

Kansas City, Missouri Business Survey

Benchmarking Analysis

*...helping organizations make better
decisions since 1982*

2020

Submitted to the City of Kansas City, Missouri

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

April 2021



ETC
INSTITUTE

Benchmarking Summary Report

Kansas City, Missouri

Overview

National Benchmarks. The charts on the following pages show how the overall results for the City of Kansas City compare to the national averages based on the survey that was administered by ETC Institute during the winter of 2021 to a random sample of 1,145 businesses in the U.S. The City of Kansas City's results are shown in the charts as a blue bar and the U.S. averages are shown as a yellow bar.

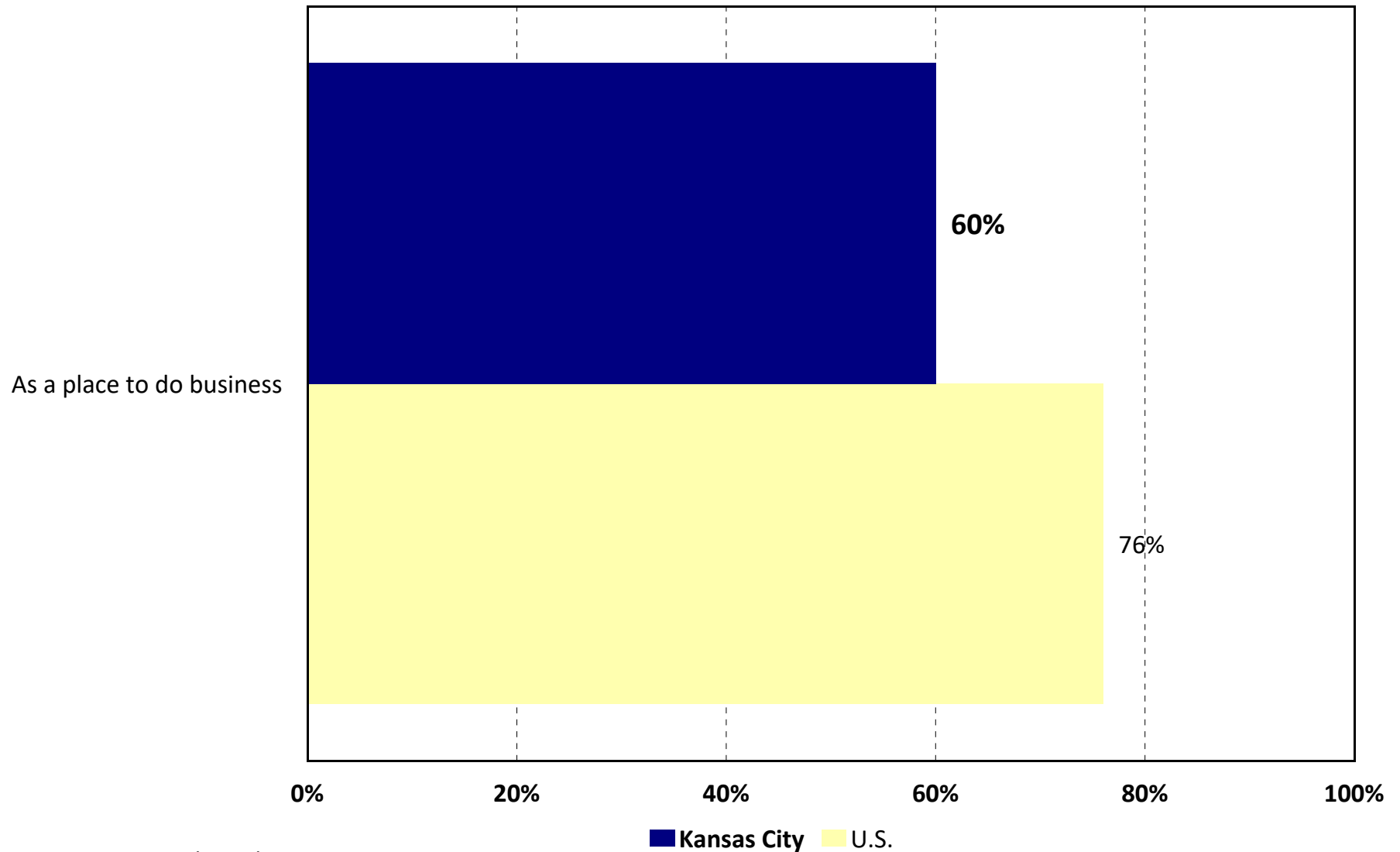
National Benchmarks

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 Kansas City is not authorized without written consent from ETC Institute.

