



2021 City of Branson Community Survey Findings Report

Presented to the City of Branson,
Missouri
December 2021



ETC
INSTITUTE

Contents

Executive Summary.....	i
Section 1: Charts and Graphs	1
Section 2: Benchmarking Analysis	42
Section 3: Importance-Satisfaction Analysis.....	53
Section 4: Tabular Data.....	63
Section 5: Survey Instrument.....	97



Executive Summary

2021 City of Branson Community Survey

Executive Summary



Purpose and Methodology

ETC Institute administered a survey to residents of the City of Branson during the fall of 2021. The purpose of the survey was to help the City of Branson ensure that the city's priorities continue to match the needs and desires of residents. As the Branson Board of Aldermen make decisions that affect a wide range of city services and programs this survey data will ensure their decisions are aligned with community priorities. Previous community surveys were conducted in 2008, 2012, 2015, 2016 and 2018.

The five-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the City of Branson. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Branson from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. This goal was met, with a total of 409 residents completing the survey. The overall results for the sample of 409 households have a precision of at least +/-4.8% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Branson with the results from other communities in ETC Institute's *DirectionFinder*® database. Since the number of "don't know" responses often reflects the utilization and awareness of city services, the percentage of "don't know" responses has been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

2021 City of Branson Community Survey

Executive Summary



This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2008 and 2018 community surveys,
- benchmarking data that show how the results for Branson compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Major Findings

Perceptions of the City

Sixty-eight percent (68%) of the residents surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of services provided by the City. This represents a decrease of 1% from the 2018 survey. Seventy percent (70%) of those surveyed, *who had an opinion*, indicated they were “very satisfied” or “satisfied” with the overall quality of life in the City of Branson, which is an increase of 6% from 2018.

Overall Satisfaction with City Services

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of fire services (88%), overall quality of police services (80%), overall quality of parks and recreation facilities (75%), and the customer service received from City employees (69%).

The three major categories of City services that respondents indicated should receive the most emphasis over the next two years were: 1) maintenance of City streets and other infrastructure, 2) management of traffic flow on City streets, and 3) police service.

Feelings of Safety

Sixty-six percent (66%) of respondents, *who had an opinion*, were either “very satisfied” or “satisfied” when rating their overall feeling of safety in City. Seventy-four percent (74%) of residents, *who had an opinion*, indicated were either “very satisfied” or “satisfied” when rating the overall feeling of safety in their neighborhood.

2021 City of Branson Community Survey

Executive Summary



Specific City Services

Public Safety

The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how quickly fire personnel respond to emergencies (85%), how quickly police respond to emergencies (70%), and the enforcement of local traffic laws (63%). The aspect of public safety services that respondents were least satisfied with is the City’s efforts to prevent crime (59%).

Parks and Recreation

The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the location of City parks (71%), the maintenance of City parks (70%), the maintenance of walking paths and trails (65%), and the number of outdoor athletic fields (65%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) the number of walking paths and trails, 2) the maintenance of City parks, and 3) the maintenance of walking paths and trails.

City Communication

The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of information about City programs and services (43%) and City efforts to keep residents informed about local issues (41%).

- Respondents were asked to indicate what sources they use to get information about City news and events. The most selected sources were word of mouth (67%), the free newspaper (64%), and local television (63%).
- Residents most prefer to receive information on City news and events from the City newsletter and online/digital media.
- A majority of respondents indicated they were most aware of the City website, Branson Alerts, and the City’s Facebook page when asked to indicate which communication tools they are aware of.

2021 City of Branson Community Survey

Executive Summary



Utility Services

The highest levels of satisfaction with City utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the reliability of the City’s water service (81%) and the reliability of the City’s wastewater services (79%).

Public Works

The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: condition of street signs and traffic signals (70%), mowing and trimming along streets and other public areas (61%), the quality of City snow removal (58%), and cleanliness of City streets (58%). The two items respondents indicated should receive the most emphasis over the next two years were: 1) the condition of major City streets and 2) the condition of neighborhood streets.

Code Enforcement

The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of code enforcement efforts (58%) and the amount of code enforcement (53%).

Other Findings and Recommendations

- Respondents were asked to indicate how well they think the City of Branson works with other governmental organizations in the region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of the City. Forty-five percent (45%) of respondents indicated the City of Branson does “very well” (10%), “generally well” (22%), or “somewhat well” (13%). Forty percent (40%) of respondents indicated they “don’t know,” 10% indicated “not particularly well,” and 5% indicated “not well at all.”
- Respondents were asked to rate how important 15 different issues should be when planning the City’s future. At least 52% of all respondents indicated each of the 15 issues are either “extremely important” or “very important.” A summary of all 15 items in order of importance is listed below and on the following page.
 1. Managing environmental resources
 2. Minimizing tax increases
 3. Expanding employment opportunities

2021 City of Branson Community Survey

Executive Summary



4. Preserving the City's community values
5. Improving the quality of City infrastructure
6. Enhancing the appearance and overall beauty of the City
7. Addressing needs/concerns of neighborhoods
8. Preserving small-town atmosphere
9. Improving communication and opportunities for public participation
10. Diversify the range of housing options
11. Improving the quality of local governmental services
12. Incentivize economic development
13. Diversify entertainment offerings
14. Improving and expanding parks and recreation opportunities
15. Increasing the availability of arts and cultural amenities

Respondents were then asked to indicate which three issues they think should be most important, below is a summary of how all 15 items were rated based on the sum of respondent's top three choices.

1. Minimizing tax increases
2. Preserving small-town atmosphere
3. Diversify the range of housing options
4. Preserving the City's community values
5. Enhancing the appearance and overall beauty of the City
6. Improving the quality of City infrastructure
7. Managing environmental resources
8. Expanding employment opportunities
9. Addressing needs/concerns of neighborhoods
10. Diversify entertainment offerings
11. Incentivize economic development

2021 City of Branson Community Survey

Executive Summary



12. Improving communication and opportunities for public participation

13. Increasing the availability of arts and cultural amenities

14. Improving and expanding parks and recreation opportunities

15. Improving the quality of local governmental services

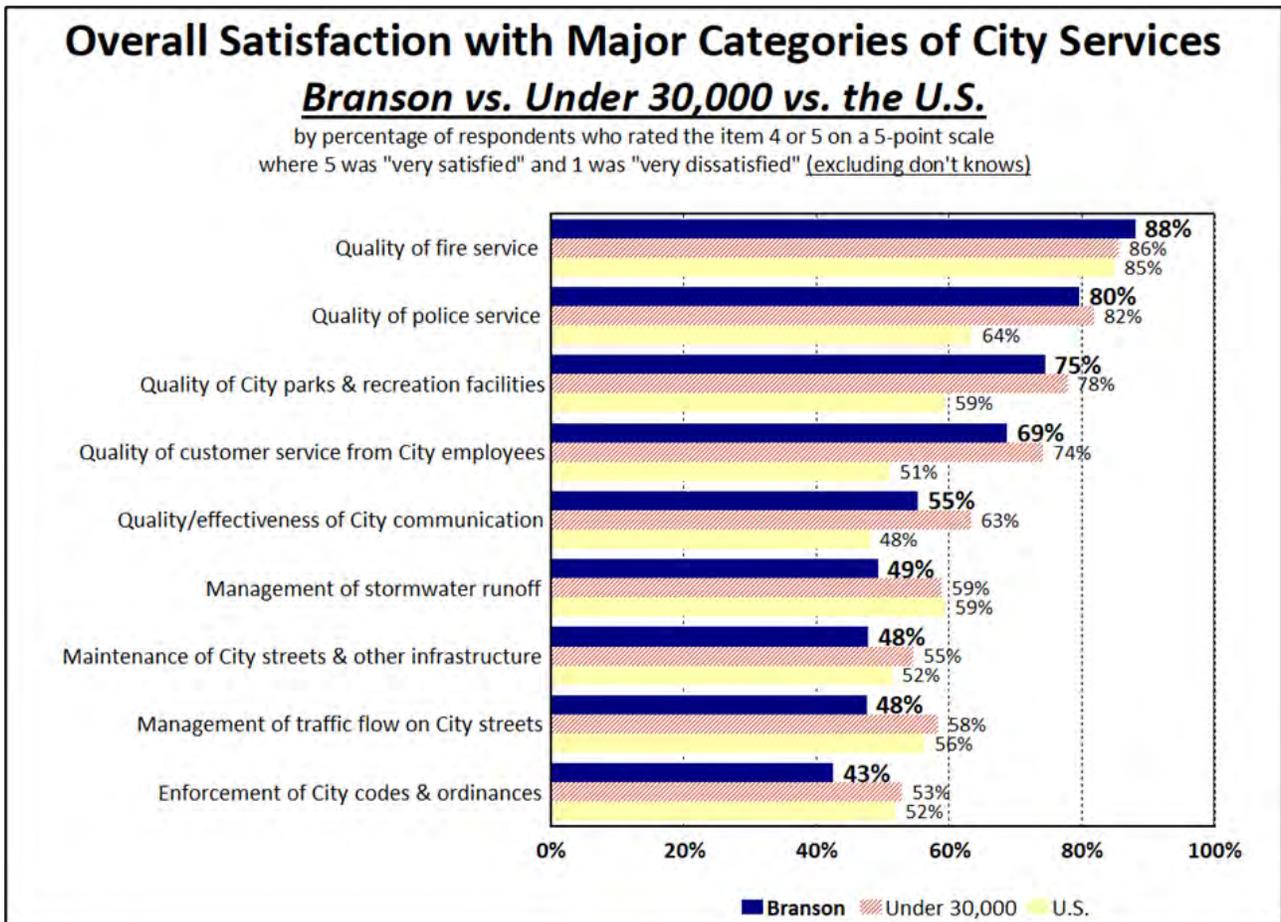
- Respondents were asked about their commute to work. More than half (56%) indicated they use their personal vehicle for their commute. Of those who are employed, 41% indicated it takes 10 minutes or less to commute to work; 29% said it takes 11-20 minutes, and 18% said it takes more than 20 minutes. The remaining 12% indicated they work from home.
- Nearly half (49%) of the respondents surveyed indicated they had contacted the City of Branson during the past year. The City departments contacted most were police/code enforcement and utilities/water/wastewater. Overall, respondents were very satisfied with the customer service received from City employees.

2021 City of Branson Community Survey Executive Summary



How the City of Branson Compares to Other Communities

ETC institute performed benchmarking analysis comparing the City of Branson’s results to our national *DirectionFinder*® database and results from 38 communities, with populations of 30,000 or fewer, where ETC Institute has administered a survey since 2019. It should be noted that the national *DirectionFinder*® database results were taken from a random sample of more than 5,000 respondents within the continental United States during 2020. The following pages briefly summarize the benchmarking comparisons, a full breakdown of these benchmarks can be found in Section 3 of this report.



2021 City of Branson Community Survey

Executive Summary



How the City of Branson Compares to Other Communities Nationally

Satisfaction ratings for the City of Branson **rated the same as or above the U.S. average in 25 of the 41 areas** that were assessed. The City of Branson rated significantly higher than the U.S. average (difference of 5% or more) in 14 of these areas. Listed below are the comparisons between the City of Branson and the U.S. average:

City Service	Branson	U.S.	Difference	Category
Quality of City swimming pool	64%	36%	28%	Parks and Recreation
As a place to visit	87%	62%	25%	Overall Ratings
As a place to retire	78%	57%	21%	Overall Ratings
Quality of City recreation programs for youth	59%	39%	20%	Parks and Recreation
Reliability of City water service	81%	62%	19%	Utility Services
Quality of customer service from City employees	69%	51%	18%	Major Categories of City Services
Quality of police service	80%	64%	16%	Major Categories of City Services
Quality of City parks & recreation facilities	75%	59%	15%	Major Categories of City Services
Quality of City recreation programs for adults	49%	34%	15%	Parks and Recreation
Reliability of the City wastewater services	79%	65%	14%	Utility Services
As a place to live	83%	73%	10%	Overall Ratings
As a place to raise a family	80%	71%	9%	Overall Ratings
Overall quality of services provided by City	68%	59%	9%	Perceptions of the City
Quality/effectiveness of City communication	55%	48%	7%	Major Categories of City Services
How quickly police respond to emergencies	70%	65%	4%	Public Safety
How quickly fire personnel respond to emergencies	85%	81%	4%	Public Safety
Quality of fire service	88%	85%	3%	Major Categories of City Services
Enforcement of local traffic laws	63%	60%	3%	Public Safety
Maintenance of walking paths & trails	65%	63%	3%	Parks and Recreation
Condition of major City streets	56%	54%	2%	Public Works
As a place to work	61%	60%	2%	Overall Ratings
Efforts for open/inclusive/responsive government	39%	38%	1%	City Communication
Mowing/trimming along streets & other public areas	61%	60%	1%	Public Works
How well City manages growth	44%	44%	0%	Perceptions of the City
City's brand/reputation	64%	64%	0%	Perceptions of the City
Condition of street signs & traffic signals	70%	71%	-1%	Public Works
Cleanliness of City streets	58%	60%	-2%	Public Works
Value you receive for your City taxes & fees	42%	44%	-2%	Perceptions of the City
Maintenance of City streets & other infrastructure	48%	52%	-4%	Major Categories of City Services
City efforts to prevent crime	59%	63%	-4%	Public Safety
Condition of streets in your neighborhood	49%	55%	-6%	Public Works
Condition of City sidewalks	44%	51%	-7%	Public Works
Quality of City snow removal	58%	65%	-7%	Public Works
Availability of info about City programs/services	43%	51%	-9%	City Communication
Management of traffic flow on City streets	48%	56%	-9%	Major Categories of City Services
Feeling of safety in City	66%	75%	-9%	Perceptions of the City
Enforcement of City codes & ordinances	43%	52%	-9%	Major Categories of City Services
City efforts to inform about local issues	41%	51%	-10%	City Communication
Management of stormwater runoff	49%	59%	-10%	Major Categories of City Services
Appearance/visual attractiveness of City	53%	66%	-13%	Perceptions of the City
Adequacy of City street lighting	53%	66%	-13%	Public Works

2021 City of Branson Community Survey

Executive Summary



How the City of Branson Compares to Similar-Sized Communities

Satisfaction ratings for the City of Branson **rated the same or above the average for communities with populations of less than 30,000 in 10 of the 41 areas** that were assessed. The City of Branson rated significantly higher than this average (difference of 5% or more) in 5 of these areas. Listed below are the comparisons between The City of Branson and the average for communities with 30,000 or fewer residents:

City Service	Branson	Under 30,000	Difference	Category
As a place to visit	87%	68%	20%	Overall Ratings
As a place to retire	78%	67%	12%	Overall Ratings
As a place to work	61%	54%	8%	Overall Ratings
Reliability of the City wastewater services	79%	73%	6%	Utility Services
Reliability of City water service	81%	77%	5%	Utility Services
Quality of fire service	88%	86%	2%	Major Categories of City Services
Quality of City recreation programs for youth	59%	56%	2%	Parks and Recreation
How quickly fire personnel respond to emergencies	85%	83%	2%	Public Safety
Maintenance of walking paths & trails	65%	65%	1%	Parks and Recreation
How well City manages growth	44%	44%	0%	Perceptions of the City
Quality of City swimming pool	64%	65%	-1%	Parks and Recreation
As a place to raise a family	80%	82%	-1%	Overall Ratings
Quality of City recreation programs for adults	49%	50%	-2%	Parks and Recreation
Quality of police service	80%	82%	-2%	Major Categories of City Services
Efforts for open/inclusive/responsive government	39%	42%	-3%	City Communication
Quality of City parks & recreation facilities	75%	78%	-3%	Major Categories of City Services
As a place to live	83%	88%	-4%	Overall Ratings
Enforcement of local traffic laws	63%	67%	-5%	Public Safety
Quality of customer service from City employees	69%	74%	-5%	Major Categories of City Services
City's brand/reputation	64%	70%	-6%	Perceptions of the City
Condition of street signs & traffic signals	70%	77%	-7%	Public Works
Condition of major City streets	56%	63%	-7%	Public Works
Maintenance of City streets & other infrastructure	48%	55%	-7%	Major Categories of City Services
Overall quality of services provided by City	68%	75%	-7%	Perceptions of the City
Quality/effectiveness of City communication	55%	63%	-8%	Major Categories of City Services
How quickly police respond to emergencies	70%	79%	-9%	Public Safety
Mowing/trimming along streets & other public areas	61%	70%	-9%	Public Works
Management of stormwater runoff	49%	59%	-10%	Major Categories of City Services
Adequacy of City street lighting	53%	63%	-10%	Public Works
Condition of streets in your neighborhood	49%	59%	-10%	Public Works
Enforcement of City codes & ordinances	43%	53%	-10%	Major Categories of City Services
Management of traffic flow on City streets	48%	58%	-11%	Major Categories of City Services
City efforts to prevent crime	59%	70%	-12%	Public Safety
Condition of City sidewalks	44%	58%	-13%	Public Works
Cleanliness of City streets	58%	73%	-15%	Public Works
City efforts to inform about local issues	41%	57%	-16%	City Communication
Value you receive for your City taxes & fees	42%	58%	-16%	Perceptions of the City
Availability of info about City programs/services	43%	60%	-17%	City Communication
Feeling of safety in City	66%	85%	-19%	Perceptions of the City
Appearance/visual attractiveness of City	53%	72%	-19%	Perceptions of the City
Quality of City snow removal	58%	78%	-19%	Public Works

2021 City of Branson Community Survey

Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Maintenance of City streets & other infrastructure (IS Rating=0.2422)
- Management of traffic flow on City streets (IS Rating=0.2180)
- Enforcement of City codes & ordinances (IS Rating=0.1148)

The table below shows the importance-satisfaction rating for all 12 major categories of City services that were rated.

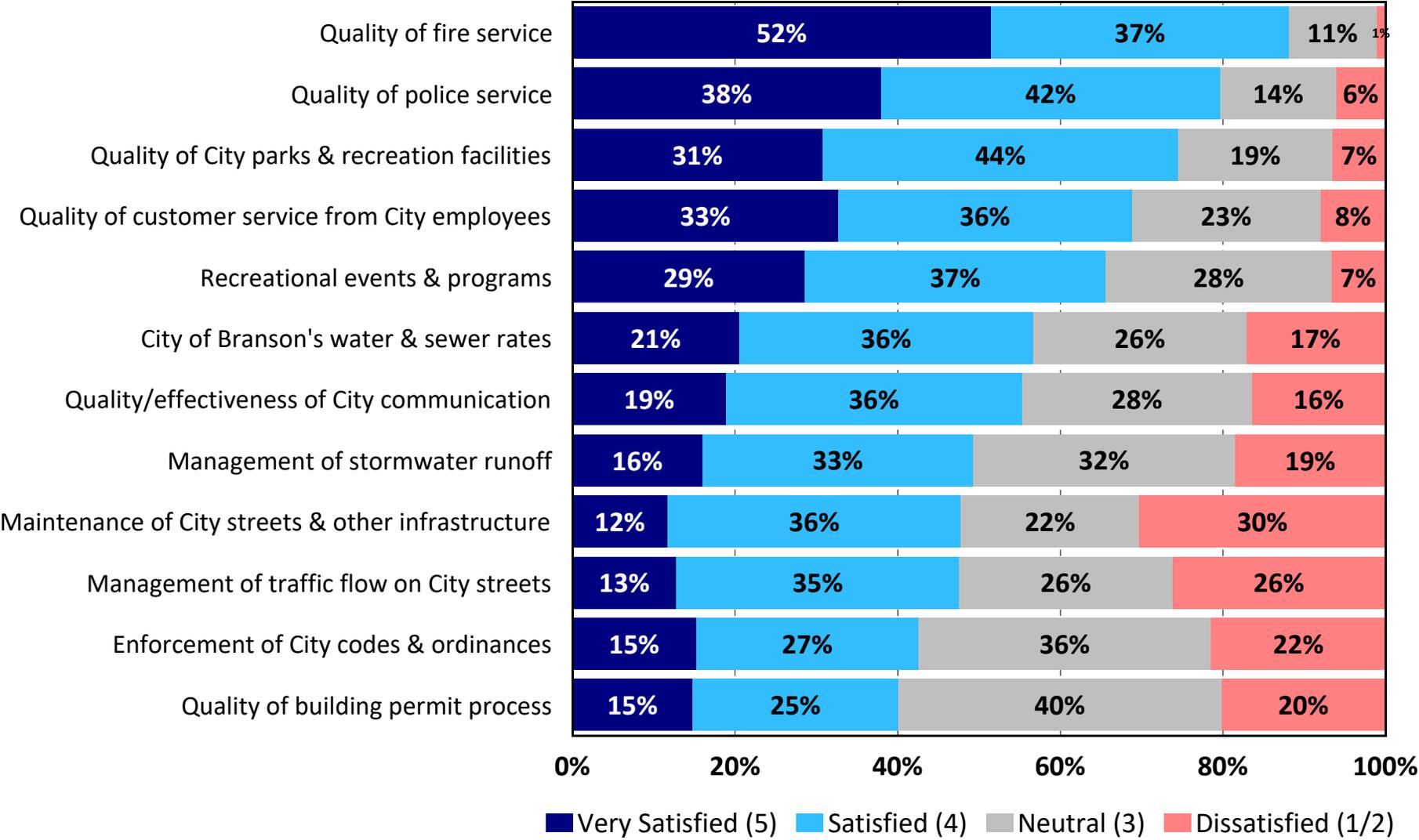
2021 Importance Satisfaction Rating						
City of Branson						
Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets & other infrastructure	46%	1	48%	9	0.2422	1
Management of traffic flow on City streets	42%	2	48%	10	0.2180	2
High Priority (IS .10-.20)						
Enforcement of City codes & ordinances	20%	4	43%	11	0.1148	3
Medium Priority (IS <.10)						
Management of stormwater runoff	17%	6	49%	8	0.0842	4
Quality of police service	36%	3	80%	2	0.0739	5
Quality/effectiveness of City communication	16%	8	55%	7	0.0733	6
Quality of building permit process	12%	9	40%	12	0.0731	7
City of Branson's water & sewer rates	12%	10	57%	6	0.0528	8
Quality of City parks & recreation facilities	19%	5	75%	3	0.0479	9
Recreational events & programs	10%	11	66%	5	0.0354	10
Quality of fire service	17%	7	88%	1	0.0198	11
Quality of customer service from City employees	5%	12	69%	4	0.0159	12



Charts and Graphs:

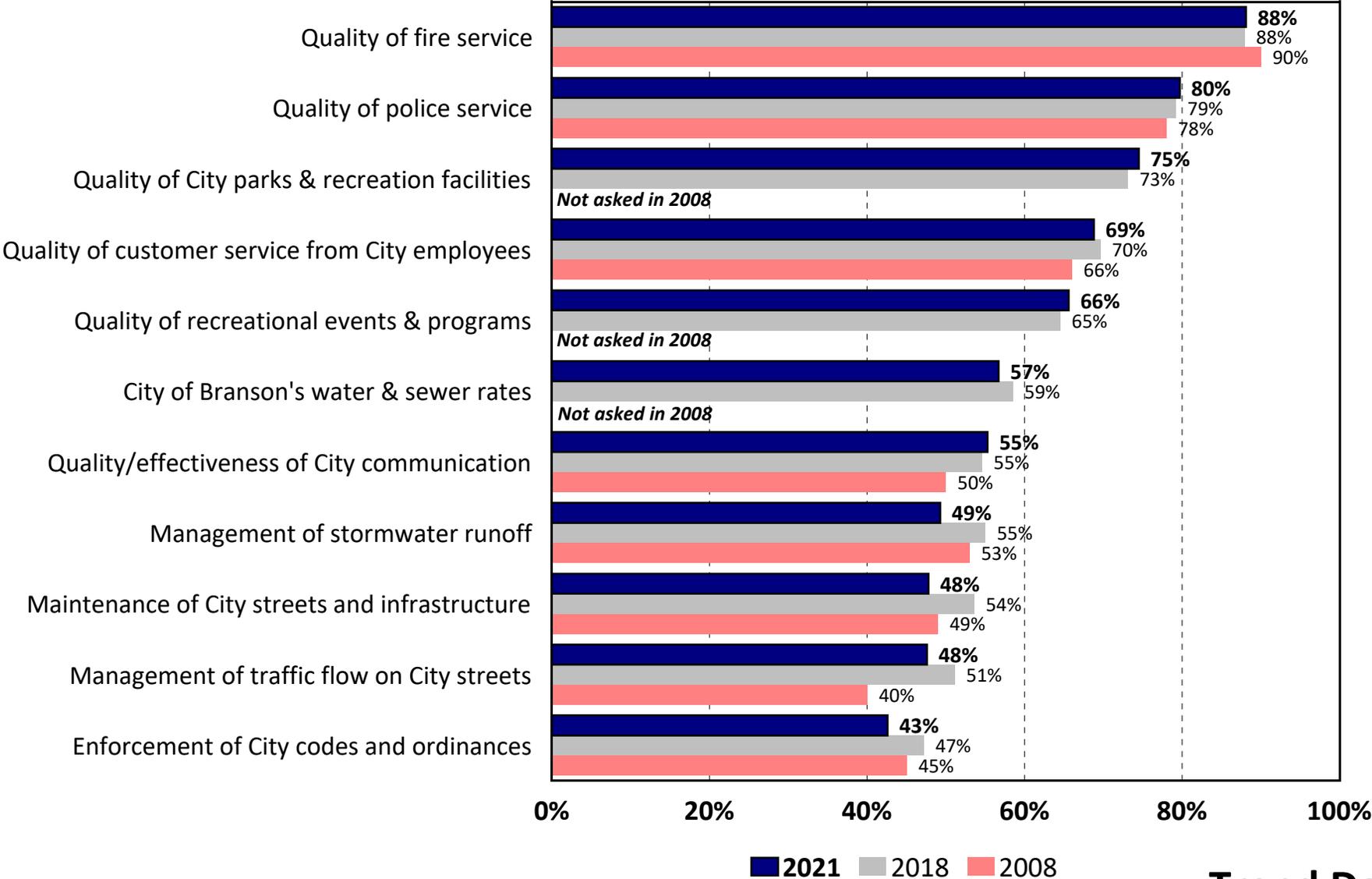
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents (excluding don't knows)



TRENDS: Overall Satisfaction With City Services by Major Category - 2008 to 2021

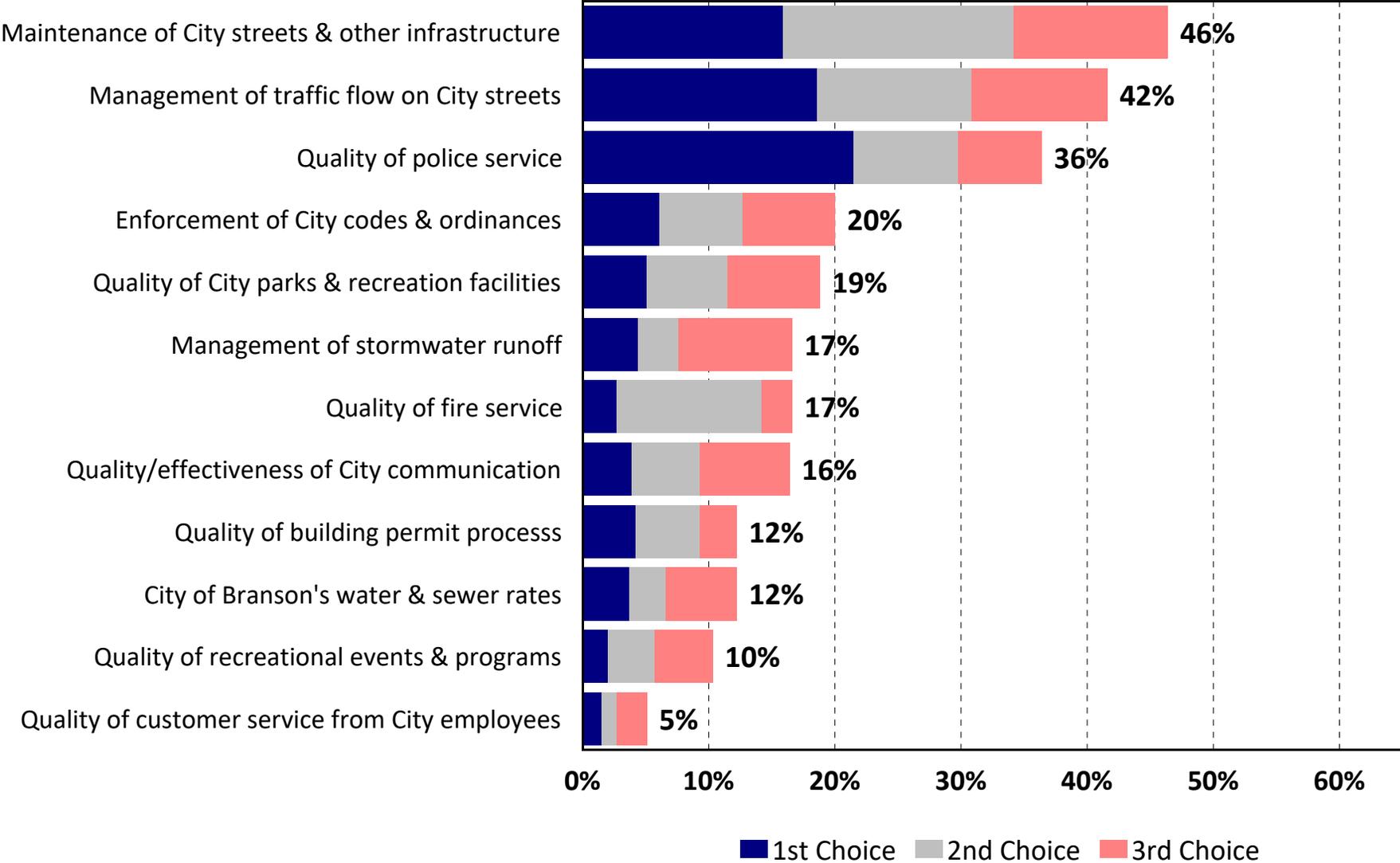
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

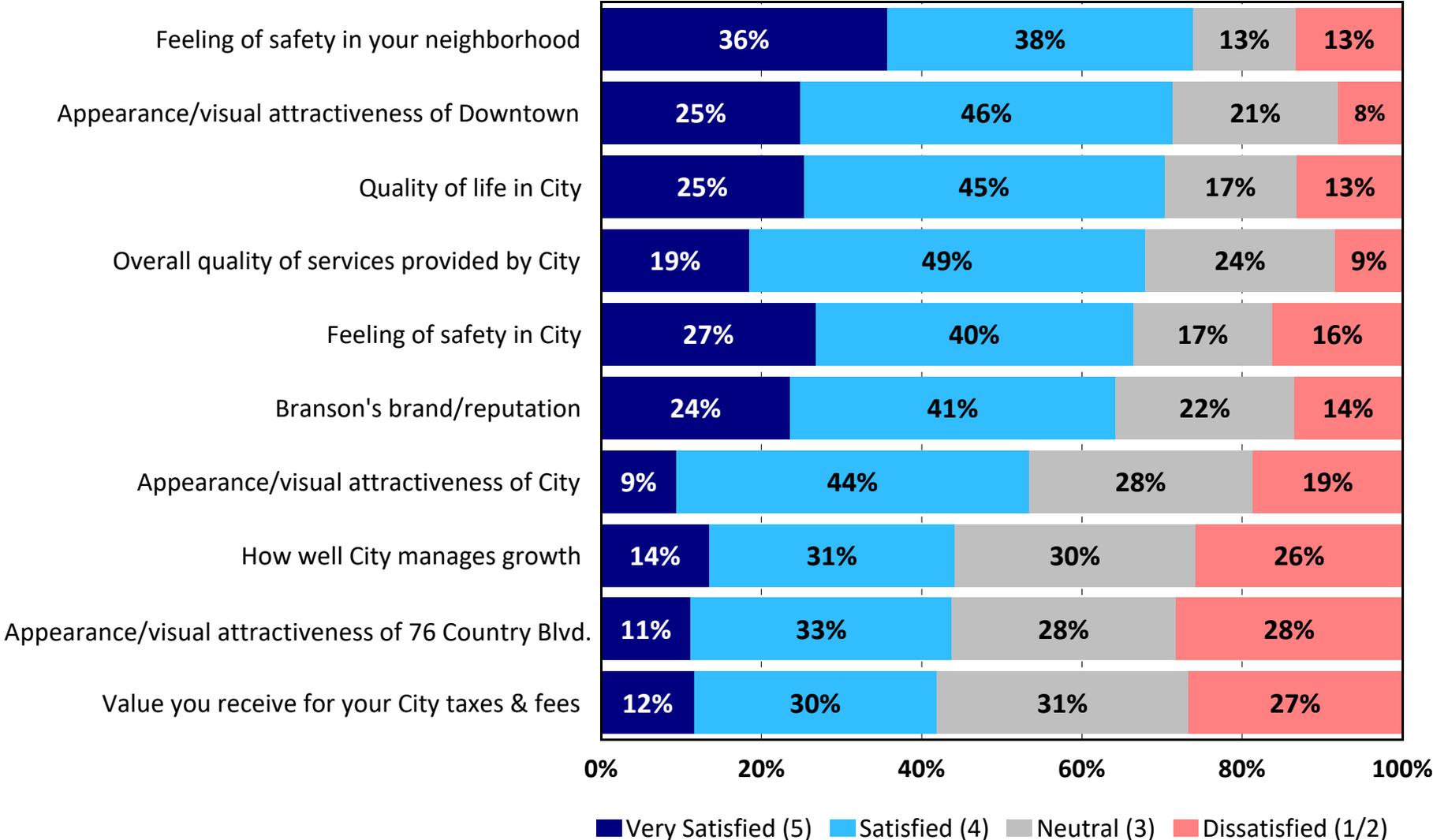
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



