

# *2006 DirectionFinder® Survey*

## **Findings Report**



conducted for

the City of Independence, Missouri

By

**ETC Institute**

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# Contents

Executive Summary .....	1
Section 1: Charts and Graphs .....	5
Section 2: Benchmarking Data .....	24
Section 3: GIS Maps .....	29
Section 4: Importance-Satisfaction Analysis .....	48
Section 5: Tabular Data and Survey Instrument .....	51

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# *DirectionFinder*<sup>®</sup> Survey

## Executive Summary Report

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### **Overview and Methodology**

The City of Independence conducted a citizen survey during 2006 to help determine priorities for the community as part of the City's on-going strategic planning process. This is the fourth time the City has administered the DirectionFinder<sup>®</sup> Survey. The survey was also conducted in the fall of 2000, 2002, and 2004.

The eight-page survey was mailed to a random sample of 2,400 households in the City of Independence. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,400 households that received a survey, 412 completed the survey by phone and 441 returned it by mail for a total of 853 completed surveys.

The results for the random sample of 853 households have a 95% level of confidence with a precision of at least +/- 3.4%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to other cities
- importance satisfaction analysis
- GIS maps that show the results for selected questions on maps of the City
- tabular data for all questions on the survey
- a copy of the survey instrument.

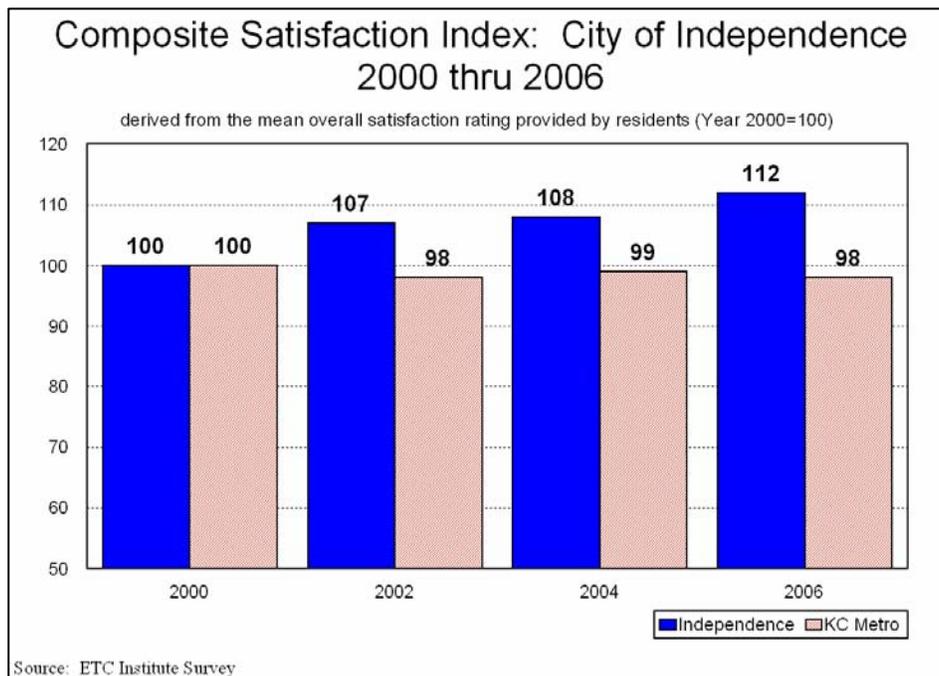
**Interpretation of “Don’t Know” Responses.** The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in Section 5 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.*”

## Major Findings

**Best Rated Utilities in the Metropolitan Kansas City Area.** Compared to other cities in the metropolitan Kansas City area, the City of Independence had the highest overall rating for the quality of City water, sewer, and electric utilities.

**Overall Satisfaction Index.** The Overall Satisfaction Index for the City of Independence increased by four points from 108 in 2004 to 112 in 2006. Since 2000, the City’s Overall Satisfaction Index has risen by 12 points. The Overall Satisfaction Index for the metropolitan Kansas City area has declined by 2 points since 2000.

The Overall Satisfaction Index is derived from the mean overall rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2000) and then multiplying the result by 100. The chart below shows how the Overall Satisfaction Index has changed since 2000.



- **Residents were generally satisfied with the overall quality of services provided by the City of Independence.** Most of the residents surveyed *who had an opinion* were satisfied with the quality of police and fire services (83%), the quality of water/sewer/electric utilities (81%), and the quality of park programs and facilities (68%). Residents were least satisfied with the availability of public transportation (31%).
- **Significant Changes in Satisfaction Between 2002 and 2006.** There were statistically significant **increases** (increases of more than 3%) in three of the 11 major areas that were rated: maintenance of City streets, buildings, and facilities (+12%), the quality of the City's stormwater runoff management (+10%), and quality of the City parks and recreation programs (+4%). There were no significant decreases in any of the overall areas that were assessed.
- **Services that residents thought were most important for the City to emphasize over the next two years.** The three major areas that residents thought were most important for the City to emphasize over the next two years were: (1) maintenance of City streets, buildings, and facilities, (2) the management of the flow of traffic and congestion, and (3) the enforcement of City codes and ordinances.
- **Residents were generally satisfied with the overall quality of life in the City of Independence.** Sixty-five percent (65%) of those surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Independence; 23% gave neutral responses; 12% were dissatisfied.
- **Public Safety.** The highest levels of satisfaction with Public Safety services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, were the overall quality of local fire protection (89%), overall quality of local police protection (89%), and how quickly fire personnel respond to emergencies (82%).
- **City Water, Sewer, and Electric Utilities.** Nearly nine out of 10 residents surveyed (88%) were satisfied with the clarity and taste of their tap water. Eighty-eight percent (88%) were also satisfied with the reliability of their electric service, and eighty-four percent (84%) were satisfied with the water pressure in their home.
- **Enforcement of City Codes and Ordinances.** The highest level of satisfaction with City codes and ordinances, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents *who had an opinion*, was the enforcement of cleanliness and food safety in City restaurants (59%). Residents were least satisfied with the enforcement of maintenance of rental properties in their neighborhood (38%).

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: snow removal on major City streets (83%), the maintenance of traffic signals (75%), and the maintenance of City buildings (73%). **In addition, the percentage of residents who were satisfied with the maintenance of City streets increased from 38% in 2004 to 62% in 2006.** Residents were least satisfied with the adequacy of yard waste collection (34%) and the maintenance of City streets (36%).
- **City Communications.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the availability of information about City Services (60%) and the City’s efforts to keep residents informed (58%). Residents were least satisfied with the level of public involvement in local decisions (40%).

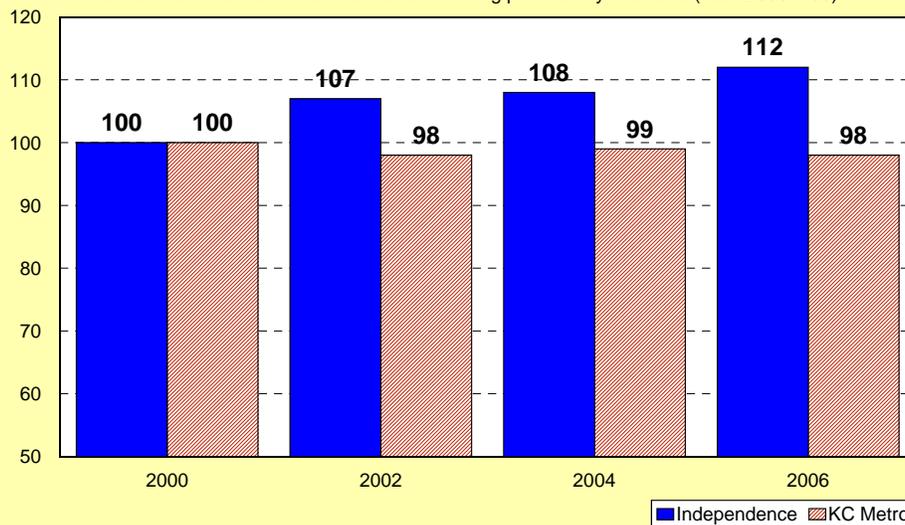
### **Other Findings**

- 94% of residents surveyed thought it was important to preserve historic sites in the City of Independence.
- 36% of residents surveyed indicated that they visit Independence Square at least once per month.
- Over three-fourths (77%) of residents indicated that residents in their neighborhood had respect for one another.
- 30% of those surveyed thought that rental properties in their neighborhood were well maintained.
- Only 29% of those surveyed were concerned about drugs in their neighborhood.
- The most important reasons residents plan to stay in Independence for the next 10 years were: affordability of housing, access to quality shopping, types of housing available, and the quality of public schools.
- The three issues that residents thought should receive the highest priority in the City’s Long Range Plan were: (1) the need for redevelopment of existing business areas, (2) the quality of public schools, and (3) the availability of affordable housing.
- 86% of those surveyed indicated that they read the City’s newsletter.

# Overall Ratings

## Composite Satisfaction Index: City of Independence 2000 thru 2006

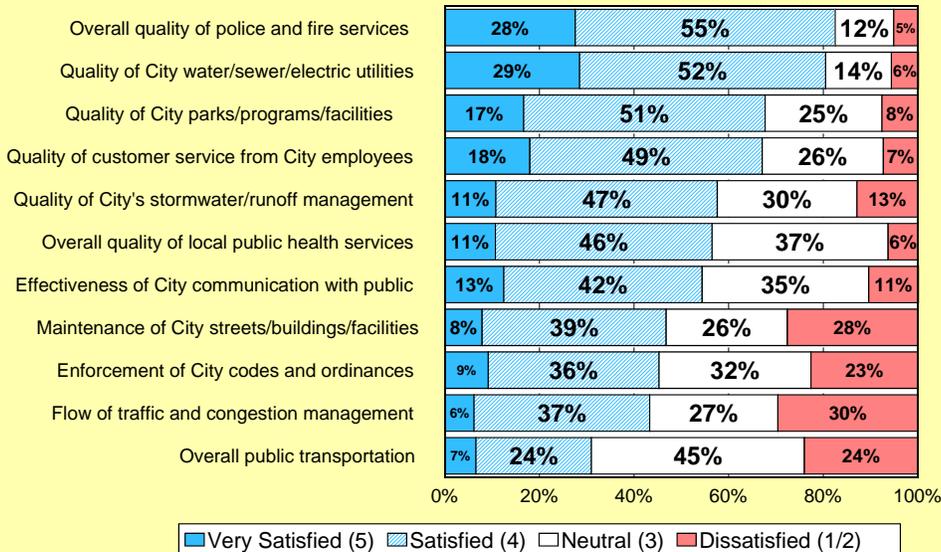
derived from the mean overall satisfaction rating provided by residents (Year 2000=100)



Source: ETC Institute Survey

### Q1. Overall Satisfaction With City Services by Major Category

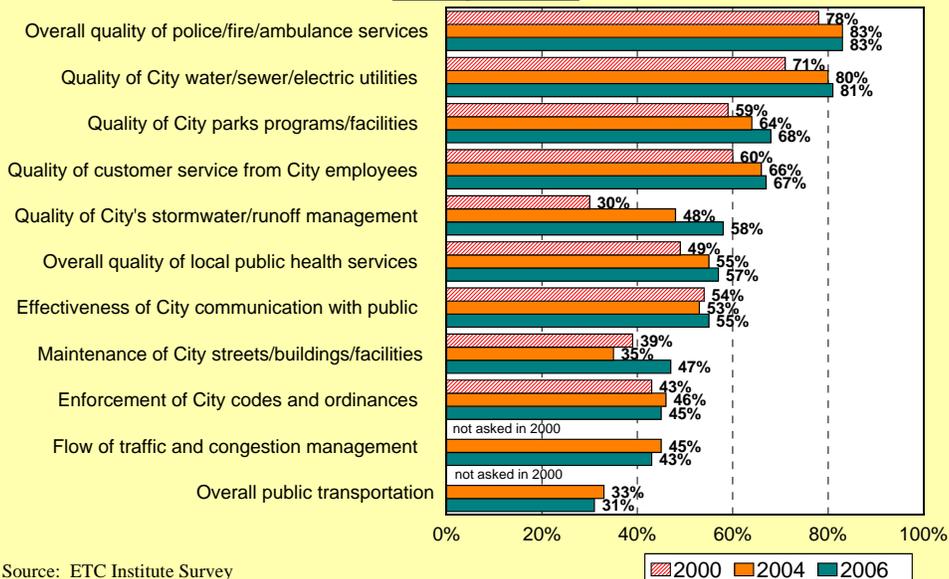
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

### Overall Satisfaction With City Services by Major Category: Trends 2000-2006

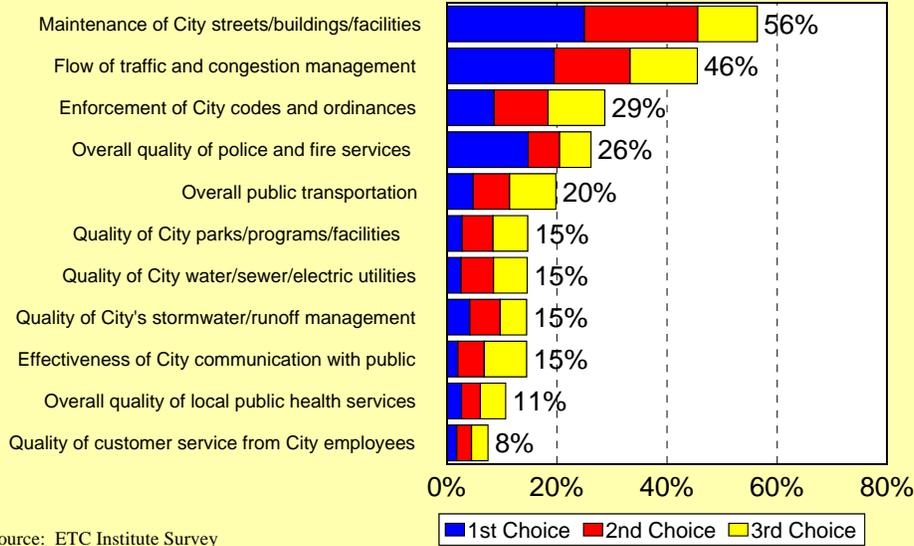
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" excluding don't knows



Source: ETC Institute Survey

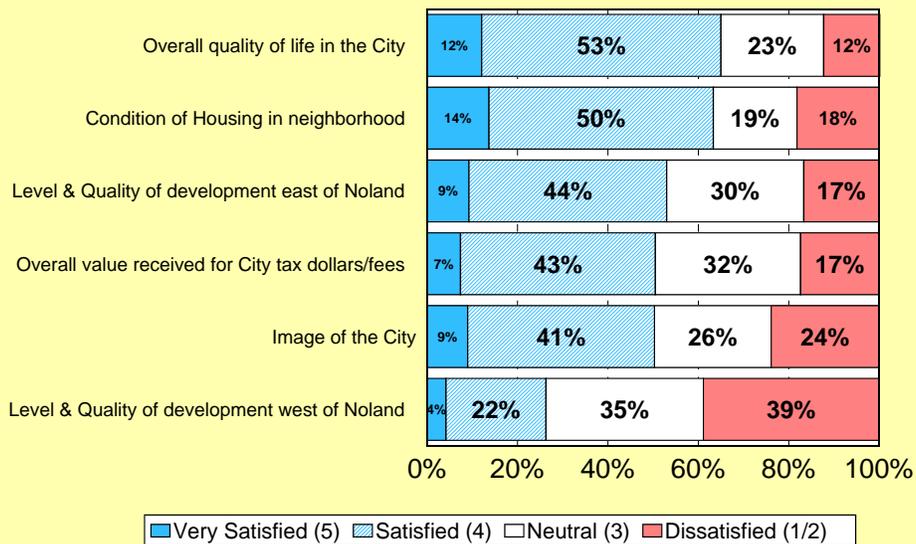
## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



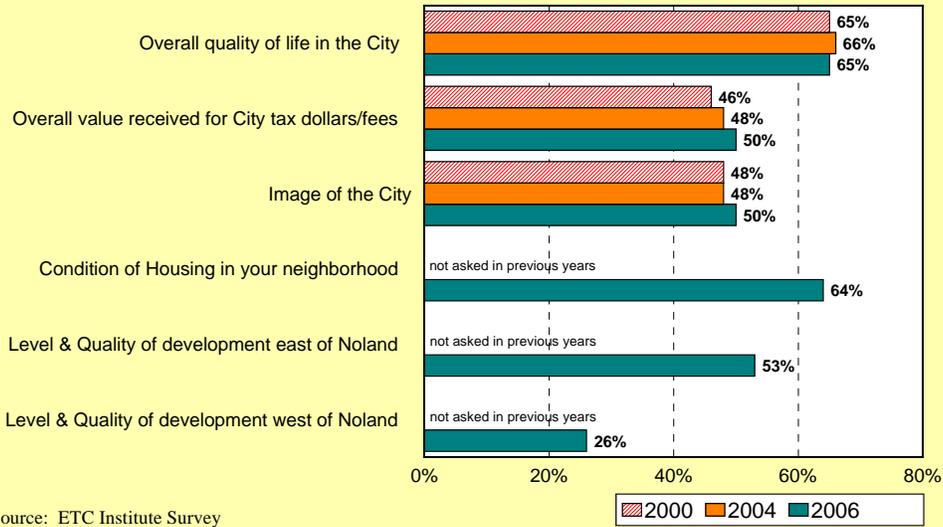
## Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



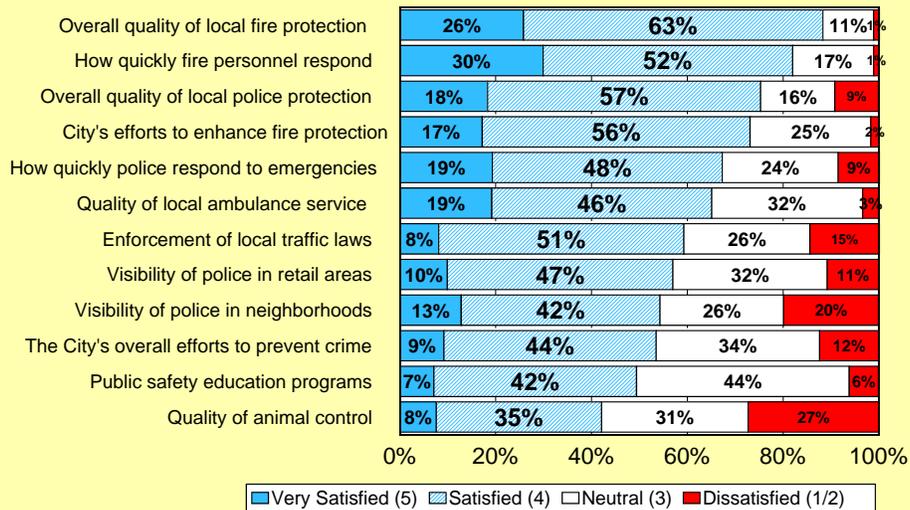
### Satisfaction With Items That Influence the Perception Residents Have of the City: Trends 2000 - 2006

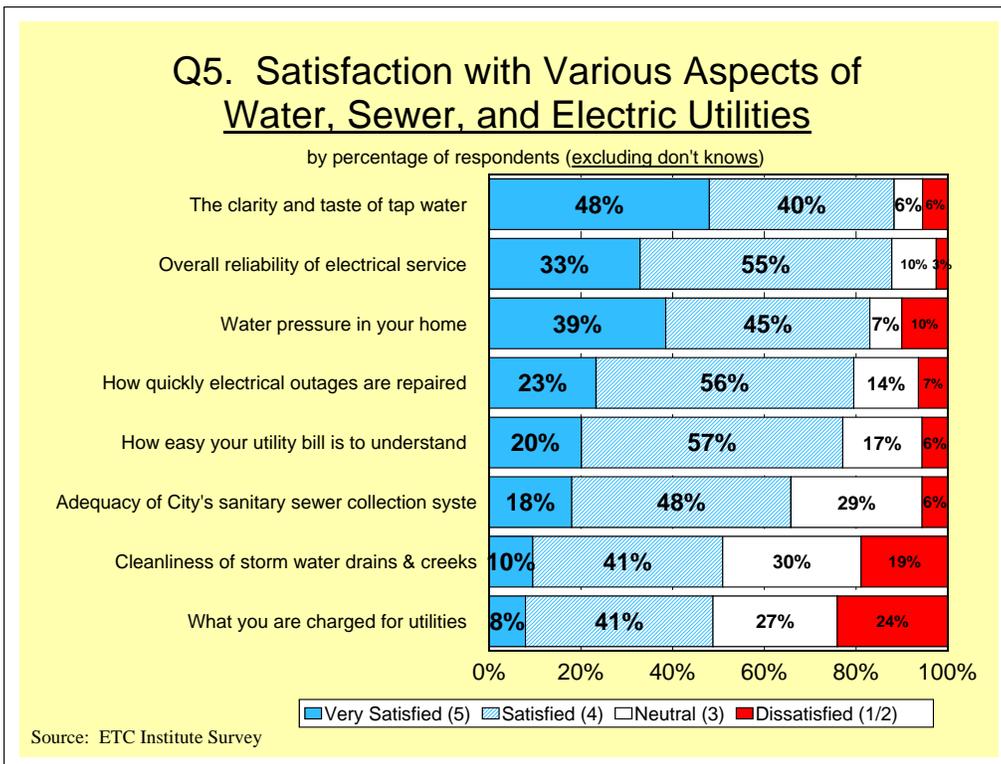
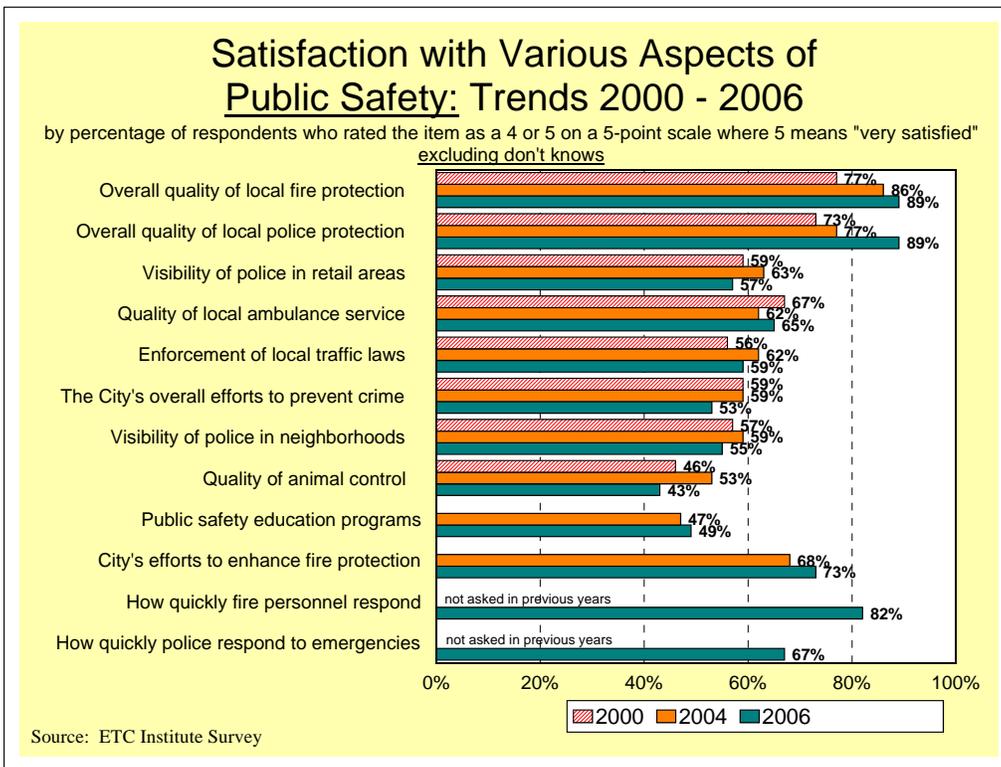
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" excluding don't knows

