

*Section 5:*  
*Tabular Data*  
*Survey Instrument*

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## Overland Park DirectionFinder® 2011 Survey

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**Q1 Major categories of services provided by the City of Overland Park are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. Overall quality of police, fire, and ambulance services	47.7%	37.2%	4.8%	0.8%	0.2%	9.3%
Q1b. Overall quality of city parks and recreation programs and facilities	46.3%	42.8%	6.0%	1.3%	0.4%	3.2%
Q1c. Overall maintenance of city streets, buildings and facilities	25.9%	53.4%	13.8%	5.2%	0.8%	0.9%
Q1d. Overall enforcement of City codes and ordinances	18.7%	41.9%	19.0%	5.2%	2.0%	13.2%
Q1e. Overall quality of customer service you receive from city employees	25.2%	36.5%	16.9%	1.6%	0.5%	19.3%
Q1f. Overall effectiveness of city communication with the public	25.1%	44.4%	19.8%	4.2%	0.5%	5.9%
Q1g. Overall traffic flow/ congestion management on major streets in the city	16.9%	48.2%	19.9%	11.2%	2.5%	1.3%
Q1h. Overall traffic flow/ congestion management on neighborhood streets in the city	28.3%	51.8%	12.8%	4.8%	1.4%	0.9%
Q1i. Overall quality of the city's stormwater management system	28.2%	47.8%	13.8%	2.3%	0.6%	7.3%

# Overland Park DirectionFinder® 2011 Survey

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## **EXCLUDING DON'T KNOW**

**Q1 Major categories of services provided by the City of Overland Park are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police, fire, and ambulance services	52.6%	41.1%	5.3%	0.8%	0.2%
Q1b. Overall quality of city parks and recreation programs and facilities	47.8%	44.2%	6.2%	1.4%	0.4%
Q1c. Overall maintenance of city streets, buildings and facilities	26.2%	53.9%	13.9%	5.2%	0.9%
Q1d. Overall enforcement of city codes and ordinances	21.5%	48.3%	21.9%	6.0%	2.3%
Q1e. Overall quality of customer service you receive from city employees	31.2%	45.3%	21.0%	2.0%	0.6%
Q1f. Overall effectiveness of city communication with the public	26.7%	47.2%	21.1%	4.5%	0.6%
Q1g. Overall traffic flow/congestion management on major streets in the city	17.1%	48.9%	20.2%	11.3%	2.5%
Q1h. Overall traffic flow/congestion management on neighborhood streets in the city	28.6%	52.3%	13.0%	4.8%	1.4%
Q1i. Overall quality of the city's stormwater management system	30.4%	51.5%	14.9%	2.5%	0.7%

## Overland Park DirectionFinder® 2011 Survey

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### **Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Police/fire/ambulance	300	23.1 %
City Parks & Rec	61	4.7 %
Maintenance of city streets	265	20.4 %
Code enforcement	81	6.2 %
Customer service	22	1.7 %
City communication	40	3.1 %
Traffic flow, major streets	335	25.8 %
Traffic flow, neighborhoods	48	3.7 %
Stormwater management	43	3.3 %
<u>None chosen</u>	<u>105</u>	<u>8.1 %</u>
Total	1300	100.0 %

### **Q2 Which THREE of these items 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>
Police/fire/ambulance	115	8.8 %
City Parks & Rec	137	10.5 %
Maintenance of city streets	263	20.2 %
Code enforcement	97	7.5 %
Customer service	40	3.1 %
City communication	70	5.4 %
Traffic flow, major streets	241	18.5 %
Traffic flow, neighborhoods	57	4.4 %
Stormwater management	131	10.1 %
<u>None chosen</u>	<u>149</u>	<u>11.5 %</u>
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q2 Which THREE of these items 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>
Police/fire/ambulance	118	9.1 %
City Parks & Rec	142	10.9 %
Maintenance of city streets	185	14.2 %
Code enforcement	111	8.5 %
Customer service	50	3.8 %
City communication	88	6.8 %
Traffic flow, major streets	178	13.7 %
Traffic flow, neighborhoods	93	7.2 %
Stormwater management	115	8.8 %
<u>None chosen</u>	<u>220</u>	<u>16.9 %</u>
Total	1300	100.0 %

### **Q2 Which THREE of these items do you think should receive the most emphasis from City leaders over the next two years? (Top Three)**

<u>Q2. Most emphasis (Top three choices)</u>	<u>Number</u>	<u>Percent</u>
Police/fire/ambulance	533	41.0 %
City Parks & Rec	340	26.2 %
Maintenance of city streets	713	54.8 %
Code enforcement	289	22.2 %
Customer service	112	8.6 %
City communication	198	15.2 %
Traffic flow, major streets	754	58.0 %
Traffic flow, neighborhoods	198	15.2 %
Stormwater management	289	22.2 %
<u>None chosen</u>	<u>474</u>	<u>36.5 %</u>
Total	3900	

## Overland Park DirectionFinder® 2011 Survey

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**Q3 Some items that may influence your perception of the City of Overland Park are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3a. Overall value that you receive for your City tax dollars and fees	21.5%	50.2%	18.3%	5.3%	1.4%	3.3%
Q3b. Overall image of the City	44.1%	46.8%	5.6%	1.8%	0.2%	1.5%
Q3c. How well the City is planning new development and redevelopment	19.8%	38.1%	22.6%	5.8%	1.1%	12.5%
Q3d. Quality of redevelopment in downtown Overland Park	19.9%	35.5%	25.9%	3.6%	0.5%	14.5%
Q3e. Overall quality of life in the City	45.8%	45.8%	6.1%	0.8%	0.1%	1.5%
Q3f. Overall condition of housing in your neighborhood	34.2%	48.5%	10.4%	4.9%	0.6%	1.4%

## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q3 Some items that may influence your perception of the City of Overland Park are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall value that you receive for your City tax dollars and fees	22.3%	51.9%	18.9%	5.5%	1.4%
Q3b. Overall image of the City	44.7%	47.5%	5.7%	1.8%	0.2%
Q3c. How well the City is planning new development and redevelopment	22.7%	43.5%	25.9%	6.7%	1.2%
Q3d. Quality of redevelopment in downtown Overland Park	23.3%	41.5%	30.3%	4.2%	0.6%
Q3e. Overall quality of life in the City	46.5%	46.5%	6.2%	0.8%	0.1%
Q3f. Overall condition of housing in your neighborhood	34.6%	49.2%	10.5%	5.0%	0.6%

## Overland Park DirectionFinder® 2011 Survey

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**Q4 Public Safety. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Overall quality of local police protection	38.9%	45.4%	7.7%	1.8%	0.2%	6.0%
Q4b. The visibility of police in your neighborhood	21.5%	41.8%	26.3%	6.0%	1.8%	2.5%
Q4c. The visibility of police in retail areas	16.2%	46.6%	27.0%	4.5%	0.7%	4.9%
Q4d. City efforts to prevent crime	20.2%	47.9%	18.5%	2.2%	0.4%	10.8%
Q4e. City efforts to prevent fires	22.2%	43.3%	18.2%	1.3%	0.2%	14.8%
Q4f. Enforcement of local traffic laws	20.8%	48.5%	18.2%	5.3%	1.2%	6.0%
Q4g. Overall quality of local fire protection	36.2%	41.9%	10.5%	0.5%	0.2%	10.8%
Q4h. Quality of local ambulance service	31.2%	33.6%	11.5%	0.2%	0.2%	23.2%
Q4i. How quickly public safety personnel respond to emergencies	31.8%	32.8%	11.2%	0.8%	0.4%	23.0%
Q4j. Quality of animal control	19.3%	37.2%	21.6%	4.3%	1.5%	16.2%
Q4k. Travel safety on city roadways and intersections	20.9%	51.3%	15.4%	5.6%	0.7%	6.1%



## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q4 Public Safety. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Overall quality of local police protection	41.4%	48.3%	8.2%	1.9%	0.2%
Q4b. The visibility of police in your neighborhood	22.0%	42.9%	27.0%	6.2%	1.9%
Q4c. The visibility of police in retail areas	17.1%	49.0%	28.4%	4.8%	0.7%
Q4d. City efforts to prevent crime	22.7%	53.7%	20.7%	2.5%	0.4%
Q4e. City efforts to prevent fires	26.1%	50.8%	21.3%	1.5%	0.3%
Q4f. Enforcement of local traffic laws	22.1%	51.6%	19.4%	5.6%	1.3%
Q4g. Overall quality of local fire protection	40.6%	47.0%	11.7%	0.5%	0.2%
Q4h. Quality of local ambulance service	40.7%	43.8%	15.0%	0.3%	0.2%
Q4i. How quickly public safety personnel respond to emergencies	41.3%	42.7%	14.5%	1.1%	0.5%
Q4j. Quality of animal control	23.0%	44.3%	25.8%	5.1%	1.7%
Q4k. Travel safety on city roadways and intersections	22.2%	54.6%	16.4%	6.0%	0.7%

## Overland Park DirectionFinder® 2011 Survey

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### **Q5 Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q5. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	303	23.3 %
Police in neighborhood	151	11.6 %
Police in retail areas	80	6.2 %
Prevention of crime	208	16.0 %
Prevention of fires	17	1.3 %
Traffic laws	72	5.5 %
Fire protection	13	1.0 %
Ambulance service	7	0.5 %
Public safety response	45	3.5 %
Animal control	49	3.8 %
Safety on roadways	201	15.5 %
<u>None chosen</u>	<u>154</u>	<u>11.8 %</u>
Total	1300	100.0 %

### **Q5 Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q5. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	100	7.7 %
Police in neighborhood	146	11.2 %
Police in retail areas	128	9.8 %
Prevention of crime	219	16.8 %
Prevention of fires	42	3.2 %
Traffic laws	93	7.2 %
Fire protection	76	5.8 %
Ambulance service	30	2.3 %
Public safety response	80	6.2 %
Animal control	38	2.9 %
Safety on roadways	141	10.8 %
<u>None chosen</u>	<u>207</u>	<u>15.9 %</u>
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q5 Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q5. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Police protection	73	5.6 %
Police in neighborhood	95	7.3 %
Police in retail areas	101	7.8 %
Prevention of crime	128	9.8 %
Prevention of fires	43	3.3 %
Traffic laws	90	6.9 %
Fire protection	43	3.3 %
Ambulance service	67	5.2 %
Public safety response	132	10.2 %
Animal control	67	5.2 %
Safety on roadways	194	14.9 %
None chosen	267	20.5 %
Total	1300	100.0 %

### **Q5 Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next two years? (Top Three)**

<u>Q5. Most emphasis (Top three choices)</u>	<u>Number</u>	<u>Percent</u>
Police protection	476	36.6 %
Police in neighborhood	392	30.2 %
Police in retail areas	309	23.8 %
Prevention of crime	555	42.7 %
Prevention of fires	102	7.8 %
Traffic laws	255	19.6 %
Fire protection	132	10.2 %
Ambulance service	104	8.0 %
Public safety response	257	19.8 %
Animal control	154	11.8 %
Safety on roadways	536	41.2 %
None chosen	628	48.3 %
Total	3900	

