



Inter-Departmental Communication

Office of the City Auditor

Date: September 24, 2010

To: Councilman Russ Johnson

From: Gary L. White, City Auditor *Gary L. White*

Subject: Citizen Satisfaction Survey Results – North Geographic Area (2005-2008 and 2010)

You asked for citizen survey results for only the north geographic area of the city for 2005-2008 and fiscal year 2010. The attached table shows those results.

The north geographic survey area is based on the following ZIP codes and contains a little over 118,000 people or about 27 percent of the city’s population, based on the 2000 U.S. Census.

Zip Codes	North Area Population
64116, 64117, 64118, 64119, 64151, 64152, 64153, 64154, 64155, 64156, 64157, 64158, 64161, 64163, 64164, 64165, 64166, 64167	118,497 (26.9%)

If you have any questions, please contact me at 513-3320.

Attachment

cc: Mayor Mark Funkhouser
Members of the City Council
Troy M. Schulte, Interim City Manager

Kansas City Citizen Survey Results (2005-2008, and 2010)
North Geographic Area Results

All results exclude "Don't Know" responses. Results may not add to 100% due to rounding.

	2005	2006	2007	2008	2010
	North	North	North	North	North
	(N=1229) ¹	(N=982)	(N=1172)	(N=1176)	(N=1135)
	+/- 2.78% ²	+/- 3.11%	+/- 2.85%	+/- 2.84%	+/- 2.89%
Major Service Categories					
Q1a Overall quality of police, fire, and ambulance services					
Satisfied/Very Satisfied	70%	74%	75%	76%	78%
Neutral	21%	19%	18%	19%	16%
Dissatisfied/Very Dissatisfied	9%	7%	7%	5%	5%
Q1b Quality of city parks and recreation programs and facilities					
Satisfied/Very Satisfied	53%	60%	59%	56%	59%
Neutral	31%	27%	29%	32%	30%
Dissatisfied/Very Dissatisfied	16%	13%	11%	12%	12%
Q1c Overall maintenance of city streets, buildings, and facilities					
Satisfied/Very Satisfied	16%	21%	27%	21%	24%
Neutral	24%	31%	29%	32%	31%
Dissatisfied/Very Dissatisfied	60%	47%	43%	47%	45%
Q1d Overall quality of city water utilities					
Satisfied/Very Satisfied	60%	67%	69%	64%	62%
Neutral	24%	20%	19%	23%	23%
Dissatisfied/Very Dissatisfied	16%	13%	12%	13%	15%
Q1e Overall enforcement of city codes and ordinances					
Satisfied/Very Satisfied	35%	40%	42%	37%	32%
Neutral	35%	35%	36%	39%	40%
Dissatisfied/Very Dissatisfied	30%	25%	22%	24%	28%
Q1f Overall quality of customer service you receive from city employees					
Satisfied/Very Satisfied	38%	49%	51%	50%	49%
Neutral	36%	30%	30%	32%	29%
Dissatisfied/Very Dissatisfied	26%	21%	19%	18%	23%
Q1g Overall effectiveness of city communication with the public					
Satisfied/Very Satisfied	32%	39%	41%	40%	35%
Neutral	40%	37%	36%	38%	35%
Dissatisfied/Very Dissatisfied	29%	23%	23%	22%	30%

¹ N=number of survey responses.

² Margin of Error (95% confidence, p=50%)