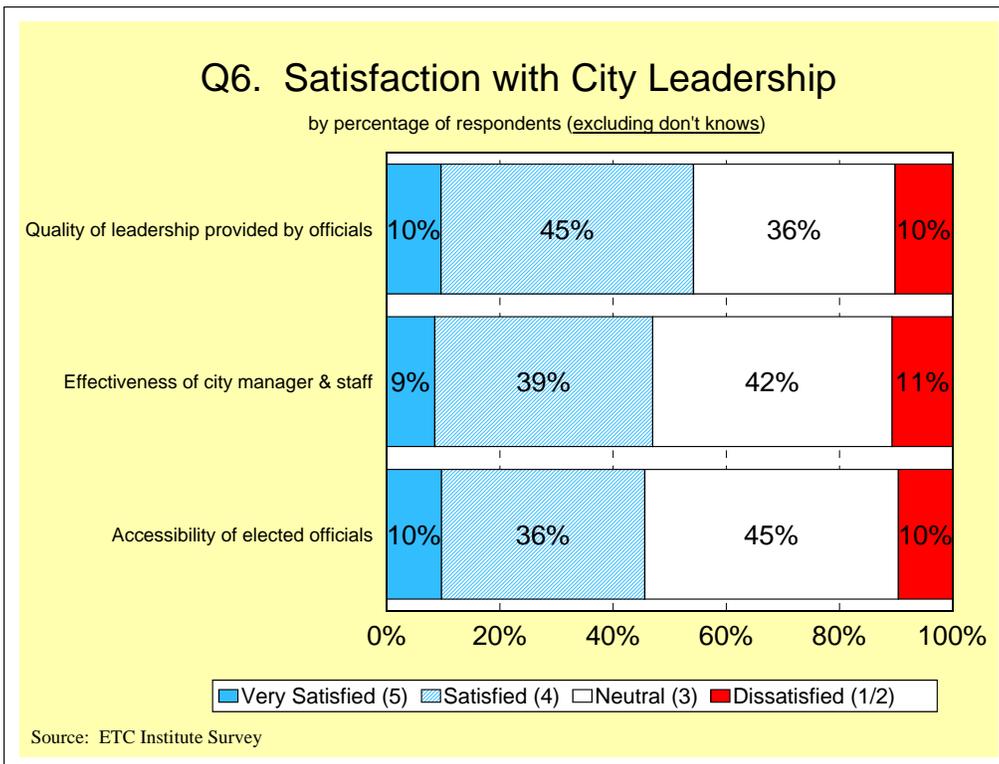
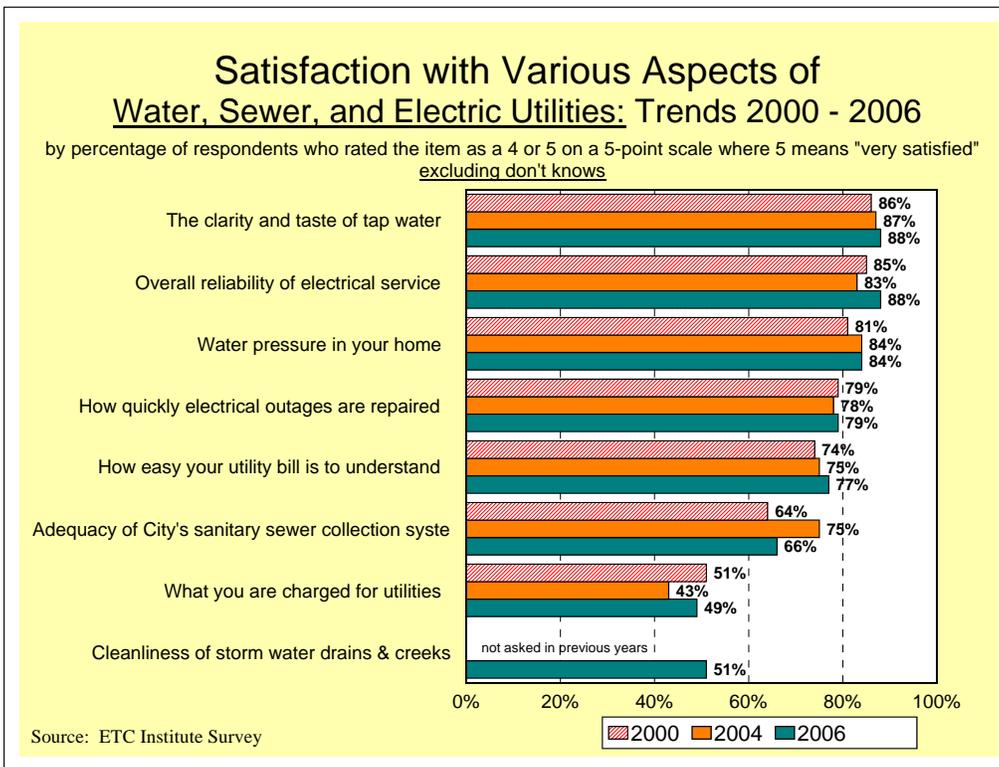


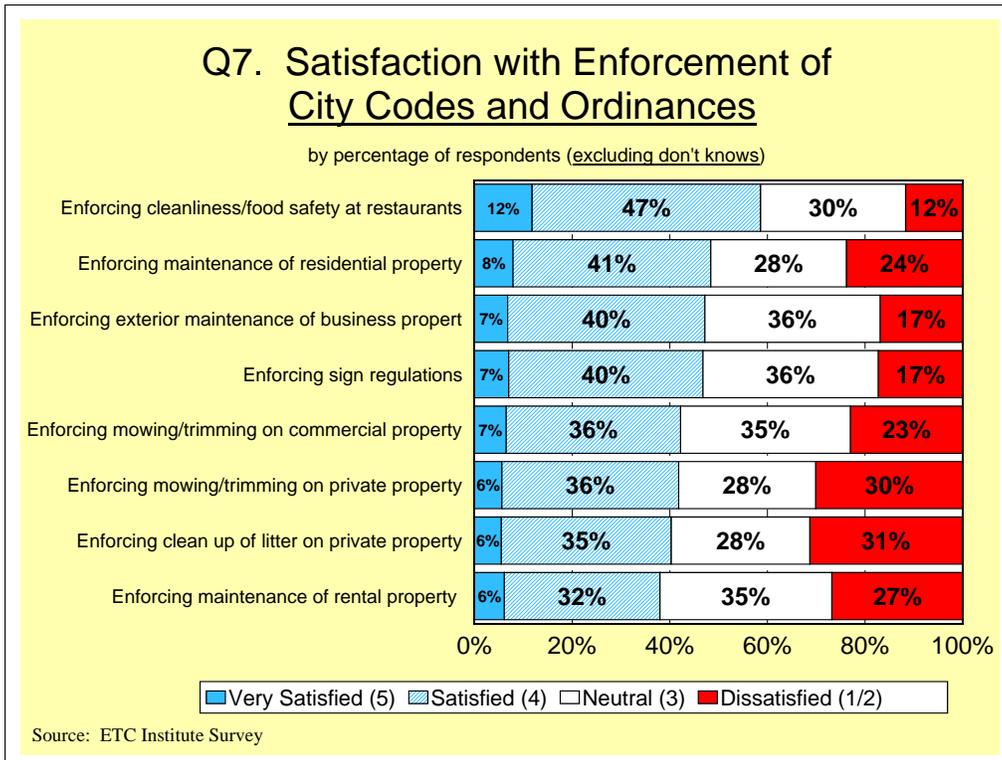
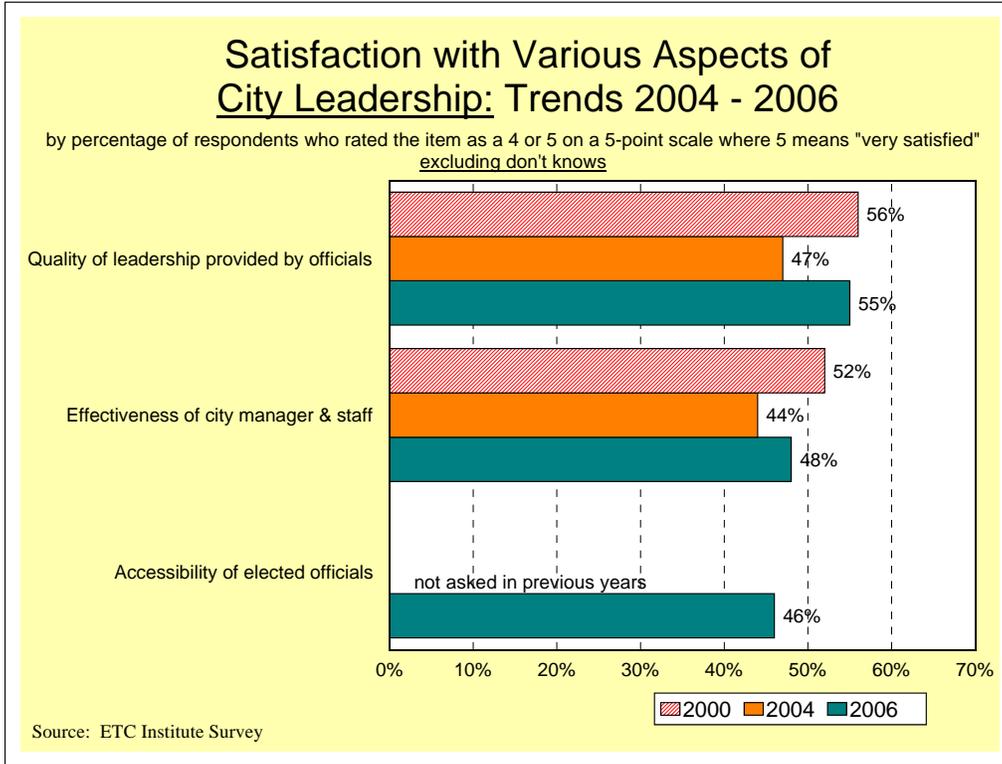
### Q4. Satisfaction with Various Aspects of Public Safety

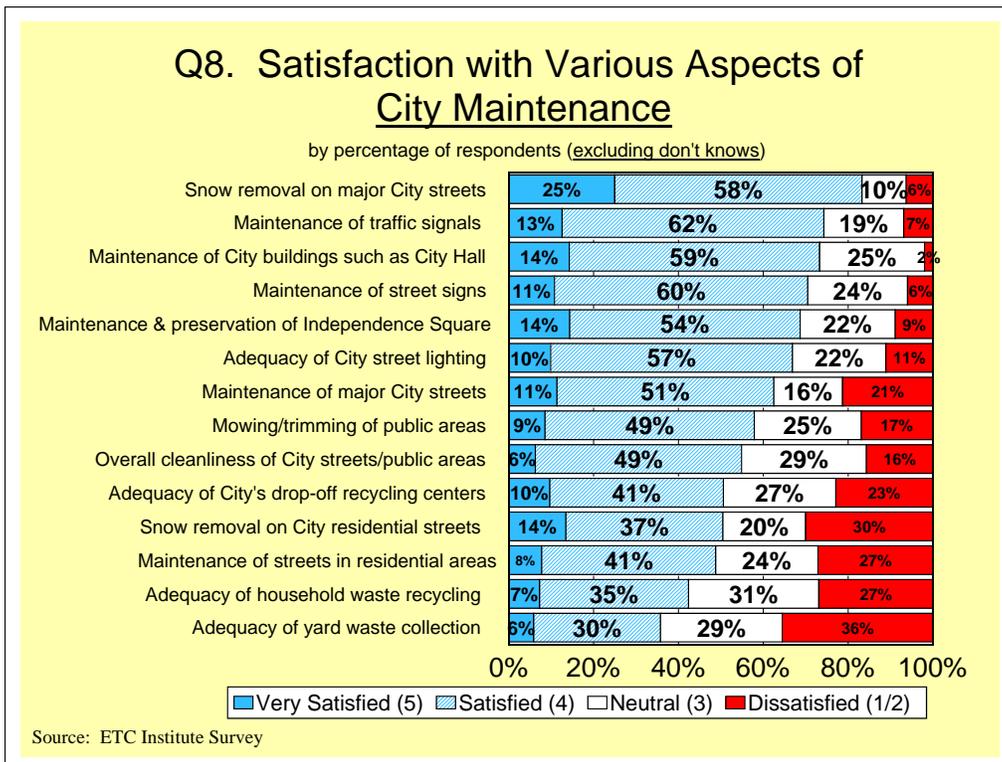
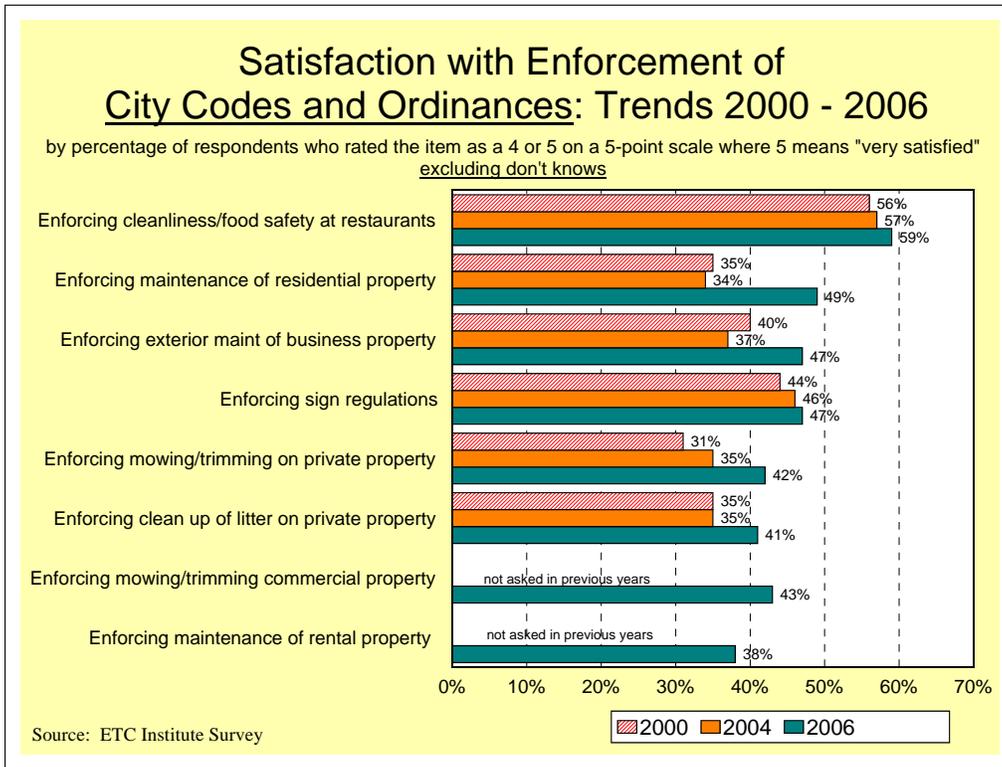
by percentage of respondents (excluding don't knows)

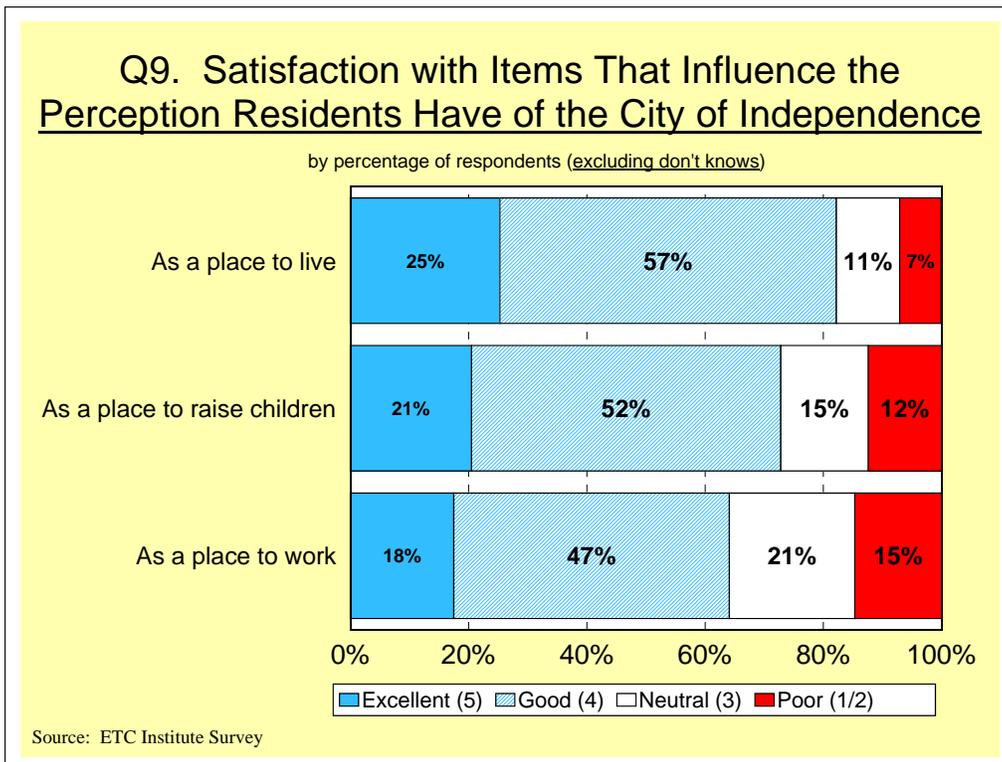
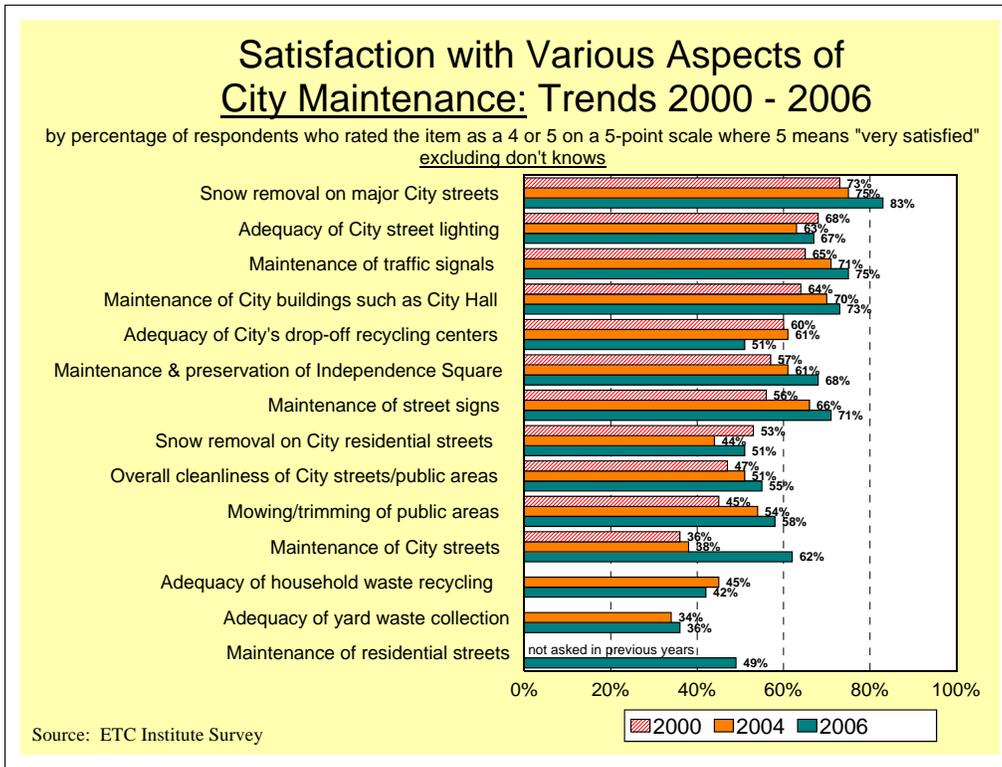






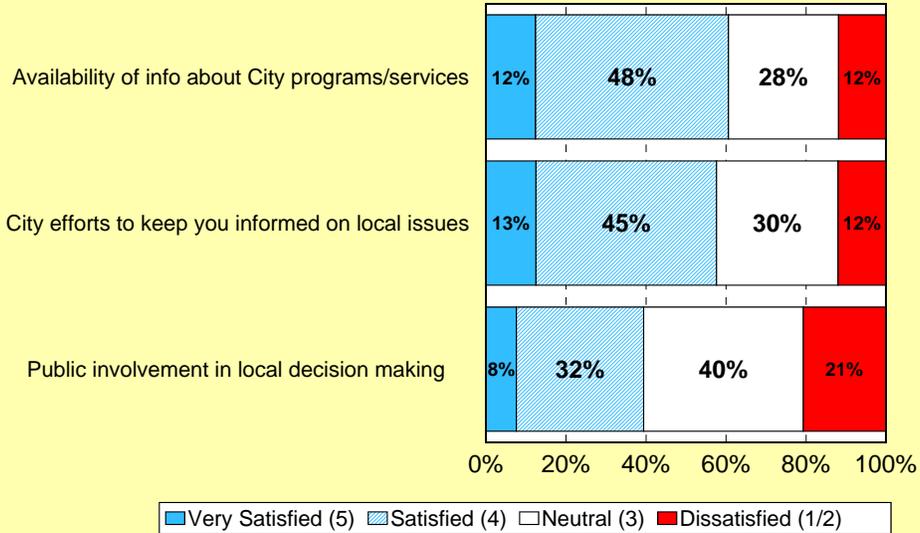






### Q10. Satisfaction with Various Aspects of City Communications

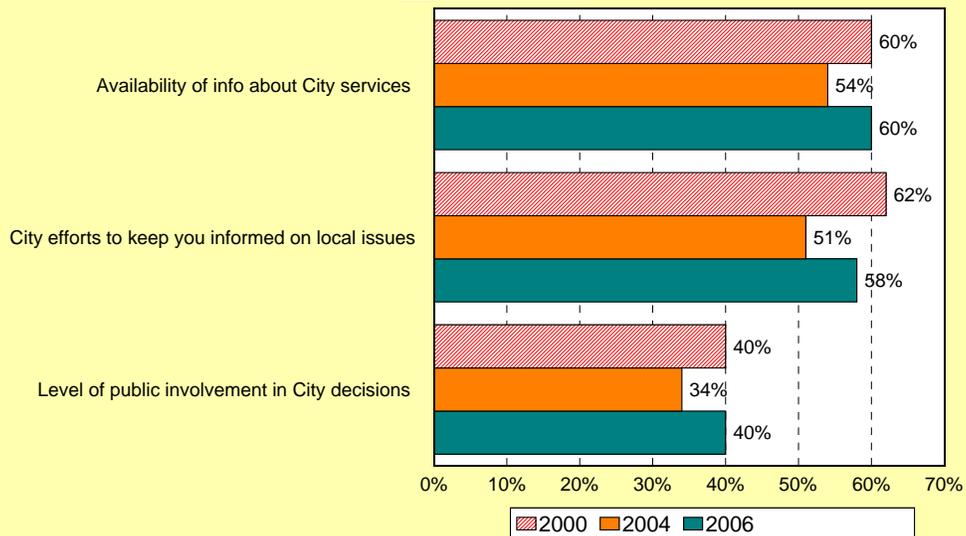
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

### Satisfaction with Various Aspects of City Communications: Trends 2000 - 2006

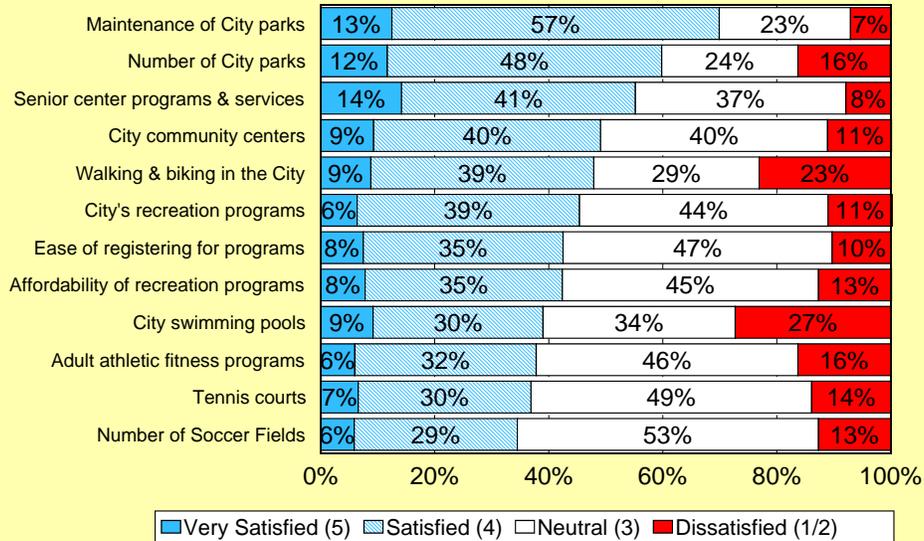
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" excluding don't knows



Source: ETC Institute Survey

### Q11. Satisfaction with Various Aspects of City Parks & Recreation

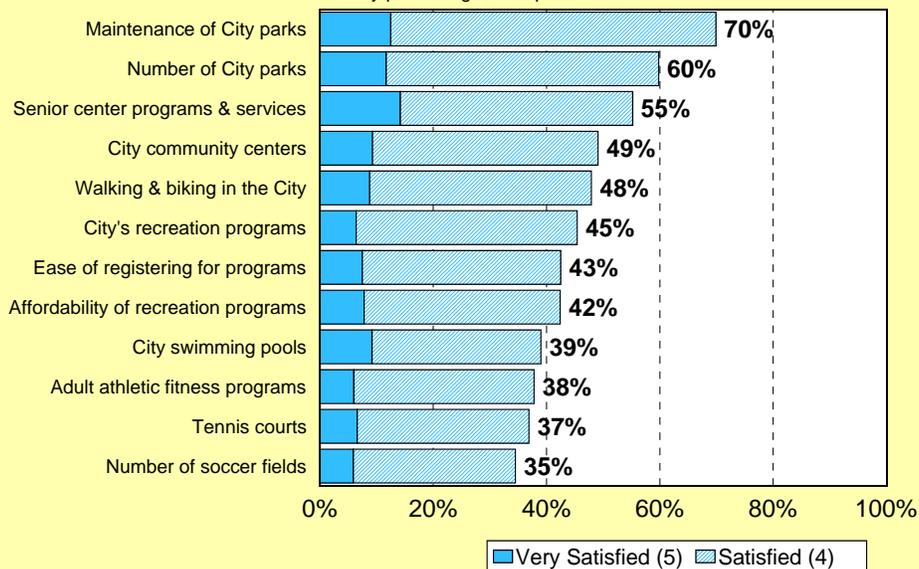
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

### Q11. Satisfaction with Various Aspects of City Parks & Recreation

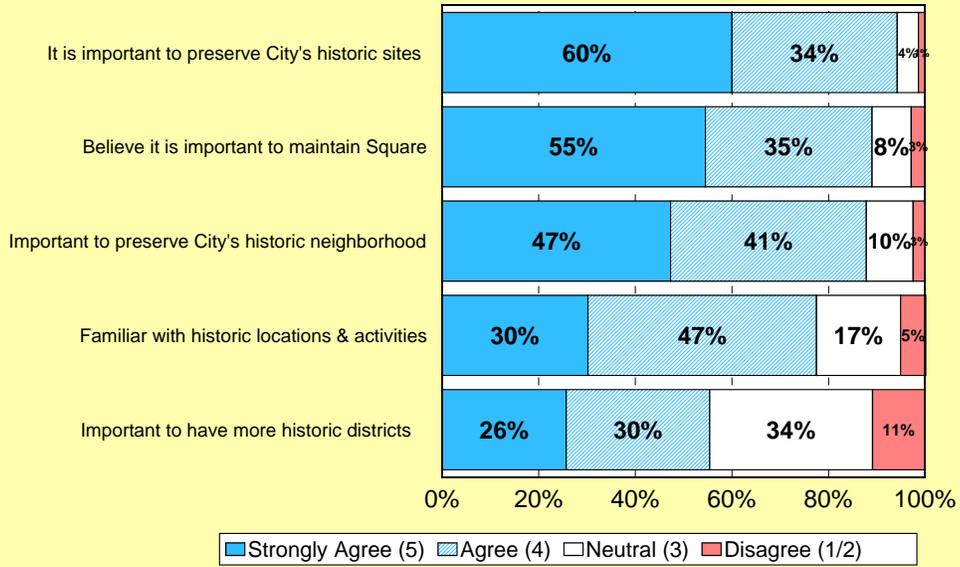
by percentage of respondents



Source: ETC Institute Survey

### Q12. Agreement with Various Issues About Independence as an Historic City

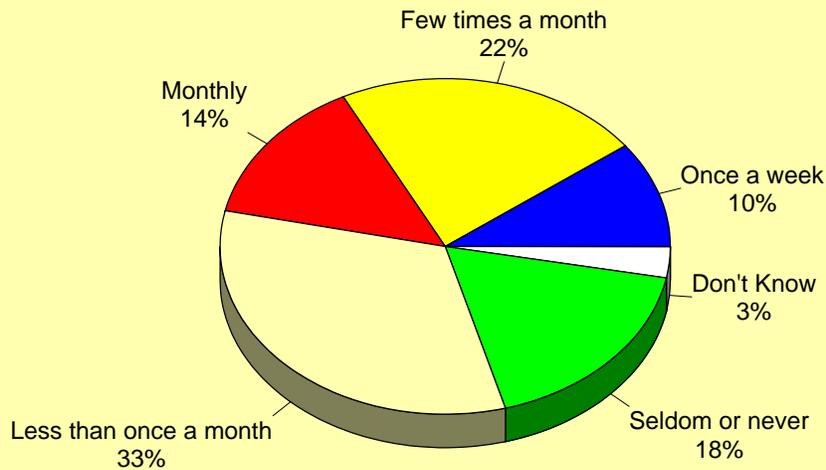
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

