

2014 St. Joseph Community Survey

...helping organizations make better decisions since 1982

Final Report

Submitted to Community Alliance of St. Joseph by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061



June 2014

Contents

Executive Summary	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	33
Section 3: Importance-Satisfaction Analysis	42
Section 4: Tabular Data	54
Section 5: Survey Instrument	118

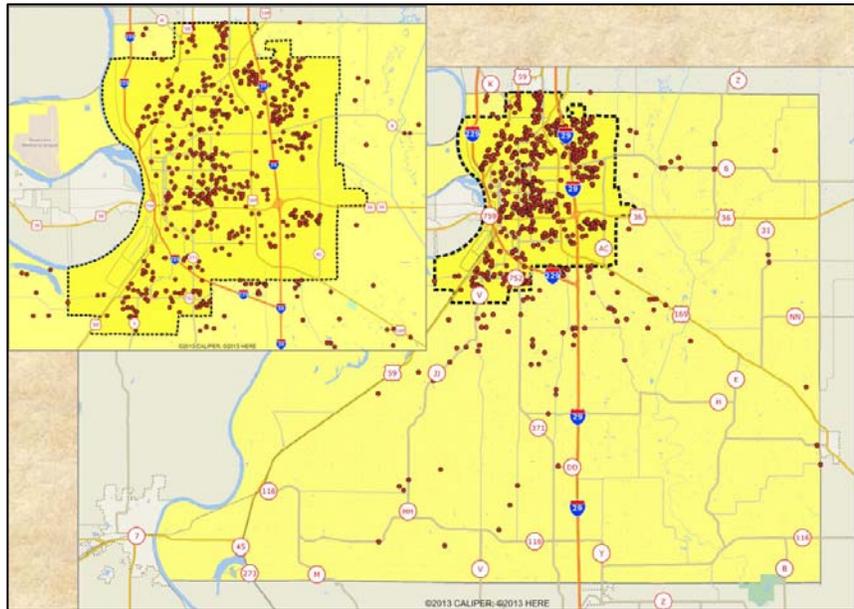
2014 St. Joseph Community Survey

Executive Summary Report

Purpose and Methodology

ETC Institute administered a third community survey for the Community Alliance of St. Joseph during May and June of 2014. The first survey was administered at approximately the same time in 2010. The survey was administered as part of an effort to assess citizen satisfaction with the quality of services provided by the City and County, and to gauge resident perception on many community issues, such as the livability of the community, health, education, and economic development in St. Joseph and Buchanan County. The information gathered from this survey is compared in this report to the previous survey results. A review of any changes will help community leaders review budget priorities and refine policy decisions.

Resident Survey. An eight-page survey was mailed to a random sample of 1,800 households in the City of St. Joseph and surrounding Buchanan County. Of the households that received a survey, 663 completed the survey. The results for the random sample of 663 households have a 95% level of confidence with a precision of at least +/- 3.8%. In order to better understand how well services are being delivered to the community, ETC Institute geocoded the home address of respondents to the survey. The map on the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from St. Joseph and Buchanan County with the results from other communities in the national and *DirectionFinder*® databases. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- benchmarking data that shows how the results compare to other communities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument

Major Findings

- **Perceptions of the City.** Most (68%) of the residents surveyed *who had an opinion* indicated that they were satisfied with St. Joseph and Buchanan County as a place to live; 66% were satisfied with the community as a place to raise children, and 66% were satisfied with the feeling of safety in the City of St. Joseph.
- **Most of the residents surveyed were satisfied with City services.** Seventy-five percent (75%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of police and fire services, 74% were satisfied with the City's parks and recreation programs and facilities, and 53% were satisfied with the maintenance of buildings and facilities.
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of St. Joseph over the next two years were: (1) maintenance of City streets, and (2) the quality of police and fire services.
- **Public Safety.** Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of St. Joseph's fire protection, and 65% were satisfied with the quality of St. Joseph's environmental health inspections. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the City's efforts to prevent crime and the visibility of police in neighborhoods.
- **Feeling of Safety in the City.** Most residents (93%) surveyed *who had an opinion* felt safe in shopping areas in general, 92% felt safe at work, and 90% felt safe in their neighborhoods in general.

- **Parks and Recreation.** Eighty-two percent (82%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the number of parkway walking and biking trails, 79% were satisfied with the number of City parks, 69% were satisfied with the maintenance of City parks, and 67% were satisfied with the quality of outdoor athletic fields. Residents thought the two areas of parks and recreation that should receive the most additional emphasis over the next two years were the maintenance of City parks and the Riverfront recreational development.
- **City Maintenance/Public Works.** The areas of maintenance that were rated best by residents included: maintenance of City buildings (68%), snow removal on major City streets (62%), and maintenance of street signs and traffic signals (58%). Residents were least satisfied with the maintenance of major City streets (21%).
- **Codes and Ordinances.** Thirty-seven percent (37%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing of sign regulations; 35% were satisfied with the enforcing of business property maintenance, and 27% were satisfied with the enforcing of the mowing and trimming of lawns.

LIVABILITY

- Residents were asked about various issues that influenced their choice of where to live, and safety and security was the number one issue, followed by the quality of health care.
- A question was asked specifically about County services, and County law enforcement was ranked highest at 59% satisfaction, followed by County fire protection at 50%.
- Residents were asked about their level of agreement with various statements concerning arts, culture and museums in the area. Seventy-nine percent (79%) agreed that arts, culture and museums should have an important role in development, and 61% agreed that the St. Joseph area needs more programs for children.

HEALTH AND WELLNESS

- Residents were given several health improvement issues and asked to rank them in order of their importance to their household, and then in the order of their willingness to personally address the issues. Residents selected tobacco/smoking reduction and mental health services expansion as both the most important and as issues that they were most willing to address.
- More than half (51%) of residents surveyed were either “very satisfied” or “satisfied” with local ambulance service. Nineteen percent (19%) indicated they were “neutral”, while 6% were dissatisfied. The remaining 24% of residents surveyed did not have an opinion about local ambulance service.

- Several volunteer opportunities were listed and residents were asked about their participation. Forty-one percent (41%) volunteered at church, 37% volunteered at a not-for-profit organization, and 28% volunteered at a school.
- Residents were asked about their satisfaction with the community's response to various issues related to poverty. Residents felt the greatest concern (dissatisfaction) was with sub-standard housing as a result of poverty.

EDUCATION

- 84% of those surveyed felt that the pre-school experience increased a child's chance of doing well in school.
- Those surveyed were asked to grade the public schools in St. Joseph; 9% gave an "A" grade, 29% gave a "B" grade, 28% gave a "C" grade, 14% gave a "D" grade, and 6% gave an "F" grade. The remaining 14% indicated "don't know".
- Residents were asked to indicate the level of funding in the St. Joseph School District. Thirty percent (30%) indicated the district receives the right amount of funding; 34% feel there is too little funding, and 26% indicated there is too much funding. The remaining 10% of residents did not have an opinion about funding in the school district.

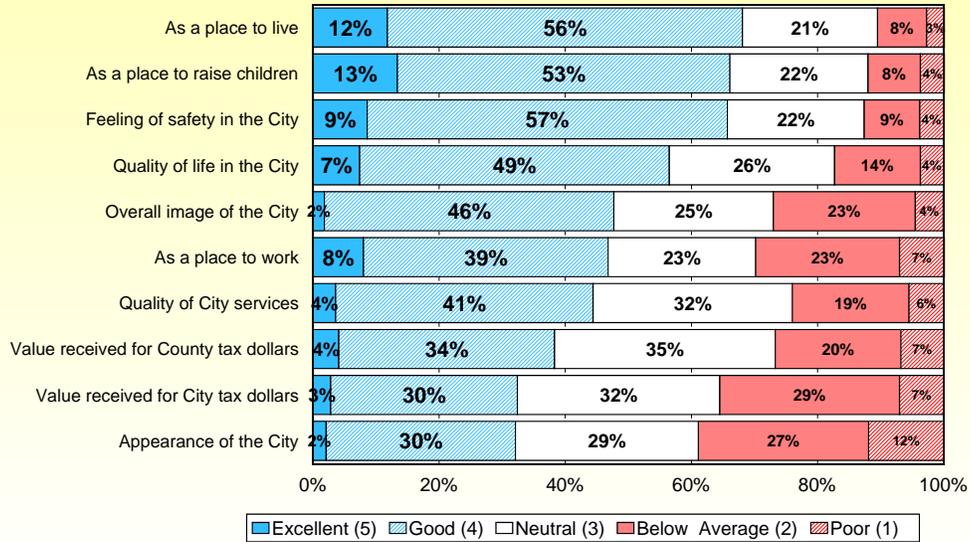
ECONOMIC DEVELOPMENT/QUALITY JOBS

- When asked if they would like to see additional retail business recruited to St. Joseph, 63% responded "yes".
- When asked if they felt they had adequate opportunities to pursue a job in St. Joseph, 35% responded with "yes"; 43% said "no", and 22% did not know.
- When asked if training and educational opportunities in St. Joseph prepare residents for jobs, 50% responded with "yes", 19% said "no", and the remaining 31% did not know.
- Residents were supportive of the preservation of historical properties, with 88% being either very or somewhat supportive.

Section 1:
Charts and Graphs

Q1. How would you rate various issues that influence your perception of the City?

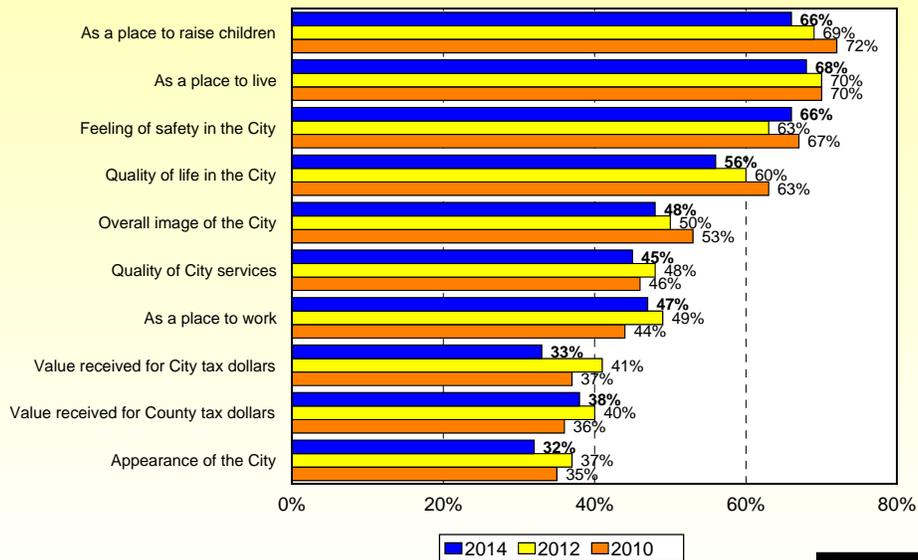
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

How would you rate various issues that influence your perception of the City? 2010, 2012 & 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

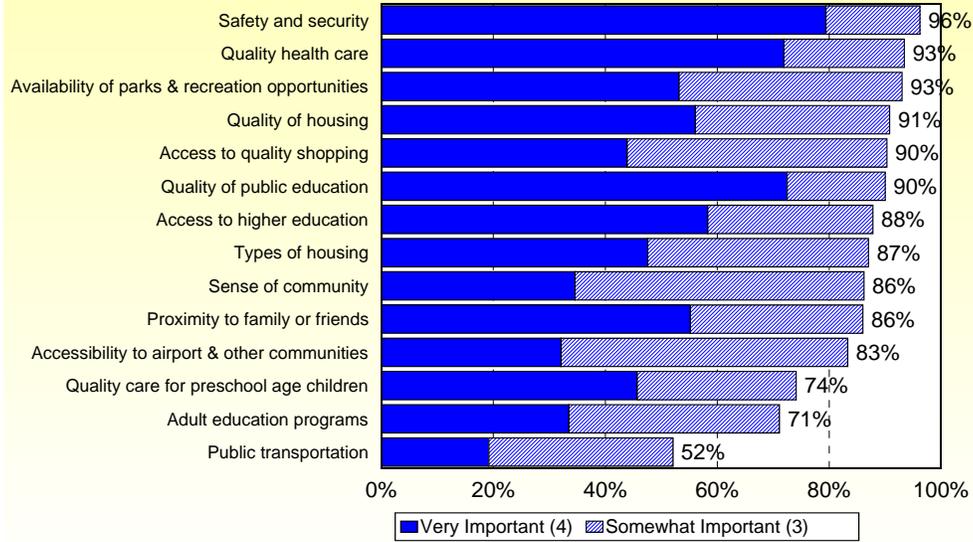


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Trend

Q2. Importance of Various Reasons for Choosing to Live in St Joseph/Buchanan County

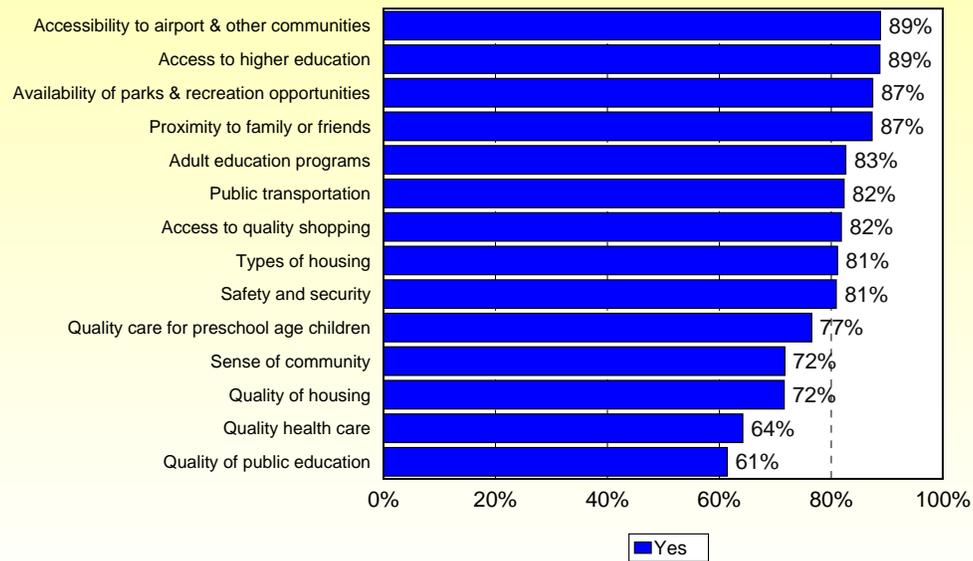
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



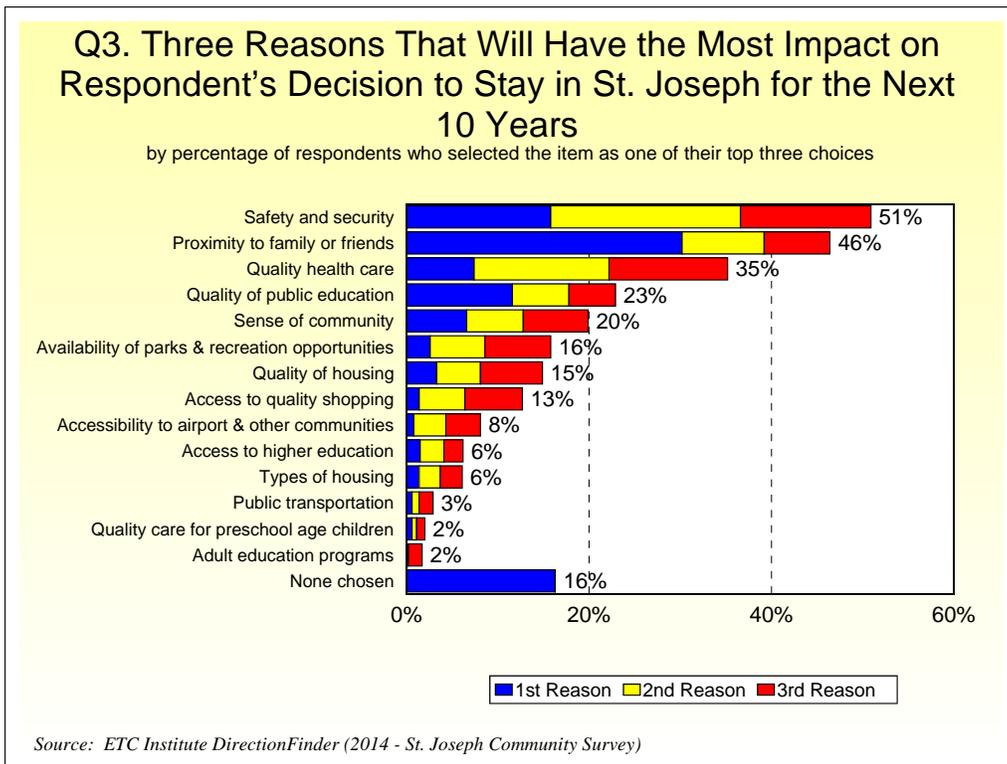
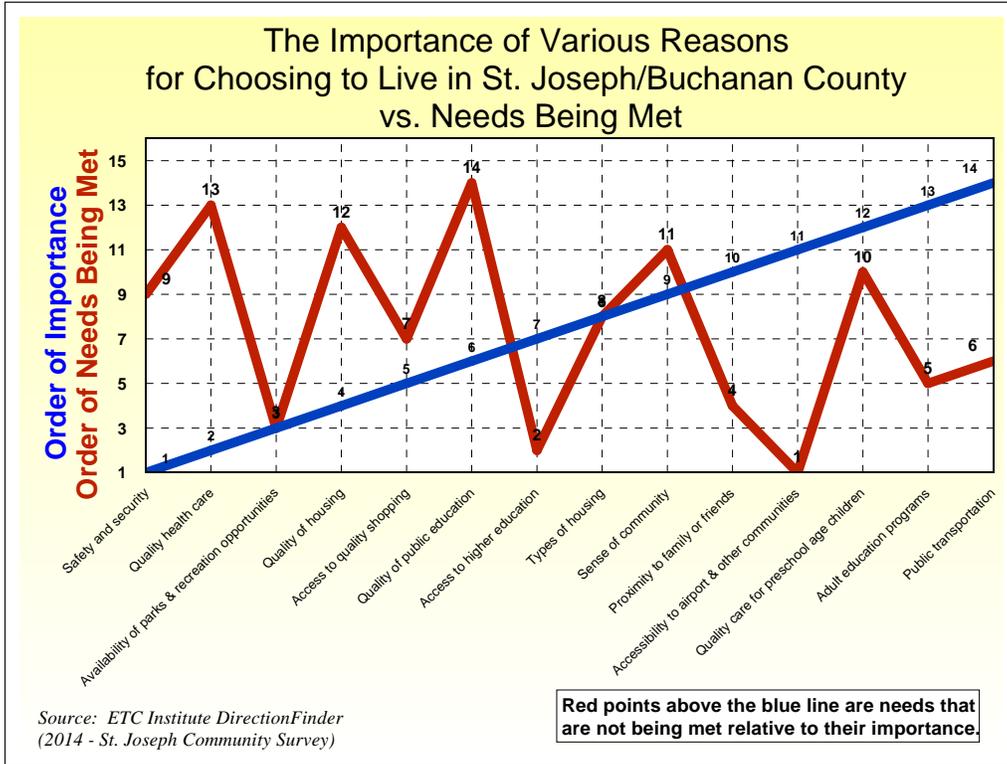
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q2a. Are your needs being met in St. Joseph?

by percentage of respondents who answered "yes"

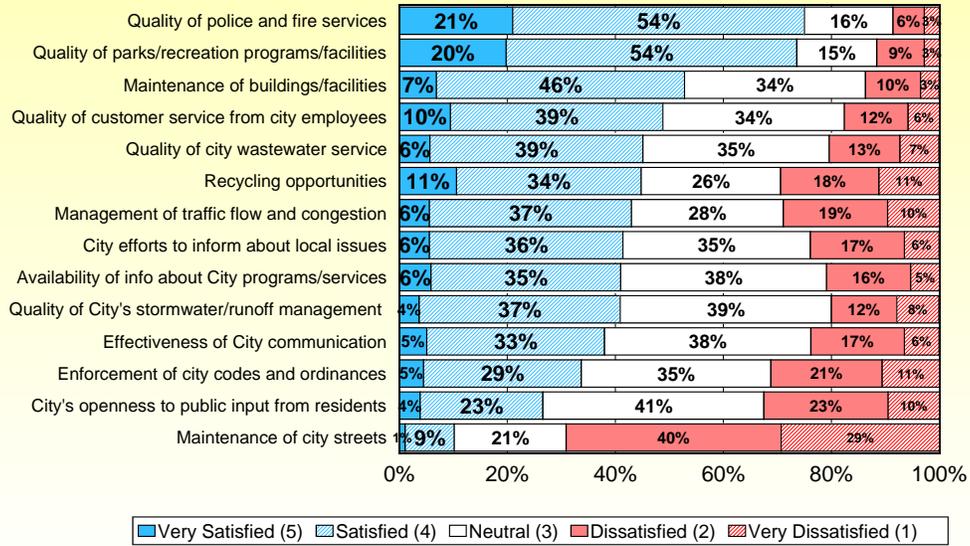


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)



Q4. Overall Satisfaction With City Services by Major Category

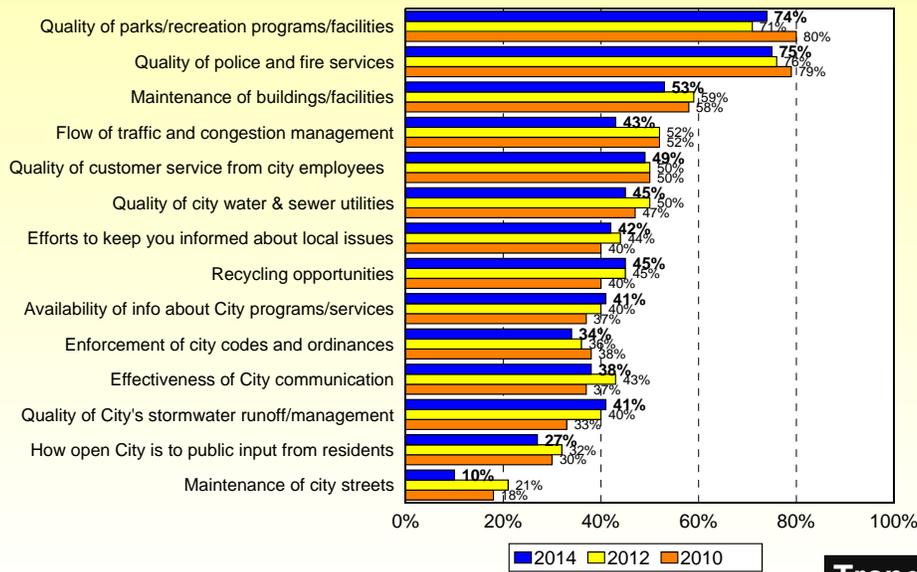
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Overall Satisfaction With City Services by Major Category - 2010, 2012 & 2014

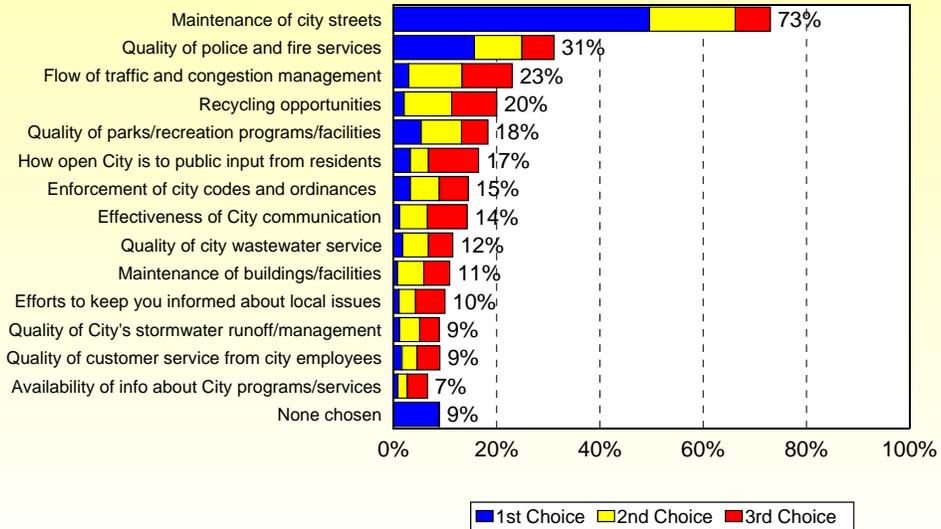
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q5. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

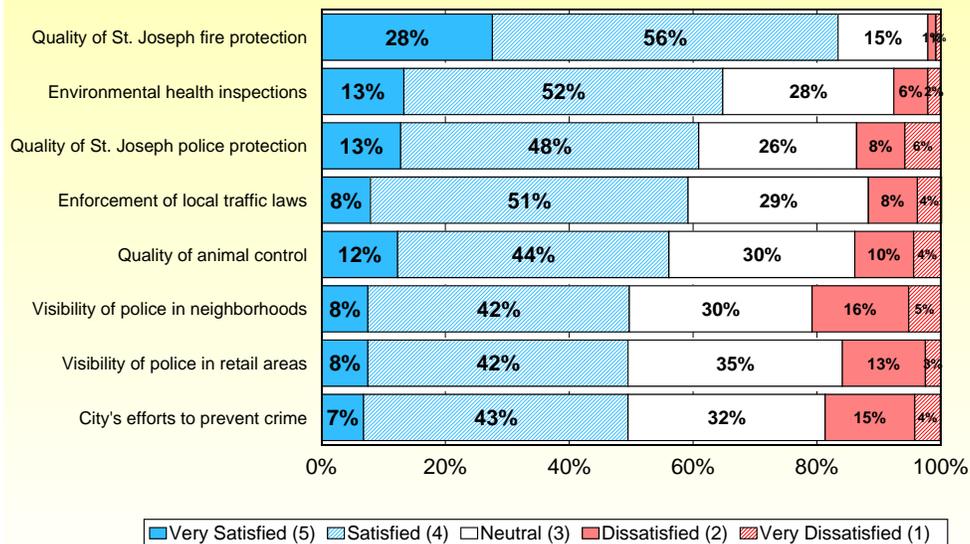
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q6. Satisfaction with Various Aspects of Public Safety

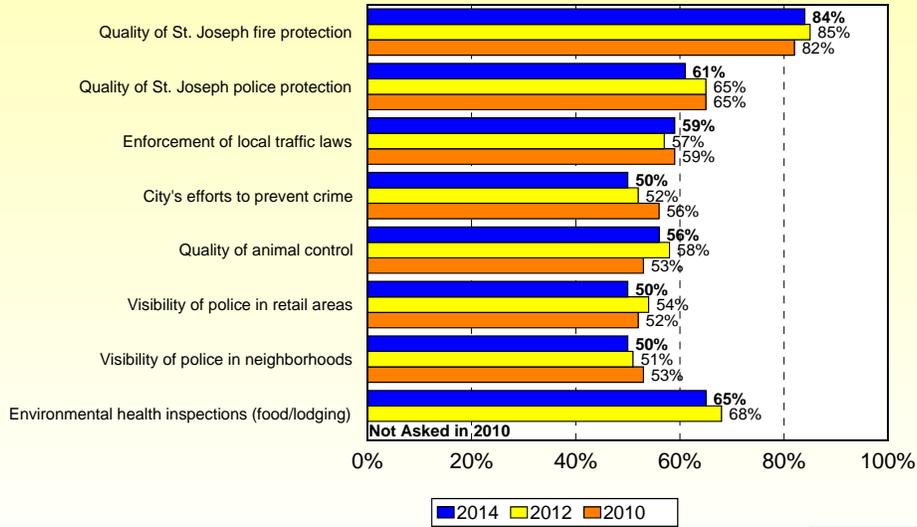
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Satisfaction with Various Aspects of Public Safety 2010, 2012 & 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

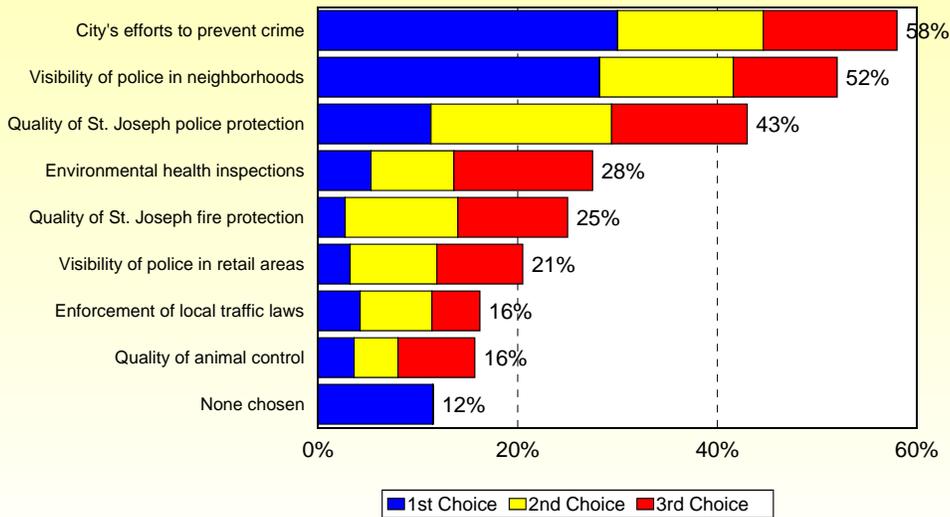


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Trend

Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

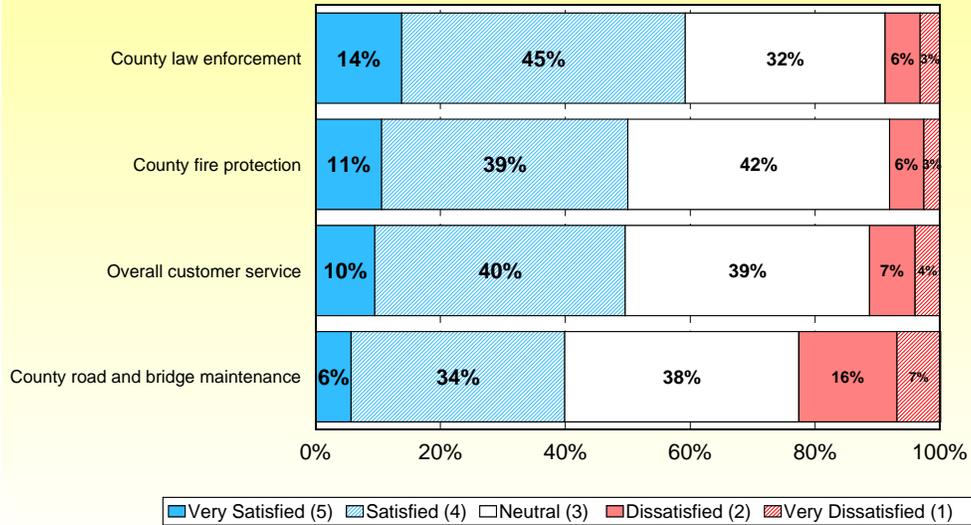
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q8. Satisfaction with Services in Buchanan County, Outside of the City

