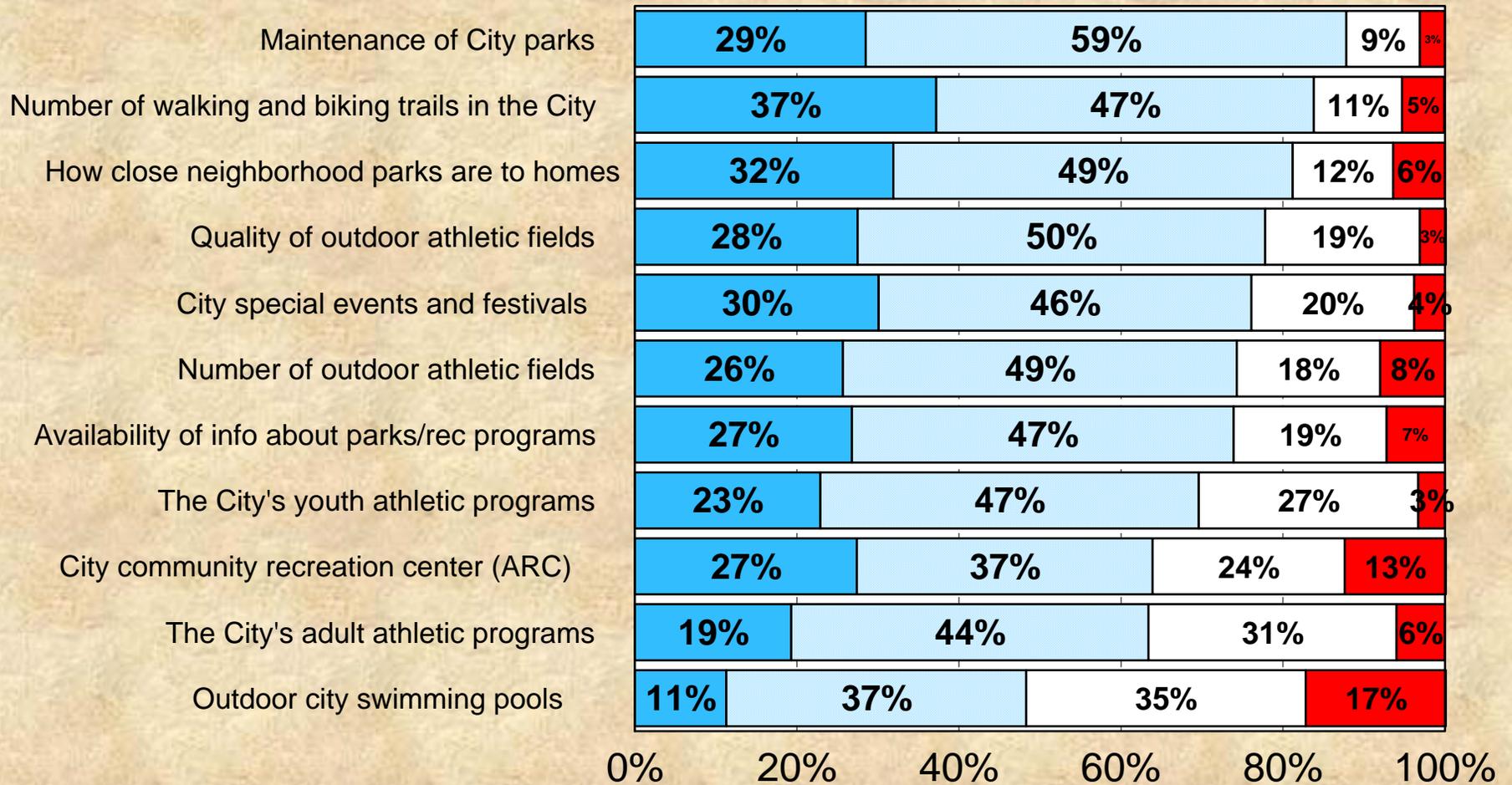


Parks and Recreation

Satisfaction with Various Aspects of Parks and Recreation

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

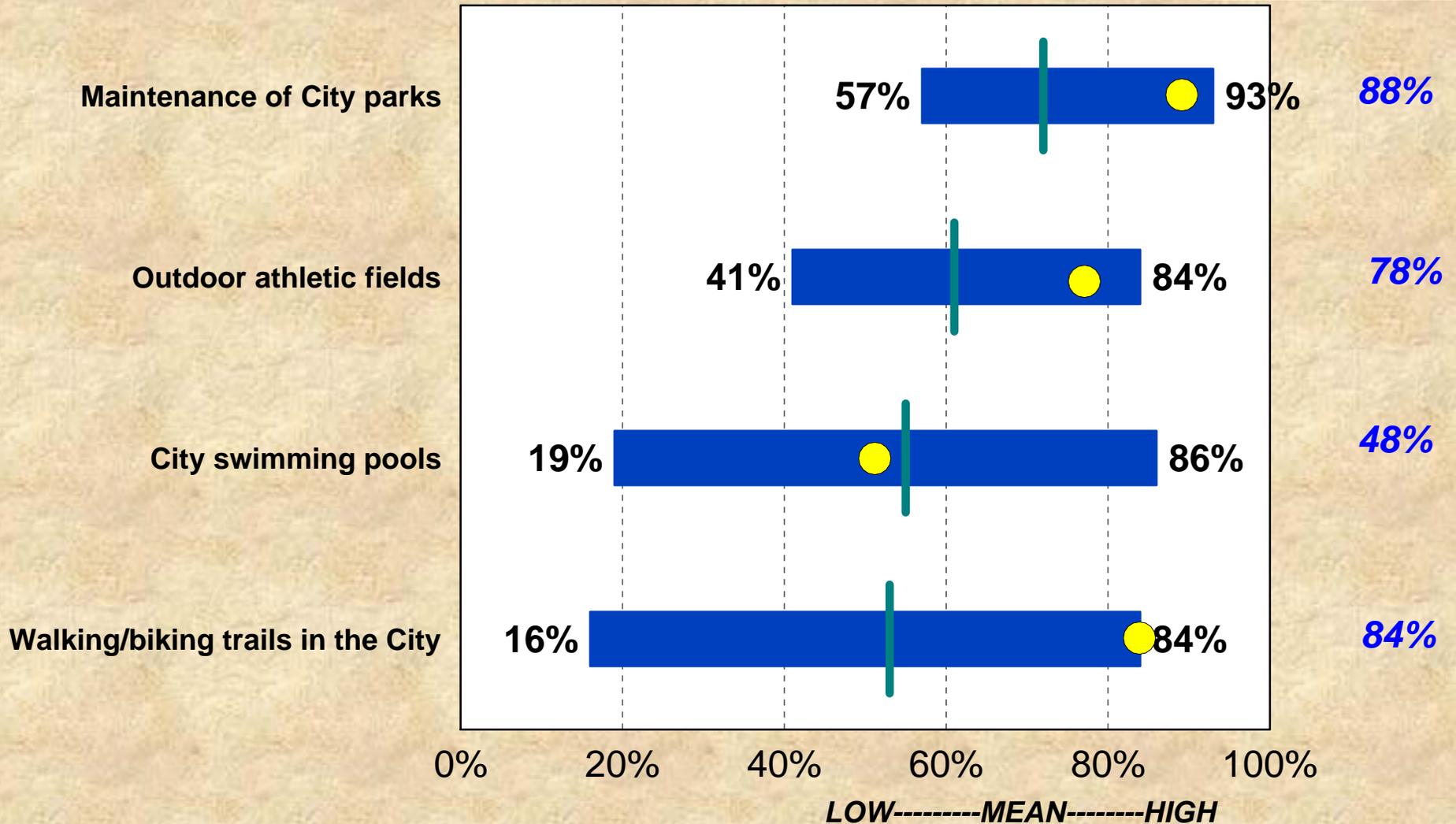


■ Very Satisfied (5)
 ■ Satisfied (4)
 ■ Neutral (3)
 ■ Dissatisfied (1/2)

Satisfaction with Parks and Recreation 2005

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

● Columbia, MO



Source: ETC Institute Survey (May 2005)

Satisfaction with the Maintenance of City Parks (Q6a)