### Q13. Frequency of Household Visits to Independence Square?

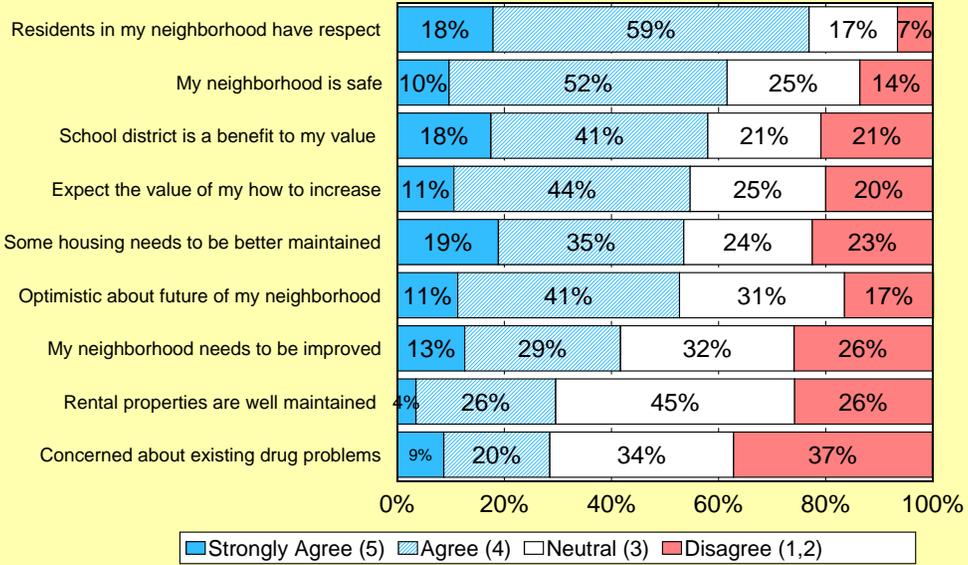
by percentage of respondents



Source: ETC Institute Survey

### Q14. Agreement with Various Issues Regarding the City of Independence, MO

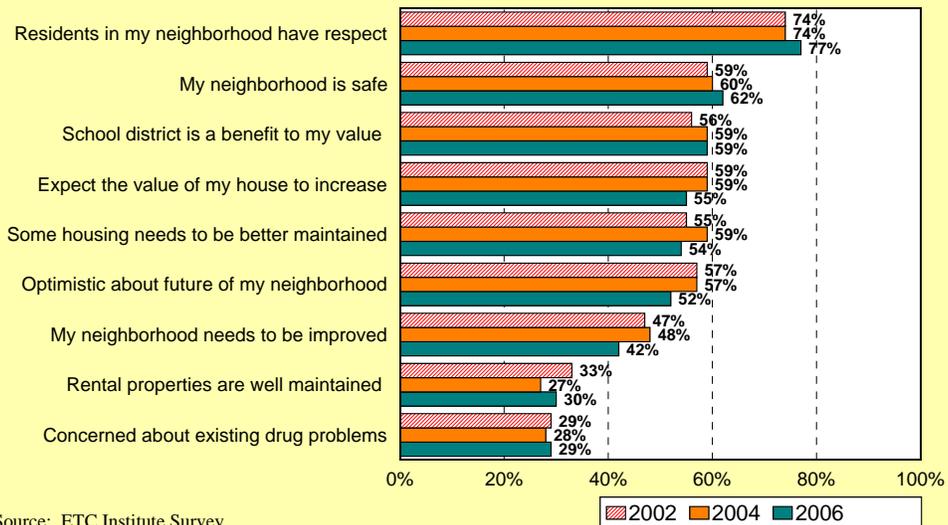
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

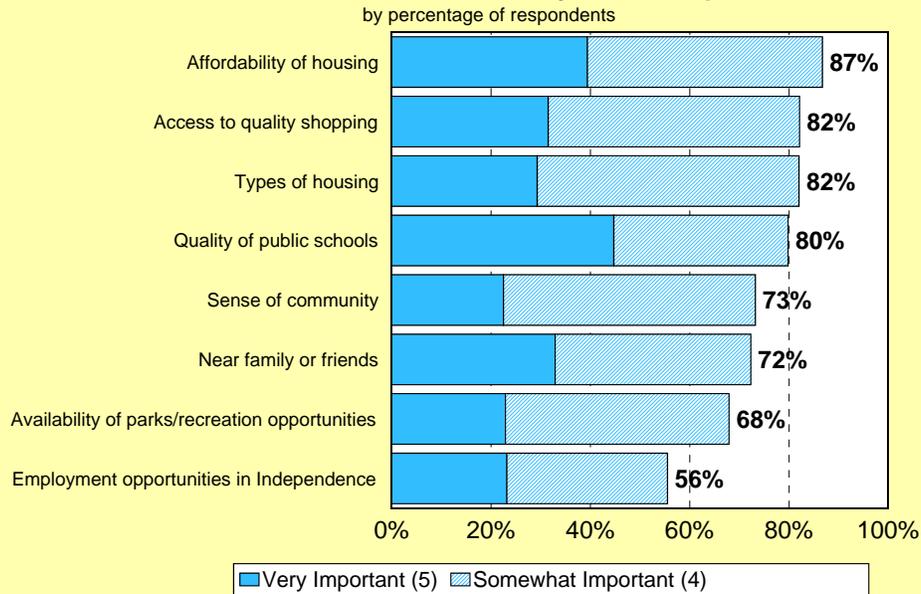
### Agreement with Various Issues Regarding the City of Independence, MO Trends 2002 - 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" excluding don't knows



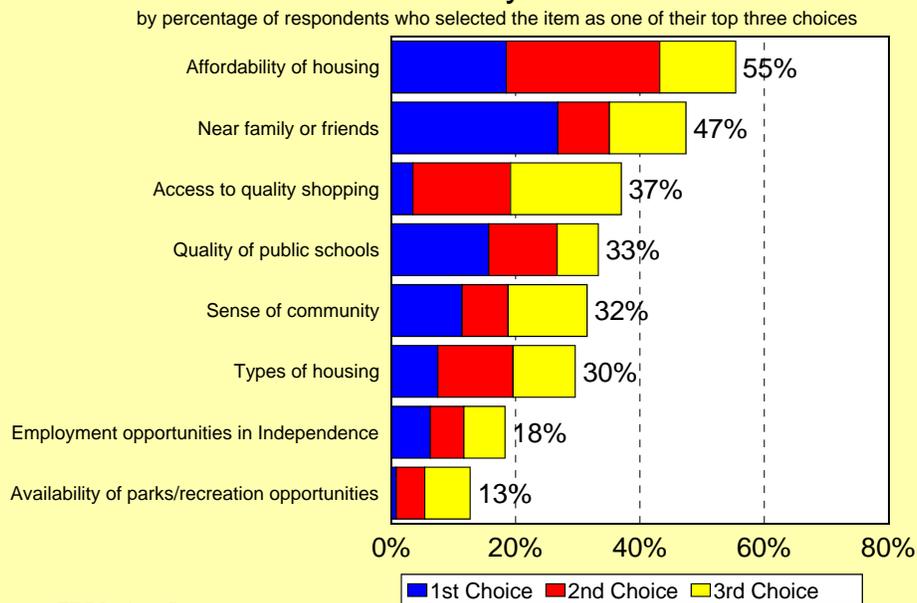
Source: ETC Institute Survey

### Q15. Importance of Various Issues that Influence Decisions to Live in the City of Independence



Source: ETC Institute Survey

### Q16. Most Important Issues that Influence Decisions to Live in the City for the Next 10 Years



Source: ETC Institute Survey

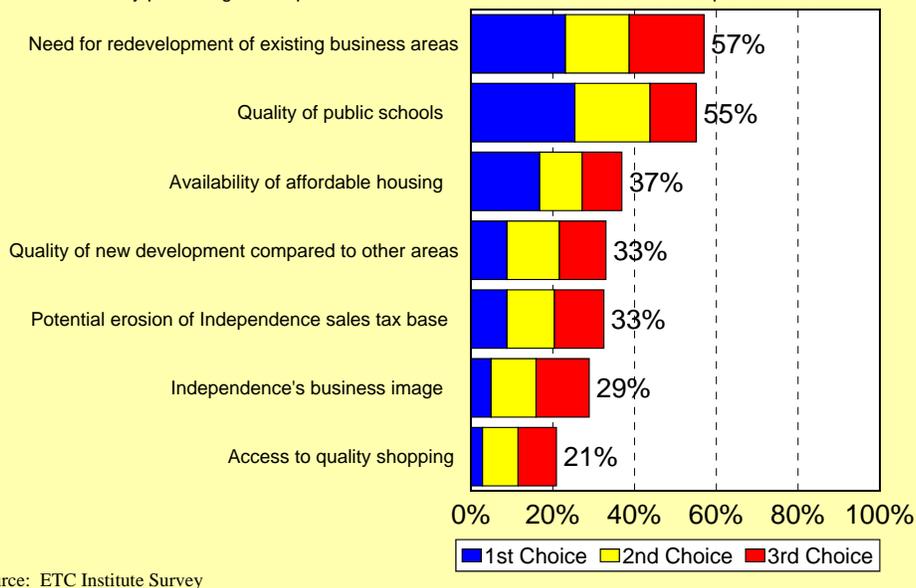
### Q17. Concern About Various Aspects of Life in the City of Independence

by percentage of respondents

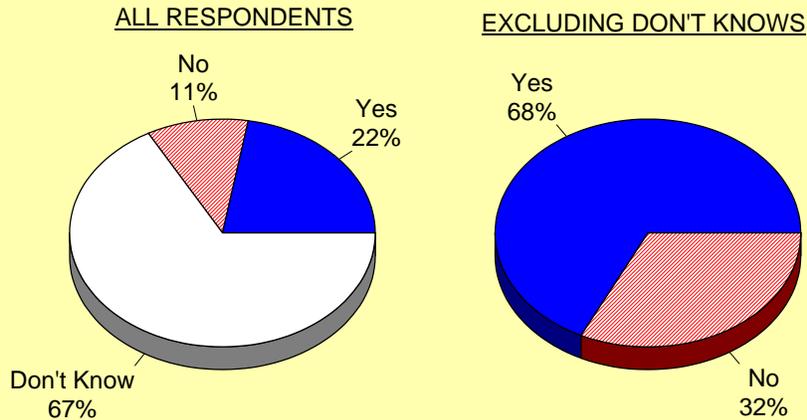


### Q18. Issues that Should Receive the Highest Priority in the City's Long Range Plan

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



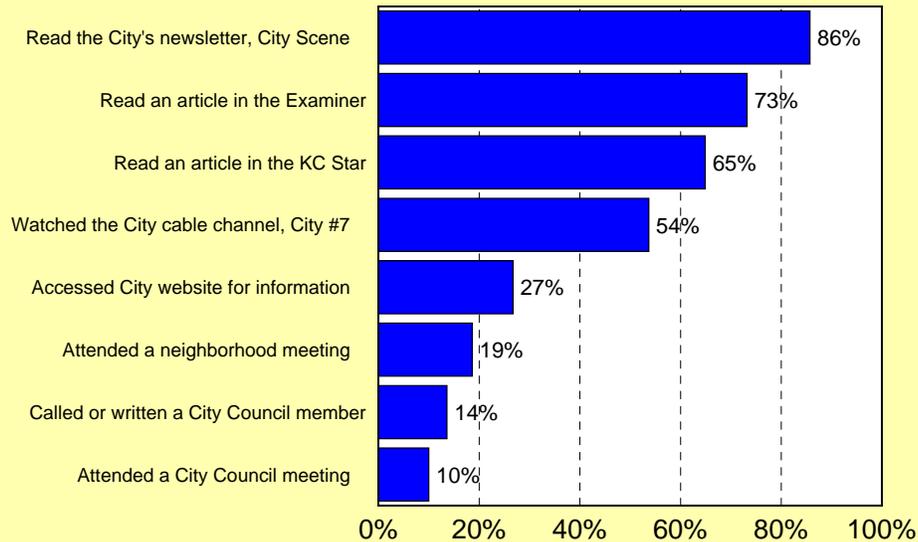
**Q19. Would you support a public funding source legally restricted to job creation, commercial redevelopment and enhancement of City gateways?**



Source: ETC Institute Survey

**Q20a. Have You Done Any of the Following During the Past Year?**

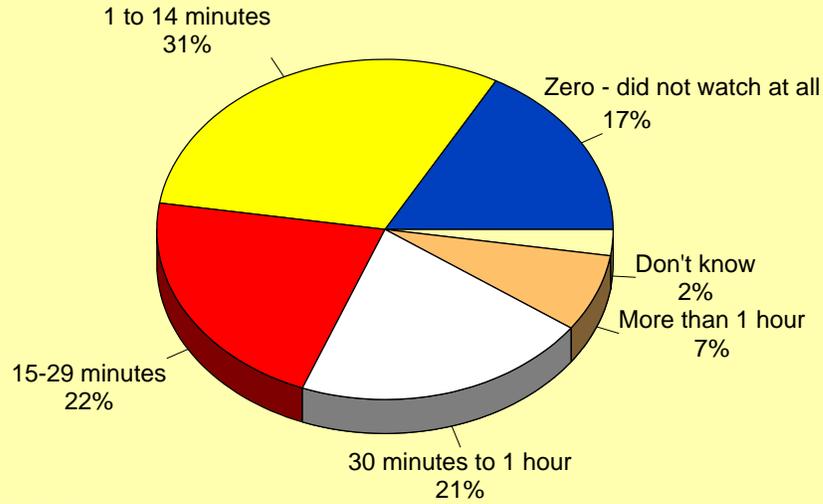
by percentage of respondents who said "YES"



Source: ETC Institute Survey

**Q20b. During the Past Week, Approximately How Many Minutes Did You or Members of Household Watch City 7, City's Cable TV Channel?**

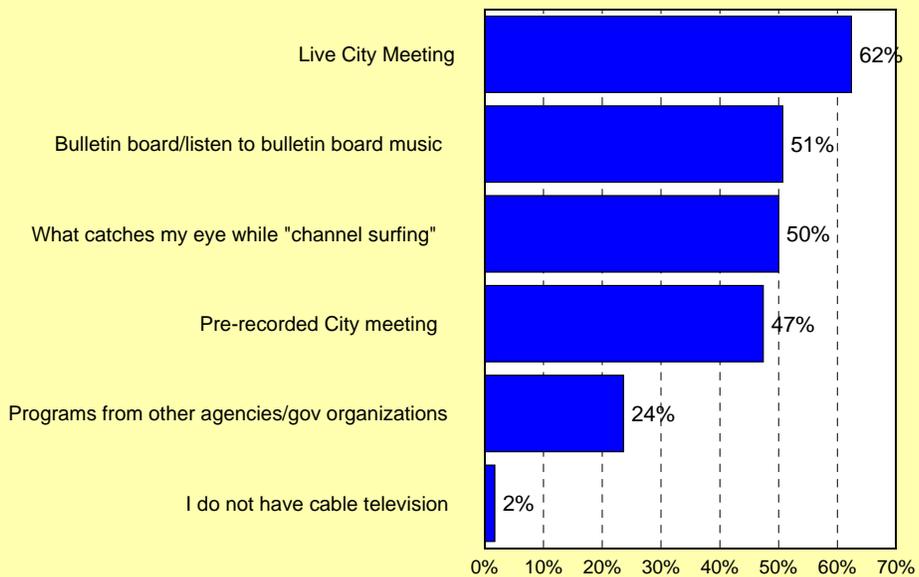
by percentage of respondents who have watched City 7 during the past year



Source: ETC Institute Survey

**Q20b. When you Watch City 7, What do You Watch?**

by percentage of respondents who have watched City 7 (multiple responses)

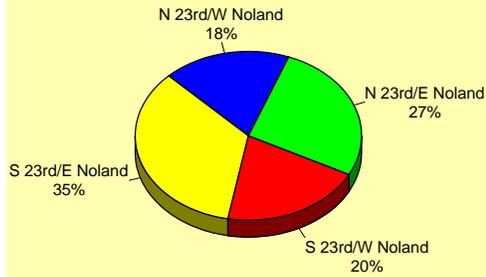


Source: ETC Institute Survey

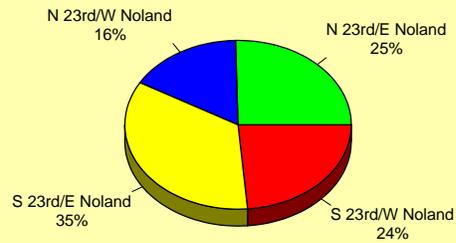
### Demographics: Location of Respondents to the Survey

by percentage of respondents

2004



2006

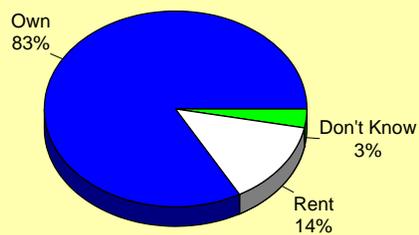


Source: ETC Institute Survey

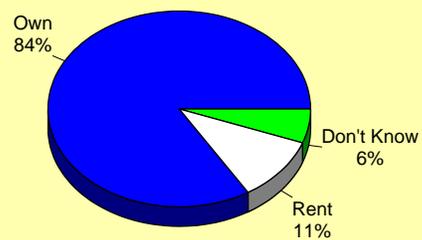
### Demographics: Do You Own or Rent Your Home?

by percentage of respondents

2004



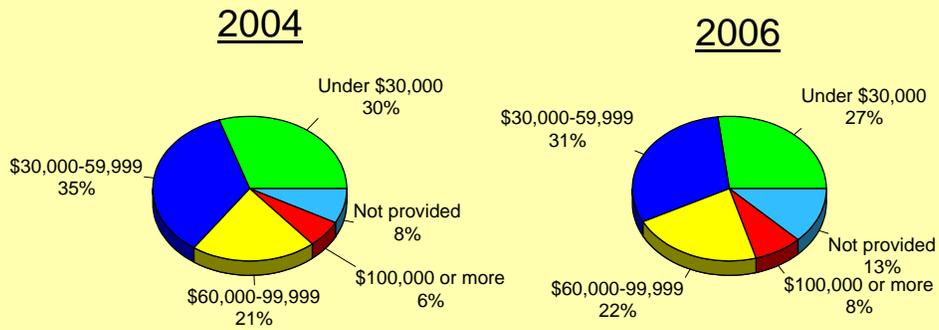
2006



Source: ETC Institute Survey

### Demographics: Total Annual Household Income

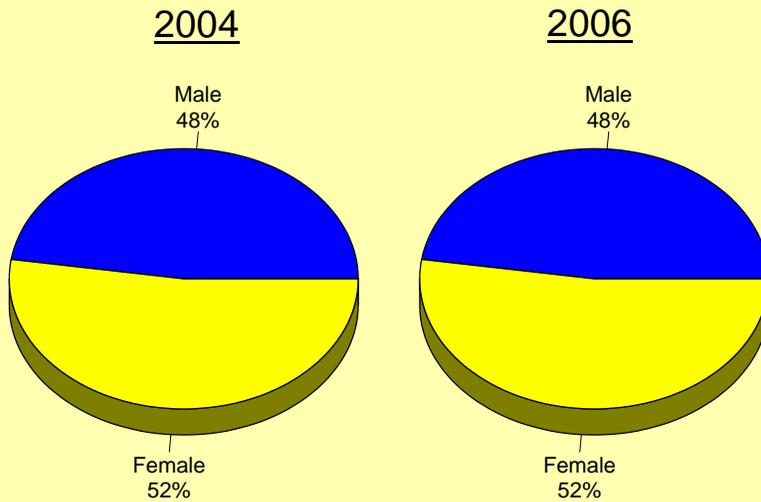
by percentage of respondents



Source: ETC Institute Survey

### Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute Survey

# *DirectionFinder* Survey

## Year 2006 Benchmarking Summary Report

### Overview

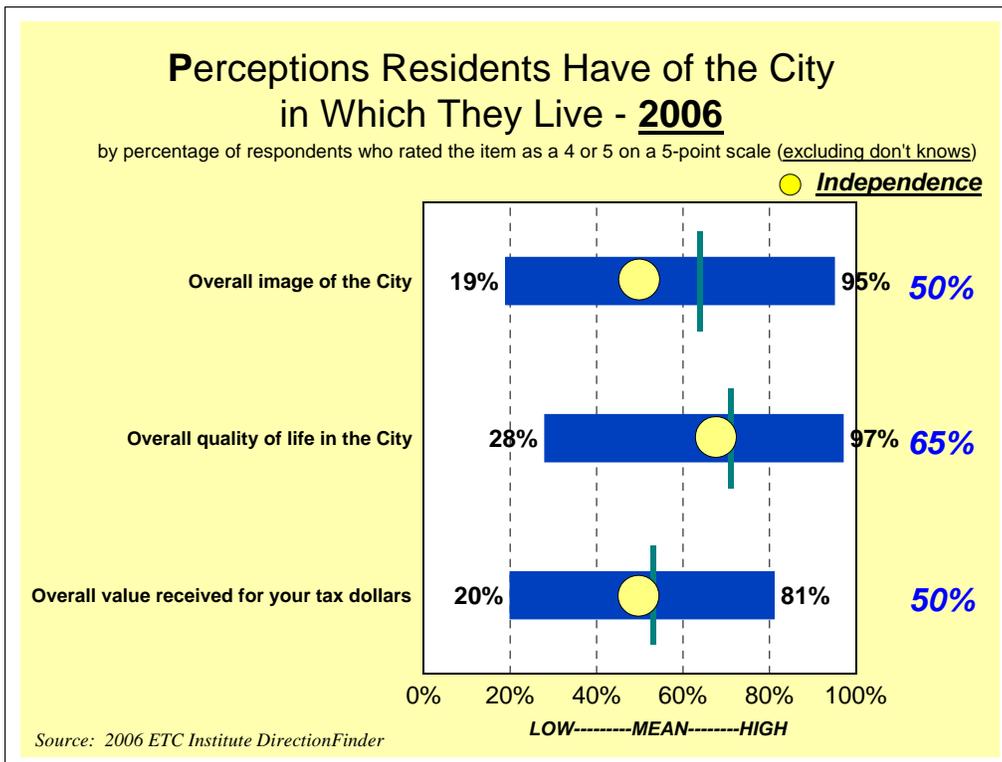
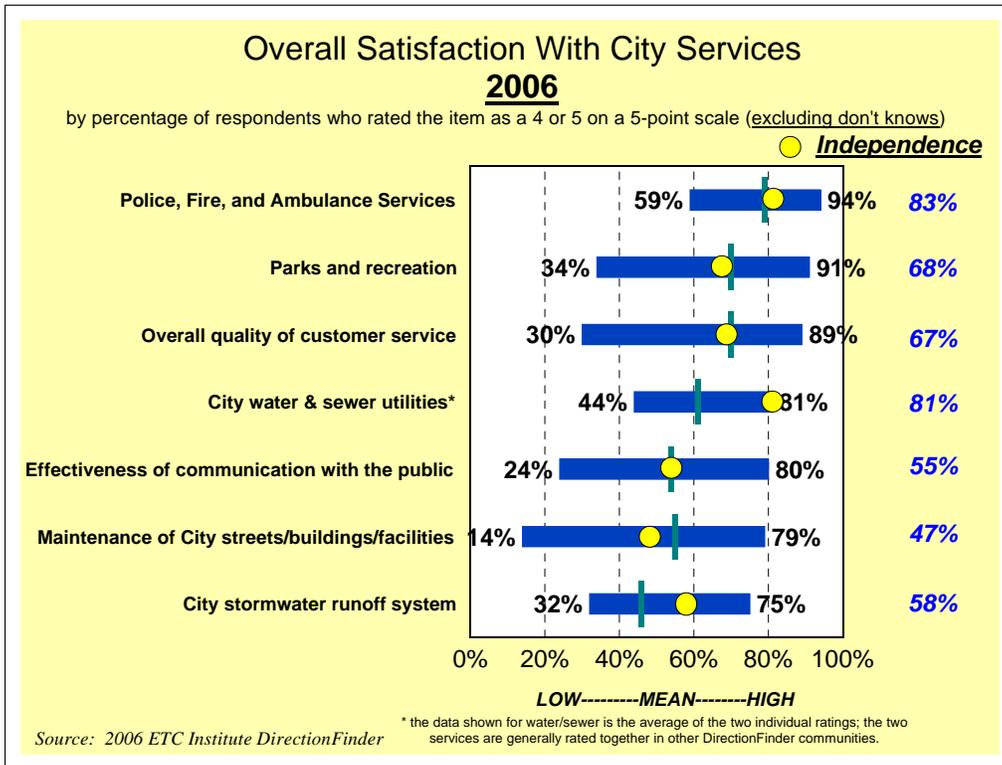
ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

