets	37.6%	43.5%	-5.9%	Infrastructure
Availability of information about city programs and services	38.1%	44.1%	-6.0%	Communication
As a place to raise children	50.6%	56.7%	-6.1%	Quality of Life
Overall condition of city sidewalks	36.4%	42.8%	-6.4%	Infrastructure
As a place to work	38.2%	46.7%	-8.5%	Quality of Life
Enforcement of sign regulations	36.4%	44.9%	-8.5%	Code Enforcement
Enforcement of local traffic laws	37.6%	46.6%	-9.0%	Public Safety
Enforcement of exterior maintenance of residential property	32.9%	42.1%	-9.2%	Code Enforcement
Enforcement of the cleanup of junk and debris on private property	33.0%	42.5%	-9.5%	Code Enforcement
Enforcement of mowing and cutting of weeds & grass on private property	33.5%	43.1%	-9.6%	Code Enforcement
Overall effectiveness of city communications with the public	27.6%	37.2%	-9.6%	Communication
Enforcement of exterior maintenance of commercial/business property	35.1%	44.7%	-9.6%	Code Enforcement
City efforts to prevent crimes	34.8%	46.0%	-11.2%	Public Safety
Overall efforts by the City to enforce codes and ordinances	28.6%	39.9%	-11.3%	Code Enforcement
Frequency that police officers patrol your neighborhood	33.0%	50.3%	-17.3%	Public Safety
Level of public involvement in city decision-making	16.0%	34.7%	-18.7%	Communication
Stormwater services	29.4%	48.5%	-19.1%	Utilities
Overall management of traffic flow on city streets	18.3%	43.2%	-24.9%	Infrastructure
How well the City is planning for growth	12.4%	37.4%	-25.0%	Quality of Life

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### How the City of Wilmington Compares to Other Communities in the Region

Satisfaction levels for the City of Wilmington **rated higher than the Atlantic Region in 18 of the 51 areas that were assessed.** The City rated significantly higher (3.3% or more) than the Atlantic Region in 16 of these areas. Listed below and on the following page are the comparisons between the City of Wilmington and the Atlantic regional average:

Service	Wilmington	Atlantic Region	Difference	Category
As a place to visit	86.1%	56.7%	29.4%	Quality of Life
Bulky item pickup/removal services	69.4%	42.3%	27.1%	Utilities
Yard waste collection services	72.1%	49.6%	22.5%	Utilities
Feeling of safety in your neighborhood during the day	91.5%	70.4%	21.1%	Feeling of Safety
Overall quality of trash, recycling, and yard waste collection services	72.3%	56.0%	16.3%	Utilities
Overall quality of customer service provided by city employees	57.5%	41.4%	16.1%	Communication
Curbside recycling services	73.8%	58.4%	15.4%	Utilities
Feeling of safety in your neighborhood at night	75.2%	61.6%	13.6%	Feeling of Safety
As a place to retire	61.7%	49.8%	11.9%	Quality of Life
Quality of fire services	84.6%	74.6%	10.0%	Public Safety
As a place to live	69.0%	59.3%	9.7%	Quality of Life
Residential trash collection services	77.7%	68.1%	9.6%	Utilities
Efficiency of city fire department response	84.8%	76.7%	8.1%	Public Safety
Feeling of safety in retail areas of the city	63.7%	56.3%	7.4%	Feeling of Safety
Mowing and tree trimming along city streets and other public areas	51.3%	46.1%	5.2%	Infrastructure
Maintenance of city buildings	58.9%	53.9%	5.0%	Infrastructure
Overall cleanliness of city streets/other public areas	47.5%	45.9%	1.6%	Infrastructure
Condition of streets in your neighborhood	46.9%	46.1%	0.8%	Infrastructure
Overall quality of services provided by the City	46.0%	46.2%	-0.2%	Quality of Life
Appearance of the City	51.7%	52.0%	-0.3%	Infrastructure
Overall feeling of safety in the city	61.5%	62.1%	-0.6%	Feeling of Safety
Overall maintenance of city streets and sidewalks	38.6%	39.2%	-0.6%	Infrastructure
Cleanliness of Downtown	47.8%	50.2%	-2.4%	Infrastructure
Condition of street signs and traffic signals	54.7%	57.6%	-2.9%	Infrastructure
Adequacy of city street lighting	48.6%	52.8%	-4.2%	Infrastructure

# 2025 City of Wilmington Community Survey

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### How the City of Wilmington Compares to Other Communities in the Region (cont.)

Service	Wilmington	Atlantic Region	Difference	Category
Feeling of safety in downtown	45.7%	50.5%	-4.8%	Feeling of Safety
Overall value you receive for city taxes and fees	29.9%	35.0%	-5.1%	Quality of Life
Quality of police services	53.6%	59.4%	-5.8%	Public Safety
Usefulness of the information that is available on the City's website	37.6%	44.7%	-7.1%	Communication
Feeling of safety in city parks	48.7%	56.7%	-8.0%	Feeling of Safety
How quickly police respond to emergencies	58.1%	66.1%	-8.0%	Public Safety
City efforts to keep residents informed about local issues	43.1%	51.6%	-8.5%	Communication
Overall condition of city sidewalks	36.4%	45.4%	-9.0%	Infrastructure
Enforcement of sign regulations	36.4%	45.9%	-9.5%	Code Enforcement
Enforcement of exterior maintenance of commercial/business property	35.1%	44.8%	-9.7%	Code Enforcement
Availability of information about city programs and services	38.1%	49.3%	-11.2%	Communication
Maintenance of major city streets	37.6%	49.1%	-11.5%	Infrastructure
Enforcement of mowing and cutting of weeds & grass on private property	33.5%	46.1%	-12.6%	Code Enforcement
As a place to raise children	50.6%	63.8%	-13.2%	Quality of Life
Overall efforts by the City to enforce codes and ordinances	28.6%	42.2%	-13.6%	Code Enforcement
Enforcement of the cleanup of junk and debris on private property	33.0%	47.2%	-14.2%	Code Enforcement
Enforcement of exterior maintenance of residential property	32.9%	47.5%	-14.6%	Code Enforcement
Overall effectiveness of city communications with the public	27.6%	43.7%	-16.1%	Communication
As a place to work	38.2%	54.4%	-16.2%	Quality of Life
Enforcement of local traffic laws	37.6%	55.6%	-18.0%	Public Safety
City efforts to prevent crimes	34.8%	54.2%	-19.4%	Public Safety
How well the City is planning for growth	12.4%	36.4%	-24.0%	Quality of Life
Overall management of traffic flow on city streets	18.3%	43.0%	-24.7%	Infrastructure
Stormwater services	29.4%	54.9%	-25.5%	Utilities
Level of public involvement in city decision-making	16.0%	41.6%	-25.6%	Communication
Frequency that police officers patrol your neighborhood	33.0%	59.7%	-26.7%	Public Safety

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### 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. 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.

**Priorities within Departments/Specific Areas.** This 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 are listed below:

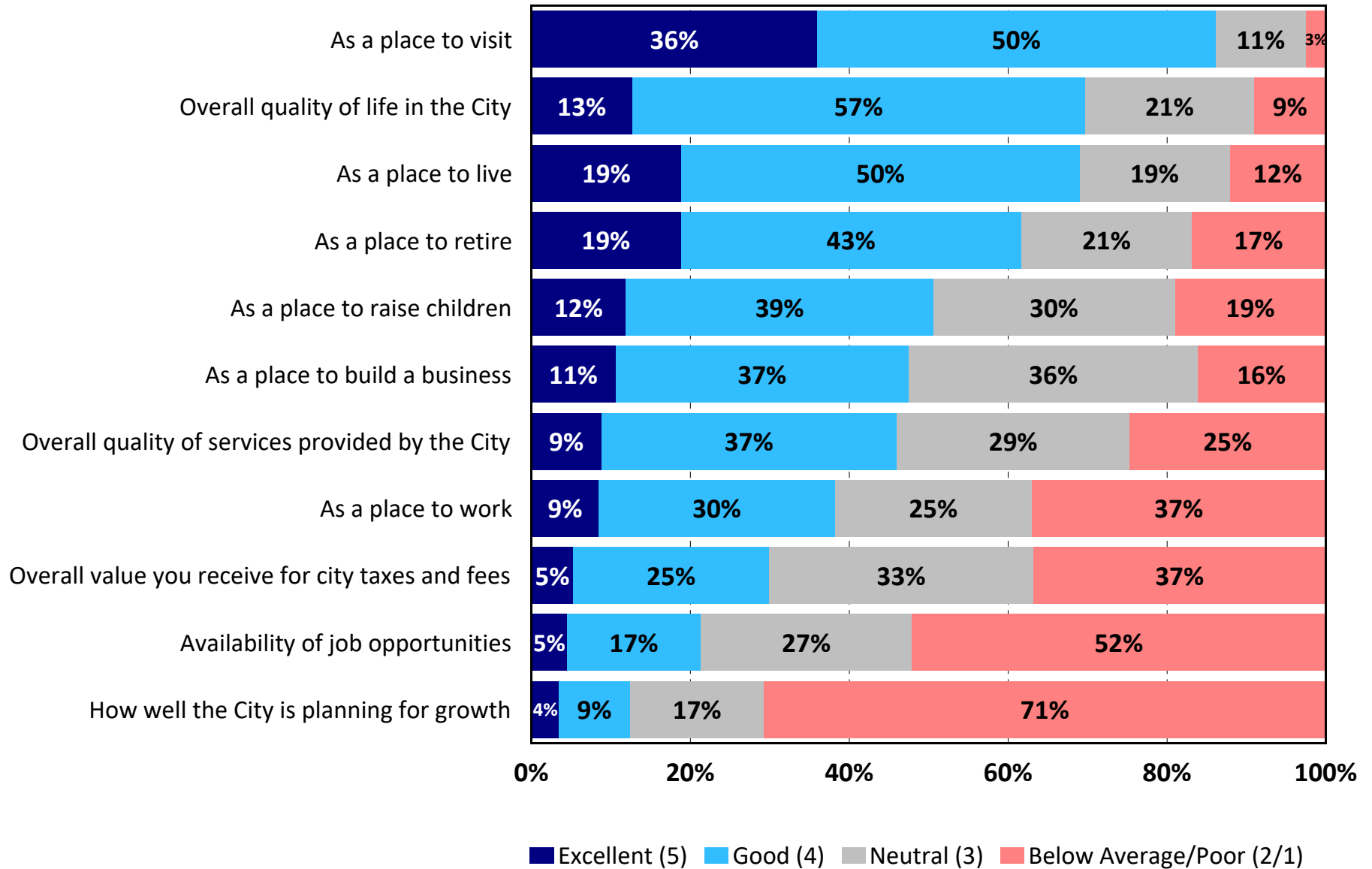
- **Arts and Culture:** cost of arts and cultural programs
- **Public Safety:** quality of police services and City efforts to prevent crimes
- **Code Enforcement:** enforcement of stormwater drainage pollution regulations, overall efforts by the City to enforce codes and ordinances, and enforcement of the cleanup of junk and debris on private property
- **Infrastructure:** overall management of traffic flow on City streets
- **Utilities:** adequate drainage systems for City streets, stormwater services (drainage and flood management), overall management of stormwater runoff by the City, and City efforts to promote sustainable practices like clean energy and reducing waste
- **Parks and Recreation:** biking and walking trails in the City



# Charts and Graphs

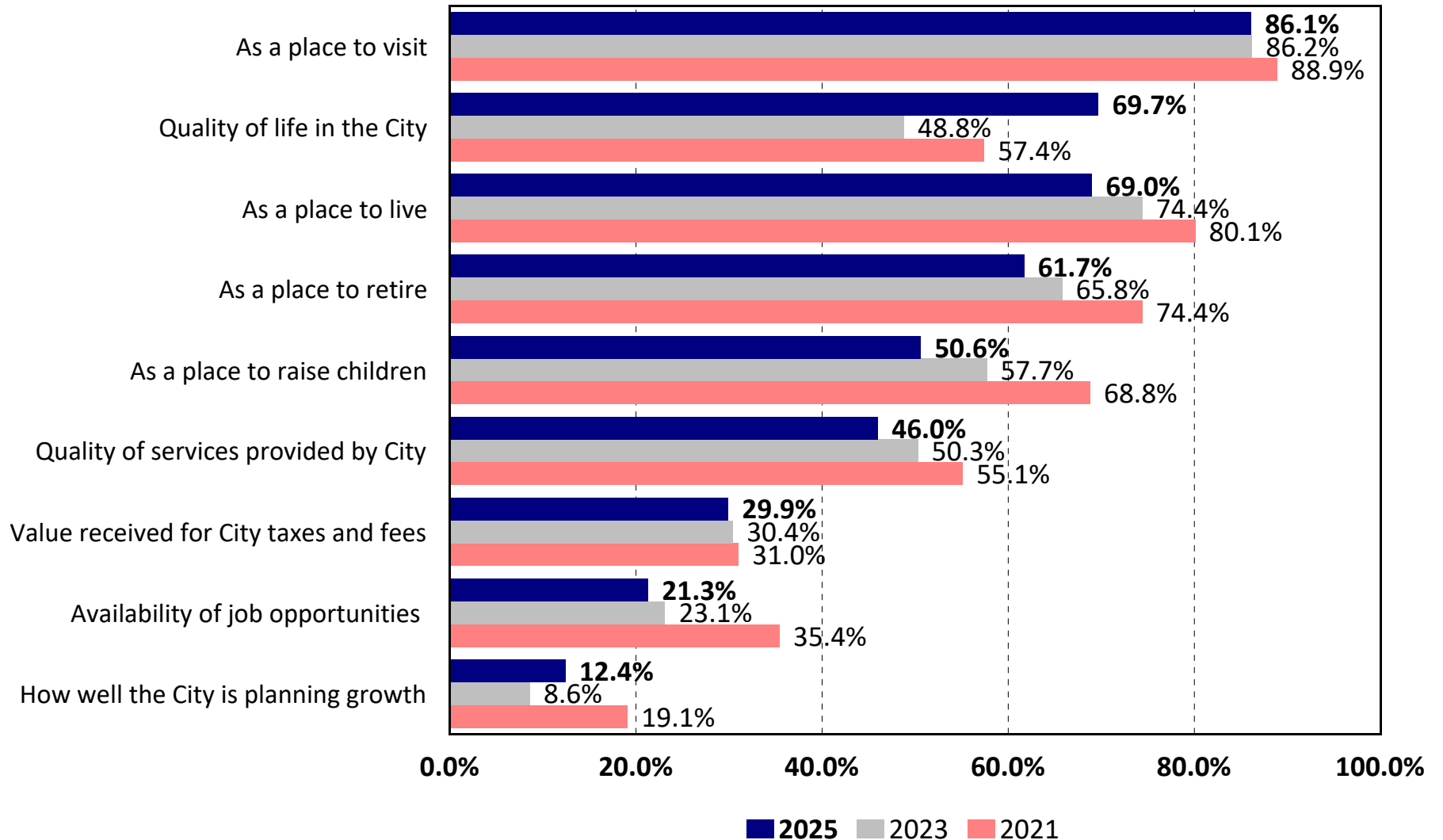
# Q1. Ratings of Quality of Life in the City

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



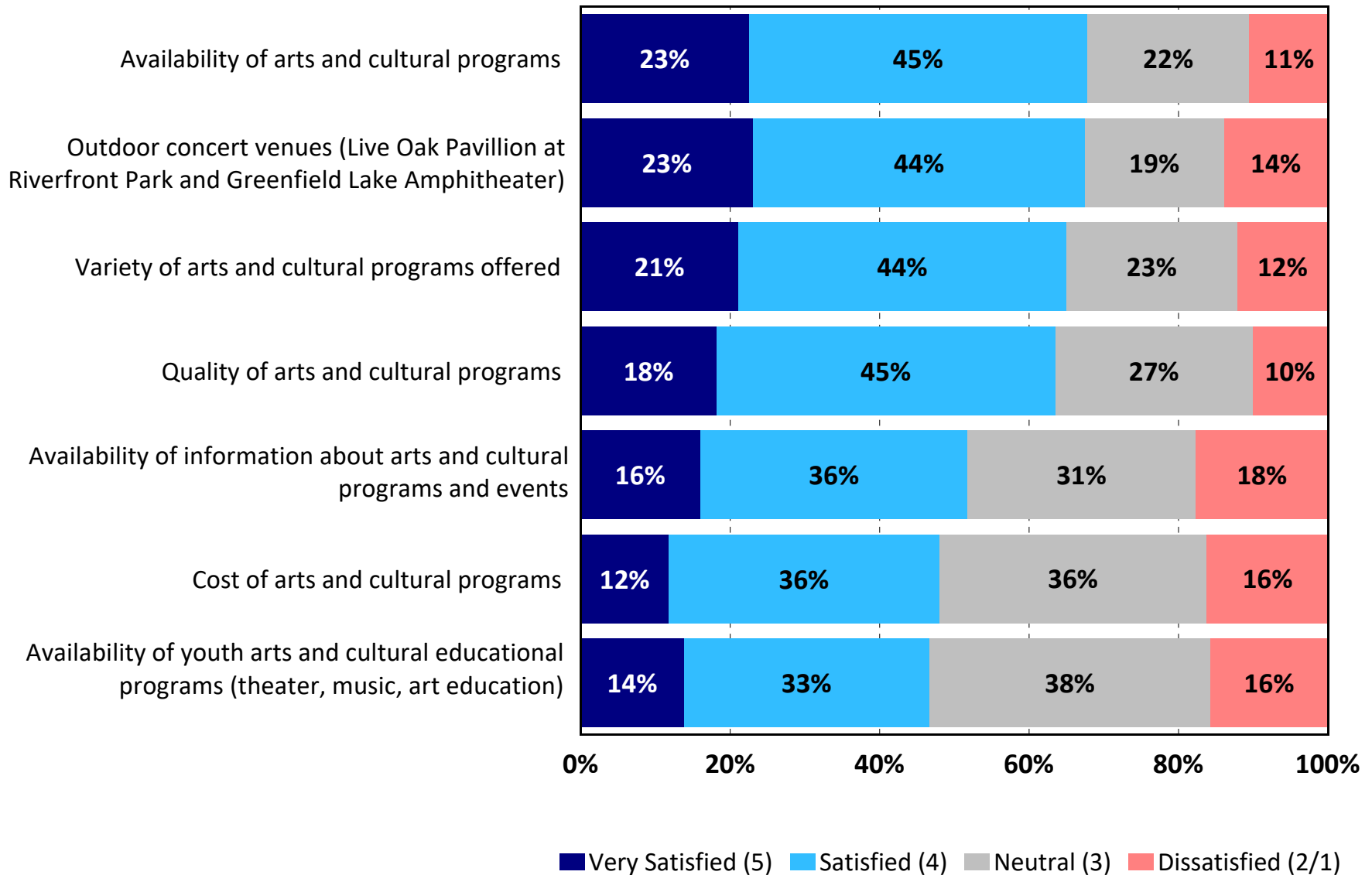
# Trends: Ratings of Quality of Life in the City (2021, 2023 & 2025)

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



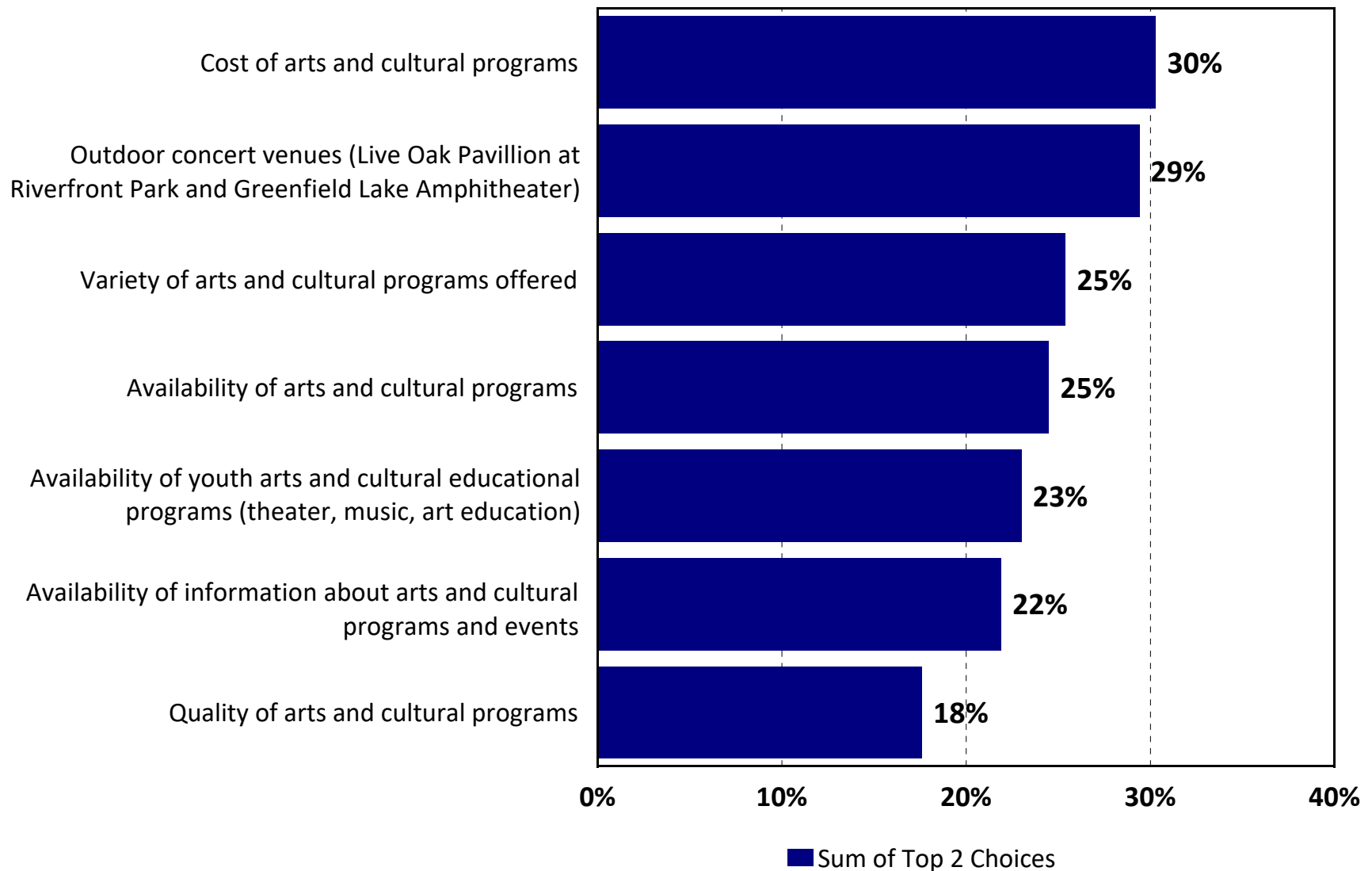
## Q2. Satisfaction with Arts and Culture

by percentage of respondents (excluding “don't know”)



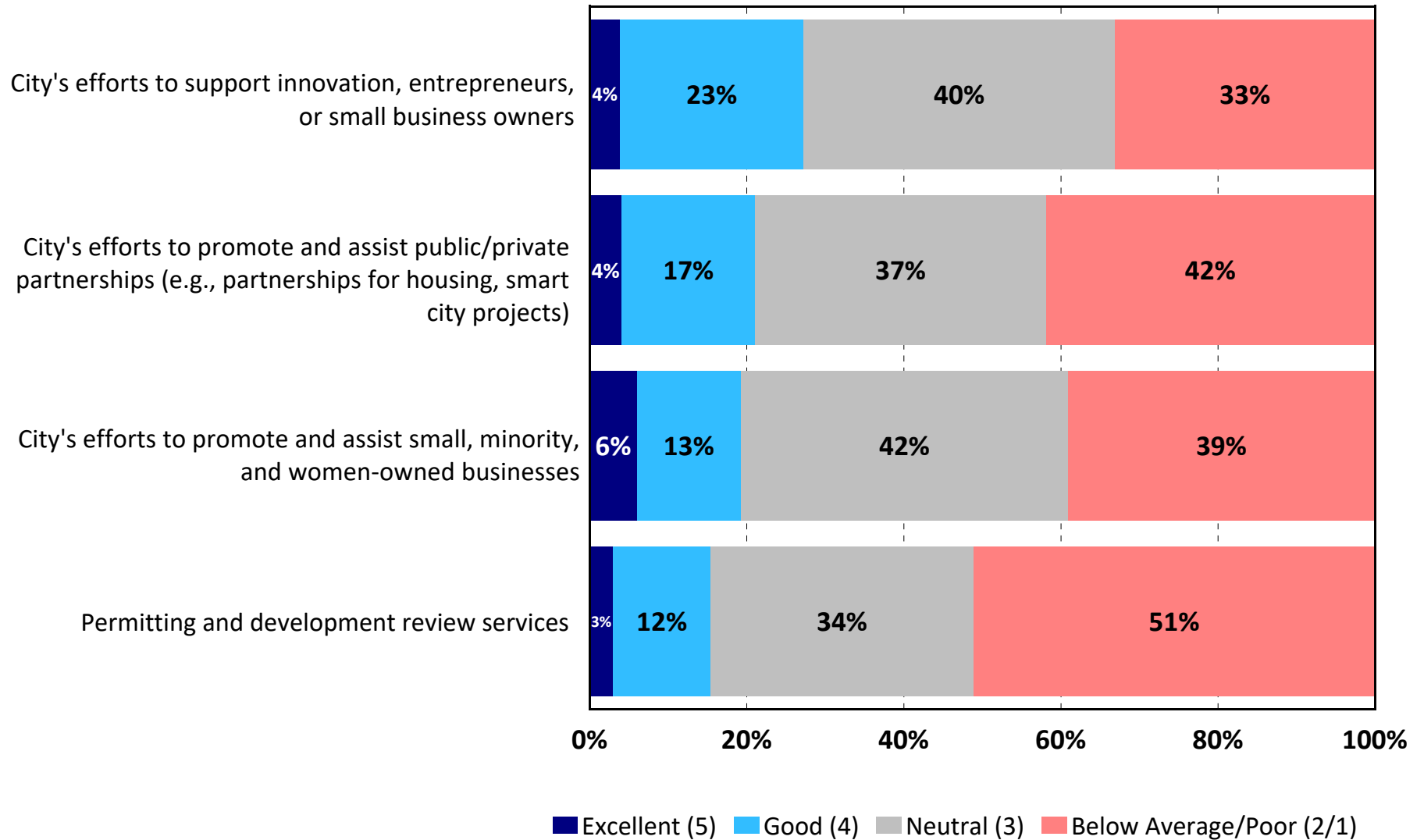
# Q3. Arts and Culture Items That Should Receive the Most Emphasis Over the Next Two Years

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



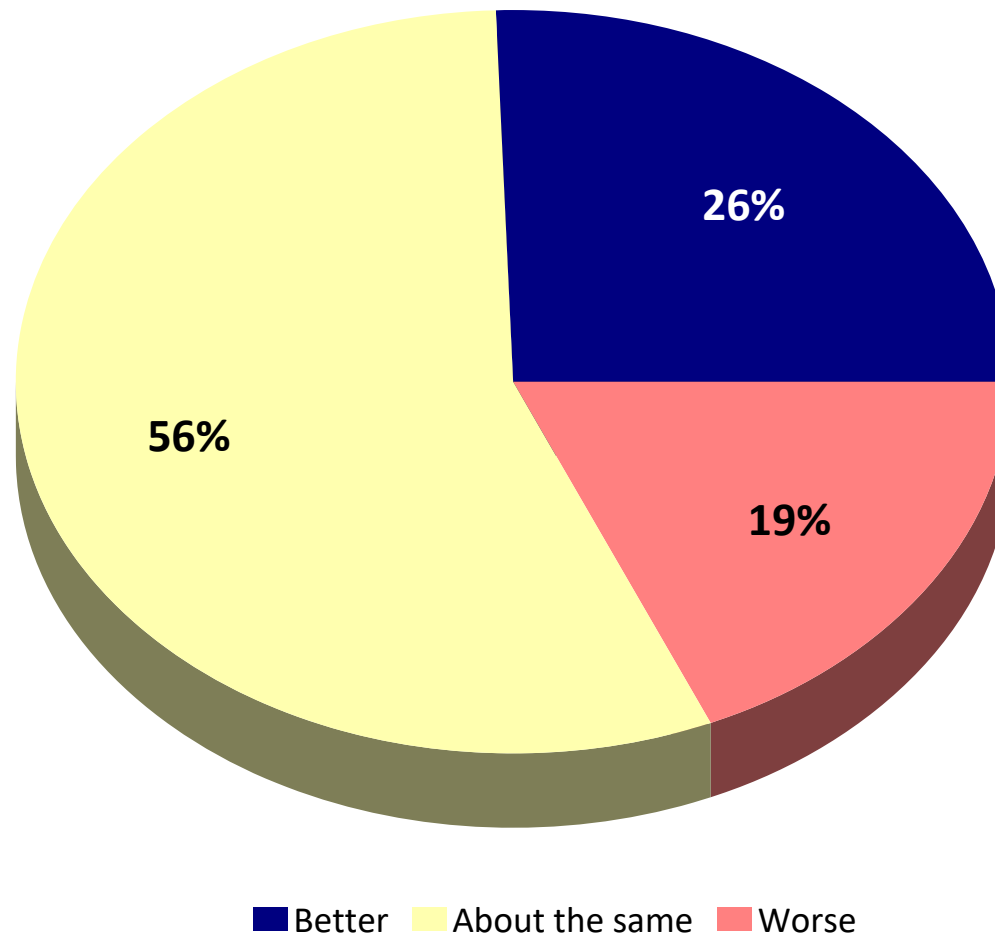
# Q4. Ratings of the Following Items

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



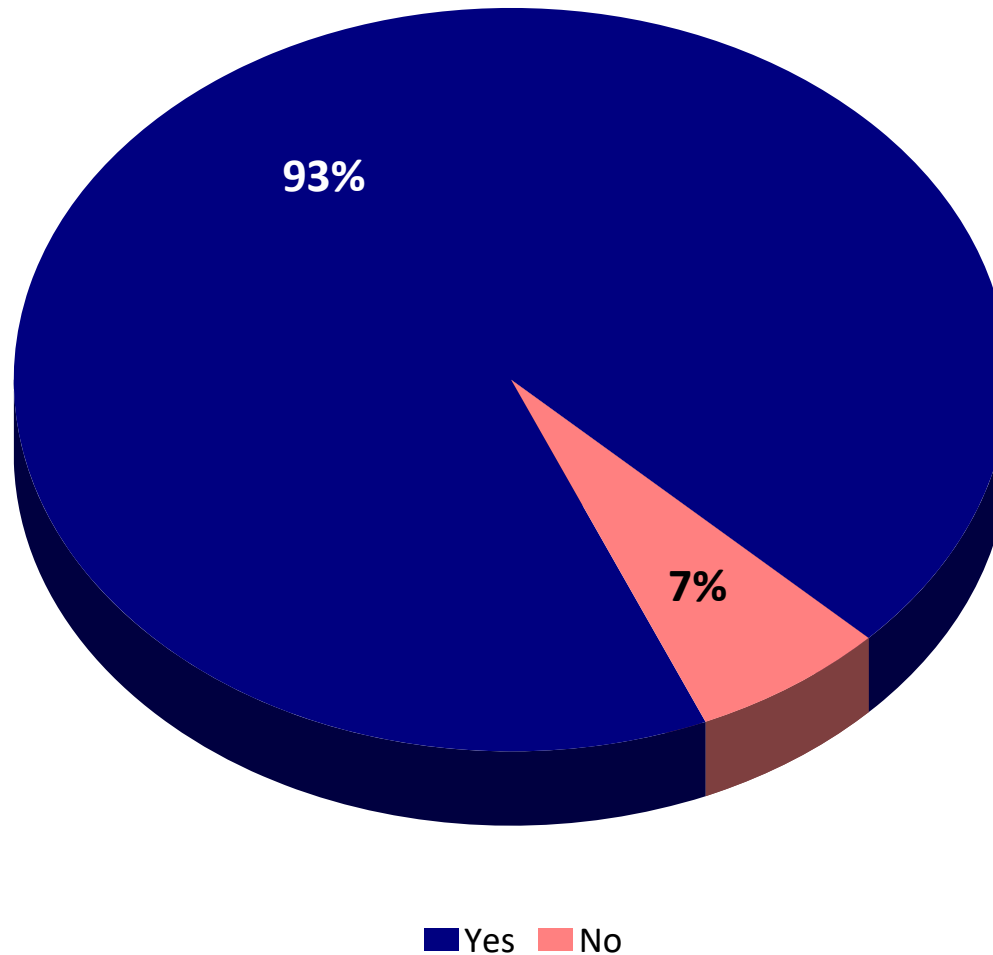
# Q5. Do you generally think the state of the economy in Wilmington is better, about the same, or worse than the rest of the United States?

