

**2007**

***Platte County Profile***

**Survey Results**

# Agenda

;) Methodology

;) Overall Results

;) Questions

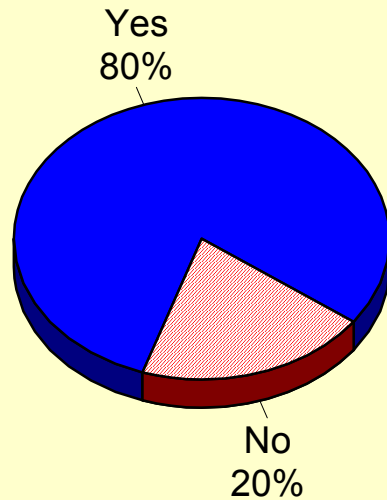
# Methodology

- Random Sample of 409 households
- Administered by Mail/Phone
- Administered for the first time during November of 2007
- Precision +/-5.0% at the 95% level of confidence

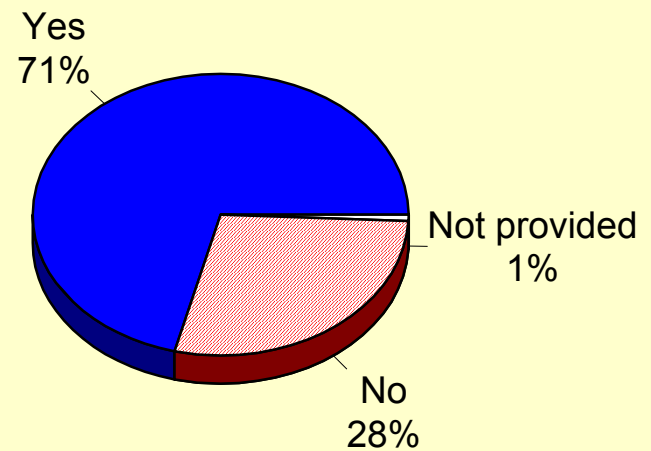
# Demographics: Do you live in a City or Village?

by percentage of respondents

## County Data



## Survey Results

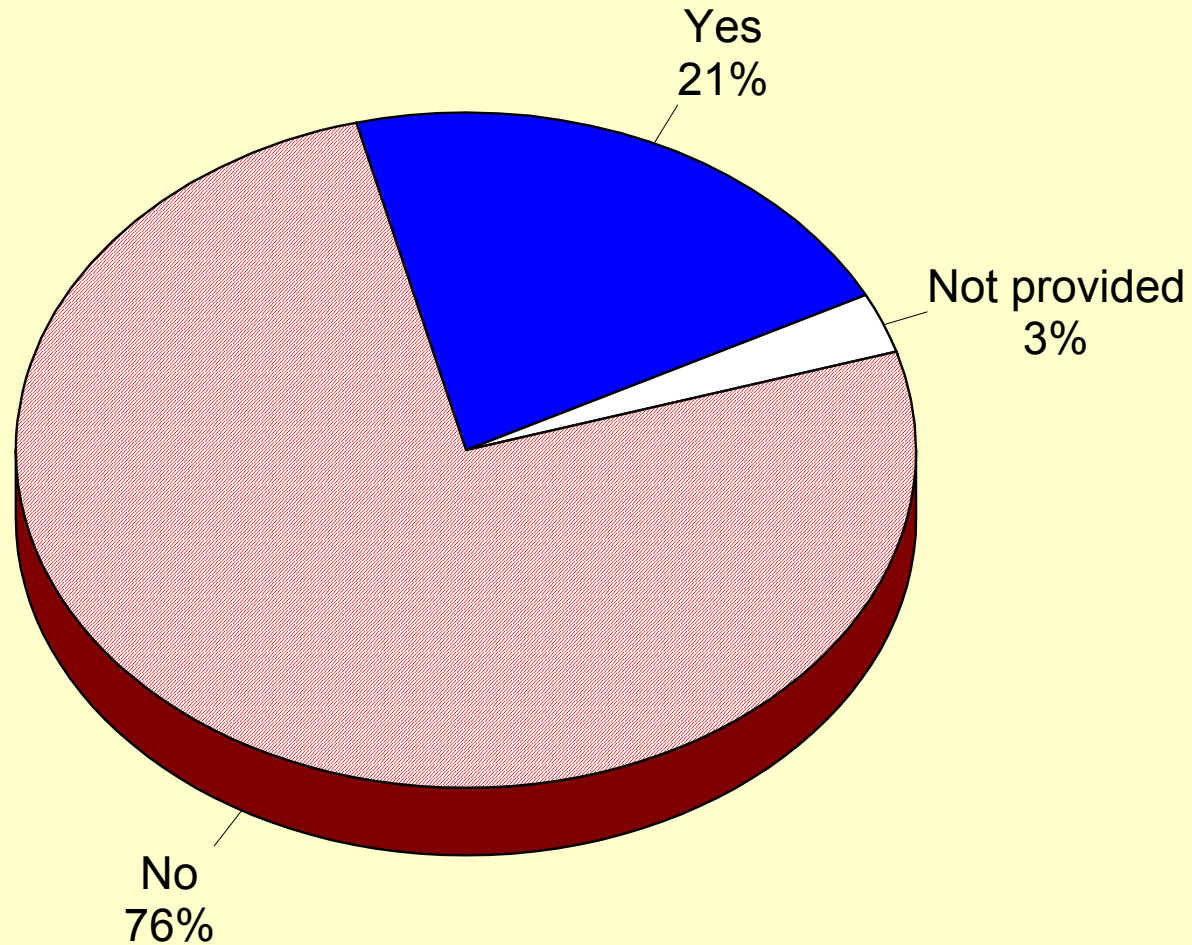


### **SURVEY DISTRIBUTION**

1500 surveys were distributed randomly across the County

# Q1. Prior to today, did you know that the County was preparing to update the Platte Profile Plan?

by percentage of respondents

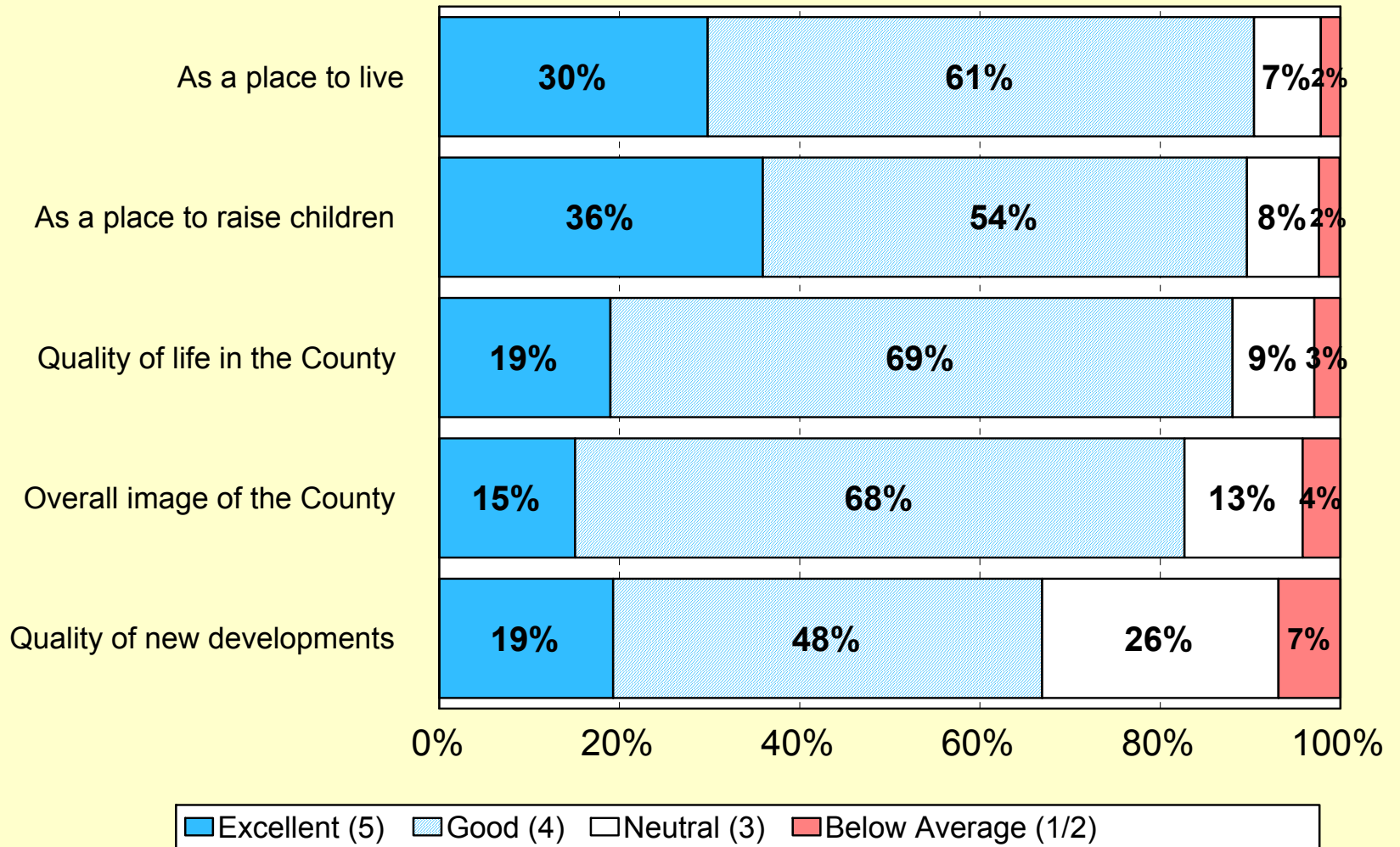


Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# **Perceptions of the County**

