

# 2023 St. Joseph Community Survey Findings Report

Presented to the City of St. Joseph,  
Missouri

April 2023



**ETC**  
INSTITUTE

# Contents

Executive Summary.....	i
Section 1: Charts and Graphs .....	1
Section 2: Benchmarking Analysis .....	49
Section 3: Importance-Satisfaction Analysis.....	54
Section 4: Tabular Data.....	60
Section 5: Survey Instrument.....	98



# Executive Summary



# 2023 St. Joseph Community Survey Executive Summary



## Purpose

ETC Institute administered the seventh community survey for the Community Alliance of St. Joseph between March and April of 2023. The first survey was conducted 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.

## Methodology

A six-page survey was mailed to a random sample of households in the City of St. Joseph and surrounding Buchanan County. The survey was accompanied by a cover letter that included an internet link for residents who preferred to complete the survey online. Of the households that received a survey, 605 completed the survey. The results for the random sample of 605 households have a 95% level of confidence with a precision of at least +/- 4.0%.

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
- charts showing the overall results of the survey
- benchmarking data that show 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

# 2023 St. Joseph Community Survey Executive Summary



## MAJOR FINDINGS

**Livability in the City/County.** Forty-six percent (46%) of the residents surveyed *who had an opinion* rated St. Joseph and Buchanan County as an “excellent” or “good” place to work (rating of 4 or 5 on a 5-point scale). Other livability issues for which respondents gave ratings of “excellent” or “good” include: overall quality of life (41%) and as a place to raise children (37%).

**City Amenities.** Seventy-six percent (76%) of the residents *who had an opinion* were satisfied with parkway walking and biking trails; 64% were satisfied with the maintenance of City parks, and 59% were satisfied with the quality of outdoor athletic fields. Residents thought the two City amenities that should receive the most emphasis over the next two years were the maintenance of City parks and City swimming pools.

**Cleanliness and Appearance of St. Joseph.** Thirty-four percent (34%) of the residents surveyed *who had an opinion* were satisfied with volunteer community clean-up initiatives; 18% were satisfied with the overall cleanliness of public spaces, and 10% were satisfied with overall cleanliness of private property.

**Feeling of Safety in the City.** Most residents (84%) surveyed *who had an opinion* felt safe at work; 81% felt safe in their neighborhood in general, and 76% felt safe in shopping areas in general.

## ASPECTS OF LIVING IN THE CITY/COUNTY

- Residents were asked about various issues that influenced their choice of where to live, and cost of living was the number one issue, followed by safety and security. These same two issues will have the most impact on their decision to stay in St. Joseph/Buchanan County for the next 10 years.
- Fifty-nine percent (59%) of residents *who had an opinion* were “very satisfied” or “satisfied” with the quality of housing for their household, and 49% were satisfied with the availability of affordable housing.
- Residents were asked about their level of agreement with various statements concerning arts, culture and museums in the area. Eighty percent (80%) agreed that arts, culture and museums should have an important role in the development of St. Joseph, and 79% agreed that arts and cultural programs for children should have an important role in the development of St. Joseph.

## HEALTH AND WELLNESS

- Respondents were given several health improvement opportunities and asked to provide their level of interest for each one. Residents *who had an opinion* were most interested in access to affordable healthcare services (91%), increased physical activity (85%), and expansion of mental health services (83%).

# 2023 St. Joseph Community Survey

## Executive Summary



- Thirteen percent (13%) of residents *who had an opinion* are familiar with the Blueprint Plan for a System of Care for Homeless Services, and 33% *who had an opinion* are familiar with the work of the Opioid Task Force to reduce addiction in St. Joseph.

### EDUCATION

- Thirty-seven percent (37%) of residents *who had an opinion* rated the opportunities for gifted and talented education in the St. Joseph School District as “excellent” or “good,” and 36% rated opportunities for early childhood education in the District as “excellent” or “good.”
- Residents were asked to indicate their level of support for various investments in that would be used to improve the St. Joseph School District. More than three-fourths (79%) *who had an opinion* indicated they were “very supportive” or “somewhat supportive” of additional investments to address staffing needs, and 75% were “very supportive” or “somewhat supportive” of additional investments to address curriculum needs.
- Most residents (91%) *who had an opinion* “strongly agree” or “agree” that they value public education. Nearly half (48%) of residents *who had an opinion* “disagree” or “strongly disagree” that the community of St. Joseph values public education as much as residents of neighboring school districts.

### REVITALIZING OLDER NEIGHBORHOODS

- Thirty-one percent (31%) of residents who provided a response are aware of the Urban Homesteading Program designed to help revitalize older neighborhoods. Eighty-four percent (84%) of the respondents surveyed are “very supportive” or “somewhat supportive” of revitalizing older neighborhoods in St. Joseph. Residents indicated the most valuable impact of revitalization would be improving overall community appearance.

### ST. JOSEPH 2040 PROJECT

- When asked if they were aware of the Imagine St. Joseph 2040 project, 26% who provided a response indicated they were aware. With regard to the importance of the goals of the project, respondents indicated that “investing in people (education)” was the most important goal.

# 2023 St. Joseph Community Survey Executive Summary



## OTHER FINDINGS

- Residents were asked to rank the importance of various issues facing St. Joseph. The issues they ranked as most important were public safety, education and jobs.
- More than half (59%) of residents surveyed are “very supportive” or “somewhat supportive” of the City offering a comprehensive program for residential trash collection; 18% are “not supportive” and 23% indicated they need more information.
- Eighty-two percent (82%) of residents surveyed are “very supportive” or “somewhat supportive” of the City/County-funded *Grow Our Own* program with Missouri Western State University to put more law enforcement officers on the streets; 4% are “not supportive” and 14% indicated they need more information.
- Most respondents (80%) are “very supportive” or “somewhat supportive” of existing park maintenance in the City; 82% are supportive of Krug Park development, and 73% are supportive of increased community promotion for Missouri Western State University.
- Residents were asked to rate their satisfaction with various Community Alliance partner organizations. Three-fourths (75%) of the respondents *who had an opinion* were “very satisfied” or “satisfied” with the 139<sup>th</sup> Airlift Wing of the Missouri Air National Guard; 55% were satisfied with United Way of Greater St. Joseph, and 51% were satisfied with Missouri Western State University.

# 2023 St. Joseph Community Survey Executive Summary



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City amenity and their level of satisfaction with each. By identifying services of high importance and low satisfaction, the analysis identified which amenities will have the most impact on overall satisfaction with over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in amenities with the highest Importance-Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

**Overall Priorities for the City.** This analysis reviewed the importance of and satisfaction with City amenities. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the amenities that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- City swimming pools (I-S Rating = 0.2933)
- Riverfront recreational development (I-S Rating = 0.2309)
- Special events and festivals (I-S Rating = 0.2052)

The table below shows the Importance-Satisfaction rating for all 13 categories of City amenities that were rated.

2023 Importance-Satisfaction Rating City of St. Joseph City Amenities						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
City swimming pools	35%	2	15%	13	0.2933	1
Riverfront recreational development	29%	5	19%	12	0.2309	2
Special events and festivals	34%	3	40%	10	0.2052	3
<b>High Priority (IS .10-.20)</b>						
Shopping and restaurants	34%	4	42%	9	0.1984	4
Maintenance of city parks	41%	1	64%	2	0.1487	5
Available youth fitness/recreational programs	23%	6	45%	8	0.1282	6
Senior recreational activities	23%	7	45%	6	0.1254	7
<b>Medium Priority (IS &lt;.10)</b>						
Available adult fitness/recreational programs	13%	9	46%	5	0.0707	8
Splash park/aquatic playgrounds	7%	12	32%	11	0.0462	9
City Rec Center	9%	11	49%	4	0.0434	10
Parkway walking and biking trails	17%	8	76%	1	0.0418	11
Quality of outdoor athletic fields	9%	10	59%	3	0.0381	12
University sports & other activities	4%	13	45%	7	0.0226	13

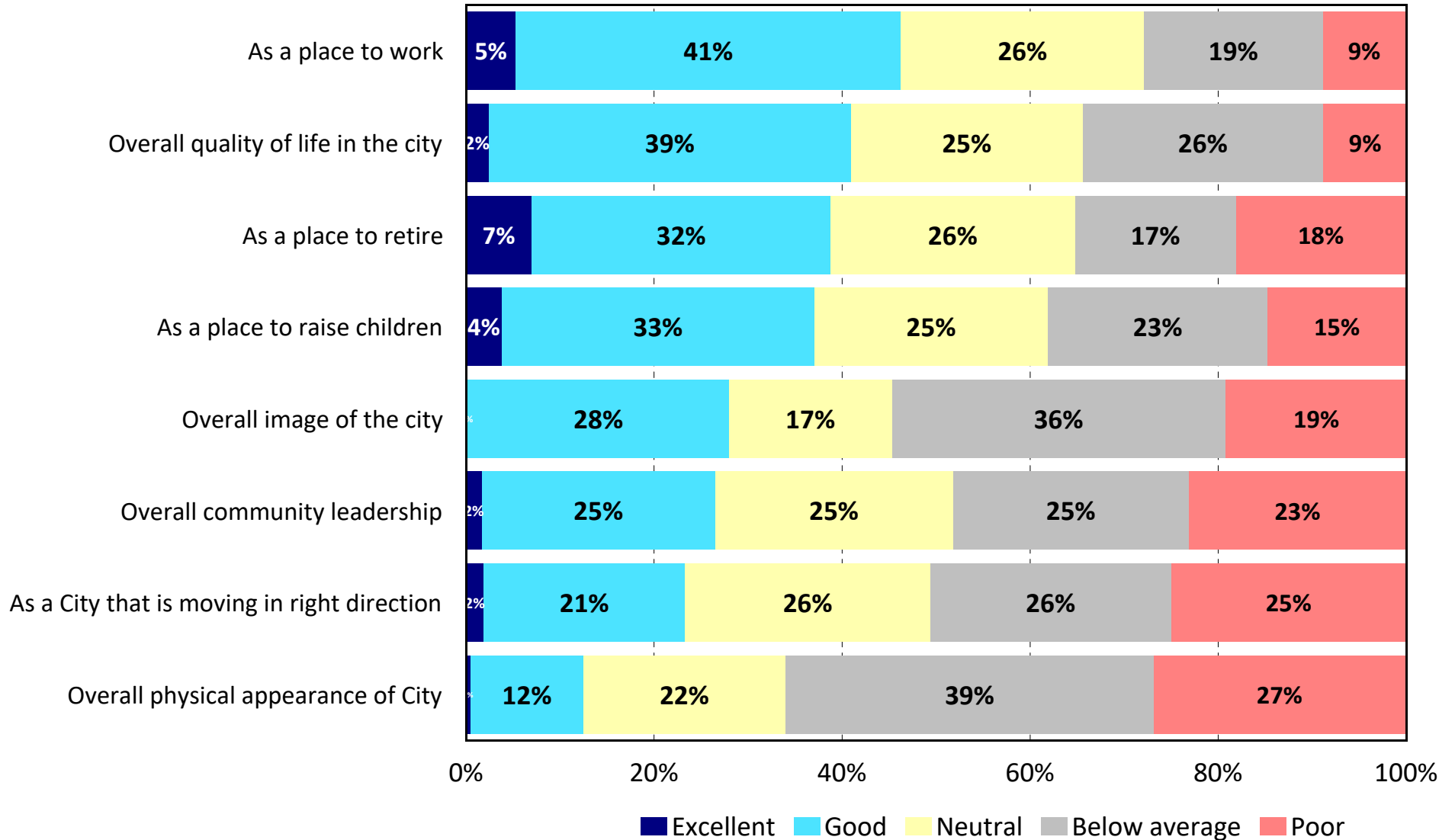




# Charts and Graphs

# Q1. Ratings of Livability in the City/County

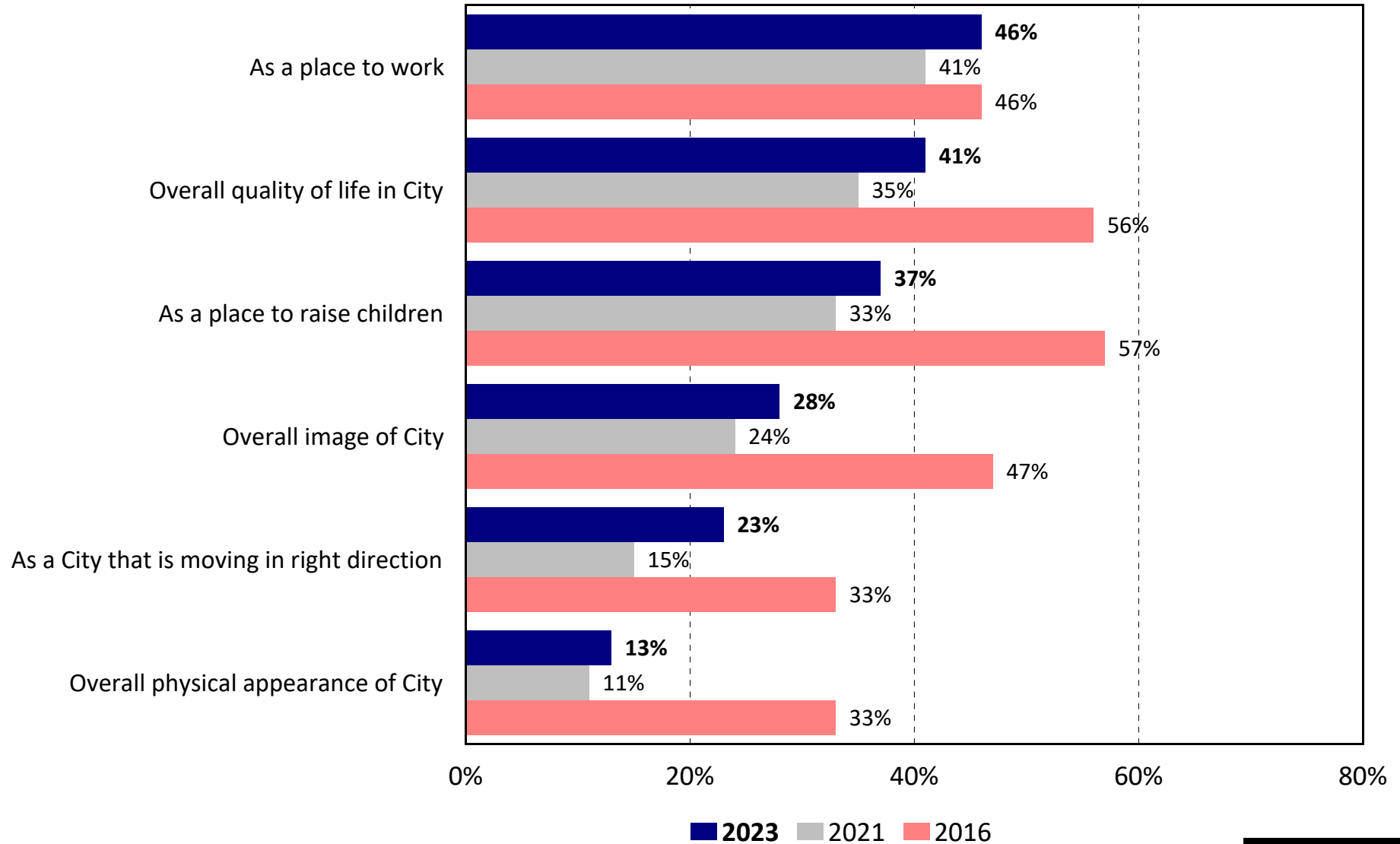
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



# Ratings of Livability in the City/County

## 2016, 2021, & 2023

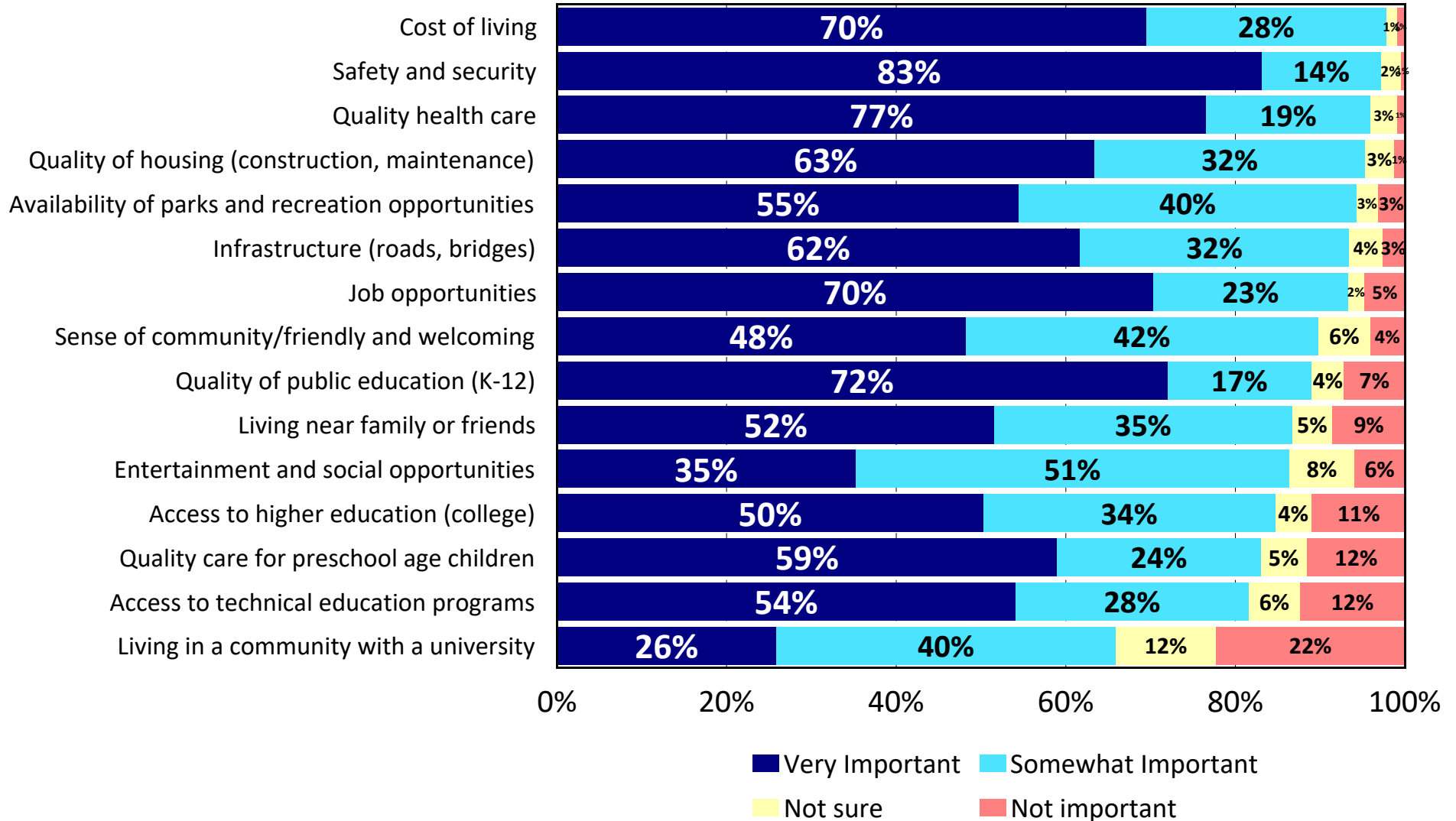
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



**Trends**

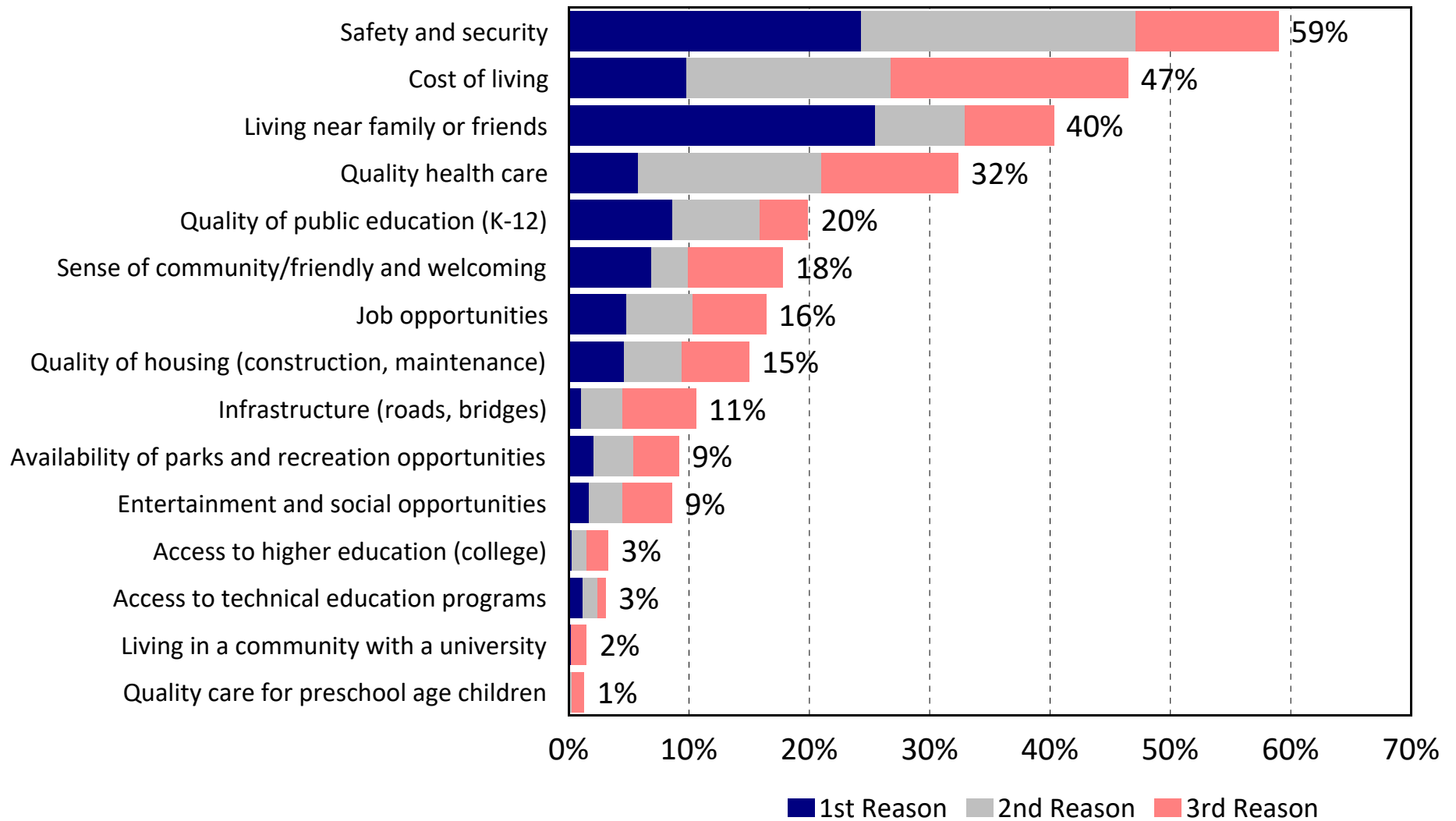
# Q2. Importance of Various Reasons for Choosing to Live in St. Joseph/Buchanan County

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don't know”)



# Q3. Reasons That Will Have the Most Impact on Respondent’s Decision to Stay in St. Joseph/Buchanan Co. for the Next 10 Years

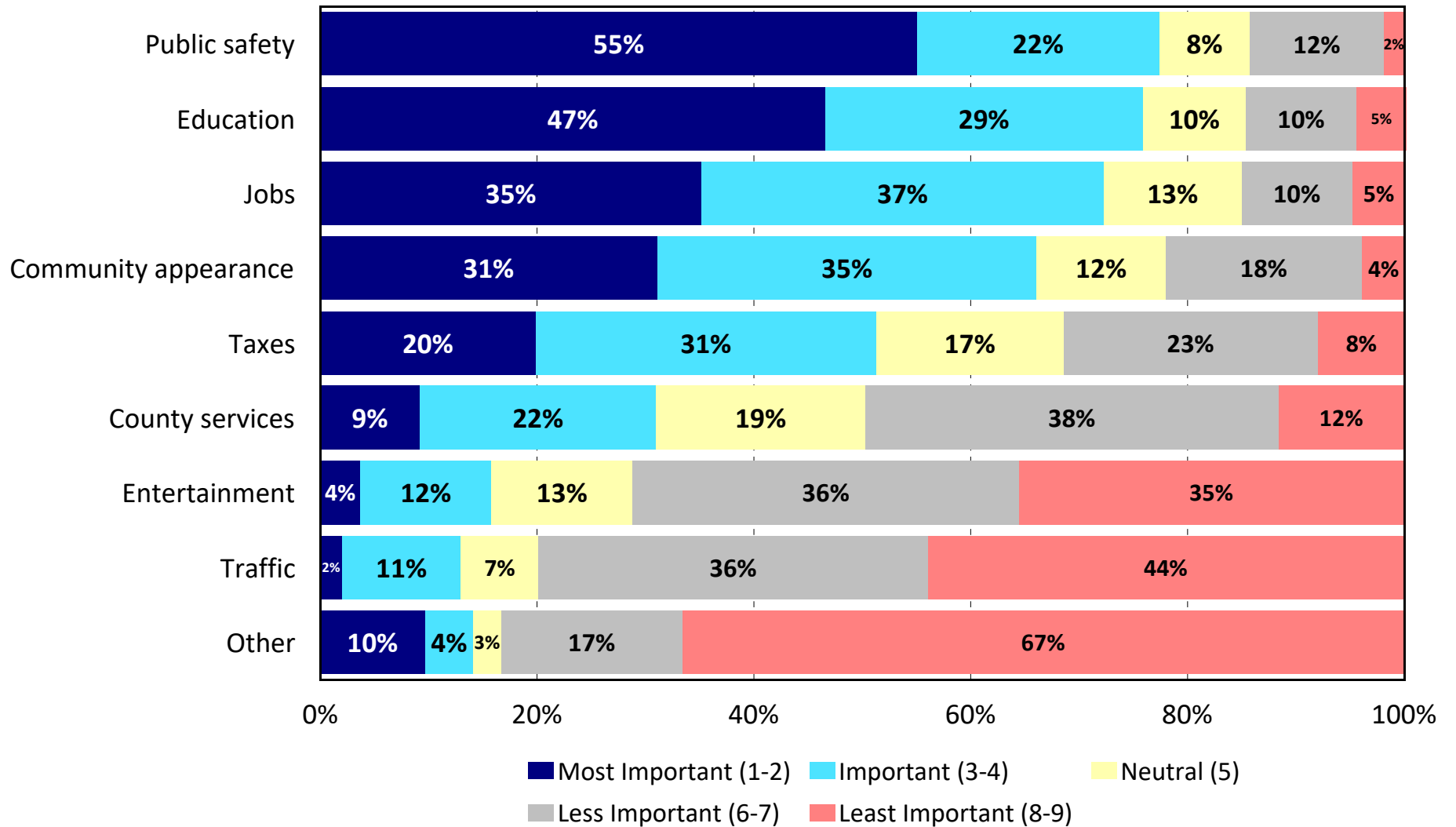
by percentage of respondents who selected the item as one of their top three choices





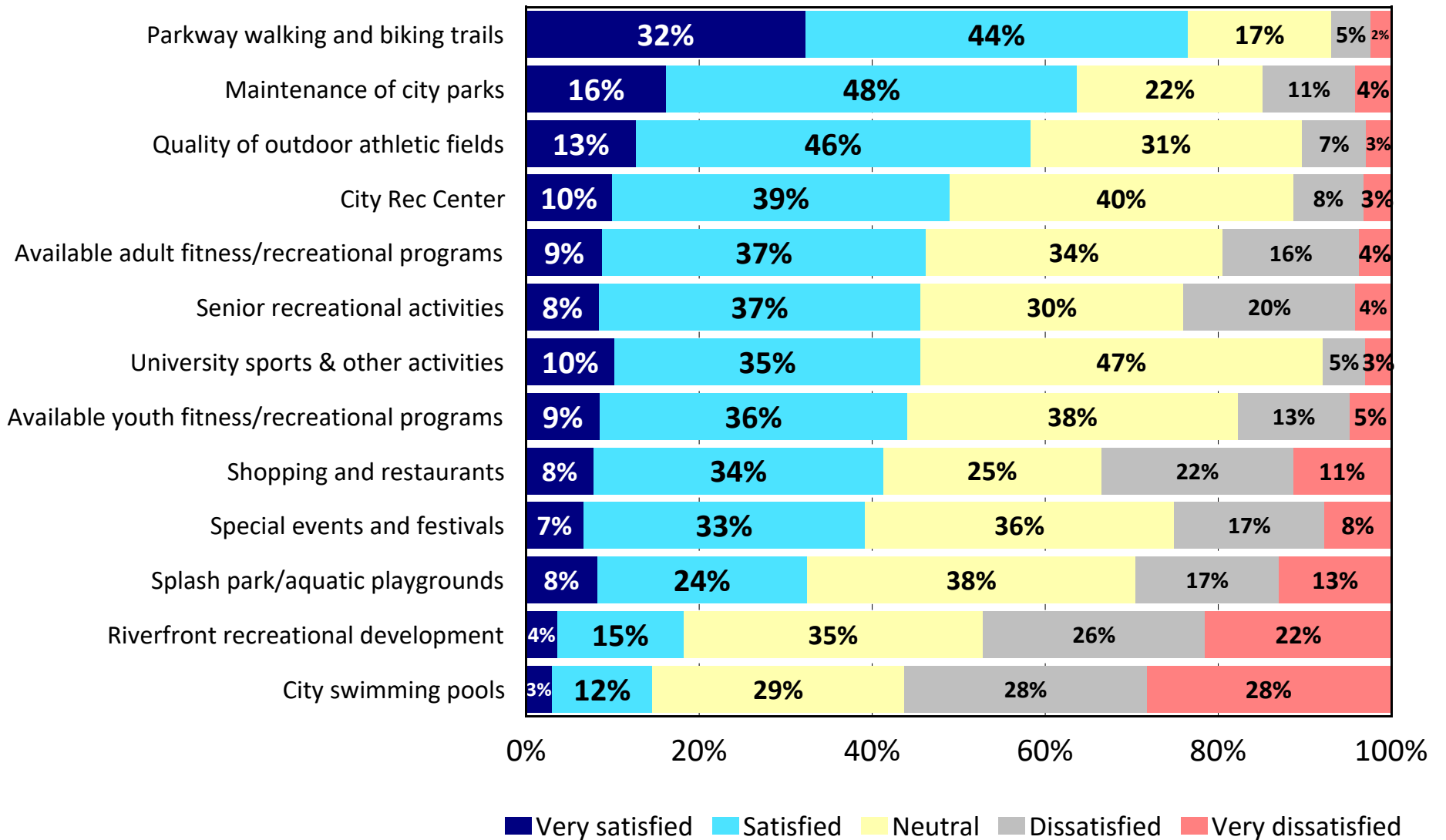
# Q4. Ranking the Importance of the Issues Facing St. Joseph

by percentage of respondents who rated the item as a 1 to 9 on a 9-point scale (excluding “don't know”)



