

**NEW HANOVER COUNTY & CITY OF WILMINGTON
PARKS MASTER PLAN SURVEY - WILMINGTON
RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
HOW LONG HAVE YOU LIVED IN NEW HANOVER COUNTY?	Less than a year	3%	2%	3%
	1	2%	2%	2%
	2 - 3	9%	8%	10%
	4 - 10	25%	21%	27%
	11 - 20	28%	25%	28%
	21 or more	33%	42%	30%
TOTAL		100%	100%	100%
Average		18.3	22.9	16.7
n =		849	220	629

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF LOCAL PARKS AND RECREATION OPPORTUNITIES	1-Not at All Important	1%	2%	
	2	1%	2%	0%
	3-Neutral	5%	12%	2%
	4	16%	19%	15%
	5-Very Important	78%	65%	82%
TOTAL		100%	100%	100%
Average		4.7	4.4	4.8
n =		913	220	693
HOW KNOWLEDGEABLE/FAMILIA R WITH PARKS/RECREATION	1-Not at all familiar	1%	2%	1%
	2	3%	4%	3%
	3-Neutral	18%	32%	14%
	4	44%	38%	46%
	5-Very familiar	33%	24%	35%
TOTAL		100%	100%	100%
Average		4.0	3.8	4.1
n =		911	222	689

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of facilities to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF AQUATICS	1-Not at All Important	19%	22%	18%
	2	9%	10%	9%
	3-Neutral	28%	26%	29%
	4	19%	19%	19%
	5-Very Important	25%	24%	26%
TOTAL		100%	100%	100%
Average		3.2	3.1	3.3
n =		817	200	617
IMPORTANCE OF ATHLETIC FIELDS	1-Not at All Important	8%	12%	6%
	2	5%	10%	4%
	3-Neutral	15%	20%	13%
	4	14%	14%	15%
	5-Very Important	58%	44%	62%
TOTAL		100%	100%	100%
Average		4.1	3.7	4.2
n =		816	202	614
IMPORTANCE OF BALL FIELDS	1-Not at All Important	16%	14%	16%
	2	10%	11%	9%
	3-Neutral	29%	28%	29%
	4	18%	19%	18%
	5-Very Important	27%	26%	27%
TOTAL		100%	100%	100%
Average		3.3	3.3	3.3
n =		797	195	602
IMPORTANCE OF BEACH PARKS	1-Not at All Important	3%	6%	3%
	2	3%	2%	3%
	3-Neutral	14%	15%	13%
	4	24%	22%	25%
	5-Very Important	56%	56%	56%
TOTAL		100%	100%	100%
Average		4.3	4.2	4.3
n =		821	202	619

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of facilities to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF BOAT RAMPS	1-Not at All Important	18%	20%	18%
	2	8%	5%	9%
	3-Neutral	21%	17%	22%
	4	18%	21%	18%
	5-Very Important	35%	37%	34%
TOTAL		100%	100%	100%
Average		3.4	3.5	3.4
n =		775	176	599
IMPORTANCE OF BMX FACILITIES	1-Not at All Important	47%	48%	47%
	2	12%	13%	11%
	3-Neutral	28%	28%	28%
	4	8%	9%	7%
	5-Very Important	5%	2%	6%
TOTAL		100%	100%	100%
Average		2.1	2.0	2.2
n =		726	158	568
IMPORTANCE OF COMMUNITY GARDENS	1-Not at All Important	5%	4%	5%
	2	5%	4%	5%
	3-Neutral	23%	27%	22%
	4	27%	28%	27%
	5-Very Important	40%	36%	41%
TOTAL		100%	100%	100%
Average		3.9	3.9	3.9
n =		818	198	620
IMPORTANCE OF COMMUNITY PARKS	1-Not at All Important	1%	2%	1%
	2	1%	1%	1%
	3-Neutral	9%	10%	8%
	4	19%	18%	19%
	5-Very Important	70%	68%	70%
TOTAL		100%	100%	100%
Average		4.5	4.5	4.6
n =		838	213	625

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of facilities to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF DISC GOLF	1-Not at All Important	32%	39%	30%
	2	11%	11%	11%
	3-Neutral	28%	24%	29%
	4	16%	14%	16%
	5-Very Important	13%	12%	13%
TOTAL		100%	100%	100%
Average		2.7	2.5	2.7
n =		764	175	589
IMPORTANCE OF DOG PARKS	1-Not at All Important	20%	21%	20%
	2	8%	10%	8%
	3-Neutral	27%	21%	29%
	4	20%	17%	20%
	5-Very Important	25%	31%	23%
TOTAL		100%	100%	100%
Average		3.2	3.3	3.2
n =		811	197	614
IMPORTANCE OF OUTDOOR BASKETBALL COURTS	1-Not at All Important	20%	30%	16%
	2	10%	8%	11%
	3-Neutral	30%	24%	32%
	4	21%	15%	23%
	5-Very Important	20%	23%	19%
TOTAL		100%	100%	100%
Average		3.1	2.9	3.2
n =		811	207	604
IMPORTANCE OF PATHWAYS/TRAILS	1-Not at All Important	2%	5%	1%
	2	1%	1%	1%
	3-Neutral	9%	10%	8%
	4	19%	25%	18%
	5-Very Important	68%	59%	71%
TOTAL		100%	100%	100%
Average		4.5	4.3	4.6
n =		829	204	625

