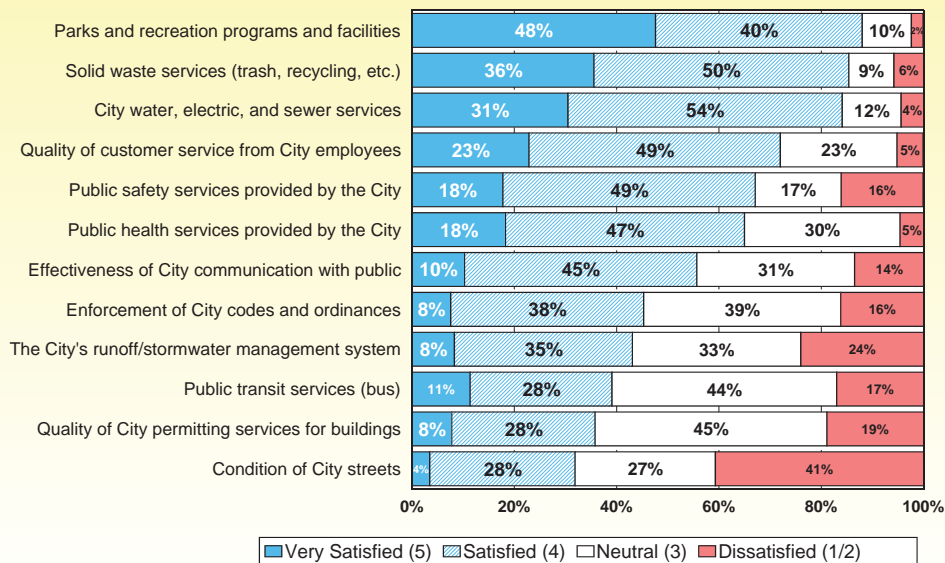


Section 1:
Charts and Graphs

City of Columbia 2015 DirectionFinder Survey Results

Q1. Overall Satisfaction with City Services by Major Category

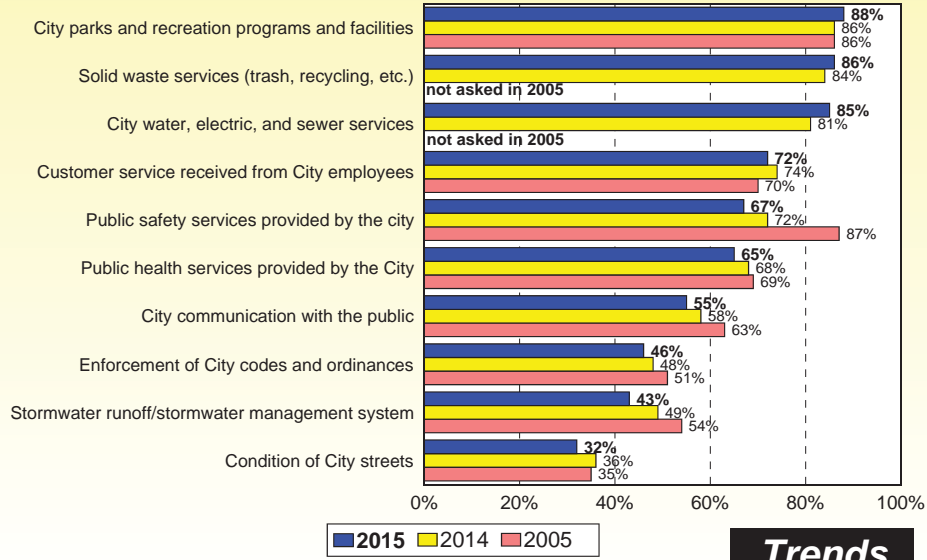
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

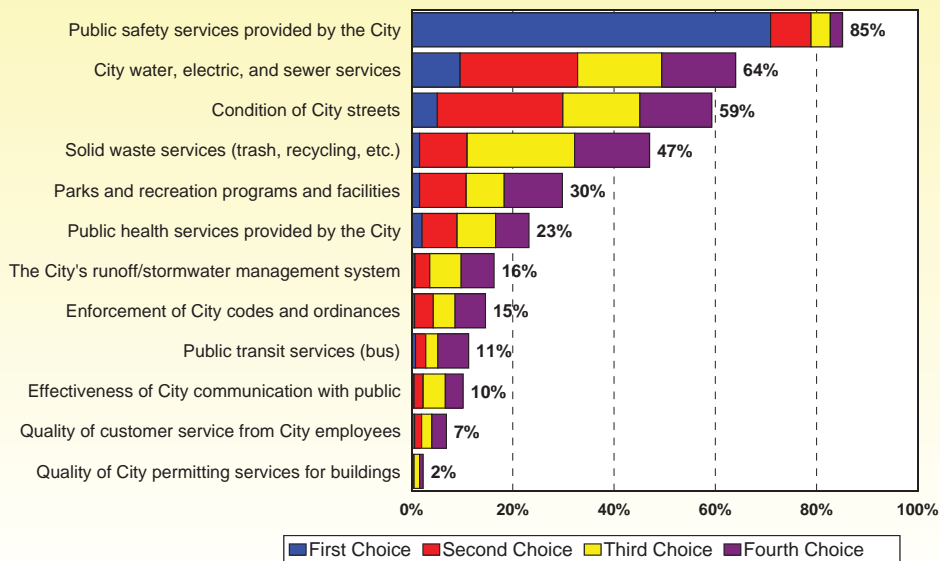
Overall Satisfaction with City Services by Major Category - 2005 to 2015

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



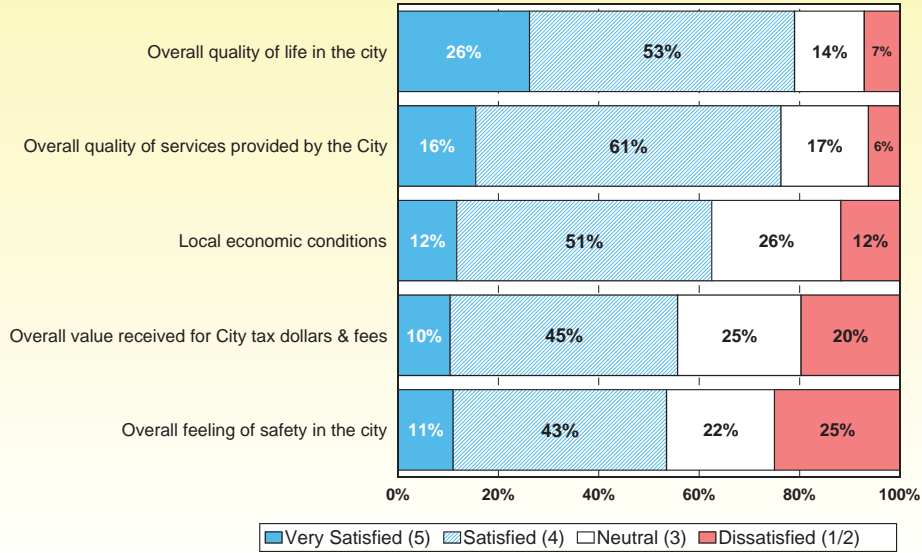
Q2. Major City Services That Residents Think Are Most Important for the City to Provide

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



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

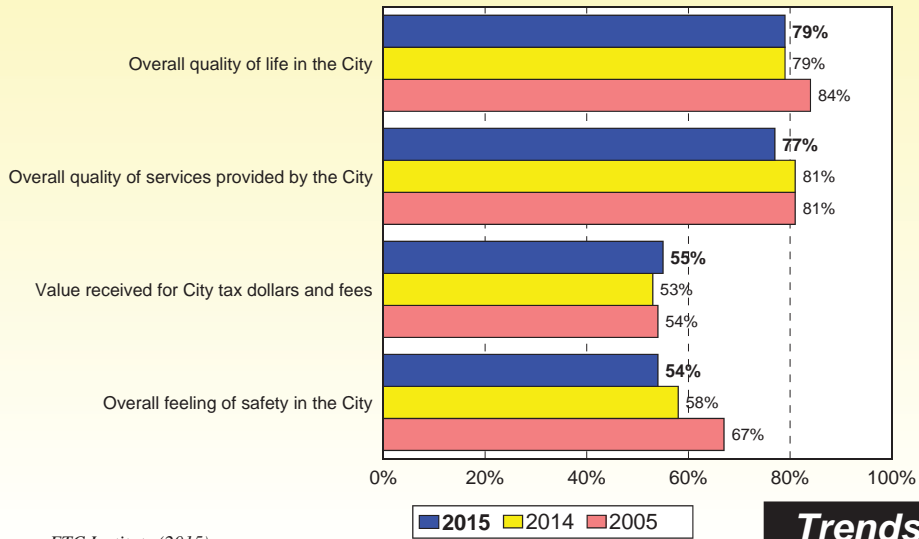
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

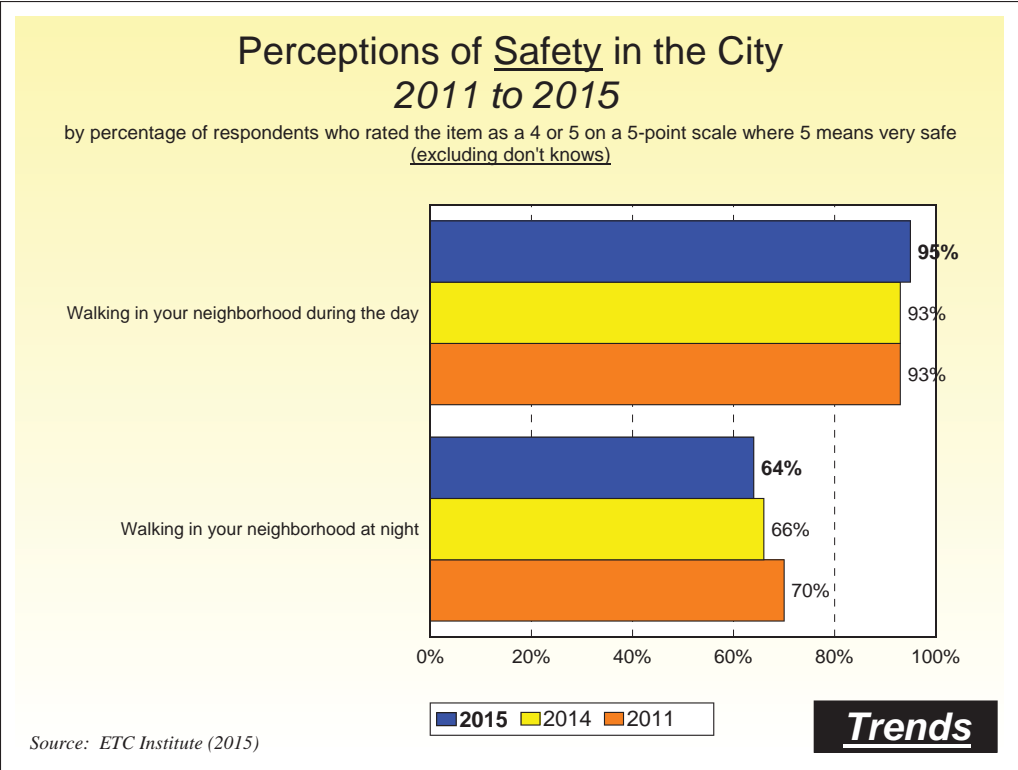
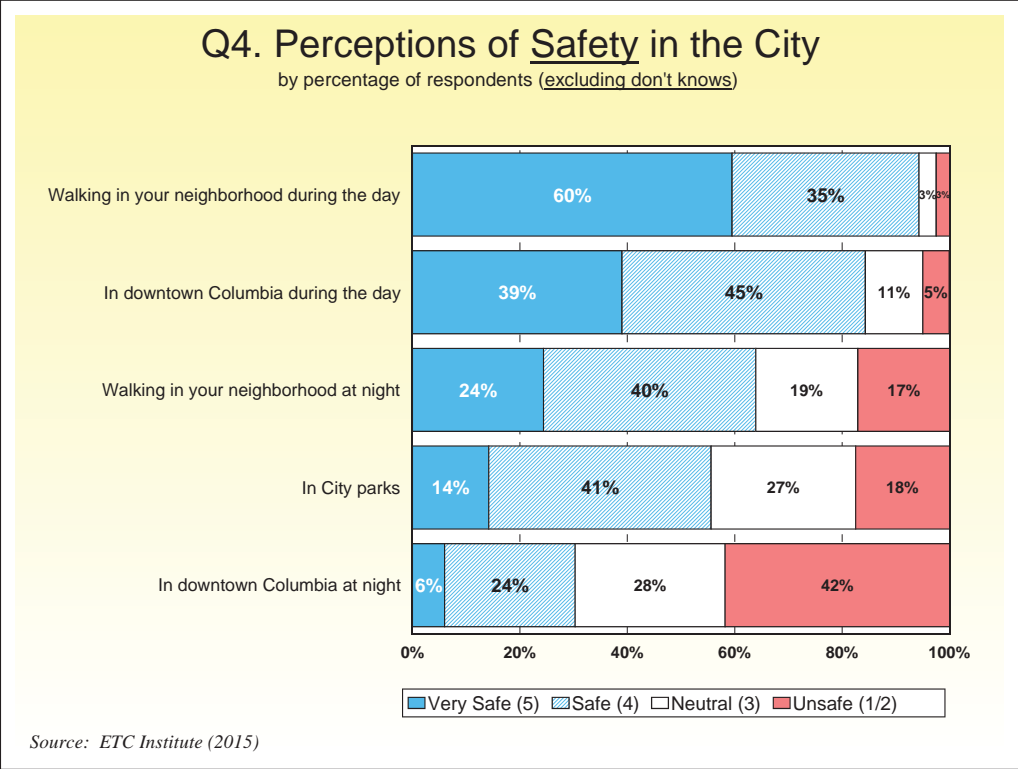
Satisfaction with Items That Influence Perception Residents Have of the City 2005 to 2015

