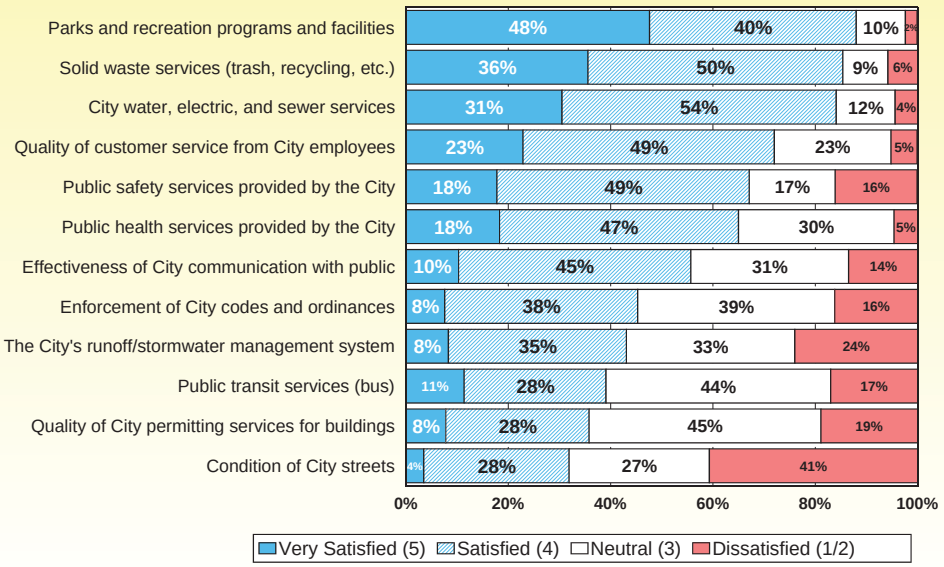
Section 1:
Charts and Graphs

City of Columbia

2015 DirectionFinder Survey Results

Q1. Overall Satisfaction with City Services by Major Category

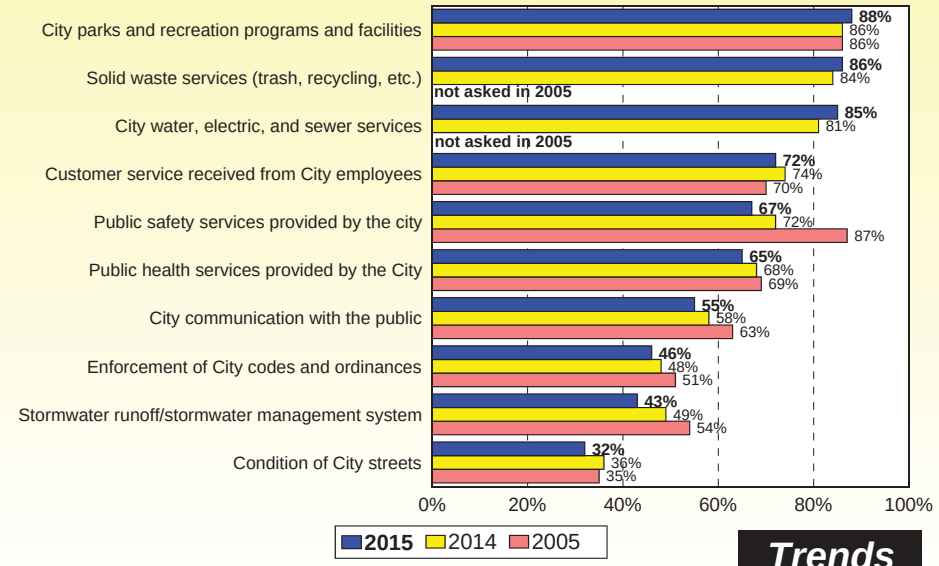
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Overall Satisfaction with City Services by Major Category - *2005 to 2015*

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

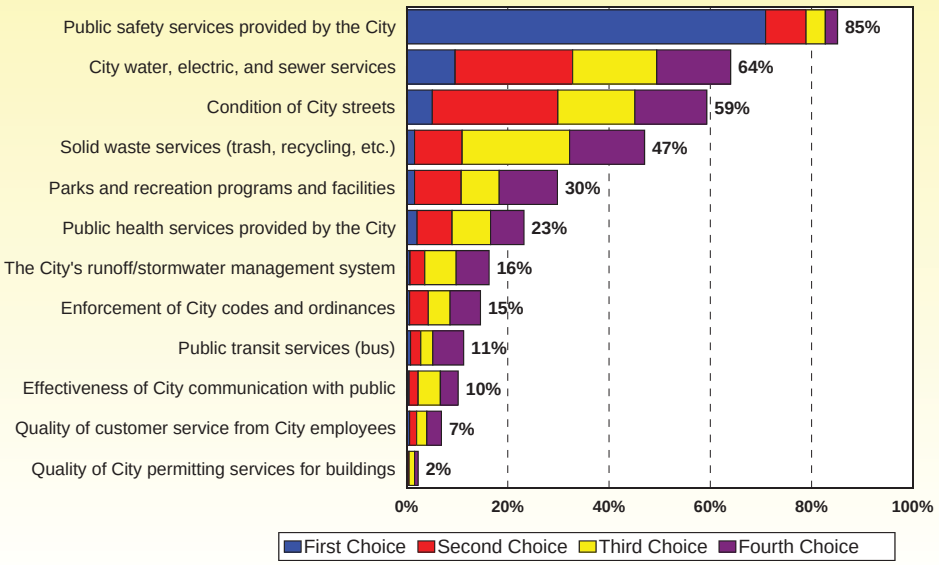


Trends

Source: ETC Institute (2015)

Q2. Major City Services That Residents Think Are Most Important for the City to Provide

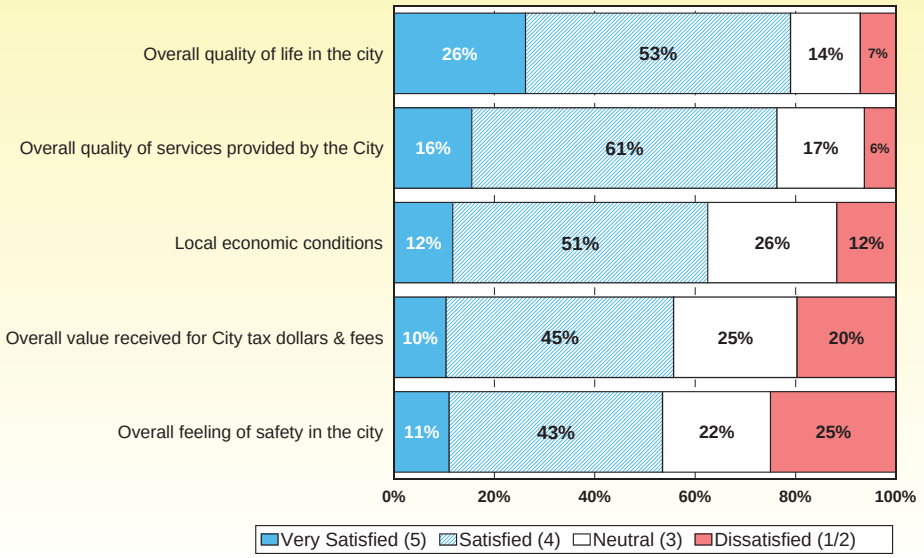
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2015)

Q3. Satisfaction with Items That Influence Perception Residents Have of the City

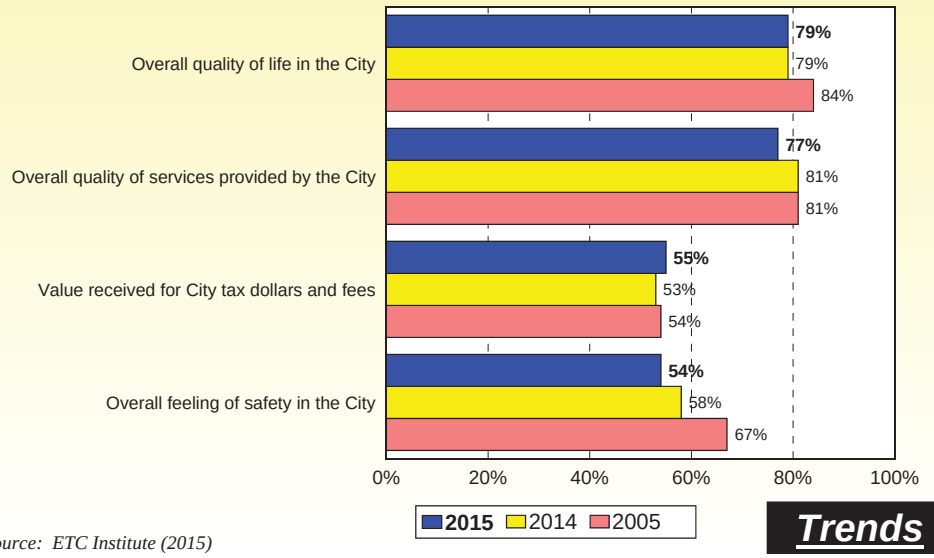
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

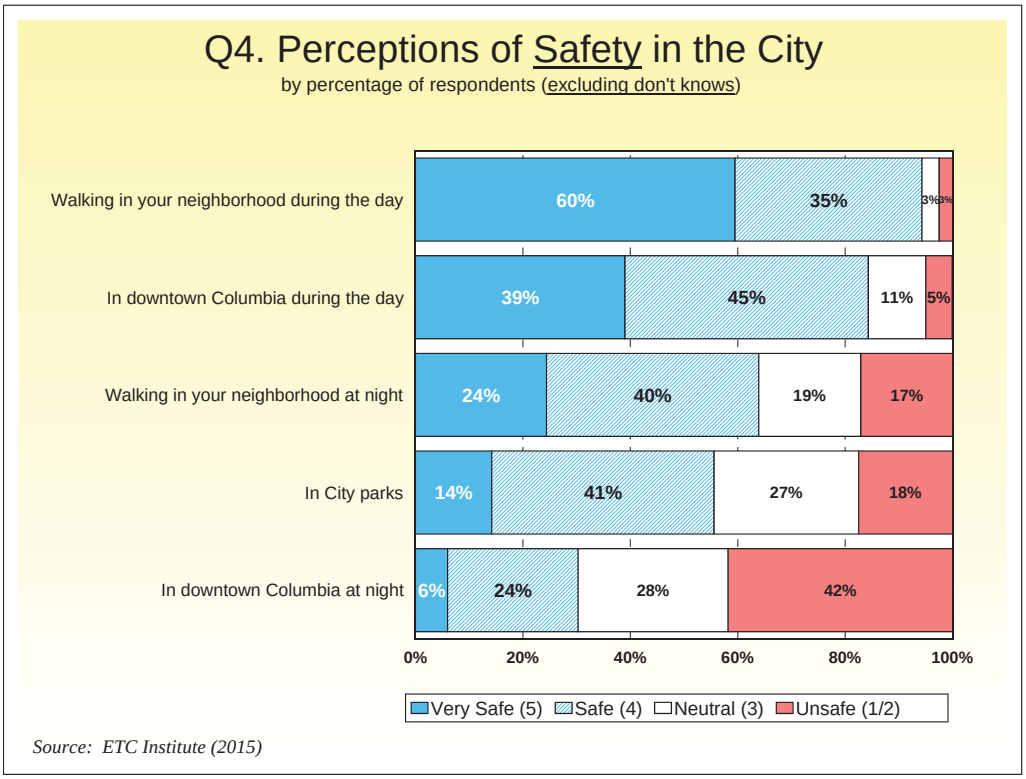
Satisfaction with Items That Influence Perception Residents Have of the City *2005 to 2015*

