

Section 2:
Benchmarking Analysis

2016 *DirectionFinder*[®] Survey Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities and counties in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of more than 4,000 residents across the United States and (2) a regional survey that was administered during the fall of 2014 to a random sample of more than 400 residents in Kansas and Missouri.

Interpreting the Charts

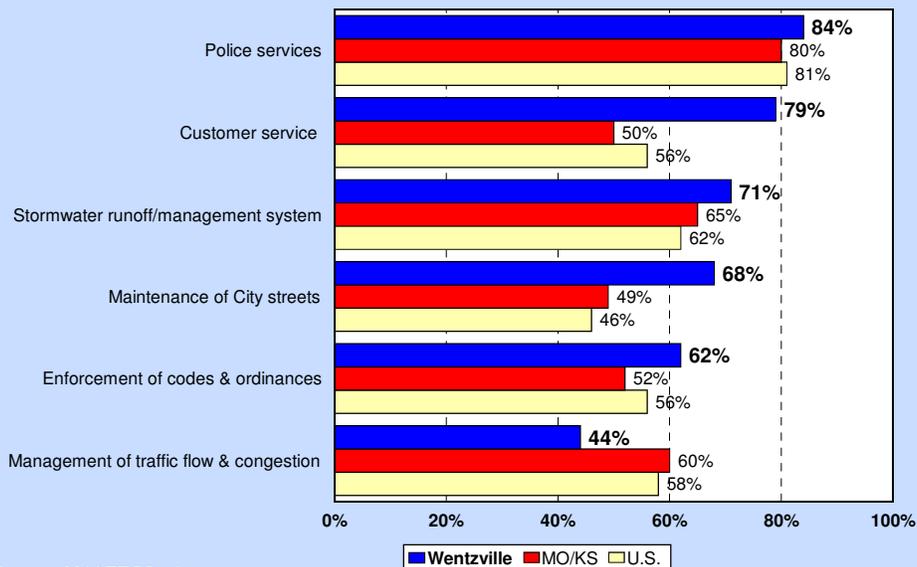
The charts on the following pages show how the overall results for Wentzville compare to the a U.S. national and regional averages based on the results of the 2014 survey that was administered by ETC Institute to a random sample of more than 4,000 residents across the United States, and the regional survey administered to more than 400 residents living in communities throughout Missouri and Kansas. The City of Wentzville's results are shown in blue, the Missouri/Kansas averages are shown in red and the National averages are shown in yellow in the charts on the following pages.