	2005 North	2006 North	2007 North	2008 North	2010 North
Q1h Overall quality of the city's stormwater runoff/stormwater management system					
Satisfied/Very Satisfied	39%	42%	47%	41%	40%
Neutral	32%	33%	29%	31%	31%
Dissatisfied/Very Dissatisfied	29%	25%	25%	28%	29%
Q1i Overall quality of the city's public health services					
Satisfied/Very Satisfied	45%	47%	53%	50%	44%
Neutral	44%	40%	35%	39%	44%
Dissatisfied/Very Dissatisfied	12%	13%	12%	11%	11%
Q1j Overall flow of traffic					
Satisfied/Very Satisfied	30%	39%	38%	41%	44%
Neutral	25%	31%	34%	32%	32%
Dissatisfied/Very Dissatisfied	45%	30%	28%	27%	24%
Q1k Overall quality of public transportation					
Satisfied/Very Satisfied	<i>new in 2010</i>				30%
Neutral					38%
Dissatisfied/Very Dissatisfied					31%
Q1l Overall quality of city convention facilities					
Satisfied/Very Satisfied	53%	62%	72%	60%	56%
Neutral	37%	30%	22%	30%	32%
Dissatisfied/Very Dissatisfied	10%	8%	6%	10%	12%
Q1m Overall quality of the city's 311 service					
Satisfied/Very Satisfied	<i>new in 2010</i>				46%
Neutral					30%
Dissatisfied/Very Dissatisfied					23%
<u>Emphasis for Major Service Categories</u>					
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 1st Choice					
Police, fire, and ambulance	14%	16%	13%	12%	18%
Parks and recreation programs and facilities	4%	5%	6%	5%	4%
Maintenance of city streets, buildings, and facilities	46%	43%	44%	44%	36%
Water utilities	3%	4%	4%	4%	4%
Enforcement of codes and ordinances	5%	5%	4%	6%	5%
Customer service	4%	4%	3%	4%	3%
Communication with the public	2%	3%	4%	4%	4%
Stormwater management	5%	5%	7%	7%	4%
Public health	2%	3%	3%	3%	2%
Traffic flow	15%	9%	11%	9%	6%
Public transportation	<i>new in 2010</i>				8%
Convention facilities	1%	1%	1%	2%	1%
311 service	<i>new in 2010</i>				4%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 2nd Choice					
Police, fire, and ambulance	9%	6%	8%	8%	9%
Parks and recreation programs and facilities	4%	8%	5%	5%	5%
Maintenance of city streets, buildings, and facilities	24%	23%	21%	20%	24%
Water utilities	6%	6%	6%	6%	7%
Enforcement of codes and ordinances	7%	10%	8%	11%	8%
Customer service	8%	7%	8%	6%	6%
Communication with the public	8%	8%	9%	7%	7%
Stormwater management	8%	10%	10%	12%	9%
Public health	3%	3%	4%	5%	4%
Traffic flow	20%	15%	17%	15%	10%
Public transportation	<i>new in 2010</i>				7%
Convention facilities	1%	2%	1%	3%	2%
311 service	<i>new in 2010</i>				4%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q2 Major service categories that should receive the most emphasis from city leaders over the next two years – 3rd Choice					
Police, fire, and ambulance	9%	6%	7%	7%	5%
Parks and recreation programs and facilities	9%	7%	7%	6%	7%
Maintenance of city streets, buildings, and facilities	10%	10%	11%	11%	13%
Water utilities	6%	6%	5%	6%	4%
Enforcement of codes and ordinances	10%	10%	9%	10%	10%
Customer service	9%	8%	8%	8%	7%
Communication with the public	12%	14%	13%	12%	13%
Stormwater management	9%	10%	9%	11%	9%
Public health	6%	7%	6%	5%	5%
Traffic flow	13%	17%	19%	16%	10%
Public transportation	<i>new in 2010</i>				7%
Convention facilities	4%	2%	3%	4%	4%
311 service	<i>new in 2010</i>				4%

Items That May Influence Citizen Perceptions of the City

Q3a Overall quality of services provided by the City of Kansas City, Missouri

Satisfied/Very Satisfied	44%	52%	54%	52%	48%
Neutral	39%	34%	35%	36%	36%
Dissatisfied/Very Dissatisfied	18%	14%	11%	13%	16%

Q3b Overall value that you receive for your city tax dollars and fees

Satisfied/Very Satisfied	24%	29%	34%	31%	27%
Neutral	33%	35%	33%	35%	33%
Dissatisfied/Very Dissatisfied	43%	36%	34%	35%	40%

