



# 2023 City of Independence Resident Survey Findings Report

Presented to the City of  
Independence, Missouri

March 2024



# Contents

Executive Summary .....	i
Section 1: Charts and Graphs .....	1
Section 2: Benchmarking Analysis .....	55
Section 3: Importance-Satisfaction Analysis .....	66
Section 4: Tabular Data .....	74
Section 5: Survey Instrument .....	126



# Executive Summary

# 2023 City of Independence Resident Survey

## Executive Summary



### Purpose

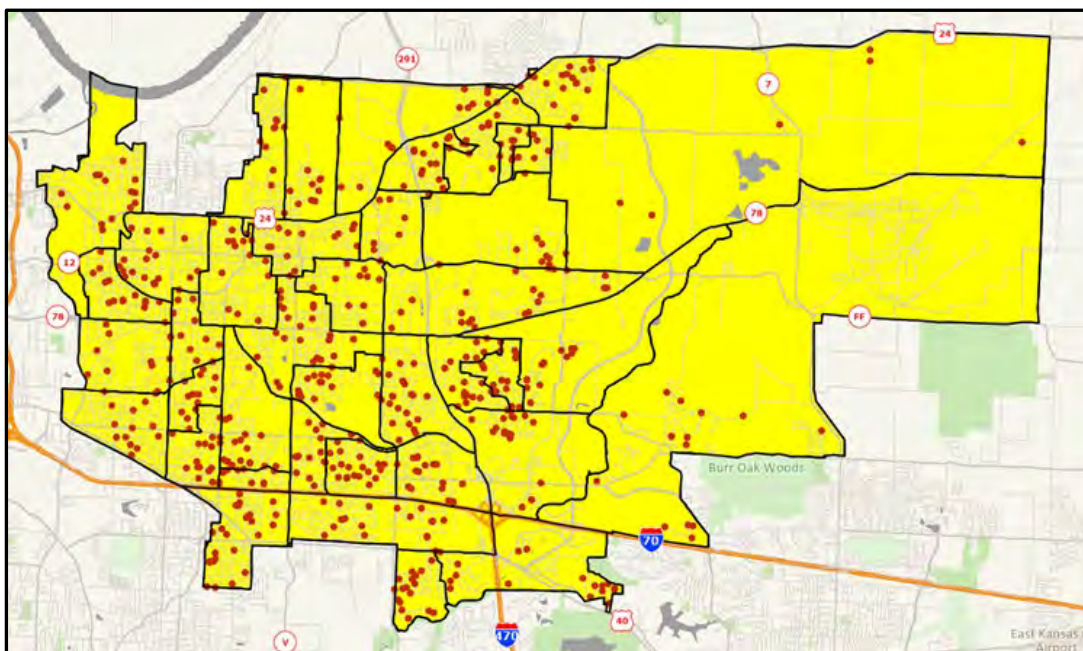
ETC Institute administered a community survey to residents of the City of Independence during January and February of 2024. The purpose of the survey was to gather resident opinion and feedback about city priorities and the quality of programs and services. The survey results will be used to improve and expand existing programs and determine future needs of residents in the City. This is the tenth resident survey ETC Institute has administered for the City of Independence; the first was conducted in 2000.

### Methodology

The seven-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in Independence. The cover letter explained the purpose of the survey and gave residents the option of returning their survey by mail or completing it online. Ten days after the surveys were mailed, ETC Institute sent text messages to the households that received the survey to encourage participation. The texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 600 residents. This goal was met, with a total of 602 residents completing the survey. The overall results for the sample of 602 households have a precision of at least +/-4.0% at the 95% level of confidence.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map below shows the physical distribution of survey respondents based on the location of their home.



# 2023 City of Independence Resident Survey

## Executive Summary



This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey, as well as comparisons to previous survey results,
- benchmarking data that show how the results compare to other communities,
- Importance-Satisfaction analysis that determines priority actions for the City to address,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

The percentage of “don’t know” responses has been excluded from many of the charts shown in this report to facilitate valid comparisons of the results from the City with the results from other communities where ETC Institute has conducted a community survey. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

### Overall Ratings of the City

Fifty-four percent (54%) of the residents surveyed, *who had an opinion*, rated the City of Independence as an “excellent” or “good” place to live; 49% rated the City as an “excellent” or “good” place to visit, and 44% rated the City as an “excellent” or “good” place to raise children.

### Major City Services

The major City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: fire services (87%), police services (58%), City electric utilities (54%), and City parks and recreation programs and facilities (51%).

Based on the sum of their top three choices, the major City services that residents thought were most important to emphasize over the next two years were: 1) maintenance of City streets, 2) police services, and 3) enforcement of City codes and ordinances.

### Public Safety Services

The categories of public safety that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: fire protection (85%), how quickly fire personnel arrive at emergencies (81%), how quickly ambulances arrive at emergencies (69%), and emergency or 9-1-1 dispatching (62%).

# 2023 City of Independence Resident Survey

## Executive Summary



Based on the sum of their top three choices, the public safety services that residents thought were most important to provide were: 1) City's efforts to prevent crime, 2) police presence in neighborhoods, and 3) police presence in commercial areas.

### How Safe Residents Feel in the City

The perceptions of safety that had the highest levels of satisfaction, based upon the combined percentage of "very safe" and "safe" responses among residents who had an opinion, were: in neighborhoods during the day (86%), in commercial areas during the day (58%), and in neighborhoods during the night (50%).

### Water, Wastewater and Electric Utilities

The water, wastewater and electric utilities that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: taste of tap water in the home (85%), overall reliability of electrical service (82%), water pressure in the home (78%), and how quickly electrical outages are repaired (75%).

### Enforcement of Codes and Ordinances

The categories of codes and ordinances that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: food safety standards in restaurants in the City (58%), maintenance of residential buildings (48%), mowing and trimming of residential property (42%), and mowing and trimming of commercial property (38%).

### Parks and Recreation

The categories of parks and recreation that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: access to and availability of City parks (65%), maintenance and condition of City parks/facilities (55%), and number of walking and biking trails (54%).

### City Maintenance

The categories of City maintenance services that had the highest levels of satisfaction, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion, were: maintenance of traffic signals on City streets (64%), maintenance/preservation of Independence Square (62%), snow removal on major City streets (59%), access to 3<sup>rd</sup> party trash and recycling services (58%), and maintenance of street signs on City streets (53%).

# 2023 City of Independence Resident Survey

## Executive Summary



### Additional Findings

- Most (92%) of the residents surveyed, *who had an opinion*, felt it was important to preserve the City's historic sites; 89% felt it was important to maintain the historic character of The Square, and 89% felt it was important to preserve historic neighborhoods. Additionally, 81% *who had an opinion* support the City using tax dollars to own and operate historic sites.
- Seventy-six percent (76%) of residents, *who had an opinion*, were satisfied with their access to grocery and drug stores.
- The top three reasons residents reported they would stay in the City of Independence for the next ten years were: the affordability of housing (55%), the proximity to family or friends (42%), and access to a variety of shopping and entertainment options (41%).
- The top three types of development that residents felt should receive the highest priority in the City's Long Range Plan were: single-family residential development (64%), pace and quality of development (60%), and retail development (56%).
- Seventy-two percent (72%) of respondents would support a general obligation bond for street repair and replacement. Other projects in which respondents would support a bond include: repairing/replacing bridges (55%), sidewalks to schools/parks (48%), and animal shelter renovations (46%).
- Nearly three-fourths (72%) of respondents *who had an opinion* are "very satisfied" or "satisfied" with the overall quality of the Independence Events Center; 22% are "neutral," and only 5% are dissatisfied.
- The top three ways that residents reported they had received information about the City were: reading the City's newsletter (46%), accessing the City's social media (44%), and accessing the City website (40%).

# 2023 City of Independence Resident Survey

## Executive Summary



### How Independence Compares to Other Communities in the Plains Region

Satisfaction ratings for the City of Independence **rated above the Plains regional average in 15 of the 42 areas that were assessed**. The City rated significantly higher than the Plains regional average (difference of 5% or more) in 24 of these areas. The City rated significantly higher than the Plains Regional average (5% or more above) in 10 of these areas. The areas in which the City rated at least 5% above the Plains Regional average are listed below:

Service	Plains		Difference	Category
	Independence	Region		
Overall reliability of electrical service	82%	52%	30%	Utility Services
Taste of tap water in your home	85%	59%	26%	Utility Services
Wastewater collection system	69%	45%	24%	Utility Services
Water pressure in your home	78%	61%	17%	Utility Services
How quickly fire personnel arrive at emergencies	81%	67%	14%	Public Safety
Fire services	87%	76%	11%	Major Categories of Service
Maintenance of residential buildings	48%	40%	8%	Code Enforcement
Customer service received from City employees	49%	42%	7%	Major Categories of Service
Feeling of safety in your neighborhood during the day	86%	80%	6%	Feeling of Safety in the City
As a place to live	54%	49%	5%	Overall Ratings of the Community

### How Independence Compares to the National Average

Satisfaction ratings for the City of Independence **rated at or above the National average in 15 of the 42 areas that were assessed**. The City rated significantly higher than the National average (difference of 5% or more) in 10 of these areas. The areas in which the City rated at least 5% above the National average are listed below:

Service	Independence		U.S.	Difference	Category
	Independence	U.S.			
Overall reliability of electrical service	82%	48%	34%	Utility Services	
Taste of tap water in your home	85%	59%	26%	Utility Services	
Wastewater collection system	69%	53%	16%	Utility Services	
Water pressure in your home	78%	66%	12%	Utility Services	
Fire services	87%	76%	11%	Major Categories of Service	
Customer service received from City employees	49%	39%	10%	Major Categories of Service	
How quickly fire personnel arrive at emergencies	81%	72%	9%	Public Safety	
As a place to live	54%	49%	5%	Overall Ratings of the Community	
Police services	58%	53%	5%	Major Categories of Service	
Feeling of safety in your neighborhood during the day	86%	81%	5%	Feeling of Safety in the City	

# 2023 City of Independence Resident Survey Executive Summary



## Investment Priorities

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

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment in order to raise the City’s overall satisfaction rating are listed below:

- Maintenance of City streets (I-S Rating = 0.5540)
- Enforcement of City codes and ordinances (I-S Rating = 0.2455)
- Police services (I-S Rating = 0.1995)
- City electric utilities (I-S Rating = 0.1541)
- Overall flow of traffic and congestion management (I-S Rating = 0.1251)

The table below shows the Importance-Satisfaction rating for all 12 major City services that were rated.

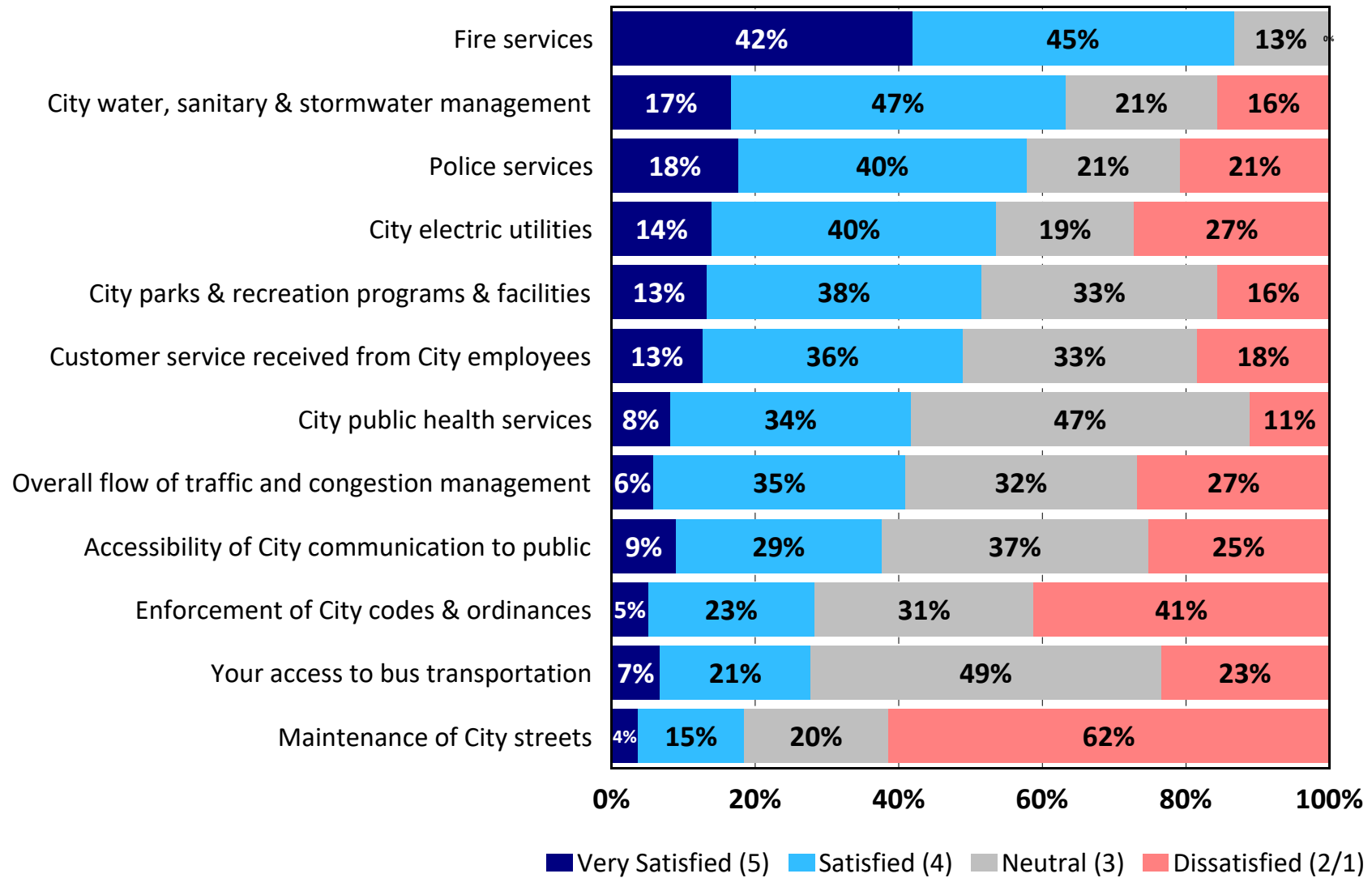
<b>Importance-Satisfaction Rating</b>						
<b>City of Independence</b>						
<b>OVERALL</b>						
Category of Service	Most Important %	most Important Rank	Satisfaction %	Satisfaction Rank	importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (I-S &gt; .20)</i></b>						
Maintenance of City streets	68%	1	19%	12	0.5540	1
Enforcement of City codes & ordinances	34%	3	28%	10	0.2455	2
<b><i>High Priority (I-S .10-.20)</i></b>						
Police services	48%	2	58%	3	0.1995	3
City electric utilities	34%	4	54%	4	0.1541	4
Overall flow of traffic and congestion management	21%	5	41%	8	0.1251	5
<b><i>Medium Priority (I-S &lt; .10)</i></b>						
City parks & recreation programs & facilities	18%	6	51%	5	0.0882	6
Your access to bus transportation	10%	10	28%	11	0.0727	7
Accessibility of City communication to public	10%	9	38%	9	0.0626	8
City water, sanitary & stormwater management	14%	7	64%	2	0.0490	9
Customer service received from City employees	8%	11	49%	6	0.0413	10
City public health services	7%	12	42%	7	0.0383	11
Fire services	11%	8	87%	1	0.0146	12



# Charts and Graphs

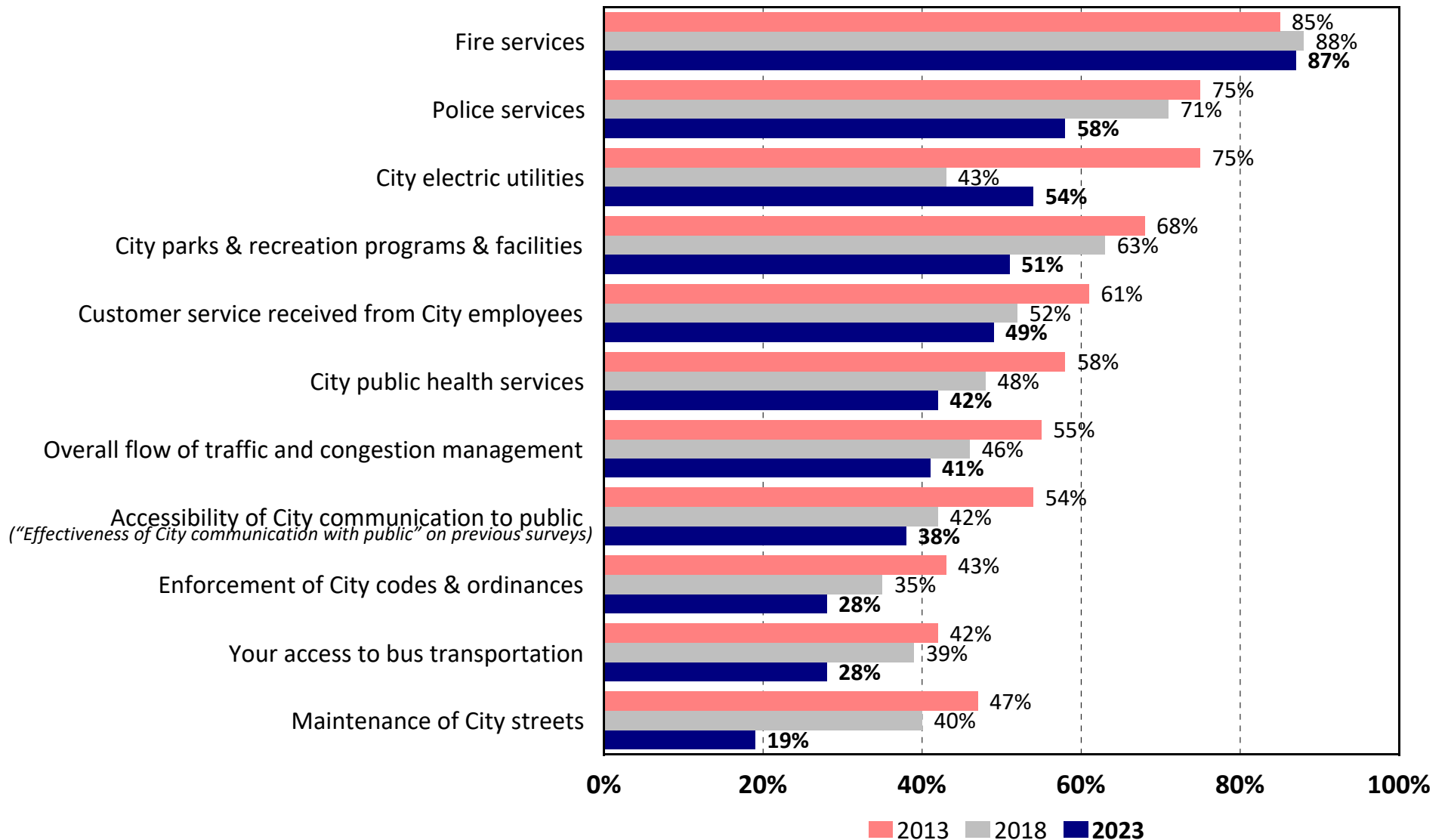
# Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



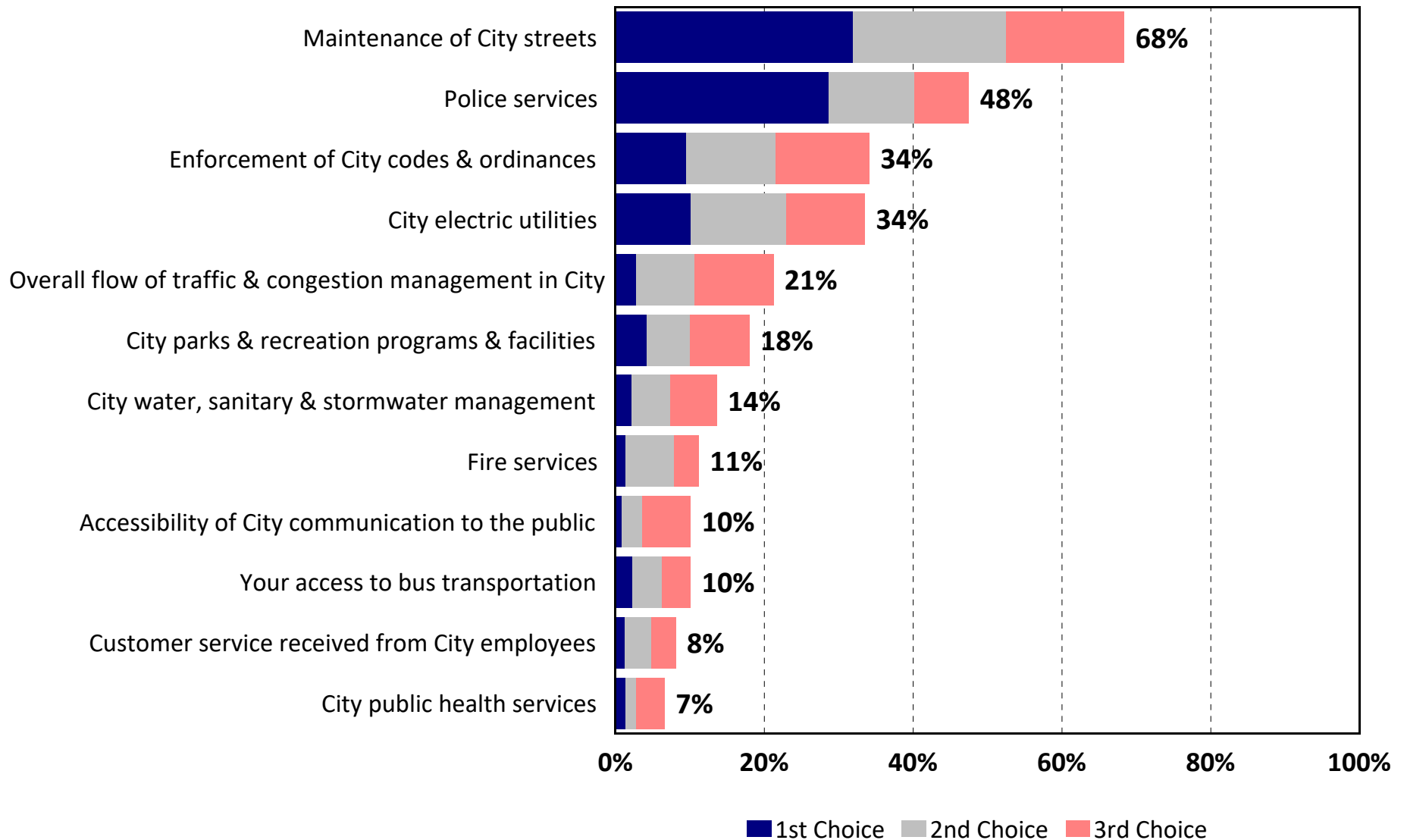
# Overall Satisfaction With City Services by Major Category: Trends - 2013, 2018 & 2023

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



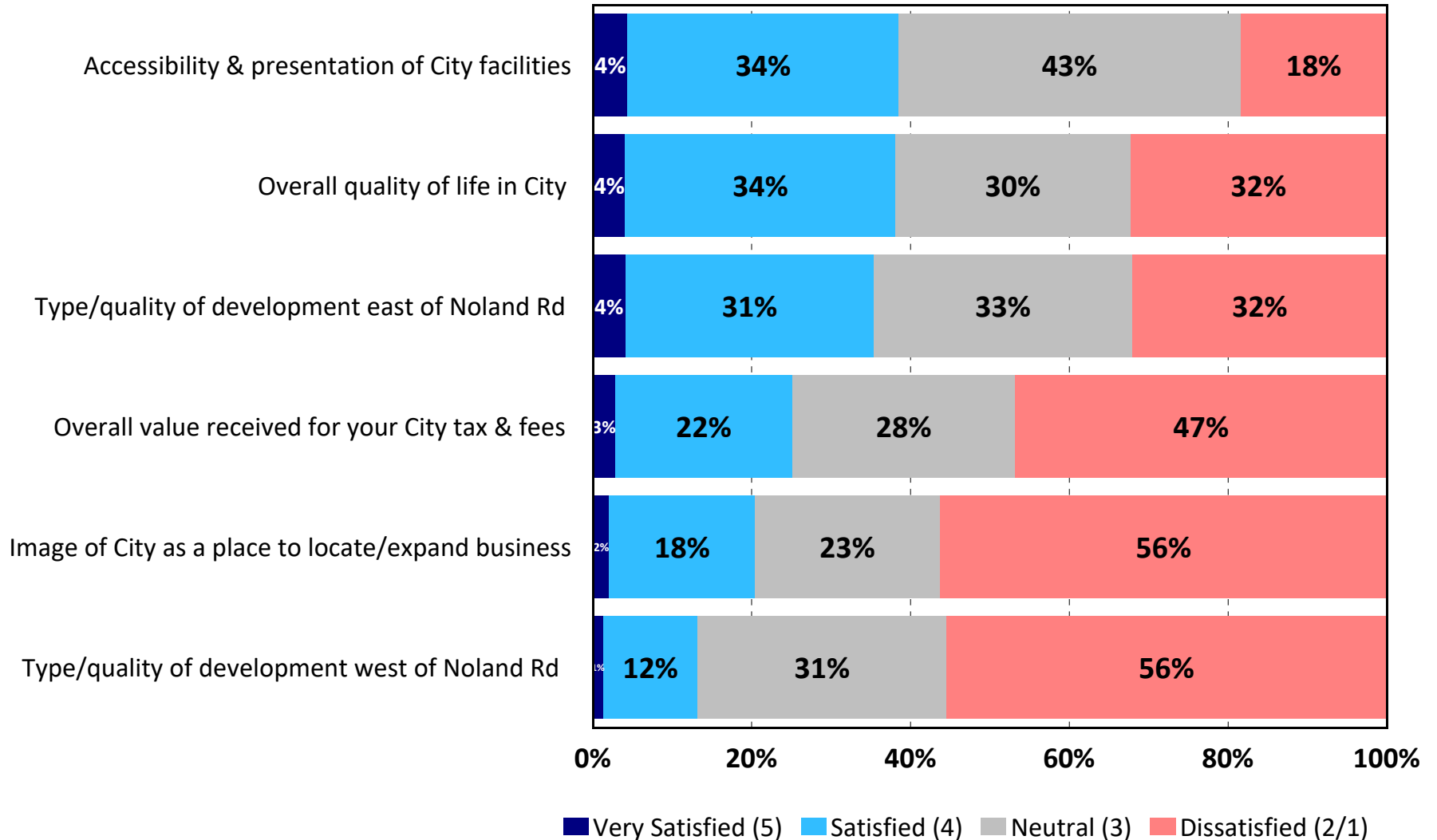
# Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



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

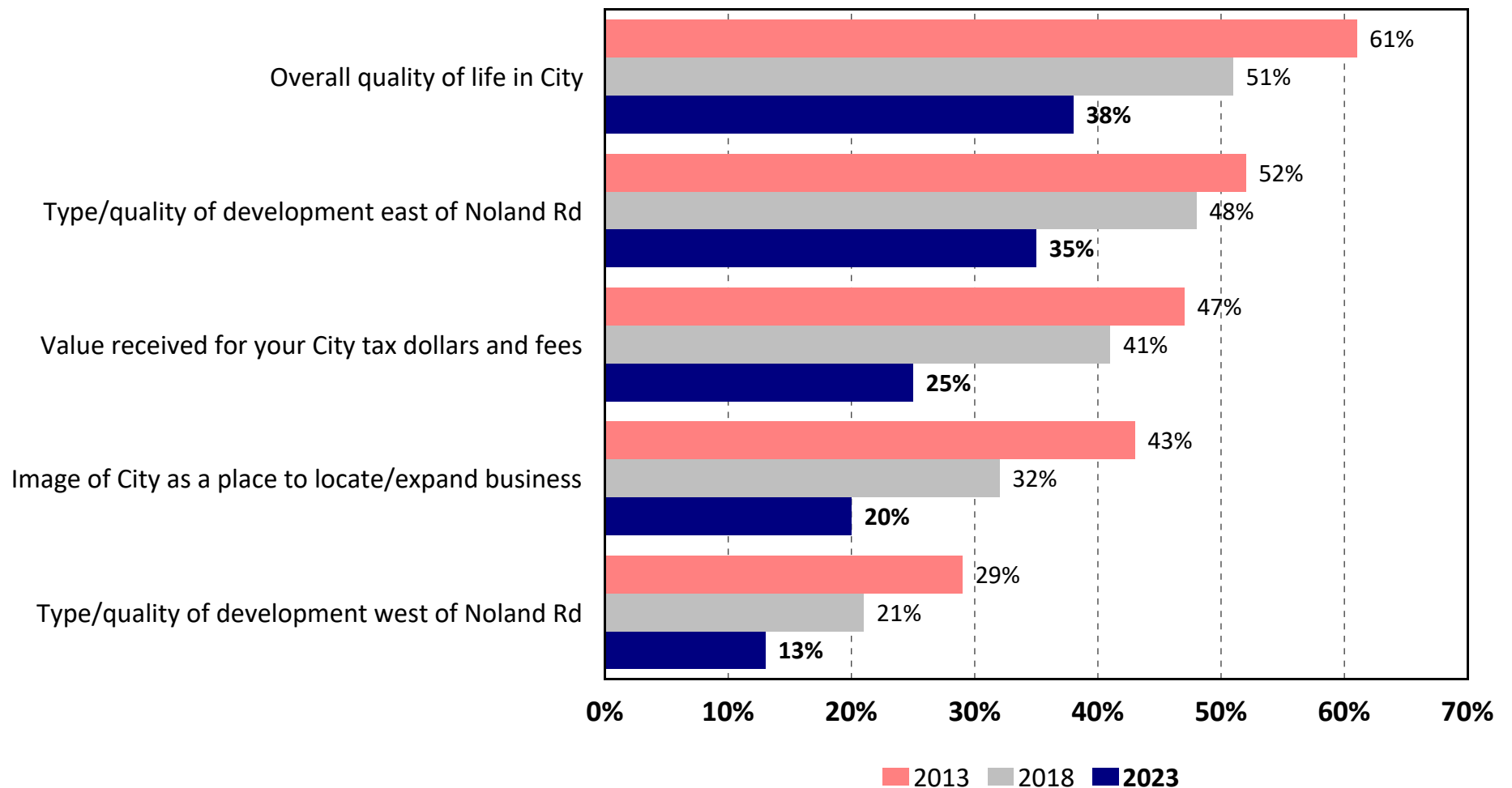
by percentage of respondents (excluding don't knows)



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

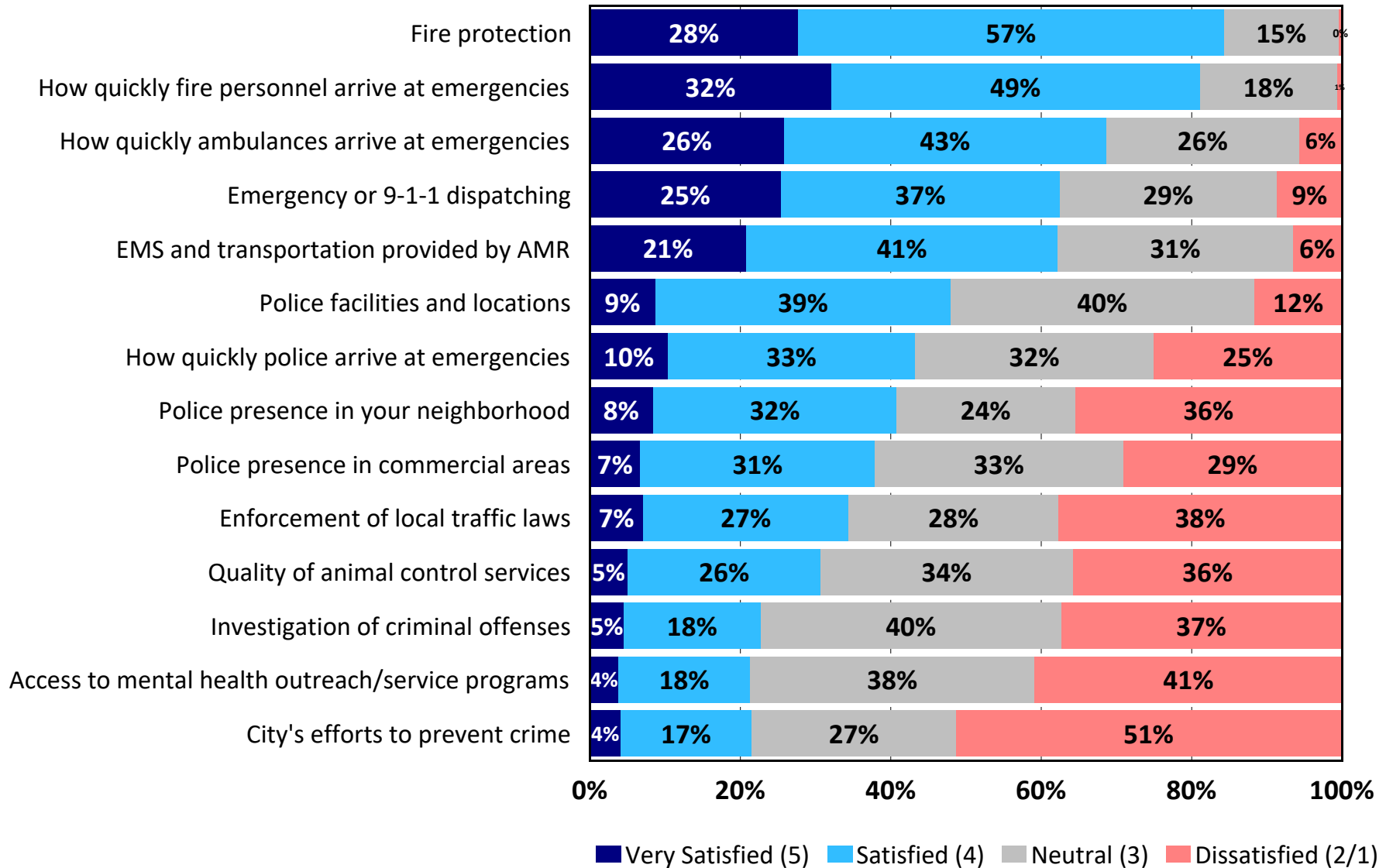
## Trends - 2013, 2018 & 2023

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



# Q4. Satisfaction with Public Safety

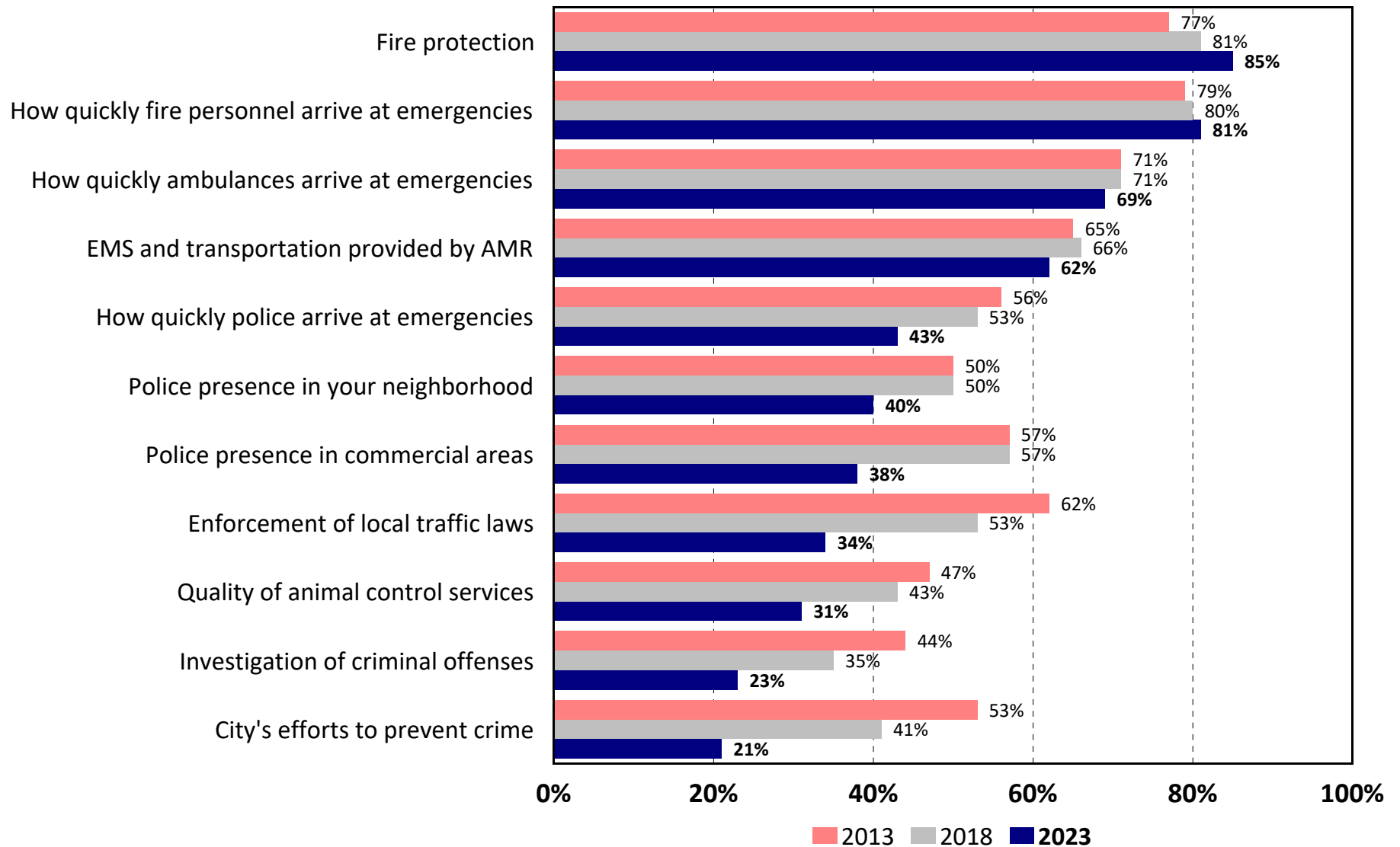
by percentage of respondents (excluding don't knows)



