

Section 2: **Benchmarking Data**

DirectionFinder® Survey

Year 2015 Benchmarking Summary Report

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 230 cities and counties in 43 states. This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the Summer of 2015 to a random sample of more than 4,000 residents in the continental United States, (2) a regional survey that was administered by ETC Institute in the Summer of 2015 to a random sample of more than 400 residents in Kansas and Missouri communities and (3) surveys that have been administered by ETC Institute in 33 communities in Kansas and Missouri between January 2012 and October 2015. The Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Coffeyville, Kansas
- Columbia, Missouri
- Creve Coeur, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Harrisonville, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- North Kansas City, Missouri
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

National and Regional Benchmarks. The first set of charts on the following pages show how the overall results for Columbia compare to the national and regional averages based on the results of a 2015 survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

Kansas and Missouri Benchmarks. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 32 communities listed above. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for Kansas and Missouri communities. The actual ratings for Columbia are listed to the right of each chart. The dot on each bar shows how the results for Columbia compare to the other communities in Kansas and Missouri where the *DirectionFinder*® survey has been administered.

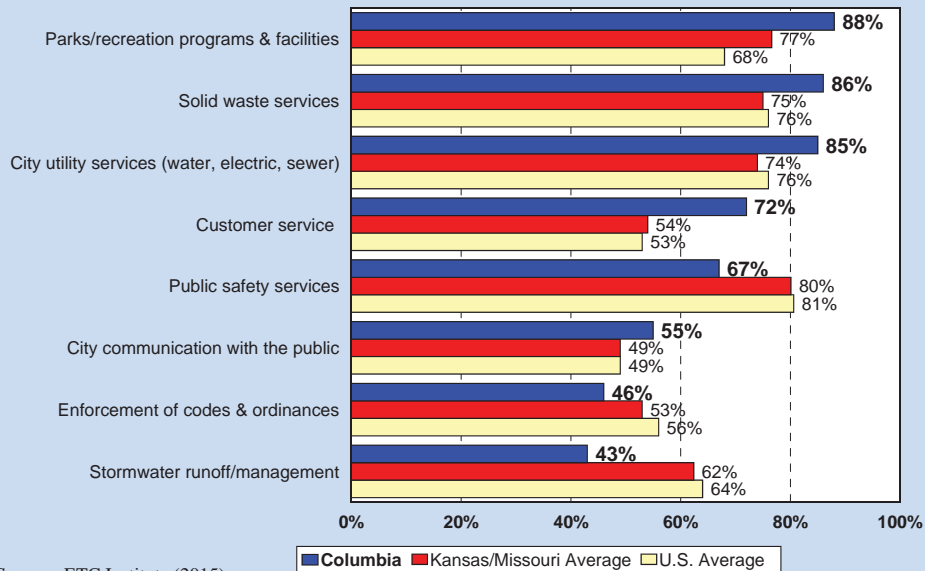
National and Regional Benchmarks

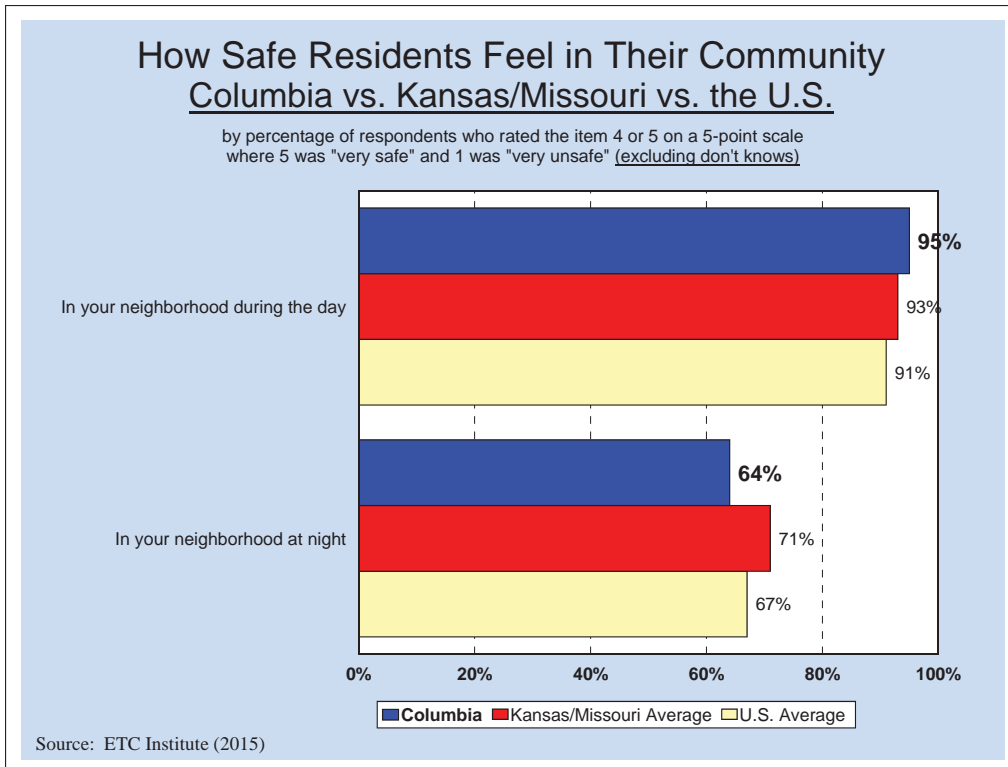
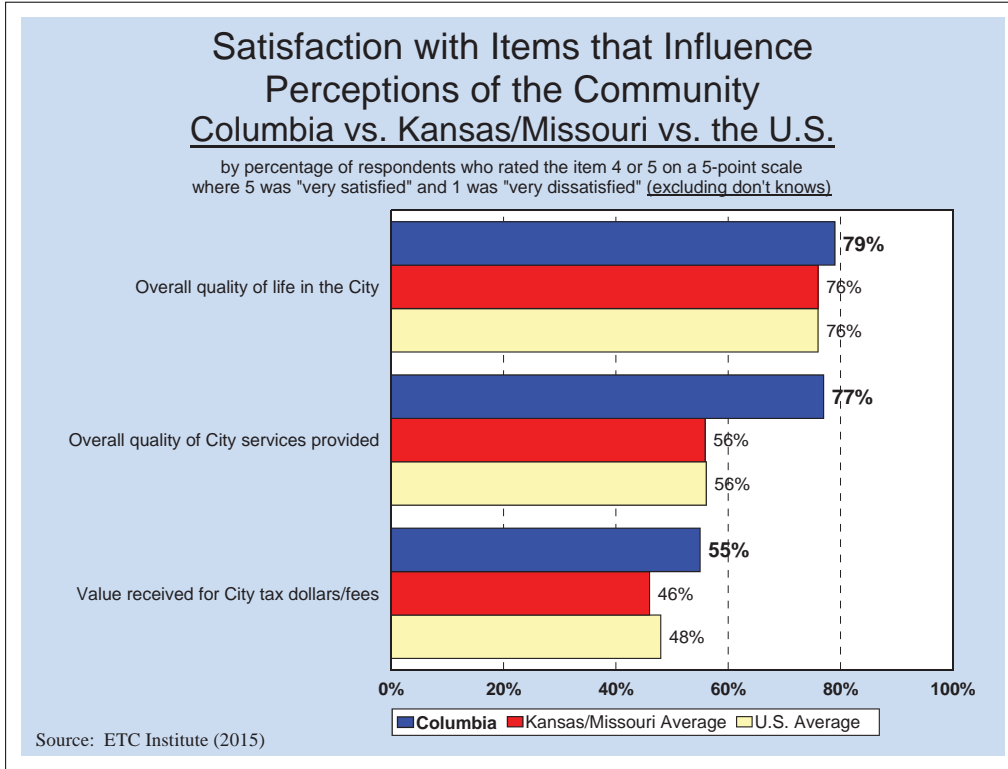
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Columbia is not authorized without written consent from ETC Institute.