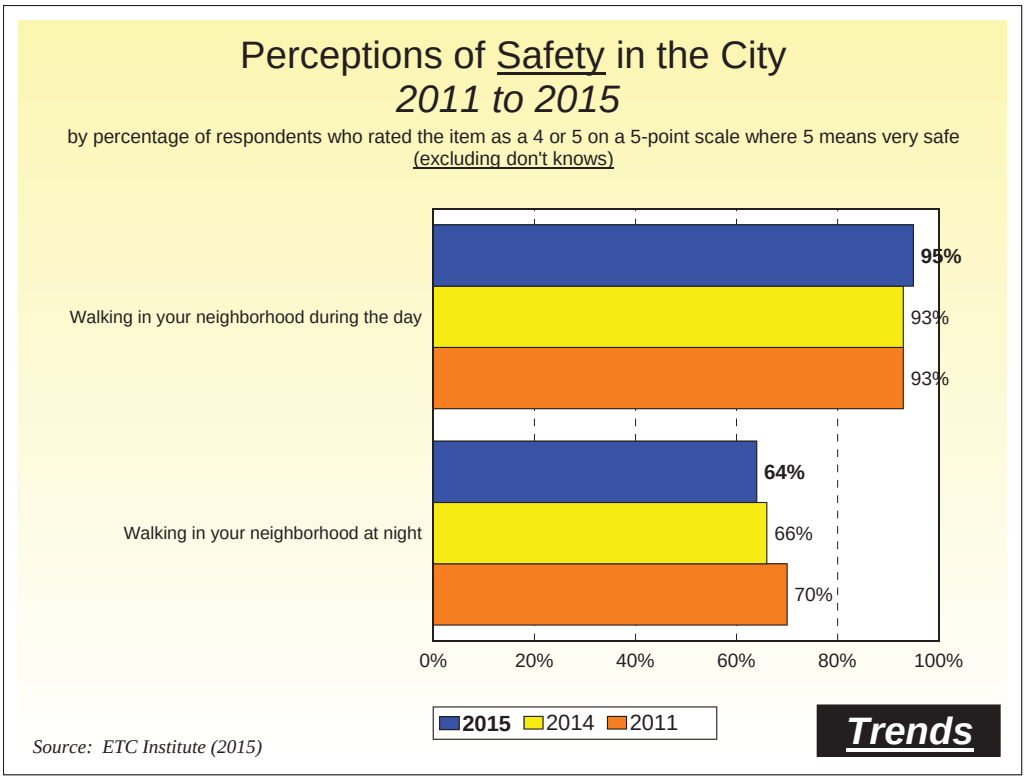
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied (excluding don't knows)

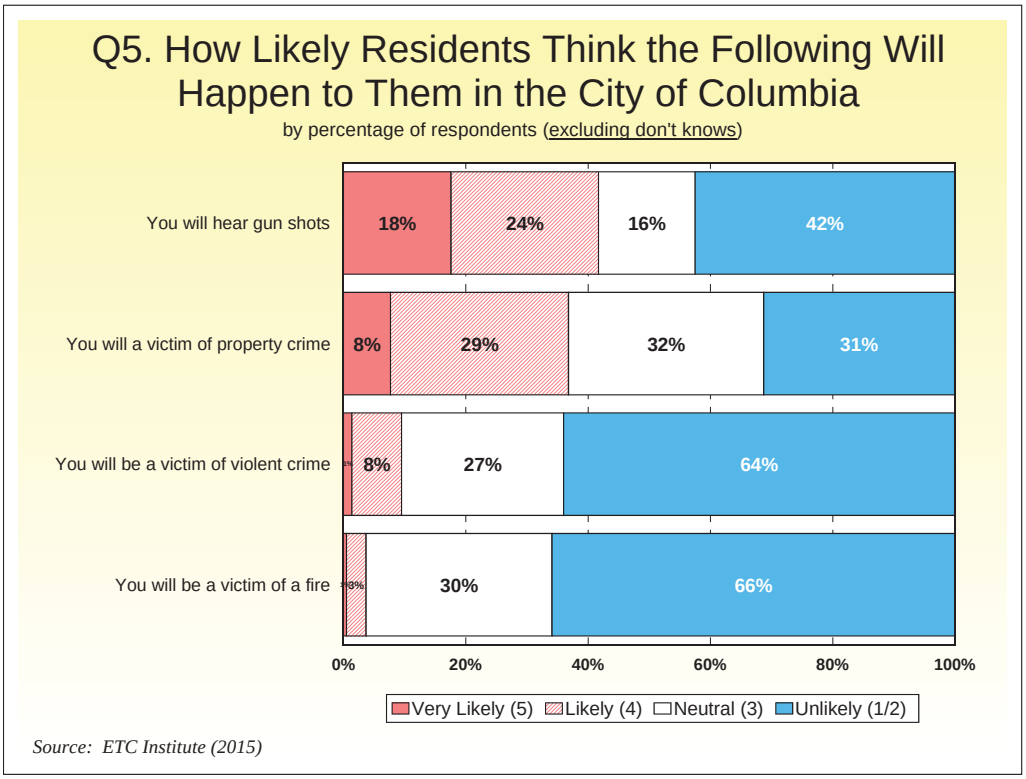


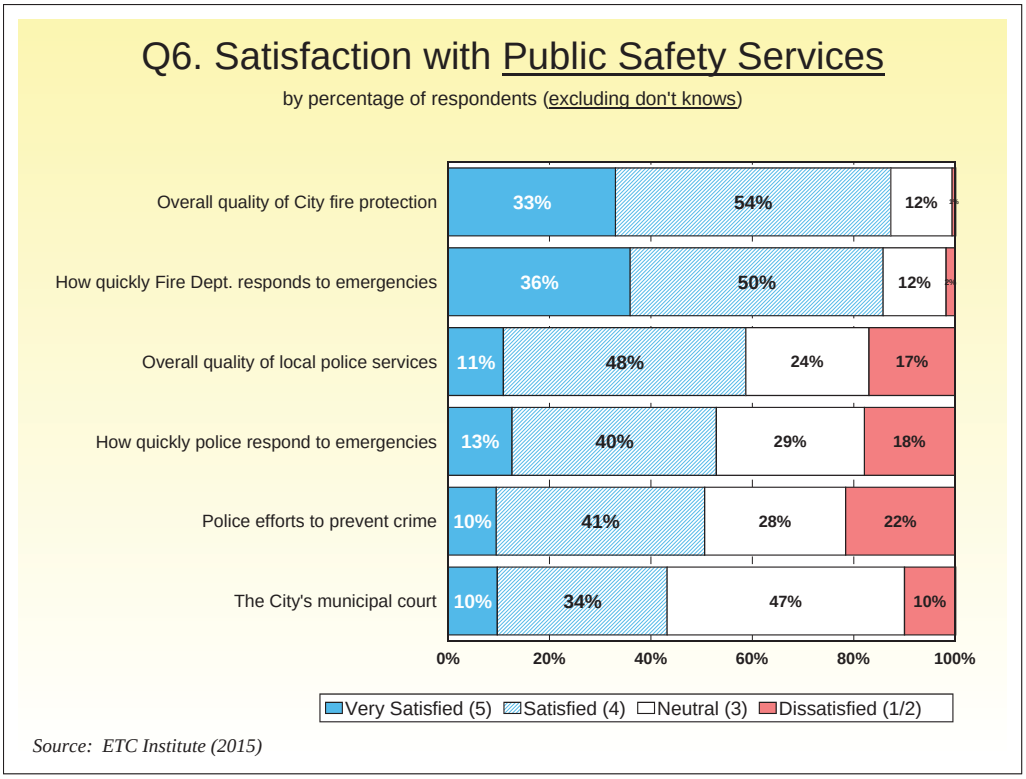
Trends

Source: ETC Institute (2015)


Q4. Perceptions of Safety in the City
by percentage of respondents (excluding don't knows)
Walking in your neighborhood during the day
60%
35%
3%
3%
In downtown Columbia during the day
39%
45%
11%
5%
Walking in your neighborhood at night
24%
40%
19%
17%
In City parks
14%
41%
27%
18%
In downtown Columbia at night
6%
24%
28%
42%
0%
20%
40%
60%
80%
100%
Very Safe (5)
Safe (4)
Neutral (3)
Unsafe (1/2)
Source: ETC Institute (2015)

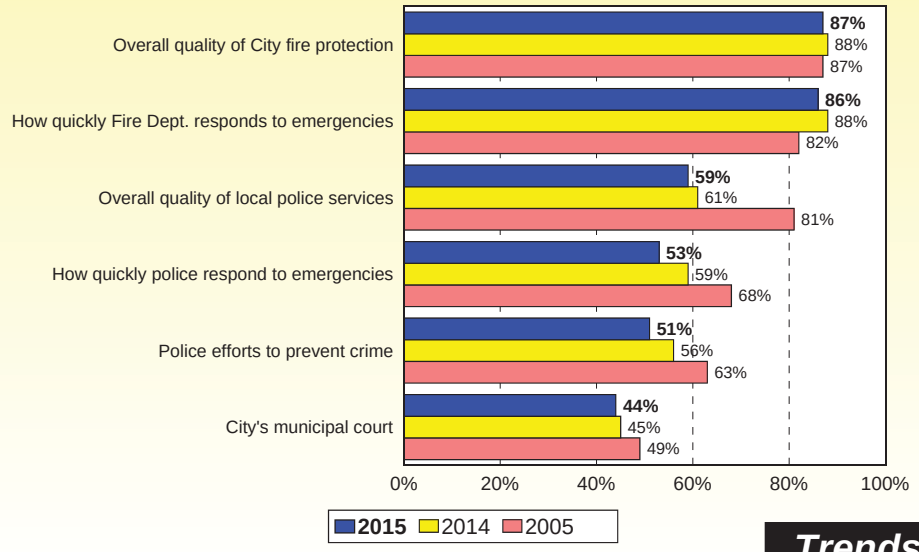

Perceptions of Safety in the City
2011 to 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very safe
(excluding don't knows)
Walking in your neighborhood during the day
95%
93%
93%
Walking in your neighborhood at night
64%
66%
70%
0%
20%
40%
60%
80%
100%
2015
2014
2011
Trends
Source: ETC Institute (2015)


Q5. How Likely Residents Think the Following Will Happen to Them in the City of Columbia
by percentage of respondents (excluding don't knows)
You will hear gun shots
18%
24%
16%
42%
You will a victim of property crime
8%
29%
32%
31%
You will be a victim of violent crime
8%
27%
64%
You will be a victim of a fire
30%
66%
0%
20%
40%
60%
80%
100%
Very Likely (5)
Likely (4)
Neutral (3)
Unlikely (1/2)
Source: ETC Institute (2015)


Q6. Satisfaction with Public Safety Services
by percentage of respondents (excluding don't knows)
Overall quality of City fire protection
33%
54%
12%
How quickly Fire Dept. responds to emergencies
36%
50%
12%
Overall quality of local police services
11%
48%
24%
17%
How quickly police respond to emergencies
13%
40%
29%
18%
Police efforts to prevent crime
10%
41%
28%
22%
The City's municipal court
10%
34%
47%
10%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015)

Satisfaction with Public Safety Services
2005 to 2015

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

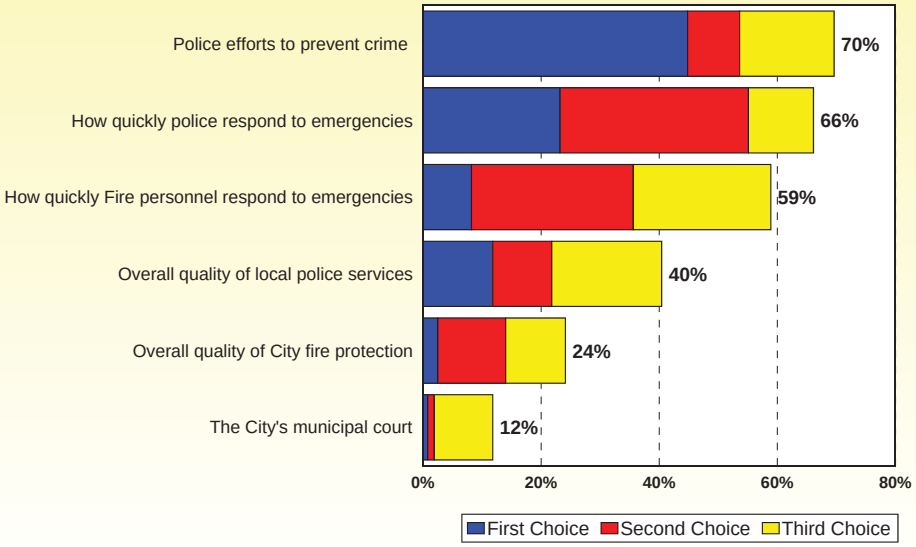


Trends

Source: ETC Institute (2015)

Q7. Public Safety Services That Residents Think Are Most Important for the City to Provide