# Q5. Satisfaction with City Amenities

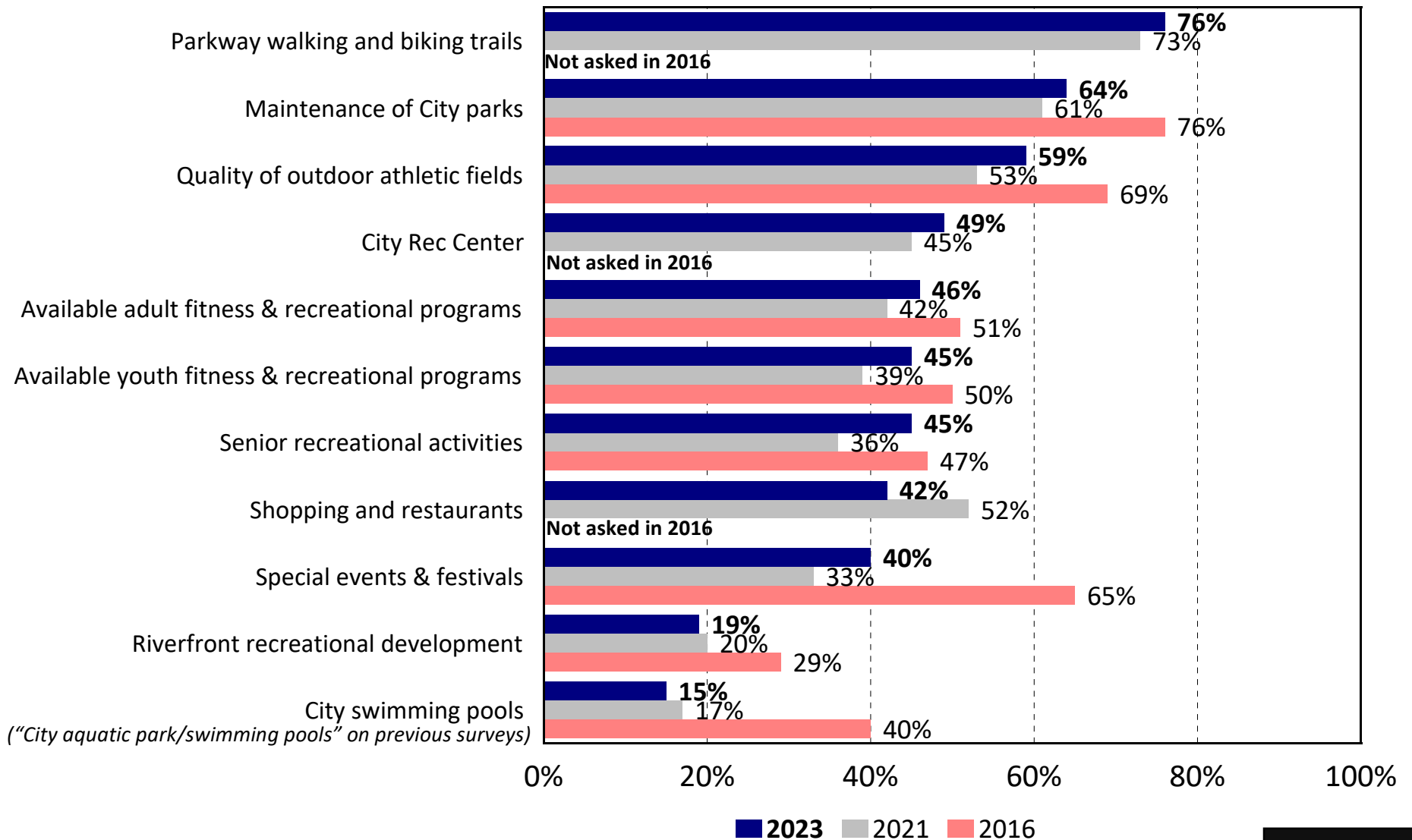
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don't know”)



# Satisfaction with City Amenities

## 2016, 2021, & 2023

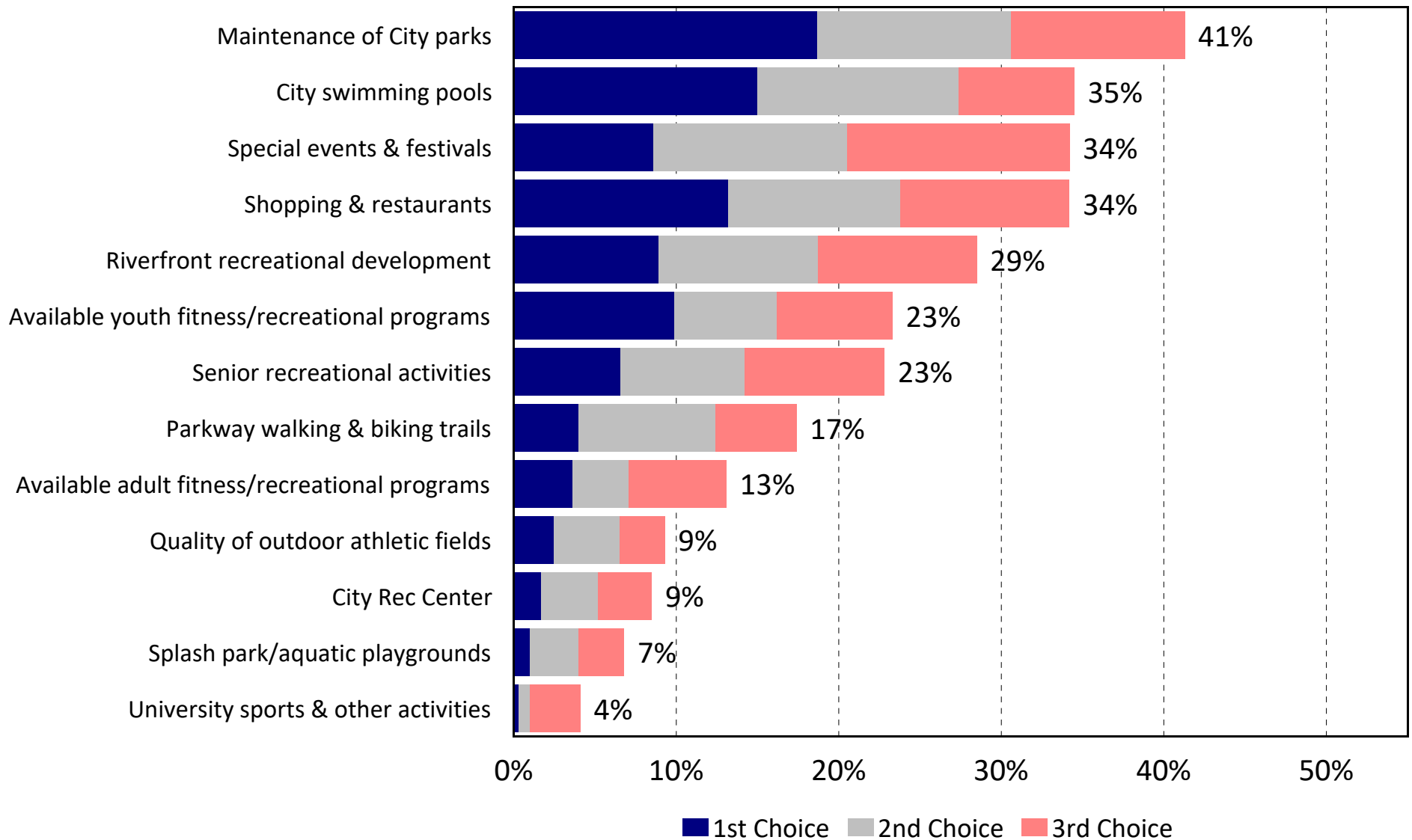
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



**Trends**

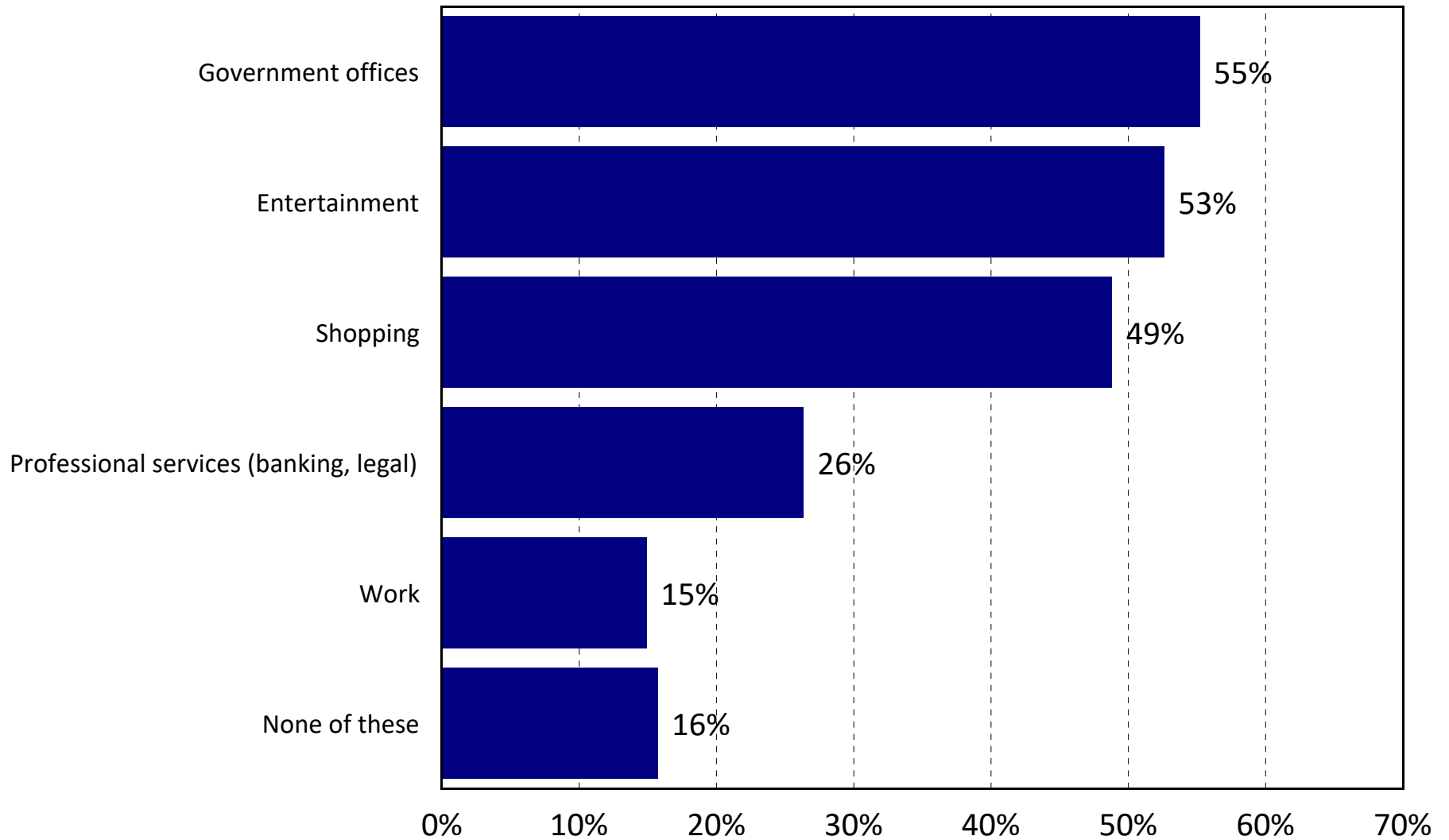
# Q6. City Amenities That Should Receive the Most Emphasis Over the Next Two Years

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



# Q7. During the past year, have you visited downtown for any of the following reasons?

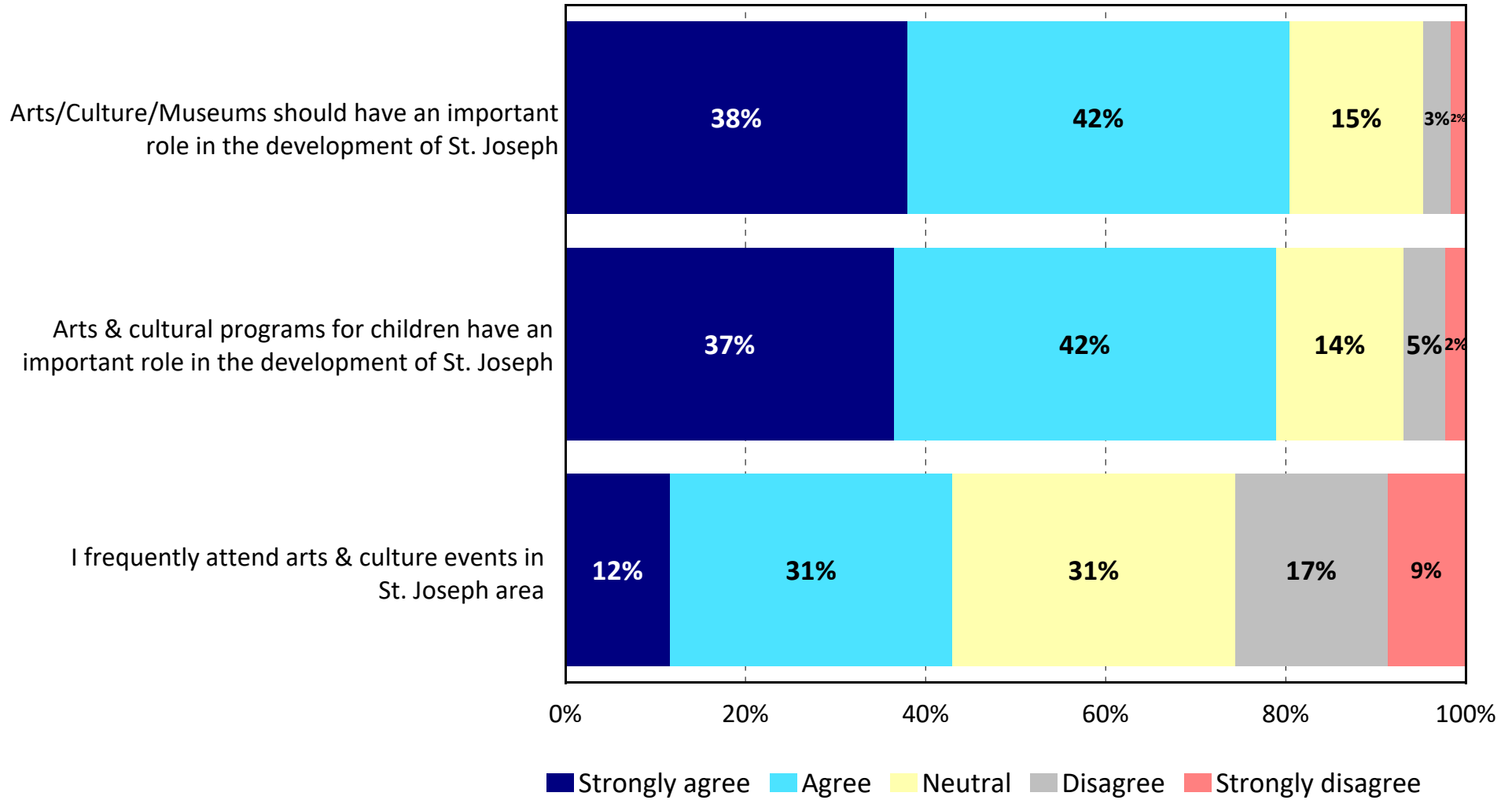
by percentage of respondents (multiple responses allowed)





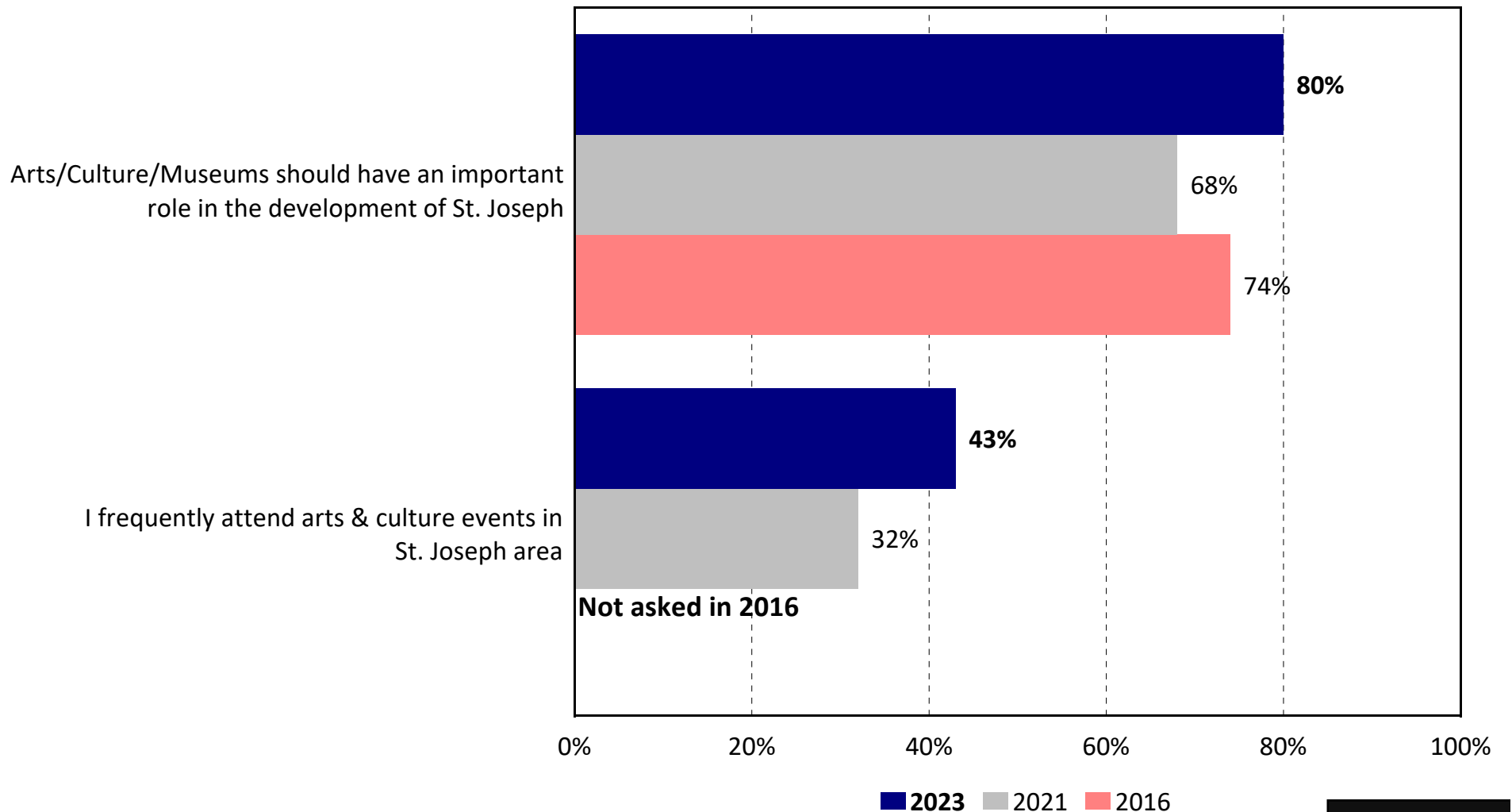
# Q8. Agreement with Various Statements Regarding Arts/Culture/Museums in the St. Joseph Area

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



# Agreement with Various Statements Regarding Arts/Culture/Museums in the St. Joseph Area 2016, 2021, & 2023

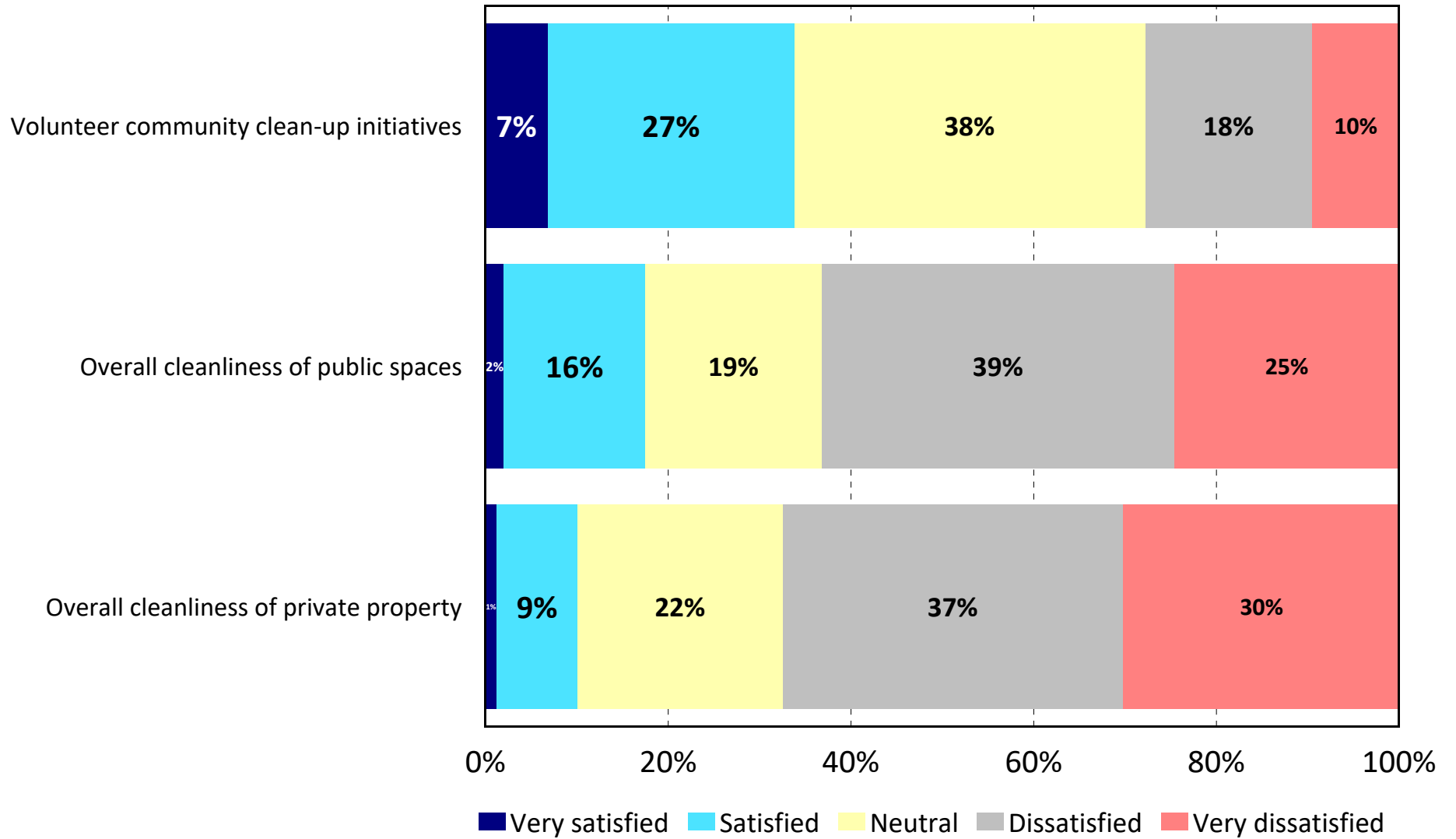
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



**Trends**

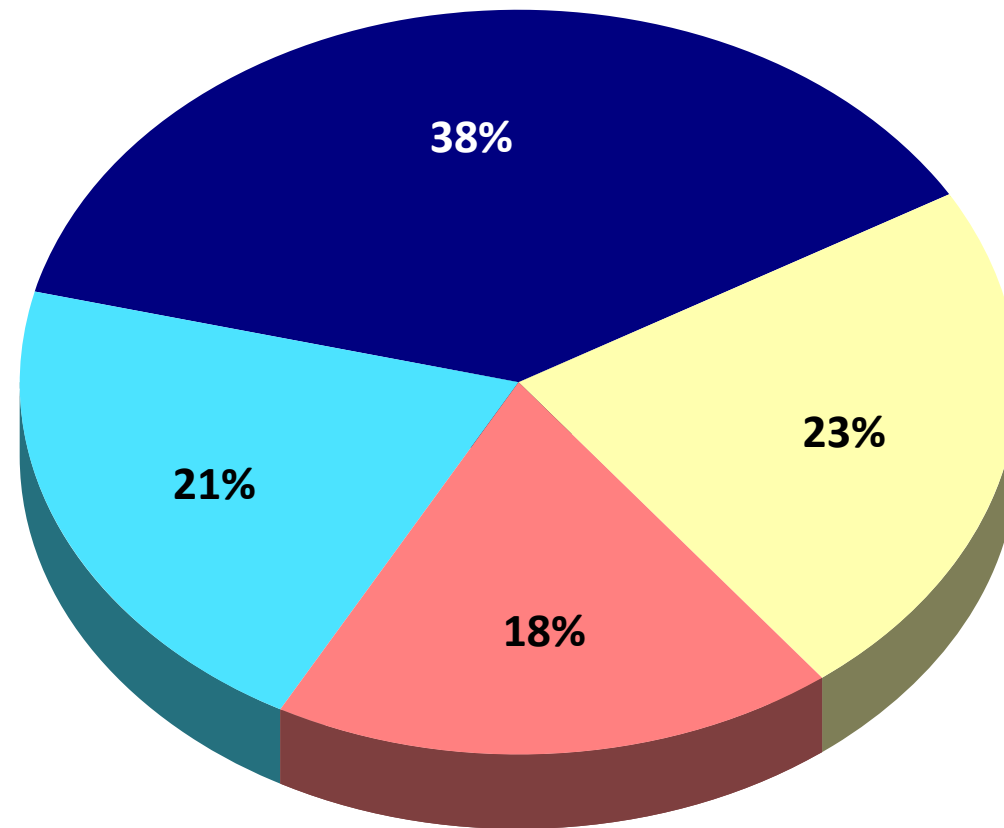
# Q9. Satisfaction with Cleanliness and Appearance

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



# Q10. How supportive would you be of the City offering a comprehensive program for residential trash collection?

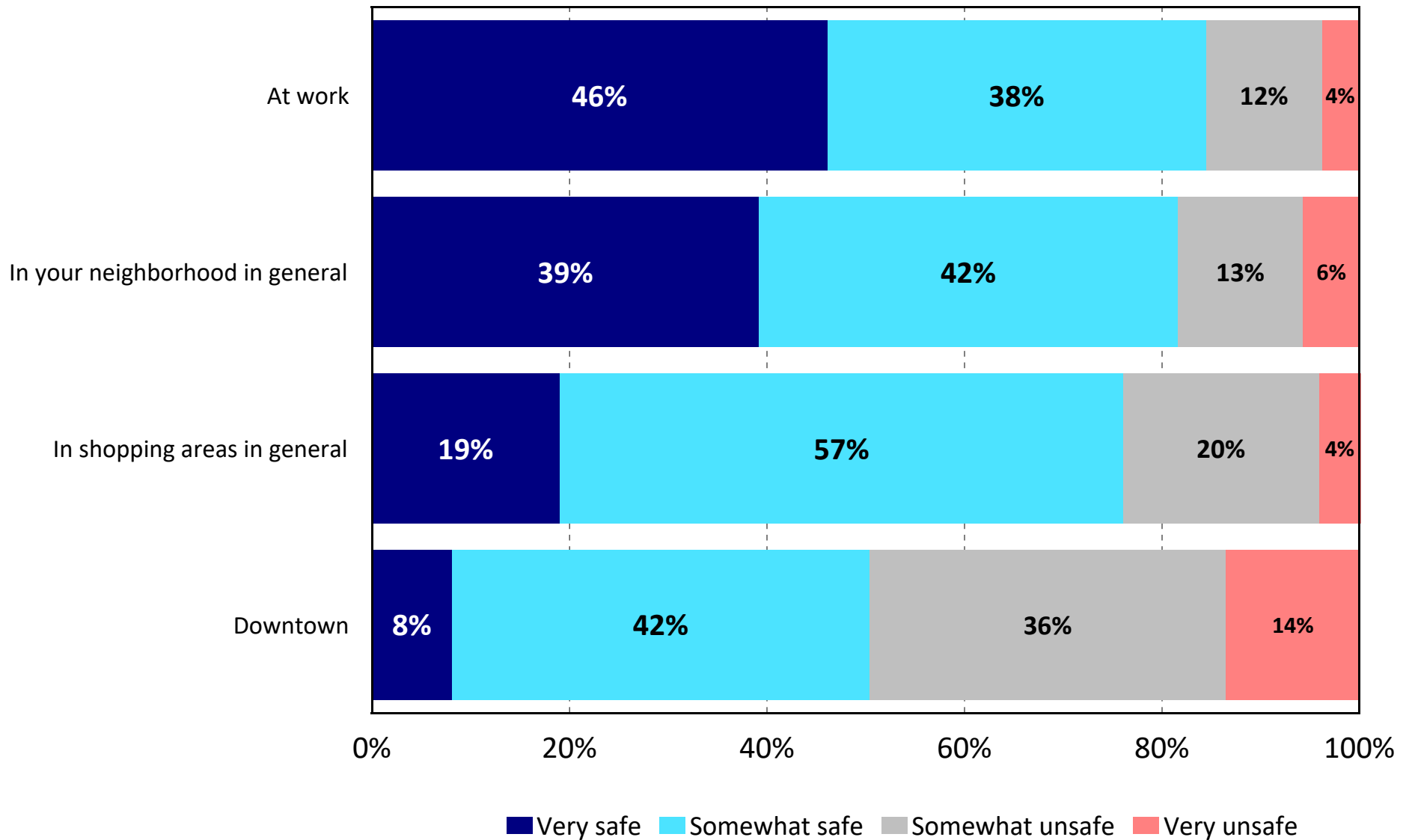
by percentage of respondents



■ Very supportive ■ Somewhat supportive ■ Not supportive ■ Need more information

# Q11. Feeling of Safety in Various Situations

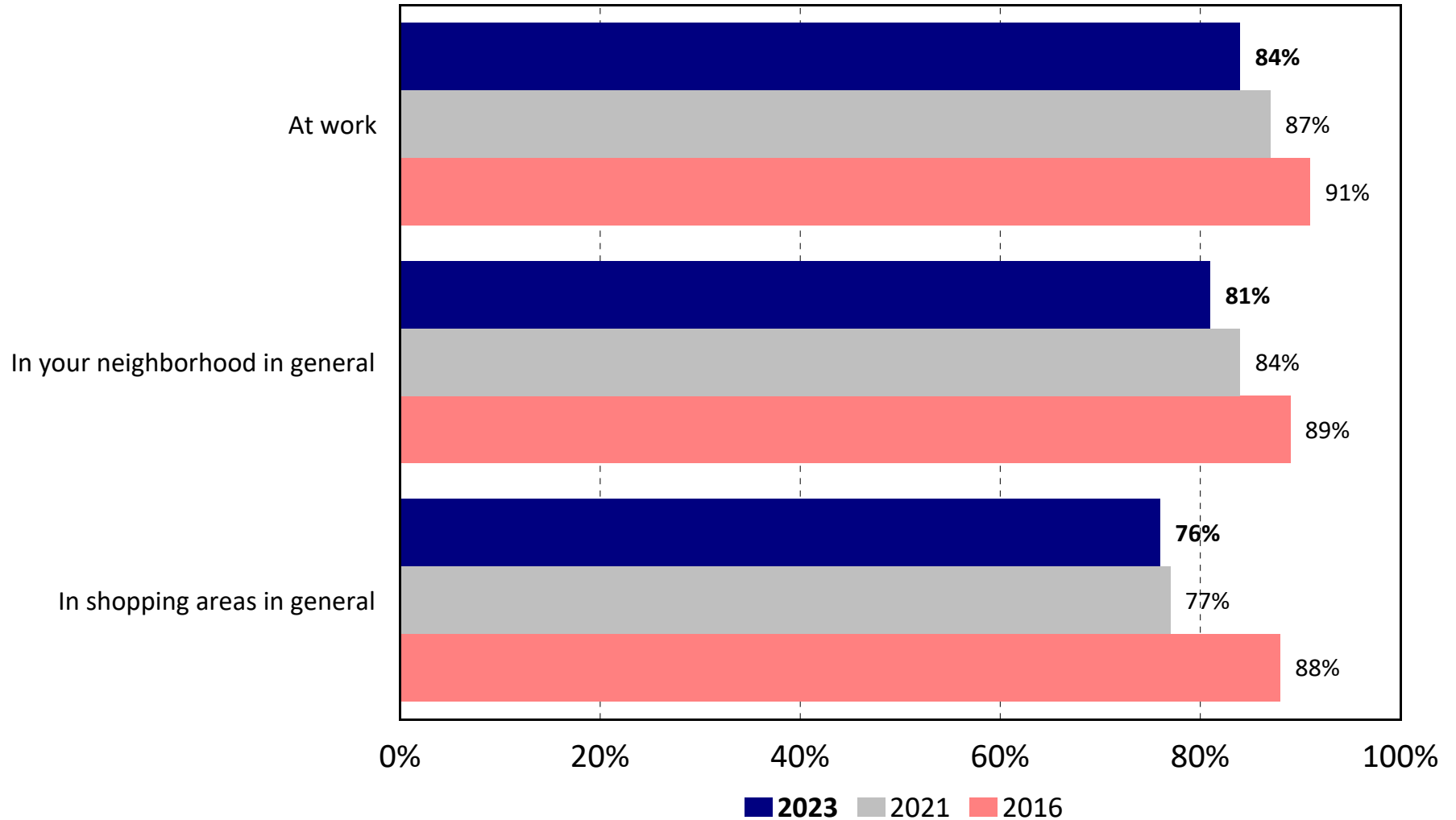
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don't know”)