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



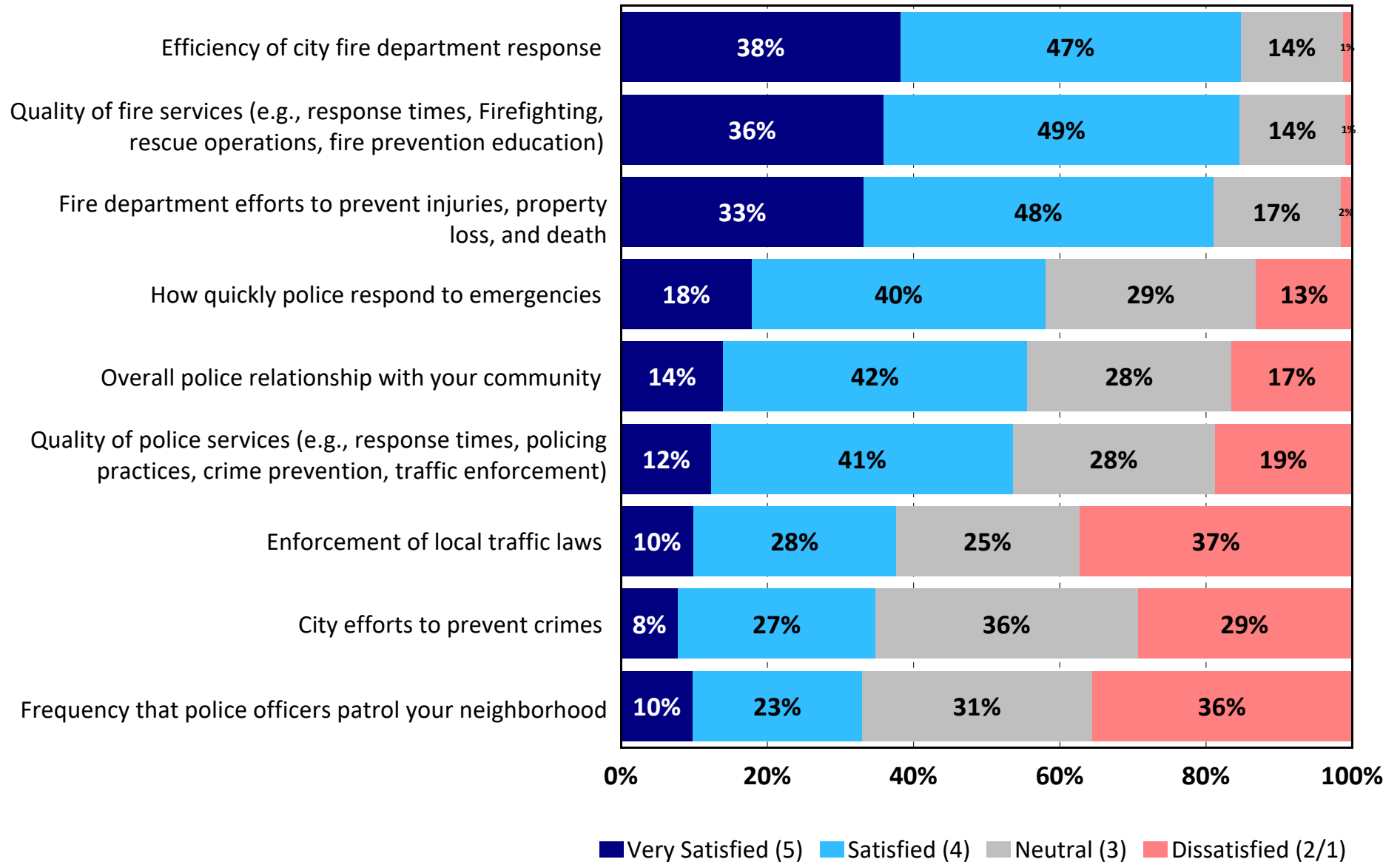
# Q6. Have you visited Downtown Wilmington during the past year?

by percentage of respondents (excluding "not provided")



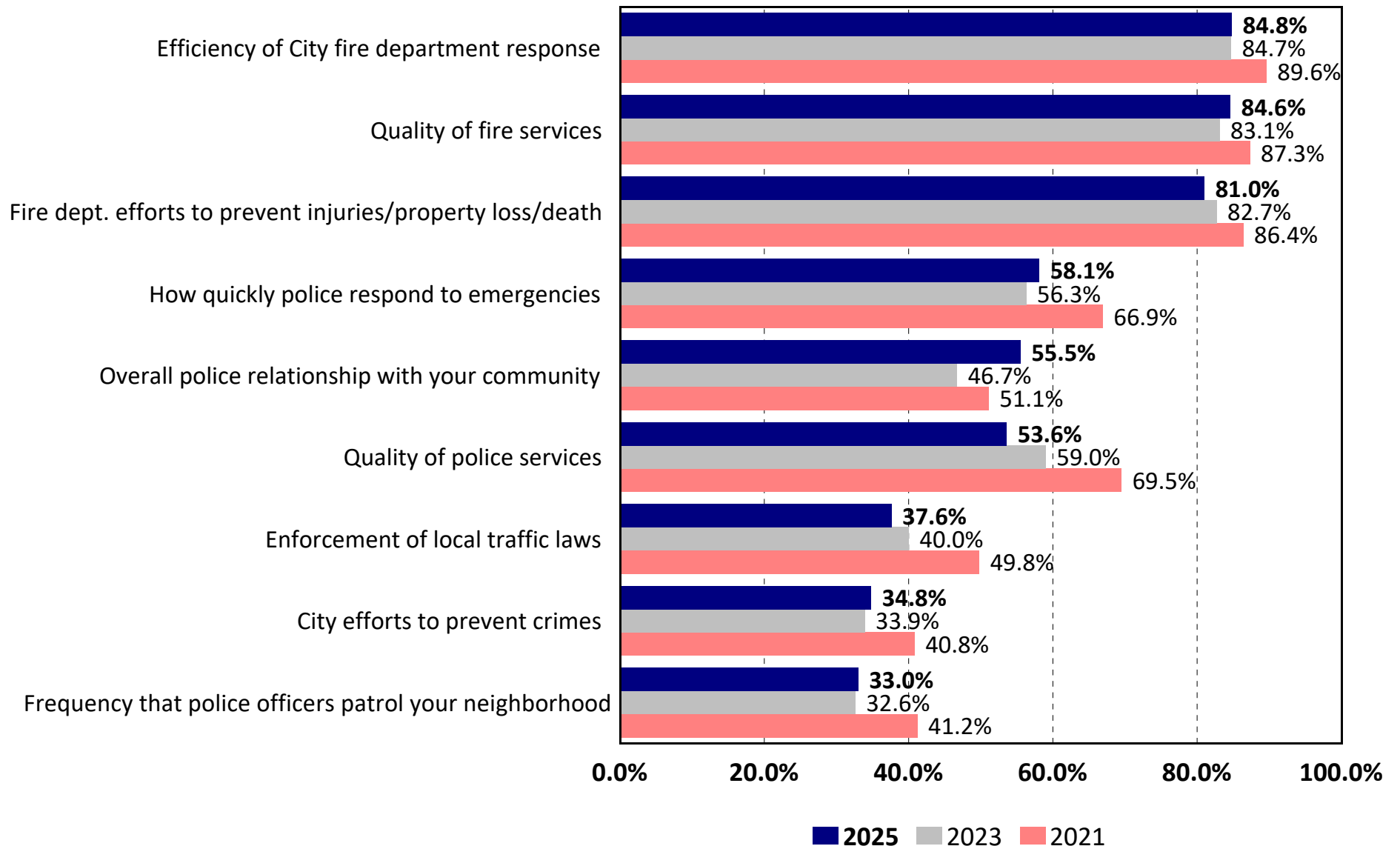
# Q7. Satisfaction with Public Safety Services

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



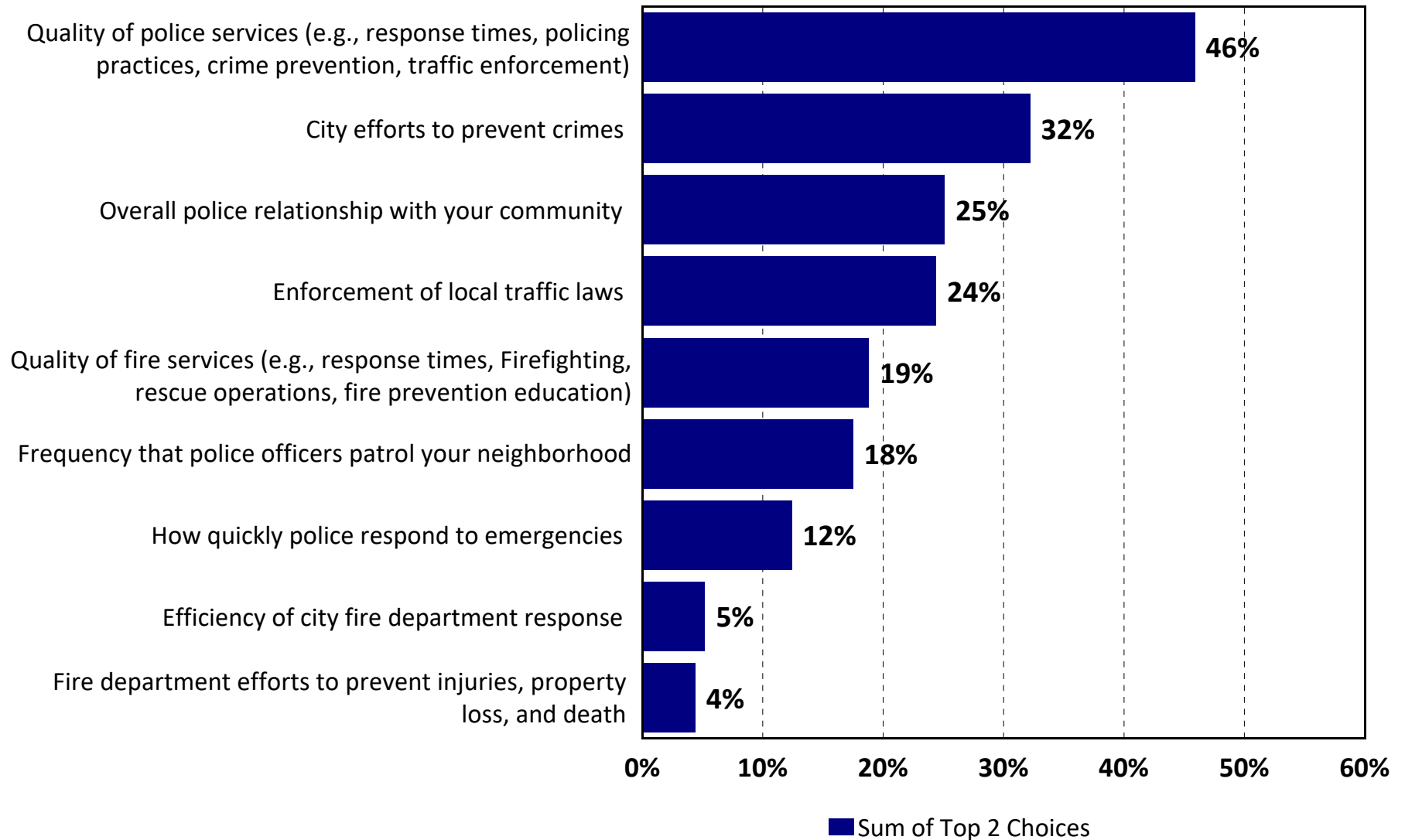
# Trends: Satisfaction with Public Safety (2021, 2023 & 2025)

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



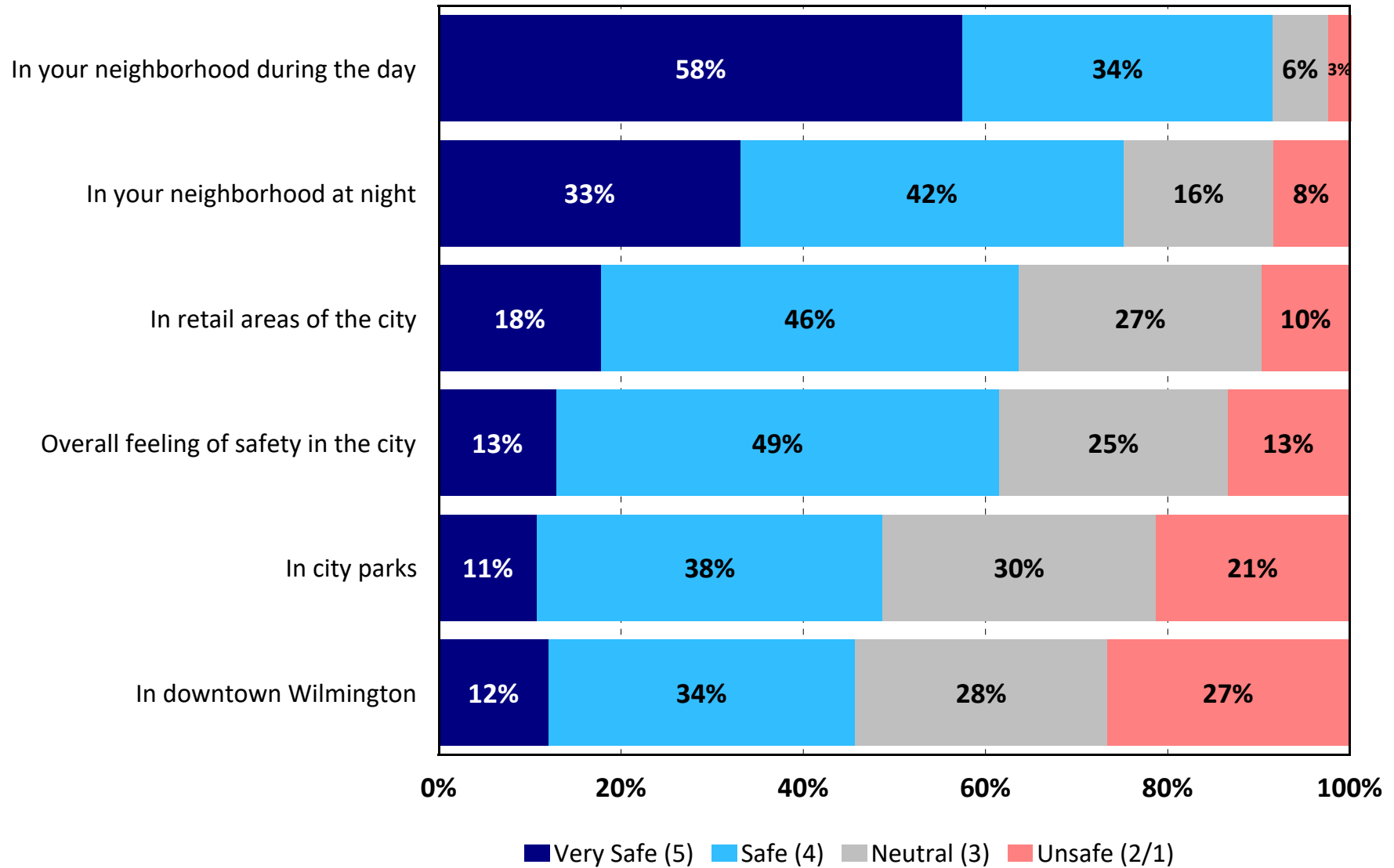
# Q8. Public Safety Services That Are Most Important for the City to Provide

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



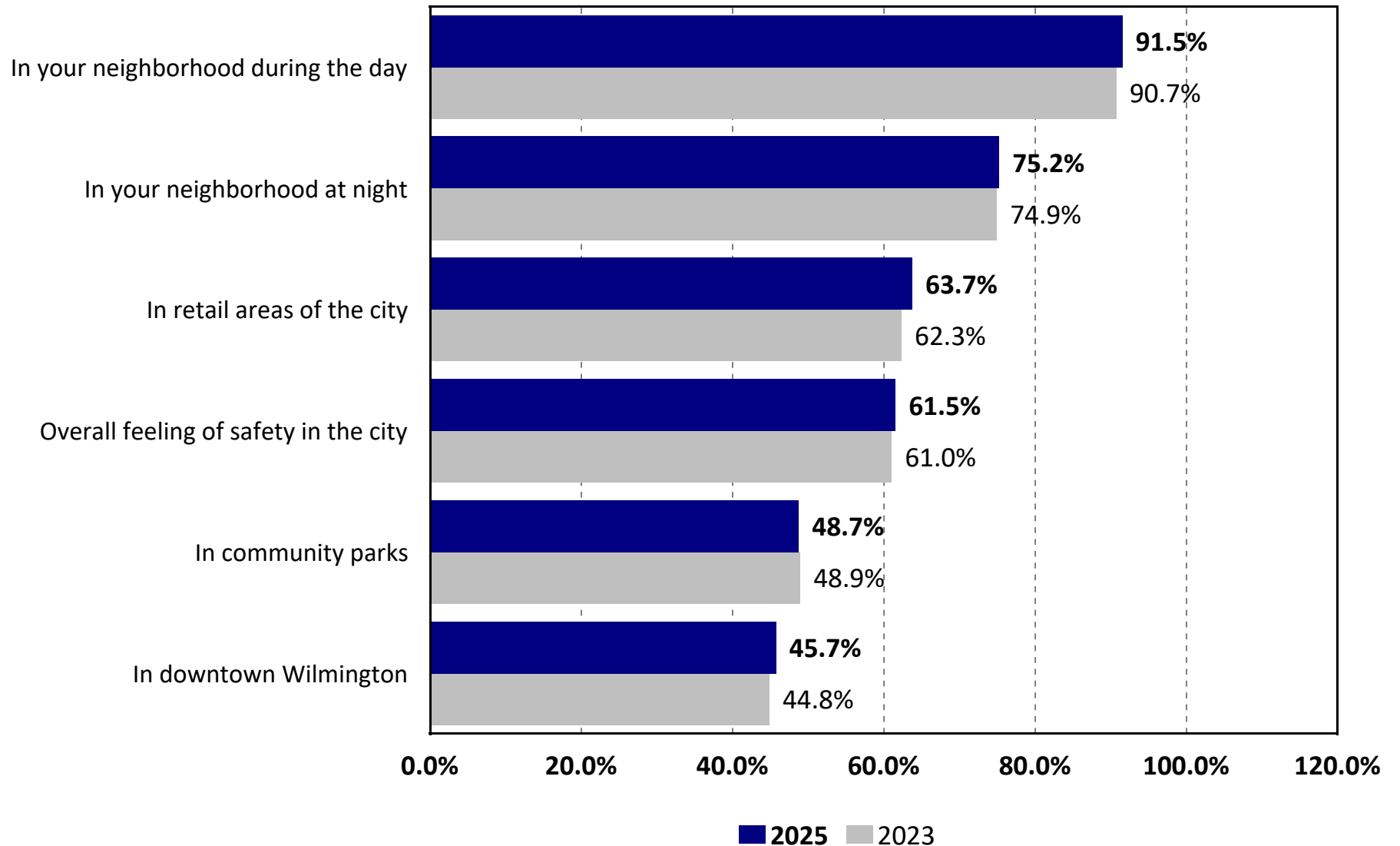
# Q9. Feeling of Safety in the City

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



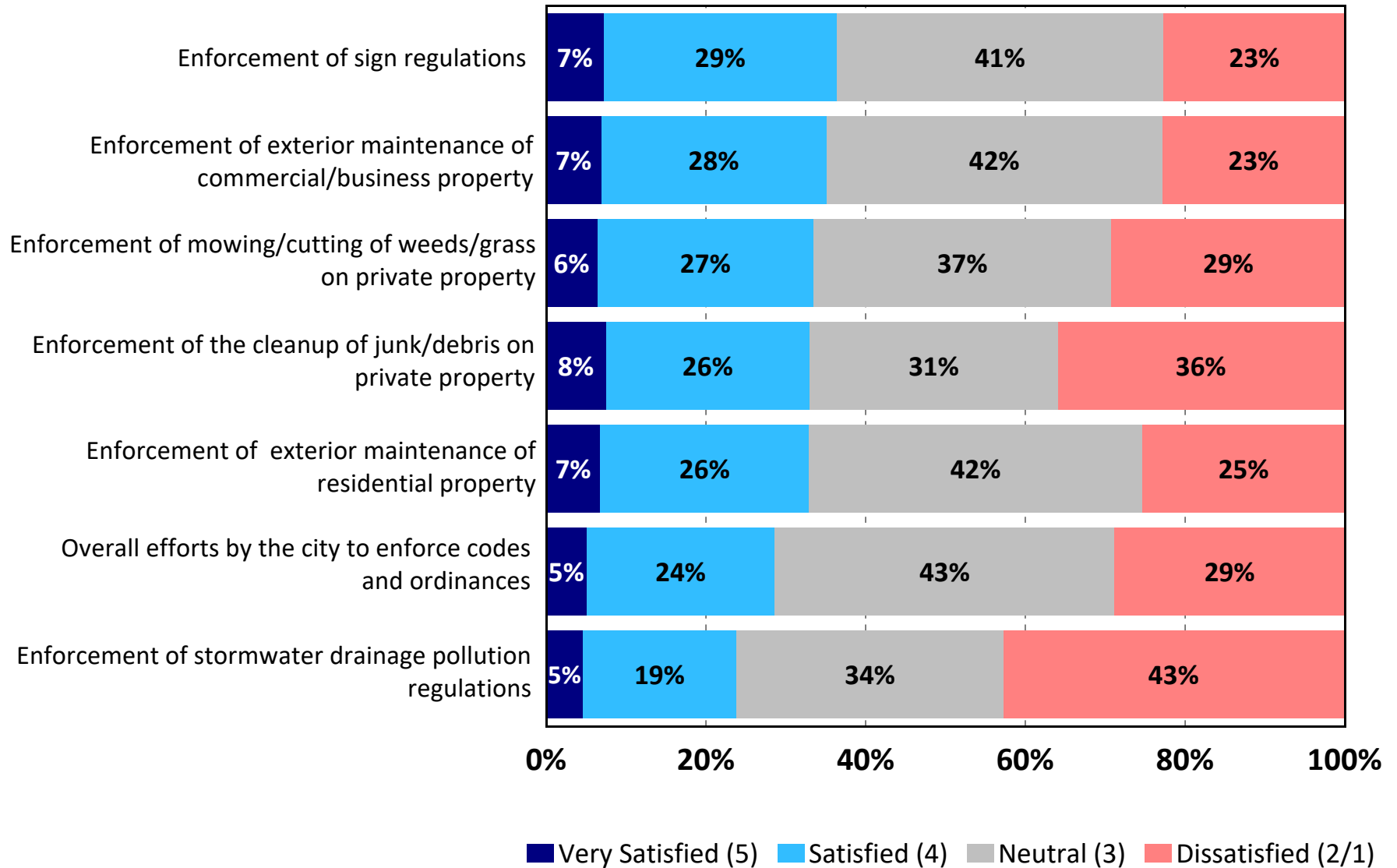
# Trends: Feeling of Safety in the City (2023 & 2025)

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



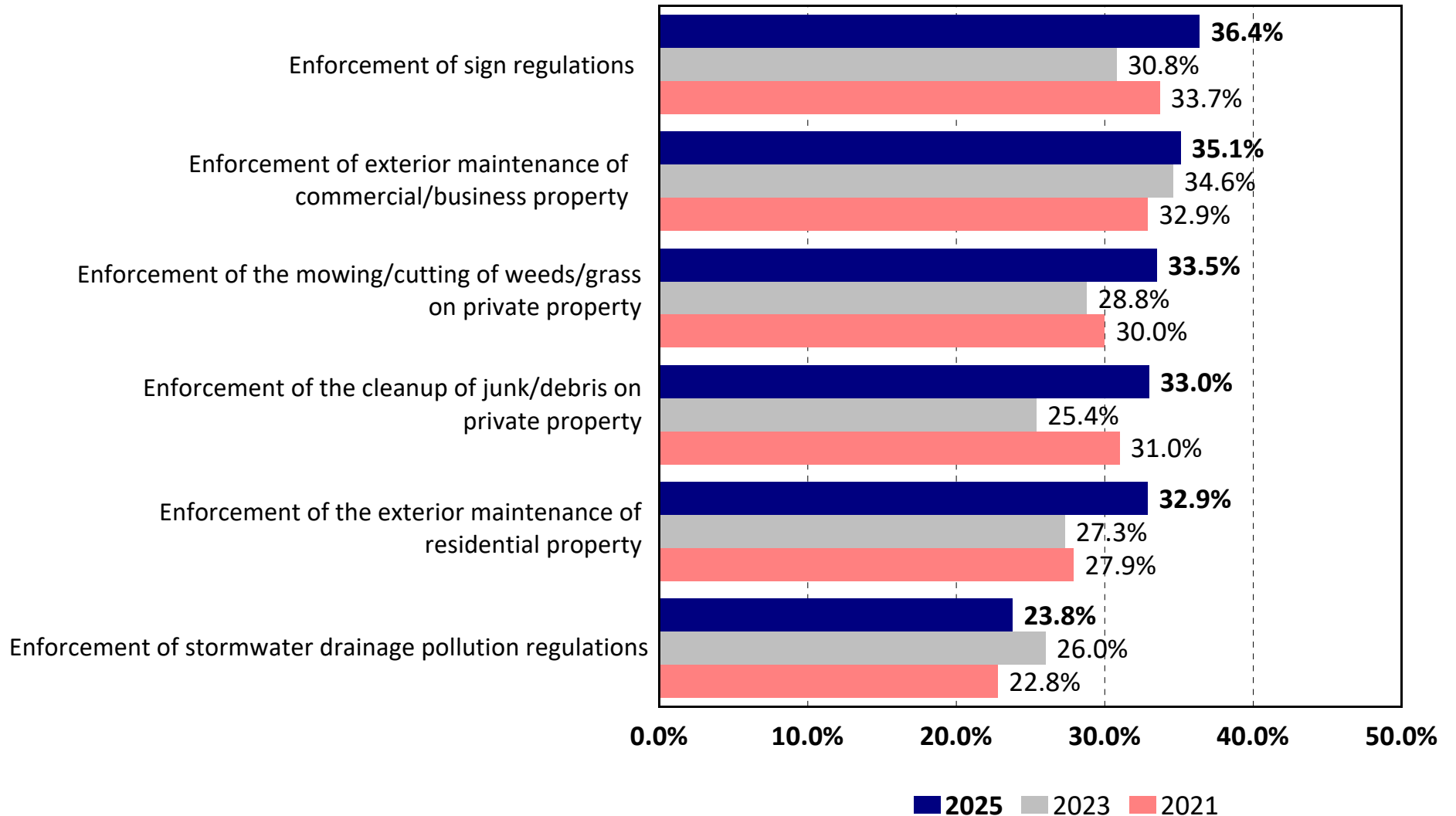
# Q10. Satisfaction with Code Enforcement

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



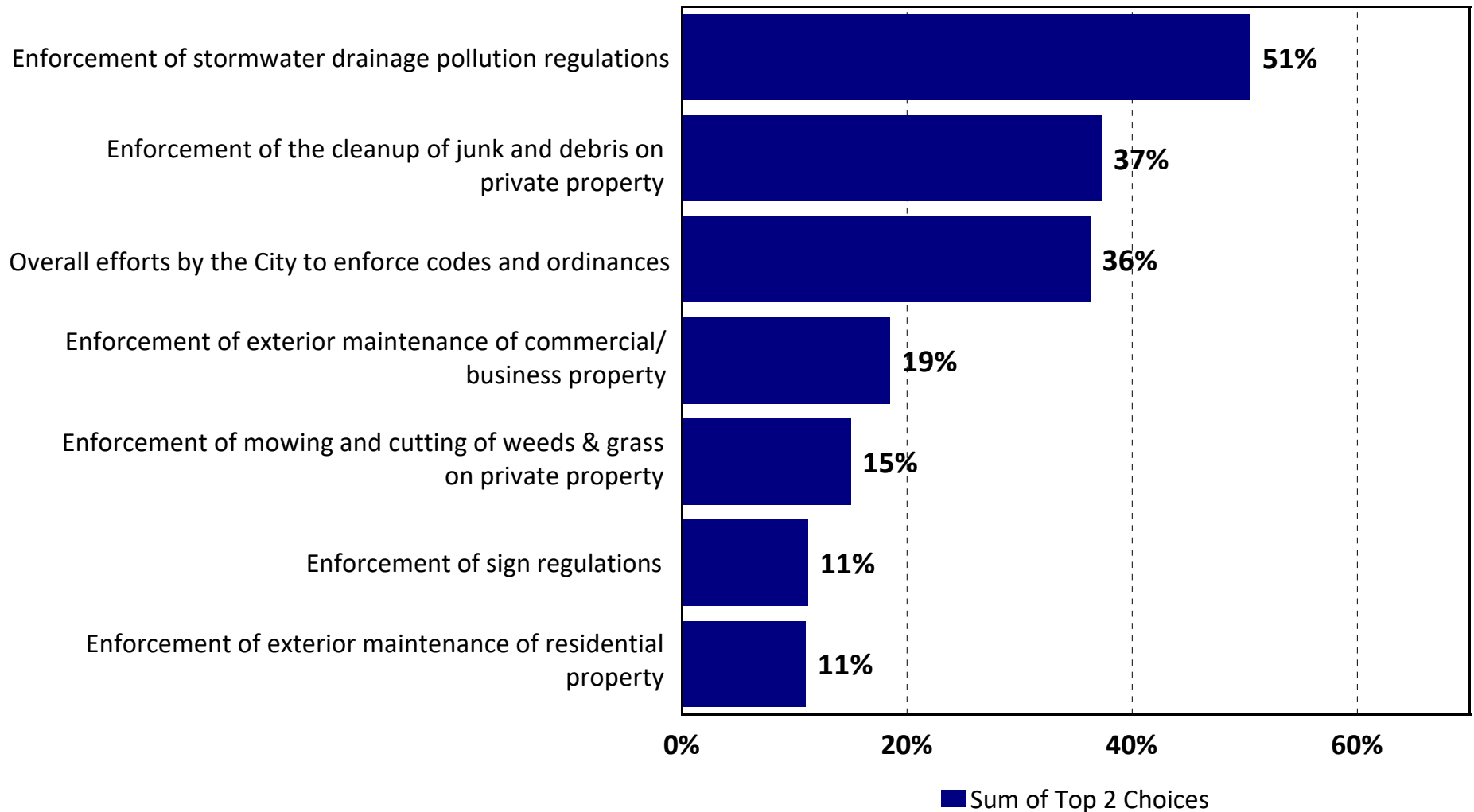
# Trends: Satisfaction with Code Enforcement (2021, 2023 & 2025)

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



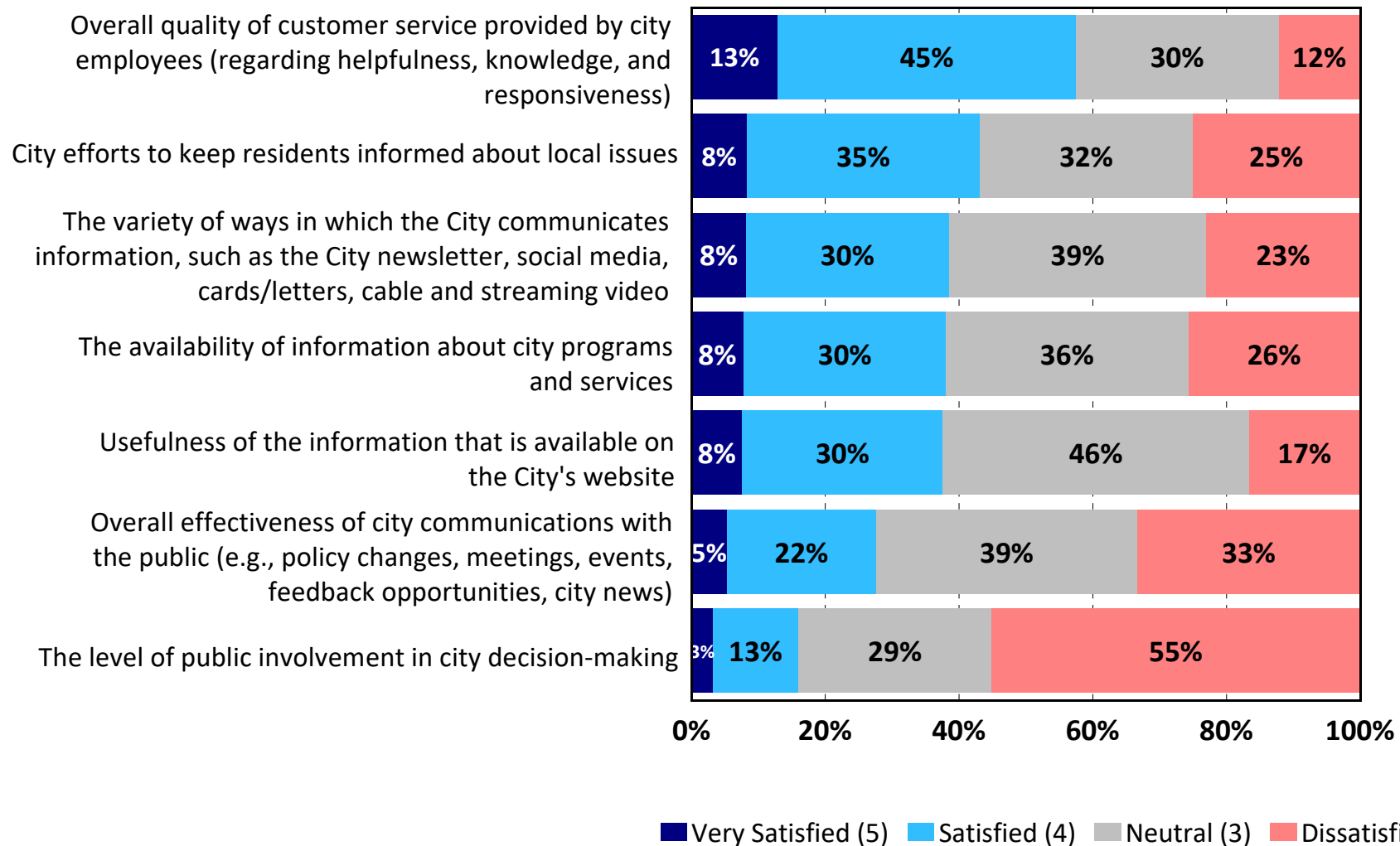
# Q11. Code Enforcement Services That Are Most Important for the City to Provide

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



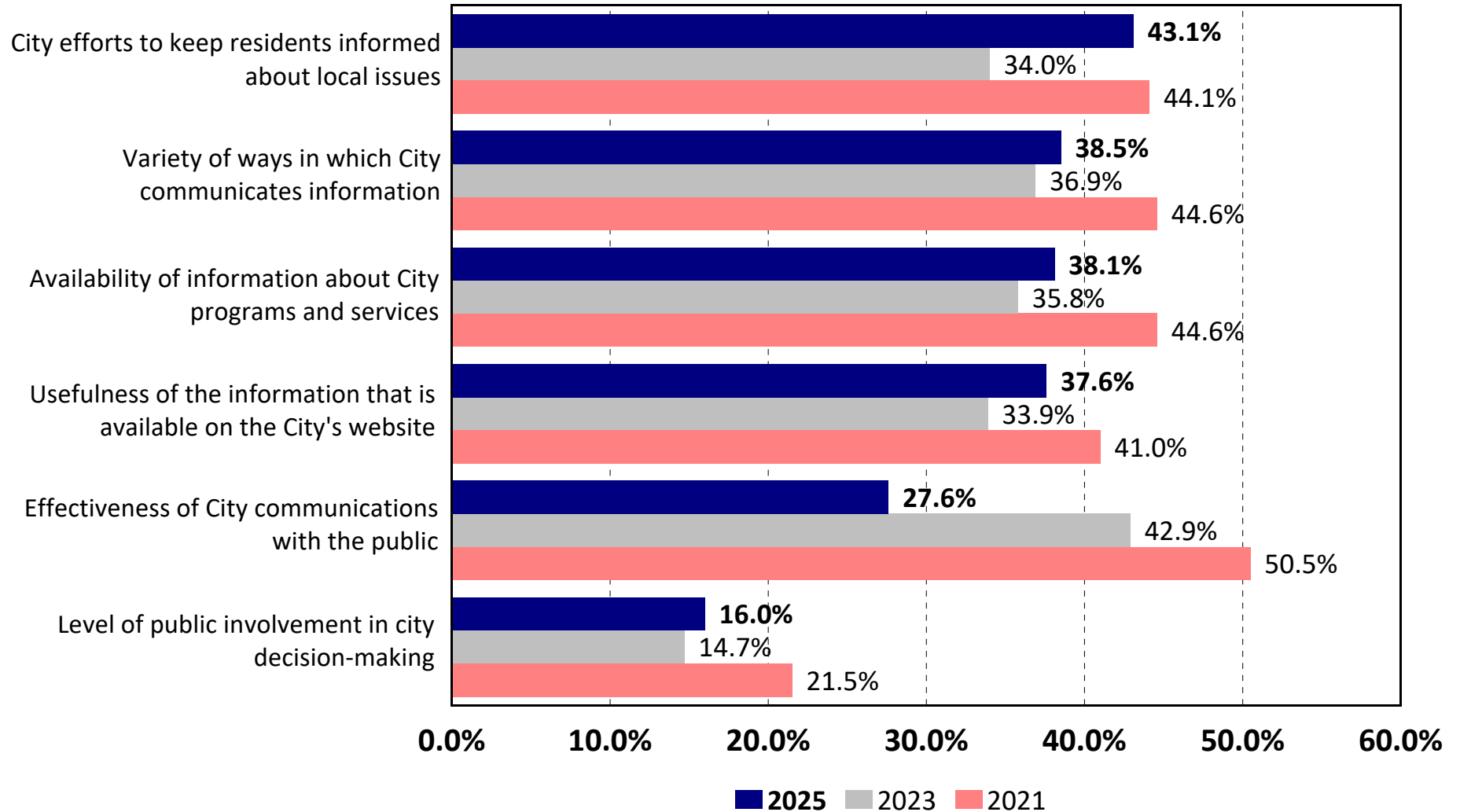
# Q12[1-7]. Satisfaction with Communication

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



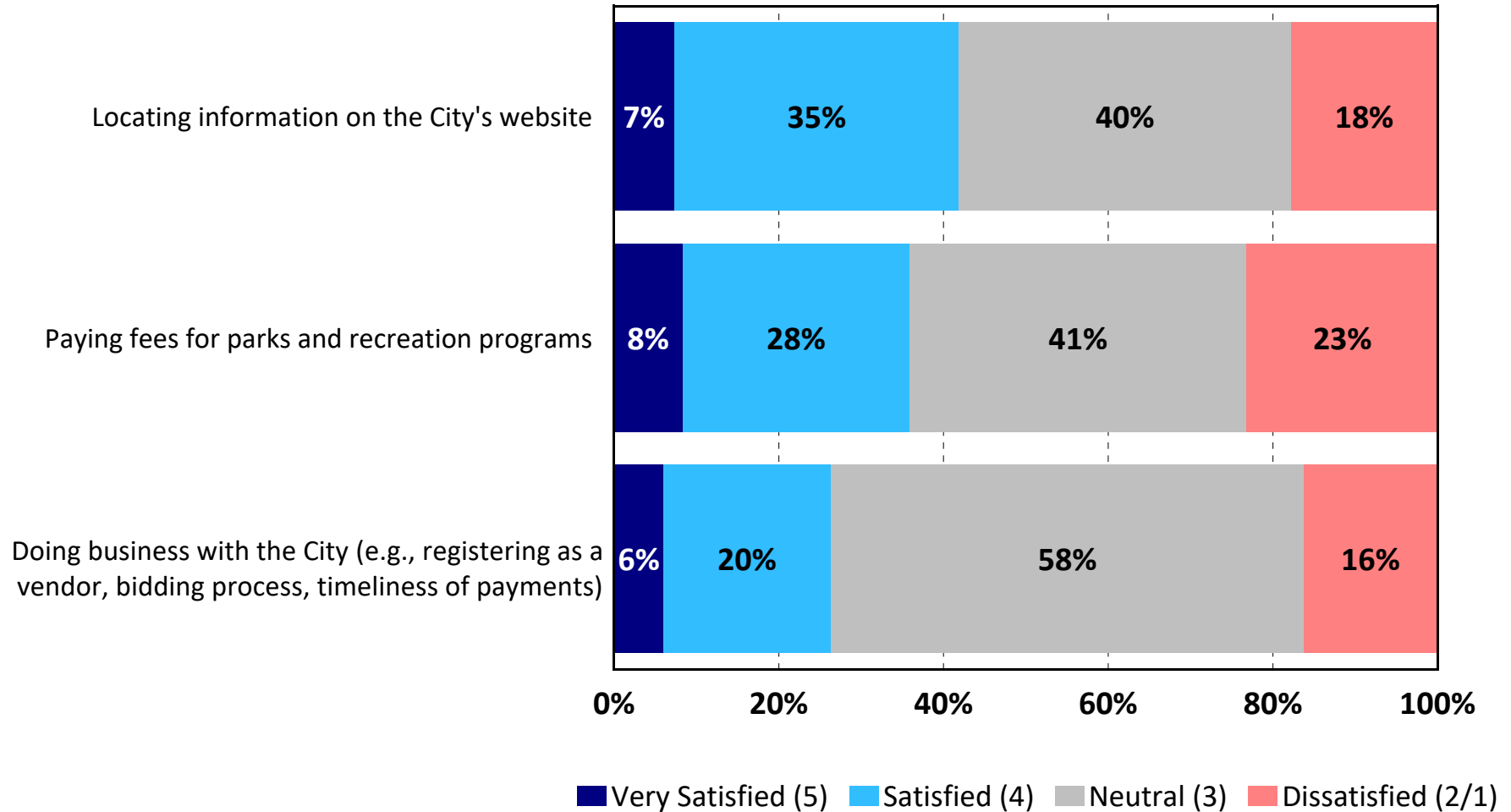
# Trends: Satisfaction with Communication (2021, 2023 & 2025)

