

2012
CITY OF
BRANSON
COMMUNITY
SURVEY

FINAL REPORT

SUBMITTED TO:

The City of Branson, Missouri

ETC Institute
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2012 City of Branson Community Survey

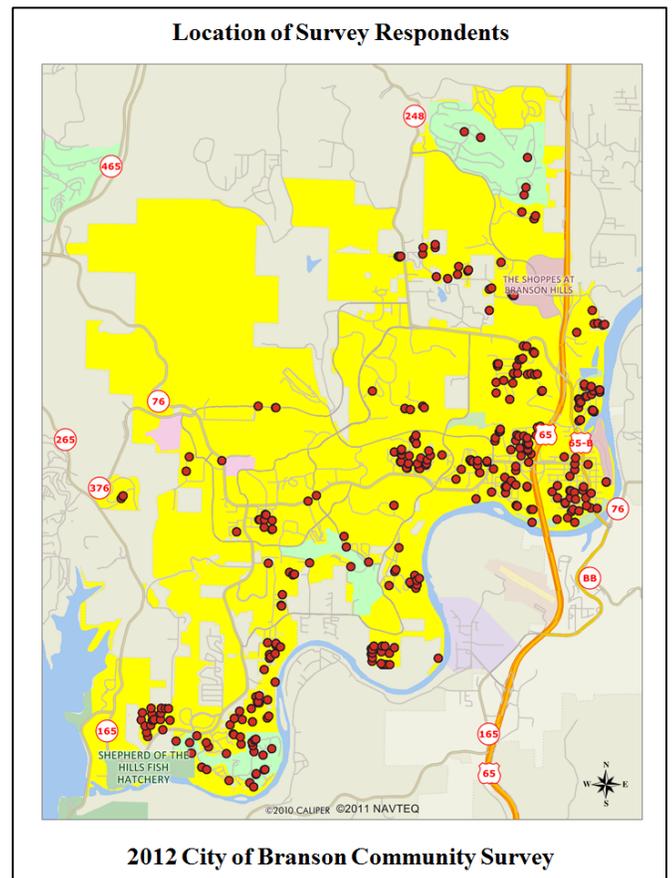
Executive Summary

Overview and Methodology

During the summer of 2012, ETC Institute administered a community survey for the City of Branson. This is the second community survey that ETC Institute has conducted for the City of Branson. The first survey was conducted in 2008. 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, 100 completed the survey by phone and 340 returned it by mail for a total of 440 completed surveys. The results for the random sample of 440 households have a 95% level of confidence with a precision of at least +/- 4.6%. 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
- benchmarking analysis
- tabular data that show the results for each question on the survey
- a copy of the survey instrument
- GIS maps that show the results of selected questions on maps of the city
- open-ended comments

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 (88%), the overall quality of City parks and recreation programs and facilities services (77%), and the overall quality of police service (75%). Residents were least satisfied with the enforcement of City codes and ordinances (49%).

Trends for Overall Quality of City Services

The changes in satisfaction for the “Overall Quality of City Services” that were identified as significant, because satisfaction ratings were +/- 4.6% or more are listed below and on the following page:

Significant Increases Since the 2008 Survey

- Management of traffic flow on City streets (+11.6%)
- Management of stormwater runoff (+8.7%)
- Quality of customer service from city employees (+7.8%)
- Maintenance of City streets and infrastructure (+7.5%)
- Effectiveness of City communication with public (+5.6%)

Significant Decreases Since the 2008 Survey

- None
- **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 maintenance of City streets and infrastructure, (2) the management of traffic flow on City streets, and (3) the quality of police services.

In 2008, 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 percent (80%) of those surveyed, who had an opinion, indicated that they generally felt safe in Branson; 14% gave a neutral response, and 6% did not feel safe.
- **Most residents were satisfied with the quality of life in Branson.** Seventy-two percent (72%) 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-seven percent (87%) of those surveyed, who had an opinion, indicated that they were satisfied with how quickly fire personnel respond to emergencies; 12% gave a neutral response, and 1% were dissatisfied.
- **Parks and Recreation.** Parks and Recreation services with the highest satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the maintenance of City parks (77%), location of City parks (75%), and the number of outdoor athletic fields (65%). Residents were least satisfied with the programs for seniors (45%).

Trends for Parks and Recreation Services

The changes in satisfaction for Parks and Recreation Services that were identified as significant, because satisfaction ratings were +/- 4.6% or more are listed below and on the following page:

Significant Increases Since the 2008 Survey

- Walking & biking trails in the City (+10.8%)
- Location of City Parks (+9.6%)

Significant Decreases Since the 2008 Survey

- City's adult recreation programs (-5.9%)
- **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 programs for seniors.
- **Communication.** Fifty-six percent (56%) of those surveyed, who had an opinion, indicated that they were satisfied with the availability of information about City programs and services; 29% gave a neutral response, and 15% were dissatisfied.
- **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 (73%), the cleanliness of City streets and other public areas (70%), and the condition of major City streets (68%). Residents were least satisfied with the condition of streets in their neighborhood (56%).

Trends for Maintenance Services

The changes in satisfaction for Maintenance Services that were identified as significant, because satisfaction ratings were +/- 4.6% or more are listed below:

Significant Increases Since the 2008 Survey

- Cleanliness of stormwater drains/creeks in neighborhood (+10.4%)
- Cleanliness of City streets and other public areas (+5.8%)
- Mowing/trimming along City streets/public areas (+5.1%)

Significant Decreases Since the 2008 Survey

- None
- **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 adequacy of street lighting.

- **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: the quality of animal control (49%), enforcing sign regulations (44%), and enforcing the mowing/cutting of weeds/grass on private property and enforcing the exterior maintenance of residential property (34% each). Residents were least satisfied with enforcing the clean-up of junk and debris on private property (30%).

Trends for Code Enforcement Services

The changes in satisfaction for Code Enforcement Services that were identified as significant, because satisfaction ratings were +/- 4.6% or more are listed below:

Significant Increases Since the 2008 Survey

- Quality of animal control (+5.7%)

Significant Decreases Since the 2008 Survey

- Exterior maintenance of commercial property (-6.9%)

- **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 exterior maintenance of commercial property, and (3) enforcing the mowing and cutting of weeds and grass on private 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 (84%), water service (83%), and response to water and sewer issues (72%). Residents were least satisfied with drop-off recycling services (58%).

Trends for Utility Services

The changes in satisfaction for Utility Services that were identified as significant, because satisfaction ratings were +/- 4.6% or more are listed below and on the following page:

Significant Increases Since the 2008 Survey

- Reliability of water service (+13.7%)
- Reliability of wastewater services (+13.5%)
- Drop-off recycling services (+6.0%)

Significant Decreases Since the 2008 Survey

- None

Other Findings

- Residents get most of their information about the City of Branson from the Branson Daily Independent and local radio broadcasts.
- 89% of residents surveyed rated Branson as an “excellent” or a “good” place to live **(92% in 2008)**.
- 87% of residents surveyed rated Branson as an “excellent” or a “good” place to raise children **(90% in 2008)**.
- 84% 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 **(81% in 2008)**.
- 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 the way they were treated by City employees **(77% in 2008)**.
- 70% of the residents surveyed indicated that they generally think the City of Branson is a good steward of the environment, which is a 16% increase since the 2008 survey **(54% in 2008)**.
- 82% of the residents surveyed thought minimizing tax increases was either “extremely important” or “very important” when planning for the City’s future **(85% in 2008)**.

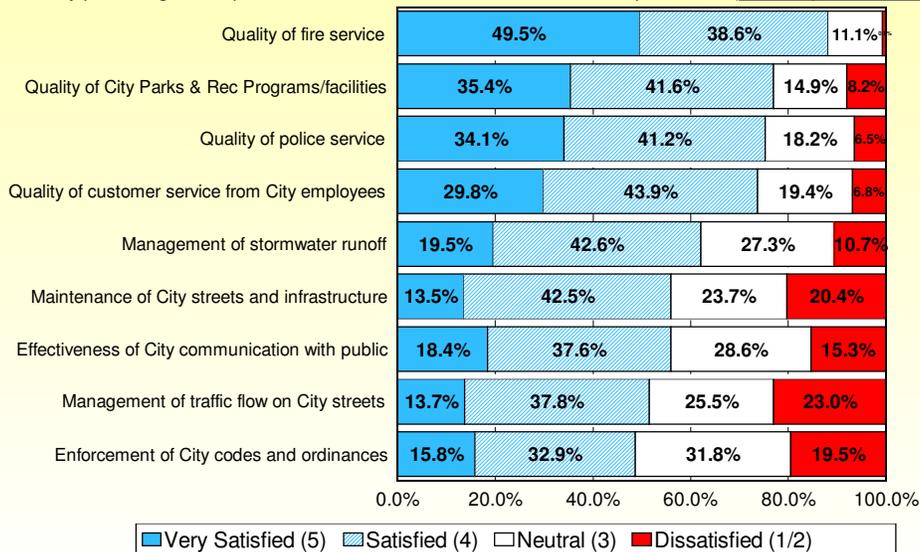
Section 1:
Charts and Graphs

OVERALL RATINGS

Source: 2012 City of Branson Community Survey (ETC Institute)

Overall Satisfaction With City Services by Major Category

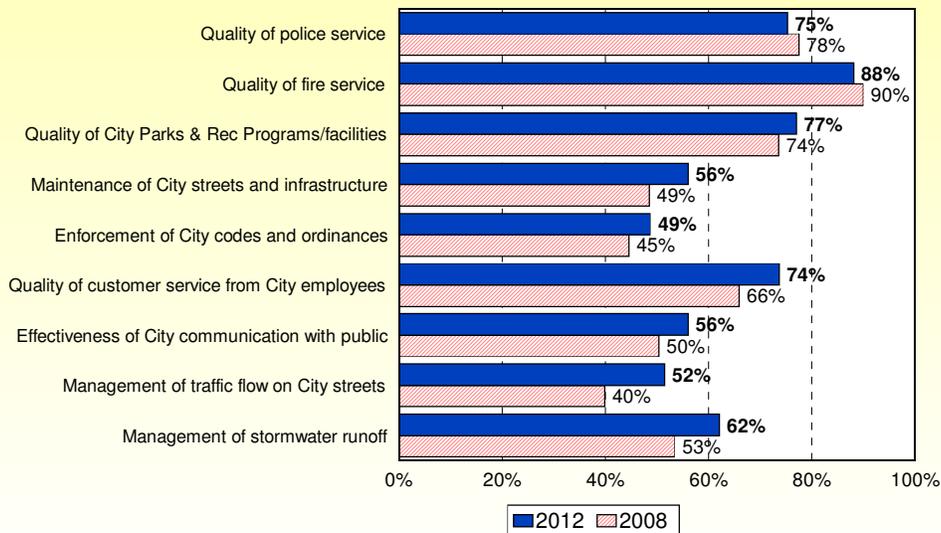
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Overall Satisfaction With City Services by Major Category - 2012 vs 2008

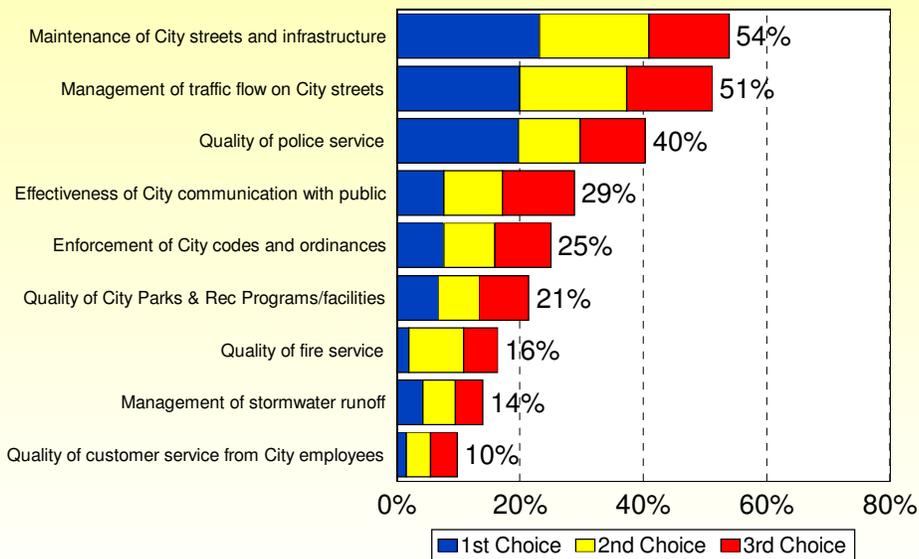
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

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

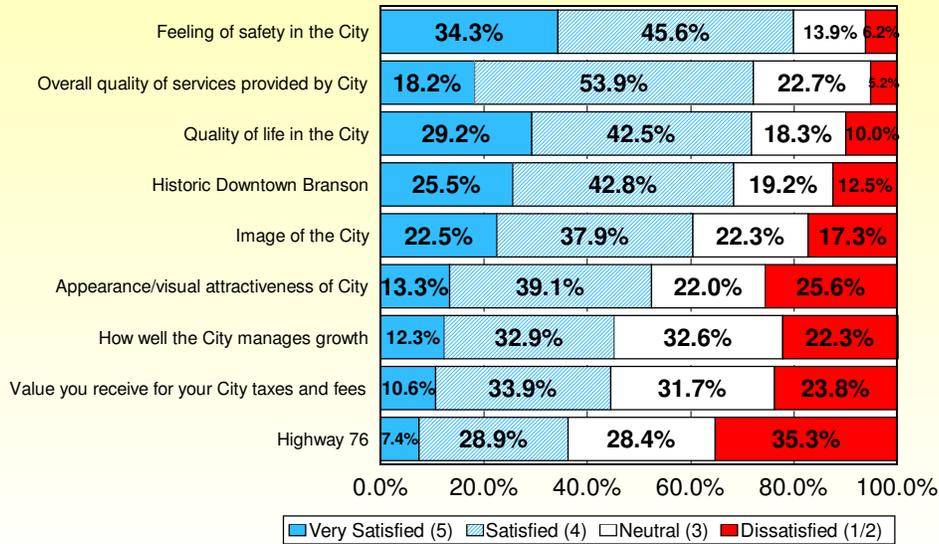
by percentage of respondents who selected the item as one of their top three choices



Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction With Items That Influence the Perception Residents Have of the City

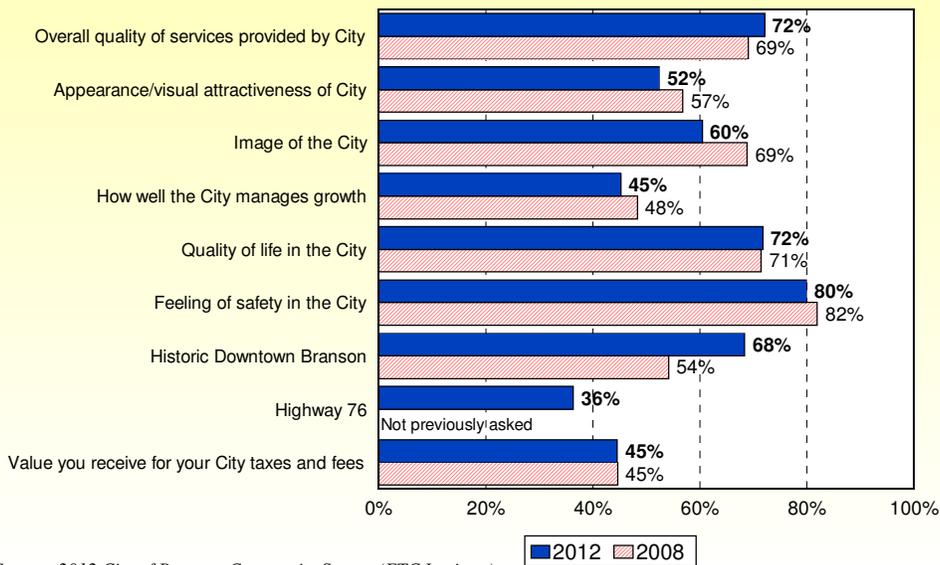
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction With Items That Influence the Perception Residents Have of the City - 2012 vs 2008

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



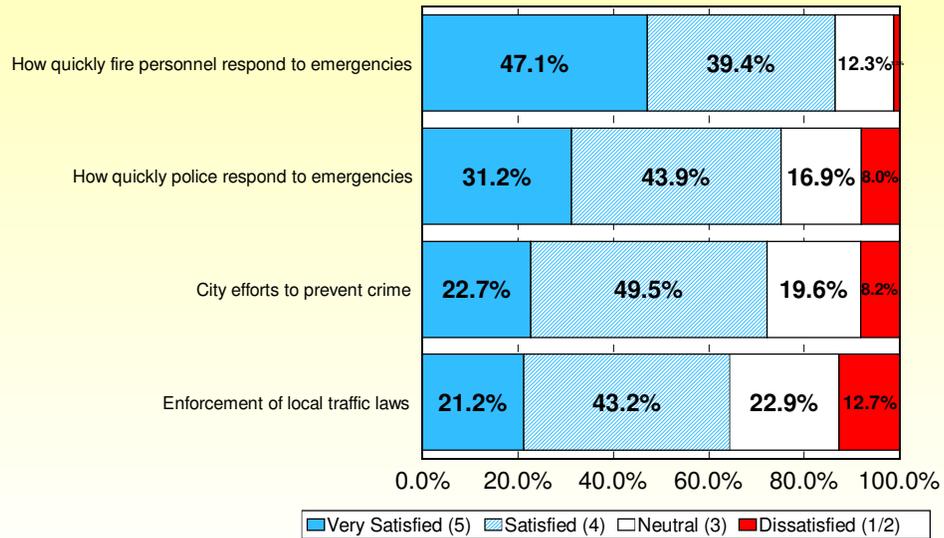
Source: 2012 City of Branson Community Survey (ETC Institute)