# Feeling of Safety in Various Situations 2016, 2021, & 2023

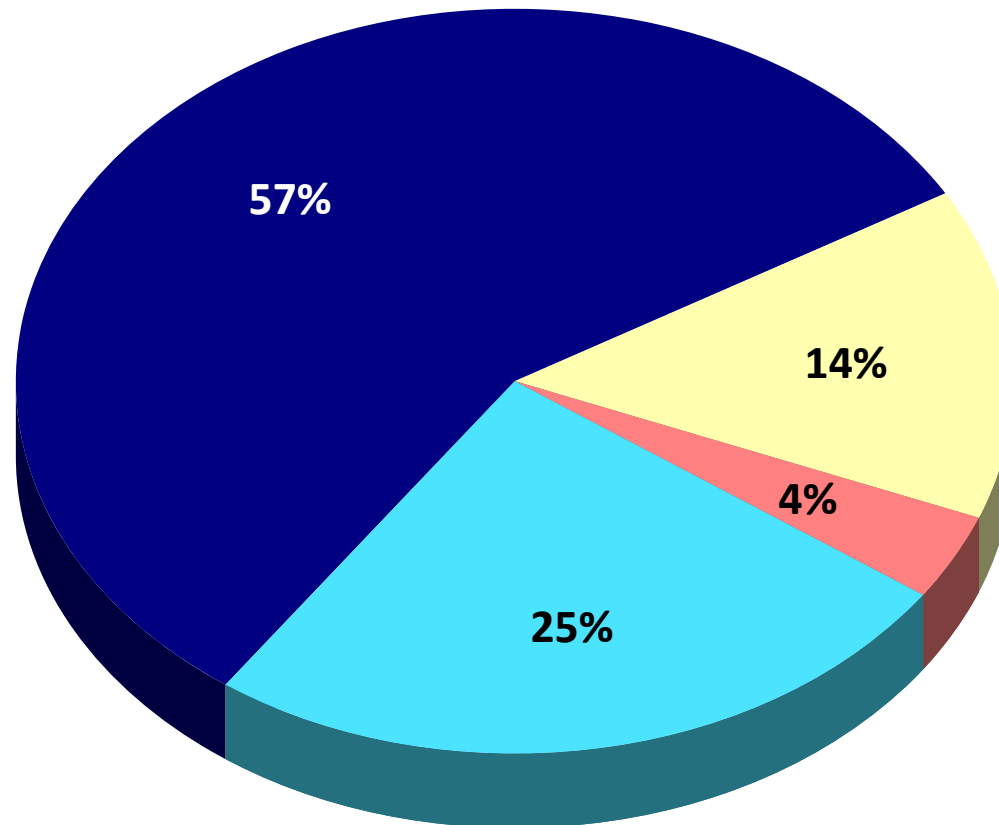
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding “don't know”)



**Trends**

# Q12. Do you support the City/County-funded Grow Our Own program with Missouri Western State University to put more law enforcement officers on the streets?

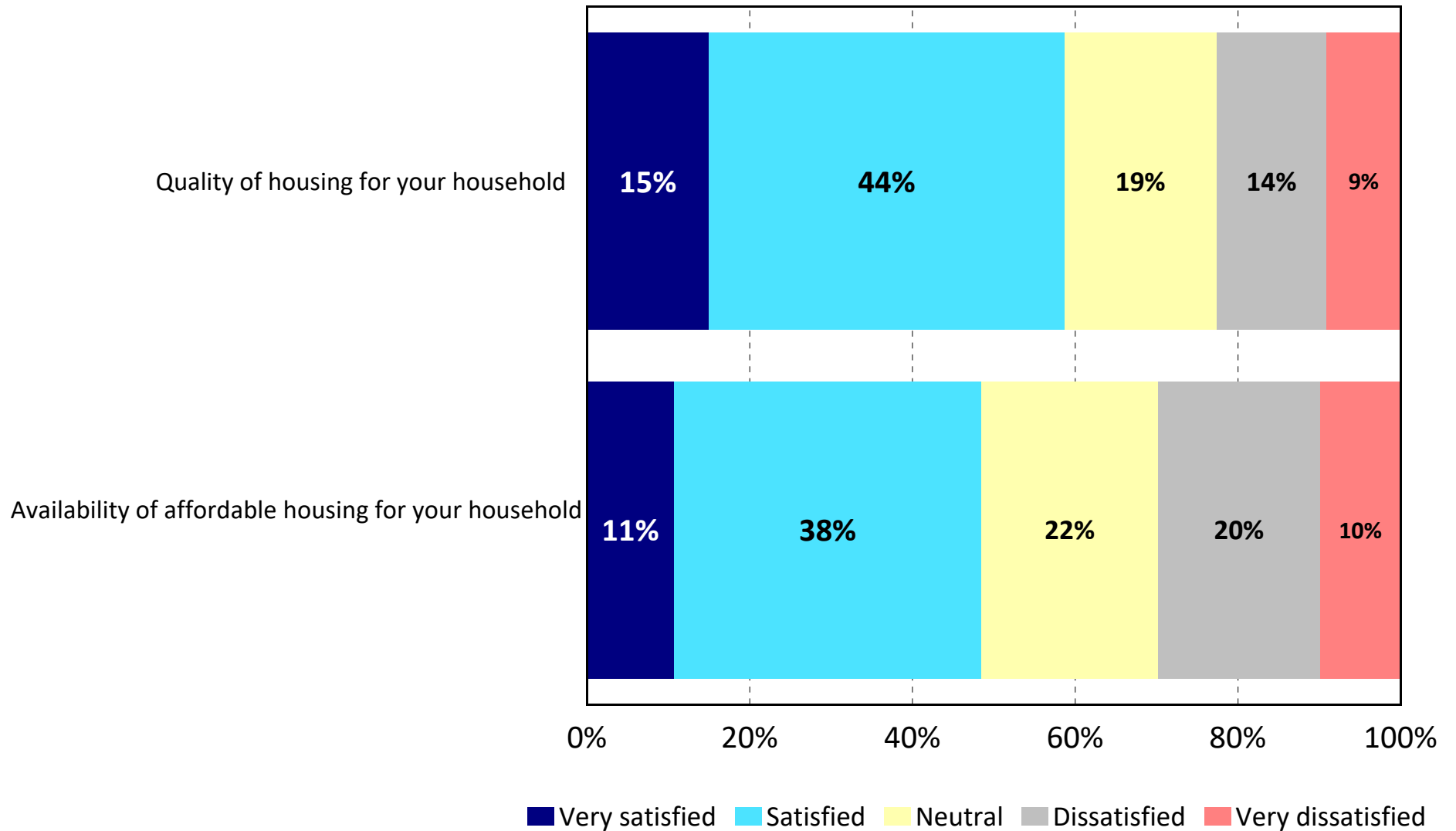
by percentage of respondents



■ Very supportive ■ Somewhat supportive ■ Not supportive ■ Need more information

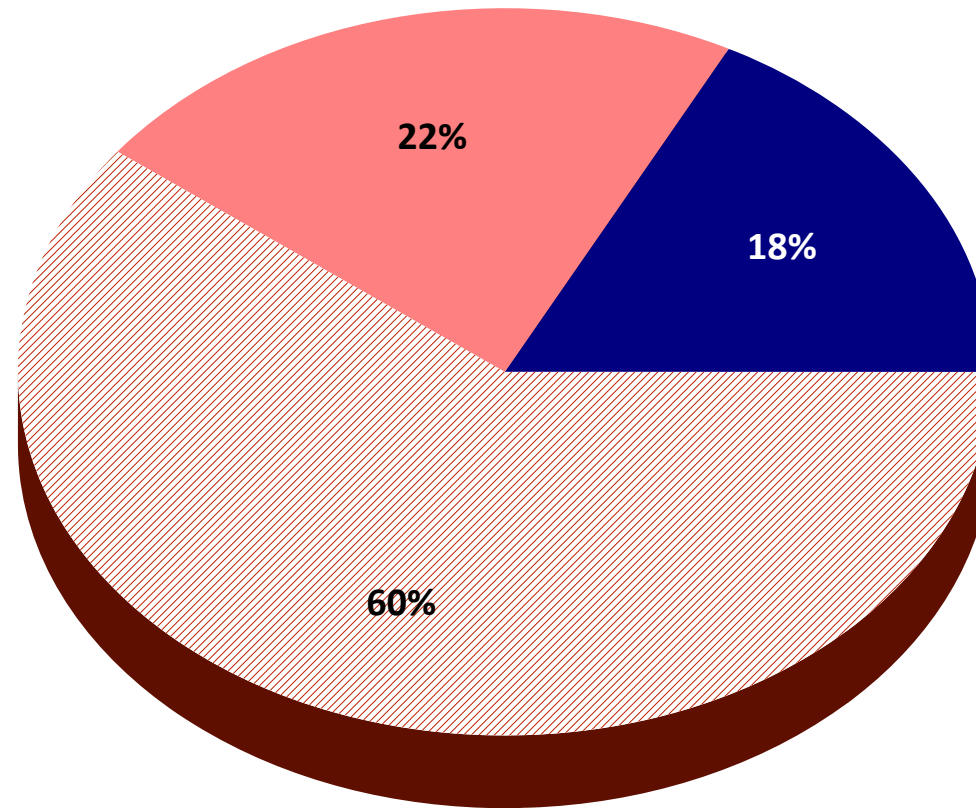
# Q13. Satisfaction with Housing Issues

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



# Q14. Are you involved with your neighborhood association?

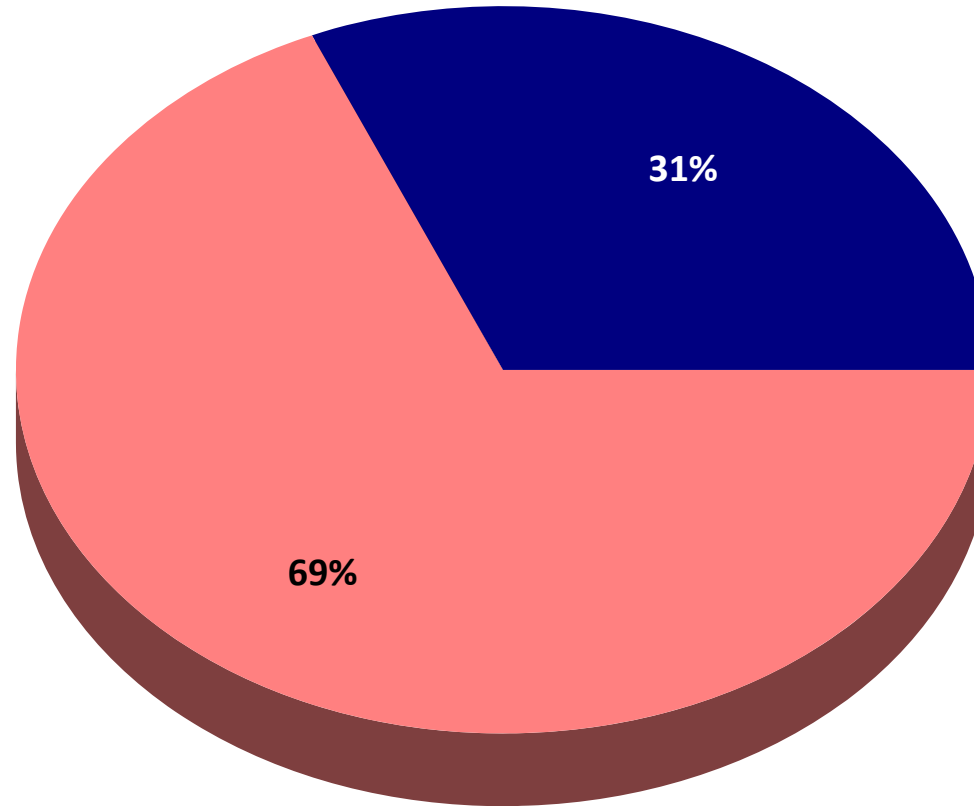
by percentage of respondents (excluding “not provided”)



■ Yes ■ No ▨ We do not have an active neighborhood association

# Q15. Are you aware of the Urban Homesteading Program designed to help revitalize older neighborhoods?

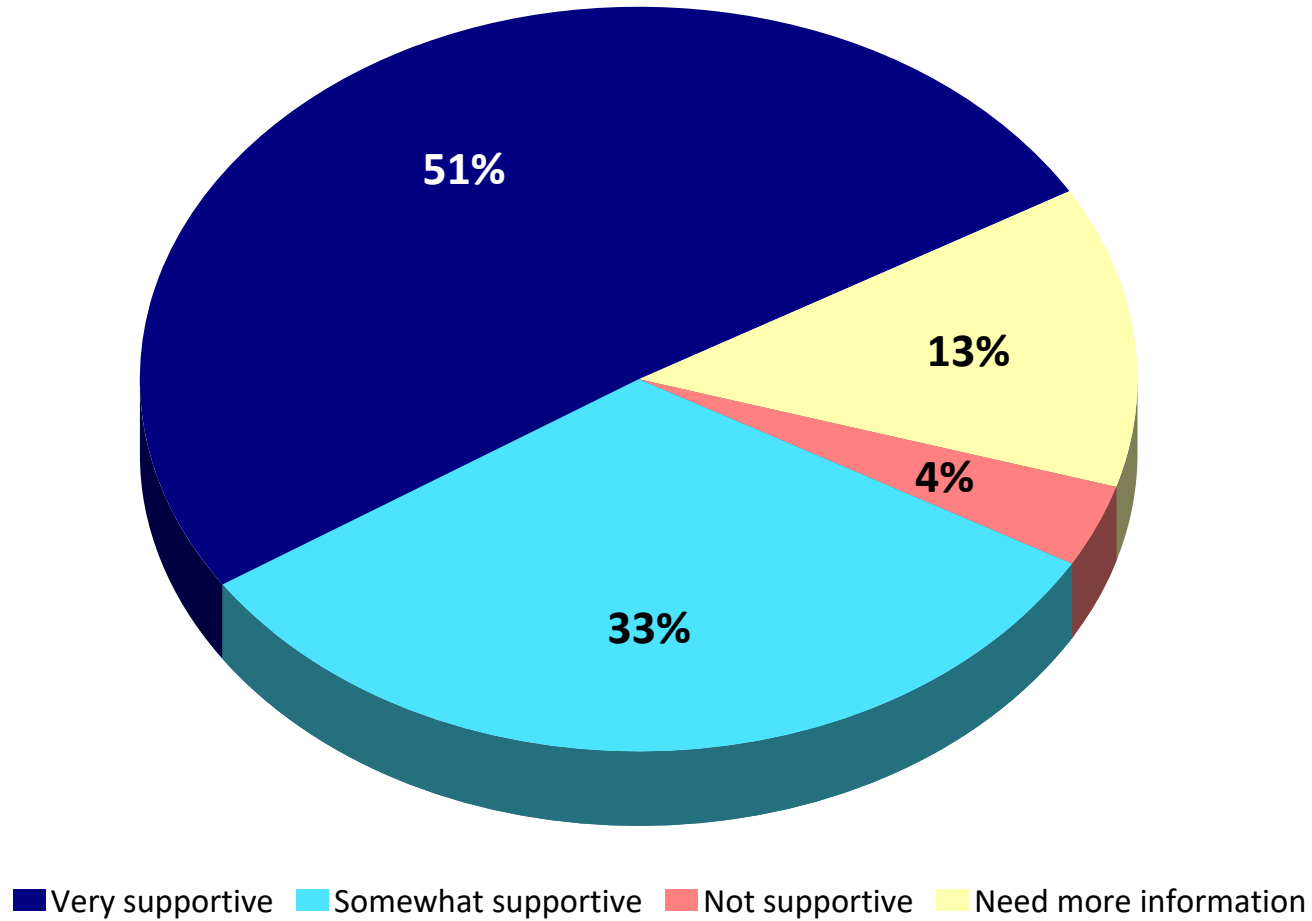
by percentage of respondents (excluding "don't know")



■ Yes ■ No

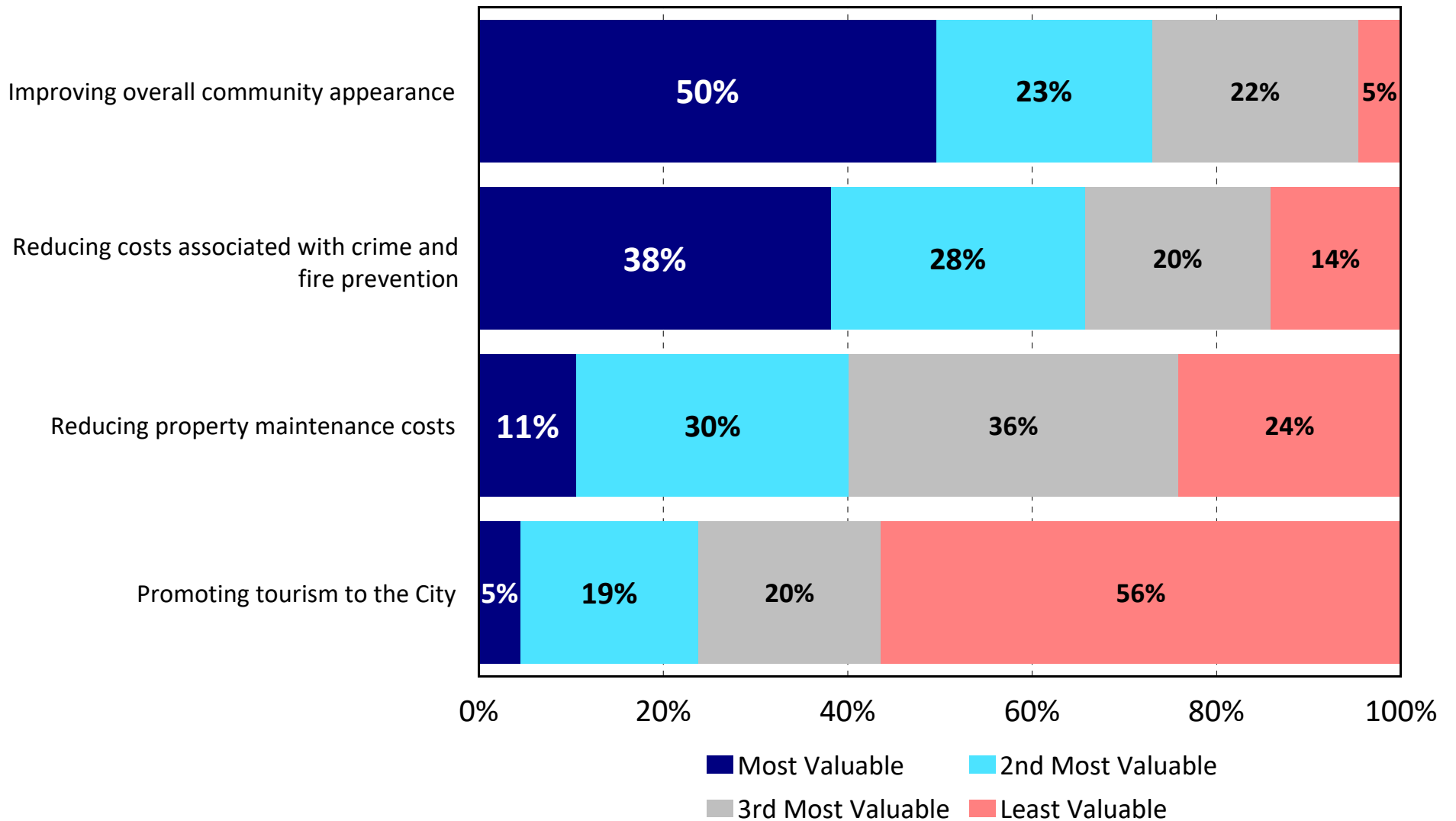
# Q16. How supportive would you be of revitalizing older neighborhoods in St. Joseph?

by percentage of respondents



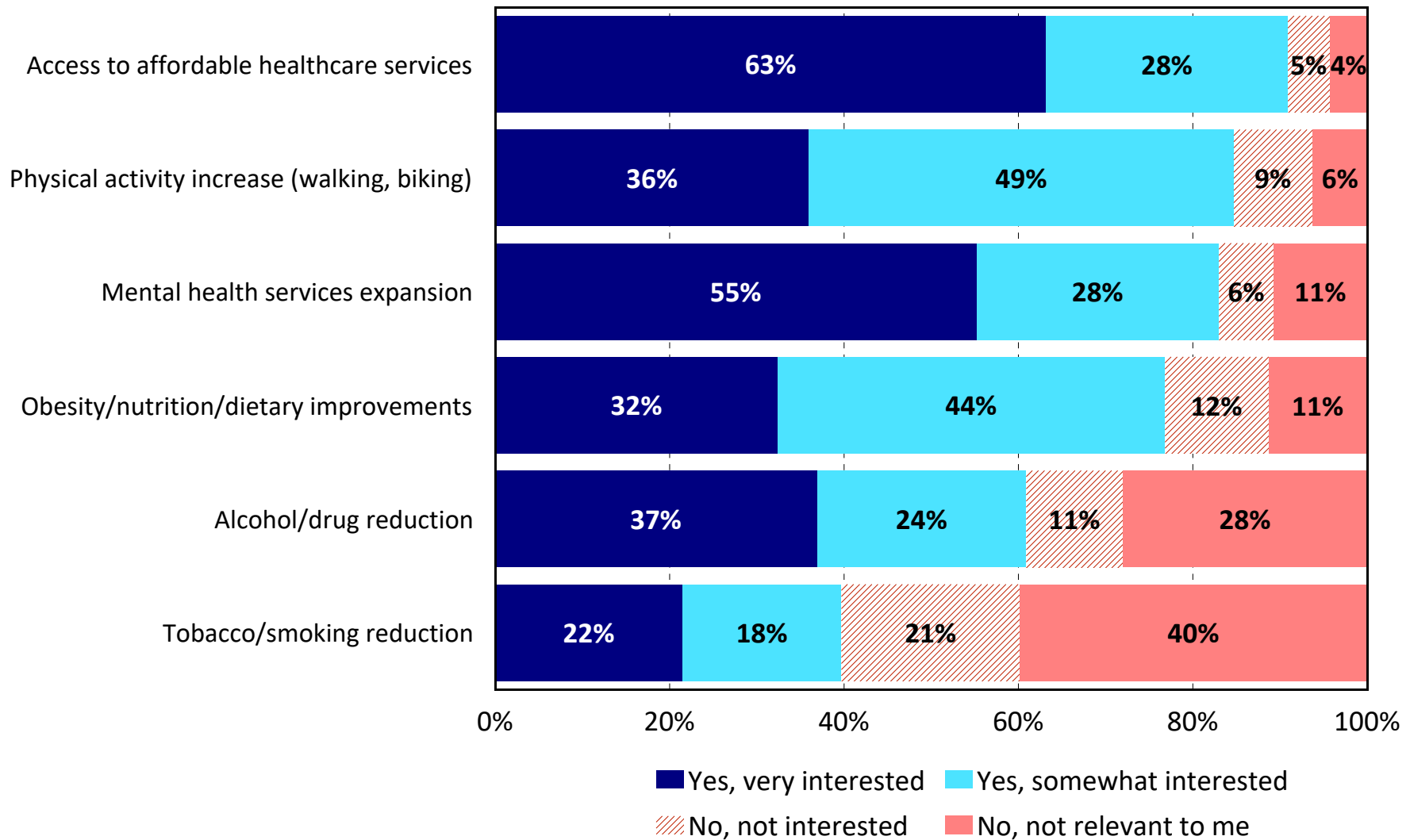
# Q17. Value of Economic Impact if St. Joseph Were to Invest in the Revitalization of Older Neighborhoods

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “not provided”)



# Q18. Level of Interest in Addressing Health Improvement Opportunities

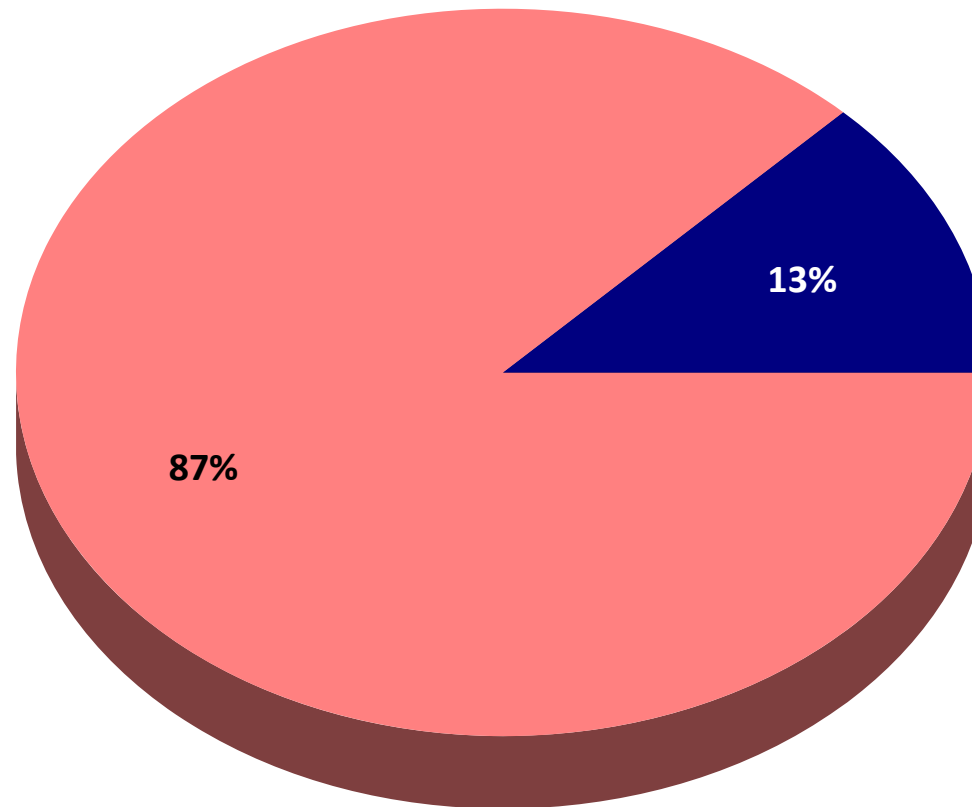
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “don’t know”)





# Q19. Are you familiar with the Blueprint Plan for a System of Care for Homeless Services designed to better manage and reach functional zero homelessness for St. Joseph?