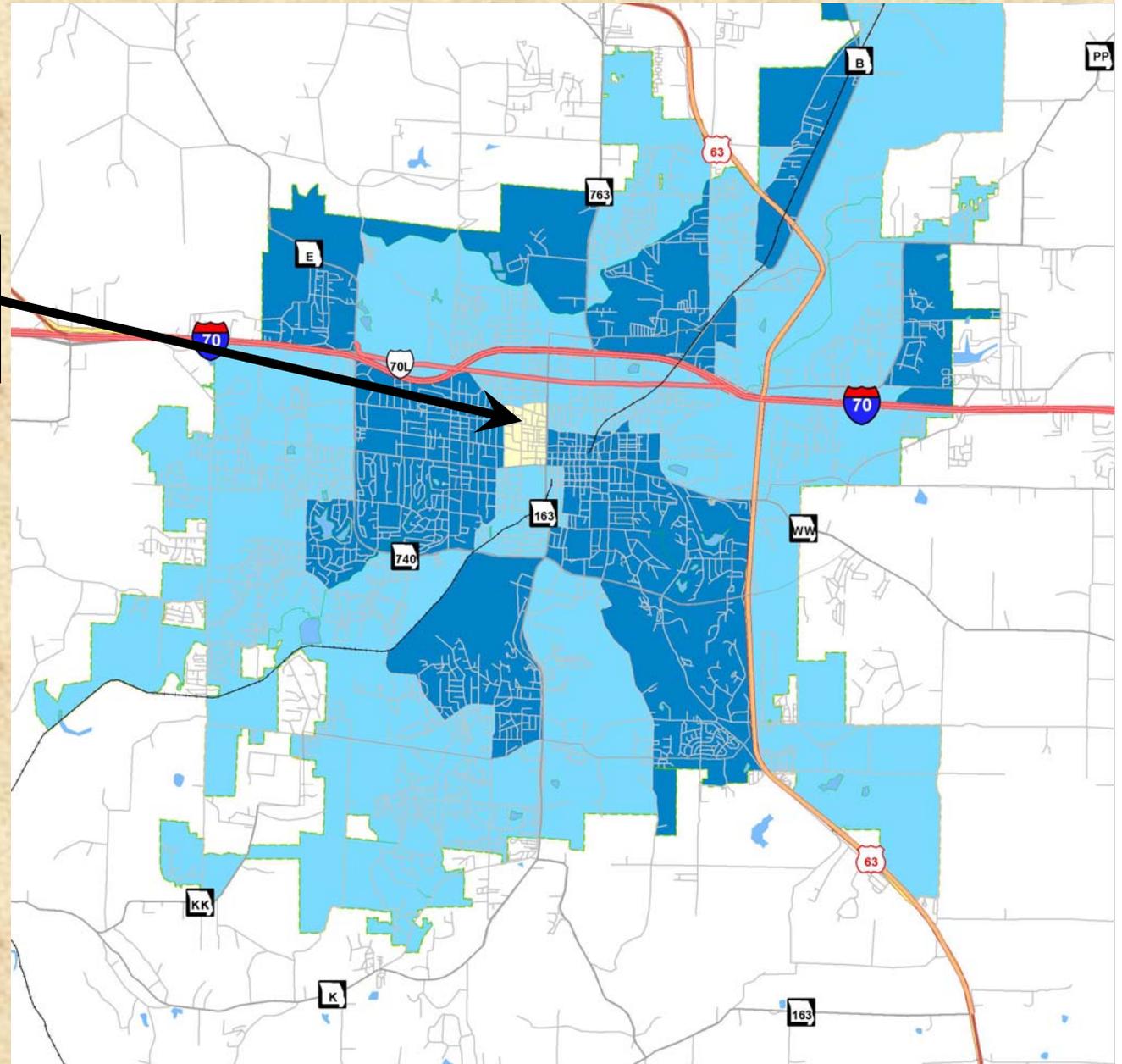
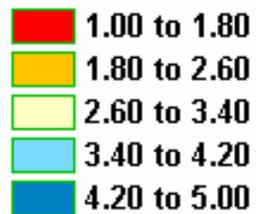
*2005 Columbia
Community Survey*

Potential Areas of
Concern

Mean Rating

1=very unsatisfied
5=very satisfied

LEGEND:



Satisfaction with How Close Neighborhood Parks Are to Resident's Homes (Q6b)