PUBLIC SAFETY

Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of Public Safety

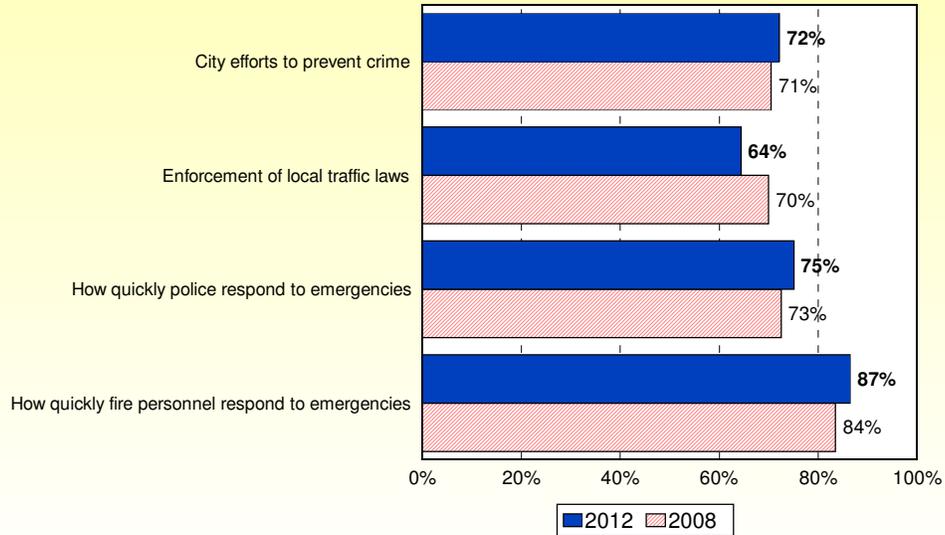
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of Public Safety - 2012 vs 2008

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



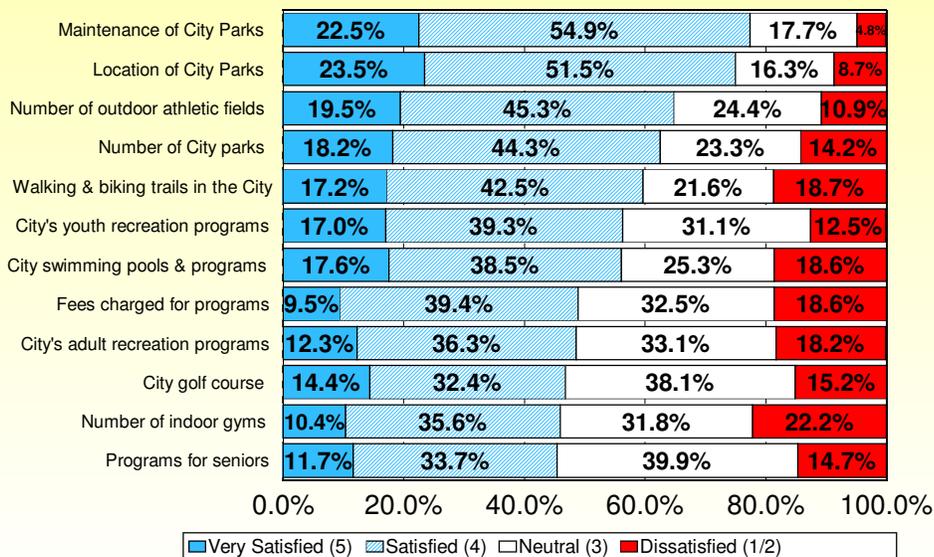
Source: 2012 City of Branson Community Survey (ETC Institute)

PARKS & RECREATION

Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of Parks & Recreation

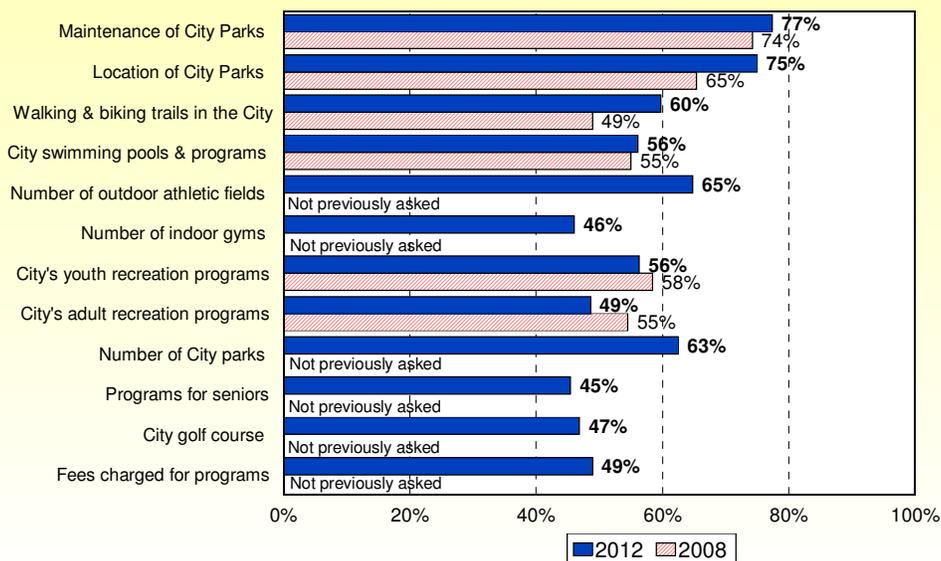
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of Parks & Recreation - 2012 vs 2008

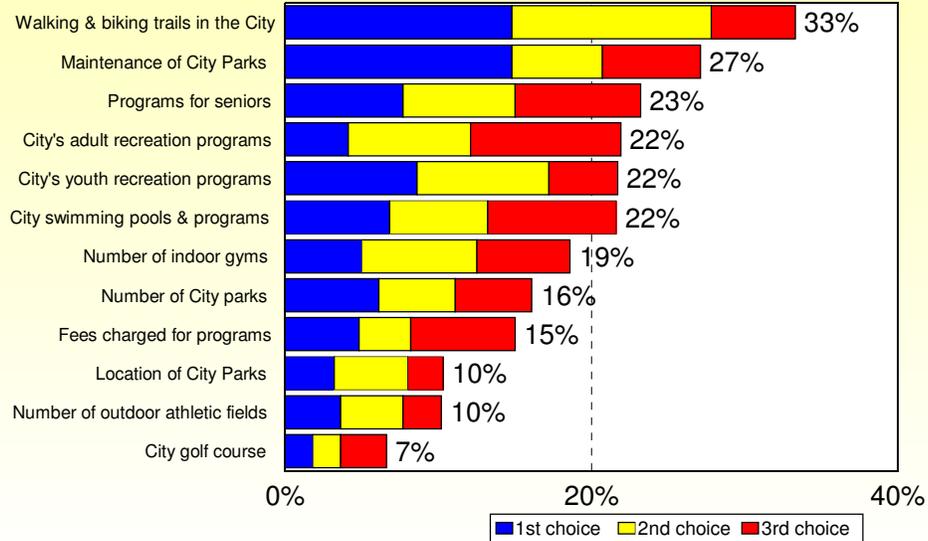
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



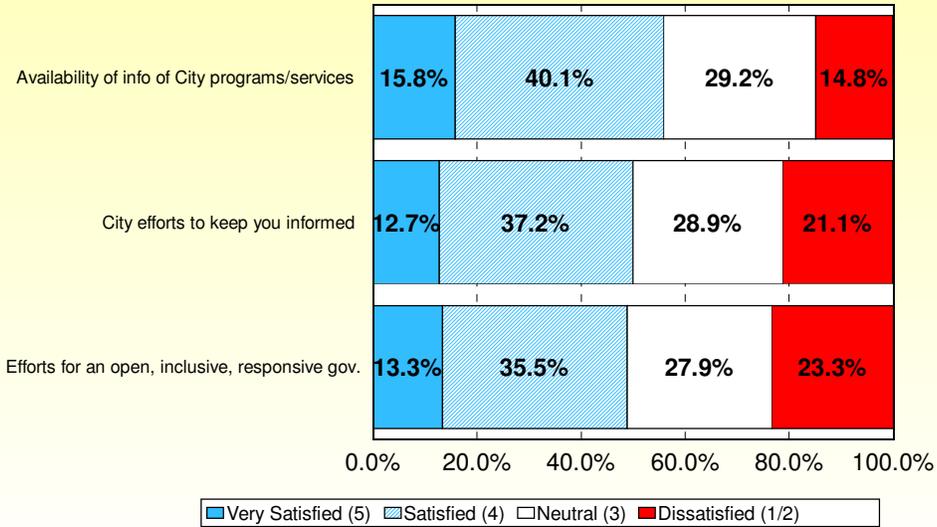
Source: 2012 City of Branson Community Survey (ETC Institute)

COMMUNICATION

Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of Communication

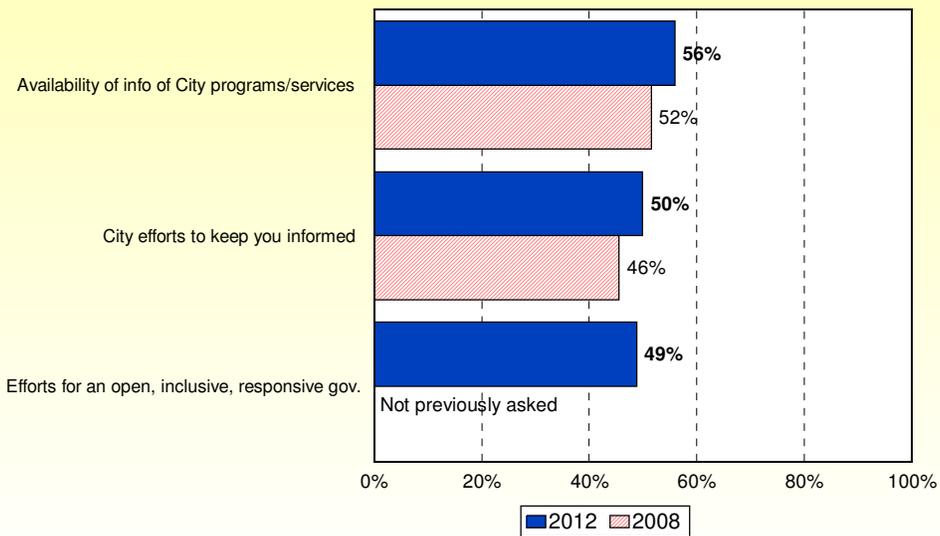
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of Communication - 2012 vs 2008

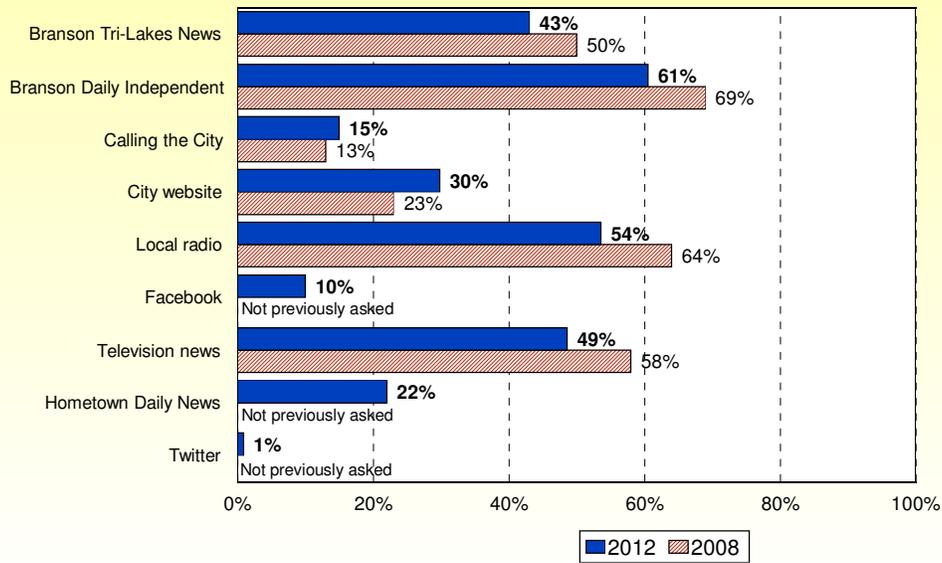
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

Sources of Information About City News and Events

by percentage of respondents (multiple responses allowed)



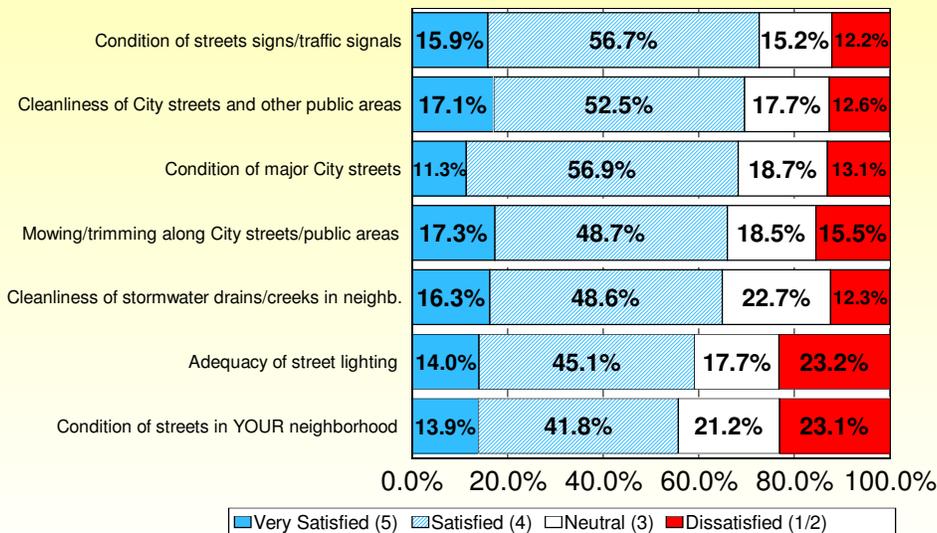
Source: 2012 City of Branson Community Survey (ETC Institute)

City MAINTENANCE

Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of City Maintenance

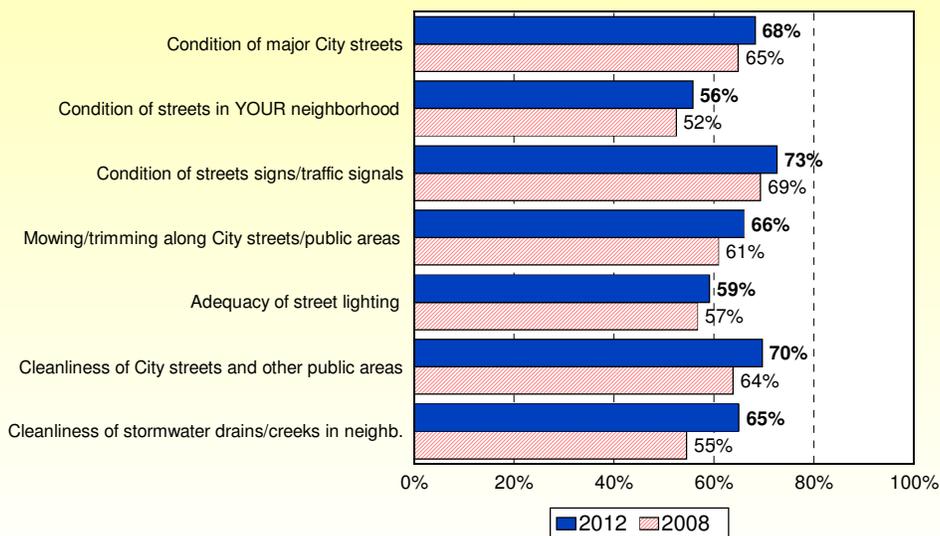
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of City Maintenance - 2012 vs 2008

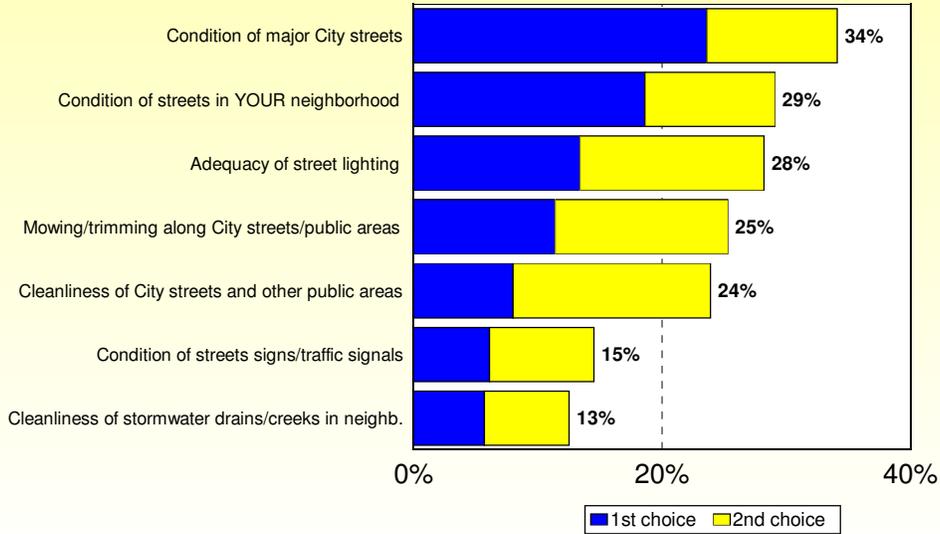
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

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

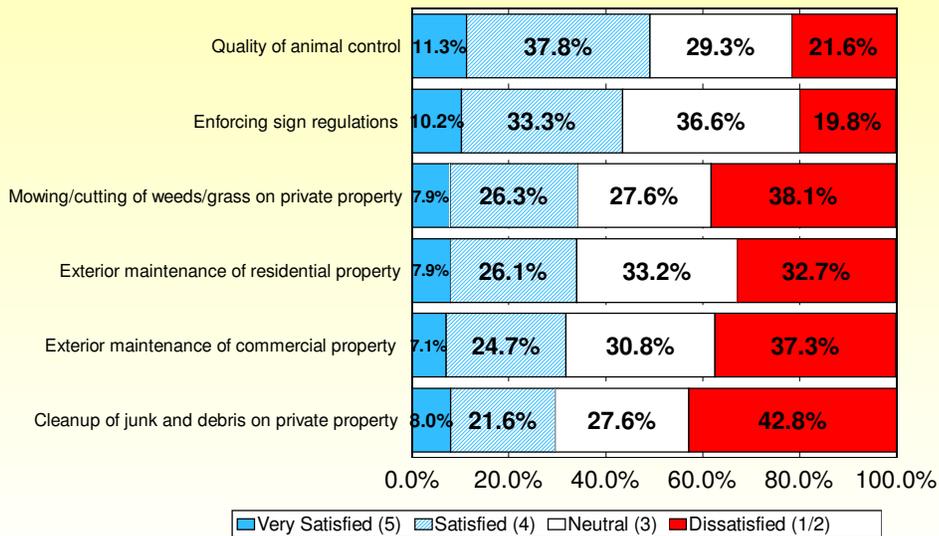
by percentage of respondents who selected the item as one of their top two choices



Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of Code Enforcement

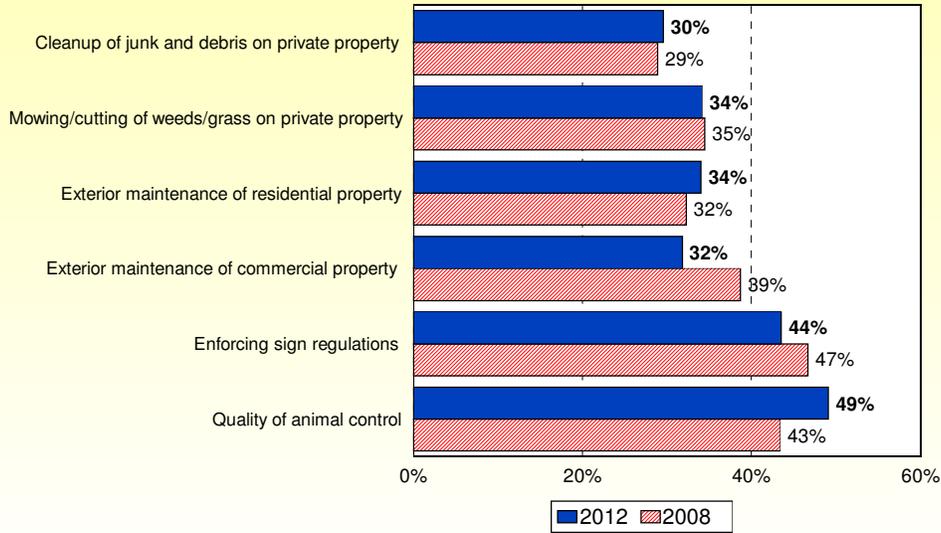
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of Code Enforcement - 2012 vs 2008

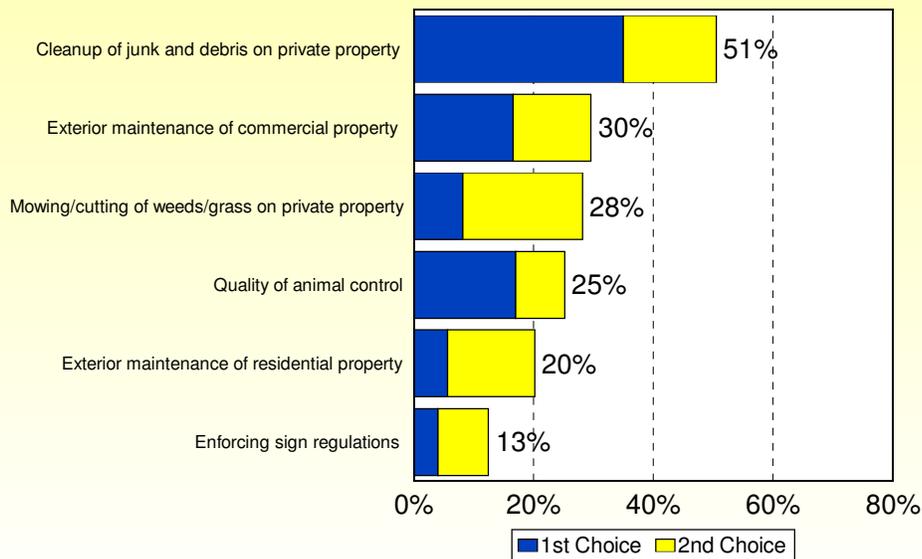
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



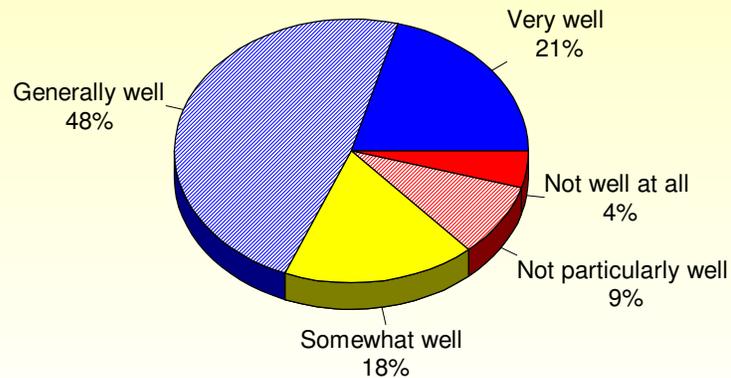
Source: 2012 City of Branson Community Survey (ETC Institute)

Regional Cooperation

Source: 2012 City of Branson Community Survey (ETC Institute)

How well do you think the City of Branson works with other governmental organizations in our region when planning the future of our City?

by percentage of respondents (excluding don't know)



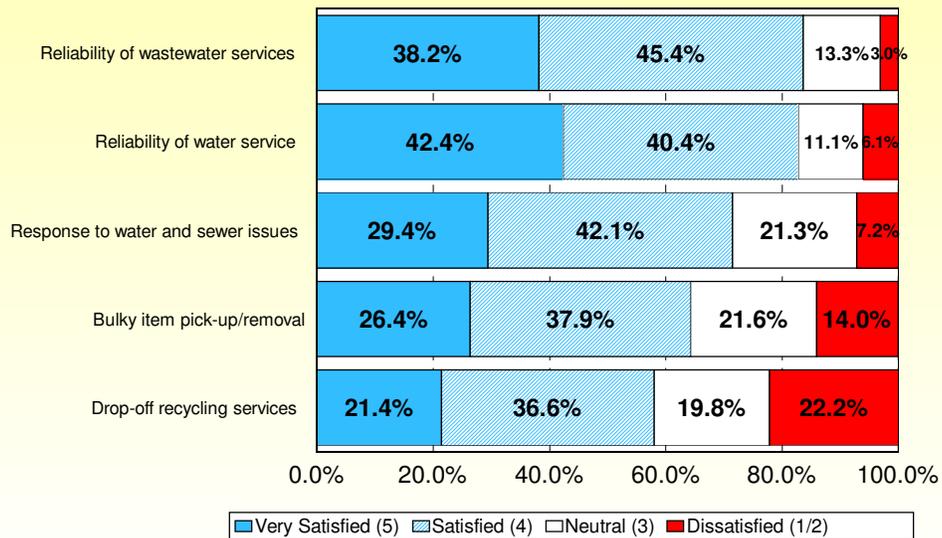
Source: 2012 City of Branson Community Survey (ETC Institute)

City Utility Services

Source: 2012 City of Branson Community Survey (ETC Institute)

Satisfaction with Various Aspects of City Utility Services

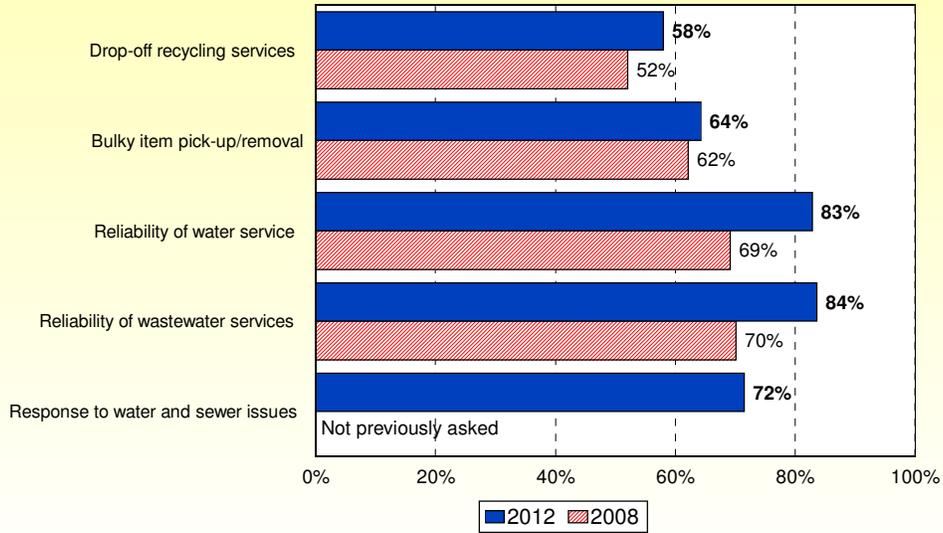
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

TRENDS: Satisfaction with Various Aspects of City Utility Services - 2012 vs 2008

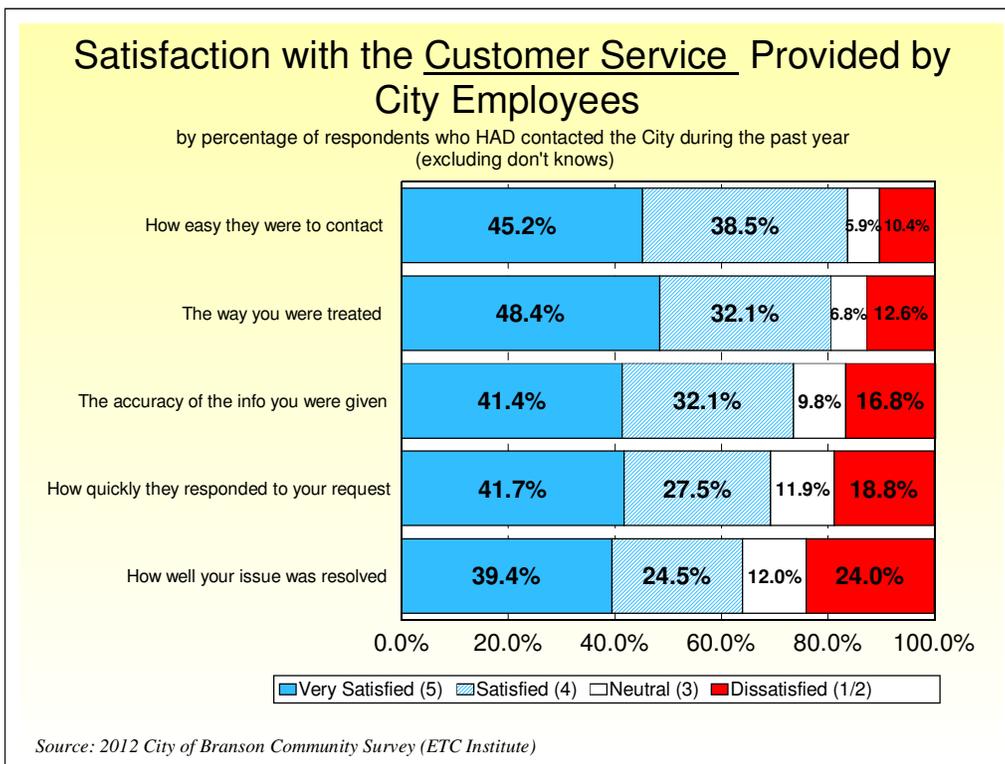
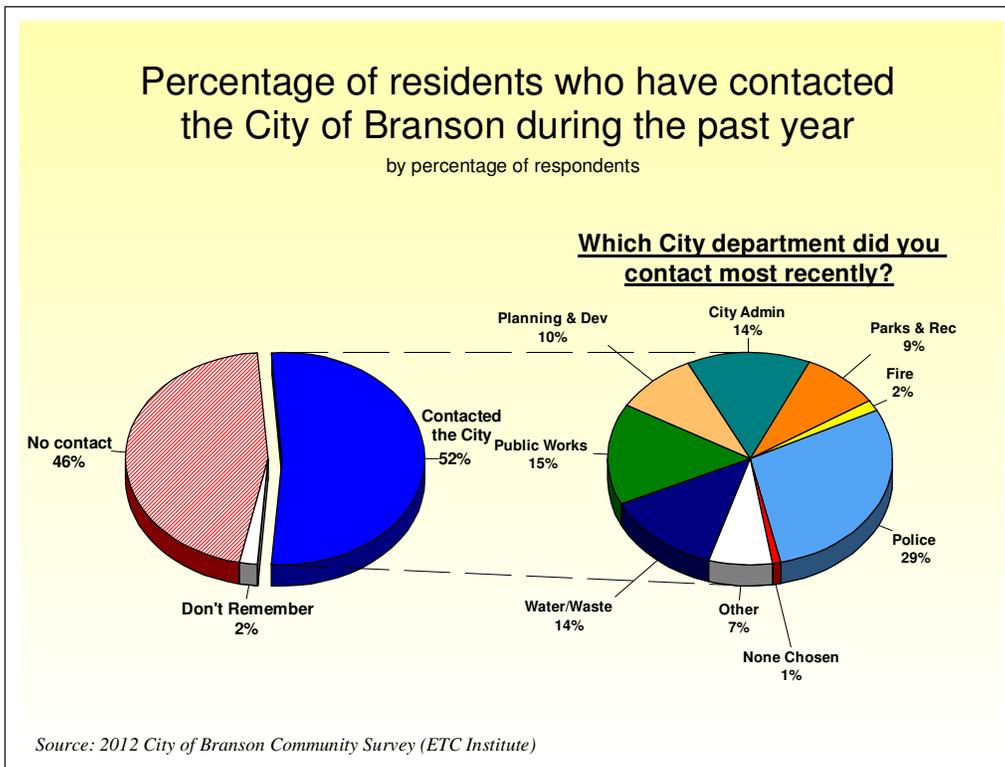
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

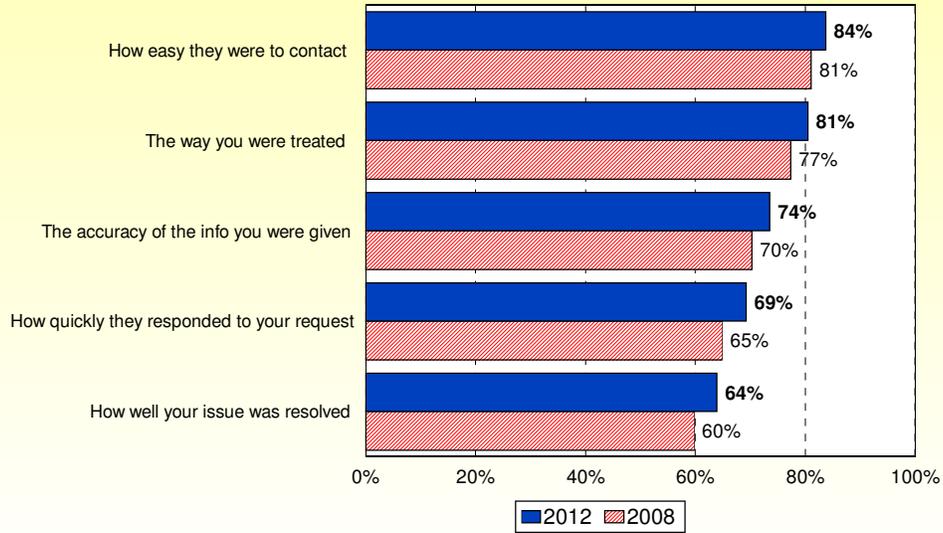
City Specific Questions

Source: 2012 City of Branson Community Survey (ETC Institute)



Trends: Satisfaction with the Customer Service Provided by City Employees - 2012 vs 2008

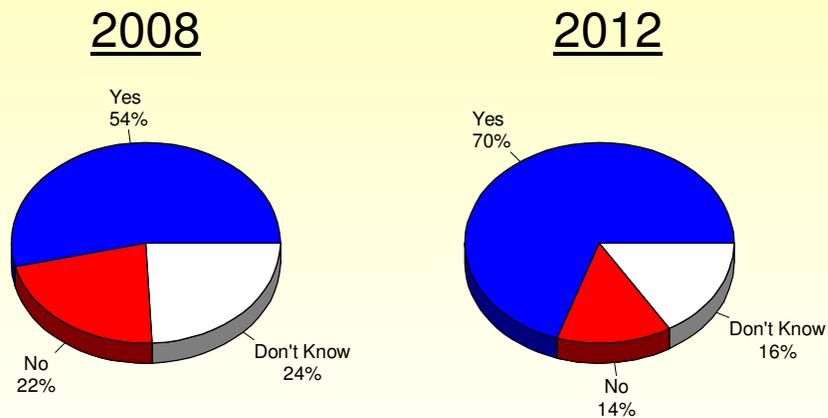
by percentage of respondents who HAD contacted the City during the past year (excluding don't knows)



Source: 2012 City of Branson Community Survey (ETC Institute)

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

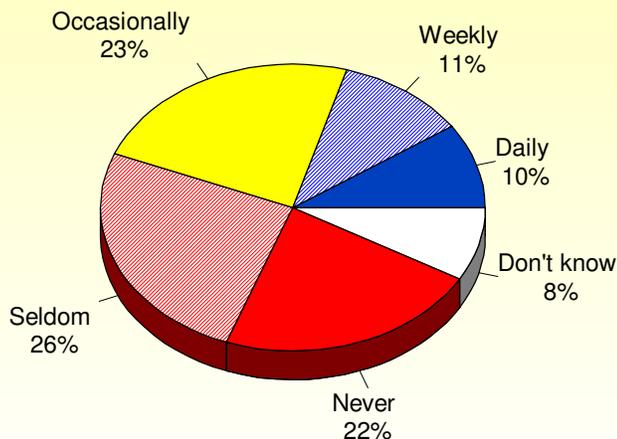
by percentage of respondents



Source: 2012 City of Branson Community Survey (ETC Institute)

If the City of Branson were to develop a mass transit system - buses and/or trolleys - how often do you believe you personally would use it?