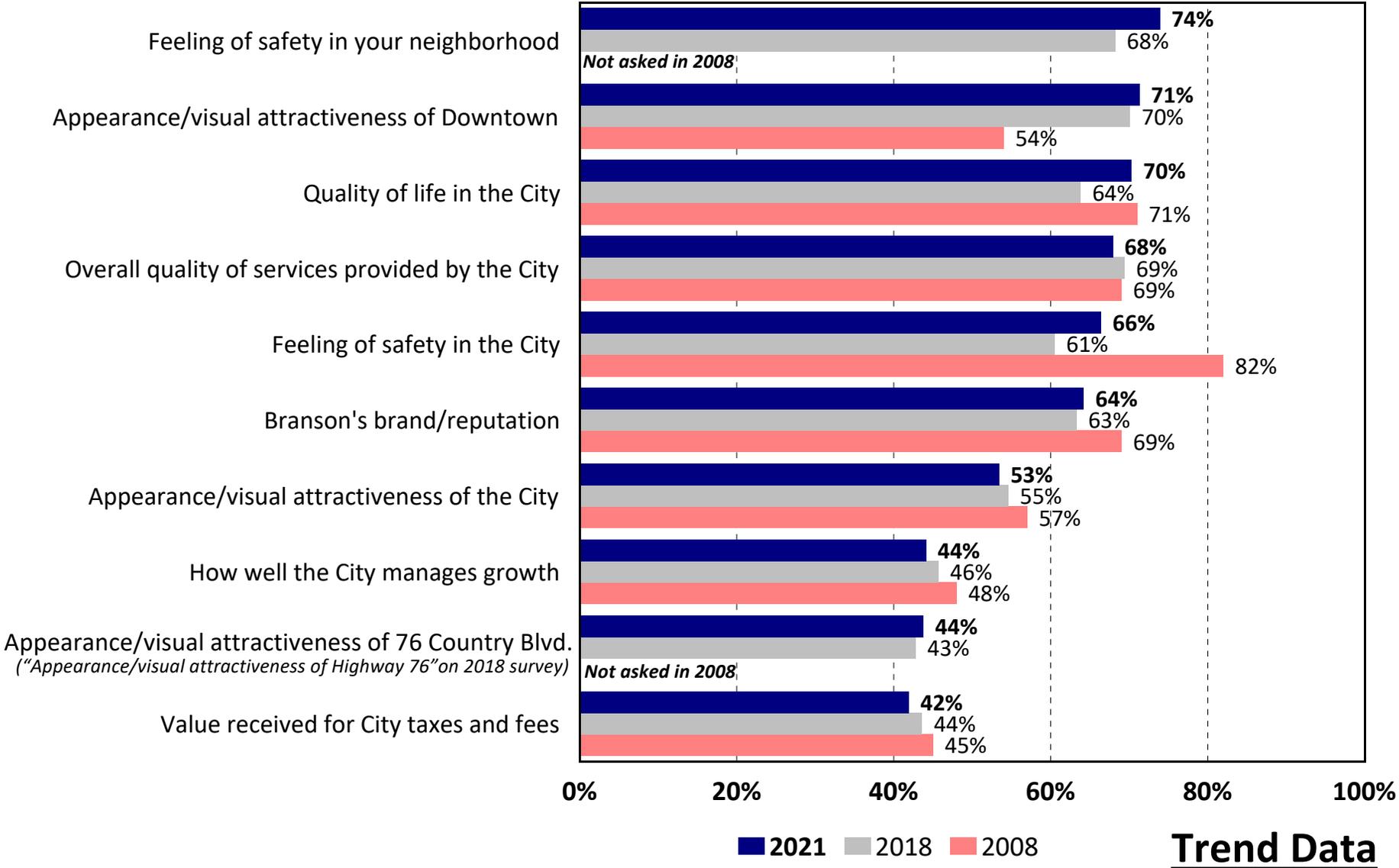
Q3. Satisfaction With Items That Influence Perceptions of the City

by percentage of respondents (excluding don't knows)



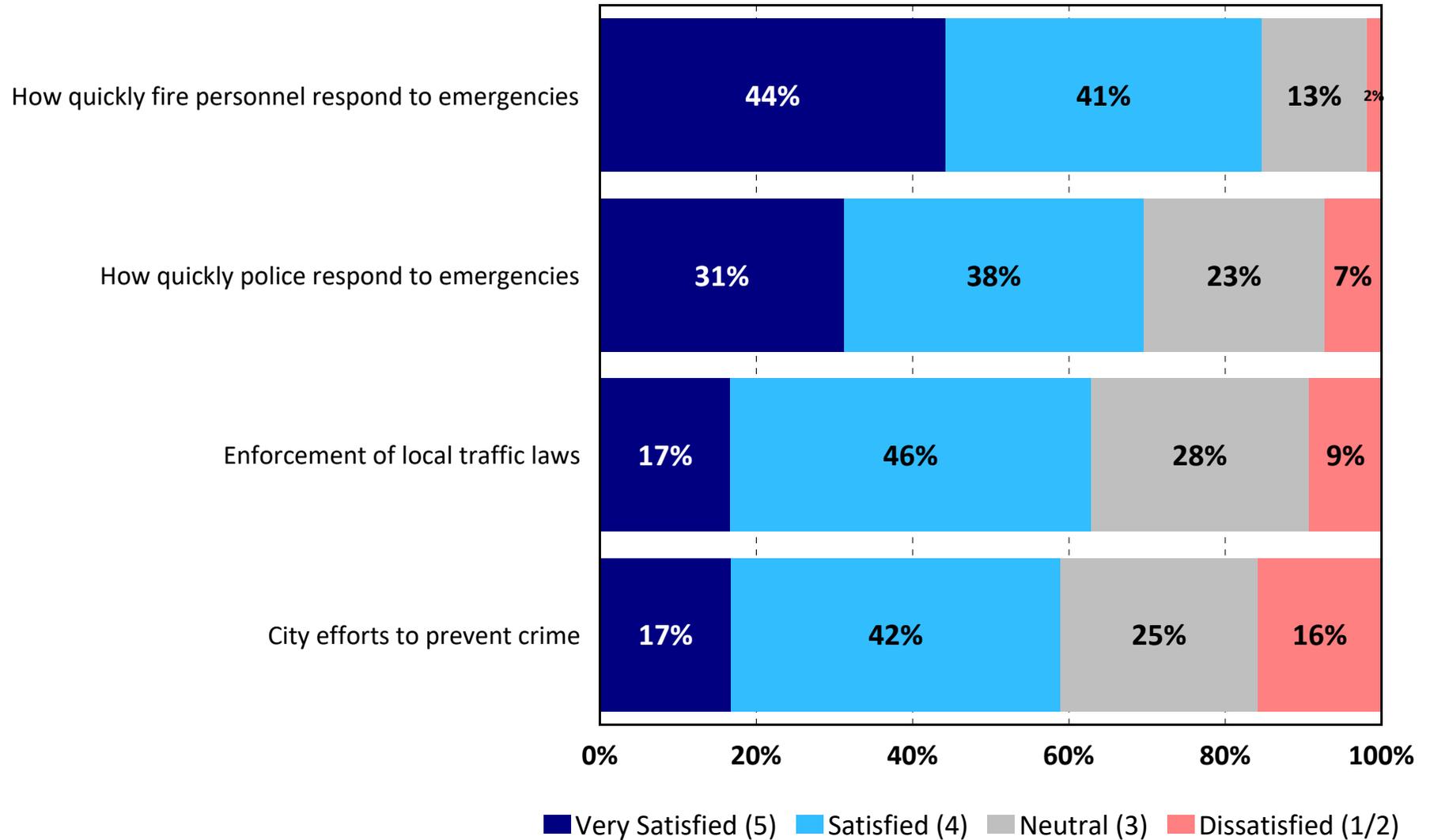
TRENDS: Satisfaction With Items That Influence Perceptions of the City - 2008 to 2021

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



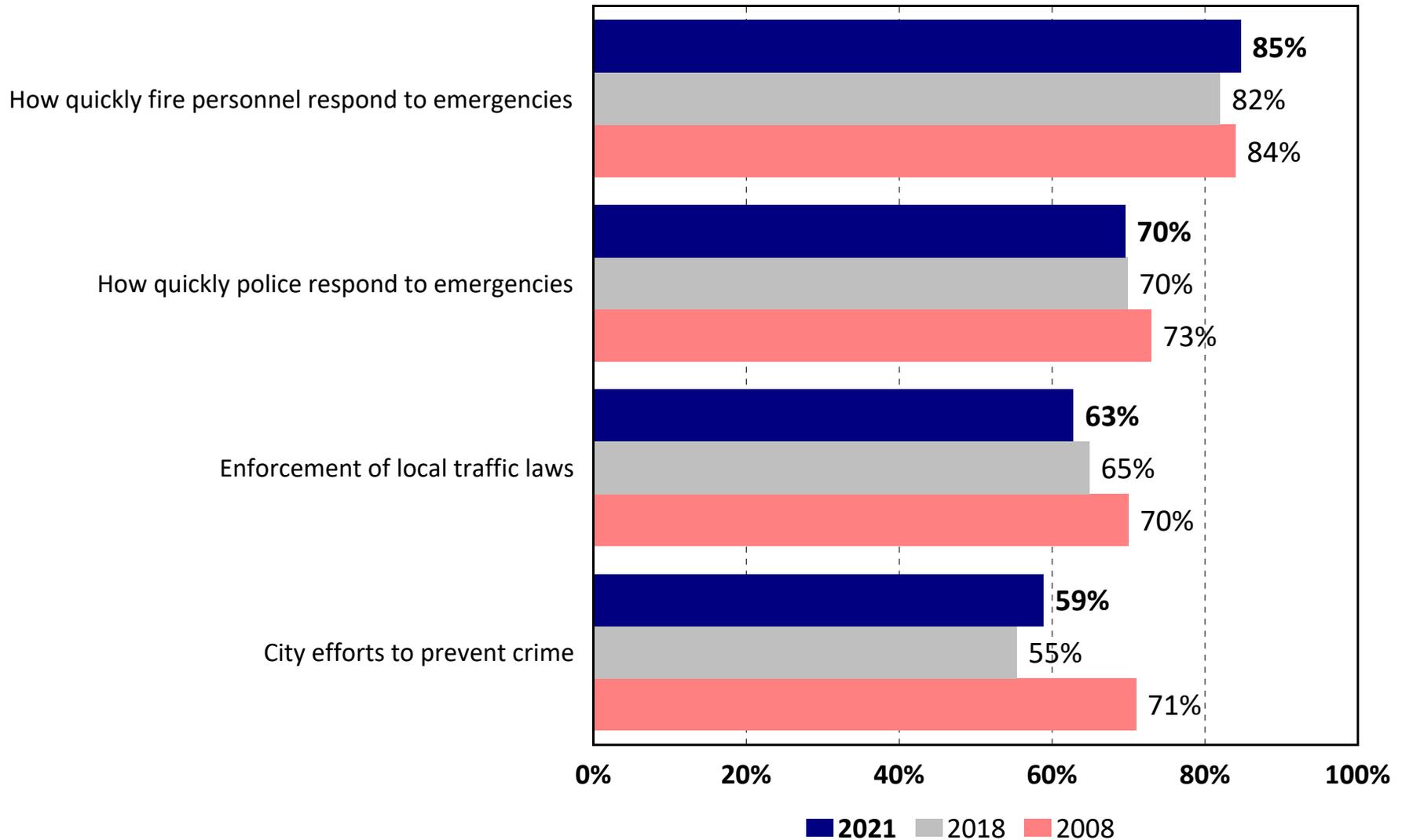
Q4. Satisfaction with Public Safety

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Public Safety 2008 to 2021

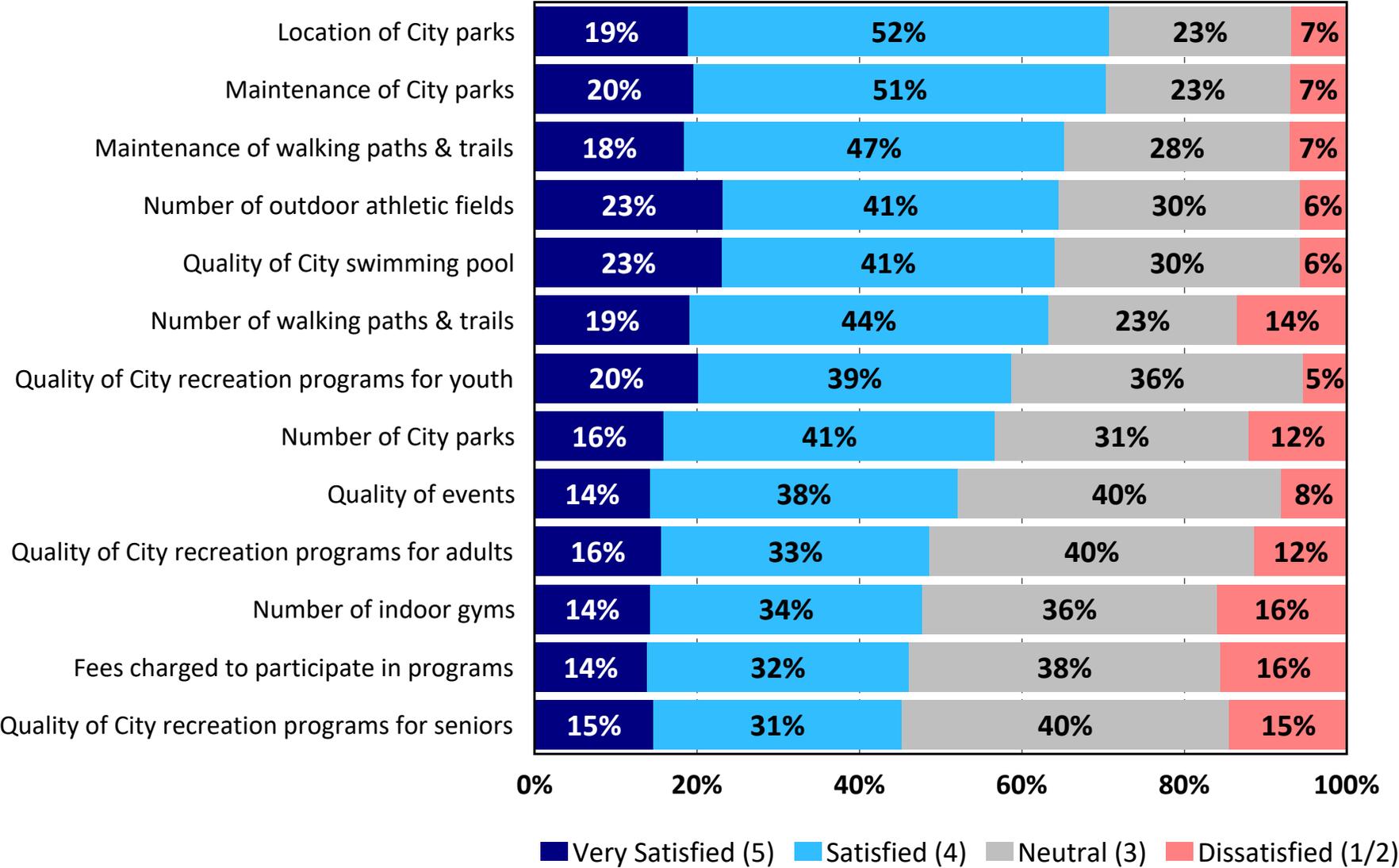
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

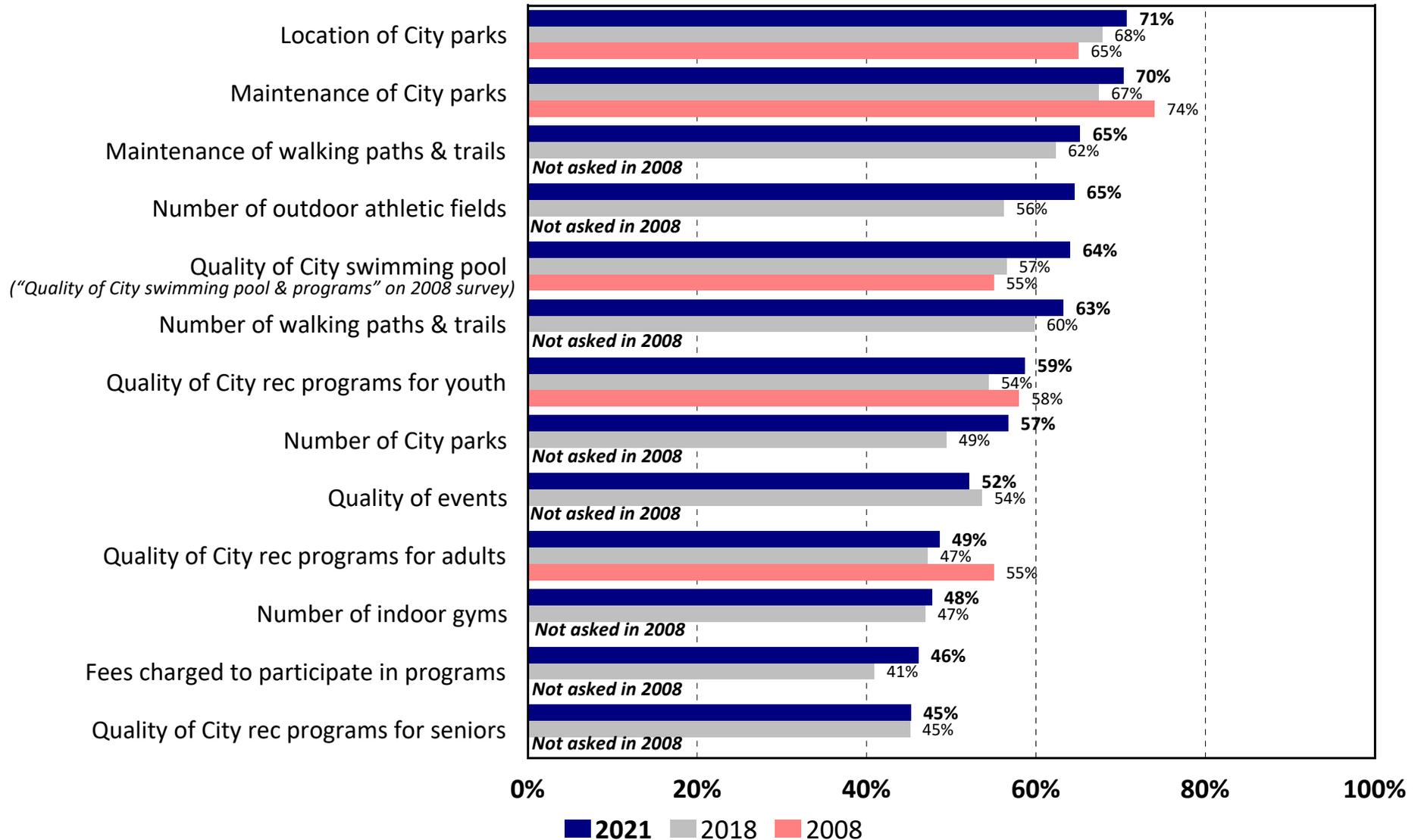
Q5. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Parks and Recreation 2008 to 2021

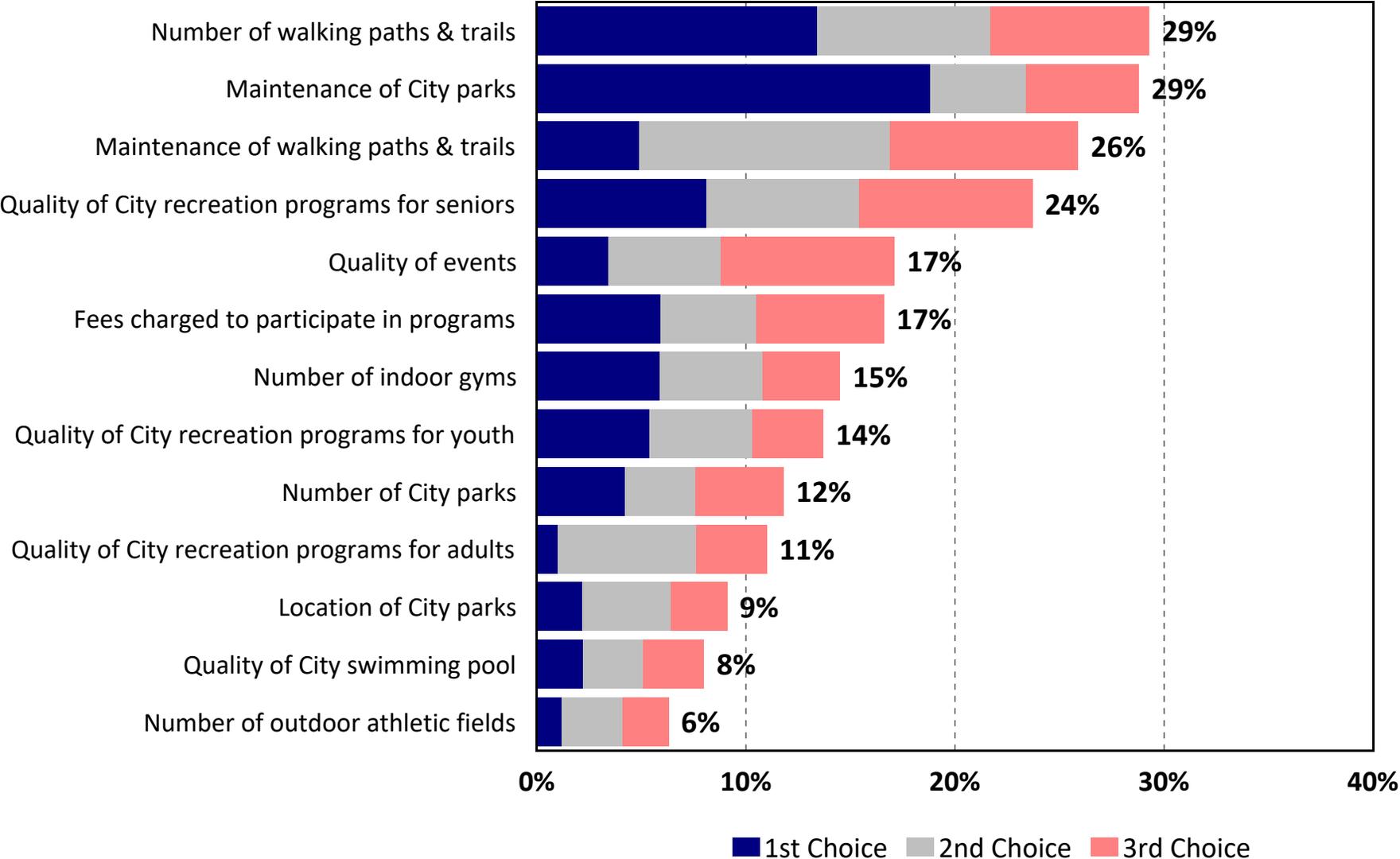
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

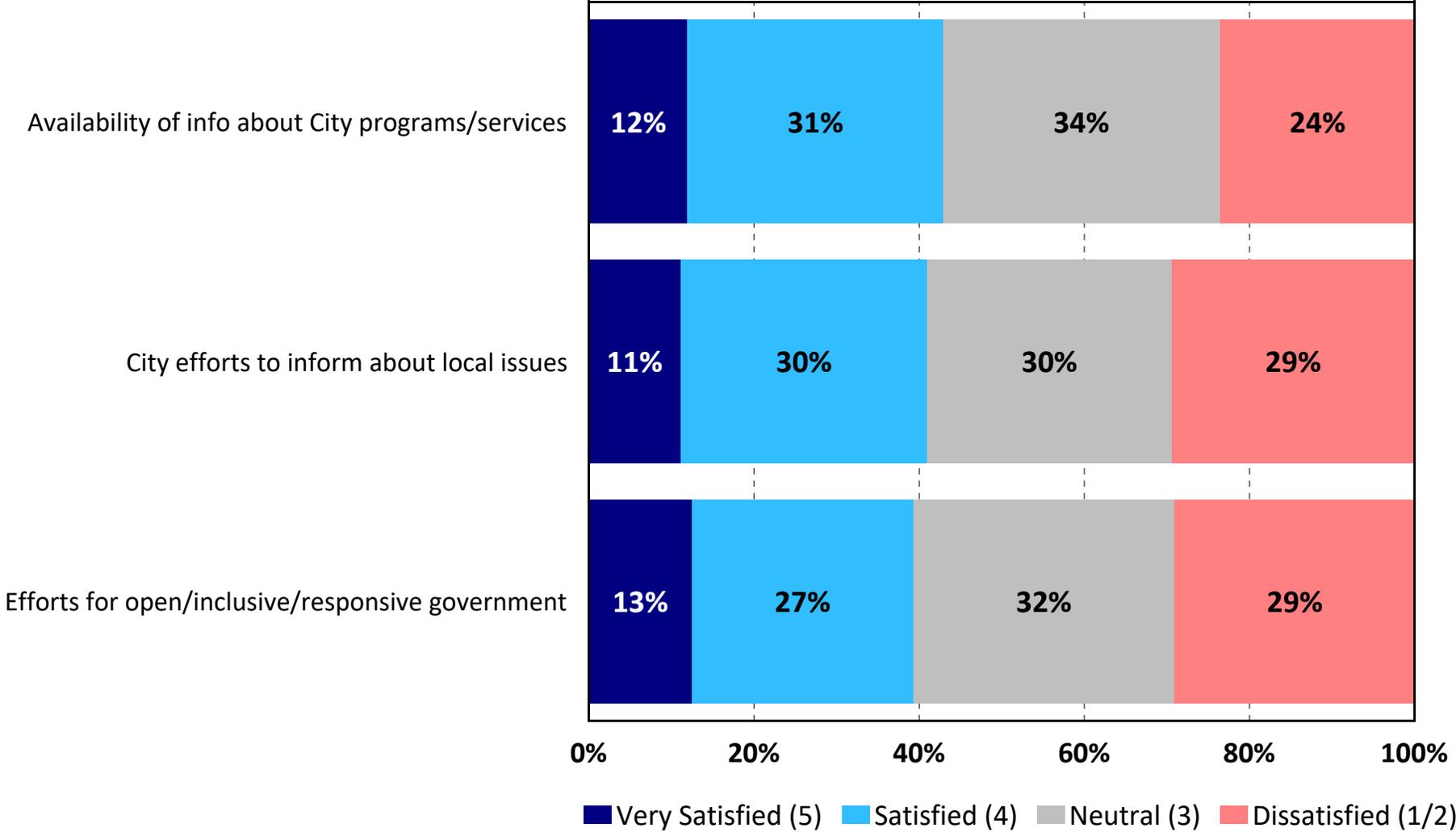
Q6. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



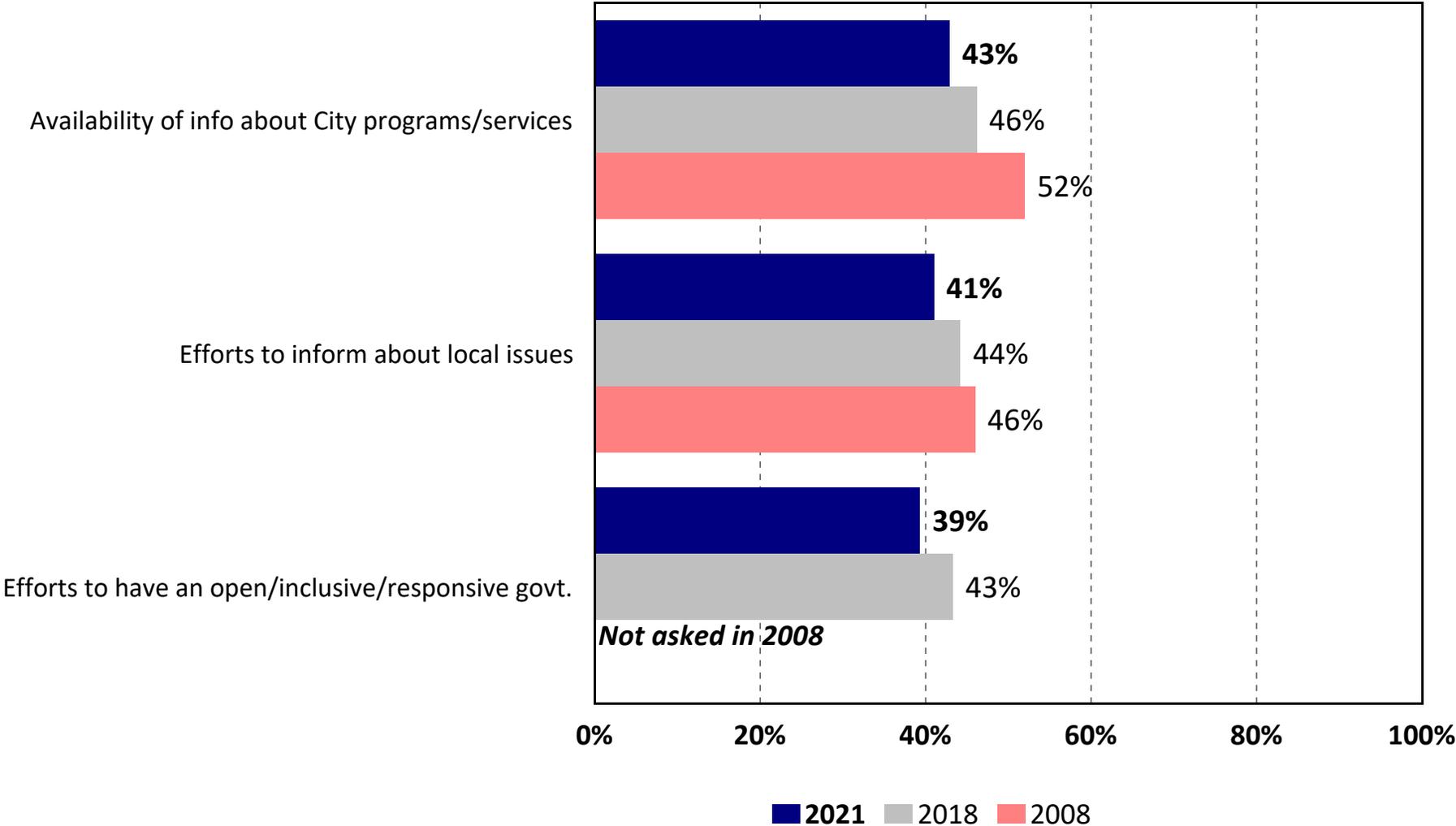
Q7. Satisfaction with City Communication

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with City Communication 2008 to 2021

