

***City of Lawrence***  
**2015 DirectionFinder**  
**Survey Results**

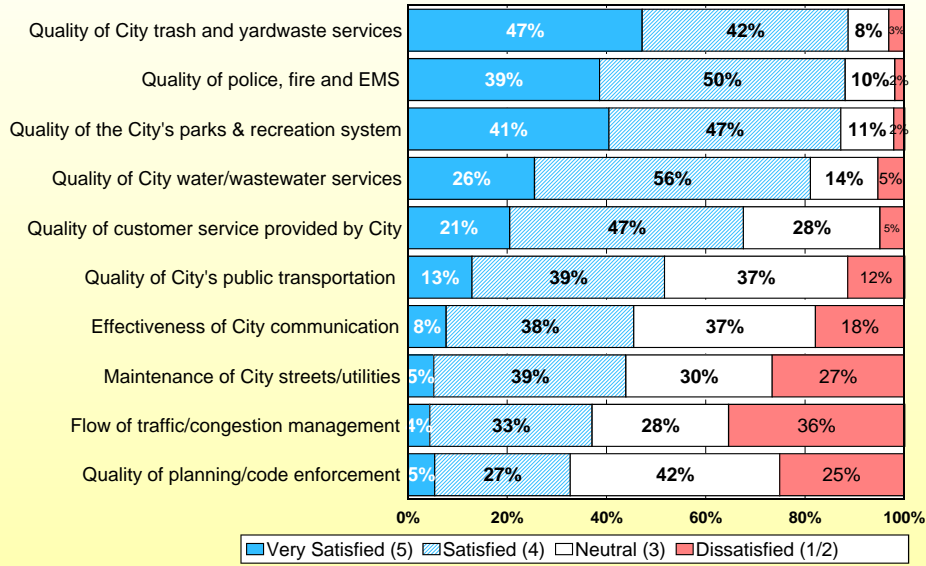
*Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)*

**Overall Ratings**

*Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)*

## Overall Satisfaction with City Services by Major Category

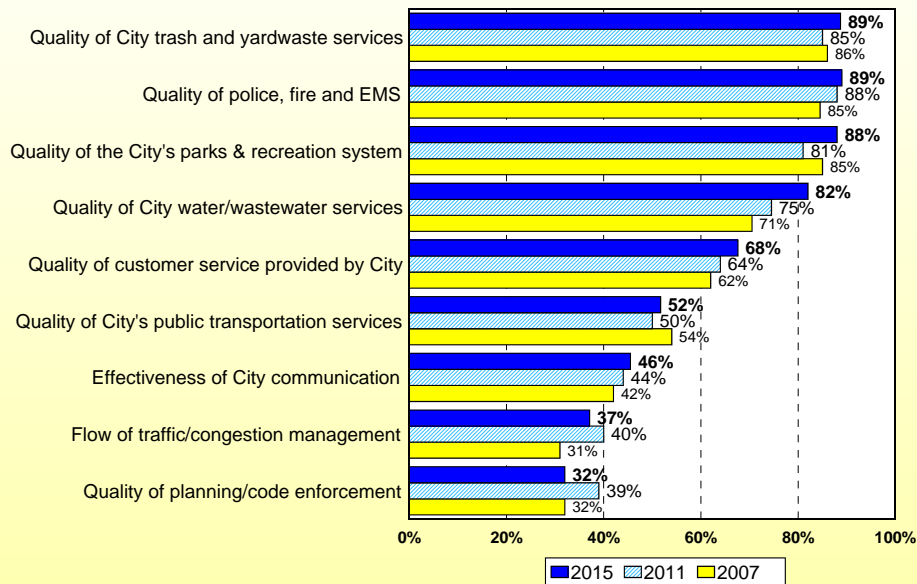
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Overall Satisfaction with City Services by Major Category - 2015 vs. 2011 vs. 2007

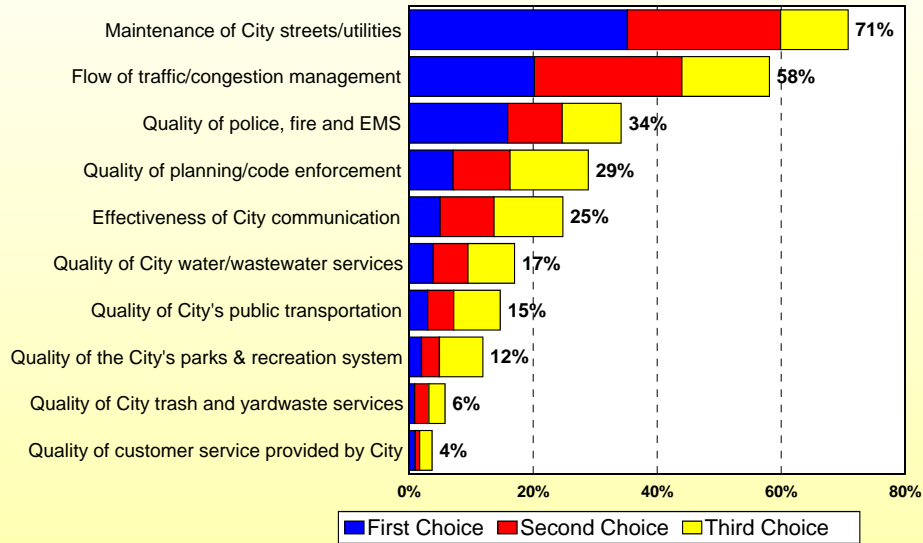
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## 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



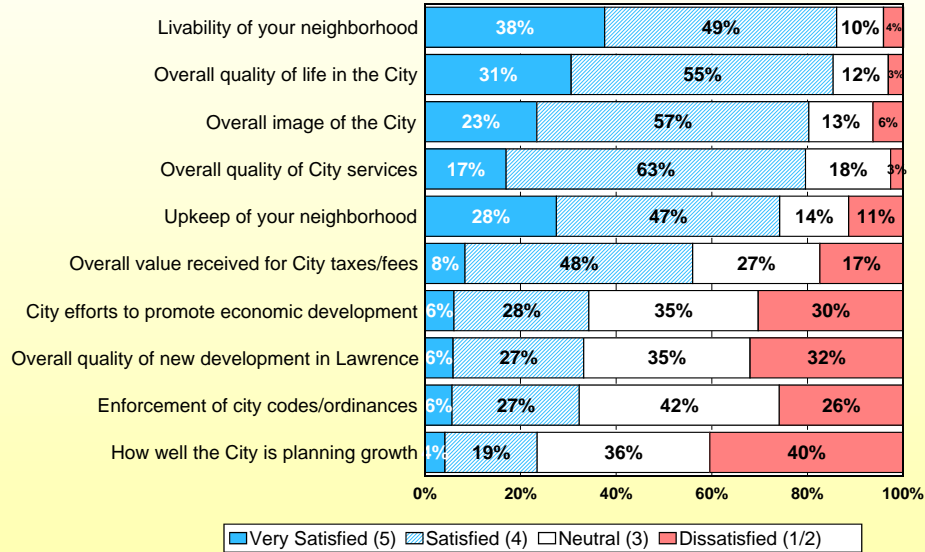
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Perceptions of the City

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Items That Influence Perceptions of the City

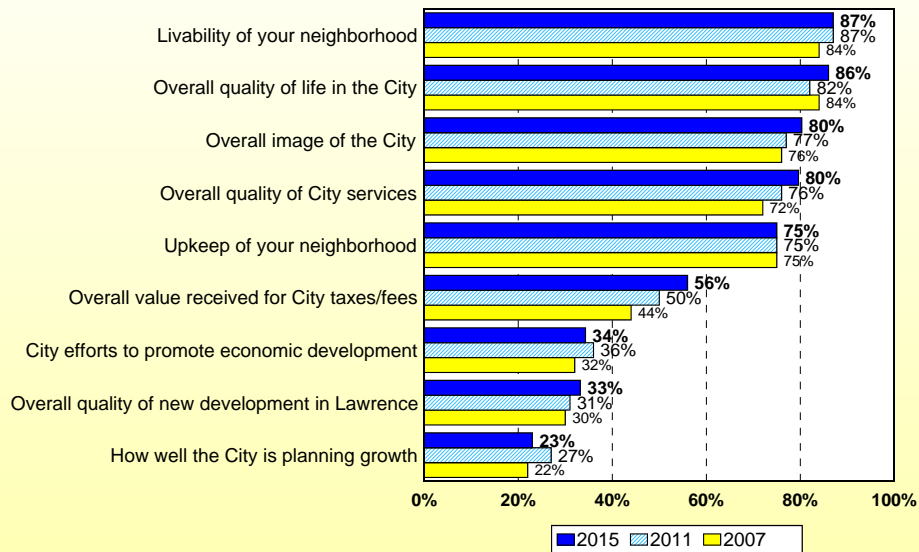
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Items That Influence Perceptions of the City - 2015 vs. 2011 vs. 2007

