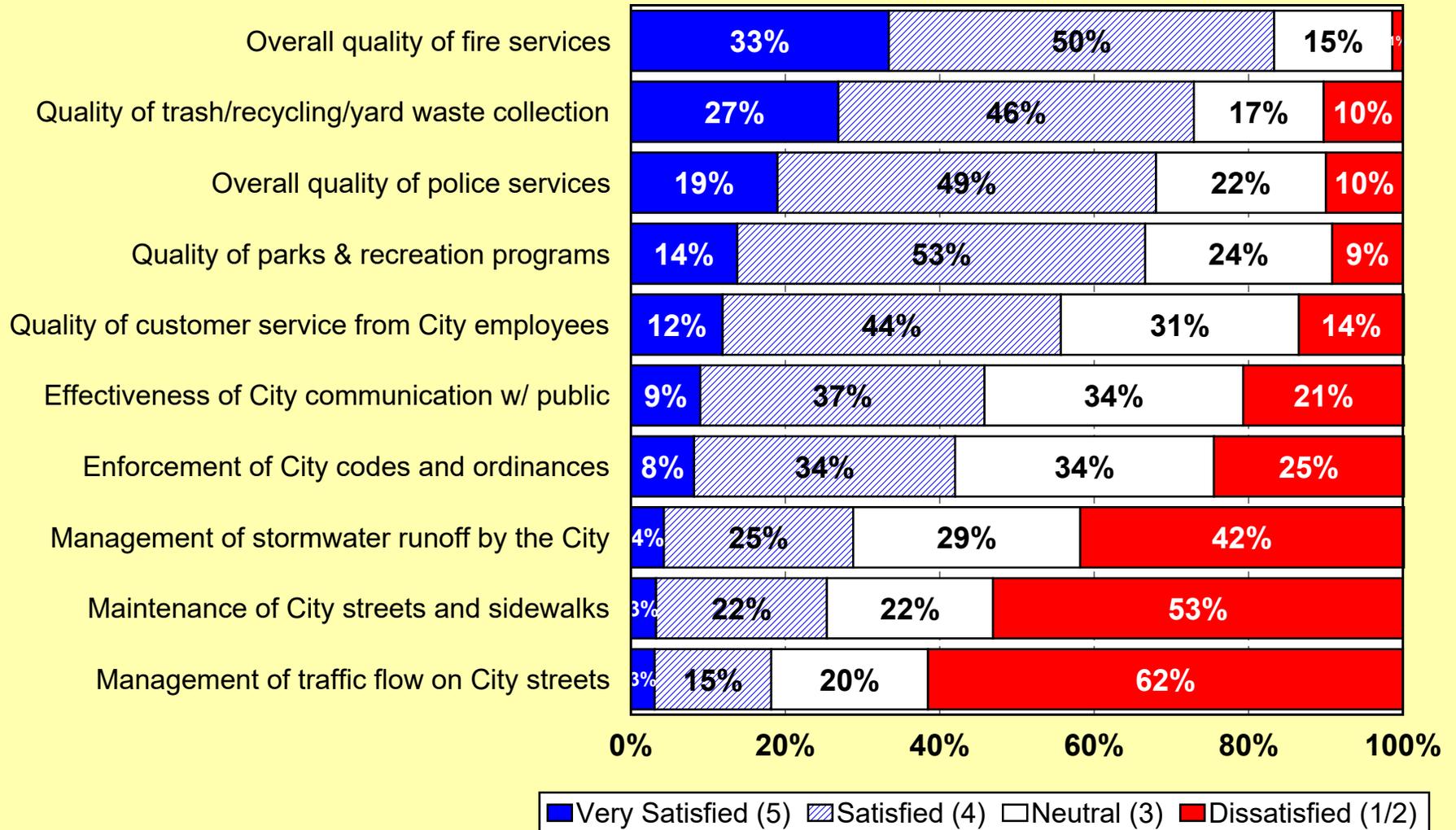


Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

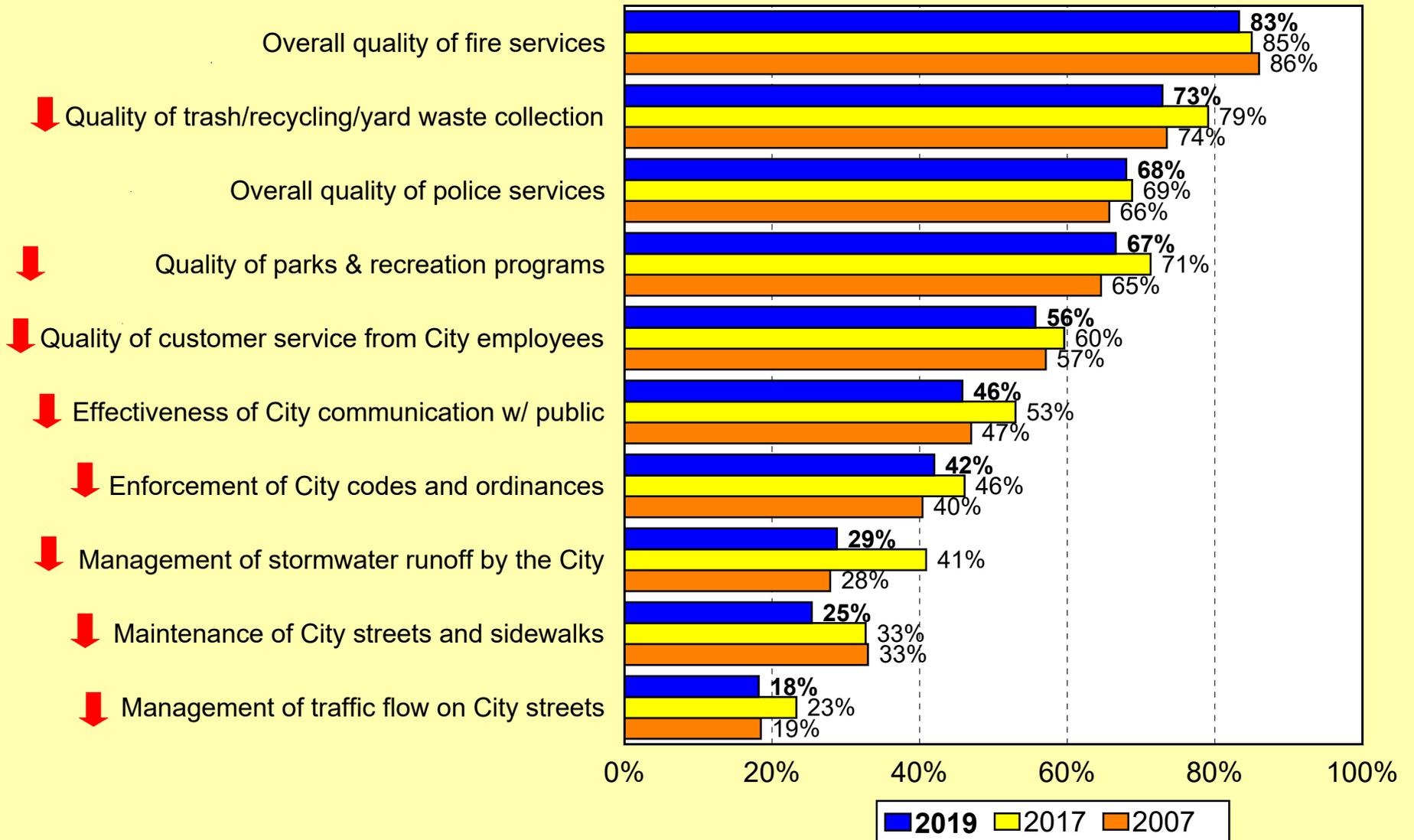
by percentage of respondents (excluding don't knows)



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

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

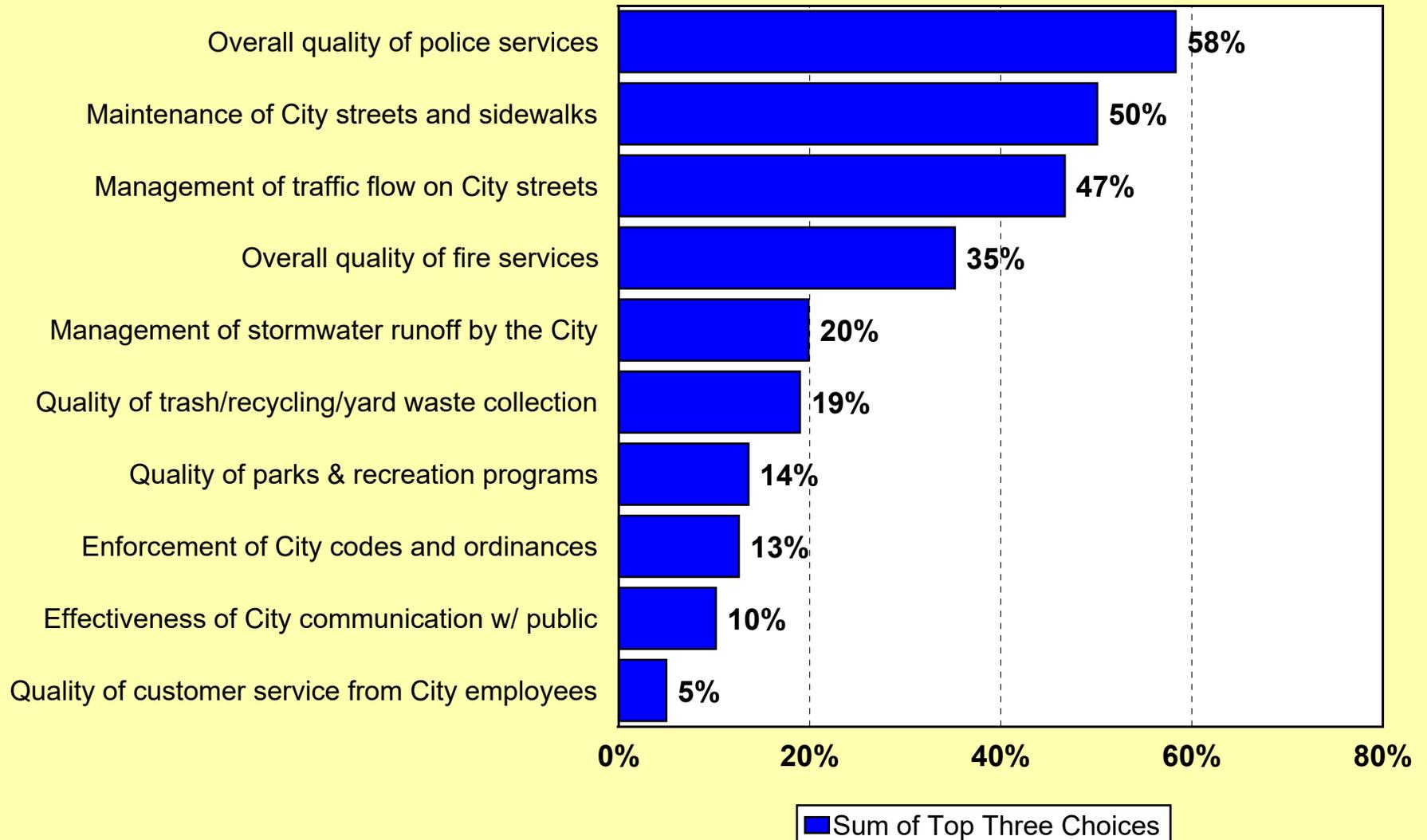
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

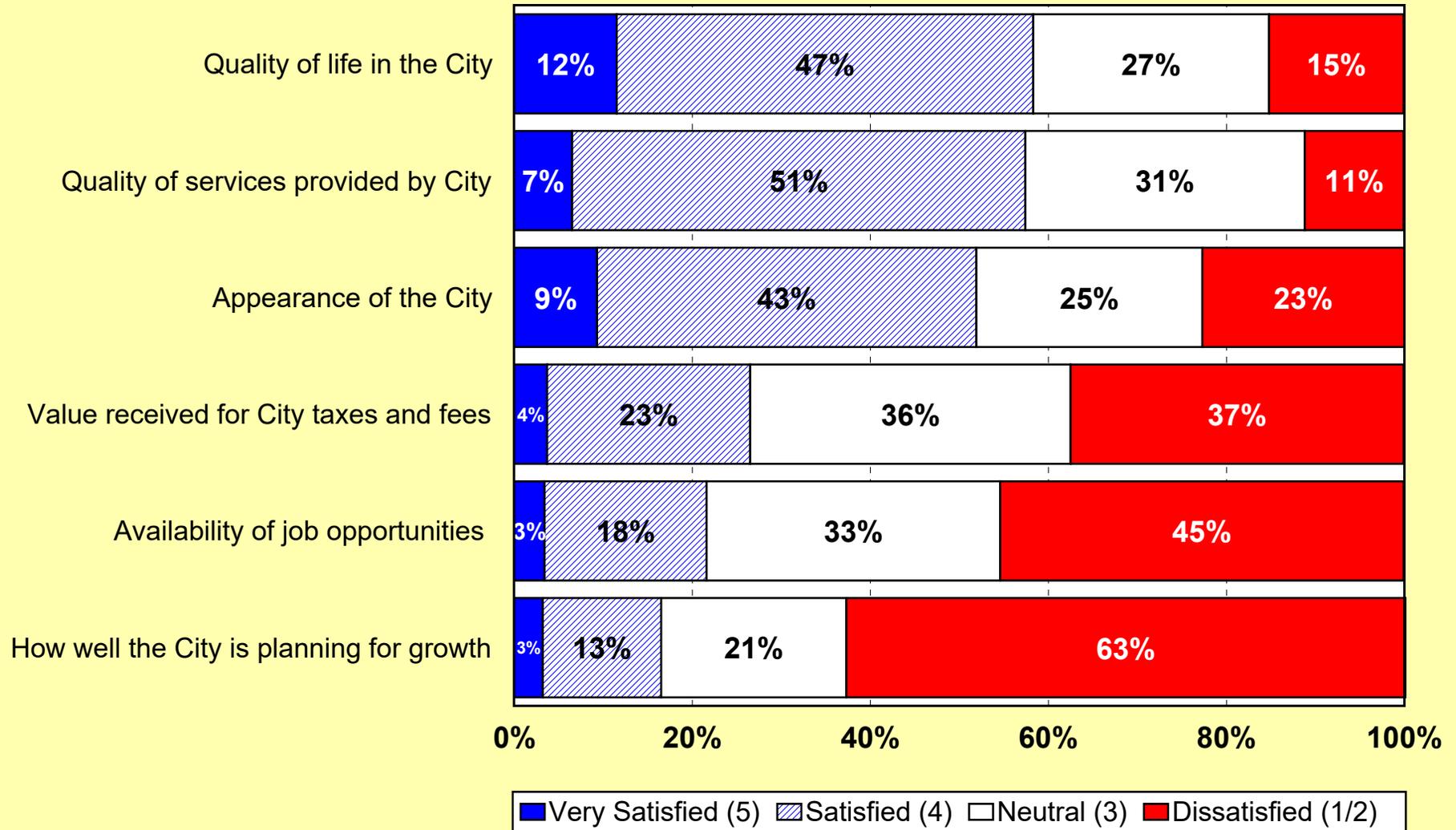
by percentage of respondents who selected the item as one of their top three choices



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

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

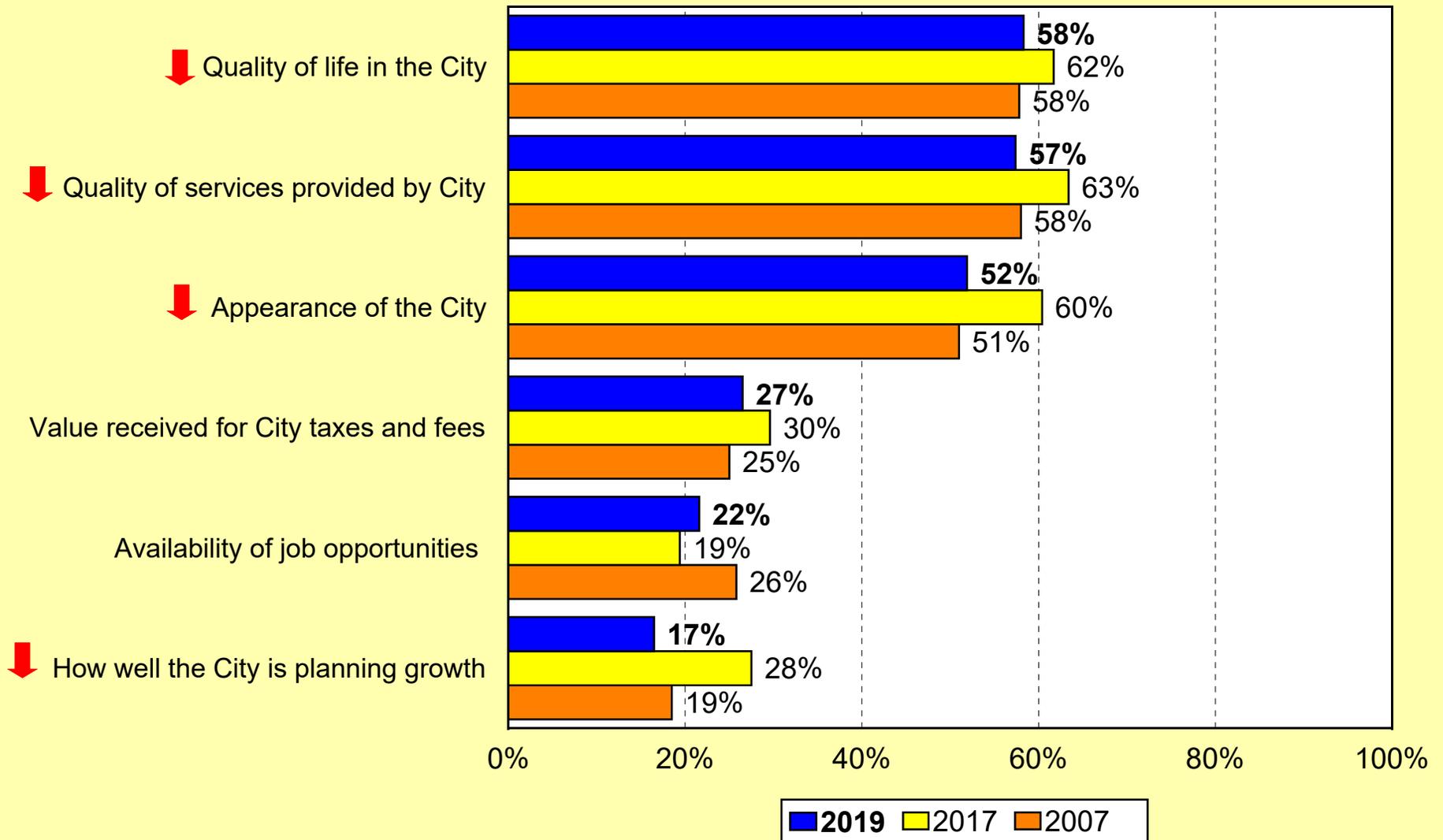
by percentage of respondents (excluding don't knows)



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

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

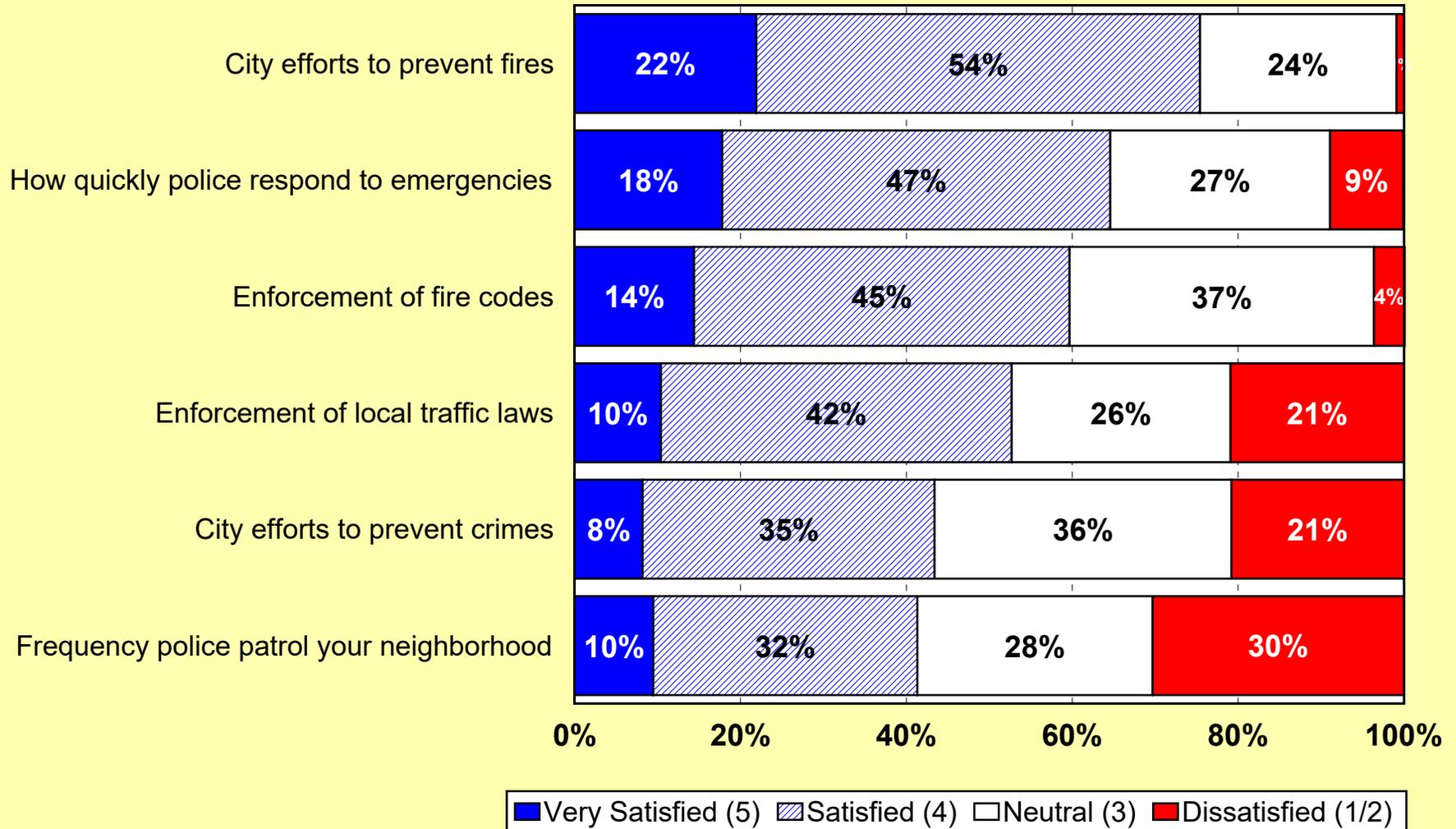
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q4. Satisfaction with Various Aspects of Public Safety