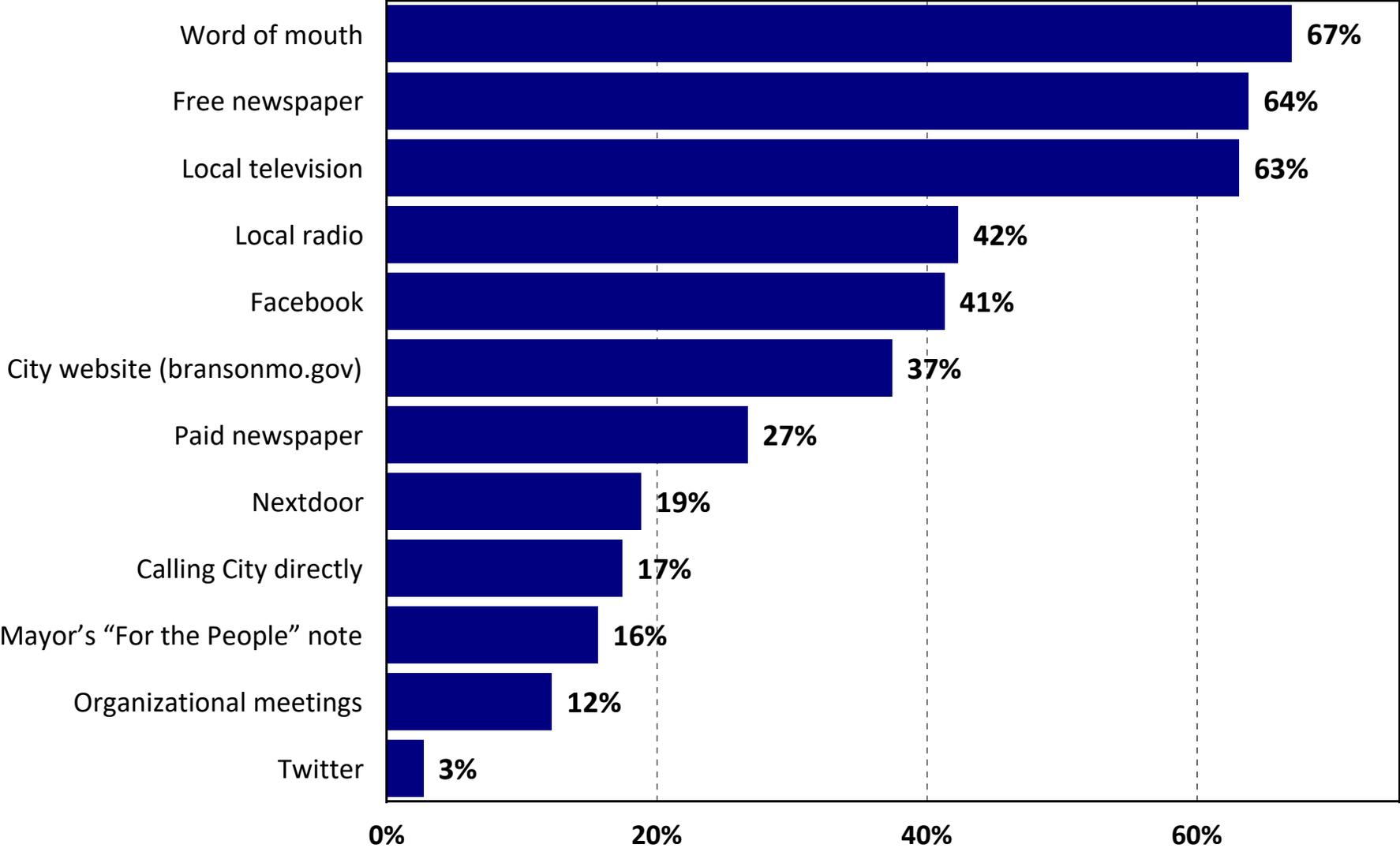
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

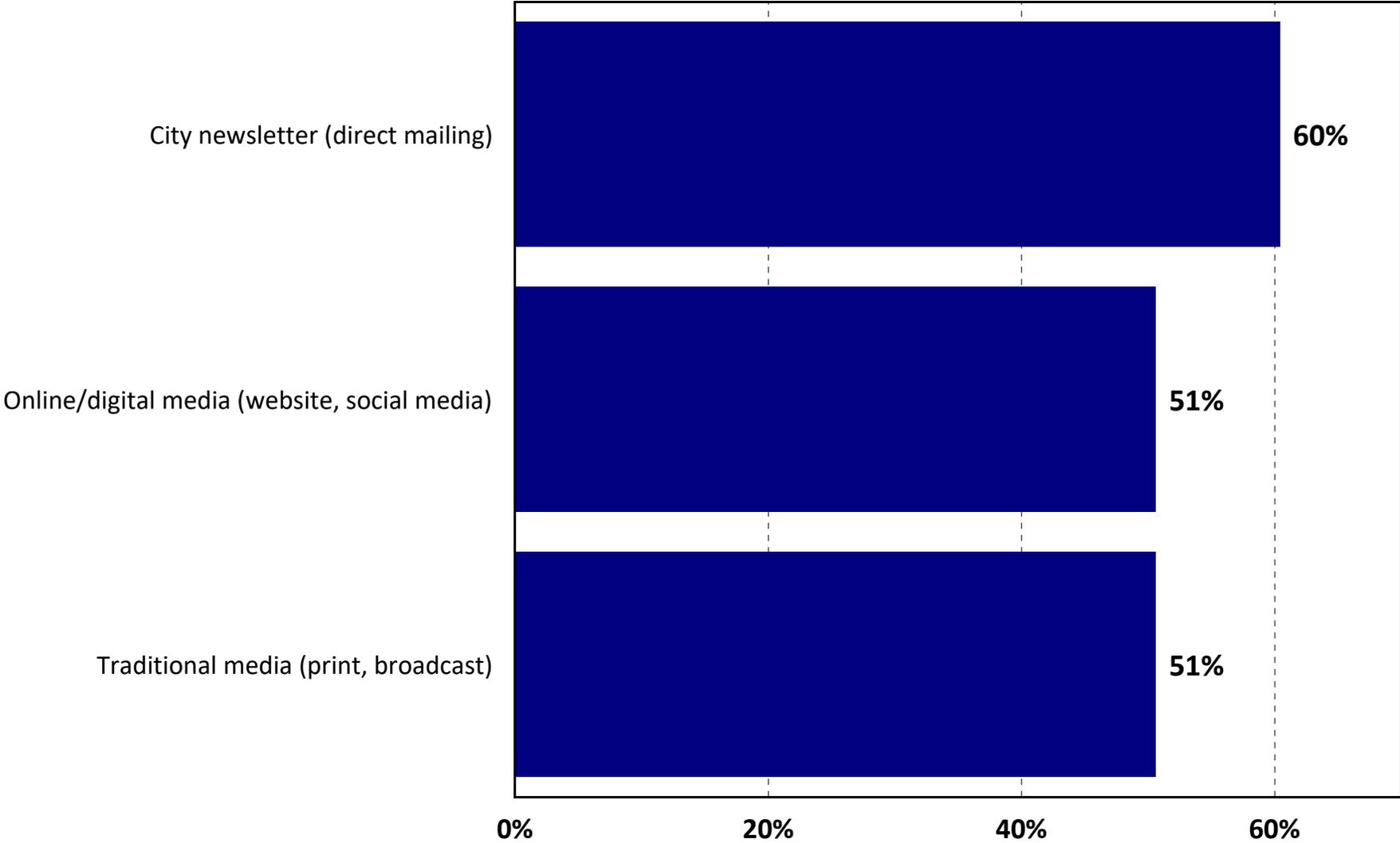
Q8. Sources of Information About City News and Events

by percentage of respondents (multiple responses could be made)



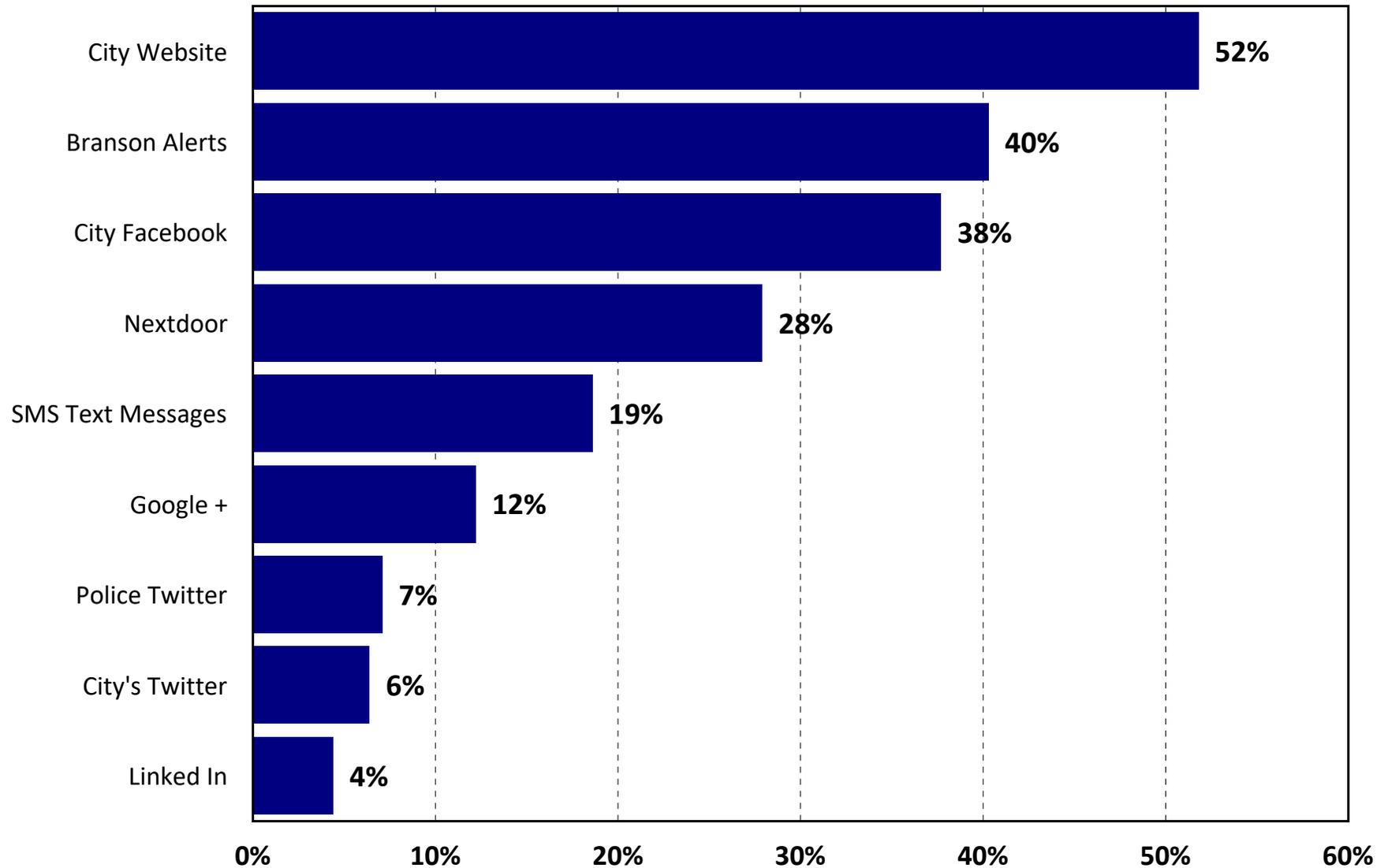
Q9. How Residents Prefer to Receive Information About the City of Branson

by percentage of respondents (multiple responses could be made)



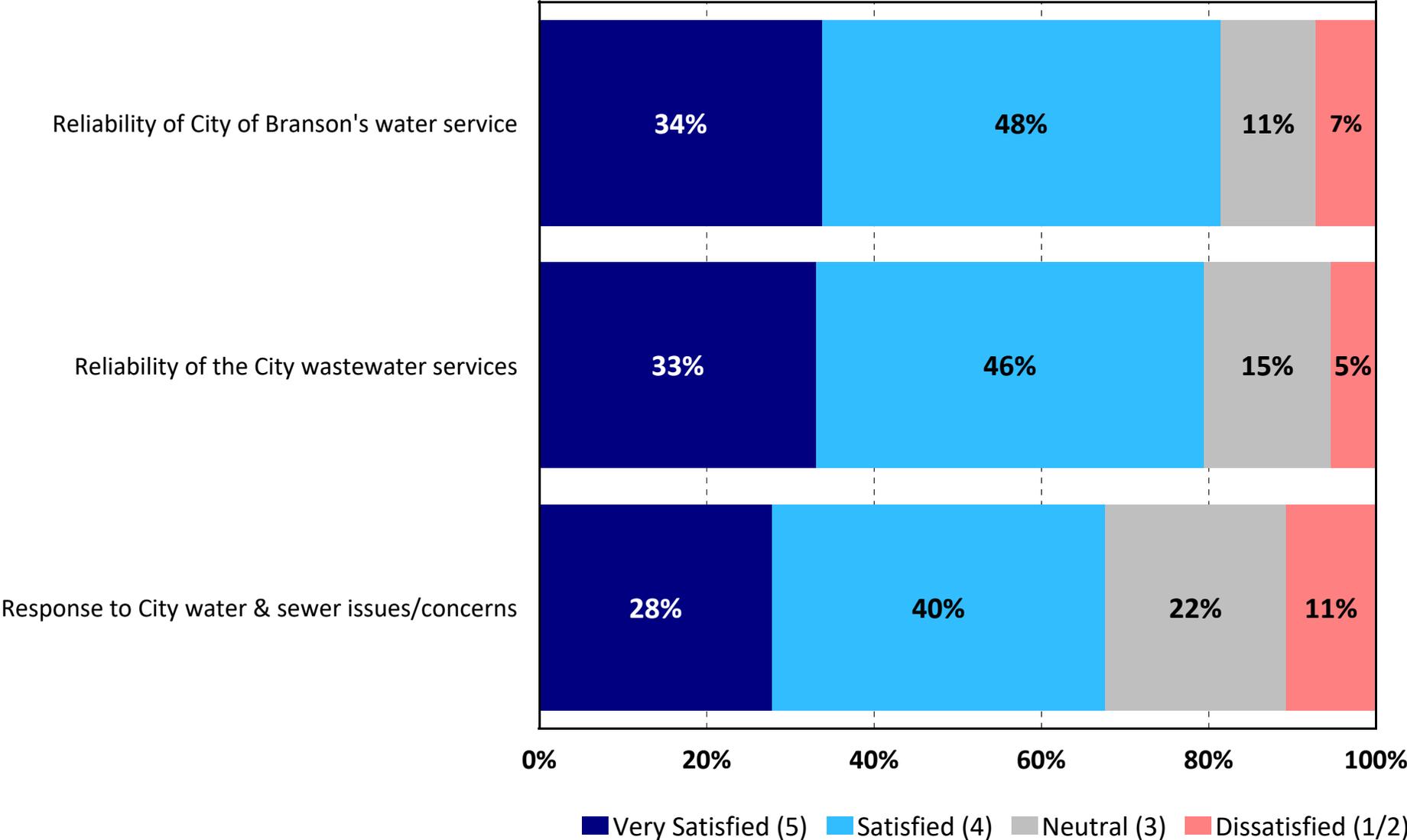
Q10. Awareness of City Communication Tools

by percentage of respondents (multiple responses could be made)



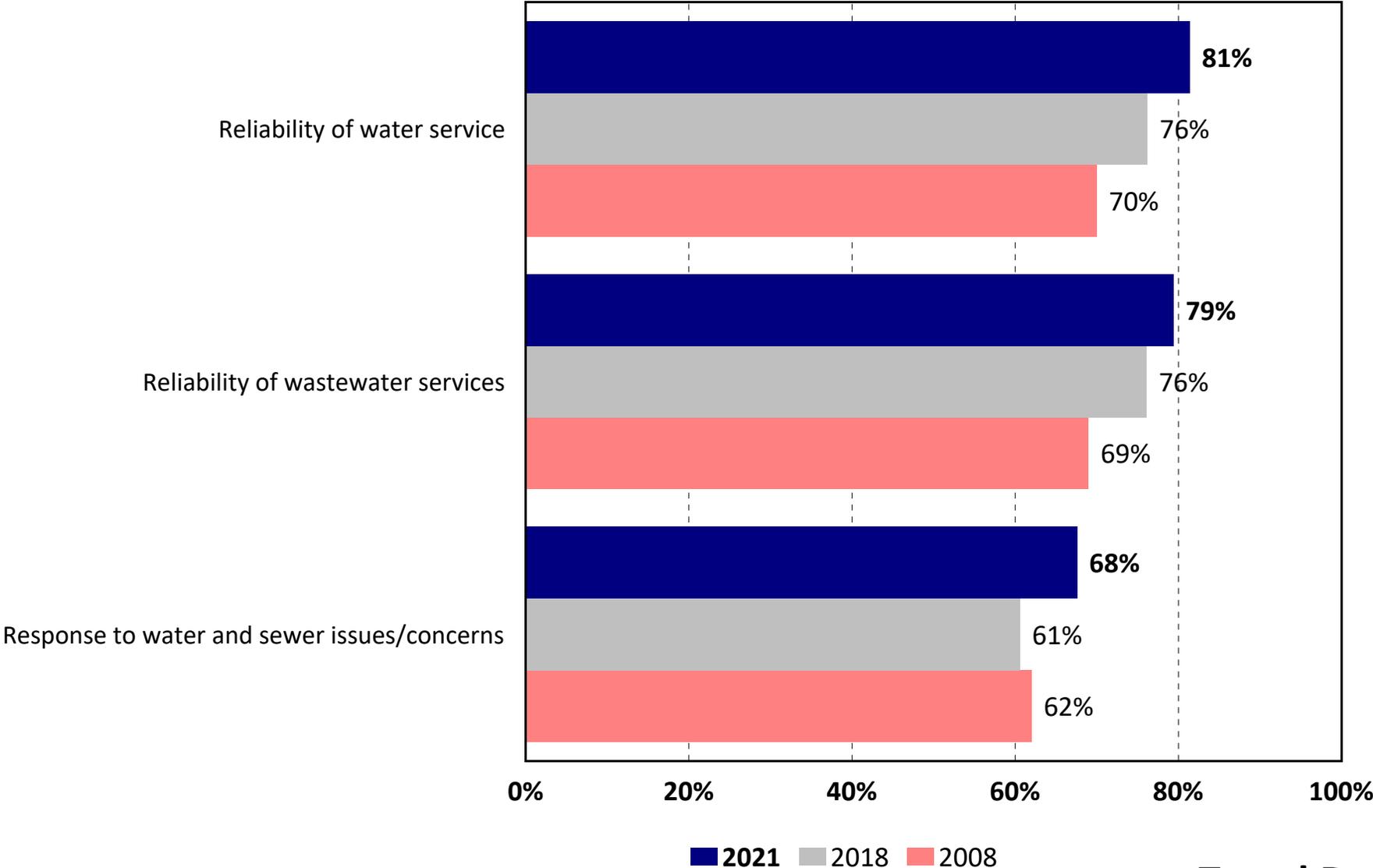
Q11. Satisfaction with City Utility Services

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with City Utility Services 2008 to 2021

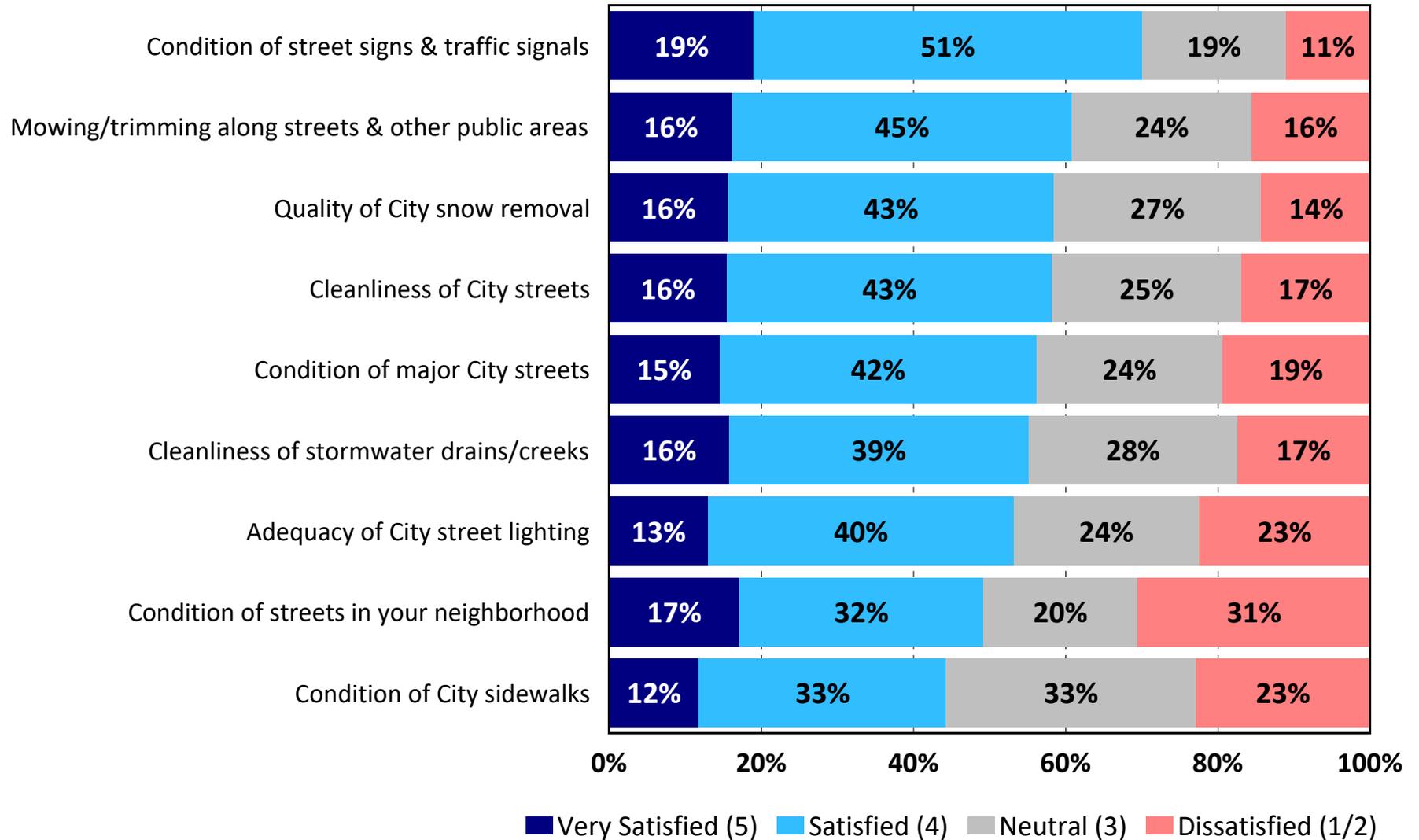
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

Q12. Satisfaction with Public Works

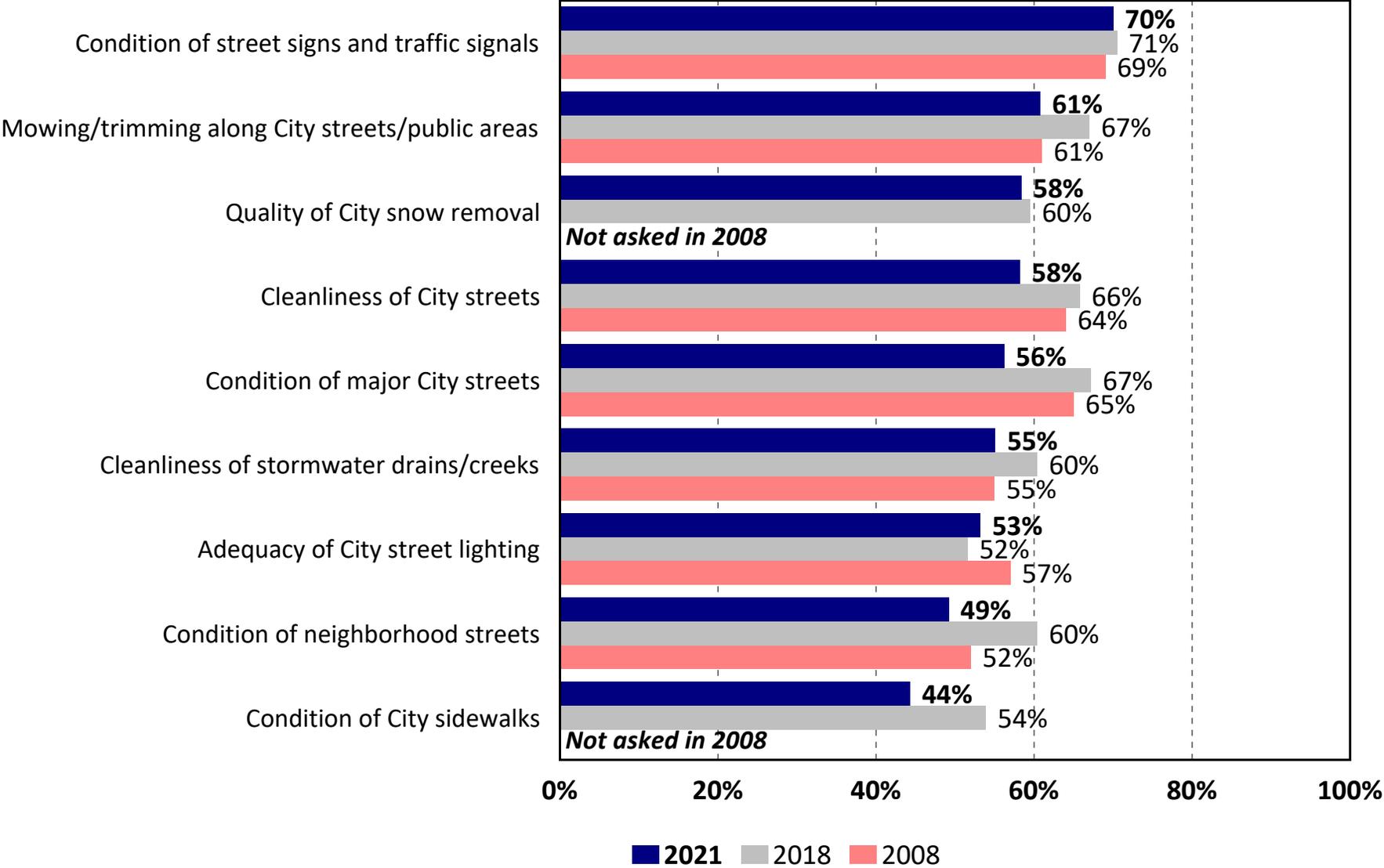
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Public Works

2008 to 2021

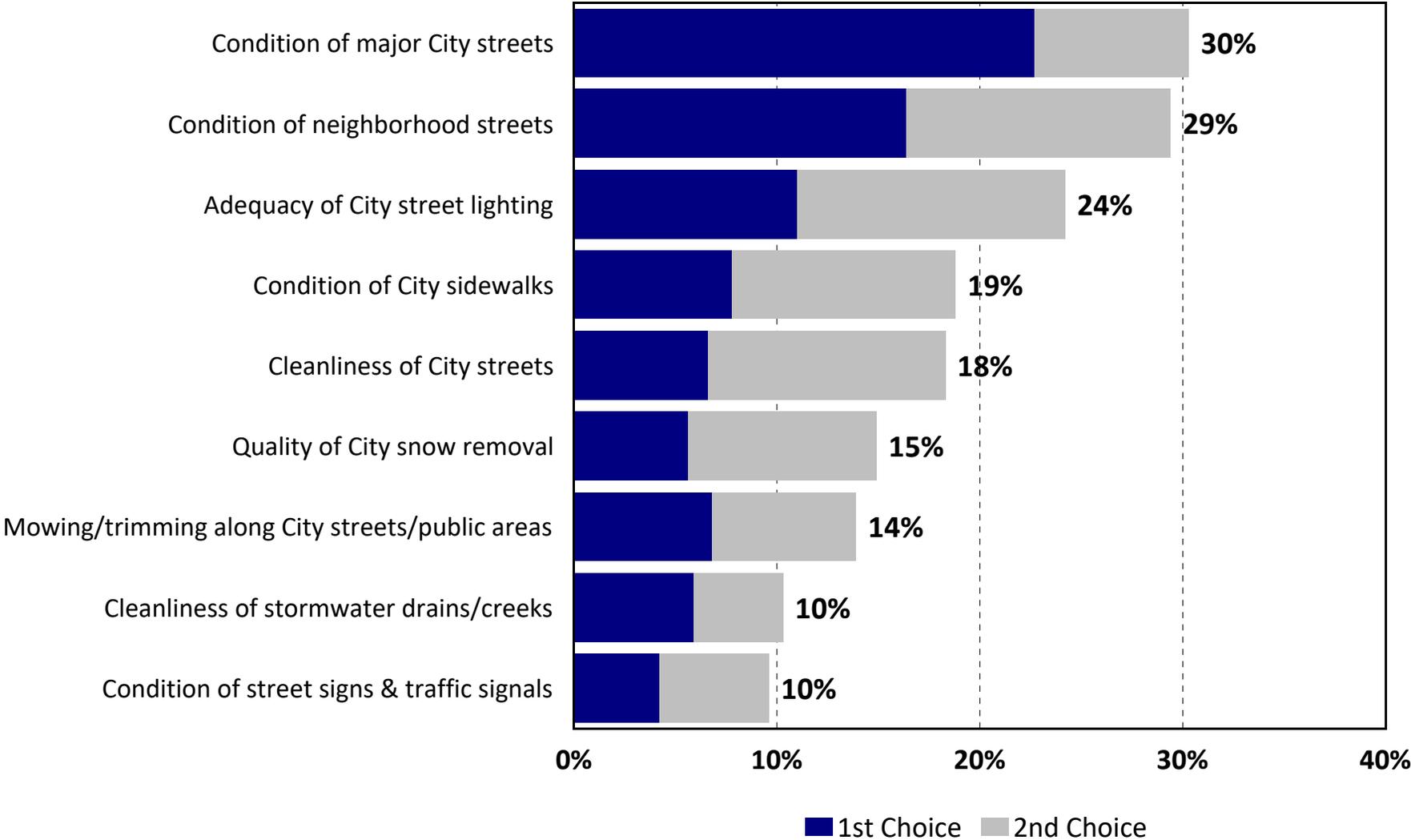
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

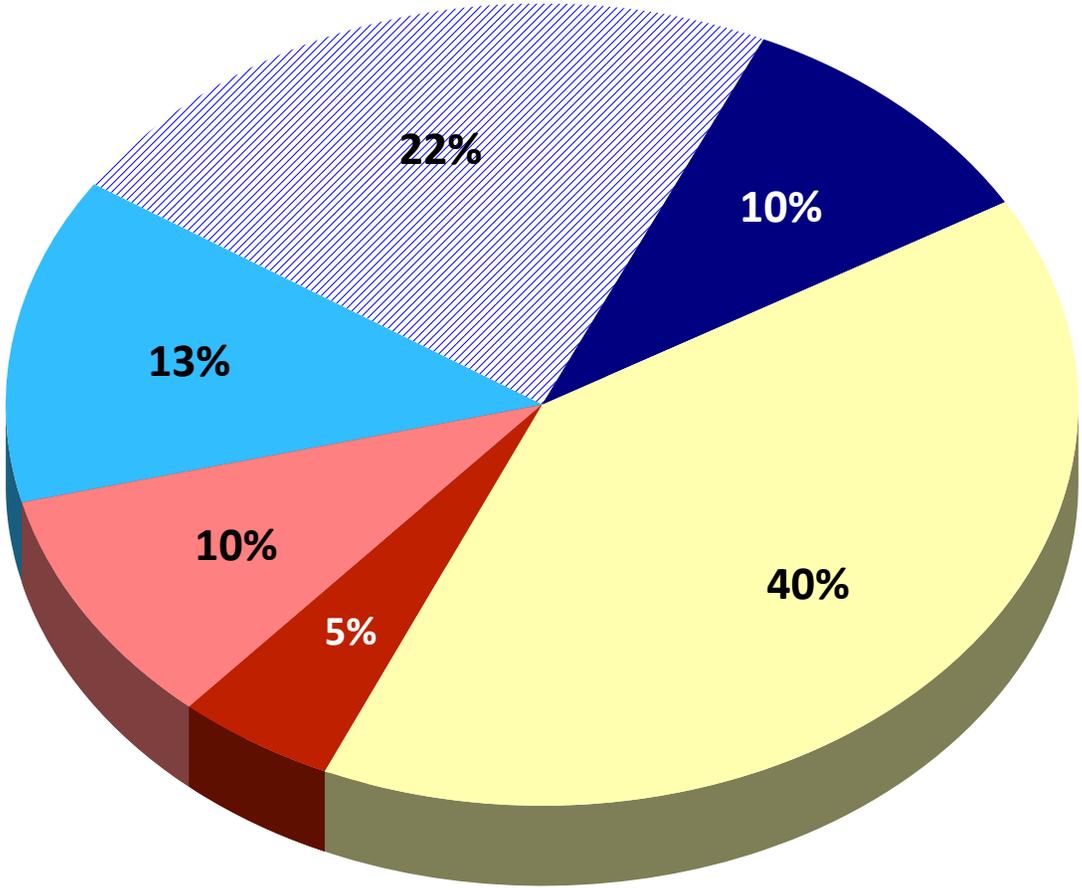
Q13. Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q14. How well do you think the City of Branson works with other governmental organizations in the region when planning for the future?