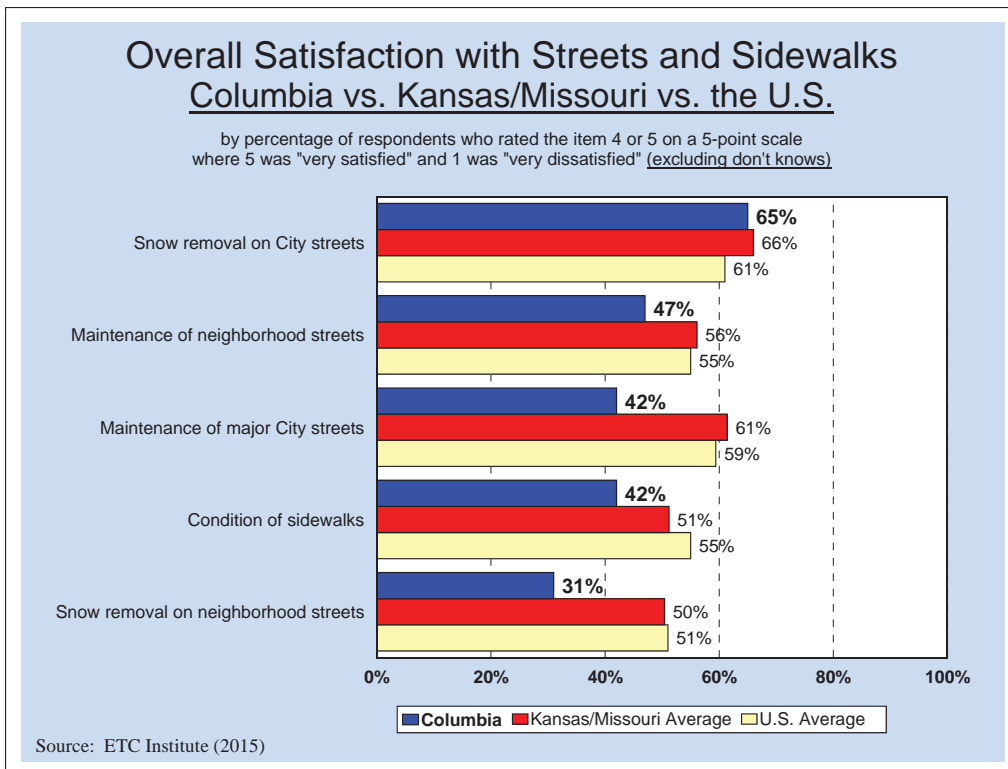
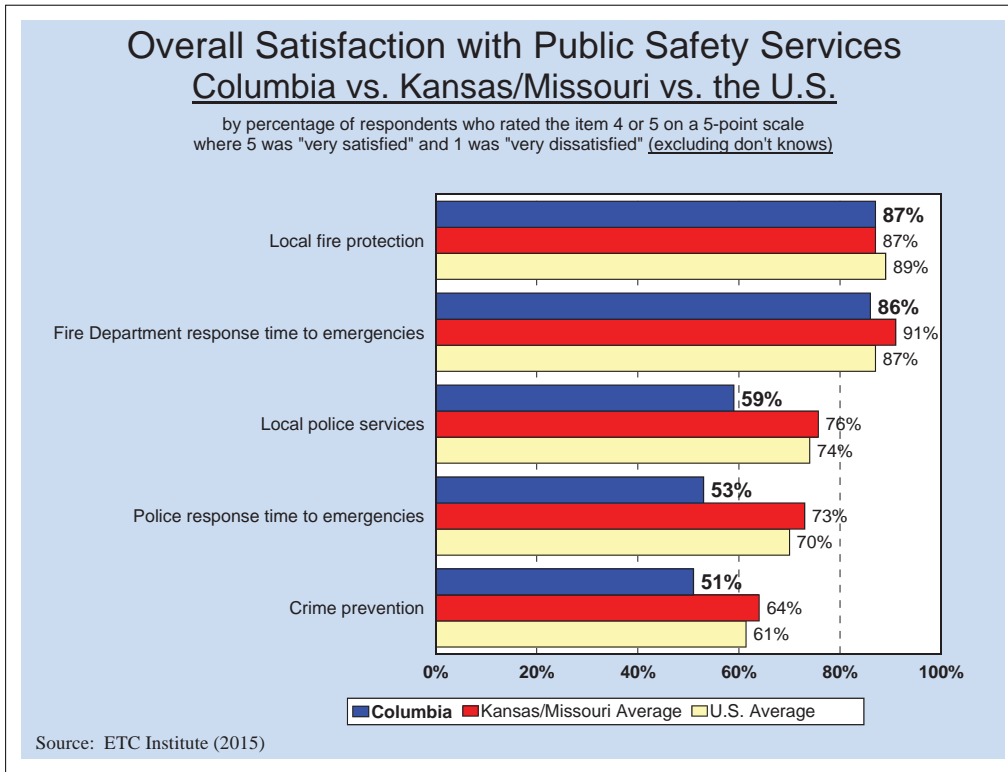
Source: ETC Institute (2015)