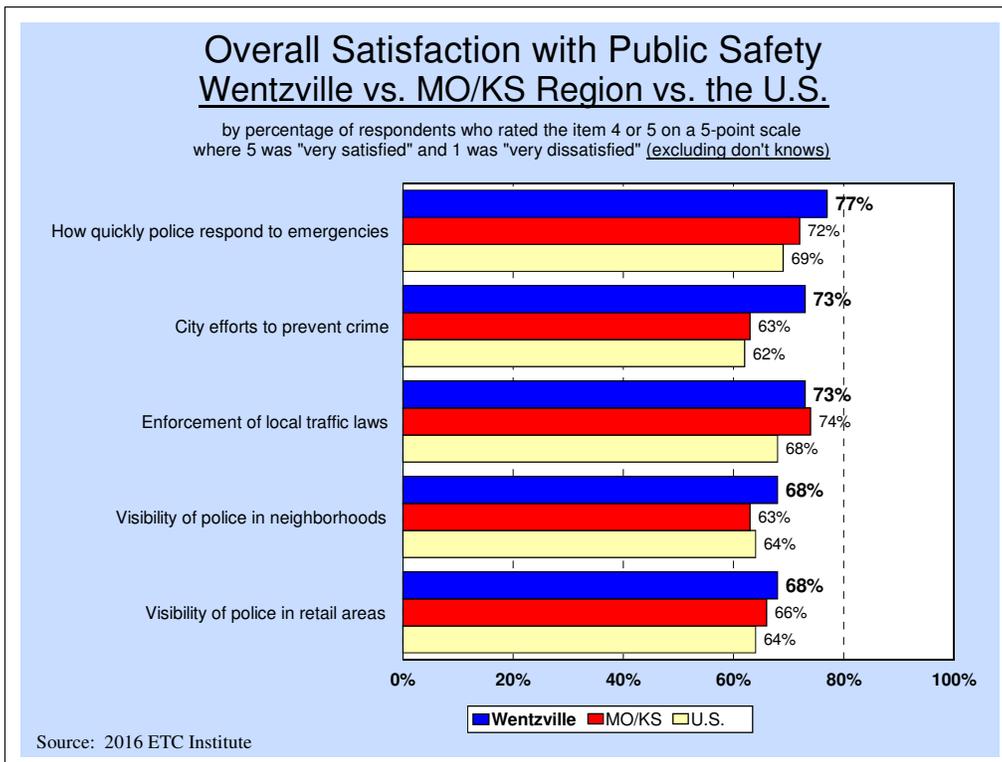
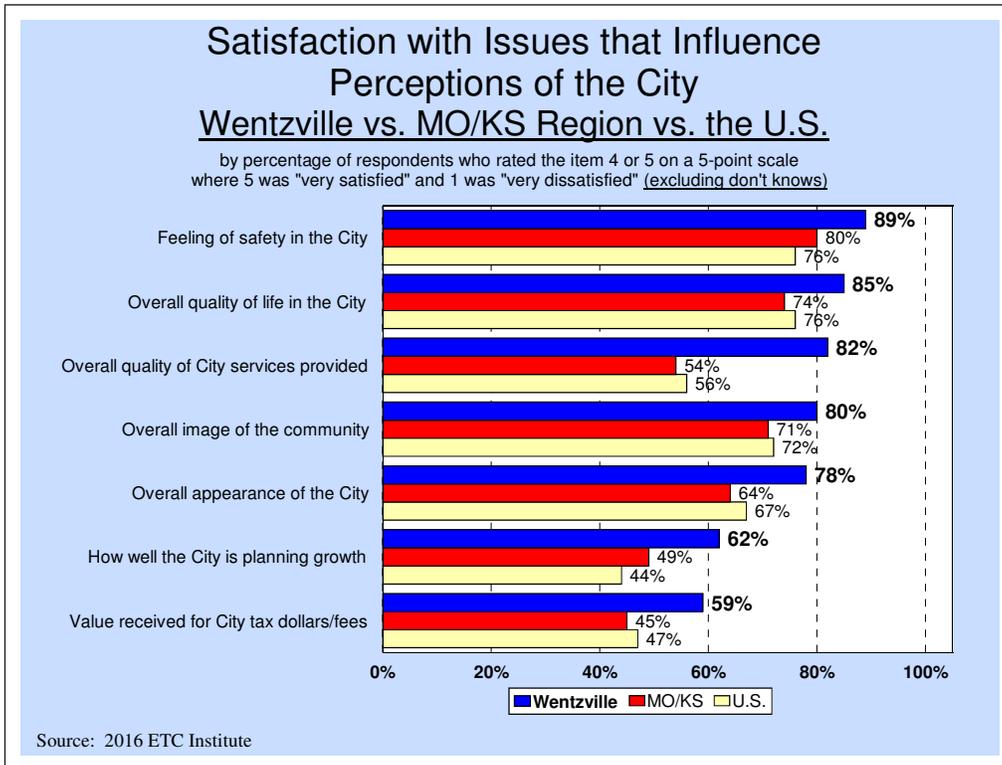
National Benchmarks