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



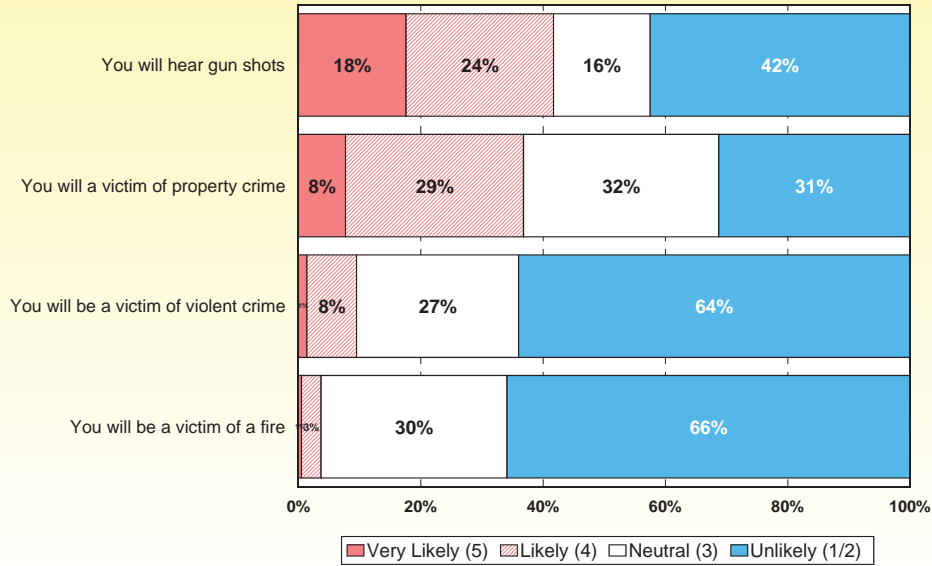
Source: ETC Institute (2015)

Trends



Q5. How Likely Residents Think the Following Will Happen to Them in the City of Columbia

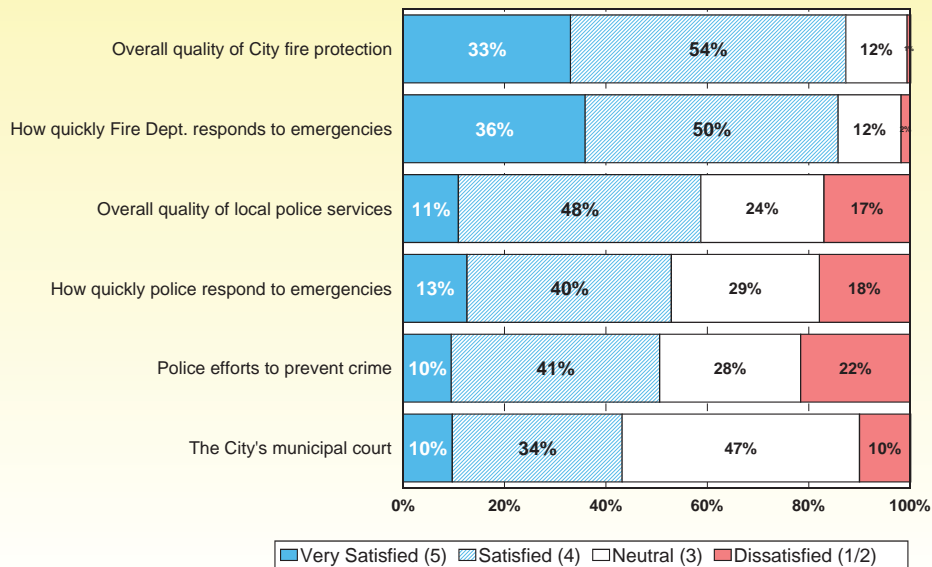
by percentage of respondents (excluding don't knows)



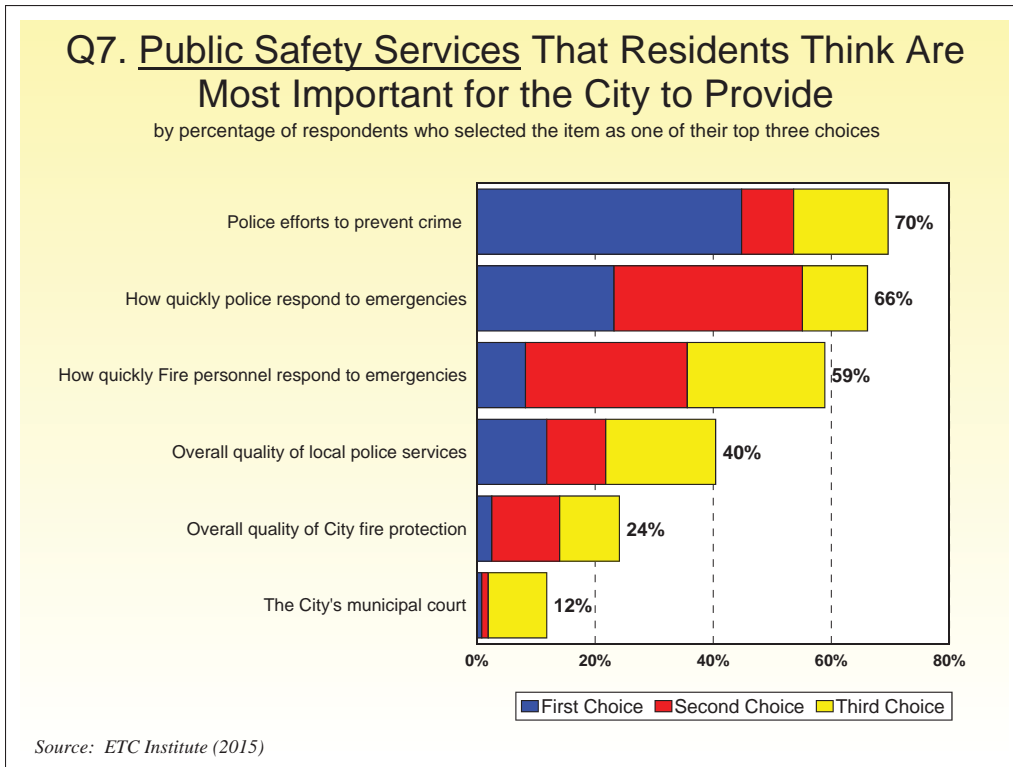
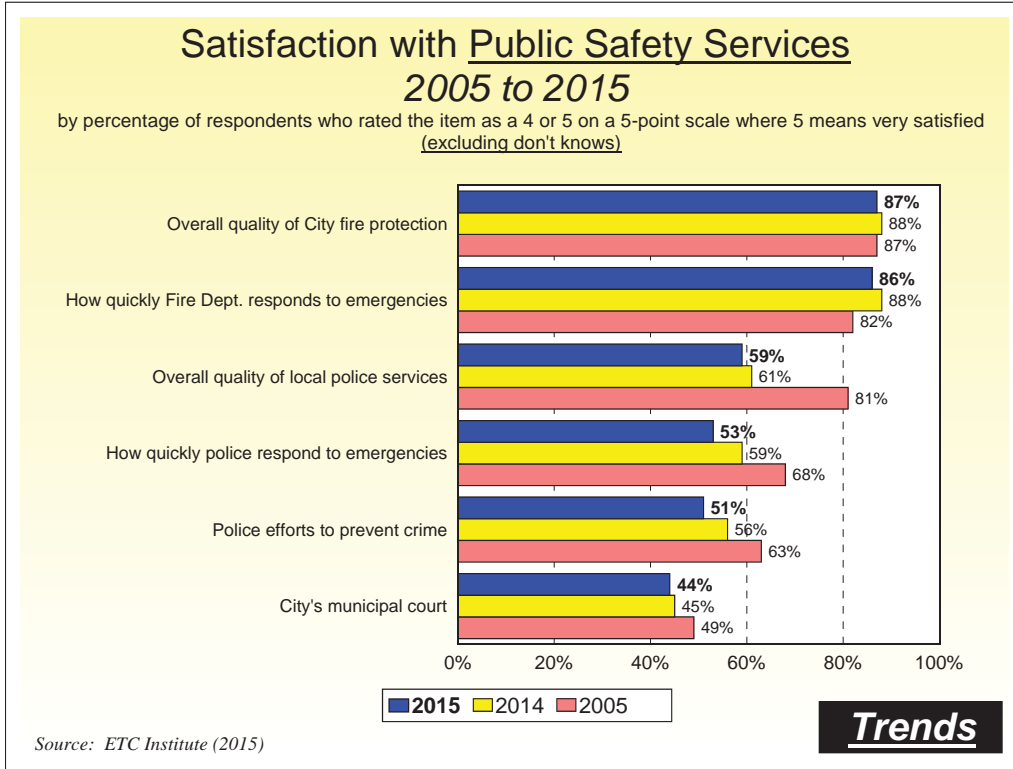
Source: ETC Institute (2015)

Q6. Satisfaction with Public Safety Services

by percentage of respondents (excluding don't knows)

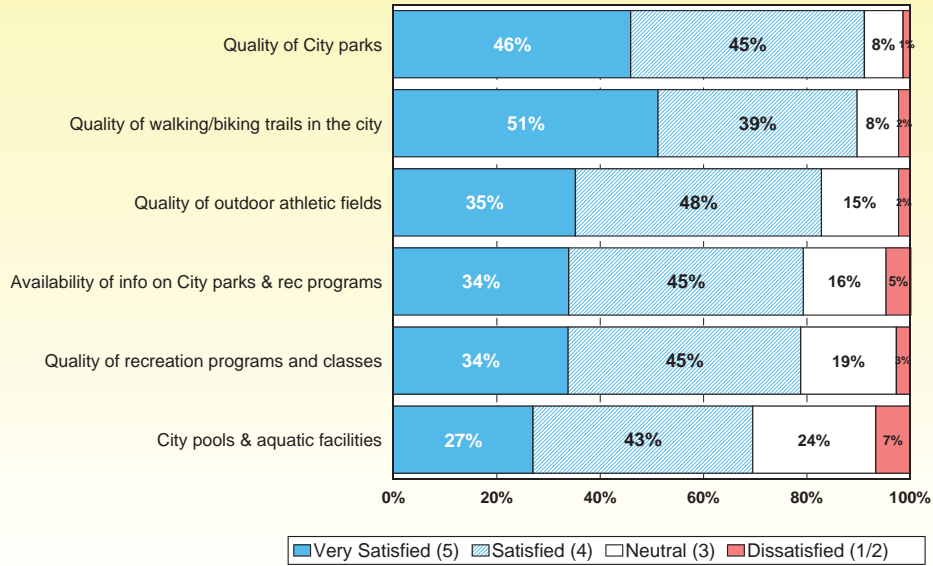


Source: ETC Institute (2015)



