



THE NCSTM
The National Citizen SurveyTM

Milford, DE

Technical Appendices

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

Appendix A: Complete Survey Responses	1
Appendix B: Benchmark Comparisons	19
Appendix C: Detailed Survey Methods	29
Appendix D: Survey Materials	34



The National Citizen Survey™
© 2001-2017 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Milford:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Milford as a place to live	22%	N=89	62%	N=250	13%	N=54	2%	N=9	100%	N=401
Your neighborhood as a place to live	27%	N=108	51%	N=204	18%	N=74	4%	N=16	100%	N=401
Milford as a place to raise children	20%	N=70	55%	N=189	20%	N=70	5%	N=16	100%	N=344
Milford as a place to work	10%	N=31	37%	N=116	41%	N=128	13%	N=41	100%	N=316
Milford as a place to visit	10%	N=39	39%	N=151	39%	N=151	12%	N=45	100%	N=387
Milford as a place to retire	18%	N=67	47%	N=173	26%	N=95	9%	N=35	100%	N=370
The overall quality of life in Milford	19%	N=75	58%	N=231	20%	N=80	3%	N=12	100%	N=398

Table 2: Question 2

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Milford	15%	N=60	55%	N=221	21%	N=85	8%	N=33	100%	N=399
Overall ease of getting to the places you usually have to visit	22%	N=90	58%	N=232	17%	N=69	3%	N=10	100%	N=402
Quality of overall natural environment in Milford	15%	N=61	63%	N=250	18%	N=70	4%	N=14	100%	N=395
Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems)	12%	N=47	43%	N=166	35%	N=136	11%	N=41	100%	N=390
Health and wellness opportunities in Milford	16%	N=60	48%	N=186	30%	N=118	6%	N=23	100%	N=388
Overall opportunities for education and enrichment	13%	N=46	36%	N=124	34%	N=117	17%	N=59	100%	N=346
Overall economic health of Milford	8%	N=30	41%	N=145	43%	N=155	7%	N=27	100%	N=356
Sense of community	14%	N=56	40%	N=158	36%	N=142	9%	N=36	100%	N=392
Overall image or reputation of Milford	12%	N=46	51%	N=201	31%	N=122	7%	N=26	100%	N=394

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Milford to someone who asks	39%	N=155	45%	N=179	10%	N=42	6%	N=23	100%	N=399
Remain in Milford for the next five years	50%	N=197	32%	N=124	10%	N=40	8%	N=33	100%	N=393

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	59%	N=236	32%	N=130	5%	N=19	3%	N=11	1%	N=4	100%	N=401
In Milford's downtown area during the day	50%	N=192	40%	N=153	4%	N=16	4%	N=14	3%	N=11	100%	N=386

The National Citizen Survey™

Table 5: Question 5

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	13%	N=53	52%	N=206	26%	N=105	8%	N=34	100%	N=398
Ease of public parking	14%	N=54	47%	N=184	31%	N=120	9%	N=33	100%	N=391
Ease of travel by car in Milford	21%	N=82	60%	N=237	16%	N=64	3%	N=11	100%	N=394
Ease of travel by public transportation in Milford	9%	N=22	22%	N=51	27%	N=65	42%	N=99	100%	N=237
Ease of travel by bicycle in Milford	14%	N=39	44%	N=124	32%	N=90	10%	N=27	100%	N=279
Ease of walking in Milford	26%	N=100	48%	N=184	19%	N=74	6%	N=24	100%	N=381
Availability of paths and walking trails	20%	N=70	41%	N=145	28%	N=97	12%	N=41	100%	N=352
Air quality	17%	N=67	53%	N=209	22%	N=87	7%	N=29	100%	N=392
Cleanliness of Milford	18%	N=72	47%	N=187	31%	N=123	5%	N=20	100%	N=403
Overall appearance of Milford	19%	N=78	49%	N=199	26%	N=106	5%	N=19	100%	N=403
Public places where people want to spend time	12%	N=47	41%	N=157	33%	N=128	13%	N=51	100%	N=383
Variety of housing options	11%	N=40	38%	N=139	32%	N=116	19%	N=70	100%	N=365
Availability of affordable quality housing	14%	N=47	27%	N=92	29%	N=98	30%	N=100	100%	N=337
Fitness opportunities (including exercise classes and paths or trails, etc.)	14%	N=49	40%	N=145	38%	N=138	8%	N=30	100%	N=362
Recreational opportunities	12%	N=42	38%	N=135	36%	N=129	15%	N=53	100%	N=358
Availability of affordable quality food	15%	N=60	46%	N=184	29%	N=116	9%	N=37	100%	N=397
Availability of affordable quality health care	20%	N=76	44%	N=169	30%	N=113	6%	N=22	100%	N=380
Availability of preventive health services	19%	N=70	42%	N=152	35%	N=127	4%	N=16	100%	N=364
Availability of affordable quality mental health care	16%	N=40	27%	N=71	32%	N=82	25%	N=65	100%	N=258

Table 6: Question 6

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	7%	N=13	46%	N=86	30%	N=56	17%	N=31	100%	N=186
K-12 education	11%	N=27	47%	N=118	32%	N=78	10%	N=25	100%	N=248
Adult educational opportunities	8%	N=19	21%	N=52	36%	N=88	35%	N=84	100%	N=243
Opportunities to attend cultural/arts/music activities	13%	N=42	42%	N=138	34%	N=112	11%	N=37	100%	N=329
Opportunities to participate in religious or spiritual events and activities	20%	N=68	52%	N=172	26%	N=85	2%	N=7	100%	N=332
Employment opportunities	3%	N=8	24%	N=75	47%	N=147	26%	N=82	100%	N=313
Shopping opportunities	12%	N=47	33%	N=130	38%	N=152	17%	N=68	100%	N=396
Cost of living in Milford	9%	N=36	36%	N=136	44%	N=167	11%	N=42	100%	N=381
Overall quality of business and service establishments in Milford	6%	N=23	46%	N=175	40%	N=153	8%	N=30	100%	N=381
Vibrant downtown/commercial area	7%	N=25	38%	N=144	39%	N=148	17%	N=64	100%	N=382
Overall quality of new development in Milford	8%	N=30	41%	N=145	39%	N=138	12%	N=43	100%	N=356
Opportunities to participate in social events and activities	11%	N=38	42%	N=146	37%	N=128	10%	N=34	100%	N=347
Opportunities to volunteer	17%	N=53	48%	N=150	28%	N=87	7%	N=23	100%	N=313
Opportunities to participate in community matters	16%	N=51	39%	N=122	32%	N=102	13%	N=39	100%	N=314
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=41	41%	N=145	35%	N=124	12%	N=43	100%	N=353
Neighborliness of residents in Milford	11%	N=40	38%	N=145	40%	N=153	11%	N=40	100%	N=378

The National Citizen Survey™

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	14%	N=56	86%	N=332	100%	N=388
Made efforts to make your home more energy efficient	20%	N=79	80%	N=307	100%	N=386
Observed a code violation or other hazard in Milford (weeds, abandoned buildings, etc.)	43%	N=168	57%	N=223	100%	N=391
Household member was a victim of a crime in Milford	81%	N=318	19%	N=75	100%	N=393
Reported a crime to the police in Milford	73%	N=288	27%	N=106	100%	N=394
Stocked supplies in preparation for an emergency	60%	N=237	40%	N=156	100%	N=393
Campaigned or advocated for an issue, cause or candidate	83%	N=323	17%	N=65	100%	N=388
Contacted the City of Milford (in-person, phone, email or web) for help or information	48%	N=191	52%	N=204	100%	N=395
Contacted Milford elected officials (in-person, phone, email or web) to express your opinion	78%	N=307	22%	N=85	100%	N=393

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Milford?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Milford recreation facilities or their services	12%	N=47	22%	N=84	29%	N=113	38%	N=147	100%	N=391
Visited a neighborhood park or City park	14%	N=56	24%	N=95	37%	N=147	24%	N=95	100%	N=393
Used Milford public libraries or their services	8%	N=33	25%	N=98	32%	N=123	35%	N=135	100%	N=389
Participated in religious or spiritual activities in Milford	12%	N=45	11%	N=44	21%	N=82	56%	N=220	100%	N=392
Attended a City-sponsored event	2%	N=6	8%	N=31	46%	N=181	44%	N=171	100%	N=389
Used bus other public transportation instead of driving	3%	N=10	1%	N=5	3%	N=13	93%	N=365	100%	N=393
Carpooled with other adults or children instead of driving alone	9%	N=35	15%	N=58	11%	N=43	65%	N=256	100%	N=393
Walked or biked instead of driving	13%	N=51	18%	N=72	25%	N=97	44%	N=172	100%	N=392
Volunteered your time to some group/activity in Milford	11%	N=42	9%	N=37	14%	N=55	66%	N=262	100%	N=396
Participated in a club	5%	N=20	7%	N=26	6%	N=23	82%	N=321	100%	N=390
Talked to or visited with your immediate neighbors	45%	N=179	30%	N=121	15%	N=58	10%	N=38	100%	N=396
Done a favor for a neighbor	20%	N=78	28%	N=109	39%	N=155	14%	N=53	100%	N=395

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=0	2%	N=8	19%	N=76	79%	N=311	100%	N=395

Table 10: Question 10

Please rate the quality of each of the following services in Milford:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	32%	N=117	48%	N=178	15%	N=54	5%	N=20	100%	N=369
Fire services	40%	N=129	55%	N=177	4%	N=12	1%	N=2	100%	N=320
Ambulance or emergency medical services	41%	N=126	51%	N=156	7%	N=23	1%	N=3	100%	N=307
Crime prevention	18%	N=58	43%	N=141	26%	N=84	13%	N=42	100%	N=325
Fire prevention and education	25%	N=69	48%	N=131	24%	N=66	3%	N=8	100%	N=273
Traffic enforcement	19%	N=65	56%	N=196	18%	N=61	7%	N=25	100%	N=348
Street repair	13%	N=48	37%	N=135	30%	N=109	20%	N=73	100%	N=365