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of facilities to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF PERFORMANCE/FESTIVAL SPACE	1-Not at All Important	4%	5%	3%
	2	5%	4%	5%
	3-Neutral	20%	22%	19%
	4	26%	22%	27%
	5-Very Important	46%	47%	46%
TOTAL		100%	100%	100%
Average		4.1	4.0	4.1
n =		828	209	619
IMPORTANCE OF PICNIC SHELTERS	1-Not at All Important	5%	3%	6%
	2	7%	7%	7%
	3-Neutral	28%	32%	26%
	4	35%	33%	35%
	5-Very Important	25%	25%	25%
TOTAL		100%	100%	100%
Average		3.7	3.7	3.7
n =		835	214	621
IMPORTANCE OF PLAYGROUNDS	1-Not at All Important	9%	13%	7%
	2	5%	6%	4%
	3-Neutral	20%	17%	20%
	4	25%	22%	25%
	5-Very Important	43%	41%	43%
TOTAL		100%	100%	100%
Average		3.9	3.7	3.9
n =		824	211	613
IMPORTANCE OF SKATE PARKS	1-Not at All Important	32%	36%	31%
	2	12%	12%	11%
	3-Neutral	29%	23%	31%
	4	14%	15%	13%
	5-Very Important	14%	14%	14%
TOTAL		100%	100%	100%
Average		2.7	2.6	2.7
n =		777	184	593

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of facilities to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF TENNIS COURTS	1-Not at All Important	14%	23%	12%
	2	7%	5%	8%
	3-Neutral	29%	27%	30%
	4	25%	25%	25%
	5-Very Important	24%	20%	26%
TOTAL		100%	100%	100%
Average		3.4	3.1	3.5
n =		806	193	613
IMPORTANCE OF VOLLEYBALL COURTS	1-Not at All Important	21%	31%	18%
	2	12%	14%	11%
	3-Neutral	35%	28%	37%
	4	20%	15%	22%
	5-Very Important	12%	12%	11%
TOTAL		100%	100%	100%
Average		2.9	2.6	3.0
n =		780	182	598
IMPORTANCE OF OTHER FACILITY	1-Not at All Important	21%	37%	18%
	2	2%	2%	2%
	3-Neutral	41%	28%	44%
	4	9%	5%	10%
	5-Very Important	26%	27%	26%
TOTAL		100%	100%	100%
Average		3.2	2.8	3.2
n =		255	38	217

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of programs to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF ADULT PROGRAMS (NON-SPORTS)	1-Not at All Important	14%	12%	15%
	2	7%	5%	8%
	3-Neutral	34%	35%	33%
	4	25%	26%	25%
	5-Very Important	20%	22%	19%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.3
n =		717	183	534
IMPORTANCE OF ADULT SPORTS	1-Not at All Important	9%	12%	8%
	2	8%	5%	9%
	3-Neutral	30%	32%	29%
	4	25%	31%	23%
	5-Very Important	28%	21%	31%
TOTAL		100%	100%	100%
Average		3.6	3.4	3.6
n =		740	195	545
IMPORTANCE OF CULTURAL PROGRAMS	1-Not at All Important	6%	6%	6%
	2	8%	8%	8%
	3-Neutral	28%	24%	30%
	4	28%	27%	29%
	5-Very Important	30%	36%	28%
TOTAL		100%	100%	100%
Average		3.7	3.8	3.7
n =		749	205	544

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of programs to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF EDUCATIONAL PROGRAMS	1-Not at All Important	4%	5%	4%
	2	7%	7%	7%
	3-Neutral	26%	21%	27%
	4	30%	28%	31%
	5-Very Important	33%	39%	31%
TOTAL		100%	100%	100%
Average		3.8	3.9	3.8
n =		752	205	547
IMPORTANCE OF SENIOR PROGRAMS	1-Not at All Important	16%	13%	18%
	2	9%	6%	10%
	3-Neutral	27%	24%	28%
	4	19%	19%	18%
	5-Very Important	29%	39%	26%
TOTAL		100%	100%	100%
Average		3.4	3.7	3.2
n =		652	180	472
IMPORTANCE OF SPECIAL EVENTS	1-Not at All Important	4%	4%	4%
	2	4%	4%	4%
	3-Neutral	27%	21%	29%
	4	34%	31%	35%
	5-Very Important	31%	40%	27%
TOTAL		100%	100%	100%
Average		3.8	4.0	3.8
n =		725	190	535

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Importance of programs to your household</i>		Overall	Survey Version	
			Invitation	Open
IMPORTANCE OF YOUTH PROGRAMS (NON-SPORTS)	1-Not at All Important	9%	14%	6%
	2	5%	5%	5%
	3-Neutral	24%	16%	28%
	4	23%	29%	21%
	5-Very Important	39%	36%	39%
TOTAL		100%	100%	100%
Average		3.8	3.7	3.8
n =		712	195	517
IMPORTANCE OF YOUTH SPORTS	1-Not at All Important	8%	16%	5%
	2	3%	3%	2%
	3-Neutral	14%	14%	15%
	4	16%	26%	12%
	5-Very Important	59%	42%	65%
TOTAL		100%	100%	100%
Average		4.1	3.7	4.3
n =		736	203	533
IMPORTANCE OF OTHER PROGRAM	1-Not at All Important	12%	21%	9%
	2	4%	7%	4%
	3-Neutral	48%	28%	54%
	4	10%	9%	10%
	5-Very Important	26%	35%	23%
TOTAL		100%	100%	100%
Average		3.3	3.3	3.3
n =		149	37	112

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: AQUATICS	1-Not at All	19%	6%	23%
	2	17%	18%	17%
	3-Somewhat	41%	47%	38%
	4	16%	21%	13%
	5-Completely	8%	7%	9%
TOTAL		100%	100%	100%
Average		2.8	3.1	2.7
n =		579	156	423
MEETS COMMUNITY NEEDS: ATHLETIC FIELDS	1-Not at All	8%	3%	9%
	2	15%	3%	20%
	3-Somewhat	32%	26%	35%
	4	29%	39%	25%
	5-Completely	16%	29%	11%
TOTAL		100%	100%	100%
Average		3.3	3.9	3.1
n =		693	170	523
MEETS COMMUNITY NEEDS: BALL FIELDS	1-Not at All	3%	3%	3%
	2	7%	3%	8%
	3-Somewhat	33%	31%	33%
	4	36%	35%	36%
	5-Completely	22%	28%	20%
TOTAL		100%	100%	100%
Average		3.7	3.8	3.6
n =		576	147	429
MEETS COMMUNITY NEEDS: BEACH PARKS	1-Not at All	5%	2%	7%
	2	11%	11%	11%
	3-Somewhat	36%	37%	36%
	4	31%	28%	32%
	5-Completely	16%	22%	14%
TOTAL		100%	100%	100%
Average		3.4	3.6	3.4
n =		723	171	552

