



REPORT OF RESULTS FROM ONLINE SURVEY

The online survey was open to the public during February and March, 2007. During these two months, **952** people completed some portion of the online survey, with 633 finishing every section. The survey was set-up to allow people to skip questions or sections that they did not want to complete, therefore, some questions have higher response rates than others. Because participants were not forced to, many opted out of the demographics section. Therefore, the demographic summary below may *not accurately reflect the demographics of the larger group of survey respondents*. However, the implications of the demographic data are that the pool of respondents is less diverse racially and economically than the general population of Wilson County.

Demographics of Survey Respondents

- 64% live in the City of Wilson, 14% in unincorporated Wilson County, 14% from other municipalities in Wilson County, and 8% in surrounding counties. (722 respondents)
- 54% have lived in the Wilson area for more than 20 years while 27% have live in the community 10 years or less. (608 respondents)
- 77% are married. (620 respondents)
- 71% have a bachelors degree or higher (625 respondents)
- 85% are white and 11% are black. (617 respondents)
- 65% have household incomes of \$50,000 or more (594 respondents)

FREQUENCY TABLES

1. How involved are you in the following local groups and organizations?					
	Several times a month	Once a month	6-11 times a year	1-5 times a year	Not at all
Service and fraternal organizations (for example: Lions, Kiwanis, Rotary)	10%	4%	2%	10%	75%
Recreational Groups (for example: softball, bowling, book clubs, gardening clubs, card clubs)	14%	8%	6%	15%	58%
Civic and political groups (for example: boards and commissions, historical groups, neighborhood associations, local development organizations)	8%	10%	6%	16%	60%
School-related groups (for example: PTA, student clubs, band and athletic boosters, etc)	21%	15%	11%	15%	38%
Church or other religious groups outside of worship services (for example: committees, Bible study groups)	46%	7%	6%	12%	29%
Total Responses: 873					



2. Which of the following are the most desirable things about living in Wilson?	
Close to big-city cultural amenities in Raleigh, Rocky Mount and Greenville	53%
Affordable cost of living	42%
Small town atmosphere where you know your neighbors	36%
Great place to raise children	30%
History and family connection to the community	29%
Climate and natural beauty	23%
Good access to transportation (RDU airport, Interstate, Rail)	22%
Quality Schools	20%
Community is not "frozen in time" - there is a progressive attitude here	9%
High level of community involvement	6%
Good industrial base with quality jobs	5%
Quality health care	3%
Total Responses: 873	

3. Please rate your experience with the following community services and facilities on a scale from "very good" to "poor."					
	Very Good	Good	Fair	Poor	Don't Know or N/A
Law Enforcement (Police and/or Sheriff)	24%	53%	16%	2%	5%
Condition of streets	4%	42%	42%	11%	1%
Recreation facilities	7%	41%	34%	10%	8%
Recreation programs	12%	47%	24%	6%	12%
Parks	8%	48%	31%	8%	5%
Water	12%	52%	25%	6%	5%
Fire protection	30%	55%	6%	0%	8%
Garbage collection	27%	46%	8%	1%	17%
Public libraries	34%	50%	9%	1%	6%
Emergency response service	23%	51%	9%	2%	15%
Planning/zoning	4%	30%	29%	13%	23%
Overall quality of government services	6%	49%	30%	6%	9%
Total Responses: 873					

**4. Please rate your experience with the following community services and facilities on a scale from "very good" to "poor."**

	Very Good	Good	Fair	Poor	Don't Know or N/A
Economic development	6%	39%	33%	9%	13%
Public school facilities	7%	45%	33%	7%	7%
Public school education	11%	45%	28%	9%	7%
Senior citizen programs	3%	26%	23%	4%	44%
Programs for youth	5%	38%	30%	10%	17%
Low-income housing	3%	17%	25%	10%	45%
Health care facilities	5%	47%	33%	8%	7%
Health care services	5%	44%	35%	9%	7%
Retail shopping facilities	5%	39%	41%	15%	1%
Child care services	7%	36%	16%	3%	37%
Arts and cultural opportunities	9%	44%	29%	8%	10%
Tourism	2%	21%	37%	24%	17%
Entertainment options	2%	16%	41%	38%	3%
Quality jobs	3%	33%	43%	16%	5%
Availability of jobs	2%	20%	43%	25%	11%
Vocational training opportunities	6%	31%	30%	11%	23%
Total Responses: 855					

