

2009 DirectionFinder® Survey

FINAL Report



conducted for
The City of
Parkville, Missouri

by
ETC Institute

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August, 2009

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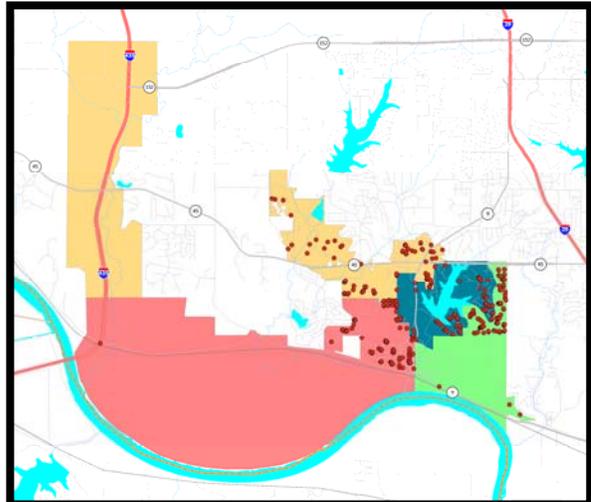
2009 *DirectionFinder*[®] Survey

Executive Summary Report

Overview and Methodology

ETC Institute administered the *DirectionFinder*[®] Survey for the first time to residents of the City of Parkville, Missouri. Results in 2009 establish a baseline of citizen satisfaction with the delivery of major city services and priorities for the City's ongoing planning process.

The seven-page survey was administered by mail only, to residents of Parkville. A "mail only" administration was used because of a reference map required for one question. The survey took an average of 15 to 20 minutes to complete. A random sample of 410 residents completed the survey during July of 2009. The results for the random sample of 410 households have a 95% level of confidence with a precision of at least +/-5%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home. The color delineation on the map indicates the four Wards.



The percentage of persons who gave "don't know" responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of "don't know" responses has been excluded to facilitate valid comparisons with other communities. The percentage of "don't know" responses for each question is 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:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the resident survey
- GIS maps showing the physical distribution of the resident survey respondents

- benchmarking data that shows how the resident survey results for Parkville compare to communities in the Metropolitan Kansas City area
- importance-satisfaction analysis to help the City use the resident survey data to set priorities
- tabular data for the overall results to each question of the survey
- cross-tab data by Ward
- copy of the survey instrument.

Major Findings

- **Satisfaction with Life in Parkville** Very high levels of satisfaction were indicated by residents, when asked about various aspects of the City; 98% were satisfied with Parkville as a place to live, 95% were satisfied with Parkville as a place to raise children, and 86% indicated that they would buy their next home in Parkville.
- **Residents were generally satisfied with the overall quality of services provided by the City of Parkville.** Most of the residents surveyed *who had an opinion* were satisfied with the quality of police services (86%), the quality parks and recreation (85%), the maintenance of City streets, buildings and facilities (80%), and the overall quality of customer service (74%).
- **Services that residents thought were most important for the City to provide.** The three major areas that residents thought were most important for the City to emphasize over the next two years were: (1) the effectiveness of community planning and development, (2) the maintenance of City streets, buildings and facilities (3) the overall flow of traffic and congestion management.
- **Public Safety Services** The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the visibility of police in neighborhoods (95%), police personnel response to emergencies (90%), and the City’s overall efforts to prevent crime (87%). Residents were least satisfied, relative to the other issues, with the quality of animal control (56%) and police safety education programs (44%). *It is important to note that Parkville reached two high benchmarks for the Metro Kansas City area, in the category of the City’s overall efforts to prevent crime, and the visibility of police in neighborhoods.*
- **City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were snow removal on neighborhood streets (90%), overall cleanliness of streets and public areas (90%), the maintenance of major City streets (83%), and the maintenance of City street signs and traffic signals (82%). Respondents were least satisfied with the maintenance of sidewalks in the City

(56%). *The maintenance category reached a high benchmark for the Metro Kansas City area in the category of overall cleanliness of city streets and public areas.*

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the maintenance of City parks and park equipment (86%), the number special events and festivals (73%), and the number of City parks (68%). Respondents were least satisfied with the use of portable restrooms in the park (33%), and the quality of restrooms in English Landing Park (28%). The issues most important to emphasize over the next two years were: (1) the number of walking and biking trails (2) the maintenance of City parks and park equipment.
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents *who had an opinion*, was the enforcing of codes designed to protect public safety (64%), and enforcing sign regulations (60%). The two areas of code enforcement that residents thought were most important for the City to emphasize over the next two years were: (1) enforcing clean up of litter and debris on private property and (2) the maintenance of residential property.
- **Transportation Improvements.** When asked about transportation improvements, respondents’ highest level of agreement was with the suggestion that the City build a network of sidewalks and trails that link neighborhoods with recreational, cultural, and business centers (73%); the second highest level of agreement was with the suggestion of upgrading existing neighborhood streets to include sidewalks (66%).
- **Special Issues** Residents were given an opportunity to state their level of agreement with three issues for the City; they were in equal agreement (52%) with the City adopting “green” codes in new development and raising awareness about sustainability, but fewer agreed that train noise was a problem that the City should commit dollars to fix (27%).
- **Why Residents Decided to Live in Parkville.** Residents were given several reasons why someone would choose to live in a community. Their top four choices for living in Parkville, are that it is a safe community (96%), its proximity to Kansas City (90%), the resale value of homes (90%) and the sense of community (89%). In a separate question, residents were asked if they would recommend Parkville as a place to live to their family and friends, and 89% said “yes”.

Economic Issues

- Residents were asked if they shopped for a variety of goods and services in Parkville, and if not, why not. The top four goods or services most often frequented in Parkville

were gasoline, groceries, pharmacy items and restaurants (sit down casual). Those least frequented were major appliances, large retail stores, theaters, museums and hotels. The reason given for not frequenting those five was that they were not available in Parkville, but the reason given for not frequenting the other twenty-one, was that there were better selections elsewhere.

- The top two reasons that residents shop in Parkville now, is the proximity to their home, and to support local businesses.
- The top two reasons that would encourage residents to shop in Downtown Parkville more often were a better selection of products and services, and a better selection of restaurants.

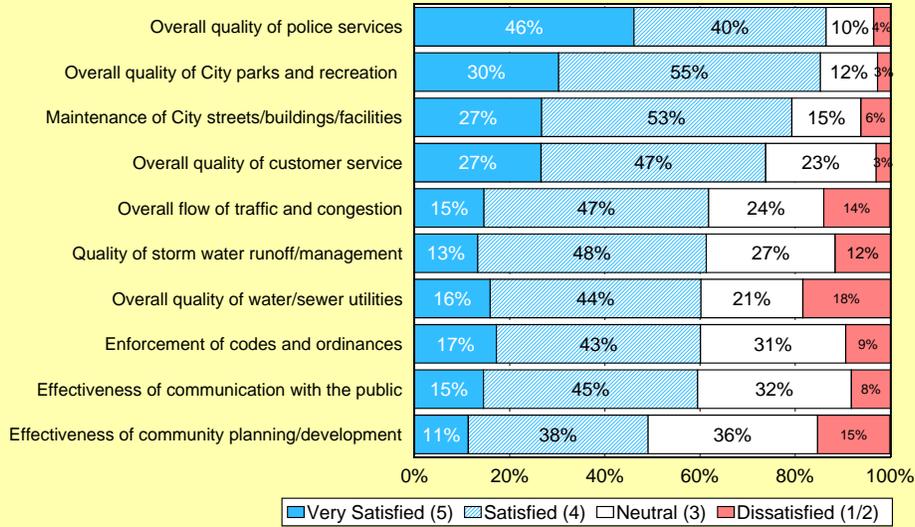
Other Issues

- 92% of those surveyed felt that it was important to preserve the historic character of downtown, and 90% felt it was important that new development and re-development also reflect an historic appearance.
- The primary sources of information about activities and services in Parkville, are most often communicated by word of mouth (first), local newspapers (second) and banners, flyers, and posters (third). That the first selection was word of mouth, reflects a closeness of the community that is rarely seen in other communities.
- Only 30% would like to have access to an off-leash dog park in Parkville.
- 42% would like to have lights installed so the ball fields can be used for extended hours.
- 50% were supportive of the City contracting with one trash hauler.
- When asked if they were satisfied with the number of special events and festivals in Downtown Parkville, 71% said “yes”-the number was just right, 13% said “no”-there were not enough, 7% said “no”-there were too many, and 9% did not know.

Section 1:
Charts & Graphs

Q1. Overall Satisfaction With City and Other Services by Major Category

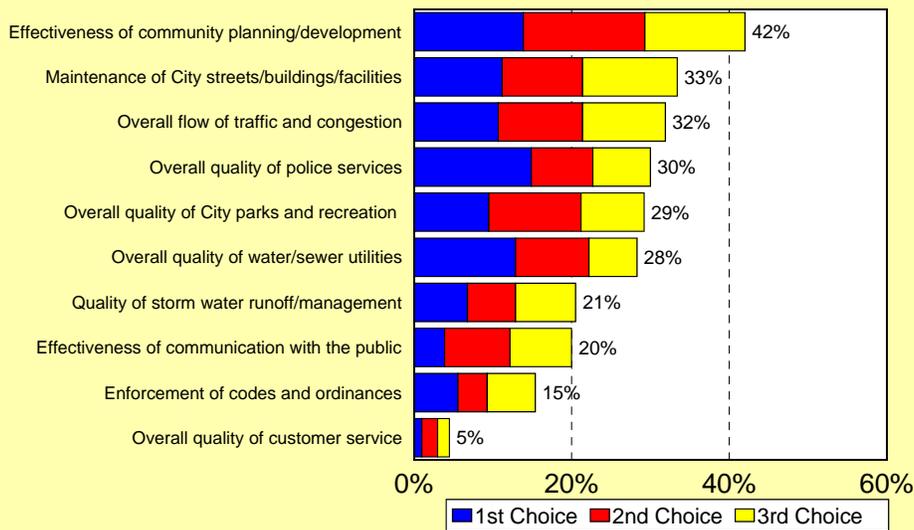
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

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

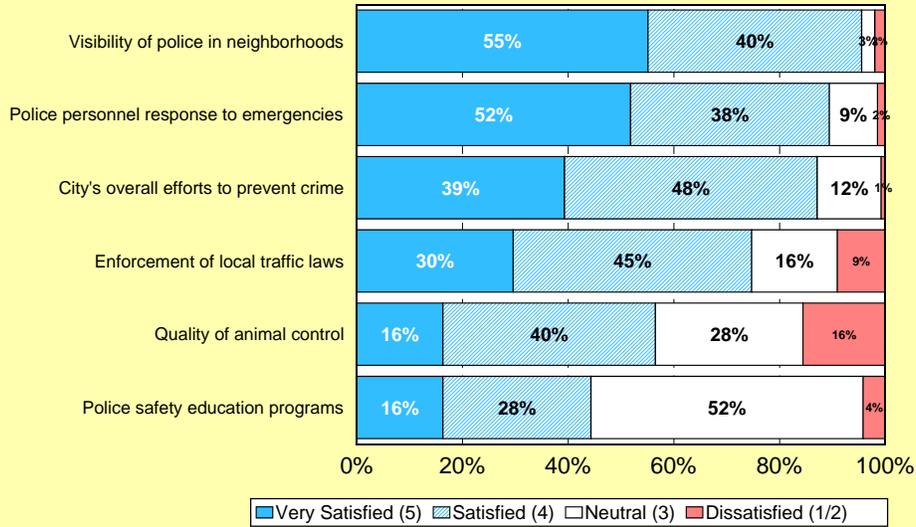
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q3. Satisfaction with Various Aspects of Public Safety Services

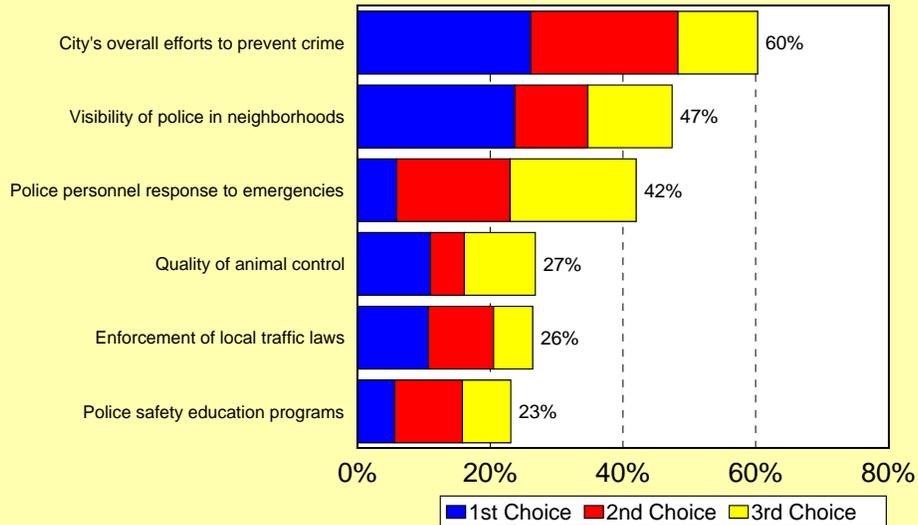
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q4. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

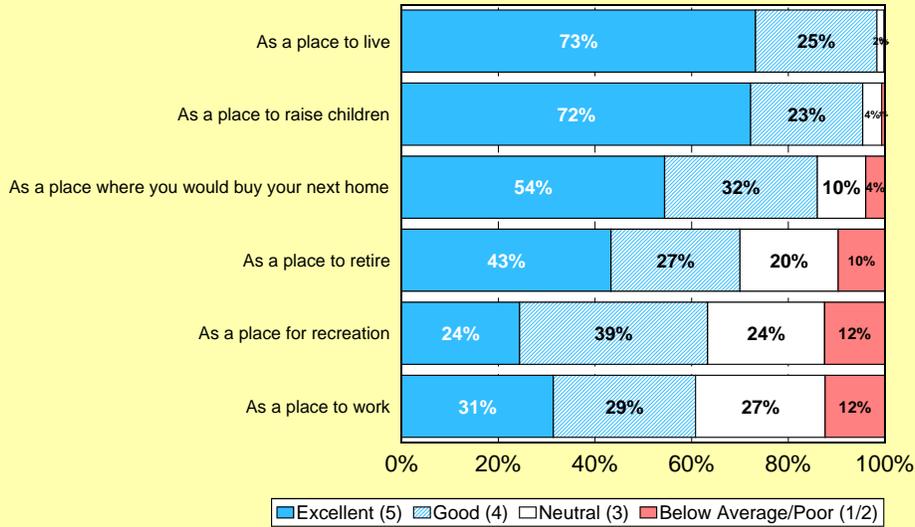
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q5. Ratings of Various Aspects of the City of Parkville

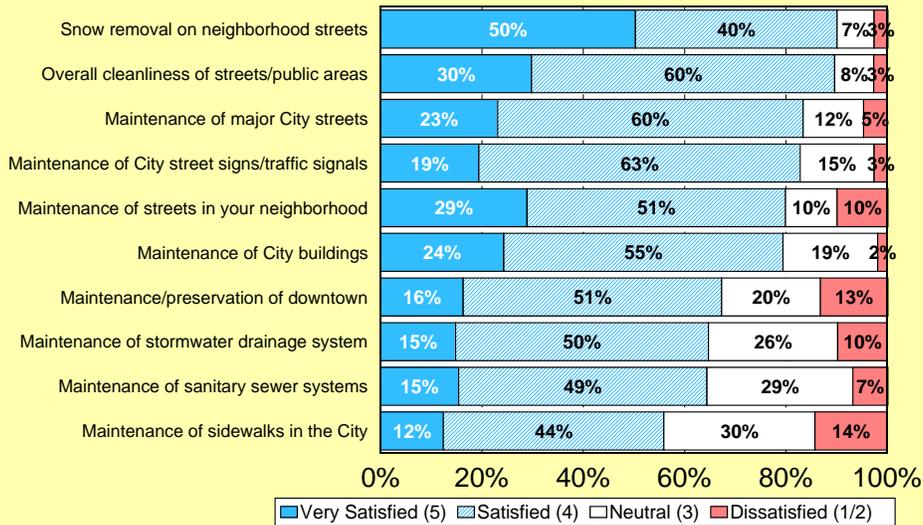
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q6. Satisfaction with Various Aspects of City Maintenance

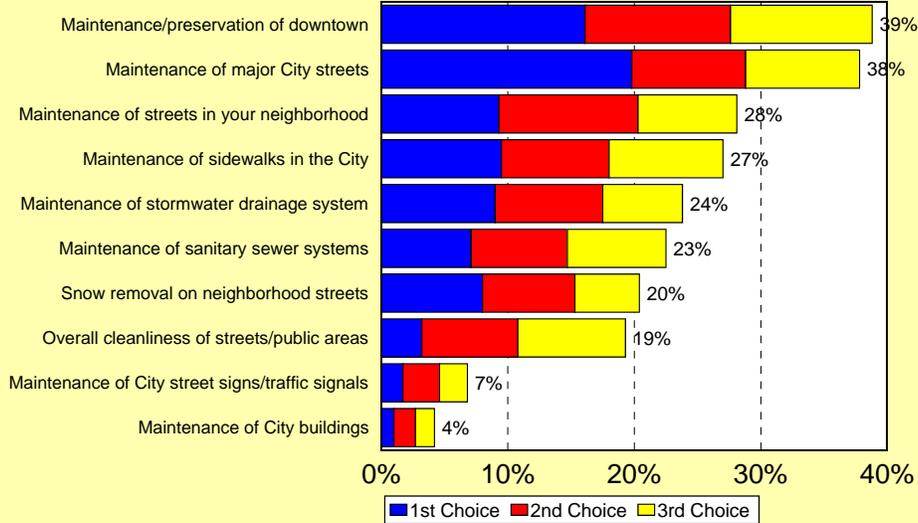
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q7. City Maintenance Issues That Should Receive the Most Emphasis Over the Next Two Years by Major Category

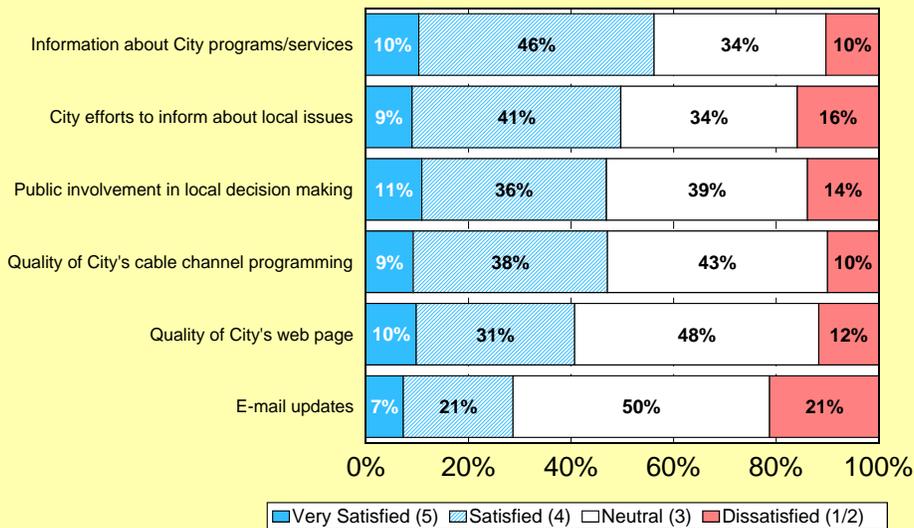
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q8. Satisfaction with Various Aspects of City Communications

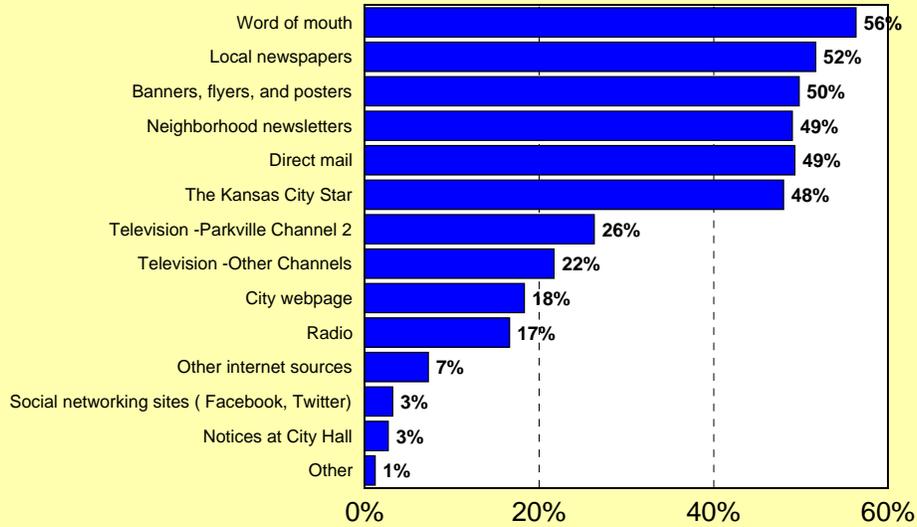
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q9. Primary Sources of Information about Activities and Services in Parkville

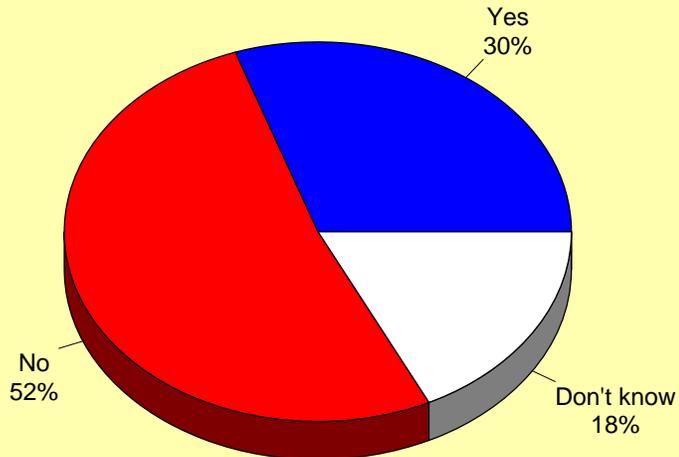
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q10. Would you like to have access to an off-leash dog park in Parkville?

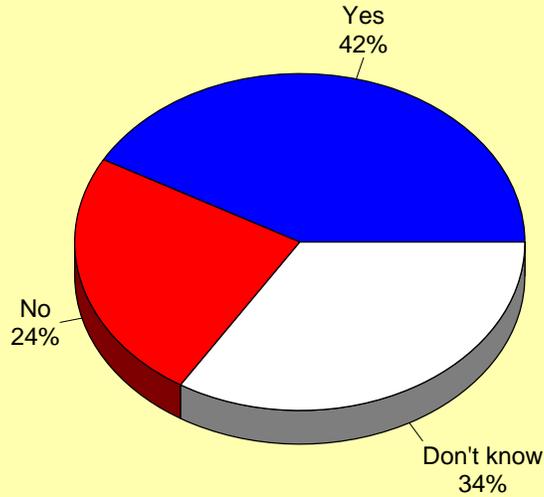
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q11. Would you like to have lights installed so the ball fields can be used for extended hours?

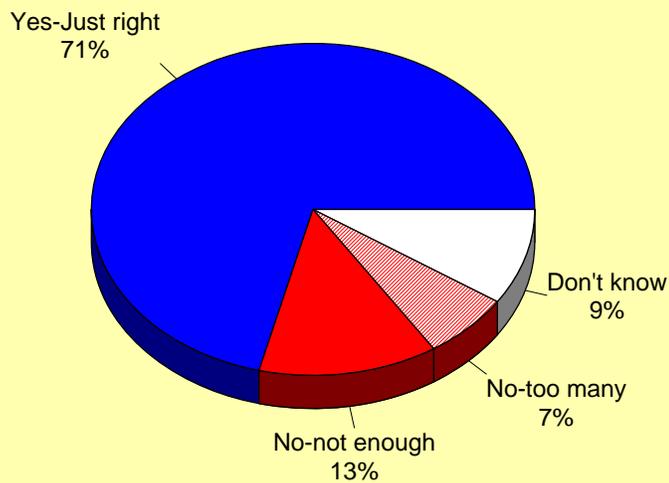
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q12. Are you satisfied with the number of special events and festivals in Downtown Parkville and English Landing Park?

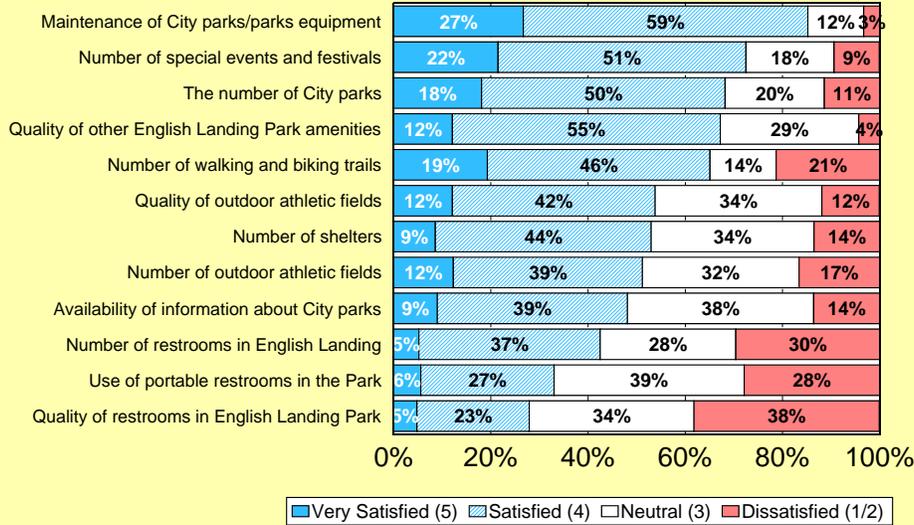
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q13. Satisfaction with Various Aspects of Parks and Recreation in Parkville

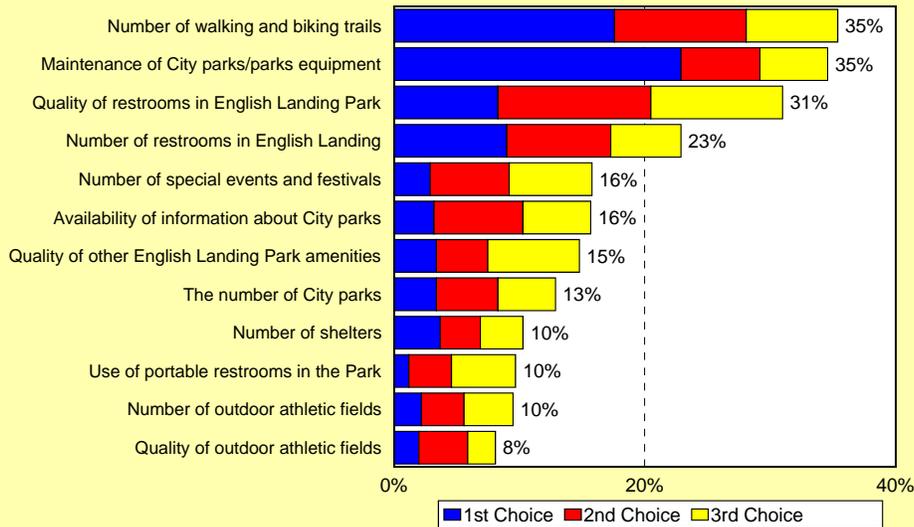
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q14. Park and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

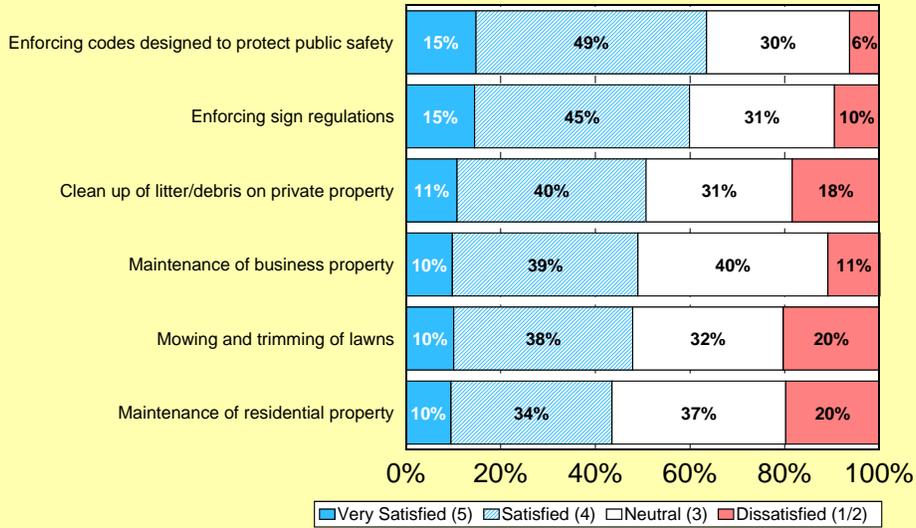
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q15. Satisfaction with Various Aspects of Code and Ordinance Enforcement

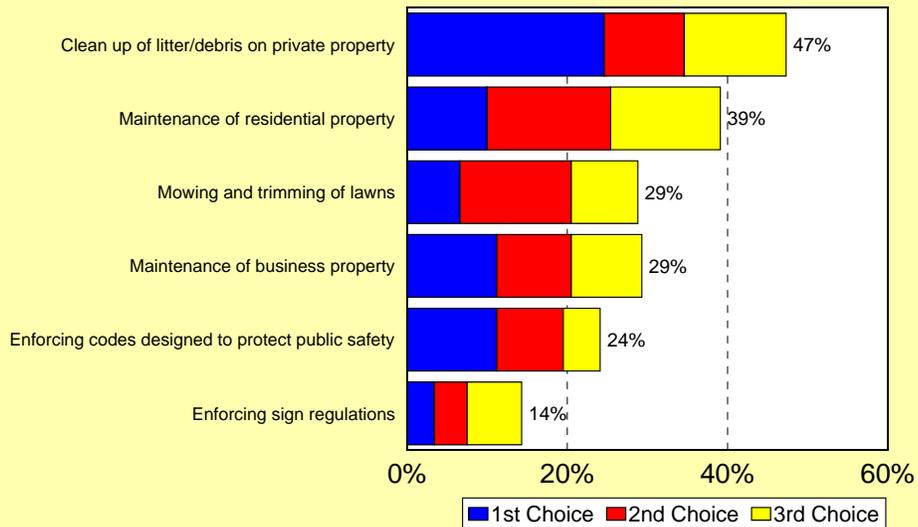
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q16. Codes and Ordinances That Should Receive the Most Emphasis Over the Next Two Years by Major Category

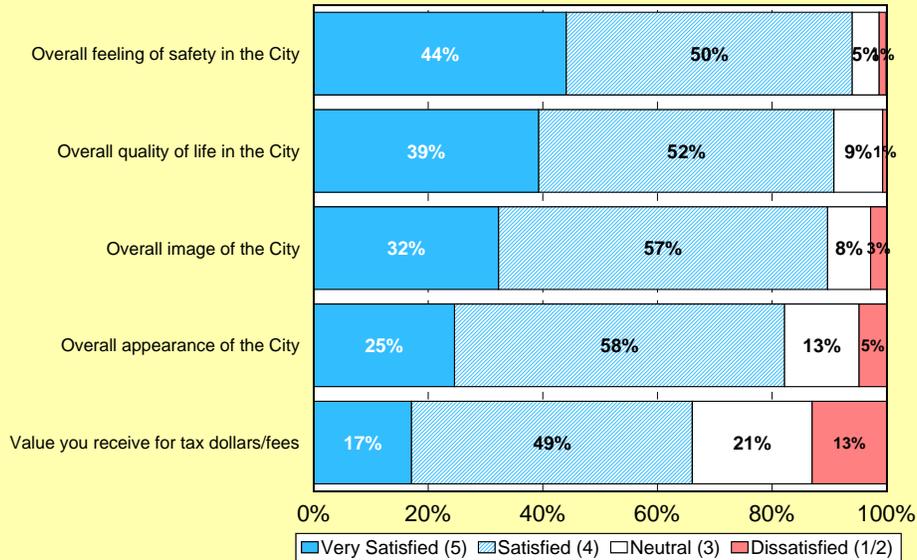
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q17. Perception Residents Have of the City

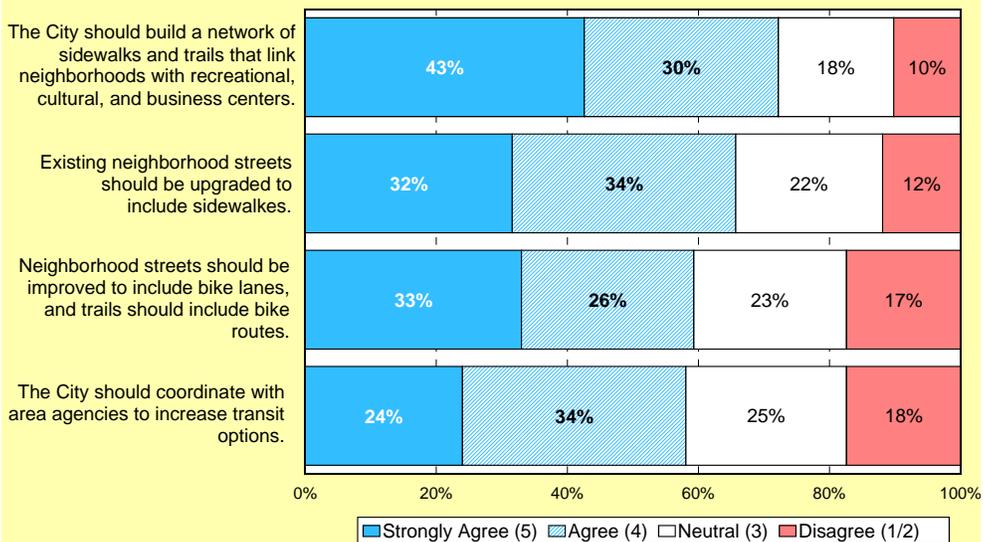
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q18. Transportation Improvements

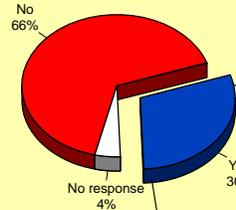
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



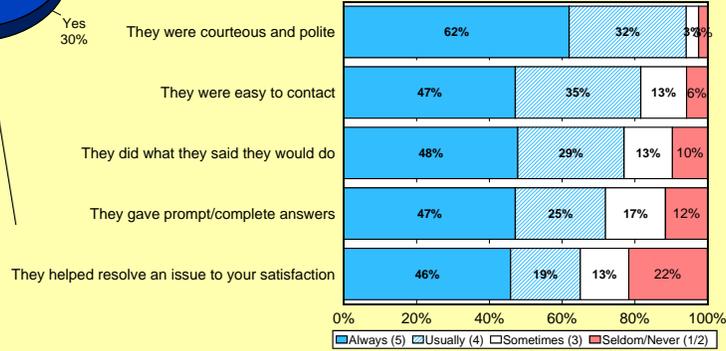
Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q19. Have you contacted the City of Parkville with a question, problem, or complaint during the past year?

by percentage of respondents



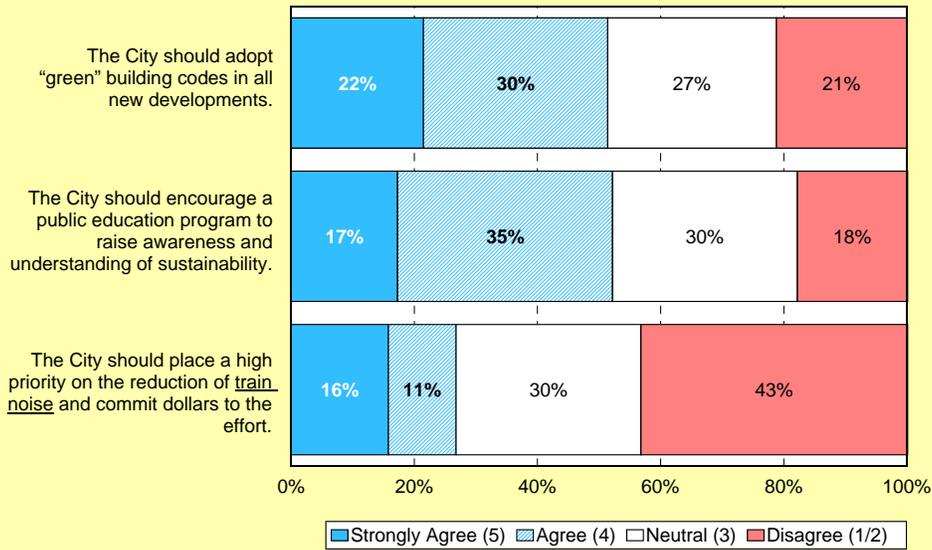
Q19. b-f If Yes, how would you rate various aspects of the service you received?



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q20. Level of Agreement with Various Issues

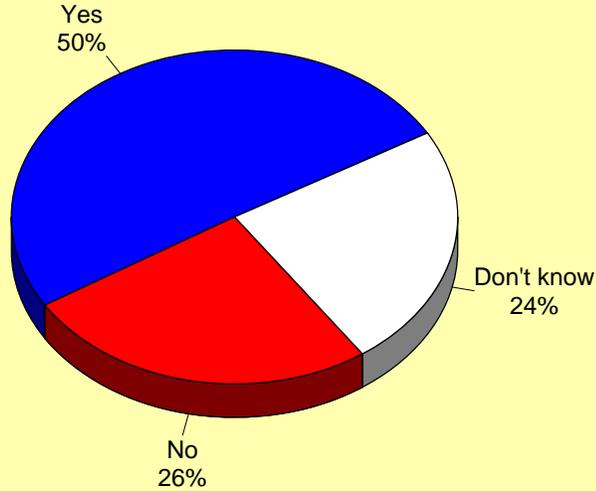
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale)



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q21. Are you supportive of the City contracting with one trash hauler?

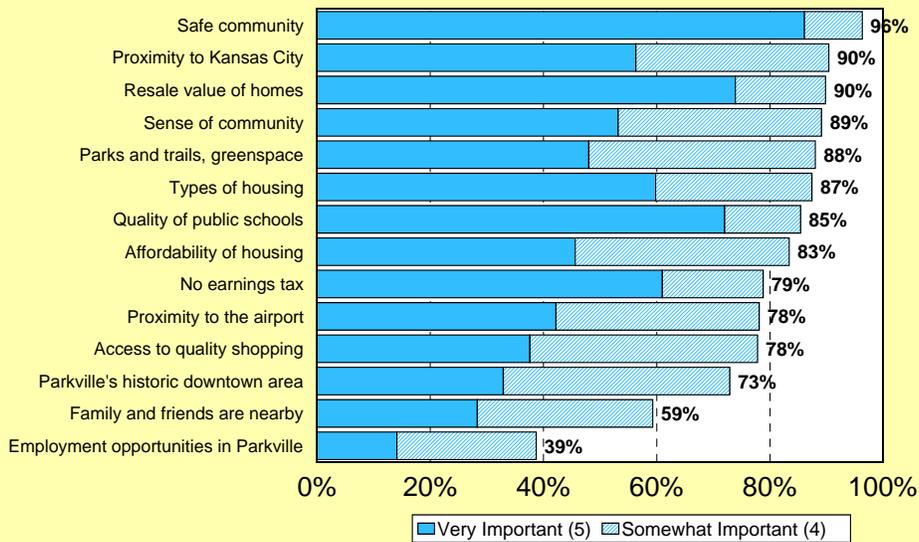
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q22. Reasons for Deciding to Live in Parkville

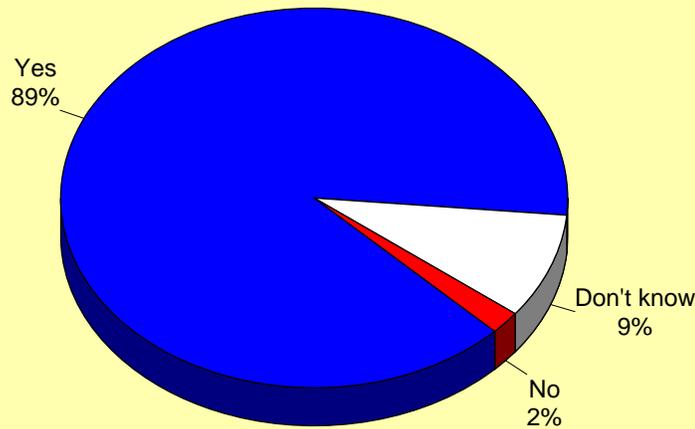
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q23. Would you recommend moving to Parkville to your family and friends?

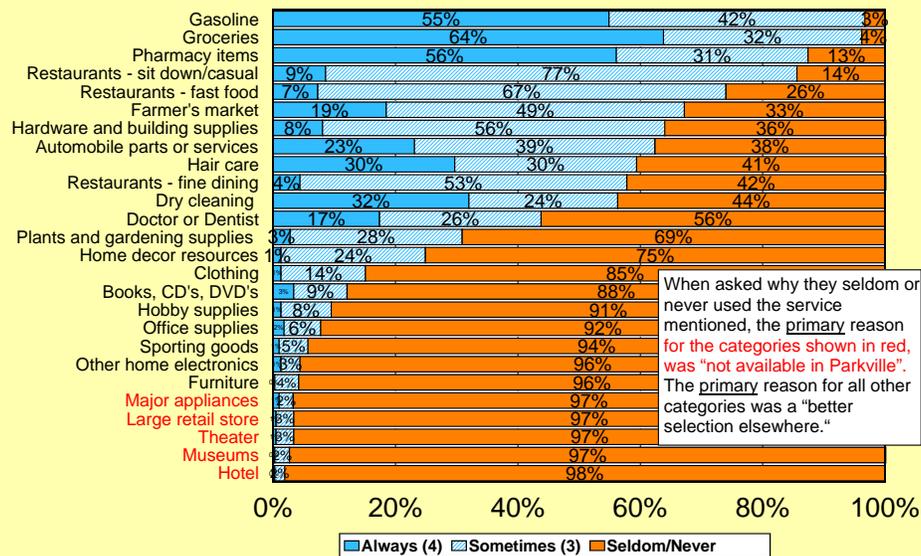
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

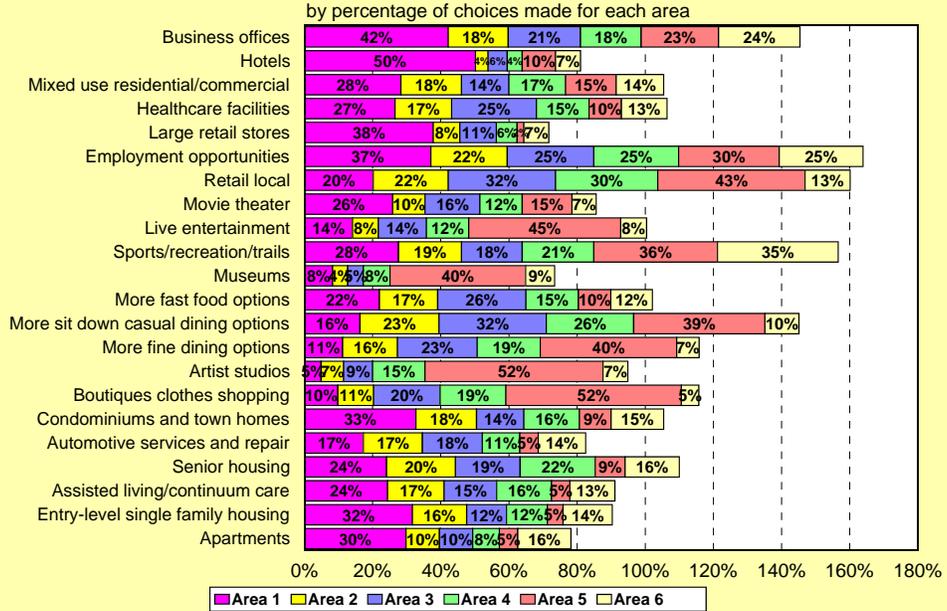
Q24. How often do you shop for these goods and services in Parkville?

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



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

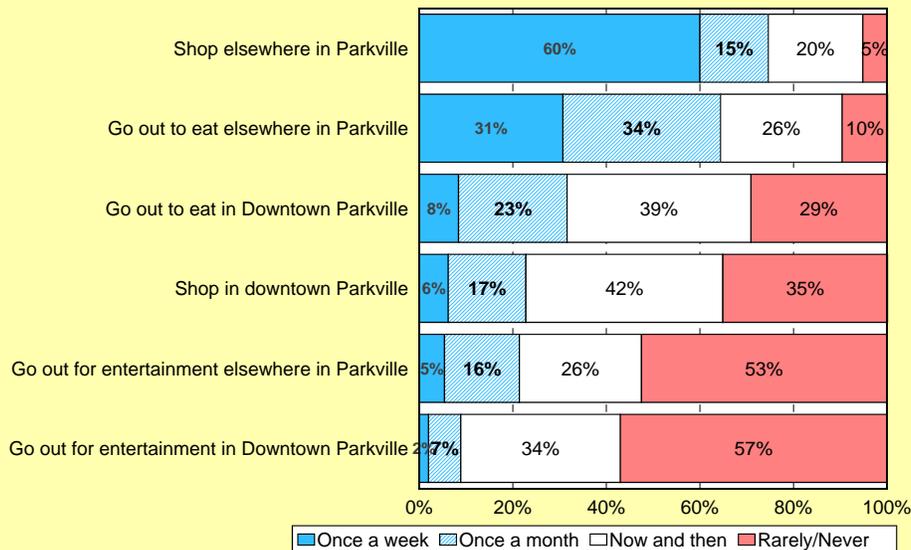
Q26. Of the six areas indicated on a map of the City, which businesses are most suitable for which areas?



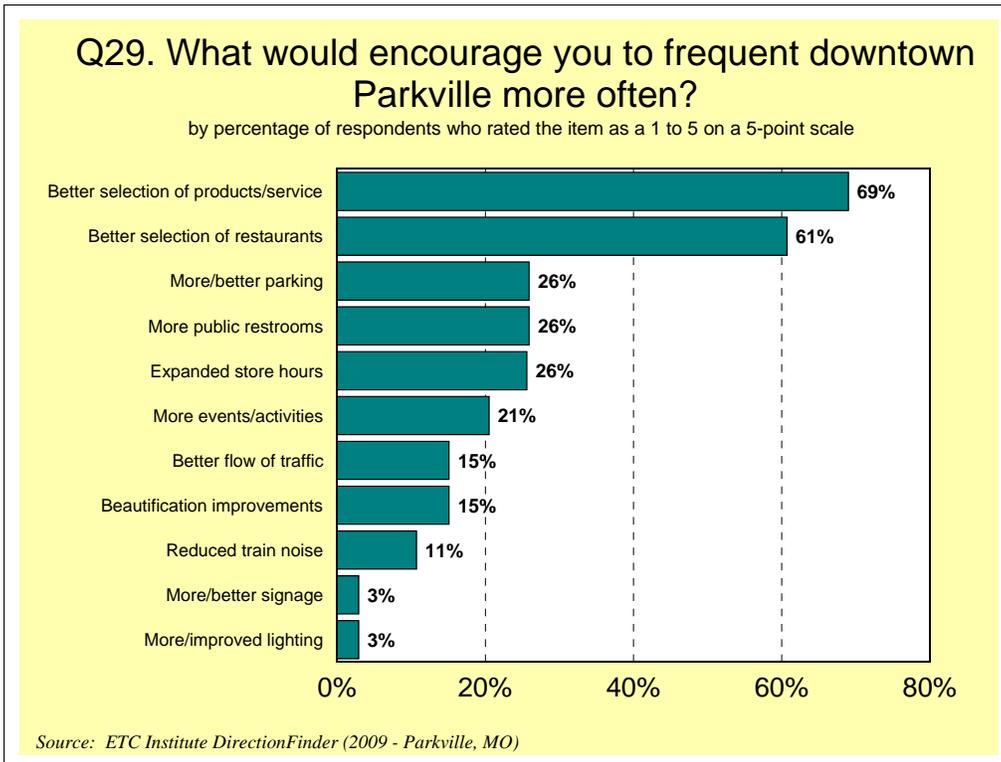
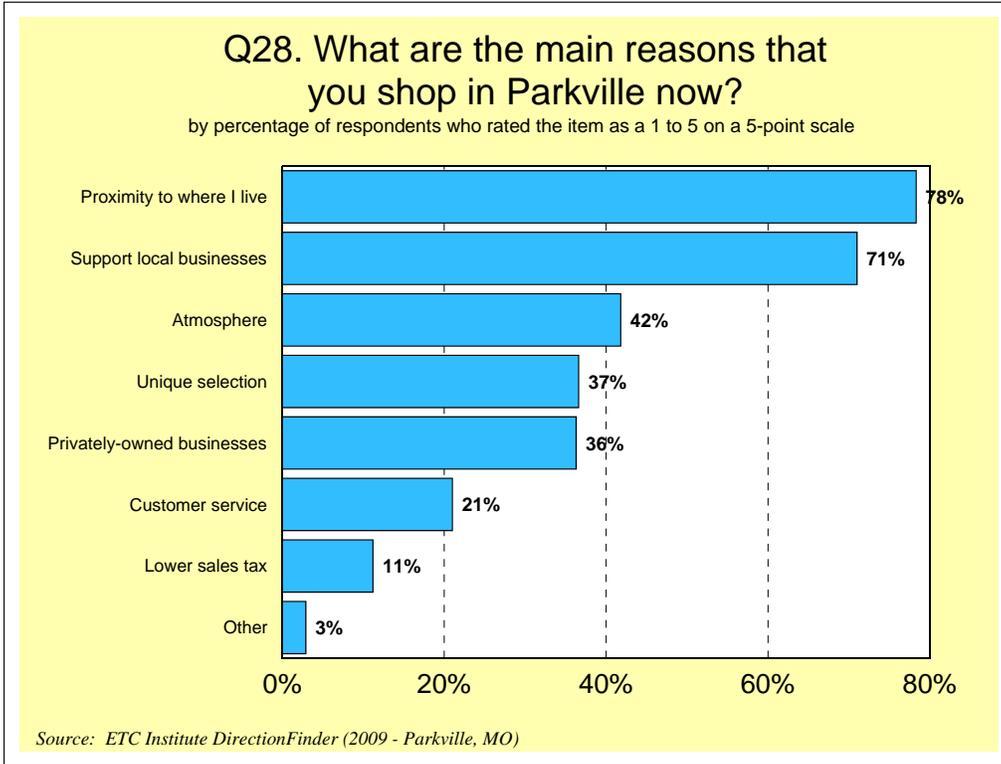
Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

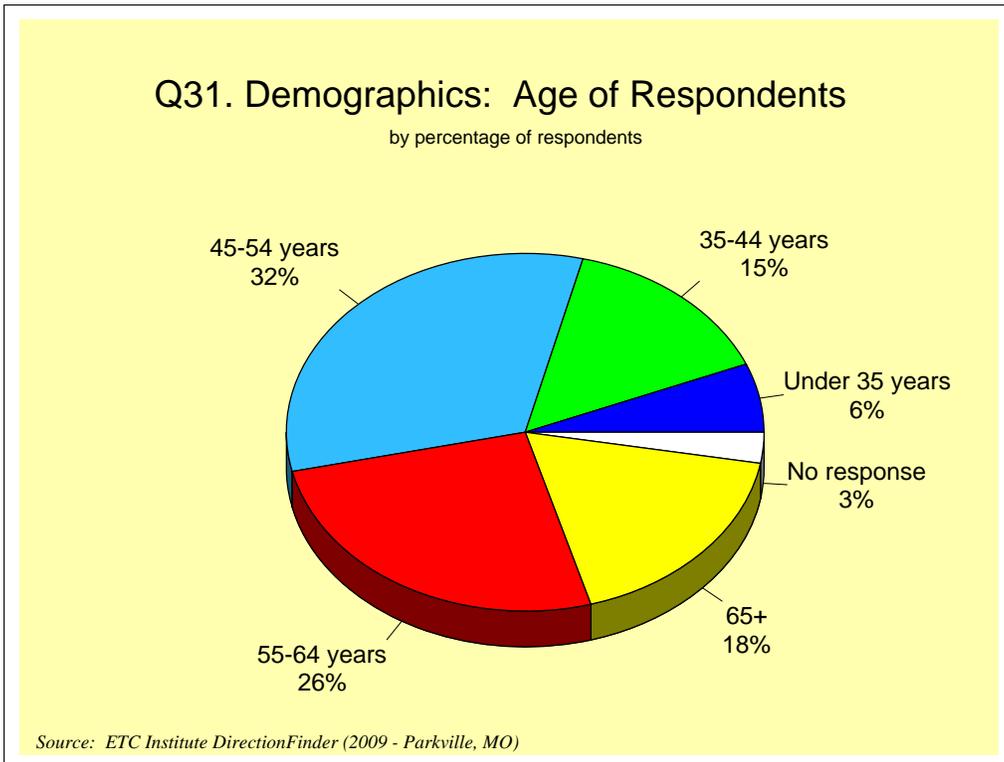
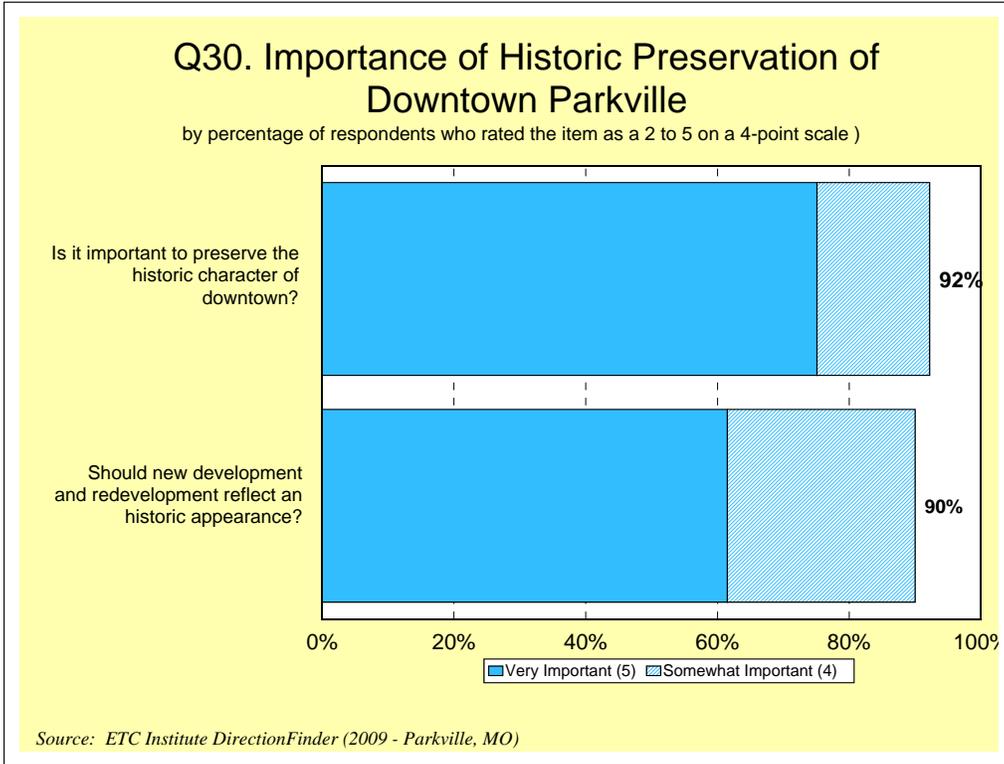
Q27. How often do you or members of your household choose to shop, eat and be entertained in Parkville?

by percentage of respondents (excluding "no response")



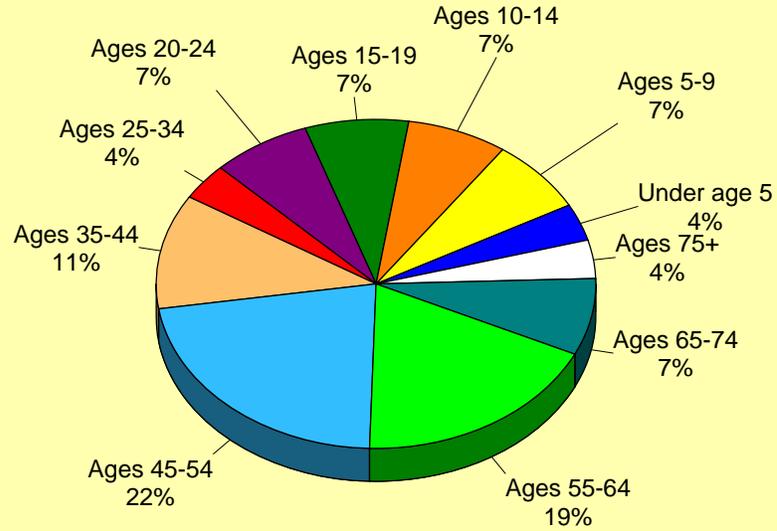
Source: ETC Institute DirectionFinder (2009 - Parkville, MO)





Q32. Demographics: Ages of Household Occupants

by percentage of persons in households



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q33. Approximately How Many Years Have You Lived in the City of Parkville?

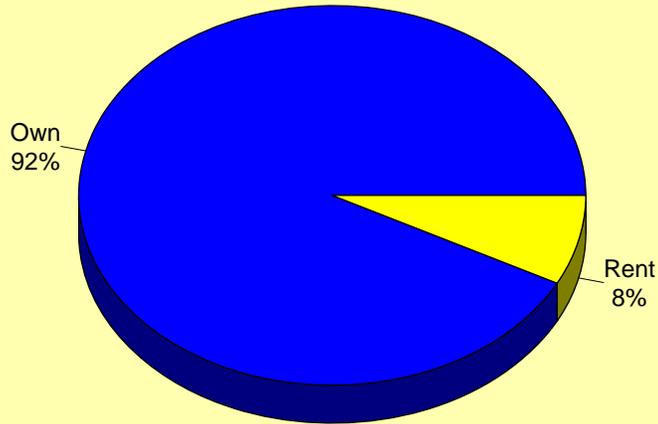
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q34. Demographics: Do You Own Or Rent Current Residence?