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



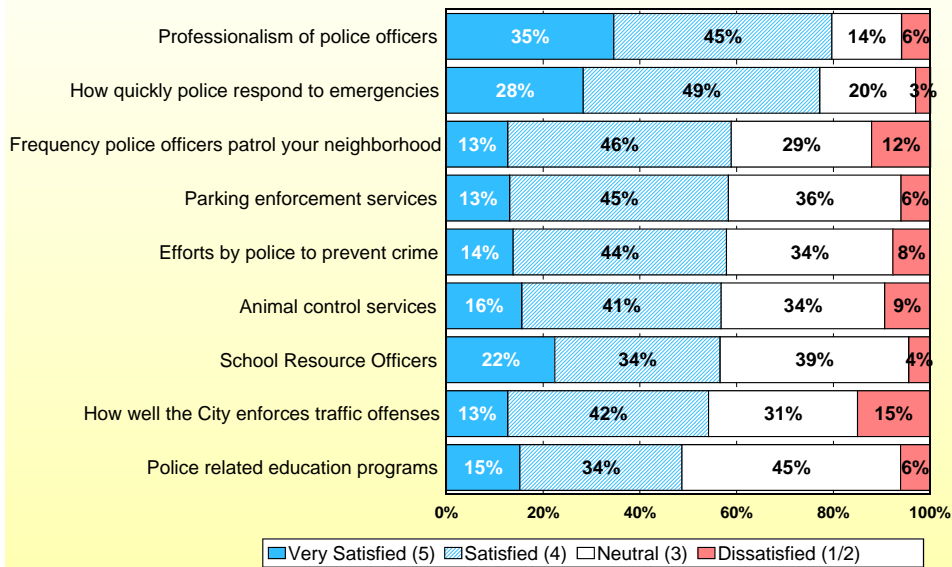
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Police Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Police Services

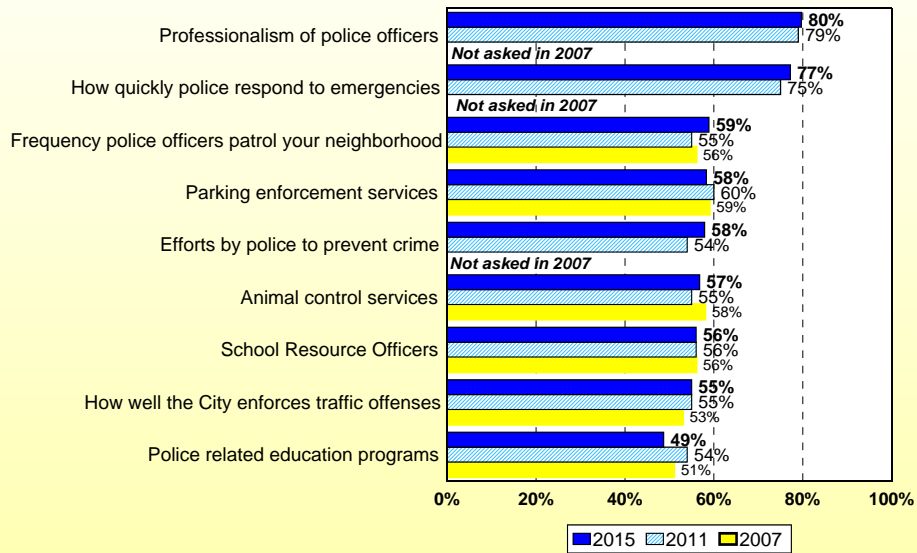
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Police Services 2015 vs. 2011 vs. 2007

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



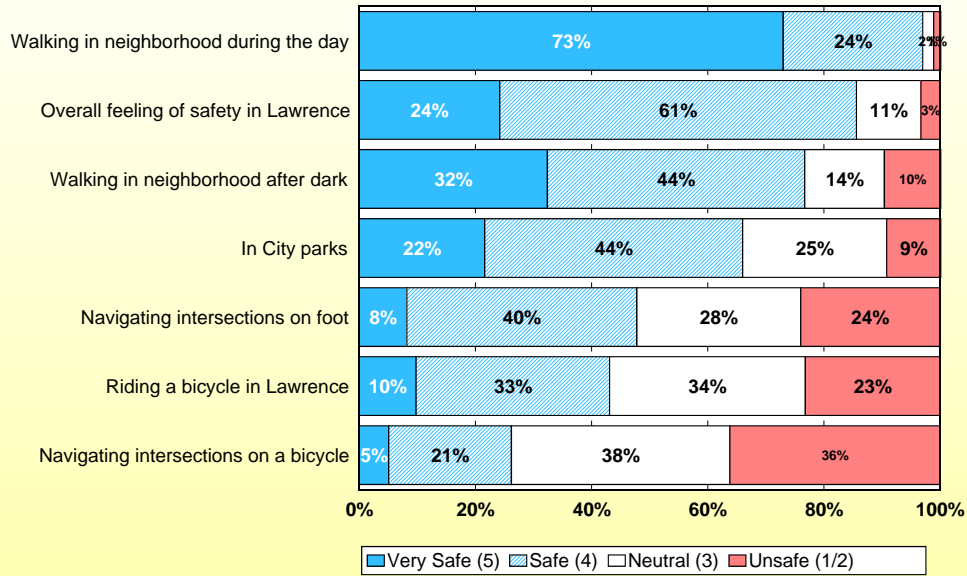
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Perceptions of Safety

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Residents Perceptions of Safety

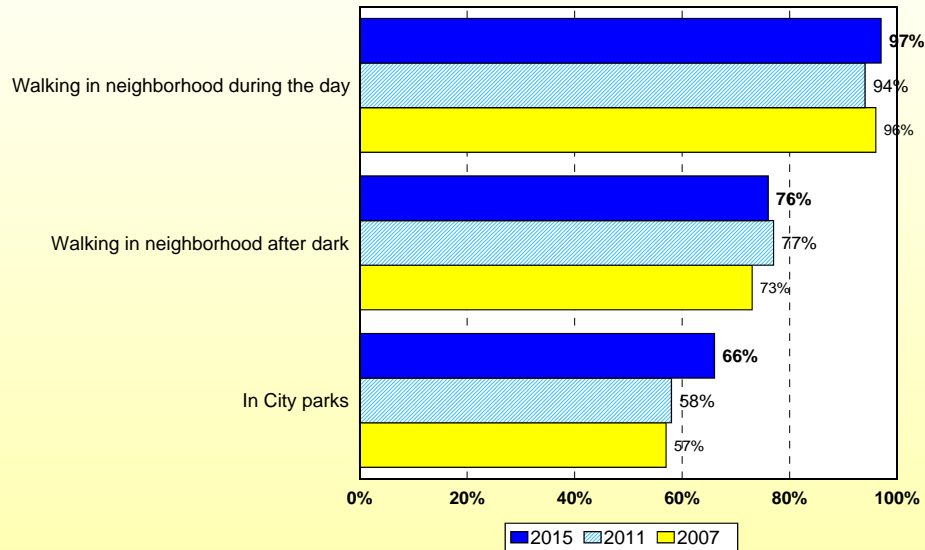
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Perceptions of Safety 2015 vs. 2011 vs. 2007

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



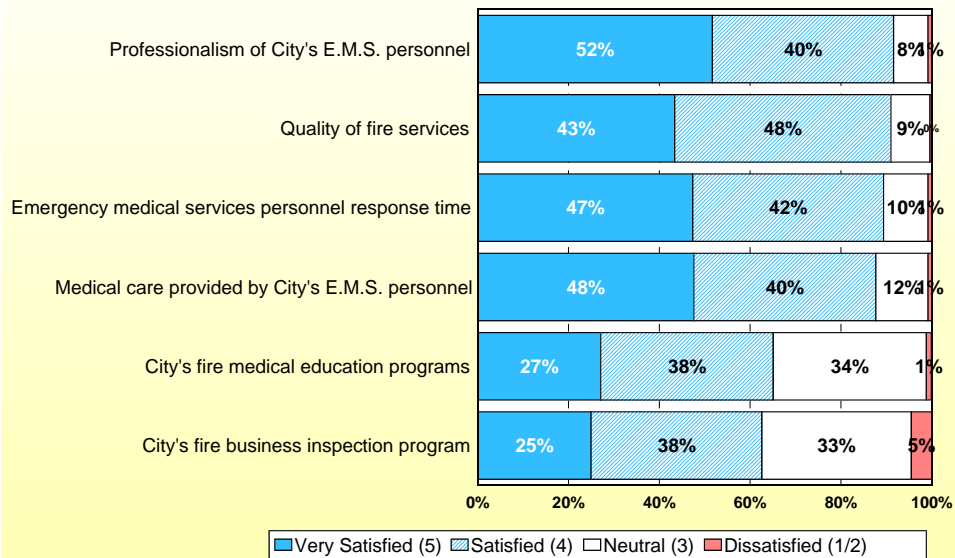
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Fire and Emergency Medical Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Fire and Emergency Medical Services