**5. Community Attitudes: How strongly do you agree or disagree with the following statements?:**

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know / No Opinion
This is a good place to live	18%	70%	7%	2%	3%
Our community has a positive future.	14%	65%	13%	3%	5%
People here are satisfied with things as they are.	5%	35%	44%	9%	8%
This place is good enough as it is without starting any new community improvement programs.	1%	6%	53%	36%	3%
Residents have pride in their community.	6%	67%	18%	3%	6%
Residents in our community continually look for new solutions to local problems rather than being satisfied with things as they are.	4%	46%	30%	9%	11%
People work together to get things done for the community.	3%	49%	27%	9%	12%
Total Responses: 837					

6. Community Resources: How strongly do you agree or disagree with the following statements?:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know / No Opinion
Our community is just the right size.	6%	57%	25%	3%	8%
This is a good place to raise children.	14%	66%	9%	3%	8%
There are many opportunities to belong to groups sharing similar interests in our community.	8%	59%	19%	4%	10%
Facilities here are adequate to conduct youth programs.	4%	37%	39%	7%	13%
The quality of education in our community is excellent.	8%	41%	34%	10%	7%
Local businesses serve the needs of residents in the community.	4%	57%	27%	4%	7%
There are sufficient employment opportunities in this area.	2%	24%	50%	14%	10%
Younger residents would like to stay in our community after completing their education.	1%	14%	49%	23%	12%
Younger residents are able to stay in our community after completing their education.	1%	28%	43%	15%	13%
This is a good place for senior citizens to live.	7%	60%	8%	4%	22%
Our community provides adequate services for senior citizens.	4%	34%	19%	4%	39%
There are sufficient social service programs to assist people in need.	7%	34%	21%	9%	29%
Total Responses: 813					

7. Community Leadership: How strongly do you agree or disagree with the following statements?:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know / No Opinion
Local leaders are making an effort to increase community attractiveness.	6%	63%	16%	4%	11%
We need new community improvement programs.	19%	67%	6%	1%	7%
We have excellent community leaders.	3%	45%	28%	7%	17%
Local leaders are providing support to create new jobs.	3%	43%	24%	6%	25%
Community leaders should clearly manage growth in the community.	17%	56%	11%	3%	13%
Total Responses: 792					

8. Community Growth: How strongly do you agree or disagree with the following statements?:					
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know / No Opinion
Adequate resources are being used to develop new jobs in the community.	2%	31%	34%	7%	26%
Local government here actively promotes industrial development.	5%	49%	19%	5%	22%
Residents have a positive attitude toward attracting new business and industry.	6%	54%	22%	6%	12%
We should clearly define those parts of the community where growth is permitted.	18%	66%	5%	1%	9%
We should aggressively protect our agricultural lands from urban development.	24%	41%	21%	4%	10%
Local government should restrict residential growth.	12%	27%	42%	8%	11%
Local government should restrict industrial growth.	6%	21%	48%	14%	11%
Local government should restrict commercial growth.	7%	22%	47%	14%	10%
Total Responses: 750					

9. Which of the following are most critical for the positive development of Wilson in the future?	
Bringing in more jobs of all skill levels	46%
Bringing in more high-skilled and high-paying jobs	37%
Improving our county schools	37%
Job training for unemployed and underemployed in the community	24%
Overcoming persistent racial divisions in the community	24%
Creating more employment opportunities for youth to stay in the community	23%
Better cooperation between city and county governments	22%
Developing more recreational and cultural opportunities	20%
Revitalizing Wilson's downtown	19%
"New blood" in community leadership positions	16%
Total Responses: 744	



**Survey Comments Overview**

Respondents were asked the following two open-ended questions: 1) What situation or problem in Wilson most needs to change? 2) In a sentence or two, describe your ideal vision of the greater Wilson community in the year 2020. There are **515** separate comments on the first question and **495** on the second.

**Methodology**

- Comments coded into the following themes
- Data analyzed based on how frequently themes were mentioned

