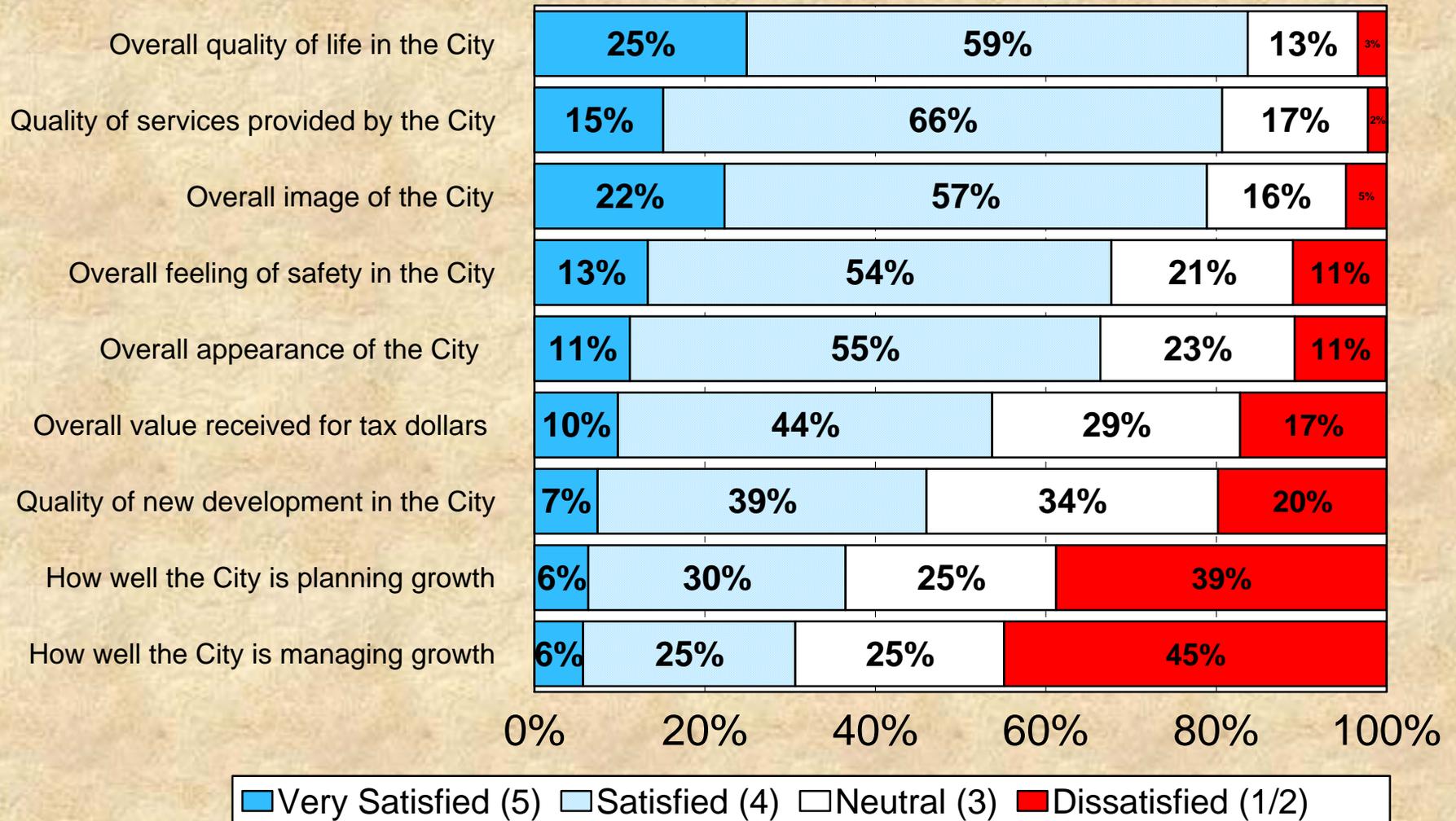


Perceptions of the City

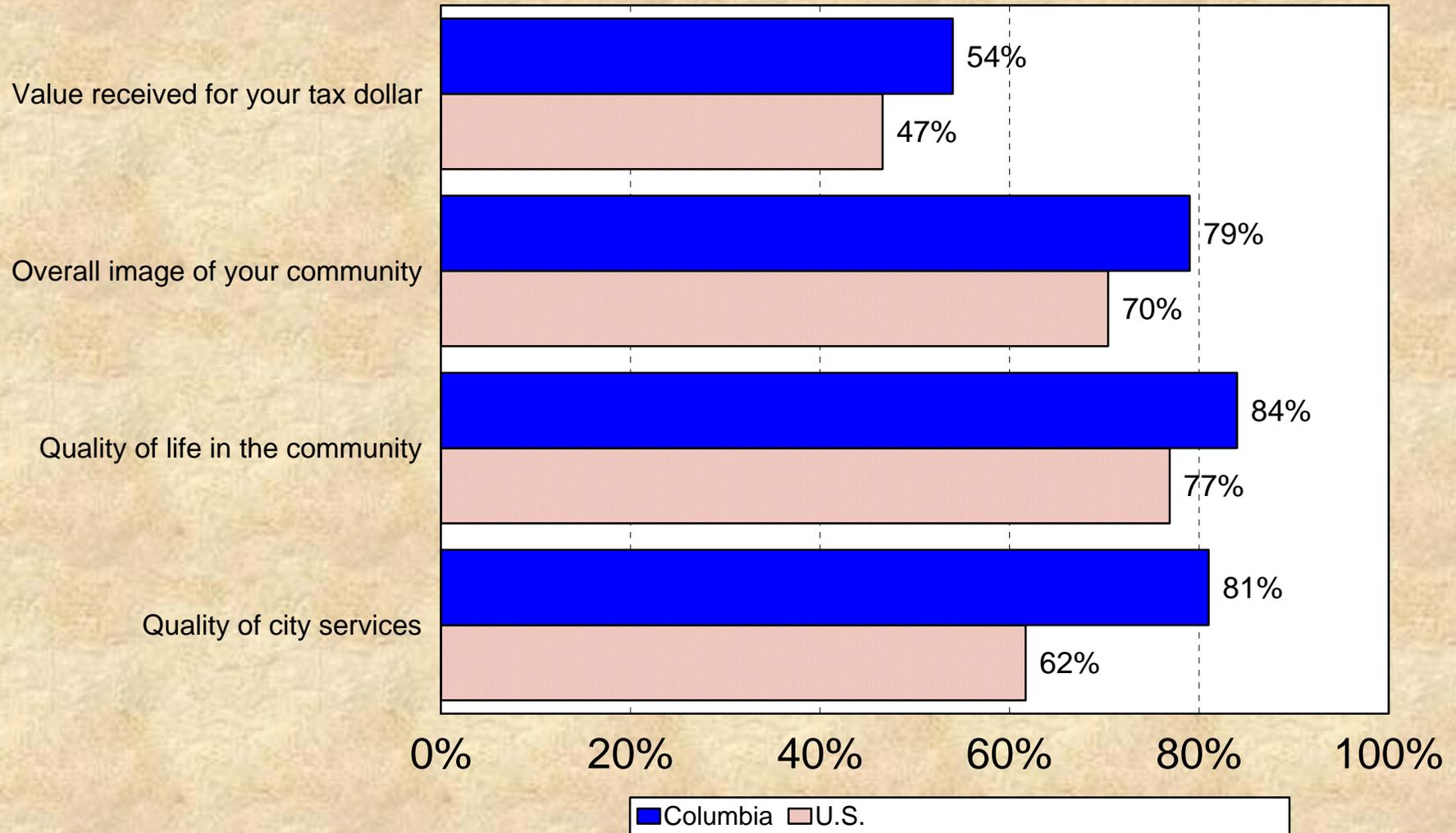
Satisfaction With Items That Influence the Perception Residents Have of the City

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



Overall Satisfaction with the City Columbia 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"
excluding don't knows



Source: ETC Institute Survey (May 2005)

National Benchmarking Data - All Communities

Overall Satisfaction with the Quality of City Services (Q3a)