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

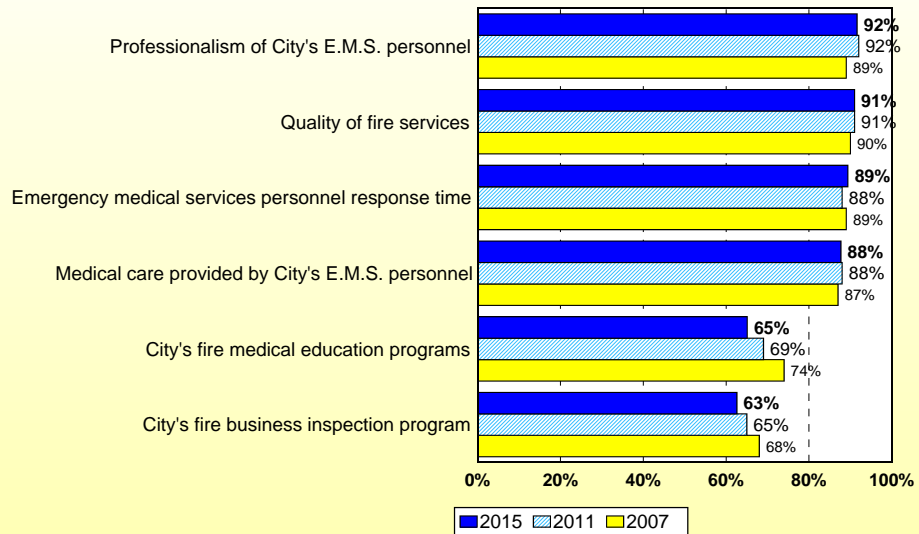


Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)



## TRENDS: Satisfaction with Fire and Emergency Medical Services - 2015 vs. 2011 vs. 2007

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



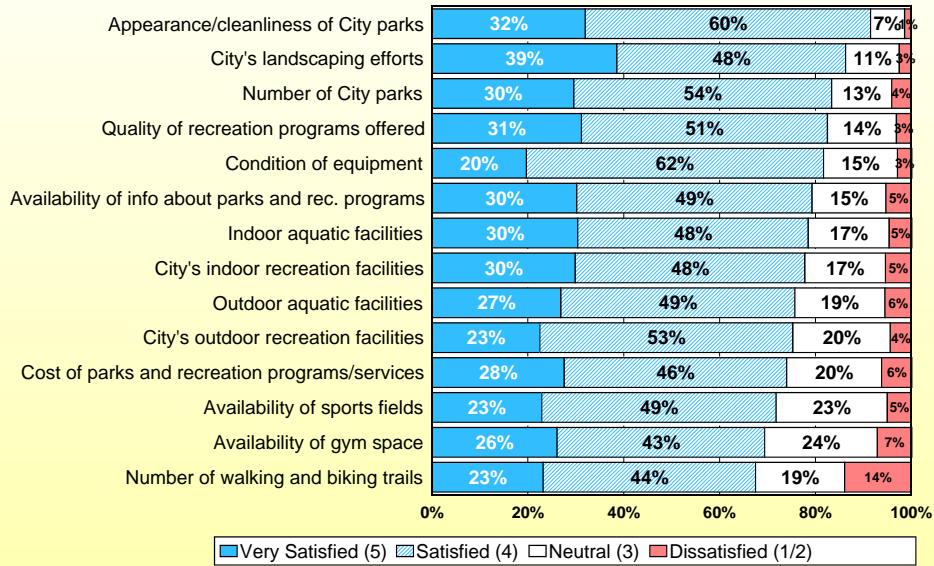
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Parks and Recreation

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Parks and Recreation

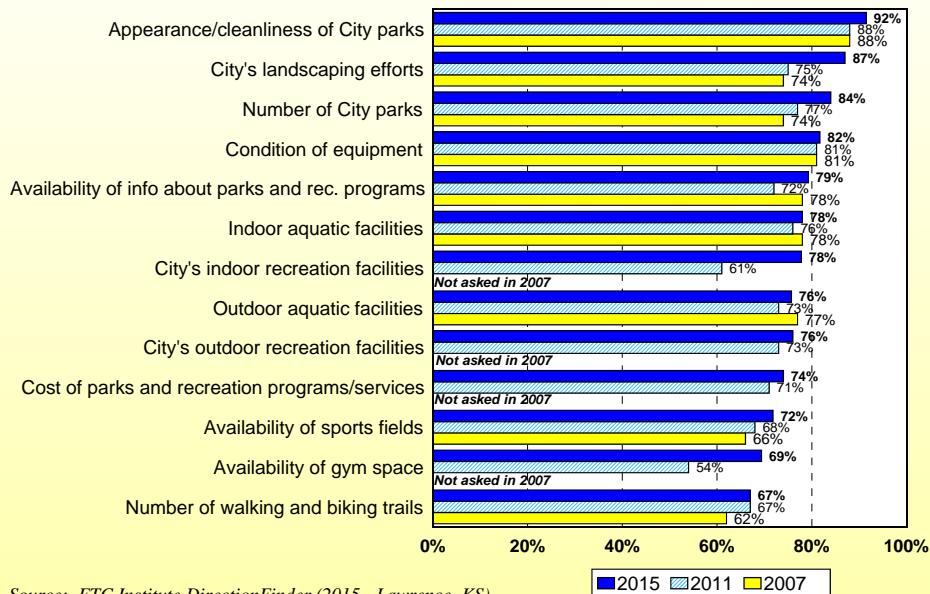
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Various Aspects of Parks and Recreation - 2015 vs. 2011 vs. 2007

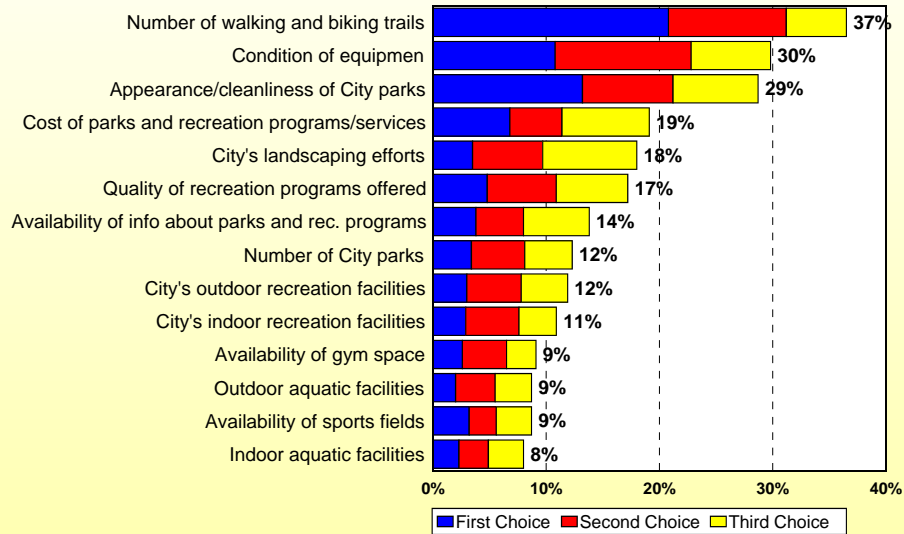
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Parks and Recreation Issues 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



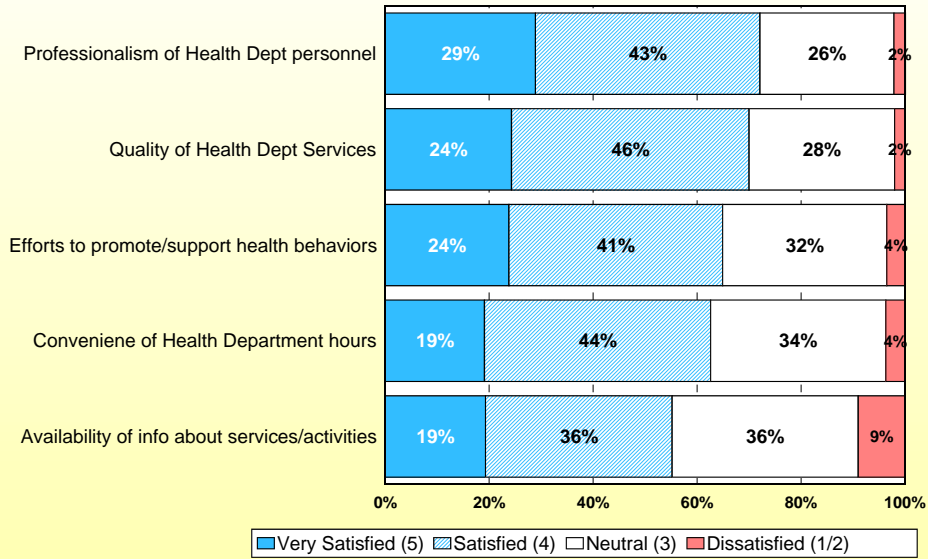
*Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)*