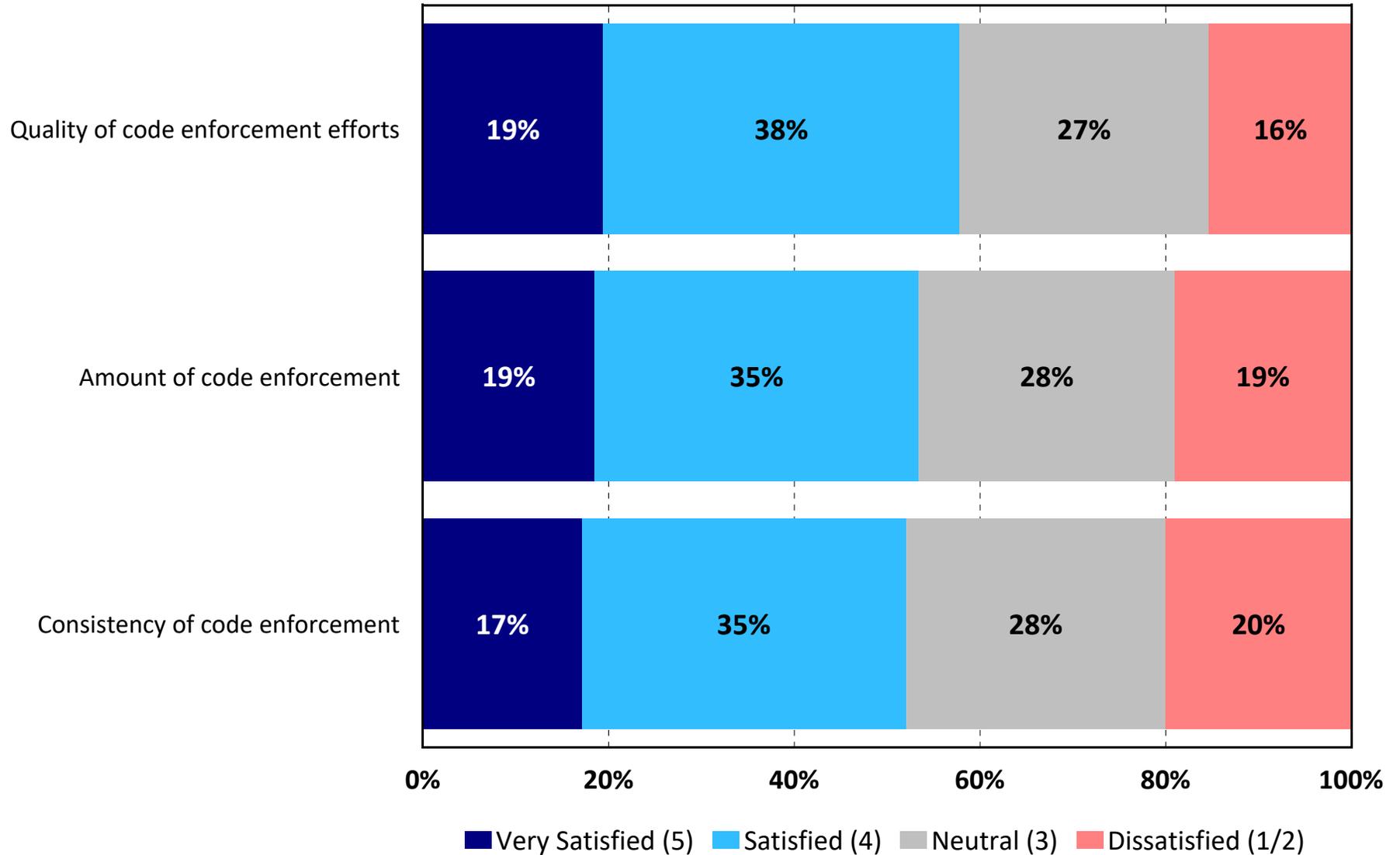
by percentage of respondents



Very well Generally well Somewhat well
Not particularly well Not well at all Don't know

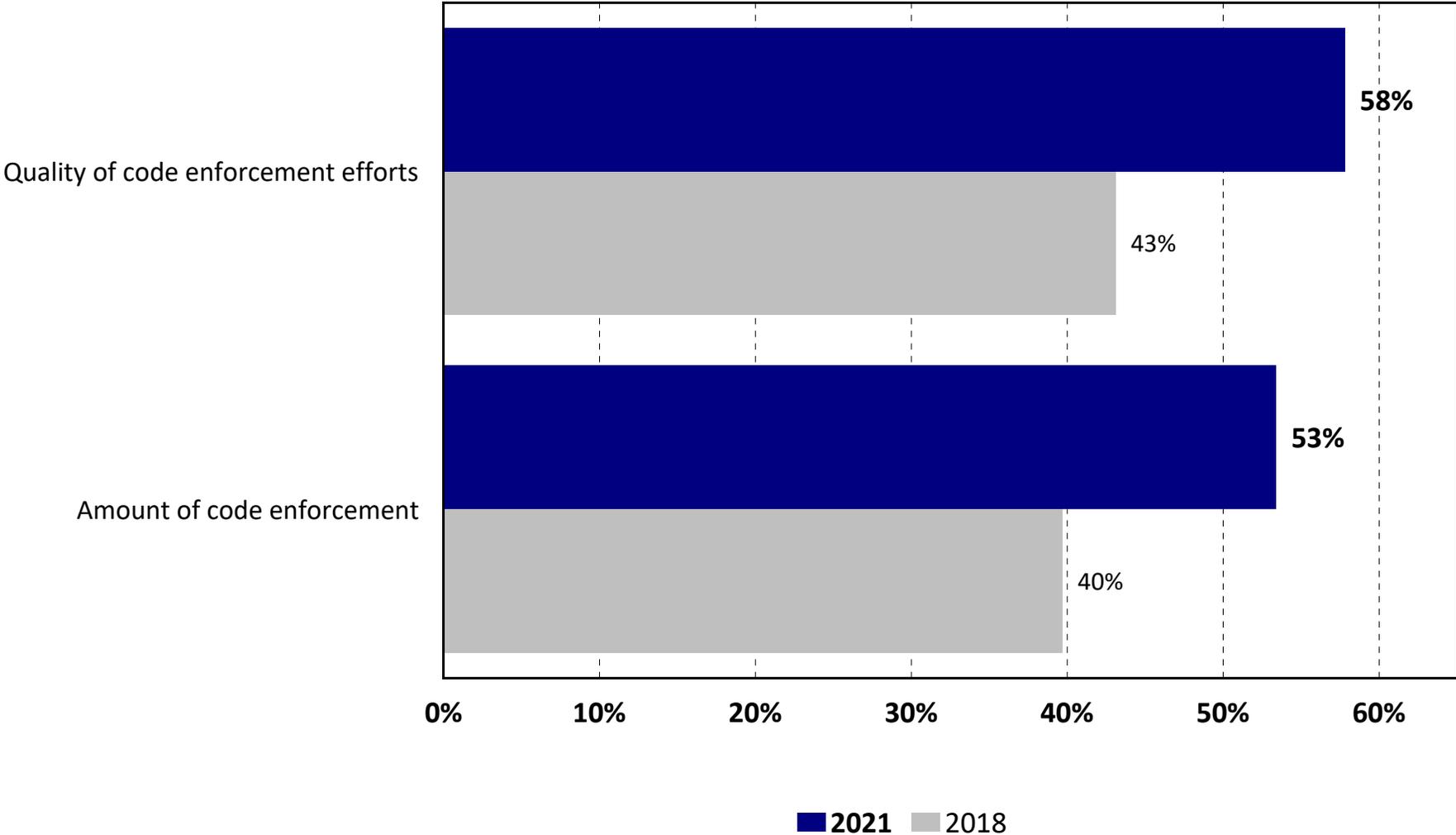
Q15. Satisfaction with Code Enforcement

by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Code Enforcement 2018 vs. 2021

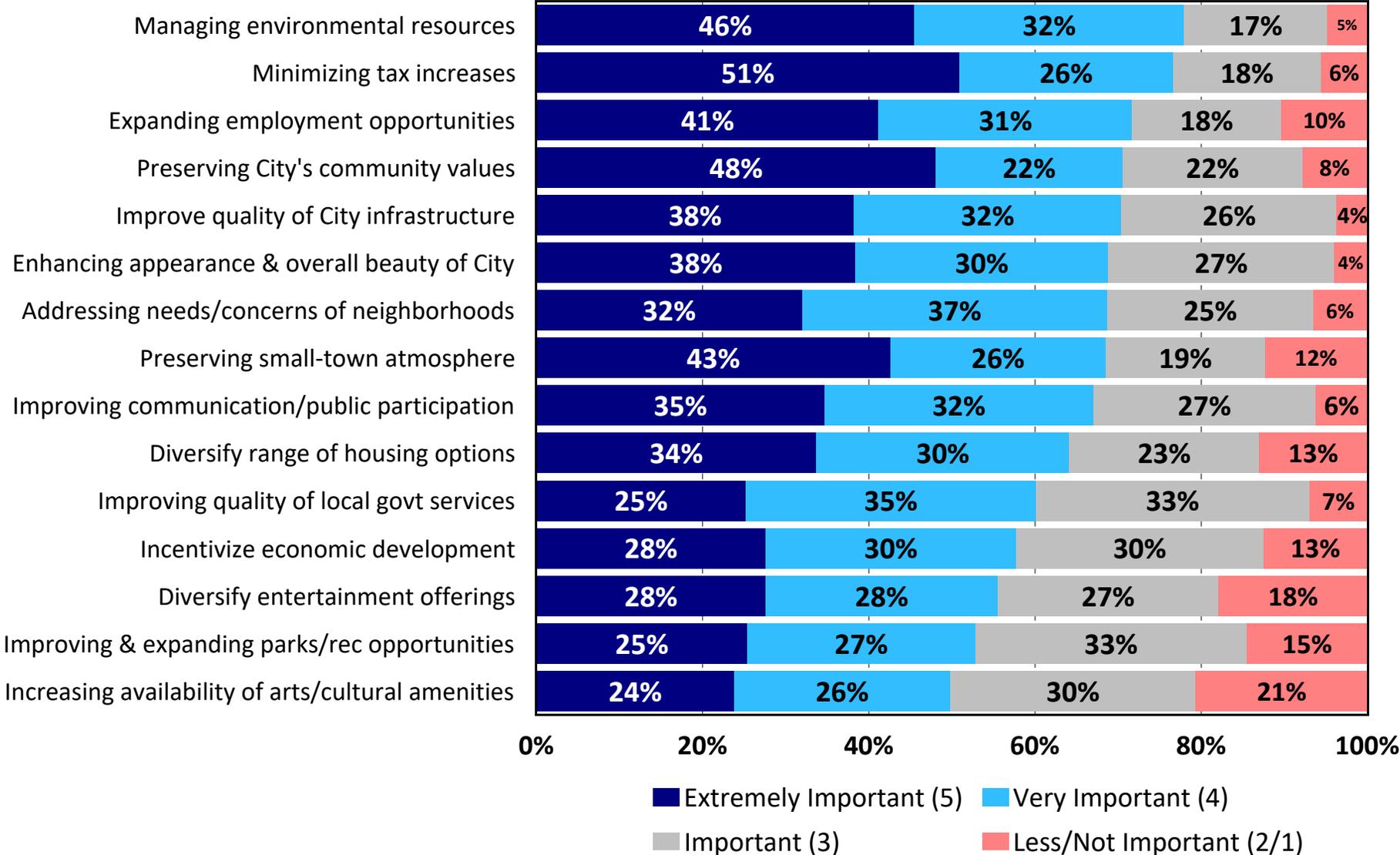
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

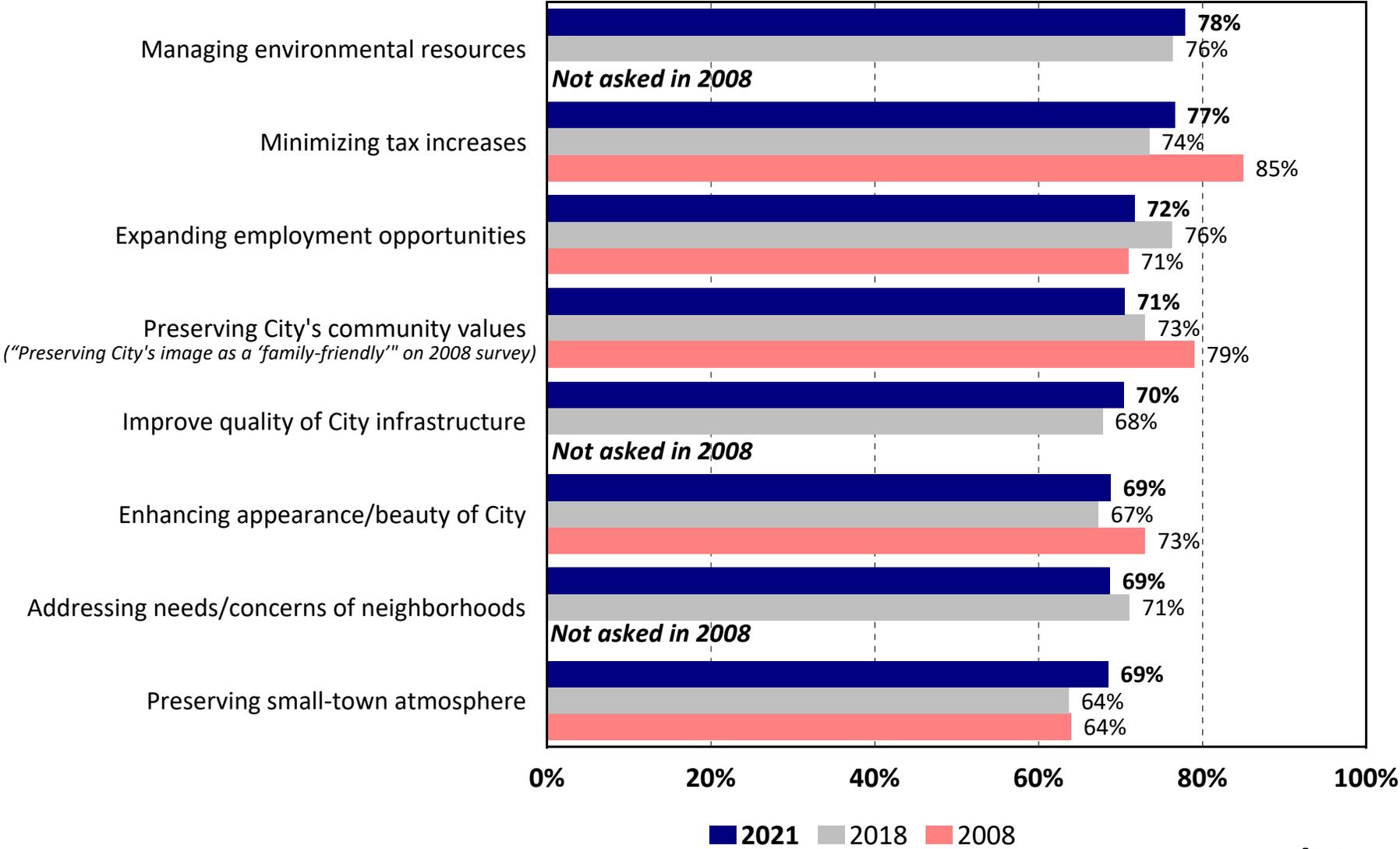
Q16. Importance of Considering Various Items When Planning for the City's Future

by percentage of respondents (excluding don't knows)



TRENDS: Importance of Various Aspects of Planning for the Future - 2008 to 2021

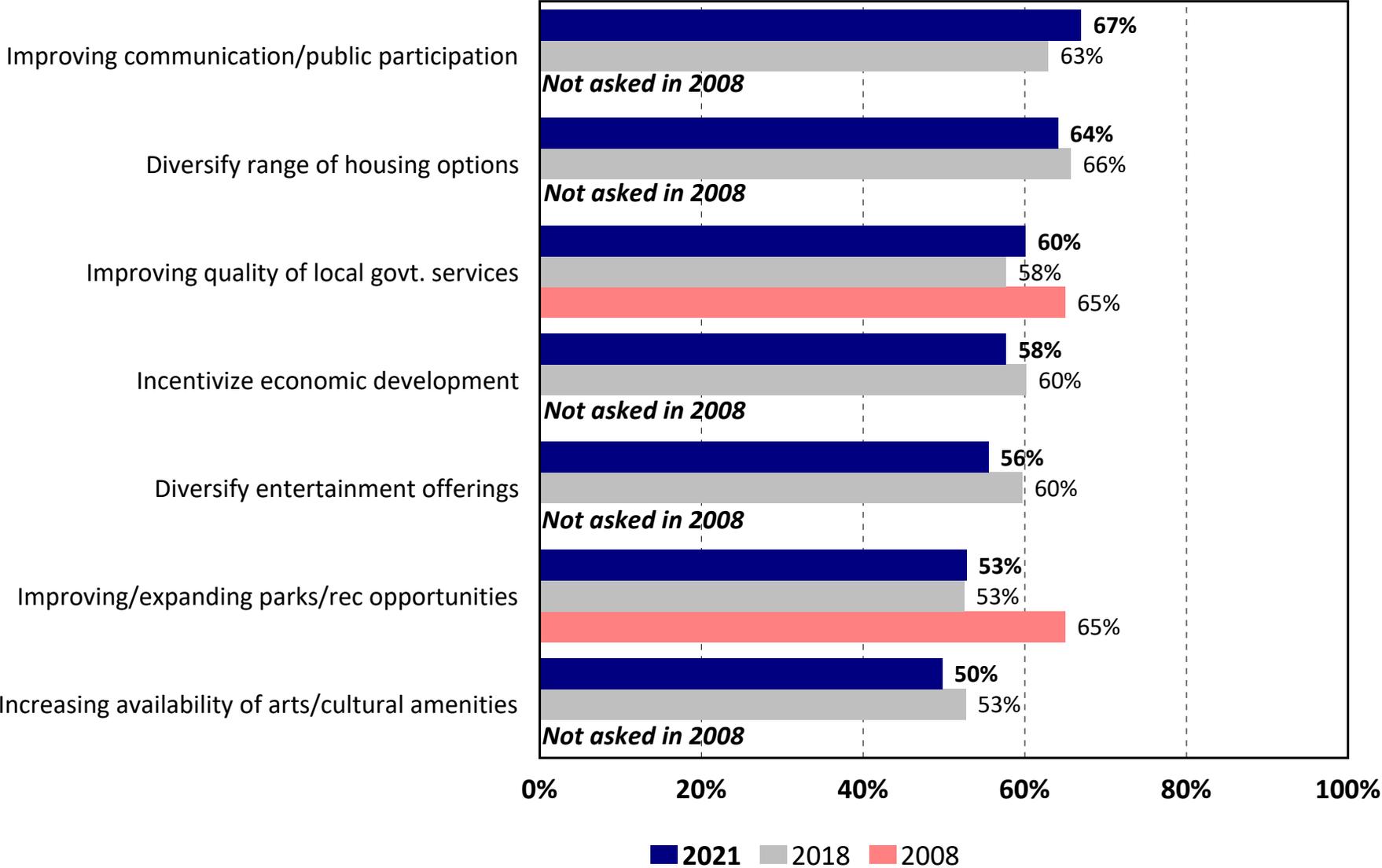
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

TRENDS: (cont.) Importance of Various Aspects of Planning for the Future - 2008 to 2021

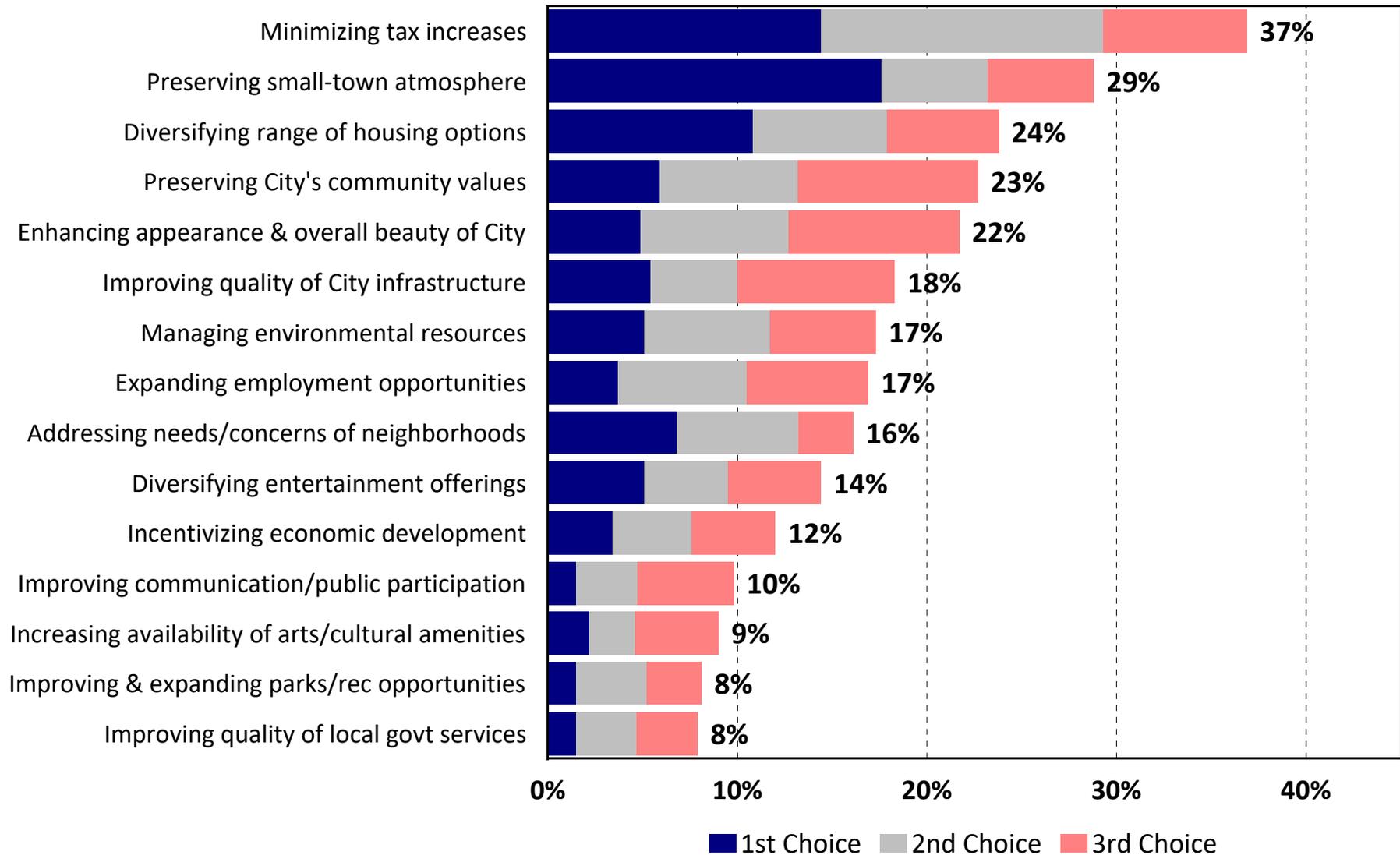
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

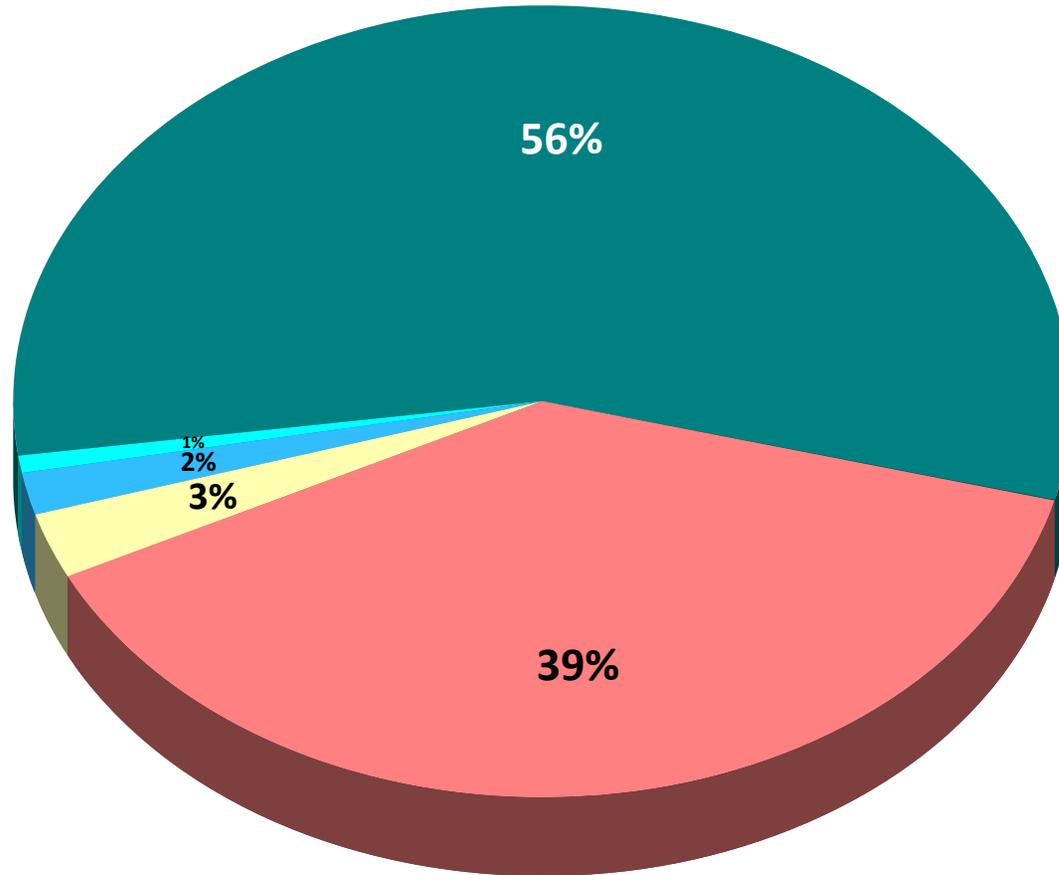
Q17. Issues That Should Be Most Important When Planning for the City's Future

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



Q18. How Residents Commute to Work

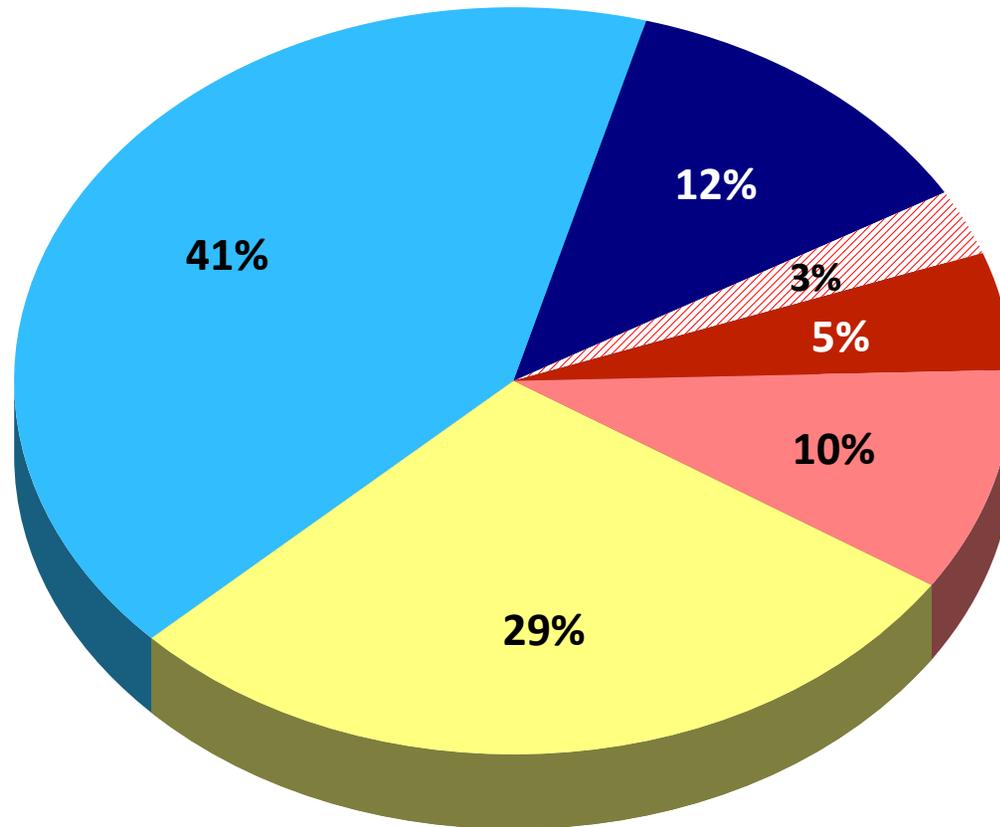
by percentage of respondents



■ Personal vehicle ■ Carpool (shared vehicle) ■ Walk ■ Other ■ Not employed

Q19. Average Daily Work Commute

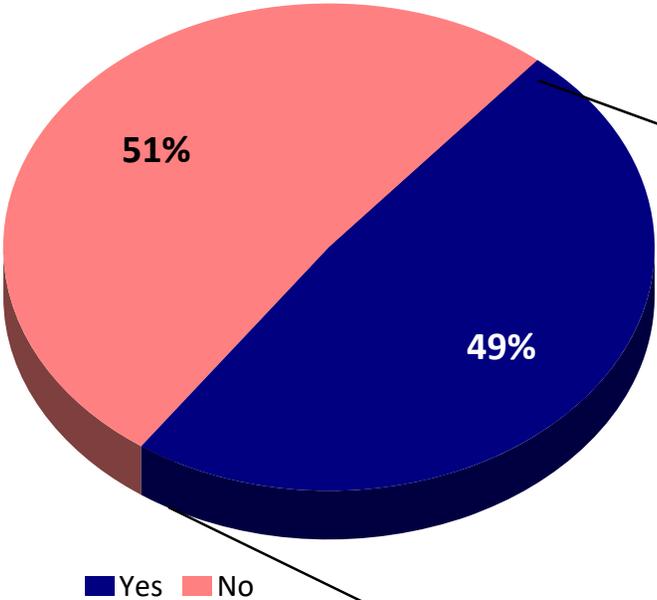
by percentage of respondents who are employed (excluding “not provided”)



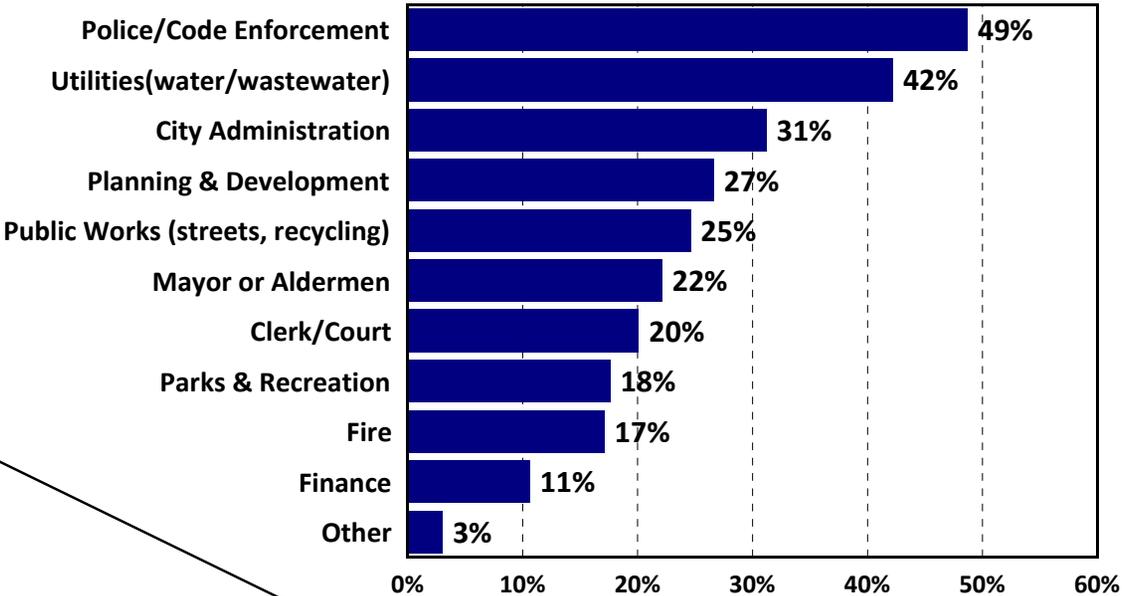
■ Work from home ■ 1-10 minutes ■ 11-20 minutes
■ 21-30 minutes ■ 31-60 minutes ▨ 60+ minutes

