

# INVESTING IN PLACE

## Community Survey Results

September 2014

PARTICIPATE TO CREATE | WILMINGTON

## SURVEY RESULTS

**60%** OF RESPONDENTS HAVE LOST CONFIDENCE IN THE NATIONAL ECONOMY WITH 70% OF MILLENNIALS AND 57% OF BOOMERS BELIEVING THE ECONOMY IS “FUNDAMENTALLY FLAWED.”

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**50% of millennials and 59% of boomers** said the U.S. economy will stay the same or get worse over the next five years.

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**NEARLY 70%** of Millennials, Active Boomers, and Gen Xers surveyed see too few current personal economic opportunities. During the next five years, however, 59% of Millennials are **optimistic about personal finances** and 30% of Active Boomers **expect their local economy to improve**.

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**2/3** of all respondents and **67% OF MILLENNIALS** believe investing in schools, transportation choices, and walkable areas is a **BETTER WAY TO GROW THE ECONOMY** than traditional approaches of recruiting companies.

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**35% of Millennials and 30% overall** are at least somewhat likely to move in the next five years.

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**82%** OF MILLENNIALS | **81%** ACTIVE BOOMERS **WOULD PREFER TO LIVE SOMEDAY IN A WALKABLE COMMUNITY, WHETHER AN URBAN OR SUBURBAN LOCATION.**

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**Only 18% of Millennials and 19% of Active Boomers** would prefer living, if they can afford it, in the suburb that requires driving to most places.

**Approximately 62% of respondents** cite living expenses as important in choosing where to live.

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WHEN ASKED ABOUT THE ONE OVERRIDING FACTOR IN CHOOSING WHERE TO LIVE, RESPONDENTS OVERALL CITED

**QUALITY OF LIFE FEATURES** ahead of local economic health and job prospects.

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Majorities of both Millennials **59%** and Active Boomers **61%** said there are not enough transportation alternatives where they live.

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**37 PERCENT** of respondents say **diversity in people and generations** is an important component of a successful community.

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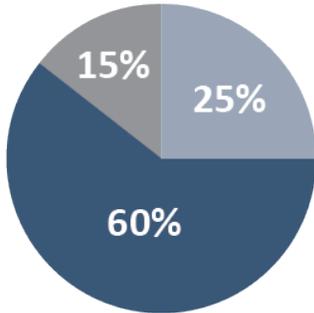
**60% of respondents** want to be able to stay in their home as they age and **over half** don't feel their community is doing enough to allow residents to age in place. **63%** say that having extra space where someone could live with them is at least somewhat important in choosing where to live.

## SURVEY RESULTS

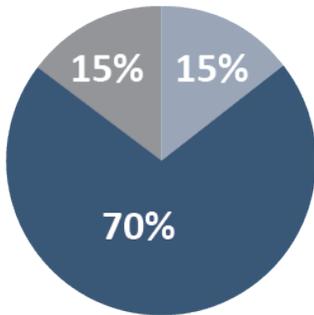
### State of the U.S. Economy

Some people feel the U.S. economy is fundamentally sound and other believe it is fundamentally flawed. Which is closer to your belief?

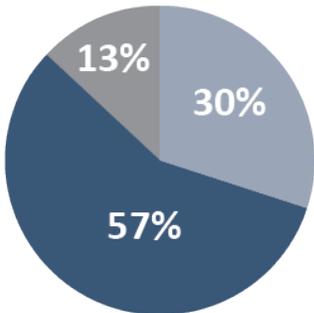
Flawed Sound Unsure



Wilmington



Millennials

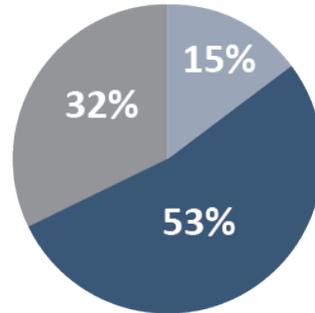


Boomers

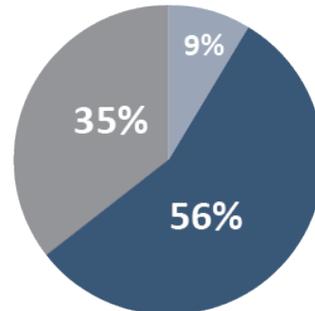
### State of Personal Finance

In terms of personal finances, are you ahead of, behind, or about where you thought you'd be at this stage of your life?