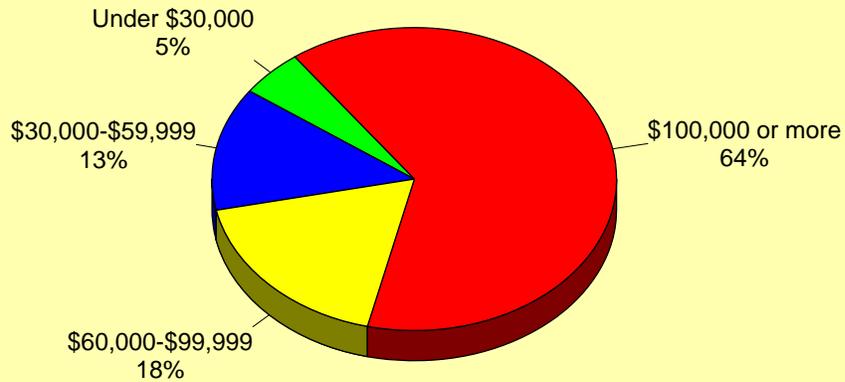
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

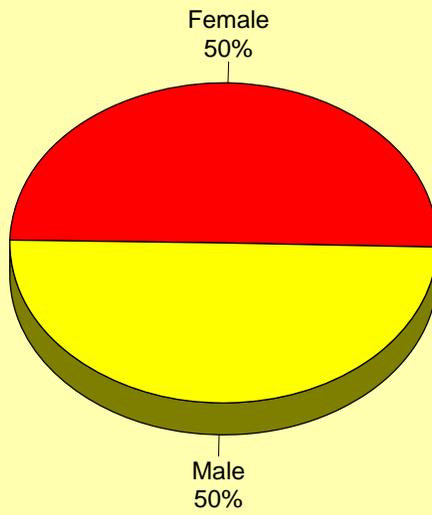
Q35. Demographics: Total Annual Household Income

by percentage of respondents (excluding those who did not provide response)



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Q34. Demographics: Gender of the Respondents
by percentage of respondents



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Section 2:
GIS Mapping

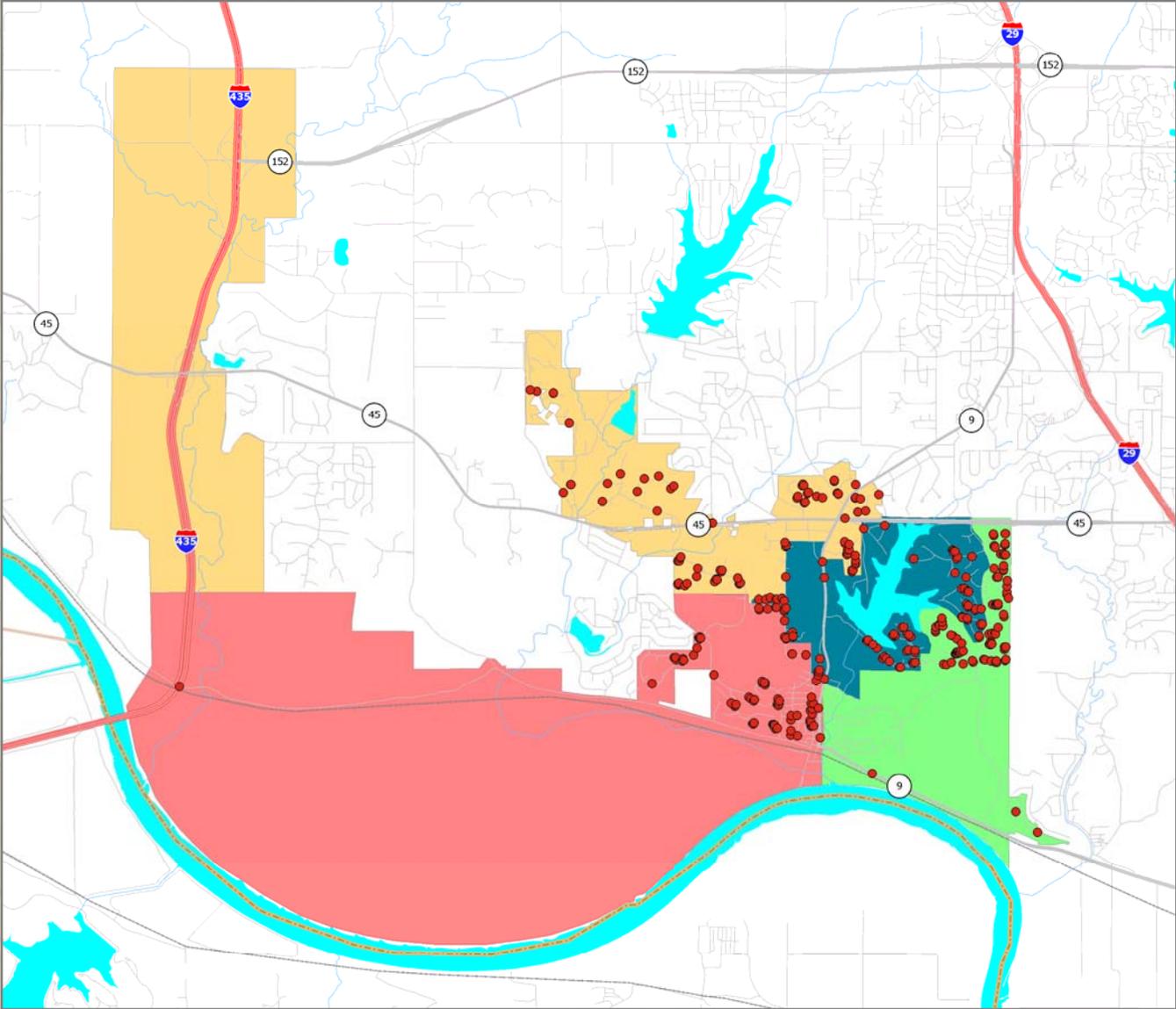
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by census block group for the Parkville area.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades (except for Questions 3 and 4, in which the coloring scheme is reversed) indicate POSITIVE ratings. Shades of blue generally indicate agreement with the item being accessed.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents were not sure about the item being accessed.
- **ORANGE/RED** shades (except for Questions 3 and 4, in which the coloring scheme is reversed) indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement with the item being accessed.

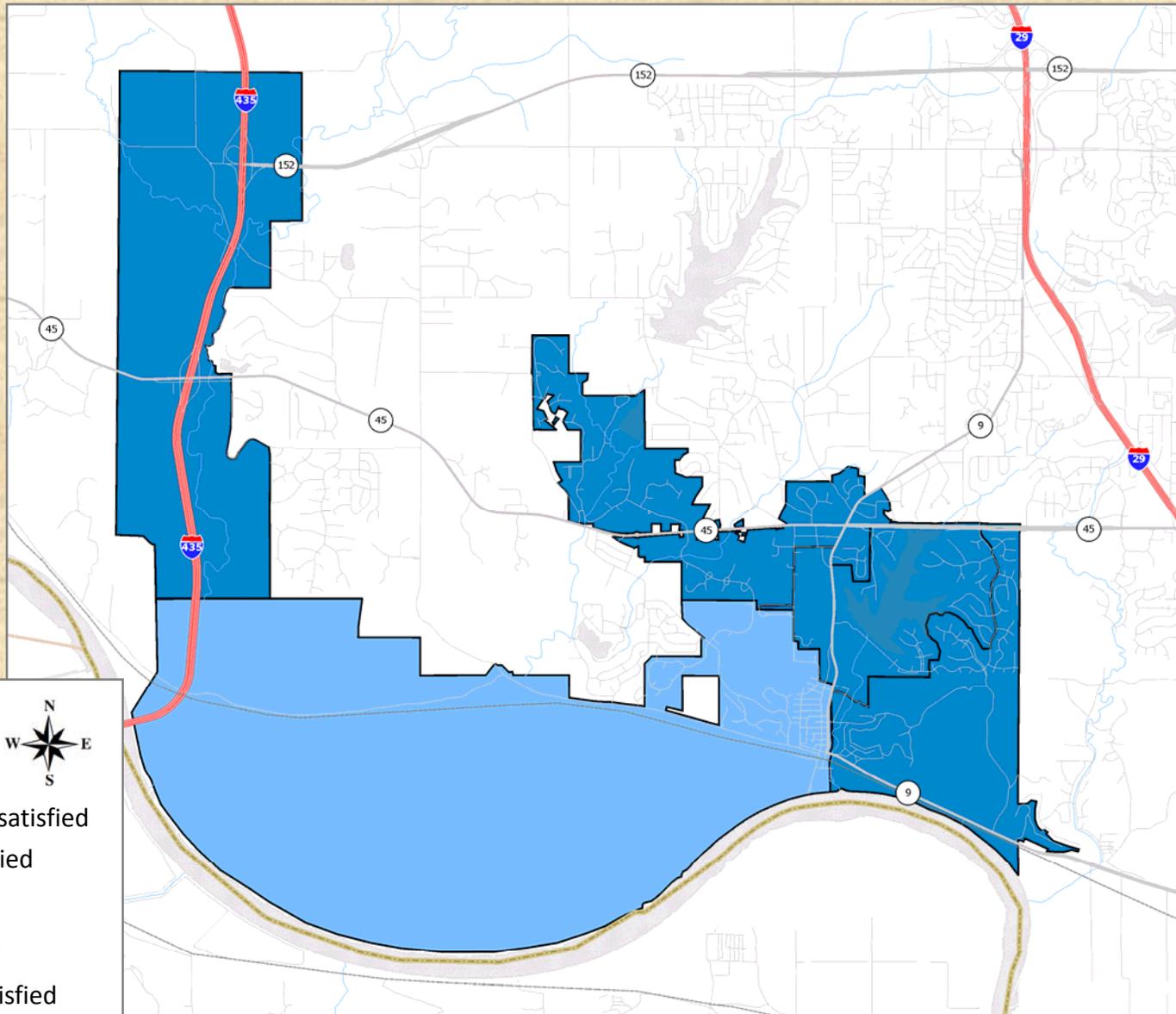
Location of Survey Respondents by Ward



2009 City of Parkville Citizen Survey

CITY SERVICES

Q1a Overall quality of police services.



LEGEND

Mean rating on a 5-point scale, where:

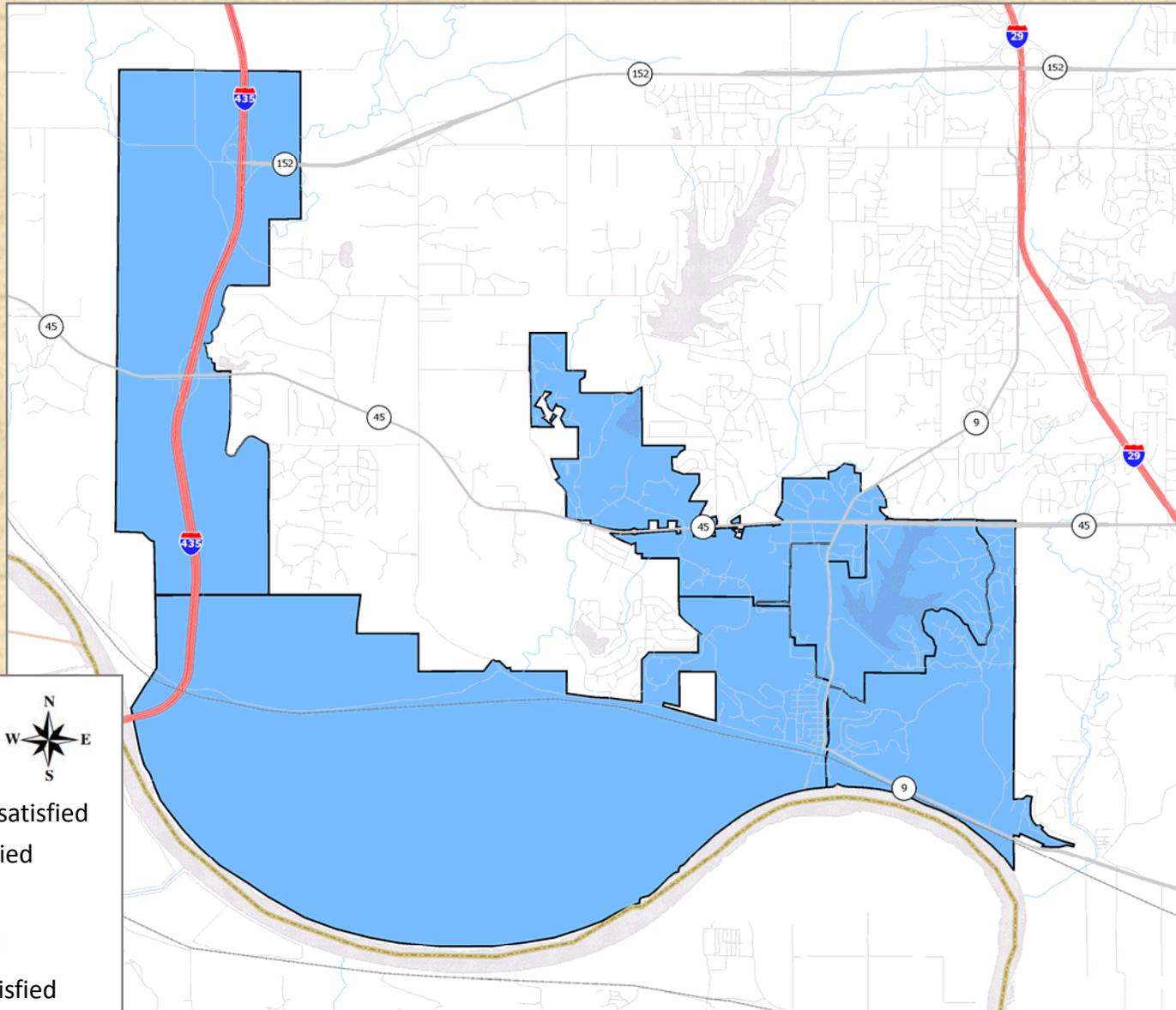
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q1b Overall quality of City parks and recreation.



LEGEND

Mean rating on a 5-point scale, where:

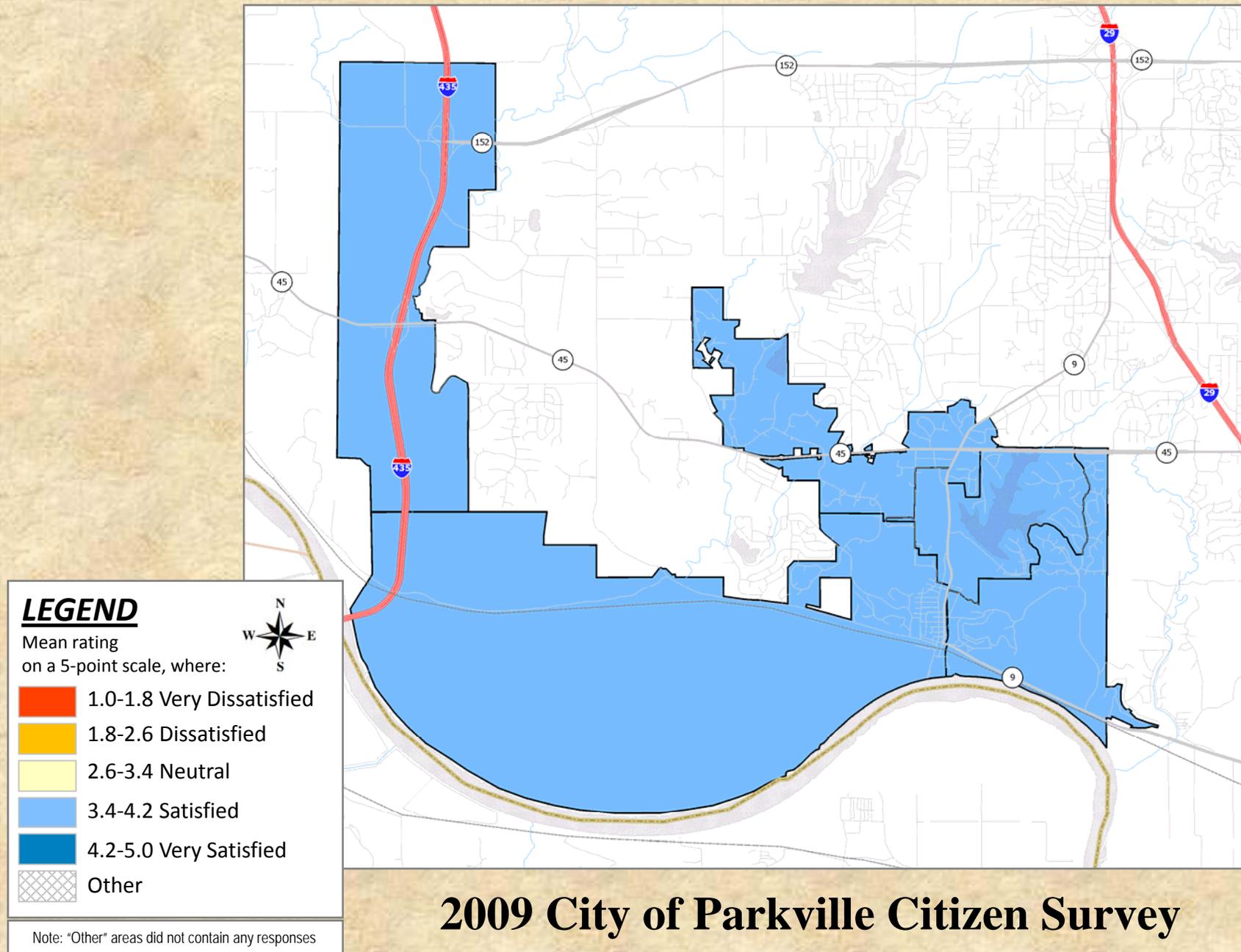
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



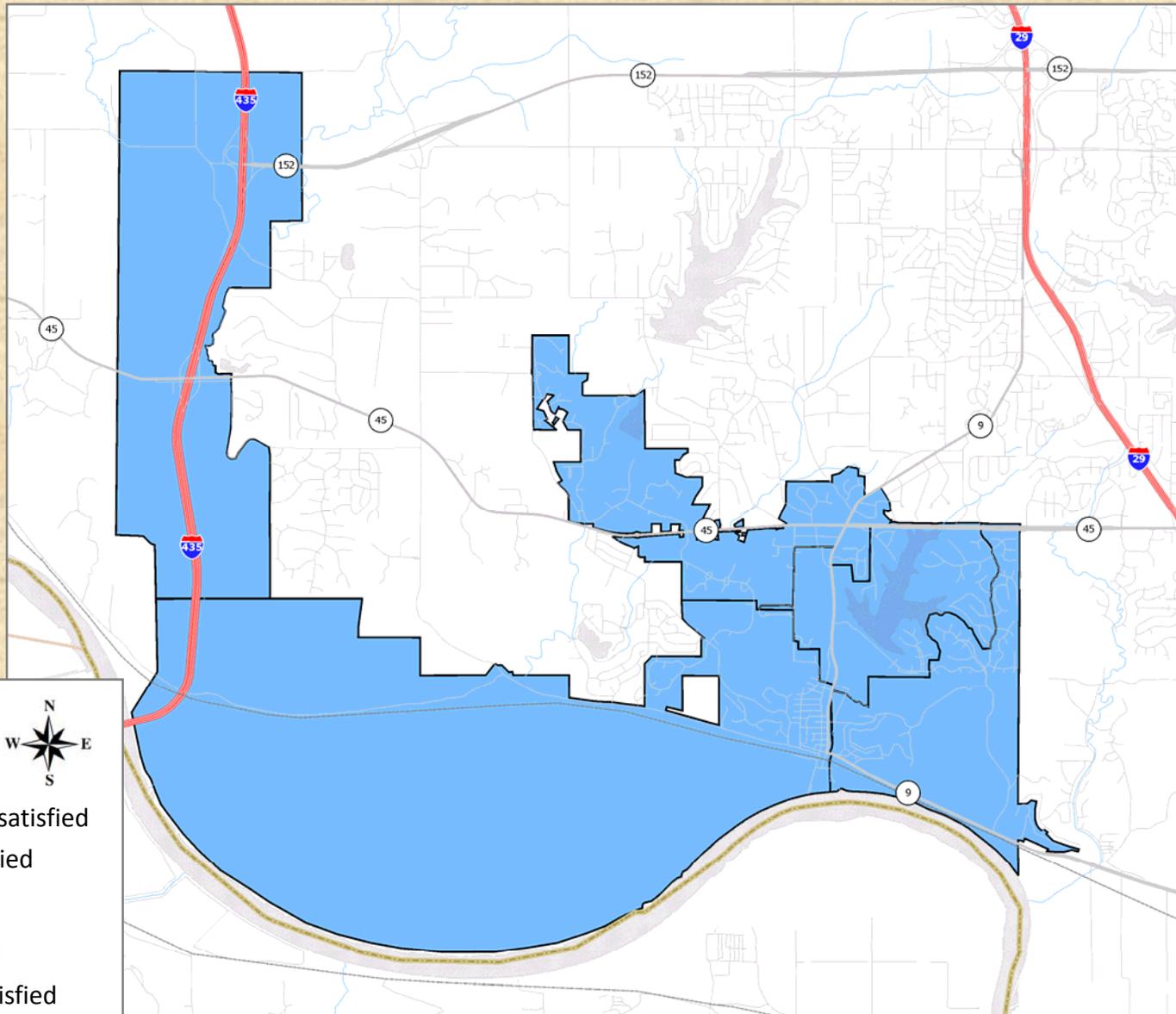
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q1c Maintenance of City streets, buildings and facilities.



Q1d Overall quality of water and sewer utilities.



LEGEND

Mean rating on a 5-point scale, where:

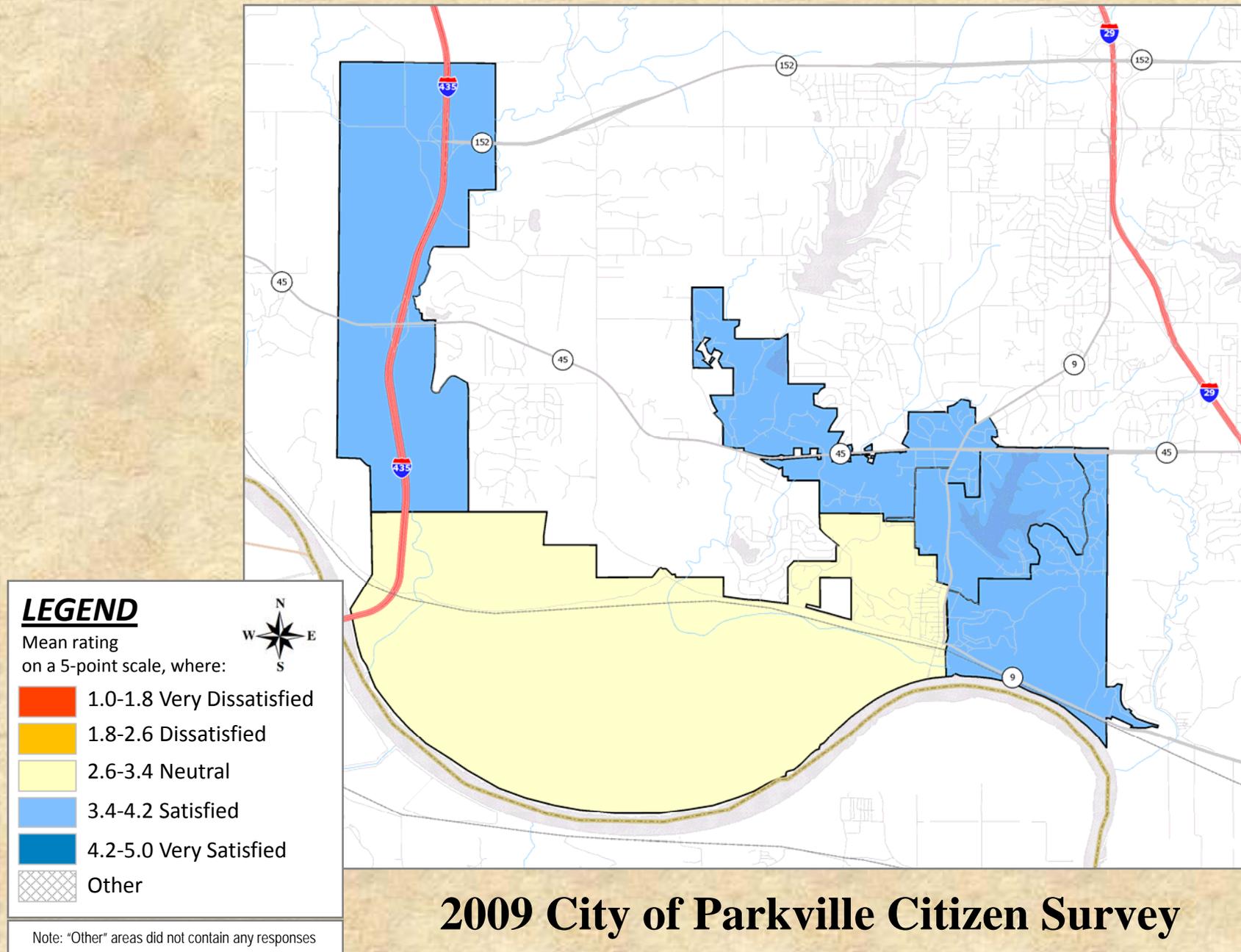
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



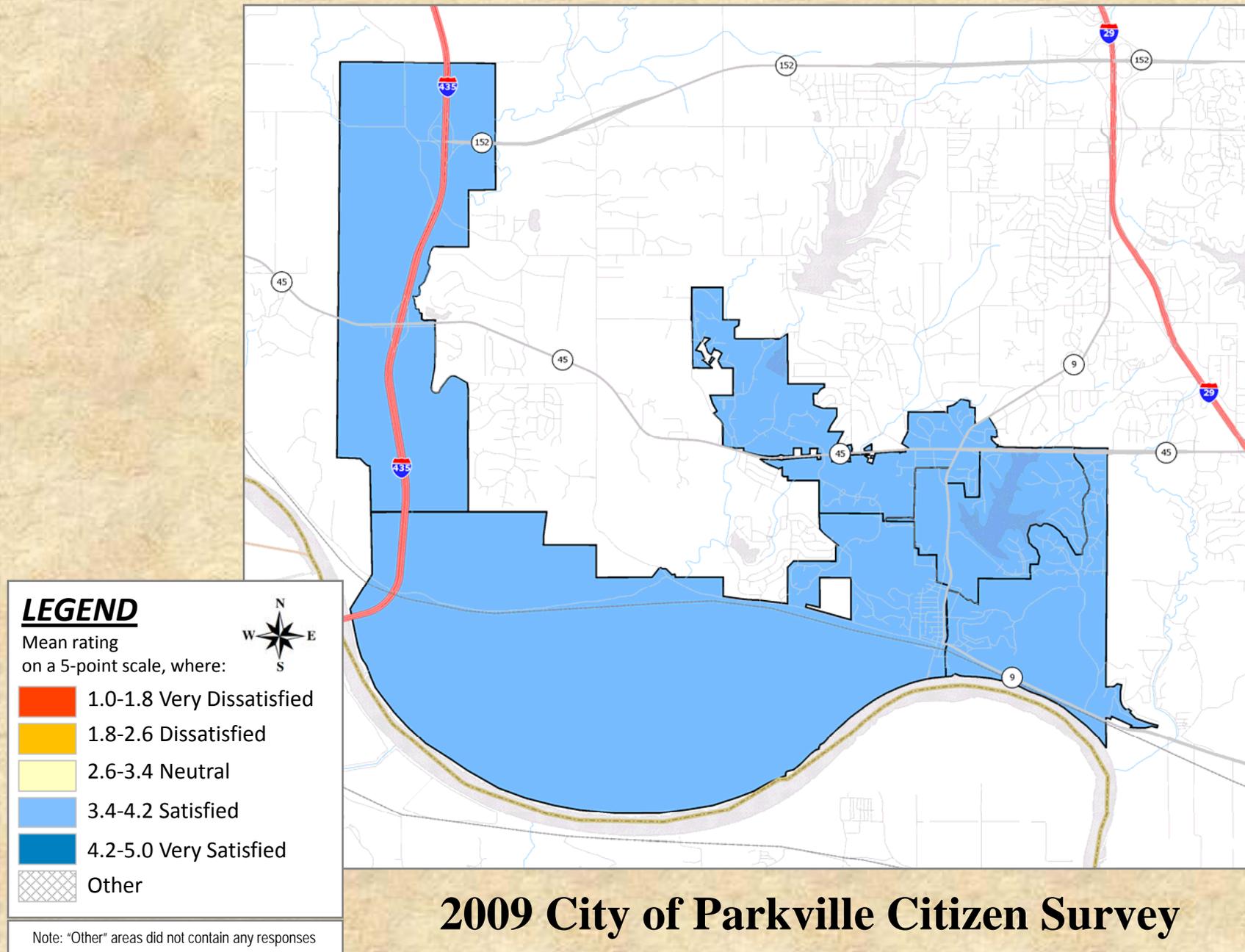
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

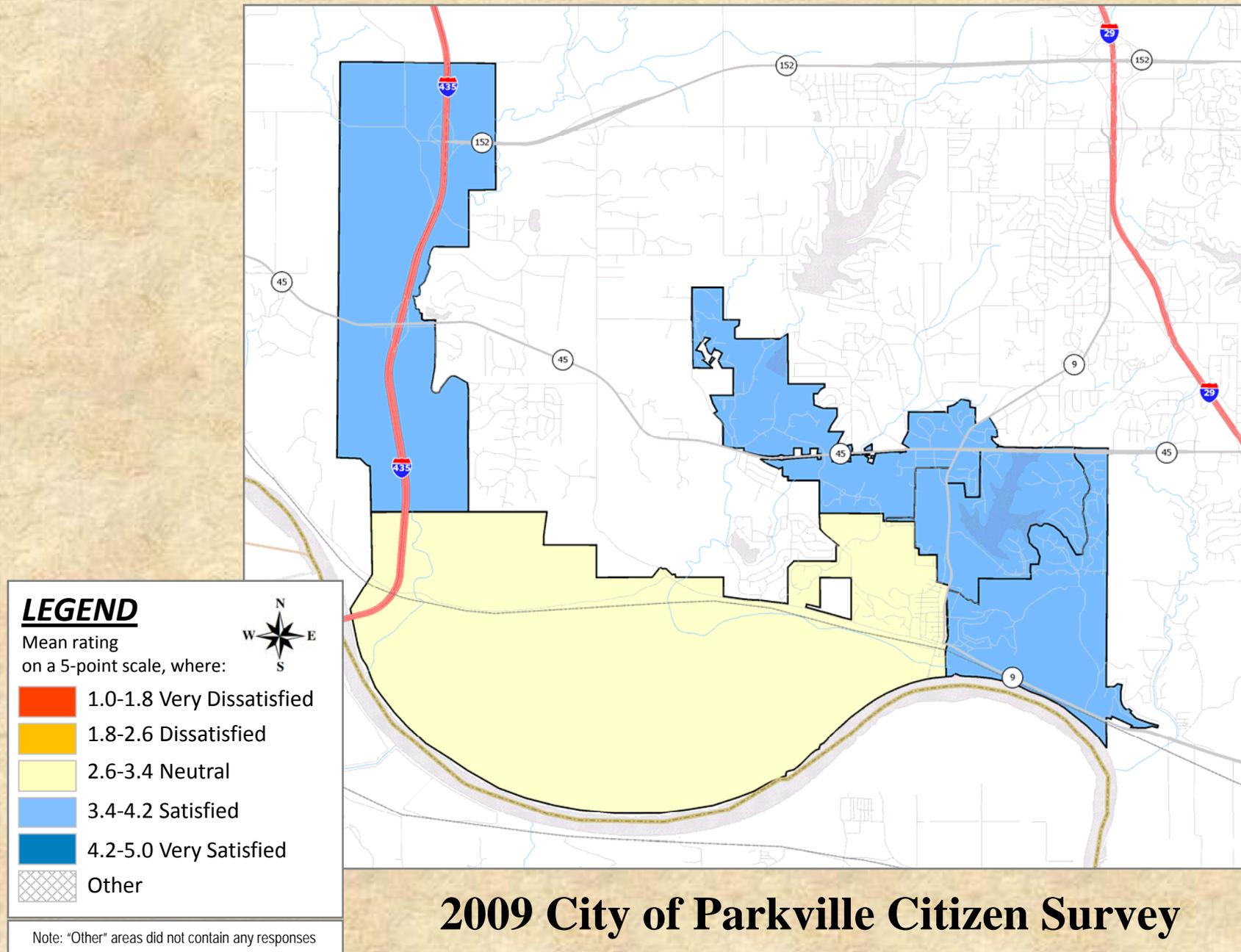
Q1e Overall enforcement of City codes and ordinances.



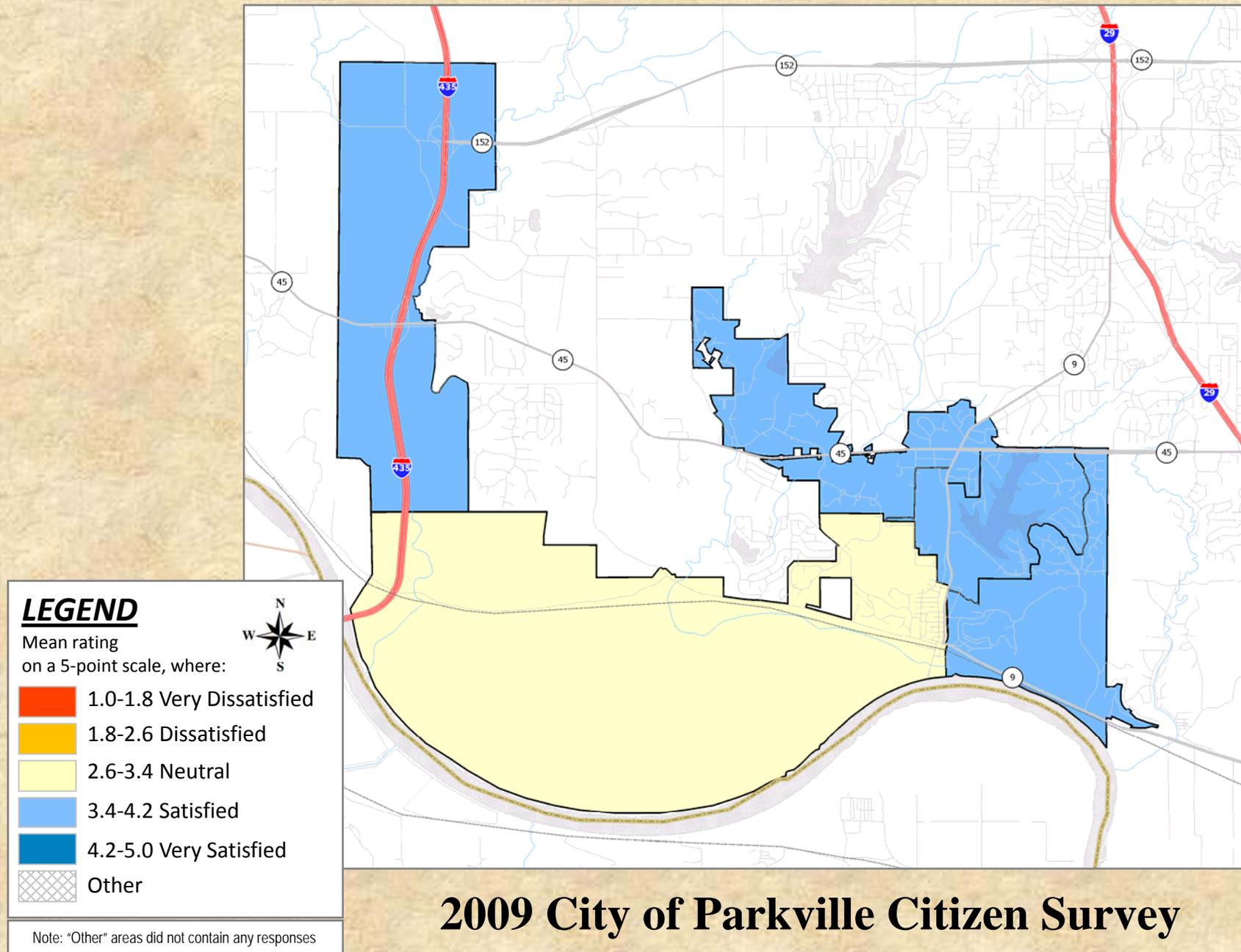
Q1f Customer service you receive from City employees.



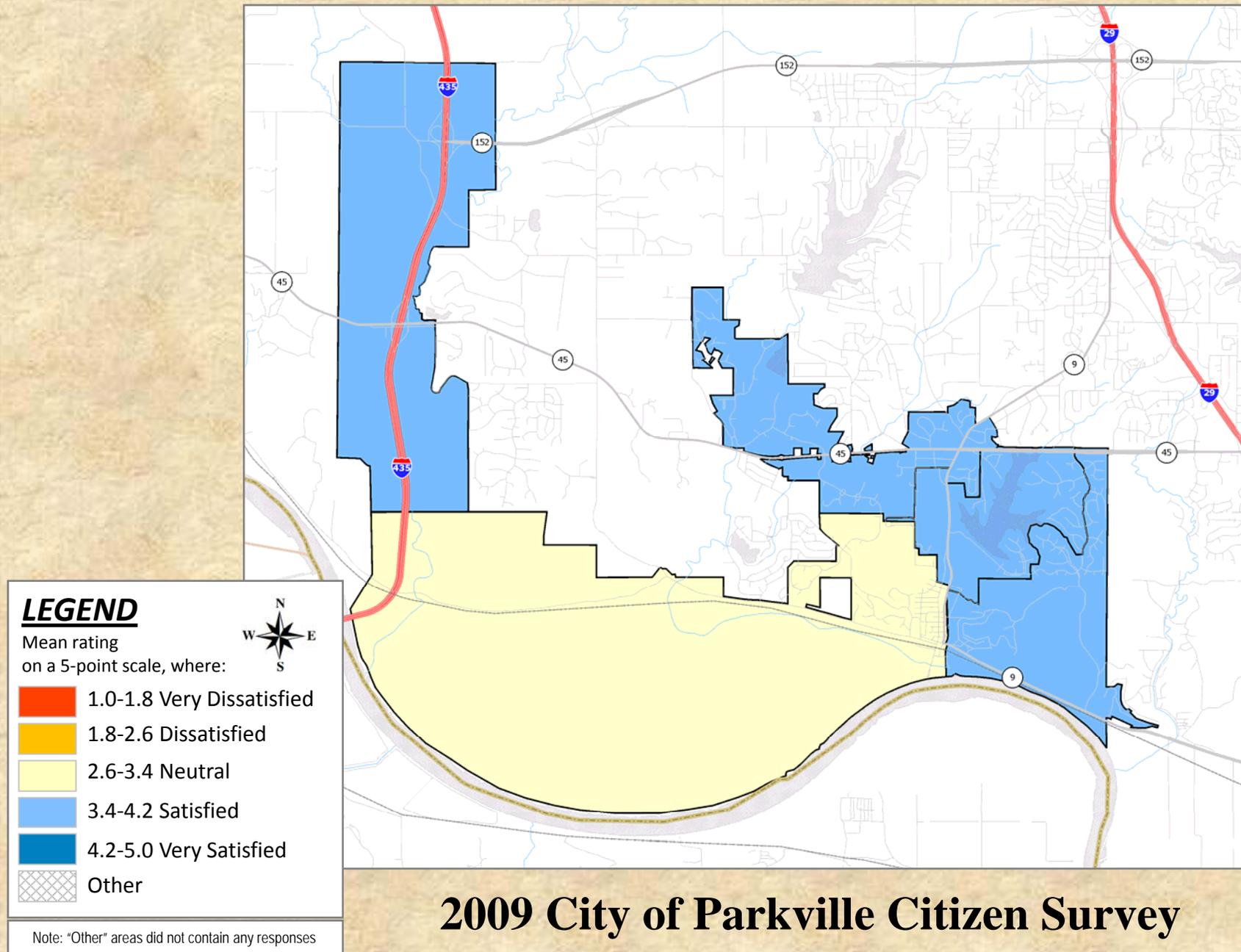
Q1g Effectiveness of City communication with the public.



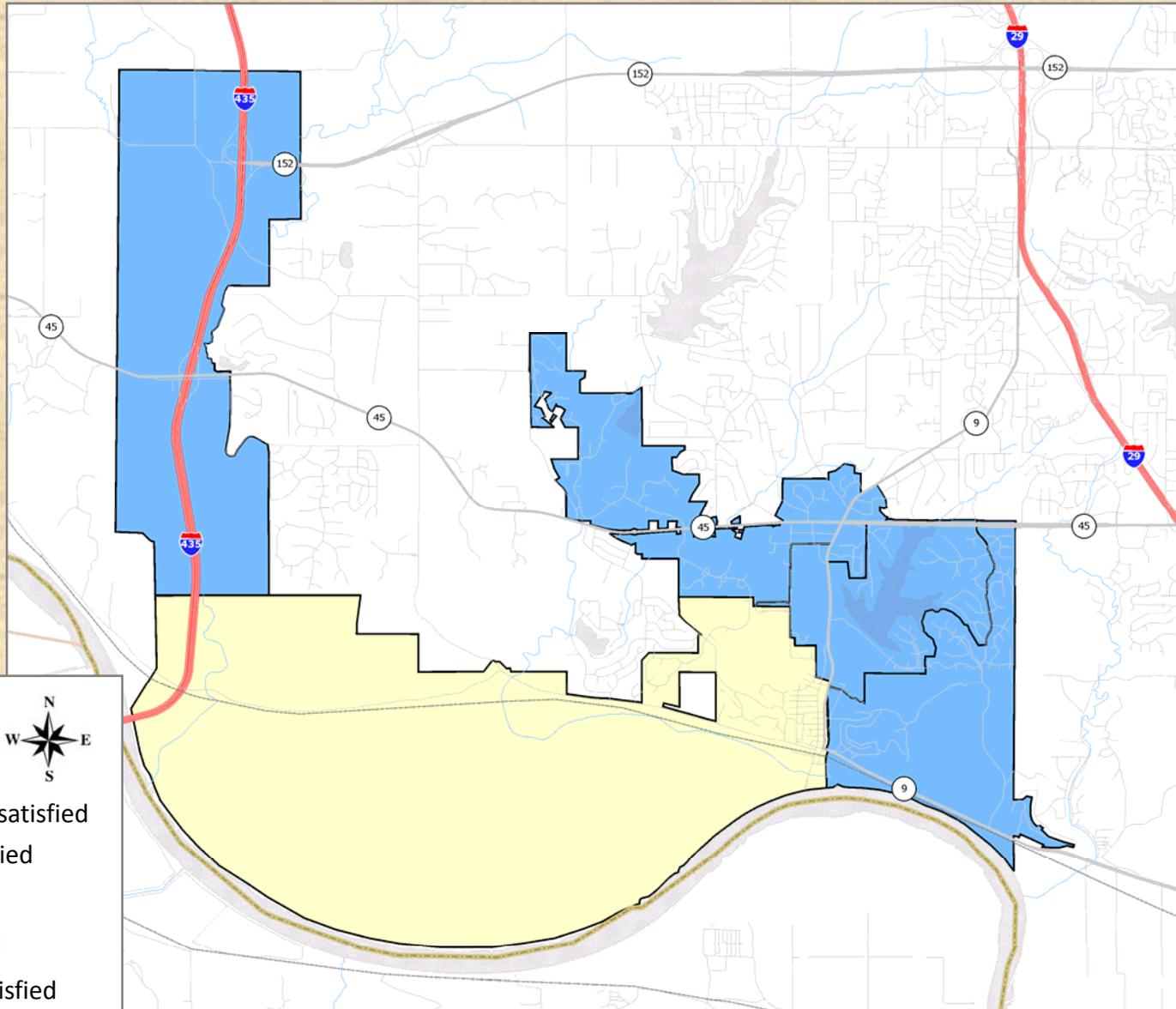
Q1h Overall effectiveness of community planning and development.



Q1i Storm water runoff/stormwater management.



Q1j Overall traffic and congestion management.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

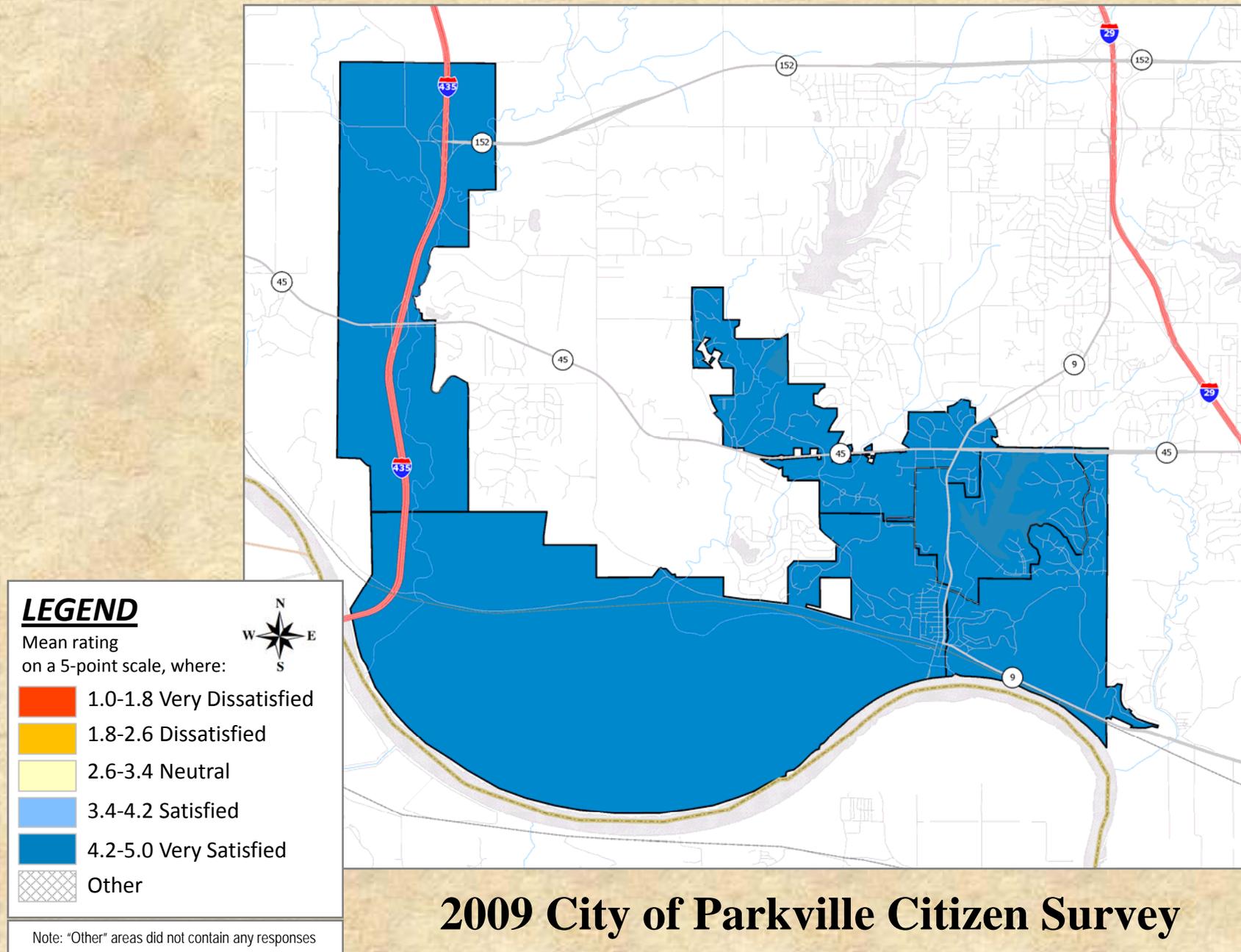


Note: "Other" areas did not contain any responses

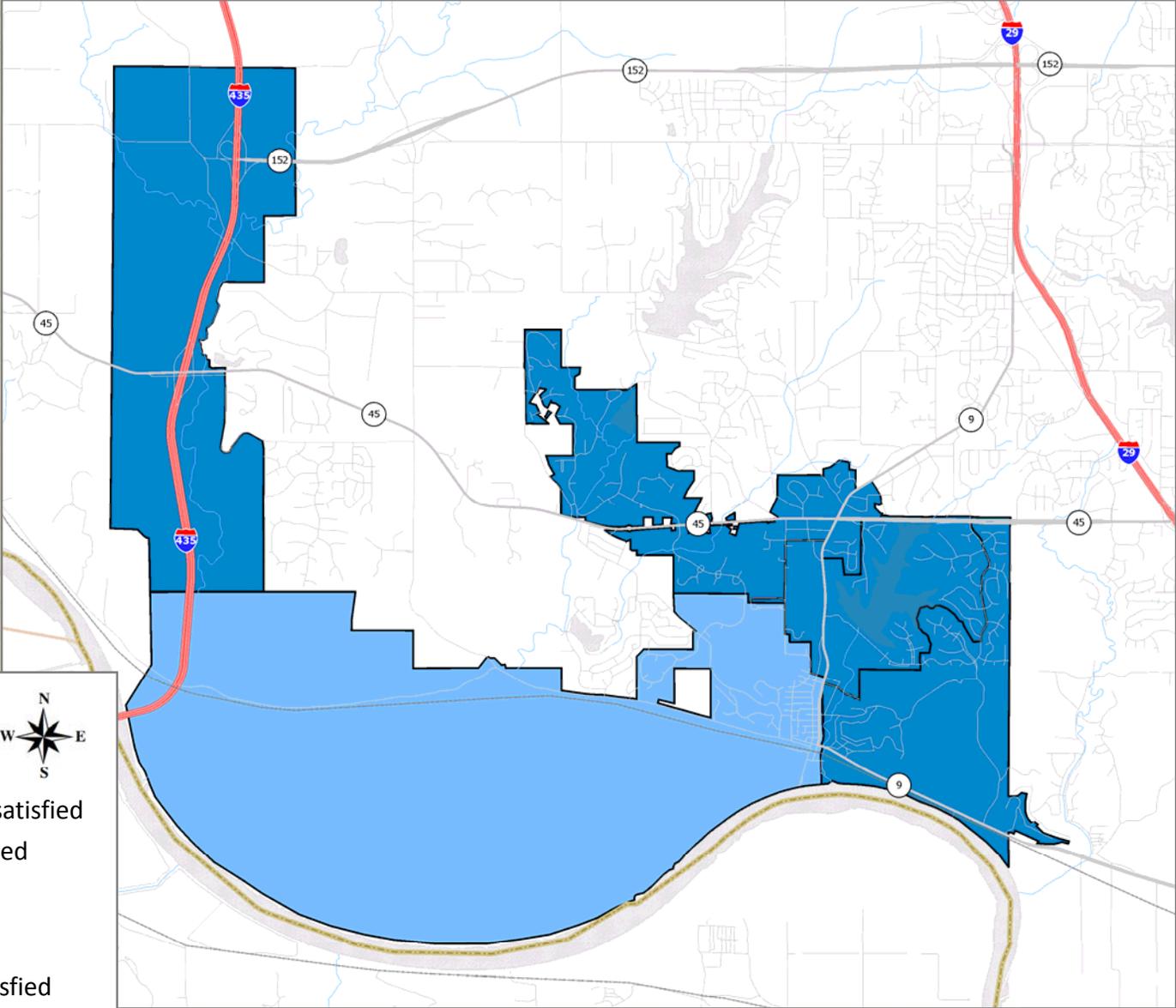
2009 City of Parkville Citizen Survey

PUBLIC SAFETY

Q3a Visibility of police in neighborhoods.



Q3b The City's efforts to prevent crime.



LEGEND

Mean rating on a 5-point scale, where:

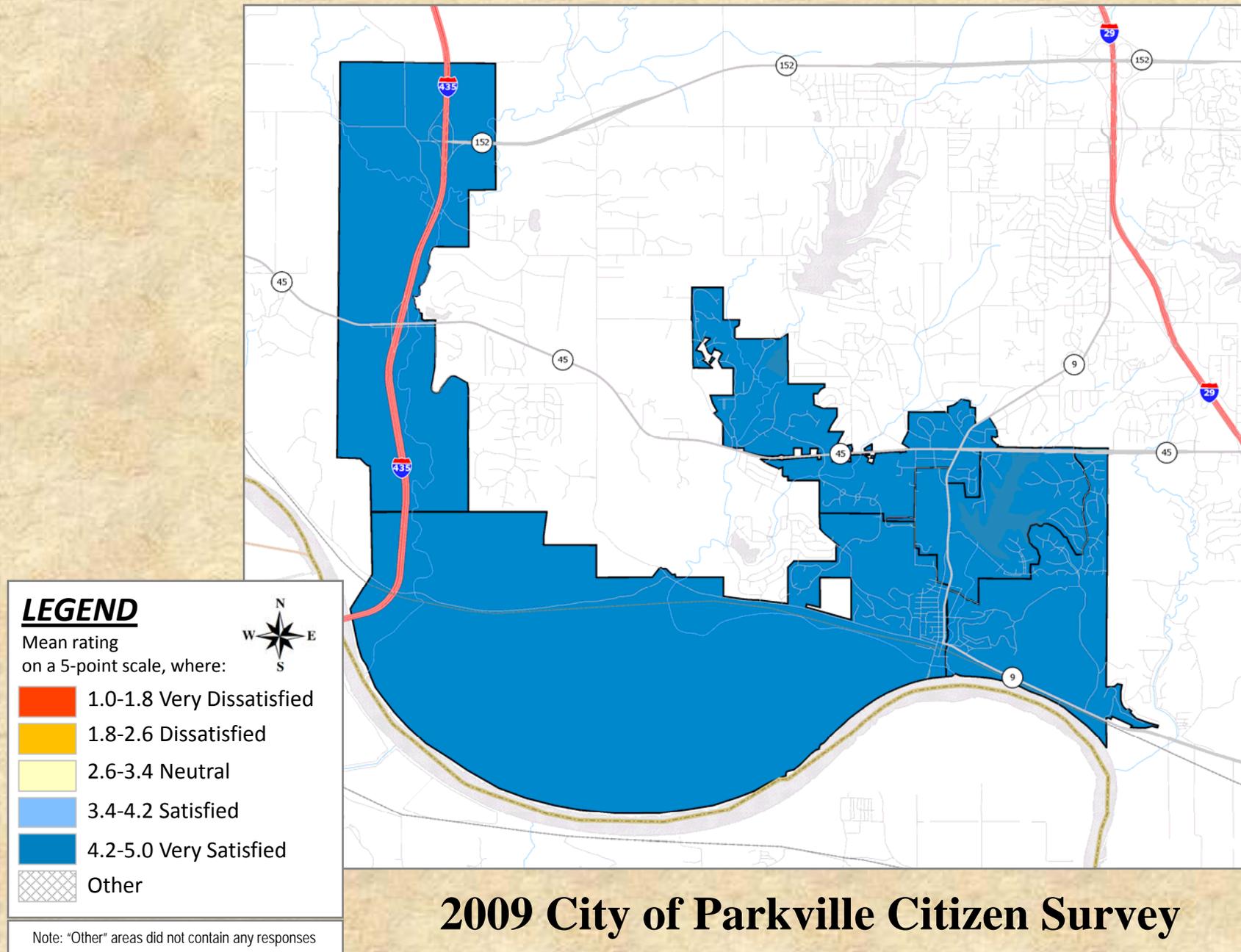
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



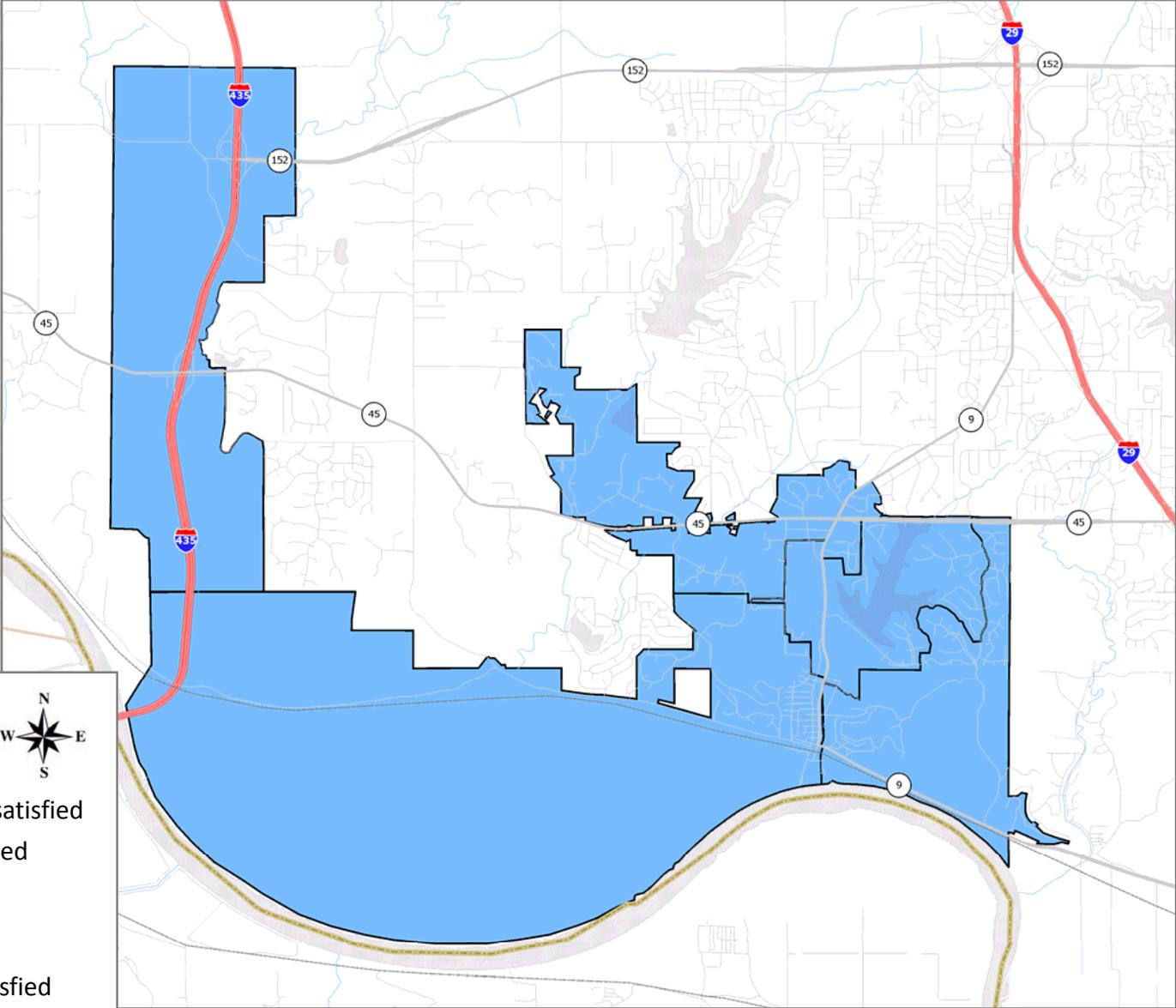
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q3c How quickly police respond to emergencies.