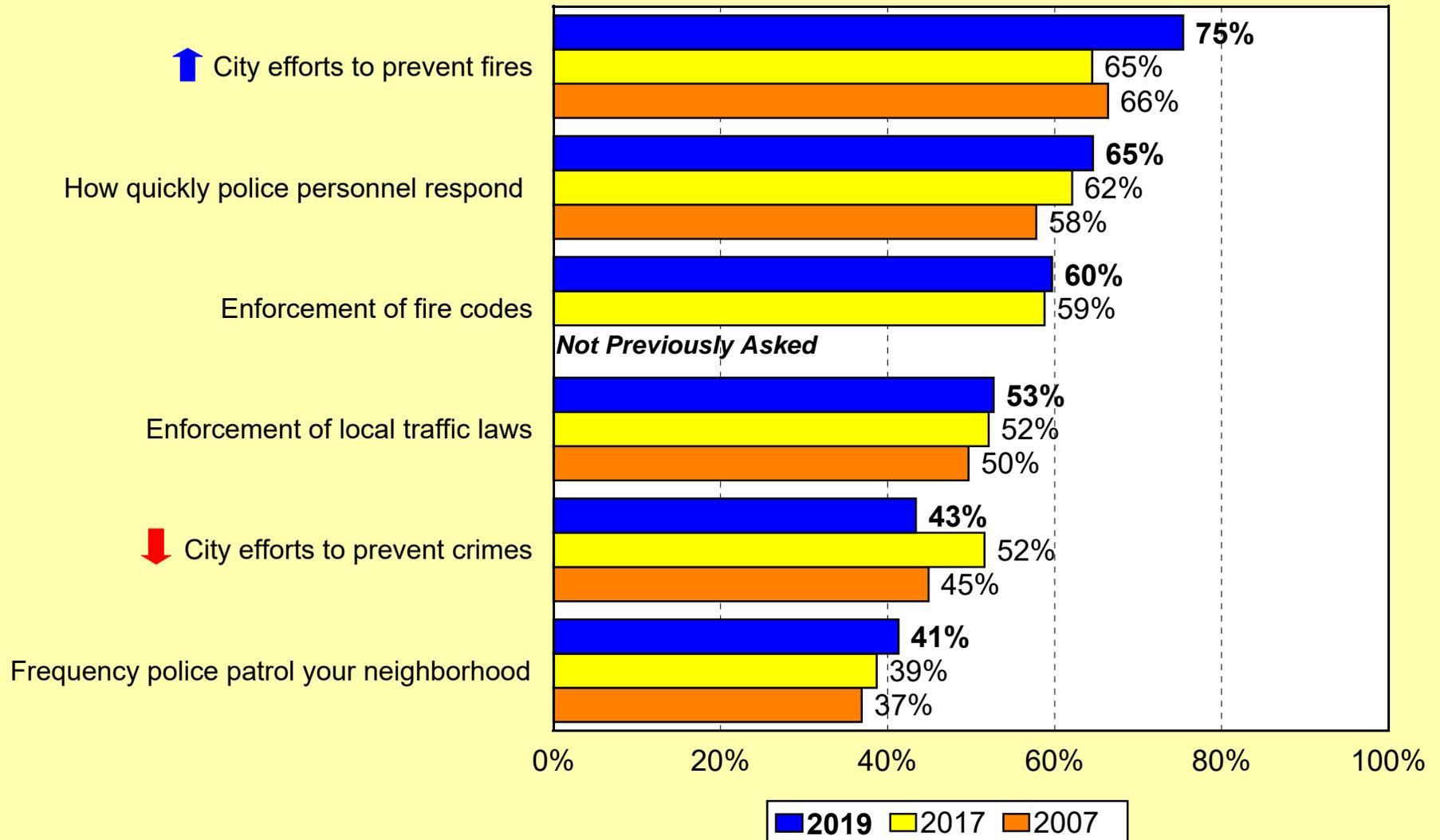
by percentage of respondents (excluding don't knows)



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

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

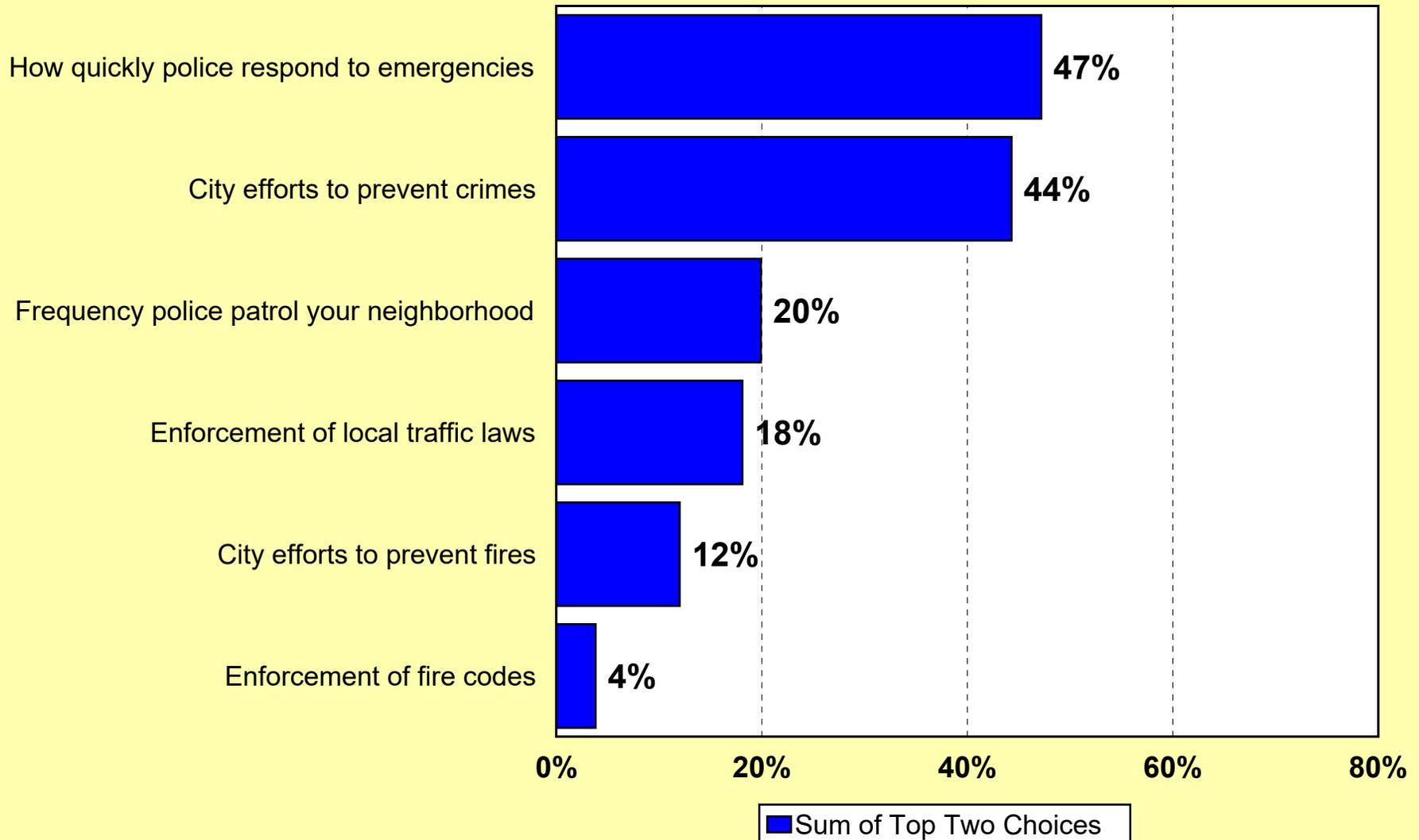
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

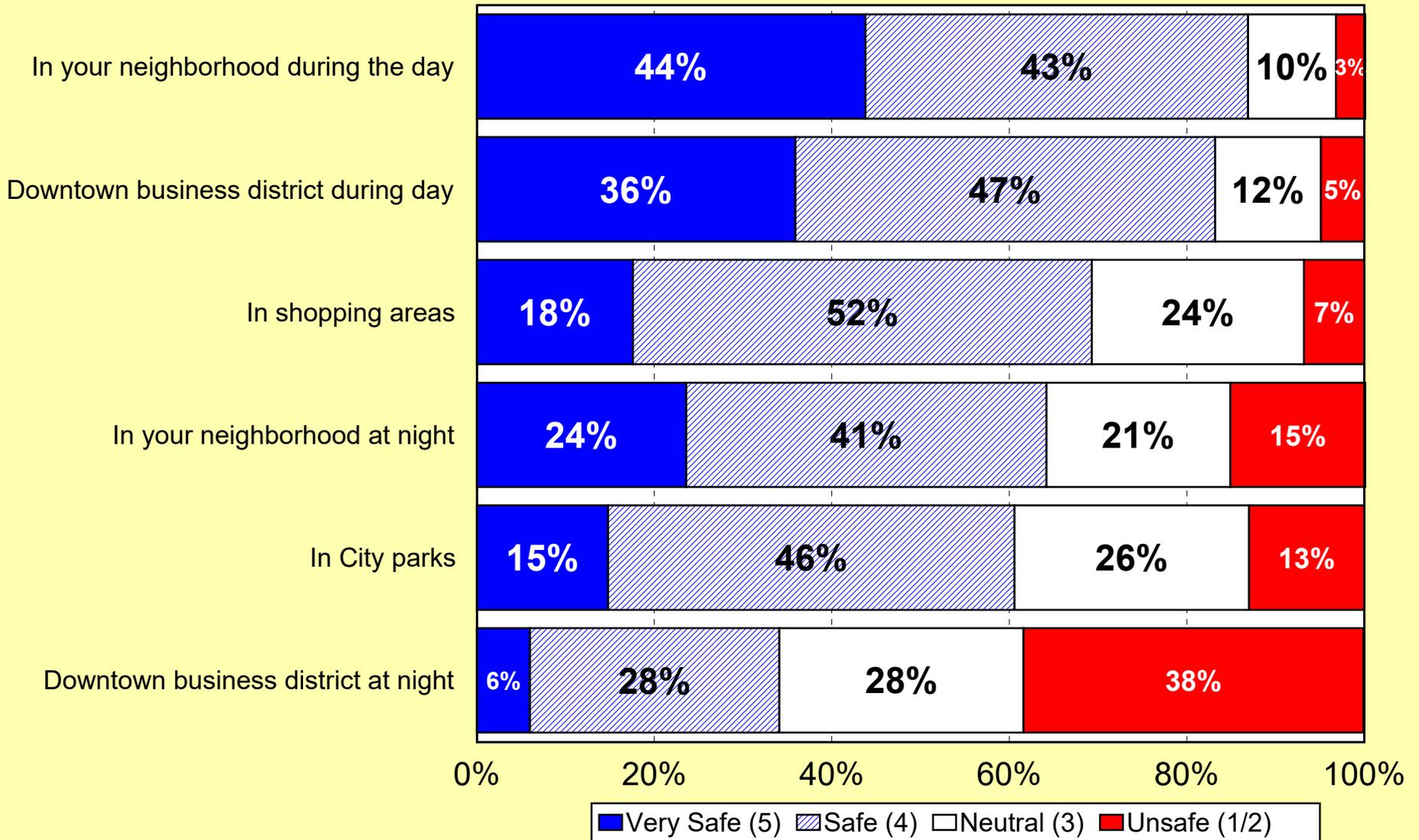
by percentage of respondents who selected the item as one of their top two choices



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

Q6. How Safe Do You Feel?

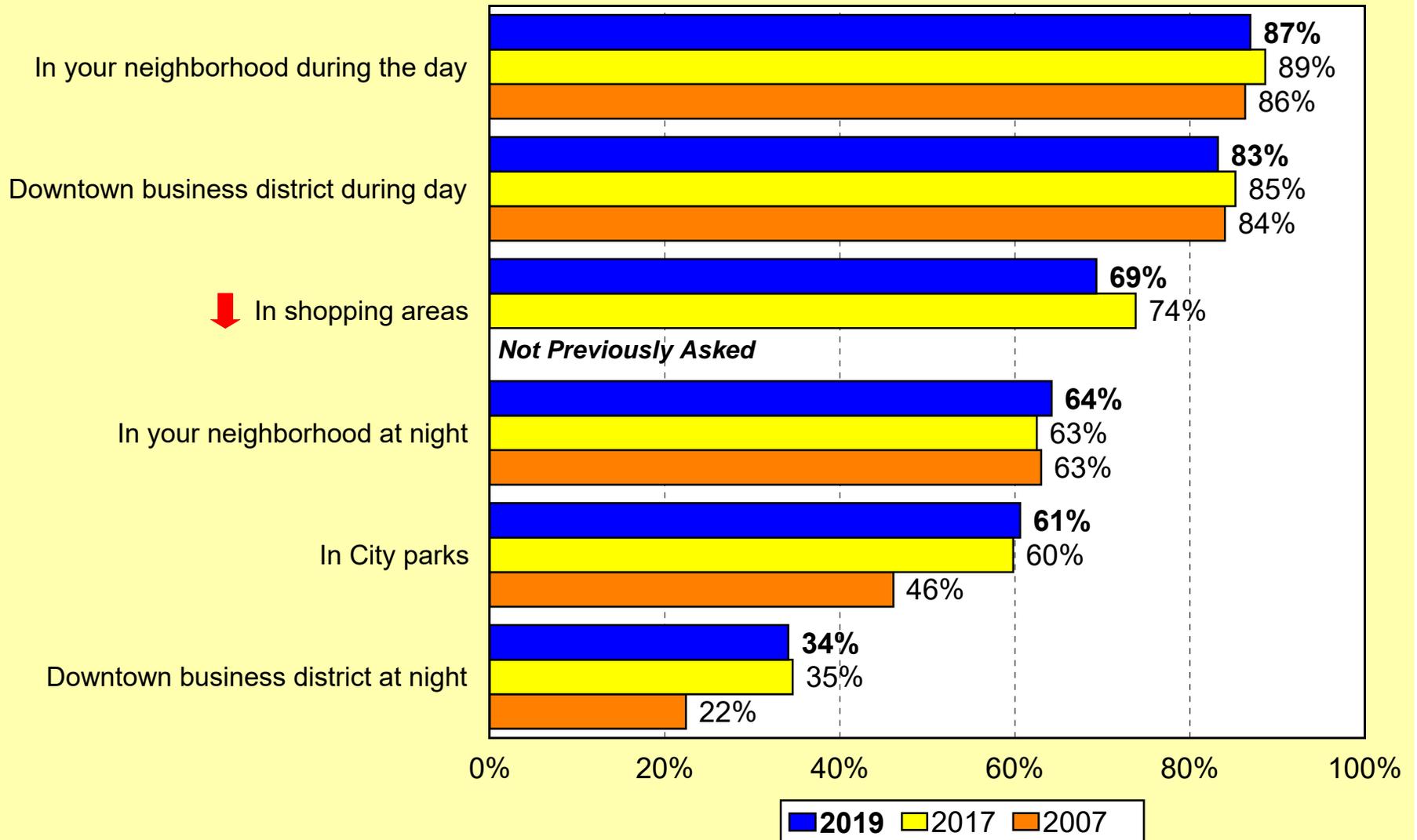
by percentage of respondents (excluding don't knows)



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

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

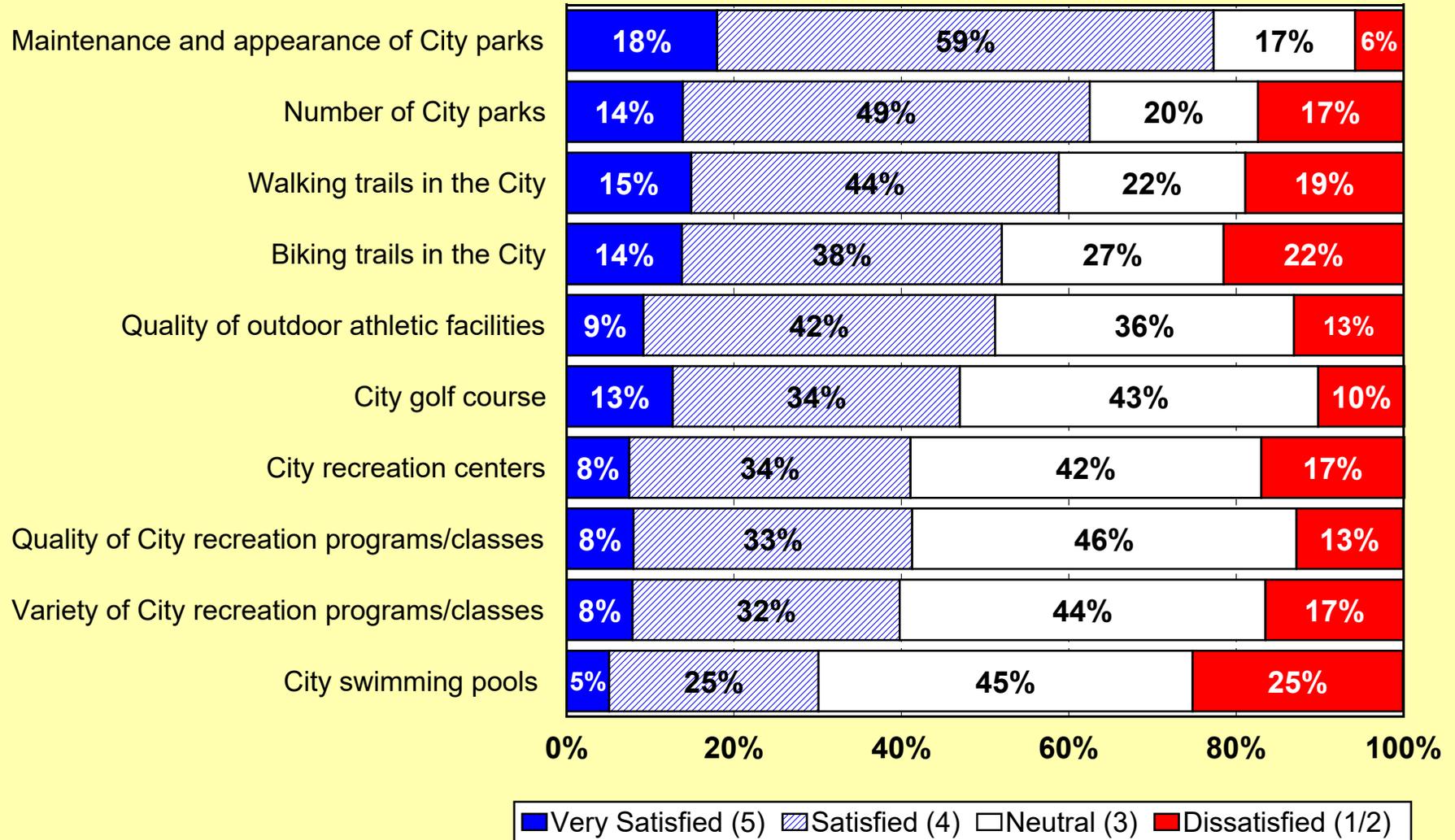
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q7. Satisfaction with Various Aspects of Parks and Recreation

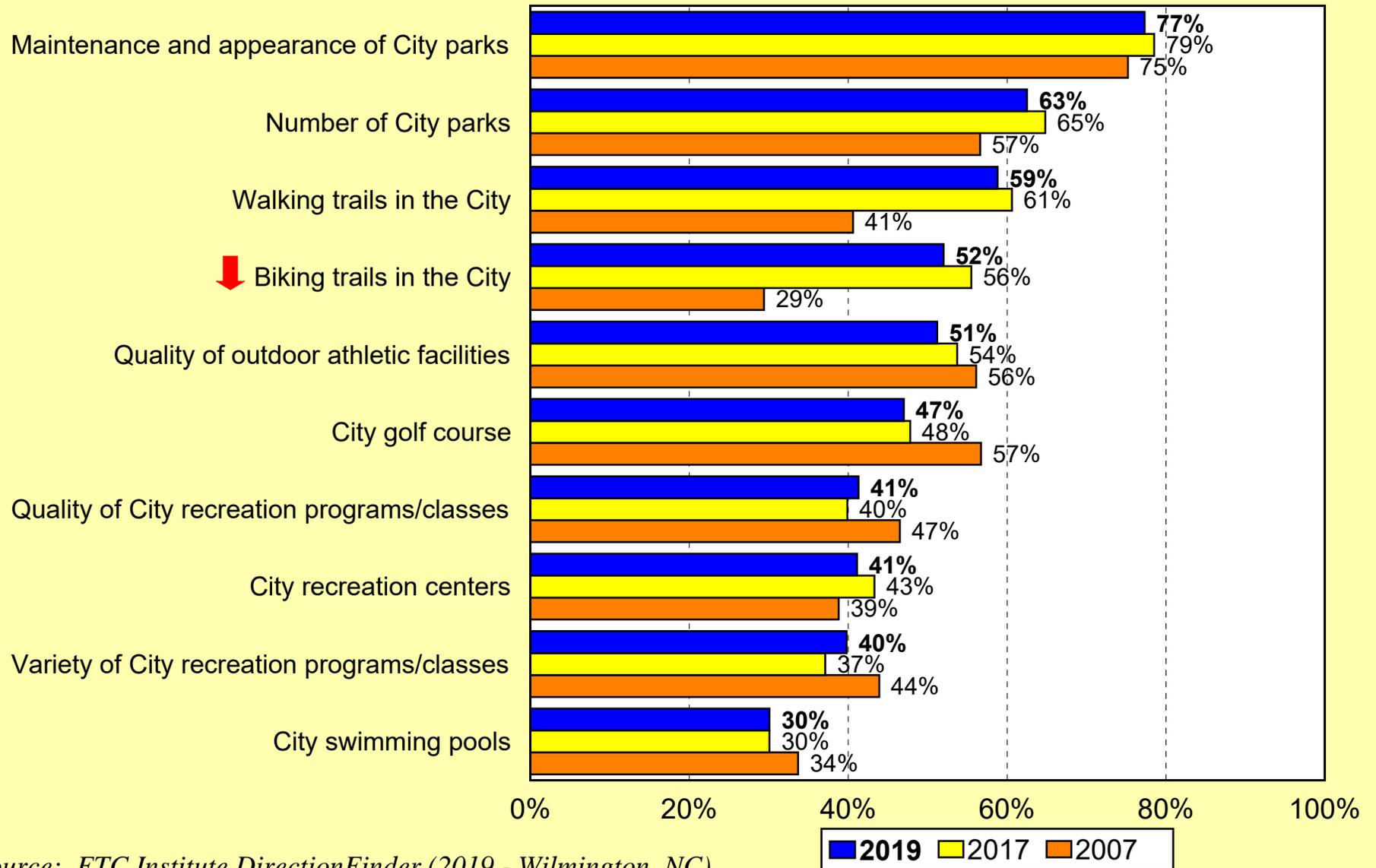
by percentage of respondents (excluding don't knows)



