# THE NCS™
## The National Community Survey™

# Milford, DE

Technical Appendices

2019

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# Contents

# 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 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Milford as a place to live | 21% | N=96 | 62% | N=284 | 16% | N=71 | 1% | N=4 | 100% | N=454 |
| Your neighborhood as a place to live | 26% | N=117 | 50% | N=225 | 16% | N=71 | 9% | N=40 | 100% | N=452 |
| Milford as a place to raise children | 17% | N=64 | 56% | N=212 | 24% | N=93 | 3% | N=13 | 100% | N=382 |
| Milford as a place to work | 12% | N=45 | 42% | N=152 | 26% | N=93 | 20% | N=70 | 100% | N=360 |
| Milford as a place to visit | 14% | N=60 | 42% | N=185 | 32% | N=143 | 12% | N=55 | 100% | N=444 |
| Milford as a place to retire | 21% | N=84 | 54% | N=220 | 20% | N=80 | 5% | N=20 | 100% | N=404 |
| The overall quality of life in Milford | 18% | N=79 | 58% | N=259 | 22% | N=99 | 2% | N=11 | 100% | N=447 |

### Table 2: Question 2

| Please rate each of the following characteristics as they relate to Milford as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall feeling of safety in Milford | 13% | N=58 | 55% | N=248 | 28% | N=125 | 5% | N=23 | 100% | N=452 |
| Overall ease of getting to the places you usually have to visit | 22% | N=99 | 62% | N=280 | 13% | N=61 | 3% | N=13 | 100% | N=454 |
| Quality of overall natural environment in Milford | 12% | N=53 | 58% | N=257 | 27% | N=122 | 3% | N=11 | 100% | N=443 |
| Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems) | 9% | N=40 | 46% | N=206 | 35% | N=156 | 11% | N=48 | 100% | N=450 |
| Health and wellness opportunities in Milford | 14% | N=60 | 47% | N=202 | 31% | N=135 | 8% | N=33 | 100% | N=431 |
| Overall opportunities for education and enrichment | 9% | N=36 | 39% | N=153 | 37% | N=143 | 14% | N=56 | 100% | N=389 |
| Overall economic health of Milford | 6% | N=26 | 45% | N=181 | 39% | N=159 | 9% | N=38 | 100% | N=404 |
| Sense of community | 15% | N=65 | 47% | N=204 | 30% | N=129 | 8% | N=34 | 100% | N=432 |
| Overall image or reputation of Milford | 12% | N=52 | 49% | N=219 | 34% | N=149 | 6% | N=24 | 100% | N=444 |

### 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 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Recommend living in Milford to someone who asks | 41% | N=182 | 48% | N=214 | 7% | N=31 | 4% | N=20 | 100% | N=447 |
| Remain in Milford for the next five years | 61% | N=259 | 24% | N=101 | 8% | N=32 | 7% | N=31 | 100% | N=423 |

### 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| In your neighborhood during the day | 64% | N=290 | 28% | N=127 | 4% | N=19 | 1% | N=7 | 2% | N=8 | 100% | N=451 |
| In Milford's downtown area during the day | 47% | N=205 | 41% | N=180 | 5% | N=24 | 5% | N=20 | 3% | N=11 | 100% | N=440 |

## 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 | 12% | N=56 | 53% | N=239 | 26% | N=119 | 8% | N=38 | 100% | N=452 |
| Ease of public parking | 13% | N=57 | 47% | N=204 | 32% | N=138 | 8% | N=36 | 100% | N=435 |
| Ease of travel by car in Milford | 21% | N=91 | 56% | N=247 | 22% | N=97 | 2% | N=7 | 100% | N=441 |
| Ease of travel by public transportation in Milford | 6% | N=15 | 30% | N=74 | 29% | N=72 | 35% | N=87 | 100% | N=247 |
| Ease of travel by bicycle in Milford | 10% | N=29 | 45% | N=134 | 30% | N=88 | 15% | N=45 | 100% | N=296 |
| Ease of walking in Milford | 17% | N=70 | 48% | N=196 | 25% | N=100 | 10% | N=40 | 100% | N=406 |
| Availability of paths and walking trails | 13% | N=54 | 37% | N=146 | 37% | N=148 | 13% | N=50 | 100% | N=398 |
| Air quality | 10% | N=43 | 59% | N=253 | 27% | N=116 | 4% | N=18 | 100% | N=430 |
| Cleanliness of Milford | 10% | N=47 | 54% | N=244 | 28% | N=128 | 7% | N=31 | 100% | N=450 |
| Overall appearance of Milford | 10% | N=43 | 56% | N=254 | 28% | N=127 | 6% | N=26 | 100% | N=450 |
| Public places where people want to spend time | 9% | N=39 | 42% | N=179 | 37% | N=161 | 12% | N=52 | 100% | N=431 |
| Variety of housing options | 8% | N=30 | 35% | N=140 | 39% | N=158 | 19% | N=75 | 100% | N=404 |
| Availability of affordable quality housing | 7% | N=25 | 37% | N=141 | 33% | N=126 | 23% | N=87 | 100% | N=379 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 13% | N=52 | 41% | N=171 | 39% | N=162 | 7% | N=29 | 100% | N=414 |
| Recreational opportunities | 8% | N=32 | 36% | N=145 | 41% | N=166 | 15% | N=59 | 100% | N=403 |
| Availability of affordable quality food | 9% | N=41 | 45% | N=200 | 33% | N=147 | 13% | N=59 | 100% | N=447 |
| Availability of affordable quality health care | 14% | N=56 | 49% | N=201 | 29% | N=118 | 9% | N=37 | 100% | N=412 |
| Availability of preventive health services | 14% | N=53 | 49% | N=187 | 28% | N=106 | 9% | N=36 | 100% | N=381 |
| Availability of affordable quality mental health care | 8% | N=25 | 30% | N=89 | 38% | N=115 | 24% | N=71 | 100% | N=301 |

## 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 | 17% | N=37 | 41% | N=88 | 30% | N=64 | 12% | N=26 | 100% | N=215 |
| K-12 education | 17% | N=46 | 56% | N=152 | 19% | N=52 | 8% | N=23 | 100% | N=273 |
| Adult educational opportunities | 9% | N=25 | 24% | N=71 | 34% | N=100 | 33% | N=96 | 100% | N=292 |
| Opportunities to attend cultural/arts/music activities | 12% | N=44 | 38% | N=144 | 37% | N=142 | 13% | N=49 | 100% | N=379 |
| Opportunities to participate in religious or spiritual events and activities | 24% | N=88 | 50% | N=185 | 23% | N=86 | 4% | N=13 | 100% | N=372 |
| Employment opportunities | 9% | N=33 | 25% | N=87 | 45% | N=157 | 21% | N=76 | 100% | N=352 |
| Shopping opportunities | 9% | N=40 | 37% | N=165 | 35% | N=153 | 19% | N=84 | 100% | N=441 |
| Cost of living in Milford | 12% | N=55 | 41% | N=184 | 33% | N=148 | 13% | N=59 | 100% | N=445 |
| Overall quality of business and service establishments in Milford | 11% | N=47 | 46% | N=202 | 35% | N=154 | 7% | N=33 | 100% | N=436 |
| Vibrant downtown/commercial area | 11% | N=46 | 31% | N=132 | 40% | N=173 | 18% | N=78 | 100% | N=429 |
| Overall quality of new development in Milford | 18% | N=69 | 39% | N=153 | 31% | N=121 | 12% | N=47 | 100% | N=390 |
| Opportunities to participate in social events and activities | 14% | N=55 | 42% | N=166 | 35% | N=140 | 9% | N=36 | 100% | N=397 |
| Opportunities to volunteer | 19% | N=67 | 46% | N=163 | 32% | N=112 | 3% | N=12 | 100% | N=354 |
| Opportunities to participate in community matters | 16% | N=56 | 40% | N=143 | 35% | N=126 | 9% | N=32 | 100% | N=357 |
| Openness and acceptance of the community toward people of diverse backgrounds | 13% | N=49 | 45% | N=170 | 29% | N=110 | 13% | N=49 | 100% | N=377 |
| Neighborliness of residents in Milford | 10% | N=43 | 50% | N=210 | 31% | N=133 | 9% | N=37 | 100% | N=423 |

## Table 7: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|---|---|---|---|---|---|
| Made efforts to conserve water | 18% | N=80 | 82% | N=373 | 100% | N=452 |
| Made efforts to make your home more energy efficient | 25% | N=114 | 75% | N=339 | 100% | N=453 |
| Observed a code violation or other hazard in Milford (weeds, abandoned buildings, etc.) | 48% | N=211 | 52% | N=231 | 100% | N=442 |
| Household member was a victim of a crime in Milford | 87% | N=392 | 13% | N=58 | 100% | N=450 |
| Reported a crime to the police in Milford | 79% | N=355 | 21% | N=97 | 100% | N=452 |
| Stocked supplies in preparation for an emergency | 65% | N=292 | 35% | N=159 | 100% | N=451 |
| Campaigned or advocated for an issue, cause or candidate | 79% | N=354 | 21% | N=96 | 100% | N=450 |
| Contacted the City of Milford (in-person, phone, email or web) for help or information | 49% | N=222 | 51% | N=229 | 100% | N=452 |
| Contacted Milford elected officials (in-person, phone, email or web) to express your opinion | 80% | N=362 | 20% | N=88 | 100% | N=449 |

## 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 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Used Milford recreation facilities or their services | 10% | N=46 | 20% | N=90 | 24% | N=107 | 46% | N=204 | 100% | N=448 |
| Visited a neighborhood park or City park | 11% | N=51 | 27% | N=120 | 34% | N=152 | 28% | N=123 | 100% | N=446 |
| Used Milford public libraries or their services | 4% | N=20 | 18% | N=81 | 40% | N=178 | 38% | N=170 | 100% | N=449 |
| Participated in religious or spiritual activities in Milford | 11% | N=50 | 18% | N=81 | 15% | N=67 | 56% | N=251 | 100% | N=450 |
| Attended a City-sponsored event | 3% | N=15 | 16% | N=74 | 36% | N=161 | 44% | N=200 | 100% | N=449 |
| Used bus or other public transportation instead of driving | 2% | N=10 | 4% | N=18 | 3% | N=14 | 91% | N=409 | 100% | N=451 |
| Carpooled with other adults or children instead of driving alone | 12% | N=54 | 12% | N=55 | 14% | N=62 | 62% | N=280 | 100% | N=451 |
| Walked or biked instead of driving | 13% | N=58 | 21% | N=92 | 19% | N=84 | 48% | N=214 | 100% | N=448 |
| Volunteered your time to some group/activity in Milford | 8% | N=36 | 12% | N=52 | 14% | N=63 | 66% | N=297 | 100% | N=448 |
| Participated in a club | 4% | N=18 | 10% | N=45 | 7% | N=30 | 79% | N=356 | 100% | N=449 |
| Talked to or visited with your immediate neighbors | 42% | N=189 | 30% | N=136 | 16% | N=71 | 12% | N=56 | 100% | N=452 |
| Done a favor for a neighbor | 26% | N=118 | 28% | N=125 | 28% | N=125 | 18% | N=83 | 100% | N=452 |

## 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 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 | 2% | N=8 | 4% | N=17 | 19% | N=86 | 75% | N=336 | 100% | N=447 |