Q8. Satisfaction with Parks and Recreation Services

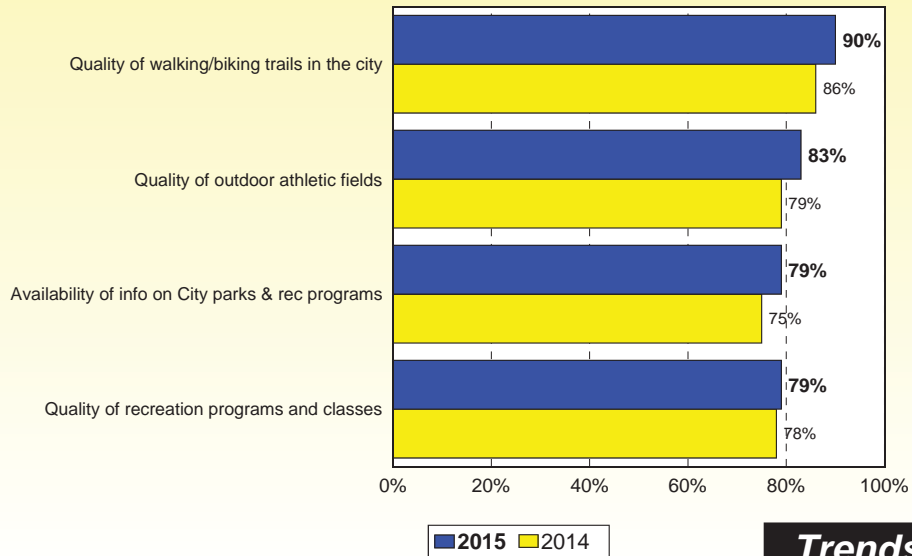
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Parks and Recreation Services 2014 vs. 2015

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

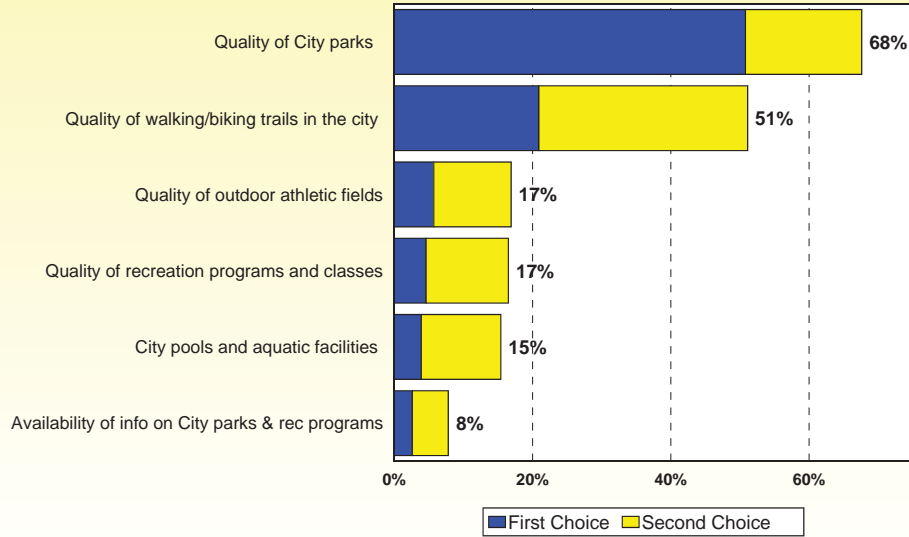


Source: ETC Institute (2015)

Trends

Q9. Parks and Recreation Services That Residents Think Are Most Important for the City to Provide

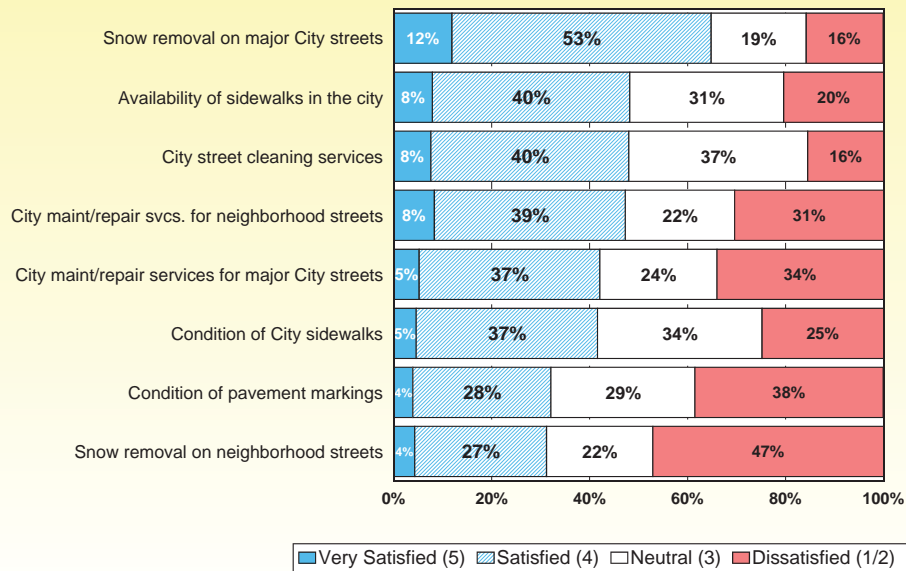
by percentage of respondents who selected the item as one of their top two choices



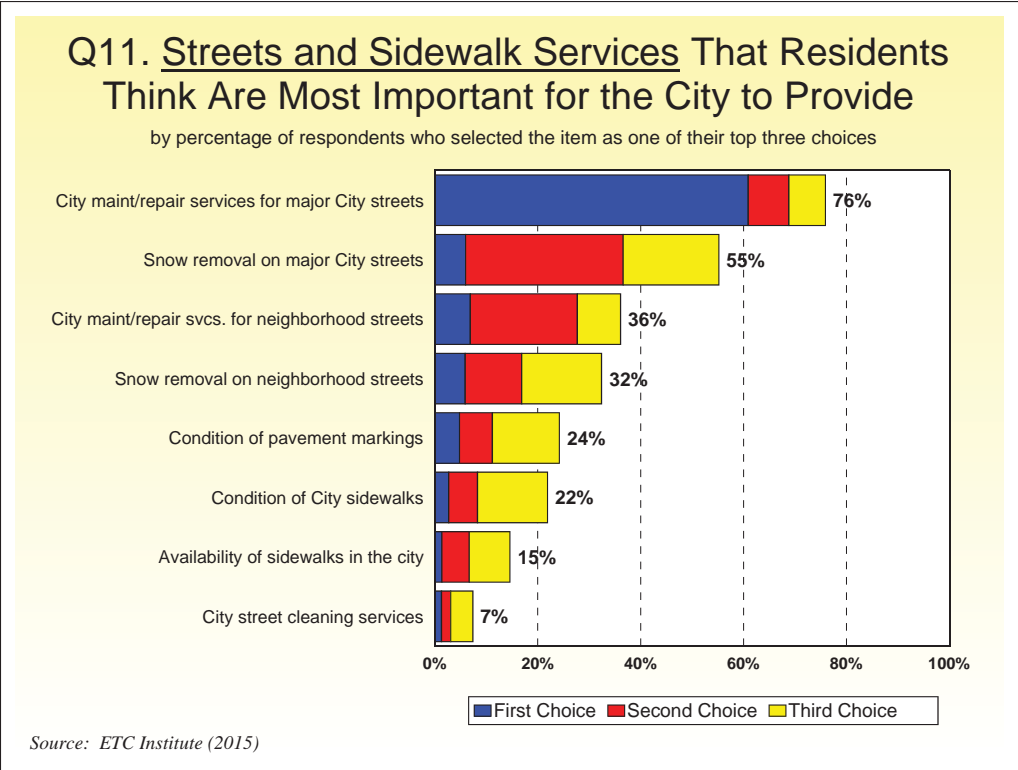
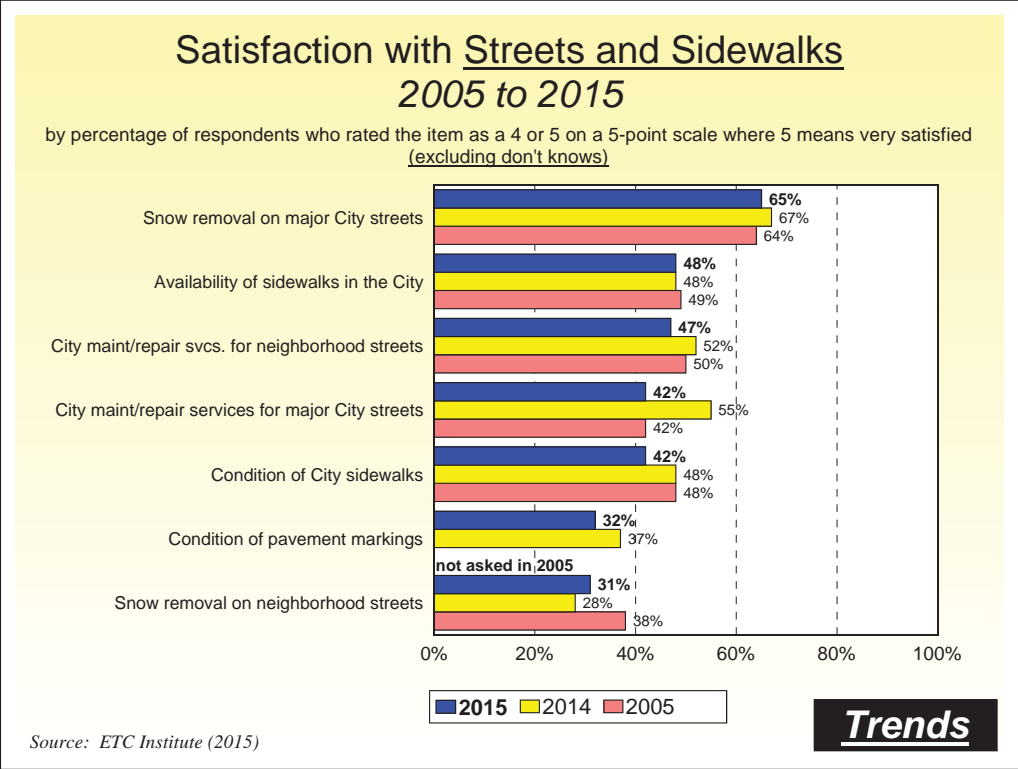
Source: ETC Institute (2015)

Q10. Satisfaction with Streets and Sidewalks

by percentage of respondents (excluding don't knows)

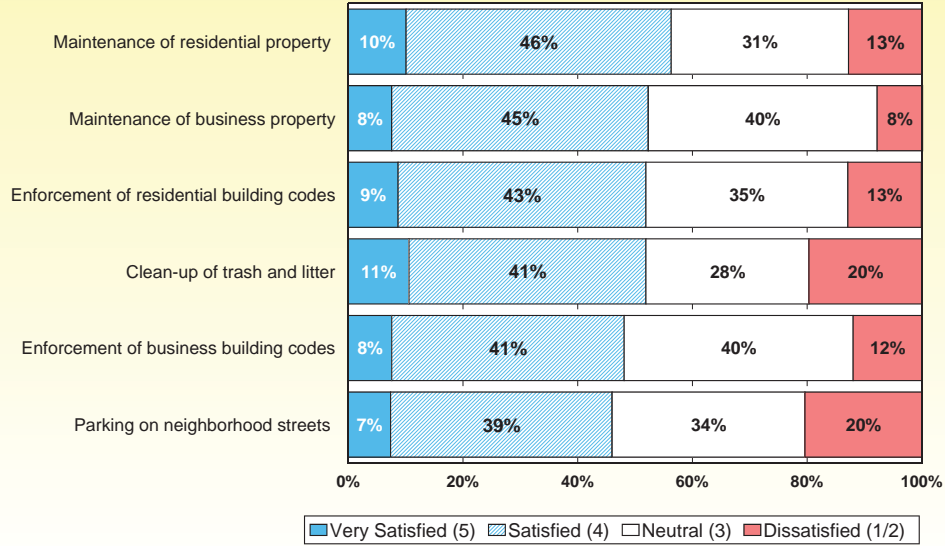


Source: ETC Institute (2015)



Q12. Satisfaction with Code Enforcement and Neighborhood Services

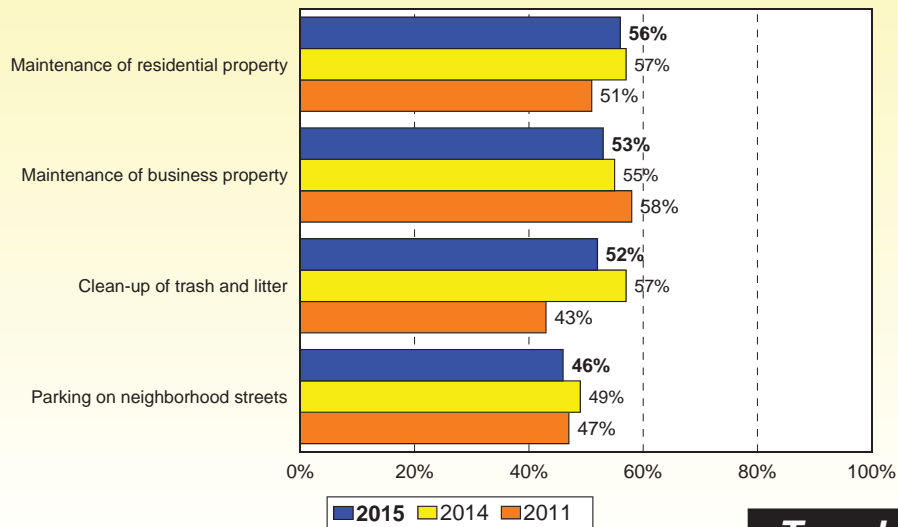
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Code Enforcement and Neighborhood Services - 2011 to 2015