## Overland Park DirectionFinder® 2011 Survey

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**Q6 Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6a. Maintenance of City parks	32.6%	53.2%	8.3%	1.2%	0.2%	4.6%
Q6b. The number of City parks	30.8%	47.8%	11.6%	3.9%	0.7%	5.2%
Q6c. Walking and biking trails in the City	35.2%	39.2%	11.8%	5.1%	1.2%	7.6%
Q6d. City swimming pools	21.2%	35.8%	16.7%	3.8%	0.4%	22.1%
Q6e. City golf courses	21.0%	29.8%	19.0%	1.9%	0.2%	28.2%
Q6f. Tennis courts and athletic facilities	19.2%	30.8%	21.5%	2.2%	0.4%	26.0%
Q6g. Deanna Rose Children's Farmstead	52.7%	25.5%	6.5%	0.3%	0.2%	14.8%
Q6h. Overland Park Arboretum & Botanical Gardens	47.2%	25.8%	8.8%	0.5%	0.3%	17.3%
Q6i. The City's adult athletic programs	20.0%	24.9%	19.5%	1.7%	0.4%	33.5%
Q6j. Programs offered for kids	21.2%	30.4%	16.9%	1.5%	0.3%	29.8%
Q6k. Other city recreation programs, such as classes and special events	19.2%	33.7%	20.4%	1.2%	0.4%	25.2%
Q6l. Ease of registering for programs	20.8%	33.0%	17.5%	1.8%	0.5%	26.3%

## Overland Park DirectionFinder® 2011 Survey

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**Q6 Parks and Recreation (CONTINUED). For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6m. Fees charged for recreation programs	17.3%	34.4%	21.0%	3.7%	0.9%	22.7%
Q6n. Arts and cultural programs	15.7%	31.9%	23.0%	4.1%	0.9%	24.4%
Q6o. City community centers	26.2%	36.2%	16.1%	1.8%	0.6%	19.2%
Q6p. Overland Park Soccer Complex	38.2%	23.4%	12.1%	0.9%	0.7%	24.8%

## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q6 Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6a. Maintenance of City parks	34.2%	55.7%	8.7%	1.2%	0.2%
Q6b. The number of City parks	32.5%	50.4%	12.2%	4.1%	0.7%
Q6c. Walking and biking trails in the City	38.1%	42.4%	12.8%	5.5%	1.2%
Q6d. City swimming pools	27.2%	45.9%	21.4%	4.9%	0.5%
Q6e. City golf courses	29.2%	41.4%	26.4%	2.7%	0.2%
Q6f. Tennis courts and athletic facilities	26.0%	41.6%	29.0%	2.9%	0.5%
Q6g. Deanna Rose Children's Farmstead	61.9%	29.9%	7.6%	0.4%	0.3%
Q6h. Overland Park Arboretum & Botanical Gardens	57.1%	31.3%	10.7%	0.6%	0.4%
Q6i. The City's adult athletic programs	30.1%	37.5%	29.4%	2.5%	0.6%
Q6j. Programs offered for kids	30.1%	43.3%	24.1%	2.1%	0.4%
Q6k. Other city recreation programs, such as classes and special events	25.6%	45.1%	27.3%	1.5%	0.5%
Q6l. Ease of registering for programs	28.3%	44.8%	23.8%	2.5%	0.6%
Q6m. Fees charged for recreation programs	22.4%	44.5%	27.2%	4.8%	1.2%
Q6n. Arts and cultural programs	20.8%	42.2%	30.4%	5.4%	1.2%
Q6o. City community centers	32.4%	44.8%	19.9%	2.2%	0.8%
Q6p. Overland Park Soccer Complex	50.7%	31.1%	16.1%	1.2%	0.9%

## Overland Park DirectionFinder® 2011 Survey

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### **Q7 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q7. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	307	23.6 %
Number of City parks	46	3.5 %
Walking/biking trails	183	14.1 %
Swimming pools	65	5.0 %
City golf courses	40	3.1 %
Tennis courts	22	1.7 %
Deanna Rose	62	4.8 %
Arboretum	32	2.5 %
Adult athletic programs	33	2.5 %
Programs for kids	65	5.0 %
Other rec programs	23	1.8 %
Ease of registration	10	0.8 %
Fees charged	73	5.6 %
Arts/cultural programs	48	3.7 %
Community centers	39	3.0 %
OP Soccer Complex	18	1.4 %
None chosen	234	18.0 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q7 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	118	9.1 %
Number of City parks	63	4.8 %
Walking/biking trails	160	12.3 %
Swimming pools	82	6.3 %
City golf courses	40	3.1 %
Tennis courts	24	1.8 %
Deanna Rose	72	5.5 %
Arboretum	55	4.2 %
Adult athletic programs	42	3.2 %
Programs for kids	80	6.2 %
Other rec programs	42	3.2 %
Ease of registration	19	1.5 %
Fees charged	55	4.2 %
Arts/cultural programs	74	5.7 %
Community centers	47	3.6 %
OP Soccer Complex	28	2.2 %
None chosen	299	23.0 %
Total	1300	100.0 %



## Overland Park DirectionFinder® 2011 Survey

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### **Q7 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	84	6.5 %
Number of City parks	59	4.5 %
Walking/biking trails	111	8.5 %
Swimming pools	67	5.2 %
City golf courses	37	2.8 %
Tennis courts	33	2.5 %
Deanna Rose	66	5.1 %
Arboretum	45	3.5 %
Adult athletic programs	38	2.9 %
Programs for kids	68	5.2 %
Other rec programs	57	4.4 %
Ease of registration	20	1.5 %
Fees charged	63	4.8 %
Arts/cultural programs	80	6.2 %
Community centers	91	7.0 %
OP Soccer Complex	32	2.5 %
None chosen	349	26.8 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q7 Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? (Top Three)**