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



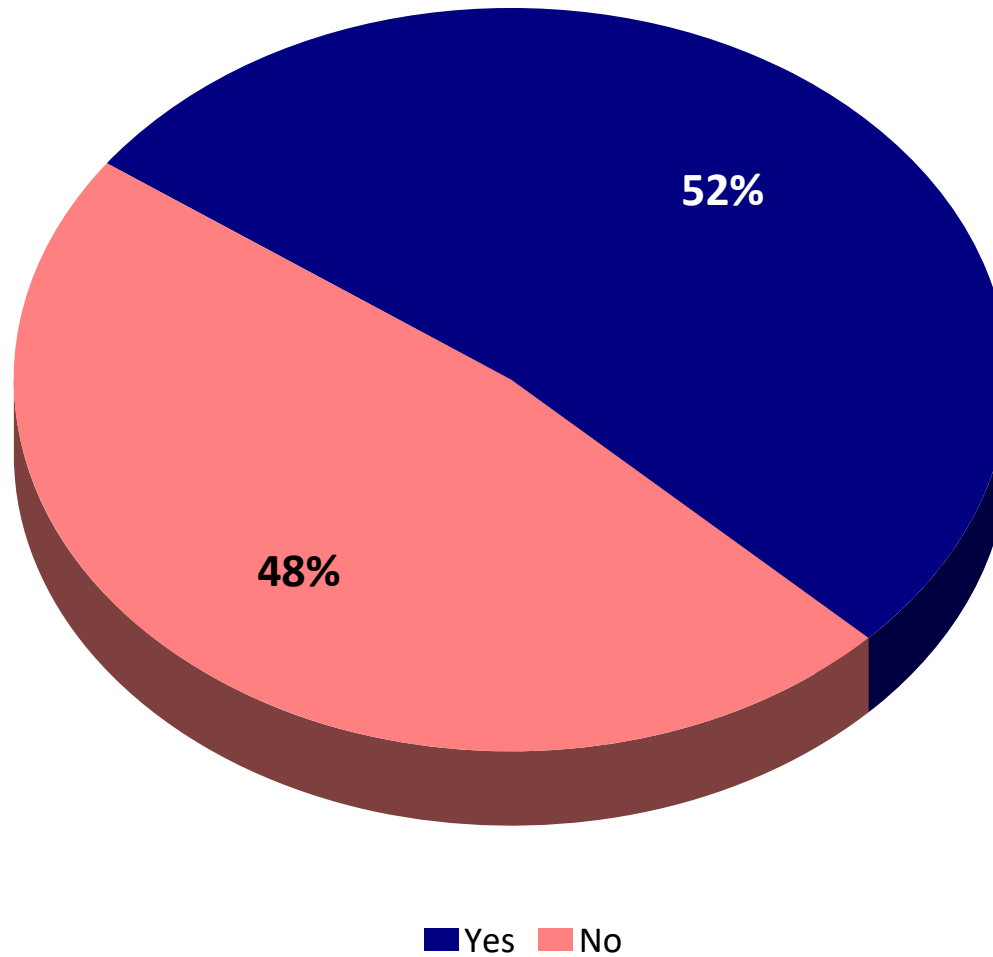
# Q12[8-10]. Satisfaction with the Ease of Doing the Following City Processes

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



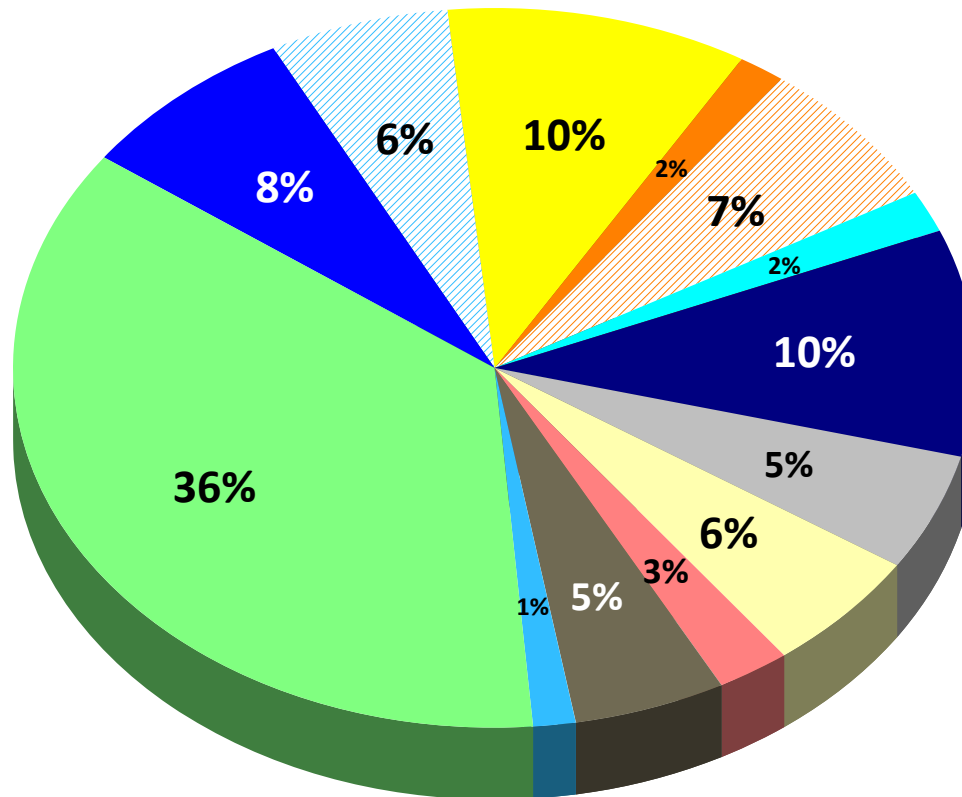
# Q13. Have you contacted the City of Wilmington during the past year?

by percentage of respondents (excluding "not provided")



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

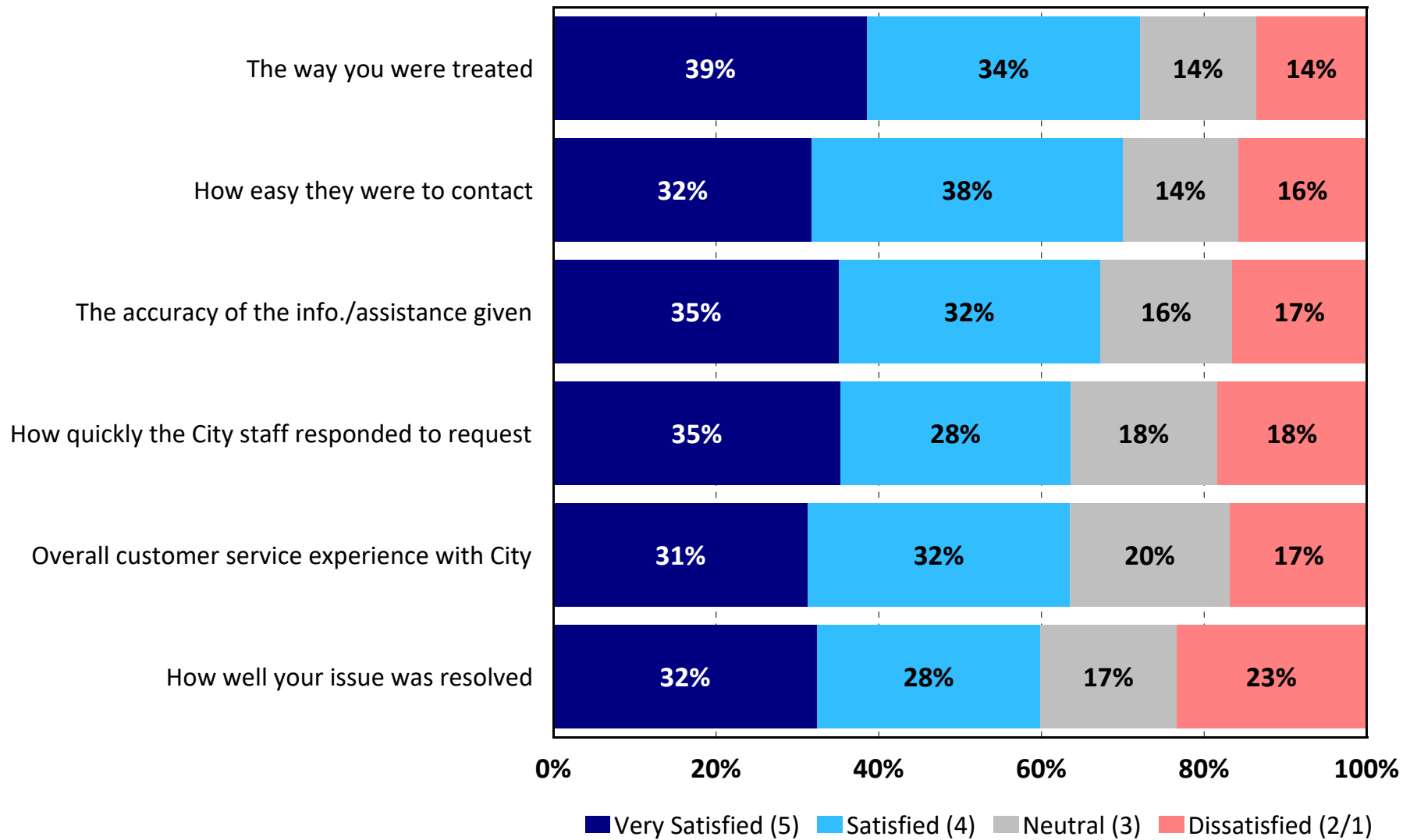
by percentage of respondents who had contacted the City during the past year (excluding "not provided")



- 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

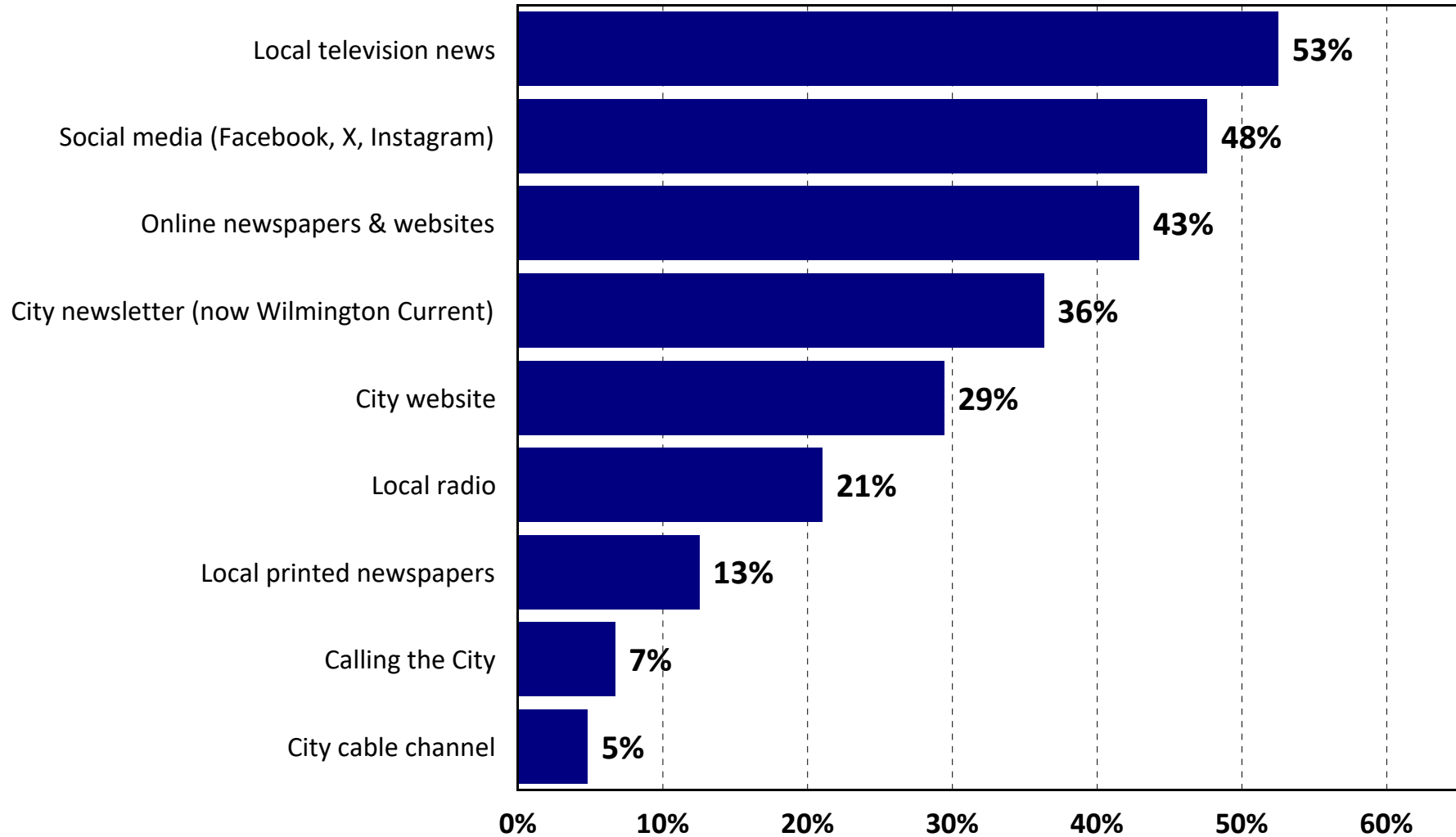
# Q13b. Satisfaction with Customer Service Received from City Employees

by percentage of respondents who contacted the City during the past year (excluding “don't know”)



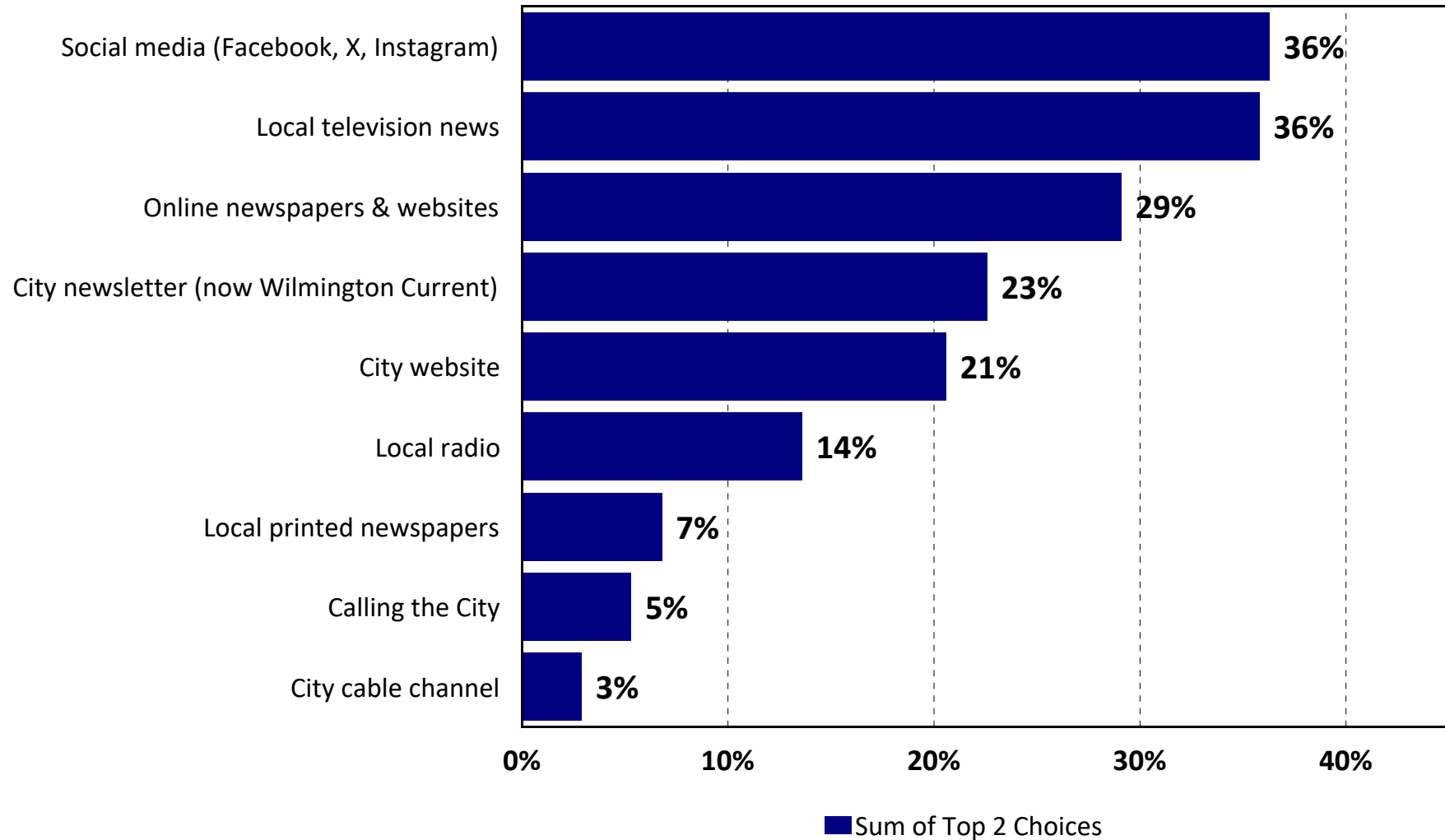
# Q14. Where Residents Currently Receive News and Information About City Government and Services

by percentage of respondents (multiple selections could be made)



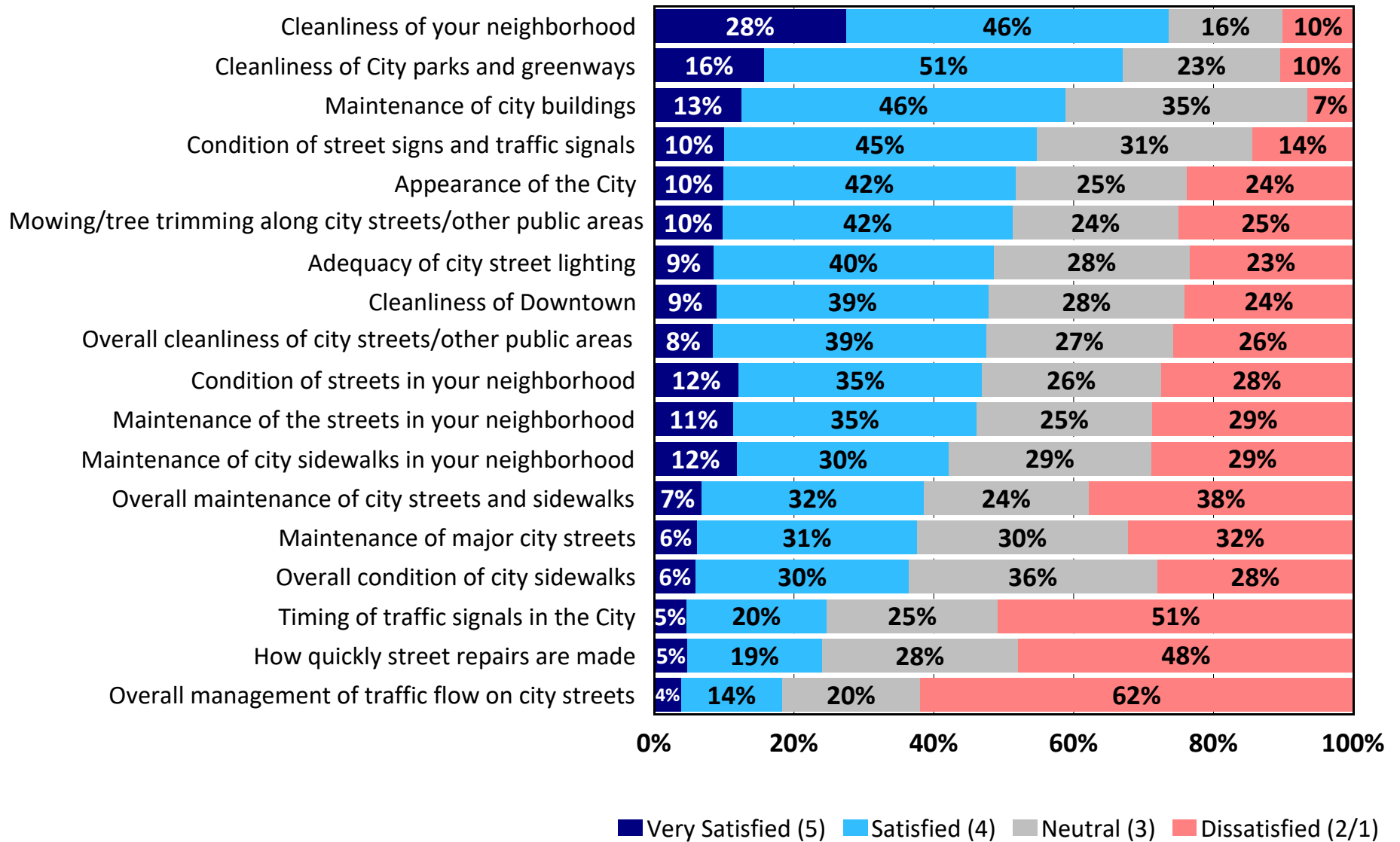
# Q15. Sources of News and Information That Residents Find Most Helpful and Informative

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



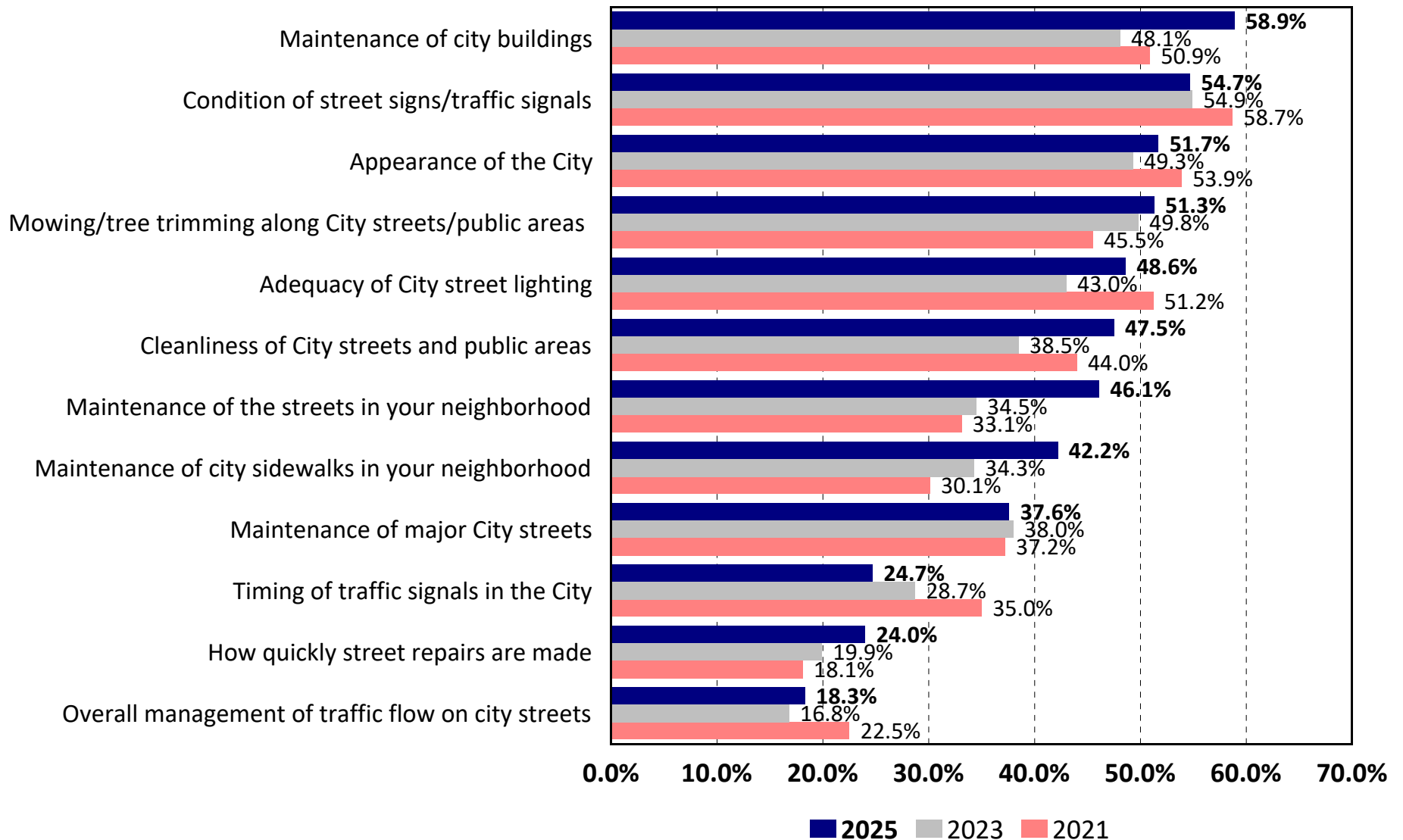
# Q16. Satisfaction with Infrastructure Services

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



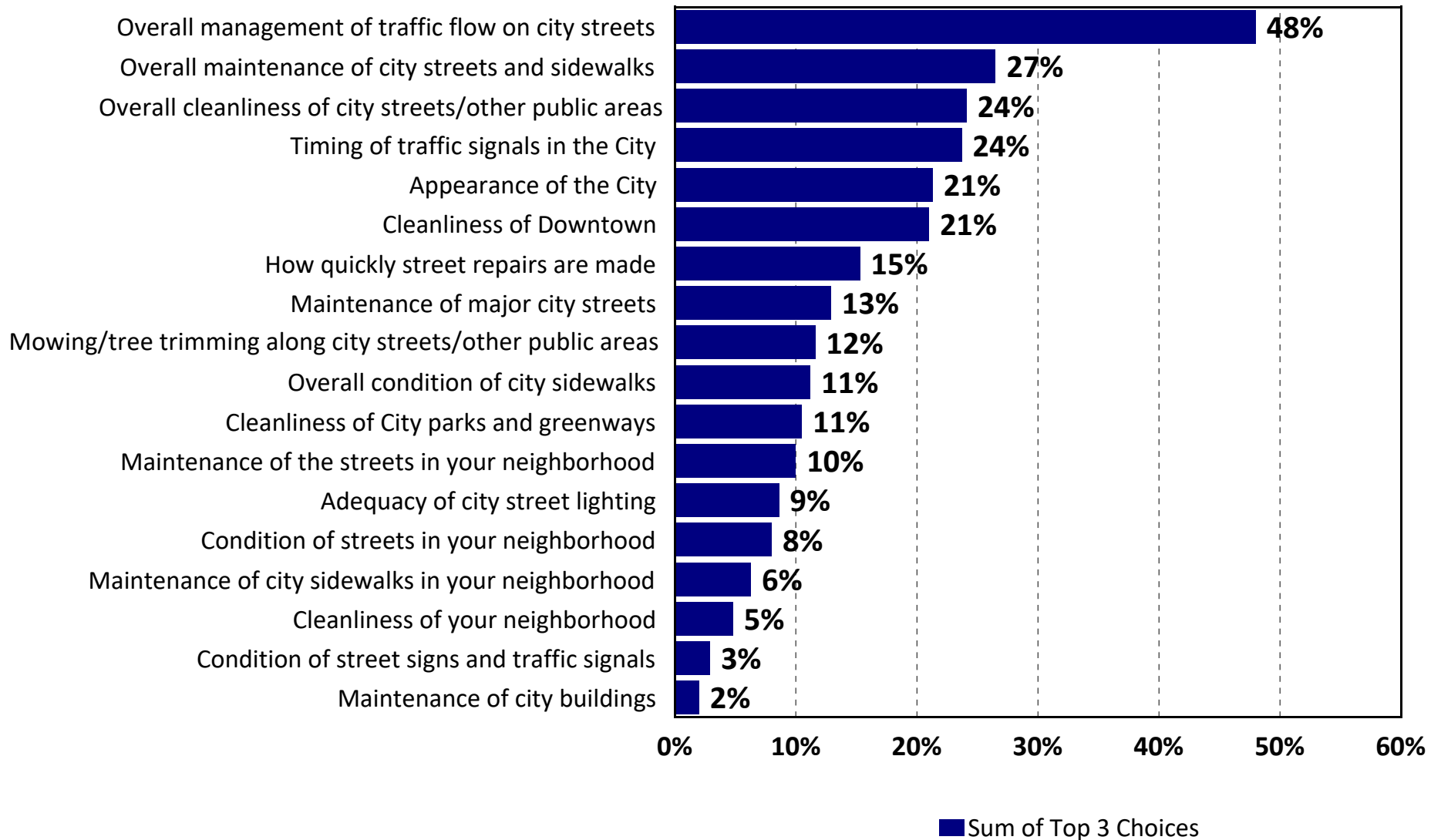
# Trends: Satisfaction with Infrastructure Services (2021, 2023 & 2025)

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



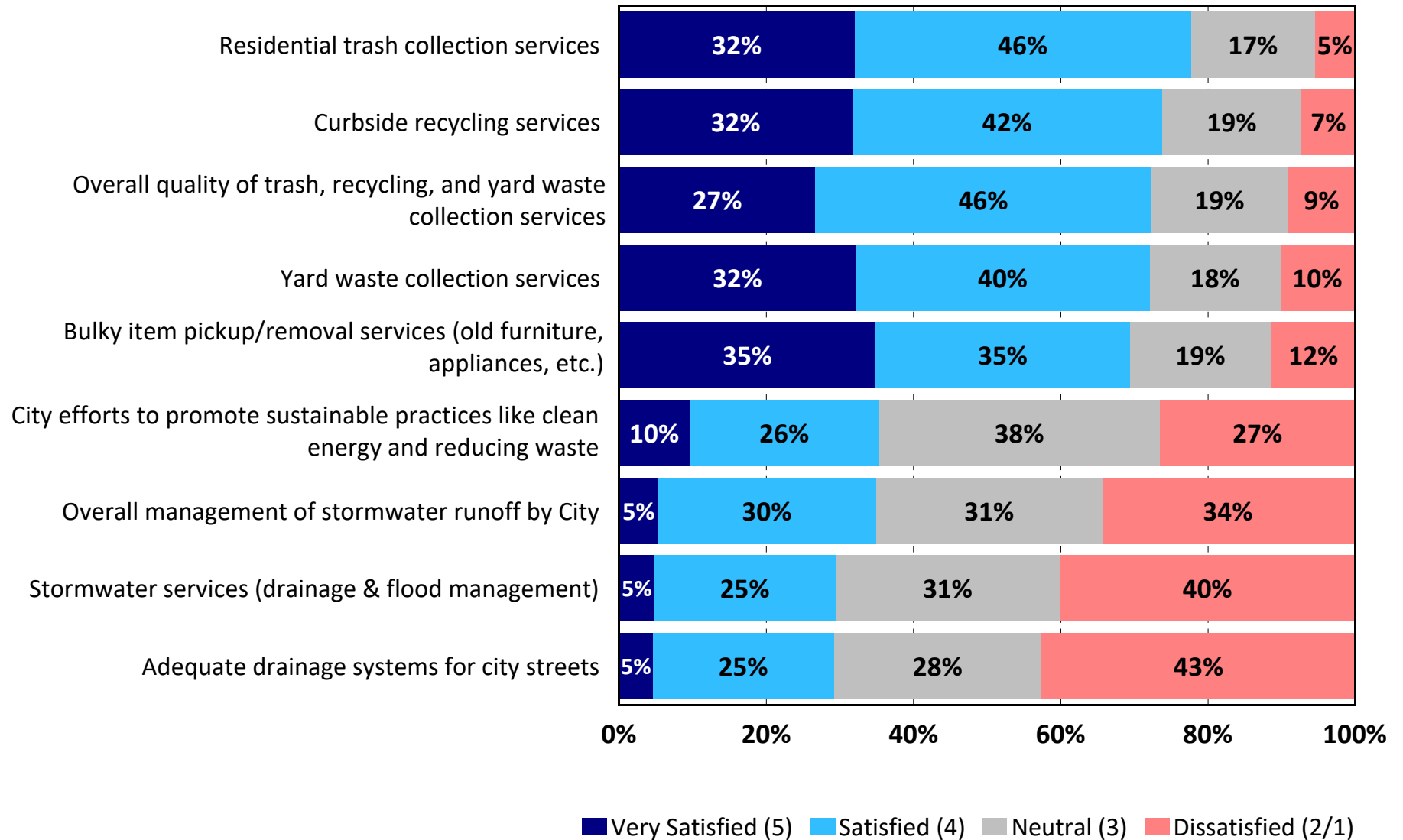
# Q17. Infrastructure Services That Should Receive the Most Emphasis Over the Next Two Years

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



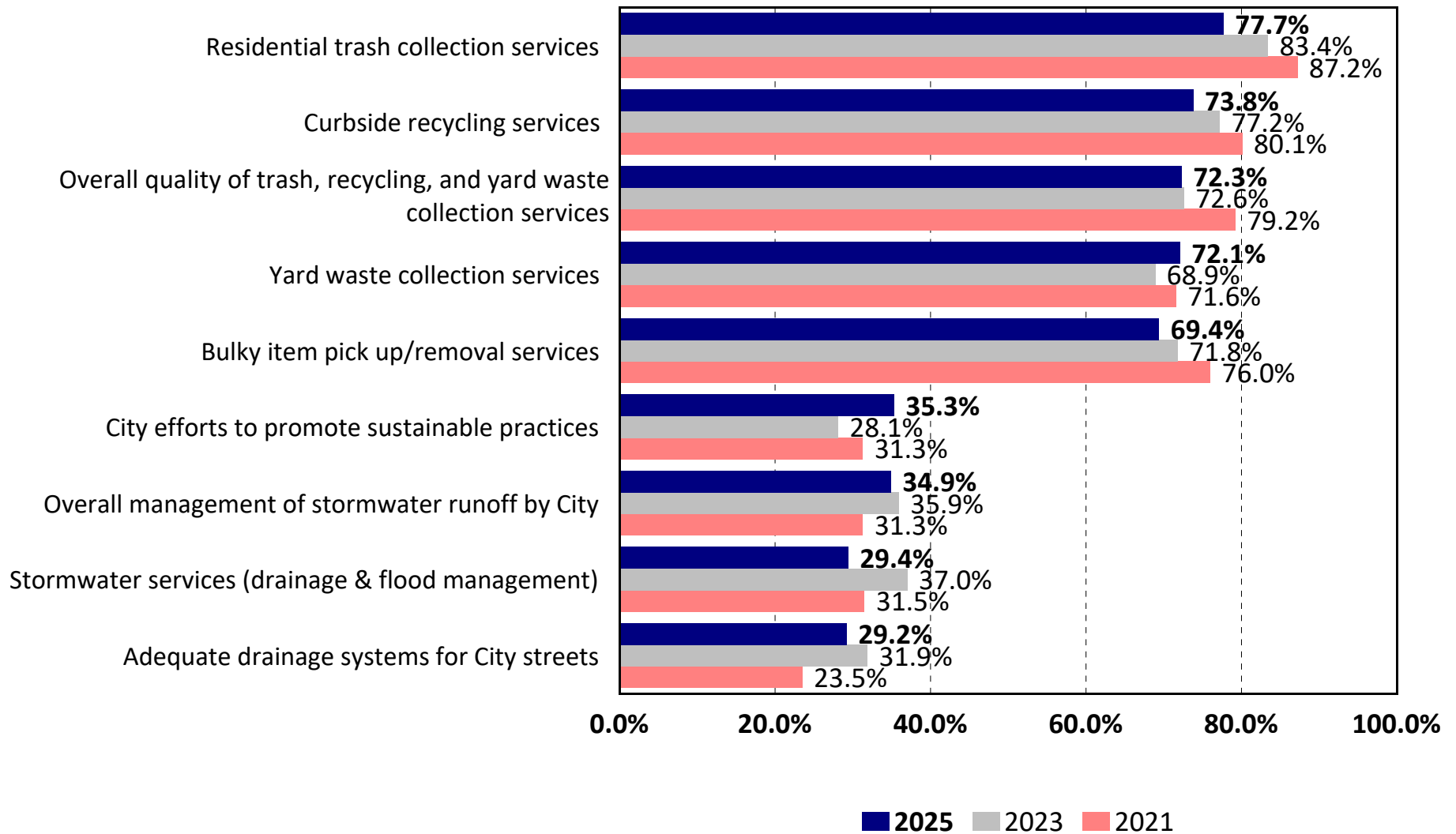
# Q18. Satisfaction with Utility Services

by percentage of respondents (excluding “don't know”)



