

Section 3:
Benchmarking Comparisons



DirectionFinder® Survey Year 2010 Benchmarking Summary Report

Overview

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

Since November 1999, the survey has been administered in more than 200 cities and counties in 39 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 4,300 U.S. residents in March 2010, (2) a survey that was administered to 437 residents in the Central Region of the United States in March 2010; and 3) surveys that have been administered by ETC Institute in 30 communities in Missouri and Kansas between January 2008 and May 2010. The Missouri and Kansas communities represented in this report include:

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

Local and National Benchmarks. The first set of charts on the following pages show how the overall results for Wentzville compare to the average level of satisfaction for the Central U.S. region and the national average based on the results of a 2010 survey that was administered by ETC Institute to a random sample of 4,377 U.S. residents.



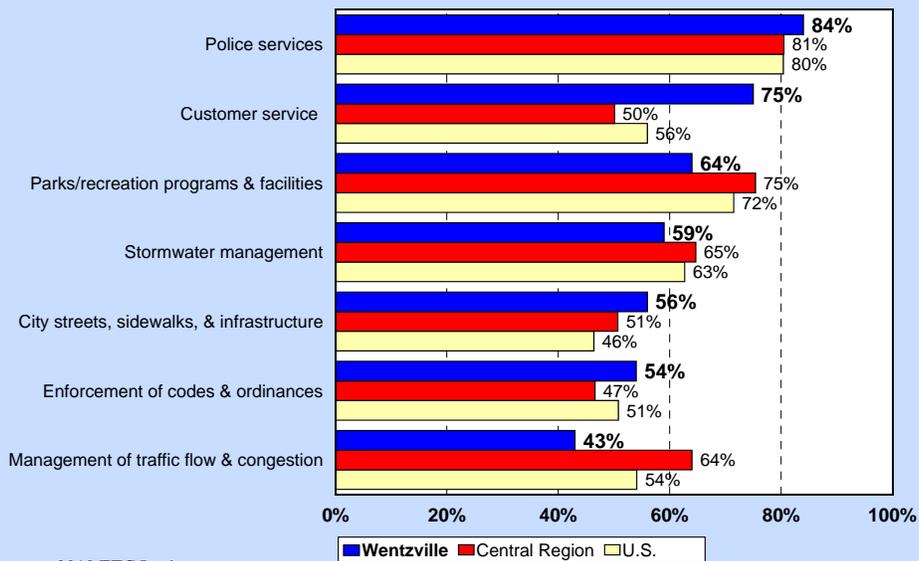
Missouri and Kansas Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 30 communities listed above for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for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