The National Citizen Survey™

Please rate the quality of each of the following services in Milford:	Excellent		Good		Fair		Poor		Total	
Street cleaning	20%	N=75	49%	N=181	21%	N=78	9%	N=33	100%	N=367
Street lighting	16%	N=59	60%	N=226	20%	N=76	4%	N=16	100%	N=377
Snow removal	17%	N=65	48%	N=180	24%	N=89	11%	N=42	100%	N=377
Sidewalk maintenance	15%	N=53	33%	N=116	35%	N=123	17%	N=60	100%	N=351
Traffic signal timing	15%	N=58	41%	N=155	30%	N=112	14%	N=55	100%	N=380
Bus or transit services	15%	N=29	31%	N=60	27%	N=52	28%	N=54	100%	N=195
Garbage collection	33%	N=128	47%	N=182	17%	N=67	2%	N=9	100%	N=385
Recycling	33%	N=125	46%	N=174	18%	N=69	3%	N=12	100%	N=380
Yard waste pick-up	32%	N=105	43%	N=139	23%	N=73	2%	N=7	100%	N=324
Storm drainage	16%	N=55	40%	N=134	32%	N=110	12%	N=41	100%	N=340
Drinking water	16%	N=59	32%	N=117	29%	N=109	23%	N=86	100%	N=370
Sewer services	24%	N=85	49%	N=175	23%	N=83	3%	N=12	100%	N=354
Power (electric) utility	28%	N=108	40%	N=155	22%	N=84	9%	N=36	100%	N=383
Utility billing	19%	N=71	41%	N=153	24%	N=89	16%	N=60	100%	N=372
City parks	21%	N=73	52%	N=180	25%	N=86	3%	N=11	100%	N=349
Recreation programs or classes	13%	N=32	43%	N=108	37%	N=94	7%	N=17	100%	N=252
Recreation facilities	15%	N=42	41%	N=118	37%	N=108	8%	N=22	100%	N=290
Land use, planning and zoning	7%	N=18	35%	N=88	46%	N=117	13%	N=33	100%	N=256
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=27	30%	N=85	40%	N=114	22%	N=62	100%	N=288
Animal control	11%	N=30	37%	N=99	36%	N=97	16%	N=42	100%	N=268
Economic development	10%	N=31	35%	N=106	41%	N=122	14%	N=42	100%	N=301
Health services	18%	N=63	55%	N=191	24%	N=83	4%	N=13	100%	N=350
Public library services	36%	N=122	45%	N=152	18%	N=63	1%	N=2	100%	N=339
Public information services	18%	N=56	51%	N=158	27%	N=83	4%	N=14	100%	N=311
Cable television	11%	N=37	37%	N=125	31%	N=103	21%	N=69	100%	N=334
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=45	46%	N=129	25%	N=70	12%	N=33	100%	N=277
Preservation of natural areas such as open space, farmlands and greenbelts	12%	N=37	48%	N=145	29%	N=86	10%	N=30	100%	N=299
Milford open space	11%	N=33	45%	N=139	34%	N=104	11%	N=33	100%	N=309
City-sponsored special events	13%	N=43	51%	N=169	30%	N=100	6%	N=21	100%	N=332
Overall customer service by Milford employees (police, receptionists, planners, etc.)	27%	N=99	49%	N=177	18%	N=67	6%	N=21	100%	N=364

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Milford	20%	N=77	55%	N=211	20%	N=77	4%	N=16	100%	N=381
The Federal Government	8%	N=25	29%	N=96	46%	N=152	18%	N=60	100%	N=333

Table 12: Question 12

Please rate the following categories of Milford government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Milford	8%	N=28	43%	N=152	31%	N=108	18%	N=65	100%	N=353
The overall direction that Milford is taking	14%	N=48	48%	N=168	28%	N=98	11%	N=39	100%	N=353
The job Milford government does at welcoming citizen involvement	11%	N=34	44%	N=140	30%	N=96	15%	N=46	100%	N=316

The National Citizen Survey™

Please rate the following categories of Milford government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Milford government	9%	N=32	47%	N=168	31%	N=110	13%	N=47	100%	N=358
Generally acting in the best interest of the community	11%	N=38	43%	N=154	35%	N=124	11%	N=39	100%	N=355
Being honest	11%	N=39	47%	N=161	29%	N=99	12%	N=41	100%	N=339
Treating all residents fairly	11%	N=35	41%	N=138	35%	N=118	13%	N=43	100%	N=335

Table 13: Question 13

Please rate how important, if at all, you think it is for the Milford community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Milford	63%	N=253	31%	N=126	5%	N=20	0%	N=1	100%	N=400
Overall ease of getting to the places you usually have to visit	24%	N=97	49%	N=197	23%	N=92	3%	N=12	100%	N=398
Quality of overall natural environment in Milford	26%	N=104	55%	N=220	18%	N=70	1%	N=3	100%	N=397
Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems)	25%	N=99	51%	N=204	22%	N=86	2%	N=7	100%	N=397
Health and wellness opportunities in Milford	37%	N=147	43%	N=169	18%	N=73	2%	N=8	100%	N=396
Overall opportunities for education and enrichment	35%	N=138	48%	N=189	15%	N=59	2%	N=8	100%	N=395
Overall economic health of Milford	48%	N=189	41%	N=162	10%	N=40	1%	N=5	100%	N=396
Sense of community	35%	N=139	51%	N=203	12%	N=46	2%	N=7	100%	N=395

Table 14: Question 14

Please rate how important, if at all, it is for the City of Milford to prioritize each of the following potential focus areas over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	48%	N=189	41%	N=160	11%	N=44	0%	N=1	100%	N=394
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices)	58%	N=231	38%	N=148	4%	N=16	0%	N=0	100%	N=395
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	42%	N=169	38%	N=151	18%	N=72	2%	N=7	100%	N=399
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	65%	N=258	31%	N=124	3%	N=12	1%	N=2	100%	N=396
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.)	36%	N=142	46%	N=183	16%	N=65	2%	N=8	100%	N=397

Table 15: Question 15

How much do you support or oppose additional financial resources for each of the following focus areas?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	41%	N=152	49%	N=183	7%	N=25	3%	N=12	100%	N=372
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices)	60%	N=229	35%	N=135	2%	N=6	4%	N=14	100%	N=384
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	47%	N=176	39%	N=149	9%	N=34	5%	N=19	100%	N=377
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	73%	N=279	23%	N=86	4%	N=14	1%	N=5	100%	N=384
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.)	43%	N=162	44%	N=169	9%	N=33	4%	N=16	100%	N=380

The National Citizen Survey™

Table 16: Question 16

Many Milford businesses stay open for expanded hours on the 3rd Thursday of each month. Please select the option that comes closest to your level of participation in 3rd Thursday events and activities in Downtown Milford in the last 12 months.	Percent	Number
I am not aware of 3rd Thursday	50%	N=197
I have heard of 3rd Thursday but have not attended	31%	N=121
I have attended 3rd Thursday activities once or twice	16%	N=65
I have attended 3rd Thursday activities three times or more	3%	N=11
Total	100%	N=395

Table 17: Question 17

Downtown Milford businesses could consider expanding their normal hours (most businesses are currently open on weekdays with limited evening and/or weekend hours). How likely, if at all, would you be to frequent Downtown Milford businesses at the following times?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Friday evenings	22%	N=83	46%	N=172	13%	N=49	18%	N=69	100%	N=373
Monday through Thursday evenings	9%	N=34	41%	N=153	25%	N=93	24%	N=89	100%	N=369
Saturday afternoons or evenings	32%	N=121	45%	N=169	11%	N=40	12%	N=44	100%	N=375
Sunday afternoons or evenings	23%	N=83	34%	N=125	19%	N=71	24%	N=89	100%	N=369

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=15	5%	N=19	10%	N=39	14%	N=55	68%	N=269	100%	N=398
Purchase goods or services from a business located in Milford	1%	N=4	4%	N=14	18%	N=72	55%	N=220	22%	N=90	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	14%	N=56	41%	N=162	31%	N=124	11%	N=45	100%	N=394
Participate in moderate or vigorous physical activity	5%	N=21	18%	N=72	43%	N=169	25%	N=98	9%	N=35	100%	N=395
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	7%	N=26	21%	N=82	32%	N=125	38%	N=149	100%	N=395
Vote in local elections	12%	N=49	11%	N=42	14%	N=56	22%	N=88	41%	N=161	100%	N=397

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=54
Very good	35%	N=140
Good	37%	N=145
Fair	13%	N=50
Poor	2%	N=7
Total	100%	N=397

The National Citizen Survey™

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=24
Somewhat positive	20%	N=79
Neutral	55%	N=218
Somewhat negative	13%	N=52
Very negative	5%	N=20
Total	100%	N=394

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=202
Working part time for pay	11%	N=41
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	4%	N=14
Fully retired	32%	N=125
Total	100%	N=386

Table 22: Question D5

Do you work inside the boundaries of Milford?	Percent	Number
Yes, outside the home	29%	N=109
Yes, from home	5%	N=19
No	66%	N=248
Total	100%	N=377

Table 23: Question D6

How many years have you lived in Milford?	Percent	Number
Less than 2 years	13%	N=50
2 to 5 years	26%	N=104
6 to 10 years	18%	N=73
11 to 20 years	20%	N=82
More than 20 years	23%	N=90
Total	100%	N=399

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=264
Building with two or more homes (duplex, townhome, apartment or condominium)	33%	N=130
Mobile home	1%	N=2
Other	1%	N=3
Total	100%	N=399

The National Citizen Survey™

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	39%	N=154
Owned	61%	N=238
Total	100%	N=392

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	5%	N=20
\$300 to \$599 per month	14%	N=51
\$600 to \$999 per month	41%	N=154
\$1,000 to \$1,499 per month	19%	N=73
\$1,500 to \$2,499 per month	19%	N=70
\$2,500 or more per month	1%	N=5
Total	100%	N=374

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=273
Yes	30%	N=118
Total	100%	N=391

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=267
Yes	32%	N=126
Total	100%	N=393

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	23%	N=86
\$25,000 to \$49,999	30%	N=112
\$50,000 to \$99,999	32%	N=119
\$100,000 to \$149,999	9%	N=35
\$150,000 or more	4%	N=16
Total	100%	N=369

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	87%	N=335
Yes, I consider myself to be Spanish, Hispanic or Latino	13%	N=49
Total	100%	N=385

The National Citizen Survey™

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=8
Asian, Asian Indian or Pacific Islander	1%	N=2
Black or African American	16%	N=60
White	73%	N=282
Other	11%	N=43

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=4
25 to 34 years	20%	N=80
35 to 44 years	18%	N=73
45 to 54 years	20%	N=80
55 to 64 years	12%	N=46
65 to 74 years	18%	N=70
75 years or older	11%	N=43
Total	100%	N=396

Table 33: Question D16

What is your sex?	Percent	Number
Female	59%	N=231
Male	41%	N=162
Total	100%	N=393

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=251
Land line	18%	N=70
Both	19%	N=74
Total	100%	N=395