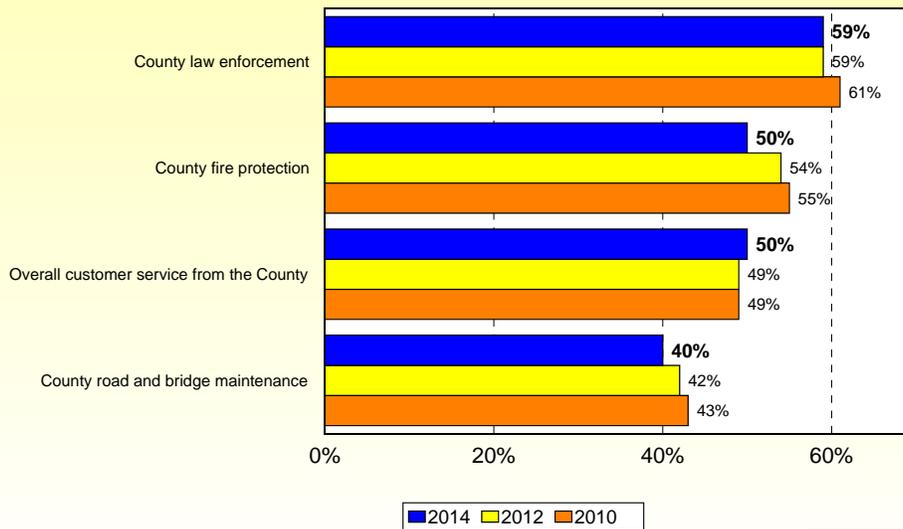
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Satisfaction with Services in Buchanan County, Outside of the City - 2010, 2012 & 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

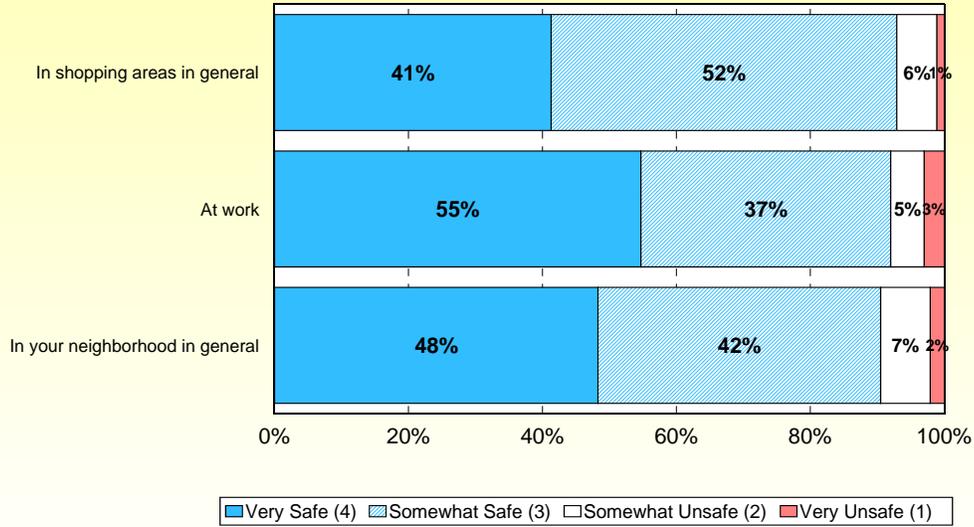


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Trend

Q9. Feeling of Safety in Various Situations

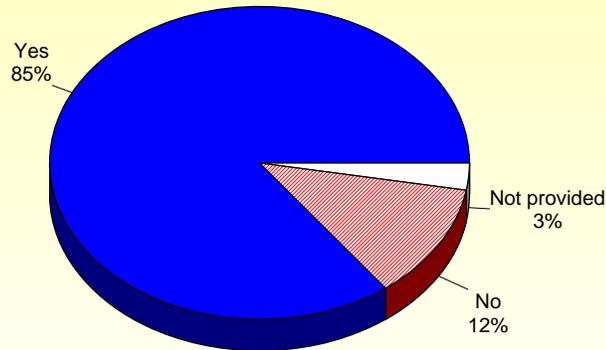
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q10. Do you have access to the Internet at home?

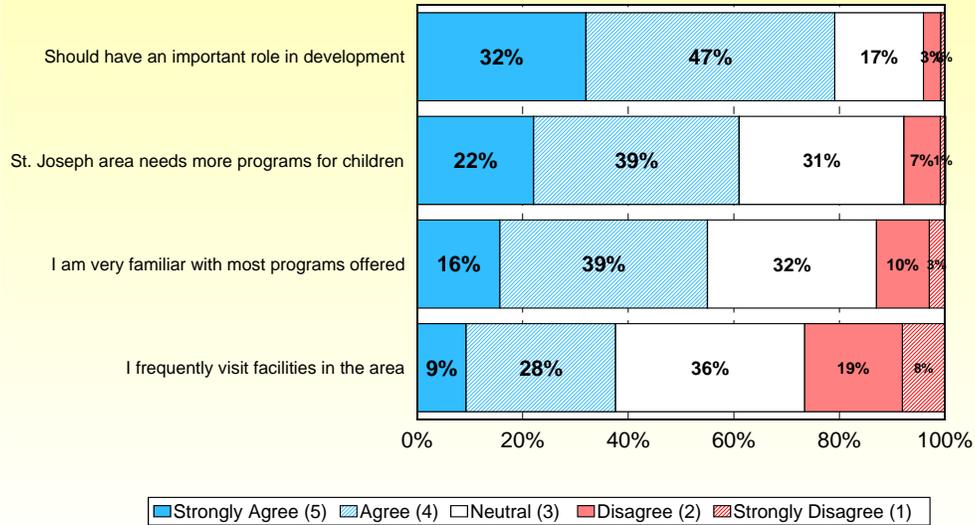
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q11. Agreement with Various Statements Regarding Arts/Culture/Museums in the St. Joseph Area

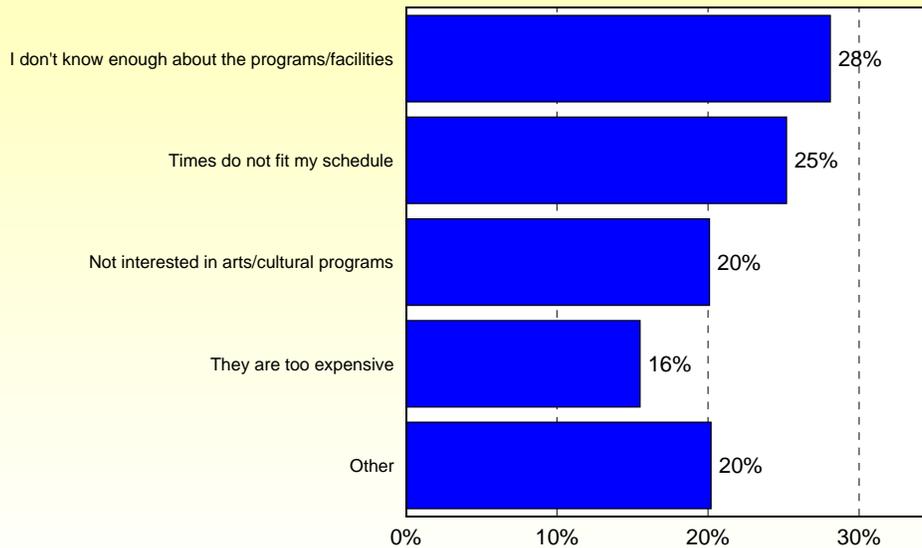
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q12. Reasons for Not Visiting Arts/Cultural/Museum Facilities in St. Joseph More Often

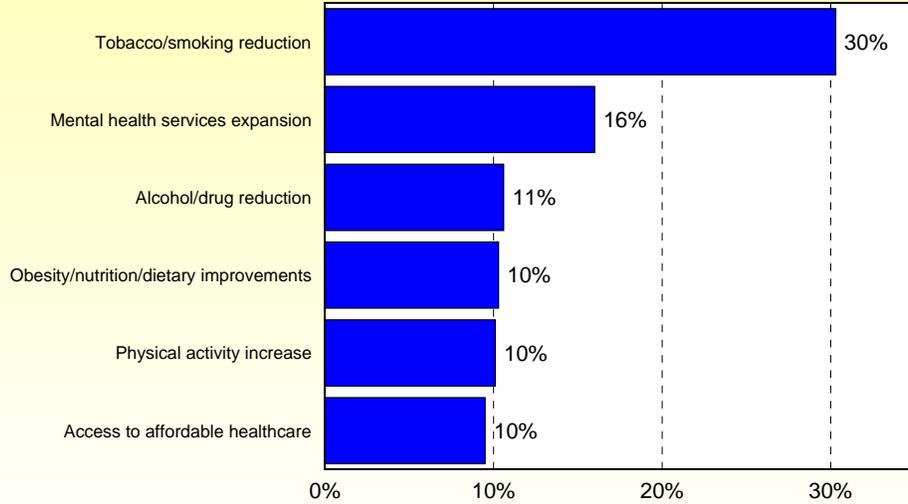
by percentage of respondents (multiple responses could be made)



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q13. Health Improvement Opportunities St. Joseph Residents Felt Were Most Important

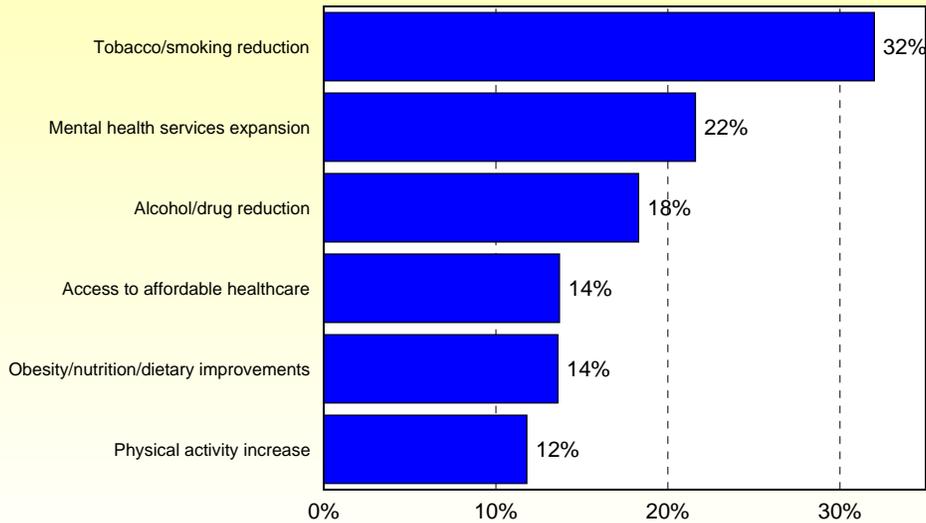
by percentage of respondents who indicated the item was "most important" (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q14. Willingness to Address Health Improvement Opportunities

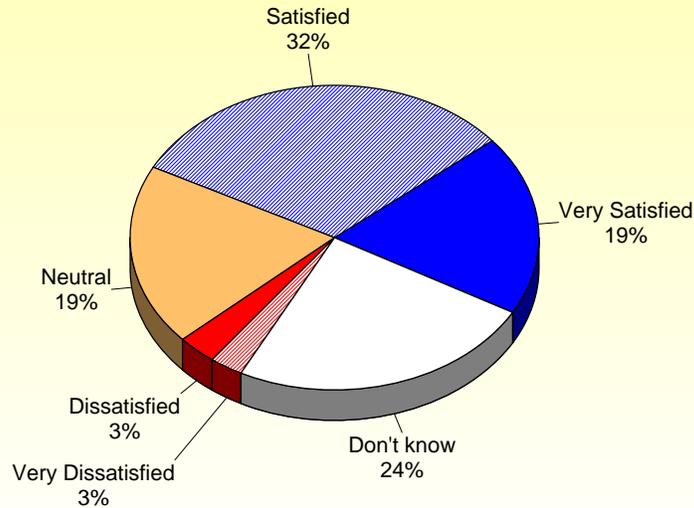
by percentage of respondents who were "most willing" to address the item (excluding "not provided")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q15. Satisfaction with Local Ambulance Service

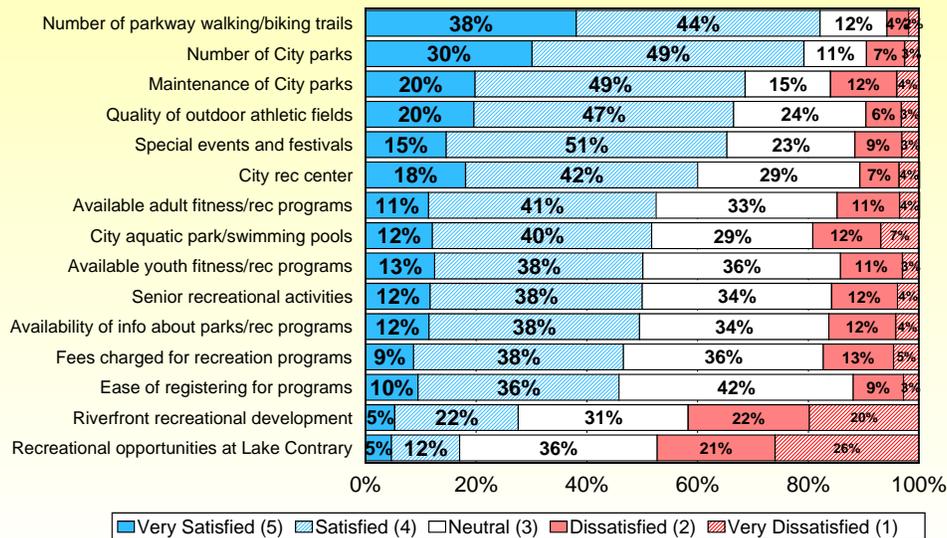
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q16. Satisfaction with Various Aspects of Parks and Recreation

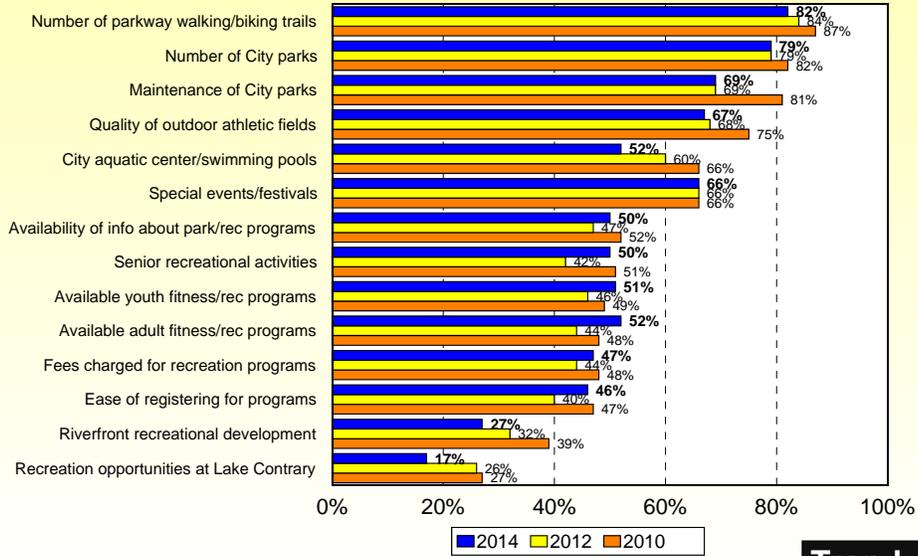
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Satisfaction with Various Aspects of Parks and Recreation - 2010, 2012 & 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

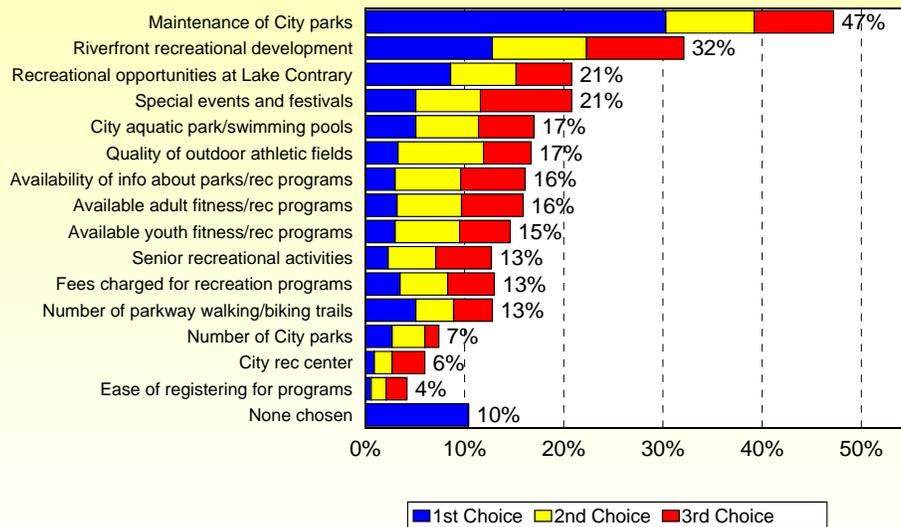


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Trend

Q17. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

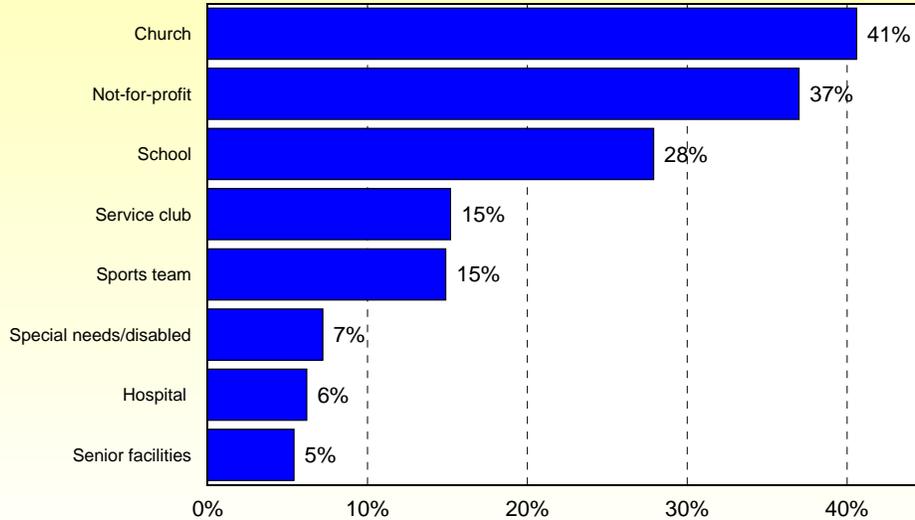
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q18. Do you or any member of your household volunteer for any of the following?

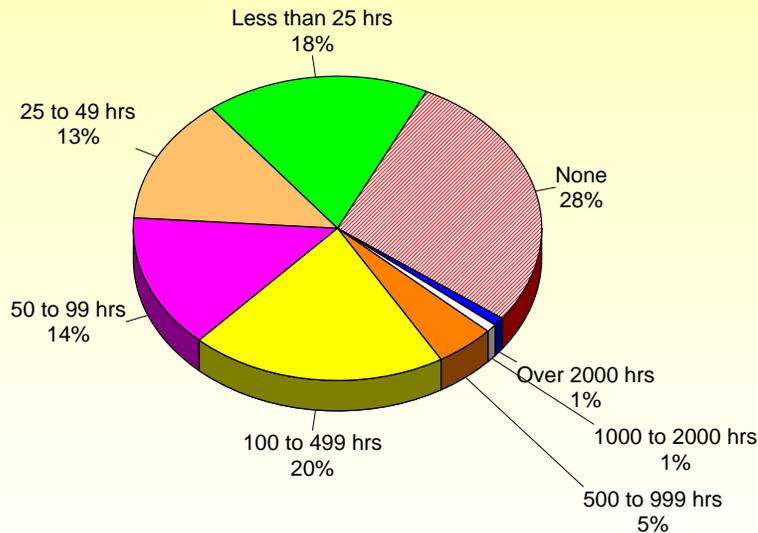
by percentage of respondents with multiple responses being allowed (excluding "none of these")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q19. Approximately what is the combined number of hours your family spends annually volunteering?

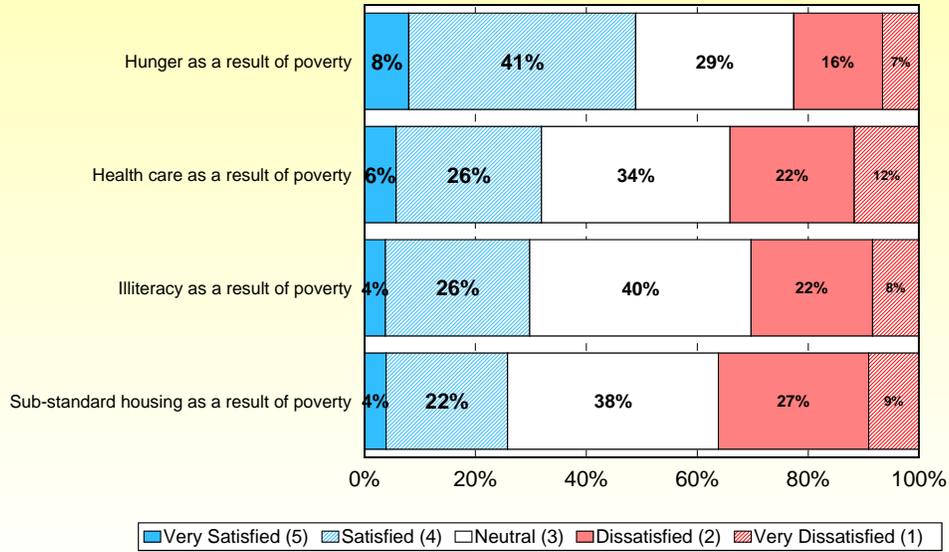
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q20. Satisfaction With Community's Response to the Following Poverty Issues

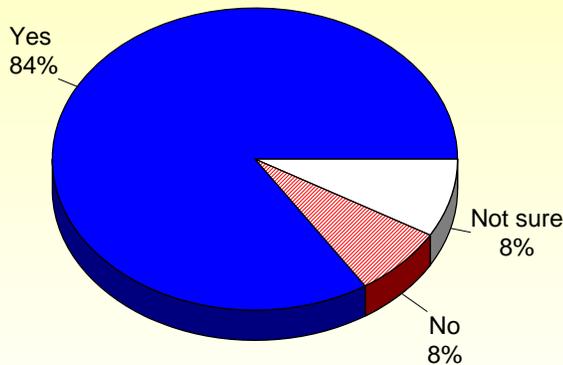
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q21a. Do you feel that a pre-school experience increases a child's chance of doing well in school?

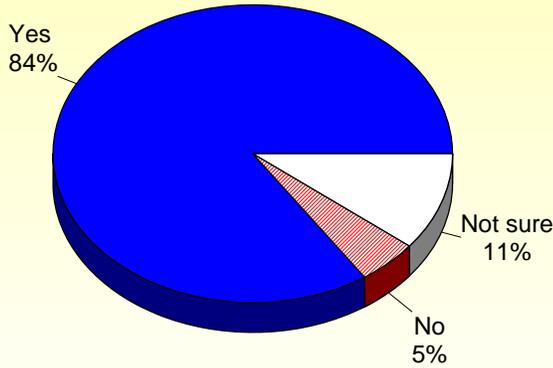
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q21b. Do you feel that a pre-school experience helps a child grow socially?

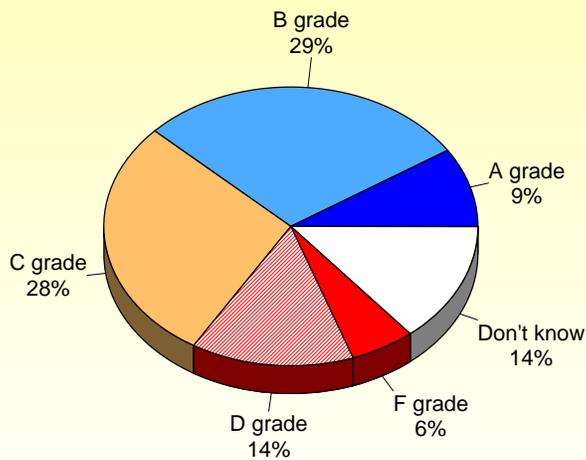
by percentage of respondents



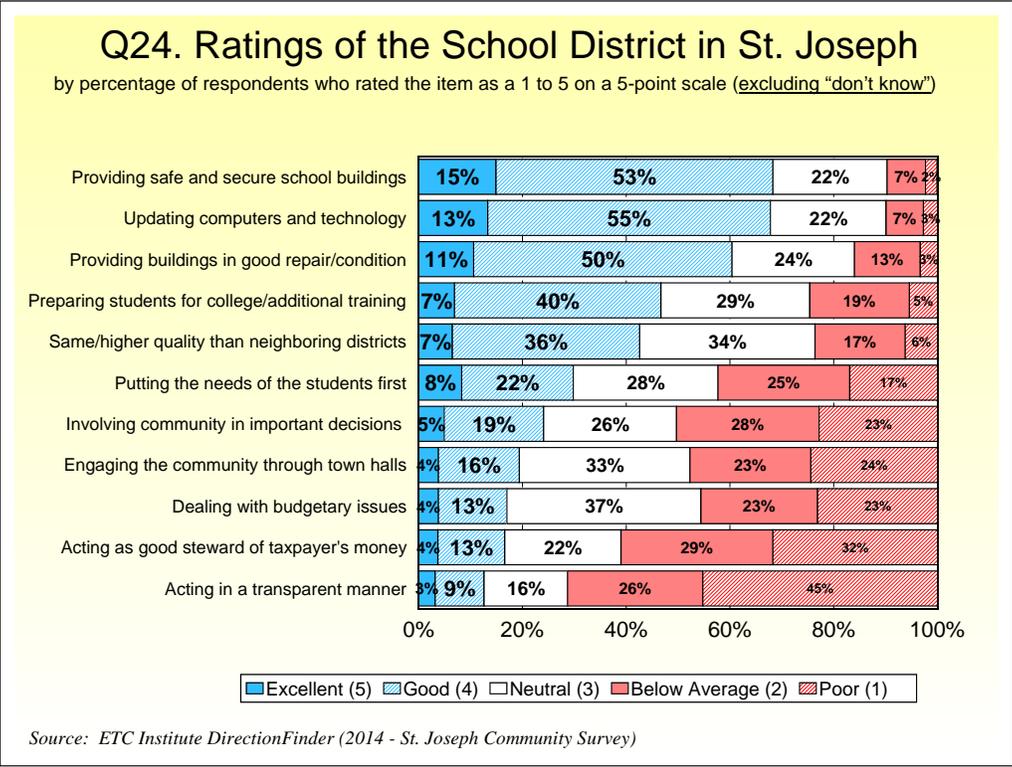
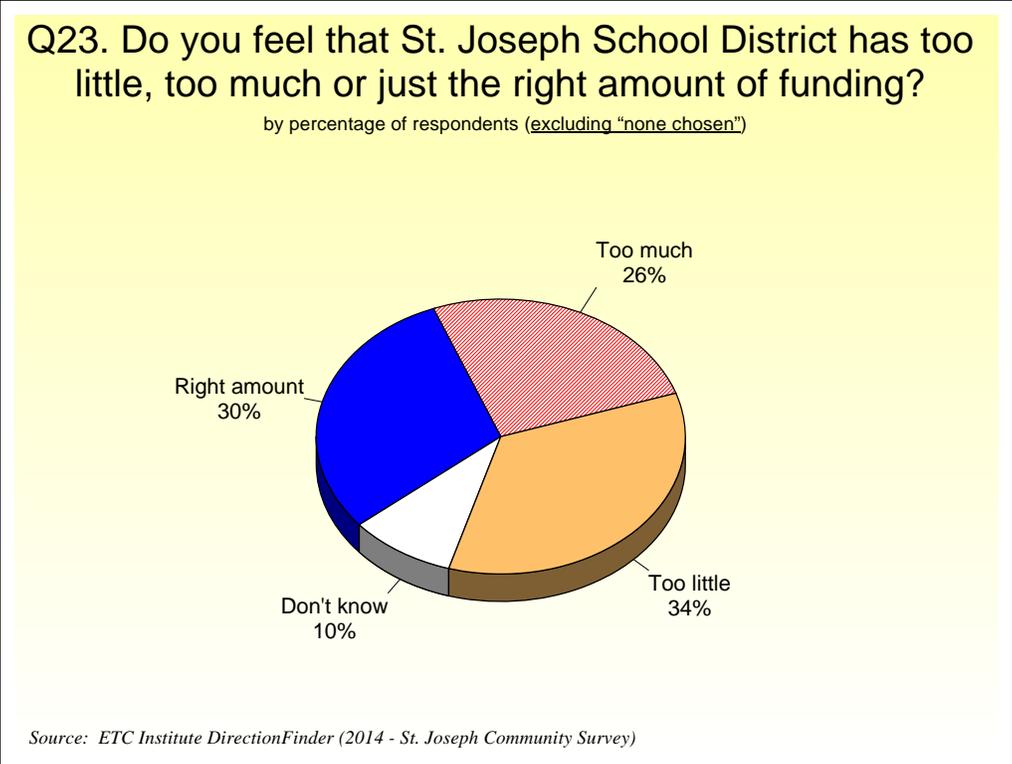
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q22. In school, students are graded with an A, B, C, D, or F. How would you grade our public schools in St. Joseph?

by percentage of respondents

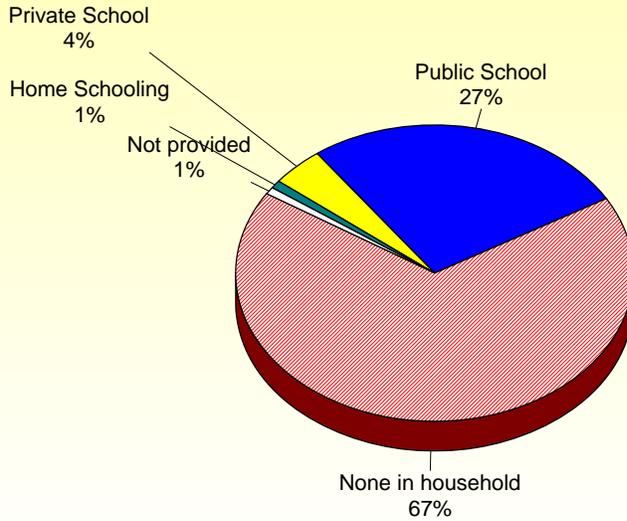


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)



Q25. If you have K-12 school age children, which kind of school do they attend?

