

2008 Community Survey

FINAL REPORT

Conducted for
The City of
Branson, Missouri

By

ETC
Institute

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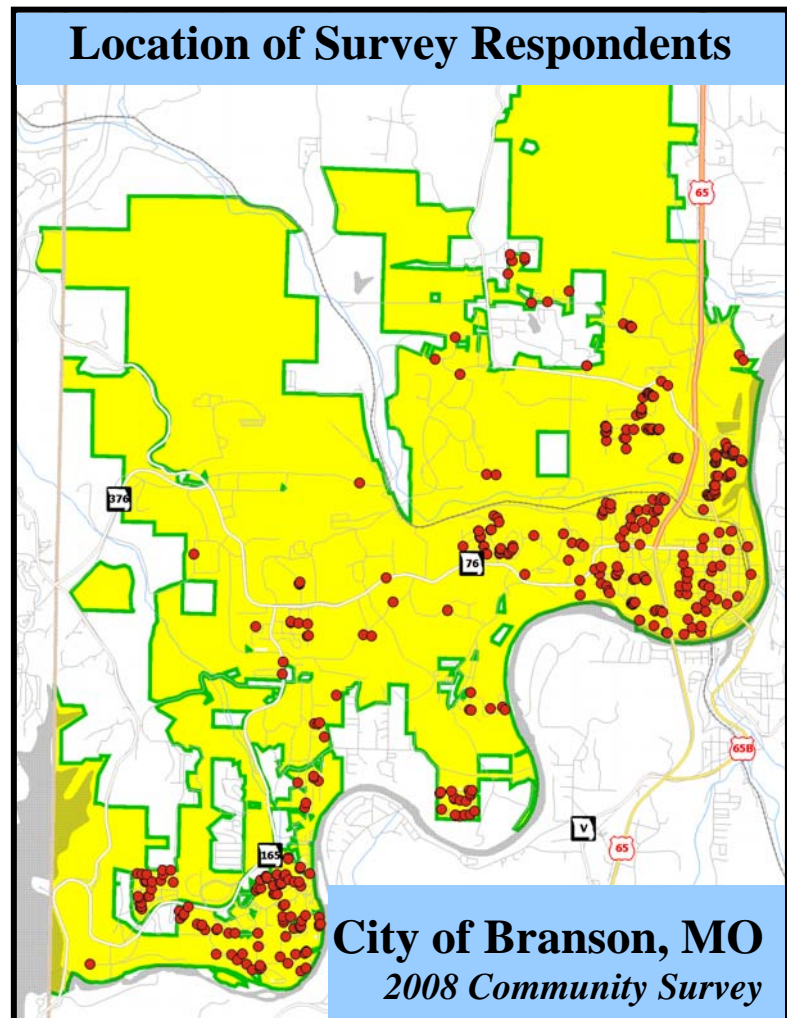
2008 Community Survey Executive Summary Report

Overview and Methodology

During March/April 2008, ETC Institute administered a community survey for the City of Branson. The purpose of the survey was to assess satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.

Methodology. A six-page survey was mailed to a random sample of 1,200 households in the City of Branson. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 309 completed the survey by phone and 259 returned it by mail for a total of 568 completed surveys. The results for the random sample of 568 households have a 95% level of confidence with a precision of at least +/- 4.1%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

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



The percentage of “don’t know” responses has been excluded from many of the graphs and the benchmarking data shown in this report to facilitate valid comparisons between city services. 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”.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- importance-satisfaction analysis
- GIS maps that show the results of selected questions on maps of the city
- benchmarking analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument

Major Findings

- **Residents were generally satisfied with the overall quality of services provided by the City of Branson.** Major categories of city services with the highest satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire service (90%), the overall quality of police service (78%), and the overall quality of City parks and recreation programs and facilities services (74%). Residents were least satisfied with the overall management of traffic flow on City streets (40%).
- **Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) the management of traffic flow on City streets, (2) the maintenance of City streets and infrastructure, and (3) the quality of police services.
- **Most residents felt safe in the City of Branson.** Eighty-two percent (82%) of those surveyed, who had an opinion, indicated that they generally felt safe in Branson; 13% gave a neutral response, and 5% did not feel safe.
- **Most residents were satisfied with the quality of life in Branson.** Seventy-one percent (71%) of those surveyed, who had an opinion, indicated that they were satisfied with the quality of life in Branson; 18% gave a neutral response, and 10% were dissatisfied.

- **Public Safety.** Eighty-four percent (84%) of those surveyed, who had an opinion, indicated that they were satisfied with how quickly fire personnel respond to emergencies; 15% gave a neutral response, and 1% were dissatisfied.
- **Parks and Recreation.** Seventy-four percent (74%) of those surveyed, who had an opinion, indicated that they were satisfied with the maintenance of City parks; 19% gave a neutral response, and 7% were dissatisfied.
- **Parks and Recreation items that residents thought should receive the most emphasis from the City.** The three major Parks and Recreation items that residents thought were the most important for the City to emphasize over the next two years were: (1) walking and biking trails in the City, (2) the maintenance of City parks, and (3) the quality of the City’s youth recreation programs.
- **Communication.** Fifty-two percent (52%) of those surveyed, who had an opinion, indicated that they were satisfied with the availability of information about City programs and services; 32% gave a neutral response, and 17% were dissatisfied.
**the total percentage does not equal 100% due to rounding*
- **City Maintenance.** The highest levels of satisfaction with city maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the condition of street signs and traffic signals (69%), the condition of major City streets (65%), and the cleanliness of City streets and other public areas (64%). Residents were least satisfied with the condition of streets in their neighborhood (52%).
- **City maintenance items that residents thought should receive the most emphasis from the City.** The three city maintenance items that residents thought were the most important for the City to emphasize over the next two years were: (1) the condition of major City streets, (2) the condition of neighborhood streets, and (3) the cleanliness of City streets and other public areas.
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: enforcing sign regulations (47%), the quality of animal control (43%), and enforcing the exterior maintenance of commercial property (39%). Residents were least satisfied with enforcing the clean-up of junk and debris on private property (29%).
- **Code enforcement items that residents thought should receive the most emphasis from the City.** The three code enforcement items that residents thought were the most important for the City to emphasize over the next two years were: (1) enforcing the clean-up of junk and debris on private property, (2) enforcing the mowing and cutting of weeds and grass on private property, and (3) enforcing the exterior maintenance of commercial property.

- **Utility Services.** The highest levels of satisfaction with utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion were: wastewater services (70%), water service (69%), and bulky item pick up/removal service that occurs twice a year (62%). Residents were least satisfied with drop-off recycling services (52%).

Other Findings

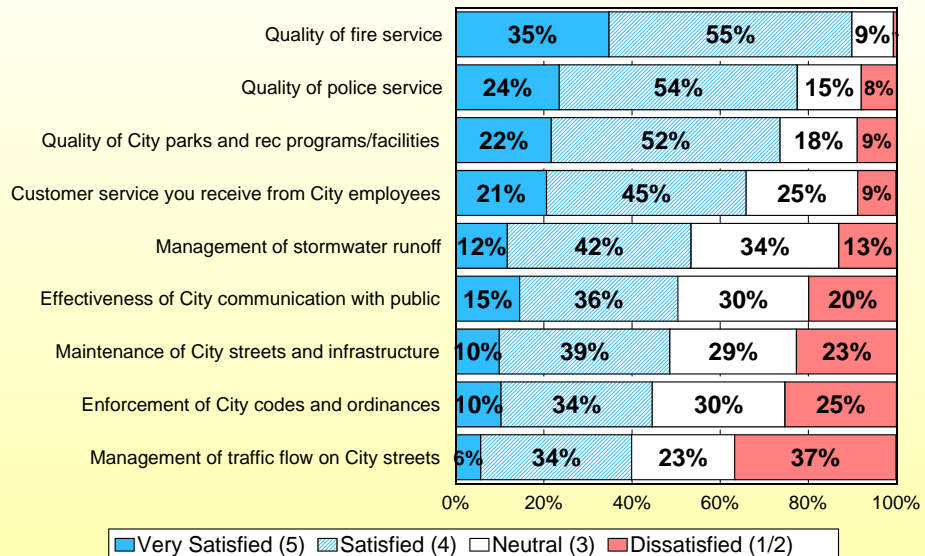
- Residents get most of their information about the City of Branson from the *Branson Daily Independent* and local radio broadcasts.
- 92% of residents surveyed rated Branson as an “excellent” or a “good” place to live.
- 89% of residents surveyed rated Branson as an “excellent” or a “good” place to raise children.
- 81% of residents who had contacted the City of Branson with a question, problem or complaint in the past year reported they were either “very satisfied” or “satisfied” with how easy the City was to contact.
- 78% of residents who had contacted the City of Branson with a question, problem or complaint in the past year reported they were either “very satisfied” or “satisfied” with the way they were treated by City employees.
- 88% of the residents surveyed indicated that they’re proud to be a resident of the City of Branson.
- 78% of the residents surveyed thought keeping the crime rate low was “extremely important” when planning for the City’s future; 19% thought it was “very important” and 4% “important.” **the total percentage does not equal 100% due to rounding*
- 66% of the residents surveyed thought minimizing tax increases was “extremely important” when planning for the City’s future; 21% thought it was “very important,” 11% “important, and the remaining 2% “less important.”

Section 1:
Charts and Graphs

OVERALL RATINGS

Overall Satisfaction With City Services by Major Category in 2008

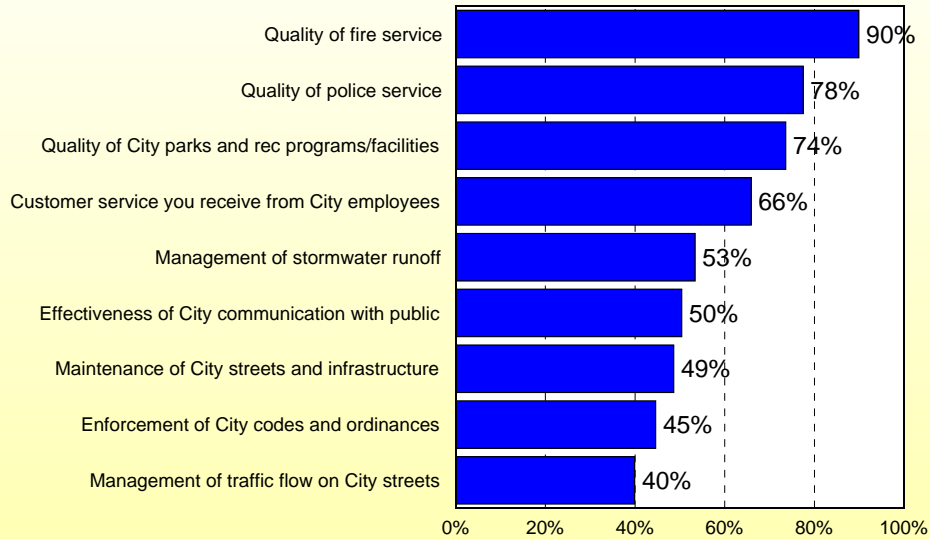
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Overall Satisfaction With City Services by Major Category

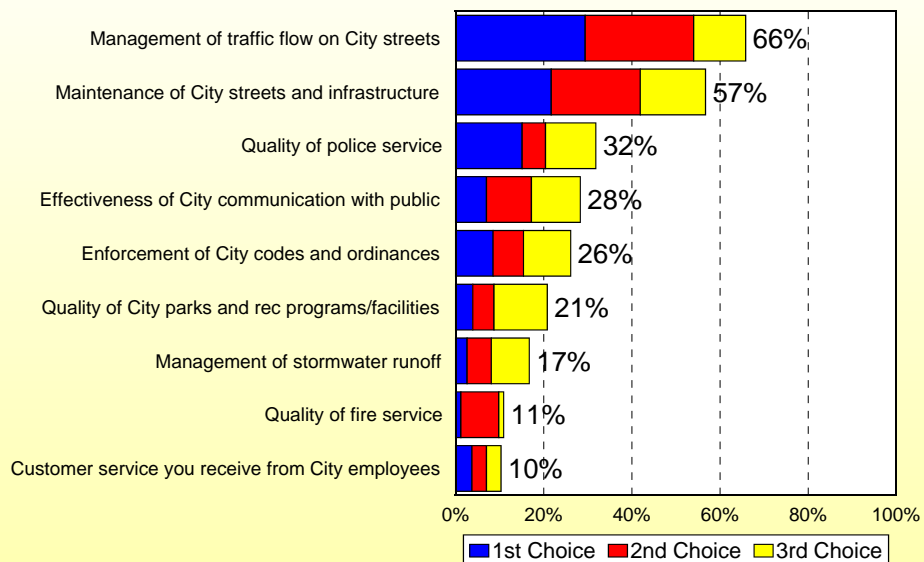
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category 2008

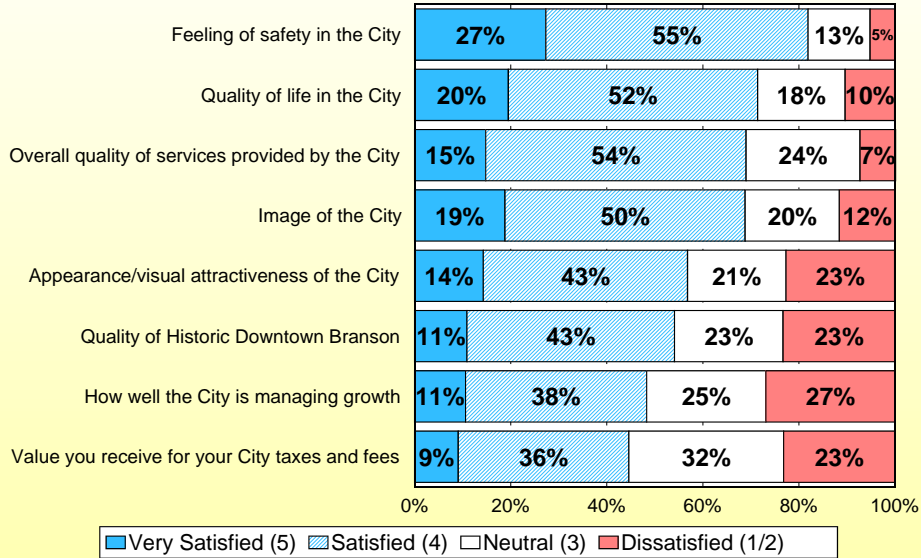
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (Branson, MO 2008)

Satisfaction With Items That Influence Perceptions of the City in 2008

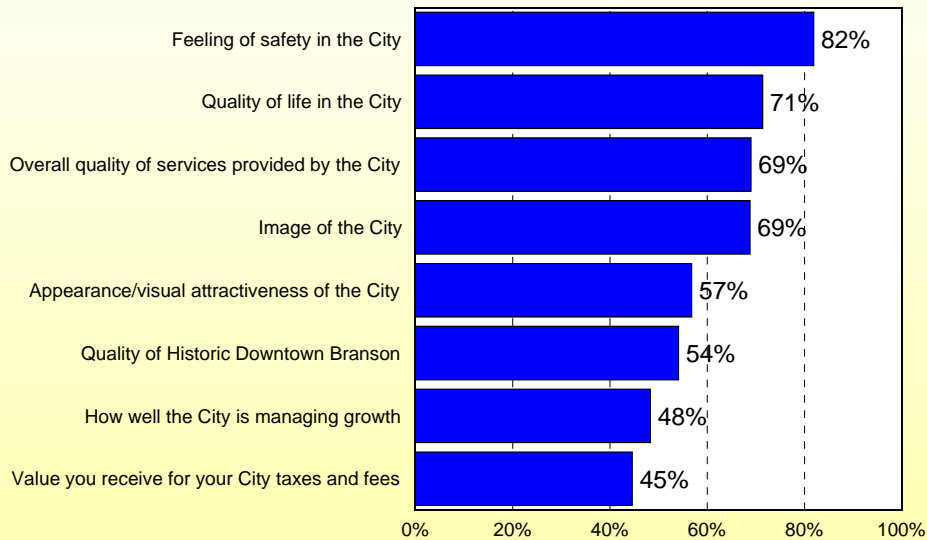
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