The National Citizen Survey™

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 35: Question 1

Please rate each of the following aspects of quality of life in Milford:	Excellent		Good		Fair		Poor		Don't know		Total	
Milford as a place to live	22%	N=89	62%	N=250	13%	N=54	2%	N=9	0%	N=0	100%	N=401
Your neighborhood as a place to live	27%	N=108	51%	N=204	18%	N=74	4%	N=16	0%	N=0	100%	N=401
Milford as a place to raise children	17%	N=70	47%	N=189	18%	N=70	4%	N=16	14%	N=54	100%	N=398
Milford as a place to work	8%	N=31	29%	N=116	32%	N=128	10%	N=41	21%	N=83	100%	N=399
Milford as a place to visit	10%	N=39	38%	N=151	38%	N=151	11%	N=45	2%	N=9	100%	N=396
Milford as a place to retire	17%	N=67	44%	N=173	24%	N=95	9%	N=35	6%	N=24	100%	N=394
The overall quality of life in Milford	19%	N=75	58%	N=231	20%	N=80	3%	N=12	0%	N=0	100%	N=398

Table 36: Question 2

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Milford	15%	N=60	55%	N=221	21%	N=85	8%	N=33	0%	N=0	100%	N=399
Overall ease of getting to the places you usually have to visit	22%	N=90	58%	N=232	17%	N=69	2%	N=10	0%	N=0	100%	N=402
Quality of overall natural environment in Milford	15%	N=61	63%	N=250	18%	N=70	4%	N=14	1%	N=3	100%	N=398
Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems)	12%	N=47	41%	N=166	34%	N=136	10%	N=41	3%	N=11	100%	N=402
Health and wellness opportunities in Milford	15%	N=60	47%	N=186	29%	N=118	6%	N=23	3%	N=13	100%	N=400
Overall opportunities for education and enrichment	12%	N=46	31%	N=124	29%	N=117	15%	N=59	13%	N=51	100%	N=396
Overall economic health of Milford	8%	N=30	37%	N=145	39%	N=155	7%	N=27	10%	N=39	100%	N=394
Sense of community	14%	N=56	40%	N=158	36%	N=142	9%	N=36	2%	N=7	100%	N=399
Overall image or reputation of Milford	11%	N=46	50%	N=201	31%	N=122	7%	N=26	1%	N=4	100%	N=398

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Milford to someone who asks	39%	N=155	44%	N=179	10%	N=42	6%	N=23	1%	N=3	100%	N=402
Remain in Milford for the next five years	49%	N=197	31%	N=124	10%	N=40	8%	N=33	2%	N=8	100%	N=402

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	59%	N=236	32%	N=130	5%	N=19	3%	N=11	1%	N=4	0%	N=0	100%	N=401
In Milford's downtown area during the day	48%	N=192	38%	N=153	4%	N=16	4%	N=14	3%	N=11	4%	N=15	100%	N=401

Table 39: Question 5

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	13%	N=53	52%	N=206	26%	N=105	8%	N=34	0%	N=0	100%	N=398

The National Citizen Survey™

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of public parking	14%	N=54	46%	N=184	30%	N=120	8%	N=33	1%	N=4	100%	N=395
Ease of travel by car in Milford	21%	N=82	60%	N=237	16%	N=64	3%	N=11	1%	N=4	100%	N=399
Ease of travel by public transportation in Milford	6%	N=22	13%	N=51	16%	N=65	25%	N=99	40%	N=159	100%	N=396
Ease of travel by bicycle in Milford	10%	N=39	31%	N=124	23%	N=90	7%	N=27	29%	N=115	100%	N=394
Ease of walking in Milford	25%	N=100	46%	N=184	18%	N=74	6%	N=24	5%	N=18	100%	N=400
Availability of paths and walking trails	18%	N=70	36%	N=145	24%	N=97	10%	N=41	12%	N=47	100%	N=399
Air quality	17%	N=67	52%	N=209	22%	N=87	7%	N=29	2%	N=9	100%	N=402
Cleanliness of Milford	18%	N=72	47%	N=187	31%	N=123	5%	N=20	0%	N=0	100%	N=403
Overall appearance of Milford	19%	N=78	49%	N=199	26%	N=106	5%	N=19	0%	N=0	100%	N=403
Public places where people want to spend time	12%	N=47	39%	N=157	32%	N=128	13%	N=51	4%	N=18	100%	N=401
Variety of housing options	10%	N=40	35%	N=139	29%	N=116	18%	N=70	8%	N=31	100%	N=396
Availability of affordable quality housing	12%	N=47	23%	N=92	25%	N=98	25%	N=100	16%	N=63	100%	N=400
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	N=49	36%	N=145	34%	N=138	7%	N=30	10%	N=39	100%	N=400
Recreational opportunities	11%	N=42	34%	N=135	32%	N=129	13%	N=53	10%	N=40	100%	N=398
Availability of affordable quality food	15%	N=60	46%	N=184	29%	N=116	9%	N=37	1%	N=3	100%	N=400
Availability of affordable quality health care	19%	N=76	42%	N=169	28%	N=113	5%	N=22	5%	N=20	100%	N=401
Availability of preventive health services	17%	N=70	38%	N=152	32%	N=127	4%	N=16	9%	N=34	100%	N=399
Availability of affordable quality mental health care	10%	N=40	18%	N=71	21%	N=82	16%	N=65	35%	N=141	100%	N=399

Table 40: Question 6

Please rate each of the following characteristics as they relate to Milford as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	3%	N=13	22%	N=86	14%	N=56	8%	N=31	52%	N=205	100%	N=391
K-12 education	7%	N=27	31%	N=118	20%	N=78	7%	N=25	35%	N=136	100%	N=385
Adult educational opportunities	5%	N=19	13%	N=52	22%	N=88	21%	N=84	38%	N=150	100%	N=392
Opportunities to attend cultural/arts/music activities	11%	N=42	35%	N=138	29%	N=112	9%	N=37	16%	N=64	100%	N=392
Opportunities to participate in religious or spiritual events and activities	17%	N=68	44%	N=172	22%	N=85	2%	N=7	15%	N=60	100%	N=392
Employment opportunities	2%	N=8	19%	N=75	38%	N=147	21%	N=82	19%	N=75	100%	N=388
Shopping opportunities	12%	N=47	33%	N=130	38%	N=152	17%	N=68	1%	N=3	100%	N=399
Cost of living in Milford	9%	N=36	35%	N=136	43%	N=167	11%	N=42	1%	N=3	100%	N=385
Overall quality of business and service establishments in Milford	6%	N=23	45%	N=175	39%	N=153	8%	N=30	3%	N=10	100%	N=391
Vibrant downtown/commercial area	6%	N=25	37%	N=144	38%	N=148	16%	N=64	3%	N=11	100%	N=393
Overall quality of new development in Milford	8%	N=30	37%	N=145	35%	N=138	11%	N=43	9%	N=33	100%	N=389
Opportunities to participate in social events and activities	10%	N=38	37%	N=146	32%	N=128	8%	N=34	12%	N=48	100%	N=395
Opportunities to volunteer	13%	N=53	38%	N=150	22%	N=87	6%	N=23	21%	N=83	100%	N=395
Opportunities to participate in community matters	13%	N=51	31%	N=122	26%	N=102	10%	N=39	20%	N=77	100%	N=391
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=41	37%	N=145	32%	N=124	11%	N=43	9%	N=34	100%	N=387
Neighborliness of residents in Milford	10%	N=40	37%	N=145	39%	N=153	10%	N=40	4%	N=15	100%	N=393

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	14%	N=56	86%	N=332	100%	N=388

The National Citizen Survey™

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to make your home more energy efficient	20%	N=79	80%	N=307	100%	N=386
Observed a code violation or other hazard in Milford (weeds, abandoned buildings, etc.)	43%	N=168	57%	N=223	100%	N=391
Household member was a victim of a crime in Milford	81%	N=318	19%	N=75	100%	N=393
Reported a crime to the police in Milford	73%	N=288	27%	N=106	100%	N=394
Stocked supplies in preparation for an emergency	60%	N=237	40%	N=156	100%	N=393
Campaigned or advocated for an issue, cause or candidate	83%	N=323	17%	N=65	100%	N=388
Contacted the City of Milford (in-person, phone, email or web) for help or information	48%	N=191	52%	N=204	100%	N=395
Contacted Milford elected officials (in-person, phone, email or web) to express your opinion	78%	N=307	22%	N=85	100%	N=393

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Milford?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Milford recreation facilities or their services	12%	N=47	22%	N=84	29%	N=113	38%	N=147	100%	N=391
Visited a neighborhood park or City park	14%	N=56	24%	N=95	37%	N=147	24%	N=95	100%	N=393
Used Milford public libraries or their services	8%	N=33	25%	N=98	32%	N=123	35%	N=135	100%	N=389
Participated in religious or spiritual activities in Milford	12%	N=45	11%	N=44	21%	N=82	56%	N=220	100%	N=392
Attended a City-sponsored event	2%	N=6	8%	N=31	46%	N=181	44%	N=171	100%	N=389
Used bus other public transportation instead of driving	3%	N=10	1%	N=5	3%	N=13	93%	N=365	100%	N=393
Carpooled with other adults or children instead of driving alone	9%	N=35	15%	N=58	11%	N=43	65%	N=256	100%	N=393
Walked or biked instead of driving	13%	N=51	18%	N=72	25%	N=97	44%	N=172	100%	N=392
Volunteered your time to some group/activity in Milford	11%	N=42	9%	N=37	14%	N=55	66%	N=262	100%	N=396
Participated in a club	5%	N=20	7%	N=26	6%	N=23	82%	N=321	100%	N=390
Talked to or visited with your immediate neighbors	45%	N=179	30%	N=121	15%	N=58	10%	N=38	100%	N=396
Done a favor for a neighbor	20%	N=78	28%	N=109	39%	N=155	14%	N=53	100%	N=395

Table 43: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=0	2%	N=8	19%	N=76	79%	N=311	100%	N=395

Table 44: Question 10

Please rate the quality of each of the following services in Milford:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	30%	N=117	46%	N=178	14%	N=54	5%	N=20	6%	N=23	100%	N=392
Fire services	33%	N=129	45%	N=177	3%	N=12	1%	N=2	18%	N=70	100%	N=391
Ambulance or emergency medical services	32%	N=126	40%	N=156	6%	N=23	1%	N=3	21%	N=82	100%	N=390
Crime prevention	15%	N=58	36%	N=141	22%	N=84	11%	N=42	16%	N=62	100%	N=388
Fire prevention and education	18%	N=69	33%	N=131	17%	N=66	2%	N=8	30%	N=117	100%	N=391
Traffic enforcement	17%	N=65	50%	N=196	16%	N=61	6%	N=25	11%	N=44	100%	N=392
Street repair	12%	N=48	35%	N=135	28%	N=109	19%	N=73	6%	N=25	100%	N=390
Street cleaning	19%	N=75	46%	N=181	20%	N=78	8%	N=33	6%	N=23	100%	N=390
Street lighting	15%	N=59	58%	N=226	20%	N=76	4%	N=16	3%	N=14	100%	N=391