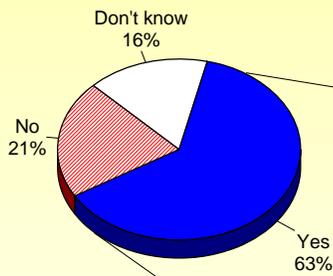
by percentage of respondents (excluding "not provided")



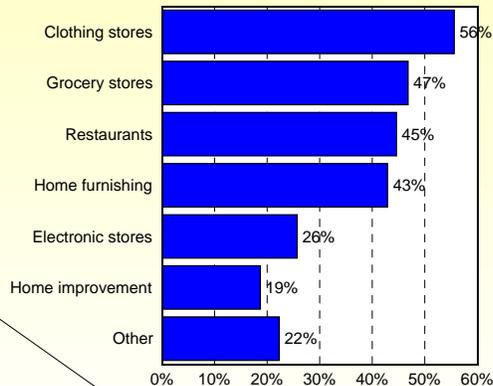
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q26. Would you like to see additional retail business recruited to St. Joseph?

by percentage of respondents



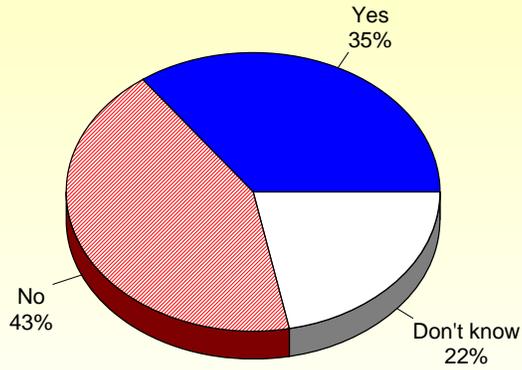
26a. If yes, what types of new retail would you like to see?
(excluding "don't know" - multiple responses allowed)



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q27. Do you feel like you have adequate opportunities to pursue a job in St. Joseph?

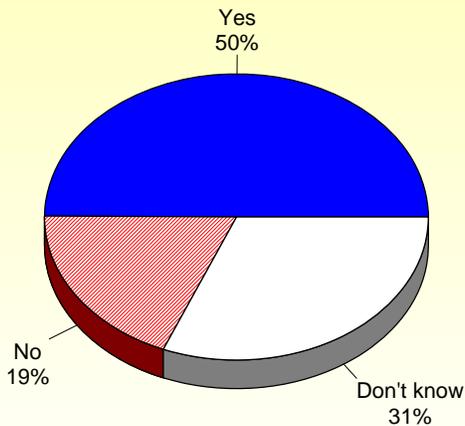
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q28. Do you feel training and educational opportunities in St. Joseph prepare you for a job?

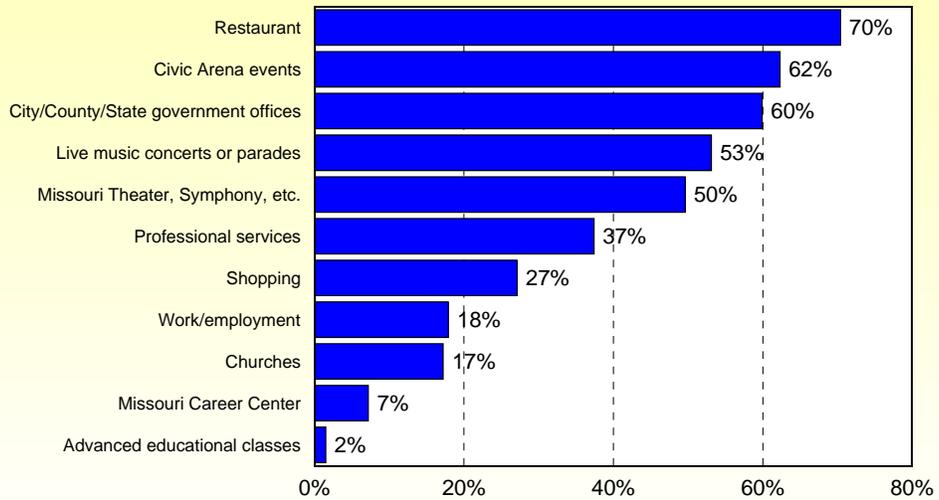
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q29. During the past 2 years, have you visited downtown for any of the following reasons?

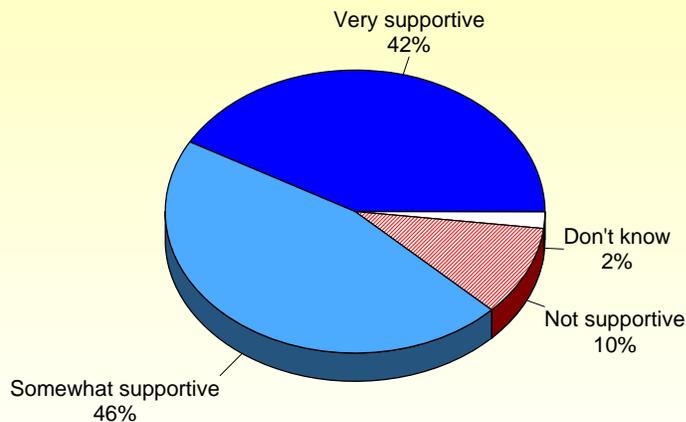
by percentage of respondents with multiple responses allowed (excluding "none of these")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q30. How supportive are you of City programs which encourage new development in older areas of the City?

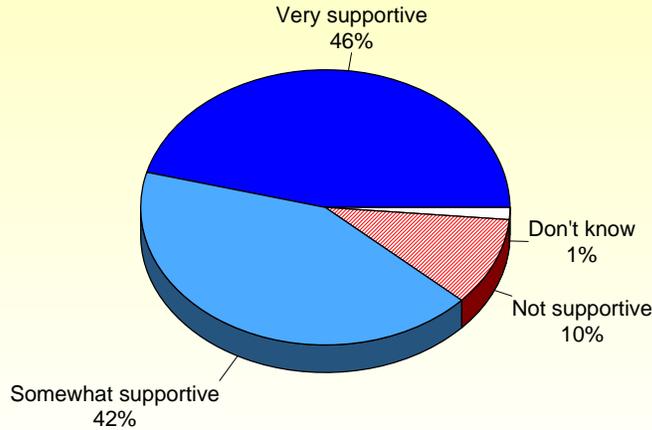
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q31. How supportive are you of City programs which encourage repair of older areas to preserve historical properties?

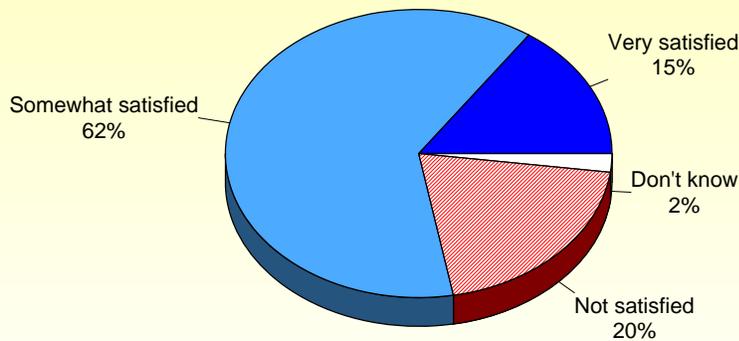
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q32. How satisfied are you that St. Joseph reinvests in itself, by keeping basic services upgraded as needed and plans for the future?

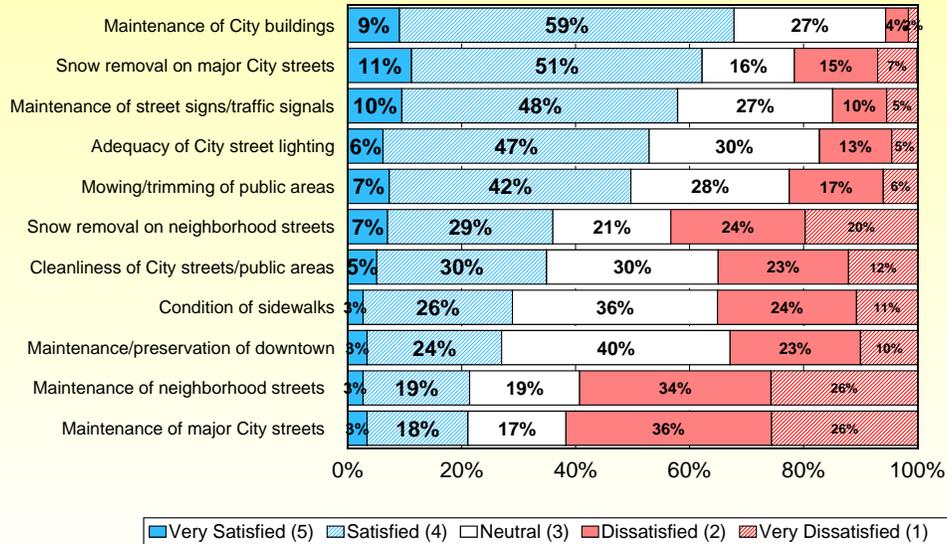
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q33. Satisfaction with Various Aspects of City Maintenance

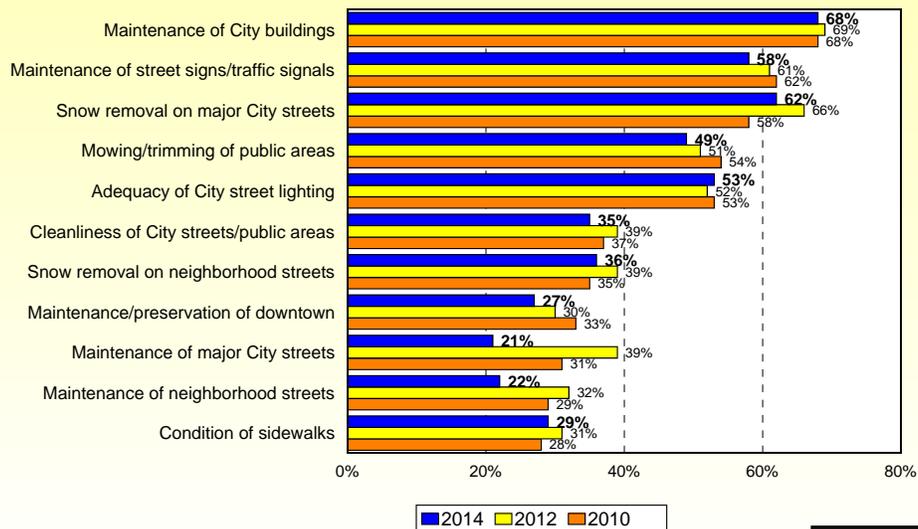
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Satisfaction with Various Aspects of City Maintenance 2010, 2012 & 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding "don't know")

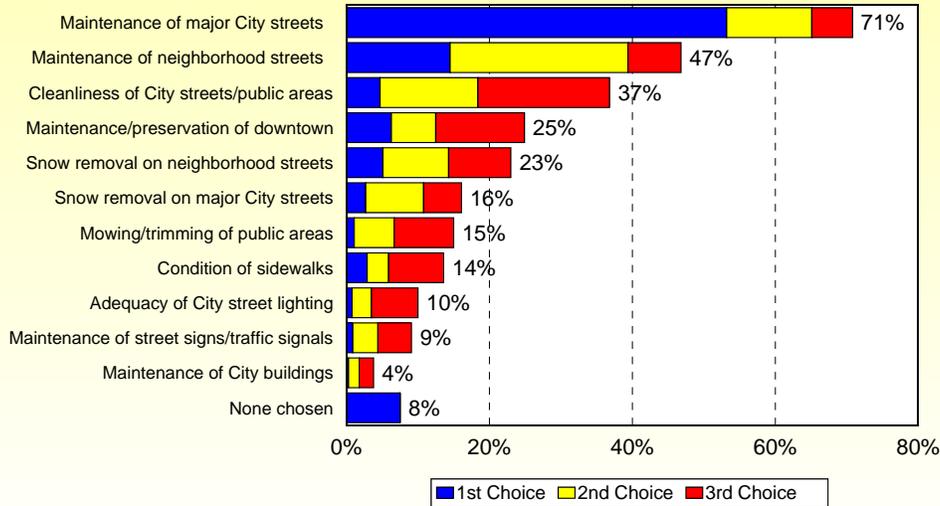


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Trend

Q34. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

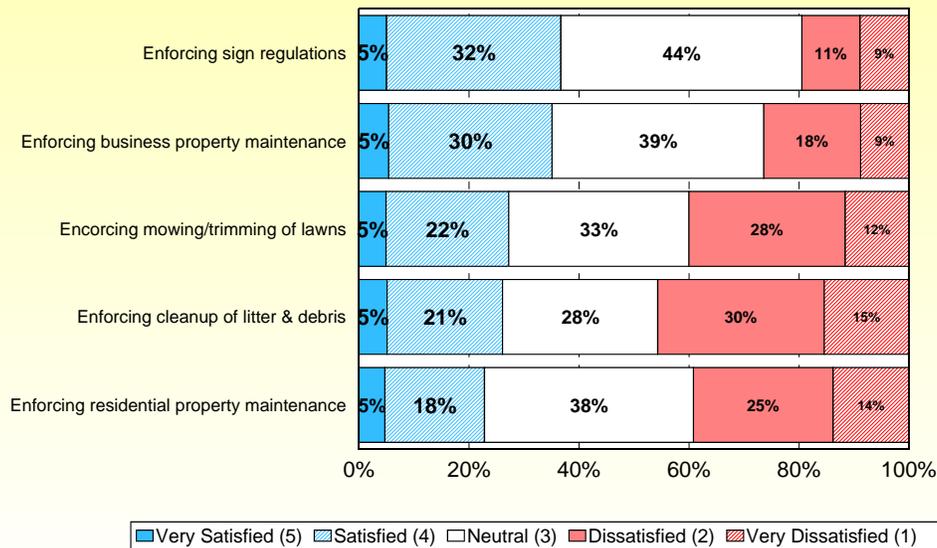
by percentage of respondents who selected the item as one of their top three choices



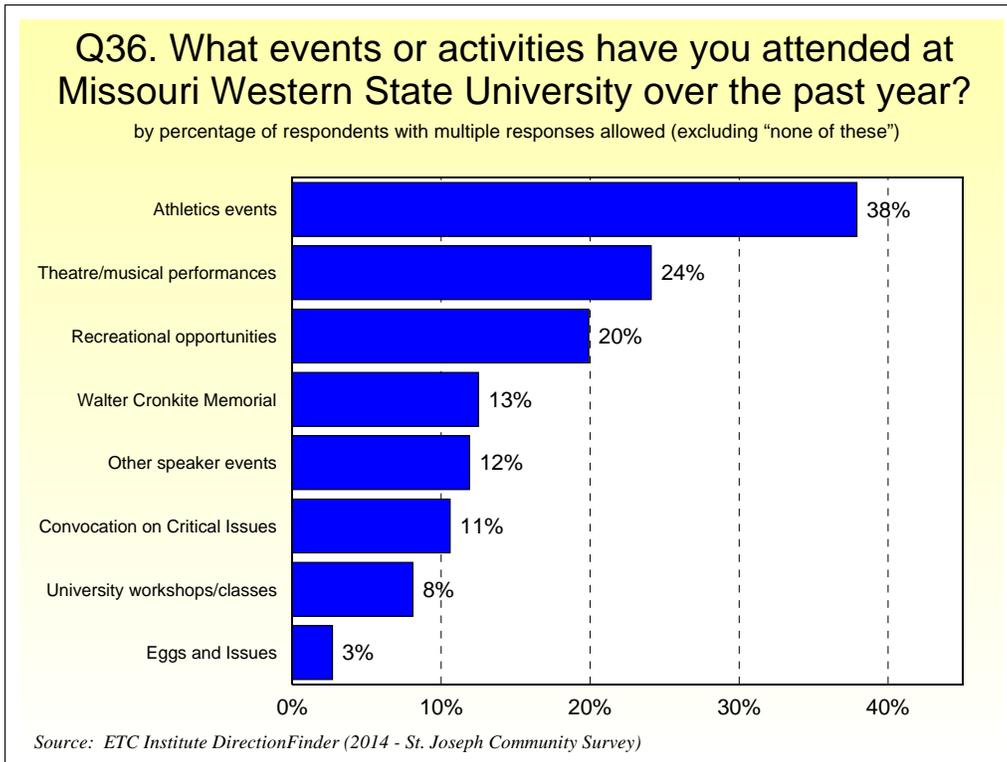
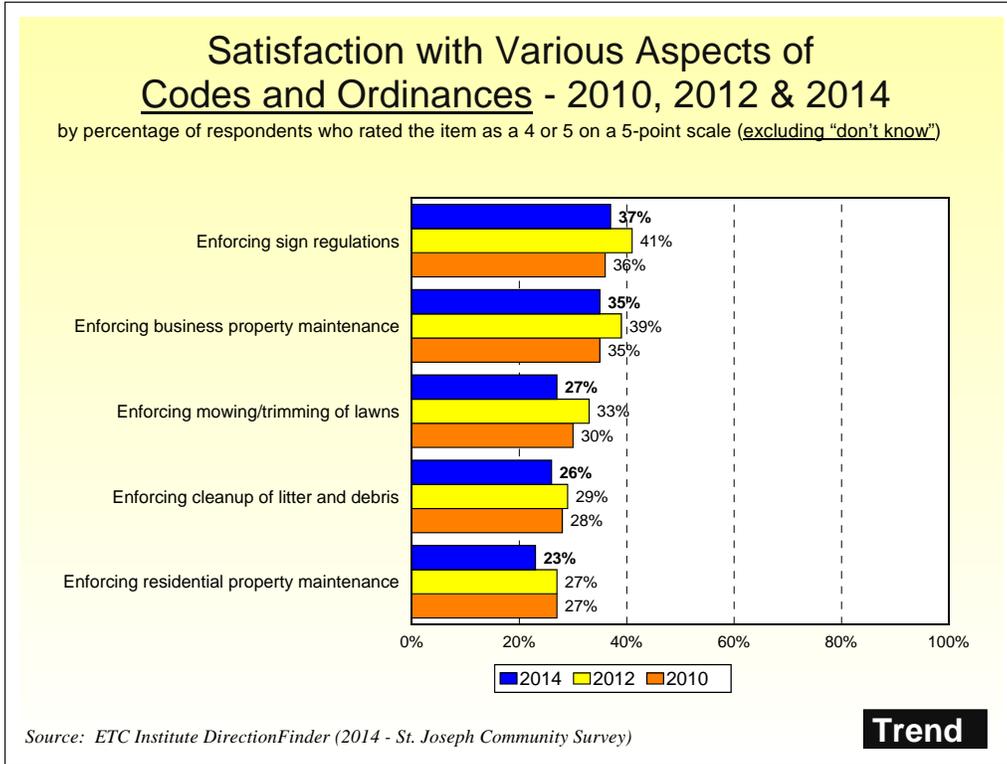
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q35. Satisfaction with Various Aspects of Codes and Ordinances

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")

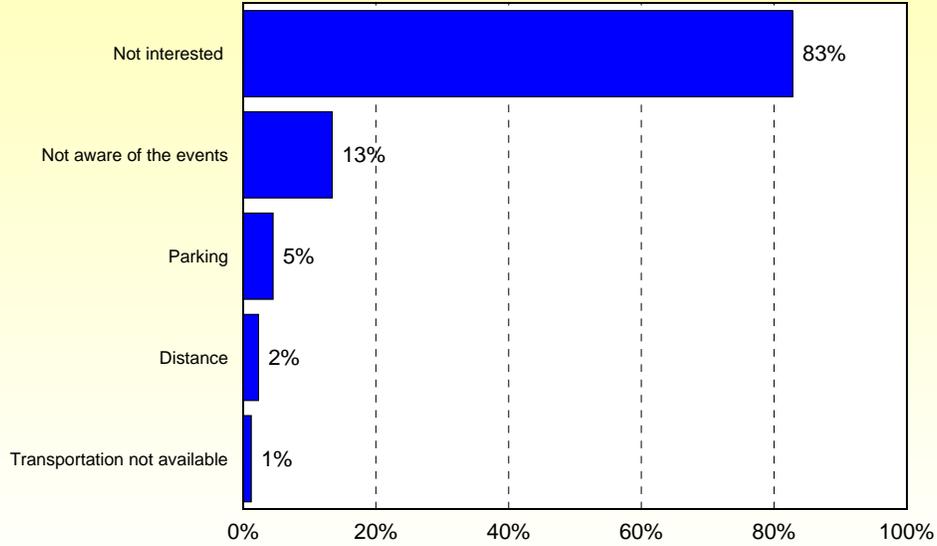


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)



Q37. If you have not attended an event at Missouri Western State University, what is the reason?

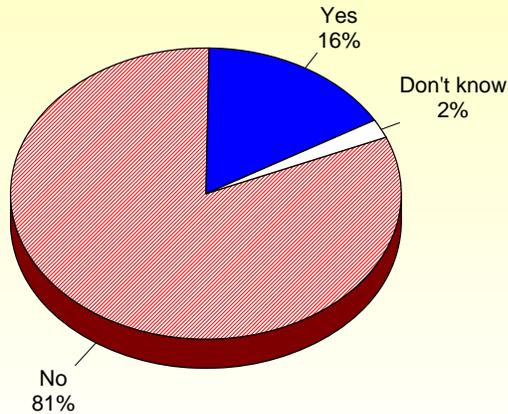
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q38. Missouri Western State University is preparing to celebrate its Centennial year in 2015. Are you aware of this Campaign that is aimed at addressing vital needs for the University?

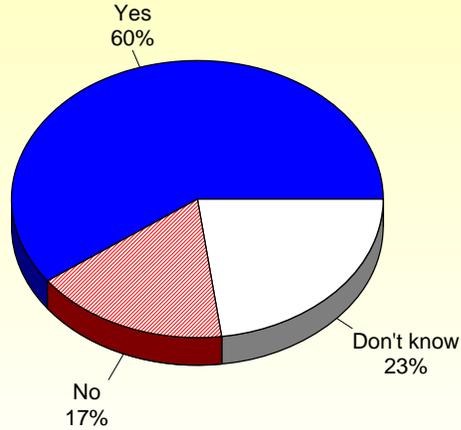
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q39. Would you recommend living in St. Joseph to your friends or family?

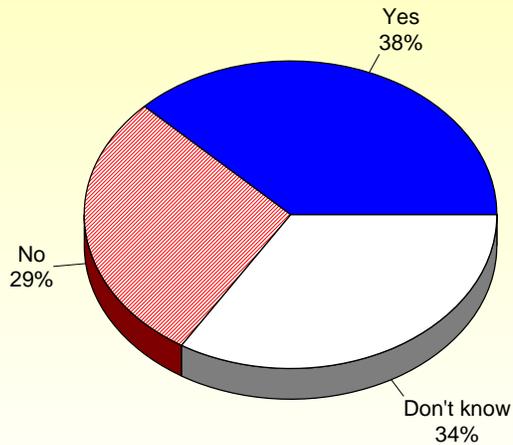
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q40. Do you feel that our community is moving in the right direction?

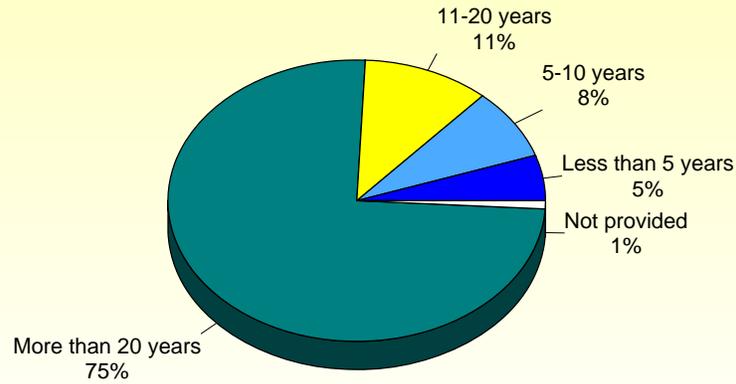
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q41. Demographics: Approximately how many years have you lived in the City of St. Joseph/Buchanan Co.?

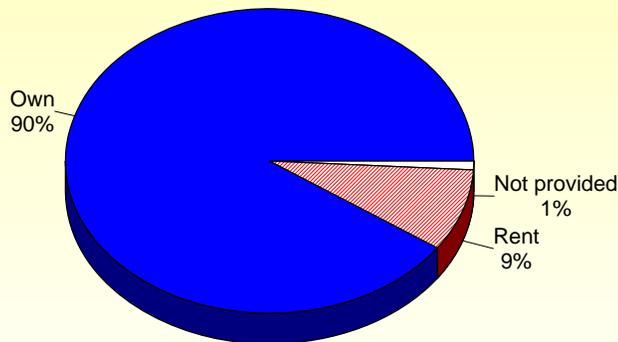
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q43. Demographics: Do you own or rent?

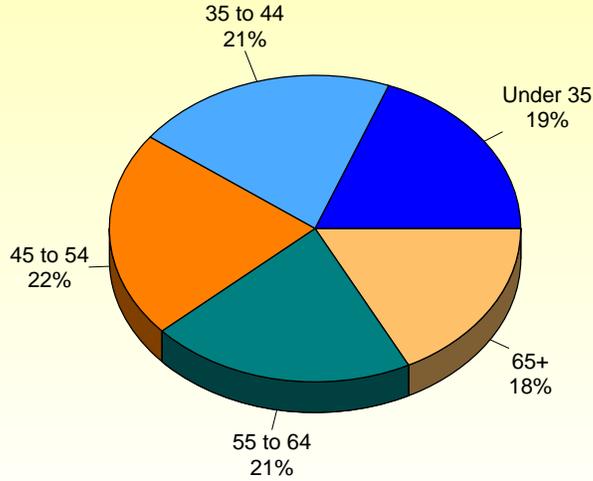
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q44. Demographics: Age of Respondents

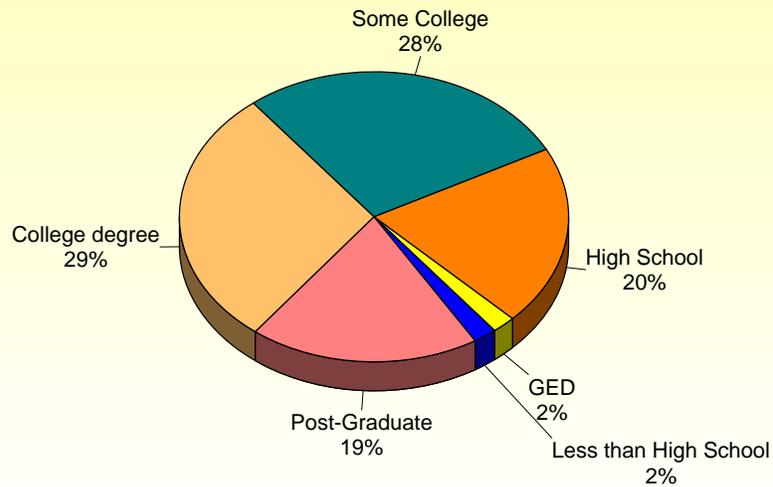
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q45. Demographics: Highest Level of Education of Respondents

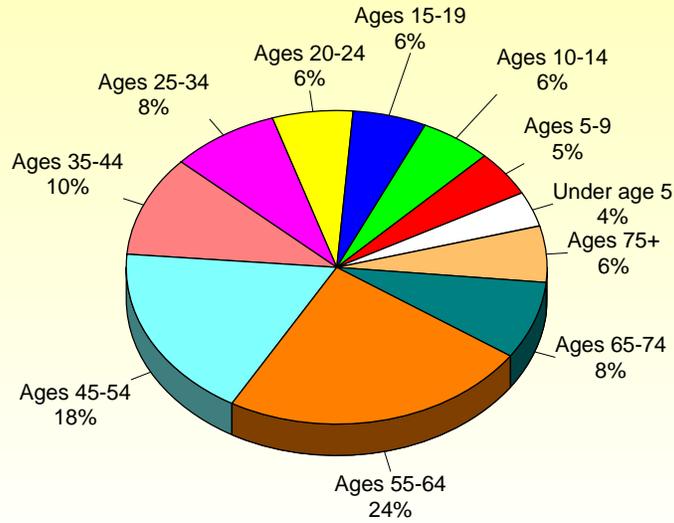
by percentage of respondents



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q46. Demographics: Ages of All Household Members