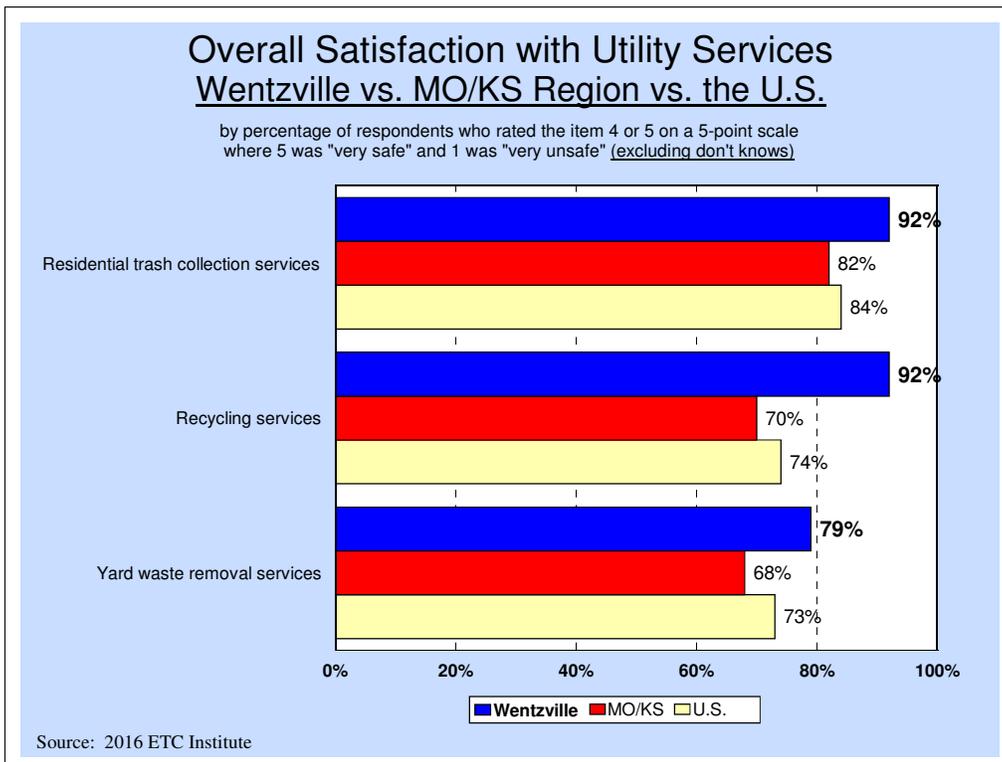
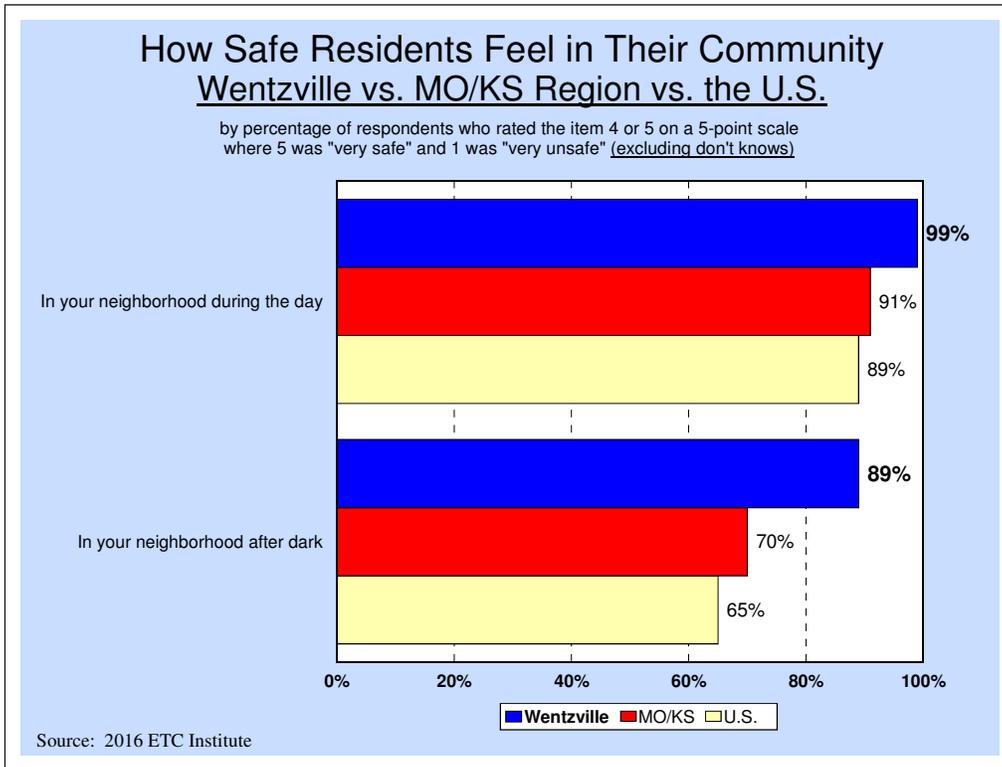
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Wentzville, Missouri is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Wentzville vs. MO/KS 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)