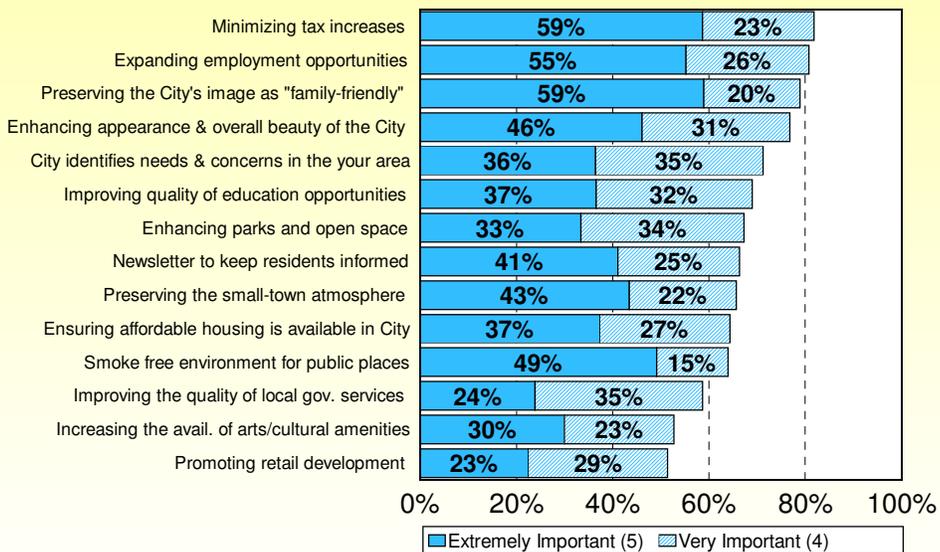
by percentage of respondents



Source: 2012 City of Branson Community Survey (ETC Institute)

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

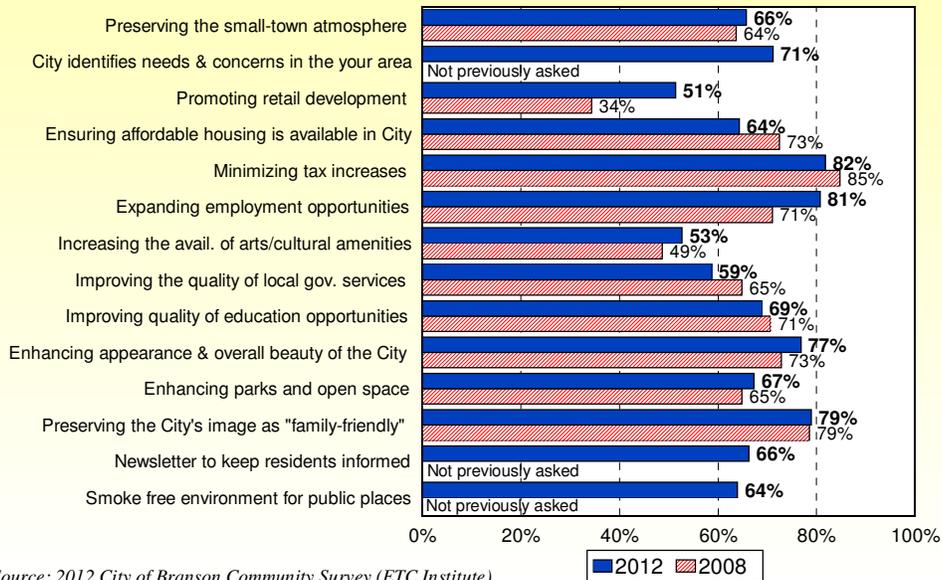
by percentage of respondents who rated the item as a 4 or 5 on a 5 point scale



Source: 2012 City of Branson Community Survey (ETC Institute)

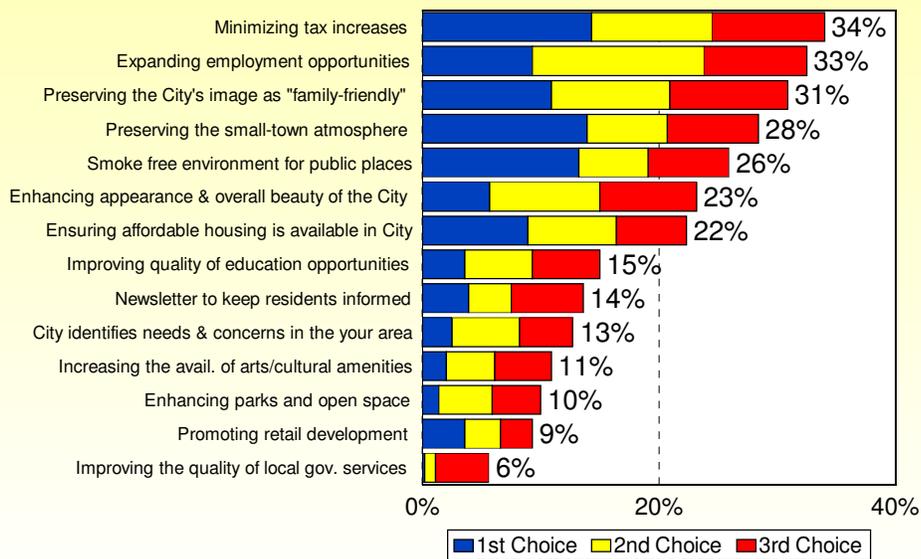
TRENDS: Importance with Various Aspects of Planning for the Future Services - 2012 vs 2008

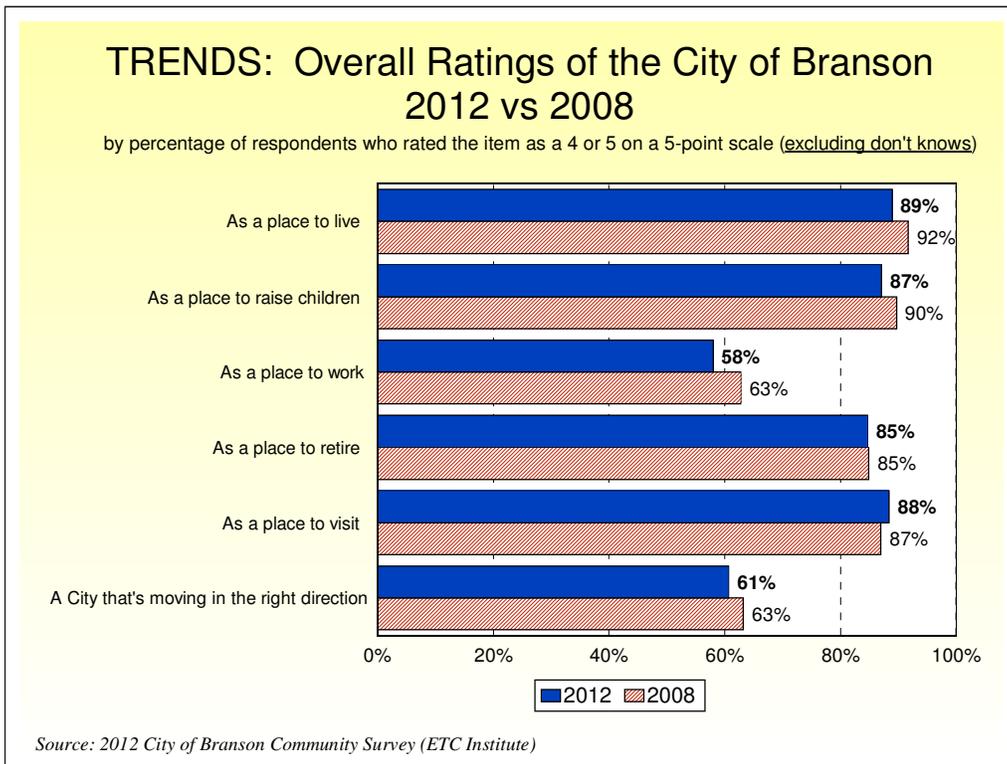
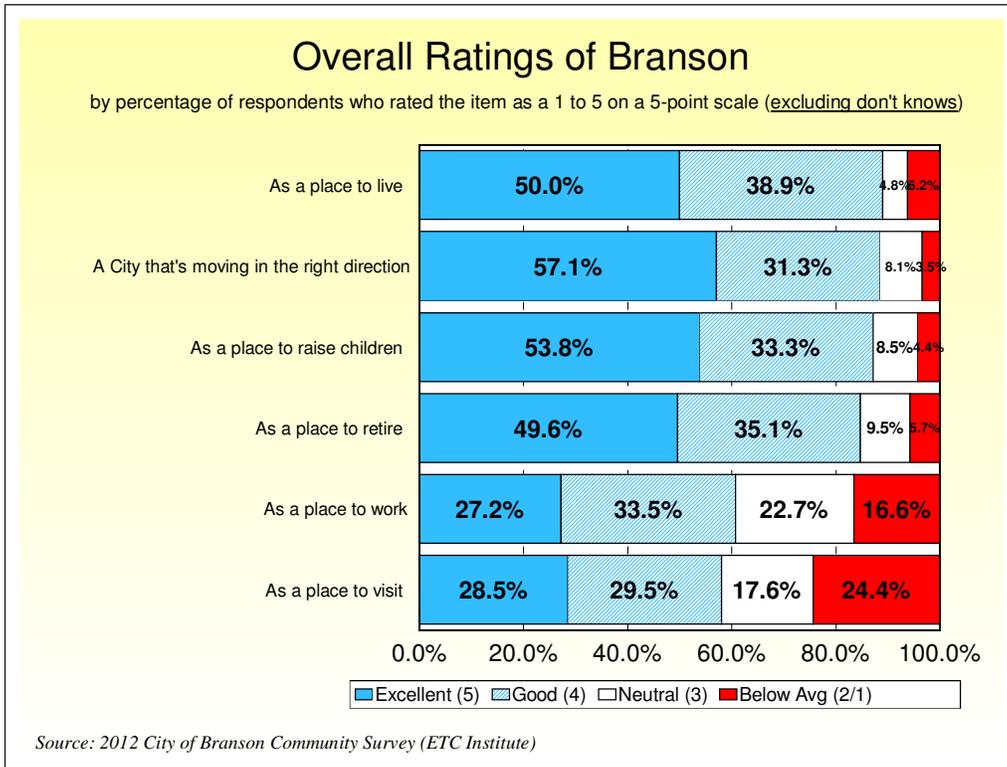
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Future Planning 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



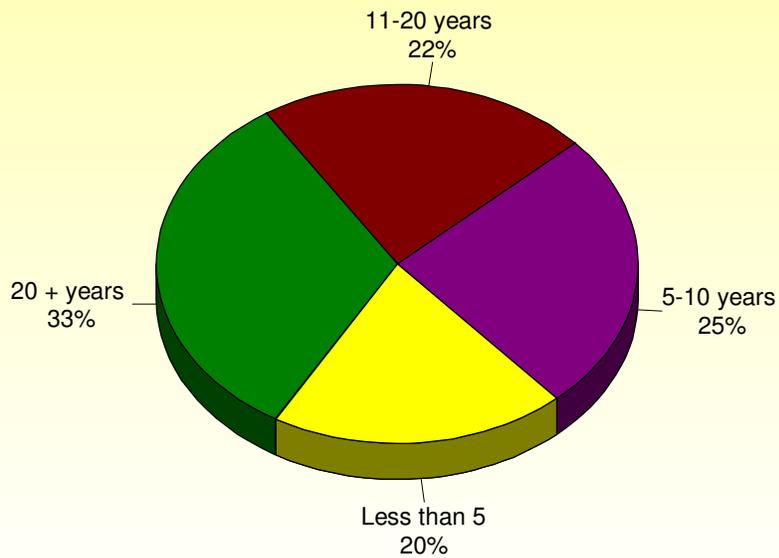


Demographics

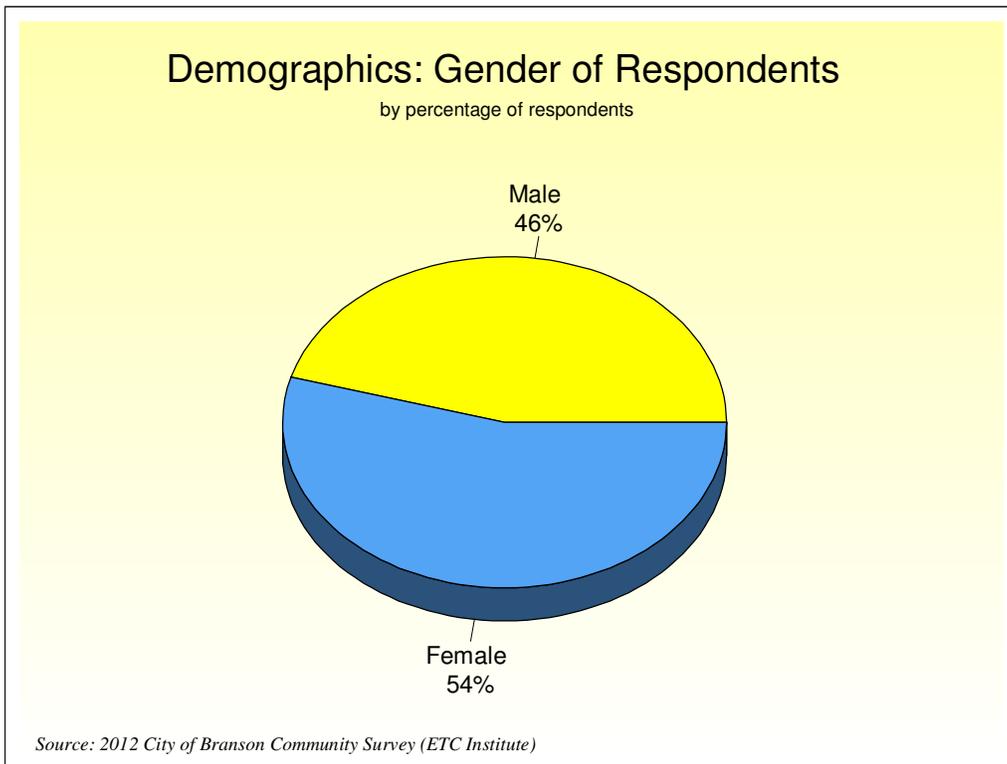
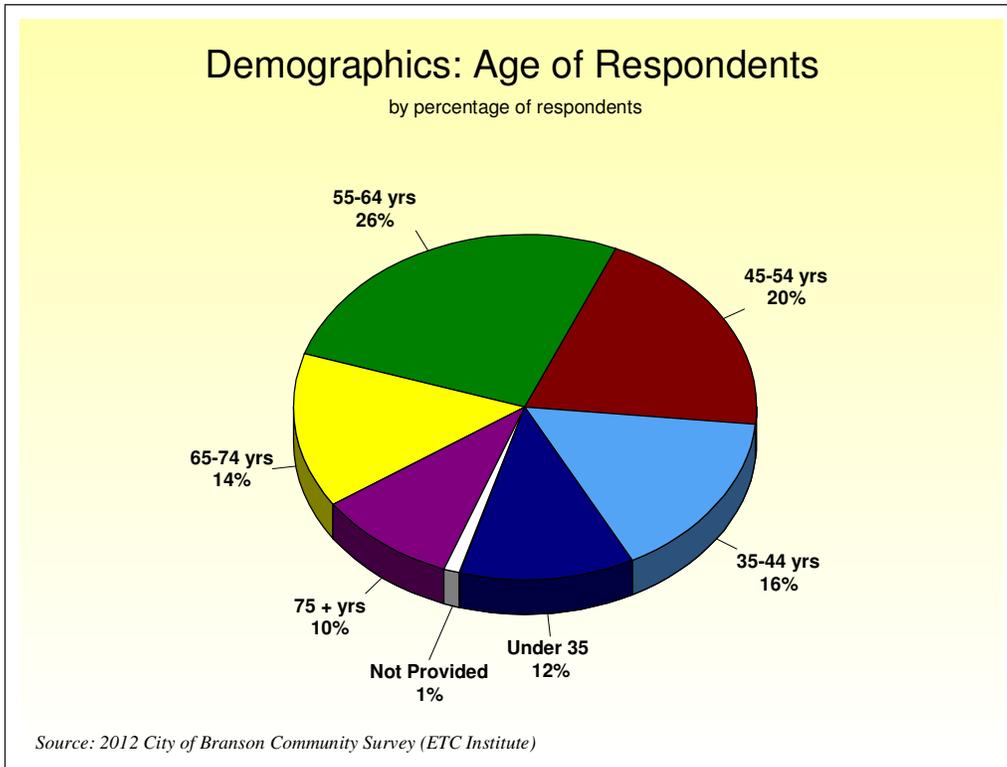
Source: 2012 City of Branson Community Survey (ETC Institute)

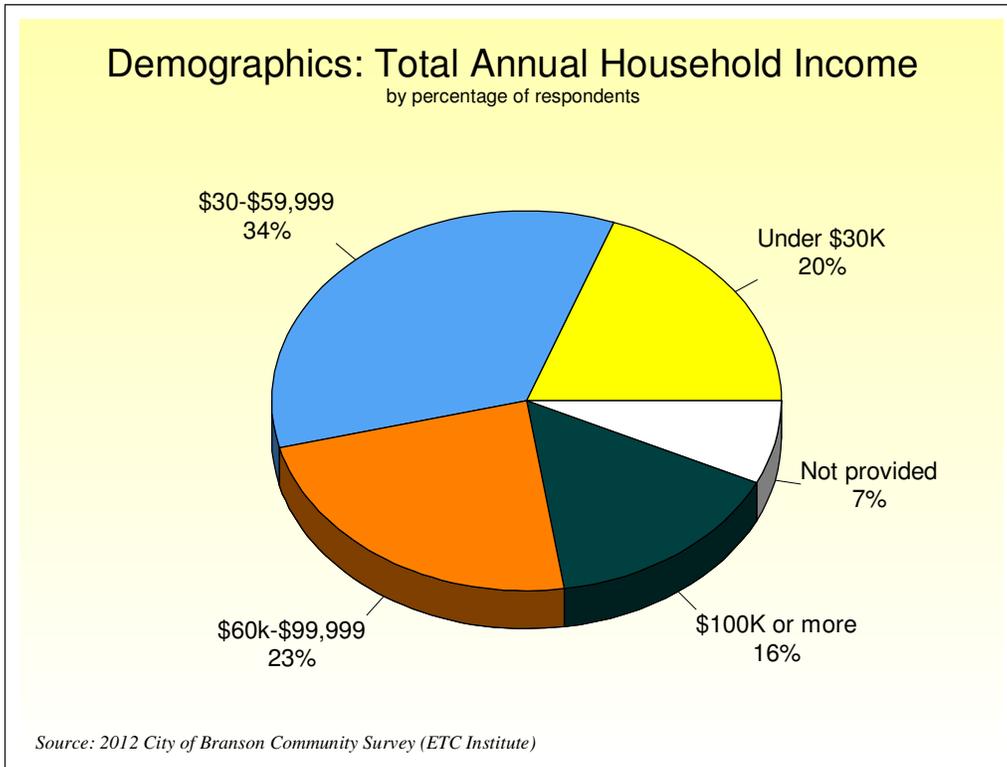
Demographics: Years Lived in Branson

by percentage of respondents

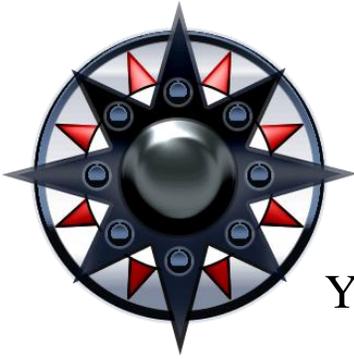


Source: 2012 City of Branson Community Survey (ETC Institute)





Section 2:
Benchmarking Data



DirectionFinder Survey

Year 2012 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. This report contains benchmarking data from two sources; these sources are briefly described below:

- The first source is from a national survey that was administered by ETC Institute during the summer of 2011 to a random sample of 3,926 residents in the continental United States.
- The second source is from a regional survey that was administered to 1,370 residents living in smaller communities with a population of less than 20,000 across the United States during the summer of 2011.