THEME CODE	DESCRIPTION
COL	Cost of living / Affordability
JOB	Jobs / Industry / Economy / Business
COM	Commerce / Retail
INF	Infrastructure: Roads, Housing, Transportation, Technology etc.
GRO	Balancing Growth and Development
FIN	Financial Resources / Tax Base / Spending / Investments
LOC	Location / Access to Amenities / Proximity to other Cities
NAT	Natural Resources / Climate / Geography / Physical Beauty / Environmental Resources
REC	Recreation Facilities / Recreation Activities and Opportunities
FAM	Family Friendly / Close-knit Community / Neighborhoods / Small Town Feel
CUL	Cultural Attractions / History / Places of Worship / Sense of Place / Community Pride / Vibrant
INC	Inclusive / Diversity / Accepting / Welcoming / Bridging Divisions between East / West Wilson
CED	Community and Economic Development; Revitalization of Downtown and East Wilson
RAC	Race / Racism / Race relations
POV	Poverty / Economic Inequality / Un/Under-employment / Low job skills
CRI	Crime / Drugs / [Safety; Lack of Crime]
SEN	Senior Citizens / Aging community
HEA	Community Health / Health Care System / Medical Services
YOU	Youth
PAR	Community partnerships / Cooperation / Taking responsibility / Taking action
PRO	Progressive / Willingness to change / Open to new ideas / [Conservative; No Changes]
EDU	Educational Institutions / Education System / Level of Education / Intelligence
PRI	PR / Identity / Marketing / Local Media / Branding / Tourism / Downtown Aesthetics
HUM	Human Capital / Investment in the Community / Population
GOV	Government / Leadership / Civic Engagement / Provision of services

**“What situation or problem in Wilson most needs to change?”**

This table highlights the top five issues that survey-takers noted need to change. Representative samples from the top 10 most frequent comments follow the summary table.

EDU Educational Institutions / Education System / Level of Education / Intelligence  
 JOB Jobs / Industry / Economy / Business  
 GOV Government / Leadership / Civic Engagement / Provision of services  
 CRI Crime / Drugs / [Safety; Lack of Crime]  
 GRO Balancing Growth and Development

CHALLENGE RANKING:	THEME		GREATEST CHALLENGE
1	Educational Institutions / Education System / Level of Education / Intelligence	EDU	83
2	Jobs / Industry / Economy / Business	JOB	64
3	Government / Leadership / Civic Engagement / Provision of services	GOV	60
4	Crime / Drugs / [Safety; Lack of Crime]	CRI	41
5	Balancing Growth and Development	GRO	32
6	Race / Racism / Race relations	RAC	28
7	Poverty / Economic Inequality / Un/Under-employment / Low job skills	POV	24
8	Community and Economic Development; Revitalization of Downtown and East Wilson	CED	22
9	Progressive / Willingness to change / Open to new ideas / [Conservative; No Changes]	PRO	19
10	Commerce / Retail	COM	18
11	Youth	YOU	17
12	Inclusive / Diversity / Accepting / Welcoming / Bridging Divisions between East / West Wilson	INF	15
13	Infrastructure: Roads, Housing, Transportation, Technology etc.	INC	15
14	Cost of living / Affordability	COL	13
15	Human Capital / Investment in the Community / Population	HUM	10
16	Financial Resources / Tax Base / Spending / Investments	FIN	8
17	Community Health / Health Care System / Medical Services	HEA	8
18	Community partnerships / Cooperation / Taking responsibility / Taking action	PAR	8
19	PR / Identity / Marketing / Local Media / Branding / Tourism / Downtown Aesthetics	PRI	8
20	Cultural Attractions / History / Places of Worship / Sense of Place / Community Pride / Vibrant	REC	7
21	Recreation Facilities / Recreation Activities and Opportunities	CUL	7
22	Senior Citizens / Aging community	SEN	4
23	Family Friendly / Close-knit Community / Neighborhoods / Small Town Feel	NAT	1
24	Natural Resources / Climate / Geography / Physical Beauty / Environmental Resources	FAM	1
25	Location / Access to Amenities / Proximity to other Cities	LOC	0
<i>TOTAL: 515</i>			

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**EDU Educational Institutions / Education System / Level of Education / Intelligence**

We need to stop building new homes if we can't provide the space for education. Our kid's are being put into modular homes and having to leave the building to go into the school with no covers and when it is cold and raining outside that increases their chances of getting sick. Before new development starts build some schools first. This has been a problem for many years now and instead of a solution to solve the problem it seems that it's only getting worse.
We need to better prepare our young people for employment. More focus needs to be put on those students who are going to technical jobs. It seems to me that students who are not colledge bound are ot given much support.
Overcrowded schools - If residents knew the direction of growth 25 years ago, the county government should also know! If government is going to allow residential growth, then they best provide the proper tools for the schools!
I want our schools to be the best in the country. Educating our children so that they may become competitive in a global job market has to be our #1 priority at any cost. This needs to be a local, state, and national priority before it's too late, otherwise, Americans will no longer be employable in the future.