# Satisfaction with Public Safety

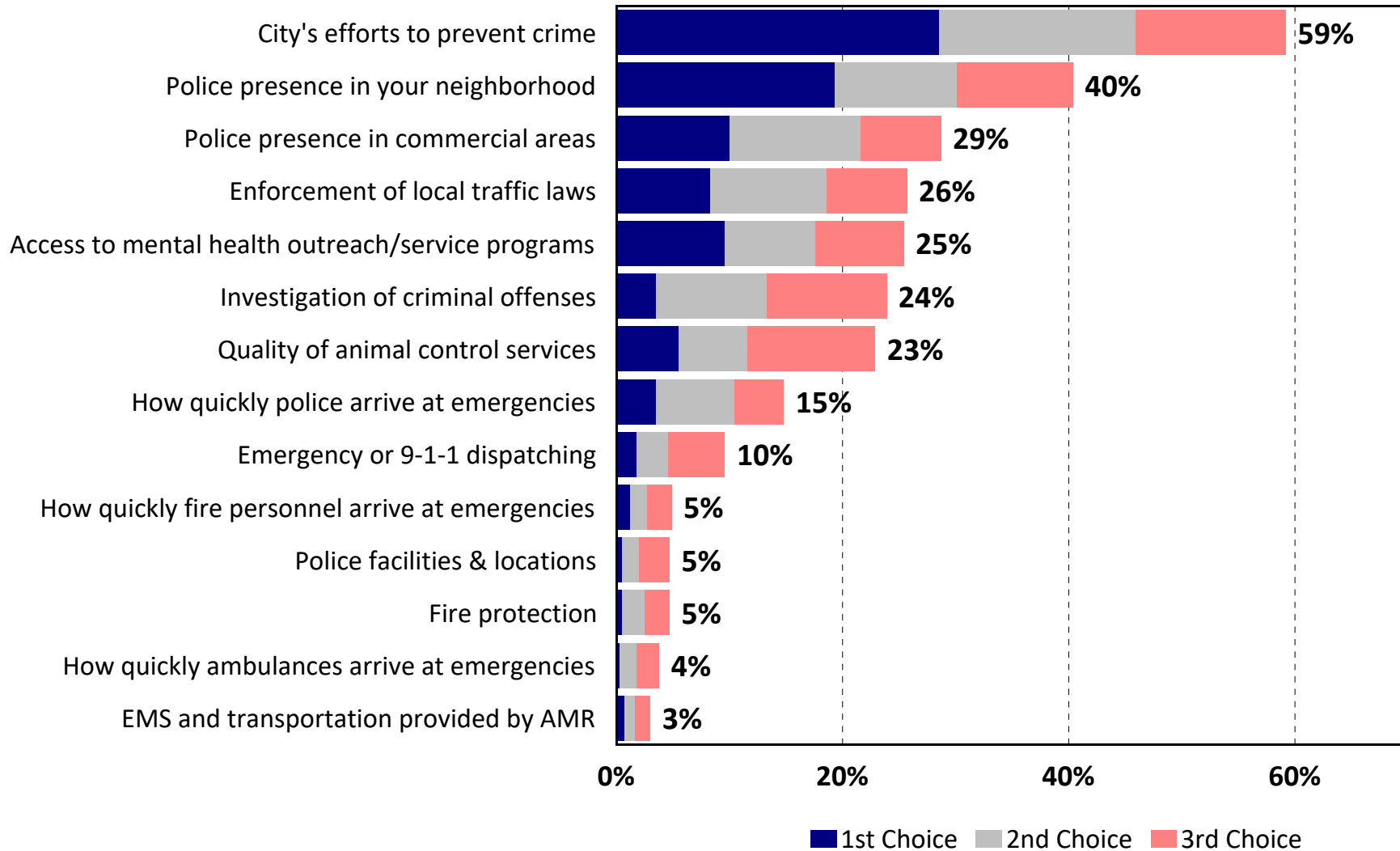
## Trends - 2013, 2018 & 2023

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



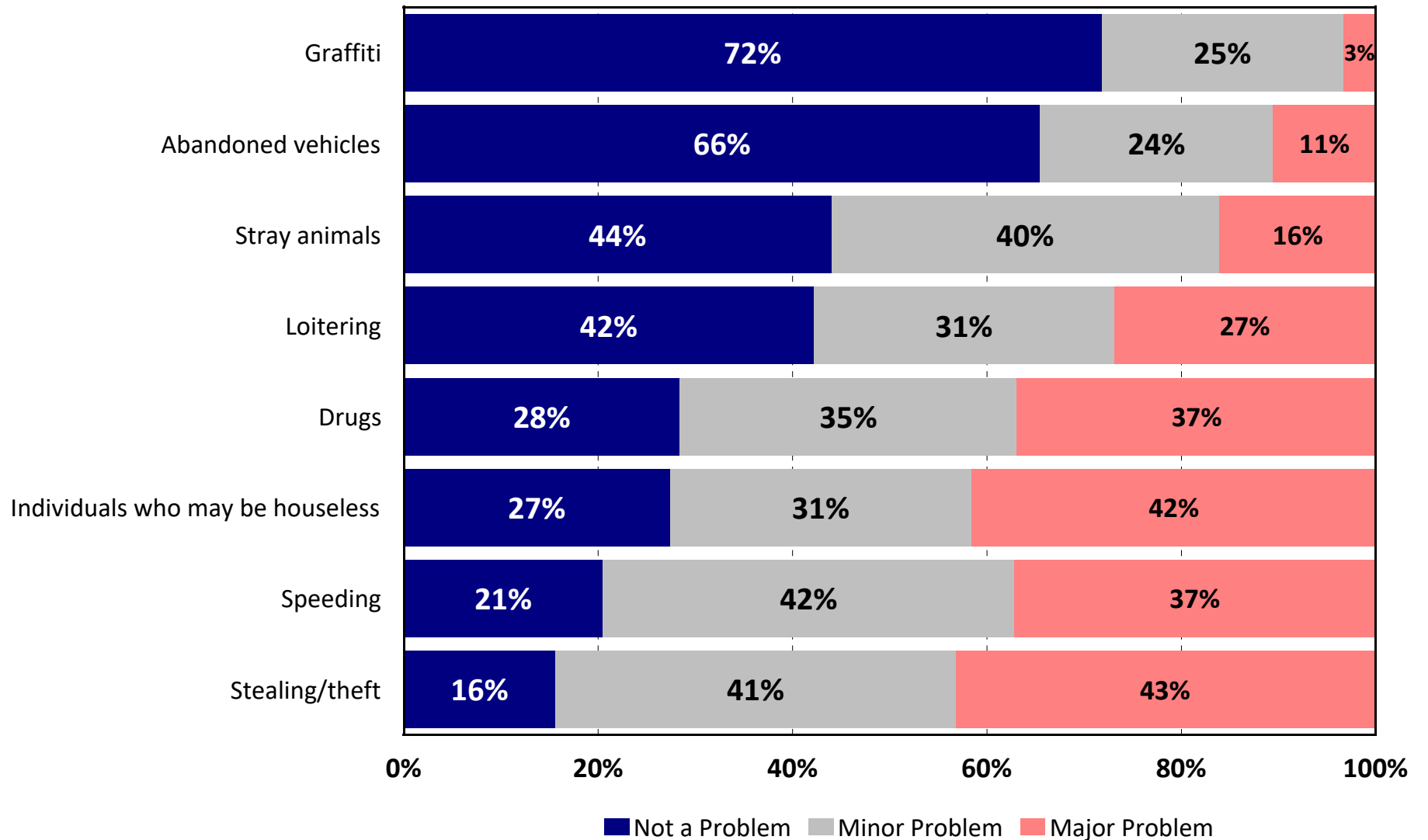
# Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



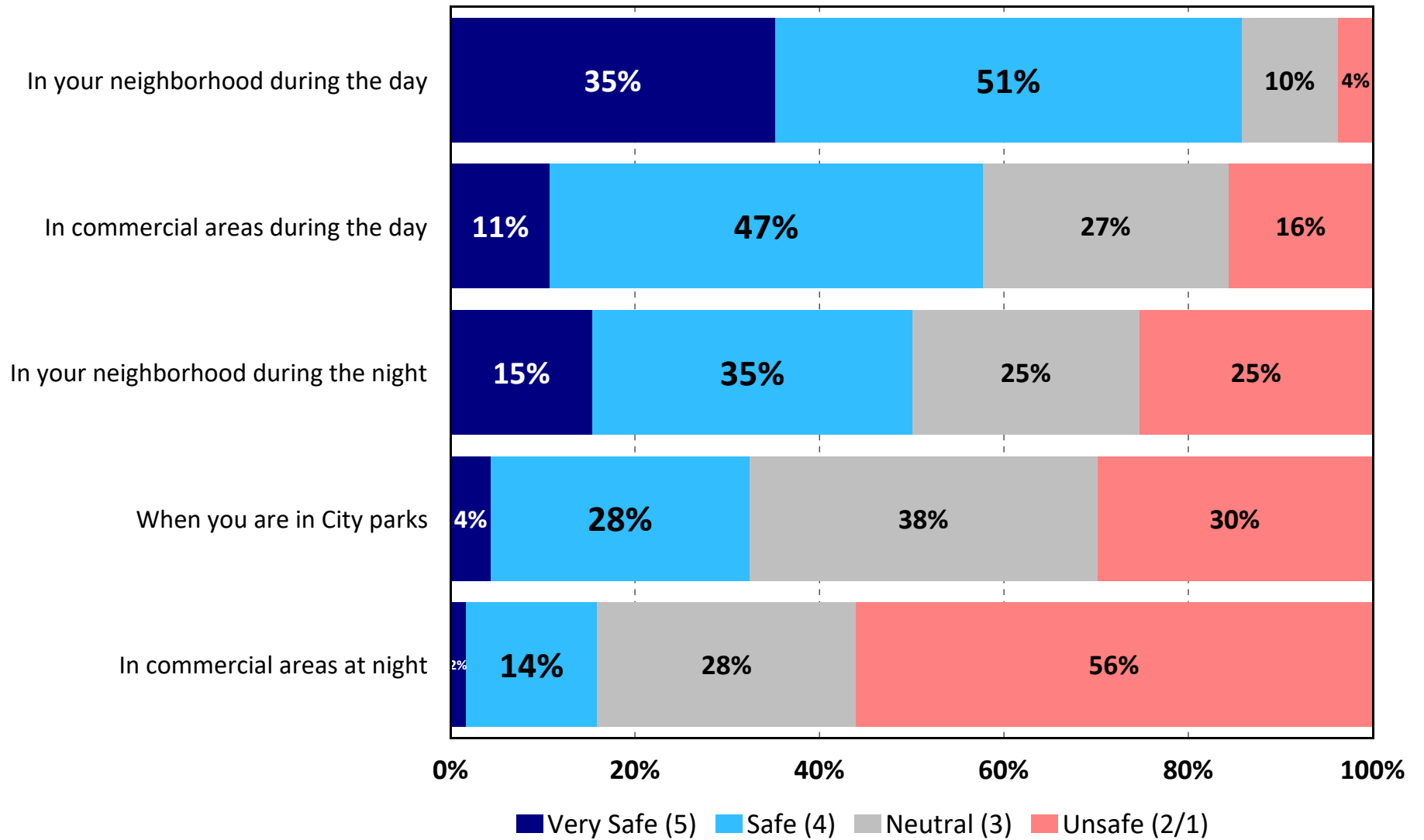
# Q6. How Problematic Residents View Each of the Following Items in Their Neighborhood

by percentage of respondents (excluding don't knows)



# Q7. How Safe Residents Feel in the City of Independence

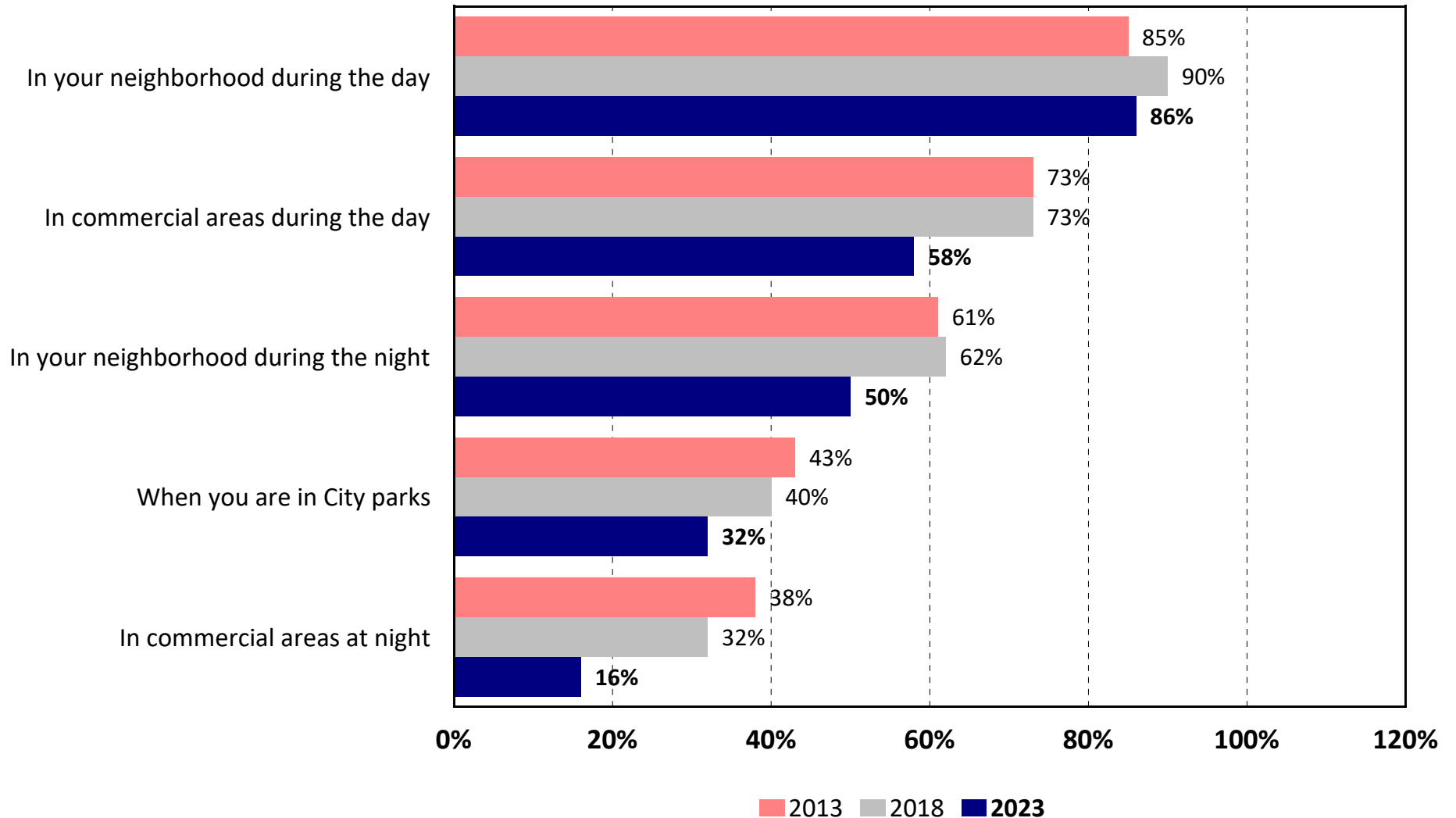
by percentage of respondents (excluding don't knows)



# How Safe Residents Feel in the City of Independence

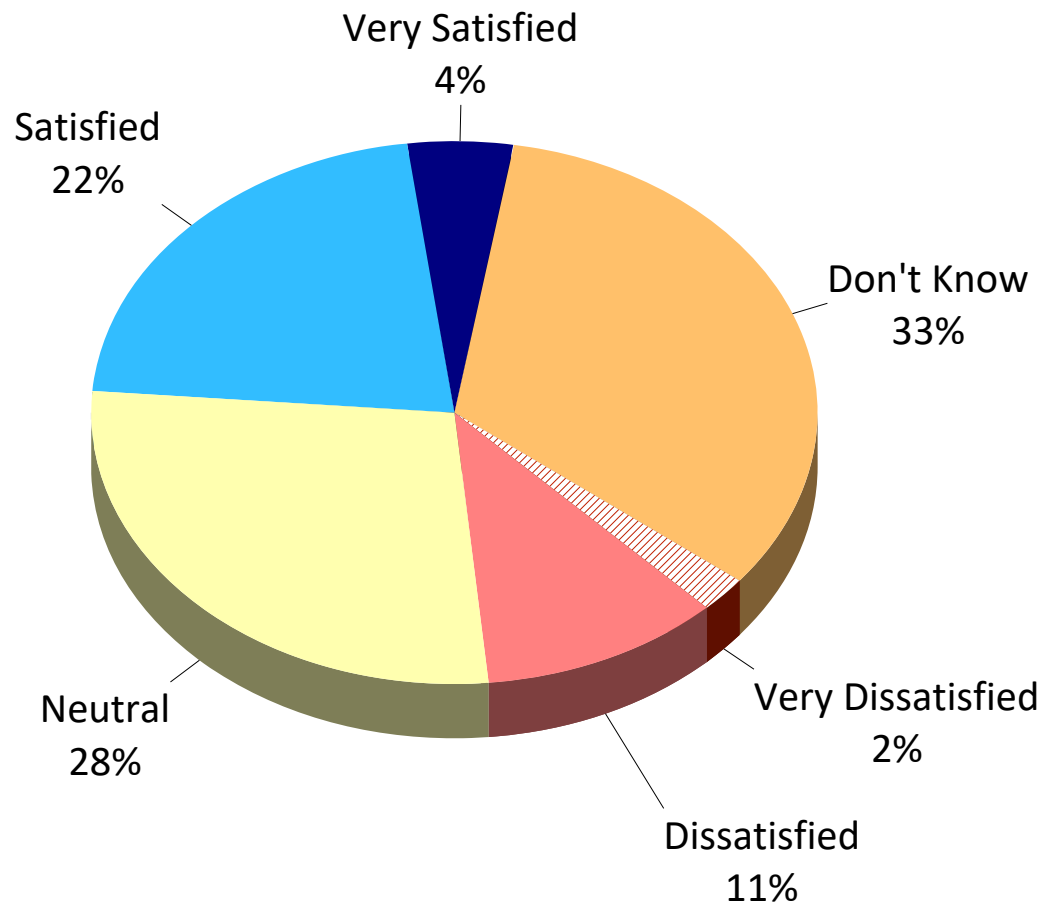
## Trends - 2013, 2018 & 2023

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



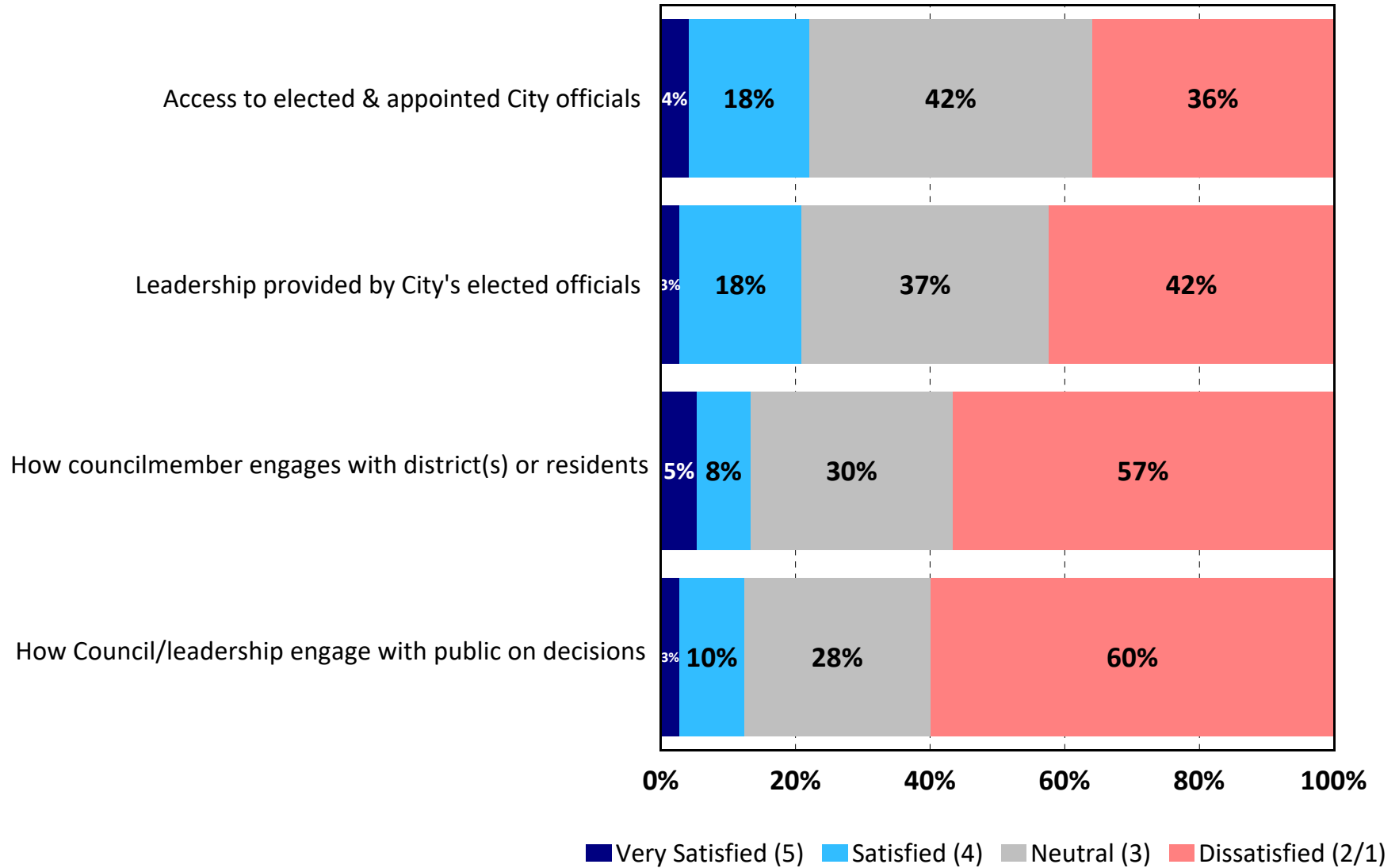
# Q8. How satisfied are you with the City's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

by percentage of respondents



# Q9. Satisfaction with City Leadership

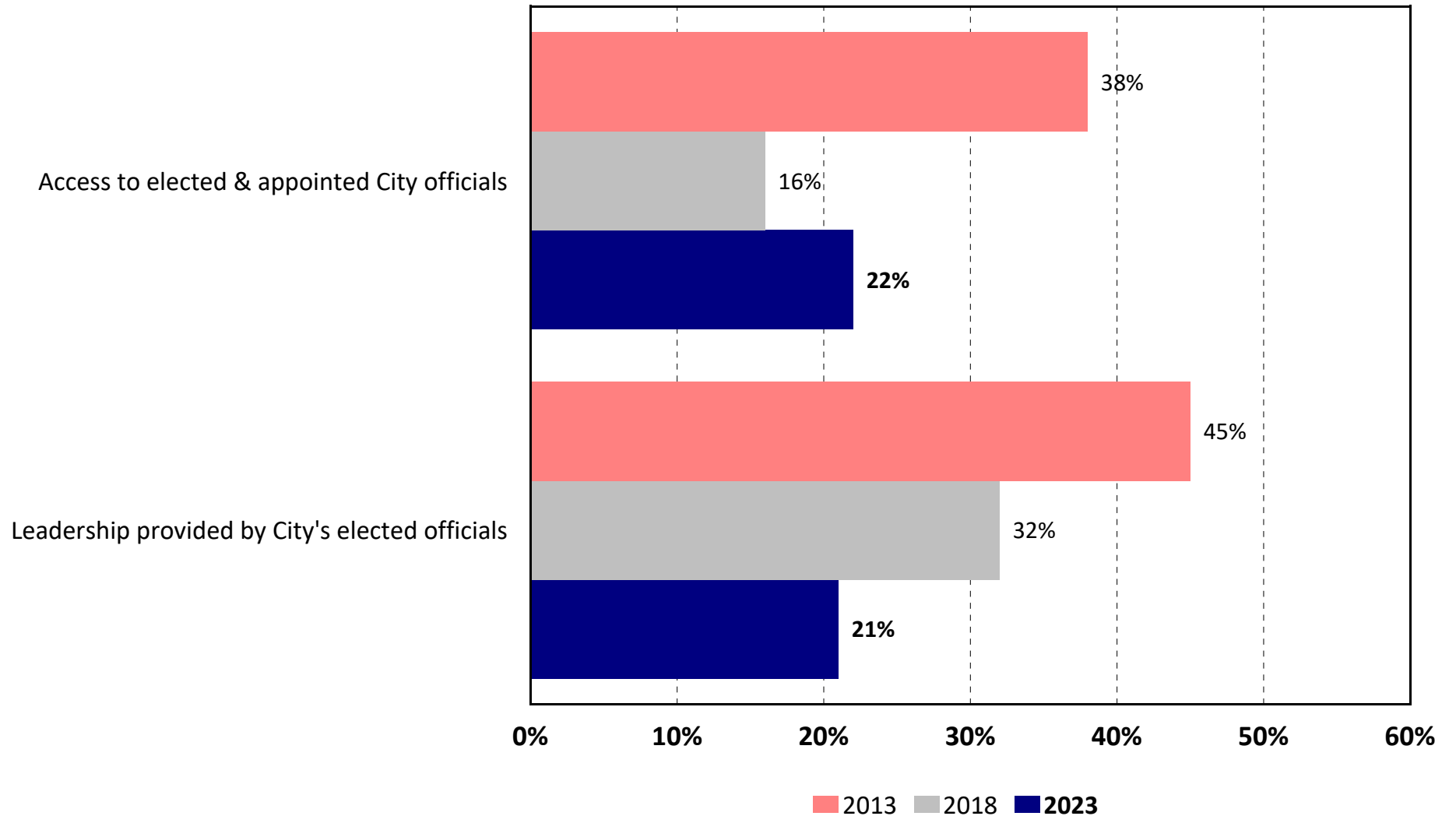
by percentage of respondents (excluding don't knows)



# Satisfaction with City Leadership

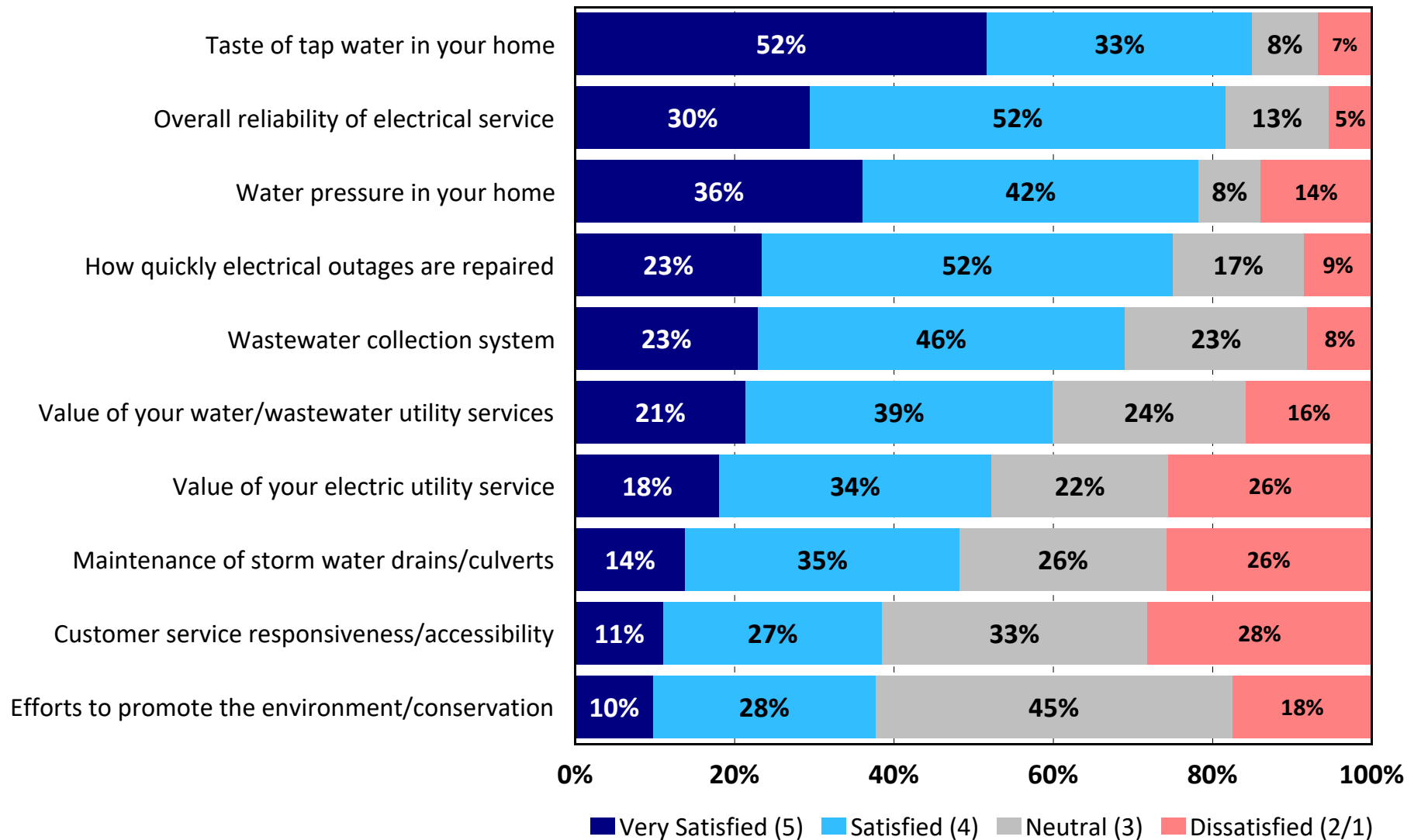
## Trends - 2013, 2018 & 2023

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



# Q10. Satisfaction with Water, Wastewater and Electric Utilities

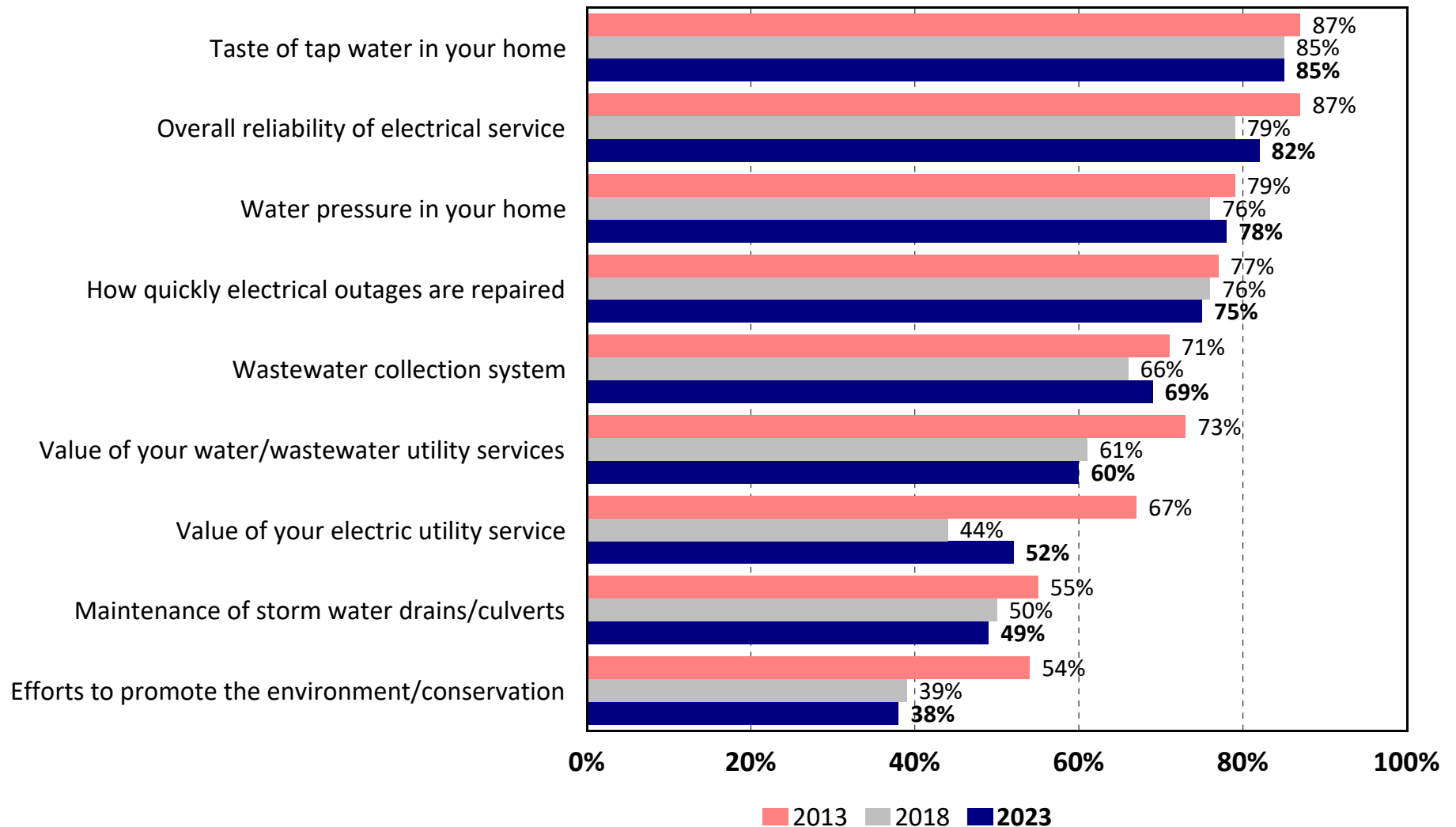
by percentage of respondents (excluding don't knows)



# Satisfaction with Water, Wastewater, and Electric Utilities

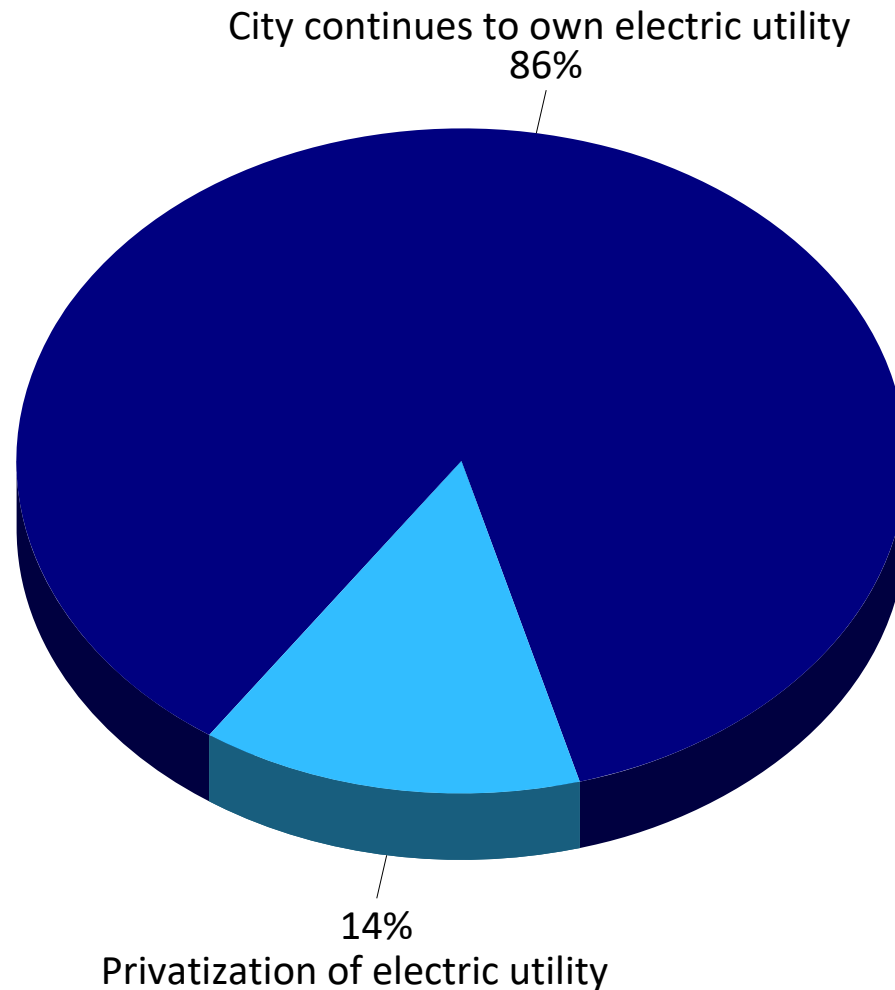
## Trends - 2013, 2018 & 2023

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



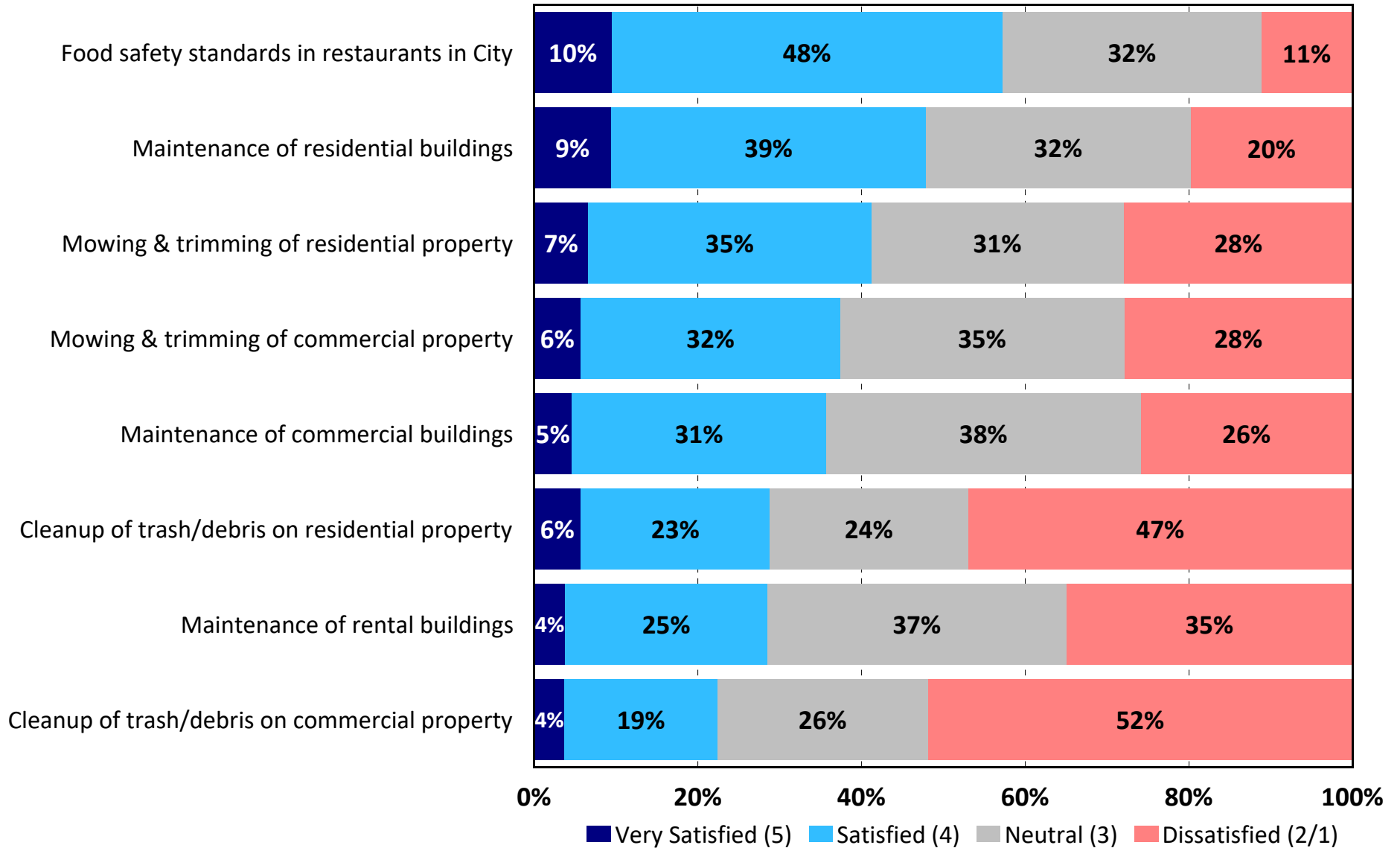
# Q11. Regarding future ownership of the Independence Power and Light utility, which of the following options do you prefer?

by percentage of respondents (excluding “not provided”)



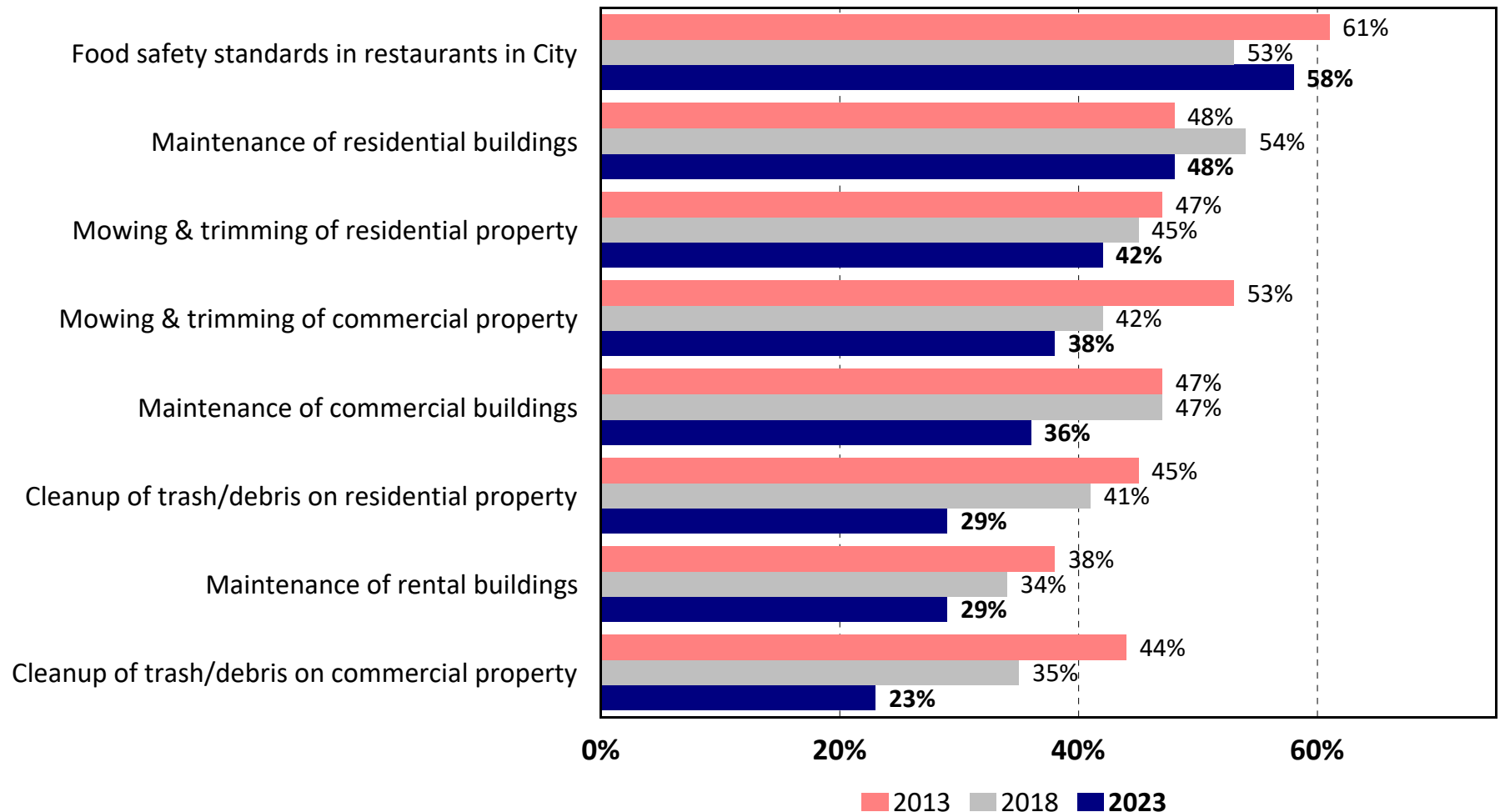
# Q12. Satisfaction with the Enforcement of City Codes and Ordinances

by percentage of respondents (excluding don't knows)