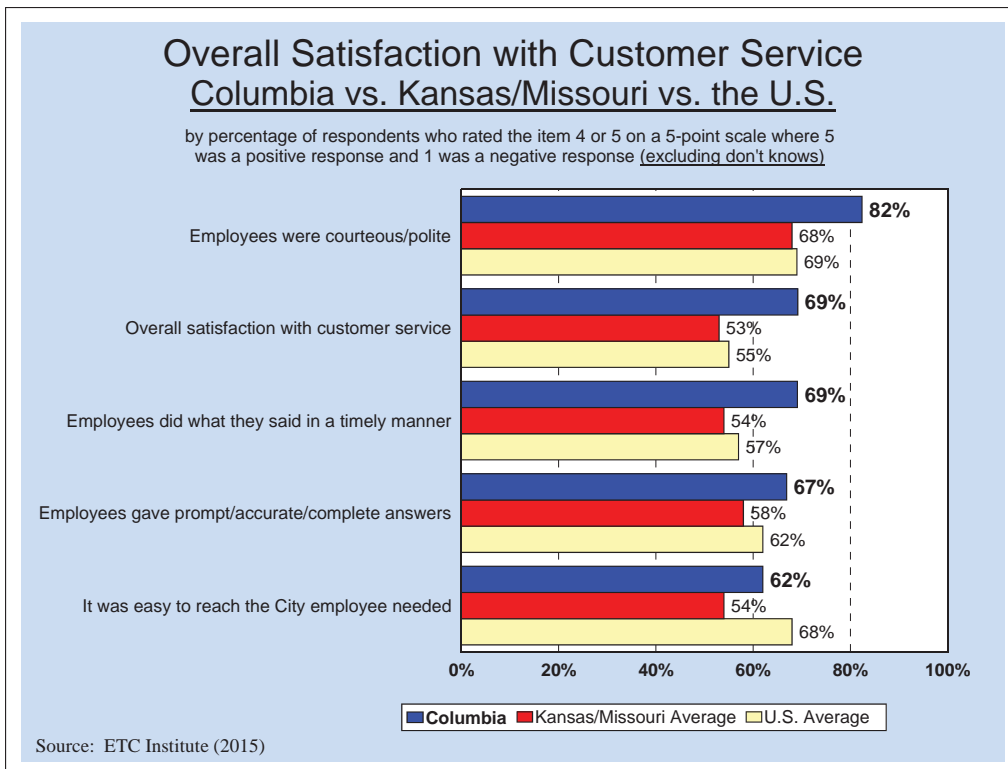
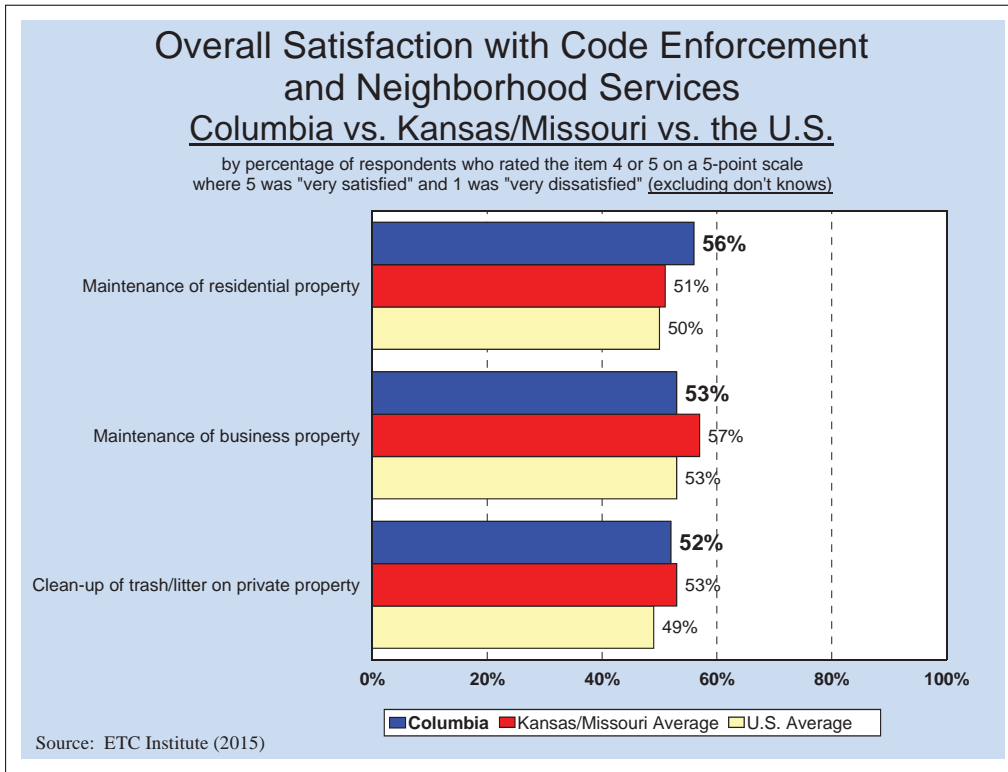
Overall Satisfaction with Major Categories of City Services Columbia vs. Kansas/Missouri vs. the U.S.