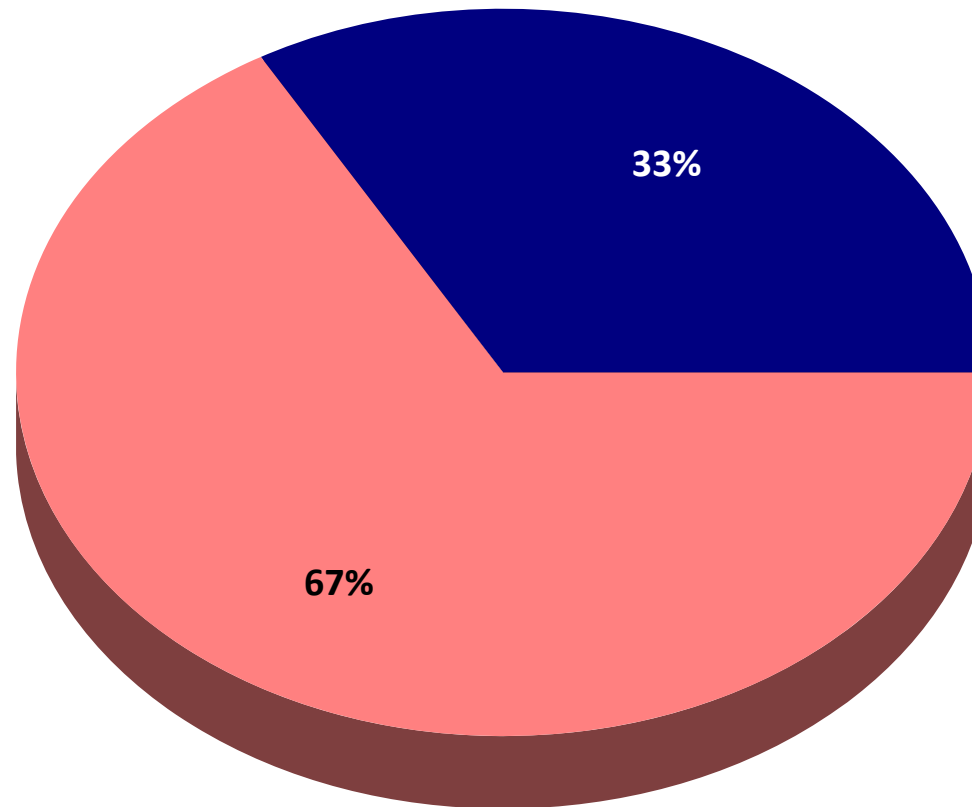
by percentage of respondents (excluding "don't know")



■ Yes ■ No

# Q20. Are you familiar with the work of the Opioid Task Force to reduce addiction in St. Joseph?

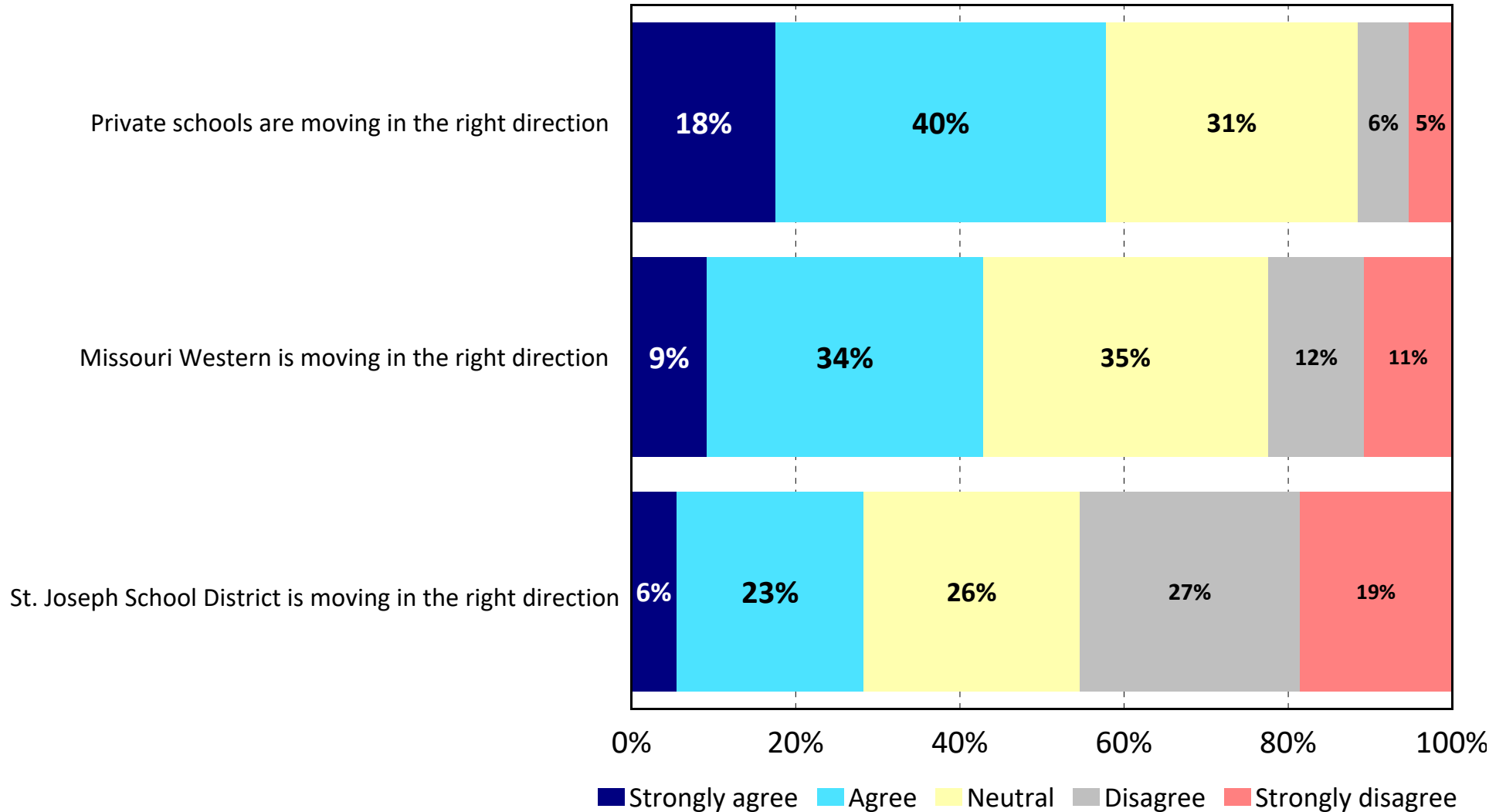
by percentage of respondents (excluding "don't know")



■ Yes ■ No

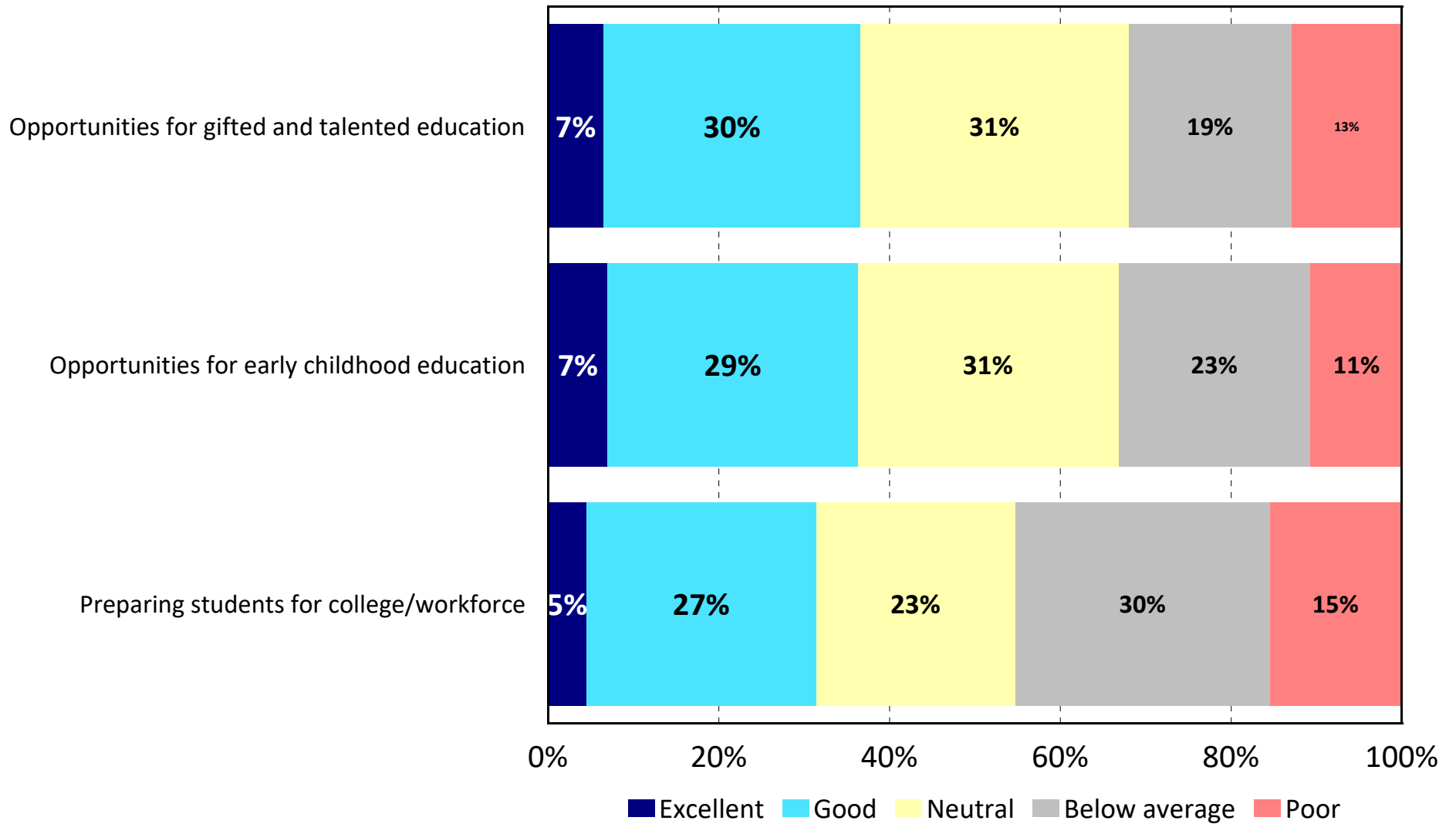
# Q21. Agreement With the Following Statements Regarding Education

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



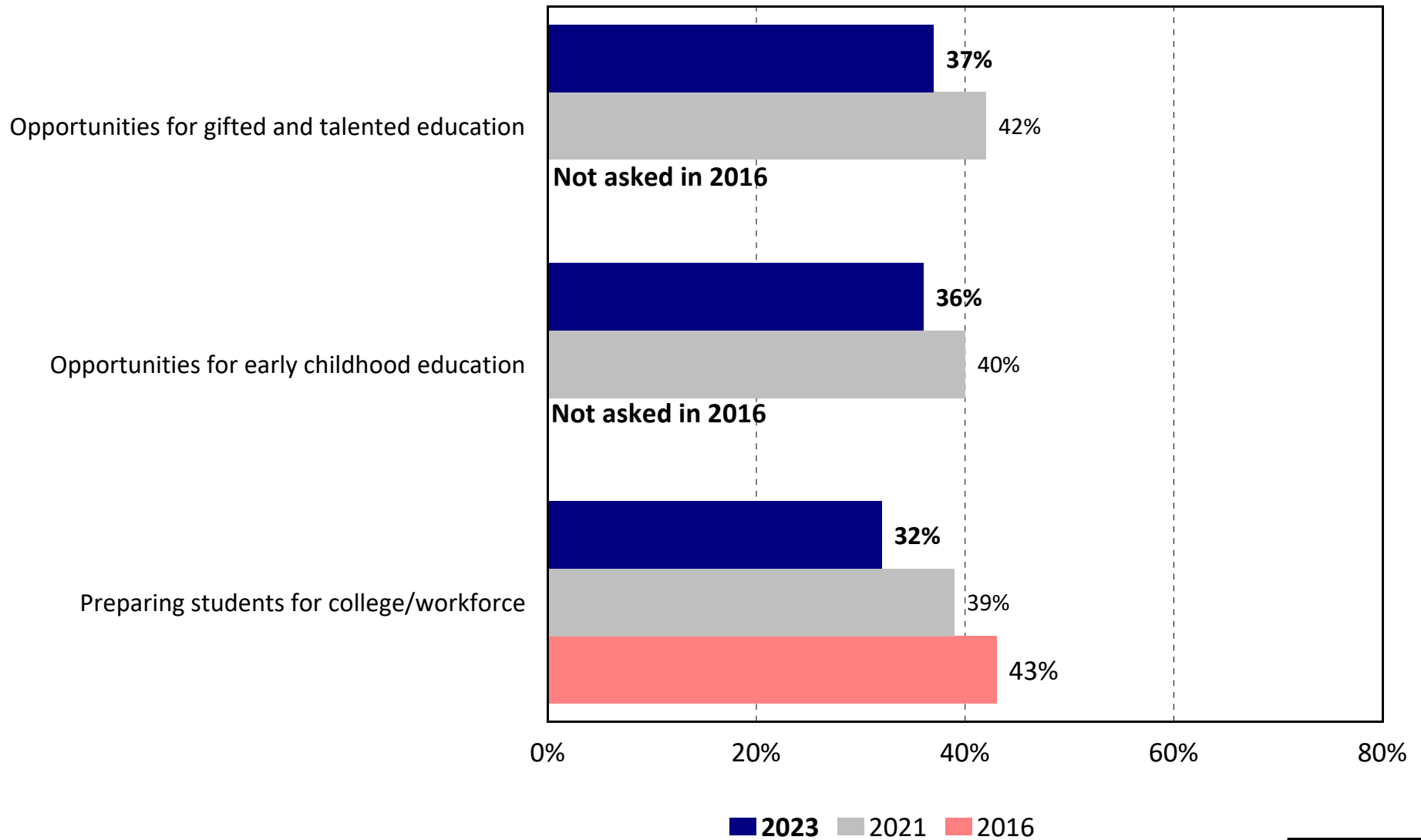
# Q22. Perceptions of the St. Joseph School District

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



# Perceptions of the St. Joseph School District 2016, 2021, & 2023

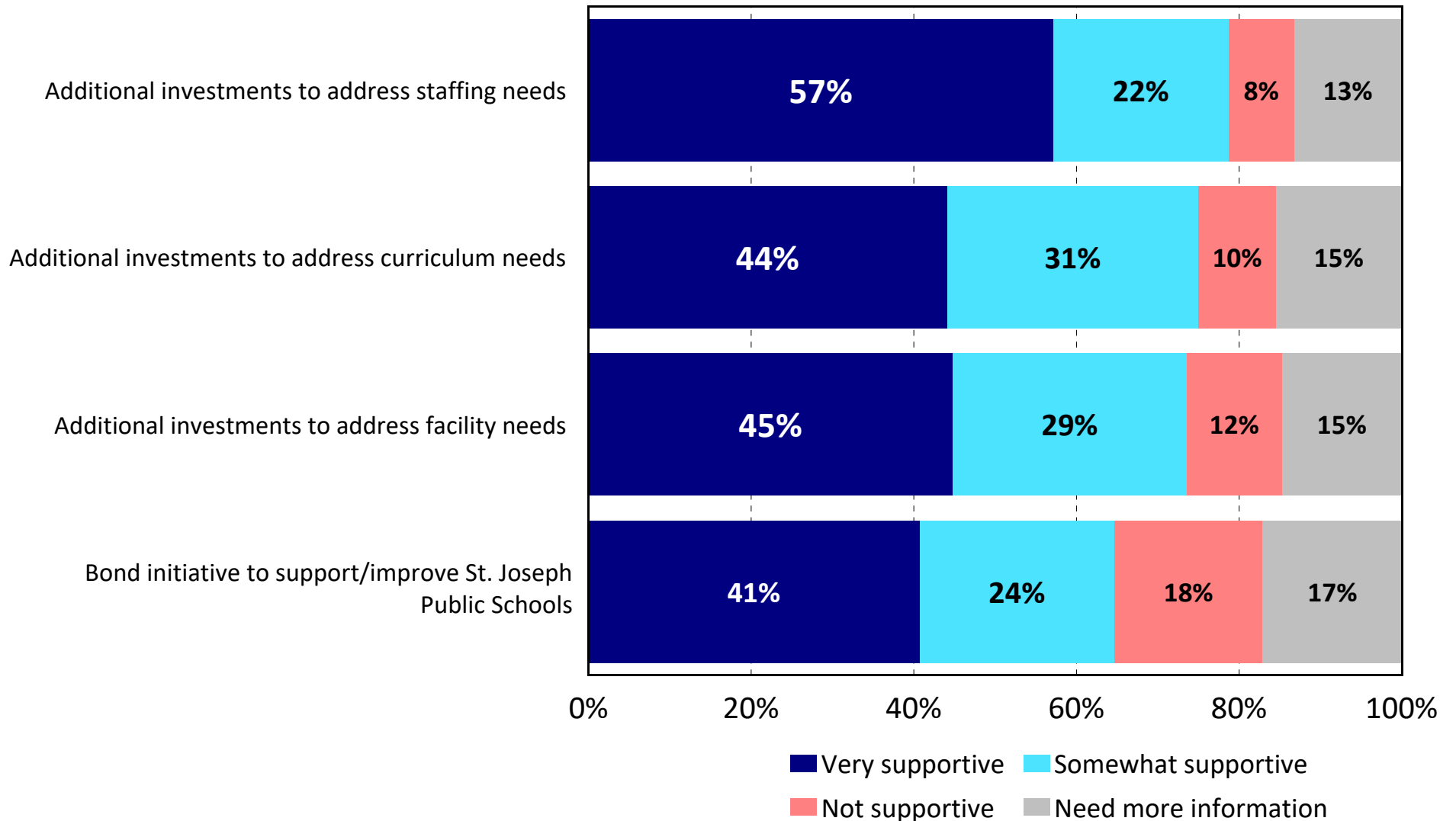
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don't know”)



**Trends**

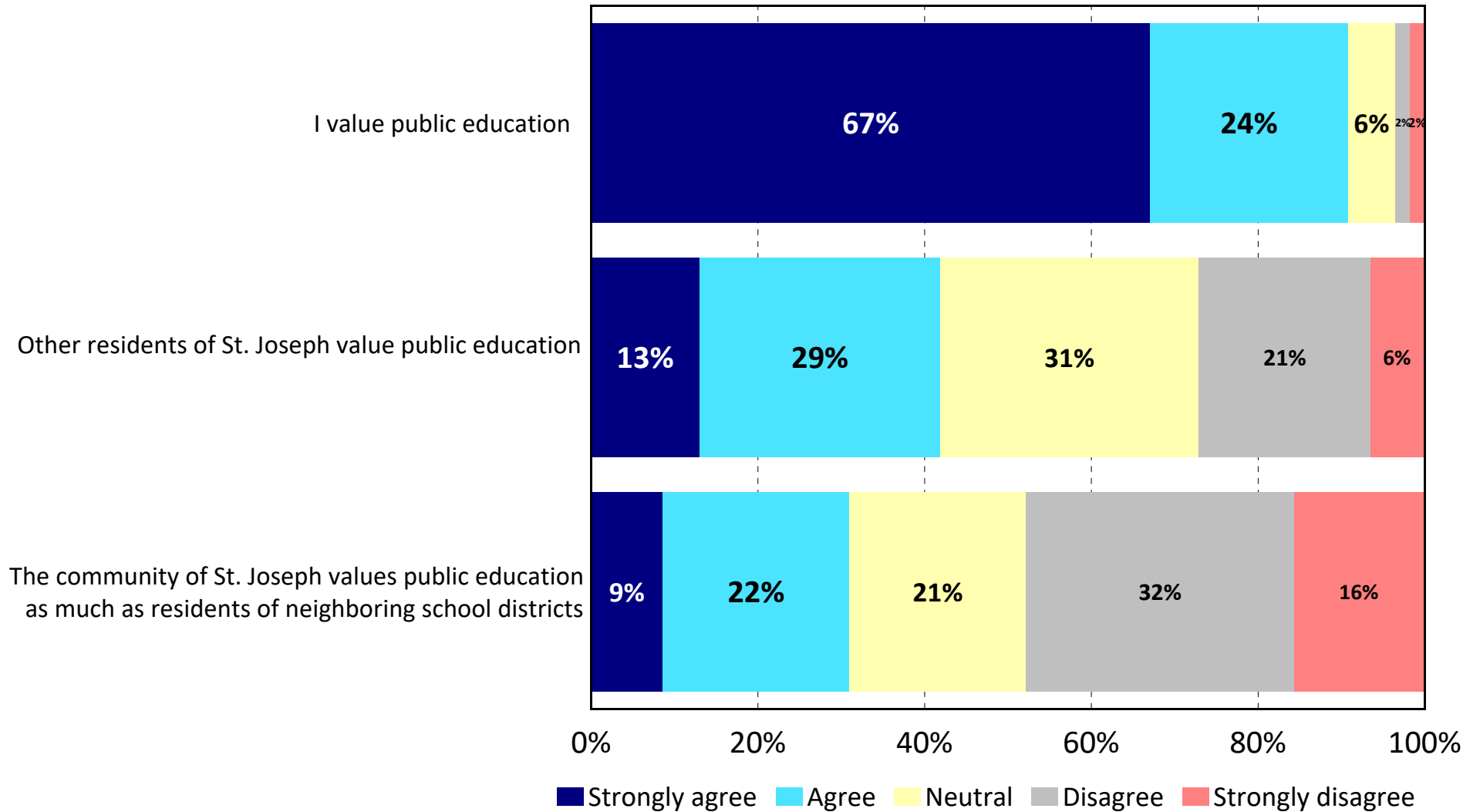
# Q23. Level of Support for the Following Investments in the St. Joseph School District

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding “not provided”)



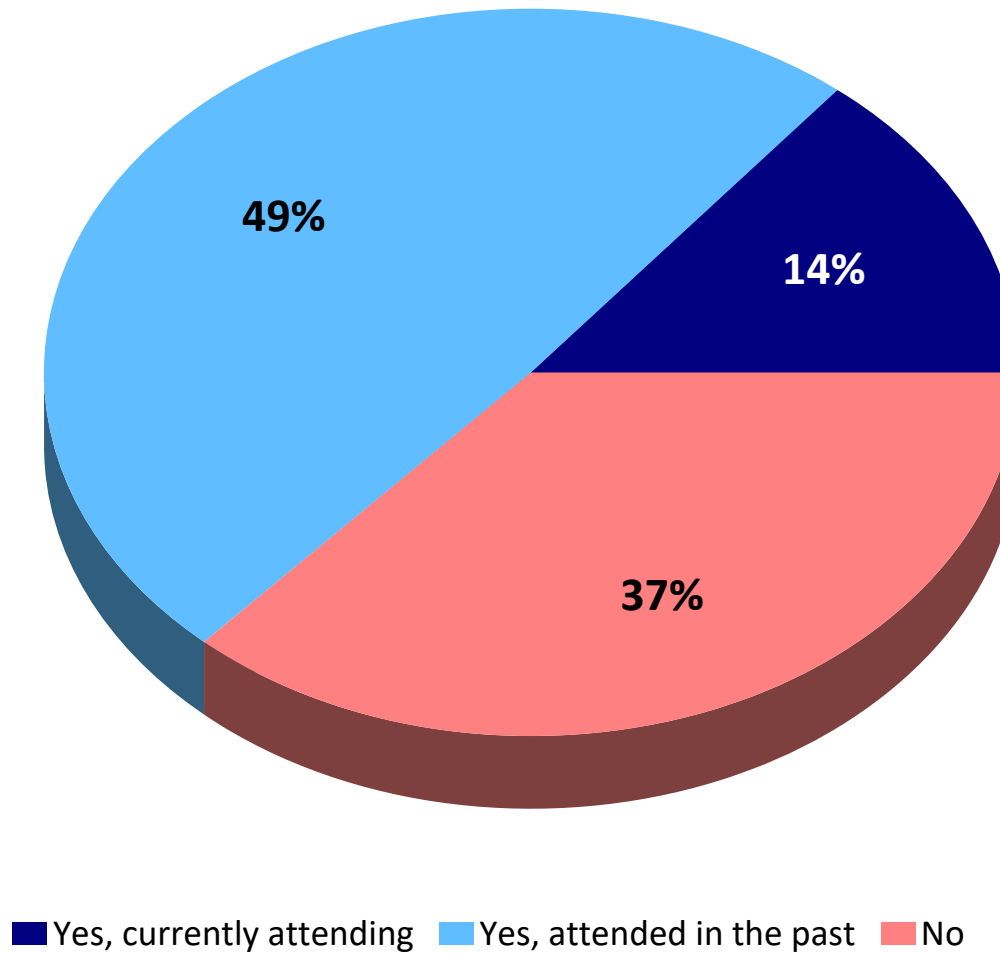
# Q24. Agreement With the Following Statements Regarding the Value of Public Education

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



# Q26. Do you have children that have attended schools in the St. Joseph School District, now or in the past?

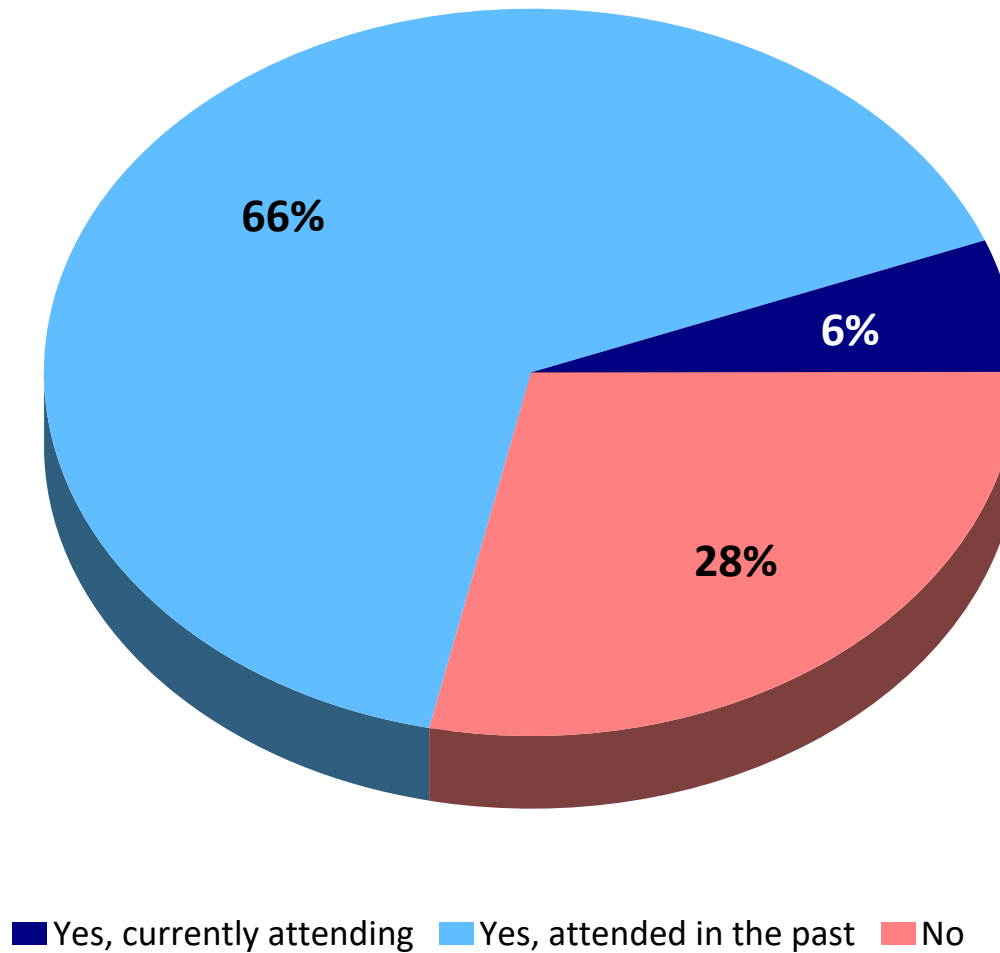
by percentage of respondents





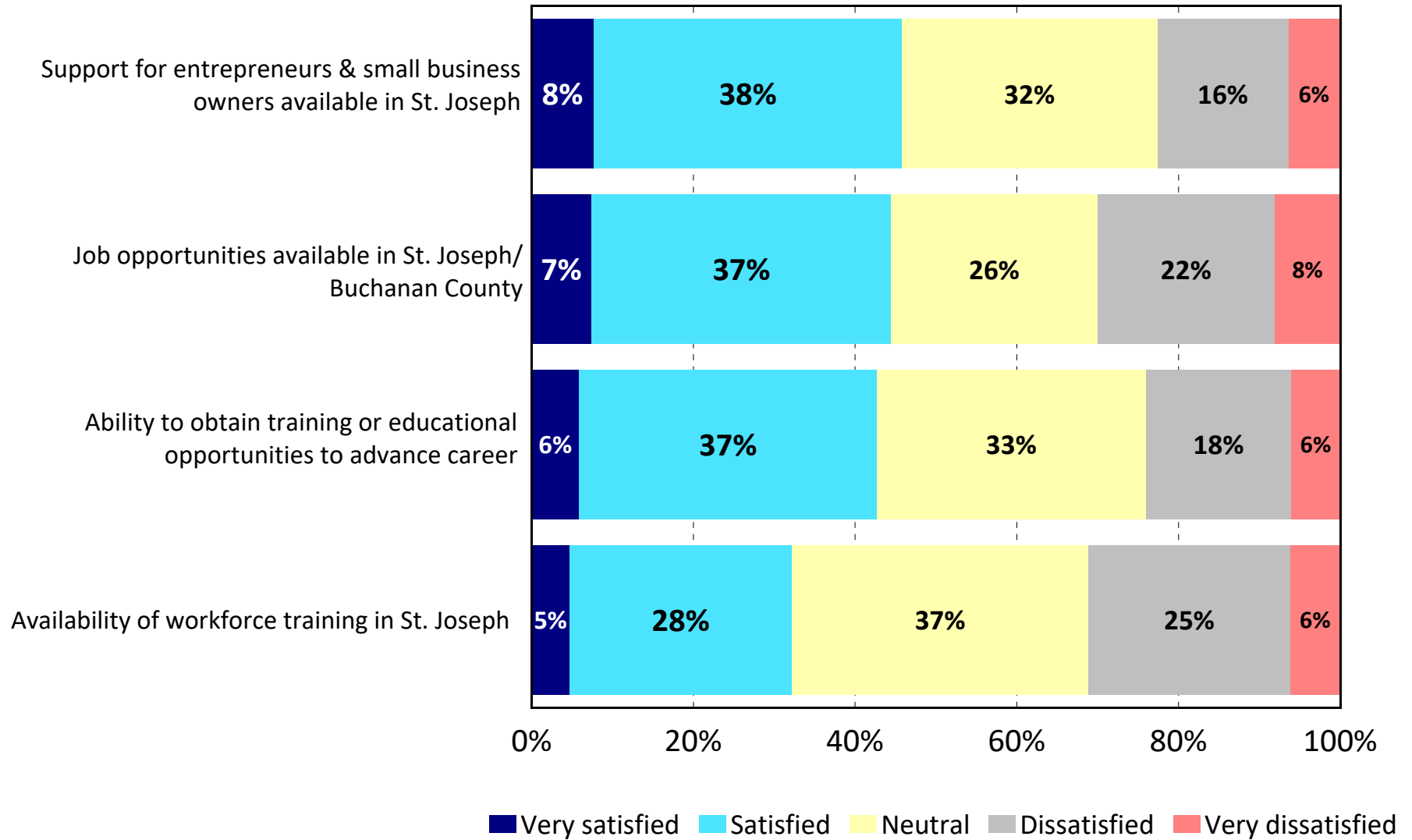
# Q27. Has anyone in your household attended Missouri Western State University, now or in the past?