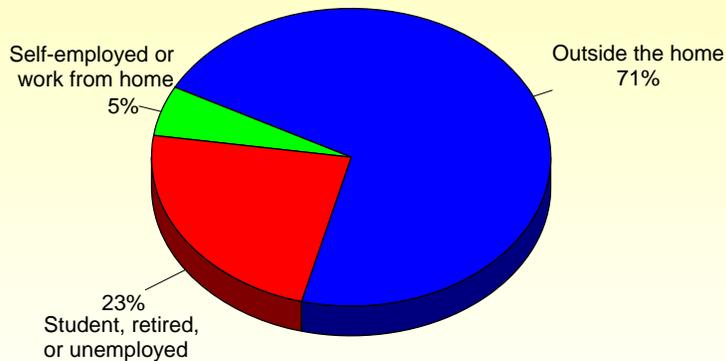
by percentage of persons in households



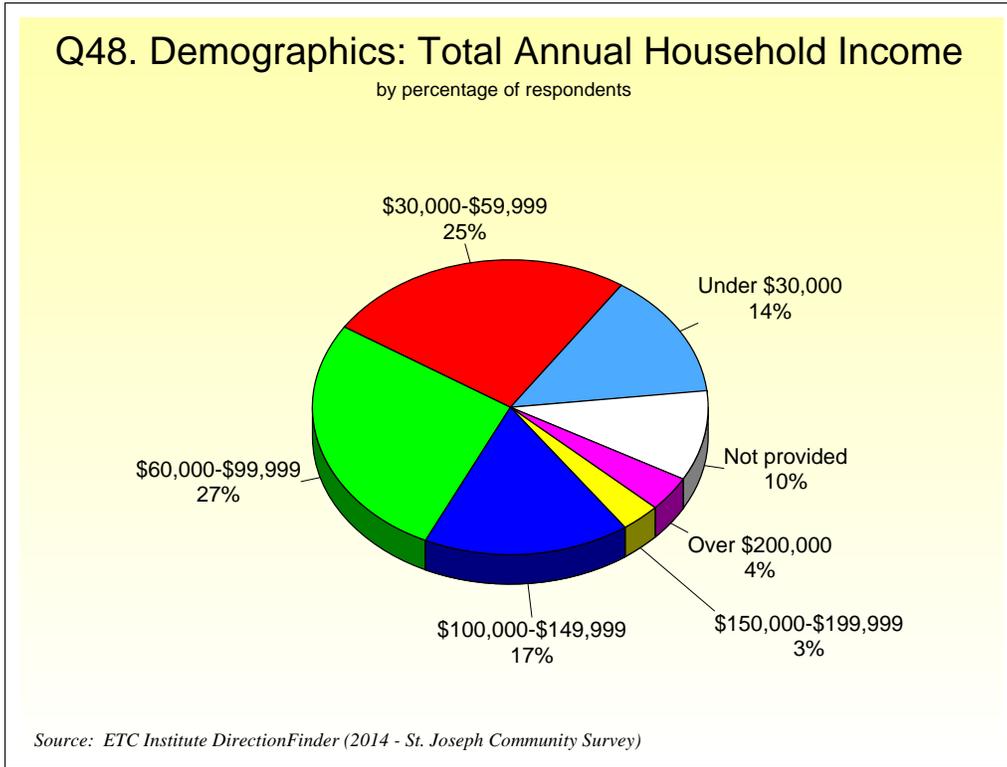
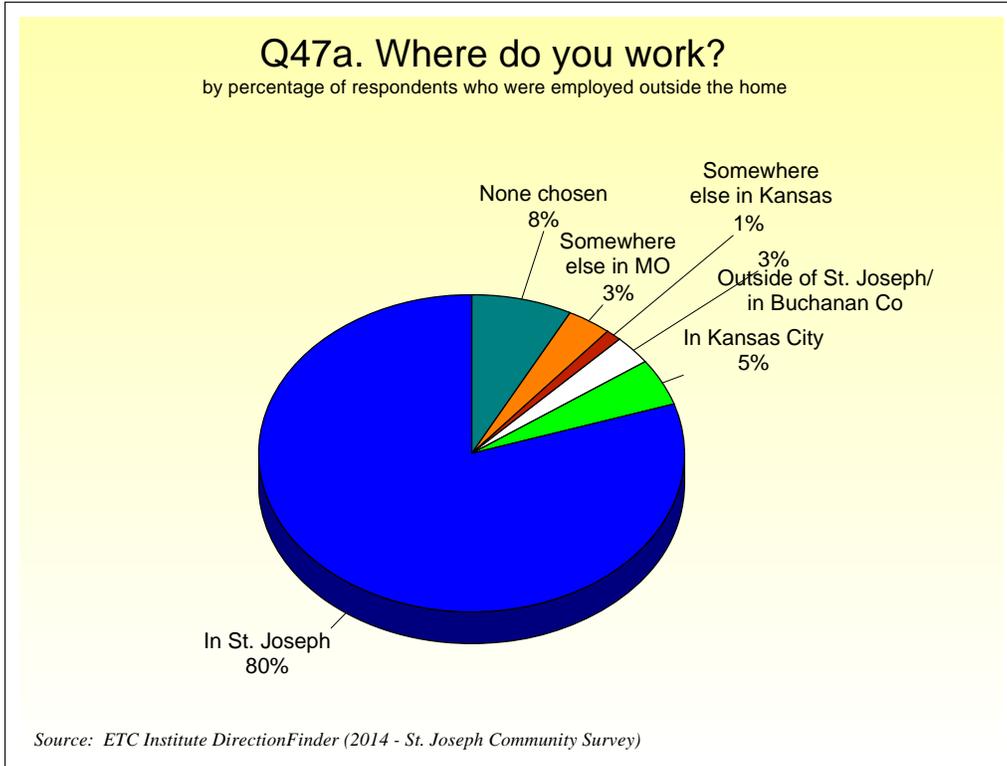
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q47. Which Of the Following Best Describes Your Current Place of Employment?

by percentage of respondents

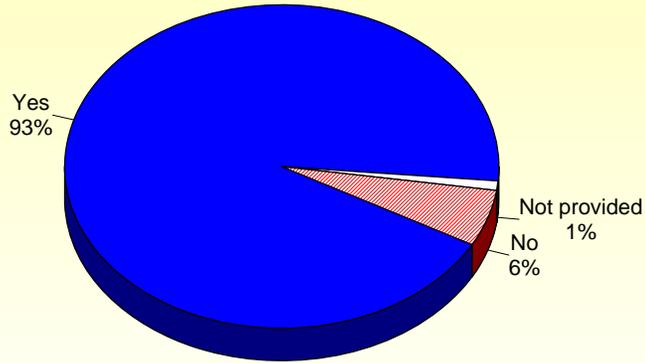


Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)



Q49. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

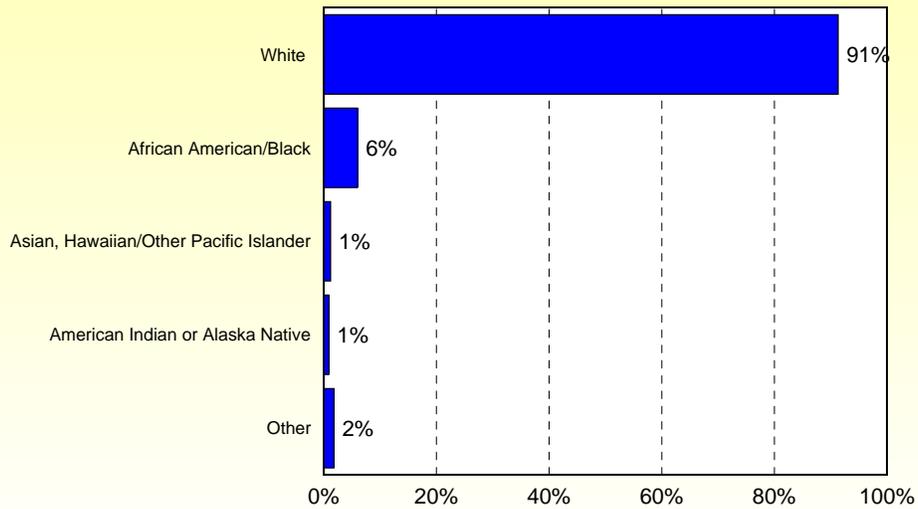
by percentage of respondents



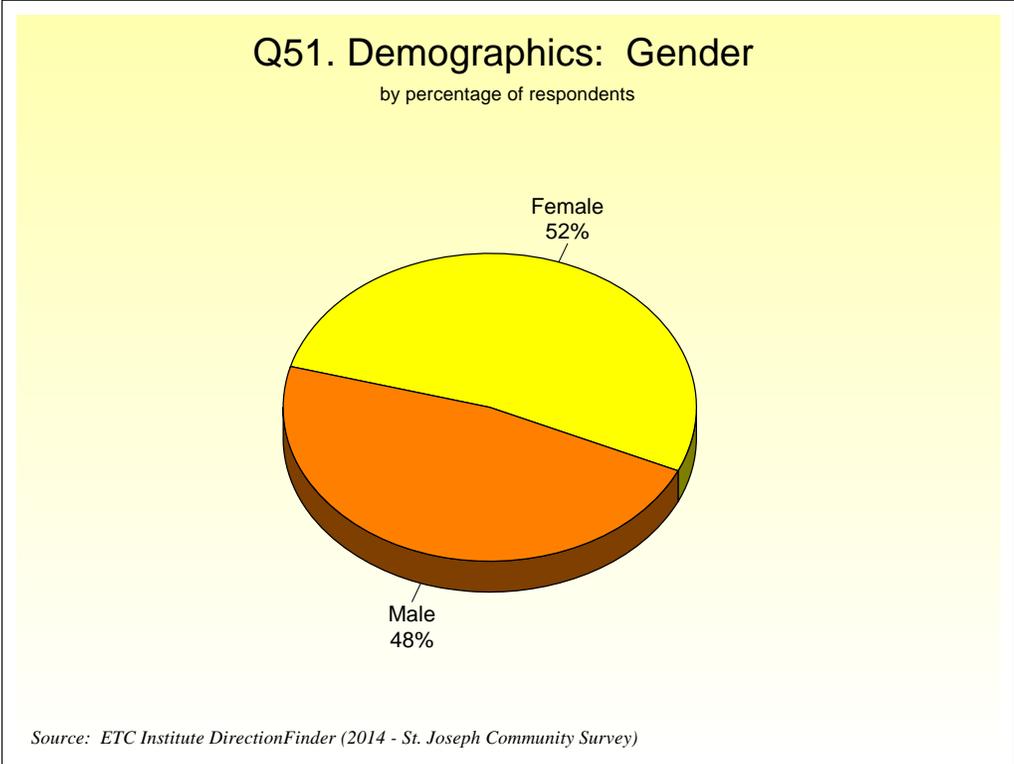
Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)

Q50. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2014 - St. Joseph Community Survey)



Section 2:
Benchmarking Analysis



DirectionFinder® Survey

Year 2014 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states.

This report contains benchmarking data from three sources: (1) an annual national survey that was administered by ETC Institute to a random sample of more than 3,000 residents in the continental United States, (2) an annual national survey that was administered to 400 residents in Kansas and Missouri communities, and (3) surveys that have been administered by ETC Institute in 33 communities in Kansas and Missouri between January 2010 and June 2014. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Coffeyville, Kansas
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National/Regional Benchmarks. The first set of charts on the following pages show how the overall results for St. Joseph compare to the national average and regional Kansas/Missouri average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 3,000 U.S. residents and 400 residents in Kansas and Missouri communities.

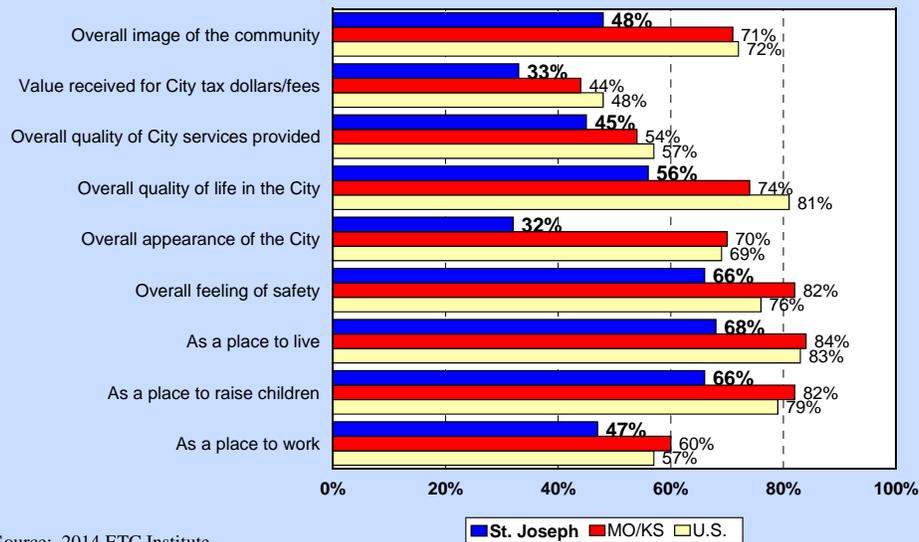
Kansas City Metro Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 33 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for communities in Kansas and Missouri. The actual ratings for St. Joseph are listed to the right of each chart. The dot on each bar shows how the results for St. Joseph compare to other communities in Kansas and Missouri where the DirectionFinder® survey has been administered.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of St. Joseph is not authorized without written consent from ETC Institute.

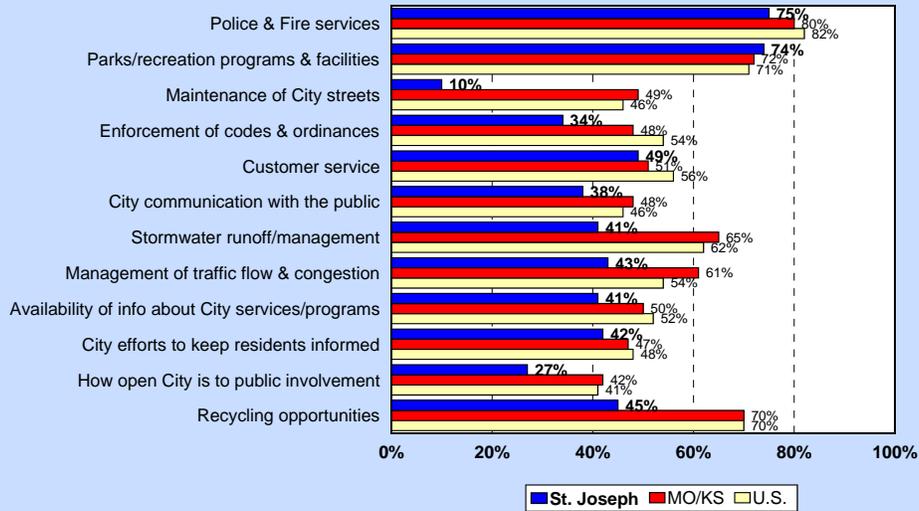
Overall Ratings of the Community St. Joseph vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Various City Services St. Joseph vs. MO/KS vs. the U.S.

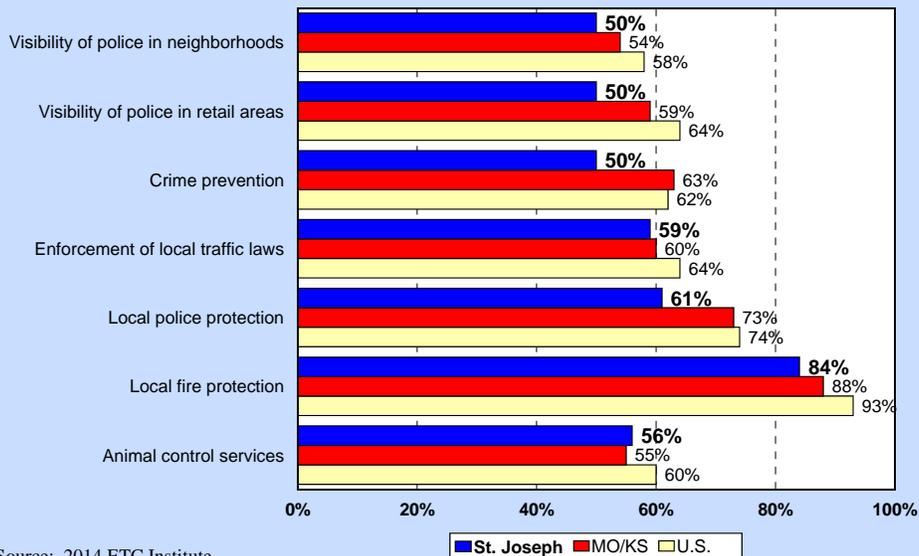
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



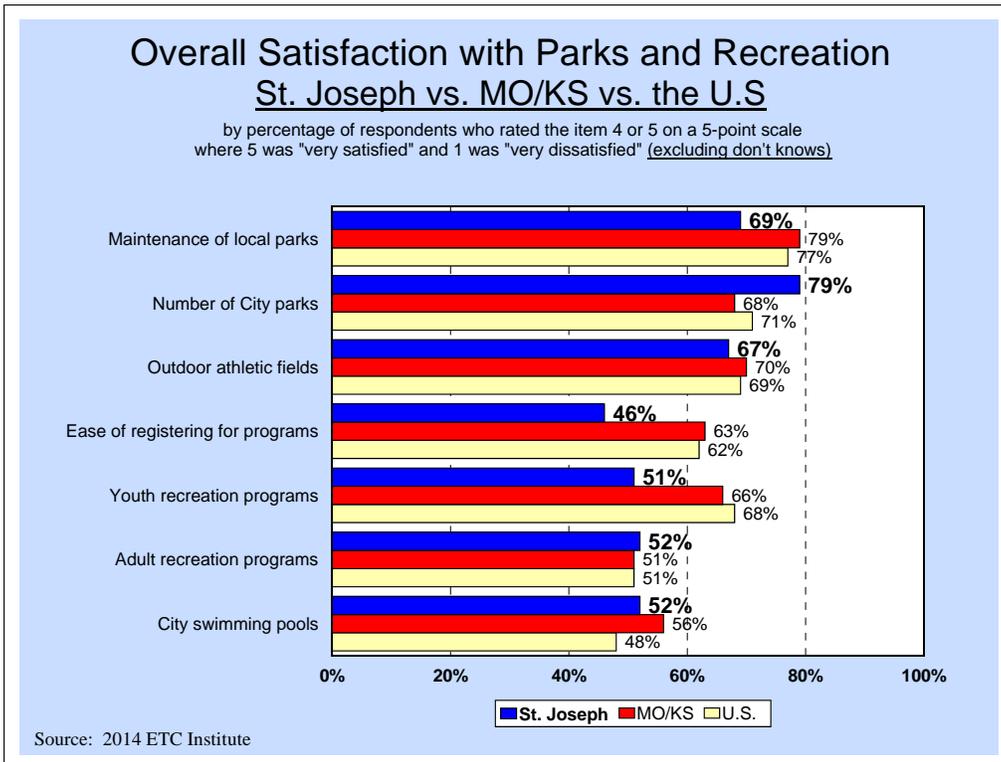
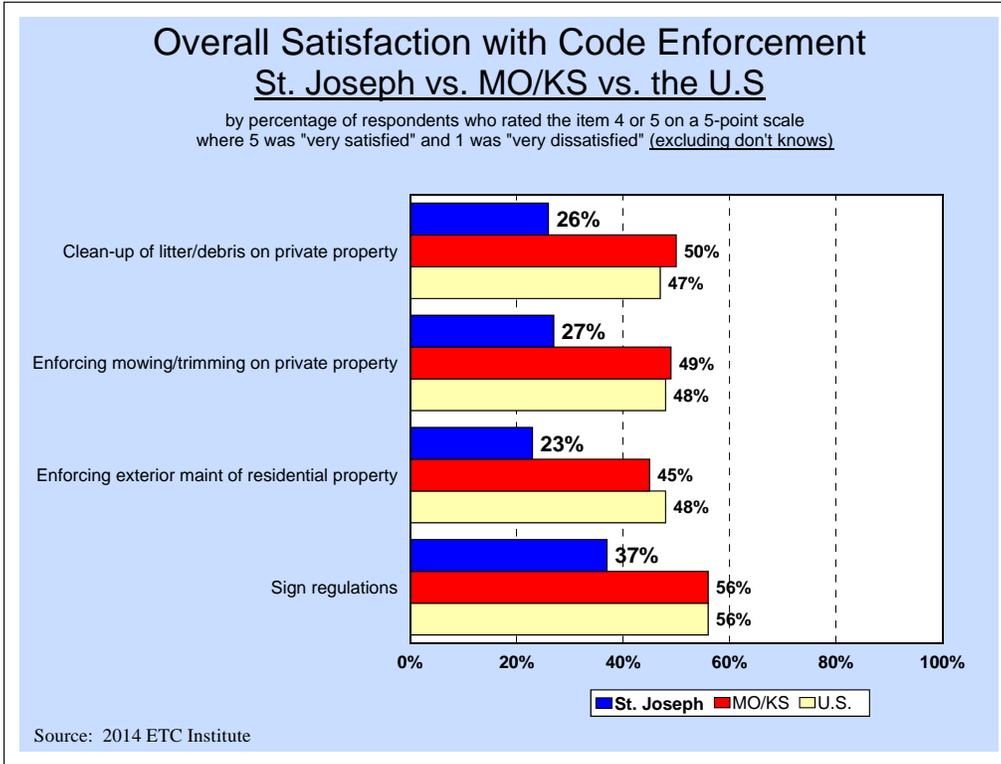
Source: 2014 ETC Institute

Overall Satisfaction with Public Safety St. Joseph vs. MO/KS vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

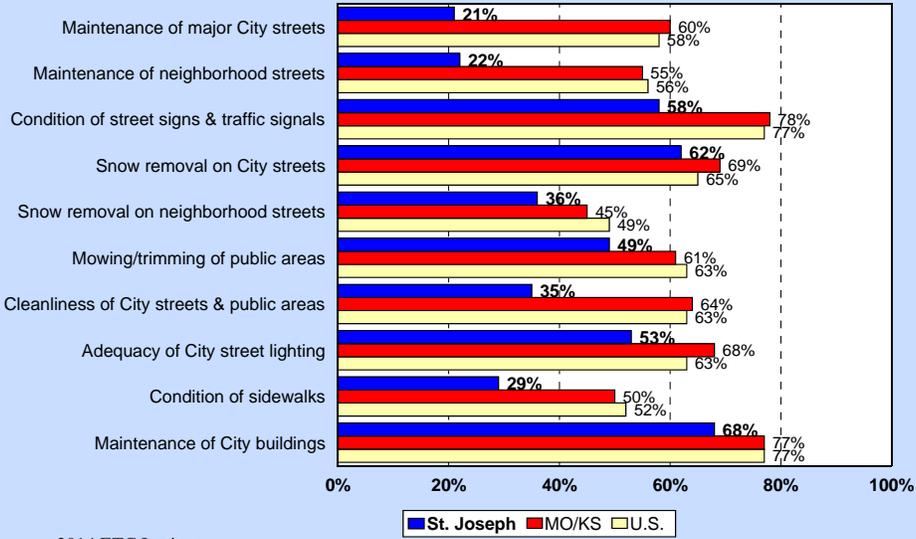


Source: 2014 ETC Institute



Overall Satisfaction with City Maintenance St. Joseph vs. MO/KS vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

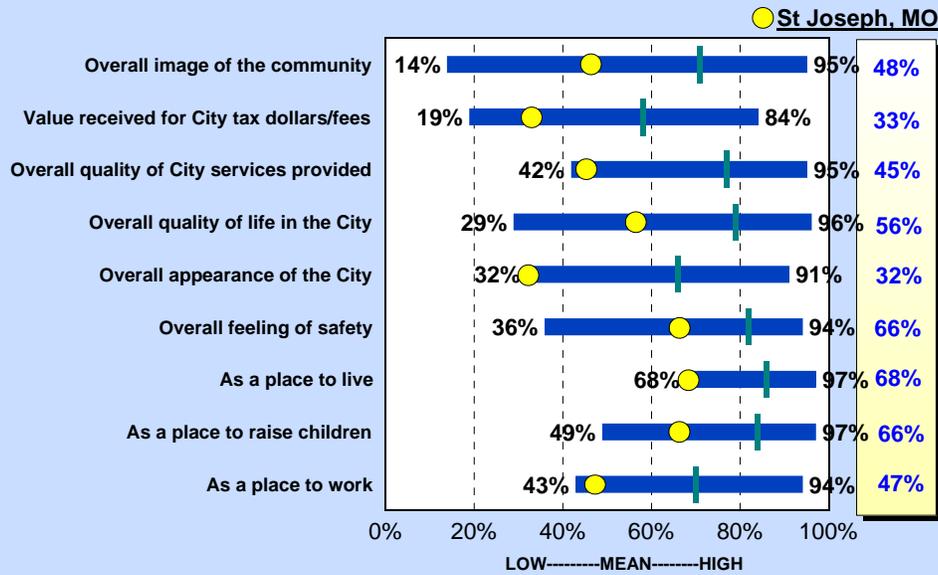


Kansas and Missouri Benchmarks

Source: 2014 ETC Institute

Overall Ratings of Kansas and Missouri Communities in 2014

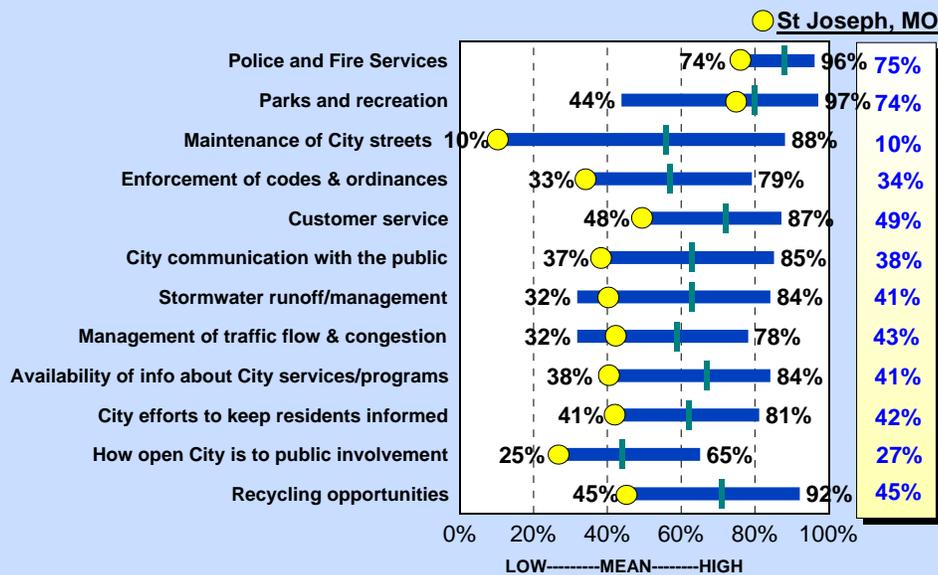
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



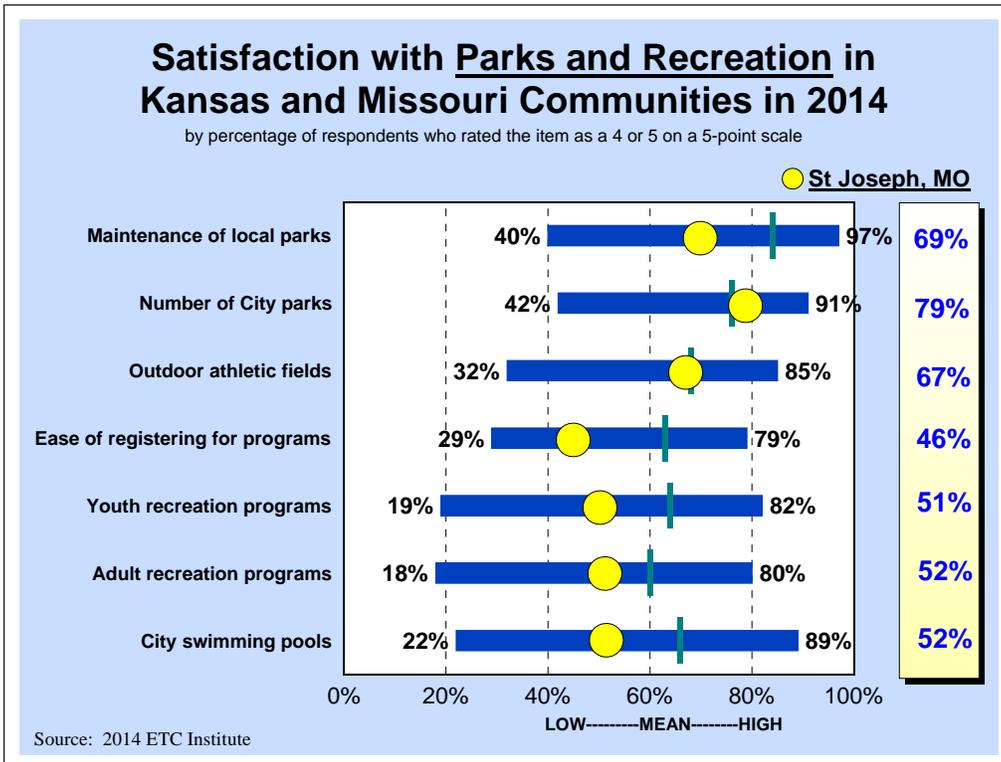
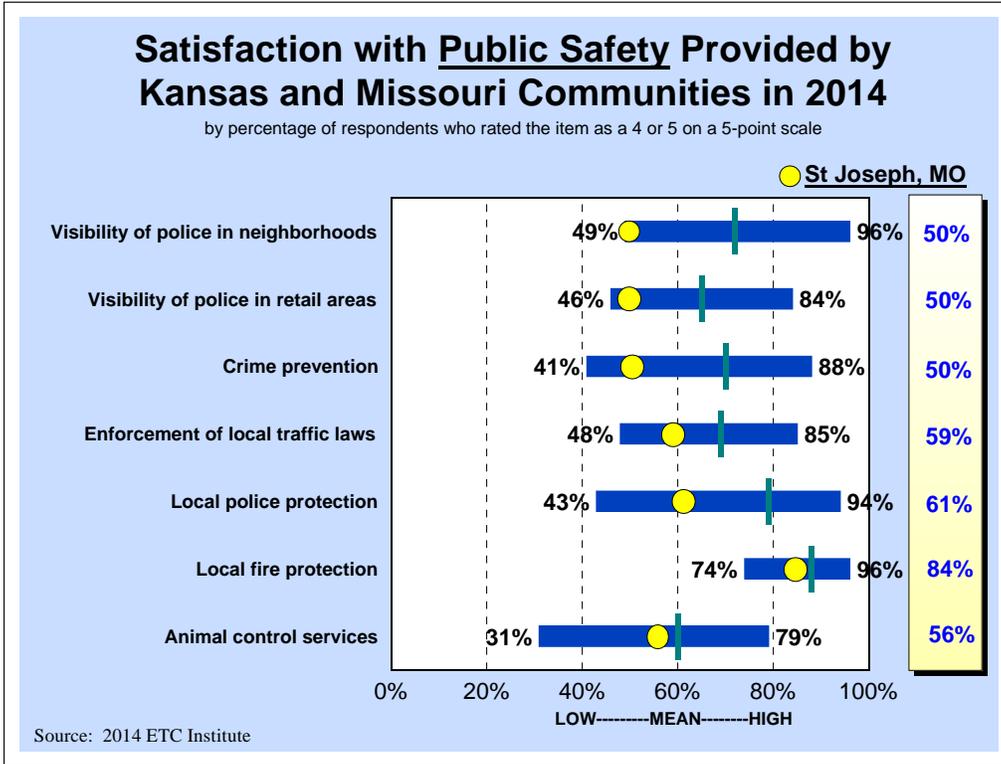
Source: 2014 ETC Institute