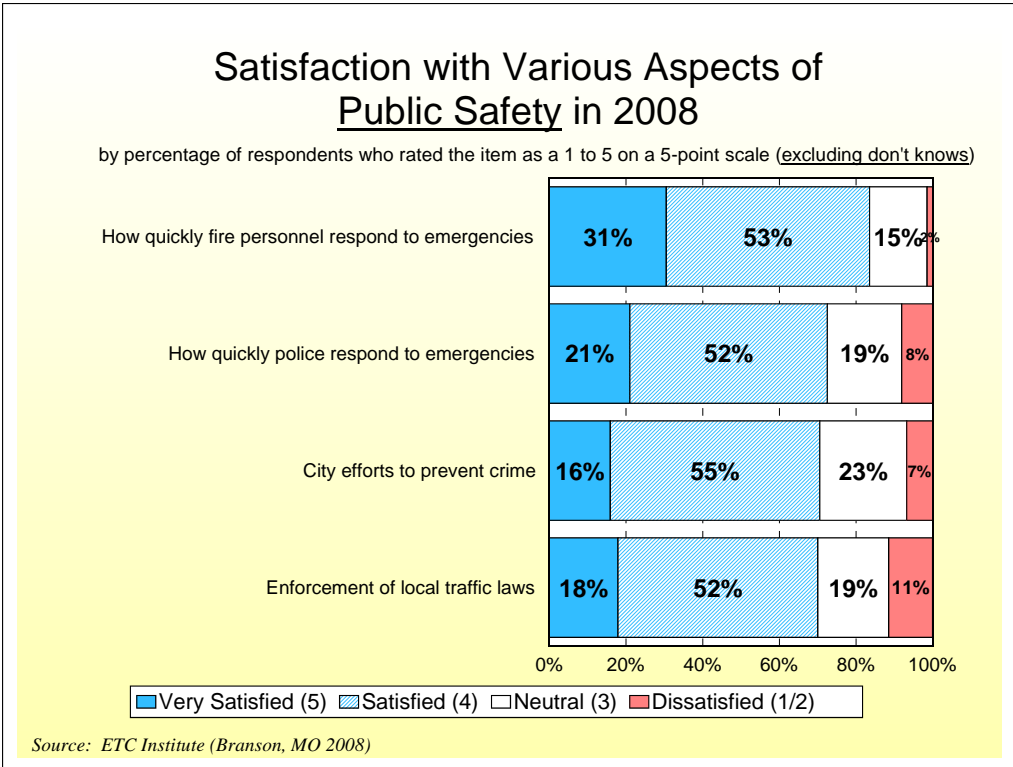
Satisfaction Ratings for Items That Influence Perceptions of the City

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



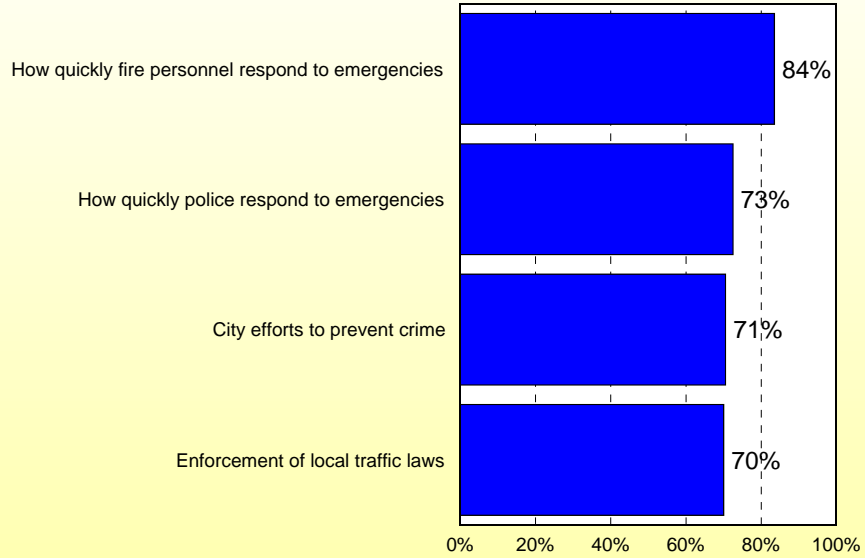
Source: ETC Institute (Branson, MO 2008)

PUBLIC SAFETY



Satisfaction Ratings for Various Aspects of Public Safety

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

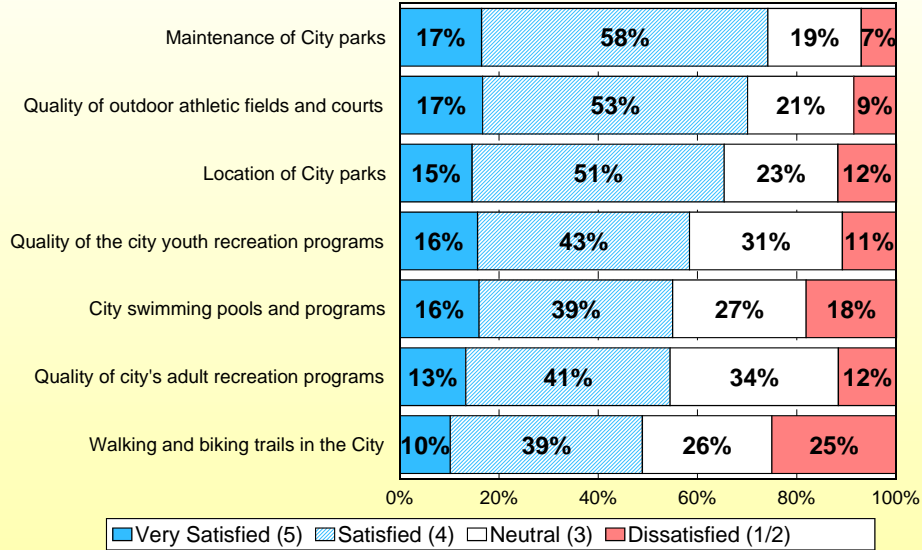


Source: ETC Institute (Branson, MO 2008)

PARKS & RECREATION

Satisfaction with Various Aspects of Parks and Recreation in 2008

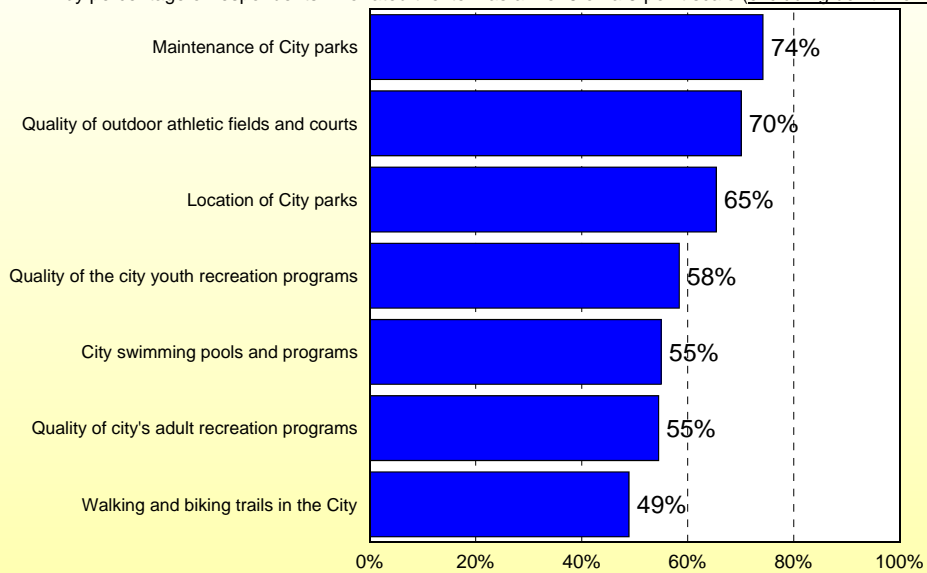
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Satisfaction Ratings for Various Aspects of Parks and Recreation

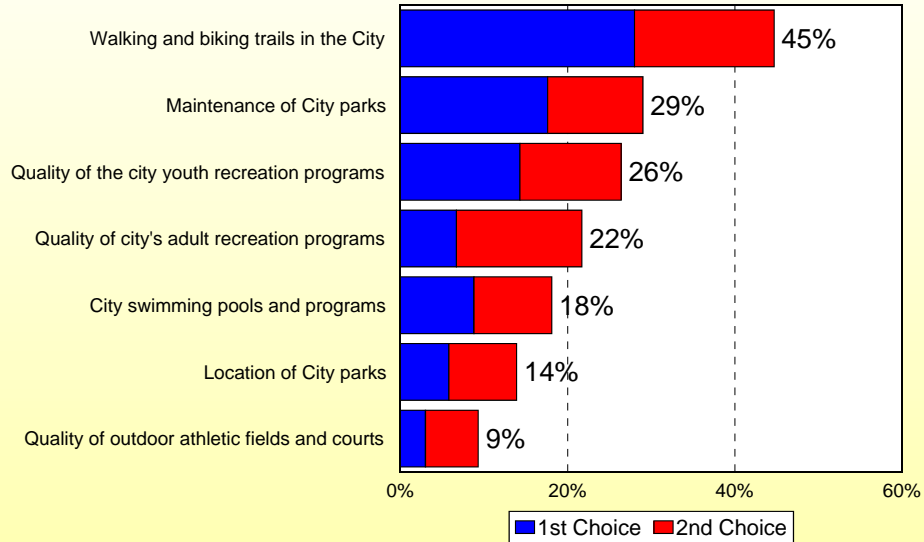
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Parks and Recreation Items 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

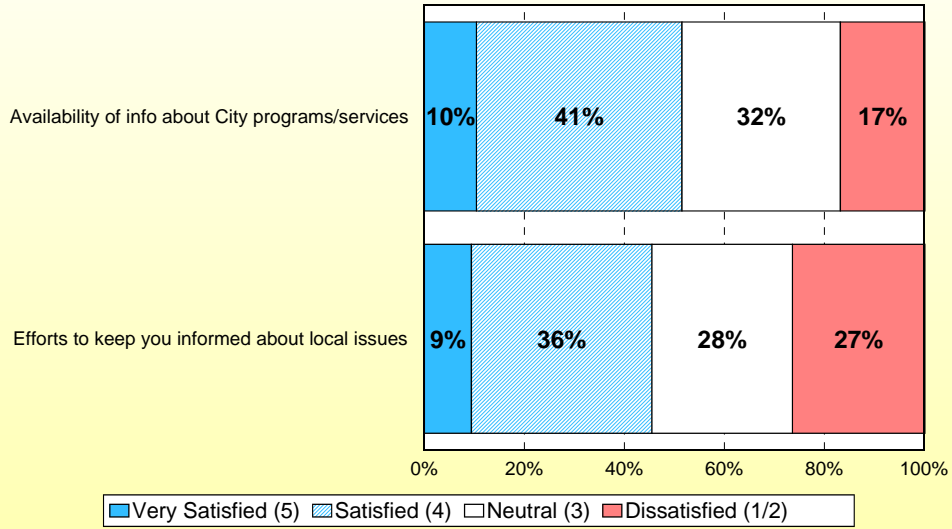


Source: ETC Institute (Branson, MO 2008)

COMMUNICATIONS

Satisfaction with Various Aspects of City Communications in 2008

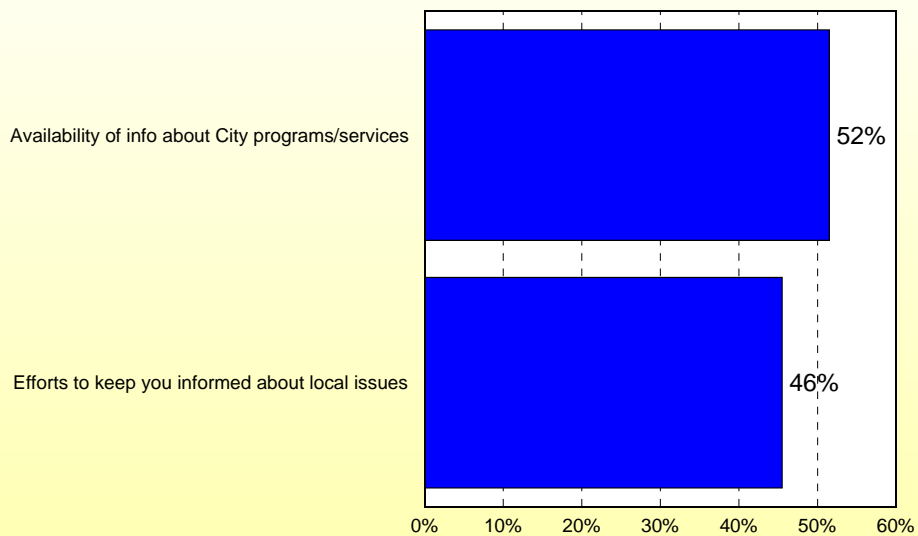
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Satisfaction Ratings for City Communications

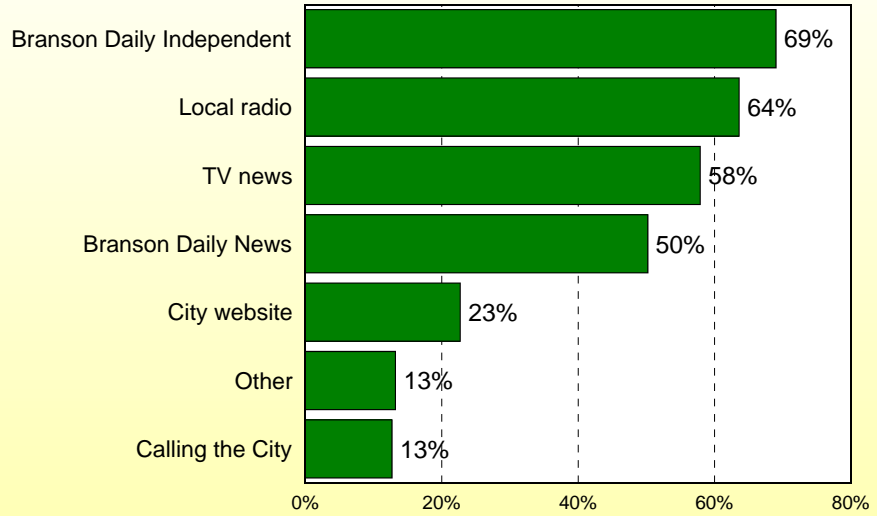
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Sources of Information About City News and Events

by percentage of respondents (multiple responses allowed)

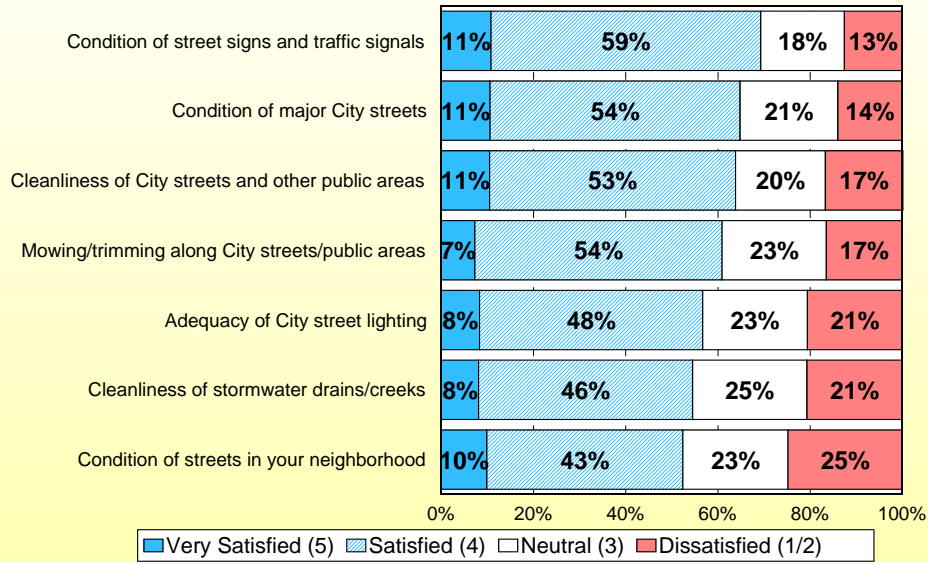


Source: ETC Institute (Branson, MO 2008)

