

Survey Results

Approximately 300 people were surveyed as part of the Series 1 Man on the Street surveys. Surveys were administered at the following locations: Run, Ride, and Roll event (Empie Park), Safety Fair (Empie Park), Farmer’s Market, Downtown Sundown, Forden Station, GWBJ Power Breakfast, Mayfaire, Independence Mall, and NorthSide Pool and Splash Pad. Summary results are as follows:

Question 1: What’s your favorite thing about Wilmington?

Category	Number of Responses	Theme
Beach, water, river	96	Nurturing our Community
Specific lifestyle elements	62	All
Downtown, historic areas	39	Creating a Place for Everyone
Specific activities	31	Creating a Place for Everyone
Activities, generally	24	Creating a Place for Everyone
Weather, climate	21	Nurturing our Community
Transportation	10	Getting Around
Other	9	
Arts, culture	8	Creating a Place for Everyone

Question 2. What do you like least about Wilmington?

Category	Number of Responses	Theme
Traffic, transportation	132	Getting Around
Lifestyle elements	33	Creating a Place for Everyone, Regional Collaboration, Changing Places, Revitalized Spaces, Opportunity and Prosperity
Crime, public safety	24	Creating a Place for Everyone, Opportunity and Prosperity
Downtown issues	16	Creating a Place for Everyone, Opportunity and Prosperity
Other	14	
Political issues	11	Regional Collaboration, Creating a Place for Everyone
Infrastructure	11	Nurturing our Community, Changing Places, Revitalized Spaces, Getting Around
Aesthetics	8	Changing Places, Revitalized Spaces, Getting Around
Economic development	4	Opportunity and Prosperity

Question 3. What's one thing you would like to have in Wilmington that we don't already have?

Category	Number of Responses	Theme
Transportation	55	Getting Around, Creating a Place for Everyone, Changing Places, Revitalized Spaces
Additional/improved river crossing(s)	7	
Improved ped/bike infrastructure	24	
Improvements/enhancements to public transportation	12	
Increased port access/services	4	
Other	8	
Sport and entertainment	43	Creating a Place for Everyone, Opportunity and Prosperity
Amusement/theme park, specific activity	14	
Baseball or other sports team	16	
Youth and family	7	
Other	6	
Large event/sports venue	38	Creating a Place for Everyone, Opportunity and Prosperity
Food and drink	17	Creating a Place for Everyone, Opportunity and Prosperity, Changing Places, Revitalized Spaces
Specific restaurant	9	
Other	8	
Shopping	16	Creating a Place for Everyone, Opportunity and Prosperity, Changing Places, Revitalized Spaces
Specific retailer	4	
Food/grocery	3	
Other	9	
Arts and Culture	15	Creating a Place for Everyone, Opportunity and Prosperity
Recreation	11	Creating a Place for Everyone, Nurturing our Community, Regional Collaboration
Pools	5	
Other	6	
Downtown Issues	11	Creating a Place for Everyone, Opportunity and Prosperity, Changing Places, Revitalized Spaces
Economic development	7	Opportunity and Prosperity
Environment	5	Creating a Place for Everyone, Nurturing our Community, Regional Collaboration