# Q3. How Residents Rate Various Issues that Influence Their Perception of the County

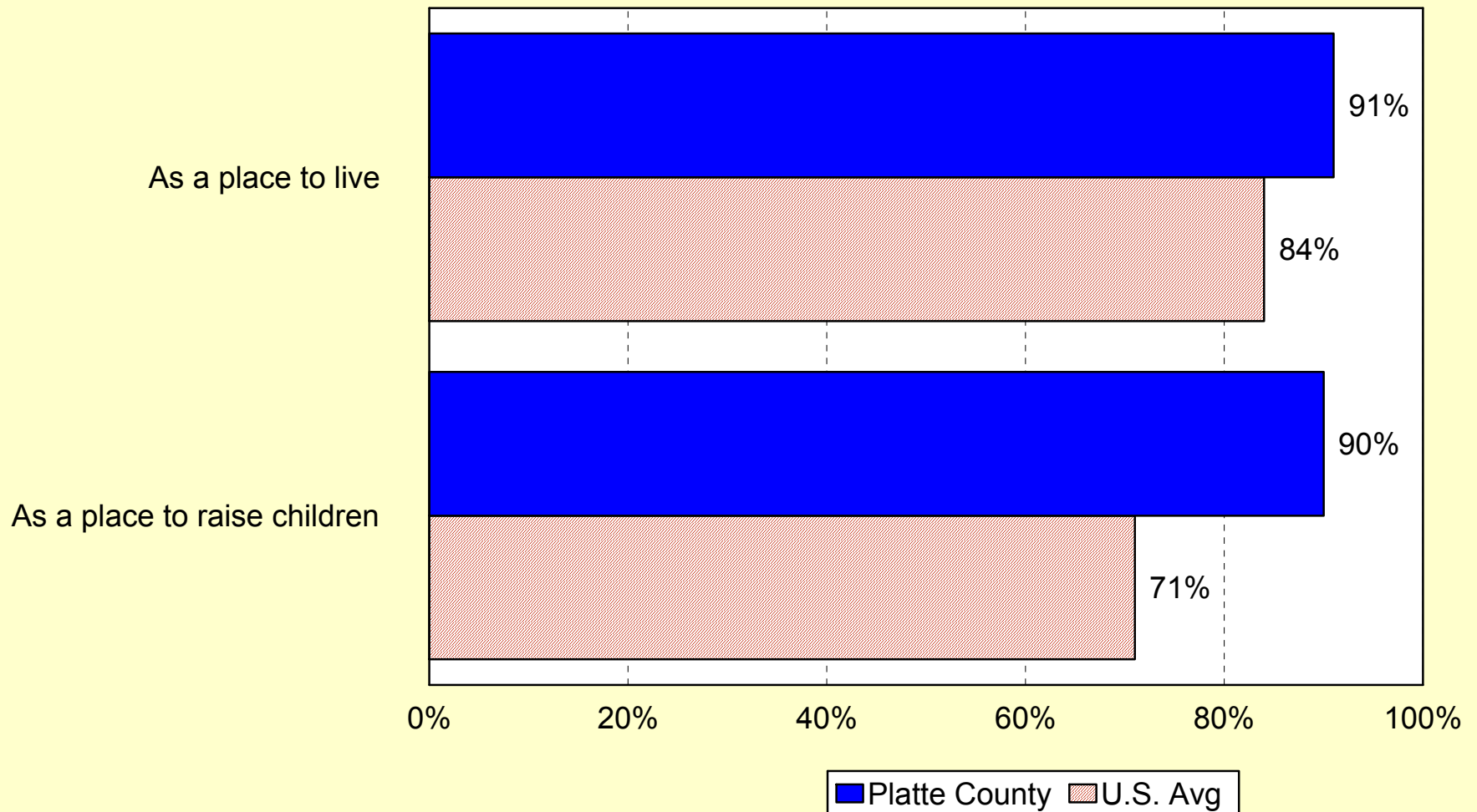
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# How Residents Rate the Community Where They Currently Live: Platte County vs. U.S.

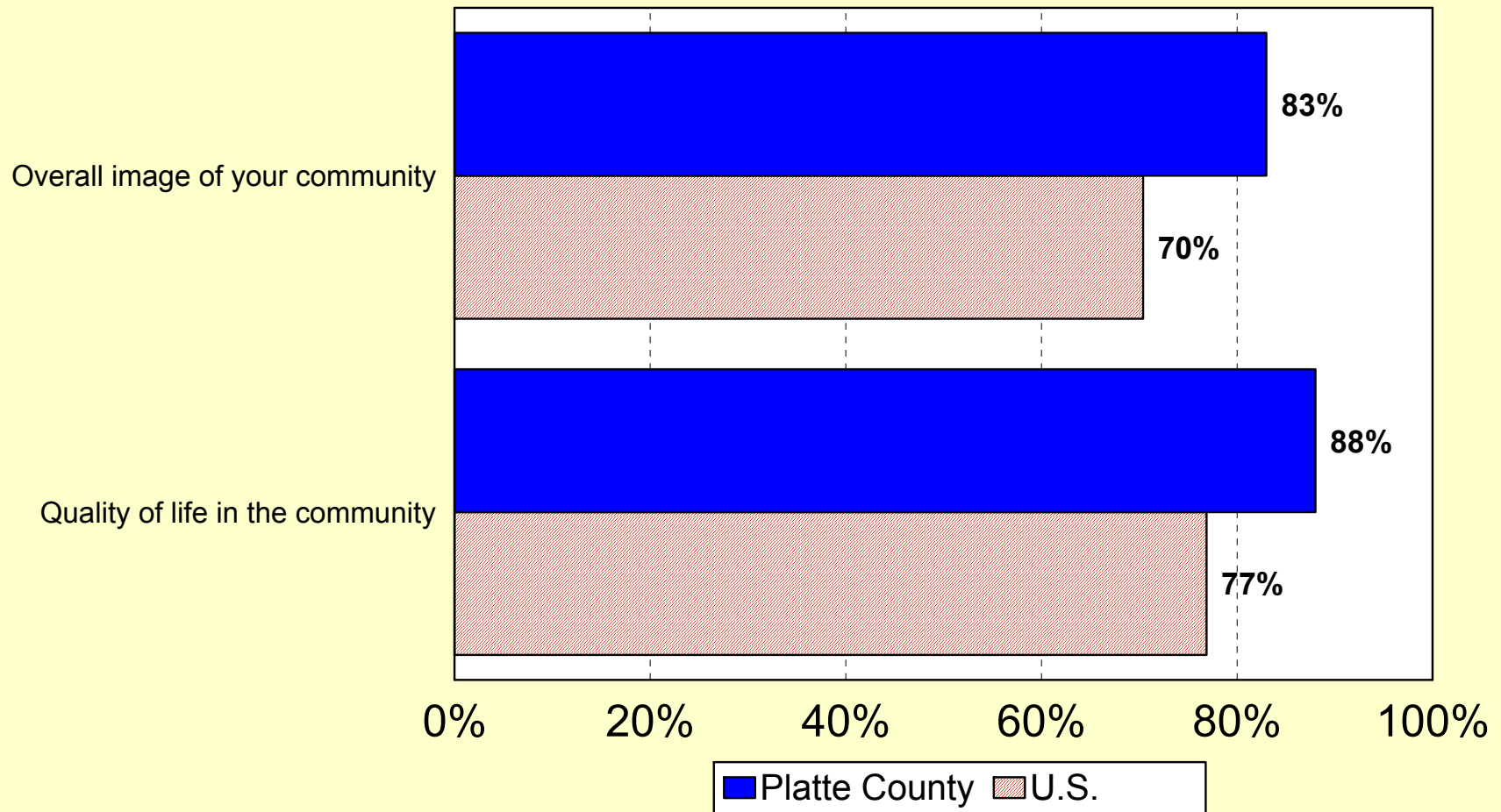
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "excellent"