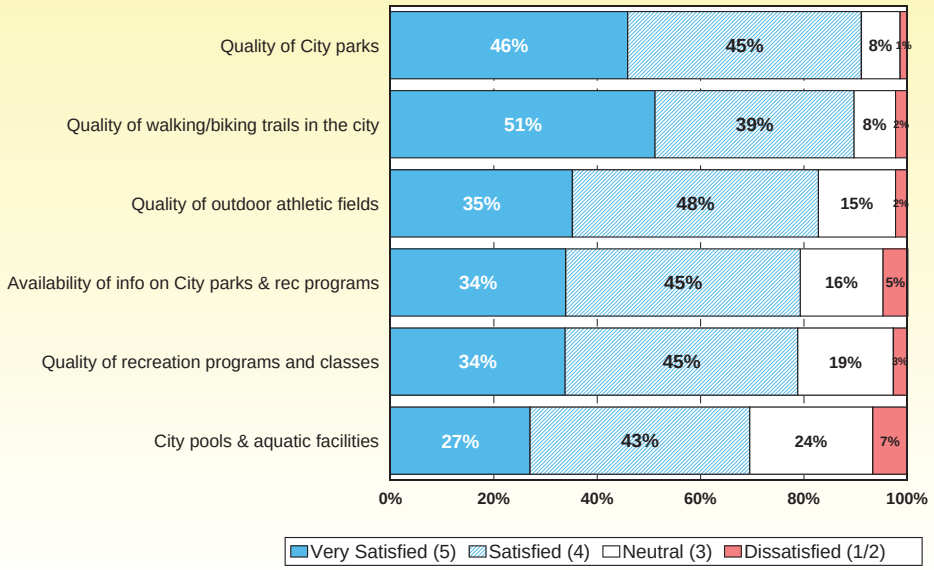
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q8. Satisfaction with Parks and Recreation Services

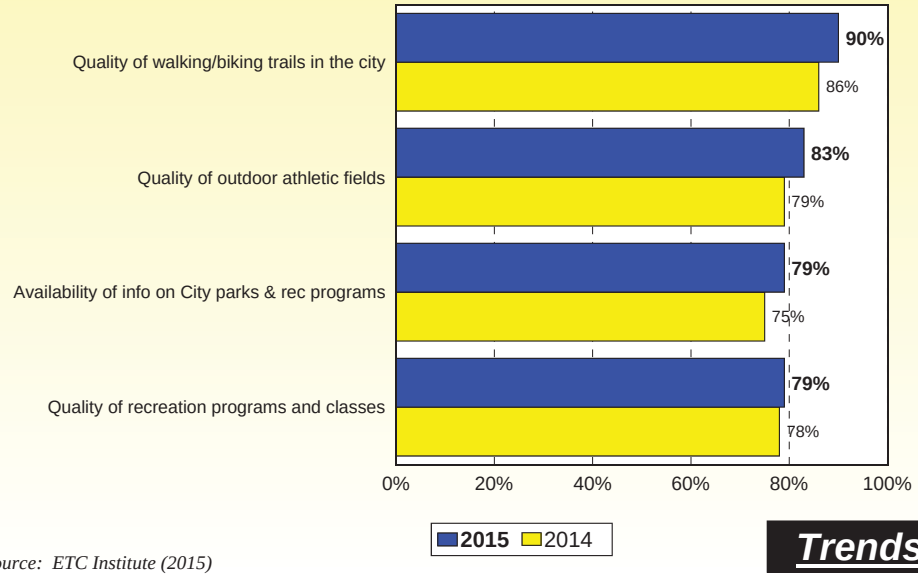
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Parks and Recreation Services
2014 vs. 2015

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

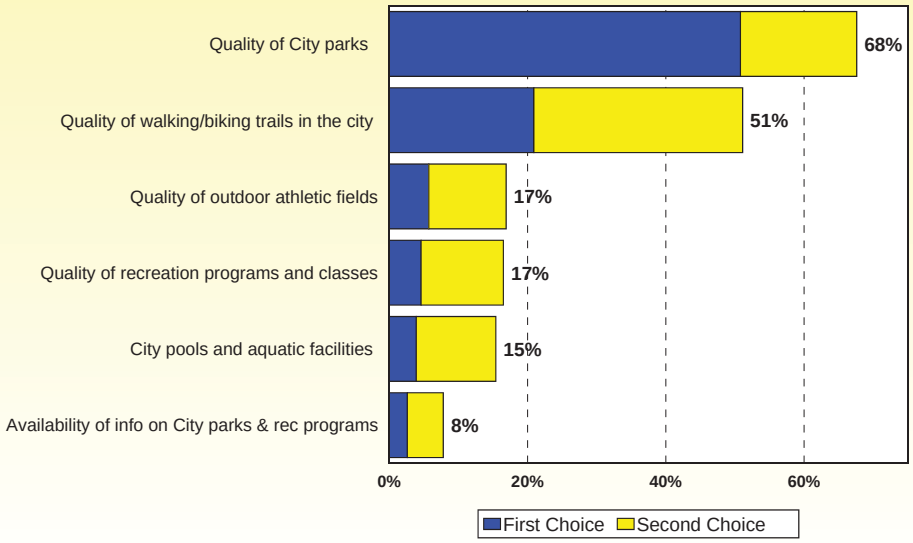


Trends

Source: ETC Institute (2015)

Q9. Parks and Recreation Services That Residents Think Are Most Important for the City to Provide

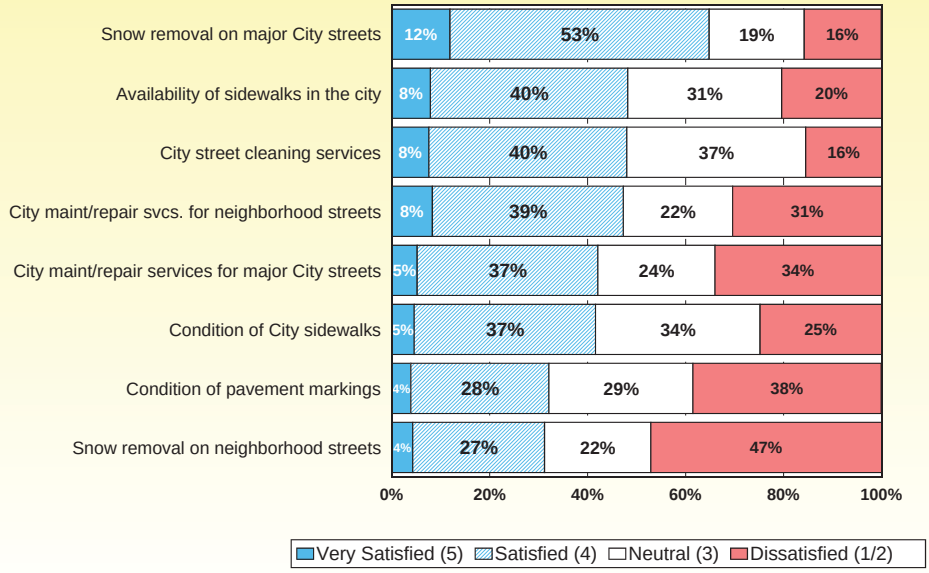
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2015)

Q10. Satisfaction with Streets and Sidewalks

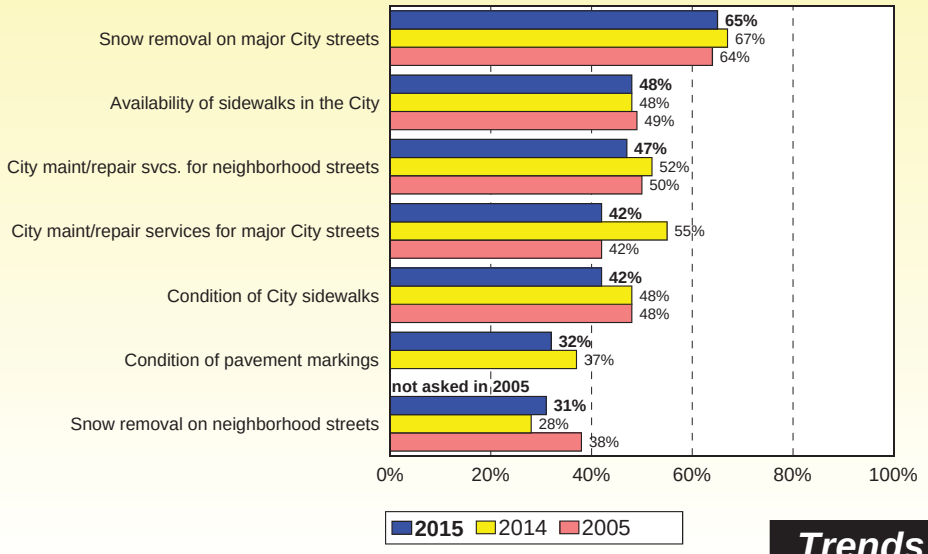
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Streets and Sidewalks
2005 to 2015

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

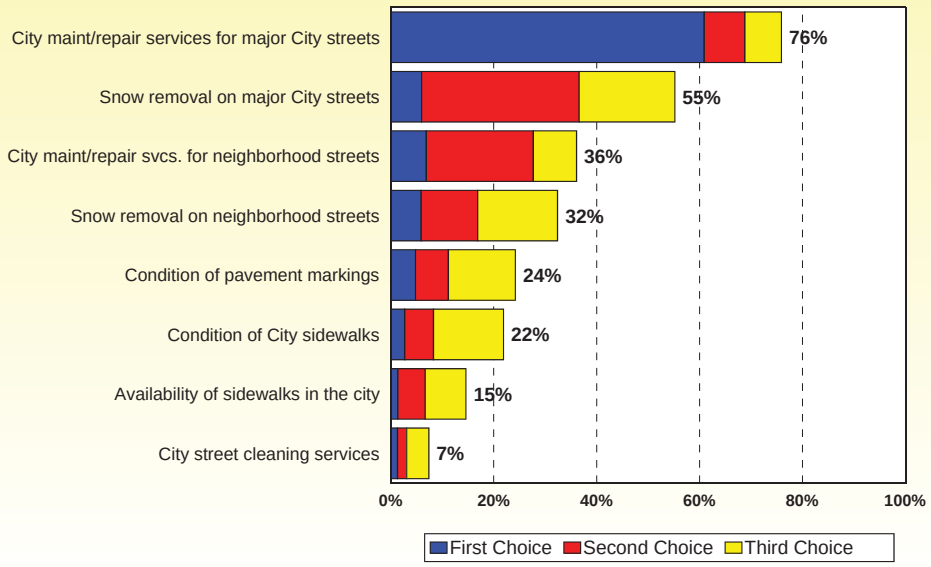


Trends

Source: ETC Institute (2015)

Q11. Streets and Sidewalk Services That Residents Think Are Most Important for the City to Provide

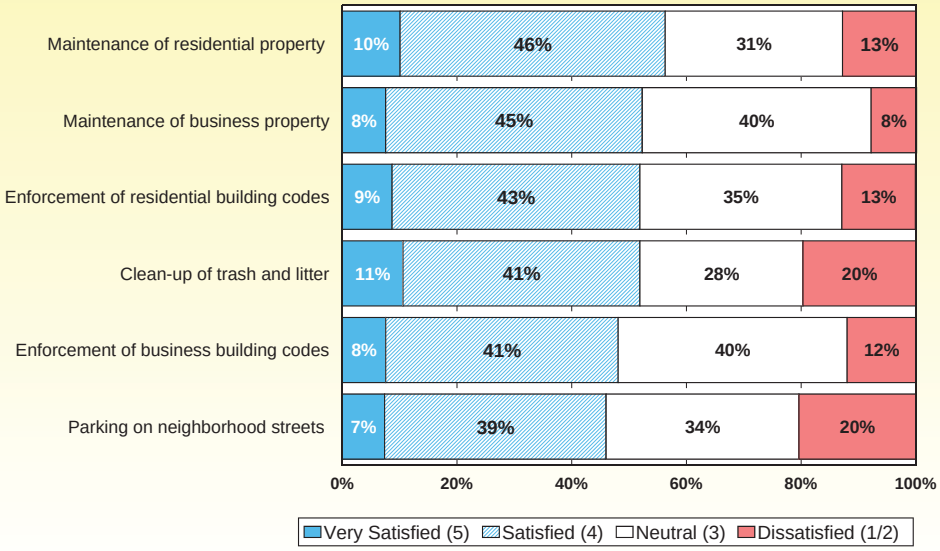
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q12. Satisfaction with Code Enforcement and Neighborhood Services