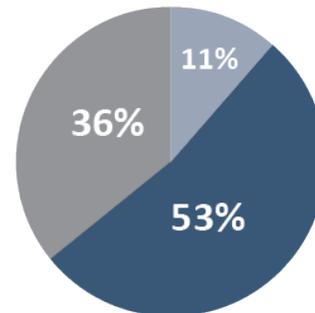
Behind where I thought I'd be  
Ahead of where I thought I'd be  
About where I thought I'd be



Wilmington



Millennials

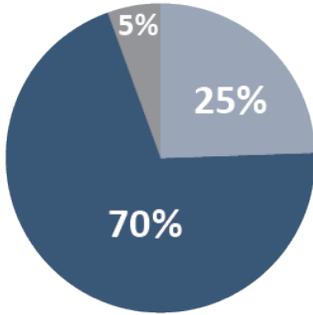
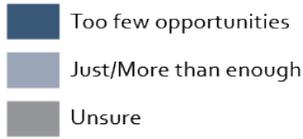


Boomers

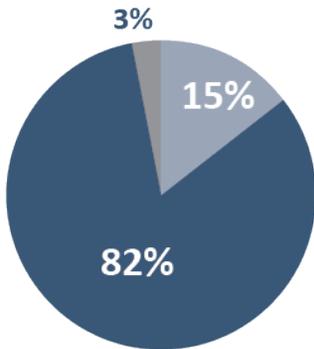
## SURVEY RESULTS

### Economic Opportunity

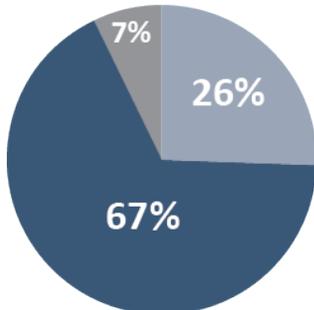
When it comes to economic opportunities and financial security for you personally, would you say the local economy offers more than enough, just enough, or too few opportunities?



Wilmington



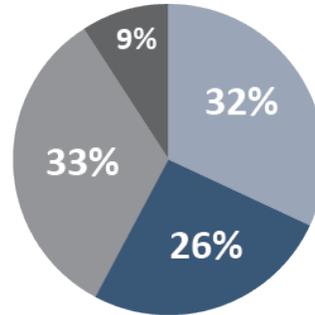
Millennials



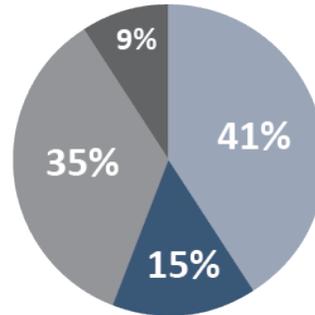
Boomers

### National Economic Recovery

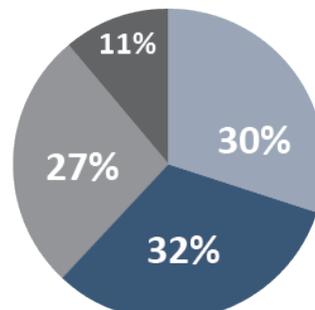
In next five years, do you expect the U.S. economy to get better, get worse, or stay the same?