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

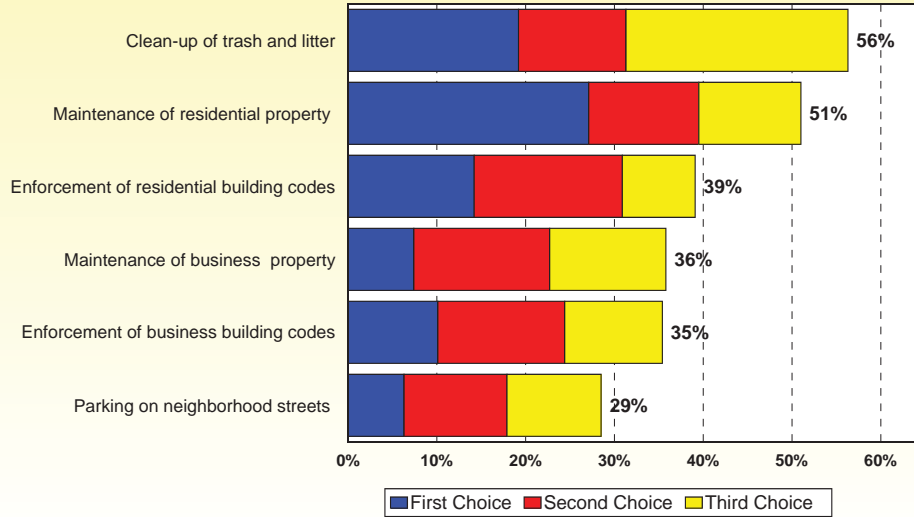


Source: ETC Institute (2015)

Trends

Q13. Code Enforcement and Neighborhood Services That Residents Think Are Most Important for the City to Provide

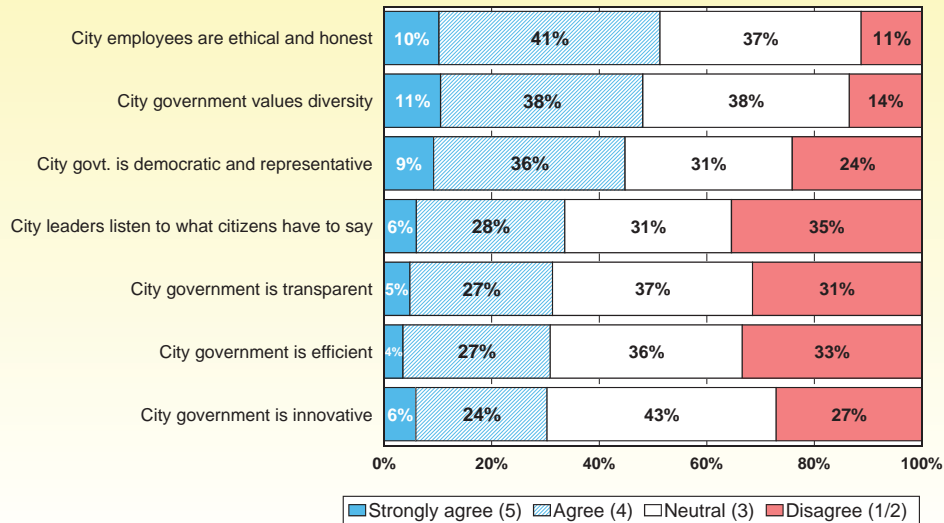
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q14. Agreement with Various Statements Regarding Columbia's City Government

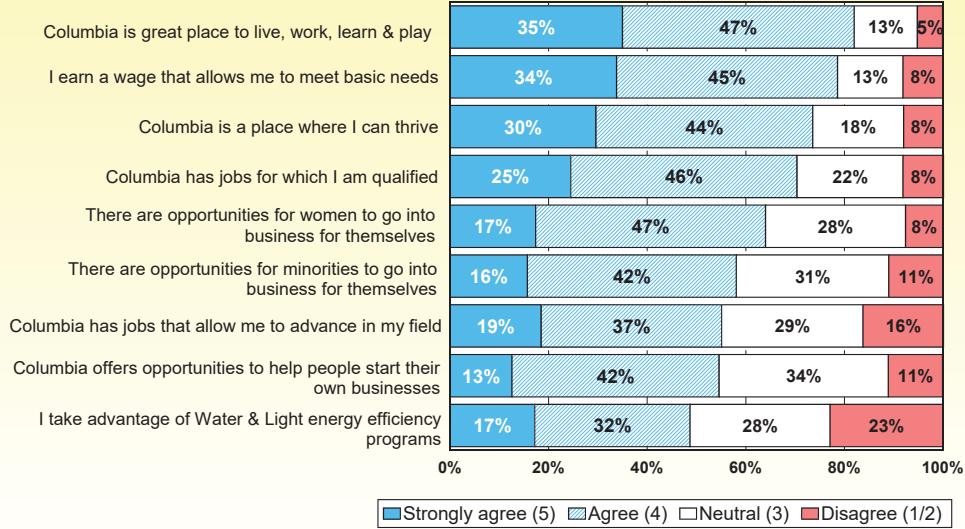
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q15. Agreement with Various Statements Regarding Personal Well-Being

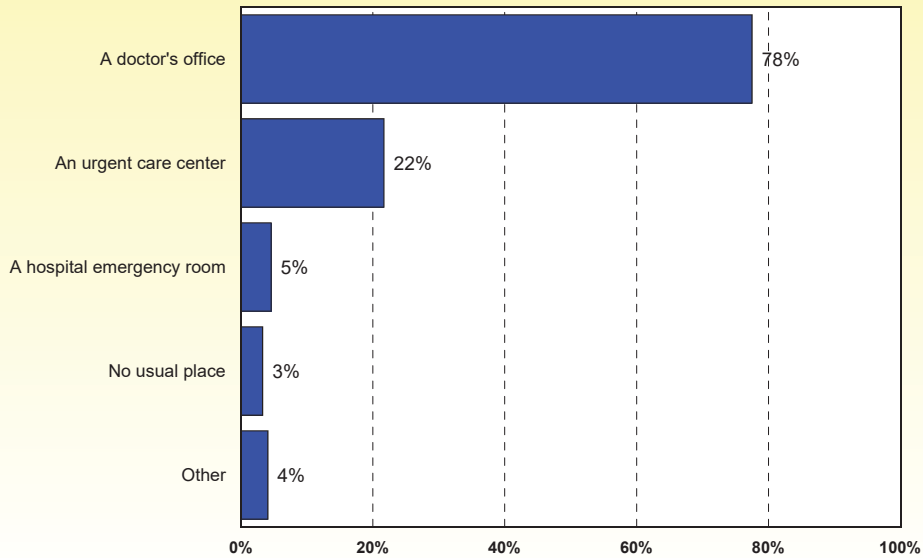
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q16. When you are sick or need advice about your health, where do you usually go?

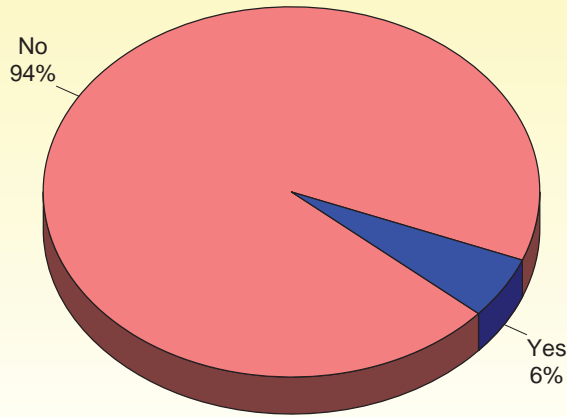
by percentage of respondents



Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

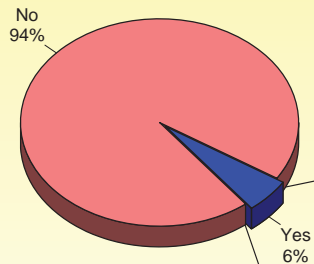
by percentage of respondents



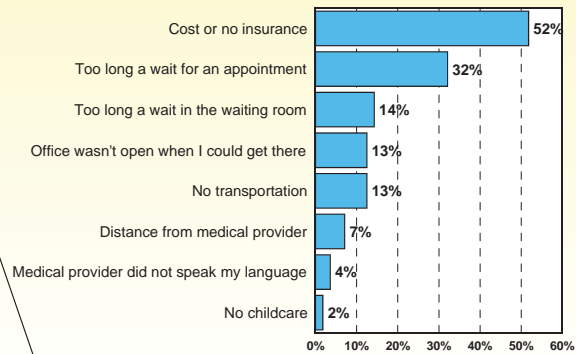
Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

by percentage of respondents



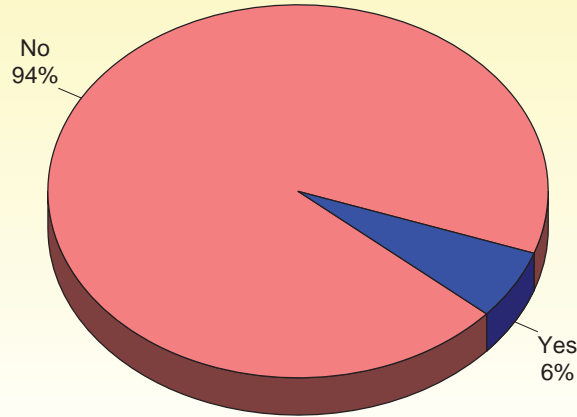
Q17-2. What was the main reason you could not get medical care?



Source: ETC Institute (2015)

Q18. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing or utilities?

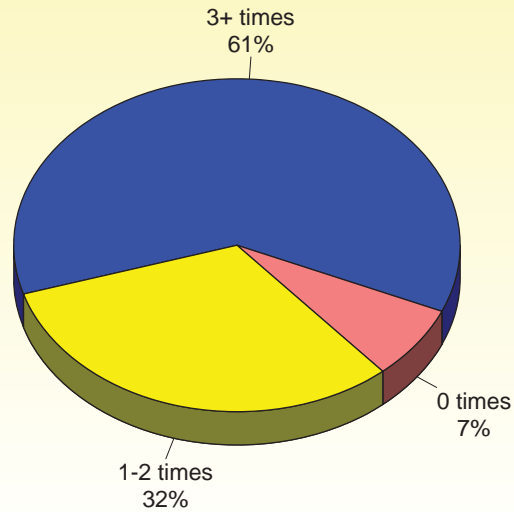
by percentage of respondents



Source: ETC Institute (2015)

Q19. During the past month, on average, how many times did you engage in physical activities or exercise each week?

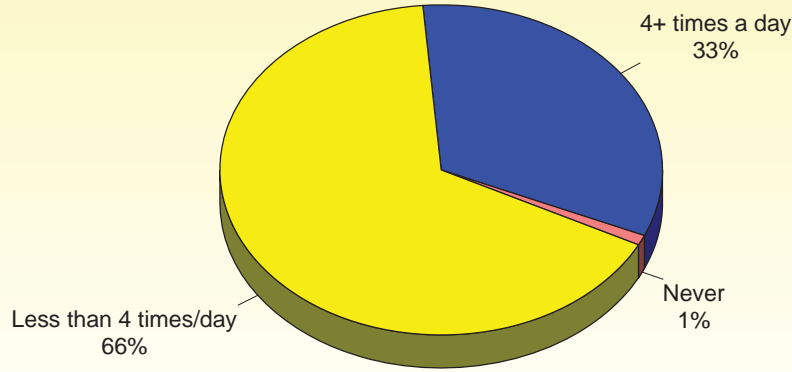
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q20. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?