Source: ETC Institute Survey (2007 - Platte County, Missouri)

# Overall Satisfaction with Platte County vs. U.S

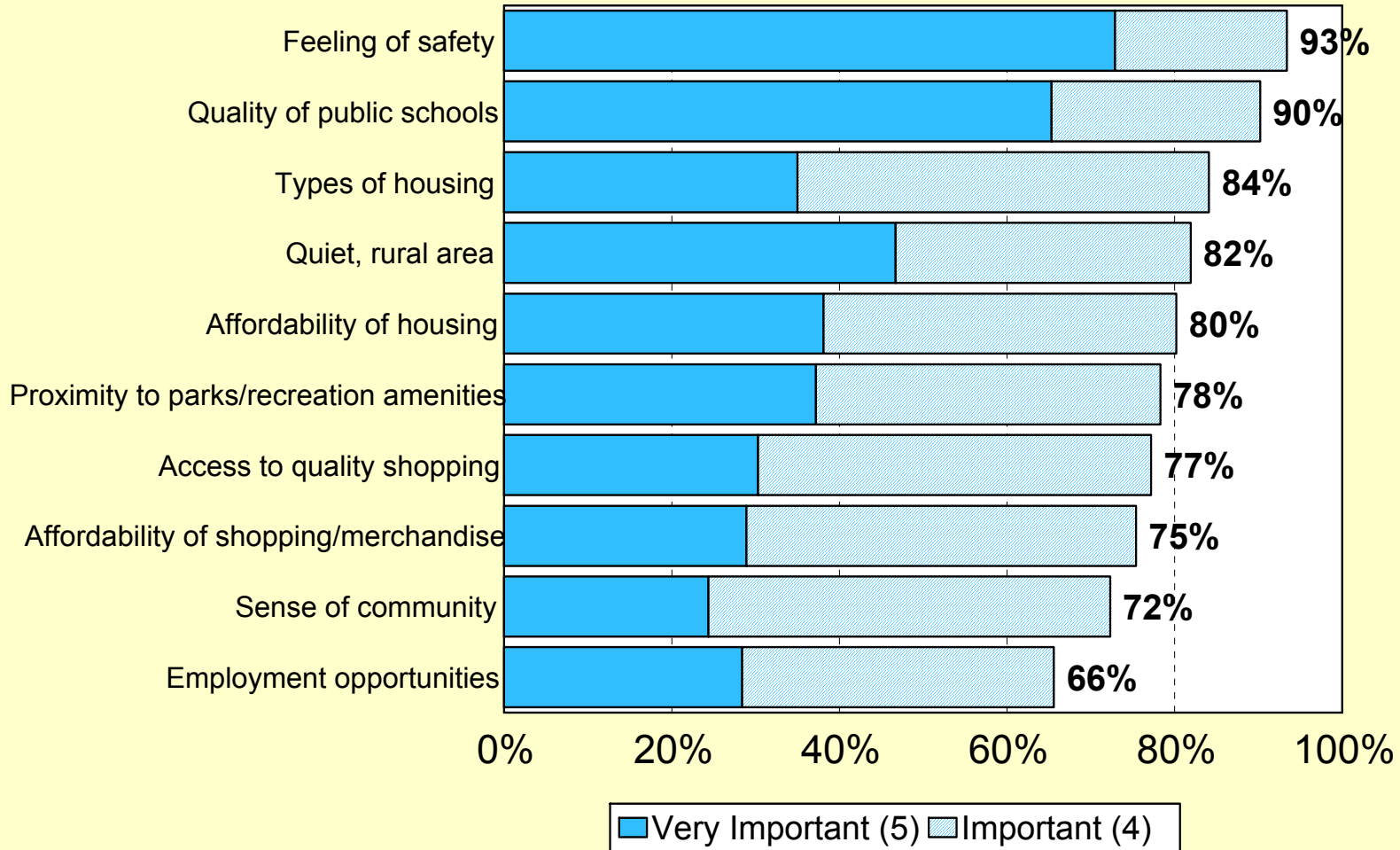
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"



Source: ETC Institute Survey (2007 - Platte County, Missouri)