CITY MAINTENANCE

Satisfaction with Various Aspects of City Maintenance in 2008

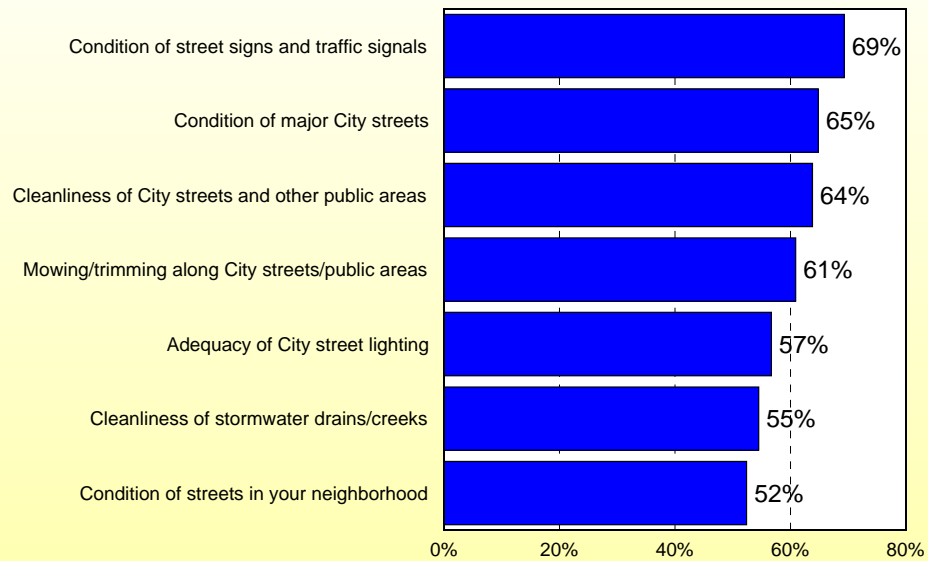
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Satisfaction Ratings for Various Aspects of City Maintenance

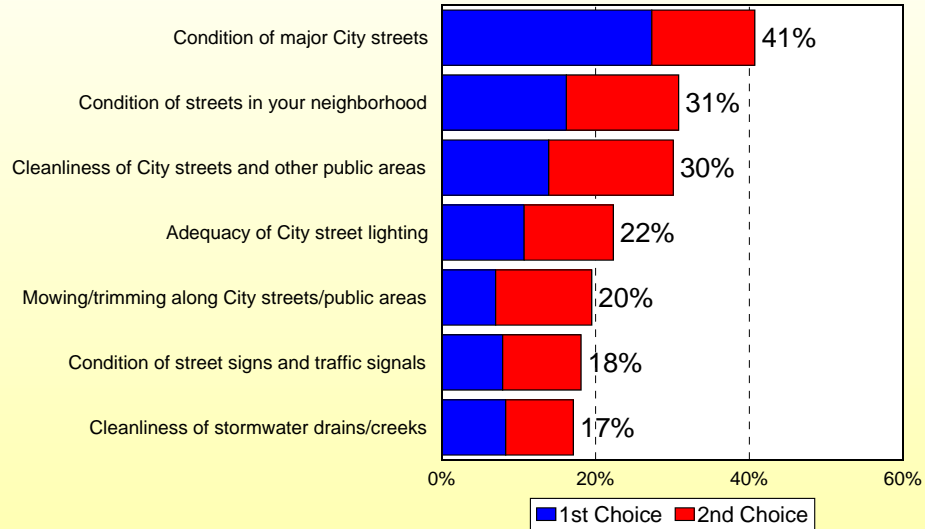
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Maintenance Items 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

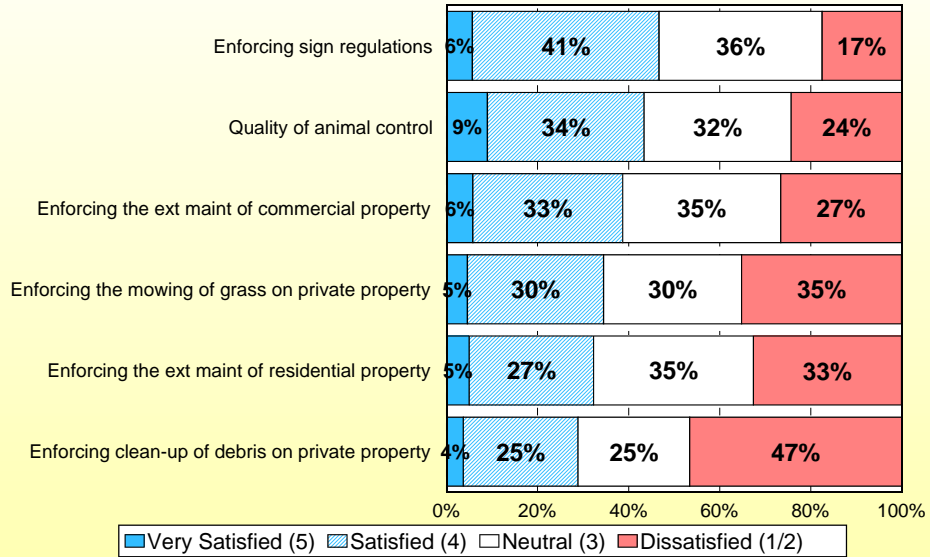


Source: ETC Institute (Branson, MO 2008)

CODES & ORDINANCES

Satisfaction with the Enforcement of City Codes and Ordinances in 2008

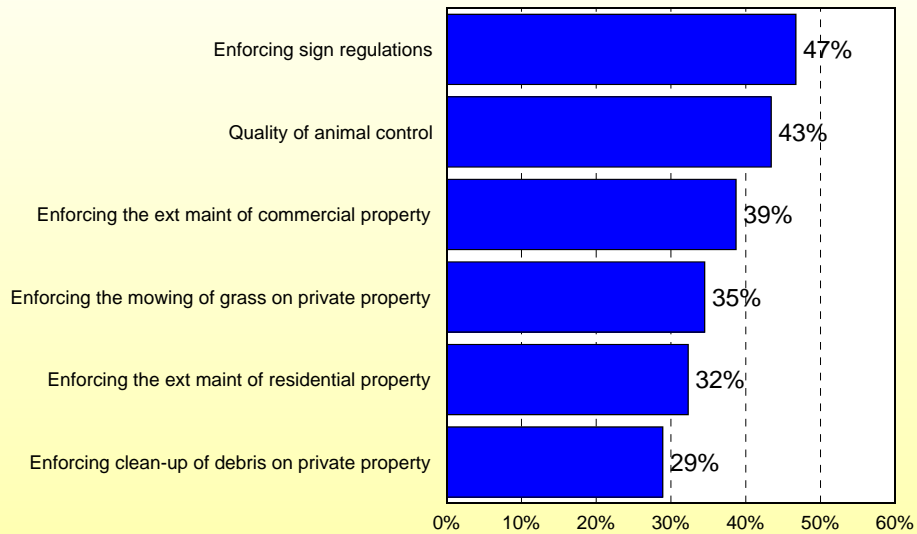
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Satisfaction Ratings for the Enforcement of City Codes and Ordinances

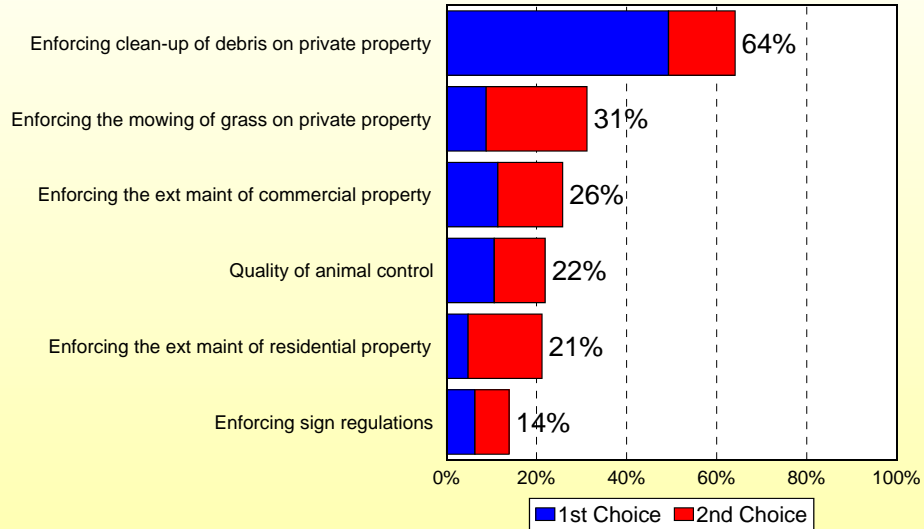
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Code Enforcement Items 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

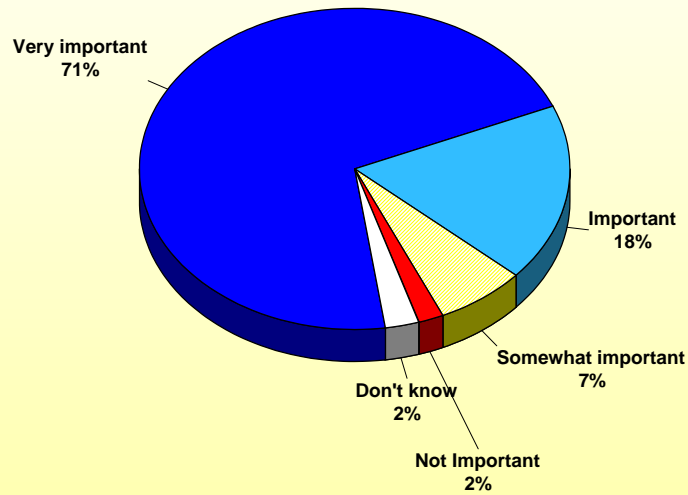


Source: ETC Institute (Branson, MO 2008)

REGIONAL COOPERATION

How important it is for the City of Branson to work with other governmental organizations in the region when planning for the future

by percentage of respondents

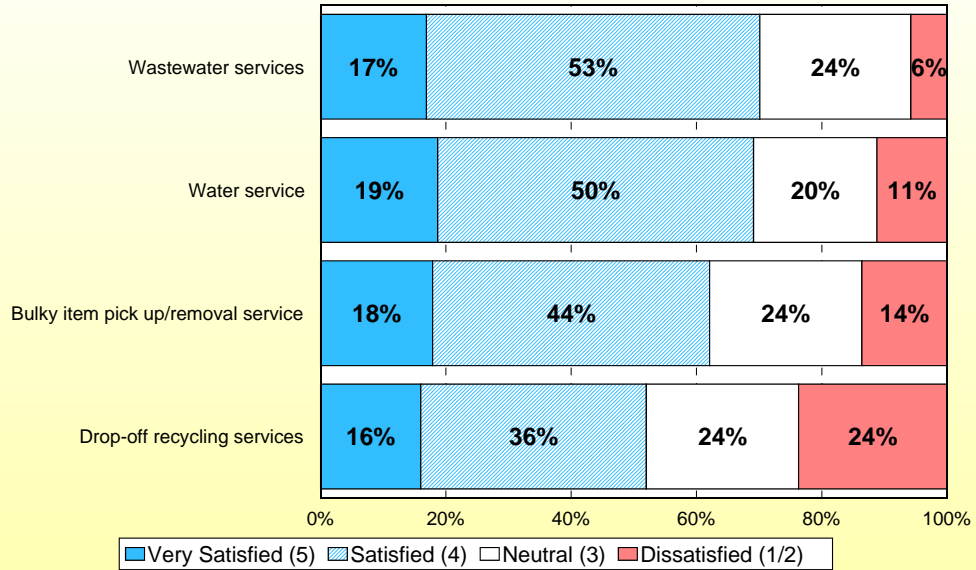


Source: ETC Institute (Branson, MO 2008)

CITY UTILITY SERVICES

Satisfaction with City Utility Services in 2008

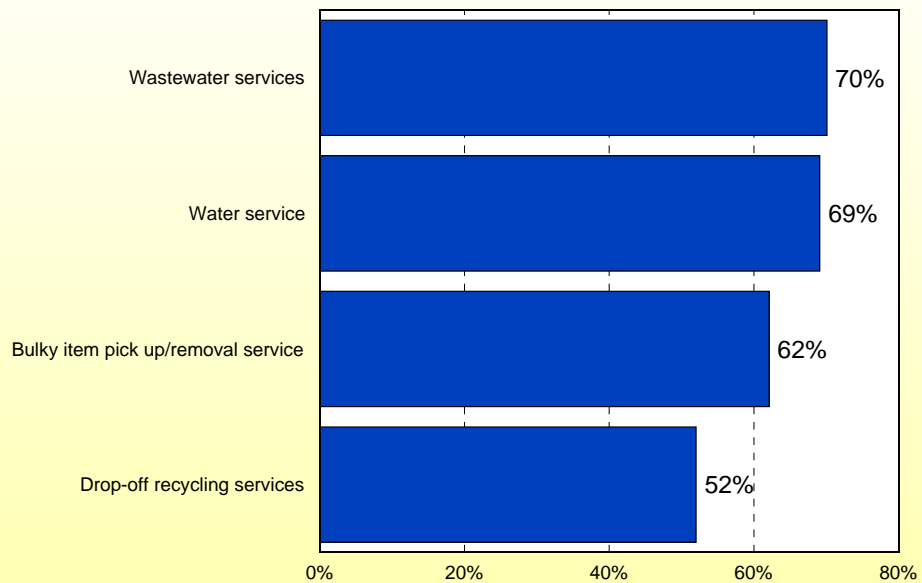
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Satisfaction Ratings for City Utility Services

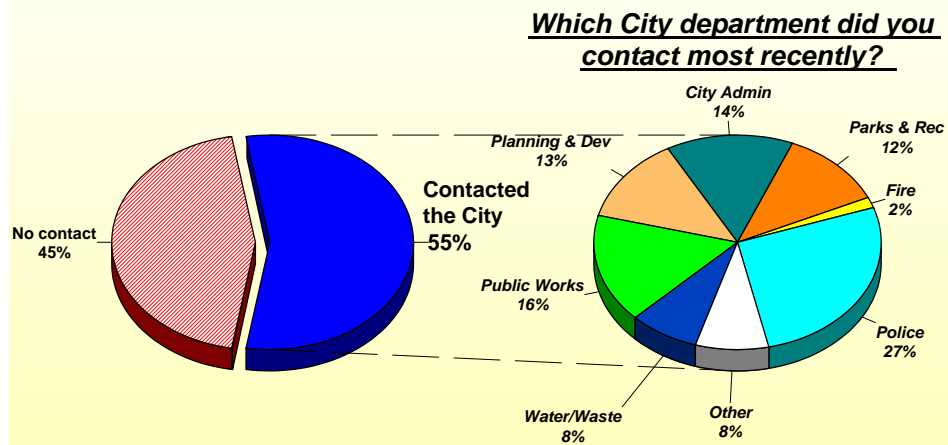
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

City Specific Questions

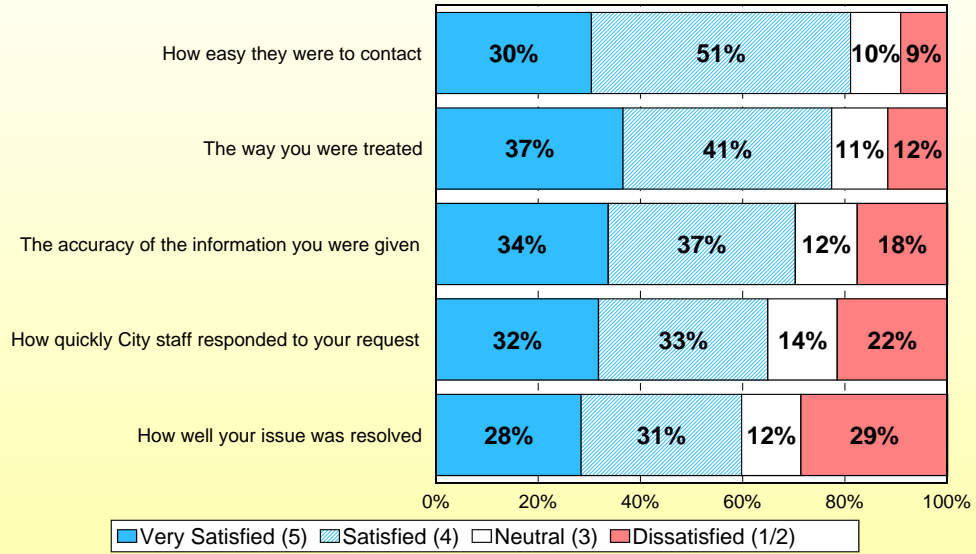
Percentage of residents who have contacted the City of Branson during the past year
by percentage of respondents



Source: ETC Institute (Branson, MO 2008)

Satisfaction with the Customer Service Provided by City Employees

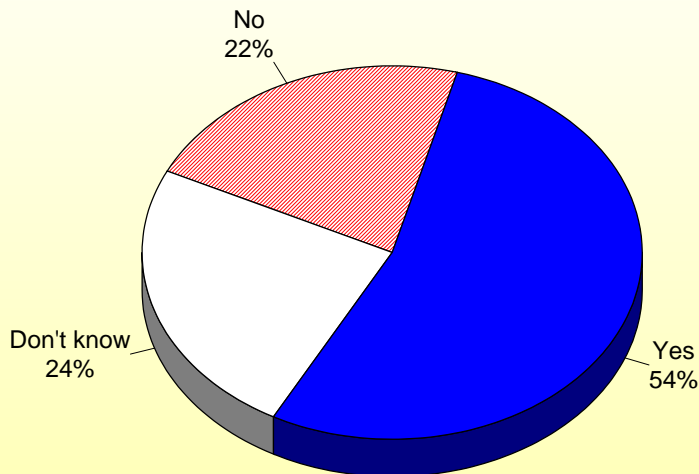
by percentage of respondents who contacted the City during the past year (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

Do you generally think the City of Branson is a good steward of the environment?