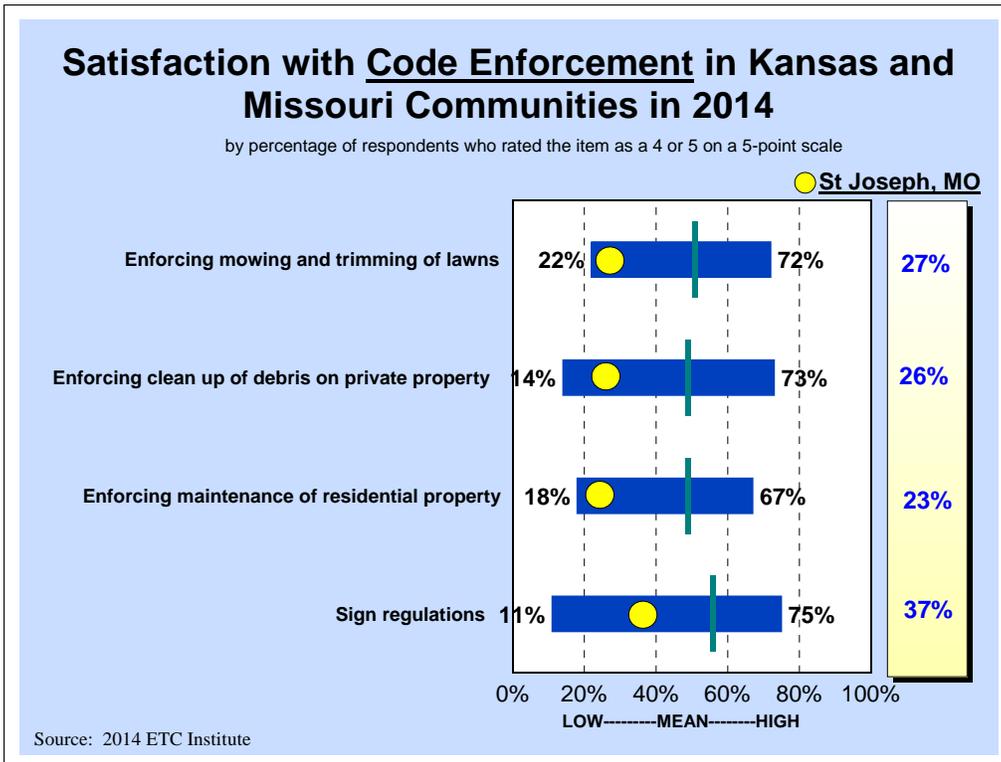
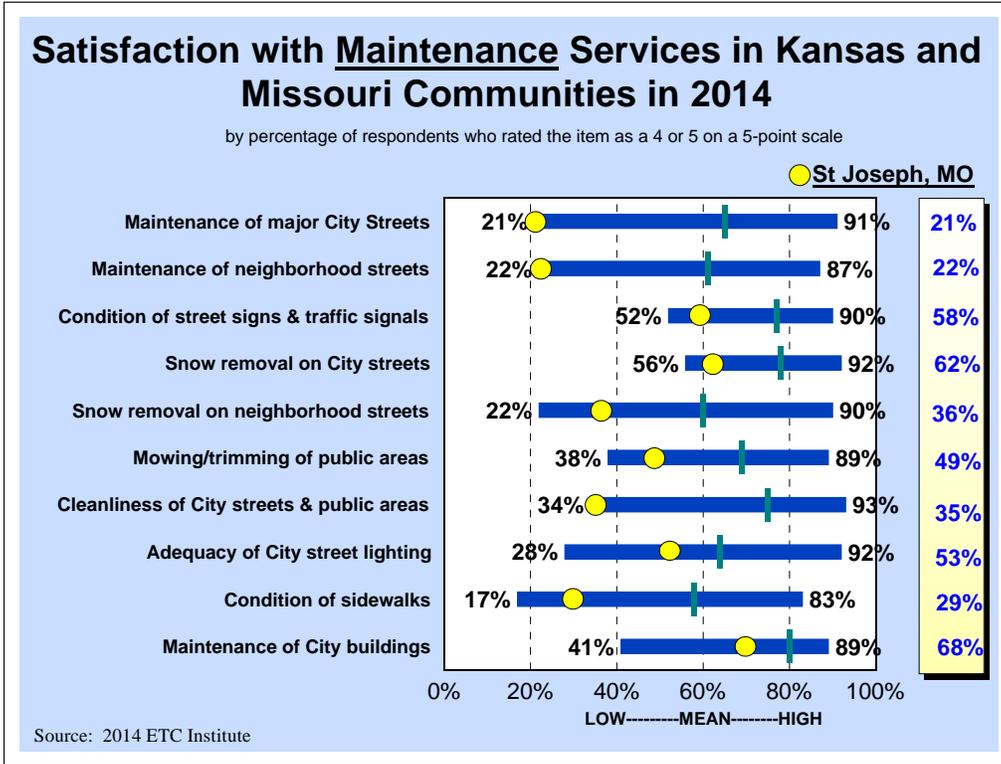
Overall Satisfaction Various Services Provided by Kansas and Missouri Communities in 2014

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: 2014 ETC Institute





Section 3:
Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

The City of St. Joseph, MO

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS=Importance \times (1-Satisfaction)]$.

Example of the Calculation. Respondents were asked to identify the major services they thought were the most important for the City to provide. Seventy-three percent (73%) of residents selected "overall maintenance of city streets" as the most important major service to provide.

With regard to satisfaction, approximately ten percent (10.2%) of the residents surveyed rated their overall satisfaction with “overall maintenance of city streets” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “overall maintenance of city streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 73% was multiplied by 89.8% (1-0.102). This calculation yielded an I-S rating of 0.6555, which ranked first out of fourteen major City services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for St. Joseph are provided on the following pages.

Importance-Satisfaction Rating City of St. Joseph, MO OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of city streets	73%	1	10%	14	0.6555	1
<u>High Priority (IS .10-.20)</u>						
Management of traffic flow and congestion	23%	3	43%	7	0.1305	2
City's openness to public input from residents	16%	6	27%	13	0.1204	3
Recycling opportunities	20%	4	45%	6	0.1110	4
<u>Medium Priority (IS < .10)</u>						
Enforcement of city codes and ordinances	15%	7	34%	12	0.0961	5
Effectiveness of City communication	14%	8	38%	11	0.0887	6
Quality of police and fire services	31%	2	75%	1	0.0778	7
Quality of city wastewater service	12%	9	45%	5	0.0631	8
City efforts to inform about local issues	10%	11	41%	8	0.0586	9
Quality of City's stormwater/runoff management	9%	12	41%	10	0.0526	10
Maintenance of buildings/facilities	11%	10	53%	3	0.0514	11
Quality of parks/recreation programs/facilities	18%	5	74%	2	0.0486	12
Quality of customer service from city employees	9%	13	49%	4	0.0456	13
Availability of info about City programs/services	7%	14	41%	9	0.0389	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of St. Joseph, MO

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
City's efforts to prevent crime	58%	1	50%	8	0.2934	1
Visibility of police in neighborhoods	52%	2	50%	6	0.2616	2
<u>High Priority (IS .10-.20)</u>						
Quality of St. Joseph police protection	43%	3	61%	3	0.1681	3
Visibility of police in retail areas	21%	6	50%	7	0.1035	4
<u>Medium Priority (IS < .10)</u>						
Environmental health inspections	28%	4	65%	2	0.0968	5
Quality of animal control	16%	8	56%	5	0.0689	6
Enforcement of local traffic laws	16%	7	59%	4	0.0665	7
Quality of St. Joseph fire protection	25%	5	83%	1	0.0415	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of St. Joseph, MO

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Riverfront recreational development	32%	2	28%	14	0.2324	1
<u>High Priority (IS .10-.20)</u>						
Recreational opportunities at Lake Contrary	21%	3	17%	15	0.1726	2
Maintenance of City parks	47%	1	69%	3	0.1482	3
<u>Medium Priority (IS < .10)</u>						
City aquatic park/swimming pools	17%	5	52%	8	0.0821	4
Availability of info about parks/rec programs	16%	7	50%	11	0.0813	5
Available adult fitness/rec programs	16%	8	53%	7	0.0751	6
Available youth fitness/rec programs	15%	9	50%	9	0.0729	7
Special events and festivals	21%	4	65%	5	0.0722	8
Fees charged for recreation programs	13%	11	47%	12	0.0694	9
Senior recreational activities	14%	10	50%	10	0.0685	10
Quality of outdoor athletic fields	17%	6	67%	4	0.0559	11
City rec center	6%	14	60%	6	0.0240	12
Number of parkway walking/biking trails	13%	12	82%	1	0.0229	13
Ease of registering for programs	4%	15	46%	13	0.0228	14
Number of City parks	7%	13	79%	2	0.0154	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2014 DirectionFinder by ETC Institute

Importance-Satisfaction Rating

City of St. Joseph, MO

City Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of major City streets	71%	1	21%	11	0.5594	1
Maintenance of neighborhood streets	47%	2	21%	10	0.3678	2
Cleanliness of City streets/public areas	37%	3	35%	7	0.2396	3
<u>High Priority (IS .10-.20)</u>						
Maintenance/preservation of downtown	25%	4	27%	9	0.1818	4
Snow removal on neighborhood streets	23%	5	36%	6	0.1478	5
<u>Medium Priority (IS < .10)</u>						
Condition of sidewalks	14%	8	29%	8	0.0967	6
Mowing/trimming of public areas	15%	7	50%	5	0.0749	7
Snow removal on major City streets	16%	6	62%	2	0.0609	8
Adequacy of City street lighting	10%	9	53%	4	0.0471	9
Maintenance of street signs/traffic signals	9%	10	58%	3	0.0379	10
Maintenance of City buildings	4%	11	68%	1	0.0122	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

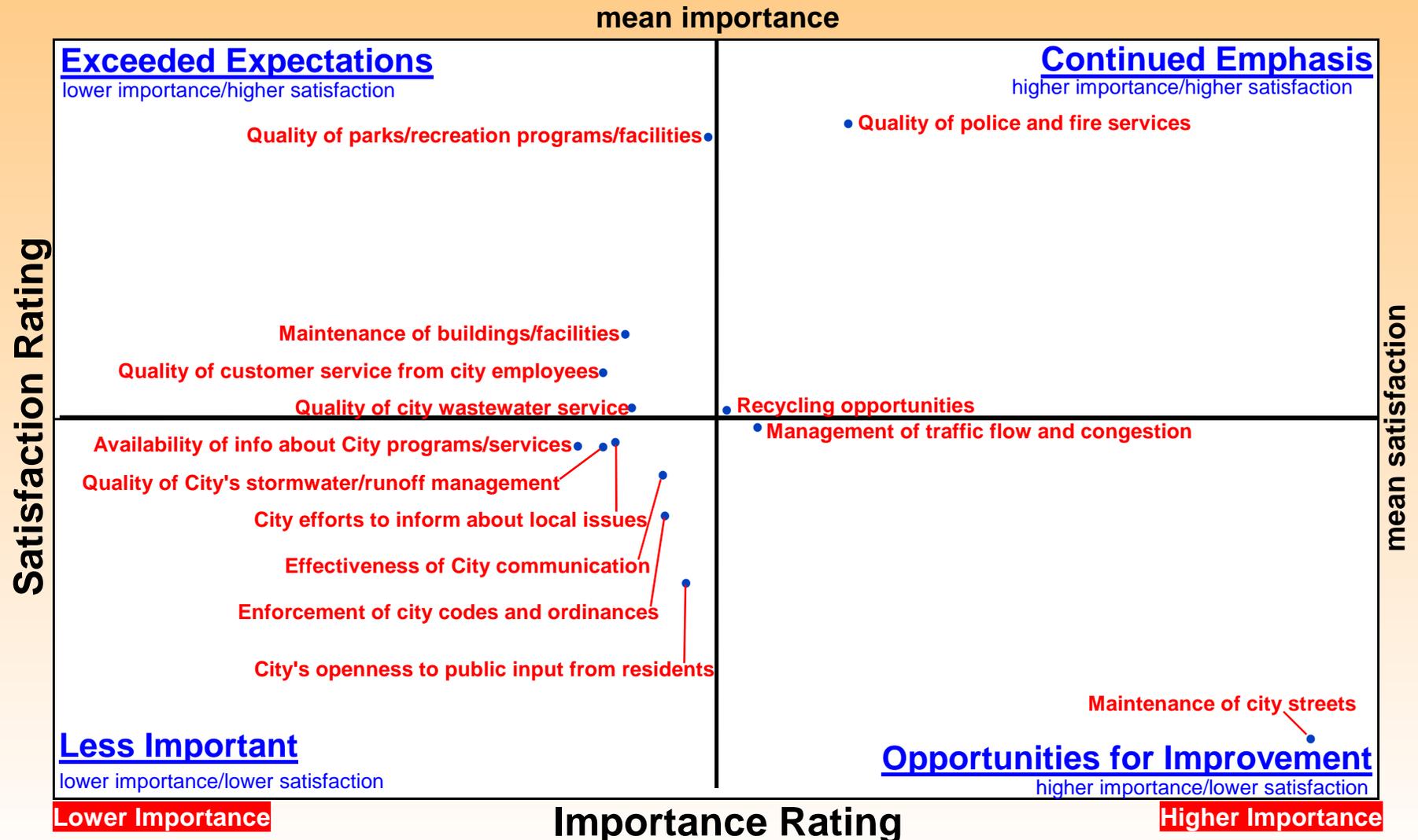
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for St. Joseph are provided on the following pages.

2014 St. Joseph Community Survey Importance-Satisfaction Assessment Matrix

-Overall-

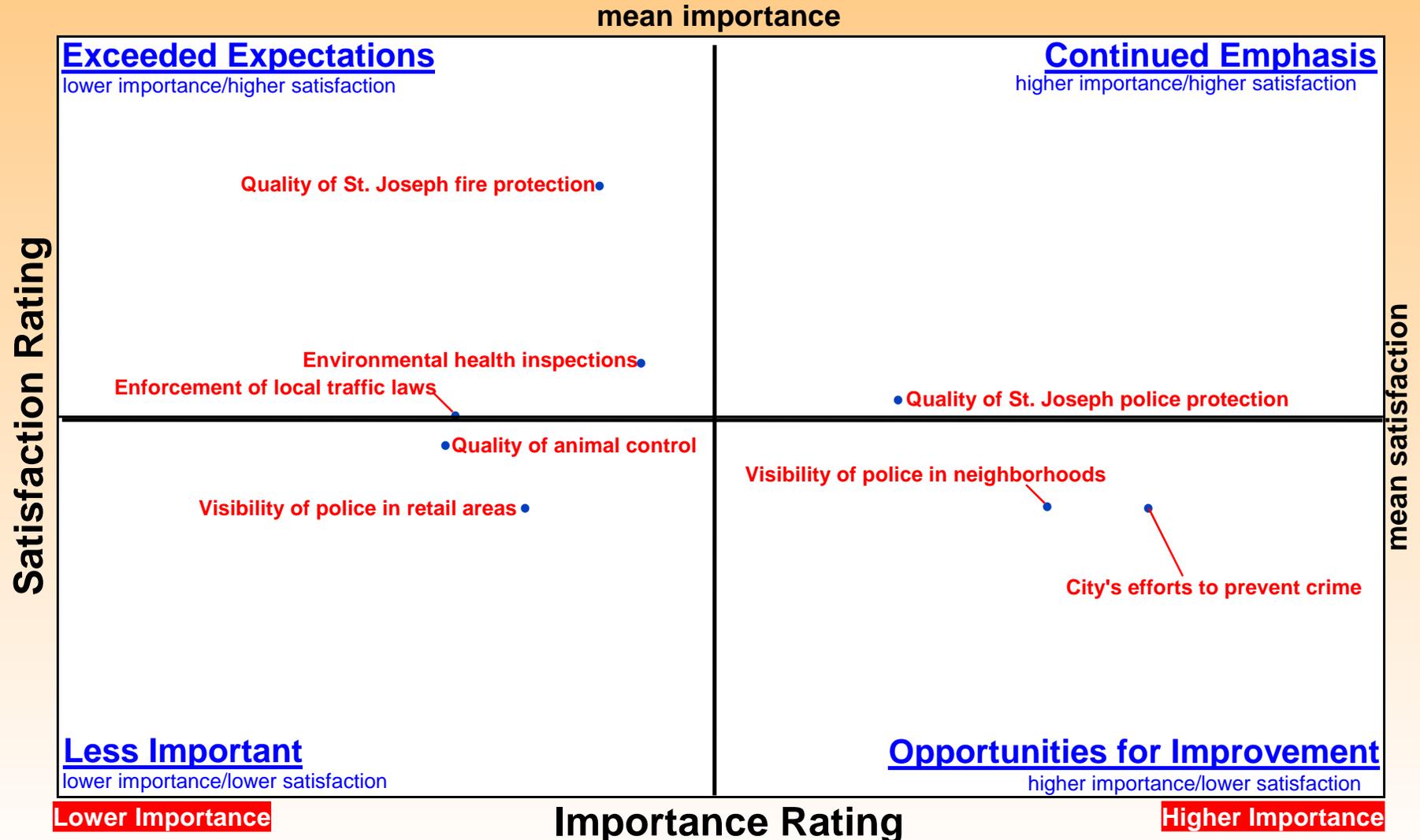
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

2014 St. Joseph Community Survey Importance-Satisfaction Assessment Matrix -Public Safety-

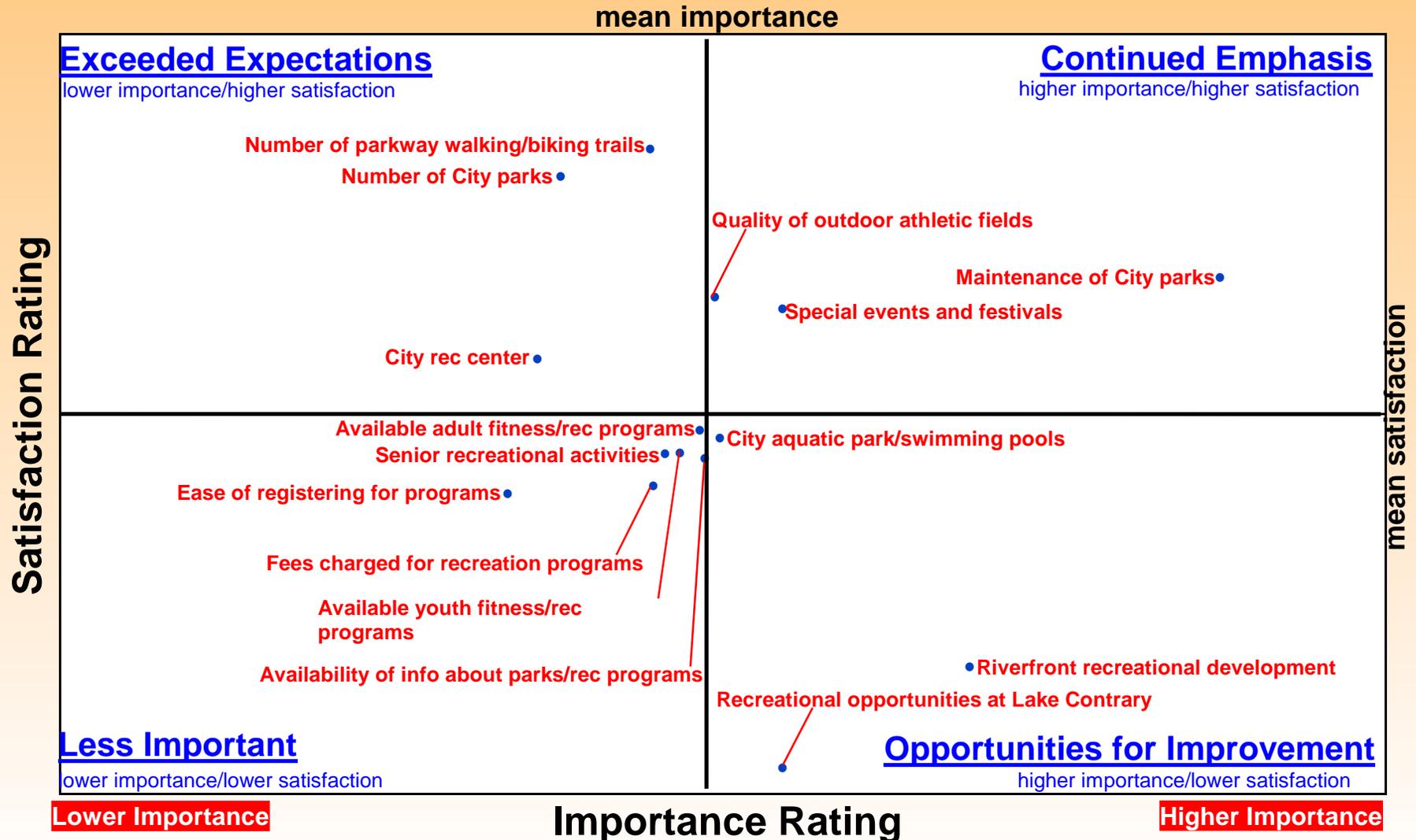
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

2014 St. Joseph Community Survey Importance-Satisfaction Assessment Matrix -Parks and Recreation-

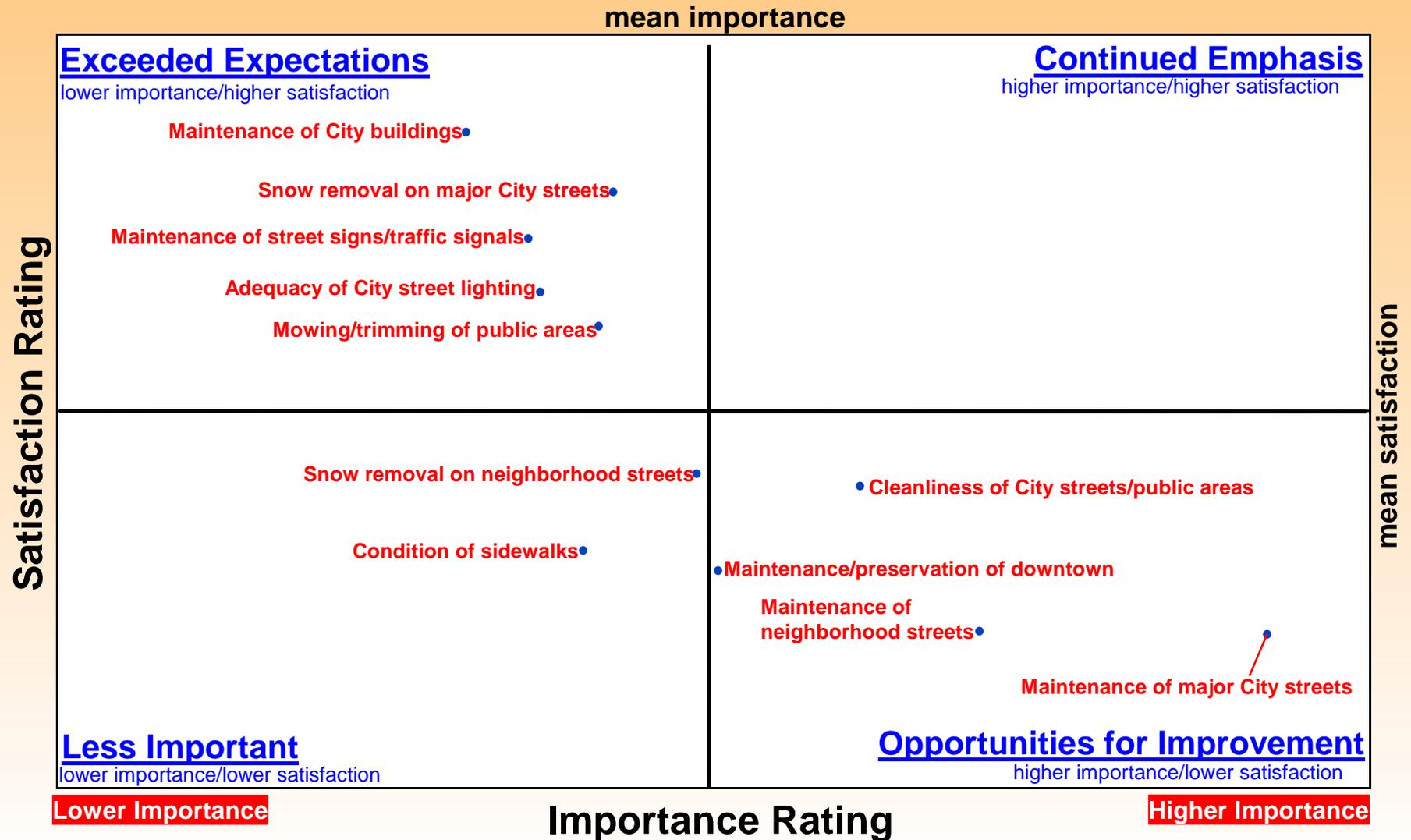
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

2014 St. Joseph Community Survey Importance-Satisfaction Assessment Matrix -City Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2014)

***Section 4:
Tabular Data***

Q1. Several items that may influence your perception of the City of St. Joseph/Buchanan County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor."

(N=663)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1a. Overall image of the City	1.8%	45.2%	24.9%	22.2%	4.4%	1.5%
Q1b. Overall value that you receive for your City tax dollars and fees	2.7%	28.2%	30.6%	27.1%	6.6%	4.7%
Q1c. Overall value that you receive for your County tax dollars and fees	3.9%	32.9%	33.6%	19.2%	6.5%	3.9%
Q1d. Overall quality of City services	3.5%	39.4%	30.5%	17.8%	5.3%	3.6%
Q1e. Overall quality of life in the City	7.2%	48.0%	25.6%	13.3%	3.6%	2.3%
Q1f. Overall physical appearance of the City	2.1%	29.7%	28.7%	26.7%	11.8%	1.1%
Q1g. Overall feeling of safety in the City	8.6%	56.7%	21.6%	8.7%	3.8%	0.6%
Q1h. As a place to live	11.6%	55.5%	21.1%	7.7%	2.7%	1.4%
Q1i. As a place to raise children	13.0%	50.8%	21.1%	8.0%	3.6%	3.5%
Q1j. As a place to work	7.8%	38.0%	22.9%	22.3%	6.9%	2.0%

WITHOUT DON'T KNOW

Q1. Several items that may influence your perception of the City of St. Joseph/Buchanan County are listed below. Please rate each item on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor." (Without "Don't Know")

(N=663)

	Excellent	Good	Neutral	Below average	Poor
Q1a. Overall image of the City	1.8%	45.9%	25.3%	22.5%	4.4%
Q1b. Overall value that you receive for your City tax dollars and fees	2.8%	29.6%	32.1%	28.5%	7.0%
Q1c. Overall value that you receive for your County tax dollars and fees	4.1%	34.2%	35.0%	19.9%	6.8%
Q1d. Overall quality of City services	3.6%	40.8%	31.6%	18.5%	5.5%
Q1e. Overall quality of life in the City	7.4%	49.1%	26.2%	13.6%	3.7%
Q1f. Overall physical appearance of the City	2.1%	30.0%	29.0%	27.0%	11.9%
Q1g. Overall feeling of safety in the City	8.6%	57.1%	21.7%	8.8%	3.8%
Q1h. As a place to live	11.8%	56.3%	21.4%	7.8%	2.8%
Q1i. As a place to raise children	13.4%	52.7%	21.9%	8.3%	3.8%
Q1j. As a place to work	8.0%	38.8%	23.4%	22.8%	7.1%

Q2. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live?

(N=663)

	Very important	Somewhat important	Not sure	Unimportant	Not provided
Q2a. Sense of community	34.4%	51.3%	8.6%	5.1%	0.6%
Q2b. Quality of public education	71.9%	17.3%	5.4%	4.5%	0.8%
Q2c. Access to higher education (college)	58.1%	29.4%	5.9%	6.2%	0.5%
Q2d. Adult education programs	33.3%	37.4%	15.8%	13.0%	0.5%
Q2e. Quality care for preschool age children	45.4%	28.2%	13.1%	12.7%	0.6%
Q2f. Types of housing (i.e., multi-family, single, etc.)	47.4%	39.2%	7.7%	5.3%	0.5%
Q2g. Quality of housing (i.e. construction, maintenance)	55.8%	34.5%	6.9%	2.1%	0.6%
Q2h. Access to quality shopping	43.7%	46.2%	5.7%	3.9%	0.5%
Q2i. Availability of parks and recreation opportunities	52.9%	39.7%	4.2%	2.7%	0.5%
Q2j. Living near family or friends	54.9%	30.6%	5.6%	8.4%	0.5%
Q2k. Safety and security	79.0%	16.7%	3.0%	0.8%	0.5%
Q2l. Accessibility to airport and other communities	32.0%	51.0%	8.1%	8.4%	0.5%
Q2m. Quality health care	71.5%	21.4%	5.1%	1.4%	0.6%
Q2n. Public transportation (bus)	19.0%	32.6%	17.5%	30.0%	0.9%

WITHOUT NOT PROVIDED

Q2. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live? (Without "Not Provided")

(N=663)

	Very important	Somewhat important	Not sure	Unimportant
Q2a. Sense of community	34.6%	51.6%	8.6%	5.2%
Q2b. Quality of public education	72.5%	17.5%	5.5%	4.6%
Q2c. Access to higher education (college)	58.3%	29.5%	5.9%	6.2%
Q2d. Adult education programs	33.5%	37.6%	15.9%	13.0%
Q2e. Quality care for preschool age children	45.7%	28.4%	13.2%	12.7%
Q2f. Types of housing (i.e., multi-family, single, etc.)	47.6%	39.4%	7.7%	5.3%
Q2g. Quality of housing (i.e. construction, maintenance)	56.1%	34.7%	7.0%	2.1%
Q2h. Access to quality shopping	43.9%	46.4%	5.8%	3.9%
Q2i. Availability of parks and recreation opportunities	53.2%	39.8%	4.2%	2.7%
Q2j. Living near family or friends	55.2%	30.8%	5.6%	8.5%
Q2k. Safety and security	79.4%	16.8%	3.0%	0.8%
Q2l. Accessibility to airport and other communities	32.1%	51.2%	8.2%	8.5%
Q2m. Quality health care	71.9%	21.5%	5.2%	1.4%
Q2n. Public transportation (bus)	19.2%	32.9%	17.7%	30.3%

Q2. Please indicate if your needs are being met in St. Joseph/Buchanan County.