## Table 10: Question 10

| Please rate the quality of each of the following services in Milford: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Police services | 34% | N=131 | 48% | N=186 | 13% | N=52 | 5% | N=19 | 100% | N=388 |
| Fire services | 44% | N=157 | 49% | N=173 | 6% | N=21 | 1% | N=2 | 100% | N=352 |
| Ambulance or emergency medical services | 46% | N=162 | 47% | N=167 | 7% | N=24 | 1% | N=2 | 100% | N=355 |
| Crime prevention | 16% | N=55 | 49% | N=174 | 26% | N=92 | 9% | N=33 | 100% | N=355 |
| Fire prevention and education | 19% | N=58 | 56% | N=172 | 21% | N=63 | 5% | N=15 | 100% | N=308 |
| Traffic enforcement | 20% | N=73 | 48% | N=179 | 21% | N=77 | 11% | N=42 | 100% | N=371 |
| Street repair | 8% | N=32 | 35% | N=143 | 31% | N=129 | 27% | N=110 | 100% | N=414 |

| Please rate the quality of each of the following services in Milford: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Street cleaning | 12% | N=48 | 54% | N=226 | 24% | N=101 | 10% | N=41 | 100% | N=417 |
| Street lighting | 12% | N=52 | 54% | N=231 | 30% | N=128 | 5% | N=20 | 100% | N=431 |
| Snow removal | 10% | N=40 | 54% | N=216 | 21% | N=83 | 16% | N=63 | 100% | N=402 |
| Sidewalk maintenance | 8% | N=32 | 37% | N=143 | 32% | N=123 | 22% | N=86 | 100% | N=385 |
| Traffic signal timing | 12% | N=50 | 51% | N=218 | 24% | N=104 | 13% | N=57 | 100% | N=428 |
| Bus or transit services | 13% | N=25 | 37% | N=76 | 21% | N=43 | 29% | N=58 | 100% | N=202 |
| Garbage collection | 37% | N=154 | 46% | N=192 | 16% | N=68 | 1% | N=6 | 100% | N=420 |
| Recycling | 37% | N=158 | 45% | N=193 | 12% | N=50 | 6% | N=26 | 100% | N=427 |
| Yard waste pick-up | 35% | N=131 | 48% | N=177 | 12% | N=43 | 5% | N=19 | 100% | N=370 |
| Storm drainage | 13% | N=49 | 49% | N=180 | 26% | N=94 | 12% | N=46 | 100% | N=368 |
| Drinking water | 14% | N=60 | 30% | N=127 | 26% | N=109 | 30% | N=124 | 100% | N=420 |
| Sewer services | 22% | N=83 | 55% | N=204 | 20% | N=74 | 3% | N=11 | 100% | N=372 |
| Power (electric) utility | 21% | N=89 | 52% | N=219 | 19% | N=79 | 9% | N=37 | 100% | N=424 |
| Utility billing | 20% | N=85 | 41% | N=176 | 19% | N=83 | 20% | N=85 | 100% | N=428 |
| City parks | 22% | N=84 | 53% | N=200 | 20% | N=75 | 5% | N=20 | 100% | N=378 |
| Recreation programs or classes | 19% | N=52 | 43% | N=120 | 32% | N=89 | 6% | N=16 | 100% | N=278 |
| Recreation facilities | 16% | N=45 | 45% | N=130 | 30% | N=88 | 10% | N=28 | 100% | N=292 |
| Land use, planning and zoning | 9% | N=25 | 41% | N=117 | 35% | N=101 | 15% | N=43 | 100% | N=286 |
| Code enforcement (weeds, abandoned buildings, etc.) | 9% | N=30 | 28% | N=93 | 39% | N=130 | 25% | N=82 | 100% | N=335 |
| Animal control | 12% | N=37 | 38% | N=114 | 35% | N=104 | 14% | N=43 | 100% | N=299 |
| Economic development | 10% | N=34 | 39% | N=129 | 38% | N=128 | 13% | N=43 | 100% | N=334 |
| Health services | 21% | N=77 | 47% | N=175 | 27% | N=99 | 5% | N=19 | 100% | N=370 |
| Public library services | 38% | N=140 | 48% | N=177 | 13% | N=48 | 0% | N=1 | 100% | N=365 |
| Public information services | 16% | N=55 | 54% | N=183 | 22% | N=75 | 7% | N=24 | 100% | N=337 |
| Cable television | 12% | N=45 | 37% | N=138 | 32% | N=117 | 19% | N=69 | 100% | N=369 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 18% | N=49 | 49% | N=132 | 22% | N=59 | 11% | N=30 | 100% | N=271 |
| Preservation of natural areas such as open space, farmlands and greenbelts | 16% | N=53 | 44% | N=146 | 29% | N=95 | 12% | N=38 | 100% | N=331 |
| Milford open space | 13% | N=46 | 42% | N=151 | 34% | N=121 | 12% | N=43 | 100% | N=361 |
| City-sponsored special events | 19% | N=66 | 51% | N=176 | 27% | N=92 | 4% | N=13 | 100% | N=348 |
| Overall customer service by Milford employees (police, receptionists, planners, etc.) | 26% | N=106 | 49% | N=198 | 21% | N=84 | 4% | N=17 | 100% | N=405 |

## 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=86 | 55% | N=236 | 21% | N=89 | 5% | N=21 | 100% | N=432 |
| The Federal Government | 8% | N=29 | 35% | N=133 | 39% | N=148 | 19% | N=71 | 100% | N=380 |

## 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 | 12% | N=47 | 43% | N=167 | 31% | N=119 | 13% | N=51 | 100% | N=383 |
| The overall direction that Milford is taking | 15% | N=58 | 54% | N=210 | 22% | N=87 | 9% | N=37 | 100% | N=392 |
| The job Milford government does at welcoming resident involvement | 13% | N=48 | 41% | N=146 | 29% | N=103 | 17% | N=59 | 100% | N=356 |

| Please rate the following categories of Milford government performance: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Overall confidence in Milford government | 14% | N=55 | 46% | N=181 | 29% | N=114 | 11% | N=44 | 100% | N=394 |
| Generally acting in the best interest of the community | 17% | N=67 | 45% | N=177 | 30% | N=118 | 9% | N=36 | 100% | N=397 |
| Being honest | 17% | N=63 | 43% | N=158 | 27% | N=98 | 12% | N=44 | 100% | N=363 |
| Treating all residents fairly | 17% | N=62 | 43% | N=155 | 25% | N=91 | 14% | N=50 | 100% | N=357 |

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 | 50% | N=224 | 45% | N=202 | 5% | N=22 | 0% | N=1 | 100% | N=448 |
| Overall ease of getting to the places you usually have to visit | 25% | N=114 | 47% | N=210 | 26% | N=116 | 2% | N=7 | 100% | N=448 |
| Quality of overall natural environment in Milford | 31% | N=136 | 49% | N=217 | 19% | N=85 | 1% | N=6 | 100% | N=443 |
| Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems) | 30% | N=136 | 44% | N=197 | 25% | N=110 | 1% | N=3 | 100% | N=447 |
| Health and wellness opportunities in Milford | 41% | N=182 | 44% | N=195 | 14% | N=65 | 1% | N=5 | 100% | N=448 |
| Overall opportunities for education and enrichment | 37% | N=164 | 51% | N=228 | 10% | N=45 | 2% | N=11 | 100% | N=447 |
| Overall economic health of Milford | 40% | N=177 | 50% | N=223 | 10% | N=43 | 0% | N=2 | 100% | N=446 |
| Sense of community | 33% | N=147 | 48% | N=212 | 18% | N=79 | 1% | N=7 | 100% | N=444 |

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.) | 46% | N=207 | 45% | N=200 | 8% | N=35 | 1% | N=5 | 100% | N=447 |
| Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices) | 56% | N=251 | 39% | N=173 | 5% | N=22 | 0% | N=0 | 100% | N=447 |
| 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=186 | 42% | N=186 | 12% | N=55 | 4% | N=16 | 100% | N=444 |
| Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities) | 66% | N=294 | 33% | N=147 | 1% | N=3 | 0% | N=0 | 100% | N=444 |
| Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.) | 35% | N=156 | 49% | N=217 | 16% | N=69 | 0% | N=1 | 100% | N=444 |

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.) | 50% | N=214 | 44% | N=190 | 4% | N=19 | 2% | N=9 | 100% | N=432 |
| Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices) | 61% | N=268 | 34% | N=149 | 3% | N=12 | 2% | N=9 | 100% | N=439 |
| Neighborhoods (e.g., promoting strong neighborhoods, neighborhood connectivity to the community as a whole, supply of quality housing for all socio-economic groups, etc.) | 44% | N=186 | 45% | N=191 | 9% | N=36 | 3% | N=11 | 100% | N=424 |
| Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities) | 74% | N=327 | 25% | N=108 | 0% | N=1 | 1% | N=3 | 100% | N=440 |
| Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.) | 47% | N=205 | 45% | N=196 | 6% | N=27 | 2% | N=9 | 100% | N=436 |

## 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 | 46% | N=205 |
| I have heard of 3rd Thursday but have not attended | 26% | N=115 |
| I have attended 3rd Thursday activities once or twice | 17% | N=76 |
| I have attended 3rd Thursday activities three times or more | 12% | N=52 |
| Total | 100% | N=448 |

## Table 17: Question 17

| Please select the option that best describes you: | Percent | Number |
|---|---|---|
| I have used the 3rd Thursday discount shopping button | 7% | N=29 |
| I am aware of the 3rd Thursday discount shopping button, but have not used it | 21% | N=90 |
| I am not aware of the 3rd Thursday discount shopping button | 73% | N=315 |
| Total | 100% | N=434 |

## Table 18: Question 18

| 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 | 25% | N=103 | 42% | N=175 | 11% | N=44 | 23% | N=93 | 100% | N=415 |
| Mondays during the day | 18% | N=75 | 31% | N=128 | 16% | N=64 | 35% | N=142 | 100% | N=409 |
| Saturday afternoons or evenings | 42% | N=176 | 36% | N=149 | 9% | N=37 | 13% | N=55 | 100% | N=417 |
| Sunday afternoons or evenings | 29% | N=120 | 37% | N=152 | 16% | N=64 | 18% | N=76 | 100% | N=412 |

## Table 19: 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 | 7% | N=31 | 2% | N=11 | 10% | N=45 | 15% | N=66 | 66% | N=299 | 100% | N=452 |
| Purchase goods or services from a business located in Milford | 1% | N=3 | 3% | N=14 | 20% | N=91 | 49% | N=221 | 27% | N=121 | 100% | N=449 |
| Eat at least 5 portions of fruits and vegetables a day | 4% | N=16 | 16% | N=71 | 40% | N=181 | 29% | N=128 | 12% | N=54 | 100% | N=450 |
| Participate in moderate or vigorous physical activity | 3% | N=13 | 21% | N=93 | 33% | N=150 | 28% | N=125 | 15% | N=66 | 100% | N=447 |
| Read or watch local news (via television, paper, computer, etc.) | 4% | N=19 | 10% | N=45 | 19% | N=84 | 29% | N=133 | 38% | N=172 | 100% | N=452 |
| Vote in local elections | 17% | N=78 | 8% | N=36 | 12% | N=56 | 23% | N=102 | 39% | N=177 | 100% | N=449 |

## Table 20: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---|---|
| Excellent | 15% | N=68 |
| Very good | 36% | N=164 |
| Good | 41% | N=185 |
| Fair | 7% | N=30 |
| Poor | 1% | N=6 |
| Total | 100% | N=453 |

## Table 21: 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 | 12% | N=53 |
| Somewhat positive | 24% | N=108 |
| Neutral | 54% | N=238 |
| Somewhat negative | 9% | N=42 |
| Very negative | 1% | N=4 |
| Total | 100% | N=445 |

## Table 22: Question D4

| What is your employment status? | Percent | Number |
|---|---|---|
| Working full time for pay | 54% | N=245 |
| Working part time for pay | 8% | N=35 |
| Unemployed, looking for paid work | 5% | N=22 |
| Unemployed, not looking for paid work | 1% | N=5 |
| Fully retired | 32% | N=143 |
| Total | 100% | N=450 |

## Table 23: Question D5

| Do you work inside the boundaries of Milford? | Percent | Number |
|---|---|---|
| Yes, outside the home | 23% | N=102 |
| Yes, from home | 5% | N=21 |
| No | 72% | N=315 |
| Total | 100% | N=438 |

## Table 24: Question D6

| How many years have you lived in Milford? | Percent | Number |
|---|---|---|
| Less than 2 years | 18% | N=79 |
| 2 to 5 years | 18% | N=81 |
| 6 to 10 years | 16% | N=73 |
| 11 to 20 years | 27% | N=120 |
| More than 20 years | 22% | N=98 |
| Total | 100% | N=451 |

## Table 25: Question D7

| Which best describes the building you live in? | Percent | Number |
|---|---|---|
| One family house detached from any other houses | 67% | N=304 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 30% | N=136 |
| Mobile home | 0% | N=0 |
| Other | 2% | N=11 |
| Total | 100% | N=451 |

## Table 26: Question D8

| Is this house, apartment or mobile home… | Percent | Number |
|---|---|---|
| Rented | 40% | N=181 |
| Owned | 60% | N=268 |
| Total | 100% | N=449 |

## Table 27: 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 | 10% | N=44 |
| $300 to $599 per month | 14% | N=61 |
| $600 to $999 per month | 32% | N=137 |
| $1,000 to $1,499 per month | 28% | N=120 |
| $1,500 to $2,499 per month | 14% | N=61 |
| $2,500 or more per month | 1% | N=6 |
| Total | 100% | N=429 |

## Table 28: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---|---|
| No | 72% | N=326 |
| Yes | 28% | N=125 |
| Total | 100% | N=451 |

## Table 29: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|---|---|---|
| No | 63% | N=284 |
| Yes | 37% | N=167 |
| Total | 100% | N=451 |