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

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

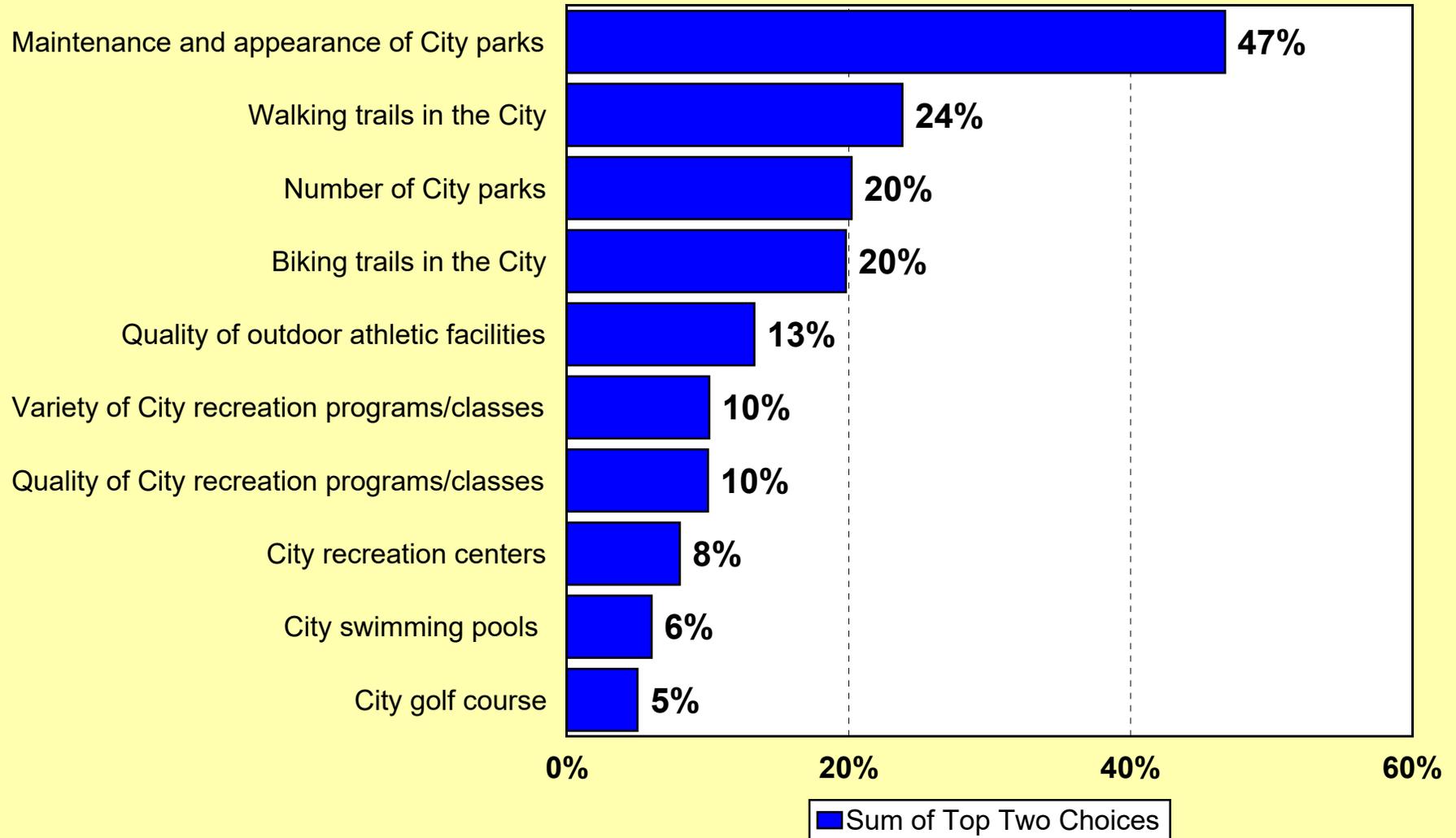
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

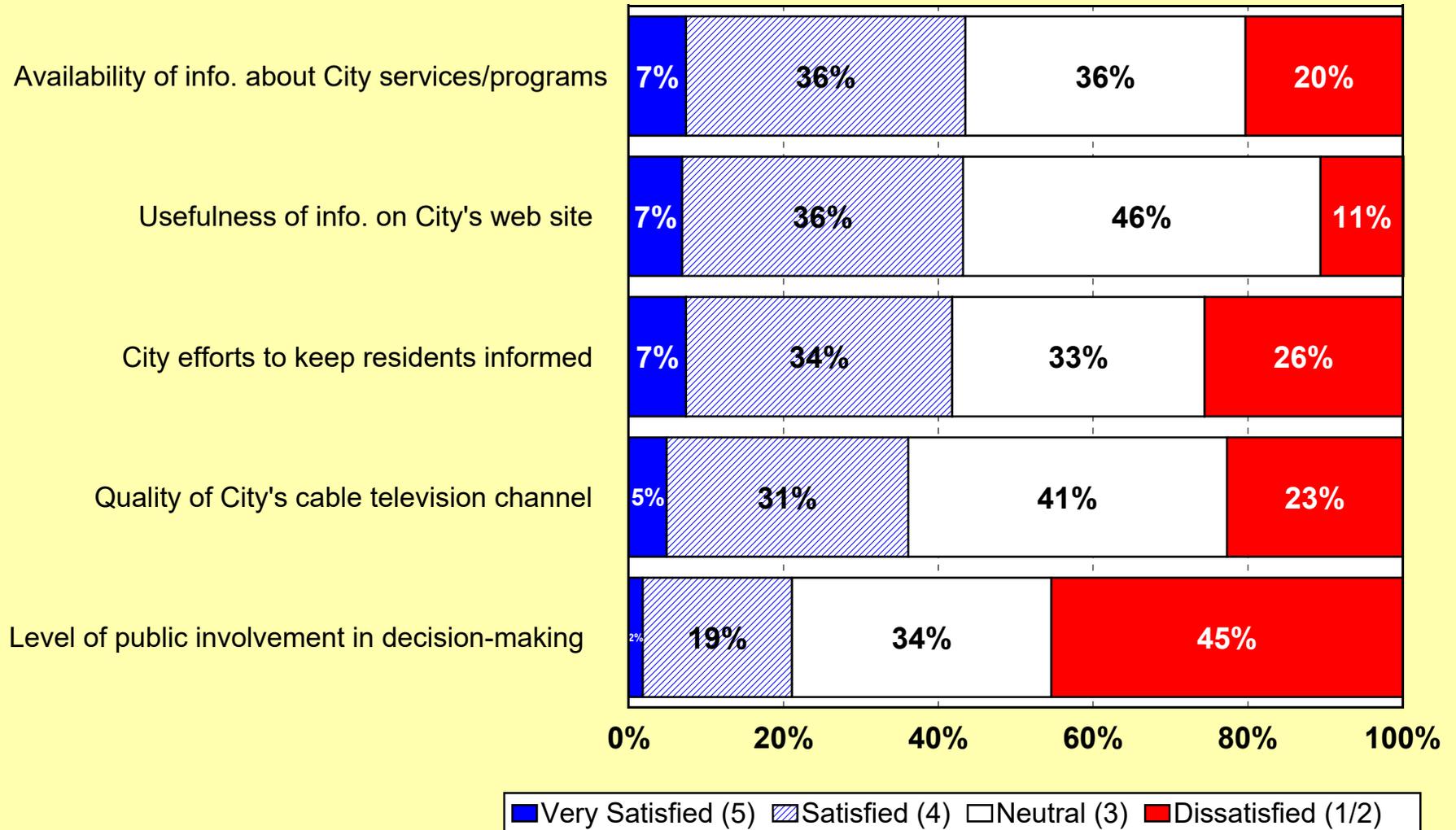
by percentage of respondents who selected the item as one of their top two choices



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

Q9. Satisfaction with Various Aspects of Communication

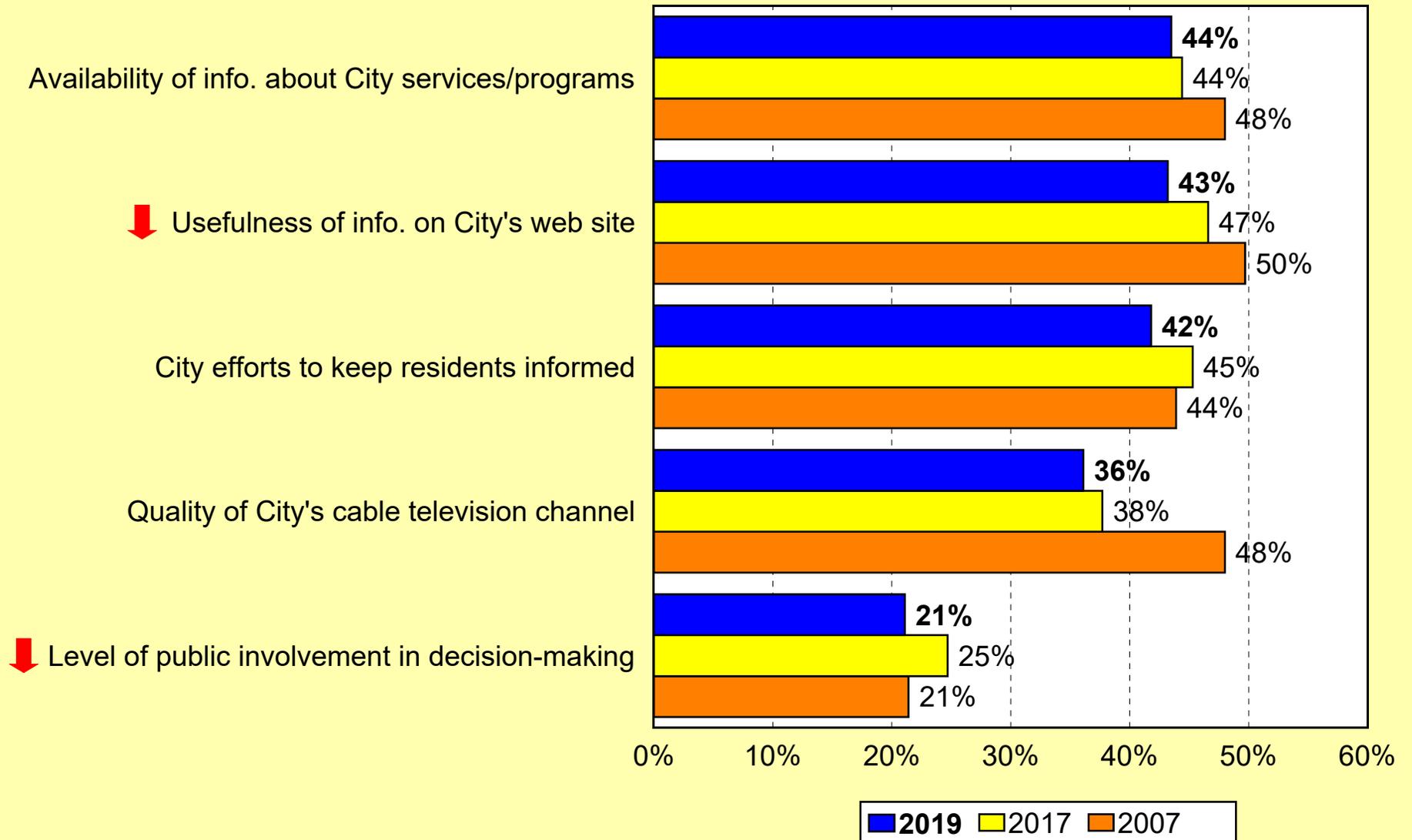
by percentage of respondents (excluding don't knows)



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

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

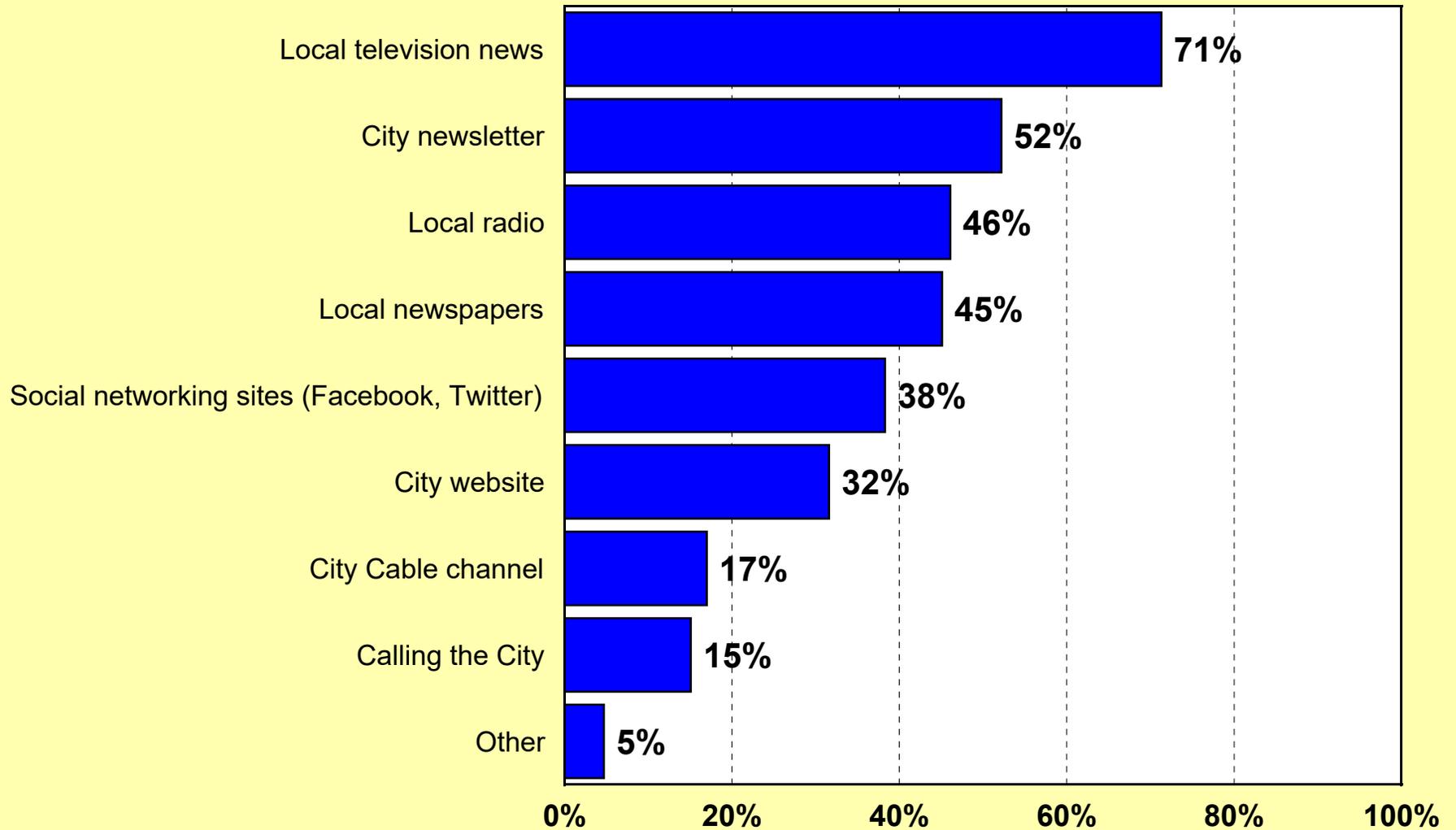
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

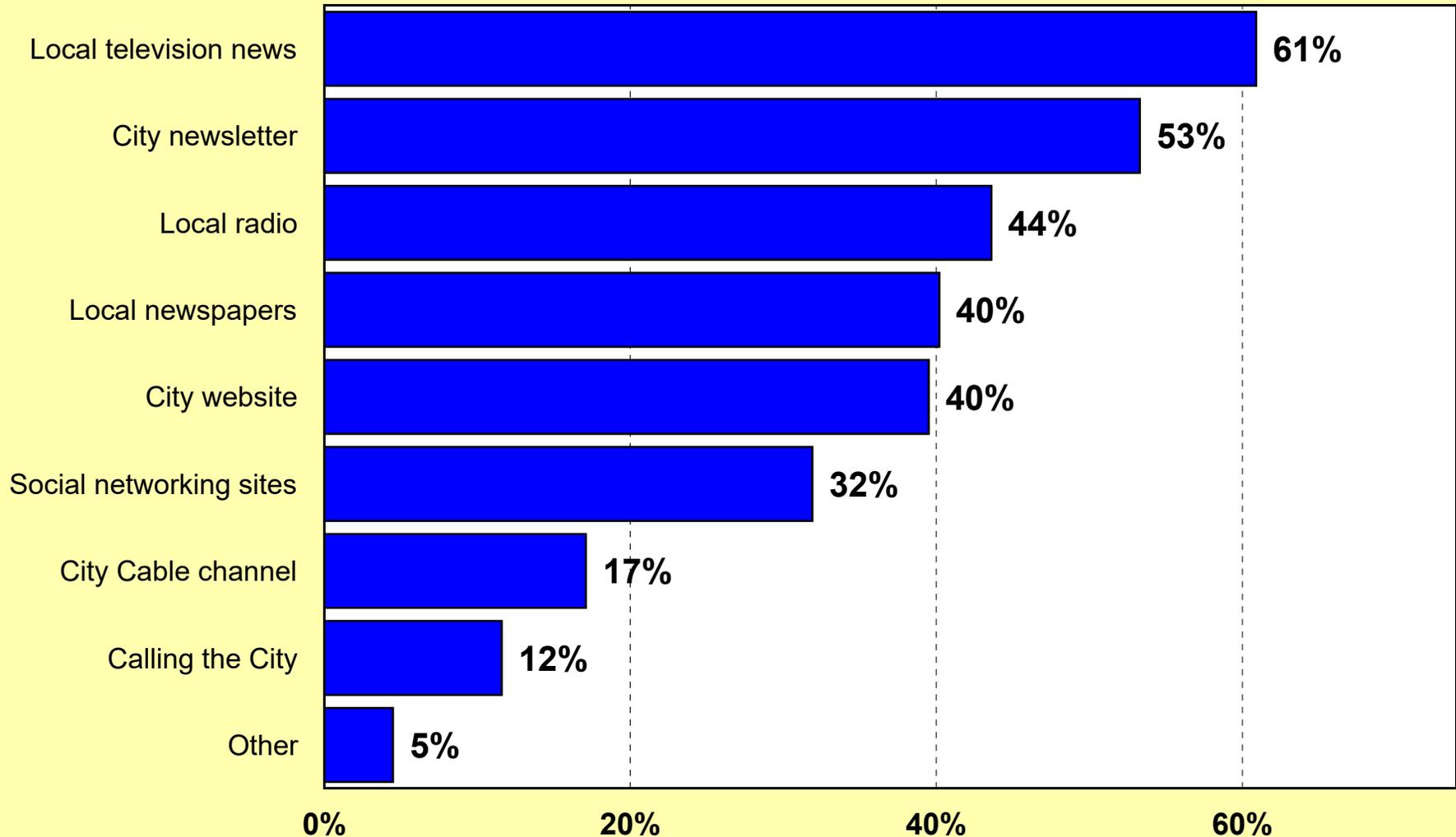
by percentage of respondents (multiple choices could be made)