Wilmington



Millennials

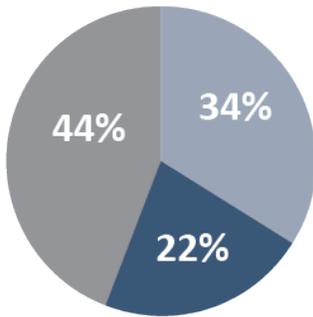


Boomers

# SURVEY RESULTS

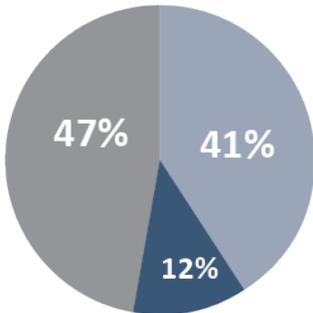
## Local Economic Recovery

In the next five years, do you expect the local economy to get better, get worse, or stay the same?



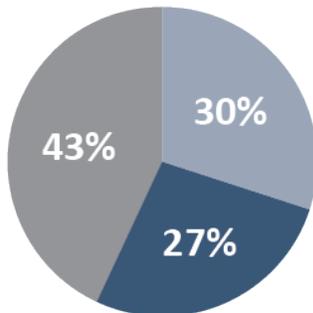
Wilmington

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Millennials

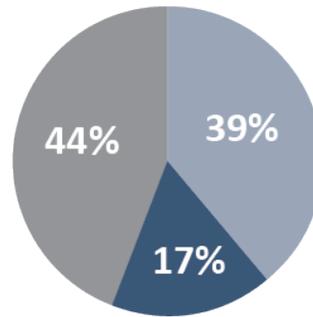
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Boomers

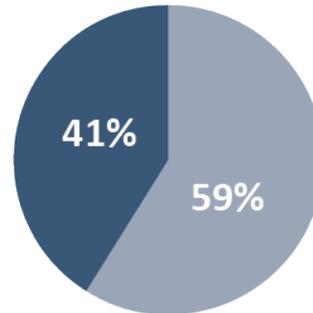
## Personal Finance Recovery

In next five years, do you expect your personal finances to get better, get worse, or stay the same?



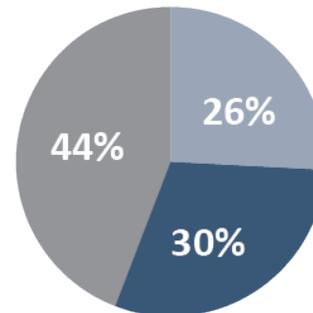
Wilmington

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Millennials

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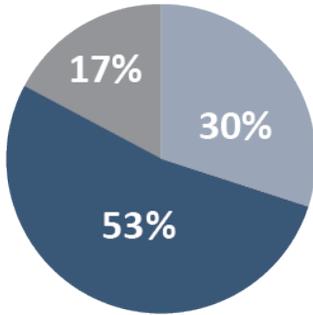
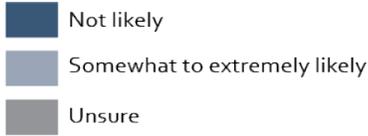


Boomers

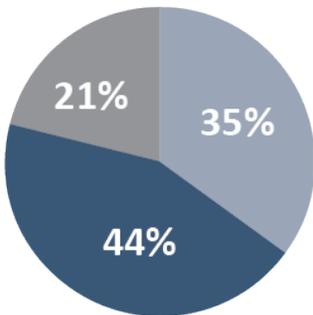
# SURVEY RESULTS

## Talent and Generational Mobility

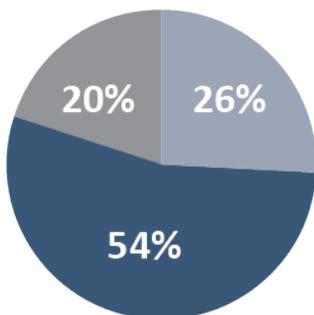
How likely is it that you will move to another part of the state or another state in the next five years?