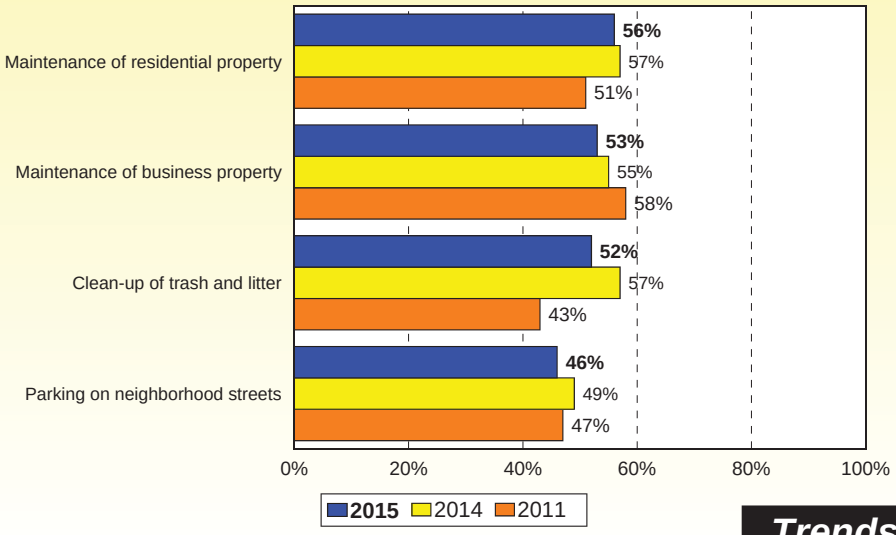
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Satisfaction with Code Enforcement and Neighborhood Services - *2011 to 2015*

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

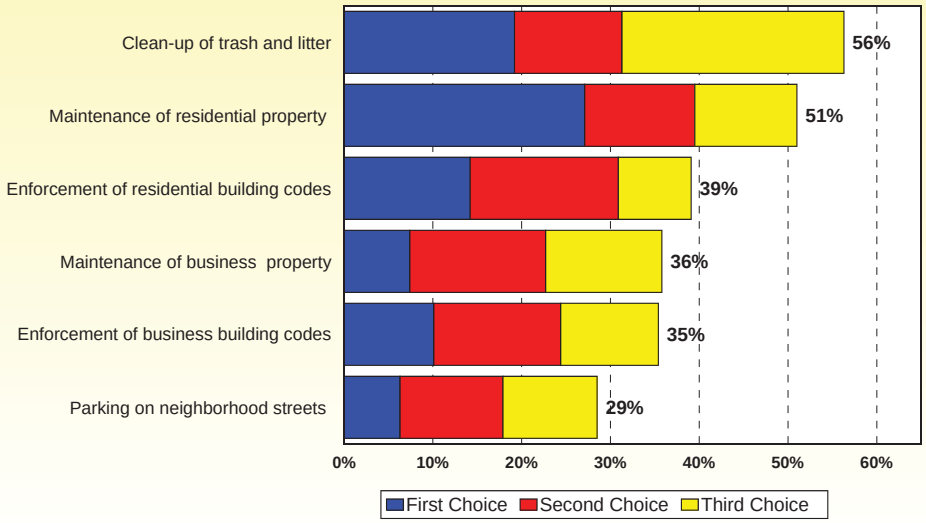


Trends

Source: ETC Institute (2015)

Q13. Code Enforcement and Neighborhood Services That Residents Think Are Most Important for the City to Provide

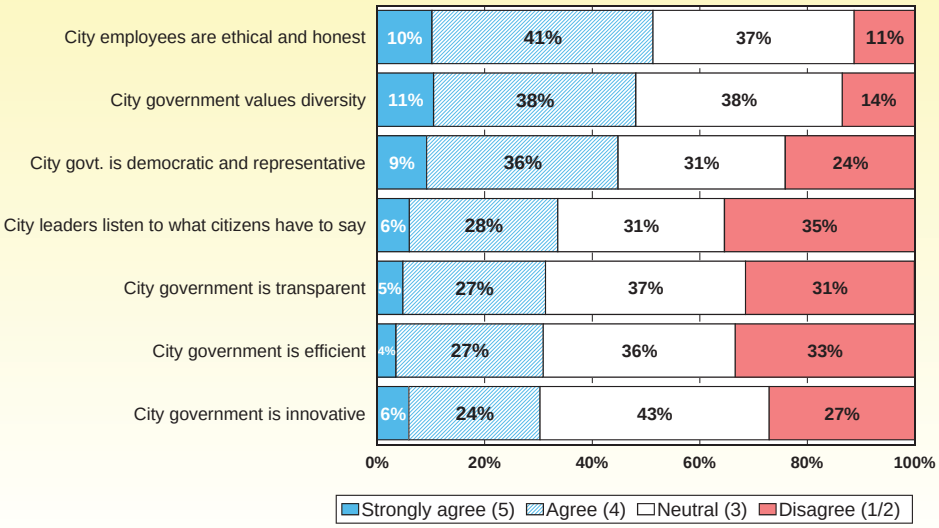
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q14. Agreement with Various Statements Regarding Columbia's City Government

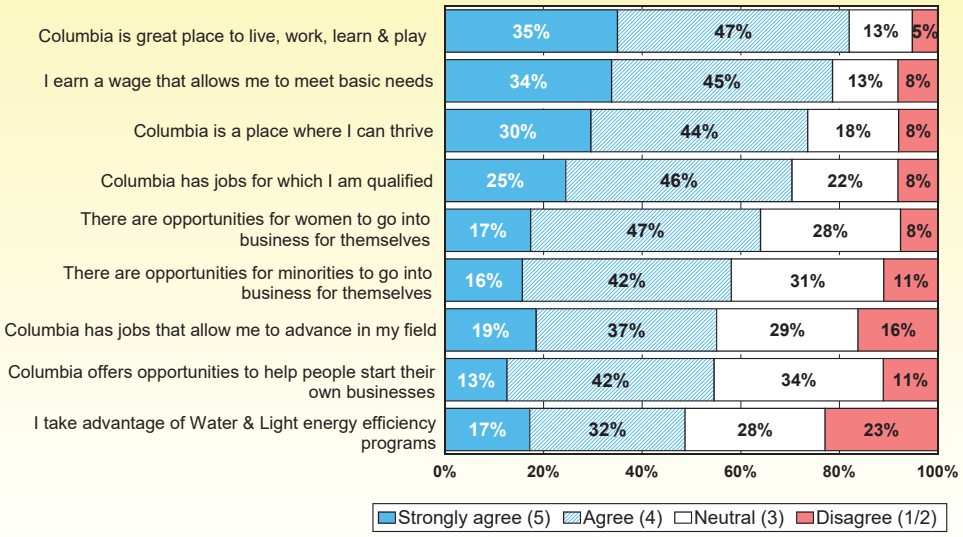
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q15. Agreement with Various Statements Regarding Personal Well-Being

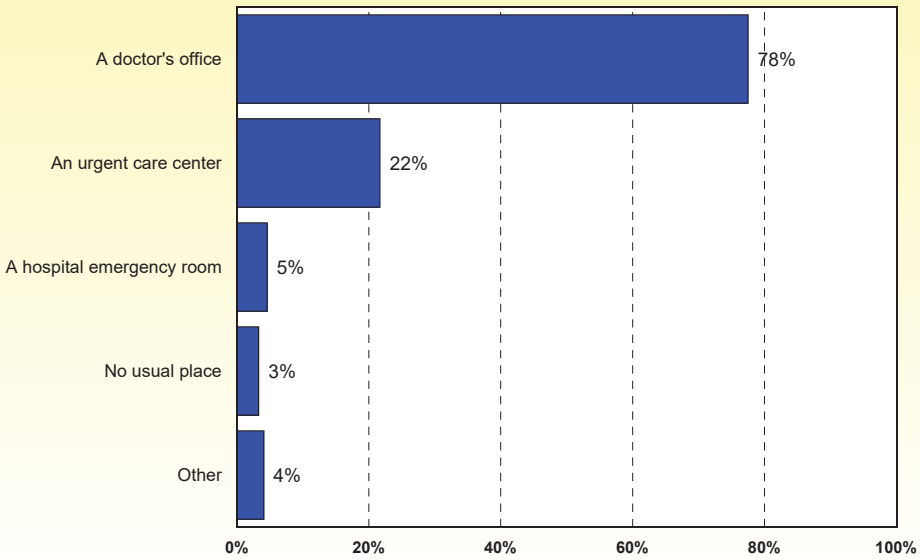
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q16. When you are sick or need advice about your health, where do you usually go?

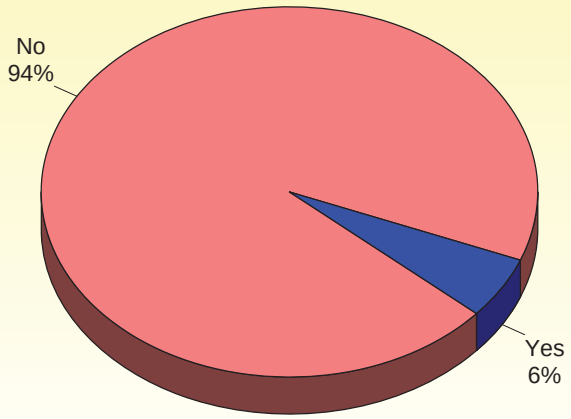
by percentage of respondents



Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

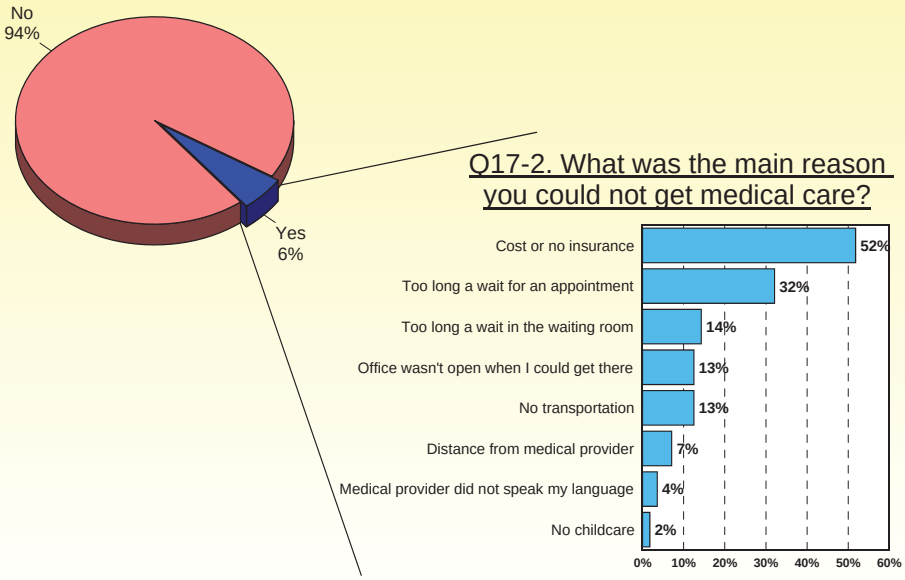
by percentage of respondents



Source: ETC Institute (2015)

Q17. Was there a time in the past 12 months when you needed medical care, but could not get it?

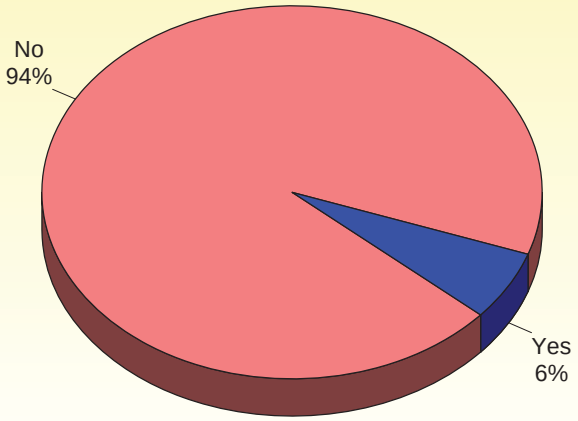
by percentage of respondents



Source: ETC Institute (2015)

Q18. Was there any time in the past 12 months when you were not able to meet your basic needs, such as paying for food, housing or utilities?