**JOB Jobs / Industry / Economy / Business**

Wilson needs to do a better job of bringing in more high paying, skill jobs from top industrial and other companies.
Employment opportunities. We have a workforce that is largely composed of low-skill workers, resulting in low-paying jobs. We need to turn that around. We need a highly skilled workforce and higher paying jobs. That means focused education and job training.
MORE JOB TRAINING AND OPPORTUNITIES FOR THE UNEMPLOYED.
Too many people on assistance. Wilson area has more assisted living than anywhere I've ever lived. Make it harder for people to stay on assistance. Work to get them jobs, off welfare. Everyone could use a helping hand at some point but it should not end up being their lifestyle. More people paying taxes would mean lower taxes for everyone. JOBS! JOBS! JOBS!
Need to be a more business friendly environment
Bring in more high paying jobs to keep the young people here in wison for the city to have a constant growth pattern.
better paying jobs, better medical benefits, lower property taxes and car taxes

**GOV Government / Leadership / Civic Engagement / Provision of services**

There needs to be a consolidation of the City of Wilson and County of Wilson into a unified government to avoid conflicts and to move this county forward with one voice and one strategic plan for future needs.
The leadership in both City and County needs to change. The "good ole boy" system has been in place for many years and needs to end.
Relationship between City and County Government
Leadership needs to have new blood. If a person is on the school board, they need to have school age children. Any person in leadership should have something at steak for that position. Otherwise they are in it for themselves. We need things for youth to do. Entertainment venues, etc. Baseball fields. Soccer is not the only sport. Ask the communitiy, what do you want us to do? And then listen to what they say. Create reasons for people to visit Wilson.
Government officials need to really listen to what the public wants and address those specific needs instead of trying to advance their own agenda.
Currently, the spat between the City and County governments. If this is resolved, the two need to resume a close, cooperative relationship so that problems that involve the whole community can be dealt with by administrations representing the "whole community."
County Commissioners, Planning Board, Councils need to depart from the "Buddy System" that seems to aid select friends rather than the majority.
Corruption in local governments
Cooperation between city and county government; perhaps consolidating them
City/County Government relations and cost

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**CRI Crime / Drugs / [Safety; Lack of Crime]**

The gang situation should not be tolerated. When you have issues at schools and have metal detectors before games and shootings afterwards that is a problem.
The gang situation in Wilson definitely needs to be remedied.
Gangs and overall violence particularly among our youth - They need to be punished more severely and parents need to be held accountable with judicial involvement
Drugs, gangs, animal control, school overcrowding
Drug problems, Certain areas being "bad" part of town
Crime - especially young people becoming involved with gang related activities that lead them to commit crimes.

**GRO Balancing Growth and Development**

Wilson needs to plan for growth and economic development.
Wilson is growing in all ways and needs to continue to do this--grow in all areas.
Wilson has a residential growth problem. There are too many houses and apartments being built compared to the number already existing. Long term, this will jeopardize housing values for established neighborhoods.
The type of growth seen in Wilson (convenience stores, jiffy lube type business) seems to be growth just to say we're growing, but are we growing in the right direction? It breaks my heart to see the empty businesses in Wilson (i.e. K-Mart, Winn Dixie, Pay Less Shoes). Will Harris Teeter be another empty building when/if it relocates just down the street?
New subdivisions are creating a surplus of "used" housing. New subdivisions do not appear to be resulting from a plan, but rather from speculators buying up farm land and planting houses. The only sector that receives economic benefit are the speculators and builders. No net add to the revenue base.
loss of farmland
Letting Wilson grow but with limited growth so that it does not lose its old southern town heritage but at the same time letting it grow as a bedroom community for the greater RDU area. Wilson does not need to become another outlier of that area, it needs to retain its own characteristics as an independent city not dependent on the jobs, amenities, and economy of RDU.
Less residential growth. I fear more growth will cause more flooding.

**RAC Race / Racism / Race relations**

There is a division between the races. West Wilson is continually growing and developing and East Wilson looks like Iraq on a good day. I think that we need to focus money that we put into the fiber optic lines back into the community and fix up a lot of the historical houses with men and women who have been trained in a skill. Half of Wilson is economically disadvantaged and will not be able to reap the benefits that the new fiber optic line will give the city. Therefore I believe, that the town should have used that money in a manner that will help all of Wilson and not just those that have.
The underlying racism. Not just between blacks and whites, but between whites and all other races in Wilson.
The racial divide
The obvious racial division between northwest and southeast. As a newcomer to Wilson, I was appalled.
A better racial balance school system.
"East" Wilson needs to help themselves by addressing teen pregnancy, drugs and gangs and crime. They blame "West" Wilson for their problems. They receive more social services and help than any other group. They cannot get over past discriminations and blame our schools and other institutions for their problems. They are the main reason downtown is blighted. People do not want to go downtown because of the "bad element" and crime. They are devious and want to blame, instead of helping themselves.