by percentage of respondents



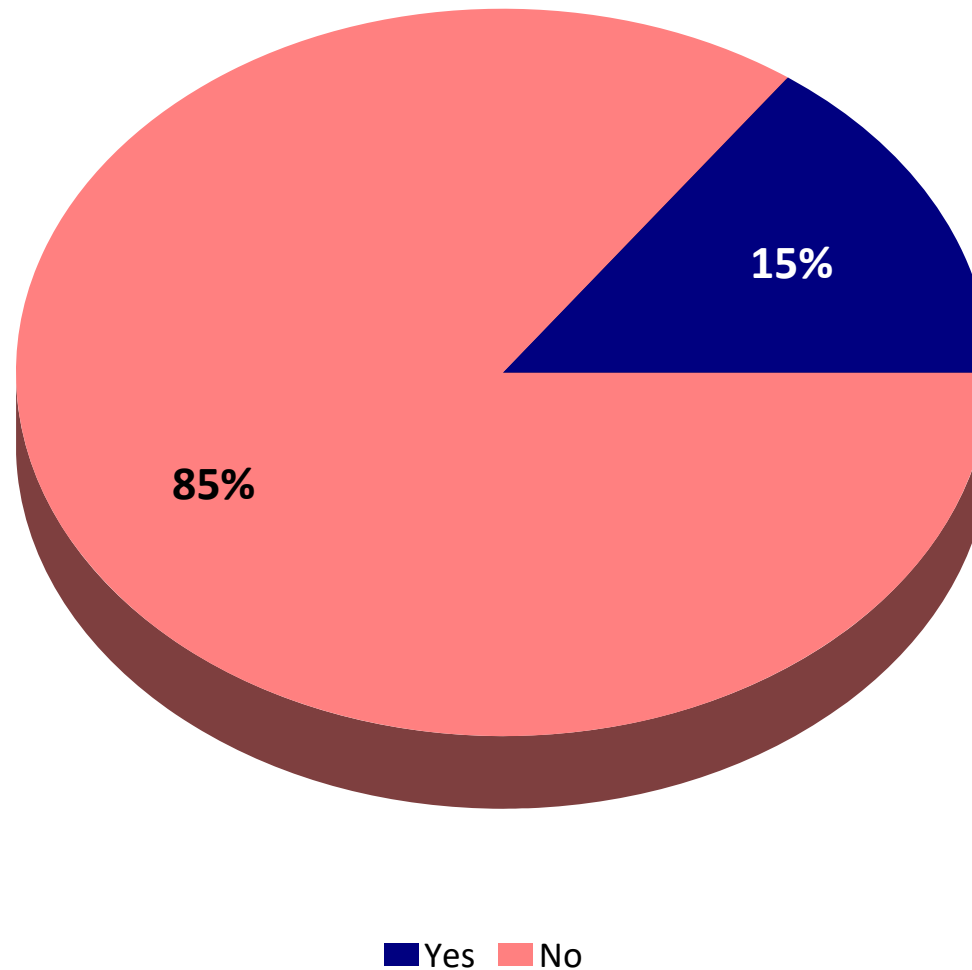
# Q28. Satisfaction With Jobs and Economic Development

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



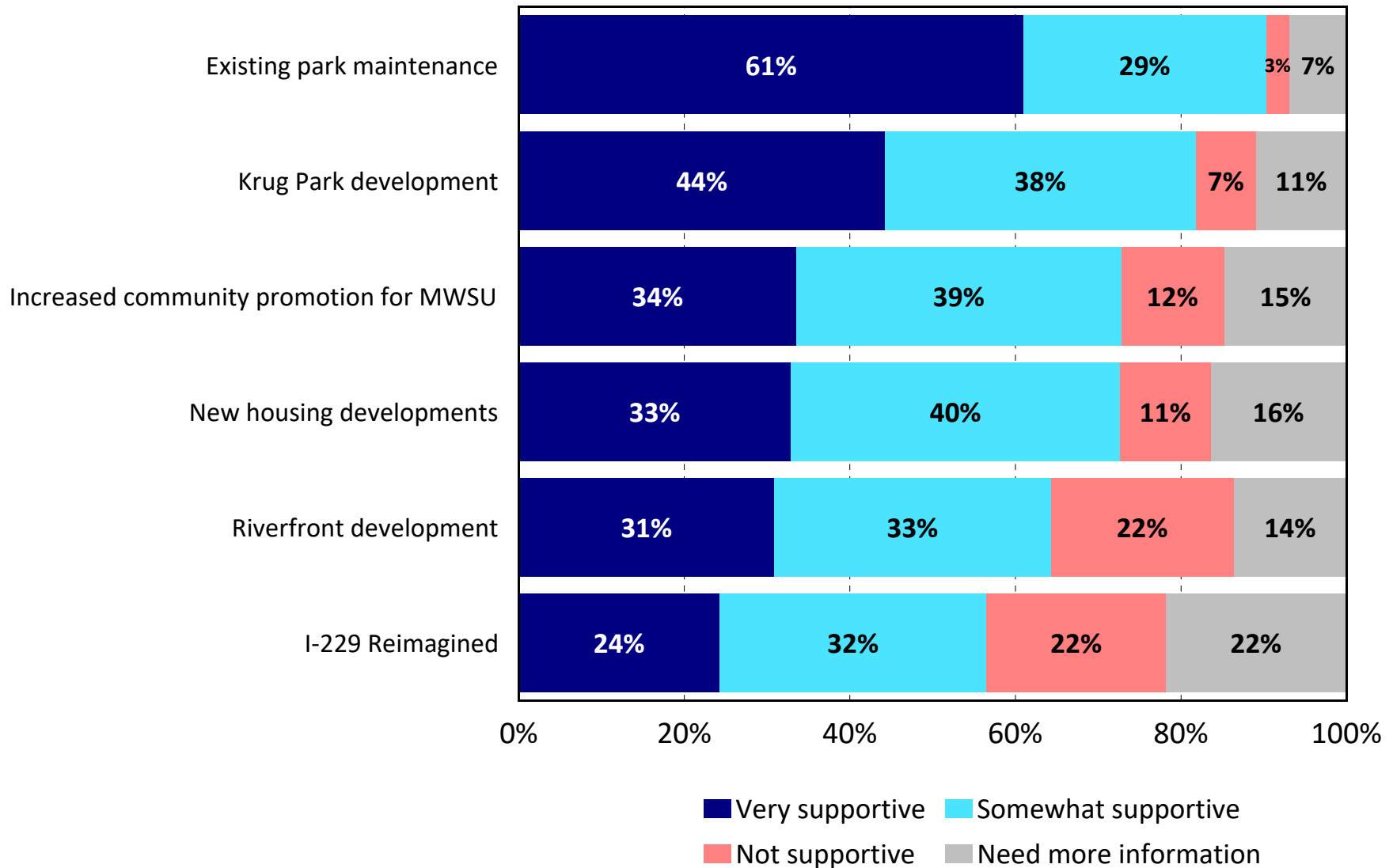
## Q29. Do you own a small business or are you self-employed?

by percentage of respondents (excluding "not provided")



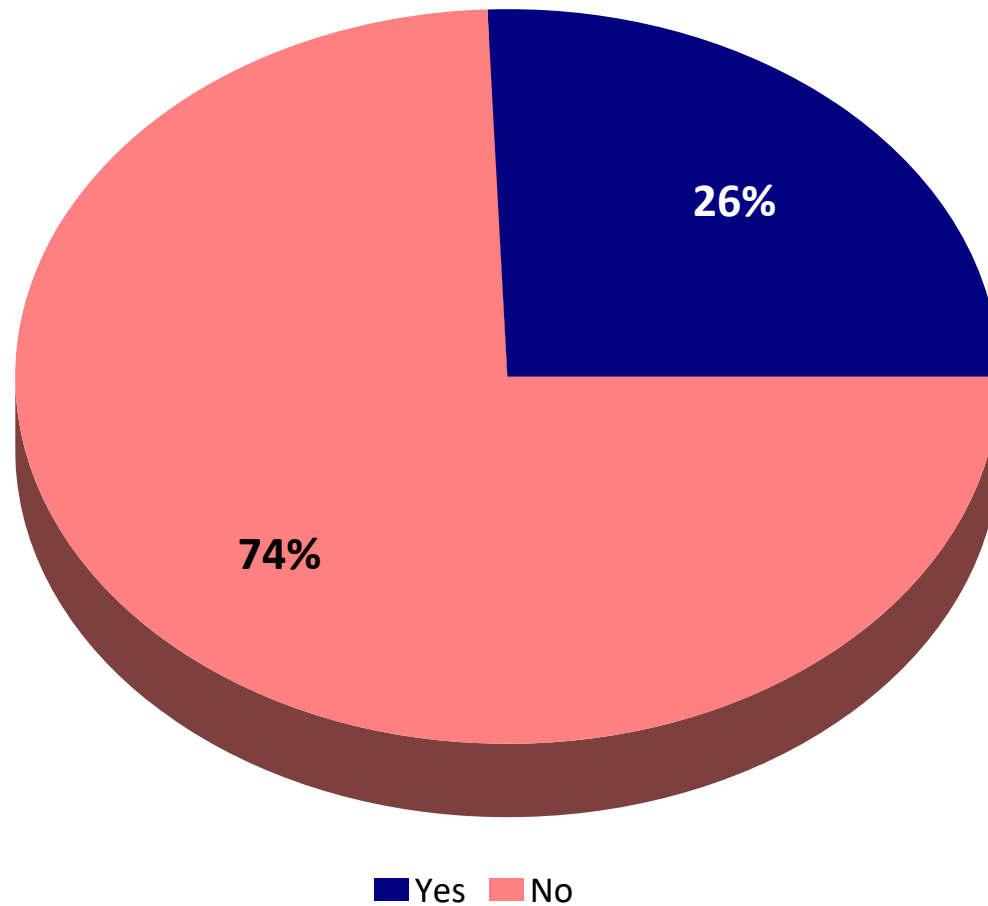
# Q30. Level of Support for Development of Key Amenities

by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale



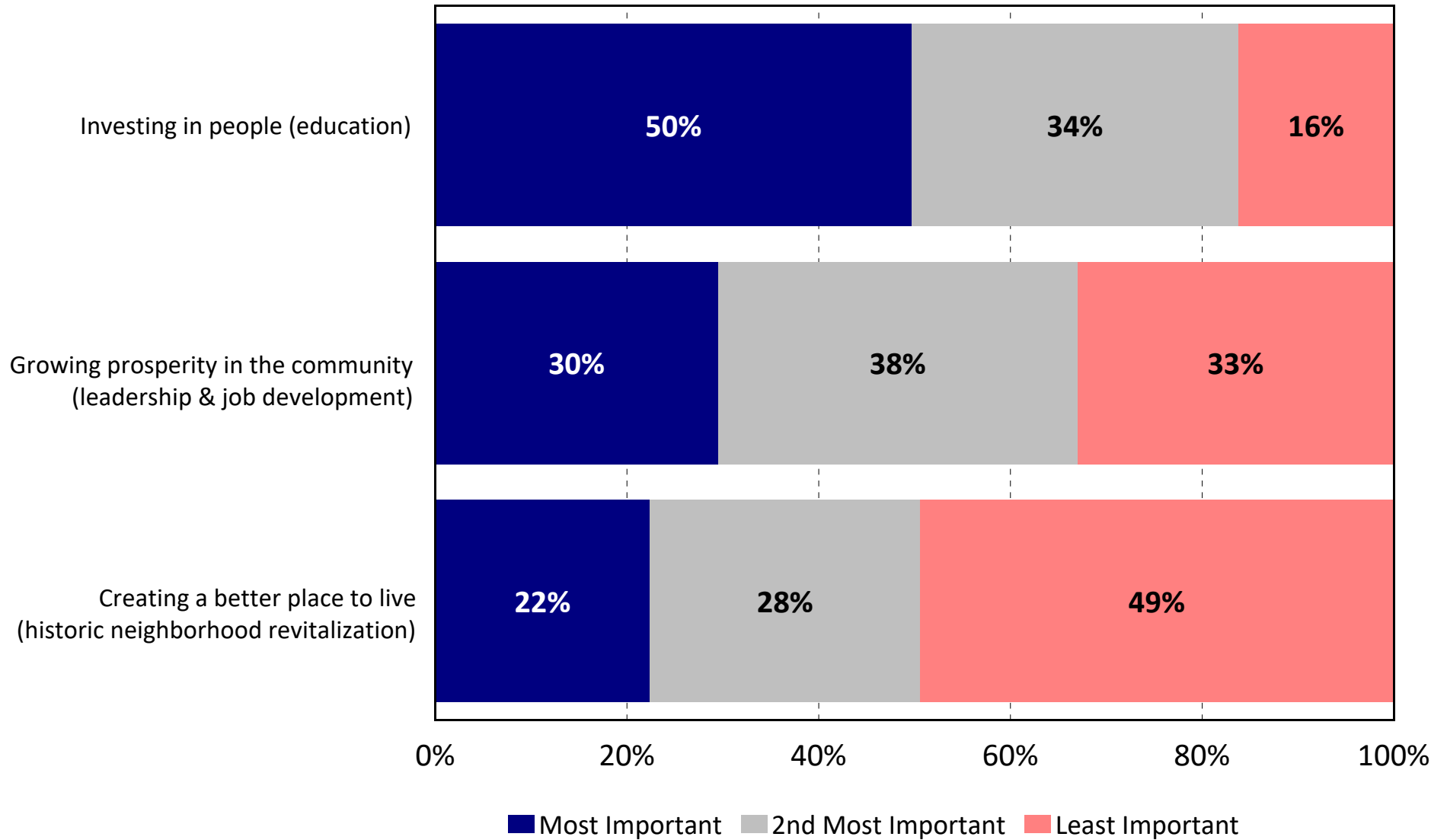
# Q31. Are you aware of the Imagine St. Joseph 2040 project?

by percentage of respondents (excluding “not provided”)



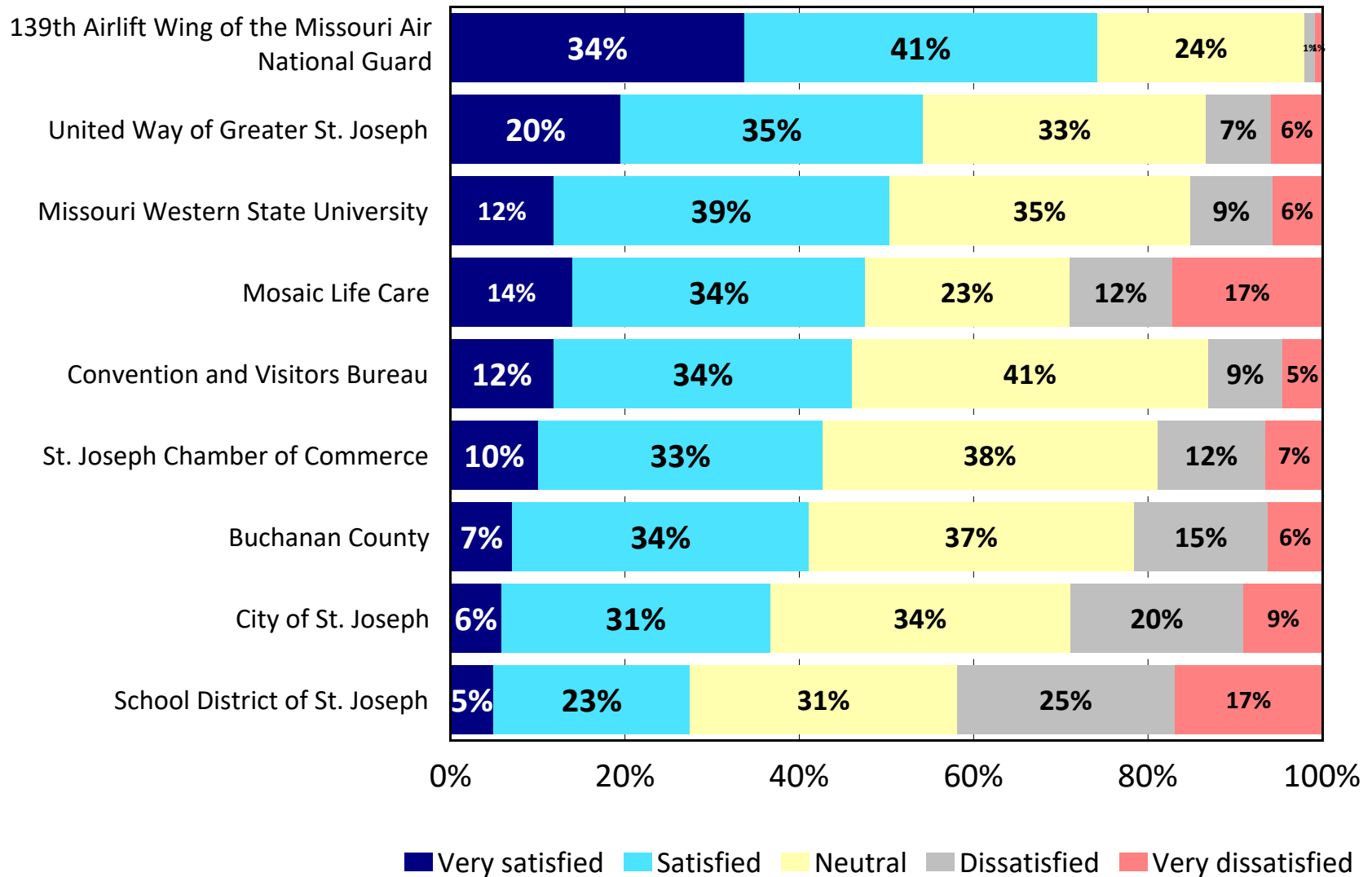
# Q32. Importance of the Goals of Imagine St. Joseph 2040

by percentage of respondents who rated the item as a 1 to 3 on a 3-point scale (excluding “not provided”)



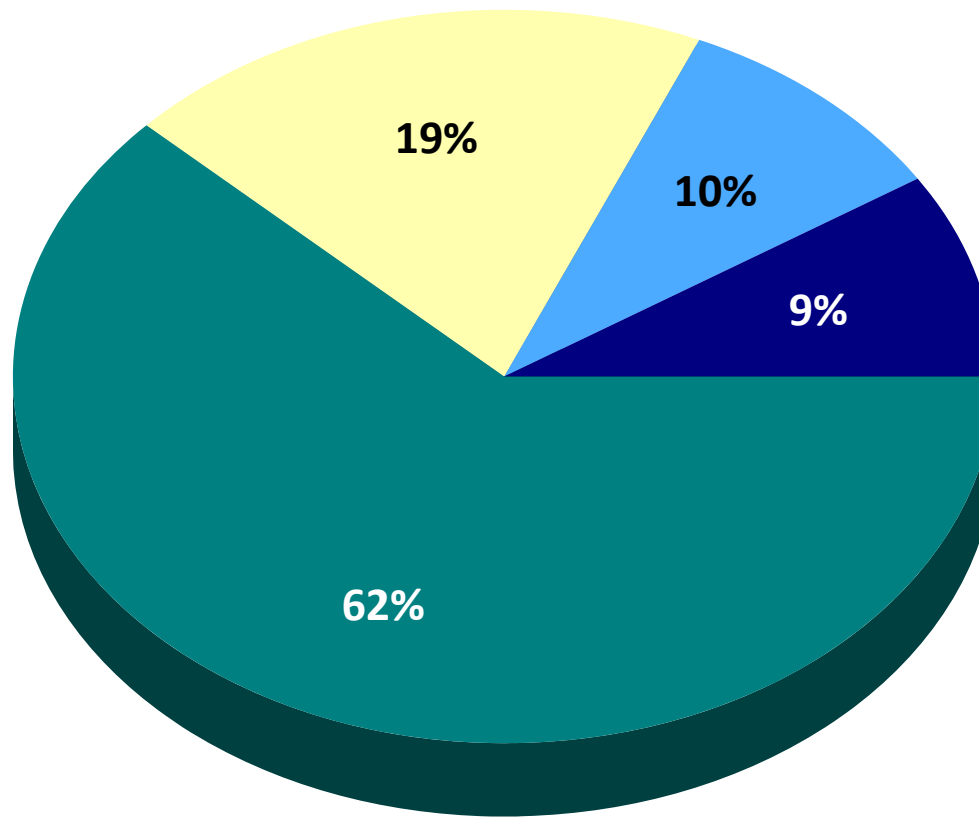
# Q33. Satisfaction With the Following Community Alliance Partner Organizations

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



# Q34. Demographics: Approximately how many years have you lived in the City of St. Joseph/Buchanan Co.?

by percentage of respondents (excluding “not provided”)

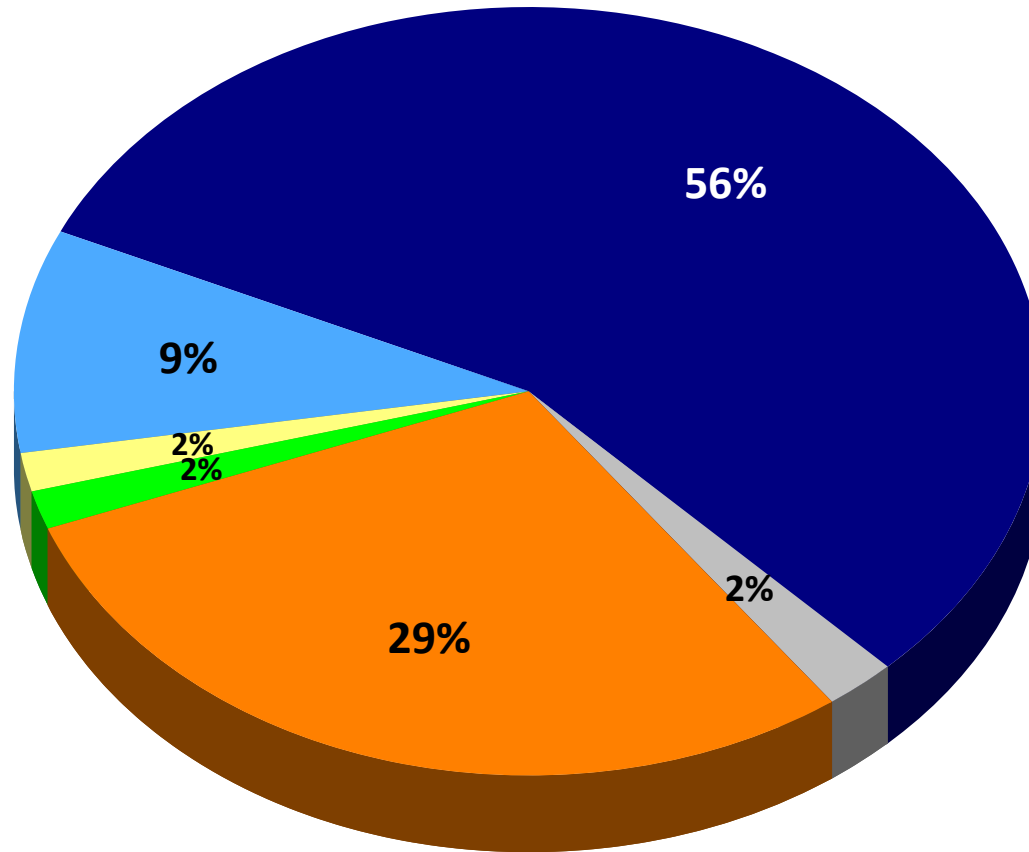


■ Less than 5 years ■ 5-10 years ■ 11-20 years ■ 20+ years



# Q35. Demographics: Current Employment Situation

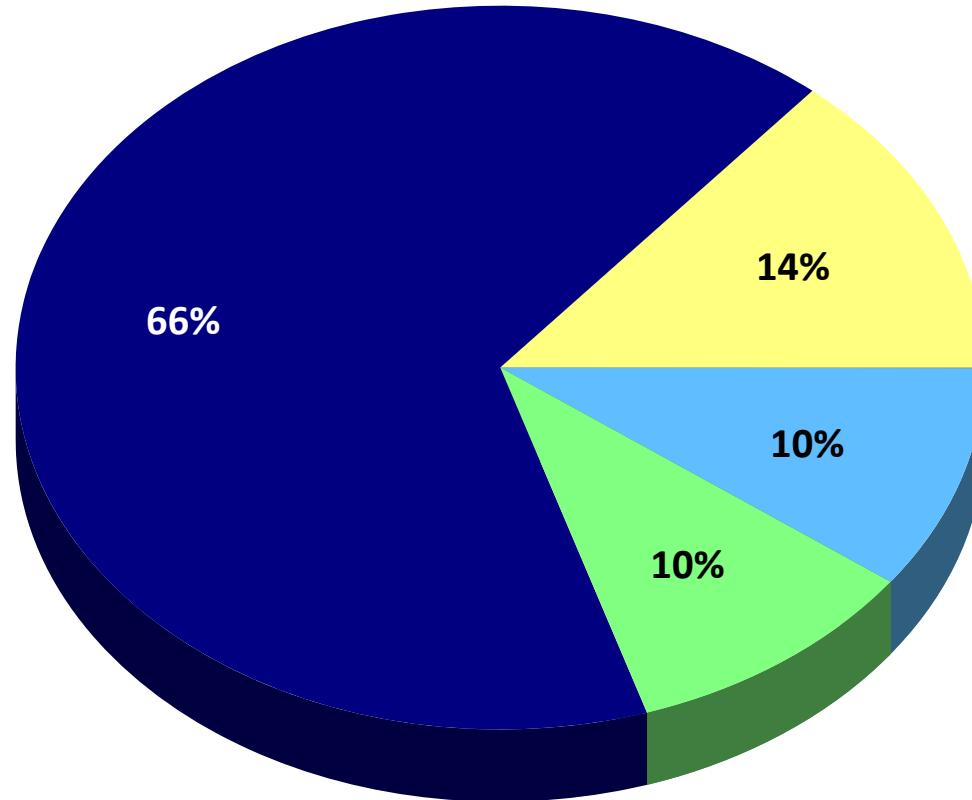
by percentage of respondents (excluding “not provided”)



■ Employed full time   ■ Employed part time   ■ Seeking employment  
■ Full time student   ■ Retired   ■ Other

# Q36. Demographics: Where do you work?

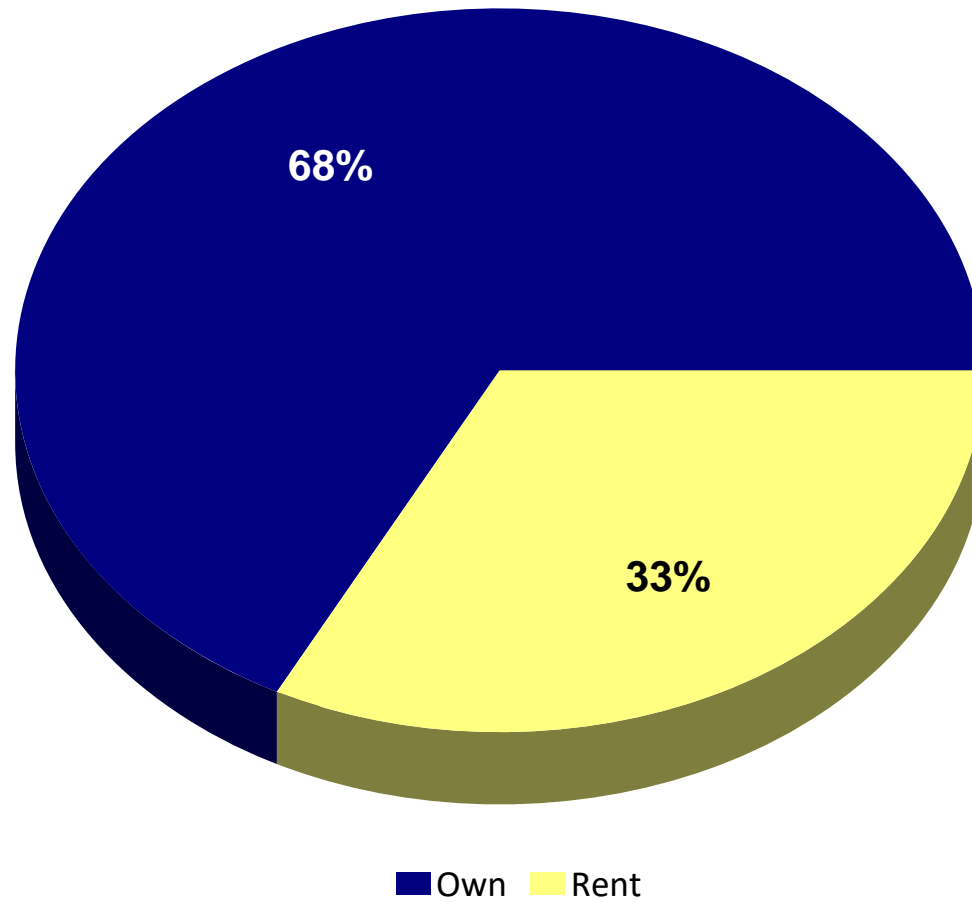
by percentage of respondents (excluding “not provided”)



- In Downtown St. Joseph
- Elsewhere in St. Joseph/Buchanan County
- Somewhere outside of St. Joseph/Buchanan County
- Remotely from home

