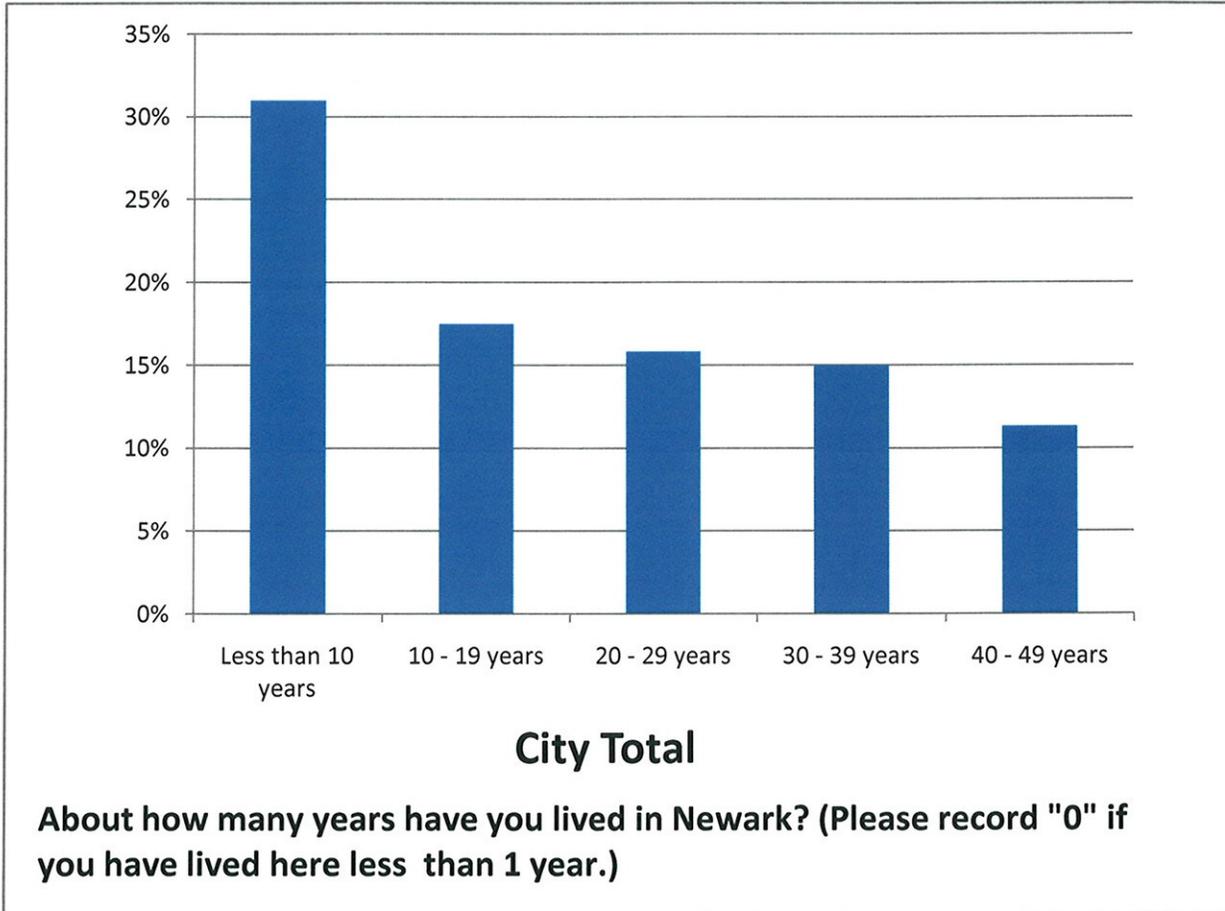


B. QUALITY OF LIFE

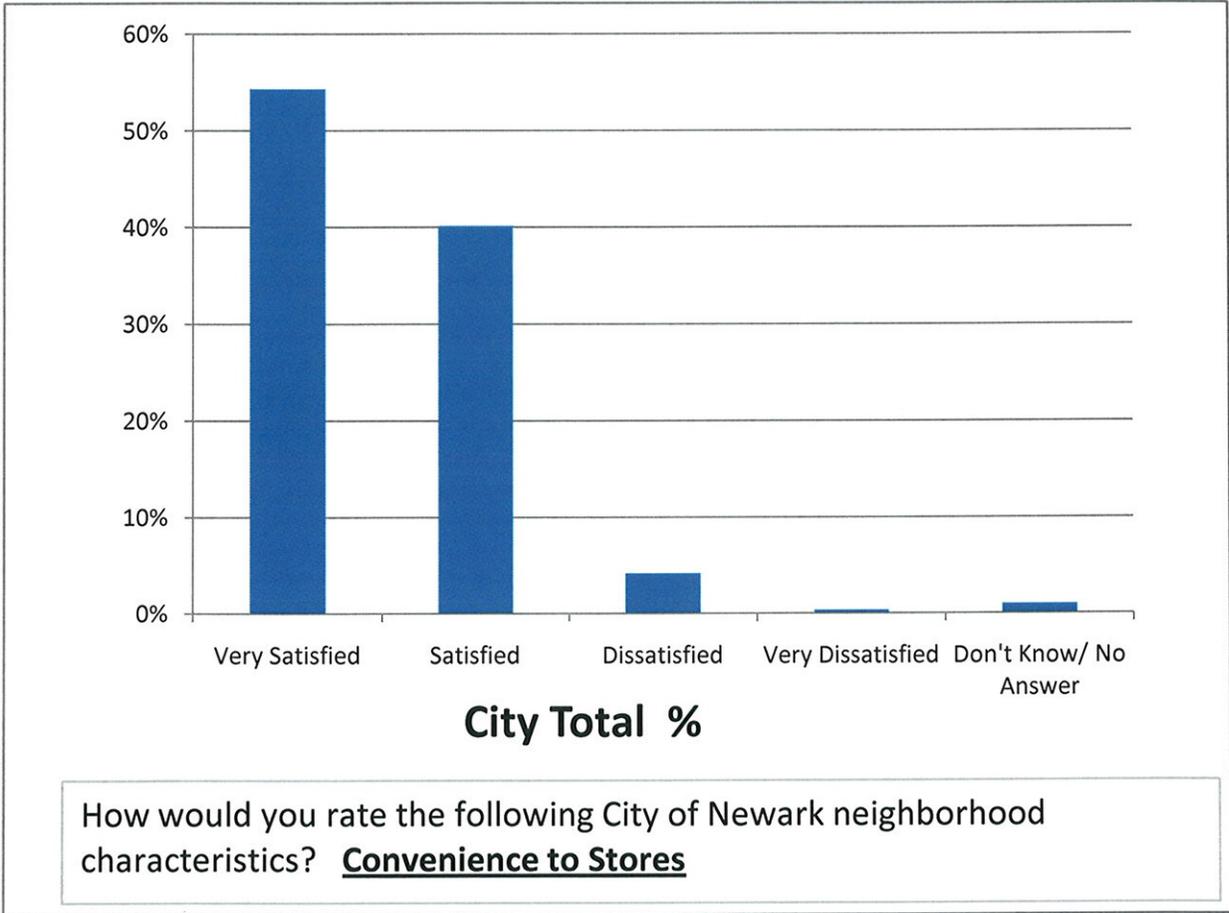
Question 6



	City Total	District One	District Two	District Three	District Four	District Five	District Six
Less than 10 years	31%	18	50	24	25	17	52
10 - 19 years	18%	27	6	12	15	20	25
20 - 29 years	16%	17	18	17	12	21	10
30 - 39 years	15%	20	7	33	10	14	6
40 - 49 years	11%	10	10	9	20	17	2
Over 50 years	8%	6	7	4	16	8	4
No Answer	2%	2	2	1	2	3	1

Highest Total Reported	83	77	81	57	83	63	65
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Question 7: A