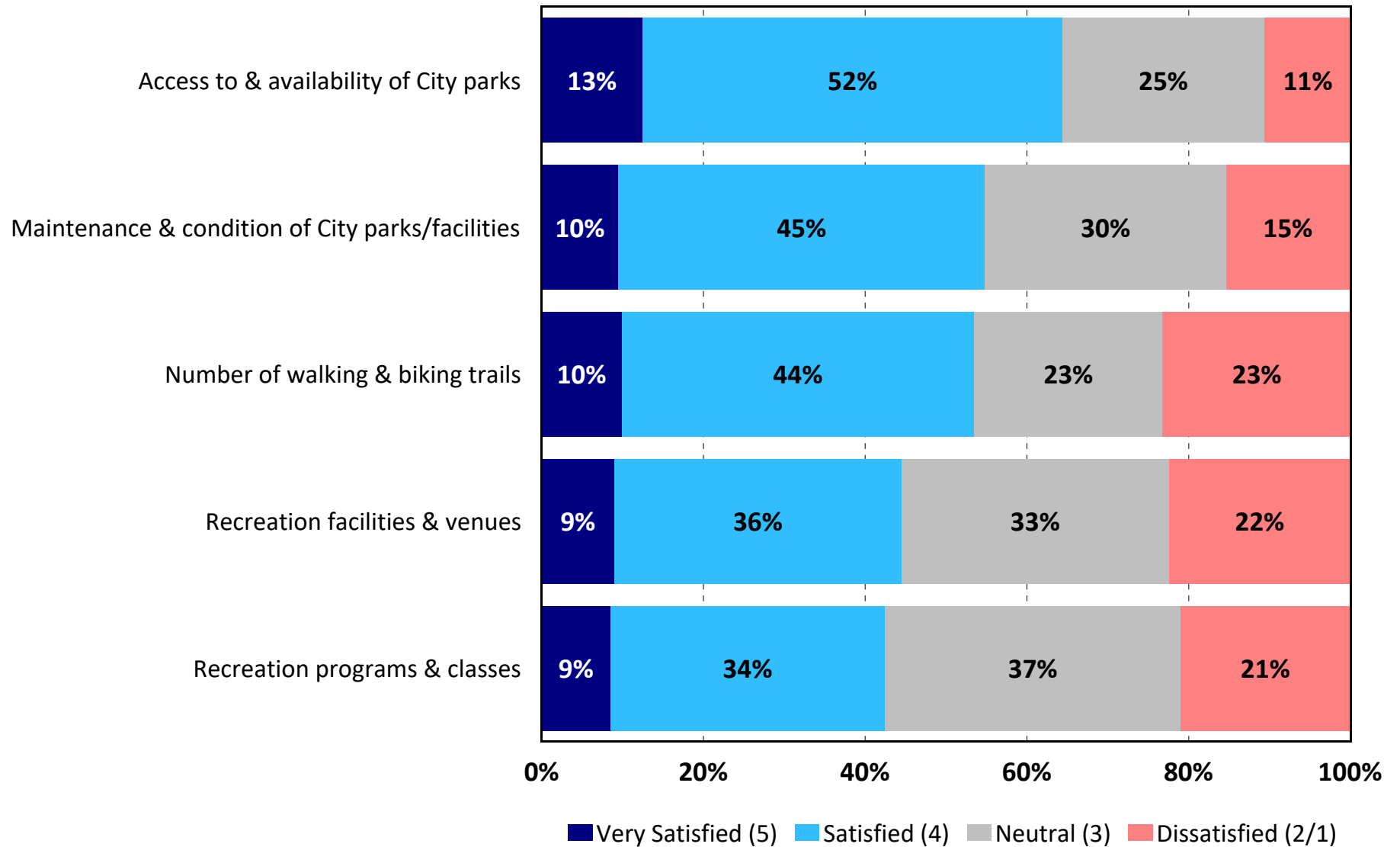
# Satisfaction with the Enforcement of City Codes and Ordinances Trends - 2013, 2018 & 2023

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



# Q13. Satisfaction with City Parks & Recreation

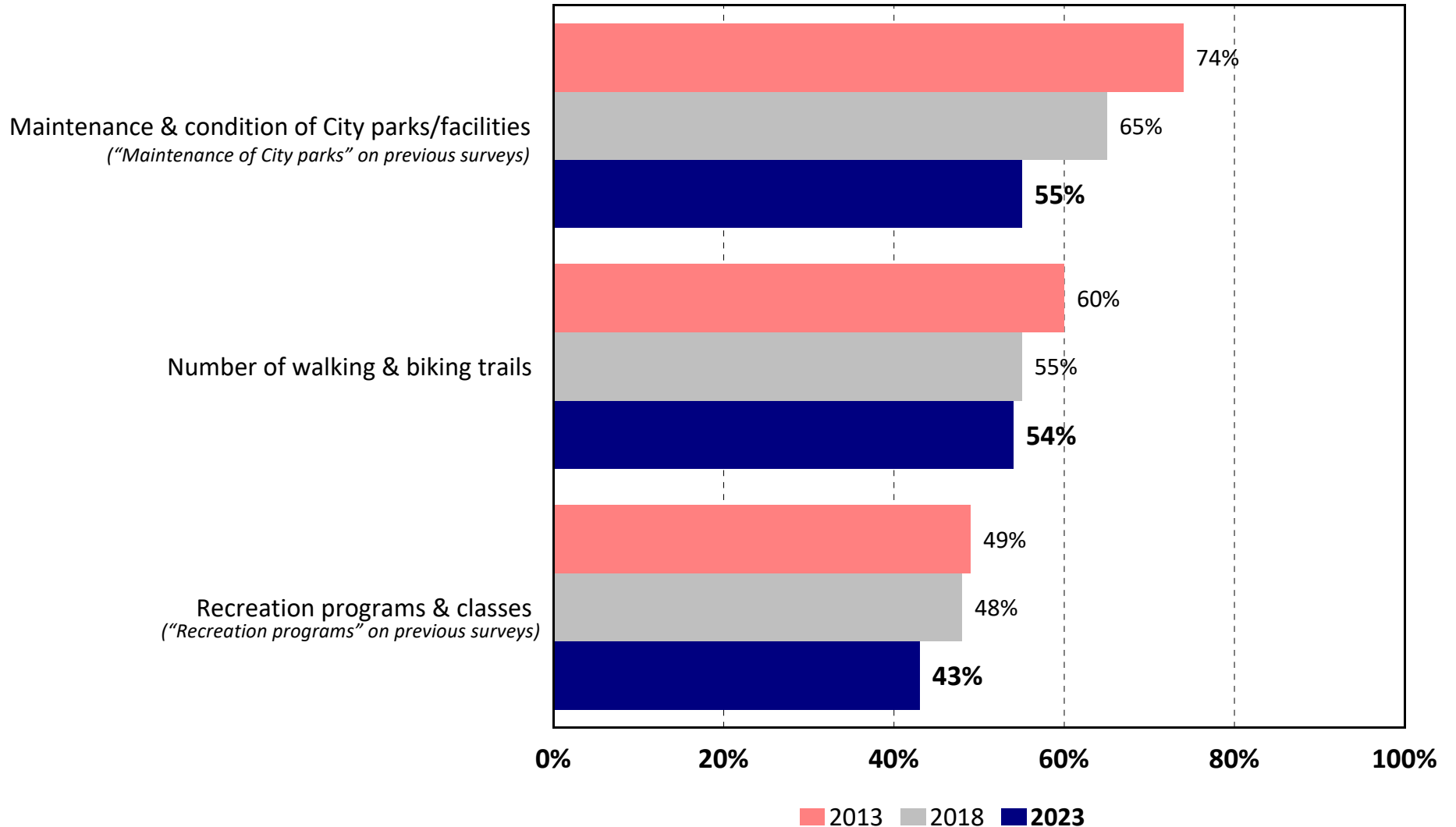
by percentage of respondents (excluding don't knows)



# Satisfaction with Parks and Recreation

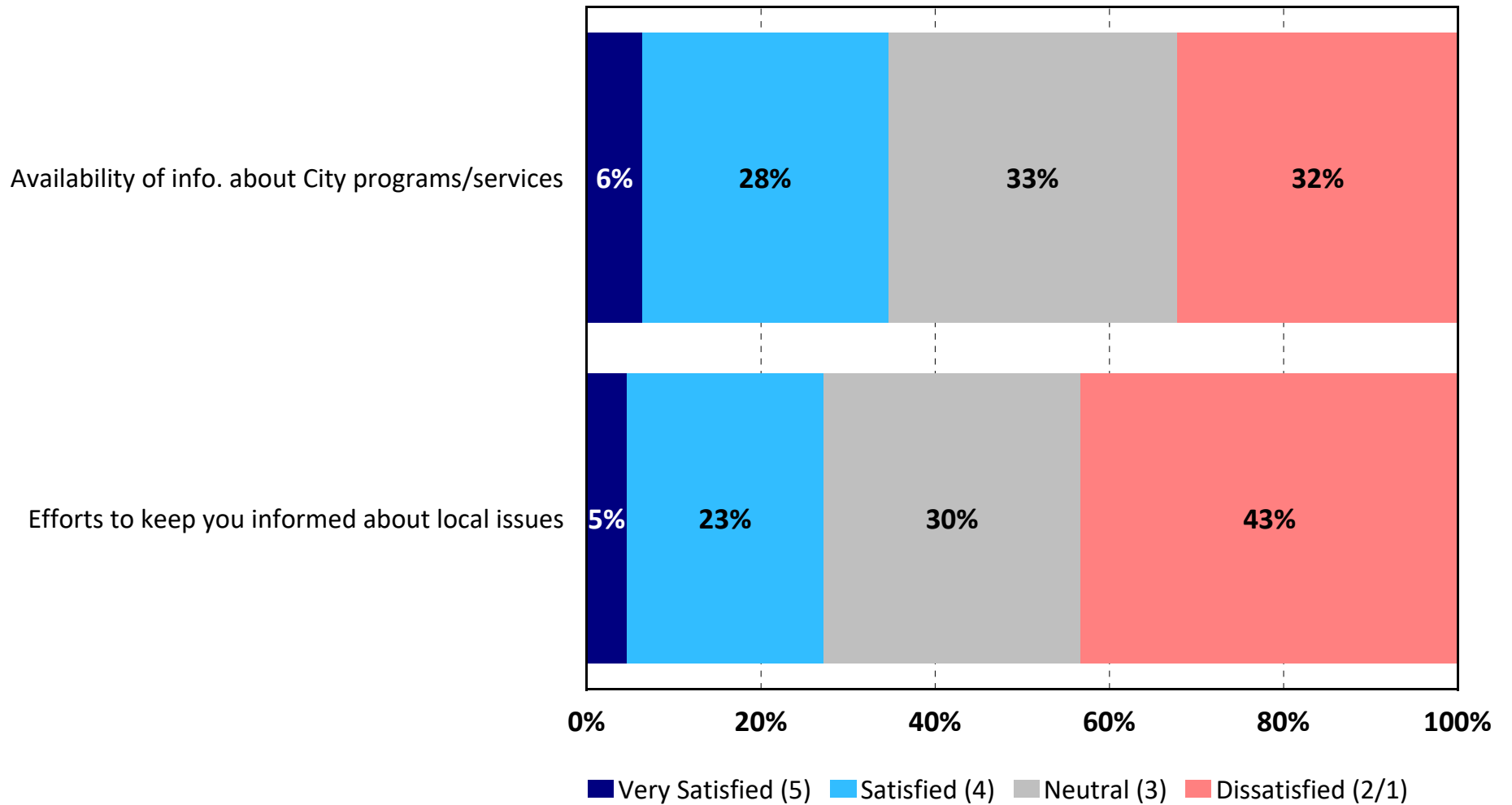
## Trends - 2013, 2018 & 2023

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



# Q14. Satisfaction with City Communications

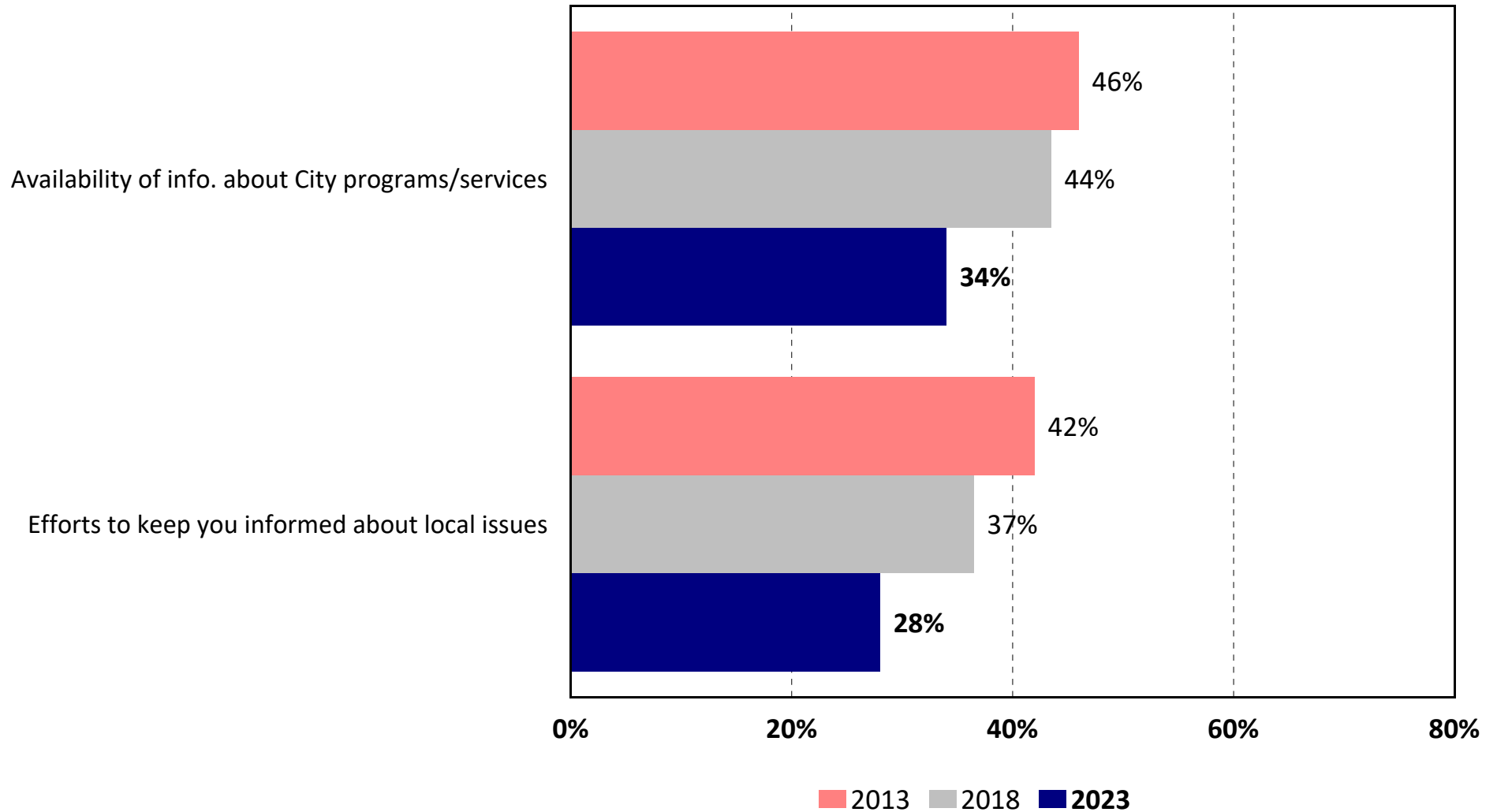
by percentage of respondents (excluding don't knows)



# Satisfaction with City Communications

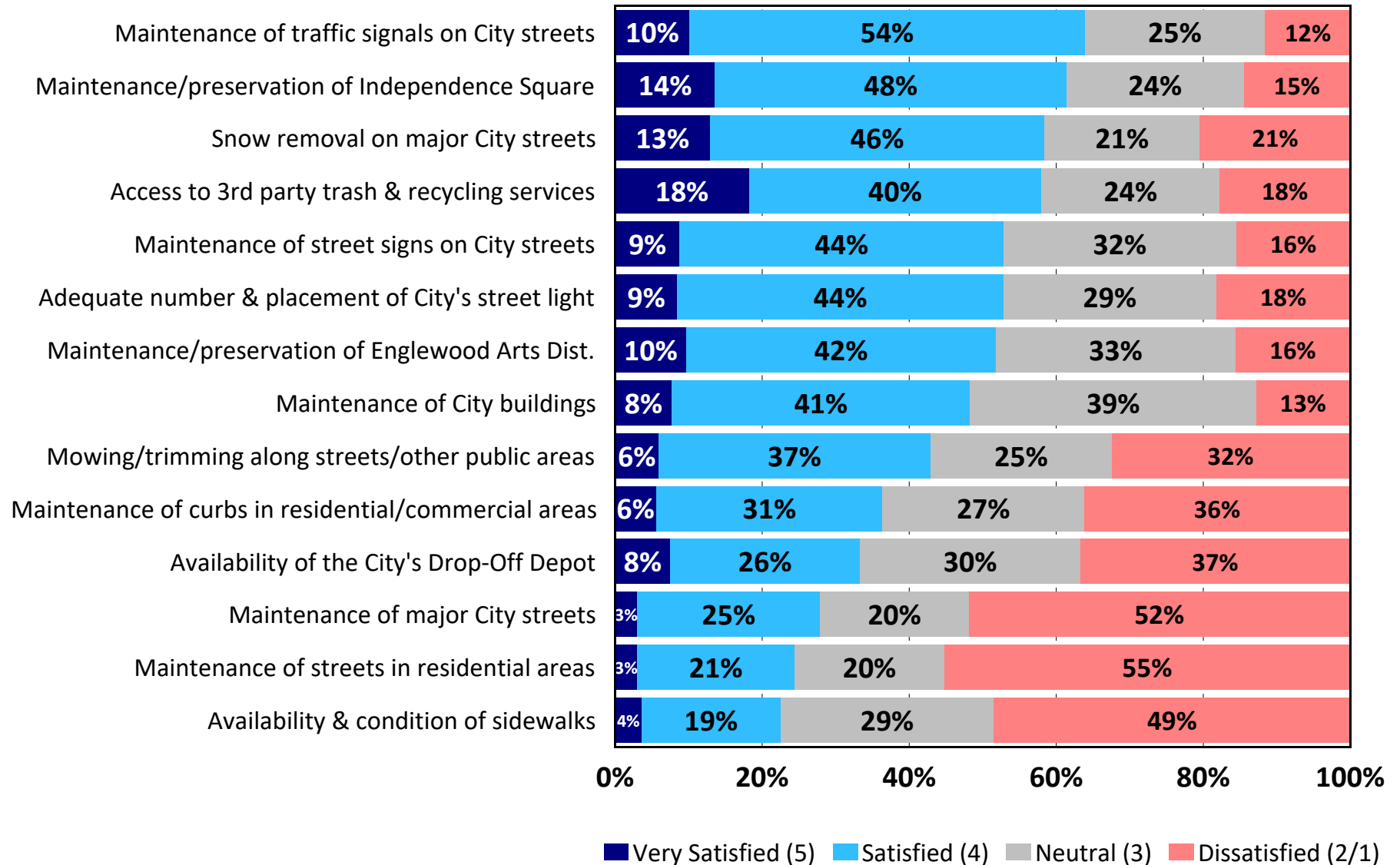
## Trends - 2013, 2018 & 2023

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



# Q15. Satisfaction with City Maintenance

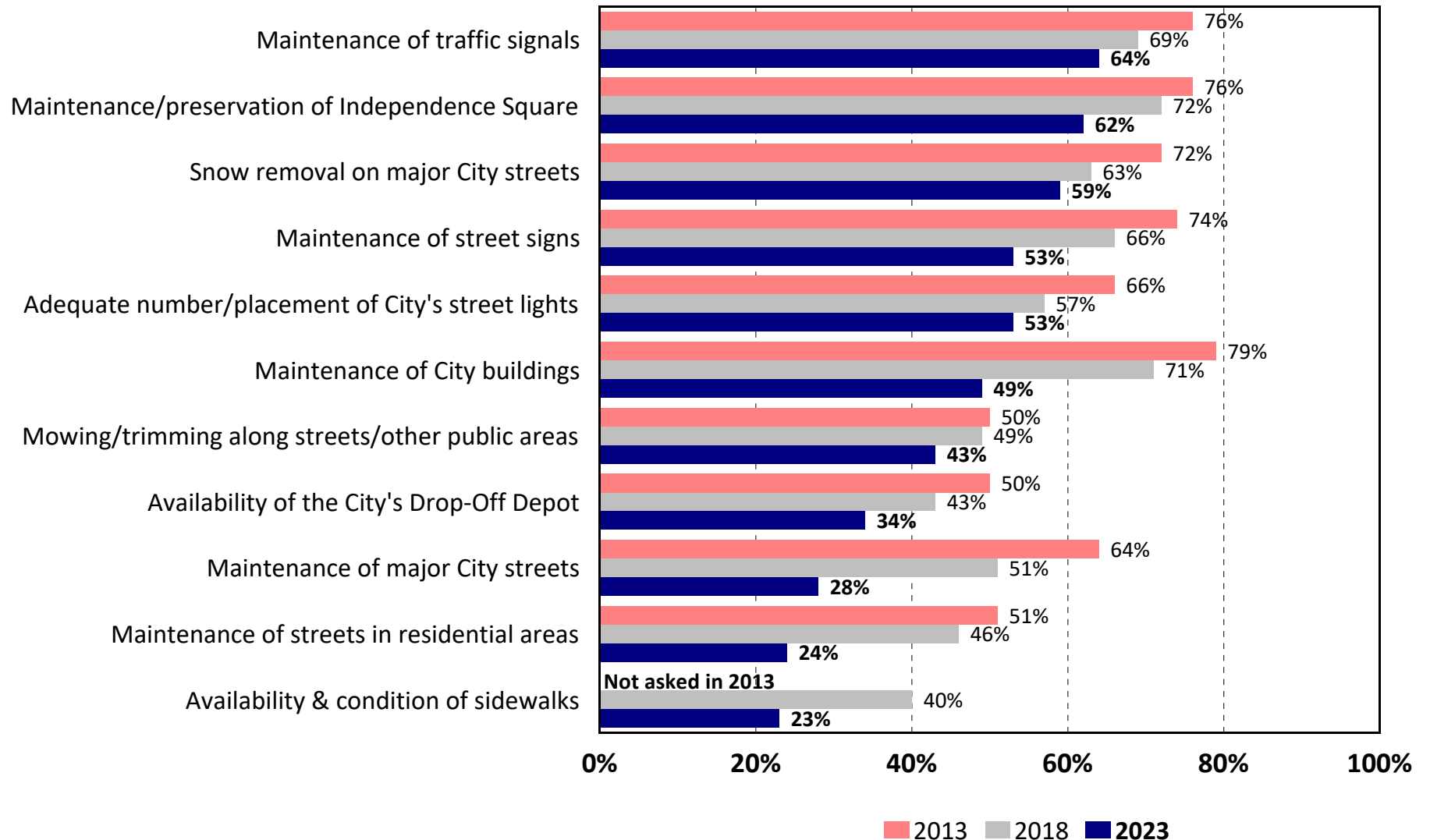
by percentage of respondents (excluding don't knows)



# Satisfaction with City Maintenance

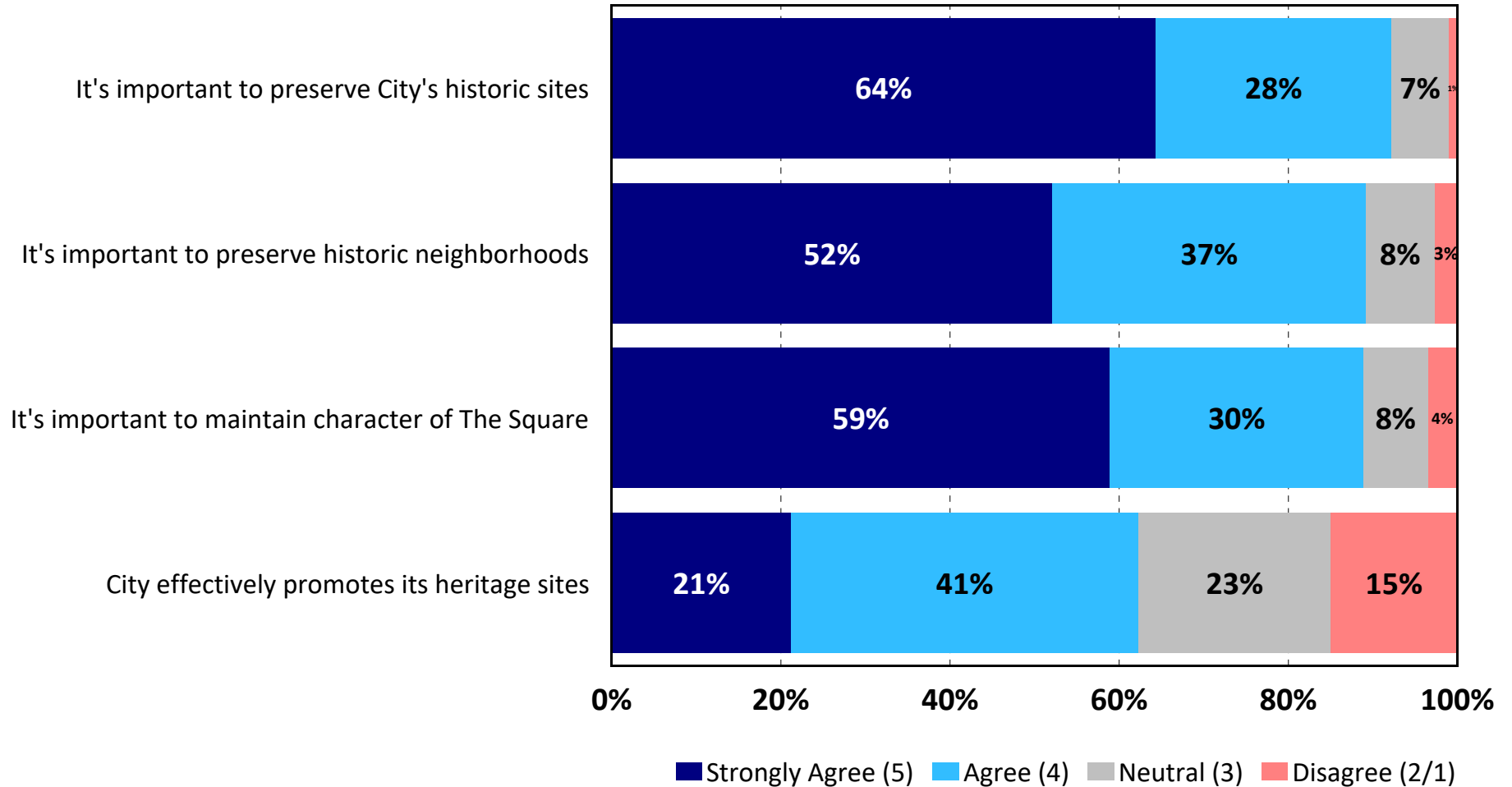
## Trends - 2013, 2018 & 2023

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



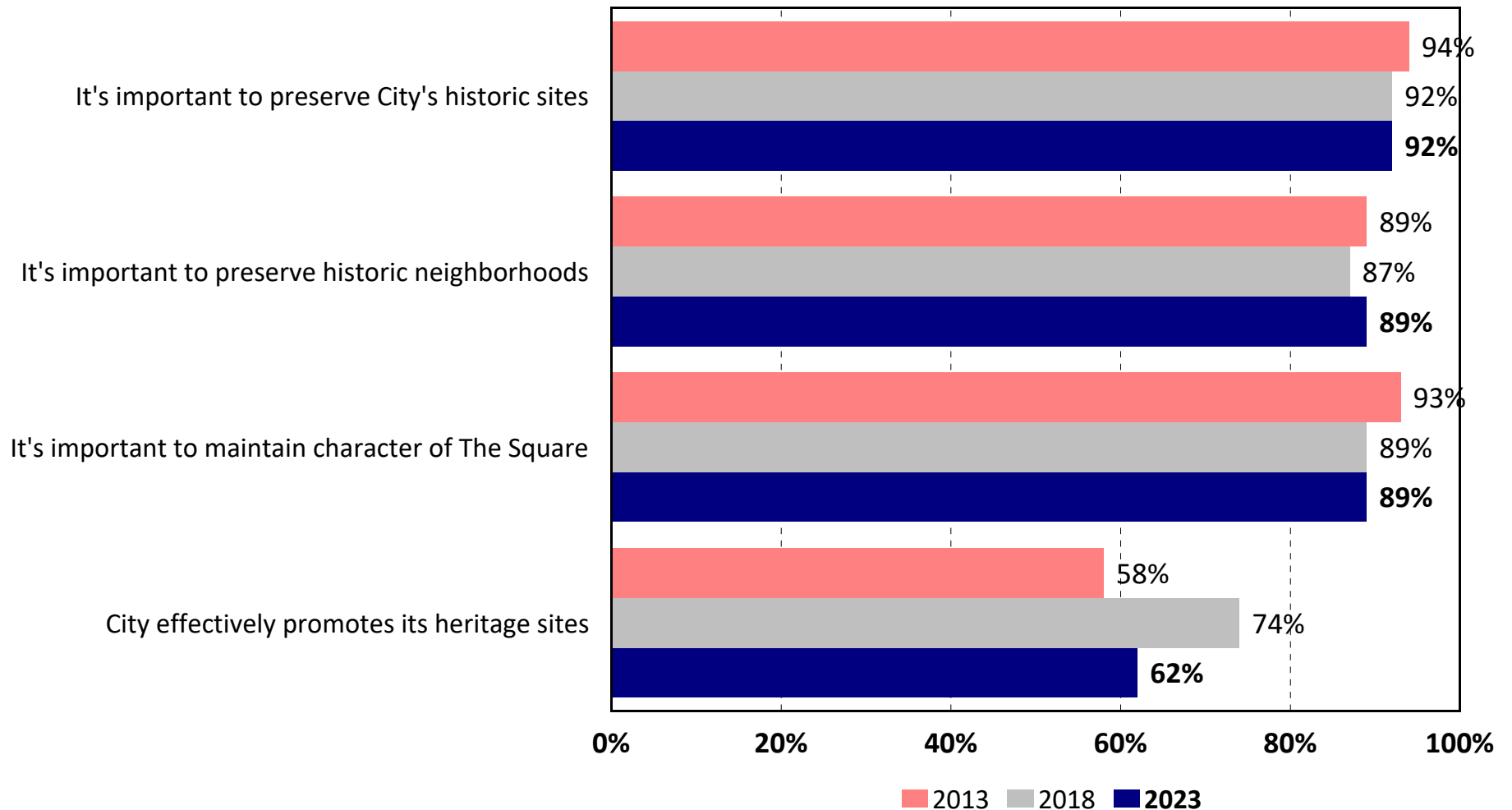
# Q16. Agreement with Various Statements About Independence as a Historic City

by percentage of respondents (excluding "not provided")



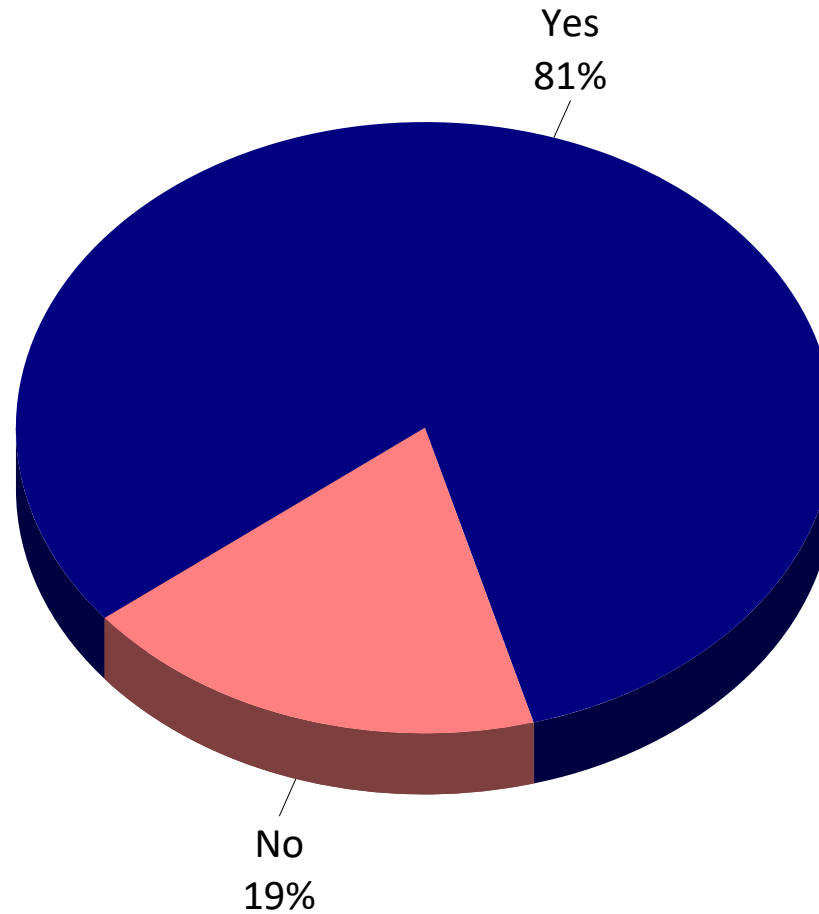
# Agreement with Various Statements About Independence as a Historic City Trends - 2013, 2018 & 2023

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where  
5 means "strongly agree" (excluding "not provided")



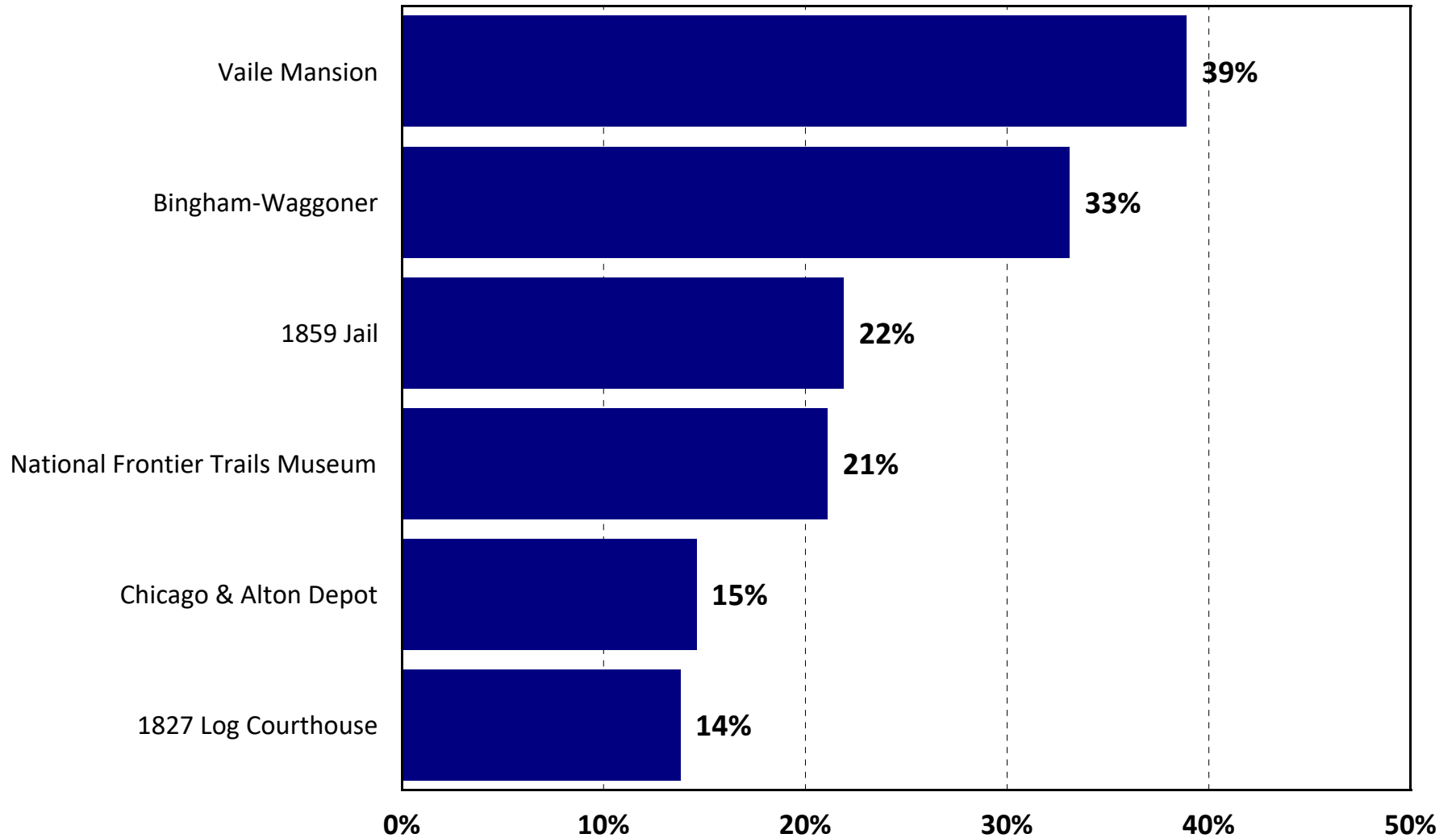
# Q16a. Do you support the City using tax dollars to own and operate these historic sites?

by percentage of respondents (excluding "not provided")



