

St. Louis County Strategic Plan 2012 Citizen Survey



Summary Presentation

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St. Louis County Department of Planning*

Citizen Survey

- Conducted during the last two strategic plans in 1999 and 2007
- Random telephone survey of 600-800 households
- Focuses on quality of life, service ratings, customer service, and policy issues



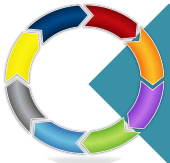
2012 Survey Methodology



813 telephone interviews between June 18 to 28



Precision of +/-3% (95% confidence level)



Report notes overall responses and responses by segments



Segments: Age, incorporated or unincorporated, years of education, gender, years at residence, race, children 18 or under, how closely follow issues, and sub-areas

2012 Sub-Areas Organized by Zip Code:

Inner North:

63074, 63114, 63120, 63121,
63133, 63134, 63135, 63136,
63137, 63140

Outer North:

63031, 63033, 63034, 63042,
63043, 63044, 63045, 63138, 63145

Central:

63105, 63117, 63119, 63124,
63130, 63132, 63143, 63144








West:

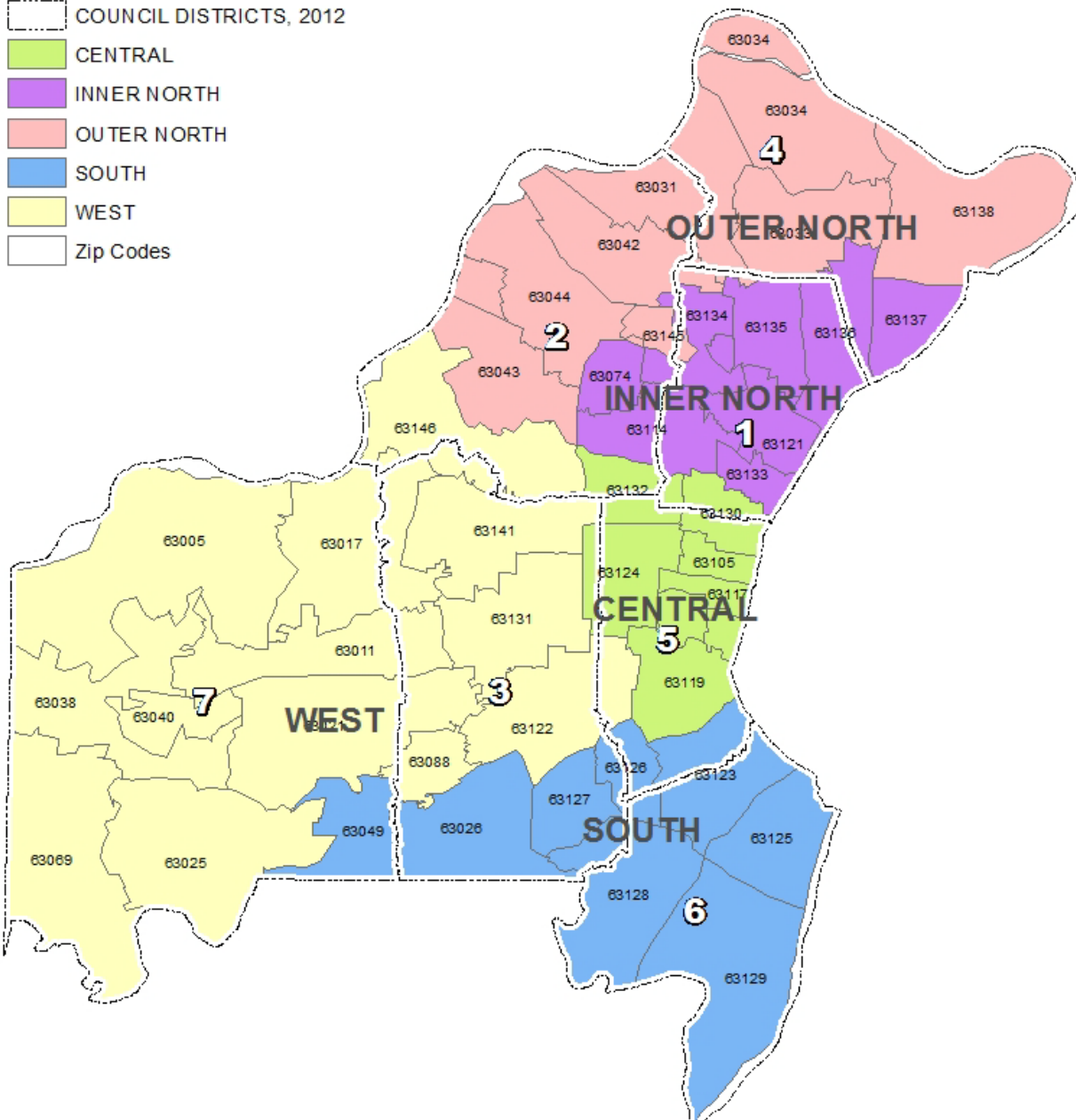
63005, 63011, 63017, 63021,
63025, 63038, 63040, 63069,
63088, 63122, 63131, 63141, 63146