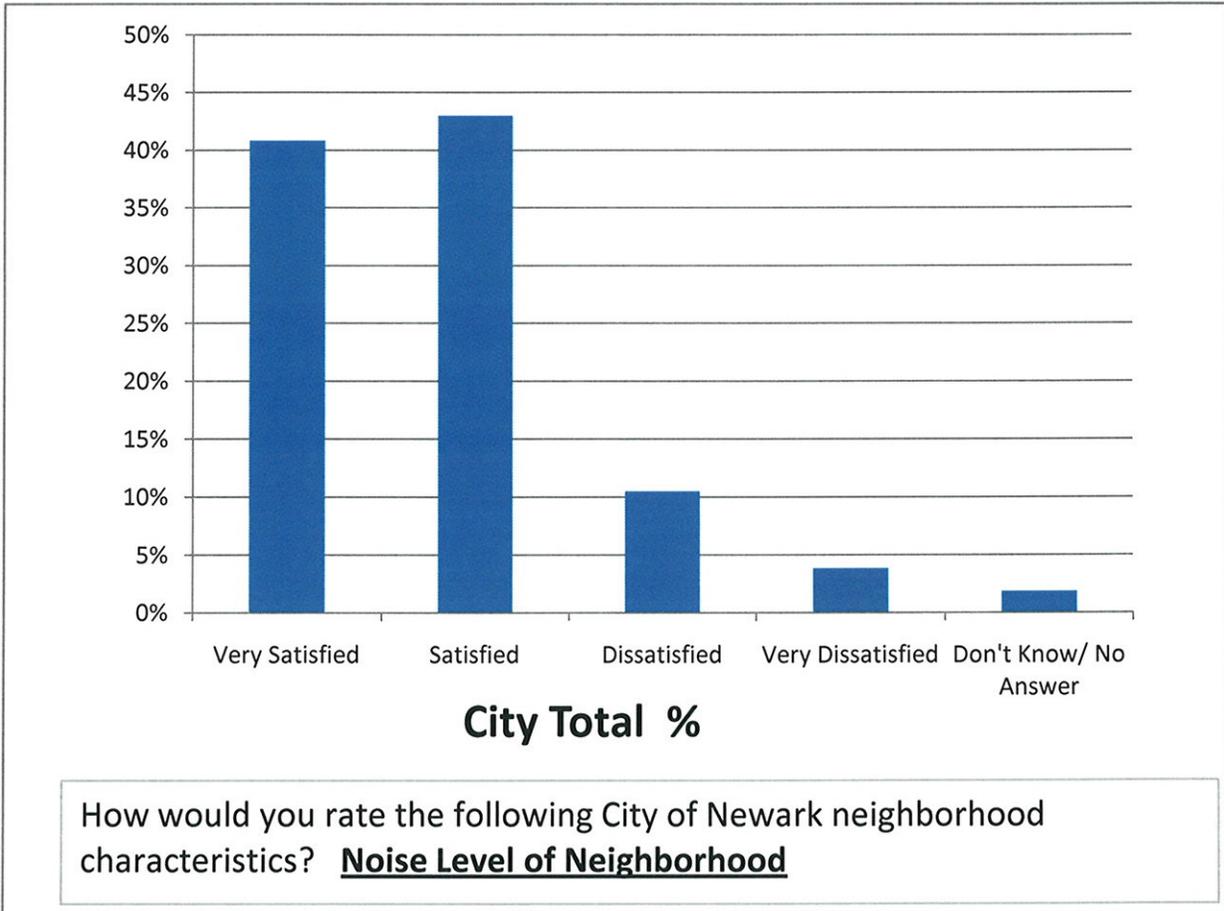


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	54%	47	53	61	48	65	52
Satisfied	40%	45	41	37	44	33	41
Dissatisfied	4%	7	3	0	7	2	6
Very Dissatisfied	0%	0	2	0	0	0	0
Don't Know/ No Answer	1%	1	1	2	1	0	1

Satisfaction Rating 2009*	95.5%	92.9%	94.9%	100.0%	92.9%	98.0%	93.9%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: B

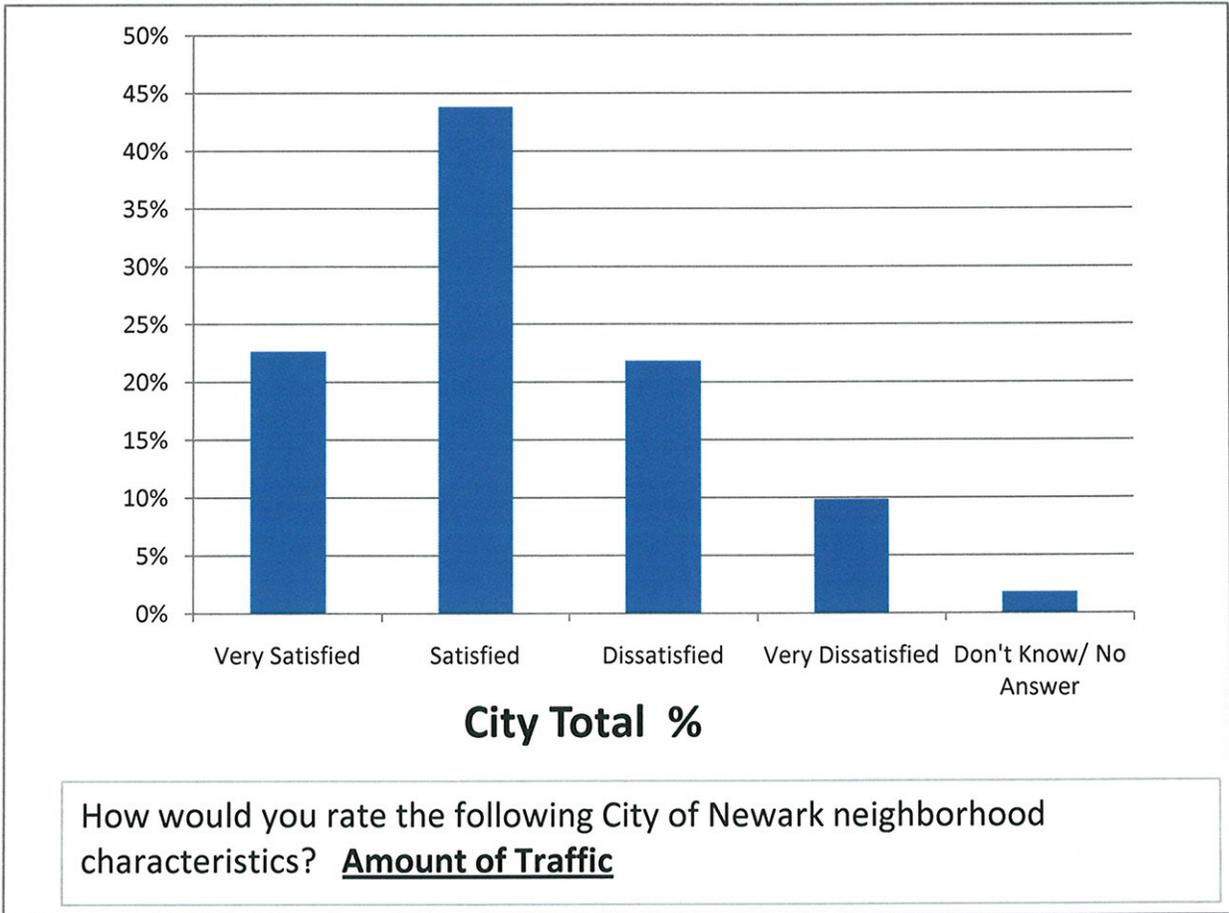


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	41%	39	37	46	22	60	41
Satisfied	43%	50	44	38	51	29	46
Dissatisfied	11%	9	12	13	17	4	8
Very Dissatisfied	4%	2	6	0	10	4	1
Don't Know/ No Answer	2%	0	1	3	0	3	4

Satisfaction Rating 2009*	85.4%	89.0%	81.8%	86.6%	73.0%	91.8%	90.6%
Satisfaction Rating 2004*	N/A						