Q3d Enforcement of local traffic laws.



LEGEND

Mean rating on a 5-point scale, where:

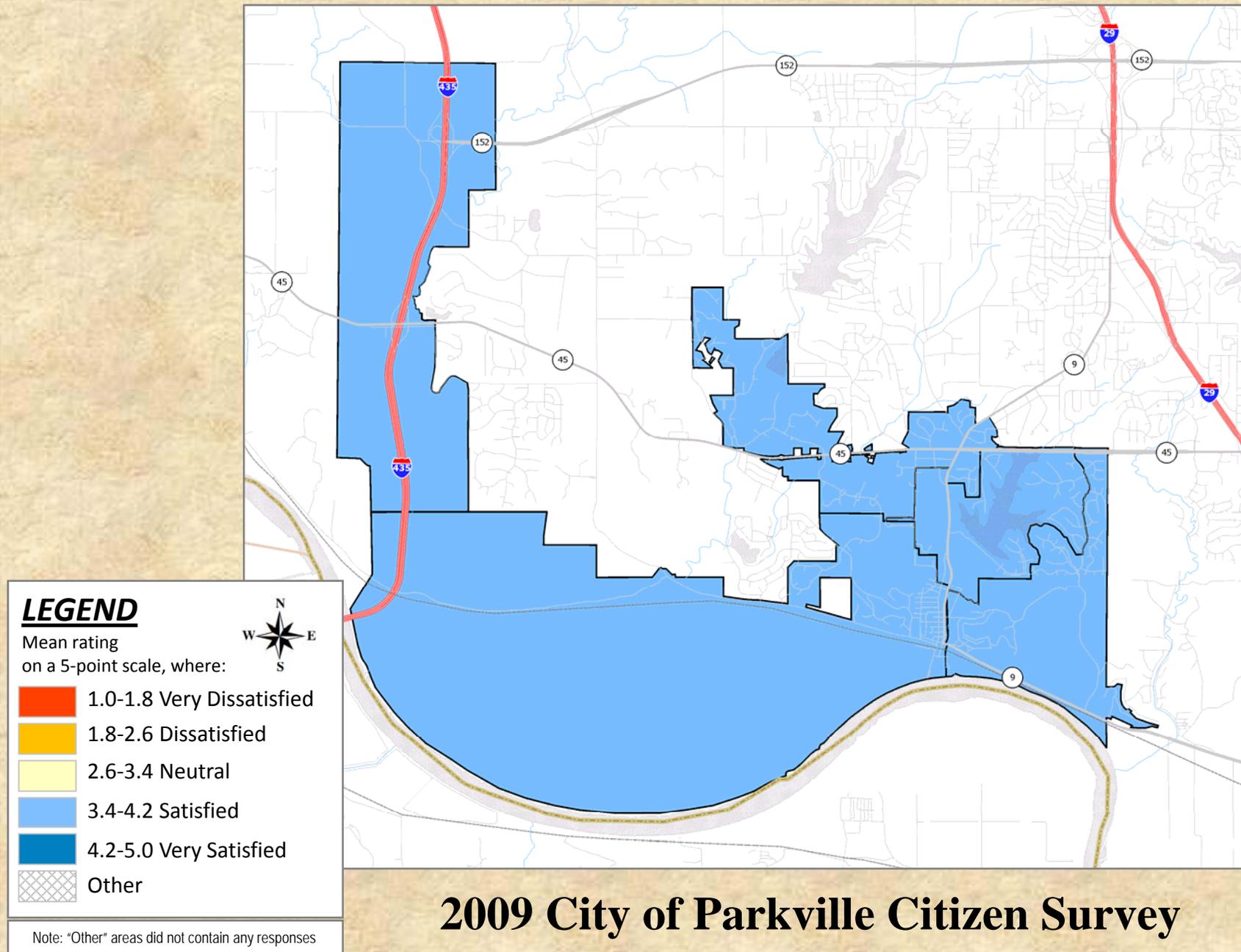
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



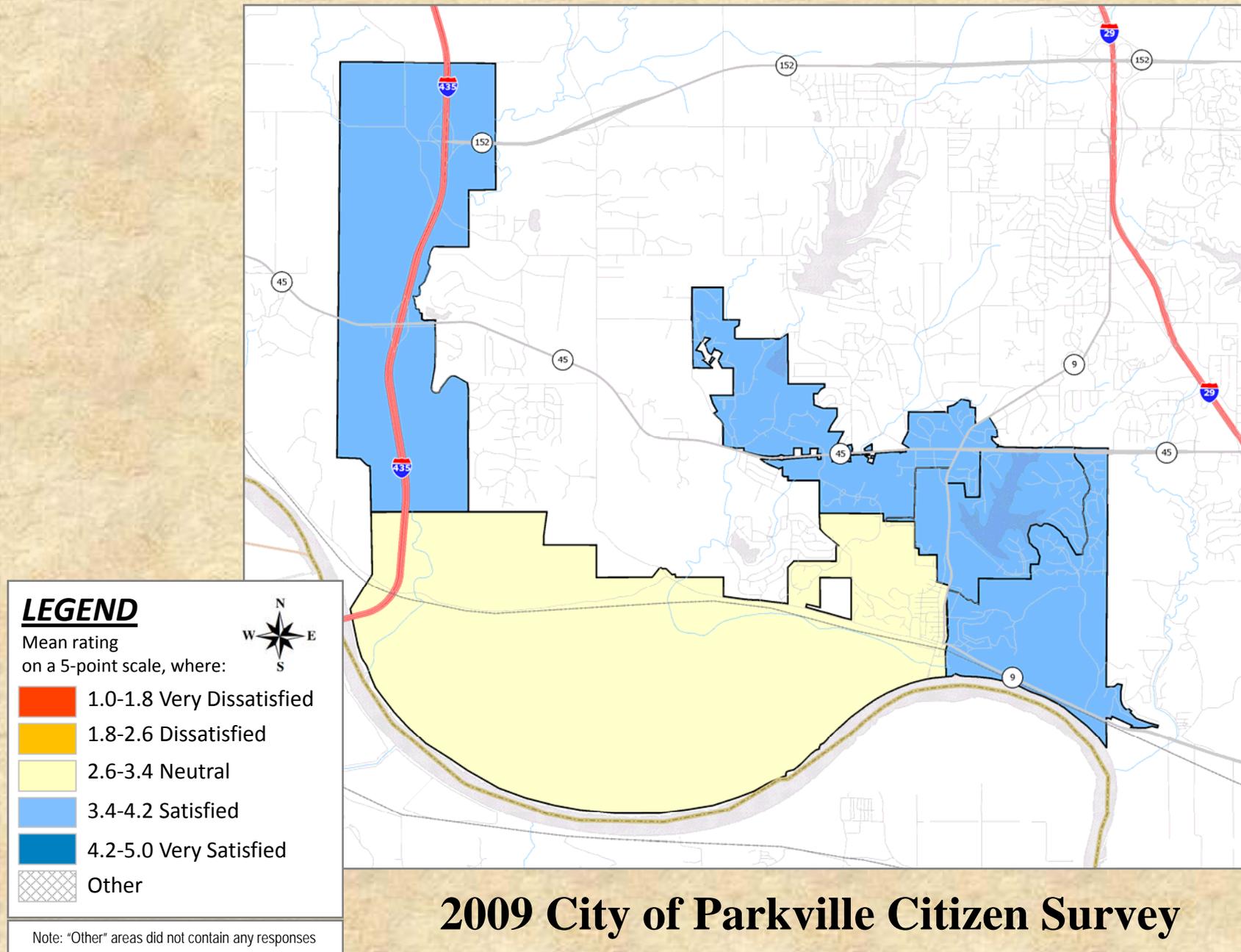
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q3e Police safety education programs.

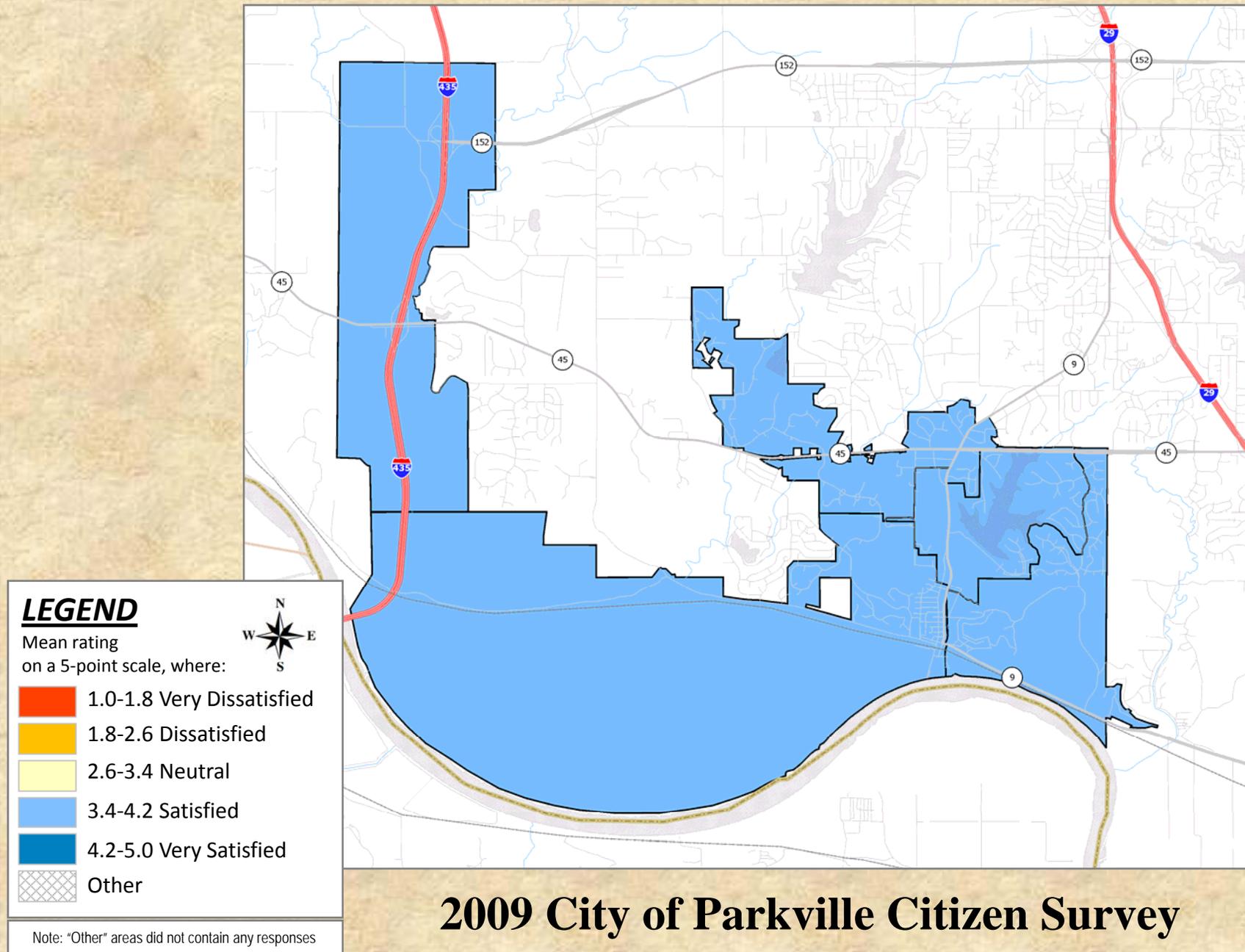


Q3f Quality of animal control.

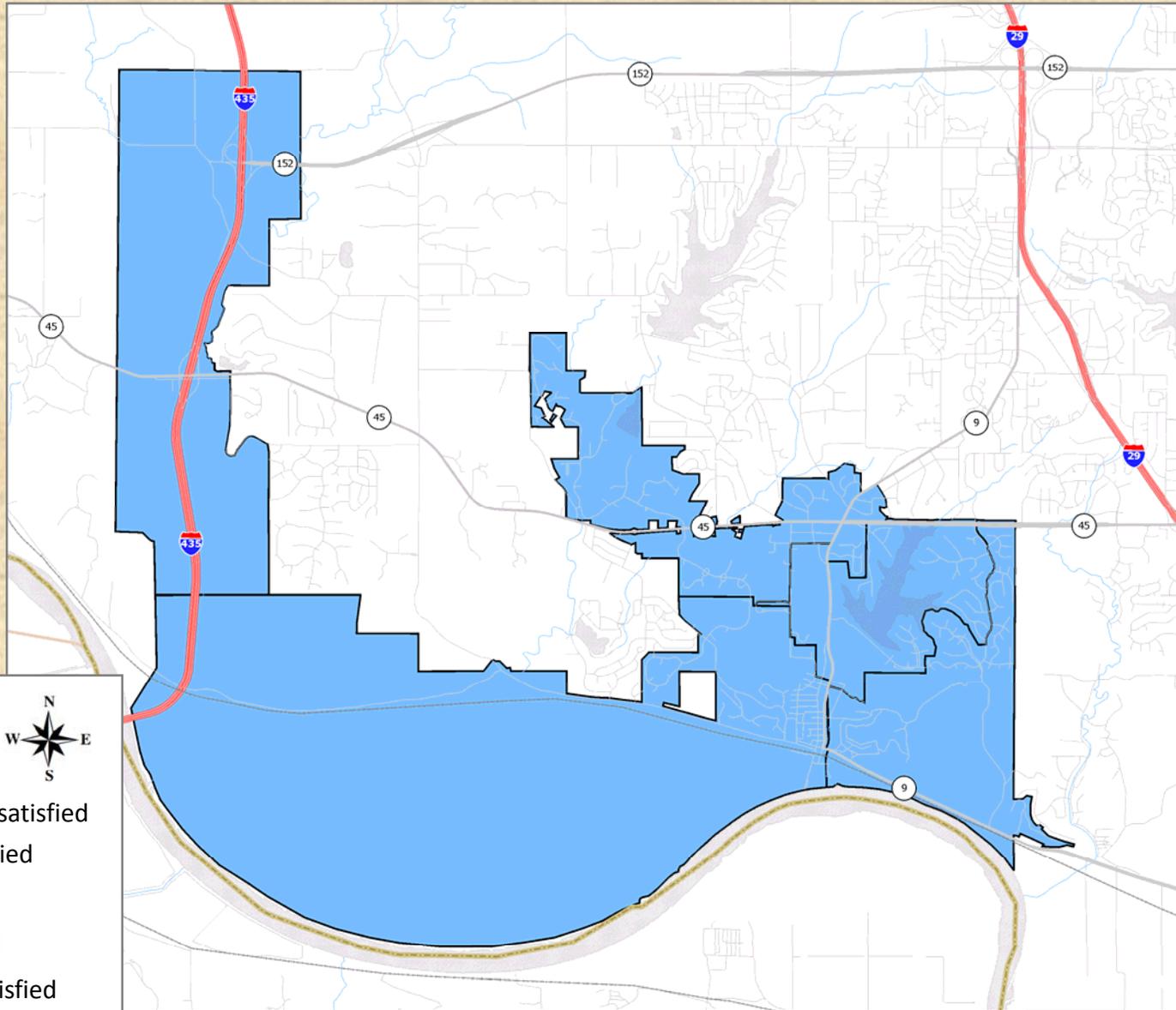


CITY MAINTENANCE

Q6a Maintenance of major city streets.



Q6b Maintenance of streets in your neighborhood.



LEGEND

Mean rating on a 5-point scale, where:

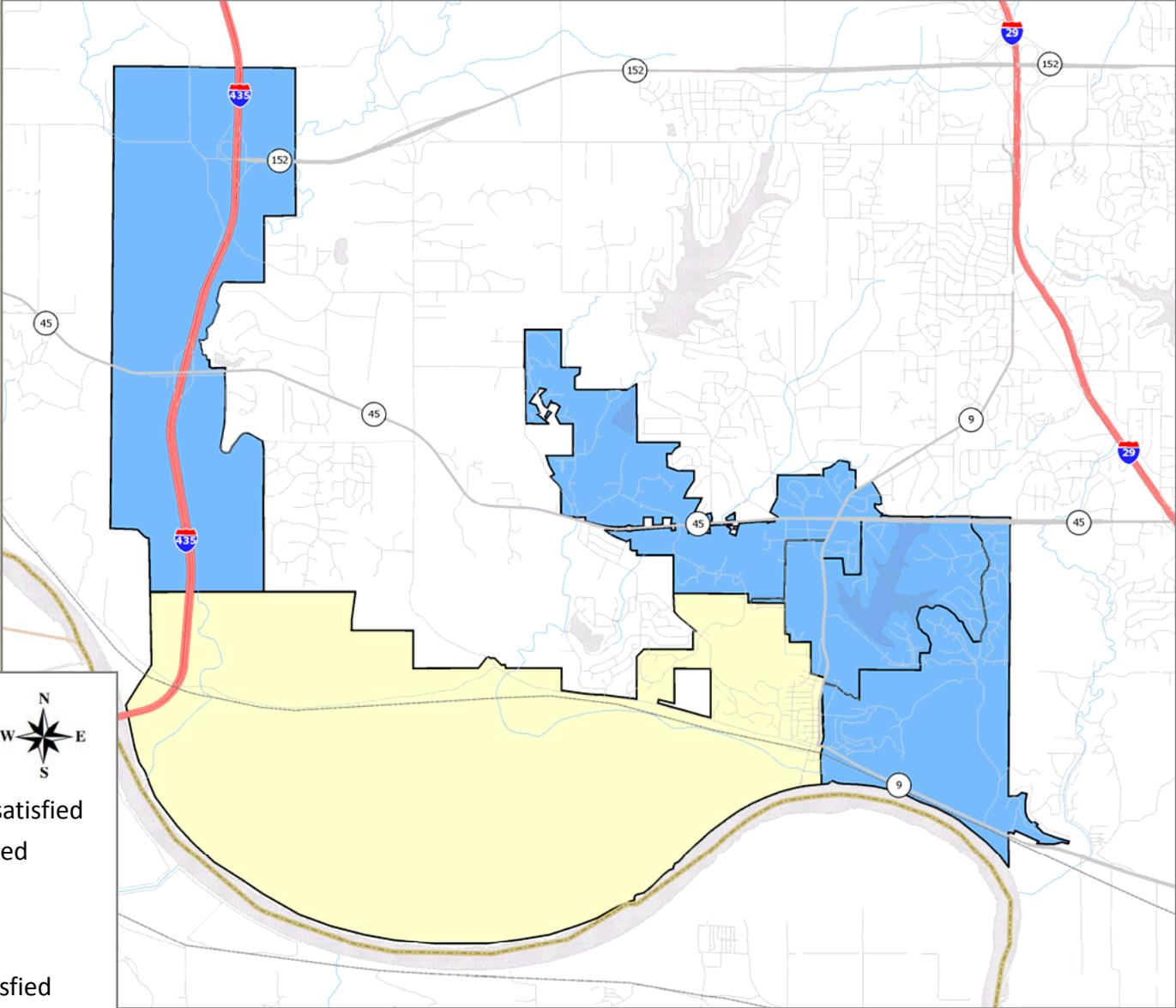
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q6c Maintenance of sidewalks in the City.



LEGEND

Mean rating on a 5-point scale, where:

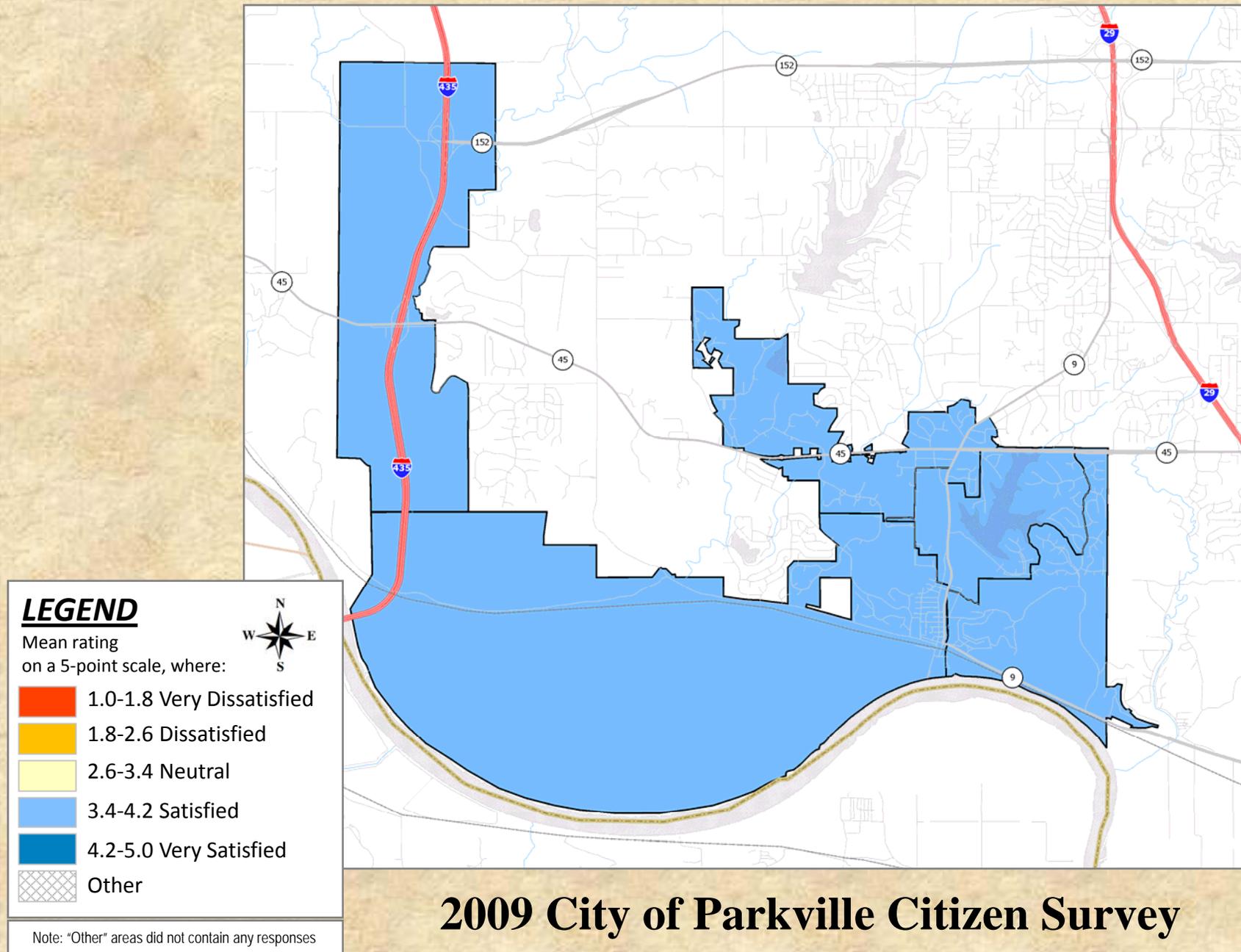
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



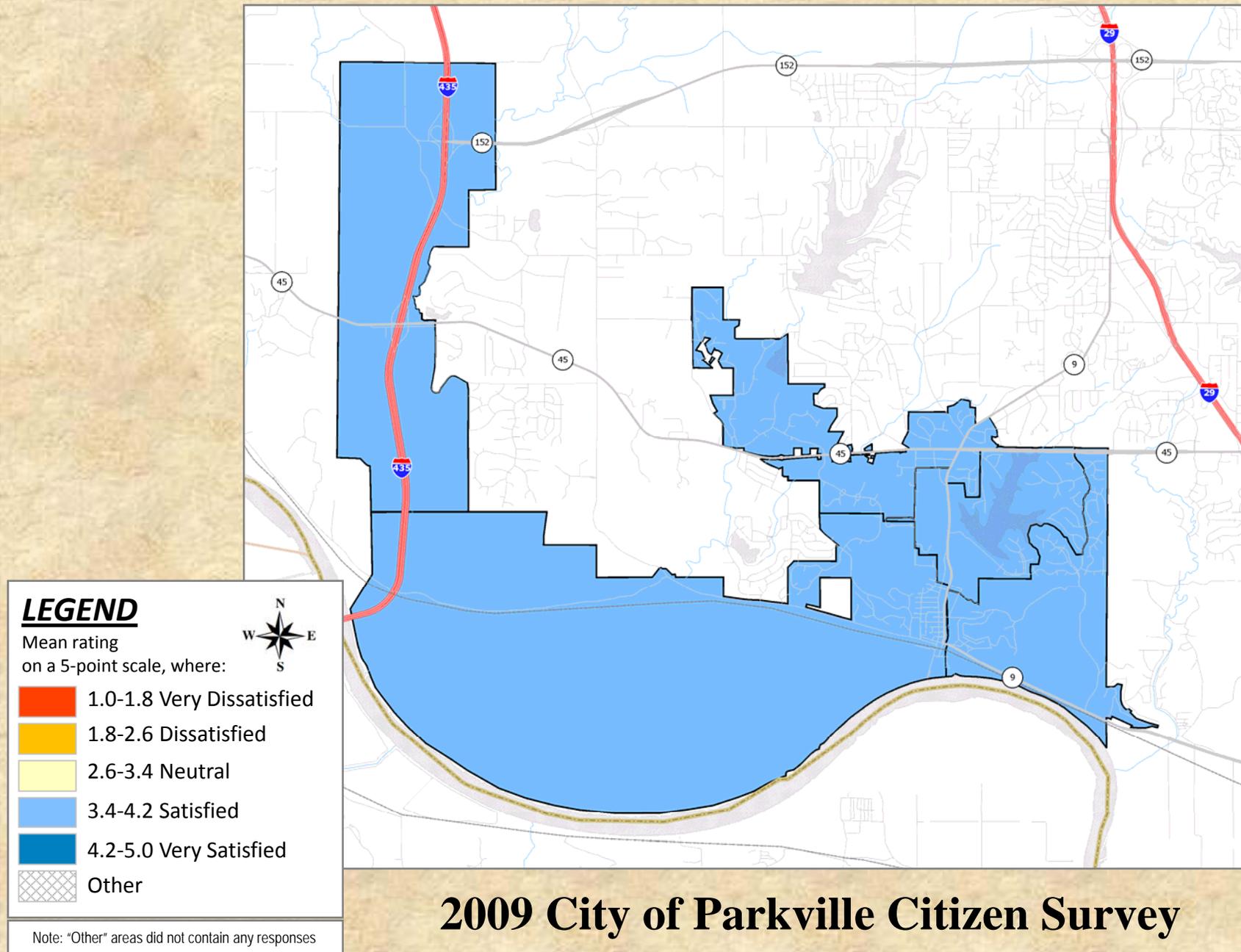
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

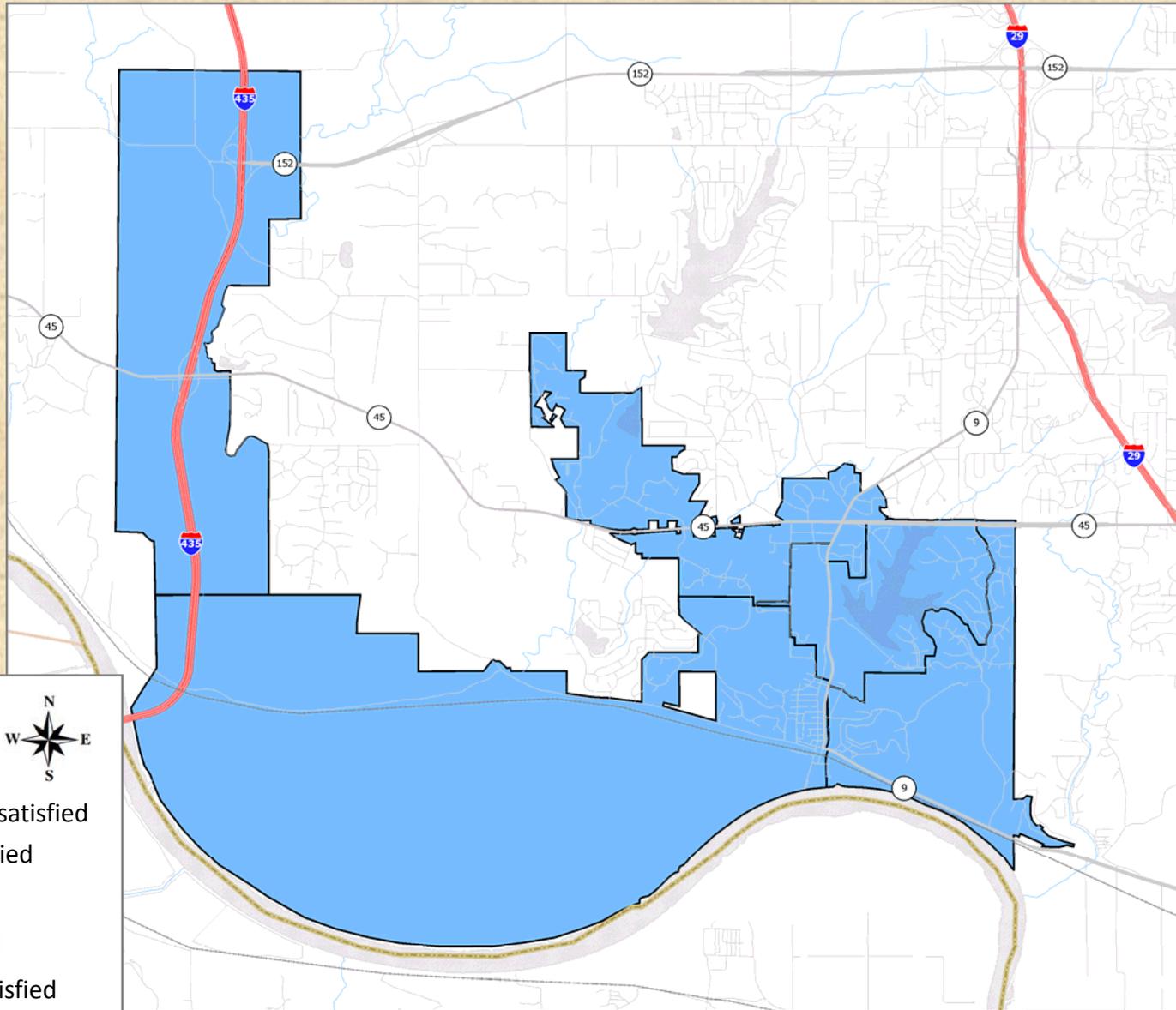
Q6d Maintenance of street signs and traffic signals.



Q6e Maintenance and preservation of downtown Parkville.



Q6f Maintenance of City buildings.



LEGEND

Mean rating on a 5-point scale, where:

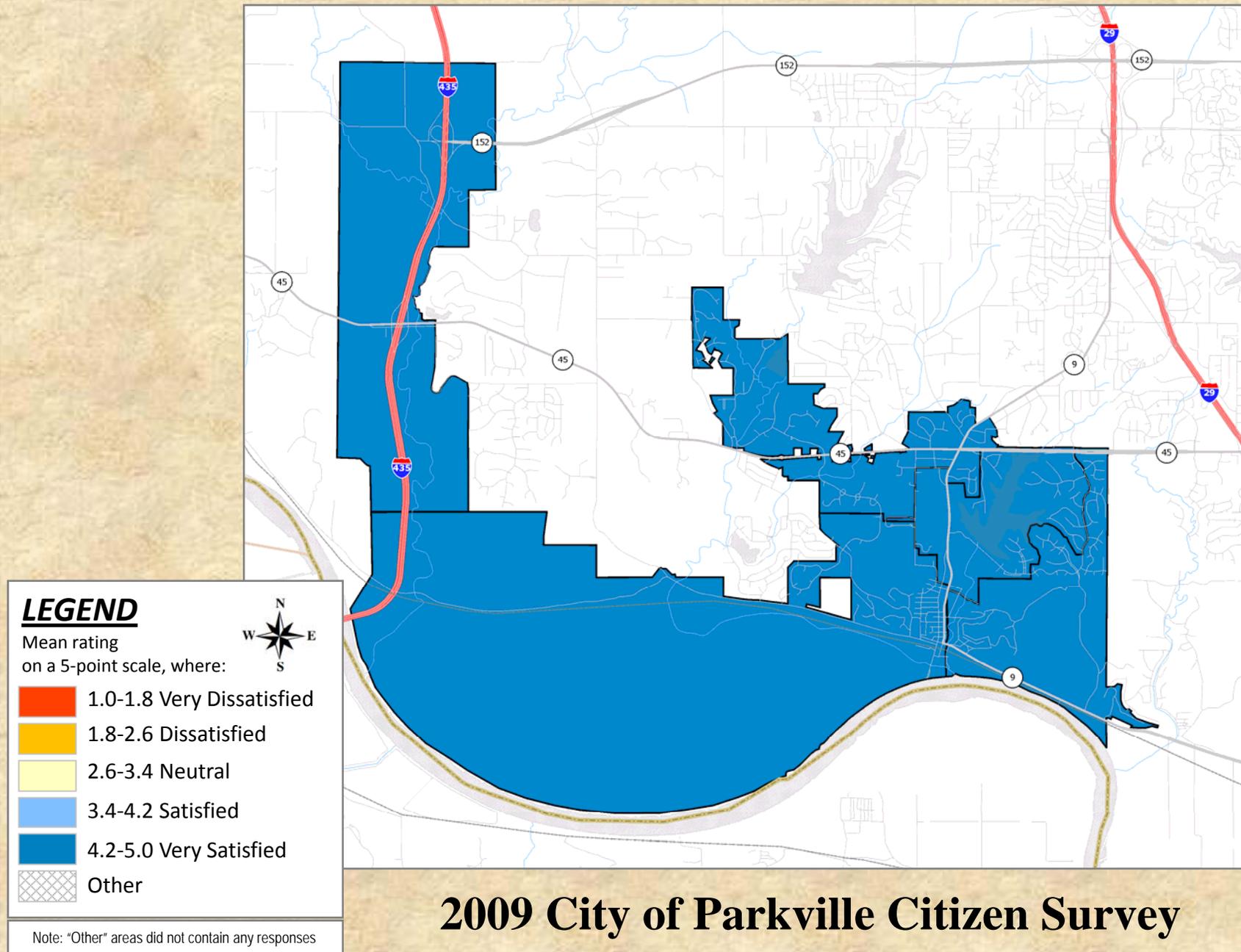
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



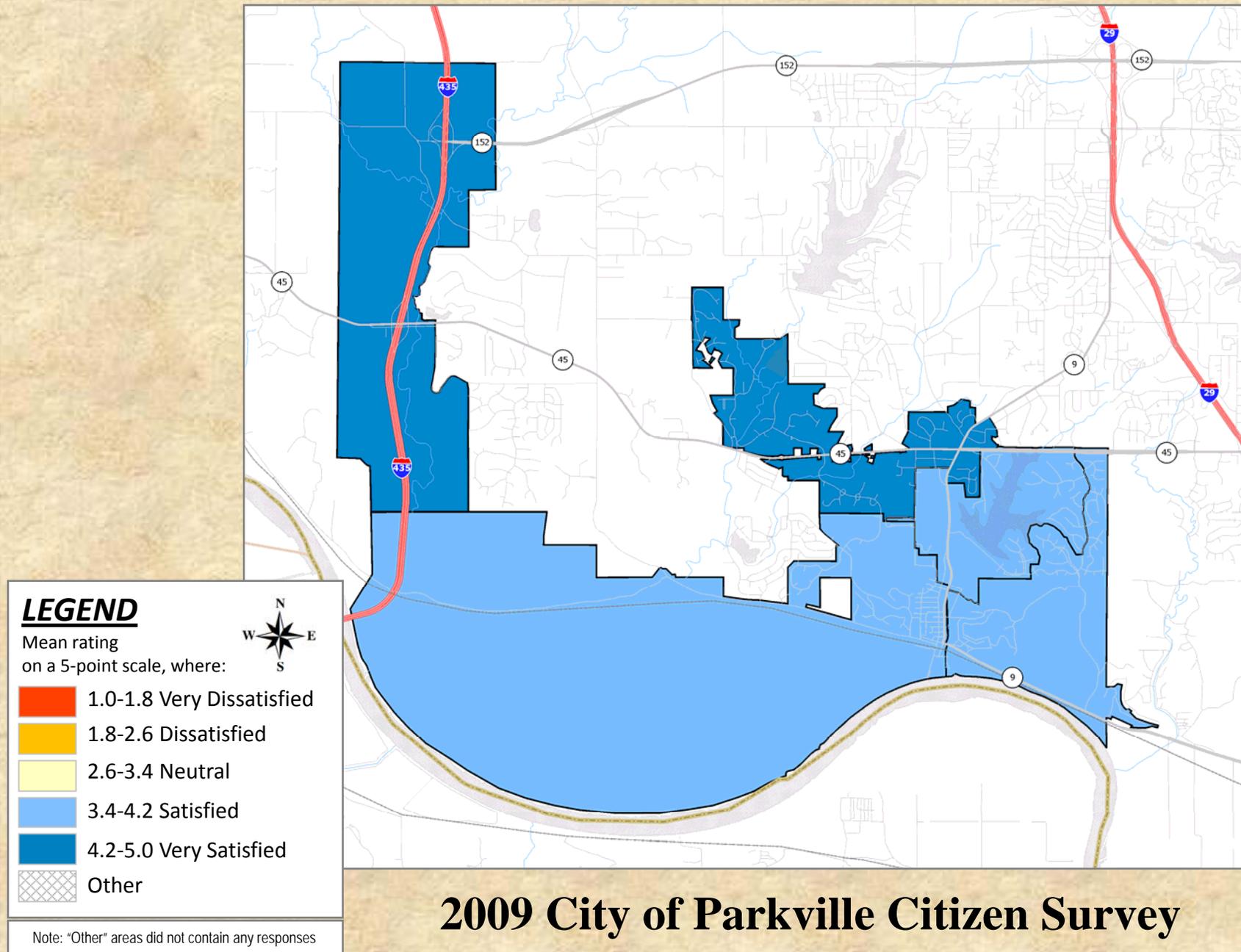
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

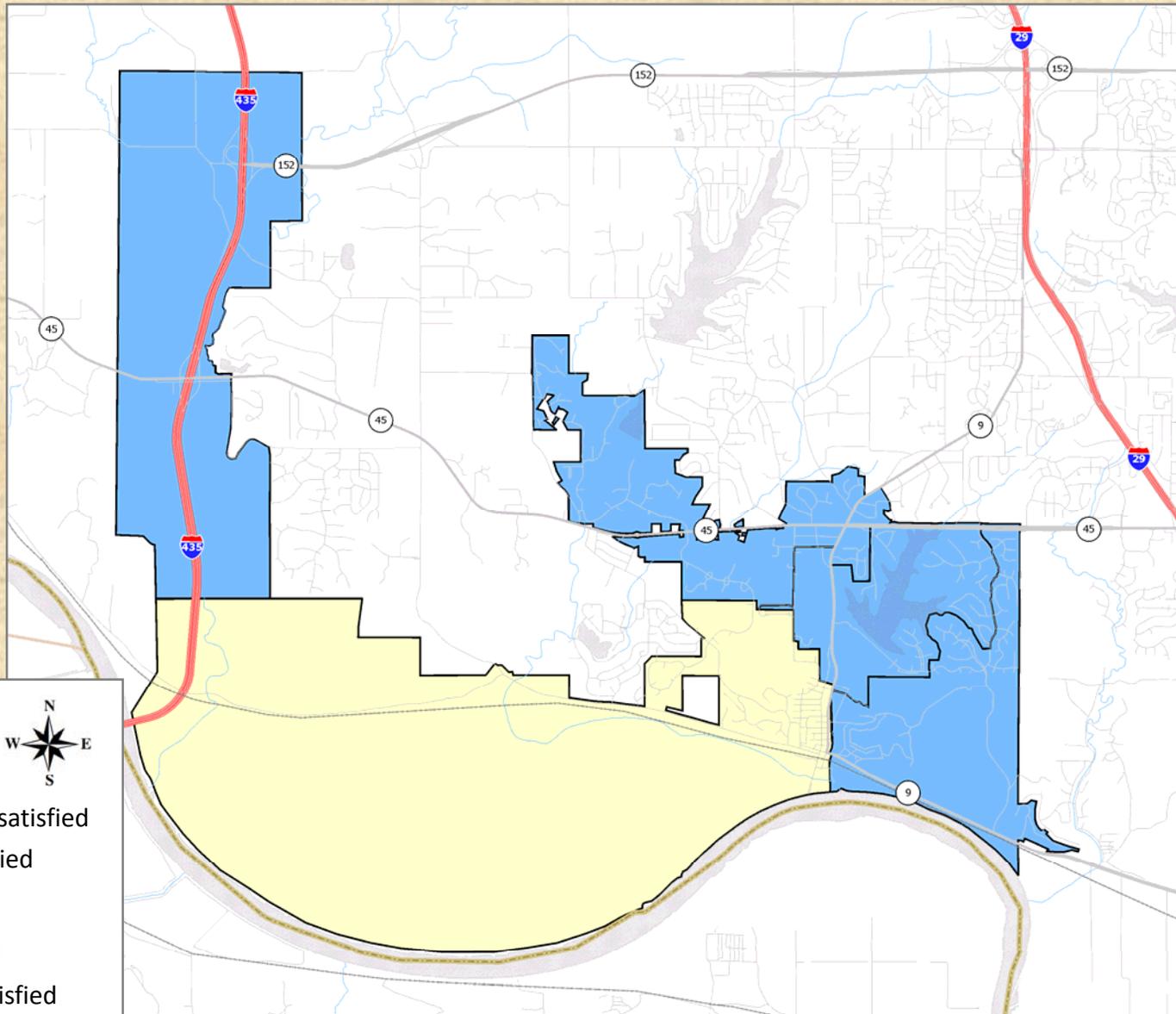
Q6g Snow removal on neighborhood streets.



Q6h Overall cleanliness of City streets and other public service areas.



Q6i Management of stormwater drainage system.



LEGEND

Mean rating
on a 5-point scale, where:

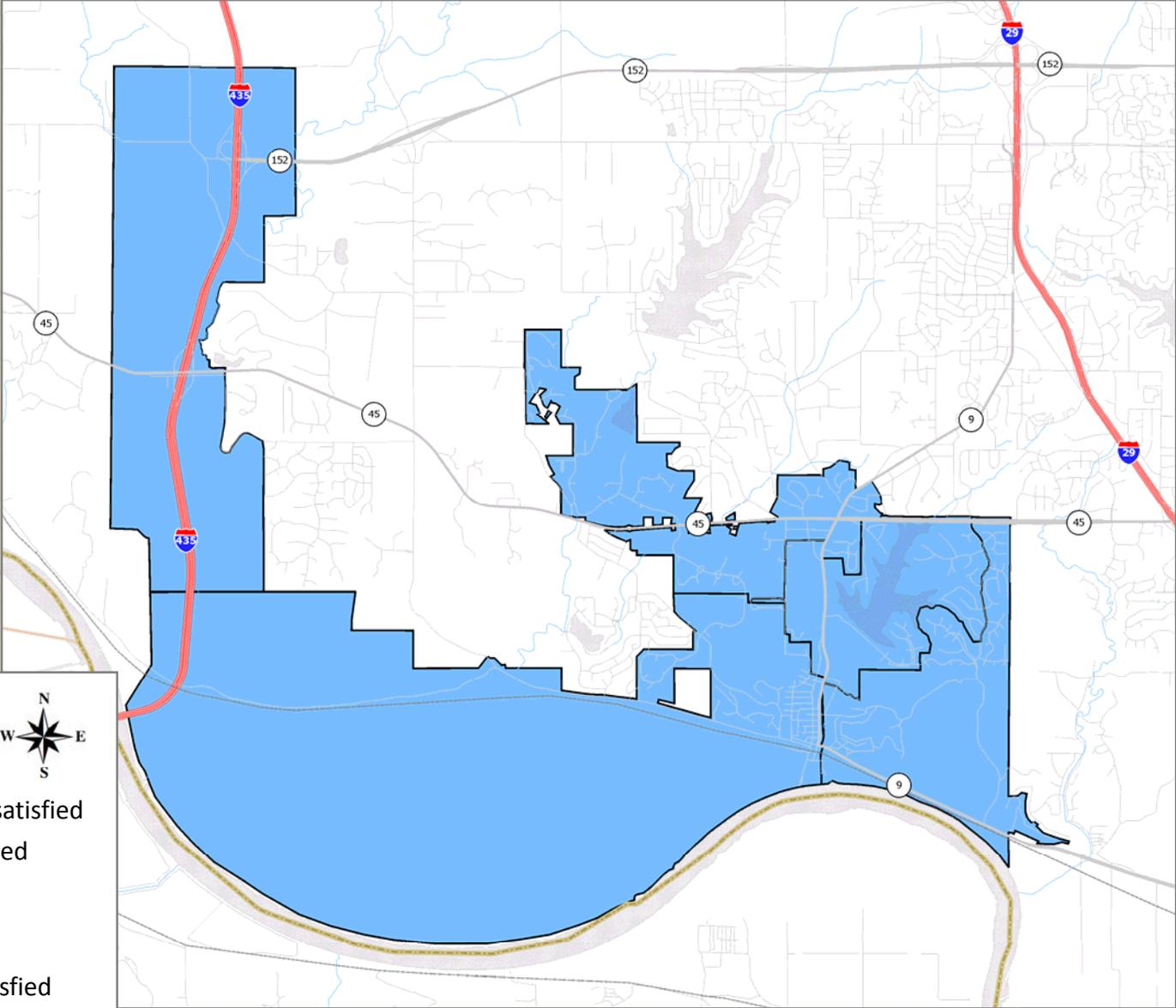
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q6j Maintenance of sanitary sewer systems.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

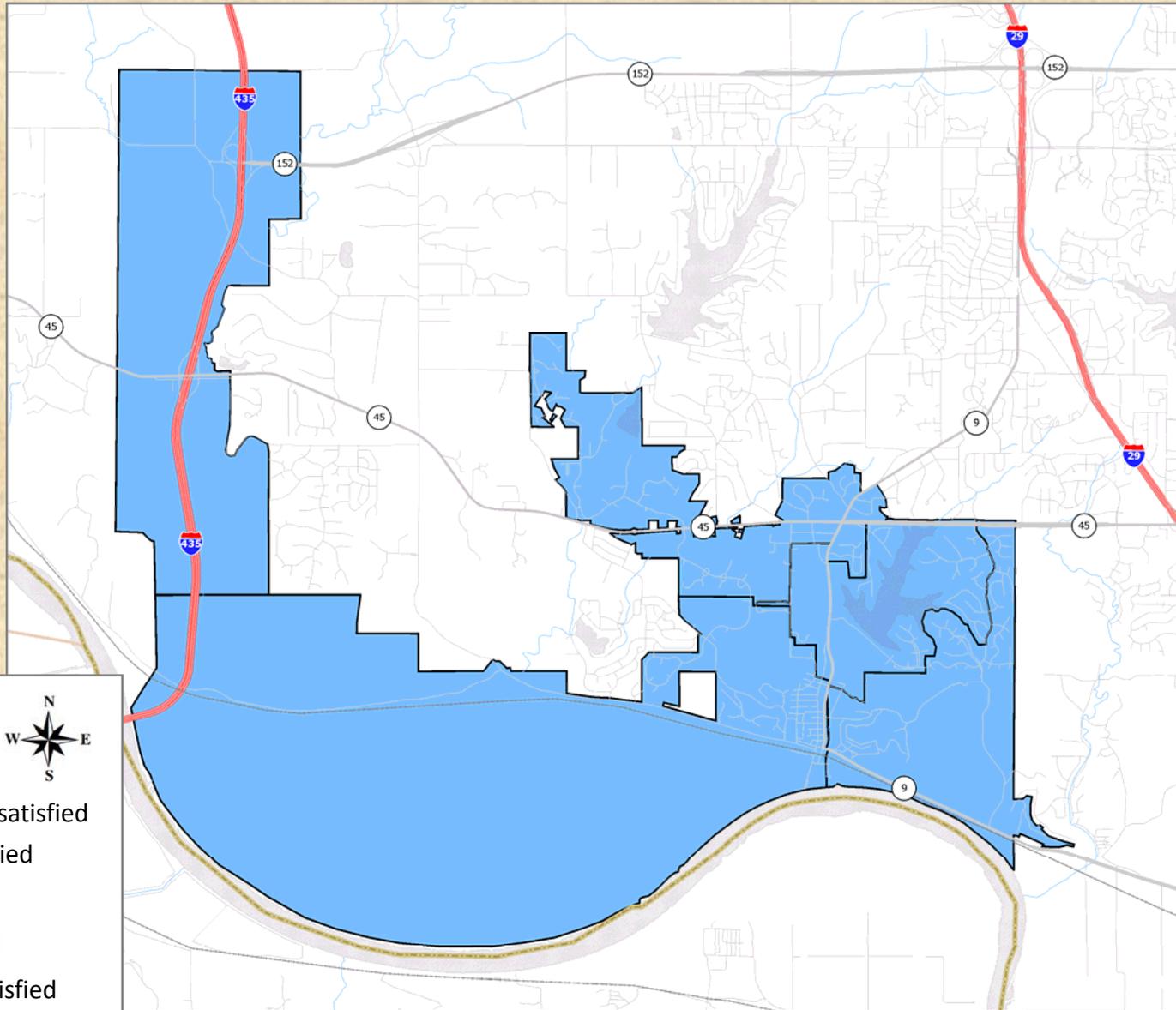


Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

PARKS AND RECREATION

Q13a Maintenance of City parks.



LEGEND

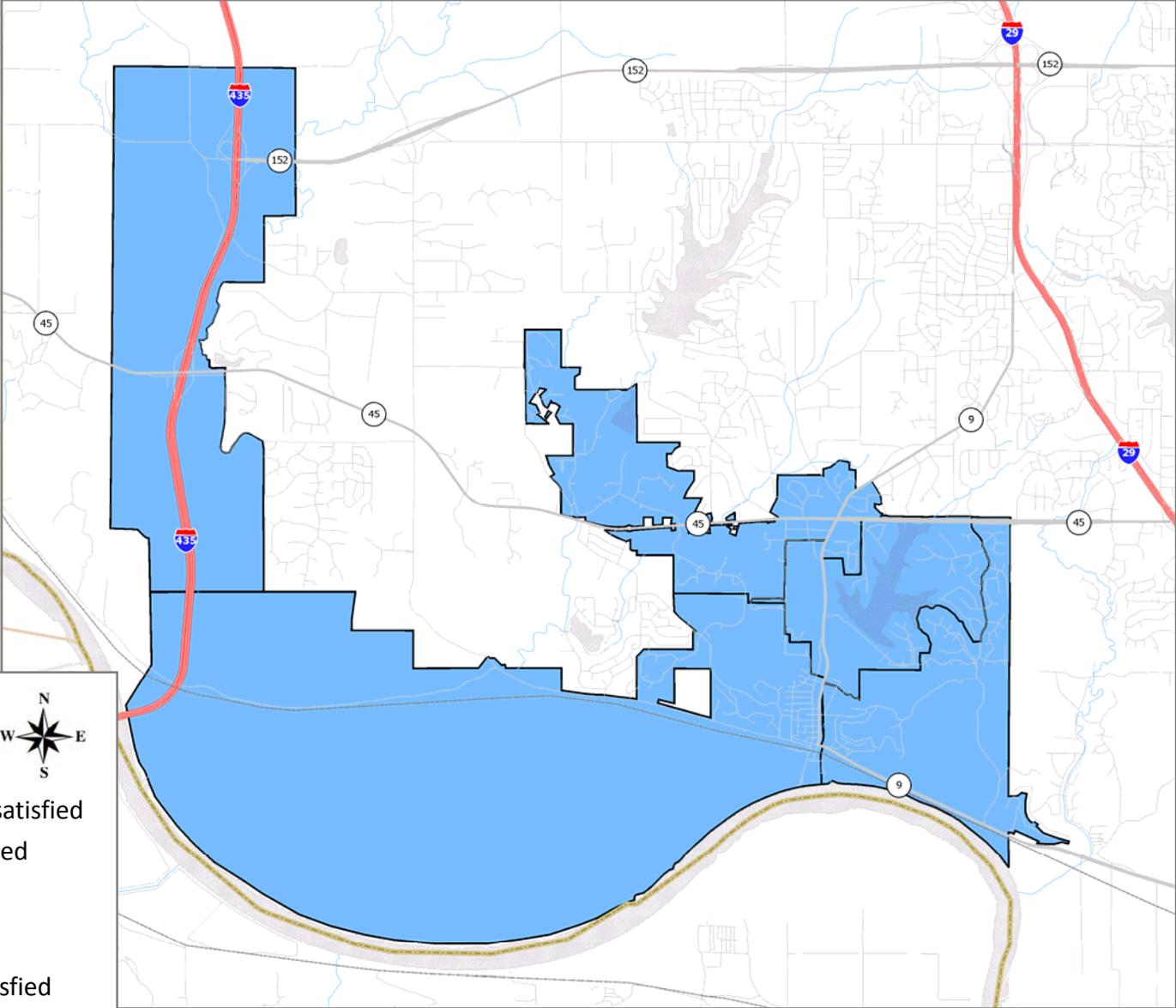
Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13b Number of City parks.



LEGEND

Mean rating on a 5-point scale, where:

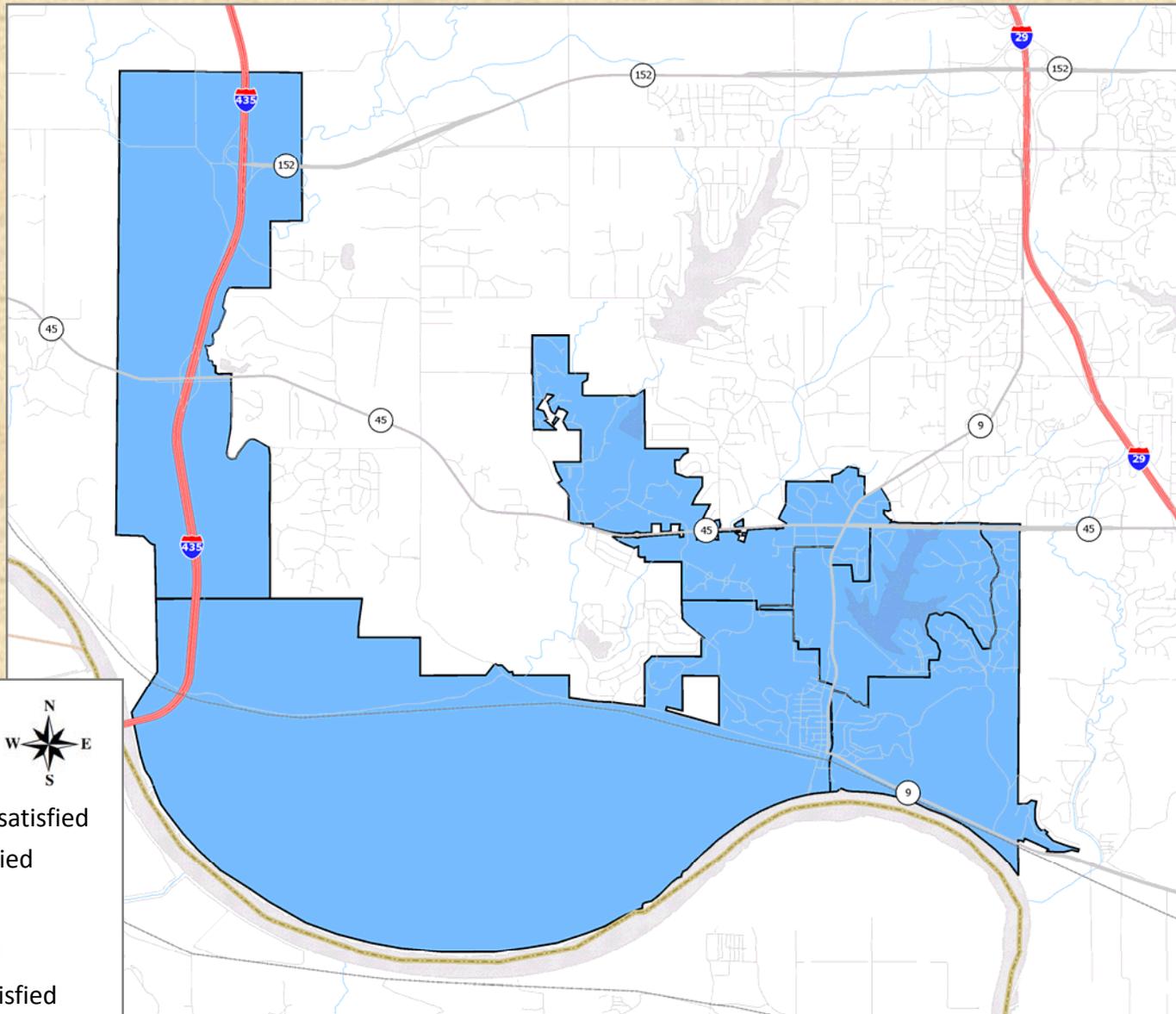
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13c Number of walking and biking trails.