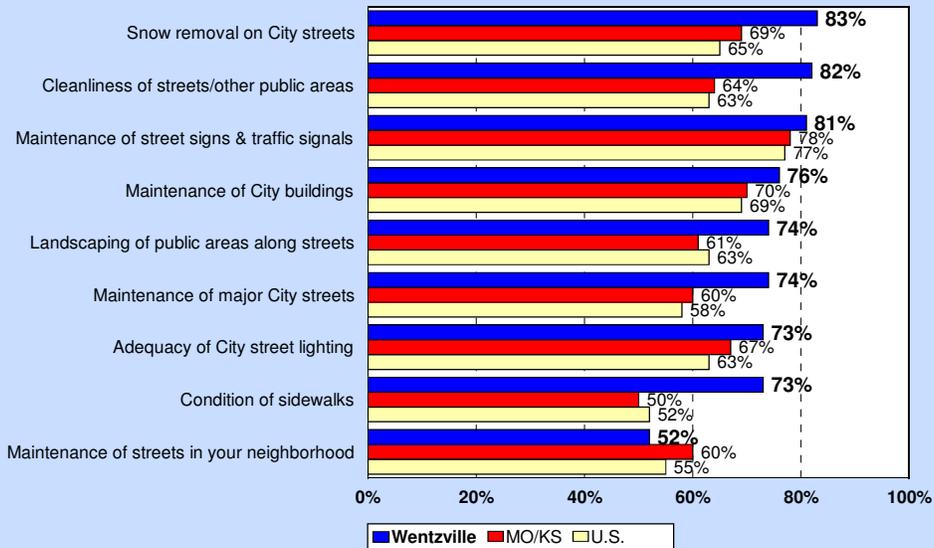






Overall Satisfaction with City Maintenance Wentzville vs. MO/KS Region vs. the U.S.

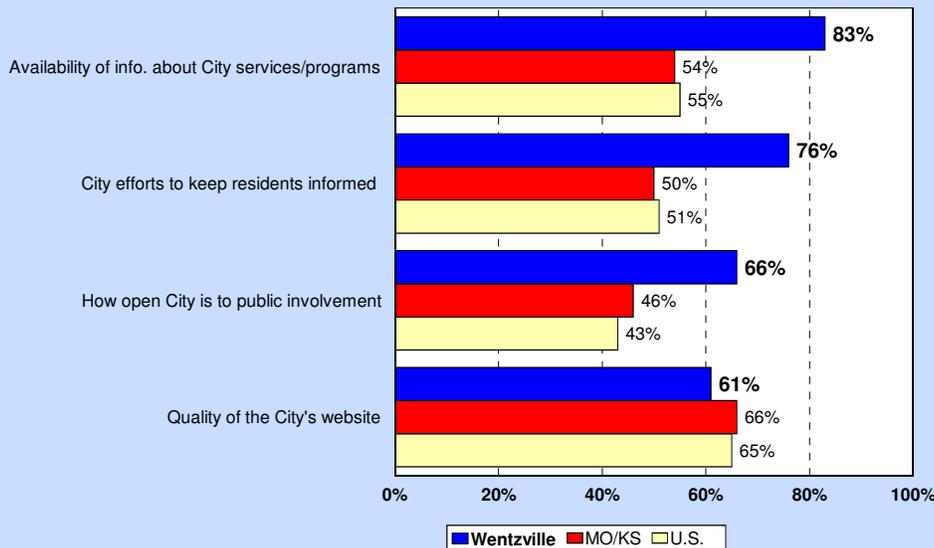
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2016 ETC Institute

Overall Satisfaction with Communication Wentzville vs. MO/KS Region vs. the U.S.