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: C

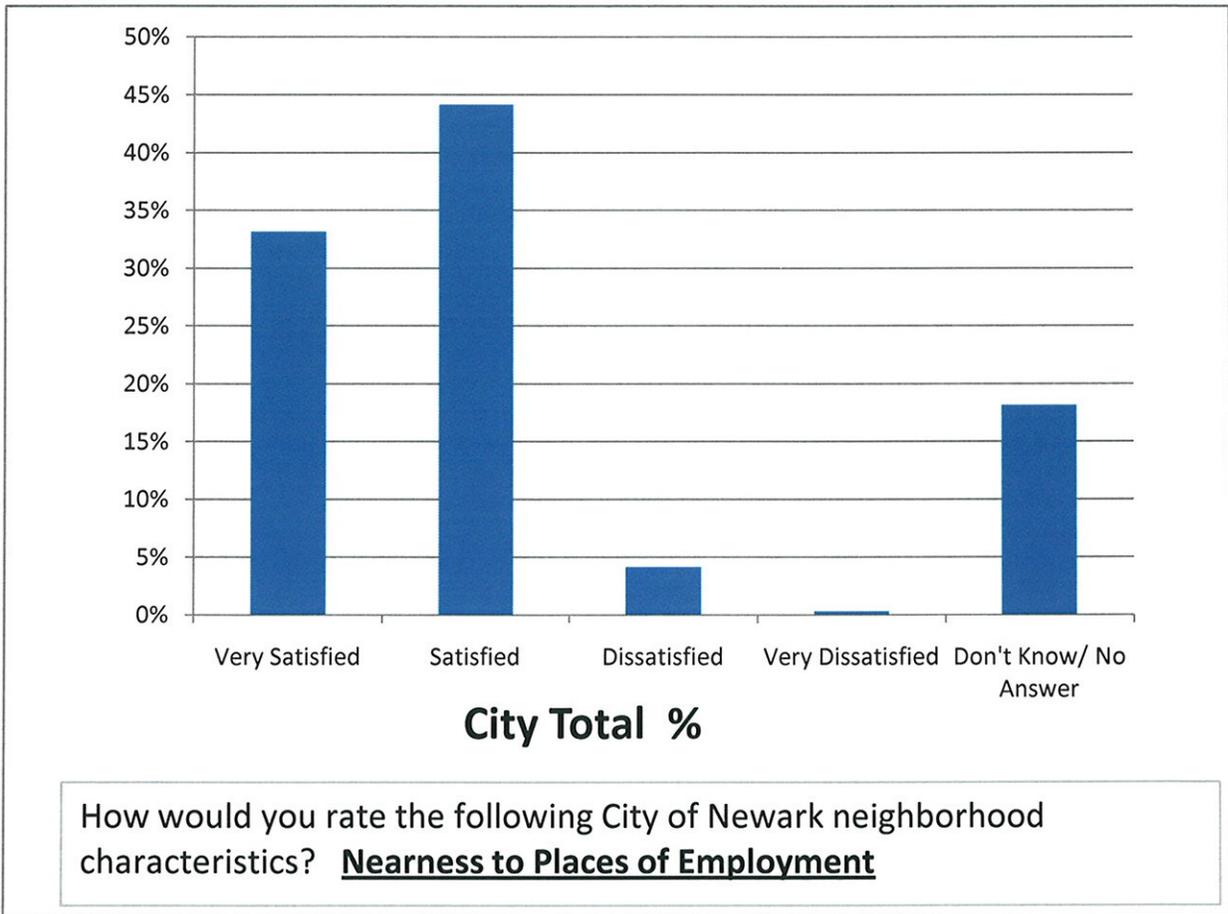


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	23%	20	15	31	17	34	19
Satisfied	44%	47	49	49	44	25	49
Dissatisfied	22%	22	23	15	28	21	22
Very Dissatisfied	10%	7	11	2	11	19	9
Don't Know/ No Answer	2%	4	2	3	0	1	1

Satisfaction Rating 2009*	67.7%	69.8%	65.3%	82.5%	61.0%	59.6%	68.7%
Satisfaction Rating 2004*	N/A						

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: D

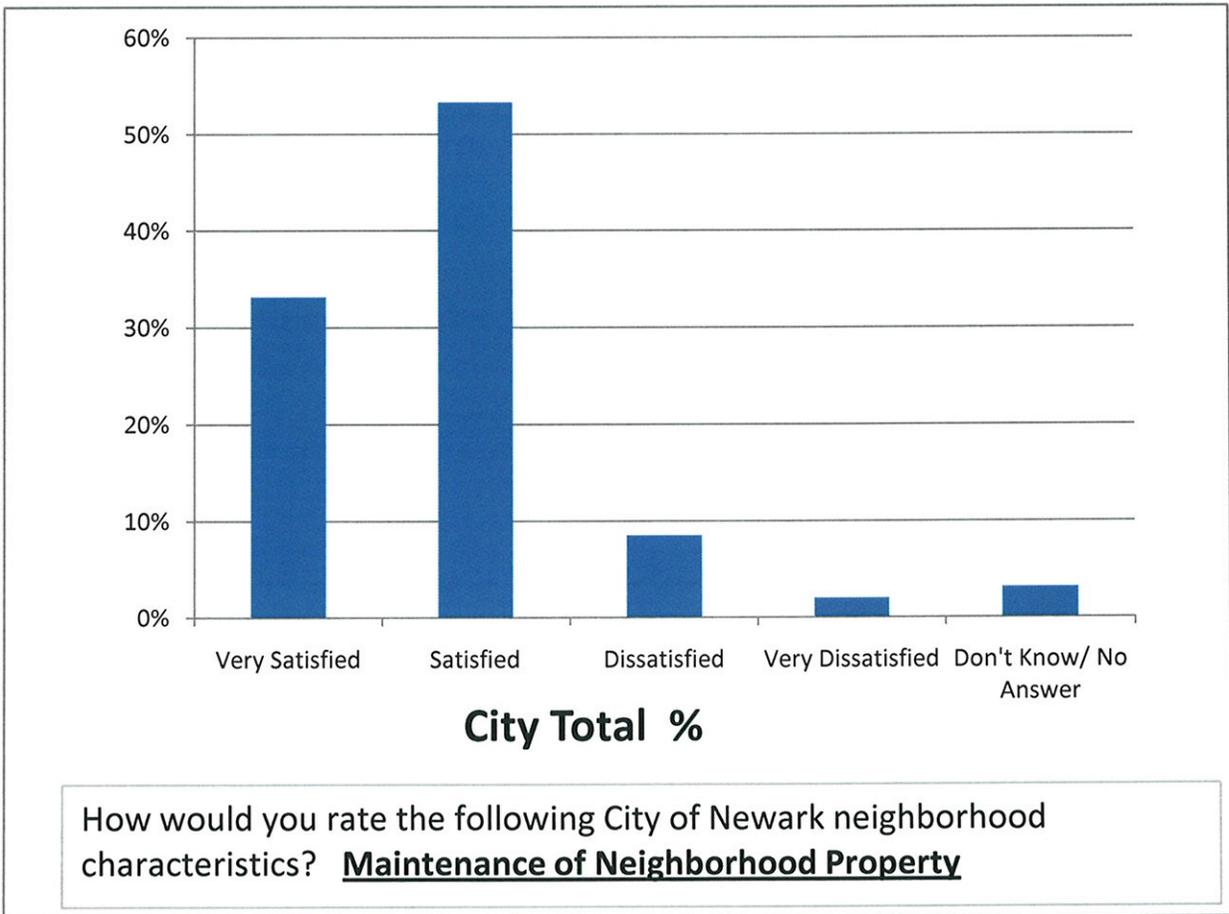


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	33%	31	22	31	44	35	36
Satisfied	44%	47	44	47	36	46	45
Dissatisfied	4%	7	4	0	2	7	5
Very Dissatisfied	0%	0	1	0	1	0	0
Don't Know/ No Answer	18%	15	29	22	17	12	14

Satisfaction Rating 2009*	94.5%	91.8%	93.0%	100.0%	96.4%	92.0%	94.2%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: E