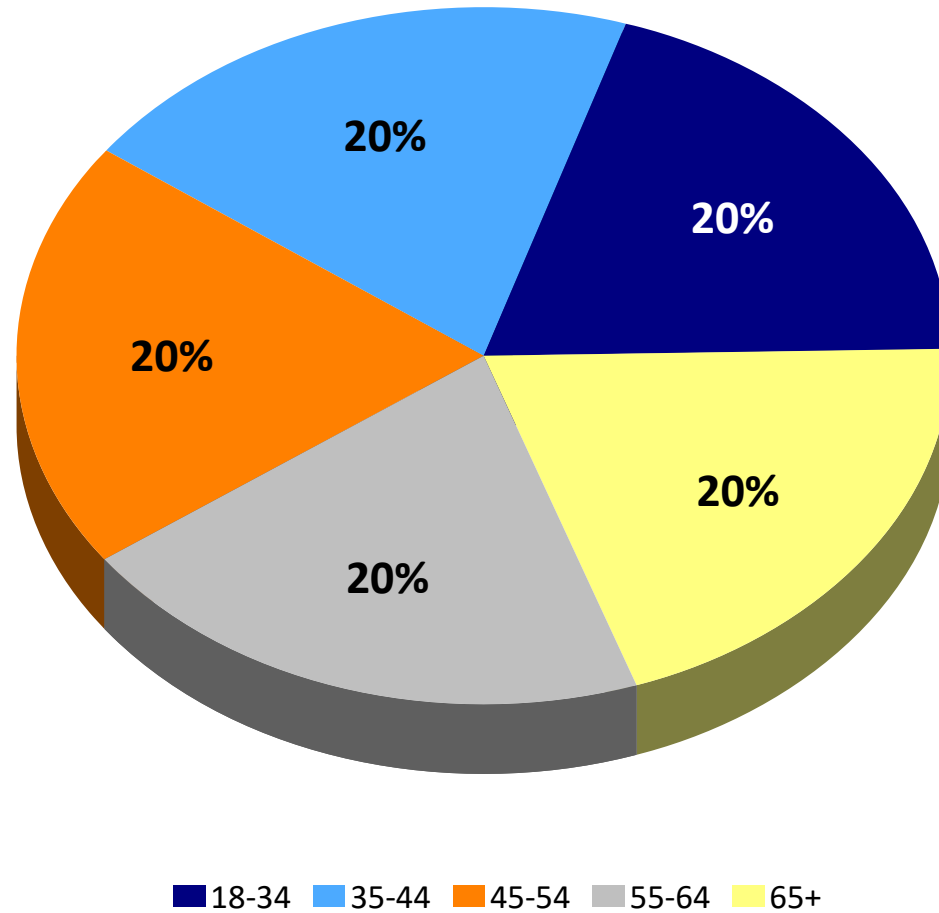
# Q37. Demographics: Do you own or rent your current residence?

by percentage of respondents (excluding “not provided”)



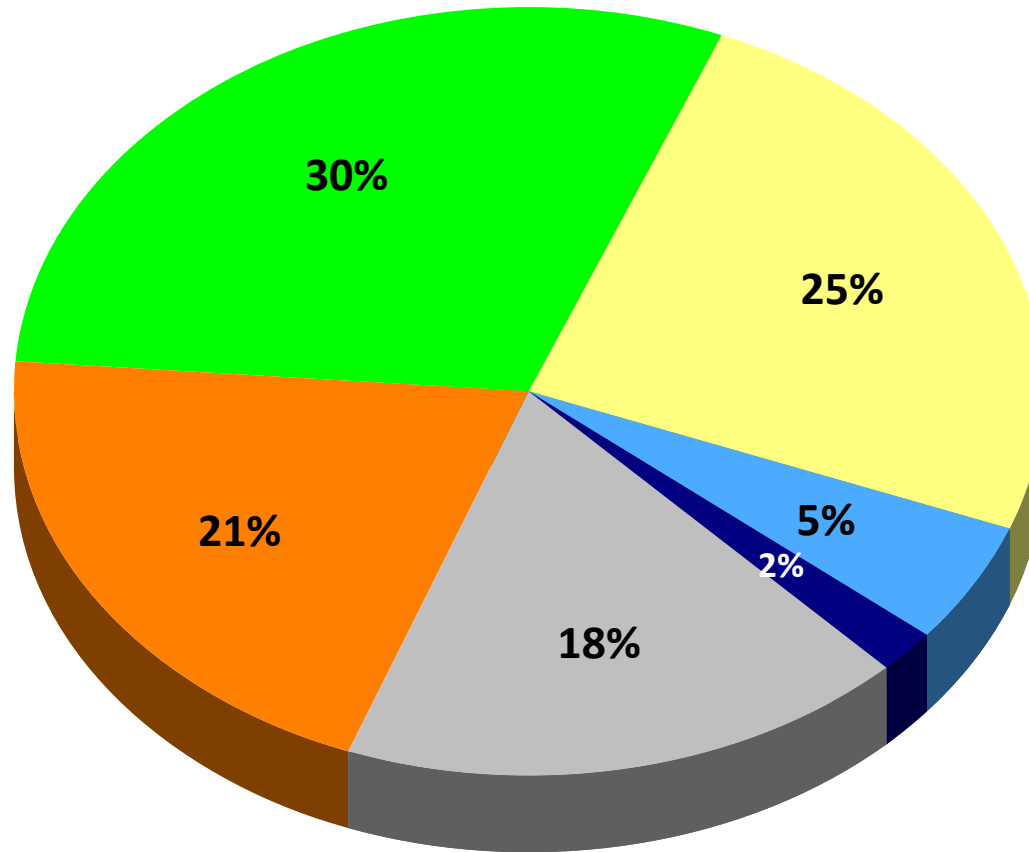
## Q38. Demographics: Age of Respondents

by percentage of respondents (excluding “not provided”)



# Q39. Demographics: Highest Level of Education of Respondents

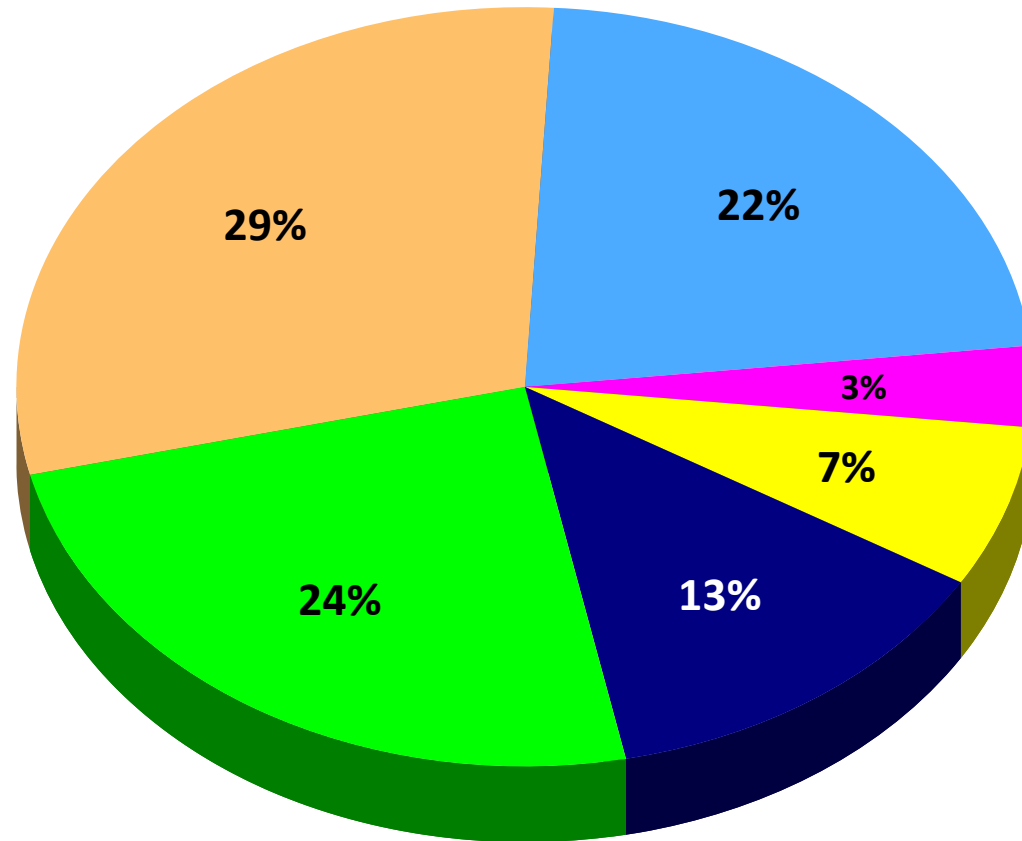
by percentage of respondents (excluding “not provided”)



■ Less than high school    ■ GED    ■ High school  
■ Some college    ■ College degree    ■ Post graduate

# Q40. Demographics: Total Annual Household Income

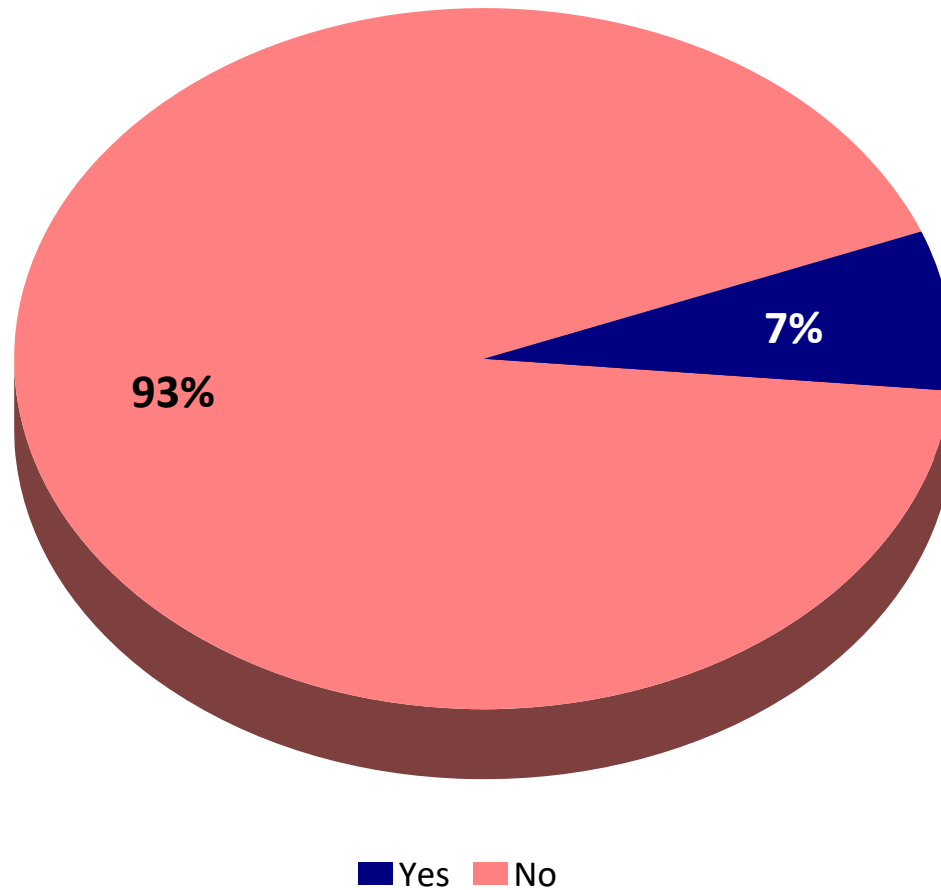
by percentage of respondents (excluding “not provided”)



Under \$30K      \$30K to \$59,999      \$60K to \$99,999  
\$100K to \$149,999      \$150K to \$199,999      \$200K+

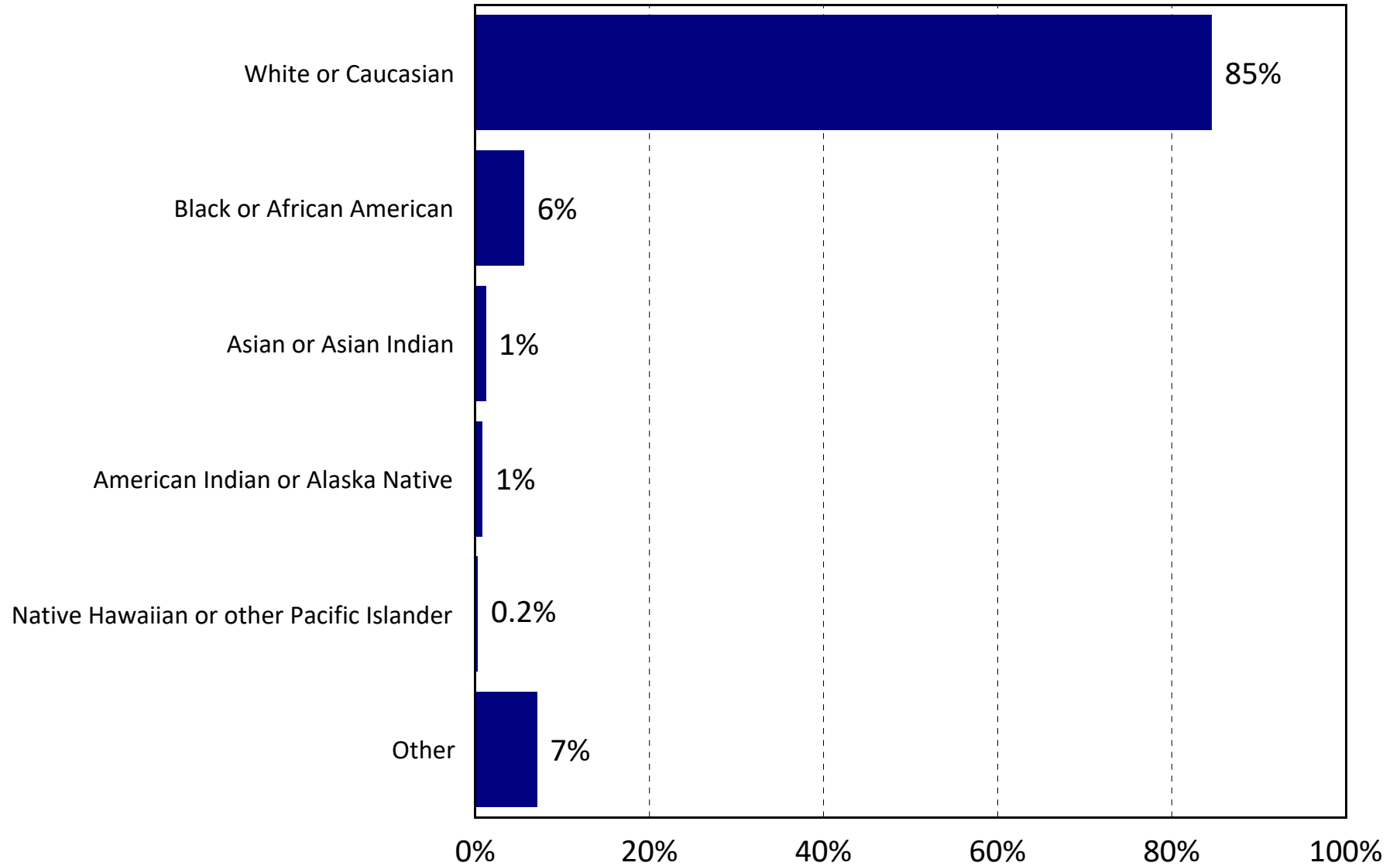
# Q41. Demographics: Are you of Hispanic or Latino ancestry?

by percentage of respondents (excluding “not provided”)



## Q42. Demographics: Race

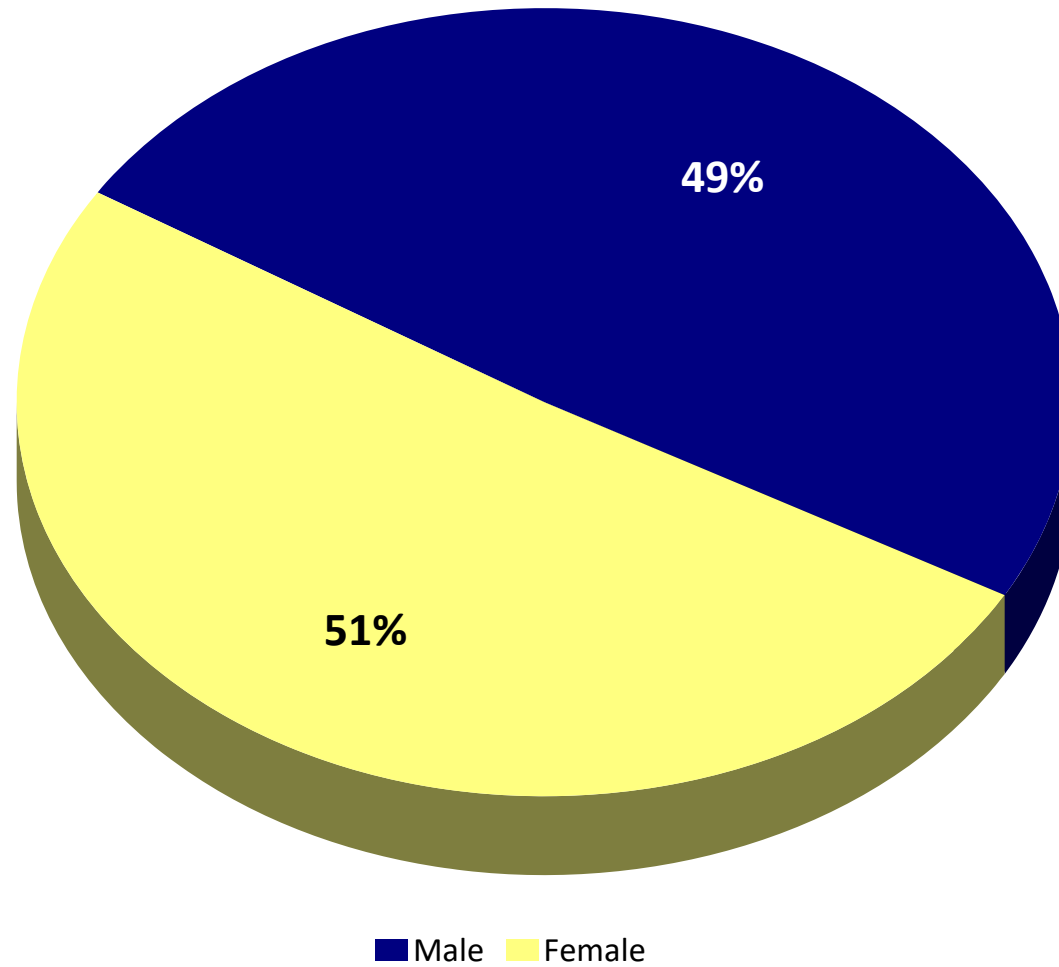
by percentage of respondents (multiple selections could be made)





## Q43. Demographics: Gender

by percentage of respondents (excluding “not provided”)





# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2021 to a random sample of over 9,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the fall of 2021 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the City of St. Joseph compare to the national average and the Plains regional average. The blue bar shows the results for St. Joseph. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the fall of 2021. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 9,000 U.S. residents during the fall of 2021.

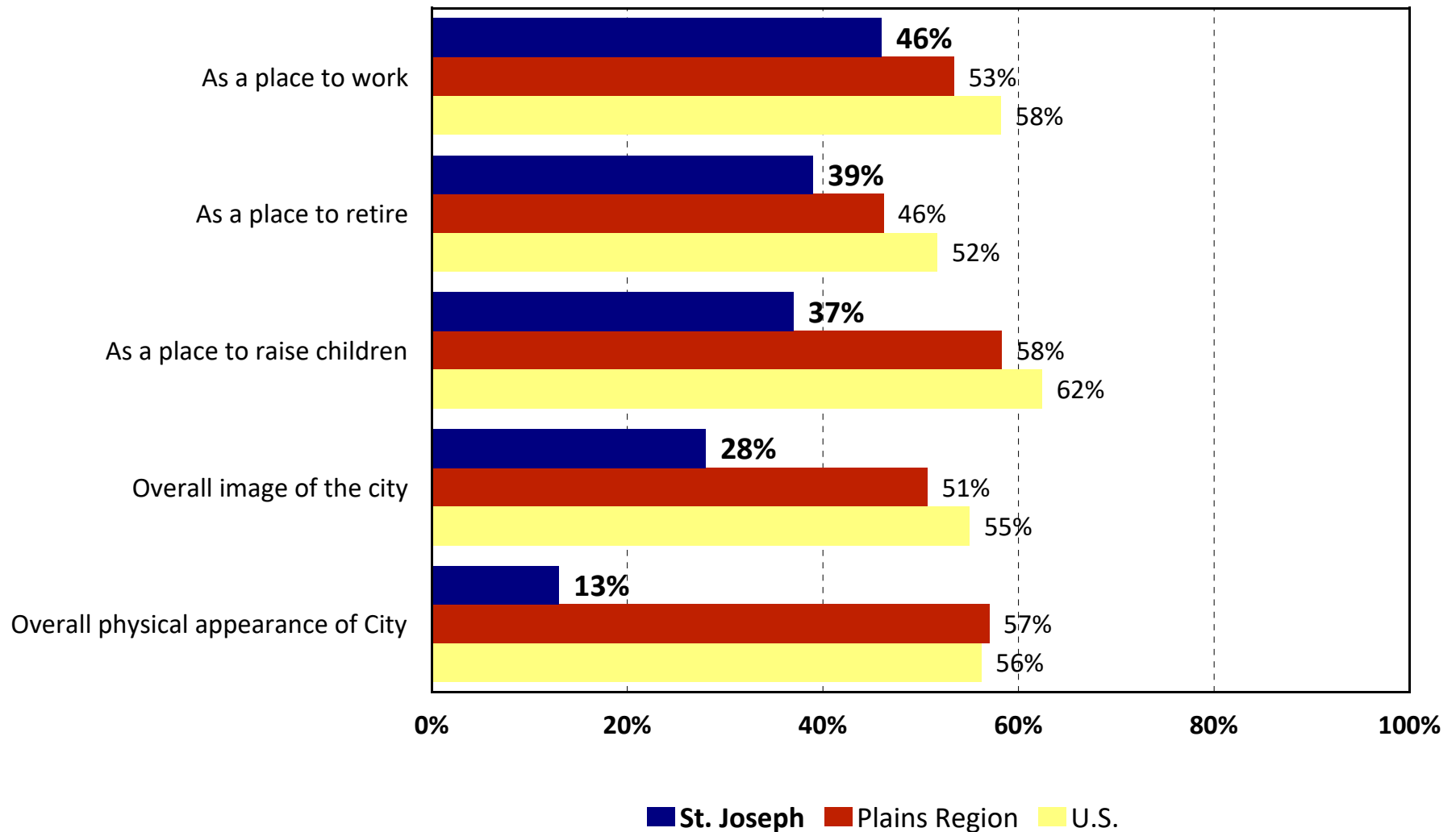
# National Benchmarks

**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.**

# Ratings of Livability in the City/County

## St. Joseph vs. Plains Region vs. the U.S.

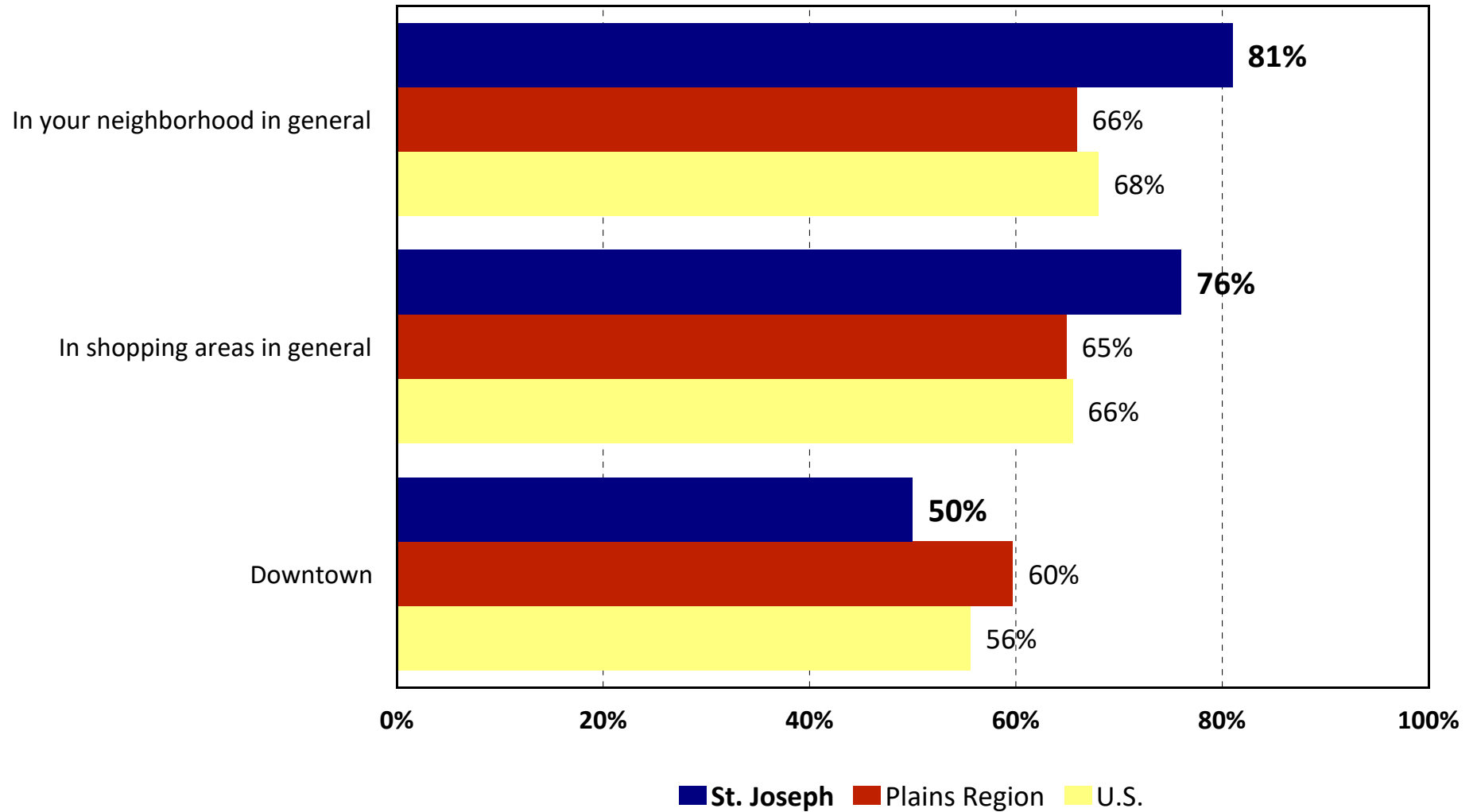
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding "don't know")



# Feeling of Safety

## St. Joseph vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 3 or 4 on a 4-point scale where 4 was "very safe" and 1 was "very unsafe" (excluding "don't know")



A graphic consisting of a white circle with a dark blue border containing the number '3', followed by a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white.

# 3 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

Today, community leaders 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 (I-S) 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 (I-S) 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.

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. The sum is then multiplied by 1 minus the percentage of respondents who 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 the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Respondents were asked to identify the City amenities that were most important to emphasize over the next two years. More than one-third (34.5%) of the respondent households selected "*City swimming pools*" as one of the most important amenities for the City to emphasize.

With regard to satisfaction, 15% of respondents surveyed rated "*City swimming pools*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 34.5% was multiplied by 85% (1-0.15). This calculation yielded an I-S rating of 0.2933, which ranked first out of thirteen City amenities analyzed.



# Importance-Satisfaction Analysis



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 of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either 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.

## 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 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

A table showing the results for the City of St. Joseph is provided on the following page.

## 2023 Importance-Satisfaction Rating

### City of St. Joseph

### City Amenities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt;.20)</b>						
City swimming pools	35%	2	15%	13	0.2933	1
Riverfront recreational development	29%	5	19%	12	0.2309	2
Special events and festivals	34%	3	40%	10	0.2052	3
<b>High Priority (IS .10-.20)</b>						
Shopping and restaurants	34%	4	42%	9	0.1984	4
Maintenance of city parks	41%	1	64%	2	0.1487	5
Available youth fitness/recreational programs	23%	6	45%	8	0.1282	6
Senior recreational activities	23%	7	45%	6	0.1254	7
<b>Medium Priority (IS &lt;.10)</b>						
Available adult fitness/recreational programs	13%	9	46%	5	0.0707	8
Splash park/aquatic playgrounds	7%	12	32%	11	0.0462	9
City Rec Center	9%	11	49%	4	0.0434	10
Parkway walking and biking trails	17%	8	76%	1	0.0418	11
Quality of outdoor athletic fields	9%	10	59%	3	0.0381	12
University sports & other activities	4%	13	45%	7	0.0226	13

**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 be the City's top priorities.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "1" and "2" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 4 with "1" being excellent and "4" being poor.