Wilmington



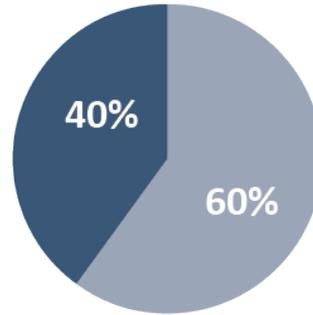
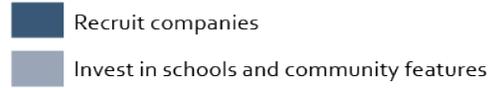
Millennials



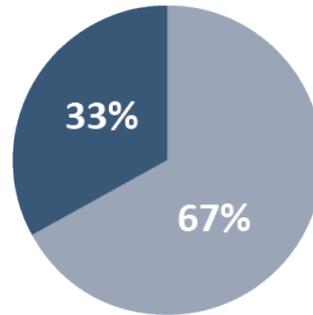
Boomers

## Growing the Local Economy

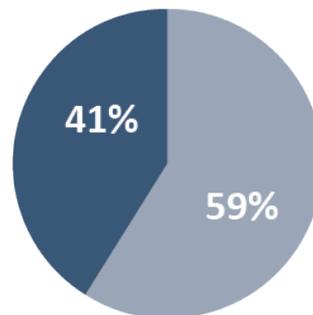
Some feel the best way to grow the local economy is to recruit companies to the area. Others feel the best way is to invest in community features, such as local schools, transportation choices, walkable areas, and making the area as attractive as possible. Which is closer to your belief?



Wilmington



Millennials



Boomers

## SURVEY RESULTS

### Location Decision Factors

Which of the following are MOST important to you when deciding where to live? Please select all that apply.

Percentage of priority	Wilmington	Millennials	Boomers
Economic factors, such as jobs and business growth	59%	74%	63%
Living expenses, such as housing and transportation costs	<b>62%</b>	<b>77%</b>	<b>69%</b>
Metro features, such as schools, transit, and safe streets	62%	<b>77%</b>	61%
Health and nature	58%	65%	67%
Kinds of people, such as diversity and mix of ages	37%	47%	34%
Community engagement	32%	27%	34%

### Main Location Choice Factor

Which of the following are MOST important to you when deciding where to live? Please select all that apply.

Percentage of priority	Wilmington	Millennials	Boomers
Quality of life features	<b>43%</b>	<b>50%</b>	<b>43%</b>
Job prospects	19%	21%	13%
All are equally important	18%	12%	21%
Friends and family live there	12%	15%	11%
Something else	4%	3%	7%
Overall economic health of area	4%	NA	4%

## SURVEY RESULTS

### Decline of the Traditional Suburb

Where do you live now and where do you want to live someday if you can afford it?

#### A suburb where most people drive to most places

	Wilmington	Millennials	Boomers
Now	<b>56%</b>	<b>44%</b>	<b>56%</b>
Someday	23%	18%	19%
Change	- 33%	- 26%	- 37%

#### A suburb with walkable amenities

	Wilmington	Millennials	Boomers
Now	27%	29%	27%
Someday	<b>44%</b>	<b>38%</b>	<b>50%</b>
Change	+17%	+9%	+23%

#### An urban area with walkable amenities and access to transit

	Wilmington	Millennials	Boomers
Now	17%	27%	17%
Someday	<b>33%</b>	<b>44%</b>	<b>31%</b>
Change	+16%	+17%	+14%

### Primary Transportation - Wilmington

What do you want your primary mode of transportation to be in the future?

	Car	Walk	Bike	Transit
Current	96%	3%	1%	0%
Future	54%	16%	19%	11%
Change	- 42%	+13%	+18%	+11%

#### Primary Millennial Transportation

	Car
Current	91%
Future	50%
Change	- 41%

#### Primary Active Boomers Transportation

	Car
Current	97%
Future	59%
Change	- 38%

### New Investments

Do you favor more public investment in any of the following

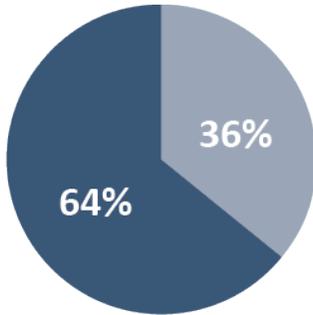
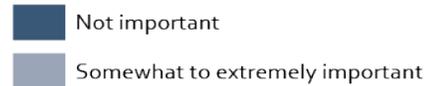
#### Percentage in agreement