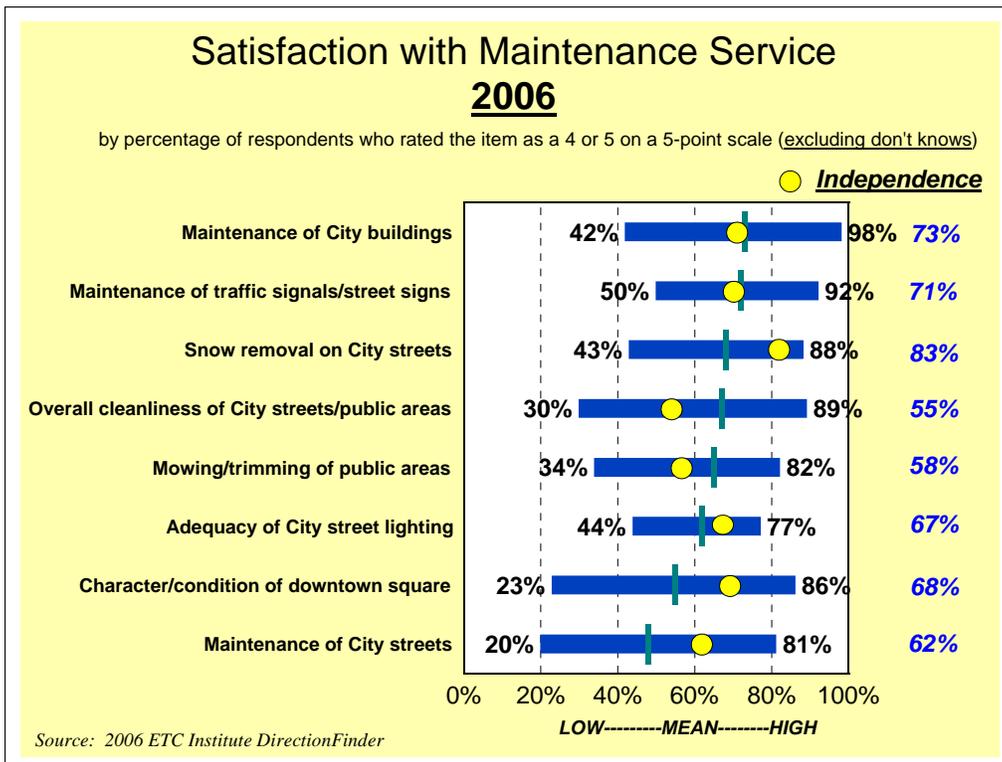
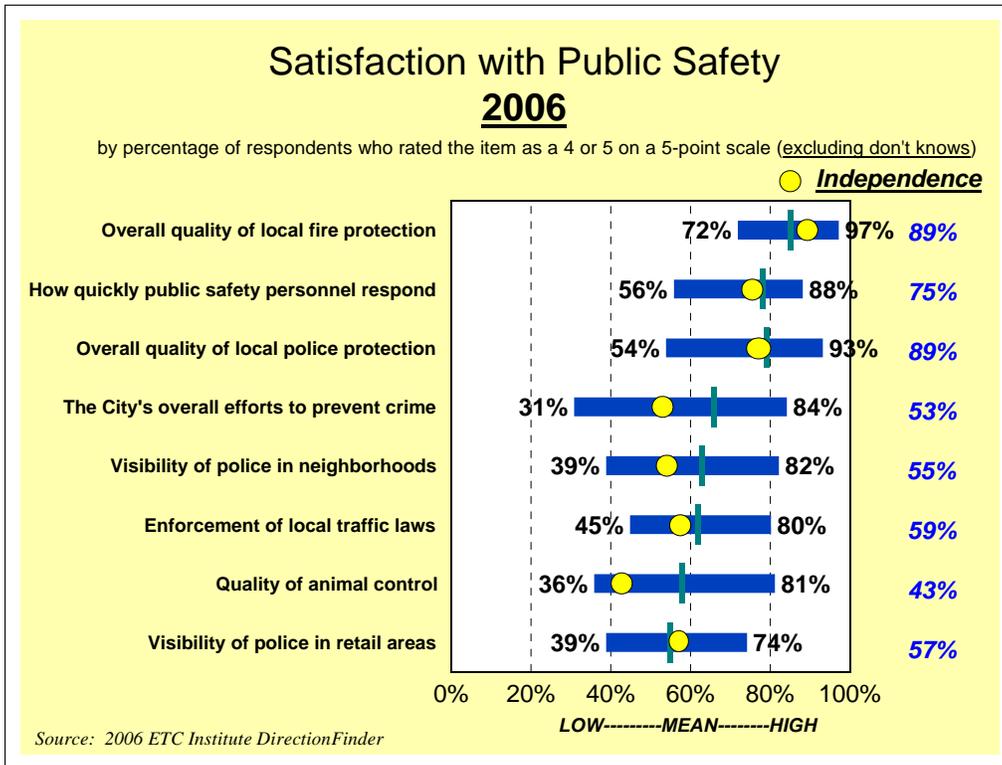
Since November 1999, the survey has been administered in more than 130 cities in 23 states. This report contains benchmarking data for more than 20 communities in Kansas and Missouri where the survey was administered between December 2004 and December 2006. The communities represented in this report include:

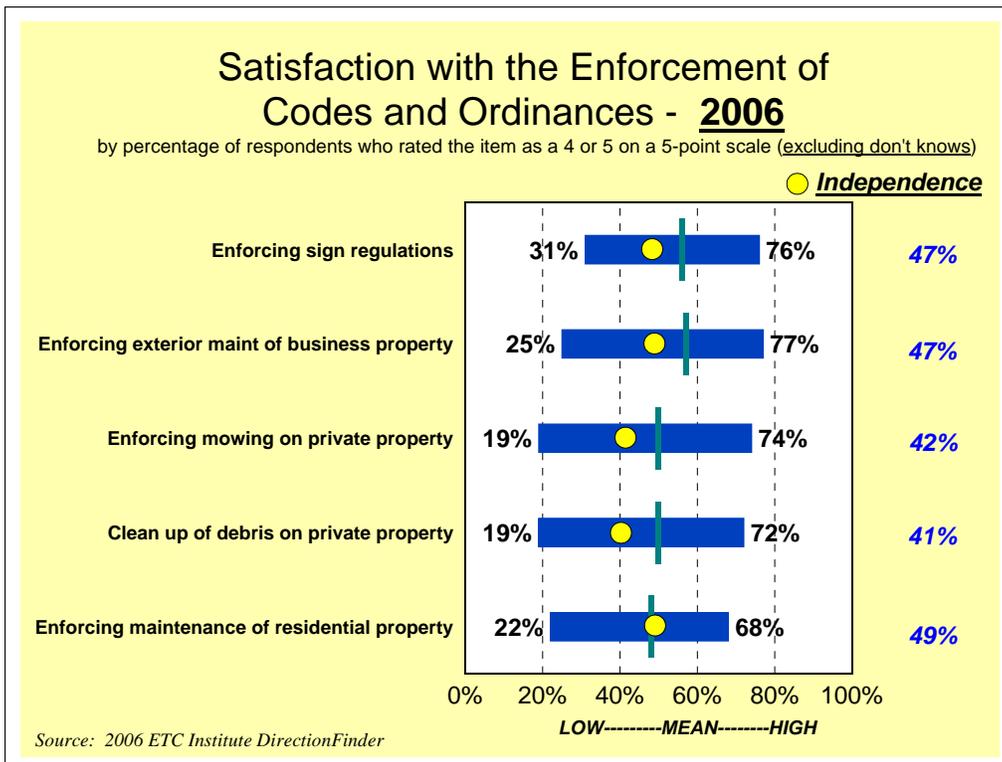
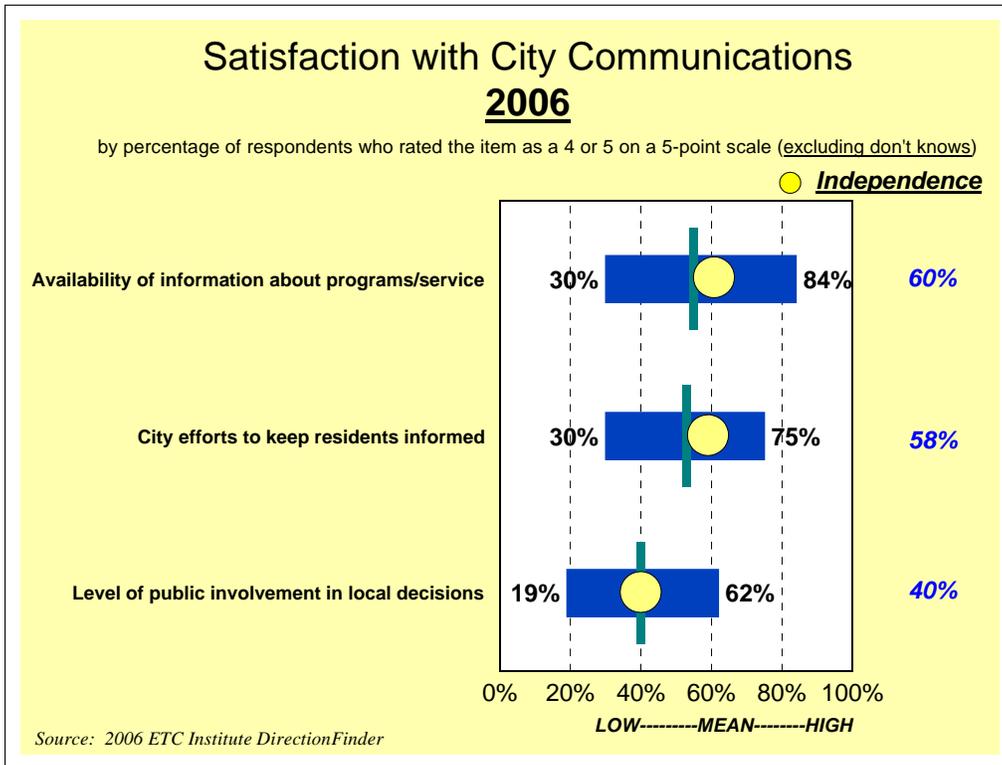
- Blue Springs, Missouri
- Butler, Missouri
- Columbia, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Olathe, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Unified Government of Kansas City, Kansas and Wyandotte County

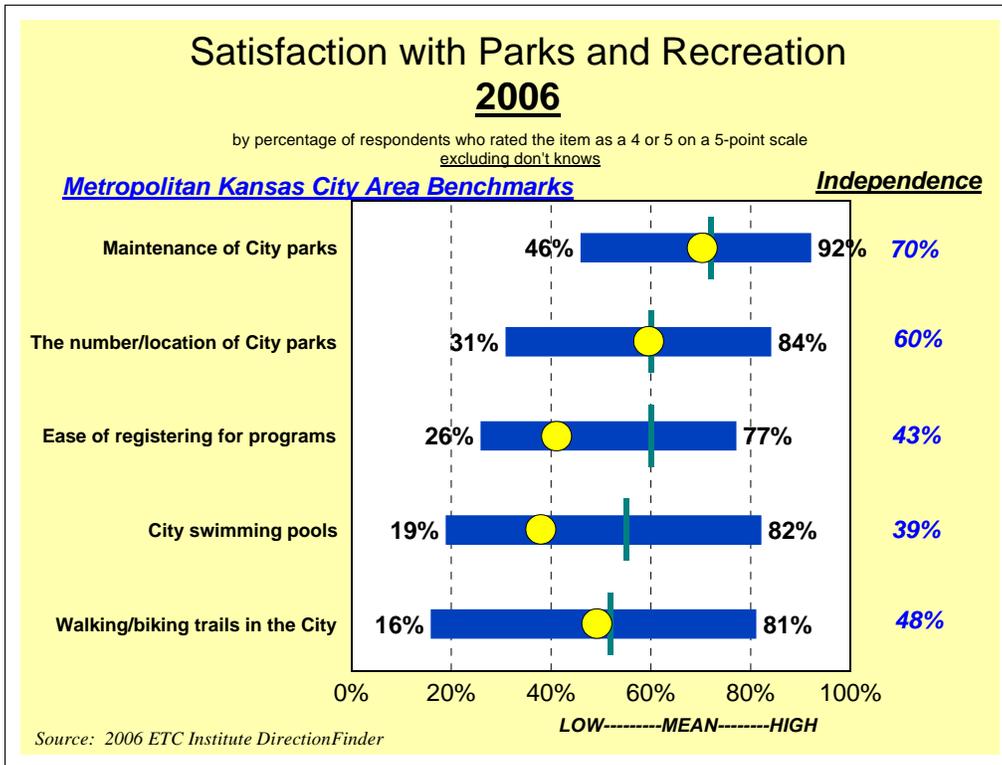
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for various areas of municipal service delivery.

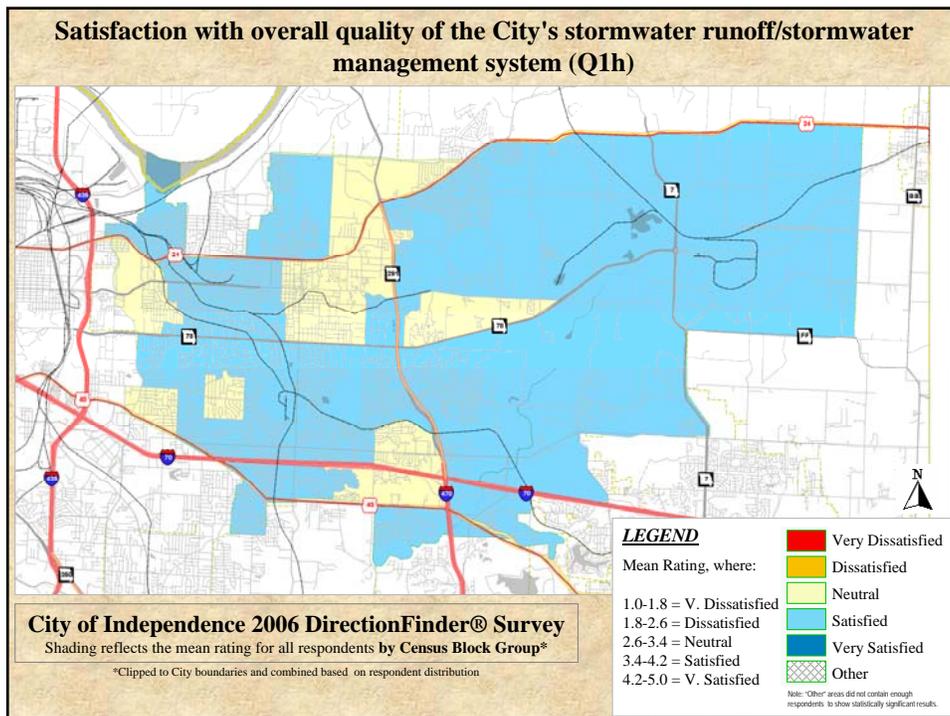
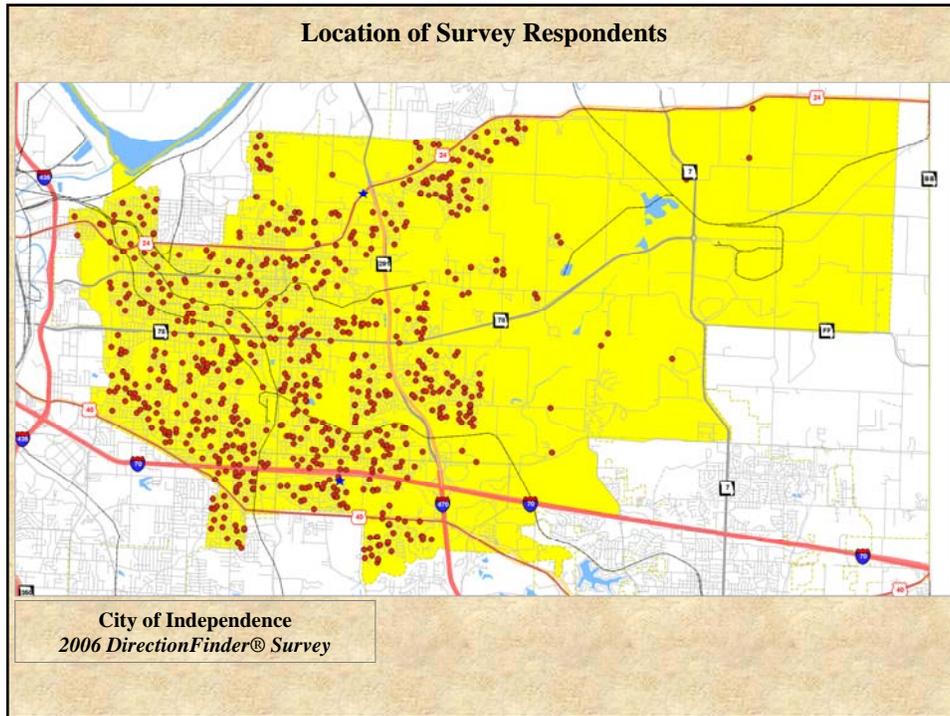
The actual ratings for Independence are listed to the right of each chart. The dot on each bar shows how the results for Independence compare to the other communities that were surveyed.

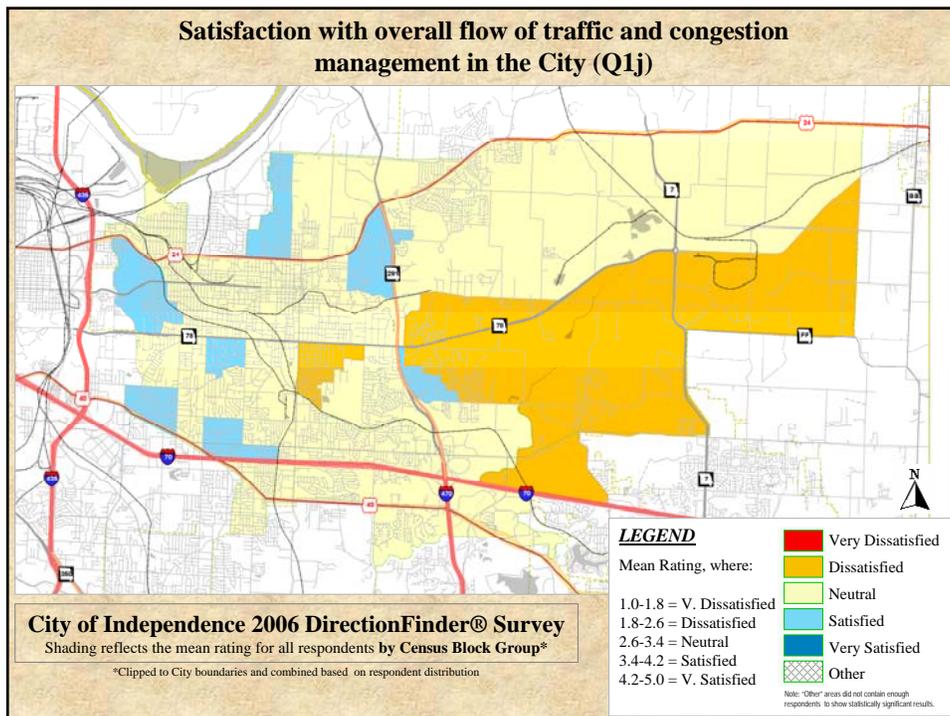
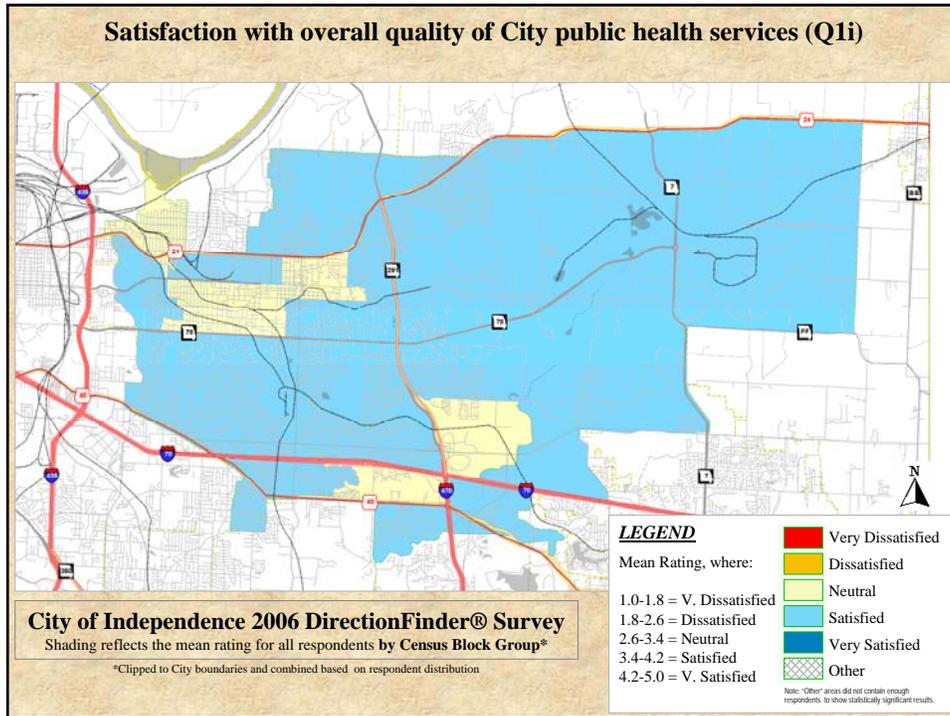


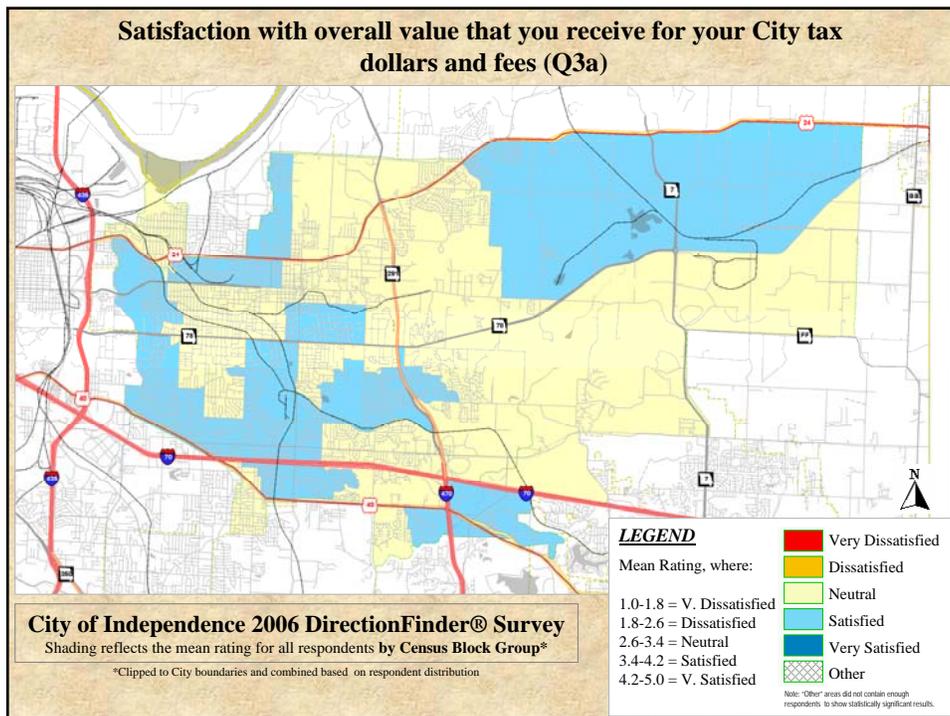
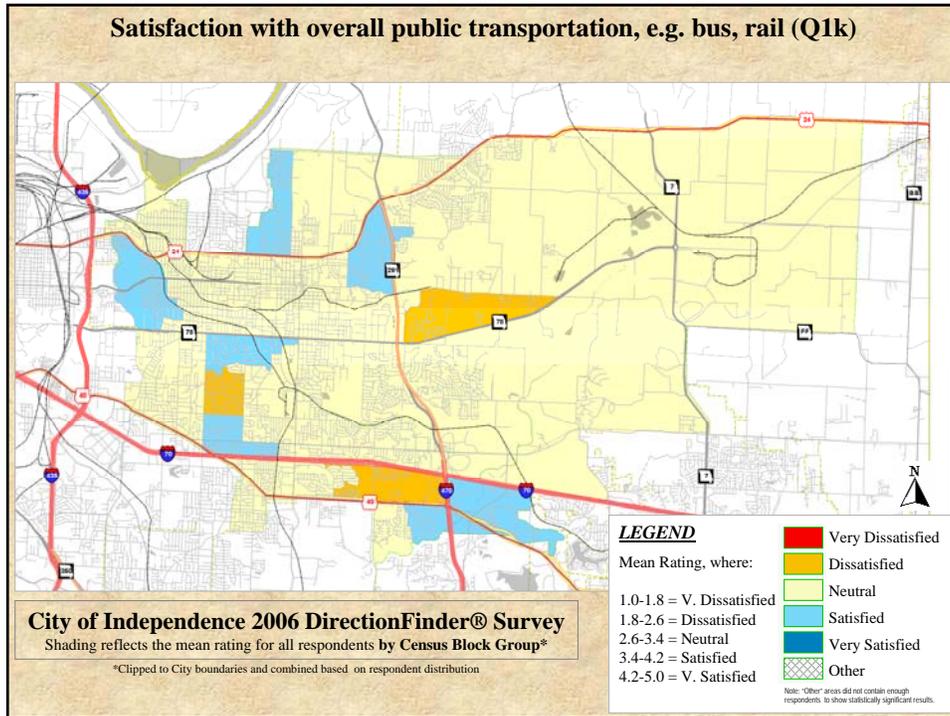