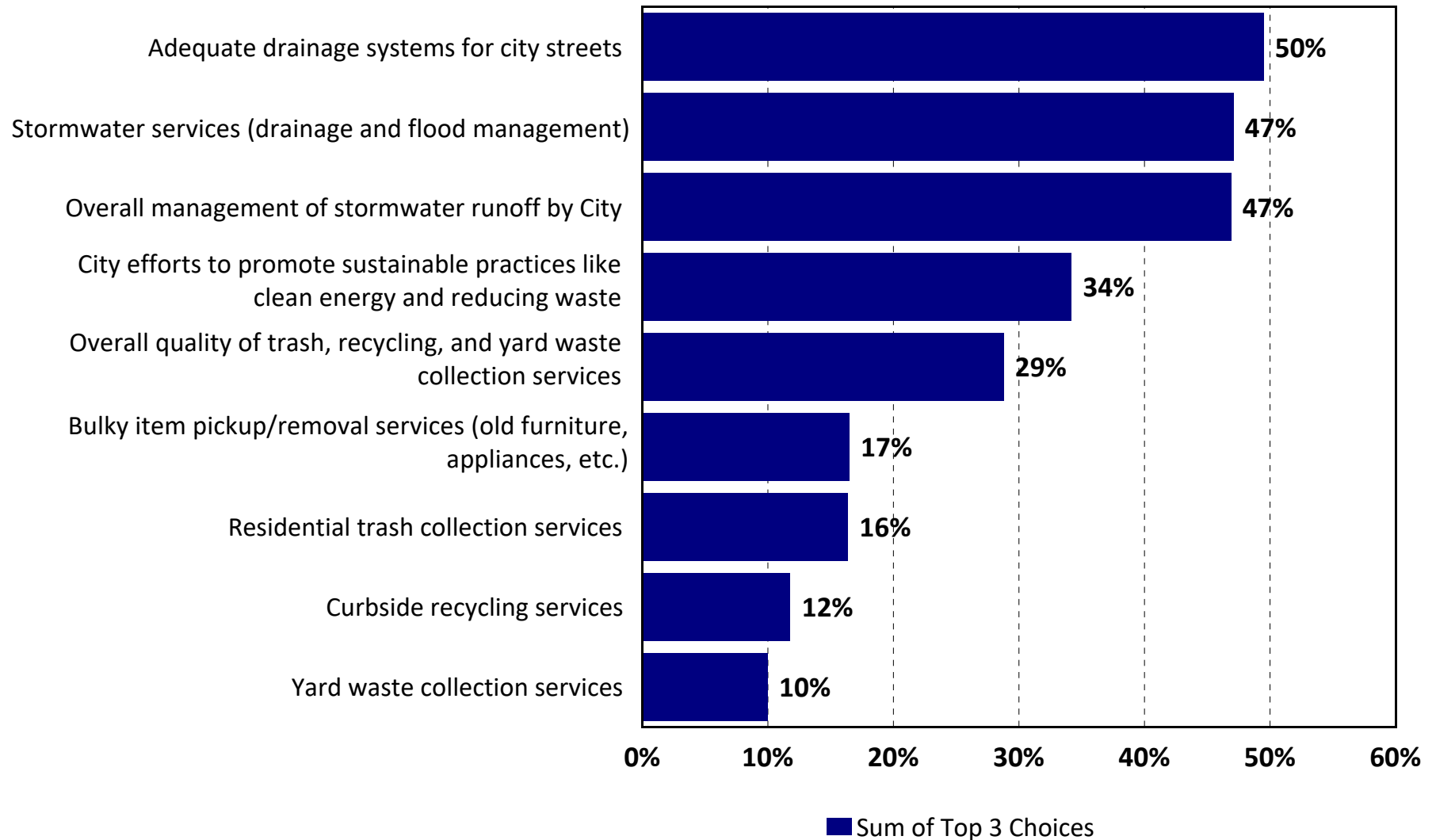
# Trends: Satisfaction with Utility Services (2021, 2023 & 2025)

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



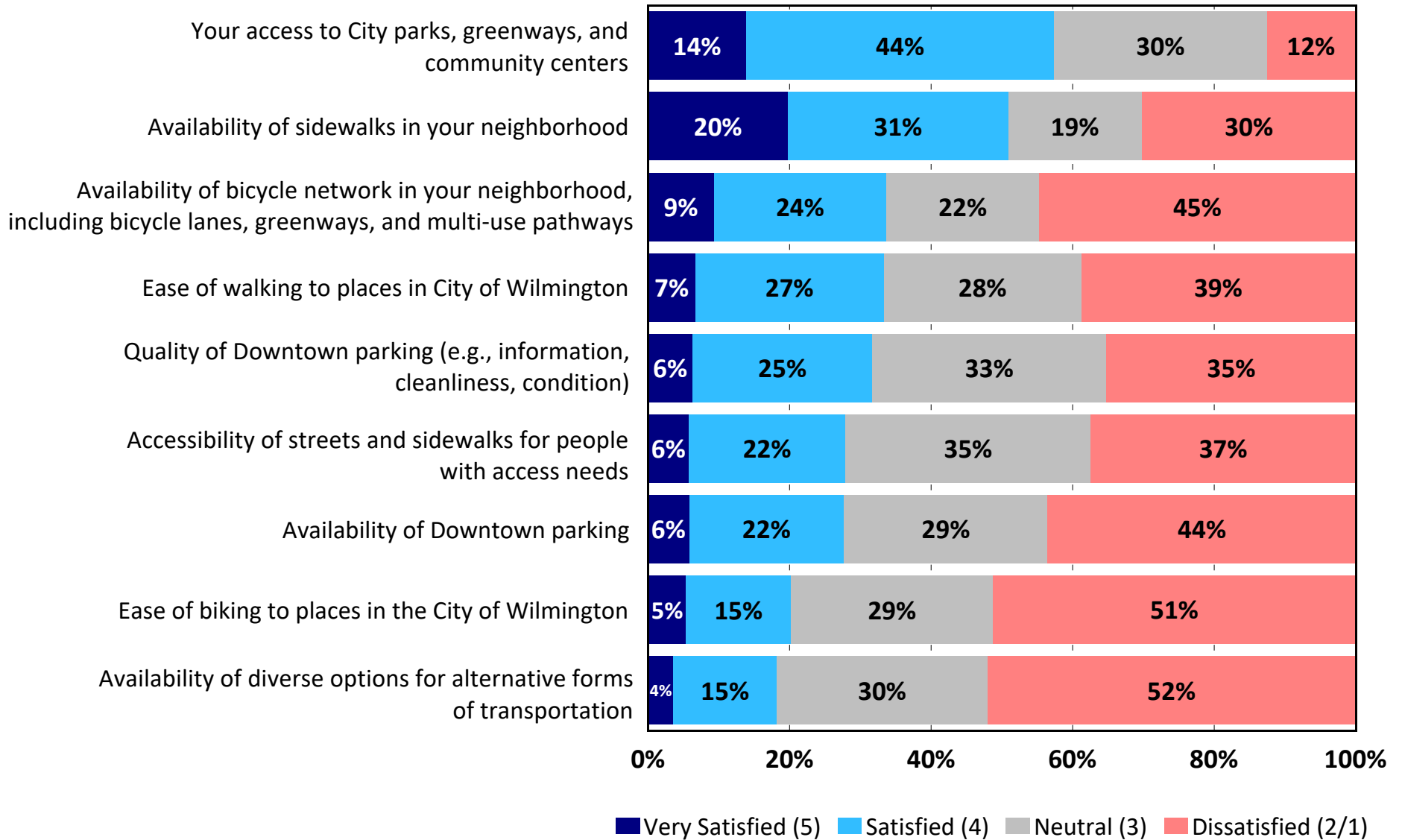
# Q19. Utility Services That Are Most Important for the City to Provide

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



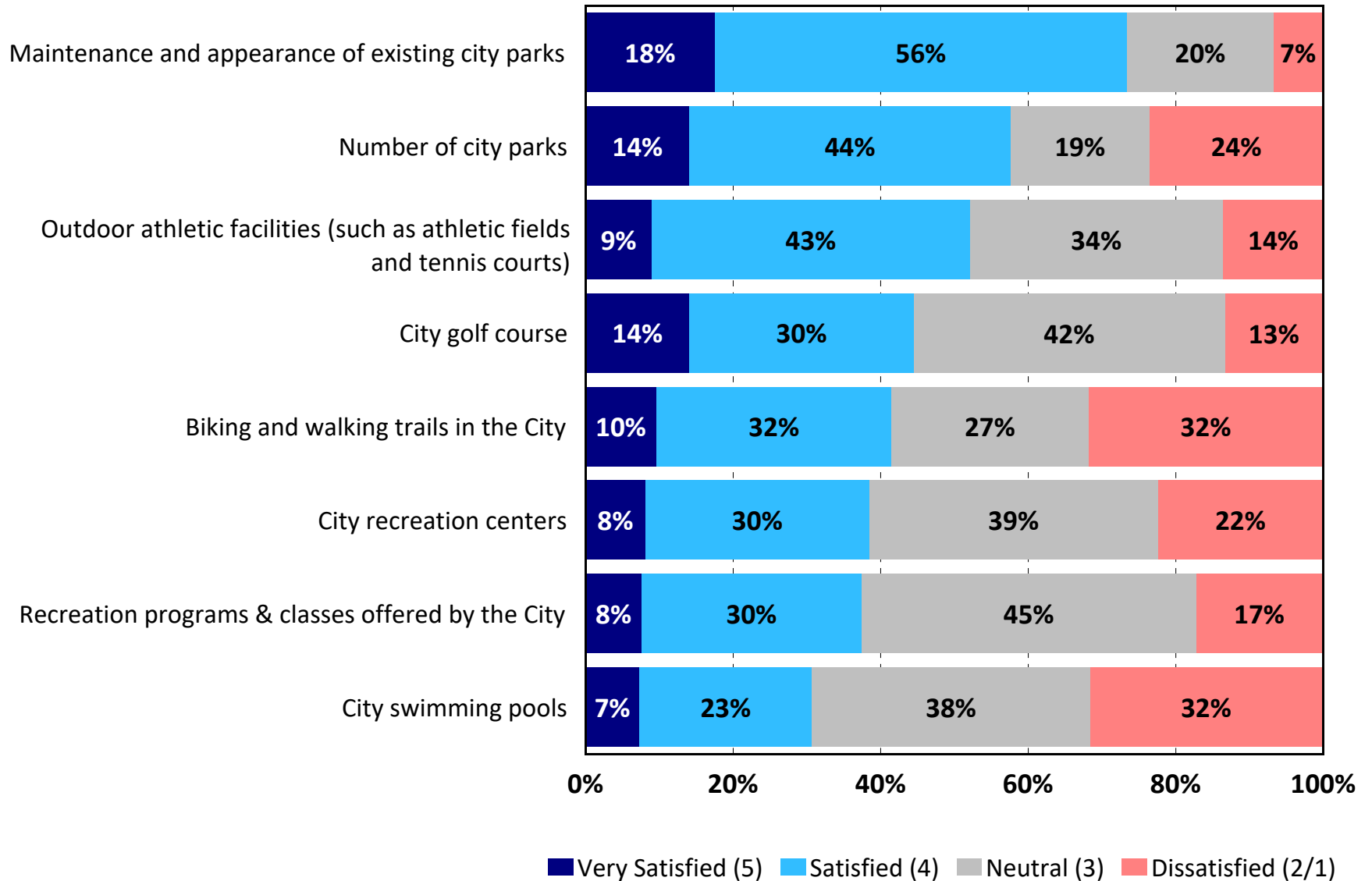
# Q20. Satisfaction with Mobility Services

by percentage of respondents (excluding “don't know”)



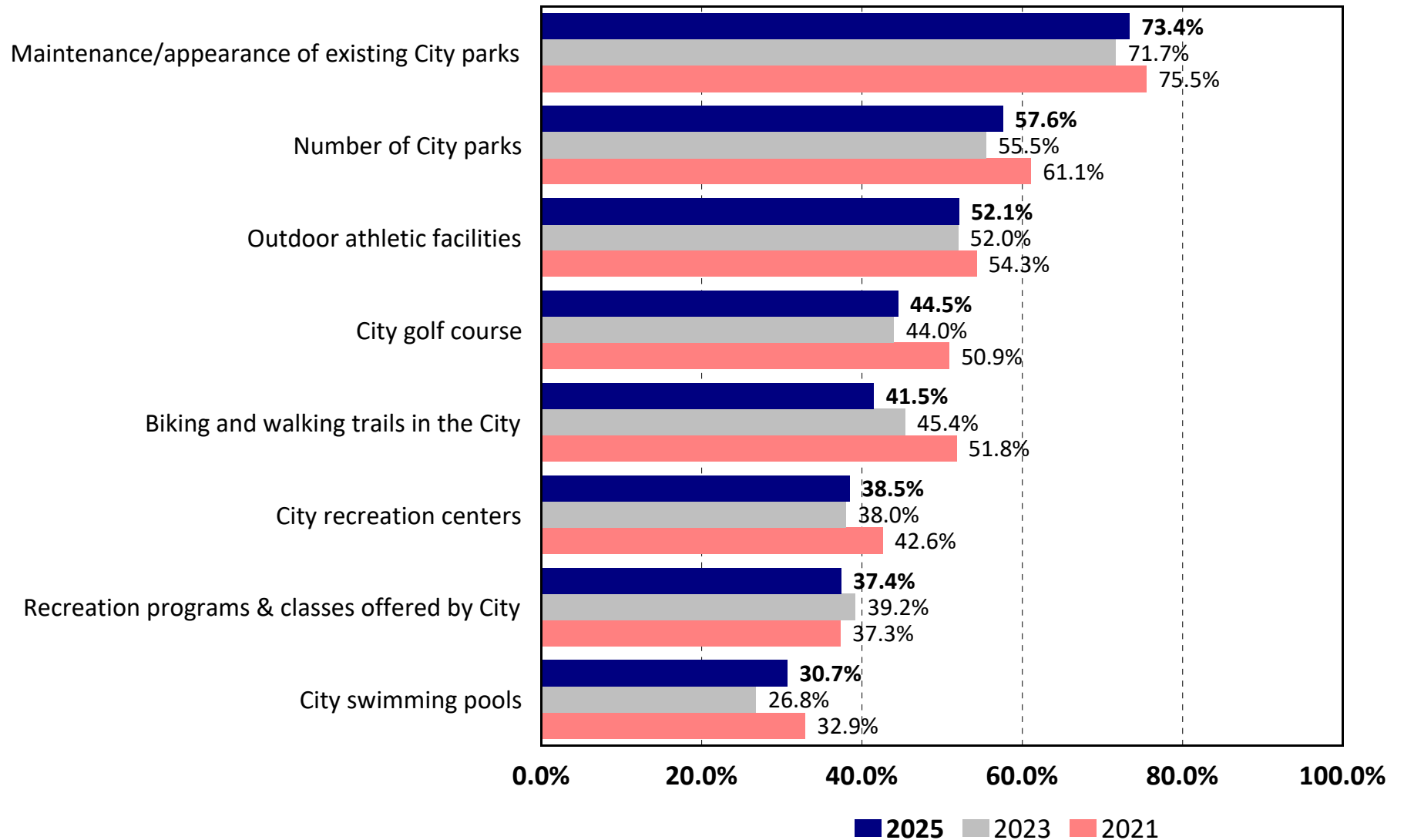
# Q21. Satisfaction with Parks and Recreation

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



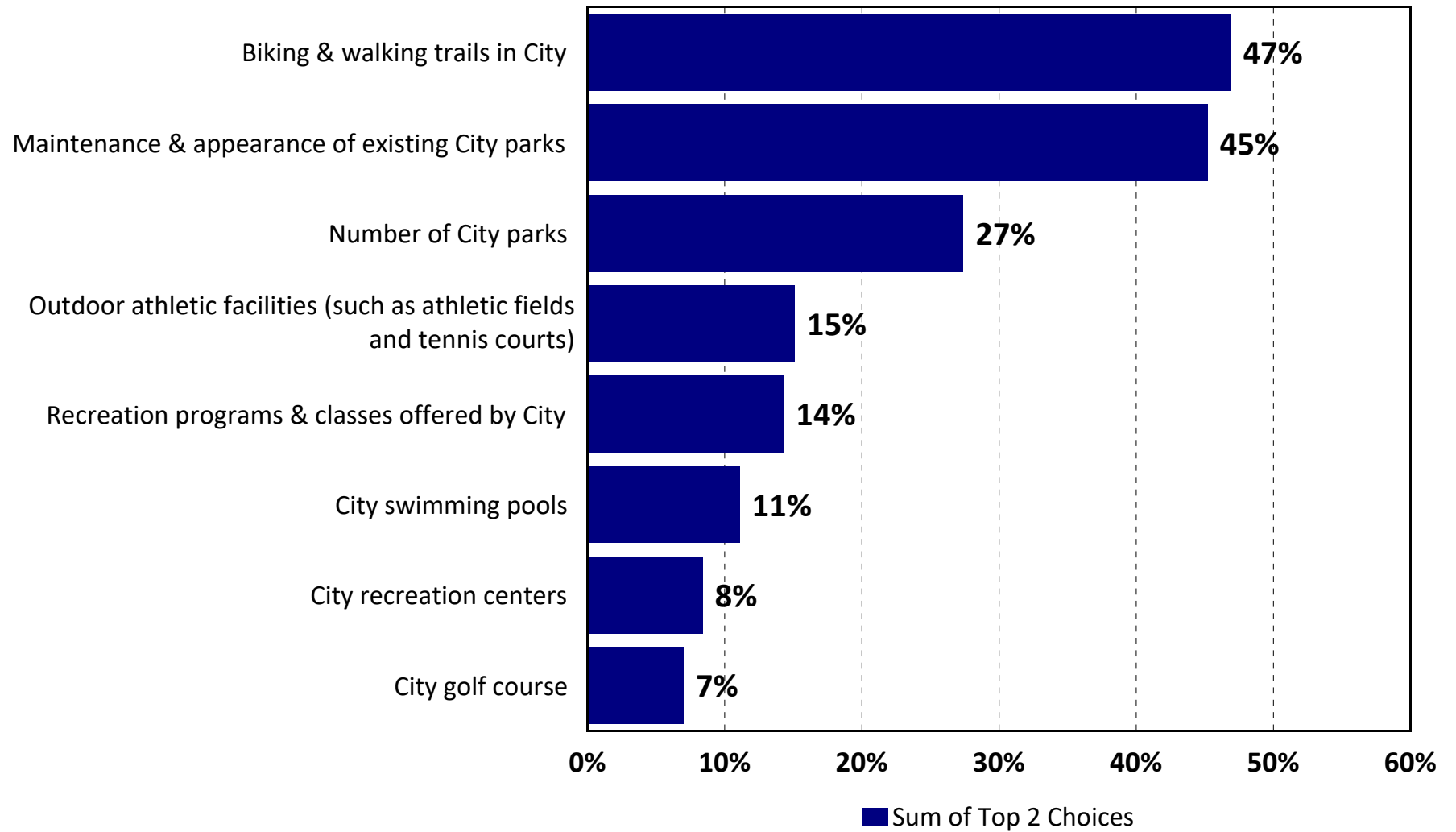
# Trends: Satisfaction with Parks and Recreation (2021, 2023 & 2025)

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



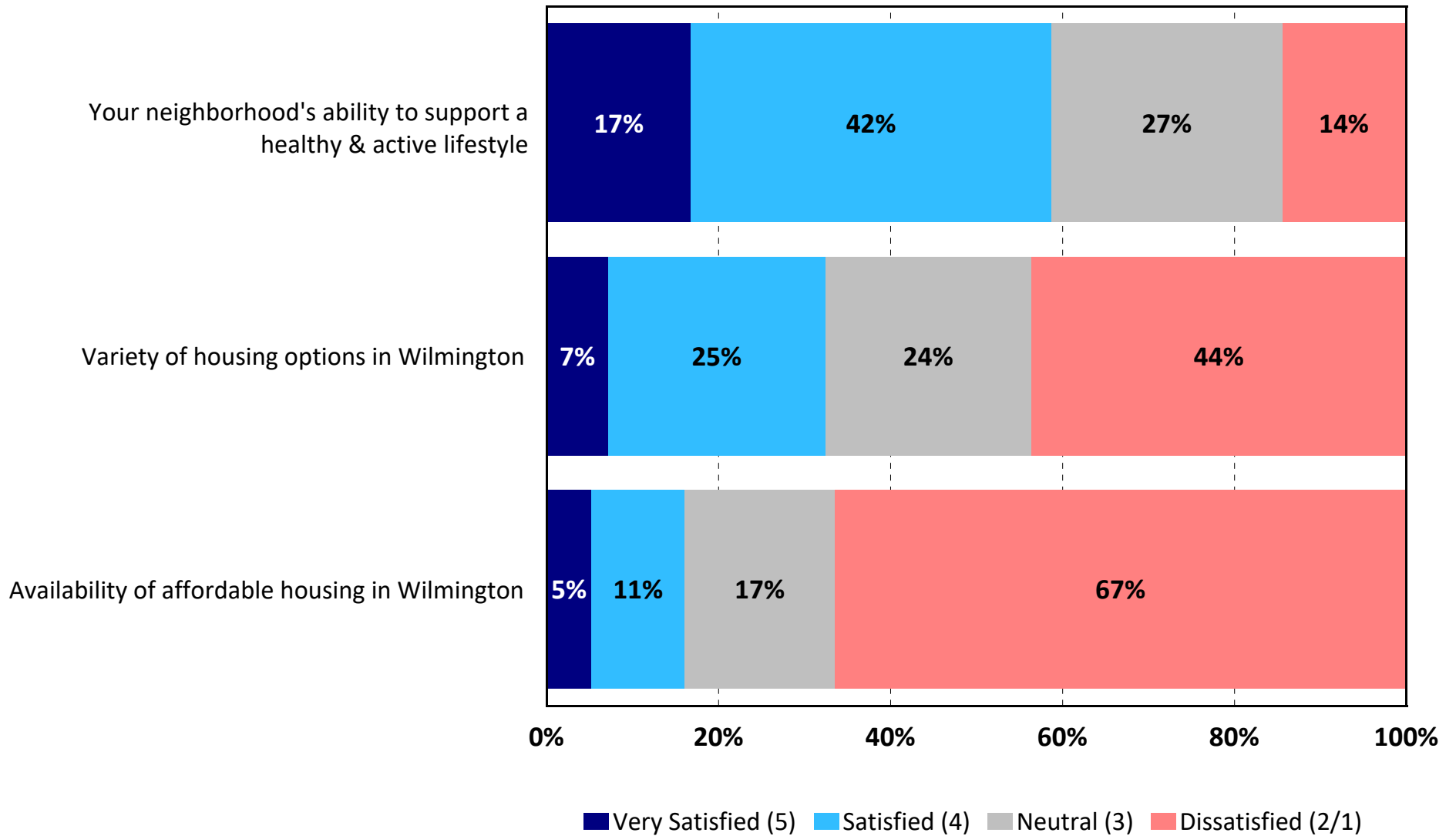
# Q22. Parks and Recreation Services That Are Most Important for the City to Provide

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



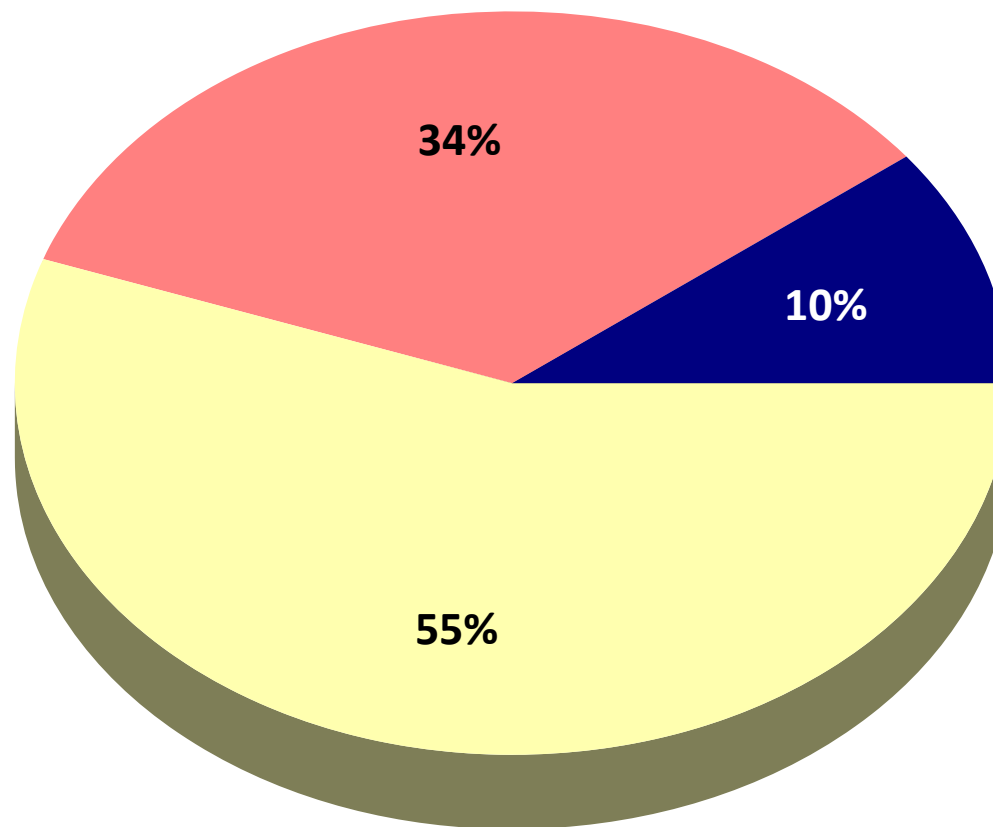
# Q23. Satisfaction with Housing

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



# Q24. 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?

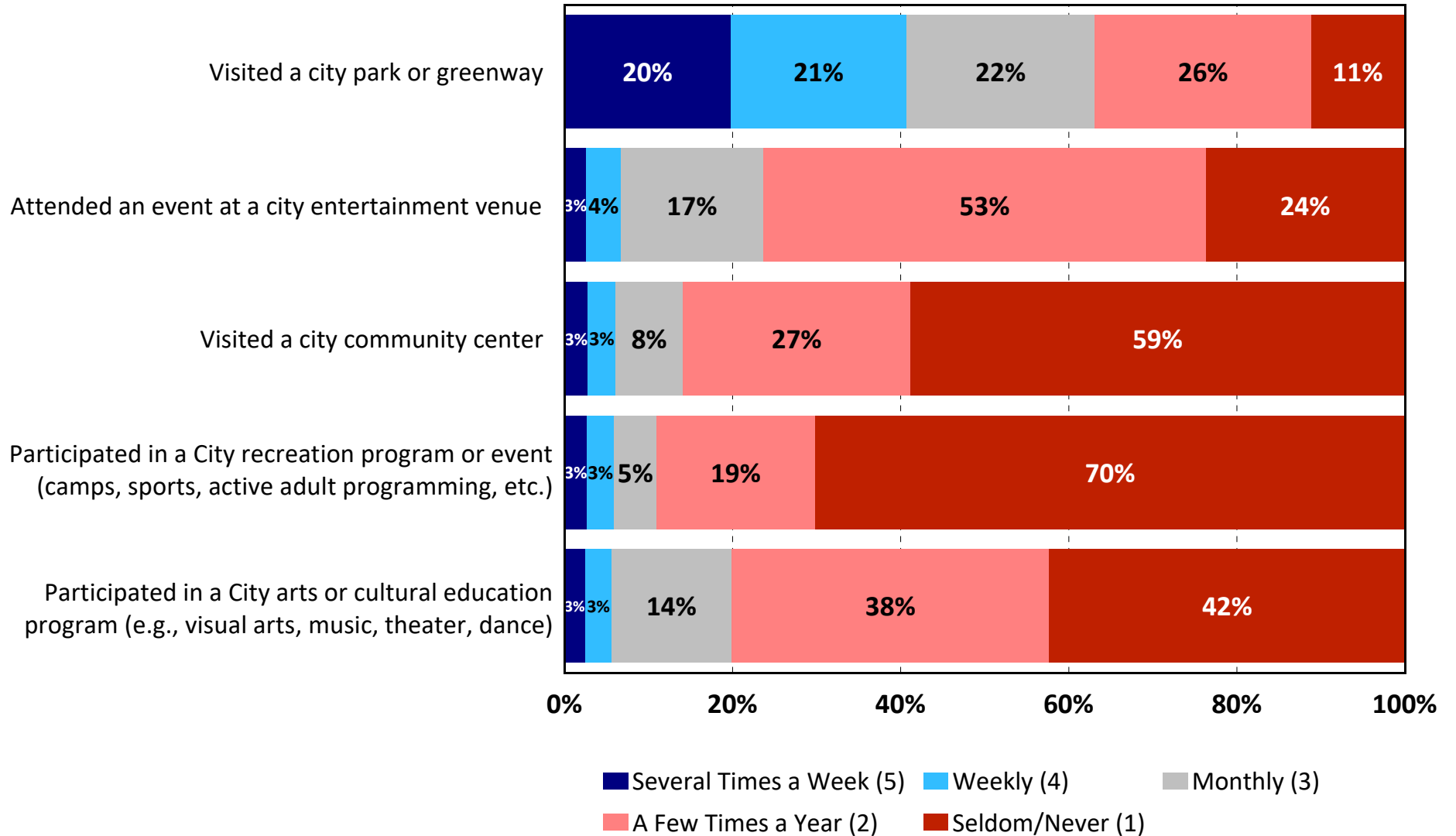
by percentage of respondents (excluding “not provided”)



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

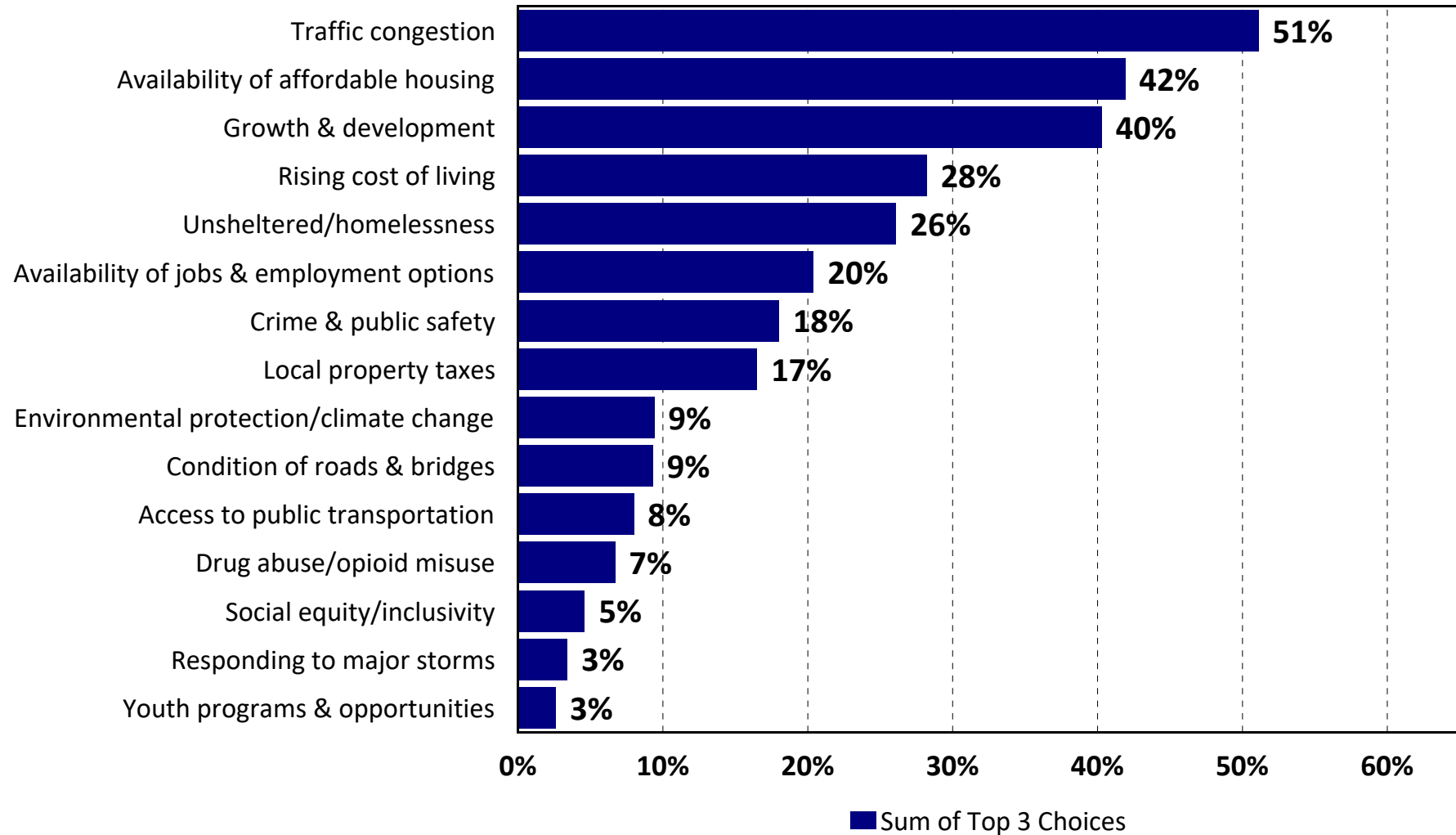
# Q25. How often have you done the following in the past 12 months?