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: BOAT RAMPS	1-Not at All	8%	8%	8%
	2	18%	15%	19%
	3-Somewhat	36%	30%	38%
	4	24%	23%	24%
	5-Completely	14%	24%	11%
TOTAL		100%	100%	100%
Average		3.2	3.4	3.1
n =		562	131	431
MEETS COMMUNITY NEEDS: BMX FACILITIES	1-Not at All	27%	10%	33%
	2	17%	21%	15%
	3-Somewhat	30%	34%	28%
	4	14%	24%	11%
	5-Completely	12%	11%	13%
TOTAL		100%	100%	100%
Average		2.7	3.0	2.6
n =		293	78	215
MEETS COMMUNITY NEEDS: COMMUNITY GARDENS	1-Not at All	6%	4%	6%
	2	7%	8%	6%
	3-Somewhat	34%	38%	33%
	4	37%	33%	38%
	5-Completely	17%	17%	16%
TOTAL		100%	100%	100%
Average		3.5	3.5	3.5
n =		697	175	522
MEETS COMMUNITY NEEDS: COMMUNITY PARKS	1-Not at All	1%	1%	1%
	2	5%	7%	4%
	3-Somewhat	33%	26%	35%
	4	42%	43%	42%
	5-Completely	19%	23%	17%
TOTAL		100%	100%	100%
Average		3.7	3.8	3.7
n =		771	196	575

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: DISC GOLF	1-Not at All	12%	9%	13%
	2	15%	9%	17%
	3-Somewhat	42%	49%	40%
	4	18%	19%	17%
	5-Completely	13%	14%	13%
TOTAL		100%	100%	100%
Average		3.1	3.2	3.0
n =		419	106	313
MEETS COMMUNITY NEEDS: DOG PARKS	1-Not at All	5%	2%	6%
	2	8%	8%	8%
	3-Somewhat	44%	45%	44%
	4	28%	30%	27%
	5-Completely	15%	15%	15%
TOTAL		100%	100%	100%
Average		3.4	3.5	3.4
n =		583	156	427
MEETS COMMUNITY NEEDS: OUTDOOR BASKETBALL COURTS	1-Not at All	7%	9%	6%
	2	10%	4%	12%
	3-Somewhat	46%	46%	46%
	4	24%	26%	23%
	5-Completely	13%	14%	13%
TOTAL		100%	100%	100%
Average		3.3	3.3	3.2
n =		532	151	381
MEETS COMMUNITY NEEDS: PATHWAYS/TRAILS	1-Not at All	4%	2%	5%
	2	11%	10%	12%
	3-Somewhat	37%	40%	36%
	4	34%	31%	35%
	5-Completely	14%	17%	13%
TOTAL		100%	100%	100%
Average		3.4	3.5	3.4
n =		767	192	575

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: PERFORMANCE/FESTIVAL SPACE	1-Not at All	5%	3%	5%
	2	12%	13%	11%
	3-Somewhat	40%	32%	43%
	4	28%	29%	28%
	5-Completely	15%	23%	12%
TOTAL		100%	100%	100%
Average		3.4	3.6	3.3
n =		719	186	533
MEETS COMMUNITY NEEDS: PICNIC SHELTERS	1-Not at All	2%	2%	2%
	2	5%	7%	4%
	3-Somewhat	35%	32%	36%
	4	38%	36%	39%
	5-Completely	20%	24%	19%
TOTAL		100%	100%	100%
Average		3.7	3.7	3.7
n =		731	188	543
MEETS COMMUNITY NEEDS: PLAYGROUNDS	1-Not at All	2%	3%	2%
	2	5%	8%	4%
	3-Somewhat	32%	27%	33%
	4	43%	41%	43%
	5-Completely	18%	21%	17%
TOTAL		100%	100%	100%
Average		3.7	3.7	3.7
n =		715	182	533
MEETS COMMUNITY NEEDS: SKATE PARKS	1-Not at All	11%	8%	12%
	2	14%	8%	16%
	3-Somewhat	40%	49%	37%
	4	20%	23%	19%
	5-Completely	15%	11%	17%
TOTAL		100%	100%	100%
Average		3.1	3.2	3.1
n =		420	107	313

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: TENNIS COURTS	1-Not at All	4%	5%	4%
	2	6%	10%	5%
	3-Somewhat	34%	29%	35%
	4	35%	33%	36%
	5-Completely	21%	22%	20%
TOTAL		100%	100%	100%
Average		3.6	3.6	3.6
n =		616	153	463
MEETS COMMUNITY NEEDS: VOLLEYBALL COURTS	1-Not at All	9%	11%	9%
	2	17%	13%	18%
	3-Somewhat	39%	43%	38%
	4	22%	25%	21%
	5-Completely	13%	9%	14%
TOTAL		100%	100%	100%
Average		3.1	3.1	3.1
n =		448	116	332
MEETS COMMUNITY NEEDS: OTHER FACILITY	1-Not at All	27%	10%	31%
	2	14%	13%	15%
	3-Somewhat	36%	52%	31%
	4	11%	12%	10%
	5-Completely	13%	13%	13%
TOTAL		100%	100%	100%
Average		2.7	3.1	2.6
n =		138	29	109
MEETS COMMUNITY NEEDS: ADULT PROGRAMS (NON- SPORTS)	1-Not at All	5%	4%	6%
	2	12%	13%	12%
	3-Somewhat	46%	45%	47%
	4	25%	24%	26%
	5-Completely	11%	15%	10%
TOTAL		100%	100%	100%
Average		3.2	3.3	3.2
n =		516	130	386