# Health Department

*Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)*

## Satisfaction with Various Aspects of the Health Department

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



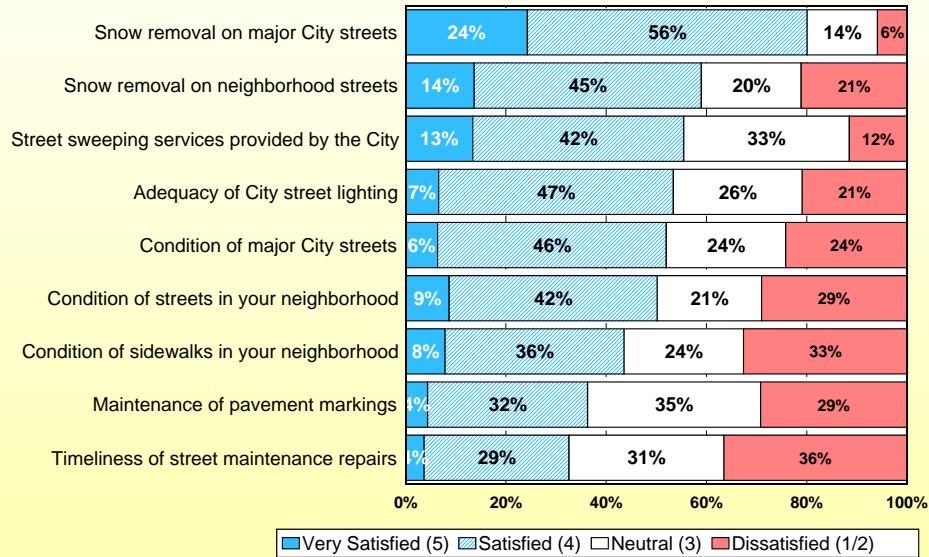
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Maintenance and Public Works

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Maintenance and Public Works

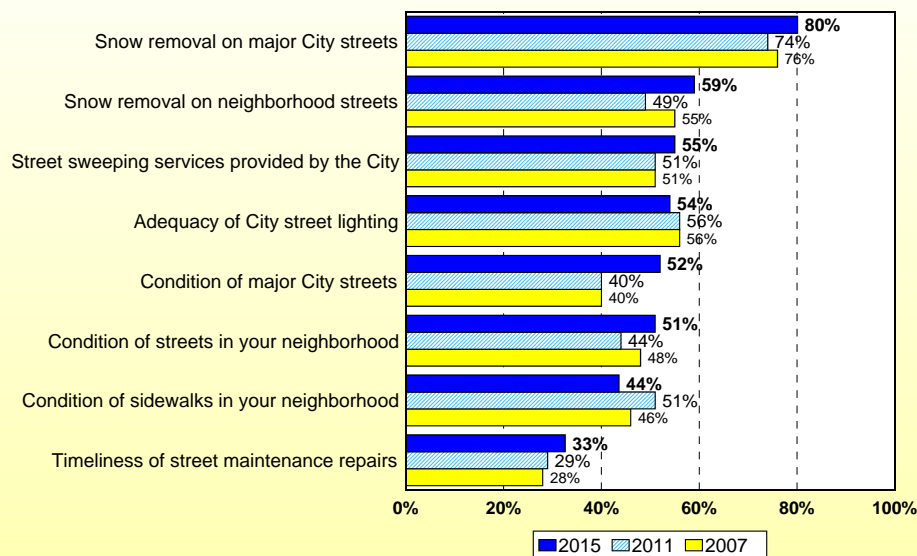
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Various Aspects of Maintenance and Public Works - 2015 vs. 2011 vs. 2007

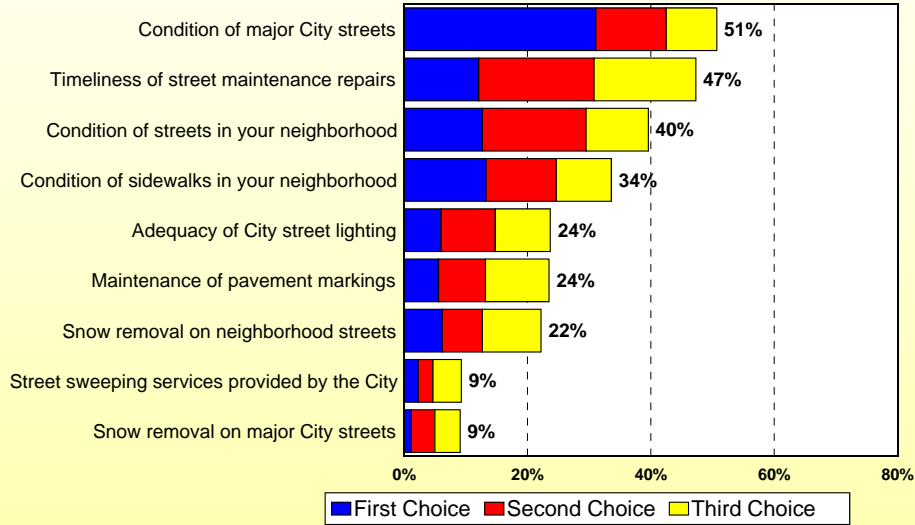
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Maintenance and Public Works 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



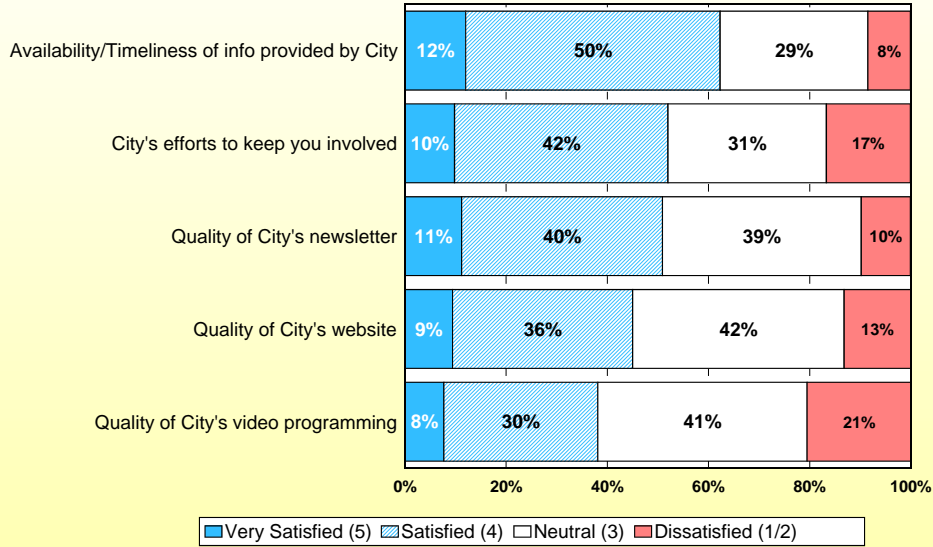
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Public Information