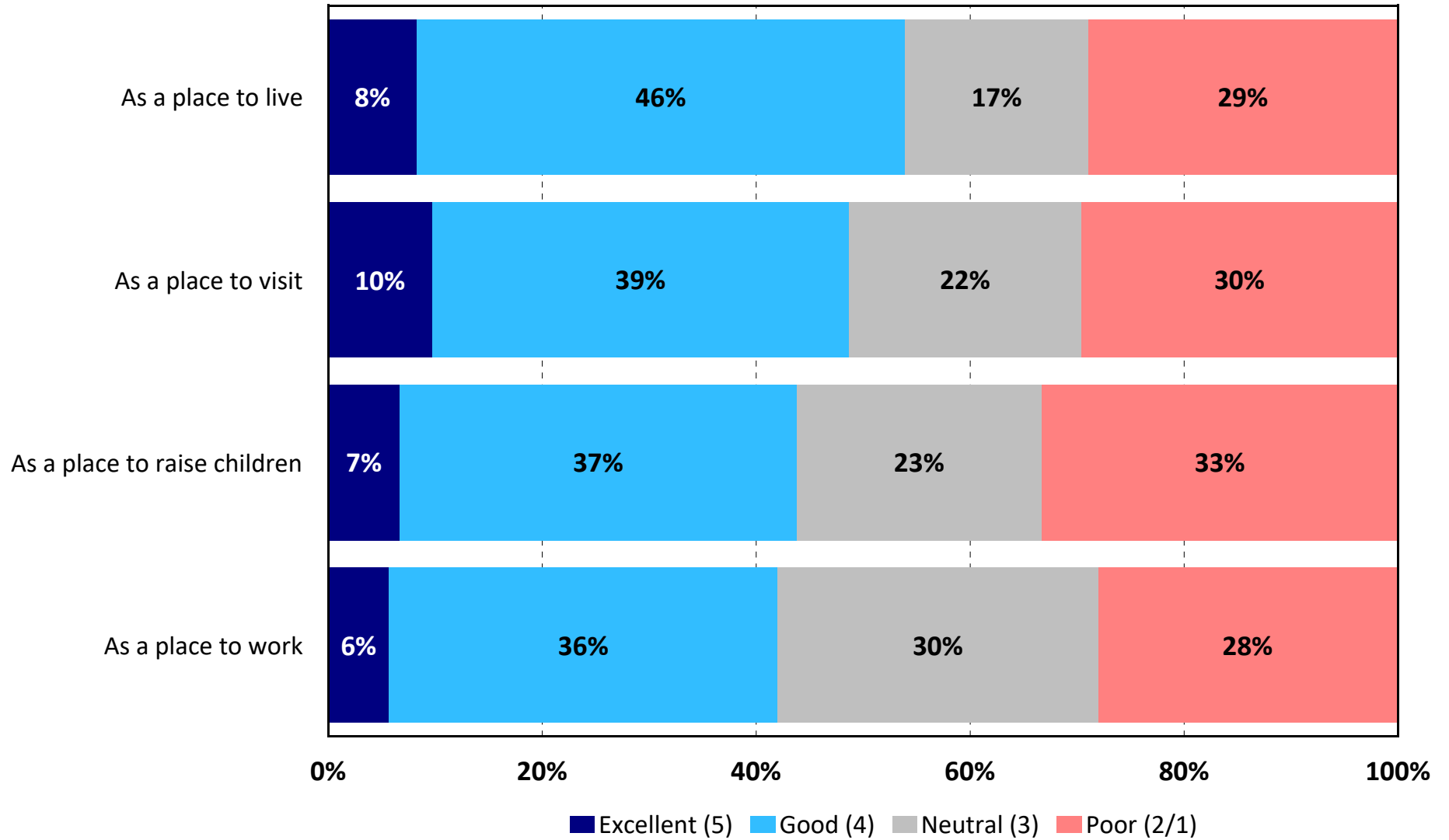
# Q17. Historic Sites Respondent has Visited in the City within the Last Two Years

by percentage of respondents (multiple responses could be made)



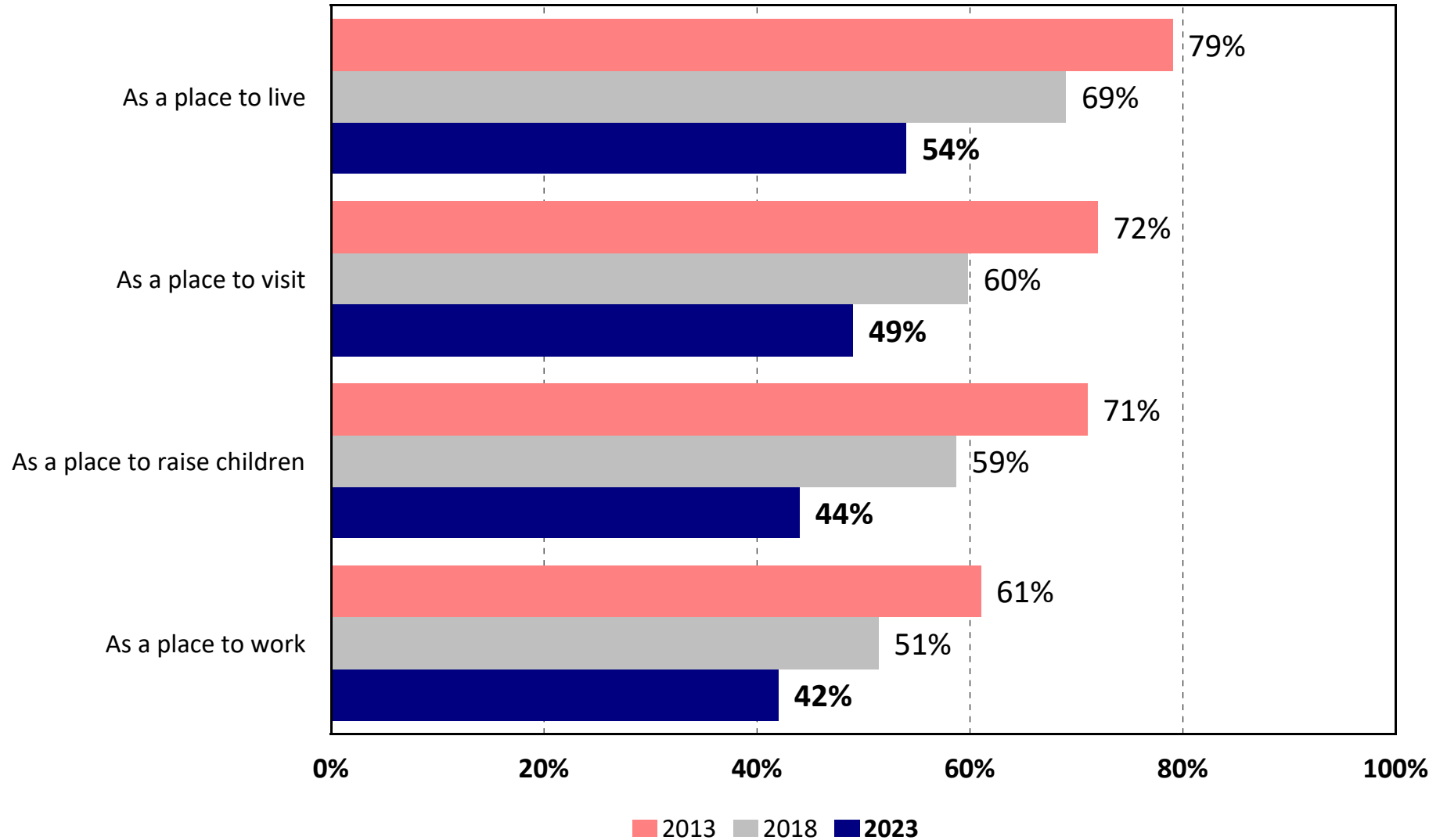
# Q18. Overall Ratings of the City

by percentage of respondents (excluding don't knows)



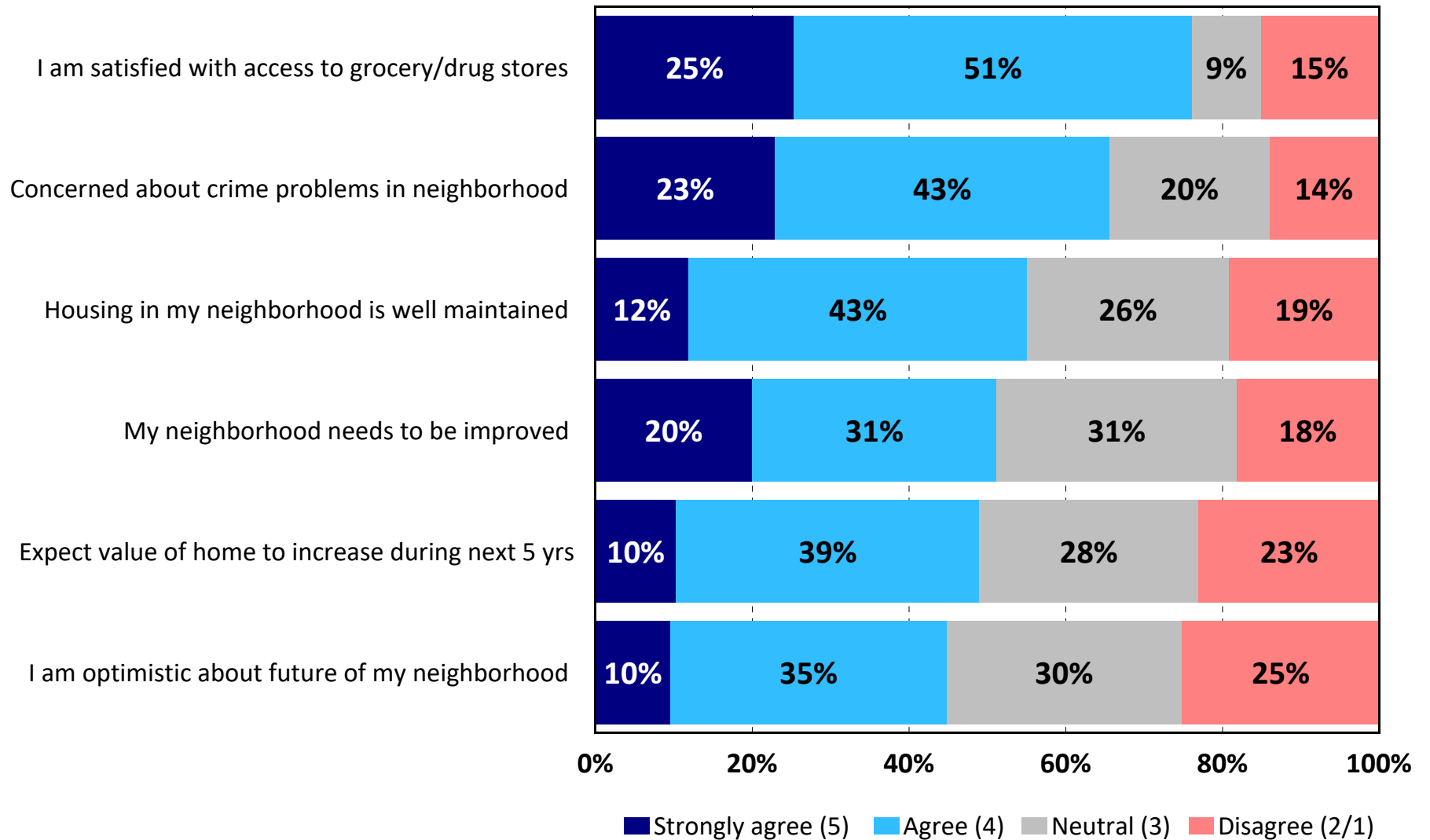
# Overall Ratings of the City Trends - 2013, 2018 & 2023

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



# Q19. Agreement with Various Statements About the City

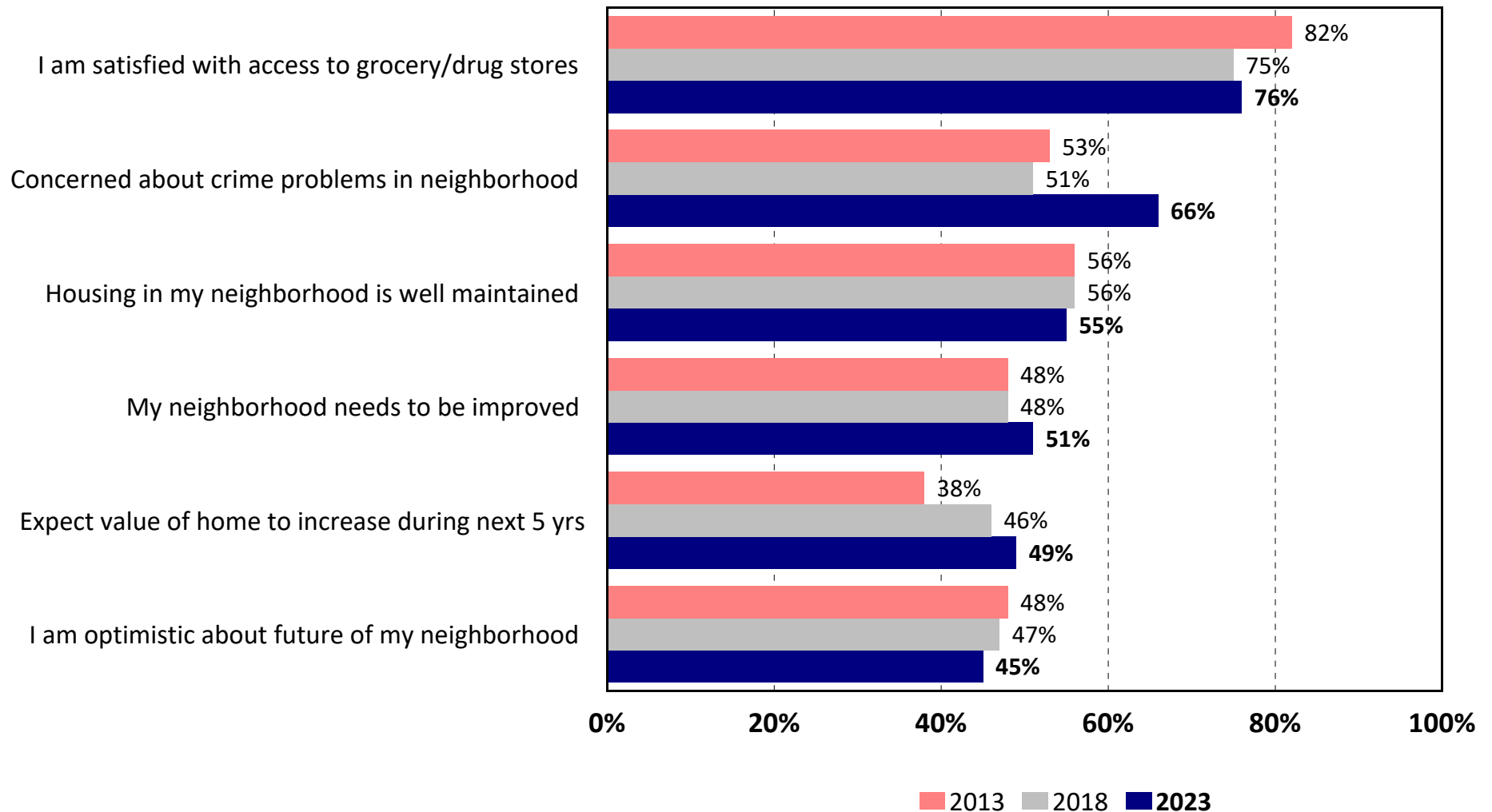
by percentage of respondents (excluding don't knows)



# Agreement with Various Statements About the City

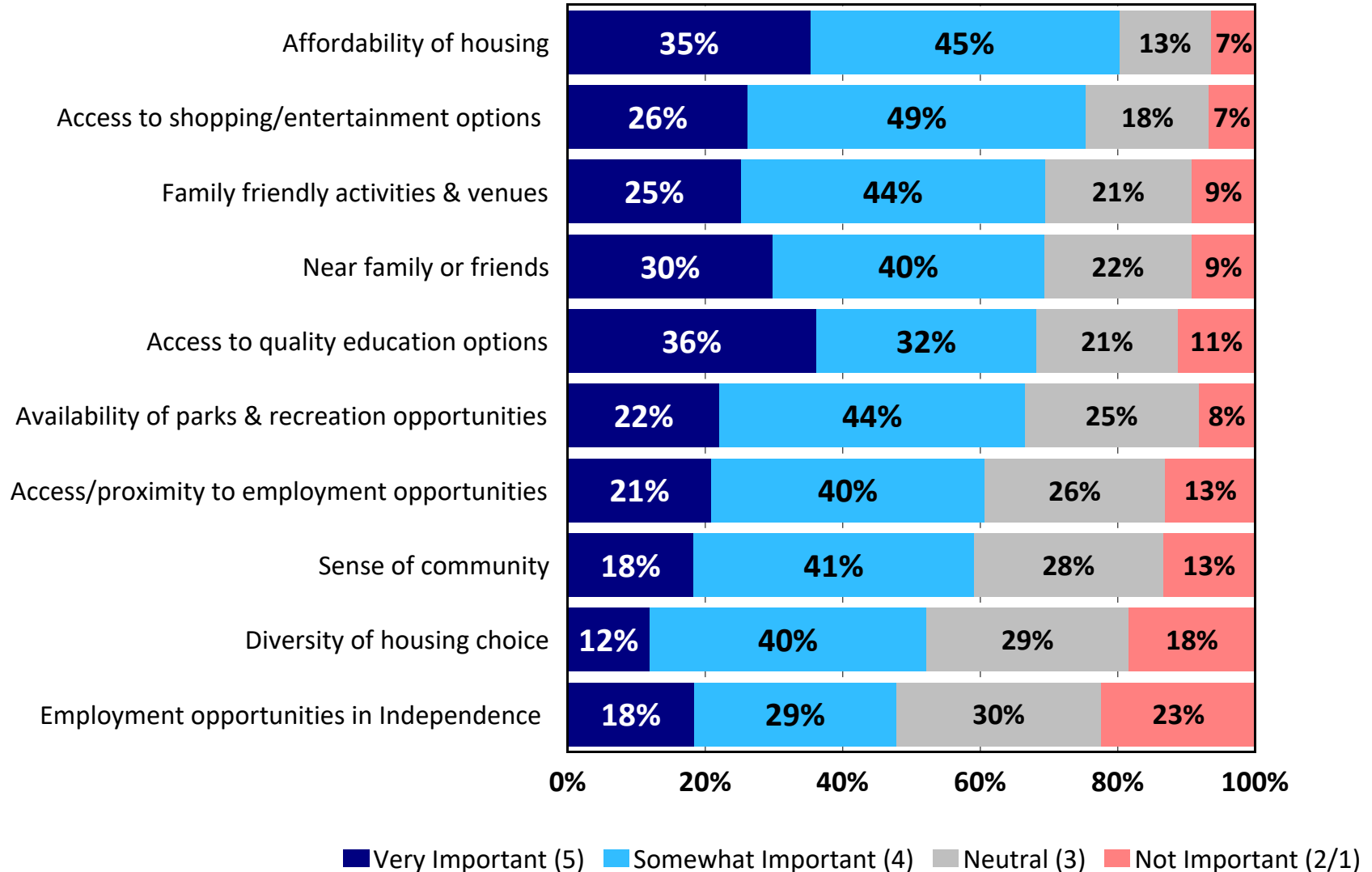
## Trends - 2013, 2018 & 2023

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



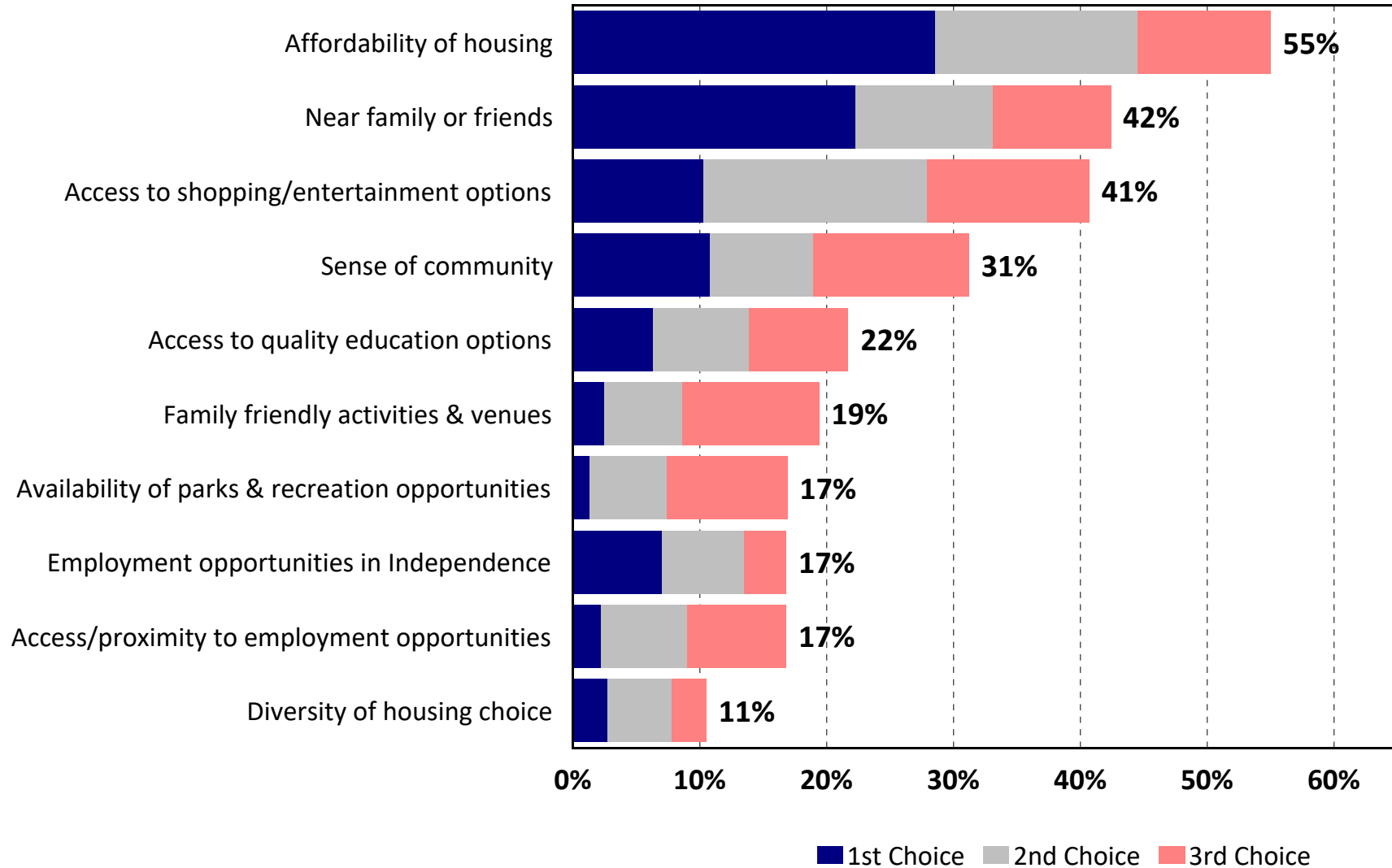
# Q20. How important was each of the following in your decision to live in Independence?

by percentage of respondents (excluding don't knows)



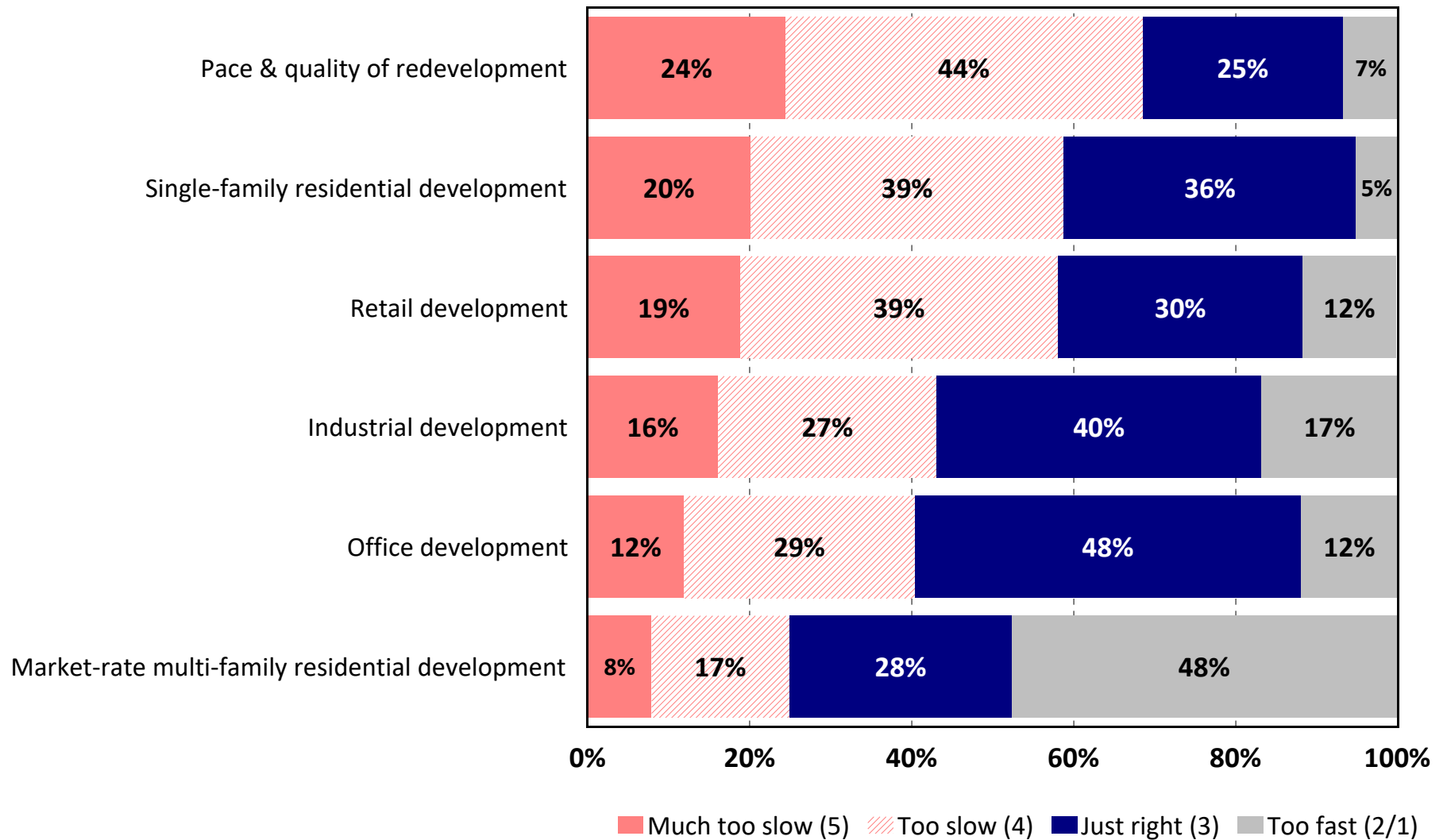
# Q21. Most Important Reasons for Staying in the City for the Next 10 Years

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



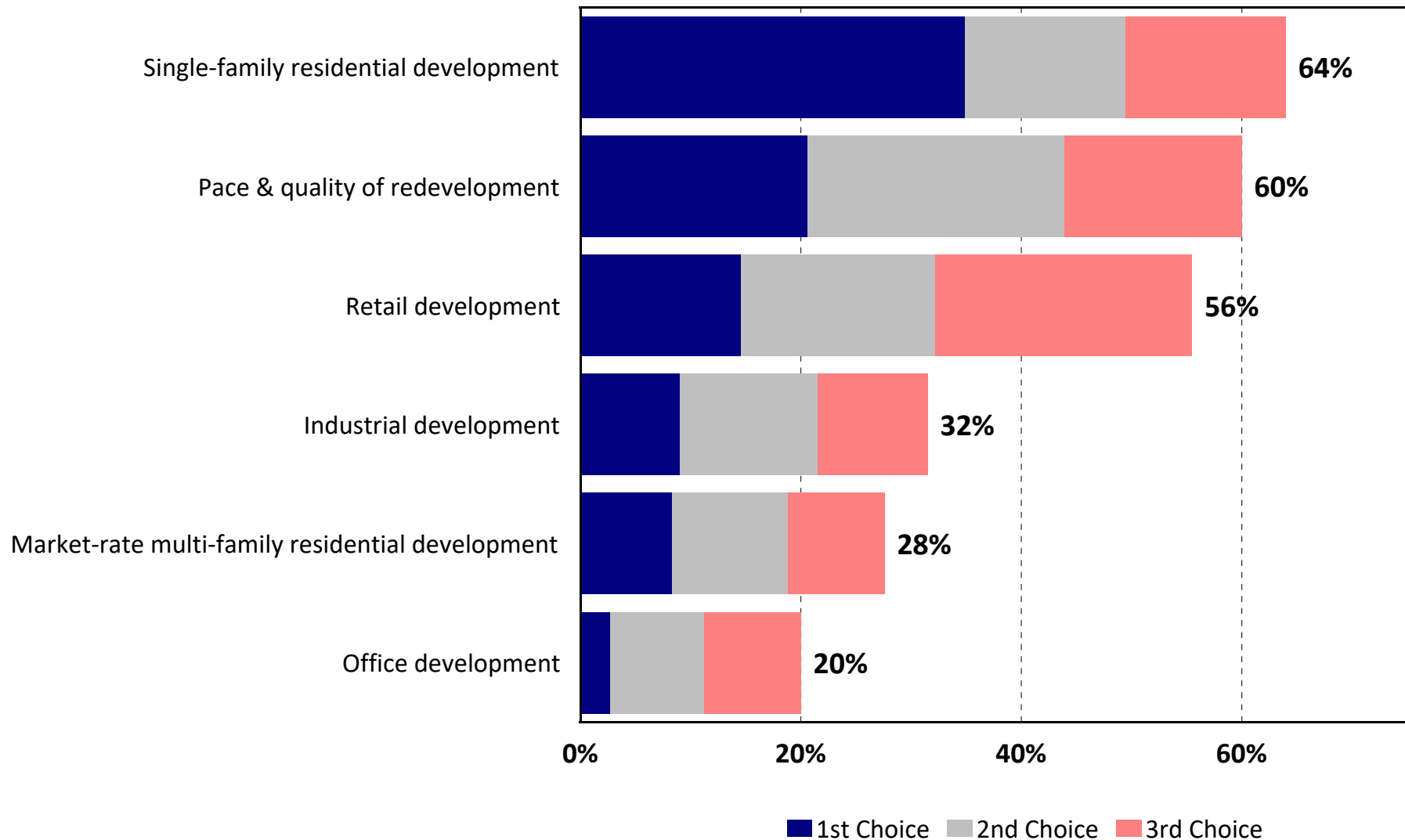
# Q22. Ratings of the Current Pace of Development in the City of Independence

by percentage of respondents (excluding don't knows)



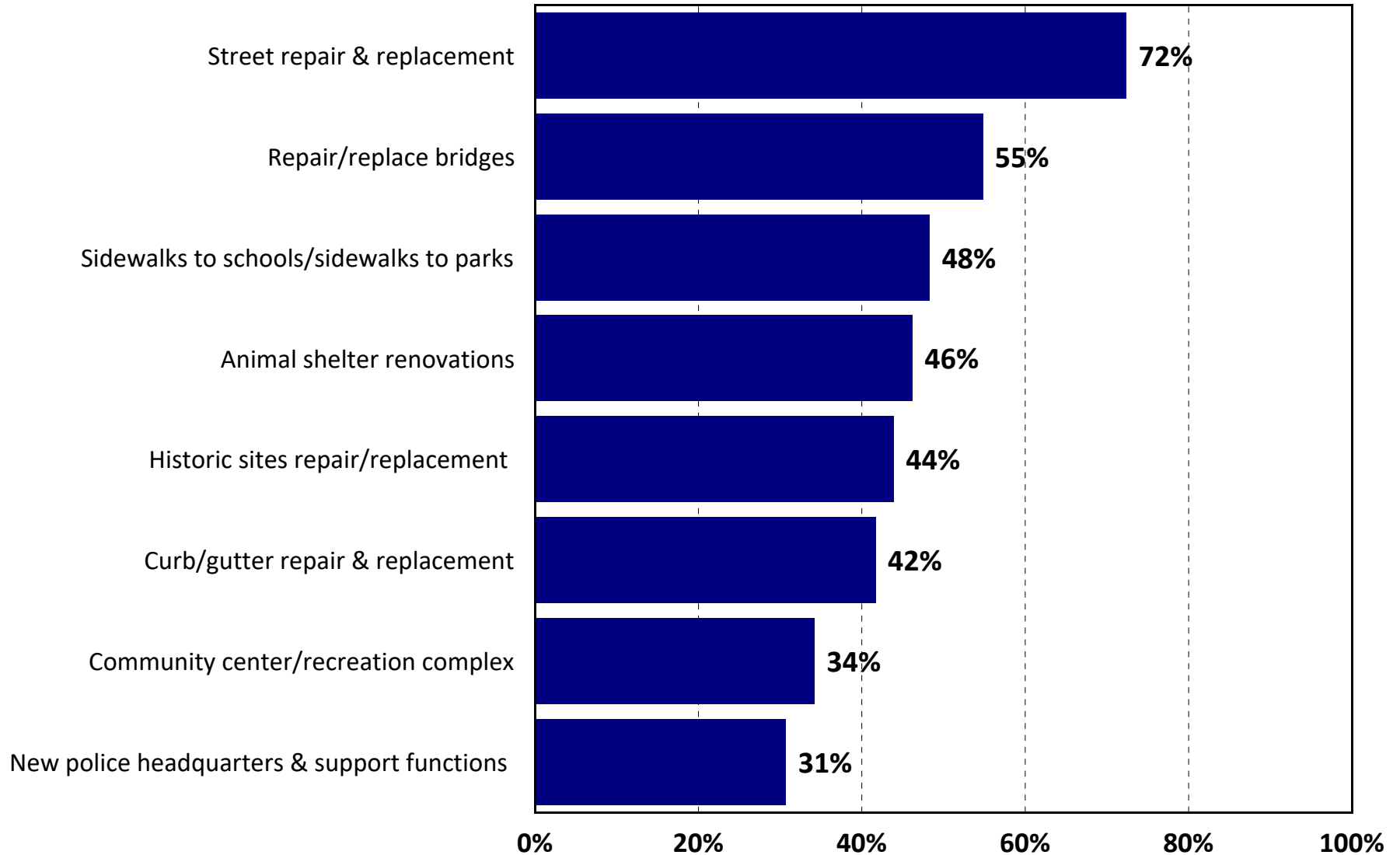
# Q23. Types of Development that Should Receive the Highest Priority in the City's Long Range Plan

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



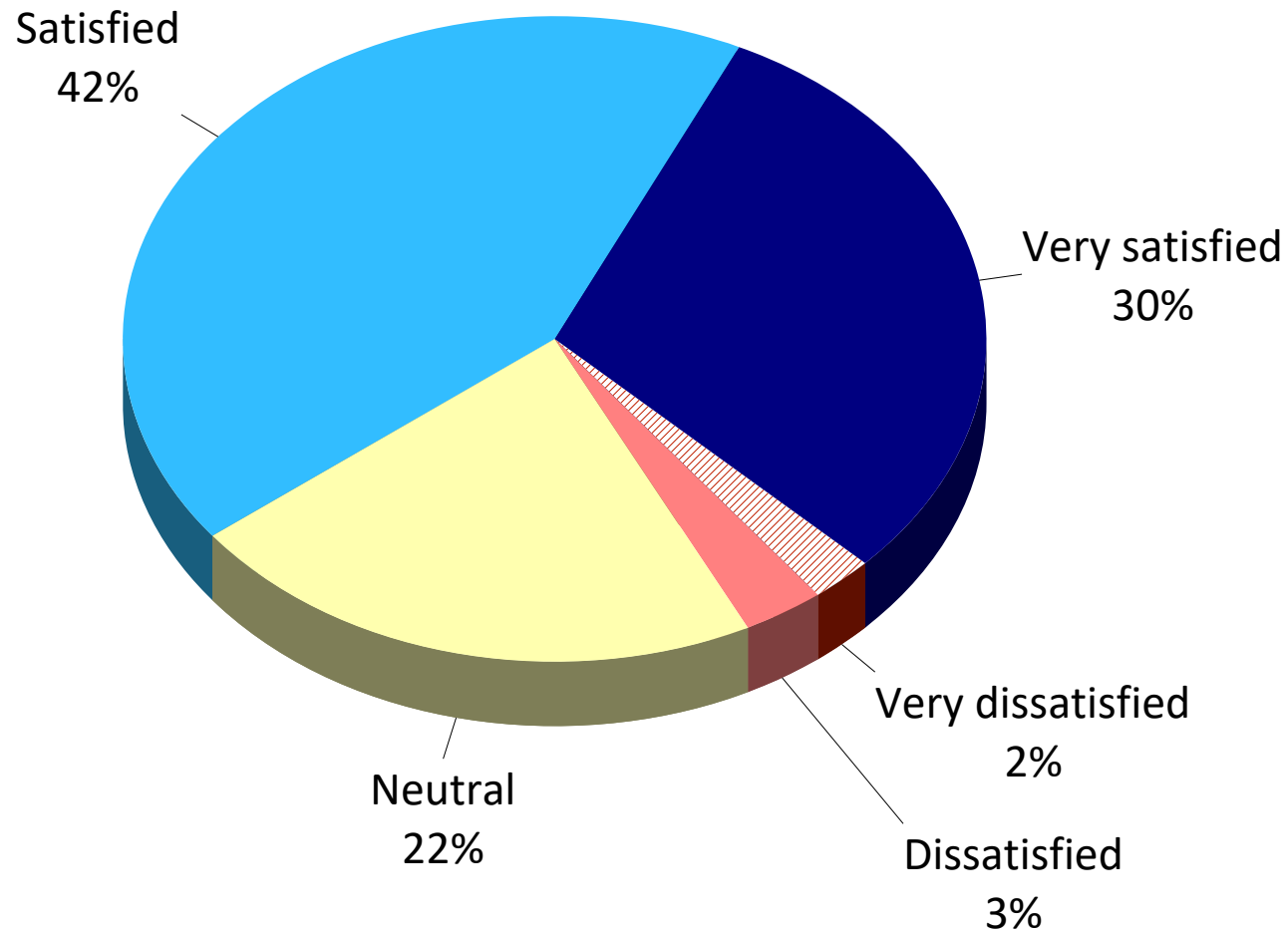
# Q24. Would you support a general obligation bond to repair or replace?

by percentage of respondents (multiple responses could be made)



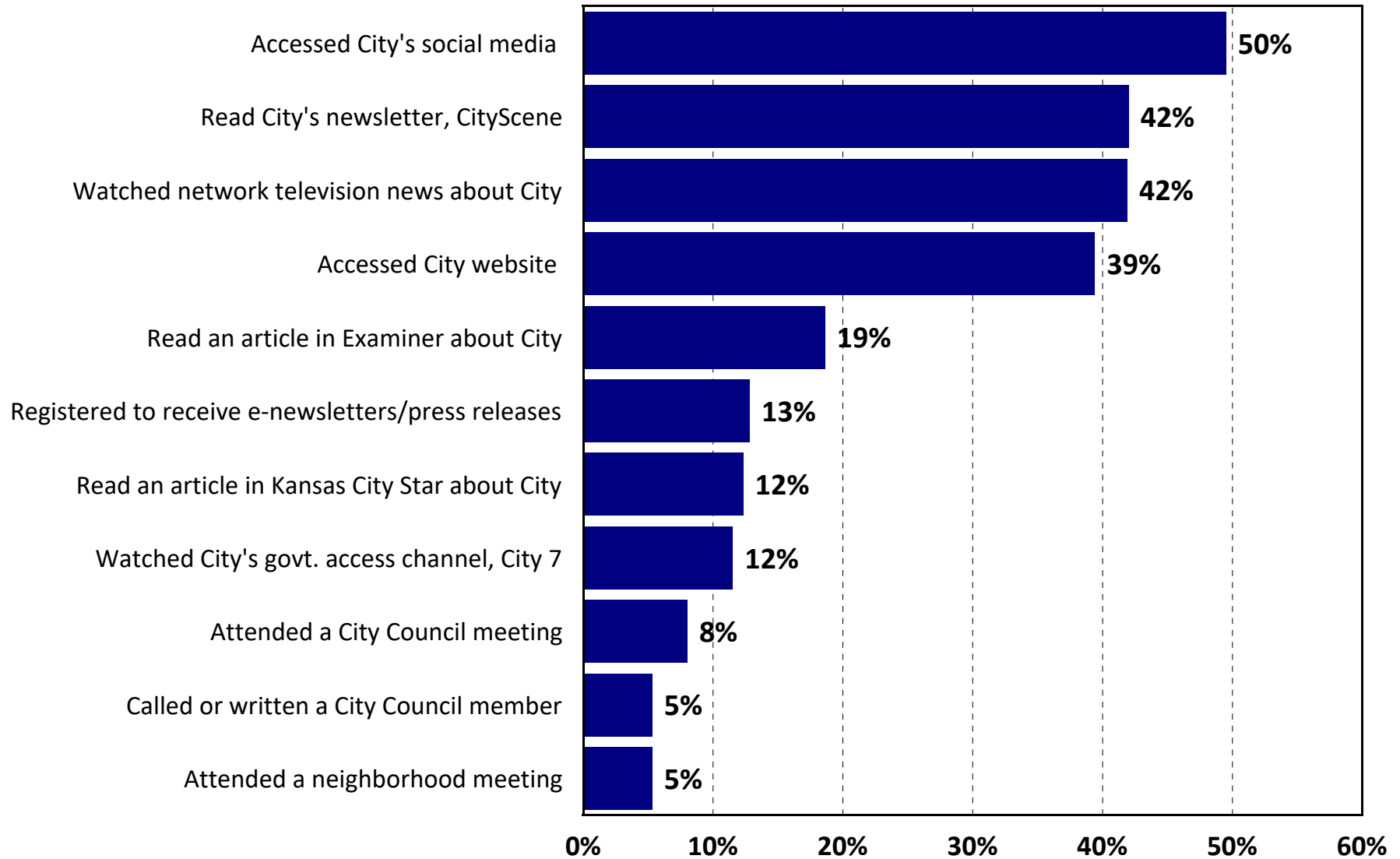
# Q25. How satisfied are you with the overall quality of the Independence Events Center?