## Table 30: 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 | 24% | N=100 |
| $25,000 to $49,999 | 25% | N=104 |
| $50,000 to $99,999 | 31% | N=132 |
| $100,000 to $149,999 | 12% | N=51 |
| $150,000 or more | 8% | N=34 |
| Total | 100% | N=420 |

## Table 31: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|---|---|---|
| No, not Spanish, Hispanic or Latino | 89% | N=388 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 11% | N=50 |
| Total | 100% | N=438 |

## Table 32: 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 | 3% | N=15 |
| Asian, Asian Indian or Pacific Islander | 3% | N=11 |
| Black or African American | 16% | N=71 |
| White | 77% | N=343 |
| Other | 6% | N=28 |

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

## Table 33: Question D15

| In which category is your age? | Percent | Number |
|---|---|---|
| 18 to 24 years | 5% | N=21 |
| 25 to 34 years | 18% | N=82 |
| 35 to 44 years | 17% | N=74 |
| 45 to 54 years | 17% | N=75 |
| 55 to 64 years | 13% | N=59 |
| 65 to 74 years | 19% | N=85 |
| 75 years or older | 11% | N=50 |
| Total | 100% | N=447 |

## Table 34: Question D16

| What is your sex? | Percent | Number |
|---|---|---|
| Female | 57% | N=253 |
| Male | 43% | N=191 |
| Total | 100% | N=443 |

## Table 35: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---|---|
| Cell | 73% | N=326 |
| Land line | 14% | N=64 |
| Both | 13% | N=59 |
| Total | 100% | N=449 |

## 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 36: 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 | 21% | N=96 | 62% | N=284 | 16% | N=71 | 1% | N=4 | 0% | N=1 | 100% | N=455 |
| Your neighborhood as a place to live | 26% | N=117 | 50% | N=225 | 16% | N=71 | 9% | N=40 | 0% | N=1 | 100% | N=453 |
| Milford as a place to raise children | 14% | N=64 | 47% | N=212 | 21% | N=93 | 3% | N=13 | 15% | N=68 | 100% | N=450 |
| Milford as a place to work | 10% | N=45 | 34% | N=152 | 21% | N=93 | 16% | N=70 | 20% | N=92 | 100% | N=451 |
| Milford as a place to visit | 13% | N=60 | 41% | N=185 | 32% | N=143 | 12% | N=55 | 1% | N=4 | 100% | N=448 |
| Milford as a place to retire | 19% | N=84 | 49% | N=220 | 18% | N=80 | 5% | N=20 | 9% | N=41 | 100% | N=446 |
| The overall quality of life in Milford | 17% | N=79 | 57% | N=259 | 22% | N=99 | 2% | N=11 | 1% | N=5 | 100% | N=453 |

Table 37: 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 | 13% | N=58 | 55% | N=248 | 28% | N=125 | 5% | N=23 | 0% | N=0 | 100% | N=452 |
| Overall ease of getting to the places you usually have to visit | 22% | N=99 | 62% | N=280 | 13% | N=61 | 3% | N=13 | 0% | N=0 | 100% | N=454 |
| Quality of overall natural environment in Milford | 12% | N=53 | 57% | N=257 | 27% | N=122 | 3% | N=11 | 1% | N=5 | 100% | N=448 |
| Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems) | 9% | N=40 | 45% | N=206 | 34% | N=156 | 10% | N=48 | 1% | N=4 | 100% | N=454 |
| Health and wellness opportunities in Milford | 13% | N=60 | 45% | N=202 | 30% | N=135 | 7% | N=33 | 5% | N=22 | 100% | N=453 |
| Overall opportunities for education and enrichment | 8% | N=36 | 34% | N=153 | 32% | N=143 | 12% | N=56 | 13% | N=60 | 100% | N=449 |
| Overall economic health of Milford | 6% | N=26 | 41% | N=181 | 36% | N=159 | 9% | N=38 | 9% | N=41 | 100% | N=445 |
| Sense of community | 14% | N=65 | 45% | N=204 | 29% | N=129 | 8% | N=34 | 4% | N=18 | 100% | N=450 |
| Overall image or reputation of Milford | 11% | N=52 | 48% | N=219 | 33% | N=149 | 5% | N=24 | 2% | N=9 | 100% | N=452 |

Table 38: 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 | 41% | N=182 | 48% | N=214 | 7% | N=31 | 4% | N=20 | 0% | N=2 | 100% | N=448 |
| Remain in Milford for the next five years | 58% | N=259 | 23% | N=101 | 7% | N=32 | 7% | N=31 | 5% | N=23 | 100% | N=446 |

Table 39: 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 | 64% | N=290 | 28% | N=127 | 4% | N=19 | 1% | N=7 | 2% | N=8 | 0% | N=1 | 100% | N=452 |
| In Milford's downtown area during the day | 45% | N=205 | 40% | N=180 | 5% | N=24 | 4% | N=20 | 2% | N=11 | 3% | N=12 | 100% | N=452 |

Table 40: 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 | 12% | N=56 | 53% | N=239 | 26% | N=119 | 8% | N=38 | 0% | N=1 | 100% | N=454 |
| Ease of public parking | 13% | N=57 | 46% | N=204 | 31% | N=138 | 8% | N=36 | 3% | N=13 | 100% | N=448 |
| Ease of travel by car in Milford | 20% | N=91 | 54% | N=247 | 21% | N=97 | 1% | N=7 | 3% | N=13 | 100% | N=454 |

| Please rate each of the following characteristics as they relate to Milford as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ease of travel by public transportation in Milford | 3% | N=15 | 17% | N=74 | 16% | N=72 | 20% | N=87 | 44% | N=197 | 100% | N=444 |
| Ease of travel by bicycle in Milford | 7% | N=29 | 30% | N=134 | 20% | N=88 | 10% | N=45 | 34% | N=153 | 100% | N=449 |
| Ease of walking in Milford | 16% | N=70 | 44% | N=196 | 22% | N=100 | 9% | N=40 | 10% | N=43 | 100% | N=449 |
| Availability of paths and walking trails | 12% | N=54 | 32% | N=146 | 33% | N=148 | 11% | N=50 | 12% | N=53 | 100% | N=451 |
| Air quality | 10% | N=43 | 56% | N=253 | 26% | N=116 | 4% | N=18 | 5% | N=23 | 100% | N=453 |
| Cleanliness of Milford | 10% | N=47 | 54% | N=244 | 28% | N=128 | 7% | N=31 | 1% | N=3 | 100% | N=454 |
| Overall appearance of Milford | 9% | N=43 | 56% | N=254 | 28% | N=127 | 6% | N=26 | 0% | N=2 | 100% | N=452 |
| Public places where people want to spend time | 9% | N=39 | 40% | N=179 | 36% | N=161 | 11% | N=52 | 5% | N=22 | 100% | N=453 |
| Variety of housing options | 7% | N=30 | 31% | N=140 | 35% | N=158 | 17% | N=75 | 11% | N=49 | 100% | N=453 |
| Availability of affordable quality housing | 6% | N=25 | 31% | N=141 | 28% | N=126 | 19% | N=87 | 16% | N=72 | 100% | N=451 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 12% | N=52 | 38% | N=171 | 36% | N=162 | 6% | N=29 | 8% | N=38 | 100% | N=452 |
| Recreational opportunities | 7% | N=32 | 32% | N=145 | 37% | N=166 | 13% | N=59 | 11% | N=49 | 100% | N=453 |
| Availability of affordable quality food | 9% | N=41 | 44% | N=200 | 33% | N=147 | 13% | N=59 | 1% | N=4 | 100% | N=451 |
| Availability of affordable quality health care | 12% | N=56 | 44% | N=201 | 26% | N=118 | 8% | N=37 | 9% | N=40 | 100% | N=452 |
| Availability of preventive health services | 12% | N=53 | 42% | N=187 | 24% | N=106 | 8% | N=36 | 15% | N=67 | 100% | N=448 |
| Availability of affordable quality mental health care | 6% | N=25 | 20% | N=89 | 25% | N=115 | 16% | N=71 | 34% | N=152 | 100% | N=453 |

## Table 41: 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Availability of affordable quality child care/preschool | 8% | N=37 | 20% | N=88 | 14% | N=64 | 6% | N=26 | 52% | N=232 | 100% | N=447 |
| K-12 education | 10% | N=46 | 34% | N=152 | 12% | N=52 | 5% | N=23 | 39% | N=172 | 100% | N=445 |
| Adult educational opportunities | 6% | N=25 | 16% | N=71 | 22% | N=100 | 22% | N=96 | 34% | N=152 | 100% | N=444 |
| Opportunities to attend cultural/arts/music activities | 10% | N=44 | 32% | N=144 | 32% | N=142 | 11% | N=49 | 15% | N=64 | 100% | N=444 |
| Opportunities to participate in religious or spiritual events and activities | 20% | N=88 | 41% | N=185 | 19% | N=86 | 3% | N=13 | 17% | N=76 | 100% | N=448 |
| Employment opportunities | 7% | N=33 | 20% | N=87 | 35% | N=157 | 17% | N=76 | 21% | N=94 | 100% | N=446 |
| Shopping opportunities | 9% | N=40 | 37% | N=165 | 34% | N=153 | 19% | N=84 | 2% | N=7 | 100% | N=449 |
| Cost of living in Milford | 12% | N=55 | 41% | N=184 | 33% | N=148 | 13% | N=59 | 1% | N=3 | 100% | N=448 |
| Overall quality of business and service establishments in Milford | 11% | N=47 | 45% | N=202 | 35% | N=154 | 7% | N=33 | 2% | N=10 | 100% | N=446 |
| Vibrant downtown/commercial area | 10% | N=46 | 29% | N=132 | 39% | N=173 | 17% | N=78 | 5% | N=20 | 100% | N=450 |
| Overall quality of new development in Milford | 16% | N=69 | 34% | N=153 | 27% | N=121 | 11% | N=47 | 12% | N=54 | 100% | N=444 |
| Opportunities to participate in social events and activities | 12% | N=55 | 37% | N=166 | 31% | N=140 | 8% | N=36 | 10% | N=47 | 100% | N=444 |
| Opportunities to volunteer | 15% | N=67 | 36% | N=163 | 25% | N=112 | 3% | N=12 | 21% | N=95 | 100% | N=449 |
| Opportunities to participate in community matters | 13% | N=56 | 32% | N=143 | 28% | N=126 | 7% | N=32 | 20% | N=88 | 100% | N=445 |
| Openness and acceptance of the community toward people of diverse backgrounds | 11% | N=49 | 39% | N=170 | 25% | N=110 | 11% | N=49 | 14% | N=61 | 100% | N=439 |
| Neighborliness of residents in Milford | 10% | N=43 | 48% | N=210 | 30% | N=133 | 8% | N=37 | 3% | N=15 | 100% | N=438 |

## Table 42: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|---|---|---|---|---|---|
| Made efforts to conserve water | 18% | N=80 | 82% | N=373 | 100% | N=452 |
| Made efforts to make your home more energy efficient | 25% | N=114 | 75% | N=339 | 100% | N=453 |

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|---|---|---|---|---|---|
| Observed a code violation or other hazard in Milford (weeds, abandoned buildings, etc.) | 48% | N=211 | 52% | N=231 | 100% | N=442 |
| Household member was a victim of a crime in Milford | 87% | N=392 | 13% | N=58 | 100% | N=450 |
| Reported a crime to the police in Milford | 79% | N=355 | 21% | N=97 | 100% | N=452 |
| Stocked supplies in preparation for an emergency | 65% | N=292 | 35% | N=159 | 100% | N=451 |
| Campaigned or advocated for an issue, cause or candidate | 79% | N=354 | 21% | N=96 | 100% | N=450 |
| Contacted the City of Milford (in-person, phone, email or web) for help or information | 49% | N=222 | 51% | N=229 | 100% | N=452 |
| Contacted Milford elected officials (in-person, phone, email or web) to express your opinion | 80% | N=362 | 20% | N=88 | 100% | N=449 |