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Public Information

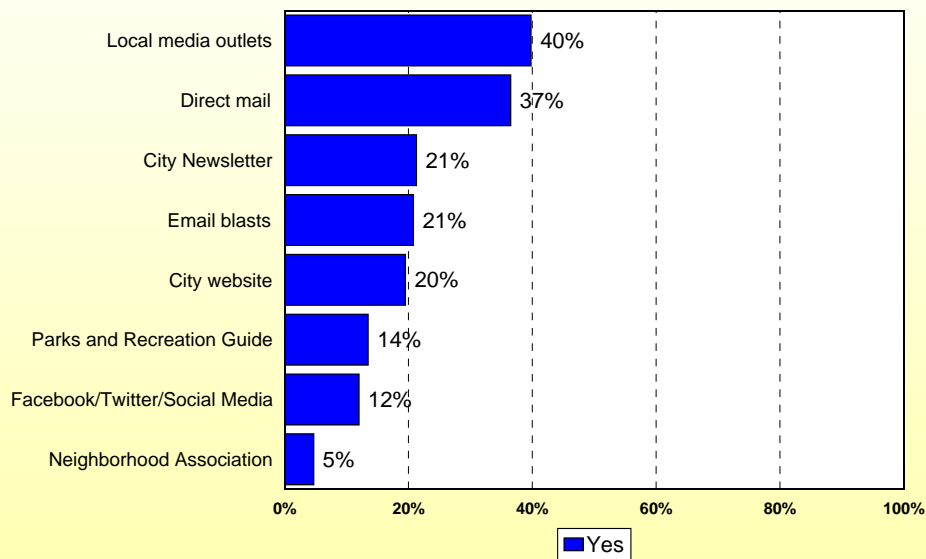
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Preferred Method of City Communication

by percentage of respondents



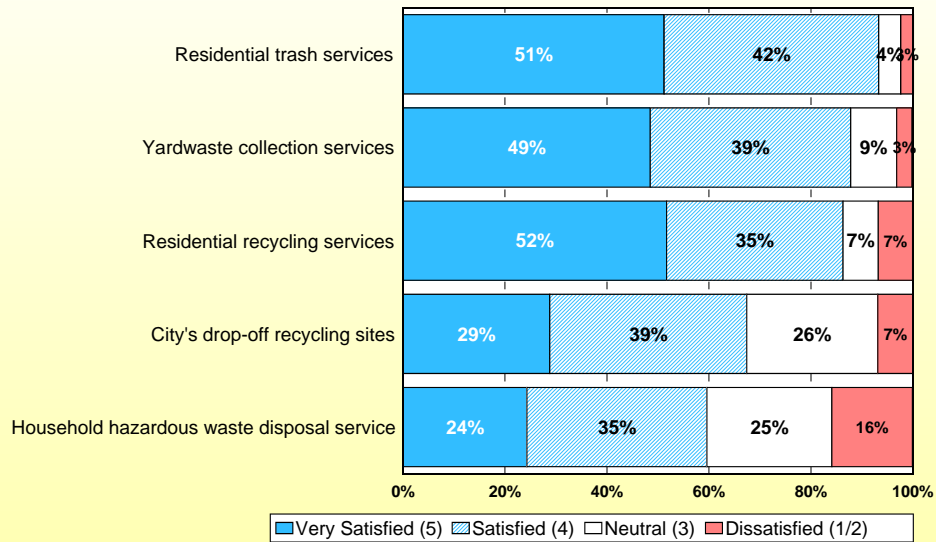
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Solid Waste Disposal Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Solid Waste Disposal Services

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

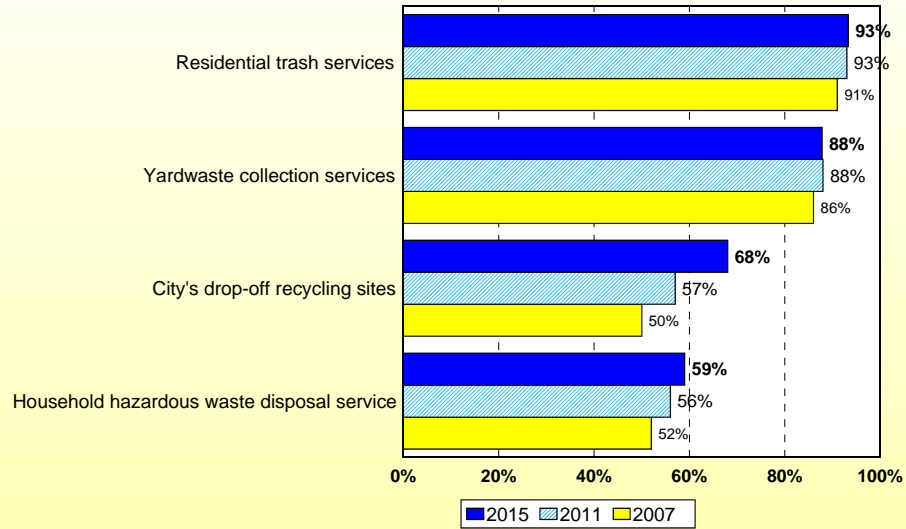


Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)



## TRENDS: Satisfaction with Various Aspects of Solid Waste Disposal Services - 2015 vs. 2011 vs. 2007

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



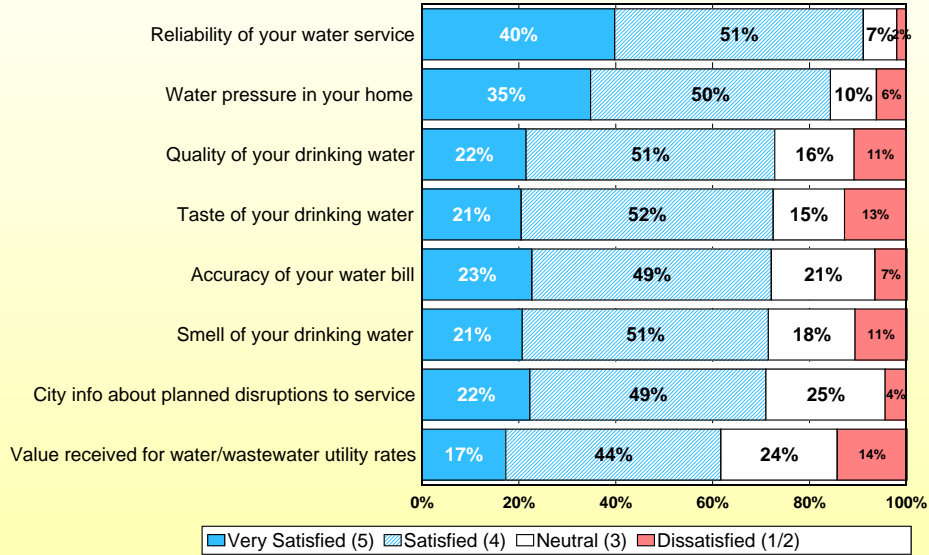
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Water and Wastewater Utilities

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Water and Wastewater Utilities

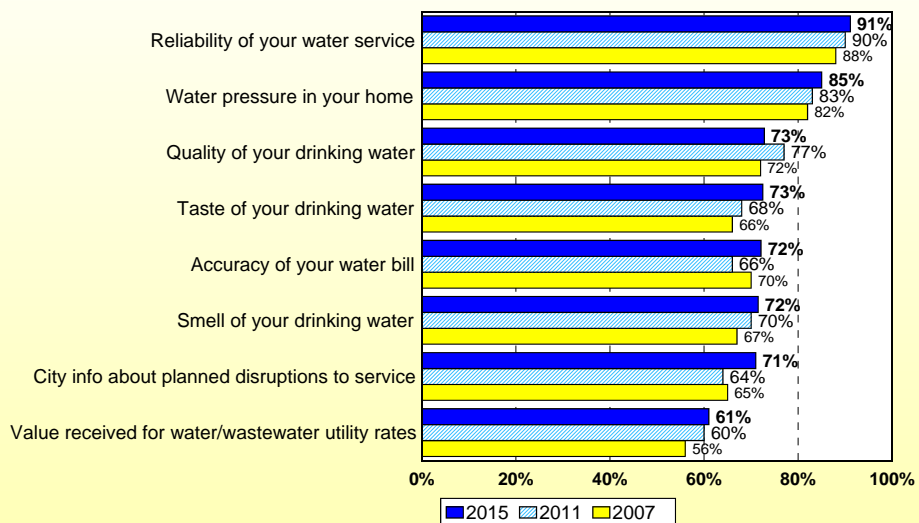
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Various Aspects of Water and Wastewater Utilities - 2015 vs. 2011 vs. 2007

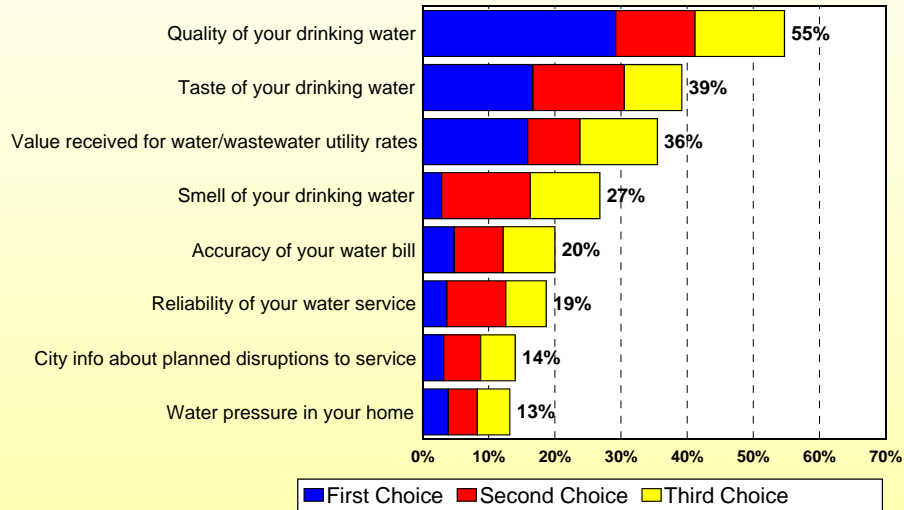
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Water and Wastewater Issues 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