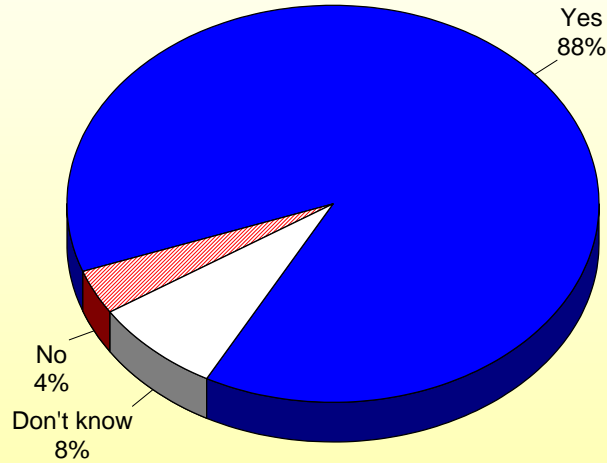
by percentage of respondents



Source: ETC Institute (Branson, MO 2008)

Are you proud to be a resident of Branson?

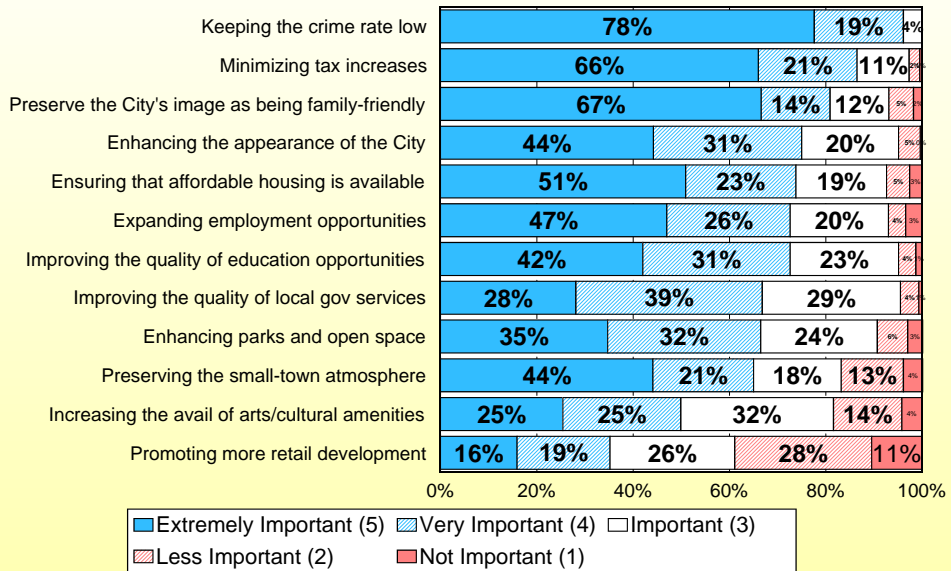
by percentage of respondents



Source: ETC Institute (Branson, MO 2008)

Importance of Considering Various Items When Planning for the City's Future

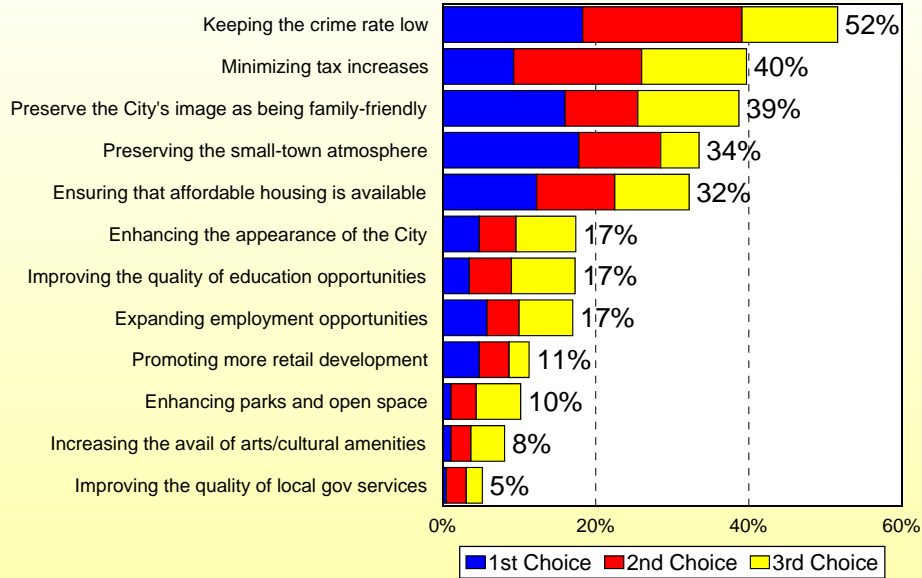
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Branson, MO 2008)

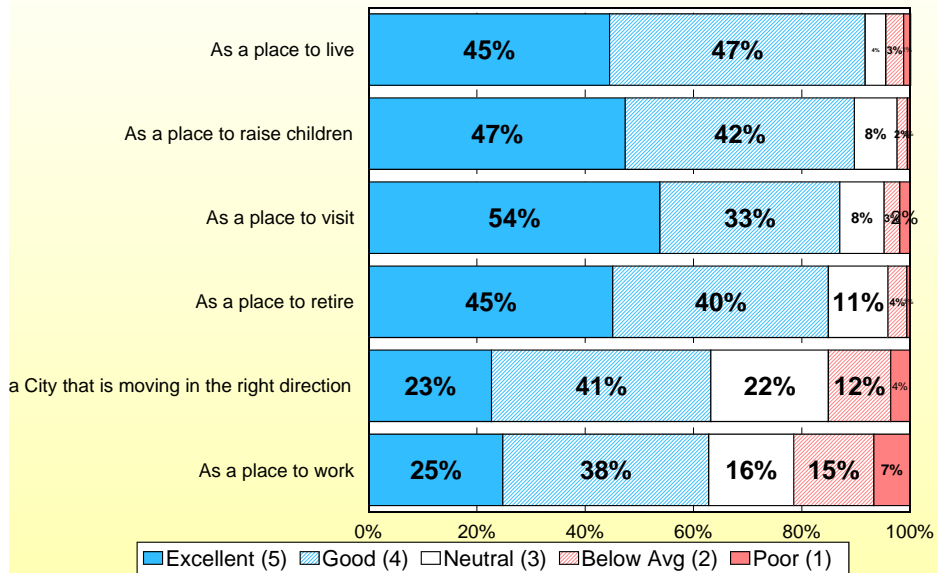
City Issues That Should be Most Important When Planning for the City's Future

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



Overall Ratings of the City of Branson

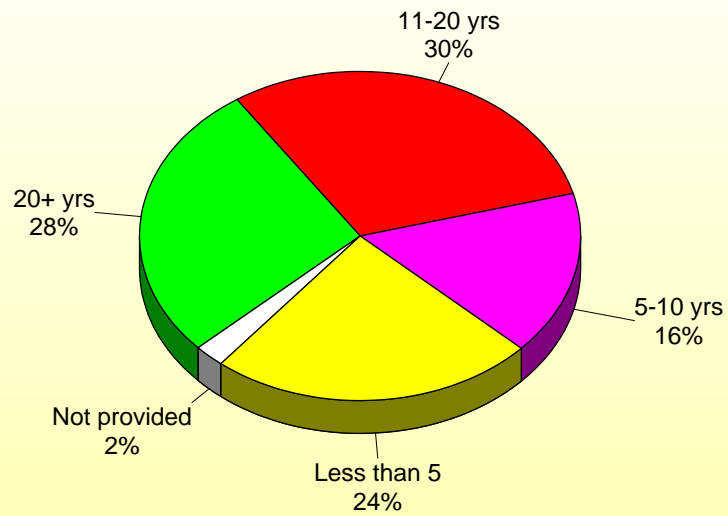
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Demographics

Demographics: Years Lived in Branson

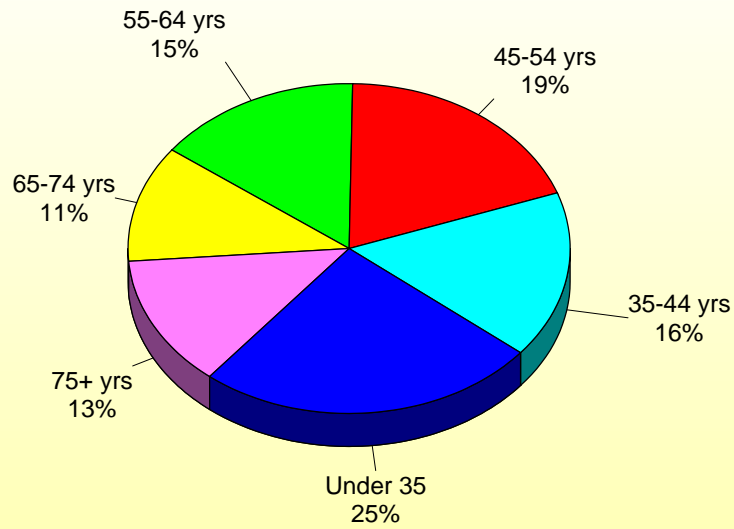
by percentage of respondents



Source: ETC Institute (Branson, MO 2008)

Demographics: Age of Respondent

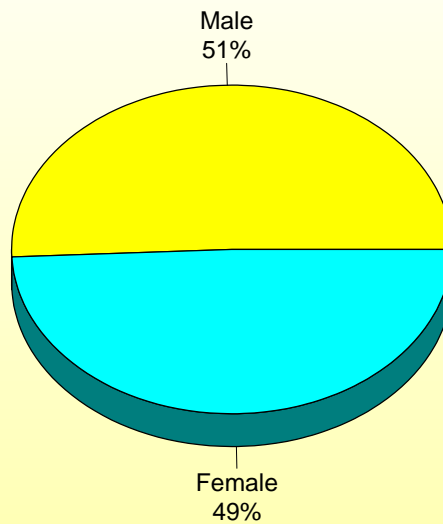
by percentage of respondents



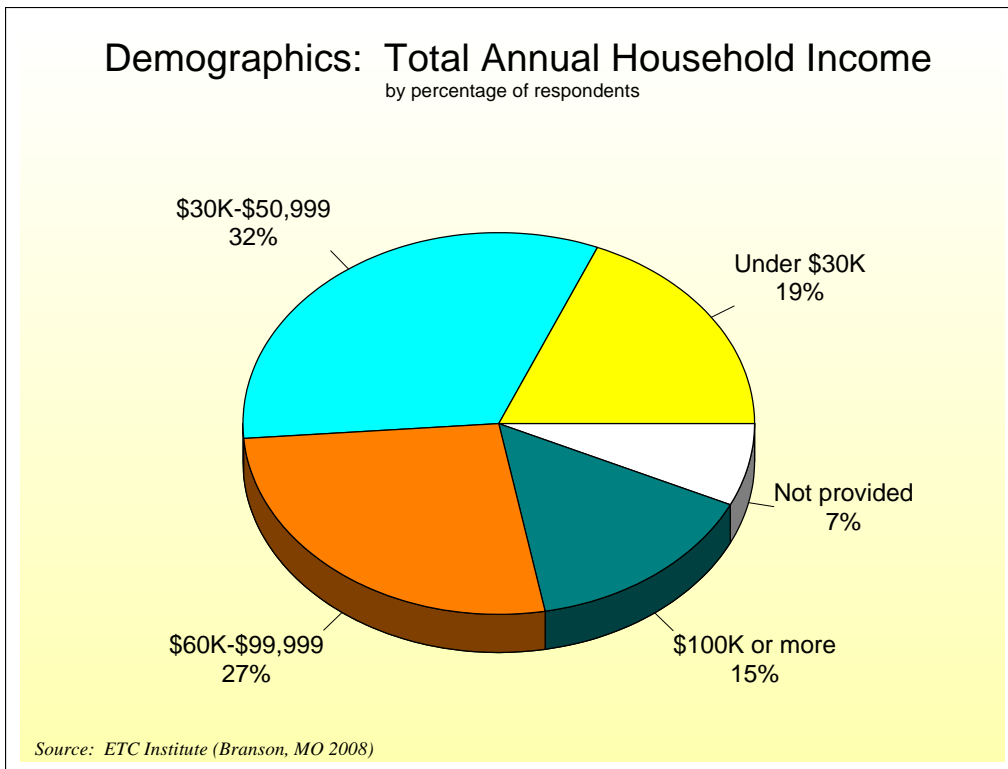
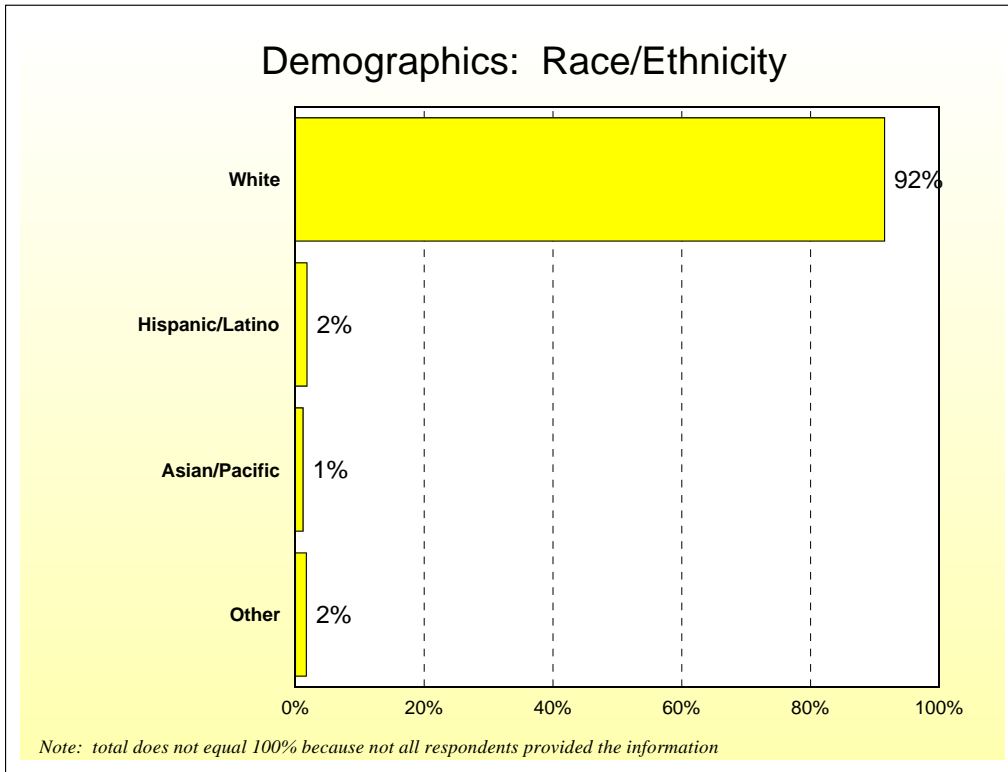
Source: ETC Institute (Branson, MO 2008)

Demographics: Gender

by percentage of respondents



Source: ETC Institute (Branson, MO 2008)



Section 2:
Benchmarking Analysis

DirectionFinder® Survey
Year 2008 Benchmarking Summary Report
Branson, Missouri

Overview

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

Since November 1999, the survey has been administered in more than 150 cities and counties in 31 states. This report contains benchmarking data from a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents during the fall of 2007.