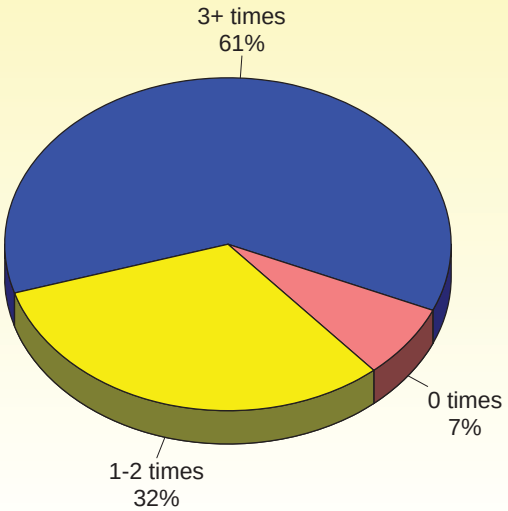
by percentage of respondents



Source: ETC Institute (2015)

Q19. During the past month, on average, how many times did you engage in physical activities or exercise each week?

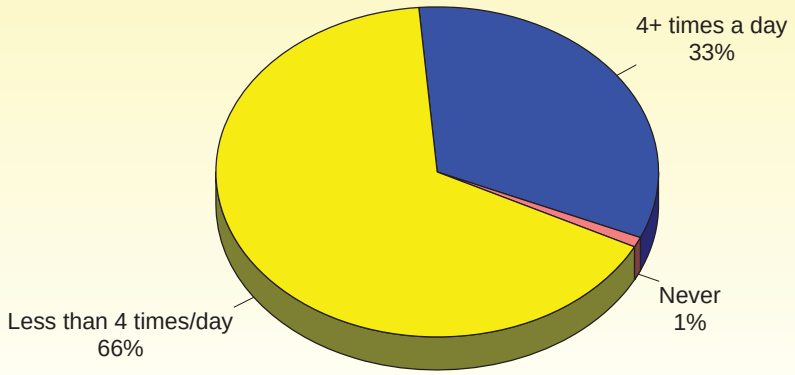
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q20. During the past month, how many times per day (on average) did you eat fruit and/or vegetables?

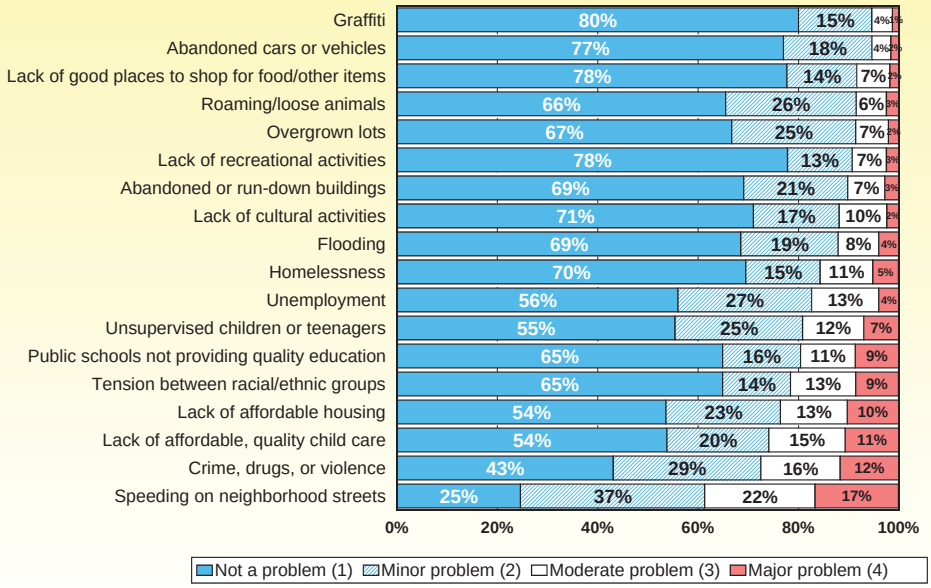
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q21. Residents' Perceptions of Neighborhood Problems

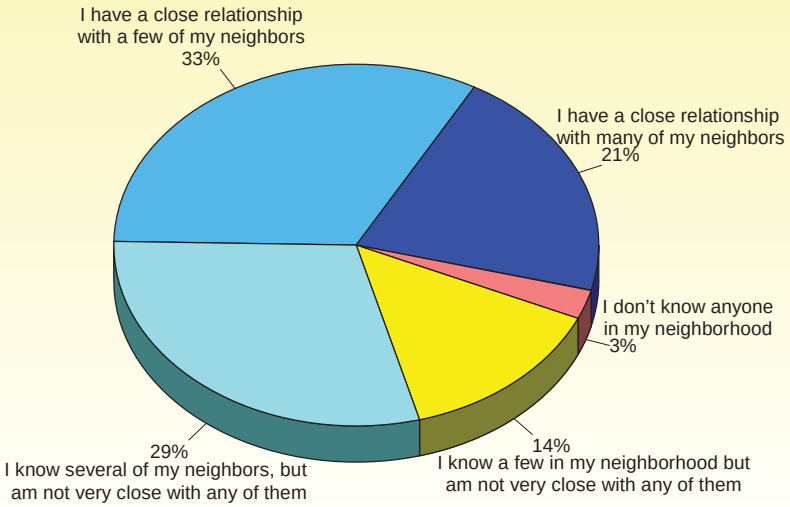
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q22. Which ONE of the following best describes your relationship with your neighbors?

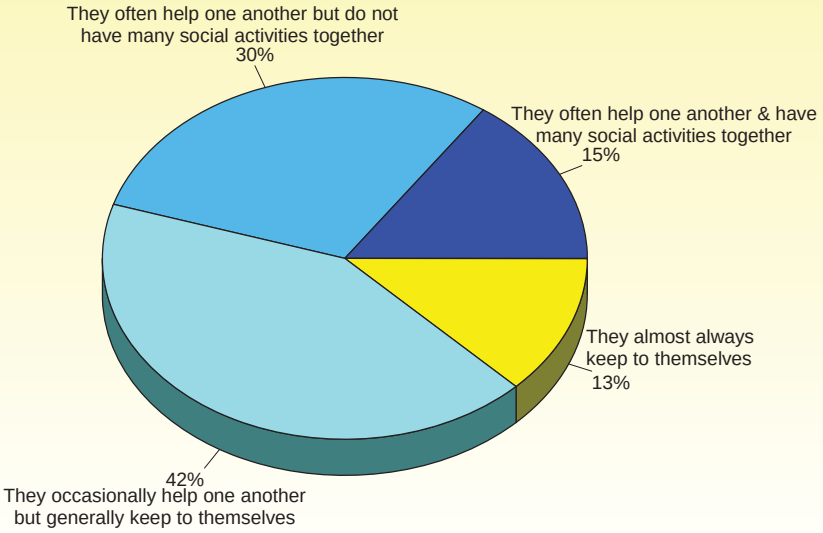
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q23. Which ONE of the following best describes how people in your neighborhood interact with one another?

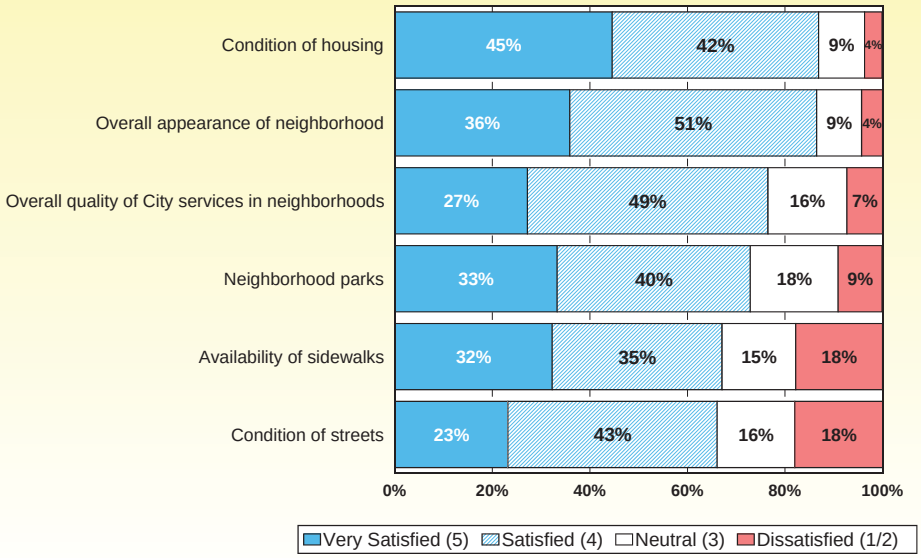
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q24. Satisfaction with Neighborhoods

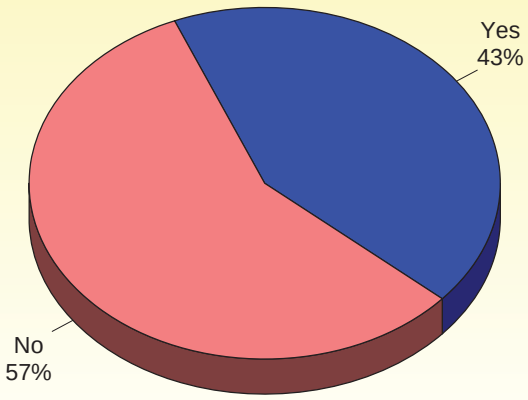
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

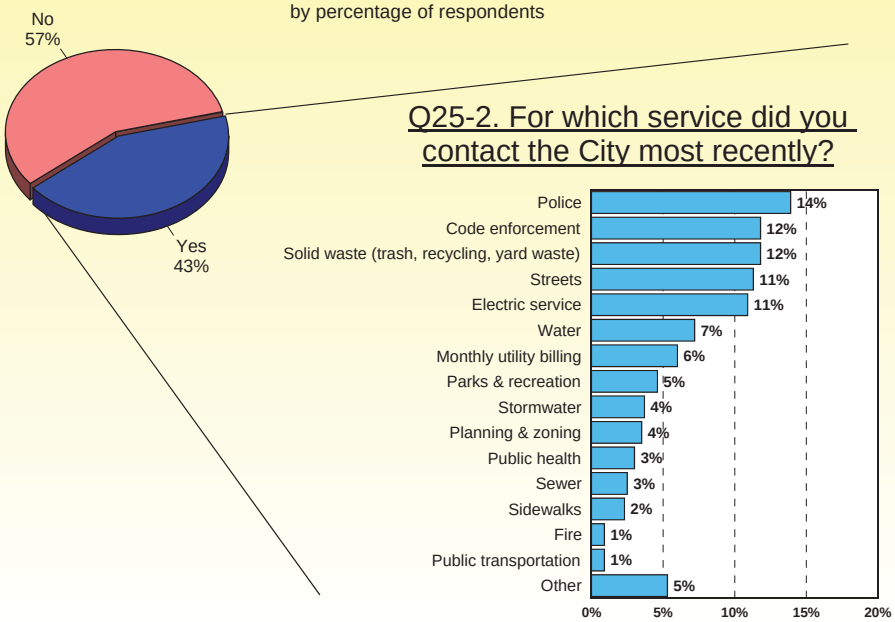
by percentage of respondents



Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

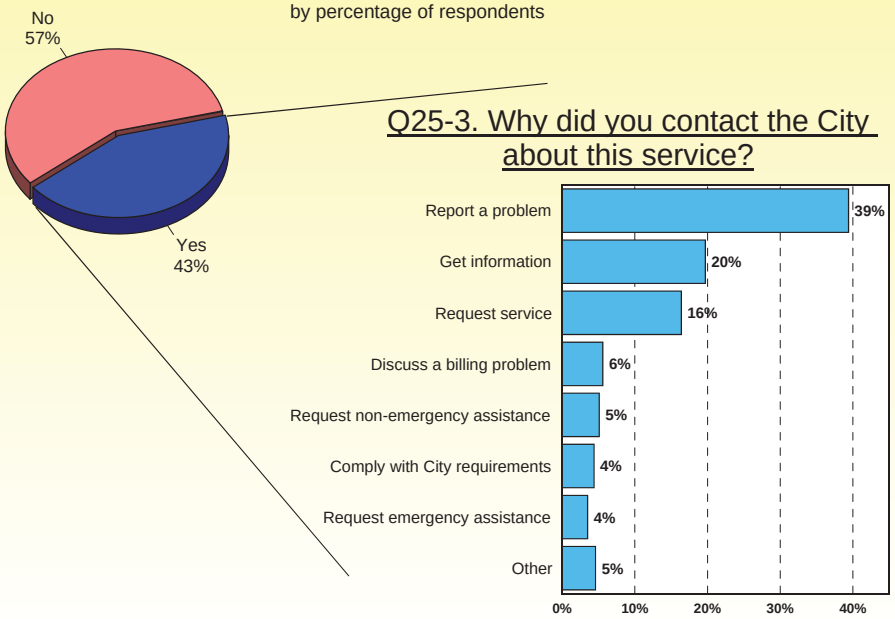
by percentage of respondents



Source: ETC Institute (2015)

Q25. Have you called or visited the City with a question, problem, or complaint during the past year?