LEGEND

Mean rating on a 5-point scale, where:

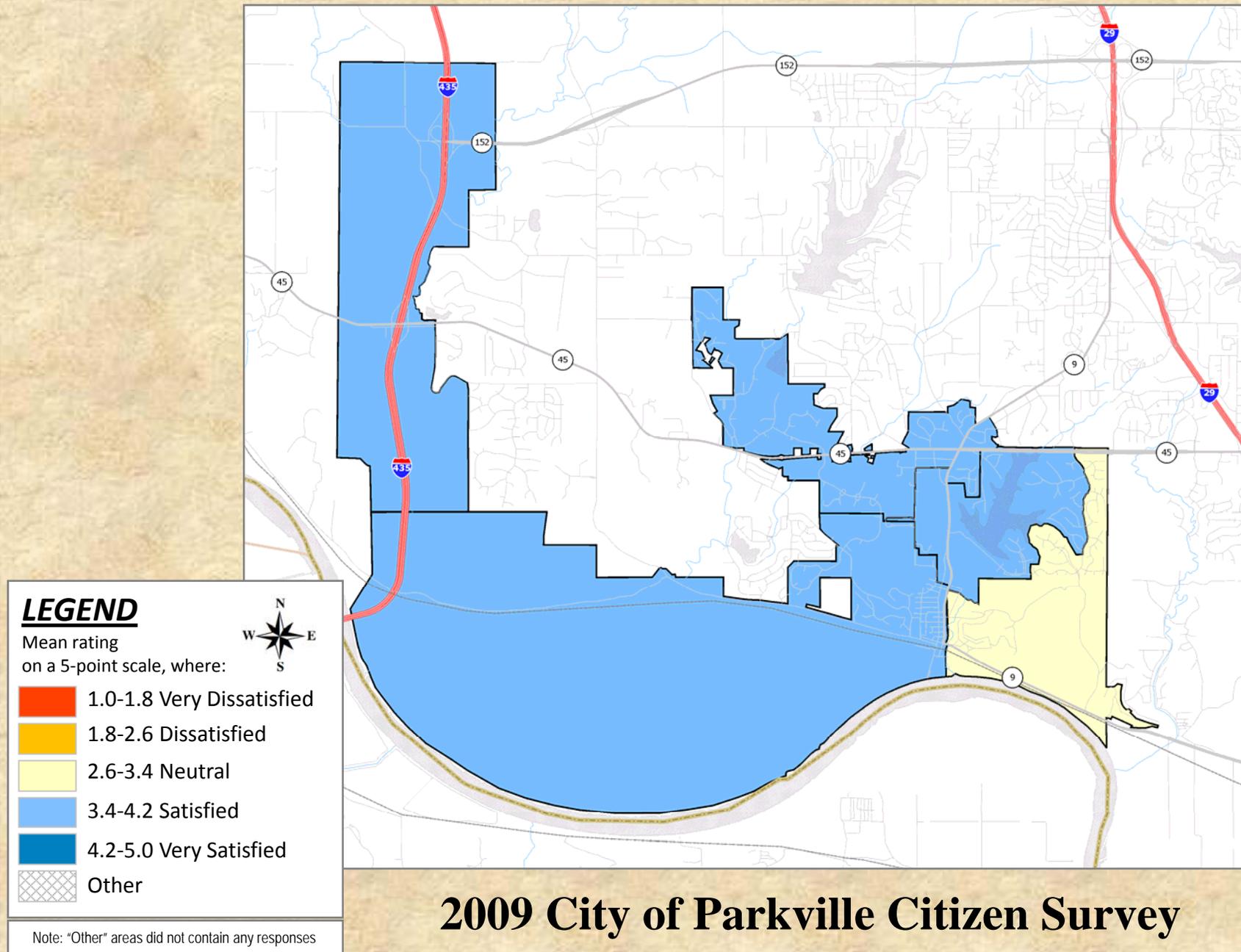
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



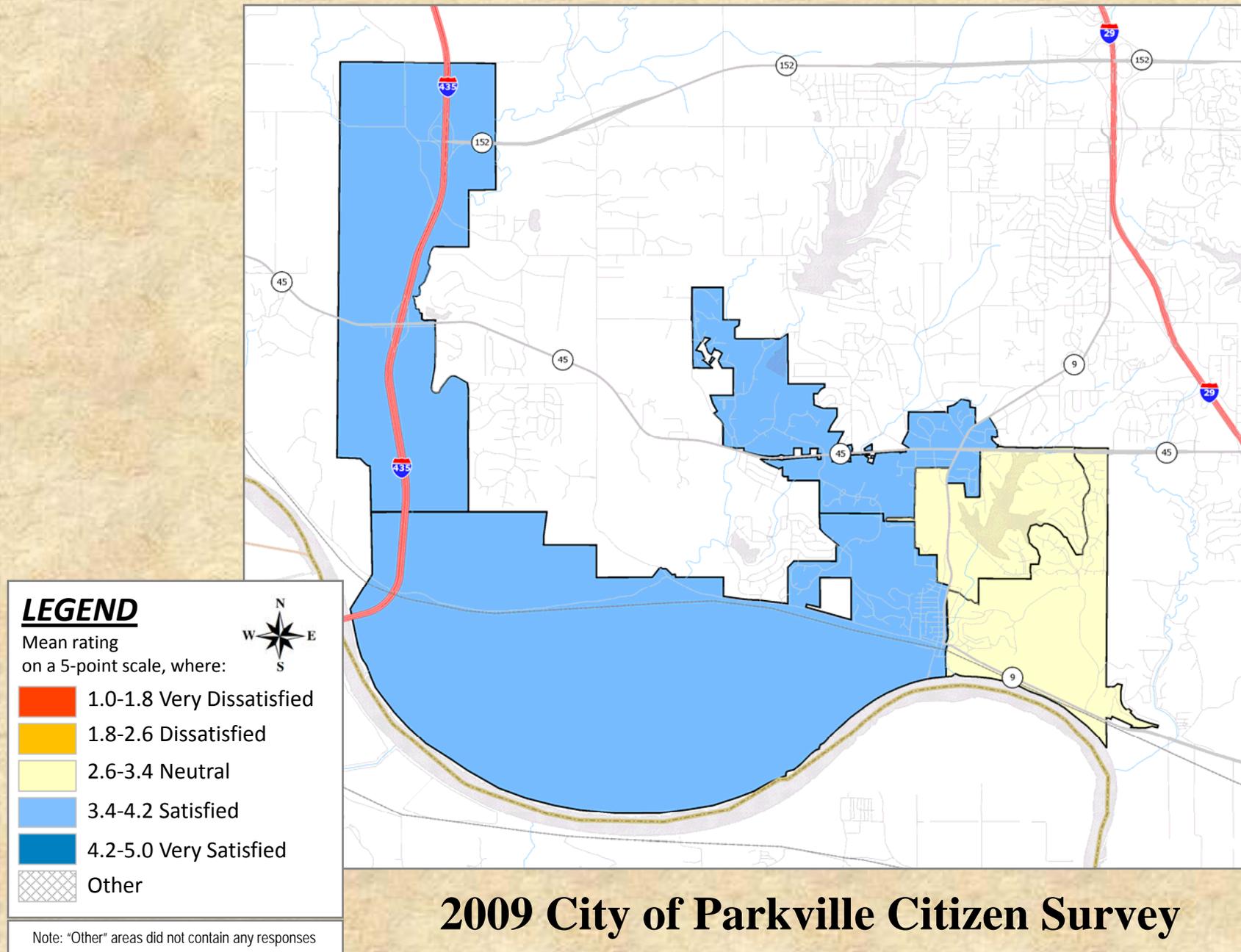
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

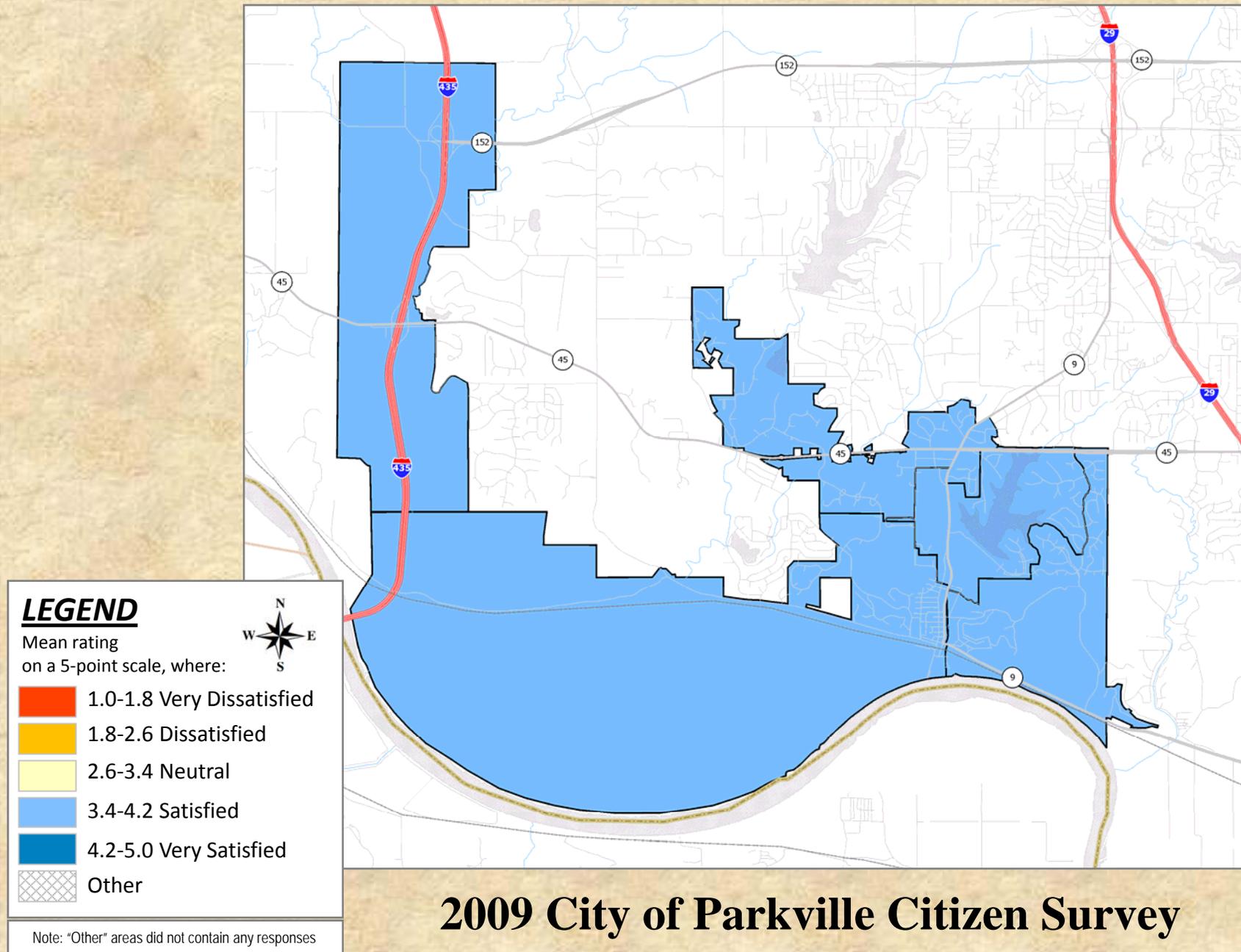
Q13d Quality of outdoor athletic fields.



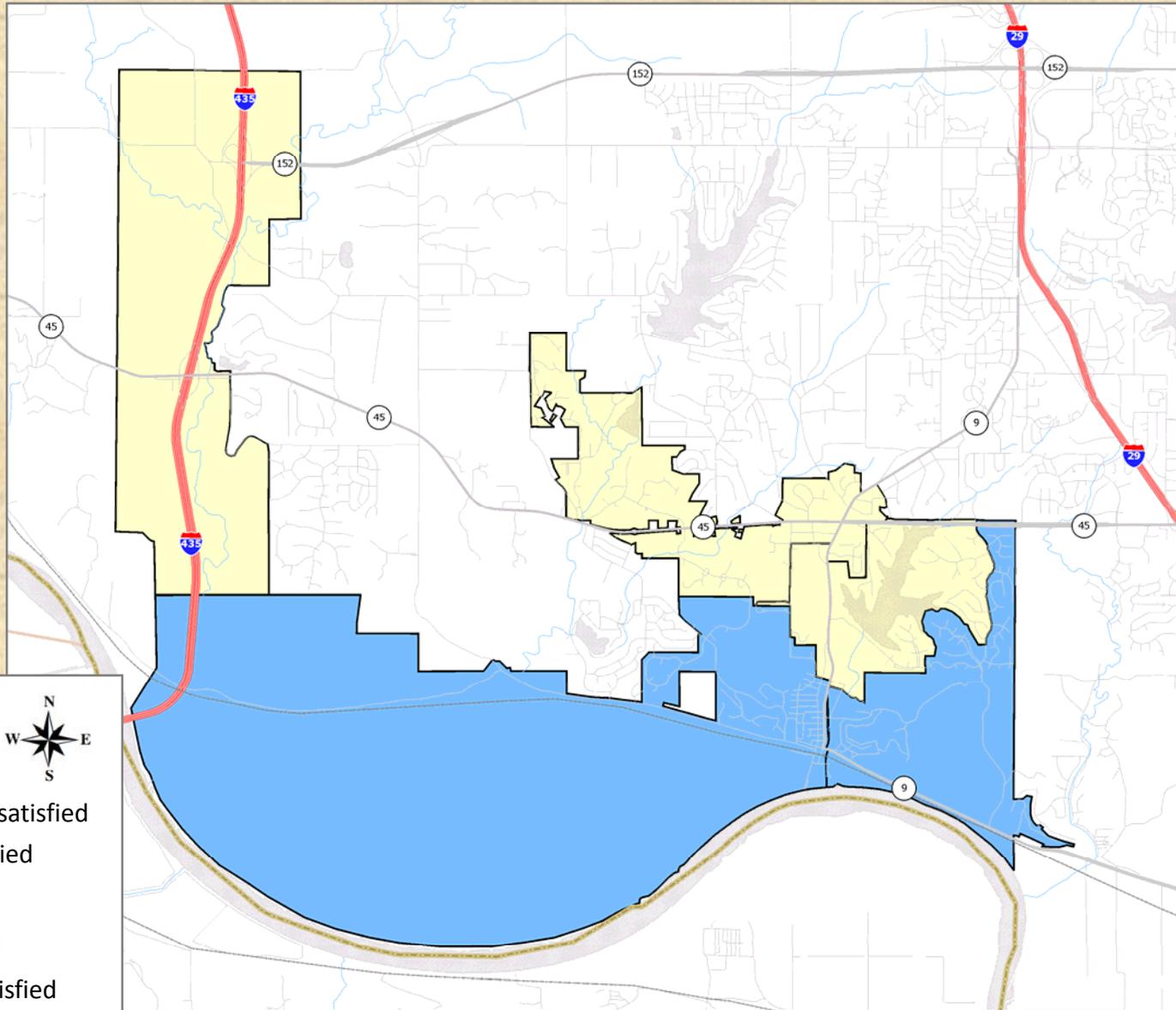
Q13e Number of outdoor athletic fields.



Q13f Number of special events and festivals.



Q13g Availability of information about City parks.



LEGEND

Mean rating on a 5-point scale, where:

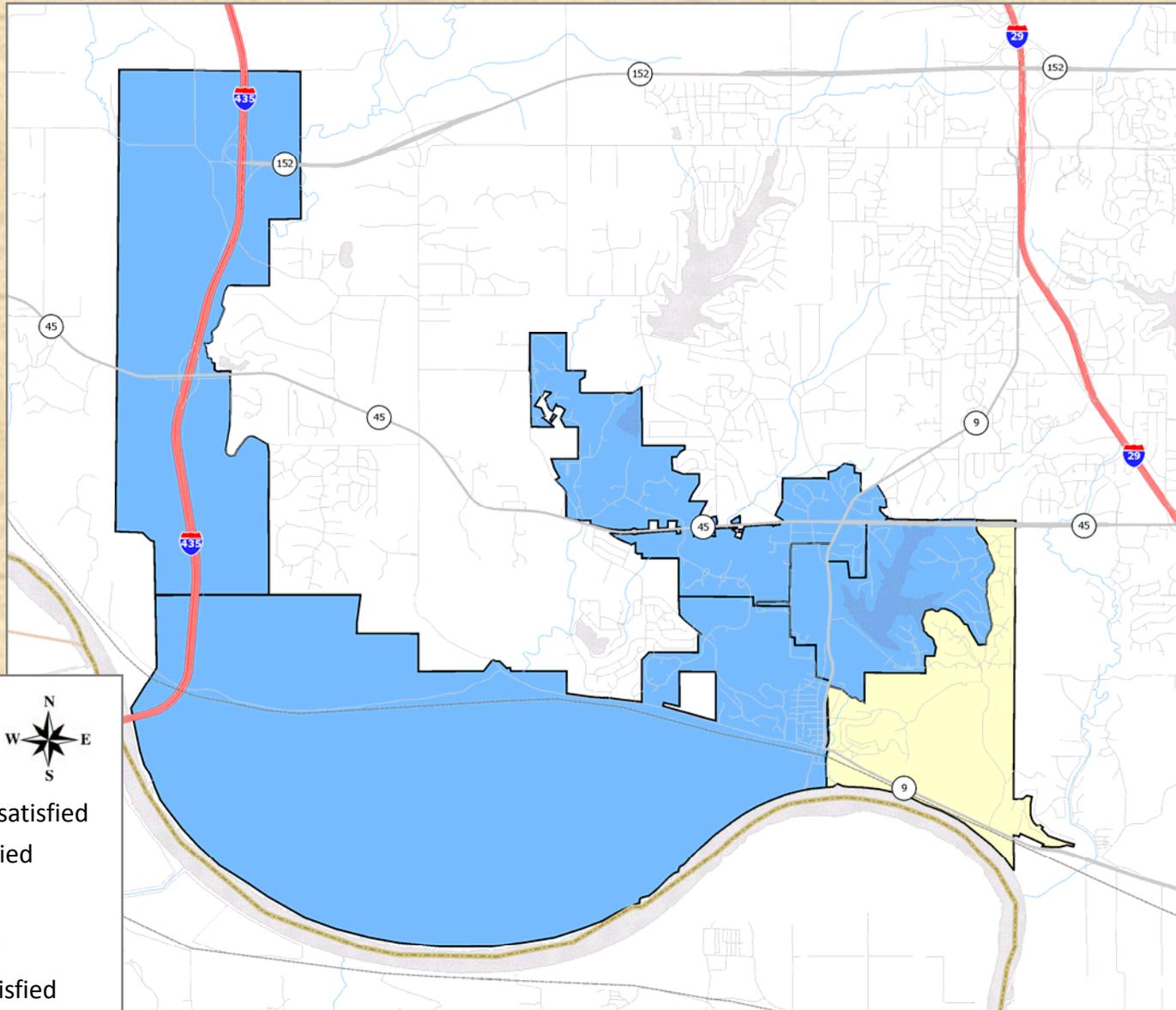
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13h Number of shelters.



LEGEND

Mean rating on a 5-point scale, where:

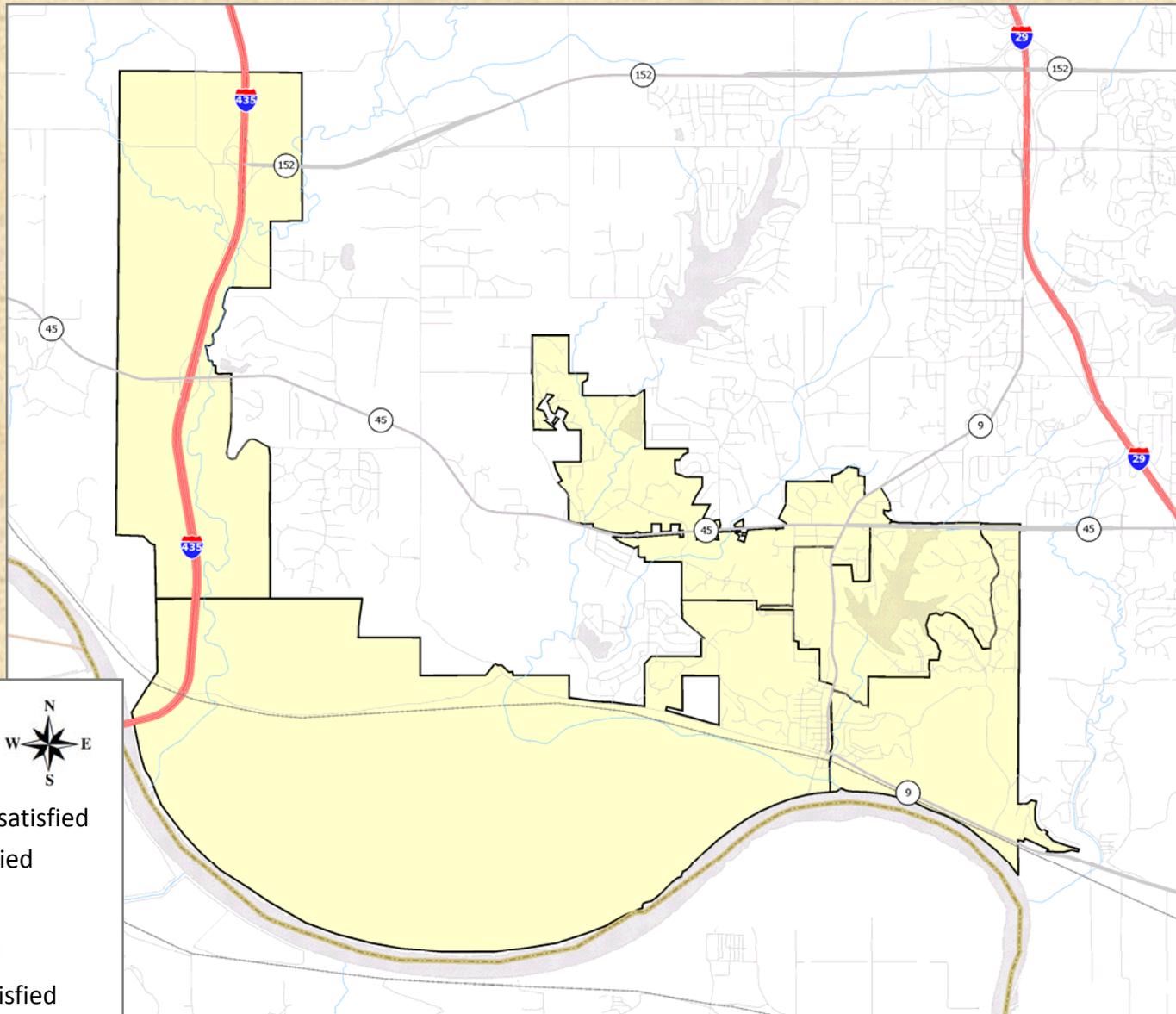
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13i Number of restrooms in English Landing Park.



LEGEND

Mean rating on a 5-point scale, where:

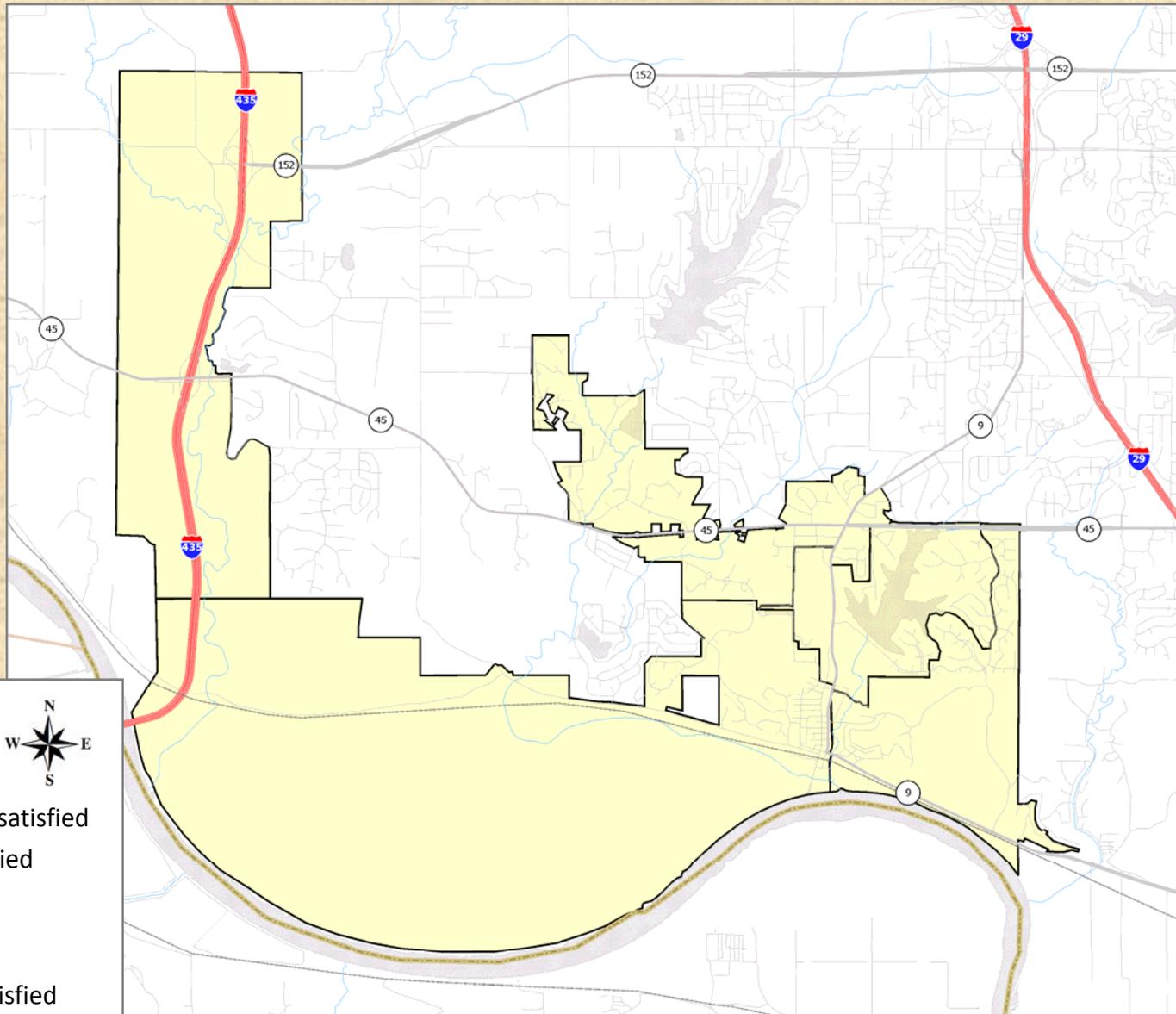
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13j Quality of restrooms in English Landing Park.



LEGEND

Mean rating on a 5-point scale, where:

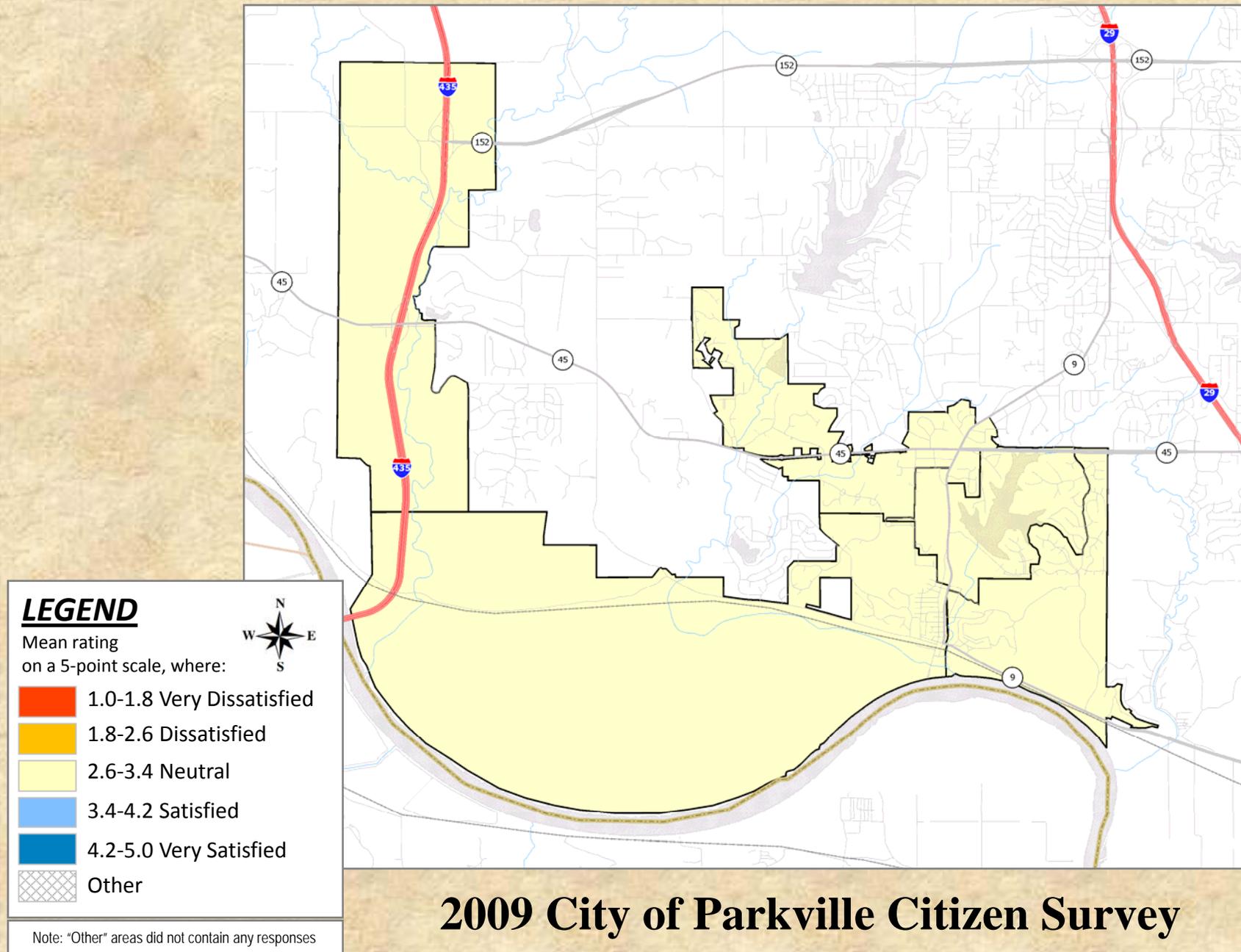
-  1.0-1.8 Very Dissatisfied
-  1.8-2.6 Dissatisfied
-  2.6-3.4 Neutral
-  3.4-4.2 Satisfied
-  4.2-5.0 Very Satisfied
-  Other



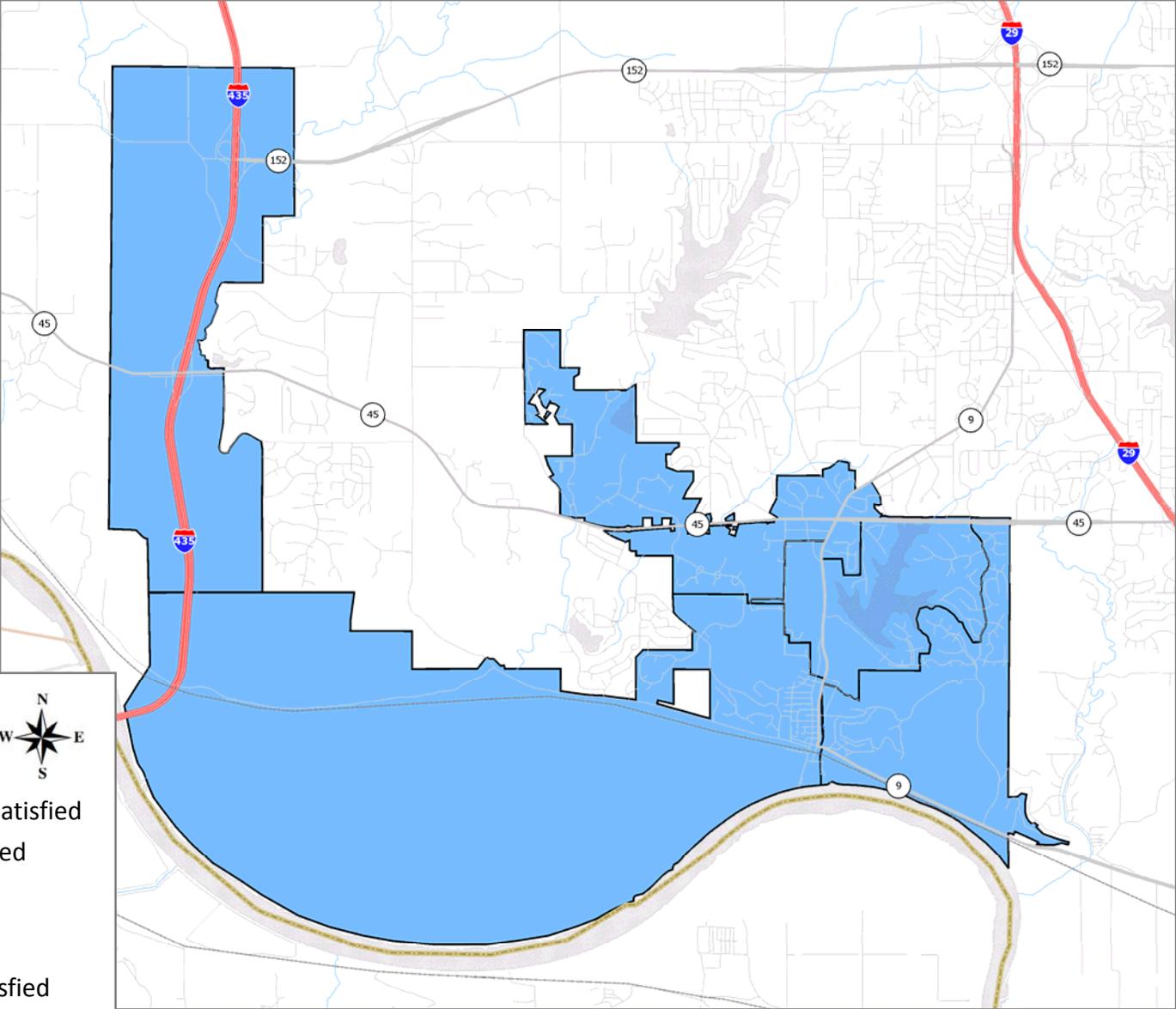
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q13k Use of portable restrooms in the park.



Q13I Quality of other English Landing Park amenities.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

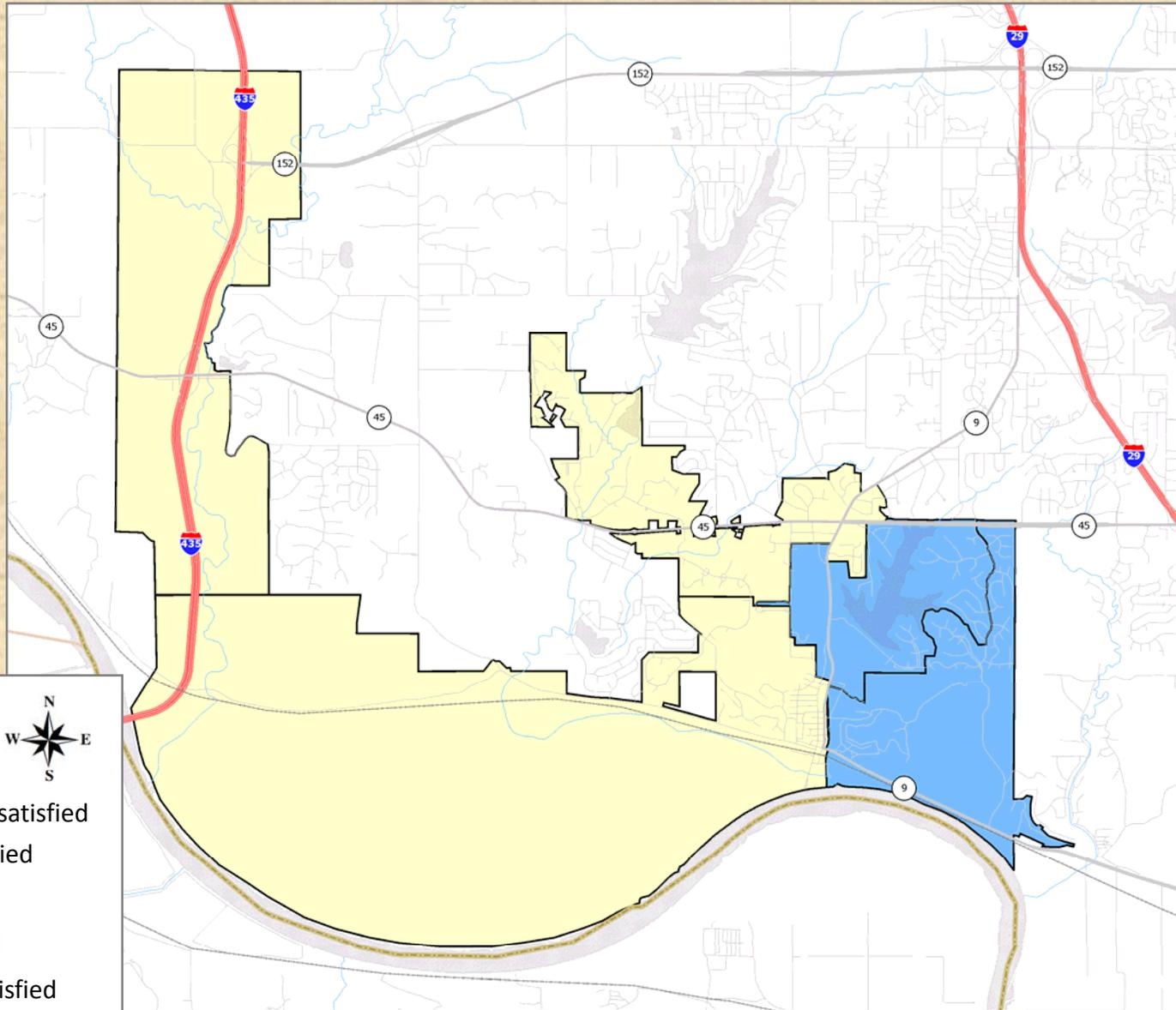


Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

ENFORCEMENT OF CODES AND ORDINANCES

Q15a Enforcing cleanup of litter and debris on private property.



LEGEND

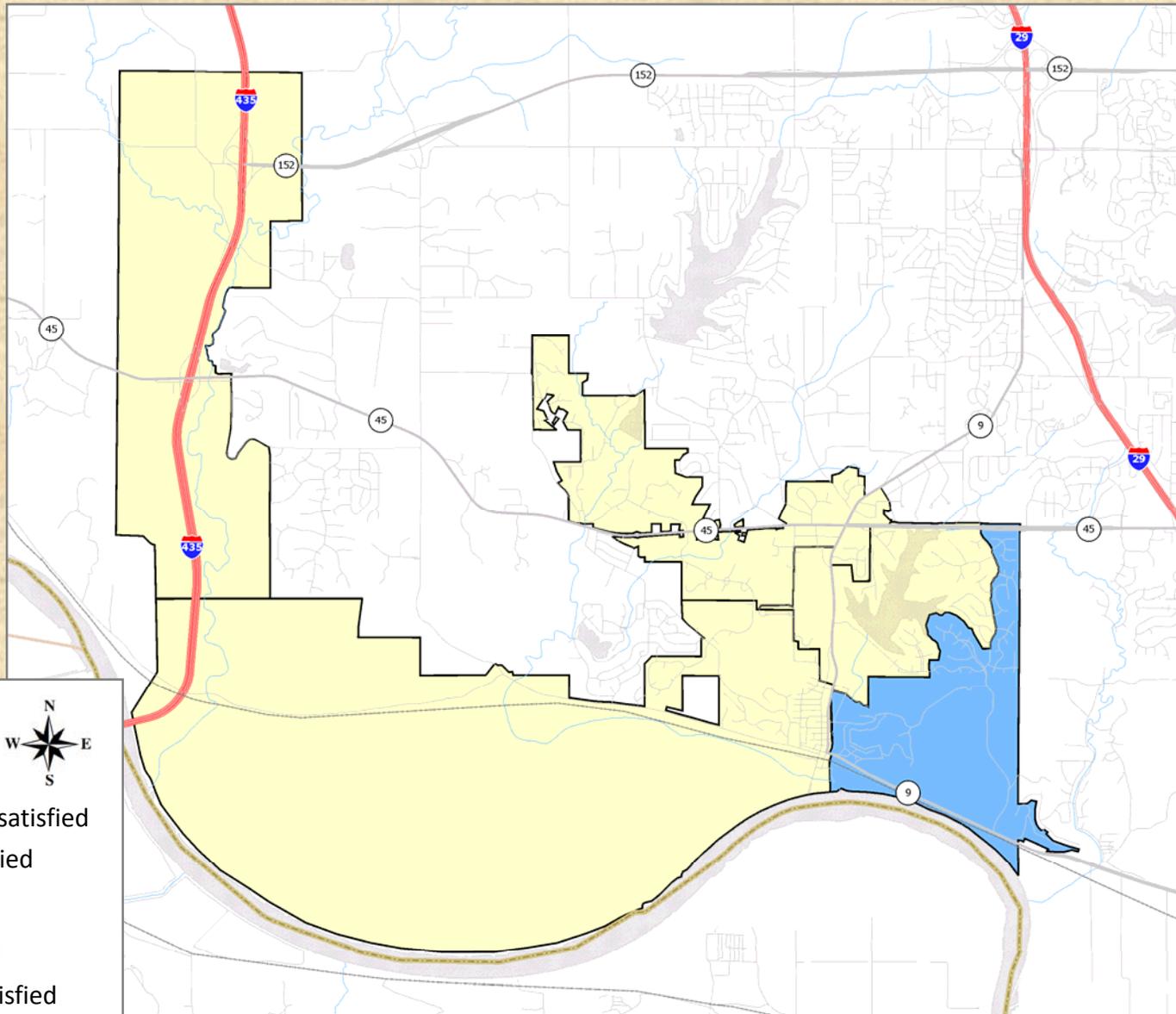
Mean rating
on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q15b Mowing and trimming of lawns.



LEGEND

Mean rating on a 5-point scale, where:

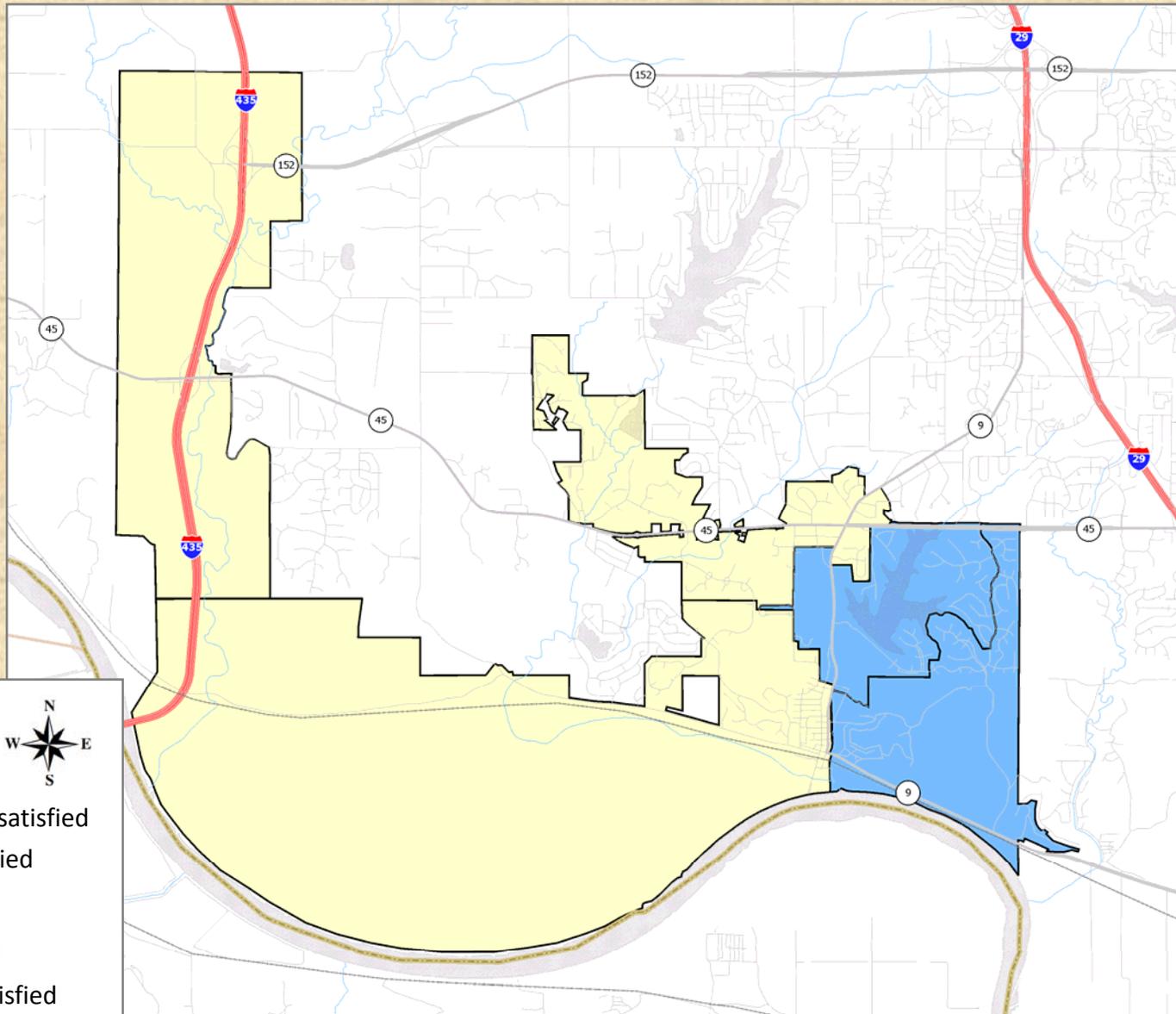
- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q15c Enforcing the maintenance of residential property (exterior of homes).



LEGEND

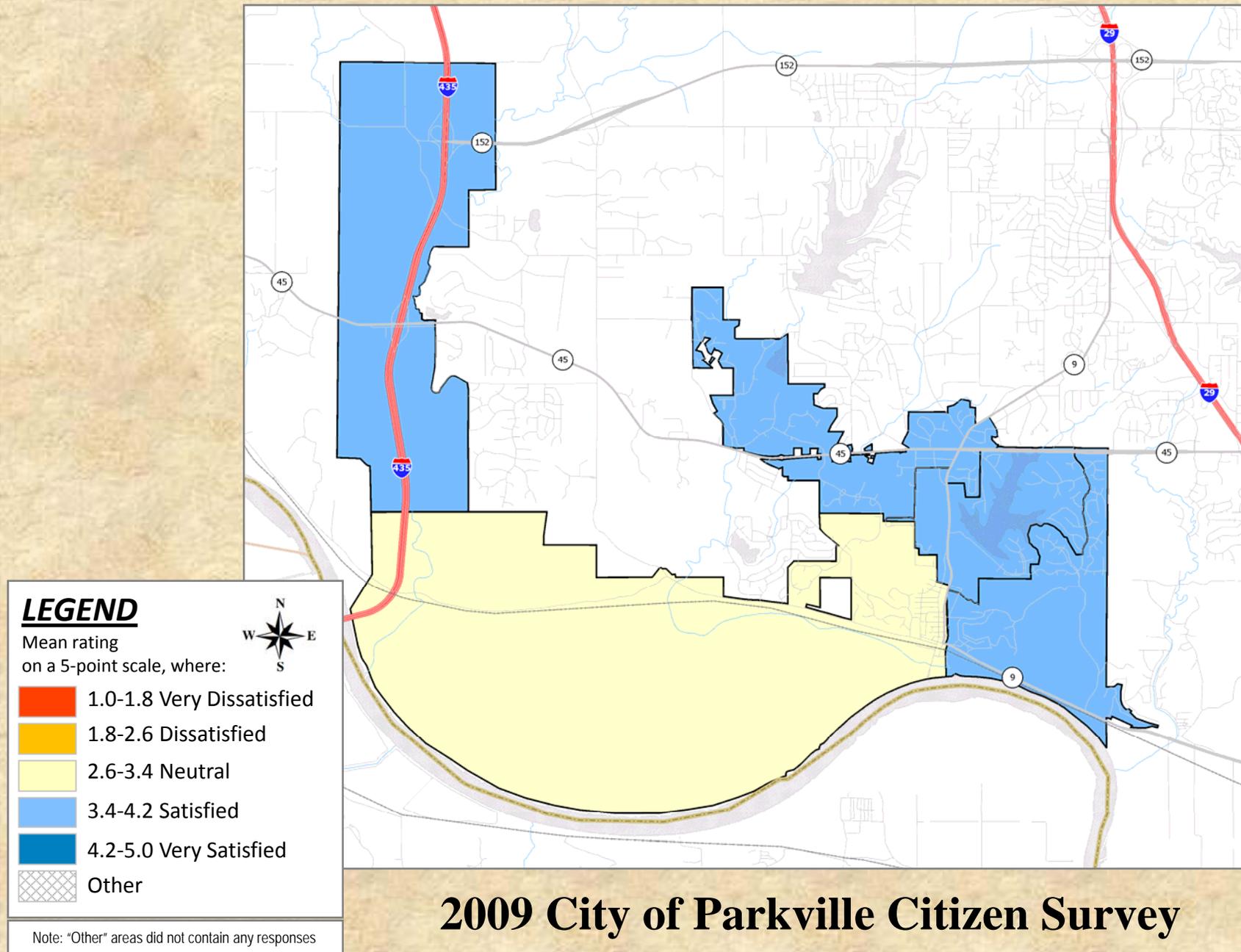
Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

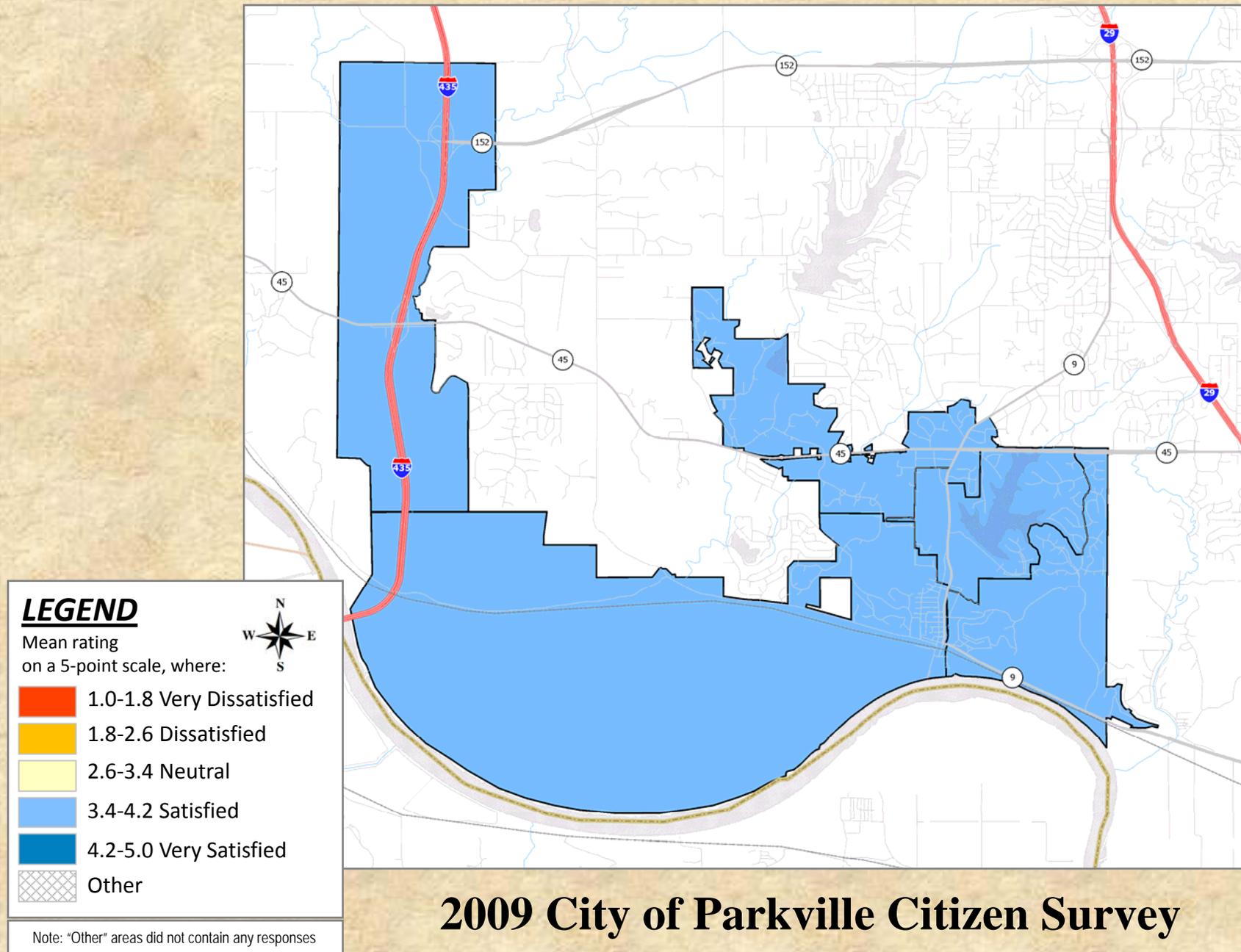
Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

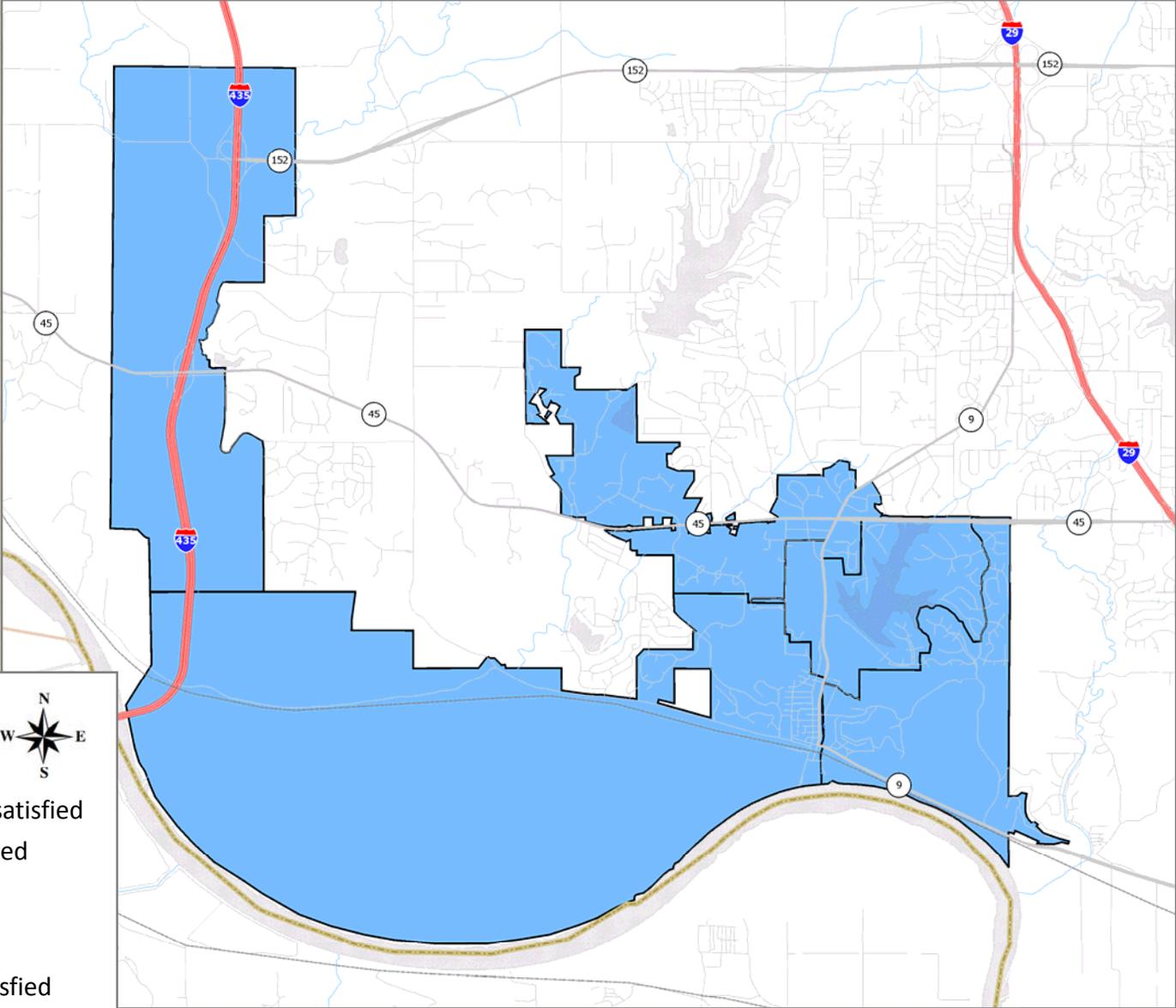
Q15d Enforcing the maintenance of business property.



Q15e Enforcing codes designed to protect public safety.



Q15f Enforcing sign regulations.