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: ADULT SPORTS	1-Not at All	5%	2%	7%
	2	14%	17%	13%
	3-Somewhat	44%	49%	43%
	4	25%	21%	27%
	5-Completely	11%	13%	10%
TOTAL		100%	100%	100%
Average		3.2	3.3	3.2
n =		580	157	423
MEETS COMMUNITY NEEDS: CULTURAL PROGRAMS	1-Not at All	5%	9%	4%
	2	14%	14%	14%
	3-Somewhat	41%	34%	44%
	4	27%	27%	27%
	5-Completely	12%	15%	11%
TOTAL		100%	100%	100%
Average		3.3	3.2	3.3
n =		588	167	421
MEETS COMMUNITY NEEDS: EDUCATIONAL PROGRAMS	1-Not at All	4%	7%	3%
	2	15%	12%	16%
	3-Somewhat	44%	37%	47%
	4	25%	28%	24%
	5-Completely	12%	17%	10%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.2
n =		604	167	437
MEETS COMMUNITY NEEDS: SENIOR PROGRAMS	1-Not at All	6%	9%	5%
	2	13%	10%	14%
	3-Somewhat	41%	34%	45%
	4	23%	26%	22%
	5-Completely	17%	22%	14%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.3
n =		425	135	290

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>How are they meeting the needs of the community?</i>		Overall	Survey Version	
			Invitation	Open
MEETS COMMUNITY NEEDS: SPECIAL EVENTS	1-Not at All	3%	8%	2%
	2	10%	12%	10%
	3-Somewhat	44%	31%	48%
	4	31%	32%	30%
	5-Completely	12%	17%	10%
TOTAL		100%	100%	100%
Average		3.4	3.4	3.4
n =		586	155	431
MEETS COMMUNITY NEEDS: YOUTH PROGRAMS (NON- SPORTS)	1-Not at All	4%	9%	2%
	2	11%	6%	13%
	3-Somewhat	46%	39%	48%
	4	27%	31%	25%
	5-Completely	12%	15%	11%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.3
n =		552	157	395
MEETS COMMUNITY NEEDS: YOUTH SPORTS	1-Not at All	6%	6%	6%
	2	12%	6%	15%
	3-Somewhat	36%	36%	35%
	4	31%	34%	30%
	5-Completely	15%	18%	13%
TOTAL		100%	100%	100%
Average		3.4	3.5	3.3
n =		618	167	451
MEETS COMMUNITY NEEDS: OTHER PROGRAM	1-Not at All	12%	12%	12%
	2	11%	6%	14%
	3-Somewhat	49%	48%	49%
	4	15%	20%	12%
	5-Completely	13%	14%	12%
TOTAL		100%	100%	100%
Average		3.1	3.2	3.0
n =		105	32	73

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
INDICATE IF YOUR HOUSEHOLD HAS A NEED FOR:	Community events	72%	83%	68%
	Volunteer opportunities	66%	56%	69%
	Fitness and wellness programs	65%	73%	63%
	Athletic leagues - youth	48%	41%	50%
	Athletic leagues - adult	40%	36%	41%
	Environmental education classes	38%	46%	35%
	Adult programs (non-sports)	37%	47%	34%
	Family programs	37%	40%	36%
	Senior programs	23%	34%	19%
	Other	10%	5%	12%
TOTAL		437%	460%	428%
	n =	776	201	575

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
TOP AREA FOR PARKS AND RECREATION FOCUS	Maintenance of parks and facilities	11%	17%	9%
	Pathway connectivity	11%	13%	10%
	Drainage on fields	9%	3%	11%
	Public access to waterfronts	9%	12%	7%
	Promoting healthy, active lifestyles	8%	6%	9%
	Safety and security	8%	15%	6%
	Developing new parks in under-served areas	8%	3%	9%
	Land preservation/acquisition	7%	8%	7%
	Other	7%	2%	9%
	Family-oriented activities	5%	10%	4%
	Aquatic facilities/programming	5%	6%	5%
	Protecting the environment	5%	3%	6%
	Balance of organized sports and passive park activities	4%		6%
	Community-wide special events	2%	2%	1%
	Accessibility	0%	1%	0%
	Customer service	0%		0%
	Eco-tourism	0%		0%
	Volunteer opportunities	0%		0%
TOTAL		100%	100%	100%
	n =	769	190	579

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
TOP THREE AREAS FOR PARKS AND RECREATION FOCUS	Maintenance of parks and facilities	33%	33%	34%
	Pathway connectivity	29%	30%	29%
	Public access to waterfronts	24%	30%	22%
	Promoting healthy, active lifestyles	24%	19%	25%
	Developing new parks in under-served areas	22%	17%	24%
	Drainage on fields	22%	8%	26%
	Land preservation/acquisition	20%	17%	21%
	Safety and security	20%	40%	14%
	Protecting the environment	18%	17%	18%
	Balance of organized sports and passive park activities	16%	12%	17%
	Family-oriented activities	16%	21%	14%
	Aquatic facilities/programming	12%	15%	11%
	Community-wide special events	8%	11%	7%
	Other	7%	2%	9%
	Eco-tourism	4%	9%	2%
	Accessibility	4%	6%	3%
	Volunteer opportunities	2%	3%	2%
	Customer service	1%		2%
TOTAL		281%	290%	278%
	n =	783	190	593

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
WHAT WOULD INCREASE YOUR UTILIZATION, IF ADDRESSED?	Additional facilities and amenities	46%	31%	52%
	Awareness of programs (communications)	33%	37%	32%
	Condition/maintenance of parks or buildings	30%	36%	28%
	Safety and security	22%	35%	16%
	Parking	17%	26%	14%
	Quality of equipment	17%	19%	16%
	Accessibility	15%	18%	14%
	Wi-Fi connectivity	14%	21%	11%
	Pricing/user fees	12%	18%	9%
	Programs I want	10%	9%	11%
	Other	7%	7%	7%
	Customer service/staff knowledge	5%	6%	4%
	Hours of operation	4%	2%	5%
	TOTAL		232%	265%
	n =	634	191	443