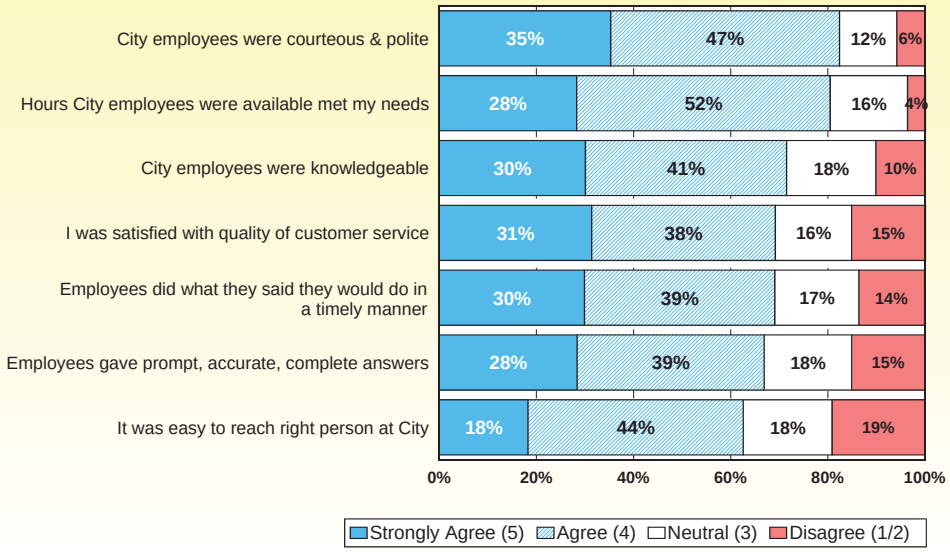
by percentage of respondents



Source: ETC Institute (2015)

Q25-4. Level of Agreement with Statements About the Quality of Customer Service Received from City Employees

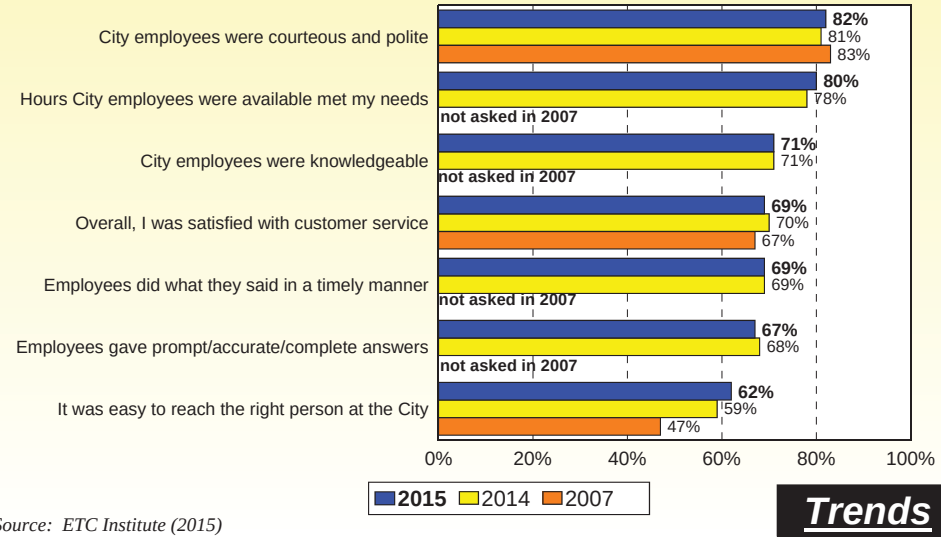
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Level of Agreement with Statements About the Quality of Customer Service Received from City Employees *2007 to 2015*

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

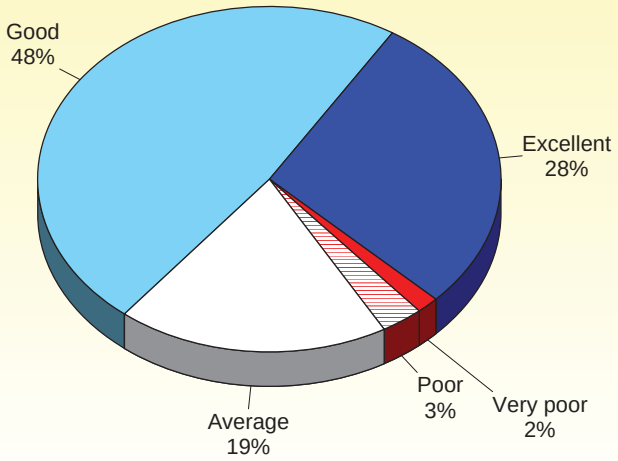


Trends

Source: ETC Institute (2015)

Q26. Ratings of Service Provided by the City's Utility Billing Office

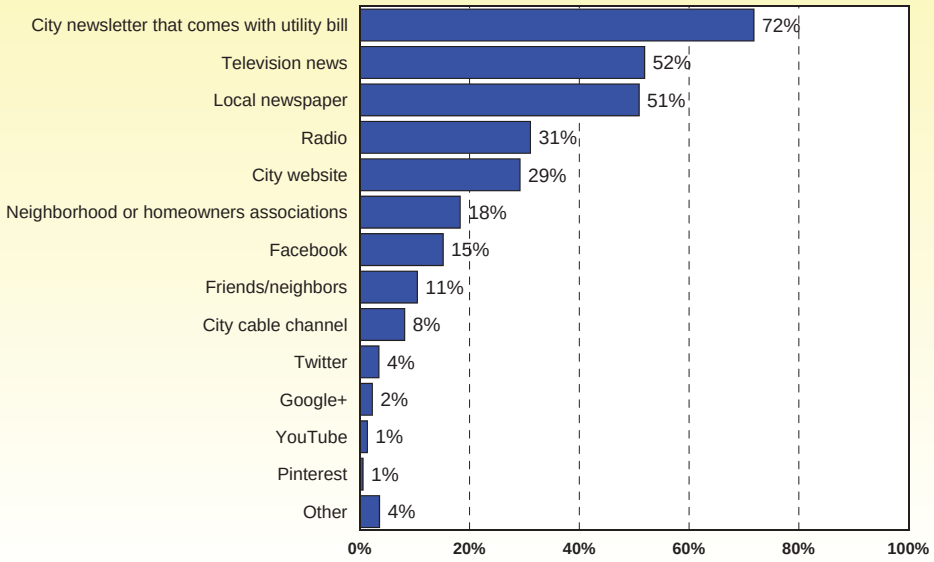
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Q27. Sources Where Residents Would Like to Receive Information About City Issues, Services and Events

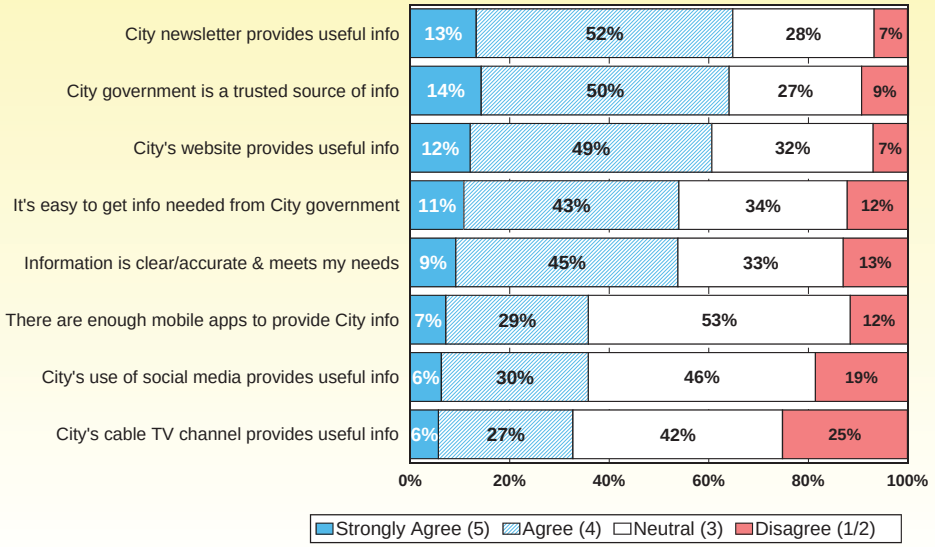
by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2015)

Q28. Level of Agreement with Statements About Communication

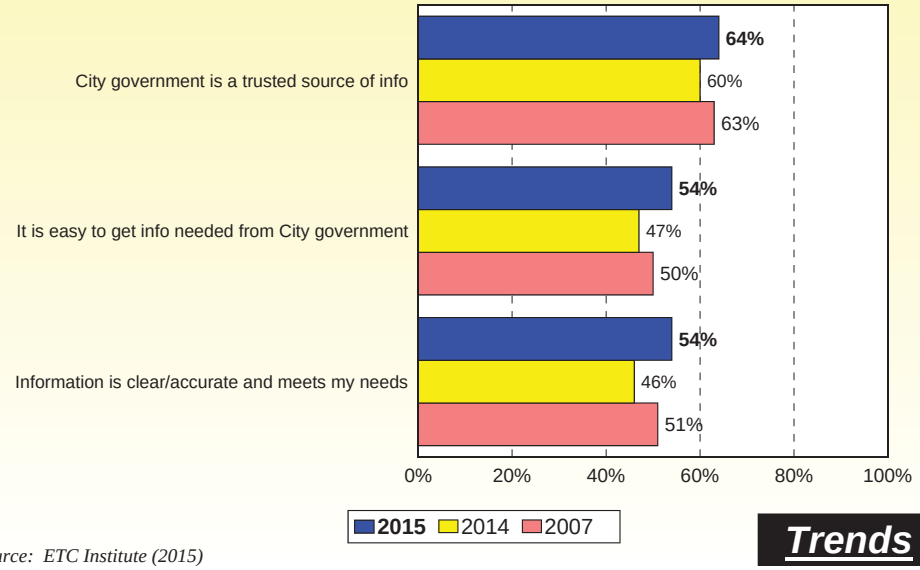
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

Agreement with Statements About Communication *2007 to 2015*

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

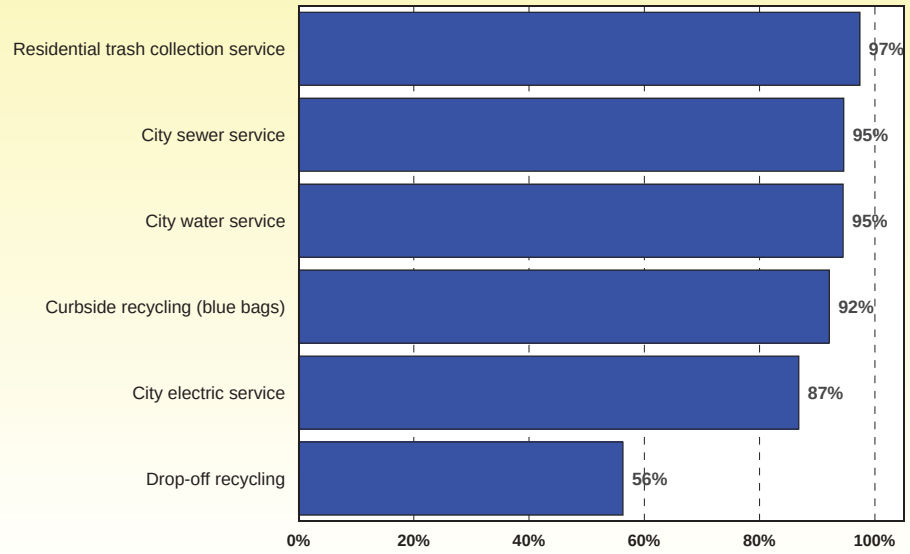


Trends

Source: ETC Institute (2015)