# Q5. Importance of Various Reasons to Live in Platte County

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

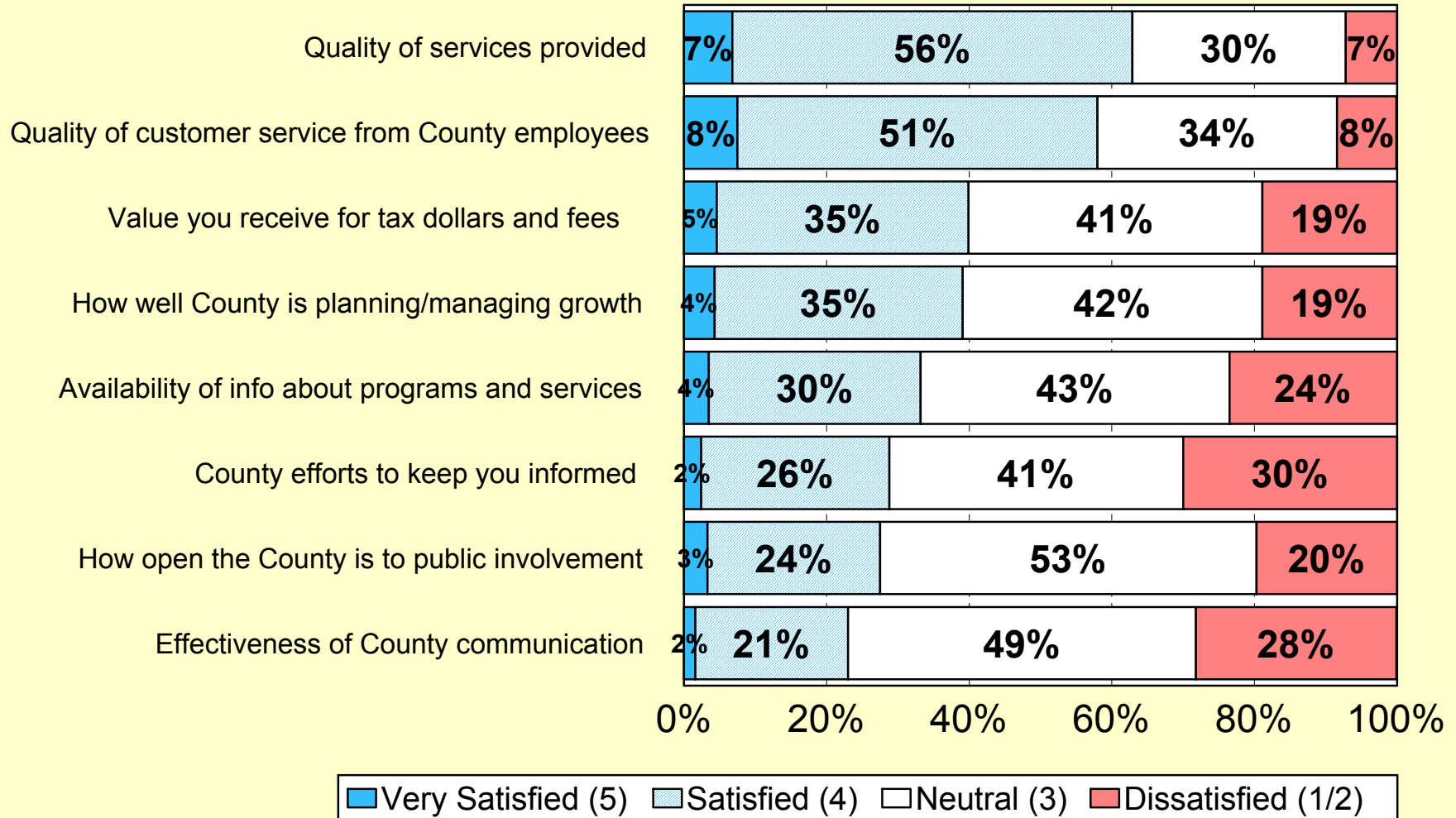


Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# **Overall Results**

# Q4. Satisfaction with Various Aspects of Quality and Openness of County Government

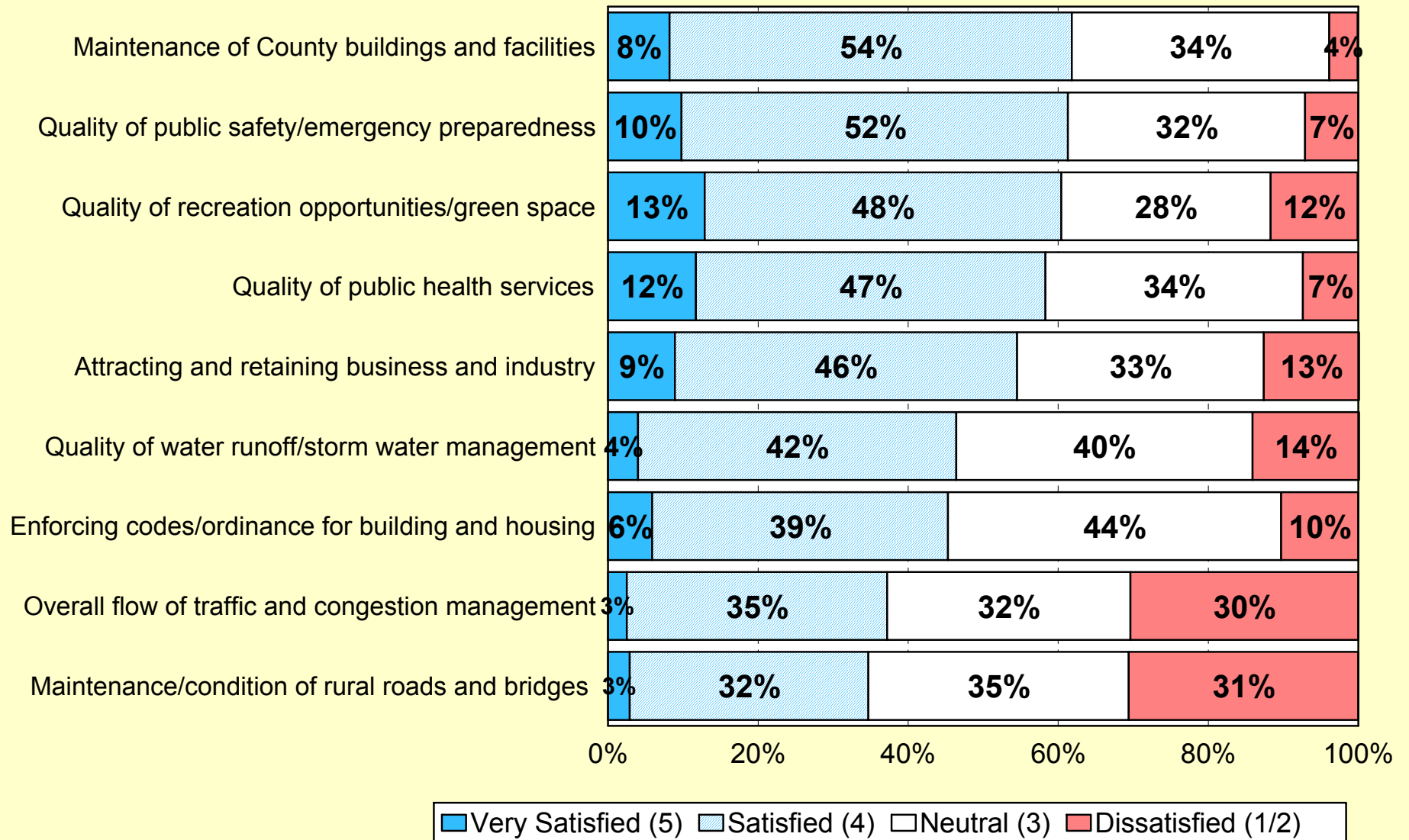
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows )



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q6. Overall Satisfaction with Various County Services

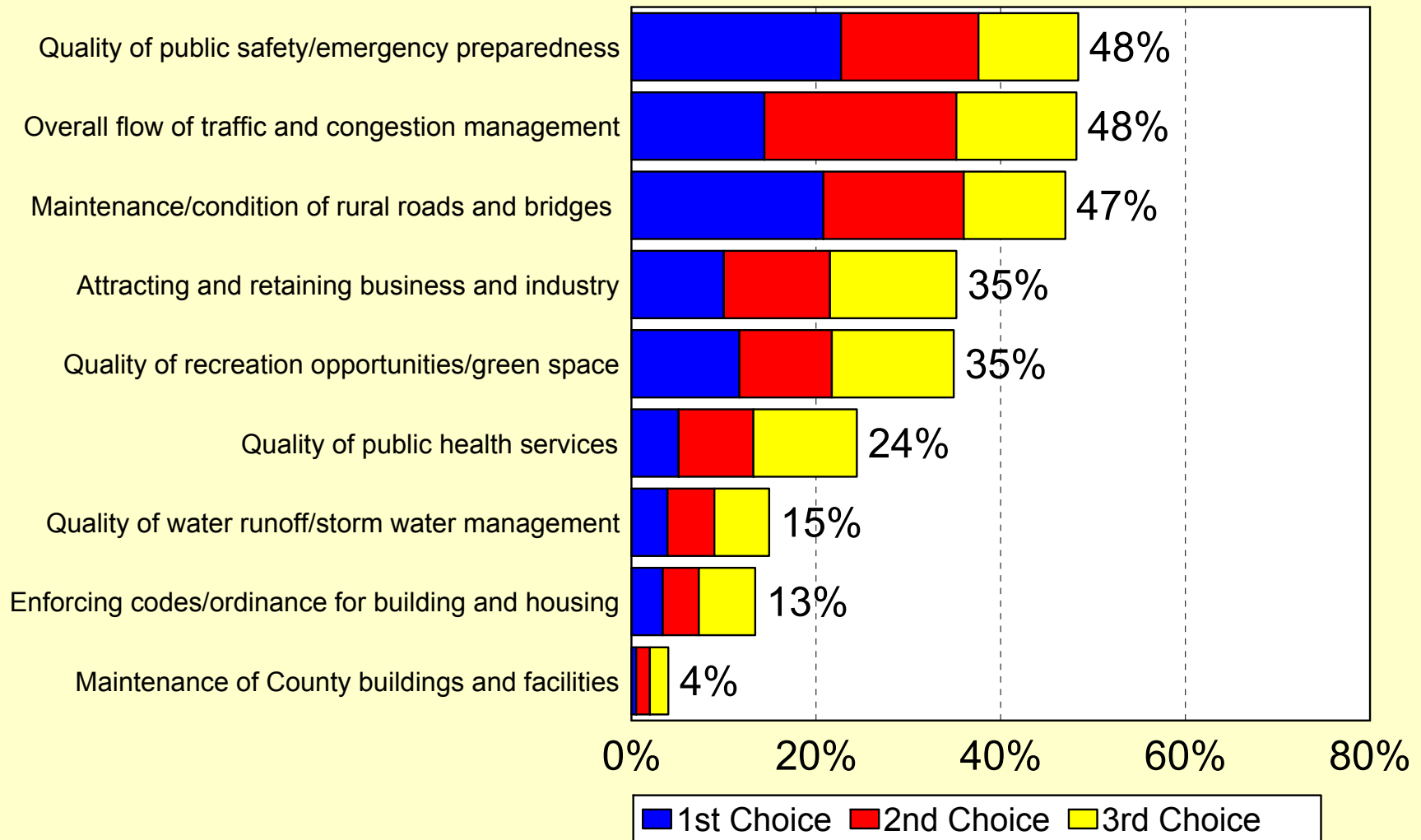
by percentage of respondents (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q7. County Services That Should Receive the Most Emphasis in the Future

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



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Importance-Satisfaction Rating