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



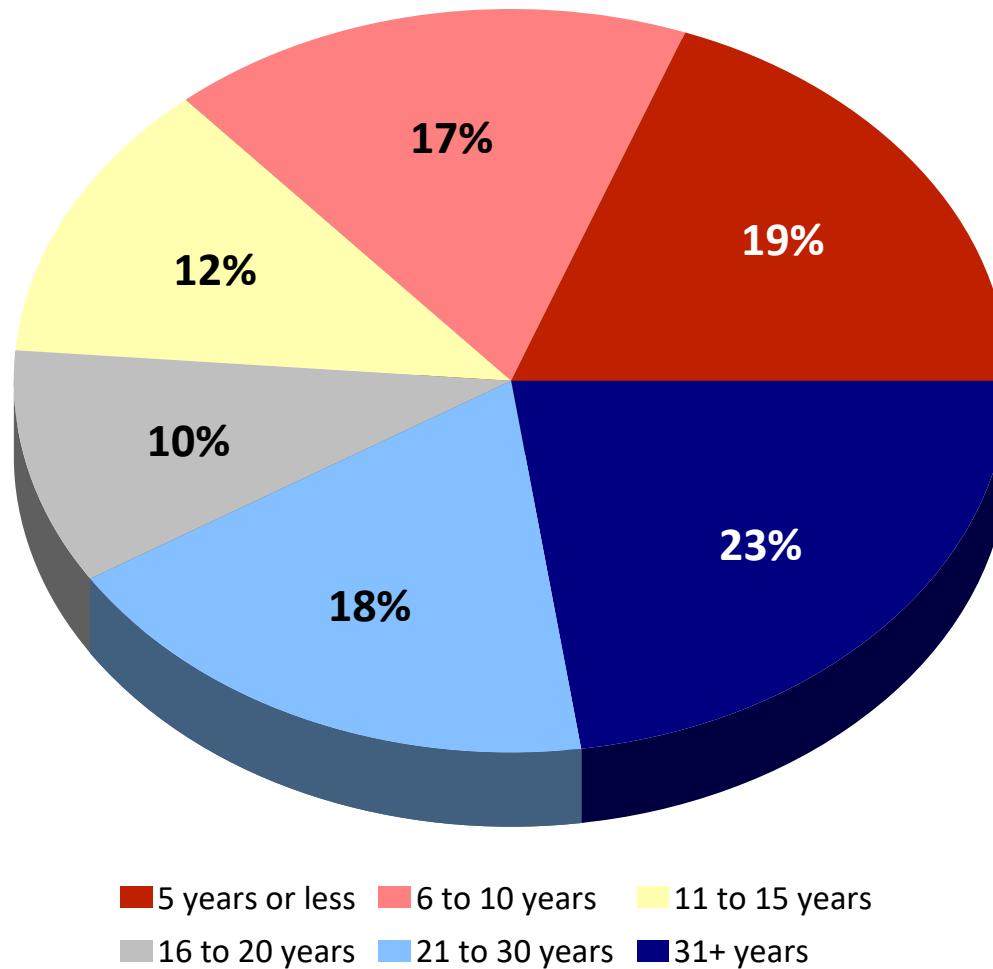
# Q26. Most Important Challenges Facing Those Who Live in the City of Wilmington Today

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



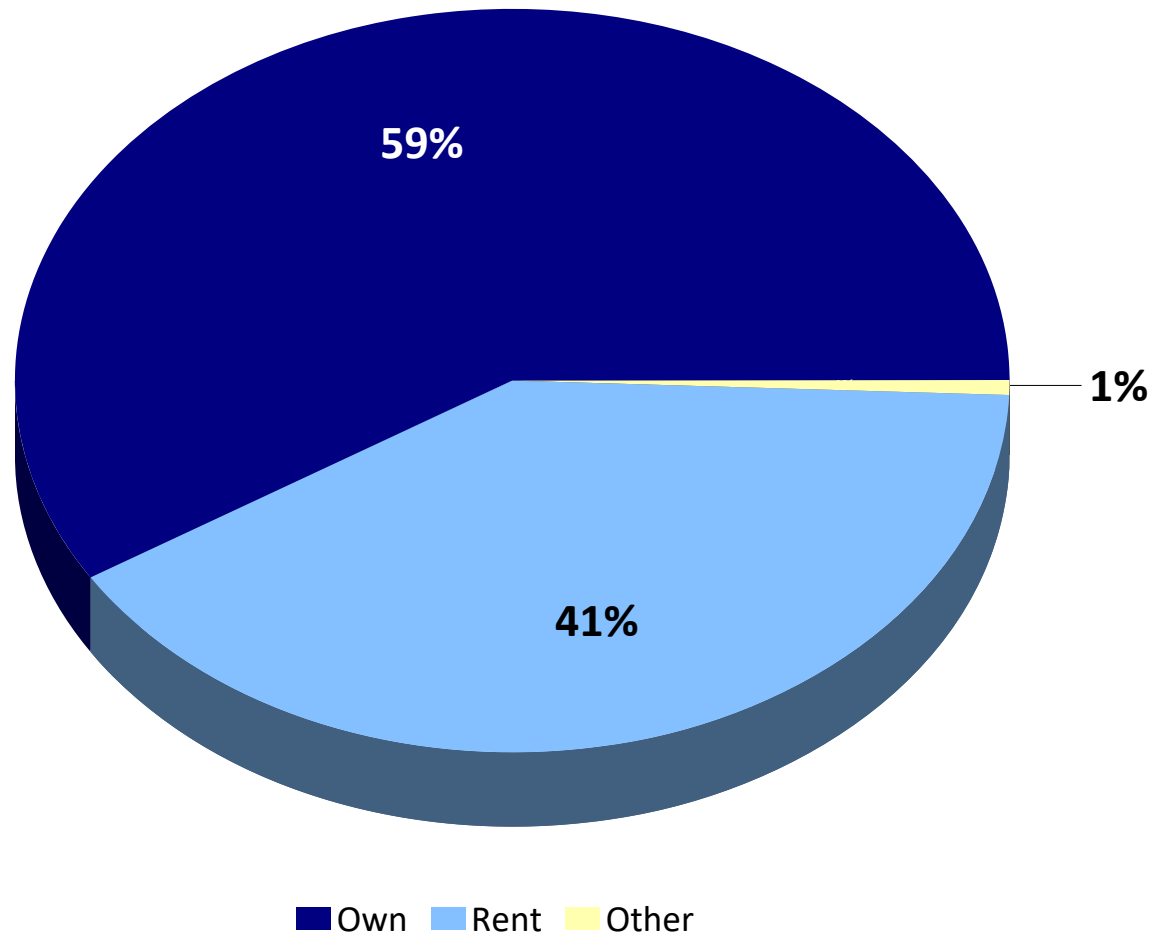
## Q27. Demographics: Approximately how many years have you lived in Wilmington?

by percentage of respondents (excluding "not provided")



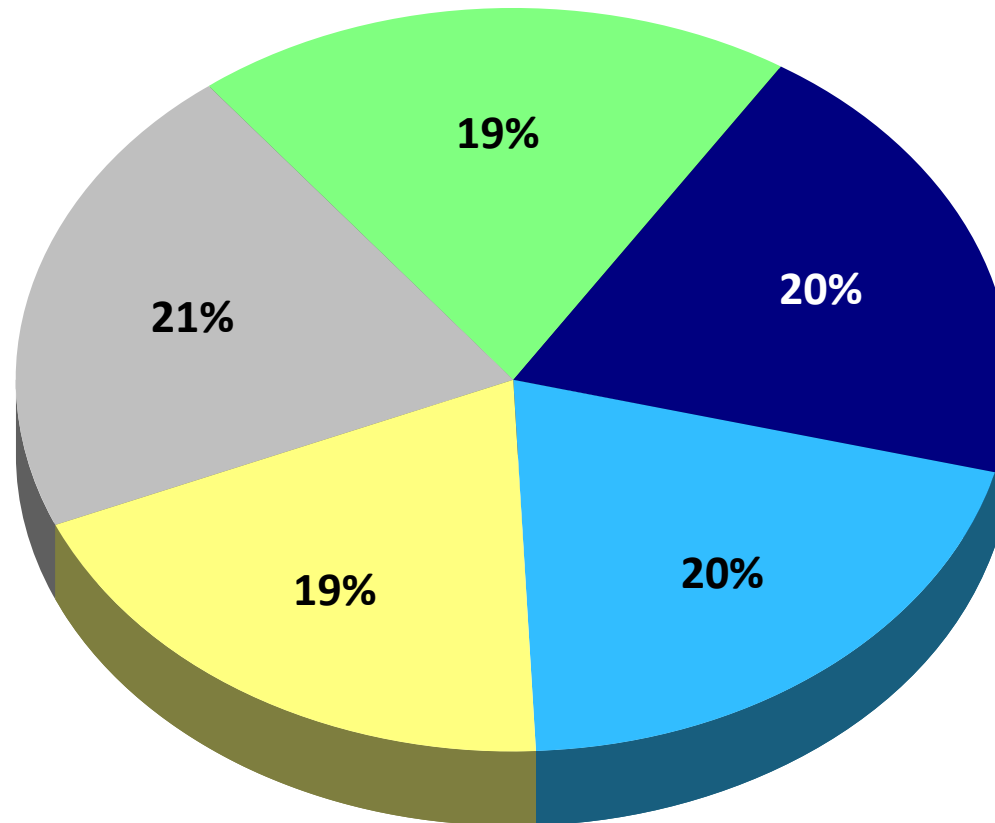
## Q28. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding "not provided")



## Q29. Demographics: What is your age?

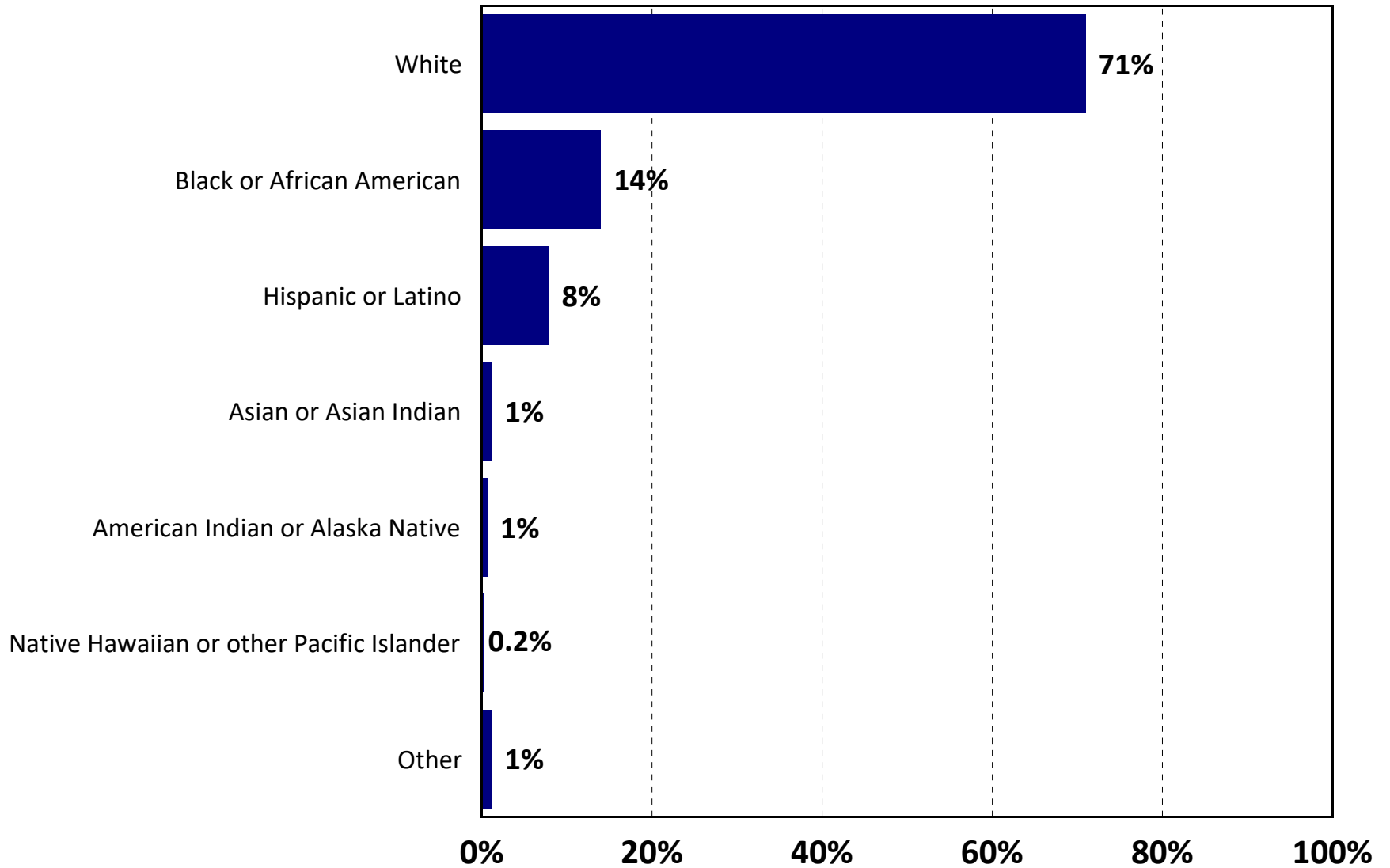
by percentage of respondents (excluding "not provided")



■ 18-34 years ■ 35-44 years ■ 45-54 years ■ 55-64 years ■ 65+ years

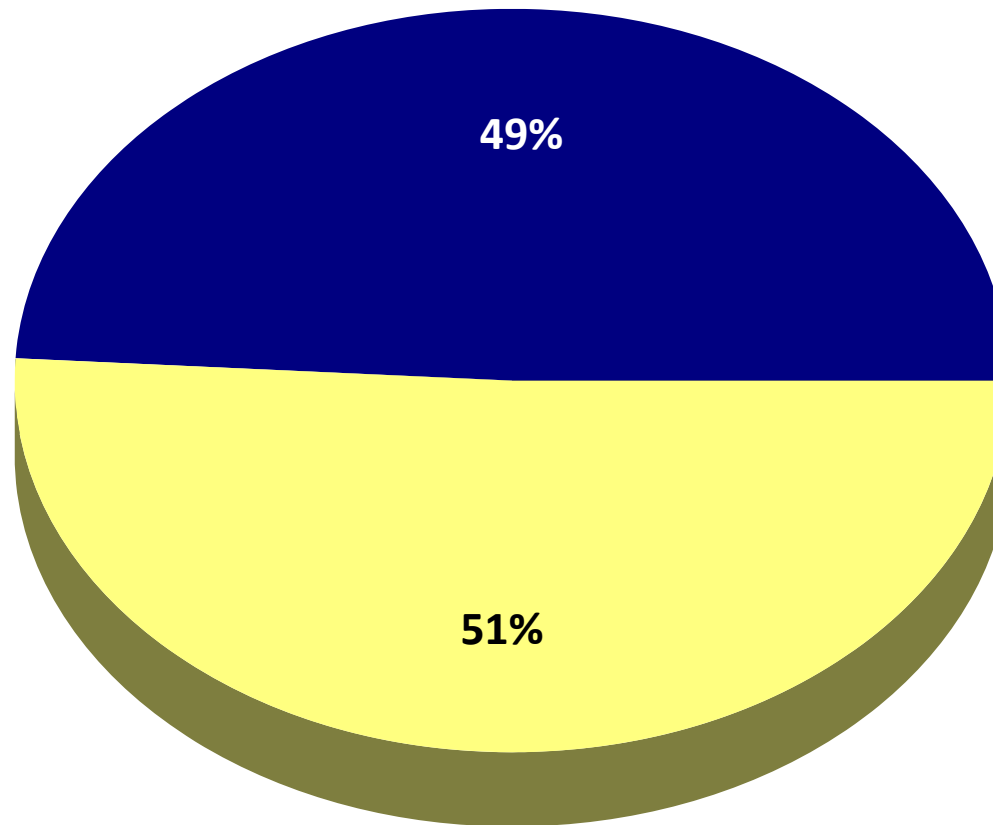
# Q30. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



# Q31. Demographics: What is your gender/ gender identity?

by percentage of respondents (excluding "not provided")

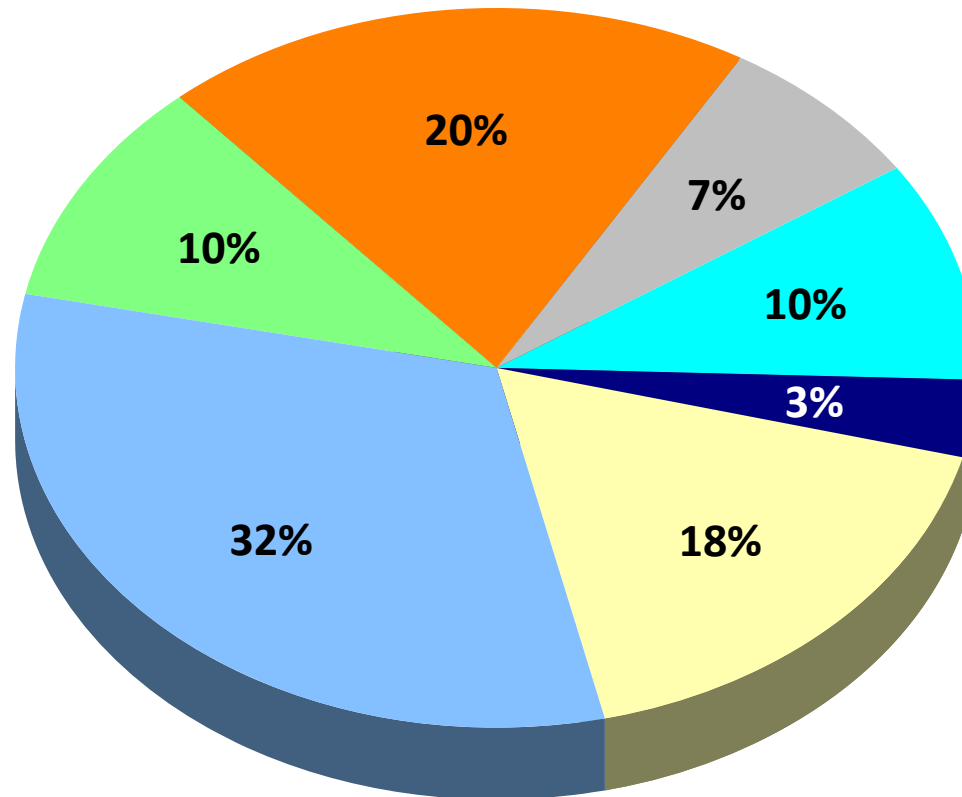


■ Male ■ Female

*0.1% are non-binary  
0.2% are transgender*

# Q32. Demographics: Which of the following is the highest level of education you have completed?

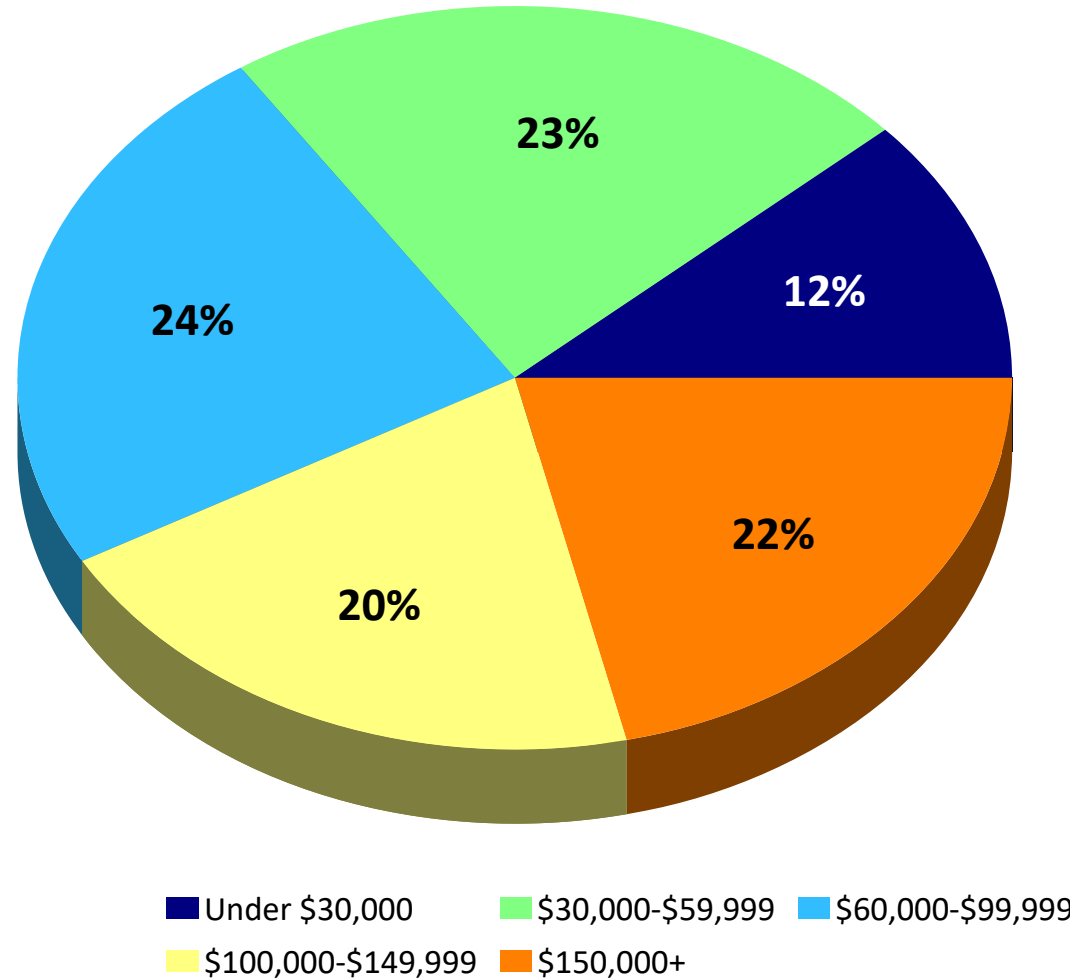
by percentage of respondents (excluding "not provided")



- Less than high school graduate
- High school diploma or equivalent (GED)
- Special/technical training (not college)
- Some college (no degree)
- Associate's degree
- Bachelor's degree
- Graduate/professional degree (Master's, PhD, Juris Doctor, etc.)

# Q33. Demographics: Total Annual Household Income

by percentage of respondents (excluding "not provided")





# 2 Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*<sup>®</sup> 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 500 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 2025 to a random sample of residents in the continental United States. The second source is from a regional survey administered to a random sample of residents in the Atlantic Region of the United States during the summer of 2025. The states that make up the Atlantic Region are North Carolina, Virginia, West Virginia, Delaware, Maryland, and the District of Columbia.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of residents; the “Atlantic Regional Average” shown in the charts reflects the results of the survey of residents living in the Atlantic Region.

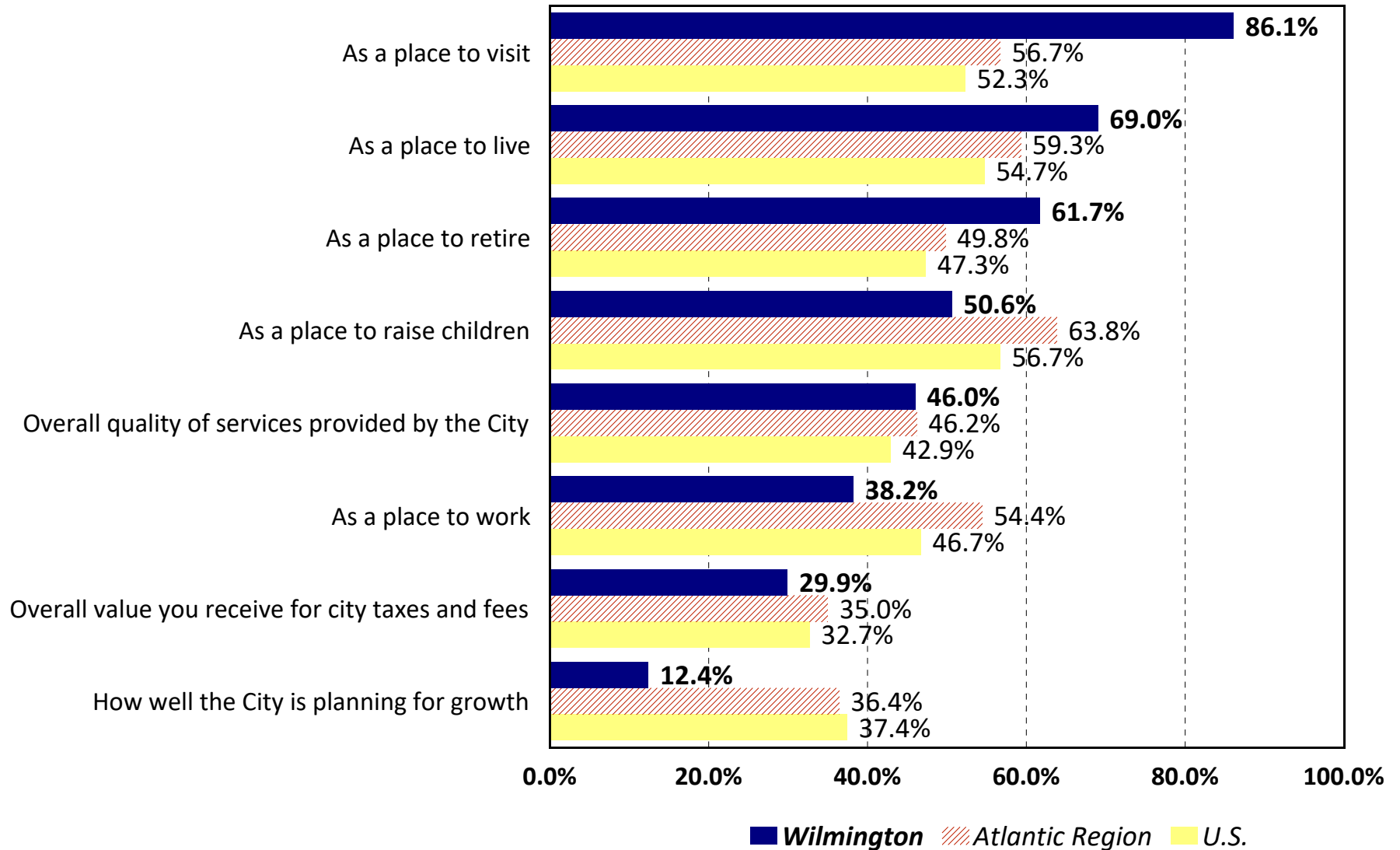
# National Benchmarks

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

# Ratings of Quality of Life in the City

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

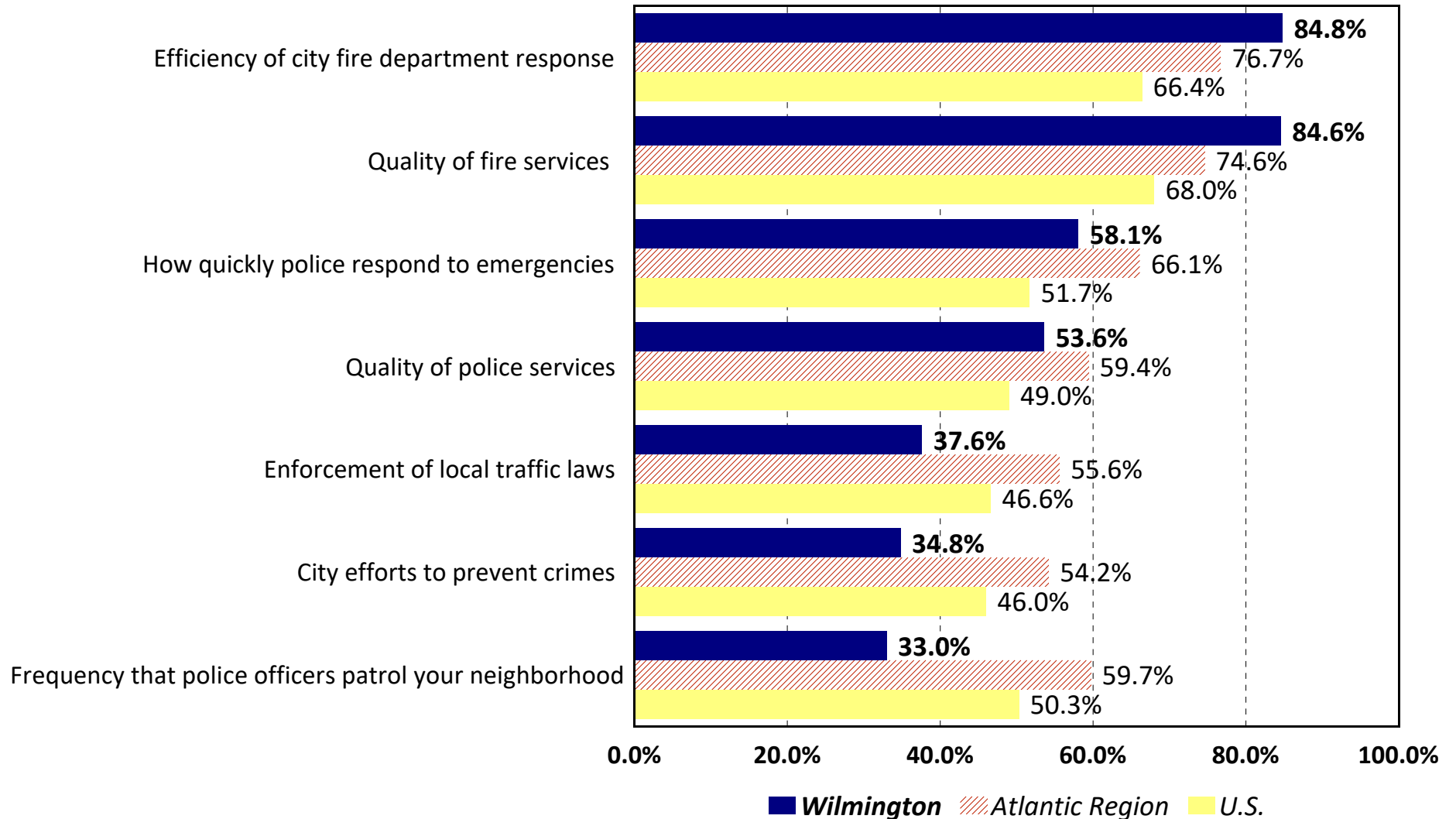
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)



# Satisfaction with Public Safety

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

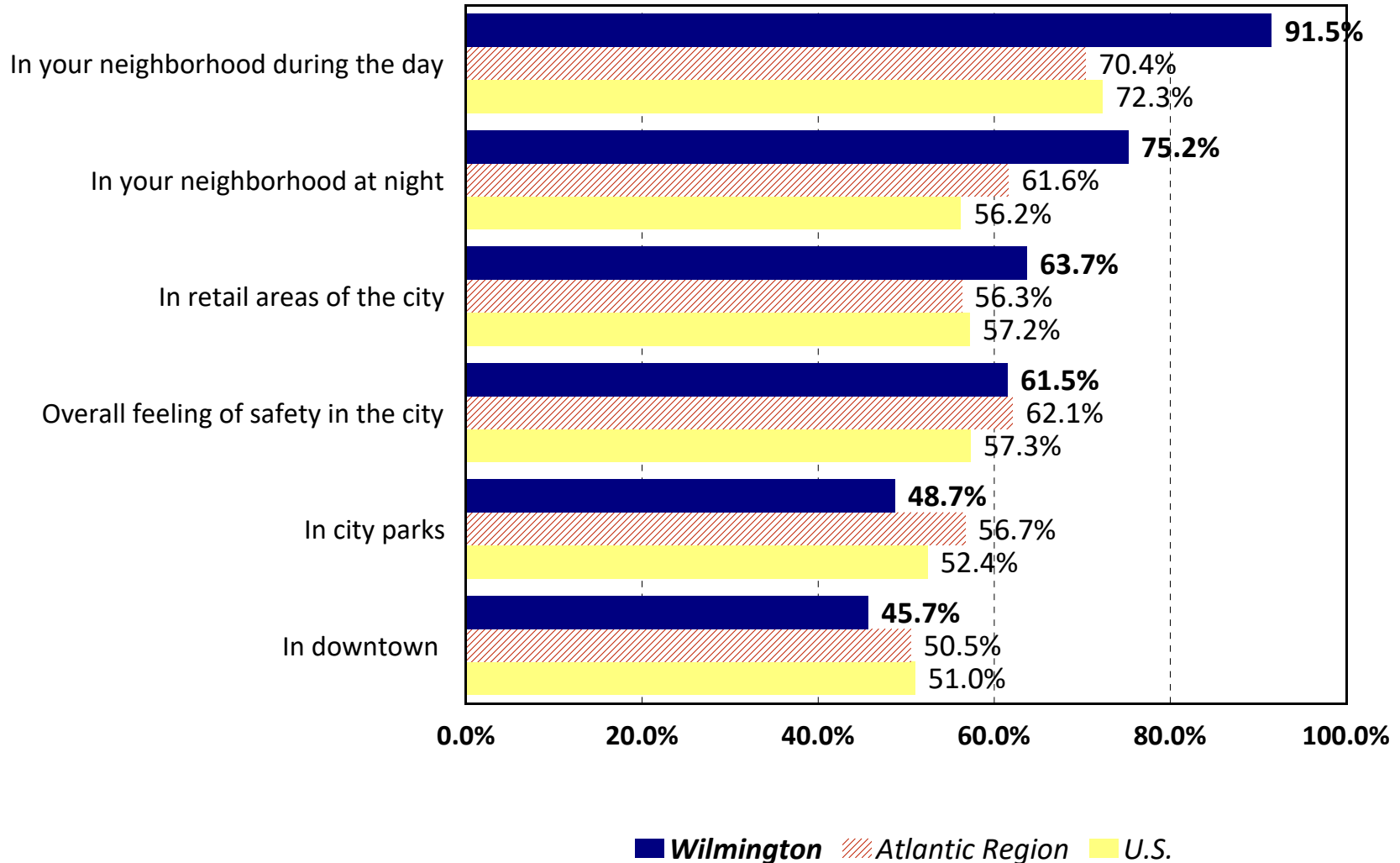
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Feeling of Safety in the Community

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

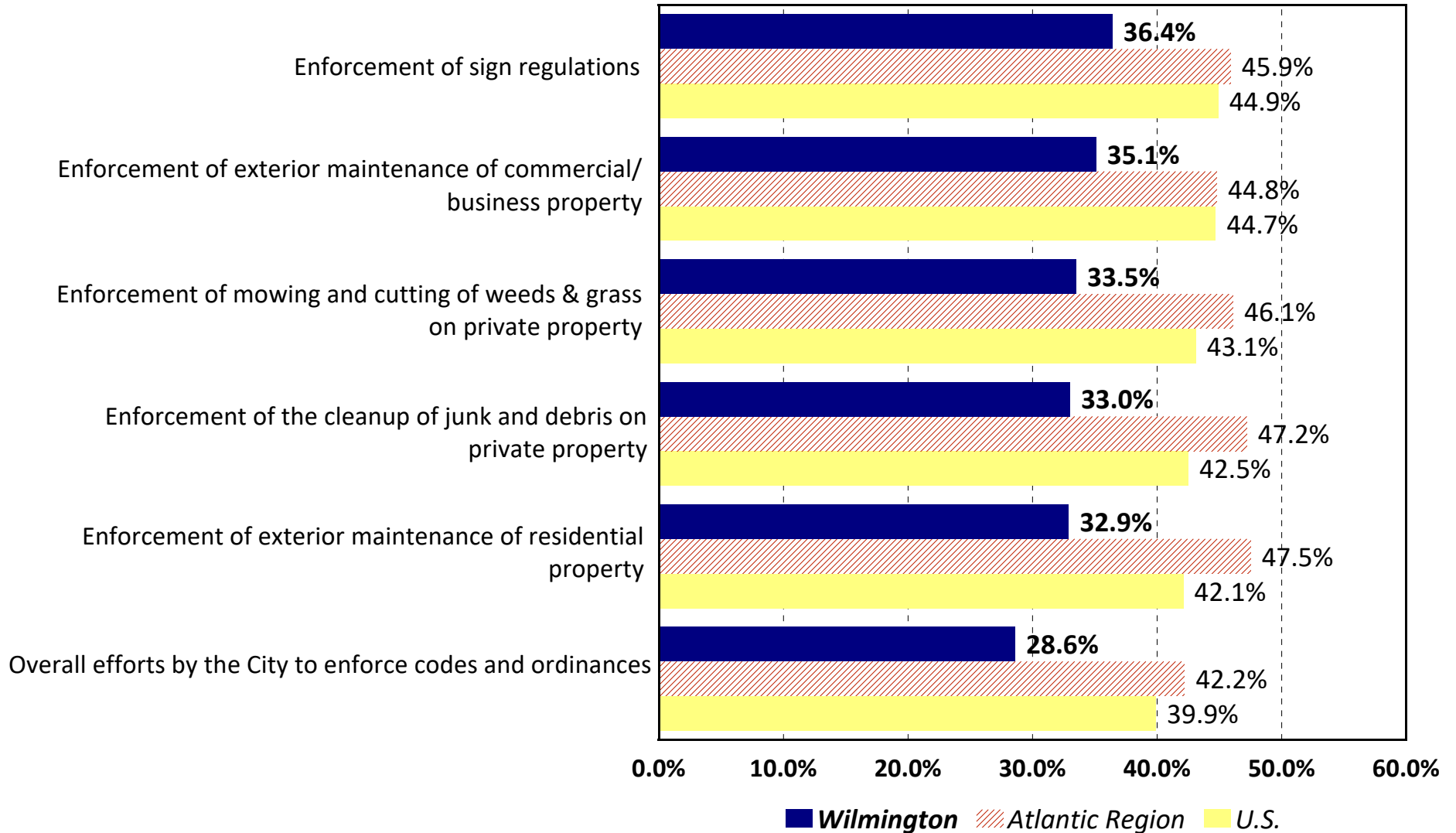
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



# Satisfaction with Code Enforcement

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

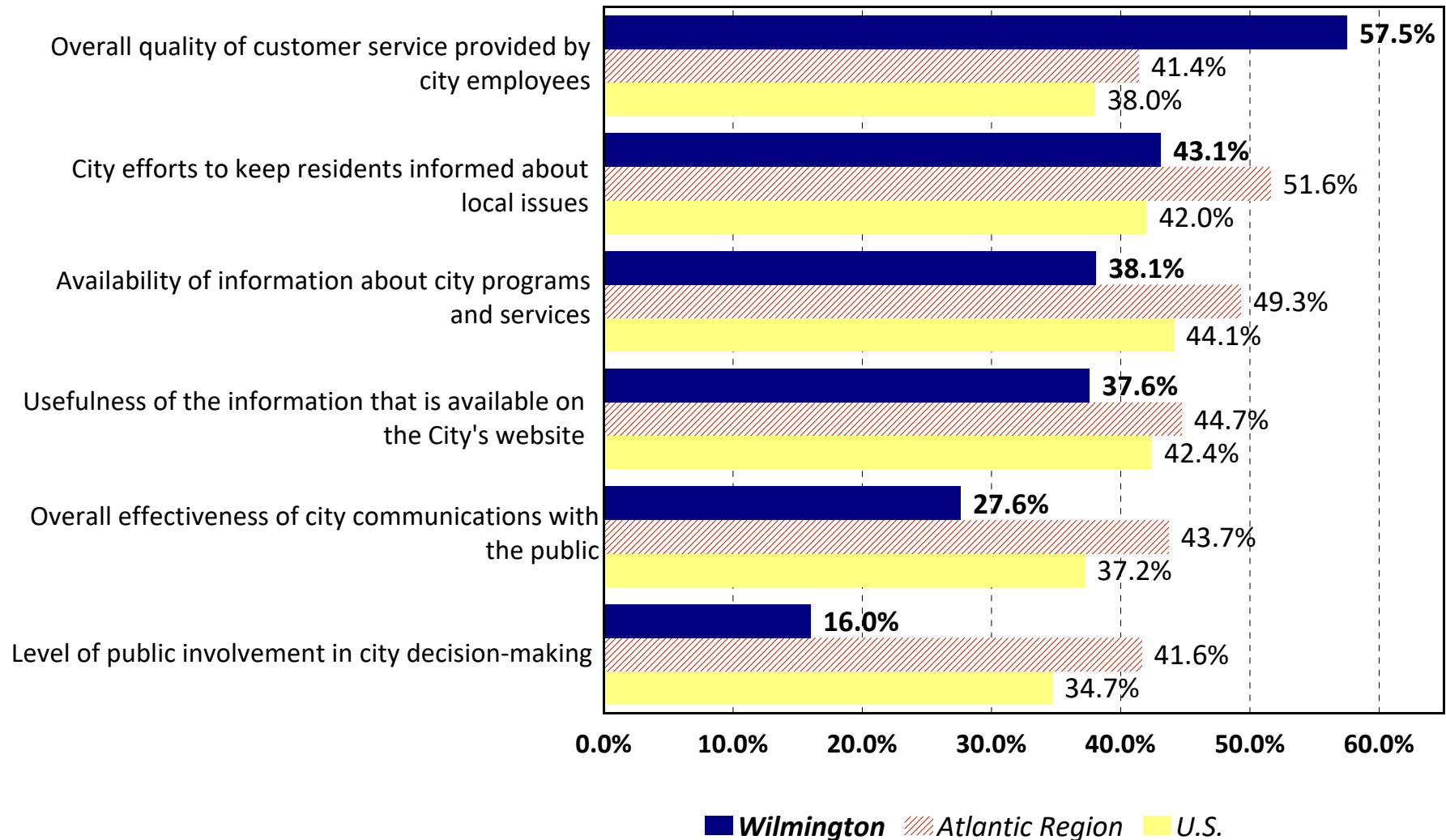
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Communication