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Greatest needs to be added or improved</i>		Overall	Survey Version	
			Invitation	Open
NEED FOR INDOOR AQUATICS FACILITY	1-Not at All Important	16%	16%	16%
	2	7%	5%	7%
	3-Neutral	32%	30%	33%
	4	17%	17%	17%
	5-Very Important	28%	32%	27%
TOTAL		100%	100%	100%
Average		3.4	3.4	3.3
n =		723	198	525
NEED FOR INDOOR COURTS	1-Not at All Important	12%	12%	12%
	2	8%	8%	8%
	3-Neutral	38%	31%	40%
	4	24%	29%	22%
	5-Very Important	18%	20%	17%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.2
n =		712	198	514
NEED FOR NEW INDOOR SPORTS COMPLEX	1-Not at All Important	9%	13%	8%
	2	7%	5%	7%
	3-Neutral	27%	24%	28%
	4	27%	29%	26%
	5-Very Important	30%	29%	31%
TOTAL		100%	100%	100%
Average		3.6	3.6	3.7
n =		715	199	516
NEED FOR BOAT RAMPS	1-Not at All Important	17%	13%	18%
	2	7%	8%	7%
	3-Neutral	28%	27%	28%
	4	25%	23%	26%
	5-Very Important	23%	28%	21%
TOTAL		100%	100%	100%
Average		3.3	3.4	3.2
n =		721	206	515
NEED FOR BOTANICAL/COMMUNITY GARDENS	1-Not at All Important	10%	11%	9%
	2	6%	5%	7%
	3-Neutral	28%	21%	30%
	4	31%	40%	28%
	5-Very Important	25%	23%	27%
TOTAL		100%	100%	100%
Average		3.6	3.6	3.6
n =		724	201	523

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Greatest needs to be added or improved</i>		Overall	Survey Version	
			Invitation	Open
NEED FOR DOG PARKS	1-Not at All Important	18%	15%	18%
	2	10%	7%	12%
	3-Neutral	35%	31%	36%
	4	23%	26%	21%
	5-Very Important	15%	20%	13%
TOTAL		100%	100%	100%
Average		3.1	3.3	3.0
n =		730	209	521
NEED FOR EXERCISE STATIONS ALONG TRAILS IN PARKS	1-Not at All Important	14%	12%	14%
	2	11%	10%	11%
	3-Neutral	33%	33%	32%
	4	28%	30%	27%
	5-Very Important	16%	16%	16%
TOTAL		100%	100%	100%
Average		3.2	3.3	3.2
n =		723	207	516
NEED FOR HORSE/EQUESTRIAN FACILITY/TRAILS	1-Not at All Important	36%	29%	38%
	2	18%	22%	17%
	3-Neutral	35%	36%	35%
	4	7%	11%	5%
	5-Very Important	5%	3%	5%
TOTAL		100%	100%	100%
Average		2.3	2.4	2.2
n =		711	200	511
NEED FOR IMPROVED PARK AMENITIES	1-Not at All Important	3%	3%	3%
	2	3%	2%	3%
	3-Neutral	19%	12%	22%
	4	36%	40%	34%
	5-Very Important	40%	42%	39%
TOTAL		100%	100%	100%
Average		4.1	4.2	4.0
n =		729	206	523
NEED FOR LIGHTS FOR OUTDOOR ATHLETIC FACILITIES	1-Not at All Important	4%	5%	3%
	2	3%	5%	2%
	3-Neutral	21%	20%	21%
	4	26%	30%	25%
	5-Very Important	46%	39%	48%
TOTAL		100%	100%	100%
Average		4.1	3.9	4.1
n =		725	204	521

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Greatest needs to be added or improved</i>		Overall	Survey Version	
			Invitation	Open
NEED FOR LIGHTS FOR TRAILS	1-Not at All Important	6%	7%	6%
	2	4%	3%	5%
	3-Neutral	21%	19%	21%
	4	29%	32%	29%
	5-Very Important	40%	40%	39%
TOTAL		100%	100%	100%
Average		3.9	4.0	3.9
n =		721	202	519
NEED FOR NEW PARKS	1-Not at All Important	5%	10%	4%
	2	5%	10%	3%
	3-Neutral	29%	35%	26%
	4	27%	21%	28%
	5-Very Important	35%	23%	39%
TOTAL		100%	100%	100%
Average		3.8	3.4	4.0
n =		681	164	517
NEED FOR OUTDOOR AMPHITHEATER/CONCERT VENUE	1-Not at All Important	7%	11%	6%
	2	7%	5%	8%
	3-Neutral	30%	27%	30%
	4	29%	34%	27%
	5-Very Important	28%	23%	29%
TOTAL		100%	100%	100%
Average		3.6	3.5	3.7
n =		721	199	522
NEED FOR PATHWAYS & TRAILS	1-Not at All Important	3%	4%	3%
	2	2%	2%	2%
	3-Neutral	15%	15%	15%
	4	32%	33%	32%
	5-Very Important	48%	47%	48%
TOTAL		100%	100%	100%
Average		4.2	4.2	4.2
n =		730	204	526
NEED FOR PARKING AT RECREATIONAL FACILITIES	1-Not at All Important	6%	8%	5%
	2	7%	13%	5%
	3-Neutral	40%	45%	38%
	4	25%	22%	26%
	5-Very Important	22%	12%	25%
TOTAL		100%	100%	100%
Average		3.5	3.2	3.6
n =		691	172	519