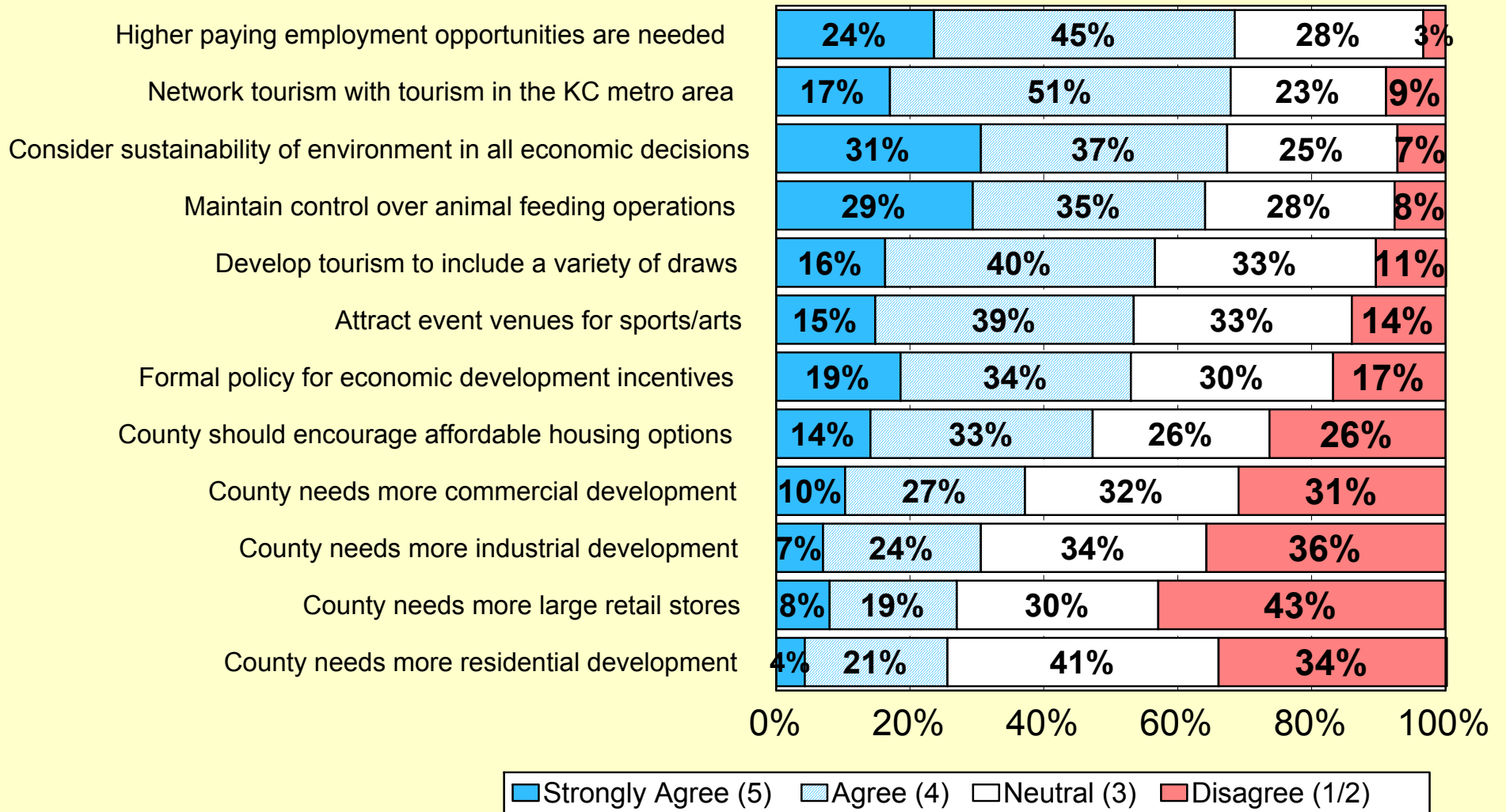
## Platte County, Missouri

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance/condition of rural roads and bridges	47%	3	35%	9	0.3055	1
Overall flow of traffic and congestion management	48%	2	38%	8	0.2976	2
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of public safety/emergency preparedness	48%	1	62%	2	0.1824	3
Attracting and retaining business and industry	35%	4	55%	5	0.1575	4
Quality of recreation opportunities/green space	35%	5	61%	3	0.1365	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Quality of public health services	24%	6	59%	4	0.0984	6
Quality of water runoff/storm water management	15%	7	46%	6	0.0810	7
Enforcing codes/ordinance for building and housing	13%	8	45%	7	0.0715	8
Maintenance of County buildings and facilities	4%	9	62%	1	0.0152	9

# Q8. Level of Agreement with Various Statements Concerning Economic Development

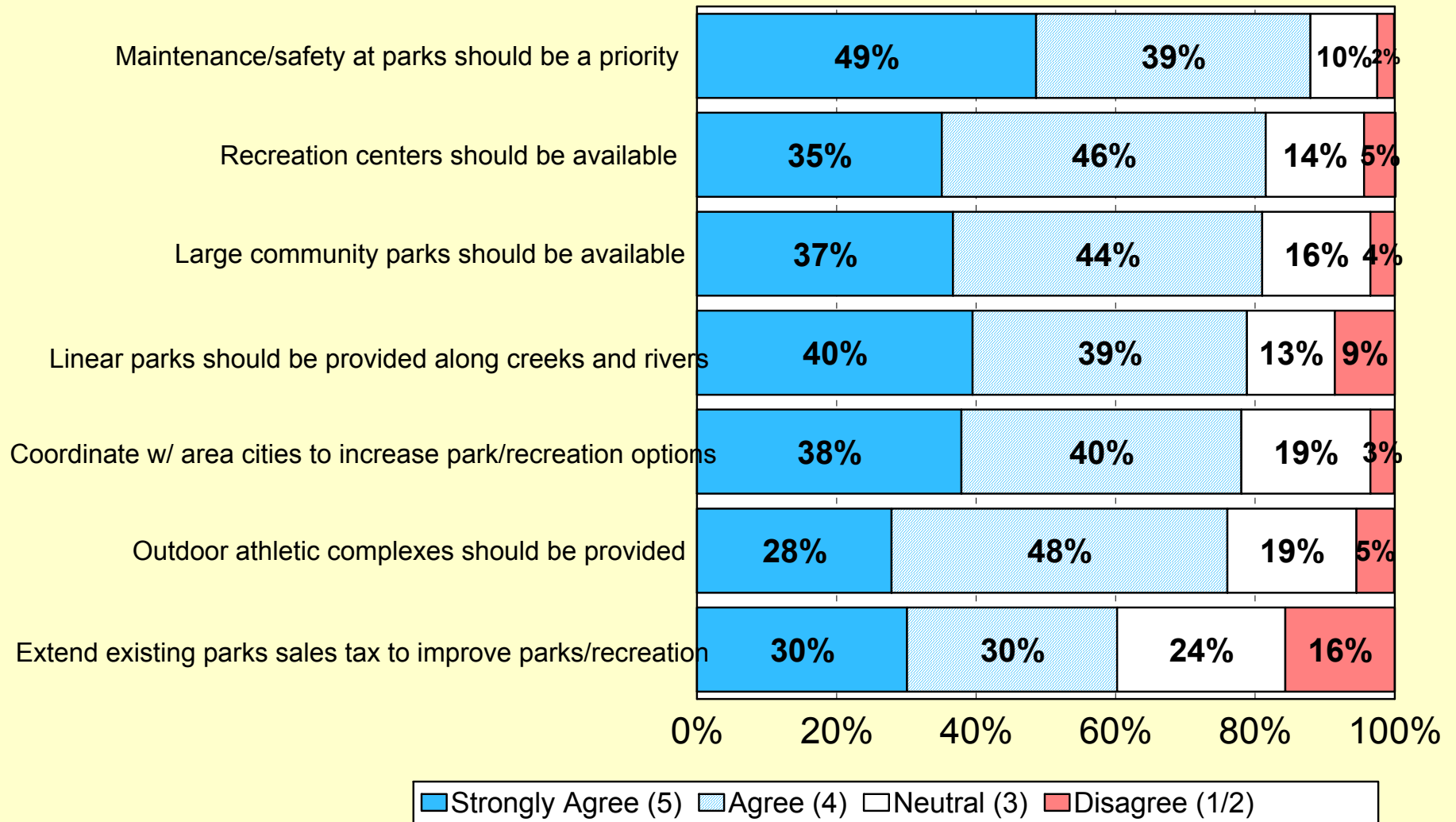
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q9. Level of Agreement with Various Statements Concerning Parks and Recreation