**POV Poverty / Economic Inequality / Un/Under-employment / Low job skills**

Unemployment which leads to hunger and believe it or not there are numerous families in Wilson County who are hungry.
The ongoing economic inequalities are fueling the racial divisions.
The lower socio-economic groups need more support and encouragement to seek a better way of life. All neighborhoods in Wilson should be safe for all adults and children. Child abuse is definitely high in the city of Wilson.

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Poverty - it leads to teen pregnancy, gang activity, low interest in education and perpetuation of the poverty cycle.
Economic and social inequality limits the potential of Wilson.
disparity between east and west Wilson
Amount of people receiving public assistance is overwhelming

### **CED Community and Economic Development; Revitalization of Downtown and East Wilson**

The trend toward locating everything in west Wilson. The direct efforts to damage/destroy certain parts of town (exemplified by the email attempting to thwart the Carmike cinema and the revitalization of the mall) are despicable and destructive to the community). Banks, restaurants, and other businesses have abandoned that portion of the city seemingly in an effort to undermine the growth and vitality of that area. The city should offer incentives to stop this from happening.
The fact that it is so hard to start a business in Wilson NC. Word of mouth is that it is the hardest city in NC to start a business. With this said, why would someone or some company want to come here.
The abandonment of near-downtown residential areas for the outskirts. The lack of sidewalks. The lack of concern for bicycle riding. The lack of support for higher education.

### **PRO Progressive / Willingness to change / Open to new ideas / [Conservative; No Changes]**

There is still the strong divide between east and west and the old money of Wilson does not like change and they still like being in control.
There is still a core group that wants Wilson to remain as it was in 1950. Growth needs to be managed - not restricted. For example - don't put an industrial park in a residential growth area.
the way we think.....
The "we have always done it this way" attitude
People need to be less fearful of change and more willing to try something new, to do it a new way, to embrace a new idea, to welcome new people ... in other words, a lot of our population needs to be more open-minded.
Old money southern attitude
City Government - Its still the OLD BOY type politics.
"Old timers" not wanting change. Growth

### **COM Commerce / Retail**

Wilson needs to play catch up. Compared to other counties, Wilson is lagging behind in technology, retail establishments, quality health care, just to name a few.
Wilson needs more retail and industrial growth. Higher paying jobs with more places to spend to spend money locally.
We need more shopping centers like Target. Keep improving those things to keep tax dollars in the community
need to expand opportunities in many areas -- retail growth, industrial/commercial growth to offer better jobs at all levels

### **YOU Youth**

We need to offer more appealing activities/programs that are aimed specifically at our older teens. Activities/Events that will give them something to do on Friday and Saturday nights instead of "hanging-out" in parking lots, especially for those teens who are not involved in other extracurricular school activities (i.e. sports, music, etc.). In addition, we need to continue to work toward soliciting chain stores to come to our Wilson Mall that are equal to what you find in the Raleigh Malls (i.e. Aeropostle, American Eagle, Macy's, Ann Taylor Loft, GAP, etc.) These type of stores would help keep the money within the Wilson community as well as being a catalyst for new jobs.
We need to get more younger individuals to participate in committees and boards. The younger generations can bring new and fun ideas to help Wilson progress.
Providing opportunities for employment to keep a younger work force in Wilson
Our youth/teens need a place to go to "hang out" with friends. It would be nice to see some sort of "teen club" with supervision and positive interaction. It is quite disturbing to see so many young people either walking the streets or hanging out and making a mess of empty parking lots.
Increase attention to the youth from all area's of the county. We lead the state in teenage births, std's, and unemployment. This is shameful! We need more schools to decrease overcrowding; lower the drop-out rate by valuing education and engaging our students; and provide a work force capable of being in a variety of job opportunities.

**“In a sentence or two, describe your ideal vision of the greater Wilson community in the year 2020.”**

This table highlights the top five issues that survey-takers noted when reflecting on their vision for Wilson in the year 2020. Representative samples from the top 10 most frequent comments follow the summary table.