The National Citizen Survey™

Please rate the quality of each of the following services in Milford:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal	17%	N=65	46%	N=180	23%	N=89	11%	N=42	4%	N=15	100%	N=391
Sidewalk maintenance	14%	N=53	30%	N=116	32%	N=123	15%	N=60	10%	N=37	100%	N=388
Traffic signal timing	15%	N=58	40%	N=155	29%	N=112	14%	N=55	3%	N=10	100%	N=390
Bus or transit services	7%	N=29	15%	N=60	13%	N=52	14%	N=54	50%	N=194	100%	N=389
Garbage collection	33%	N=128	47%	N=182	17%	N=67	2%	N=9	1%	N=6	100%	N=391
Recycling	32%	N=125	45%	N=174	18%	N=69	3%	N=12	3%	N=10	100%	N=390
Yard waste pick-up	27%	N=105	36%	N=139	19%	N=73	2%	N=7	16%	N=62	100%	N=387
Storm drainage	14%	N=55	35%	N=134	29%	N=110	11%	N=41	11%	N=44	100%	N=384
Drinking water	15%	N=59	30%	N=117	28%	N=109	22%	N=86	5%	N=18	100%	N=387
Sewer services	22%	N=85	45%	N=175	21%	N=83	3%	N=12	9%	N=34	100%	N=387
Power (electric) utility	28%	N=108	40%	N=155	22%	N=84	9%	N=36	2%	N=7	100%	N=390
Utility billing	18%	N=71	40%	N=153	23%	N=89	15%	N=60	3%	N=13	100%	N=385
City parks	19%	N=73	46%	N=180	22%	N=86	3%	N=11	10%	N=38	100%	N=388
Recreation programs or classes	8%	N=32	28%	N=108	25%	N=94	4%	N=17	34%	N=132	100%	N=384
Recreation facilities	11%	N=42	31%	N=118	28%	N=108	6%	N=22	24%	N=92	100%	N=383
Land use, planning and zoning	5%	N=18	23%	N=88	30%	N=117	8%	N=33	34%	N=132	100%	N=388
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=27	22%	N=85	29%	N=114	16%	N=62	25%	N=98	100%	N=386
Animal control	8%	N=30	26%	N=99	25%	N=97	11%	N=42	31%	N=121	100%	N=389
Economic development	8%	N=31	28%	N=106	32%	N=122	11%	N=42	21%	N=79	100%	N=380
Health services	16%	N=63	50%	N=191	21%	N=83	3%	N=13	9%	N=37	100%	N=386
Public library services	32%	N=122	40%	N=152	16%	N=63	1%	N=2	12%	N=46	100%	N=386
Public information services	14%	N=56	40%	N=158	21%	N=83	4%	N=14	20%	N=79	100%	N=390
Cable television	10%	N=37	32%	N=125	27%	N=103	18%	N=69	13%	N=52	100%	N=386
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=45	33%	N=129	18%	N=70	9%	N=33	28%	N=109	100%	N=385
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=37	38%	N=145	23%	N=86	8%	N=30	21%	N=81	100%	N=380
Milford open space	9%	N=33	36%	N=139	27%	N=104	9%	N=33	20%	N=76	100%	N=384
City-sponsored special events	11%	N=43	44%	N=169	26%	N=100	5%	N=21	13%	N=52	100%	N=384
Overall customer service by Milford employees (police, receptionists, planners, etc.)	26%	N=99	47%	N=177	18%	N=67	5%	N=21	4%	N=13	100%	N=377

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Milford	20%	N=77	54%	N=211	19%	N=77	4%	N=16	3%	N=12	100%	N=393
The Federal Government	6%	N=25	24%	N=96	39%	N=152	15%	N=60	15%	N=58	100%	N=391

Table 46: Question 12

Please rate the following categories of Milford government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Milford	7%	N=28	39%	N=152	28%	N=108	17%	N=65	9%	N=35	100%	N=388
The overall direction that Milford is taking	12%	N=48	43%	N=168	25%	N=98	10%	N=39	9%	N=36	100%	N=389
The job Milford government does at welcoming citizen involvement	9%	N=34	36%	N=140	25%	N=96	12%	N=46	19%	N=72	100%	N=388
Overall confidence in Milford government	8%	N=32	43%	N=168	28%	N=110	12%	N=47	8%	N=31	100%	N=389
Generally acting in the best interest of the community	10%	N=38	40%	N=154	32%	N=124	10%	N=39	8%	N=29	100%	N=384

The National Citizen Survey™

Please rate the following categories of Milford government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Being honest	10%	N=39	41%	N=161	26%	N=99	11%	N=41	12%	N=48	100%	N=388
Treating all residents fairly	9%	N=35	36%	N=138	31%	N=118	11%	N=43	14%	N=53	100%	N=388

Table 47: Question 13

Please rate how important, if at all, you think it is for the Milford community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Milford	63%	N=253	31%	N=126	5%	N=20	0%	N=1	100%	N=400
Overall ease of getting to the places you usually have to visit	24%	N=97	49%	N=197	23%	N=92	3%	N=12	100%	N=398
Quality of overall natural environment in Milford	26%	N=104	55%	N=220	18%	N=70	1%	N=3	100%	N=397
Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems)	25%	N=99	51%	N=204	22%	N=86	2%	N=7	100%	N=397
Health and wellness opportunities in Milford	37%	N=147	43%	N=169	18%	N=73	2%	N=8	100%	N=396
Overall opportunities for education and enrichment	35%	N=138	48%	N=189	15%	N=59	2%	N=8	100%	N=395
Overall economic health of Milford	48%	N=189	41%	N=162	10%	N=40	1%	N=5	100%	N=396
Sense of community	35%	N=139	51%	N=203	12%	N=46	2%	N=7	100%	N=395

Table 48: Question 14

Please rate how important, if at all, it is for the City of Milford to prioritize each of the following potential focus areas over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	48%	N=189	41%	N=160	11%	N=44	0%	N=1	100%	N=394
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices)	58%	N=231	38%	N=148	4%	N=16	0%	N=0	100%	N=395
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	42%	N=169	38%	N=151	18%	N=72	2%	N=7	100%	N=399
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	65%	N=258	31%	N=124	3%	N=12	1%	N=2	100%	N=396
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.)	36%	N=142	46%	N=183	16%	N=65	2%	N=8	100%	N=397

Table 49: Question 15

How much do you support or oppose additional financial resources for each of the following focus areas?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	39%	N=152	47%	N=183	6%	N=25	3%	N=12	5%	N=21	100%	N=392
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices)	58%	N=229	34%	N=135	2%	N=6	3%	N=14	3%	N=10	100%	N=394
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	45%	N=176	38%	N=149	9%	N=34	5%	N=19	4%	N=16	100%	N=392
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	71%	N=279	22%	N=86	4%	N=14	1%	N=5	3%	N=10	100%	N=394
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.)	41%	N=162	43%	N=169	8%	N=33	4%	N=16	3%	N=11	100%	N=391

The National Citizen Survey™

Table 50: Question 16

Many Milford businesses stay open for expanded hours on the 3rd Thursday of each month. Please select the option that comes closest to your level of participation in 3rd Thursday events and activities in Downtown Milford in the last 12 months.	Percent	Number
I am not aware of 3rd Thursday	50%	N=197
I have heard of 3rd Thursday but have not attended	31%	N=121
I have attended 3rd Thursday activities once or twice	16%	N=65
I have attended 3rd Thursday activities three times or more	3%	N=11
Total	100%	N=395

Table 51: Question 17

Downtown Milford businesses could consider expanding their normal hours (most businesses are currently open on weekdays with limited evening and/or weekend hours). How likely, if at all, would you be to frequent Downtown Milford businesses at the following times?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Friday evenings	21%	N=83	44%	N=172	13%	N=49	18%	N=69	5%	N=19	100%	N=393
Monday through Thursday evenings	9%	N=34	39%	N=153	24%	N=93	23%	N=89	5%	N=19	100%	N=388
Saturday afternoons or evenings	31%	N=121	43%	N=169	10%	N=40	11%	N=44	5%	N=20	100%	N=395
Sunday afternoons or evenings	21%	N=83	32%	N=125	18%	N=71	23%	N=89	6%	N=24	100%	N=392

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=15	5%	N=19	10%	N=39	14%	N=55	68%	N=269	100%	N=398
Purchase goods or services from a business located in Milford	1%	N=4	4%	N=14	18%	N=72	55%	N=220	22%	N=90	100%	N=400
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	14%	N=56	41%	N=162	31%	N=124	11%	N=45	100%	N=394
Participate in moderate or vigorous physical activity	5%	N=21	18%	N=72	43%	N=169	25%	N=98	9%	N=35	100%	N=395
Read or watch local news (via television, paper, computer, etc.)	3%	N=13	7%	N=26	21%	N=82	32%	N=125	38%	N=149	100%	N=395
Vote in local elections	12%	N=49	11%	N=42	14%	N=56	22%	N=88	41%	N=161	100%	N=397

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=54
Very good	35%	N=140
Good	37%	N=145
Fair	13%	N=50
Poor	2%	N=7
Total	100%	N=397

The National Citizen Survey™

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=24
Somewhat positive	20%	N=79
Neutral	55%	N=218
Somewhat negative	13%	N=52
Very negative	5%	N=20
Total	100%	N=394

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	52%	N=202
Working part time for pay	11%	N=41
Unemployed, looking for paid work	1%	N=3
Unemployed, not looking for paid work	4%	N=14
Fully retired	32%	N=125
Total	100%	N=386

Table 56: Question D5

Do you work inside the boundaries of Milford?	Percent	Number
Yes, outside the home	29%	N=109
Yes, from home	5%	N=19
No	66%	N=248
Total	100%	N=377

Table 57: Question D6

How many years have you lived in Milford?	Percent	Number
Less than 2 years	13%	N=50
2 to 5 years	26%	N=104
6 to 10 years	18%	N=73
11 to 20 years	20%	N=82
More than 20 years	23%	N=90
Total	100%	N=399

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=264
Building with two or more homes (duplex, townhome, apartment or condominium)	33%	N=130
Mobile home	1%	N=2
Other	1%	N=3
Total	100%	N=399