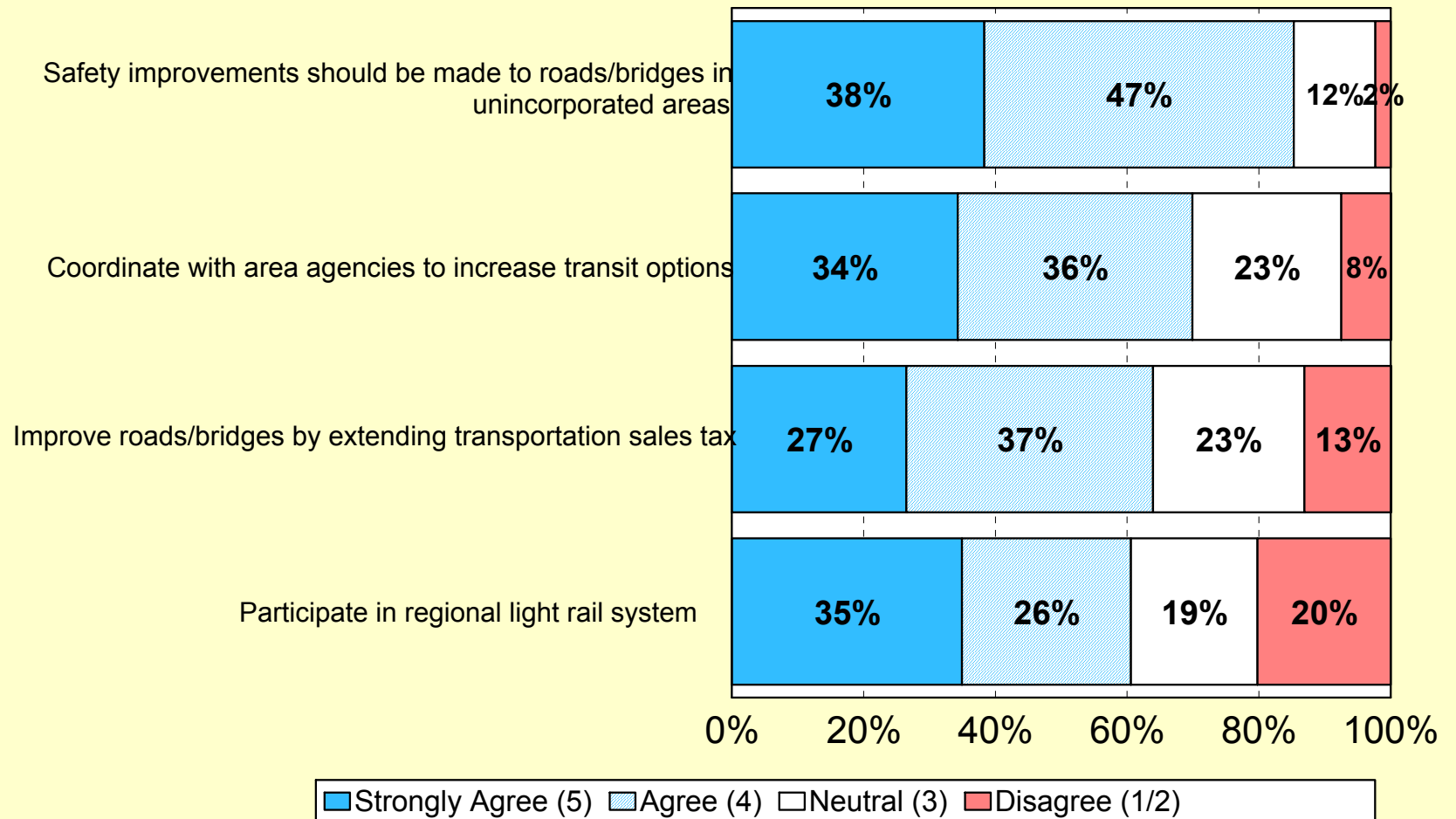
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q10. Level of Importance of Various Statements Concerning Transportation and Infrastructure

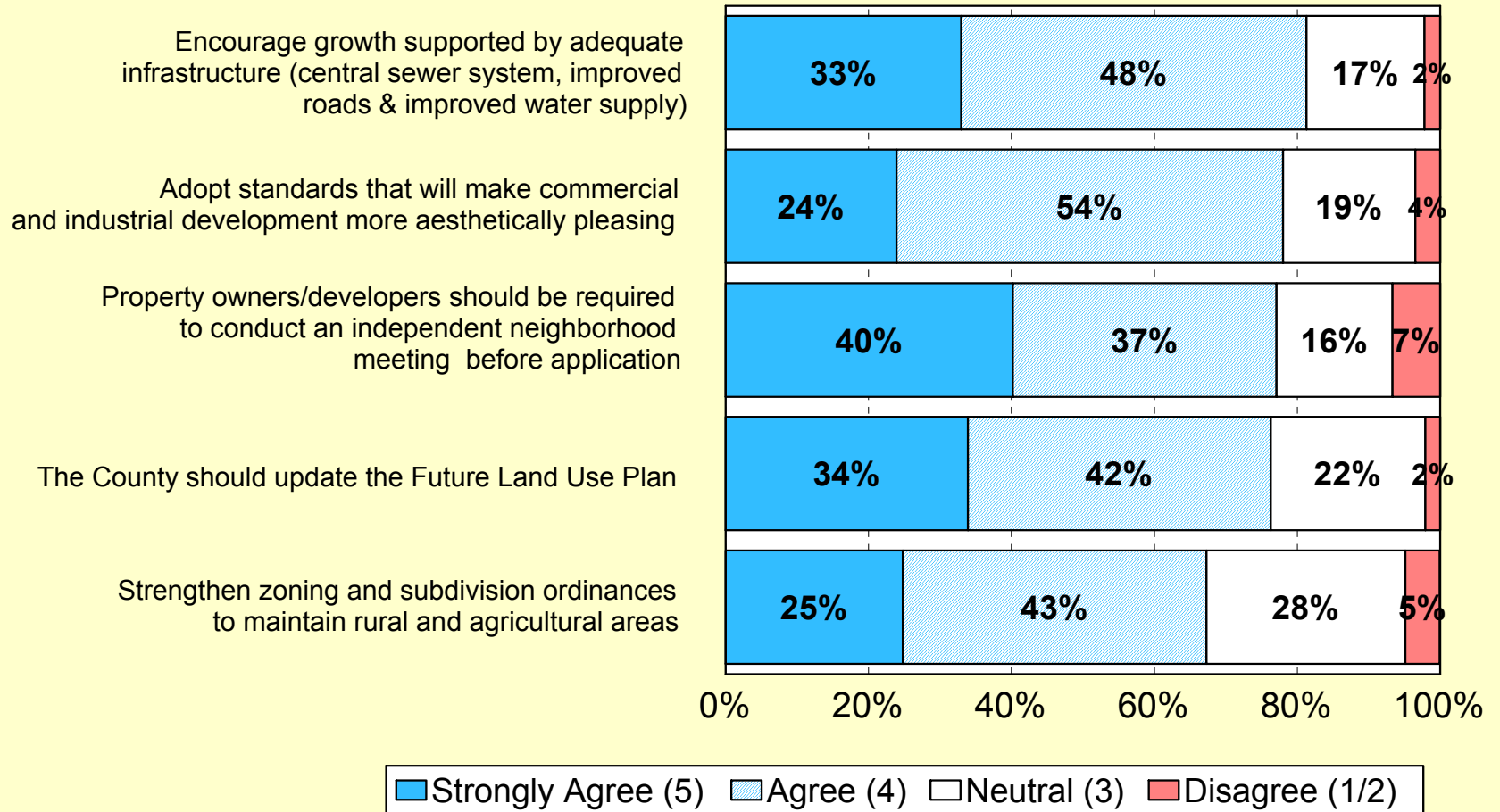
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q11. (Part 1) Level of Agreement with Various Statements Concerning Planning Issues/Land Use

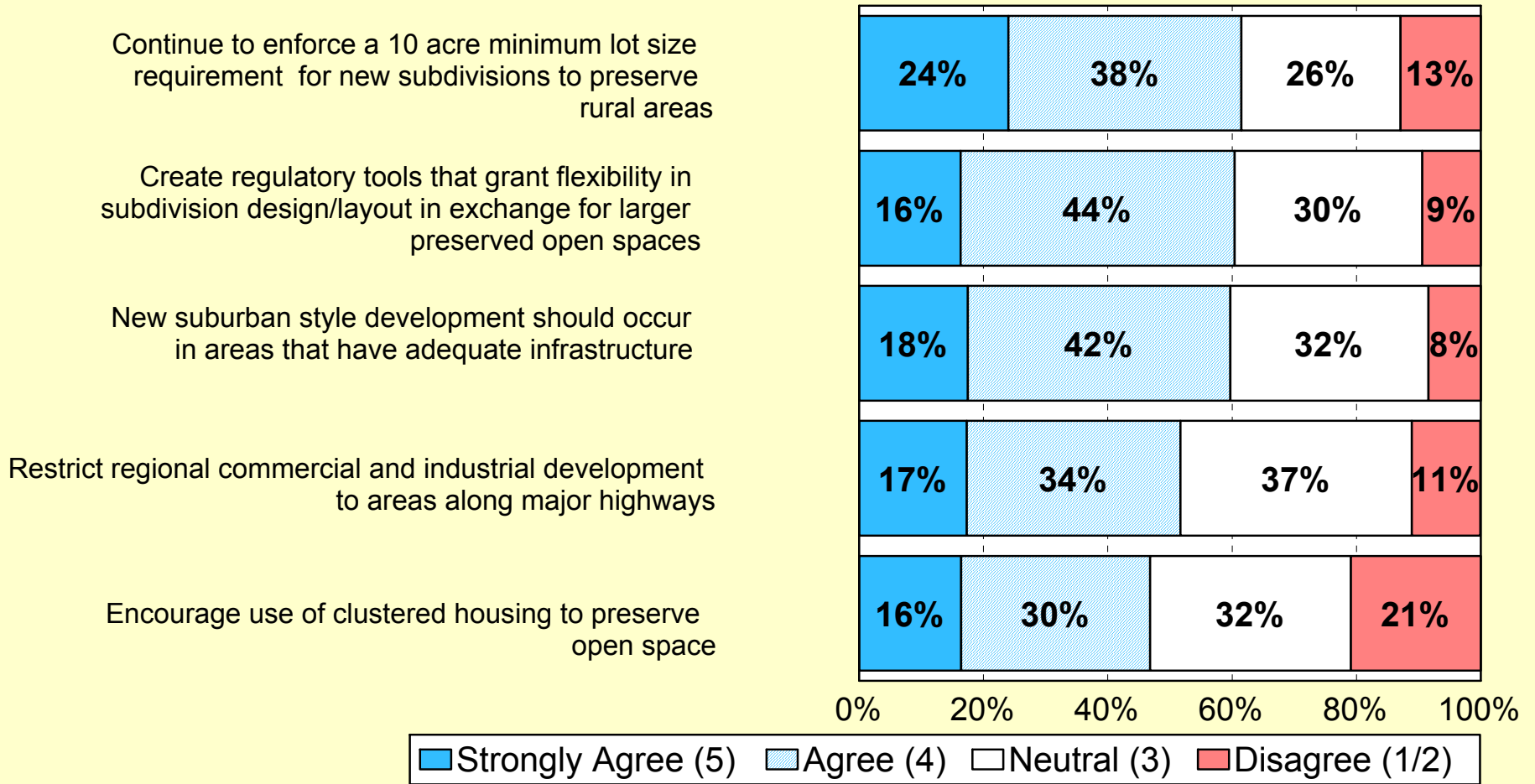
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q11. (Part 2) Level of Agreement with Various Statements Concerning Planning Issues/Land Use Continued