- JOB      Jobs / Industry / Economy / Business
- EDU      Educational Institutions / Education System / Level of Education / Intelligence
- GRO      Balancing Growth and Development
- INC      Inclusive / Diversity / Accepting / Welcoming / Bridging Divisions between East / West Wilson
- CUL      Cultural Attractions / History / Places of Worship / Sense of Place / Community Pride / Vibrant

VISION RANKING:	THEME	VISION
1	Jobs / Industry / Economy / Business	JOB 88
2	Educational Institutions / Education System / Level of Education / Intelligence	EDU 65
3	Balancing Growth and Development	GRO 38
4	Inclusive / Diversity / Accepting / Welcoming / Bridging Divisions between East / West Wilson	INC 36
5	Cultural Attractions / History / Places of Worship / Sense of Place / Community Pride / Vibrant	CUL 30
6	Youth	YOU 25
7	Family Friendly / Close-knit Community / Neighborhoods / Small Town Feel	FAM 23
8	Government / Leadership / Civic Engagement / Provision of services	GOV 23
9	Crime / Drugs / [Safety; Lack of Crime]	CRI 21
10	Commerce / Retail	COM 19
11	Community and Economic Development; Revitalization of Downtown and East Wilson	CED 18
12	Poverty / Economic Inequality / Un/Under-employment / Low job skills	POV 16
13	Progressive / Willingness to change / Open to new ideas / [Conservative; No Changes]	PRO 16
14	Race / Racism / Race relations	RAC 14
15	PR / Identity / Marketing / Local Media / Branding / Tourism / Downtown Aesthetics	PRI 11
16	Community partnerships / Cooperation / Taking responsibility / Taking action	PAR 9
17	Community Health / Health Care System / Medical Services	REC 8
18	Recreation Facilities / Recreation Activities and Opportunities	HEA 8
19	Infrastructure: Roads, Housing, Transportation, Technology etc.	INF 7
20	Cost of living / Affordability	COL 4
21	Financial Resources / Tax Base / Spending / Investments	FIN 4
22	Location / Access to Amenities / Proximity to other Cities	LOC 4
23	Human Capital / Investment in the Community / Population	SEN 3
24	Senior Citizens / Aging community	HUM 3
25	Natural Resources / Climate / Geography / Physical Beauty / Environmental Resources	NAT 2
<i>TOTAL: 495</i>		

**JOB Jobs / Industry / Economy / Business**

Wilson will be an industrious community which will attract citizens from all over the state.
Wilson will be a town with ample avenues for employment, recreation, education, satisfied living conditions, and medical care.
Wilson will be a thriving suburb of Raleigh, offering high quality jobs, education, cultural opportunities, etc.
Wilson will be a thriving city, offering a wide variety of employment with competitive pay scales and the school system is one of the best in the state. Wilson is the ideal place to live and work!
Wilson has the potential to be a vibrant community with options for employment and opportunity so people will want to spend their free time here instead of driving to neighboring cities.
The ideal vision for the Wilson community is to have better paying jobs, decrease high electrical services and school where all students can learn and graduate from High School. We need to also look at the people at the bottom and include them in our planning process. Everyone is not college material.
new hi-tech industry should be sought after that would attract people that will contribute to the tax base rather than thrive off of the tax base.
More jobs, more commerce, and continued support of education.
I see Wilson with better high skilled, high paying jobs that will incent young people to remain in and be involved in the community. That will foster other growth and with proper training programs to help some of the unemployed and underemployed get more gainful employment, Wilson will be an ideal place to live and raise families.
I see a community where good well paying jobs are plentiful. Education is a top priority. A thriving retail zone both in a revitalized downtown and in the suburbs.
I envision a community with job opportunities and quality schools. We need a the type of community that also offers cultural and recreational activities as well. Wilson has great potential but I doubt very seriously college graduates would be excited about making Wilson their "home".

**EDU Educational Institutions / Education System / Level of Education / Intelligence**

Wilson would become a visionary in terms of education so more people would be able to become good citizens and contribute to the community.
Wilson will have better education services and more recreational things to take part in.
Wilson should be a growing community that provides education, opportunity, and recreation to its citizens.
Wilson has the best technical school in the state and the largest hightech industries available to provide top pay for its citizens.
Well-eduated, full of industries/jobs that look to the future not the past. With a growing diversity of activities, stores, and attitudes.
smaller classroom sizes so our children can have the focus and attention needed to succeed, which would be a win for all because test scores would be better and children would be better prepared for life.
More residents, more retail, better improved schools
More pay for teachers who have to deal with the problem children that come from disfunctional families. Less pay for Leadership in the public school system who has everyone else do the work for them.
more opportunities to teach unemployed how to acquire jobs
More educational opportunities for unemployed and underemployed residents. Put more effort into attracting new major corporations to the city.