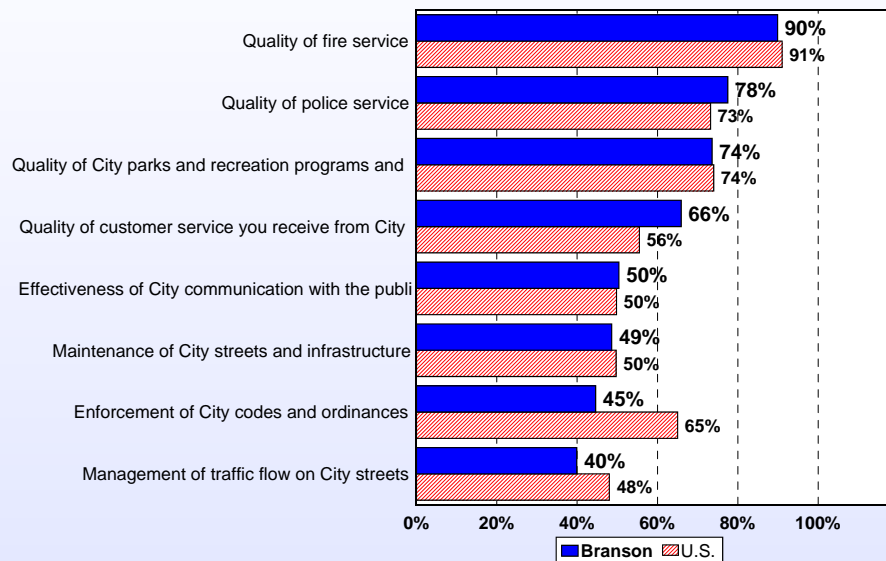
National Benchmarks. The charts on the following pages show how the overall results for the City of Branson compare to the national average based on the results of a survey that was administered by ETC Institute to a random sample of 2,000 U.S. residents.

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 Branson, MO is not authorized without written consent from ETC Institute.

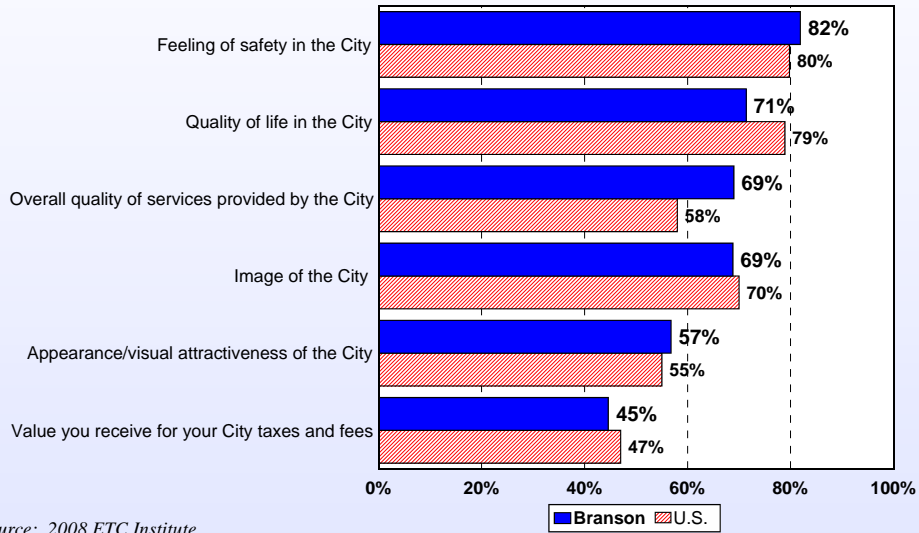
Overall Satisfaction with Various City Services *Branson vs. the U.S.*

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)



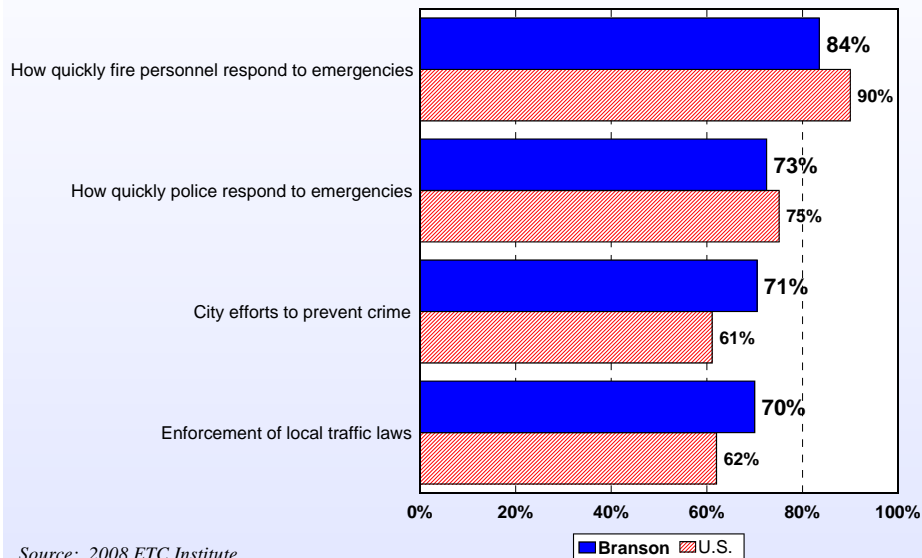
Satisfaction with Issues that Influence Perceptions of the City *Branson vs. the U.S.*

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)



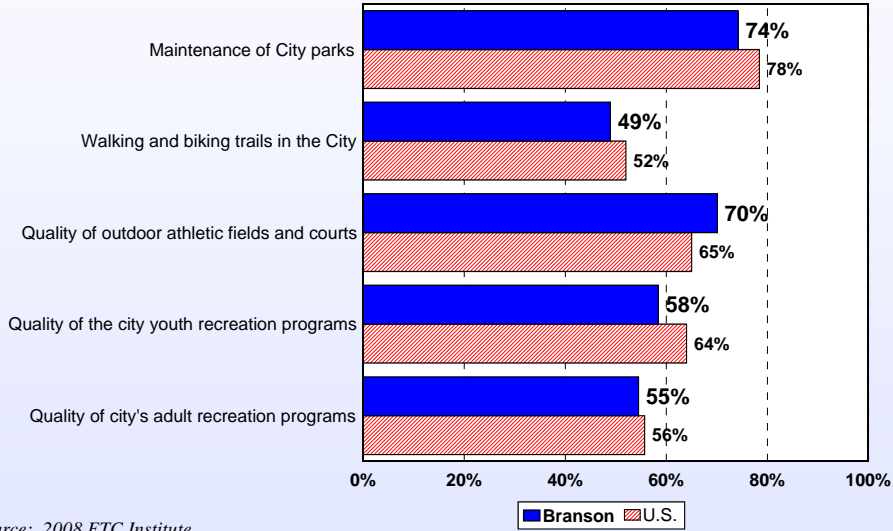
Overall Satisfaction with Public Safety *Branson vs. the U.S.*

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)



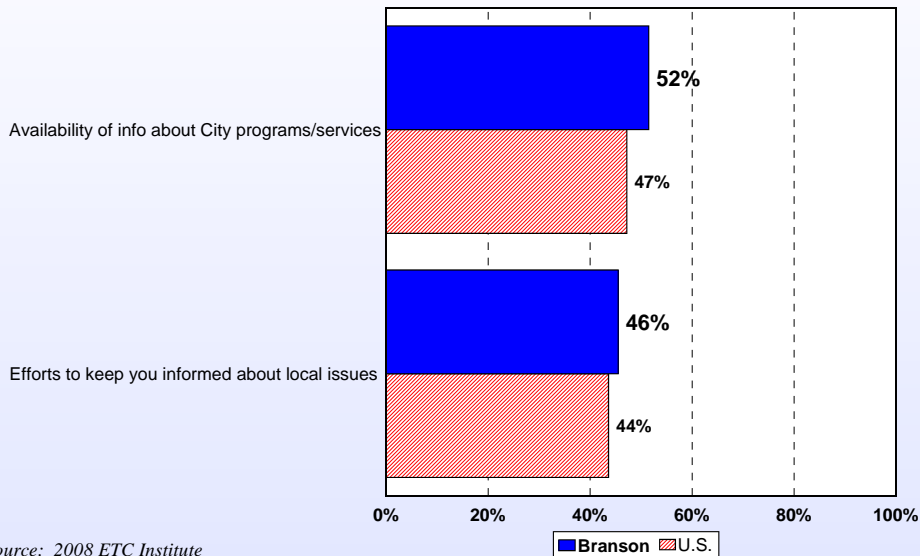
Overall Satisfaction with Parks and Recreation *Branson vs. the U.S*

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)



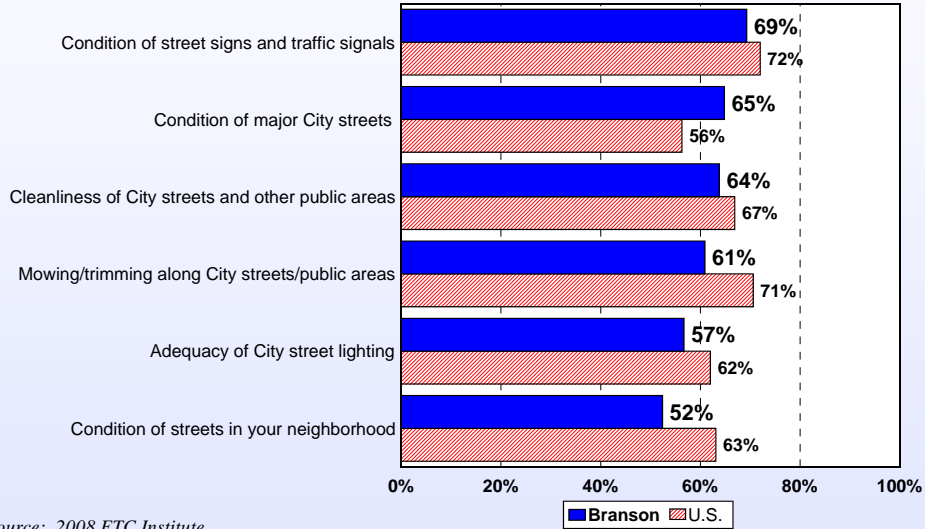
Overall Satisfaction with City Communication *Branson vs. the U.S*

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)



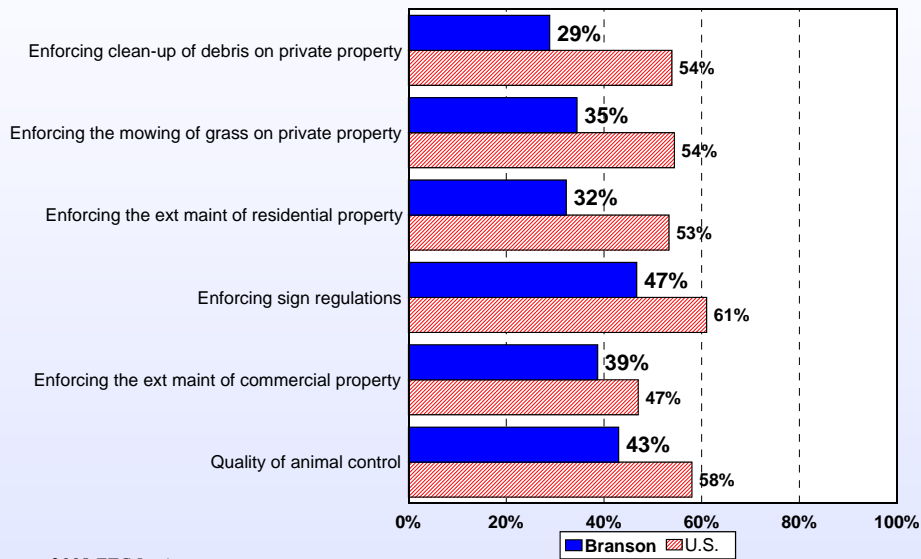
Overall Satisfaction with Maintenance Services *Branson vs. the U.S*

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)



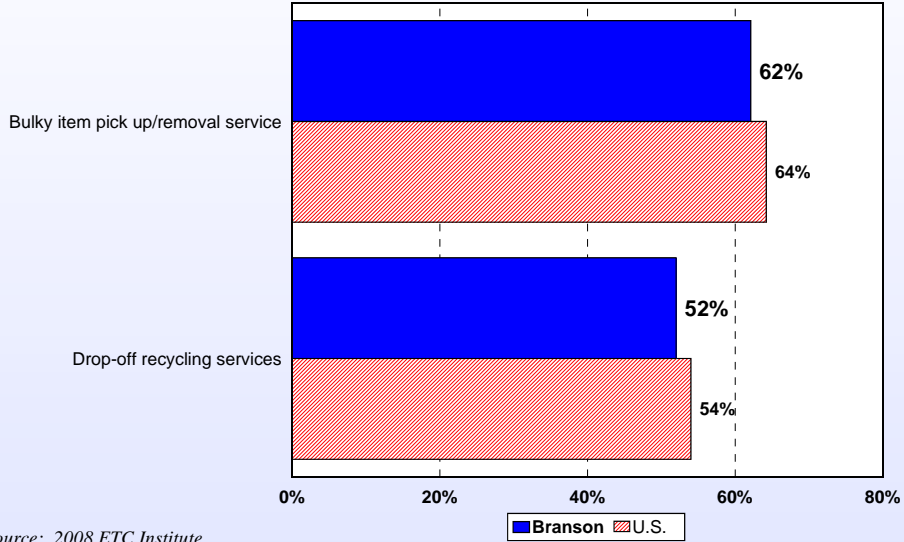
Overall Satisfaction with Code Enforcement *Branson vs. the U.S*

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)



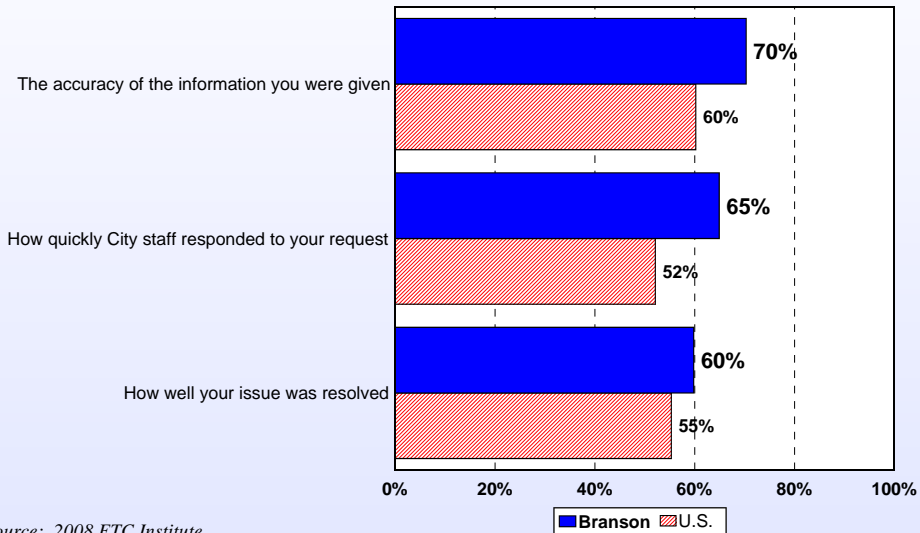
Overall Satisfaction with City Utility Services *Branson vs. the U.S*

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)



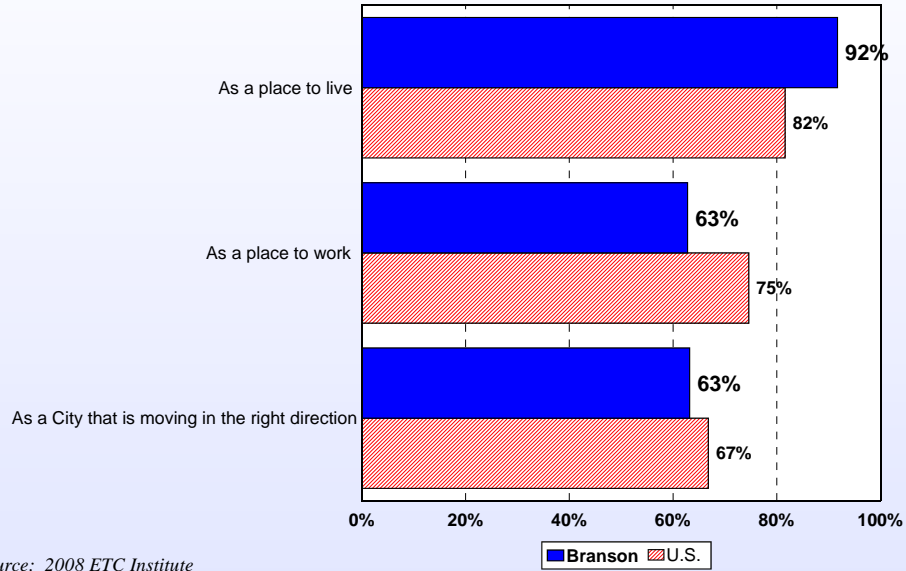
Overall Satisfaction with Customer Service from City Employees *Branson vs. the U.S*

by percentage of respondents who **contacted the City during the past year** and 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 Residents Rate the Community Where They Live: Branson vs. the U.S.