2005 Columbia Community Survey

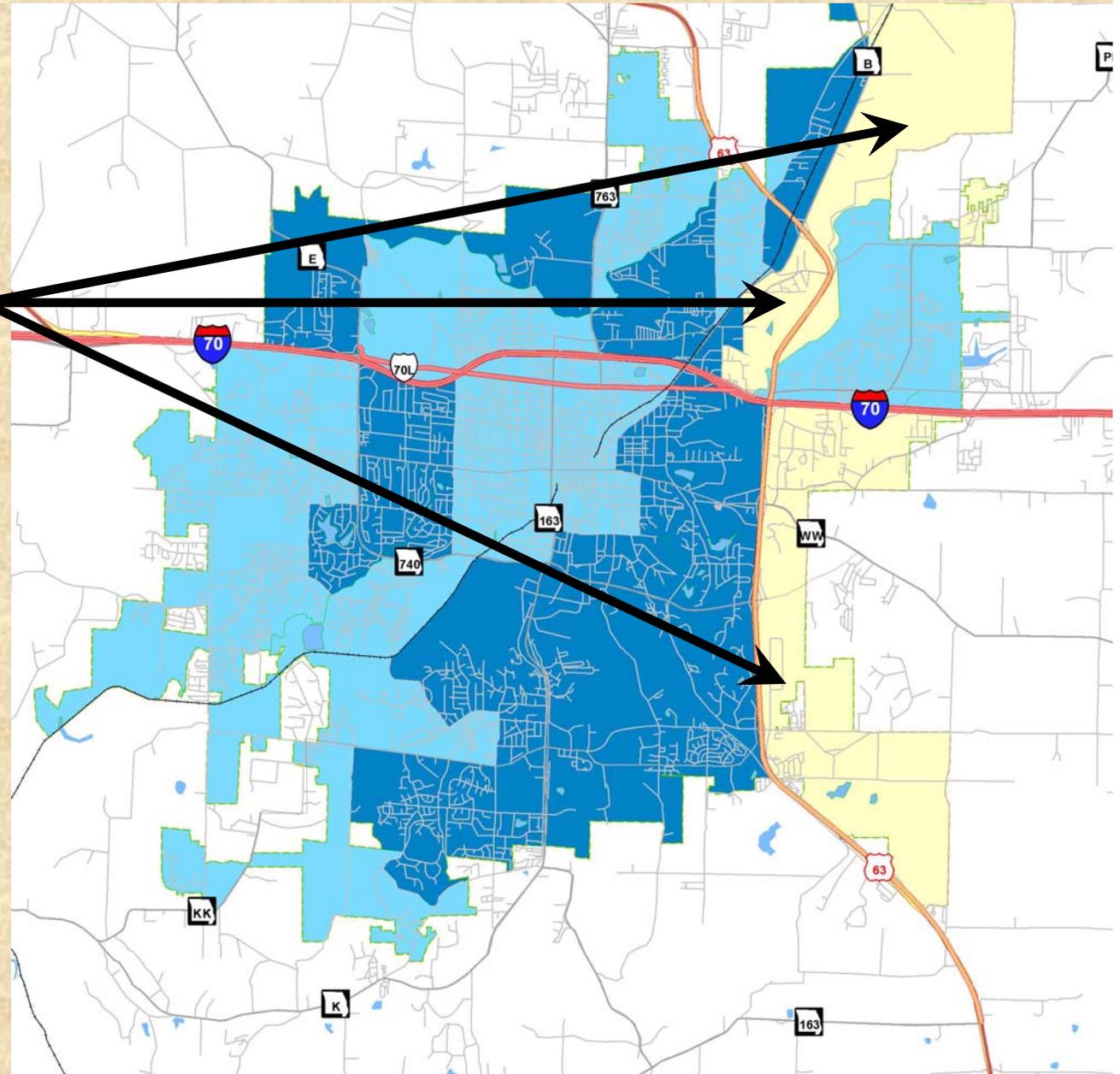
Potential Areas of Concern

Mean Rating

1=very unsatisfied
5=very satisfied

LEGEND:

| | |
|---|--------------|
|  | 1.00 to 1.80 |
|  | 1.80 to 2.60 |
|  | 2.60 to 3.40 |
|  | 3.40 to 4.20 |
|  | 4.20 to 5.00 |



Satisfaction with the Number of Walking and Biking Trails in the City (Q6c)