Interpreting the Charts

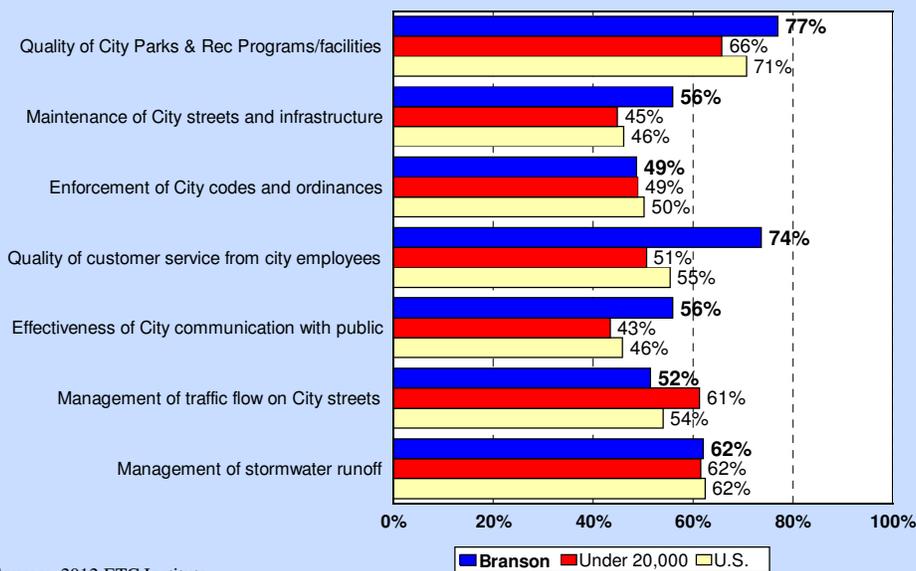
The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” In the following charts: the blue bars show the results for the City of Branson the red bars show the results for small communities with a population of less than 20,000 in ETC Institute’s DirectionFinder® database and the tan bar shows the results for the national survey.

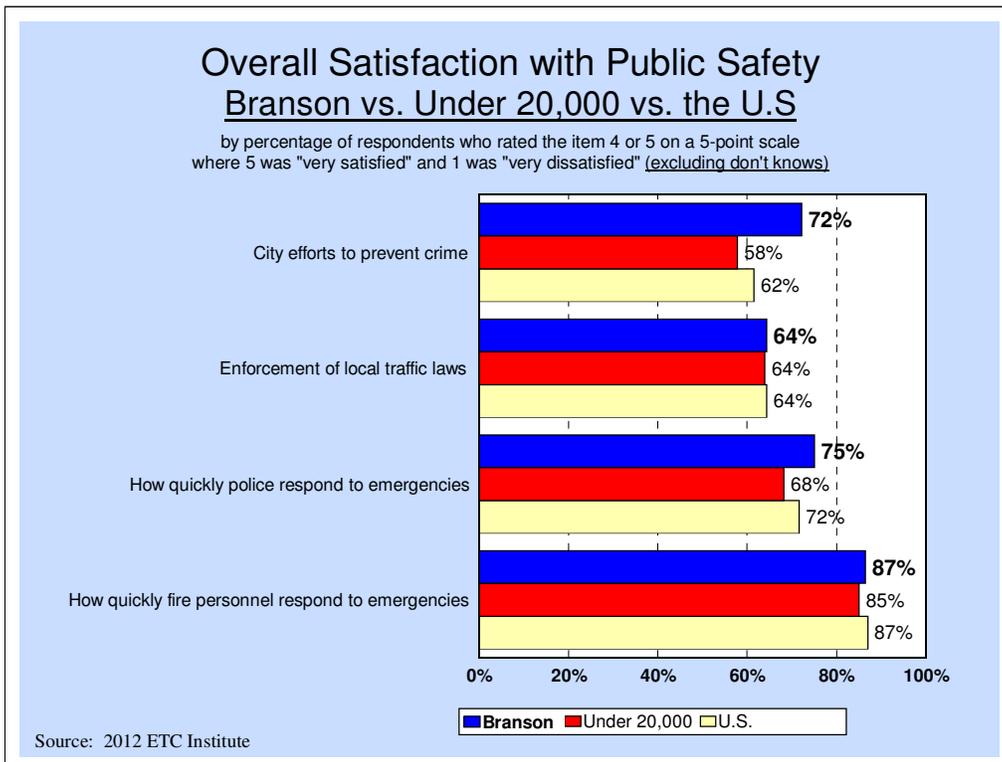
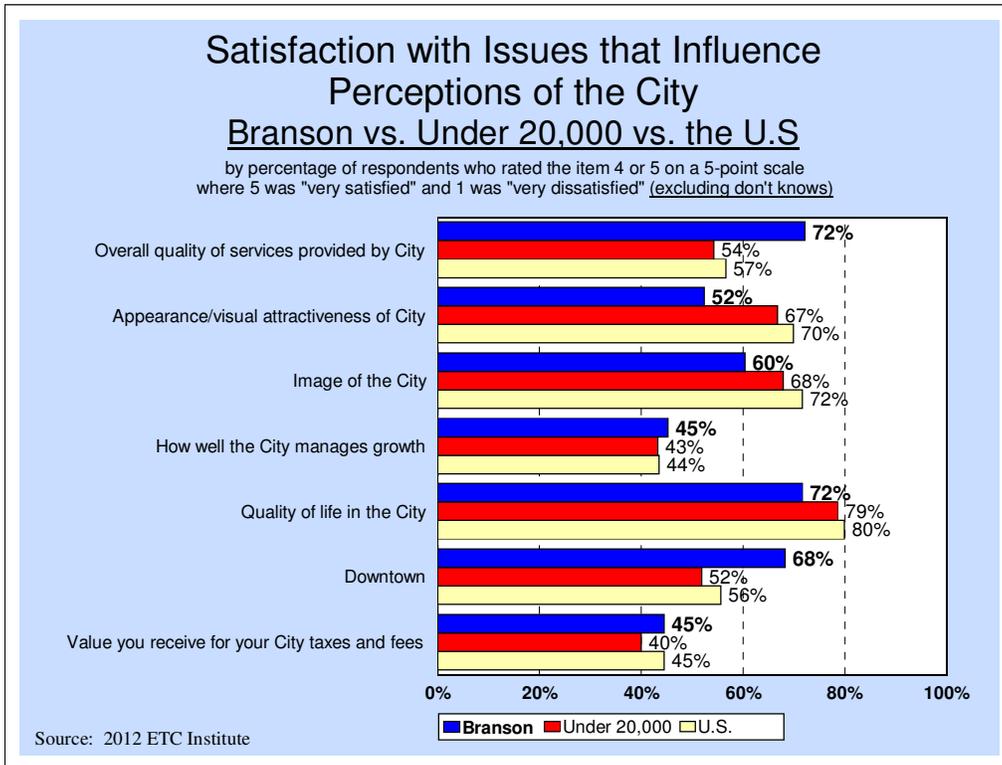
National Benchmarks

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Overall Satisfaction with Various City Services Branson vs. Under 20,000 vs. the U.S

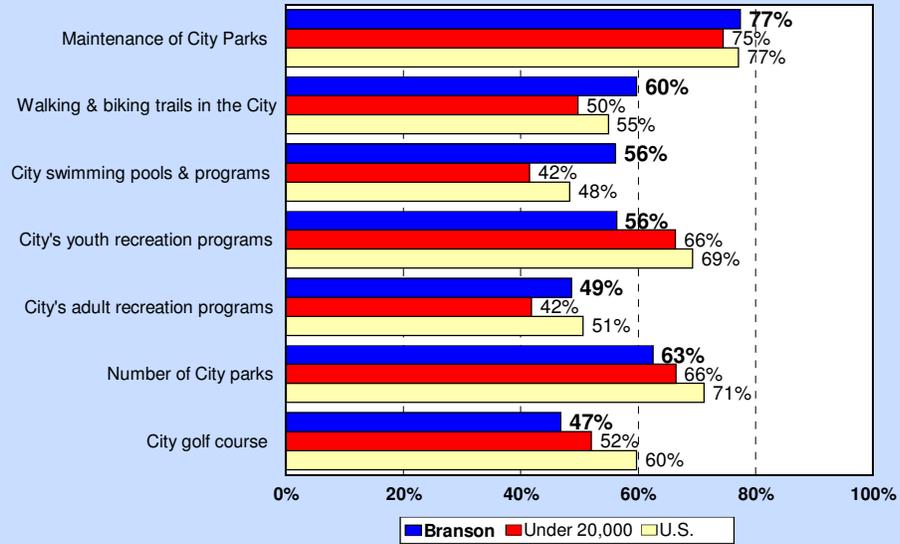
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





Overall Satisfaction with Parks and Recreation Branson vs. Under 20,000 vs. the U.S

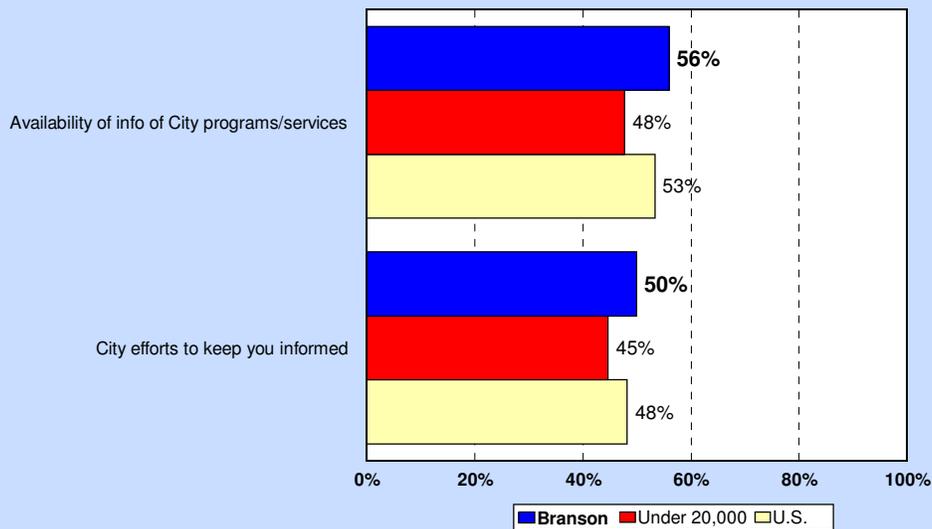
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

Overall Satisfaction with Communication Branson vs. Under 20,000 vs. the U.S

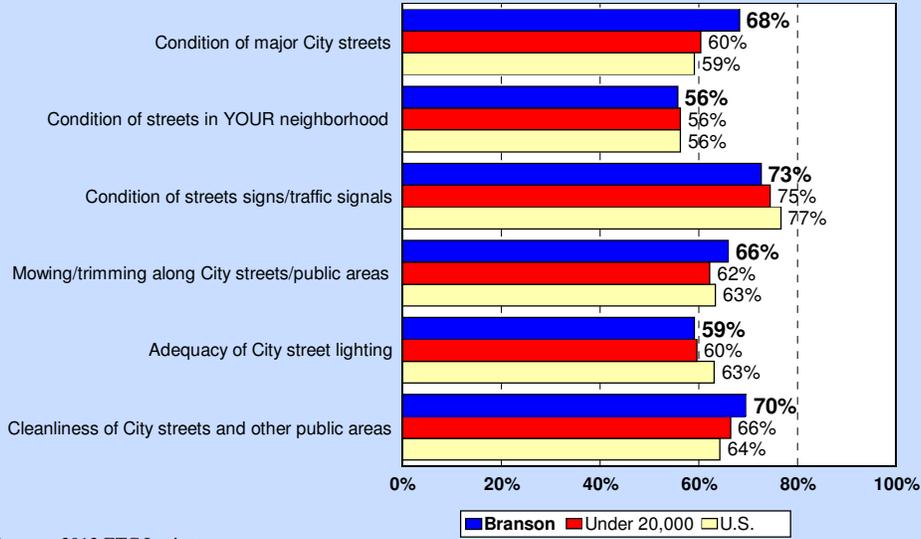
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2012 ETC Institute

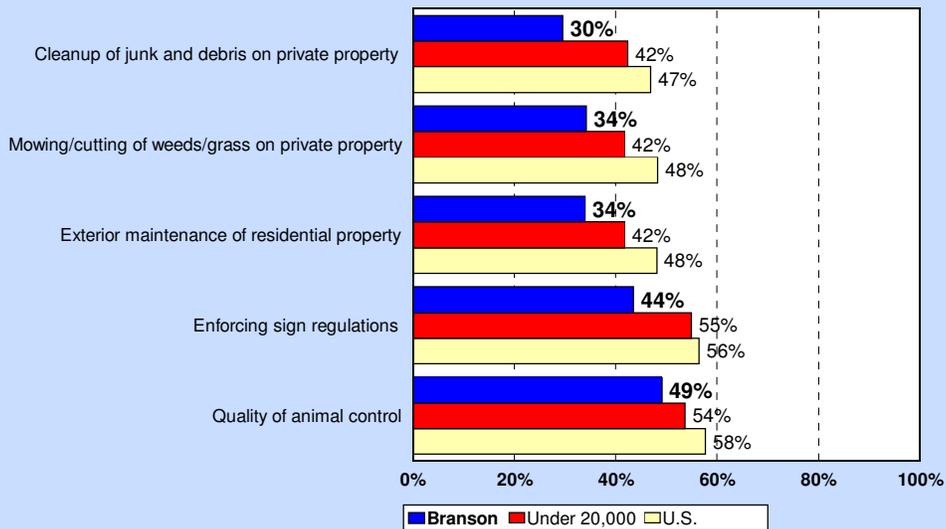
Overall Satisfaction with City Maintenance Branson vs. Under 20,000 vs. the U.S

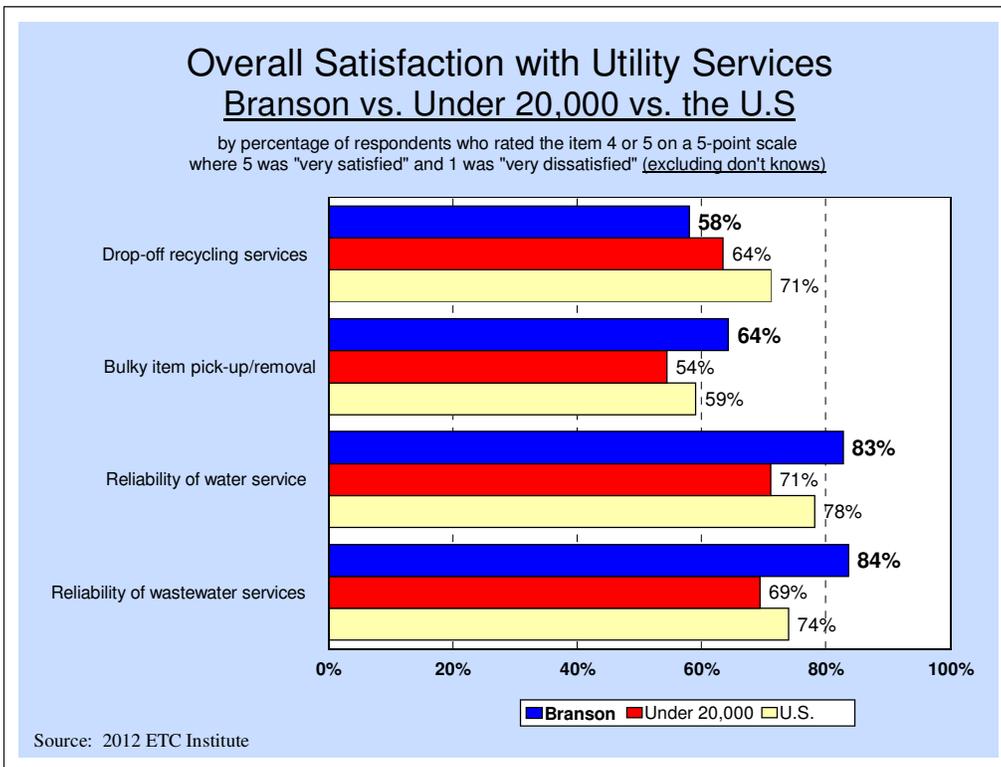
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement Branson vs. Under 20,000 vs. the U.S

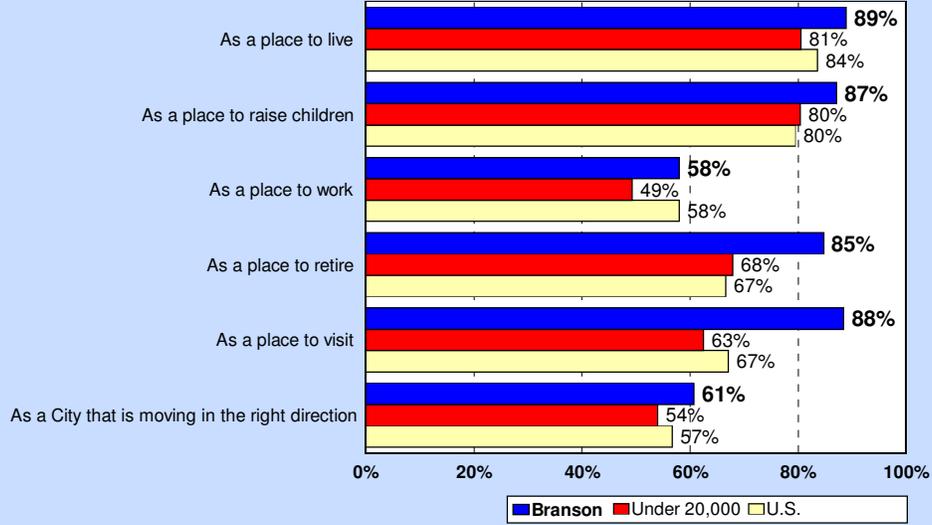
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





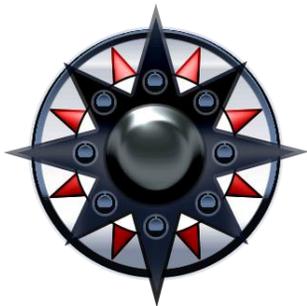
Overall Ratings of the City Branson vs. Under 20,000 vs. the U.S

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



Source: 2012 ETC Institute

Section 3:
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 residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents 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 satisfaction among residents 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 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 know"). "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 maintenance services they felt should receive the most emphasis from city leaders over the next two years. Approximately twenty-eight percent (28.2%) of residents selected *the adequacy of street lighting* as one of the most important maintenance services to emphasize over the next two years.