Q3c Overall image of the city

Satisfied/Very Satisfied	38%	51%	52%	49%	40%
Neutral	34%	31%	34%	33%	31%
Dissatisfied/Very Dissatisfied	28%	18%	15%	18%	29%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q3d How well the city is planning growth					
Satisfied/Very Satisfied	29%	38%	43%	35%	26%
Neutral	35%	33%	31%	37%	36%
Dissatisfied/Very Dissatisfied	37%	29%	26%	28%	38%
Q3e Overall quality of life in the city					
Satisfied/Very Satisfied	57%	61%	64%	66%	57%
Neutral	30%	28%	27%	27%	31%
Dissatisfied/Very Dissatisfied	14%	11%	9%	7%	12%
Q3f Overall feeling of safety in the city					
Satisfied/Very Satisfied	36%	39%	47%	45%	44%
Neutral	30%	32%	32%	31%	31%
Dissatisfied/Very Dissatisfied	34%	29%	21%	23%	25%
<u>Living in Kansas City, Missouri</u>					
Q4 Do you think you will be living in the Kansas City, Missouri, five years from now?					
Yes	<i>new in 2010</i>				83%
No					17%
<u>Public Safety Services</u>					
Q5a Quality of local police protection					
Satisfied/Very Satisfied	58%	64%	69%	67%	72%
Neutral	26%	20%	19%	22%	19%
Dissatisfied/Very Dissatisfied	16%	15%	12%	10%	9%
Q5b The visibility of police in neighborhoods					
Satisfied/Very Satisfied	41%	44%	51%	49%	53%
Neutral	28%	27%	25%	28%	25%
Dissatisfied/Very Dissatisfied	31%	28%	23%	23%	22%
Q5c The visibility of police in retail areas					
Satisfied/Very Satisfied	40%	45%	48%	48%	49%
Neutral	39%	34%	31%	35%	34%
Dissatisfied/Very Dissatisfied	21%	21%	21%	17%	17%
Q5d The city's overall efforts to prevent crime					
Satisfied/Very Satisfied	33%	39%	46%	45%	44%
Neutral	35%	33%	34%	35%	33%
Dissatisfied/Very Dissatisfied	32%	28%	21%	20%	23%
Q5e Enforcement of local traffic laws					
Satisfied/Very Satisfied	52%	52%	53%	54%	58%
Neutral	29%	26%	29%	30%	27%
Dissatisfied/Very Dissatisfied	19%	22%	18%	17%	15%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q5f Overall quality of police services					
Satisfied/Very Satisfied			64%	62%	65%
Neutral			26%	29%	26%
Dissatisfied/Very Dissatisfied			10%	9%	9%
Q5g Overall quality of local fire protection and rescue services					
Satisfied/Very Satisfied	78%	82%	80%	79%	83%
Neutral	19%	15%	17%	19%	14%
Dissatisfied/Very Dissatisfied	4%	3%	2%	2%	2%
Q5h Quality of local ambulance service					
Satisfied/Very Satisfied	65%	72%	73%	68%	75%
Neutral	28%	24%	22%	28%	20%
Dissatisfied/Very Dissatisfied	7%	5%	6%	3%	5%
Q5i How quickly public safety personnel respond to emergencies					
Satisfied/Very Satisfied	53%	62%	69%	65%	70%
Neutral	32%	26%	22%	28%	22%
Dissatisfied/Very Dissatisfied	15%	12%	10%	7%	8%
Q5j Quality of animal control					
Satisfied/Very Satisfied	40%	42%	45%	43%	43%
Neutral	38%	32%	32%	35%	35%
Dissatisfied/Very Dissatisfied	22%	26%	23%	23%	22%
<u>Parks and Recreation Programs and Services</u>					
Q5k Maintenance of city parks					
Satisfied/Very Satisfied	51%	57%	58%	50%	53%
Neutral	33%	29%	28%	36%	33%
Dissatisfied/Very Dissatisfied	17%	13%	14%	14%	14%
Q5l Maintenance of boulevards and parkways					
Satisfied/Very Satisfied	46%	51%	54%	47%	47%
Neutral	34%	31%	29%	34%	34%
Dissatisfied/Very Dissatisfied	20%	18%	17%	19%	19%
Q5m The location of city parks					
Satisfied/Very Satisfied	44%	50%	50%	51%	51%
Neutral	35%	33%	32%	34%	33%
Dissatisfied/Very Dissatisfied	21%	16%	17%	16%	16%
Q5n Walking and biking trails in the city					
Satisfied/Very Satisfied	31%	32%	36%	33%	33%
Neutral	34%	36%	31%	35%	34%
Dissatisfied/Very Dissatisfied	35%	32%	33%	32%	32%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q5o Maintenance of Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	34%	43%	46%	44%	43%
Neutral	50%	43%	38%	45%	44%
Dissatisfied/Very Dissatisfied	16%	14%	16%	10%	14%
Q5p City swimming pools and programs					
Satisfied/Very Satisfied	27%	36%	43%	40%	37%
Neutral	47%	41%	35%	45%	42%
Dissatisfied/Very Dissatisfied	26%	23%	22%	15%	21%
Q5q Outdoor athletic fields (i.e. baseball, soccer, and flag football)					
Satisfied/Very Satisfied	42%	48%	50%	48%	43%