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

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

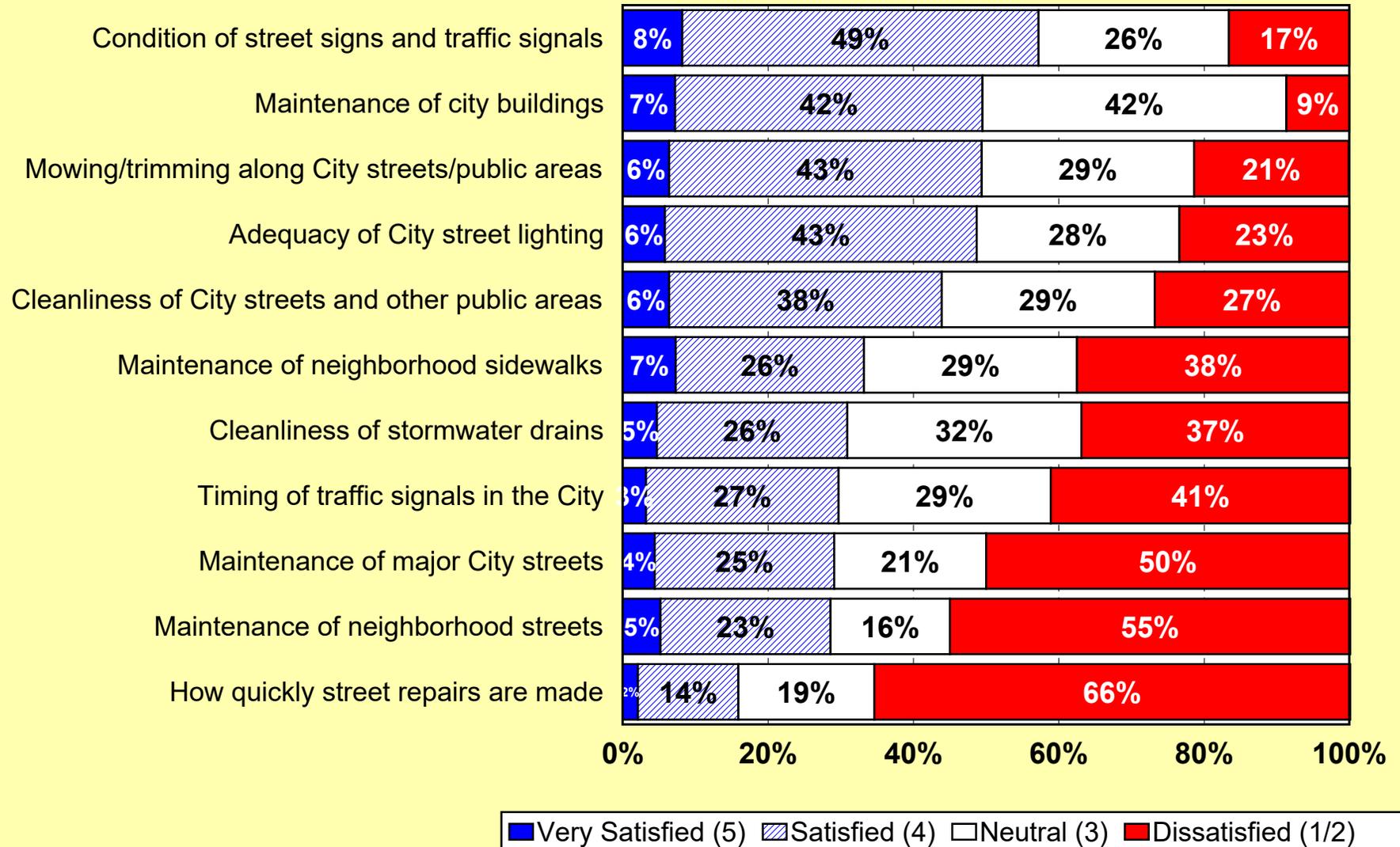
by percentage of respondents (multiple choices could be made)



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

Q12. Satisfaction with Various Aspects of City Maintenance

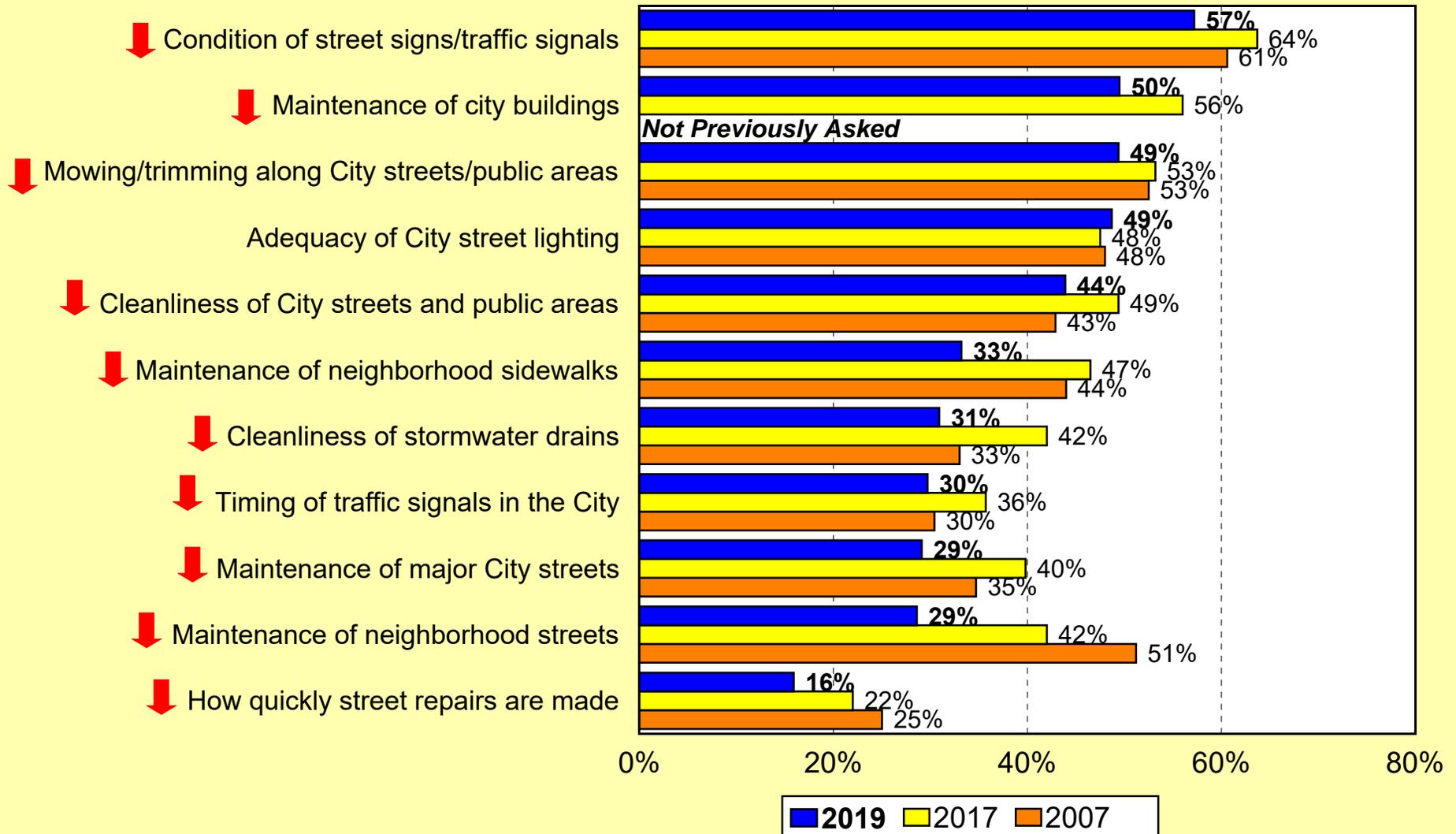
by percentage of respondents (excluding don't knows)



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

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

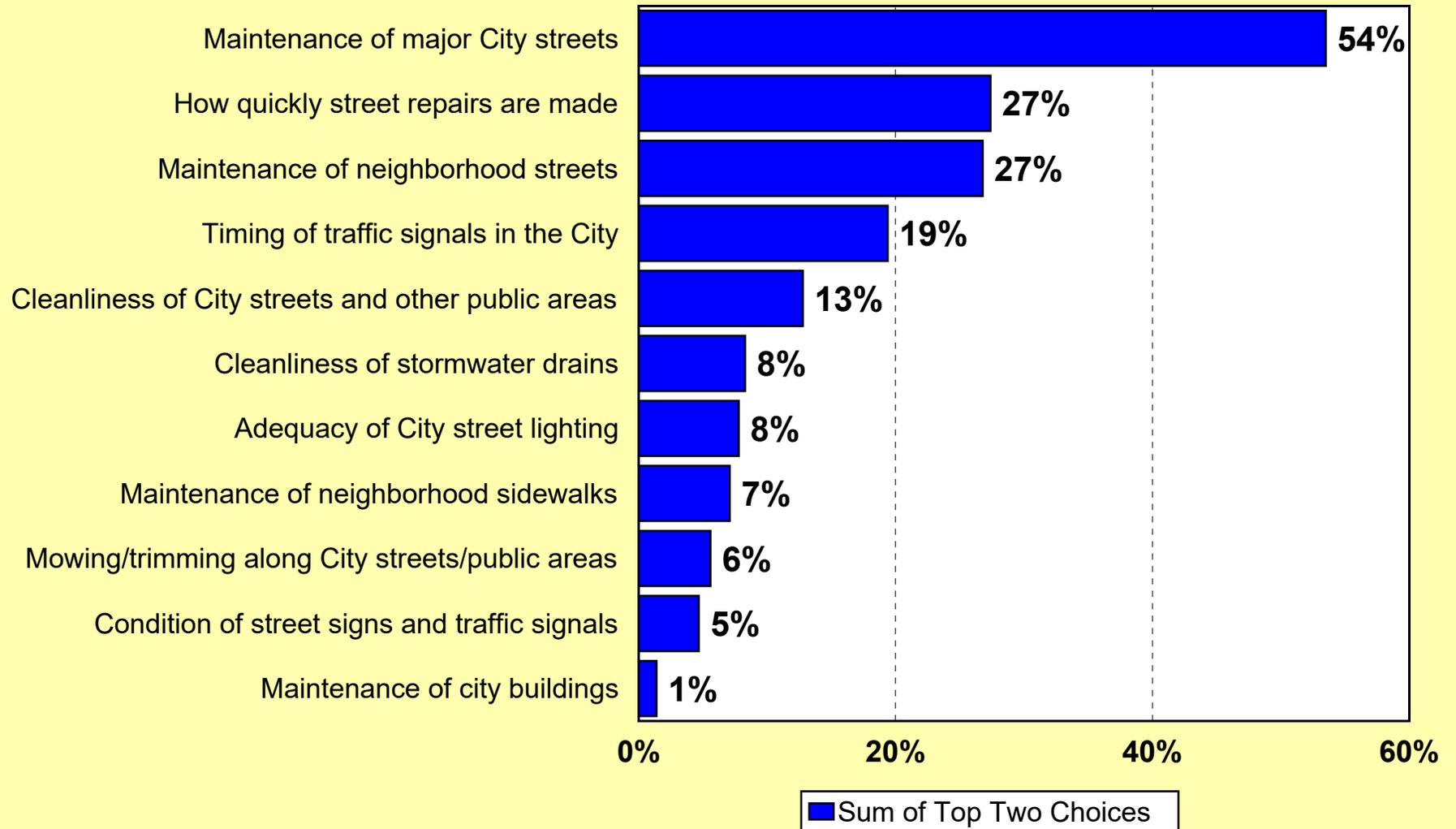
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

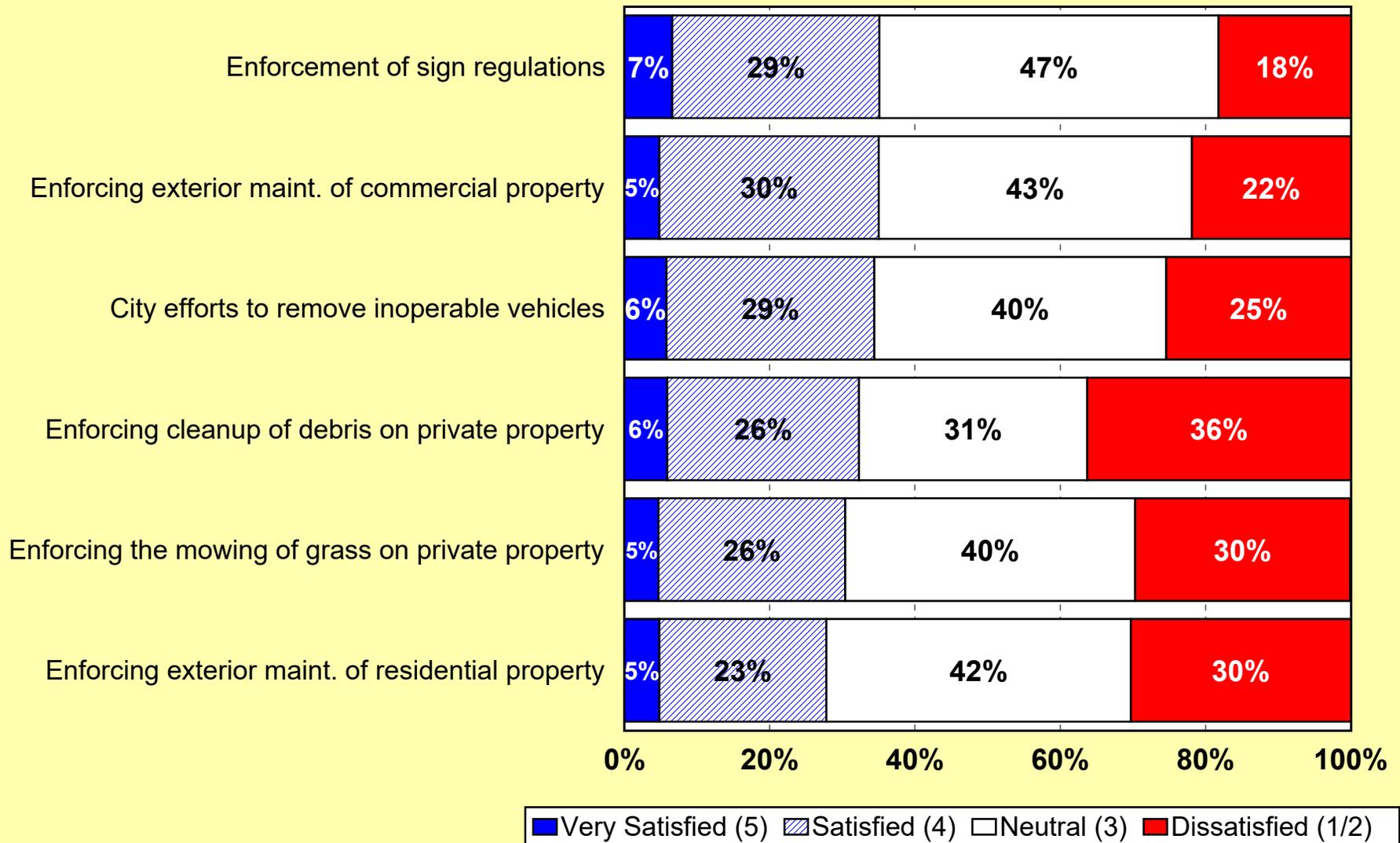
by percentage of respondents who selected the item as one of their top two choices



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

Q14. Satisfaction with Various Aspects of Code Enforcement

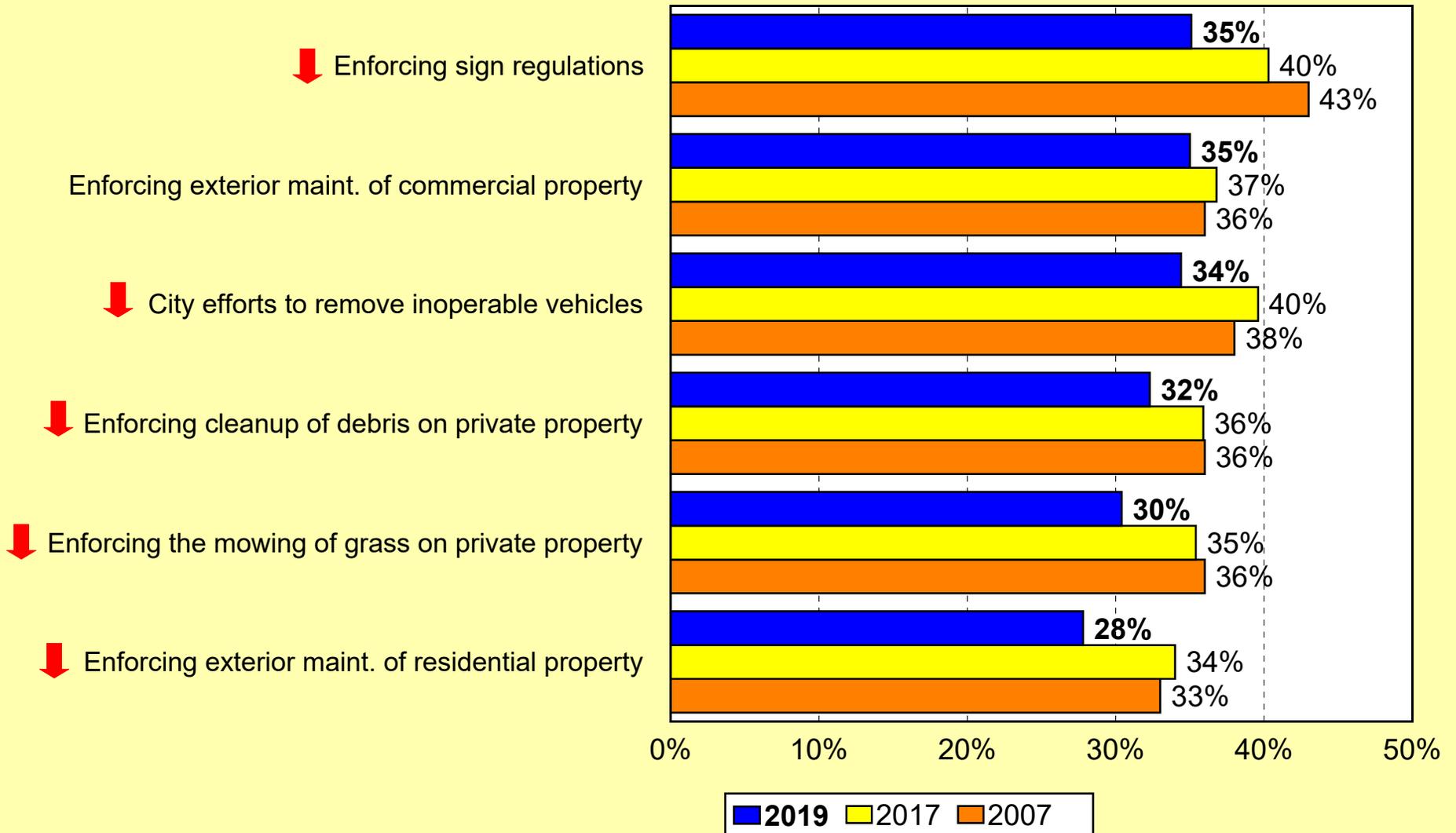
by percentage of respondents (excluding don't knows)



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

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

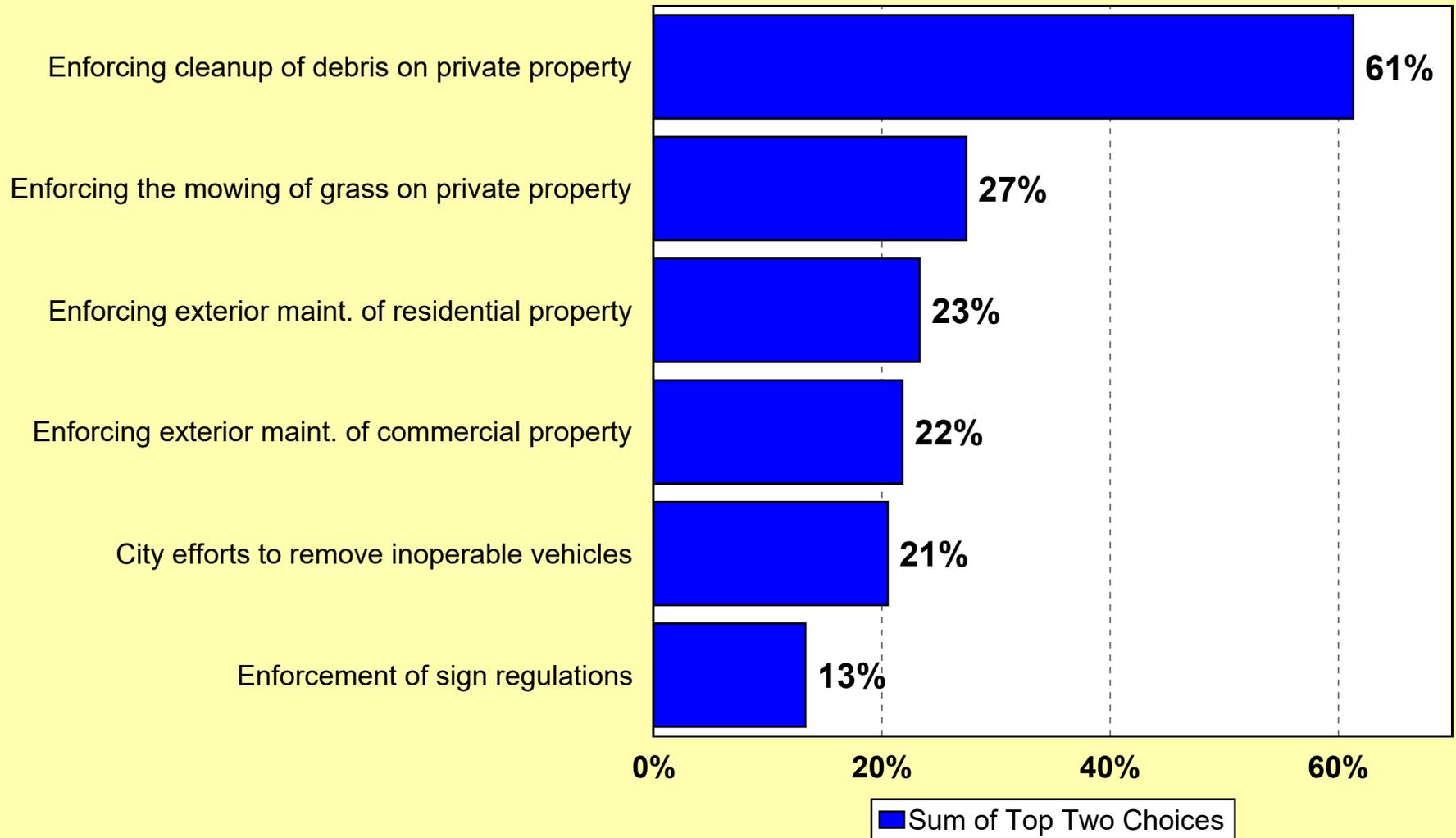
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