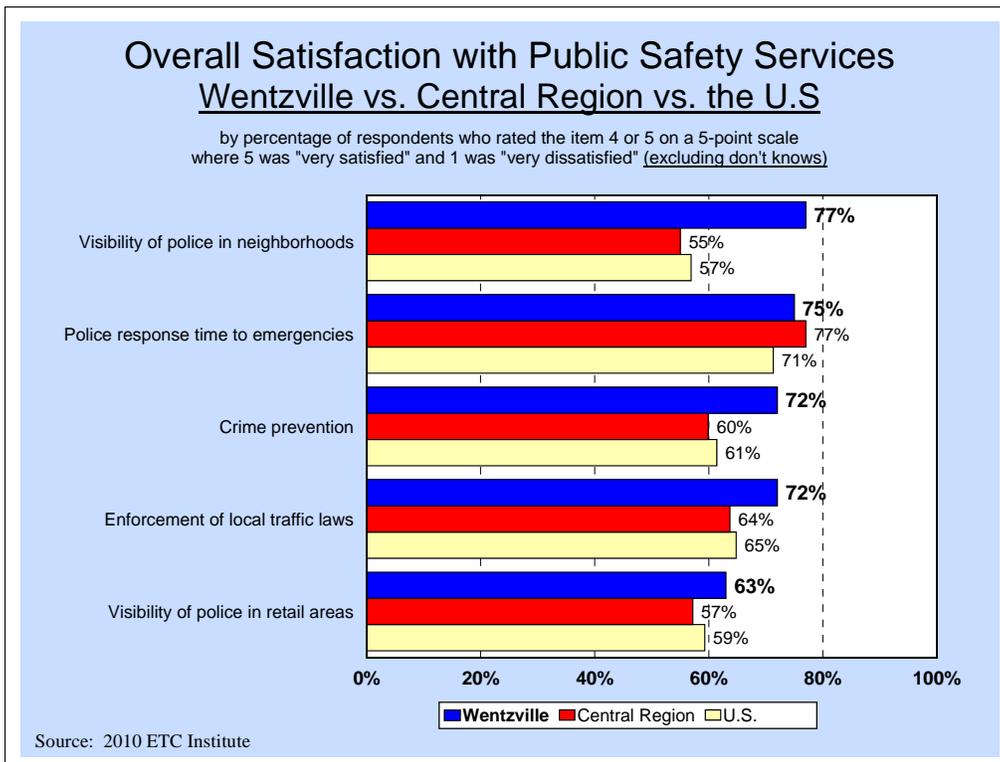
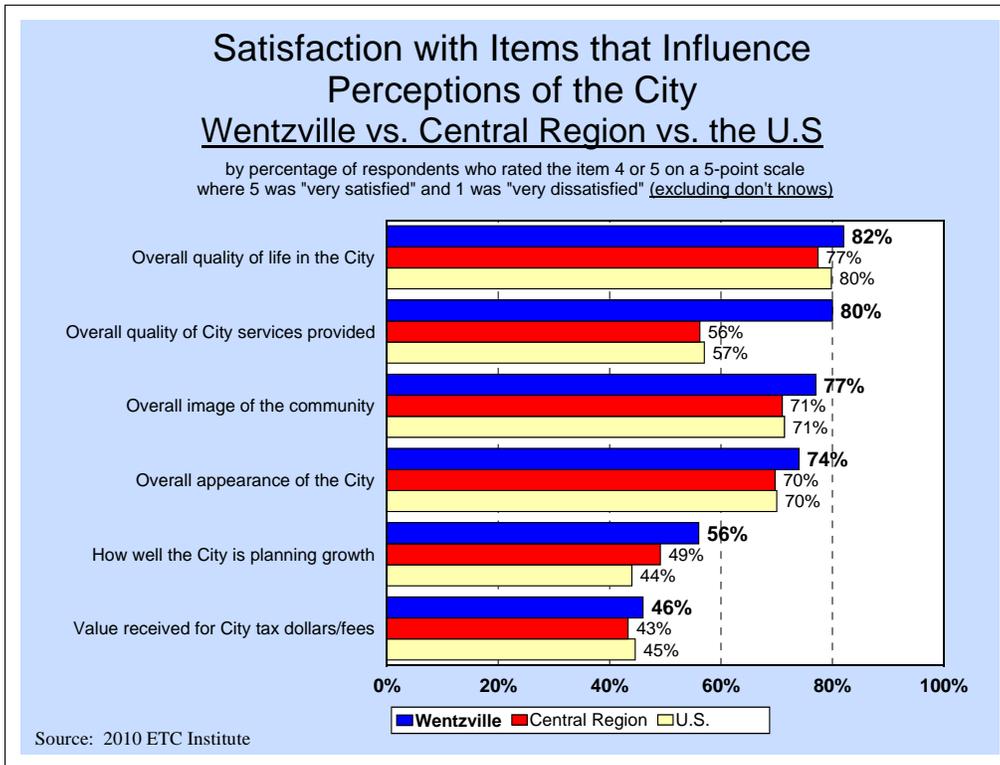
National Benchmarks

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Overall Satisfaction with City Services Wentzville vs. Central Region vs. the U.S