Neutral	44%	37%	37%	41%	42%
Dissatisfied/Very Dissatisfied	14%	15%	13%	10%	15%
Q5r The city's youth athletic programs					
Satisfied/Very Satisfied	32%	39%	45%	38%	38%
Neutral	52%	45%	41%	51%	45%
Dissatisfied/Very Dissatisfied	15%	15%	14%	11%	16%
Q5s The city's adult athletic programs					
Satisfied/Very Satisfied	28%	34%	39%	34%	36%
Neutral	57%	49%	45%	54%	48%
Dissatisfied/Very Dissatisfied	15%	18%	16%	12%	16%
Q5t Programs and activities at Kansas City, Missouri, community centers					
Satisfied/Very Satisfied	<i>new in 2010</i>				41%
Neutral					48%
Dissatisfied/Very Dissatisfied					11%
Q5u Ease of registering for [Parks and Recreation] programs					
Satisfied/Very Satisfied	31%	38%	43%	36%	40%
Neutral	57%	48%	46%	51%	49%
Dissatisfied/Very Dissatisfied	12%	14%	11%	12%	11%
Q5v The reasonableness of fees charged for recreation programs					
Satisfied/Very Satisfied	30%	36%	40%	39%	38%
Neutral	54%	47%	45%	49%	49%
Dissatisfied/Very Dissatisfied	16%	17%	15%	12%	13%
<u>Communication and Leadership Services</u>					
Q5w The availability of information about city programs and services					
Satisfied/Very Satisfied	31%	37%	41%	38%	36%
Neutral	39%	32%	32%	34%	34%
Dissatisfied/Very Dissatisfied	31%	31%	27%	28%	30%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q5x City efforts to keep you informed about local issues					
Satisfied/Very Satisfied	33%	35%	40%	38%	33%
Neutral	34%	33%	33%	35%	32%
Dissatisfied/Very Dissatisfied	34%	32%	27%	28%	35%
Q5y Level of public involvement in local decision making					
Satisfied/Very Satisfied	19%	22%	25%	22%	21%
Neutral	38%	38%	39%	41%	33%
Dissatisfied/Very Dissatisfied	43%	40%	36%	36%	46%
Q5z Overall quality of leadership provided by the city's elected officials					
Satisfied/Very Satisfied	25%	28%	36%	26%	17%
Neutral	37%	35%	36%	39%	26%
Dissatisfied/Very Dissatisfied	38%	38%	28%	36%	57%
Q5aa Overall effectiveness of appointed boards and commissions					
Satisfied/Very Satisfied	20%	24%	28%	20%	17%
Neutral	43%	37%	39%	43%	33%
Dissatisfied/Very Dissatisfied	37%	38%	33%	37%	50%
Q5bb Overall effectiveness of the city manager and appointed staff					
Satisfied/Very Satisfied	26%	31%	33%	25%	17%
Neutral	43%	39%	38%	43%	31%
Dissatisfied/Very Dissatisfied	31%	30%	29%	33%	52%
Q5cc How ethically the city conducts business					
Satisfied/Very Satisfied				26%	17%
Neutral				43%	34%
Dissatisfied/Very Dissatisfied				31%	49%
Q5dd Overall quality of the city's website					
Satisfied/Very Satisfied					37%
Neutral					46%
Dissatisfied/Very Dissatisfied					17%
<u>Maintenance, Streets, and Solid Waste Services</u>					
Q6a Maintenance of city streets					
Satisfied/Very Satisfied	19%	23%	27%	21%	24%
Neutral	18%	24%	24%	28%	28%
Dissatisfied/Very Dissatisfied	63%	53%	49%	51%	48%
Q6b Maintenance of streets in your neighborhood					
Satisfied/Very Satisfied	40%	36%	45%	41%	40%
Neutral	22%	23%	19%	23%	21%
Dissatisfied/Very Dissatisfied	38%	41%	36%	36%	39%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q6c The smoothness of city streets					
Satisfied/Very Satisfied	14%	21%	26%	22%	24%
Neutral	21%	23%	26%	30%	30%
Dissatisfied/Very Dissatisfied	65%	56%	48%	48%	47%
Q6d Condition of sidewalks in the city					
Satisfied/Very Satisfied	21%	24%	30%	26%	27%
Neutral	37%	30%	30%	35%	33%
Dissatisfied/Very Dissatisfied	42%	46%	41%	39%	39%
Q6e Maintenance of traffic signals					
Satisfied/Very Satisfied	55%	58%	62%	60%	60%
Neutral	32%	30%	27%	29%	29%
Dissatisfied/Very Dissatisfied	13%	12%	11%	11%	10%
Q6f Maintenance and preservation of downtown Kansas City, Missouri					
Satisfied/Very Satisfied	31%	39%	50%	51%	46%
Neutral	36%	35%	32%	34%	39%
Dissatisfied/Very Dissatisfied	34%	25%	18%	15%	16%
Q6g Maintenance of city buildings (e.g. City Hall)					
Satisfied/Very Satisfied	42%	48%	56%	52%	48%
Neutral	46%	41%	33%	41%	43%
Dissatisfied/Very Dissatisfied	12%	11%	11%	7%	10%
Q6h Snow removal on major city streets during the past 12 months					