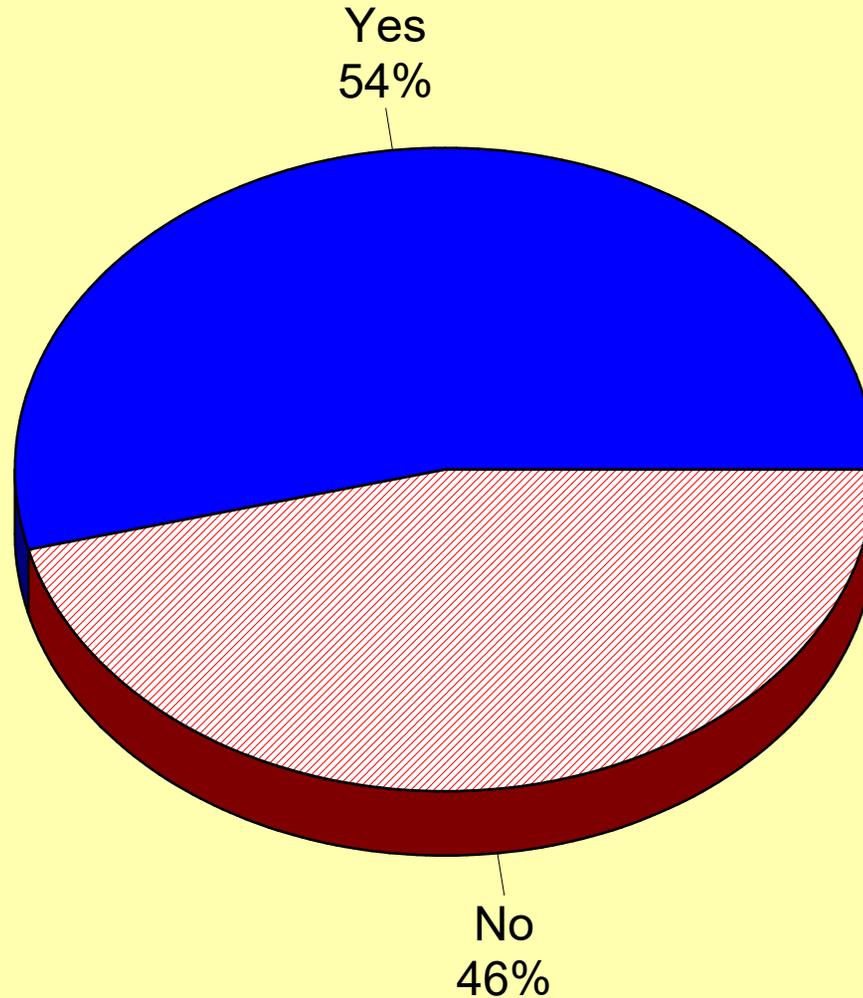
by percentage of respondents who selected the item as one of their top two choices



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

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

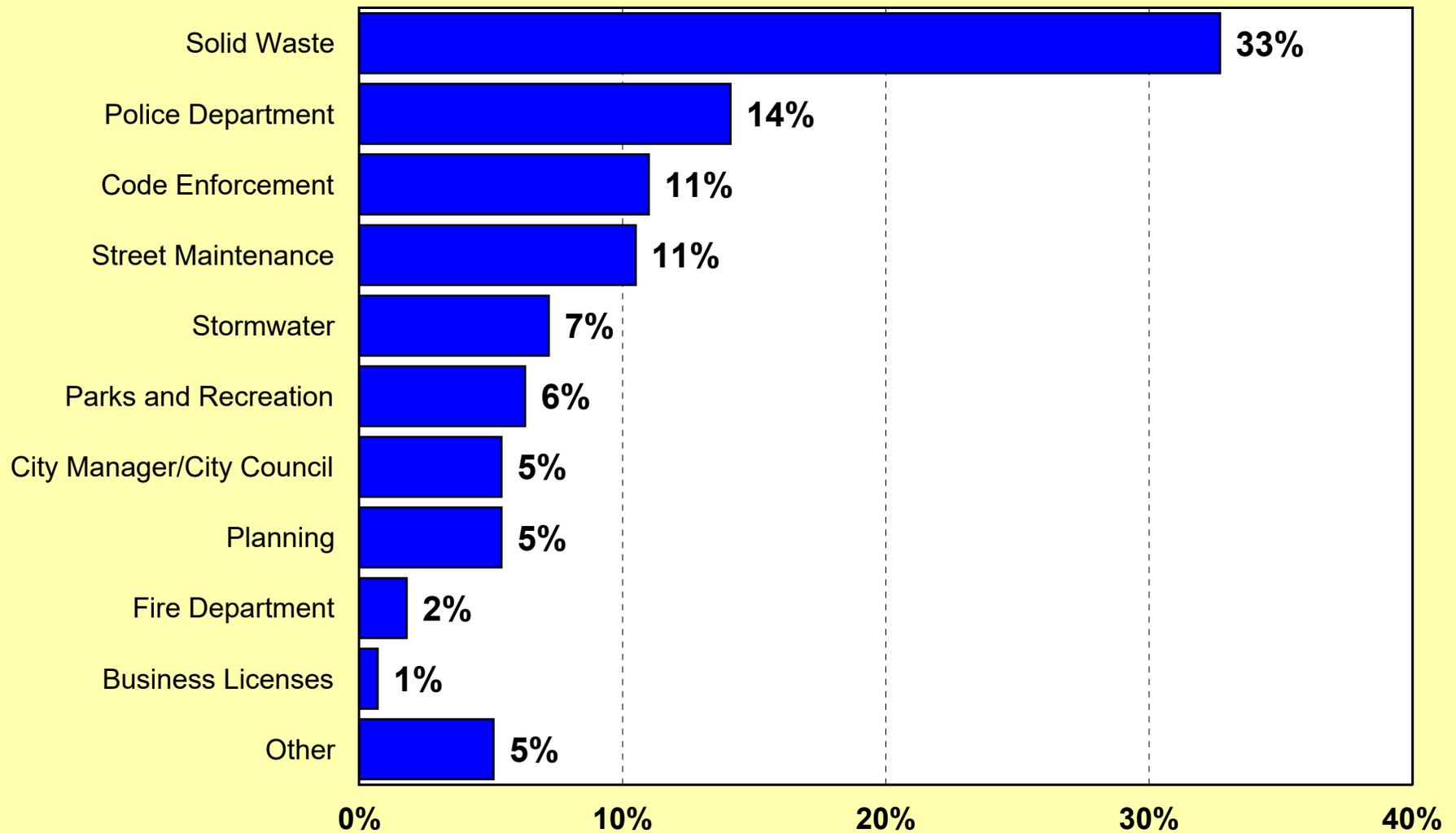
by percentage of respondents



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

Q16a. What City Department did you contact most recently?

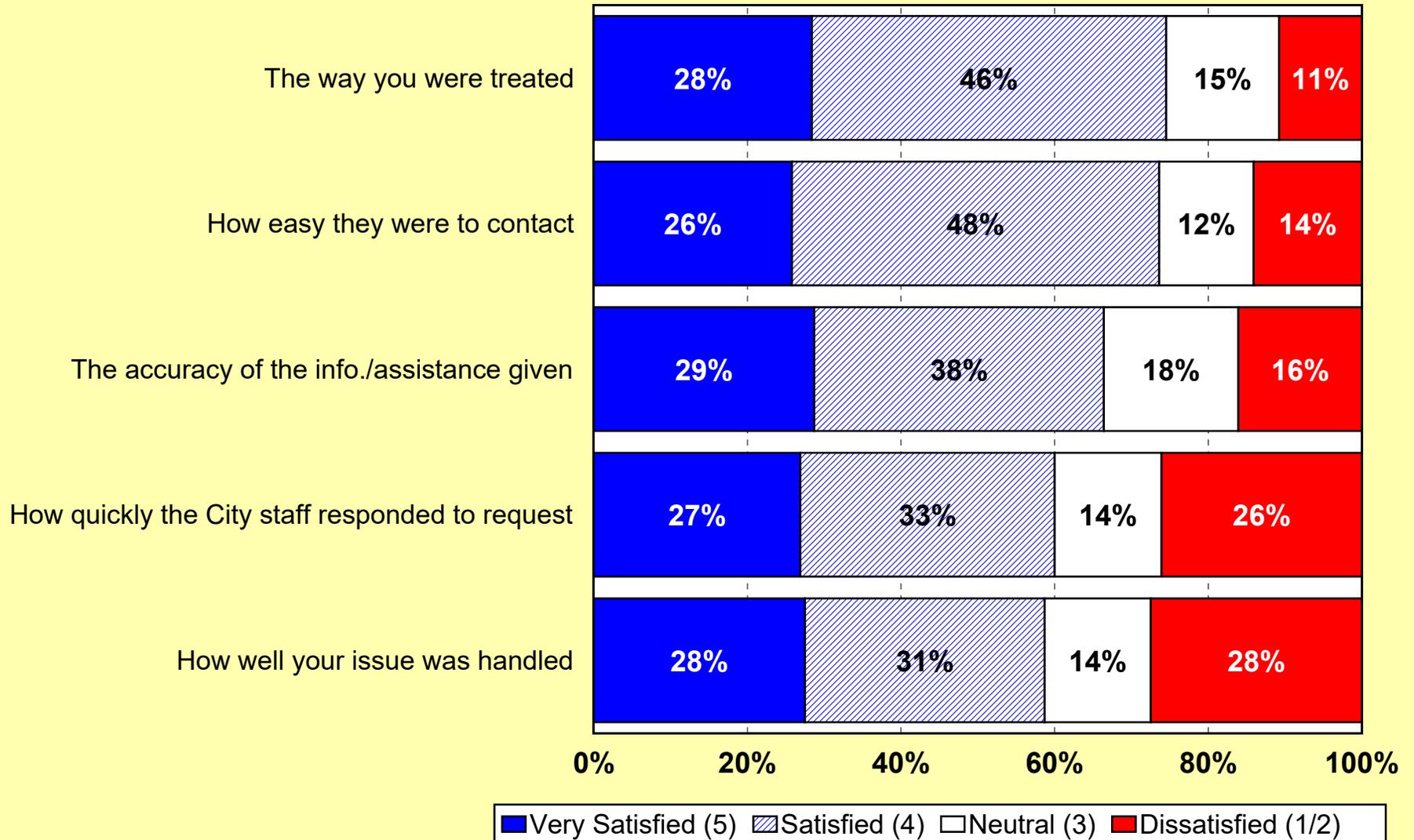
by percentage of respondents who had contacted the City during the past year



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

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

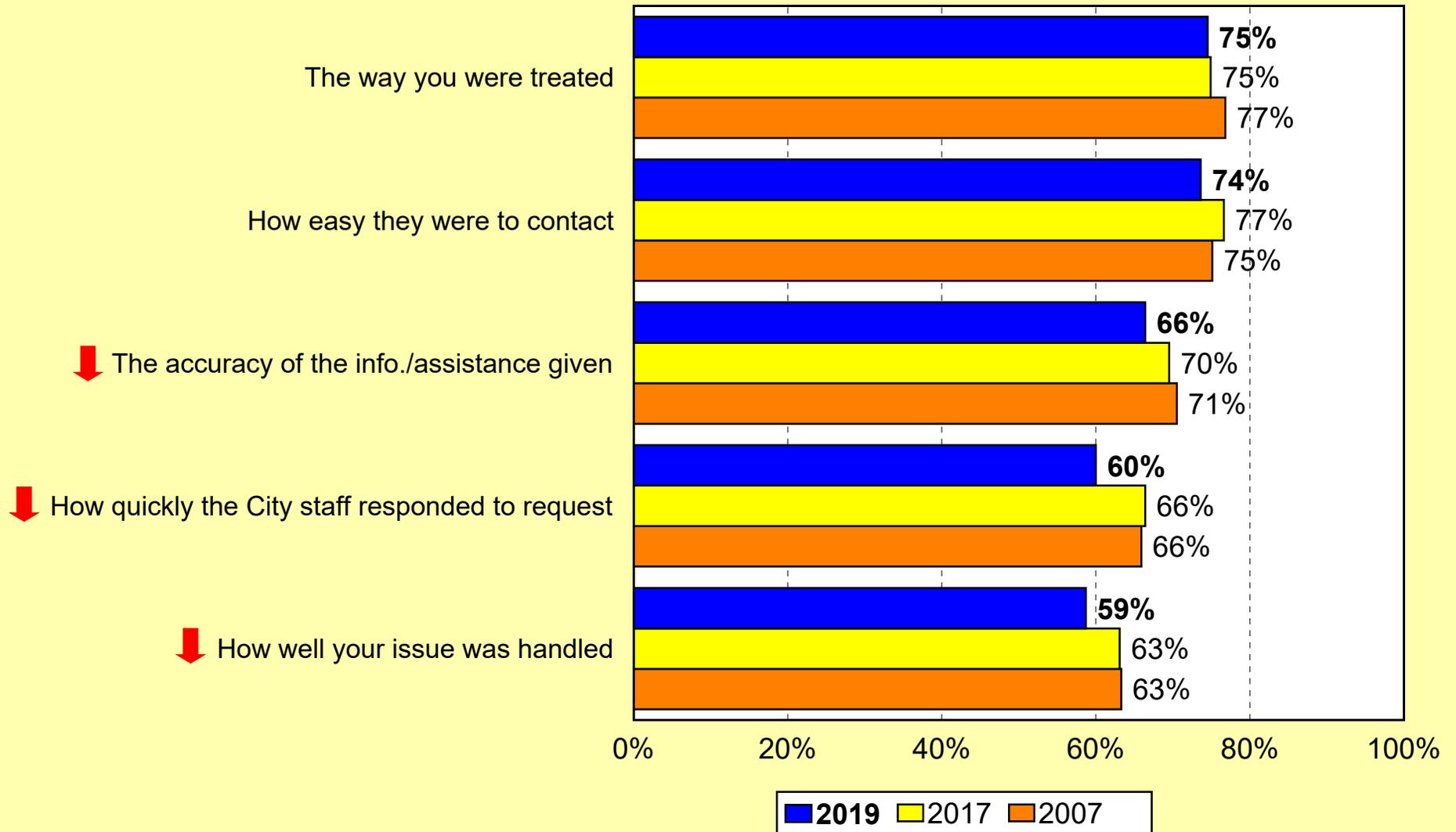
by percentage of respondents who contacted the City (excluding don't knows)



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

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

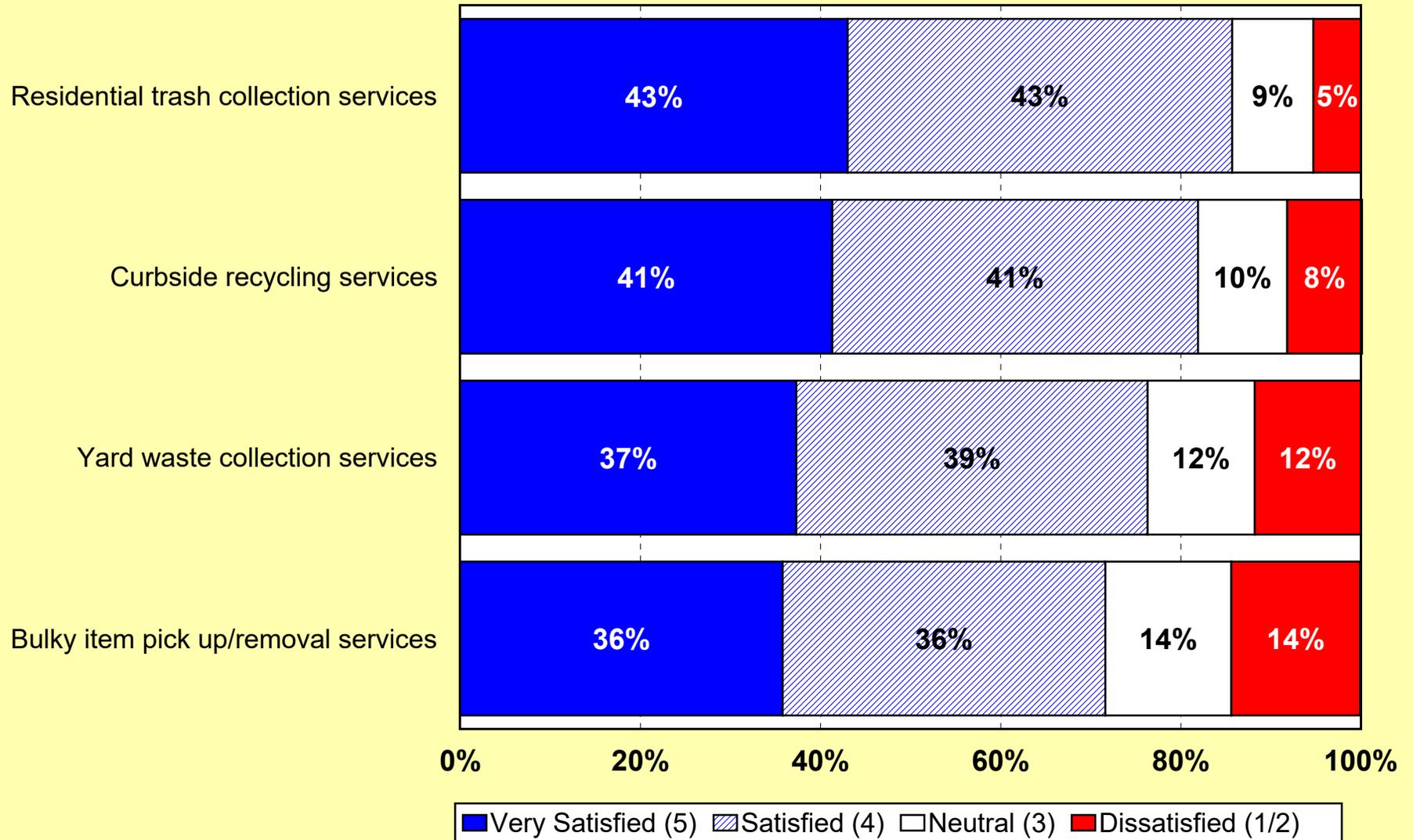
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q17. Satisfaction with City Utility/Public Services

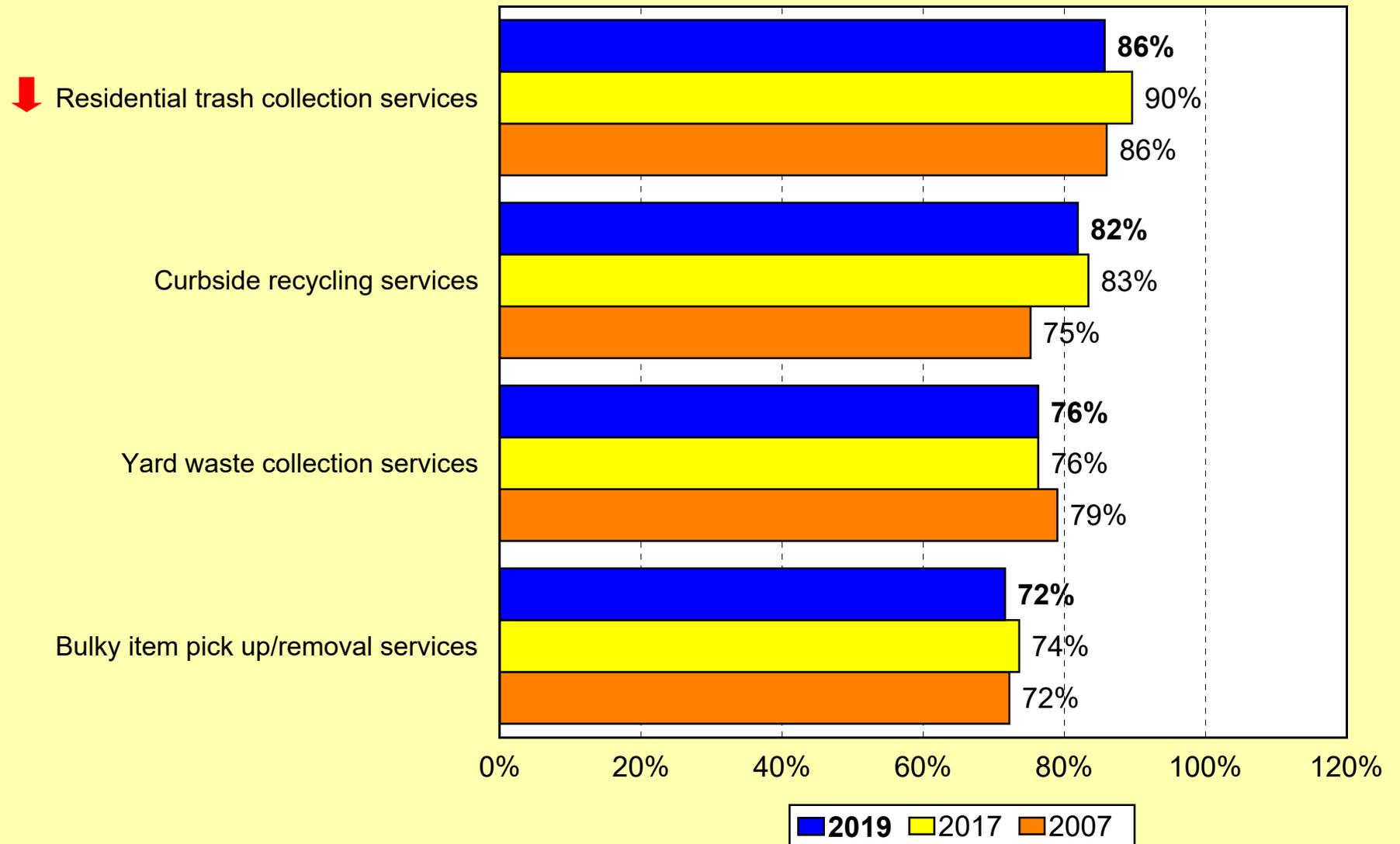
by percentage of respondents (excluding don't knows)