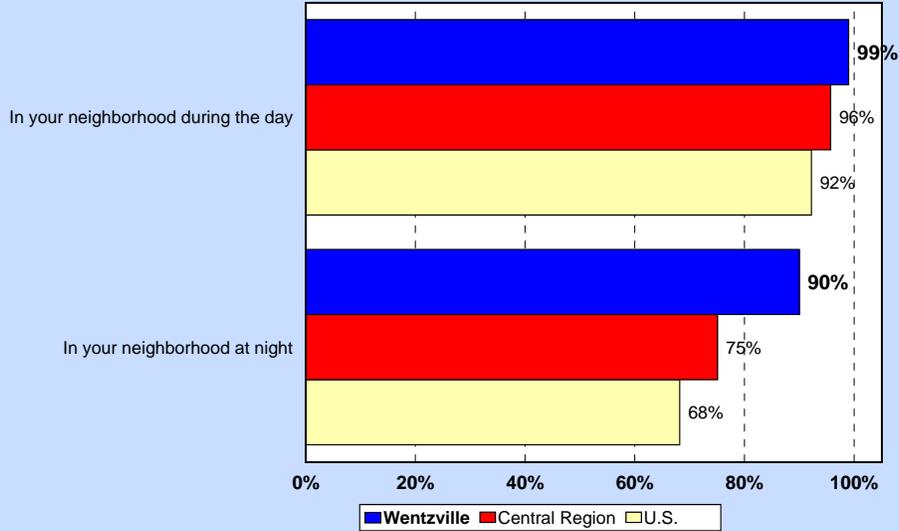
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





How Safe Residents Feel in Their Community Wentzville vs. Central Region vs. the U.S

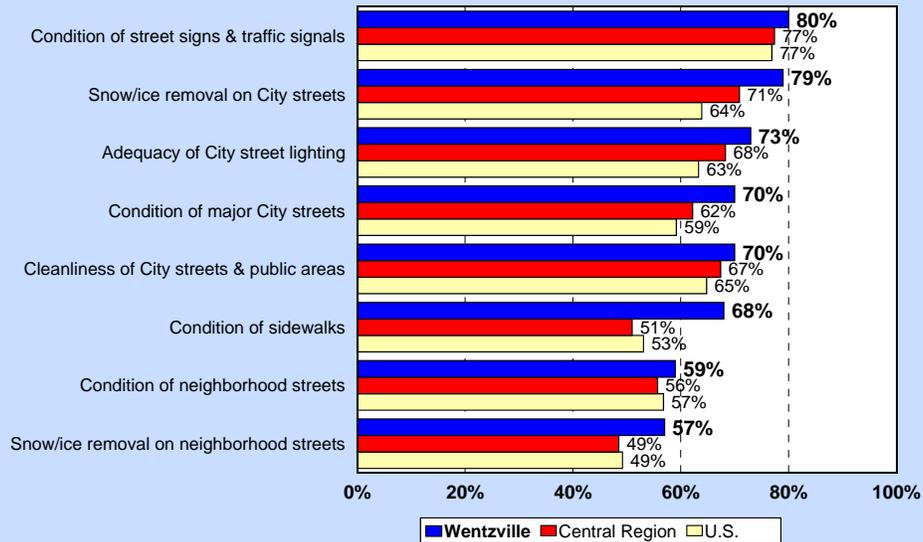
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with City Maintenance Wentzville vs. Central Region vs. the U.S