Overall Opinion of the City

Kansas City vs. the U.S.

by percentage of businesses that answered "excellent" or "good" (excluding "don't know")

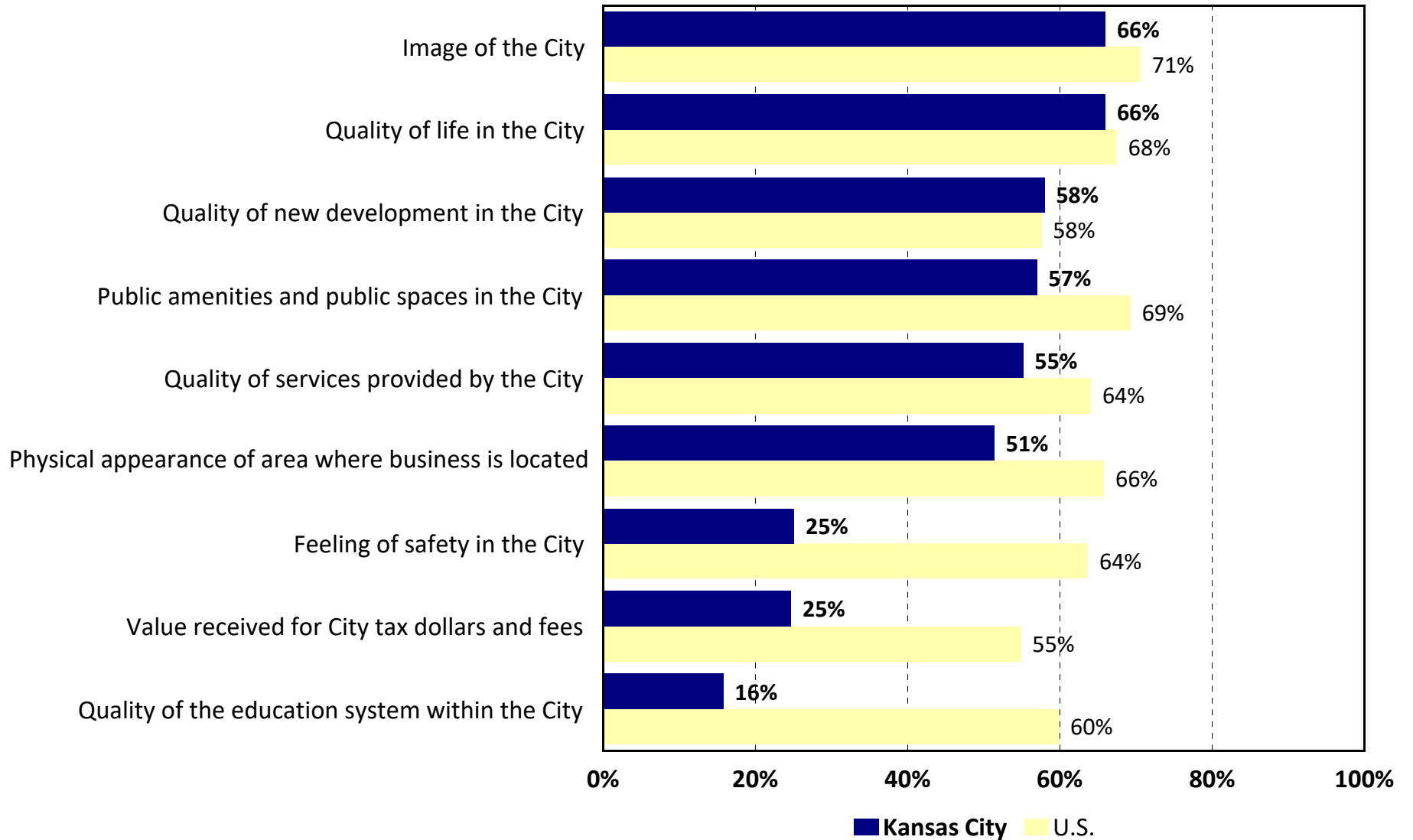


Source: ETC Institute (2020)