Q20. Have you contacted the City of Branson during the past year?

by percentage of respondents

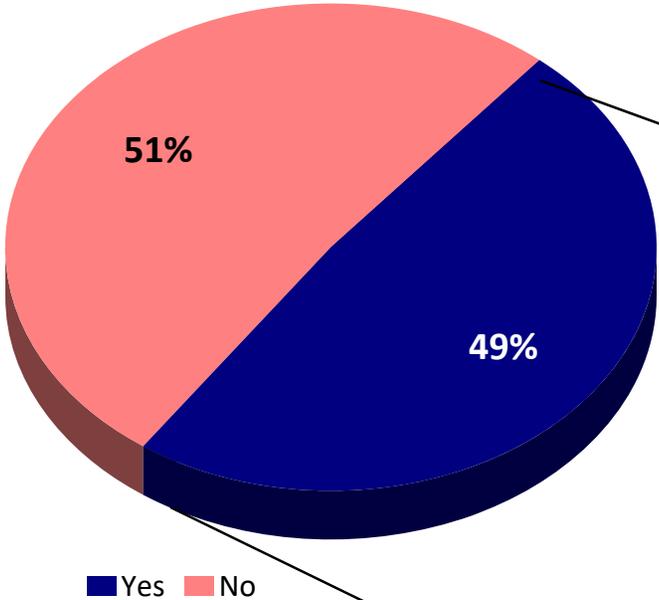


Q20a. Please check all of the following City departments you contacted

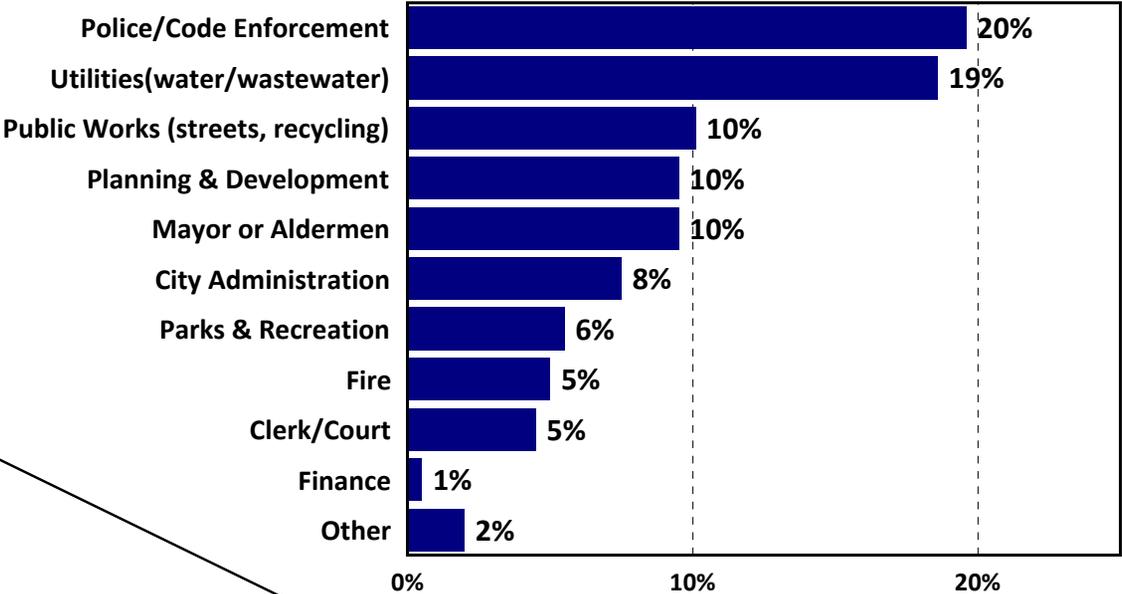


Q20. Have you contacted the City of Branson during the past year?

by percentage of respondents

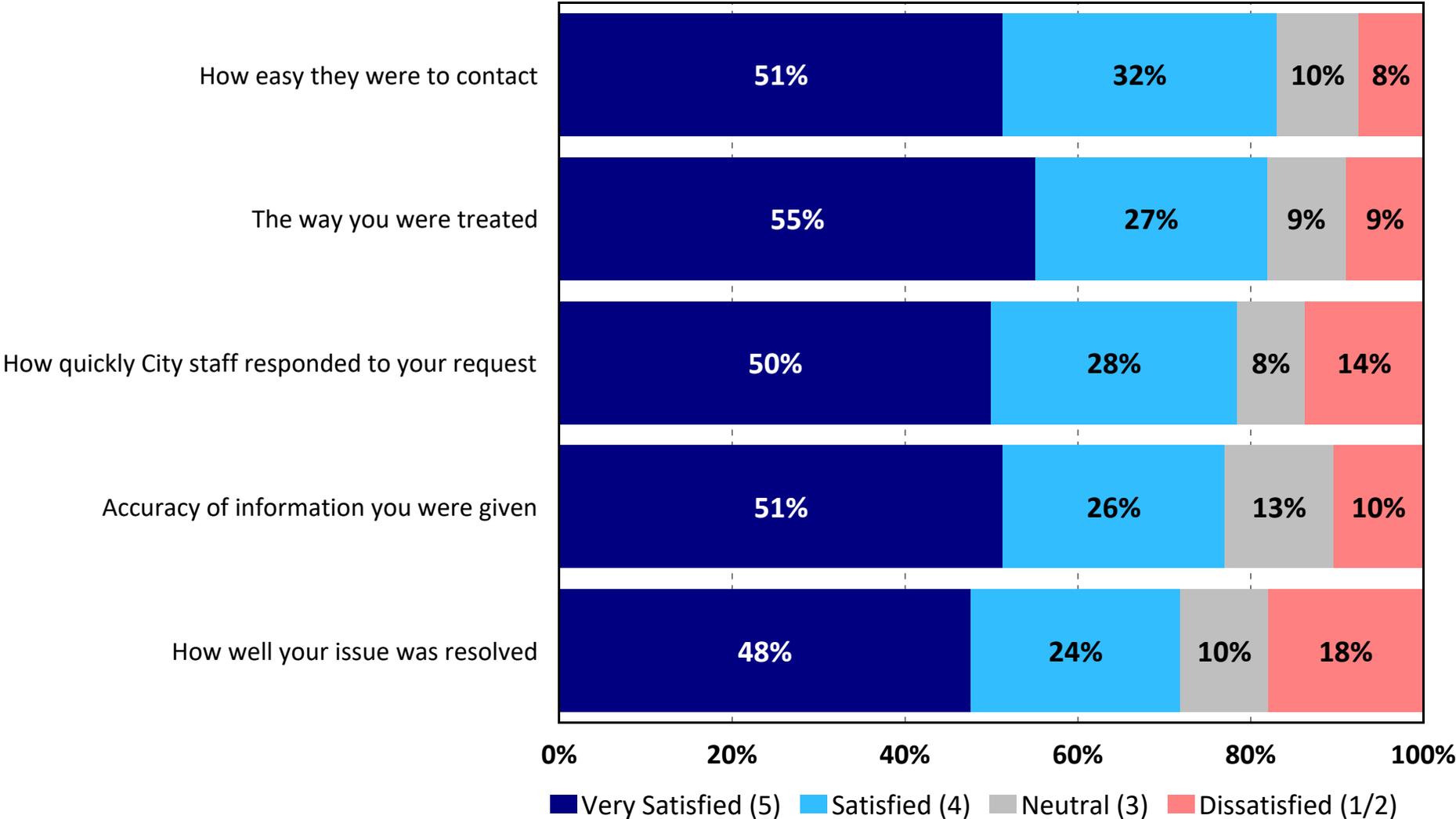


Q20b. Which City department did you contact most recently?



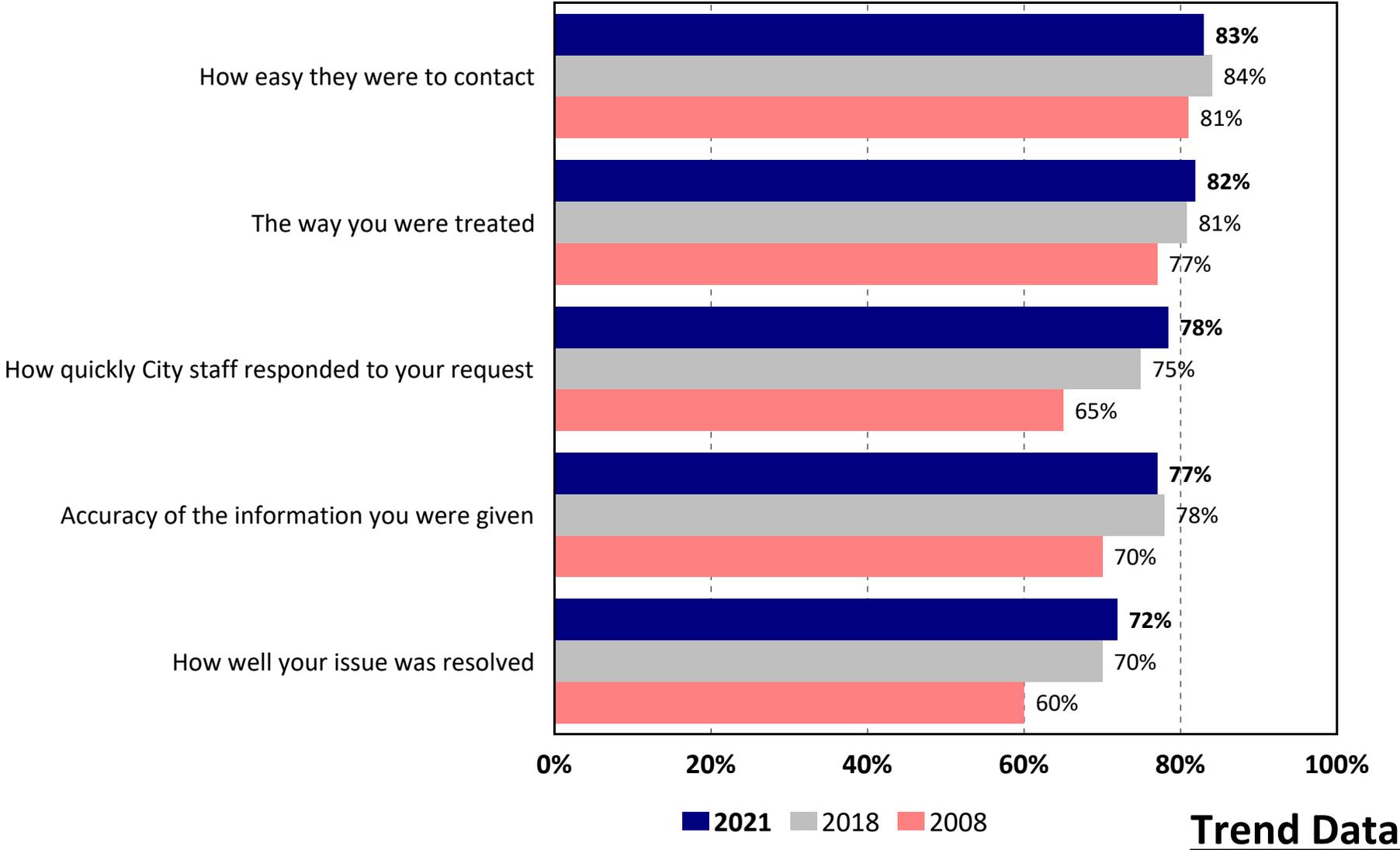
Q20c. Satisfaction with Customer Service Provided by City Employees

by percentage of respondents who contacted the City during the past year (excluding don't knows)



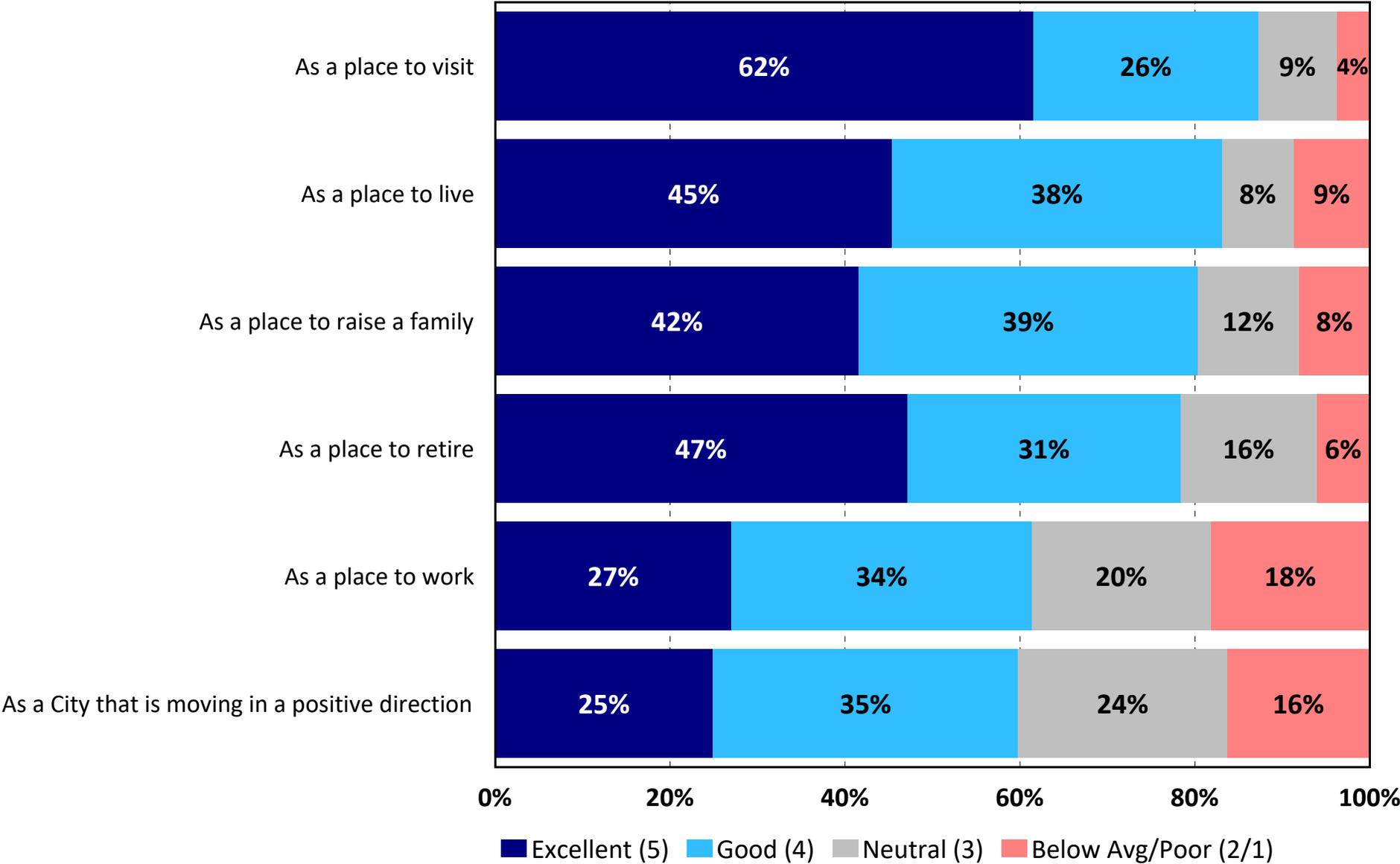
TRENDS: Satisfaction with Customer Service Provided by City Employees - 2008 to 2021

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



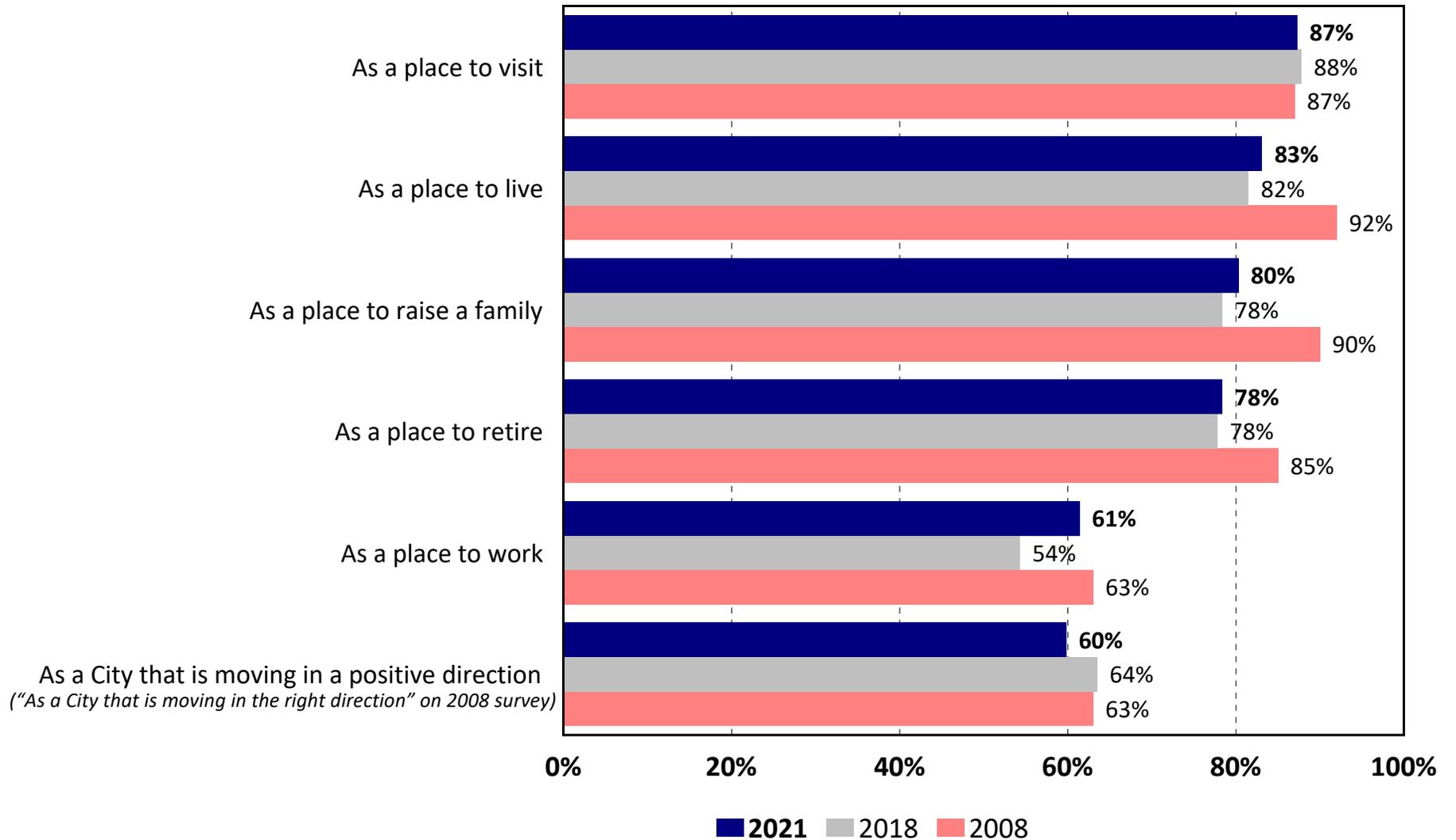
Q21. Overall Ratings of the City of Branson

by percentage of respondents (excluding don't knows)



TRENDS: Overall Ratings of the City of Branson 2008 to 2021

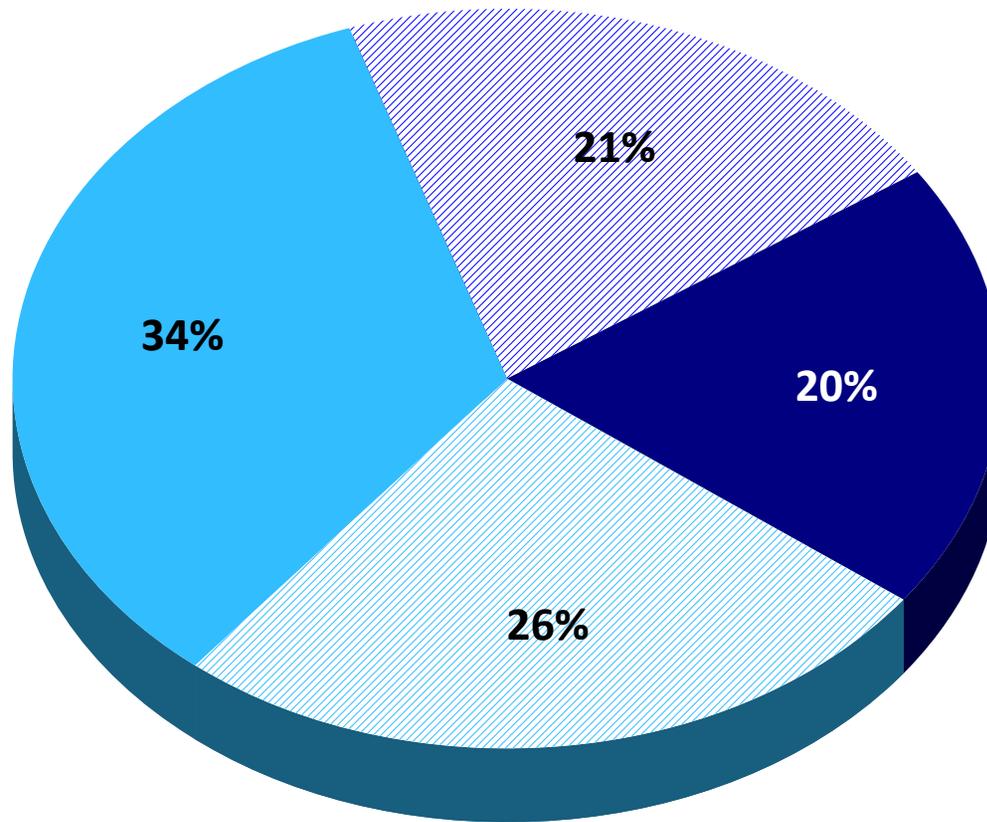
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trend Data

Demographics: Years Lived in Branson

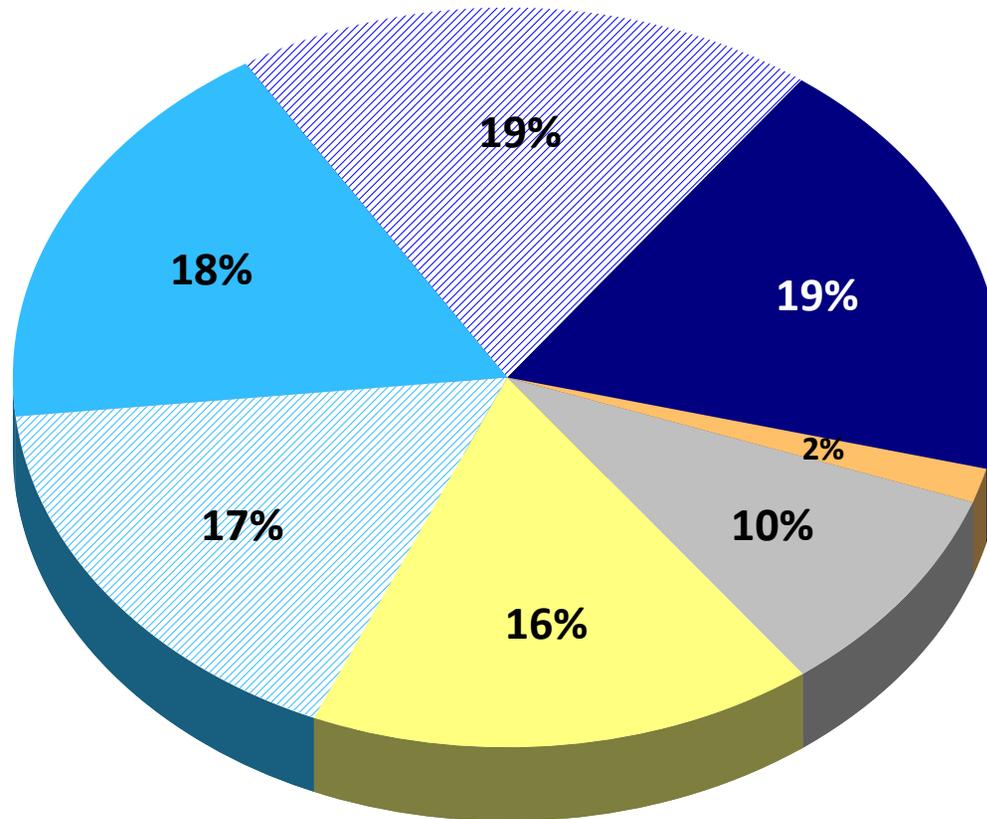
by percentage of respondents



Less than 5 years 5-10 years 11-20 years 20+ years

Demographics: Age of Respondent

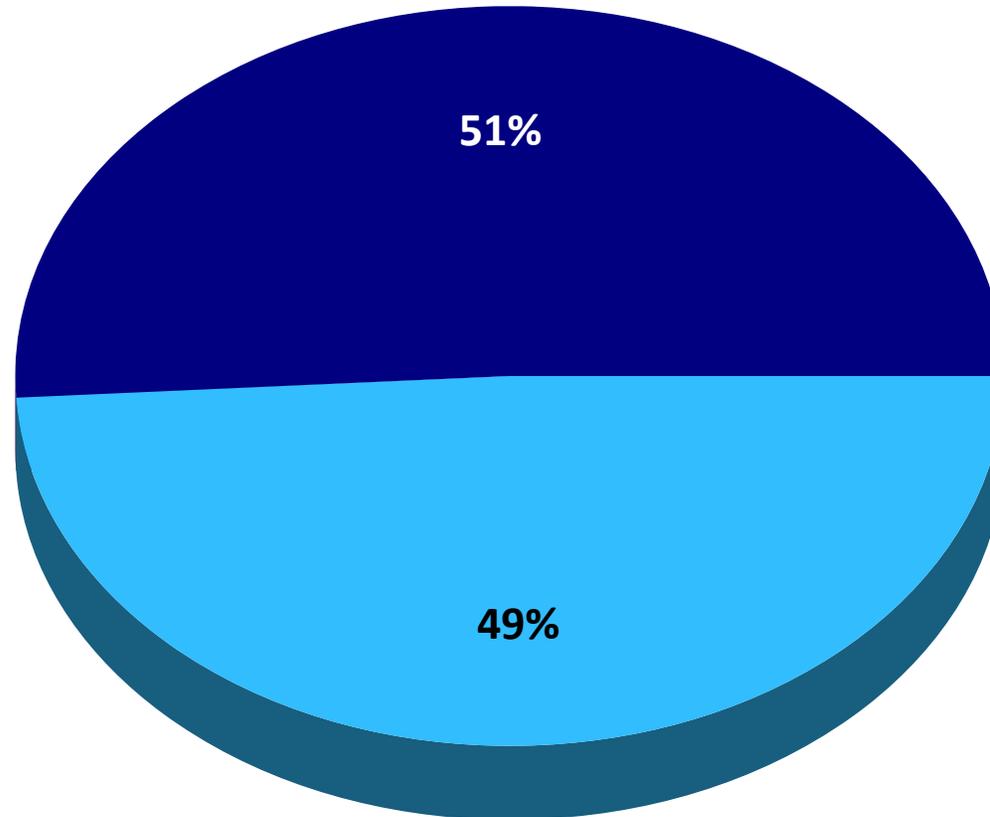
by percentage of respondents



■ Under 35 years ▨ 35-44 years ■ 45-54 years ▨ 55-64 years
■ 65-74 years ■ 75+ years ■ Not provided

Demographics: Gender

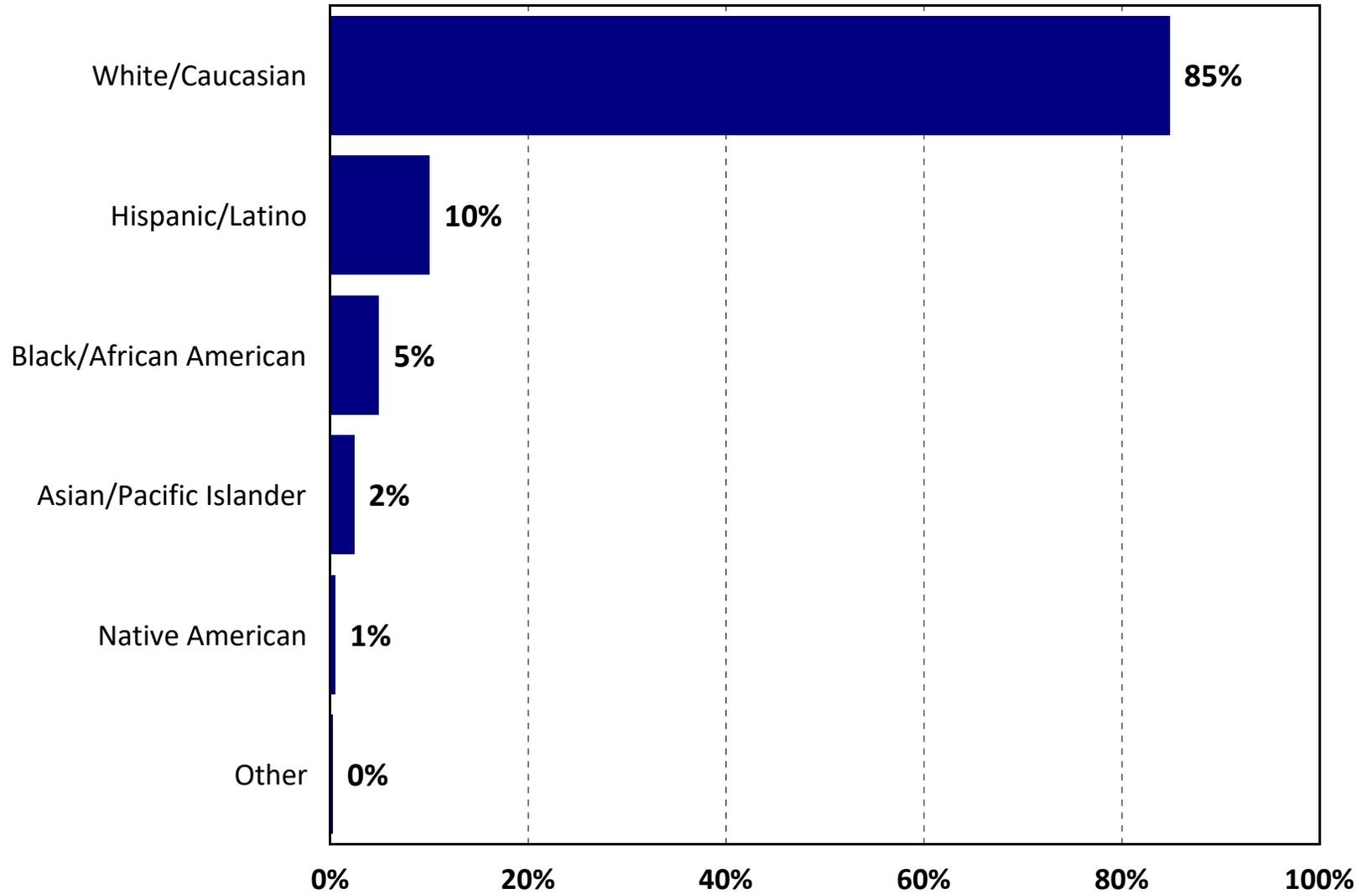
by percentage of respondents



■ Male ■ Female

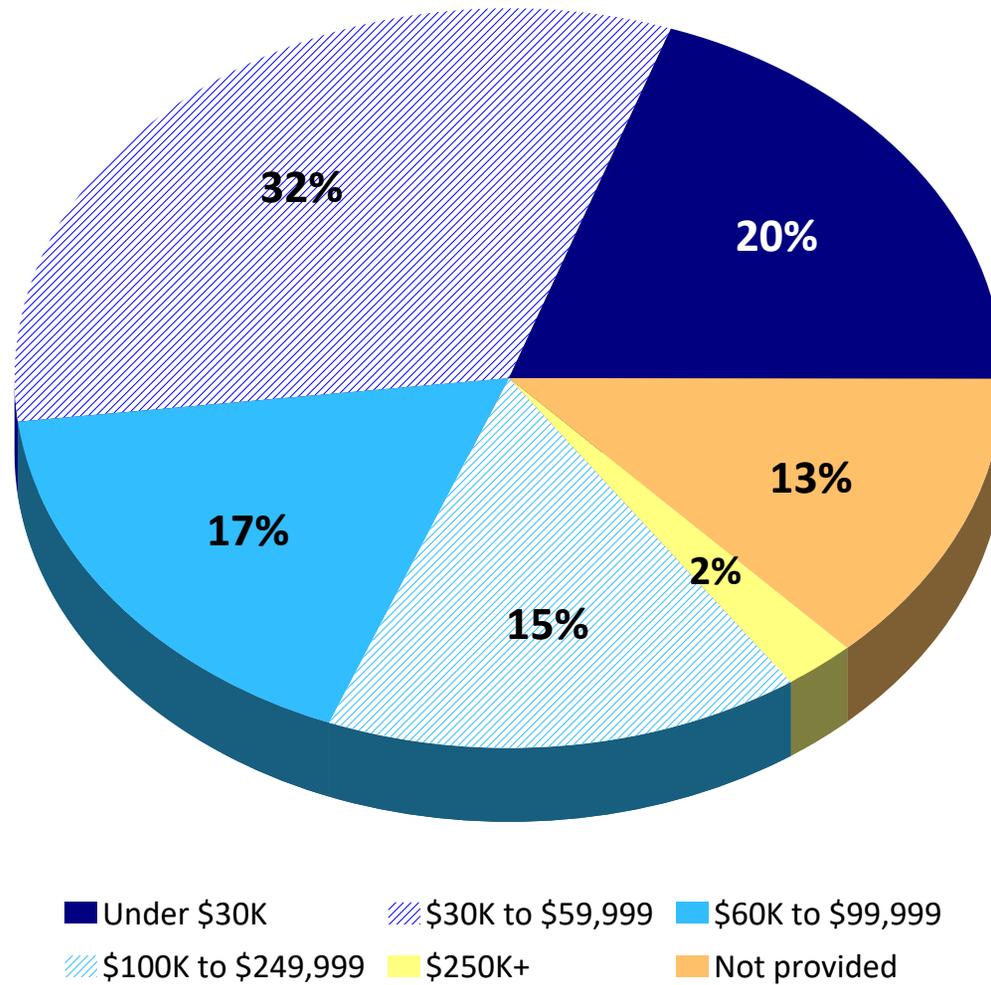
Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Demographics: Total Annual Household Income

by percentage of respondents





2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2020 to a random sample of more than 5,000 residents in the continental United States and (2) survey results from 38 communities around the United States with populations of 30,000 or fewer residents where the *DirectionFinder*® survey was administered between 2019 and 2021. The communities included in this average are listed below:

- Basehor, KS
- Belton, MO
- Buchanan, WI
- Camas, WA
- Clayton, MO
- Creve Coeur, MO
- Dickinson, TX
- Edgerton, KS
- Fairway, KS
- Fruita, CO
- Gladstone, MO
- Glencoe, IL
- Grandview, MO
- Harrisonville, MO
- Johnston, IA
- Key Biscayne, FL
- Kirkwood, MO
- Lebanon, MO
- Maryland Heights, MO
- Merriam, KS
- Mission, KS
- New Fairview, TX
- Newcastle, WA
- North Kansas City, MO
- Perryville, MO
- Pinehurst, NC
- Pitkin County, CO
- Platte City, MO
- Pleasant Hill, IA
- Port Washington, WI
- Raymore, MO
- Richmond, MO
- Roeland Park, KS
- Rolla, MO
- Smithville, MO
- Spring Hill, KS
- Washougal, WA
- Weldon Spring, MO

The charts on the following pages show how the results for the City of Branson compare to the national average and the average for communities with populations of 30,000 or fewer residents. The blue bar shows the results for the City of Branson. The red bar shows the average for the 38 communities listed above with 30,000 or fewer residents where the *DirectionFinder*® survey was administered between 2019 and 2021. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 5,000 U.S. residents during the summer of 2020.