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



Section 4:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Branson, Missouri

Overview

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

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

Methodology

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

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirty-two percent (32%) selected the quality of police service as one of the most important service to emphasize over the next two years.

With regard to satisfaction, 78% of the residents survey rated the city's overall performance in the quality of police service as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied) excluding "Don't know" responses. The I-S rating for the quality of police service was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 32% was multiplied by 22% (1-0.78). This calculation yielded an I-S rating of **0.07**, which was ranked sixth out of nine major service categories.

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 to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

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

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

Interpreting the Ratings

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

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

The results for the City of Branson are provided on the following pages.

Importance-Satisfaction Rating

City of Branson, MO - 2008

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	IS Rank
<u>Very Priority (IS > .20)</u>						
Management of traffic flow on City streets	66%	1	40%	9	0.3955	1
Maintenance of City streets and infrastructure	57%	2	49%	7	0.2914	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes and ordinances	26%	5	45%	8	0.1446	3
Effectiveness of City communication with the public	28%	4	50%	6	0.1404	4
<u>Medium Priority (IS < .10)</u>						
Management of stormwater runoff	17%	7	53%	5	0.0778	5
Quality of police service	32%	3	78%	2	0.0716	6
Quality of City parks and recreation programs and facilities	21%	6	74%	3	0.0549	7
Quality of customer service you receive from City employees	10%	9	66%	4	0.0351	8
Quality of fire service	11%	8	90%	1	0.0110	9

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Branson, MO - 2008

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	IS Rank
<u>Very Priority (IS > .20)</u>						
Walking and biking trails in the City	45%	1	49%	7	0.2284	1
<u>High Priority (IS .10-.20)</u>						
Quality of the city youth recreation programs	26%	3	58%	4	0.1098	2
<u>Medium Priority (IS < .10)</u>						
Quality of city's adult recreation programs	22%	4	55%	6	0.0987	3
City swimming pools and programs	18%	5	55%	5	0.0815	4
Maintenance of City parks	29%	2	74%	1	0.0748	5
Location of City parks	14%	6	65%	3	0.0481	6
Quality of outdoor athletic fields and courts	9%	7	70%	2	0.0278	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Branson, MO - 2008

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	IS Rank
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	31%	2	52%	7	0.1466	1
Condition of major City streets	41%	1	65%	2	0.1433	2
Cleanliness of City streets and other public areas	30%	3	64%	3	0.1090	3
<u>Medium Priority (IS<.10)</u>						
Adequacy of City street lighting	22%	4	57%	5	0.0966	4
Cleanliness of stormwater drains/creeks	17%	7	55%	6	0.0778	5
Mowing/trimming along City streets/public areas	20%	5	61%	4	0.0762	6
Condition of street signs and traffic signals	18%	6	69%	1	0.0556	7

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

Most Important %:

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

Satisfaction %:

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

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Importance-Satisfaction Rating

City of Branson, MO - 2008

Codes

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	IS Rank
<u>Very Priority (IS>.20)</u>						
Enforcing clean-up of debris on private property	64%	1	29%	6	0.4558	1
Enforcing the mowing of grass on private property	31%	2	35%	4	0.2044	2
<u>High Priority (IS .10-.20)</u>						
Enforcing the ext maint of commercial property	26%	3	39%	3	0.1582	3
Enforcing the ext maint of residential property	21%	5	32%	5	0.1435	4
Quality of animal control	22%	4	43%	2	0.1240	5
<u>Medium Priority (IS<.10)</u>						
Enforcing sign regulations	14%	6	47%	1	0.0741	6

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

Most Important %:

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

Satisfaction %:

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

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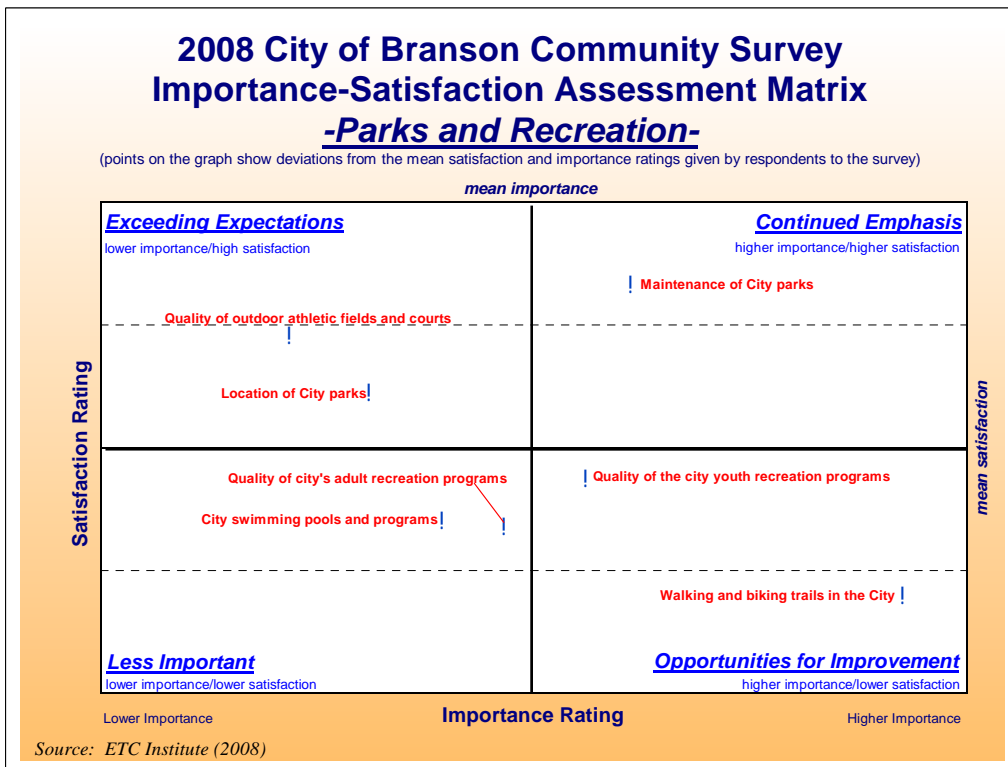
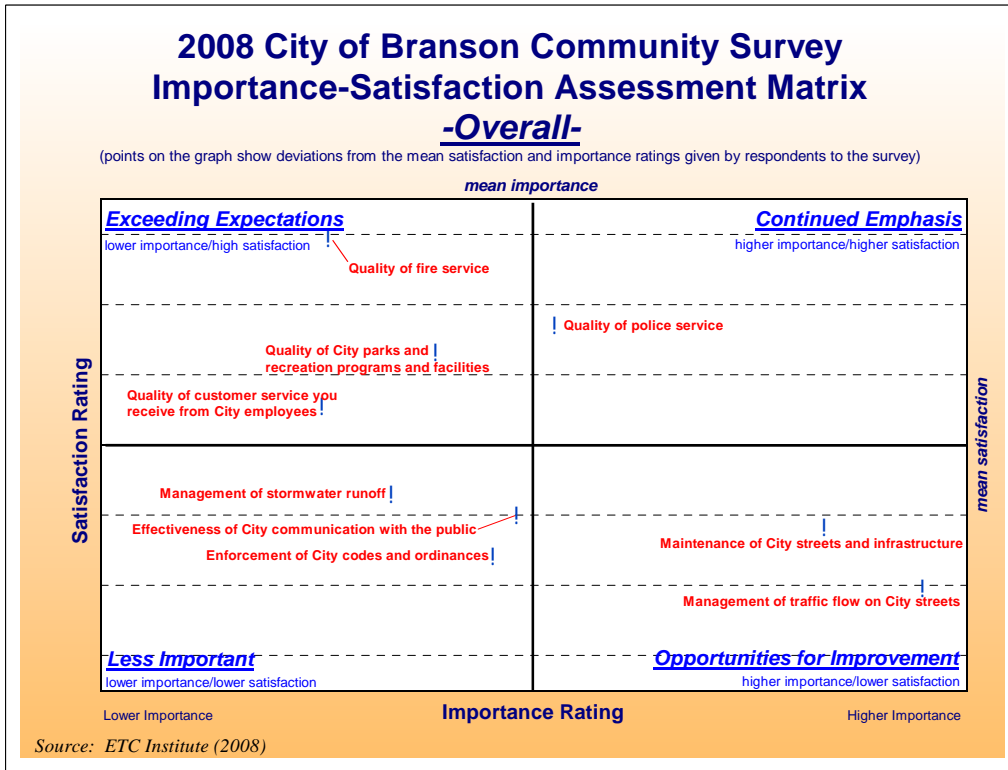
Importance-Satisfaction Matrix Analysis.

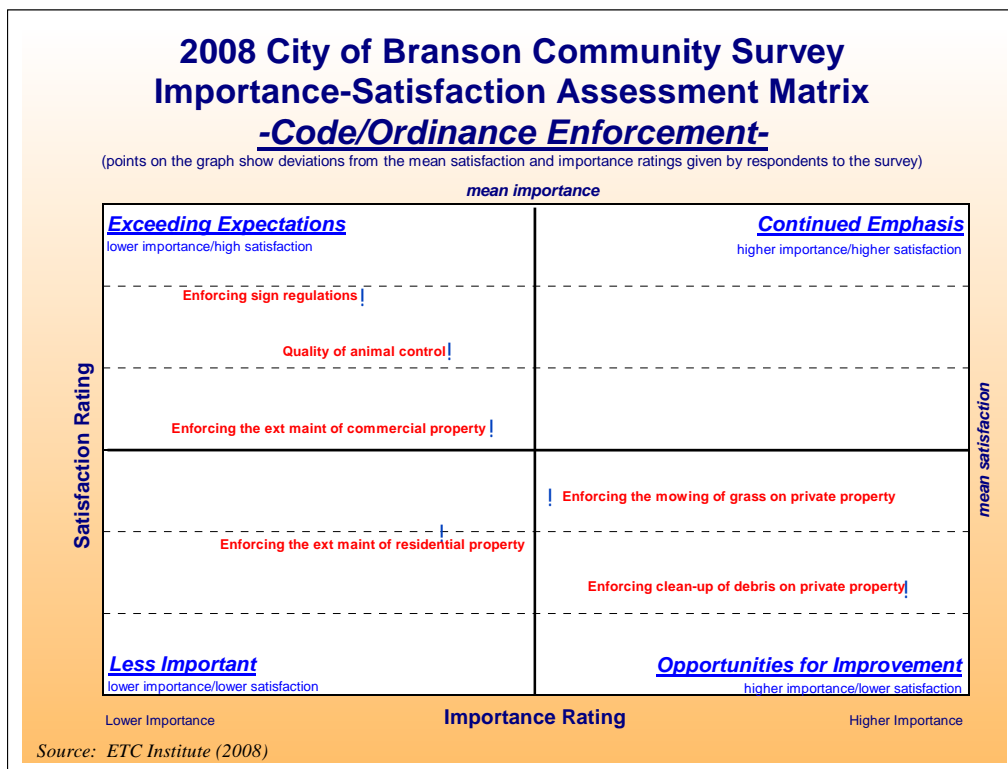
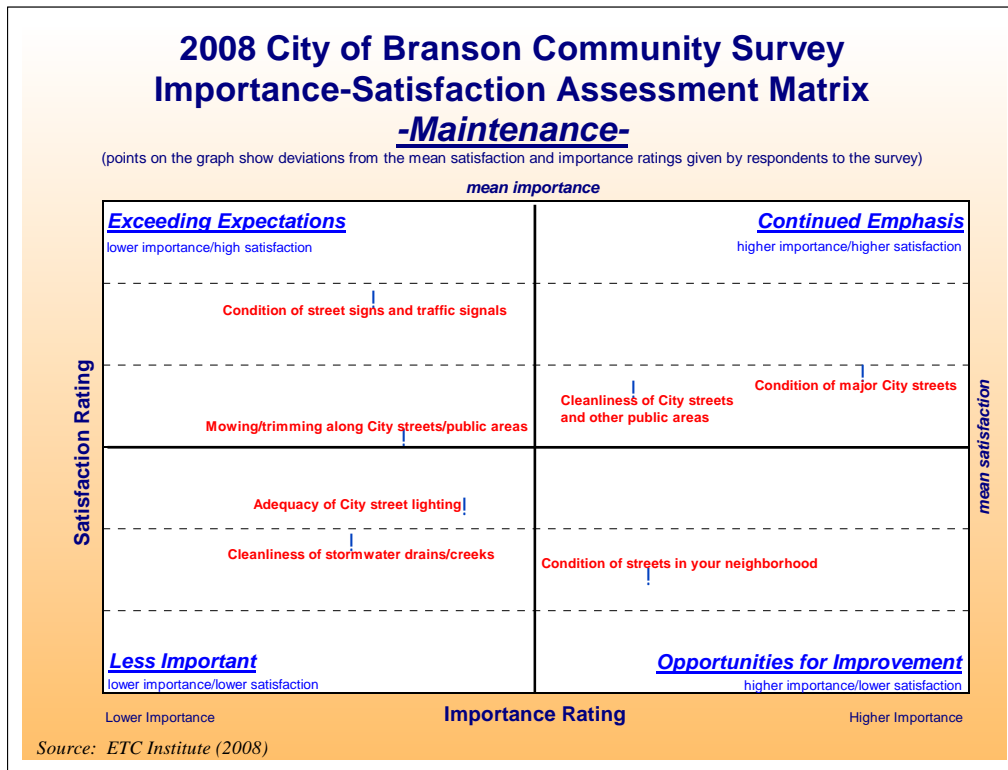
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed 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 City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City 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 City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City 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 City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's 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 City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the City of Branson are provided on the following pages.