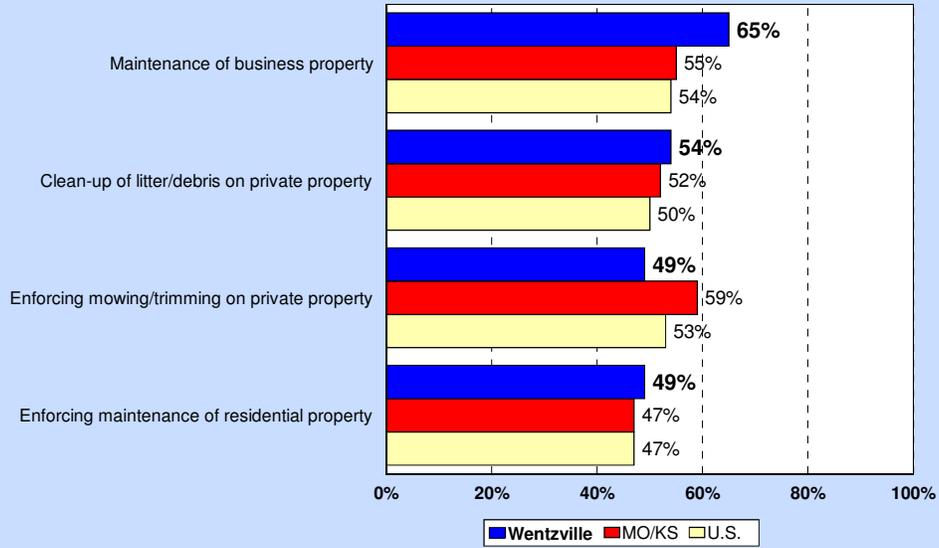
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2016 ETC Institute

Overall Satisfaction with Code Enforcement Wentzville vs. MO/KS Region vs. the U.S.

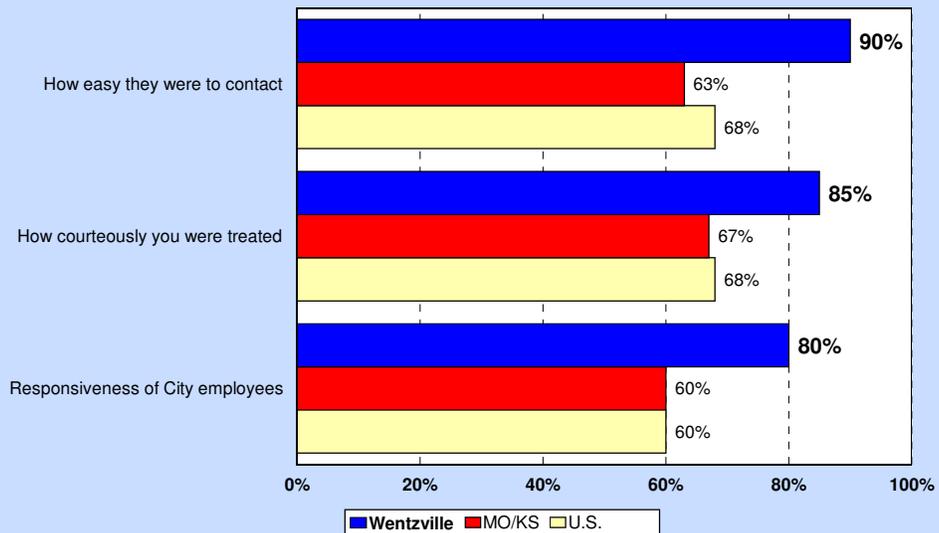
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2016 ETC Institute

Overall Satisfaction with Customer Service Wentzville vs. MO/KS 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 safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2016 ETC Institute