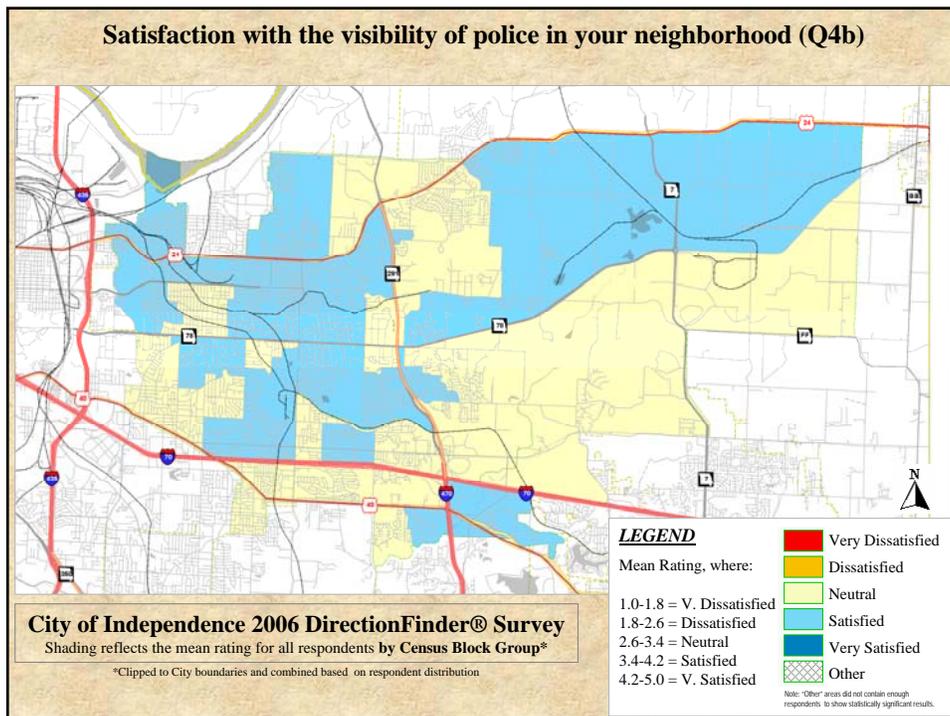
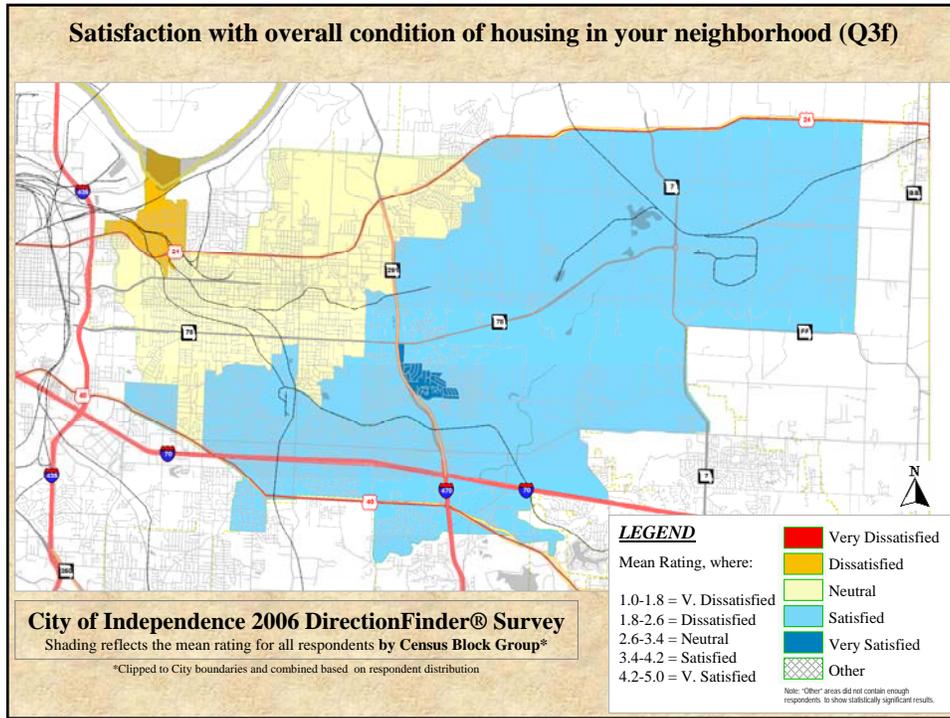


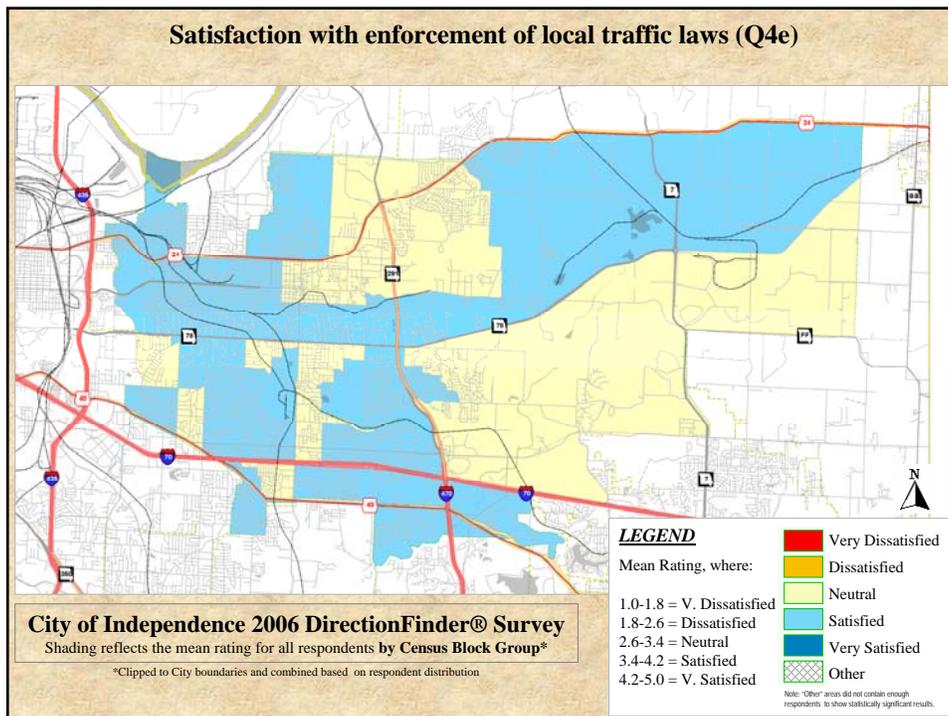
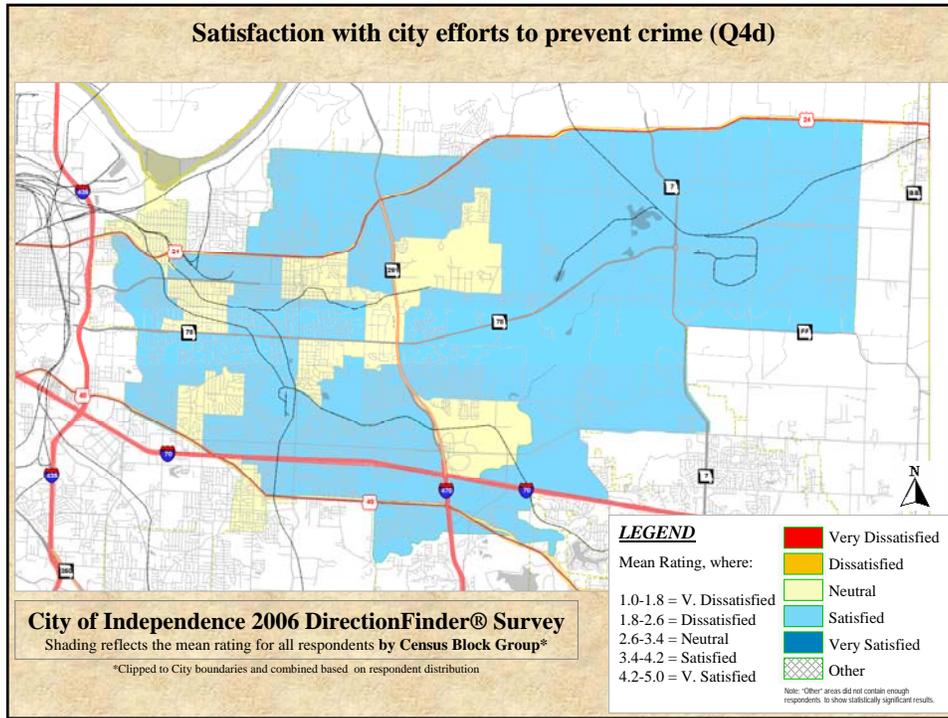


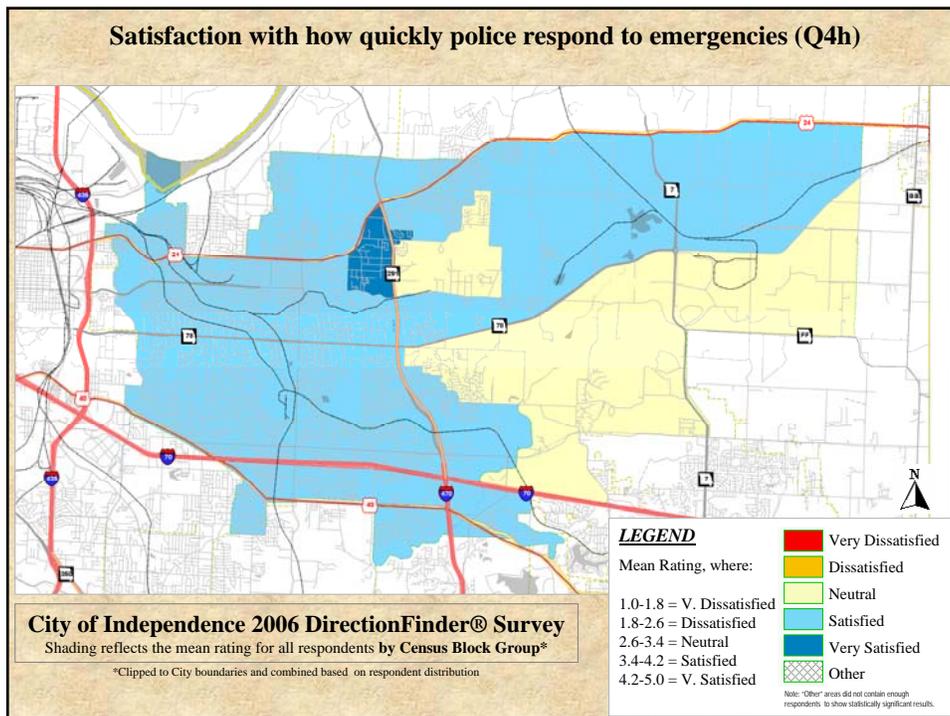
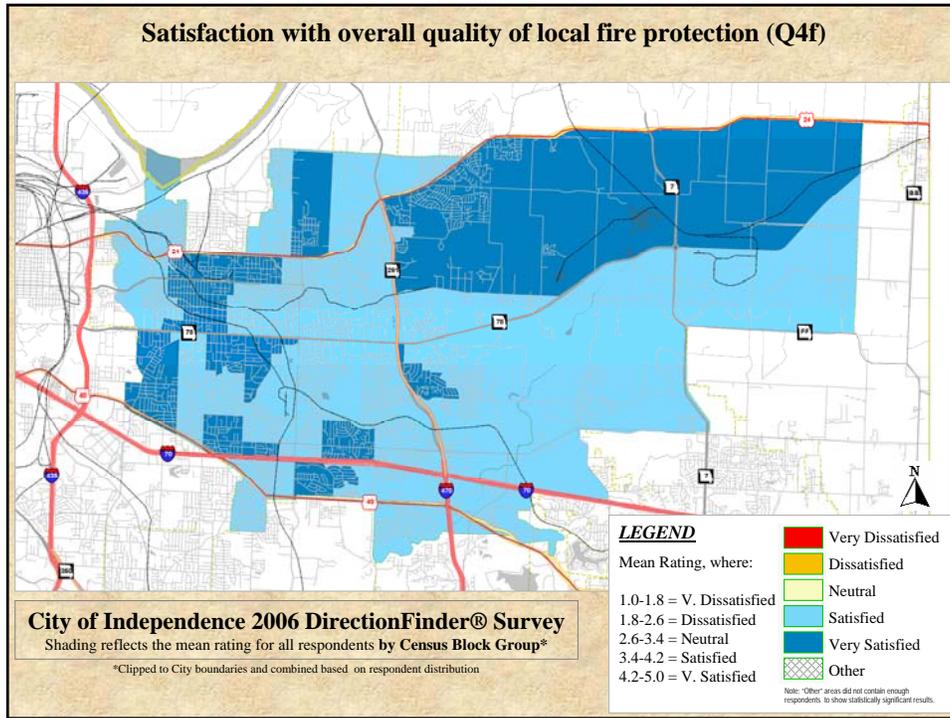


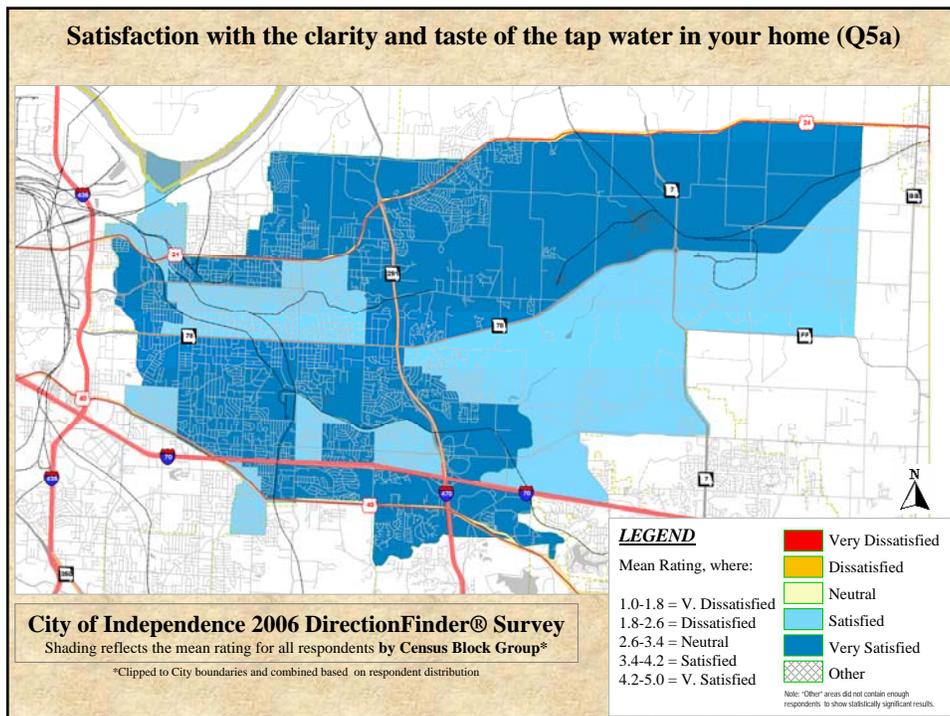
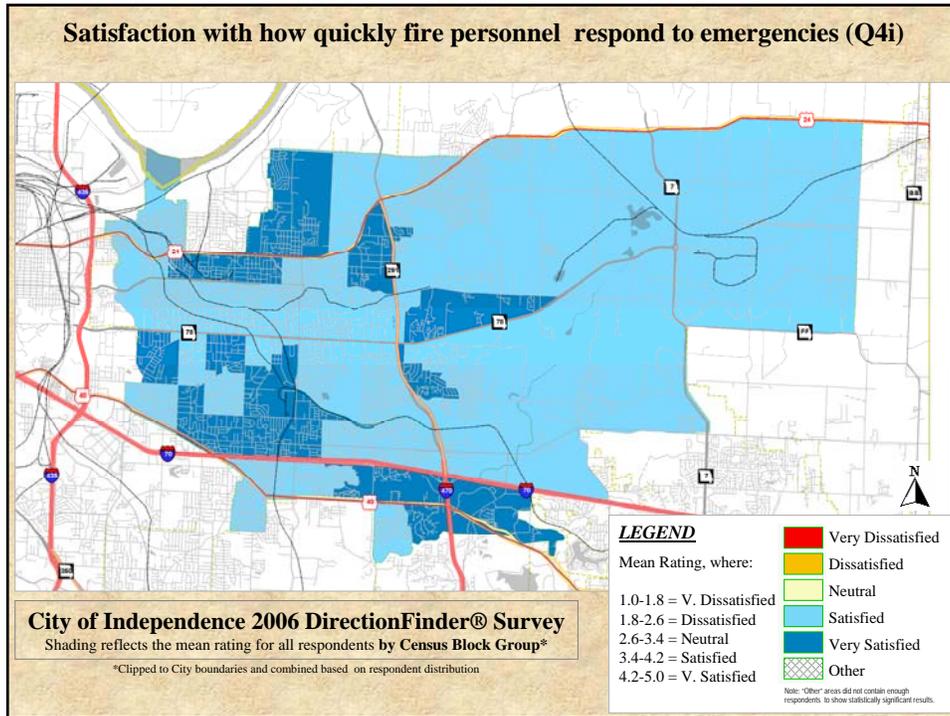


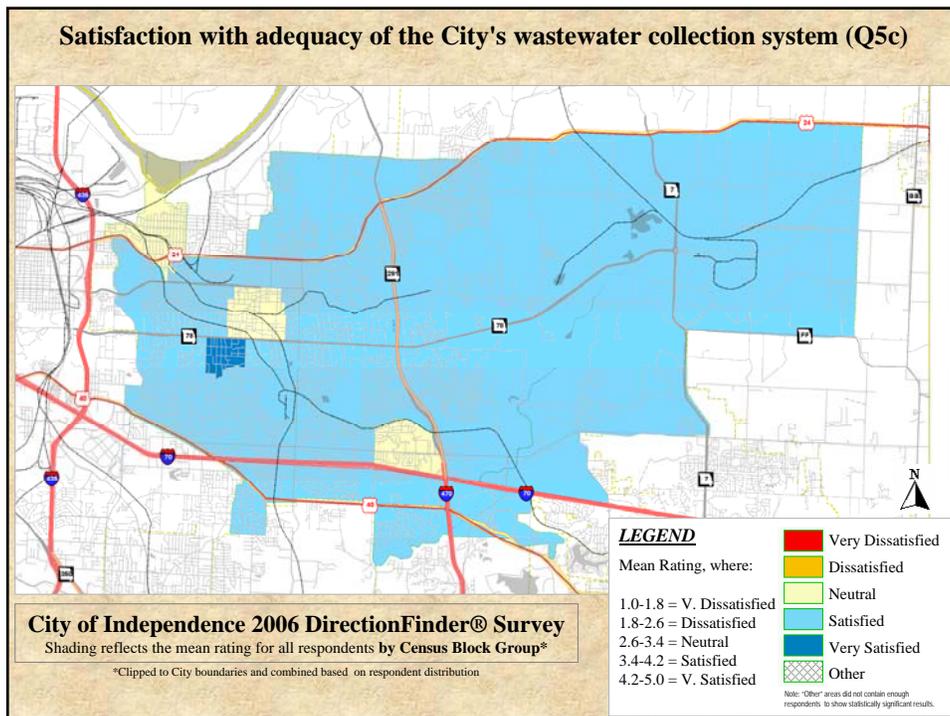
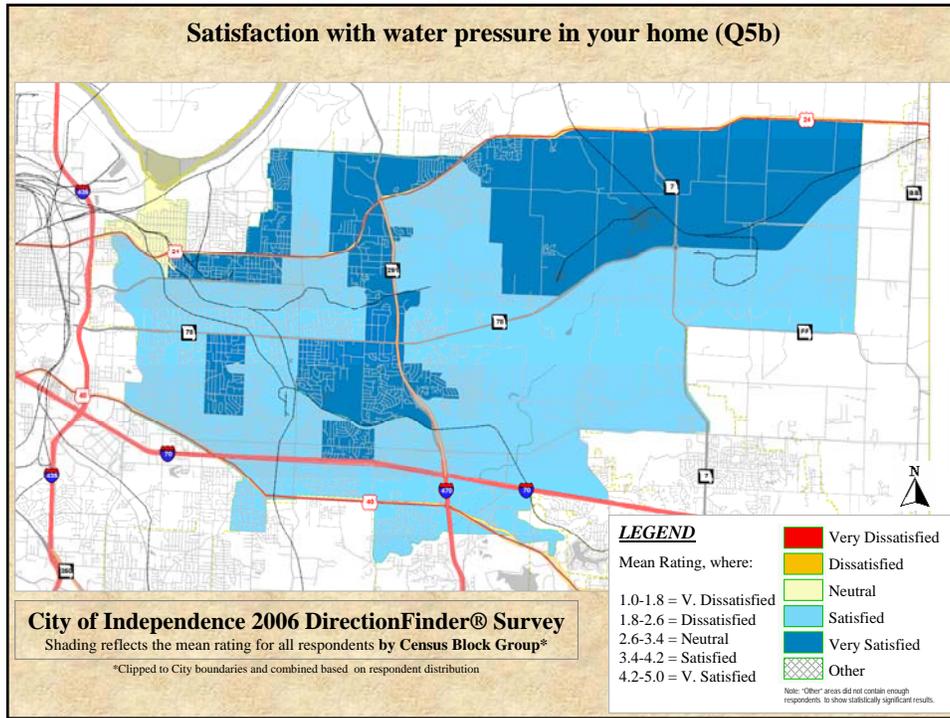


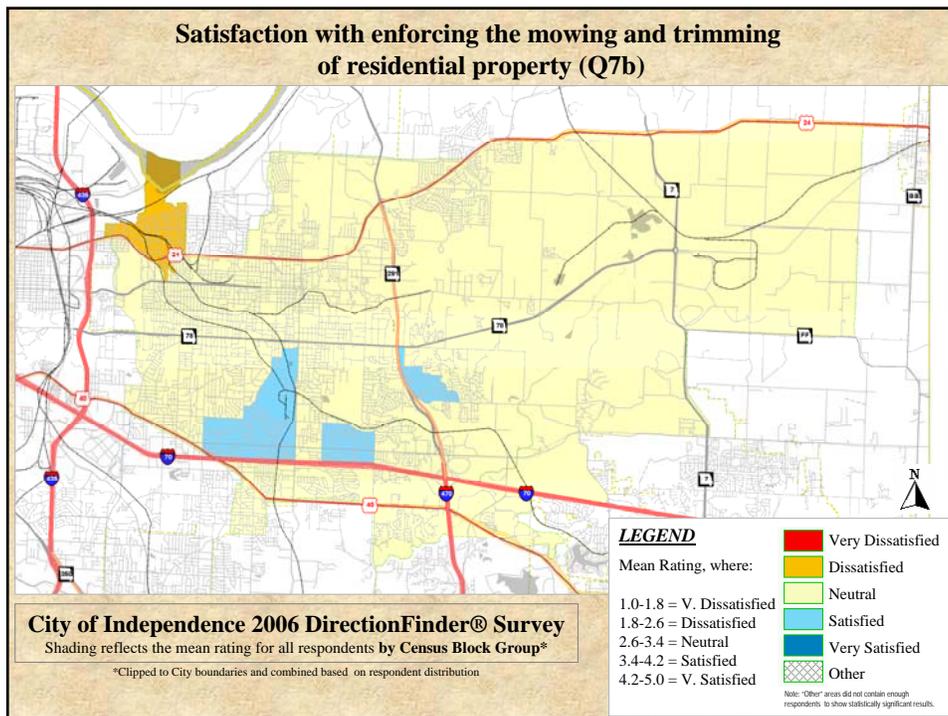
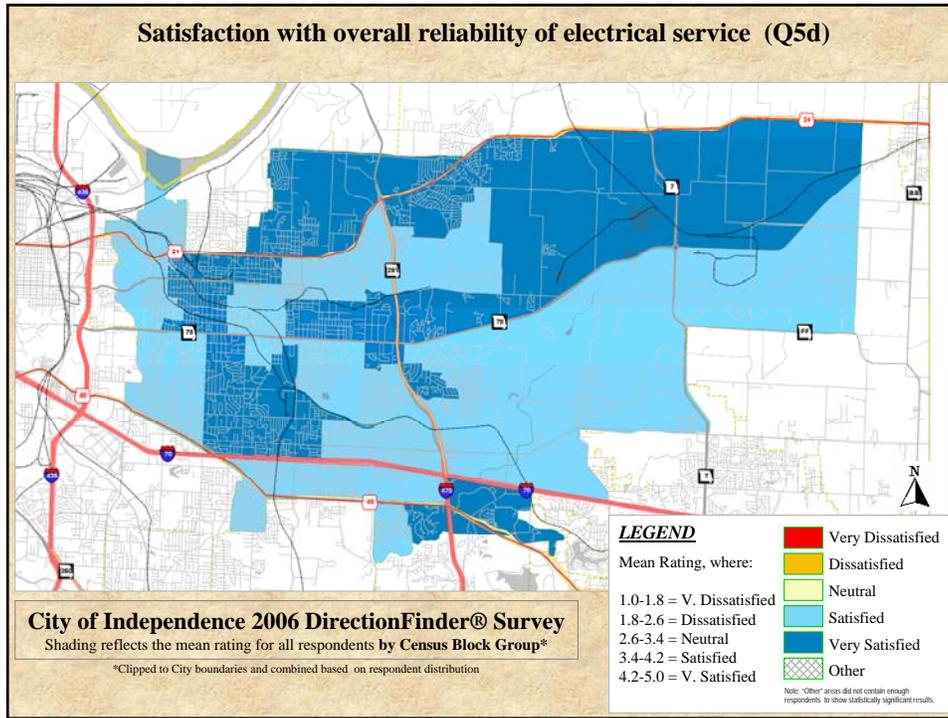