LEGEND

Mean rating on a 5-point scale, where:

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other

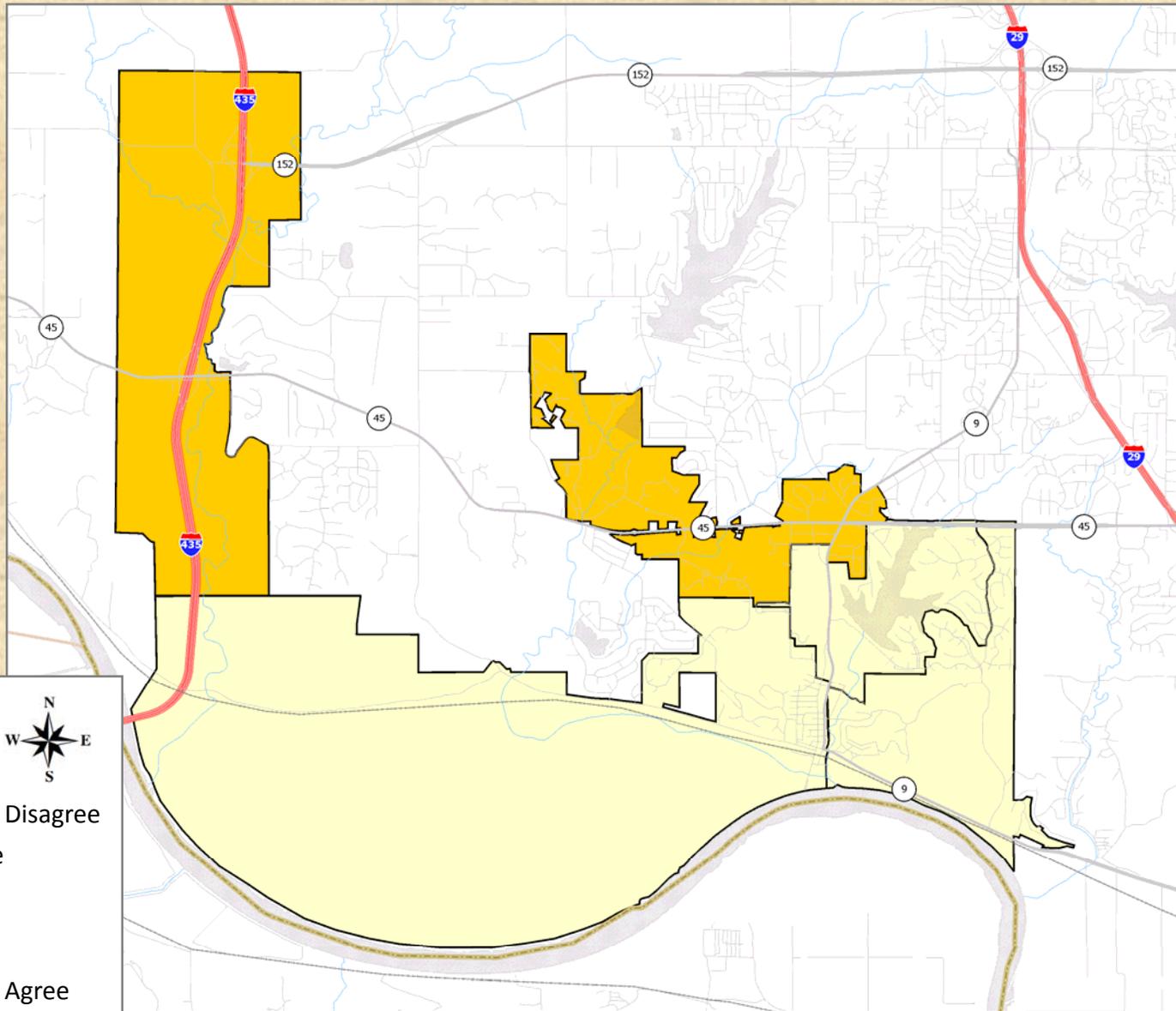


Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

NEW DIRECTION

Q20a The City should place a high priority on the reduction of train noise.



LEGEND

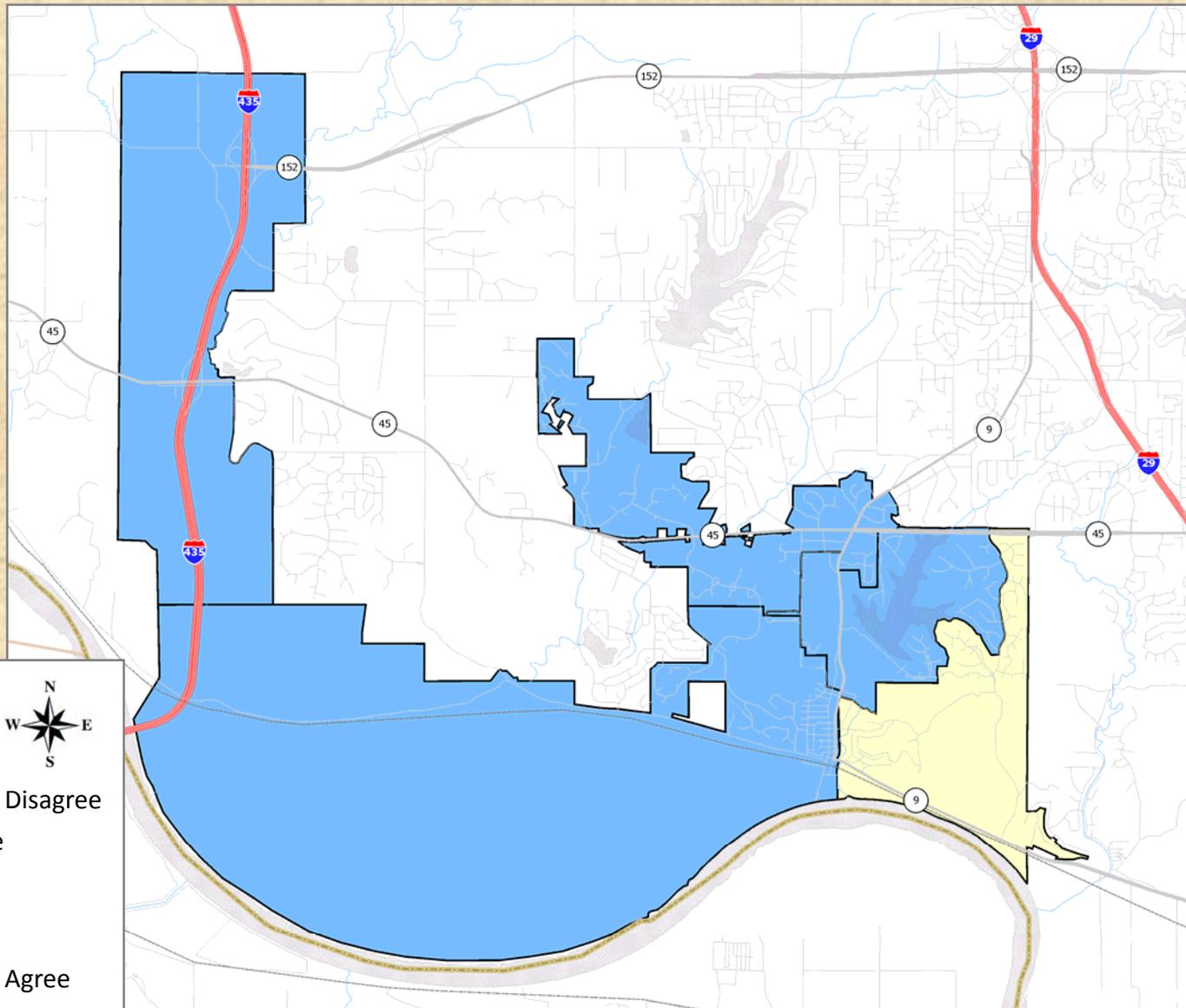
Mean rating on a 5-point scale, where:

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- Other

Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q20b The City should encourage public education to raise “green” awareness and understanding of sustainability.



LEGEND

Mean rating on a 5-point scale, where:

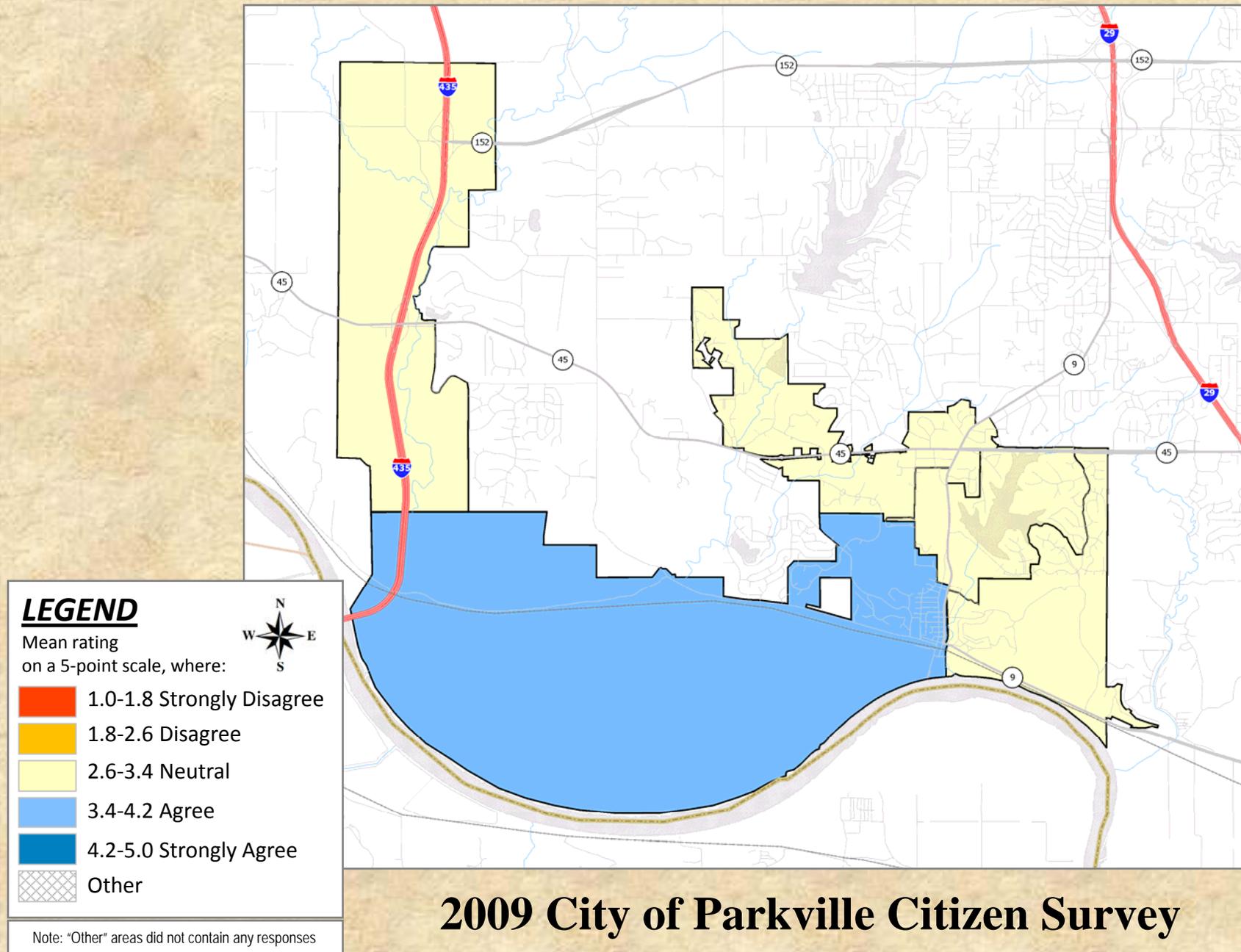
- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- Other



Note: "Other" areas did not contain any responses

2009 City of Parkville Citizen Survey

Q20c The City should adopt “green” building codes in all new developments.



Section 3:
Benchmarking Data

DirectionFinder® Survey

Year 2009 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 200 cities and counties in 47 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents and (2) surveys that have been administered by ETC Institute in 41 communities in Kansas and Missouri between January 2004 and June 2009. Some of the Kansas and Missouri communities represented in this report include:

- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government

National Benchmarks. The first set of charts on the following pages show how the overall results for Parkville compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of 2,000 U.S. residents.

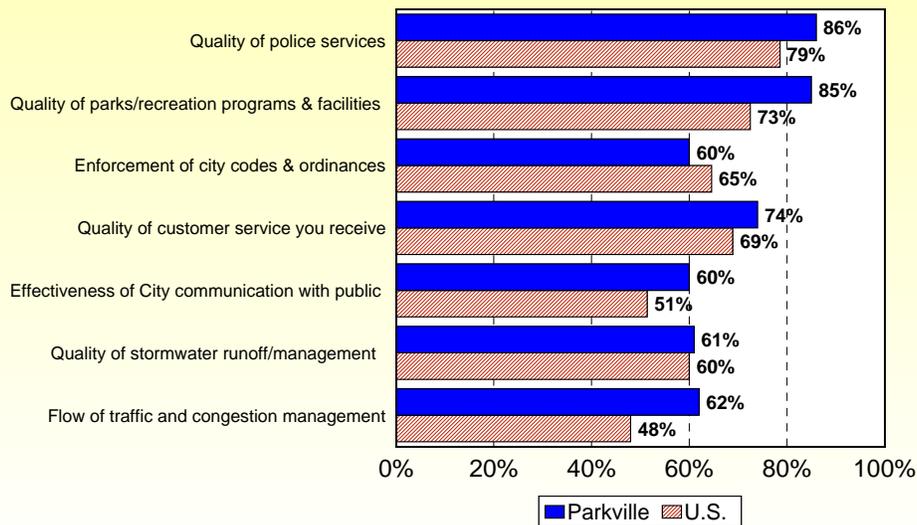
Kansas/Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 41 communities, some of which are listed above, for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri communities. The actual ratings for Parkville are listed to the right of each chart. The dot on each bar shows how the results for Parkville compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

National Benchmarks (All Communities)

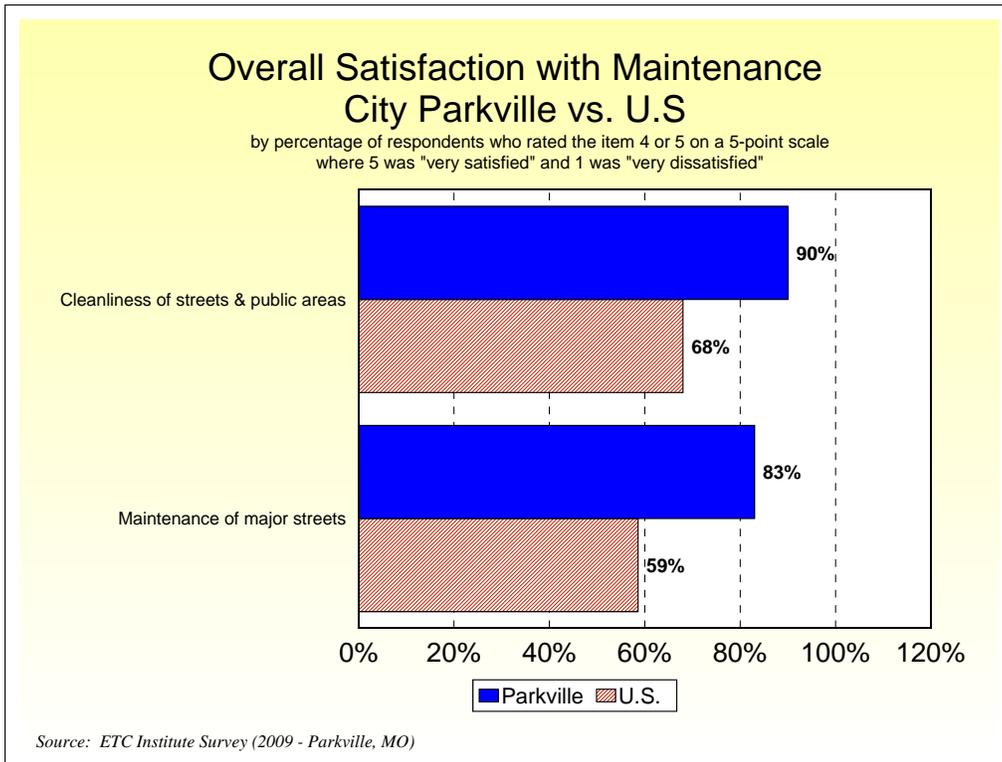
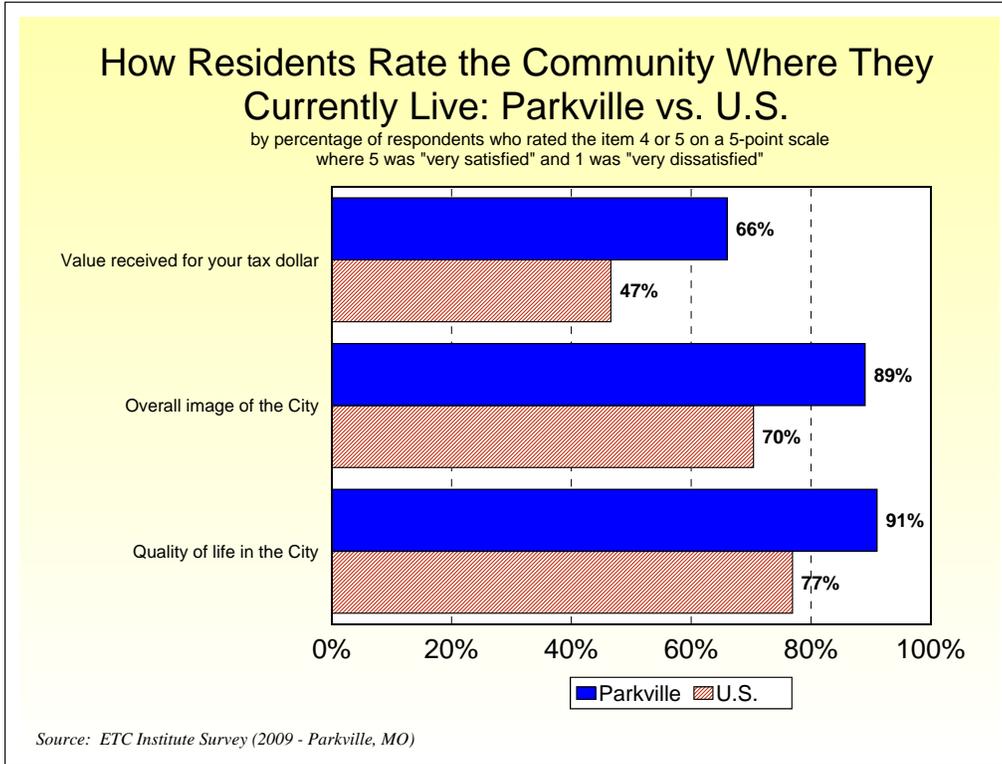
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Parkville is not authorized without written consent from ETC Institute.

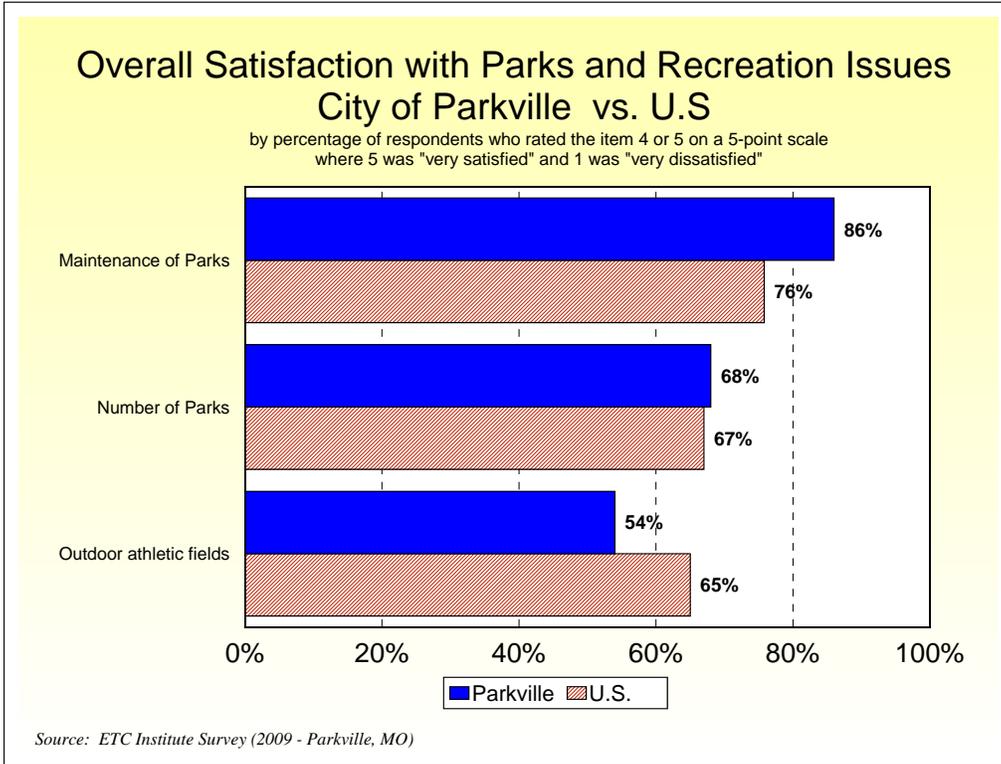
Overall Satisfaction with City Services City of Parkville vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"

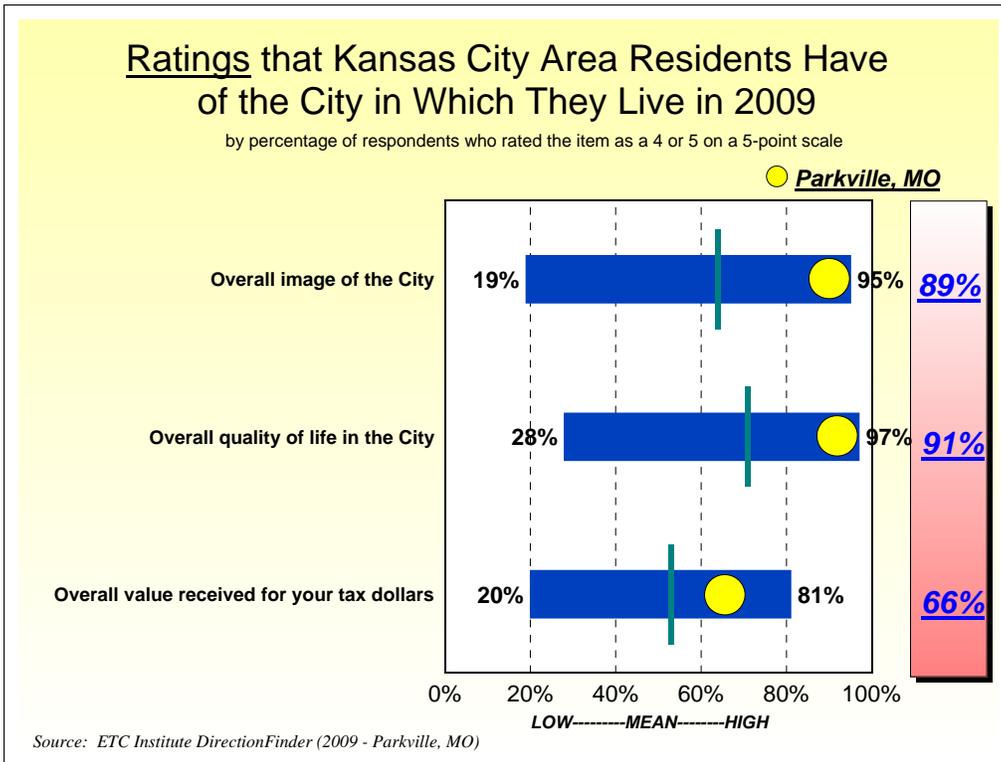
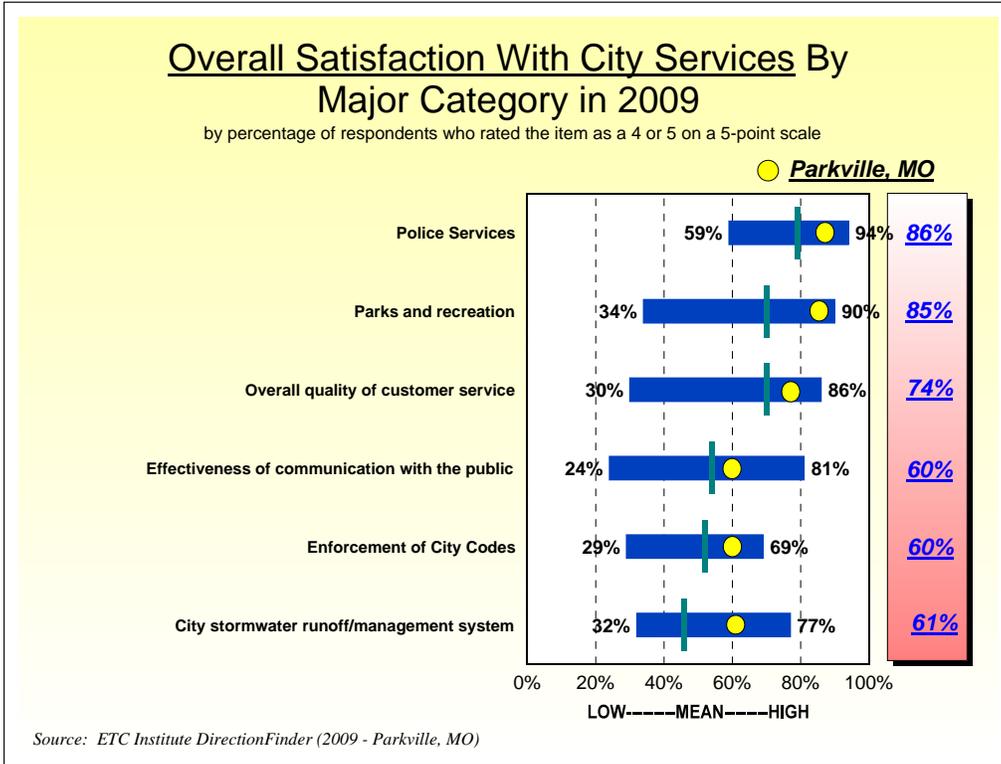


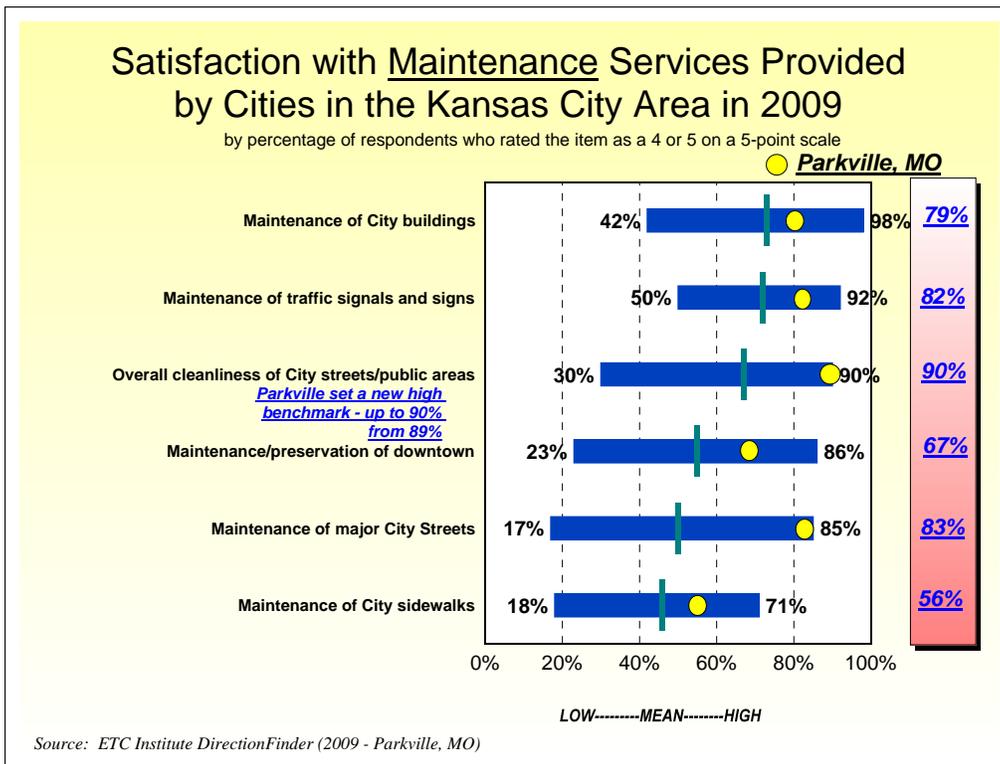
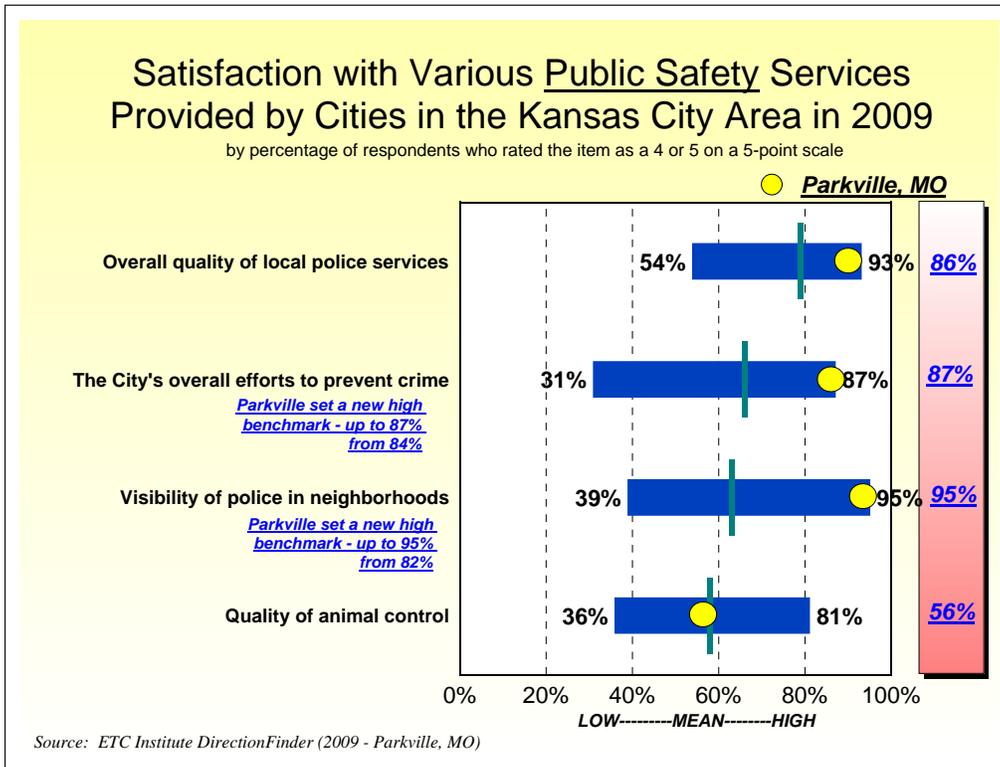
Source: ETC Institute Survey (2009 - Parkville, MO)

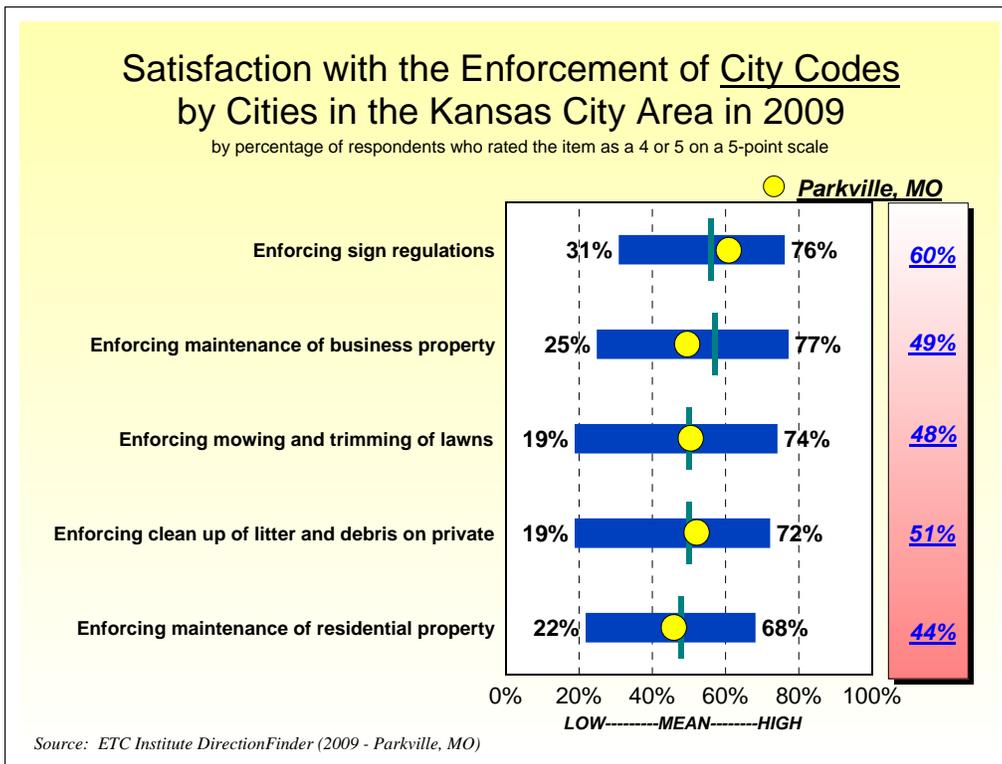
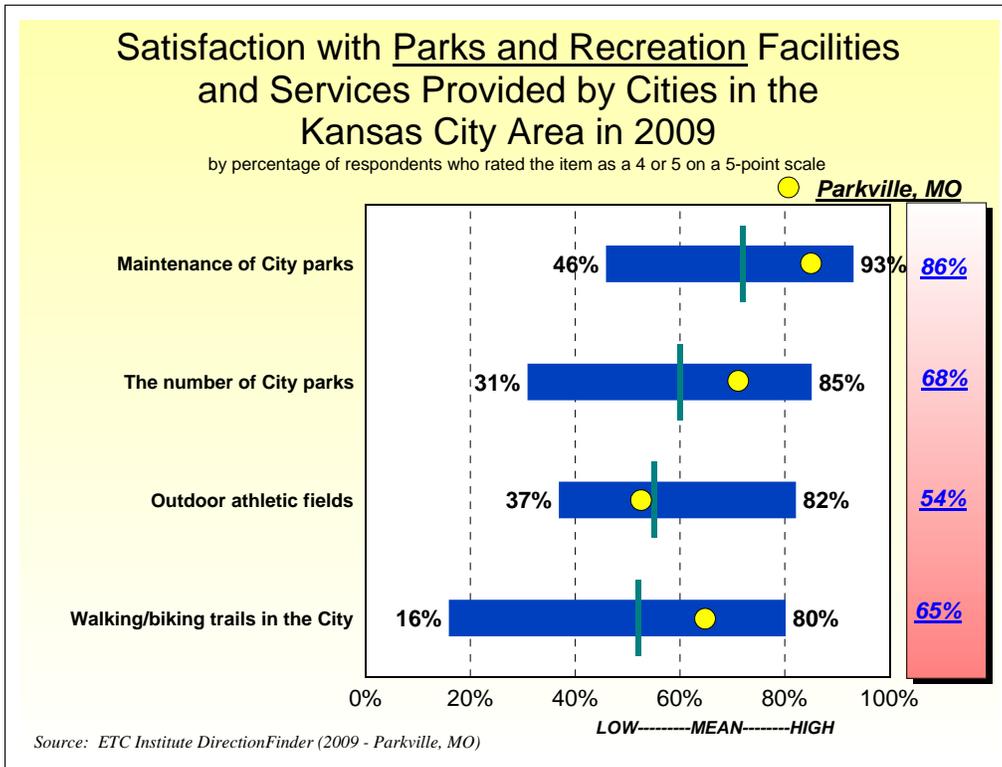




Metropolitan Kansas City Benchmarks



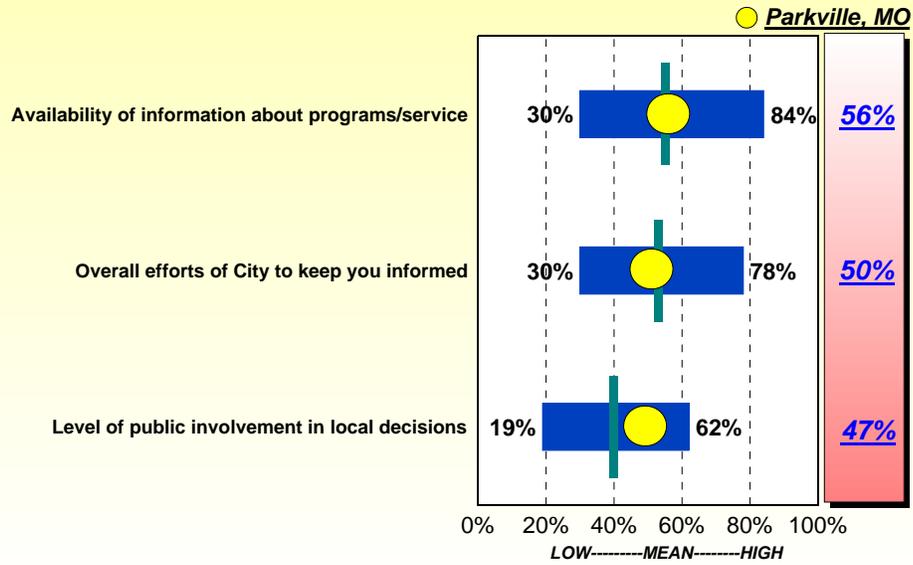




2009 Parkville, Missouri DirectionFinder Survey Results

Satisfaction with Various Aspects of City Communications in 2009

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



Source: ETC Institute DirectionFinder (2009 - Parkville, MO)

Section 4:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

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

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=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. Twenty-nine percent (29%) ranked the overall quality of *park sand recreation* as one of the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked second overall with 85% rating *parks and recreation* as a "4" or a "5" 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, 29% was multiplied by 15% (1-0.85). This calculation yielded an I-S rating of 0.0435, which was ranked eighth out of ten 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 two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

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

Interpreting the Ratings

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

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

The results for Parkville are provided on the following page.

Importance-Satisfaction Rating

City of Parkville, MO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Effectiveness of community planning/development	42%	1	49%	10	0.2142	1
<u>High Priority (IS .10-.20)</u>						
Overall flow of traffic and congestion	32%	3	62%	5	0.1216	2
Overall quality of water/sewer utilities	28%	6	60%	7	0.1120	3
<u>Medium Priority (IS <.10)</u>						
Quality of storm water runoff/management	21%	7	61%	6	0.0819	4
Effectiveness of communication with the public	20%	8	60%	9	0.0800	5
Maintenance of City streets/buildings/facilities	33%	2	80%	3	0.0660	6
Enforcement of codes and ordinances	15%	9	60%	8	0.0600	7
Overall quality of City parks and recreation	29%	5	85%	2	0.0435	8
Overall quality of police services	30%	4	86%	1	0.0420	9
Overall quality of customer service	5%	10	74%	4	0.0130	10

Maintenance of City streets/buildings/facilities

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Parkville, MO

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10 -.20)</i>						
Police safety education programs	23%	6	44%	6	0.1288	1
Quality of animal control	27%	4	56%	5	0.1188	2
<i>Medium Priority (IS <.10)</i>						
City's overall efforts to prevent crime	60%	1	87%	3	0.0780	3
Enforcement of local traffic laws	26%	5	75%	4	0.0650	4
Police personnel response to emergencies	42%	3	90%	2	0.0420	5
Visibility of police in neighborhoods	47%	2	95%	1	0.0235	6

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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Importance-Satisfaction Rating

City of Parkville, MO

CITY MAINTENANCE

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Maintenance/preservation of downtown	39%	1	67%	7	0.1287	1
Maintenance of sidewalks in the City	27%	4	56%	10	0.1188	2
<i>Medium Priority (IS < .10)</i>						
Maintenance of stormwater drainage system	24%	5	65%	8	0.0840	3
Maintenance of sanitary sewer systems	23%	6	64%	9	0.0828	4
Maintenance of major City streets	38%	2	83%	3	0.0646	5
Maintenance of streets in your neighborhood	28%	3	80%	5	0.0560	6
Snow removal on neighborhood streets	20%	7	90%	1	0.0200	7
Overall cleanliness of streets/public areas	19%	8	90%	2	0.0190	8
Maintenance of City street signs/traffic signals	7%	9	82%	4	0.0126	9
Maintenance of City buildings	4%	10	79%	6	0.0084	10

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Parkville, MO

PARKS and RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority Priority (IS > .20)</u>						
Quality of restrooms in English Landing Park	31%	3	28%	12	0.2232	1
<u>High Priority (IS .10-.20)</u>						
Number of restrooms in English Landing	23%	4	42%	10	0.1334	2
Number of walking and biking trails	35%	1	65%	5	0.1225	3
<u>Medium Priority (IS < .10)</u>						
Availability of information about City parks	16%	6	48%	9	0.0832	4
Use of portable restrooms in the Park	10%	10	33%	11	0.0670	5
Quality of other English Landing Park amenities	15%	7	67%	4	0.0495	6
Maintenance of City parks/parks equipment	35%	2	86%	1	0.0490	7
Number of outdoor athletic fields	10%	11	51%	8	0.0490	8
Number of shelters	10%	9	53%	7	0.0470	9
Number of special events and festivals	16%	5	73%	2	0.0432	10
The number of City parks	13%	8	68%	3	0.0416	11
Quality of outdoor athletic fields	8%	12	54%	6	0.0368	12

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

Most Important %:

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

Satisfaction %:

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

Importance-Satisfaction Rating

City of Parkville, MO

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean up of litter/debris on private property	47%	1	51%	3	0.2303	1
Maintenance of residential property	39%	2	44%	6	0.2184	2
<u>High Priority (IS .10-.20)</u>						
Mowing and trimming of lawns	29%	3	48%	5	0.1508	3
Maintenance of business property	29%	4	49%	4	0.1479	4
<u>Medium Priority (IS < .10)</u>						
Enforcing codes designed to protect public safety	24%	5	64%	1	0.0864	5
Enforcing sign regulations	14%	6	60%	2	0.0560	6

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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Section 5:
Tabular Data

2009 Parkville, MO DirectionFinder® Survey Results

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied."

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a Overall quality of all police services	45.1%	39.5%	9.8%	2.9%	0.5%	2.2%
Q1b Overall quality of City parks and recreation programs and facilities	29.5%	53.7%	11.7%	2.4%	0.2%	2.4%
Q1c Overall maintenance of City streets, buildings and facilities	26.1%	51.5%	14.1%	4.6%	1.5%	2.2%
Q1d Overall quality of water/sewer utilities	15.6%	43.4%	21.0%	11.5%	6.6%	2.0%
Q1e Overall enforcement of City codes and ordinances	15.1%	37.8%	26.8%	5.9%	2.4%	12.0%
Q1f Overall quality of customer service you receive from City employees	22.9%	40.7%	20.0%	1.7%	1.0%	13.7%
Q1g Overall effectiveness of City communication with the public	13.7%	42.4%	30.5%	6.3%	1.5%	5.6%
Q1h Overall effectiveness of Community Planning and Development	10.0%	33.4%	31.5%	11.7%	1.7%	11.7%
Q1i Overall quality of the City's storm water runoff/stormwater management	12.0%	43.2%	24.4%	7.3%	3.2%	10.0%
Q1j Overall flow of traffic and congestion management in Parkville	14.1%	45.6%	23.4%	11.7%	1.7%	3.4%

2009 Parkville, MO DirectionFinder® Survey Results

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a Overall quality of all police services	46.1%	40.4%	10.0%	3.0%	0.5%
Q1b Overall quality of City parks and recreation programs and facilities	30.3%	55.0%	12.0%	2.5%	0.3%
Q1c Overall maintenance of City streets, buildings and facilities	26.7%	52.6%	14.5%	4.7%	1.5%
Q1d Overall quality of water/sewer utilities	15.9%	44.3%	21.4%	11.7%	6.7%
Q1e Overall enforcement of City codes and ordinances	17.2%	42.9%	30.5%	6.6%	2.8%
Q1f Overall quality of customer service you receive from City employees	26.6%	47.2%	23.2%	2.0%	1.1%
Q1g Overall effectiveness of City communication with the public	14.5%	45.0%	32.3%	6.7%	1.6%
Q1h Overall effectiveness of Community Planning and Development	11.3%	37.8%	35.6%	13.3%	1.9%
Q1i Overall quality of the City's storm water runoff/stormwater management	13.3%	48.0%	27.1%	8.1%	3.5%
Q1j Overall flow of traffic and congestion management in Parkville	14.6%	47.2%	24.2%	12.1%	1.8%

2009 Parkville, MO DirectionFinder® Survey Results

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of all police services	61	14.9 %
B=Overall quality of City parks and recreation...	39	9.5 %
C=Overall maintenance of City streets, buildings..	46	11.2 %
D=Overall quality of water/sewer utilities	53	12.9 %
E=Overall enforcement of City codes and ordinances...	23	5.6 %
F=Overall quality of customer service you receive...	4	1.0 %
G=Overall effectiveness of City communication...	16	3.9 %
H=Overall effectiveness of Community Planning...	57	13.9 %
I=Overall quality of the City's storm water run...	28	6.8 %
J=Overall flow of traffic and congestion management...	44	10.7 %
<u>Z=None</u>	39	9.5 %
Total	410	100.0 %

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of all police services	32	7.8 %
B=Overall quality of City parks and recreation...	48	11.7 %
C=Overall maintenance of City streets, buildings...	42	10.2 %
D=Overall quality of water/sewer utilities	38	9.3 %
E=Overall enforcement of City codes and ordinances..	15	3.7 %
F=Overall quality of customer service you receive...	8	2.0 %
G=Overall effectiveness of City communication...	34	8.3 %
H=Overall effectiveness of Community Planning...	63	15.4 %
I=Overall quality of the City's storm water run...	25	6.1 %
J=Overall flow of traffic and congestion management...	44	10.7 %
<u>Z=None</u>	61	14.9 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of all police services	30	7.3 %
B=Overall quality of City parks and recreation...	33	8.0 %
C=Overall maintenance of City streets, buildings...	49	12.0 %
D=Overall quality of water/sewer utilities	25	6.1 %
E=Overall enforcement of City codes and ordinances...	25	6.1 %
F=Overall quality of customer service you receive...	6	1.5 %
G=Overall effectiveness of City communication...	32	7.8 %
H=Overall effectiveness of Community Planning...	52	12.7 %
I=Overall quality of the City's storm water run...	31	7.6 %
J=Overall flow of traffic and congestion management...	43	10.5 %
Z=None	84	20.5 %
Total	410	100.0 %

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?(top three)

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A = Overall quality of all police services	123	30.0 %
B = Overall quality of City parks and recreation pr...	120	29.3 %
C = Overall maintenance of City streets, buildings, ...	137	33.4 %
D = Overall quality of water/sewer utilities	116	28.3 %
E = Overall enforcement of City codes and ordinances...	63	15.4 %
F = Overall quality of customer service you receive...	18	4.4 %
G = Overall effectiveness of City communication	82	20.0 %
H = Overall effectiveness of Community Planning a...	172	42.0 %
I = Overall quality of the City's storm water runoff...	84	20.5 %
J = Overall flow of traffic and congestion manage...	131	32.0 %
Z = None	39	9.5 %
Total	1085	

2009 Parkville, MO DirectionFinder® Survey Results

Q3 Public Safety. For each of the items listed, please rate your satisfaction on scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied."

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a The visibility of police in neighborhoods	54.1%	39.8%	2.4%	1.7%	0.2%	1.7%
Q3b The City's efforts to prevent crime	36.3%	44.1%	11.2%	0.7%	0.0%	7.6%
Q3c How quickly police respond to emergencies	42.9%	31.2%	7.6%	1.2%	0.0%	17.1%
Q3d Enforcement of local traffic laws	28.0%	42.7%	15.4%	6.6%	2.0%	5.4%
Q3e Police safety education programs	9.5%	16.3%	30.0%	2.4%	0.0%	41.7%
Q3f Quality of animal control	12.9%	32.0%	22.2%	8.5%	3.9%	20.5%

Q3 Public Safety. For each of the items listed, please rate your satisfaction on scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a The visibility of police in neighborhoods	55.1%	40.4%	2.5%	1.7%	0.2%
Q3b The City's efforts to prevent crime	39.3%	47.8%	12.1%	0.8%	0.0%
Q3c How quickly police respond to emergencies	51.8%	37.6%	9.1%	1.5%	0.0%
Q3d Enforcement of local traffic laws	29.6%	45.1%	16.2%	7.0%	2.1%
Q3e Police safety education programs	16.3%	28.0%	51.5%	4.2%	0.0%
Q3f Quality of animal control	16.3%	40.2%	27.9%	10.7%	4.9%

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q4 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=The visibility of police in neighborhoods	97	23.7 %
B=The City's efforts to prevent crime	107	26.1 %
C=How quickly police respond to emergencies	24	5.9 %
D=Enforcement of local traffic laws	44	10.7 %
E=Police safety education programs	23	5.6 %
F=Quality of animal control	45	11.0 %
Z=None chosen	70	17.1 %
Total	410	100.0 %

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q4 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=The visibility of police in neighborhoods	45	11.0 %
B=The City's efforts to prevent crime	91	22.2 %
C=How quickly police respond to emergencies	70	17.1 %
D=Enforcement of local traffic laws	40	9.8 %
E=Police safety education programs	42	10.2 %
F=Quality of animal control	21	5.1 %
Z=None chosen	101	24.6 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q4 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=The visibility of police in neighborhoods	52	12.7 %
B=The City's efforts to prevent crime	49	12.0 %
C=How quickly police respond to emergencies	78	19.0 %
D=Enforcement of local traffic laws	24	5.9 %
E=Police safety education programs	30	7.3 %
F=Quality of animal control	44	10.7 %
Z=None chosen	133	32.4 %
Total	410	100.0 %

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

<u>Q4 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A = The visibility of police in neighborhoods	194	47.3 %
B = The City's efforts to prevent crime	247	60.2 %
C = How quickly police respond to emergencies	172	42.0 %
D = Enforcement of local traffic laws	108	26.3 %
E = Police safety education programs	95	23.2 %
F = Quality of animal control	110	26.8 %
Z = None chosen	70	17.1 %
Total	996	

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q5 Please rate the City of Parkville on a scale of 1 to 5 where "5" means "excellent" and "1" means "poor" with regard to each of the following:

(N=410)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q5a As a place to live	72.7%	24.9%	1.5%	0.2%	0.0%	0.7%
Q5b As a place to raise children	68.3%	22.0%	3.7%	0.7%	0.0%	5.4%
Q5c As a place to work	23.4%	22.0%	20.0%	6.1%	3.2%	25.4%
Q5d As a place you would buy your next home	52.9%	30.7%	9.8%	3.4%	0.5%	2.7%
Q5e As a place to retire	41.2%	25.4%	19.3%	6.8%	2.4%	4.9%
Q5f As a place for recreation	23.9%	38.0%	23.7%	9.5%	2.7%	2.2%

Q5 Please rate the City of Parkville on a scale of 1 to 5 where "5" means "excellent" and "1" means "poor" with regard to each of the following:(Without Don't Know)

(N=410)

	Excellent	Good	Neutral	Below average	Poor
Q5a As a place to live	73.2%	25.1%	1.5%	0.2%	0.0%
Q5b As a place to raise children	72.2%	23.2%	3.9%	0.8%	0.0%
Q5c As a place to work	31.4%	29.4%	26.8%	8.2%	4.2%
Q5d As a place you would buy your next home	54.4%	31.6%	10.0%	3.5%	0.5%
Q5e As a place to retire	43.3%	26.7%	20.3%	7.2%	2.6%
Q5f As a place for recreation	24.4%	38.9%	24.2%	9.7%	2.7%

2009 Parkville, MO DirectionFinder® Survey Results

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6a Maintenance of major City streets	22.7%	59.3%	11.7%	3.9%	0.7%	1.7%
Q6b Maintenance of streets in your neighborhood	28.3%	50.0%	10.0%	7.3%	2.4%	2.0%
Q6c Maintenance of sidewalks in the City	11.5%	40.2%	27.6%	11.0%	2.2%	7.6%
Q6d Maintenance of street signs/traffic signals	18.8%	61.2%	14.1%	1.7%	0.7%	3.4%
Q6e Maintenance and preservation of downtown Parkville	15.9%	49.8%	19.0%	10.2%	2.7%	2.4%
Q6f Maintenance of City buildings	22.4%	51.0%	17.3%	1.5%	0.2%	7.6%
Q6g Snow removal on neighborhood streets	49.0%	38.8%	7.1%	2.0%	0.7%	2.4%
Q6h Overall cleanliness of City streets and other public areas	29.3%	58.8%	7.6%	2.7%	0.0%	1.7%
Q6i Maintenance of stormwater drainage system	12.4%	42.0%	21.5%	4.6%	3.7%	15.9%
Q6j Maintenance of sanitary sewer systems	12.7%	40.2%	23.7%	3.7%	2.0%	17.8%

2009 Parkville, MO DirectionFinder® Survey Results

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6a Maintenance of major City streets	23.1%	60.3%	11.9%	4.0%	0.7%
Q6b Maintenance of streets in your neighborhood	28.9%	51.0%	10.2%	7.5%	2.5%
Q6c Maintenance of sidewalks in the City	12.4%	43.5%	29.8%	11.9%	2.4%
Q6d Maintenance of street signs/traffic signals	19.4%	63.4%	14.6%	1.8%	0.8%
Q6e Maintenance and preservation of downtown Parkville	16.3%	51.0%	19.5%	10.5%	2.8%
Q6f Maintenance of City buildings	24.3%	55.1%	18.7%	1.6%	0.3%
Q6g Snow removal on neighborhood streets	50.3%	39.8%	7.3%	2.0%	0.8%
Q6h Overall cleanliness of City streets and other public areas	29.8%	59.8%	7.7%	2.7%	0.0%
Q6i Maintenance of stormwater drainage system	14.8%	49.9%	25.5%	5.5%	4.3%
Q6j Maintenance of sanitary sewer systems	15.4%	49.0%	28.8%	4.5%	2.4%

2009 Parkville, MO DirectionFinder® Survey Results

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

<u>Q7 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	81	19.8 %
B=Maintenance of streets in your neighborhood	38	9.3 %
C=Maintenance of sidewalks in the City	39	9.5 %
D=Maintenance of street signs/traffic signs	7	1.7 %
E=Maintenance and preservation of downtown..	66	16.1 %
F=Maintenance of City buildings	4	1.0 %
G=Snow removal on neighborhood streets	33	8.0 %
H=Overall cleanliness of City streets and other...	13	3.2 %
I=Maintenance of stormwater drainage system	37	9.0 %
J=Maintenance of sanitary sewer system	29	7.1 %
Z=None chosen	63	15.4 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

<u>Q7 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	37	9.0 %
B=Maintenance of streets in your neighborhood	45	11.0 %
C=Maintenance of sidewalks in the City	35	8.5 %
D=Maintenance of street signs/traffic signs	12	2.9 %
E=Maintenance and preservation of downtown...	47	11.5 %
F=Maintenance of City buildings	7	1.7 %
G=Snow removal on neighborhood streets	30	7.3 %
H=Overall cleanliness of City streets and other...	31	7.6 %
I=Maintenance of stormwater drainage system	35	8.5 %
J=Maintenance of sanitary sewer system	31	7.6 %
Z=None chosen	100	24.4 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

<u>Q7 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City streets	37	9.0 %
B=Maintenance of streets in your neighborhood	32	7.8 %
C=Maintenance of sidewalks in the City	37	9.0 %
D=Maintenance of street signs/traffic signs	9	2.2 %
E=Maintenance and preservation of downtown...	46	11.2 %
F=Maintenance of City buildings	6	1.5 %
G=Snow removal on neighborhood streets	21	5.1 %
H=Overall cleanliness of City streets and other...	35	8.5 %
I=Maintenance of stormwater drainage system	26	6.3 %
J=Maintenance of sanitary sewer system	32	7.8 %
Z=None chosen	129	31.5 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?(top three)

<u>Q7 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of major City streets	155	37.8 %
B = Maintenance of streets in your neighborhood	115	28.0 %
C = Maintenance of sidewalks in the City	111	27.1 %
D = Maintenance of street signs/traffic signs	28	6.8 %
E = Maintenance and preservation of downtown..	159	38.8 %
F = Maintenance of City buildings	17	4.1 %
G = Snow removal on neighborhood streets	84	20.5 %
H = Overall cleanliness of City streets and other	79	19.3 %
I = Maintenance of stormwater drainage system	98	23.9 %
J = Maintenance of sanitary sewer system	92	22.4 %
Z = None chosen	63	15.4 %
Total	1001	

2009 Parkville, MO DirectionFinder® Survey Results

Q8 City Communication. 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=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8a The availability of information about City programs and services	9.3%	41.5%	30.2%	8.5%	0.7%	9.8%
Q8b City efforts to keep you informed about local issues	8.3%	37.6%	31.7%	13.9%	0.7%	7.8%
Q8c How open the City is to public involvement and input from residents	9.0%	29.8%	32.4%	10.0%	1.5%	17.3%
Q8d The quality of programming on the City's cable television channel	6.3%	26.1%	29.5%	5.9%	1.0%	31.2%
Q8e The quality of the City's web page	5.9%	18.5%	28.5%	5.4%	1.7%	40.0%
Q8f The quality of e-mail updates and announcements	3.9%	11.5%	26.8%	8.8%	2.7%	46.3%

2009 Parkville, MO DirectionFinder® Survey Results

Q8 City Communication. 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." (Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8a The availability of information about City programs and services	10.3%	45.9%	33.5%	9.5%	0.8%
Q8b City efforts to keep you informed about local issues	9.0%	40.7%	34.4%	15.1%	0.8%
Q8c How open the City is to public involvement and input from residents	10.9%	36.0%	39.2%	12.1%	1.8%
Q8d The quality of programming on the City's cable television channel	9.2%	37.9%	42.9%	8.5%	1.4%
Q8e The quality of the City's web page	9.8%	30.9%	47.6%	8.9%	2.8%
Q8f The quality of e-mail updates and announcements	7.3%	21.4%	50.0%	16.4%	5.0%

2009 Parkville, MO DirectionFinder® Survey Results

Q9 What are your primary sources of information about activities and services in your community?