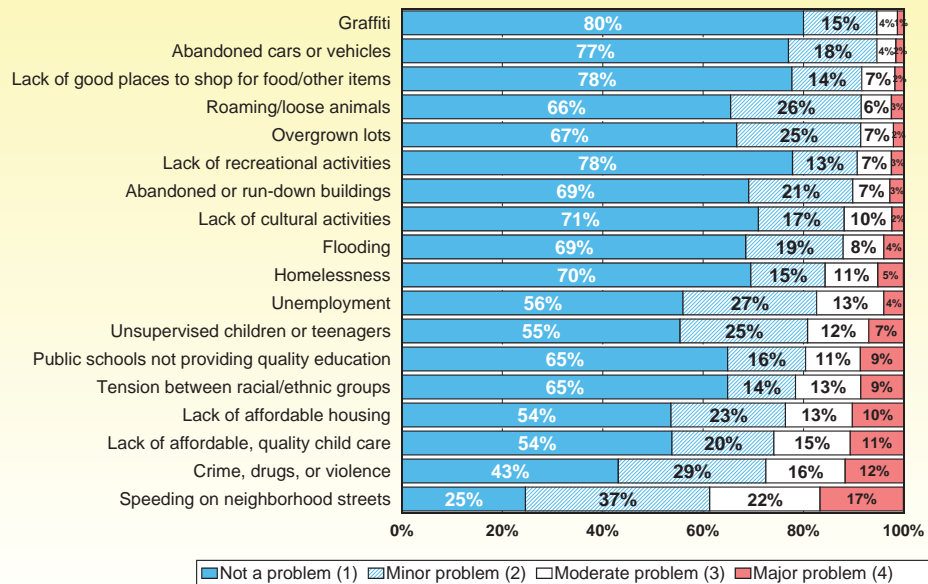
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q21. Residents' Perceptions of Neighborhood Problems

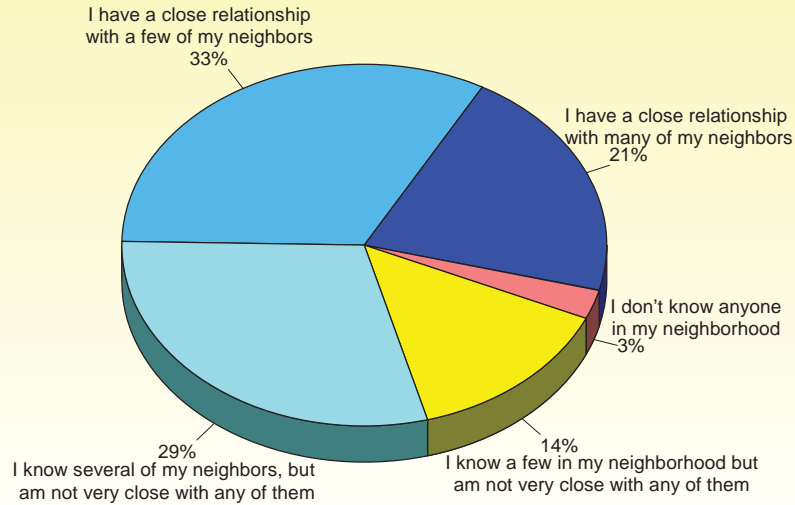
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q22. Which ONE of the following best describes your relationship with your neighbors?

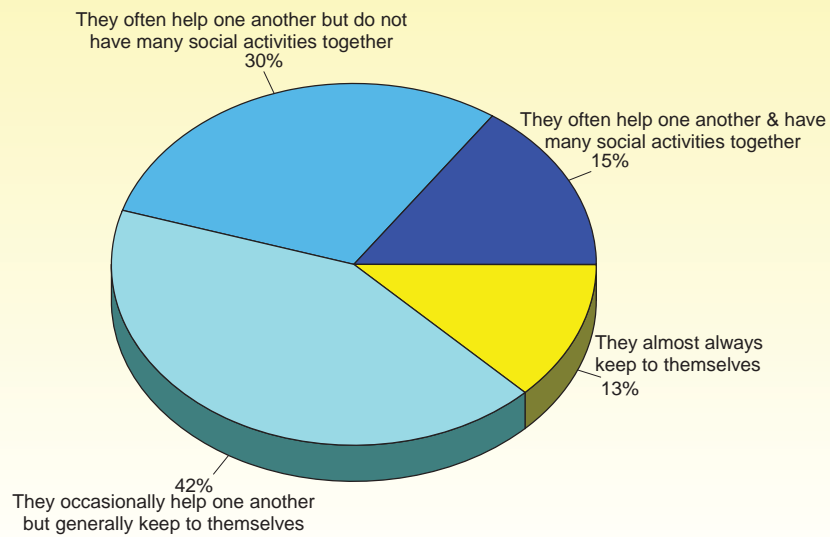
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?

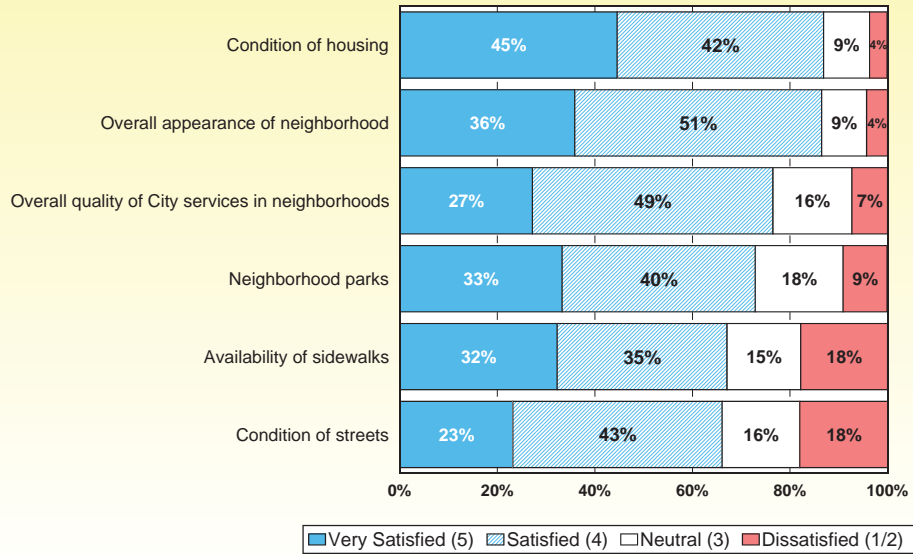
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q24. Satisfaction with Neighborhoods

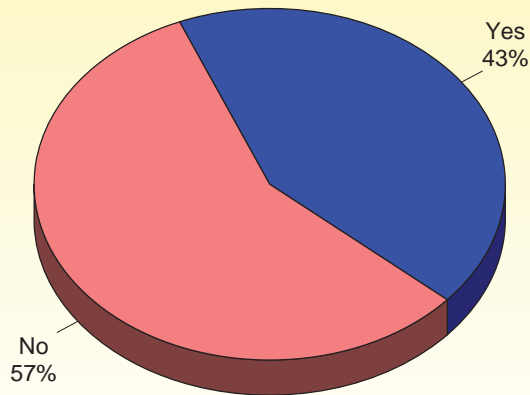
by percentage of respondents (excluding don't knows)



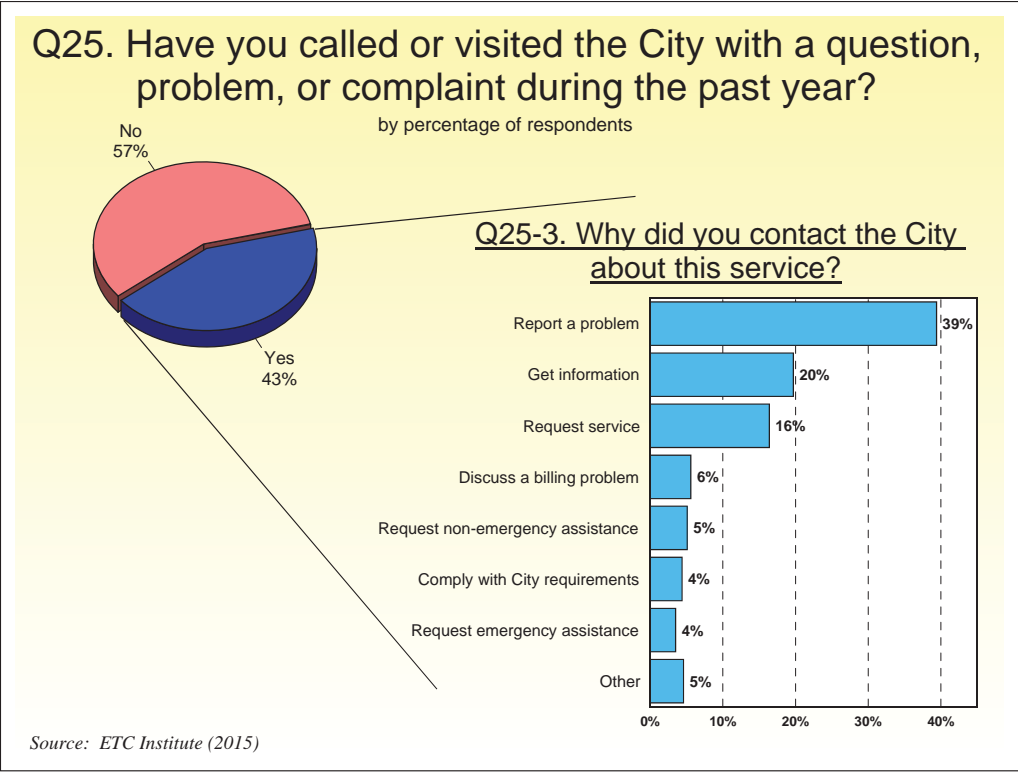
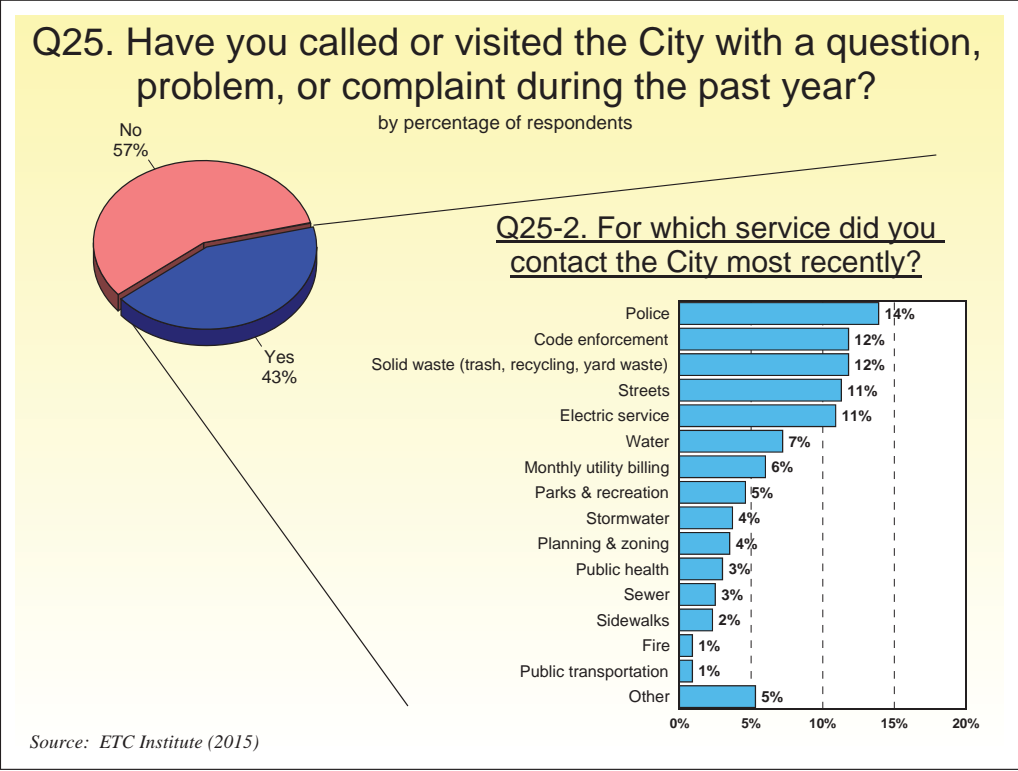
Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents

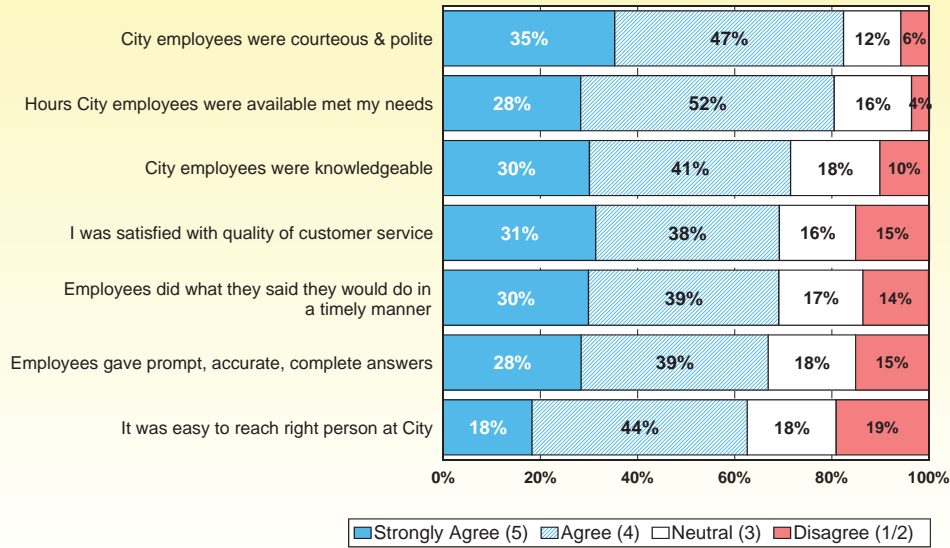


Source: ETC Institute (2015)