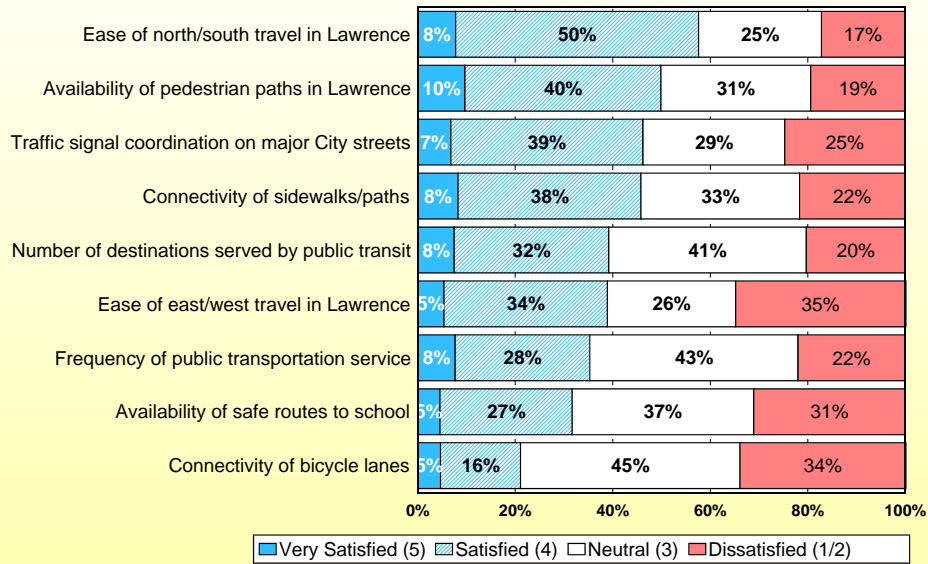
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Transportation

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Transportation Services

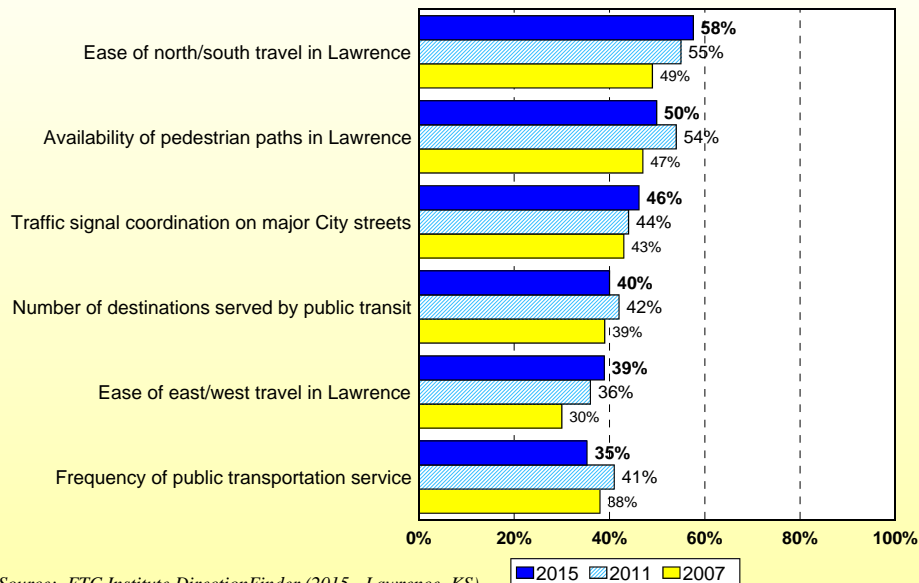
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Satisfaction with Transportation Services 2015 vs. 2011 vs. 2007

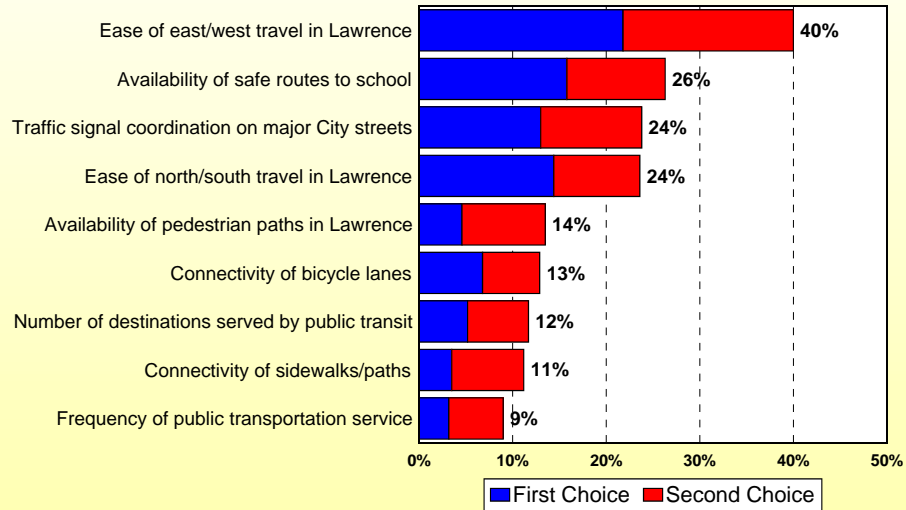
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Transportation Issues 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: ETC Institute DirectionFinder (2015 - Lawrence, KS)

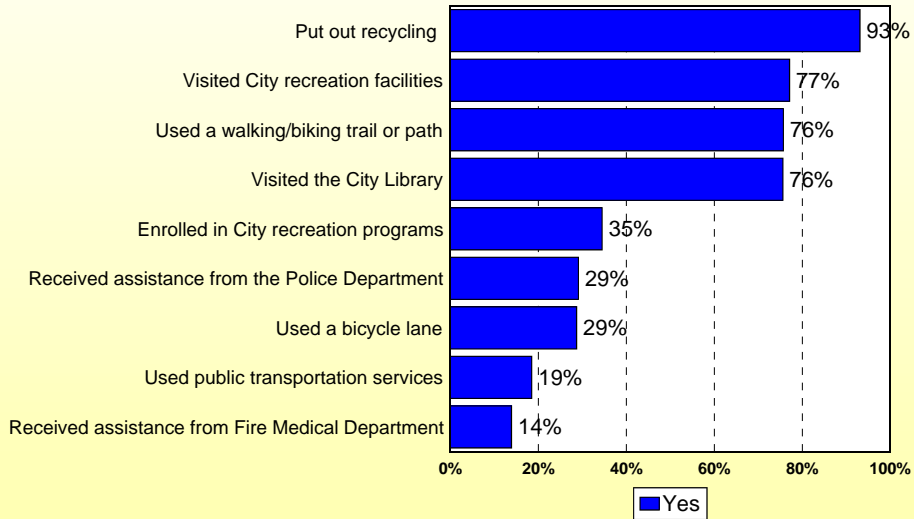
## Experience with City of Lawrence Services

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## City Services used in the Past 12 months

by percentage of respondents who answered "YES" (excluding "don't remember")

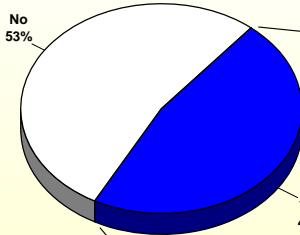
During the past 12 months have you:



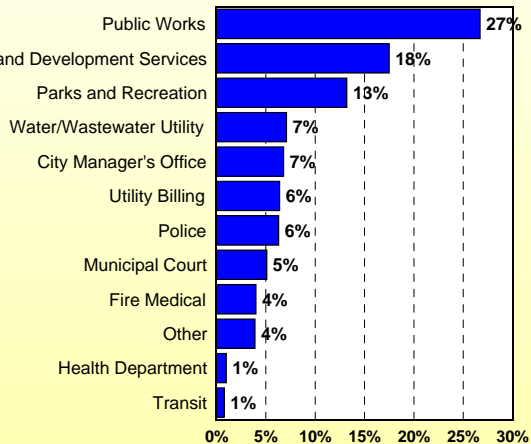
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