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# Importance-Satisfaction Analysis



## I-S 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 y-axis, vertical axis, represents **satisfaction** and the x-axis, horizontal axis, represents the relative **importance**. The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

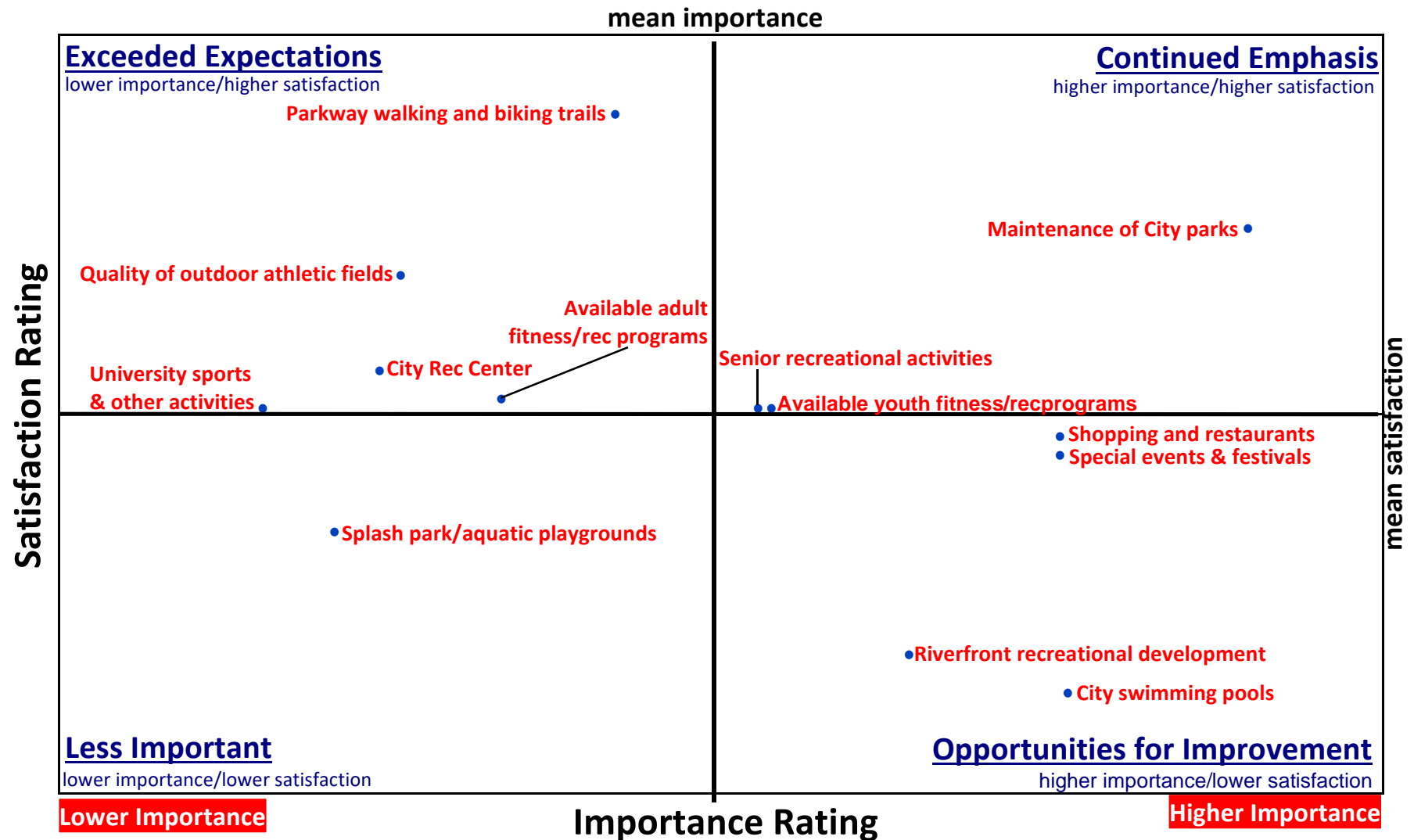
- **Continued Emphasis** (above average importance and above average satisfaction). This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should **maintain** (or slightly increase) emphasis 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 it is highly recommended that the City **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.

A matrix chart showing the results for the City of St. Joseph is provided on the following page.

# 2023 St. Joseph Community Survey Importance-Satisfaction Assessment Matrix

## -City Amenities-

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





# 4

# Tabular Data

**Q1. Livability. 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=605)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q1-1. Overall image of City	0.2%	27.4%	17.0%	35.0%	19.0%	1.3%
Q1-2. Overall quality of life in City	2.3%	37.9%	24.1%	25.1%	8.8%	1.8%
Q1-3. Overall physical appearance of City	0.5%	11.9%	21.3%	38.8%	26.4%	1.0%
Q1-4. As a place to raise children	3.6%	32.2%	24.0%	22.6%	14.2%	3.3%
Q1-5. As a place to work	5.1%	39.7%	25.0%	18.5%	8.4%	3.3%
Q1-6. As a place to retire	6.8%	30.7%	25.1%	16.5%	17.5%	3.3%
Q1-7. As a City that is moving in the right direction	1.8%	20.7%	25.1%	24.6%	24.1%	3.6%
Q1-8. Overall community leadership in St. Joseph	1.7%	23.6%	24.1%	24.0%	22.0%	4.6%

**WITHOUT "DON'T KNOW"**

**Q1. Livability. 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=605)

	Excellent	Good	Neutral	Below average	Poor
Q1-1. Overall image of City	0.2%	27.8%	17.3%	35.5%	19.3%
Q1-2. Overall quality of life in City	2.4%	38.6%	24.6%	25.6%	8.9%
Q1-3. Overall physical appearance of City	0.5%	12.0%	21.5%	39.2%	26.7%
Q1-4. As a place to raise children	3.8%	33.3%	24.8%	23.4%	14.7%
Q1-5. As a place to work	5.3%	41.0%	25.8%	19.1%	8.7%
Q1-6. As a place to retire	7.0%	31.8%	26.0%	17.1%	18.1%
Q1-7. As a City that is moving in the right direction	1.9%	21.4%	26.1%	25.6%	25.0%
Q1-8. Overall community leadership in St. Joseph	1.7%	24.8%	25.3%	25.1%	23.1%

**Q2. Using a scale from 1 to 4, where 4 is "Very Important" and 1 is "Not Important," please rate how important each of the following reasons for deciding where to live was in your decision to live where you do.**

(N=605)

	Very important	Somewhat important	Not sure	Not important	Not provided
Q2-1. Sense of community/friendly & welcoming	47.1%	40.7%	6.0%	4.0%	2.3%
Q2-2. Quality of public education (K-12)	69.3%	16.4%	3.6%	6.9%	3.8%
Q2-3. Access to higher education (college)	48.8%	33.4%	4.1%	10.7%	3.0%
Q2-4. Access to technical education programs	52.1%	26.4%	5.8%	11.9%	3.8%
Q2-5. Quality care for preschool age children	56.0%	22.8%	5.1%	11.1%	5.0%
Q2-6. Quality of housing (e.g., construction, maintenance)	62.1%	31.2%	3.3%	1.3%	2.0%
Q2-7. Availability of parks & recreation opportunities	53.7%	39.2%	2.5%	3.1%	1.5%
Q2-8. Living near family or friends	51.1%	34.7%	4.6%	8.6%	1.0%
Q2-9. Safety & security	82.0%	13.9%	2.3%	0.5%	1.3%
Q2-10. Quality health care	75.4%	19.0%	3.1%	0.8%	1.7%
Q2-11. Infrastructure (e.g., roads, bridges)	60.5%	31.1%	4.0%	2.5%	2.0%
Q2-12. Entertainment & social opportunities	34.7%	50.4%	7.4%	6.0%	1.5%
Q2-13. Cost of living	68.9%	28.1%	1.3%	0.8%	0.8%
Q2-14. Job opportunities	68.8%	22.5%	1.8%	4.8%	2.1%
Q2-15. Living in a community with a university	25.1%	38.8%	11.4%	21.7%	3.0%

**WITHOUT "NOT PROVIDED"**

**Q2. Using a scale from 1 to 4, where 4 is "Very Important" and 1 is "Not Important," please rate how important each of the following reasons for deciding where to live was in your decision to live where you do. (without "not provided")**

(N=605)

	Very important	Somewhat important	Not sure	Not important
Q2-1. Sense of community/friendly & welcoming	48.2%	41.6%	6.1%	4.1%
Q2-2. Quality of public education (K-12)	72.0%	17.0%	3.8%	7.2%
Q2-3. Access to higher education (college)	50.3%	34.4%	4.3%	11.1%
Q2-4. Access to technical education programs	54.1%	27.5%	6.0%	12.4%
Q2-5. Quality care for preschool age children	59.0%	24.0%	5.4%	11.7%
Q2-6. Quality of housing (e.g., construction, maintenance)	63.4%	31.9%	3.4%	1.3%
Q2-7. Availability of parks & recreation opportunities	54.5%	39.8%	2.5%	3.2%
Q2-8. Living near family or friends	51.6%	35.1%	4.7%	8.7%
Q2-9. Safety & security	83.1%	14.1%	2.3%	0.5%
Q2-10. Quality health care	76.6%	19.3%	3.2%	0.8%
Q2-11. Infrastructure (e.g., roads, bridges)	61.7%	31.7%	4.0%	2.5%
Q2-12. Entertainment & social opportunities	35.2%	51.2%	7.6%	6.0%
Q2-13. Cost of living	69.5%	28.3%	1.3%	0.8%
Q2-14. Job opportunities	70.3%	23.0%	1.9%	4.9%
Q2-15. Living in a community with a university	25.9%	40.0%	11.8%	22.3%



**Q3. Which THREE of the reasons listed in Question 2 will have the MOST IMPACT on your decision to stay in St. Joseph/Buchanan County for the next 10 years?**

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community/friendly & welcoming	42	6.9 %
Quality of public education (K-12)	52	8.6 %
Access to higher education (college)	2	0.3 %
Access to technical education programs	7	1.2 %
Quality of housing (e.g., construction, maintenance)	28	4.6 %
Availability of parks & recreation opportunities	13	2.1 %
Living near family or friends	154	25.5 %
Safety & security	147	24.3 %
Quality health care	35	5.8 %
Infrastructure (e.g., roads, bridges)	6	1.0 %
Entertainment & social opportunities	10	1.7 %
Cost of living	59	9.8 %
Job opportunities	29	4.8 %
Living in a community with a university	1	0.2 %
None chosen	20	3.3 %
Total	605	100.0 %

**Q3. Which THREE of the reasons listed in Question 2 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/friendly & welcoming	18	3.0 %
Quality of public education (K-12)	44	7.3 %
Access to higher education (college)	7	1.2 %
Access to technical education programs	7	1.2 %
Quality care for preschool age children	2	0.3 %
Quality of housing (e.g., construction, maintenance)	29	4.8 %
Availability of parks & recreation opportunities	20	3.3 %
Living near family or friends	45	7.4 %
Safety & security	138	22.8 %
Quality health care	92	15.2 %
Infrastructure (e.g., roads, bridges)	21	3.5 %
Entertainment & social opportunities	17	2.8 %
Cost of living	103	17.0 %
Job opportunities	33	5.5 %
None chosen	29	4.8 %
Total	605	100.0 %

**Q3. Which THREE of the reasons listed in Question 2 will have the MOST IMPACT on your decision to stay in St. Joseph/Buchanan County for the next 10 years?**

Q3. 3rd choice	Number	Percent
Sense of community/friendly & welcoming	48	7.9 %
Quality of public education (K-12)	24	4.0 %
Access to higher education (college)	11	1.8 %
Access to technical education programs	4	0.7 %
Quality care for preschool age children	6	1.0 %
Quality of housing (e.g., construction, maintenance)	34	5.6 %
Availability of parks & recreation opportunities	23	3.8 %
Living near family or friends	45	7.4 %
Safety & security	72	11.9 %
Quality health care	69	11.4 %
Infrastructure (e.g., roads, bridges)	37	6.1 %
Entertainment & social opportunities	25	4.1 %
Cost of living	119	19.7 %
Job opportunities	37	6.1 %
Living in a community with a university	8	1.3 %
None chosen	43	7.1 %
Total	605	100.0 %

**SUM OF TOP 3 CHOICES**

**Q3. Which THREE of the reasons listed in Question 2 will have the MOST IMPACT on your decision to stay in St. Joseph/Buchanan County for the next 10 years? (top 3)**

Q3. Sum of top 3 choices	Number	Percent
Sense of community/friendly & welcoming	108	17.9 %
Quality of public education (K-12)	120	19.8 %
Access to higher education (college)	20	3.3 %
Access to technical education programs	18	3.0 %
Quality care for preschool age children	8	1.3 %
Quality of housing (e.g., construction, maintenance)	91	15.0 %
Availability of parks & recreation opportunities	56	9.3 %
Living near family or friends	244	40.3 %
Safety & security	357	59.0 %
Quality health care	196	32.4 %
Infrastructure (e.g., roads, bridges)	64	10.6 %
Entertainment & social opportunities	52	8.6 %
Cost of living	281	46.4 %
Job opportunities	99	16.4 %
Living in a community with a university	9	1.5 %
None chosen	20	3.3 %
Total	1743	

**Q4. When looking at our community, please rank in order of importance the issues facing St. Joseph, where 1 is "Most Important" and 9 is "Least Important."**

(N=605)

	Most important	2	3	4	5	6	7	8	Least important	Not provided
Q4-1. Community appearance	14.0%	15.7%	18.2%	15.4%	11.4%	10.2%	7.1%	2.5%	1.3%	4.1%
Q4-2. Education	23.3%	20.7%	16.9%	10.7%	8.9%	5.3%	4.3%	3.5%	0.8%	5.6%
Q4-3. Taxes	5.8%	12.6%	15.9%	13.2%	16.0%	14.4%	7.3%	4.1%	3.3%	7.4%
Q4-4. Jobs	12.4%	19.7%	16.4%	17.4%	11.6%	5.6%	3.6%	2.8%	1.7%	8.9%
Q4-5. Entertainment	1.3%	2.1%	4.1%	6.9%	11.9%	13.6%	19.2%	23.6%	8.8%	8.4%
Q4-6. Municipal/ County services	2.1%	6.1%	5.0%	14.7%	17.4%	19.8%	14.5%	8.3%	2.1%	9.9%
Q4-7. Public safety	35.0%	14.7%	12.6%	7.6%	7.6%	5.8%	5.3%	1.3%	0.3%	9.8%
Q4-8. Traffic	0.2%	1.7%	3.8%	6.1%	6.4%	12.4%	20.2%	30.6%	8.9%	9.8%
Q4-9. Other	2.3%	1.3%	1.0%	0.7%	1.0%	1.7%	4.6%	6.0%	19.0%	62.5%

**WITHOUT "NOT PROVIDED"****Q4. When looking at our community, please rank in order of importance the issues facing St. Joseph, where 1 is "Most Important" and 9 is "Least Important." (without "not provided")**

(N=605)

	Most important	2	3	4	5	6	7	8	Least important
Q4-1. Community appearance	14.7%	16.4%	19.0%	16.0%	11.9%	10.7%	7.4%	2.6%	1.4%
Q4-2. Education	24.7%	21.9%	17.9%	11.4%	9.5%	5.6%	4.6%	3.7%	0.9%
Q4-3. Taxes	6.3%	13.6%	17.1%	14.3%	17.3%	15.5%	7.9%	4.5%	3.6%
Q4-4. Jobs	13.6%	21.6%	18.0%	19.1%	12.7%	6.2%	4.0%	3.1%	1.8%
Q4-5. Entertainment	1.4%	2.3%	4.5%	7.6%	13.0%	14.8%	20.9%	25.8%	9.6%
Q4-6. Municipal/County services	2.4%	6.8%	5.5%	16.3%	19.3%	22.0%	16.1%	9.2%	2.4%
Q4-7. Public safety	38.8%	16.3%	13.9%	8.4%	8.4%	6.4%	5.9%	1.5%	0.4%
Q4-8. Traffic	0.2%	1.8%	4.2%	6.8%	7.1%	13.7%	22.3%	33.9%	9.9%
Q4-9. Other	6.2%	3.5%	2.6%	1.8%	2.6%	4.4%	12.3%	15.9%	50.7%

**Q5. City Amenities. Please rate your satisfaction with each of the items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance of City parks	15.7%	46.1%	20.8%	10.2%	4.1%	3.0%
Q5-2. Parkway walking & biking trails	30.6%	41.8%	15.7%	4.3%	2.1%	5.5%
Q5-3. Quality of outdoor athletic fields	10.7%	38.7%	26.6%	6.3%	2.5%	15.2%
Q5-4. Available youth fitness/recreational programs	6.9%	29.3%	31.4%	10.6%	4.0%	17.9%
Q5-5. Available adult fitness/recreational programs	7.8%	33.2%	30.4%	14.0%	3.3%	11.2%
Q5-6. Senior recreational activities	6.8%	29.9%	24.5%	16.0%	3.3%	19.5%
Q5-7. City swimming pools	2.6%	10.1%	25.3%	24.5%	24.5%	13.1%
Q5-8. Splash park/aquatic playgrounds	6.8%	20.2%	31.6%	13.7%	10.9%	16.9%
Q5-9. City Rec Center	8.3%	32.6%	33.1%	6.8%	2.6%	16.7%
Q5-10. Special events & festivals	6.3%	30.9%	33.9%	16.5%	7.3%	5.1%
Q5-11. Riverfront recreational development	3.1%	12.7%	30.2%	22.5%	18.8%	12.6%
Q5-12. Shopping & restaurants	7.8%	33.2%	25.0%	22.0%	11.2%	0.8%
Q5-13. University sports & other activities	8.6%	29.9%	39.3%	4.1%	2.6%	15.4%

**WITHOUT "DON'T KNOW"**

**Q5. City Amenities. Please rate your satisfaction with each of the items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance of City parks	16.2%	47.5%	21.5%	10.6%	4.3%
Q5-2. Parkway walking & biking trails	32.3%	44.2%	16.6%	4.5%	2.3%
Q5-3. Quality of outdoor athletic fields	12.7%	45.6%	31.4%	7.4%	2.9%
Q5-4. Available youth fitness/recreational programs	8.5%	35.6%	38.2%	12.9%	4.8%
Q5-5. Available adult fitness/recreational programs	8.8%	37.4%	34.3%	15.8%	3.7%
Q5-6. Senior recreational activities	8.4%	37.2%	30.4%	19.9%	4.1%
Q5-7. City swimming pools	3.0%	11.6%	29.1%	28.1%	28.1%
Q5-8. Splash park/aquatic playgrounds	8.2%	24.3%	38.0%	16.5%	13.1%
Q5-9. City Rec Center	9.9%	39.1%	39.7%	8.1%	3.2%
Q5-10. Special events & festivals	6.6%	32.6%	35.7%	17.4%	7.7%
Q5-11. Riverfront recreational development	3.6%	14.6%	34.6%	25.7%	21.6%
Q5-12. Shopping & restaurants	7.8%	33.5%	25.2%	22.2%	11.3%
Q5-13. University sports & other activities	10.2%	35.4%	46.5%	4.9%	3.1%

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	113	18.7 %
Parkway walking & biking trails	24	4.0 %
Quality of outdoor athletic fields	15	2.5 %
Available youth fitness/recreational programs	60	9.9 %
Available adult fitness/recreational programs	22	3.6 %
Senior recreational activities	40	6.6 %
City swimming pools	91	15.0 %
Splash park/aquatic playgrounds	6	1.0 %
City Rec Center	10	1.7 %
Special events & festivals	52	8.6 %
Riverfront recreational development	54	8.9 %
Shopping & restaurants	80	13.2 %
University sports & other activities	2	0.3 %
None chosen	36	6.0 %
Total	605	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	72	11.9 %
Parkway walking & biking trails	51	8.4 %
Quality of outdoor athletic fields	24	4.0 %
Available youth fitness/recreational programs	38	6.3 %
Available adult fitness/recreational programs	21	3.5 %
Senior recreational activities	46	7.6 %
City swimming pools	75	12.4 %
Splash park/aquatic playgrounds	18	3.0 %
City Rec Center	21	3.5 %
Special events & festivals	72	11.9 %
Riverfront recreational development	59	9.8 %
Shopping & restaurants	64	10.6 %
University sports & other activities	4	0.7 %
None chosen	40	6.6 %
Total	605	100.0 %

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	65	10.7 %
Parkway walking & biking trails	30	5.0 %
Quality of outdoor athletic fields	17	2.8 %
Available youth fitness/recreational programs	43	7.1 %
Available adult fitness/recreational programs	36	6.0 %
Senior recreational activities	52	8.6 %
City swimming pools	43	7.1 %
Splash park/aquatic playgrounds	17	2.8 %
City Rec Center	20	3.3 %
Special events & festivals	83	13.7 %
Riverfront recreational development	59	9.8 %
Shopping & restaurants	63	10.4 %
University sports & other activities	19	3.1 %
None chosen	58	9.6 %
Total	605	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	250	41.3 %
Parkway walking & biking trails	105	17.4 %
Quality of outdoor athletic fields	56	9.3 %
Available youth fitness/recreational programs	141	23.3 %
Available adult fitness/recreational programs	79	13.1 %
Senior recreational activities	138	22.8 %
City swimming pools	209	34.5 %
Splash park/aquatic playgrounds	41	6.8 %
City Rec Center	51	8.4 %
Special events & festivals	207	34.2 %
Riverfront recreational development	172	28.4 %
Shopping & restaurants	207	34.2 %
University sports & other activities	25	4.1 %
None chosen	36	6.0 %
Total	1717	



**Q7. During the past year, have you visited Downtown for any of the following reasons?**

Q7. For what following reasons have you visited  
Downtown during past year

	Number	Percent
Shopping	295	48.8 %
Entertainment	318	52.6 %
Government offices	334	55.2 %
Professional services (banking, legal)	159	26.3 %
Work	90	14.9 %
None of these	95	15.7 %
Total	1291	

**WITHOUT "NONE OF THESE"**

**Q7. During the past year, have you visited Downtown for any of the following reasons? (without "none of these")**

Q7. For what following reasons have you visited  
Downtown during past year

	Number	Percent
Shopping	295	57.8 %
Entertainment	318	62.4 %
Government offices	334	65.5 %
Professional services (banking, legal)	159	31.2 %
Work	90	17.6 %
Total	1196	

**Q8. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. Arts/culture/museums should have an important role in the development of St. Joseph	37.2%	41.5%	14.5%	3.0%	1.7%	2.1%
Q8-2. Arts & cultural programs for children have an important role in the development of St. Joseph	35.7%	41.5%	13.9%	4.5%	2.3%	2.1%
Q8-3. I frequently attend arts & culture events in the St. Joseph area	11.1%	30.1%	30.1%	16.2%	8.3%	4.3%

**WITHOUT "DON'T KNOW"**

**Q8. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. Arts/culture/museums should have an important role in the development of St. Joseph	38.0%	42.4%	14.9%	3.0%	1.7%
Q8-2. Arts & cultural programs for children have an important role in the development of St. Joseph	36.5%	42.4%	14.2%	4.6%	2.4%
Q8-3. I frequently attend arts & culture events in the St. Joseph area	11.6%	31.4%	31.4%	16.9%	8.6%

**Q9. Cleanliness and Appearance. 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=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Volunteer community clean-up initiatives such as Beautify St. Joseph & Adopt-A-Block	6.0%	23.5%	33.4%	15.9%	8.3%	13.1%
Q9-2. Overall cleanliness of public spaces (streets, sidewalks, parks)	2.0%	15.4%	19.2%	38.3%	24.5%	0.7%
Q9-3. Overall cleanliness of private property	1.2%	8.8%	22.0%	36.7%	29.8%	1.7%

**WITHOUT "DON'T KNOW"**

**Q9. Cleanliness and Appearance. 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=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Volunteer community clean-up initiatives such as Beautify St. Joseph & Adopt-A-Block	6.8%	27.0%	38.4%	18.3%	9.5%
Q9-2. Overall cleanliness of public spaces (streets, sidewalks, parks)	2.0%	15.5%	19.3%	38.6%	24.6%
Q9-3. Overall cleanliness of private property	1.2%	8.9%	22.4%	37.3%	30.3%

**Q10. How supportive would you be of the City offering a comprehensive program for residential trash collection?**

Q10. How supportive would you be of City offering a comprehensive program for residential trash collection	Number	Percent
Very supportive	229	37.9 %
Somewhat supportive	127	21.0 %
Not supportive	110	18.2 %
Need more information	139	23.0 %
Total	605	100.0 %

**Q11. Safety. 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=605)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Q11-1. In your neighborhood in general	38.8%	42.0%	12.6%	5.6%	1.0%
Q11-2. In shopping areas in general	18.8%	56.7%	19.7%	4.1%	0.7%
Q11-3. At work	28.6%	23.8%	7.3%	2.3%	38.0%
Q11-4. Downtown	7.6%	39.8%	34.0%	12.7%	5.8%

**WITHOUT "DON'T KNOW"**

**Q11. Safety. 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=605)

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe
Q11-1. In your neighborhood in general	39.2%	42.4%	12.7%	5.7%
Q11-2. In shopping areas in general	19.0%	57.1%	19.8%	4.2%
Q11-3. At work	46.1%	38.4%	11.7%	3.7%
Q11-4. Downtown	8.1%	42.3%	36.1%	13.5%

**Q12. Do you support the City/County-funded Grow Our Own program with Missouri Western State University to put more law enforcement officers on the streets?**

Q12. Do you support City/County-funded Grow Our Own program with Missouri Western State University	Number	Percent
Very supportive	344	56.9 %
Somewhat supportive	152	25.1 %
Not supportive	23	3.8 %
Need more information	86	14.2 %
Total	605	100.0 %

**Q13. Housing. 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 areas listed below.**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Availability of affordable housing for your household	9.8%	34.5%	19.8%	18.2%	9.1%	8.6%
Q13-2. Quality of housing for your household	13.9%	40.5%	17.4%	12.6%	8.4%	7.3%

**WITHOUT "DON'T KNOW"**

**Q13. Housing. 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 areas listed below. (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Availability of affordable housing for your household	10.7%	37.8%	21.7%	19.9%	9.9%
Q13-2. Quality of housing for your household	15.0%	43.7%	18.7%	13.5%	9.1%

**Q14. Are you involved with your neighborhood association?**

Q14. Are you involved with your neighborhood association	Number	Percent
Yes	105	17.4 %
No	133	22.0 %
We do not have an active neighborhood association	361	59.7 %
Not provided	6	1.0 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q14. Are you involved with your neighborhood association? (without "not provided")**

Q14. Are you involved with your neighborhood association	Number	Percent
Yes	105	17.5 %
No	133	22.2 %
We do not have an active neighborhood association	361	60.3 %
Total	599	100.0 %

**Q15. Are you aware of the Urban Homesteading Program designed to help revitalize older neighborhoods?**

Q15. Are you aware of Urban Homesteading Program designed to help revitalize older neighborhoods	Number	Percent
Yes	162	26.8 %
No	355	58.7 %
Don't know	88	14.5 %
Total	605	100.0 %

**WITHOUT "DON'T KNOW"****Q15. Are you aware of the Urban Homesteading Program designed to help revitalize older neighborhoods?  
(without "don't know")**

Q15. Are you aware of Urban Homesteading Program designed to help revitalize older neighborhoods	Number	Percent
Yes	162	31.3 %
No	355	68.7 %
Total	517	100.0 %

**Q16. How supportive would you be of revitalizing older neighborhoods in St. Joseph?**

Q16. How supportive would you be of revitalizing older neighborhoods in St. Joseph	Number	Percent
Very supportive	308	50.9 %
Somewhat supportive	197	32.6 %
Not supportive	22	3.6 %
Need more information	78	12.9 %
Total	605	100.0 %

**Q17. If St. Joseph were to invest in the revitalization of older neighborhoods, it would have an economic impact on our community. Please rank the value of the following impacts in order, where 1 is "Most Valuable" and 4 is "Least Valuable."**

(N=605)

	Most valuable	2	3	Least valuable	Not provided
Q17-1. Reducing costs associated with crime & fire prevention	36.0%	26.0%	19.0%	13.2%	5.8%
Q17-2. Reducing property maintenance costs	9.8%	27.1%	32.9%	22.1%	8.1%
Q17-3. Improving overall community appearance	46.1%	21.8%	20.8%	4.3%	6.9%
Q17-4. Promoting tourism to City	4.1%	17.5%	18.0%	51.2%	9.1%

**WITHOUT "NOT PROVIDED"**

**Q17. If St. Joseph were to invest in the revitalization of older neighborhoods, it would have an economic impact on our community. Please rank the value of the following impacts in order, where 1 is "Most Valuable" and 4 is "Least Valuable." (without "not provided")**

(N=605)

	Most valuable	2	3	Least valuable
Q17-1. Reducing costs associated with crime & fire prevention	38.2%	27.5%	20.2%	14.0%
Q17-2. Reducing property maintenance costs	10.6%	29.5%	35.8%	24.1%
Q17-3. Improving overall community appearance	49.6%	23.4%	22.4%	4.6%
Q17-4. Promoting tourism to City	4.5%	19.3%	19.8%	56.4%

**Q18. Health Improvement Opportunities. Please rate your interest in personally addressing these health improvement opportunities, where 4 means "Very Interested" and 1 means "Not Relevant to Me."**

(N=605)

	Yes, very interested	Yes, somewhat interested	No, not interested	No, not relevant to me	Don't know
Q18-1. Tobacco/smoking reduction	20.7%	17.5%	19.7%	38.2%	4.0%
Q18-2. Physical activity increase (walking, biking) in City	34.5%	46.8%	8.6%	6.1%	4.0%
Q18-3. Alcohol/drug reduction	35.5%	23.1%	10.7%	26.9%	3.6%
Q18-4. Obesity/nutrition/dietary improvements	31.4%	43.0%	11.6%	10.9%	3.1%
Q18-5. Access to affordable healthcare services	61.5%	26.9%	4.6%	4.3%	2.6%
Q18-6. Mental health services expansion	53.7%	27.1%	6.1%	10.4%	2.6%

**WITHOUT "DON'T KNOW"**

**Q18. Health Improvement Opportunities. Please rate your interest in personally addressing these health improvement opportunities, where 4 means "Very Interested" and 1 means "Not Relevant to Me." (without "don't know")**

(N=605)

	Yes, very interested	Yes, somewhat interested	No, not interested	No, not relevant to me
Q18-1. Tobacco/smoking reduction	21.5%	18.2%	20.5%	39.8%
Q18-2. Physical activity increase (walking, biking) in City	36.0%	48.7%	9.0%	6.4%
Q18-3. Alcohol/drug reduction	36.9%	24.0%	11.1%	28.0%
Q18-4. Obesity/nutrition/dietary improvements	32.4%	44.4%	11.9%	11.3%
Q18-5. Access to affordable healthcare services	63.2%	27.7%	4.8%	4.4%
Q18-6. Mental health services expansion	55.2%	27.8%	6.3%	10.7%



**Q19. Are you familiar with the Blueprint Plan for a System of Care for Homeless Services designed to better manage and reach functional zero homelessness for St. Joseph?**

Q19. Are you familiar with Blueprint Plan for a System of Care for Homeless Services	Number	Percent
Yes	66	10.9 %
No	455	75.2 %
Don't know	84	13.9 %
Total	605	100.0 %

**WITHOUT "DON'T KNOW"**

**Q19. Are you familiar with the Blueprint Plan for a System of Care for Homeless Services designed to better manage and reach functional zero homelessness for St. Joseph? (without "don't know")**

Q19. Are you familiar with Blueprint Plan for a System of Care for Homeless Services	Number	Percent
Yes	66	12.7 %
No	455	87.3 %
Total	521	100.0 %

**Q20. Are you familiar with the work of the Opioid Task Force to reduce addiction in St. Joseph?**

Q20. Are you familiar with the work of Opioid Task Force to reduce addiction in St. Joseph	Number	Percent
Yes	177	29.3 %
No	356	58.8 %
Don't know	72	11.9 %
Total	605	100.0 %

**WITHOUT "DON'T KNOW"**

**Q20. Are you familiar with the work of the Opioid Task Force to reduce addiction in St. Joseph? (without "don't know")**