Section 5:
Tabular Data and
Survey Instrument

Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q1A Police Service	2.5%	4.9%	13.4%	49.8%	21.7%	7.7%
Q1B Fire Service	0.2%	0.5%	8.5%	49.6%	31.3%	9.9%
Q1C City Parks and Recreation Programs	2.5%	5.6%	16.0%	47.5%	19.9%	8.5%
Q1D Maintenance of City streets	6.9%	15.3%	27.8%	37.5%	9.5%	3.0%
Q1E Enforcement of City codes	7.9%	14.1%	26.2%	29.9%	9.0%	12.9%
Q1F Quality of customer service	3.0%	4.9%	22.9%	41.0%	18.7%	9.5%
Q1G Effectiveness of City communication	3.5%	15.3%	28.2%	34.0%	13.7%	5.3%
Q1H Management of traffic flow	14.8%	21.3%	23.1%	33.6%	5.6%	1.6%
Q1I Management of stormwater runoff	2.1%	9.5%	29.8%	37.0%	10.4%	11.3%

Q1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1A Police Service	2.7%	5.3%	14.5%	54.0%	23.5%
Q1B Fire Service	0.2%	0.6%	9.4%	55.1%	34.8%
Q1C City Parks and Recreation Programs	2.7%	6.2%	17.5%	51.9%	21.7%
Q1D Maintenance of City streets	7.1%	15.8%	28.7%	38.7%	9.8%
Q1E Enforcement of City codes	9.1%	16.2%	30.1%	34.3%	10.3%
Q1F Quality of customer service	3.3%	5.4%	25.3%	45.3%	20.6%
Q1G Effectiveness of City communication	3.7%	16.2%	29.7%	35.9%	14.5%
Q1H Management of traffic flow	15.0%	21.6%	23.4%	34.2%	5.7%
Q1I Management of stormwater runoff	2.4%	10.7%	33.5%	41.7%	11.7%

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

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Police service	86	15.1 %
B=Fire service	7	1.2 %
C=City parks and recreation programs	22	3.9 %
D=Maintenance of City streets	123	21.7 %
E=Enforcement of City codes	48	8.5 %
F=Customer service	21	3.7 %
G=Effectiveness of City communication with the public	40	7.0 %
H=Management of traffic flow on City streets	167	29.4 %
I=Management of stowmwater runoff	15	2.6 %
Z=None chosen	39	6.9 %
Total	568	100.0 %

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

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Police service	30	5.3 %
B=Fire service	49	8.6 %
C=City parks and recreation programs	27	4.8 %
D=Maintenance of City streets	115	20.2 %
E=Enforcement of City codes	39	6.9 %
F=Customer service	19	3.3 %
G=Effectiveness of City communication with the public	58	10.2 %
H=Management of traffic flow on City streets	140	24.6 %
I=Management of stowmwater runoff	31	5.5 %
Z=None chosen	60	10.6 %
Total	568	100.0 %

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

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Police service	65	11.4 %
B=Fire service	6	1.1 %
C=City parks and recreation programs	69	12.1 %
D=Maintenance of City streets	84	14.8 %
E=Enforcement of City codes	61	10.7 %
F=Customer service	19	3.3 %
G=Effectiveness of City communication with the public	63	11.1 %
H=Management of traffic flow on City streets	67	11.8 %
I=Management of stowmwater runoff	49	8.6 %
Z=None chosen	85	15.0 %
Total	568	100.0 %

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

<u>Q2 all three choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Police service	181	31.9 %
B=Fire service	62	10.9 %
C=City parks and recreation programs	118	20.8 %
D=Maintenance of City streets	322	56.7 %
E=Enforcement of City codes	148	26.1 %
F=Customer service	59	10.4 %
G=Effectiveness of City communication with the public	161	28.3 %
H=Management of traffic flow on City streets	374	65.8 %
I=Management of stowmwater runoff	95	16.7 %
Z=None chosen	184	32.4 %
Total	1704	

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q3A Quality of services	0.4%	6.7%	22.5%	51.6%	14.1%	4.8%
Q3B Visual appearance of the City	4.6%	17.8%	20.2%	41.9%	14.1%	1.4%
Q3C Image of the City	0.7%	10.7%	19.4%	49.3%	18.5%	1.4%
Q3D Managing growth	4.4%	22.0%	24.3%	37.0%	10.4%	1.9%
Q3E Quality of Life	1.4%	8.8%	18.0%	51.1%	19.2%	1.6%
Q3F Feeling safe in the City	0.7%	4.4%	12.7%	53.5%	26.8%	1.9%
Q3G Quality of historic downtown	5.8%	17.3%	22.4%	42.8%	10.7%	1.1%
Q3H Value received for tax dollars	6.5%	16.0%	31.3%	34.5%	8.8%	2.8%

Q3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3A Quality of services	0.4%	7.0%	23.7%	54.2%	14.8%
Q3B Visual appearance of the City	4.6%	18.0%	20.5%	42.5%	14.3%
Q3C Image of the City	0.7%	10.9%	19.6%	50.0%	18.8%
Q3D Managing growth	4.5%	22.4%	24.8%	37.7%	10.6%
Q3E Quality of Life	1.4%	8.9%	18.2%	51.9%	19.5%
Q3F Feeling safe in the City	0.7%	4.5%	12.9%	54.6%	27.3%
Q3G Quality of historic downtown	5.9%	17.4%	22.6%	43.2%	10.9%
Q3H Value received for tax dollars	6.7%	16.5%	32.2%	35.5%	9.1%

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

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q4A Efforts to prevent crime	1.6%	4.8%	21.3%	51.2%	15.0%	6.2%
Q4B Enforce traffic laws	3.2%	7.7%	17.6%	49.6%	17.1%	4.8%
Q4C Police response to emergencies	1.1%	5.8%	16.4%	43.5%	17.8%	15.5%
Q4D Fire response to emergencies	0.2%	1.1%	12.7%	44.7%	25.7%	15.7%

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

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q4A Efforts to prevent crime	1.7%	5.1%	22.7%	54.6%	15.9%
Q4B Enforce traffic laws	3.3%	8.1%	18.5%	52.1%	17.9%
Q4C Police response to emergencies	1.3%	6.9%	19.4%	51.5%	21.0%
Q4D Fire response to emergencies	0.2%	1.3%	15.0%	53.0%	30.5%

Q5. Parks and Recreation. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q5A Maintenance of City parks	1.4%	4.9%	17.1%	52.3%	15.0%	9.3%
Q5B Location of City parks	2.1%	8.8%	21.3%	47.2%	13.6%	7.0%
Q5C Walking and biking trails	5.1%	17.3%	23.4%	34.7%	9.2%	10.4%
Q5D Swimming pools and programs	2.1%	12.9%	22.2%	32.2%	13.2%	17.4%
Q5E Quality of outdoor fields and courts	2.1%	5.1%	18.3%	45.6%	14.3%	14.6%
Q5F Quality of youth recreation programs	1.9%	6.5%	24.1%	33.5%	12.3%	21.7%
Q5G Quality of adult recreation programs	2.1%	7.0%	26.9%	32.7%	10.6%	20.6%

Q5. Parks and Recreation. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q5A Maintenance of City parks	1.6%	5.4%	18.8%	57.7%	16.5%
Q5B Location of City parks	2.3%	9.5%	22.9%	50.8%	14.6%
Q5C Walking and biking trails	5.7%	19.3%	26.1%	38.7%	10.2%
Q5D Swimming pools and programs	2.6%	15.6%	26.9%	39.0%	16.0%
Q5E Quality of outdoor fields and courts	2.5%	6.0%	21.4%	53.4%	16.7%
Q5F Quality of youth recreation programs	2.5%	8.3%	30.8%	42.7%	15.7%
Q5G Quality of adult recreation programs	2.7%	8.9%	33.9%	41.2%	13.3%

Q6. Which TWO of the parks and recreation items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q6 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	100	17.6 %
B=Location of City parks	33	5.8 %
C=Walking and biking trails	159	28.0 %
D=Swimming pools and programs	50	8.8 %
E=Quality of outdoor fields and courts	17	3.0 %
F=Quality of youth recreation programs	81	14.3 %
G=Quality of adult recreation programs	38	6.7 %
Z=None chosen	90	15.8 %
Total	568	100.0 %

Q6. Which TWO of the parks and recreation items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q6 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	65	11.4 %
B=Location of City parks	46	8.1 %
C=Walking and biking trails	95	16.7 %
D=Swimming pools and programs	53	9.3 %
E=Quality of outdoor fields and courts	36	6.3 %
F=Quality of youth recreation programs	69	12.1 %
G=Quality of adult recreation programs	85	15.0 %
Z=None chosen	119	21.0 %
Total	568	100.0 %

Q6. Which TWO of the parks and recreation items do you think should receive the most emphasis from City leaders over the next two years?

<u>Q6 both choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	165	29.0 %
B=Location of City parks	79	13.9 %
C=Walking and biking trails	254	44.7 %
D=Swimming pools and programs	103	18.1 %
E=Quality of outdoor fields and courts	53	9.3 %
F=Quality of youth recreation programs	150	26.4 %
G=Quality of adult recreation programs	123	21.7 %
Z=None chosen	209	36.8 %
Total	1136	

Q7. Communication. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q7A Availability of info about City programs/srvcs	3.7%	12.3%	30.1%	39.1%	9.9%	4.9%
Q7B Efforts to keep you informed about local issues	5.8%	19.5%	26.9%	34.7%	9.0%	4.0%

Q7. Communication. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q7A Availability of info about City programs/srvcs	3.9%	13.0%	31.7%	41.1%	10.4%
Q7B Efforts to keep you informed about local issues	6.1%	20.4%	28.1%	36.1%	9.4%

Q8. Which of the following do you use to get information about the City of Branson?

Q8 How do you get info about the City of Branson	Number	Percent
1=Branson Daily News	285	50.2 %
2=Branson Daily Independent	392	69.0 %
3=Calling the City	72	12.7 %
4=City website	129	22.7 %
5=Local radio	361	63.6 %
6=TV news	329	57.9 %
7=Other	75	13.2 %
9=None chosen	12	2.1 %
Total	1655	

Q9. Maintenance. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q9A Condition of major City streets	3.2%	10.7%	21.1%	54.0%	10.6%	0.4%
Q9B Condition of neighborhood streets	9.3%	15.3%	22.7%	42.3%	9.9%	0.5%
Q9C Condition of street signs and signals	2.5%	10.0%	18.0%	58.1%	10.7%	0.7%
Q9D Mowing and trimming along City streets/other public areas	3.3%	13.0%	22.4%	53.2%	7.2%	0.9%
Q9E Adequacy of City street lighting	3.3%	17.1%	22.5%	48.1%	8.3%	0.7%
Q9F Cleanliness of City streets/other public areas	3.0%	13.4%	19.0%	52.1%	10.2%	2.3%
Q9G Cleanliness of stormwater drains/creeks in neighborhood	5.1%	14.1%	23.1%	43.1%	7.6%	7.0%

Q9. Maintenance. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9A Condition of major City streets	3.2%	10.8%	21.2%	54.2%	10.6%
Q9B Condition of neighborhood streets	9.4%	15.4%	22.8%	42.5%	9.9%
Q9C Condition of street signs and signals	2.5%	10.1%	18.1%	58.5%	10.8%
Q9D Mowing and trimming along City streets/other public areas	3.4%	13.1%	22.6%	53.6%	7.3%
Q9E Adequacy of City street lighting	3.4%	17.2%	22.7%	48.4%	8.3%
Q9F Cleanliness of City streets/other public areas	3.1%	13.7%	19.5%	53.3%	10.5%
Q9G Cleanliness of stormwater drains/creeks in neighborhood	5.5%	15.2%	24.8%	46.4%	8.1%

Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q10 1st choice	Number	Percent
A=Condition of major City streets	155	27.3 %
B=Condition of neighborhood streets	92	16.2 %
C=Condition of Street signs	45	7.9 %
D=Mowing/Trimming along City streets	40	7.0 %
E=Street lights	61	10.7 %
F=Cleanliness of City streets	79	13.9 %
G=Cleanliness of stormwater drains	47	8.3 %
Z=None chosen	49	8.6 %
Total	568	100.0 %

Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q10 2nd choice	Number	Percent
A=Condition of major City streets	76	13.4 %
B=Condition of neighborhood streets	83	14.6 %
C=Condition of Street signs	58	10.2 %
D=Mowing/Trimming along City streets	71	12.5 %
E=Street lights	66	11.6 %
F=Cleanliness of City streets	92	16.2 %
G=Cleanliness of stormwater drains	50	8.8 %
Z=None chosen	72	12.7 %
Total	568	100.0 %

Q10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q10 both choices combined	Number	Percent
A=Condition of major City streets	231	40.7 %
B=Condition of neighborhood streets	175	30.8 %
C=Condition of Street signs	103	18.1 %
D=Mowing/Trimming along City streets	111	19.5 %
E=Street lights	127	22.4 %
F=Cleanliness of City streets	171	30.1 %
G=Cleanliness of stormwater drains	97	17.1 %
Z=None chosen	49	8.6 %
Total	1064	

Q11. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q11A Enforcing cleanup of debris on private property	16.2%	26.5%	22.4%	23.1%	3.4%	8.5%
Q11B Enforcing mowing on private property	12.3%	19.7%	27.6%	27.3%	4.2%	8.8%
Q11C Enforcing ext maintenance of residential property	10.6%	19.0%	31.9%	24.8%	4.6%	9.2%
Q11D Enforcing ext maintenance of commercial property	7.2%	16.9%	31.5%	29.9%	5.3%	9.2%
Q11E Enforcing sign regulations	6.5%	9.0%	31.9%	36.4%	5.1%	11.1%
Q11F Quality of animal control	7.7%	14.4%	29.6%	31.5%	8.3%	8.5%

Q11. Code Enforcement: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11A Enforcing cleanup of debris on private property	17.7%	28.9%	24.5%	25.2%	3.7%
Q11B Enforcing mowing on private property	13.5%	21.6%	30.3%	29.9%	4.6%
Q11C Enforcing ext maintenance of residential property	11.6%	20.9%	35.1%	27.3%	5.0%
Q11D Enforcing ext maintenance of commercial property	7.9%	18.6%	34.7%	32.9%	5.8%
Q11E Enforcing sign regulations	7.3%	10.1%	35.8%	41.0%	5.7%
Q11F Quality of animal control	8.5%	15.8%	32.3%	34.4%	9.0%

Q12. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q12 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of junk and debris	280	49.3 %
B=Enforcing mowing of grass on private property	50	8.8 %
C=Enforcing the ext maintenance of residential property	27	4.8 %
D=Enforcing the ext maintenance of commercial property	65	11.4 %
E=Enforcing sign regulations	36	6.3 %
F=Quality animal control	60	10.6 %
Z=None chosen	50	8.8 %
Total	568	100.0 %

Q12. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q12 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of junk and debris	84	14.8 %
B=Enforcing mowing of grass on private property	127	22.4 %
C=Enforcing the ext maintenance of residential property	93	16.4 %
D=Enforcing the ext maintenance of commercial property	82	14.4 %
E=Enforcing sign regulations	43	7.6 %
F=Quality animal control	64	11.3 %
Z=None chosen	75	13.2 %
Total	568	100.0 %

Q12. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q12 both choices combined</u>	<u>Number</u>	<u>Percent</u>
A=Enforcing the clean up of junk and debris	364	64.1 %
B=Enforcing mowing of grass on private property	177	31.2 %
C=Enforcing the ext maintenance of residential property	120	21.1 %
D=Enforcing the ext maintenance of commercial property	147	25.9 %
E=Enforcing gign regulations	79	13.9 %
F=Quality animal control	124	21.8 %
Z=None chosen	125	22.0 %
Total	1136	

Q13. Regional Cooperation. How important do you think it is for the City of Branson to work with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

Q13 Working with other Gov organizations in region when planning for future	Number	Percent
1=Not at all important	3	0.5 %
2=Not important	8	1.4 %
3=Somewhat important	39	6.9 %
4=Important	101	17.8 %
5=Very important	403	71.0 %
9=Don't know	14	2.5 %
Total	568	100.0 %

Q13. Regional Cooperation. How important do you think it is for the City of Branson to work with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

(Excluding Don't Know)

Q13 Working with other Gov organizations in region when planning for future	Number	Percent
1=Not at all important	3	0.5 %
2=Not important	8	1.4 %
3=Somewhat important	39	7.0 %
4=Important	101	18.2 %
5=Very important	403	72.7 %
Total	554	100.0 %

Q14. City Utility Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q14A Drop-off recycling services	5.5%	15.0%	21.0%	31.0%	13.7%	13.9%
Q14B Bulky item pick-up removal service	3.0%	8.6%	20.8%	37.9%	15.3%	14.4%
Q14C Water service	4.2%	6.0%	18.0%	46.0%	17.1%	8.8%
Q14D Wastewater services	1.4%	3.7%	21.3%	47.0%	15.0%	11.6%

Q14. City Utility Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(Excluding Don't Know)

(N=568)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q14A Drop-off recycling services	6.3%	17.4%	24.3%	36.0%	16.0%
Q14B Bulky item pick-up removal service	3.5%	10.1%	24.3%	44.2%	17.9%
Q14C Water service	4.6%	6.6%	19.7%	50.4%	18.7%
Q14D Wastewater services	1.6%	4.2%	24.1%	53.2%	16.9%

Q15. Have you contacted the City of Branson during the past year?

<u>Q15 Contacted City during past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	313	55.1 %
2=No	255	44.9 %
Total	568	100.0 %

Q15a. Which City department did you contact most recently?

<u>Q15A Dept most recently contacted</u>	<u>Number</u>	<u>Percent</u>
1=Police	84	26.8 %
2=Fire	5	1.6 %
3=Parks and Recreation	38	12.1 %
4=City Administration	44	14.1 %
5=Planning and Development	41	13.1 %
6=Public Works	51	16.3 %
7=Water/Waste	25	8.0 %
8=Other	25	8.0 %
Total	313	100.0 %

Q15b-f. Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently with regard to the following:

(N=313)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don' know 9
Q15B-B How easy they were to contact	3.9%	5.2%	9.7%	50.0%	30.0%	1.3%
Q15B-C The way you were treated	3.2%	8.3%	10.9%	40.3%	36.1%	1.3%
Q15B-D The accuracy of the information you were given	5.8%	11.5%	11.8%	35.8%	32.9%	2.2%
Q15B-E How quickly City staff responded to your request	6.4%	14.4%	13.1%	31.9%	30.7%	3.5%
Q15B-F How well issue was resolved	13.7%	14.1%	11.2%	30.4%	27.5%	3.2%

Q15b-f. Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the employees in the City Department you contacted most recently with regard to the following:

(Excluding Don't Know)

(N=313)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q15B-B How easy they were to contact	3.9%	5.2%	9.8%	50.7%	30.4%
Q15B-C The way you were treated	3.2%	8.4%	11.0%	40.8%	36.6%
Q15B-D The accuracy of the information you were given	5.9%	11.8%	12.1%	36.6%	33.7%
Q15B-E How quickly City staff responded to your request	6.6%	14.9%	13.6%	33.1%	31.8%
Q15B-F How well issue was resolved	14.2%	14.5%	11.6%	31.4%	28.4%

Q16. Environment. Do you generally think the City of Branson is a good steward of the environment?