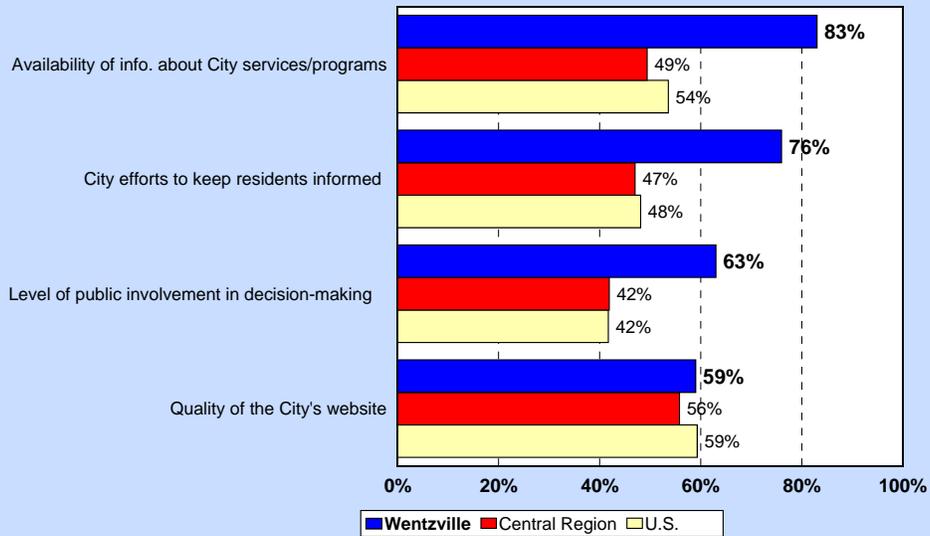
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

Overall Satisfaction with Communication Wentzville vs. Central Region vs. the U.S

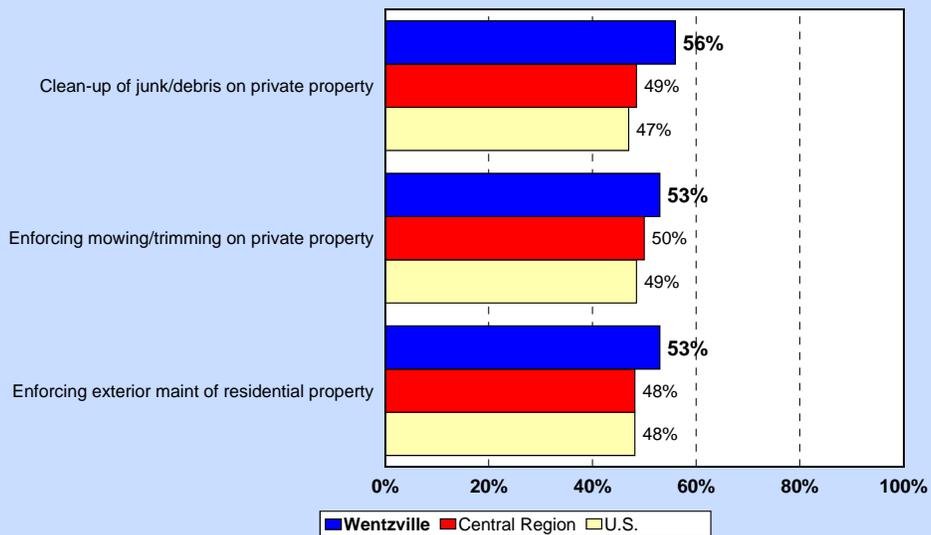
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