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

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

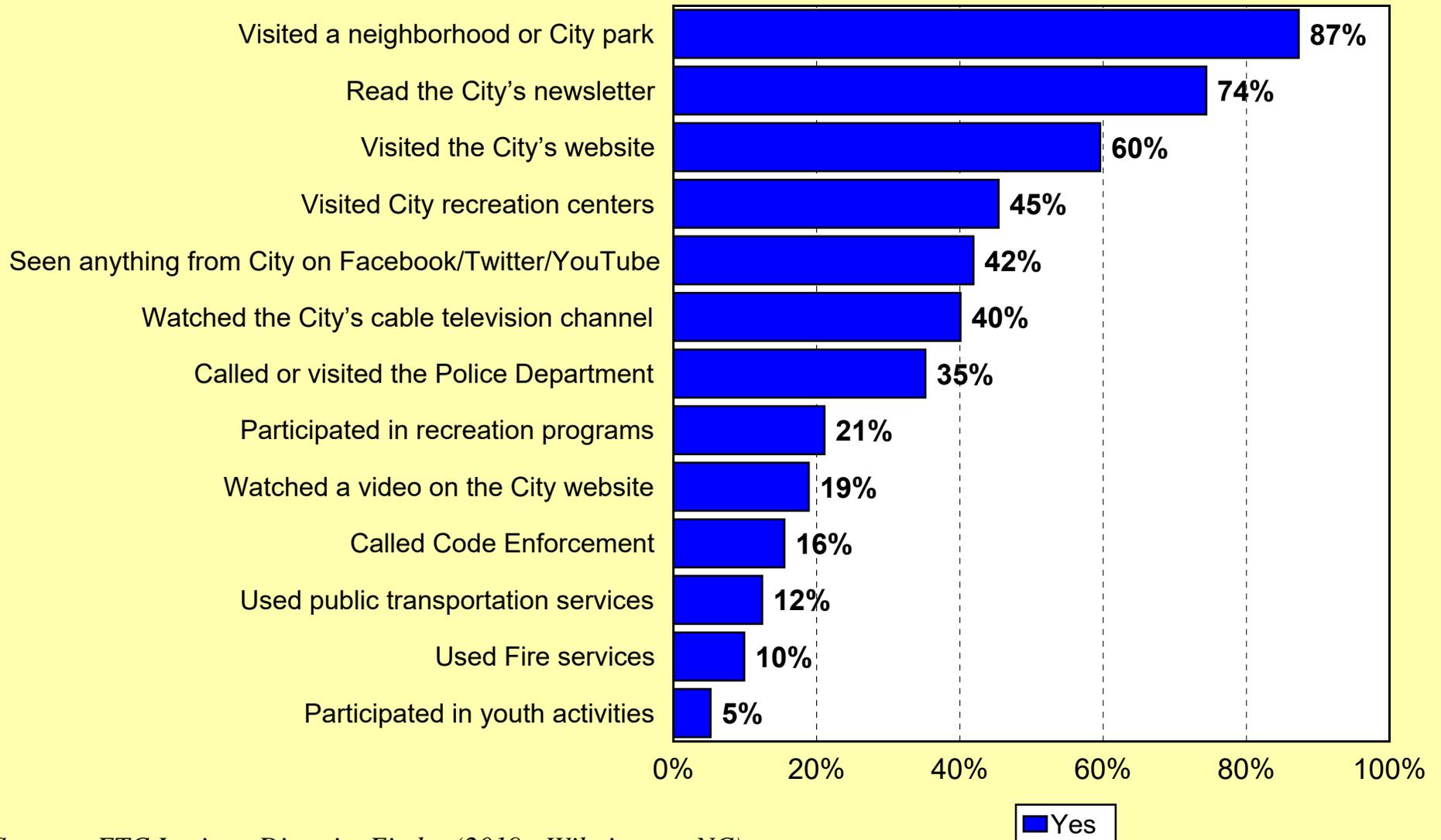
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q18. Percentage of Residents Who Reported Using Various City Services During the Past Year

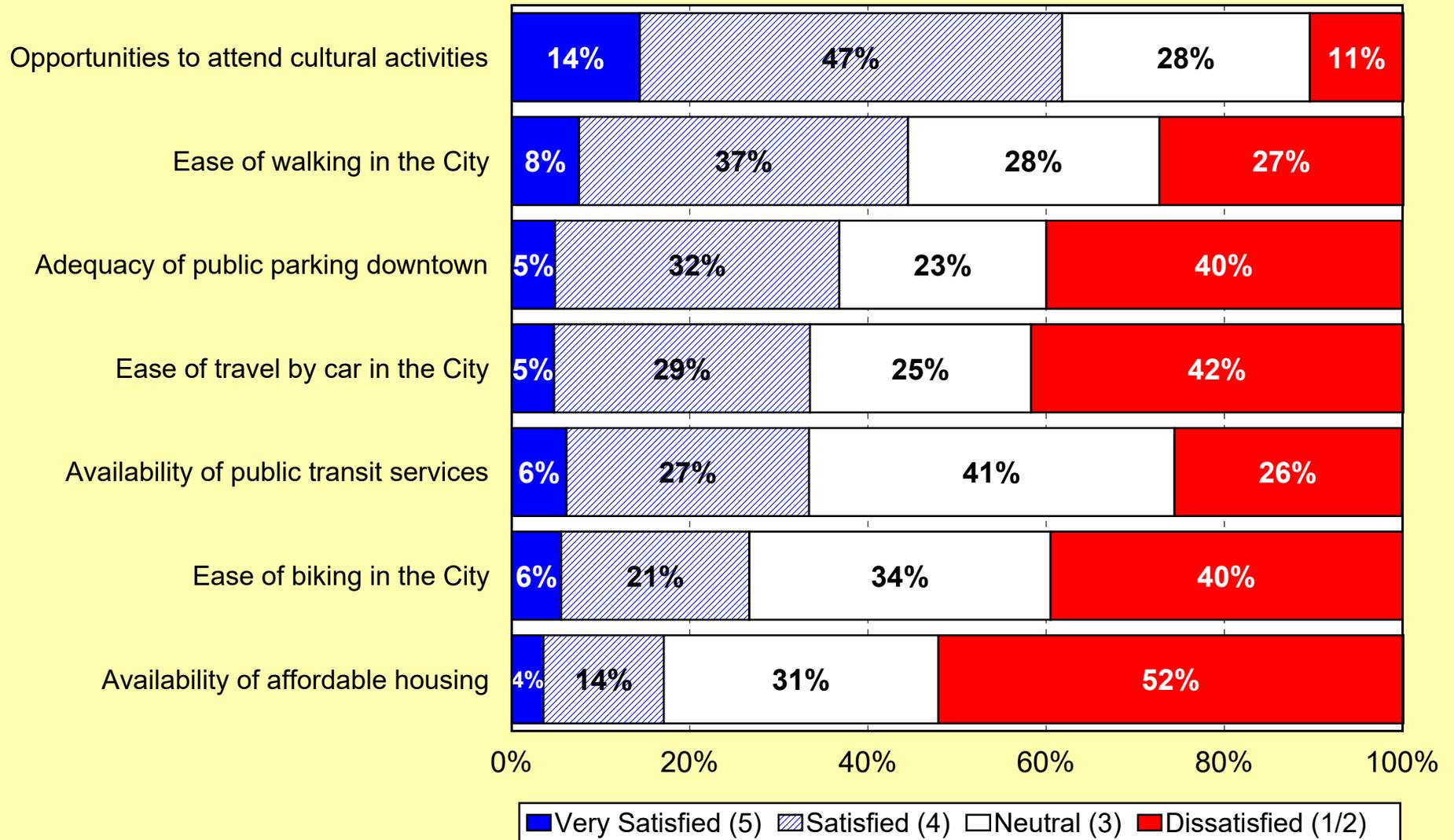
by percentage of respondents who had used the service within the past 12 months



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

Q19. Satisfaction with Transportation and Other Issues

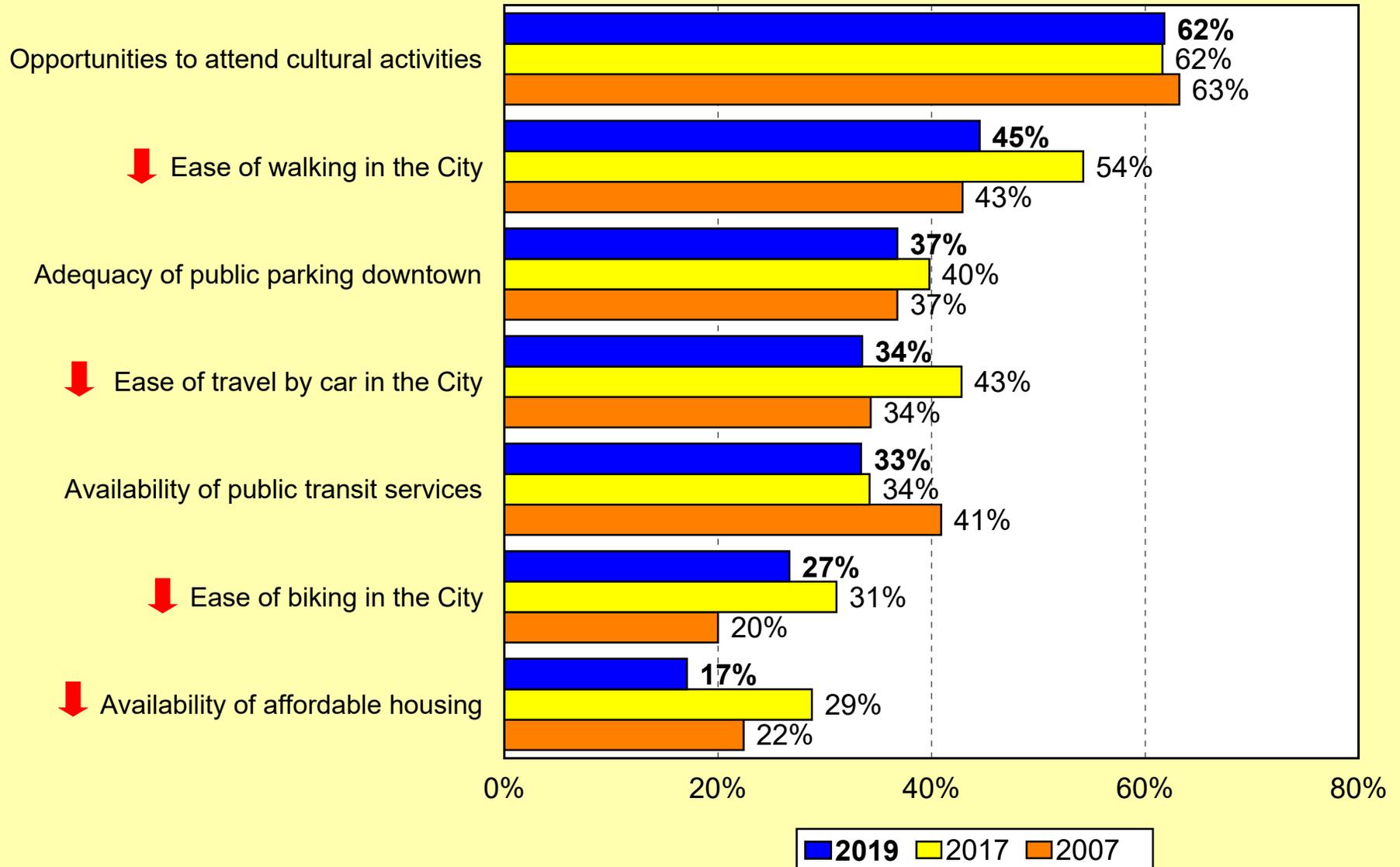
by percentage of respondents (excluding don't knows)



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

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

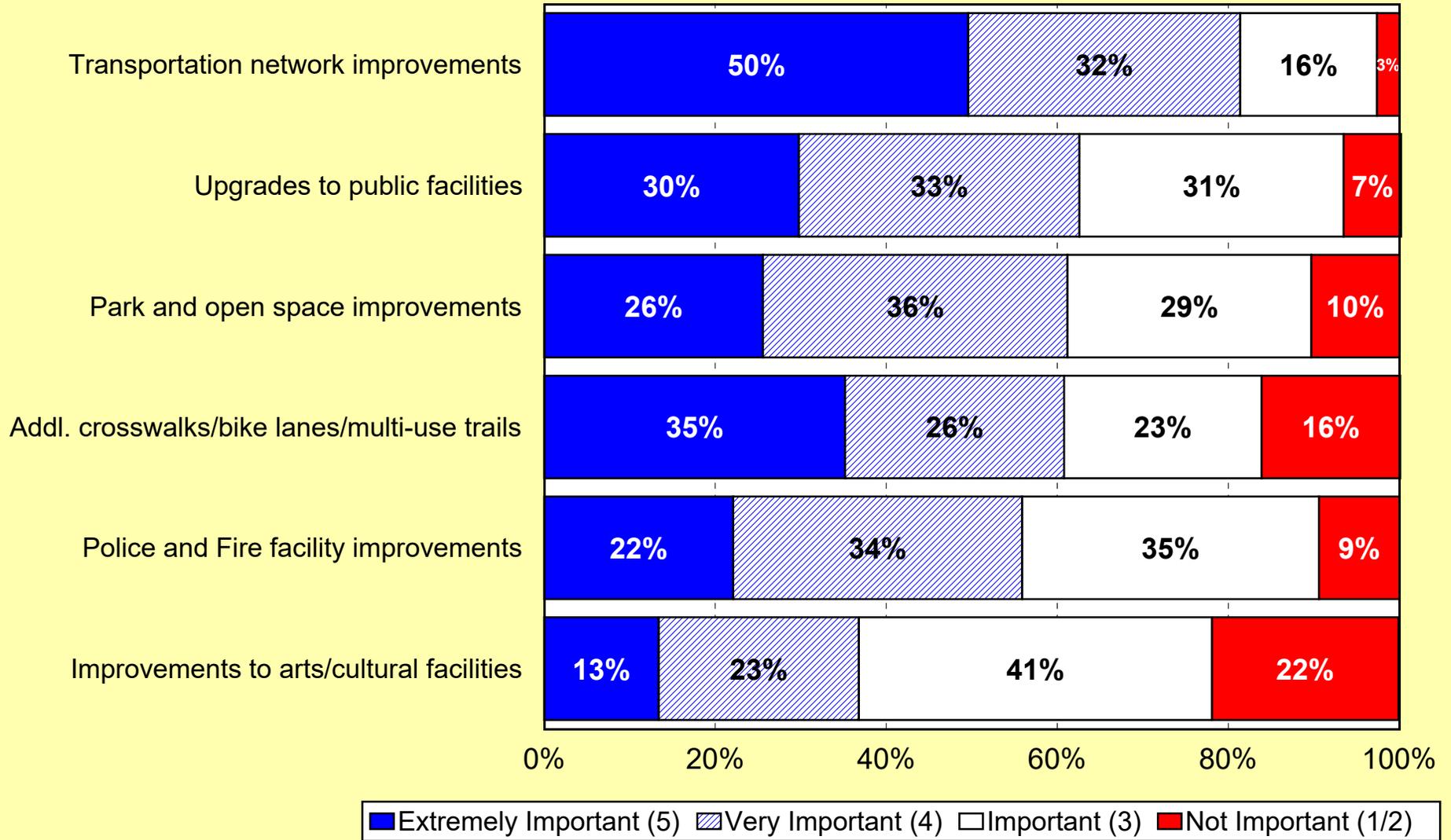
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Q20. Perceived Importance of Various Capital Improvements Priorities

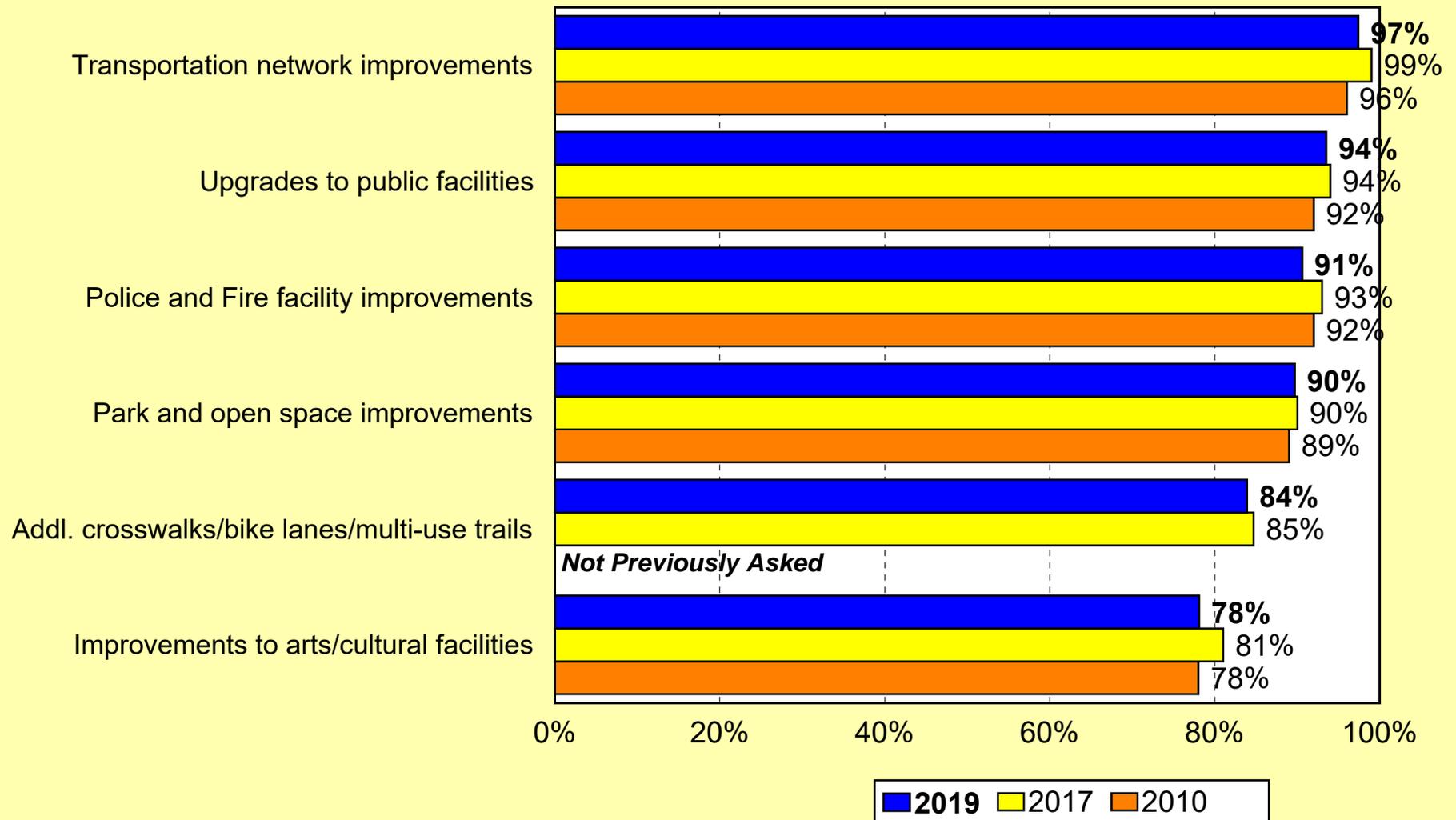
by percentage of respondents (excluding don't knows)



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

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

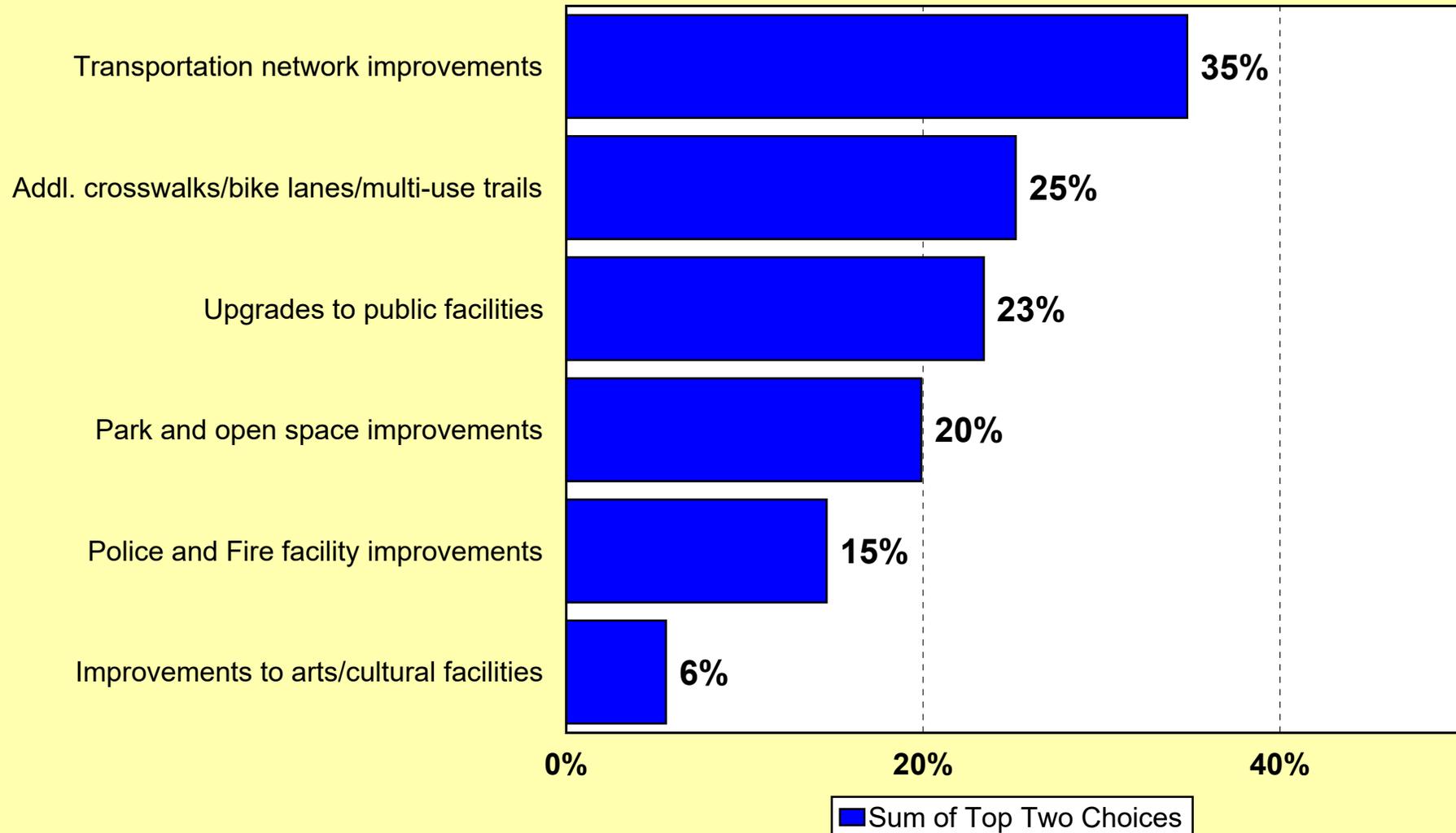
by percentage of respondents who felt the capital improvement was “extremely important,” “very important” or “important” (excluding don't knows)