Q29. Please indicate if your household uses the following Utility Services provided by the City of Columbia:

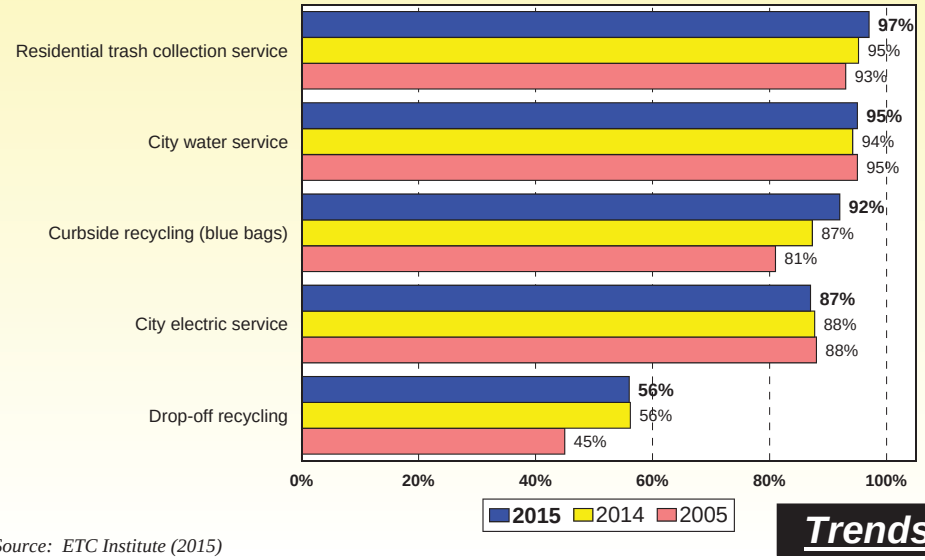
by percentage of respondents who answered "YES"



Source: ETC Institute (2015)

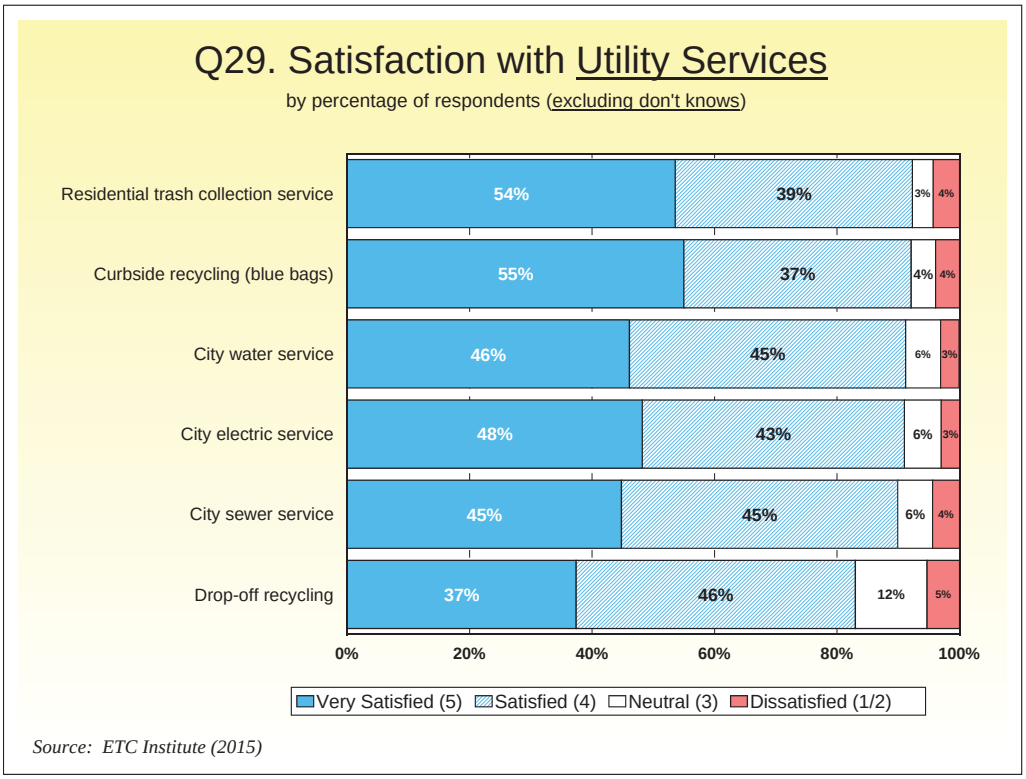
Percentage of Residents Who Indicated They Have Used Utility Services Provided by the City *2005 to 2015*

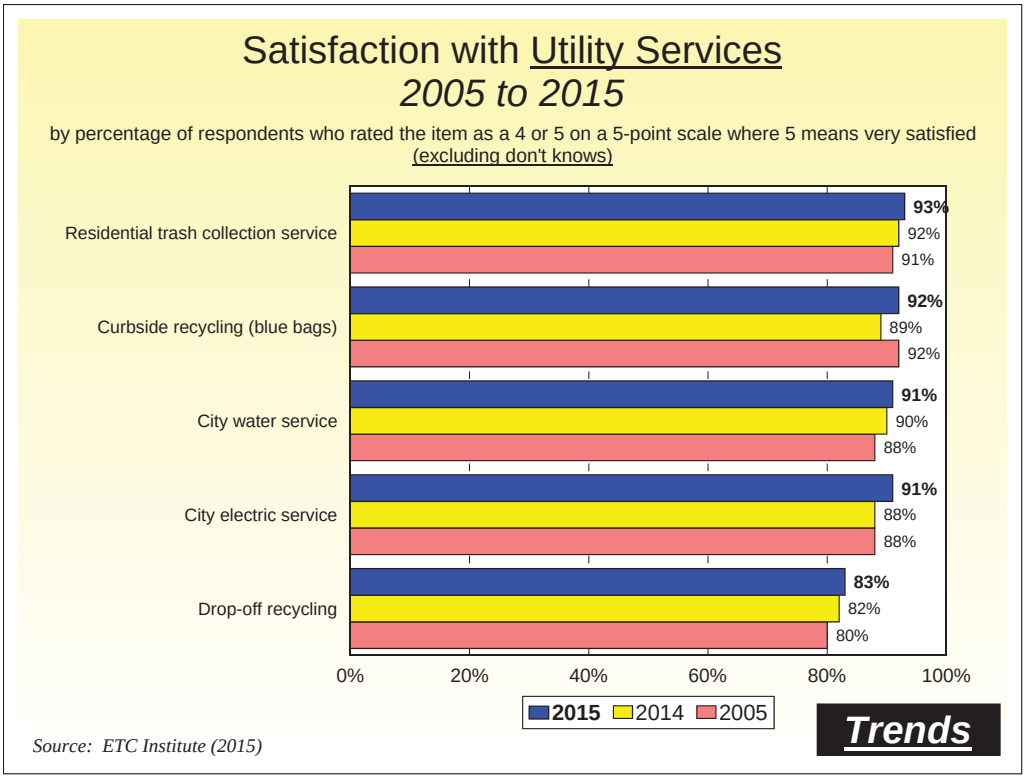
by percentage of respondents who answered "YES"



Trends

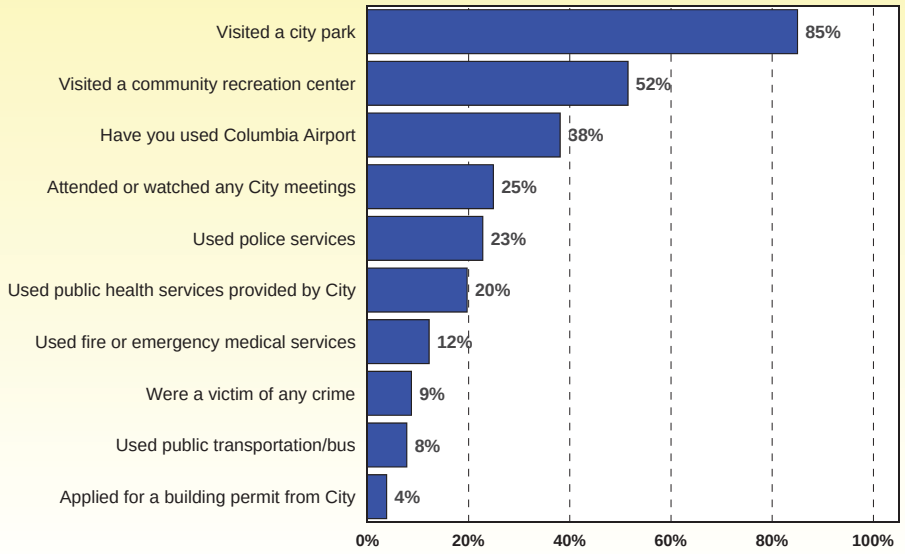
Source: ETC Institute (2015)


Q29. Satisfaction with Utility Services
by percentage of respondents (excluding don't knows)
Residential trash collection service
54%
39%
3%
4%
Curbside recycling (blue bags)
55%
37%
4%
4%
City water service
46%
45%
6%
3%
City electric service
48%
43%
6%
3%
City sewer service
45%
45%
6%
4%
Drop-off recycling
37%
46%
12%
5%
0%
20%
40%
60%
80%
100%
Very Satisfied (5)
Satisfied (4)
Neutral (3)
Dissatisfied (1/2)
Source: ETC Institute (2015)


Satisfaction with Utility Services
2005 to 2015
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means very satisfied
(excluding don't knows)
Residential trash collection service
93%
92%
91%
Curbside recycling (blue bags)
92%
89%
92%
City water service
91%
90%
88%
City electric service
91%
88%
88%
Drop-off recycling
83%
82%
80%
0%
20%
40%
60%
80%
100%
2015
2014
2005
Trends
Source: ETC Institute (2015)

Q30. Please indicate if you've done any of the following during the past year in the City of Columbia:

by percentage of respondents who answered "YES"



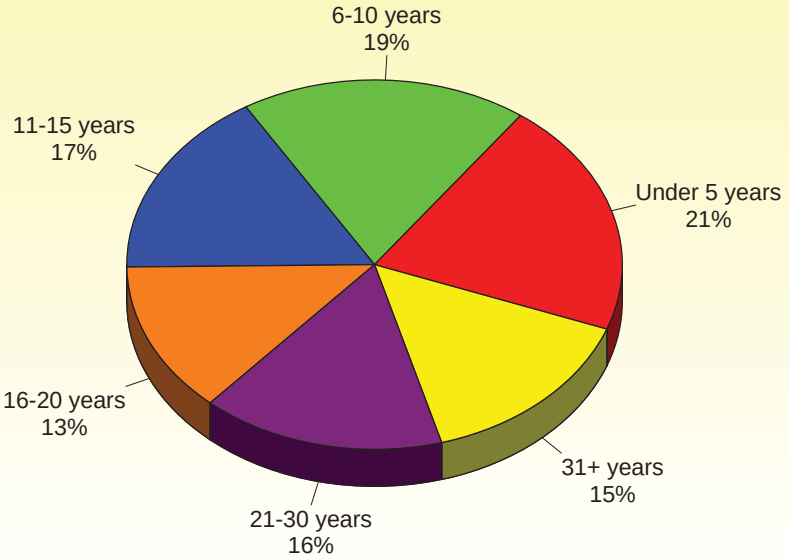
Source: ETC Institute (2015)

Demographics

Source: ETC Institute (2015)

Q31. Number of Years Lived in Columbia

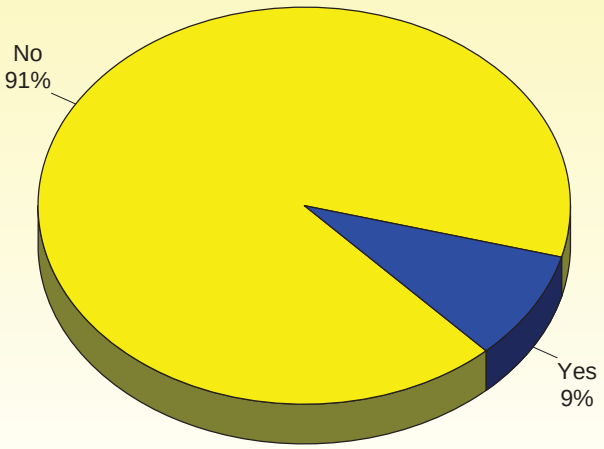
by percentage of respondents



Source: ETC Institute (2015)

Q32. Are you a student in a college or university?