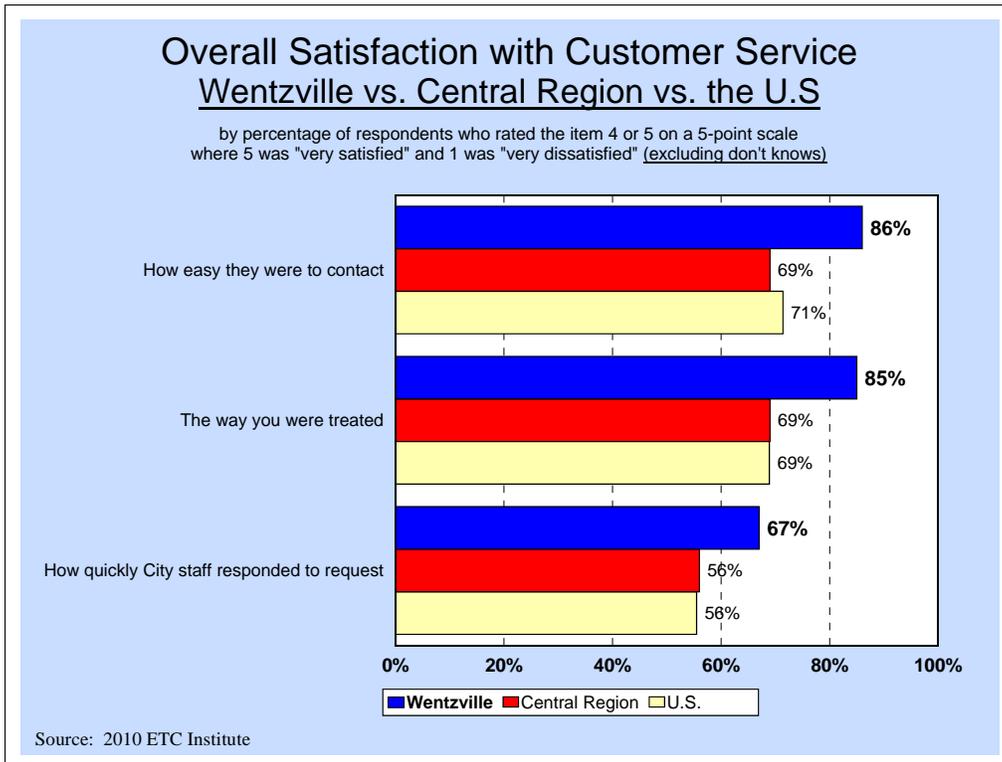
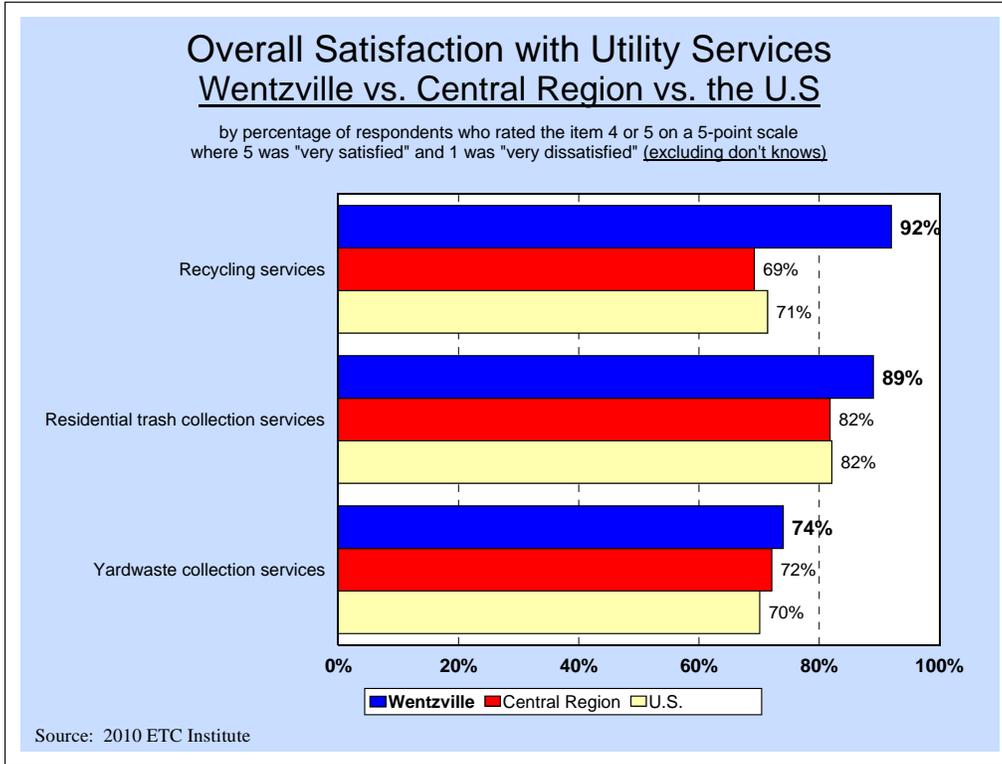
Source: 2010 ETC Institute

Overall Satisfaction with Code Enforcement Wentzville vs. Central 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)