### Table 43: 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 | 10% | N=46 | 20% | N=90 | 24% | N=107 | 46% | N=204 | 100% | N=448 |
| Visited a neighborhood park or City park | 11% | N=51 | 27% | N=120 | 34% | N=152 | 28% | N=123 | 100% | N=446 |
| Used Milford public libraries or their services | 4% | N=20 | 18% | N=81 | 40% | N=178 | 38% | N=170 | 100% | N=449 |
| Participated in religious or spiritual activities in Milford | 11% | N=50 | 18% | N=81 | 15% | N=67 | 56% | N=251 | 100% | N=450 |
| Attended a City-sponsored event | 3% | N=15 | 16% | N=74 | 36% | N=161 | 44% | N=200 | 100% | N=449 |
| Used bus or other public transportation instead of driving | 2% | N=10 | 4% | N=18 | 3% | N=14 | 91% | N=409 | 100% | N=451 |
| Carpooled with other adults or children instead of driving alone | 12% | N=54 | 12% | N=55 | 14% | N=62 | 62% | N=280 | 100% | N=451 |
| Walked or biked instead of driving | 13% | N=58 | 21% | N=92 | 19% | N=84 | 48% | N=214 | 100% | N=448 |
| Volunteered your time to some group/activity in Milford | 8% | N=36 | 12% | N=52 | 14% | N=63 | 66% | N=297 | 100% | N=448 |
| Participated in a club | 4% | N=18 | 10% | N=45 | 7% | N=30 | 79% | N=356 | 100% | N=449 |
| Talked to or visited with your immediate neighbors | 42% | N=189 | 30% | N=136 | 16% | N=71 | 12% | N=56 | 100% | N=452 |
| Done a favor for a neighbor | 26% | N=118 | 28% | N=125 | 28% | N=125 | 18% | N=83 | 100% | N=452 |

### Table 44: 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 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 | 2% | N=8 | 4% | N=17 | 19% | N=86 | 75% | N=336 | 100% | N=447 |

### Table 45: Question 10

| Please rate the quality of each of the following services in Milford: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Police services | 29% | N=131 | 42% | N=186 | 12% | N=52 | 4% | N=19 | 13% | N=57 | 100% | N=445 |
| Fire services | 35% | N=157 | 39% | N=173 | 5% | N=21 | 0% | N=2 | 21% | N=93 | 100% | N=445 |
| Ambulance or emergency medical services | 36% | N=162 | 38% | N=167 | 5% | N=24 | 0% | N=2 | 20% | N=90 | 100% | N=445 |
| Crime prevention | 13% | N=55 | 40% | N=174 | 21% | N=92 | 8% | N=33 | 19% | N=84 | 100% | N=439 |
| Fire prevention and education | 13% | N=58 | 39% | N=172 | 14% | N=63 | 3% | N=15 | 30% | N=133 | 100% | N=442 |
| Traffic enforcement | 17% | N=73 | 41% | N=179 | 18% | N=77 | 10% | N=42 | 15% | N=65 | 100% | N=436 |
| Street repair | 7% | N=32 | 32% | N=143 | 29% | N=129 | 25% | N=110 | 7% | N=32 | 100% | N=446 |
| Street cleaning | 11% | N=48 | 51% | N=226 | 23% | N=101 | 9% | N=41 | 6% | N=29 | 100% | N=446 |
| Street lighting | 12% | N=52 | 52% | N=231 | 29% | N=128 | 5% | N=20 | 3% | N=14 | 100% | N=444 |
| Snow removal | 9% | N=40 | 48% | N=216 | 19% | N=83 | 14% | N=63 | 10% | N=44 | 100% | N=446 |

| Please rate the quality of each of the following services in Milford: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sidewalk maintenance | 7% | N=32 | 32% | N=143 | 28% | N=123 | 19% | N=86 | 13% | N=60 | 100% | N=445 |
| Traffic signal timing | 11% | N=50 | 49% | N=218 | 24% | N=104 | 13% | N=57 | 3% | N=14 | 100% | N=443 |
| Bus or transit services | 6% | N=25 | 17% | N=76 | 10% | N=43 | 13% | N=58 | 54% | N=239 | 100% | N=441 |
| Garbage collection | 35% | N=154 | 44% | N=192 | 15% | N=68 | 1% | N=6 | 4% | N=18 | 100% | N=438 |
| Recycling | 35% | N=158 | 43% | N=193 | 11% | N=50 | 6% | N=26 | 4% | N=20 | 100% | N=447 |
| Yard waste pick-up | 29% | N=131 | 40% | N=177 | 10% | N=43 | 4% | N=19 | 17% | N=75 | 100% | N=445 |
| Storm drainage | 11% | N=49 | 41% | N=180 | 22% | N=94 | 10% | N=46 | 16% | N=69 | 100% | N=437 |
| Drinking water | 14% | N=60 | 29% | N=127 | 25% | N=109 | 28% | N=124 | 5% | N=21 | 100% | N=441 |
| Sewer services | 19% | N=83 | 47% | N=204 | 17% | N=74 | 2% | N=11 | 15% | N=66 | 100% | N=438 |
| Power (electric) utility | 20% | N=89 | 50% | N=219 | 18% | N=79 | 8% | N=37 | 4% | N=17 | 100% | N=441 |
| Utility billing | 19% | N=85 | 40% | N=176 | 19% | N=83 | 19% | N=85 | 3% | N=12 | 100% | N=441 |
| City parks | 19% | N=84 | 45% | N=200 | 17% | N=75 | 5% | N=20 | 14% | N=63 | 100% | N=442 |
| Recreation programs or classes | 12% | N=52 | 28% | N=120 | 21% | N=89 | 4% | N=16 | 36% | N=157 | 100% | N=435 |
| Recreation facilities | 11% | N=45 | 31% | N=130 | 21% | N=88 | 7% | N=28 | 32% | N=136 | 100% | N=427 |
| Land use, planning and zoning | 6% | N=25 | 27% | N=117 | 23% | N=101 | 10% | N=43 | 34% | N=148 | 100% | N=433 |
| Code enforcement (weeds, abandoned buildings, etc.) | 7% | N=30 | 21% | N=93 | 30% | N=130 | 19% | N=82 | 23% | N=101 | 100% | N=435 |
| Animal control | 9% | N=37 | 26% | N=114 | 24% | N=104 | 10% | N=43 | 32% | N=138 | 100% | N=437 |
| Economic development | 8% | N=34 | 30% | N=129 | 30% | N=128 | 10% | N=43 | 22% | N=95 | 100% | N=428 |
| Health services | 18% | N=77 | 40% | N=175 | 23% | N=99 | 4% | N=19 | 15% | N=64 | 100% | N=434 |
| Public library services | 32% | N=140 | 40% | N=177 | 11% | N=48 | 0% | N=1 | 18% | N=79 | 100% | N=444 |
| Public information services | 13% | N=55 | 42% | N=183 | 17% | N=75 | 6% | N=24 | 23% | N=102 | 100% | N=439 |
| Cable television | 10% | N=45 | 31% | N=138 | 26% | N=117 | 16% | N=69 | 16% | N=72 | 100% | N=441 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 11% | N=49 | 30% | N=132 | 14% | N=59 | 7% | N=30 | 38% | N=165 | 100% | N=436 |
| Preservation of natural areas such as open space, farmlands and greenbelts | 12% | N=53 | 33% | N=146 | 22% | N=95 | 9% | N=38 | 25% | N=108 | 100% | N=439 |
| Milford open space | 11% | N=46 | 34% | N=151 | 28% | N=121 | 10% | N=43 | 18% | N=78 | 100% | N=439 |
| City-sponsored special events | 15% | N=66 | 40% | N=176 | 21% | N=92 | 3% | N=13 | 20% | N=89 | 100% | N=437 |
| Overall customer service by Milford employees (police, receptionists, planners, etc.) | 25% | N=106 | 46% | N=198 | 20% | N=84 | 4% | N=17 | 5% | N=23 | 100% | N=429 |

## Table 46: 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The City of Milford | 19% | N=86 | 53% | N=236 | 20% | N=89 | 5% | N=21 | 3% | N=14 | 100% | N=445 |
| The Federal Government | 6% | N=29 | 30% | N=133 | 33% | N=148 | 16% | N=71 | 14% | N=63 | 100% | N=443 |

## Table 47: Question 12

| Please rate the following categories of Milford government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The value of services for the taxes paid to Milford | 10% | N=47 | 37% | N=167 | 27% | N=119 | 11% | N=51 | 14% | N=63 | 100% | N=447 |
| The overall direction that Milford is taking | 13% | N=58 | 47% | N=210 | 20% | N=87 | 8% | N=37 | 11% | N=51 | 100% | N=443 |
| The job Milford government does at welcoming resident involvement | 11% | N=48 | 33% | N=146 | 23% | N=103 | 13% | N=59 | 20% | N=90 | 100% | N=445 |
| Overall confidence in Milford government | 12% | N=55 | 41% | N=181 | 26% | N=114 | 10% | N=44 | 12% | N=52 | 100% | N=446 |
| Generally acting in the best interest of the community | 15% | N=67 | 40% | N=177 | 27% | N=118 | 8% | N=36 | 10% | N=44 | 100% | N=441 |

| Please rate the following categories of Milford government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Being honest | 14% | N=63 | 36% | N=158 | 22% | N=98 | 10% | N=44 | 18% | N=79 | 100% | N=442 |
| Treating all residents fairly | 14% | N=62 | 35% | N=155 | 20% | N=91 | 11% | N=50 | 20% | N=88 | 100% | N=445 |

Table 48: 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 | 50% | N=224 | 45% | N=202 | 5% | N=22 | 0% | N=1 | 100% | N=448 |
| Overall ease of getting to the places you usually have to visit | 25% | N=114 | 47% | N=210 | 26% | N=116 | 2% | N=7 | 100% | N=448 |
| Quality of overall natural environment in Milford | 31% | N=136 | 49% | N=217 | 19% | N=85 | 1% | N=6 | 100% | N=443 |
| Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems) | 30% | N=136 | 44% | N=197 | 25% | N=110 | 1% | N=3 | 100% | N=447 |
| Health and wellness opportunities in Milford | 41% | N=182 | 44% | N=195 | 14% | N=65 | 1% | N=5 | 100% | N=448 |
| Overall opportunities for education and enrichment | 37% | N=164 | 51% | N=228 | 10% | N=45 | 2% | N=11 | 100% | N=447 |
| Overall economic health of Milford | 40% | N=177 | 50% | N=223 | 10% | N=43 | 0% | N=2 | 100% | N=446 |
| Sense of community | 33% | N=147 | 48% | N=212 | 18% | N=79 | 1% | N=7 | 100% | N=444 |

Table 49: 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.) | 46% | N=207 | 45% | N=200 | 8% | N=35 | 1% | N=5 | 100% | N=447 |
| Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices) | 56% | N=251 | 39% | N=173 | 5% | N=22 | 0% | N=0 | 100% | N=447 |
| 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=186 | 42% | N=186 | 12% | N=55 | 4% | N=16 | 100% | N=444 |
| Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities) | 66% | N=294 | 33% | N=147 | 1% | N=3 | 0% | N=0 | 100% | N=444 |
| Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.) | 35% | N=156 | 49% | N=217 | 16% | N=69 | 0% | N=1 | 100% | N=444 |

Table 50: 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Economic Development (e.g., support for retaining/expanding businesses, attracting new businesses, workforce development, etc.) | 48% | N=214 | 42% | N=190 | 4% | N=19 | 2% | N=9 | 4% | N=16 | 100% | N=447 |
| Utilities and Environment (e.g., ensuring reliable, sufficient safe water and electric resources, efficient utility use and implementing sustainable practices) | 60% | N=268 | 33% | N=149 | 3% | N=12 | 2% | N=9 | 2% | N=8 | 100% | N=448 |
| 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=186 | 43% | N=191 | 8% | N=36 | 3% | N=11 | 4% | N=17 | 100% | N=441 |
| Safety (ensuring the police force is well-trained and has the necessary equipment, staff, resources and facilities) | 73% | N=327 | 24% | N=108 | 0% | N=1 | 1% | N=3 | 1% | N=6 | 100% | N=446 |
| Parks & Recreation (providing recreational programs for all ages, maintaining and developing parks and amenities like the Mispillion Riverwalk, etc.) | 46% | N=205 | 44% | N=196 | 6% | N=27 | 2% | N=9 | 2% | N=7 | 100% | N=443 |

## Table 51: 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 | 46% | N=205 |
| I have heard of 3rd Thursday but have not attended | 26% | N=115 |
| I have attended 3rd Thursday activities once or twice | 17% | N=76 |
| I have attended 3rd Thursday activities three times or more | 12% | N=52 |
| Total | 100% | N=448 |

## Table 52: Question 17

| Please select the option that best describes you: | Percent | Number |
|---|---|---|
| I have used the 3rd Thursday discount shopping button | 7% | N=29 |
| I am aware of the 3rd Thursday discount shopping button, but have not used it | 21% | N=90 |
| I am not aware of the 3rd Thursday discount shopping button | 73% | N=315 |
| Total | 100% | N=434 |

## Table 53: Question 18

| 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 | 23% | N=103 | 39% | N=175 | 10% | N=44 | 21% | N=93 | 6% | N=28 | 100% | N=443 |
| Mondays during the day | 17% | N=75 | 29% | N=128 | 15% | N=64 | 32% | N=142 | 7% | N=31 | 100% | N=440 |
| Saturday afternoons or evenings | 39% | N=176 | 33% | N=149 | 8% | N=37 | 12% | N=55 | 7% | N=30 | 100% | N=447 |
| Sunday afternoons or evenings | 27% | N=120 | 34% | N=152 | 15% | N=64 | 17% | N=76 | 7% | N=30 | 100% | N=442 |