Satisfaction with Perceptions of the City

Kansas City vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

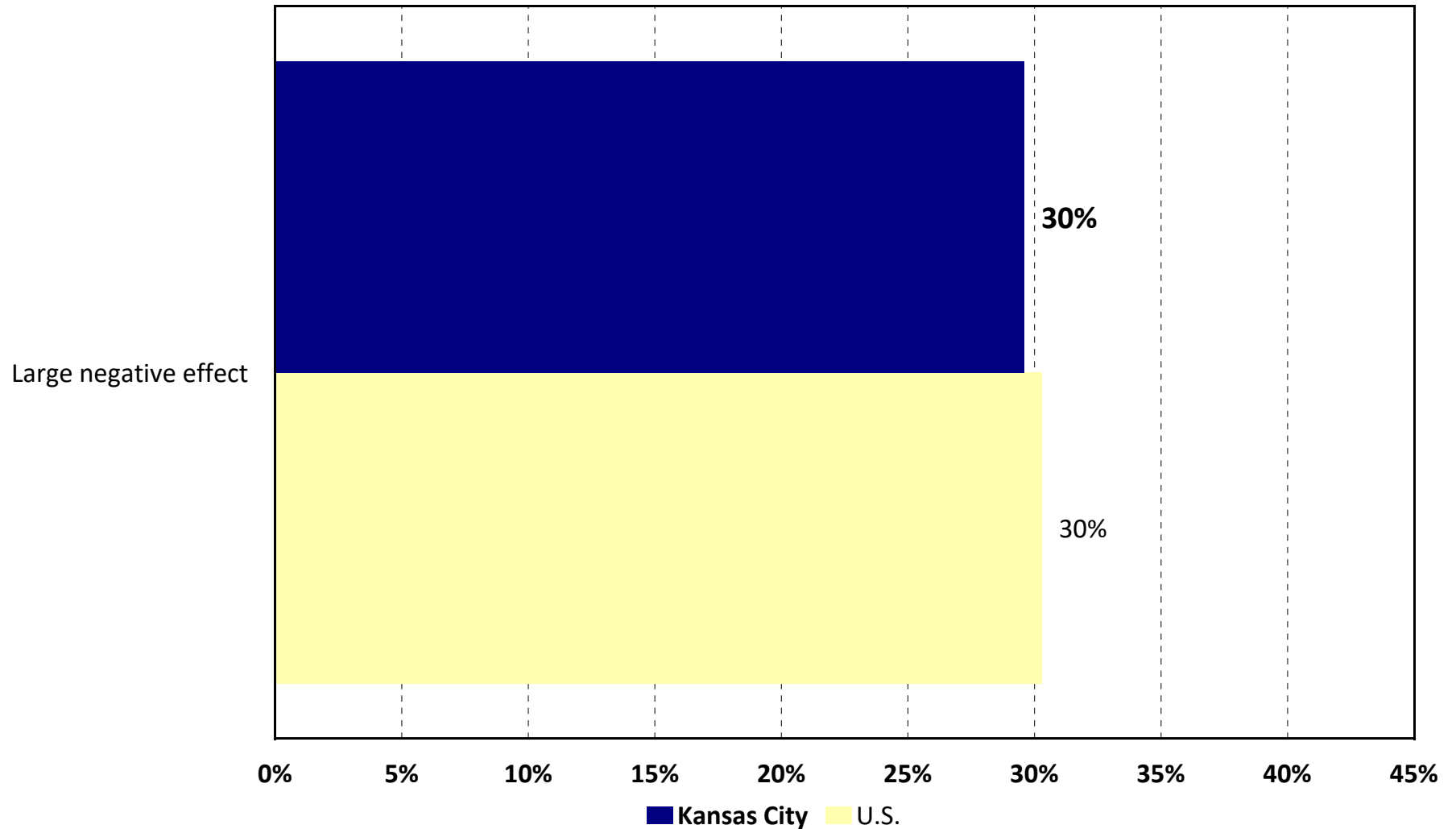


Source: ETC Institute (2020)