The National Citizen Survey™

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	39%	N=154
Owned	61%	N=238
Total	100%	N=392

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	5%	N=20
\$300 to \$599 per month	14%	N=51
\$600 to \$999 per month	41%	N=154
\$1,000 to \$1,499 per month	19%	N=73
\$1,500 to \$2,499 per month	19%	N=70
\$2,500 or more per month	1%	N=5
Total	100%	N=374

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	70%	N=273
Yes	30%	N=118
Total	100%	N=391

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=267
Yes	32%	N=126
Total	100%	N=393

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	23%	N=86
\$25,000 to \$49,999	30%	N=112
\$50,000 to \$99,999	32%	N=119
\$100,000 to \$149,999	9%	N=35
\$150,000 or more	4%	N=16
Total	100%	N=369

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	87%	N=335
Yes, I consider myself to be Spanish, Hispanic or Latino	13%	N=49
Total	100%	N=385

The National Citizen Survey™

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=8
Asian, Asian Indian or Pacific Islander	1%	N=2
Black or African American	16%	N=60
White	73%	N=282
Other	11%	N=43

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=4
25 to 34 years	20%	N=80
35 to 44 years	18%	N=73
45 to 54 years	20%	N=80
55 to 64 years	12%	N=46
65 to 74 years	18%	N=70
75 years or older	11%	N=43
Total	100%	N=396

Table 67: Question D16

What is your sex?	Percent	Number
Female	59%	N=231
Male	41%	N=162
Total	100%	N=393

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	64%	N=251
Land line	18%	N=70
Both	19%	N=74
Total	100%	N=395

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Milford chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Milford’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Milford’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Milford’s rating to the benchmark.

In that final column, Milford’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Milford residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Milford	77%	302	442	Similar
Overall image or reputation of Milford	62%	231	330	Similar
Milford as a place to live	84%	270	377	Similar
Your neighborhood as a place to live	78%	226	296	Similar
Milford as a place to raise children	75%	256	366	Similar
Milford as a place to retire	65%	194	341	Similar
Overall appearance of Milford	69%	202	344	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Milford	70%	251	315	Similar	
	In your neighborhood during the day	91%	245	341	Similar	
	In Milford's downtown/commercial area during the day	89%	195	296	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	80%	99	223	Similar	
	Availability of paths and walking trails	61%	169	297	Similar	
	Ease of walking in Milford	74%	94	282	Similar	
	Ease of travel by bicycle in Milford	58%	108	285	Similar	
	Ease of travel by public transportation in Milford	31%	130	188	Similar	
	Ease of travel by car in Milford	81%	63	286	Similar	
	Ease of public parking	61%	73	185	Similar	
	Traffic flow on major streets	65%	69	332	Higher	
Natural Environment	Quality of overall natural environment in Milford	79%	177	260	Similar	
	Cleanliness of Milford	64%	183	267	Similar	
	Air quality	70%	172	225	Similar	
Built Environment	Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems)	55%	141	212	Similar	
	Overall quality of new development in Milford	49%	187	271	Similar	
	Availability of affordable quality housing	41%	159	286	Similar	
	Variety of housing options	49%	184	262	Similar	
	Public places where people want to spend time	53%	159	204	Similar	
Economy	Overall economic health of Milford	49%	151	218	Similar	
	Vibrant downtown/commercial area	44%	112	196	Similar	
	Overall quality of business and service establishments in Milford	52%	185	254	Similar	
	Cost of living in Milford	45%	97	215	Similar	
	Shopping opportunities	45%	185	277	Similar	
	Employment opportunities	27%	205	296	Similar	
	Milford as a place to visit	49%	175	232	Lower	
	Milford as a place to work	46%	257	342	Similar	
	Recreation and Wellness	Health and wellness opportunities in Milford	64%	147	213	Similar
		Availability of affordable quality mental health care	43%	106	186	Similar
Availability of preventive health services		61%	107	217	Similar	
Availability of affordable quality health care		64%	104	243	Similar	
Availability of affordable quality food		62%	154	218	Similar	
Recreational opportunities		49%	242	283	Lower	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	54%	170	204	Similar	

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	49%	181	214	Lower
	Opportunities to participate in religious or spiritual events and activities	72%	143	186	Similar
	Opportunities to attend cultural/arts/music activities	55%	161	281	Similar
	Adult educational opportunities	29%	182	192	Much lower
	K-12 education	58%	198	253	Lower
	Availability of affordable quality child care/preschool	53%	144	232	Similar
Community Engagement	Opportunities to participate in social events and activities	53%	165	243	Similar
	Neighborliness of Milford	49%	170	207	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	53%	214	276	Similar
	Opportunities to participate in community matters	55%	184	255	Similar
	Opportunities to volunteer	65%	171	247	Similar

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Milford	76%	208	417	Similar
Overall customer service by Milford employees (police, receptionists, planners, etc.)	76%	163	358	Similar
Value of services for the taxes paid to Milford	51%	244	386	Similar
Overall direction that Milford is taking	61%	138	300	Similar
Job Milford government does at welcoming citizen involvement	55%	153	302	Similar
Overall confidence in Milford government	56%	108	216	Similar
Generally acting in the best interest of the community	54%	118	216	Similar
Being honest	59%	118	209	Similar
Treating all residents fairly	52%	126	214	Similar
Services provided by the Federal Government	36%	107	232	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police services	80%	227	444	Similar
	Fire services	96%	170	366	Similar
	Ambulance or emergency medical services	92%	164	335	Similar
	Crime prevention	61%	233	340	Similar
	Fire prevention and education	73%	178	268	Similar
	Animal control	48%	269	325	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	158	261	Similar
	Traffic enforcement	75%	98	356	Similar
	Street repair	50%	193	384	Similar
	Street cleaning	70%	113	306	Similar
Mobility	Street lighting	76%	54	311	Similar
	Snow removal	65%	143	283	Similar
	Sidewalk maintenance	48%	172	307	Similar
	Traffic signal timing	56%	72	246	Similar
	Bus or transit services	46%	132	209	Similar
	Garbage collection	80%	197	346	Similar
Natural Environment	Recycling	79%	170	344	Similar
	Yard waste pick-up	75%	112	261	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	47%	281	312	Lower
	Preservation of natural areas such as open space, farmlands and greenbelts	61%	132	240	Similar
	Milford open space	56%	133	194	Similar
Built Environment	Storm drainage	56%	229	339	Similar
	Sewer services	73%	166	311	Similar
	Power (electric and/or gas) utility	69%	117	159	Similar
	Utility billing	60%	150	188	Similar
	Land use, planning and zoning	42%	159	288	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	39%	263	373	Similar
	Cable television	49%	117	188	Similar
Economy	Economic development	45%	164	268	Similar
Recreation and Wellness	City parks	72%	233	312	Similar
	Recreation programs or classes	56%	244	310	Similar
	Recreation centers or facilities	55%	204	261	Similar
	Health services	73%	83	197	Similar
Education and Enrichment	City-sponsored special events	64%	147	234	Similar
	Public library services	81%	180	329	Similar
Community Engagement	Public information services	69%	123	267	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	55%	206	296	Similar
Recommend living in Milford to someone who asks	84%	180	267	Similar
Remain in Milford for the next five years	81%	180	258	Similar
Contacted Milford (in-person, phone, email or web) for help or information	52%	78	297	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	40%	66	187	Similar
	Did NOT report a crime to the police	73%	163	209	Similar
	Household member was NOT a victim of a crime	81%	231	256	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	7%	140	171	Lower
	Carpooled with other adults or children instead of driving alone	35%	177	198	Similar
	Walked or biked instead of driving	56%	99	205	Similar
Natural Environment	Made efforts to conserve water	86%	64	193	Similar
	Made efforts to make your home more energy efficient	80%	48	193	Similar
	Recycle at home	91%	107	239	Similar
Built Environment	Did NOT observe a code violation or other hazard in Milford	43%	158	199	Lower
	NOT experiencing housing costs stress	59%	207	237	Similar
Economy	Purchase goods or services from a business located in Milford	95%	150	203	Similar
	Economy will have positive impact on income	26%	150	238	Similar

The National Citizen Survey™

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Work inside boundaries of Milford	34%	115	204	Similar
	Used Milford recreation centers or their services	62%	62	220	Similar
	Visited a neighborhood park or City park	76%	216	251	Similar
	Eat at least 5 portions of fruits and vegetables a day	84%	93	195	Similar
	Participate in moderate or vigorous physical activity	76%	187	199	Similar
	In very good to excellent health	49%	183	199	Similar
Education and Enrichment	Used Milford public libraries or their services	65%	99	226	Similar
	Participated in religious or spiritual activities in Milford	44%	104	184	Similar
	Attended City-sponsored event	56%	92	205	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	17%	154	186	Similar
	Contacted Milford elected officials (in-person, phone, email or web) to express your opinion	22%	44	202	Similar
	Volunteered your time to some group/activity in Milford	34%	164	245	Similar
	Participated in a club	18%	195	221	Similar
	Talked to or visited with your immediate neighbors	90%	115	199	Similar
	Done a favor for a neighbor	86%	39	194	Similar
	Attended a local public meeting	21%	113	245	Similar
	Read or watch local news (via television, paper, computer, etc.)	90%	31	204	Similar
	Vote in local elections	77%	189	239	Similar

Communities included in national comparisons

The communities included in Milford’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO.....	441,603	Augusta CCD, GA.....	134,777
Airway Heights city, WA.....	6,114	Aurora city, CO.....	325,078
Albany city, OR.....	50,158	Austin city, TX.....	790,390
Albemarle County, VA.....	98,970	Avon town, CO.....	6,447
Albert Lea city, MN.....	18,016	Avon town, IN.....	12,446
Alexandria city, VA.....	139,966	Avondale city, AZ.....	76,238
Algonquin village, IL.....	30,046	Azusa city, CA.....	46,361
Aliso Viejo city, CA.....	47,823	Bainbridge Island city, WA.....	23,025
Altoona city, IA.....	14,541	Baltimore city, MD.....	620,961
American Canyon city, CA.....	19,454	Bartonville town, TX.....	1,469
Ames city, IA.....	58,965	Battle Creek city, MI.....	52,347
Andover CDP, MA.....	8,762	Bay City city, MI.....	34,932
Ankeny city, IA.....	45,582	Bay Village city, OH.....	15,651
Ann Arbor city, MI.....	113,934	Baytown city, TX.....	71,802
Annapolis city, MD.....	38,394	Bedford city, TX.....	46,979
Apache Junction city, AZ.....	35,840	Bedford town, MA.....	13,320
Arapahoe County, CO.....	572,003	Bellevue city, WA.....	122,363
Arkansas City city, AR.....	366	Bellingham city, WA.....	80,885
Arlington city, TX.....	365,438	Benbrook city, TX.....	21,234
Arvada city, CO.....	106,433	Bend city, OR.....	76,639
Asheville city, NC.....	83,393	Bettendorf city, IA.....	33,217
Ashland city, OR.....	20,078	Billings city, MT.....	104,170
Ashland town, MA.....	16,593	Blaine city, MN.....	57,186
Ashland town, VA.....	7,225	Bloomfield Hills city, MI.....	3,869
Aspen city, CO.....	6,658	Bloomington city, IN.....	80,405
Athens-Clarke County, GA.....	115,452	Bloomington city, MN.....	82,893
Auburn city, AL.....	53,380	Blue Springs city, MO.....	52,575