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

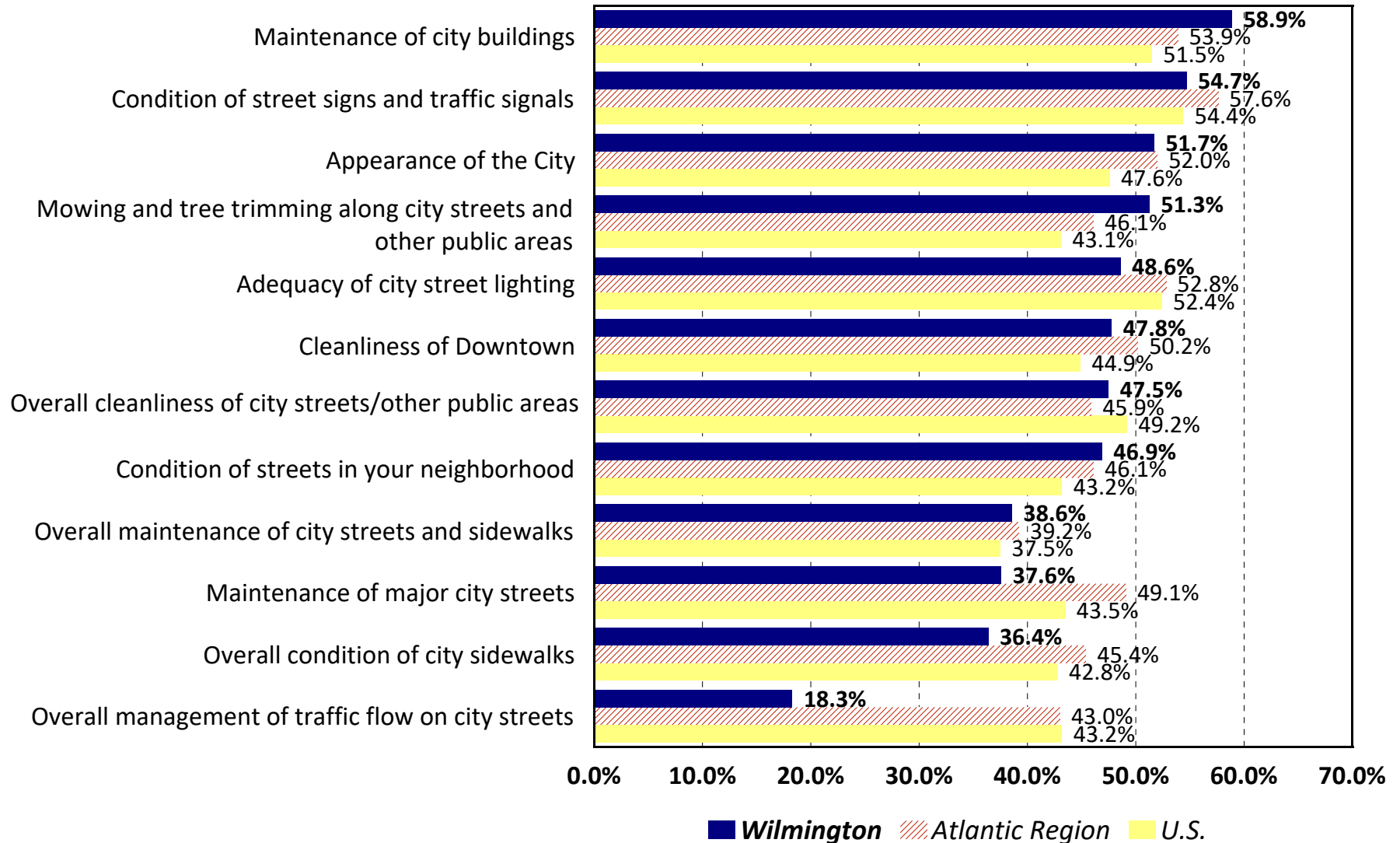
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Infrastructure

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

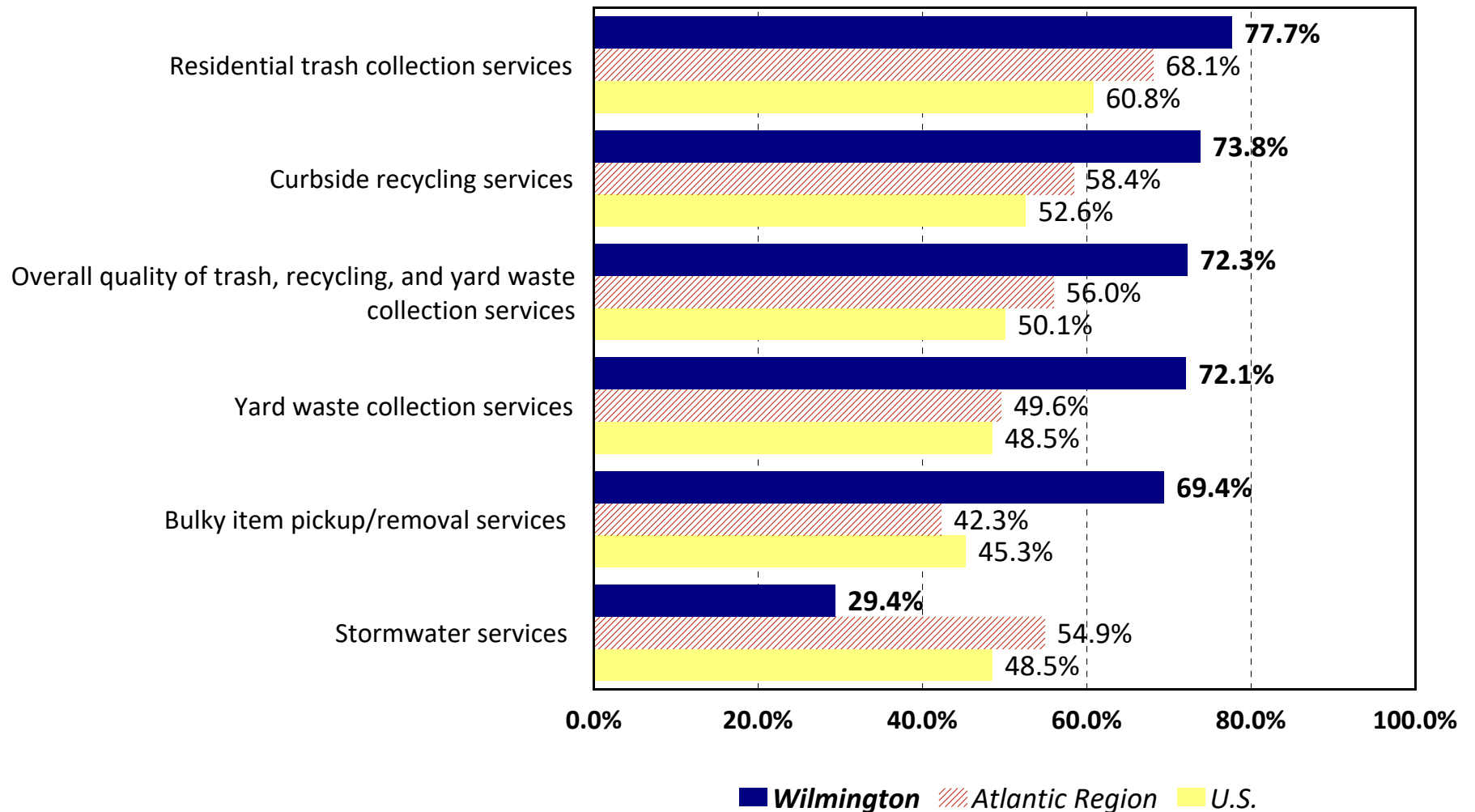
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Satisfaction with Utilities

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

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





# 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 public safety services that were most important for the City to provide. Nearly one-fourth (24.4%) of the respondent households selected "*enforcement of local traffic laws*" as one of the most important services for the City to provide.

With regard to satisfaction, 37.6% of respondents surveyed rated "*enforcement of local traffic laws*" 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, 24.4% was multiplied by 62.4% (1-0.376). This calculation yielded an I-S rating of 0.1523, which ranked third out of nine categories of public safety 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 two or 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 two or 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. 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, NC

### Arts and Culture

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
Cost of arts and cultural programs	30%	1	48%	6	0.1576	1
Availability of youth arts and cultural educational programs	23%	5	47%	7	0.1226	2
Availability of information about arts and cultural programs and events	22%	6	52%	5	0.1056	3
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Outdoor concert venues	29%	2	68%	2	0.0956	4
Variety of arts and cultural programs offered	25%	3	65%	3	0.0889	5
Availability of arts and cultural programs	25%	4	68%	1	0.0789	6
Quality of arts and cultural programs	18%	7	64%	4	0.0642	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 that should receive the most emphasis over the next two years.

**Satisfaction %:**

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

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# Importance-Satisfaction Rating

## City of Wilmington, NC

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Quality of police services	46%	1	54%	6	0.2130	1
City efforts to prevent crimes	32%	2	35%	8	0.2099	2
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of local traffic laws	24%	4	38%	7	0.1523	3
Frequency that police officers patrol your neighborhood	18%	6	33%	9	0.1173	4
Overall police relationship with your community	25%	3	56%	5	0.1117	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
How quickly police respond to emergencies	12%	7	58%	4	0.0520	6
Quality of fire services	19%	5	85%	2	0.0290	7
Fire department efforts to prevent injuries, property loss, and death	4%	9	81%	3	0.0084	8
Efficiency of city fire department response	5%	8	85%	1	0.0079	9

**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, NC

### Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Enforcement of stormwater drainage pollution regulations	51%	1	24%	7	0.3848	1
Overall efforts by the City to enforce codes and ordinances	36%	3	29%	6	0.2592	2
Enforcement of the cleanup of junk and debris on private property	37%	2	33%	4	0.2499	3
<b><i>High Priority (IS .10-.20)</i></b>						
Enforcement of exterior maintenance of commercial/business property	19%	4	35%	2	0.1201	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Enforcement of mowing and cutting of weeds & grass on private property	15%	5	34%	3	0.0998	5
Enforcement of exterior maintenance of residential property	11%	7	33%	5	0.0738	6
Enforcement of sign regulations	11%	6	36%	1	0.0712	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, NC

### Infrastructure Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall management of traffic flow on city streets	48%	1	18%	18	0.3922	1
<b><u>High Priority (IS .10-.20)</u></b>						
Timing of traffic signals in the City	24%	4	25%	16	0.1785	2
Overall maintenance of city streets and sidewalks	27%	2	39%	13	0.1627	3
Overall cleanliness of city streets/other public areas	24%	3	48%	9	0.1265	4
How quickly street repairs are made	15%	7	24%	17	0.1163	5
Cleanliness of Downtown	21%	6	48%	8	0.1096	6
Appearance of the City	21%	5	52%	5	0.1029	7
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Maintenance of major city streets	13%	8	38%	14	0.0805	8
Overall condition of city sidewalks	11%	10	36%	15	0.0712	9
Mowing and tree trimming along city streets and other public areas	12%	9	51%	6	0.0565	10
Maintenance of the streets in your neighborhood	10%	12	46%	11	0.0539	11
Adequacy of city street lighting	9%	13	49%	7	0.0442	12
Condition of streets in your neighborhood	8%	14	47%	10	0.0425	13
Maintenance of city sidewalks in your neighborhood	6%	15	42%	12	0.0364	14
Cleanliness of City parks and greenways	11%	11	67%	2	0.0347	15
Condition of street signs and traffic signals	3%	17	55%	4	0.0131	16
Cleanliness of your neighborhood	5%	16	74%	1	0.0127	17
Maintenance of city buildings	2%	18	59%	3	0.0082	18

**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 that should receive the most emphasis over the next two years.

**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, NC

### Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Adequate drainage systems for city streets	50%	1	29%	9	0.3505	1
Stormwater services (drainage & flood management)	47%	2	29%	8	0.3325	2
Overall management of stormwater runoff by City	47%	3	35%	7	0.3053	3
City efforts to promote sustainable practices like clean energy and reducing waste	34%	4	35%	6	0.2213	4
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Overall quality of trash, recycling, and yard waste collection services	29%	5	72%	3	0.0798	5
Bulky item pickup/removal services	17%	6	69%	5	0.0505	6
Residential trash collection services	16%	7	78%	1	0.0366	7
Curbside recycling services	12%	8	74%	2	0.0309	8
Yard waste collection services	10%	9	72%	4	0.0279	9

**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, NC

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Biking and walking trails in the City	47%	1	42%	5	0.2744	1
<b><u>High Priority (IS .10-.20)</u></b>						
Maintenance/appearance of existing City parks	45%	2	73%	1	0.1202	2
Number of City parks	27%	3	58%	2	0.1162	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Recreation programs & classes offered by City	14%	5	37%	7	0.0895	4
City swimming pools	11%	6	31%	8	0.0769	5
Outdoor athletic facilities	15%	4	52%	3	0.0723	6
City recreation centers	8%	7	39%	6	0.0517	7
City golf course	7%	8	45%	4	0.0389	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 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.

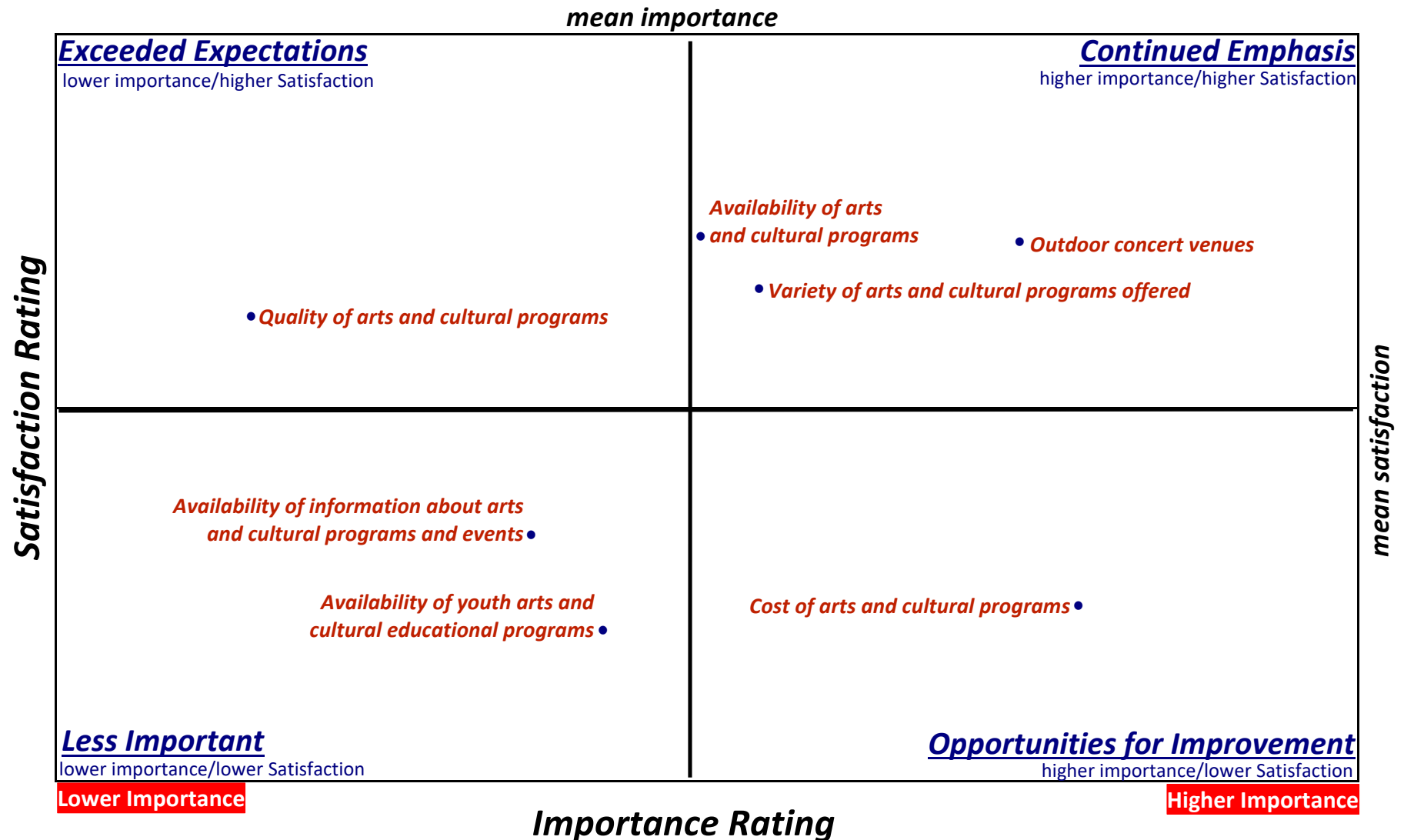
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on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

# 2025 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Arts and Culture-

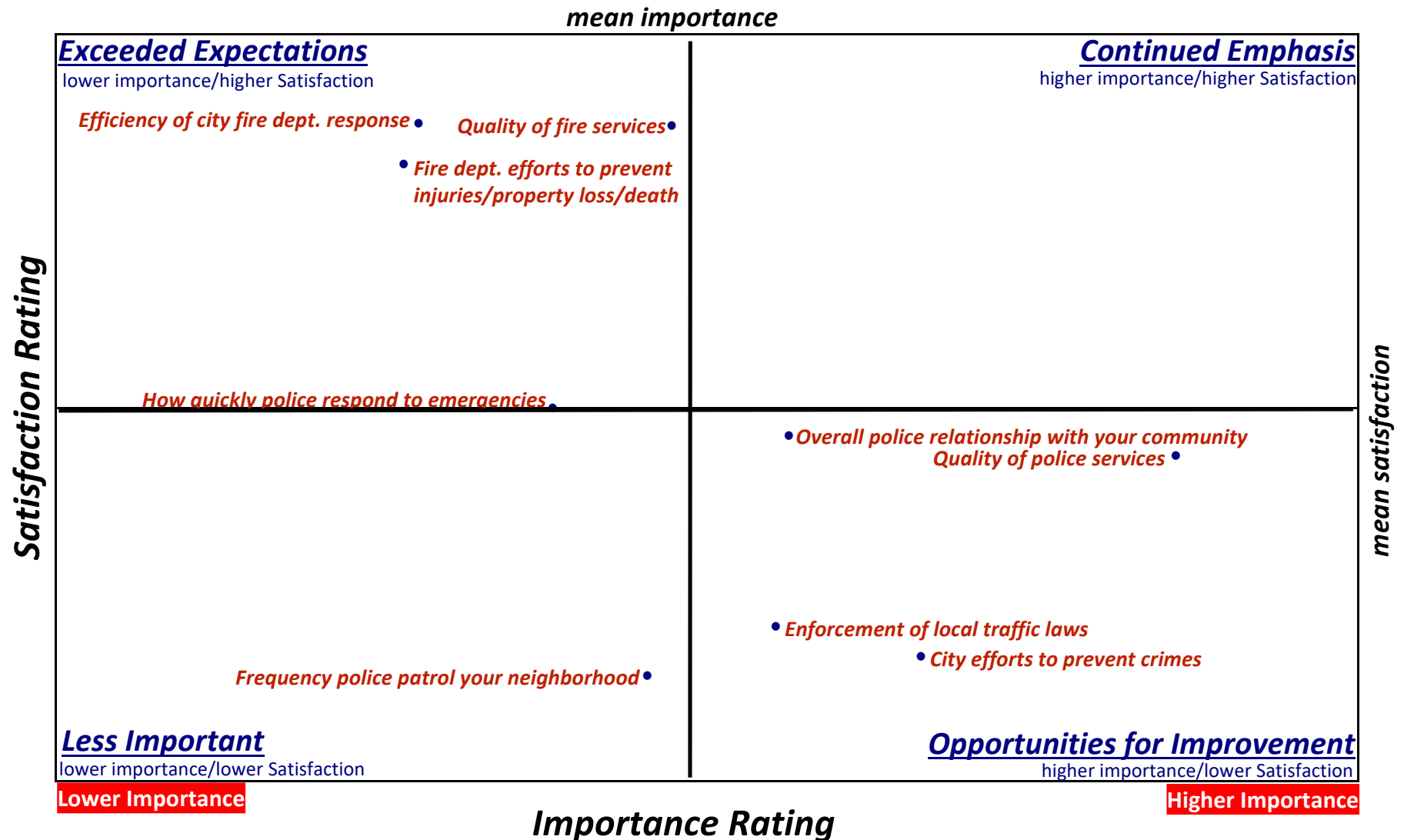
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2025 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Public Safety Services-

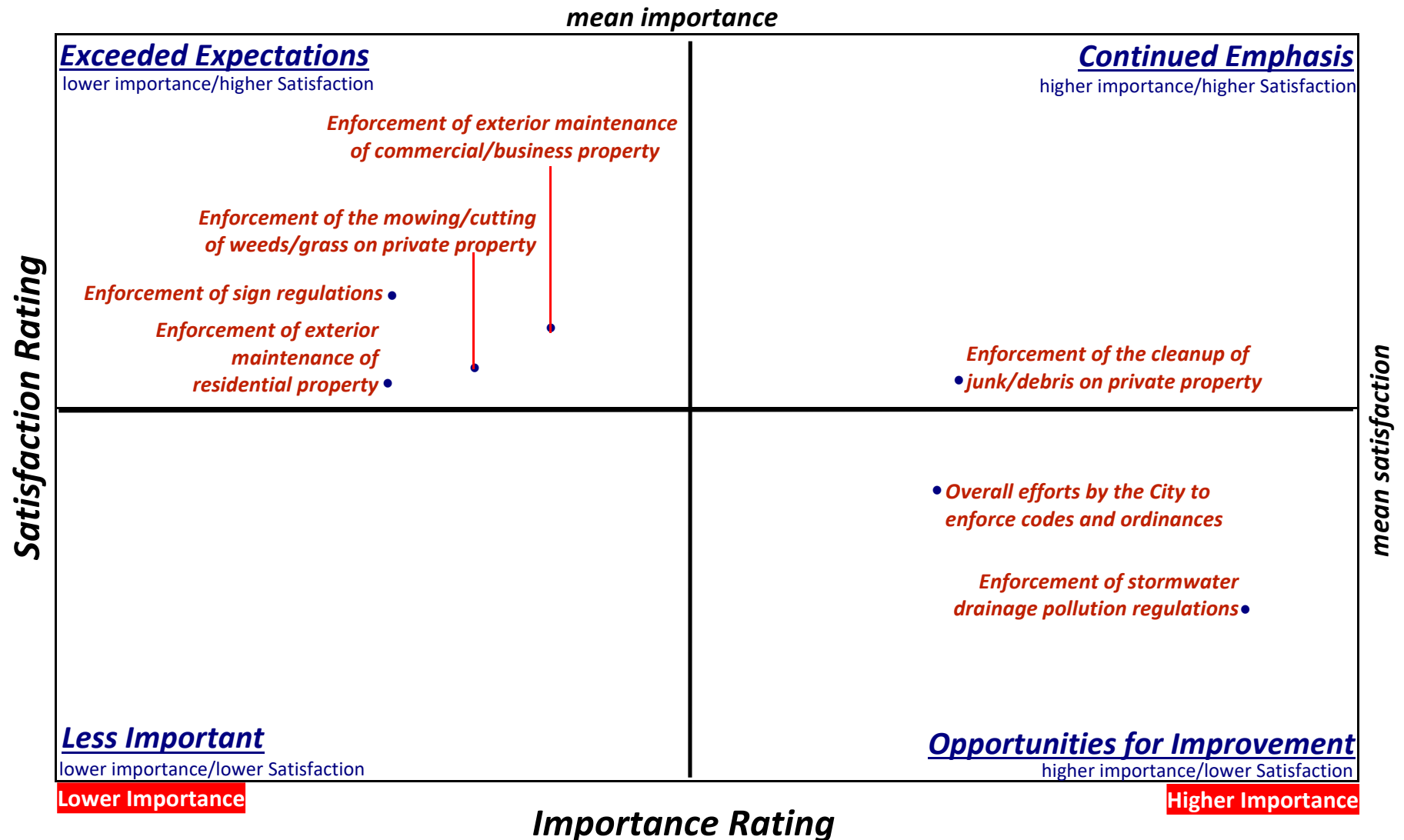
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2025 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Code Enforcement-

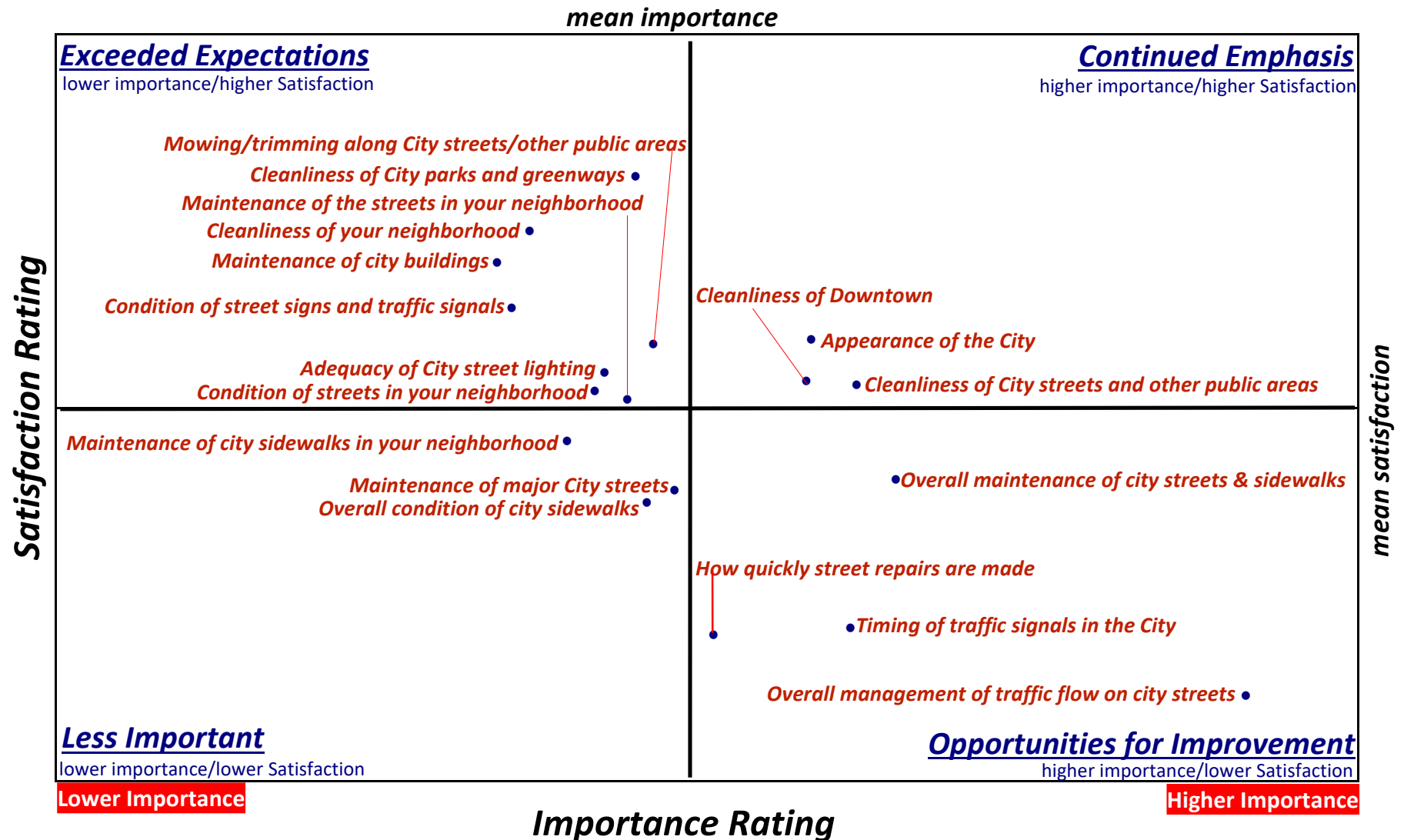
(points on the graph show deviations from the mean importance and Satisfaction ratings given by respondents to the survey)



# 2025 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Infrastructure Services-

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

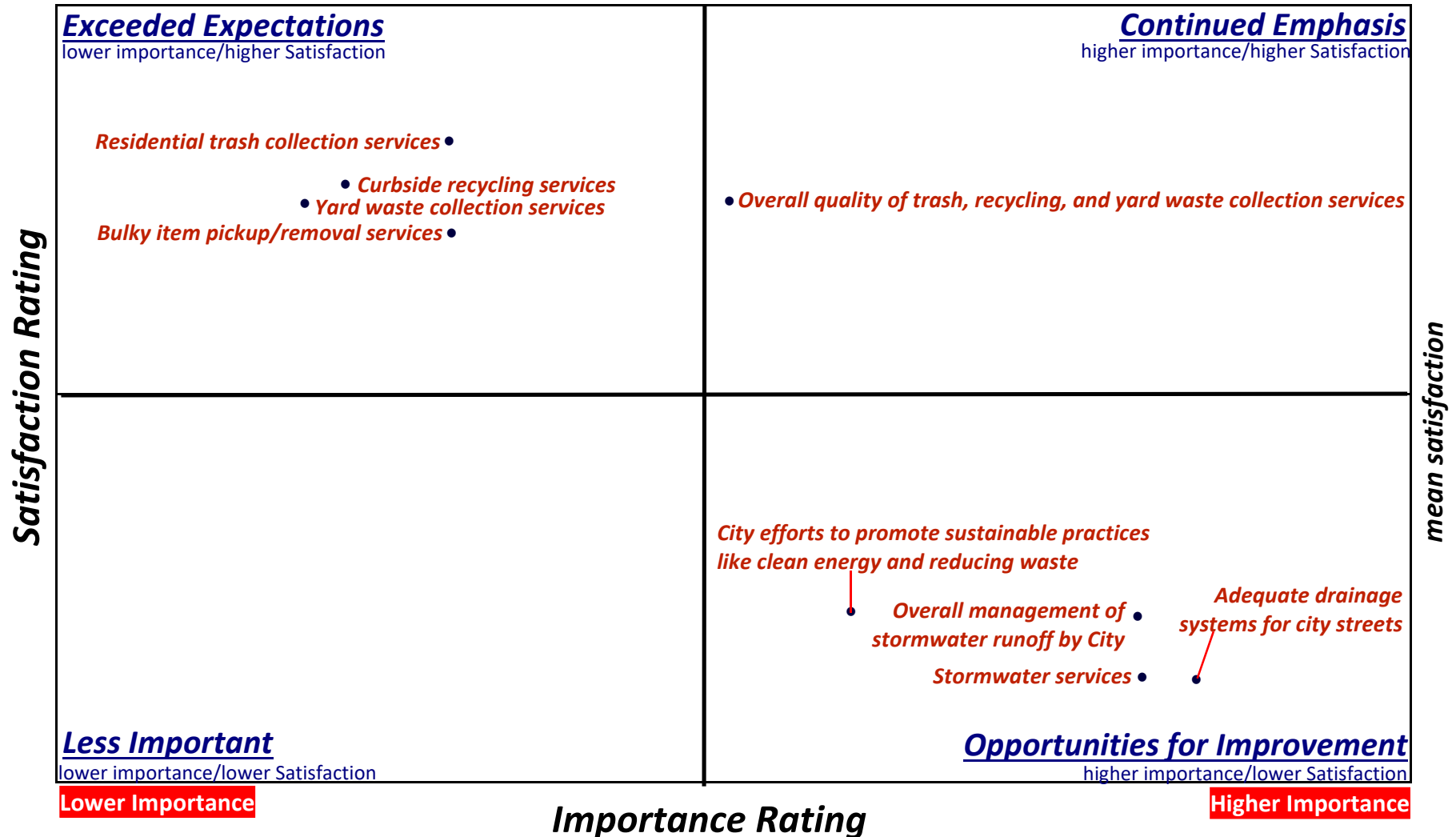


# 2025 Wilmington Community Survey Importance-Satisfaction Assessment Matrix

## -Utility Services-

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

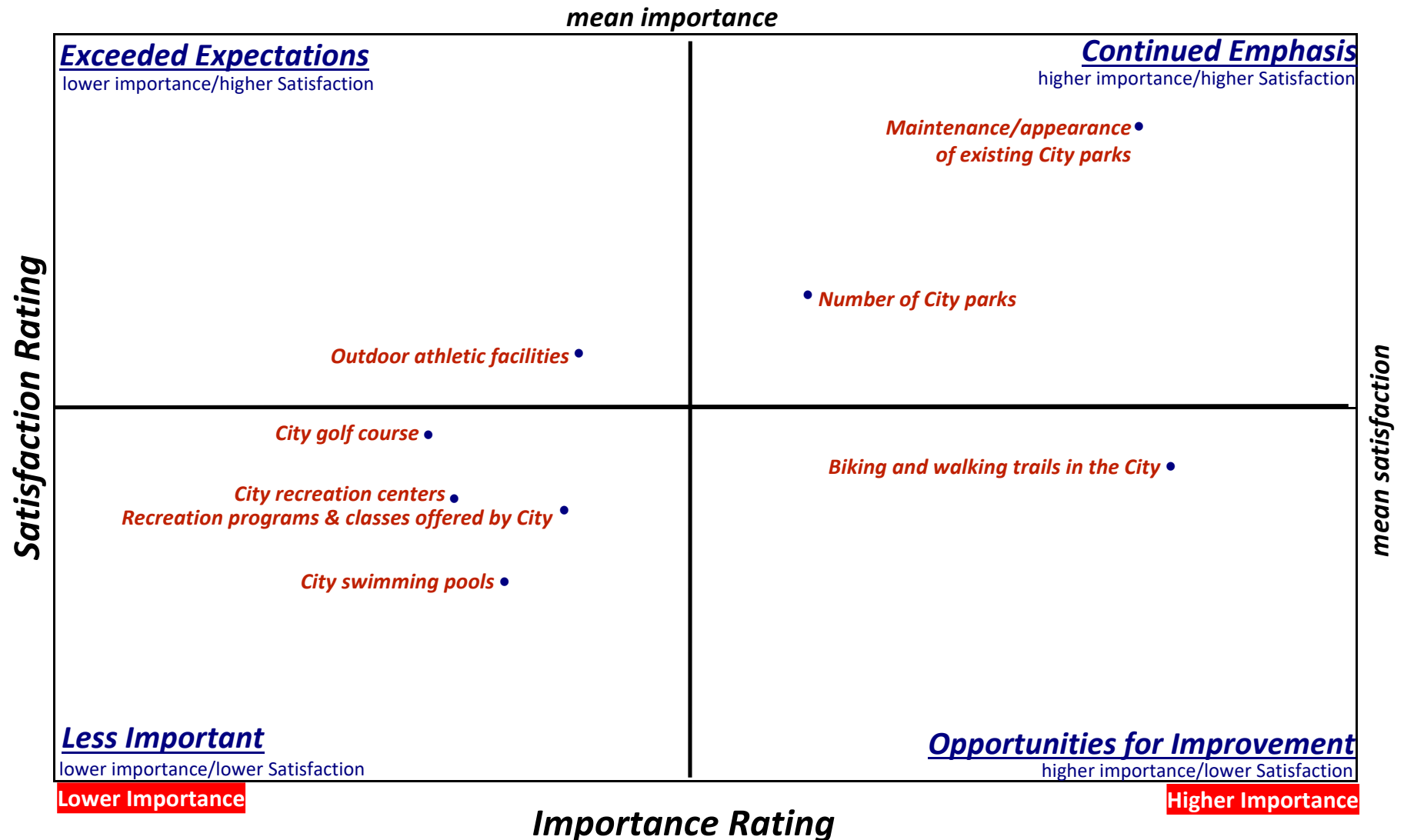
mean importance



# 2025 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)





# Tabular Data

**Q1. Quality of Life. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."**

(N=848)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. Overall quality of life in City	12.6%	56.5%	21.1%	7.9%	0.9%	0.9%
Q1-2. As a place to visit	35.4%	49.2%	11.2%	1.9%	0.6%	1.8%
Q1-3. As a place to retire	17.7%	40.4%	20.2%	10.8%	5.1%	5.8%
Q1-4. As a place to work	7.7%	26.9%	22.4%	22.2%	11.3%	9.6%
Q1-5. As a place to live	18.8%	49.8%	18.8%	9.4%	2.6%	0.7%
Q1-6. As a place to raise children	9.9%	32.2%	25.2%	12.0%	3.8%	16.9%
Q1-7. As a place to build a business	8.0%	27.9%	27.6%	9.0%	3.2%	24.3%
Q1-8. Availability of job opportunities	3.9%	14.5%	22.9%	24.2%	20.6%	13.9%
Q1-9. Overall quality of services provided by City	8.6%	36.2%	28.5%	15.9%	8.1%	2.6%
Q1-10. Overall value you receive for City taxes & fees	5.1%	23.5%	31.8%	22.4%	12.7%	4.5%
Q1-11. How well City is planning for growth	3.3%	8.5%	16.0%	21.5%	45.8%	5.0%

**WITHOUT "DON'T KNOW"**

**Q1. Quality of Life. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=848)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. Overall quality of life in City	12.7%	57.0%	21.3%	8.0%	1.0%
Q1-2. As a place to visit	36.0%	50.1%	11.4%	1.9%	0.6%
Q1-3. As a place to retire	18.8%	42.9%	21.4%	11.5%	5.4%
Q1-4. As a place to work	8.5%	29.7%	24.8%	24.5%	12.5%
Q1-5. As a place to live	18.9%	50.1%	18.9%	9.5%	2.6%
Q1-6. As a place to raise children	11.9%	38.7%	30.4%	14.5%	4.5%
Q1-7. As a place to build a business	10.6%	36.9%	36.4%	11.8%	4.2%
Q1-8. Availability of job opportunities	4.5%	16.8%	26.6%	28.1%	24.0%
Q1-9. Overall quality of services provided by City	8.8%	37.2%	29.3%	16.3%	8.4%
Q1-10. Overall value you receive for City taxes & fees	5.3%	24.6%	33.3%	23.5%	13.3%
Q1-11. How well City is planning for growth	3.5%	8.9%	16.9%	22.6%	48.1%