Maintenance for existing transportation	70%
New sidewalks and pedestrian features	60%
New bike lanes	49%
New trails for hiking or biking	47%
New trains and light rail	39%
New roads	31%
New bus systems	28%

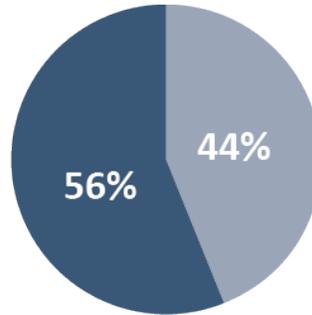
## SURVEY RESULTS

### The ‘Sharing Economy’

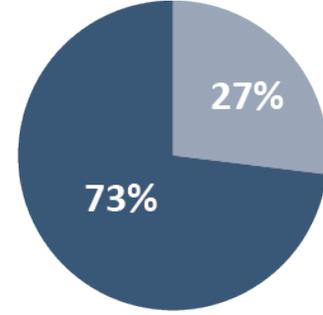
Some people believe that Internet-based applications (apps) for sharing cars, rides, houses, or specialized equipment is a new or more common element to the economy that gives people more flexibility than having to buy everything for themselves. How important is this “sharing economy” to you?



Wilmington



Millennials



Boomers

### High Priority Community Preferences: Metro Features (Local)

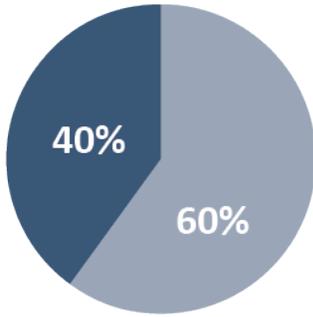
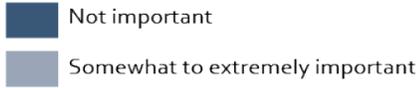
Which of the following community features are most important to you? (Rank in order of importance with 1 being the most important)

	Rank
Major professional or college sports teams	1
Affordable and convenient transportation choices	2
High-speed Internet access	3
Vibrant centers of entertainment and culture	4
Sidewalks, bike lanes, hiking trails, and fitness choices	5
Access to clean energy, renewables, and energy conservation	6
Mix of housing choices	7
Great school system (K-12, colleges, and continuing education)	8
Safe streets	9

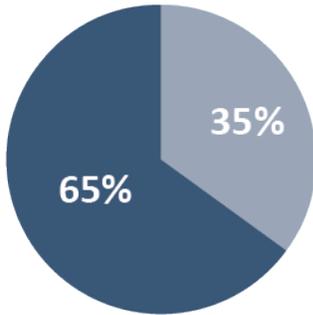
# SURVEY RESULTS

## Aging In Place

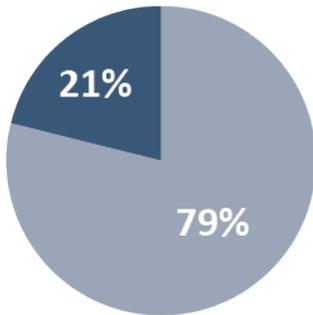
How important is it to you to stay in your current home as you get older?