## Table 54: 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 | 7% | N=31 | 2% | N=11 | 10% | N=45 | 15% | N=66 | 66% | N=299 | 100% | N=452 |
| Purchase goods or services from a business located in Milford | 1% | N=3 | 3% | N=14 | 20% | N=91 | 49% | N=221 | 27% | N=121 | 100% | N=449 |
| Eat at least 5 portions of fruits and vegetables a day | 4% | N=16 | 16% | N=71 | 40% | N=181 | 29% | N=128 | 12% | N=54 | 100% | N=450 |
| Participate in moderate or vigorous physical activity | 3% | N=13 | 21% | N=93 | 33% | N=150 | 28% | N=125 | 15% | N=66 | 100% | N=447 |
| Read or watch local news (via television, paper, computer, etc.) | 4% | N=19 | 10% | N=45 | 19% | N=84 | 29% | N=133 | 38% | N=172 | 100% | N=452 |
| Vote in local elections | 17% | N=78 | 8% | N=36 | 12% | N=56 | 23% | N=102 | 39% | N=177 | 100% | N=449 |

## Table 55: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---|---|
| Excellent | 15% | N=68 |
| Very good | 36% | N=164 |
| Good | 41% | N=185 |
| Fair | 7% | N=30 |
| Poor | 1% | N=6 |
| Total | 100% | N=453 |

## Table 56: 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 | 12% | N=53 |
| Somewhat positive | 24% | N=108 |
| Neutral | 54% | N=238 |
| Somewhat negative | 9% | N=42 |
| Very negative | 1% | N=4 |
| Total | 100% | N=445 |

## Table 57: Question D4

| What is your employment status? | Percent | Number |
|---|---|---|
| Working full time for pay | 54% | N=245 |
| Working part time for pay | 8% | N=35 |
| Unemployed, looking for paid work | 5% | N=22 |
| Unemployed, not looking for paid work | 1% | N=5 |
| Fully retired | 32% | N=143 |
| Total | 100% | N=450 |

## Table 58: Question D5

| Do you work inside the boundaries of Milford? | Percent | Number |
|---|---|---|
| Yes, outside the home | 23% | N=102 |
| Yes, from home | 5% | N=21 |
| No | 72% | N=315 |
| Total | 100% | N=438 |

## Table 59: Question D6

| How many years have you lived in Milford? | Percent | Number |
|---|---|---|
| Less than 2 years | 18% | N=79 |
| 2 to 5 years | 18% | N=81 |
| 6 to 10 years | 16% | N=73 |
| 11 to 20 years | 27% | N=120 |
| More than 20 years | 22% | N=98 |
| Total | 100% | N=451 |

## Table 60: Question D7

| Which best describes the building you live in? | Percent | Number |
|---|---|---|
| One family house detached from any other houses | 67% | N=304 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 30% | N=136 |
| Mobile home | 0% | N=0 |
| Other | 2% | N=11 |
| Total | 100% | N=451 |

## Table 61: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|---|---|---|
| Rented | 40% | N=181 |
| Owned | 60% | N=268 |
| Total | 100% | N=449 |

## Table 62: 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 | 10% | N=44 |
| $300 to $599 per month | 14% | N=61 |
| $600 to $999 per month | 32% | N=137 |
| $1,000 to $1,499 per month | 28% | N=120 |
| $1,500 to $2,499 per month | 14% | N=61 |
| $2,500 or more per month | 1% | N=6 |
| Total | 100% | N=429 |

## Table 63: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---|---|
| No | 72% | N=326 |
| Yes | 28% | N=125 |
| Total | 100% | N=451 |

## Table 64: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|---|---|---|
| No | 63% | N=284 |
| Yes | 37% | N=167 |
| Total | 100% | N=451 |

## Table 65: 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 | 24% | N=100 |
| $25,000 to $49,999 | 25% | N=104 |
| $50,000 to $99,999 | 31% | N=132 |
| $100,000 to $149,999 | 12% | N=51 |
| $150,000 or more | 8% | N=34 |
| Total | 100% | N=420 |

## Table 66: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|---|---|---|
| No, not Spanish, Hispanic or Latino | 89% | N=388 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 11% | N=50 |
| Total | 100% | N=438 |

## Table 67: 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 | 3% | N=15 |
| Asian, Asian Indian or Pacific Islander | 3% | N=11 |
| Black or African American | 16% | N=71 |
| White | 77% | N=343 |
| Other | 6% | N=28 |

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

## Table 68: Question D15

| In which category is your age? | Percent | Number |
|---|---|---|
| 18 to 24 years | 5% | N=21 |
| 25 to 34 years | 18% | N=82 |
| 35 to 44 years | 17% | N=74 |
| 45 to 54 years | 17% | N=75 |
| 55 to 64 years | 13% | N=59 |
| 65 to 74 years | 19% | N=85 |
| 75 years or older | 11% | N=50 |
| Total | 100% | N=447 |

## Table 69: Question D16

| What is your sex? | Percent | Number |
|---|---|---|
| Female | 57% | N=253 |
| Male | 43% | N=191 |
| Total | 100% | N=443 |

## Table 70: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---|---|
| Cell | 73% | N=326 |
| Land line | 14% | N=64 |
| Both | 13% | N=59 |
| Total | 100% | N=449 |

# Appendix B: Benchmark Comparisons

## Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community 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. Being rated as "higher" or "lower" than the benchmark means that Milford's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Milford's average rating was more than 20 points different when compared to the benchmark.

| 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 71: Community Characteristics General

|  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| The overall quality of life in Milford | 76% | 291 | 425 | Similar |
| Overall image or reputation of Milford | 61% | 231 | 333 | Similar |
| Milford as a place to live | 83% | 264 | 370 | Similar |
| Your neighborhood as a place to live | 76% | 248 | 301 | Similar |
| Milford as a place to raise children | 72% | 264 | 361 | Similar |
| Milford as a place to retire | 75% | 125 | 341 | Similar |
| Overall appearance of Milford | 66% | 234 | 332 | Similar |

## Table 72: Community Characteristics by Facet

|  |  | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Overall feeling of safety in Milford | 67% | 275 | 342 | Lower |
|  | In your neighborhood during the day | 93% | 213 | 339 | Similar |
|  | In Milford's downtown area during the day | 87% | 215 | 307 | Similar |
| Mobility | Overall ease of getting to the places you usually have to visit | 84% | 108 | 266 | Similar |
|  | Availability of paths and walking trails | 50% | 224 | 302 | Similar |
|  | Ease of walking in Milford | 65% | 153 | 296 | Similar |
|  | Ease of travel by bicycle in Milford | 55% | 155 | 295 | Similar |
|  | Ease of travel by public transportation in Milford | 36% | 140 | 230 | Similar |
|  | Ease of travel by car in Milford | 76% | 72 | 294 | Similar |
|  | Ease of public parking | 60% | 90 | 226 | Similar |
|  | Traffic flow on major streets | 65% | 62 | 322 | Higher |
| Natural Environment | Quality of overall natural environment in Milford | 70% | 210 | 268 | Similar |
|  | Cleanliness of Milford | 65% | 200 | 275 | Similar |
|  | Air quality | 69% | 189 | 238 | Similar |
| Built Environment | Overall "built environment" of Milford (including overall design, buildings, parks and transportation systems) | 55% | 184 | 257 | Similar |
|  | Overall quality of new development in Milford | 57% | 114 | 282 | Similar |
|  | Availability of affordable quality housing | 44% | 132 | 291 | Similar |
|  | Variety of housing options | 42% | 196 | 270 | Similar |
|  | Public places where people want to spend time | 51% | 202 | 251 | Similar |
| Economy | Overall economic health of Milford | 51% | 186 | 263 | Similar |
|  | Vibrant downtown/commercial area | 41% | 146 | 240 | Similar |
|  | Overall quality of business and service establishments in Milford | 57% | 172 | 265 | Similar |
|  | Cost of living in Milford | 54% | 72 | 259 | Similar |
|  | Shopping opportunities | 46% | 191 | 283 | Similar |
|  | Employment opportunities | 34% | 176 | 300 | Similar |
|  | Milford as a place to visit | 55% | 190 | 277 | Similar |
|  | Milford as a place to work | 55% | 246 | 345 | Similar |
| Recreation and Wellness | Health and wellness opportunities in Milford | 61% | 190 | 258 | Similar |
|  | Availability of affordable quality mental health care | 38% | 149 | 228 | Similar |
|  | Availability of preventive health services | 63% | 142 | 232 | Similar |
|  | Availability of affordable quality health care | 62% | 139 | 251 | Similar |
|  | Availability of affordable quality food | 54% | 202 | 238 | Similar |
|  | Recreational opportunities | 44% | 257 | 283 | Lower |
|  | Fitness opportunities (including exercise classes and paths or trails, etc.) | 54% | 199 | 249 | Similar |
| Education and Enrichment | Overall opportunities for education and enrichment | 49% | 220 | 260 | Lower |
|  | Opportunities to participate in religious or spiritual events and activities | 73% | 143 | 199 | Similar |

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Opportunities to attend cultural/arts/music activities | 50% | 193 | 280 | Similar |
| Adult educational opportunities | 33% | 222 | 238 | Lower |
| K-12 education | 73% | 165 | 261 | Similar |
| Availability of affordable quality child care/preschool | 58% | 94 | 250 | Similar |
| Opportunities to participate in social events and activities | 56% | 166 | 256 | Similar |
| Neighborliness of Milford | 60% | 170 | 252 | Similar |
| Openness and acceptance of the community toward people of diverse backgrounds | 58% | 198 | 283 | Similar |
| Opportunities to participate in community matters | 56% | 187 | 266 | Similar |
| Opportunities to volunteer | 65% | 154 | 257 | Similar |

(Left row group label: Community Engagement)

Table 73: Governance General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Services provided by the City of Milford | 75% | 203 | 394 | Similar |
| Overall customer service by Milford employees (police, receptionists, planners, etc.) | 75% | 165 | 361 | Similar |
| Value of services for the taxes paid to Milford | 56% | 164 | 379 | Similar |
| Overall direction that Milford is taking | 68% | 95 | 304 | Similar |
| Job Milford government does at welcoming resident involvement | 54% | 153 | 307 | Similar |
| Overall confidence in Milford government | 60% | 91 | 264 | Similar |
| Generally acting in the best interest of the community | 61% | 85 | 264 | Similar |
| Being honest | 61% | 104 | 255 | Similar |
| Treating all residents fairly | 61% | 110 | 261 | Similar |
| Services provided by the Federal Government | 43% | 80 | 244 | Similar |

Table 74: Governance by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Police services | 82% | 208 | 420 | Similar |
| | Fire services | 94% | 173 | 358 | Similar |
| | Ambulance or emergency medical services | 93% | 135 | 321 | Similar |
| | Crime prevention | 65% | 228 | 343 | Similar |
| | Fire prevention and education | 75% | 208 | 275 | Similar |
| | Animal control | 51% | 247 | 312 | Similar |
| Safety | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 67% | 135 | 269 | Similar |
| | Traffic enforcement | 68% | 144 | 347 | Similar |
| | Street repair | 42% | 221 | 352 | Similar |
| | Street cleaning | 66% | 170 | 307 | Similar |
| | Street lighting | 66% | 114 | 309 | Similar |
| | Snow removal | 64% | 177 | 260 | Similar |
| | Sidewalk maintenance | 46% | 219 | 300 | Similar |
| | Traffic signal timing | 62% | 60 | 254 | Similar |
| Mobility | Bus or transit services | 50% | 137 | 224 | Similar |
| | Garbage collection | 82% | 144 | 328 | Similar |
| | Recycling | 82% | 115 | 336 | Similar |
| | Yard waste pick-up | 83% | 82 | 261 | Similar |
| | Drinking water | 45% | 276 | 291 | Lower |
| Natural Environment | Preservation of natural areas such as open space, farmlands and greenbelts | 60% | 129 | 246 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| | Milford open space | 55% | 161 | 234 | Similar |
| Built Environment | Storm drainage | 62% | 207 | 325 | Similar |
| | Sewer services | 77% | 158 | 297 | Similar |
| | Power (electric) utility | 73% | 137 | 180 | Similar |
| | Utility billing | 61% | 191 | 227 | Similar |
| | Land use, planning and zoning | 50% | 124 | 288 | Similar |
| | Code enforcement (weeds, abandoned buildings, etc.) | 37% | 268 | 366 | Similar |
| | Cable television | 50% | 106 | 195 | Similar |
| Economy | Economic development | 49% | 156 | 274 | Similar |
| Recreation and Wellness | City parks | 75% | 215 | 303 | Similar |
| | Recreation programs or classes | 62% | 201 | 305 | Similar |
| | Recreation facilities | 60% | 194 | 268 | Similar |
| | Health services | 68% | 99 | 215 | Similar |
| Education and Enrichment | City-sponsored special events | 70% | 127 | 274 | Similar |
| | Public library services | 87% | 139 | 315 | Similar |
| Community Engagement | Public information services | 71% | 142 | 277 | Similar |