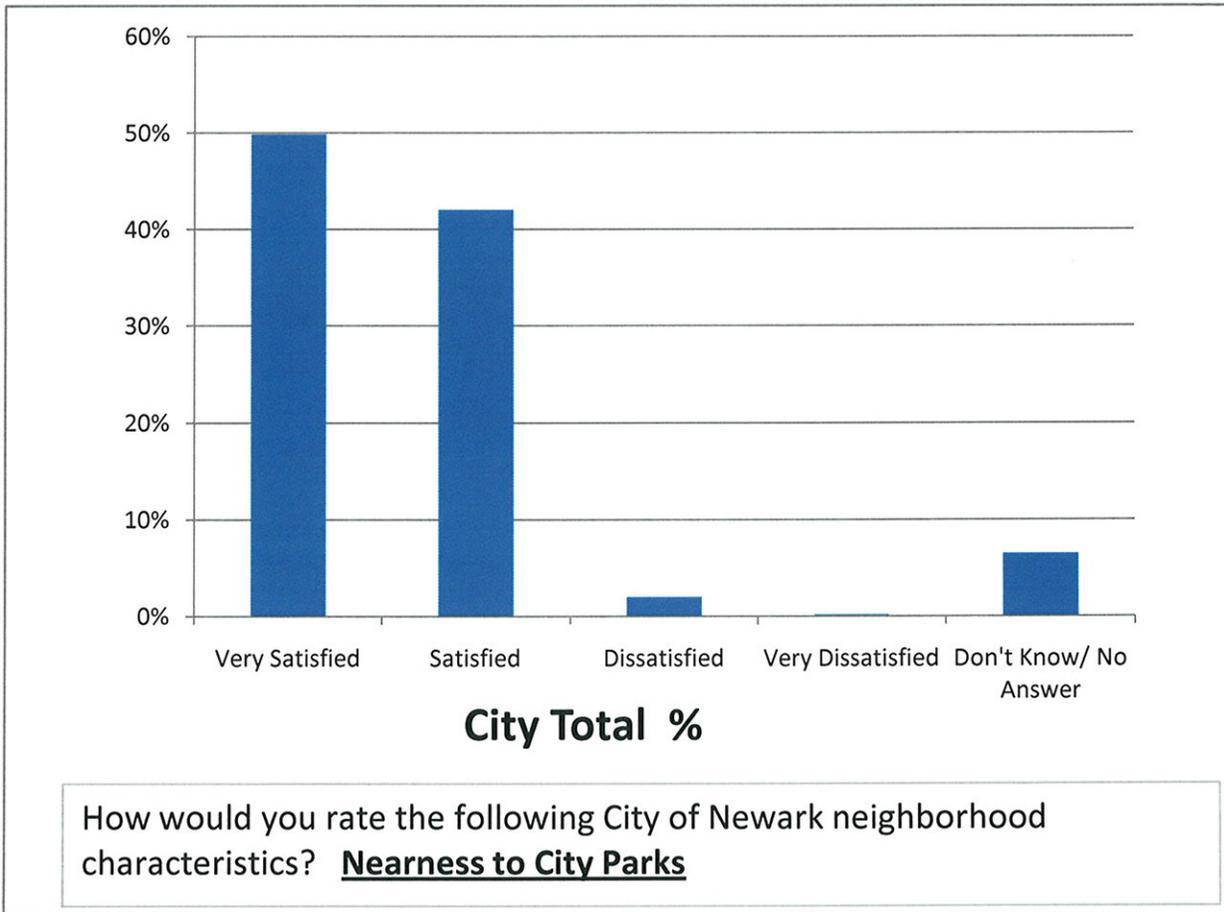


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	33%	24	21	50	31	38	35
Satisfied	53%	64	64	40	48	52	52
Dissatisfied	9%	9	7	5	15	6	9
Very Dissatisfied	2%	1	2	2	4	3	0
Don't Know/ No Answer	3%	2	6	3	2	2	4

Satisfaction Rating 2009*	89.3%	89.8%	90.4%	92.8%	80.6%	91.8%	90.6%
Satisfaction Rating 2004*	N/A						

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: F

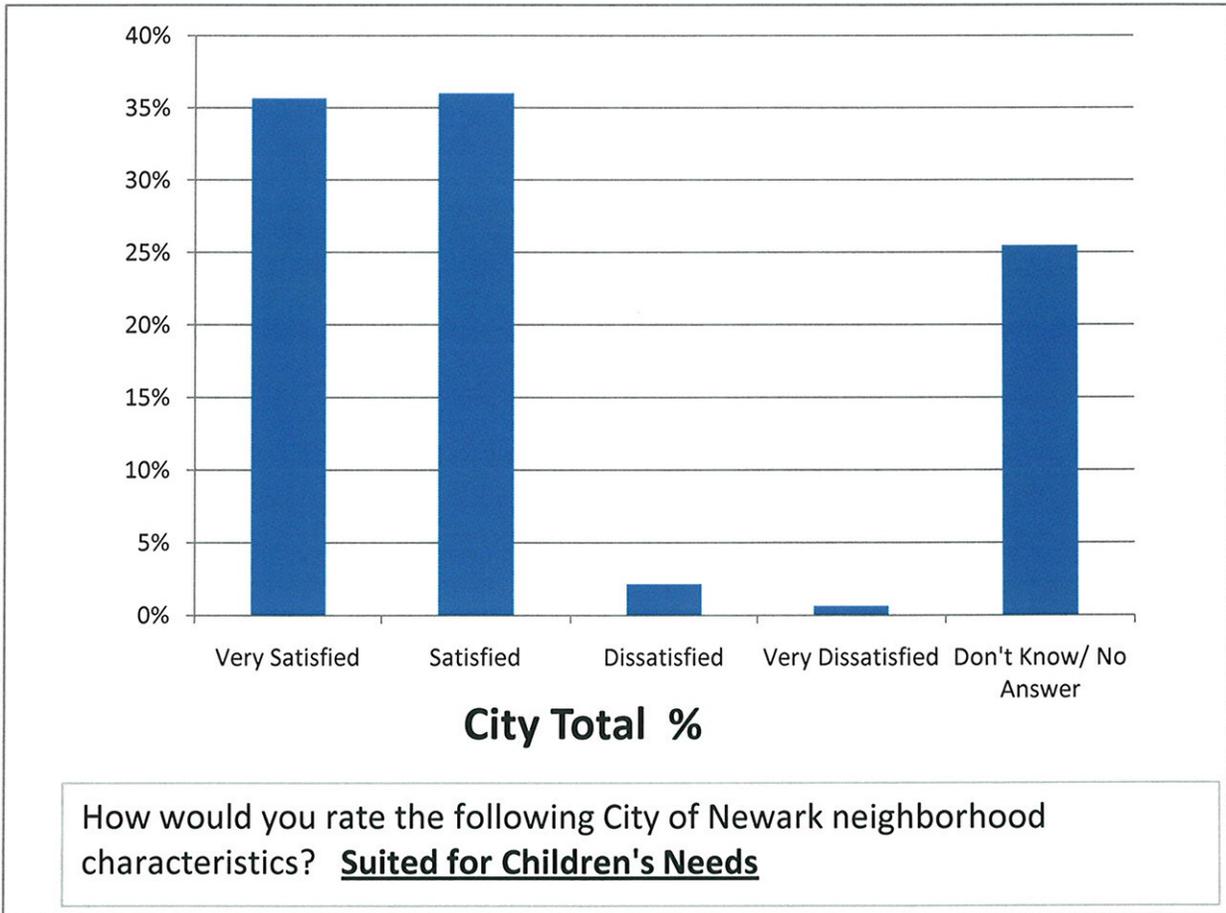


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	50%	42	28	68	47	59	55
Satisfied	42%	53	60	29	41	34	35
Dissatisfied	2%	3	1	0	2	2	4
Very Dissatisfied	0%	0	0	0	1	0	0
Don't Know/ No Answer	7%	4	11	3	9	6	6

Satisfaction Rating 2009*	98.2%	99.0%	98.9%	100.0%	96.7%	98.9%	95.7%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 7: G