Q25-4. Level of Agreement with Statements About the Quality of Customer Service Received from City Employees

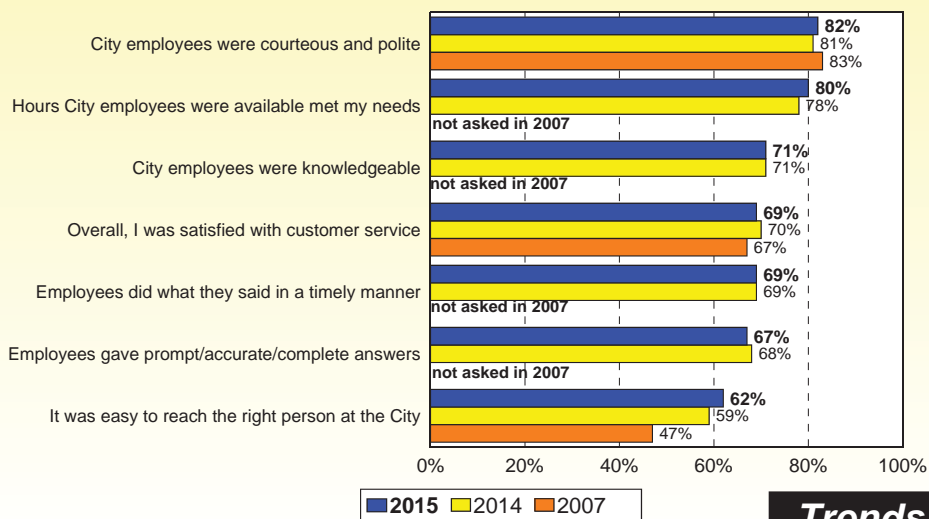
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Level of Agreement with Statements About the Quality of Customer Service Received from City Employees 2007 to 2015

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

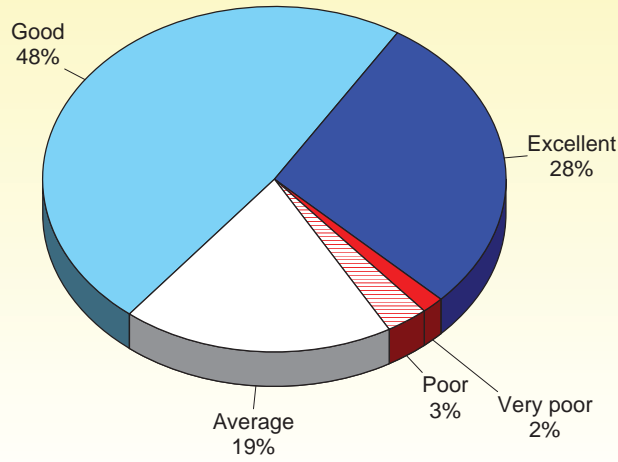


Source: ETC Institute (2015)

Trends

Q26. Ratings of Service Provided by the City's Utility Billing Office

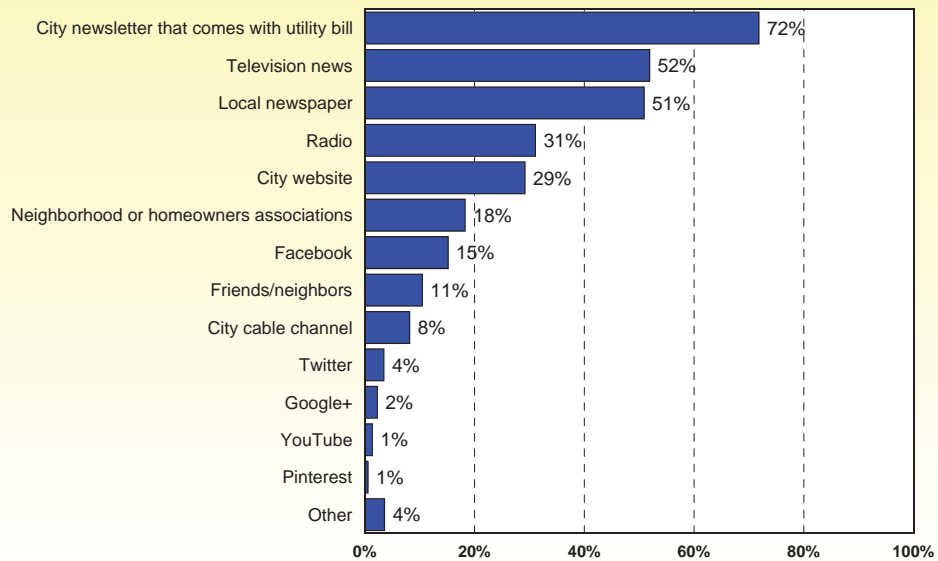
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q27. Sources Where Residents Would Like to Receive Information About City Issues, Services and Events

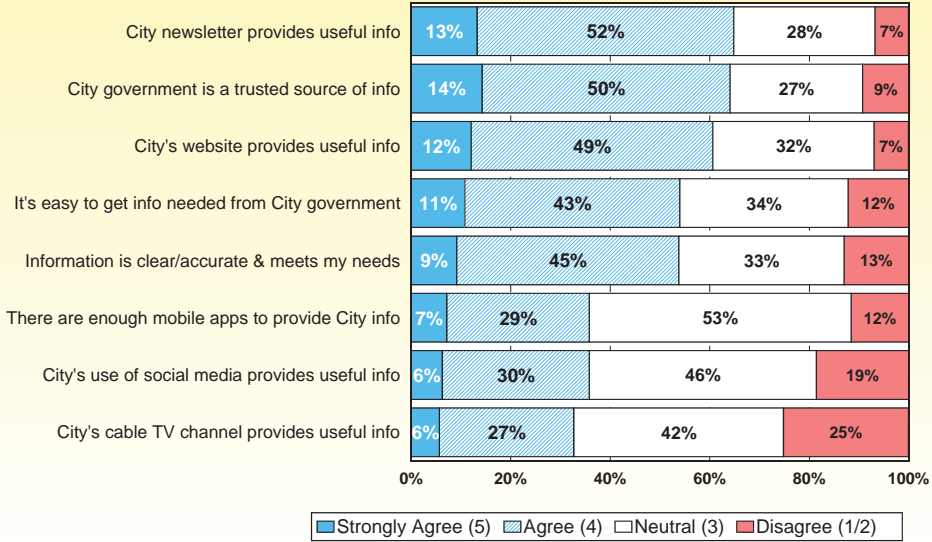
by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2015)

Q28. Level of Agreement with Statements About Communication

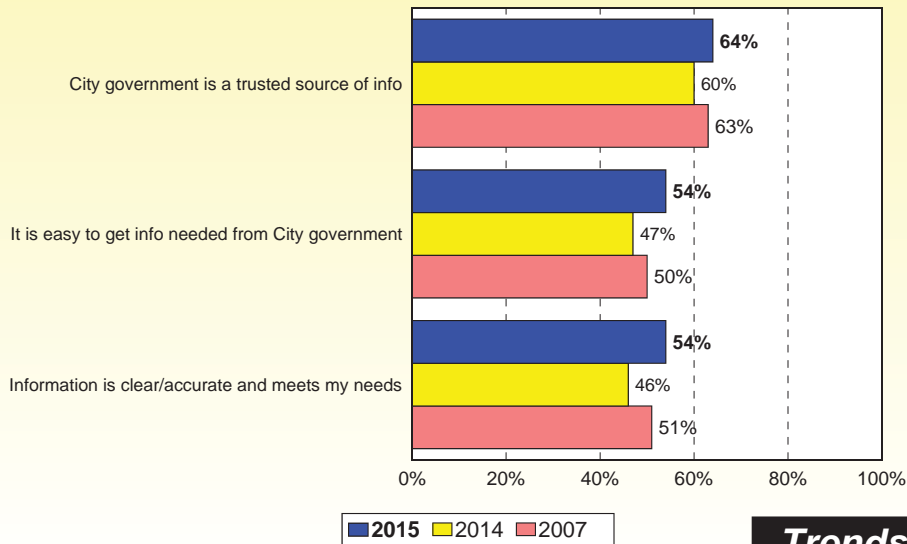
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

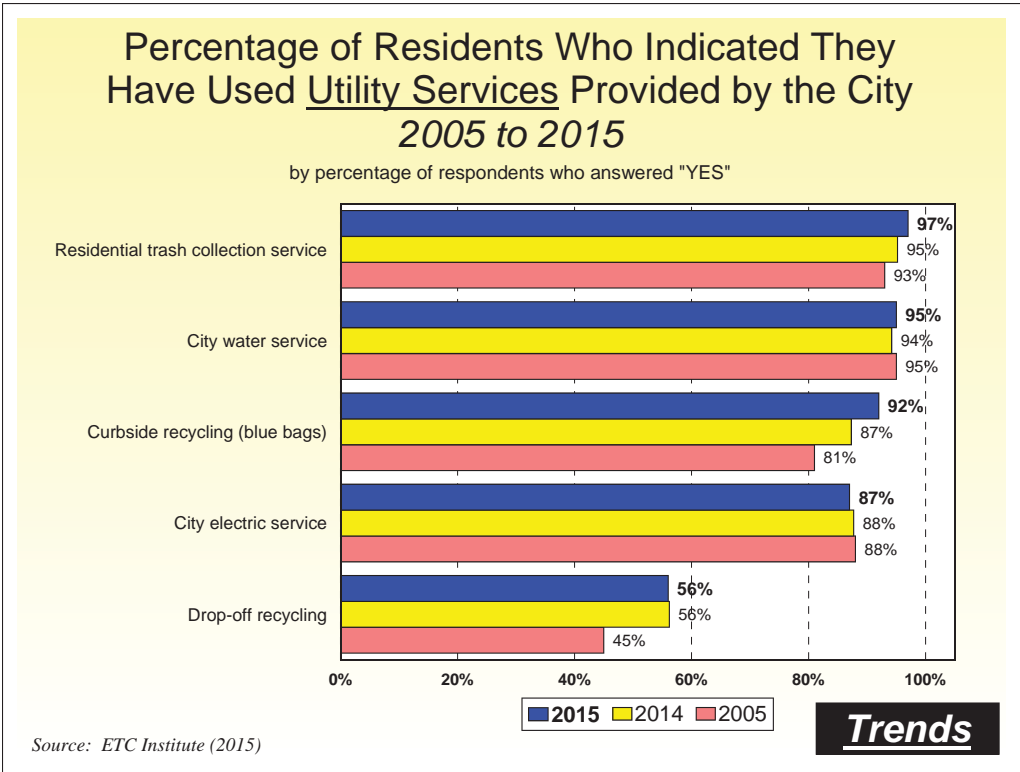
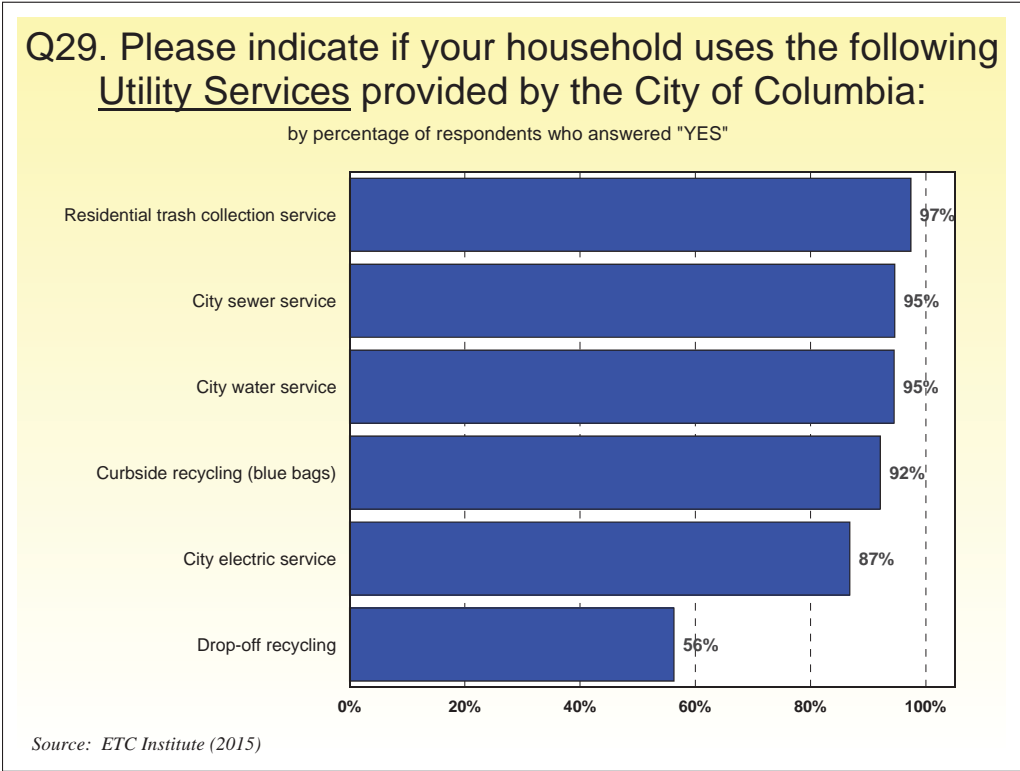
Agreement with Statements About Communication 2007 to 2015