Wilmington



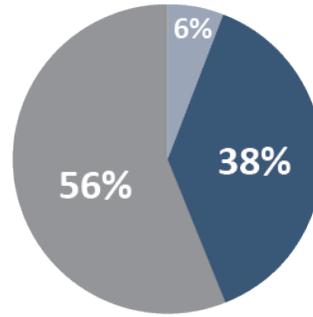
Millennials



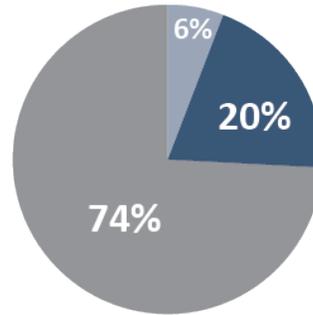
Boomers

## Aging In Place - Community Response

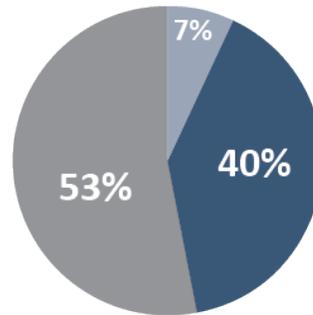
Do you believe Wilmington is doing enough to help people who want to stay in their own homes as they get older?



Wilmington



Millennials

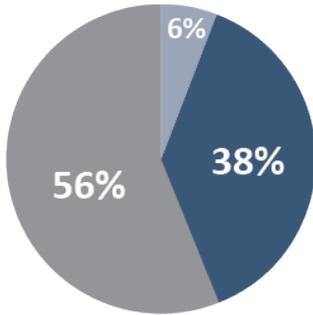
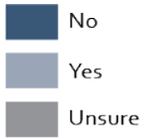


Boomers

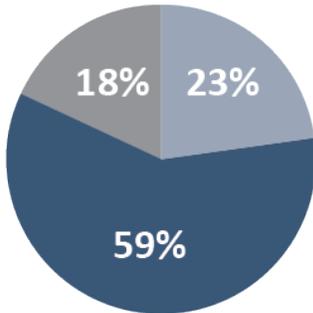
# SURVEY RESULTS

## Transportation Options

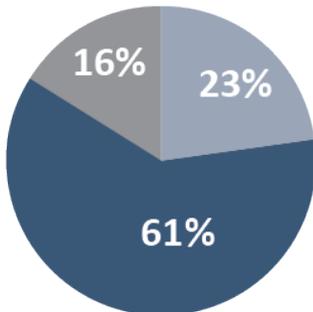
Do you believe that there are enough non-car transportation options available in Wilmington?



Wilmington



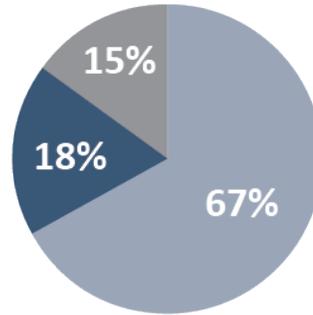
Millennials



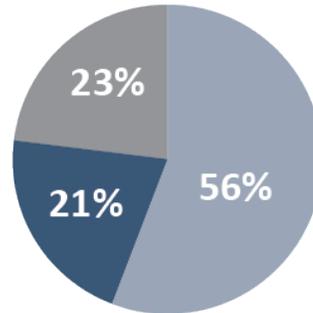
Boomers

## Planning for Hazards

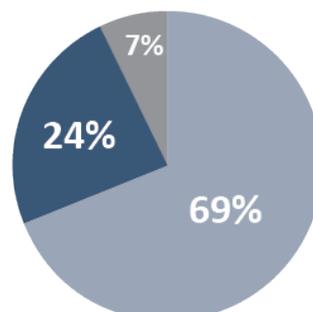
Do you think Wilmington currently is or will soon experience more intense or extreme weather?



Wilmington



Millennials



Boomers

## SURVEY RESULTS

Believe that investing in local schools and community features such as transportation choices, walkable areas, and making the area as attractive as possible is the best way to grow the economy rather than investing in recruiting companies to move to the area.

**67%**  
MILLENNIALS

**59%**  
ACTIVE BOOMERS

Both groups show a strong preference toward more walkable neighborhoods when thinking about where they would like to live if affordable:

**18%**  
MILLENNIALS

Percent who selected they'd like to someday live in a suburb where most people drive to most places

**19%**  
MILLENNIALS

Both groups believe there are not enough non-car transportation options available in Wilmington:

**59%**  
MILLENNIALS

**61%**  
MILLENNIALS