Satisfied/Very Satisfied	55%	56%	61%	58%	56%
Neutral	24%	23%	19%	23%	20%
Dissatisfied/Very Dissatisfied	21%	21%	20%	19%	23%
Q6i Snow removal on residential streets during the past 12 months					
Satisfied/Very Satisfied	38%	27%	40%	38%	33%
Neutral	21%	22%	20%	22%	18%
Dissatisfied/Very Dissatisfied	41%	51%	40%	40%	49%
Q6j Mowing and tree trimming along city streets and other public areas					
Satisfied/Very Satisfied	34%	37%	44%	32%	40%
Neutral	33%	32%	31%	33%	33%
Dissatisfied/Very Dissatisfied	33%	30%	25%	34%	27%
Q6k Overall cleanliness of city streets and other public areas					
Satisfied/Very Satisfied	32%	37%	41%	38%	39%
Neutral	36%	33%	34%	37%	38%
Dissatisfied/Very Dissatisfied	33%	30%	24%	26%	24%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q6l Adequacy of city street lighting					
Satisfied/Very Satisfied	64%	61%	65%	65%	57%
Neutral	24%	25%	24%	26%	28%
Dissatisfied/Very Dissatisfied	12%	14%	11%	9%	15%
Q6m Overall quality of trash collection services					
Satisfied/Very Satisfied	61%	68%	71%	60%	70%
Neutral	20%	19%	17%	20%	16%
Dissatisfied/Very Dissatisfied	19%	13%	11%	20%	14%
Q6n Overall quality of recycling collection services					
Satisfied/Very Satisfied	<i>new in 2010</i>				70%
Neutral					17%
Dissatisfied/Very Dissatisfied					13%
Q6o Overall quality of bulky item collection services					
Satisfied/Very Satisfied	<i>new in 2010</i>				41%
Neutral					21%
Dissatisfied/Very Dissatisfied					37%
Q6p Overall quality of catch basin cleaning and repairs					
Satisfied/Very Satisfied	<i>new in 2010</i>				32%
Neutral					41%
Dissatisfied/Very Dissatisfied					27%
Q6q Timeliness of water/sewer line break repairs					
Satisfied/Very Satisfied	<i>new in 2010</i>				38%
Neutral					35%
Dissatisfied/Very Dissatisfied					27%
<u>Code Enforcement Services</u>					
Q6r Enforcing the clean up of litter and debris on private property					
Satisfied/Very Satisfied	22%	24%	27%	25%	21%
Neutral	35%	32%	36%	35%	31%
Dissatisfied/Very Dissatisfied	43%	44%	37%	41%	48%
Q6s Enforcing the mowing and cutting of weeds on private property					
Satisfied/Very Satisfied	20%	22%	27%	21%	22%
Neutral	34%	32%	33%	34%	28%
Dissatisfied/Very Dissatisfied	46%	46%	40%	45%	49%
Q6t Enforcing the maintenance of residential property					
Satisfied/Very Satisfied	23%	27%	31%	24%	23%
Neutral	41%	35%	35%	39%	34%
Dissatisfied/Very Dissatisfied	36%	39%	35%	37%	43%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q6u Enforcing the exterior maintenance of business property					
Satisfied/Very Satisfied	26%	31%	35%	31%	31%
Neutral	48%	43%	42%	47%	39%
Dissatisfied/Very Dissatisfied	26%	26%	24%	22%	30%
Q6v Enforcing codes designed to protect public safety and public health					
Satisfied/Very Satisfied	33%	35%	40%	38%	36%
Neutral	49%	45%	42%	43%	42%
Dissatisfied/Very Dissatisfied	18%	19%	18%	18%	21%
Q6w Enforcing sign regulations					
Satisfied/Very Satisfied	33%	35%	38%	38%	36%
Neutral	51%	45%	44%	48%	44%
Dissatisfied/Very Dissatisfied	16%	21%	18%	14%	20%
Q6x Enforcing and prosecuting illegal dumping activities					
Satisfied/Very Satisfied	20%	23%	25%	23%	21%
Neutral	36%	31%	33%	36%	29%
Dissatisfied/Very Dissatisfied	44%	46%	41%	41%	49%
<u>Respondent Experiences</u>					
Q7a Were you or anyone in your household the victim of any crime in Kansas City, Missouri, during the last year?					
Yes		12%	10%	9%	10%
No		88%	90%	91%	90%
Q7b Have you called the police in the last year?					
Yes		27%	26%	26%	26%
No		73%	74%	74%	74%
Q7c Have you called 311 in the last year?					
Yes			21%	29%	42%
No			79%	71%	58%
Q7d Have any members of your household attended or watched any Kansas City, Missouri, public meeting in the last year?					
Yes					32%
No					68%
Q7e Have you visited the city's website in the last year?					
Yes					46%
No					54%
Q7f Have you used the city's website to make any payments in the last year?					
Yes					16%
No					84%