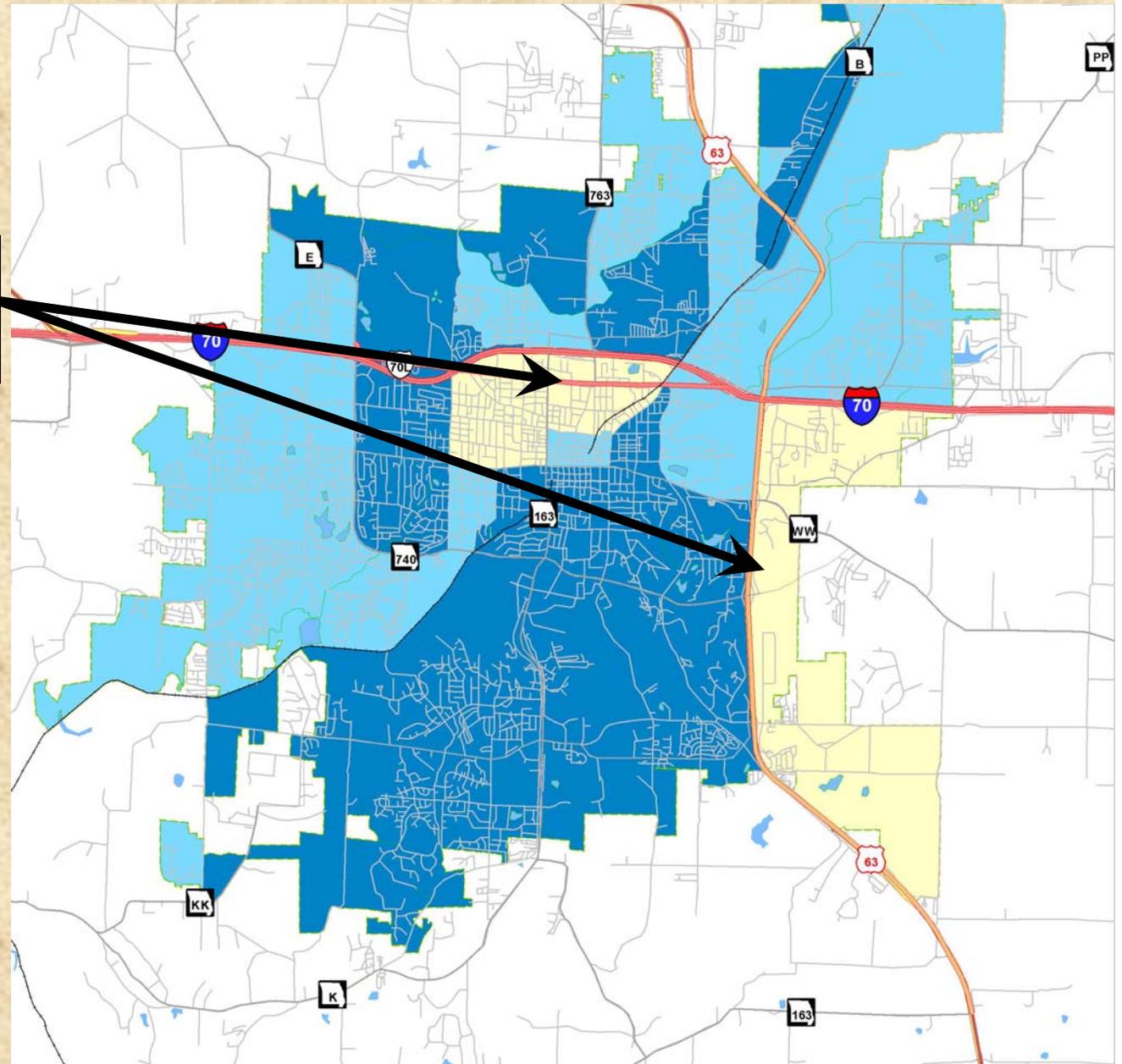
2005 Columbia Community Survey

Potential Areas of Concern

Mean Rating

1=very unsatisfied
5=very satisfied

LEGEND:



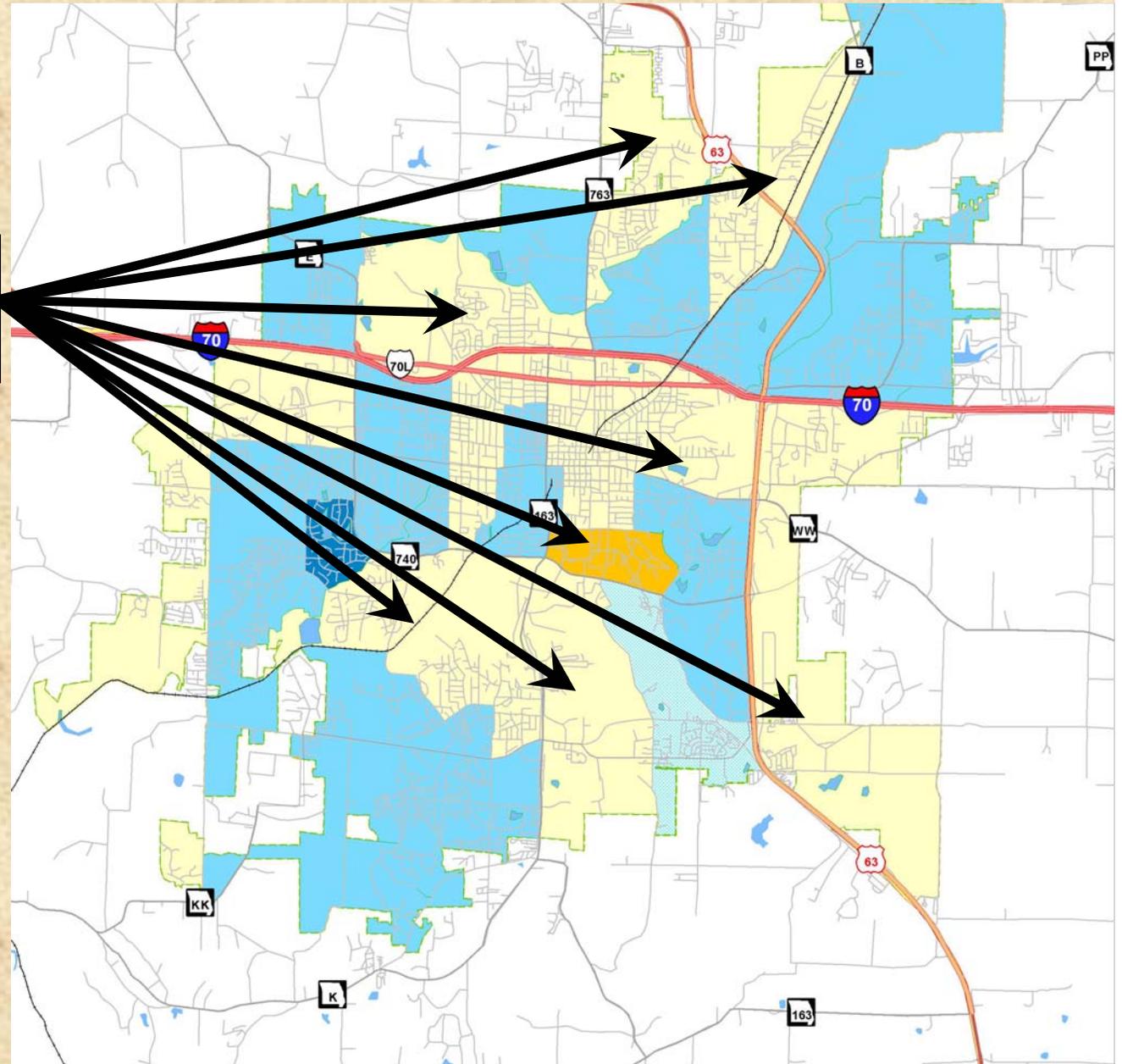
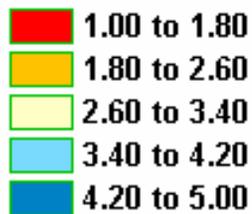
Satisfaction with the City's Outdoor Swimming Pools (Q6j)