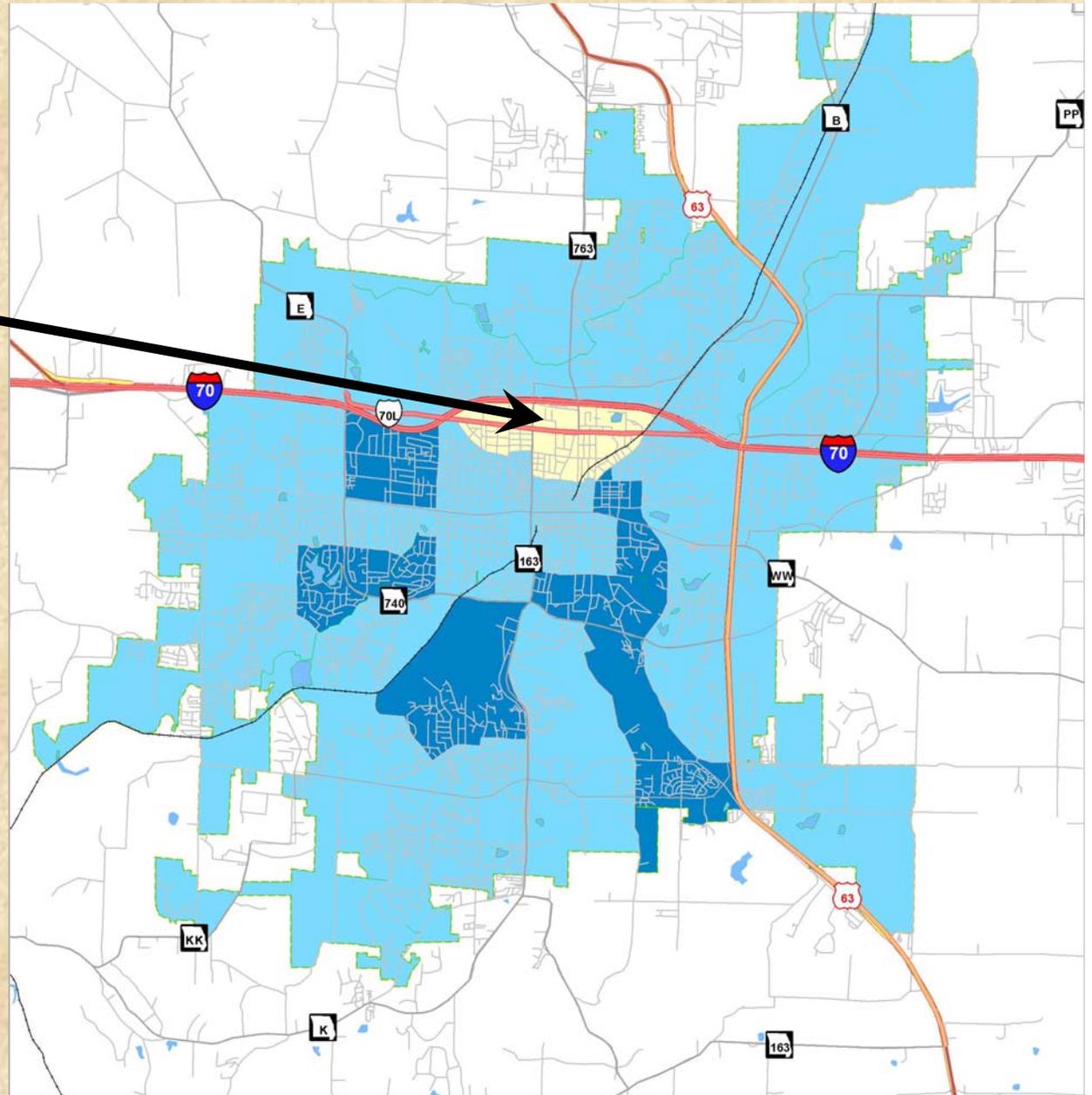
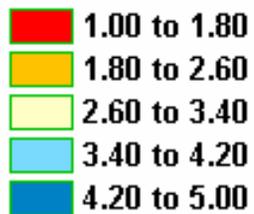
*2005 Columbia
Community Survey*