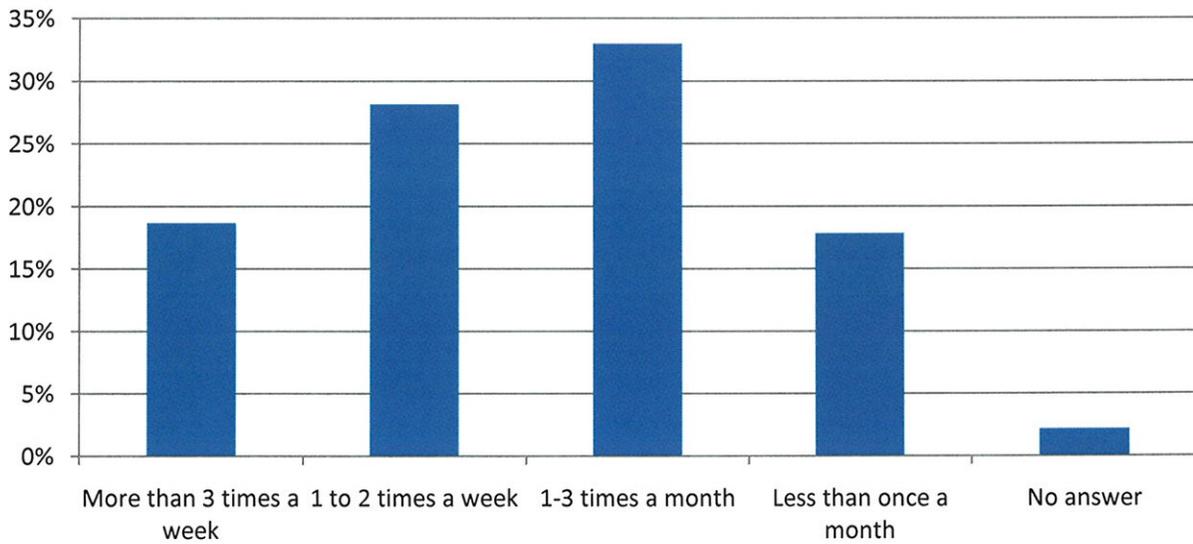


	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	36%	42	20	47	27	43	35
Satisfied	36%	34	41	30	38	39	34
Dissatisfied	2%	1	3	0	5	2	2
Very Dissatisfied	1%	0	0	0	2	0	2
Don't Know/ No Answer	26%	23	36	23	28	16	27

Satisfaction Rating 2009*	96.2%	98.7%	95.3%	100.0%	90.3%	97.6%	94.5%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* Satisfaction Ratings excludes "Don't Know/ No Answer"

Question 8



City Total %

On average, how often do you go to downtown Newark to eat or shop?

2009	City Total %	District One	District Two	District Three	District Four	District Five	District Six
More than 3 times a week	19%	16	19	20	24	13	20
1 to 2 times a week	28%	30	20	27	35	35	22
1-3 times a month	33%	33	35	23	29	32	46
Less than once a month	18%	18	24	25	11	20	9
No answer	2%	3	2	5	1	0	2

2004	City Total %	District One	District Two	District Three	District Four	District Five	District Six
More than 3 times a week	15%	12	13	15	21	7	22
1 to 2 times a week	27%	29	26	20	30	25	32
1-3 times a month	28%	33	26	25	18	37	26
Less than once a month	29%	22	34	37	29	30	19
No answer	0%	0	1	0	0	0	0

Question 9

How would you rate the following City of Newark special events?

Easter Egg Hunt	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	5%	6	5	5	2	7	3
Satisfied	10%	8	3	19	6	17	6
Dissatisfied	1%	2	1	3	0	0	0
Very Dissatisfied	0%	0	1	0	0	0	0
Don't Know/ No Answer	84%	84	90	73	92	76	91

Satisfaction Rating 2009*	92.6%	87.5%	80.0%	88.9%	100.0%	100.0%	100.0%
Satisfaction Rating 2004*	95%	100%	95%	96%	96%	92%	92%

Memorial Parade	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	19%	22	21	12	21	28	12
Satisfied	40%	40	33	51	38	44	31
Dissatisfied	2%	1	1	2	1	3	1
Very Dissatisfied	1%	0	0	0	2	0	1
Don't Know/ No Answer	39%	37	45	35	38	26	55

Satisfaction Rating 2009*	97.0%	98.4%	98.2%	96.9%	95.2%	97.3%	95.6%
Satisfaction Rating 2004*	98.1%	94.4%	95.7%	98.2%	100%	100%	100%

Newark Nite	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	32%	37	23	36	32	36	29
Satisfied	38%	43	29	37	41	38	40
Dissatisfied	1%	0	3	0	2	2	1
Very Dissatisfied	1%	2	0	0	0	0	1
Don't Know/ No Answer	28%	18	45	27	25	24	29

Satisfaction Rating 2009*	97.5%	97.6%	94.5%	100.0%	97.3%	97.4%	97.2%
Satisfaction Rating 2004*	97%	100%	97%	94%	95%	99%	96%

Liberty Day/ Fireworks	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	25%	31	23	26	26	28	16
Satisfied	32%	31	28	38	38	30	29
Dissatisfied	2%	3	2	3	0	0	1
Very Dissatisfied	0%	0	0	0	1	0	0
Don't Know/ No Answer	41%	35	47	33	35	42	54

Satisfaction Rating 2009*	97.2%	95.4%	96.2%	95.5%	98.5%	100.0%	97.8%
Satisfaction Rating 2004*	97.3%	97.9%	96.6%	92.5%	100%	100%	95%

Community Day	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	27%	35	21	18	32	35	20
Satisfied	36%	41	29	38	37	37	31
Dissatisfied	1%	1	0	0	3	0	1
Very Dissatisfied	0%	0	1	0	0	0	1
Don't Know/ No Answer	37%	23	49	44	30	28	47

Satisfaction Rating 2009*	98.7%	98.7%	98.0%	100.0%	98.6%	100.0%	96.2%
Satisfaction Rating 2004*	99%	100%	100%	97%	99%	100%	96%

Halloween Parade	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	20%	28	14	17	15	27	16
Satisfied	31%	27	24	47	29	32	25
Dissatisfied	1%	0	0	0	1	0	2
Very Dissatisfied	1%	0	1	0	1	0	1
Don't Know/ No Answer	49%	45	61	36	54	43	56

Satisfaction Rating 2009*	98.7%	100.0%	97.4%	100.0%	95.7%	103.5%	93.2%
Satisfaction Rating 2004*	99%	100.0%	98%	100%	96%	100%	97%

Trick or Treat Main Street	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	10%	13	11	7	10	12	6
Satisfied	19%	17	13	32	17	19	13
Dissatisfied	2%	2	1	1	2	3	1
Very Dissatisfied	0%	0	0	0	0	0	0
Don't Know/ No Answer	70%	68	75	60	71	68	80

Satisfaction Rating 2009*	95.5%	93.8%	96.0%	97.5%	93.1%	96.9%	95.0%
Satisfaction Rating 2004*	97.4%	97.7%	97.1%	93.8%	97.1%	100%	100%

Turkey Trot	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	5%	9	4	2	1	8	3
Satisfied	10%	10	4	19	12	10	5
Dissatisfied	0%	0	0	0	0	0	0
Very Dissatisfied	0%	0	1	0	0	0	0
Don't Know/ No Answer	85%	81	91	79	87	82	92

Satisfaction Rating 2009*	98.9%	100.0%	88.9%	100.0%	100.0%	100.0%	100.0%
Satisfaction Rating 2004*	99%	100%	100%	95%	100%	100%	100%

Winterfest	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	7%	7	8	6	8	7	5
Satisfied	16%	15	10	22	22	17	8
Dissatisfied	1%	1	1	0	1	1	3
Very Dissatisfied	0%	0	0	0	1	0	1
Don't Know/ No Answer	76%	77	81	72	68	75	83

Satisfaction Rating 2009*	93.8%	95.7%	94.7%	100.0%	93.8%	96.0%	76.5%
Satisfaction Rating 2004*	98%	100%	100%	96%	96%	100%	96%

Taste of Newark	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	15%	18	8	14	19	17	14
Satisfied	19%	20	20	28	14	13	20
Dissatisfied	1%	0	2	0	0	1	3
Very Dissatisfied	0%	0	0	0	0	0	0
Don't Know/ No Answer	65%	62	70	58	67	69	63

Satisfaction Rating 2009*	97.2%	100.0%	93.3%	100.0%	100.0%	96.8%	91.9%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Newark's Wine and Dine Downtown	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	12%	17	10	10	13	11	10
Satisfied	17%	21	16	23	12	14	18
Dissatisfied	1%	0	1	0	1	1	1
Very Dissatisfied	0%	0	0	0	0	0	0
Don't Know/ No Answer	70%	62	73	67	74	74	71