Impact That COVID-19 Pandemic Has Had Upon Businesses

Kansas City vs. the U.S.

by percentage of businesses

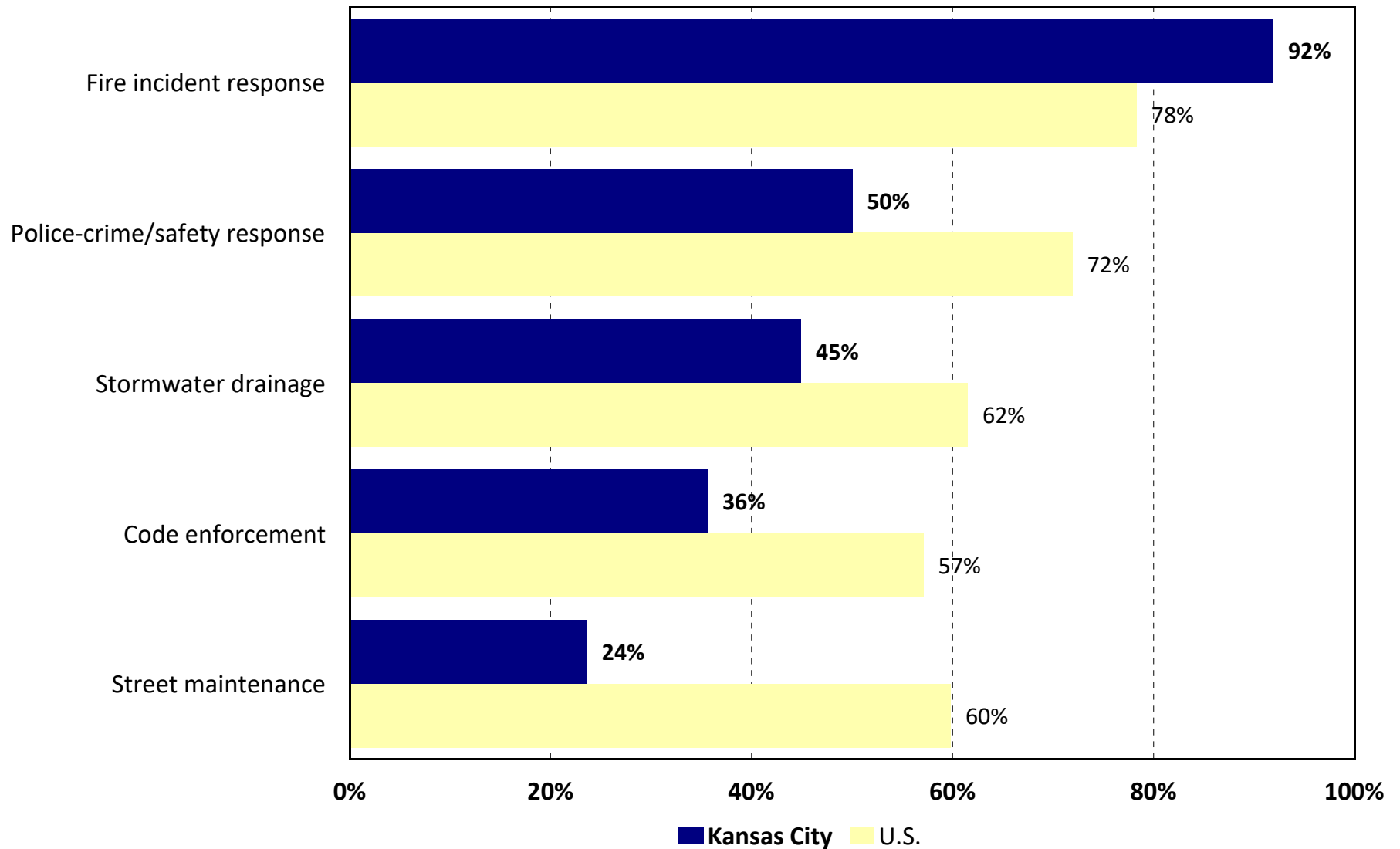


Source: ETC Institute (2021)

Satisfaction With City Services

Kansas City vs. the U.S.