With regard to satisfaction, 59.1% of those surveyed rated *the adequacy of street lighting* as a "4" or a "5" on a 5-point scale excluding "don't know" responses. The I-S rating for *the*

adequacy of street lighting was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 28.2% was multiplied by 40.9% (1-0.591). This calculation yielded an I-S rating of 0.1153, which was second out of the seven maintenance services that were assessed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents selected an activity as one of their top choices to emphasize over the next two years and 0% indicated 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 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 I-S Ratings for Branson are provided on the following pages.

Importance-Satisfaction Rating

Branson, Missouri

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	51.2%	2	51.5%	8	0.2483	1
Maintenance of City streets and infrastructure	53.9%	1	56.0%	6	0.2372	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of City codes and ordinances	25.0%	5	48.7%	9	0.1283	3
Effectiveness of City communication with the public	28.8%	4	56.0%	7	0.1267	4
<u>Medium Priority (IS <.10)</u>						
Quality of police service	40.3%	3	75.3%	3	0.0995	5
Management of stormwater runoff	14.0%	8	62.1%	5	0.0531	6
Quality of City parks and recreation programs and facilities	21.4%	6	77.0%	2	0.0492	7
Quality of customer service you receive from City employees	9.8%	9	73.7%	4	0.0258	8
Quality of fire service	16.4%	7	88.1%	1	0.0195	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 were the most important for the City to emphasize 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

Branson, Missouri

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Walking & biking trails in the City	33.3%	1	59.7%	5	0.1342	1
Programs for seniors	23.2%	3	45.4%	12	0.1267	2
Quality of City's adult recreation programs	21.9%	4	48.6%	9	0.1126	3
Number of indoor gyms	18.6%	7	46.0%	11	0.1004	4
<u>Medium Priority (IS <.10)</u>						
Quality of City's youth recreation programs	21.7%	5	56.3%	6	0.0948	5
City swimming pools & programs	21.6%	6	56.1%	7	0.0948	6
Overall satisfaction with fees charged to participate in programs	15.0%	9	48.9%	8	0.0767	7
Maintenance of City parks	27.1%	2	77.4%	1	0.0612	8
Number of City parks	16.1%	8	62.5%	4	0.0604	9
Number of outdoor athletic fields	10.2%	11	64.8%	3	0.0359	10
City golf course	6.6%	12	46.8%	10	0.0351	11
Location of City parks	10.3%	10	75.0%	2	0.0258	12

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 were the most important for the City to emphasize 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.

Importance-Satisfaction Rating

Branson, Missouri

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
None						
<u>High Priority (IS .10-.20)</u>						
Condition of streets in YOUR neighborhood	29.1%	2	55.7%	7	0.1289	1
Adequacy of City street lighting	28.2%	3	59.1%	6	0.1153	2
Condition of major City streets	34.1%	1	68.2%	3	0.1084	3
<u>Medium Priority (IS <.10)</u>						
Mowing and trimming along City streets and other public areas	25.3%	4	66.0%	4	0.0860	4
Cleanliness of City streets and other public areas	23.9%	5	69.6%	2	0.0727	5
Cleanliness of stormwater drains and creeks in your neighborhood	12.5%	7	64.9%	5	0.0439	6
Condition of street signs and traffic signals	14.5%	6	72.6%	1	0.0397	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 and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize 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.

Importance-Satisfaction Rating

Branson, Missouri

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcing the cleanup of junk and debris on private property	50.5%	1	29.6%	6	0.3555	1
Enforcing the exterior maintenance of commercial property	29.6%	2	31.8%	5	0.2019	2
<u>High Priority (IS .10-.20)</u>						
Enforcing the mowing and cutting of weeds and grass on private property	28.2%	3	34.2%	3	0.1856	3
Enforcing the exterior maintenance of residential property	20.2%	5	34.0%	4	0.1333	4
Quality of animal control	25.2%	4	49.1%	1	0.1283	5
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	12.5%	6	43.5%	2	0.0706	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 and second most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize 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.

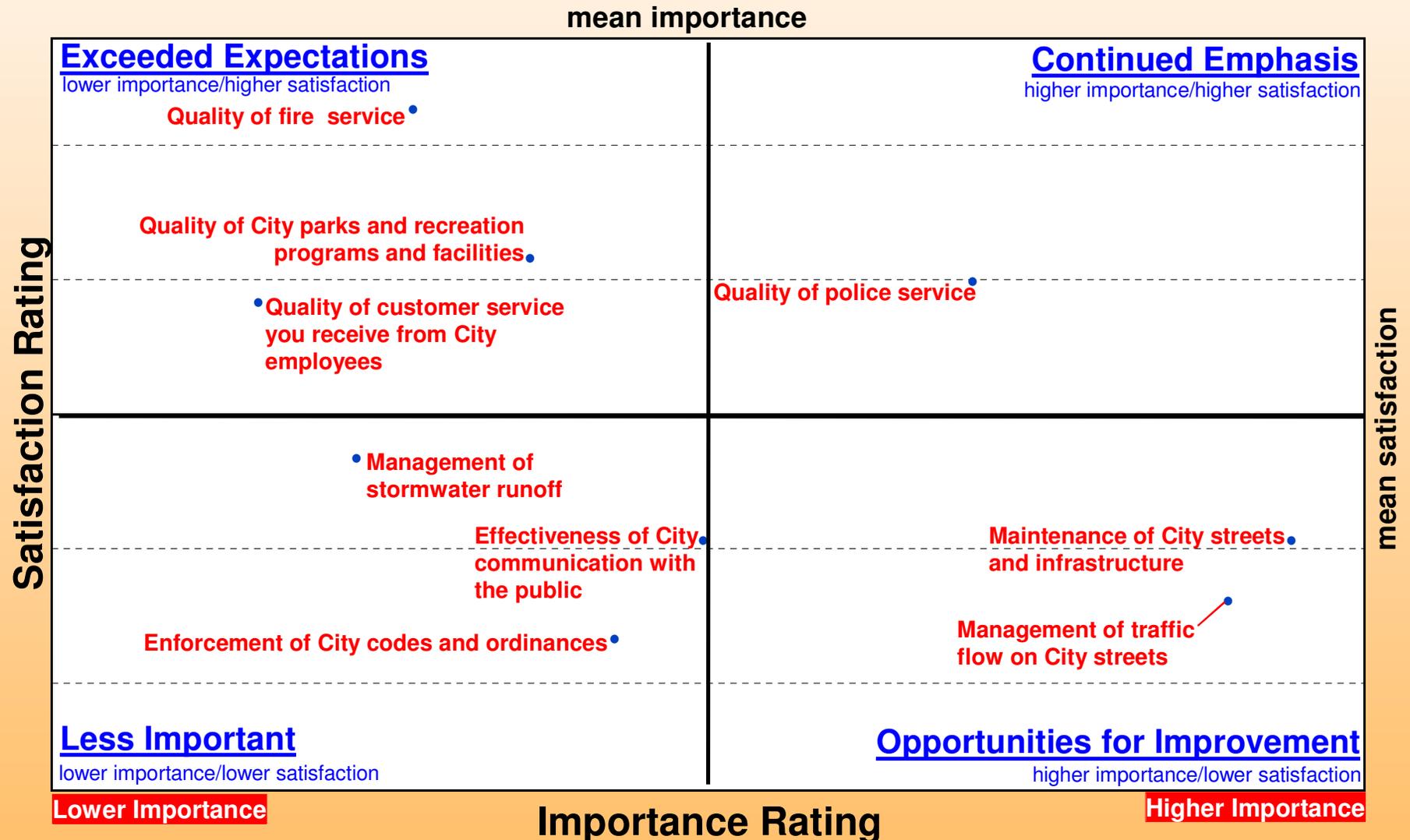
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on 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.

2012 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

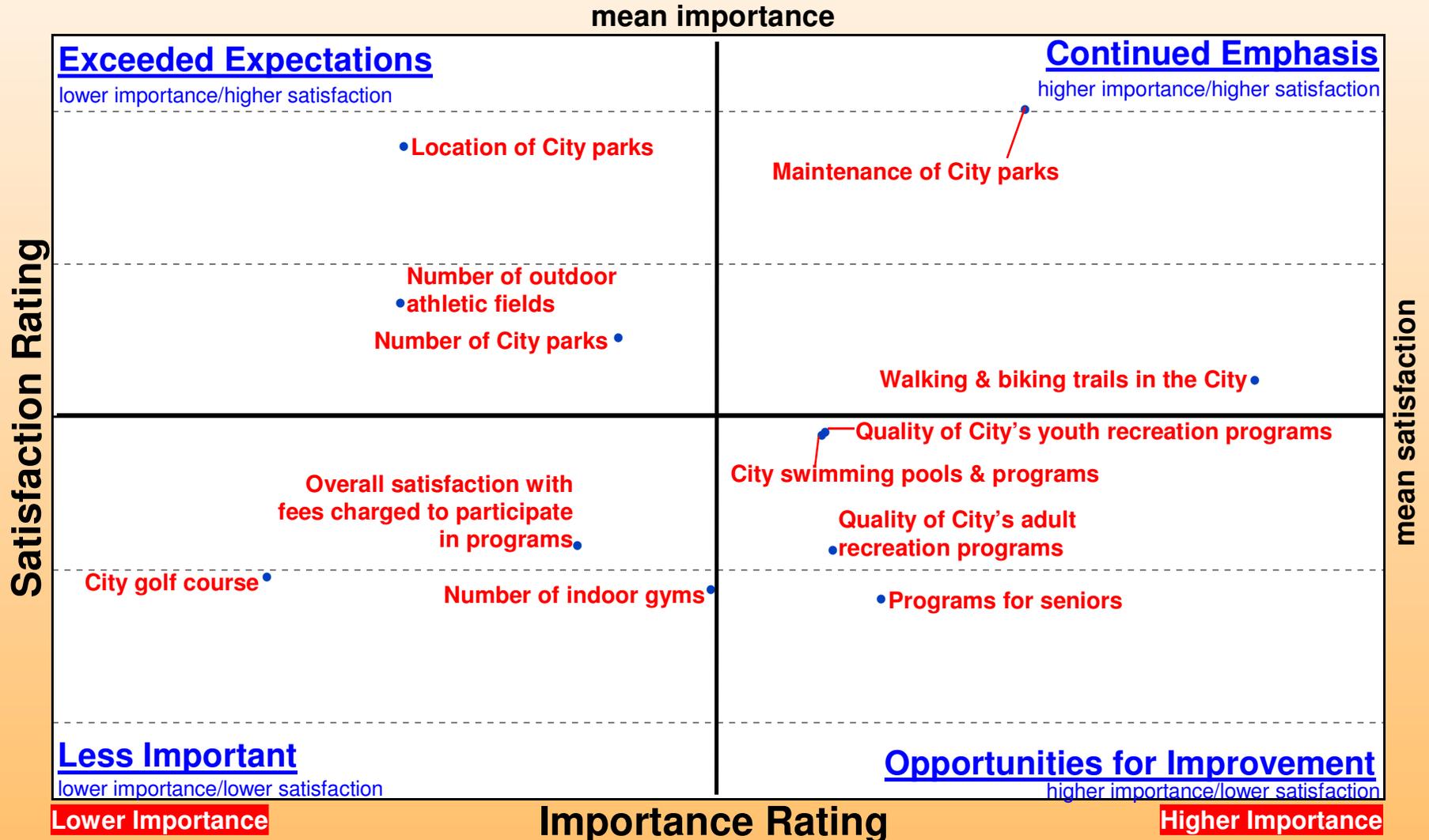
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

2012 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix -Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

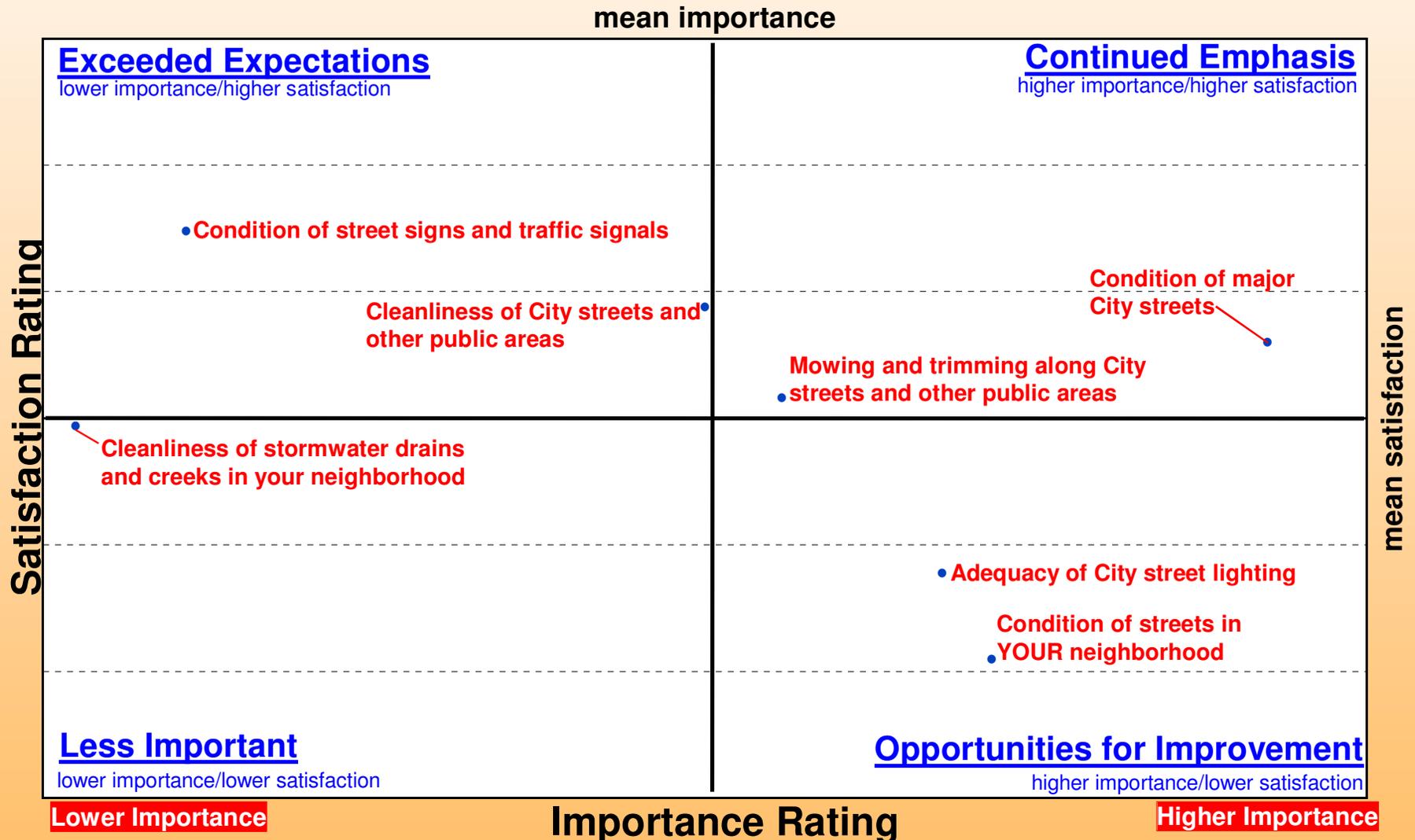


Source: ETC Institute (2012)

2012 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

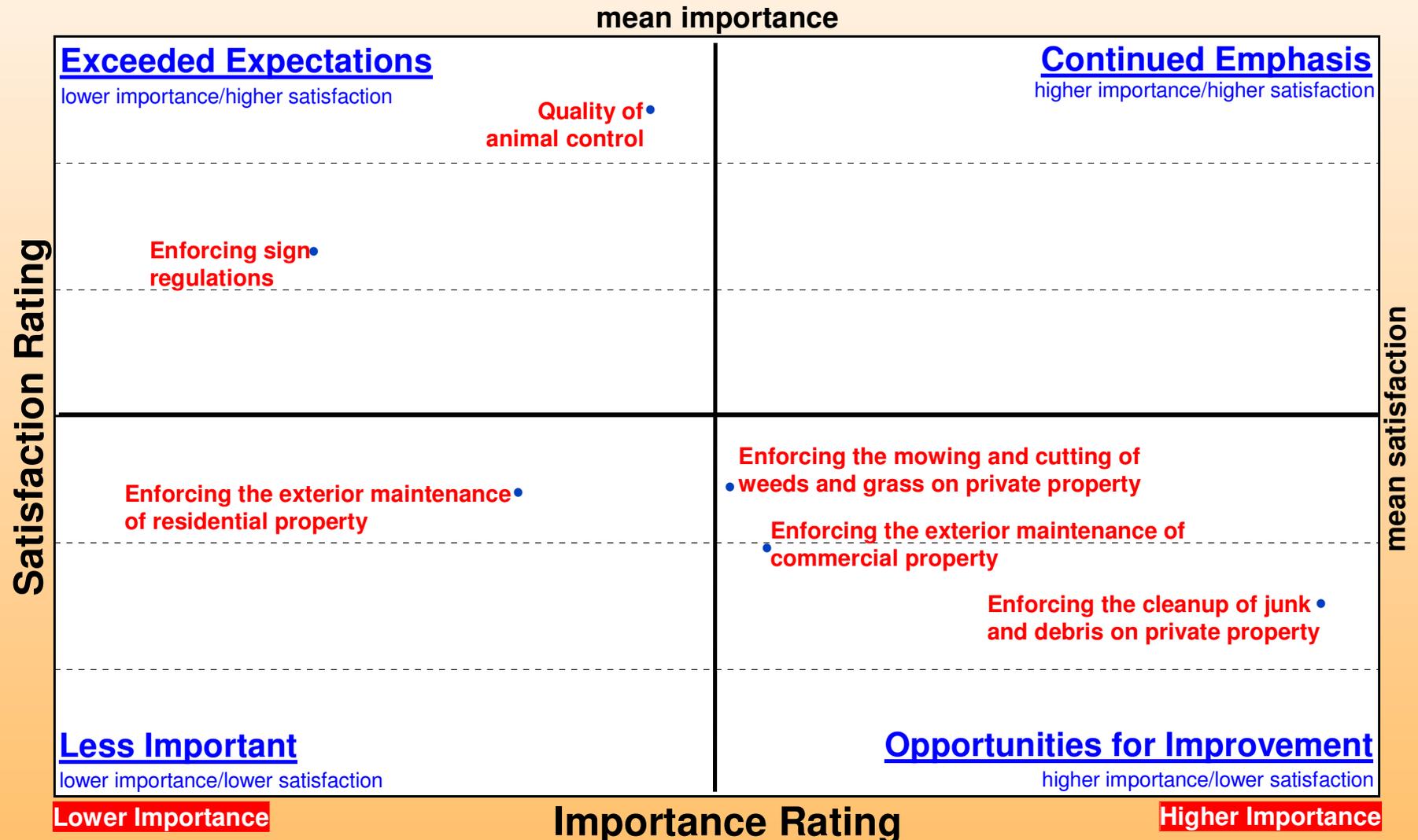


Source: ETC Institute (2012)