Potential Areas of
Concern

Mean Rating

1=very unsatisfied
5=very satisfied

LEGEND:



Overall Feeling of safety in the City (Q3g)

*2005 Columbia
Community Survey*

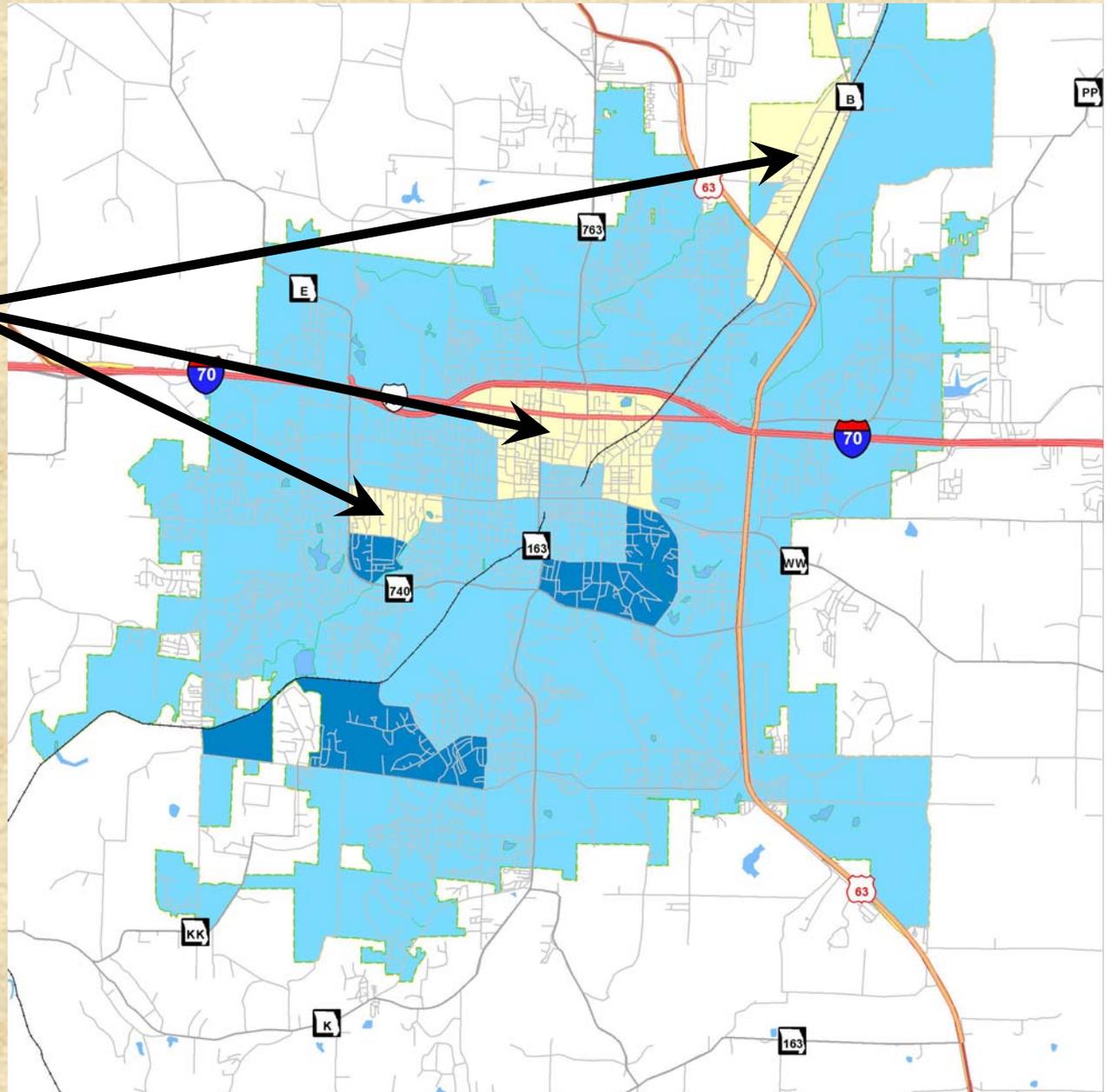
Potential Areas of
Concern

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



Overall Quality of New Development in the City (Q3h)