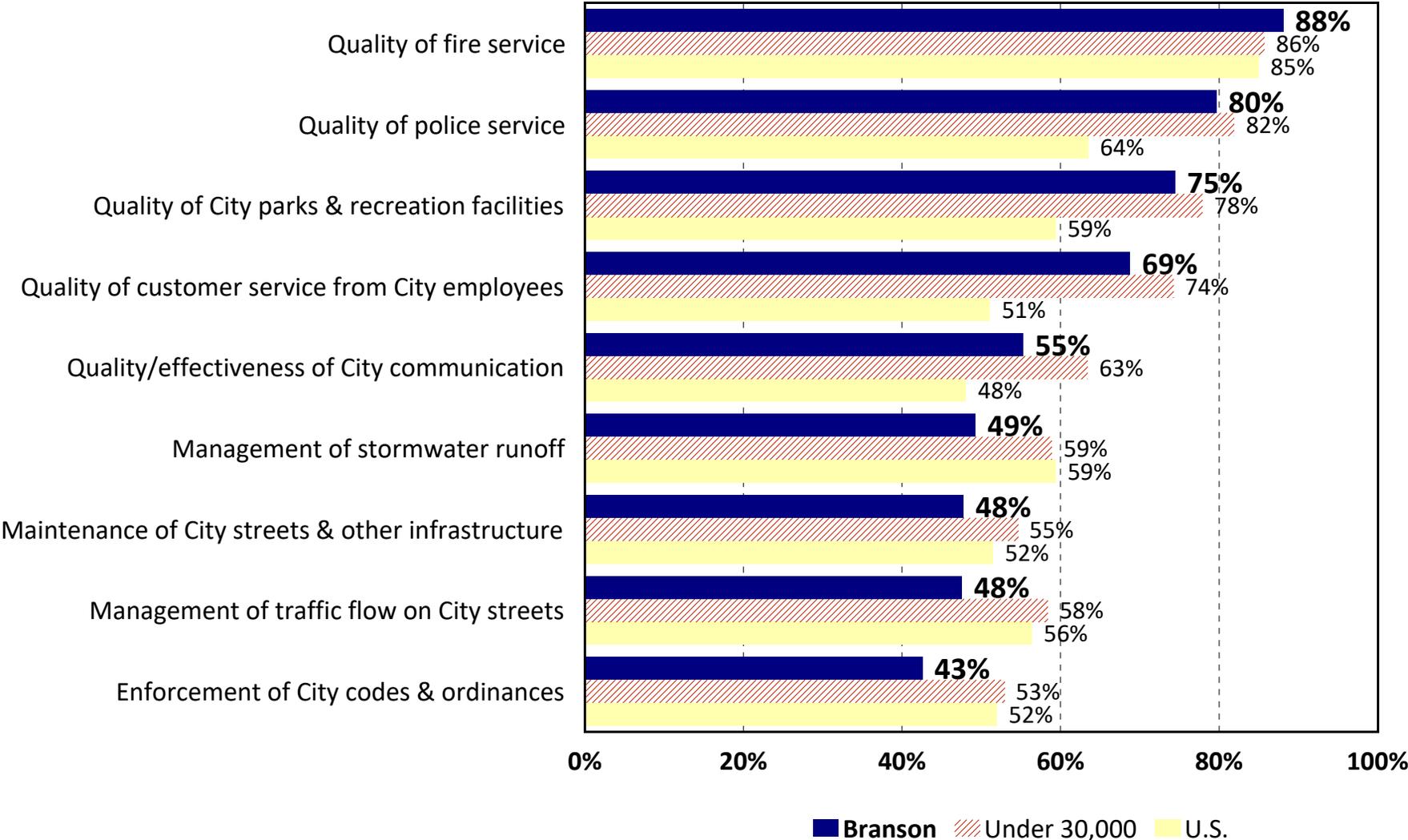
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Branson, MO is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major Categories of City Services

Branson vs. Under 30,000 vs. the U.S.

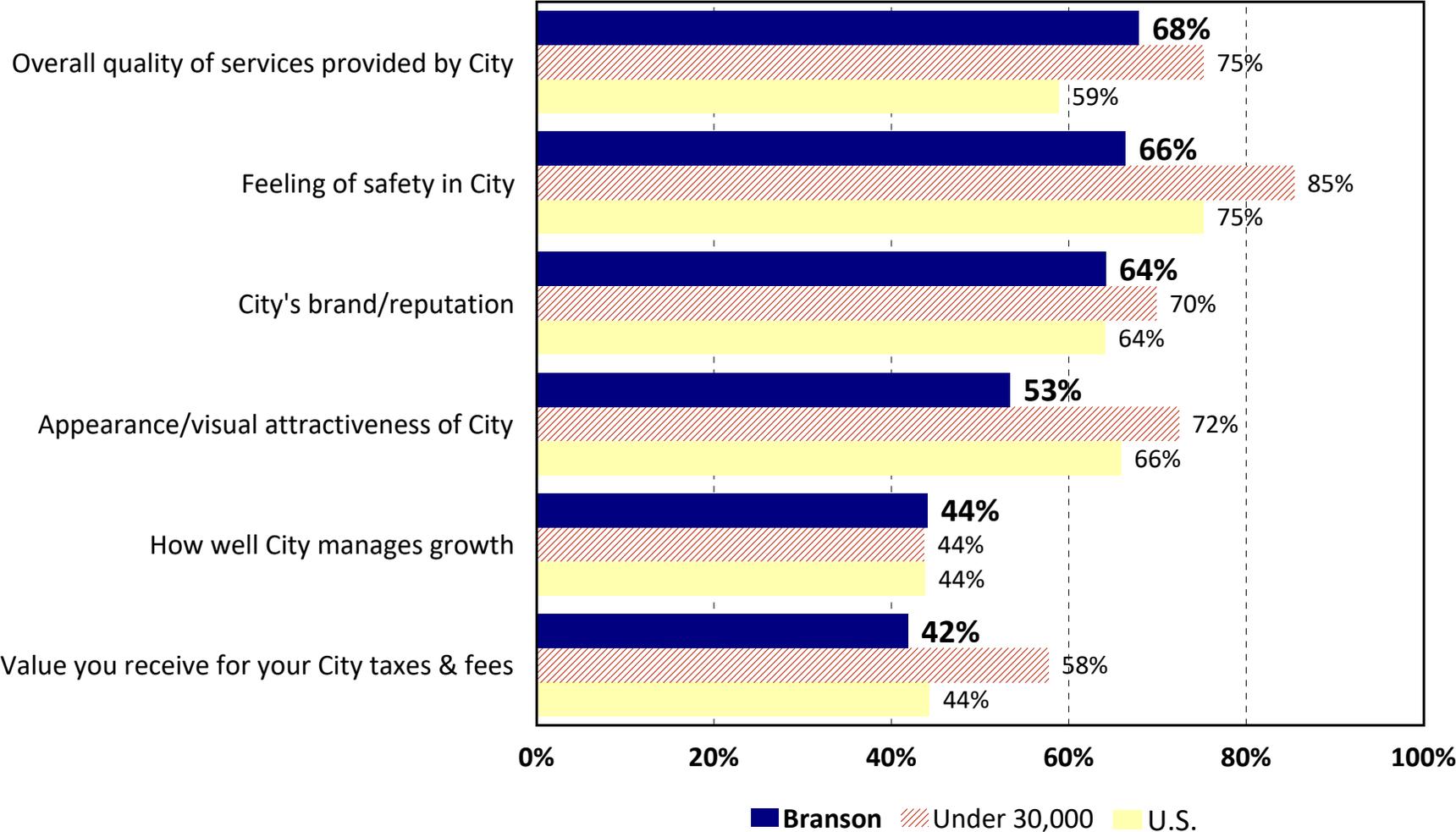
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City

Branson vs. Under 30,000 vs. the U.S.

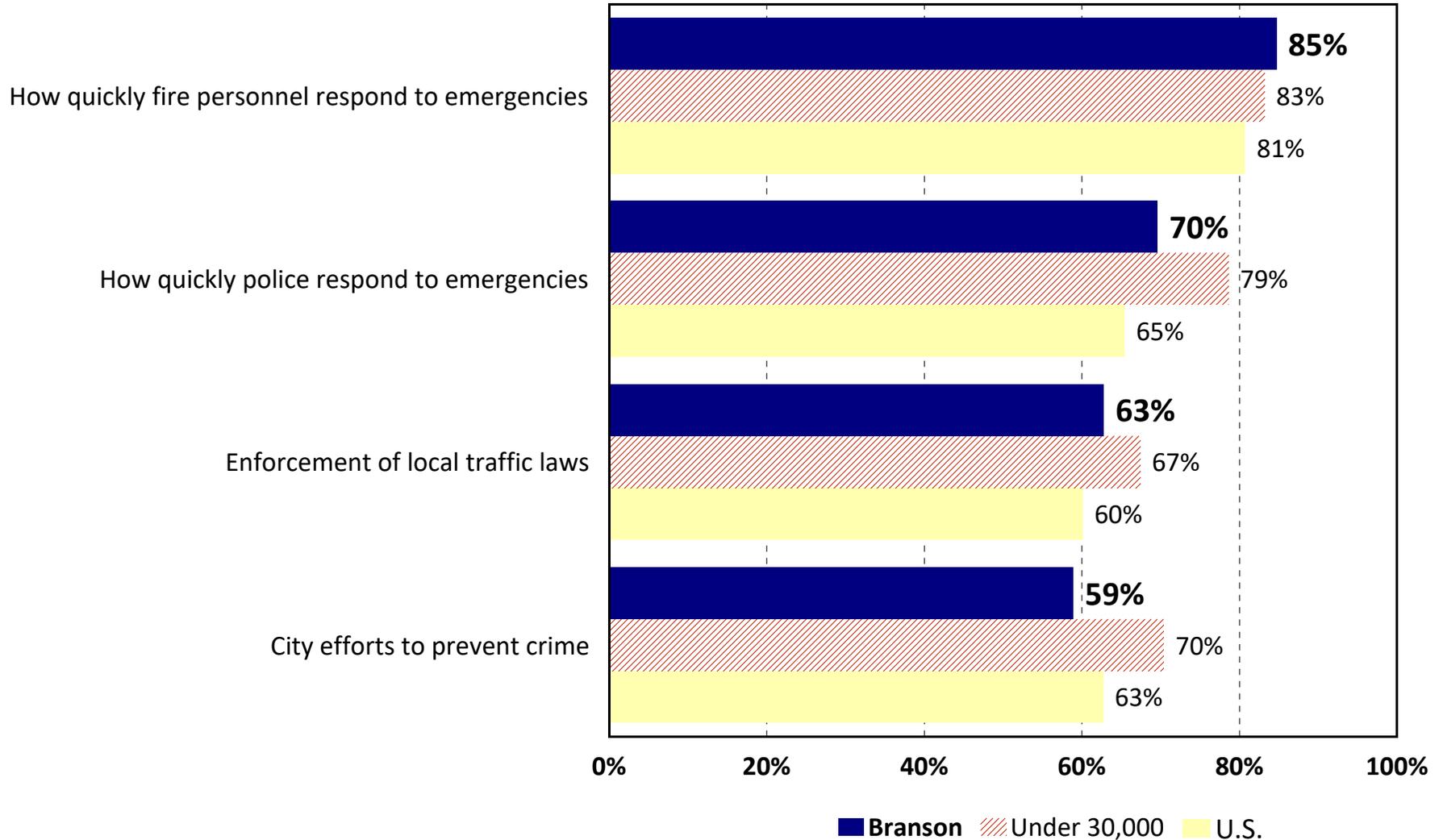
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety

Branson vs. Under 30,000 vs. the U.S.

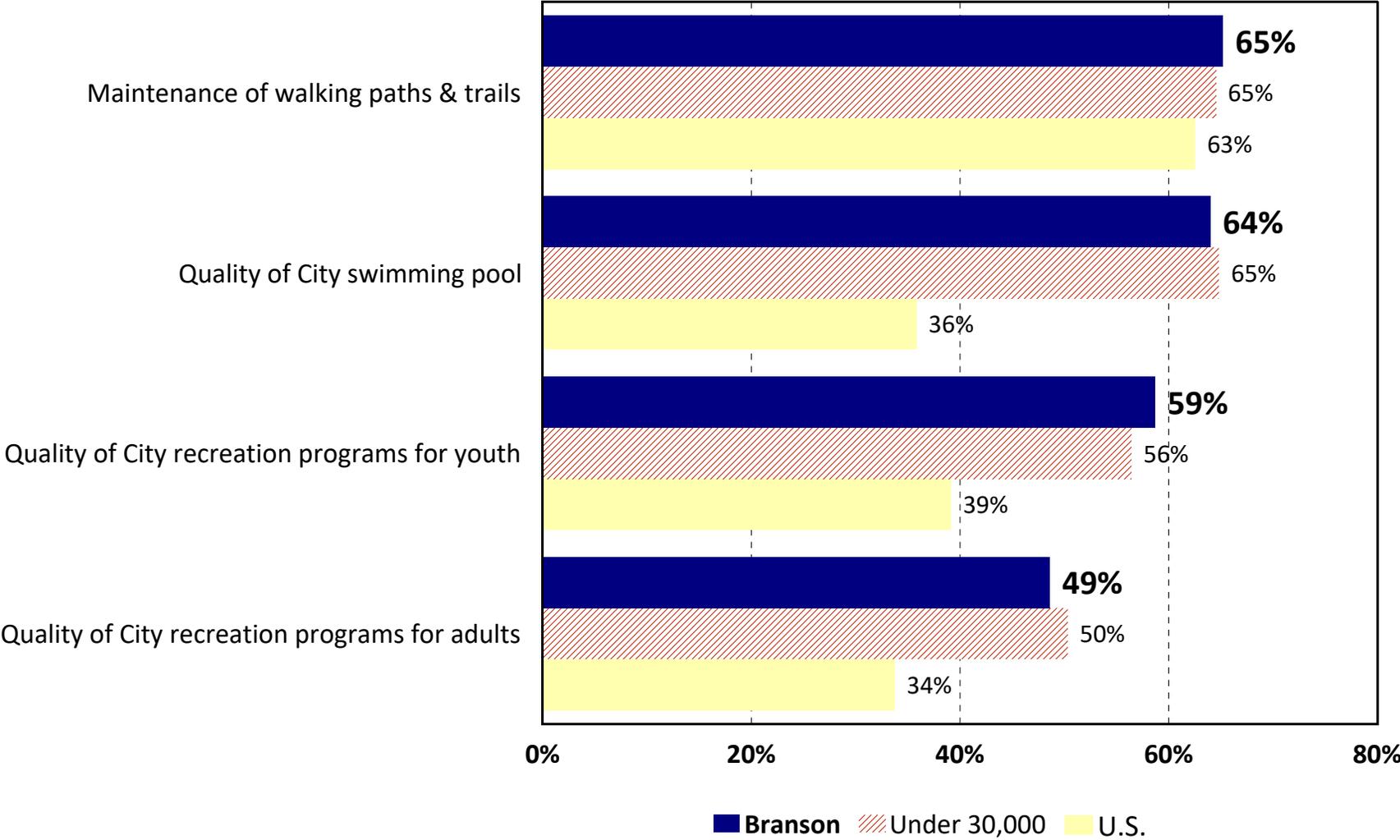
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Parks and Recreation

Branson vs. Under 30,000 vs. the U.S.

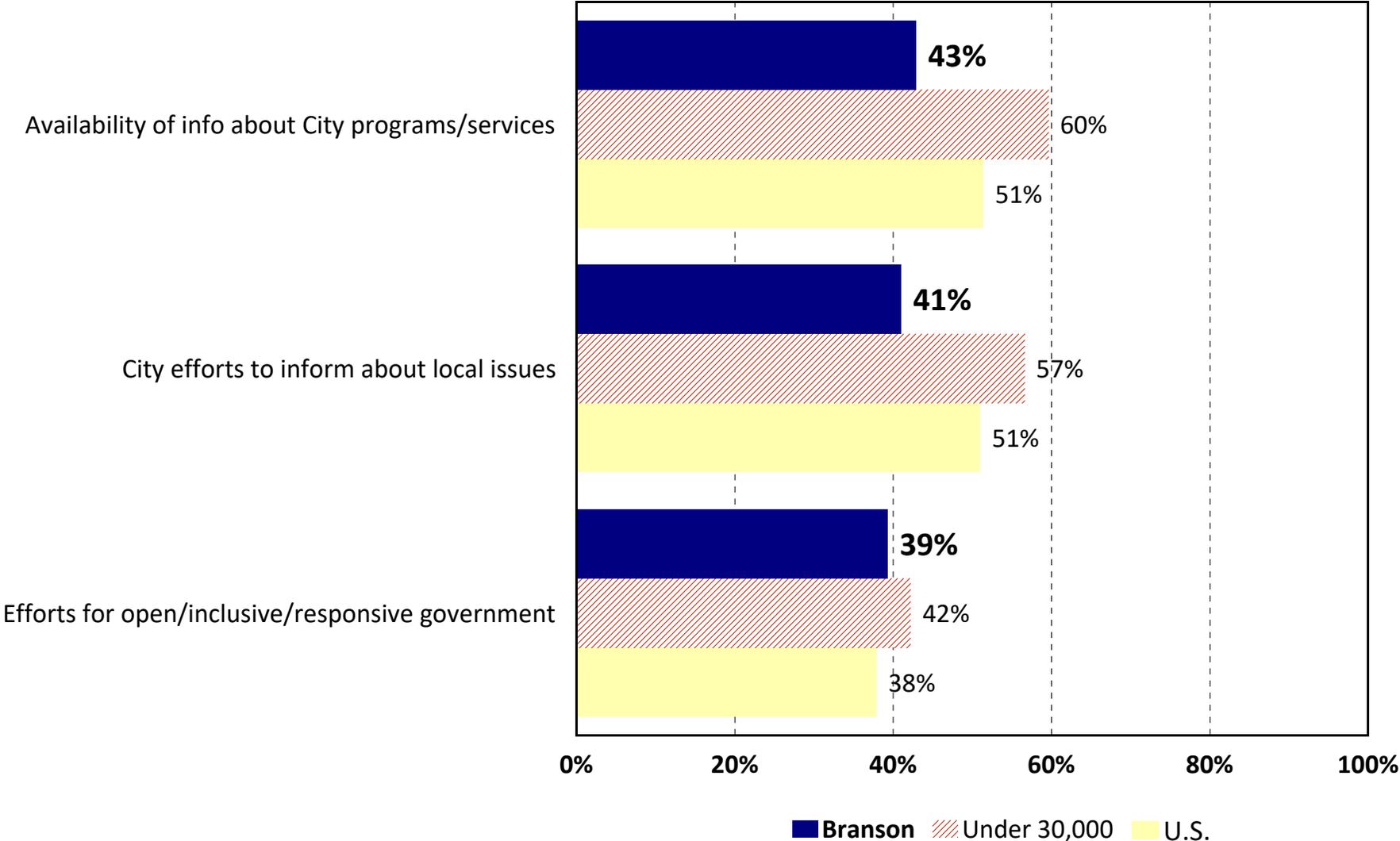
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Communication

Branson vs. Under 30,000 vs. the U.S.

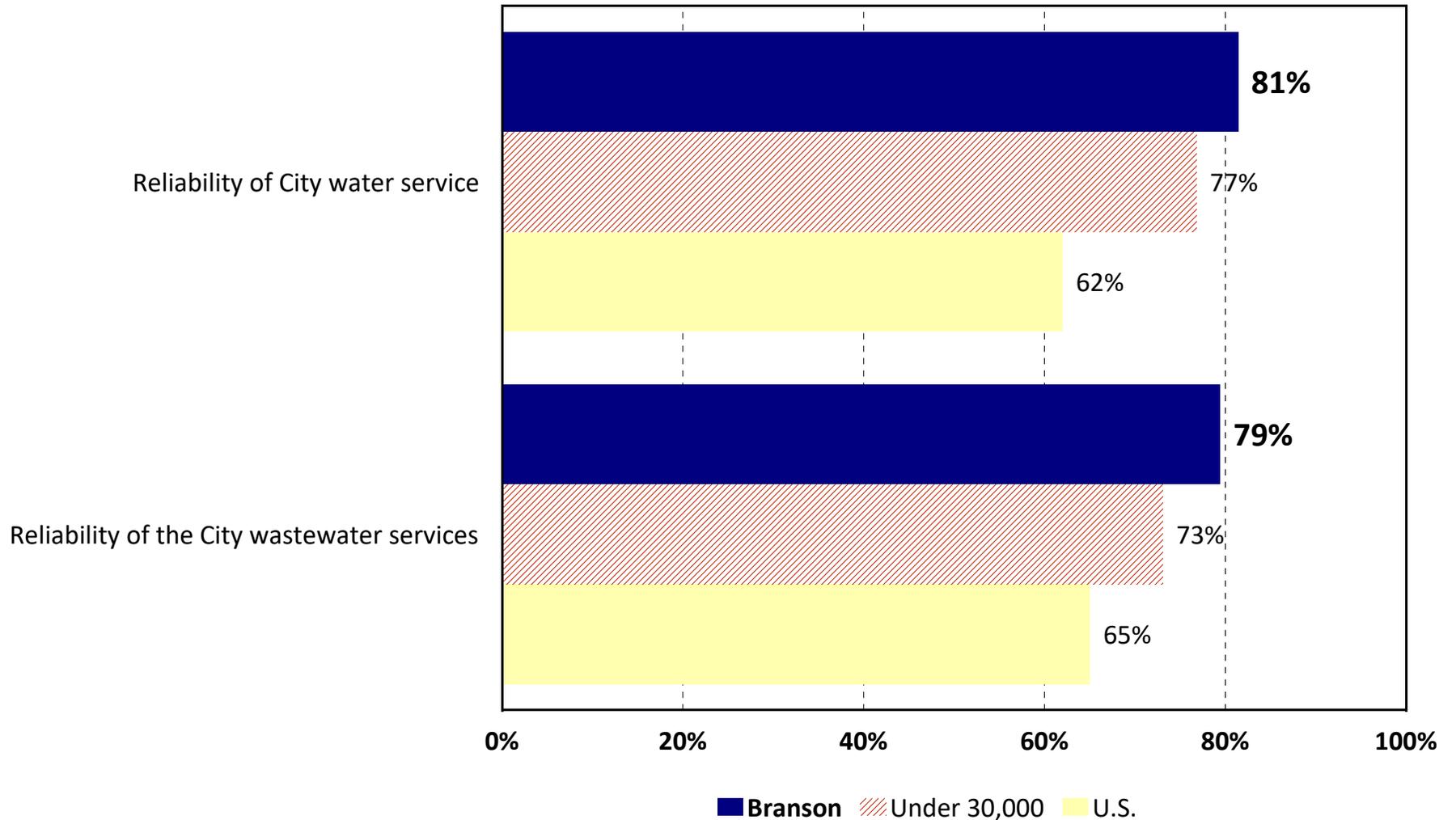
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Utility Services

Branson vs. Under 30,000 vs. the U.S.

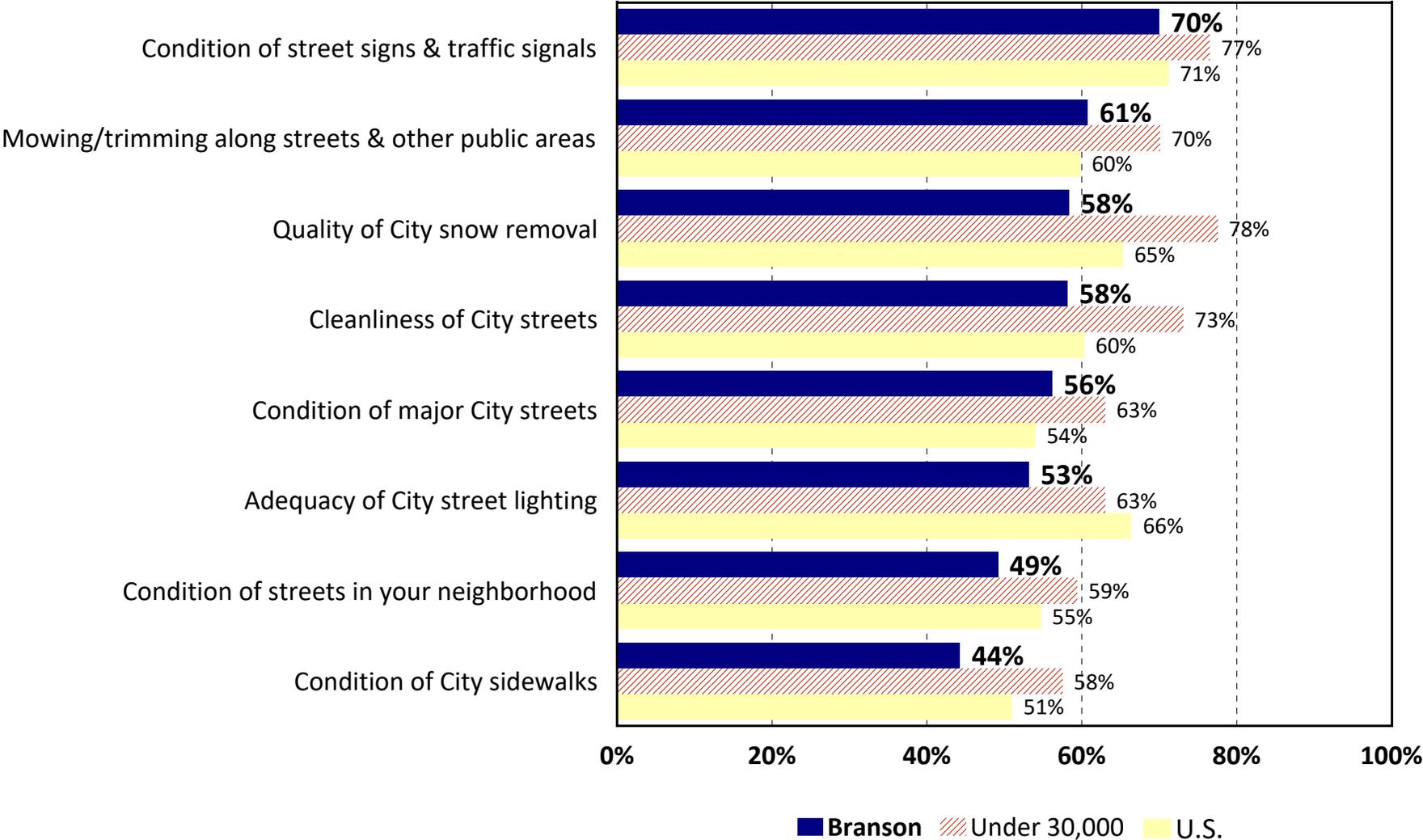
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Works

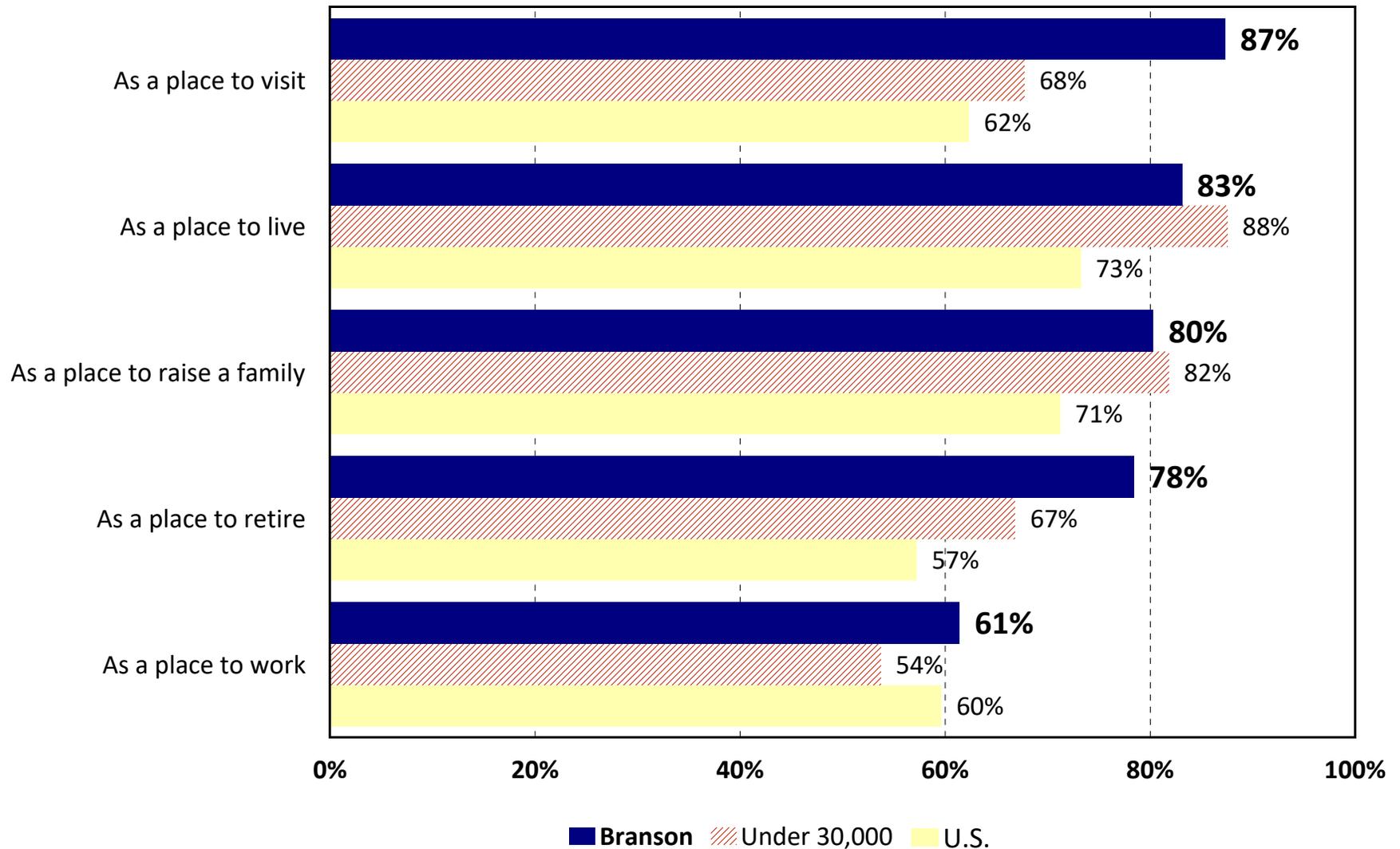
Branson vs. Under 30,000 vs. the U.S.