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

<i>Greatest needs to be added or improved</i>		Overall	Survey Version	
			Invitation	Open
NEED FOR PICKLEBALL COURTS	1-Not at All Important	42%	35%	45%
	2	8%	9%	8%
	3-Neutral	35%	42%	32%
	4	9%	11%	8%
	5-Very Important	6%	4%	7%
TOTAL		100%	100%	100%
Average		2.3	2.4	2.3
n =		705	190	515
NEED FOR PLAYGROUNDS	1-Not at All Important	7%	7%	7%
	2	6%	4%	7%
	3-Neutral	33%	34%	32%
	4	27%	29%	26%
	5-Very Important	27%	27%	27%
TOTAL		100%	100%	100%
Average		3.6	3.6	3.6
n =		716	198	518
NEED FOR SHADE STRUCTURES IN PARKS	1-Not at All Important	6%	5%	6%
	2	5%	1%	6%
	3-Neutral	29%	32%	27%
	4	33%	36%	32%
	5-Very Important	27%	26%	28%
TOTAL		100%	100%	100%
Average		3.7	3.8	3.7
n =		729	206	523
NEED FOR OTHER INDOOR OR OUTDOOR FACILITY	1-Not at All Important	15%	22%	14%
	2	2%		3%
	3-Neutral	44%	45%	44%
	4	11%	8%	11%
	5-Very Important	28%	25%	29%
TOTAL		100%	100%	100%
Average		3.4	3.1	3.4
n =		445	45	400

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
TOP PRIORITY FACILITY TO ADD, EXPAND OR IMPROVE	Indoor aquatics facility	12%	10%	13%
	Pathways & trails	12%	14%	11%
	Boat ramps	9%	14%	8%
	Lights for outdoor facilities	9%	6%	9%
	New parks	7%	4%	9%
	Improved park amenities	7%	7%	7%
	Other indoor or outdoor facility	7%	2%	9%
	Botanical/community gardens	6%	6%	6%
	Indoor sports complex	6%	2%	7%
	Playgrounds	4%	6%	3%
	Indoor courts	4%	5%	3%
	Lights for trails	4%	6%	3%
	Outdoor amphitheater/concert venue	4%	9%	2%
	Dog parks	3%	3%	2%
	Exercise stations along trails in parks	2%	2%	3%
	Pickleball courts	2%	1%	2%
	Shade structures in parks	2%	3%	1%
	Parking at recreational facilities	1%	1%	1%
Horse/equestrian facility/trails	0%		1%	
TOTAL		100%	100%	100%
	n =	721	202	519

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
SECOND PRIORITY FACILITY TO ADD, EXPAND OR IMPROVE	Pathways & trails	12%	12%	12%
	Lights for outdoor facilities	9%	9%	9%
	Improved park amenities	8%	13%	7%
	Lights for trails	8%	12%	6%
	Indoor sports complex	7%	5%	8%
	New parks	7%	5%	7%
	Botanical/community gardens	6%	4%	7%
	Boat ramps	6%	5%	6%
	Outdoor amphitheater/concert venue	5%	4%	6%
	Indoor courts	5%	2%	6%
	Indoor aquatics facility	5%	5%	5%
	Dog parks	5%	7%	4%
	Playgrounds	4%	5%	3%
	Exercise stations along trails in parks	3%	4%	3%
	Other indoor or outdoor facility	3%	0%	4%
	Shade structures in parks	3%	2%	3%
	No second option selected	2%	3%	2%
	Parking at recreational facilities	2%	3%	1%
	Pickleball courts	1%	1%	1%
	Horse/equestrian facility/trails	0%	0%	1%
TOTAL		100%	100%	100%
	n =	721	202	519

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
THIRD PRIORITY TO ADD, EXPAND OR IMPROVE	Pathways & trails	12%	14%	12%
	Improved park amenities	11%	11%	11%
	Botanical/community gardens	8%	11%	7%
	Indoor sports complex	8%	6%	9%
	Lights for trails	8%	11%	6%
	New parks	7%	2%	9%
	Outdoor amphitheater/concert venue	7%	5%	8%
	Lights for outdoor facilities	6%	3%	7%
	Playgrounds	5%	6%	4%
	Shade structures in parks	4%	5%	4%
	Exercise stations along trails in parks	4%	7%	3%
	Boat ramps	4%	5%	3%
	Indoor aquatics facility	3%	2%	4%
	Dog parks	3%	3%	3%
	Other indoor or outdoor facility	3%	2%	3%
	Parking at recreational facilities	2%	1%	2%
	Indoor courts	2%	1%	2%
	Pickleball courts	1%	1%	2%
	Horse/equestrian facility/trails	1%	0%	1%
TOTAL		100%	100%	100%
	n =	690	190	500

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
TOP THREE PRIORITIES TO ADD, EXPAND OR IMPROVE	Pathways & trails	35%	39%	34%
	Improved park amenities	26%	31%	24%
	Lights for outdoor facilities	23%	18%	26%
	New parks	21%	11%	25%
	Indoor sports complex	21%	13%	24%
	Botanical/community gardens	21%	22%	20%
	Indoor aquatics facility	20%	17%	21%
	Lights for trails	19%	28%	15%
	Boat ramps	19%	23%	17%
	Outdoor amphitheater/concert venue	15%	17%	15%
	Other indoor or outdoor facility	13%	4%	16%
	Playgrounds	12%	17%	10%
	Indoor courts	10%	9%	11%
	Dog parks	10%	13%	9%
	Exercise stations along trails in parks	10%	13%	8%
	Shade structures in parks	8%	10%	8%
	Parking at recreational facilities	5%	5%	4%
	Pickleball courts	4%	2%	5%
	No second option selected	2%	3%	2%
	Horse/equestrian facility/trails	2%	1%	2%
TOTAL		296%	294%	296%
	n =	721	202	519