Q20. Are you familiar with the work of Opioid Task Force to reduce addiction in St. Joseph	Number	Percent
Yes	177	33.2 %
No	356	66.8 %
Total	533	100.0 %

**Q21. Education. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q21-1. St. Joseph School District is moving in the right direction	5.0%	20.7%	23.8%	24.3%	16.9%	9.4%
Q21-2. Missouri Western is moving in the right direction	7.8%	28.3%	29.3%	9.8%	9.1%	15.9%
Q21-3. Private schools are moving in the right direction	13.1%	29.9%	22.8%	4.6%	4.0%	25.6%

**WITHOUT "DON'T KNOW"**

**Q21. Education. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q21-1. St. Joseph School District is moving in the right direction	5.5%	22.8%	26.3%	26.8%	18.6%
Q21-2. Missouri Western is moving in the right direction	9.2%	33.6%	34.8%	11.6%	10.8%
Q21-3. Private schools are moving in the right direction	17.6%	40.2%	30.7%	6.2%	5.3%

**Q22. St. Joseph School District. Several items that may influence your perception of the St. Joseph School District are listed below. Please rate each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=605)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q22-1. Preparing students for college/workforce	4.0%	23.5%	20.3%	26.1%	13.4%	12.7%
Q22-2. Opportunities for early childhood education	5.8%	24.3%	25.3%	18.7%	8.9%	17.0%
Q22-3. Opportunities for gifted & talented education	5.0%	23.1%	24.1%	14.7%	9.9%	23.1%

**WITHOUT "DON'T KNOW"**

**Q22. St. Joseph School District. Several items that may influence your perception of the St. Joseph School District 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=605)

	Excellent	Good	Neutral	Below average	Poor
Q22-1. Preparing students for college/workforce	4.5%	26.9%	23.3%	29.9%	15.3%
Q22-2. Opportunities for early childhood education	7.0%	29.3%	30.5%	22.5%	10.8%
Q22-3. Opportunities for gifted & talented education	6.5%	30.1%	31.4%	19.1%	12.9%

**Q23. Investments in St. Joseph School District. Please rate your support for the following investments in the St. Joseph School District, where 3 is "Very Supportive" and 1 is "Not Supportive."**

(N=605)

	Very supportive	Somewhat supportive	Not supportive	Need more information
Q23-1. Additional investments to address curriculum needs	44.1%	30.9%	9.6%	15.4%
Q23-2. Additional investments to address staffing needs	57.2%	21.5%	8.1%	13.2%
Q23-3. Additional investments to address facility needs	44.8%	28.8%	11.7%	14.7%
Q23-4. A bond initiative that would be used to support & improve St. Joseph Public Schools	40.7%	24.0%	18.2%	17.2%

**Q24. Public Education Value. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q24-1. I value public education	66.0%	23.3%	5.6%	1.7%	1.8%	1.7%
Q24-2. Other residents of St. Joseph value public education	11.4%	25.3%	27.1%	18.0%	5.6%	12.6%
Q24-3. Community of St. Joseph values public education as much as residents of neighboring school districts	7.6%	19.7%	18.7%	28.3%	13.7%	12.1%

**WITHOUT "DON'T KNOW"**

**Q24. Public Education Value. 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=605)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q24-1. I value public education	67.1%	23.7%	5.7%	1.7%	1.8%
Q24-2. Other residents of St. Joseph value public education	13.0%	28.9%	31.0%	20.6%	6.4%
Q24-3. Community of St. Joseph values public education as much as residents of neighboring school districts	8.6%	22.4%	21.2%	32.1%	15.6%

**Q26. Do you have children that have attended schools in the St. Joseph School District, now or in the past?**

Q26. Do you have children that have attended schools in St. Joseph School District, now or in past		
	Number	Percent
Yes, currently attending	86	14.2 %
Yes, attended in past	297	49.1 %
No	222	36.7 %
Total	605	

**Q27. Has anyone in your household attended Missouri Western State University, now or in the past?**

Q27. Has anyone in your household attended Missouri Western State University, now or in past		
	Number	Percent
Yes, currently attending	35	5.8 %
Yes, attended in past	399	66.0 %
No	171	28.3 %
Total	605	

**Q28. Jobs and Economic Development. Please rate your satisfaction with the following areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q28-1. Job opportunities available in St. Joseph/Buchanan County	6.8%	34.0%	23.5%	20.2%	7.4%	8.1%
Q28-2. Ability to obtain training or educational opportunities to advance your career	5.0%	30.9%	27.9%	15.0%	5.1%	16.0%
Q28-3. Support for entrepreneurs & small business owners available in St. Joseph	6.3%	31.1%	25.8%	13.2%	5.1%	18.5%
Q28-4. Availability of workforce training in St. Joseph	3.6%	21.2%	28.3%	19.2%	4.8%	23.0%

**WITHOUT "DON'T KNOW"**

**Q28. Jobs and Economic Development. Please rate your satisfaction with the following areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q28-1. Job opportunities available in St. Joseph/Buchanan County	7.4%	37.1%	25.5%	21.9%	8.1%
Q28-2. Ability to obtain training or educational opportunities to advance your career	5.9%	36.8%	33.3%	17.9%	6.1%
Q28-3. Support for entrepreneurs & small business owners available in St. Joseph	7.7%	38.1%	31.6%	16.2%	6.3%
Q28-4. Availability of workforce training in St. Joseph	4.7%	27.5%	36.7%	24.9%	6.2%

**Q29. Do you own a small business or are you self-employed?**

Q29. Do you own a small business or are you self-employed	Number	Percent
Yes	86	14.2 %
No	484	80.0 %
Not provided	35	5.8 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q29. Do you own a small business or are you self-employed? (without "not provided")**

Q29. Do you own a small business or are you self-employed	Number	Percent
Yes	86	15.1 %
No	484	84.9 %
Total	570	100.0 %



**Q30. Development Projects. Please rate your support for development of key amenities, where 3 is "Very Supportive" and 1 is "Not Supportive."**

(N=605)

	Very supportive	Somewhat supportive	Not supportive	Need more information
Q30-1. Increased community promotion for MWSU	33.6%	39.2%	12.4%	14.9%
Q30-2. I-229 Reimagined	24.3%	32.2%	21.7%	21.8%
Q30-3. Riverfront development	30.9%	33.4%	22.1%	13.6%
Q30-4. Krug Park development	44.3%	37.5%	7.3%	10.9%
Q30-5. Existing park maintenance	61.0%	29.3%	2.8%	6.9%
Q30-6. New housing developments	32.9%	39.8%	10.9%	16.4%

**Q31. Are you aware of the Imagine St. Joseph 2040 project?**

Q31. Are you aware of Imagine St. Joseph 2040 project	Number	Percent
Yes	151	25.0 %
No	439	72.6 %
Not provided	15	2.5 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. Are you aware of the Imagine St. Joseph 2040 project? (without "not provided")**

Q31. Are you aware of Imagine St. Joseph 2040 project	Number	Percent
Yes	151	25.6 %
No	439	74.4 %
Total	590	100.0 %

**Q32. The main goals of Imagine St. Joseph 2040 are listed below. Please rank the importance of the following goals in order, where 1 is "Most Important" and 3 is "Least Important."**

(N=605)

	Most important	2	Least important	Not provided
Q32-1. Investing in people (education)	46.8%	32.1%	15.2%	6.0%
Q32-2. Creating a better place to live (historic neighborhood revitalization)	20.7%	26.0%	45.5%	7.9%
Q32-3. Growing prosperity in the community (leadership & job development)	26.9%	34.2%	30.1%	8.8%

**WITHOUT "NOT PROVIDED"**

**Q32. The main goals of Imagine St. Joseph 2040 are listed below. Please rank the importance of the following goals in order, where 1 is "Most Important" and 3 is "Least Important." (without "not provided")**

(N=605)

	Most important	2	Least important
Q32-1. Investing in people (education)	49.7%	34.1%	16.2%
Q32-2. Creating a better place to live (historic neighborhood revitalization)	22.4%	28.2%	49.4%
Q32-3. Growing prosperity in the community (leadership & job development)	29.5%	37.5%	33.0%

**Q33. Community Partners. Community Alliance partners collaborate to promote a shared vision for the community. Please rate your satisfaction with the work of these organizations as community partners using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q33-1. City of St. Joseph	5.0%	26.4%	29.4%	17.0%	7.8%	14.4%
Q33-2. Buchanan County	6.1%	29.1%	31.9%	13.2%	5.3%	14.4%
Q33-3. School District of St. Joseph	4.3%	19.8%	26.9%	22.0%	14.9%	12.1%
Q33-4. St. Joseph Chamber of Commerce	8.3%	27.1%	31.9%	10.2%	5.5%	17.0%
Q33-5. Missouri Western State University	9.9%	32.4%	29.1%	7.9%	4.8%	15.9%
Q33-6. 139th Airlift Wing of Missouri Air National Guard	26.9%	32.4%	19.0%	1.0%	0.7%	20.0%
Q33-7. Convention & Visitors Bureau	9.6%	27.8%	33.1%	6.9%	3.6%	19.0%
Q33-8. United Way of Greater St. Joseph	16.2%	28.8%	26.9%	6.1%	5.0%	17.0%
Q33-9. Mosaic Life Care	12.9%	31.1%	21.7%	10.9%	15.9%	7.6%

**WITHOUT "DON'T KNOW"**

**Q33. Community Partners. Community Alliance partners collaborate to promote a shared vision for the community. Please rate your satisfaction with the work of these organizations as community partners using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=605)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q33-1. City of St. Joseph	5.8%	30.9%	34.4%	19.9%	9.1%
Q33-2. Buchanan County	7.1%	34.0%	37.3%	15.4%	6.2%
Q33-3. School District of St. Joseph	4.9%	22.6%	30.6%	25.0%	16.9%
Q33-4. St. Joseph Chamber of Commerce	10.0%	32.7%	38.4%	12.4%	6.6%
Q33-5. Missouri Western State University	11.8%	38.5%	34.6%	9.4%	5.7%
Q33-6. 139th Airlift Wing of Missouri Air National Guard	33.7%	40.5%	23.8%	1.2%	0.8%
Q33-7. Convention & Visitors Bureau	11.8%	34.3%	40.8%	8.6%	4.5%
Q33-8. United Way of Greater St. Joseph	19.5%	34.7%	32.5%	7.4%	6.0%
Q33-9. Mosaic Life Care	14.0%	33.6%	23.4%	11.8%	17.2%

**Q34. Approximately how many years have you lived in the City of St. Joseph/Buchanan County?**

Q34. How many years have you lived in City of St.

<u>Joseph/Buchanan County</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	54	8.9 %
5-10 years	58	9.6 %
11-20 years	117	19.3 %
20+ years	373	61.7 %
Not provided	3	0.5 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Approximately how many years have you lived in the City of St. Joseph/Buchanan County? (without "not provided")**

Q34. How many years have you lived in City of St.

<u>Joseph/Buchanan County</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	54	9.0 %
5-10 years	58	9.6 %
11-20 years	117	19.4 %
20+ years	373	62.0 %
Total	602	100.0 %

**Q35. What is your current employment situation?**

<u>Q35. What is your current employment situation</u>	<u>Number</u>	<u>Percent</u>
Employed full time	318	52.6 %
Employed part time	52	8.6 %
Seeking employment	9	1.5 %
Full time student	9	1.5 %
Retired	166	27.4 %
Other	13	2.1 %
Not provided	38	6.3 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q35. What is your current employment situation? (without "not provided")**

<u>Q35. What is your current employment situation</u>	<u>Number</u>	<u>Percent</u>
Employed full time	318	56.1 %
Employed part time	52	9.2 %
Seeking employment	9	1.6 %
Full time student	9	1.6 %
Retired	166	29.3 %
Other	13	2.3 %
Total	567	100.0 %

**Q35-6. Other:**

<u>Q35-6. Other</u>	<u>Number</u>	<u>Percent</u>
Disabled	8	66.7 %
Homemaker	2	16.7 %
Family caregiver	1	8.3 %
House wife	1	8.3 %
Total	12	100.0 %

**Q36. Where do you work?**

Q36. Where do you work	Number	Percent
In Downtown St. Joseph	50	13.5 %
Elsewhere in St. Joseph/Buchanan County	238	64.3 %
Somewhere outside of St. Joseph/Buchanan County	37	10.0 %
Remotely from your home	36	9.7 %
Not provided	9	2.4 %
Total	370	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. Where do you work? (without "not provided")**

Q36. Where do you work	Number	Percent
In Downtown St. Joseph	50	13.9 %
Elsewhere in St. Joseph/Buchanan County	238	65.9 %
Somewhere outside of St. Joseph/Buchanan County	37	10.2 %
Remotely from your home	36	10.0 %
Total	361	100.0 %

**Q37. Do you own or rent your current residence?**

Q37. Do you own or rent your current residence	Number	Percent
Own	405	66.9 %
Rent	195	32.2 %
Not provided	5	0.8 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q37. Do you own or rent your current residence? (without "not provided")**

Q37. Do you own or rent your current residence	Number	Percent
Own	405	67.5 %
Rent	195	32.5 %
Total	600	100.0 %

**Q38. What is your age?**

Q38. Your age	Number	Percent
18-24	17	2.8 %
25-34	103	17.0 %
35-44	119	19.7 %
45-54	119	19.7 %
55-64	122	20.2 %
65+	121	20.0 %
Not provided	4	0.7 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q38. What is your age? (without "not provided")**

Q38. Your age	Number	Percent
18-24	17	2.8 %
25-34	103	17.1 %
35-44	119	19.8 %
45-54	119	19.8 %
55-64	122	20.3 %
65+	121	20.1 %
Total	601	100.0 %

**Q39. What is your level of education?**

Q39. Your level of education	Number	Percent
Less than high school	11	1.8 %
GED	31	5.1 %
High school	146	24.1 %
Some college	176	29.1 %
College degree	122	20.2 %
Post-graduate	105	17.4 %
Not provided	14	2.3 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q39. What is your level of education? (without "not provided")**

Q39. Your level of education	Number	Percent
Less than high school	11	1.9 %
GED	31	5.2 %
High school	146	24.7 %
Some college	176	29.8 %
College degree	122	20.6 %
Post-graduate	105	17.8 %
Total	591	100.0 %



**Q40. Would you say your total household income is...**

Q40. Your total household income	Number	Percent
Under \$30K	124	20.5 %
\$30K to \$59,999	163	26.9 %
\$60K to \$99,999	135	22.3 %
\$100K to \$149,999	74	12.2 %
\$150K to \$199,999	38	6.3 %
\$200K+	18	3.0 %
Not provided	53	8.8 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q40. Would you say your total household income is... (without "not provided")**

Q40. Your total household income	Number	Percent
Under \$30K	124	22.5 %
\$30K to \$59,999	163	29.5 %
\$60K to \$99,999	135	24.5 %
\$100K to \$149,999	74	13.4 %
\$150K to \$199,999	38	6.9 %
\$200K+	18	3.3 %
Total	552	100.0 %

**Q41. Are you of Hispanic or Latino ancestry?**

Q41. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	43	7.1 %
No	558	92.2 %
Not provided	4	0.7 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q41. Are you of Hispanic or Latino ancestry? (without "not provided")**

Q41. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	43	7.2 %
No	558	92.8 %
Total	601	100.0 %

**Q42. Which of the following best describes your race?**

Q42. Your race	Number	Percent
Asian or Asian Indian	7	1.2 %
Black or African American	34	5.6 %
American Indian or Alaska Native	5	0.8 %
White or Caucasian	512	84.6 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	43	7.1 %
Total	602	

**Q42-6. Self-describe your race:**

Q42-6. Self-describe your race	Number	Percent
Hispanic	36	81.8 %
Mixed	2	4.5 %
Norwegian, Irish, Indian	1	2.3 %
Native American	1	2.3 %
Euro-American	1	2.3 %
Multi-race	1	2.3 %
More than one	1	2.3 %
Irish decent	1	2.3 %
Total	44	100.0 %

**Q43. Your gender:**

Q43. Your gender	Number	Percent
Male	292	48.3 %
Female	301	49.8 %
Not provided	12	2.0 %
Total	605	100.0 %

**WITHOUT "NOT PROVIDED"****Q43. Your gender: (without "not provided")**

Q43. Your gender	Number	Percent
Male	292	49.2 %
Female	301	50.8 %
Total	593	100.0 %



# 5

# Survey Instrument



**ST. JOSEPH  
COMMUNITY ALLIANCE**  
UNCOMMON LEADERSHIP

Dear St. Joseph and Buchanan County Resident:

Your opinion is very important as we work to create a better place to live. We are asking for your feedback on a variety of issues as we're hoping to learn from you how best to improve the quality of life in our area.

Your individual responses will remain confidential and will be compiled by ETC Institute. ETC is an independent, third-party research firm, and our vendor in this effort. ETC will implement the survey, compile the data, and provide a report to the Community Alliance in a few weeks. The information will also be shared with the public.

We conduct a community survey every few years to understand what is working and what needs to be changed. The Community Alliance partners will use your feedback to make improvements, improve services and create new, innovative programs.

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

If you prefer to complete the survey online, please visit [stjoecommunitysurvey.org](http://stjoecommunitysurvey.org).

Thank you in advance for using your valuable time to make St. Joseph and Buchanan County the best possible place to live.

If you have questions, or concerns about the survey, please feel free to call or e-mail me.

Sincerely,

Tama Wagner  
Director  
St. Joseph Community Alliance  
[wagner@saintjoseph.com](mailto:wagner@saintjoseph.com)

# 2023 St. Joseph Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the community's ongoing effort to understand perspectives and track progress in support of the Imagine St. Joseph 2040 Plan. If you have questions, please email Tama Wagner at [wagner@saintjoseph.com](mailto:wagner@saintjoseph.com).

## St. Joseph Overall

1. **Livability.** 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."

How would you rate the City of St. Joseph with regard to...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Overall image of the city	5	4	3	2	1	9
2. Overall quality of life in the city	5	4	3	2	1	9
3. Overall physical appearance of the city	5	4	3	2	1	9
4. As a place to raise children	5	4	3	2	1	9
5. As a place to work	5	4	3	2	1	9
6. As a place to retire	5	4	3	2	1	9
7. As a city that is moving in the right direction	5	4	3	2	1	9
8. Overall community leadership in St. Joseph	5	4	3	2	1	9

2. **Using a scale from 1 to 4, where 4 is "Very Important" and 1 is "Not Important," please rate how important each of the following reasons for deciding where to live was in your decision to live where you do.**

Importance of reasons for choosing a community to live in.	Very Important	Somewhat Important	Not Sure	Not Important
01. Sense of community/friendly and welcoming	4	3	2	1
02. Quality of public education (K-12)	4	3	2	1
03. Access to higher education (college)	4	3	2	1
04. Access to technical education programs	4	3	2	1
05. Quality care for preschool age children	4	3	2	1
06. Quality of housing (e.g., construction, maintenance)	4	3	2	1
07. Availability of parks and recreation opportunities	4	3	2	1
08. Living near family or friends	4	3	2	1
09. Safety and security	4	3	2	1
10. Quality health care	4	3	2	1
11. Infrastructure (e.g., roads, bridges)	4	3	2	1
12. Entertainment and social opportunities	4	3	2	1
13. Cost of living	4	3	2	1
14. Job opportunities	4	3	2	1
15. Living in a community with a university	4	3	2	1

3. **Which THREE of the reasons listed in Question 2 will have the MOST IMPACT on your decision to stay in St. Joseph/Buchanan County for the next 10 years?** *[Write in your answers below using the numbers from the list in Question 2.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

4. **When looking at our community, please rank in order of importance the issues facing St. Joseph, where 1 is "Most Important" and 9 is "Least Important."** *[Each rank may only be used once.]*

____ Community appearance	____ Jobs	____ Public safety
____ Education	____ Entertainment	____ Traffic
____ Taxes	____ Municipal/County services	____ Other: _____

**Create a Better Place**

**5. City Amenities.** Please rate your satisfaction with each of the items listed below using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with these city amenities?	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of city parks	5	4	3	2	1	9
02. Parkway walking and biking trails	5	4	3	2	1	9
03. Quality of outdoor athletic fields	5	4	3	2	1	9
04. Available youth fitness/recreational programs	5	4	3	2	1	9
05. Available adult fitness/recreational programs	5	4	3	2	1	9
06. Senior recreational activities	5	4	3	2	1	9
07. City swimming pools	5	4	3	2	1	9
08. Splash park/aquatic playgrounds	5	4	3	2	1	9
09. City Rec Center	5	4	3	2	1	9
10. Special events and festivals	5	4	3	2	1	9
11. Riverfront recreational development	5	4	3	2	1	9
12. Shopping and restaurants	5	4	3	2	1	9
13. University sports and other activities	5	4	3	2	1	9

**6. Which THREE of the items listed in Question 5 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** [Write in your answers below using the numbers from the list in Question 5.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

**7. During the past year, have you visited downtown for any of the following reasons?** [Check all that apply.]

\_\_\_\_(1) Shopping                      \_\_\_\_ (3) Government offices                      \_\_\_\_ (5) Work  
 \_\_\_\_ (2) Entertainment                      \_\_\_\_ (4) Professional services (banking, legal)                      \_\_\_\_ (6) None of these

**8. 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.

Do you agree that...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. Arts/Culture/Museums should have an important role in the development of St. Joseph	5	4	3	2	1	9
2. The arts and cultural programs for children have an important role in the development of St. Joseph	5	4	3	2	1	9
3. I frequently attend arts and culture events in the St. Joseph area	5	4	3	2	1	9

**9. Cleanliness and Appearance.** 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.

How satisfied are you with the following?	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Volunteer community clean-up initiatives such as Beautify St. Joseph and Adopt-A-Block	5	4	3	2	1	9
2. Overall cleanliness of public spaces (streets, sidewalks, parks)	5	4	3	2	1	9
3. Overall cleanliness of private property	5	4	3	2	1	9

**10. How supportive would you be of the City offering a comprehensive program for residential trash collection?**

\_\_\_\_(3) Very supportive                      \_\_\_\_ (2) Somewhat supportive                      \_\_\_\_ (1) Not supportive                      \_\_\_\_ (9) Need more information

11. **Safety.** 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.

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

12. **Do you support the City/County-funded Grow Our Own program with Missouri Western State University to put more law enforcement officers on the streets?**

\_\_\_(3) Very supportive    \_\_\_(2) Somewhat supportive    \_\_\_(1) Not supportive    \_\_\_(9) Need more information

13. **Housing.** 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 areas listed below.

How satisfied are you with the following?	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of affordable housing for your household	5	4	3	2	1	9
2. The quality of housing for your household	5	4	3	2	1	9

14. **Are you involved with your neighborhood association?**

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(3) We do not have an active neighborhood association

15. **Are you aware of the Urban Homesteading Program designed to help revitalize older neighborhoods?**

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(9) Don't know

16. **How supportive would you be of revitalizing older neighborhoods in St. Joseph?**

\_\_\_(3) Very supportive    \_\_\_(2) Somewhat supportive    \_\_\_(1) Not supportive    \_\_\_(9) Need more information

17. **If St. Joseph were to invest in the revitalization of older neighborhoods, it would have an economic impact on our community. Please rank the value of the following impacts in order, where 1 is "Most Valuable" and 4 is "Least Valuable." [Each rank may only be used once.]**

\_\_\_ Reducing costs associated with crime and fire prevention    \_\_\_ Improving the overall community appearance  
 \_\_\_ Reducing property maintenance costs    \_\_\_ Promoting tourism to the City

### Invest in People

18. **Health Improvement Opportunities.** Please rate your interest in personally addressing these health improvement opportunities, where 4 means "Very Interested" and 1 means "Not Relevant to Me."

Are you personally interested in addressing these health improvement opportunities?	Yes, very interested	Yes, somewhat interested	No, not interested	No, not relevant to me	Don't Know
1. Tobacco/smoking reduction	4	3	2	1	9
2. Physical activity increase (walking, biking) in the city	4	3	2	1	9
3. Alcohol/drug reduction	4	3	2	1	9
4. Obesity/nutrition/dietary improvements	4	3	2	1	9
5. Access to affordable healthcare services	4	3	2	1	9
6. Mental health services expansion	4	3	2	1	9

19. **Are you familiar with the Blueprint Plan for a System of Care for Homeless Services designed to better manage and reach functional zero homelessness for St. Joseph?**

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(9) Don't know

20. **Are you familiar with the work of the Opioid Task Force to reduce addiction in St. Joseph?**

\_\_\_(1) Yes    \_\_\_(2) No    \_\_\_(9) Don't know

21. **Education.** 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.

Do you agree that....	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. St. Joseph School District is moving in the right direction	5	4	3	2	1	9
2. Missouri Western is moving in the right direction	5	4	3	2	1	9
3. Private schools are moving in the right direction	5	4	3	2	1	9

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

How would you rate the St. Joseph School District in the area of...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. Preparing students for college/workforce	5	4	3	2	1	9
2. Opportunities for early childhood education	5	4	3	2	1	9
3. Opportunities for gifted and talented education	5	4	3	2	1	9

23. **Investments in St. Joseph School District.** Please rate your support for the following investments in the St. Joseph School District, where 3 is "Very Supportive" and 1 is "Not Supportive".

How supportive are you of the following investments in the St. Joseph School District?	Very Supportive	Somewhat Supportive	Not Supportive	Need more Information
1. Additional investments to address curriculum needs	3	2	1	9
2. Additional investments to address staffing needs	3	2	1	9
3. Additional investments to address facility needs	3	2	1	9
4. A bond initiative that would be used to support and improve the St. Joseph Public Schools	3	2	1	9

24. **Public Education Value.** 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.

Do you agree that...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. I value public education.	5	4	3	2	1	9
2. Other residents of St. Joseph value public education.	5	4	3	2	1	9
3. The community of St. Joseph values public education as much as residents of neighboring school districts.	5	4	3	2	1	9

25. **Why did you answer the way you did for Question 24?**

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26. **Do you have children that have attended schools in the St. Joseph School District, now or in the past? [Check all that apply.]**

\_\_\_\_(1) Yes, currently attending      \_\_\_\_ (2) Yes, attended in past      \_\_\_\_ (3) No

27. **Has anyone in your household attended Missouri Western State University, now or in the past? [Check all that apply.]**

\_\_\_\_(1) Yes, currently attending      \_\_\_\_ (2) Yes, attended in past      \_\_\_\_ (3) No



## Grow Prosperity

- 28. Jobs and Economic Development.** Please rate your satisfaction with the following areas using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with the following?	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Job opportunities available in St. Joseph/Buchanan County	5	4	3	2	1	9
2. Ability to obtain training or educational opportunities to advance your career	5	4	3	2	1	9
3. Support for entrepreneurs and small business owners available in St. Joseph	5	4	3	2	1	9
4. Availability of workforce training in St. Joseph	5	4	3	2	1	9

- 29. Do you own a small business or are you self-employed?**

\_\_\_(1) Yes      \_\_\_(2) No

- 30. Development Projects.** Please rate your support for development of key amenities, where 3 is "Very Supportive" and 1 is "Not Supportive."

How supportive are you of development of these amenities?	Very Supportive	Somewhat Supportive	Not Supportive	Need more Information
1. Increased community promotion for MWSU	3	2	1	9
2. I-229 Reimagined	3	2	1	9
3. Riverfront development	3	2	1	9
4. Krug Park development	3	2	1	9
5. Existing park maintenance	3	2	1	9
6. New housing developments	3	2	1	9

- 31. Are you aware of the Imagine St. Joseph 2040 project?**

\_\_\_(1) Yes      \_\_\_(2) No

- 32. The main goals of Imagine St. Joseph 2040 are listed below. Please rank the importance of the following goals in order, where 1 is "Most Important" and 3 is "Least Important." [Each rank may only be used once.]**

\_\_\_ Investing in people (education)

\_\_\_ Creating a better place to live (historic neighborhood revitalization)

\_\_\_ Growing prosperity in the community (leadership and job development)

- 33. Community Partners.** Community Alliance partners collaborate to promote a shared vision for the community. Please rate your satisfaction with the work of these organizations as community partners using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with these organizations as community partners?	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City of St. Joseph	5	4	3	2	1	9
2. Buchanan County	5	4	3	2	1	9
3. School District of St. Joseph	5	4	3	2	1	9
4. St. Joseph Chamber of Commerce	5	4	3	2	1	9
5. Missouri Western State University	5	4	3	2	1	9
6. 139th Airlift Wing of the Missouri Air National Guard	5	4	3	2	1	9
7. Convention and Visitors Bureau	5	4	3	2	1	9
8. United Way of Greater St. Joseph	5	4	3	2	1	9
9. Mosaic Life Care	5	4	3	2	1	9

**Demographics**

**34. 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

**35. What is your current employment situation?**

- (1) Employed full time *[Go to Q36.]*       (4) Full time student *[Skip to Q37.]*  
 (2) Employed part time *[Go to Q36.]*       (5) Retired *[Skip to Q37.]*  
 (3) Seeking employment *[Skip to Q37.]*       (6) Other: \_\_\_\_\_ *[Skip to Q37.]*

**36. Where do you work?**

- (1) In downtown St. Joseph       (3) Somewhere outside of St. Joseph/Buchanan County  
 (2) Elsewhere in St. Joseph/Buchanan County       (4) Remotely from your home

**37. Do you own or rent your current residence?**       (1) Own       (2) Rent

**38. What is your age?**

- (1) 18-24       (2) 25-34       (3) 35-44       (4) 45-54       (5) 55-64       (6) 65 and over

**39. What is your level of education?**

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

**40. Would you say your total household income is...**

- (1) Under \$30,000       (3) \$60,000 to \$99,999       (5) \$150,000 to \$199,999  
 (2) \$30,000 to \$59,999       (4) \$100,000 to \$149,999       (6) Over \$200,000

**41. Are you of Hispanic or Latino ancestry?**       (1) Yes       (2) No

**42. Which of the following best describes your race? *[Check all that apply.]***

- (01) Asian or Asian Indian       (04) White or Caucasian  
 (02) Black or African American       (05) Native Hawaiian or other Pacific Islander  
 (03) American Indian or Alaska Native       (99) Other: \_\_\_\_\_

**43. Your gender:**       (1) Male       (2) Female

**44. If you have any additional comments, please list them below.**

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**45. Would you be willing to participate in future surveys sponsored by the City of St. Joseph?**

- (1) Yes *[Please answer Q45a.]*       (2) No

**45a. Please provide your contact information.**

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**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 to the right will only be used to help identify the level of need in your area. If your address is not correct, please provide the correct information. Thank you.