by percentage of respondents (excluding don't knows)



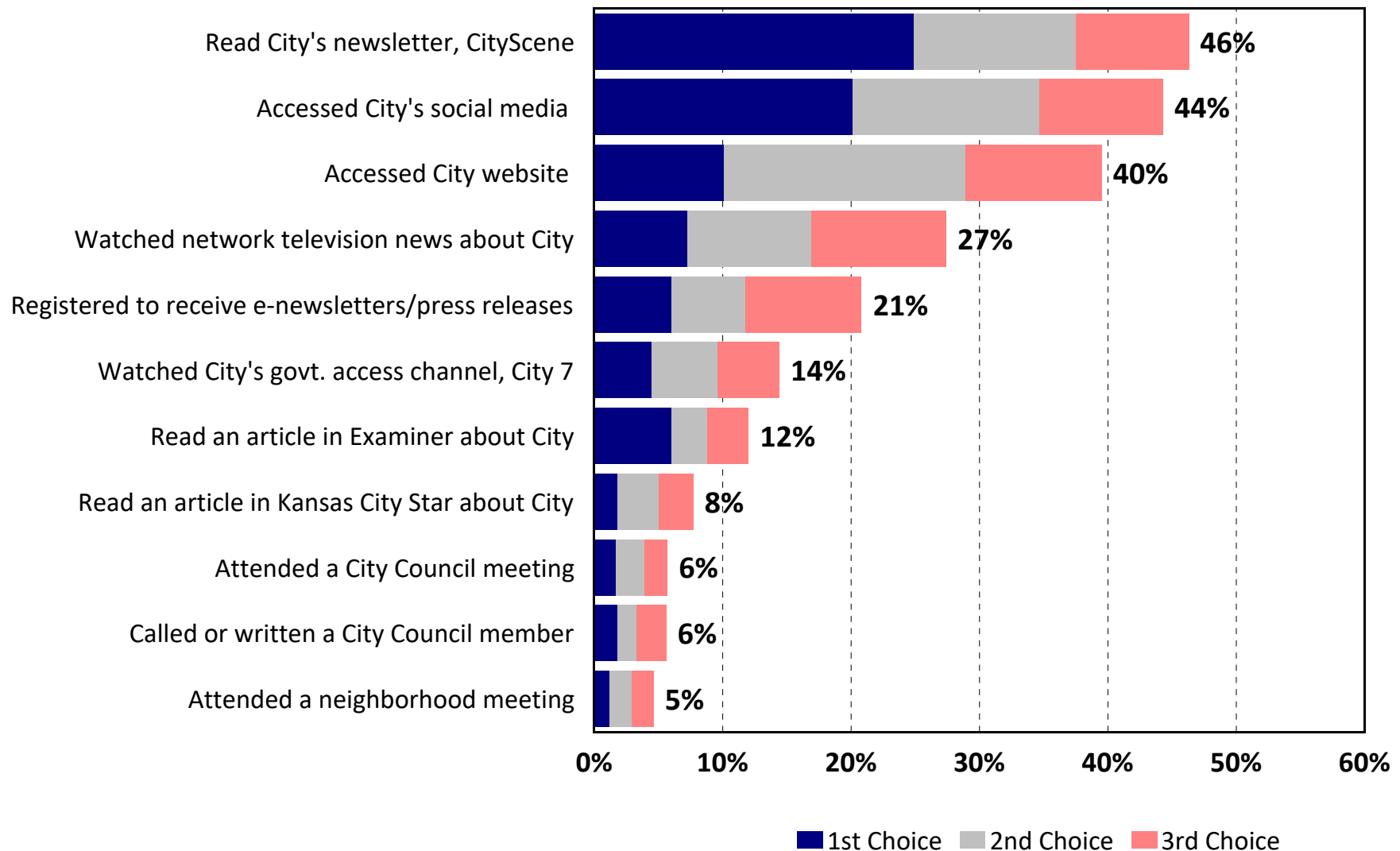
# Q26. Where Residents Currently Get Information About City Programs, Services and Events

by percentage of respondents (multiple responses could be made)



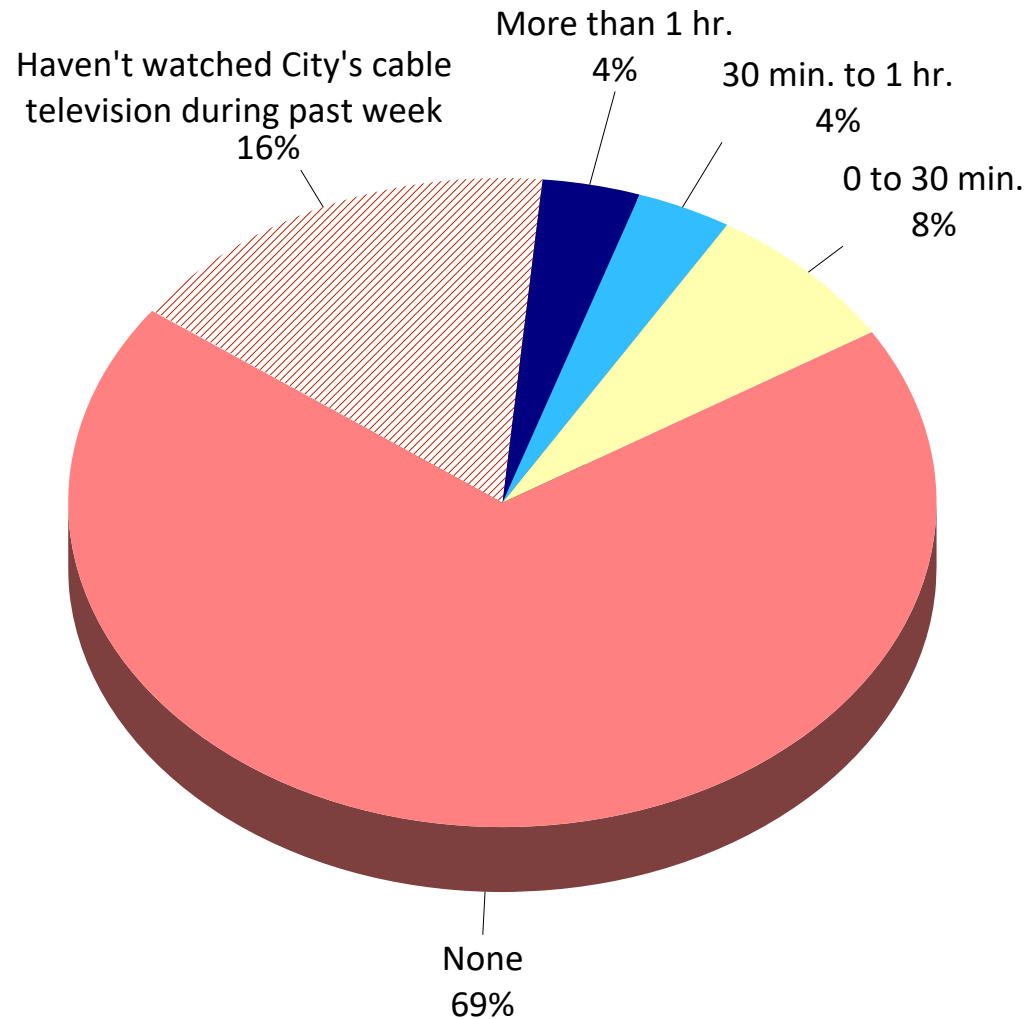
# Q27. Sources Where Residents Most Prefer to Get Information From the City

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



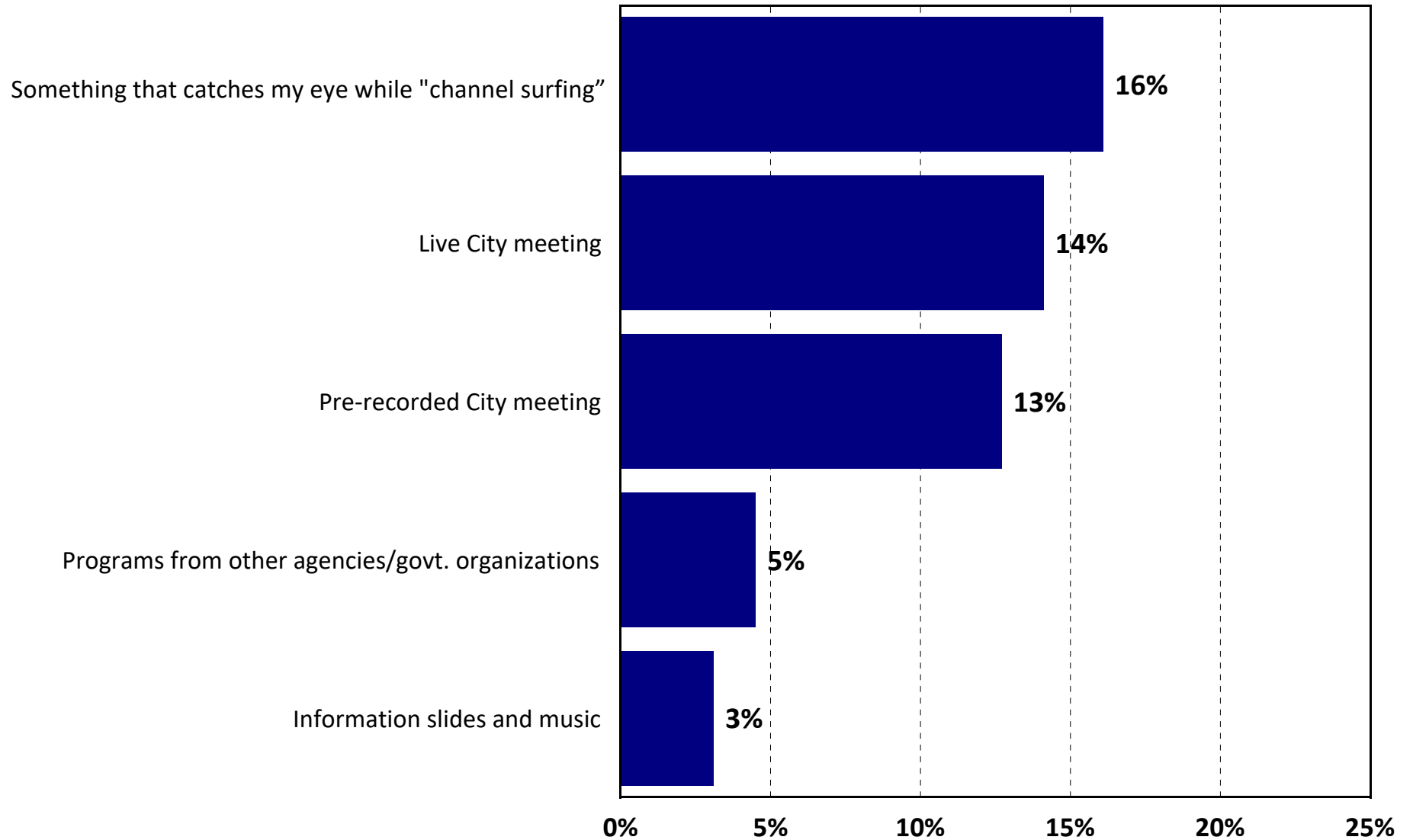
# Q28. Approximately how many minutes did you or members of your household watch the City's cable television during the past week?

by percentage of respondents who watch the City cable channel



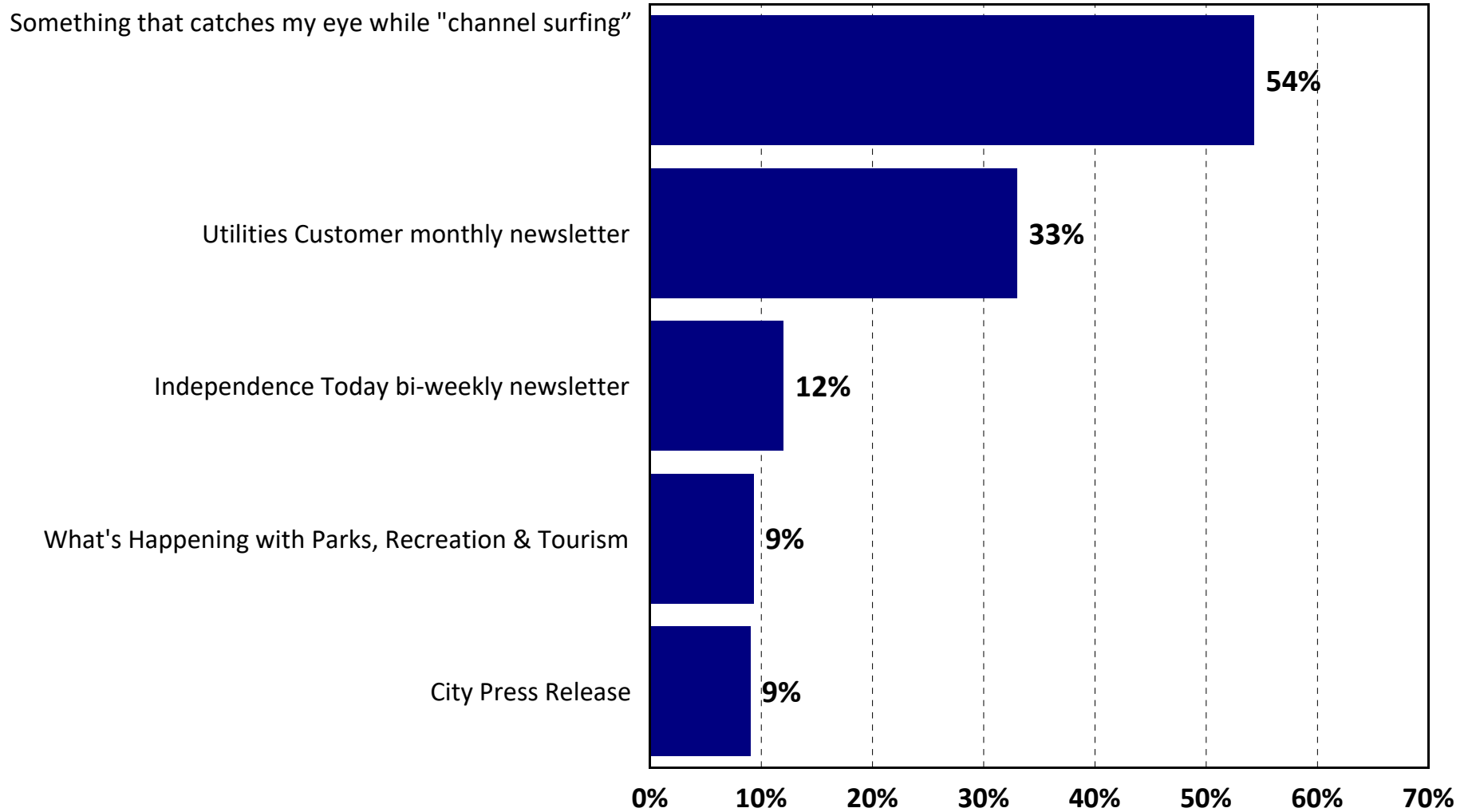
# Q28a. Programs Viewed When Watching City 7

by percentage of respondents who watch the City cable channel (multiple responses could be made)



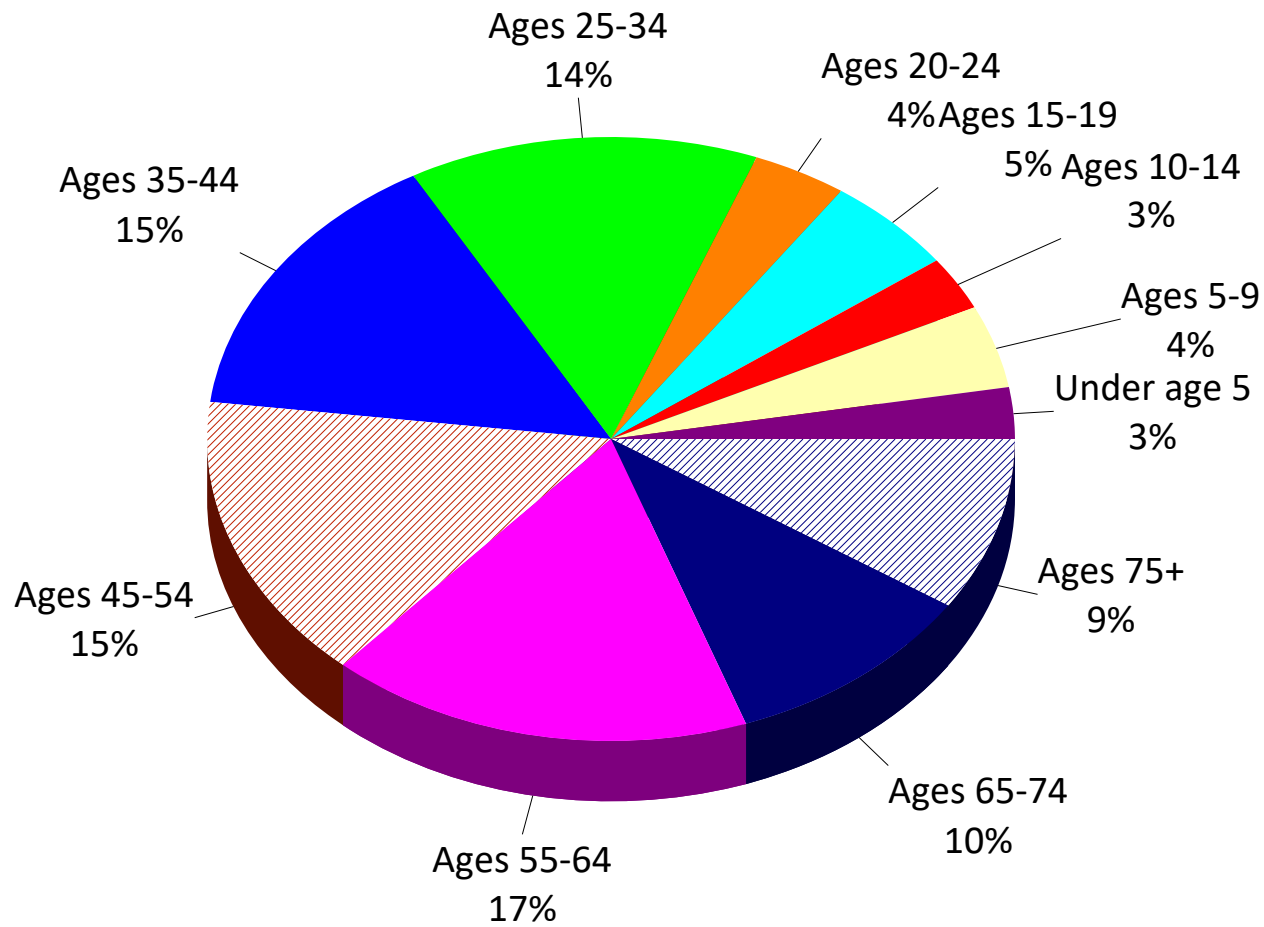
# Q29. Digital Newsletters or Press Releases That Residents Currently Receive

by percentage of respondents (excluding "none" - multiple responses could be made)



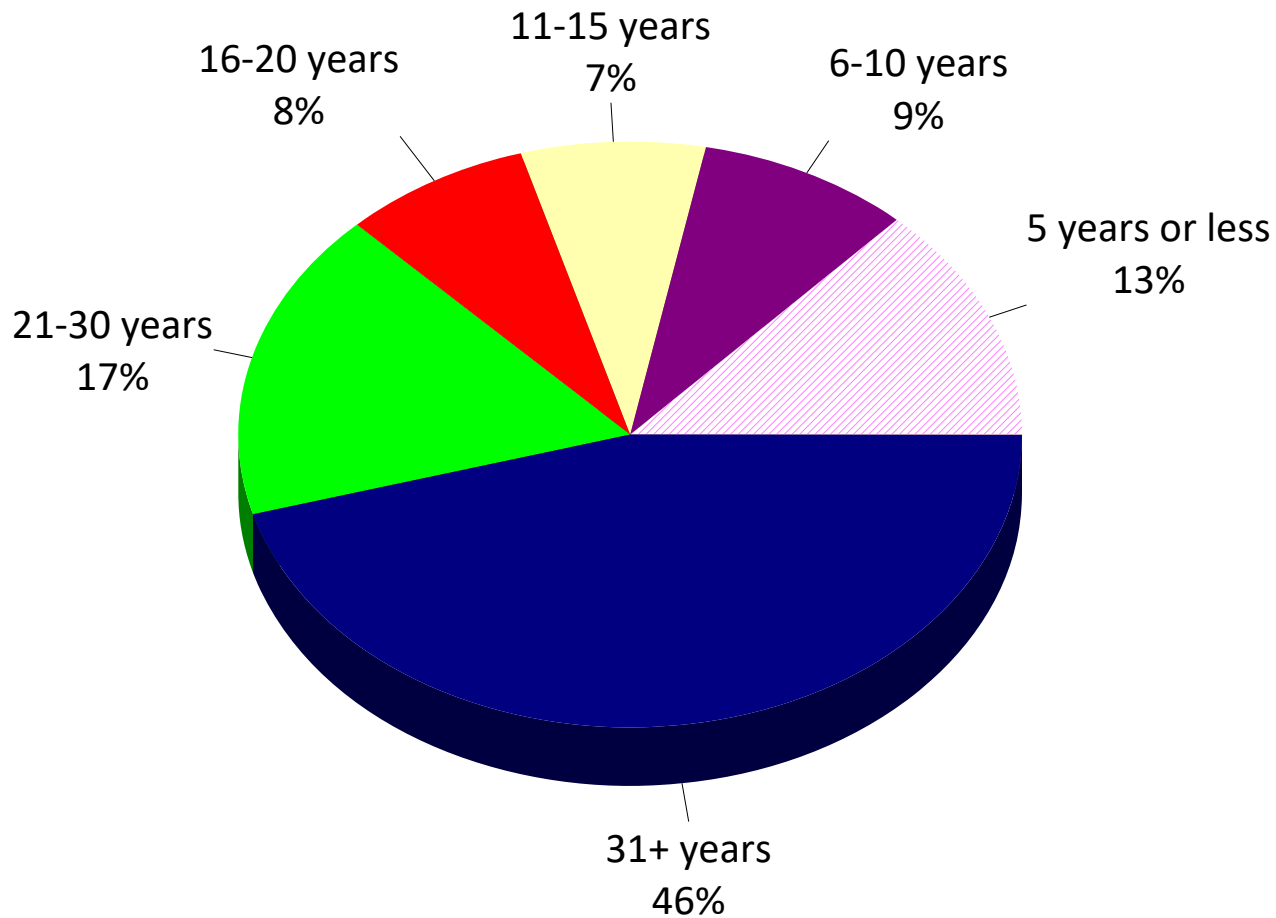
# Demographics: Ages of Household Occupants

by percentage of persons in household



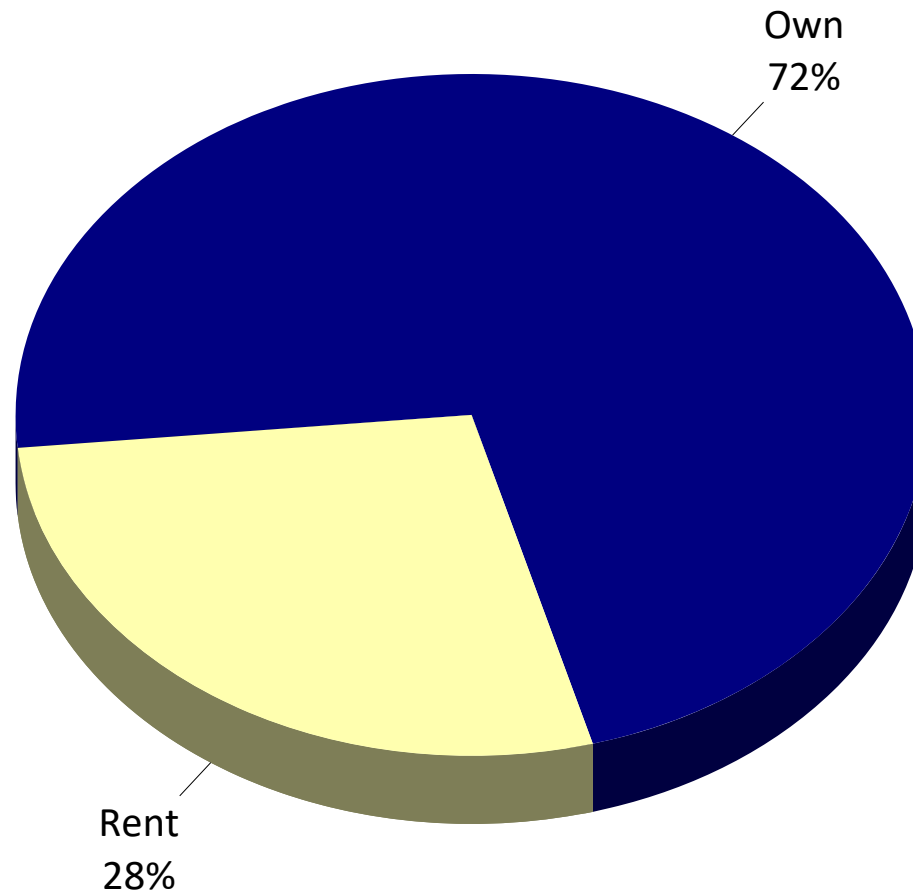
# Demographics: Number of Years Lived in Independence

by percentage of respondents (excluding "not provided")



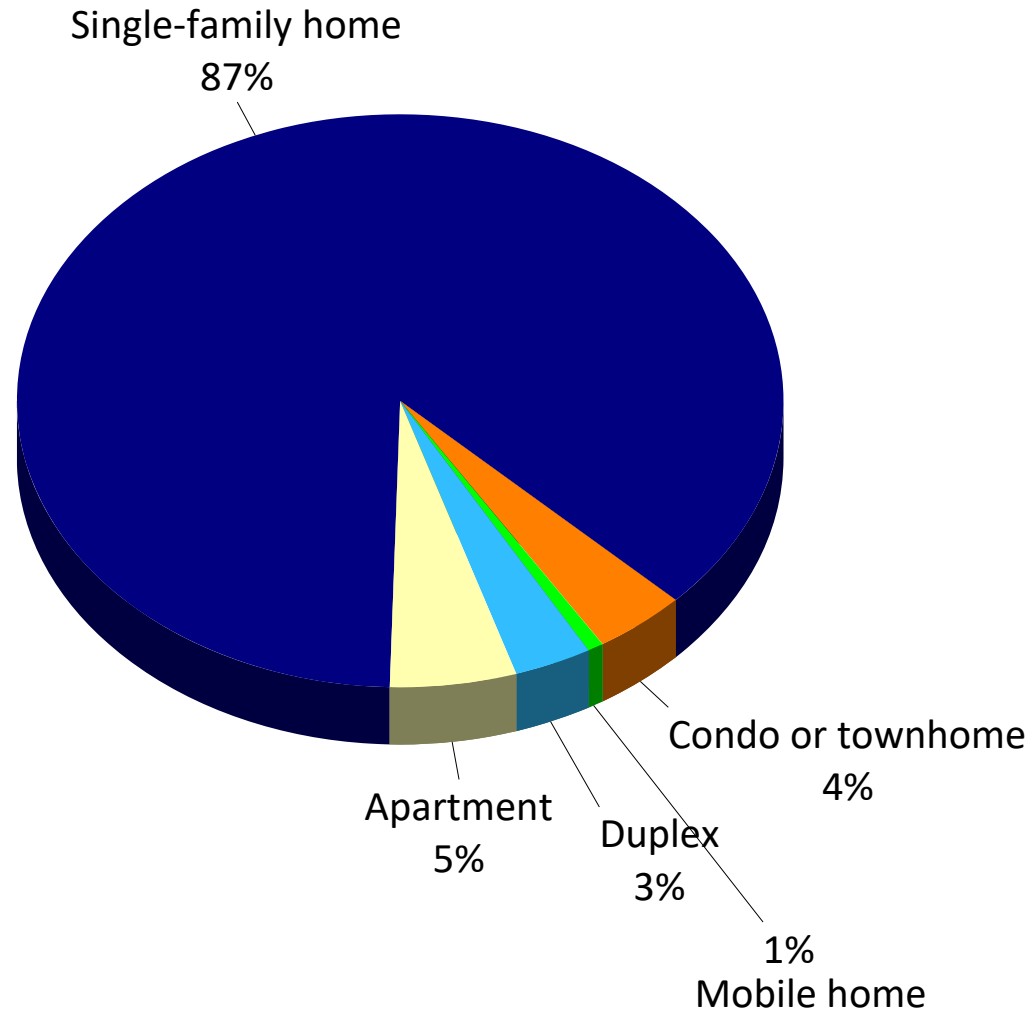
# Demographics: Home Owners Versus Renters

by percentage of respondents



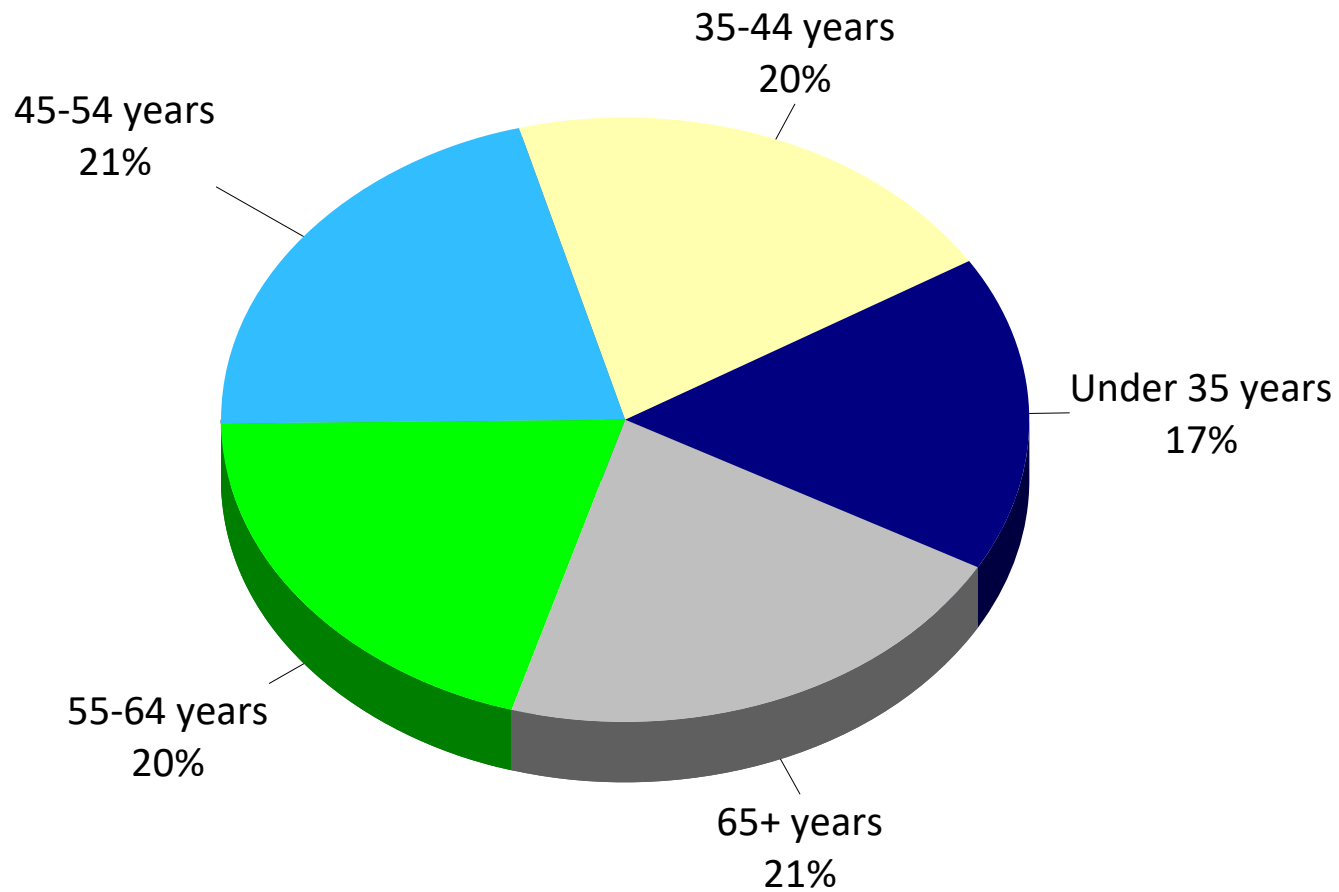
# Demographics: Type of Housing

by percentage of respondents (excluding "not provided")



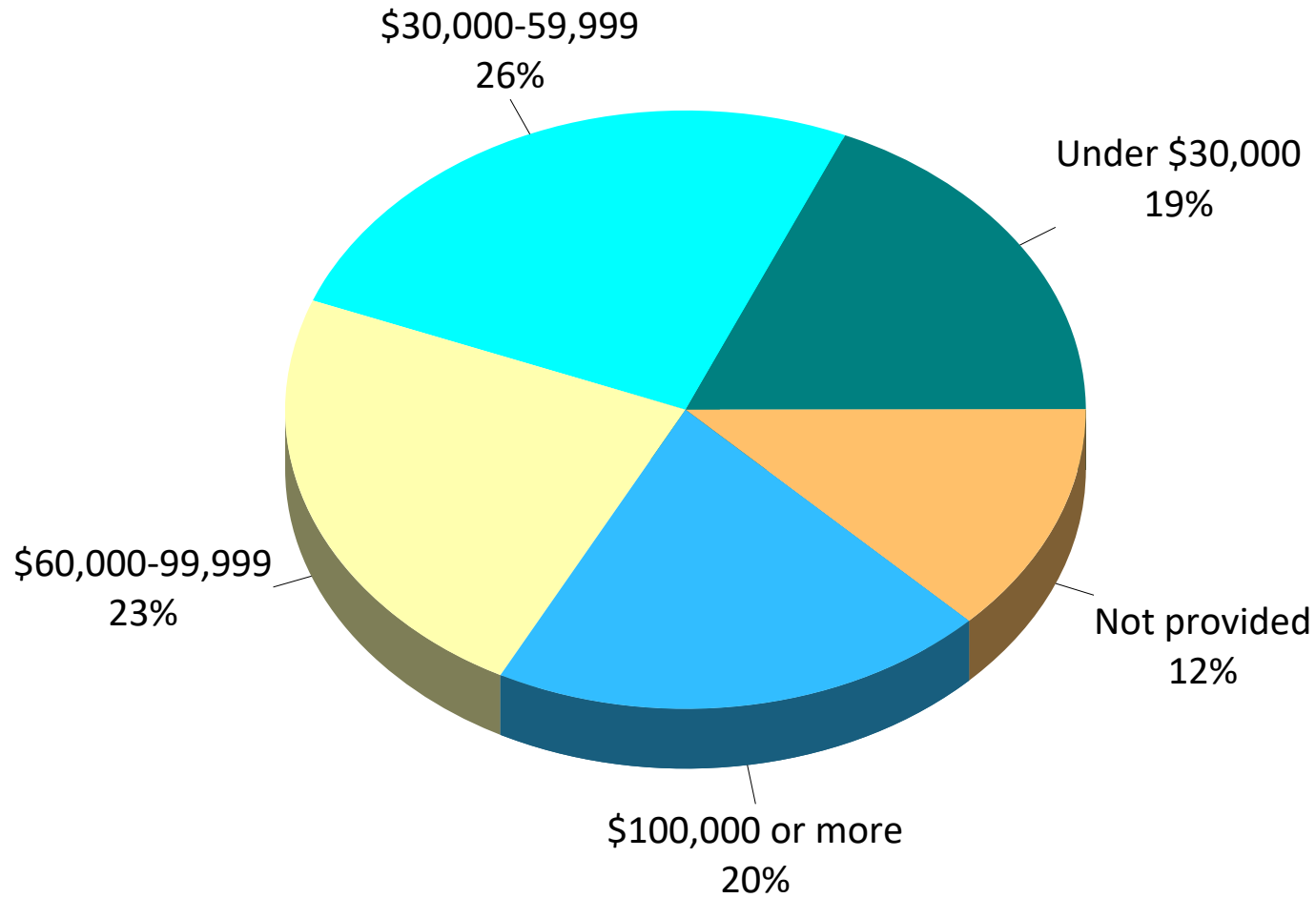
# Demographics: Respondent's Age

by percentage of respondents (excluding "not provided")



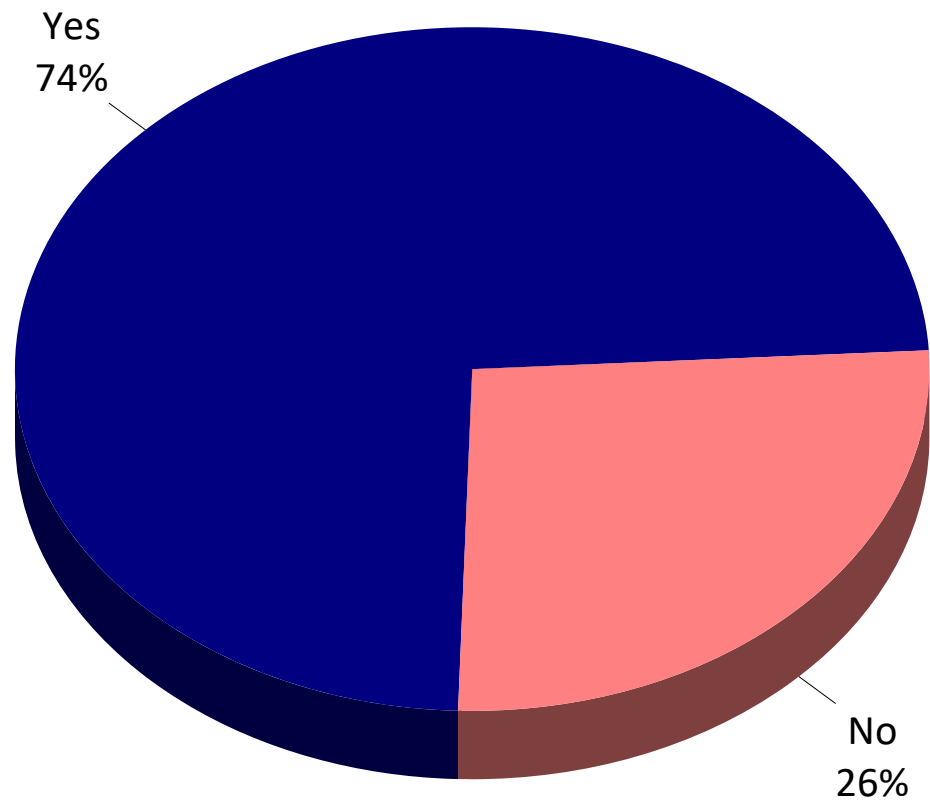
# Demographics: Total Annual Household Income

by percentage of respondents



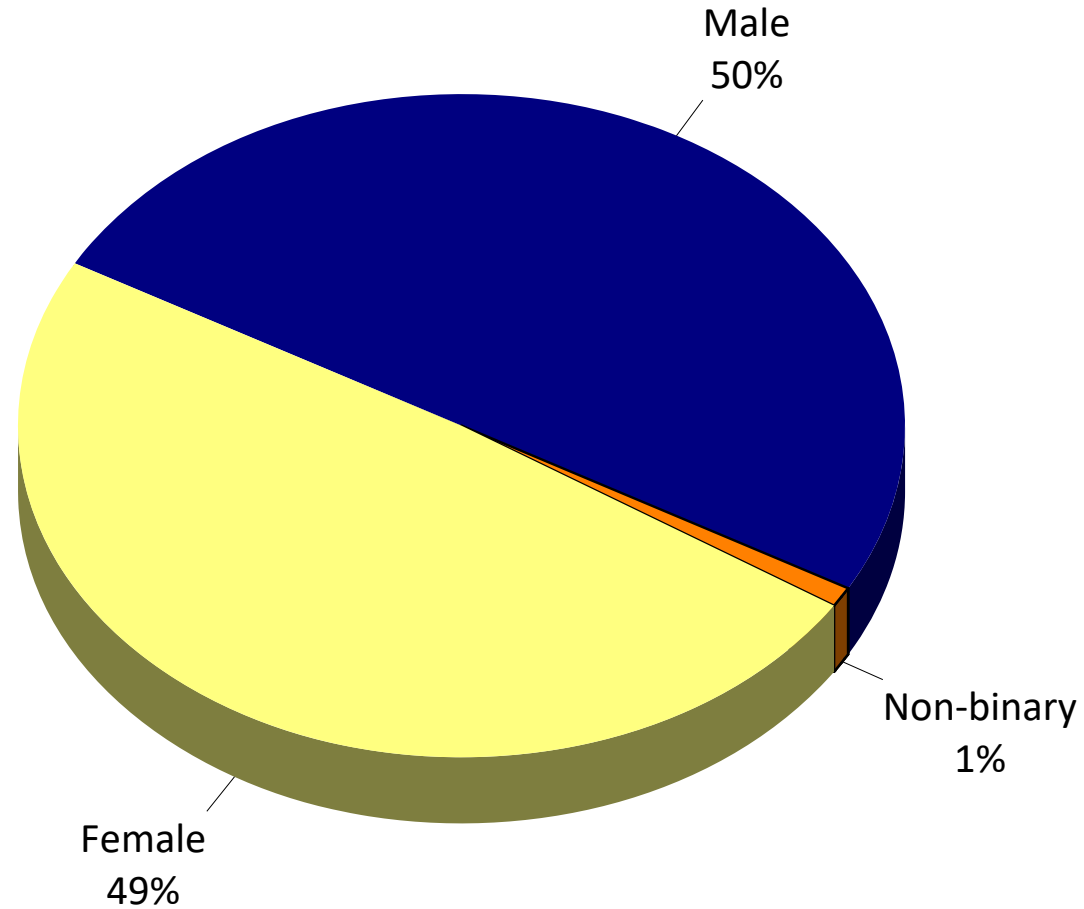
# Demographics: Did you vote in the April 2022 City General Election?