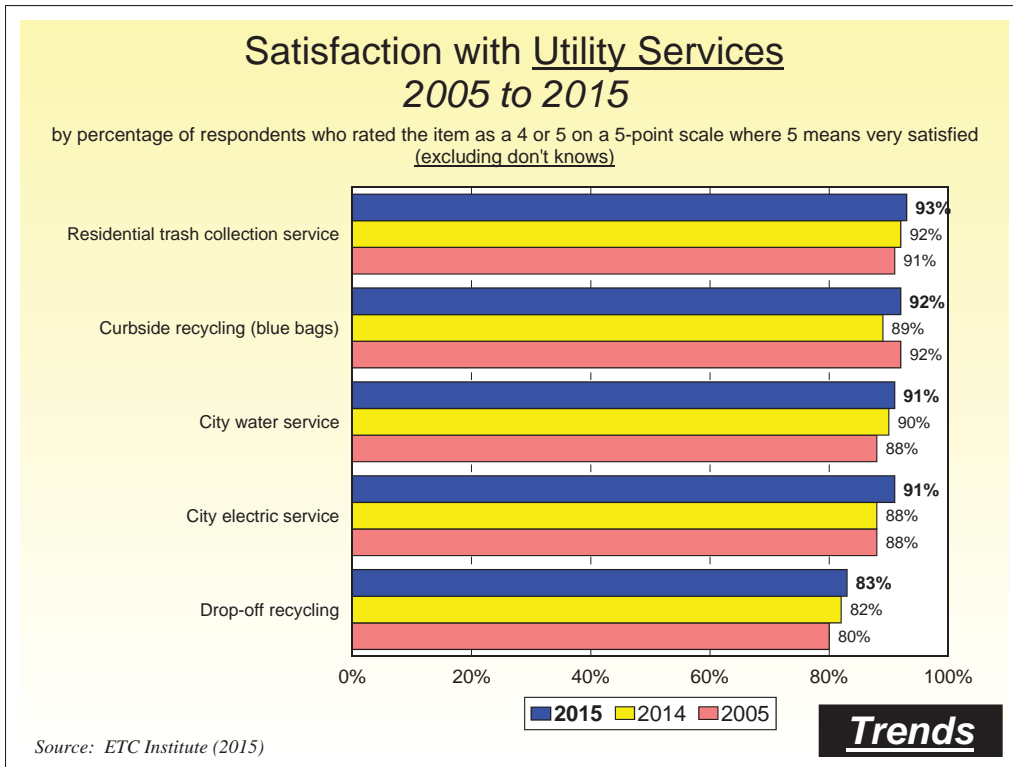
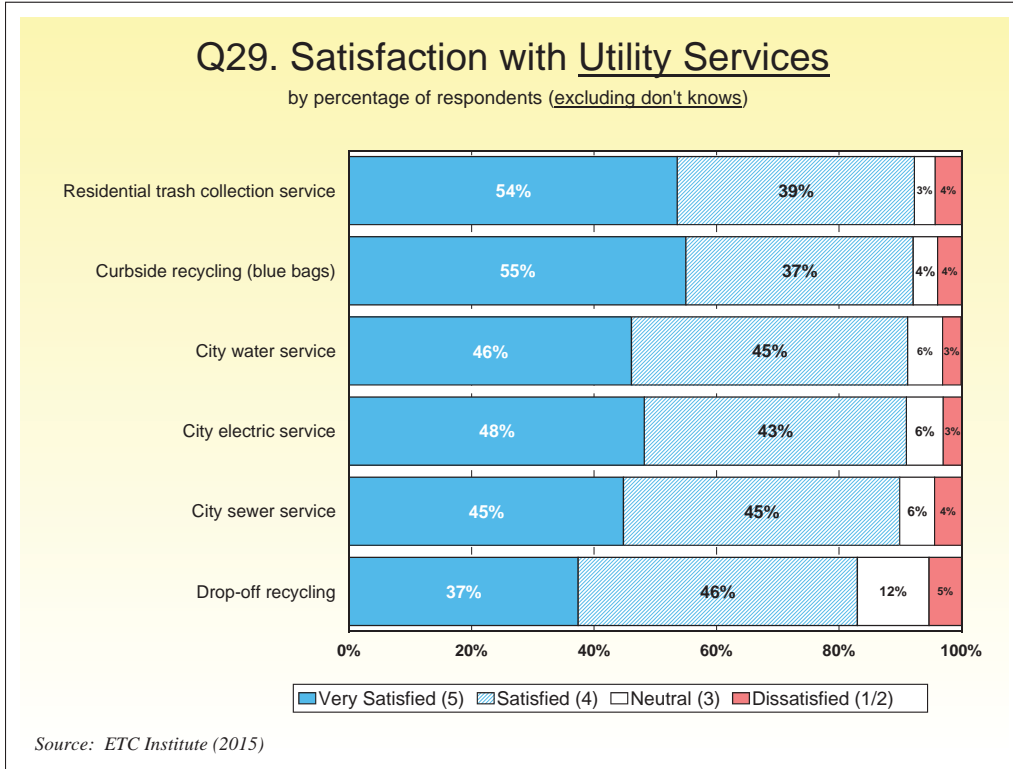
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means strongly agree (excluding don't knows)



Source: ETC Institute (2015)

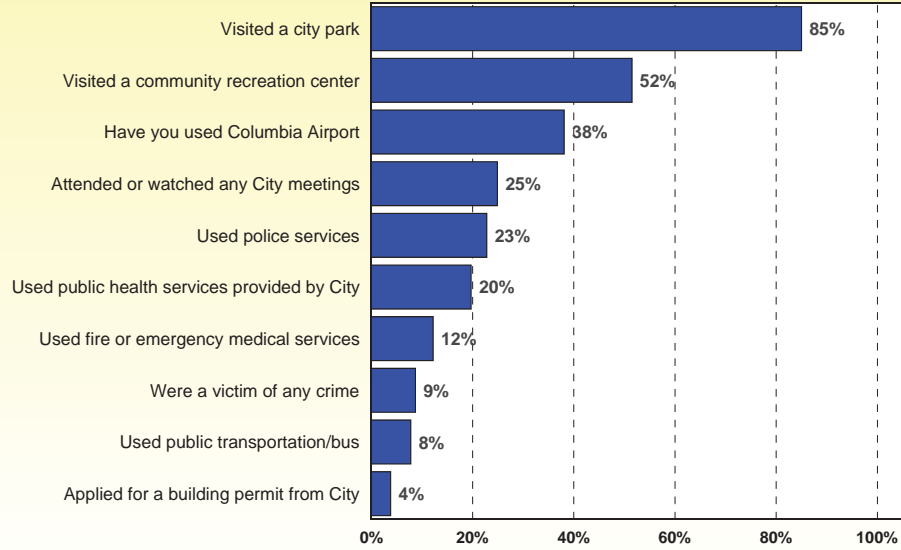






Q30. Please indicate if you've done any of the following during the past year in the City of Columbia:

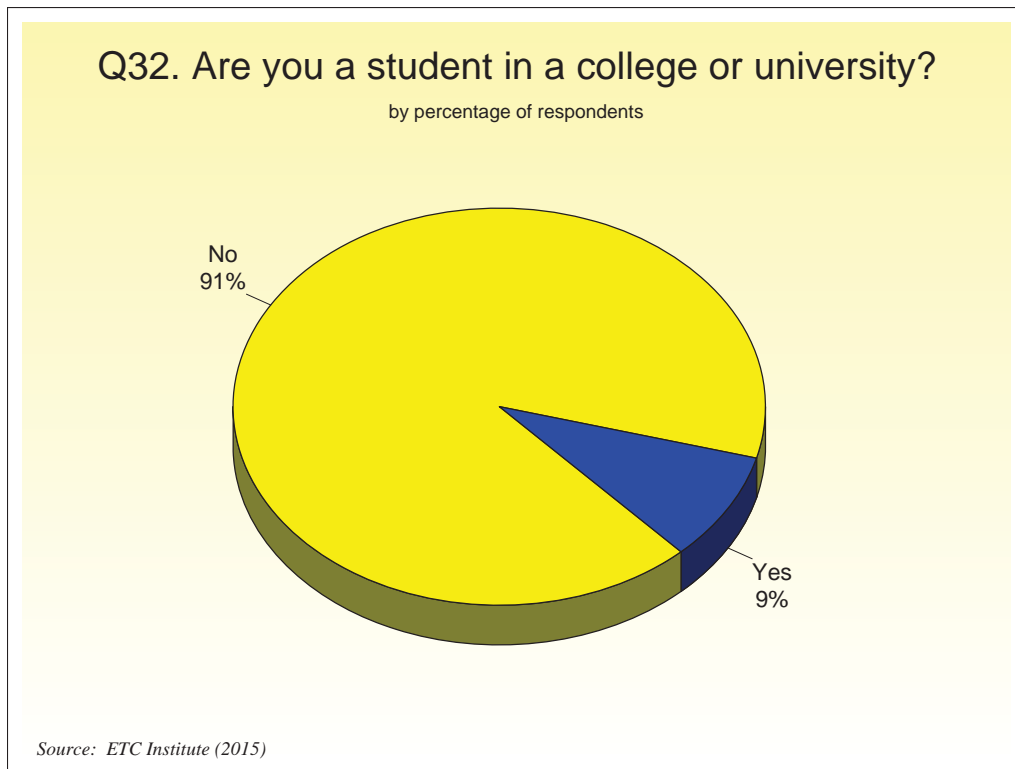
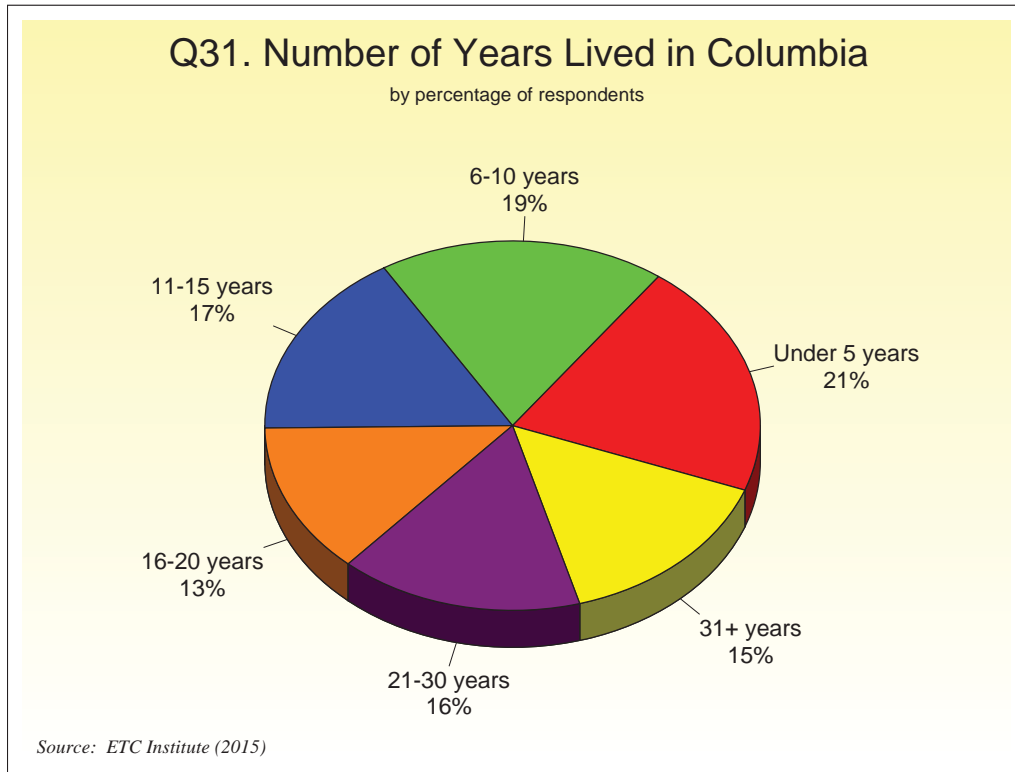
by percentage of respondents who answered "YES"



Source: ETC Institute (2015)

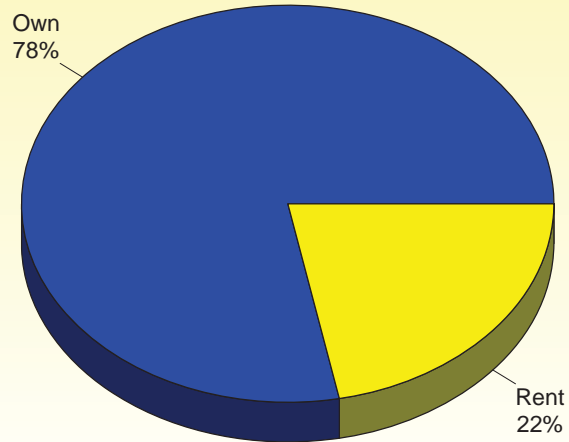
Demographics

Source: ETC Institute (2015)



Q33. Do you own or rent your current residence?