## Table 75: Participation General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| Sense of community | 62% | 163 | 295 | Similar |
| Recommend living in Milford to someone who asks | 89% | 122 | 274 | Similar |
| Remain in Milford for the next five years | 85% | 122 | 269 | Similar |
| Contacted Milford (in-person, phone, email or web) for help or information | 51% | 78 | 312 | Similar |

## Table 76: Participation by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|---|
| Safety | Stocked supplies in preparation for an emergency | 35% | 105 | 230 | Similar |
| | Did NOT report a crime to the police | 79% | 156 | 255 | Similar |
| | Household member was NOT a victim of a crime | 87% | 177 | 264 | Similar |
| Mobility | Used bus or other public transportation instead of driving | 9% | 150 | 210 | Lower |
| | Carpooled with other adults or children instead of driving alone | 38% | 177 | 243 | Similar |
| | Walked or biked instead of driving | 52% | 158 | 252 | Similar |
| Natural Environment | Made efforts to conserve water | 82% | 103 | 237 | Similar |
| | Made efforts to make your home more energy efficient | 75% | 139 | 239 | Similar |
| | Recycle at home | 91% | 132 | 251 | Similar |
| Built Environment | Did NOT observe a code violation or other hazard in Milford | 48% | 163 | 246 | Similar |
| | NOT experiencing housing costs stress | 68% | 152 | 250 | Similar |
| Economy | Purchase goods or services from a business located in Milford | 96% | 160 | 249 | Similar |
| | Economy will have positive impact on income | 36% | 81 | 251 | Similar |
| | Work inside boundaries of Milford | 28% | 200 | 250 | Lower |
| Recreation and Wellness | Used Milford recreation facilities or their services | 54% | 137 | 233 | Similar |

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|---|---|---|---|
| **Education and Enrichment** | | | | |
| Visited a neighborhood park or City park | 72% | 234 | 259 | Lower |
| Eat at least 5 portions of fruits and vegetables a day | 81% | 160 | 241 | Similar |
| Participate in moderate or vigorous physical activity | 76% | 231 | 245 | Similar |
| In very good to excellent health | 51% | 201 | 245 | Similar |
| Used Milford public libraries or their services | 62% | 119 | 240 | Similar |
| Participated in religious or spiritual activities in Milford | 44% | 95 | 199 | Similar |
| Attended City-sponsored event | 56% | 120 | 254 | Similar |
| **Community Engagement** | | | | |
| Campaigned or advocated for an issue, cause or candidate | 21% | 143 | 233 | Similar |
| Contacted Milford elected officials (in-person, phone, email or web) to express your opinion | 20% | 83 | 247 | Similar |
| Volunteered your time to some group/activity in Milford | 34% | 160 | 257 | Similar |
| Participated in a club | 21% | 171 | 238 | Similar |
| Talked to or visited with your immediate neighbors | 88% | 193 | 247 | Similar |
| Done a favor for a neighbor | 82% | 121 | 242 | Similar |
| Attended a local public meeting | 25% | 69 | 256 | Similar |
| Read or watch local news (via television, paper, computer, etc.) | 86% | 109 | 250 | Similar |
| Vote in local elections | 75% | 226 | 252 | 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 American Community Survey (ACS) 2017 5-year estimates.**

Adams County, CO .............................................487,850
Airway Heights city, WA ......................................... 8,017
Albany city, OR ................................................... 52,007
Albemarle County, VA...........................................105,105
Albert Lea city, MN............................................... 17,716
Alexandria city, VA ..............................................154,710
American Canyon city, CA....................................... 20,341
Ames city, IA ...................................................... 65,005
Ankeny city, IA ................................................... 56,237
Ann Arbor city, MI...............................................119,303
Apache Junction city, AZ ........................................ 38,452
Arapahoe County, CO............................................626,612
Arlington city, TX ................................................388,225
Arvada city, CO ..................................................115,320
Asheville city, NC ................................................ 89,318
Ashland city, OR .................................................. 20,733
Ashland town, MA ................................................ 17,478
Ashland town, VA.................................................. 7,554
Aspen city, CO ..................................................... 7,097
Athens-Clarke County, GA ......................................122,292
Auburn city, AL ................................................... 61,462
Augusta CCD, GA .................................................136,103
Aurora city, CO ..................................................357,323
Austin city, TX ...................................................916,906
Avon town, CO ..................................................... 6,503
Avon town, IN ..................................................... 16,479
Avondale city, AZ ................................................. 81,590
Azusa city, CA..................................................... 49,029
Bainbridge Island city, WA ...................................... 23,689
Baltimore city, MD...............................................619,796

Baltimore County, MD ...........................................828,637
Battle Creek city, MI.............................................. 51,505
Bay Village city, OH............................................... 15,426
Baytown city, TX................................................... 76,205
Bedford city, TX ................................................... 49,082
Bedford town, MA ................................................ 14,105
Bellevue city, WA .................................................139,014
Bellingham city, WA .............................................. 85,388
Bend city, OR...................................................... 87,167
Bethlehem township, PA.......................................... 23,800
Bettendorf city, IA................................................. 35,293
Billings city, MT...................................................109,082
Bloomington city, IN ............................................. 83,636
Bloomington city, MN ............................................ 85,417
Boise City city, ID ................................................220,859
Bonner Springs city, KS ........................................... 7,644
Boulder city, CO...................................................106,271
Bowling Green city, KY ........................................... 64,302
Bozeman city, MT ................................................. 43,132
Brentwood city, TN ............................................... 41,524
Brighton city, CO.................................................. 38,016
Brookline CDP, MA ............................................... 59,246
Brooklyn Center city, MN ........................................ 30,885
Brooklyn city, OH ................................................. 10,891
Broomfield city, CO ............................................... 64,283
Brownsburg town, IN ............................................. 24,625
Buffalo Grove village, IL .......................................... 41,551
Burlingame city, CA............................................... 30,401
Cabarrus County, NC.............................................196,716
Cambridge city, MA...............................................110,893

| | |
|---|---|
| Canandaigua city, NY | 10,402 |
| Cannon Beach city, OR | 1,517 |
| Cañon City city, CO | 16,298 |
| Canton city, SD | 3,352 |
| Cape Coral city, FL | 173,679 |
| Carlsbad city, CA | 113,147 |
| Carroll city, IA | 9,937 |
| Cartersville city, GA | 20,235 |
| Cary town, NC | 159,715 |
| Castle Rock town, CO | 57,274 |
| Cedar Hill city, TX | 48,149 |
| Cedar Park city, TX | 70,010 |
| Cedar Rapids city, IA | 130,330 |
| Celina city, TX | 7,910 |
| Centennial city, CO | 108,448 |
| Chandler city, AZ | 245,160 |
| Chandler city, TX | 2,896 |
| Chanhassen city, MN | 25,108 |
| Chapel Hill town, NC | 59,234 |
| Chardon city, OH | 5,166 |
| Charles County, MD | 156,021 |
| Charlotte County, FL | 173,236 |
| Charlottesville city, VA | 46,487 |
| Chattanooga city, TN | 176,291 |
| Chautauqua town, NY | 4,362 |
| Chesterfield County, VA | 335,594 |
| Clackamas County, OR | 399,962 |
| Clayton city, MO | 16,214 |
| Clearwater city, FL | 112,794 |
| Cleveland Heights city, OH | 45,024 |
| Clinton city, SC | 8,538 |
| Clive city, IA | 17,134 |
| Clovis city, CA | 104,411 |
| College Park city, MD | 32,186 |
| College Station city, TX | 107,445 |
| Colleyville city, TX | 25,557 |
| Collinsville city, IL | 24,767 |
| Columbia city, MO | 118,620 |
| Columbia city, SC | 132,236 |
| Columbia Falls city, MT | 5,054 |
| Commerce City city, CO | 52,905 |
| Concord city, CA | 128,160 |
| Concord town, MA | 19,357 |
| Conshohocken borough, PA | 7,985 |
| Coolidge city, AZ | 12,221 |
| Coon Rapids city, MN | 62,342 |
| Coral Springs city, FL | 130,110 |
| Coronado city, CA | 24,053 |
| Corvallis city, OR | 56,224 |
| Cottonwood Heights city, UT | 34,214 |
| Coventry Lake CDP, CT | 2,932 |
| Creve Coeur city, MO | 18,259 |
| Cupertino city, CA | 60,687 |
| Dacono city, CO | 4,929 |
| Dakota County, MN | 414,655 |
| Dallas city, OR | 15,413 |
| Dallas city, TX | 1,300,122 |
| Danville city, KY | 16,657 |
| Darien city, IL | 22,206 |
| Davenport city, FL | 3,665 |
| Davidson town, NC | 12,325 |
| Dayton city, OH | 140,939 |
| Dayton town, WY | 815 |
| Dearborn city, MI | 95,295 |
| Decatur city, GA | 22,022 |
| Del Mar city, CA | 4,338 |
| DeLand city, FL | 30,315 |
| Delaware city, OH | 38,193 |
| Denison city, TX | 23,342 |
| Denton city, TX | 131,097 |

| | |
|---|---|
| Denver city, CO | 678,467 |
| Des Moines city, IA | 214,778 |
| Des Peres city, MO | 8,536 |
| Destin city, FL | 13,421 |
| Dover city, NH | 30,901 |
| Dublin city, CA | 57,022 |
| Dublin city, OH | 44,442 |
| Duluth city, MN | 86,066 |
| Durham city, NC | 257,232 |
| Durham County, NC | 300,865 |
| Dyer town, IN | 16,077 |
| Eagan city, MN | 66,102 |
| Eagle Mountain city, UT | 27,773 |
| Eau Claire city, WI | 67,945 |
| Eden Prairie city, MN | 63,660 |
| Eden town, VT | 1,254 |
| Edgewater city, CO | 5,299 |
| Edina city, MN | 50,603 |
| Edmond city, OK | 89,769 |
| Edmonds city, WA | 41,309 |
| El Cerrito city, CA | 24,982 |
| El Paso de Robles (Paso Robles) city, CA | 31,409 |
| Elk Grove city, CA | 166,228 |
| Elmhurst city, IL | 46,139 |
| Englewood city, CO | 33,155 |
| Erie town, CO | 22,019 |
| Estes Park town, CO | 6,248 |
| Euclid city, OH | 47,698 |
| Fairview town, TX | 8,473 |
| Farmers Branch city, TX | 33,808 |
| Farmersville city, TX | 3,440 |
| Farmington Hills city, MI | 81,235 |
| Farmington town, CT | 25,596 |
| Fate city, TX | 10,339 |
| Fayetteville city, GA | 17,069 |
| Fayetteville city, NC | 210,324 |
| Ferguson township, PA | 18,837 |
| Fernandina Beach city, FL | 11,957 |
| Flower Mound town, TX | 71,575 |
| Forest Grove city, OR | 23,554 |
| Fort Collins city, CO | 159,150 |
| Franklin city, TN | 72,990 |
| Frederick town, CO | 11,397 |
| Fremont city, CA | 230,964 |
| Fruita city, CO | 13,039 |
| Gahanna city, OH | 34,691 |
| Gaithersburg city, MD | 67,417 |
| Galveston city, TX | 49,706 |
| Gardner city, KS | 21,059 |
| Germantown city, TN | 39,230 |
| Gilbert town, AZ | 232,176 |
| Gillette city, WY | 31,783 |
| Glen Ellyn village, IL | 27,983 |
| Glendora city, CA | 51,891 |
| Glenview village, IL | 47,066 |
| Golden city, CO | 20,365 |
| Golden Valley city, MN | 21,208 |
| Goodyear city, AZ | 74,953 |
| Grafton village, WI | 11,576 |
| Grand Blanc city, MI | 7,964 |
| Grants Pass city, OR | 36,687 |
| Grass Valley city, CA | 12,893 |
| Greeley city, CO | 100,760 |
| Greenville city, NC | 90,347 |
| Greenwich town, CT | 62,782 |
| Greenwood Village city, CO | 15,397 |
| Greer city, SC | 28,587 |
| Gunnison County, CO | 16,215 |
| Haltom City city, TX | 44,059 |
| Hamilton city, OH | 62,216 |