by percentage of respondents (excluding "not provided")



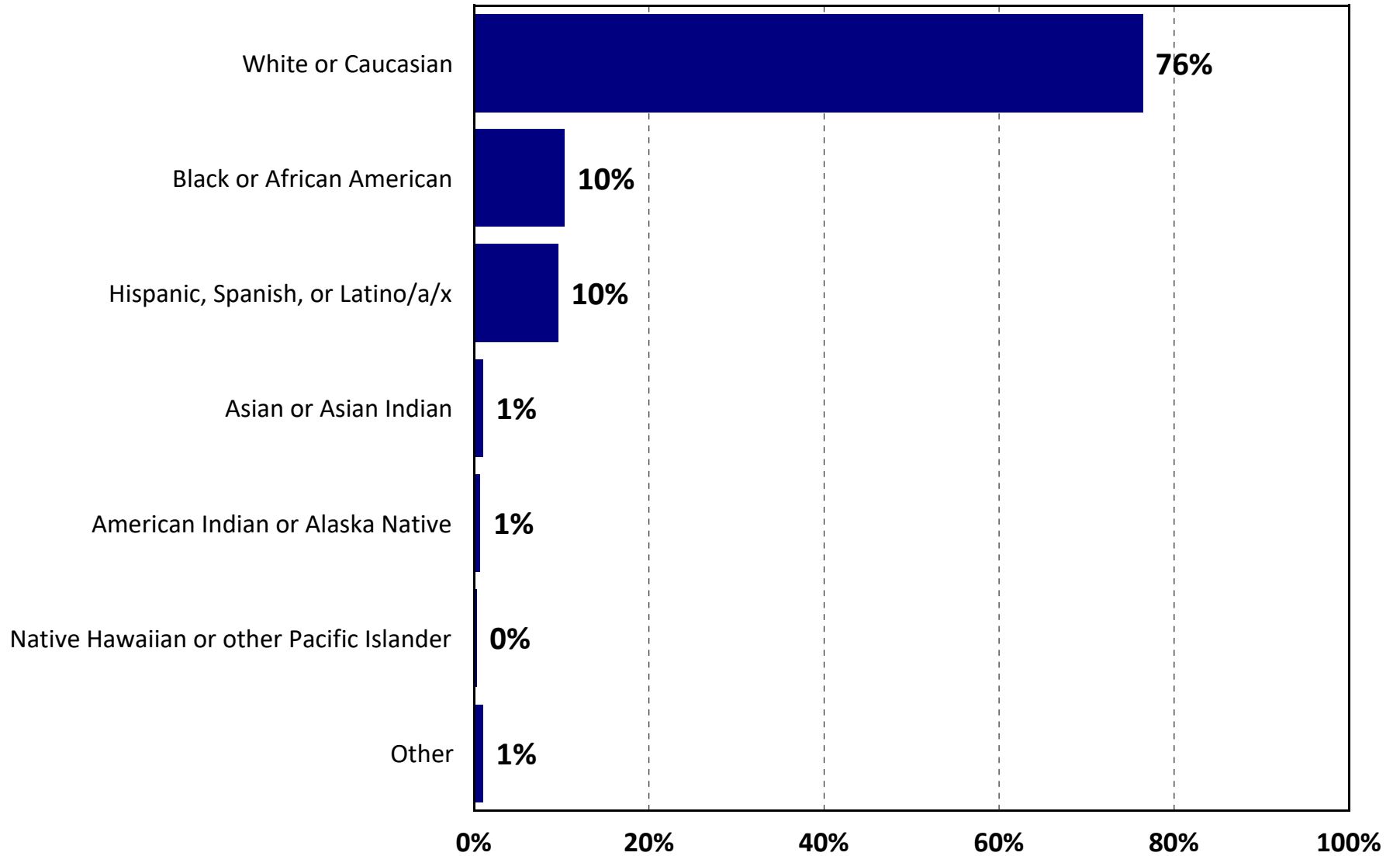
# Demographics: Gender of the Respondents

by percentage of respondents (excluding "prefer not to answer")



# Demographics: Race/Ethnicity

by percentage of respondents (multiple responses could be made)





# 2

# Benchmarking Analysis

# Benchmarking Analysis



## Overview

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

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the City of Independence compare to the national average and the Plains regional average. The blue bar shows the results for the City of Independence. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

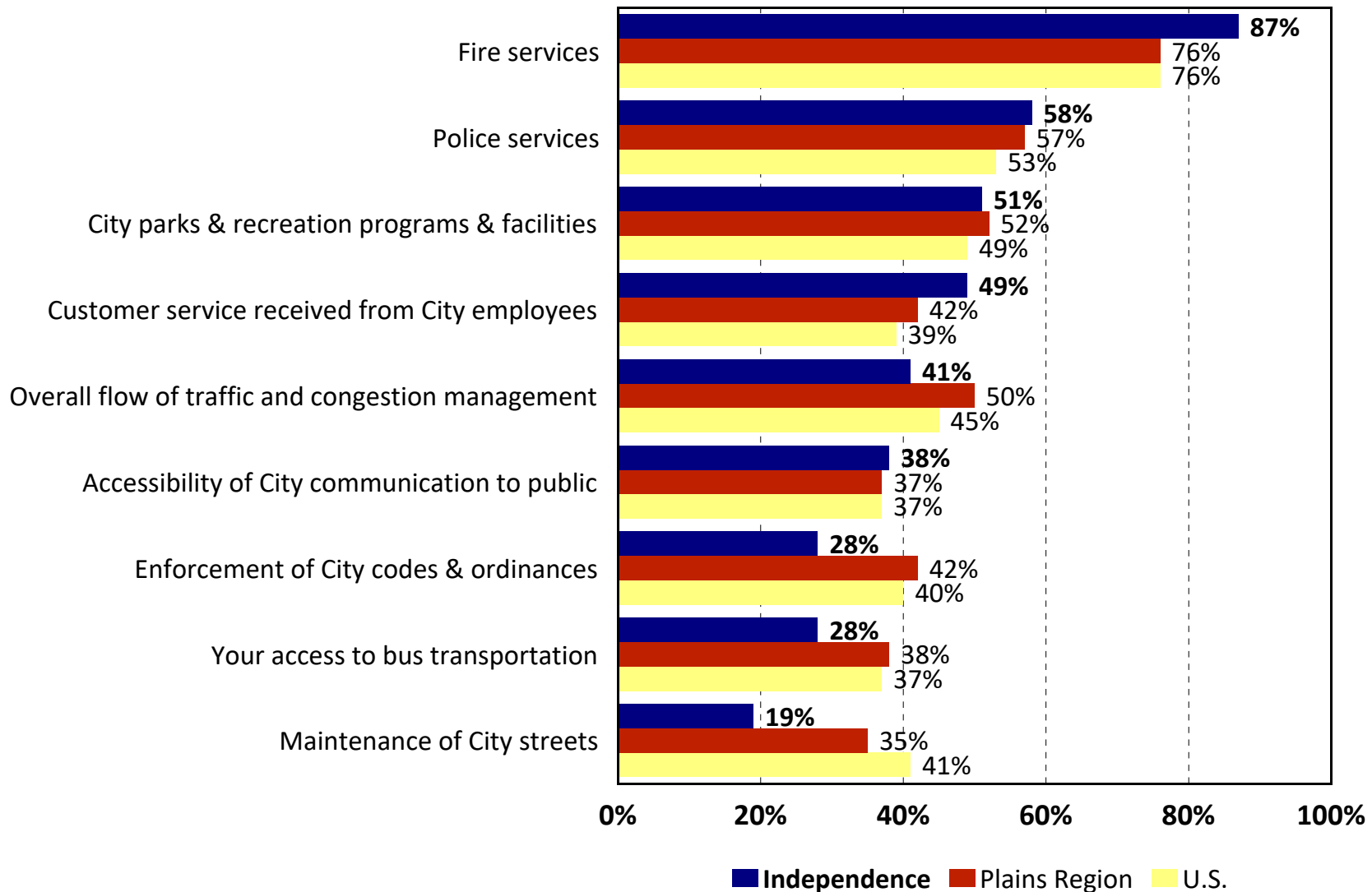
# National Benchmarks

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

# Overall Satisfaction with Major Categories of City Services

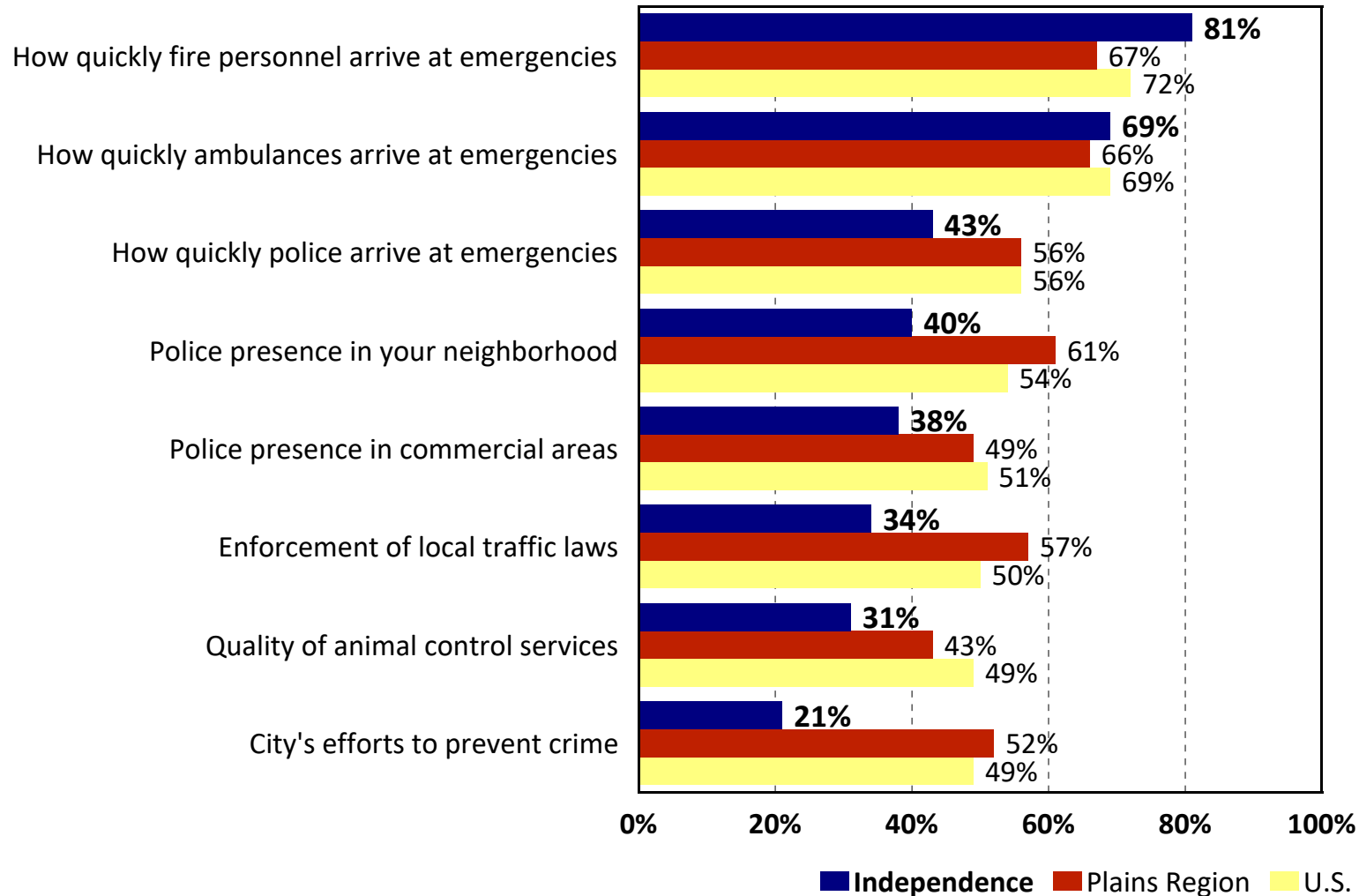
## Independence vs. Plains Region vs. the U.S.

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



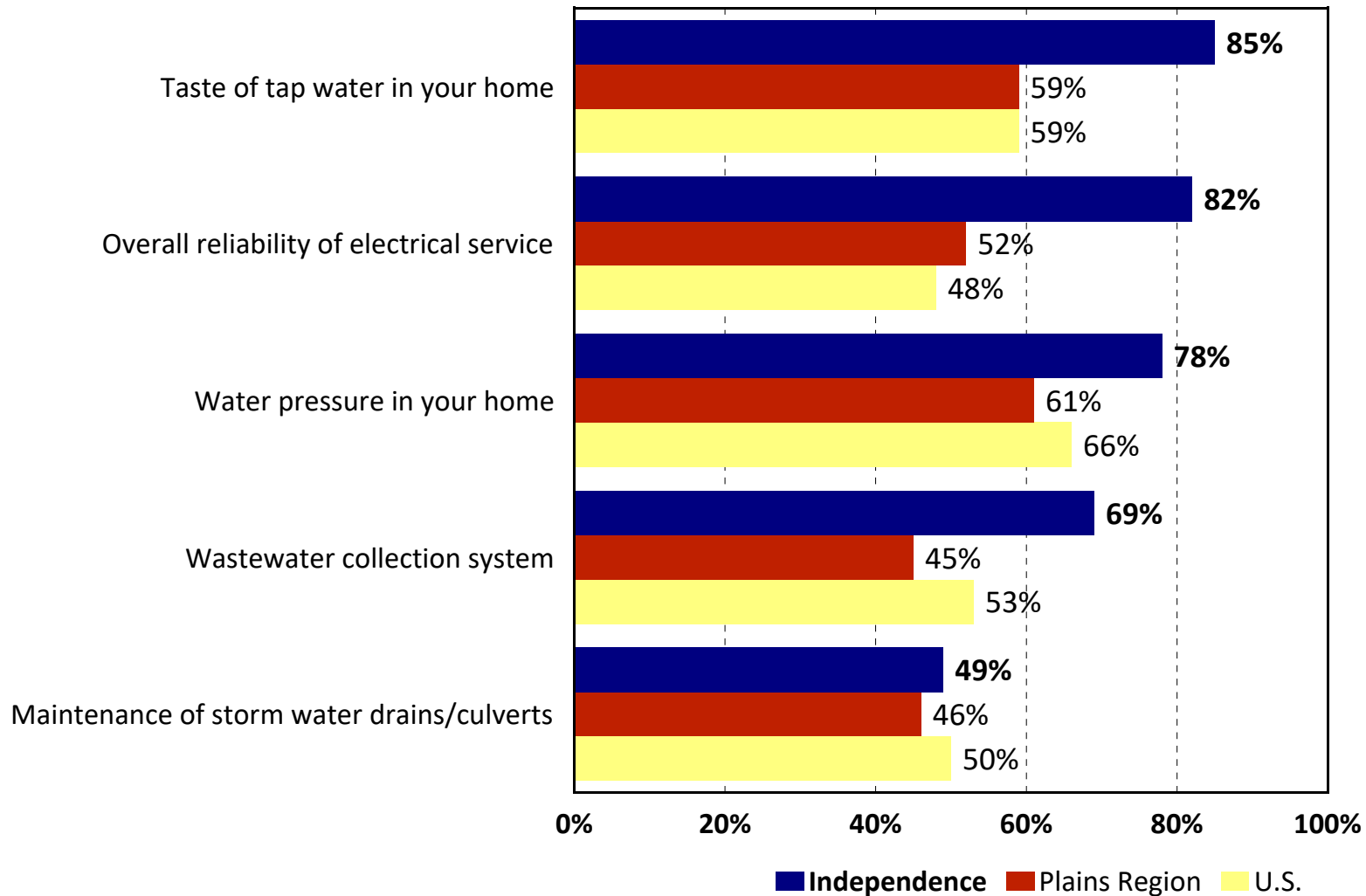
# Overall Satisfaction with Public Safety Independence vs. Plains Region vs. the U.S.

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



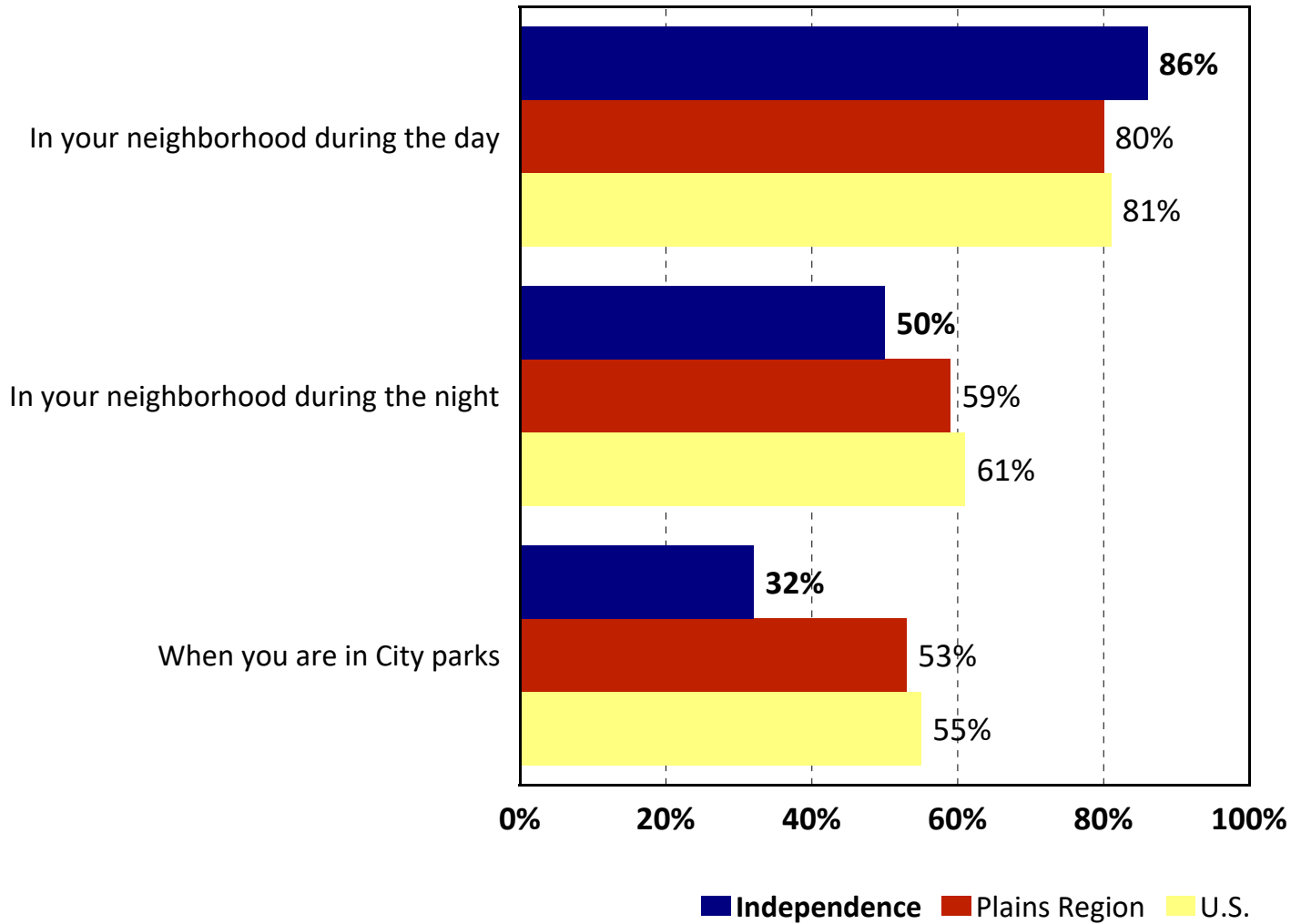
# Overall Satisfaction with Utility Services Independence vs. Plains Region vs. the U.S.

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



# Feeling of Safety in the City Independence vs. Plains Region vs. the U.S.

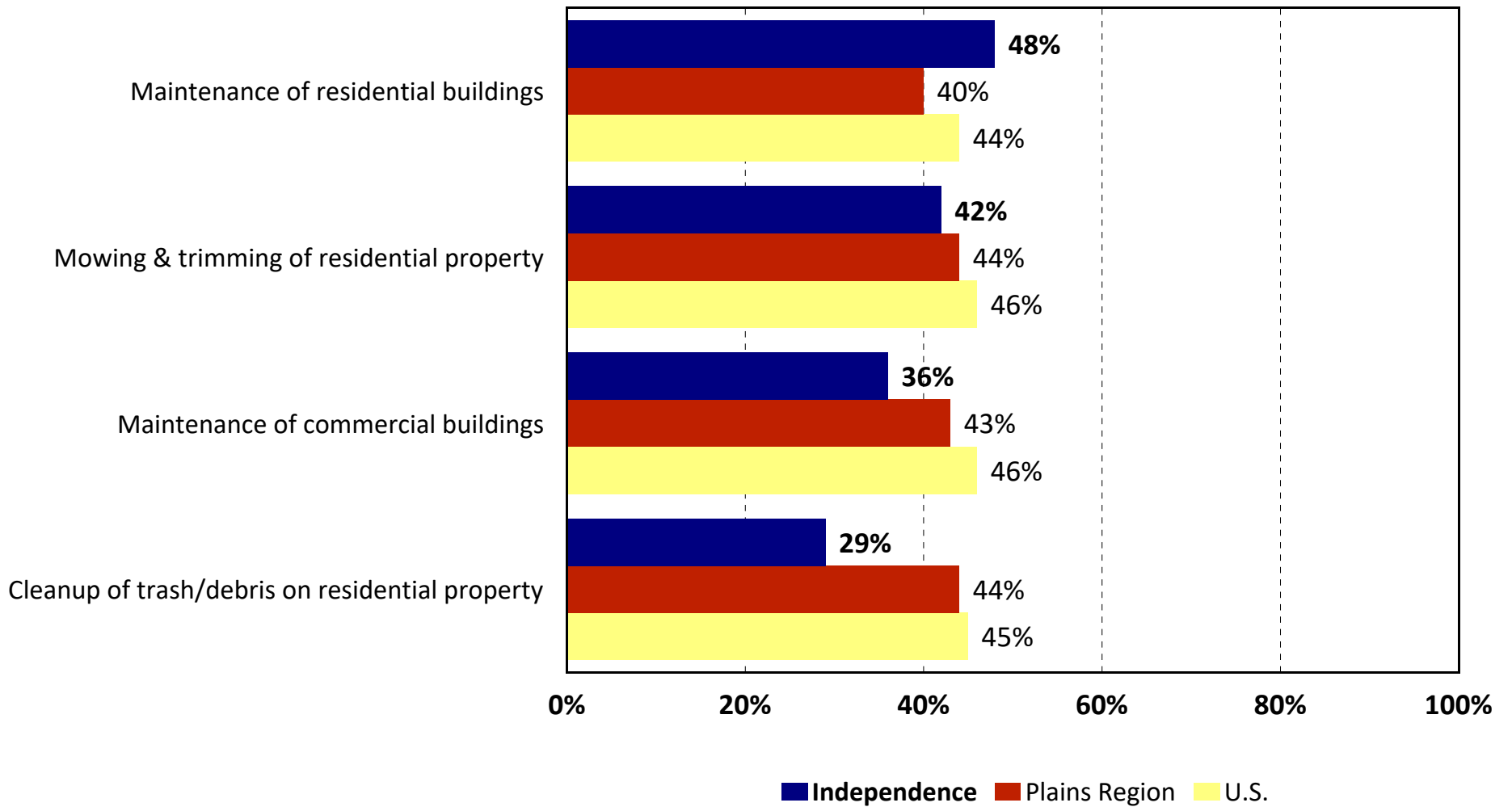
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Code Enforcement

## Independence vs. Plains Region vs. the U.S.

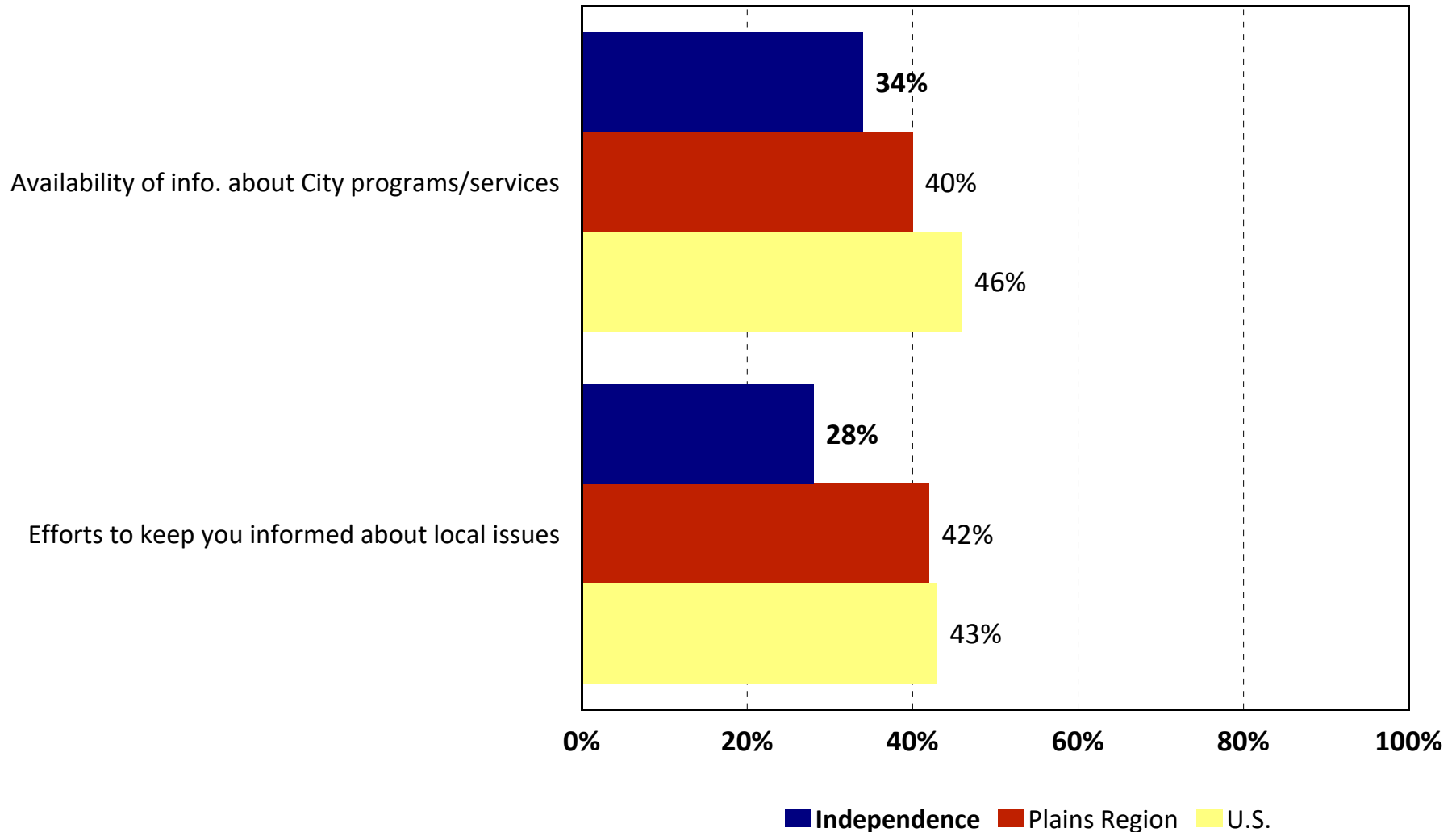
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with Communication

## Independence vs. Plains Region vs. the U.S.

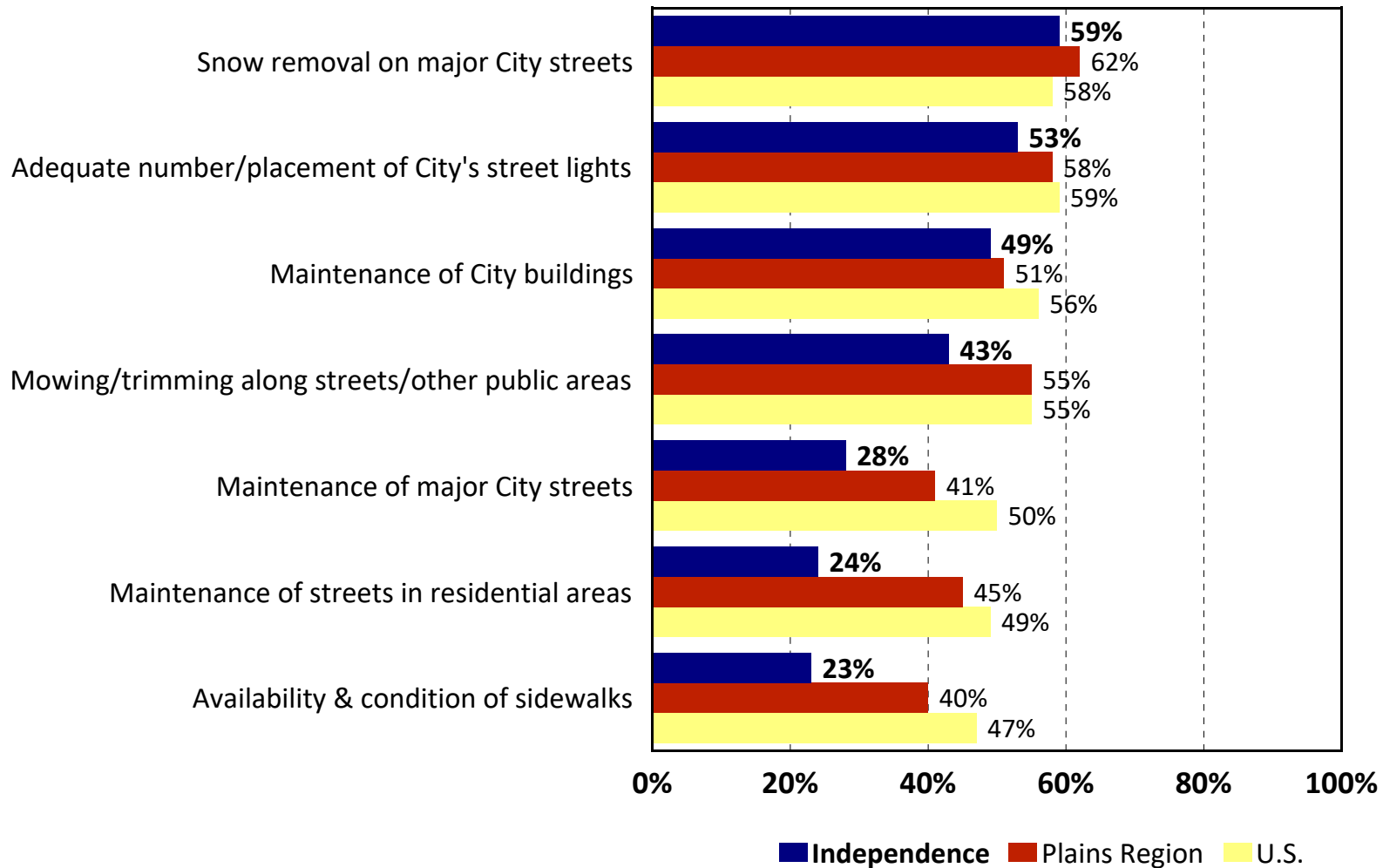
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Satisfaction with City Maintenance

## Independence vs. Plains Region vs. the U.S.

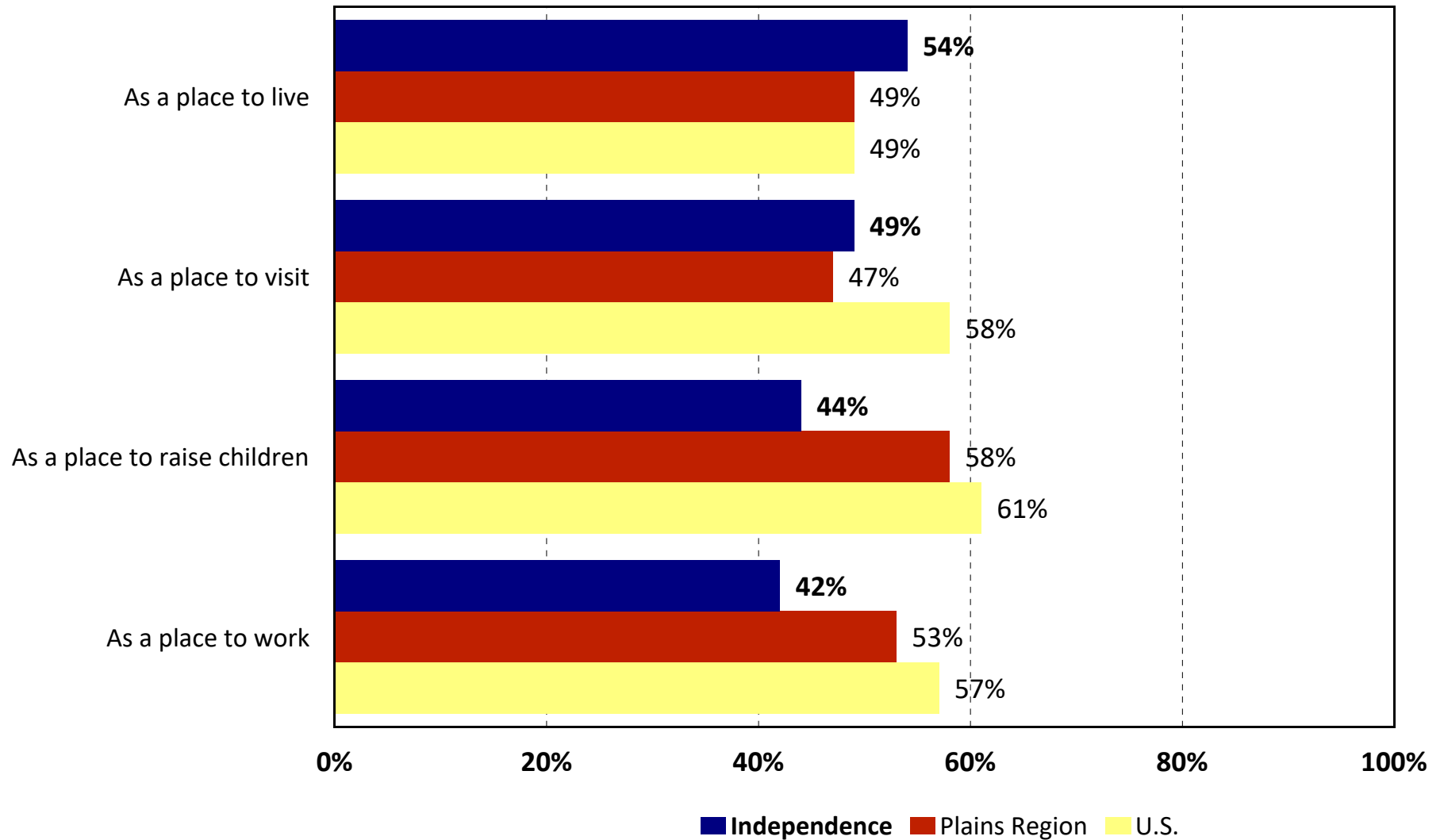
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



# Overall Ratings of the Community

## Independence vs. Plains Region vs. the U.S.

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



A graphic consisting of a white circle with a dark blue outline containing the number '3'. To the right of the circle is a dark blue horizontal bar containing the text 'Importance-Satisfaction Analysis' in white, bold, sans-serif font.

# 3 Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis



## Overview

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

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

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

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

## Example of the Calculation

Respondents were asked to identify the major City services that were most important to emphasize over the next two years. More than two-thirds (68.4%) of the respondent households selected "*maintenance of City streets*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 19% of respondents surveyed rated "*maintenance of City streets*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 68.4% was multiplied by 81% (1-0.19). This calculation yielded an I-S rating of 0.5540, which ranked first out of twelve major City services analyzed.

# Importance-Satisfaction Analysis



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

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

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

Tables showing the results for the City of Independence are provided on the following pages.

# Importance-Satisfaction Rating

## City of Independence

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (I-S &gt;.20)</u></b>						
Maintenance of City streets	68%	1	19%	12	0.5540	1
Enforcement of City codes & ordinances	34%	3	28%	10	0.2455	2
<b><u>High Priority (I-S .10-.20)</u></b>						
Police services	48%	2	58%	3	0.1995	3
City electric utilities	34%	4	54%	4	0.1541	4
Overall flow of traffic and congestion management	21%	5	41%	8	0.1251	5
<b><u>Medium Priority (I-S &lt;.10)</u></b>						
City parks & recreation programs & facilities	18%	6	51%	5	0.0882	6
Your access to bus transportation	10%	10	28%	11	0.0727	7
Accessibility of City communication to public	10%	9	38%	9	0.0626	8
City water, sanitary & stormwater management	14%	7	64%	2	0.0490	9
Customer service received from City employees	8%	11	49%	6	0.0413	10
City public health services	7%	12	42%	7	0.0383	11
Fire services	11%	8	87%	1	0.0146	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 know'. Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

© 2023 DirectionFinder by ETC Institute

# Importance-Satisfaction Rating

## City of Independence

### PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (I-S &gt;.20)</u></b>						
City's efforts to prevent crime	59%	1	21%	14	0.4677	1
Police presence in your neighborhood	40%	2	40%	8	0.2424	2
<b><u>High Priority (I-S .10-.20)</u></b>						
Access to mental health outreach/service programs	25%	5	22%	13	0.1981	3
Investigation of criminal offenses	24%	6	23%	12	0.1840	4
Police presence in commercial areas	29%	3	38%	9	0.1779	5
Enforcement of local traffic laws	26%	4	34%	10	0.1696	6
Quality of animal control services	23%	7	31%	11	0.1580	7
<b><u>Medium Priority (I-S &lt;.10)</u></b>						
How quickly police arrive at emergencies	15%	8	43%	7	0.0844	8
Emergency or 9-1-1 dispatching	10%	9	62%	4	0.0365	9
Police facilities and locations	5%	11	48%	6	0.0244	10
How quickly ambulances arrive at emergencies	4%	13	69%	3	0.0118	11
EMS and transportation provided by AMR	3%	14	62%	5	0.0114	12
How quickly fire personnel arrive at emergencies	5%	10	81%	2	0.0093	13
Fire protection	5%	12	85%	1	0.0071	14

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

**Most Important %:**

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

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't know'. 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.