2012 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2012)

Section 4:
Tabular Data

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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1A Quality of police service	32.0%	38.6%	17.0%	3.9%	2.3%	6.1%
Q1B Quality of fire service	43.4%	33.9%	9.8%	0.5%	0.2%	12.3%
Q1C City parks/rec programs/facilities	32.5%	38.2%	13.6%	5.2%	2.3%	8.2%
Q1D Maintenance City streets/infrastructure	13.2%	41.6%	23.2%	15.0%	5.0%	2.0%
Q1E Enforcement City codes/ordinances	13.4%	28.0%	27.0%	11.8%	4.8%	15.0%
Q1F Customer service from City employees	26.8%	39.5%	17.5%	3.9%	2.3%	10.0%
Q1G City communication with public	17.3%	35.2%	26.8%	10.9%	3.4%	6.4%
Q1H Management of traffic flow	13.4%	37.0%	25.0%	16.4%	6.1%	2.0%
Q1I Management of stormwater runoff	17.0%	37.3%	23.9%	5.7%	3.6%	12.5%

Excluding Don't Know

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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1A Quality of police service	34.1%	41.2%	18.2%	4.1%	2.4%
Q1B Quality of fire service	49.5%	38.6%	11.1%	0.5%	0.3%
Q1C City parks/rec programs/facilities	35.4%	41.6%	14.9%	5.7%	2.5%
Q1D Maintenance City streets/infrastructure	13.5%	42.5%	23.7%	15.3%	5.1%
Q1E Enforcement City codes/ordinances	15.8%	32.9%	31.8%	13.9%	5.6%
Q1F Customer service from City employees	29.8%	43.9%	19.4%	4.3%	2.5%
Q1G City communication with public	18.4%	37.6%	28.6%	11.7%	3.6%
Q1H Management of traffic flow	13.7%	37.8%	25.5%	16.7%	6.3%
Q1I Management of stormwater runoff	19.5%	42.6%	27.3%	6.5%	4.2%

First Choice

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

Q2 1st Choice	Number	Percent
Quality of police service	87	19.8 %
Quality of fire service	9	2.0 %
Quality of City parks and recreation programs and facilities	30	6.8 %
Maintenance of City streets and infrastructure	102	23.2 %
Enforcement of City codes and ordinances	34	7.7 %
Quality of customer service you receive from City employees	7	1.6 %
Effectiveness of City communication with the public	34	7.7 %
Management of traffic flow on City streets	88	20.0 %
Management of stormwater runoff	19	4.3 %
None Chosen	30	6.8 %
Total	440	100.0 %

Second Choice

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

Q2 2nd Choice	Number	Percent
Quality of police service	44	10.0 %
Quality of fire service	39	8.9 %
Quality of City parks and recreation programs and facilities	29	6.6 %
Maintenance of City streets and infrastructure	78	17.7 %
Enforcement of City codes and ordinances	36	8.2 %
Quality of customer service you receive from City employees	17	3.9 %
Effectiveness of City communication with the public	42	9.5 %
Management of traffic flow on City streets	76	17.3 %
Management of stormwater runoff	23	5.2 %
None Chosen	56	12.7 %
Total	440	100.0 %

Third Choice**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

Q2 3rd Choice	Number	Percent
Quality of police service	46	10.5 %
Quality of fire service	24	5.5 %
Quality of City parks and recreation programs and facilities	35	8.0 %
Maintenance of City streets and infrastructure	57	13.0 %
Enforcement of City codes and ordinances	40	9.1 %
Quality of customer service you receive from City employees	19	4.3 %
Effectiveness of City communication with the public	51	11.6 %
Management of traffic flow on City streets	61	13.9 %
Management of stormwater runoff	20	4.5 %
None Chosen	87	19.8 %
Total	440	100.0 %

Sum of All Three Choices**Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

Q2 Sum of all three choices	Number	Percent
Quality of police service	177	40.2 %
Quality of fire service	72	16.4 %
Quality of City parks and recreation programs and facilities	94	21.4 %
Maintenance of City streets and infrastructure	237	53.9 %
Enforcement of City codes and ordinances	110	25.0 %
Quality of customer service you receive from City employees	43	9.8 %
Effectiveness of City communication with the public	127	28.9 %
Management of traffic flow on City streets	225	51.1 %
Management of stormwater runoff	62	14.1 %
None Chosen	30	6.8 %
Total	1177	

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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3A Quality services provided by City	17.5%	51.8%	21.8%	3.6%	1.4%	3.9%
Q3B Appearance/visual attractiveness	13.2%	38.9%	21.8%	18.9%	6.6%	0.7%
Q3C Image of the City	22.3%	37.5%	22.0%	12.0%	5.0%	1.1%
Q3D How well City manages growth	11.6%	30.9%	30.7%	14.5%	6.4%	5.9%
Q3E Quality of life in City	28.6%	41.6%	18.0%	7.3%	2.5%	2.0%
Q3F Feeling of safety in City	33.6%	44.8%	13.6%	4.5%	1.6%	1.8%
Q3G Historic Downtown Branson	25.0%	42.0%	18.9%	7.5%	4.8%	1.8%
Q3H Highway 76	7.3%	28.4%	28.0%	26.6%	8.2%	1.6%
Q3I Value receive for taxes and fees	10.0%	32.0%	30.0%	14.8%	7.7%	5.5%

Excluding Don't Know

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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3A Quality services provided by City	18.2%	53.9%	22.7%	3.8%	1.4%
Q3B Appearance/visual attractiveness	13.3%	39.1%	22.0%	19.0%	6.6%
Q3C Image of the City	22.5%	37.9%	22.3%	12.2%	5.1%
Q3D How well City manages growth	12.3%	32.9%	32.6%	15.5%	6.8%
Q3E Quality of life in City	29.2%	42.5%	18.3%	7.4%	2.6%
Q3F Feeling of safety in City	34.3%	45.6%	13.9%	4.6%	1.6%
Q3G Historic Downtown Branson	25.5%	42.8%	19.2%	7.6%	4.9%
Q3H Highway 76	7.4%	28.9%	28.4%	27.0%	8.3%
Q3I Value receive for taxes and fees	10.6%	33.9%	31.7%	15.6%	8.2%

Q4. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4A City efforts to prevent crime	21.4%	46.6%	18.4%	6.1%	1.6%	5.9%
Q4B Enforcement of local traffic laws	20.5%	41.6%	22.0%	9.1%	3.2%	3.6%
Q4C How quickly police respond to emergency	25.7%	36.1%	13.9%	4.1%	2.5%	17.7%
Q4D How quickly fire respond to emergency	37.5%	31.4%	9.8%	0.7%	0.2%	20.5%

Excluding Don't Know

Q4. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4A City efforts to prevent crime	22.7%	49.5%	19.6%	6.5%	1.7%
Q4B Enforcement of local traffic laws	21.2%	43.2%	22.9%	9.4%	3.3%
Q4C How quickly police respond to emergency	31.2%	43.9%	16.9%	5.0%	3.0%
Q4D How quickly fire respond to emergency	47.1%	39.4%	12.3%	0.9%	0.3%

Q5. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5A Maintenance of City parks	20.2%	49.3%	15.9%	2.7%	1.6%	10.2%
Q5B Location of City parks	21.6%	47.3%	15.0%	6.1%	1.8%	8.2%
Q5C Walking/biking trails in City	14.8%	36.6%	18.6%	12.5%	3.6%	13.9%
Q5D City swimming pools and programs	13.6%	29.8%	19.5%	8.9%	5.5%	22.7%
Q5E Number of outdoor athletic fields	15.5%	35.9%	19.3%	6.6%	2.0%	20.7%
Q5F Number of indoor gyms	8.0%	27.3%	24.3%	13.2%	3.9%	23.4%
Q5G Quality of City youth rec programs	11.8%	27.3%	21.6%	5.7%	3.0%	30.7%
Q5H Quality of City adult rec programs	8.9%	26.1%	23.9%	9.5%	3.6%	28.0%
Q5I Number of City parks	16.4%	39.8%	20.9%	9.3%	3.4%	10.2%
Q5J Programs for seniors	7.3%	20.9%	24.8%	6.1%	3.0%	38.0%
Q5K City golf course	9.1%	20.5%	24.1%	7.0%	2.5%	36.8%
Q5L Fees charged to participate	6.8%	28.4%	23.4%	8.0%	5.5%	28.0%

Excluding Don't Know

Q5. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5A Maintenance of City parks	22.5%	54.9%	17.7%	3.0%	1.8%
Q5B Location of City parks	23.5%	51.5%	16.3%	6.7%	2.0%
Q5C Walking/biking trails in City	17.2%	42.5%	21.6%	14.5%	4.2%
Q5D City swimming pools and programs	17.6%	38.5%	25.3%	11.5%	7.1%
Q5E Number of outdoor athletic fields	19.5%	45.3%	24.4%	8.3%	2.6%
Q5F Number of indoor gyms	10.4%	35.6%	31.8%	17.2%	5.0%
Q5G Quality of City youth rec programs	17.0%	39.3%	31.1%	8.2%	4.3%
Q5H Quality of City adult rec programs	12.3%	36.3%	33.1%	13.2%	5.0%
Q5I Number of City parks	18.2%	44.3%	23.3%	10.4%	3.8%
Q5J Programs for seniors	11.7%	33.7%	39.9%	9.9%	4.8%
Q5K City golf course	14.4%	32.4%	38.1%	11.2%	4.0%
Q5L Fees charged to participate	9.5%	39.4%	32.5%	11.0%	7.6%

First Choice**Q6. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q6 1st Choice	Number	Percent
Maintenance of City parks	65	14.8 %
Location of City parks	14	3.2 %
Walking & biking trails in the City	65	14.8 %
City swimming pools & programs	30	6.8 %
Number of outdoor athletic fields	16	3.6 %
Number of indoor gyms	22	5.0 %
Quality of City's youth recreation programs	38	8.6 %
Quality of City's adult recreation programs	18	4.1 %
Number of City parks	27	6.1 %
Programs for seniors	34	7.7 %
City golf course	8	1.8 %
Overall satisfaction with fees charged to participate in programs	21	4.8 %
<u>None Chosen</u>	<u>82</u>	<u>18.6 %</u>
Total	440	100.0 %

Second Choice**Q6. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q6 2nd Choice	Number	Percent
Maintenance of City parks	26	5.9 %
Location of City parks	21	4.8 %
Walking & biking trails in the City	57	13.0 %
City swimming pools & programs	28	6.4 %
Number of outdoor athletic fields	18	4.1 %
Number of indoor gyms	33	7.5 %
Quality of City's youth recreation programs	38	8.6 %
Quality of City's adult recreation programs	35	8.0 %
Number of City parks	22	5.0 %
Programs for seniors	32	7.3 %
City golf course	8	1.8 %
Overall satisfaction with fees charged to participate in programs	15	3.4 %
<u>None Chosen</u>	<u>107</u>	<u>24.3 %</u>
Total	440	100.0 %

Third Choice**Q6. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q6 3rd Choice	Number	Percent
Maintenance of City parks	28	6.4 %
Location of City parks	10	2.3 %
Walking & biking trails in the City	24	5.5 %
City swimming pools & programs	37	8.4 %
Number of outdoor athletic fields	11	2.5 %
Number of indoor gyms	27	6.1 %
Quality of City's youth recreation programs	20	4.5 %
Quality of City's adult recreation programs	43	9.8 %
Number of City parks	22	5.0 %
Programs for seniors	36	8.2 %
City golf course	13	3.0 %
Overall satisfaction with fees charged to participate in programs	30	6.8 %
None Chosen	139	31.6 %
Total	440	100.0 %

Sum of All Three Choices**Q6. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? (top 3)**

Q6 Sum of all three choices	Number	Percent
Maintenance of City parks	119	27.0 %
Location of City parks	45	10.2 %
Walking & biking trails in the City	146	33.2 %
City swimming pools & programs	95	21.6 %
Number of outdoor athletic fields	45	10.2 %
Number of indoor gyms	82	18.6 %
Quality of City's youth recreation programs	96	21.8 %
Quality of City's adult recreation programs	96	21.8 %
Number of City parks	71	16.1 %
Programs for seniors	102	23.2 %
City golf course	29	6.6 %
Overall satisfaction with fees charged to participate in programs	66	15.0 %
None Chosen	82	18.6 %
Total	1074	

Q7. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7A Info about City programs/services	14.8%	37.5%	27.3%	10.2%	3.6%	6.6%
Q7B Efforts to keep you informed	12.3%	35.9%	28.0%	15.0%	5.5%	3.4%
Q7C Open/inclusive/responsive govt	11.8%	31.6%	24.8%	15.0%	5.7%	11.1%

Excluding Don't Know

Q7. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7A Info about City programs/services	15.8%	40.1%	29.2%	10.9%	3.9%
Q7B Efforts to keep you informed	12.7%	37.2%	28.9%	15.5%	5.6%
Q7C Open/inclusive/responsive govt	13.3%	35.5%	27.9%	16.9%	6.4%

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

<u>Q8 Information about City of Branson</u>	<u>Number</u>	<u>Percent</u>
Branson Tri-Lakes News	189	43.0 %
Branson Daily Independent	266	60.5 %
Calling the City	66	15.0 %
City website	131	29.8 %
Local radio	236	53.6 %
Facebook	44	10.0 %
Television	214	48.6 %
Hometown Daily News website	97	22.0 %
Twitter	4	0.9 %
Other	56	12.7 %
<u>None Chosen</u>	<u>8</u>	<u>1.8 %</u>
Total	1311	

Q8. OtherQ8 Other

ASK.COM
 BRANSON TOURISM CENTER
 BRANSON VACATION CHANNEL
 BRANSONWORLD.COM
 CHAMBER
 CHAMBER OF COMMERCE
 CHAMBER UPDATES
 CHANNELS 17-1 AND 36-1
 CITY EMPLOYEES
 COOLBRANSON.COM
 EMAILS
 FRIENDS
 FRIENDS, NEIGHBORS
 GENERAL INTERNET SEARCH
 HOPE FACEBOOK PAGE
 INDEPENDENT
 INDEPENDENT PAPER
 INTERNET
 INTERNET
 MAIL
 MAIL
 MAILINGS
 MAILINGS
 NEWS LEADER
 NEWS LEADER
 NEWS LEADER
 NEWSLEADER
 NO BRANSON NEWS TO REPORT
 PANTRY'S
 PARK AND REC BOOKLET

CONTINUED

Q8. Other

Q8 Other

WOM

WORD OF MOUTH

WORD OF MOUTH, GOOGLE SEARCH

WRITTEN COMMUNICATION

PARK AND REC MAILING

RADIO KRZK

SPRINGFIELD NEWS LEADER

SPRINGFIELD NEWS LEADER

SPRINGFIELD NEWS LEADER

SPRINGFIELD NEWS LEADER

SPRINGFIELD RADIO/PAPER

TALKING TO OTHERS

TANEY COUNTY TIMES

TANEY COUNTY WEBSITE

TOWN HALL

TRI LAKE NEWS ONLINE

VACATION CHANNEL

VACATION CHANNEL

WATER BILL

Q9. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9A Condition of major City streets	11.1%	56.1%	18.4%	9.1%	3.9%	1.4%
Q9B Condition streets in neighborhood	13.6%	41.1%	20.9%	15.9%	6.8%	1.6%
Q9C Condition street signs/traffic sign	15.7%	55.9%	15.0%	9.5%	2.5%	1.4%
Q9D Mowing/trimming City streets	17.0%	48.0%	18.2%	10.7%	4.5%	1.6%
Q9E Adequacy of City street lighting	13.6%	44.1%	17.3%	15.7%	7.0%	2.3%
Q9F Cleanliness City streets	16.8%	51.8%	17.5%	9.3%	3.2%	1.4%
Q9G Cleanliness stormwater drains	15.0%	44.8%	20.9%	8.0%	3.4%	8.0%

Excluding Don't Know

Q9. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9A Condition of major City streets	11.3%	56.9%	18.7%	9.2%	3.9%
Q9B Condition streets in neighborhood	13.9%	41.8%	21.2%	16.2%	6.9%
Q9C Condition street signs/traffic sign	15.9%	56.7%	15.2%	9.7%	2.5%
Q9D Mowing/trimming City streets	17.3%	48.7%	18.5%	10.9%	4.6%
Q9E Adequacy of City street lighting	14.0%	45.1%	17.7%	16.0%	7.2%
Q9F Cleanliness City streets	17.1%	52.5%	17.7%	9.4%	3.2%
Q9G Cleanliness stormwater drains	16.3%	48.6%	22.7%	8.6%	3.7%

First Choice**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
Condition of major City streets	104	23.6 %
Condition of streets in YOUR neighborhood	82	18.6 %
Condition of street signs and traffic signals	27	6.1 %
Mowing and trimming along City streets and other public areas	50	11.4 %
Adequacy of City street lighting	59	13.4 %
Cleanliness of City streets and other public areas	35	8.0 %
Cleanliness of stormwater drains and creeks in your neighborhood	25	5.7 %
None Chosen	58	13.2 %
Total	440	100.0 %

Second Choice**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
Condition of major City streets	46	10.5 %
Condition of streets in YOUR neighborhood	46	10.5 %
Condition of street signs and traffic signals	37	8.4 %
Mowing and trimming along City streets and other public areas	61	13.9 %
Adequacy of City street lighting	65	14.8 %
Cleanliness of City streets and other public areas	70	15.9 %
Cleanliness of stormwater drains and creeks in your neighborhood	30	6.8 %
None Chosen	85	19.3 %
Total	440	100.0 %

Sum of Both Choices**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? (top 2)**

Q10 Sum of both choices	Number	Percent
Condition of major City streets	150	34.1 %
Condition of streets in YOUR neighborhood	128	29.1 %
Condition of street signs and traffic signals	64	14.5 %
Mowing and trimming along City streets and other public areas	111	25.2 %
Adequacy of City street lighting	124	28.2 %
Cleanliness of City streets and other public areas	105	23.9 %
Cleanliness of stormwater drains and creeks in your neighborhood	55	12.5 %
None Chosen	58	13.2 %
Total	795	