Q9 What are your primary sources of information about activities and services in your community?	Number	Percent
The Kansas City Star	197	48.0 %
Local Newspapers	212	51.7 %
Radio	68	16.6 %
Television-Parkville Channel 2	108	26.3 %
Television-Other channels	89	21.7 %
Notices at City Hall	11	2.7 %
City webpage www.parkvillemo.com	75	18.3 %
Direct Mail	202	49.3 %
Neighborhood newsletters	201	49.0 %
Other internet sources	30	7.3 %
Word of Mouth	231	56.3 %
Banners, flyers and posters	204	49.8 %
Social networking sites (i.e. Facebook, Twitter)	13	3.2 %
Other	5	1.2 %
None chosen	7	1.7 %
Total	1653	

Q9 Other

Q9 Other

CALLING DIRECTLY

CITY OFFICIALS

CUMINARY

FRIENDS

RISS LAKE PAPER

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q10 Would you like to have access to an off-leash dog park in Parkville?

Q10 Would you like to have access to an off-leash dog park in Parkville?	Number	Percent
Yes	124	30.2 %
No	213	52.0 %
Don't know	73	17.8 %
Total	410	100.0 %

Q11 Would you like to have lights installed so the ball fields can be used for extended hours?

Q11 Would you like to have lights installed so the ball fields can be used for extended hours?	Number	Percent
Yes	173	42.2 %
No	100	24.4 %
Don't know	137	33.4 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q12 Are you satisfied with the number of special events and festivals in Downtown Parkville & English Landing Park?

Q12 Are you satisfied with the number of special events and festivals in Downtown Parkville &

<u>English Landing Park?</u>	<u>Number</u>	<u>Percent</u>
Yes- Just right	292	71.2 %
No- Not enough	53	12.9 %
No- Too many	27	6.6 %
Don't know	38	9.3 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q13 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=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a Maintenance of city parks	25.4%	55.6%	11.0%	3.2%	0.0%	4.9%
Q13b Number of city parks	17.1%	47.3%	19.3%	9.3%	1.5%	5.6%
Q13c Number of walking and biking trails	18.3%	43.4%	12.9%	17.3%	2.9%	5.1%
Q13d Quality of outdoor athletic fields	10.0%	34.4%	28.3%	9.0%	0.7%	17.6%
Q13e Number of outdoor athletic fields	10.0%	31.5%	26.1%	12.0%	1.5%	19.0%
Q13f Number of special events and festivals	20.2%	48.0%	17.1%	8.3%	0.5%	5.9%
Q13g Availability of information about City parks	7.6%	32.9%	32.2%	11.0%	0.5%	15.9%
Q13h Number of shelters	7.3%	37.8%	28.5%	11.0%	0.5%	14.9%
Q13i Number of restrooms in English Landing Park	4.6%	33.2%	24.9%	21.5%	4.9%	11.0%
Q13j Quality of restrooms in English Landing Park	4.1%	19.8%	29.0%	25.4%	7.3%	14.4%
Q13k Use of portable restrooms in the park	4.6%	22.7%	32.4%	16.6%	6.6%	17.1%
Q13l Quality of other English Landing Park amenities	11.0%	50.0%	25.9%	3.4%	0.5%	9.3%

2009 Parkville, MO DirectionFinder® Survey Results

Q13 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." (Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a Maintenance of city parks	26.7%	58.5%	11.5%	3.3%	0.0%
Q13b Number of city parks	18.1%	50.1%	20.4%	9.8%	1.6%
Q13c Number of walking and biking trails	19.3%	45.8%	13.6%	18.3%	3.1%
Q13d Quality of outdoor athletic fields	12.1%	41.7%	34.3%	10.9%	0.9%
Q13e Number of outdoor athletic fields	12.3%	38.9%	32.2%	14.8%	1.8%
Q13f Number of special events and festivals	21.5%	51.0%	18.1%	8.8%	0.5%
Q13g Availability of information about City parks	9.0%	39.1%	38.3%	13.0%	0.6%
Q13h Number of shelters	8.6%	44.4%	33.5%	12.9%	0.6%
Q13i Number of restrooms in English Landing Park	5.2%	37.3%	27.9%	24.1%	5.5%
Q13j Quality of restrooms in English Landing Park	4.8%	23.1%	33.9%	29.6%	8.5%
Q13k Use of portable restrooms in the park	5.6%	27.4%	39.1%	20.0%	7.9%
Q13l Quality of other English Landing Park amenities	12.1%	55.1%	28.5%	3.8%	0.5%

2009 Parkville, MO DirectionFinder® Survey Results

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	94	22.9 %
B=Number of City Parks	14	3.4 %
C=Number of walking and biking trails	72	17.6 %
D=Quality of outdoor athletic fields	8	2.0 %
E=Number of outdoor athletic fields	9	2.2 %
F=Number of special events and festivals	12	2.9 %
G=Availability of information about City parks	13	3.2 %
H=Number of shelters	15	3.7 %
I=Number of restrooms in English Landing Park	37	9.0 %
J=Quality of restrooms in English Landing Park	34	8.3 %
K=Use of portable restrooms in the park	5	1.2 %
L=Quality of other English Landing Park amen...	14	3.4 %
<u>Z=None chosen</u>	<u>83</u>	<u>20.2 %</u>
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q14 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	26	6.3 %
B=Number of City Parks	20	4.9 %
C=Number of walking and biking trails	43	10.5 %
D=Quality of outdoor athletic fields	16	3.9 %
E=Number of outdoor athletic fields	14	3.4 %
F=Number of special events and festivals	26	6.3 %
G=Availability of information about City parks	29	7.1 %
H=Number of shelters	13	3.2 %
I=Number of restrooms in English Landing Park	34	8.3 %
J=Quality of restrooms in English Landing Park	50	12.2 %
K=Use of portable restrooms in the park	14	3.4 %
L=Quality of other English Landing Park amen...	17	4.1 %
<u>Z=None chosen</u>	<u>108</u>	<u>26.3 %</u>
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q14 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	22	5.4 %
B=Number of City Parks	19	4.6 %
C=Number of walking and biking trails	30	7.3 %
D=Quality of outdoor athletic fields	9	2.2 %
E=Number of outdoor athletic fields	16	3.9 %
F=Number of special events and festivals	27	6.6 %
G=Availability of information about City parks	22	5.4 %
H=Number of shelters	14	3.4 %
I=Number of restrooms in English Landing Park	23	5.6 %
J=Quality of restrooms in English Landing Park	43	10.5 %
K=Use of portable restrooms in the park	21	5.1 %
L=Quality of other English Landing Park amen...	30	7.3 %
<u>Z=None chosen</u>	<u>134</u>	<u>32.7 %</u>
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

<u>Q14 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City parks	142	34.6 %
B = Number of City Parks	53	12.9 %
C = Number of walking and biking trails	145	35.4 %
D = Quality of outdoor athletic fields	33	8.0 %
E = Number of outdoor athletic fields	39	9.5 %
F = Number of special events and festivals	65	15.9 %
G = Availability of information about City parks	64	15.6 %
H = Number of shelters	42	10.2 %
I = Number of restrooms in English Landing Park	94	22.9 %
J = Quality of restrooms in English Landing Park	127	31.0 %
K = Use of portable restrooms in the park	40	9.8 %
L = Quality of other English Landing Park amenities	61	14.9 %
<u>Z = None chosen</u>	<u>83</u>	<u>20.2 %</u>
Total	988	

2009 Parkville, MO DirectionFinder® Survey Results

Q15 Enforcement of 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=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a Enforcing the clean up of litter and debris on private property	8.8%	32.5%	25.2%	10.3%	4.6%	18.6%
Q15b Enforcing the mowing and trimming of lawns	8.3%	31.0%	26.1%	12.4%	4.1%	18.0%
Q15c Enforcing the maintenance of residential property (exterior of homes)	7.8%	28.0%	30.2%	12.9%	3.4%	17.6%
Q15d Enforcing the maintenance of business property	8.0%	32.2%	32.9%	7.6%	1.5%	17.8%
Q15e Enforcing codes designed to protect public safety	11.5%	37.8%	23.4%	3.2%	1.7%	22.4%
Q15f Enforcing sign regulations	11.2%	35.1%	23.7%	4.4%	2.9%	22.7%

2009 Parkville, MO DirectionFinder® Survey Results

Q15 Enforcement of 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."(Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a Enforcing the clean up of litter and debris on private property	10.8%	39.9%	30.9%	12.6%	5.7%
Q15b Enforcing the mowing and trimming of lawns	10.1%	37.8%	31.8%	15.2%	5.1%
Q15c Enforcing the maintenance of residential property (exterior of homes)	9.5%	34.0%	36.7%	15.7%	4.1%
Q15d Enforcing the maintenance of business property	9.8%	39.2%	40.1%	9.2%	1.8%
Q15e Enforcing codes designed to protect public safety	14.8%	48.7%	30.2%	4.1%	2.2%
Q15f Enforcing sign regulations	14.5%	45.4%	30.6%	5.7%	3.8%

2009 Parkville, MO DirectionFinder® Survey Results

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q16 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of litter and debris o...	101	24.6 %
B=Enforcing the mowing and trimming of lawns	27	6.6 %
C=Enforcing the maintenance of residential pr...	41	10.0 %
D=Enforcing the maintenance of business prop...	46	11.2 %
E=Enforcing codes designed to protect public ...	46	11.2 %
F=Enforcing sign regulations	14	3.4 %
Z=None chosen	135	32.9 %
Total	410	100.0 %

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q16 Second Priority</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of litter and debris o...	41	10.0 %
B=Enforcing the mowing and trimming of lawns	57	13.9 %
C=Enforcing the maintenance of residential pr...	63	15.4 %
D=Enforcing the maintenance of business prop...	38	9.3 %
E=Enforcing codes designed to protect public ...	34	8.3 %
F=Enforcing sign regulations	17	4.1 %
Z=None chosen	160	39.0 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q16 Third Priority</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of litter and debris o...	52	12.7 %
B=Enforcing the mowing and trimming of lawns	34	8.3 %
C=Enforcing the maintenance of residential pr...	56	13.7 %
D=Enforcing the maintenance of business prop...	36	8.8 %
E=Enforcing codes designed to protect public ...	19	4.6 %
F=Enforcing sign regulations	28	6.8 %
Z=None chosen	185	45.1 %
Total	410	100.0 %

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

<u>Q16 Top Priority</u>	<u>Number</u>	<u>Percent</u>
A = Enforcing the clean up of litter and debris on p...	194	47.3 %
B = Enforcing the mowing and trimming of lawns	118	28.8 %
C = Enforcing the maintenance of residential prop...	160	39.0 %
D = Enforcing the maintenance of business property	120	29.3 %
E = Enforcing codes designed to protect public ...	99	24.1 %
F = Enforcing sign regulations	59	14.4 %
Z = None chosen	135	32.9 %
Total	885	

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q17 Perceptions. Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied".

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a Overall image of the City	31.5%	55.9%	7.3%	2.4%	0.2%	2.7%
Q17b Overall value that you receive for your tax dollars and fees	16.6%	47.6%	20.2%	11.0%	1.7%	2.9%
Q17c Overall quality of life in the City	38.3%	50.2%	8.3%	0.5%	0.2%	2.4%
Q17d Overall appearance of the City	23.9%	56.1%	12.7%	4.4%	0.2%	2.7%
Q17e Overall feeling of safety in the City	43.2%	48.8%	4.6%	1.0%	0.2%	2.2%

2009 Parkville, MO DirectionFinder® Survey Results

Q17 Perceptions. Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied".(Without Don't Know)

(N=410)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a Overall image of the City	32.3%	57.4%	7.5%	2.5%	0.3%
Q17b Overall value that you receive for your tax dollars and fees	17.1%	49.0%	20.9%	11.3%	1.8%
Q17c Overall quality of life in the City	39.3%	51.5%	8.5%	0.5%	0.3%
Q17d Overall appearance of the City	24.6%	57.6%	13.0%	4.5%	0.3%
Q17e Overall feeling of safety in the City	44.1%	49.9%	4.7%	1.0%	0.2%

2009 Parkville, MO DirectionFinder® Survey Results

Q18 Transportation. To provide easier access to parts of Parkville, with healthy, environmentally friendly alternatives to driving, the City would like to improve the "connectivity" of our neighborhoods, by making it easier to walk, bike or take a bus to other areas of the City. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree."

(N=410)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q18a The City should build a network of sidewalks and trails that link neighborhoods with recreational, cultural and business centers.	40.7%	28.3%	16.8%	7.8%	2.0%	4.4%
Q18b Neighborhood streets should be improved to include bike lanes and trails should include bike routes.	31.5%	25.1%	22.2%	12.4%	4.1%	4.6%
Q18c Existing neighborhood streets should be upgraded to include sidewalks.	30.2%	32.7%	21.5%	8.8%	2.7%	4.1%
Q18d The City should coordinate with area agencies to increase transit options.	22.4%	32.0%	22.9%	12.4%	3.9%	6.3%

2009 Parkville, MO DirectionFinder® Survey Results

Q18 Transportation. To provide easier access to parts of Parkville, with healthy, environmentally friendly alternatives to driving, the City would like to improve the "connectivity" of our neighborhoods, by making it easier to walk, bike or take a bus to other areas of the City. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree." (Without Don't Know)

(N=410)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q18a The City should build a network of sidewalks and trails that link neighborhoods with recreational, cultural and business centers.	42.6%	29.6%	17.6%	8.2%	2.0%
Q18b Neighborhood streets should be improved to include bike lanes and trails should include bike routes.	33.0%	26.3%	23.3%	13.0%	4.3%
Q18c Existing neighborhood streets should be upgraded to include sidewalks.	31.6%	34.1%	22.4%	9.2%	2.8%
Q18d The City should coordinate with area agencies to increase transit options.	24.0%	34.1%	24.5%	13.3%	4.2%

2009 Parkville, MO DirectionFinder® Survey Results

Q19 Customer Service. Have you contacted the City with a question, problem, or complaint during the past year?

Q19 Have you contacted the City with a question, problem, or complaint during the past year?

	Number	Percent
Yes	121	29.6 %
No	271	66.3 %
No response	17	4.2 %
Total	409	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q19a Which City department did you contact most recently?

ADMINISTRATION=	1	0.9 %
ANIMAL CONTROL=	1	0.9 %
BUILDING CODES=	1	0.9 %
CITY ADMINISTRATION=	1	0.9 %
CITY ADMINISTRATION/COMMERCIA...	1	0.9 %
CITY HALL=	4	3.6 %
CITY HALL/PARKS & REC=	1	0.9 %
CITY HALL/POLICE=	2	1.8 %
CITY HALL/STREET DEPT=	1	0.9 %
CITY MANAGER=	1	0.9 %
CITY WORKS DEPT=	1	0.9 %
CODE=	1	0.9 %
CODE ENFORCEMENT=	2	1.8 %
CODES=	9	8.2 %
CODES/BUILDING INSPECTION=	1	0.9 %
COMMUNITY DEVELOPMENT=	5	4.5 %
COMMUNITY DIVISION=	1	0.9 %
COMMUNITY PLANNING=	1	0.9 %
DOT=	1	0.9 %
FIRE DEPT=	1	0.9 %
LICENSE=	1	0.9 %
MAINTENANCE=	4	3.6 %
MAINTENANCE/NEIGHBORHOOD=	1	0.9 %
MANAGER=	1	0.9 %
MAYOR=	1	0.9 %
MAYOR/ALDERMAN=	1	0.9 %
MAYORS OFFICE=	1	0.9 %

2009 Parkville, MO DirectionFinder® Survey Results

MO-AWC= 1 0.9 %

Q19a Which City department did you contact most recently?

Q19a Which City department did you contact most recently?	Number	Percent
PARKS & REC=	2	1.8 %
PARKS BOARD=	1	0.9 %
PERMITS=	2	1.8 %
PERSONAL PROPERTY TAX=	1	0.9 %
POLICE=	27	24.5 %
POLICE/ANIMAL CONTROL=	1	0.9 %
POLICE/CITY HALL=	1	0.9 %
PUBLIC WORKS=	8	7.3 %
PUBLIC WORKS DEPT=	1	0.9 %
RECEPTIONIST=	1	0.9 %
ROAD DEPT=	1	0.9 %

2009 Parkville, MO DirectionFinder® Survey Results

Q19a Which City department did you contact most recently?

Q19a Which City department did you contact most recently?	Number	Percent
SEWER DEPT=	1	0.9 %
SHERIFF=	1	0.9 %
STREET=	1	0.9 %
STREET DEPARTMENT=	1	0.9 %
STREET DEPT=	3	2.7 %
STREET MAINTENANCE=	1	0.9 %
STREETS=	2	1.8 %
TAX DEPARTMENT=	1	0.9 %
TRAFFIC/POLICE=	1	0.9 %
WATER DEPT=	4	3.6 %
Total	110	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q19b-f Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where "5" means "always" and "1" means "never", please rate the following aspects of customer service you received from the City department you listed in Q19a.

(N=121)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q19b They were easy to contact	46.3%	33.9%	12.4%	4.1%	1.7%	1.7%
Q19c They were courteous and polite	60.3%	31.4%	3.3%	0.8%	1.7%	2.5%
Q19d They gave prompt, accurate and complete answers to questions	47.1%	24.8%	16.5%	8.3%	3.3%	0.0%
Q19e They did what they said they would do in a timely manner	44.6%	27.3%	12.4%	5.0%	4.1%	6.6%
Q19f They helped you resolve an issue to your satisfaction	45.5%	19.0%	13.2%	8.3%	13.2%	0.8%

2009 Parkville, MO DirectionFinder® Survey Results

Q19b-f Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where "5" means "always" and "1" means "never", please rate the following aspects of customer service you received from the City department you listed in Q19a.(Without Don't Know)

(N=121)

	Always	Usually	Sometimes	Seldom	Never
Q19b They were easy to contact	47.1%	34.5%	12.6%	4.2%	1.7%
Q19c They were courteous and polite	61.9%	32.2%	3.4%	0.8%	1.7%
Q19d They gave prompt, accurate and complete answers to questions	47.1%	24.8%	16.5%	8.3%	3.3%
Q19e They did what they said they would do in a timely manner	47.8%	29.2%	13.3%	5.3%	4.4%
Q19f They helped you resolve an issue to your satisfaction	45.8%	19.2%	13.3%	8.3%	13.3%

2009 Parkville, MO DirectionFinder® Survey Results

Q20 Other. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree."

(N=410)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q20a The City should place a high priority on the reduction of train noise and commit dollars to the effort.	15.4%	10.7%	29.3%	25.1%	17.1%	2.4%
Q20b The City should encourage a public education program to raise "green" awareness and understanding of sustainability.	16.6%	33.4%	28.8%	11.5%	5.6%	4.1%
Q20c The City should adopt "green" building codes in all new developments	20.5%	28.5%	26.1%	12.2%	8.0%	4.6%

2009 Parkville, MO DirectionFinder® Survey Results

Q20 Other. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree."(Without Don't Know)

(N=410)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20a The City should place a high priority on the reduction of train noise and commit dollars to the effort.	15.8%	11.0%	30.0%	25.8%	17.5%
Q20b The City should encourage a public education program to raise "green" awareness and understanding of sustainability.	17.3%	34.9%	30.0%	12.0%	5.9%
Q20c The City should adopt "green" building codes in all new developments	21.5%	29.9%	27.4%	12.8%	8.4%

2009 Parkville, MO DirectionFinder® Survey Results

Q21 The City has the option of contracting with one trash hauler, to provide trash pick-up and recycling services for the entire City. It is expected that this service would be less expensive to each residence, but would mean that residents would no longer be able to choose their own trash service provider. Knowing this, are you supportive of the City contracting with one trash hauler?

Q21 Are you supportive of the City contracting with one trash hauler?	Number	Percent
Yes	207	50.5 %
No	106	25.9 %
Don't know	97	23.7 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?

(N=410)

	Very important	Somewhat important	Not sure	Not important	No response
Q22a Sense of community	53.2%	35.9%	3.9%	2.9%	4.1%
Q22b Quality of public schools	72.0%	13.4%	1.7%	9.8%	3.2%
Q22c Employment opportunities	14.1%	24.6%	15.1%	41.2%	4.9%
Q22d Types of housing	59.8%	27.6%	4.1%	4.4%	4.1%
Q22e Affordability of housing	45.6%	37.8%	5.1%	7.6%	3.9%
Q22f Access to quality shopping	37.6%	40.2%	7.3%	10.5%	4.4%
Q22g Proximity to Metropolitan Kansas City area	56.3%	34.1%	1.7%	4.6%	3.2%
Q22h Near family or friends	28.3%	31.0%	8.0%	28.5%	4.1%
Q22i Safe community	86.1%	10.2%	0.2%	0.5%	2.9%
Q22j Parkville's Historic Downtown area	32.9%	40.0%	11.2%	12.4%	3.4%
Q22k Proximity to the airport	42.2%	35.9%	7.3%	11.0%	3.7%
Q22l Parks, trails and green space	48.0%	40.0%	4.9%	3.2%	3.9%
Q22m No earnings tax	61.0%	17.8%	4.9%	12.0%	4.4%
Q22n Resale value of your home	73.9%	15.9%	2.0%	4.6%	3.7%

2009 Parkville, MO DirectionFinder® Survey Results

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

(N=410)

	Very important	Somewhat important	Not sure	Not important
Q22a Sense of community	55.5%	37.4%	4.1%	3.1%
Q22b Quality of public schools	74.3%	13.9%	1.8%	10.1%
Q22c Employment opportunities	14.9%	25.9%	15.9%	43.3%
Q22d Types of housing	62.3%	28.8%	4.3%	4.6%
Q22e Affordability of housing	47.5%	39.3%	5.3%	7.9%
Q22f Access to quality shopping	39.3%	42.1%	7.7%	11.0%
Q22g Proximity to Metropolitan Kansas City area	58.2%	35.3%	1.8%	4.8%
Q22h Near family or friends	29.5%	32.3%	8.4%	29.8%
Q22i Safe community	88.7%	10.6%	0.3%	0.5%
Q22j Parkville's Historic Downtown area	34.1%	41.4%	11.6%	12.9%
Q22k Proximity to the airport	43.8%	37.2%	7.6%	11.4%
Q22l Parks, trails and green space	50.0%	41.6%	5.1%	3.3%
Q22m No earnings tax	63.8%	18.6%	5.1%	12.5%
Q22n Resale value of your home	76.7%	16.5%	2.0%	4.8%

2009 Parkville, MO DirectionFinder® Survey Results

Q23 Would you recommend moving to Parkville to your family and friends?

Q23 Would you recommend moving to Parkville to your family and friends?	Number	Percent
Yes	365	89.0 %
No	8	2.0 %
<u>Don't know</u>	37	9.0 %
Total	410	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville? (N=410)

	Always	Sometimes	Seldom	Never
Q24a Groceries	63.8%	32.4%	3.0%	0.7%
Q24b Pharmacy items	56.1%	31.3%	7.5%	5.0%
Q24c Clothing	1.3%	13.8%	37.3%	47.6%
Q24d Hardware and building supplies	8.1%	55.9%	28.5%	7.6%
Q24e Plants and gardening supplies	2.8%	28.1%	42.2%	26.9%
Q24f Major appliances	1.0%	2.3%	17.3%	79.3%
Q24g Other home electronics	1.3%	3.1%	18.3%	77.3%
Q24h Books, CD's, DVD's	3.4%	8.7%	24.0%	63.9%
Q24i Doctor or dentist	17.4%	26.4%	13.1%	43.1%
Q24j Gasoline	54.9%	41.8%	2.0%	1.3%
Q24k Hair care	29.7%	29.7%	10.5%	30.2%
Q24l Automobile parts or services	23.1%	39.3%	16.8%	20.8%
Q24m Dry cleaning	32.0%	24.3%	10.6%	33.1%
Q24n Furniture	0.3%	3.9%	15.1%	80.7%
Q24o Restaurants-fast food	7.3%	66.7%	17.7%	8.3%
Q24p Restaurants-sit down casual	8.6%	77.0%	11.1%	3.3%
Q24q Restaurants-fine dining	4.4%	53.4%	23.6%	18.7%
Q24r Sporting Goods	1.0%	4.7%	18.3%	75.9%
Q24s Hobby supplies	1.3%	8.2%	21.8%	68.7%
Q24t Home decor resources	1.3%	23.6%	30.1%	45.0%
Q24u Farmers market	18.5%	48.7%	20.1%	12.7%
Q24v Office supplies	1.8%	6.0%	24.6%	67.6%
Q24w Hotel	0.3%	1.6%	9.1%	89.0%
Q24x Large retail store	0.5%	2.9%	9.0%	87.6%
Q24y Theater	0.5%	2.9%	8.9%	87.8%
Q24z Museums	0.3%	2.4%	11.6%	85.8%

2009 Parkville, MO DirectionFinder® Survey Results

Question 24 Reasons why residents seldom or never us the service.

<u>Q24a Groceries</u>	<u>Number</u>	<u>Percent</u>
A = Not available in Parkville	2	13.3 %
C = Better selection elsewhere	10	66.7 %
Z = No response	3	20.0 %
Total	15	

<u>Q24b Pharmacy</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	2	4.0 %
Better selection elsewhere	32	64.0 %
No response	16	32.0 %
Total	50	

<u>Q24c Clothing</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	89	26.8 %
I want to see this business in Parkville	42	12.7 %
Better selection elsewhere	177	53.3 %
No response	72	21.7 %
Total	380	

<u>Q24d Hardware</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	9	6.3 %
I want to see this business in Parkville	9	6.3 %
Better selection elsewhere	101	70.6 %
No response	36	25.2 %
Total	155	

2009 Parkville, MO DirectionFinder® Survey Results

Question 24 Reasons why residents seldom or never us the service.

<u>Q24e Plants</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	38	14.1 %
I want to see this business in Parkville	36	13.3 %
Better selection elsewhere	165	61.1 %
<u>No response</u>	<u>59</u>	<u>21.9 %</u>
Total	298	

<u>Q24f Major appliances</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	181	48.4 %
I want to see this business in Parkville	19	5.1 %
Better selection elsewhere	150	40.1 %
<u>No response</u>	<u>62</u>	<u>16.6 %</u>
Total	412	

<u>Q24g Other home electronics</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	148	40.4 %
I want to see this business in Parkville	20	5.5 %
Better selection elsewhere	169	46.2 %
<u>No response</u>	<u>63</u>	<u>17.2 %</u>
Total	400	

<u>Q24h Books cds dvds</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	93	27.9 %
I want to see this business in Parkville	47	14.1 %

2009 Parkville, MO DirectionFinder® Survey Results

Better selection elsewhere	162	48.6 %
No response	67	20.1 %
Total	369	

Question 24 Reasons why residents seldom or never us the service.

<u>Q24i Doctor</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	22	10.0 %
I want to see this business in Parkville	20	9.1 %
Better selection elsewhere	137	62.6 %
No response	50	22.8 %
Total	229	

<u>Q24j Gasoline</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	1	7.7 %
Better selection elsewhere	9	69.2 %
No response	3	23.1 %
Total	13	

<u>Q24k Hair care</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	5	3.1 %
I want to see this business in Parkville	8	5.0 %
Better selection elsewhere	103	64.8 %
No response	49	30.8 %
Total	165	

<u>Q24l Automobile</u>	<u>Number</u>	<u>Percent</u>
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2009 Parkville, MO DirectionFinder® Survey Results

Not available in Parkville	14	9.5 %
I want to see this business in Parkville	7	4.7 %
Better selection elsewhere	91	61.5 %
<u>No response</u>	<u>40</u>	<u>27.0 %</u>
Total	152	

Question 24 Reasons why residents seldom or never us the service.

<u>Q24m Dry cleaning</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	17	10.1 %
I want to see this business in Parkville	11	6.5 %
Better selection elsewhere	78	46.2 %
<u>No response</u>	<u>66</u>	<u>39.1 %</u>
Total	172	

<u>Q24n Furniture</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	110	29.9 %
I want to see this business in Parkville	26	7.1 %
Better selection elsewhere	189	51.4 %
<u>No response</u>	<u>81</u>	<u>22.0 %</u>
Total	406	

<u>Q24o Fast food</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	11	10.7 %
I want to see this business in Parkville	13	12.6 %
Better selection elsewhere	51	49.5 %
<u>No response</u>	<u>38</u>	<u>36.9 %</u>
Total	113	

2009 Parkville, MO DirectionFinder® Survey Results

<u>Q24p Sit down</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	1	1.8 %
I want to see this business in Parkville	8	14.0 %
Better selection elsewhere	30	52.6 %
No response	22	38.6 %
Total	61	

Question 24 Reasons why residents seldom or never us the service.

<u>Q24q fine dining</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	19	11.7 %
I want to see this business in Parkville	27	16.6 %
Better selection elsewhere	75	46.0 %
No response	59	36.2 %
Total	180	

<u>Q24r sporting goods</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	112	31.1 %
I want to see this business in Parkville	27	7.5 %
Better selection elsewhere	169	46.9 %
No response	81	22.5 %
Total	389	

<u>Q24s Hobby supplies</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	80	23.3 %
I want to see this business in Parkville	26	7.6 %
Better selection elsewhere	182	52.9 %
No response	85	24.7 %

2009 Parkville, MO DirectionFinder® Survey Results

Total 373

<u>Q24t Home decor first</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	30	10.5 %
I want to see this business in Parkville	24	8.4 %
Better selection elsewhere	156	54.4 %
No response	93	32.4 %
Total	303	

Question 24 Reasons why residents seldom or never us the service.

<u>Q24u Farmers market</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	5	3.9 %
I want to see this business in Parkville	6	4.7 %
Better selection elsewhere	52	40.3 %
No response	69	53.5 %
Total	132	

<u>Q24v Office supplies</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	89	25.0 %
I want to see this business in Parkville	20	5.6 %
Better selection elsewhere	179	50.3 %
No response	92	25.8 %
Total	380	

<u>Q24w Hotel</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	155	41.2 %
I want to see this business in Parkville	22	5.9 %

2009 Parkville, MO DirectionFinder® Survey Results

Better selection elsewhere	128	34.0 %
No response	101	26.9 %
Total	406	

<u>Q24x Large retail</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	189	51.8 %
I want to see this business in Parkville	32	8.8 %
Better selection elsewhere	109	29.9 %
No response	72	19.7 %
Total	402	

Question 24 Reasons why residents seldom or never us the service.

<u>Q24y Theatre</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	176	47.4 %
I want to see this business in Parkville	61	16.4 %
Better selection elsewhere	101	27.2 %
No response	72	19.4 %
Total	410	

<u>Q24z Museums</u>	<u>Number</u>	<u>Percent</u>
Not available in Parkville	165	44.6 %
I want to see this business in Parkville	38	10.3 %
Better selection elsewhere	129	34.9 %
No response	72	19.5 %
Total	404	

2009 Parkville, MO DirectionFinder® Survey Results

Q25 Other business

Q25 Other business

APPLEBEES/FRIDAYS
BAKERY
BAKERY/COFFEE SHOP/BOOK STORE/SANDW
BAKERY/STARBUCKS/PUBS
BETTER MAJOR RETAIL/UPSCALE RESOURC
BIG CORPORATIONS
BIGGER HARDWARE STORE/LIVE ENTERTAI
BOOK STORE
BOOK STORE/PANERA/ICE CREAM SHOP
BOOK STORE/RAINEY DAY BOOKS
BOOK STORE/RESALE CLOTHING STORE
BOOKSTORE/TEA ROOM
BREWERY RESTRAURANT/COFFEE SHOP
CAPITAL GRILLE
CHIC FIL A/BUFFALO WILD WINGS
COFFEE SHOP
COFFEE SHOP
COFFEE SHOP/BOOKSTORE
COSTCO/CULVERS RESTAURANT
COSTCO/SAMS
COSTCO/SAMS CLUB
CRAFT SEWING STORE
DEER PROCESSING PLANT
DRIVE THRU FAST FOOD
FABRICS & SEWING NEEDS
FARMERS MARKET IN EVENINGS/SUNDAY
GENERAL STORE

2009 Parkville, MO DirectionFinder® Survey Results

Q25 Other business

Q25 Other business

GUN SHOP @ PARMA WOODS SHOOTING RNG

IKEA

JOES/WHOLE FOODS

KEEP BUSINESSES ALREADY THERE

LAUNDRYMAT

LET THE MARKET DECIDE

LIKE THE ARTS DISTRICT

LOWES/HOME DEPOT

MACYS/FALZONES/PERKINS/WAFFLEHOUSE

NATURAL FOODS

NIGHTLIFE

NO SMOKING RESTAURANTS

OPEN COFFEY ROAD

ORGANIC GROCERY STORE/COSTCO/TRADER

PANERAS/KRISPY KREME/HOTEL/HALLMARK

PUBLIC OUTDOOR POOL

REI

RELOCATE POST OFFICE TO MORE ACCESS

RENTAL BIKES/CANOES/KAYAKS/REI/IKEA

RESTAURANTS/BOAT DOCKS/WILDLIFE ARE

SHOPS/BUSINESSES FOR YOUNG PEOPLE

SMALL UPSCALE SHOPS

SOCK STORE/TRADER JOES

SOMETHING FOR CHILDREN

2009 Parkville, MO DirectionFinder® Survey Results

SPORTS BAR & GRILL

Q25 Other business

Q25 Other business

STEAK & SHAKE

STEAMBOAT ARABIA

STEAMBOAT ARABIA MUSEUM

TARGET/WHOLE FOODS

TAXI/CAR RENTAL

THEATRE/MUSEUM

THEATRE/MUSEUM/CIVIL WAR MUSEUM

TRADER JOES/EMS/EARL MAY

UNIQUE SHOP MIX DOWNTOWN

UP TO DATE CLOTHING STORE

WALMART/HOME DEPOT

WALMART/WENDYS/WESTERN CLOTHING

WENDYS

WENDYS FAST FOOD

WHOLE FOODS/TRADER JOE

WHOLE FOODS/TRADER JOE/TOY STORE

WOMENS CLOTHING/HEALTHFOOD/BOOK STO

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26a Business offices</u>	<u>Number</u>	<u>Percent</u>
Area 1	173	42.2 %
Area 2	72	17.6 %
Area 3	87	21.2 %
Area 4	73	17.8 %
Area 5	93	22.7 %
Area 6	98	23.9 %
Not at all	27	6.6 %
<u>No response</u>	<u>112</u>	<u>27.3 %</u>
Total	735	

<u>Q26b Hotels</u>	<u>Number</u>	<u>Percent</u>
Area 1	206	50.2 %
Area 2	15	3.7 %
Area 3	23	5.6 %
Area 4	18	4.4 %
Area 5	40	9.8 %
Area 6	30	7.3 %
Not at all	61	14.9 %
<u>No response</u>	<u>108</u>	<u>26.3 %</u>
Total	501	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26c Mixed use residential and commercial</u>	<u>Number</u>	<u>Percent</u>
Area 1	116	28.3 %
Area 2	73	17.8 %
Area 3	57	13.9 %
Area 4	68	16.6 %
Area 5	61	14.9 %
Area 6	57	13.9 %
Not at all	52	12.7 %
No response	145	35.4 %
Total	629	

<u>Q26d Healthcare facilities</u>	<u>Number</u>	<u>Percent</u>
Area 1	109	26.6 %
Area 2	68	16.6 %
Area 3	102	24.9 %
Area 4	63	15.4 %
Area 5	39	9.5 %
Area 6	55	13.4 %
Not at all	37	9.0 %
No response	146	35.6 %
Total	619	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26e Large retail stores</u>	<u>Number</u>	<u>Percent</u>
Area 1	155	37.8 %
Area 2	32	7.8 %
Area 3	44	10.7 %
Area 4	25	6.1 %
Area 5	8	2.0 %
Area 6	30	7.3 %
Not at all	87	21.2 %
No response	118	28.8 %
Total	499	

<u>Q26f Employment opportunities</u>	<u>Number</u>	<u>Percent</u>
Area 1	152	37.1 %
Area 2	92	22.4 %
Area 3	104	25.4 %
Area 4	102	24.9 %
Area 5	121	29.5 %
Area 6	101	24.6 %
Not at all	19	4.6 %
No response	180	43.9 %
Total	871	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26g Retail, local</u>	<u>Number</u>	<u>Percent</u>
Area 1	83	20.2 %
Area 2	90	22.0 %
Area 3	129	31.5 %
Area 4	123	30.0 %
Area 5	177	43.2 %
Area 6	54	13.2 %
Not at all	16	3.9 %
No response	136	33.2 %
Total	808	

<u>Q26h Movie theatre</u>	<u>Number</u>	<u>Percent</u>
Area 1	106	25.9 %
Area 2	39	9.5 %
Area 3	66	16.1 %
Area 4	51	12.4 %
Area 5	60	14.6 %
Area 6	29	7.1 %
Not at all	64	15.6 %
No response	128	31.2 %
Total	543	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26i Live entertainment</u>	<u>Number</u>	<u>Percent</u>
Area 1	58	14.1 %
Area 2	31	7.6 %
Area 3	58	14.1 %
Area 4	51	12.4 %
Area 5	183	44.6 %
Area 6	31	7.6 %
Not at all	34	8.3 %
No response	140	34.1 %
Total	586	

<u>Q26j Sports/recreation/trails</u>	<u>Number</u>	<u>Percent</u>
Area 1	113	27.6 %
Area 2	76	18.5 %
Area 3	73	17.8 %
Area 4	86	21.0 %
Area 5	149	36.3 %
Area 6	145	35.4 %
Not at all	20	4.9 %
No response	132	32.2 %
Total	794	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26k Museums</u>	<u>Number</u>	<u>Percent</u>
Area 1	34	8.3 %
Area 2	18	4.4 %
Area 3	19	4.6 %
Area 4	32	7.8 %
Area 5	163	39.8 %
Area 6	35	8.5 %
Not at all	56	13.7 %
<u>No response</u>	<u>155</u>	<u>37.8 %</u>
Total	512	

<u>Q26l More fast food options</u>	<u>Number</u>	<u>Percent</u>
Area 1	90	22.0 %
Area 2	70	17.1 %
Area 3	106	25.9 %
Area 4	63	15.4 %
Area 5	39	9.5 %
Area 6	50	12.2 %
Not at all	89	21.7 %
<u>No response</u>	<u>126</u>	<u>30.7 %</u>
Total	633	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26m More sit down casual dining options</u>	<u>Number</u>	<u>Percent</u>
Area 1	67	16.3 %
Area 2	95	23.2 %
Area 3	129	31.5 %
Area 4	105	25.6 %
Area 5	158	38.5 %
Area 6	41	10.0 %
Not at all	25	6.1 %
<u>No response</u>	<u>136</u>	<u>33.2 %</u>
Total	756	

<u>Q26n More fine dining options</u>	<u>Number</u>	<u>Percent</u>
Area 1	46	11.2 %
Area 2	66	16.1 %
Area 3	96	23.4 %
Area 4	76	18.5 %
Area 5	164	40.0 %
Area 6	27	6.6 %
Not at all	38	9.3 %
<u>No response</u>	<u>133</u>	<u>32.4 %</u>
Total	646	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26o Artist studios</u>	<u>Number</u>	<u>Percent</u>
Area 1	20	4.9 %
Area 2	27	6.6 %
Area 3	35	8.5 %
Area 4	63	15.4 %
Area 5	214	52.2 %
Area 6	30	7.3 %
Not at all	34	8.3 %
<u>No response</u>	<u>140</u>	<u>34.1 %</u>
Total	563	

<u>Q26p Boutiques clothes shopping</u>	<u>Number</u>	<u>Percent</u>
Area 1	40	9.8 %
Area 2	43	10.5 %
Area 3	80	19.5 %
Area 4	79	19.3 %
Area 5	211	51.5 %
Area 6	21	5.1 %
Not at all	32	7.8 %
<u>No response</u>	<u>122</u>	<u>29.8 %</u>
Total	628	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26q Condominiums and town homes</u>	<u>Number</u>	<u>Percent</u>
Area 1	134	32.7 %
Area 2	73	17.8 %
Area 3	57	13.9 %
Area 4	67	16.3 %
Area 5	38	9.3 %
Area 6	63	15.4 %
Not at all	59	14.4 %
<u>No response</u>	<u>128</u>	<u>31.2 %</u>
Total	619	

<u>Q26r Automotive services and repair</u>	<u>Number</u>	<u>Percent</u>
Area 1	71	17.3 %
Area 2	71	17.3 %
Area 3	72	17.6 %
Area 4	45	11.0 %
Area 5	22	5.4 %
Area 6	57	13.9 %
Not at all	79	19.3 %
<u>No response</u>	<u>148</u>	<u>36.1 %</u>
Total	565	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26s Senior housing</u>	<u>Number</u>	<u>Percent</u>
Area 1	99	24.1 %
Area 2	83	20.2 %
Area 3	78	19.0 %
Area 4	90	22.0 %
Area 5	36	8.8 %
Area 6	65	15.9 %
Not at all	50	12.2 %
No response	131	32.0 %
Total	632	

<u>Q26t Assisted living/continuum care</u>	<u>Number</u>	<u>Percent</u>
Area 1	100	24.4 %
Area 2	68	16.6 %
Area 3	63	15.4 %
Area 4	66	16.1 %
Area 5	22	5.4 %
Area 6	54	13.2 %
Not at all	59	14.4 %
No response	141	34.4 %
Total	573	

2009 Parkville, MO DirectionFinder® Survey Results

Q26 Business Locations

<u>Q26u Entry-level single-family housing</u>	<u>Number</u>	<u>Percent</u>
Area 1	130	31.7 %
Area 2	65	15.9 %
Area 3	48	11.7 %
Area 4	49	12.0 %
Area 5	19	4.6 %
Area 6	59	14.4 %
Not at all	75	18.3 %
<u>No response</u>	<u>135</u>	<u>32.9 %</u>
Total	580	

<u>Q26v Apartments</u>	<u>Number</u>	<u>Percent</u>
Area 1	122	29.8 %
Area 2	40	9.8 %
Area 3	40	9.8 %
Area 4	32	7.8 %
Area 5	22	5.4 %
Area 6	64	15.6 %
Not at all	116	28.3 %
<u>No response</u>	<u>124</u>	<u>30.2 %</u>
Total	560	

2009 Parkville, MO DirectionFinder® Survey Results

Q27 How often do you or members of your household choose to shop, eat and be entertained in Parkville?

(N=410)

	Once a week	Once a month	Now and then	Rarely	Never	No response
Q27a Shop in downtown Parkville	6.1%	16.4%	41.7%	27.2%	7.6%	1.0%
Q27b Shop elsewhere in Parkville (other than downtown)?	59.3%	14.4%	20.0%	4.1%	1.0%	1.2%
Q27c Go out to eat in Downtown Parkville?	8.3%	22.9%	38.8%	22.4%	6.3%	1.2%
Q27d Go out to eat elsewhere in Parkville (other than downtown)?	30.2%	33.2%	25.6%	8.0%	1.5%	1.5%
Q27e Go out for entertainment in Downtown Parkville?	2.0%	6.8%	33.7%	41.2%	15.1%	1.2%
Q27f Go out for entertainment elsewhere in Parkville?	5.4%	15.9%	25.9%	36.6%	15.4%	1.0%

2009 Parkville, MO DirectionFinder® Survey Results

Q27 How often do you or members of your household choose to shop, eat and be entertained in Parkville? (Without No Response)

(N=410)

	Once a week	Once a month	Now and then	Rarely	Never
Q27a Shop in downtown Parkville	6.2%	16.6%	42.1%	27.5%	7.7%
Q27b Shop elsewhere in Parkville (other than downtown)?	60.0%	14.6%	20.2%	4.2%	1.0%
Q27c Go out to eat in Downtown Parkville?	8.4%	23.2%	39.3%	22.7%	6.4%
Q27d Go out to eat elsewhere in Parkville (other than downtown)?	30.7%	33.7%	26.0%	8.2%	1.5%
Q27e Go out for entertainment in Downtown Parkville?	2.0%	6.9%	34.1%	41.7%	15.3%
Q27f Go out for entertainment elsewhere in Parkville?	5.4%	16.0%	26.1%	36.9%	15.5%

2009 Parkville, MO DirectionFinder® Survey Results

Q28 What are the main reasons that you shop in Parkville now?

Q28 What are the main reasons that you shop in Parkville now?	Number	Percent
Privately-owned businesses	149	36.3 %
Lower sales tax	46	11.2 %
Support local businesses	291	71.0 %
Unique selection	150	36.6 %
Atmosphere	169	41.2 %
Customer service	86	21.0 %
Proximity to where I live	321	78.3 %
Other	12	2.9 %
No response	15	3.7 %
Total	1239	

Q28 Other

Q28 Other
BENTLY GUITAR
DO NOT SHOP
DOWNTOWN SHOPS
FARMERS MARKET
FRIENDS
OPEN MARKET
PROXIMITY TO AIRPORT
QUALITY OF PRODUCT
QUILT SHOP
SCIENCE STORE
TAX BENEFIT TO TOWN

2009 Parkville, MO DirectionFinder® Survey Results

2009 Parkville, MO DirectionFinder® Survey Results

Q29 What would encourage you to frequent Downtown Parkville more often?

Q29 What would encourage you to frequent Downtown Parkville more often?	Number	Percent
Expanded store hours	105	25.6 %
More/better parking	106	25.9 %
Better flow of traffic	62	15.1 %
Better selection of restaurants	249	60.7 %
Better selection of products/service	283	69.0 %
Reduced train noise	44	10.7 %
More events/activities	84	20.5 %
Beautification improvements	62	15.1 %
More/improved lighting	12	2.9 %
More/better signage	12	2.9 %
More public restrooms	106	25.9 %
No response	31	7.6 %
Total	1156	

2009 Parkville, MO DirectionFinder® Survey Results

Q30 How important is it to preserve the historic identity of downtown?

(N=410)

	Very important	Somewhat important	Not sure	Not important	Don't know
Q30a Is it important to preserve the historic character of downtown?	75.1%	17.1%	4.1%	1.7%	2.0%
Q30b New development & redevelopment should reflect a historic appearance?	61.5%	28.5%	4.4%	3.2%	2.4%

Q30 How important is it to preserve the historic identity of downtown?(Without Don't Know)

(N=410)

	Very important	Somewhat important	Not sure	Not important
Q30a Is it important to preserve the historic character of downtown?	76.6%	17.4%	4.2%	1.7%
Q30b New development & redevelopment should reflect a historic appearance?	63.0%	29.3%	4.5%	3.3%

2009 Parkville, MO DirectionFinder® Survey Results

Q31 What is your age?

<u>Q31 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 35	25	6.1 %
35 to 44	62	15.1 %
45 to 54	132	32.2 %
55 to 64	106	25.9 %
65+	74	18.0 %
Total	399	97.3 %

Q32 How many persons in your household (counting yourself) are?

	<u>Mean</u>	<u>Sum</u>
number	2.7	1104
Q32 Under age 5	0.1	46
Ages 5-9	0.2	75
Ages 10-14	0.2	90
Ages 15-19	0.2	75
Ages 20-24	0.2	76
Ages 25-34	0.1	49
Ages 35-44	0.3	115
Ages 45-54	0.6	246
Ages 55-64	0.5	207
Ages 65-74	0.2	85
Ages 75+	0.1	41

2009 Parkville, MO DirectionFinder® Survey Results

Q33 Approximately how many years have you lived in the City of Parkville?

<u>Q33 Approximately how many years have you lived in the City of Parkville?</u>	<u>Number</u>	<u>Percent</u>
2 or less	40	9.8 %
3 to 5	79	19.3 %
6 to 10	105	25.6 %
11 to 15	59	14.4 %
16 to 20	51	12.4 %
21+	65	15.9 %
Total	399	97.3 %

Q34 Do you own or rent your current residence?

<u>Q34 Do you own or rent your current residence?</u>	<u>Number</u>	<u>Percent</u>
Own	371	91.6 %
Rent	32	7.9 %
No response	2	0.5 %
Total	405	100.0 %

2009 Parkville, MO DirectionFinder® Survey Results

Q35 Would you say your total household income is:

Q35 Would you say your total household income is:	Number	Percent
Under \$30,000	19	4.6 %
\$30,000-\$59,999	47	11.5 %
\$60,000-\$99,999	66	16.1 %
\$100,000 or more	231	56.3 %
No response	47	11.5 %
Total	410	100.0 %

Q36 Your Gender:

Q36 Your Gender:	Number	Percent
Male	206	50.2 %
Female	204	49.8 %
Total	410	100.0 %

Section 6:
Cross-tab Data by Ward

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q1a Overall quality of all police services</u>					
5=Very satisfied	35.7%	50.9%	45.9%	52.1%	46.1%
4=Satisfied	43.9%	38.9%	41.8%	36.5%	40.4%
3=Neutral	13.3%	7.4%	10.2%	9.4%	10.0%
2=Dissatisfied	7.1%	2.8%	2.0%	0.0%	3.0%
1=Very dissatisfied	0.0%	0.0%	0.0%	2.1%	0.5%
<u>Q1b Overall quality of City parks and recreation programs and facilities</u>					
5=Very satisfied	28.0%	29.8%	34.7%	28.9%	30.3%
4=Satisfied	62.0%	53.8%	46.9%	57.7%	55.0%
3=Neutral	6.0%	14.4%	15.3%	11.3%	12.0%
2=Dissatisfied	4.0%	1.9%	3.1%	1.0%	2.5%
1=Very dissatisfied	0.0%	0.0%	0.0%	1.0%	0.3%

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q1c Overall maintenance of City streets, buildings and facilities</u>					
5=Very satisfied	27.0%	24.5%	29.6%	26.0%	26.7%
4=Satisfied	50.0%	60.4%	46.9%	53.1%	52.6%
3=Neutral	15.0%	11.3%	16.3%	14.6%	14.5%
2=Dissatisfied	4.0%	3.8%	7.1%	4.2%	4.7%
1=Very dissatisfied	4.0%	0.0%	0.0%	2.1%	1.5%
<u>Q1d Overall quality of water/sewer utilities</u>					
5=Very satisfied	16.0%	12.1%	15.3%	20.8%	15.9%
4=Satisfied	44.0%	48.6%	45.9%	38.5%	44.3%
3=Neutral	19.0%	21.5%	24.5%	19.8%	21.4%
2=Dissatisfied	12.0%	13.1%	7.1%	14.6%	11.7%
1=Very dissatisfied	9.0%	4.7%	7.1%	6.3%	6.7%

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q1e Overall enforcement of City codes and ordinances</u>					
5=Very satisfied	12.4%	17.2%	17.8%	21.6%	17.2%
4=Satisfied	37.1%	43.0%	44.4%	47.7%	42.9%
3=Neutral	32.6%	34.4%	30.0%	23.9%	30.5%
2=Dissatisfied	11.2%	3.2%	5.6%	6.8%	6.6%
1=Very dissatisfied	6.7%	2.2%	2.2%	0.0%	2.8%

Q1f Overall quality of customer service you receive from City employees

5=Very satisfied	27.3%	22.5%	26.4%	30.6%	26.6%
4=Satisfied	44.3%	48.3%	45.1%	51.8%	47.2%
3=Neutral	21.6%	25.8%	27.5%	16.5%	23.2%
2=Dissatisfied	3.4%	2.2%	1.1%	1.2%	2.0%
1=Very dissatisfied	3.4%	1.1%	0.0%	0.0%	1.1%

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q1g Overall effectiveness of City communication with the public</u>					
5=Very satisfied	6.3%	18.8%	15.8%	17.0%	14.5%
4=Satisfied	40.6%	42.6%	44.2%	53.2%	45.0%
3=Neutral	39.6%	32.7%	33.7%	22.3%	32.3%
2=Dissatisfied	8.3%	5.0%	6.3%	7.4%	6.7%
1=Very dissatisfied	5.2%	1.0%	0.0%	0.0%	1.6%

Q1h Overall effectiveness of Community Planning and Development

5=Very satisfied	7.6%	10.0%	11.1%	16.9%	11.3%
4=Satisfied	23.9%	44.4%	36.7%	47.2%	37.8%
3=Neutral	44.6%	35.6%	38.9%	23.6%	35.6%
2=Dissatisfied	17.4%	8.9%	13.3%	12.4%	13.3%
1=Very dissatisfied	6.5%	1.1%	0.0%	0.0%	1.9%

Q1 Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q1i Overall quality of the City's storm water runoff/stormwater management

5=Very satisfied	6.5%	14.1%	15.7%	17.2%	13.3%
4=Satisfied	43.0%	48.5%	47.2%	54.0%	48.0%
3=Neutral	28.0%	31.3%	22.5%	26.4%	27.1%
2=Dissatisfied	14.0%	5.1%	11.2%	1.1%	8.1%
1=Very dissatisfied	8.6%	1.0%	3.4%	1.1%	3.5%

Q1j Overall flow of traffic and congestion management in Parkville

5=Very satisfied	11.1%	15.1%	14.4%	18.3%	14.6%
4=Satisfied	36.4%	49.1%	49.5%	54.8%	47.2%
3=Neutral	29.3%	23.6%	24.7%	18.3%	24.2%
2=Dissatisfied	20.2%	10.4%	10.3%	7.5%	12.1%
1=Very dissatisfied	3.0%	1.9%	1.0%	1.1%	1.8%

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q2 Top Priority</u>					
A=Overall quality of all police services	11.8%	21.1%	15.2%	11.1%	14.9%
B=Overall quality of City parks and recreation programs and facilities	9.8%	11.9%	7.1%	9.1%	9.5%
C=Overall maintenance of City streets, buildings, and facilities	11.8%	10.1%	11.1%	12.1%	11.2%
D=Overall quality of water/sewer utilities	7.8%	12.8%	11.1%	20.2%	12.9%
E=Overall enforcement of City codes and ordinances	9.8%	3.7%	3.0%	6.1%	5.6%
F=Overall quality of customer service you receive from City employees	0.0%	1.8%	1.0%	0.0%	1.0%
G=Overall effectiveness of City communication with the public	4.9%	3.7%	5.1%	2.0%	3.9%
H=Overall effectiveness of Community Planning and Development	14.7%	10.1%	18.2%	13.1%	13.9%

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q2 Top Priority (Cont.)

I=Overall quality of the City's storm water runoff/
stormwater management

13.7%	2.8%	7.1%	4.0%	6.8%
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J=Overall flow of traffic and congestion management in Parkville

10.8%	11.0%	9.1%	12.1%	10.7%
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Z=None

4.9%	11.0%	12.1%	10.1%	9.5%
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Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
A=Overall quality of all police services	7.8%	8.3%	5.1%	10.1%	7.8%
B=Overall quality of City parks and recreation programs and facilities	7.8%	9.2%	13.1%	17.2%	11.7%
C=Overall maintenance of City streets, buildings, and facilities	10.8%	8.3%	14.1%	8.1%	10.2%
D=Overall quality of water/sewer utilities	5.9%	14.7%	8.1%	8.1%	9.3%
E=Overall enforcement of City codes and ordinances	2.9%	3.7%	6.1%	2.0%	3.7%
F=Overall quality of customer service you receive from City employees	2.9%	0.9%	3.0%	1.0%	2.0%
G=Overall effectiveness of City communication with the public	6.9%	7.3%	13.1%	6.1%	8.3%
H=Overall effectiveness of Community Planning and Development	22.5%	15.6%	6.1%	17.2%	15.4%

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q2 Second Priority (Cont.)

I=Overall quality of the City's storm water runoff/
stormwater management

8.8%	5.5%	4.0%	5.1%	6.1%
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J=Overall flow of traffic and congestion management in Parkville

12.7%	11.0%	13.1%	6.1%	10.7%
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Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q2 Third Priority</u>					
A=Overall quality of all police services	8.8%	6.4%	8.1%	6.1%	7.3%
B=Overall quality of City parks and recreation programs and facilities	6.9%	4.6%	8.1%	13.1%	8.0%
C=Overall maintenance of City streets, buildings, and facilities	15.7%	7.3%	10.1%	15.2%	12.0%
D=Overall quality of water/sewer utilities	6.9%	5.5%	8.1%	4.0%	6.1%
E=Overall enforcement of City codes and ordinances	6.9%	11.0%	4.0%	2.0%	6.1%
F=Overall quality of customer service you receive from City employees	2.0%	1.8%	2.0%	0.0%	1.5%
G=Overall effectiveness of City communication with the public	4.9%	11.9%	8.1%	6.1%	7.8%
H=Overall effectiveness of Community Planning and Development	9.8%	14.7%	10.1%	16.2%	12.7%

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q2 Third Priority (Cont.)

I=Overall quality of the City's storm water runoff/
stormwater management

7.8%	7.3%	9.1%	6.1%	7.6%
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J=Overall flow of traffic and congestion management in Parkville

10.8%	8.3%	12.1%	10.1%	10.5%
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Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q2 Sum of top three choices</u>					
A=Overall quality of all police services	28.4%	35.8%	28.3%	27.3%	30.0%
B=Overall quality of City parks and recreation programs and facilities	24.5%	25.7%	28.3%	39.4%	29.3%
C=Overall maintenance of City streets, buildings, and facilities	38.2%	25.7%	35.4%	35.4%	33.4%
D=Overall quality of water/sewer utilities	20.6%	33.0%	27.3%	32.3%	28.3%
E=Overall enforcement of City codes and ordinances	19.6%	18.3%	13.1%	10.1%	15.4%
F=Overall quality of customer service you receive from City employees	4.9%	4.6%	6.1%	1.0%	4.4%
G=Overall effectiveness of City communication with the public	16.7%	22.9%	26.3%	14.1%	20.0%
H=Overall effectiveness of Community Planning and Development	47.1%	40.4%	34.3%	46.5%	42.0%

Q2 Which three of the City Service items do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q2 Sum of top three choices (Cont.)