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

by percentage of respondents



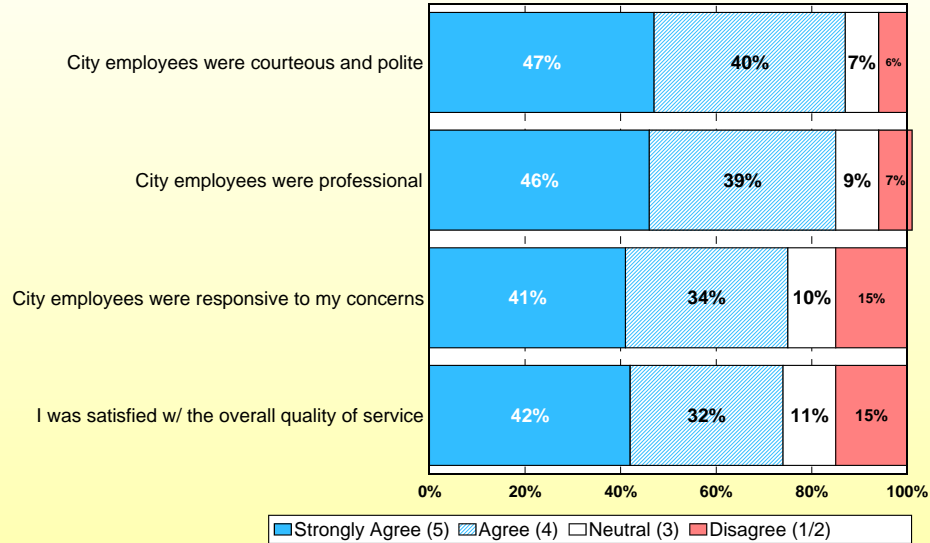
If YES, which department did you contact most recently?



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Level of Agreement with Statements about the Quality of Service Received from City Employees

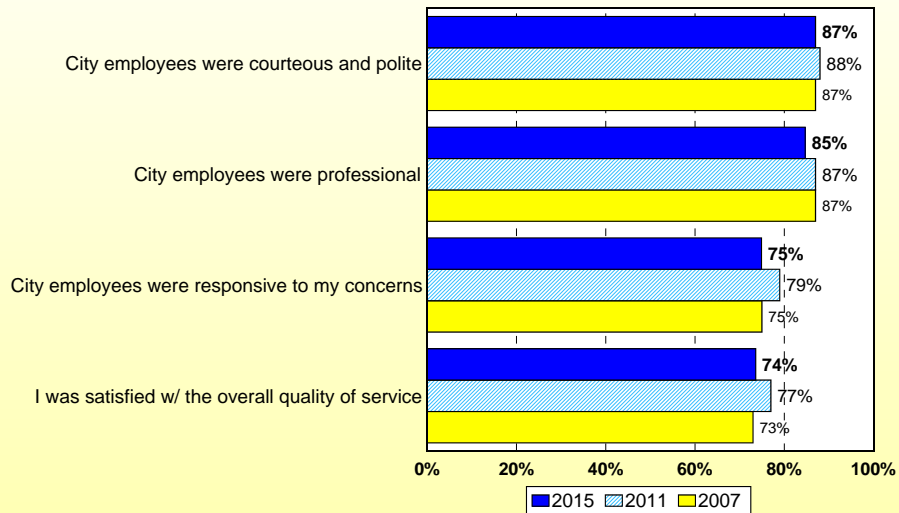
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## TRENDS: Level of Agreement with Statements about the Quality of Service Received from City Employees 2015 vs. 2011 vs. 2007

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



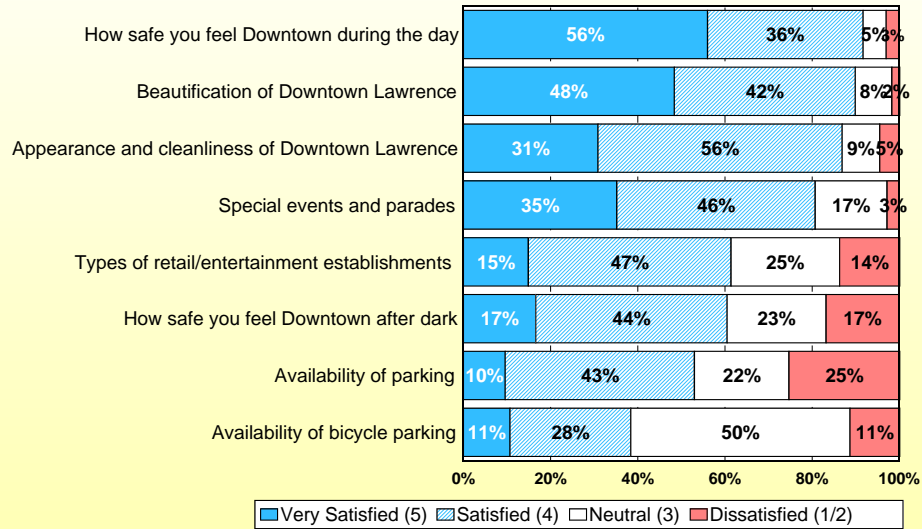
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Perceptions of Downtown

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Satisfaction with Various Aspects of Downtown Lawrence

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

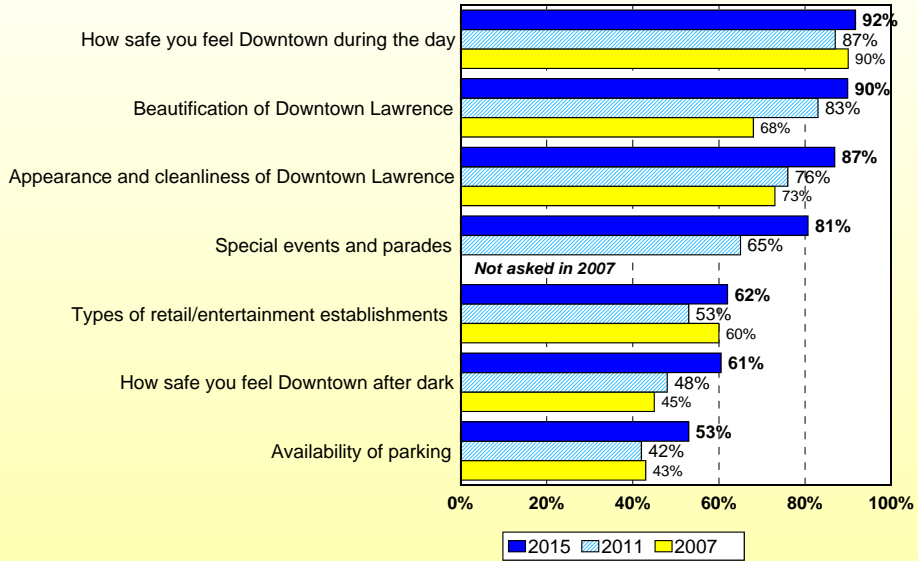


Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)



## TRENDS: Satisfaction with Various Aspects of Downtown Lawrence - 2015 vs. 2011 vs. 2007

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



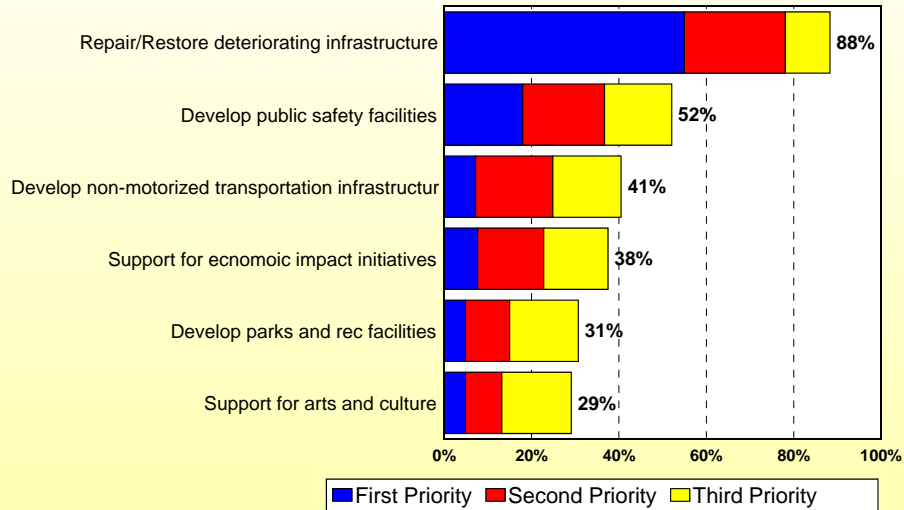
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Capital Improvement Plan