The National Citizen Survey™

Boise City city, ID	205,671	Copperas Cove city, TX.....	32,032
Bonner Springs city, KS	7,314	Coral Springs city, FL.....	121,096
Boone County, KY	118,811	Coronado city, CA	18,912
Boulder city, CO.....	97,385	Corvallis city, OR.....	54,462
Bowling Green city, KY	58,067	Cottonwood Heights city, UT	33,433
Bozeman city, MT	37,280	Creve Coeur city, MO	17,833
Brentwood city, MO.....	8,055	Cross Roads town, TX	1,563
Brentwood city, TN	37,060	Dacono city, CO.....	4,152
Brighton city, CO.....	33,352	Dade City city, FL.....	6,437
Brighton city, MI	7,444	Dakota County, MN	398,552
Bristol city, TN	26,702	Dallas city, OR	14,583
Broken Arrow city, OK	98,850	Dallas city, TX.....	1,197,816
Brookfield city, WI	37,920	Danville city, KY.....	16,218
Brookline CDP, MA	58,732	Dardenne Prairie city, MO.....	11,494
Brooklyn Center city, MN	30,104	Darien city, IL.....	22,086
Brooklyn city, OH	11,169	Davenport city, FL.....	2,888
Broomfield city, CO	55,889	Davenport city, IA.....	99,685
Brownsburg town, IN	21,285	Davidson town, NC.....	10,944
Buffalo Grove village, IL	41,496	Dayton city, OH	141,527
Burien city, WA.....	33,313	Dayton town, WY	757
Burleson city, TX.....	36,690	Decatur city, GA.....	19,335
Burlingame city, CA.....	28,806	Del Mar city, CA.....	4,161
Cabarrus County, NC.....	178,011	DeLand city, FL.....	27,031
Cambridge city, MA.....	105,162	Delaware city, OH	34,753
Cannon Beach city, OR.....	1,690	Delray Beach city, FL.....	60,522
Cañon City city, CO	16,400	Denison city, TX.....	22,682
Canton city, SD	3,057	Denton city, TX.....	113,383
Cape Coral city, FL.....	154,305	Denver city, CO.....	600,158
Cape Girardeau city, MO.....	37,941	Derby city, KS.....	22,158
Carlisle borough, PA.....	18,682	Des Moines city, IA	203,433
Carlsbad city, CA.....	105,328	Des Peres city, MO	8,373
Carroll city, IA.....	10,103	Destin city, FL.....	12,305
Cartersville city, GA.....	19,731	Dothan city, AL	65,496
Cary town, NC	135,234	Douglas County, CO	285,465
Castine town, ME	1,366	Dover city, NH	29,987
Castle Pines North city, CO	10,360	Dublin city, CA	46,036
Castle Rock town, CO.....	48,231	Dublin city, OH	41,751
Cedar Hill city, TX	45,028	Duluth city, MN.....	86,265
Cedar Rapids city, IA.....	126,326	Durham city, NC	228,330
Celina city, TX.....	6,028	Durham County, NC.....	267,587
Centennial city, CO.....	100,377	Eagan city, MN	64,206
Chandler city, AZ	236,123	Eagle Mountain city, UT.....	21,415
Chandler city, TX	2,734	Eagle town, CO.....	6,508
Chanhassen city, MN.....	22,952	East Grand Forks city, MN	8,601
Chapel Hill town, NC	57,233	East Lansing city, MI	48,579
Charles County, MD	146,551	Eau Claire city, WI	65,883
Charlotte city, NC.....	731,424	Eden Prairie city, MN.....	60,797
Charlotte County, FL	159,978	Edgerton city, KS	1,671
Charlottesville city, VA.....	43,475	Edgewater city, CO	5,170
Chattanooga city, TN.....	167,674	Edina city, MN	47,941
Chautauqua town, NY	4,464	Edmond city, OK.....	81,405
Chesterfield County, VA.....	316,236	Edmonds city, WA.....	39,709
Citrus Heights city, CA.....	83,301	El Cerrito city, CA.....	23,549
Clackamas County, OR	375,992	El Dorado County, CA.....	181,058
Clarendon Hills village, IL	8,427	Elk Grove city, CA	153,015
Clayton city, MO	15,939	Elko New Market city, MN.....	4,110
Clearwater city, FL.....	107,685	Elmhurst city, IL.....	44,121
Cleveland Heights city, OH	46,121	Encinitas city, CA	59,518
Clinton city, SC	8,490	Englewood city, CO.....	30,255
Clive city, IA	15,447	Erie town, CO	18,135
Clovis city, CA.....	95,631	Escambia County, FL.....	297,619
College Park city, MD	30,413	Estes Park town, CO.....	5,858
College Station city, TX	93,857	Euclid city, OH.....	48,920
Colleyville city, TX.....	22,807	Fairview town, TX	7,248
Columbia city, MO.....	108,500	Farmersville city, TX.....	3,301
Columbia city, SC.....	129,272	Fayetteville city, NC.....	200,564
Columbia Falls city, MT.....	4,688	Fishers town, IN	76,794
Concord city, CA	122,067	Flagstaff city, AZ.....	65,870
Concord town, MA.....	17,668	Flower Mound town, TX.....	64,669
Coon Rapids city, MN	61,476	Forest Grove city, OR.....	21,083

The National Citizen Survey™

Fort Collins city, CO.....	143,986	Jefferson Parish, LA	432,552
Fort Lauderdale city, FL.....	165,521	Johnson City city, TN.....	63,152
Fort Smith city, AR.....	86,209	Johnston city, IA.....	17,278
Franklin city, TN.....	62,487	Jupiter town, FL.....	55,156
Fremont city, CA.....	214,089	Kalamazoo city, MI.....	74,262
Friendswood city, TX.....	35,805	Kansas City city, KS.....	145,786
Fruita city, CO.....	12,646	Kansas City city, MO.....	459,787
Gahanna city, OH.....	33,248	Keizer city, OR.....	36,478
Gaithersburg city, MD.....	59,933	Kenmore city, WA	20,460
Galveston city, TX.....	47,743	Kennedale city, TX	6,763
Gardner city, KS.....	19,123	Kennett Square borough, PA.....	6,072
Georgetown city, TX.....	47,400	Kent city, WA.....	92,411
Germantown city, TN	38,844	Kerrville city, TX.....	22,347
Gilbert town, AZ.....	208,453	Kettering city, OH	56,163
Gillette city, WY	29,087	Key West city, FL	24,649
Glendora city, CA	50,073	King City city, CA	12,874
Glenview village, IL.....	44,692	King County, WA.....	1,931,249
Globe city, AZ	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO.....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA	7,313
Goodyear city, AZ	65,275	La Mesa city, CA	57,065
Grafton village, WI.....	11,459	La Plata town, MD.....	8,753
Grand Blanc city, MI.....	8,276	La Porte city, TX	33,800
Grants Pass city, OR.....	34,533	La Vista city, NE.....	15,758
Grass Valley city, CA	12,860	Lafayette city, CO	24,453
Greeley city, CO.....	92,889	Laguna Beach city, CA.....	22,723
Greenville city, NC.....	84,554	Laguna Niguel city, CA	62,979
Greenwich town, CT.....	61,171	Lake Forest city, IL	19,375
Greenwood Village city, CO.....	13,925	Lake in the Hills village, IL.....	28,965
Greer city, SC	25,515	Lake Oswego city, OR	36,619
Gunnison County, CO	15,324	Lake Stevens city, WA	28,069
Hailey city, ID	7,960	Lake Worth city, FL	34,910
Haines Borough, AK	2,508	Lake Zurich village, IL	19,631
Haltom City city, TX	42,409	Lakeville city, MN	55,954
Hamilton city, OH.....	62,477	Lakewood city, CO	142,980
Hamilton town, MA	7,764	Lakewood city, WA.....	58,163
Hanover County, VA.....	99,863	Lane County, OR.....	351,715
Harrisburg city, SD.....	4,089	Lansing city, MI	114,297
Harrisonburg city, VA	48,914	Laramie city, WY.....	30,816
Harrisonville city, MO	10,019	Larimer County, CO.....	299,630
Hayward city, CA	144,186	Las Cruces city, NM.....	97,618
Henderson city, NV	257,729	Las Vegas city, NV	583,756
Herndon town, VA.....	23,292	Lawrence city, KS.....	87,643
High Point city, NC.....	104,371	Lawrenceville city, GA	28,546
Highland Park city, IL.....	29,763	Lee's Summit city, MO.....	91,364
Highlands Ranch CDP, CO	96,713	Lehi city, UT	47,407
Holland city, MI.....	33,051	Lenexa city, KS	48,190
Homer Glen village, IL.....	24,220	Lewis County, NY	27,087
Honolulu County, HI.....	953,207	Lewiston city, ID.....	31,894
Hooksett town, NH.....	13,451	Lewisville city, TX.....	95,290
Hopkins city, MN.....	17,591	Lewisville town, NC	12,639
Hopkinton town, MA.....	14,925	Libertyville village, IL.....	20,315
Hoquiam city, WA	8,726	Lincoln city, NE	258,379
Horry County, SC.....	269,291	Lindsborg city, KS	3,458
Howard village, WI.....	17,399	Little Chute village, WI	10,449
Hudson city, OH.....	22,262	Littleton city, CO	41,737
Hudson town, CO.....	2,356	Livermore city, CA.....	80,968
Huntley village, IL.....	24,291	Lombard village, IL	43,165
Hurst city, TX.....	37,337	Lone Tree city, CO	10,218
Hutchinson city, MN	14,178	Long Grove village, IL	8,043
Hutto city, TX	14,698	Longmont city, CO	86,270
Independence city, MO.....	116,830	Longview city, TX.....	80,455
Indianola city, IA	14,782	Lonsdale city, MN.....	3,674
Indio city, CA	76,036	Los Alamos County, NM.....	17,950
Iowa City city, IA	67,862	Los Altos Hills town, CA.....	7,922
Irving city, TX.....	216,290	Louisville city, CO.....	18,376
Issaquah city, WA	30,434	Lower Merion township, PA	57,825
Jackson County, MI.....	160,248	Lynchburg city, VA	75,568
James City County, VA	67,009	Lynnwood city, WA	35,836
Jefferson County, NY.....	116,229	Macomb County, MI.....	840,978