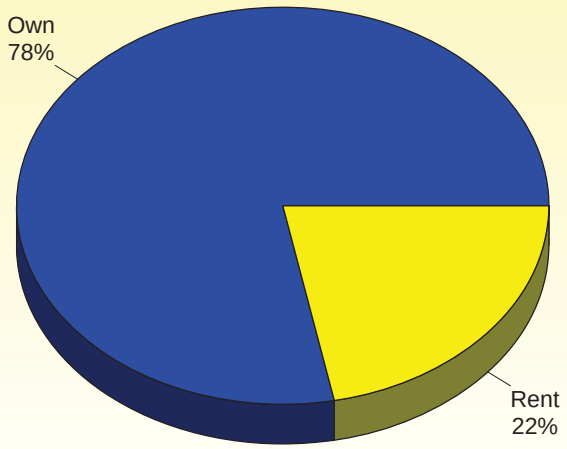
by percentage of respondents



Source: ETC Institute (2015)

Q33. Do you own or rent your current residence?

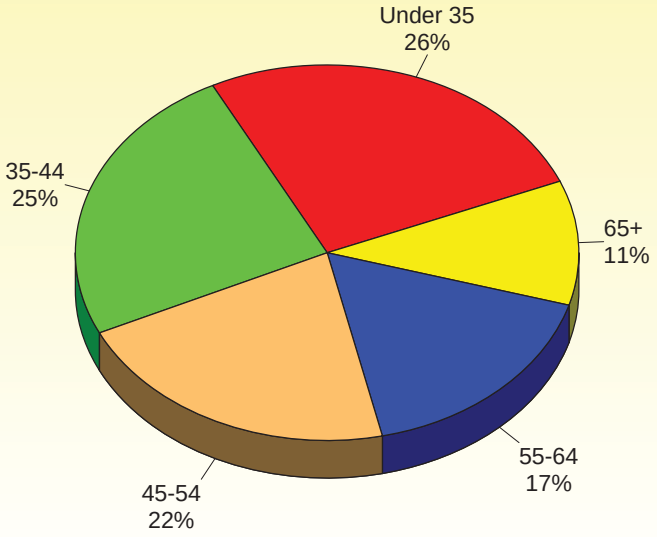
by percentage of respondents



Source: ETC Institute (2015)

Q34. Age of Survey Respondents

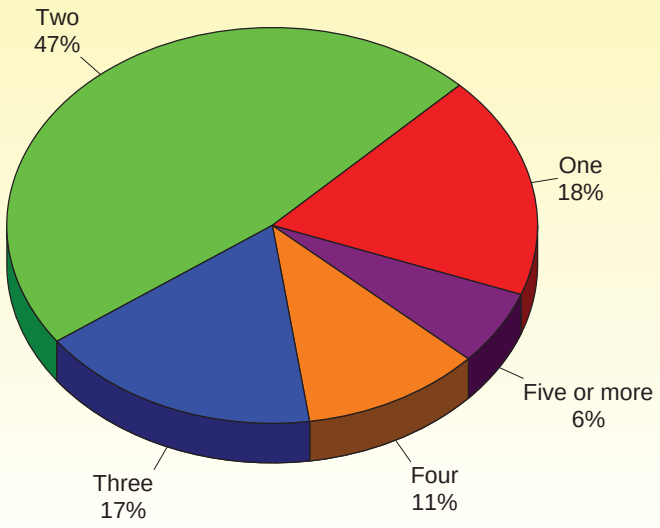
by percentage of respondents



Source: ETC Institute (2015)

Q35. Number of Residents in Household

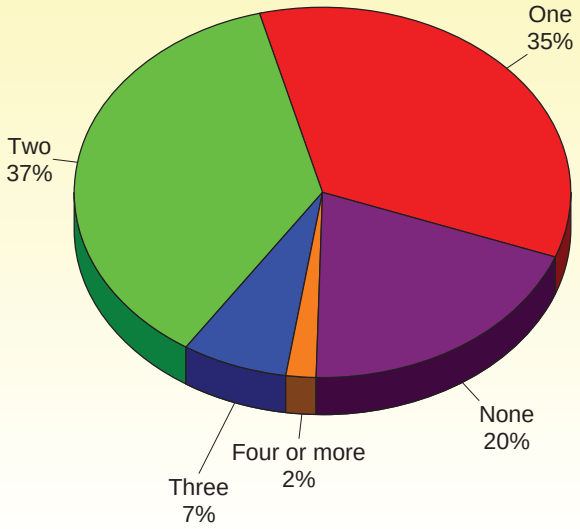
by percentage of respondents



Source: ETC Institute (2015)

Q36. Number of Employed Residents in Household

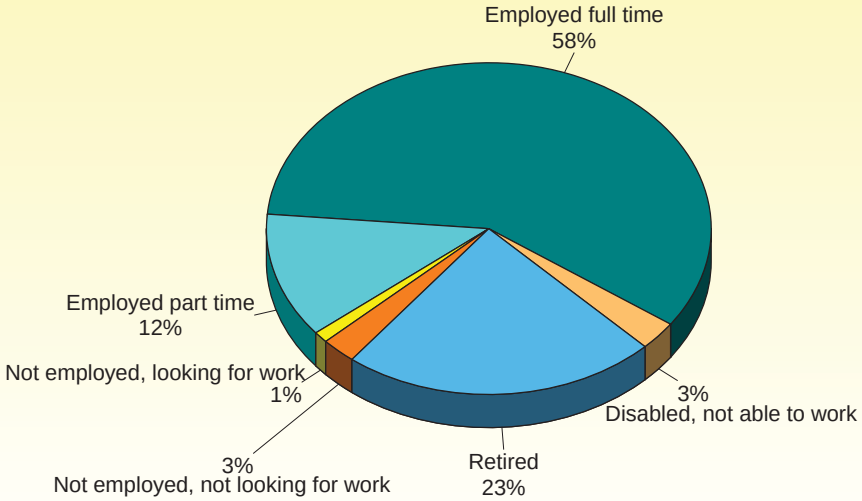
by percentage of respondents



Source: ETC Institute (2015)

Q37. Which of the following best describes your employment status?

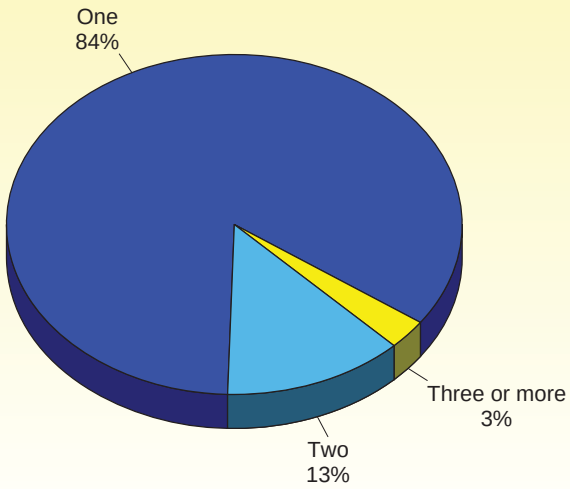
by percentage of respondents (excluding not provided)



Source: ETC Institute (2015)

Q37-2. If you are employed, how many paying jobs do you have?

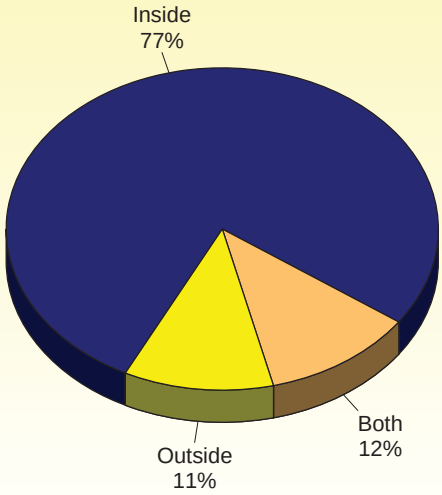
by percentage of respondents who are employed (excluding not provided)



Source: ETC Institute (2015)

Q37-3. If you are employed, do you work inside or outside the City limits of Columbia?

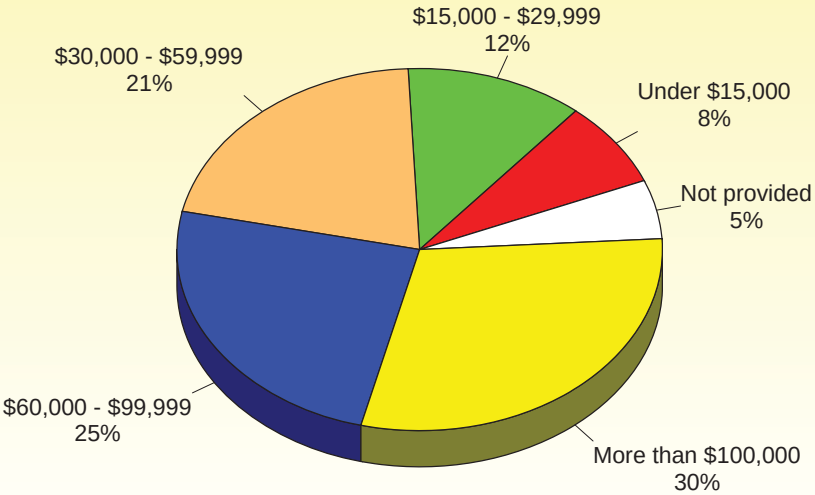
by percentage of respondents who are employed (excluding don't knows)



Source: ETC Institute (2015)

Q38. Total Annual Household Income

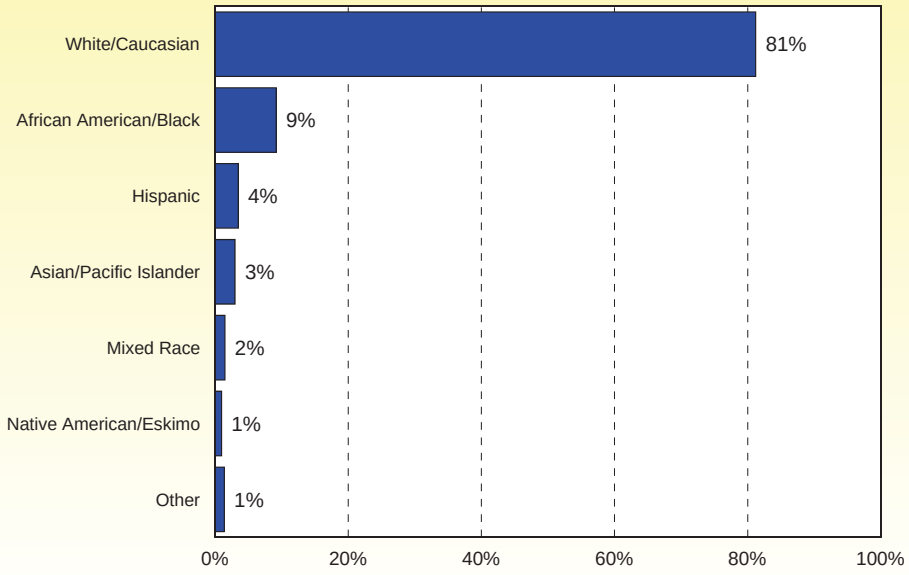
by percentage of respondents



Source: ETC Institute (2015)

Q39. Race/Ethnicity of Respondents

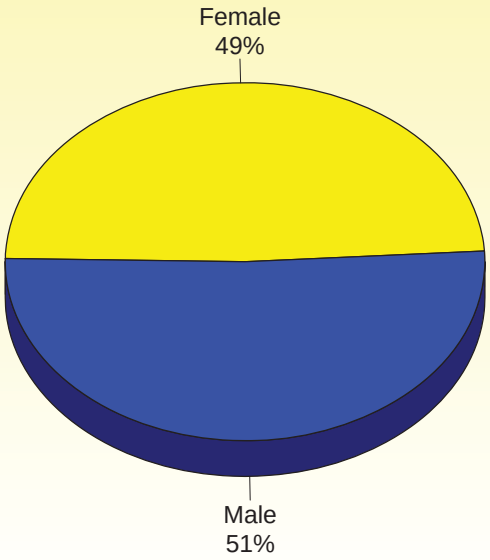
by percentage of respondents



Source: ETC Institute (2015)

Q40. Gender of Respondents

by percentage of respondents



Source: ETC Institute (2015)