| | |
|---|---|
| Hamilton town, MA | 7,991 |
| Hampton city, VA | 136,255 |
| Hanover County, VA | 103,218 |
| Harrisburg city, SD | 5,429 |
| Harrisonburg city, VA | 53,064 |
| Harrisonville city, MO | 10,025 |
| Hastings city, MN | 22,620 |
| Henderson city, NV | 284,817 |
| Herndon town, VA | 24,545 |
| High Point city, NC | 109,849 |
| Highland Park city, IL | 29,796 |
| Highlands Ranch CDP, CO | 105,264 |
| Homer Glen village, IL | 24,403 |
| Honolulu County, HI | 990,060 |
| Hoquiam city, WA | 8,416 |
| Horry County, SC | 310,186 |
| Hudson town, CO | 1,709 |
| Huntley village, IL | 26,265 |
| Huntsville city, TX | 40,727 |
| Hutchinson city, MN | 13,836 |
| Hutto city, TX | 22,644 |
| Independence city, MO | 117,369 |
| Indio city, CA | 86,867 |
| Iowa City city, IA | 73,415 |
| Irving city, TX | 235,648 |
| Issaquah city, WA | 35,629 |
| Jackson city, MO | 14,690 |
| Jackson County, MI | 158,989 |
| James City County, VA | 73,028 |
| Jefferson County, NY | 116,567 |
| Jefferson Parish, LA | 437,038 |
| Johnson City city, TN | 65,598 |
| Johnston city, IA | 20,172 |
| Jupiter town, FL | 62,373 |
| Kalamazoo city, MI | 75,833 |
| Kansas City city, KS | 151,042 |
| Kansas City city, MO | 476,974 |
| Keizer city, OR | 37,910 |
| Kent city, WA | 126,561 |
| Kerrville city, TX | 22,931 |
| Key West city, FL | 25,316 |
| King City city, CA | 13,721 |
| Kingman city, AZ | 28,855 |
| Kirkland city, WA | 86,772 |
| Kirkwood city, MO | 27,659 |
| Knoxville city, IA | 7,202 |
| La Plata town, MD | 9,160 |
| La Vista city, NE | 17,062 |
| Laguna Niguel city, CA | 65,429 |
| Lake Forest city, IL | 18,931 |
| Lake in the Hills village, IL | 28,908 |
| Lake Zurich village, IL | 19,983 |
| Lakeville city, MN | 61,056 |
| Lakewood city, CO | 151,411 |
| Lakewood city, WA | 59,102 |
| Lancaster County, SC | 86,544 |
| Lansing city, MI | 115,222 |
| Laramie city, WY | 32,104 |
| Larimer County, CO | 330,976 |
| Las Cruces city, NM | 101,014 |
| Las Vegas city, NM | 13,445 |
| Lawrence city, KS | 93,954 |
| Lawrenceville city, GA | 29,287 |
| Lehi city, UT | 58,351 |
| Lenexa city, KS | 52,030 |
| Lewisville city, TX | 103,638 |
| Lewisville town, NC | 13,516 |
| Libertyville village, IL | 20,504 |
| Lincolnwood village, IL | 12,637 |
| Lindsborg city, KS | 3,313 |
| Little Chute village, WI | 11,006 |
| Littleton city, CO | 45,848 |
| Livermore city, CA | 88,232 |
| Lombard village, IL | 43,776 |
| Lone Tree city, CO | 13,430 |
| Long Grove village, IL | 7,980 |
| Longmont city, CO | 91,730 |
| Lonsdale city, MN | 3,850 |
| Los Alamos County, NM | 18,031 |
| Los Altos Hills town, CA | 8,490 |
| Loudoun County, VA | 374,558 |
| Louisville city, CO | 20,319 |
| Lower Merion township, PA | 58,500 |
| Lynchburg city, VA | 79,237 |
| Lynnwood city, WA | 37,242 |
| Manassas city, VA | 41,379 |
| Manhattan Beach city, CA | 35,698 |
| Manhattan city, KS | 55,427 |
| Mankato city, MN | 41,241 |
| Maple Grove city, MN | 68,362 |
| Maplewood city, MN | 40,127 |
| Maricopa County, AZ | 4,155,501 |
| Marin County, CA | 260,814 |
| Marion city, IA | 38,014 |
| Mariposa County, CA | 17,658 |
| Marshfield city, WI | 18,326 |
| Martinez city, CA | 37,902 |
| Marysville city, WA | 66,178 |
| Maui County, HI | 164,094 |
| McKinney city, TX | 164,760 |
| McMinnville city, OR | 33,211 |
| Mecklenburg County, NC | 1,034,290 |
| Menlo Park city, CA | 33,661 |
| Menomonee Falls village, WI | 36,411 |
| Mercer Island city, WA | 24,768 |
| Meridian charter township, MI | 41,903 |
| Meridian city, ID | 91,917 |
| Merriam city, KS | 11,259 |
| Mesa city, AZ | 479,317 |
| Miami Beach city, FL | 92,187 |
| Miami city, FL | 443,007 |
| Middleton city, WI | 18,951 |
| Midland city, MI | 41,958 |
| Milford city, DE | 10,645 |
| Milton city, GA | 37,556 |
| Minneapolis city, MN | 411,452 |
| Minnetrista city, MN | 7,187 |
| Missouri City city, TX | 72,688 |
| Moline city, IL | 42,644 |
| Monroe city, MI | 20,128 |
| Montgomery city, MN | 2,921 |
| Montgomery County, MD | 1,039,198 |
| Monticello city, UT | 2,599 |
| Montrose city, CO | 18,918 |
| Moraga town, CA | 17,231 |
| Morristown city, TN | 29,446 |
| Morrisville town, NC | 23,873 |
| Morro Bay city, CA | 10,568 |
| Mountlake Terrace city, WA | 20,922 |
| Murphy city, TX | 20,361 |
| Naperville city, IL | 146,431 |
| Napoleon city, OH | 8,646 |
| Nederland city, TX | 17,284 |
| Needham CDP, MA | 30,429 |
| Nevada City city, CA | 3,112 |
| Nevada County, CA | 98,838 |
| New Braunfels city, TX | 70,317 |
| New Brighton city, MN | 22,440 |
| New Concord village, OH | 2,561 |
| New Hope city, MN | 20,909 |

New Orleans city, LA .............................................388,182
New Ulm city, MN ................................................. 13,249
Newport city, RI ................................................... 24,745
Newport News city, VA ...........................................180,775
Newton city, IA ................................................... 15,085
Noblesville city, IN ............................................... 59,807
Norcross city, GA ................................................. 16,474
Norfolk city, NE ................................................... 24,352
Norfolk city, VA ..................................................245,752
North Mankato city, MN .......................................... 13,583
North Port city, FL ............................................... 62,542
North Yarmouth town, ME ........................................ 3,714
Northglenn city, CO .............................................. 38,473
Novato city, CA ................................................... 55,378
Novi city, MI ..................................................... 58,835
O'Fallon city, IL .................................................. 29,095
Oak Park village, IL ............................................... 52,229
Oakley city, CA ................................................... 39,950
Oklahoma City city, OK ...........................................629,191
Olmsted County, MN ..............................................151,685
Olympia city, WA ................................................. 49,928
Orange village, OH ................................................ 3,280
Orland Park village, IL ............................................ 59,161
Orleans Parish, LA ................................................388,182
Oshkosh city, WI ................................................. 66,649
Oswego village, IL ................................................ 33,759
Ottawa County, MI ................................................280,243
Overland Park city, KS ...........................................186,147
Paducah city, KY ................................................. 24,879
Palm Beach Gardens city, FL ..................................... 53,119
Palm Coast city, FL ............................................... 82,356
Palo Alto city, CA ................................................ 67,082
Palos Verdes Estates city, CA ................................... 13,591
Papillion city, NE ................................................ 19,478
Paradise Valley town, AZ ......................................... 13,961
Park City city, UT ................................................. 8,167
Parker town, CO .................................................. 51,125
Parkland city, FL ................................................. 28,901
Pasco city, WA ................................................... 70,607
Pasco County, FL .................................................498,136
Payette city, ID ................................................... 7,366
Pearland city, TX .................................................113,693
Peoria city, IL ....................................................115,424
Pflugerville city, TX .............................................. 58,013
Pinehurst village, NC ............................................. 15,580
Piqua city, OH .................................................... 20,793
Pitkin County, CO ................................................ 17,747
Plano city, TX ....................................................281,566
Platte City city, MO ............................................... 4,867
Pleasant Hill city, IA ............................................. 9,608
Pleasanton city, CA ............................................... 79,341
Polk County, IA ...................................................467,235
Pompano Beach city, FL ..........................................107,542
Port Orange city, FL .............................................. 60,315
Port St. Lucie city, FL ...........................................178,778
Portland city, OR .................................................630,331
Powell city, OH ................................................... 12,658
Powhatan County, VA ............................................. 28,364
Prince William County, VA .......................................450,763
Prior Lake city, MN ............................................... 25,452
Pueblo city, CO ...................................................109,122
Purcellville town, VA .............................................. 9,217
Queen Creek town, AZ ........................................... 33,298
Raleigh city, NC ..................................................449,477
Ramsey city, MN .................................................. 25,853
Raymond town, ME ................................................ 4,497
Raymore city, MO ................................................ 20,358
Redmond city, OR ................................................ 28,492
Redmond city, WA ................................................ 60,712
Redwood City city, CA ........................................... 84,368

Reno city, NV .....................................................239,732
Richland city, WA ................................................. 53,991
Richmond city, CA ................................................108,853
Richmond Heights city, MO ....................................... 8,466
Rio Rancho city, NM .............................................. 93,317
River Falls city, WI ............................................... 15,256
Riverside city, CA ................................................321,570
Roanoke city, VA ................................................. 99,572
Roanoke County, VA .............................................. 93,419
Rochester city, NY ................................................209,463
Rock Hill city, SC ................................................. 70,764
Rockville city, MD ................................................ 66,420
Roeland Park city, KS ............................................. 6,810
Rohnert Park city, CA ............................................ 42,305
Rolla city, MO .................................................... 20,013
Rosemount city, MN .............................................. 23,474
Rosenberg city, TX ............................................... 35,867
Roseville city, MN ................................................ 35,624
Round Rock city, TX .............................................116,369
Royal Palm Beach village, FL ..................................... 37,665
Sacramento city, CA ..............................................489,650
Sahuarita town, AZ ............................................... 28,257
Sammamish city, WA .............................................. 62,877
San Diego city, CA ............................................1,390,966
San Jose city, CA ..............................................1,023,031
San Marcos city, CA .............................................. 93,493
San Marcos city, TX .............................................. 59,935
Sangamon County, IL .............................................198,134
Santa Fe city, NM ................................................ 82,980
Santa Fe County, NM .............................................147,514
Sarasota County, FL ..............................................404,839
Savage city, MN .................................................. 30,011
Schaumburg village, IL ........................................... 74,427
Schertz city, TX .................................................. 38,199
Scott County, MN .................................................141,463
Scottsdale city, AZ ...............................................239,283
Sedona city, AZ ................................................... 10,246
Sevierville city, TN ............................................... 16,387
Shakopee city, MN ................................................ 40,024
Sharonville city, OH .............................................. 13,974
Shawnee city, KS ................................................. 64,840
Shawnee city, OK ................................................. 30,974
Sherborn town, MA ................................................ 4,302
Shoreline city, WA ............................................... 55,431
Shoreview city, MN ............................................... 26,432
Shorewood village, IL ............................................ 16,809
Sierra Vista city, AZ ............................................. 43,585
Silverton city, OR ................................................. 9,757
Sioux Falls city, SD ..............................................170,401
Skokie village, IL ................................................. 64,773
Snoqualmie city, WA ............................................. 12,944
Snowmass Village town, CO ...................................... 2,827
Somerset town, MA ............................................... 18,257
South Jordan city, UT ............................................ 65,523
Southlake city, TX ................................................ 30,090
Spearfish city, SD ................................................ 11,300
Springfield city, MO ..............................................165,785
Springville city, UT ............................................... 32,319
St. Augustine city, FL ............................................ 13,952
St. Charles city, IL ............................................... 32,730
St. Joseph city, MO ............................................... 76,819
St. Louis County, MN .............................................200,294
State College borough, PA ........................................ 42,224
Steamboat Springs city, CO ...................................... 12,520
Sugar Land city, TX ............................................... 86,886
Suisun City city, CA .............................................. 29,280
Summit County, UT ............................................... 39,731
Sunnyvale city, CA ...............................................151,565
Surprise city, AZ .................................................129,534
Suwanee city, GA ................................................. 18,655