*2005 Columbia
Community Survey*

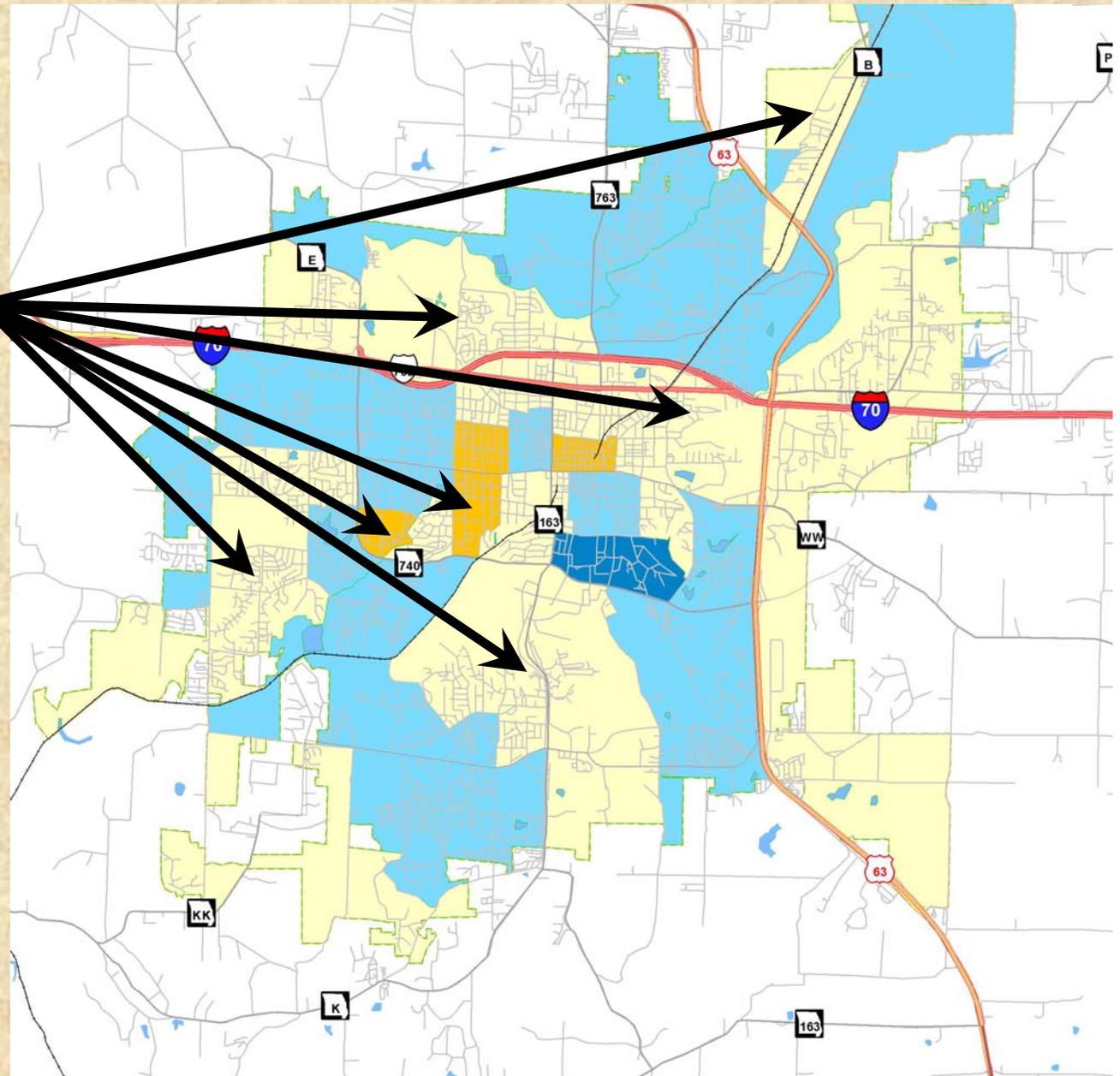
Potential Areas of
Concern

Mean Rating

1=very unsatisfied
5=very satisfied

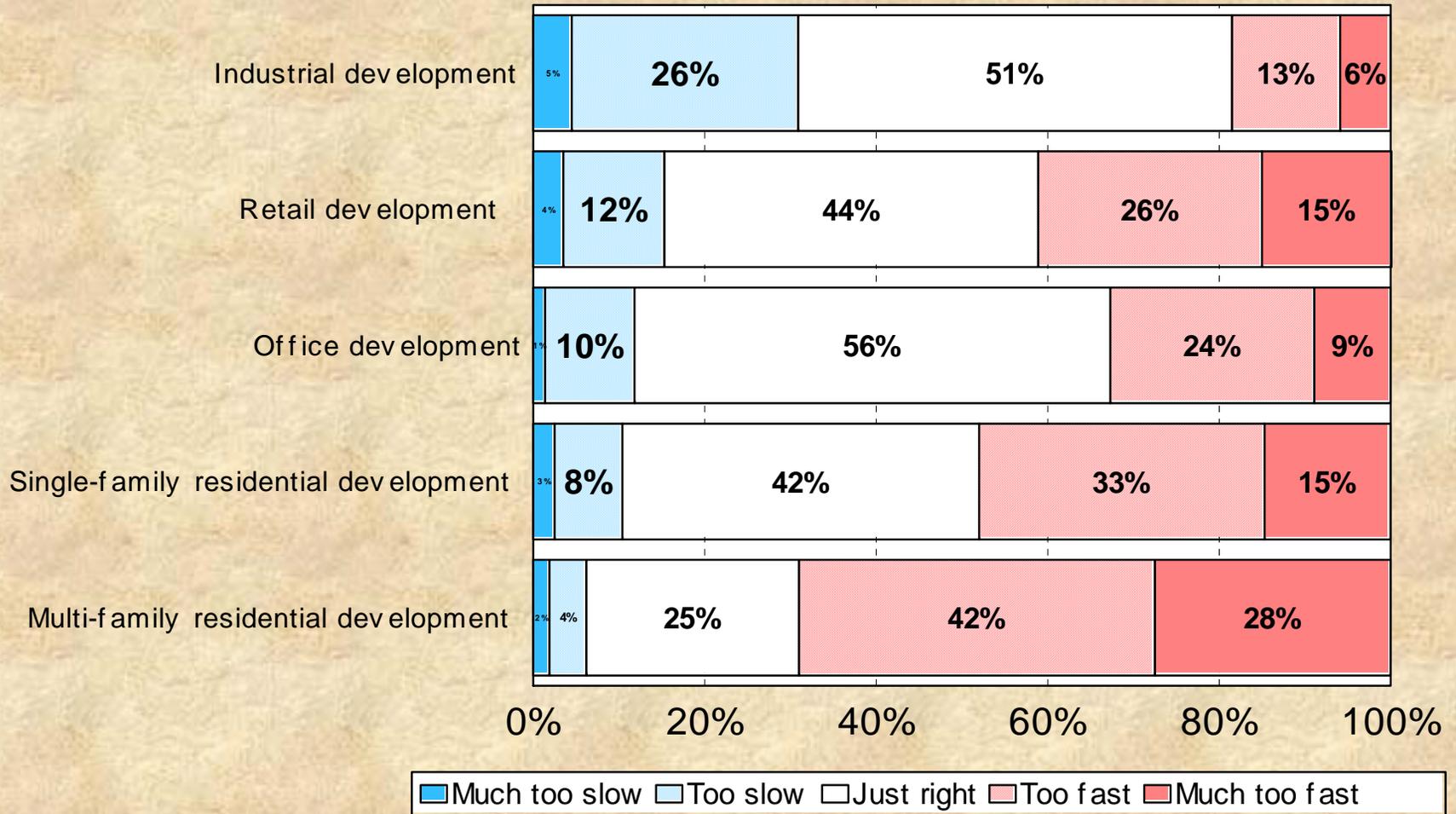
LEGEND:

	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



How Residents Rated the City's Current Pace of Development in Various Areas

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



Source: ETC Institute DirectionFinder (2005 - Columbia, MO)