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)



How Residents Rate the Community Where They Live: Branson vs. Under 30,000 vs. the U.S.

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





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the major City services that were most important to their household. Nearly half (46.4%) of the respondent households selected "*maintenance of City streets and other infrastructure*" as one of the most important services for the City to provide.

With regard to satisfaction, 47.8% of respondents surveyed rated "*maintenance of City streets and other infrastructure*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 46.4% was multiplied by 52.2% (1-0.478). This calculation yielded an I-S rating of 0.2422, which ranked first out of twelve categories of major City services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Branson are provided on the following pages.

2021 Importance Satisfaction Rating

City of Branson

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of City streets & other infrastructure	46%	1	48%	9	0.2422	1
Management of traffic flow on City streets	42%	2	48%	10	0.2180	2
High Priority (IS .10-.20)						
Enforcement of City codes & ordinances	20%	4	43%	11	0.1148	3
Medium Priority (IS <.10)						
Management of stormwater runoff	17%	6	49%	8	0.0842	4
Quality of police service	36%	3	80%	2	0.0739	5
Quality/effectiveness of City communication	16%	8	55%	7	0.0733	6
Quality of building permit process	12%	9	40%	12	0.0731	7
City of Branson's water & sewer rates	12%	10	57%	6	0.0528	8
Quality of City parks & recreation facilities	19%	5	75%	3	0.0479	9
Recreational events & programs	10%	11	66%	5	0.0354	10
Quality of fire service	17%	7	88%	1	0.0198	11
Quality of customer service from City employees	5%	12	69%	4	0.0159	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2021 DirectionFinder by ETC Institute

2021 Importance Satisfaction Rating

City of Branson

Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Quality of City recreation programs for seniors	24%	4	45%	13	0.1299	1
Number of walking paths & trails	29%	1	63%	6	0.1078	2
Medium Priority (IS <.10)						
Maintenance of walking paths & trails	26%	3	65%	3	0.0901	3
Fees charged to participate in programs	17%	6	46%	12	0.0895	4
Maintenance of City parks	29%	2	70%	2	0.0855	5
Quality of events	17%	5	52%	9	0.0819	6
Number of indoor gyms	15%	7	48%	11	0.0758	7
Quality of City recreation programs for youth	14%	8	59%	7	0.0566	8
Quality of City recreation programs for adults	11%	10	49%	10	0.0565	9
Number of City parks	12%	9	57%	8	0.0511	10
Quality of City swimming pool	8%	12	64%	5	0.0288	11
Location of City parks	9%	11	71%	1	0.0267	12
Number of outdoor athletic fields	6%	13	65%	4	0.0224	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2021 DirectionFinder by ETC Institute

2021 Importance Satisfaction Rating

City of Branson

Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Condition of neighborhood streets	29%	2	49%	8	0.1494	1
Condition of major City streets	30%	1	56%	5	0.1327	2
Adequacy of City street lighting	24%	3	53%	7	0.1133	3
Condition of City sidewalks	19%	4	44%	9	0.1047	4
Medium Priority (IS <.10)						
Cleanliness of City streets	18%	5	58%	4	0.0765	5
Quality of City snow removal	15%	6	58%	3	0.0620	6
Mowing/trimming along streets & other public areas	14%	7	61%	2	0.0545	7
Cleanliness of stormwater drains/creeks	10%	8	55%	6	0.0462	8
Condition of street signs & traffic signals	10%	9	70%	1	0.0288	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %: The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being Very Satisfied and "1" being Very Dissatisfied.

© 2021 DirectionFinder by ETC Institute

Importance-Satisfaction Analysis



Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

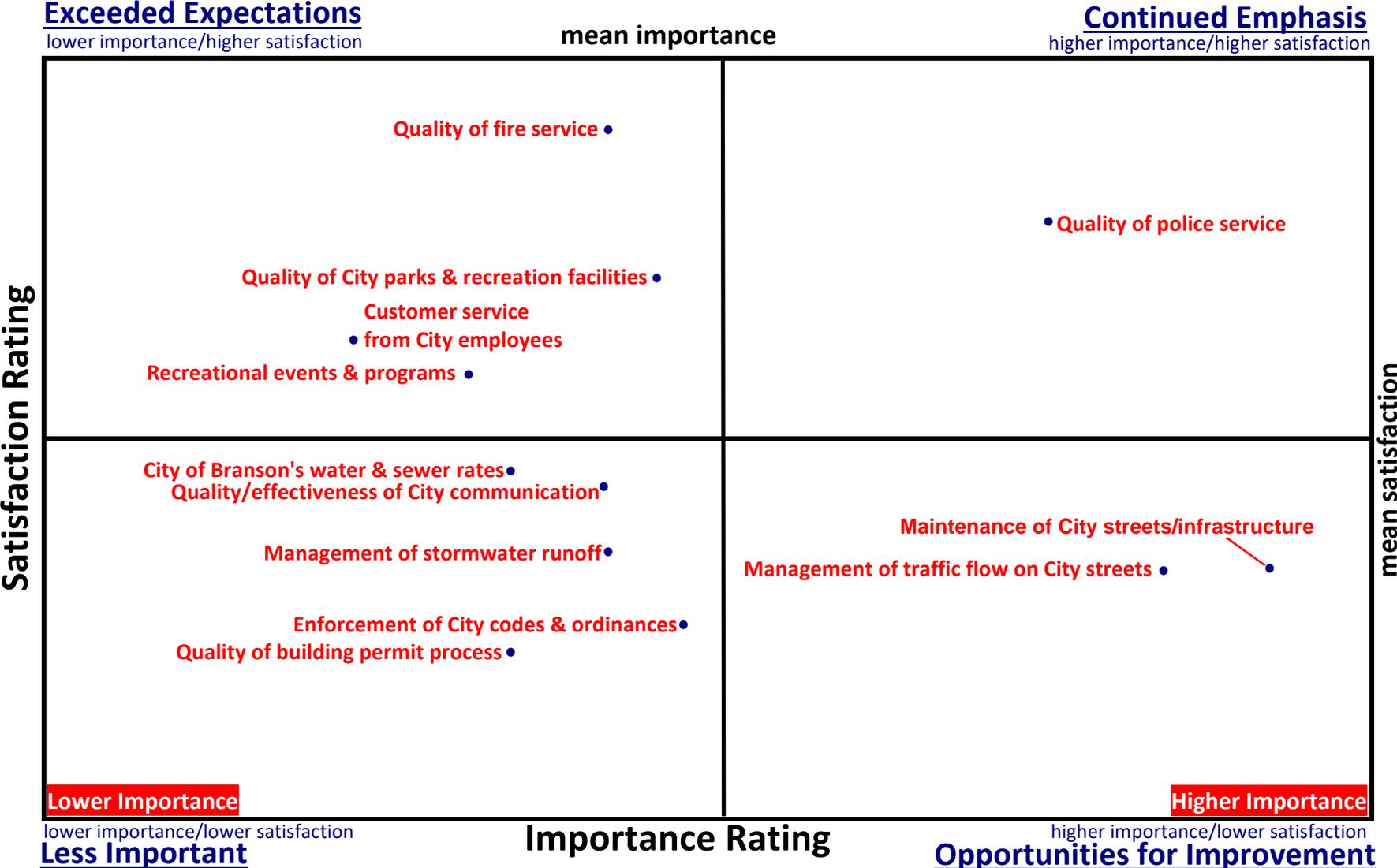
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to its performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrix charts showing the results for the City of Creve Coeur are provided on the following pages.

2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

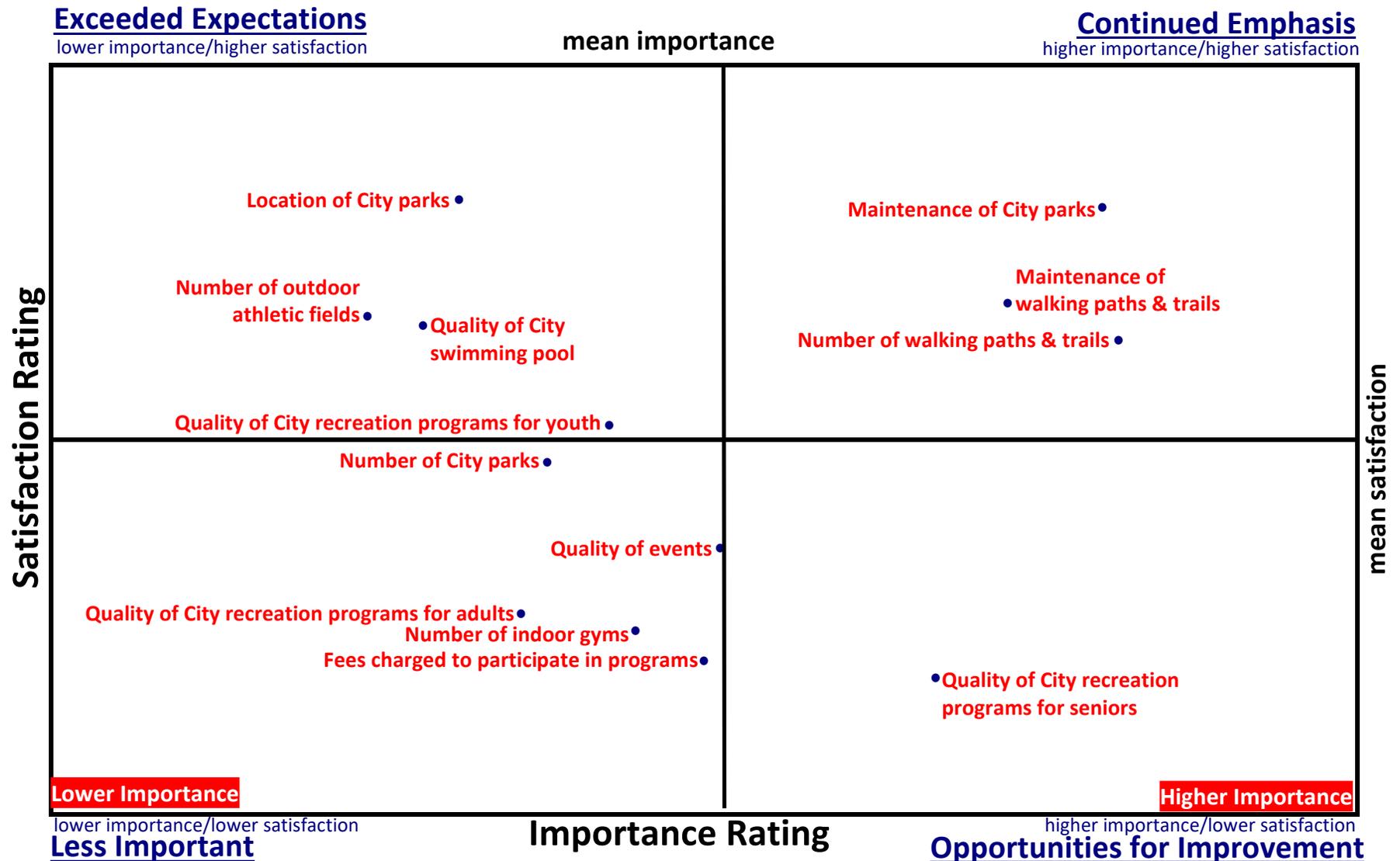
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

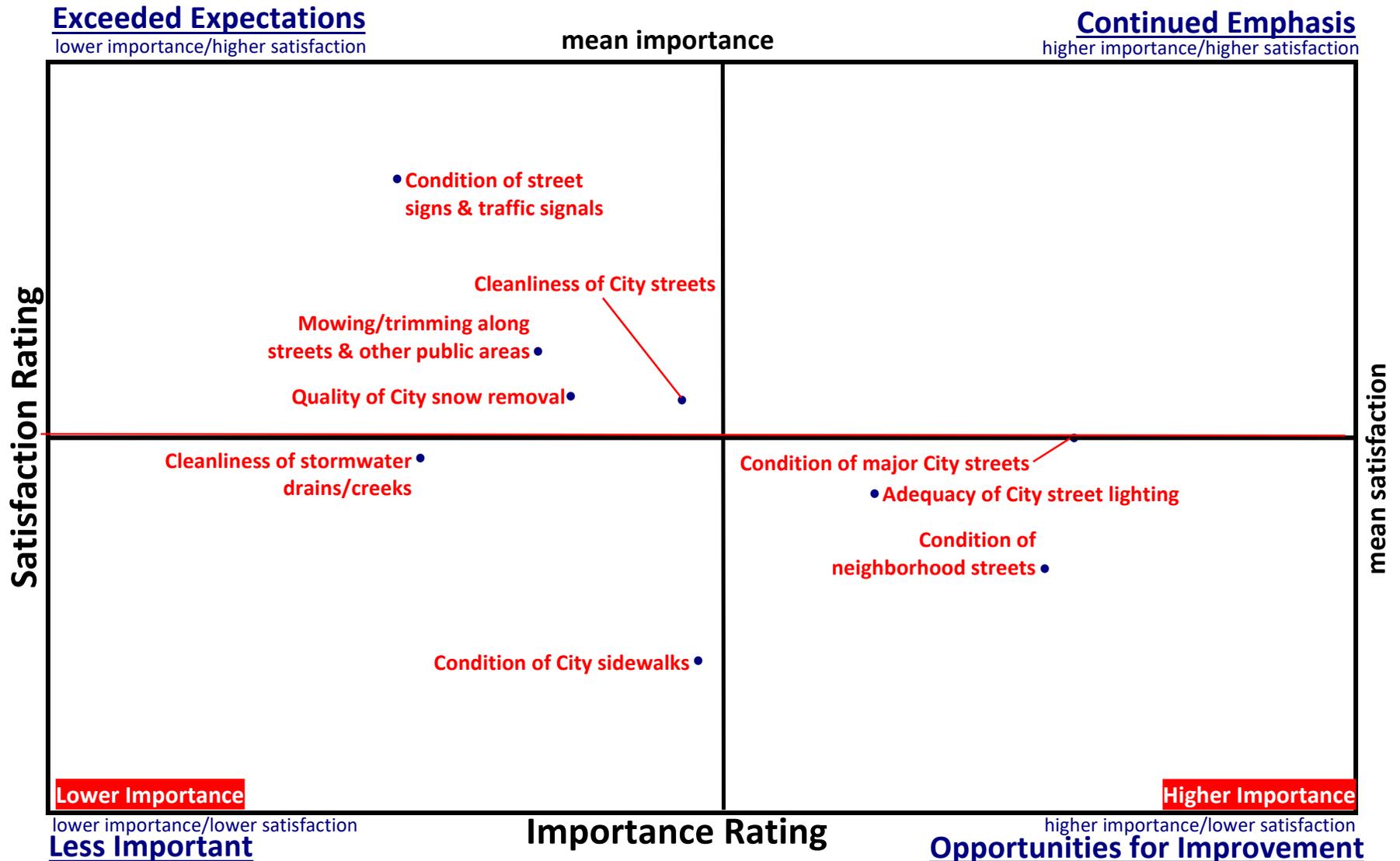
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



2021 City of Branson DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Works-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)





Tabular Data

Q1. Perception of the City. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Quality of police service	35.2%	38.6%	13.2%	2.9%	2.7%	7.3%
Q1-2. Quality of fire service	45.5%	32.3%	9.5%	1.0%	0.0%	11.7%
Q1-3. Quality of City parks & recreation facilities	28.1%	39.9%	17.4%	4.2%	1.7%	8.8%
Q1-4. Quality of recreational events & programs	23.2%	30.1%	22.5%	4.6%	0.7%	18.8%
Q1-5. Enforcement of City codes & ordinances	12.2%	22.0%	28.9%	12.5%	4.9%	19.6%
Q1-6. Quality of building permit process	9.3%	15.9%	24.9%	8.3%	4.4%	37.2%
Q1-7. Quality of customer service you receive from City employees	27.9%	30.8%	19.8%	5.1%	1.7%	14.7%
Q1-8. Quality & effectiveness of City communication	16.6%	32.0%	24.9%	10.8%	3.7%	12.0%
Q1-9. Management of traffic flow on City streets	12.5%	33.7%	25.4%	16.4%	9.0%	2.9%
Q1-10. Maintenance of City streets & other infrastructure (e.g. water, sewer)	11.2%	34.7%	21.0%	20.5%	8.6%	3.9%
Q1-11. City of Branson's water & sewer rates	18.6%	32.8%	23.7%	10.5%	4.9%	9.5%
Q1-12. Management of stormwater runoff	13.7%	28.6%	27.6%	11.7%	4.2%	14.2%

WITHOUT "DON'T KNOW"

Q1. Perception of the City. Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Quality of police service	38.0%	41.7%	14.2%	3.2%	2.9%
Q1-2. Quality of fire service	51.5%	36.6%	10.8%	1.1%	0.0%
Q1-3. Quality of City parks & recreation facilities	30.8%	43.7%	19.0%	4.6%	1.9%
Q1-4. Quality of recreational events & programs	28.6%	37.0%	27.7%	5.7%	0.9%
Q1-5. Enforcement of City codes & ordinances	15.2%	27.4%	35.9%	15.5%	6.1%
Q1-6. Quality of building permit process	14.8%	25.3%	39.7%	13.2%	7.0%
Q1-7. Quality of customer service you receive from City employees	32.7%	36.1%	23.2%	6.0%	2.0%
Q1-8. Quality & effectiveness of City communication	18.9%	36.4%	28.3%	12.2%	4.2%
Q1-9. Management of traffic flow on City streets	12.8%	34.8%	26.2%	16.9%	9.3%
Q1-10. Maintenance of City streets & other infrastructure (e.g. water, sewer)	11.7%	36.1%	21.9%	21.4%	8.9%
Q1-11. City of Branson's water & sewer rates	20.5%	36.2%	26.2%	11.6%	5.4%
Q1-12. Management of stormwater runoff	16.0%	33.3%	32.2%	13.7%	4.8%

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	88	21.5 %
Quality of fire service	11	2.7 %
Quality of City parks & recreation facilities	21	5.1 %
Quality of recreational events & programs	8	2.0 %
Enforcement of City codes & ordinances	25	6.1 %
Quality of building permit process	17	4.2 %
Quality of customer service you receive from City employees	6	1.5 %
Quality & effectiveness of City communication	16	3.9 %
Management of traffic flow on City streets	76	18.6 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	65	15.9 %
City of Branson's water & sewer rates	15	3.7 %
Management of stormwater runoff	18	4.4 %
None chosen	43	10.5 %
Total	409	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	34	8.3 %
Quality of fire service	47	11.5 %
Quality of City parks & recreation facilities	26	6.4 %
Quality of recreational events & programs	15	3.7 %
Enforcement of City codes & ordinances	27	6.6 %
Quality of building permit process	21	5.1 %
Quality of customer service you receive from City employees	5	1.2 %
Quality & effectiveness of City communication	22	5.4 %
Management of traffic flow on City streets	50	12.2 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	75	18.3 %
City of Branson's water & sewer rates	12	2.9 %
Management of stormwater runoff	13	3.2 %
None chosen	62	15.2 %
Total	409	100.0 %

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	27	6.6 %
Quality of fire service	10	2.4 %
Quality of City parks & recreation facilities	30	7.3 %
Quality of recreational events & programs	19	4.6 %
Enforcement of City codes & ordinances	30	7.3 %
Quality of building permit process	12	2.9 %
Quality of customer service you receive from City employees	10	2.4 %
Quality & effectiveness of City communication	29	7.1 %
Management of traffic flow on City streets	44	10.8 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	50	12.2 %
City of Branson's water & sewer rates	23	5.6 %
Management of stormwater runoff	37	9.0 %
None chosen	88	21.5 %
Total	409	100.0 %

SUM OF TOP 3 CHOICES

Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q2. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police service	149	36.4 %
Quality of fire service	68	16.6 %
Quality of City parks & recreation facilities	77	18.8 %
Quality of recreational events & programs	42	10.3 %
Enforcement of City codes & ordinances	82	20.0 %
Quality of building permit process	50	12.2 %
Quality of customer service you receive from City employees	21	5.1 %
Quality & effectiveness of City communication	67	16.4 %
Management of traffic flow on City streets	170	41.6 %
Maintenance of City streets & other infrastructure (e.g. water, sewer)	190	46.5 %
City of Branson's water & sewer rates	50	12.2 %
Management of stormwater runoff	68	16.6 %
None chosen	43	10.5 %
Total	1077	

Q3. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall quality of services provided by City	17.6%	46.9%	22.5%	6.1%	2.0%	4.9%
Q3-2. Branson's brand/reputation	22.7%	39.1%	21.5%	9.8%	3.2%	3.7%
Q3-3. How well City manages growth	12.7%	28.9%	28.4%	19.3%	5.1%	5.6%
Q3-4. Quality of life in City	24.7%	44.0%	16.1%	7.8%	5.1%	2.2%
Q3-5. Feeling of safety in City	26.7%	39.4%	17.4%	11.5%	4.6%	0.5%
Q3-6. Feeling of safety in your neighborhood	35.5%	37.9%	12.7%	8.6%	4.6%	0.7%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	24.7%	46.0%	20.5%	5.4%	2.4%	1.0%
Q3-8. Appearance/visual attractiveness of 76 Country Blvd	11.0%	32.0%	27.4%	19.6%	8.3%	1.7%
Q3-9. Appearance/visual attractiveness of entire City	9.3%	43.5%	27.6%	14.7%	3.9%	1.0%
Q3-10. Value you receive for your City taxes & fees	11.0%	28.9%	29.8%	15.2%	10.3%	4.9%

WITHOUT "DON'T KNOW"

Q3. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall quality of services provided by City	18.5%	49.4%	23.7%	6.4%	2.1%
Q3-2. Branson's brand/reputation	23.6%	40.6%	22.3%	10.2%	3.3%
Q3-3. How well City manages growth	13.5%	30.6%	30.1%	20.5%	5.4%
Q3-4. Quality of life in City	25.3%	45.0%	16.5%	8.0%	5.3%
Q3-5. Feeling of safety in City	26.8%	39.6%	17.4%	11.5%	4.7%
Q3-6. Feeling of safety in your neighborhood	35.7%	38.2%	12.8%	8.6%	4.7%
Q3-7. Appearance/visual attractiveness of Historic Downtown Branson	24.9%	46.4%	20.7%	5.4%	2.5%
Q3-8. Appearance/visual attractiveness of 76 Country Blvd	11.2%	32.6%	27.9%	19.9%	8.5%
Q3-9. Appearance/visual attractiveness of entire City	9.4%	44.0%	27.9%	14.8%	4.0%
Q3-10. Value you receive for your City taxes & fees	11.6%	30.3%	31.4%	15.9%	10.8%

Q4. Public Safety. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. City efforts to prevent crime	15.6%	39.1%	23.5%	10.0%	4.6%	7.1%
Q4-2. Enforcement of local traffic laws	15.6%	43.3%	26.2%	5.9%	2.9%	6.1%
Q4-3. How quickly police respond to emergencies	25.4%	31.3%	18.8%	3.7%	2.2%	18.6%
Q4-4. How quickly fire personnel respond to emergencies	34.7%	31.8%	10.5%	1.5%	0.0%	21.5%

WITHOUT "DON'T KNOW"

Q4. Public Safety. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. City efforts to prevent crime	16.8%	42.1%	25.3%	10.8%	5.0%
Q4-2. Enforcement of local traffic laws	16.7%	46.1%	27.9%	6.3%	3.1%
Q4-3. How quickly police respond to emergencies	31.2%	38.4%	23.1%	4.5%	2.7%
Q4-4. How quickly fire personnel respond to emergencies	44.2%	40.5%	13.4%	1.9%	0.0%

Q5. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Maintenance of City parks	17.1%	44.3%	19.8%	4.6%	1.5%	12.7%
Q5-2. Location of City parks	16.9%	46.2%	20.0%	4.9%	1.2%	10.8%
Q5-3. Number of walking paths & trails	16.6%	38.4%	20.3%	9.3%	2.4%	13.0%
Q5-4. Maintenance of walking paths & trails	15.4%	39.1%	23.2%	4.9%	1.0%	16.4%
Q5-5. Quality of City swimming pool	13.7%	24.2%	17.8%	2.2%	1.2%	40.8%
Q5-6. Number of outdoor athletic fields	16.6%	29.6%	21.3%	3.9%	0.2%	28.4%
Q5-7. Number of indoor gyms	9.8%	23.0%	24.9%	10.3%	0.7%	31.3%
Q5-8. Quality of City recreation programs for youth	12.7%	24.4%	22.7%	3.2%	0.2%	36.7%
Q5-9. Quality of City recreation programs for adults	10.3%	21.8%	26.4%	6.6%	1.0%	34.0%
Q5-10. Quality of City recreation programs for seniors	9.5%	20.0%	26.4%	7.3%	2.2%	34.5%
Q5-11. Fees charged to participate in programs	9.0%	21.3%	25.2%	6.8%	3.4%	34.2%
Q5-12. Number of City parks	12.5%	32.0%	24.4%	6.8%	2.7%	21.5%
Q5-13. Quality of events	10.8%	28.6%	30.1%	3.7%	2.4%	24.4%

WITHOUT "DON'T KNOW"

Q5. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Maintenance of City parks	19.6%	50.7%	22.7%	5.3%	1.7%
Q5-2. Location of City parks	18.9%	51.8%	22.5%	5.5%	1.4%
Q5-3. Number of walking paths & trails	19.1%	44.1%	23.3%	10.7%	2.8%
Q5-4. Maintenance of walking paths & trails	18.4%	46.8%	27.8%	5.8%	1.2%
Q5-5. Quality of City swimming pool	23.1%	40.9%	30.2%	3.7%	2.1%
Q5-6. Number of outdoor athletic fields	23.2%	41.3%	29.7%	5.5%	0.3%
Q5-7. Number of indoor gyms	14.2%	33.5%	36.3%	14.9%	1.1%
Q5-8. Quality of City recreation programs for youth	20.1%	38.6%	35.9%	5.0%	0.4%
Q5-9. Quality of City recreation programs for adults	15.6%	33.0%	40.0%	10.0%	1.5%
Q5-10. Quality of City recreation programs for seniors	14.6%	30.6%	40.3%	11.2%	3.4%
Q5-11. Fees charged to participate in programs	13.8%	32.3%	38.3%	10.4%	5.2%
Q5-12. Number of City parks	15.9%	40.8%	31.2%	8.7%	3.4%
Q5-13. Quality of events	14.2%	37.9%	39.8%	4.9%	3.2%

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	77	18.8 %
Location of City parks	9	2.2 %
Number of walking paths & trails	55	13.4 %
Maintenance of walking paths & trails	20	4.9 %
Quality of City swimming pool	9	2.2 %
Number of outdoor athletic fields	5	1.2 %
Number of indoor gyms	24	5.9 %
Quality of City recreation programs for youth	22	5.4 %
Quality of City recreation programs for adults	4	1.0 %
Quality of City recreation programs for seniors	33	8.1 %
Fees charged to participate in programs	24	5.9 %
Number of City parks	17	4.2 %
Quality of events	14	3.4 %
None chosen	96	23.5 %
Total	409	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	19	4.6 %
Location of City parks	17	4.2 %
Number of walking paths & trails	34	8.3 %
Maintenance of walking paths & trails	49	12.0 %
Quality of City swimming pool	12	2.9 %
Number of outdoor athletic fields	12	2.9 %
Number of indoor gyms	20	4.9 %
Quality of City recreation programs for youth	20	4.9 %
Quality of City recreation programs for adults	27	6.6 %
Quality of City recreation programs for seniors	30	7.3 %
Fees charged to participate in programs	19	4.6 %
Number of City parks	14	3.4 %
Quality of events	22	5.4 %
None chosen	114	27.9 %
Total	409	100.0 %

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q6. 3rd choice	Number	Percent
Maintenance of City parks	22	5.4 %
Location of City parks	11	2.7 %
Number of walking paths & trails	31	7.6 %
Maintenance of walking paths & trails	37	9.0 %
Quality of City swimming pool	12	2.9 %
Number of outdoor athletic fields	9	2.2 %
Number of indoor gyms	15	3.7 %
Quality of City recreation programs for youth	14	3.4 %
Quality of City recreation programs for adults	14	3.4 %
Quality of City recreation programs for seniors	34	8.3 %
Fees charged to participate in programs	25	6.1 %
Number of City parks	17	4.2 %
Quality of events	34	8.3 %
None chosen	134	32.8 %
Total	409	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Maintenance of City parks	118	28.9 %
Location of City parks	37	9.0 %
Number of walking paths & trails	120	29.3 %
Maintenance of walking paths & trails	106	25.9 %
Quality of City swimming pool	33	8.1 %
Number of outdoor athletic fields	26	6.4 %
Number of indoor gyms	59	14.4 %
Quality of City recreation programs for youth	56	13.7 %
Quality of City recreation programs for adults	45	11.0 %
Quality of City recreation programs for seniors	97	23.7 %
Fees charged to participate in programs	68	16.6 %
Number of City parks	48	11.7 %
Quality of events	70	17.1 %
None chosen	96	23.5 %
Total	979	

Q7. Communication. Please rate your satisfaction with each of the following communication items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Availability of information about City programs & services	11.0%	28.4%	30.8%	17.1%	4.6%	8.1%
Q7-2. City efforts to keep you informed about local issues	10.5%	28.4%	28.1%	21.0%	6.8%	5.1%
Q7-3. City efforts to have an open, inclusive, responsive government	11.5%	24.7%	29.1%	18.3%	8.6%	7.8%

WITHOUT "DON'T KNOW"

Q7. Communication. Please rate your satisfaction with each of the following communication items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Availability of information about City programs & services	12.0%	30.9%	33.5%	18.6%	5.1%
Q7-2. City efforts to keep you informed about local issues	11.1%	29.9%	29.6%	22.2%	7.2%
Q7-3. City efforts to have an open, inclusive, responsive government	12.5%	26.8%	31.6%	19.9%	9.3%

Q8. Please CHECK ALL of the following sources you use to get information about the City of Branson.