© 2023 DirectionFinder by ETC Institute

# Importance-Satisfaction Analysis



## Importance-Satisfaction Matrix Analysis

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

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

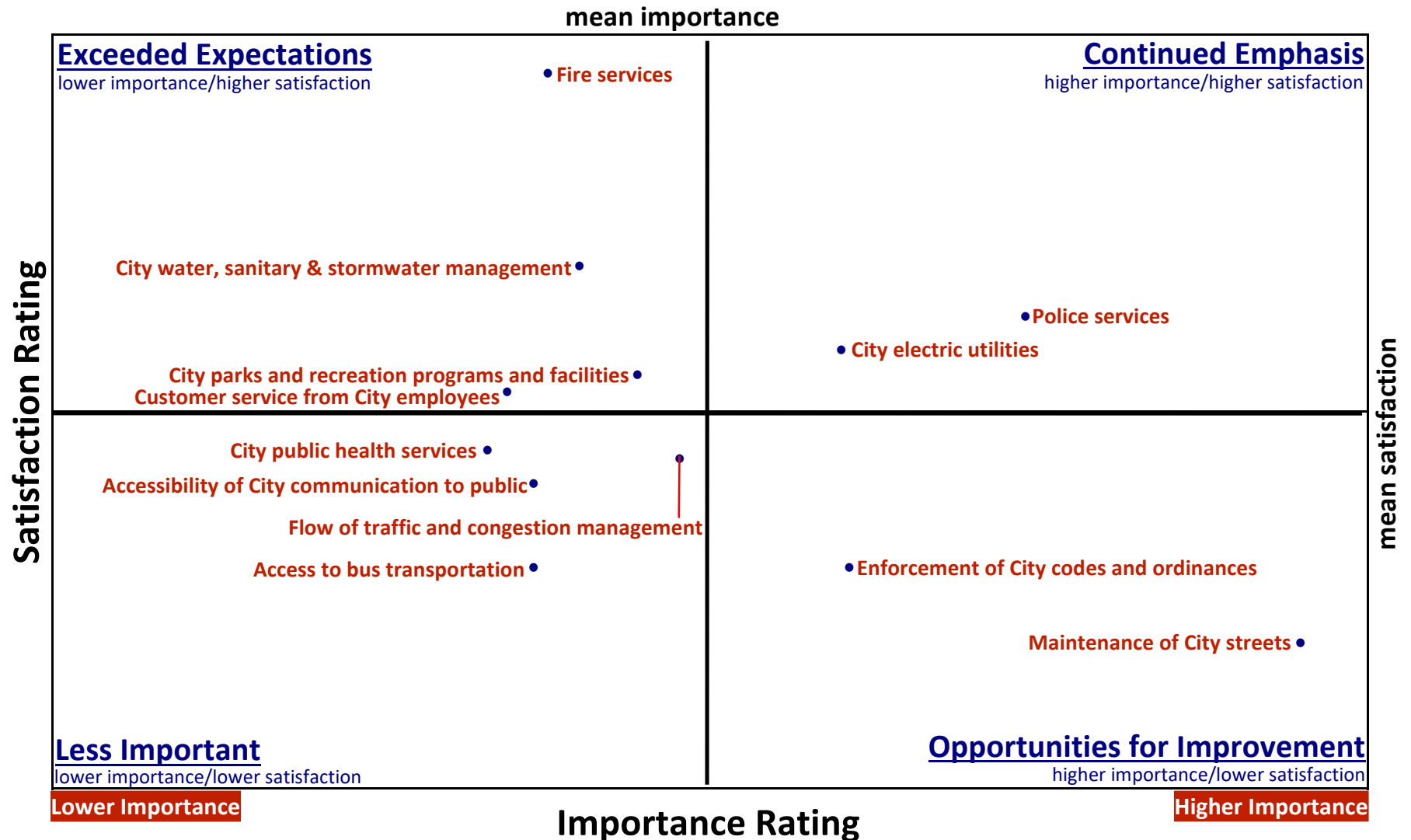
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the County is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The County should maintain (or slightly increase) emphasis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

Matrix charts showing the results for the City of Independence are provided on the following pages.

# 2023 City of Independence DirectionFinder Importance-Satisfaction Assessment Matrix

## -Overall-

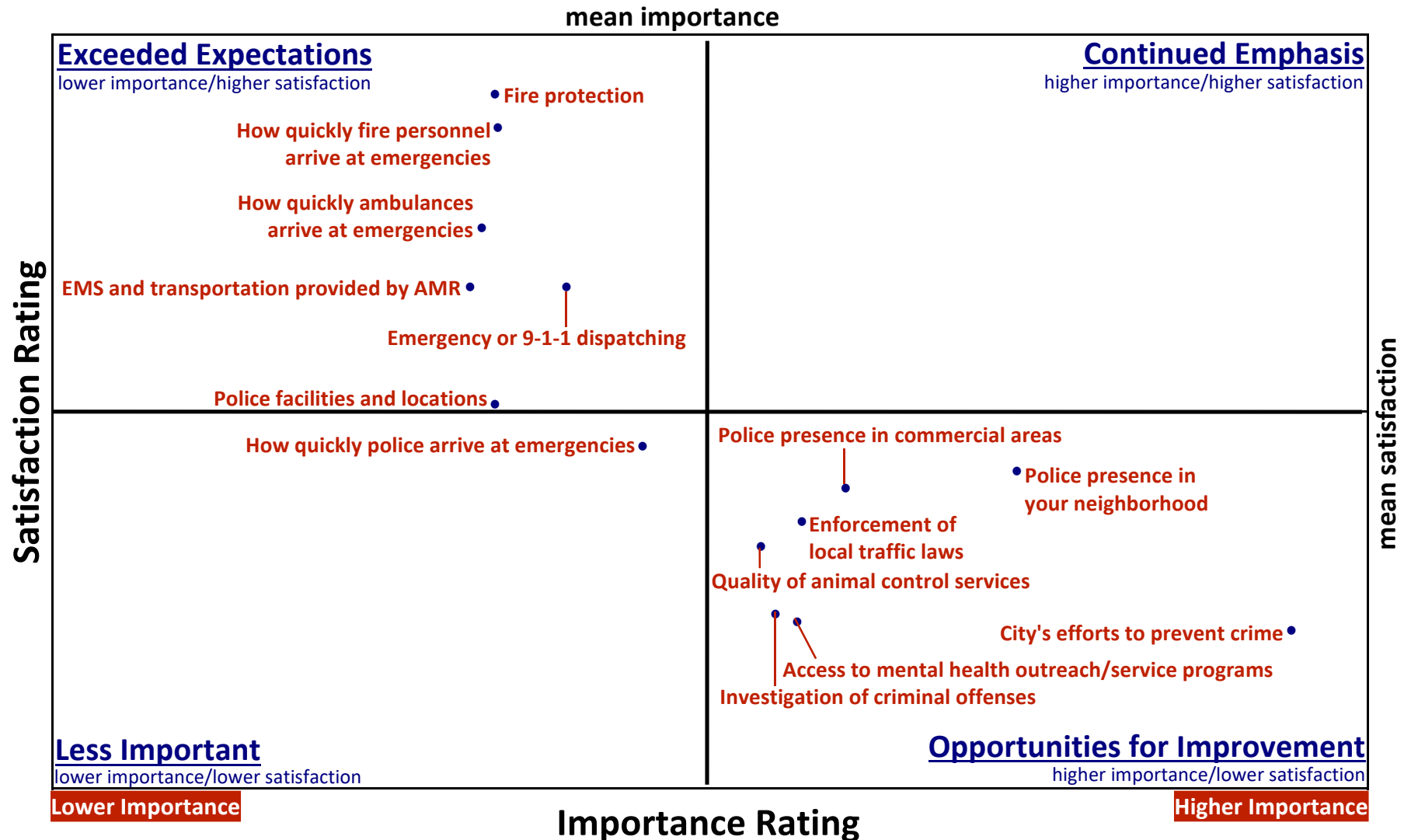
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



# 2023 City of Independence DirectionFinder Importance-Satisfaction Assessment Matrix

## -Public Safety-

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





# 4

## Tabular Data

**Q1. Overall Satisfaction with City Services. Please rate your satisfaction with each of the services listed below using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Police services	16.9%	38.4%	20.4%	15.0%	5.0%	4.3%
Q1-2. Fire services	38.4%	41.0%	12.0%	0.2%	0.0%	8.5%
Q1-3. City parks & recreation programs & facilities	12.5%	35.7%	30.7%	11.6%	3.0%	6.5%
Q1-4. Maintenance of City streets	3.7%	14.8%	19.9%	36.2%	25.2%	0.2%
Q1-5. Overall flow of traffic & congestion management in City	5.8%	34.6%	31.9%	20.4%	6.1%	1.2%
Q1-6. City water, sanitary, & stormwater management	16.1%	45.3%	20.6%	11.0%	4.3%	2.7%
Q1-7. City electric utilities	13.8%	39.0%	18.9%	15.6%	11.3%	1.3%
Q1-8. Enforcement of City codes & ordinances	4.7%	21.3%	27.9%	23.8%	14.0%	8.5%
Q1-9. Customer service received from City employees	11.0%	31.2%	28.2%	10.1%	5.8%	13.6%
Q1-10. Accessibility of City communication to the public	8.1%	25.9%	33.7%	16.6%	6.1%	9.5%
Q1-11. City public health services	6.1%	25.1%	35.4%	6.3%	2.0%	25.1%
Q1-12. Your access to bus transportation	4.2%	12.8%	29.9%	8.6%	5.6%	38.9%

**WITHOUT "DON'T KNOW"**

**Q1. Overall Satisfaction with City Services. Please rate your satisfaction with each of the services listed below using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Police services	17.7%	40.1%	21.4%	15.6%	5.2%
Q1-2. Fire services	41.9%	44.8%	13.1%	0.2%	0.0%
Q1-3. City parks & recreation programs & facilities	13.3%	38.2%	32.9%	12.4%	3.2%
Q1-4. Maintenance of City streets	3.7%	14.8%	20.0%	36.3%	25.3%
Q1-5. Overall flow of traffic & congestion management in City	5.9%	35.0%	32.3%	20.7%	6.2%
Q1-6. City water, sanitary, & stormwater management	16.6%	46.6%	21.2%	11.3%	4.4%
Q1-7. City electric utilities	14.0%	39.6%	19.2%	15.8%	11.4%
Q1-8. Enforcement of City codes & ordinances	5.1%	23.2%	30.5%	26.0%	15.2%
Q1-9. Customer service received from City employees	12.7%	36.2%	32.7%	11.7%	6.7%
Q1-10. Accessibility of City communication to the public	9.0%	28.6%	37.2%	18.3%	6.8%
Q1-11. City public health services	8.2%	33.5%	47.2%	8.4%	2.7%
Q1-12. Your access to bus transportation	6.8%	20.9%	48.9%	14.1%	9.2%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police services	172	28.6 %
Fire services	8	1.3 %
City parks & recreation programs & facilities	25	4.2 %
Maintenance of City streets	192	31.9 %
Overall flow of traffic & congestion management in City	17	2.8 %
City water, sanitary & stormwater management	13	2.2 %
City electric utilities	61	10.1 %
Enforcement of City codes & ordinances	57	9.5 %
Customer service received from City employees	8	1.3 %
Accessibility of City communication to the public	5	0.8 %
City public health services	8	1.3 %
Your access to bus transportation	14	2.3 %
None chosen	22	3.7 %
Total	602	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	70	11.6 %
Fire services	40	6.6 %
City parks & recreation programs & facilities	35	5.8 %
Maintenance of City streets	124	20.6 %
Overall flow of traffic & congestion management in City	47	7.8 %
City water, sanitary & stormwater management	31	5.1 %
City electric utilities	77	12.8 %
Enforcement of City codes & ordinances	72	12.0 %
Customer service received from City employees	21	3.5 %
Accessibility of City communication to the public	17	2.8 %
City public health services	9	1.5 %
Your access to bus transportation	24	4.0 %
None chosen	35	5.8 %
Total	602	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police services	44	7.3 %
Fire services	20	3.3 %
City parks & recreation programs & facilities	48	8.0 %
Maintenance of City streets	96	15.9 %
Overall flow of traffic & congestion management in City	64	10.6 %
City water, sanitary & stormwater management	38	6.3 %
City electric utilities	64	10.6 %
Enforcement of City codes & ordinances	76	12.6 %
Customer service received from City employees	20	3.3 %
Accessibility of City communication to the public	39	6.5 %
City public health services	23	3.8 %
Your access to bus transportation	23	3.8 %
None chosen	47	7.8 %
Total	602	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police services	286	47.5 %
Fire services	68	11.3 %
City parks & recreation programs & facilities	108	17.9 %
Maintenance of City streets	412	68.4 %
Overall flow of traffic & congestion management in City	128	21.3 %
City water, sanitary & stormwater management	82	13.6 %
City electric utilities	202	33.6 %
Enforcement of City codes & ordinances	205	34.1 %
Customer service received from City employees	49	8.1 %
Accessibility of City communication to the public	61	10.1 %
City public health services	40	6.6 %
Your access to bus transportation	61	10.1 %
None chosen	22	3.7 %
Total	1724	

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Independence using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall value received for your City tax dollars & fees	2.7%	21.3%	26.7%	29.4%	15.1%	4.8%
Q3-2. Overall image of City as a place to locate or expand business	2.0%	17.4%	22.3%	35.0%	18.8%	4.5%
Q3-3. Overall quality of life in City	4.0%	33.4%	29.1%	24.9%	6.8%	1.8%
Q3-4. Type & quality of development west of Noland Road	1.2%	10.6%	27.9%	30.4%	19.1%	10.8%
Q3-5. Type & quality of development east of Noland Road	3.8%	29.2%	30.4%	22.4%	7.6%	6.5%
Q3-6. Accessibility & presentation of City facilities	4.0%	30.7%	38.9%	13.3%	3.3%	9.8%

**WITHOUT "DON'T KNOW"**

**Q3. Please rate your satisfaction with each of the following items that may influence your perception of the City of Independence using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall value received for your City tax dollars & fees	2.8%	22.3%	28.1%	30.9%	15.9%
Q3-2. Overall image of City as a place to locate or expand business	2.1%	18.3%	23.3%	36.7%	19.7%
Q3-3. Overall quality of life in City	4.1%	34.0%	29.6%	25.4%	6.9%
Q3-4. Type & quality of development west of Noland Road	1.3%	11.9%	31.3%	34.1%	21.4%
Q3-5. Type & quality of development east of Noland Road	4.1%	31.3%	32.5%	24.0%	8.2%
Q3-6. Accessibility & presentation of City facilities	4.4%	34.1%	43.1%	14.7%	3.7%

**Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Police presence in your neighborhood	8.1%	31.6%	23.1%	24.1%	10.5%	2.7%
Q4-2. Police presence in commercial areas	6.3%	29.4%	31.1%	22.1%	5.3%	5.8%
Q4-3. City's efforts to prevent crime	3.8%	16.1%	25.1%	29.4%	17.9%	7.6%
Q4-4. Enforcement of local traffic laws	6.6%	25.7%	26.2%	20.3%	15.3%	5.8%
Q4-5. How quickly police arrive at emergencies	8.3%	26.2%	25.4%	12.0%	8.0%	20.1%
Q4-6. Investigation of criminal offenses	3.2%	12.8%	28.1%	13.6%	12.5%	29.9%
Q4-7. Police facilities & locations	7.6%	34.6%	35.4%	8.1%	2.2%	12.1%
Q4-8. Fire protection	24.9%	50.8%	13.8%	0.3%	0.0%	10.1%
Q4-9. How quickly fire personnel arrive at emergencies	25.6%	39.0%	14.6%	0.2%	0.3%	20.3%
Q4-10. Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	18.8%	27.4%	21.3%	5.1%	1.3%	26.1%
Q4-11. How quickly ambulance service personnel arrive at emergencies	18.8%	31.2%	18.6%	2.8%	1.3%	27.2%
Q4-12. Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	15.0%	29.7%	22.4%	2.8%	1.8%	28.2%
Q4-13. Access to mental health outreach & service programs	2.5%	11.6%	25.1%	16.9%	10.3%	33.6%
Q4-14. Quality of animal control services	4.2%	21.6%	28.1%	17.8%	12.3%	16.1%

**WITHOUT "DON'T KNOW"**

**Q4. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Police presence in your neighborhood	8.4%	32.4%	23.7%	24.7%	10.8%
Q4-2. Police presence in commercial areas	6.7%	31.2%	33.0%	23.5%	5.6%
Q4-3. City's efforts to prevent crime	4.1%	17.4%	27.2%	31.8%	19.4%
Q4-4. Enforcement of local traffic laws	7.1%	27.3%	27.9%	21.5%	16.2%
Q4-5. How quickly police arrive at emergencies	10.4%	32.8%	31.8%	15.0%	10.0%
Q4-6. Investigation of criminal offenses	4.5%	18.2%	40.0%	19.4%	17.8%
Q4-7. Police facilities & locations	8.7%	39.3%	40.3%	9.3%	2.5%
Q4-8. Fire protection	27.7%	56.6%	15.3%	0.4%	0.0%
Q4-9. How quickly fire personnel arrive at emergencies	32.1%	49.0%	18.3%	0.2%	0.4%
Q4-10. Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	25.4%	37.1%	28.8%	7.0%	1.8%
Q4-11. How quickly ambulance service personnel arrive at emergencies	25.8%	42.9%	25.6%	3.9%	1.8%
Q4-12. Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	20.8%	41.4%	31.3%	3.9%	2.5%
Q4-13. Access to mental health outreach & service programs	3.8%	17.5%	37.8%	25.5%	15.5%
Q4-14. Quality of animal control services	5.0%	25.7%	33.5%	21.2%	14.7%

**Q5. Which THREE public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. Top choice</u>	<u>Number</u>	<u>Percent</u>
Police presence in your neighborhood	116	19.3 %
Police presence in commercial areas	60	10.0 %
City's efforts to prevent crime	172	28.6 %
Enforcement of local traffic laws	50	8.3 %
How quickly police arrive at emergencies	21	3.5 %
Investigation of criminal offenses	21	3.5 %
Police facilities & locations	3	0.5 %
Fire protection	3	0.5 %
How quickly fire personnel arrive at emergencies	7	1.2 %
Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	11	1.8 %
How quickly ambulance service personnel arrive at emergencies	2	0.3 %
Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	4	0.7 %
Access to mental health outreach & service programs	58	9.6 %
Quality of animal control services	33	5.5 %
None chosen	41	6.8 %
Total	602	100.0 %

**Q5. Which THREE public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police presence in your neighborhood	65	10.8 %
Police presence in commercial areas	70	11.6 %
City's efforts to prevent crime	104	17.3 %
Enforcement of local traffic laws	62	10.3 %
How quickly police arrive at emergencies	42	7.0 %
Investigation of criminal offenses	59	9.8 %
Police facilities & locations	9	1.5 %
Fire protection	12	2.0 %
How quickly fire personnel arrive at emergencies	9	1.5 %
Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	17	2.8 %
How quickly ambulance service personnel arrive at emergencies	9	1.5 %
Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	6	1.0 %
Access to mental health outreach & service programs	48	8.0 %
Quality of animal control services	37	6.1 %
None chosen	53	8.8 %
Total	602	100.0 %

**Q5. Which THREE public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police presence in your neighborhood	62	10.3 %
Police presence in commercial areas	43	7.1 %
City's efforts to prevent crime	80	13.3 %
Enforcement of local traffic laws	43	7.1 %
How quickly police arrive at emergencies	26	4.3 %
Investigation of criminal offenses	64	10.6 %
Police facilities & locations	16	2.7 %
Fire protection	13	2.2 %
How quickly fire personnel arrive at emergencies	13	2.2 %
Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	30	5.0 %
How quickly ambulance service personnel arrive at emergencies	12	2.0 %
Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	8	1.3 %
Access to mental health outreach & service programs	47	7.8 %
Quality of animal control services	68	11.3 %
<u>None chosen</u>	<u>77</u>	<u>12.8 %</u>
Total	602	100.0 %

**SUM OF TOP 3 CHOICES**

**Q5. Which THREE public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q5. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Police presence in your neighborhood	243	40.4 %
Police presence in commercial areas	173	28.7 %
City's efforts to prevent crime	356	59.1 %
Enforcement of local traffic laws	155	25.7 %
How quickly police arrive at emergencies	89	14.8 %
Investigation of criminal offenses	144	23.9 %
Police facilities & locations	28	4.7 %
Fire protection	28	4.7 %
How quickly fire personnel arrive at emergencies	29	4.8 %
Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	58	9.6 %
How quickly ambulance service personnel arrive at emergencies	23	3.8 %
Emergency medical services & transportation provided by City's licensed ambulance provider (AMR)	18	3.0 %
Access to mental health outreach & service programs	153	25.4 %
Quality of animal control services	138	22.9 %
<u>None chosen</u>	<u>41</u>	<u>6.8 %</u>
Total	1676	

**Q6. Please rate to what extent each of the following items are a problem in your neighborhood.**

(N=602)

	Major problem	Minor problem	Not a problem	Don't know
Q6-1. Graffiti	3.0%	22.4%	64.8%	9.8%
Q6-2. Drugs	26.4%	24.8%	20.3%	28.6%
Q6-3. Speeding	35.9%	40.9%	19.8%	3.5%
Q6-4. Stray animals	15.1%	37.2%	41.0%	6.6%
Q6-5. Stealing/theft	37.5%	35.9%	13.6%	13.0%
Q6-6. Abandoned vehicles	9.0%	20.1%	55.1%	15.8%
Q6-7. Individuals who may be houseless	36.9%	27.4%	24.3%	11.5%
Q6-8. Loitering	23.6%	27.1%	37.0%	12.3%

**WITHOUT "DON'T KNOW"****Q6. Please rate to what extent each of the following items are a problem in your neighborhood. (without "don't know")**

(N=602)

	Major problem	Minor problem	Not a problem
Q6-1. Graffiti	3.3%	24.9%	71.8%
Q6-2. Drugs	37.0%	34.7%	28.4%
Q6-3. Speeding	37.2%	42.3%	20.5%
Q6-4. Stray animals	16.2%	39.9%	44.0%
Q6-5. Stealing/theft	43.1%	41.2%	15.6%
Q6-6. Abandoned vehicles	10.7%	23.9%	65.5%
Q6-7. Individuals who may be houseless	41.7%	31.0%	27.4%
Q6-8. Loitering	26.9%	30.9%	42.2%

**Q7. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe."**

(N=602)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q7-1. In your neighborhood during the day	34.9%	50.2%	10.3%	3.3%	0.5%	0.8%
Q7-2. In your neighborhood during the night	15.3%	34.4%	24.4%	19.8%	5.3%	0.8%
Q7-3. In commercial areas in Independence during the day	10.5%	45.5%	25.9%	12.1%	3.0%	3.0%
Q7-4. In commercial areas in Independence during the night	1.7%	13.6%	26.9%	37.2%	16.3%	4.3%
Q7-5. When you are in City parks	3.7%	23.1%	31.2%	18.8%	5.8%	17.4%

**WITHOUT "DON'T KNOW"**

**Q7. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "very safe" and 1 means "very unsafe." (without "don't know")**

(N=602)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q7-1. In your neighborhood during the day	35.2%	50.6%	10.4%	3.4%	0.5%
Q7-2. In your neighborhood during the night	15.4%	34.7%	24.6%	19.9%	5.4%
Q7-3. In commercial areas in Independence during the day	10.8%	46.9%	26.7%	12.5%	3.1%
Q7-4. In commercial areas in Independence during the night	1.7%	14.2%	28.1%	38.9%	17.0%
Q7-5. When you are in City parks	4.4%	28.0%	37.8%	22.7%	7.0%

**Q8. Emergency Management. Overall, how satisfied are you with the City's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?**

Q8. How satisfied are you with City's emergency preparedness efforts

	Number	Percent
Very satisfied	27	4.5 %
Satisfied	131	21.8 %
Neutral	167	27.7 %
Dissatisfied	65	10.8 %
Very dissatisfied	13	2.2 %
Don't know	199	33.1 %
Total	602	100.0 %

**WITHOUT "DON'T KNOW"**

**Q8. Emergency Management. Overall, how satisfied are you with the city's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster? (without "don't know")**

Q8. How satisfied are you with City's emergency preparedness efforts

	Number	Percent
Very satisfied	27	6.7 %
Satisfied	131	32.5 %
Neutral	167	41.4 %
Dissatisfied	65	16.1 %
Very dissatisfied	13	3.2 %
Total	403	100.0 %

**Q9. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Leadership provided by City's elected officials	2.5%	15.9%	32.4%	22.1%	15.1%	12.0%
Q9-2. Access to elected & appointed City officials	3.3%	14.6%	34.1%	18.8%	10.3%	18.9%
Q9-3. How my councilmember engages with their district(s) or residents	4.3%	6.3%	24.1%	27.9%	17.3%	20.1%
Q9-4. How Council & City leadership engage with the public on decisions	2.3%	8.0%	23.1%	29.9%	20.1%	16.6%

**WITHOUT "DON'T KNOW"**

**Q9. City Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Leadership provided by City's elected officials	2.8%	18.1%	36.8%	25.1%	17.2%
Q9-2. Access to elected & appointed City officials	4.1%	18.0%	42.0%	23.2%	12.7%
Q9-3. How my councilmember engages with their district(s) or residents	5.4%	7.9%	30.1%	34.9%	21.6%
Q9-4. How Council & City leadership engage with the public on decisions	2.8%	9.6%	27.7%	35.9%	24.1%

**Q10. Water, Wastewater, and Electric Utilities. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Taste of tap water in your home	51.0%	32.9%	8.1%	3.8%	2.8%	1.3%
Q10-2. Water pressure in your home	35.9%	42.0%	7.6%	9.8%	4.2%	0.5%
Q10-3. Wastewater collection system	19.6%	39.5%	19.6%	4.0%	3.0%	14.3%
Q10-4. Value of your water & wastewater utility services	20.4%	36.9%	23.3%	9.5%	5.6%	4.3%
Q10-5. Maintenance of City's stormwater drains & culverts in your neighborhood	12.8%	32.1%	24.1%	16.3%	7.6%	7.1%
Q10-6. Overall reliability of electrical service	29.1%	51.3%	12.8%	3.7%	1.7%	1.5%
Q10-7. How quickly electrical outages are repaired	22.4%	49.3%	15.8%	6.1%	2.0%	4.3%
Q10-8. Value of your electric utility service	17.9%	33.7%	22.1%	14.5%	10.8%	1.0%
Q10-9. Efforts of City's utilities programs to promote the environment & conservation	7.6%	21.8%	34.9%	9.0%	4.7%	22.1%
Q10-10. Customer service responsiveness & accessibility	9.5%	23.4%	28.4%	14.1%	10.0%	14.6%

**WITHOUT "DON'T KNOW"**

**Q10. Water, Wastewater, and Electric Utilities. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Taste of tap water in your home	51.7%	33.3%	8.2%	3.9%	2.9%
Q10-2. Water pressure in your home	36.1%	42.2%	7.7%	9.8%	4.2%
Q10-3. Wastewater collection system	22.9%	46.1%	22.9%	4.7%	3.5%
Q10-4. Value of your water & wastewater utility services	21.4%	38.5%	24.3%	9.9%	5.9%
Q10-5. Maintenance of City's stormwater drains & culverts in your neighborhood	13.8%	34.5%	25.9%	17.5%	8.2%
Q10-6. Overall reliability of electrical service	29.5%	52.1%	13.0%	3.7%	1.7%
Q10-7. How quickly electrical outages are repaired	23.4%	51.6%	16.5%	6.4%	2.1%
Q10-8. Value of your electric utility service	18.1%	34.1%	22.3%	14.6%	10.9%
Q10-9. Efforts of City's utilities programs to promote the environment & conservation	9.8%	27.9%	44.8%	11.5%	6.0%
Q10-10. Customer service responsiveness & accessibility	11.1%	27.4%	33.3%	16.5%	11.7%

**Q11. The Independence City Council has commissioned two studies regarding the future ownership of the Independence Power and Light utility. As of today, which of the following options do you prefer?**

<u>Q11. Which option do you prefer</u>	<u>Number</u>	<u>Percent</u>
City continues to own electric utility	471	78.2 %
Privatization of electric utility	75	12.5 %
Not provided	56	9.3 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q11. The Independence City Council has commissioned two studies regarding the future ownership of the Independence Power and Light utility. As of today, which of the following options do you prefer? (without "not provided")**

<u>Q11. Which option do you prefer</u>	<u>Number</u>	<u>Percent</u>
City continues to own electric utility	471	86.3 %
Privatization of electric utility	75	13.7 %
Total	546	100.0 %

**Q12. Enforcement of City Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Cleanup of trash & debris on residential property	5.5%	22.1%	23.1%	30.1%	14.8%	4.5%
Q12-2. Cleanup of trash & debris on commercial property	3.5%	17.8%	24.4%	32.7%	16.6%	5.0%
Q12-3. Mowing & trimming of residential property	6.3%	33.2%	29.6%	19.3%	7.6%	4.0%
Q12-4. Mowing & trimming of commercial property	5.5%	30.2%	33.1%	18.1%	8.5%	4.7%
Q12-5. Maintenance of residential buildings in your neighborhood	9.0%	36.9%	30.9%	13.5%	5.5%	4.3%
Q12-6. Maintenance of commercial buildings in your neighborhood	4.2%	27.9%	34.6%	16.9%	6.3%	10.1%
Q12-7. Maintenance of rental buildings in your neighborhood	3.3%	21.4%	31.7%	20.9%	9.5%	13.1%
Q12-8. Food safety standards at restaurants in City	8.8%	44.0%	29.2%	8.6%	1.5%	7.8%

**WITHOUT "DON'T KNOW"**

**Q12. Enforcement of City Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Cleanup of trash & debris on residential property	5.7%	23.1%	24.2%	31.5%	15.5%
Q12-2. Cleanup of trash & debris on commercial property	3.7%	18.7%	25.7%	34.4%	17.5%
Q12-3. Mowing & trimming of residential property	6.6%	34.6%	30.8%	20.1%	8.0%
Q12-4. Mowing & trimming of commercial property	5.7%	31.7%	34.7%	19.0%	8.9%
Q12-5. Maintenance of residential buildings in your neighborhood	9.4%	38.5%	32.3%	14.1%	5.7%
Q12-6. Maintenance of commercial buildings in your neighborhood	4.6%	31.1%	38.4%	18.9%	7.0%
Q12-7. Maintenance of rental buildings in your neighborhood	3.8%	24.7%	36.5%	24.1%	10.9%
Q12-8. Food safety standards at restaurants in City	9.5%	47.7%	31.7%	9.4%	1.6%

**Q13. City Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Maintenance & condition of City parks & park facilities	8.3%	39.5%	26.1%	10.6%	2.7%	12.8%
Q13-2. Access to & availability of City parks	11.1%	46.2%	22.3%	6.6%	2.8%	11.0%
Q13-3. Number of walking & biking trails	8.5%	37.4%	19.9%	14.5%	5.5%	14.3%
Q13-4. Recreation programs & classes	6.3%	25.2%	27.1%	12.1%	3.5%	25.7%
Q13-5. Recreation facilities & venues	7.3%	28.9%	26.9%	13.3%	5.0%	18.6%

**WITHOUT "DON'T KNOW"**

**Q13. City Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance & condition of City parks & park facilities	9.5%	45.3%	29.9%	12.2%	3.0%
Q13-2. Access to & availability of City parks	12.5%	51.9%	25.0%	7.5%	3.2%
Q13-3. Number of walking & biking trails	9.9%	43.6%	23.3%	16.9%	6.4%
Q13-4. Recreation programs & classes	8.5%	34.0%	36.5%	16.3%	4.7%
Q13-5. Recreation facilities & venues	9.0%	35.5%	33.1%	16.3%	6.1%

**Q14. City Communications. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14-1. Availability of information about City programs & services	5.8%	25.6%	30.1%	24.9%	4.3%	9.3%
Q14-2. City efforts to keep you informed about local issues	4.3%	21.3%	27.7%	30.9%	10.0%	5.8%

**WITHOUT "DON'T KNOW"**

**Q14. City Communications. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Availability of information about City programs & services	6.4%	28.2%	33.2%	27.5%	4.8%
Q14-2. City efforts to keep you informed about local issues	4.6%	22.6%	29.5%	32.8%	10.6%

**Q15. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (24 Highway, 23rd St. (78 Highway), MO 291, 40 Highway, and 7 Highway are State owned within the City and not maintained by the City.)**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Maintenance of major City streets	3.0%	24.8%	20.1%	36.0%	15.6%	0.5%
Q15-2. Maintenance of streets in residential areas	3.0%	21.3%	20.3%	36.9%	17.9%	0.7%
Q15-3. Maintenance of street signs on City streets	8.6%	43.4%	31.2%	11.6%	3.7%	1.5%
Q15-4. Maintenance of traffic signals on City streets	10.0%	53.3%	24.3%	9.1%	2.5%	0.8%
Q15-5. Maintenance of curbs in residential & commercial areas	5.5%	30.2%	26.9%	22.6%	13.0%	1.8%
Q15-6. Access to 3rd party trash & recycling services	16.9%	37.0%	22.6%	11.5%	5.1%	6.8%
Q15-7. Snow removal on major City streets	12.8%	45.2%	20.9%	14.3%	6.1%	0.7%
Q15-8. Mowing & trimming along City streets & other public areas	5.8%	36.5%	24.4%	22.6%	9.3%	1.3%
Q15-9. Availability of City's Drop-Off Depot program to dispose of yard waste, appliances & trash	6.3%	21.6%	25.1%	22.4%	8.3%	16.3%
Q15-10. Adequate number & placement of City's street lights	8.3%	43.2%	28.2%	14.1%	3.7%	2.5%
Q15-11. Availability & condition of sidewalks	3.5%	18.3%	28.1%	31.7%	15.3%	3.2%
Q15-12. Maintenance & condition of City buildings	7.0%	36.9%	35.4%	8.8%	2.8%	9.1%
Q15-13. Maintenance & preservation of Independence Square	13.1%	46.0%	23.3%	9.5%	4.5%	3.7%
Q15-14. Maintenance & preservation of Englewood Arts District	8.3%	36.2%	28.1%	9.8%	3.7%	14.0%

**WITHOUT "DON'T KNOW"**

**Q15. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (24 Highway, 23rd St. (78 Highway), MO 291, 40 Highway, and 7 Highway are State owned within the City and not maintained by the City.) (without "don't know")**

(N=602)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Maintenance of major City streets	3.0%	24.9%	20.2%	36.2%	15.7%
Q15-2. Maintenance of streets in residential areas	3.0%	21.4%	20.4%	37.1%	18.1%
Q15-3. Maintenance of street signs on City streets	8.8%	44.0%	31.7%	11.8%	3.7%
Q15-4. Maintenance of traffic signals on City streets	10.1%	53.8%	24.5%	9.2%	2.5%
Q15-5. Maintenance of curbs in residential & commercial areas	5.6%	30.8%	27.4%	23.0%	13.2%
Q15-6. Access to 3rd party trash & recycling services	18.2%	39.8%	24.2%	12.3%	5.5%
Q15-7. Snow removal on major City streets	12.9%	45.5%	21.1%	14.4%	6.2%
Q15-8. Mowing & trimming along City streets & other public areas	5.9%	37.0%	24.7%	22.9%	9.4%
Q15-9. Availability of City's Drop-Off Depot program to dispose of yard waste, appliances & trash	7.5%	25.8%	30.0%	26.8%	9.9%
Q15-10. Adequate number & placement of City's street lights	8.5%	44.3%	29.0%	14.5%	3.7%
Q15-11. Availability & condition of sidewalks	3.6%	18.9%	29.0%	32.8%	15.8%
Q15-12. Maintenance & condition of City buildings	7.7%	40.6%	38.9%	9.7%	3.1%
Q15-13. Maintenance & preservation of Independence Square	13.6%	47.8%	24.1%	9.8%	4.7%

**WITHOUT "DON'T KNOW"**

**Q15. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (24 Highway, 23rd St. (78 Highway), MO 291, 40 Highway, and 7 Highway are State owned within the City and not maintained by the City.) (without "don't know")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-14. Maintenance & preservation of Englewood Arts District	9.7%	42.1%	32.6%	11.4%	4.2%

**Q16. Independence Historic Sites and Neighborhoods. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements concerning the City's historic sites and neighborhoods (e.g. Vaile Mansion, Bingham-Waggoner, Chicago and Alton Depot, Pioneer Spring Cabin, National Frontier Trails Museum, Log Courthouse).**

(N=602)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q16-1. It is important to preserve City's historic sites	63.1%	27.4%	6.6%	0.7%	0.3%	1.8%
Q16-2. City effectively promotes its heritage sites	20.4%	39.7%	21.9%	10.1%	4.3%	3.5%
Q16-3. It is important to preserve City's historic neighborhoods	51.5%	36.7%	8.0%	2.3%	0.3%	1.2%
Q16-4. It is important to maintain historic character of The Square	58.1%	29.6%	7.5%	2.5%	1.0%	1.3%

**WITHOUT "NOT PROVIDED"**

**Q16. Independence Historic Sites and Neighborhoods. Using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree," please rate your level of agreement with each of the following statements concerning the City's historic sites and neighborhoods (e.g. Vaile Mansion, Bingham-Waggoner, Chicago and Alton Depot, Pioneer Spring Cabin, National Frontier Trails Museum, Log Courthouse). (without "not provided")**

(N=602)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q16-1. It is important to preserve City's historic sites	64.3%	27.9%	6.8%	0.7%	0.3%
Q16-2. City effectively promotes its heritage sites	21.2%	41.1%	22.7%	10.5%	4.5%
Q16-3. It is important to preserve City's historic neighborhoods	52.1%	37.1%	8.1%	2.4%	0.3%
Q16-4. It is important to maintain historic character of The Square	58.9%	30.0%	7.6%	2.5%	1.0%

**Q16a. Do you support the city using tax dollars to own and operate these historic sites?**

Q16a. Do you support City using tax dollars to own & operate these historic sites	Number	Percent
Yes	466	77.4 %
No	106	17.6 %
Not provided	30	5.0 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"****Q16a. Do you support the city using tax dollars to own and operate these historic sites? (without "not provided")**

Q16a. Do you support City using tax dollars to own & operate these historic sites	Number	Percent
Yes	466	81.5 %
No	106	18.5 %
Total	572	100.0 %

**Q17. Which of the City's historic sites have you visited within the last two years?**

Q17. Which City's historic sites have you visited within last two years	Number	Percent
Bingham-Waggoner	199	33.1 %
Chicago & Alton Depot	88	14.6 %
1827 Log Courthouse	83	13.8 %
National Frontier Trails Museum	127	21.1 %
1859 Jail	132	21.9 %
Vaile Mansion	234	38.9 %
Total	863	

**Q18. Please rate the City of Independence with regard to each of the following using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor."**

(N=602)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q18-1. As a place to live	8.3%	45.3%	17.1%	21.9%	6.8%	0.5%
Q18-2. As a place to raise children	6.3%	35.2%	21.8%	21.6%	10.0%	5.1%
Q18-3. As a place to work	5.1%	32.6%	26.9%	16.4%	8.6%	10.3%
Q18-4. As a place to visit	9.5%	38.2%	21.3%	21.1%	7.8%	2.2%

**WITHOUT "DON'T KNOW"**

**Q18. Please rate the City of Independence with regard to each of the following using a scale of 1 to 5, where 5 means "excellent" and 1 means "poor." (without "don't know")**

(N=602)

	Excellent	Good	Neutral	Below average	Poor
Q18-1. As a place to live	8.3%	45.6%	17.2%	22.0%	6.8%
Q18-2. As a place to raise children	6.7%	37.1%	22.9%	22.8%	10.5%
Q18-3. As a place to work	5.7%	36.3%	30.0%	18.3%	9.6%
Q18-4. As a place to visit	9.7%	39.0%	21.7%	21.6%	8.0%

**Q19. Please rate your level of agreement with each of the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree."**

(N=602)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q19-1. My neighborhood needs to be improved	19.9%	31.1%	30.4%	16.6%	1.5%	0.5%
Q19-2. Housing in my neighborhood is well-maintained	11.8%	43.0%	25.6%	15.9%	3.2%	0.5%
Q19-3. I am optimistic about the future of my neighborhood	9.5%	34.7%	29.6%	19.9%	5.0%	1.3%
Q19-4. I expect the value of my home to increase during next five years	10.0%	37.5%	27.1%	17.6%	4.8%	3.0%
Q19-5. I am concerned about potential crime problems in my neighborhood	22.8%	42.4%	20.3%	11.8%	2.0%	0.8%
Q19-6. I am satisfied with convenient access to grocery & drug stores	25.2%	50.7%	8.8%	12.5%	2.5%	0.3%

**WITHOUT "NOT PROVIDED"**

**Q19. Please rate your level of agreement with each of the following statements using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree." (without "not provided")**

(N=602)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q19-1. My neighborhood needs to be improved	20.0%	31.2%	30.6%	16.7%	1.5%
Q19-2. Housing in my neighborhood is well-maintained	11.9%	43.2%	25.7%	16.0%	3.2%
Q19-3. I am optimistic about the future of my neighborhood	9.6%	35.2%	30.0%	20.2%	5.1%
Q19-4. I expect the value of my home to increase during next five years	10.3%	38.7%	27.9%	18.2%	5.0%
Q19-5. I am concerned about potential crime problems in my neighborhood	22.9%	42.7%	20.4%	11.9%	2.0%
Q19-6. I am satisfied with convenient access to grocery & drug stores	25.3%	50.8%	8.8%	12.5%	2.5%