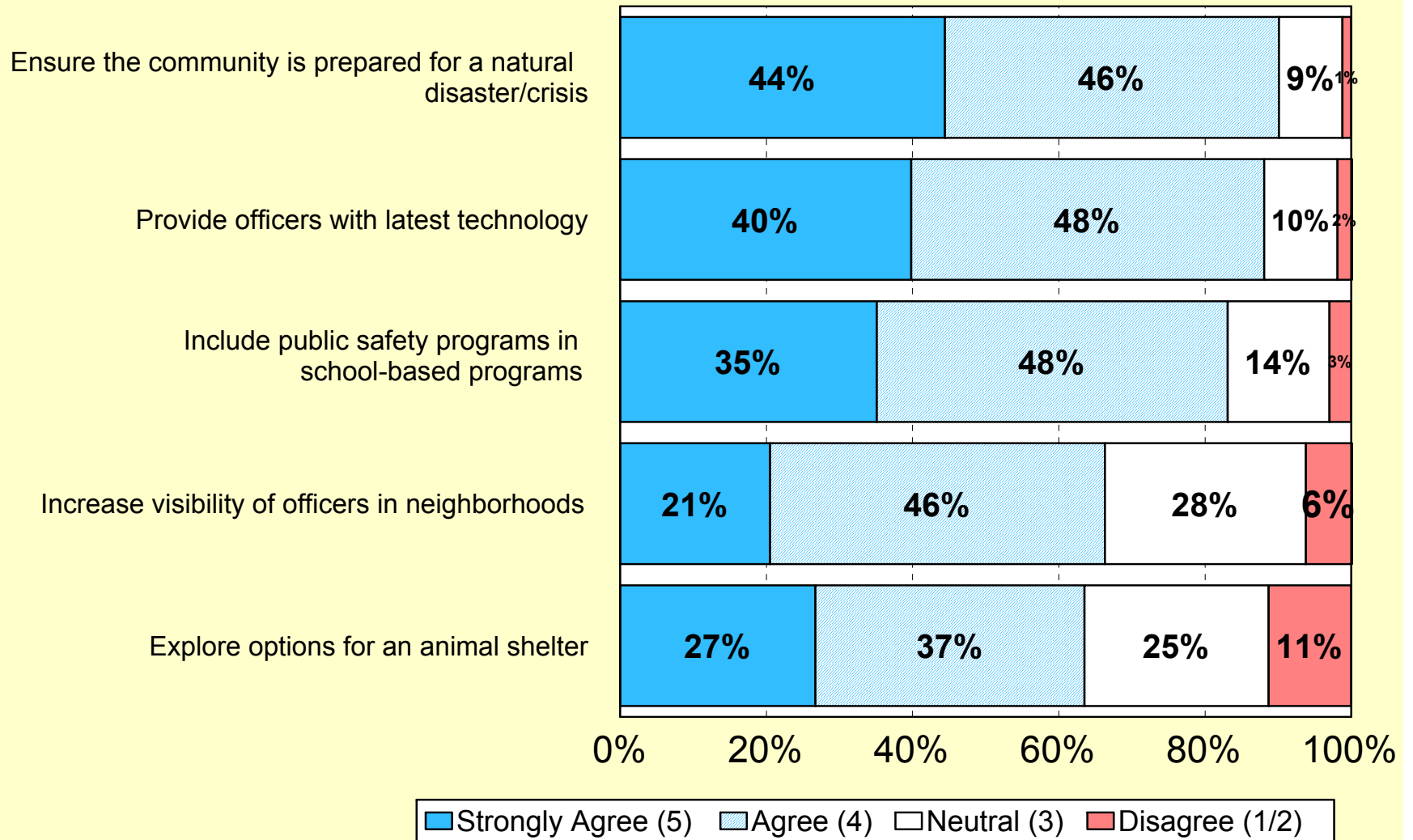
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q12. Level of Agreement with Various Statements Concerning Public Safety and Emergency Preparedness

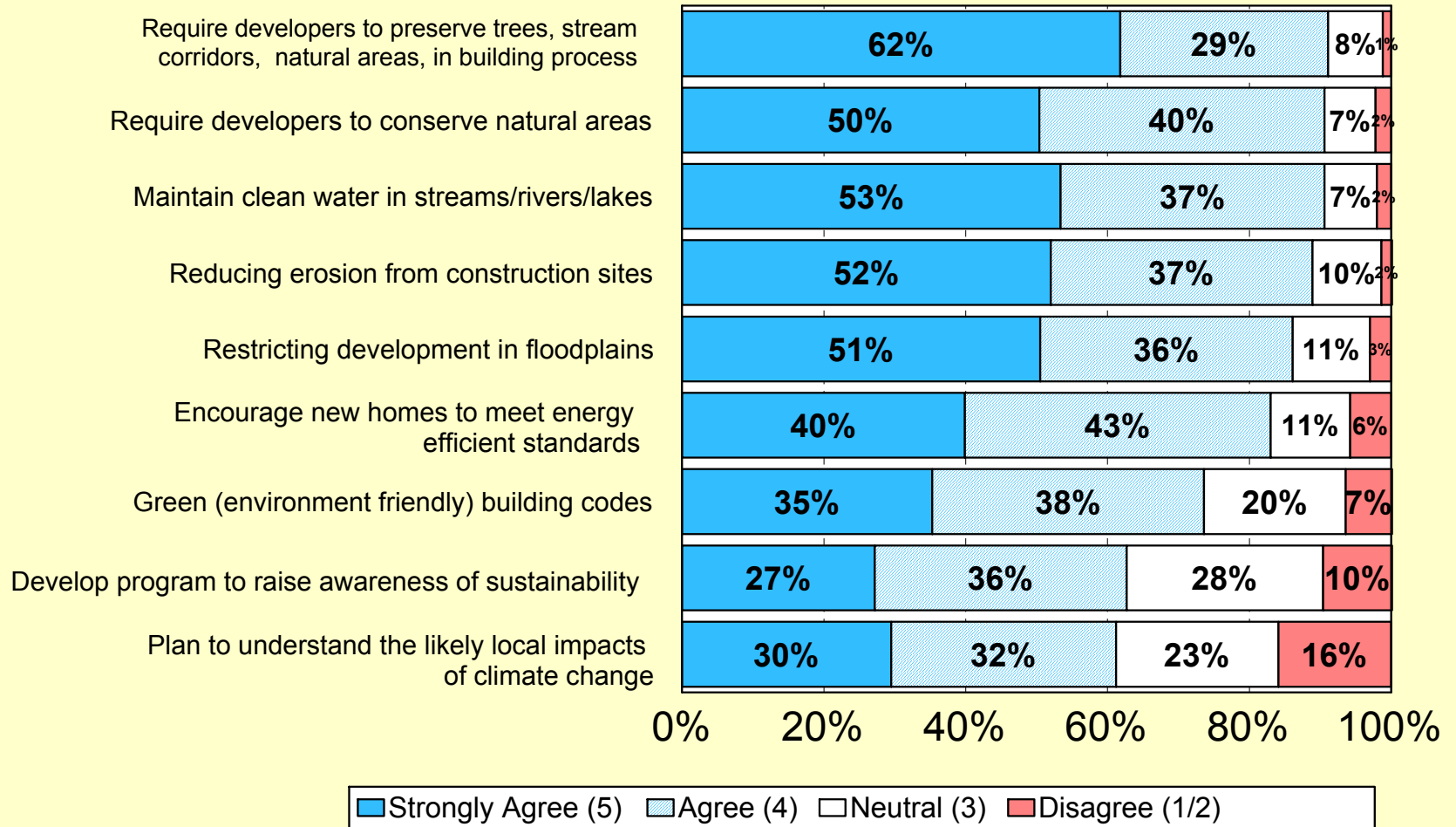
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Q13. Level of Agreement with Various Statements Concerning Environment and Sustainability