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
BEST WAY TO REACH YOU WITH PARKS/RECREATION INFORMATION	Local media	58%	70%	53%
	Email	53%	50%	55%
	Internet/website	50%	48%	51%
	Social networking	43%	43%	42%
	Printed activity guide	21%	37%	14%
	School flyers	12%	14%	11%
	Word of mouth	11%	16%	9%
	Other	3%	8%	1%
TOTAL		251%	286%	237%
	n =	712	212	500

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

Would you support any of the following funding sources		Overall	Survey Version	
			Invitation	Open
FUNDING FOR NEW FACILITIES: BOND REFERENDUM	1-Definitely not support	8%	13%	6%
	2-Probably not support	4%	6%	4%
	3-Neutral	15%	17%	15%
	4-Probably support	33%	25%	37%
	5-Definitely support	32%	29%	33%
	Don't Know/Uncertain	7%	10%	6%
TOTAL		100%	100%	100%
Average		3.8	3.6	3.9
n =		595	178	417
FUNDING FOR NEW FACILITIES: GENERAL PROPERTY TAX	1-Definitely not support	21%	25%	20%
	2-Probably not support	17%	16%	17%
	3-Neutral	21%	22%	20%
	4-Probably support	22%	17%	25%
	5-Definitely support	12%	10%	13%
	Don't Know/Uncertain	6%	9%	5%
TOTAL		100%	100%	100%
Average		2.9	2.7	2.9
n =		598	181	417
FUNDING FOR NEW FACILITIES: NEW DEDICATED SALES TAX	1-Definitely not support	20%	22%	19%
	2-Probably not support	10%	9%	11%
	3-Neutral	20%	23%	18%
	4-Probably support	31%	25%	33%
	5-Definitely support	15%	12%	17%
	Don't Know/Uncertain	5%	9%	3%
TOTAL		100%	100%	100%
Average		3.1	3.0	3.2
n =		604	183	421
FUNDING FOR NEW FACILITIES: NEW DEDICATED PROPERTY TAX	1-Definitely not support	26%	31%	24%
	2-Probably not support	18%	15%	19%
	3-Neutral	19%	21%	19%
	4-Probably support	21%	17%	23%
	5-Definitely support	10%	7%	11%
	Don't Know/Uncertain	5%	9%	3%
TOTAL		100%	100%	100%
Average		2.7	2.5	2.8
n =		597	181	416
FUNDING FOR NEW/IMPROVED FACILITIES: USER FEES	1-Definitely not support	20%	23%	18%
	2-Probably not support	14%	8%	17%
	3-Neutral	20%	24%	18%
	4-Probably support	24%	18%	27%
	5-Definitely support	18%	19%	18%
	Don't Know/Uncertain	4%	8%	2%
TOTAL		100%	100%	100%
Average		3.1	3.0	3.1
n =		623	190	433

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
POTENTIAL IMPACT OF FEE INCREASES	Moderate fee increases would not limit participation at all	52%	42%	56%
	Moderate fee increases would limit participation somewhat	21%	23%	20%
	Moderate fee increases would significantly limit partic.	12%	13%	11%
	Don't know/uncertain	16%	22%	13%
TOTAL		100%	100%	100%
	n =	667	206	461
HOW WOULD YOU VOTE ON A BOND REFERENDUM RELATED TO FUNDING PARKS AND RECREATION IMPROVEMENTS?	Definitely vote 'yes'	35%	28%	38%
	Probably vote 'yes'	40%	40%	40%
	Probably vote 'no'	8%	11%	6%
	Definitely vote 'no'	6%	10%	4%
	Don't know/uncertain	12%	11%	12%
TOTAL		100%	100%	100%
	n =	663	215	448

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON
PARKS MASTER PLAN SURVEY - WILMINGTON
RESIDENTS ONLY**

<i>Spending allocation of \$100</i>		Overall	Survey Version	
			Invitation	Open
ALLOCATION TO IMPROVE, RENOVATE AND/OR MAINTAIN PARKS	\$0	30%	20%	34%
	\$1 - \$10	13%	16%	11%
	\$11 - \$20	18%	14%	19%
	\$21 - \$30	17%	16%	17%
	\$31 - \$40	4%	4%	5%
	\$41 - \$50	12%	18%	9%
	\$51 - \$60	1%	3%	0%
	\$61 - \$70	1%	1%	1%
	\$71 - \$80	1%	2%	1%
	\$81 - \$90	0%	0%	0%
\$91 - \$100	3%	5%	2%	
TOTAL		100%	100%	100%
Average		\$22	\$28	\$19
n =		589	196	393
ALLOCATION TO ADD NEW PARKS	\$0	50%	55%	48%
	\$1 - \$10	13%	12%	13%
	\$11 - \$20	15%	15%	15%
	\$21 - \$30	13%	10%	14%
	\$31 - \$40	3%	2%	3%
	\$41 - \$50	6%	5%	6%
	\$51 - \$60	0%	0%	1%
	\$71 - \$80	0%	0%	1%
TOTAL		100%	100%	100%
Average		\$12	\$11	\$12
n =		589	196	393
ALLOCATION TO ADD MORE PATHWAYS/TRAILS	\$0	36%	33%	38%
	\$1 - \$10	15%	18%	14%
	\$11 - \$20	14%	15%	13%
	\$21 - \$30	16%	18%	16%
	\$31 - \$40	6%	6%	7%
	\$41 - \$50	6%	6%	7%
	\$51 - \$60	1%	1%	1%
	\$61 - \$70	1%	0%	2%
	\$71 - \$80	2%	3%	2%
	\$81 - \$90	0%		0%
	\$91 - \$100	1%	0%	1%
TOTAL		100%	100%	100%
Average		\$18	\$18	\$18
n =		589	196	393
ALLOCATION TO ADD INDOOR SPORTS COMPLEX	\$0	60%	57%	61%
	\$1 - \$10	15%	16%	14%
	\$11 - \$20	9%	11%	8%
	\$21 - \$30	9%	8%	10%
	\$31 - \$40	2%		2%
	\$41 - \$50	4%	6%	3%
	\$51 - \$60	0%		0%
	\$61 - \$70	0%		1%
	\$71 - \$80	0%	0%	
	\$81 - \$90	0%		0%
\$91 - \$100	1%	2%	1%	
TOTAL		100%	100%	100%
Average		\$10	\$11	\$9
n =		589	196	393