(N=663)

	Yes	No	Don't Know
Q2a. Sense of community	45.9%	18.1%	36.0%
Q2b. Quality of public education	38.2%	24.0%	37.9%
Q2c. Access to higher education (college)	55.5%	7.1%	37.4%
Q2d. Adult education programs	47.4%	10.0%	42.7%
Q2e. Quality care for preschool age children	43.3%	13.3%	43.4%
Q2f. Types of housing (i.e., multi-family, single, etc.)	49.8%	11.6%	38.6%
Q2g. Quality of housing (i.e. construction, maintenance)	44.0%	17.5%	38.5%
Q2h. Access to quality shopping	52.8%	11.8%	35.4%
Q2i. Availability of parks and recreation opportunities	56.3%	8.1%	35.6%
Q2j. Living near family or friends	54.9%	8.0%	37.1%
Q2k. Safety and security	51.7%	12.2%	36.0%
Q2l. Accessibility to airport and other communities	56.0%	7.1%	37.0%
Q2m. Quality health care	41.2%	22.9%	35.9%
Q2n. Public transportation (bus)	47.1%	10.1%	42.8%

WITHOUT DON'T KNOW**Q2. Please indicate if your needs are being met in St. Joseph/Buchanan County. (Without "Don't Know")**

(N=663)

	Yes	No
Q2a. Sense of community	71.7%	28.3%
Q2b. Quality of public education	61.4%	38.6%
Q2c. Access to higher education (college)	88.7%	11.3%
Q2d. Adult education programs	82.6%	17.4%
Q2e. Quality care for preschool age children	76.5%	23.5%
Q2f. Types of housing (i.e., multi-family, single, etc.)	81.1%	18.9%
Q2g. Quality of housing (i.e. construction, maintenance)	71.6%	28.4%
Q2h. Access to quality shopping	81.8%	18.2%
Q2i. Availability of parks and recreation opportunities	87.4%	12.6%
Q2j. Living near family or friends	87.3%	12.7%
Q2k. Safety and security	80.9%	19.1%
Q2l. Accessibility to airport and other communities	88.8%	11.2%
Q2m. Quality health care	64.2%	35.8%
Q2n. Public transportation (bus)	82.3%	17.7%

Q3. Which THREE of these reasons will have the most impact on your decision to stay in St. Joseph/Buchanan County for the next 10 years?

<u>Q3. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	44	6.6 %
Quality of public education	77	11.6 %
Access to higher education (college)	10	1.5 %
Quality care for preschool age children	4	0.6 %
Types of housing (i.e., multi-family, single, etc.)	9	1.4 %
Quality of housing (i.e. construction, maintenance)	22	3.3 %
Access to quality shopping	9	1.4 %
Availability of parks and recreation opportunities	17	2.6 %
Living near family or friends	200	30.2 %
Safety and security	105	15.8 %
Accessibility to airport and other communities	5	0.8 %
Quality health care	49	7.4 %
Public transportation (bus)	4	0.6 %
None chosen	108	16.3 %
Total	663	100.0 %

Q3. Which THREE of these reasons will have the most impact on your decision to stay in St. Joseph/Buchanan County for the next 10 years?

<u>Q3. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	41	6.2 %
Quality of public education	41	6.2 %
Access to higher education (college)	17	2.6 %
Adult education programs	1	0.2 %
Quality care for preschool age children	3	0.5 %
Types of housing (i.e., multi-family, single, etc.)	15	2.3 %
Quality of housing (i.e. construction, maintenance)	32	4.8 %
Access to quality shopping	33	5.0 %
Availability of parks and recreation opportunities	40	6.0 %
Living near family or friends	60	9.0 %
Safety and security	138	20.8 %
Accessibility to airport and other communities	23	3.5 %
Quality health care	98	14.8 %
Public transportation (bus)	5	0.8 %
None chosen	116	17.5 %
Total	663	100.0 %

Q3. Which THREE of these reasons will have the most impact on your decision to stay in St. Joseph/Buchanan County for the next 10 years?

<u>Q3. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	47	7.1 %
Quality of public education	34	5.1 %
Access to higher education (college)	14	2.1 %
Adult education programs	10	1.5 %
Quality care for preschool age children	6	0.9 %
Types of housing (i.e., multi-family, single, etc.)	16	2.4 %
Quality of housing (i.e. construction, maintenance)	45	6.8 %
Access to quality shopping	42	6.3 %
Availability of parks and recreation opportunities	48	7.2 %
Living near family or friends	48	7.2 %
Safety and security	95	14.3 %
Accessibility to airport and other communities	25	3.8 %
Quality health care	86	13.0 %
Public transportation (bus)	10	1.5 %
None chosen	137	20.7 %
Total	663	100.0 %

Q3. Which THREE of these reasons will have the most impact on your decision to stay in St. Joseph/Buchanan County for the next 10 years? (Sum of Top 3 Choices, Without "None Chosen")

<u>Q3. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Safety and security	338	51.0 %
Living near family or friends	308	46.5 %
Quality health care	233	35.1 %
Quality of public education	152	22.9 %
Sense of community	132	19.9 %
Availability of parks and recreation opportunities	105	15.8 %
Quality of housing (i.e. construction, maintenance)	99	14.9 %
Access to quality shopping	84	12.7 %
Accessibility to airport and other communities	53	8.0 %
Access to higher education (college)	41	6.2 %
Types of housing (i.e., multi-family, single, etc.)	40	6.0 %
Public transportation (bus)	19	2.9 %
Quality care for preschool age children	13	2.0 %
Adult education programs	11	1.7 %
Total	1628	

Q4. Overall Satisfaction with City Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q4a. Overall quality of police and fire services	20.2%	52.0%	15.8%	5.6%	2.7%	3.6%
Q4b. Overall quality of city parks and recreation programs and facilities	19.3%	52.5%	14.5%	8.6%	2.7%	2.4%
Q4c. Overall maintenance of city streets	1.1%	8.9%	20.2%	38.8%	28.5%	2.6%
Q4d. Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	6.6%	44.2%	32.3%	9.8%	3.3%	3.8%
Q4e. Overall quality of city wastewater service	5.3%	36.2%	31.7%	12.1%	6.6%	8.1%
Q4f. Overall enforcement of city codes/ordinances	4.1%	26.7%	32.1%	18.9%	9.7%	8.6%
Q4g. Overall quality of customer service you receive from city employees	8.7%	36.0%	30.8%	10.9%	5.3%	8.3%
Q4h. Overall effectiveness of City communication with the public	4.8%	30.9%	35.9%	16.3%	6.0%	6.0%
Q4i. Overall quality of the city's stormwater runoff/stormwater management	3.3%	33.0%	34.7%	10.7%	6.9%	11.3%
Q4j. Overall flow of traffic and congestion management in St. Joseph	5.4%	36.3%	27.3%	18.7%	9.4%	2.9%
Q4k. Recycling opportunities	10.1%	32.6%	24.6%	17.3%	10.6%	4.8%
Q4l. The availability of information about City programs and services	5.6%	33.2%	36.0%	14.8%	5.0%	5.4%
Q4m. City efforts to keep you informed about local issues	5.4%	34.5%	33.5%	16.7%	6.2%	3.6%
Q4n. How open the city is to public input from residents	3.6%	20.8%	37.6%	21.1%	8.7%	8.1%

WITHOUT DON'T KNOW

Q4. Overall Satisfaction with City Services: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (Without "Don't Know")

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Overall quality of police and fire services	21.0%	54.0%	16.4%	5.8%	2.8%
Q4b. Overall quality of city parks and recreation programs and facilities	19.8%	53.8%	14.8%	8.8%	2.8%
Q4c. Overall maintenance of city streets	1.1%	9.1%	20.7%	39.8%	29.3%
Q4d. Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	6.9%	45.9%	33.5%	10.2%	3.4%
Q4e. Overall quality of city wastewater service	5.7%	39.4%	34.5%	13.1%	7.2%
Q4f. Overall enforcement of city codes/ordinances	4.5%	29.2%	35.1%	20.6%	10.6%
Q4g. Overall quality of customer service you receive from city employees	9.5%	39.3%	33.6%	11.8%	5.8%
Q4h. Overall effectiveness of City communication with the public	5.1%	32.9%	38.2%	17.3%	6.4%
Q4i. Overall quality of the city's stormwater runoff/stormwater management	3.7%	37.2%	39.1%	12.1%	7.8%
Q4j. Overall flow of traffic and congestion management in St. Joseph	5.6%	37.4%	28.1%	19.3%	9.6%
Q4k. Recycling opportunities	10.6%	34.2%	25.8%	18.2%	11.1%
Q4l. The availability of information about City programs and services	5.9%	35.1%	38.1%	15.6%	5.3%
Q4m. City efforts to keep you informed about local issues	5.6%	35.8%	34.7%	17.4%	6.4%
Q4n. How open the city is to public input from residents	3.9%	22.7%	40.9%	23.0%	9.5%

Q5. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police and fire services	104	15.7 %
Overall quality of city parks and recreation programs and facilities	36	5.4 %
Overall maintenance of city streets	329	49.6 %
Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	5	0.8 %
Overall quality of city wastewater service	12	1.8 %
Overall enforcement of city codes/ordinances	22	3.3 %
Overall quality of customer service you receive from city employees	11	1.7 %
Overall effectiveness of City communication with the public	8	1.2 %
Overall quality of the city's stormwater runoff/stormwater management	8	1.2 %
Overall flow of traffic and congestion management in St. Joseph	20	3.0 %
Recycling opportunities	14	2.1 %
The availability of information about City programs and services	6	0.9 %
City efforts to keep you informed about local issues	7	1.1 %
How open the city is to public input from residents	22	3.3 %
<u>None chosen</u>	<u>59</u>	<u>8.9 %</u>
Total	663	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q5. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police and fire services	61	9.2 %
Overall quality of city parks and recreation programs and facilities	52	7.8 %
Overall maintenance of city streets	110	16.6 %
Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	34	5.1 %
Overall quality of city wastewater service	33	5.0 %
Overall enforcement of city codes/ordinances	37	5.6 %
Overall quality of customer service you receive from city employees	19	2.9 %
Overall effectiveness of City communication with the public	36	5.4 %
Overall quality of the city's stormwater runoff/stormwater management	26	3.9 %
Overall flow of traffic and congestion management in St. Joseph	68	10.3 %
Recycling opportunities	61	9.2 %
The availability of information about City programs and services	12	1.8 %
City efforts to keep you informed about local issues	21	3.2 %
How open the city is to public input from residents	23	3.5 %
<u>None chosen</u>	<u>70</u>	<u>10.6 %</u>
Total	663	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years?

Q5. 3 rd Choice	Number	Percent
Overall quality of police and fire services	41	6.2 %
Overall quality of city parks and recreation programs and facilities	34	5.1 %
Overall maintenance of city streets	45	6.8 %
Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	33	5.0 %
Overall quality of city wastewater service	31	4.7 %
Overall enforcement of city codes/ordinances	37	5.6 %
Overall quality of customer service you receive from city employees	29	4.4 %
Overall effectiveness of City communication with the public	51	7.7 %
Overall quality of the city's stormwater runoff/stormwater management	25	3.8 %
Overall flow of traffic and congestion management in St. Joseph	64	9.7 %
Recycling opportunities	58	8.7 %
The availability of information about City programs and services	26	3.9 %
City efforts to keep you informed about local issues	38	5.7 %
How open the city is to public input from residents	64	9.7 %
None chosen	87	13.1 %
Total	663	100.0 %

Q5. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO years? (Sum of Top 3 Choices, Without "None Chosen")

Q5. Sum of Top 3 Choices	Number	Percent
Overall maintenance of city streets	484	73.0 %
Overall quality of police and fire services	206	31.1 %
Overall flow of traffic and congestion management in St. Joseph	152	22.9 %
Recycling opportunities	133	20.1 %
Overall quality of city parks and recreation programs and facilities	122	18.4 %
How open the city is to public input from residents	109	16.4 %
Overall enforcement of city codes/ordinances	96	14.5 %
Overall effectiveness of City communication with the public	95	14.3 %
Overall quality of city wastewater service	76	11.5 %
Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	72	10.9 %
City efforts to keep you informed about local issues	66	10.0 %
Overall quality of the city's stormwater runoff/stormwater management	59	8.9 %
Overall quality of customer service you receive from city employees	59	8.9 %
The availability of information about City programs and services	44	6.6 %
Total	1773	

Q6. Public Safety: Please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q6a. The visibility of police in neighborhoods	7.3%	40.8%	28.6%	15.1%	5.0%	3.2%
Q6b. The visibility of police in retail areas	7.2%	40.6%	33.5%	13.0%	2.4%	3.3%
Q6c. The City's efforts to prevent crime	6.5%	40.4%	30.2%	13.7%	3.9%	5.3%
Q6d. Enforcement of local traffic laws	7.5%	49.2%	27.9%	7.5%	3.8%	4.1%
Q6e. Overall quality of St. Joseph police protection	12.4%	46.6%	24.7%	7.5%	5.6%	3.2%
Q6f. Overall quality of St. Joseph fire protection	26.4%	53.4%	13.9%	1.2%	0.8%	4.4%
Q6g. Quality of animal control	11.3%	40.3%	27.6%	8.7%	4.1%	8.0%
Q6h. Environmental health inspections (food/lodging)	12.4%	47.8%	25.6%	5.1%	1.8%	7.2%

WITHOUT DON'T KNOW**Q6. Public Safety: Please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. The visibility of police in neighborhoods	7.5%	42.2%	29.5%	15.6%	5.2%
Q6b. The visibility of police in retail areas	7.5%	42.0%	34.6%	13.4%	2.5%
Q6c. The City's efforts to prevent crime	6.8%	42.7%	31.8%	14.5%	4.1%
Q6d. Enforcement of local traffic laws	7.9%	51.3%	29.1%	7.9%	3.9%
Q6e. Overall quality of St. Joseph police protection	12.8%	48.1%	25.5%	7.8%	5.8%
Q6f. Overall quality of St. Joseph fire protection	27.6%	55.8%	14.5%	1.3%	0.8%
Q6g. Quality of animal control	12.3%	43.8%	30.0%	9.5%	4.4%
Q6h. Environmental health inspections (food/lodging)	13.3%	51.5%	27.6%	5.5%	2.0%

Q7. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO years?

Q7. 1 st Choice	Number	Percent
The visibility of police in neighborhoods	187	28.2 %
The visibility of police in retail areas	21	3.2 %
The City's efforts to prevent crime	199	30.0 %
Enforcement of local traffic laws	28	4.2 %
Overall quality of St. Joseph police protection	75	11.3 %
Overall quality of St. Joseph fire protection	18	2.7 %
Quality of animal control	24	3.6 %
Environmental health inspections (food/lodging)	35	5.3 %
None chosen	76	11.5 %
Total	663	100.0 %

Q7. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO years?

Q7. 2 nd Choice	Number	Percent
The visibility of police in neighborhoods	89	13.4 %
The visibility of police in retail areas	58	8.7 %
The City's efforts to prevent crime	97	14.6 %
Enforcement of local traffic laws	48	7.2 %
Overall quality of St. Joseph police protection	120	18.1 %
Overall quality of St. Joseph fire protection	75	11.3 %
Quality of animal control	29	4.4 %
Environmental health inspections (food/lodging)	55	8.3 %
None chosen	92	13.9 %
Total	663	100.0 %

Q7. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO years?

Q7. 3 rd Choice	Number	Percent
The visibility of police in neighborhoods	69	10.4 %
The visibility of police in retail areas	57	8.6 %
The City's efforts to prevent crime	89	13.4 %
Enforcement of local traffic laws	32	4.8 %
Overall quality of St. Joseph police protection	90	13.6 %
Overall quality of St. Joseph fire protection	73	11.0 %
Quality of animal control	51	7.7 %
Environmental health inspections (food/lodging)	92	13.9 %
None chosen	110	16.6 %
Total	663	100.0 %

Q7. Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO years? (Sum of Top 3 Choices, Without "None Chosen")

<u>Q7. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
The City's efforts to prevent crime	385	58.1 %
The visibility of police in neighborhoods	345	52.0 %
Overall quality of St. Joseph police protection	285	43.0 %
Environmental health inspections (food/lodging)	182	27.5 %
Overall quality of St. Joseph fire protection	166	25.0 %
The visibility of police in retail areas	136	20.5 %
Enforcement of local traffic laws	108	16.3 %
Quality of animal control	104	15.7 %
Total	1711	

Q8. In Buchanan County, but outside of the City: Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q8a. County law enforcement	10.4%	34.2%	24.1%	4.2%	2.4%	24.6%
Q8b. County fire protection	7.5%	27.9%	29.7%	3.9%	1.8%	29.1%
Q8c. County road and bridge maintenance	4.5%	27.3%	30.0%	12.5%	5.6%	20.1%
Q8d. Overall customer service from the County	7.1%	29.9%	29.1%	5.4%	3.0%	25.5%

WITHOUT DON'T KNOW

Q8. In Buchanan County, but outside of the City: Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. County law enforcement	13.8%	45.4%	32.0%	5.6%	3.2%
Q8b. County fire protection	10.6%	39.4%	41.9%	5.5%	2.6%
Q8c. County road and bridge maintenance	5.7%	34.2%	37.5%	15.7%	7.0%
Q8d. Overall customer service from the County	9.5%	40.1%	39.1%	7.3%	4.0%

Q9. Using a scale of 1 to 4, where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations.

(N=663)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q9a. In your neighborhood in general	47.4%	41.3%	7.2%	2.1%	2.0%
Q9b. In the shopping areas in general	40.6%	50.7%	5.9%	1.1%	1.8%
Q9c. At work	46.6%	31.8%	4.2%	2.6%	14.8%

WITHOUT DON'T KNOW

Q9. Using a scale of 1 to 4, where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations. (Without "Don't Know")

(N=663)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q9a. In your neighborhood in general	48.3%	42.2%	7.4%	2.2%
Q9b. In the shopping areas in general	41.3%	51.6%	6.0%	1.1%
Q9c. At work	54.7%	37.3%	5.0%	3.0%

Q10. Do you have access to the Internet at home?

Q10. Do you have access to the Internet at home?	Number	Percent
Yes	565	85.2 %
No	80	12.1 %
Not provided	18	2.7 %
Total	663	100.0 %

Q11. Arts/Culture/Museums: Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree", please indicate your level of agreement with each of the following statements

(N=663)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q11a. Arts/Culture/Museums should have an important role in the development of St. Joseph	31.1%	45.7%	16.3%	3.2%	0.8%	3.0%
Q11b. The St. Joseph area needs more arts and cultural programs for children	20.8%	36.7%	29.4%	6.5%	0.9%	5.7%
Q11c. I am very familiar with most of the arts and cultural programs offered in the St. Joseph area	14.6%	36.7%	29.9%	9.4%	2.7%	6.8%
Q11d. I frequently visit arts/culture/museum facilities in the St. Joseph area	8.7%	26.7%	33.8%	17.5%	7.7%	5.6%

WITHOUT DON'T KNOW

Q11. Arts/Culture/Museums: Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree", please indicate your level of agreement with each of the following statements (Without "Don't Know")

(N=663)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q11a. Arts/Culture/Museums should have an important role in the development of St. Joseph	32.0%	47.1%	16.8%	3.3%	0.8%
Q11b. The St. Joseph area needs more arts and cultural programs for children	22.1%	38.9%	31.2%	6.9%	1.0%
Q11c. I am very familiar with most of the arts and cultural programs offered in the St. Joseph area	15.7%	39.3%	32.0%	10.0%	2.9%
Q11d. I frequently visit arts/culture/museum facilities in the St. Joseph area	9.3%	28.3%	35.8%	18.5%	8.1%

Q12. Which of the following reasons keep you from visiting arts/cultural/museum facilities in St. Joseph area more often?

Q12. Which of the following reasons keep you from visiting arts/cultural/museum facilities in St. Joseph area more often?

	Number	Percent
I don't know enough about the programs and facilities that are available	186	28.1 %
The times the facilities are open do not fit my schedule	167	25.2 %
Other	134	20.2 %
Not interested in arts and cultural programs	133	20.1 %
They are too expensive	103	15.5 %
<u>Don't Know</u>	<u>76</u>	<u>11.5 %</u>
Total	799	

Q12. Other

Q12 Other

ACTIVITIES & INTERESTS
ALREADY BEEN TO MOST PLACES
ALREADY SEEN IT
APPRECIATE THE ARTS
AREAS IN WHICH FACILITIES ARE
AVAILABLE PERSONAL TIME
BEEN TO MOST OF THEM ALREADY
BRING SOMETHING NEW
BUSY
BUSY
BUSY PERSONAL SCHEDULE
BUSY W/JOB, FAMILY & SCHOOL
BUSY WITH OTHER ACTIVITIES
BUSY WORKING AT HOME
CARING FOR DISABLED SPOUSE
DEPENDS ON MY HEALTH
DIDN'T KNOW ABOUT EXHIBITS
DISABILITY
DISABLED
DOES NOT FIT SCHEDULE
DON'T HAVE A CAR AT THE MOMENT
DON'T HAVE TIME
DON'T HAVE TIME NOW
DON'T LIKE ST JO MUSEUM LOCATE
DON'T NEED TO KC HAS MORE
FINDING TIME
GET BUSY/NEGLECT
HARD TO FIND EXTRA TIME
HAVE A COUPLE TIMES ALREADY
HAVE ALREADY SEEN THEM ALL
HAVE BEEN IN THE PAST ALREADY
HAVE BEEN TO MOST OF THEM
HAVE VISTED MOST MUSEUMS
HAVE VISTIED MANY TIMES
HAVEN'T GONE IN SOMETIME
HAVEN'T LOOKED INO ALL OPPTS
HAVING SPARE TIME OR MONEY
I DO VISIT
I ENJOY THEM, WORKS WELL
I GO AS OFTEN AS I CAN
I GO SEVERAL TIMES A MONTH
I HAVE NO PROBLEMS
I USE THE FACILITIES
I VISIT ALL
I VISIT AS OFTEN AS I CAN
I VISIT THEM
JUST BUSY
JUST DON'T GET AROUND TO VISIT

Q12. Other

Q12 Other

JUST DON'T TAKE TIME TO VISIT
LACK OF SPARE TIME
LEISURE TIME LIMITED
LIFE WAY TOO BUSY
LIMITED EXPOSURE & INFO
MORE INTERESTING REASON TO GO
MOST OF PROG/FAC LOW QUALITY
MUSEUMS ARE NOT ENTICING
MY AVAILABLE TIME
MY LIMITED TIME
MY OWN SCHEDULE
MY SCHEDULE
MY WORK SCHEDULE
NECESSITIES
NEED BIGGER MORE ART MUSEUMS
NEED MORE IMPROVEMENTS/FACIL
NEED MORE OUTSIDE ARTS/CRAFTS
NEED MORE PORGRAMS/ACTIVITIES
NEED TO MAKE AN EFFORT
NEED TO MAKE TIME
NEED UPDATE, SPEAK TO PUBLIC
NO EXTRA MONEY TO AFFORD SHOWS
NO FREE TIME
NO OPINION
NO TIME
NOT ABLE
NOT ADVERTISE PROPERLY
NOT ENOUGH OF THEM
NOT ENOUGH TIME
NOT ENOUGH TIME
NOT ENOUGH TIME TO VISIT
NOT ENOUGH VARIETY
NOT ENOUGH VARIETY, NOT QUALIT
NOT INTERESTED IN OLD ST JOE
NOT INTERESTING ENOUGH
NOT INTERESTING ENOUGH TO VISI
NOT TOO EXPENSIVE JUST BROKE
NOTHING KEEP ME FROM USING
NOTHING NEW
NOTHING NEW, ALREADY SEEN THEM
NOTHING WE VISIT THEM
OFTEN SEEN FOR RICH & FAMOUS
OTHER ACTIVITIES
PERSONAL SCHEDULE
PERSONAL SCHEDULE OFFICER
PHYSICALLY UNABLE
QUALITY NOT UP TO KC AREA
SAME PEOPLE IN CHARGE OF EVENT

Q12. Other

Q12 Other

SCHEDULE BTWN WORK/WKND ACTIV
SEEN MOST OF THEM FEW TIMES
SEENTHEM ALL
SOMETIMES DON'T FIND OUT LATE
SOMETIMES WE'LL GO ONCE
STATEMENTS DON'T APPLY TO ME
THE WALKING
THEY ARE CRAP
THEY STAY THE SAME
TIME
TIME
TIME, HAVE OTHER COMMITMENTS
TIME, MY OWN FAULT
TIME TO VISIT DON'T FIT
TOO BUSY
TOO BUSY
TOO BUSY
TOO BUSY
TOO BUSY
TOO BUSY
TOO MANY TO SUPPORT
TOO MUCH ON MY PLATE
TOO OLD
TRANSPORTATION
VERY BUSY
VERY BUSY
WANT HIGHER END EVENTS
WE LIKE ARTS, MUSEUMS
WHEN I THINK I NEED IT
WORK NIGHTS, SLEEP DURING DAY
WORKING

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Tobacco/smoking reduction	Number	Percent
6	171	25.8 %
5	79	11.9 %
4	57	8.6 %
3	67	10.1 %
2	54	8.1 %
1	201	30.3 %
0	34	5.1 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Physical activity increase (walking, biking)	Number	Percent
6	155	23.4 %
5	94	14.2 %
4	113	17.0 %
3	108	16.3 %
2	98	14.8 %
1	67	10.1 %
0	28	4.2 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Alcohol/drug reduction	Number	Percent
6	167	25.2 %
5	81	12.2 %
4	93	14.0 %
3	101	15.2 %
2	118	17.8 %
1	70	10.6 %
0	33	5.0 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Obesity/nutrition/dietary improvements	Number	Percent
6	129	19.5 %
5	105	15.8 %
4	115	17.3 %
3	123	18.6 %
2	87	13.1 %
1	68	10.3 %
0	36	5.4 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Access to affordable healthcare services	Number	Percent
6	277	41.8 %
5	109	16.4 %
4	76	11.5 %
3	62	9.4 %
2	44	6.6 %
1	63	9.5 %
0	32	4.8 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

Q13. Mental health services expansion	Number	Percent
6	155	23.4 %
5	102	15.4 %
4	106	16.0 %
3	87	13.1 %
2	72	10.9 %
1	106	16.0 %
0	35	5.3 %
Total	663	100.0 %

Q13. Please rank the importance of the following health improvement opportunities in St. Joseph, where 6 is "most important" and 1 is "least important".

	Mean	Sum
number	22.57	14579
Q13. Access to affordable healthcare services	4.41	2848
Q13. Physical activity increase (walking, biking)	3.78	2439
Q13. Alcohol/drug reduction	3.70	2388
Q13. Mental health services expansion	3.68	2375
Q13. Obesity/nutrition/dietary improvements	3.67	2370
Q13. Tobacco/smoking reduction	3.34	2159

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Tobacco/smoking reduction	Number	Percent
6	147	22.2 %
5	50	7.5 %
4	54	8.1 %
3	64	9.7 %
2	44	6.6 %
1	212	32.0 %
0	92	13.9 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Physical activity increase (walking, biking)	Number	Percent
6	165	24.9 %
5	111	16.7 %
4	86	13.0 %
3	85	12.8 %
2	59	8.9 %
1	78	11.8 %
0	79	11.9 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Alcohol/drug reduction	Number	Percent
6	105	15.8 %
5	52	7.8 %
4	81	12.2 %
3	85	12.8 %
2	120	18.1 %
1	121	18.3 %
0	99	14.9 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Obesity/nutrition/dietary improvements	Number	Percent
6	110	16.6 %
5	110	16.6 %
4	88	13.3 %
3	104	15.7 %
2	70	10.6 %
1	90	13.6 %
0	91	13.7 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Access to affordable healthcare services	Number	Percent
6	186	28.1 %
5	79	11.9 %
4	86	13.0 %
3	81	12.2 %
2	49	7.4 %
1	91	13.7 %
0	91	13.7 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

Q14. Mental health services expansion	Number	Percent
6	122	18.4 %
5	67	10.1 %
4	74	11.2 %
3	91	13.7 %
2	71	10.7 %
1	143	21.6 %
0	95	14.3 %
Total	663	100.0 %

Q14. Please rank your willingness to personally address these health improvement opportunities, where 6 is "most willing" and 1 is "least willing."

	<u>Mean</u>	<u>Sum</u>
number	20.64	12322
Q14. Physical activity increase (walking, biking)	3.92	2340
Q14. Access to affordable healthcare services	3.83	2287
Q14. Obesity/nutrition/dietary improvements	3.52	2104
Q14. Mental health services expansion	3.22	1921
Q14. Tobacco/smoking reduction	3.08	1840
Q14. Alcohol/drug reduction	3.07	1830

Q15. How satisfied are you with your local ambulance service?