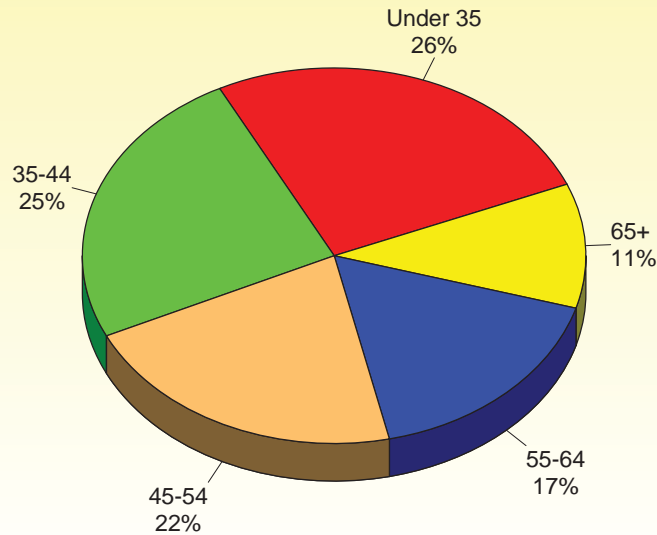
by percentage of respondents



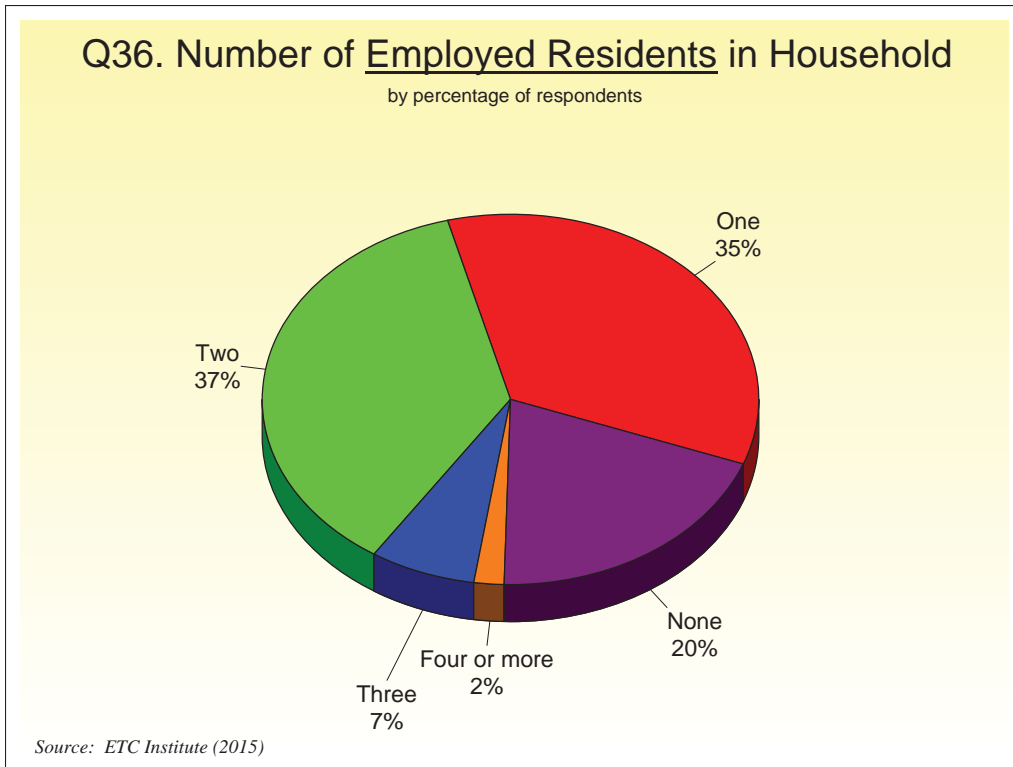
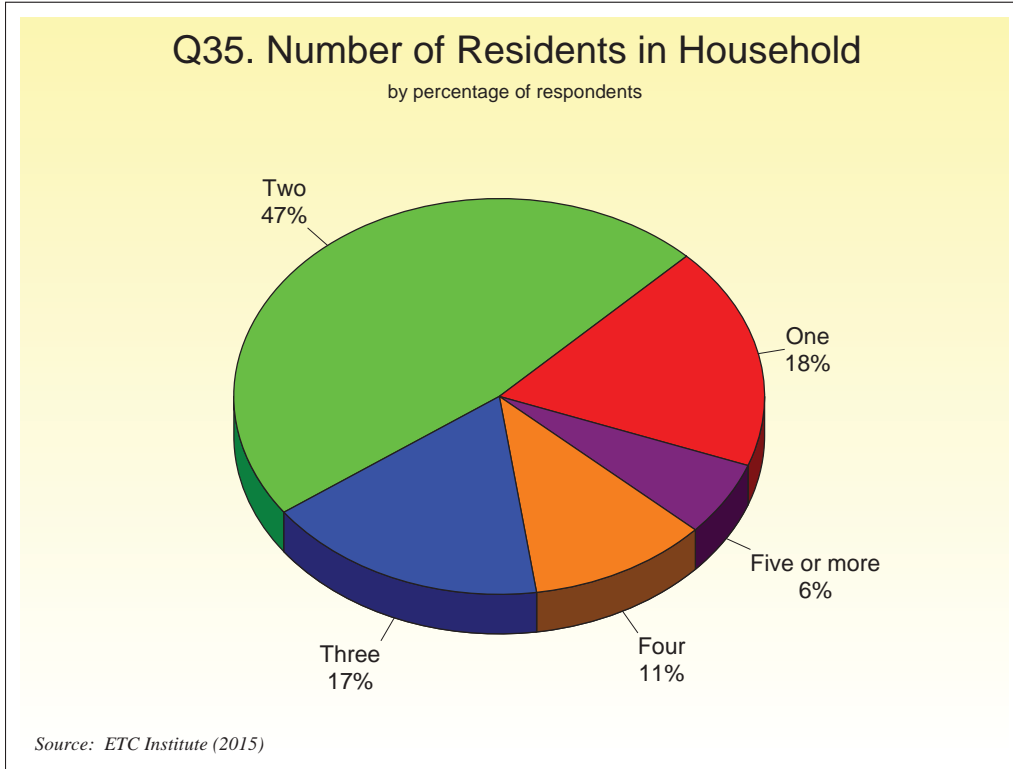
Source: ETC Institute (2015)

Q34. Age of Survey Respondents

by percentage of respondents

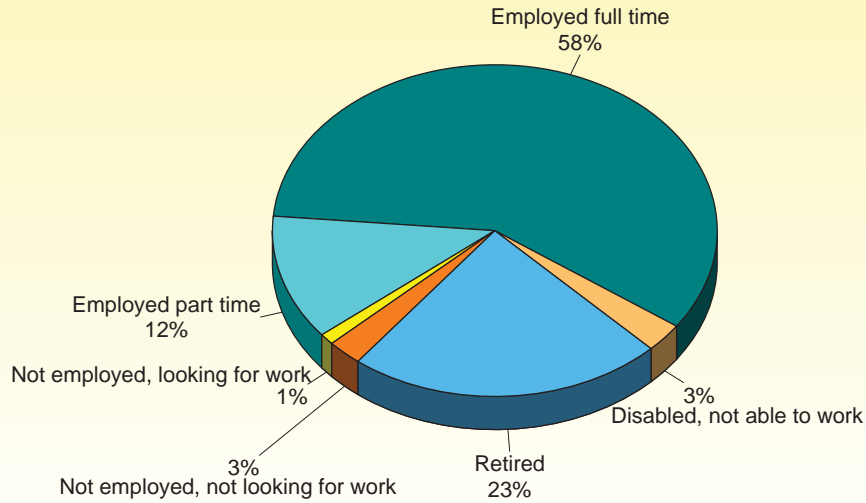


Source: ETC Institute (2015)



Q37. Which of the following best describes your employment status?

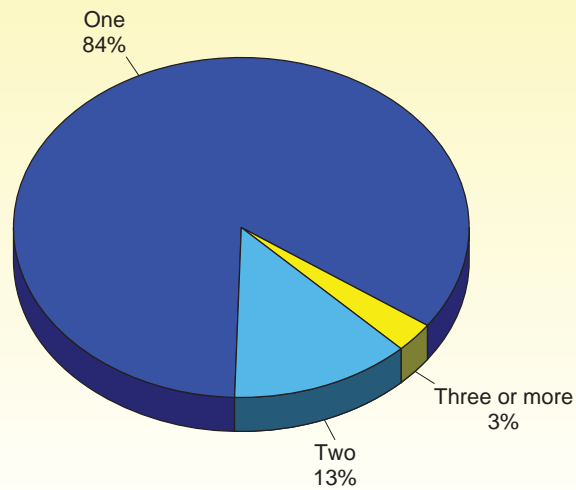
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q37-2. If you are employed, how many paying jobs do you have?

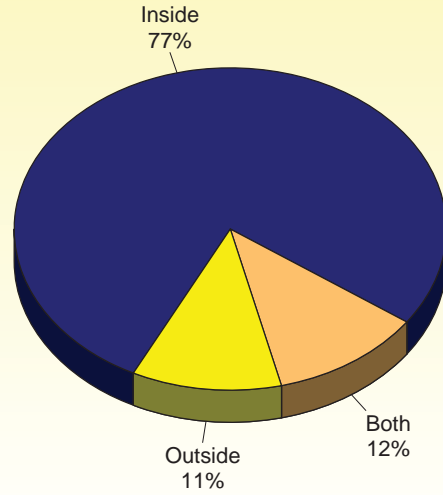
by percentage of respondents who are employed (excluding not provided)



Source: ETC Institute (2015)

Q37-3. If you are employed, do you work inside or outside the City limits of Columbia?

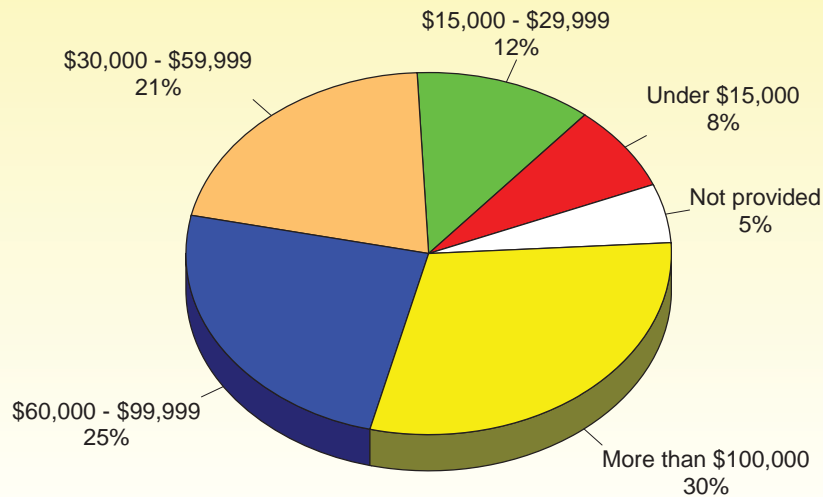
by percentage of respondents who are employed (excluding don't knows)



Source: ETC Institute (2015)

Q38. Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2015)