**Q2. Arts and Culture. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Availability of arts & cultural programs	21.6%	43.5%	20.9%	7.5%	2.6%	3.9%
Q2-2. Variety of arts & cultural programs offered	20.0%	41.6%	21.7%	8.3%	3.2%	5.2%
Q2-3. Cost of arts & cultural programs	10.6%	32.5%	32.2%	10.8%	3.8%	10.0%
Q2-4. Quality of arts & cultural programs	17.1%	42.5%	24.9%	6.6%	2.7%	6.3%
Q2-5. Availability of information about arts & cultural programs & events	15.1%	33.7%	28.8%	12.6%	4.1%	5.7%
Q2-6. Availability of youth arts & cultural educational programs (theater, music, art education)	9.7%	23.0%	26.3%	7.7%	3.3%	30.1%
Q2-7. Outdoor concert venues (Live Oak Pavillion at Riverfront Park & Greenfield Lake Amphitheater)	21.8%	41.9%	17.6%	8.8%	4.2%	5.7%

**WITHOUT "DON'T KNOW"**

**Q2. Arts and Culture. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Availability of arts & cultural programs	22.5%	45.3%	21.7%	7.9%	2.7%
Q2-2. Variety of arts & cultural programs offered	21.1%	43.9%	22.9%	8.7%	3.4%
Q2-3. Cost of arts & cultural programs	11.8%	36.2%	35.8%	12.1%	4.2%
Q2-4. Quality of arts & cultural programs	18.2%	45.3%	26.5%	7.0%	2.9%
Q2-5. Availability of information about arts & cultural programs & events	16.0%	35.8%	30.5%	13.4%	4.4%
Q2-6. Availability of youth arts & cultural educational programs (theater, music, art education)	13.8%	32.9%	37.6%	11.0%	4.7%
Q2-7. Outdoor concert venues (Live Oak Pavillion at Riverfront Park & Greenfield Lake Amphitheater)	23.1%	44.4%	18.6%	9.4%	4.5%

**Q3. Which TWO items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of arts & cultural programs	115	13.6 %
Variety of arts & cultural programs offered	109	12.9 %
Cost of arts & cultural programs	127	15.0 %
Quality of arts & cultural programs	63	7.4 %
Availability of information about arts & cultural programs & events	94	11.1 %
Availability of youth arts & cultural educational programs (theater, music, art education)	100	11.8 %
Outdoor concert venues (Live Oak Pavillion at Riverfront Park & Greenfield Lake Amphitheater)	139	16.4 %
None chosen	101	11.9 %
<b>Total</b>	<b>848</b>	<b>100.0 %</b>

**Q3. Which TWO items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of arts & cultural programs	93	11.0 %
Variety of arts & cultural programs offered	106	12.5 %
Cost of arts & cultural programs	130	15.3 %
Quality of arts & cultural programs	86	10.1 %
Availability of information about arts & cultural programs & events	92	10.8 %
Availability of youth arts & cultural educational programs (theater, music, art education)	95	11.2 %
Outdoor concert venues (Live Oak Pavillion at Riverfront Park & Greenfield Lake Amphitheater)	110	13.0 %
None chosen	136	16.0 %
<b>Total</b>	<b>848</b>	<b>100.0 %</b>

**SUM OF TOP 2 CHOICES**

**Q3. Which TWO items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q3. Sum of top 2 choices	Number	Percent
Availability of arts & cultural programs	208	24.5 %
Variety of arts & cultural programs offered	215	25.4 %
Cost of arts & cultural programs	257	30.3 %
Quality of arts & cultural programs	149	17.6 %
Availability of information about arts & cultural programs & events	186	21.9 %
Availability of youth arts & cultural educational programs (theater, music, art education)	195	23.0 %
Outdoor concert venues (Live Oak Pavillion at Riverfront Park & Greenfield Lake Amphitheater)	249	29.4 %
None chosen	101	11.9 %
Total	1560	

**Q4. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."**

(N=848)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q4-1. Permitting & development review services	2.1%	8.8%	23.8%	14.2%	22.2%	28.9%
Q4-2. City's efforts to promote & assist small, minority, & women-owned businesses	3.8%	8.4%	26.2%	11.9%	12.7%	37.0%
Q4-3. City's efforts to support innovation, entrepreneurs, or small business owners	2.6%	15.6%	26.5%	13.8%	8.4%	33.1%
Q4-4. City's efforts to promote & assist public/private partnerships (e.g., partnerships for housing, smart City projects)	2.8%	11.7%	25.5%	15.1%	13.7%	31.3%

**WITHOUT "DON'T KNOW"**

**Q4. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=848)

	Excellent	Good	Neutral	Below average	Poor
Q4-1. Permitting & development review services	3.0%	12.4%	33.5%	19.9%	31.2%
Q4-2. City's efforts to promote & assist small, minority, & women-owned businesses	6.0%	13.3%	41.6%	18.9%	20.2%
Q4-3. City's efforts to support innovation, entrepreneurs, or small business owners	3.9%	23.3%	39.7%	20.6%	12.5%
Q4-4. City's efforts to promote & assist public/private partnerships (e.g., partnerships for housing, smart City projects)	4.1%	17.0%	37.0%	22.0%	19.9%

**Q5. Do you generally think the state of the economy in Wilmington is better, about the same, or worse than the rest of the United States?**

Q5. What do you generally think of the state of economy in Wilmington compared with rest of US

	Number	Percent
Better	203	23.9 %
About the same	444	52.4 %
Worse	148	17.5 %
Don't know	53	6.3 %
Total	848	100.0 %

**WITHOUT "DON'T KNOW"**

**Q5. Do you generally think the state of the economy in Wilmington is better, about the same, or worse than the rest of the United States? (without "don't know")**

Q5. What do you generally think of the state of economy in Wilmington compared with rest of US

	Number	Percent
Better	203	25.5 %
About the same	444	55.8 %
Worse	148	18.6 %
Total	795	100.0 %

**Q6. Have you visited Downtown Wilmington during the past year?**

Q6. Have you visited Downtown Wilmington during past year

	Number	Percent
Yes	761	89.7 %
No	53	6.3 %
Not provided	34	4.0 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q6. Have you visited Downtown Wilmington during the past year? (without "not provided")**

Q6. Have you visited Downtown Wilmington during past year

	Number	Percent
Yes	761	93.5 %
No	53	6.5 %
Total	814	100.0 %

**Q7. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	11.8%	39.0%	26.2%	12.9%	5.0%	5.2%
Q7-2. Overall police relationship with your community	12.7%	37.9%	25.6%	12.3%	2.8%	8.7%
Q7-3. Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	30.5%	41.4%	12.3%	0.5%	0.4%	15.0%
Q7-4. Efficiency of City fire department response	31.3%	38.1%	11.3%	0.8%	0.2%	18.3%
Q7-5. Fire department efforts to prevent injuries, property loss, & death	25.4%	36.6%	13.3%	0.5%	0.7%	23.6%
Q7-6. Enforcement of local traffic laws	9.3%	26.2%	23.7%	19.8%	15.6%	5.4%
Q7-7. How quickly police respond to emergencies	14.0%	31.6%	22.5%	7.9%	2.5%	21.5%
Q7-8. Frequency that police officers patrol your neighborhood	8.7%	20.6%	27.9%	20.8%	11.0%	11.0%
Q7-9. City efforts to prevent crimes	6.7%	23.3%	31.0%	16.5%	8.7%	13.7%

**WITHOUT "DON'T KNOW"**

**Q7. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	12.4%	41.2%	27.6%	13.6%	5.2%
Q7-2. Overall police relationship with your community	14.0%	41.5%	28.0%	13.4%	3.1%
Q7-3. Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	35.9%	48.7%	14.4%	0.6%	0.4%
Q7-4. Efficiency of City fire department response	38.2%	46.6%	13.9%	1.0%	0.3%
Q7-5. Fire department efforts to prevent injuries, property loss, & death	33.2%	47.8%	17.4%	0.6%	0.9%
Q7-6. Enforcement of local traffic laws	9.9%	27.7%	25.1%	20.9%	16.5%
Q7-7. How quickly police respond to emergencies	17.9%	40.2%	28.7%	10.1%	3.2%
Q7-8. Frequency that police officers patrol your neighborhood	9.8%	23.2%	31.4%	23.3%	12.3%
Q7-9. City efforts to prevent crimes	7.8%	27.0%	35.9%	19.1%	10.1%

**Q8. Which TWO of the public safety services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?**

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	259	30.5 %
Overall police relationship with your community	117	13.8 %
Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	42	5.0 %
Efficiency of City fire department response	14	1.7 %
Fire department efforts to prevent injuries, property loss, & death	16	1.9 %
Enforcement of local traffic laws	108	12.7 %
How quickly police respond to emergencies	42	5.0 %
Frequency that police officers patrol your neighborhood	55	6.5 %
City efforts to prevent crimes	145	17.1 %
None chosen	50	5.9 %
Total	848	100.0 %

**Q8. Which TWO of the public safety services listed in Question 7 do you think are MOST IMPORTANT for the City to provide?**

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	130	15.3 %
Overall police relationship with your community	96	11.3 %
Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	117	13.8 %
Efficiency of City fire department response	30	3.5 %
Fire department efforts to prevent injuries, property loss, & death	21	2.5 %
Enforcement of local traffic laws	99	11.7 %
How quickly police respond to emergencies	63	7.4 %
Frequency that police officers patrol your neighborhood	93	11.0 %
City efforts to prevent crimes	128	15.1 %
None chosen	71	8.4 %
Total	848	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the public safety services listed in Question 7 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	389	45.9 %
Overall police relationship with your community	213	25.1 %
Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	159	18.8 %
Efficiency of City fire department response	44	5.2 %
Fire department efforts to prevent injuries, property loss, & death	37	4.4 %
Enforcement of local traffic laws	207	24.4 %
How quickly police respond to emergencies	105	12.4 %
Frequency that police officers patrol your neighborhood	148	17.5 %
City efforts to prevent crimes	273	32.2 %
None chosen	50	5.9 %
Total	1625	

**Q9. Feeling of Safety. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."**

(N=848)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q9-1. In your neighborhood during the day	57.1%	33.7%	6.0%	1.9%	0.6%	0.7%
Q9-2. In your neighborhood at night	32.8%	41.7%	16.3%	6.4%	1.9%	0.9%
Q9-3. In City parks	10.1%	35.5%	28.1%	16.5%	3.4%	6.4%
Q9-4. In retail areas of City	17.3%	44.8%	25.9%	8.3%	1.2%	2.5%
Q9-5. In Downtown Wilmington	11.8%	33.0%	27.1%	19.1%	6.8%	2.1%
Q9-6. Overall feeling of safety in City	12.7%	47.9%	24.8%	11.0%	2.1%	1.5%

**WITHOUT "DON'T KNOW"**

**Q9. Feeling of Safety. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")**

(N=848)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q9-1. In your neighborhood during the day	57.5%	34.0%	6.1%	1.9%	0.6%
Q9-2. In your neighborhood at night	33.1%	42.1%	16.4%	6.4%	1.9%
Q9-3. In City parks	10.8%	37.9%	30.0%	17.6%	3.7%
Q9-4. In retail areas of City	17.8%	45.9%	26.6%	8.5%	1.2%
Q9-5. In Downtown Wilmington	12.0%	33.7%	27.7%	19.5%	7.0%
Q9-6. Overall feeling of safety in City	12.9%	48.6%	25.1%	11.1%	2.2%

**Q10. Code Enforcement. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Enforcement of cleanup of junk & debris on private property	6.5%	22.1%	26.9%	21.3%	9.6%	13.7%
Q10-2. Enforcement of mowing & cutting of weeds & grass on private property	5.4%	23.1%	31.8%	17.6%	7.4%	14.6%
Q10-3. Enforcement of exterior maintenance of residential property	5.8%	22.3%	35.6%	15.1%	6.5%	14.7%
Q10-4. Enforcement of exterior maintenance of commercial/business property	5.9%	24.1%	36.0%	13.9%	5.5%	14.6%
Q10-5. Enforcement of sign regulations	5.8%	23.5%	32.9%	11.8%	6.5%	19.6%
Q10-6. Enforcement of stormwater drainage pollution regulations	3.8%	15.6%	27.2%	21.2%	13.4%	18.8%
Q10-7. Overall efforts by City to enforce codes & ordinances	4.2%	19.6%	35.4%	16.4%	7.5%	16.9%

**WITHOUT "DON'T KNOW"**

**Q10. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Enforcement of cleanup of junk & debris on private property	7.5%	25.5%	31.1%	24.7%	11.1%
Q10-2. Enforcement of mowing & cutting of weeds & grass on private property	6.4%	27.1%	37.3%	20.6%	8.7%
Q10-3. Enforcement of exterior maintenance of residential property	6.8%	26.1%	41.8%	17.7%	7.6%
Q10-4. Enforcement of exterior maintenance of commercial/business property	6.9%	28.2%	42.1%	16.3%	6.5%
Q10-5. Enforcement of sign regulations	7.2%	29.2%	40.9%	14.7%	8.1%
Q10-6. Enforcement of stormwater drainage pollution regulations	4.6%	19.2%	33.5%	26.1%	16.5%
Q10-7. Overall efforts by City to enforce codes & ordinances	5.1%	23.5%	42.6%	19.7%	9.1%

**Q11. Which TWO of the code enforcement items listed in Question 10 do you think are MOST IMPORTANT for the City to provide?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	195	23.0 %
Enforcement of mowing & cutting of weeds & grass on private property	47	5.5 %
Enforcement of exterior maintenance of residential property	36	4.2 %
Enforcement of exterior maintenance of commercial/business property	62	7.3 %
Enforcement of sign regulations	37	4.4 %
Enforcement of stormwater drainage pollution regulations	300	35.4 %
Overall efforts by City to enforce codes & ordinances	102	12.0 %
None chosen	69	8.1 %
Total	848	100.0 %

**Q11. Which TWO of the code enforcement items listed in Question 10 do you think are MOST IMPORTANT for the City to provide?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	121	14.3 %
Enforcement of mowing & cutting of weeds & grass on private property	80	9.4 %
Enforcement of exterior maintenance of residential property	57	6.7 %
Enforcement of exterior maintenance of commercial/business property	95	11.2 %
Enforcement of sign regulations	58	6.8 %
Enforcement of stormwater drainage pollution regulations	128	15.1 %
Overall efforts by City to enforce codes & ordinances	206	24.3 %
None chosen	103	12.1 %
Total	848	100.0 %

**SUM OF TOP 2 CHOICES**

**Q11. Which TWO of the code enforcement items listed in Question 10 do you think are MOST IMPORTANT for the City to provide? (top 2)**

<u>Q11. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Enforcement of cleanup of junk & debris on private property	316	37.3 %
Enforcement of mowing & cutting of weeds & grass on private property	127	15.0 %
Enforcement of exterior maintenance of residential property	93	11.0 %
Enforcement of exterior maintenance of commercial/business property	157	18.5 %
Enforcement of sign regulations	95	11.2 %
Enforcement of stormwater drainage pollution regulations	428	50.5 %
Overall efforts by City to enforce codes & ordinances	308	36.3 %
None chosen	69	8.1 %
Total	1593	

**Q12(1-7). Communication. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of customer service provided by City employees (regarding helpfulness, knowledge, & responsiveness)	11.1%	38.3%	26.1%	8.6%	1.9%	14.0%
Q12-2. City efforts to keep residents informed about local issues	7.8%	32.5%	29.8%	18.4%	4.8%	6.6%
Q12-3. Availability of information about City programs & services	7.2%	28.1%	33.5%	20.4%	3.4%	7.4%
Q12-4. Level of public involvement in City decision-making	2.8%	11.4%	25.8%	28.1%	21.2%	10.6%
Q12-5. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	7.4%	27.5%	34.9%	16.0%	4.8%	9.3%
Q12-6. Usefulness of information that is available on City's website	6.5%	25.6%	39.0%	11.7%	2.5%	14.7%
Q12-7. Overall effectiveness of City communications with the public (e.g., policy changes, meetings, events, feedback opportunities, City news)	4.8%	20.2%	35.4%	21.1%	9.1%	9.4%

**WITHOUT "DON'T KNOW"**

**Q12(1-7). 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of customer service provided by City employees (regarding helpfulness, knowledge, & responsiveness)	12.9%	44.6%	30.3%	10.0%	2.2%
Q12-2. City efforts to keep residents informed about local issues	8.3%	34.8%	31.9%	19.7%	5.2%
Q12-3. Availability of information about City programs & services	7.8%	30.3%	36.2%	22.0%	3.7%
Q12-4. Level of public involvement in City decision-making	3.2%	12.8%	28.9%	31.4%	23.7%
Q12-5. Variety of ways in which City communicates information, such as City newsletter, social media, cards/letters, cable & streaming video	8.2%	30.3%	38.5%	17.7%	5.3%
Q12-6. Usefulness of information that is available on City's website	7.6%	30.0%	45.8%	13.7%	2.9%
Q12-7. Overall effectiveness of City communications with the public (e.g., policy changes, meetings, events, feedback opportunities, City news)	5.3%	22.3%	39.1%	23.3%	10.0%

**Q12(8-10). Communication. Please rate the ease of doing the following City processes:**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-8. Locating information on City's website	6.1%	29.1%	34.0%	11.7%	3.3%	15.8%
Q12-9. Paying fees for parks & recreation programs	5.9%	19.7%	29.2%	10.6%	6.0%	28.5%
Q12-10. Doing business with City (e.g., registering as a vendor, bidding process, timeliness of payments)	2.6%	8.7%	24.8%	4.0%	2.9%	57.0%

**WITHOUT "DON'T KNOW"**

**Q12(8-10). Communication. Please rate the ease of doing the following City processes: (without "don't know")**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-8. Locating information on City's website	7.3%	34.6%	40.3%	13.9%	3.9%
Q12-9. Paying fees for parks & recreation programs	8.3%	27.6%	40.9%	14.9%	8.4%
Q12-10. Doing business with City (e.g., registering as a vendor, bidding process, timeliness of payments)	6.0%	20.3%	57.5%	9.3%	6.8%

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

Q13. Have you contacted City of Wilmington during past year	Number	Percent
Yes	442	52.1 %
No	402	47.4 %
Not provided	4	0.5 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q13. Have you contacted the City of Wilmington during the past year? (without "not provided")**

Q13. Have you contacted City of Wilmington during past year	Number	Percent
Yes	442	52.4 %
No	402	47.6 %
Total	844	100.0 %

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

Q13a. Which following have you contacted the most	Number	Percent
City Council	43	9.7 %
City Manager's Office	8	1.8 %
City Clerk/Public Records	30	6.8 %
Fire Department	7	1.6 %
Police Department	43	9.7 %
Parks & Recreation	26	5.9 %
Planning	33	7.5 %
Recycling & Trash Services	156	35.3 %
Business Licenses	6	1.4 %
Stormwater	22	5.0 %
Street Maintenance	11	2.5 %
Code Enforcement	24	5.4 %
Other	23	5.2 %
Not provided	10	2.3 %
Total	442	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q13a. Which following have you contacted the most	Number	Percent
City Council	43	10.0 %
City Manager's Office	8	1.9 %
City Clerk/Public Records	30	6.9 %
Fire Department	7	1.6 %
Police Department	43	10.0 %
Parks & Recreation	26	6.0 %
Planning	33	7.6 %
Recycling & Trash Services	156	36.1 %
Business Licenses	6	1.4 %
Stormwater	22	5.1 %
Street Maintenance	11	2.5 %
Code Enforcement	24	5.6 %
Other	23	5.3 %
Total	432	100.0 %

**Q13a-13. Other**

- Air quality control. It still smells like cat pee here sometimes due to factory waste
- all of the above
- ANIMAL CONTROL
- Animal control
- City attorney/easement
- Department of Human Services
- Forestry
- I contacted the arborist to cut down a dead, diseased tree in front of my home on the public right of way two months ago. It still hasn't been done. Said they're backed up by months due to 90 outstanding tree removals.
- Police
- public utilities
- Signs
- Starting water and sewage service
- street traffic signage
- Tax department
- Tax department
- Tax Department
- The arborist about trimming trees in my neighborhood.
- Timing of stop lights is horrible!
- TRAFFIC CAMERAS
- TRYING TO GET AN ALL OVER THE AREA SPEED LIMIT REDUCED IN A RESIDENTIAL AREA.
- water
- We do business with the Fleet services (COW police vehicle repairs)

**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.**

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13b-1. How easy they were to contact	31.4%	37.8%	14.0%	9.5%	6.1%	1.1%
Q13b-2. The way you were treated	37.8%	32.8%	14.0%	8.8%	4.5%	2.0%
Q13b-3. Accuracy of information & assistance you were given	34.2%	31.2%	15.8%	10.0%	6.1%	2.7%
Q13b-4. How quickly City staff responded to your request	34.6%	27.8%	17.6%	9.7%	8.4%	1.8%
Q13b-5. How well your issue was resolved	31.7%	26.9%	16.3%	9.7%	13.1%	2.3%
Q13b-6. Overall customer service experience with City	30.5%	31.4%	19.2%	8.6%	7.9%	2.3%

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

(N=442)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13b-1. How easy they were to contact	31.8%	38.2%	14.2%	9.6%	6.2%
Q13b-2. The way you were treated	38.6%	33.5%	14.3%	9.0%	4.6%
Q13b-3. Accuracy of information & assistance you were given	35.1%	32.1%	16.3%	10.2%	6.3%
Q13b-4. How quickly City staff responded to your request	35.3%	28.3%	18.0%	9.9%	8.5%
Q13b-5. How well your issue was resolved	32.4%	27.5%	16.7%	10.0%	13.4%
Q13b-6. Overall customer service experience with City	31.3%	32.2%	19.7%	8.8%	8.1%

**Q14. Where do you currently receive your news and information about City of Wilmington government and services?**

Q14. Where do you currently receive your news & information about City of Wilmington government & services

	Number	Percent
City newsletter (now Wilmington Current)	308	36.3 %
Local printed newspapers	106	12.5 %
Social media (Facebook, X, Instagram)	404	47.6 %
Online newspapers & websites	364	42.9 %
City website	249	29.4 %
Local television news	445	52.5 %
City cable channel	41	4.8 %
Local radio	178	21.0 %
Calling the City	57	6.7 %
Other	25	2.9 %
Total	2177	

**Q14-10. Other**

- City emails.
- city of elected officials
- Email distribution that I signed up for, and city website.
- email signup
- Emails
- Friend
- Just received this survey in my postal mail
- magazines
- Mail out notifications.
- Most young people are not on Facebook and they don't use email or direct websites for information. Please consider hiring an intern or someone to manage an Instagram and TikTok account for the city. I know that may sound silly but if we want to encourage community and put emphasis on the importance of our social interactions, they we should meet people where they are already going to coordinate their social life. It's easier to mesh habits than make people form new ones.
- Neighbors
- Neighbors and friends
- Neighbors in the historic district
- news websites
- Nextdoor app
- Online news
- Our community has a Local Issues organization which passes on information of interest to its residents. I no longer subscribe to the newspaper as I found it not worth the money.
- Podcast
- Port city daily
- radio
- Social interactions with city employees, city commissioners, political events
- Social media. How do we gain access to City updates?
- Wilmington Brief email
- word of mouth, friends, family, neighbors
- word of mouth, neighbors

**Q15. Which TWO of the information sources listed in Question 14 do you find the most helpful and informative?**

Q15. Top choice	Number	Percent
City newsletter (now Wilmington Current)	130	15.3 %
Local printed newspapers	32	3.8 %
Social media (Facebook, X, Instagram)	171	20.2 %
Online newspapers & websites	128	15.1 %
City website	76	9.0 %
Local television news	177	20.9 %
City cable channel	4	0.5 %
Local radio	46	5.4 %
Calling the City	12	1.4 %
None chosen	72	8.5 %
Total	848	100.0 %

**Q15. Which TWO of the information sources listed in Question 14 do you find the most helpful and informative?**

Q15. 2nd choice	Number	Percent
City newsletter (now Wilmington Current)	62	7.3 %
Local printed newspapers	26	3.1 %
Social media (Facebook, X, Instagram)	137	16.2 %
Online newspapers & websites	119	14.0 %
City website	99	11.7 %
Local television news	127	15.0 %
City cable channel	21	2.5 %
Local radio	69	8.1 %
Calling the City	33	3.9 %
None chosen	155	18.3 %
Total	848	100.0 %

**SUM OF TOP 2 CHOICES**

**Q15. Which TWO of the information sources listed in Question 14 do you find the most helpful and informative? (top 2)**

<u>Q15. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
City newsletter (now Wilmington Current)	192	22.6 %
Local printed newspapers	58	6.8 %
Social media (Facebook, X, Instagram)	308	36.3 %
Online newspapers & websites	247	29.1 %
City website	175	20.6 %
Local television news	304	35.8 %
City cable channel	25	2.9 %
Local radio	115	13.6 %
Calling the City	45	5.3 %
None chosen	72	8.5 %
Total	1541	

**Q16. Infrastructure Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Appearance of City	9.7%	40.9%	24.1%	17.5%	5.9%	2.0%
Q16-2. Mowing & tree trimming along City streets & other public areas	9.7%	40.8%	23.3%	17.6%	7.0%	1.7%
Q16-3. Overall cleanliness of City streets & other public areas	8.3%	38.3%	26.2%	19.3%	6.0%	1.9%
Q16-4. Maintenance of City buildings	11.2%	41.4%	30.8%	4.6%	1.3%	10.7%
Q16-5. Cleanliness of Downtown	8.7%	37.4%	27.1%	17.5%	5.8%	3.5%
Q16-6. Cleanliness of your neighborhood	26.9%	45.0%	15.9%	7.3%	2.6%	2.2%
Q16-7. Cleanliness of City parks & greenways	15.1%	48.9%	21.6%	8.4%	1.5%	4.5%
Q16-8. Overall maintenance of City streets & sidewalks	6.6%	30.9%	23.0%	26.1%	10.7%	2.7%
Q16-9. Overall management of traffic flow on City streets	3.8%	14.0%	19.2%	28.9%	31.4%	2.7%
Q16-10. Timing of traffic signals in City	4.5%	19.5%	23.7%	28.1%	21.2%	3.1%
Q16-11. Maintenance of major City streets	6.0%	30.4%	29.2%	17.6%	13.6%	3.2%
Q16-12. How quickly street repairs are made	4.4%	17.5%	25.6%	26.7%	17.0%	9.0%
Q16-13. Condition of street signs & traffic signals	9.7%	43.3%	30.0%	10.1%	3.8%	3.2%
Q16-14. Adequacy of City street lighting	8.1%	38.4%	26.9%	15.0%	7.4%	4.1%
Q16-15. Maintenance of City sidewalks in your neighborhood	10.0%	25.6%	24.4%	13.2%	11.3%	15.4%
Q16-16. Maintenance of streets in your neighborhood	10.5%	32.0%	23.2%	16.5%	10.0%	7.8%

**Q16. Infrastructure Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-17. Condition of streets in your neighborhood	11.4%	32.8%	24.2%	17.0%	9.0%	5.7%
Q16-18. Overall condition of City sidewalks	5.5%	28.2%	33.0%	16.7%	9.2%	7.3%

**WITHOUT "DON'T KNOW"****Q16. Infrastructure 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Appearance of City	9.9%	41.8%	24.5%	17.8%	6.0%
Q16-2. Mowing & tree trimming along City streets & other public areas	9.8%	41.5%	23.7%	17.9%	7.1%
Q16-3. Overall cleanliness of City streets & other public areas	8.4%	39.1%	26.7%	19.7%	6.1%
Q16-4. Maintenance of City buildings	12.5%	46.4%	34.5%	5.2%	1.5%
Q16-5. Cleanliness of Downtown	9.0%	38.8%	28.1%	18.1%	6.0%
Q16-6. Cleanliness of your neighborhood	27.5%	46.1%	16.3%	7.5%	2.7%
Q16-7. Cleanliness of City parks & greenways	15.8%	51.2%	22.6%	8.8%	1.6%
Q16-8. Overall maintenance of City streets & sidewalks	6.8%	31.8%	23.6%	26.8%	11.0%
Q16-9. Overall management of traffic flow on City streets	3.9%	14.4%	19.8%	29.7%	32.2%
Q16-10. Timing of traffic signals in City	4.6%	20.1%	24.5%	29.0%	21.9%
Q16-11. Maintenance of major City streets	6.2%	31.4%	30.2%	18.1%	14.0%
Q16-12. How quickly street repairs are made	4.8%	19.2%	28.1%	29.3%	18.7%
Q16-13. Condition of street signs & traffic signals	10.0%	44.7%	30.9%	10.5%	3.9%
Q16-14. Adequacy of City street lighting	8.5%	40.1%	28.0%	15.6%	7.7%
Q16-15. Maintenance of City sidewalks in your neighborhood	11.9%	30.3%	28.9%	15.6%	13.4%

**WITHOUT "DON'T KNOW"**

**Q16. Infrastructure 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")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-16. Maintenance of streets in your neighborhood	11.4%	34.7%	25.2%	17.9%	10.9%
Q16-17. Condition of streets in your neighborhood	12.1%	34.8%	25.6%	18.0%	9.5%
Q16-18. Overall condition of City sidewalks	6.0%	30.4%	35.6%	18.1%	9.9%

**Q17. Which THREE items from the list in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q17. Top choice	Number	Percent
Appearance of City	100	11.8 %
Mowing & tree trimming along City streets & other public areas	42	5.0 %
Overall cleanliness of City streets & other public areas	78	9.2 %
Maintenance of City buildings	4	0.5 %
Cleanliness of Downtown	55	6.5 %
Cleanliness of your neighborhood	16	1.9 %
Cleanliness of City parks & greenways	14	1.7 %
Overall maintenance of City streets & sidewalks	101	11.9 %
Overall management of traffic flow on City streets	187	22.1 %
Timing of traffic signals in City	44	5.2 %
Maintenance of major City streets	22	2.6 %
How quickly street repairs are made	20	2.4 %
Condition of street signs & traffic signals	3	0.4 %
Adequacy of City street lighting	15	1.8 %
Maintenance of City sidewalks in your neighborhood	13	1.5 %
Maintenance of streets in your neighborhood	19	2.2 %
Condition of streets in your neighborhood	25	2.9 %
Overall condition of City sidewalks	33	3.9 %
None chosen	57	6.7 %
Total	848	100.0 %

**Q17. Which THREE items from the list in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q17. 2nd choice	Number	Percent
Appearance of City	43	5.1 %
Mowing & tree trimming along City streets & other public areas	24	2.8 %
Overall cleanliness of City streets & other public areas	74	8.7 %
Maintenance of City buildings	6	0.7 %
Cleanliness of Downtown	58	6.8 %
Cleanliness of your neighborhood	11	1.3 %
Cleanliness of City parks & greenways	33	3.9 %
Overall maintenance of City streets & sidewalks	78	9.2 %
Overall management of traffic flow on City streets	134	15.8 %
Timing of traffic signals in City	100	11.8 %
Maintenance of major City streets	36	4.2 %
How quickly street repairs are made	40	4.7 %
Condition of street signs & traffic signals	8	0.9 %
Adequacy of City street lighting	27	3.2 %
Maintenance of City sidewalks in your neighborhood	20	2.4 %
Maintenance of streets in your neighborhood	34	4.0 %
Condition of streets in your neighborhood	22	2.6 %
Overall condition of City sidewalks	19	2.2 %
None chosen	81	9.6 %
Total	848	100.0 %

**Q17. Which THREE items from the list in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q17. 3rd choice	Number	Percent
Appearance of City	38	4.5 %
Mowing & tree trimming along City streets & other public areas	32	3.8 %
Overall cleanliness of City streets & other public areas	52	6.1 %
Maintenance of City buildings	7	0.8 %
Cleanliness of Downtown	65	7.7 %
Cleanliness of your neighborhood	14	1.7 %
Cleanliness of City parks & greenways	42	5.0 %
Overall maintenance of City streets & sidewalks	46	5.4 %
Overall management of traffic flow on City streets	86	10.1 %
Timing of traffic signals in City	57	6.7 %
Maintenance of major City streets	51	6.0 %
How quickly street repairs are made	70	8.3 %
Condition of street signs & traffic signals	14	1.7 %
Adequacy of City street lighting	31	3.7 %
Maintenance of City sidewalks in your neighborhood	20	2.4 %
Maintenance of streets in your neighborhood	32	3.8 %
Condition of streets in your neighborhood	21	2.5 %
Overall condition of City sidewalks	43	5.1 %
None chosen	127	15.0 %
Total	848	100.0 %

**SUM OF TOP 3 CHOICES**

**Q17. Which THREE items from the list in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q17. Sum of top 3 choices	Number	Percent
Appearance of City	181	21.3 %
Mowing & tree trimming along City streets & other public areas	98	11.6 %
Overall cleanliness of City streets & other public areas	204	24.1 %
Maintenance of City buildings	17	2.0 %
Cleanliness of Downtown	178	21.0 %
Cleanliness of your neighborhood	41	4.8 %
Cleanliness of City parks & greenways	89	10.5 %
Overall maintenance of City streets & sidewalks	225	26.5 %
Overall management of traffic flow on City streets	407	48.0 %
Timing of traffic signals in City	201	23.7 %
Maintenance of major City streets	109	12.9 %
How quickly street repairs are made	130	15.3 %
Condition of street signs & traffic signals	25	2.9 %
Adequacy of City street lighting	73	8.6 %
Maintenance of City sidewalks in your neighborhood	53	6.3 %
Maintenance of streets in your neighborhood	85	10.0 %
Condition of streets in your neighborhood	68	8.0 %
Overall condition of City sidewalks	95	11.2 %
None chosen	57	6.7 %
Total	2336	

**Q18. Utility Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q18-1. Overall management of stormwater runoff by City	4.7%	26.2%	27.2%	21.9%	8.3%	11.7%
Q18-2. Adequate drainage systems for City streets	4.2%	22.6%	25.9%	28.4%	10.8%	7.9%
Q18-3. Stormwater services (drainage & flood management)	4.2%	21.7%	26.9%	26.2%	9.2%	11.8%
Q18-4. Overall quality of trash, recycling, & yard waste collection services	24.6%	42.1%	17.2%	6.3%	2.1%	7.7%
Q18-5. Residential trash collection services	29.5%	42.1%	15.6%	3.5%	1.4%	7.9%
Q18-6. Curbside recycling services	28.1%	37.3%	16.7%	4.8%	1.7%	11.4%
Q18-7. Bulky item pickup/removal services (old furniture, appliances, etc.)	28.8%	28.5%	15.8%	6.7%	2.7%	17.5%
Q18-8. Yard waste collection services	26.9%	33.3%	14.9%	6.0%	2.4%	16.6%
Q18-9. City efforts to promote sustainable practices like clean energy & reducing waste	7.4%	19.9%	29.6%	13.8%	6.7%	22.5%

**WITHOUT "DON'T KNOW"**

**Q18. Utility 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Overall management of stormwater runoff by City	5.3%	29.6%	30.8%	24.8%	9.3%
Q18-2. Adequate drainage systems for City streets	4.6%	24.6%	28.2%	30.9%	11.8%
Q18-3. Stormwater services (drainage & flood management)	4.8%	24.6%	30.5%	29.7%	10.4%
Q18-4. Overall quality of trash, recycling, & yard waste collection services	26.7%	45.6%	18.6%	6.8%	2.3%
Q18-5. Residential trash collection services	32.0%	45.7%	16.9%	3.8%	1.5%
Q18-6. Curbside recycling services	31.7%	42.1%	18.9%	5.5%	1.9%
Q18-7. Bulky item pickup/removal services (old furniture, appliances, etc.)	34.9%	34.5%	19.2%	8.2%	3.3%
Q18-8. Yard waste collection services	32.2%	39.9%	17.8%	7.2%	2.8%
Q18-9. City efforts to promote sustainable practices like clean energy & reducing waste	9.6%	25.7%	38.2%	17.8%	8.7%

**Q19. Which THREE of the services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?**

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall management of stormwater runoff by City	194	22.9 %
Adequate drainage systems for City streets	155	18.3 %
Stormwater services (drainage & flood management)	113	13.3 %
Overall quality of trash, recycling, & yard waste collection services	83	9.8 %
Residential trash collection services	54	6.4 %
Curbside recycling services	13	1.5 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	24	2.8 %
Yard waste collection services	15	1.8 %
City efforts to promote sustainable practices like clean energy & reducing waste	116	13.7 %
None chosen	81	9.6 %
Total	848	100.0 %

**Q19. Which THREE of the services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?**

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall management of stormwater runoff by City	96	11.3 %
Adequate drainage systems for City streets	151	17.8 %
Stormwater services (drainage & flood management)	158	18.6 %
Overall quality of trash, recycling, & yard waste collection services	92	10.8 %
Residential trash collection services	56	6.6 %
Curbside recycling services	47	5.5 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	45	5.3 %
Yard waste collection services	20	2.4 %
City efforts to promote sustainable practices like clean energy & reducing waste	83	9.8 %
None chosen	100	11.8 %
Total	848	100.0 %

**Q19. Which THREE of the services listed in Question 18 do you think are MOST IMPORTANT for the City to provide?**

<u>Q19. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall management of stormwater runoff by City	108	12.7 %
Adequate drainage systems for City streets	114	13.4 %
Stormwater services (drainage & flood management)	128	15.1 %
Overall quality of trash, recycling, & yard waste collection services	69	8.1 %
Residential trash collection services	29	3.4 %
Curbside recycling services	40	4.7 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	71	8.4 %
Yard waste collection services	50	5.9 %
City efforts to promote sustainable practices like clean energy & reducing waste	91	10.7 %
None chosen	148	17.5 %
Total	848	100.0 %