<u>Q7. Most emphasis (Top three choices)</u>	<u>Number</u>	<u>Percent</u>
Maintenance of City parks	509	39.2 %
Number of City parks	168	12.9 %
Walking/biking trails	454	34.9 %
Swimming pools	214	16.5 %
City golf courses	117	9.0 %
Tennis courts	79	6.1 %
Deanna Rose	200	15.4 %
Arboretum	132	10.2 %
Adult athletic programs	113	8.7 %
Programs for kids	213	16.4 %
Other rec programs	122	9.4 %
Ease of registration	49	3.8 %
Fees charged	191	14.7 %
Arts/cultural programs	202	15.5 %
Community centers	177	13.6 %
OP Soccer Complex	78	6.0 %
None chosen	882	67.8 %
Total	3900	

## Overland Park DirectionFinder® 2011 Survey

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**Q8 Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8a. Enforcing the cleanup of litter & debris	13.9%	42.3%	20.6%	10.5%	2.0%	10.7%
Q8b. Enforcing the mowing and trimming of residential property	13.5%	40.3%	19.5%	11.2%	3.2%	12.2%
Q8c. Enforcing the mowing and trimming of commercial property	15.9%	41.5%	20.7%	7.0%	1.4%	13.5%
Q8d. Enforcing the maintenance of residential property in your neighborhood	14.9%	40.6%	19.0%	11.7%	3.0%	10.8%
Q8e. Enforcing the maintenance of commercial property in your neighborhood	14.8%	42.0%	20.9%	4.5%	1.4%	16.4%
Q8f. Enforcing sign regulations	14.8%	34.3%	24.7%	6.2%	1.9%	18.1%
Q8g. Enforcing the maintenance of rental properties in your neighborhood	10.0%	26.9%	24.2%	11.3%	4.2%	23.2%

## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q8 Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Enforcing the cleanup of litter & debris	15.5%	47.4%	23.1%	11.7%	2.2%
Q8b. Enforcing the mowing and trimming of residential property	15.4%	46.0%	22.2%	12.8%	3.7%
Q8c. Enforcing the mowing and trimming of commercial property	18.4%	48.0%	23.9%	8.1%	1.6%
Q8d. Enforcing the maintenance of residential property in your neighborhood	16.7%	45.6%	21.3%	13.1%	3.4%
Q8e. Enforcing the maintenance of commercial property in your neighborhood	17.7%	50.2%	25.0%	5.4%	1.7%
Q8f. Enforcing sign regulations	18.0%	41.8%	30.2%	7.6%	2.3%
Q8g. Enforcing the maintenance of rental properties in your neighborhood	13.0%	35.1%	31.6%	14.7%	5.5%

## Overland Park DirectionFinder® 2011 Survey

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### **Q9 Which THREE of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q9. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter	389	29.9 %
Mow/trim residential property	110	8.5 %
Mow/trim commercial property	52	4.0 %
Maintain residential property	158	12.2 %
Maintain commercial property	45	3.5 %
Sign regulations	63	4.8 %
Maintain rental properties	214	16.5 %
None chosen	269	20.7 %
Total	1300	100.0 %

### **Q9 Which THREE of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter	127	9.8 %
Mow/trim residential property	195	15.0 %
Mow/trim commercial property	116	8.9 %
Maintain residential property	217	16.7 %
Maintain commercial property	117	9.0 %
Sign regulations	77	5.9 %
Maintain rental properties	124	9.5 %
None chosen	327	25.2 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q9 Which THREE of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter	134	10.3 %
Mow/trim residential property	131	10.1 %
Mow/trim commercial property	118	9.1 %
Maintain residential property	122	9.4 %
Maintain commercial property	117	9.0 %
Sign regulations	100	7.7 %
Maintain rental properties	182	14.0 %
None chosen	396	30.5 %
Total	1300	100.0 %

### **Q9 Which THREE of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years? (Top Three)**

<u>Q9. Most emphasis (Top three choices)</u>	<u>Number</u>	<u>Percent</u>
Cleanup of litter	650	50.0 %
Mow/trim residential property	436	33.5 %
Mow/trim commercial property	286	22.0 %
Maintain residential property	497	38.2 %
Maintain commercial property	279	21.5 %
Sign regulations	240	18.5 %
Maintain rental properties	520	40.0 %
None chosen	992	76.3 %
Total	3900	

## Overland Park DirectionFinder® 2011 Survey

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**Q10 Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10a. Maintenance of major City streets	24.3%	57.3%	10.6%	4.6%	0.8%	2.4%
Q10b. Maintenance of neighborhood streets	18.6%	53.7%	14.8%	8.9%	1.4%	2.7%
Q10c. Maintenance of sidewalks	13.9%	45.3%	21.6%	13.1%	2.2%	3.9%
Q10d. Maintenance of traffic signals	25.3%	57.7%	11.4%	1.8%	0.5%	3.4%
Q10e. Maintenance of street signs	26.1%	57.6%	11.9%	1.0%	0.2%	3.2%
Q10f. Maintenance of curbs	19.9%	53.2%	16.5%	6.0%	0.9%	3.5%
Q10g. Maintenance of street lights	24.2%	53.3%	13.5%	3.8%	0.6%	4.5%
Q10h. Maintenance and preservation of downtown Overland Park	21.9%	44.9%	16.9%	1.8%	0.5%	14.0%
Q10i. Maintenance of city buildings, such as City Hall	23.5%	42.9%	13.8%	0.6%	0.2%	19.1%
Q10j. Snow removal on major City streets	29.6%	46.9%	12.2%	5.0%	1.2%	5.2%