by percentage of businesses that rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

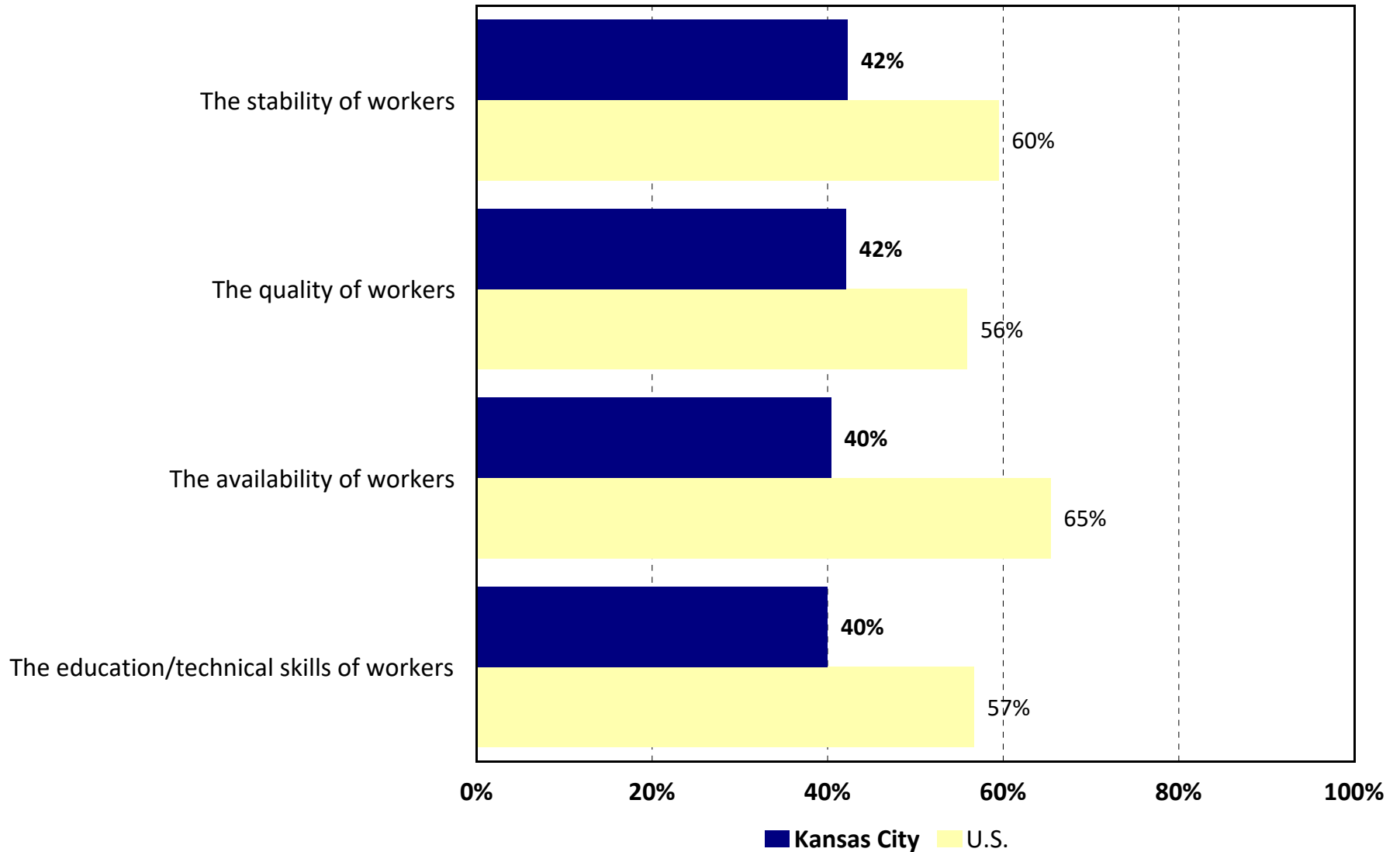


Source: ETC Institute (2020)

Ratings of the Workforce

Kansas City vs. the U.S.

by percentage of businesses that rated the item as a 3 or 4 on a 4-point scale (excluding “don’t know”)



Source: ETC Institute (2020)