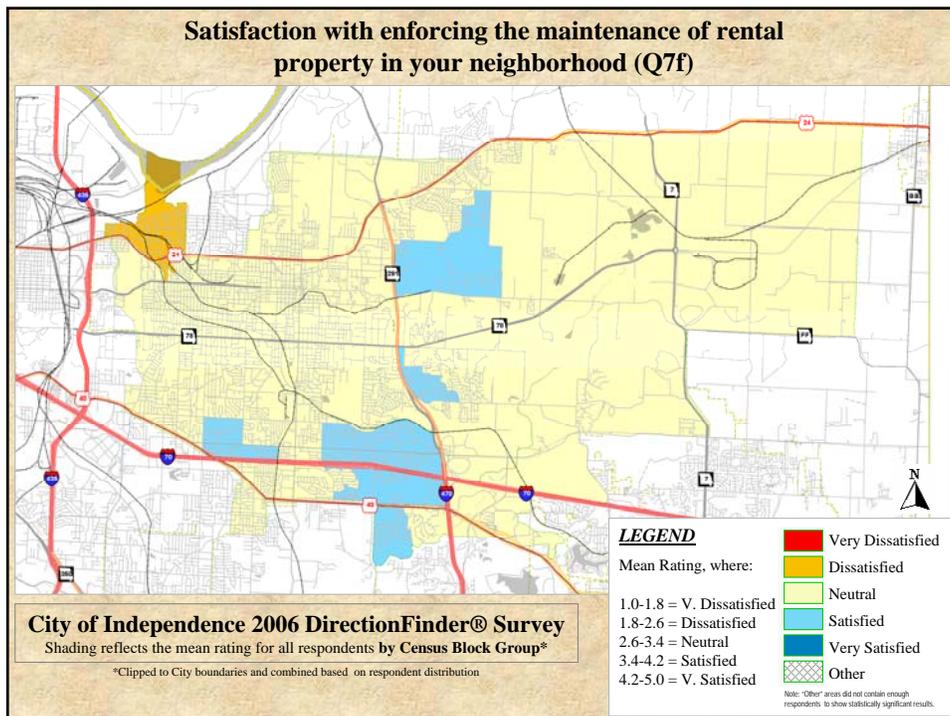
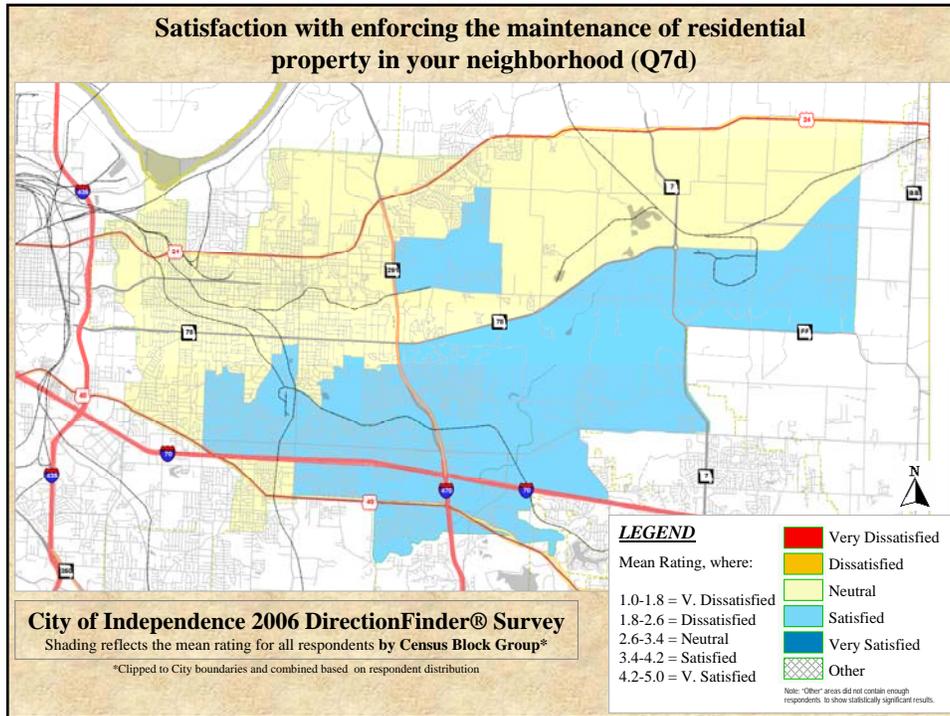


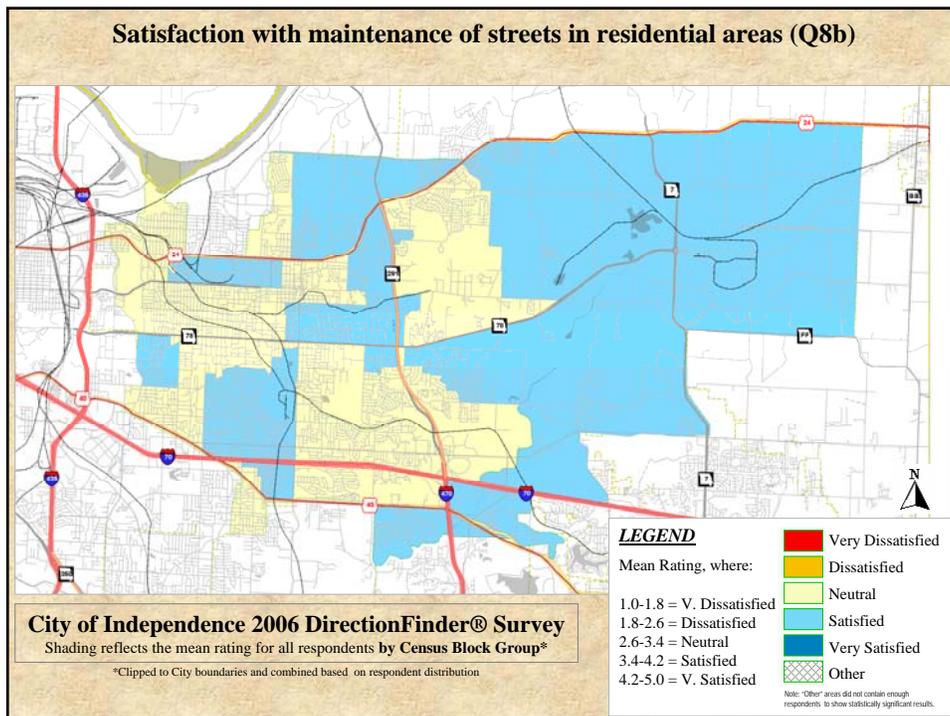
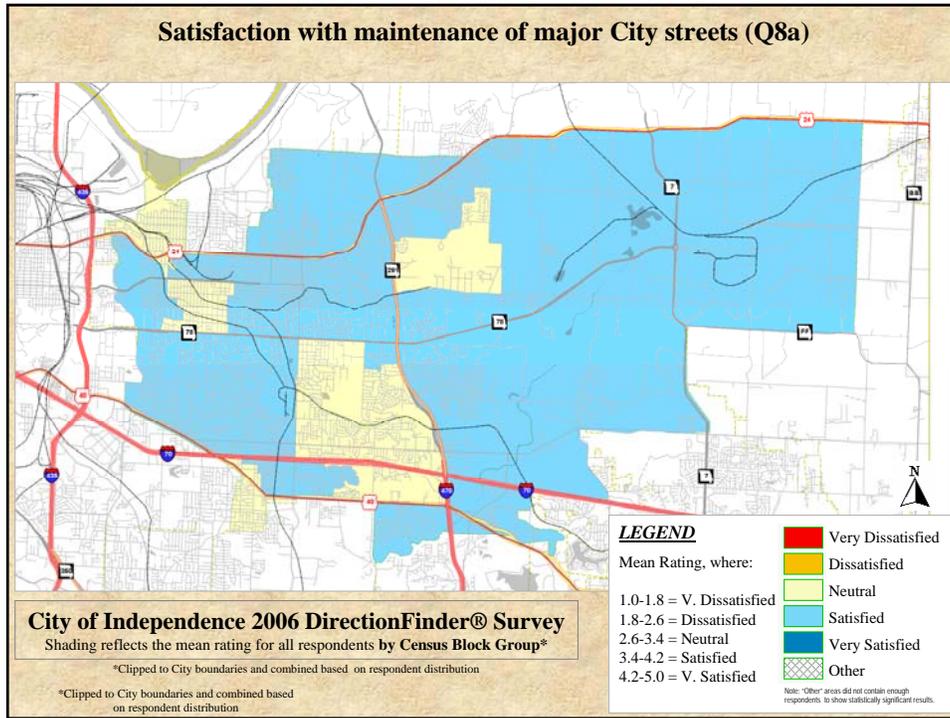


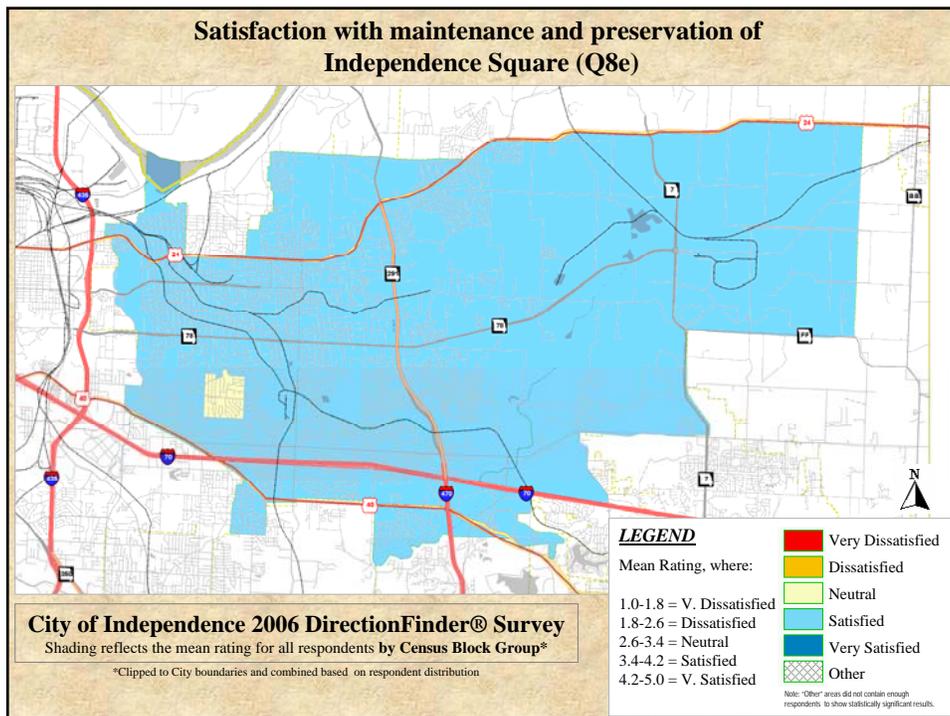
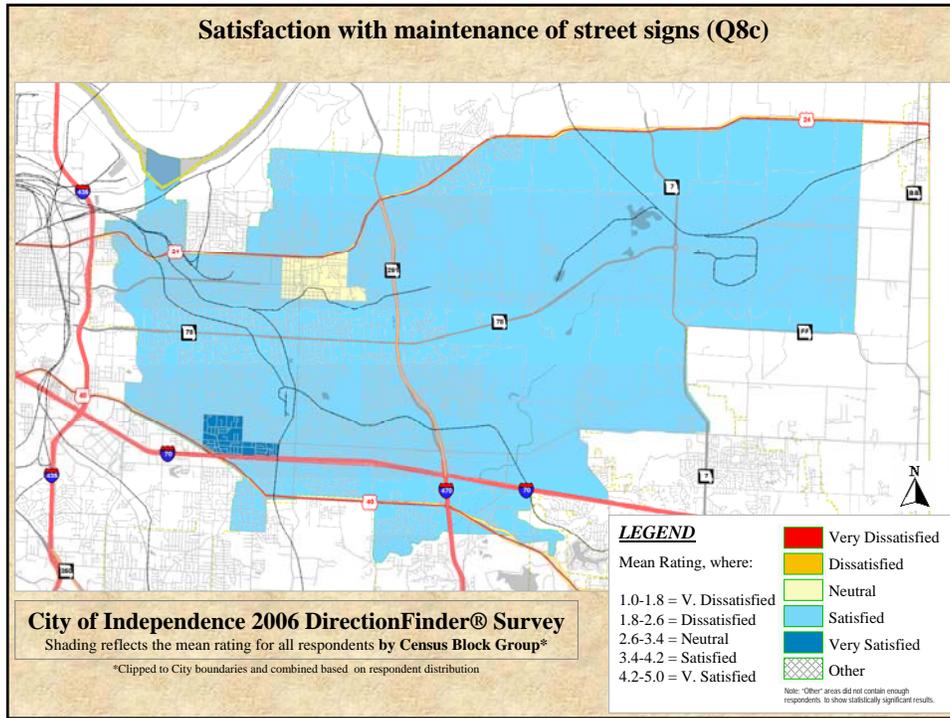


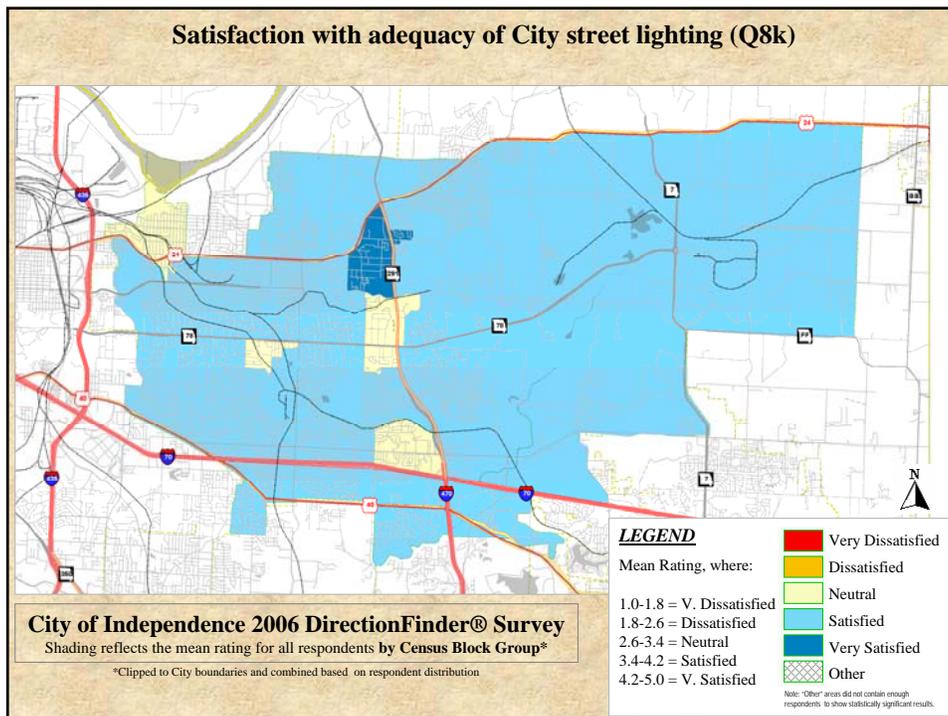
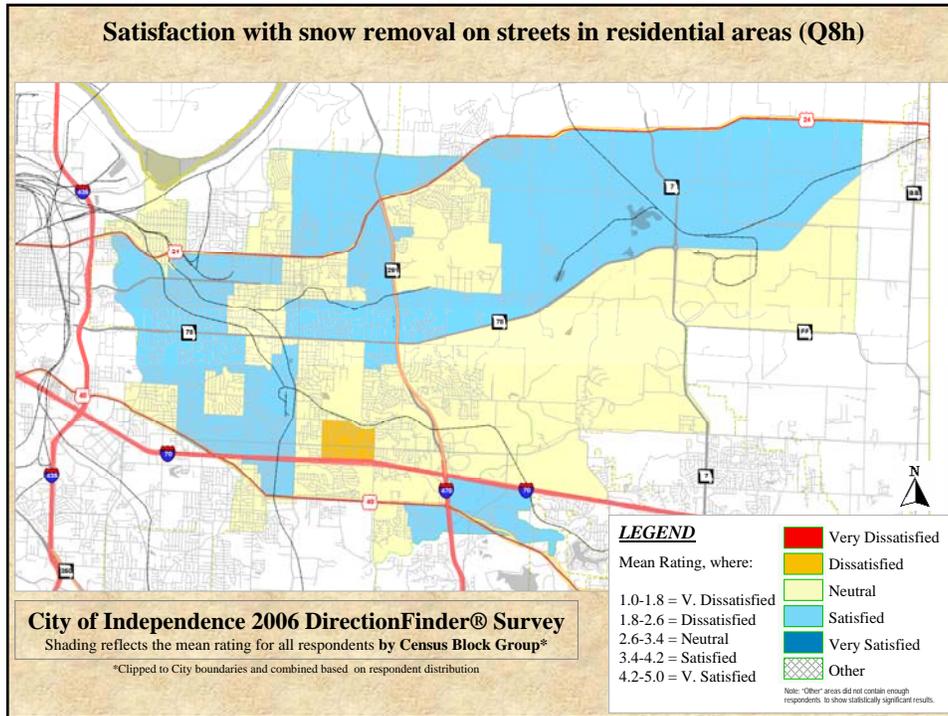


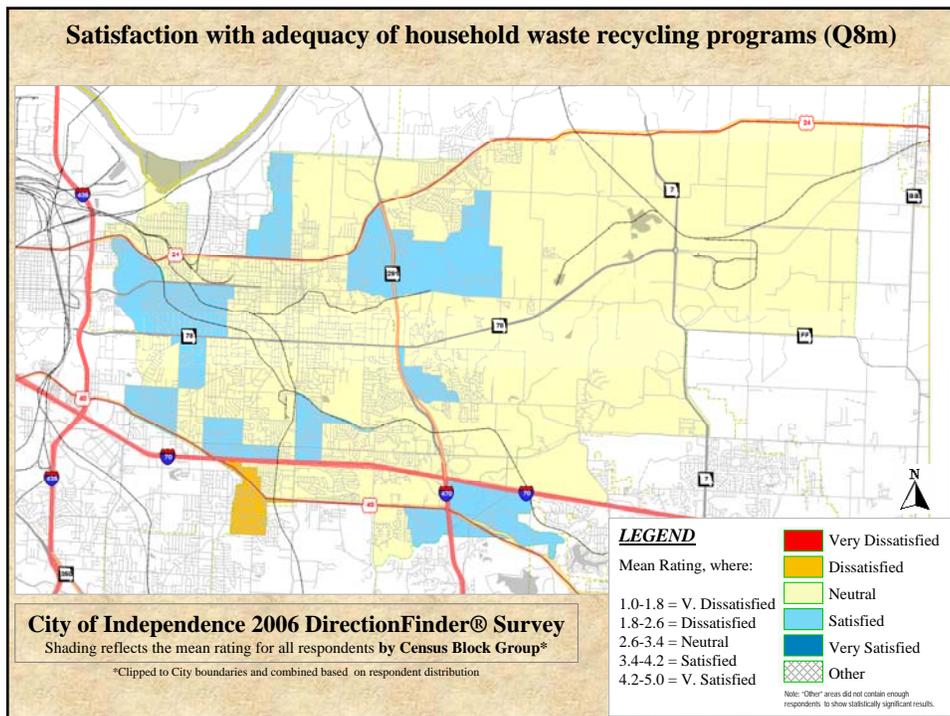
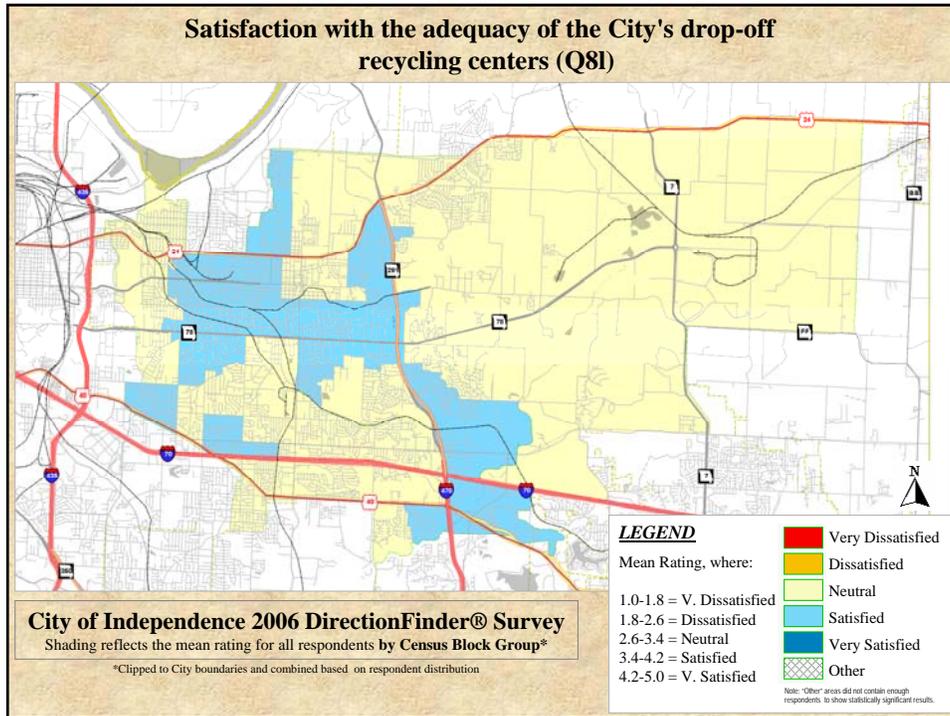


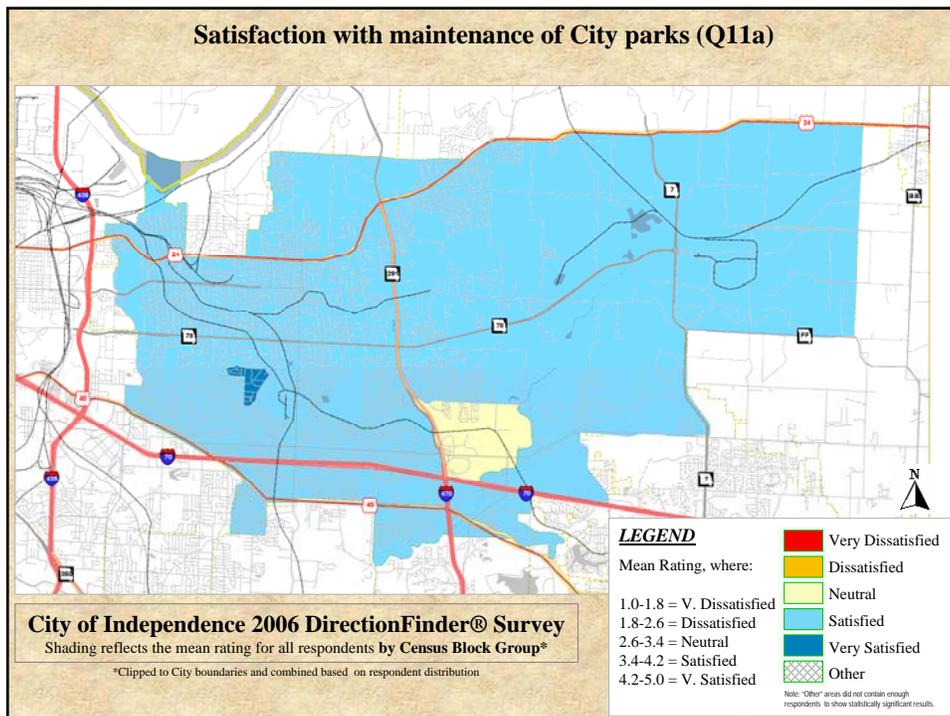
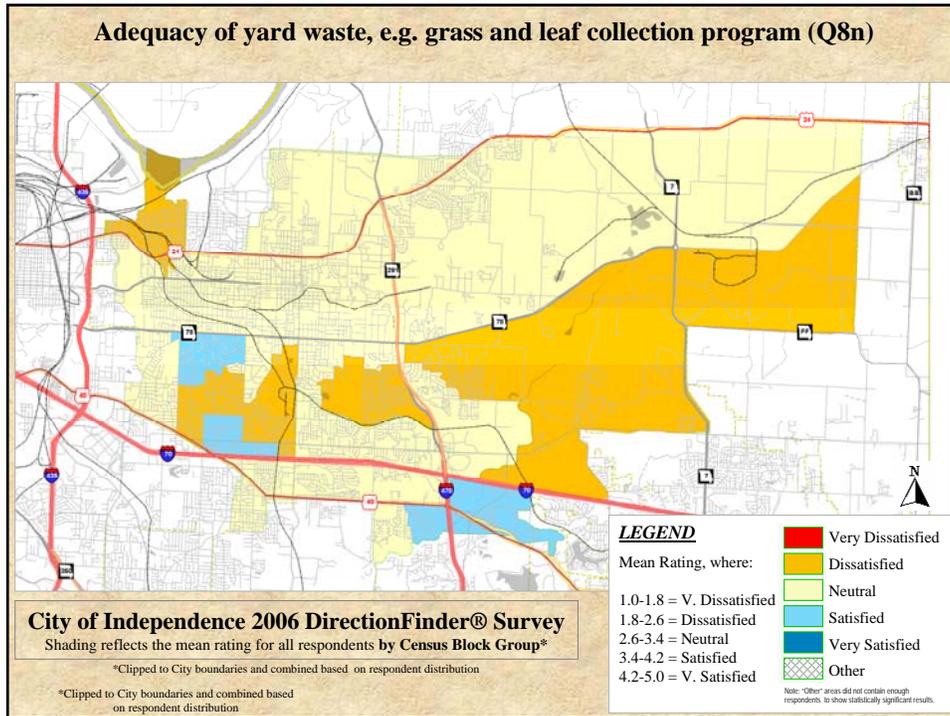