I=Overall quality of the City's storm water runoff/ stormwater management	30.4%	15.6%	20.2%	15.2%	20.5%
J=Overall flow of traffic and congestion management in Parkville	34.3%	30.3%	34.3%	28.3%	32.0%
Z=None	4.9%	11.0%	12.1%	10.1%	9.5%

Q3 Public Safety. For each of the items listed, please rate your satisfaction on scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q3a The visibility of police in neighborhoods

5=Very satisfied	41.6%	59.3%	58.3%	61.9%	55.1%
4=Satisfied	50.5%	37.0%	38.5%	35.1%	40.4%
3=Neutral	5.0%	2.8%	1.0%	1.0%	2.5%
2=Dissatisfied	2.0%	0.9%	2.1%	2.1%	1.7%
1=Very dissatisfied	1.0%	0.0%	0.0%	0.0%	0.2%

Q3b The City's efforts to prevent crime

5=Very satisfied	32.3%	47.1%	36.4%	41.1%	39.3%
4=Satisfied	50.5%	44.1%	51.1%	45.3%	47.8%
3=Neutral	16.1%	7.8%	12.5%	12.6%	12.1%
2=Dissatisfied	1.1%	1.0%	0.0%	1.1%	0.8%

Q3 Public Safety. For each of the items listed, please rate your satisfaction on scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q3c How quickly police respond to emergencies

5=Very satisfied	41.3%	61.8%	48.1%	56.8%	51.8%
4=Satisfied	45.7%	31.5%	37.7%	34.6%	37.6%
3=Neutral	10.9%	5.6%	13.0%	7.4%	9.1%
2=Dissatisfied	2.2%	1.1%	1.3%	1.2%	1.5%

Q3d Enforcement of local traffic laws

5=Very satisfied	23.0%	33.7%	27.3%	34.7%	29.6%
4=Satisfied	44.0%	48.1%	45.5%	42.1%	45.1%
3=Neutral	17.0%	10.6%	22.7%	15.8%	16.2%
2=Dissatisfied	13.0%	4.8%	3.4%	6.3%	7.0%
1=Very dissatisfied	3.0%	2.9%	1.1%	1.1%	2.1%

Q3 Public Safety. For each of the items listed, please rate your satisfaction on scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q3e Police safety education programs

5=Very satisfied	13.6%	15.9%	19.4%	16.4%	16.3%
4=Satisfied	25.4%	22.2%	32.3%	32.7%	28.0%
3=Neutral	55.9%	55.6%	45.2%	49.1%	51.5%
2=Dissatisfied	5.1%	6.3%	3.2%	1.8%	4.2%

Q3f Quality of animal control

5=Very satisfied	13.4%	14.1%	19.2%	18.8%	16.3%
4=Satisfied	37.8%	48.2%	38.5%	35.0%	40.2%
3=Neutral	30.5%	21.2%	29.5%	31.3%	27.9%
2=Dissatisfied	9.8%	8.2%	11.5%	13.8%	10.7%
1=Very dissatisfied	8.5%	8.2%	1.3%	1.3%	4.9%

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q4 Top Priority</u>					
A=The visibility of police in neighborhoods	17.6%	26.6%	23.2%	26.3%	23.7%
B=The City's efforts to prevent crime	25.5%	26.6%	23.2%	29.3%	26.1%
C=How quickly police respond to emergencies	2.9%	4.6%	10.1%	6.1%	5.9%
D=Enforcement of local traffic laws	14.7%	7.3%	11.1%	10.1%	10.7%
E=Police safety education programs	7.8%	6.4%	5.1%	3.0%	5.6%
F=Quality of animal control	13.7%	11.9%	8.1%	10.1%	11.0%
Z=None chosen	17.6%	16.5%	19.2%	15.2%	17.1%

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q4 Second Priority</u>					
A=The visibility of police in neighborhoods	17.6%	9.2%	10.1%	7.1%	11.0%
B=The City's efforts to prevent crime	15.7%	22.0%	26.3%	25.3%	22.2%
C=How quickly police respond to emergencies	14.7%	19.3%	15.2%	19.2%	17.1%
D=Enforcement of local traffic laws	10.8%	10.1%	6.1%	12.1%	9.8%
E=Police safety education programs	9.8%	12.8%	10.1%	7.1%	10.2%
F=Quality of animal control	7.8%	1.8%	6.1%	5.1%	5.1%

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q4 Third Priority</u>					
A=The visibility of police in neighborhoods	8.8%	15.6%	10.1%	16.2%	12.7%
B=The City's efforts to prevent crime	12.7%	11.9%	11.1%	11.1%	12.0%
C=How quickly police respond to emergencies	16.7%	18.3%	19.2%	22.2%	19.0%
D=Enforcement of local traffic laws	5.9%	5.5%	6.1%	6.1%	5.9%
E=Police safety education programs	7.8%	5.5%	6.1%	10.1%	7.3%
F=Quality of animal control	11.8%	11.9%	13.1%	6.1%	10.7%

Q4 Which three of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q4 Sum of top three choices</u>					
A=The visibility of police in neighborhoods	44.1%	51.4%	43.4%	49.5%	47.3%
B=The City's efforts to prevent crime	53.9%	60.6%	60.6%	65.7%	60.2%
C=How quickly police respond to emergencies	34.3%	42.2%	44.4%	47.5%	42.0%
D=Enforcement of local traffic laws	31.4%	22.9%	23.2%	28.3%	26.3%
E=Police safety education programs	25.5%	24.8%	21.2%	20.2%	23.2%
F=Quality of animal control	33.3%	25.7%	27.3%	21.2%	26.8%
Z=None chosen	17.6%	16.5%	19.2%	15.2%	17.1%

Q5 Please rate the City of Parkville on a scale of 1 to 5 where "5" means "excellent" and "1" means "poor" with regard to each of the following:(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q5a As a place to live

5=Excellent	67.3%	75.2%	73.5%	77.6%	73.2%
4=Good	30.7%	22.0%	24.5%	22.4%	25.1%
3=Neutral	2.0%	2.8%	1.0%	0.0%	1.5%
2=Below average	0.0%	0.0%	1.0%	0.0%	0.2%

Q5b As a place to raise children

5=Excellent	63.8%	74.8%	73.4%	77.1%	72.2%
4=Good	26.6%	21.4%	21.3%	22.9%	23.2%
3=Neutral	8.5%	2.9%	4.3%	0.0%	3.9%
2=Below average	1.1%	1.0%	1.1%	0.0%	0.8%

Q5 Please rate the City of Parkville on a scale of 1 to 5 where "5" means "excellent" and "1" means "poor" with regard to each of the following:(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q5c As a place to work

5=Excellent	27.6%	29.3%	36.5%	32.9%	31.4%
4=Good	21.1%	25.6%	37.8%	32.9%	29.4%
3=Neutral	31.6%	35.4%	17.6%	21.9%	26.8%
2=Below average	13.2%	8.5%	4.1%	6.8%	8.2%
1=Poor	6.6%	1.2%	4.1%	5.5%	4.2%

Q5d As a place you would buy your next home

5=Excellent	55.1%	52.3%	54.2%	56.7%	54.4%
4=Good	22.4%	31.8%	35.4%	36.1%	31.6%
3=Neutral	16.3%	13.1%	5.2%	5.2%	10.0%
2=Below average	5.1%	2.8%	4.2%	2.1%	3.5%
1=Poor	1.0%	0.0%	1.0%	0.0%	0.5%

Q5 Please rate the City of Parkville on a scale of 1 to 5 where "5" means "excellent" and "1" means "poor" with regard to each of the following:(Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q5e As a place to retire</u>					
5=Excellent	41.1%	47.7%	43.0%	41.5%	43.3%
4=Good	23.2%	29.0%	26.9%	26.6%	26.7%
3=Neutral	22.1%	15.0%	21.5%	23.4%	20.3%
2=Below average	11.6%	4.7%	7.5%	5.3%	7.2%
1=Poor	2.1%	3.7%	1.1%	3.2%	2.6%
<u>Q5f As a place for recreation</u>					
5=Excellent	32.7%	21.9%	25.0%	18.4%	24.4%
4=Good	32.7%	41.9%	37.5%	43.9%	38.9%
3=Neutral	22.8%	26.7%	26.0%	21.4%	24.2%
2=Below average	8.9%	8.6%	8.3%	12.2%	9.7%
1=Poor	3.0%	1.0%	3.1%	4.1%	2.7%

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q6a Maintenance of major City streets

5=Very satisfied	25.3%	24.8%	25.5%	16.7%	23.1%
4=Satisfied	54.5%	59.6%	58.2%	68.8%	60.3%
3=Neutral	14.1%	11.9%	13.3%	8.3%	11.9%
2=Dissatisfied	4.0%	3.7%	3.1%	5.2%	4.0%
1=Very dissatisfied	2.0%	0.0%	0.0%	1.0%	0.7%

Q6b Maintenance of streets in your neighborhood

5=Very satisfied	27.6%	28.7%	29.6%	29.9%	28.9%
4=Satisfied	42.9%	52.8%	53.1%	54.6%	51.0%
3=Neutral	9.2%	11.1%	11.2%	9.3%	10.2%
2=Dissatisfied	15.3%	6.5%	4.1%	4.1%	7.5%
1=Very dissatisfied	5.1%	0.9%	2.0%	2.1%	2.5%

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q6c Maintenance of sidewalks in the City

5=Very satisfied	7.3%	16.8%	11.5%	13.8%	12.4%
4=Satisfied	41.7%	41.6%	40.2%	51.1%	43.5%
3=Neutral	30.2%	24.8%	37.9%	27.7%	29.8%
2=Dissatisfied	16.7%	13.9%	8.0%	7.4%	11.9%
1=Very dissatisfied	4.2%	3.0%	2.3%	0.0%	2.4%

Q6d Maintenance of street signs/traffic signals

5=Very satisfied	17.3%	22.9%	16.8%	20.6%	19.4%
4=Satisfied	62.2%	61.0%	63.2%	68.0%	63.4%
3=Neutral	18.4%	14.3%	16.8%	9.3%	14.6%
2=Dissatisfied	2.0%	1.9%	1.1%	1.0%	1.8%
1=Very dissatisfied	0.0%	0.0%	2.1%	1.0%	0.8%

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q6e Maintenance and preservation of downtown Parkville

5=Very satisfied	15.2%	15.1%	22.7%	12.4%	16.3%
4=Satisfied	45.5%	55.7%	49.5%	53.6%	51.0%
3=Neutral	25.3%	19.8%	14.4%	18.6%	19.5%
2=Dissatisfied	13.1%	5.7%	8.2%	14.4%	10.5%
1=Very dissatisfied	1.0%	3.8%	5.2%	1.0%	2.8%

Q6f Maintenance of City buildings

5=Very satisfied	19.8%	23.0%	27.8%	27.2%	24.3%
4=Satisfied	56.3%	56.0%	53.3%	54.3%	55.1%
3=Neutral	24.0%	20.0%	16.7%	14.1%	18.7%
2=Dissatisfied	0.0%	1.0%	2.2%	3.3%	1.6%
1=Very dissatisfied	0.0%	0.0%	0.0%	1.1%	0.3%

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q6g Snow removal on neighborhood streets

5=Very satisfied	54.5%	43.5%	52.1%	52.0%	50.3%
4=Satisfied	33.3%	43.5%	40.4%	40.8%	39.8%
3=Neutral	10.1%	10.2%	5.3%	3.1%	7.3%
2=Dissatisfied	1.0%	2.8%	1.1%	3.1%	2.0%
1=Very dissatisfied	1.0%	0.0%	1.1%	1.0%	0.8%

Q6h Overall cleanliness of City streets and other public areas

5=Very satisfied	31.0%	29.6%	32.3%	26.5%	29.8%
4=Satisfied	55.0%	59.3%	60.4%	65.3%	59.8%
3=Neutral	11.0%	9.3%	3.1%	6.1%	7.7%
2=Dissatisfied	3.0%	1.9%	4.2%	2.0%	2.7%

Q6 City Maintenance. Using a scale of 1 to 5 where "5" is "very satisfied" and "1" is "very dissatisfied," please indicate how satisfied you are with the following aspects of City Maintenance.(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q6i Maintenance of stormwater drainage system

5=Very satisfied	9.3%	14.9%	17.1%	18.3%	14.8%
4=Satisfied	43.0%	55.3%	53.7%	47.6%	49.9%
3=Neutral	29.1%	23.4%	18.3%	30.5%	25.5%
2=Dissatisfied	8.1%	4.3%	8.5%	1.2%	5.5%
1=Very dissatisfied	10.5%	2.1%	2.4%	2.4%	4.3%

Q6j Maintenance of sanitary sewer systems

5=Very satisfied	12.5%	16.0%	16.9%	16.5%	15.4%
4=Satisfied	45.0%	51.1%	54.5%	45.9%	49.0%
3=Neutral	32.5%	27.7%	24.7%	29.4%	28.8%
2=Dissatisfied	5.0%	4.3%	2.6%	5.9%	4.5%
1=Very dissatisfied	5.0%	1.1%	1.3%	2.4%	2.4%

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q7 Top Priority</u>					
A=Maintenance of major City streets	11.8%	17.4%	23.2%	27.3%	19.8%
B=Maintenance of streets in your neighborhood	14.7%	6.4%	6.1%	10.1%	9.3%
C=Maintenance of sidewalks in the City	14.7%	10.1%	7.1%	6.1%	9.5%
D=Maintenance of street signs/traffic signs	0.0%	0.9%	3.0%	3.0%	1.7%
E=Maintenance and preservation of downtown Parkville	16.7%	18.3%	12.1%	17.2%	16.1%
F=Maintenance of City buildings	2.0%	0.9%	1.0%	0.0%	1.0%
G=Snow removal on neighborhood streets	4.9%	13.8%	7.1%	5.1%	8.0%
H=Overall cleanliness of City streets and other public areas	2.0%	2.8%	6.1%	2.0%	3.2%
I=Maintenance of stormwater drainage system	16.7%	7.3%	8.1%	4.0%	9.0%
J=Maintenance of sanitary sewer system	3.9%	6.4%	7.1%	11.1%	7.1%
Z=None chosen	12.7%	15.6%	19.2%	14.1%	15.4%

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q7 Second Priority</u>					
A=Maintenance of major City streets	5.9%	9.2%	10.1%	11.1%	9.0%
B=Maintenance of streets in your neighborhood	6.9%	11.0%	14.1%	12.1%	11.0%
C=Maintenance of sidewalks in the City	11.8%	6.4%	6.1%	9.1%	8.5%
D=Maintenance of street signs/traffic signs	2.9%	5.5%	2.0%	1.0%	2.9%
E=Maintenance and preservation of downtown Parkville	13.7%	11.0%	10.1%	11.1%	11.5%
F=Maintenance of City buildings	2.9%	0.9%	1.0%	2.0%	1.7%
G=Snow removal on neighborhood streets	5.9%	8.3%	7.1%	8.1%	7.3%
H=Overall cleanliness of City streets and other public areas	6.9%	9.2%	7.1%	7.1%	7.6%
I=Maintenance of stormwater drainage system	12.7%	5.5%	6.1%	10.1%	8.5%
J=Maintenance of sanitary sewer system	5.9%	7.3%	9.1%	8.1%	7.6%

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q7 Third Priority</u>					
A=Maintenance of major City streets	11.8%	11.0%	7.1%	6.1%	9.0%
B=Maintenance of streets in your neighborhood	8.8%	6.4%	6.1%	9.1%	7.8%
C=Maintenance of sidewalks in the City	7.8%	10.1%	9.1%	9.1%	9.0%
D=Maintenance of street signs/traffic signs	2.0%	2.8%	2.0%	2.0%	2.2%
E=Maintenance and preservation of downtown Parkville	6.9%	9.2%	13.1%	16.2%	11.2%
F=Maintenance of City buildings	3.9%	0.0%	1.0%	1.0%	1.5%
G=Snow removal on neighborhood streets	3.9%	3.7%	6.1%	7.1%	5.1%
H=Overall cleanliness of City streets and other public areas	10.8%	9.2%	7.1%	7.1%	8.5%
I=Maintenance of stormwater drainage system	4.9%	6.4%	7.1%	7.1%	6.3%
J=Maintenance of sanitary sewer system	9.8%	10.1%	4.0%	7.1%	7.8%

Q7 Which three of these City Maintenance services do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q7 Sum of top three choices</u>					
A=Maintenance of major City streets	29.4%	37.6%	40.4%	44.4%	37.8%
B=Maintenance of streets in your neighborhood	30.4%	23.9%	26.3%	31.3%	28.0%
C=Maintenance of sidewalks in the City	34.3%	26.6%	22.2%	24.2%	27.1%
D=Maintenance of street signs/traffic signs	4.9%	9.2%	7.1%	6.1%	6.8%
E=Maintenance and preservation of downtown Parkville	37.3%	38.5%	35.4%	44.4%	38.8%
F=Maintenance of City buildings	8.8%	1.8%	3.0%	3.0%	4.1%
G=Snow removal on neighborhood streets	14.7%	25.7%	20.2%	20.2%	20.5%
H=Overall cleanliness of City streets and other public areas	19.6%	21.1%	20.2%	16.2%	19.3%
I=Maintenance of stormwater drainage system	34.3%	19.3%	21.2%	21.2%	23.9%
J=Maintenance of sanitary sewer system	19.6%	23.9%	20.2%	26.3%	22.4%
Z=None chosen	12.7%	15.6%	19.2%	14.1%	15.4%

Q8 City Communication. 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q8a The availability of information about City programs and services

5=Very satisfied	8.0%	11.8%	12.5%	8.8%	10.3%
4=Satisfied	42.0%	41.2%	42.0%	58.2%	45.9%
3=Neutral	38.6%	33.3%	40.9%	22.0%	33.5%
2=Dissatisfied	9.1%	13.7%	3.4%	11.0%	9.5%
1=Very dissatisfied	2.3%	0.0%	1.1%	0.0%	0.8%

Q8b City efforts to keep you informed about local issues

5=Very satisfied	8.7%	8.7%	11.1%	7.6%	9.0%
4=Satisfied	32.6%	43.7%	35.6%	50.0%	40.7%
3=Neutral	40.2%	31.1%	38.9%	28.3%	34.4%
2=Dissatisfied	16.3%	16.5%	13.3%	14.1%	15.1%
1=Very dissatisfied	2.2%	0.0%	1.1%	0.0%	0.8%

Q8 City Communication. 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q8c How open the City is to public involvement and input from residents

5=Very satisfied	8.3%	14.3%	9.6%	11.3%	10.9%
4=Satisfied	35.7%	31.9%	36.1%	41.3%	36.0%
3=Neutral	38.1%	39.6%	43.4%	36.3%	39.2%
2=Dissatisfied	13.1%	13.2%	9.6%	11.3%	12.1%
1=Very dissatisfied	4.8%	1.1%	1.2%	0.0%	1.8%

Q8d The quality of programming on the City's cable television channel

5=Very satisfied	6.5%	10.4%	8.1%	11.6%	9.2%
4=Satisfied	33.9%	39.0%	43.2%	34.8%	37.9%
3=Neutral	41.9%	45.5%	40.5%	43.5%	42.9%
2=Dissatisfied	17.7%	5.2%	5.4%	7.2%	8.5%
1=Very dissatisfied	0.0%	0.0%	2.7%	2.9%	1.4%

Q8 City Communication. 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q8e The quality of the City's web page

5=Very satisfied	3.4%	11.1%	9.2%	15.3%	9.8%
4=Satisfied	33.9%	28.6%	36.9%	23.7%	30.9%
3=Neutral	45.8%	49.2%	43.1%	52.5%	47.6%
2=Dissatisfied	8.5%	11.1%	9.2%	6.8%	8.9%
1=Very dissatisfied	8.5%	0.0%	1.5%	1.7%	2.8%

Q8f The quality of e-mail updates and announcements

5=Very satisfied	3.8%	7.9%	7.7%	9.6%	7.3%
4=Satisfied	24.5%	20.6%	25.0%	15.4%	21.4%
3=Neutral	43.4%	55.6%	48.1%	51.9%	50.0%
2=Dissatisfied	20.8%	11.1%	15.4%	19.2%	16.4%
1=Very dissatisfied	7.5%	4.8%	3.8%	3.8%	5.0%

Q9 What are your primary sources of information about activities and services in your community?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q9 What are your primary sources of information about activities and services in your community?

01=The Kansas City Star	43.1%	55.0%	42.4%	50.5%	48.0%
02=Local Newspapers	41.2%	49.5%	54.5%	61.6%	51.7%
03=Radio	15.7%	22.0%	13.1%	15.2%	16.6%
04=Television-Parkville Channel 2	27.5%	24.8%	27.3%	25.3%	26.3%
05=Television-Other channels	12.7%	32.1%	17.2%	24.2%	21.7%
06=Notices at City Hall	2.9%	0.0%	6.1%	2.0%	2.7%
07=City webpage www.parkvillemo.com	21.6%	15.6%	16.2%	20.2%	18.3%
08=Direct Mail	38.2%	47.7%	52.5%	58.6%	49.3%
09=Neighborhood newsletters	34.3%	60.6%	33.3%	67.7%	49.0%
10=Other internet sources	10.8%	7.3%	3.0%	8.1%	7.3%
11=Word of Mouth	56.9%	54.1%	61.6%	53.5%	56.3%
12=Banners, flyers and posters	60.8%	46.8%	44.4%	47.5%	49.8%
13=Social networking sites (i.e. Facebook, Twitter)	2.9%	2.8%	3.0%	4.0%	3.2%
14=Other	2.0%	1.8%	0.0%	1.0%	1.2%
99=None chosen	2.0%	0.9%	3.0%	1.0%	1.7%

Q10 Would you like to have access to an off-leash dog park in Parkville?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q10 Would you like to have access to an off-leash dog park in Parkville?

1=Yes	27.5%	30.3%	31.3%	32.3%	30.2%
2=No	48.0%	53.2%	53.5%	52.5%	52.0%
3=Don't know	24.5%	16.5%	15.2%	15.2%	17.8%

Q11 Would you like to have lights installed so the ball fields can be used for extended hours?

N=410

Ward				Total
Ward 1	Ward 2	Ward 3	Ward 4	
1	2	3	4	

Q11 Would you like to have lights installed so the ball fields can be used for extended hours?

1=Yes	36.3%	39.4%	51.5%	41.4%	42.2%
2=No	27.5%	25.7%	18.2%	26.3%	24.4%
3=Don't know	36.3%	34.9%	30.3%	32.3%	33.4%

Q12 Are you satisfied with the number of special events and festivals in Downtown Parkville & English Landing Park?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q12 Are you satisfied with the number of special events and festivals in Downtown Parkville & English Landing Park?

1=Yes- Just right	69.6%	72.5%	67.7%	75.8%	71.2%
2=No- Not enough	10.8%	17.4%	10.1%	13.1%	12.9%
3=No- Too many	12.7%	5.5%	6.1%	1.0%	6.6%
4=Don't know	6.9%	4.6%	16.2%	10.1%	9.3%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13a Maintenance of city parks

5=Very satisfied	32.3%	28.4%	23.4%	22.3%	26.7%
4=Satisfied	54.5%	53.9%	61.7%	63.8%	58.5%
3=Neutral	10.1%	13.7%	12.8%	9.6%	11.5%
2=Dissatisfied	3.0%	3.9%	2.1%	4.3%	3.3%

Q13b Number of city parks

5=Very satisfied	23.2%	16.7%	17.8%	14.7%	18.1%
4=Satisfied	51.5%	50.0%	51.1%	48.4%	50.1%
3=Neutral	20.2%	23.5%	18.9%	17.9%	20.4%
2=Dissatisfied	4.0%	9.8%	10.0%	15.8%	9.8%
1=Very dissatisfied	1.0%	0.0%	2.2%	3.2%	1.6%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13c Number of walking and biking trails

5=Very satisfied	24.2%	16.0%	20.2%	16.8%	19.3%
4=Satisfied	47.5%	47.0%	41.5%	46.3%	45.8%
3=Neutral	12.1%	15.0%	12.8%	14.7%	13.6%
2=Dissatisfied	12.1%	18.0%	22.3%	21.1%	18.3%
1=Very dissatisfied	4.0%	4.0%	3.2%	1.1%	3.1%

Q13d Quality of outdoor athletic fields

5=Very satisfied	14.9%	13.1%	11.3%	9.3%	12.1%
4=Satisfied	37.9%	46.4%	55.0%	29.1%	41.7%
3=Neutral	39.1%	29.8%	27.5%	40.7%	34.3%
2=Dissatisfied	5.7%	10.7%	6.3%	19.8%	10.9%
1=Very dissatisfied	2.3%	0.0%	0.0%	1.2%	0.9%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13e Number of outdoor athletic fields

5=Very satisfied	15.7%	12.3%	11.5%	9.6%	12.3%
4=Satisfied	37.1%	33.3%	50.0%	36.1%	38.9%
3=Neutral	33.7%	32.1%	30.8%	32.5%	32.2%
2=Dissatisfied	11.2%	19.8%	7.7%	19.3%	14.8%
1=Very dissatisfied	2.2%	2.5%	0.0%	2.4%	1.8%

Q13f Number of special events and festivals

5=Very satisfied	23.2%	19.2%	18.0%	25.8%	21.5%
4=Satisfied	49.5%	48.1%	58.4%	49.5%	51.0%
3=Neutral	17.2%	21.2%	13.5%	20.4%	18.1%
2=Dissatisfied	10.1%	10.6%	9.0%	4.3%	8.8%
1=Very dissatisfied	0.0%	1.0%	1.1%	0.0%	0.5%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13g Availability of information about City parks

5=Very satisfied	9.4%	10.9%	8.4%	7.1%	9.0%
4=Satisfied	43.5%	34.8%	36.1%	42.9%	39.1%
3=Neutral	37.6%	38.0%	42.2%	34.5%	38.3%
2=Dissatisfied	9.4%	15.2%	12.0%	15.5%	13.0%
1=Very dissatisfied	0.0%	1.1%	1.2%	0.0%	0.6%

Q13h Number of shelters

5=Very satisfied	12.2%	5.4%	8.4%	8.4%	8.6%
4=Satisfied	40.0%	46.7%	49.4%	42.2%	44.4%
3=Neutral	38.9%	34.8%	32.5%	27.7%	33.5%
2=Dissatisfied	6.7%	13.0%	9.6%	21.7%	12.9%
1=Very dissatisfied	2.2%	0.0%	0.0%	0.0%	0.6%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13i Number of restrooms in English Landing Park

5=Very satisfied	4.2%	4.3%	5.7%	6.8%	5.2%
4=Satisfied	43.2%	34.4%	37.5%	34.1%	37.3%
3=Neutral	25.3%	32.3%	25.0%	29.5%	27.9%
2=Dissatisfied	21.1%	21.5%	27.3%	26.1%	24.1%
1=Very dissatisfied	6.3%	7.5%	4.5%	3.4%	5.5%

Q13j Quality of restrooms in English Landing Park

5=Very satisfied	4.3%	5.8%	4.6%	4.8%	4.8%
4=Satisfied	25.8%	22.1%	23.0%	21.4%	23.1%
3=Neutral	31.2%	33.7%	36.8%	34.5%	33.9%
2=Dissatisfied	26.9%	29.1%	27.6%	34.5%	29.6%
1=Very dissatisfied	11.8%	9.3%	8.0%	4.8%	8.5%

Q13 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q13k Use of portable restrooms in the park

5=Very satisfied	4.3%	3.5%	7.6%	7.4%	5.6%
4=Satisfied	28.0%	30.2%	25.3%	25.9%	27.4%
3=Neutral	40.9%	41.9%	38.0%	35.8%	39.1%
2=Dissatisfied	19.4%	15.1%	22.8%	22.2%	20.0%
1=Very dissatisfied	7.5%	9.3%	6.3%	8.6%	7.9%

Q13l Quality of other English Landing Park amenities

5=Very satisfied	10.8%	11.1%	11.6%	15.1%	12.1%
4=Satisfied	57.0%	57.6%	50.0%	54.8%	55.1%
3=Neutral	29.0%	27.3%	36.0%	22.6%	28.5%
2=Dissatisfied	3.2%	4.0%	1.2%	6.5%	3.8%
1=Very dissatisfied	0.0%	0.0%	1.2%	1.1%	0.5%

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q14 Top Priority</u>					
A=Maintenance of City parks	19.6%	22.9%	22.2%	27.3%	22.9%
B=Number of City Parks	2.0%	2.8%	3.0%	6.1%	3.4%
C=Number of walking and biking trails	19.6%	23.9%	13.1%	13.1%	17.6%
D=Quality of outdoor athletic fields	0.0%	0.0%	3.0%	5.1%	2.0%
E=Number of outdoor athletic fields	1.0%	3.7%	1.0%	3.0%	2.2%
F=Number of special events and festivals	2.9%	2.8%	6.1%	0.0%	2.9%
G=Availability of information about City parks	2.0%	1.8%	4.0%	5.1%	3.2%
H=Number of shelters	4.9%	2.8%	5.1%	2.0%	3.7%
I=Number of restrooms in English Landing Park	6.9%	10.1%	12.1%	7.1%	9.0%
J=Quality of restrooms in English Landing Park	14.7%	3.7%	7.1%	8.1%	8.3%
K=Use of portable restrooms in the park	2.9%	0.9%	0.0%	1.0%	1.2%
L=Quality of other English Landing Park amenities	5.9%	1.8%	4.0%	2.0%	3.4%
Z=None chosen	17.6%	22.9%	19.2%	20.2%	20.2%

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q14 Second Priority</u>					
A=Maintenance of City parks	8.8%	6.4%	1.0%	9.1%	6.3%
B=Number of City Parks	2.0%	6.4%	3.0%	8.1%	4.9%
C=Number of walking and biking trails	6.9%	7.3%	14.1%	14.1%	10.5%
D=Quality of outdoor athletic fields	2.0%	3.7%	3.0%	7.1%	3.9%
E=Number of outdoor athletic fields	2.9%	4.6%	3.0%	3.0%	3.4%
F=Number of special events and festivals	9.8%	6.4%	4.0%	5.1%	6.3%
G=Availability of information about City parks	6.9%	7.3%	9.1%	5.1%	7.1%
H=Number of shelters	5.9%	3.7%	1.0%	2.0%	3.2%
I=Number of restrooms in English Landing Park	12.7%	5.5%	9.1%	6.1%	8.3%
J=Quality of restrooms in English Landing Park	11.8%	10.1%	18.2%	9.1%	12.2%
K=Use of portable restrooms in the park	4.9%	2.8%	4.0%	2.0%	3.4%
L=Quality of other English Landing Park amenities	4.9%	3.7%	3.0%	5.1%	4.1%

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q14 Third Priority</u>					
A=Maintenance of City parks	5.9%	3.7%	7.1%	5.1%	5.4%
B=Number of City Parks	2.9%	2.8%	9.1%	4.0%	4.6%
C=Number of walking and biking trails	9.8%	6.4%	5.1%	8.1%	7.3%
D=Quality of outdoor athletic fields	3.9%	0.9%	1.0%	3.0%	2.2%
E=Number of outdoor athletic fields	4.9%	1.8%	2.0%	7.1%	3.9%
F=Number of special events and festivals	7.8%	7.3%	5.1%	6.1%	6.6%
G=Availability of information about City parks	2.9%	7.3%	6.1%	5.1%	5.4%
H=Number of shelters	1.0%	1.8%	6.1%	5.1%	3.4%
I=Number of restrooms in English Landing Park	6.9%	7.3%	7.1%	1.0%	5.6%
J=Quality of restrooms in English Landing Park	7.8%	12.8%	7.1%	14.1%	10.5%
K=Use of portable restrooms in the park	8.8%	4.6%	4.0%	3.0%	5.1%
L=Quality of other English Landing Park amenities	7.8%	6.4%	7.1%	8.1%	7.3%

Q14 Which three of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q14 Sum of top three choices</u>					
A=Maintenance of City parks	34.3%	33.0%	30.3%	41.4%	34.6%
B=Number of City Parks	6.9%	11.9%	15.2%	18.2%	12.9%
C=Number of walking and biking trails	36.3%	37.6%	32.3%	35.4%	35.4%
D=Quality of outdoor athletic fields	5.9%	4.6%	7.1%	15.2%	8.0%
E=Number of outdoor athletic fields	8.8%	10.1%	6.1%	13.1%	9.5%
F=Number of special events and festivals	20.6%	16.5%	15.2%	11.1%	15.9%
G=Availability of information about City parks	11.8%	16.5%	19.2%	15.2%	15.6%
H=Number of shelters	11.8%	8.3%	12.1%	9.1%	10.2%
I=Number of restrooms in English Landing Park	26.5%	22.9%	28.3%	14.1%	22.9%
J=Quality of restrooms in English Landing Park	34.3%	26.6%	32.3%	31.3%	31.0%
K=Use of portable restrooms in the park	16.7%	8.3%	8.1%	6.1%	9.8%
L=Quality of other English Landing Park amenities	18.6%	11.9%	14.1%	15.2%	14.9%
Z=None chosen	17.6%	22.9%	19.2%	20.2%	20.2%

Q15 Enforcement of 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." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q15a Enforcing the clean up of litter and debris on private property

5=Very satisfied	5.8%	12.0%	11.3%	14.5%	10.8%
4=Satisfied	36.0%	43.4%	37.5%	42.2%	39.9%
3=Neutral	31.4%	31.3%	30.0%	31.3%	30.9%
2=Dissatisfied	15.1%	12.0%	12.5%	10.8%	12.6%
1=Very dissatisfied	11.6%	1.2%	8.8%	1.2%	5.7%

Q15b Enforcing the mowing and trimming of lawns

5=Very satisfied	9.5%	8.4%	9.6%	12.9%	10.1%
4=Satisfied	33.3%	38.6%	37.3%	42.4%	37.8%
3=Neutral	35.7%	38.6%	22.9%	29.4%	31.8%
2=Dissatisfied	11.9%	13.3%	21.7%	14.1%	15.2%
1=Very dissatisfied	9.5%	1.2%	8.4%	1.2%	5.1%

Q15 Enforcement of 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."(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q15c Enforcing the maintenance of residential property (exterior of homes)

5=Very satisfied	8.0%	8.1%	7.5%	14.3%	9.5%
4=Satisfied	25.3%	39.5%	32.5%	39.3%	34.0%
3=Neutral	43.7%	38.4%	33.8%	29.8%	36.7%
2=Dissatisfied	12.6%	12.8%	21.3%	16.7%	15.7%
1=Very dissatisfied	10.3%	1.2%	5.0%	0.0%	4.1%

Q15d Enforcing the maintenance of business property

5=Very satisfied	8.0%	7.0%	10.0%	14.5%	9.8%
4=Satisfied	34.5%	41.9%	40.0%	41.0%	39.2%
3=Neutral	48.3%	41.9%	38.8%	30.1%	40.1%
2=Dissatisfied	4.6%	9.3%	10.0%	13.3%	9.2%
1=Very dissatisfied	4.6%	0.0%	1.3%	1.2%	1.8%

Q15 Enforcement of 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."(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q15e Enforcing codes designed to protect public safety

5=Very satisfied	11.1%	17.5%	12.7%	18.2%	14.8%
4=Satisfied	45.7%	52.5%	46.8%	50.6%	48.7%
3=Neutral	30.9%	27.5%	32.9%	28.6%	30.2%
2=Dissatisfied	4.9%	2.5%	6.3%	2.6%	4.1%
1=Very dissatisfied	7.4%	0.0%	1.3%	0.0%	2.2%

Q15f Enforcing sign regulations

5=Very satisfied	13.9%	16.9%	13.3%	13.9%	14.5%
4=Satisfied	44.3%	45.8%	44.0%	48.1%	45.4%
3=Neutral	29.1%	30.1%	30.7%	31.6%	30.6%
2=Dissatisfied	2.5%	6.0%	9.3%	5.1%	5.7%
1=Very dissatisfied	10.1%	1.2%	2.7%	1.3%	3.8%

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q16 Top Priority</u>					
A=Enforcing the clean up of litter and debris on private property	19.6%	27.5%	29.3%	22.2%	24.6%
B=Enforcing the mowing and trimming of lawns	6.9%	4.6%	10.1%	5.1%	6.6%
C=Enforcing the maintenance of residential property (exterior of homes)	11.8%	7.3%	12.1%	9.1%	10.0%
D=Enforcing the maintenance of business property	14.7%	11.9%	5.1%	13.1%	11.2%
E=Enforcing codes designed to protect public safety	11.8%	12.8%	10.1%	10.1%	11.2%
F=Enforcing sign regulations	2.0%	4.6%	3.0%	4.0%	3.4%
Z=None chosen	33.3%	31.2%	30.3%	36.4%	32.9%

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q16 Second Priority</u>					
A=Enforcing the clean up of litter and debris on private property	12.7%	7.3%	5.1%	15.2%	10.0%
B=Enforcing the mowing and trimming of lawns	7.8%	13.8%	20.2%	14.1%	13.9%
C=Enforcing the maintenance of residential property (exterior of homes)	14.7%	15.6%	19.2%	12.1%	15.4%
D=Enforcing the maintenance of business property	10.8%	12.8%	11.1%	2.0%	9.3%
E=Enforcing codes designed to protect public safety	9.8%	11.0%	5.1%	7.1%	8.3%
F=Enforcing sign regulations	3.9%	5.5%	4.0%	3.0%	4.1%

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q16 Third Priority</u>					
A=Enforcing the clean up of litter and debris on private property	14.7%	11.0%	15.2%	10.1%	12.7%
B=Enforcing the mowing and trimming of lawns	8.8%	6.4%	12.1%	6.1%	8.3%
C=Enforcing the maintenance of residential property (exterior of homes)	11.8%	18.3%	13.1%	11.1%	13.7%
D=Enforcing the maintenance of business property	6.9%	8.3%	6.1%	14.1%	8.8%
E=Enforcing codes designed to protect public safety	3.9%	4.6%	6.1%	4.0%	4.6%
F=Enforcing sign regulations	6.9%	11.0%	5.1%	4.0%	6.8%

Q16 Which three of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next two years?(top three)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q16 Sum of top three choices</u>					
A=Enforcing the clean up of litter and debris on private property	47.1%	45.9%	49.5%	47.5%	47.3%
B=Enforcing the mowing and trimming of lawns	23.5%	24.8%	42.4%	25.3%	28.8%
C=Enforcing the maintenance of residential property (exterior of homes)	38.2%	41.3%	44.4%	32.3%	39.0%
D=Enforcing the maintenance of business property	32.4%	33.0%	22.2%	29.3%	29.3%
E=Enforcing codes designed to protect public safety	25.5%	28.4%	21.2%	21.2%	24.1%
F=Enforcing sign regulations	12.7%	21.1%	12.1%	11.1%	14.4%
Z=None chosen	33.3%	31.2%	30.3%	36.4%	32.9%

Q17 Perceptions. Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied".(Without Don't Know)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q17a Overall image of the City</u>					
5=Very satisfied	28.3%	34.0%	33.3%	34.0%	32.3%
4=Satisfied	59.6%	55.7%	55.2%	58.8%	57.4%
3=Neutral	11.1%	4.7%	10.4%	4.1%	7.5%
2=Dissatisfied	1.0%	5.7%	1.0%	2.1%	2.5%
1=Very dissatisfied	0.0%	0.0%	0.0%	1.0%	0.3%

Q17b Overall value that you receive for your tax dollars and fees

5=Very satisfied	17.3%	15.2%	16.5%	18.6%	17.1%
4=Satisfied	49.0%	52.4%	41.2%	53.6%	49.0%
3=Neutral	19.4%	20.0%	24.7%	19.6%	20.9%
2=Dissatisfied	12.2%	12.4%	13.4%	7.2%	11.3%
1=Very dissatisfied	2.0%	0.0%	4.1%	1.0%	1.8%

Q17 Perceptions. Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied".(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q17c Overall quality of life in the City

5=Very satisfied	40.0%	38.1%	38.1%	40.2%	39.3%
4=Satisfied	45.0%	54.3%	52.6%	54.6%	51.5%
3=Neutral	14.0%	6.7%	9.3%	4.1%	8.5%
2=Dissatisfied	1.0%	1.0%	0.0%	0.0%	0.5%
1=Very dissatisfied	0.0%	0.0%	0.0%	1.0%	0.3%

Q17d Overall appearance of the City

5=Very satisfied	28.0%	26.0%	26.8%	17.5%	24.6%
4=Satisfied	55.0%	53.8%	58.8%	62.9%	57.6%
3=Neutral	15.0%	14.4%	9.3%	13.4%	13.0%
2=Dissatisfied	2.0%	5.8%	5.2%	5.2%	4.5%
1=Very dissatisfied	0.0%	0.0%	0.0%	1.0%	0.3%

Q17 Perceptions. Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied".(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q17e Overall feeling of safety in the City

5=Very satisfied	46.0%	46.2%	41.2%	43.3%	44.1%
4=Satisfied	44.0%	50.0%	53.6%	51.5%	49.9%
3=Neutral	10.0%	3.8%	4.1%	1.0%	4.7%
2=Dissatisfied	0.0%	0.0%	0.0%	4.1%	1.0%
1=Very dissatisfied	0.0%	0.0%	1.0%	0.0%	0.2%

Q18 Transportation. To provide easier access to parts of Parkville, with healthy, environmentally friendly alternatives to driving, the City would like to improve the "connectivity" of our neighborhoods, by making it easier to walk, bike or take a bus to other areas of the City. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q18a The City should build a network of sidewalks and trails that link neighborhoods with recreational, cultural and business centers.

5=Strongly agree	44.8%	45.7%	45.2%	35.1%	42.6%
4=Agree	24.0%	29.5%	29.0%	35.1%	29.6%
3=Neutral	20.8%	15.2%	16.1%	18.6%	17.6%
2=Disagree	9.4%	7.6%	6.5%	9.3%	8.2%
1=Strongly disagree	1.0%	1.9%	3.2%	2.1%	2.0%

Q18b Neighborhood streets should be improved to include bike lanes and trails should include bike routes.

5=Strongly agree	28.9%	35.0%	38.7%	28.9%	33.0%
4=Agree	22.7%	22.3%	29.0%	32.0%	26.3%
3=Neutral	27.8%	26.2%	17.2%	21.6%	23.3%
2=Disagree	18.6%	10.7%	9.7%	13.4%	13.0%
1=Strongly disagree	2.1%	5.8%	5.4%	4.1%	4.3%

Q18 Transportation. To provide easier access to parts of Parkville, with healthy, environmentally friendly alternatives to driving, the City would like to improve the "connectivity" of our neighborhoods, by making it easier to walk, bike or take a bus to other areas of the City. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree." (Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q18c Existing neighborhood streets should be upgraded to include sidewalks.

5=Strongly agree	34.7%	30.8%	37.6%	22.3%	31.6%
4=Agree	32.7%	32.7%	30.1%	41.5%	34.1%
3=Neutral	18.4%	24.3%	18.3%	28.7%	22.4%
2=Disagree	12.2%	9.3%	8.6%	6.4%	9.2%
1=Strongly disagree	2.0%	2.8%	5.4%	1.1%	2.8%

Q18d The City should coordinate with area agencies to increase transit options.

5=Strongly agree	26.8%	22.3%	23.3%	22.6%	24.0%
4=Agree	35.1%	39.8%	34.4%	26.9%	34.1%
3=Neutral	24.7%	22.3%	27.8%	23.7%	24.5%
2=Disagree	9.3%	12.6%	11.1%	20.4%	13.3%
1=Strongly disagree	4.1%	2.9%	3.3%	6.5%	4.2%

Q19 Customer Service. Have you contacted the City with a question, problem, or complaint during the past year?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q19 Have you contacted the City with a question, problem, or complaint during the past year?

1=Yes	43.1%	23.1%	24.2%	28.3%	29.6%
2=No	53.9%	73.1%	71.7%	65.7%	66.3%
9=No response	2.9%	3.7%	4.0%	6.1%	4.2%

Q19b-f Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where "5" means "always" and "1" means "never", please rate the following aspects of customer service you received from the City department you listed in Q19a.(Without Don't Know)

N=121

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q19b They were easy to contact

5=Always	40.9%	50.0%	52.2%	50.0%	47.1%
4=Usually	34.1%	25.0%	43.5%	35.7%	34.5%
3=Sometimes	18.2%	12.5%	4.3%	10.7%	12.6%
2=Seldom	6.8%	8.3%	0.0%	0.0%	4.2%
1=Never	0.0%	4.2%	0.0%	3.6%	1.7%

Q19c They were courteous and polite

5=Always	62.8%	66.7%	60.9%	57.1%	61.9%
4=Usually	30.2%	25.0%	34.8%	39.3%	32.2%
3=Sometimes	2.3%	4.2%	4.3%	3.6%	3.4%
2=Seldom	2.3%	0.0%	0.0%	0.0%	0.8%
1=Never	2.3%	4.2%	0.0%	0.0%	1.7%

Q19b-f Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where "5" means "always" and "1" means "never", please rate the following aspects of customer service you received from the City department you listed in Q19a.(Without Don't Know)

N=121

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q19d They gave prompt, accurate and complete answers to questions

5=Always	40.9%	52.0%	45.8%	53.6%	47.1%
4=Usually	27.3%	12.0%	41.7%	17.9%	24.8%
3=Sometimes	15.9%	28.0%	4.2%	17.9%	16.5%
2=Seldom	11.4%	4.0%	8.3%	7.1%	8.3%
1=Never	4.5%	4.0%	0.0%	3.6%	3.3%

Q19e They did what they said they would do in a timely manner

5=Always	39.5%	43.5%	59.1%	56.0%	47.8%
4=Usually	30.2%	34.8%	27.3%	24.0%	29.2%
3=Sometimes	11.6%	8.7%	13.6%	20.0%	13.3%
2=Seldom	9.3%	8.7%	0.0%	0.0%	5.3%
1=Never	9.3%	4.3%	0.0%	0.0%	4.4%

Q19b-f Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where "5" means "always" and "1" means "never", please rate the following aspects of customer service you received from the City department you listed in Q19a.(Without Don't Know)

N=121

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q19f They helped you resolve an issue to your satisfaction

5=Always	36.4%	50.0%	54.2%	50.0%	45.8%
4=Usually	15.9%	12.5%	29.2%	21.4%	19.2%
3=Sometimes	13.6%	12.5%	12.5%	14.3%	13.3%
2=Seldom	13.6%	8.3%	4.2%	3.6%	8.3%
1=Never	20.5%	16.7%	0.0%	10.7%	13.3%

Q20 Other. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree."(Without Don't Know)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q20a The City should place a high priority on the reduction of train noise and commit dollars to the effort.

5=Strongly agree	28.0%	13.2%	6.2%	15.6%	15.8%
4=Agree	12.0%	9.4%	10.3%	12.5%	11.0%
3=Neutral	15.0%	32.1%	34.0%	38.5%	30.0%
2=Disagree	23.0%	22.6%	33.0%	25.0%	25.8%
1=Strongly disagree	22.0%	22.6%	16.5%	8.3%	17.5%

Q20b The City should encourage a public education program to raise "green" awareness and understanding of sustainability.

5=Strongly agree	25.5%	18.6%	14.6%	10.4%	17.3%
4=Agree	37.8%	30.4%	36.5%	35.4%	34.9%
3=Neutral	26.5%	32.4%	29.2%	31.3%	30.0%
2=Disagree	7.1%	10.8%	14.6%	15.6%	12.0%
1=Strongly disagree	3.1%	7.8%	5.2%	7.3%	5.9%

Q20 Other. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where "5" means "Strongly Agree" and "1" means "Strongly Disagree."(Without Don't Know)

N=410

Ward					Total
Ward 1	Ward 2	Ward 3	Ward 4		
1	2	3	4		

Q20c The City should adopt "green" building codes in all new developments

5=Strongly agree	26.3%	19.2%	23.7%	17.0%	21.5%
4=Agree	32.3%	28.8%	22.6%	36.2%	29.9%
3=Neutral	25.3%	29.8%	30.1%	23.4%	27.4%
2=Disagree	13.1%	7.7%	16.1%	14.9%	12.8%
1=Strongly disagree	3.0%	14.4%	7.5%	8.5%	8.4%

Q21 The City has the option of contracting with one trash hauler, to provide trash pick-up and recycling services for the entire City. It is expected that this service would be less expensive to each residence, but would mean that residents would no longer be able to choose their own trash service provider. Knowing this, are you supportive of the City contracting with one trash hauler?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q21 Are you supportive of the City contracting with one trash hauler?

1=Yes	46.1%	52.3%	44.4%	59.6%	50.5%
2=No	37.3%	16.5%	31.3%	18.2%	25.9%
3=Don't know	16.7%	31.2%	24.2%	22.2%	23.7%

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q22a Sense of community</u>					
4=Very important	46.9%	60.6%	52.7%	61.9%	55.5%
3=Somewhat important	39.8%	34.6%	43.0%	32.0%	37.4%
2=Not sure	8.2%	2.9%	2.2%	3.1%	4.1%
1=Not important	5.1%	1.9%	2.2%	3.1%	3.1%
<u>Q22b Quality of public schools</u>					
4=Very important	66.3%	73.3%	73.7%	83.7%	74.3%
3=Somewhat important	15.3%	15.2%	13.7%	11.2%	13.9%
2=Not sure	3.1%	1.0%	3.2%	0.0%	1.8%
1=Not important	15.3%	10.5%	9.5%	5.1%	10.1%
<u>Q22c Employment opportunities</u>					
4=Very important	13.5%	13.6%	16.8%	15.8%	14.9%
3=Somewhat important	27.1%	27.2%	24.2%	24.2%	25.9%
2=Not sure	13.5%	21.4%	13.7%	14.7%	15.9%
1=Not important	45.8%	37.9%	45.3%	45.3%	43.3%

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q22d Types of housing

4=Very important	53.1%	69.5%	64.5%	61.5%	62.3%
3=Somewhat important	33.7%	23.8%	24.7%	33.3%	28.8%
2=Not sure	5.1%	2.9%	6.5%	3.1%	4.3%
1=Not important	8.2%	3.8%	4.3%	2.1%	4.6%

Q22e Affordability of housing

4=Very important	45.5%	49.0%	52.1%	42.7%	47.5%
3=Somewhat important	41.4%	43.3%	33.0%	39.6%	39.3%
2=Not sure	5.1%	1.9%	5.3%	9.4%	5.3%
1=Not important	8.1%	5.8%	9.6%	8.3%	7.9%

Q22f Access to quality shopping

4=Very important	29.3%	39.8%	50.0%	38.9%	39.3%
3=Somewhat important	48.5%	42.7%	33.0%	43.2%	42.1%
2=Not sure	10.1%	6.8%	5.3%	8.4%	7.7%
1=Not important	12.1%	10.7%	11.7%	9.5%	11.0%

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q22g Proximity to Metropolitan Kansas City area

4=Very important	65.7%	60.6%	52.1%	54.6%	58.2%
3=Somewhat important	27.3%	31.7%	41.7%	40.2%	35.3%
2=Not sure	2.0%	1.0%	2.1%	2.1%	1.8%
1=Not important	5.1%	6.7%	4.2%	3.1%	4.8%

Q22h Near family or friends

4=Very important	23.7%	29.5%	35.8%	29.5%	29.5%
3=Somewhat important	34.0%	28.6%	36.8%	30.5%	32.3%
2=Not sure	10.3%	8.6%	7.4%	7.4%	8.4%
1=Not important	32.0%	33.3%	20.0%	32.6%	29.8%

Q22i Safe community

4=Very important	75.8%	94.3%	88.5%	95.9%	88.7%
3=Somewhat important	23.2%	5.7%	9.4%	4.1%	10.6%
2=Not sure	0.0%	0.0%	1.0%	0.0%	0.3%
1=Not important	1.0%	0.0%	1.0%	0.0%	0.5%

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q22j Parkville's Historic Downtown area

4=Very important	50.5%	34.6%	24.2%	26.8%	34.1%
3=Somewhat important	30.3%	40.4%	50.5%	44.3%	41.4%
2=Not sure	7.1%	12.5%	12.6%	14.4%	11.6%
1=Not important	12.1%	12.5%	12.6%	14.4%	12.9%

Q22k Proximity to the airport

4=Very important	30.6%	48.1%	41.1%	55.7%	43.8%
3=Somewhat important	42.9%	34.6%	38.9%	33.0%	37.2%
2=Not sure	6.1%	8.7%	12.6%	3.1%	7.6%
1=Not important	20.4%	8.7%	7.4%	8.2%	11.4%

Q22l Parks, trails and green space

4=Very important	60.2%	46.2%	44.2%	50.0%	50.0%
3=Somewhat important	30.6%	41.3%	46.3%	47.9%	41.6%
2=Not sure	5.1%	8.7%	6.3%	0.0%	5.1%
1=Not important	4.1%	3.8%	3.2%	2.1%	3.3%

Q22 Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "Very important" and "1" is "Unimportant," how important was each reason in your decision to live in Parkville?(Without No Response)

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q22m No earnings tax</u>					
4=Very important	57.6%	57.7%	69.2%	71.1%	63.8%
3=Somewhat important	18.2%	19.2%	16.5%	20.6%	18.6%
2=Not sure	6.1%	3.8%	7.7%	3.1%	5.1%
1=Not important	18.2%	19.2%	6.6%	5.2%	12.5%
<u>Q22n Resale value of your home</u>					
4=Very important	64.3%	76.7%	79.2%	86.6%	76.7%
3=Somewhat important	27.6%	10.7%	15.6%	12.4%	16.5%
2=Not sure	2.0%	2.9%	3.1%	0.0%	2.0%
1=Not important	6.1%	9.7%	2.1%	1.0%	4.8%

Q23 Would you recommend moving to Parkville to your family and friends?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q23 Would you recommend moving to Parkville to your family and friends?

1=Yes	80.4%	91.7%	89.9%	93.9%	89.0%
2=No	2.0%	1.8%	3.0%	1.0%	2.0%
3=Don't know	17.6%	6.4%	7.1%	5.1%	9.0%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	
<u>Q24a Groceries</u>					
4=Always	69.0%	61.7%	66.3%	57.9%	63.8%
3=Sometimes	29.0%	33.6%	27.6%	40.0%	32.4%
2=Seldom	2.0%	4.7%	4.1%	1.1%	3.0%
1=Never	0.0%	0.0%	2.0%	1.1%	0.7%
<u>Q24b Pharmacy items</u>					
4=Always	63.0%	56.2%	56.1%	48.4%	56.1%
3=Sometimes	26.0%	31.4%	29.6%	38.9%	31.3%
2=Seldom	8.0%	6.7%	7.1%	8.4%	7.5%
1=Never	3.0%	5.7%	7.1%	4.2%	5.0%
<u>Q24c Clothing</u>					
4=Always	0.0%	1.9%	2.1%	1.1%	1.3%
3=Sometimes	14.3%	10.7%	17.0%	13.7%	13.8%
2=Seldom	36.7%	41.7%	35.1%	35.8%	37.3%
1=Never	49.0%	45.6%	45.7%	49.5%	47.6%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q24d Hardware and building supplies

4=Always	11.1%	8.5%	11.3%	1.1%	8.1%
3=Sometimes	53.5%	53.8%	58.8%	58.5%	55.9%
2=Seldom	24.2%	31.1%	25.8%	33.0%	28.5%
1=Never	11.1%	6.6%	4.1%	7.4%	7.6%

Q24e Plants and gardening supplies

4=Always	6.1%	2.9%	1.1%	1.1%	2.8%
3=Sometimes	30.3%	25.2%	32.6%	24.7%	28.1%
2=Seldom	32.3%	48.5%	42.1%	46.2%	42.2%
1=Never	31.3%	23.3%	24.2%	28.0%	26.9%

Q24f Major appliances

4=Always	5.9%	9.1%	4.2%	0.0%	5.0%
3=Sometimes	11.8%	9.1%	20.8%	0.0%	11.3%
2=Never	82.4%	81.8%	75.0%	100.0%	83.8%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q24g Other home electronics

4=Always	0.0%	10.3%	7.7%	0.0%	5.7%
3=Sometimes	26.7%	10.3%	19.2%	0.0%	13.8%
2=Never	73.3%	79.3%	73.1%	100.0%	80.5%

Q24h Books, CD's, DVD's

4=Always	3.2%	4.0%	5.4%	1.1%	3.4%
3=Sometimes	8.6%	10.0%	7.5%	8.7%	8.7%
2=Seldom	19.4%	27.0%	23.7%	26.1%	24.0%
1=never	68.8%	59.0%	63.4%	64.1%	63.9%

Q24i Doctor or dentist

4=Always	17.7%	14.7%	20.6%	17.0%	17.4%
3=Sometimes	20.8%	29.4%	27.8%	26.6%	26.4%
2=Seldom	11.5%	15.7%	11.3%	13.8%	13.1%
1=Never	50.0%	40.2%	40.2%	42.6%	43.1%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q24j Gasoline

4=Always	59.6%	56.7%	56.3%	46.3%	54.9%
3=Sometimes	35.4%	42.3%	40.6%	49.5%	41.8%
2=Seldom	4.0%	1.0%	0.0%	3.2%	2.0%
1=Never	1.0%	0.0%	3.1%	1.1%	1.3%

Q24k Hair care

4=Always	30.5%	32.0%	32.0%	24.2%	29.7%
3=Sometimes	27.4%	30.1%	32.0%	29.5%	29.7%
2=Seldom	10.5%	11.7%	6.2%	12.6%	10.5%
1=Never	31.6%	26.2%	29.9%	33.7%	30.2%

Q24l Automobile parts or services

4=Always	30.6%	22.3%	22.7%	16.8%	23.1%
3=Sometimes	34.7%	33.0%	47.4%	42.1%	39.3%
2=Seldom	13.3%	16.5%	18.6%	18.9%	16.8%
1=Never	21.4%	28.2%	11.3%	22.1%	20.8%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24m Dry cleaning

4=Always	35.4%	32.7%	39.2%	20.7%	32.0%
3=Sometimes	20.8%	29.7%	18.6%	27.2%	24.3%
2=Seldom	8.3%	8.9%	10.3%	15.2%	10.6%
1=Never	35.4%	28.7%	32.0%	37.0%	33.1%

Q24n Furniture

4=Always	0.0%	1.0%	0.0%	0.0%	0.3%
3=Sometimes	6.3%	3.0%	4.2%	2.2%	3.9%
2=Seldom	14.7%	16.0%	15.8%	14.0%	15.1%
1=Never	78.9%	80.0%	80.0%	83.9%	80.7%

Q24o Restaurants-fast food

4=Always	7.1%	9.5%	7.3%	5.3%	7.3%
3=Sometimes	58.6%	70.5%	69.8%	67.4%	66.7%
2=Seldom	21.2%	15.2%	16.7%	17.9%	17.7%
1=Never	13.1%	4.8%	6.3%	9.5%	8.3%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24p Restaurants-sit down casual

4=Always	8.2%	8.7%	8.2%	9.6%	8.6%
3=Sometimes	69.4%	83.7%	79.6%	74.5%	77.0%
2=Seldom	14.3%	5.8%	11.2%	13.8%	11.1%
1=Never	8.2%	1.9%	1.0%	2.1%	3.3%

Q24q Restaurants-fine dining

4=Always	3.2%	4.0%	7.3%	3.2%	4.4%
3=Sometimes	48.9%	58.4%	51.0%	55.3%	53.4%
2=Seldom	24.5%	17.8%	25.0%	27.7%	23.6%
1=Never	23.4%	19.8%	16.7%	13.8%	18.7%

Q24r Sporting Goods

4=Always	0.0%	2.0%	2.1%	0.0%	1.0%
3=Sometimes	4.3%	5.0%	5.2%	4.3%	4.7%
2=Seldom	20.7%	17.8%	17.7%	17.4%	18.3%
1=Never	75.0%	75.2%	75.0%	78.3%	75.9%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	
<u>Q24s Hobby supplies</u>					
4=Always	0.0%	2.0%	3.2%	0.0%	1.3%
3=Sometimes	7.4%	14.0%	4.3%	6.5%	8.2%
2=Seldom	23.4%	24.0%	19.4%	20.7%	21.8%
1=Never	69.1%	60.0%	73.1%	72.8%	68.7%
<u>Q24t Home decor resources</u>					
4=Always	2.1%	1.0%	1.1%	1.1%	1.3%
3=Sometimes	27.4%	24.7%	20.0%	22.3%	23.6%
2=Seldom	28.4%	35.1%	23.2%	34.0%	30.1%
1=Never	42.1%	39.2%	55.8%	42.6%	45.0%
<u>Q24u Farmers market</u>					
4=Always	23.5%	17.1%	18.8%	14.9%	18.5%
3=Sometimes	48.0%	48.6%	47.9%	51.1%	48.7%
2=Seldom	20.4%	16.2%	21.9%	21.3%	20.1%
1=Never	8.2%	18.1%	11.5%	12.8%	12.7%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q24v Office supplies</u>					
4=Always	2.1%	2.0%	3.2%	0.0%	1.8%
3=Sometimes	8.3%	5.0%	5.3%	5.4%	6.0%
2=Seldom	20.8%	26.7%	25.3%	25.8%	24.6%
1=Never	68.8%	66.3%	66.3%	68.8%	67.6%
<u>Q24w Hotel</u>					
4=Always	0.0%	1.0%	0.0%	0.0%	0.3%
3=Sometimes	2.1%	2.0%	1.1%	1.1%	1.6%
2=Seldom	9.6%	11.0%	9.6%	6.4%	9.1%
1=Never	88.3%	86.0%	89.4%	92.6%	89.0%
<u>Q24x Large retail store</u>					
4=Always	1.1%	1.0%	0.0%	0.0%	0.5%
3=Sometimes	4.3%	4.0%	2.2%	1.1%	2.9%
2=Seldom	7.4%	9.0%	9.8%	9.9%	9.0%
1=Never	87.2%	86.0%	88.0%	89.0%	87.6%

Q24 Economic Development. How often do you or members of your household shop for these goods and services in Parkville?