**GRO Balancing Growth and Development**

Wilson should work provide balanced residential, industrial, and recreational growth throughout the county and water and sewage service countywide, Wilson should be a community where the services (health, educational, financial, retail, etc.) should not be determined by the section of the county where one lives. Many(all) better services follow upscale(middle and upper income) housing patterns; therefore, all communities should have plans for mixed housing. City and county should coordinate and urge developers to do what is best for all the people.
Wilson has the potential to become a sprawling metropolis with amenities commonly found in Raleigh. In 2020, Wilson could well be a major suburb of the greater Raleigh area
My vision of Wilson for 20/20 involves a cohesive plan for development---- residential, commercial, and industrial with effective zoning and land use policies and with an end to the current every man for himself approach.

**Final Survey Report**

More growth in jobs and businesses, but self managed by leaders in business, with solid community regs and leaders who or which are fair to all; better quality schools with emphasis on developing advanced skills for all children, but reasonable expectations for children with cognitive limitations.
More compact growth management policies need to be encouraged. Infill and redevelopment of existing areas needs to be encouraged. Growth towards the interstate needs to be carefully monitored and managed.
A lovely community with planned growth, nice greenspace and a vital, vibrant downtown.
A growing town, equipped with an educated labor pool, with relatively high skilled jobs.
A great place to live, grow, provide and enjoy.
A community with a well balance of commercial, industrial businesses and residential housing.
A community appreciative of its history and past but with a eye on the future developing itself from within and not to always just expand the city limits of the town for new growth the 301 area and the downtown area need to be restored why does wilson have to have a bad part of town

**INC Inclusive / Diversity / Accepting / Welcoming / Bridging Divisions between East / West Wilson**

Wilson would be a place will anyone wishing to be a contributing resident is welcome but distructive people find little comfort.
Wilson would be a community that embraces diversity and the arts. It would exercise some control over growth, helping small businesses revitalize the downtown before building more on the outskirts of town.
Wilson should become a community whereby each and every individual and any worthwhile projects will feel that their ideas are embraced and supported by the community as a whole. We should be a community where no one's ideas are excluded because the person is not a part of the social elite.
Intergenerational, interracial, intergovernment mutual respect and cooperation working together for the well being of all our citizens.
If all cultures could come together in Wilson County, I believe that things will be better any way.
I would love to see a place where people get along, work, worship together regardless of race or money. I would love to see downtown have even more opportunities for cultural, educational and recreational activities in a SAFE looking area.
A place that is inclusive, that is open to new ideas and people, that has more independent retail than big box developments, and that can continue to boast that it is the city of beautiful trees.

**CUL Cultural Attractions / History / Places of Worship / Sense of Place / Community Pride / Vibrant**

Wilson should be a small city with business, education, leisure opportunities void of urban challenges and sprawling suburbs and exurbs.
Wilson needs to be a community that attracts people with festivals, sports, and entertainment. This would encourage more hotels, restaurants, arenas, theater etc.
Wilson in the year 2020 should be seen not only as a neighboring city to Raleigh or Greenville, but a sustainable place, where people live, work and play, and not a home place for people who work and seek entertainment opportunities in other places.
Vibrant, attractive downtown, with good restaurants, places to go, things to see.
The Greater Wilson community one of the top 25 "most Livable Arts towns" in the U.S. a thriving Towne
That Wilson will become a metro city.
poulation over 50,000 with more culture events of different variety.
people headed downtown at night for an evening of food and entertainment
A place where there are excellent cultural, recreational, educational, and retail facilities.

**YOU Youth**

We should provide the youth of our county an opportunity to gain employment utilizing the best of their abilities. We should have alternative programs such as plumbing, electrical, brick masonry, auto mechanics, hair styling, ect. for those students who are not college material or college bound.
the youth would do positive things in their life being able to find jobs without going to temp agency where there are no benifites
More youth programs that bridge the gaps between different cultures
More students are finishing school and not dropping out. More options, not everyone is going to attend college. Our school system is set up for our students to fell. EOG's are ruining our students and schools.
More programs for our youth. Especially are teens.
I sometimes feel that Wilson is geared toward older individuals. We should try to bring Barton College and Wilson Technical Community College students into the planning of certain aspects of Wilson's life so that people who graduate from Barton will add themselves to the Barton community permanently.