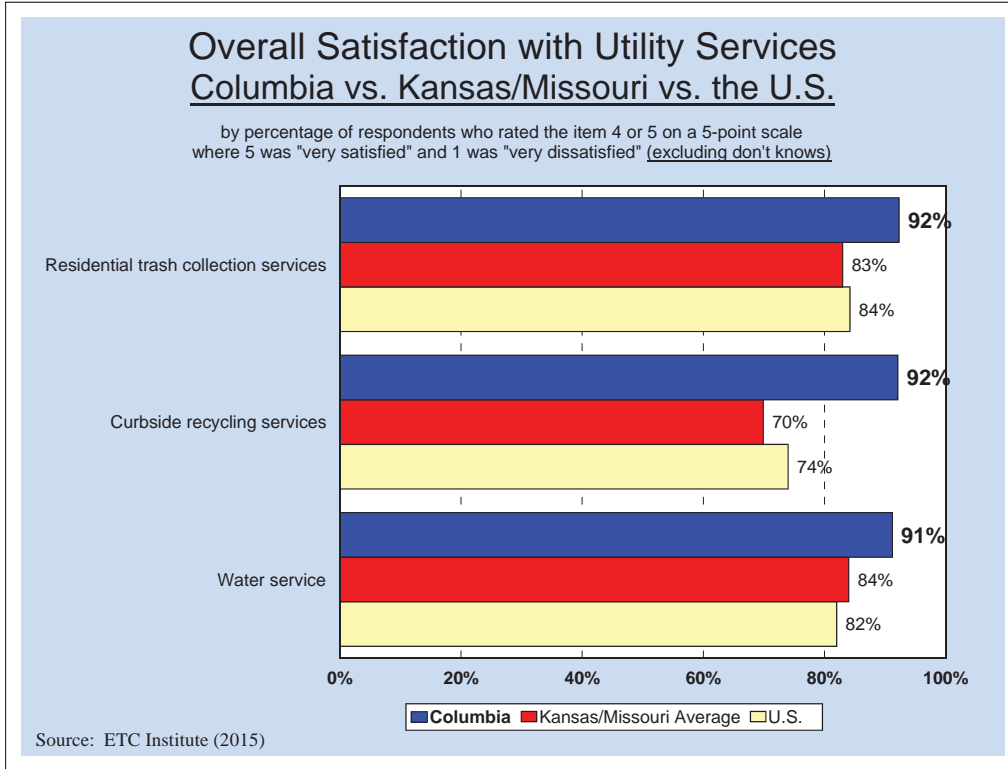
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)











Kansas and Missouri Performance Ranges

Source: ETC Institute (2015)