Q8. All the sources you use to get information about City	Number	Percent
Paid newspaper	109	26.7 %
Free newspaper	261	63.8 %
Local television	258	63.1 %
Local radio	173	42.3 %
Word of mouth	274	67.0 %
Organizational meetings	50	12.2 %
Facebook	169	41.3 %
Nextdoor	77	18.8 %
Twitter	11	2.7 %
City website (bransonmo.gov)	153	37.4 %
Calling City directly	71	17.4 %
Mayor's "For the People" note	64	15.6 %
Other	14	3.4 %
Total	1684	

Q8-13. Other

Q8-13. Other	Number	Percent
explorebranson.com events page	1	7.1 %
Local news	1	7.1 %
Websites	1	7.1 %
Attend City Council meetings live	1	7.1 %
My alderman	1	7.1 %
Daily news	1	7.1 %
Council meetings	1	7.1 %
Computer	1	7.1 %
The rec plex sign	1	7.1 %
Flyers at work	1	7.1 %
Chamber/CVB	1	7.1 %
taneycounty.org	1	7.1 %
Different news channels	1	7.1 %
Watch City Council and other meetings	1	7.1 %
Total	14	100.0 %

Q9. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.

Q9. All the following ways you would prefer to receive information about City

	Number	Percent
Traditional media (print, broadcast)	207	50.6 %
City newsletter (direct mailing)	247	60.4 %
Online/digital media (e.g. website, social media)	207	50.6 %
Other	17	4.2 %
Total	678	

Q9-4. Other

Q9-4. Other	Number	Percent
Nextdoor	2	12.5 %
Facebook	2	12.5 %
Newspaper	2	12.5 %
Email	2	12.5 %
Put digital City signs strategically for reminders/promotions	1	6.3 %
Direct communication	1	6.3 %
Utility bill inserts	1	6.3 %
Maybe post flyers on doors for locals where we pay bills	1	6.3 %
Newsletters	1	6.3 %
Signs and billboards	1	6.3 %
Email and text	1	6.3 %
E-newsletter or something like Nextdoor	1	6.3 %
Total	16	100.0 %

Q10. Please CHECK ALL of the following City communication tools that you are aware of.

Q10. All the following City communication tools that you are aware of

	Number	Percent
SMS Text messages	76	18.6 %
City's Twitter	26	6.4 %
City Facebook	154	37.7 %
Police Twitter	29	7.1 %
Branson alerts	165	40.3 %
LinkedIn	18	4.4 %
Google+	50	12.2 %
Nextdoor	114	27.9 %
City website	212	51.8 %
Total	844	

Q11. Utility Services. Please rate your satisfaction with each of the following utility services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Reliability of City of Branson's water service	29.8%	42.1%	10.0%	4.4%	2.0%	11.7%
Q11-2. Reliability of City of Branson's wastewater services	28.9%	40.3%	13.2%	3.4%	1.2%	13.0%
Q11-3. Response to City of Branson's water & sewer issues/concerns	22.7%	32.5%	17.6%	5.9%	2.9%	18.3%

WITHOUT "DON'T KNOW"

Q11. Utility Services. Please rate your satisfaction with each of the following utility services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Reliability of City of Branson's water service	33.8%	47.6%	11.4%	5.0%	2.2%
Q11-2. Reliability of City of Branson's wastewater services	33.1%	46.3%	15.2%	3.9%	1.4%
Q11-3. Response to City of Branson's water & sewer issues/concerns	27.8%	39.8%	21.6%	7.2%	3.6%

Q12. Public Works. Please rate your satisfaction with each of the following services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Condition of major City streets	13.9%	40.1%	23.5%	14.9%	3.7%	3.9%
Q12-2. Condition of streets in your neighborhood	16.4%	30.8%	19.3%	22.0%	7.3%	4.2%
Q12-3. Condition of City sidewalks	10.8%	29.6%	29.8%	13.4%	7.3%	9.0%
Q12-4. Quality of City snow removal	13.9%	37.9%	24.2%	8.3%	4.4%	11.2%
Q12-5. Condition of street signs & traffic signals	18.3%	49.1%	18.3%	8.1%	2.4%	3.7%
Q12-6. Mowing & trimming along City streets & other public areas	15.4%	42.5%	22.5%	11.7%	3.2%	4.6%
Q12-7. Adequacy of City street lighting	12.5%	38.4%	23.2%	14.9%	6.6%	4.4%
Q12-8. Cleanliness of City streets	14.9%	41.1%	24.0%	11.7%	4.4%	3.9%
Q12-9. Cleanliness of stormwater drains & creeks in your neighborhood	14.4%	35.9%	25.2%	10.3%	5.6%	8.6%

WITHOUT "DON'T KNOW"

Q12. Public Works. Please rate your satisfaction with each of the following services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Condition of major City streets	14.5%	41.7%	24.4%	15.5%	3.8%
Q12-2. Condition of streets in your neighborhood	17.1%	32.1%	20.2%	23.0%	7.7%
Q12-3. Condition of City sidewalks	11.8%	32.5%	32.8%	14.8%	8.1%
Q12-4. Quality of City snow removal	15.7%	42.7%	27.3%	9.4%	5.0%
Q12-5. Condition of street signs & traffic signals	19.0%	51.0%	19.0%	8.4%	2.5%
Q12-6. Mowing & trimming along City streets & other public areas	16.2%	44.6%	23.6%	12.3%	3.3%
Q12-7. Adequacy of City street lighting	13.0%	40.2%	24.3%	15.6%	6.9%
Q12-8. Cleanliness of City streets	15.5%	42.7%	24.9%	12.2%	4.6%
Q12-9. Cleanliness of stormwater drains & creeks in your neighborhood	15.8%	39.3%	27.5%	11.2%	6.1%

Q13. Which TWO of the services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. Top choice	Number	Percent
Condition of major City streets	93	22.7 %
Condition of streets in your neighborhood	67	16.4 %
Condition of City sidewalks	32	7.8 %
Quality of City snow removal	23	5.6 %
Condition of street signs & traffic signals	17	4.2 %
Mowing & trimming along City streets & other public areas	28	6.8 %
Adequacy of City street lighting	45	11.0 %
Cleanliness of City streets	27	6.6 %
Cleanliness of stormwater drains & creeks in your neighborhood	24	5.9 %
None chosen	53	13.0 %
Total	409	100.0 %

Q13. Which TWO of the services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q13. 2nd choice	Number	Percent
Condition of major City streets	31	7.6 %
Condition of streets in your neighborhood	53	13.0 %
Condition of City sidewalks	45	11.0 %
Quality of City snow removal	38	9.3 %
Condition of street signs & traffic signals	22	5.4 %
Mowing & trimming along City streets & other public areas	29	7.1 %
Adequacy of City street lighting	54	13.2 %
Cleanliness of City streets	48	11.7 %
Cleanliness of stormwater drains & creeks in your neighborhood	18	4.4 %
None chosen	71	17.4 %
Total	409	100.0 %

SUM OF TOP 2 CHOICES

Q13. Which TWO of the services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Condition of major City streets	124	30.3 %
Condition of streets in your neighborhood	120	29.3 %
Condition of City sidewalks	77	18.8 %
Quality of City snow removal	61	14.9 %
Condition of street signs & traffic signals	39	9.5 %
Mowing & trimming along City streets & other public areas	57	13.9 %
Adequacy of City street lighting	99	24.2 %
Cleanliness of City streets	75	18.3 %
Cleanliness of stormwater drains & creeks in your neighborhood	42	10.3 %
None chosen	53	13.0 %
Total	747	

Q14. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

Q14. How well does City of Branson works with other governmental organizations in our region when planning our City's future

	Number	Percent
Very well	41	10.0 %
Generally well	92	22.5 %
Somewhat well	53	13.0 %
Not particularly well	40	9.8 %
Not well at all	20	4.9 %
Don't know	163	39.9 %
Total	409	100.0 %

WITHOUT "DON'T KNOW"

Q14. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City? (without "don't know")

Q14. How well does City of Branson works with other governmental organizations in our region when planning our City's future

	Number	Percent
Very well	41	16.7 %
Generally well	92	37.4 %
Somewhat well	53	21.5 %
Not particularly well	40	16.3 %
Not well at all	20	8.1 %
Total	246	100.0 %

Q15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. Quality of code enforcement efforts	13.4%	26.7%	18.6%	6.6%	4.2%	30.6%
Q15-2. Amount of code enforcement	12.5%	23.5%	18.6%	7.8%	4.9%	32.8%
Q15-3. Consistency of code enforcement	11.5%	23.5%	18.8%	7.8%	5.6%	32.8%

WITHOUT "DON'T KNOW"

Q15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=409)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. Quality of code enforcement efforts	19.4%	38.4%	26.8%	9.5%	6.0%
Q15-2. Amount of code enforcement	18.5%	34.9%	27.6%	11.6%	7.3%
Q15-3. Consistency of code enforcement	17.1%	34.9%	28.0%	11.6%	8.4%

Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important."

(N=409)

	Extremely important	Very important	Important	Less important	Not important	Not provided
Q16-1. Preserving small-town atmosphere	41.8%	25.4%	18.8%	7.8%	4.2%	2.0%
Q16-2. Addressing needs & concerns in your neighborhood	31.5%	36.2%	24.4%	4.6%	1.7%	1.5%
Q16-3. Diversifying entertainment offerings	27.1%	27.4%	26.2%	12.0%	5.6%	1.7%
Q16-4. Diversifying range of housing options	33.0%	29.8%	22.5%	9.8%	2.9%	2.0%
Q16-5. Minimizing tax increases	50.4%	25.4%	17.6%	4.9%	0.7%	1.0%
Q16-6. Incentivizing economic development	26.9%	29.3%	29.1%	8.8%	3.4%	2.4%
Q16-7. Expanding employment opportunities	40.6%	30.1%	17.6%	6.8%	3.4%	1.5%
Q16-8. Increasing availability of arts & cultural amenities	23.2%	25.4%	28.9%	15.2%	5.1%	2.2%
Q16-9. Improving quality of local governmental services	24.7%	34.2%	32.3%	4.9%	2.0%	2.0%
Q16-10. Enhancing appearance & overall beauty of City	37.9%	30.1%	26.9%	2.9%	1.0%	1.2%
Q16-11. Improving & expanding parks & recreational opportunities	24.9%	26.9%	32.0%	12.2%	2.0%	2.0%
Q16-12. Preserving City's community values	47.2%	22.0%	21.3%	4.9%	2.7%	2.0%
Q16-13. Managing environmental resources including water & air quality	45.0%	32.0%	17.1%	3.7%	1.0%	1.2%
Q16-14. Improving communication & opportunities for public participation	34.2%	31.8%	26.4%	5.4%	0.7%	1.5%
Q16-15. Improving quality of City infrastructure	37.2%	31.3%	25.2%	3.4%	0.2%	2.7%

WITHOUT "NOT PROVIDED"

Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important." (without "not provided")

(N=409)

	Extremely important	Very important	Important	Less important	Not important
Q16-1. Preserving small-town atmosphere	42.6%	25.9%	19.2%	8.0%	4.2%
Q16-2. Addressing needs & concerns in your neighborhood	32.0%	36.7%	24.8%	4.7%	1.7%
Q16-3. Diversifying entertainment offerings	27.6%	27.9%	26.6%	12.2%	5.7%
Q16-4. Diversifying range of housing options	33.7%	30.4%	22.9%	10.0%	3.0%
Q16-5. Minimizing tax increases	50.9%	25.7%	17.8%	4.9%	0.7%
Q16-6. Incentivizing economic development	27.6%	30.1%	29.8%	9.0%	3.5%
Q16-7. Expanding employment opportunities	41.2%	30.5%	17.9%	6.9%	3.5%
Q16-8. Increasing availability of arts & cultural amenities	23.8%	26.0%	29.5%	15.5%	5.3%
Q16-9. Improving quality of local governmental services	25.2%	34.9%	32.9%	5.0%	2.0%
Q16-10. Enhancing appearance & overall beauty of City	38.4%	30.4%	27.2%	3.0%	1.0%
Q16-11. Improving & expanding parks & recreational opportunities	25.4%	27.4%	32.7%	12.5%	2.0%
Q16-12. Preserving City's community values	48.1%	22.4%	21.7%	5.0%	2.7%
Q16-13. Managing environmental resources including water & air quality	45.5%	32.4%	17.3%	3.7%	1.0%

WITHOUT "NOT PROVIDED"

Q16. Future Planning. Please indicate how important each of the following issues should be when planning the City's future using a scale from 1 to 5, where 5 is "Extremely Important" and 1 is "Not Important." (without "not provided")

	Extremely important	Very important	Important	Less important	Not important
Q16-14. Improving communication & opportunities for public participation	34.7%	32.3%	26.8%	5.5%	0.7%
Q16-15. Improving quality of City infrastructure	38.2%	32.2%	25.9%	3.5%	0.3%

Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?

<u>Q17. Top choice</u>	<u>Number</u>	<u>Percent</u>
Preserving small-town atmosphere	72	17.6 %
Addressing needs & concerns in your neighborhood	28	6.8 %
Diversifying entertainment offerings	21	5.1 %
Diversifying range of housing options	44	10.8 %
Minimizing tax increases	59	14.4 %
Incentivizing economic development	14	3.4 %
Expanding employment opportunities	15	3.7 %
Increasing availability of arts & cultural amenities	9	2.2 %
Improving quality of local governmental services	6	1.5 %
Enhancing appearance & overall beauty of City	20	4.9 %
Improving & expanding parks & recreational opportunities	6	1.5 %
Preserving City's community values	24	5.9 %
Managing environmental resources including water & air quality	21	5.1 %
Improving communication & opportunities for public participation	6	1.5 %
Improving quality of City infrastructure	22	5.4 %
<u>None chosen</u>	<u>42</u>	<u>10.3 %</u>
Total	409	100.0 %

Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?

<u>Q17. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Preserving small-town atmosphere	23	5.6 %
Addressing needs & concerns in your neighborhood	26	6.4 %
Diversifying entertainment offerings	18	4.4 %
Diversifying range of housing options	29	7.1 %
Minimizing tax increases	61	14.9 %
Incentivizing economic development	17	4.2 %
Expanding employment opportunities	28	6.8 %
Increasing availability of arts & cultural amenities	10	2.4 %
Improving quality of local governmental services	13	3.2 %
Enhancing appearance & overall beauty of City	32	7.8 %
Improving & expanding parks & recreational opportunities	15	3.7 %
Preserving City's community values	30	7.3 %
Managing environmental resources including water & air quality	27	6.6 %
Improving communication & opportunities for public participation	13	3.2 %
Improving quality of City infrastructure	19	4.6 %
<u>None chosen</u>	<u>48</u>	<u>11.7 %</u>
Total	409	100.0 %

Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future?

Q17. 3rd choice	Number	Percent
Preserving small-town atmosphere	23	5.6 %
Addressing needs & concerns in your neighborhood	12	2.9 %
Diversifying entertainment offerings	20	4.9 %
Diversifying range of housing options	24	5.9 %
Minimizing tax increases	31	7.6 %
Incentivizing economic development	18	4.4 %
Expanding employment opportunities	26	6.4 %
Increasing availability of arts & cultural amenities	18	4.4 %
Improving quality of local governmental services	13	3.2 %
Enhancing appearance & overall beauty of City	37	9.0 %
Improving & expanding parks & recreational opportunities	12	2.9 %
Preserving City's community values	39	9.5 %
Managing environmental resources including water & air quality	23	5.6 %
Improving communication & opportunities for public participation	21	5.1 %
Improving quality of City infrastructure	34	8.3 %
None chosen	58	14.2 %
Total	409	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the issues listed in Question 16 should be MOST IMPORTANT when planning the City's future? (top 3)

Q17. Sum of top 3 choices	Number	Percent
Preserving small-town atmosphere	118	28.9 %
Addressing needs & concerns in your neighborhood	66	16.1 %
Diversifying entertainment offerings	59	14.4 %
Diversifying range of housing options	97	23.7 %
Minimizing tax increases	151	36.9 %
Incentivizing economic development	49	12.0 %
Expanding employment opportunities	69	16.9 %
Increasing availability of arts & cultural amenities	37	9.0 %
Improving quality of local governmental services	32	7.8 %
Enhancing appearance & overall beauty of City	89	21.8 %
Improving & expanding parks & recreational opportunities	33	8.1 %
Preserving City's community values	93	22.7 %
Managing environmental resources including water & air quality	71	17.4 %
Improving communication & opportunities for public participation	40	9.8 %
Improving quality of City infrastructure	75	18.3 %
None chosen	42	10.3 %
Total	1121	

Q18. Commute. Which ONE of the following best describes how you normally commute to work?

Q18. What best describes how you normally commute to work	Number	Percent
Personal vehicle	229	56.0 %
Carpool (shared vehicle)	3	0.7 %
Walk	7	1.7 %
Other	11	2.7 %
Not employed	159	38.9 %
Total	409	100.0 %

Q18-8. Other

Q18-8. Other	Number	Percent
Work from home	11	100.0 %
Total	11	100.0 %

Q19. On average, how long is your daily work commute?

Q19. How long is your daily work commute	Number	Percent
0 minutes (work from home)	30	12.0 %
1-10 minutes	99	39.6 %
11-20 minutes	69	27.6 %
21-30 minutes	23	9.2 %
31-60 minutes	12	4.8 %
60+ minutes	7	2.8 %
Not provided	10	4.0 %
Total	250	100.0 %

WITHOUT "NOT PROVIDED"**Q19. On average, how long is your daily work commute? (without "not provided")**

Q19. How long is your daily work commute	Number	Percent
0 minutes (work from home)	30	12.5 %
1-10 minutes	99	41.3 %
11-20 minutes	69	28.8 %
21-30 minutes	23	9.6 %
31-60 minutes	12	5.0 %
60+ minutes	7	2.9 %
Total	240	100.0 %

Q20. Customer Satisfaction. Have you contacted the City of Branson during the past year?

Q20. Have you contacted City of Branson during past year	Number	Percent
Yes	199	48.7 %
No	210	51.3 %
Total	409	100.0 %

Q20a. Please CHECK ALL of the following City departments you contacted.

Q20a. All the following City departments you contacted	Number	Percent
Police/Code Enforcement	97	48.7 %
Fire	34	17.1 %
Parks & Recreation	35	17.6 %
City Administration	62	31.2 %
Planning & Development	53	26.6 %
Finance	21	10.6 %
Clerk/Court	40	20.1 %
Public Works	49	24.6 %
Utilities (water/wastewater)	84	42.2 %
Mayor or Aldermen	44	22.1 %
Other	6	3.0 %
Total	525	

Q20a-10. Other

Q20a-11. Other	Number	Percent
Public transportation	1	16.7 %
Engineers	1	16.7 %
Building	1	16.7 %
Pet ordinance meeting	1	16.7 %
Building inspections	1	16.7 %
DMV office	1	16.7 %
Total	6	100.0 %

Q20b. Which City Department did you contact most recently?

Q20b. Which City Department did you contact most recently

	Number	Percent
Police/Code Enforcement	39	19.6 %
Fire	10	5.0 %
Parks & Recreation	11	5.5 %
City Administration	15	7.5 %
Planning & Development	19	9.5 %
Finance	1	0.5 %
Clerk/Court	9	4.5 %
Public Works	20	10.1 %
Utilities (water/wastewater)	37	18.6 %
Mayor or Aldermen	19	9.5 %
Other	4	2.0 %
None chosen	15	7.5 %
Total	199	100.0 %

Q20c. Please rate your satisfaction with the employees in the City Department cited in Question 20b.

(N=199)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20c-1. How easy they were to contact	51.3%	31.7%	9.5%	3.0%	4.5%	0.0%
Q20c-2. The way you were treated	54.8%	26.6%	9.0%	4.0%	5.0%	0.5%
Q20c-3. Accuracy of information you were given	49.2%	24.6%	12.1%	5.0%	5.0%	4.0%
Q20c-4. How quickly City staff responded to your request	47.7%	27.1%	7.5%	5.5%	7.5%	4.5%
Q20c-5. How well your issue was resolved	45.2%	23.1%	9.5%	6.5%	10.6%	5.0%

WITHOUT "DON'T KNOW"**Q20c. Please rate your satisfaction with the employees in the City Department cited in Question 20b.****(without "don't know")**

(N=199)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20c-1. How easy they were to contact	51.3%	31.7%	9.5%	3.0%	4.5%
Q20c-2. The way you were treated	55.1%	26.8%	9.1%	4.0%	5.1%
Q20c-3. Accuracy of information you were given	51.3%	25.7%	12.6%	5.2%	5.2%
Q20c-4. How quickly City staff responded to your request	50.0%	28.4%	7.9%	5.8%	7.9%
Q20c-5. How well your issue was resolved	47.6%	24.3%	10.1%	6.9%	11.1%

Q21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

(N=409)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q21-1. As a place to live	45.2%	37.5%	8.1%	5.4%	3.2%	0.5%
Q21-2. As a place to raise a family	38.6%	35.9%	10.8%	4.4%	3.2%	7.1%
Q21-3. As a place to work	24.0%	30.6%	18.1%	10.0%	6.1%	11.2%
Q21-4. As a place to retire	45.2%	30.1%	14.9%	2.7%	3.2%	3.9%
Q21-5. As a place to visit	60.6%	25.4%	8.8%	2.7%	1.0%	1.5%
Q21-6. As a City that is moving in a positive direction	24.2%	34.0%	23.2%	9.5%	6.4%	2.7%

WITHOUT "DON'T KNOW"

Q21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")

(N=409)

	Excellent	Good	Neutral	Below average	Poor
Q21-1. As a place to live	45.4%	37.7%	8.2%	5.5%	3.2%
Q21-2. As a place to raise a family	41.6%	38.7%	11.6%	4.7%	3.4%
Q21-3. As a place to work	27.0%	34.4%	20.4%	11.3%	6.9%
Q21-4. As a place to retire	47.1%	31.3%	15.5%	2.8%	3.3%
Q21-5. As a place to visit	61.5%	25.8%	8.9%	2.7%	1.0%
Q21-6. As a City that is moving in a positive direction	24.9%	34.9%	23.9%	9.8%	6.5%

Q22. Approximately how many years have you lived in Branson?

Q22. How many years have you lived in Branson	Number	Percent
Less than 5 years	104	25.4 %
5-10 years	79	19.3 %
11-20 years	84	20.5 %
20+ years	138	33.7 %
Not provided	4	1.0 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Approximately how many years have you lived in Branson? (without "not provided")**

Q22. How many years have you lived in Branson	Number	Percent
Less than 5 years	104	25.7 %
5-10 years	79	19.5 %
11-20 years	84	20.7 %
20+ years	138	34.1 %
Total	405	100.0 %

Q23. What is your age?

Q23. What is your age	Number	Percent
18-34 years	77	18.8 %
35-44 years	77	18.8 %
45-54 years	73	17.8 %
55-64 years	70	17.1 %
65-74 years	67	16.4 %
75+ years	39	9.5 %
Not provided	6	1.5 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q23. What is your age? (without "not provided")**

Q23. What is your age	Number	Percent
18-34 years	77	19.1 %
35-44 years	77	19.1 %
45-54 years	73	18.1 %
55-64 years	70	17.4 %
65-74 years	67	16.6 %
75+ years	39	9.7 %
Total	403	100.0 %

Q24. What is your gender?

Q24. What is your gender	Number	Percent
Male	207	50.6 %
Female	200	48.9 %
Not provided	2	0.5 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q24. What is your gender? (without "not provided")**

Q24. What is your gender	Number	Percent
Male	207	50.9 %
Female	200	49.1 %
Total	407	100.0 %

Q25. Which of the following best describes your race/ethnicity?

Q25. What best describes your race/ethnicity	Number	Percent
Asian/Pacific Islander	10	2.4 %
Black/African American	20	4.9 %
Native American	2	0.5 %
White/Caucasian	347	84.8 %
Hispanic/Latino	41	10.0 %
Other	1	0.2 %
Total	421	

Q25-6. Other

Q25-6. Self-describe your race/ethnicity	Number	Percent
Mixed	1	100.0 %
Total	1	100.0 %

Q26. What is your total annual household income?

<u>Q26. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	81	19.8 %
\$30K to \$59,999	131	32.0 %
\$60K to \$99,999	71	17.4 %
\$100K to \$249,999	63	15.4 %
\$250K+	10	2.4 %
Not provided	53	13.0 %
Total	409	100.0 %

WITHOUT "NOT PROVIDED"**Q26. What is your total annual household income? (without "not provided")**

<u>Q26. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	81	22.8 %
\$30K to \$59,999	131	36.8 %
\$60K to \$99,999	71	19.9 %
\$100K to \$249,999	63	17.7 %
\$250K+	10	2.8 %
Total	356	100.0 %



5

Survey Instrument



PLANNING & DEVELOPMENT DEPARTMENT

PLANNING & ZONING | BUILDING PERMITS | SIGN PERMITS | CODE ENFORCEMENT

September 2021

Dear Branson Resident:

Your input on the enclosed survey is extremely important. Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, parks and recreation, water and sewer utilities, community planning, and others. To ensure that the city's priorities continue to match the needs and desires of our residents, we need to know what you, the citizens of Branson, think.

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence many of the decisions made about the city's future. Your responses will also allow city leaders to identify and address the many opportunities and challenges facing Branson.

Please complete and return your survey during the next seven days. Your responses will remain confidential. An enclosed postage-paid envelope has been provided for your convenience, and it has been addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, Kansas 66061

If you have questions, please call Joel Hornickel in the Planning and Development Department at 417-337-8546 or by email at jhornickel@bransonmo.gov. Again, thank you for taking the time to complete the survey to better our community.

Sincerely,

Larry Milton
Mayor

2021 City of Branson Community Survey



Please take a few minutes to complete this survey. If you prefer, you can complete the survey online at bransoncommunitysurvey.org. Your input is an important part of the City's on-going effort to identify ways to improve the quality of its services. If you have questions, please contact Joel Hornickel at 417-337-8546 or jhornickel@bransonmo.gov.

1. **Perception of the City.** Please rate each of the following major categories of services provided by the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police service	5	4	3	2	1	9
02. Quality of fire service	5	4	3	2	1	9
03. Quality of City parks and recreation facilities	5	4	3	2	1	9
04. Quality of recreational events and programs	5	4	3	2	1	9
05. Enforcement of City codes and ordinances	5	4	3	2	1	9
06. Quality of building permit process	5	4	3	2	1	9
07. Quality of customer service you receive from City employees	5	4	3	2	1	9
08. Quality and effectiveness of City communication	5	4	3	2	1	9
09. Management of traffic flow on City streets	5	4	3	2	1	9
10. Maintenance of City streets and other infrastructure (e.g., water, sewer)	5	4	3	2	1	9
11. City of Branson's water and sewer rates	5	4	3	2	1	9
12. Management of stormwater runoff	5	4	3	2	1	9

2. Which **THREE** of the services listed in Question 1 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____ 2nd: ____ 3rd: ____

3. Please rate each of the following items that may influence your perception of the City of Branson using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of services provided by the City	5	4	3	2	1	9
02. Branson's brand/reputation	5	4	3	2	1	9
03. How well the City manages growth	5	4	3	2	1	9
04. Quality of life in the City	5	4	3	2	1	9
05. Feeling of safety in the City	5	4	3	2	1	9
06. Feeling of safety in your neighborhood	5	4	3	2	1	9
07. Appearance/visual attractiveness of Historic Downtown Branson	5	4	3	2	1	9
08. Appearance/visual attractiveness of 76 Country Blvd	5	4	3	2	1	9
09. Appearance/visual attractiveness of the entire City	5	4	3	2	1	9
10. Value you receive for your City taxes and fees	5	4	3	2	1	9

4. Public Safety. Please rate your satisfaction with each of the following public safety items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. City efforts to prevent crime	5	4	3	2	1	9
2. Enforcement of local traffic laws	5	4	3	2	1	9
3. How quickly police respond to emergencies	5	4	3	2	1	9
4. How quickly fire personnel respond to emergencies	5	4	3	2	1	9

5. Parks and Recreation. Please rate your satisfaction with each of the following Parks and Recreation items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of City parks	5	4	3	2	1	9
02. Location of City parks	5	4	3	2	1	9
03. Number of walking paths and trails	5	4	3	2	1	9
04. Maintenance of walking paths and trails	5	4	3	2	1	9
05. Quality of City swimming pool	5	4	3	2	1	9
06. Number of outdoor athletic fields	5	4	3	2	1	9
07. Number of indoor gyms	5	4	3	2	1	9
08. Quality of City recreation programs for youth	5	4	3	2	1	9
09. Quality of City recreation programs for adults	5	4	3	2	1	9
10. Quality of City recreation programs for seniors	5	4	3	2	1	9
11. Fees charged to participate in programs	5	4	3	2	1	9
12. Number of City parks	5	4	3	2	1	9
13. Quality of events	5	4	3	2	1	9

6. Which THREE of the Parks and Recreation items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. Communication. Please rate your satisfaction with each of the following communication items using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City programs and services	5	4	3	2	1	9
2. City efforts to keep you informed about local issues	5	4	3	2	1	9
3. City efforts to have an open, inclusive, responsive government	5	4	3	2	1	9

8. Please CHECK ALL of the following sources you use to get information about the City of Branson.

- | | | |
|---------------------------|--|--|
| ____(01) Paid newspaper | ____(06) Organizational meetings | ____(11) Calling the City directly |
| ____(02) Free newspaper | ____(07) Facebook | ____(12) Mayor's "For the People" note |
| ____(03) Local television | ____(08) NextDoor | ____(13) Other: _____ |
| ____(04) Local radio | ____(09) Twitter | |
| ____(05) Word of mouth | ____(10) City website (bransonmo.gov) | |

9. Please CHECK ALL of the following ways you would prefer to receive information about the City of Branson.

- | | |
|--|--|
| ____(1) Traditional Media (print, broadcast) | ____(3) Online/Digital Media (e.g., website, social media) |
| ____(2) City Newsletter (direct mailing) | ____(4) Other: _____ |

10. Please CHECK ALL of the following City communication tools that you are aware of.

- (01) SMS text messages (04) Police Twitter (07) Google+
 (02) City's Twitter (05) Branson alerts (08) Nextdoor
 (03) City Facebook (06) LinkedIn (09) City website

11. Utility Services. Please rate your satisfaction with each of the following utility services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Reliability of City of Branson's water service	5	4	3	2	1	9
2. Reliability of City of Branson's wastewater services	5	4	3	2	1	9
3. Response to City of Branson's water and sewer issues/concerns	5	4	3	2	1	9

12. Public Works. Please rate your satisfaction with each of the following services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Condition of major City streets	5	4	3	2	1	9
2. Condition of streets in YOUR neighborhood	5	4	3	2	1	9
3. Condition of City sidewalks	5	4	3	2	1	9
4. Quality of City snow removal	5	4	3	2	1	9
5. Condition of street signs and traffic signals	5	4	3	2	1	9
6. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
7. Adequacy of City street lighting	5	4	3	2	1	9
8. Cleanliness of City streets	5	4	3	2	1	9
9. Cleanliness of stormwater drains and creeks in YOUR neighborhood	5	4	3	2	1	9

13. Which TWO of the services listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 12.]

1st: _____ 2nd: _____

14. Regional Cooperation. How well do you think the City of Branson works with other governmental organizations in our region, such as the school district, neighboring cities, Taney County, and the State of Missouri, when planning the future of our City?

- (1) Very well (3) Somewhat well (5) Not well at all
 (2) Generally well (4) Not particularly well (9) Don't know

15. Code Enforcement. Please rate your satisfaction with each of the following code enforcement services using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Quality of code enforcement efforts	5	4	3	2	1	9
2. Amount of code enforcement	5	4	3	2	1	9
3. Consistency of code enforcement	5	4	3	2	1	9

21. Overall Ratings of the City. Please rate the City of Branson with regard to each of the following using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

How would you rate the City of Branson...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise a family	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a City that is moving in a positive direction	5	4	3	2	1	9

22. Approximately how many years have you lived in Branson?

___(1) Less than 5 years ___(2) 5-10 years ___(3) 11-20 years ___(4) More than 20 years

23. What is your age?

___(1) Under 25 years ___(3) 35-44 years ___(5) 55-64 years ___(7) 75+ years
 ___(2) 25-34 years ___(4) 45-54 years ___(6) 65-74 years

24. What is your gender? ___(1) Male ___(2) Female

25. Which of the following best describes your race/ethnicity? [Check all that apply.]

___(1) Asian/Pacific Islander ___(3) Native American ___(5) Hispanic/Latino
 ___(2) Black/African American ___(4) White/Caucasian ___(99) Other: _____

26. What is your total annual household income?

___(1) Under \$30,000 ___(3) \$60,000 to \$99,999 ___(5) \$250,000 or more
 ___(2) \$30,000 to \$59,999 ___(4) \$100,000 to \$249,000

27. What do you like/dislike about living in Branson?

28. To make Branson an even better community, what idea(s) would you suggest the City consider for the future?

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.