The National Citizen Survey™

Manassas city, VA	37,821	Novi city, MI	55,224
Manhattan Beach city, CA	35,135	O'Fallon city, IL	28,281
Manhattan city, KS	52,281	O'Fallon city, MO	79,329
Mankato city, MN	39,309	Oak Park village, IL	51,878
Maple Grove city, MN	61,567	Oakland city, CA	390,724
Maricopa County, AZ	3,817,117	Oakley city, CA	35,432
Marion city, IA	34,768	Oklahoma City city, OK	579,999
Marshfield city, WI	19,118	Olathe city, KS	125,872
Martinez city, CA	35,824	Old Town city, ME	7,840
Marysville city, WA	60,020	Olmsted County, MN	144,248
Matthews town, NC	27,198	Olympia city, WA	46,478
McAllen city, TX	129,877	Orland Park village, IL	56,767
McKinney city, TX	131,117	Orleans Parish, LA	343,829
McMinnville city, OR	32,187	Oshkosh city, WI	66,083
Menlo Park city, CA	32,026	Oshkosh charter township, MI	21,705
Menomonee Falls village, WI	35,626	Oswego village, IL	30,355
Mercer Island city, WA	22,699	Otsego County, MI	24,164
Meridian charter township, MI	39,688	Ottawa County, MI	263,801
Meridian city, ID	75,092	Paducah city, KY	25,024
Merriam city, KS	11,003	Palm Beach Gardens city, FL	48,452
Mesa city, AZ	439,041	Palm Coast city, FL	75,180
Mesa County, CO	146,723	Palo Alto city, CA	64,403
Miami Beach city, FL	87,779	Palos Verdes Estates city, CA	13,438
Miami city, FL	399,457	Papillion city, NE	18,894
Middleton city, WI	17,442	Paradise Valley town, AZ	12,820
Midland city, MI	41,863	Park City city, UT	7,558
Milford city, DE	9,559	Parker town, CO	45,297
Milton city, GA	32,661	Parkland city, FL	23,962
Minneapolis city, MN	382,578	Pasco city, WA	59,781
Missouri City city, TX	67,358	Pasco County, FL	464,697
Modesto city, CA	201,165	Payette city, ID	7,433
Monterey city, CA	27,810	Pearland city, TX	91,252
Montgomery city, MN	2,956	Peoria city, AZ	154,065
Monticello city, UT	1,972	Peoria city, IL	115,007
Montrose city, CO	19,132	Pflugerville city, TX	46,936
Monument town, CO	5,530	Phoenix city, AZ	1,445,632
Mooreville town, NC	32,711	Pinehurst village, NC	13,124
Moraga town, CA	16,016	Piqua city, OH	20,522
Morristown city, TN	29,137	Pitkin County, CO	17,148
Morrisville town, NC	18,576	Plano city, TX	259,841
Morro Bay city, CA	10,234	Platte City city, MO	4,691
Mountain Village town, CO	1,320	Pleasant Hill city, IA	8,785
Mountlake Terrace city, WA	19,909	Pleasanton city, CA	70,285
Murphy city, TX	17,708	Plymouth city, MN	70,576
Naperville city, IL	141,853	Polk County, IA	430,640
Napoleon city, OH	8,749	Pompano Beach city, FL	99,845
Needham CDP, MA	28,886	Port Orange city, FL	56,048
Nevada City city, CA	3,068	Portland city, OR	583,776
Nevada County, CA	98,764	Post Falls city, ID	27,574
New Braunfels city, TX	57,740	Powell city, OH	11,500
New Brighton city, MN	21,456	Prince William County, VA	402,002
New Hanover County, NC	202,667	Prior Lake city, MN	22,796
New Hope city, MN	20,339	Pueblo city, CO	106,595
New Orleans city, LA	343,829	Purcellville town, VA	7,727
New Port Richey city, FL	14,911	Queen Creek town, AZ	26,361
New Smyrna Beach city, FL	22,464	Raleigh city, NC	403,892
New Ulm city, MN	13,522	Ramsey city, MN	23,668
Newberg city, OR	22,068	Raymond town, ME	4,436
Newport city, RI	24,672	Raymore city, MO	19,206
Newport News city, VA	180,719	Redmond city, OR	26,215
Newton city, IA	15,254	Redmond city, WA	54,144
Noblesville city, IN	51,969	Reno city, NV	225,221
Nogales city, AZ	20,837	Reston CDP, VA	58,404
Norcross city, GA	9,116	Richland city, WA	48,058
Norfolk city, VA	242,803	Richmond Heights city, MO	8,603
North Mankato city, MN	13,394	Rio Rancho city, NM	87,521
North Port city, FL	57,357	River Falls city, WI	15,000
North Richland Hills city, TX	63,343	Riverside city, CA	303,871
North Yarmouth town, ME	3,565	Riverside city, MO	2,937
Novato city, CA	51,904	Roanoke city, VA	97,032

The National Citizen Survey™

Roanoke County, VA	92,376	St. Joseph town, WI.....	3,842
Rochester Hills city, MI.....	70,995	St. Louis County, MN.....	200,226
Rock Hill city, SC.....	66,154	State College borough, PA	42,034
Rockville city, MD.....	61,209	Steamboat Springs city, CO	12,088
Roeland Park city, KS	6,731	Sterling Heights city, MI	129,699
Rogers city, MN	8,597	Sugar Grove village, IL.....	8,997
Rohnert Park city, CA	40,971	Sugar Land city, TX.....	78,817
Rolla city, MO	19,559	Suisun City city, CA.....	28,111
Roselle village, IL.....	22,763	Summit city, NJ.....	21,457
Rosemount city, MN.....	21,874	Summit County, UT.....	36,324
Rosenberg city, TX.....	30,618	Summit village, IL.....	11,054
Roseville city, MN.....	33,660	Sunnyvale city, CA	140,081
Round Rock city, TX.....	99,887	Surprise city, AZ.....	117,517
Royal Oak city, MI.....	57,236	Suwanee city, GA.....	15,355
Saco city, ME.....	18,482	Tacoma city, WA.....	198,397
Sahuarita town, AZ	25,259	Takoma Park city, MD	16,715
Salida city, CO	5,236	Tamarac city, FL.....	60,427
Sammamish city, WA	45,780	Temecula city, CA	100,097
San Anselmo town, CA	12,336	Tempe city, AZ	161,719
San Carlos city, CA.....	28,406	Temple city, TX.....	66,102
San Diego city, CA	1,307,402	Texarkana city, TX.....	36,411
San Francisco city, CA	805,235	The Woodlands CDP, TX.....	93,847
San Jose city, CA	945,942	Thousand Oaks city, CA.....	126,683
San Juan County, NM.....	130,044	Tigard city, OR.....	48,035
San Marcos city, CA	83,781	Tracy city, CA	82,922
San Marcos city, TX.....	44,894	Trinidad CCD, CO.....	12,017
San Rafael city, CA.....	57,713	Tualatin city, OR	26,054
Sanford city, FL.....	53,570	Tulsa city, OK	391,906
Sangamon County, IL.....	197,465	Twin Falls city, ID	44,125
Santa Clarita city, CA.....	176,320	Tyler city, TX	96,900
Santa Fe city, NM.....	67,947	University Heights city, OH	13,539
Santa Fe County, NM	144,170	University Park city, TX.....	23,068
Santa Monica city, CA.....	89,736	Upper Arlington city, OH.....	33,771
Sarasota County, FL.....	379,448	Urbandale city, IA	39,463
Savage city, MN.....	26,911	Vail town, CO.....	5,305
Schaumburg village, IL.....	74,227	Vancouver city, WA.....	161,791
Schertz city, TX.....	31,465	Ventura CCD, CA.....	111,889
Scott County, MN.....	129,928	Vernon Hills village, IL.....	25,113
Scottsdale city, AZ	217,385	Vestavia Hills city, AL	34,033
Seaside city, CA	33,025	Victoria city, MN.....	7,345
Sevierville city, TN	14,807	Vienna town, VA	15,687
Shakopee city, MN	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH.....	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS	62,209	Washington County, MN.....	238,136
Shawnee city, OK.....	29,857	Washington town, NH	1,123
Sherborn town, MA	4,119	Washoe County, NV	421,407
Shoreview city, MN	25,043	Washougal city, WA	14,095
Shorewood village, IL.....	15,615	Wauwatosa city, WI	46,396
Shorewood village, WI	13,162	Waverly city, IA	9,874
Sierra Vista city, AZ.....	43,888	Weddington town, NC	9,459
Silverton city, OR	9,222	Wentzville city, MO.....	29,070
Sioux Center city, IA	7,048	West Carrollton city, OH	13,143
Sioux Falls city, SD.....	153,888	West Chester borough, PA.....	18,461
Skokie village, IL.....	64,784	West Des Moines city, IA.....	56,609
Snellville city, GA	18,242	Western Springs village, IL	12,975
Snoqualmie city, WA	10,670	Westerville city, OH.....	36,120
Somerset town, MA.....	18,165	Westlake town, TX.....	992
South Jordan city, UT.....	50,418	Westminster city, CO.....	106,114
South Lake Tahoe city, CA.....	21,403	Weston town, MA.....	11,261
Southlake city, TX.....	26,575	White House city, TN	10,255
Spearfish city, SD.....	10,494	Wichita city, KS.....	382,368
Spring Hill city, KS.....	5,437	Williamsburg city, VA.....	14,068
Springboro city, OH.....	17,409	Willowbrook village, IL	8,540
Springfield city, MO.....	159,498	Wilmington city, NC.....	106,476
Springville city, UT	29,466	Wilsonville city, OR.....	19,509
St. Augustine city, FL	12,975	Windsor town, CO	18,644
St. Charles city, IL.....	32,974	Windsor town, CT	29,044
St. Cloud city, FL.....	35,183	Winnetka village, IL	12,187
St. Cloud city, MN	65,842	Winter Garden city, FL.....	34,568
St. Joseph city, MO	76,780	Woodbury city, MN.....	61,961