Satisfaction Rating 2009*	97.8%	100.0%	96.3%	100.0%	96.2%	96.2%	96.6%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Newark's Food and Brew Festival	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	9%	13	8	9	8	9	9
Satisfied	16%	18	12	21	15	11	18
Dissatisfied	1%	0	1	0	1	1	2
Very Dissatisfied	0%	0	0	0	0	0	0
Don't Know/ No Answer	74%	69	79	70	76	79	71

Satisfaction Rating 2009*	96.8%	100.0%	95.2%	100.0%	95.8%	95.2%	93.1%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Downtown Newark's Restaurant Week	City Total	District	District	District	District	District	District
	%	One	Two	Three	Four	Five	Six
Very Satisfied	12%	17	9	14	12	9	9
Satisfied	23%	26	17	35	17	24	21
Dissatisfied	1%	0	1	0	0	0	2
Very Dissatisfied	0%	0	0	0	0	2	0
Don't Know/ No Answer	64%	57	73	51	71	64	68

Satisfaction Rating 2009*	97.2%	100.0%	96.3%	100.0%	100.0%	91.7%	93.8%
Satisfaction Rating 2004*	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Question 10

Please rate the following characteristics of downtown Newark:

Cleanliness of Area	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	29%	31	25	34	22	35	26
Satisfied	63%	64	66	54	70	53	68
Dissatisfied	5%	2	3	7	4	10	3
Very Dissatisfied	0%	0	0	0	1	0	1
Don't Know/ No Answer	4%	3	6	5	3	2	2

Satisfaction Rating 2009*	94.6%	97.9%	96.8%	92.6%	94.8%	89.8%	95.9%
Satisfaction Rating 2004*	91.2%	93.7%	91.4%	89.6%	92.6%	89.2%	90.8%

Quality of Restaurants	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	33%	34	31	35	39	33	24
Satisfied	54%	52	54	48	46	57	68
Dissatisfied	5%	6	3	6	7	4	6
Very Dissatisfied	1%	1	0	0	3	2	0
Don't Know/ No Answer	7%	7	12	11	5	4	2

Satisfaction Rating 2009*	93.2%	92.5%	96.6%	93.3%	89.5%	93.8%	93.9%
Satisfaction Rating 2004*	89.0%	92.0%	91.0%	92.0%	91%	89%	82%

Quality of Retail Goods	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	14%	15	9	19	18	15	6
Satisfied	55%	42	58	57	49	57	64
Dissatisfied	19%	28	14	14	20	19	20
Very Dissatisfied	3%	3	1	2	4	2	3
Don't Know/ No Answer	10%	12	18	8	9	7	7

Satisfaction Rating 2009*	75.9%	64.8%	81.7%	82.6%	73.6%	77.4%	75.3%
Satisfaction Rating 2004*	68%	61%	74%	76%	68%	70%	62%

Variety of Businesses	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	12%	13	10	13	11	17	9
Satisfied	53%	44	58	56	50	48	63
Dissatisfied	25%	31	14	22	30	28	22
Very Dissatisfied	4%	5	3	2	6	3	4
Don't Know/ No Answer	6%	7	15	7	3	4	2

Satisfaction Rating 2009*	69.8%	61.3%	80.0%	74.2%	62.9%	67.7%	73.5%
Satisfaction Rating 2004*	57.0%	50.0%	68.0%	65.0%	53%	52%	58%

Feeling of Safety	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	30%	27	19	44	32	31	26
Satisfied	59%	66	60	47	55	63	62
Dissatisfied	8%	4	14	5	9	5	9
Very Dissatisfied	1%	0	0	0	2	0	1
Don't Know/ No Answer	3%	3	7	4	2	1	2

Satisfaction Rating 2009*	91.6%	95.9%	84.9%	94.8%	88.8%	94.9%	89.8%
Satisfaction Rating 2004*	86%	91%	76%	87%	85%	90%	90%

Attractiveness of Buildings	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	18%	25	12	24	12	18	16
Satisfied	65%	56	72	54	67	70	73
Dissatisfied	10%	11	6	14	12	7	8
Very Dissatisfied	2%	1	1	2	4	2	0
Don't Know/ No Answer	6%	7	9	6	5	3	3

Satisfaction Rating 2009*	88.0%	87.1%	92.3%	83.0%	83.2%	90.7%	91.8%
Satisfaction Rating 2004*	82%	86.0%	83%	82%	81%	80%	81%

Helpfulness of Business Owners	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	23%	24	12	35	23	28	17
Satisfied	60%	59	63	48	63	58	67
Dissatisfied	3%	2	4	3	2	1	3
Very Dissatisfied	0%	0	1	0	1	0	0
Don't Know/ No Answer	14%	15	20	14	11	13	13

Satisfaction Rating 2009*	96.7%	97.6%	93.8%	96.5%	96.6%	98.9%	96.6%
Satisfaction Rating 2004*	97.0%	98.0%	95.0%	96.0%	96.0%	99%	95%

Art/Murals	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	22%	21	14	26	21	29	19
Satisfied	53%	56	53	53	50	50	57
Dissatisfied	9%	8	12	5	9	7	11
Very Dissatisfied	3%	4	1	1	6	1	4
Don't Know/ No Answer	14%	11	20	15	14	13	9

Satisfaction Rating 2009*	86.7%	86.5%	83.8%	92.9%	82.6%	90.8%	83.5%
Satisfaction Rating 2004*	93%	97.6%	94%	91%	91%	96%	89%

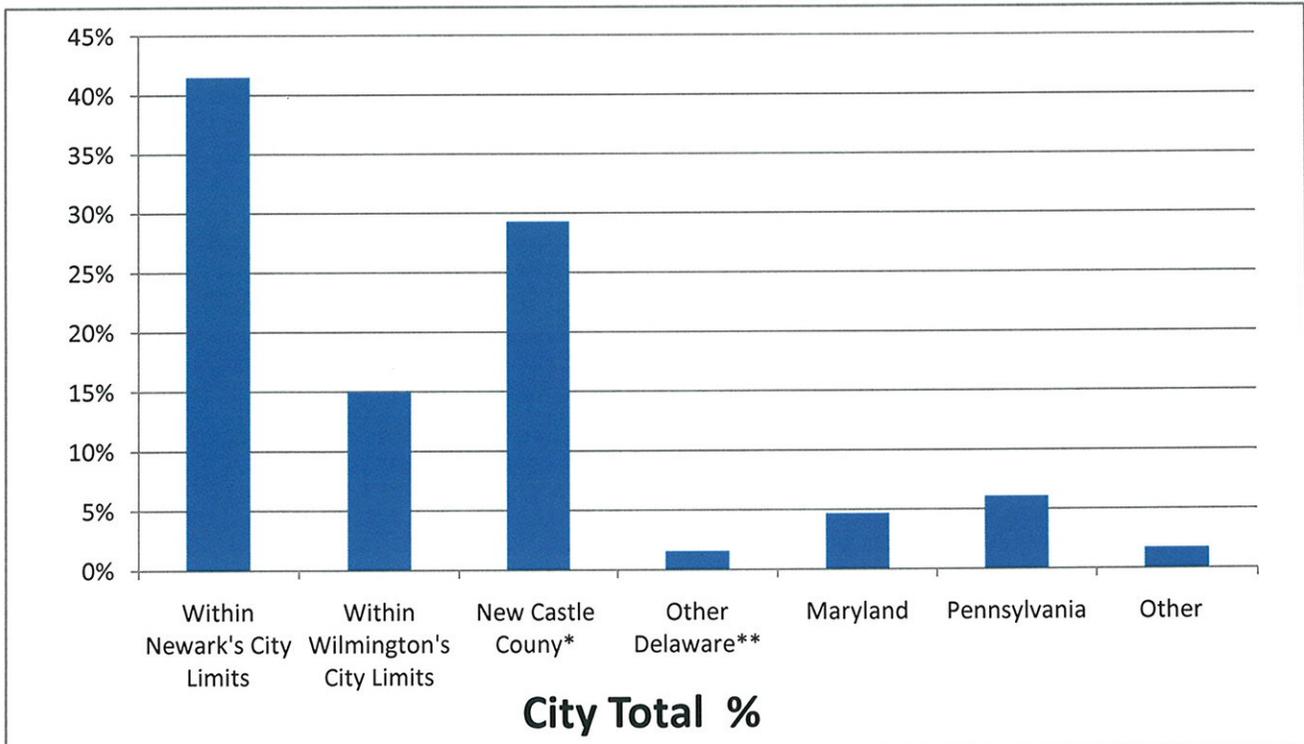
Banners	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	19%	23	12	22	18	26	13
Satisfied	58%	60	58	51	64	53	63
Dissatisfied	3%	4	5	2	1	2	2
Very Dissatisfied	1%	1	0	0	2	0	0
Don't Know/ No Answer	20%	12	25	25	15	19	22