## Overland Park DirectionFinder® 2011 Survey

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**Q10 Maintenance (CONTINUED). For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q10k. Snow removal on neighborhood streets	20.2%	42.3%	17.5%	12.5%	3.9%	3.6%
Q10l. Mowing & trimming along City streets	23.0%	51.5%	15.1%	4.4%	0.9%	5.1%
Q10m. Mowing and trimming of City parks	25.5%	54.5%	12.6%	1.1%	0.2%	6.1%
Q10n. Overall cleanliness of City streets and other public areas	27.5%	56.0%	10.9%	1.6%	0.2%	3.8%
Q10o. Traffic flow on major streets north of I-435	12.3%	44.3%	23.9%	10.6%	1.9%	6.9%
Q10p. Traffic flow on major streets south of I-435	13.7%	44.2%	24.0%	10.3%	1.8%	5.9%



## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q10 Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Maintenance of major City streets	24.9%	58.7%	10.9%	4.7%	0.8%
Q10b. Maintenance of neighborhood streets	19.1%	55.1%	15.2%	9.2%	1.4%
Q10c. Maintenance of sidewalks	14.5%	47.1%	22.5%	13.6%	2.2%
Q10d. Maintenance of traffic signals	26.1%	59.7%	11.8%	1.8%	0.6%
Q10e. Maintenance of street signs	27.0%	59.5%	12.3%	1.0%	0.2%
Q10f. Maintenance of curbs	20.7%	55.1%	17.1%	6.2%	1.0%
Q10g. Maintenance of street lights	25.4%	55.9%	14.1%	4.0%	0.6%
Q10h. Maintenance and preservation of downtown Overland Park	25.5%	52.2%	19.7%	2.1%	0.5%
Q10i. Maintenance of city buildings, such as City Hall	29.0%	53.0%	17.0%	0.8%	0.2%
Q10j. Snow removal on major City streets	31.2%	49.4%	12.9%	5.3%	1.2%
Q10k. Snow removal on neighborhood streets	21.0%	43.8%	18.1%	12.9%	4.1%
Q10l. Mowing & trimming along City streets	24.2%	54.3%	15.9%	4.6%	1.0%
Q10m. Mowing and trimming of City parks	27.1%	58.0%	13.4%	1.1%	0.2%
Q10n. Overall cleanliness of City streets and other public areas	28.6%	58.2%	11.4%	1.7%	0.2%
Q10o. Traffic flow on major streets north of I-435	13.2%	47.6%	25.7%	11.4%	2.1%
Q10p. Traffic flow on major streets south of I-435	14.6%	47.0%	25.5%	11.0%	2.0%

## Overland Park DirectionFinder® 2011 Survey

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### **Q11 Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?**

Q11. 1st choice	Number	Percent
Maintain major streets	279	21.5 %
Maintain neighborhood streets	84	6.5 %
Maintain sidewalks	111	8.5 %
Maintain traffic signals	21	1.6 %
Maintain street signs	7	0.5 %
Maintain curbs	18	1.4 %
Maintain street lights	23	1.8 %
Maintain downtown	25	1.9 %
Maintain city buildings	4	0.3 %
Snow removal, major streets	79	6.1 %
Snow removal, neighborhoods	177	13.6 %
Mow/trim streets	17	1.3 %
Mow/trim parks	2	0.2 %
Cleanliness of streets	35	2.7 %
Traffic flow north of 435	119	9.2 %
Traffic flow south of 435	112	8.6 %
None chosen	187	14.4 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q11 Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Maintain major streets	74	5.7 %
Maintain neighborhood streets	186	14.3 %
Maintain sidewalks	65	5.0 %
Maintain traffic signals	33	2.5 %
Maintain street signs	15	1.2 %
Maintain curbs	45	3.5 %
Maintain street lights	25	1.9 %
Maintain downtown	32	2.5 %
Maintain city buildings	3	0.2 %
Snow removal, major streets	130	10.0 %
Snow removal, neighborhoods	138	10.6 %
Mow/trim streets	20	1.5 %
Mow/trim parks	8	0.6 %
Cleanliness of streets	49	3.8 %
Traffic flow north of 435	115	8.8 %
Traffic flow south of 435	127	9.8 %
None chosen	235	18.1 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q11 Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Maintain major streets	100	7.7 %
Maintain neighborhood streets	89	6.8 %
Maintain sidewalks	91	7.0 %
Maintain traffic signals	34	2.6 %
Maintain street signs	7	0.5 %
Maintain curbs	40	3.1 %
Maintain street lights	38	2.9 %
Maintain downtown	37	2.8 %
Maintain city buildings	14	1.1 %
Snow removal, major streets	91	7.0 %
Snow removal, neighborhoods	146	11.2 %
Mow/trim streets	30	2.3 %
Mow/trim parks	9	0.7 %
Cleanliness of streets	85	6.5 %
Traffic flow north of 435	64	4.9 %
Traffic flow south of 435	114	8.8 %
None chosen	311	23.9 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q11 Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? (Top Three)**

<u>Q11. Most emphasis (Top three choices)</u>	<u>Number</u>	<u>Percent</u>
Maintain major streets	453	34.8 %
Maintain neighborhood streets	359	27.6 %
Maintain sidewalks	267	20.5 %
Maintain traffic signals	88	6.8 %
Maintain street signs	29	2.2 %
Maintain curbs	103	7.9 %
Maintain street lights	86	6.6 %
Maintain downtown	94	7.2 %
Maintain city buildings	21	1.6 %
Snow removal, major streets	300	23.1 %
Snow removal, neighborhoods	461	35.5 %
Mow/trim streets	67	5.2 %
Mow/trim parks	19	1.5 %
Cleanliness of streets	169	13.0 %
Traffic flow north of 435	298	22.9 %
Traffic flow south of 435	353	27.2 %
None chosen	733	56.4 %
Total	3900	