**Q20. Please rate how important each of the following reasons for deciding where to live was in your decision to live in Independence using a scale of 1 to 5, where 5 is "very important" and 1 is "not at all important."**

(N=602)

	Very important	Important	Neutral	Not important	Not at all important	Don't know
Q20-1. Sense of community	17.9%	40.0%	26.9%	9.8%	3.3%	2.0%
Q20-2. Employment opportunities in Independence	17.4%	27.9%	28.2%	13.6%	7.6%	5.1%
Q20-3. Diversity of housing choice	11.3%	38.2%	27.9%	11.3%	6.1%	5.1%
Q20-4. Affordability of housing	34.2%	43.5%	13.0%	4.3%	2.0%	3.0%
Q20-5. Access to a variety of shopping & entertainment options	25.7%	48.3%	17.6%	4.3%	2.2%	1.8%
Q20-6. Availability of parks & recreation opportunities	21.4%	43.2%	24.6%	5.8%	2.2%	2.8%
Q20-7. Near family or friends	29.1%	38.5%	20.9%	5.3%	3.7%	2.5%
Q20-8. Access/proximity to employment opportunities	19.9%	37.9%	25.1%	7.1%	5.5%	4.5%
Q20-9. Access to quality education options	34.6%	30.7%	19.6%	5.5%	5.3%	4.3%
Q20-10. Family friendly activities & venues	24.3%	42.5%	20.6%	5.1%	3.7%	3.8%

**WITHOUT "DON'T KNOW"**

**Q20. Please rate how important each of the following reasons for deciding where to live was in your decision to live in Independence using a scale of 1 to 5, where 5 is "very important" and 1 is "not at all important." (without "don't know")**

(N=602)

	Very important	Important	Neutral	Not important	Not at all important
Q20-1. Sense of community	18.3%	40.8%	27.5%	10.0%	3.4%
Q20-2. Employment opportunities in Independence	18.4%	29.4%	29.8%	14.4%	8.1%
Q20-3. Diversity of housing choice	11.9%	40.3%	29.4%	11.9%	6.5%
Q20-4. Affordability of housing	35.3%	44.9%	13.4%	4.5%	2.1%
Q20-5. Access to a variety of shopping & entertainment options	26.2%	49.2%	17.9%	4.4%	2.2%
Q20-6. Availability of parks & recreation opportunities	22.1%	44.4%	25.3%	6.0%	2.2%
Q20-7. Near family or friends	29.8%	39.5%	21.5%	5.5%	3.7%
Q20-8. Access/proximity to employment opportunities	20.9%	39.7%	26.3%	7.5%	5.7%
Q20-9. Access to quality education options	36.1%	32.1%	20.5%	5.7%	5.6%
Q20-10. Family friendly activities & venues	25.2%	44.2%	21.4%	5.4%	3.8%

**Q21. Which THREE of the reasons listed in Question 20 will have the MOST IMPACT on your decision to stay in Independence for the next 10 years?**

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	65	10.8 %
Employment opportunities in Independence	42	7.0 %
Diversity of housing choice	16	2.7 %
Affordability of housing	172	28.6 %
Access to a variety of shopping & entertainment options	62	10.3 %
Availability of parks & recreation opportunities	8	1.3 %
Near family or friends	134	22.3 %
Access/proximity to employment opportunities	13	2.2 %
Access to quality education options	38	6.3 %
Family friendly activities & venues	15	2.5 %
None chosen	37	6.1 %
Total	602	100.0 %

**Q21. Which THREE of the reasons listed in Question 20 will have the MOST IMPACT on your decision to stay in Independence for the next 10 years?**

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	49	8.1 %
Employment opportunities in Independence	39	6.5 %
Diversity of housing choice	31	5.1 %
Affordability of housing	96	15.9 %
Access to a variety of shopping & entertainment options	106	17.6 %
Availability of parks & recreation opportunities	37	6.1 %
Near family or friends	65	10.8 %
Access/proximity to employment opportunities	41	6.8 %
Access to quality education options	46	7.6 %
Family friendly activities & venues	37	6.1 %
None chosen	55	9.1 %
Total	602	100.0 %

**Q21. Which THREE of the reasons listed in Question 20 will have the MOST IMPACT on your decision to stay in Independence for the next 10 years?**

<u>Q21. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Sense of community	74	12.3 %
Employment opportunities in Independence	20	3.3 %
Diversity of housing choice	16	2.7 %
Affordability of housing	63	10.5 %
Access to a variety of shopping & entertainment options	77	12.8 %
Availability of parks & recreation opportunities	57	9.5 %
Near family or friends	56	9.3 %
Access/proximity to employment opportunities	47	7.8 %
Access to quality education options	47	7.8 %
Family friendly activities & venues	65	10.8 %
None chosen	80	13.3 %
Total	602	100.0 %

**SUM OF TOP 3 CHOICES**

**Q21. Which THREE of the reasons listed in Question 20 will have the MOST IMPACT on your decision to stay in Independence for the next 10 years? (top 3)**

<u>Q21. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Sense of community	188	31.2 %
Employment opportunities in Independence	101	16.8 %
Diversity of housing choice	63	10.5 %
Affordability of housing	331	55.0 %
Access to a variety of shopping & entertainment options	245	40.7 %
Availability of parks & recreation opportunities	102	16.9 %
Near family or friends	255	42.4 %
Access/proximity to employment opportunities	101	16.8 %
Access to quality education options	131	21.8 %
Family friendly activities & venues	117	19.4 %
None chosen	37	6.1 %
Total	1671	

**Q22. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the City's current pace of development in each of the following areas.**

(N=602)

	Much too slow	Too slow	Just right	Too fast	Much too fast	Don't know
Q22-1. Single-family residential development	15.4%	29.7%	27.7%	3.0%	0.8%	23.3%
Q22-2. Pace & quality of redevelopment	19.3%	34.9%	19.6%	4.3%	1.0%	20.9%
Q22-3. Market-rate multi-family residential development designed to be renter-occupied	6.0%	12.8%	20.8%	18.4%	17.4%	24.6%
Q22-4. Office development	7.6%	18.3%	30.6%	5.3%	2.3%	35.9%
Q22-5. Industrial development	11.5%	19.3%	28.6%	6.1%	5.8%	28.7%
Q22-6. Retail development	15.1%	31.6%	24.3%	5.8%	3.5%	19.8%

**WITHOUT "DON'T KNOW"**

**Q22. Using a five-point scale where 5 means "much too slow" and 1 means "much too fast," please rate the City's current pace of development in each of the following areas. (without "don't know")**

(N=602)

	Much too slow	Too slow	Just right	Too fast	Much too fast
Q22-1. Single-family residential development	20.1%	38.7%	36.1%	3.9%	1.1%
Q22-2. Pace & quality of redevelopment	24.4%	44.1%	24.8%	5.5%	1.3%
Q22-3. Market-rate multi-family residential development designed to be renter-occupied	7.9%	17.0%	27.5%	24.4%	23.1%
Q22-4. Office development	11.9%	28.5%	47.7%	8.3%	3.6%
Q22-5. Industrial development	16.1%	27.0%	40.1%	8.6%	8.2%
Q22-6. Retail development	18.8%	39.3%	30.2%	7.2%	4.3%

**Q23. Which THREE of these issues listed in Question 22 do you think should receive the HIGHEST PRIORITY in the City's long-range plan?**

<u>Q23. Top choice</u>	<u>Number</u>	<u>Percent</u>
Single-family residential development	210	34.9 %
Pace & quality of redevelopment	124	20.6 %
Market-rate multi-family residential development designed to be renter-occupied	50	8.3 %
Office development	16	2.7 %
Industrial development	54	9.0 %
Retail development	88	14.6 %
None chosen	60	10.0 %
Total	602	100.0 %

**Q23. Which THREE of these issues listed in Question 22 do you think should receive the HIGHEST PRIORITY in the City's long-range plan?**

<u>Q23. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Single-family residential development	88	14.6 %
Pace & quality of redevelopment	140	23.3 %
Market-rate multi-family residential development designed to be renter-occupied	63	10.5 %
Office development	51	8.5 %
Industrial development	75	12.5 %
Retail development	106	17.6 %
None chosen	79	13.1 %
Total	602	100.0 %

**Q23. Which THREE of these issues listed in Question 22 do you think should receive the HIGHEST PRIORITY in the City's long-range plan?**

Q23. 3rd choice	Number	Percent
Single-family residential development	87	14.5 %
Pace & quality of redevelopment	97	16.1 %
Market-rate multi-family residential development designed to be renter-occupied	53	8.8 %
Office development	53	8.8 %
Industrial development	60	10.0 %
Retail development	140	23.3 %
None chosen	112	18.6 %
Total	602	100.0 %

**SUM OF TOP 3 CHOICES**

**Q23. Which THREE of these issues listed in Question 22 do you think should receive the HIGHEST PRIORITY in the City's long-range plan? (top 3)**

Q23. Sum of top 3 choices	Number	Percent
Single-family residential development	385	64.0 %
Pace & quality of redevelopment	361	60.0 %
Market-rate multi-family residential development designed to be renter-occupied	166	27.6 %
Office development	120	19.9 %
Industrial development	189	31.4 %
Retail development	334	55.5 %
None chosen	60	10.0 %
Total	1615	

**Q24. Would you support a general obligation bond to repair or replace?**

Q24. Would you support a general obligation bond to repair or replace	Number	Percent
Street repair & replacement	436	72.4 %
Sidewalks to schools/sidewalks to parks	291	48.3 %
Curb/gutter repair & replacement	251	41.7 %
Repair/replace bridges	330	54.8 %
New police headquarters & support functions (K-9, firing range, municipal court)	185	30.7 %
Community center/recreation complex	206	34.2 %
Historic sites repair/replacement (including Vaile Mansion, Bingham-Waggoner Estates, Chicago-Alton Depot, 1827 Log Courthouse)	264	43.9 %
Animal shelter renovations	278	46.2 %
Total	2241	

**Q25. How satisfied are you with the overall quality of the Independence Events Center (AKA Cable Dahmer Arena)?**

Q25. How satisfied are you with overall quality of Independence Events Center	Number	Percent
Very satisfied	138	22.9 %
Satisfied	193	32.1 %
Neutral	100	16.6 %
Dissatisfied	14	2.3 %
Very dissatisfied	11	1.8 %
Don't know	146	24.3 %
Total	602	100.0 %

**WITHOUT "DON'T KNOW"**

**Q25. How satisfied are you with the overall quality of the Independence Events Center (AKA Cable Dahmer Arena)? (without "don't know")**

Q25. How satisfied are you with overall quality of Independence Events Center	Number	Percent
Very satisfied	138	30.3 %
Satisfied	193	42.3 %
Neutral	100	21.9 %
Dissatisfied	14	3.1 %
Very dissatisfied	11	2.4 %
Total	456	100.0 %

**Q26. Where do you currently get news and information about City programs, services and events?**

Q26. Where do you currently get news & information about City programs, services, & events	Number	Percent
Called or written a City Council member	32	5.3 %
Attended a City Council meeting	48	8.0 %
Attended a neighborhood meeting	32	5.3 %
Read an article in Examiner about City	112	18.6 %
Read an article in Kansas City Star about City	74	12.3 %
Watched City's government access channel, City 7 (Channel 7 on Comcast, or YouTube)	69	11.5 %
Read City's newsletter, CityScene	253	42.0 %
Accessed City website (independencemo.org)	237	39.4 %
Accessed City's social media (Facebook, Twitter/X, Nextdoor, Instagram)	298	49.5 %
Watched network television news about City	252	41.9 %
Registered to receive e-newsletters & press releases	77	12.8 %
Total	1484	

**Q27. From which THREE sources of information listed in Question 26 would you most prefer to get information from the City?**

<u>Q27. Top choice</u>	<u>Number</u>	<u>Percent</u>
Called or written a City Council member	11	1.8 %
Attended a City Council meeting	10	1.7 %
Attended a neighborhood meeting	7	1.2 %
Read an article in Examiner about City	36	6.0 %
Read an article in Kansas City Star about City	11	1.8 %
Watched City's government access channel, City 7 (Channel 7 on Comcast, or YouTube)	27	4.5 %
Read City's newsletter, CityScene	150	24.9 %
Accessed City website (independencemo.org)	61	10.1 %
Accessed City's social media (Facebook, Twitter/X, Nextdoor, Instagram)	121	20.1 %
Watched network television news about City	44	7.3 %
Registered to receive e-newsletters & press releases	36	6.0 %
None chosen	88	14.6 %
Total	602	100.0 %

**Q27. From which THREE sources of information listed in Question 26 would you most prefer to get information from the City?**

<u>Q27. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Called or written a City Council member	9	1.5 %
Attended a City Council meeting	13	2.2 %
Attended a neighborhood meeting	10	1.7 %
Read an article in Examiner about City	17	2.8 %
Read an article in Kansas City Star about City	19	3.2 %
Watched City's government access channel, City 7 (Channel 7 on Comcast, or YouTube)	31	5.1 %
Read City's newsletter, CityScene	76	12.6 %
Accessed City website (independencemo.org)	113	18.8 %
Accessed City's social media (Facebook, Twitter/X, Nextdoor, Instagram)	88	14.6 %
Watched network television news about City	58	9.6 %
Registered to receive e-newsletters & press releases	35	5.8 %
None chosen	133	22.1 %
Total	602	100.0 %

**Q27. From which THREE sources of information listed in Question 26 would you most prefer to get information from the City?**

<u>Q27. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Called or written a City Council member	14	2.3 %
Attended a City Council meeting	11	1.8 %
Attended a neighborhood meeting	10	1.7 %
Read an article in Examiner about City	19	3.2 %
Read an article in Kansas City Star about City	16	2.7 %
Watched City's government access channel, City 7 (Channel 7 on Comcast, or YouTube)	29	4.8 %
Read City's newsletter, CityScene	53	8.8 %
Accessed City website (independencemo.org)	64	10.6 %
Accessed City's social media (Facebook, Twitter/X, Nextdoor, Instagram)	58	9.6 %
Watched network television news about City	63	10.5 %
Registered to receive e-newsletters & press releases	54	9.0 %
None chosen	211	35.0 %
Total	602	100.0 %

**SUM OF TOP 3 CHOICES**

**Q27. From which THREE sources of information listed in Question 26 would you most prefer to get information from the City? (top 3)**

<u>Q27. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Called or written a City Council member	34	5.6 %
Attended a City Council meeting	34	5.6 %
Attended a neighborhood meeting	27	4.5 %
Read an article in Examiner about City	72	12.0 %
Read an article in Kansas City Star about City	46	7.6 %
Watched City's government access channel, City 7 (Channel 7 on Comcast, or YouTube)	87	14.5 %
Read City's newsletter, CityScene	279	46.3 %
Accessed City website (independencemo.org)	238	39.5 %
Accessed City's social media (Facebook, Twitter/X, Nextdoor, Instagram)	267	44.4 %
Watched network television news about City	165	27.4 %
Registered to receive e-newsletters & press releases	125	20.8 %
None chosen	88	14.6 %
Total	1462	

**Q28. Approximately how many minutes did you or members of your household watch the City's cable television, City 7, during the past week?**

Q28. How many minutes did you watch City's cable television, City 7, during past week

	Number	Percent
None	403	66.9 %
0 to 30 minutes	45	7.5 %
30 minutes to 1 hour	21	3.5 %
More than 1 hour	21	3.5 %
Haven't watched City's cable television during past week	96	15.9 %
Not provided	16	2.7 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q28. Approximately how many minutes did you or members of your household watch the City's cable television, City 7, during the past week? (without "not provided")**

Q28. How many minutes did you watch City's cable television, City 7, during past week

	Number	Percent
None	403	68.8 %
0 to 30 minutes	45	7.7 %
30 minutes to 1 hour	21	3.6 %
More than 1 hour	21	3.6 %
Haven't watched City's cable television during past week	96	16.4 %
Total	586	100.0 %

**Q28a. What do you watch when you watch the City's cable television, City 7?**

Q28a. What do you watch when you watch City's cable television, City 7

	Number	Percent
Live City meeting	69	14.1 %
Pre-recorded City meeting	62	12.7 %
Programs from other agencies/governmental organizations	22	4.5 %
Information slides & music	15	3.1 %
Something that catches my eye while "channel surfing"	79	16.1 %
Total	247	

**Q29. If you registered to receive a digital newsletter or press release, which do you currently receive?**

Q29. Which do you currently receive	Number	Percent
CityScene newsletter	163	27.1 %
Independence Today bi-weekly newsletter	36	6.0 %
Utilities Customer monthly newsletter	100	16.6 %
What's Happening with Parks, Recreation & Tourism	28	4.7 %
City Press Release	28	4.7 %
None	302	50.2 %
Total	657	

**WITHOUT "NONE"**

**Q29. If you registered to receive a digital newsletter or press release, which do you currently receive? (without "none")**

Q29. Which do you currently receive	Number	Percent
CityScene newsletter	163	54.3 %
Independence Today bi-weekly newsletter	36	12.0 %
Utilities Customer monthly newsletter	99	33.0 %
What's Happening with Parks, Recreation & Tourism	28	9.3 %
City Press Release	27	9.0 %
Total	353	

**Q30. Including yourself, how many persons in your household are...**

	Mean	Sum
number	2.3	1355
Under age 5	0.1	36
Ages 5-9	0.1	60
Ages 10-14	0.1	40
Ages 15-19	0.1	73
Ages 20-24	0.1	52
Ages 25-34	0.3	187
Ages 35-44	0.3	204
Ages 45-54	0.3	208
Ages 55-64	0.4	228
Ages 65-74	0.2	142
Ages 75+	0.2	125

**Q31. How many years have you lived in the City of Independence?**

Q31. How many years have you lived in City of Independence	Number	Percent
0-5	76	12.6 %
6-10	52	8.6 %
11-15	43	7.1 %
16-20	46	7.6 %
21-30	99	16.4 %
31+	266	44.2 %
Not provided	20	3.3 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. How many years have you lived in the City of Independence? (without "not provided")**

Q31. How many years have you lived in City of Independence	Number	Percent
0-5	76	13.1 %
6-10	52	8.9 %
11-15	43	7.4 %
16-20	46	7.9 %
21-30	99	17.0 %
31+	266	45.7 %
Total	582	100.0 %

**Q32. Do you own or rent your current residence?**

Q32. Do you own or rent your current residence	Number	Percent
Own	433	71.9 %
Rent	166	27.6 %
Not provided	3	0.5 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. Do you own or rent your current residence? (without "not provided")**

Q32. Do you own or rent your current residence	Number	Percent
Own	433	72.3 %
Rent	166	27.7 %
Total	599	100.0 %

**Q33. Is your home a...**

Q33. What is your home	Number	Percent
Single-family home	519	86.2 %
Apartment	31	5.1 %
Duplex	20	3.3 %
Mobile home	4	0.7 %
Condo/townhome	24	4.0 %
Not provided	4	0.7 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q33. Is your home a... (without "not provided")**

Q33. What is your home	Number	Percent
Single-family home	519	86.8 %
Apartment	31	5.2 %
Duplex	20	3.3 %
Mobile home	4	0.7 %
Condo/townhome	24	4.0 %
Total	598	100.0 %

**Q34. What is your age?**

Q34. Your age	Number	Percent
18-34	98	16.3 %
35-44	119	19.8 %
45-54	123	20.4 %
55-64	119	19.8 %
65+	125	20.8 %
Not provided	18	3.0 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q34. What is your age? (without "not provided")**

Q34. Your age	Number	Percent
18-34	98	16.8 %
35-44	119	20.4 %
45-54	123	21.1 %
55-64	119	20.4 %
65+	125	21.4 %
Total	584	100.0 %

**Q35. If you are employed outside the home, in which zip code do you work?**

Q35. In which zip code do you work	Number	Percent
64050	38	12.1 %
64055	32	10.2 %
64057	19	6.1 %
64056	15	4.8 %
64015	14	4.5 %
64111	12	3.8 %
64052	10	3.2 %
64108	9	2.9 %
64053	8	2.6 %
64133	8	2.6 %
64106	7	2.2 %
64116	7	2.2 %
64068	6	1.9 %
64063	6	1.9 %
64029	6	1.9 %
64064	5	1.6 %
64120	5	1.6 %
64014	5	1.6 %
66215	5	1.6 %
66211	5	1.6 %
66210	4	1.3 %
64141	4	1.3 %
64081	4	1.3 %
64128	4	1.3 %
64138	3	1.0 %
64086	3	1.0 %
64058	3	1.0 %
64114	3	1.0 %
64125	3	1.0 %
64088	2	0.6 %
64130	2	0.6 %
66062	2	0.6 %
66103	2	0.6 %
64129	2	0.6 %
66101	2	0.6 %
66106	2	0.6 %
64147	2	0.6 %
64132	2	0.6 %
64105	2	0.6 %
64150	1	0.3 %
64151	1	0.3 %
64118	1	0.3 %
68726	1	0.3 %
64131	1	0.3 %
66205	1	0.3 %
64110	1	0.3 %
64012	1	0.3 %
66115	1	0.3 %
64145	1	0.3 %
64016	1	0.3 %
64119	1	0.3 %

**Q35. If you are employed outside the home, in which zip code do you work?**

Q35. In which zip code do you work	Number	Percent
64117	1	0.3 %
64601	1	0.3 %
66160	1	0.3 %
66214	1	0.3 %
64082	1	0.3 %
66202	1	0.3 %
66206	1	0.3 %
66212	1	0.3 %
66251	1	0.3 %
64054	1	0.3 %
66064	1	0.3 %
64018	1	0.3 %
64089	1	0.3 %
64112	1	0.3 %
64093	1	0.3 %
64102	1	0.3 %
66021	1	0.3 %
66207	1	0.3 %
66079	1	0.3 %
66105	1	0.3 %
66201	1	0.3 %
64134	1	0.3 %
64139	1	0.3 %
64501	1	0.3 %
64115	1	0.3 %
64101	1	0.3 %
64051	1	0.3 %
64030	1	0.3 %
Total	313	100.0 %

**Q36. Would you say your total household income is...**

Q36. Your total household income	Number	Percent
Under \$30K	112	18.6 %
\$30K to \$59,999	154	25.6 %
\$60K to \$99,999	140	23.3 %
\$100K+	121	20.1 %
Not provided	75	12.5 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. Would you say your total household income is... (without "not provided")**

Q36. Your total household income	Number	Percent
Under \$30K	112	21.3 %
\$30K to \$59,999	154	29.2 %
\$60K to \$99,999	140	26.6 %
\$100K+	121	23.0 %
Total	527	100.0 %

**Q37. Did you vote in the April 2022 City General Election?**

Q37. Did you vote in April 2022 City General Election	Number	Percent
Yes	442	73.4 %
No	158	26.2 %
Not provided	2	0.3 %
Total	602	100.0 %

**WITHOUT "NOT PROVIDED"****Q37. Did you vote in the April 2022 City General Election? (without "not provided")**

Q37. Did you vote in April 2022 City General Election	Number	Percent
Yes	442	73.7 %
No	158	26.3 %
Total	600	100.0 %

**Q38. Your gender:**

Q38. Your gender	Number	Percent
Male	300	49.8 %
Female	297	49.3 %
Non-binary	3	0.5 %
Prefer not to answer	2	0.3 %
Total	602	100.0 %

**WITHOUT "PREFER NOT TO ANSWER"**

**Q38. Your gender: (without "prefer not to answer")**

Q38. Your gender	Number	Percent
Male	300	50.0 %
Female	297	49.5 %
Non-binary	3	0.5 %
Total	600	100.0 %

**Q39. Which of the following best describes your race/ethnicity?**

Q39. Your race/ethnicity	Number	Percent
Asian or Asian Indian	6	1.0 %
Black or African American	62	10.3 %
American Indian or Alaska Native	4	0.7 %
White or Caucasian	460	76.4 %
Native Hawaiian or other Pacific Islander	2	0.3 %
Hispanic, Spanish, or Latino/a/x	58	9.6 %
Other	6	1.0 %
Total	598	

**Q39-7. Self-describe your race/ethnicity:**

Q39-7. Self-describe your race/ethnicity	Number	Percent
Mixed	2	33.3 %
Multi-racial	2	33.3 %
European	1	16.7 %
Lebanese	1	16.7 %
Total	6	100.0 %

A graphic consisting of a white circle with a dark blue border containing the number '5', followed by a dark blue horizontal bar containing the text 'Survey Instrument' in white.

**5** Survey Instrument



# INDEPENDENCE

★ MISSOURI ★

111 East Maple Street • Independence, Missouri 64050  
[independencemo.gov](http://independencemo.gov) • 816-325-7030

Dear City of Independence Resident,

Congratulations on being randomly selected to participate in the 2023 Citizen Survey. Your input is extremely important. Results from this survey will be used to determine the city's priorities over the coming months and years, and we need to know what is important to you, our citizens.

Since our last survey in 2018, there have been many changes in our community, and we are excited to receive your feedback as we continue to work toward the future.

Please return your completed survey in the enclosed postage-paid envelope within the next week. If you prefer, you can also complete the survey online at [independencemosurvey.org](http://independencemosurvey.org). Thank you for your time and attention as you complete and return the survey. If you have any questions, please feel free to call (816) 325-7086.

Sincerely,

Rory Rowland, Mayor



# 2023 City of Independence Resident Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's planning process and will be used by city leaders to make planning and investment decisions. If you would like to complete the survey online, go to [independencemosurvey.org](http://independencemosurvey.org). If you have questions, please call the City Manager's office at (816) 325-7086.

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police services	5	4	3	2	1	9
02. Fire services	5	4	3	2	1	9
03. City parks and recreation programs and facilities	5	4	3	2	1	9
04. Maintenance of city streets	5	4	3	2	1	9
05. Overall flow of traffic and congestion management in the city	5	4	3	2	1	9
06. City water, sanitary, and stormwater management	5	4	3	2	1	9
07. City's electric utilities	5	4	3	2	1	9
08. Enforcement of city codes and ordinances	5	4	3	2	1	9
09. Customer service received from city employees	5	4	3	2	1	9
10. Accessibility of city communication to the public	5	4	3	2	1	9
11. City public health services	5	4	3	2	1	9
12. Your access to bus transportation	5	4	3	2	1	9

2. **Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years?** *[Write in your answers below using the numbers from the list in Question 1.]*

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

3. **Please rate your satisfaction with each of the following items that may influence your perception of the City of Independence using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall value received for your city tax dollars and fees	5	4	3	2	1	9
2. Overall image of the city as a place to locate or expand business	5	4	3	2	1	9
3. Overall quality of life in the city	5	4	3	2	1	9
4. Type and quality of development west of Noland Road	5	4	3	2	1	9
5. Type and quality of development east of Noland Road	5	4	3	2	1	9
6. Accessibility and presentation of city facilities	5	4	3	2	1	9

**4. Public Safety.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Police presence in your neighborhood	5	4	3	2	1	9
02. Police presence in commercial areas	5	4	3	2	1	9
03. City's efforts to prevent crime	5	4	3	2	1	9
04. Enforcement of local traffic laws	5	4	3	2	1	9
05. How quickly police arrive at emergencies	5	4	3	2	1	9
06. Investigation of criminal offenses	5	4	3	2	1	9
07. Police facilities and locations	5	4	3	2	1	9
08. Fire protection	5	4	3	2	1	9
09. How quickly fire personnel arrive at emergencies	5	4	3	2	1	9
10. Emergency or 9-1-1 dispatching, particularly in the event of a medical emergency	5	4	3	2	1	9
11. How quickly ambulance service personnel arrive at emergencies	5	4	3	2	1	9
12. Emergency medical services and transportation are provided by the city's licensed ambulance provider (AMR)	5	4	3	2	1	9
13. Access to mental health outreach and service programs	5	4	3	2	1	9
14. Quality of animal control services	5	4	3	2	1	9

**5. Which THREE public safety items listed in Question 4 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 4.]**

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

**6. Please rate to what extent each of the following items are a problem in your neighborhood.**

	Major Problem	Minor Problem	Not a Problem	Don't Know
1. Graffiti	3	2	1	9
2. Drugs	3	2	1	9
3. Speeding	3	2	1	9
4. Stray animals	3	2	1	9
5. Stealing/theft	3	2	1	9
6. Abandoned vehicles	3	2	1	9
7. Individuals who may be houseless	3	2	1	9
8. Loitering	3	2	1	9

**7. Please rate how safe you feel in each of the following situations using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."**

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood during the night	5	4	3	2	1	9
3. In commercial areas in Independence during the day	5	4	3	2	1	9
4. In commercial areas in Independence during the night	5	4	3	2	1	9
5. When you are in city parks	5	4	3	2	1	9

**8. Emergency Management.** Overall, how satisfied are you with the city's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

\_\_\_\_(5) Very satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (1) Very dissatisfied  
 \_\_\_\_ (4) Satisfied      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (9) Don't know

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The leadership provided by the city's elected officials	5	4	3	2	1	9
2. Access to elected and appointed city officials	5	4	3	2	1	9
3. How my councilmember engages with their district(s) or residents	5	4	3	2	1	9
4. How the council and city leadership engage with the public on decisions	5	4	3	2	1	9

**10. Water, Wastewater, and Electric Utilities. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. The taste of the tap water in your home	5	4	3	2	1	9
02. Water pressure in your home	5	4	3	2	1	9
03. Wastewater collection system	5	4	3	2	1	9
04. The value of your water and wastewater utility services	5	4	3	2	1	9
05. Maintenance of the city's stormwater drains and culverts in your neighborhood	5	4	3	2	1	9
06. Overall reliability of electrical service	5	4	3	2	1	9
07. How quickly electrical outages are repaired	5	4	3	2	1	9
08. The value of your electric utility service	5	4	3	2	1	9
09. The efforts of the city's utilities programs to promote the environment and conservation	5	4	3	2	1	9
10. Customer service responsiveness and accessibility	5	4	3	2	1	9

**11. The Independence City Council has commissioned two studies regarding the future ownership of the Independence Power and Light utility. As of today, which of the following options do you prefer? [Select only one.]**

\_\_\_\_(1) The City continues to own the electric utility      \_\_\_\_ (2) Privatization of the electric utility

**12. Enforcement of City Codes and Ordinances. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The cleanup of trash and debris on residential property	5	4	3	2	1	9
2. The cleanup of trash and debris on commercial property	5	4	3	2	1	9
3. The mowing and trimming of residential property	5	4	3	2	1	9
4. The mowing and trimming of commercial property	5	4	3	2	1	9
5. The maintenance of residential buildings in your neighborhood	5	4	3	2	1	9
6. The maintenance of commercial buildings in your neighborhood	5	4	3	2	1	9
7. The maintenance of rental buildings in your neighborhood	5	4	3	2	1	9
8. The food safety standards at restaurants in the city	5	4	3	2	1	9

**13. City Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance and condition of city parks and park facilities	5	4	3	2	1	9
2. Access to and availability of city parks	5	4	3	2	1	9
3. Number of walking and biking trails	5	4	3	2	1	9
4. Recreation programs and classes	5	4	3	2	1	9
5. Recreation facilities and venues	5	4	3	2	1	9

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about city programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9

15. **City Maintenance.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." [24 Highway, 23rd St. (78 Highway), MO 291, 40 Highway, and 7 Highway are State owned within the city and not maintained by the city.]

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of major city streets	5	4	3	2	1	9
02. Maintenance of streets in residential areas	5	4	3	2	1	9
03. Maintenance of street signs on city streets	5	4	3	2	1	9
04. Maintenance of traffic signals on city streets	5	4	3	2	1	9
05. Maintenance of curbs in residential and commercial areas	5	4	3	2	1	9
06. Access to 3rd party trash and recycling services	5	4	3	2	1	9
07. Snow removal on major city streets	5	4	3	2	1	9
08. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
09. Availability of the city's Drop-Off Depot program to dispose of yard waste, appliances and trash	5	4	3	2	1	9
10. Adequate number and placement of the city's street lights	5	4	3	2	1	9
11. Availability and condition of sidewalks	5	4	3	2	1	9
12. Maintenance and condition of city buildings	5	4	3	2	1	9
13. Maintenance and preservation of Independence Square	5	4	3	2	1	9
14. Maintenance and preservation of Englewood Arts District	5	4	3	2	1	9

16. **Independence Historic Sites and Neighborhoods.** Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements concerning the city's historic sites and neighborhoods (e.g., Vaile Mansion, Bingham-Waggoner, Chicago and Alton Depot, Pioneer Spring Cabin, National Frontier Trails Museum, Log Courthouse).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. It is important to preserve the city's historic sites	5	4	3	2	1
2. The city effectively promotes its heritage sites	5	4	3	2	1
3. It is important to preserve the city's historic neighborhoods	5	4	3	2	1
4. It is important to maintain the historic character of The Square	5	4	3	2	1

- 16a. Do you support the city using tax dollars to own and operate these historic sites?

\_\_\_\_(1) Yes      \_\_\_\_ (2) No

17. Which of the city's historic sites have you visited within the last two years? [Check all that apply.]

\_\_\_\_(1) Bingham-Waggoner      \_\_\_\_ (3) 1827 Log Courthouse      \_\_\_\_ (5) 1859 Jail  
 \_\_\_\_ (2) Chicago and Alton Depot      \_\_\_\_ (4) National Frontier Trails Museum      \_\_\_\_ (6) Vaile Mansion

18. Please rate the City of Independence with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to visit	5	4	3	2	1	9

19. Please rate your level of agreement with each of the following statements using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. My neighborhood needs to be improved	5	4	3	2	1
2. Housing in my neighborhood is well-maintained	5	4	3	2	1
3. I am optimistic about the future of my neighborhood	5	4	3	2	1
4. I expect the value of my home to increase during the next five years	5	4	3	2	1
5. I am concerned about potential crime problems in my neighborhood	5	4	3	2	1
6. I am satisfied with convenient access to grocery and drug stores	5	4	3	2	1

20. Please rate how important each of the following reasons for deciding where to live was in your decision to live in Independence using a scale of 1 to 5, where 5 is "Very Important" and 1 is "Very Unimportant."

	Very Important	Important	Neutral	Not Important	Not at all Important	Don't Know
01. Sense of community	5	4	3	2	1	9
02. Employment opportunities in Independence	5	4	3	2	1	9
03. Diversity of housing choice	5	4	3	2	1	9
04. Affordability of housing	5	4	3	2	1	9
05. Access to a variety of shopping and entertainment options	5	4	3	2	1	9
06. Availability of parks and recreation opportunities	5	4	3	2	1	9
07. Near family or friends	5	4	3	2	1	9
08. Access/proximity to employment opportunities	5	4	3	2	1	9
09. Access to quality education options	5	4	3	2	1	9
10. Family-friendly activities and venues	5	4	3	2	1	9

21. Which THREE of the reasons listed in Question 20 will have the MOST IMPACT on your decision to stay in Independence for the next 10 years? [Write in your answers below using the numbers from the list in Question 20.]

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

22. Using a five-point scale where 5 means "Much Too Slow" and 1 means "Much Too Fast," please rate the city's current pace of development in each of the following areas.

	Much Too Slow	Too Slow	Just Right	Too Fast	Much Too Fast	Don't Know
1. Single-family residential development	5	4	3	2	1	9
2. Pace and quality of redevelopment	5	4	3	2	1	9
3. Market-rate multi-family residential development designed to be renter-occupied	5	4	3	2	1	9
4. Office development	5	4	3	2	1	9
5. Industrial development	5	4	3	2	1	9
6. Retail development	5	4	3	2	1	9

23. Which THREE of these issues listed in Question 22 do you think should receive the HIGHEST PRIORITY in the city's long-range plan? [Write in your answers below using the numbers from the list in Question 22.]

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

24. Would you support a general obligation bond to repair or replace? [Check all that apply.]

- |   |  |
|---|--|
| ____ (1) Street repair and replacement  | ____ (6) Community center/recreation complex   |
| ____ (2) Sidewalks to schools/sidewalks to parks  | ____ (7) Historic sites repair/replacement (including Vaile Mansion, Bingham-Waggoner Estates, Chicago-Alton Depot, 1827 Log Courthouse) |
| ____ (3) Curb/Gutter repair and replacement   | ____ (8) Animal shelter renovations  |
| ____ (4) Repair/replace bridges   |  |
| ____ (5) New police headquarters and support functions (K-9, firing range, municipal court) |  |

25. **How satisfied are you with the overall quality of the Independence Events Center (AKA Cable Dahmer Arena)?**

- \_\_\_(5) Very satisfied      \_\_\_(3) Neutral      \_\_\_(1) Very dissatisfied  
\_\_\_(4) Satisfied      \_\_\_(2) Dissatisfied      \_\_\_(9) Don't know

26. **Where do you currently get news and information about City programs, services and events?**  
*[Check all that apply.]*

- \_\_\_(01) Called or written a City Council member      \_\_\_(07) Read the city's newsletter, CityScene  
\_\_\_(02) Attended a City Council meeting      \_\_\_(08) Accessed city website (independencemo.org)  
\_\_\_(03) Attended a neighborhood meeting      \_\_\_(09) Accessed the city's social media (Facebook, Twitter/X, Nextdoor, Instagram)  
\_\_\_(04) Read an article in the Examiner about the city  
\_\_\_(05) Read an article in the Kansas City Star about the city      \_\_\_(10) Watched network television news about the city  
\_\_\_(06) Watched the city's government access channel, City 7 (Channel 7 on Comcast, or YouTube)      \_\_\_(11) Registered to receive digital newsletters and press releases

27. **From which THREE sources of information listed in Question 26 would you most prefer to get information from the City?** *[Write in your answers below using the numbers from the list in Question 26, or circle "NONE."]*

1st: \_\_\_      2nd: \_\_\_      3rd: \_\_\_      NONE

28. **Approximately how many minutes did you or members of your household watch the city's cable television, City 7, during the past week?**

- \_\_\_(1) None      \_\_\_(3) 30 minutes to 1 hour      \_\_\_(5) Haven't watched the city's cable television during the past week *[Skip to Q29.]*  
\_\_\_(2) 0 to 30 minutes      \_\_\_(4) More than 1 hour

28a. **What do you watch when you watch the city's cable television, City 7?** *[Check all that apply.]*

- \_\_\_(1) Live city meeting      \_\_\_(4) Information slides and music  
\_\_\_(2) Pre-recorded city meeting      \_\_\_(5) Something that catches my eye while "channel surfing"  
\_\_\_(3) Programs from other agencies/governmental organizations

29. **If you registered to receive a digital newsletter or press release, which do you currently receive?**  
*[Check all that apply.]*

- \_\_\_(1) CityScene Newsletter      \_\_\_(4) What's Happening with Parks, Recreation and Tourism  
\_\_\_(2) Independence Today bi-weekly newsletter      \_\_\_(5) City Press Release  
\_\_\_(3) Utilities Customer monthly newsletter      \_\_\_(6) None

## Demographics

30. **Including yourself, how many persons in your household are...**

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

31. **How many years have you lived in the City of Independence?** \_\_\_\_\_ years

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

33. **Is your home a...**

- \_\_\_(1) Single-family home      \_\_\_(3) Duplex      \_\_\_(5) Condo/Townhome  
\_\_\_(2) Apartment      \_\_\_(4) Mobile home

34. **What is your age?** \_\_\_\_\_ years
35. **If you are employed outside the home, in which zip code do you work?** \_\_\_\_\_
36. **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) More than \$100,000
37. **Did you vote in the April 2022 City General Election?**    \_\_\_\_ (1) Yes    \_\_\_\_ (2) No
38. **Your gender:**    \_\_\_\_ (1) Male    \_\_\_\_ (2) Female    \_\_\_\_ (3) Non-binary    \_\_\_\_ (4) Prefer not to answer
39. **Which of the following best describes your race/ethnicity? [Check all that apply]**  
 \_\_\_\_ (01) Asian or Asian Indian    \_\_\_\_ (05) Native Hawaiian or other Pacific Islander  
 \_\_\_\_ (02) Black or African American    \_\_\_\_ (06) Hispanic, Spanish, or Latino/a/x  
 \_\_\_\_ (03) American Indian or Alaska Native    \_\_\_\_ (99) Other: \_\_\_\_\_  
 \_\_\_\_ (04) White or Caucasian
40. **If you have any recommendations or suggestions for other projects you would like the city to consider, please provide them below.**  
 \_\_\_\_\_  
 \_\_\_\_\_
41. **If you have any other comments you would like to make, please provide them below.**  
 \_\_\_\_\_  
 \_\_\_\_\_
42. **Would you be willing to participate in future surveys sponsored by the City of Independence?**  
 \_\_\_\_ (1) Yes [Answer Q42a.]    \_\_\_\_ (2) No
- 42a. Please provide your contact information.**  
 Mobile Phone Number: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**  
 Please return your completed survey in the enclosed postage-paid envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.  
 The address information printed to the right will  
 ONLY be used to help identify needs in different  
 areas of the city. Thank you.