Q11. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11A Cleanup of junk/debris private	7.0%	19.1%	24.3%	22.7%	15.0%	11.8%
Q11B Mowing/cutting private property	7.0%	23.4%	24.5%	21.6%	12.3%	11.1%
Q11C Exterior maintenance of residential	6.8%	22.5%	28.6%	18.6%	9.5%	13.9%
Q11D Exterior maintenance of commercial	6.1%	21.4%	26.6%	20.7%	11.6%	13.6%
Q11E Enforcing sign regulations	8.4%	27.5%	30.2%	10.0%	6.4%	17.5%
Q11F Quality of animal control	10.0%	33.4%	25.9%	11.4%	7.7%	11.6%

Excluding Don't Know

Q11. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11A Cleanup of junk/debris private	8.0%	21.6%	27.6%	25.8%	17.0%
Q11B Mowing/cutting private property	7.9%	26.3%	27.6%	24.3%	13.8%
Q11C Exterior maintenance of residential	7.9%	26.1%	33.2%	21.6%	11.1%
Q11D Exterior maintenance of commercial	7.1%	24.7%	30.8%	23.9%	13.4%
Q11E Enforcing sign regulations	10.2%	33.3%	36.6%	12.1%	7.7%
Q11F Quality of animal control	11.3%	37.8%	29.3%	12.9%	8.7%

First Choice**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?**

Q12 1st Choice	Number	Percent
Enforcing the cleanup of junk and debris on private property	154	35.0 %
Enforcing the mowing and cutting of weeds and grass on private property	36	8.2 %
Enforcing the exterior maintenance of residential property	25	5.7 %
Enforcing the exterior maintenance of commercial property	73	16.6 %
Enforcing sign regulations	18	4.1 %
Quality of animal control	75	17.0 %
None Chosen	59	13.4 %
Total	440	100.0 %

Second Choice**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?**

Q12 2nd Choice	Number	Percent
Enforcing the cleanup of junk and debris on private property	68	15.5 %
Enforcing the mowing and cutting of weeds and grass on private property	88	20.0 %
Enforcing the exterior maintenance of residential property	64	14.5 %
Enforcing the exterior maintenance of commercial property	57	13.0 %
Enforcing sign regulations	37	8.4 %
Quality of animal control	36	8.2 %
None Chosen	90	20.5 %
Total	440	100.0 %

Sum of Both Choices**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? (top 2)**

Q12 S	Number	Percent
Enforcing the cleanup of junk and debris on private property	222	50.5 %
Enforcing the mowing and cutting of weeds and grass on private property	124	28.2 %
Enforcing the exterior maintenance of residential property	89	20.2 %
Enforcing the exterior maintenance of commercial property	130	29.5 %
Enforcing sign regulations	55	12.5 %
Quality of animal control	111	25.2 %
None Chosen	59	13.4 %
Total	790	

Q13. How well do you think the City of Branson works 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 Branson works with other organizations	Number	Percent
Very Well	62	14.1 %
Generally Well	143	32.5 %
Somewhat Well	52	11.8 %
Not Particularly Well	27	6.1 %
Not Well at All	13	3.0 %
Don't Know	143	32.5 %
Total	440	100.0 %

Excluding Don't Know

Q13. How well do you think the City of Branson works 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 Branson works with other organizations	Number	Percent
Very Well	62	20.9 %
Generally Well	143	48.1 %
Somewhat Well	52	17.5 %
Not Particularly Well	27	9.1 %
Not Well at All	13	4.4 %
Total	297	100.0 %

Q14. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14A Drop-off recycling services	18.2%	31.1%	16.8%	12.5%	6.4%	15.0%
Q14B Bulky item pickup/removal	20.9%	30.0%	17.0%	8.2%	3.0%	20.9%
Q14C Reliability of water service	39.8%	38.0%	10.5%	3.2%	2.5%	6.1%
Q14D Reliability of wastewater service	33.9%	40.2%	11.8%	1.4%	1.4%	11.4%
Q14E Response to water/sewer issues	23.2%	33.2%	16.8%	3.2%	2.5%	21.1%

Excluding Don't Know

Q14. 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=440)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14A Drop-off recycling services	21.4%	36.6%	19.8%	14.7%	7.5%
Q14B Bulky item pickup/removal	26.4%	37.9%	21.6%	10.3%	3.7%
Q14C Reliability of water service	42.4%	40.4%	11.1%	3.4%	2.7%
Q14D Reliability of wastewater service	38.2%	45.4%	13.3%	1.5%	1.5%
Q14E Response to water/sewer issues	29.4%	42.1%	21.3%	4.0%	3.2%

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>
Yes	230	52.3 %
No	201	45.7 %
Don't Remember	9	2.0 %
Total	440	100.0 %

Q15a. If YES to Question #15, which City department did you contact most recently?

<u>Q15a Department contact most recently</u>	<u>Number</u>	<u>Percent</u>
Police	67	29.1 %
Fire	4	1.7 %
Parks and Recreation	21	9.1 %
City Administration	32	13.9 %
Planning and Development	22	9.6 %
Public Works	35	15.2 %
Utilities	31	13.5 %
Other	16	7.0 %
None Chosen	2	0.9 %
Total	230	100.0 %

Q15a. OtherQ15a Other

ANIMAL CONTROL
 ANIMAL CONTROL
 ANIMAL CONTROL
 CAR HIT BY CITY SNOW PLOW
 CITY ENGINEERING
 CODE ENFORCEMENT
 CODE RED
 CODE RED FEB 29
 COURT
 DISPATCH ON SATURDAY
 ELECTRIC ALWAYS POWERS DOWN
 HEALTH
 HELICOPTER FLYING LOW
 MAYOR'S OFFICE
 PERMIT
 TICK BITE IN STOCKSTILL PARK
 ZONING
 ZONING TRASH

Q15b-f. (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 #15a) with regard to the following:

(N=230)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15B How easy to contact	43.5%	37.0%	5.7%	6.5%	3.5%	3.9%
Q15C The way you were treated	46.5%	30.9%	6.5%	8.7%	3.5%	3.9%
Q15D Accuracy of information given	38.7%	30.0%	9.1%	11.3%	4.3%	6.5%
Q15E How quickly City staff responded	39.6%	26.1%	11.3%	10.9%	7.0%	5.2%
Q15F How well issue was resolved	37.0%	23.0%	11.3%	11.3%	11.3%	6.1%

Excluding Don't Know

Q15b-f. (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 #15a) with regard to the following: (Excluding "don't know")

(N=230)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15B How easy to contact	45.2%	38.5%	5.9%	6.8%	3.6%
Q15C The way you were treated	48.4%	32.1%	6.8%	9.0%	3.6%
Q15D Accuracy of information given	41.4%	32.1%	9.8%	12.1%	4.7%
Q15E How quickly City staff responded	41.7%	27.5%	11.9%	11.5%	7.3%
Q15F How well issue was resolved	39.4%	24.5%	12.0%	12.0%	12.0%

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

<u>Q16 Branson good steward of environment</u>	<u>Number</u>	<u>Percent</u>
Yes	308	70.0 %
No	60	13.6 %
Don't Know	72	16.4 %
Total	440	100.0 %

Q17. If the City of Branson were to develop a mass transit system - busses and/or trolleys - how often do you believe you personally would use it?

<u>Q17 Mass transit system how often</u>	<u>Number</u>	<u>Percent</u>
Daily	42	9.5 %
Weekly	49	11.1 %
Occasionally	103	23.4 %
Seldom/Hardly Ever	112	25.5 %
Never	98	22.3 %
Don't Know	36	8.2 %
Total	440	100.0 %

Q18. 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=440)

	Extremely Important	Very Important	Important	Less Important	Not Important	Don't Know
Q18A Preserve small town atmosphere	43.4%	22.3%	15.5%	12.0%	5.5%	1.4%
Q18B Helping identify needs/concerns	36.4%	34.8%	20.5%	4.5%	1.4%	2.5%
Q18C More retail development	22.5%	28.9%	23.6%	16.4%	7.0%	1.6%
Q18D Affordable housing inside Branson	37.3%	27.0%	20.5%	8.2%	5.5%	1.6%
Q18E Minimizing tax increases	58.6%	23.2%	12.0%	3.2%	1.8%	1.1%
Q18F Expanding employment opportunities	55.2%	25.5%	13.6%	2.7%	0.7%	2.3%
Q18G Increasing arts/cultural amenities	30.0%	22.7%	27.0%	14.5%	4.1%	1.6%
Q18H Improve local govt services	23.9%	34.8%	28.9%	7.7%	2.3%	2.5%
Q18I Improve education opportunities	36.6%	32.3%	22.7%	4.8%	1.1%	2.5%
Q18J Enhance appearance/beauty of City	46.1%	30.7%	17.3%	3.9%	1.1%	0.9%
Q18K Enhance parks and open space	33.4%	33.9%	22.3%	6.1%	2.3%	2.0%
Q18L Image as family friendly community	58.9%	20.0%	12.5%	5.2%	1.8%	1.6%
Q18M Offering City Newsletter	41.1%	25.2%	18.4%	9.3%	4.5%	1.4%
Q18N Citywide smoke free environment	49.1%	14.8%	8.9%	14.3%	12.0%	0.9%

First Choice**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>
Preserving the small-town atmosphere	61	13.9 %
City's helping to identify needs and concerns in your neighborhood	11	2.5 %
Promoting more retail development to serve the needs of residents	16	3.6 %
Ensuring that affordable housing is available inside the City of Branson	39	8.9 %
Minimizing tax increases	63	14.3 %
Expanding employment opportunities	41	9.3 %
Increasing the availability of arts and cultural amenities	9	2.0 %
Improving the quality of local governmental services	1	0.2 %
Improving the quality of education opportunities available	16	3.6 %
Enhancing the appearance and overall beauty of the City	25	5.7 %
Enhancing parks and open space	6	1.4 %
Preserving the City's image as a "family-friendly" community	48	10.9 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	17	3.9 %
A Citywide smoke free environment for public places	58	13.2 %
<u>None Chosen</u>	<u>29</u>	<u>6.6 %</u>
Total	440	100.0 %

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

Q19 2nd Choice	Number	Percent
Preserving the small-town atmosphere	30	6.8 %
City's helping to identify needs and concerns in your neighborhood	25	5.7 %
Promoting more retail development to serve the needs of residents	13	3.0 %
Ensuring that affordable housing is available inside the City of Branson	33	7.5 %
Minimizing tax increases	45	10.2 %
Expanding employment opportunities	64	14.5 %
Increasing the availability of arts and cultural amenities	18	4.1 %
Improving the quality of local governmental services	4	0.9 %
Improving the quality of education opportunities available	25	5.7 %
Enhancing the appearance and overall beauty of the City	41	9.3 %
Enhancing parks and open space	20	4.5 %
Preserving the City's image as a "family-friendly" community	44	10.0 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	16	3.6 %
A Citywide smoke free environment for public places	26	5.9 %
None Chosen	36	8.2 %
Total	440	100.0 %

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

<u>Q19 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Preserving the small-town atmosphere	34	7.7 %
City's helping to identify needs and concerns in your neighborhood	20	4.5 %
Promoting more retail development to serve the needs of residents	12	2.7 %
Ensuring that affordable housing is available inside the City of Branson	26	5.9 %
Minimizing tax increases	42	9.5 %
Expanding employment opportunities	38	8.6 %
Increasing the availability of arts and cultural amenities	21	4.8 %
Improving the quality of local governmental services	20	4.5 %
Improving the quality of education opportunities available	25	5.7 %
Enhancing the appearance and overall beauty of the City	36	8.2 %
Enhancing parks and open space	18	4.1 %
Preserving the City's image as a "family-friendly" community	44	10.0 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	27	6.1 %
A Citywide smoke free environment for public places	30	6.8 %
<u>None Chosen</u>	<u>47</u>	<u>10.7 %</u>
Total	440	100.0 %

Sum of All Three Choices**Q19. Which THREE of the issues listed above do you think should be most important when planning the City's future? (top 3)**

<u>Q19 Sum of all three choices</u>	<u>Number</u>	<u>Percent</u>
Preserving the small-town atmosphere	125	28.4 %
City's helping to identify needs and concerns in your neighborhood	56	12.7 %
Promoting more retail development to serve the needs of residents	41	9.3 %
Ensuring that affordable housing is available inside the City of Branson	98	22.3 %
Minimizing tax increases	150	34.1 %
Expanding employment opportunities	143	32.5 %
Increasing the availability of arts and cultural amenities	48	10.9 %
Improving the quality of local governmental services	25	5.7 %
Improving the quality of education opportunities available	66	15.0 %
Enhancing the appearance and overall beauty of the City	102	23.2 %
Enhancing parks and open space	44	10.0 %
Preserving the City's image as a "family-friendly" community	136	30.9 %
Offering a City Newsletter to keep residents informed about developments in Branson services and programs	60	13.6 %
A Citywide smoke free environment for public places	114	25.9 %
<u>None Chosen</u>	<u>29</u>	<u>6.6 %</u>
Total	1237	

Q20. 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=440)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q20A As a place to live	49.3%	38.4%	4.8%	4.1%	2.0%	1.4%
Q20B As place to raise children	50.2%	31.1%	8.0%	2.5%	1.6%	6.6%
Q20C As a place to work	26.8%	27.7%	16.6%	16.4%	6.6%	5.9%
Q20D As a place to retire	47.3%	33.4%	9.1%	4.1%	1.4%	4.8%
Q20E As a place to visit	56.4%	30.9%	8.0%	2.0%	1.4%	1.4%
Q20F City moving in right direction	26.4%	32.5%	22.0%	9.5%	6.6%	3.0%

Excluding Don't Know

Q20. 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=440)

	Excellent	Good	Neutral	Below Average	Poor
Q20A As a place to live	50.0%	38.9%	4.8%	4.1%	2.1%
Q20B As place to raise children	53.8%	33.3%	8.5%	2.7%	1.7%
Q20C As a place to work	28.5%	29.5%	17.6%	17.4%	7.0%
Q20D As a place to retire	49.6%	35.1%	9.5%	4.3%	1.4%
Q20E As a place to visit	57.1%	31.3%	8.1%	2.1%	1.4%
Q20F City moving in right direction	27.2%	33.5%	22.7%	9.8%	6.8%

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

<u>Q21 How many years lived in Branson</u>	<u>Number</u>	<u>Percent</u>
Less than 5 years	87	19.8 %
5-10 years	111	25.2 %
11-20 years	98	22.3 %
More than 20 years	143	32.5 %
Not Provided	1	0.2 %
Total	440	100.0 %

Q22. What is your age?

<u>Q22 What is your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	53	12.0 %
35-44 years	70	15.9 %
45-54 years	89	20.2 %
55-64 years	116	26.4 %
65-74 years	63	14.3 %
75+ years	44	10.0 %
Not provided	5	1.1 %
Total	440	100.0 %

Q23. What is your gender?

<u>Q23 Gender</u>	<u>Number</u>	<u>Percent</u>
Male	201	45.7 %
Female	239	54.3 %
Total	440	100.0 %

Q24. Which of the following best describes your race/ethnicity?

<u>Q24 Race</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	4	0.9 %
White	413	93.9 %
American Indian/Eskimo	10	2.3 %
Black/African American	3	0.7 %
Hispanic/Latino/Spanish	10	2.3 %
Other	4	0.9 %
Not Provided	5	1.1 %
Total	449	

Q24. Other

Q24 Other

ARAB

RUSSIAN

SCOTCH, IRISH, DUTCH, FRENCH

Q25. Would you say your total annual household income is:

<u>Q25 Annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30,000	86	19.5 %
\$30,000 to \$59,999	151	34.3 %
\$60,000 to \$99,999	103	23.4 %
\$100,000 or more	69	15.7 %
Not provided	31	7.0 %
Total	440	100.0 %

Section 5:
Survey Instrument

2012 City of Branson Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify ways to improve the quality of City services. If you have questions, please contact Garrett Anderson at 417-337-8589 or ganderson@bransonmo.gov.



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 manages 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. Historic Downtown Branson	5	4	3	2	1	9
H. Highway 76	5	4	3	2	1	9
I. 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 & biking trails in the City	5	4	3	2	1	9
D. City swimming pools & programs	5	4	3	2	1	9
E. Number of outdoor athletic fields	5	4	3	2	1	9
F. Number of indoor gyms	5	4	3	2	1	9
G. Quality of City's <u>youth</u> recreation programs	5	4	3	2	1	9
H. Quality of City's <u>adult</u> recreation programs	5	4	3	2	1	9
I. Number of City parks	5	4	3	2	1	9
J. Programs for seniors	5	4	3	2	1	9
K. City golf course	5	4	3	2	1	9
L. Overall satisfaction with fees charged to participate in programs	5	4	3	2	1	9

6. Which **THREE** 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. _____ 3rd _____

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
C. City efforts to have an open, inclusive, responsive government	5	4	3	2	1	9

8. Which of the following do you use to get information about the City of Branson? (check all)
- ____(01) Branson Tri-Lakes News ____ (06) Facebook
 ____ (02) Branson Daily Independent ____ (07) Television news
 ____ (03) Calling the City ____ (08) Hometown Daily News website
 ____ (04) City website (www.bransonmo.gov)... ____ (09) Twitter
 ____ (05) Local radio ____ (10) Other: _____

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 cleanup 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 well do you think the City of Branson works 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 well
 ___(4) Generally well
 ___(3) Somewhat well
 ___(2) Not particularly well
 ___(1) Not well at all
 ___(9) Don't know

14. **City of Branson 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.	Reliability of water service	5	4	3	2	1	9
D.	Reliability of wastewater services	5	4	3	2	1	9
E.	Response to water and sewer issues/concerns	5	4	3	2	1	9

15. **Have you contacted the City of Branson during the past year?**
 ___(1) Yes [answer Questions 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) Utilities (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 #15a) 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. **Transit.** If the City of Branson were to develop a mass transit system – buses and/or trolleys – how often do you believe you personally would use it?

___(5) Daily
 ___(4) Weekly
 ___(3) Occasionally
 ___(2) Seldom/Hardly Ever
 ___(1) Never
 ___(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	5	4	3	2	1
B.	City's helping to identify needs and concerns in your neighborhood	5	4	3	2	1
C.	Promoting more retail development to serve the needs of residents	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
K.	Enhancing parks and open space	5	4	3	2	1
L.	Preserving the City's image as a "family-friendly" community	5	4	3	2	1
M.	Offering a City Newsletter to keep residents informed about developments in Branson services and programs	5	4	3	2	1
N.	A Citywide smoke free environment for public places	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) 25-34 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. What do you like and not like about living in Branson?

27. [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

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thanks.