<u>Q16 Think City is good steward of environment</u>	<u>Number</u>	<u>Percent</u>
1=Yes	305	53.7 %
2=No	125	22.0 %
9=Don't know	138	24.3 %
Total	568	100.0 %

Q17. Community Pride. Are you proud to be a resident of Branson?

<u>Q17 Proud to be a resident of Branson</u>	<u>Number</u>	<u>Percent</u>
1=Yes	501	88.2 %
2=No	21	3.7 %
9=Don't know	46	8.1 %
Total	568	100.0 %

Q18. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

(N=568)

	Not important 1	Less important 2	Important 3	Very important 4	Extremely important 5	No response 9
Q18A Preserving small town atmosphere	3.9%	12.7%	17.8%	20.5%	43.2%	1.9%
Q18B Promoting retail development	10.2%	27.6%	25.2%	18.8%	15.5%	2.6%
Q18C Keeping crime rate low	0.0%	0.0%	3.9%	18.1%	76.1%	1.9%
Q18D Ensuring affordable housing is available	2.5%	4.8%	18.5%	22.5%	50.0%	1.8%
Q18E Minimizing tax increases	0.5%	2.1%	10.6%	20.1%	64.6%	2.1%
Q18F Expanding employment opportunities	3.3%	3.5%	19.9%	25.0%	46.0%	2.3%
Q18G Increasing the availability of arts/cultural amenities	4.0%	13.9%	31.0%	23.9%	24.8%	2.3%
Q18H Improving local governmental services	0.7%	3.7%	27.8%	37.5%	27.3%	3.0%
Q18I Improving the quality of educational opportunities	1.2%	3.5%	21.8%	29.8%	40.8%	2.8%
Q18J Enhancing the appearance of the City	0.4%	4.4%	19.5%	29.9%	43.0%	2.8%
Q18L Enhancing parks and open spaces	3.0%	6.2%	23.6%	31.0%	33.8%	2.5%
Q18M Preserving the City's image as a "family-friendly" community	1.8%	4.9%	11.8%	13.9%	64.6%	3.0%

Q18. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

(Excluding Don't Know)

(N=568)

	Not important 1	Less important 2	Important 3	Very important 4	Extremely important 5
Q18A Preserving small town atmosphere	4.0%	12.9%	18.2%	20.9%	44.1%
Q18B Promoting retail development	10.5%	28.4%	25.9%	19.3%	15.9%
Q18C Keeping crime rate low	0.0%	0.0%	3.9%	18.5%	77.6%
Q18D Ensuring affordable housing is available	2.5%	4.8%	18.8%	22.9%	50.9%
Q18E Minimizing tax increases	0.5%	2.2%	10.8%	20.5%	66.0%
Q18F Expanding employment opportunities	3.4%	3.6%	20.4%	25.6%	47.0%
Q18G Increasing the availability of arts/ cultural amenities	4.1%	14.2%	31.7%	24.5%	25.4%
Q18H Improving local governmental services	0.7%	3.8%	28.7%	38.7%	28.1%
Q18I Improving the quality of educational opportunities	1.3%	3.6%	22.5%	30.6%	42.0%
Q18J Enhancing the appearance of the City	0.4%	4.5%	20.1%	30.8%	44.2%
Q18L Enhancing parks and open spaces	3.1%	6.3%	24.2%	31.8%	34.7%
Q18M Preserving the City's image as a "family-friendly" community	1.8%	5.1%	12.2%	14.3%	66.6%

Q19. Which THREE of the issues listed above do you think should be most important when planning the City's future?

<u>Q19 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=preserving the small-town atmosphere	101	17.8 %
B=Promoting more retail development	27	4.8 %
C=Keeping the crime rate low	104	18.3 %
D=Ensuring affordable housing is available	70	12.3 %
E=Minimizing tax increase	53	9.3 %
F=Expanding employment opportunities	33	5.8 %
G=Increasing the availability of arts and cultural amenities	6	1.1 %
H=Improving the quality of local governmental services	3	0.5 %
I=Improving the quality of educational opportunities	20	3.5 %
J=Enhancing the City's appearance	27	4.8 %
L=Enhancing parks and open spaces	6	1.1 %
M=Preserving the City's image as a "family-friendly" community	91	16.0 %
<u>Z=None chosen</u>	<u>27</u>	<u>4.8 %</u>
Total	568	100.0 %

Q19. Which THREE of the issues listed above do you think should be most important when planning the City's future?

<u>Q19 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=preserving the small-town atmosphere	61	10.7 %
B=Promoting more retail development	22	3.9 %
C=Keeping the crime rate low	118	20.8 %
D=Ensuring affordable housing is available	58	10.2 %
E=Minimizing tax increase	95	16.7 %
F=Expanding employment opportunities	24	4.2 %
G=Increasing the availability of arts and cultural amenities	15	2.6 %
H=Improving the quality of local governmental services	15	2.6 %
I=Improving the quality of educational opportunities	31	5.5 %
J=Enhancing the City's appearance	27	4.8 %
L=Enhancing parks and open spaces	19	3.3 %
M=Preserving the City's image as a "family-friendly" community	54	9.5 %
<u>Z=None chosen</u>	<u>29</u>	<u>5.1 %</u>
Total	568	100.0 %

Q19. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q19 3rd choice	Number	Percent
A=preserving the small-town atmosphere	28	4.9 %
B=Promoting more retail development	15	2.6 %
C=Keeping the crime rate low	71	12.5 %
D=Ensuring affordable housing is available	55	9.7 %
E=Minimizing tax increase	78	13.7 %
F=Expanding employment opportunities	40	7.0 %
G=Increasing the availability of arts and cultural amenities	25	4.4 %
H=Improving the quality of local governmental services	12	2.1 %
I=Improving the quality of educational opportunities	47	8.3 %
J=Enhancing the City's appearance	45	7.9 %
L=Enhancing parks and open spaces	33	5.8 %
M=Preserving the City's image as a "family-friendly" community	75	13.2 %
Z=None chosen	44	7.7 %
Total	568	100.0 %

Q19. Which THREE of the issues listed above do you think should be most important when planning the City's future?

Q19 all three choices combined	Number	Percent
A=preserving the small-town atmosphere	190	33.5 %
B=Promoting more retail development	64	11.3 %
C=Keeping the crime rate low	293	51.6 %
D=Ensuring affordable housing is available	183	32.2 %
E=Minimizing tax increase	226	39.8 %
F=Expanding employment opportunities	97	17.1 %
G=Increasing the availability of arts and cultural amenities	46	8.1 %
H=Improving the quality of local governmental services	30	5.3 %
I=Improving the quality of educational opportunities	98	17.3 %
J=Enhancing the City's appearance	99	17.4 %
L=Enhancing parks and open spaces	58	10.2 %
M=Preserving the City's image as a "family-friendly" community	220	38.7 %
Z=None chosen	100	17.6 %
Total	1704	

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Branson with regard to the following:

(N=568)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5	Don't know 9
Q20A Place to live	1.2%	3.2%	3.7%	46.0%	43.3%	2.6%
Q20B Place to raise children	0.4%	1.8%	7.4%	39.4%	44.2%	6.9%
Q20C Place to work	6.3%	14.1%	15.0%	36.1%	23.6%	4.9%
Q20D Place to retire	0.5%	3.2%	10.0%	36.3%	41.0%	9.0%
Q20E Place to visit	1.8%	2.8%	7.9%	32.0%	51.9%	3.5%
Q20F City moving in the right direction	3.3%	10.9%	20.6%	38.4%	21.5%	5.3%

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Branson with regard to the following:

(Excluding Don't Know)

(N=568)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5
Q20A Place to live	1.3%	3.3%	3.8%	47.2%	44.5%
Q20B Place to raise children	0.4%	1.9%	7.9%	42.3%	47.4%
Q20C Place to work	6.7%	14.8%	15.7%	38.0%	24.8%
Q20D Place to retire	0.6%	3.5%	11.0%	39.8%	45.1%
Q20E Place to visit	1.8%	2.9%	8.2%	33.2%	53.8%
Q20F City moving in the right direction	3.5%	11.5%	21.7%	40.5%	22.7%

Q21. Approximately how many years have you lived in Branson?

<u>Q21 Years lived in the City of Branson</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5	136	23.9 %
2=5-10 Yrs	91	16.0 %
3=11-20 Yrs	172	30.3 %
4=20+ Yrs	156	27.5 %
9=Not provided	13	2.3 %
Total	568	100.0 %

Q22. What is your age?

<u>Q22 Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 Yrs	142	25.0 %
35-44 Yrs	92	16.2 %
45-54 Yrs	110	19.4 %
55-64 Yrs	86	15.1 %
65-74 Yrs	64	11.3 %
75+ Yrs	74	13.0 %
Total	568	100.0 %

Q23. Gender:

<u>Q23 Your gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	288	50.7 %
2=Female	280	49.3 %
Total	568	100.0 %

Q24. Race/Ethnicity:

<u>Q24 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1=Asian/Pacific	7	1.2 %
2=White	520	91.5 %
3=American Indian	2	0.4 %
4=Black/African American	1	0.2 %
5=Hispanic/Latino	10	1.8 %
6=Other	6	1.1 %
9=Not provided	22	3.9 %
Total	568	100.0 %

Q25. Would you say your total household income is:

<u>Q25 Annual household income</u>	<u>Number</u>	<u>Percent</u>
1=Under 30K	107	18.8 %
2=30K-59,999K	184	32.4 %
3=60K-99,999K	151	26.6 %
4=100K or more	87	15.3 %
9=Not provided	39	6.9 %
Total	568	100.0 %

2008 City of Branson Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify ways to improve the quality of city services. If you have questions, please contact Jerry Adams at 417-337-8548 or jadams@cityofbranson.org.



1. Major categories of services provided by the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Quality of police service	5	4	3	2	1	9
B. Quality of fire service	5	4	3	2	1	9
C. Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
D. Maintenance of City streets and infrastructure	5	4	3	2	1	9
E. Enforcement of City codes and ordinances	5	4	3	2	1	9
F. Quality of customer service you receive from City employees	5	4	3	2	1	9
G. Effectiveness of City communication with the public	5	4	3	2	1	9
H. Management of traffic flow on City streets	5	4	3	2	1	9
I. Management of stormwater runoff	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

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

3. Items that may influence your perception of the City of Branson are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Overall quality of services provided by the City	5	4	3	2	1	9
B. Appearance/visual attractiveness of the City	5	4	3	2	1	9
C. Image of the City	5	4	3	2	1	9
D. How well the City is managing growth	5	4	3	2	1	9
E. Quality of life in the City	5	4	3	2	1	9
F. Feeling of safety in the City	5	4	3	2	1	9
G. Quality of Historic Downtown Branson	5	4	3	2	1	9
H. Value you receive for your City taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. City efforts to prevent crime	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. **Parks and Recreation.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Maintenance of City parks	5	4	3	2	1	9
B. Location of City parks	5	4	3	2	1	9
C. Walking and biking trails in the City	5	4	3	2	1	9
D. City swimming pools and programs	5	4	3	2	1	9
E. Quality of outdoor athletic fields and courts	5	4	3	2	1	9
F. Quality of the city youth recreation programs	5	4	3	2	1	9
G. Quality of city’s adult recreation programs	5	4	3	2	1	9

6. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above].

1st. _____ 2nd. _____

7. **Communication.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9

8. Which of the following do you use to get information about the City of Branson? (check all)

(1) Branson Daily News (5) Local radio
 (2) Branson Daily Independent (6) Television news
 (3) Calling the City (7) Other: _____
 (4) City website

9. **Maintenance.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Condition of major City streets	5	4	3	2	1	9
B. Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C. Condition of street signs and traffic signals	5	4	3	2	1	9
D. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
E. Adequacy of City street lighting	5	4	3	2	1	9
F. Cleanliness of City streets and other public areas	5	4	3	2	1	9
G. Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9

10. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above].

1st. _____ 2nd. _____

11. **Code Enforcement:** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Enforcing the clean up of junk and debris on private property	5	4	3	2	1	9
B. Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D. Enforcing the exterior maintenance of commercial property	5	4	3	2	1	9
E. Enforcing sign regulations	5	4	3	2	1	9
F. Quality of animal control	5	4	3	2	1	9

12. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 11 above].

1st. _____ 2nd. _____

13. **Regional Cooperation.** How important do you think it is for the City of Branson to work with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

- | | |
|---------------------------|-----------------------------|
| ___(5) Very important | ___(2) Not important |
| ___(4) Important | ___(1) Not important at All |
| ___(3) Somewhat important | ___(9) Don't know |

14. City Utility Services. Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Drop-off recycling services	5	4	3	2	1	9
B. Bulky item pick up/removal that occurs twice a year for items such as old furniture, appliances. Etc.	5	4	3	2	1	9
C. Water service	5	4	3	2	1	9
D. Wastewater services	5	4	3	2	1	9

15. Have you contacted the City of Branson during the past year?

- ___(1) Yes [answer Question 15a-f]
- ___(2) No [go to Question 16]

15a. Which City department did you contact most recently? (check one)

- ___(1) Police
- ___(2) Fire
- ___(3) Parks and Recreation
- ___(4) City Administration
- ___(5) Planning and Development
- ___(6) Public Works (streets, recycling)
- ___(7) Water/wastewater
- ___(8) Other: _____

15b-f. [Only if “YES” to Question 15] Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with the employees in the City Department you contacted most recently (in #16a) with regard to the following:

<i>How Satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B. How easy they were to contact	5	4	3	2	1	9
C. The way you were treated	5	4	3	2	1	9
D. The accuracy of the information you were given	5	4	3	2	1	9
E. How quickly City staff responded to your request	5	4	3	2	1	9
F. How well your issue was resolved	5	4	3	2	1	9

16. Environment. Do you generally think the City of Branson is a good steward of the environment?

- ___(1) Yes
- ___(2) No
- ___(9) Don't know

17. Community Pride. Are you proud to be a resident of Branson?

- ___(1) Yes
- ___(2) No
- ___(9) Don't know

18. **Future Planning.** Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<i>Reason</i>	Extremely Important	Very Important	Important	Less Important	Not Important
A. Preserving the small-town atmosphere in the community	5	4	3	2	1
B. Promoting more retail development to serve the needs of residents	5	4	3	2	1
C. Keeping the crime rate low	5	4	3	2	1
D. Ensuring that affordable housing is available inside the City of Branson	5	4	3	2	1
E. Minimizing tax increases	5	4	3	2	1
F. Expanding employment opportunities	5	4	3	2	1
G. Increasing the availability of arts and cultural amenities	5	4	3	2	1
H. Improving the quality of local governmental services	5	4	3	2	1
I. Improving the quality of education opportunities available	5	4	3	2	1
J. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
L. Enhancing parks and open space	5	4	3	2	1
M. Preserving the City's image as a "family-friendly" community	5	4	3	2	1

19. Which THREE of the issues listed above do you think should be most important when planning the City's future? [Write in the letters below using the letters from the list in Question 18 above].

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

20. **Overall Ratings of the City.** Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Branson with regard to the following:

<i>How would you rate the City of Branson</i>	<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9
D. As a place to retire	5	4	3	2	1	9
E. As a place to visit	5	4	3	2	1	9
F. As a City that is moving in the right direction	5	4	3	2	1	9

21. **Approximately how many years have you lived in Branson?**

- _____ (1) Less than 5 years _____ (3) 11-20 years
 _____ (2) 5-10 years _____ (4) More than 20 years

22. What is your age?

- (1) Under 25 years (5) 55-64 years
 (2) 25-35 years (6) 65-74 years
 (3) 35-44 years (7) 75+ years
 (4) 45-54 years

23. What is your gender?

- (1) Male (2) Female

24. Which of the following best describes your race/ethnicity? (check all that apply)

- (1) Asian/Pacific Islander (4) Black/African American
 (2) White (5) Hispanic/Latino/Spanish
 (3) American Indian/Eskimo (6) Other: _____

25. Would you say your total annual household income is:

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

26. [Optional Comments] If there are any other issues or suggestions you would like to make, please provide your comments in the space listed below. [you may attach additional sheets if necessary]

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