Source: 2010 ETC Institute

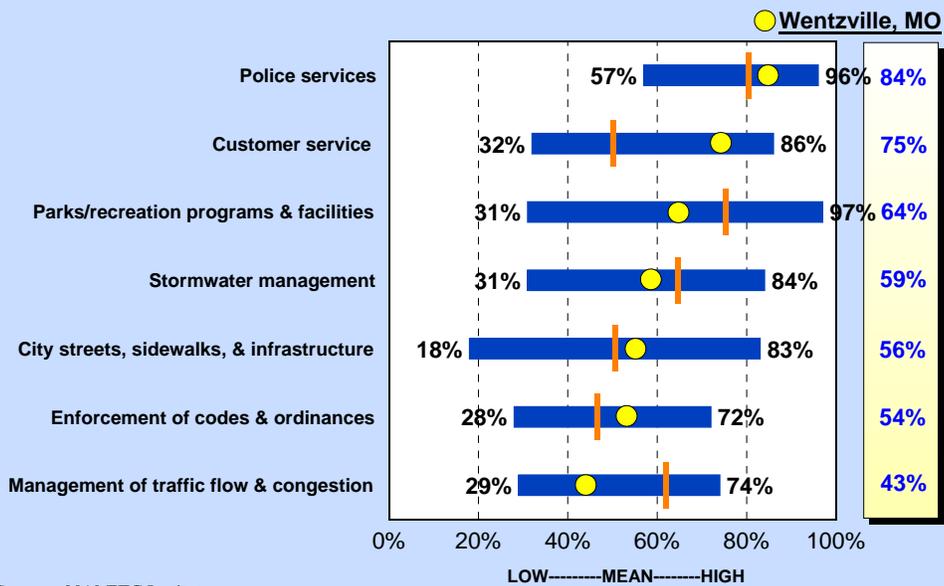


Missouri and Kansas Benchmarks

Source: ETC Institute DirectionFinder (2010)

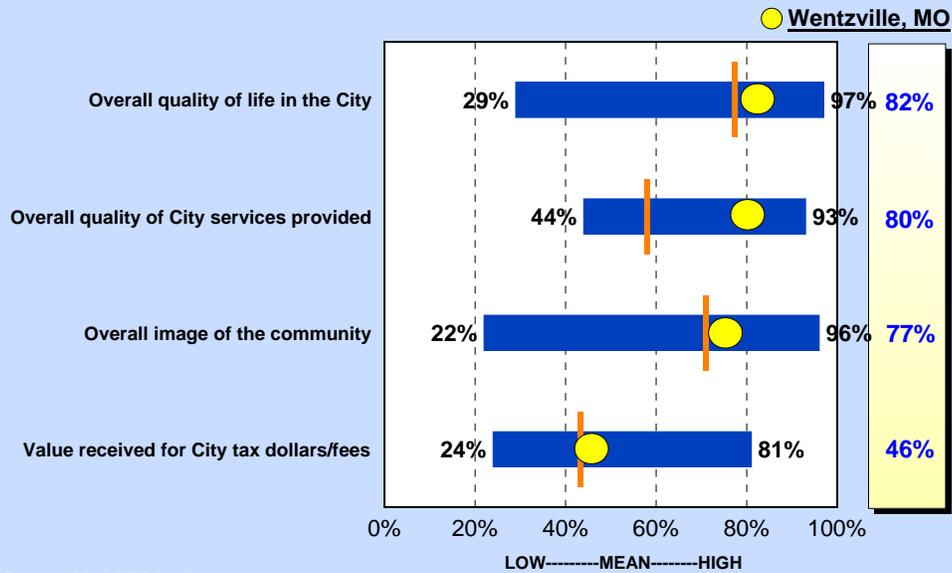
Overall Satisfaction With City Services in Missouri and Kansas

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



Perceptions that Missouri and Kansas Residents Have of the City in Which They Live

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



Satisfaction with Various Public Safety Services Provided by Cities in Missouri and Kansas

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