N=410	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q24y Theater</u>					
4=Always	0.0%	2.0%	0.0%	0.0%	0.5%
3=Sometimes	4.2%	1.0%	3.2%	3.2%	2.9%
2=Seldom	13.5%	7.9%	7.5%	6.5%	8.9%
1=Never	82.3%	89.1%	89.2%	90.3%	87.8%
<u>Q24z Museums</u>					
4=Always	0.0%	1.0%	0.0%	0.0%	0.3%
3=Sometimes	3.2%	3.0%	2.2%	1.1%	2.4%
2=Seldom	17.9%	10.9%	7.5%	10.0%	11.6%
1=Never	78.9%	85.1%	90.3%	88.9%	85.8%

Q24 Groceries

N=15

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24a Groceries

A=Not available in Parkville	0.0%	0.0%	16.7%	50.0%	13.3%
C=Better selection elsewhere	100.0%	80.0%	66.7%	0.0%	66.7%
Z=No response	0.0%	20.0%	16.7%	50.0%	20.0%

Q24b Pharmacy

A=Not available in Parkville	0.0%	0.0%	7.1%	8.3%	4.0%
C=Better selection elsewhere	72.7%	76.9%	57.1%	50.0%	64.0%
Z=No response	27.3%	23.1%	35.7%	41.7%	32.0%

Q24c Clothing

A=Not available in Parkville	27.4%	28.9%	31.6%	19.8%	26.8%
B=I want to see this business in Parkville	13.1%	13.3%	11.8%	12.3%	12.7%
C=Better selection elsewhere	57.1%	50.0%	47.4%	58.0%	53.3%
Z=No response	21.4%	22.2%	19.7%	23.5%	21.7%

Q24 Hardware

N=143

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24d Hardware

A=Not available in Parkville	5.7%	2.5%	10.3%	7.9%	6.3%
B=I want to see this business in Parkville	2.9%	7.5%	10.3%	5.3%	6.3%
C=Better selection elsewhere	77.1%	70.0%	65.5%	68.4%	70.6%
Z=No response	22.9%	27.5%	24.1%	26.3%	25.2%

Q24e Plants

A=Not available in Parkville	12.7%	8.1%	15.9%	20.3%	14.1%
B=I want to see this business in Parkville	9.5%	14.9%	9.5%	18.8%	13.3%
C=Better selection elsewhere	73.0%	60.8%	58.7%	52.2%	61.1%
Z=No response	17.5%	25.7%	22.2%	21.7%	21.9%

Q24f Major appliances

A=Not available in Parkville	54.7%	45.9%	42.7%	50.5%	48.4%
B=I want to see this business in Parkville	3.2%	5.1%	9.0%	3.3%	5.1%
C=Better selection elsewhere	35.8%	46.9%	38.2%	38.5%	40.1%
Z=No response	13.7%	14.3%	21.3%	17.6%	16.6%

Q24 Other home electronics

N=366

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q24g Other home</u>					
A=Not available in Parkville	50.5%	31.6%	36.0%	44.1%	40.4%
B=I want to see this business in Parkville	3.3%	7.4%	5.8%	5.4%	5.5%
C=Better selection elsewhere	41.8%	52.6%	46.5%	43.0%	46.2%
Z=No response	11.0%	17.9%	24.4%	16.1%	17.2%
<u>Q24h Books cds dvds</u>					
A=Not available in Parkville	35.4%	27.9%	22.2%	26.5%	27.9%
B=I want to see this business in Parkville	19.5%	16.3%	7.4%	13.3%	14.1%
C=Better selection elsewhere	41.5%	51.2%	50.6%	50.6%	48.6%
Z=No response	15.9%	19.8%	27.2%	18.1%	20.1%
<u>Q24i Doctor</u>					
A=Not available in Parkville	11.9%	8.8%	12.0%	7.5%	10.0%
B=I want to see this business in Parkville	6.8%	8.8%	8.0%	13.2%	9.1%
C=Better selection elsewhere	71.2%	64.9%	54.0%	58.5%	62.6%
Z=No response	18.6%	22.8%	28.0%	22.6%	22.8%

Q24 Gasoline

N=13

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q24j Gasoline

A=Not available in Parkville	0.0%	0.0%	33.3%	0.0%	7.7%
C=Better selection elsewhere	60.0%	100.0%	66.7%	75.0%	69.2%
Z=No response	40.0%	0.0%	0.0%	25.0%	23.1%

Q24k Hair care

A=Not available in Parkville	0.0%	2.6%	8.6%	2.3%	3.1%
B=I want to see this business in Parkville	0.0%	10.3%	5.7%	4.5%	5.0%
C=Better selection elsewhere	65.0%	66.7%	57.1%	68.2%	64.8%
Z=No response	35.0%	30.8%	34.3%	25.0%	30.8%

Q24l Automobile

A=Not available in Parkville	8.8%	13.0%	10.3%	5.1%	9.5%
B=I want to see this business in Parkville	2.9%	4.3%	3.4%	7.7%	4.7%
C=Better selection elsewhere	64.7%	63.0%	55.2%	61.5%	61.5%
Z=No response	23.5%	26.1%	31.0%	28.2%	27.0%

Q24 Dry cleaning

N=169

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q24m Dry cleaning

A=Not available in Parkville	7.1%	13.2%	9.8%	10.4%	10.1%
B=I want to see this business in Parkville	4.8%	15.8%	2.4%	4.2%	6.5%
C=Better selection elsewhere	45.2%	44.7%	41.5%	52.1%	46.2%
Z=No response	45.2%	31.6%	46.3%	33.3%	39.1%

Q24n Furniture

A=Not available in Parkville	37.1%	26.0%	29.7%	27.5%	29.9%
B=I want to see this business in Parkville	4.5%	11.5%	5.5%	6.6%	7.1%
C=Better selection elsewhere	48.3%	57.3%	45.1%	53.8%	51.4%
Z=No response	19.1%	19.8%	27.5%	22.0%	22.0%

Q24o Fast food

A=Not available in Parkville	11.8%	14.3%	9.1%	7.7%	10.7%
B=I want to see this business in Parkville	14.7%	14.3%	9.1%	11.5%	12.6%
C=Better selection elsewhere	50.0%	47.6%	50.0%	50.0%	49.5%
Z=No response	35.3%	33.3%	50.0%	30.8%	36.9%

Q24 Sit down restaurant

N=57

Ward				Total
Ward 1	Ward 2	Ward 3	Ward 4	
1	2	3	4	

Q24p Sit down

A=Not available in Parkville	4.5%	0.0%	0.0%	0.0%	1.8%
B=I want to see this business in Parkville	0.0%	25.0%	16.7%	26.7%	14.0%
C=Better selection elsewhere	50.0%	75.0%	41.7%	53.3%	52.6%
Z=No response	45.5%	25.0%	50.0%	26.7%	38.6%

Q24q fine dining

A=Not available in Parkville	11.1%	7.9%	15.0%	12.8%	11.7%
B=I want to see this business in Parkville	4.4%	26.3%	15.0%	23.1%	16.6%
C=Better selection elsewhere	44.4%	44.7%	45.0%	48.7%	46.0%
Z=No response	44.4%	36.8%	35.0%	28.2%	36.2%

Q24r sporting goods

A=Not available in Parkville	36.4%	27.7%	29.2%	30.7%	31.1%
B=I want to see this business in Parkville	3.4%	11.7%	5.6%	9.1%	7.5%
C=Better selection elsewhere	42.0%	54.3%	42.7%	47.7%	46.9%
Z=No response	23.9%	18.1%	29.2%	19.3%	22.5%

Q24 Hobby supplies

N=344

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24s Hobby supplies

A=Not available in Parkville	20.7%	20.2%	26.7%	24.4%	23.3%
B=I want to see this business in Parkville	6.9%	9.5%	7.0%	7.0%	7.6%
C=Better selection elsewhere	55.2%	54.8%	45.3%	55.8%	52.9%
Z=No response	25.3%	23.8%	27.9%	22.1%	24.7%

Q24t Home decor first

A=Not available in Parkville	10.4%	5.6%	17.3%	8.3%	10.5%
B=I want to see this business in Parkville	4.5%	8.3%	10.7%	9.7%	8.4%
C=Better selection elsewhere	56.7%	56.9%	46.7%	56.9%	54.4%
Z=No response	32.8%	33.3%	33.3%	30.6%	32.4%

Q24u Farmers market

A=Not available in Parkville	3.6%	0.0%	9.4%	3.1%	3.9%
B=I want to see this business in Parkville	0.0%	5.6%	6.3%	6.3%	4.7%
C=Better selection elsewhere	57.1%	36.1%	40.6%	31.3%	40.3%
Z=No response	39.3%	58.3%	53.1%	59.4%	53.5%

Q24 Office supplies

N=356

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24v Office supplies

A=Not available in Parkville	24.1%	21.5%	21.3%	27.1%	23.4%
B=I want to see this business in Parkville	1.1%	9.3%	3.4%	6.3%	5.3%
C=Better selection elsewhere	50.6%	46.7%	43.8%	46.9%	47.1%
Z=No response	24.1%	22.4%	31.5%	19.8%	24.2%

Q24w Hotel

A=Not available in Parkville	35.9%	45.4%	44.1%	38.7%	41.2%
B=I want to see this business in Parkville	5.4%	5.2%	6.5%	6.5%	5.9%
C=Better selection elsewhere	27.2%	42.3%	31.2%	35.5%	34.0%
Z=No response	34.8%	19.6%	26.9%	26.9%	26.9%

Q24x Large retail

A=Not available in Parkville	47.3%	44.5%	49.5%	46.5%	47.0%
B=I want to see this business in Parkville	4.3%	10.0%	10.3%	6.9%	8.0%
C=Better selection elsewhere	24.7%	33.6%	21.6%	27.7%	27.1%
Z=No response	23.7%	11.8%	18.6%	18.8%	17.9%

Q24 Theatre

N=371

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q24y Theatre

A=Not available in Parkville	40.2%	49.0%	51.1%	48.9%	47.4%
B=I want to see this business in Parkville	19.6%	13.3%	18.9%	14.4%	16.4%
C=Better selection elsewhere	25.0%	30.6%	21.1%	32.2%	27.2%
Z=No response	23.9%	17.3%	18.9%	17.8%	19.4%

Q24z Museums

A=Not available in Parkville	39.1%	45.4%	47.3%	46.1%	44.6%
B=I want to see this business in Parkville	9.8%	12.4%	7.7%	11.2%	10.3%
C=Better selection elsewhere	33.7%	40.2%	30.8%	34.8%	34.9%
Z=No response	22.8%	16.5%	19.8%	19.1%	19.5%

Q26 Business Office Development

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q26a Business offices</u>					
1=Area 1	43.1%	41.3%	40.4%	43.4%	42.2%
2=Area 2	15.7%	13.8%	21.2%	19.2%	17.6%
3=Area 3	21.6%	18.3%	22.2%	22.2%	21.2%
4=Area 4	14.7%	18.3%	20.2%	17.2%	17.8%
5=Area 5	16.7%	23.9%	23.2%	26.3%	22.7%
6=Area 6	23.5%	25.7%	19.2%	26.3%	23.9%
7=Not at all	6.9%	8.3%	5.1%	6.1%	6.6%
9=No response	28.4%	25.7%	26.3%	29.3%	27.3%

Q26 Hotels

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26b Hotels

1=Area 1	50.0%	47.7%	53.5%	49.5%	50.2%
2=Area 2	4.9%	2.8%	5.1%	2.0%	3.7%
3=Area 3	6.9%	4.6%	3.0%	8.1%	5.6%
4=Area 4	3.9%	2.8%	5.1%	6.1%	4.4%
5=Area 5	4.9%	17.4%	7.1%	9.1%	9.8%
6=Area 6	8.8%	7.3%	7.1%	6.1%	7.3%
7=Not at all	13.7%	15.6%	15.2%	15.2%	14.9%
9=No response	28.4%	27.5%	24.2%	25.3%	26.3%

Q26 Residential and commercial

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26c Mixed use residential and commercial

1=Area 1	20.6%	33.9%	26.3%	31.3%	28.3%
2=Area 2	13.7%	16.5%	18.2%	22.2%	17.8%
3=Area 3	17.6%	6.4%	15.2%	16.2%	13.9%
4=Area 4	17.6%	17.4%	15.2%	15.2%	16.6%
5=Area 5	16.7%	16.5%	15.2%	10.1%	14.9%
6=Area 6	11.8%	13.8%	13.1%	16.2%	13.9%
7=Not at all	13.7%	12.8%	13.1%	11.1%	12.7%
9=No response	41.2%	29.4%	32.3%	39.4%	35.4%

Q26 Healthcare facilities

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26d Healthcare facilities

1=Area 1	27.5%	24.8%	31.3%	22.2%	26.6%
2=Area 2	18.6%	17.4%	17.2%	12.1%	16.6%
3=Area 3	25.5%	23.9%	22.2%	27.3%	24.9%
4=Area 4	9.8%	13.8%	17.2%	20.2%	15.4%
5=Area 5	6.9%	9.2%	12.1%	9.1%	9.5%
6=Area 6	10.8%	13.8%	12.1%	16.2%	13.4%
7=Not at all	8.8%	13.8%	5.1%	8.1%	9.0%
9=No response	37.3%	33.9%	32.3%	39.4%	35.6%

Q26 Large retail stores

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26e Large retail stores

1=Area 1	37.3%	37.6%	36.4%	39.4%	37.8%
2=Area 2	6.9%	5.5%	9.1%	10.1%	7.8%
3=Area 3	6.9%	6.4%	14.1%	15.2%	10.7%
4=Area 4	2.0%	8.3%	7.1%	7.1%	6.1%
5=Area 5	0.0%	1.8%	3.0%	3.0%	2.0%
6=Area 6	6.9%	9.2%	6.1%	7.1%	7.3%
7=Not at all	27.5%	22.9%	17.2%	17.2%	21.2%
9=No response	29.4%	27.5%	28.3%	30.3%	28.8%

Q26 Employment opportunities

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26f Employment opportunities

1=Area 1	39.2%	41.3%	35.4%	31.3%	37.1%
2=Area 2	20.6%	22.9%	20.2%	25.3%	22.4%
3=Area 3	24.5%	27.5%	25.3%	23.2%	25.4%
4=Area 4	22.5%	28.4%	24.2%	23.2%	24.9%
5=Area 5	30.4%	40.4%	21.2%	24.2%	29.5%
6=Area 6	29.4%	27.5%	16.2%	24.2%	24.6%
7=Not at all	3.9%	5.5%	5.1%	4.0%	4.6%
9=No response	46.1%	33.9%	44.4%	52.5%	43.9%

Q26 Retail local

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26g Retail, local

1=Area 1	14.7%	19.3%	28.3%	18.2%	20.2%
2=Area 2	10.8%	25.7%	21.2%	29.3%	22.0%
3=Area 3	23.5%	35.8%	29.3%	36.4%	31.5%
4=Area 4	25.5%	34.9%	23.2%	35.4%	30.0%
5=Area 5	53.9%	46.8%	36.4%	34.3%	43.2%
6=Area 6	10.8%	13.8%	13.1%	14.1%	13.2%
7=Not at all	2.9%	8.3%	1.0%	3.0%	3.9%
9=No response	36.3%	26.6%	33.3%	37.4%	33.2%

Q26 Movie theatre

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26h Movie theatre

1=Area 1	23.5%	18.3%	33.3%	28.3%	25.9%
2=Area 2	7.8%	11.9%	8.1%	10.1%	9.5%
3=Area 3	9.8%	15.6%	20.2%	19.2%	16.1%
4=Area 4	13.7%	11.9%	14.1%	9.1%	12.4%
5=Area 5	12.7%	21.1%	13.1%	10.1%	14.6%
6=Area 6	8.8%	7.3%	5.1%	6.1%	7.1%
7=Not at all	16.7%	18.3%	12.1%	15.2%	15.6%
9=No response	33.3%	27.5%	30.3%	34.3%	31.2%

Q26 Live entertainment

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26i Live entertainment

1=Area 1	12.7%	9.2%	17.2%	18.2%	14.1%
2=Area 2	6.9%	7.3%	10.1%	6.1%	7.6%
3=Area 3	11.8%	13.8%	16.2%	14.1%	14.1%
4=Area 4	10.8%	17.4%	12.1%	8.1%	12.4%
5=Area 5	51.0%	47.7%	40.4%	38.4%	44.6%
6=Area 6	6.9%	6.4%	14.1%	3.0%	7.6%
7=Not at all	9.8%	10.1%	6.1%	7.1%	8.3%
9=No response	34.3%	30.3%	30.3%	42.4%	34.1%

Q26 Sports/recreation/trails

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26j Sports/recreation/trails

1=Area 1	25.5%	25.7%	29.3%	29.3%	27.6%
2=Area 2	17.6%	16.5%	18.2%	21.2%	18.5%
3=Area 3	18.6%	14.7%	17.2%	20.2%	17.8%
4=Area 4	18.6%	23.9%	17.2%	23.2%	21.0%
5=Area 5	41.2%	35.8%	37.4%	30.3%	36.3%
6=Area 6	31.4%	35.8%	37.4%	36.4%	35.4%
7=Not at all	4.9%	6.4%	5.1%	3.0%	4.9%
9=No response	33.3%	30.3%	28.3%	37.4%	32.2%

Q26 Museums

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26k Museums

1=Area 1	5.9%	5.5%	15.2%	7.1%	8.3%
2=Area 2	2.0%	5.5%	7.1%	3.0%	4.4%
3=Area 3	6.9%	4.6%	3.0%	4.0%	4.6%
4=Area 4	9.8%	7.3%	8.1%	6.1%	7.8%
5=Area 5	40.2%	44.0%	40.4%	33.3%	39.8%
6=Area 6	9.8%	8.3%	9.1%	6.1%	8.5%
7=Not at all	10.8%	15.6%	14.1%	14.1%	13.7%
9=No response	39.2%	33.0%	34.3%	45.5%	37.8%

Q26 More fast food options

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26l More fast food options

1=Area 1	17.6%	21.1%	25.3%	24.2%	22.0%
2=Area 2	8.8%	18.3%	20.2%	21.2%	17.1%
3=Area 3	23.5%	29.4%	27.3%	23.2%	25.9%
4=Area 4	15.7%	17.4%	14.1%	14.1%	15.4%
5=Area 5	12.7%	11.0%	7.1%	7.1%	9.5%
6=Area 6	16.7%	11.9%	7.1%	13.1%	12.2%
7=Not at all	23.5%	26.6%	16.2%	20.2%	21.7%
9=No response	32.4%	24.8%	30.3%	35.4%	30.7%

Q26 More sit down casual dining options

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26m More sit down casual dining options

1=Area 1	14.7%	14.7%	18.2%	18.2%	16.3%
2=Area 2	21.6%	19.3%	25.3%	26.3%	23.2%
3=Area 3	29.4%	31.2%	30.3%	34.3%	31.5%
4=Area 4	31.4%	23.9%	24.2%	22.2%	25.6%
5=Area 5	44.1%	38.5%	35.4%	35.4%	38.5%
6=Area 6	12.7%	6.4%	9.1%	12.1%	10.0%
7=Not at all	6.9%	6.4%	4.0%	7.1%	6.1%
9=No response	33.3%	33.9%	32.3%	33.3%	33.2%

Q26 More find dining options

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q26n More fine dining options

1=Area 1	9.8%	9.2%	15.2%	11.1%	11.2%
2=Area 2	8.8%	13.8%	23.2%	18.2%	16.1%
3=Area 3	11.8%	22.9%	32.3%	26.3%	23.4%
4=Area 4	12.7%	18.3%	21.2%	21.2%	18.5%
5=Area 5	44.1%	41.3%	34.3%	39.4%	40.0%
6=Area 6	8.8%	1.8%	9.1%	7.1%	6.6%
7=Not at all	12.7%	10.1%	6.1%	8.1%	9.3%
9=No response	33.3%	33.0%	30.3%	33.3%	32.4%

Q26 Artist studios

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>Q26o Artist studios</u>					
1=Area 1	5.9%	3.7%	6.1%	4.0%	4.9%
2=Area 2	4.9%	9.2%	11.1%	1.0%	6.6%
3=Area 3	6.9%	12.8%	10.1%	4.0%	8.5%
4=Area 4	12.7%	23.9%	10.1%	14.1%	15.4%
5=Area 5	59.8%	57.8%	46.5%	44.4%	52.2%
6=Area 6	8.8%	6.4%	11.1%	3.0%	7.3%
7=Not at all	5.9%	6.4%	13.1%	8.1%	8.3%
9=No response	30.4%	29.4%	34.3%	42.4%	34.1%

Q26 Boutiques clothing shopping

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26p Boutiques clothes shopping

1=Area 1	4.9%	7.3%	13.1%	13.1%	9.8%
2=Area 2	4.9%	13.8%	11.1%	11.1%	10.5%
3=Area 3	14.7%	23.9%	20.2%	18.2%	19.5%
4=Area 4	14.7%	26.6%	18.2%	16.2%	19.3%
5=Area 5	55.9%	56.9%	46.5%	45.5%	51.5%
6=Area 6	6.9%	0.9%	9.1%	3.0%	5.1%
7=Not at all	6.9%	8.3%	8.1%	8.1%	7.8%
9=No response	30.4%	23.9%	32.3%	33.3%	29.8%

Q26 Condominiums and town homes

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26q Condominiums and town homes

1=Area 1	34.3%	29.4%	31.3%	35.4%	32.7%
2=Area 2	18.6%	22.9%	14.1%	14.1%	17.8%
3=Area 3	16.7%	13.8%	11.1%	13.1%	13.9%
4=Area 4	21.6%	12.8%	16.2%	14.1%	16.3%
5=Area 5	7.8%	6.4%	14.1%	9.1%	9.3%
6=Area 6	14.7%	10.1%	16.2%	20.2%	15.4%
7=Not at all	13.7%	16.5%	17.2%	10.1%	14.4%
9=No response	29.4%	25.7%	32.3%	38.4%	31.2%

Q26 Automotive services and repair

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26r Automotive services and repair

1=Area 1	17.6%	15.6%	20.2%	15.2%	17.3%
2=Area 2	18.6%	11.9%	16.2%	23.2%	17.3%
3=Area 3	21.6%	13.8%	15.2%	20.2%	17.6%
4=Area 4	9.8%	9.2%	13.1%	12.1%	11.0%
5=Area 5	5.9%	6.4%	4.0%	5.1%	5.4%
6=Area 6	14.7%	13.8%	15.2%	11.1%	13.9%
7=Not at all	16.7%	26.6%	19.2%	14.1%	19.3%
9=No response	36.3%	32.1%	33.3%	43.4%	36.1%

Q26 Senior housing

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26s Senior housing

1=Area 1	21.6%	31.2%	21.2%	22.2%	24.1%
2=Area 2	17.6%	22.0%	18.2%	22.2%	20.2%
3=Area 3	18.6%	19.3%	17.2%	20.2%	19.0%
4=Area 4	22.5%	23.9%	22.2%	18.2%	22.0%
5=Area 5	7.8%	7.3%	9.1%	10.1%	8.8%
6=Area 6	14.7%	17.4%	15.2%	16.2%	15.9%
7=Not at all	9.8%	15.6%	13.1%	10.1%	12.2%
9=No response	33.3%	22.9%	35.4%	37.4%	32.0%

Q26 Assisted living/continuum care

N=410	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26t Assisted living/continuous care

1=Area 1	23.5%	30.3%	21.2%	22.2%	24.4%
2=Area 2	15.7%	18.3%	13.1%	18.2%	16.6%
3=Area 3	18.6%	16.5%	10.1%	15.2%	15.4%
4=Area 4	12.7%	19.3%	16.2%	15.2%	16.1%
5=Area 5	0.0%	5.5%	6.1%	9.1%	5.4%
6=Area 6	10.8%	13.8%	14.1%	14.1%	13.2%
7=Not at all	11.8%	17.4%	17.2%	11.1%	14.4%
9=No response	38.2%	24.8%	34.3%	41.4%	34.4%

Q26 Entry level single family housing

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26u Entry-level single-family housing

1=Area 1	34.3%	25.7%	36.4%	30.3%	31.7%
2=Area 2	18.6%	13.8%	13.1%	17.2%	15.9%
3=Area 3	13.7%	11.9%	7.1%	13.1%	11.7%
4=Area 4	13.7%	14.7%	12.1%	6.1%	12.0%
5=Area 5	3.9%	3.7%	5.1%	5.1%	4.6%
6=Area 6	10.8%	15.6%	17.2%	14.1%	14.4%
7=Not at all	15.7%	24.8%	15.2%	17.2%	18.3%
9=No response	33.3%	26.6%	31.3%	41.4%	32.9%

Q26 Apartments

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q26v Apartments

1=Area 1	37.3%	25.7%	30.3%	25.3%	29.8%
2=Area 2	8.8%	10.1%	6.1%	13.1%	9.8%
3=Area 3	9.8%	10.1%	8.1%	10.1%	9.8%
4=Area 4	7.8%	10.1%	8.1%	4.0%	7.8%
5=Area 5	2.9%	7.3%	3.0%	7.1%	5.4%
6=Area 6	12.7%	17.4%	16.2%	15.2%	15.6%
7=Not at all	20.6%	35.8%	30.3%	26.3%	28.3%
9=No response	31.4%	21.1%	30.3%	39.4%	30.2%

Q27 How often do you or members of your household choose to shop, eat and be entertained in Parkville? (Without No Response)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q27a Shop in downtown Parkville

5=Once a week	12.9%	5.6%	3.1%	3.1%	6.2%
4=Once a month	17.8%	17.6%	14.6%	16.3%	16.6%
3=Now and then	42.6%	40.7%	43.8%	41.8%	42.1%
2=Rarely	17.8%	30.6%	29.2%	31.6%	27.5%
1=Never	8.9%	5.6%	9.4%	7.1%	7.7%

Q27b Shop elsewhere in Parkville (other than downtown)?

5=Once a week	67.3%	56.9%	61.2%	54.5%	60.0%
4=Once a month	8.2%	15.6%	16.3%	18.2%	14.6%
3=Now and then	19.4%	21.1%	21.4%	19.2%	20.2%
2=Rarely	3.1%	5.5%	1.0%	7.1%	4.2%
1=Never	2.0%	0.9%	0.0%	1.0%	1.0%

Q27 How often do you or members of your household choose to shop, eat and be entertained in Parkville? (Without No Response)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q27c Go out to eat in Downtown Parkville?

5=Once a week	17.0%	6.4%	6.2%	4.1%	8.4%
4=Once a month	23.0%	31.2%	19.6%	18.4%	23.2%
3=Now and then	39.0%	29.4%	41.2%	48.0%	39.3%
2=Rarely	11.0%	26.6%	26.8%	26.5%	22.7%
1=Never	10.0%	6.4%	6.2%	3.1%	6.4%

Q27d Go out to eat elsewhere in Parkville (other than downtown)?

5=Once a week	25.7%	29.6%	38.9%	28.3%	30.7%
4=Once a month	29.7%	37.0%	31.6%	36.4%	33.7%
3=Now and then	29.7%	23.1%	25.3%	26.3%	26.0%
2=Rarely	8.9%	10.2%	4.2%	9.1%	8.2%
1=Never	5.9%	0.0%	0.0%	0.0%	1.5%

Q27 How often do you or members of your household choose to shop, eat and be entertained in Parkville? (Without No Response)

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q27e Go out for entertainment in Downtown Parkville?

5=Once a week	4.0%	0.9%	1.1%	2.0%	2.0%
4=Once a month	6.9%	8.3%	7.4%	5.1%	6.9%
3=Now and then	36.6%	33.9%	31.6%	33.3%	34.1%
2=Rarely	31.7%	48.6%	41.1%	45.5%	41.7%
1=Never	20.8%	8.3%	18.9%	14.1%	15.3%

Q27f Go out for entertainment elsewhere in Parkville?

5=Once a week	6.9%	2.8%	9.4%	3.0%	5.4%
4=Once a month	13.9%	15.6%	19.8%	14.1%	16.0%
3=Now and then	26.7%	22.0%	24.0%	32.3%	26.1%
2=Rarely	32.7%	45.0%	34.4%	35.4%	36.9%
1=Never	19.8%	14.7%	12.5%	15.2%	15.5%

Q28 What are the main reasons that you shop in Parkville now?

N=410

Ward				Total
Ward 1	Ward 2	Ward 3	Ward 4	
1	2	3	4	

Q28 What are the main reasons that you shop in Parkville now?

1=Privately-owned businesses	34.3%	40.4%	35.4%	35.4%	36.3%
2=Lower sales tax	8.8%	14.7%	10.1%	11.1%	11.2%
3=Support local businesses	75.5%	72.5%	67.7%	68.7%	71.0%
4=Unique selection	39.2%	42.2%	26.3%	37.4%	36.6%
5=Atmosphere	37.3%	56.9%	34.3%	35.4%	41.2%
6=Customer service	12.7%	23.9%	33.3%	14.1%	21.0%
7=Proximity to where I live	80.4%	80.7%	78.8%	73.7%	78.3%
8=Other	3.9%	0.9%	4.0%	3.0%	2.9%
9=No response	3.9%	1.8%	5.1%	4.0%	3.7%

Q29 What would encourage you to frequent Downtown Parkville more often?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q29 What would encourage you to frequent Downtown Parkville more often?

01=Expanded store hours	29.4%	22.0%	20.2%	31.3%	25.6%
02=More/better parking	20.6%	23.9%	24.2%	35.4%	25.9%
03=Better flow of traffic	12.7%	12.8%	12.1%	23.2%	15.1%
04=Better selection of restaurants	49.0%	63.3%	63.6%	67.7%	60.7%
05=Better selection of products/service	65.7%	69.7%	72.7%	67.7%	69.0%
06=Reduced train noise	16.7%	8.3%	7.1%	11.1%	10.7%
07=More events/activities	17.6%	29.4%	17.2%	16.2%	20.5%
08=Beautification improvements	7.8%	15.6%	16.2%	21.2%	15.1%
09=More/improved lighting	2.9%	1.8%	2.0%	5.1%	2.9%
10=More/better signage	1.0%	1.8%	4.0%	5.1%	2.9%
11=More public restrooms	25.5%	24.8%	34.3%	19.2%	25.9%
99=No response	11.8%	5.5%	8.1%	5.1%	7.6%

Q30 How important is it to preserve the historic identity of downtown?(Without Don't Know)

N=410

Ward				Total
Ward 1	Ward 2	Ward 3	Ward 4	
1	2	3	4	

Q30a Is it important to preserve the historic character of downtown?

4=Very important	89.0%	74.8%	73.2%	69.1%	76.6%
3=Somewhat important	9.0%	20.6%	17.5%	22.7%	17.4%
2=Not sure	2.0%	4.7%	4.1%	6.2%	4.2%
1=Not important	0.0%	0.0%	5.2%	2.1%	1.7%

Q30b New development & redevelopment should reflect a historic appearance?

4=Very important	75.0%	63.6%	60.8%	52.6%	63.0%
3=Somewhat important	21.0%	27.1%	32.0%	36.8%	29.3%
2=Not sure	2.0%	4.7%	4.1%	7.4%	4.5%
1=Not important	2.0%	4.7%	3.1%	3.2%	3.3%

Q31 What is your age?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q31 What is your age

34=Under 35	2.0%	6.7%	13.3%	3.1%	6.3%
44=35 to 44	19.4%	11.4%	11.2%	20.6%	15.5%
54=45 to 54	31.6%	33.3%	29.6%	37.1%	33.1%
64=55 to 64	33.7%	25.7%	23.5%	23.7%	26.6%
65=65+	13.3%	22.9%	22.4%	15.5%	18.5%

Q32 How many persons in your household (counting yourself) are?

N=4 10	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	
<u>number</u>					
1=1	18.2%	21.3%	12.1%	7.1%	14.8%
2=2	47.5%	42.6%	41.4%	39.4%	42.6%
3=3	14.1%	13.9%	11.1%	14.1%	13.3%
4=4+	20.2%	22.2%	35.4%	39.4%	29.3%

Q33 Approximately how many years have you lived in the City of Parkville?

N=410

	Ward				Total
	Ward 1	Ward 2	Ward 3	Ward 4	
	1	2	3	4	

Q33 Approximately how many years have you lived in the City of Parkville?

2=2 or less	8.1%	13.1%	12.8%	6.1%	10.0%
5=3 to 5	18.2%	20.6%	20.2%	20.4%	19.8%
10=6 to 10	25.3%	30.8%	27.7%	21.4%	26.3%
15=11 to 15	15.2%	11.2%	2.1%	30.6%	14.8%
20=16 to 20	6.1%	15.9%	11.7%	17.3%	12.8%
21=21+	27.3%	8.4%	25.5%	4.1%	16.3%

Q34 Do you own or rent your current residence?

N=410

	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q34 Do you own or rent your current residence?

1=Own	92.0%	81.7%	94.8%	99.0%	91.6%
2=Rent	7.0%	18.3%	4.1%	1.0%	7.9%
9=No response	1.0%	0.0%	1.0%	0.0%	0.5%

Q35 Would you say your total household income is:

N=410

Ward				Total
Ward 1	Ward 2	Ward 3	Ward 4	
1	2	3	4	

Q35 Would you say your total household income is:

1=Under \$30,000	2.9%	10.1%	5.1%	0.0%	4.6%
2=\$30,000-\$59,999	23.5%	8.3%	12.1%	2.0%	11.5%
3=\$60,000-\$99,999	13.7%	9.2%	21.2%	20.2%	16.1%
4=\$100,000 or more	43.1%	60.6%	52.5%	69.7%	56.3%
9=No response	16.7%	11.9%	9.1%	8.1%	11.5%

Q36 Your Gender:

N=410	Ward				Total
	Ward 1 1	Ward 2 2	Ward 3 3	Ward 4 4	

Q36 Your Gender:

1=Male	47.1%	49.5%	50.5%	54.5%	50.2%
2=Female	52.9%	50.5%	49.5%	45.5%	49.8%

Section 7:
Resident Survey Instrument



City of Parkville
8880 Clark Avenue
Parkville, MO 64152
(816) 741-7676
(816) 741-0013 FAX
www.parkvillemo.com

July 2009

Dear Parkville Resident:

Your City government has a vision for the future. As a government and as your Board of Aldermen, we are charged with numerous duties and responsibilities. Maintaining the highest quality of City services and supporting exceptional economic offerings continue to be our highest priorities and we are constantly looking for, and evaluating, opportunities for improvement. In order for us to assess how well we are accomplishing these two goals, **WE NEED TO HEAR FROM YOU!**

The enclosed survey will give you the opportunity to tell us how you rate our services and give you a chance to provide input for the future of Parkville. We realize that completing this survey takes time out of your busy schedule and we would not ask for your participation if it was not extremely important. We sincerely hope you take the time to complete the survey and return it to us via the enclosed postage-paid envelope.

Although collective results will be made public, your response will remain completely confidential along with any personal information included in the survey.

Should you have any questions about the survey or the process, please contact Ms. Shannon Thompson or Mr. Sean Ackerson at City Hall (741-7676 or cityhall@parkvillemo.com) or your respective Alderman (listed below). Thank you in advance for the time spent on this project and we look forward to using the information to provide the best service and amenities possible.

On behalf of your elected officials and City government, thank you for helping to make Parkville a better community!

Sincerely,

Mayor Gerald L. Richardson

Jim Brooks, Alderman Ward 1

Dave McCoy, Alderman Ward 2

Jeffrey Bay, Alderman Ward 3

Marc Sportsman, Alderman Ward 4

Deborah Butcher, Alderman Ward 1

Gia McFarlane, Alderman Ward 2

Marvin Ferguson, Alderman Ward 3

Nan McManus, Alderman Ward 4

2009 City of Parkville Citizen Survey

Thank you for completing this very important survey. City leaders will use your input to help set community priorities and ensure City dollars are spent wisely. When you are finished, please return your completed survey in the postage-paid envelope provided.

1. Please rate your overall satisfaction with each of the following services provided by the City. Please rate each item on a scale of 1 to 5 where "5" means "very satisfied" and "1" means "very dissatisfied."

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of all police services	5	4	3	2	1	9
B. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C. Overall maintenance of City streets, buildings and facilities	5	4	3	2	1	9
D. Overall quality of water/sewer utilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with the public	5	4	3	2	1	9
H. Overall effectiveness of Community Planning and Development	5	4	3	2	1	9
I. Overall quality of the City's storm water runoff/stormwater management	5	4	3	2	1	9
J. Overall flow of traffic and congestion management in Parkville	5	4	3	2	1	9

2. Which THREE of the City Service items do you think should receive the most emphasis from City leaders over the next TWO Years? [Use the letters from the list in Question 1 above]

1st: _____ 2nd: _____ 3rd: _____

3. 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."

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The visibility of police in neighborhoods	5	4	3	2	1	9
B. The City's efforts to prevent crime	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. Enforcement of local traffic laws	5	4	3	2	1	9
E. Police safety education programs	5	4	3	2	1	9
F. Quality of animal control	5	4	3	2	1	9

4. Which THREE of the Public Safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 3 above]

1st: _____ 2nd: _____ 3rd: _____

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

How would you rate The City of Parkville:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place you would buy your next home	5	4	3	2	1	9
E. As a place to retire	5	4	3	2	1	9
F. As a place for recreation	5	4	3	2	1	9

6. **CITY MAINTENANCE.** Using a scale of 1 to 5 where “5” is “very satisfied” and “1” is “very dissatisfied,” please indicate how satisfied you are with the following aspects of City Maintenance.

City Maintenance	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in your neighborhood	5	4	3	2	1	9
C. Maintenance of sidewalks in the City	5	4	3	2	1	9
D. Maintenance of street signs/traffic signals	5	4	3	2	1	9
E. Maintenance and preservation of downtown Parkville	5	4	3	2	1	9
F. Maintenance of City buildings	5	4	3	2	1	9
G. Snow removal on neighborhood streets	5	4	3	2	1	9
H. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
I. Maintenance of stormwater drainage system	5	4	3	2	1	9
J. Maintenance of sanitary sewer systems	5	4	3	2	1	9

7. Which THREE of these City Maintenance services do you think should receive the most emphasis from City leaders over the next TWO Years? [Use the letters from the list in Question 6 above]

1st.____ 2nd.____ 3rd.____

8. **CITY COMMUNICATION.** 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.”

City Communication	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9
C. How open the City is to public involvement and input from residents	5	4	3	2	1	9
D. The quality of programming on the City's cable television channel	5	4	3	2	1	9
E. The quality of the City's web page	5	4	3	2	1	9
F. The quality of e-mail updates and announcements	5	4	3	2	1	9

9. What are your primary sources of information about activities and services in your community?

[Check all that apply]

- | | |
|---|--|
| ____ (01) The Kansas City Star | ____ (08) Direct Mail |
| ____ (02) Local Newspapers | ____ (09) Neighborhood newsletters |
| ____ (03) Radio | ____ (10) Other internet sources |
| ____ (04) Television – Parkville Channel 2 | ____ (11) Word of Mouth |
| ____ (05) Television - Other channels | ____ (12) Banners, flyers and posters |
| ____ (06) Notices at City Hall | ____ (13) Social networking sites (i.e. Facebook, Twitter) |
| ____ (07) City webpage (www.parkvillemo.com) | ____ (14) Other _____ |

10. **PARKS AND RECREATION.** Would you like to have access to an off-leash dog park in Parkville?

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

11. Would you like to have lights installed so the ball fields can be used for extended hours?

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

12. Are you satisfied with the number of special events and festivals in Downtown Parkville & English Landing Park?

____ (1) Yes – just right ____ (2) No – not enough ____ (3) No - too many ____ (4) Don't know

13. 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.”

Parks and Recreation	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City Parks	5	4	3	2	1	9
C. Number of walking and biking trails	5	4	3	2	1	9
D. Quality of outdoor athletic fields	5	4	3	2	1	9
E. Number of outdoor athletic fields	5	4	3	2	1	9
F. Number of special events and festivals	5	4	3	2	1	9
G. Availability of information about City parks	5	4	3	2	1	9
H. Number of shelters	5	4	3	2	1	9
I. Number of restrooms in English Landing Park	5	4	3	2	1	9
J. Quality of restrooms in English Landing Park	5	4	3	2	1	9
K. Use of portable restrooms in the park	5	4	3	2	1	9
L. Quality of other English Landing Park amenities	5	4	3	2	1	9

14. Which **THREE** of the Parks and Recreation items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 13 above]

1st. _____ 2nd. _____ 3rd. _____

15. **ENFORCEMENT OF 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.”

Codes and Ordinances	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Enforcing the clean up of litter and debris on private property	5	4	3	2	1	9
B. Enforcing the mowing and trimming of lawns	5	4	3	2	1	9
C. Enforcing the maintenance of residential property (exterior of homes)	5	4	3	2	1	9
D. Enforcing the maintenance of business property	5	4	3	2	1	9
E. Enforcing codes designed to protect public safety	5	4	3	2	1	9
F. Enforcing sign regulations	5	4	3	2	1	9

16. Which **THREE** of the Codes and Ordinances items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 15 above.]

1st. _____ 2nd. _____ 3rd. _____

17. **PERCEPTIONS.** Some items that may influence your perception of the City of Parkville are listed below. Please rate each item on a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied”.

How would you rate The City of Parkville:	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall image of the City	5	4	3	2	1	9
B. Overall value that you receive for your tax dollars and fees	5	4	3	2	1	9
C. Overall quality of life in the City	5	4	3	2	1	9
D. Overall appearance of the City	5	4	3	2	1	9
E. Overall feeling of safety in the City	5	4	3	2	1	9

18. TRANSPORTATION. To provide easier access to parts of Parkville, with healthy, environmentally friendly alternatives to driving, the City would like to improve the “connectivity” of our neighborhoods, by making it easier to walk, bike or take a bus to other areas of the City. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where “5” means “Strongly Agree” and “1” means “Strongly Disagree.”

<i>Transportation</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A. The City should build a network of sidewalks and trails that link neighborhoods with recreational, cultural and business centers.	5	4	3	2	1	9
B. Neighborhood streets should be improved to include bike lanes and trails should include bike routes.	5	4	3	2	1	9
C. Existing neighborhood streets should be upgraded to include sidewalks.	5	4	3	2	1	9
D. The City should coordinate with area agencies to increase transit options.	5	4	3	2	1	9

19. CUSTOMER SERVICE. Have you contacted the City with a question, problem, or complaint during the past year?

_____ (1) Yes [go to Question 19A-F] _____ (2) No [go to Question 20]

19A. Which City department did you contact most recently? _____

19B-F. Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. Using a scale of 1 to 5 where “5” means “very satisfied” and “1” means “very dissatisfied”, please rate your satisfaction with the customer service you received from the City department you listed in Q19A.

<i>Customer Service</i>	<i>Always</i>	<i>Usually</i>	<i>Sometimes</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
B. They were easy to contact	5	4	3	2	1	9
C. They were courteous and polite	5	4	3	2	1	9
D. They gave prompt, accurate and complete answers to questions	5	4	3	2	1	9
E. They did what they said they would do in a timely manner	5	4	3	2	1	9
F. They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

20. OTHER. For each of the issues listed, please indicate your level of agreement, on a scale of 1 to 5 where “5” means “Strongly Agree” and “1” means “Strongly Disagree.”

<i>New Direction</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A. The City should place a high priority on the reduction of train noise and commit dollars to the effort.	5	4	3	2	1	9
B. The City should encourage a public education program to raise “green” awareness and understanding of sustainability.	5	4	3	2	1	9
C. The City should adopt “green” building codes in all new developments.	5	4	3	2	1	9

21. The City has the option of contracting with one trash hauler, to provide trash pick-up and recycling services for the entire City. It is expected that this service would be less expensive to each residence, but would mean that residents would no longer be able to choose their own trash service provider. Knowing this, are you supportive of City contracting with one trash hauler?

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

22. Several reasons for deciding where to live are listed below. On a scale from “1” to “4” where “4” is “Very important” and “1” is “Unimportant,” how important was each reason in your decision to live in Parkville?
 [Circle the corresponding number]

<i>Reasons to Live in Parkville</i>	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Sure</i>	<i>Not Important</i>
A. Sense of community	4	3	2	1
B. Quality of public schools	4	3	2	1
C. Employment opportunities	4	3	2	1
D. Types of housing	4	3	2	1
E. Affordability of housing	4	3	2	1
F. Access to quality shopping	4	3	2	1
G. Proximity to Metropolitan Kansas City area	4	3	2	1
H. Near family or friends	4	3	2	1
I. Safe community	4	3	2	1
J. Parkville’s Historic Downtown area	4	3	2	1
K. Proximity to the Airport	4	3	2	1
L. Parks, trails and green space	4	3	2	1
M. No earnings tax	4	3	2	1
N. Resale value of your home	4	3	2	1

23. Would you recommend moving to Parkville to your family and friends?

_____ (1) Yes _____ (2) No _____ (3) Don’t know

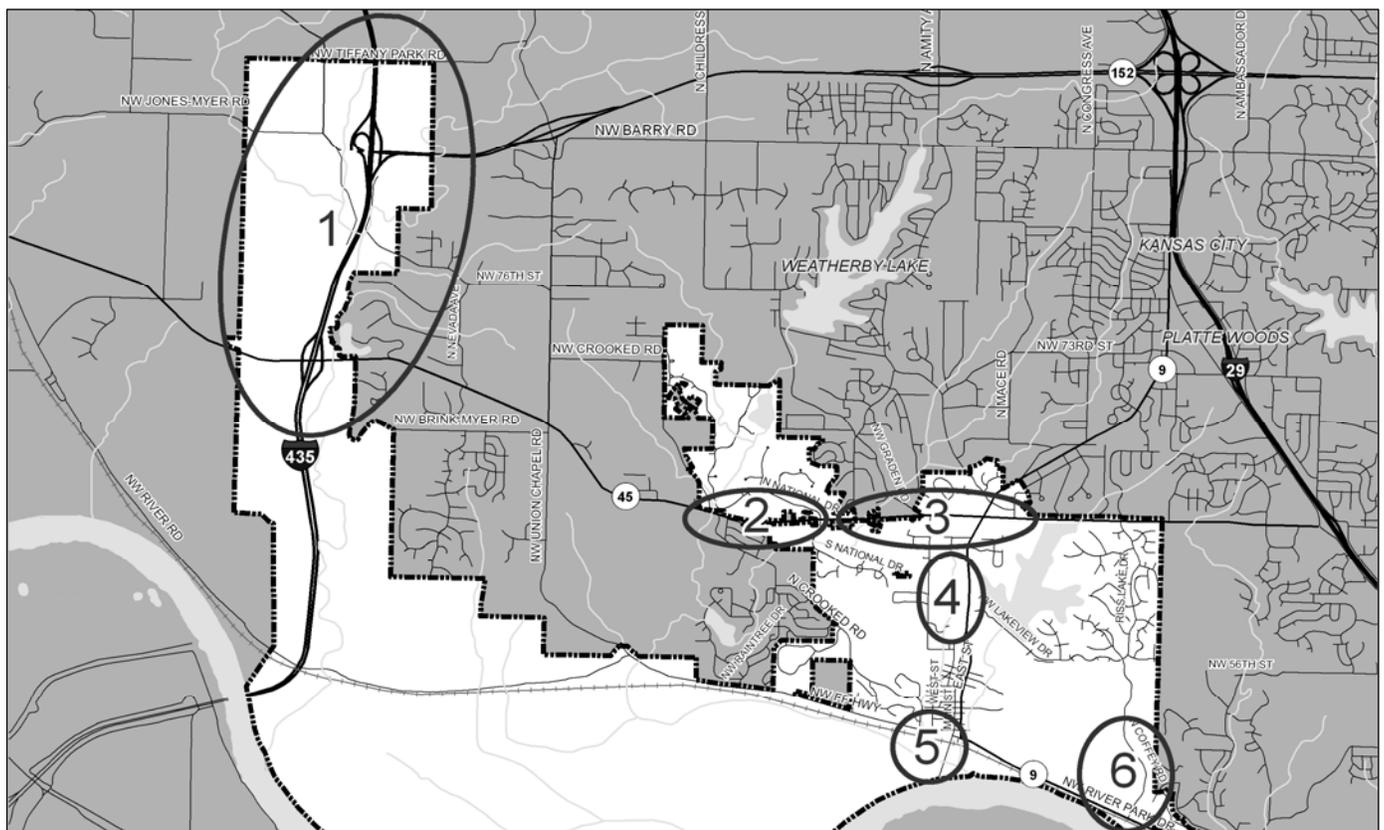
24. **ECONOMIC DEVELOPMENT.** How often do you or members of your household shop for these goods and services **IN PARKVILLE**? [Circle the corresponding number] If your response is “seldom” or “never”, please circle one or more of the choices to the right.

<i>Economic Development</i>	<i>Always</i>	<i>Sometimes</i>	<i>Seldom</i>	<i>Never</i>	<i>If you answered “seldom” or “never”, please circle one or more of the following</i>		
					<i>Not available in Parkville</i>	<i>I want to see this business in Parkville</i>	<i>Better selection elsewhere</i>
A. Groceries	4	3	2	1	A	B	C
B. Pharmacy items	4	3	2	1	A	B	C
C. Clothing	4	3	2	1	A	B	C
D. Hardware and building supplies	4	3	2	1	A	B	C
E. Plants and gardening supplies	4	3	2	1	A	B	C
F. Major appliances	4	3	2	1	A	B	C
G. Other home electronics	4	3	2	1	A	B	C
H. Books, CD’s, DVD’s	4	3	2	1	A	B	C
I. Doctor or Dentist	4	3	2	1	A	B	C
J. Gasoline	4	3	2	1	A	B	C
K. Hair care	4	3	2	1	A	B	C
L. Automobile parts or services	4	3	2	1	A	B	C
M. Dry cleaning	4	3	2	1	A	B	C
N. Furniture	4	3	2	1	A	B	C
O. Restaurants - fast food	4	3	2	1	A	B	C
P. Restaurants – sit down casual	4	3	2	1	A	B	C
Q. Restaurants – fine dining	4	3	2	1	A	B	C
R. Sporting Goods	4	3	2	1	A	B	C
S. Hobby supplies	4	3	2	1	A	B	C
T. Home décor resources	4	3	2	1	A	B	C
U. Farmers Market	4	3	2	1	A	B	C
V. Office supplies	4	3	2	1	A	B	C
W. Hotel	4	3	2	1	A	B	C
X. Large retail store	4	3	2	1	A	B	C
Y. Theater	4	3	2	1	A	B	C
Z. Museums	4	3	2	1	A	B	C

25. If you would like to see a business in Parkville that is not listed in Question 24, please list it here. _____

26. Following are types of development that could be considered in Parkville. There are six primary areas listed where each development type could potentially be located. For each development type, please circle those areas where you believe that business or development would be desired. [Circle all that apply -- you may choose more than one area for each type.] Refer to the map below for general area locations (areas are circled and numbered and the Parkville city limits are shown with a dashed line).

Kind of Business	Please circle all of the locations suitable for this kind of business						
	Area 1. I-435 Corridor	Area 2. 45 Hwy: Blair to Crooked	Area 3. 45 Hwy: Julian to Blair	Area 4. 9 Hwy: Lakeview to Clark	Area 5. Downtown Business District	Area 6. River Park Dr & Coffee Rd Area	Not at All
A. Business offices	1	2	3	4	5	6	7
B. Hotels	1	2	3	4	5	6	7
C. Mixed use residential and commercial	1	2	3	4	5	6	7
D. Healthcare facilities	1	2	3	4	5	6	7
E. Large retail stores	1	2	3	4	5	6	7
F. Employment opportunities	1	2	3	4	5	6	7
G. Retail, local	1	2	3	4	5	6	7
H. Movie theater	1	2	3	4	5	6	7
I. Live entertainment	1	2	3	4	5	6	7
J. Sports/recreation/trails	1	2	3	4	5	6	7
K. Museums	1	2	3	4	5	6	7
L. More fast food options	1	2	3	4	5	6	7
M. More sit down casual dining options	1	2	3	4	5	6	7
N. More fine dining options	1	2	3	4	5	6	7
O. Artist studios	1	2	3	4	5	6	7
P. Boutiques clothes shopping	1	2	3	4	5	6	7
Q. Condominiums and town homes	1	2	3	4	5	6	7
R. Automotive services and repair	1	2	3	4	5	6	7
S. Senior Housing	1	2	3	4	5	6	7
T. Assisted living/continuum care	1	2	3	4	5	6	7
U. Entry-level single-family housing	1	2	3	4	5	6	7
V. Apartments	1	2	3	4	5	6	7



27. How often do you or members of your household choose to shop, eat and be entertained IN PARKVILLE?
 [Circle the corresponding number] See map on page 6 (the Parkville city limits are shown with a dashed line).

How often do you:	<i>Once a Week</i>	<i>Once a Month</i>	<i>Now and Then</i>	<i>Rarely</i>	<i>Never</i>
A. Shop in Downtown Parkville?	5	4	3	2	1
B. Shop elsewhere in Parkville (other than downtown)?	5	4	3	2	1
C. Go out to eat in Downtown Parkville?	5	4	3	2	1
D. Go out to eat elsewhere in Parkville (other than downtown)?	5	4	3	2	1
E. Go out for entertainment in Downtown Parkville?	5	4	3	2	1
F. Go out for entertainment elsewhere in Parkville?	5	4	3	2	1

28. What are the main reasons that you shop in Parkville now? [Check all that apply]

- (1) Privately-owned businesses
 (2) Lower sales tax
 (3) Support local businesses
 (4) Unique selection
 (5) Atmosphere
 (6) Customer Service
 (7) Proximity to where I live
 (8) Other _____

29. DOWNTOWN PARKVILLE. What would encourage you to frequent Downtown Parkville more often?

[Check all that apply]

- (1) Expanded store hours
 (2) More / better parking
 (3) Better flow of traffic
 (4) Better selection of restaurants
 (5) Better selection of products and/or services
 (6) Reduced train noise
 (7) More events / activities
 (8) Beautification improvements
 (9) More / improved lighting
 (10) More / better signage
 (11) More public restrooms

30. How important is it to preserve the historic identity of downtown? [Circle the corresponding number]

<i>Historic Preservation in Downtown</i>	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Sure</i>	<i>Not Important</i>
A. Is it important to preserve the historic character of downtown?	4	3	2	1
B. Should new development & redevelopment reflect a historic appearance?	4	3	2	1

31. DEMOGRAPHICS. What is your age? _____

32. How many persons in your household (counting yourself) are? [List number for each applicable category]

- Under age 5 _____ Ages 20-24 _____ Ages 55-64 _____
 Ages 5-9 _____ Ages 25-34 _____ Ages 65-74 _____
 Ages 10-14 _____ Ages 35-44 _____ Ages 75+ _____
 Ages 15-19 _____ Ages 45-54 _____

33. Approximately how many years have you lived in the City of Parkville? _____ years

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

35. Would you say your total household income is:

- (1) Under \$30,000
 (2) \$30,000 to \$59,999
 (3) \$60,000 to \$99,999
 (4) \$100,000 or more

36. Your gender: _____(1) Male _____(2) Female

***This concludes the survey. Thank you for taking the time to provide us with your opinions.
 Please return your survey in the postage-paid envelope provided addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.***

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