Q15. How satisfied are you with your local ambulance service?	Number	Percent
Don't know	162	24.4 %
Very dissatisfied	18	2.7 %
Dissatisfied	21	3.2 %
Neutral	127	19.2 %
Satisfied	209	31.5 %
Very satisfied	126	19.0 %
Total	663	100.0 %

Q16. City Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q16a. Maintenance of City parks	19.2%	47.2%	14.9%	11.6%	3.9%	3.2%
Q16b. Number of City parks	28.8%	47.1%	10.9%	6.6%	2.4%	4.2%
Q16c. Number of parkway walking and biking trails	37.0%	42.7%	11.8%	3.8%	1.8%	3.0%
Q16d. Quality of outdoor athletic fields	17.9%	42.8%	21.9%	5.9%	2.9%	8.6%
Q16e. Availability of information about City parks and recreation programs	10.7%	35.4%	32.0%	11.3%	3.9%	6.6%
Q16f. Fees charged for recreation programs	7.4%	32.3%	30.8%	10.9%	3.9%	14.8%
Q16g. Ease of registering for programs	7.4%	28.2%	32.9%	7.1%	2.1%	22.3%
Q16h. Available youth fitness/recreational programs	10.1%	30.3%	28.8%	9.0%	2.4%	19.3%
Q16i. Available adult fitness/recreational programs	9.7%	34.7%	27.6%	9.5%	3.0%	15.5%
Q16j. Senior recreational activities	8.6%	28.2%	25.2%	8.7%	2.9%	26.4%
Q16k. City aquatic park/swimming pools	10.9%	35.4%	26.1%	11.0%	6.2%	10.4%
Q16l. City Rec Center	14.9%	34.5%	24.1%	5.9%	3.0%	17.5%
Q16m. Special events and festivals	13.6%	47.1%	21.4%	7.8%	2.9%	7.2%
Q16n. Recreational opportunities at Lake Contrary (Buchanan County)	3.3%	8.7%	25.3%	15.1%	18.4%	29.1%
Q16o. Riverfront recreational development	4.5%	19.2%	26.4%	18.9%	17.0%	14.0%

WITHOUT DON'T KNOW

Q16. City Parks and Recreation: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Maintenance of City parks	19.8%	48.8%	15.4%	12.0%	4.0%
Q16b. Number of City parks	30.1%	49.1%	11.3%	6.9%	2.5%
Q16c. Number of parkway walking and biking trails	38.1%	44.0%	12.1%	3.9%	1.9%
Q16d. Quality of outdoor athletic fields	19.6%	46.9%	23.9%	6.4%	3.1%
Q16e. Availability of information about City parks and recreation programs	11.5%	38.0%	34.2%	12.1%	4.2%
Q16f. Fees charged for recreation programs	8.7%	37.9%	36.1%	12.7%	4.6%
Q16g. Ease of registering for programs	9.5%	36.3%	42.3%	9.1%	2.7%
Q16h. Available youth fitness/recreational programs	12.5%	37.6%	35.7%	11.2%	3.0%
Q16i. Available adult fitness/recreational programs	11.4%	41.1%	32.7%	11.3%	3.6%
Q16j. Senior recreational activities	11.7%	38.3%	34.2%	11.9%	3.9%
Q16k. City aquatic park/swimming pools	12.1%	39.6%	29.1%	12.3%	6.9%
Q16l. City Rec Center	18.1%	41.9%	29.3%	7.1%	3.7%
Q16m. Special events and festivals	14.6%	50.7%	23.1%	8.5%	3.1%
Q16n. Recreational opportunities at Lake Contrary (Buchanan County)	4.7%	12.3%	35.7%	21.3%	26.0%
Q16o. Riverfront recreational development	5.3%	22.3%	30.7%	21.9%	19.8%

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q17. 1 st Choice	Number	Percent
Maintenance of City parks	201	30.3 %
Number of City parks	18	2.7 %
Number of parkway walking and biking trails	34	5.1 %
Quality of outdoor athletic fields	22	3.3 %
Availability of information about City parks and recreation programs	20	3.0 %
Fees charged for recreation programs	23	3.5 %
Ease of registering for programs	4	0.6 %
Available youth fitness/recreational programs	20	3.0 %
Available adult fitness/recreational programs	21	3.2 %
Senior recreational activities	15	2.3 %
City aquatic park/swimming pools	34	5.1 %
City Rec Center	6	0.9 %
Special events and festivals	34	5.1 %
Recreational opportunities at Lake Contrary (Buchanan County)	57	8.6 %
Riverfront recreational development	85	12.8 %
None chosen	69	10.4 %
Total	663	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q17. 2 nd Choice	Number	Percent
Maintenance of City parks	59	8.9 %
Number of City parks	22	3.3 %
Number of parkway walking and biking trails	25	3.8 %
Quality of outdoor athletic fields	57	8.6 %
Availability of information about City parks and recreation programs	44	6.6 %
Fees charged for recreation programs	32	4.8 %
Ease of registering for programs	10	1.5 %
Available youth fitness/recreational programs	43	6.5 %
Available adult fitness/recreational programs	43	6.5 %
Senior recreational activities	32	4.8 %
City aquatic park/swimming pools	42	6.3 %
City Rec Center	12	1.8 %
Special events and festivals	43	6.5 %
Recreational opportunities at Lake Contrary (Buchanan County)	44	6.6 %
Riverfront recreational development	63	9.5 %
None chosen	92	13.9 %
Total	663	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

Q17. 3 rd Choice	Number	Percent
Maintenance of City parks	53	8.0 %
Number of City parks	9	1.4 %
Number of parkway walking and biking trails	26	3.9 %
Quality of outdoor athletic fields	32	4.8 %
Availability of information about City parks and recreation programs	43	6.5 %
Fees charged for recreation programs	31	4.7 %
Ease of registering for programs	14	2.1 %
Available youth fitness/recreational programs	34	5.1 %
Available adult fitness/recreational programs	41	6.2 %
Senior recreational activities	44	6.6 %
City aquatic park/swimming pools	37	5.6 %
City Rec Center	22	3.3 %
Special events and festivals	61	9.2 %
Recreational opportunities at Lake Contrary (Buchanan County)	37	5.6 %
Riverfront recreational development	65	9.8 %
None chosen	114	17.2 %
Total	663	100.0 %

Q17. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO years? (Sum of Top 3 Choices, Without "None Chosen")

Q17. Sum of Top 3 Choices	Number	Percent
Maintenance of City parks	313	47.2 %
Riverfront recreational development	213	32.1 %
Recreational opportunities at Lake Contrary (Buchanan County)	138	20.8 %
Special events and festivals	138	20.8 %
City aquatic park/swimming pools	113	17.0 %
Quality of outdoor athletic fields	111	16.7 %
Availability of information about City parks and recreation programs	107	16.1 %
Available adult fitness/recreational programs	105	15.8 %
Available youth fitness/recreational programs	97	14.6 %
Senior recreational activities	91	13.7 %
Fees charged for recreation programs	86	13.0 %
Number of parkway walking and biking trails	85	12.8 %
Number of City parks	49	7.4 %
City Rec Center	40	6.0 %
Ease of registering for programs	28	4.2 %
Total	1714	

Q18. Do you, or does any member of your household, volunteer for any of the following?

Q18. Do you, or does any member of your household, volunteer for any of the following?	Number	Percent
Church (Sunday School or other activities)	269	40.6 %
Not-for-profit organization	245	37.0 %
School (PTA, reading, tutoring, etc.)	185	27.9 %
Service club	101	15.2 %
Sports team	99	14.9 %
Special needs/disabled	48	7.2 %
Other	46	6.9 %
Hospital	41	6.2 %
Senior facilities (nursing home)	36	5.4 %
Total	1070	

Q18. OtherQ18 Other

SENIORS WHO NEED YARD WK DONE

ANIMAL SHELTER

ANIMAL SHELTER

ARTS

BOY SCOUTS OF AMERICA

CASA

CHAMBER

COMMUNITY CHORUS

CREDIT UNION

CREDIT UNION BOARD

DIS THE 1ST 3 YRS LIVED HERE

DONATE BLOOD

FAMILY & NEIGHBORS

FOOD KITCHEN

FOOD KITCHEN

FOOD KITCHEN

FOOD KITCHEN ETC

FOOD KITCHEN/2ND HARVEST

FOOD PANTRY

FOOD PANTRY

FOOD PANTRY

GIRL SCOUTS

I HELP NEIGHBORS

JAIL

LIBRARY

LIBRARY, SJPL

LIONS CLUB

MAGAZINE

NEIGHBORHOOD WATCH

NOYES, 2ND HARVEST

OPEN DOOR FOOR KITCHEN

RED CROSS

SOARING HOPE

SOMO

STUFF THE BUS

Q19. Approximately what is the combined number of hours your family spends annually volunteering?

Q19. Approximately what is the combined number of hours your family spends annually volunteering?	Number	Percent
Between 1000 - 2000	6	0.9 %
Over 2000	6	0.9 %
Between 500 - 999	32	4.8 %
Between 25 - 49	89	13.4 %
Between 50 - 99	94	14.2 %
Less than 25	117	17.6 %
Between 100 - 499	134	20.2 %
None	185	27.9 %
Total	663	100.0 %

Q20. How satisfied are you with your community's response to the following poverty issues?

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q20a. Hunger as a result of poverty	7.1%	36.3%	25.3%	14.2%	5.9%	11.2%
Q20b. Illiteracy as a result of poverty	3.2%	21.6%	33.0%	18.1%	6.9%	17.2%
Q20c. Sub-standard housing as a result of poverty	3.3%	18.4%	32.0%	22.8%	7.7%	15.8%
Q20d. Health care as a result of poverty	4.8%	22.2%	28.8%	19.0%	10.0%	15.2%

WITHOUT DON'T KNOW**Q20. How satisfied are you with your community's response to the following poverty issues? (Without "Don't Know")**

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q20a. Hunger as a result of poverty	8.0%	40.9%	28.5%	16.0%	6.6%
Q20b. Illiteracy as a result of poverty	3.8%	26.0%	39.9%	21.9%	8.4%
Q20c. Sub-standard housing as a result of poverty	3.9%	21.9%	38.0%	27.1%	9.1%
Q20d. Health care as a result of poverty	5.7%	26.2%	34.0%	22.4%	11.7%

Q21A. Do you feel that a pre-school (early learning) experience increases a child's chance of doing well in school?

Q21a. Increases a child's chance of doing well in school?	Number	Percent
Yes	556	84.0 %
No	50	7.6 %
Not sure	55	8.3 %
No response	2	0.1 %
Total	663	100.0 %

Q21B. Do you feel that a pre-school (early learning) experience helps a child grow socially?

Q21b. Helps a child grow socially?	Number	Percent
Not sure	71	10.6 %
No	33	5.0 %
Yes	559	84.4 %
Total	663	100.0 %

Q22. In school, students are graded with an A, B, C, D, or F. How would you grade our public schools in St. Joseph? Would you give them an A, B, C, D, or F?

Q22. How would you grade our public schools in St. Joseph?	Number	Percent
A grade	60	9.1 %
B grade	191	28.9 %
C grade	188	28.4 %
D grade	92	13.9 %
F grade	38	5.7 %
Don't know	94	14.0 %
Total	663	100.0 %

Q23. Do you feel that the St. Joseph School District has too little, too much or just the right amount of funding?

Q23. Do you feel School District has too little, too much or just the right amount of funding?	Number	Percent
Too little funding	228	34.4 %
Too much funding	171	25.8 %
Just the right amount of funding	200	30.2 %
<u>Don't Know</u>	64	9.6 %
Total	663	100.0 %

Q24. Several items that may influence your perception of the School District in St. Joseph are listed below. Please rate each item on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor."

(N=663)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q24a. Updating computers and technology	10.9%	44.7%	18.3%	5.9%	2.3%	18.0%
Q24b. Providing school buildings that are in good repair and physical condition	9.4%	44.0%	20.8%	11.2%	2.9%	11.8%
Q24c. Acting as a good steward of the taxpayers' money	3.3%	11.6%	20.2%	26.4%	28.5%	9.8%
Q24d. Preparing students for college or additional training	6.0%	34.7%	25.1%	16.8%	4.7%	12.7%
Q24e. Providing the same or higher overall quality than neighboring school districts	5.4%	30.4%	28.4%	14.7%	5.3%	15.9%
Q24f. Providing safe and secure school buildings	13.1%	47.0%	19.3%	6.5%	2.0%	12.1%
Q24g. Involving the community in important decisions affecting the district	4.4%	17.1%	22.8%	24.5%	20.4%	10.9%
Q24h. Putting the needs of the students first	7.4%	19.0%	24.8%	22.5%	15.0%	11.3%
Q24i. Acting in a transparent manner, holding itself accountable to taxpayers	2.9%	8.5%	14.5%	23.4%	40.6%	10.1%
Q24j. Engaging the community through town halls and telephone town halls	3.2%	13.0%	27.3%	19.3%	20.2%	16.9%
Q24k. Dealing with budgetary issues created through unfunded mandates, such as transportation, testing and technology	3.0%	10.6%	29.9%	18.0%	18.6%	19.9%

WITHOUT DON'T KNOW

Q24. Several items that may influence your perception of the School District in St. Joseph are listed below. Please rate each item on a scale of 1 to 5, where 5 means "excellent" and 1 means "poor." (Without "Don't Know")

(N=663)

	Excellent	Good	Neutral	Below average	Poor
Q24a. Updating computers and technology	13.3%	54.5%	22.3%	7.2%	2.8%
Q24b. Providing school buildings that are in good repair and physical condition	10.6%	49.8%	23.6%	12.7%	3.3%
Q24c. Acting as a good steward of the taxpayers' money	3.7%	12.9%	22.4%	29.3%	31.7%
Q24d. Preparing students for college or additional training	6.9%	39.8%	28.7%	19.2%	5.4%
Q24e. Providing the same or higher overall quality than neighboring school districts	6.5%	36.1%	33.8%	17.4%	6.3%
Q24f. Providing safe and secure school buildings	14.9%	53.4%	22.0%	7.4%	2.2%
Q24g. Involving the community in important decisions affecting the district	4.9%	19.2%	25.6%	27.5%	22.9%
Q24h. Putting the needs of the students first	8.3%	21.5%	27.9%	25.4%	16.9%
Q24i. Acting in a transparent manner, holding itself accountable to taxpayers	3.2%	9.4%	16.1%	26.1%	45.2%
Q24j. Engaging the community through town halls and telephone town halls	3.8%	15.6%	32.9%	23.3%	24.4%
Q24k. Dealing with budgetary issues created through unfunded mandates, such as transportation, testing and technology	3.8%	13.2%	37.4%	22.5%	23.2%

Q25. If you have K-12 school age children, which kind of school do they attend?

Q25. If you have K-12 school age children, which kind of school do they attend?

	Number	Percent
Public school	177	26.7 %
Private school	29	4.4 %
Home schooling	6	0.9 %
Not provided	5	0.8 %
<u>None in household</u>	<u>446</u>	<u>67.3 %</u>
Total	663	100.0 %

Q25. Why? (i.e. curriculum, beliefs, facilities)

Why?

ACADEMICS/SAFETY/RELIGIOUS TEACHINGS
ACCREDITED SCHOOL
ANTIQUE CONSIGNMENT
AVAILABILITY, OPTIONS, CURRICULUM
BECAUSE I AM TAXED FOR IT AND IT DOES THE JOB
BECAUSE I PAY FOR IT
BECAUSE I PAY TAXES FOR IT
BECAUSE OF COST
BECAUSE WE CAN'T AFFORD PRIVATE SCHOOLS
BECAUSE WE LIVE IN COLEMAN DISTRICT & LOVE IT
BELIEFS
BELIEFS
BELIEFS
BELIEFS
BELIEFS
BELIEFS
BELIEFS
BELIEFS, CURRICULUM, CLASS SIZE
BELIEFS, SOCIAL SKILLS
BELIEVE ME IF I HAD THE MONEY THEY WOULD GO TO PRIVATE
BEST OPTION, LOTS OF OPPORTUNITIES
BETTER EDUCATION, CHRISTIAN, SAFER
CAN NOT AFFORD PRIVATE SCHOOLING
CAN'T AFFORD PRIVATE SCHOOL
CAN'T AFFORD PRIVATE SCHOOL
CAN'T AFFORD PRIVATE SCHOOL & NO TIME TO HOME SCHOOL
CAN'T AFFORD PRIVATE SCHOOLING, HAVE TO WORK, SCHOOLING NOT OPTION
CAN'T AFFORD PRIVATE SCHOOLS
CATHOLIC RELIGION
CHRISTIAN EDUCATION & STANDARDS DISCIPLINE
CLOSE DISTANCE
COST
COST
COST, CURRICULUM
COST, SATISFACTION WITH QUALITY
COST ASSOCIATED W/PRIVATE SCHOOL TOO HIGH & MOSTLY RELIGIOUS BIASED
COST OF PRIVATE
COULD NOT AFFORD PRIVATE SCHOOL ANY LONGER
CURRICULUM
CURRICULUM
CURRICULUM
CURRICULUM
CURRICULUM
CURRICULUM & COLLEGE PREPAREDNESS
CURRICULUM , HOME FITNESS
CURRICULUM IN PUBLIC SCHOOLS HAS MORE CHOICES/OPTIONS
CURRICULUM, BELIEFS
CURRICULUM, SCHOOL DISTRICT MANAGEMENT

Q25. Why? (i.e. curriculum, beliefs, facilities)

Why?

DON'T HAVE THE MONEY FOR PRIVATE SCHOOLING/NO TIME FOR HOME SCHOOL
 DRUGS IN PUBLIC SCHOOLS UNCHECKED
 EASIEST FOR OUR FAMILY
 ECONIMICAL
 EVERYONE NEEDS AN EDUCATION
 EVERYTHING IS BETTER WITH THE PRIVATE SCHOOLS
 FACILITIES
 FACILITIES
 FACTORY WORK
 FINANCES
 FINANCIAL & CURRICULUM
 GRAND CHILDREN
 IF I HAD THE MONEY, I'D SEND THEM TO CHRISTIAN SCHOOL
 INCONVENIENCE, CURRICULUM IS HORRIBLE
 INDUSTRY GOOD PAYING JOBS
 IT'S NOT SAFE IN TODAYS WORLD
 ITS AFFORDABLE
 ITS AFFORDABLE
 ITS WHAT I HAD
 LACK OF FAITH IN THE PUBLIC SCHOOL SYSTEM
 LIMITED OPTIONS
 LOCAL SCHOOL
 LOWER STUDENT/TEACHER RATIO,FACILITIES, CURRICULUM
 MAJORITY & SOCIAL INTERACTION
 MID BUCHANAN
 MONEY, CAN AFFORD PRIVATE SCHOOLING
 MY CHILDREN WILL ATTEND PUBLIC SCHOOL OUTSIDE ST JO WHERE I TEACH
 NO QUALITY ALTERNATIVE
 ONLY OPTION FOR OUR SITUAITON
 PARENTS HAVE MORE INPUT IN PRIVATE SCHOOLS
 PARTICIPATION IN PUBLIC SCHOOL IS IMPORTANT FOR HEALTH OF COMMUNITY
 POOR CURRICULUM, PARENT APATHY, TOO MUCH EXPECTATION OF TEACHERS
 POOR EDUCATION IN PUBLIC SCHOOL, POOR DISCIPLINE IN ELEMENTARY CLASS
 POOR JOB EDUCATING STUDENTS W/SPEICAL NEEDS
 PRIVATE SCHOOL BECAUSE DISTRICT WE ARE IN CHOSE NOT ATTEND EDISON
 PRIVATE SCHOOL IS EXPENSIVE & SOCIAL STRUCTURED LEARNING
 PRIVATE SCHOOL IS TOO EXPENSIVE FOR ME
 PROXIMITY
 PUBLIC EDUCATION IS FREE, ITS BETTER EDUCATION THAN PRIVATE SCHOOL
 PUBLIC SCHOOLS SHOULD NOT DETERMINE A LOT OF THE BELIEFS TAUGHT
 QUALITY OF ST JOE SCHOOLS IS SUB-STANDARD IN CHARACTERISTIC IN EDUCA
 SAFETY, CURRICULUM
 SICK OF SCHOOL BOARD AND SUPERINTENDENT
 SOCIAL, ACADEMICS
 SOCIAL NEEDS, COST, CURRICULUM
 SOCIAL SKILLS, SPORTS & WELL ROUNDED OPPT
 THE SCHOOL IN MY AREA
 TO BETTER THEIR CHANCES FOR COLLEGE SCHOLARSHIPS
 WE WANT JESUS FRONT AND CENTER IN OUR CHILDRENS LIVES NOT SPORTS
 WHERE WE LIVE IS NOT WHER NEAR THE SCHOOL WE SUPPOSED TO GO TO

Q26. Would you like to see additional retail business recruited to St. Joseph?

Q26. Would you like to see additional retail business recruited to St. Joseph?

	Number	Percent
Yes	417	62.9 %
No	139	21.0 %
Don't know	107	16.1 %
Total	663	100.0 %

Q26a. If yes, what types of new retail would you like to see?

Q26a. If yes, what types of new retail would you like to see?

	Number	Percent
Restaurants	186	44.6 %
Clothing stores	232	55.6 %
Grocery stores	195	46.8 %
Home improvement stores	78	18.7 %
Electronics stores	107	25.7 %
Home furnishing	179	42.9 %
Other	93	22.3 %
Don't Know	5	1.2 %
Total	1075	

Q26a. Other

Q26a Other

ALL DOWNTOWN
ANY
ANY NEW BUSINESS IS GOOD
ANYTHING THAT WILL BRING JOBS
ANYTHING TO BOOST OUR ECONOMY
APPLIANCE STORE
AUTHORIZED HALLMARK/YANKEE CAN
BLDGS THAT NEED WORK
BOOK & LITTERECY
BOOK STORE
BOOK STORE, UNIQUE OWNED SHOPS
BOOK STORES
BOOK STORES
BOOK STORES
BOOK STORES
BOOK STORES
BOOKS/MUSIC
BOOKS/MUSIC
BUS THAT PAY EMPLOYEES MORE
BUSINESS
CLOTHING FOR BIG & TALL MEN
COLLECTABLE STORE
COSTCO
COSTCO
COSTCO
COSTCO, IKEA, HEALTH FOOD
DEPT STORES, COSTCO
DISCOUNT SHOPPING
ENTERTAINMENT
ENTERTAINMENT FOR ALL AGES
ENTERTAINMENT BUSINESSES
ETHNIC/UNUSAL RESTAURENTS
FACTORIES-JOBS
FACTORY
FACTORY
FACTORY JOBS
FOOD SPECIALTY STORES
GOOD ASSORTMENT
GOOD QUALITY SIMILAR TO KC
GUN SHOPS, SPORTING GOODS
HAVE TOP LEVEL STORES LIKE KC
HEALTH FOOD STORE
HEALTH FOOD STORES
HIGH END (APPLE, COACH, ETC)
HOME GOODS, SUPER TARGET
HOSPITAL
JOBS
LOCALLY OWNED

Q26a. Other

Q26a Other

MANUFACTURING
MANUFACTURING
MFG, TRANSPORTATION
MFG SINCE WALMART DON'T PAY
MORE FUN ACTIVITIES
MORE ON THE SOUTH BELT
MOVIE THEATER
MOVIE THEATER
MOVIE THEATERS IN THE COMMONS
MOVIE THEATERS, DRIVE IN
MUSIC (INSTRUMENT)
NO FRANCHISE DINING
NO MORE MEXICAN RESTAURANTS
NON CHAIN RESTAURANTS
NOT BIG CHAIN RESTAURANTS
NOT SURE EXACTLY
OUTDOOR/CAMPING/REC
PART AMERICA
PAY EMPLOYEES MORE MONEY
PLANTS & FLORAL
POWER PLAY, CHUCK E CHEESE
QT
SMALL BUS CRAFTS/SPECIALTIES
SMALL BUSINESS, CRAFTS
SMALL LOCAL BUSINESS
SMALLER UNIQUE REGIONAL
SMALOL BUS
SPECIALTY
SPECIALTY STORE
SPECIALTY STORES
SPORTING GOOD
SPORTING GOODS
SPORTING GOODS
SPORTING GOODS, HUNTING/FISH
SPORTINH GOODS/BOOK STORES
THEATERS/GAME ROOM
THRIFT STORES, DOLLAR STORES
UPS STORE, SPECIALTY STORE
UPSCALE SHOPPING/RETAIL
WHOLE FOODS OR TRADERS JOES
WHOLESOME FOODS, KC GREEN ACRE
WORLD MARKET, WHOLE FOODS

Q27. Do you feel you have adequate opportunities to pursue a job in St. Joseph?

Q27. Do you feel you have adequate opportunities to pursue a job in St. Joseph?	Number	Percent
Yes	231	34.8 %
No	283	42.7 %
Don't know	149	22.5 %
Total	663	100.0 %

Q28. Do you feel training and educational opportunities in St. Joseph prepare you for a job?

Q28. Do you feel training and educational opportunities in St. Joseph prepare you for a job?	Number	Percent
Yes	331	49.9 %
No	126	19.0 %
Don't know	206	31.1 %
Total	663	100.0 %

Q29. During the past 2 years, have you visited downtown for any of the following reasons?

Q29. Have you visited downtown for any of the following reasons?	Number	Percent
Restaurant	467	70.4 %
Missouri Theater, Symphony, Robidoux Resident Theater, Performing Arts Association	329	49.6 %
Civic arena events	413	62.3 %
Advanced educational classes	10	1.5 %
Live music concerts or parades	352	53.1 %
City/County/State government offices	397	59.9 %
Shopping	180	27.1 %
Professional services (banking, legal)	248	37.4 %
Work/employment	119	17.9 %
Missouri Career Center	48	7.2 %
Churches	114	17.2 %
None of these	38	5.7 %
Total	2715	

Q30. How supportive are you of City programs which encourage new development in older areas of the City?

Q30. How supportive are you of City programs which encourage new development in older areas of the City?

	Number	Percent
Very supportive	278	41.9 %
Somewhat supportive	304	45.9 %
Not supportive	69	10.4 %
Don't Know	12	1.8 %
Total	663	100.0 %

Q31. How supportive are you of City programs which encourage repair of older areas to preserve historical properties?

Q31. How supportive are you of City programs which encourage repair of older areas to preserve historical properties?

	Number	Percent
Very supportive	305	46.0 %
Somewhat supportive	280	42.2 %
Not supportive	69	10.4 %
Don't Know	9	1.4 %
Total	663	100.0 %

Q32. How satisfied are you that St. Joseph reinvests in itself, by keeping basic services upgraded as needed and plans for the future?

Q32. How satisfied are you that St. Joseph reinvests in itself, by keeping basic services upgraded as needed and plans for the future?

	Number	Percent
Somewhat satisfied	413	62.3 %
Not satisfied	134	20.2 %
Very satisfied	102	15.4 %
Don't Know	14	2.1 %
Total	663	100.0 %

Q33. City Maintenance: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q33a. Maintenance of major City streets	3.3%	17.3%	16.9%	35.4%	25.2%	1.8%
Q33b. Maintenance of streets in your neighborhood	2.6%	17.9%	18.6%	32.3%	24.7%	3.9%
Q33c. Maintenance of street signs and traffic signals	9.2%	47.1%	26.4%	9.2%	5.3%	2.9%
Q33d. Maintenance of City buildings such as City Hall	8.3%	53.5%	24.3%	3.6%	1.5%	8.7%
Q33e. Snow removal on major City streets	11.0%	49.9%	15.8%	14.3%	6.8%	2.1%
Q33f. Snow removal on streets in your neighborhood	6.8%	28.1%	20.1%	22.8%	19.0%	3.3%
Q33g. Mowing and trimming of public areas	7.1%	41.2%	27.0%	16.0%	5.9%	2.9%
Q33h. Overall cleanliness of City streets/other public areas	5.0%	29.3%	29.6%	22.5%	11.9%	1.8%
Q33i. Adequacy of City street lighting	6.0%	45.4%	29.1%	12.4%	4.4%	2.7%
Q33j. Condition of sidewalks (responsibility of homeowner)	2.6%	24.4%	33.6%	22.8%	10.0%	6.6%
Q33k. Maintenance and preservation of downtown	3.2%	22.2%	37.7%	21.6%	9.5%	5.9%

WITHOUT DON'T KNOW

Q33. City Maintenance: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q33a. Maintenance of major City streets	3.4%	17.7%	17.2%	36.1%	25.7%
Q33b. Maintenance of streets in your neighborhood	2.7%	18.7%	19.3%	33.6%	25.7%
Q33c. Maintenance of street signs and traffic signals	9.5%	48.4%	27.2%	9.5%	5.4%
Q33d. Maintenance of City buildings such as City Hall	9.1%	58.7%	26.6%	4.0%	1.7%
Q33e. Snow removal on major City streets	11.2%	51.0%	16.2%	14.6%	6.9%
Q33f. Snow removal on streets in your neighborhood	7.0%	29.0%	20.7%	23.6%	19.7%
Q33g. Mowing and trimming of public areas	7.3%	42.4%	27.8%	16.5%	6.1%
Q33h. Overall cleanliness of City streets/ other public areas	5.1%	29.8%	30.1%	22.9%	12.1%
Q33i. Adequacy of City street lighting	6.2%	46.7%	29.9%	12.7%	4.5%
Q33j. Condition of sidewalks (responsibility of homeowner)	2.7%	26.2%	36.0%	24.4%	10.7%
Q33k. Maintenance and preservation of downtown	3.4%	23.6%	40.1%	22.9%	10.1%

Q34. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q34. 1st Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	353	53.2 %
Maintenance of streets in your neighborhood	96	14.5 %
Maintenance of street signs and traffic signals	6	0.9 %
Maintenance of City buildings such as City Hall	2	0.3 %
Snow removal on major City streets	18	2.7 %
Snow removal on streets in your neighborhood	34	5.1 %
Mowing and trimming of public areas	7	1.1 %
Overall cleanliness of City streets/other public areas	31	4.7 %
Adequacy of City street lighting	5	0.8 %
Condition of sidewalks (responsibility of homeowner)	19	2.9 %
Maintenance and preservation of downtown	42	6.3 %
<u>None chosen</u>	<u>50</u>	<u>7.5 %</u>
Total	663	100.0 %

Q34. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q34. 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	79	11.9 %
Maintenance of streets in your neighborhood	165	24.9 %
Maintenance of street signs and traffic signals	23	3.5 %
Maintenance of City buildings such as City Hall	10	1.5 %
Snow removal on major City streets	54	8.1 %
Snow removal on streets in your neighborhood	61	9.2 %
Mowing and trimming of public areas	37	5.6 %
Overall cleanliness of City streets/other public areas	91	13.7 %
Adequacy of City street lighting	18	2.7 %
Condition of sidewalks (responsibility of homeowner)	20	3.0 %
Maintenance and preservation of downtown	41	6.2 %
<u>None chosen</u>	<u>64</u>	<u>9.7 %</u>
Total	663	100.0 %

Q34. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q34. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	38	5.7 %
Maintenance of streets in your neighborhood	49	7.4 %
Maintenance of street signs and traffic signals	31	4.7 %
Maintenance of City buildings such as City Hall	13	2.0 %
Snow removal on major City streets	35	5.3 %
Snow removal on streets in your neighborhood	58	8.7 %
Mowing and trimming of public areas	55	8.3 %
Overall cleanliness of City streets/other public areas	122	18.4 %
Adequacy of City street lighting	43	6.5 %
Condition of sidewalks (responsibility of homeowner)	51	7.7 %
Maintenance and preservation of downtown	82	12.4 %
<u>None chosen</u>	<u>86</u>	<u>13.0 %</u>
Total	663	100.0 %

Q34. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO years? (Sum of Top 3 Choices, Without "None Chosen")

<u>Q34. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of major City streets	470	70.9 %
Maintenance of streets in your neighborhood	310	46.8 %
Maintenance of street signs and traffic signals	60	9.0 %
Maintenance of City buildings such as City Hall	25	3.8 %
Snow removal on major City streets	107	16.1 %
Snow removal on streets in your neighborhood	153	23.1 %
Mowing and trimming of public areas	99	14.9 %
Overall cleanliness of City streets/other public areas	244	36.8 %
Adequacy of City street lighting	66	10.0 %
Condition of sidewalks (responsibility of homeowner)	90	13.6 %
<u>Maintenance and preservation of downtown</u>	<u>165</u>	<u>24.9 %</u>
Total	1789	

Q35. Enforcement of codes and ordinances: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
Q35a. Enforcing the cleanup of litter and debris on private property	4.7%	19.3%	25.9%	27.9%	14.2%	8.0%
Q35b. Enforcing the mowing and trimming of lawns on private property	4.5%	20.7%	30.3%	26.2%	10.7%	7.5%
Q35c. Enforcing the maintenance of residential property (exterior of homes)	4.2%	16.4%	34.5%	23.1%	12.5%	9.2%
Q35d. Enforcing the maintenance of business property	4.8%	26.4%	34.2%	15.7%	7.8%	11.0%
Q35e. Enforcing sign regulations	4.2%	26.7%	37.0%	8.9%	7.5%	15.7%

WITHOUT DON'T KNOW**Q35. Enforcement of codes and ordinances: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "Don't Know")**

(N=663)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q35a. Enforcing the cleanup of litter and debris on private property	5.1%	21.0%	28.2%	30.3%	15.4%
Q35b. Enforcing the mowing and trimming of lawns on private property	4.9%	22.3%	32.8%	28.4%	11.6%
Q35c. Enforcing the maintenance of residential property (exterior of homes)	4.7%	18.1%	38.0%	25.4%	13.8%
Q35d. Enforcing the maintenance of business property	5.4%	29.7%	38.5%	17.6%	8.8%
Q35e. Enforcing sign regulations	5.0%	31.7%	43.8%	10.6%	8.9%

Q36. What events or activities have you attended at Missouri Western State University over the past year?