Tacoma city, WA ................................................. 207,280
Takoma Park city, MD ............................................ 17,643
Temecula city, CA ................................................ 110,722
Tempe city, AZ .................................................... 178,339
Temple city, TX ................................................... 71,795
Texarkana city, TX ............................................... 37,222
The Woodlands CDP, TX .......................................... 109,608
Tigard city, OR ................................................... 51,355
Tracy city, CA .................................................... 87,613
Trinidad CCD, CO .................................................. 10,819
Tualatin city, OR ................................................ 27,135
Tulsa city, OK .................................................... 401,352
Tustin city, CA ................................................... 80,007
Twin Falls city, ID .............................................. 47,340
Unalaska city, AK ................................................ 4,809
University Heights city, OH ...................................... 13,201
University Park city, TX ......................................... 24,692
Urbandale city, IA ............................................... 42,222
Vail town, CO ..................................................... 5,425
Ventura CCD, CA ................................................... 115,218
Vernon Hills village, IL ......................................... 26,084
Vestavia Hills city, AL .......................................... 34,003
Victoria city, MN ................................................ 8,679
Vienna town, VA ................................................... 16,474
Virginia Beach city, VA .......................................... 450,057
Walnut Creek city, CA ............................................ 68,516
Warrensburg city, MO ............................................. 19,890
Washington County, MN ........................................... 250,979
Washoe County, NV ................................................ 445,551

Washougal city, WA ............................................... 15,241
Wauwatosa city, WI ............................................... 47,687
Wentzville city, MO .............................................. 35,768
West Carrollton city, OH ......................................... 12,963
Western Springs village, IL ...................................... 13,187
Westerville city, OH ............................................. 38,604
Westlake town, TX ................................................ 1,006
Westminster city, CO ............................................. 111,895
Westminster city, MD ............................................. 18,557
Wheat Ridge city, CO ............................................. 31,162
White House city, TN ............................................. 11,107
Wichita city, KS ................................................. 389,054
Williamsburg city, VA ............................................ 14,817
Willowbrook village, IL .......................................... 8,598
Wilmington city, NC .............................................. 115,261
Wilsonville city, OR ............................................. 22,789
Windsor town, CO ................................................. 23,386
Windsor town, CT ................................................. 29,037
Winnetka village, IL ............................................. 12,504
Winter Garden city, FL ........................................... 40,799
Woodbury city, MN ................................................ 67,648
Woodinville city, WA ............................................. 11,675
Wyandotte County, KS ............................................. 163,227
Yakima city, WA .................................................. 93,182
York County, VA .................................................. 67,196
Yorktown town, IN ................................................ 11,200
Yorkville city, IL ............................................... 18,691
Yountville city, CA .............................................. 2,978

# Appendix C: Detailed Survey Methods

The National Community 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 Milford City Manager Eric Norenberg 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 four wards.

To choose the 1,700 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Milford website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients
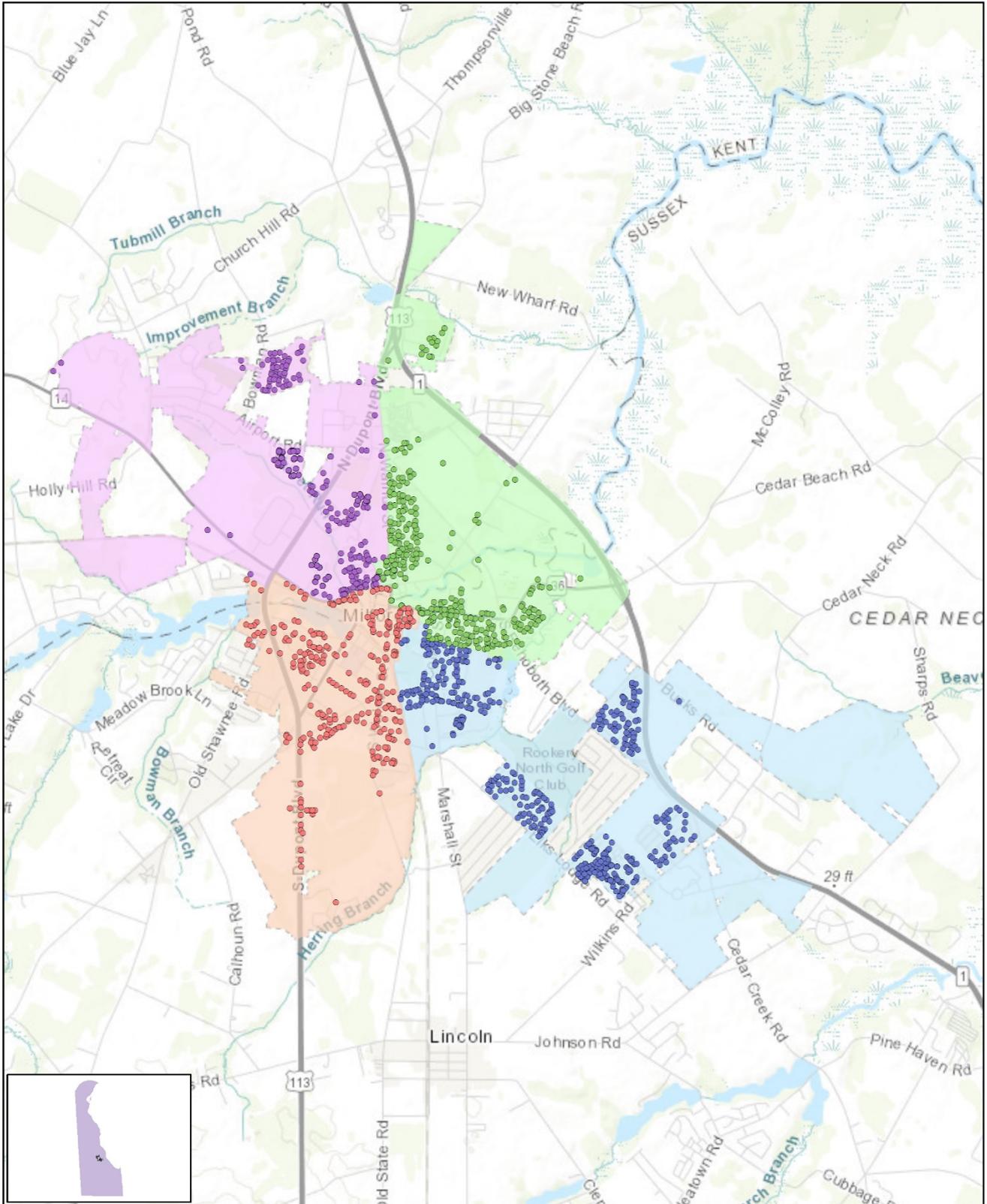


Survey Recipients in Milford, DE

- In Ward 1
- In Ward 2
- In Ward 3
- In Ward 4
- Ward 1
- Ward 2
- Ward 3
- Ward 4
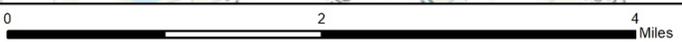
## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on June 19, 2019. 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 those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Completed surveys were collected over the following seven weeks. The online "opt-in" survey became available to all residents on July 24, 2019 and remained open for two weeks.

About 5% of the 1,700 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 1,623 eligible households that received the survey, 457 completed the survey, providing an overall response rate of 28%. Additionally, responses were tracked by area; response rates by ward ranged from 17% to 36%. The response rates were calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons. Additionally, 84 opt-in residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 77: Survey Response Rates by Area

|  | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Overall |
|---|---|---|---|---|---|
| Total sample used | 523 | 317 | 336 | 524 | 1,700 |
| I=Complete Interviews | 181 | 105 | 87 | 80 | 453 |
| P=Partial Interviews | 0 | 3 | 0 | 1 | 4 |
| 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 | 326 | 198 | 240 | 402 | 1,170 |
| NE=Not eligible | 16 | 11 | 9 | 41 | 73 |
| Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO) | 36% | 35% | 27% | 17% | 28% |

## 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 (457 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

## 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.

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[1] See AAPOR's Standard Definitions here: 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.

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 SurveyGizmo, 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.

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

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, the demographics of each dataset were separately 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. Both survey datasets were weighted independently to best match the Census. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex and age. No adjustments were made for design effects. Results for the opt-in survey have been provided under separate cover.

Table 78: Milford, DE 2019 Weighting Table

| Characteristic | Population Norm | Unweighted Data | Weighted Data |
|---|---|---|---|
| **Housing** | | | |
| Rent home | 45% | 18% | 40% |
| Own home | 55% | 82% | 60% |
| Detached unit* | 66% | 75% | 67% |
| Attached unit* | 34% | 25% | 33% |
| **Race and Ethnicity** | | | |
| White | 69% | 84% | 73% |
| Not white | 31% | 16% | 27% |
| Not Hispanic | 86% | 97% | 89% |
| Hispanic | 14% | 3% | 11% |
| **Sex and Age** | | | |
| Female | 54% | 61% | 57% |
| Male | 46% | 39% | 43% |
| 18-34 years of age | 31% | 6% | 23% |
| 35-54 years of age | 31% | 19% | 33% |
| 55+ years of age | 38% | 75% | 44% |
| Females 18-34 | 16% | 4% | 15% |
| Females 35-54 | 17% | 11% | 18% |
| Females 55+ | 21% | 46% | 23% |
| Males 18-34 | 14% | 2% | 8% |
| Males 35-54 | 15% | 8% | 15% |
| Males 55+ | 17% | 29% | 20% |
| **AREA** | | | |
| Ward 1 | 33% | 40% | 30% |
| Ward 2 | 20% | 24% | 22% |
| Ward 3 | 22% | 19% | 21% |
| Ward 4 | 26% | 18% | 27% |

* U.S. Census Bureau ACS 2017 5-year estimates

## 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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results.*

# 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,

Arthur J. Campbell
Mayor

**THE CITY of Milford DELAWARE**

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

**THE CITY of Milford DELAWARE**

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Milford, DE 19963

THE CITY of

*Milford*

DELAWARE

MAYOR ARTHUR J. CAMPBELL

City Hall 302.422.1111

www.cityofmilford.com

June 2019

Dear City of Milford Resident:

Please help us shape the future of Milford! You have been selected at random to participate in the 2019 Milford Community 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 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.**

If you have any questions about the survey please call 302-422-1111.

Thank you for your time and participation!

Sincerely,

Arthur J. Campbell
Mayor

OFFICE OF THE MAYOR

201 South Walnut Street

Milford, DE 19963

# THE CITY of
## *Milford*
### DELAWARE

MAYOR ARTHUR J. CAMPBELL

City Hall 302.422.1111

www.cityofmilford.com

July 2019

Dear City of Milford Resident:

Here's a second chance if you haven't already responded to the 2019 Milford Community 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 2019 Milford Community 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 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.**

If you have any questions about the survey please call 302-422-1111.

Thank you for your time and participation!

Sincerely,

Arthur J. Campbell
Mayor

# The City of Milford 2019 Community 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:**

|  | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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:**

|  | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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:**

|  | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Don't know |
|---|---|---|---|---|---|
| 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:**

|  | Very safe | Somewhat safe | Neither safe nor unsafe | Somewhat unsafe | Very unsafe | Don't know |
|---|---|---|---|---|---|---|
| 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:**

|  | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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:**

|  | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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.**

|  | No | Yes |
|---|---|---|
| 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?**

|  | 2 times a week or more | 2-4 times a month | Once a month or less | Not at all |
|---|---|---|---|---|
| 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?**

|  | 2 times a week or more | 2-4 times a month | Once a month or less | Not at all |
|---|---|---|---|---|
| Attended a local public meeting | 1 | 2 | 3 | 4 |

# The City of Milford 2019 Community Survey

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

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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?**

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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:**

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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 resident 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:**

| | Essential | Very important | Somewhat important | Not at all important |
|---|:---:|:---:|:---:|:---:|
| 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:**

| | Essential | Very important | Somewhat important | Not at all important |
|---|:---:|:---:|:---:|:---:|
| **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?**

| | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | Don't know |
|---|:---:|:---:|:---:|:---:|:---:|
| **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. Please select the option that best describes you:**

○ I have used the 3rd Thursday discount shopping button

○ I am aware of the 3rd Thursday discount shopping button, but have not used it

○ I am not aware of the 3rd Thursday discount shopping button

**18. 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 |
|---|:---:|:---:|:---:|:---:|:---:|
| Friday evenings | 1 | 2 | 3 | 4 | 5 |
| Mondays during the day | 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 2019 Community 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?**

| | Never | Rarely | Sometimes | Usually | Always |
|---|---|---|---|---|---|
| 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**