South:

63026, 63049, 63123, 63125,
63126, 63127, 63128, 63129

Legend

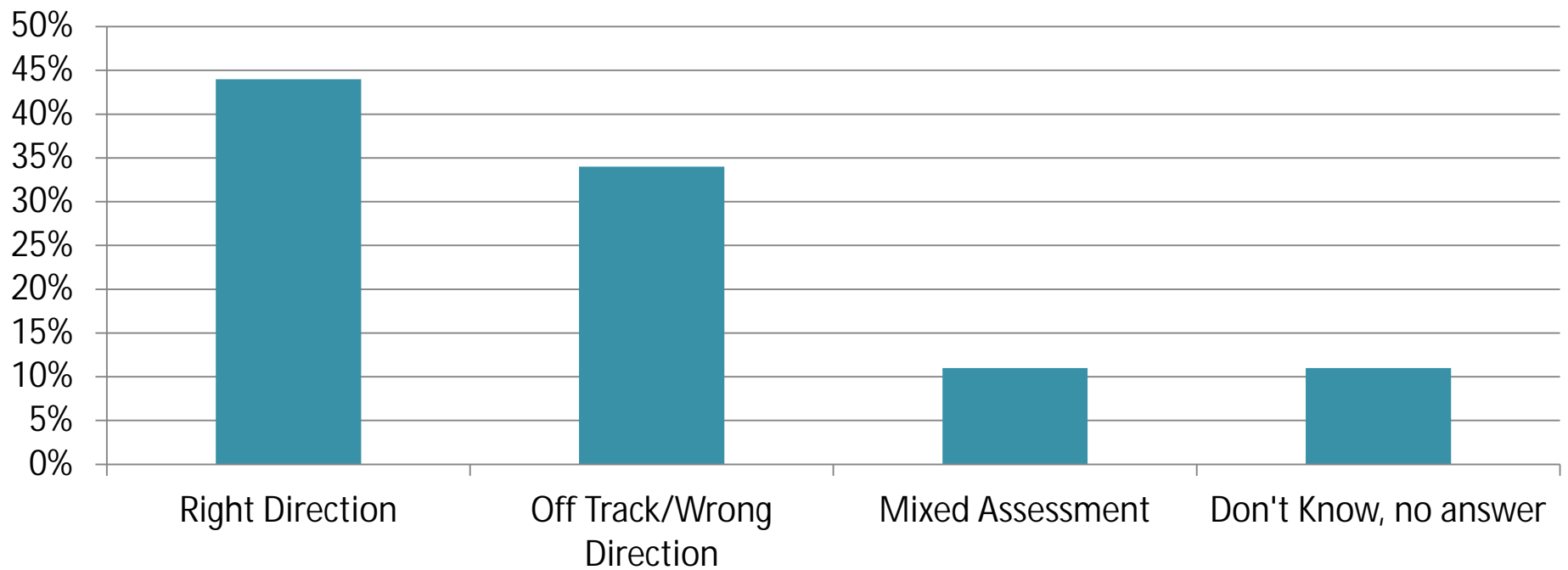
-  COUNCIL DISTRICTS, 2012
-  CENTRAL
-  INNER NORTH
-  OUTER NORTH
-  SOUTH
-  WEST
-  Zip Codes