Q36. What events or activities have you attended at Missouri Western State University over the past year?

	Number	Percent
Athletics events	251	37.9 %
Recreational opportunities	132	19.9 %
Theatre/musical performances or art exhibits	160	24.1 %
University workshops/enrichment classes	54	8.1 %
Convocation on Critical Issues	70	10.6 %
Eggs and Issues	18	2.7 %
Other speaker events	79	11.9 %
Walter Cronkite Memorial	83	12.5 %
None	289	43.6 %
Total	1136	

Q37. If you have not attended an event at Missouri Western State University, what is the reason?

Q37. If you have not attended an event at Missouri Western State University, what is the reason?

	Number	Percent
Not aware of the events	89	13.4 %
Parking	30	4.5 %
Distance	15	2.3 %
Transportation not available	8	1.2 %
Not interested in any of the events offered	549	82.8 %
Don't Know	19	2.9 %
Total	710	

Q38. Missouri Western State University is preparing to celebrate its Centennial year in 2015. Are you aware of the Centennial Capital Campaign that is aimed at addressing vital needs for the University?

Q38. Are you aware of the Centennial Capital Campaign that is aimed at addressing vital needs for the University?

	Number	Percent
Yes	109	16.4 %
No	540	81.4 %
Don't Know	14	2.1 %
Total	663	100.0 %

Q39. Would you recommend living in St. Joseph to your friends or family?

Q39. Would you recommend living in St. Joseph to your friends or family?	Number	Percent
Yes	397	59.9 %
No	115	17.3 %
Don't know	151	22.8 %
Total	663	100.0 %

Q40. Do you feel that our community is moving in the right direction?

Q40. Do you feel that our community is moving in the right direction?	Number	Percent
Yes	249	37.6 %
No	190	28.7 %
Don't know	224	33.8 %
Total	663	100.0 %

Q41. Approximately how many years have you lived in the City of St. Joseph/Buchanan County?

Q41. Approximately how many years have you lived in the City of St. Joseph/Buchanan County?	Number	Percent
Less than 5 years	34	5.1 %
5 - 10 years	55	8.3 %
11 - 20 years	72	10.9 %
More than 20 years	496	74.8 %
Not provided	6	0.9 %
Total	663	100.0 %

Q42. If you are not a native of St. Joseph, from where did you move?

<u>Q42 City</u>	<u>Q42 State</u>
ALEXANDRIA	VA
ALTAMONTE	FL
ARCHIE	MO
ATCHISON	KS
ATCHISON	KS
ATCHISON	KS
AURORA	MO
AURORA	CO
BELOIT	WI
BETHANY	MO
BLUE SPRINGS	MO
BLUE SPRINGS	MO
BOLCKOW	MO
BRAYMER	MO
BRODDYVILLE	IA
BURLINGTON JCT	MO
CAMERON	MO
CARY	IL
CHANDLER	IN
CHICAGO	IL
CHILLICOTHE	MO
CINCINNATI	OH
CLARKSDALE	MO
COFFEEVILLE	KS
COLUMBIA	MO
COLUMBIA	MO
COLUMBUS	OH
COLUMBUS	NE
CONCEPTION JCT	MO
CORNING	MO
CORNING	IA
COSBY	MO
COSLEY	MO
DAYTON	OH
DENVER	CO

Q42. If you are not a native of St. Joseph, from where did you move?

<u>Q42 City</u>	<u>Q42 State</u>
DENVER	CO
DES MOINES	IA
DES MOINES	IA
DIXON	MO
DODGE CITY	KS
DREGON	MO
DURHAM	NC
EASTON	MO
ELWOOD	KS
ENID	OK
FAIRFAX	MO
FAIRFAX	MO
FAIRFAX	MO
FARM	MO
FAUCETT	MO
FOREST CITY	MO
FRIONA	TX
FT BELVOIR	VA
FT DODGE	IA
GENTRY	MO
GENTRY COUNTY	MO
GLADSTONE	MO
GOWER	MO
GOWER	MO
GRAHAM	MO
GRAND ISLAND	NE
GRANT CITY	MO
GRANT CITY	MO
GREAT BEND	KS
GREELEY	CO
GROSSE POINTE	MI
HAMILTON	MO
HAMPTON	GA
HARRISONVILLE	MO
HEBRON	NE
HIAWATHA	KS
HIGHALND	KS
HOT SPRINGS	AR
HOUSTON	TX
INDEPENDENCE	MO
IOWA CITY	IA
IOWA CITY	IA
JACKSON	TN
JACKSONVILLE	FL
JACKSONVILLE	TX
JEFFERSON CITY	MO
JOPLIN	MO
KANSAS CITY	KS

Q42. If you are not a native of St. Joseph, from where did you move?

<u>Q42 City</u>	<u>Q42 State</u>
KANSAS CITY	KS
KANSAS CITY	MO
KC	KS
KC	MO
KC	KS
KC	MO
KENNESAW	GA
KENOSHA	WI
KING CITY	MO
KING CITY	MO
KIRKSVILLE	MO
LA	CA
LAKE ELSINORE	CA
LAMONI	IA
LANCASTER	MO
LEAVENWORTH	KS
LEETON	MO
LEWIS CITY	MO
LEXINGTON	MO
LIMERICK	PA
LINCOLN	NE
LINCOLN	NE
LINCOLN	NE
LITTLE ROCK	AR
LITTLE ROCK	AR
MADERA	CA
MADISON	WI
MAITLAND	MO
MAITLAND	MO
MAMMOUTH	IL
MANHATTAN	KS
MARYVILLE	MO

Q42. If you are not a native of St. Joseph, from where did you move?

<u>Q42 City</u>	<u>Q42 State</u>
MARYVILLE	MO
MASSAPEQUA	NY
MAYSVILLE	MO
MEMPHIS	TN
MINNEAPOLIS	MN
MOUND CITY	MO
MPLS	MN
MPLS	MN
MUSKOGEE	OK
N KC	MO
NAPERVILLE	IL
NASHVILLE	IN
NEVADA	MO
NORBORNE	MO
NORFOLK	VA
NORWALK	CT
OCEANSIDE	CA
OCEANSIDE	CA
OGDEN	KS
OKLAHOMA CITY	OK
OMAHA	NE
OMAHA	NE
ONAWA	IA
OREGON	MO
OVERLAND PARK	KS
PATTENSBURG	MO
PICKERING	MO
PITTSBURG	PA
PITTSBURGH	PA
PITTSFIELD	IL
PLATTE CITY	MO
PLATTSBURG	MO
PLATTSBURG	MD
PLETTSBURG	MO
POCATELLO	ID
PORT CHESTER	NY
PORT HUENEME	CA
PORT WASHINGTON	NY
PUEBLO	CO
REA	MO
RENO	NV
ROCHESTER	MO
ROELAND PARK	KS
ROSENDALE	MO
RUSHVILLE	MO
RUTHVEN	IA
SAN ANTONIO	TX
SAN DIEGO	CA

Q42. If you are not a native of St. Joseph, from where did you move?

<u>Q42 City</u>	<u>Q42 State</u>
SAVANNAH	MO
SAYRE	PA
SEATTLE	WA
SOMERSET	NJ
SPOKANE	WA
SPRINGFIELD	MO
SPRINGFIELD	MO
SPRINGFIELD	MO
ST LOUIS	MO
ST PAUL	MN
ST PAUL	MN
STANBELLY	MO
STANBERRY	MO
STANBERRY	MO
STEWARTSVILL	MO
STOCKTON	CA
STOVER	MO
STURGEON BAY	WI
SUGAR GROVE	IL
SVANNNAH	MO
TALLAHASSEE	FL
THE WETLANDS	TX
TOPEKA	KS
TROPHY CLUB	TX
TROY	KS
TULATIN	OR
TULSA	OK
UNION STATION	MO
VAN BUREN	AR
VINCENNES	IN
W LAFAYETTE	IN
WASHINGTON	DC
WATERLOO	IA
WATHENA	KS
WATHENA	KS
WAYNESVILLE	MO
WAYNESVILLE	MO
WHITTER	CA
WICHITA	KS
WICHITA	KS
YUCCA VALLEY	CA

Q43. Do you own or rent?

Q43. Do you own or rent?	Number	Percent
Own	599	90.3 %
Rent	58	8.7 %
Not provided	6	0.9 %
Total	663	100.0 %

Q44. What is your age?

Q44. What is your age?	Number	Percent
Under 35	127	19.2 %
35 to 44	136	20.5 %
45 to 54	144	21.7 %
55 to 64	137	20.7 %
65+	116	17.5 %
Not provided	3	0.5 %
Total	663	100.0 %

Q45. What is your level of education?

Q45. What is your level of education?	Number	Percent
College degree	191	28.8 %
Some College	187	28.2 %
High School	130	19.6 %
Post graduate	126	19.0 %
Less than High School	11	1.7 %
GED	11	1.7 %
Not provided	7	1.1 %
Total	663	100.0 %

Q46. How many in your household (counting yourself), are?

	<u>Mean</u>	<u>Sum</u>
number	2.48	1636
Q46 Under age 5	0.09	58
Ages 5-9	0.12	82
Ages 10-14	0.14	95
Ages 15-19	0.14	94
Ages 20-24	0.15	96
Ages 25-34	0.21	139
Ages 35-44	0.26	169
Ages 45-54	0.45	294
Ages 55-64	0.59	389
Ages 65-74	0.20	130
Ages 75+	0.14	90

Q47. Which of the following best describes your current place of employment?

Q47. Which of the following best describes your current place of employment?	Number	Percent
Employed outside the home	469	70.7 %
Self-employed or work out of home	36	5.4 %
Student, Retired, or not currently employed	154	23.2 %
Not provided	4	0.6 %
Total	663	100.0 %

Q47. Where do you work?

Q47. Where do you work?	Number	Percent
In St Joseph	400	79.2 %
In Kansas City	24	4.8 %
Outside of St Joseph but inside Bichanan County	15	3.0 %
In Savannah	1	0.2 %
In Cameron	1	0.2 %
In Elwood	2	0.4 %
In Troy	1	0.2 %
Somewhere else in Kansas	6	1.2 %
Somewhere else in Missouri	17	3.4 %
None chosen	38	7.5 %
Total	505	100.0 %

Q48. Would you say your total household income is:

Q48. Would you say your total household income is:	Number	Percent
Under \$30,000	92	13.9 %
\$30,000 - \$59,999	168	25.3 %
\$60,000 - \$99,999	180	27.1 %
\$100,000 - \$149,999	111	16.7 %
\$150,000 - \$199,999	22	3.3 %
Over \$200,000	26	3.9 %
Not provided	64	9.7 %
Total	663	100.0 %

Q49. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q49. Are you or other members of your household of Hispanic or Latino ancestry?</u>	<u>Number</u>	<u>Percent</u>
No	620	93.5 %
Yes	37	5.6 %
Not provided	6	0.9 %
Total	663	100.0 %

Q50. Which of the following best describes your race?

<u>Q50. Which of the following best describes your race?</u>	<u>Number</u>	<u>Percent</u>
African American/Black	40	6.0 %
American Indian or Alaska Native	6	0.9 %
Asian, Hawaiian or Other Pacific Islander	8	1.2 %
White	605	91.3 %
Other	12	1.8 %
Not provided	5	0.8 %
Total	676	

Q51. Your gender:

<u>Q51. Your gender:</u>	<u>Number</u>	<u>Percent</u>
Female	348	52.5 %
Male	315	47.5 %
Total	663	100.0 %

***Section 5:
Survey Instrument***



3003 FREDERICK AVENUE
ST. JOSEPH, MO 64506

PHONE: (816) 364-4109
FAX: (816) 364-4873

May, 2014

Dear St. Joseph and Buchanan County resident:

You are one of just 1,800 residents who have been chosen to help plan and set the direction of our community by completing the enclosed survey. We are asking for your opinion and suggestions to help improve our community/county (such as police, fire, maintenance of public areas, education, and creating job growth) and to establish priorities.

This is your opportunity to let your community leaders know what you think about many important issues. *Your input is extremely important!*

Your individual responses will remain confidential and will be compiled by ETC Institute. ETC Institute is an independent, third-party research firm, and our partner in this effort. ETC will present a report in late June of this year, the results of which will be made public.

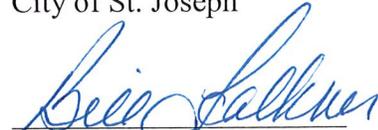
Community leaders from the city, school district, and businesses will also see the results. They all want your opinions and insight, and would like to know where you think we are as a community and where you think we need to go.

Please return your completed survey in the enclosed, postage-paid, return envelope **in the next week**.

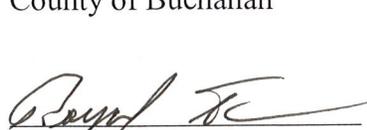
Thank you in advance for helping make St. Joseph and Buchanan County a better place to live. Please call Steve Johnston at 816.364.4109 if you have any questions.

Sincerely,

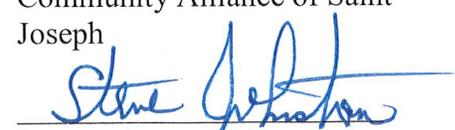
City of St. Joseph


Mayor Bill Falkner

County of Buchanan


R. T. Turner, Presiding
Commissioner

Community Alliance of Saint
Joseph


Steve Johnston, Director



2014 St. Joseph Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you have questions, please call Steve Johnston at 816-364-4109.

I. LIVABILITY

1. Several items that may influence your perception of the City of St. Joseph/Buchanan County are listed below. Please rate each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." [Please circle your answers.]

How would you rate The City of St. Joseph:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Overall image of the City	5	4	3	2	1	9
B.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C.	Overall value that you receive for your County tax dollars and fees	5	4	3	2	1	9
D.	Overall quality of City services	5	4	3	2	1	9
E.	Overall quality of life in the City	5	4	3	2	1	9
F.	Overall physical appearance of the City	5	4	3	2	1	9
G.	Overall feeling of safety in the City	5	4	3	2	1	9
H.	As a place to live	5	4	3	2	1	9
I.	As a place to raise children	5	4	3	2	1	9
J.	As a place to work	5	4	3	2	1	9

2. Several reasons for deciding where to live are listed below. On a scale from 1 to 4 where 4 is "very important" and 1 is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in St. Joseph/Buchanan County. [Please circle your answers.]

The Reasons for Choosing a Community to Live in		Very Important	Somewhat Important	Not sure	Un- important	Are your needs being met in St. Joseph?	
						Yes	No
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public education	4	3	2	1	A	B
C.	Access to higher education (college)	4	3	2	1	A	B
D.	Adult education programs	4	3	2	1	A	B
E.	Quality care for preschool age children	4	3	2	1	A	B
F.	Types of housing (i.e., multi-family, single, etc.)	4	3	2	1	A	B
G.	Quality of housing (i.e. construction, maintenance)	4	3	2	1	A	B
H.	Access to quality shopping	4	3	2	1	A	B
I.	Availability of parks and recreation opportunities	4	3	2	1	A	B
J.	Living near family or friends	4	3	2	1	A	B
K.	Safety and security	4	3	2	1	A	B
L.	Accessibility to airport and other communities	4	3	2	1	A	B
M.	Quality health care	4	3	2	1	A	B
N.	Public transportation (bus)	4	3	2	1	A	B

3. Which THREE of these reasons will have the most impact on your decision to stay in St. Joseph/Buchanan County for the next 10 years? [Write the letters for your top 3 choices below using the letters from the list of reasons in Q2 above.]

1st

2nd

3rd

4. **Overall Satisfaction with City Services:** Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below. [Please circle your answers.]

<i>City Services</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of police and fire services	5	4	3	2	1	9
B.	Overall quality of city parks and recreation programs and facilities	5	4	3	2	1	9
C.	Overall maintenance of city streets	5	4	3	2	1	9
D.	Overall maintenance of buildings and facilities such as Civic Arena/Missouri Theater	5	4	3	2	1	9
E.	Overall quality of city wastewater service	5	4	3	2	1	9
F.	Overall enforcement of city codes/ordinances	5	4	3	2	1	9
G.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
H.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
I.	Overall quality of the city's stormwater runoff/stormwater management	5	4	3	2	1	9
J.	Overall flow of traffic and congestion management in St. Joseph	5	4	3	2	1	9
K.	Recycling opportunities	5	4	3	2	1	9
L.	The availability of information about City programs and services	5	4	3	2	1	9
M.	City efforts to keep you informed about local issues	5	4	3	2	1	9
N.	How open the city is to public input from residents	5	4	3	2	1	9

5. **Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?** [Write in the letters below using the letters from the list in Q4 above.]

1st

2nd

3rd

6. **Public Safety:** Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." [Please circle your answers.]

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The visibility of police in neighborhoods	5	4	3	2	1	9
B.	The visibility of police in retail areas	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	Enforcement of local traffic laws	5	4	3	2	1	9
E.	Overall quality of St. Joseph police protection	5	4	3	2	1	9
F.	Overall quality of St. Joseph fire protection	5	4	3	2	1	9
G.	Quality of animal control	5	4	3	2	1	9
H.	Environmental health inspections (food/lodging)	5	4	3	2	1	9

7. **Which THREE of the public safety items listed above would you recommend receive the most emphasis from City leaders over the next TWO Years?** [Write in the letters below using the letters from the list in Q6 above.]

1st

2nd

3rd

8. **In Buchanan County, but outside of the City:** Please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." [Please circle your answers.]

County Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	County law enforcement	5	4	3	2	1	9
B.	County fire protection	5	4	3	2	1	9
C.	County road and bridge maintenance	5	4	3	2	1	9
D.	Overall customer service from the County	5	4	3	2	1	9

9. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations. [Please circle your answers.]

How safe do you feel:		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Don't Know
A.	In your neighborhood in general	4	3	2	1	9
B.	In the shopping areas in general	4	3	2	1	9
C.	At work	4	3	2	1	9

10. Do you have access to the Internet at home?

____(1) Yes ____ (2) No

11. **Arts/Culture/Museums:** Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree", please indicate your level of agreement with each of the following statements. [Please circle your answers.]

Arts/Culture/Museums		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A.	Arts/Culture/Museums should have an important role in the development of St. Joseph	5	4	3	2	1	9
B.	The St. Joseph area needs more arts and cultural programs for children	5	4	3	2	1	9
C.	I am very familiar with most of the arts and cultural programs offered in the St. Joseph area	5	4	3	2	1	9
D.	I frequently visit arts/culture/museum facilities in the St. Joseph area	5	4	3	2	1	9

12. Which of the following reasons keep you from visiting arts /cultural/museum facilities in St. Joseph area more often?

- ____ (1) Not interested in arts and cultural programs
- ____ (2) They are too expensive
- ____ (3) I don't know enough about the programs and facilities that are available
- ____ (4) The times the facilities are open do not fit my schedule
- ____ (5) Other _____

II. HEALTH AND WELLNESS

13. Please rank the importance of the following health improvement opportunities in St. Joseph, where "6" is "most important" and "1" is "least important".

- ____ (A) Tobacco/smoking reduction
- ____ (B) Physical activity increase (walking, biking)
- ____ (C) Alcohol/drug reduction
- ____ (D) Obesity/nutrition/dietary improvements
- ____ (E) Access to affordable healthcare services
- ____ (F) Mental health services expansion

14. Please rank your willingness to personally address these health improvement opportunities, where "6" is "most willing" and "1" is "least willing."

- ____ (A) Tobacco/smoking reduction
- ____ (B) Physical activity increase (walking, biking)
- ____ (C) Alcohol/drug reduction
- ____ (D) Obesity/nutrition/dietary improvements
- ____ (E) Access to affordable healthcare services
- ____ (F) Mental health services expansion

III. EDUCATION

21. Do you feel that a pre-school (early learning) experience.....

- A) increases a child's chance of doing well in school? _____ (1) Yes _____ (2) No _____ (3) Not sure
 B) helps a child grow socially? _____ (1) Yes _____ (2) No _____ (3) Not sure

22. In school, students are graded with an A, B, C, D, or F. How would you grade our public schools in St. Joseph? Would you give them an A, B, C, D, or F?

- _____ (1) A grade _____ (3) C grade _____ (5) F grade
 _____ (2) B grade _____ (4) D grade _____ (6) Don't know

23. Do you feel that the St. Joseph School District has too little, too much or just the right amount of funding?

- _____ (1) Too little funding _____ (2) Too much funding _____ (3) Just the right amount of funding

24. Several items that may influence your perception of the School District in St. Joseph are listed below. Please rate each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." [Please circle your answers.]

How would you rate The School District in St. Joseph in the area of....		Excellent	Good	Neutral	Below Average	Poor	Don't Know
A.	Updating computers and technology	5	4	3	2	1	9
B.	Providing school buildings that are in good repair and physical condition	5	4	3	2	1	9
C.	Acting as a good steward of the taxpayer's money	5	4	3	2	1	9
D.	Preparing students for college or additional training	5	4	3	2	1	9
E.	Providing the same or higher overall quality than neighboring school districts	5	4	3	2	1	9
F.	Providing safe and secure school buildings	5	4	3	2	1	9
G.	Involving the community in important decisions affecting the district	5	4	3	2	1	9
H.	Putting the needs of the students first	5	4	3	2	1	9
I.	Acting in a transparent manner, holding itself accountable to taxpayers	5	4	3	2	1	9
J.	Engaging the community through town halls and telephone town halls	5	4	3	2	1	9
K.	Dealing with budgetary issues created through unfunded mandates, such as transportation, testing and technology	5	4	3	2	1	9

25. If you have K-12 school age children, which kind of school do they attend?

- _____ (1) Public School _____ (3) Home Schooling
 _____ (2) Private School

Why? (i.e. curriculum, beliefs, facilities) _____

IV. ECONOMIC DEVELOPMENT/QUALITY JOBS

26. Would you like to see additional retail business recruited to St. Joseph?

- _____ (1) Yes [Answer Q26a.] _____ (2) No [Go to Q27.] _____ (3) Don't know [Go to Q27.]

26a. If yes, what types of new retail would you like to see? [Check all that apply.]

- _____ (1) Restaurants _____ (5) Electronic stores
 _____ (2) Clothing stores _____ (6) Home furnishing
 _____ (3) Grocery stores _____ (7) Other: _____
 _____ (4) Home improvement stores

27. Do you feel you have adequate opportunities to pursue a job in St. Joseph?

- _____ (1) Yes _____ (2) No _____ (3) Don't know

28. Do you feel training and educational opportunities in St. Joseph prepare you for a job?

- _____ (1) Yes [Go to Q29.] _____ (2) No [Answer Q28a.] _____ (3) Don't know [Go to Q29.]

28a. If no, what training and educational opportunities should be provided? _____

29. During the past 2 years, have you visited downtown for any of the following reasons? [Check all that you have visited.]

- | | |
|---|---|
| ____(01) Restaurant | ____(06) City/County/State government offices |
| ____(02) Missouri Theater, Symphony, Robidoux
Resident Theater, Performing Arts
Association | ____(07) Shopping |
| ____(03) Civic Arena events | ____(08) Professional services (banking, legal) |
| ____(04) Advanced educational classes | ____(09) Work/employment |
| ____(05) Live music concerts or parades | ____(10) Missouri Career Center |
| | ____(11) Churches |
| | ____(12) None of these |

30. How supportive are you of City programs which encourage new development in older areas of the City?

- ____ (1) Very supportive ____ (2) Somewhat supportive ____ (3) Not supportive

31. How supportive are you of City programs which encourage repair of older areas to preserve historical properties?

- ____ (1) Very supportive ____ (2) Somewhat supportive ____ (3) Not supportive

32. How satisfied are you that St. Joseph reinvests in itself, by keeping basic services upgraded as needed and plans for the future?

- ____ (1) Very satisfied ____ (2) Somewhat satisfied ____ (3) Not satisfied

V. OTHER

33. **City Maintenance:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." [Please circle your answers.]

City Maintenance		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
D.	Maintenance of City buildings such as City Hall	5	4	3	2	1	9
E.	Snow removal on major City streets	5	4	3	2	1	9
F.	Snow removal on streets in your neighborhood	5	4	3	2	1	9
G.	Mowing and trimming of public areas	5	4	3	2	1	9
H.	Overall cleanliness of City streets/other public areas	5	4	3	2	1	9
I.	Adequacy of City street lighting	5	4	3	2	1	9
J.	Condition of sidewalks (responsibility of homeowner)	5	4	3	2	1	9
K.	Maintenance and preservation of downtown	5	4	3	2	1	9

34. Which THREE of the public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Q33 above.]

____ 1st ____ 2nd ____ 3rd

35. **Enforcement of codes and ordinances:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." [Please circle your answers.]

Codes and Ordinances		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
B.	Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
C.	Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D.	Enforcing the maintenance of business property	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9

36. What events or activities have you attended at Missouri Western State University over the past year?

- (1) Athletics events
- (2) Recreational opportunities
- (3) Theatre/musical performances or art exhibits
- (4) University workshops/enrichment classes
- (5) Convocation on Critical Issues
- (6) Eggs and Issues
- (7) Other speaker events
- (8) Walter Cronkite Memorial
- (9) None

37. If you have not attended an event at Missouri Western State University, what is the reason?

- (1) Not aware of the events
- (2) Parking
- (3) Distance
- (4) Transportation not available
- (5) Not interested in any of the events offered

38. Missouri Western State University is preparing to celebrate its Centennial year in 2015. Are you aware of the Centennial Capital Campaign that is aimed at addressing vital needs for the University?

- (1) Yes
- (2) No

39. Would you recommend living in St. Joseph to your friends or family?

- (1) Yes
- (2) No
- (3) Don't know

40. Do you feel that our community is moving in the right direction?

- (1) Yes
- (2) No
- (3) Don't know

VI. DEMOGRAPHICS

41. Approximately how many years have you lived in the City of St. Joseph/Buchanan County?

- (1) less than 5 years
- (2) 5-10 years
- (3) 11-20 years
- (4) more than 20 years

42. If you are not a native to St. Joseph, from where did you move?

City _____ State _____

43. Do you own or rent?

- (1) Own
- (2) Rent

44. What is your age?

- (1) under 25
- (2) 25 to 34
- (3) 35 to 44
- (4) 45 to 54
- (5) 55 to 64
- (6) 65+

45. What is your level of education?

- (1) Less than High School
- (2) GED
- (3) High School
- (4) Some College
- (5) College degree
- (6) Post-Graduate

46. How many in your household (counting yourself), are?

- | | | | | | |
|-------------|--------------------------|------------|--------------------------|------------|--------------------------|
| Under age 5 | <input type="checkbox"/> | Ages 20-24 | <input type="checkbox"/> | Ages 55-64 | <input type="checkbox"/> |
| Ages 5-9 | <input type="checkbox"/> | Ages 25-34 | <input type="checkbox"/> | Ages 65-74 | <input type="checkbox"/> |
| Ages 10-14 | <input type="checkbox"/> | Ages 35-44 | <input type="checkbox"/> | Ages 75+ | <input type="checkbox"/> |
| Ages 15-19 | <input type="checkbox"/> | Ages 45-54 | <input type="checkbox"/> | | |

47. Which of the following best describes your current place of employment?

- (1) Employed outside the home

Where do you work?

- (a) In St. Joseph
- (b) In Kansas City
- (c) Outside of St. Joseph but inside Buchanan County
- (d) In Savannah
- (e) In Cameron
- (f) In Elwood
- (g) In Troy
- (h) Somewhere else in Kansas
- (i) Somewhere else in Missouri

- (2) Self-employed or work out of home
- (3) Student, Retired, or not currently employed

48. Would you say your total household income is:

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000 | <input type="checkbox"/> (4) \$100,000 to \$149,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (5) \$150,000 to \$199,999 |
| <input type="checkbox"/> (3) \$60,000 to \$99,999 | <input type="checkbox"/> (6) Over \$200,000 |

49. Are you or other members of your household of Hispanic or Latino ancestry?

- (1) Yes (2) No

50. Which of the following best describes your race?

- | | |
|--|---|
| <input type="checkbox"/> (1) African American/Black | <input type="checkbox"/> (4) White |
| <input type="checkbox"/> (2) American Indian or Alaska Native | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) Asian, Hawaiian or Other Pacific Islander | |

51. Your gender: (1) Male (2) Female

52. Please list below your additional comments.

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.