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON
PARKS MASTER PLAN SURVEY - WILMINGTON
RESIDENTS ONLY**

Spending allocation of \$100		Survey Version		
		Overall	Invitation	Open
ALLOCATION TO ADD OUTDOOR ATHLETIC FIELDS AND COURTS	\$0	54%	62%	50%
	\$1 - \$10	16%	21%	13%
	\$11 - \$20	11%	9%	11%
	\$21 - \$30	7%	5%	8%
	\$31 - \$40	2%		2%
	\$41 - \$50	4%	3%	5%
	\$51 - \$60	1%		2%
	\$61 - \$70	1%		1%
	\$71 - \$80	2%		3%
	\$81 - \$90	1%		1%
\$91 - \$100	2%		3%	
TOTAL	100%	100%	100%	
Average	\$13	\$6	\$17	
n =	589	196	393	
ALLOCATION TO PROVIDE MORE COUNTY-WIDE SPECIAL EVENTS	\$0	63%	57%	66%
	\$1 - \$10	17%	17%	17%
	\$11 - \$20	10%	15%	7%
	\$21 - \$30	5%	6%	5%
	\$31 - \$40	1%	2%	1%
	\$41 - \$50	2%	2%	1%
	\$51 - \$60	0%		0%
	\$61 - \$70	1%	1%	0%
	\$71 - \$80	1%		1%
	\$91 - \$100	1%	0%	1%
TOTAL	100%	100%	100%	
Average	\$8	\$9	\$7	
n =	589	196	393	
ALLOCATION TO EXPAND AQUATICS	\$0	61%	57%	63%
	\$1 - \$10	15%	15%	15%
	\$11 - \$20	9%	11%	8%
	\$21 - \$30	6%	6%	5%
	\$31 - \$40	2%	1%	3%
	\$41 - \$50	3%	4%	3%
	\$51 - \$60	1%	3%	0%
	\$71 - \$80	1%	1%	1%
	\$81 - \$90	1%	0%	1%
	\$91 - \$100	1%	1%	1%
TOTAL	100%	100%	100%	
Average	\$10	\$11	\$9	
n =	589	196	393	
ALLOCATION TO OTHER ENHANCEMENTS	\$0	77%	80%	76%
	\$1 - \$10	7%	7%	7%
	\$11 - \$20	4%	3%	5%
	\$21 - \$30	3%	2%	4%
	\$31 - \$40	1%	0%	2%
	\$41 - \$50	3%	4%	3%
	\$51 - \$60	0%	0%	0%
	\$61 - \$70	0%		0%
	\$71 - \$80	1%	1%	1%
	\$81 - \$90	0%		0%
\$91 - \$100	3%	3%	3%	
TOTAL	100%	100%	100%	
Average	\$8	\$7	\$8	
n =	589	196	393	

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
GENDER	Male	45%	45%	45%
	Female	55%	55%	55%
TOTAL		100%	100%	100%
	n =	701	216	485
AGE	Under 25	2%	2%	2%
	25-34	12%	12%	12%
	35-44	33%	31%	34%
	45-54	23%	15%	27%
	55-64	15%	17%	14%
	65-74	11%	14%	9%
	75 or older	4%	10%	2%
TOTAL		100%	100%	100%
Average		48.8	51.6	47.5
n =		706	216	490
HOUSEHOLD STATUS	Single, no children	10%	12%	9%
	Single with children at home	6%	3%	7%
	Single, children no longer at home	5%	9%	3%
	Couple, no children	15%	13%	15%
	Couple with children at home	50%	44%	53%
	Couple, children no longer at home	14%	18%	13%
TOTAL		100%	100%	100%
	n =	697	208	489
OWN OR RENT RESIDENCE	Own	88%	94%	86%
	Rent	11%	5%	13%
	Other	1%	1%	1%
TOTAL		100%	100%	100%
	n =	700	215	485

08 Apr 16
Source: RRC Associates

**NEW HANOVER COUNTY & CITY OF WILMINGTON PARKS
MASTER PLAN SURVEY - WILMINGTON RESIDENTS ONLY**

		Overall	Survey Version	
			Invitation	Open
REGISTERED VOTER IN COUNTY	Yes	97%	98%	97%
	No	3%	2%	3%
TOTAL		100%	100%	100%
	n =	697	217	480
NEED FOR ADA FACILITIES	Yes	6%	9%	4%
	No	94%	91%	96%
TOTAL		100%	100%	100%
	n =	694	215	479
HOUSEHOLD INCOME	Under \$25,000	4%	7%	3%
	\$25,000 – 49,999	13%	14%	12%
	\$50,000 – 74,999	14%	19%	12%
	\$75,000 – 99,999	19%	18%	20%
	\$100,000 – 149,999	25%	24%	25%
	\$150,000 – 199,999	11%	11%	11%
	\$200,000 – 249,999	5%	1%	7%
	\$250,000 or more	9%	5%	10%
TOTAL		100%	100%	100%
	n =	657	189	468
ARE YOU OF HISPANIC, LATINO OR SPANISH ORIGIN?	Yes	3%	4%	2%
	No	97%	96%	98%
TOTAL		100%	100%	100%
	n =	685	210	475
WHAT RACE DO YOU CONSIDER YOURSELF TO BE?	White	87%	76%	93%
	Black or African American	9%	21%	3%
	Other	2%		3%
	Asian, Asian Indian or Pacific Islander	1%	3%	1%
	Native American	0%		0%
TOTAL		100%	100%	100%
	n =	687	208	479

08 Apr 16
Source: RRC Associates