## Overland Park DirectionFinder® 2011 Survey

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**Q12 Leadership. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12a. Overall quality of leadership provided by the City's elected officials	17.5%	40.7%	20.7%	2.2%	0.7%	18.2%
Q12b. Overall effectiveness of the city manager and appointed staff	16.8%	39.6%	20.6%	1.6%	0.5%	20.9%
Q12c. Overall accessibility of city leaders	11.2%	25.5%	24.6%	2.4%	0.5%	35.8%
Q12d. Overall responsiveness of city leaders	12.2%	28.7%	23.6%	2.2%	0.8%	32.6%

**EXCLUDING DON'T KNOW**

**Q12 Leadership. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Overall quality of leadership provided by the City's elected officials	21.4%	49.8%	25.3%	2.7%	0.8%
Q12b. Overall effectiveness of the city manager and appointed staff	21.2%	50.1%	26.0%	2.0%	0.7%
Q12c. Overall accessibility of city leaders	17.4%	39.7%	38.4%	3.7%	0.8%
Q12d. Overall responsiveness of city leaders	18.0%	42.6%	34.9%	3.2%	1.3%

## Overland Park DirectionFinder® 2011 Survey

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**Q13 Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13a. The availability of information about city programs and services	22.2%	47.1%	18.2%	4.0%	0.8%	7.8%
Q13b. City efforts to keep you informed about local issues	21.2%	42.5%	21.2%	6.9%	0.9%	7.3%
Q13c. The level of public involvement in local decision making	12.1%	29.9%	28.3%	7.8%	2.4%	19.6%
Q13d. The quality of the city's web page	15.2%	32.5%	21.6%	2.5%	0.5%	27.9%
Q13e. The quality of the city's newsletter	22.2%	39.8%	19.0%	2.2%	1.4%	15.4%

## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q13 Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without Don't Know)**

(N=1300)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. The availability of information about city programs and services	24.0%	51.1%	19.7%	4.3%	0.8%
Q13b. City efforts to keep you informed about local issues	22.9%	45.8%	22.8%	7.4%	1.0%
Q13c. The level of public involvement in local decision making	15.0%	37.1%	35.2%	9.7%	3.0%
Q13d. The quality of the city's web page	21.0%	45.0%	29.9%	3.4%	0.6%
Q13e. The quality of the city's newsletter	26.2%	47.0%	22.5%	2.6%	1.6%



**Q14 Which of the following are your primary sources of information about City issues, services, and events?**

Q14. Which of the following are your primary sources of info about City issues/services

	Number	Percent
City newsletter	865	66.5 %
Kansas City Star	660	50.8 %
Television news	781	60.1 %
Radio	320	24.6 %
City website	418	32.2 %
Social media	81	6.2 %
Other	57	4.4 %
None chosen	34	2.6 %
Total	3216	

## **Q14 Other Primary Sources of Information**

### Q14 Other

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CITY MEETING & FORUMS  
CITY NEWSLETTER  
CONTACT WITH OVERLAND PARK WORKERS  
DIRECT MAIL ON ISSUES  
DON'T HEAR ABOUT IT  
EMAIL  
EMAIL  
EMAIL FROM CITY  
EMAIL FROM MRCC  
EMAIL FROM OP  
EMAIL OPTIONS  
EMAIL PARK AND REC  
EMAIL SYSTEM  
EMAILS FROM OP  
FLYERS IN THE MAIL  
FRIENDS/FAMILY  
FRIENDS/NEIGHBORS  
FRIENDS/NEIGHBORS  
GOOGLE NEWS  
HOMES ASSOC  
HOMES ASSOC  
INTERACTION W/CITY EMPLYS  
KC.COM  
LIBRARY  
LOST A GOOD ONE-SUN  
MAILINGS  
MEETINGS  
NALL HILL HOMEOWNERS ASSC  
NEIGHBORHOOD ASSOC EMAILS  
NEIGHBORHOOD MTGS/NWSLTER  
NEIGHBORHOOD NEWSLETTER  
NEIGHBORHOOD WEBSITE  
NEIGHBORS  
NEIGHBORS  
NEIGHBORS TELL ME

**Q14 Other Primary Sources of Information**

Q14 Other

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NEIGHBORS/FRIENDS/COWKRS

NEWS ONLINE

NO TUES US MAIL

PERSONAL EXPERIENCE

PERSONAL OBSERVATION

RARELY KNOW ABOUT IT

SCOUT SIGNS

SMARTPHONE

SUBDIVISION EMAILS WEB

SUN NEWSPAPER

TALKING TO NEIGHBORS

WHAT I SEE

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH

WORD OF MOUTH/FRIENDS

WORK FOR THE CITY

## **Q15 Have you called, emailed or visited the City with a question, problem, or complaint during the past year?**

Q15. Have you called/emailed/visited City with a question/problem/complaint in past year	Number	Percent
Yes	372	28.6 %
No	902	69.4 %
No response	26	2.0 %
Total	1300	100.0 %

## **Q15a If yes to Q15, how easy was it to contact the person you needed to reach?**

Q15a. If yes to Q15, how easy was it to contact the person you needed to reach	Number	Percent
Very easy	169	45.4 %
Somewhat easy	147	39.5 %
Difficult	30	8.1 %
Very difficult	19	5.1 %
Don't know	7	1.9 %
Total	372	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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**Q15b-e Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 mean "Always" and 1 means "Never."**