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

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

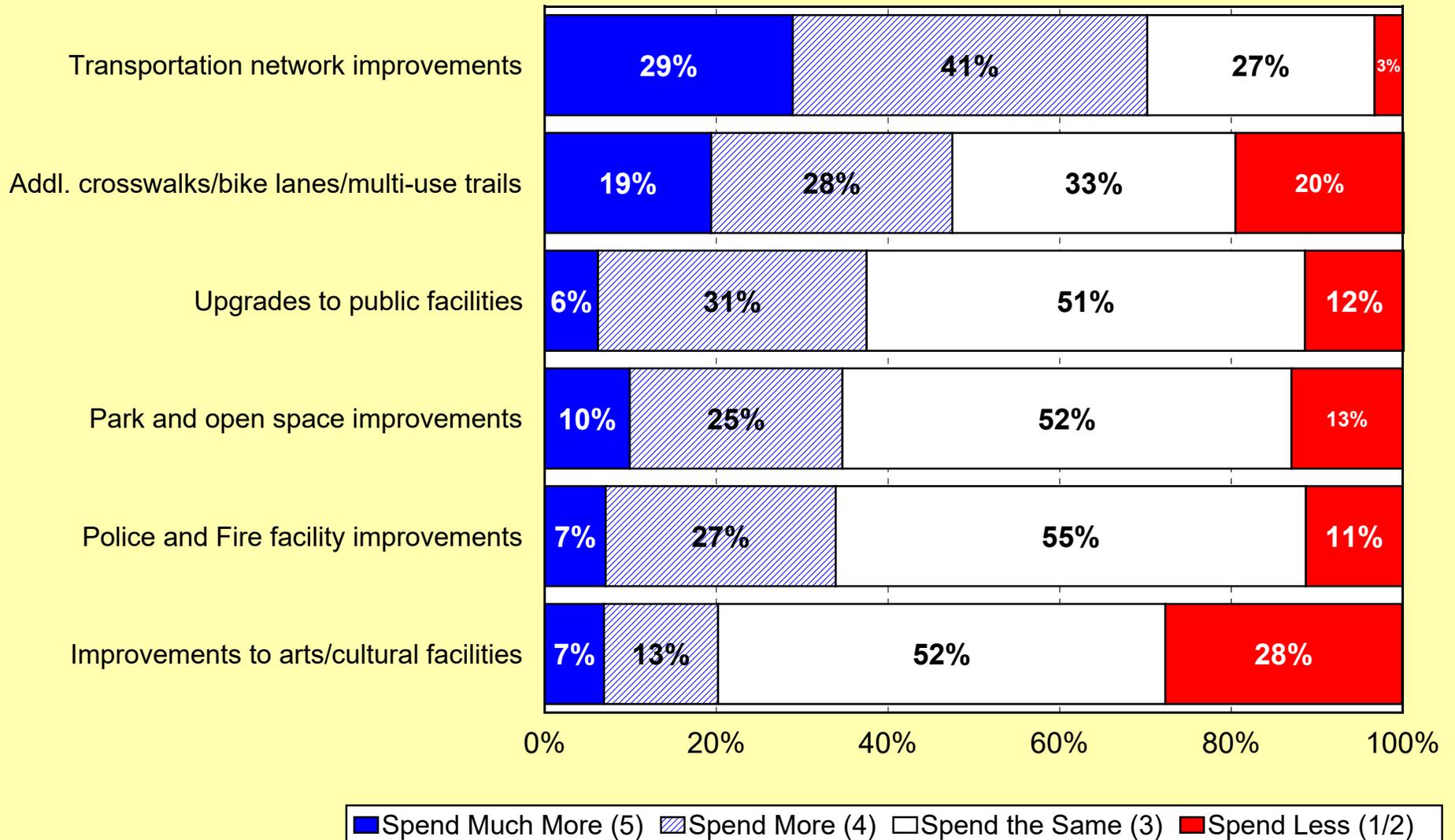
by percentage of respondents who selected the item as one of their top two choices



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

Q22. How Residents Think Funding for City Services Should Change

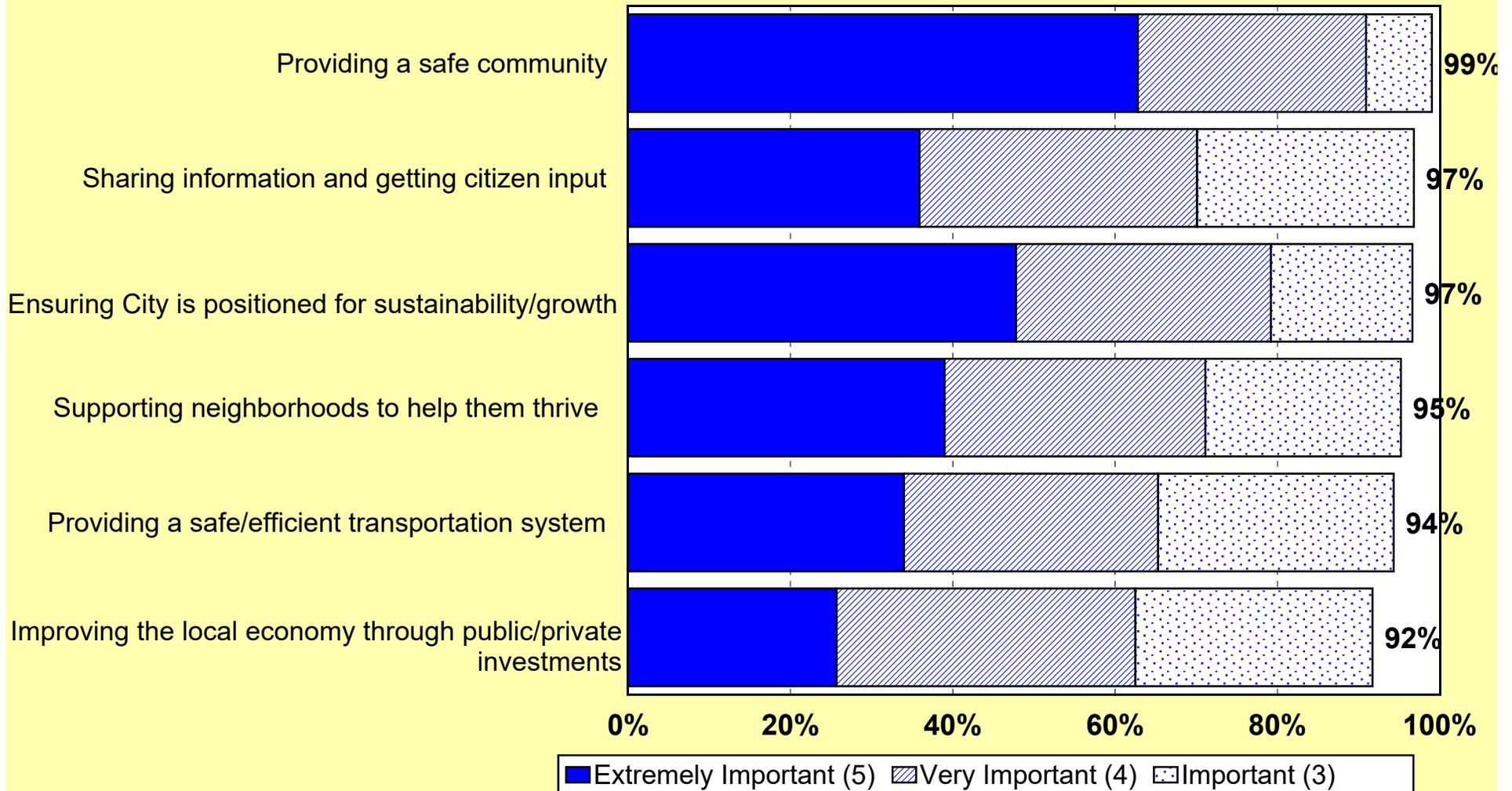
by percentage of respondents (excluding don't knows)



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

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

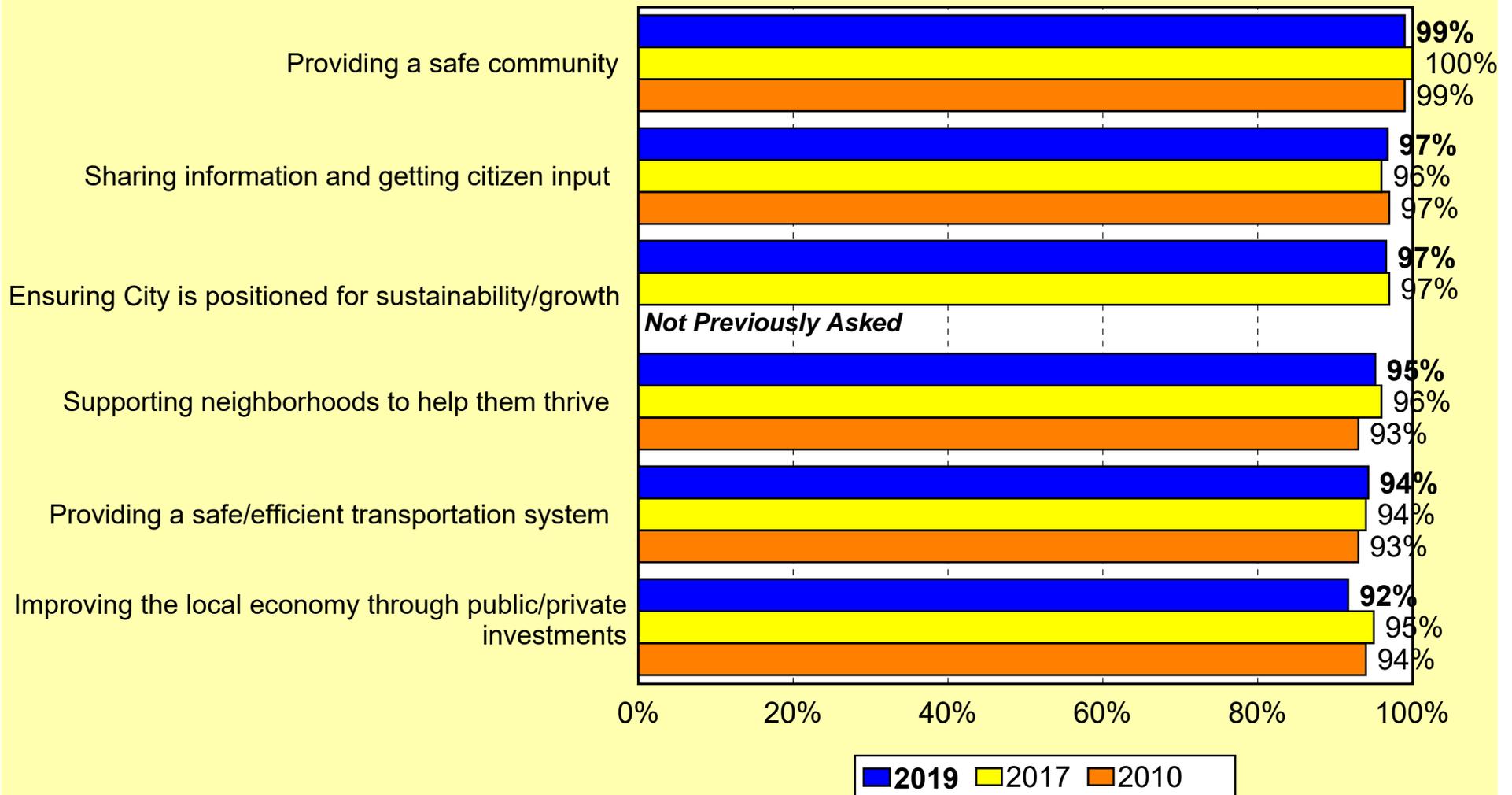
by percentage of respondents (excluding "don't know")



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

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

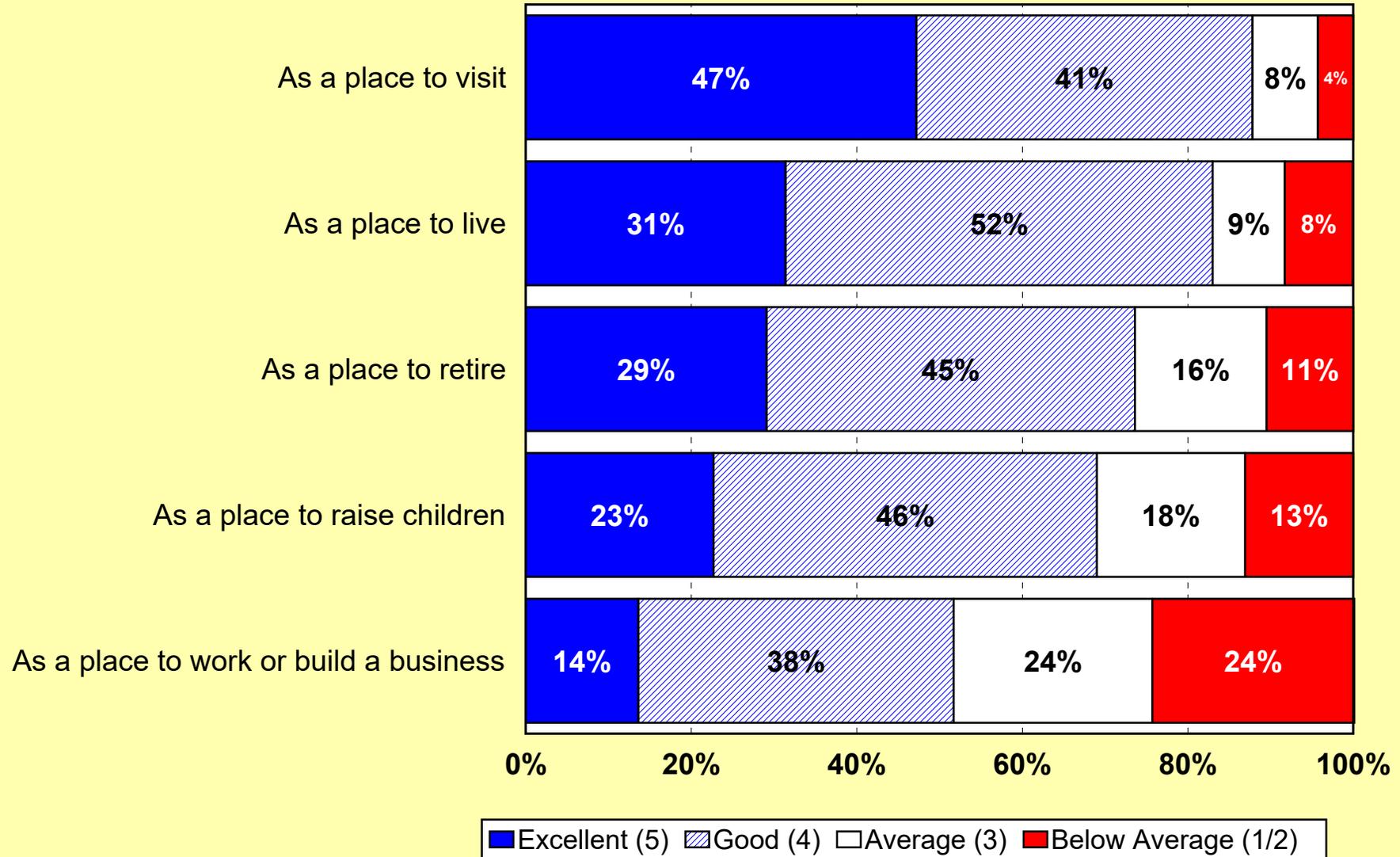
by percentage of respondents who felt the area was "extremely important," "very important" or "important" (excluding don't knows)



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

Q24. How Residents Rate the City of Wilmington

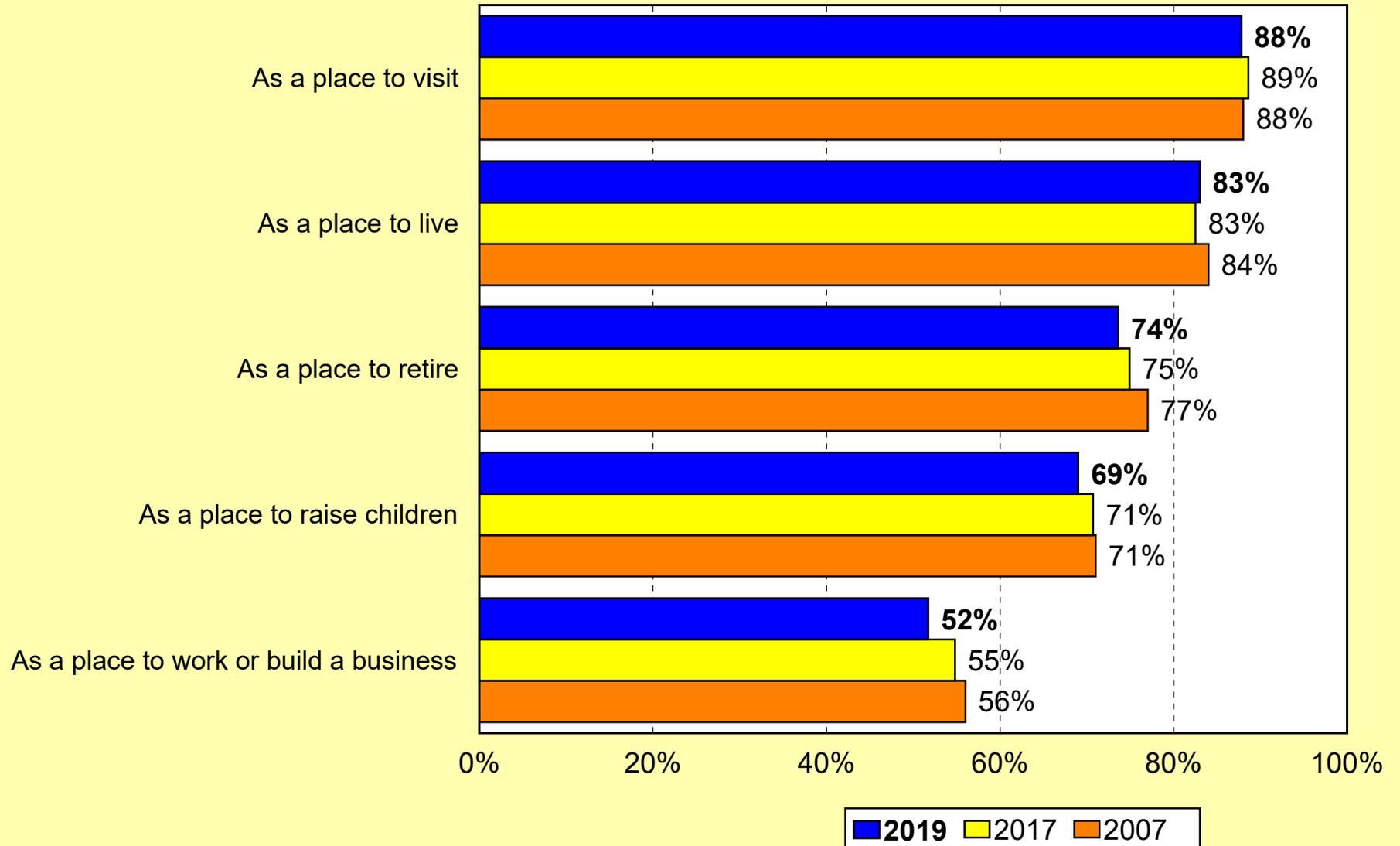
by percentage of respondents (excluding don't knows)



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

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

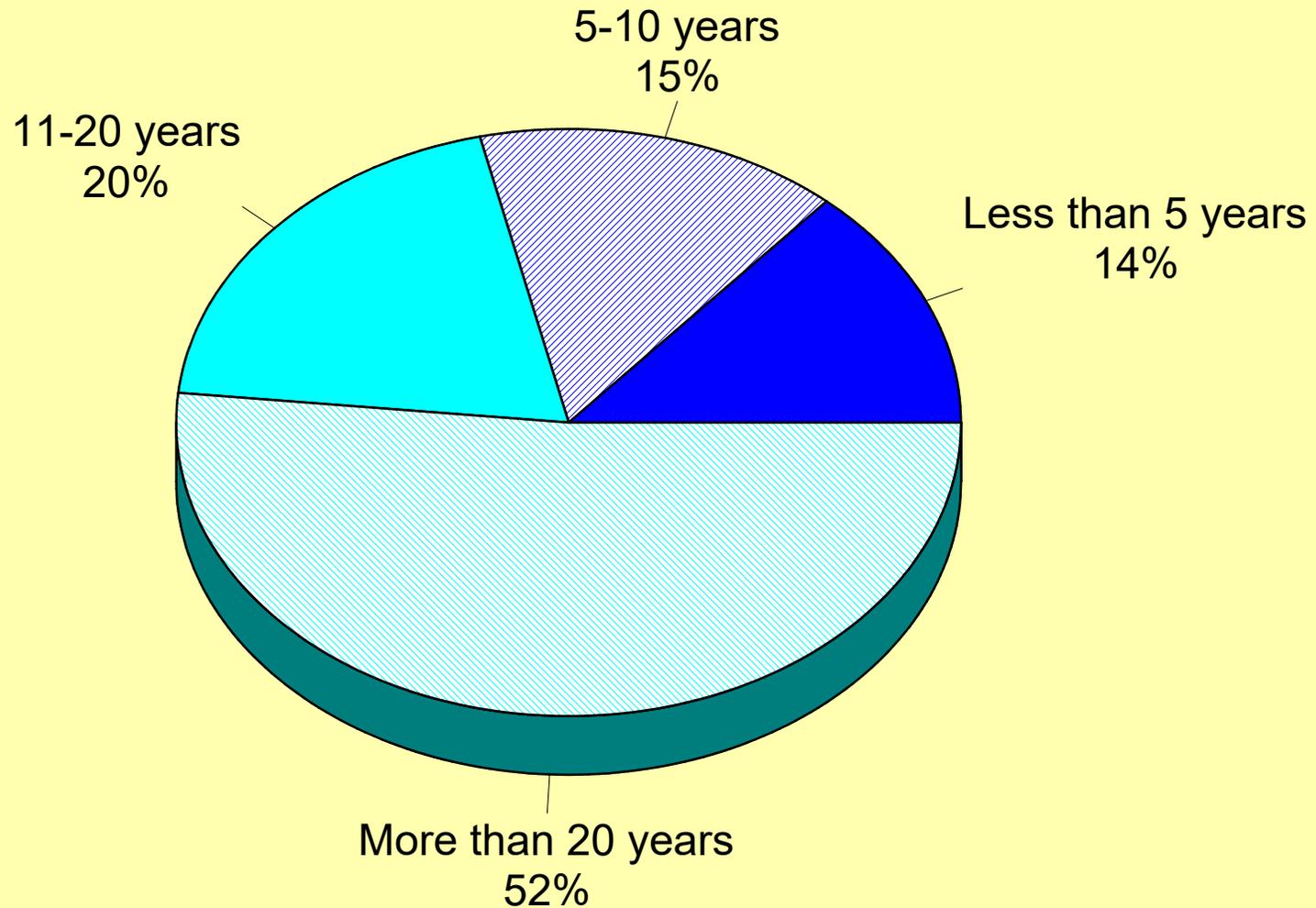
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