**SUM OF TOP 3 CHOICES**

**Q19. Which THREE of the services listed in Question 18 do you think are MOST IMPORTANT for the City to provide? (top 3)**

<u>Q19. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall management of stormwater runoff by City	398	46.9 %
Adequate drainage systems for City streets	420	49.5 %
Stormwater services (drainage & flood management)	399	47.1 %
Overall quality of trash, recycling, & yard waste collection services	244	28.8 %
Residential trash collection services	139	16.4 %
Curbside recycling services	100	11.8 %
Bulky item pickup/removal services (old furniture, appliances, etc.)	140	16.5 %
Yard waste collection services	85	10.0 %
City efforts to promote sustainable practices like clean energy & reducing waste	290	34.2 %
None chosen	81	9.6 %
Total	2296	

**Q20. Mobility Services. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Availability of sidewalks in your neighborhood	18.0%	28.4%	17.2%	14.0%	13.6%	8.7%
Q20-2. Availability of bicycle network in your neighborhood, including bicycle lanes, greenways, & multi-use pathways	8.5%	22.3%	19.7%	22.8%	18.0%	8.7%
Q20-3. Availability of Downtown parking	5.4%	20.5%	27.0%	24.2%	16.7%	6.1%
Q20-4. Quality of Downtown parking (e.g., information, cleanliness, condition)	5.9%	23.7%	30.9%	21.0%	11.9%	6.6%
Q20-5. Accessibility of streets & sidewalks for people with access needs (e.g., people who are elderly, have mobility impairments, walking with a stroller)	4.5%	17.0%	26.7%	17.0%	11.8%	23.1%
Q20-6. Availability of diverse options for alternative forms of transportation (e.g., modes of travel other than a vehicle)	2.9%	12.1%	24.8%	20.8%	22.4%	17.0%
Q20-7. Ease of walking to places in City of Wilmington	6.4%	25.4%	26.7%	20.3%	16.5%	4.8%
Q20-8. Ease of biking to places in City of Wilmington	4.5%	12.4%	23.9%	23.5%	19.5%	16.3%
Q20-9. Your access to City parks, greenways, & community centers	13.2%	41.3%	28.5%	6.7%	5.1%	5.2%

**WITHOUT "DON'T KNOW"****Q20. Mobility 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Availability of sidewalks in your neighborhood	19.8%	31.1%	18.9%	15.4%	14.9%
Q20-2. Availability of bicycle network in your neighborhood, including bicycle lanes, greenways, & multi-use pathways	9.3%	24.4%	21.6%	24.9%	19.8%
Q20-3. Availability of Downtown parking	5.8%	21.9%	28.8%	25.8%	17.8%
Q20-4. Quality of Downtown parking (e.g., information, cleanliness, condition)	6.3%	25.4%	33.1%	22.5%	12.8%
Q20-5. Accessibility of streets & sidewalks for people with access needs (e.g., people who are elderly, have mobility impairments, walking with a stroller)	5.8%	22.1%	34.7%	22.1%	15.3%
Q20-6. Availability of diverse options for alternative forms of transportation (e.g., modes of travel other than a vehicle)	3.6%	14.6%	29.8%	25.0%	27.0%
Q20-7. Ease of walking to places in City of Wilmington	6.7%	26.6%	28.0%	21.3%	17.3%
Q20-8. Ease of biking to places in City of Wilmington	5.4%	14.8%	28.6%	28.0%	23.2%
Q20-9. Your access to City parks, greenways, & community centers	13.9%	43.5%	30.1%	7.1%	5.3%

**Q21. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q21-1. Maintenance & appearance of existing City parks	16.4%	52.4%	18.6%	5.2%	1.1%	6.4%
Q21-2. Number of City parks	13.2%	40.7%	17.7%	16.6%	5.3%	6.5%
Q21-3. Biking & walking trails in City	8.8%	29.5%	24.6%	20.4%	9.0%	7.7%
Q21-4. City recreation centers	6.0%	22.4%	28.9%	12.7%	3.8%	26.2%
Q21-5. City swimming pools	4.7%	15.1%	24.3%	13.8%	6.5%	35.6%
Q21-6. City golf course	8.5%	18.3%	25.4%	5.2%	2.8%	39.9%
Q21-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	6.8%	32.9%	26.2%	7.7%	2.8%	23.6%
Q21-8. Recreation programs & classes offered by City	4.7%	18.5%	28.2%	8.3%	2.4%	38.0%

**WITHOUT "DON'T KNOW"**

**Q21. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q21-1. Maintenance & appearance of existing City parks	17.5%	55.9%	19.9%	5.5%	1.1%
Q21-2. Number of City parks	14.1%	43.5%	18.9%	17.8%	5.7%
Q21-3. Biking & walking trails in City	9.6%	31.9%	26.7%	22.1%	9.7%
Q21-4. City recreation centers	8.1%	30.4%	39.1%	17.3%	5.1%
Q21-5. City swimming pools	7.3%	23.4%	37.7%	21.4%	10.1%
Q21-6. City golf course	14.1%	30.4%	42.2%	8.6%	4.7%
Q21-7. Outdoor athletic facilities (such as athletic fields & tennis courts)	9.0%	43.1%	34.3%	10.0%	3.7%
Q21-8. Recreation programs & classes offered by City	7.6%	29.8%	45.4%	13.3%	3.8%

**Q22. Which TWO of the parks and recreation items listed in Question 21 do you think are MOST IMPRTANT for the City to provide?**

Q22. Top choice	Number	Percent
Maintenance & appearance of existing City parks	270	31.8 %
Number of City parks	105	12.4 %
Biking & walking trails in City	218	25.7 %
City recreation centers	21	2.5 %
City swimming pools	44	5.2 %
City golf course	33	3.9 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	32	3.8 %
Recreation programs & classes offered by City	33	3.9 %
None chosen	92	10.8 %
Total	848	100.0 %

**Q22. Which TWO of the parks and recreation items listed in Question 21 do you think are MOST IMPRTANT for the City to provide?**

Q22. 2nd choice	Number	Percent
Maintenance & appearance of existing City parks	113	13.3 %
Number of City parks	127	15.0 %
Biking & walking trails in City	180	21.2 %
City recreation centers	50	5.9 %
City swimming pools	50	5.9 %
City golf course	26	3.1 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	96	11.3 %
Recreation programs & classes offered by City	88	10.4 %
None chosen	118	13.9 %
Total	848	100.0 %

**SUM OF TOP 2 CHOICES**

**Q22. Which TWO of the parks and recreation items listed in Question 21 do you think are MOST IMPRTANT for the City to provide? (top 2)**

Q22. Sum of top 2 choices	Number	Percent
Maintenance & appearance of existing City parks	383	45.2 %
Number of City parks	232	27.4 %
Biking & walking trails in City	398	46.9 %
City recreation centers	71	8.4 %
City swimming pools	94	11.1 %
City golf course	59	7.0 %
Outdoor athletic facilities (such as athletic fields & tennis courts)	128	15.1 %
Recreation programs & classes offered by City	121	14.3 %
None chosen	92	10.8 %
Total	1578	

**Q23. Housing. Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Variety of housing options in Wilmington	6.6%	23.2%	22.2%	22.4%	17.8%	7.8%
Q23-2. Availability of affordable housing in Wilmington	4.6%	9.7%	15.4%	24.8%	34.3%	11.2%
Q23-3. Your neighborhood's ability to support a healthy & active lifestyle	15.9%	39.6%	25.5%	8.3%	5.3%	5.4%

**WITHOUT "DON'T KNOW"**

**Q23. Housing. 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=848)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Variety of housing options in Wilmington	7.2%	25.2%	24.0%	24.3%	19.3%
Q23-2. Availability of affordable housing in Wilmington	5.2%	10.9%	17.4%	27.9%	38.6%
Q23-3. Your neighborhood's ability to support a healthy & active lifestyle	16.8%	41.9%	26.9%	8.7%	5.6%

**Q24. 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?**

Q24. What do you think of the services & resources your neighborhood receives compared with other parts of

City	Number	Percent
More than other parts of City	81	9.6 %
Less than other parts of City	266	31.4 %
About the same as other parts of City	429	50.6 %
Not provided	72	8.5 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. 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")**

Q24. What do you think of the services & resources your neighborhood receives compared with other parts of

City	Number	Percent
More than other parts of City	81	10.4 %
Less than other parts of City	266	34.3 %
About the same as other parts of City	429	55.3 %
Total	776	100.0 %

**Q25. How often have you done the following in the past 12 months?**

(N=848)

	Several times a week	Weekly	Monthly	A few times a year	Seldom/never	Don't know
Q25-1. Visited a City park or greenway	19.1%	20.2%	21.6%	24.9%	10.6%	3.7%
Q25-2. Visited a City community center	2.6%	3.1%	7.4%	25.4%	55.0%	6.6%
Q25-3. Participated in a City recreation program or event (camps, sports, active adult programming, etc.)	2.5%	2.9%	4.7%	17.3%	65.0%	7.5%
Q25-4. Participated in a City arts or cultural education program (e.g., visual arts, music, theater, dance)	2.4%	2.9%	13.4%	35.6%	40.0%	5.7%
Q25-5. Attended an event at a City entertainment venue	2.5%	3.9%	16.0%	49.8%	22.4%	5.4%

**WITHOUT "DON'T KNOW"**

**Q25. How often have you done the following in the past 12 months? (without "don't know")**

(N=848)

	Several times a week	Weekly	Monthly	A few times a year	Seldom/never
Q25-1. Visited a City park or greenway	19.8%	20.9%	22.4%	25.8%	11.0%
Q25-2. Visited a City community center	2.8%	3.3%	8.0%	27.1%	58.8%
Q25-3. Participated in a City recreation program or event (camps, sports, active adult programming, etc.)	2.7%	3.2%	5.1%	18.8%	70.3%
Q25-4. Participated in a City arts or cultural education program (e.g., visual arts, music, theater, dance)	2.5%	3.1%	14.3%	37.8%	42.4%
Q25-5. Attended an event at a City entertainment venue	2.6%	4.1%	17.0%	52.6%	23.7%

**Q26. What are the THREE most significant challenges facing those who live in the City of Wilmington today?**

Q26. Top choice	Number	Percent
Availability of affordable housing	258	30.4 %
Growth & development	154	18.2 %
Traffic congestion	174	20.5 %
Condition of roads & bridges	12	1.4 %
Availability of jobs & employment options	21	2.5 %
Crime & public safety	37	4.4 %
Local property taxes	30	3.5 %
Environmental protection/climate change	21	2.5 %
Unsheltered/homelessness	43	5.1 %
Social equity/inclusivity	8	0.9 %
Rising cost of living	44	5.2 %
Responding to major storms	1	0.1 %
Drug abuse/opioid misuse	5	0.6 %
Youth programs & opportunities	3	0.4 %
Access to public transportation	8	0.9 %
Other	9	1.1 %
None chosen	20	2.4 %
Total	848	100.0 %

**Q26. What are the THREE most significant challenges facing those who live in the City of Wilmington today?**

Q26. 2nd choice	Number	Percent
Availability of affordable housing	62	7.3 %
Growth & development	118	13.9 %
Traffic congestion	164	19.3 %
Condition of roads & bridges	21	2.5 %
Availability of jobs & employment options	80	9.4 %
Crime & public safety	53	6.3 %
Local property taxes	52	6.1 %
Environmental protection/climate change	22	2.6 %
Unsheltered/homelessness	86	10.1 %
Social equity/inclusivity	12	1.4 %
Rising cost of living	91	10.7 %
Responding to major storms	7	0.8 %
Drug abuse/opioid misuse	20	2.4 %
Youth programs & opportunities	8	0.9 %
Access to public transportation	20	2.4 %
Other	5	0.6 %
None chosen	27	3.2 %
Total	848	100.0 %

**Q26. What are the THREE most significant challenges facing those who live in the City of Wilmington today?**

Q26. 3rd choice	Number	Percent
Availability of affordable housing	35	4.1 %
Growth & development	70	8.3 %
Traffic congestion	95	11.2 %
Condition of roads & bridges	46	5.4 %
Availability of jobs & employment options	72	8.5 %
Crime & public safety	63	7.4 %
Local property taxes	58	6.8 %
Environmental protection/climate change	37	4.4 %
Unsheltered/homelessness	92	10.8 %
Social equity/inclusivity	19	2.2 %
Rising cost of living	104	12.3 %
Responding to major storms	21	2.5 %
Drug abuse/opioid misuse	32	3.8 %
Youth programs & opportunities	11	1.3 %
Access to public transportation	40	4.7 %
Other	10	1.2 %
None chosen	43	5.1 %
Total	848	100.0 %

**SUM OF TOP 3 CHOICES****Q26. What are the THREE most significant challenges facing those who live in the City of Wilmington today?  
(top 3)**

Q26. Sum of top 3 choices	Number	Percent
Availability of affordable housing	355	41.9 %
Growth & development	342	40.3 %
Traffic congestion	433	51.1 %
Condition of roads & bridges	79	9.3 %
Availability of jobs & employment options	173	20.4 %
Crime & public safety	153	18.0 %
Local property taxes	140	16.5 %
Environmental protection/climate change	80	9.4 %
Unsheltered/homelessness	221	26.1 %
Social equity/inclusivity	39	4.6 %
Rising cost of living	239	28.2 %
Responding to major storms	29	3.4 %
Drug abuse/opioid misuse	57	6.7 %
Youth programs & opportunities	22	2.6 %
Access to public transportation	68	8.0 %
Other	24	2.8 %
None chosen	20	2.4 %
Total	2474	

**Q26-16. Other**

- Access health care
- Access to Parks/Rec
- Boat ramp/beach access
- Boating access
- Connecting sidewalks along major roads so that safe walking & biking opportunities exist everywhere, rather than only where new developments/businesses have been required to put sidewalks. Currently, many sidewalks just end or disappear along major roads.
- Homeless
- Infrastructure - healthcare, schools etc.
- Lack of enforcement of traffic laws, particularly traffic speed, and lack of sidewalks and crosswalks (+ enforcement of crosswalk use) that have led to an above-average number of pedestrian and cyclist deaths in highly populated areas. This really reduces my sense of safety and well-being and has greatly impacted my overall satisfaction of living in Wilmington. Police seem to completely ignore speed limits in high traffic areas to avoid inconveniencing drivers and it has a huge impact on public safety, both to drivers and pedestrians. The number of high-speed, high-injury accidents-especially auto accidents-on streets with 35 MPH speed limits is unacceptable.
- Lack of green space
- Massive proliferation of apartment complexes
- Mental illness
- More bike lanes and enforcement of drivers not properly allowing cyclists to use the roads safely.
- Need Olympic size pool
- Our pedestrian crossings are very dangerous. Particularly downtown. Drivers will NOT STOP on 3rd, Market, even Front. There are near misses every day and regular injuries and deaths. Still, NO POLICE are EVER visible at these crossings. EVEN POLICE cars DON'T STOP for pedestrians. Wilmington City vehicles DO! Thank You! Lazy police ignoring the small stuff leads to the big stuff. Contacting the WPD receives NO REPLY! Very, very poor! We deserve better.
- outdated schools, old pools
- Overall urban design-safety of 16th/17th street and crossing areas; bike lanes; sidewalks. It should not be dangerous for someone to travel by foot from the neighborhoods around the hospital to downtown and yet it is! Make it smoother, more appealing to use bike/walking - for all people, from those who live in the section 8 housing to those in the luxury apartments! We are one community.
- Provide adequate parking between businesses and residential areas.
- Terrible hospital
- The destruction of the tree canopy in our city and county is destroying the local environment, the making the city hotter every year as we all complain about climate change. We have been told that the county landfill is running out of space quickly and cannot handle the waste from our exploding population. We have been told that we do not have the resources to provide clean water for this new influx of people. Yet, the city continues to remove our trees to accommodate expansion as if there is no problem in doing that. Please help us understand this rationale. Build, build, build with no explanation as to how city services will be provided in the future. Will we just keep going until we are in a dire situation? And then what? Sorry, you are on your own! These things need to be communicated so that we citizens understand how the city planners will address this very real problem. Most of all, we need to do what we can to preserve the beauty and character of our city. We should never allow it to become another Myrtle Beach. Unbridled growth will be the death of this city. I wonder if anyone even listens to citizens anymore. We complain, development continues. It appears that the realtors running this town will not be happy until every bit of it is paved. Judging the value of a parcel of land by whether or not it has been developed is where the problem begins. The ability to recognize the value provided by our natural environment is the mark of an intelligent person.
- to many apartments, people & traffic
- walkability/ bike-ability

**Q26-16. Other**

- Walker and biking safety. Wilmington is a beach town but it is being built for cars. We need sidewalks, bike lanes, public transportation and more green space. PLEASE grow Wilmington to be more beautiful not less beautiful. It could be the gem of the south but it takes intentional, smart and green growth. Green space adds value. More gas stations, car washes, storage areas and apartments do not lend itself to becoming a more beautiful city.
- Wrightsville Beach Parking

**Q27. Approximately, how long have you lived in the City of Wilmington?**

Q27. How long have you lived in City of Wilmington	Number	Percent
0-5	161	19.0 %
6-10	140	16.5 %
11-15	103	12.1 %
16-20	84	9.9 %
21-30	152	17.9 %
31+	189	22.3 %
Not provided	19	2.2 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. Approximately, how long have you lived in the City of Wilmington? (without "not provided")**

Q27. How long have you lived in City of Wilmington	Number	Percent
0-5	161	19.4 %
6-10	140	16.9 %
11-15	103	12.4 %
16-20	84	10.1 %
21-30	152	18.3 %
31+	189	22.8 %
Total	829	100.0 %

**Q28. Do you own or rent your current residence?**

Q28. Do you own or rent your current residence	Number	Percent
Own	496	58.5 %
Rent	343	40.4 %
Other	5	0.6 %
Not provided	4	0.5 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q28. Do you own or rent your current residence? (without "not provided")**

Q28. Do you own or rent your current residence	Number	Percent
Own	496	58.8 %
Rent	343	40.6 %
Other	5	0.6 %
Total	844	100.0 %

**Q28-3. Other:**

Q28-3. Other	Number	Percent
I'm houseless by choice, sober, employed, and a contributing citizen	1	20.0 %
Live with family	1	20.0 %
Patents rental property	1	20.0 %
Professional house/petsitter long term situation	1	20.0 %
Homeless	1	20.0 %
Total	5	100.0 %

**Q29. What is your age?**

Q29. Your age	Number	Percent
18-34	162	19.1 %
35-44	158	18.6 %
45-54	169	19.9 %
55-64	158	18.6 %
65+	166	19.6 %
Not provided	35	4.1 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q29. What is your age? (without "not provided")**

Q29. Your age	Number	Percent
18-34	162	19.9 %
35-44	158	19.4 %
45-54	169	20.8 %
55-64	158	19.4 %
65+	166	20.4 %
Total	813	100.0 %

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

Q30. Your race/ethnicity	Number	Percent
Asian or Asian Indian	10	1.2 %
Black or African American	119	14.0 %
American Indian or Alaska Native	6	0.7 %
White	602	71.0 %
Native Hawaiian or other Pacific Islander	2	0.2 %
Hispanic or Latino	67	7.9 %
Other	10	1.2 %
Total	816	

**Q30-7. Self-describe your race/ethnicity:**

Q30-7. Self-describe your race/ethnicity	Number	Percent
Mixed race	2	20.0 %
Irish/Italian	1	10.0 %
English Native American	1	10.0 %
Appalachian	1	10.0 %
Black & White	1	10.0 %
Lebanese Italian	1	10.0 %
Caucasian	1	10.0 %
Jamaican Black American	1	10.0 %
English, Welsh, Icelandic	1	10.0 %
Total	10	100.0 %

**Q31. What is your gender/gender identity?**

<u>Q31. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	403	47.5 %
Female	418	49.3 %
Non-Binary	1	0.1 %
Transgender	2	0.2 %
Not provided	24	2.8 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. What is your gender/gender identity? (without "not provided")**

<u>Q31. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	403	48.9 %
Female	418	50.7 %
Non-Binary	1	0.1 %
Transgender	2	0.2 %
Total	824	100.0 %

**Q31-5. Self-describe your gender/gender identity:**

<u>Q31-5. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
Transmale	1	50.0 %
Gender fluid	1	50.0 %
Total	2	100.0 %

**Q32. Which of the following is the highest level of education you have completed?**

Q32. Highest level of education you have completed	Number	Percent
Less than high school graduate	28	3.3 %
High school diploma or equivalent (GED)	82	9.7 %
Special/technical training (not college)	61	7.2 %
Some college (no degree)	165	19.5 %
Associate's degree	87	10.3 %
Bachelor's degree	265	31.3 %
Graduate/professional degree (Master's, PhD, Juris Doctor, etc.)	147	17.3 %
Not provided	13	1.5 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. Which of the following is the highest level of education you have completed? (without "not provided")**

Q32. Highest level of education you have completed	Number	Percent
Less than high school graduate	28	3.4 %
High school diploma or equivalent (GED)	82	9.8 %
Special/technical training (not college)	61	7.3 %
Some college (no degree)	165	19.8 %
Associate's degree	87	10.4 %
Bachelor's degree	265	31.7 %
Graduate/professional degree (Master's, PhD, Juris Doctor, etc.)	147	17.6 %
Total	835	100.0 %

**Q33. Would you say your total annual household income is...**

<u>Q33. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	86	10.1 %
\$30K to \$59,999	167	19.7 %
\$60K to \$99,999	177	20.9 %
\$100K to \$149,999	151	17.8 %
\$150K+	159	18.8 %
Not provided	108	12.7 %
Total	848	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q33. Would you say your total annual household income is... (without "not provided")**

<u>Q33. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	86	11.6 %
\$30K to \$59,999	167	22.6 %
\$60K to \$99,999	177	23.9 %
\$100K to \$149,999	151	20.4 %
\$150K+	159	21.5 %
Total	740	100.0 %

A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '5' in dark blue. To the right of the circle, the text 'Survey Instrument' is written in white, bold, sans-serif font.

**5** Survey Instrument



Dear City of Wilmington Resident:

Your contributions have made Wilmington one of the most vibrant and thriving communities in the United States. As we navigate growth and face new challenges, it is essential to strategically plan for our future.

A key aspect of this planning involves soliciting community input on various issues that affect the quality of life in Wilmington. We invite you to share your thoughts by completing the enclosed 2025 City of Wilmington Community Survey. Your feedback will play a crucial role in guiding the decisions of our elected officials and City administration, ultimately shaping the future of our community.

Please return your completed survey in the postage-paid envelope provided **within the next 10 days** to ETC Institute, 725 W. Frontier Lane, Olathe, KS, 66061. Alternatively, you can complete the survey online at [WilmingtonNCSurvey.org](http://WilmingtonNCSurvey.org). Rest assured that any information that could identify individual responses will be kept confidential.

If you have any questions regarding the survey, feel free to contact the City of Wilmington's Office of Budget and Research at 910-772-4124.

We value your input as we work to create a Wilmington that serves the interests of all residents.

Sincerely,

A handwritten signature in black ink that reads "Bill Saffo". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bill Saffo  
Mayor

A handwritten signature in blue ink that reads "Becky Hawke". The signature is cursive and elegant.

Becky Hawke  
City Manager

# 2025 City of Wilmington Community Survey

Your input is an important part of the City's on-going effort to identify and respond to the needs of the community. Please circle the response that most closely matches your opinion. If you have questions while completing this survey, please contact the City of Wilmington's Budget and Research Office at 910-772-4124. Thank You!

**CULTIVATE AN ENVIRONMENT FOR ECONOMIC GROWTH, JOB CREATION & CULTURAL VIBRANCE:**

*A city well-positioned to compete regionally, nationally, and globally to create jobs & business opportunities, building upon its strength as a destination for culture, arts, conventions, and recreation.*

**1. Quality of Life. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."**

How would you rate Wilmington...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
01. Overall quality of life in the City	5	4	3	2	1	9
02. As a place to visit	5	4	3	2	1	9
03. As a place to retire	5	4	3	2	1	9
04. As a place to work	5	4	3	2	1	9
05. As a place to live	5	4	3	2	1	9
06. As a place to raise children	5	4	3	2	1	9
07. As a place to build a business	5	4	3	2	1	9
08. Availability of job opportunities	5	4	3	2	1	9
09. Overall quality of services provided by the City	5	4	3	2	1	9
10. Overall value you receive for city taxes and fees	5	4	3	2	1	9
11. How well the City is planning for growth	5	4	3	2	1	9

**2. Arts and Culture. 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. Availability of arts and cultural programs	5	4	3	2	1	9
2. Variety of arts and cultural programs offered	5	4	3	2	1	9
3. Cost of arts and cultural programs	5	4	3	2	1	9
4. Quality of arts and cultural programs	5	4	3	2	1	9
5. Availability of information about arts and cultural programs and events	5	4	3	2	1	9
6. Availability of youth arts and cultural educational programs (theater, music, art education)	5	4	3	2	1	9
7. Outdoor concert venues (Live Oak Pavillion at Riverfront Park and Greenfield Lake Amphitheater)	5	4	3	2	1	9

**3. Which TWO items from the list in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]**

1st: \_\_\_\_      2nd: \_\_\_\_

**4. Please rate each item on a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor."**

How would you rate...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Permitting and development review services	5	4	3	2	1	9
2. City's efforts to promote and assist small, minority, and women-owned businesses	5	4	3	2	1	9
3. City's efforts to support innovation, entrepreneurs, or small business owners	5	4	3	2	1	9
4. City's efforts to promote and assist public/private partnerships (e.g., partnerships for housing, smart city projects)	5	4	3	2	1	9

5. Do you generally think the state of the economy in Wilmington is better, about the same, or worse than the rest of the United States?

\_\_\_\_(3) Better      \_\_\_\_ (2) About the same      \_\_\_\_ (1) Worse      \_\_\_\_ (9) Don't know

6. Have you visited Downtown Wilmington during the past year? \_\_\_\_ (1) Yes      \_\_\_\_ (2) No

**CREATE A SAFE, HEALTHY, AND ENGAGED COMMUNITY:** *An inclusive approach to public safety is essential to a growing community's quality of life, with a focus on prevention, readiness, intervention, enforcement, and support that includes collaborative partnerships and community engagement.*

7. **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. Quality of police services (e.g., response times, policing practices, crime prevention, traffic enforcement)	5	4	3	2	1	9
2. Overall police relationship with your community	5	4	3	2	1	9
3. Quality of fire services (e.g., response times, Firefighting, rescue operations, fire prevention education)	5	4	3	2	1	9
4. Efficiency of city fire department response	5	4	3	2	1	9
5. Fire department efforts to prevent injuries, property loss, and death	5	4	3	2	1	9
6. Enforcement of local traffic laws	5	4	3	2	1	9
7. How quickly police respond to emergencies	5	4	3	2	1	9
8. The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
9. City efforts to prevent crimes	5	4	3	2	1	9

8. 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 numbers from the list in Question 7.]

1st: \_\_\_\_      2nd: \_\_\_\_

9. **Feeling of Safety.** Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In city parks	5	4	3	2	1	9
4. In retail areas of the City	5	4	3	2	1	9
5. In downtown Wilmington	5	4	3	2	1	9
6. Overall feeling of safety in the City	5	4	3	2	1	9

10. **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
7. Overall efforts by the City to enforce codes and ordinances	5	4	3	2	1	9

11. 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 numbers from the list in Question 10.]

1st: \_\_\_\_      2nd: \_\_\_\_

**ACHIEVE ORGANIZATIONAL EXCELLENCE:** *A fiscally resilient and operationally effective government powered by high-performing and knowledgeable employees equipped with the appropriate tools and resources to offer excellent, equitable and innovative customer service.*

**12. 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
01.	Overall quality of customer service provided by city employees (regarding helpfulness, knowledge, and responsiveness)	5	4	3	2	1	9
02.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
03.	The availability of information about city programs and services	5	4	3	2	1	9
04.	The level of public involvement in city decision-making	5	4	3	2	1	9
05.	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
06.	Usefulness of the information that is available on the City's website	5	4	3	2	1	9
07.	Overall effectiveness of city communications with the public (e.g., policy changes, meetings, events, feedback opportunities, city news)	5	4	3	2	1	9
<b>Please rate the ease of doing the following <u>City processes</u></b>							
08.	Locating information on the City's website	5	4	3	2	1	9
09.	Paying fees for parks and recreation programs	5	4	3	2	1	9
10.	Doing business with the City (e.g., registering as a vendor, bidding process, timeliness of payments)	5	4	3	2	1	9

**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?**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| ___(01) City Council              | ___(08) Recycling and Trash Services |
| ___(02) City Manager's Office     | ___(09) Business Licenses            |
| ___(03) City Clerk/Public Records | ___(10) Stormwater                   |
| ___(04) Fire Department           | ___(11) Street Maintenance           |
| ___(05) Police Department         | ___(12) Code Enforcement             |
| ___(06) Parks and Recreation      | ___(13) Other: _____                 |
| ___(07) Planning                  |                                      |

**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 above.**

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 resolved	5	4	3	2	1	9
6.	Overall customer service experience with the City	5	4	3	2	1	9

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

- |  |                               |
|--|-------------------------------|
| ___(01) City newsletter (now the Wilmington Current) | ___(06) Local television news |
| ___(02) Local printed newspapers                     | ___(07) City cable channel    |
| ___(03) Social media (Facebook, X, Instagram)        | ___(08) Local radio           |
| ___(04) Online newspapers and websites               | ___(09) Calling the City      |
| ___(05) City website                                 | ___(10) Other: _____          |

15. Which TWO of the information sources listed on the previous page do you find the most helpful and informative? [Write in your answers below using the numbers from the list in Question 14.]

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

**DEVELOP AN EFFICIENT, ACCESSIBLE, AND SUSTAINABLE MULTI-MODAL TRANSPORTATION NETWORK AND CITY INFRASTRUCTURE:** *The City's diverse and growing population requires transportation options that reduce congestion, enhance interconnectivity, and improve the bike/pedestrian experience. The City will continue to prioritize the building and maintenance of sustainable and resilient infrastructure.*

16. **Infrastructure 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
01. Appearance of the City	5	4	3	2	1	9
02. Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
03. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
04. Maintenance of city buildings	5	4	3	2	1	9
05. Cleanliness of Downtown	5	4	3	2	1	9
06. Cleanliness of your neighborhood	5	4	3	2	1	9
07. Cleanliness of City parks and greenways	5	4	3	2	1	9
08. Overall maintenance of city streets and sidewalks	5	4	3	2	1	9
09. Overall management of traffic flow on city streets	5	4	3	2	1	9
10. Timing of traffic signals in the City	5	4	3	2	1	9
11. Maintenance of major city streets	5	4	3	2	1	9
12. How quickly street repairs are made	5	4	3	2	1	9
13. Condition of street signs and traffic signals	5	4	3	2	1	9
14. Adequacy of city street lighting	5	4	3	2	1	9
15. Maintenance of city sidewalks in your neighborhood	5	4	3	2	1	9
16. Maintenance of the streets in your neighborhood	5	4	3	2	1	9
17. Condition of streets in your neighborhood	5	4	3	2	1	9
18. Overall condition of city sidewalks	5	4	3	2	1	9

17. Which THREE items from the list in Question 16 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]

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

18. **Utility 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. Overall management of stormwater runoff by the City	5	4	3	2	1	9
2. Adequate drainage systems for city streets	5	4	3	2	1	9
3. Stormwater services (drainage and flood management)	5	4	3	2	1	9
4. Overall quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9
5. Residential trash collection services	5	4	3	2	1	9
6. Curbside recycling services	5	4	3	2	1	9
7. Bulky item pickup/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
8. Yard waste collection services	5	4	3	2	1	9
9. City efforts to promote sustainable practices like clean energy and reducing waste	5	4	3	2	1	9

19. Which THREE of the services listed above do you think are MOST IMPORTANT for the City to provide? [Write in your answers below using the numbers from the list in Question 18.]

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

**20. Mobility 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. Availability of sidewalks in your neighborhood	5	4	3	2	1	9
2. Availability of bicycle network in your neighborhood, including bicycle lanes, greenways, and multi-use pathways	5	4	3	2	1	9
3. Availability of Downtown parking	5	4	3	2	1	9
4. Quality of Downtown parking (e.g., information, cleanliness, condition)	5	4	3	2	1	9
5. Accessibility of streets and sidewalks for people with access needs (e.g., people who are elderly, have mobility impairments, walking with a stroller)	5	4	3	2	1	9
6. Availability of diverse options for alternative forms of transportation (e.g., modes of travel other than a vehicle)	5	4	3	2	1	9
7. Ease of walking to places in the City of Wilmington	5	4	3	2	1	9
8. Ease of biking to places in the City of Wilmington	5	4	3	2	1	9
9. Your access to City parks, greenways, and community centers	5	4	3	2	1	9

**CREATE A THRIVING, INCLUSIVE AND AFFORDABLE COMMUNITY OF NEIGHBORHOODS:**

*A comprehensive focus on neighborhood development including policies and programs for affordable housing, enhancing community relations, and expanding equitable access to neighborhood amenities.*

**21. 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

**22. 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 numbers from the list in Question 21.]**

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

**23. Housing. 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. Variety of housing options in Wilmington	5	4	3	2	1	9
2. Availability of affordable housing in Wilmington	5	4	3	2	1	9
3. Your neighborhood's ability to support a healthy and active lifestyle	5	4	3	2	1	9

**24. 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
- \_\_\_\_(2) Less than other parts of the City
- \_\_\_\_(3) About the same as other parts of the City

**25. How often have you done the following in the past 12 months?**

How often have you...	Several Times a Week	Weekly	Monthly	A Few Times a Year	Seldom/Never	Don't Know
1. Visited a city park or greenway	5	4	3	2	1	9
2. Visited a city community center	5	4	3	2	1	9
3. Participated in a City recreation program or event (camps, sports, active adult programming, etc.)	5	4	3	2	1	9
4. Participated in a City arts or cultural education program (e.g., visual arts, music, theater, dance)	5	4	3	2	1	9
5. Attended an event at a city entertainment venue	5	4	3	2	1	9

**26. What are the THREE most significant challenges facing those who live in the City of Wilmington today? [Write in your answers below using the numbers from the list below.]**

- |  |                                       |
|--|---------------------------------------|
| (01) Availability of affordable housing          | (09) Unsheltered/Homelessness         |
| (02) Growth and development                      | (10) Social equity/inclusivity        |
| (03) Traffic congestion                          | (11) Rising cost of living            |
| (04) Condition of roads and bridges              | (12) Responding to major storms       |
| (05) Availability of jobs and employment options | (13) Drug abuse/opioid misuse         |
| (06) Crime and public safety                     | (14) Youth programs and opportunities |
| (07) Local property taxes                        | (15) Access to public transportation  |
| (08) Environmental protection/climate change     | (16) Other: _____                     |

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

**Demographics:** The last questions are about you and your household. We ask these questions to ensure we reach all groups in Wilmington and to see if all residents are experiencing City services equitably. Your individual responses will remain confidential.

**27. Approximately, how long have you lived in the City of Wilmington?** \_\_\_\_ years

**28. Do you own or rent your current residence?** \_\_\_\_ (1) Own \_\_\_\_ (2) Rent \_\_\_\_ (3) Other: \_\_\_\_\_

**29. What is your age?** \_\_\_\_ years

**30. Which of the following best describes your race/ethnicity? [Check one or more to indicate what race/ethnicity you consider yourself to be.]**

- |  |   |
|--|---|
| ____ (01) Asian or Asian Indian            | ____ (05) Native Hawaiian or other Pacific Islander |
| ____ (02) Black or African American        | ____ (06) Hispanic or Latino                        |
| ____ (03) American Indian or Alaska Native | ____ (99) Other: _____                              |
| ____ (04) White                            |   |

**31. What is your gender/gender identity?**

- |                     |   |
|---------------------|---|
| ____ (1) Male       | ____ (4) Transgender                    |
| ____ (2) Female     | ____ (5) Prefer to self-describe: _____ |
| ____ (3) Non-Binary |   |

**32. Which of the following is the highest level of education you have completed?**

- |   |                                       |
|---|---------------------------------------|
| ____ (1) Less than high school graduate           | ____ (5) Associate's degree           |
| ____ (2) High school diploma or equivalent (GED)  | ____ (6) Bachelor's degree            |
| ____ (3) Special/Technical training (not college) | ____ (7) Graduate/Professional degree |
| ____ (4) Some college (no degree)                 | (Master's, PhD, Juris Doctor, etc.)   |

**33. Would you say your total annual household income is...**

- |                               |                                 |                            |
|-------------------------------|---------------------------------|----------------------------|
| ____ (1) Under \$30,000       | ____ (3) \$60,000 to \$99,999   | ____ (5) \$150,000 or more |
| ____ (2) \$30,000 to \$59,999 | ____ (4) \$100,000 to \$149,999 |                            |

**34. Would you be willing to participate in future surveys sponsored by the City of Wilmington?**

\_\_\_\_(1) Yes *[Answer Q34a.]*    \_\_\_\_ (2) No

**34a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
Please return your completed survey in the enclosed postage paid envelope address to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

The information shown to the right will ONLY be used to help ensure the survey results are statistically representative of residents in the area. Thank you.