The National Citizen Survey™

Woodland city, CA.....	55,468	York County, VA.....	65,464
Wrentham town, MA	10,955	Yorktown town, IN.....	9,405
Wyandotte County, KS	157,505	Yorkville city, IL	16,921
Yakima city, WA.....	91,067	Yountville city, CA	2,933

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Milford funded this research. Please contact Eric Norenberg of the City of Milford at ENorenberg@milford-de.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

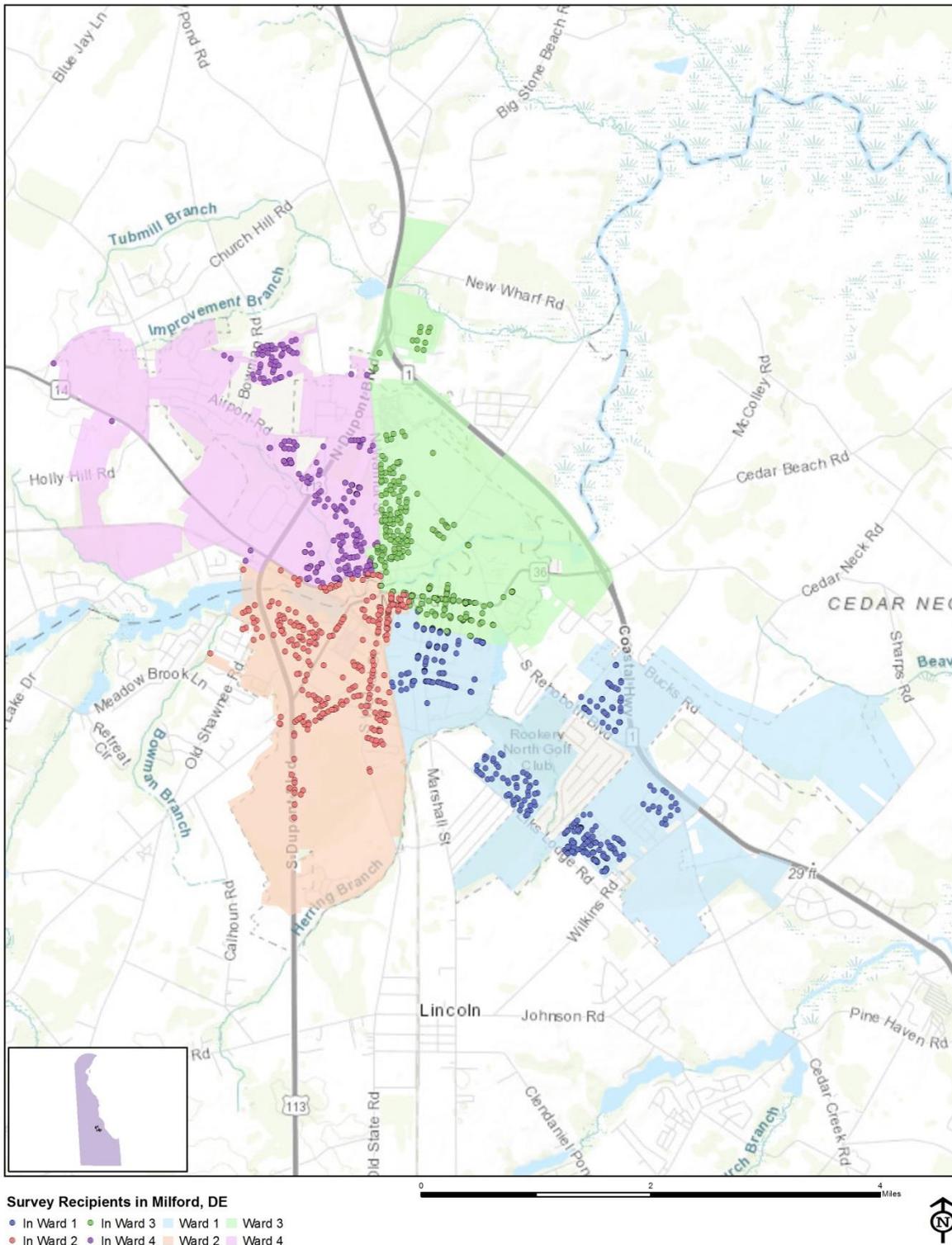
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Milford were eligible to participate in the survey. A list of all households within the zip codes serving Milford was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Milford households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Milford boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four Wards.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on June 6, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked

The National Citizen Survey™

those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

About 4% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,435 households that received the survey, 411 completed the survey, providing an overall response rate of 29%. Of the 411 completed surveys, 39 were completed online. Additionally, responses were tracked by Ward; response rates by Ward ranged from 18% to 40%. The response rate(s) were/was calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons.

Table 75: Survey Response Rates by Ward

	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Total sample used	424	306	299	471	1,500
I=Complete Interviews	161	96	70	79	406
P=Partial Interviews	2	1	1	1	5
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	242	204	212	366	1024
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	40%	32%	25%	18%	29%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Milford survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (411 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Milford. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race, ethnicity and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 76: Milford, DE 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	45%	16%	39%
Own home	55%	84%	61%
Detached unit	66%	76%	67%
Attached unit	34%	24%	33%
Race and Ethnicity			
White	69%	85%	72%
Not white	31%	15%	28%
Not Hispanic	86%	96%	87%
Hispanic	14%	4%	13%
Sex and Age			
Female	54%	64%	59%
Male	46%	36%	41%
18-34 years of age	31%	6%	21%
35-54 years of age	31%	20%	39%
55+ years of age	38%	74%	40%
Females 18-34	16%	4%	11%
Females 35-54	27%	12%	25%
Females 55+	21%	49%	23%
Males 18-34	14%	3%	10%
Males 35-54	15%	8%	14%
Males 55+	17%	25%	17%
Ward			
Ward 1	32%	40%	33%
Ward 2	20%	24%	25%
Ward 3	22%	17%	20%
Ward 4	26%	19%	22%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Milford Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Bryan Shupe
Mayor

Dear Milford Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Bryan Shupe
Mayor

Dear Milford Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Bryan Shupe
Mayor

Dear Milford Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Bryan Shupe
Mayor



OFFICE OF THE MAYOR
201 South Walnut Street
Milford, DE 19963

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



OFFICE OF THE MAYOR
201 South Walnut Street
Milford, DE 19963

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



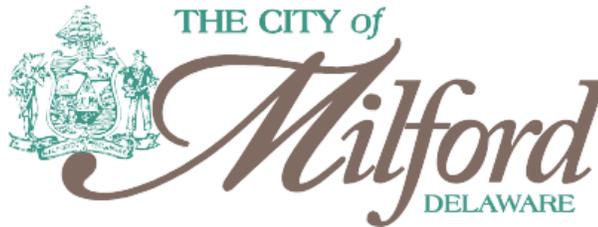
OFFICE OF THE MAYOR
201 South Walnut Street
Milford, DE 19963

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



OFFICE OF THE MAYOR
201 South Walnut Street
Milford, DE 19963

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



June 2017

Dear City of Milford Resident:

Please help us shape the future of Milford! You have been selected at random to participate in the 2017 Milford Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Milford make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2r8Az44>

If you have any questions about the survey please call 302.422.1111.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to be "B. Shupe".

Bryan Shupe
Mayor

June 2017

Dear City of Milford Resident:

Here's a second chance if you haven't already responded to the 2017 Milford Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Milford! You have been selected at random to participate in the 2017 Milford Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Milford make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2rBYs9>

If you have any questions about the survey please call 302.422.1111.

Thank you for your time and participation!

Sincerely,



Bryan Shupe
Mayor

The City of Milford 2017 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Milford:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Milford as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Milford as a place to raise children.....	1	2	3	4	5
Milford as a place to work.....	1	2	3	4	5
Milford as a place to visit.....	1	2	3	4	5
Milford as a place to retire.....	1	2	3	4	5
The overall quality of life in Milford.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Milford as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Milford.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Milford.....	1	2	3	4	5
Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Milford.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Milford.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Milford.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Milford to someone who asks.....	1	2	3	4	5
Remain in Milford for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Milford's downtown area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Milford as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Milford.....	1	2	3	4	5
Ease of travel by public transportation in Milford.....	1	2	3	4	5
Ease of travel by bicycle in Milford.....	1	2	3	4	5
Ease of walking in Milford.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Milford.....	1	2	3	4	5
Overall appearance of Milford.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Milford as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Milford.....	1	2	3	4	5
Overall quality of business and service establishments in Milford	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Milford.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Milford	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Milford (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Milford.....	1	2
Reported a crime to the police in Milford	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Milford (in-person, phone, email or web) for help or information	1	2
Contacted Milford elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Milford?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Milford recreation facilities or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Milford public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Milford	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Milford	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4

The City of Milford 2017 Citizen Survey

10. Please rate the quality of each of the following services in Milford:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Milford open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Milford employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Milford	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Milford government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Milford	1	2	3	4	5
The overall direction that Milford is taking	1	2	3	4	5
The job Milford government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Milford government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Milford community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Milford	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Milford	1	2	3	4
Overall “built environment” of Milford (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Milford	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Milford.....	1	2	3	4
Sense of community.....	1	2	3	4

14. Please rate how important, if at all, it is for the City of Milford to prioritize each of the following potential focus areas over the next five years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	1	2	3	4
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices).....	1	2	3	4
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	1	2	3	4
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	1	2	3	4
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.)	1	2	3	4

15. How much do you support or oppose additional financial resources for each of the following focus areas?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.)	1	2	3	4	5
Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices)	1	2	3	4	5
Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.)	1	2	3	4	5
Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities)	1	2	3	4	5
Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.).....	1	2	3	4	5

16. Many Milford businesses stay open for expanded hours on the 3rd Thursday of each month. Please select the option that comes closest to your level of participation in 3rd Thursday events and activities in Downtown Milford in the last 12 months.

- I am not aware of 3rd Thursday
- I have heard of 3rd Thursday but have not attended
- I have attended 3rd Thursday activities once or twice
- I have attended 3rd Thursday activities three times or more

17. Downtown Milford businesses could consider expanding their normal hours (most businesses are currently open on weekdays with limited evening and/or weekend hours). How likely, if at all, would you be to frequent Downtown Milford businesses at the following times?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Friday evenings	1	2	3	4	5
Monday through Thursday evenings.....	1	2	3	4	5
Saturday afternoons or evenings.....	1	2	3	4	5
Sunday afternoons or evenings	1	2	3	4	5

The City of Milford 2017 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Milford	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Milford?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Milford?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



OFFICE OF THE MAYOR
201 South Walnut Street
Milford, DE 19963

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94