**FAM Family Friendly / Close-knit Community / Neighborhoods / Small Town Feel**

Wilson would be a place that is friendly to families, has low crime statistics, and has an active citizenry in all areas of government.
Keep the "small town" feel but increase the metropolitan opportunities (i.e. shopping, culture, nightlife)
IDEALLY THERE WOULD BE LESS CRIME, LESS TRAFFICE, MORE LIKE MAYBERRY NC
I want the heart of big city in a small city's body. I want Wilson to be a smaller community, where you feel at home no matter where you are in the city, but where the cultural opportunities of big city life are still available. I want to see more good restaurants, more shopping, more privately owned businesses, more museums, more concerts, better schools.... I WANT IT ALL!
I envision Wilson as a family centered community, with walking and biking trails. I hope it will be a community where we embrace our diversity, celebrate the arts and where we can encourage our children to live and work as they become adults.
A great place to come to raise a family and work while still being a small community however still have lots of shops for people to buy things and keep there money in the Wilson community instead of having to go elsewhere.

**GOV Government / Leadership / Civic Engagement / Provision of services**

It should function through a combined city/county government. The Wilson community should benefit as much as possible from its proximity to the triangle area.
I would like to see a community very much the same it is now in size and opportunities, however, I would like to see more diversity in government and leadership. I would also like to see more diversity in housing.
I do feel that the community leaders are preparing Wilson for the flat world. I have a concern that the good ole boy network will do so for they gain rather than the overall community's gain.
City and County to join hands in attracting companies that will provide good jobs for all ages, all races, and for all education levels. This county should be known, not for adding new programs, but for new programs to be worth something and not just be words on a paper to satisfy some highly paid official setting in a desk in Raleigh or Washington, DC.
City and County leadership on the same page and working together to improve the Community.
A unified government, a completely reformed public school system, a thriving economy with good paying jobs, a place where our youth want to return to live and work, and a community taking pride in its diversity.

**CRI Crime / Drugs / [Safety; Lack of Crime]**

Wilson should be a safe place to live with resources that correlate with the needs of the community.
Wilson needs to be a community where everyone gets along and there are no gangs/violence anymore. This can be accomplished by providing our kids with programs that show kids that it is ok to be a good student and citizen. We need to get prayer back in school.
NO GANGS, NO DRUGS, FEWER HIGH SCHOOL DROPOUTS, MORE AFFORDABLE HOUSING. MORE CONTINUITY BETWEEN CITY AND COUNTY AGENCIES. BETTER COMMUNICATION BETWEEN NUMEROUS CIVIC GROUPS AND COMMITTEE GROUPS.
I believe we in Wilson need to see integration of our citizens in every area, starting with the local churches. We need to rid the city of gangs, dangerous neighborhoods, and "class" consciousness.
elimiate the gang issue and provide better services for the elderly.
Crime free

**COM Commerce / Retail**

WILSON NEEDS MORE INDUSTRIES AND BETTER SHOPPING FACILITIES TO ATTRACT PEOPLE TO OUR AREA.
What we need is to keep our residents from spending the money they earn in Wilson in Wilson. People are constantly going to outside cities to dine, shop and entertain.
Better shopping, more choices and something to ease the growing traffic congestion. Wilson's leaders should also reconsider the nightclub ordinance and let some open around here if they wish younger people to stay in town.
An equal balance of retail/banking facilities in east and west wilson along with residential growth in East Wilson. More learning opportunities in area schools for different arts and sciences.
A thriving commercial and industrial city with adequate tax base to fund schools, development, etc. Not just a bedroom community of Raleigh.
A Suburb of Raleigh with better stores such as a nicer grocery chain and a few larger city type cultural opportunities.

**CED Community and Economic Development; Revitalization of Downtown and East Wilson**

1. Wilson needs to revitalize Downtown Wilson
2. Wilson as a "college town" (providing more entertainment for college age kids)
An ideal vision would be to build more businesses (restaurants and gas stations) on the SOUTHEAST side of the county along the major highways (ex- US 264 bypass).
Best overall choice to live in the eastern area, excellent schools and career opportunities. Cost of living is affordable which allows for more private support.
cleaning up downtown and making it a place that people feel safe to visit.
The historical district is revitalized (Grove, Gold, Vance, etc) and it is a more desirable place to live.
Use of buildings that are vacant. Revitalize the east side of town and the downtown area. Make use of what we have.