Satisfaction Rating 2009*	96.1%	94.3%	93.3%	97.3%	96.5%	97.5%	97.4%
Satisfaction Rating 2004*	93.6%	95.2%	91.7%	96.1%	91.5%	95%	92.1%

Street Signs	City Total %	District One	District Two	District Three	District Four	District Five	District Six
Very Satisfied	24%	29	19	25	23	30	16
Satisfied	66%	64	62	64	67	63	76
Dissatisfied	5%	5	8	4	4	5	5
Very Dissatisfied	1%	0	0	0	4	0	1
Don't Know/ No Answer	4%	2	11	7	2	2	2

Satisfaction Rating 2009*	93.7%	94.9%	91.0%	95.7%	91.8%	94.9%	93.9%
Satisfaction Rating 2004*	94.8%	94.2%	92.9%	96.4%	94.0%	97.7%	94.0%

Question 11



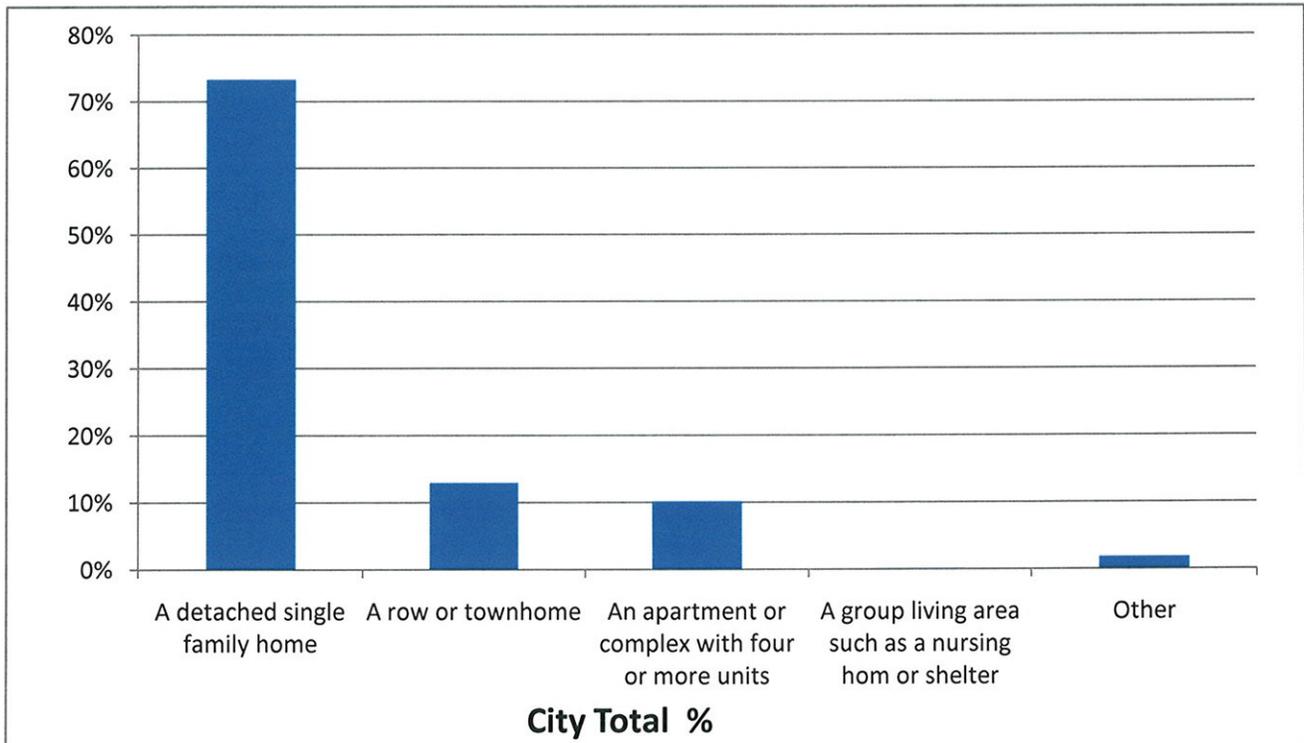
Of the persons in your household who are employed outside the home, where is their general employment? (Write down the number of members of your household who work in each location.)

	City Total %	District One Totals	District Two Totals	District Three Totals	District Four Totals	District Five Totals	District Six Totals
Within Newark's City Limits	42%	47	40	37	56	43	42
Within Wilmington's City Limits	15%	12	16	11	5	24	28
New Castle County*	29%	33	23	22	21	41	47
Other Delaware**	2%	2	3	0	2	3	0
Maryland	5%	11	3	1	5	7	3
Pennsylvania	6%	9	6	5	4	6	9
Other	2%	2	1	2	1	3	2

* Outside Newark that includes municipalities such as Middletown, New Castle, Newport, etc

** Includes Kent and Sussex Counties

Question 12



Check the one choice listed below that best describes the kind of residence in which you now live.

	City Total %	District One Totals	District Two Totals	District Three Totals	District Four Totals	District Five Totals	District Six Totals
A detached single family home	73%	80	54	60	80	91	75
A row or townhome	13%	17	16	19	12	5	9
An apartment or complex with four or more units	10%	0	18	19	7	3	14
A group living area such as a nursing home or shelter	0%	0	1	0	0	0	0
Other	2%	2	9	0	0	0	0
No Answer	2%	1	2	2	1	1	2

Question 13:

What three things do you like most about living in Newark?

1. _____ 2. _____ 3. _____

Resident's responds tended to correlate around eight (8) categories in order of frequency:

- 1) Quality of neighborhoods
- 2) City (and other government) services,
- 3) Location near other destinations
- 4) City's design, appearance and natural environment,
- 5) University of Delaware
- 6) Downtown and other local business
- 7) Small town atmosphere
- 8) Affordability

Quality of neighborhoods: Residents tended to describe their neighborhoods as "Peaceful", "Quiet", "Safe", "Clean", "Friendly/nice" and "family oriented". Also frequently noted as a positive quality was the presence of the Newark Senior Center, the abundance of civic and social events, access to recreational activities, and the diversity in the community. Several residents stated that they specifically like their neighbor(s), as well as frequent mentions of the "quality of life" and "sense of community".

City (and other government) services: Many residents listed "city services", "city government" as among the things they most like about living in Newark. Qualities most often cited regarding these services were "accessibility", "responsiveness", and "helpfulness" of city employees and members of Council. Specific services frequently mentioned were the Police Department, trash pickup, snow removal, recycling, electric service, City events, and Parks and Recreation programs. Non-city government services frequently mentioned were the Newark Free Library, public transportation, Fire service, and the Newark Charter School, as well as the schools, in general.

Location near other destinations: Residents stated frequently that they like the location of Newark and its access to other destinations. "Convenience" was often used to describe Newark's location. Specifically, access to I-95 and proximity to major cities such as Philadelphia, Baltimore, and Washington, DC was the feature most often stated for liking Newark's location. Other features of Newark's location included access to hospitals/medical services, beaches, shopping, and work.

City's design, appearance and natural environment: Residents like the appearance, design, and natural environment of the City. Common descriptive terms included "beauty", "clean" "compact", "walkable", "bicycle friendly", and "green". Specifically, residents stated they like the variety and maintenance of local parks and trails, the amount of trees and open space, and the centralized location of Main Street and the University of Delaware. Most frequently, residents

used terms like “walkable” and “pedestrian friendly” to described what they liked about the City’s design indicating that they like to walk downtown (for shopping or going to the restaurants), around the University, and at area parks and trails.