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Capital Improvement Plan Priorities for the next few years

by percentage of respondents who selected the item as one of their top **THREE** priorities



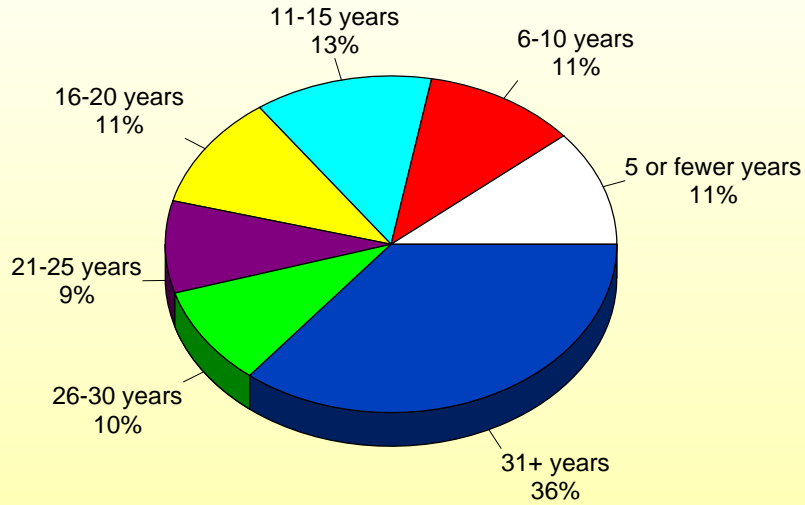
Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Demographics

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Years Lived in Lawrence

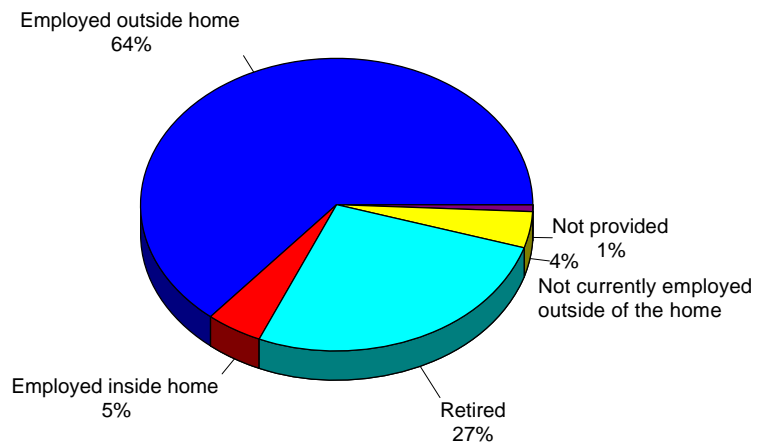
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Current Employment Status

by percentage of respondents

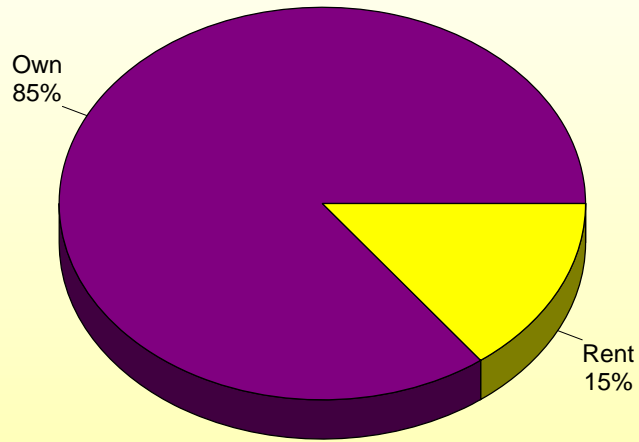


0.5% indicated Student

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Do you own or rent your current residence?

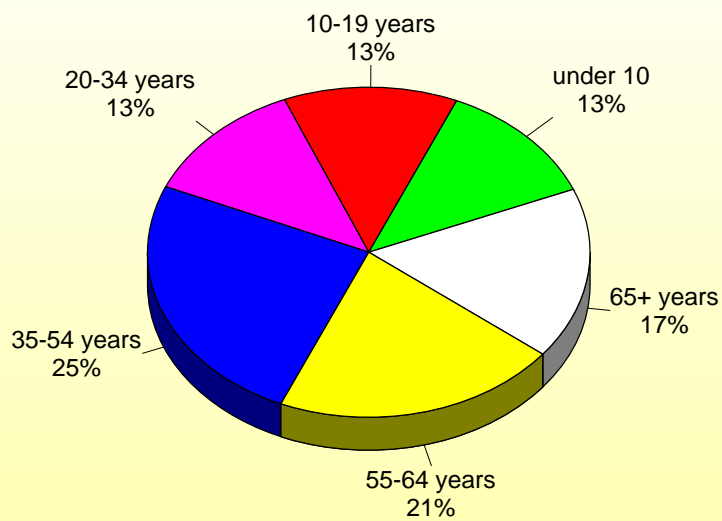
by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Age of Household Occupants

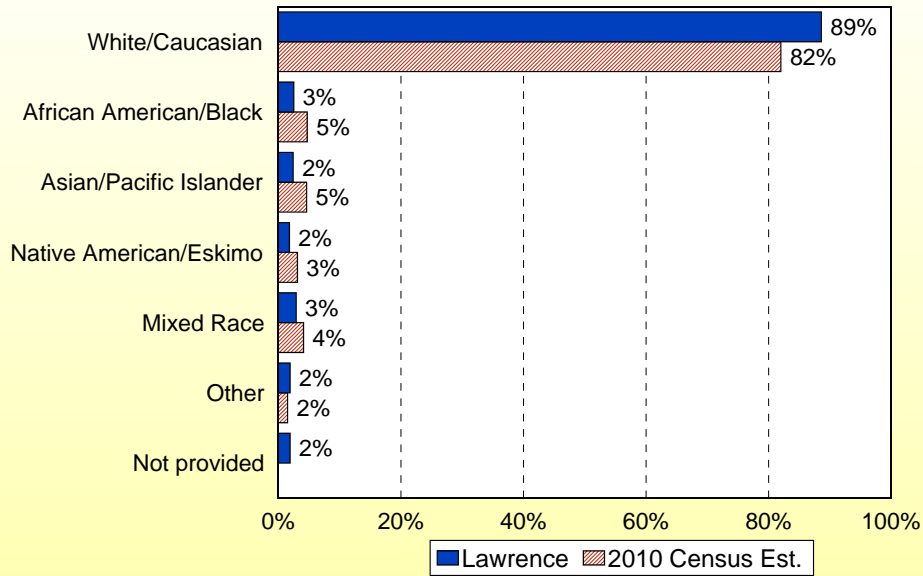
by percentage of all persons represented in the households surveyed



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Respondents Race/Ethnicity

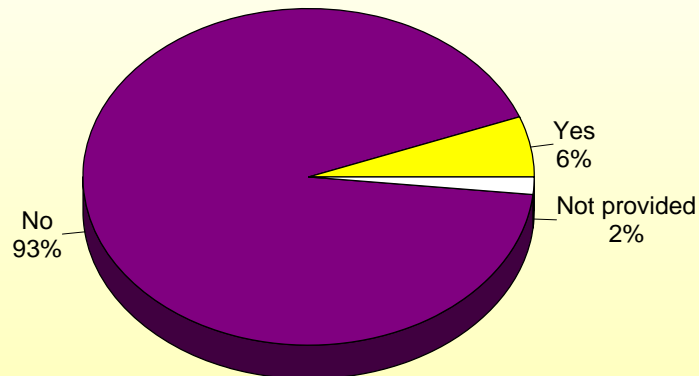
by percentage of respondents (multiple responses allowed)



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

## Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

by percentage of respondents

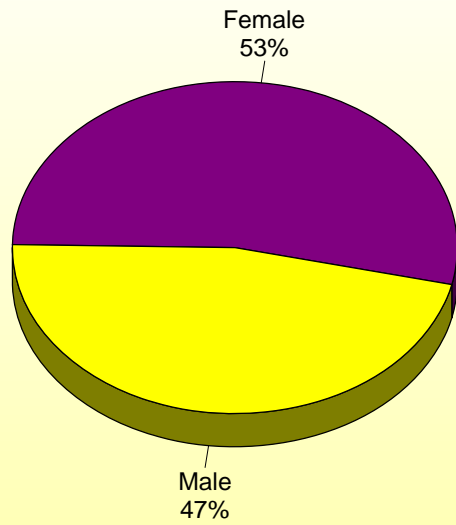


**% Hispanic According to the 2010 Census Estimate = 5.7%**

Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)

# Respondents Gender

by percentage of respondents



Source: ETC Institute DirectionFinder (2015 - Lawrence, KS)