	2005 North	2006 North	2007 North	2008 North	2010 North
Q7g Have you used the bulky item pick-up service in the last year?					
Yes	<i>new in 2010</i>				48%
No					52%
Q7h Have you visited downtown in the last year?					
Yes			78%	82%	81%
No			22%	18%	19%
Q7i Have you visited downtown for entertainment or dining in the last year?					
Yes					68%
No					32%
Q7j Have you visited a Kansas City, Missouri, community center in the last year?					
Yes	<i>new in 2010</i>				25%
No					75%
Q7k Have any members of your household visited any parks in Kansas City, Missouri, in the last year?					
Yes	<i>new in 2010³</i>				73%
No					27%
Q7l Have any members of your household received notification of Kansas City, Missouri, Parks and Recreation Department programs or activities in the last year?					
Yes	<i>new in 2010</i>				40%
No					60%
Q7m Have you used public transportation in the last year?					
Yes	<i>new in 2010</i>				10%
No					90%
<u>Rating Kansas City, Missouri</u>					
Q8a How would you rate Kansas City, Missouri, as a place to live?					
Good/Excellent	75%	77%	78%	79%	73%
Neutral	16%	16%	16%	16%	18%
Below Average/Poor	9%	6%	6%	5%	9%
Q8b How would you rate Kansas City, Missouri, as a place to raise children?					
Good/Excellent	66%	68%	69%	71%	65%
Neutral	21%	21%	20%	20%	22%
Below Average/Poor	13%	11%	11%	10%	13%
Q8c How would you rate Kansas City, Missouri, as a place to work?					
Good/Excellent	68%	69%	71%	73%	64%
Neutral	21%	21%	21%	19%	23%
Below Average/Poor	10%	10%	8%	8%	12%