*2005 Columbia
Community Survey*

Potential Areas of
Concern

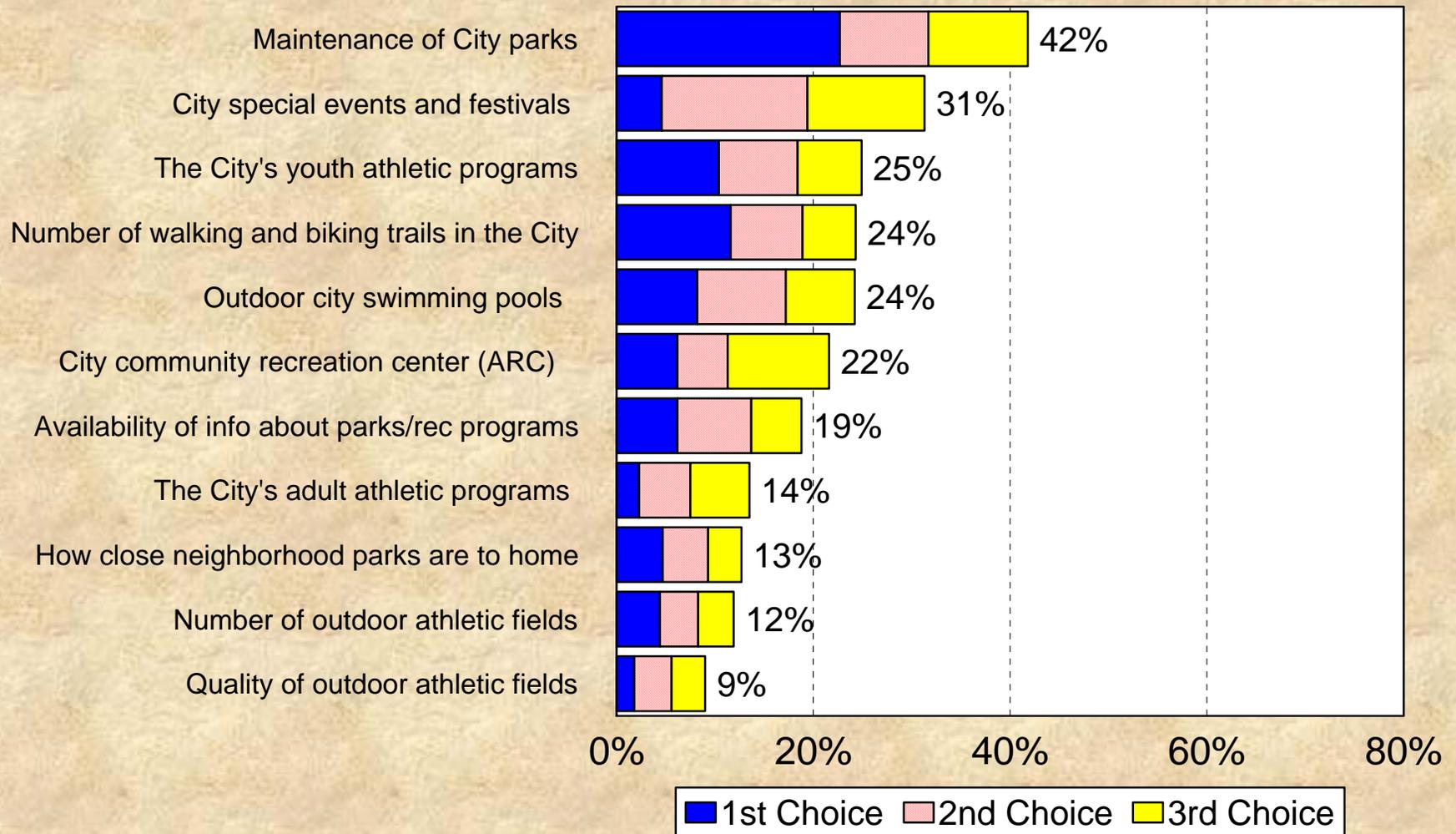
Mean Rating
1=very unsatisfied
5=very satisfied

LEGEND:



Parks and Recreation Services That Residents Thought 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: ETC Institute DirectionFinder (2005 - Columbia, MO)

Importance-Satisfaction Rating

City of Columbia

PARKS and RECREATION

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Outdoor City Swimming pools | 24% | 5 | 48% | 11 | 0.1248 | 1 |
| <i>Medium Priority (IS <.10)</i> | | | | | | |
| City Community Centers (ARC) | 22% | 6 | 64% | 9 | 0.0792 | 2 |
| The City's youth athletic programs | 25% | 3 | 70% | 8 | 0.0750 | 3 |
| City special events and festivals | 31% | 2 | 76% | 5 | 0.0744 | 4 |
| The City's adult athletic programs | 14% | 8 | 63% | 10 | 0.0518 | 5 |
| Maintenance of City parks | 42% | 1 | 88% | 1 | 0.0504 | 6 |
| Availability of info about parks/rec programs | 19% | 7 | 74% | 7 | 0.0494 | 7 |
| Number of walking/biking trails | 24% | 4 | 84% | 2 | 0.0384 | 8 |
| The number of outdoor athletic fields | 12% | 10 | 74% | 6 | 0.0312 | 9 |
| How close neighborhood parks are to home | 13% | 9 | 81% | 3 | 0.0247 | 10 |
| Quality of outdoor athletic fields | 9% | 11 | 78% | 4 | 0.0198 | 11 |