(N=1300)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15b. They were courteous and polite	61.6%	23.9%	6.7%	1.6%	1.1%	5.1%
Q15c. They gave prompt, accurate and complete answers to questions	51.1%	26.9%	10.2%	4.8%	4.0%	3.0%
Q15d. They did what they said they would do in a timely manner	48.4%	24.7%	8.9%	7.3%	4.8%	5.9%
Q15e. They helped you resolve an issue to your satisfaction	47.2%	20.6%	11.0%	5.4%	10.7%	5.1%

## Overland Park DirectionFinder® 2011 Survey

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### **EXCLUDING DON'T KNOW**

**Q15b-e Several factors that may influence your perception of the quality of customer service you receive from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 mean "Always" and 1 means "Never." (Without Don't Know)**

(N=1300)

	Always	Usually	Sometimes	Seldom	Never
Q15b. They were courteous and polite	64.9%	25.2%	7.1%	1.7%	1.1%
Q15c. They gave prompt, accurate and complete answers to questions	52.6%	27.7%	10.5%	5.0%	4.2%
Q15d. They did what they said they would do in a timely manner	51.4%	26.3%	9.4%	7.7%	5.1%
Q15e. They helped you resolve an issue to your satisfaction	49.7%	21.8%	11.6%	5.6%	11.3%

**Q16 Have you ever used the city's online customer service program, "Overland Park Cares," to submit a concern or complaint?**

Q16. Have you used the City's online customer service program, "Overland Park Cares"	Number	Percent
Yes	137	10.5 %
No	1083	83.3 %
Not sure	80	6.2 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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**Q17 Perceptions of Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:**

(N=1300)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q17a. In your neighborhood during the day	65.1%	30.8%	2.0%	0.7%	0.1%	1.4%
Q17b. In your neighborhood at night	37.3%	48.6%	8.9%	2.8%	0.6%	1.7%
Q17c. In City parks and recreation facilities	21.2%	47.8%	17.5%	3.1%	0.2%	10.2%
Q17d. In commercial & retail areas in the City	24.3%	53.5%	16.6%	2.6%	0.2%	2.8%

**EXCLUDING DON'T KNOW**

**Q17 Perceptions of Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (Without Don't Know)**

(N=1300)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q17a. In your neighborhood during the day	66.0%	31.2%	2.0%	0.7%	0.1%
Q17b. In your neighborhood at night	37.9%	49.5%	9.1%	2.9%	0.6%
Q17c. In City parks and recreation facilities	23.6%	53.3%	19.4%	3.4%	0.3%
Q17d. In commercial & retail areas in the City	25.0%	55.0%	17.1%	2.7%	0.2%

## Overland Park DirectionFinder® 2011 Survey

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**Q18 Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Overland Park with regard to the following:**

(N=1300)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q18a. As a place to live	70.8%	25.5%	1.8%	0.7%	0.2%	1.0%
Q18b. As a place to raise children	71.6%	21.3%	1.9%	0.5%	0.2%	4.5%
Q18c. As a place to work	58.8%	27.8%	5.2%	0.7%	0.2%	7.4%
Q18d. As a place to retire	44.2%	29.0%	14.2%	5.8%	1.5%	5.4%
Q18e. As a place to visit	42.1%	32.2%	15.3%	5.8%	1.8%	2.8%

**EXCLUDING DON'T KNOW**

**Q18 Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Overland Park with regard to the following: (Without Don't Know)**

(N=1300)

	Excellent	Good	Neutral	Below average	Poor
Q18a. As a place to live	71.5%	25.7%	1.9%	0.7%	0.2%
Q18b. As a place to raise children	75.0%	22.3%	2.0%	0.5%	0.2%
Q18c. As a place to work	63.5%	30.0%	5.6%	0.7%	0.2%
Q18d. As a place to retire	46.7%	30.7%	15.0%	6.1%	1.5%
Q18e. As a place to visit	43.3%	33.1%	15.7%	6.0%	1.9%



## Overland Park DirectionFinder® 2011 Survey

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**Q19 Voters have approved an 1/8 cent sales tax every five years since 1998 for construction of new thoroughfares, and for new or reconstructed residential streets. Half of the tax goes to construct new thoroughfares (four lane divided streets), and half goes to traffic system maintenance and residential street maintenance/reconstruction. This tax is due to renew by 2014. Would you support renewal of this 1/8th sales tax for five years?**

Q19. Would you support renewal of the 1/8th-cent sales tax for five years	Number	Percent
Yes	926	71.2 %
No	153	11.8 %
Not sure	221	17.0 %
Total	1300	100.0 %

**Q20 Rather than bringing this current sales tax renewal to the voters every five years, would you favor a tax approval every 10 years? (Without None Chosen)**

Q20. Would you favor a tax renewal every 10 years	Number	Percent
Yes	478	36.8 %
No	524	40.3 %
Not sure	298	22.9 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q21 Approximately how many years have you lived in the City of Overland Park?**

Q21. Approximately how many years have you lived in the City of Overland Park	Number	Percent
Less than 1 year	34	2.6 %
1-5 years	191	14.7 %
6-10 years	221	17.0 %
11-15 years	173	13.3 %
16-20 years	159	12.2 %
More than 20 years	505	38.8 %
Not provided	17	1.3 %
Total	1300	100.0 %

### **Q22 Approximately how many years have you lived at your current residence?**

Q22. Approximately how many years have you lived at your current residence	Number	Percent
Less than 1 year	62	4.8 %
1-5 years	308	23.7 %
6-10 years	296	22.8 %
11-15 years	202	15.5 %
16-20 years	145	11.2 %
More than 20 years	273	21.0 %
Not provided	14	1.1 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q23 Do you own or rent your current residence?**