Citizen Survey: Topics

1. County Direction
2. St. Louis County: A prime residential location
3. Aging in Place
4. Housing Values
5. Public Services
6. Unincorporated Residential Code Enforcement
7. Customer Service
8. Service Priorities
9. Safety Perception
10. Bike Trails & Lanes
11. City Reentry
12. Communicating with Residents

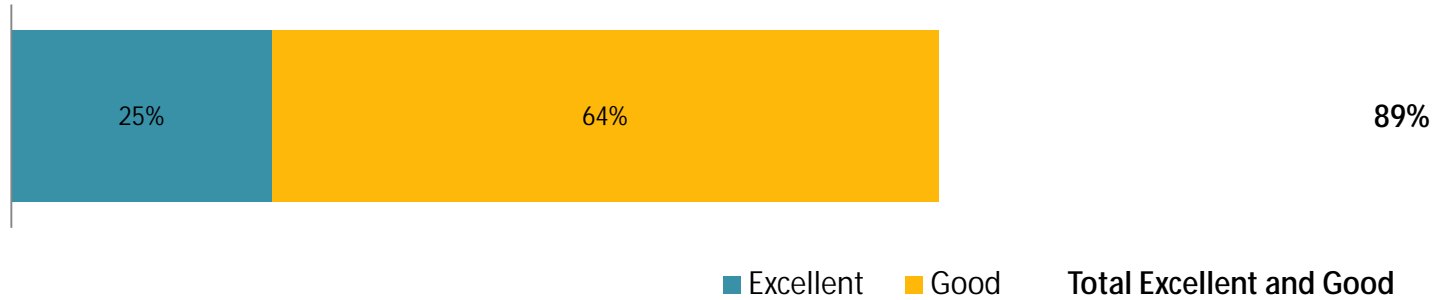
St. Louis County Direction: More Pessimism, But Less Than Nation



- The right direction responses dropped from 73% in 1999, to 62% in 2007, to 44% in 2012
- Persons with postgraduate degrees are more positive (52% right direction, 29% wrong direction)
- Outer North County citizens are more negative (35% right direction, 41% wrong direction)

St. Louis County remains a prime residential location in a more challenging environment

St. Louis County as a place to live and raise children



- Nearly 9 out of 10 people believe that St. Louis County is an excellent or good place to live and raise children. Similar distribution occurred in 2007

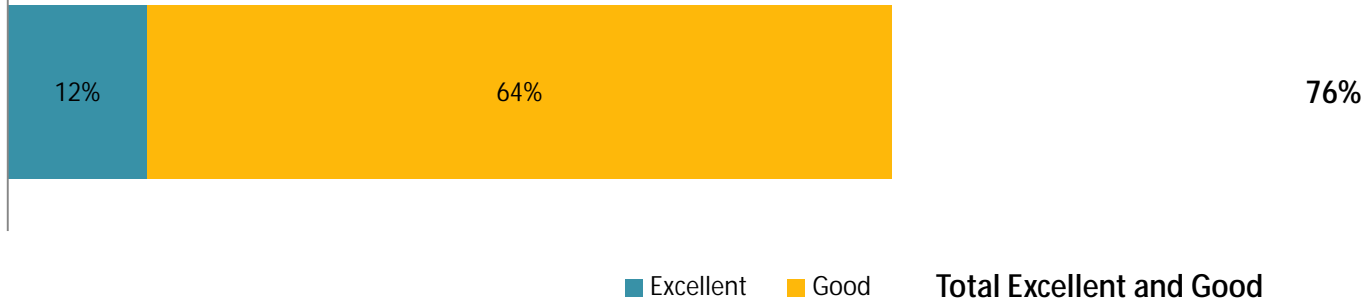
Over past 5 years has the County become a better place to live and raise children, or is it about the same?