³ In prior years we asked respondents how frequently they had visited a city park during the last 12 months – weekly, a few times a month, monthly, less than once a month, or seldom/never.

	2005 North	2006 North	2007 North	2008 North	2010 North
<u>Feelings of Safety</u>					
Q9a How safe do you feel at home during the day?					
Safe/Very Safe	91%	89%	89%	92%	89%
Neutral	7%	9%	8%	6%	8%
Unsafe/Very Unsafe	2%	2%	3%	2%	2%
Q9b How safe do you feel at home at night?					
Safe/Very Safe	79%	78%	82%	83%	81%
Neutral	15%	15%	11%	12%	14%
Unsafe/Very Unsafe	7%	7%	7%	5%	5%
Q9c How safe do you feel in your neighborhood during the day?					
Safe/Very Safe	90%	88%	90%	93%	90%
Neutral	8%	10%	8%	6%	8%
Unsafe/Very Unsafe	2%	2%	2%	2%	2%
Q9d How safe do you feel in your neighborhood at night?					
Safe/Very Safe	74%	74%	78%	79%	76%
Neutral	18%	17%	15%	13%	15%
Unsafe/Very Unsafe	8%	9%	6%	7%	8%
Q9e How safe do you feel in city parks during the day?					
Safe/Very Safe	49%	57%	60%	62%	61%
Neutral	32%	30%	29%	29%	26%
Unsafe/Very Unsafe	18%	13%	11%	10%	13%
Q9f How safe do you feel in city parks at night?					
Safe/Very Safe	9%	13%	20%	14%	15%
Neutral	25%	24%	28%	31%	27%
Unsafe/Very Unsafe	66%	63%	52%	56%	58%
Q9g How safe do you feel in downtown Kansas City, Missouri, during the day?					
Safe/Very Safe			64%	66%	65%
Neutral			25%	26%	24%
Unsafe/Very Unsafe			11%	9%	11%
Q9h How safe do you feel in downtown Kansas City, Missouri, at night?					
Safe/Very Safe			22%	23%	21%
Neutral			31%	32%	30%
Unsafe/Very Unsafe			47%	45%	49%
<u>Watching Channel 2</u>					
Q10 Have any members of your household watched Channel 2, Kansas City, Missouri's government cable television channel in the last week?					
Yes					30%
No					59%
Not available on my television					11%

	2005 North	2006 North	2007 North	2008 North	2010 North
Demographics					
Q11 Do you own or rent your current residence?					
Own	89%	89%	89%	91%	88%
Rent	11%	11%	11%	9%	12%
Q12 Approximately how many years have you lived in Kansas City, Missouri?					
Median	26	28	25	27	25
Q13 Respondent's race/ethnicity					
Asian/Pacific Islander	1%	2%	2%	3%	1%
White	87%	84%	86%	86%	88%
American Indian/Eskimo	1%	1%	1%	1%	0%
Black/African American	9%	10%	6%	4%	7%
Hispanic/Latino			4% ⁴		
Other	2%	3%	1% ⁴	6%	3%
Q14 Are you or any members of your household of Hispanic, Latino, or other Spanish ancestry?					
Yes	5%	7%	na ⁴	9%	8%
No	95%	93%	na	91%	92%
Q15 Respondent's total annual household income					
Under \$30,000	19%	20%	17%	13%	18%
\$30,000 to \$59,999	36%	34%	34%	32%	30%
\$60,000 to \$99,999	31%	29%	32%	32%	31%
\$100,000 or more	15%	18%	18%	23%	21%
Q18 Respondent's gender					
Male	51%	49%	50%	48%	50%
Female	49%	51%	50%	52%	50%
How respondents completed the survey					
Mail	87%	54%	42%	58%	49%
Phone	13%	46%	58%	42%	51%

⁴ In 2007, this demographic question was not asked in a way that was compatible with the 2000 Census.