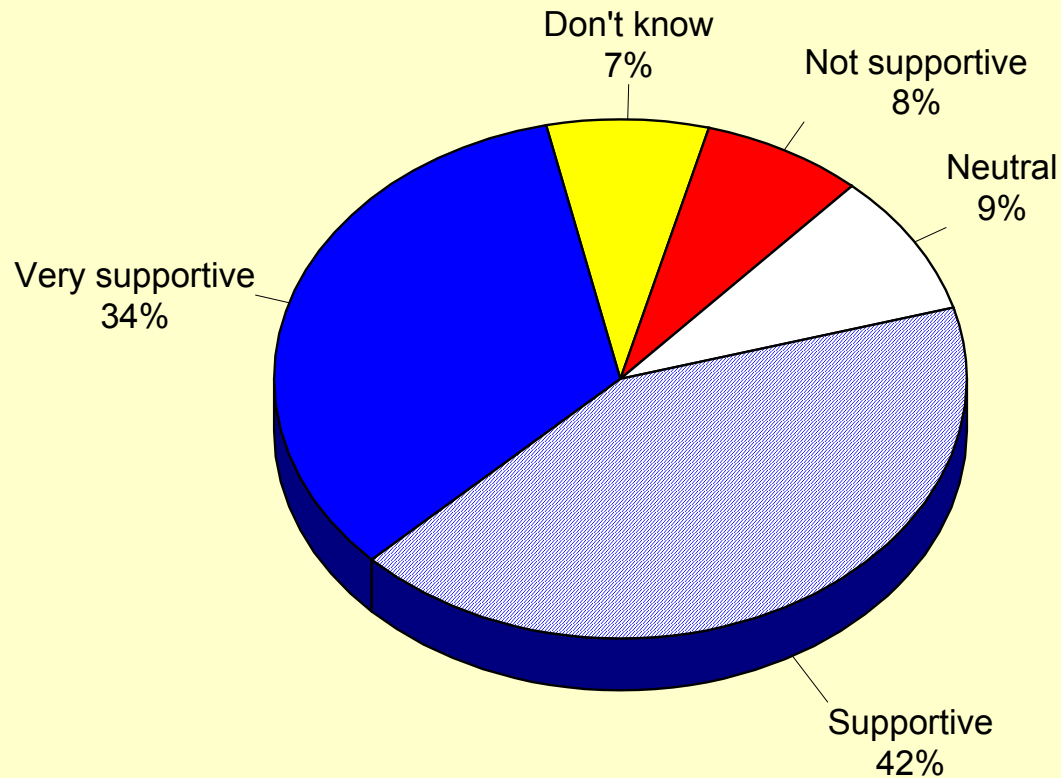
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

Q14. Support for **Evaluating** Combining Multiple Utility, Maintenance, and Fire Services that Would Result in Overall Reduction in Cost and Greater Efficiency of the Service for the Entire County?

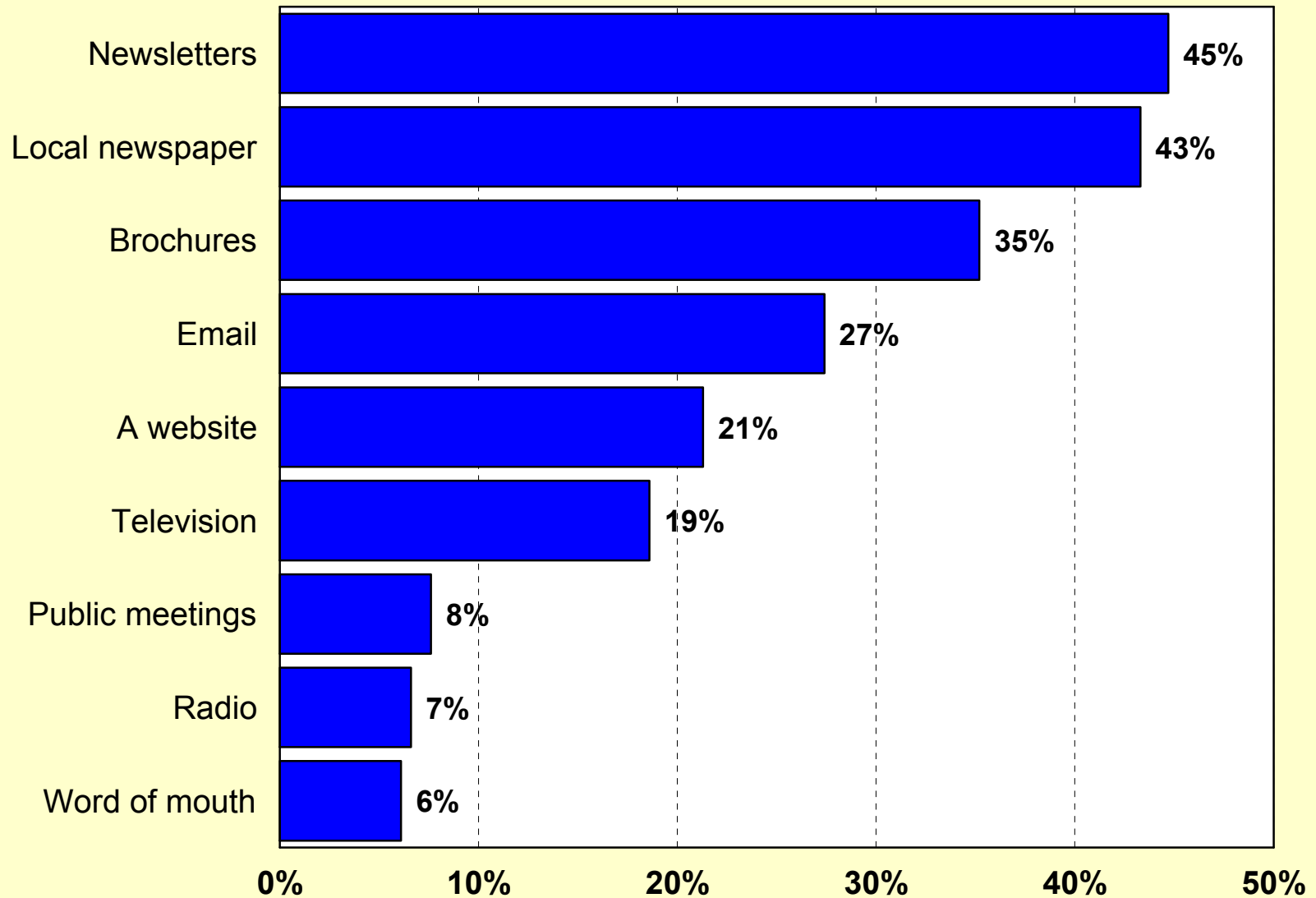
by percentage of respondents



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

## Q2. What is the BEST way for you to receive information about the County and the Platte Profile update?

by percentage of respondents who lived in the county (multiple choices could be made)



Source: ETC Institute (Platte County, Missouri-2007 Platte Profile Plan Survey)

# Summary

- **Overall the Quality of Life in Platte County far exceeds U.S. Benchmarks**

- **Areas of Greatest Resident Satisfaction;**

  - The quality of life in the County

  - The overall quality of County services

  - The quality of customer service from County employees

- **Areas of Strongest Agreement;**

  - Safety improvements should be made to roads and bridges in unincorporated areas of County

  - Maintenance and safety at parks should be a top priority

  - Ensure that the County is prepared for natural disasters or crisis

  - Preservation of the environment is most important to new development

- **Areas of Emphasis in the future based on items with the highest I-S Rating should include;**

  - The maintenance and condition of rural roads and bridges

  - The overall flow of traffic and congestion management

  - The quality of public safety and emergency preparedness

  - Attracting and retaining business and industry

  - Quality of recreation opportunities and green space

**QUESTIONS?**