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

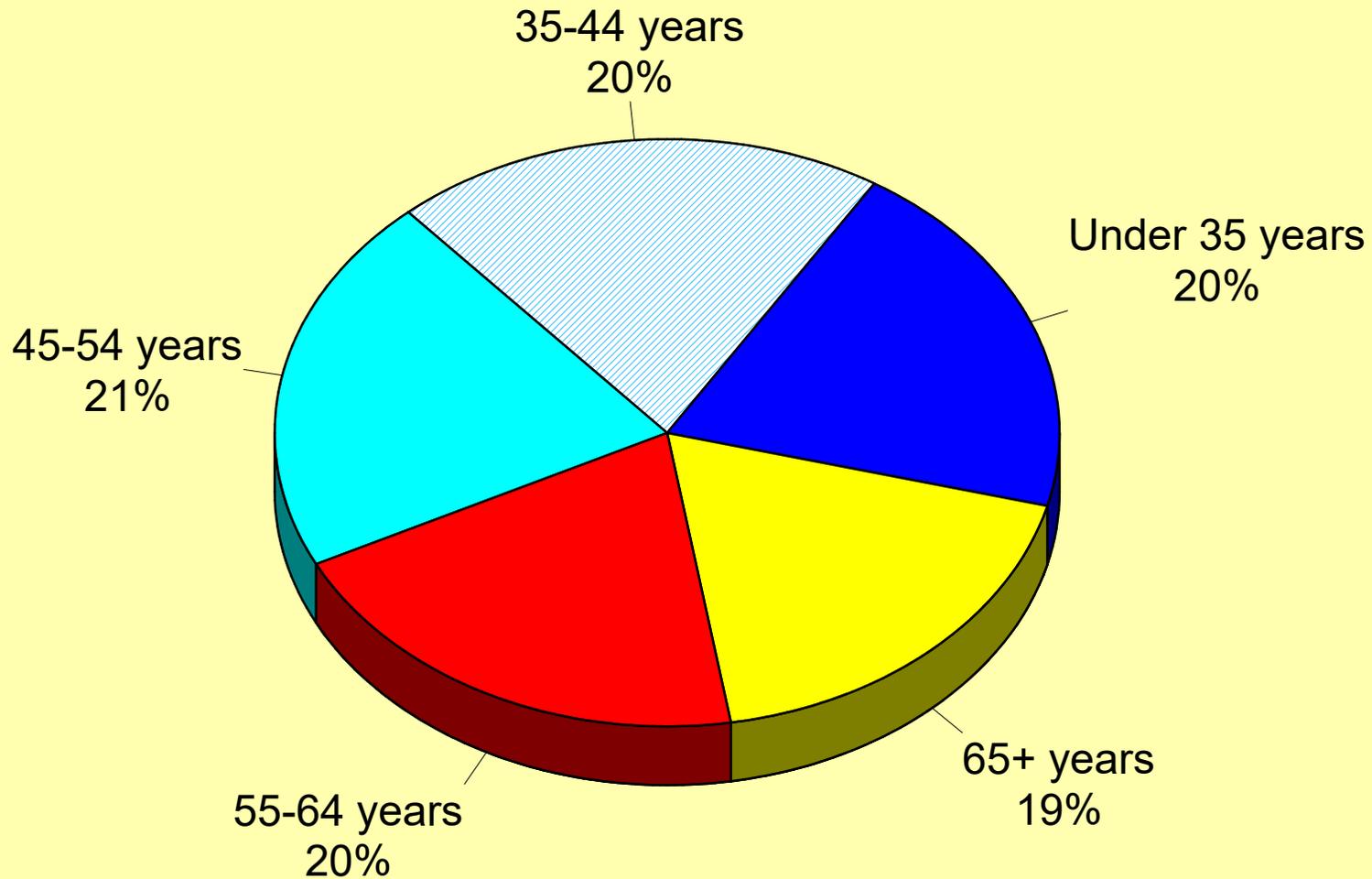
by percentage of respondents



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

Demographics: What is Your Age?

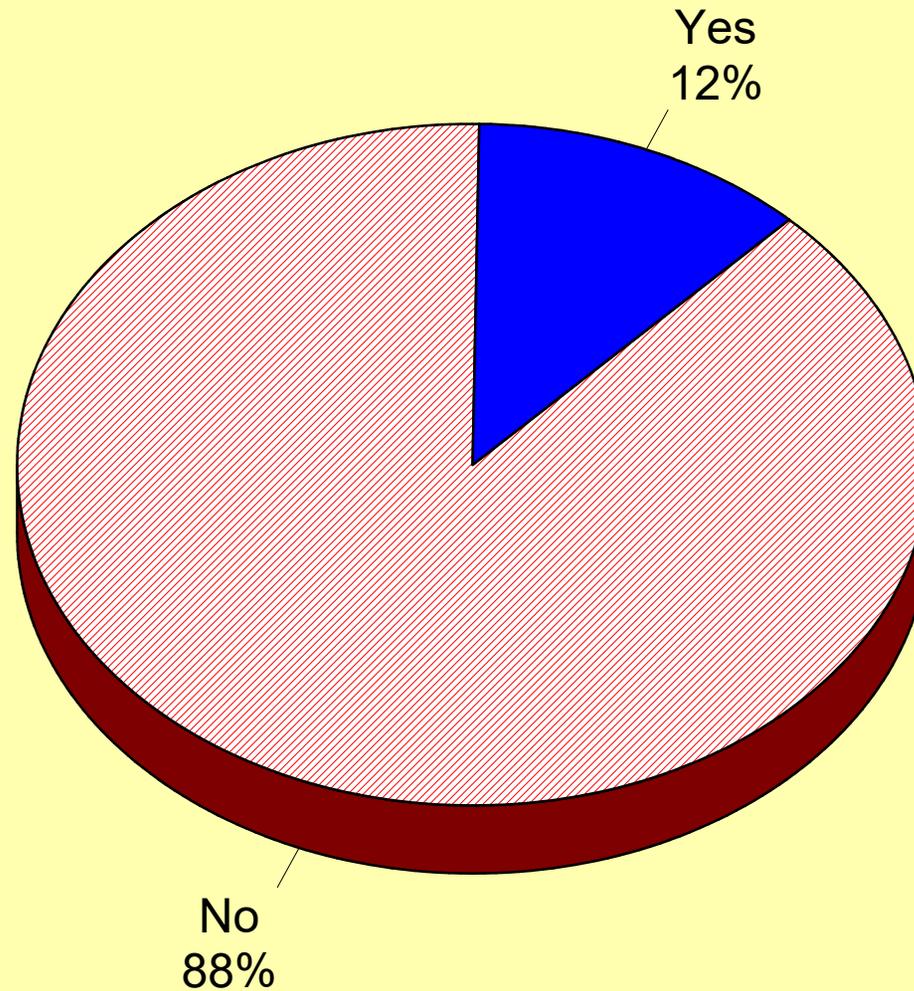
by percentage of respondents



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

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

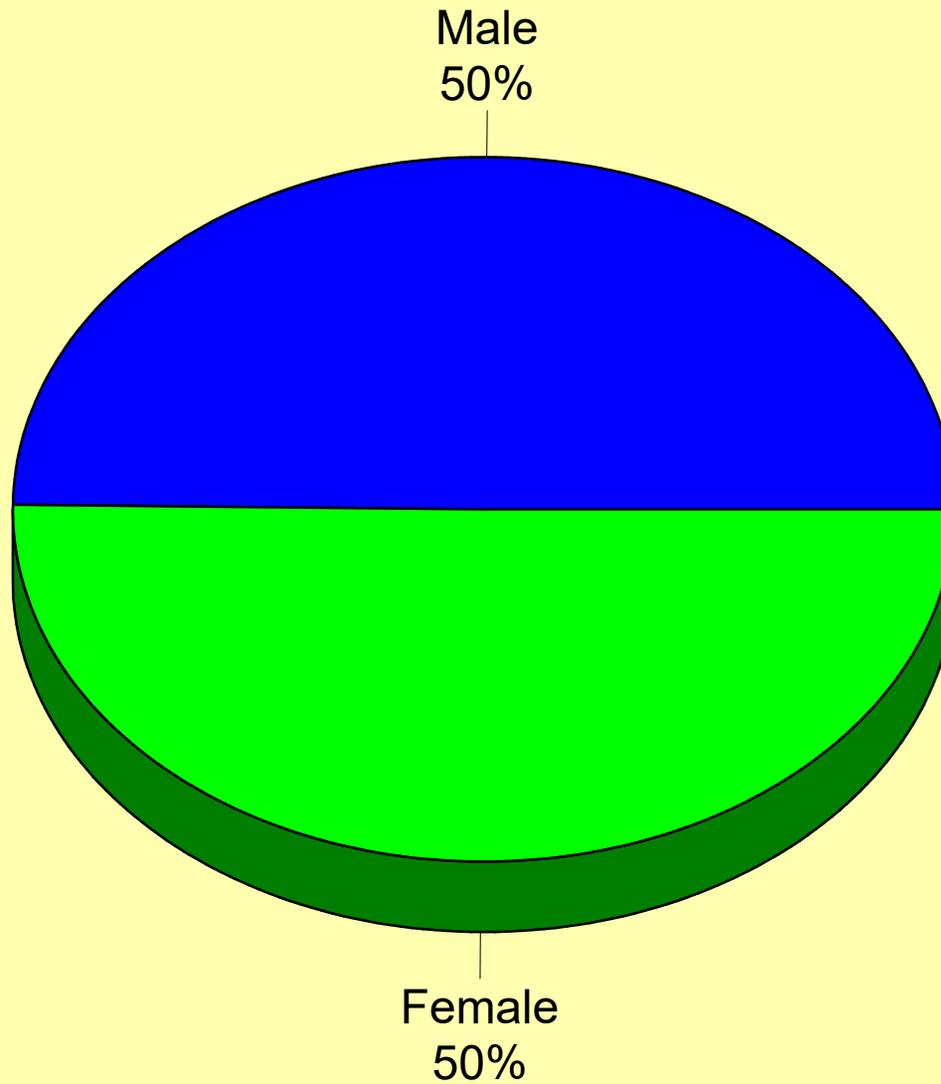
by percentage of respondents



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

Demographics: Gender

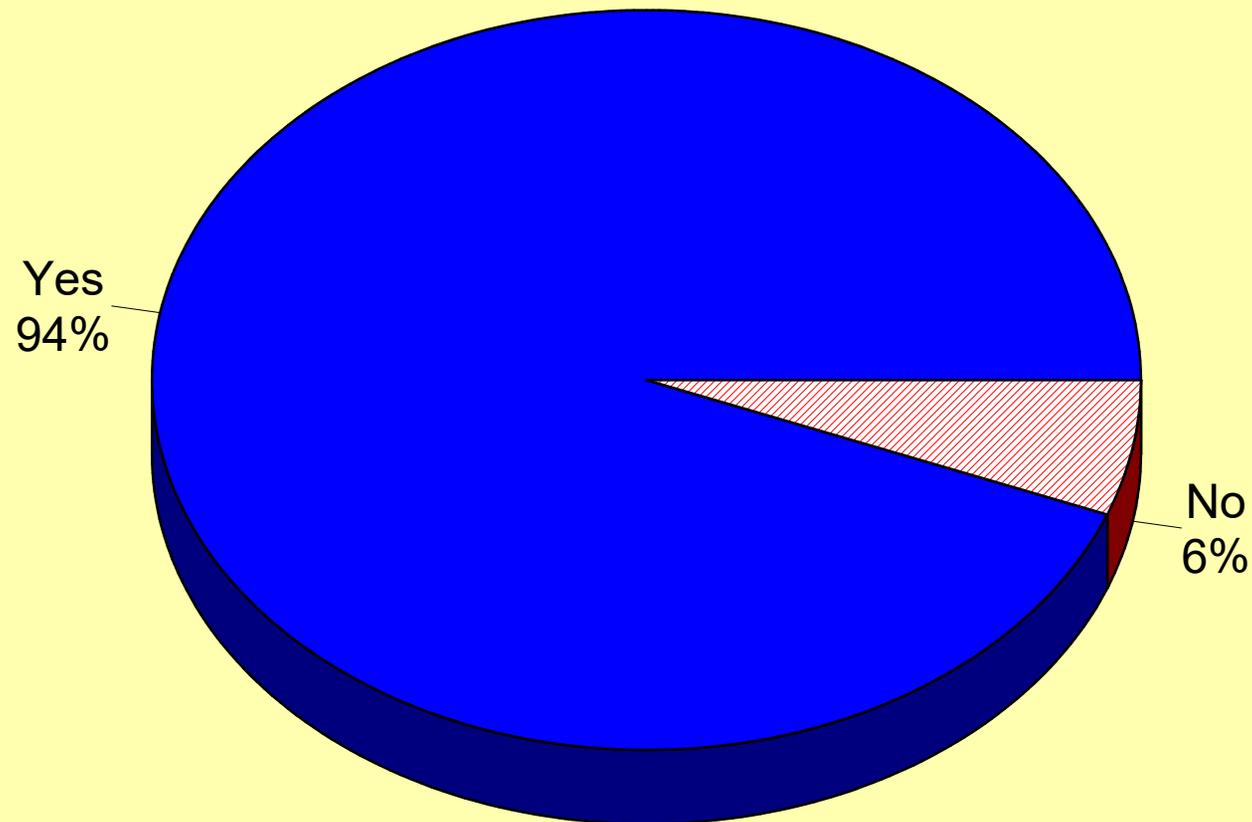
by percentage of respondents



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

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

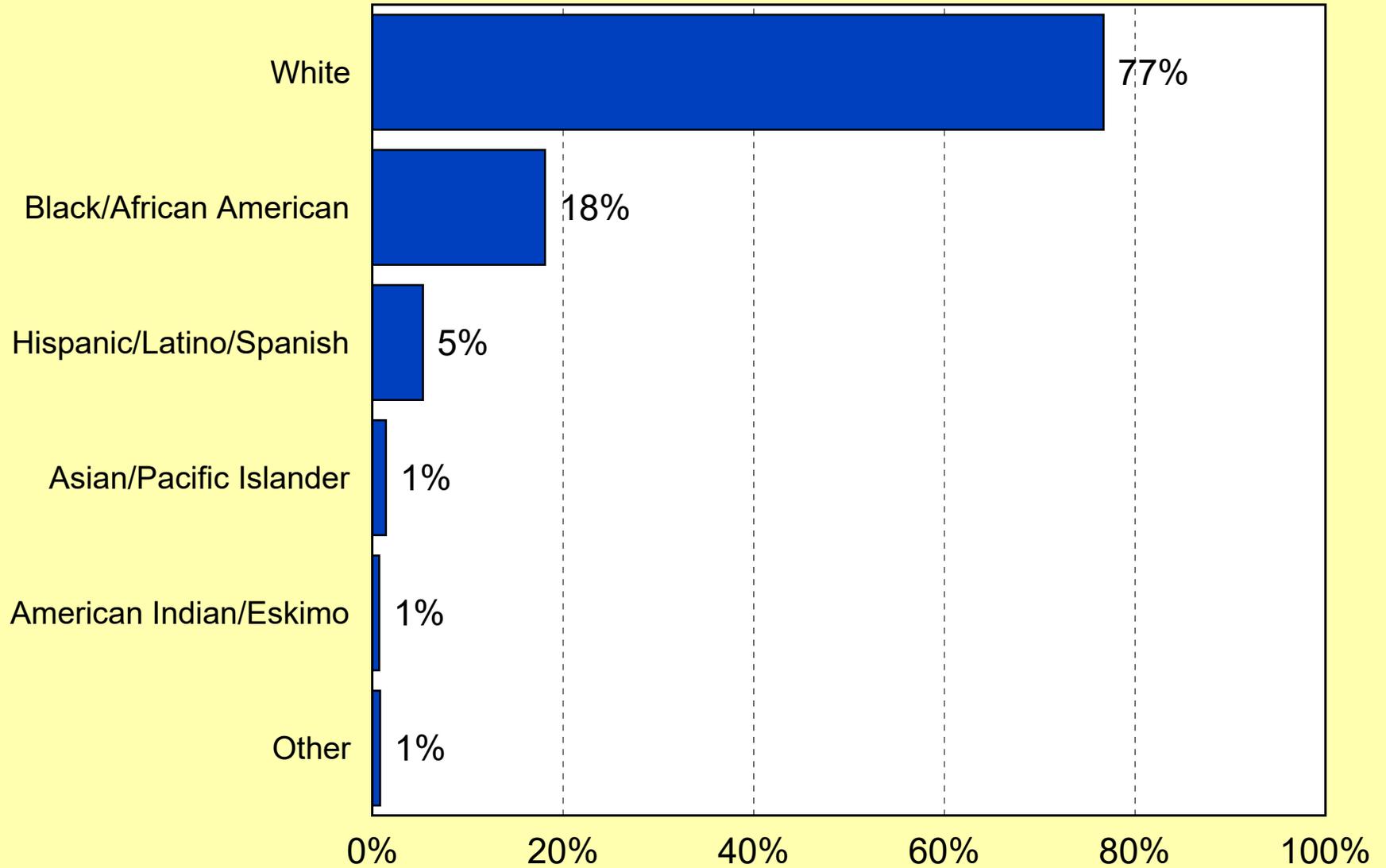
by percentage of respondents



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

Demographics: Race/Ethnicity

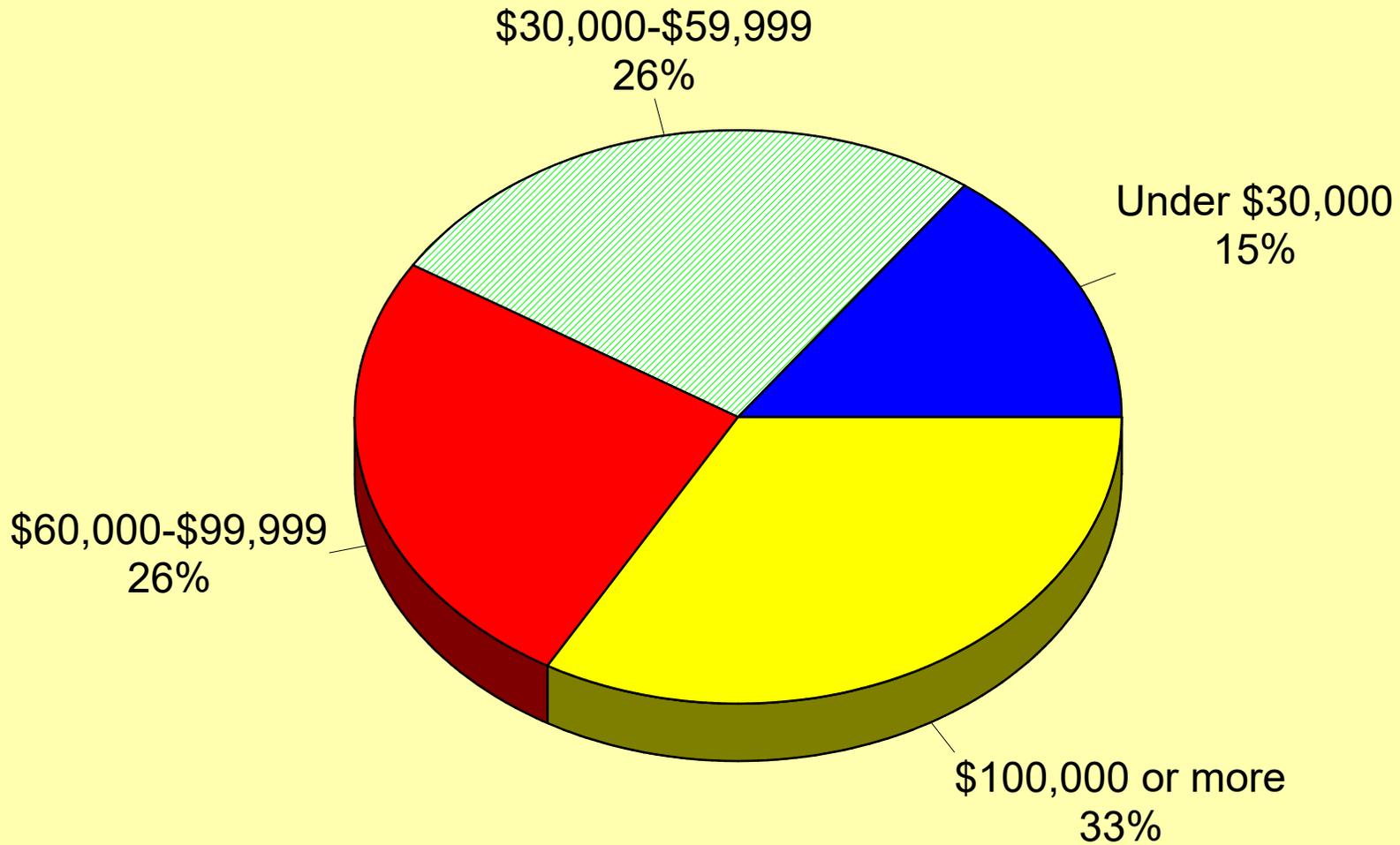
by percentage of respondents



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

Demographics: Total Annual Household Income

by percentage of respondents



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