University of Delaware: Residents frequently stated they liked Newark was a college town. Among the answers, residents simply stated “UD”, “University”, and “College town” among the three things they liked most about living in Newark. Among specific things frequently mentioned about living in a college town was access to “cultural events” (arts, music, and theater) and sports programs. Residents stated they like the college town “feel” or “vibe”, as well as the “diversity” and intellectual environment as a result of having a University in the town.

Downtown and local businesses: Residents frequently stated “Main Street” or “Downtown” as something they like most about living in Newark. Specifically, residents stated they like Newark had a “traditional” Main street that was “walkable”, “lively”, “accessible”, “convenient” and “quaint”. Among businesses, downtown or citywide, residents most frequently stated that they liked the variety and quality of restaurants in the City. Other features mentioned frequently were the shops, especially shops locally owned, downtown events, the farmer’s market, the movie theater, and area grocery stores.

Small town atmosphere: Residents frequently stated they liked Newark was a “small town” or had a “small town feel”. Other frequent descriptions included “friendly” and a feeling of Newark as “home”.

Affordability: Residents stated frequently affordability as something they like most about living in Newark. Specifically, residents stated “taxes (low, fair, tax-free shopping, senior discount)”, “cost of utilities (such as water and electric)”, “housing”, and “cost of living” as all being aspects making Newark an affordable place to live.

Question 14:

What three things do you like least about living in Newark?

1. _____ 2. _____ 3. _____

Resident's responds tended to correlate around thirteen (13) categories in order of frequency:

Traffic
University and student behavior
Crime
Apartments/rentals
Rapid growth/ loss of town character
Public transportation
Parking
Noise
Affordability
Water quality
Retail
Unkempt neighborhoods
Government services

Traffic: Issues concerning traffic was the most frequent response to things residents liked least about living in Newark. Most residents providing this response simply stated "Traffic", some residents offered more specific responses such as "Traffic when UD is in session", "Traffic on Main Street", "Lack of a by-pass", "Downtown traffic", and "Traffic notice". University students and excessive and poorly-timed traffic lights were most often blamed for causing traffic congestion. Also, excessive traffic enforcement was mentioned by some residents.

University and student behavior The most frequent responses involved behaviors of University students such as "partying", "noise", "littering", "jay-walking", "drunkenness" and disrespectful behavior to year-round residents. Students were blamed for much of the traffic problems in the City.. Residents also listed "unresponsive university officials" and a perception that the University has a disproportionate amount of power in the City.

Crime: Residents frequently listed crime as something they liked least about living in Newark. Specifically, residents listed concerns with break-ins to homes, vandalism, or a perception that it was increasing.

Apartments/rentals: Residents listed the number of apartments and single family houses converted to rentals as something they like least about living in Newark. Apartments and rental houses that contained students were the most frequently listed, and there was criticism of landlords for not maintaining their property that resulted in the deterioration of the neighborhood.

Rapid growth/ loss of town character: Residents expressed concern regarding the growth of Newark, with the externalities of loss of open-space (ex: the Newark Country Club), taller buildings, and the loss of small town character.

Public transportation: Residents listed the lack of public transportation options as something they liked least about living in Newark. Most often stated was a desire for more SEPTA service, but many also wanted more frequency in bus service and to more destinations.

Parking: Residents listed “parking”, usually referring to Downtown/ Main Street, as something they like least about living in Newark. The perceived “lack of parking spaces downtown” was the most common complaint, but some also listed “having to pay for parking” and “predatory towing” as something they disliked.

Noise: Noise, mostly from students, was listed frequently as something residents like least about living in Newark. Other causes of noise listed were traffic, trains, and barking dogs

Affordability: Residents stated “affordability” was something they like about living in Newark. Specifically, residents stated “taxes (low, fair, tax-free shopping, senior discount)”, “cost of utilities (such as water and electric)”, “housing”, and “cost of living” as all being aspects making Newark an affordable place to live.

Water quality: Residents listed “water quality” as something they liked least about living in Newark. Specifically, these residents indicated that they did not like the taste of the water, while a few stated that they had low water pressure.

Retail: Resident’s listed retail, specifically the lack of quality, quantity, and diversity available, as something they like least about living in Newark. Some respondents wanted few “chain stores” while others wanted more “brand name” stores. To a much lesser extent, residents stated that downtown lacked “quality restaurants” or that the restaurants were “too pricey”.

Unkempt neighborhoods: Residents listed the unkempt appearance of the neighborhood as something they liked least about living in Newark. Specifically, residents listed poor property maintenance, especially with rental houses, while others listed “litter” and poor road maintenance.

Government Services: Residents listed a variety of government services as something they liked least about living in Newark. The most frequent, already listed above, was a lack of public transportation and traffic control. Other services listed included the frequency of power outages, slow snow removal, a poor public school system, and unresponsive city employees/City Council.

Question 15:

What do you think will be the three biggest challenges that Newark will face within the next five years?

1. _____ 2. _____ 3. _____

Resident's responds tended to correlate around seven (7) categories in order of frequency:

Budget/finances
Traffic
Population growth
UD expansion
Crime
Economic development
Environmental protection

Budget/finances: Residents indicated that they believe issues concerning the budget and financing city services will be among the biggest challenges over the next five years. Specific concerns listed is the need to raise taxes, loss of business tax base, and the expansion of (and loss of tax revenue from) land owned by the University of Delaware.

Traffic: Residents indicated that they believe how to reduce and/or control traffic, as well as how to keep Newark pedestrian/bicycle friendly, will be a major challenge over the next five years.

Population growth: Residents indicated that the increase in population, specifically from increased density of land use and increased student population, will be among the biggest challenges over the next five years.

UD expansion: In addition to increasing the number of students, residents indicated they believe that UD's continued acquisition of new property, resulting in a loss of tax revenues and increase of student, traffic, and rentals, will be among the biggest challenges over the next five years.

Crime: Residents indicated that crime, perceived by some to be increasing, will continue to be one of the biggest challenges over the next five years.

Economic Development: Residents indicated that economic development, specifically replacing industry such as the Chrysler plant, that will increase the number of "good jobs", will be among the biggest challenges over the next five years. Also mentioned were filling in the vacant storefronts on Main Street.

Environmental protection: Residents indicated that global warming and converting to "green energy" will be among the biggest challenges over the next five years. Also listed were protecting the watershed, recycling, and pollution.

Question 16:

Which three types of businesses would you most like to see in Newark?

1. _____ 2. _____ 3. _____

Resident's responds tended to correlate around six (6) categories in order of frequency:

Retail
Dining
Industry
Grocery
Service
Entertainment

Retail: By far the most frequent request, totaling more responses than all the other categories responses put together, was for more retail business in Newark. Specific types of businesses mentioned frequently were for large department stores, and businesses that sold clothing, book, sporting goods, hardware, electronics, and boutique/gift shops. Among brand name stores, Target was the most frequently listed as the business residents would most like to see in Newark followed by, to a much lesser extent, Wal-Mart.

Dining: Residents stated they would like to see more restaurants available in Newark. Common types of restaurants listed were “up-scale”, “family”, and “non-chain/fast food” restaurants. Residents offered few specific brand name restaurants, but certain classifications such as “Thai” and “Greek” restaurants received multiple mentions.

Industry: Residents indicated that they would like to see more industry located in Newark, specifically “green/ alternative energy”, “high tech”, and “light manufacturing” fields.

Grocery: Residents indicated that they would like another grocery store – specifically a gourmet grocery store. By far, the most frequently mentioned brand name was “Trader Joes”, followed by “Whole Foods”, “Wawa”, and “Wegmans”. Several residents also indicated they’d like to have a “farmer’s market” in Newark.

Service: Residents indicated they would like see more service business open in Newark, specifically medical/health care services and financial services. Other services listed included “tanning solons”, “hairdressers” and “educational” services

Entertainment: Residents indicated that they would like to see more entertainment businesses open in Newark. The most frequently mentioned entertainment business was a new movie theater, followed by a live performance/arts theater, and bars (that don’t cater to students). Other entertainment businesses mentioned include “children’s activities” and museums.