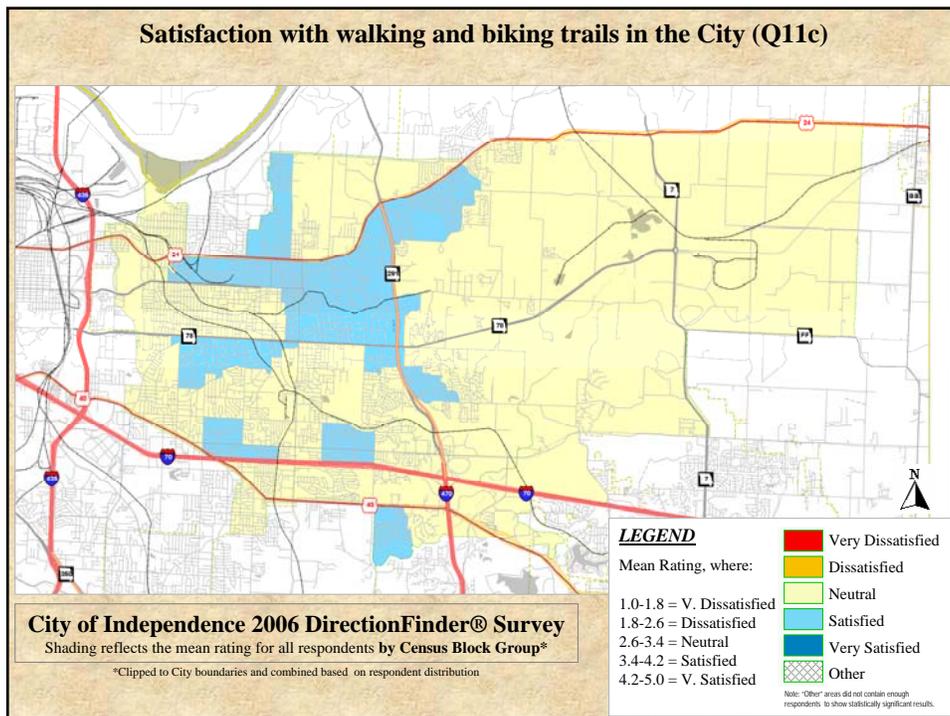
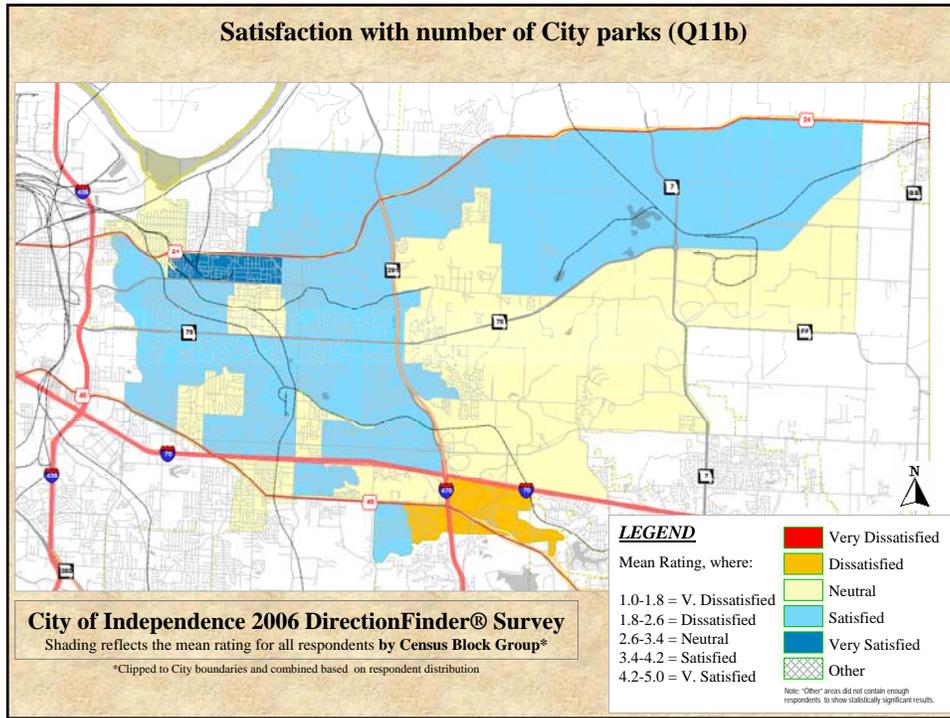


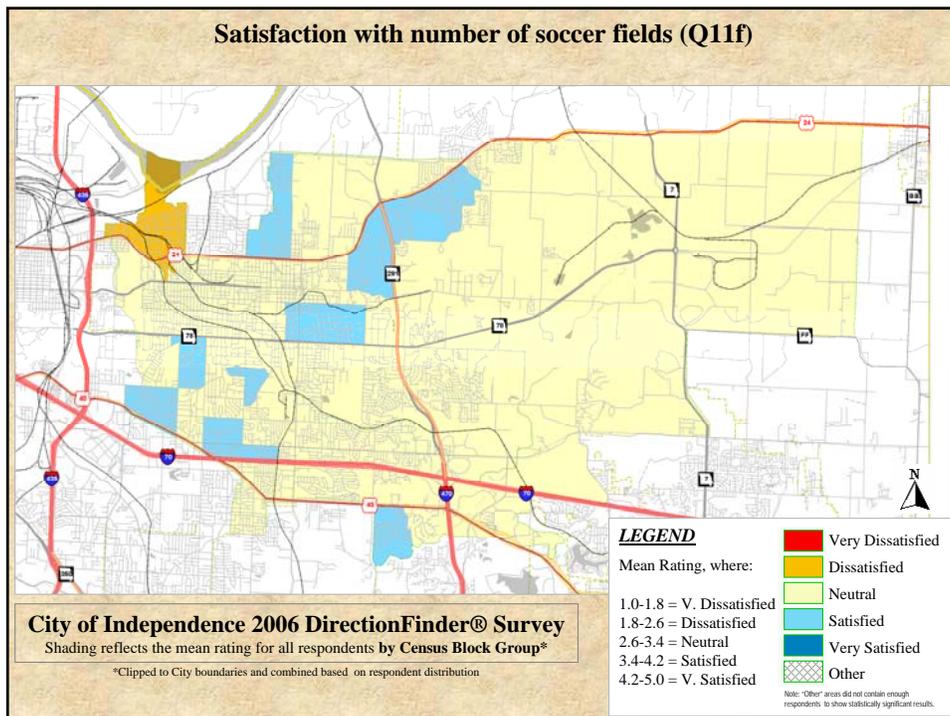
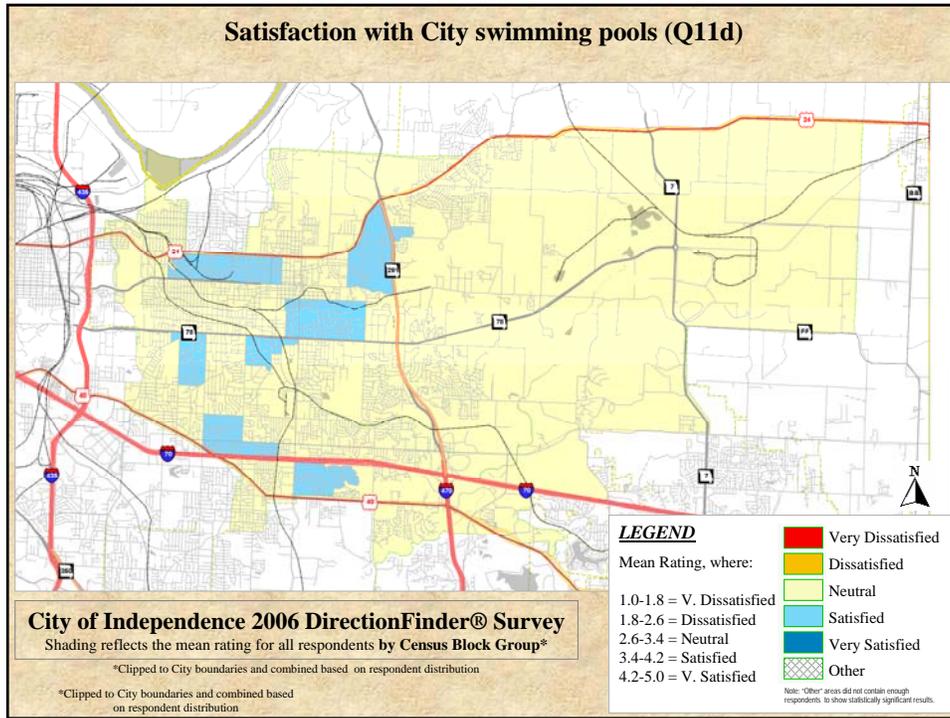


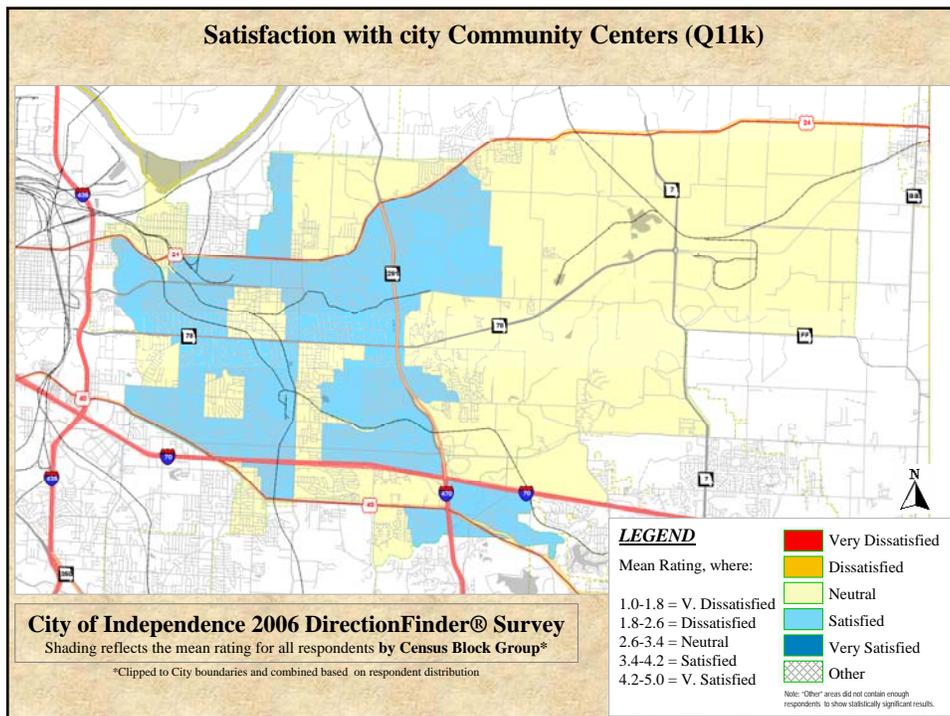
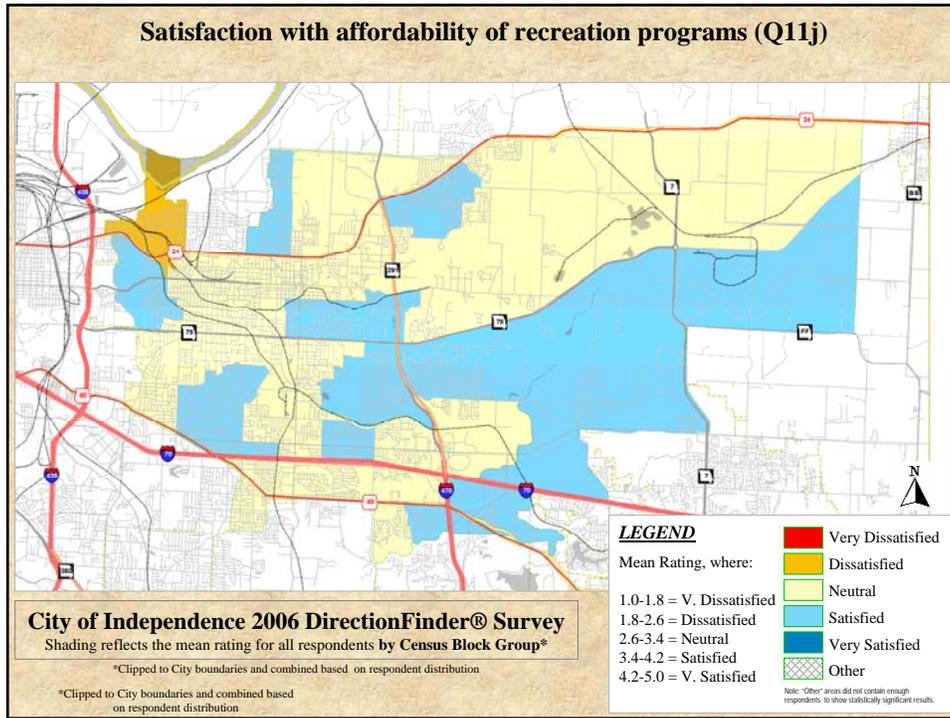


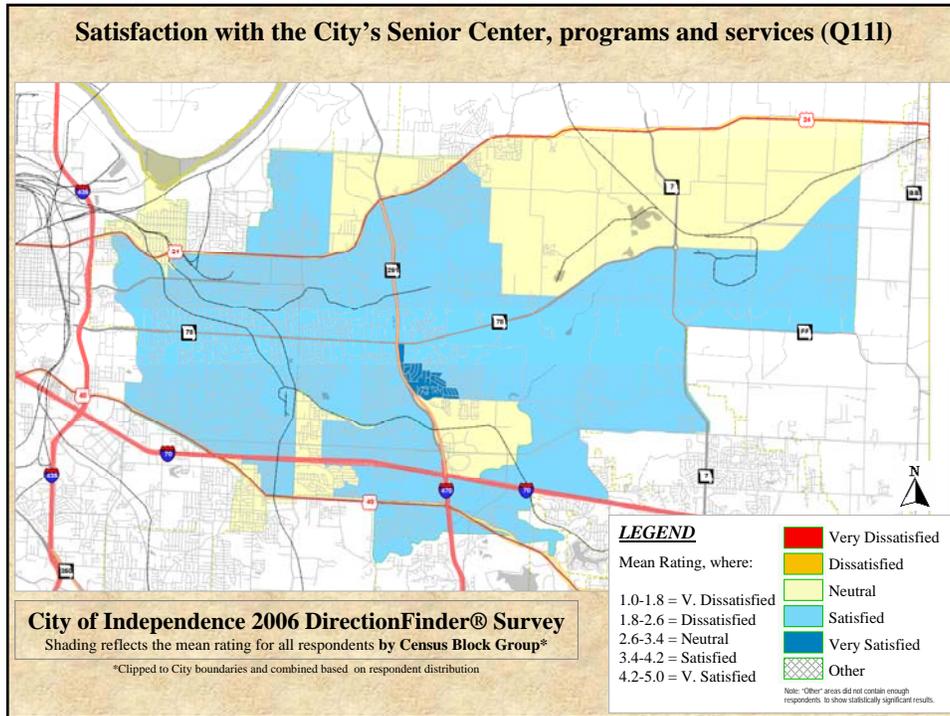












# Importance-Satisfaction Analysis

## Independence, Missouri

### Overview

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

The Importance-Satisfaction (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 rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

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

**Example of the Calculation.** Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Fifteen percent (15%) ranked *parks and recreation* as the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked third overall with 68% rating *parks and recreation* as a "A4" or a "A5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 15% was multiplied by 36% (1-0.64). This calculation yielded an I-S rating of 0.0480, which was ranked seventh out of 11 major service categories.

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

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

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

## **Interpreting the Ratings**

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

- ! *Definitely Increase Emphasis ( $I-S \geq 0.20$ )*
- ! *Increase Current Emphasis ( $0.10 \leq I-S < 0.20$ )*
- ! *Maintain Current Emphasis ( $I-S < 0.10$ )*

The results for Independence are provided on the following page.

# Importance-Satisfaction Rating

## City of Independence

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (I-S &gt;.20)</u></b>						
Maintenance of streets/facilities	56%	1	47%	8	0.2968	1
Flow of traffic/congestion management	46%	2	43%	10	0.2622	2
<b><u>High Priority (I-S .10-.20)</u></b>						
Enforcement codes and ordinances	29%	3	45%	9	0.1595	3
Overall Public Transportation	20%	5	31%	11	0.1380	4
<b><u>Medium Priority (I-S &lt;.10)</u></b>						
City communication	15%	9	55%	7	0.0675	5
Quality of stormwater management	15%	8	58%	5	0.0630	6
Parks and recreation	15%	6	68%	3	0.0480	7
Quality local public health services	11%	10	57%	6	0.0473	8
Quality of public safety services	26%	4	83%	1	0.0442	9
Quality Water/Sewer/Electric Services	15%	7	81%	2	0.0285	10
Quality of customer service from City	8%	11	67%	4	0.0264	11

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

**Most Important %:**

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

**Satisfaction %:**

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

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**Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.**

(N=853)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q1a Quality of police & fire services	1.1%	3.8%	11.8%	52.3%	26.3%	4.8%
Q1b Quality of parks & rec programs & facilities	1.4%	5.5%	22.5%	46.4%	15.2%	8.9%
Q1c Maintenance of streets buildings & facilities	4.8%	22.2%	25.1%	38.1%	7.7%	2.1%
Q1d Quality of water sanitary sewer & electric	1.5%	4.0%	13.6%	50.8%	27.8%	2.3%
Q1e Enforcement of codes & ordinances	4.6%	16.2%	29.4%	33.2%	8.4%	8.2%
Q1f Quality of customer service you receive	1.5%	5.0%	23.2%	44.4%	16.3%	9.5%
Q1g Effectiveness of communication with public	2.5%	7.4%	33.1%	39.4%	11.7%	6.0%
Q1h Quality of stormwater runoff/ management	2.8%	8.9%	26.8%	42.7%	9.8%	8.9%
Q1i Quality of public health services	1.2%	3.9%	29.7%	36.6%	8.6%	20.2%
Q1j Flow of traffic & congestion management	7.0%	21.5%	26.0%	35.6%	6.0%	3.9%
Q1k Public transportation	6.1%	11.4%	32.7%	17.7%	4.8%	27.3%

**EXCLUDING DON'T KNOWS**

**Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (excluding don't know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a Quality of police & fire services	1.1%	3.9%	12.4%	54.9%	27.6%
Q1b Quality of parks & rec programs & facilities	1.5%	6.0%	24.7%	51.0%	16.7%
Q1c Maintenance of streets buildings & facilities	4.9%	22.6%	25.6%	38.9%	7.9%
Q1d Quality of water sanitary sewer & electric	1.6%	4.1%	13.9%	52.0%	28.5%
Q1e Enforcement of codes & ordinances	5.0%	17.6%	32.1%	36.1%	9.2%
Q1f Quality of customer service you receive	1.7%	5.6%	25.6%	49.1%	18.0%
Q1g Effectiveness of communication with public	2.6%	7.9%	35.2%	41.9%	12.5%
Q1h Quality of stormwater runoff/management	3.1%	9.8%	29.5%	46.8%	10.8%
Q1i Quality of public health services	1.5%	4.8%	37.2%	45.8%	10.7%
Q1j Flow of traffic & congestion management	7.3%	22.3%	27.1%	37.1%	6.2%
Q1k Public transportation	8.4%	15.6%	45.0%	24.4%	6.6%

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 1<sup>st</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Police & fire services	126	14.8 %
B=Parks & rec programs & facilities	24	2.8 %
C=Streets buildings & facilities	213	25.0 %
D=Water sanitary sewer & electric utilities	22	2.6 %
E=Codes & ordinances	73	8.6 %
F=Customer service	15	1.8 %
G=Communication with public	17	2.0 %
H=Stormwater runoff/management	36	4.2 %
I=Public health services	23	2.7 %
J=Flow of traffic & congestion management	166	19.5 %
K=Public transportation	41	4.8 %
<u>Z=None chosen</u>	<u>97</u>	<u>11.4 %</u>
Total	853	100.0 %

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 2<sup>nd</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Police & fire services	49	5.7 %
B=Parks & rec programs & facilities	48	5.6 %
C=Streets buildings & facilities	176	20.6 %
D=Water sanitary sewer & electric utilities	50	5.9 %
E=Codes & ordinances	84	9.8 %
F=Customer service	23	2.7 %
G=Communication with public	41	4.8 %
H=Stormwater runoff/management	47	5.5 %
I=Public health services	29	3.4 %
J=Flow of traffic & congestion management	118	13.8 %
K=Public transportation	56	6.6 %
<u>Z=None chosen</u>	<u>132</u>	<u>15.5 %</u>
Total	853	100.0 %

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 3<sup>rd</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Police & fire services	49	5.7 %
B=Parks & rec programs & facilities	54	6.3 %
C=Streets buildings & facilities	92	10.8 %
D=Water sanitary sewer & electric utilities	52	6.1 %
E=Codes & ordinances	88	10.3 %
F=Customer service	26	3.0 %
G=Communication with public	66	7.7 %
H=Stormwater runoff/management	41	4.8 %
I=Public health services	39	4.6 %
J=Flow of traffic & congestion management	104	12.2 %
K=Public transportation	72	8.4 %
Z=None chosen	170	19.9 %
Total	853	100.0 %

**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (all three selections)**

<u>Q2 Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A = Police & fire services	224	26.3 %
B = Parks & rec programs & facilities	126	14.8 %
C = Streets buildings & facilities	481	56.4 %
D = Water sanitary sewer & electric utilities	124	14.5 %
E = Codes & ordinances	245	28.7 %
F = Customer service	64	7.5 %
G = Communication with public	124	14.5 %
H = Stormwater runoff/management	124	14.5 %
I = Public health services	91	10.7 %
J = Flow of traffic & congestion management	388	45.5 %
K = Public transportation	169	19.8 %
Z = None chosen	97	11.4 %
Total	2257	

**Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Value you receive for your tax dollars & fees	3.8%	12.7%	30.4%	40.7%	7.0%	5.5%
Q3b Image of the City	3.9%	19.2%	25.0%	39.9%	8.7%	3.4%
Q3c Quality of life in the City	0.8%	10.9%	21.6%	50.3%	11.5%	4.9%
Q3d Level & quality of redevelopment west of Noland	10.3%	24.5%	31.2%	19.8%	3.8%	10.4%
Q3e Level & quality of new development east of Noland	3.9%	11.4%	27.8%	40.1%	8.6%	8.3%
Q3f Condition of housing in your neighborhood	3.6%	14.2%	18.2%	48.8%	13.5%	1.8%

**EXCLUDING DON'T KNOWS**

**Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Value you receive for your tax dollars & fees	4.0%	13.4%	32.1%	43.1%	7.4%
Q3b Image of the City	4.0%	19.9%	25.8%	41.3%	9.0%
Q3c Quality of life in the City	0.9%	11.5%	22.7%	52.9%	12.1%
Q3d Level & quality of redevelopment west of Noland	11.5%	27.4%	34.8%	22.1%	4.2%
Q3e Level & quality of new development east of Noland	4.2%	12.4%	30.3%	43.7%	9.3%
Q3f Condition of housing in your neighborhood	3.7%	14.4%	18.5%	49.6%	13.7%

**Q4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q4a Quality of local police protection	1.4%	7.3%	14.8%	54.3%	17.5%	4.8%
Q4b Visibility of police in your neighborhood	3.4%	15.8%	25.0%	40.2%	12.4%	3.2%
Q4c Visibility of police in retail areas	1.1%	9.1%	30.2%	44.3%	9.3%	6.0%
Q4d Efforts to prevent crime	3.2%	8.1%	30.9%	40.2%	8.3%	9.3%
Q4e Enforcement of local traffic laws	3.5%	10.2%	24.9%	48.4%	7.6%	5.4%
Q4f Quality of local fire protection	0.7%	0.4%	9.7%	57.4%	23.7%	8.1%
Q4g Efforts to prevent fires	0.4%	1.1%	21.0%	46.5%	14.3%	16.8%
Q4h How quickly police respond to emergencies	2.2%	4.9%	20.3%	40.3%	16.2%	16.1%
Q4i How quickly fire personnel respond	0.4%	0.6%	14.0%	43.1%	24.7%	17.2%
Q4j Quality of local ambulance service	0.8%	1.8%	24.0%	35.1%	14.7%	23.7%
Q4k Public safety education programs	0.7%	3.9%	32.9%	31.4%	5.3%	25.8%
Q4l Quality of animal control	6.6%	17.9%	27.4%	30.9%	6.8%	10.3%

**EXCLUDING DON'T KNOWS****Q4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q4a Quality of local police protection	1.5%	7.6%	15.5%	57.0%	18.3%
Q4b Visibility of police in your neighborhood	3.5%	16.3%	25.8%	41.5%	12.8%
Q4c Visibility of police in retail areas	1.1%	9.7%	32.2%	47.1%	9.9%
Q4d Efforts to prevent crime	3.5%	8.9%	34.1%	44.3%	9.2%
Q4e Enforcement of local traffic laws	3.7%	10.8%	26.3%	51.2%	8.1%
Q4f Quality of local fire protection	0.8%	0.4%	10.6%	62.5%	25.8%
Q4g Efforts to prevent fires	0.4%	1.3%	25.2%	55.9%	17.2%
Q4h How quickly police respond to emergencies	2.7%	5.9%	24.2%	48.0%	19.3%
Q4i How quickly fire personnel respond	0.4%	0.7%	16.9%	52.1%	29.9%
Q4j Quality of local ambulance service	1.1%	2.3%	31.5%	45.9%	19.2%
Q4k Public safety education programs	0.9%	5.2%	44.4%	42.3%	7.1%
Q4l Quality of animal control	7.3%	20.0%	30.6%	34.5%	7.6%

**Q5. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**  
(N=853)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
	1	2	3	4	5	9
Q5a Clarity & taste of the tap water in home	1.8%	3.8%	6.1%	39.7%	47.4%	1.3%
Q5b Water pressure in your home	2.7%	7.2%	6.9%	43.8%	37.9%	1.5%
Q5c Adequacy of wastewater collection	1.2%	3.4%	23.3%	39.0%	14.7%	18.4%
Q5d Reliability of electrical service	0.4%	2.1%	9.5%	53.6%	32.1%	2.3%
Q5e How quickly electrical outages are repaired	1.4%	4.7%	13.4%	53.2%	22.0%	5.3%
Q5f What you are charged for utility services	5.7%	17.6%	26.3%	39.6%	7.6%	3.2%
Q5g How easy your utility bill is to understand	0.9%	4.5%	16.9%	55.6%	19.6%	2.6%
Q5h Cleanliness of storm water drains & creeks	4.1%	12.9%	27.1%	37.2%	8.6%	10.2%

**EXCLUDING DON'T KNOWS**

**Q5. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**  
**(excluding don't know)**

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q5a Clarity & taste of the tap water in home	1.8%	3.8%	6.2%	40.3%	48.0%
Q5b Water pressure in your home	2.7%	7.3%	7.0%	44.5%	38.5%
Q5c Adequacy of wastewater collection	1.4%	4.2%	28.6%	47.8%	18.0%
Q5d Reliability of electrical service	0.4%	2.2%	9.7%	54.9%	32.9%
Q5e How quickly electrical outages are repaired	1.5%	5.0%	14.1%	56.2%	23.3%
Q5f What you are charged for utility services	5.9%	18.2%	27.1%	40.9%	7.9%
Q5g How easy your utility bill is to understand	1.0%	4.6%	17.3%	57.0%	20.1%
Q5h Cleanliness of storm water drains & creeks	4.6%	14.4%	30.2%	41.4%	9.5%