<u>Q23. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	1150	88.5 %
Rent	137	10.5 %
Not provided	13	1.0 %
Total	1300	100.0 %

### **Q24 Do you live east or west of Antioch?**

<u>Q24. Do you live east or west of Antioch</u>	<u>Number</u>	<u>Percent</u>
East	597	45.9 %
West	691	53.2 %
Don't Know	12	0.9 %
Total	1300	100.0 %

### **Q25 Which of the following best describes the location of your home?**

<u>Q25. Which of the following best describes the location of your home</u>	<u>Number</u>	<u>Percent</u>
North of 87th St	149	11.5 %
South of 87th St	372	28.6 %
South of I-435	421	32.4 %
South of 135th St	344	26.5 %
Don't Know	14	1.1 %
Total	1300	100.0 %

## Overland Park DirectionFinder® 2011 Survey

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### **Q26 Counting yourself, how many people regularly live in your household?**

Q26. Counting yourself, how many people regularly live in your household	Number	Percent
1	210	16.2 %
2	502	38.6 %
3	213	16.4 %
4	229	17.6 %
5+	138	10.6 %
Not provided	8	0.6 %
Total	1300	100.0 %

### **Q27 How many persons in your household (counting yourself), are in each of the following age groups?**

	Mean	Sum
number	2.8	3566
Q27. Under age 5	0.2	213
Q27. Ages 5-9	0.2	244
Q27. Ages 10-14	0.2	245
Q27. Ages 15-19	0.2	257
Q27. Ages 20-24	0.1	161
Q27. Ages 25-34	0.2	319
Q27. Ages 35-44	0.3	395
Q27. Ages 45-54	0.5	597
Q27. Ages 55-64	0.4	547
Q27. Ages 65-74	0.3	354
Q27. Ages 75+	0.2	234

# Overland Park DirectionFinder® 2011 Survey

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## **Q28 What is your age?**

<u>Q28. What is your age</u>	<u>Number</u>	<u>Percent</u>
18-24 years	27	2.1 %
25-34 years	148	11.4 %
35-44 years	204	15.7 %
45-54 years	315	24.2 %
55-64 years	268	20.6 %
65-74 years	207	15.9 %
75+ years	122	9.4 %
<u>Not provided</u>	<u>9</u>	<u>0.7 %</u>
Total	1300	100.0 %

## **Q29 How many persons in your household are employed in each of the following areas?**

	<u>Mean</u>	<u>Sum</u>
<u>Number</u>	1.5	1797
Q29a. Within the City limits of Overland Park	0.6	784
Q29b. Outside of Overland Park, but within Johnson County	0.4	435
Q29c. Outside Johnson County, but within the Kansas City metro area	0.4	460
Q29d. Outside the Kansas City metro area	0.1	123

## Overland Park DirectionFinder® 2011 Survey

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### **Q30 What is the approximate annual income of your total household?**

Q30. What is the approximate annual income of your total household	Number	Percent
Under \$30K	79	6.1 %
\$30K-\$44,999	91	7.0 %
\$45K-\$59,999	113	8.7 %
\$60K-\$79,999	156	12.0 %
\$80K-\$99,999	167	12.8 %
\$100K-\$124,999	185	14.2 %
\$125K-\$149,999	109	8.4 %
\$150,000+	255	19.6 %
Decline	145	11.2 %
Total	1300	100.0 %

### **Q31 Are you or other members of your household of Spanish, Hispanic, or Latino heritage?**

Q31, Are you or other members of your household of Spanish/Hispanic/Latino heritage	Number	Percent
Yes	49	3.8 %
No	1234	94.9 %
Decline	17	1.3 %
Total	1300	100.0 %

### **Q31 If yes, how many?**

Q31. If yes to Q31, how many	Number	Percent
1	22	47.8 %
2	13	28.3 %
3	6	13.0 %
4	2	4.3 %
5	1	2.2 %
6	1	2.2 %
9	1	2.2 %
Total	46	100.0 %

Missing Cases (Did not provide a response) = 3

# Overland Park DirectionFinder® 2011 Survey

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## **Q32 Race/Ethnicity: How many persons in your household (counting yourself), are**

	<u>Mean</u>	<u>Sum</u>
Q32a. White/Caucasian	2.5	3143
Q32b. African American/Black	0.1	80
Q32c. Asian/Pacific Islander	0.1	108
Q32d. Native American/Eskimo	0.0	5
Q32e. Mixed Race	0.1	71

## **Q32 Other**

Q32f Other

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ARAB

HAWAIIAN

HEBREW

HISPANIC

HISPANIC

KAZAKH

LATINO

PERSIAN AMERICAN

**Q33 What is the primary language spoken in your home?**

Q33. What is the primary language spoken in your home	Number	Percent
English	1257	96.7 %
Spanish	11	0.8 %
Other	23	1.8 %
None chosen	16	1.2 %
Total	1307	

**Q33 Other**

Q30 Other

ARABIC  
BANGLA  
CHINESE  
CHINESE  
CHINESE  
CHINESE  
CHINESE  
CHINESE  
FARSI  
FRASI  
KOREAN  
MANDARIAN  
NEPALI  
ODIYA  
PERSIAN  
PUNJABI/HINDI  
RUSSIAN  
RUSSIAN  
RUSSIAN  
TAMIL  
TAMIL  
TELUGU



## **Q34 What is your gender?**

<u>Q34. What is your gender</u>	<u>Number</u>	<u>Percent</u>
Male	657	50.5 %
Female	643	49.5 %
Total	1300	100.0 %