**Q6. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q6a Quality of leadership provided by officials	2.9%	6.2%	31.9%	40.0%	8.6%	10.4%
Q6b Accessibility of elected officials	2.2%	5.5%	36.1%	29.0%	7.9%	19.3%
Q6c Effectiveness of city manager & staff	2.6%	6.3%	35.4%	32.2%	7.2%	16.3%

**EXCLUDING DON'T KNOWS**

**Q6. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q6a Quality of leadership provided by officials	3.3%	6.9%	35.6%	44.6%	9.6%
Q6b Accessibility of elected officials	2.8%	6.8%	44.8%	35.9%	9.7%
Q6c Effectiveness of city manager & staff	3.1%	7.6%	42.3%	38.5%	8.5%

**Q7. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q7a Clean up of litter & debris	6.2%	23.0%	26.6%	32.6%	5.2%	6.4%
Q7b Mowing & trimming of residential property	5.6%	22.3%	26.0%	33.5%	5.2%	7.4%
Q7c Mowing & trimming of commercial property	5.5%	15.4%	31.7%	32.5%	5.9%	9.1%
Q7d Maintenance of residential property	4.9%	17.5%	26.1%	38.1%	7.4%	6.0%
Q7e Maintenance of commercial property	3.8%	10.8%	30.9%	34.8%	5.9%	13.8%
Q7f Maintenance of rental property in neighborhood	7.0%	15.8%	29.9%	27.1%	5.2%	15.0%
Q7g Sign regulations	4.0%	10.8%	30.6%	33.9%	6.0%	14.8%
Q7h Cleanliness & food safety standards	1.5%	8.9%	26.5%	41.7%	10.6%	10.8%

**EXCLUDING DON'T KNOWS**

**Q7. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q7a Clean up of litter & debris	6.6%	24.6%	28.4%	34.8%	5.5%
Q7b Mowing & trimming of residential property	6.1%	24.1%	28.1%	36.2%	5.6%
Q7c Mowing & trimming of commercial property	6.1%	16.9%	34.8%	35.7%	6.5%
Q7d Maintenance of residential property	5.2%	18.6%	27.8%	40.5%	7.9%
Q7e Maintenance of commercial property	4.4%	12.5%	35.9%	40.4%	6.8%
Q7f Maintenance of rental property in neighborhood	8.3%	18.6%	35.2%	31.9%	6.1%
Q7g Sign regulations	4.7%	12.7%	35.9%	39.8%	7.0%
Q7h Cleanliness & food safety standards	1.7%	10.0%	29.7%	46.8%	11.8%

**Q8. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q8a Maintenance of major City streets	4.0%	16.6%	15.8%	49.8%	11.1%	2.6%
Q8b Maintenance of streets in residential areas	3.8%	22.6%	23.4%	40.0%	7.6%	2.6%
Q8c Maintenance of street signs	1.3%	4.6%	22.5%	57.2%	10.3%	4.1%
Q8d Maintenance of traffic signals	1.8%	4.9%	18.1%	59.3%	12.1%	3.9%
Q8e Maintenance & preservation of Independence Square	1.6%	6.7%	20.9%	50.6%	13.5%	6.7%
Q8f Maintenance of City buildings	0.2%	1.5%	21.9%	52.3%	12.7%	11.4%
Q8g Snow removal on major City streets	2.3%	3.8%	10.1%	56.5%	24.3%	3.0%
Q8h Snow removal on streets in residential areas	9.1%	20.2%	19.0%	36.1%	13.1%	2.5%
Q8i Mowing & trimming along streets & other areas	3.3%	12.8%	24.0%	47.0%	8.2%	4.7%
Q8j Cleanliness of streets & other public areas	2.6%	12.8%	28.6%	47.4%	6.1%	2.6%
Q8k Adequacy of City street lighting	2.8%	7.9%	21.1%	54.7%	9.5%	4.0%
Q8l Adequacy of drop-off recycling center	5.0%	14.8%	23.0%	35.5%	8.4%	13.2%
Q8m Adequacy of household waste recycling	7.5%	14.9%	25.6%	29.2%	6.1%	16.8%
Q8n Adequacy of yard waste program	10.6%	19.7%	24.5%	25.6%	5.0%	14.7%

**EXCLUDING DON'T KNOWS**

**Q8. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very				Very
	Dissatisfied	Dissatisfied	Neutral	Satisfied	Satisfied
	1	2	3	4	5
Q8a Maintenance of major City streets	4.1%	17.1%	16.2%	51.1%	11.4%
Q8b Maintenance of streets in residential areas	3.9%	23.2%	24.1%	41.0%	7.8%
Q8c Maintenance of street signs	1.3%	4.8%	23.5%	59.7%	10.8%
Q8d Maintenance of traffic signals	1.8%	5.1%	18.8%	61.7%	12.6%
Q8e Maintenance & preservation of Independence Square	1.8%	7.2%	22.4%	54.3%	14.4%
Q8f Maintenance of City buildings	0.3%	1.7%	24.7%	59.0%	14.3%
Q8g Snow removal on major City streets	2.4%	3.9%	10.4%	58.3%	25.0%
Q8h Snow removal on streets in residential areas	9.4%	20.7%	19.5%	37.0%	13.5%
Q8i Mowing & trimming along streets & other areas	3.4%	13.4%	25.2%	49.3%	8.6%
Q8j Cleanliness of streets & other public areas	2.6%	13.1%	29.4%	48.6%	6.3%
Q8k Adequacy of City street lighting	2.9%	8.2%	22.0%	57.0%	9.9%
Q8l Adequacy of drop-off recycling center	5.8%	17.0%	26.5%	40.9%	9.7%
Q8m Adequacy of household waste recycling	9.0%	17.9%	30.7%	35.1%	7.3%
Q8n Adequacy of yard waste program	12.4%	23.1%	28.7%	29.9%	5.9%

**Q9. Please rate the City of Independence on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:**

(N=853)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q9a As a place to live	1.3%	5.5%	10.4%	55.3%	24.6%	2.8%
Q9b As a place to raise children	2.8%	8.7%	13.7%	48.5%	19.0%	7.3%
Q9c As a place to work	2.8%	9.8%	18.3%	40.2%	15.1%	13.7%

**EXCLUDING DON'T KNOWS**

**Q9. Please rate the City of Independence on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following: (excluding don't know)**

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q9a As a place to live	1.3%	5.7%	10.7%	56.9%	25.3%
Q9b As a place to raise children	3.0%	9.4%	14.8%	52.3%	20.5%
Q9c As a place to work	3.3%	11.4%	21.2%	46.6%	17.5%

**Q10. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q10a Availability of information about programs	2.0%	9.1%	25.6%	44.8%	11.5%	7.0%
Q10b City efforts to keep you informed	2.3%	9.0%	29.0%	43.0%	12.0%	4.7%
Q10c Level of public involvement in decision making	3.8%	14.7%	35.5%	28.4%	6.8%	10.9%

**EXCLUDING DON'T KNOWS**

**Q10. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q10a Availability of information about programs	2.1%	9.8%	27.5%	48.2%	12.4%
Q10b City efforts to keep you informed	2.5%	9.5%	30.4%	45.1%	12.5%
Q10c Level of public involvement in decision making	4.2%	16.4%	39.9%	31.8%	7.6%

**Q11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q11a Maintenance of City parks	1.3%	4.9%	20.0%	50.1%	10.9%	12.8%
Q11b Number of City parks	2.8%	11.4%	20.9%	42.0%	10.2%	12.8%
Q11c Walking & biking trails in the City	3.9%	15.6%	24.4%	32.8%	7.4%	15.9%
Q11d City swimming pools	6.0%	15.7%	26.7%	23.7%	7.3%	20.6%
Q11e Tennis courts	2.6%	7.4%	35.2%	21.7%	4.7%	28.5%
Q11f Number of soccer fields	2.0%	6.7%	36.0%	19.5%	4.0%	31.9%
Q11g Adult athletic fitness programs	2.3%	9.1%	32.4%	22.4%	4.2%	29.5%
Q11h City's recreation programs	2.1%	6.1%	32.1%	28.7%	4.7%	26.3%
Q11i Ease of registering for programs	1.8%	5.2%	31.7%	23.4%	5.0%	32.9%
Q11j Affordability of recreation programs	2.5%	6.4%	31.2%	24.0%	5.4%	30.5%
Q11k City Community Centers	2.2%	6.2%	30.0%	30.0%	7.0%	24.5%
Q11l Senior Center programs & services	1.9%	3.8%	26.3%	29.2%	10.1%	28.8%

**EXCLUDING DON'T KNOWS**

**Q11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)**

(N=853)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q11a Maintenance of City parks	1.5%	5.6%	23.0%	57.4%	12.5%
Q11b Number of City parks	3.2%	13.0%	23.9%	48.1%	11.7%
Q11c Walking & biking trails in the City	4.6%	18.5%	29.0%	39.1%	8.8%
Q11d City swimming pools	7.5%	19.8%	33.7%	29.8%	9.2%
Q11e Tennis courts	3.6%	10.3%	49.2%	30.3%	6.6%
Q11f Number of soccer fields	2.9%	9.8%	52.8%	28.6%	5.9%
Q11g Adult athletic fitness programs	3.3%	13.0%	45.9%	31.8%	6.0%
Q11h City's recreation programs	2.9%	8.3%	43.6%	39.0%	6.4%
Q11i Ease of registering for programs	2.6%	7.7%	47.2%	35.0%	7.5%
Q11j Affordability of recreation programs	3.5%	9.3%	44.9%	34.6%	7.8%
Q11k City Community Centers	3.0%	8.2%	39.8%	39.8%	9.3%
Q11l Senior Center programs & services	2.6%	5.3%	36.9%	41.0%	14.2%

**Q12. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements.**

(N=853)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't Know 9
Q12a Important to preserve the historic sites	0.4%	0.9%	4.3%	33.6%	59.0%	1.8%
Q12b Familiar with the location & activities	0.6%	4.5%	17.0%	46.3%	29.5%	2.1%
Q12c Important to preserve historic neighborhoods	0.5%	2.0%	9.5%	39.7%	46.4%	1.9%
Q12d Important to establish more historic districts	1.4%	9.3%	33.1%	29.1%	25.2%	2.0%
Q12e Believe it is important to maintain Square	0.5%	2.3%	8.0%	33.9%	53.6%	1.8%

**EXCLUDING DON'T KNOWS**

**Q12. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements. (excluding don't know)**

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q12a Important to preserve the historic sites	0.4%	1.0%	4.4%	34.2%	60.0%
Q12b Familiar with the location & activities	0.6%	4.6%	17.4%	47.3%	30.2%
Q12c Important to preserve historic neighborhoods	0.5%	2.0%	9.7%	40.5%	47.3%
Q12d Important to establish more historic districts	1.4%	9.4%	33.7%	29.7%	25.7%
Q12e Believe it is important to maintain Square	0.5%	2.4%	8.1%	34.5%	54.5%

**Q13. During the past 12 months, approximately how many times did you or other members of your household visit historic Independence Square?**

Q13 How many times visit historic Independence	Number	Percent
1=At least once a week	87	10.2 %
2=Few times a month	189	22.2 %
3=Monthly	122	14.3 %
4=Less than once a month	277	32.5 %
5=Seldom or never	153	17.9 %
9=Don't know	25	2.9 %
Total	853	100.0 %

**Q14. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements.**

(N=853)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't Know 9
Q14a My neighborhood needs to be improved	3.0%	22.2%	31.5%	28.4%	12.3%	2.6%
Q14b Some housing needs to be better maintained	3.6%	18.4%	23.6%	33.9%	18.5%	2.0%
Q14c Optimistic about the future of my neighborhood	2.5%	13.4%	29.5%	39.6%	10.8%	4.2%
Q14d Expect the value of my home to increase	3.5%	15.8%	24.5%	42.8%	10.3%	3.0%
Q14e School district is a benefit to my value	10.6%	9.8%	20.5%	39.4%	17.0%	2.7%
Q14f My neighborhood is safe	1.9%	11.4%	24.3%	50.6%	9.5%	2.3%
Q14g Concerned about existing drug problems	8.4%	27.5%	33.3%	19.2%	8.4%	3.0%
Q14h Rental properties are well maintained	6.9%	17.8%	42.9%	25.1%	3.4%	3.9%
Q14i Residents in my neighborhood have respect	1.2%	5.3%	16.2%	57.9%	17.6%	1.9%

**EXCLUDING DON'T KNOWS**

**Q14. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements. (excluding don't know)**

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q14a My neighborhood needs to be improved	3.1%	22.7%	32.4%	29.1%	12.6%
Q14b Some housing needs to be better maintained	3.7%	18.8%	24.0%	34.6%	18.9%
Q14c Optimistic about the future of my neighborhood	2.6%	14.0%	30.8%	41.4%	11.3%
Q14d Expect the value of my home to increase	3.6%	16.3%	25.3%	44.1%	10.6%
Q14e School district is a benefit to my value	10.8%	10.1%	21.1%	40.5%	17.5%
Q14f My neighborhood is safe	1.9%	11.6%	24.8%	51.9%	9.7%
Q14g Concerned about existing drug problems	8.7%	28.4%	34.3%	19.8%	8.7%
Q14h Rental properties are well maintained	7.2%	18.5%	44.6%	26.1%	3.5%
Q14i Residents in my neighborhood have respect	1.2%	5.4%	16.5%	59.0%	17.9%

**Q15. Several reasons for deciding where to live are listed below. On a scale from 1 to 5 where 5 is "Very Important" and 1 is "Very Unimportant," how important was each reason in your decision to live in Independence?**

(N=853)

	Very Unimporta- nt 1	Unimport- ant 2	Neutral 3	Important 4	Very Important 5	Don't Know 9
Q15a Sense of community	0.5%	4.5%	20.8%	48.7%	21.6%	4.1%
Q15b Quality of public schools	1.9%	4.1%	13.2%	33.5%	42.7%	4.6%
Q15c Employment opportunities in Independence	2.5%	8.6%	29.8%	29.7%	21.3%	8.2%
Q15d Types of housing	0.7%	1.8%	15.0%	51.1%	28.5%	2.9%
Q15e Affordability of housing	0.6%	1.6%	10.6%	45.5%	37.9%	3.9%
Q15f Access to quality shopping	1.1%	3.3%	13.1%	49.4%	30.7%	2.5%
Q15g Availability of parks & rec opportunities	1.6%	5.6%	23.4%	43.1%	21.9%	4.2%
Q15h Near family or friends	1.8%	7.2%	18.1%	38.2%	31.9%	2.9%

**EXCLUDING DON'T KNOWS**

**Q15. Several reasons for deciding where to live are listed below. On a scale from 1 to 5 where 5 is "Very Important" and 1 is "Very Unimportant," how important was each reason in your decision to live in Independence? (excluding don't know)**

	Very Unimporta- nt 1	Unimport- ant 2	Neutral 3	Important 4	Very Important 5
Q15a Sense of community	0.5%	4.6%	21.6%	50.7%	22.5%
Q15b Quality of public schools	2.0%	4.3%	13.9%	35.1%	44.7%
Q15c Employment opportunities in Independence	2.7%	9.3%	32.4%	32.3%	23.2%
Q15d Types of housing	0.7%	1.8%	15.5%	52.7%	29.3%
Q15e Affordability of housing	0.6%	1.7%	11.0%	47.3%	39.4%
Q15f Access to quality shopping	1.1%	3.4%	13.5%	50.6%	31.5%
Q15g Availability of parks & rec opportunities	1.7%	5.9%	24.5%	45.0%	22.9%
Q15h Near family or friends	1.8%	7.4%	18.6%	39.4%	32.9%

**Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?**

Q16 1 <sup>st</sup> choice	Number	Percent
A=Sense of community	97	11.4 %
B=Quality of public schools	134	15.7 %
C=Employment opportunities	54	6.3 %
D=Types of housing	64	7.5 %
E=Affordability of housing	158	18.5 %
F=Access to quality shopping	30	3.5 %
G=Availability of parks & rec opportunities	7	0.8 %
H=Near family or friends	229	26.8 %
Z=None chosen	80	9.4 %
Total	853	100.0 %

**Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?**

Q16 2 <sup>nd</sup> choice	Number	Percent
A=Sense of community	63	7.4 %
B=Quality of public schools	94	11.0 %
C=Employment opportunities	46	5.4 %
D=Types of housing	103	12.1 %
E=Affordability of housing	211	24.7 %
F=Access to quality shopping	134	15.7 %
G=Availability of parks & rec opportunities	39	4.6 %
H=Near family or friends	71	8.3 %
Z=None chosen	92	10.8 %
Total	853	100.0 %

**Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?**

<u>Q16 3<sup>rd</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Sense of community	108	12.7 %
B=Quality of public schools	56	6.6 %
C=Employment opportunities	56	6.6 %
D=Types of housing	85	10.0 %
E=Affordability of housing	104	12.2 %
F=Access to quality shopping	152	17.8 %
G=Availability of parks & rec opportunities	62	7.3 %
H=Near family or friends	105	12.3 %
Z=None chosen	125	14.7 %
Total	853	100.0 %

**Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years? (all three selections)**

<u>Q16 Sum of Top 4 Choice</u>	<u>Number</u>	<u>Percent</u>
A = Sense of community	268	31.4 %
B = Quality of public schools	284	33.3 %
C = Employment opportunities	156	18.3 %
D = Types of housing	252	29.5 %
E = Affordability of housing	473	55.5 %
F = Access to quality shopping	316	37.0 %
G = Availability of parks & rec opportunities	108	12.7 %
H = Near family or friends	405	47.5 %
Z = None chosen	80	9.4 %
Total	2342	

**Q17. Please indicate how concerned you are about each of the following.**

(N=853)

	Not Concerned at All 1	Not Concerned 2	Neutral 3	Concerned 4	Very Concerned 5	Don't Know 9
Q17a Availability of affordable housing	2.1%	13.5%	27.0%	33.8%	18.3%	5.4%
Q17b Quality of new development compared	1.8%	10.0%	27.9%	34.7%	19.1%	6.6%
Q17c Independence's business image	1.1%	9.0%	26.0%	38.5%	19.1%	6.3%
Q17d Potential erosion of sales tax	0.9%	5.5%	25.0%	36.3%	21.2%	11.0%
Q17e Quality of public schools	1.9%	7.7%	17.4%	32.9%	34.2%	5.9%
Q17f Access to quality shopping	2.7%	15.9%	26.6%	36.1%	15.4%	3.3%
Q17g Need for redevelopment of existing	1.2%	6.1%	15.8%	40.9%	30.1%	5.9%

**EXCLUDING DON'T KNOWS****Q17. Please indicate how concerned you are about each of the following. (excluding don't know)**

	Not Concerned at All 1	Not Concerned 2	Neutral 3	Concerned 4	Very Concerned 5
Q17a Availability of affordable housing	2.2%	14.3%	28.5%	35.7%	19.3%
Q17b Quality of new development compared	1.9%	10.7%	29.9%	37.1%	20.5%
Q17c Independence's business image	1.1%	9.6%	27.8%	41.1%	20.4%
Q17d Potential erosion of sales tax	1.1%	6.2%	28.1%	40.8%	23.8%
Q17e Quality of public schools	2.0%	8.2%	18.4%	35.0%	36.4%
Q17f Access to quality shopping	2.8%	16.5%	27.5%	37.3%	15.9%
Q17g Need for redevelopment of existing	1.2%	6.5%	16.8%	43.5%	32.0%

**Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q18 1<sup>st</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Availability of affordable housing	143	16.8 %
B=Quality of new development	75	8.8 %
C=Independence's business image	42	4.9 %
D=Potential erosion of sales tax base	75	8.8 %
E=Quality of public school	217	25.4 %
F=Access to quality shopping	24	2.8 %
G=Need for redevelopment	197	23.1 %
Z=None chosen	80	9.4 %
Total	853	100.0 %

**Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

<u>Q18 2<sup>nd</sup> choice</u>	<u>Number</u>	<u>Percent</u>
A=Availability of affordable housing	89	10.4 %
B=Quality of new development	109	12.8 %
C=Independence's business image	94	11.0 %
D=Potential erosion of sales tax base	99	11.6 %
E=Quality of public school	157	18.4 %
F=Access to quality shopping	74	8.7 %
G=Need for redevelopment	133	15.6 %
Z=None chosen	98	11.5 %
Total	853	100.0 %

**Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?**

Q18 3 <sup>rd</sup> choice	Number	Percent
A=Availability of affordable housing	83	9.7 %
B=Quality of new development	97	11.4 %
C=Independence's business image	111	13.0 %
D=Potential erosion of sales tax base	103	12.1 %
E=Quality of public school	96	11.3 %
F=Access to quality shopping	80	9.4 %
G=Need for redevelopment	156	18.3 %
Z=None chosen	127	14.9 %
Total	853	100.0 %

**Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan? (all three selections)**

Q18 Sum of Top 3 choices	Number	Percent
A = Availability of affordable housing	315	36.9 %
B = Quality of new development	281	32.9 %
C = Independence's business image	247	29.0 %
D = Potential erosion of sales tax base	277	32.5 %
E = Quality of public school	470	55.1 %
F = Access to quality shopping	178	20.9 %
G = Need for redevelopment	486	57.0 %
Z = None chosen	80	9.4 %
Total	2334	

**Q19. The City continues to evaluate strategies to address the economic development and redevelopment needs of the community. Would you support a new public funding source legally restricted to job creation, existing commercial district redevelopment and enhancement of City gateways?**

<u>Q19 Support new funding source</u>	<u>Number</u>	<u>Percent</u>
1=Yes	191	22.4 %
2=No	90	10.6 %
9=Don't know/need more information	572	67.1 %
Total	853	100.0 %

**EXCLUDING DON'T KNOWS**

**Q19. The City continues to evaluate strategies to address the economic development and redevelopment needs of the community. Would you support a new public funding source legally restricted to job creation, existing commercial district redevelopment and enhancement of City gateways?**

<u>Q19 Support new funding source</u>	<u>Number</u>	<u>Percent</u>
1=Yes	191	68.0 %
2=No	90	32.0 %
Total	281	100.0 %

**Q20. Have you done any of the following during the past year?**

<u>Q20 Done any of the following</u>	<u>Number</u>	<u>Percent</u>
1 = Called or written City Council member	116	13.6 %
2 = Attended a City Council meeting	85	10.0 %
3 = Attended a neighborhood meeting	159	18.6 %
4 = Read an article in Examiner	624	73.2 %
5 = Read an article in KC Star	554	64.9 %
6 = Watched the City cable channel	458	53.7 %
7 = Read the City's newsletter	731	85.7 %
8 = Accessed City website	228	26.7 %
9 = Don't know	32	3.8 %
Total	2987	

**Q20a. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?**

Q20a How many minutes watched cable TV	Number	Percent
1=Zero/did not watch at all	78	17.0 %
2=1 to 14 minutes	140	30.6 %
3=15 to 29 minutes	99	21.6 %
4=30 minutes to one hour	96	21.0 %
5=More than one hour	34	7.4 %
9=Don't know	11	2.4 %
Total	458	100.0 %

**Q20b. When you watch City 7, what do you watch?**

Q20b What do you watch	Number	Percent
1 = Live City Meeting	286	62.4 %
2 = Pre-recorded City meeting	217	47.4 %
3 = Programs from other agencies	108	23.6 %
4 = Bulletin board &/or listen to music	232	50.7 %
5 = Something that catches my eye	229	50.0 %
6 = Do not have cable television	8	1.7 %
9 = Don't know	4	0.9 %
Total	1084	

**Q21. Counting yourself, how many people regularly live in your household?**

Q21 How many people live in household	Number	Percent
01=1	205	24.3 %
02=2	431	51.0 %
03=3	96	11.4 %
04=4	60	7.1 %
05=5+	53	6.3 %
Total	845	100.0 %

**Q22. How many persons in your household (counting yourself), are:**

	<u>Mean</u>
Under age 10	0.18
Ages 10-14	0.11
Ages 15-19	0.11
Ages 20-34	0.22
Ages 35-44	0.22
Ages 45-54	0.33
Ages 55-64	0.42
Ages 65-74	0.33
Ages 75+	0.33

**Q23. Approximately how many years have you lived in the City of Independence?**

<u>Q23 How many years lived in Independence</u>	<u>Number</u>	<u>Percent</u>
2=Under 3	28	3.5 %
5=3 to 5	58	7.3 %
10=6 to 10	77	9.6 %
15=11 to 15	52	6.5 %
20=16 to 20	49	6.1 %
30=21 to 30	108	13.5 %
31=31+	426	53.4 %
Total	798	100.0 %

**Q24. Which of the following best describes the location of your home?**

<u>Q24 Location of home</u>	<u>Number</u>	<u>Percent</u>
1=North of 23rd Street-East of Noland	210	24.6 %
2=North of 23rd Street-West of Noland	136	15.9 %
3=South of 23rd Street-East of Noland	286	33.5 %
4=South of 23rd Street-West of Noland	196	23.0 %
9=Not provided	25	2.9 %
Total	853	100.0 %

**Q25. Do you own or rent your current residence?**

<u>Q25 Own or rent residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	714	83.7 %
2=Rent	92	10.8 %
9=Not provided	47	5.5 %
Total	853	100.0 %

**Q26. What is your age?**

<u>Q26 Age</u>	<u>Number</u>	<u>Percent</u>
18 to 34 years	104	13.0 %
35 to 44 years	139	16.3 %
45 to 54 years	150	17.6 %
55 to 64 years	194	22.7 %
65+ years	250	29.3 %
Don't know	9	1.1 %
Total	853	100.0 %

**Q27. How many persons in your household are employed in each of the following areas:**

	<u>Mean</u>	<u>Total</u>	<u>Sum</u>
Q27 Within Independence	0.59	526	308
Q27 Outside Independence within Jackson County	0.64	526	337
Q27 Outside Jackson County within KC	0.32	526	166
Q27 Outside KC Metro area	0.09	526	46

**Q28. Would you say your total household income is:**

<u>Q28 Total household income is</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	229	26.8 %
2=\$30,000 to \$59,999	261	30.6 %
3=\$60,000 to \$99,999	186	21.8 %
4=More than \$100,000	70	8.2 %
9=Don't know	107	12.5 %
Total	853	100.0 %

**Q29. Your gender:**

<u>Q29 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	407	47.7 %
2=Female	446	52.3 %
Total	853	100.0 %