- Nearly 75% of people believe the County, over the past 5 years, is the same or better place to live and raise children
- This is slightly less optimistic than the 2007 perspective: 19% better and 62% same

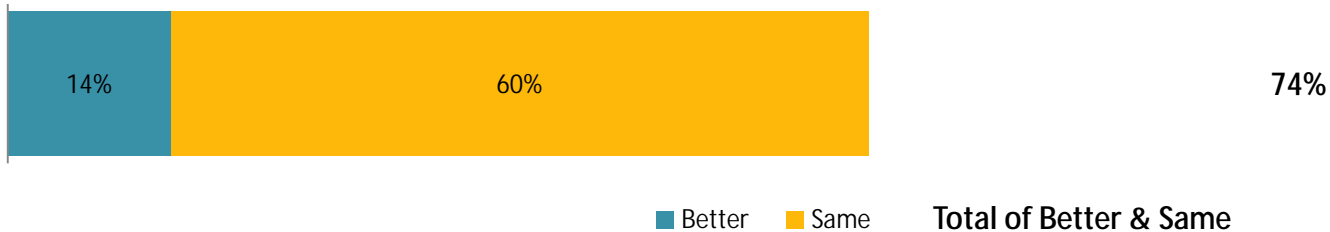
Aging in Place

How would you rate St. Louis County as a place to grow old?



- 3 out of 4 people believe that St. Louis County is an excellent or good place to grow old

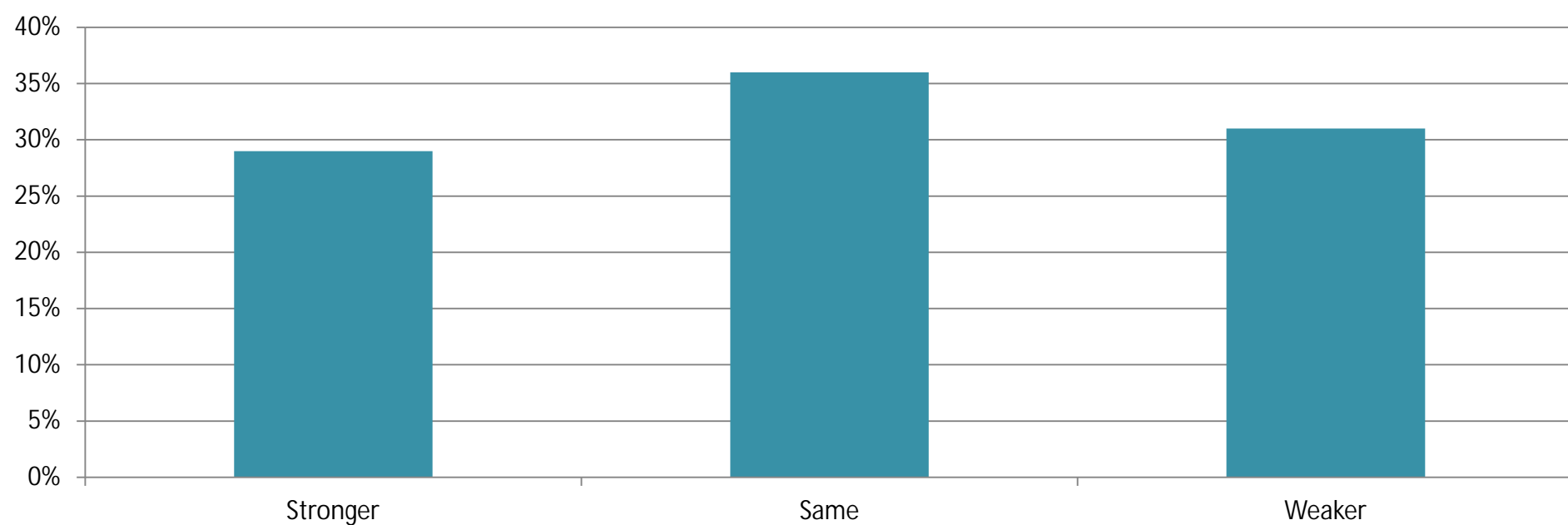
Over the past 5 years has St. Louis County become a better place to grow old, or is it about the same?



- Nearly 75% of people believe the County, over the past 5 years, is the same or better place to grow old

Housing Values: Doing OK, but there are three different counties

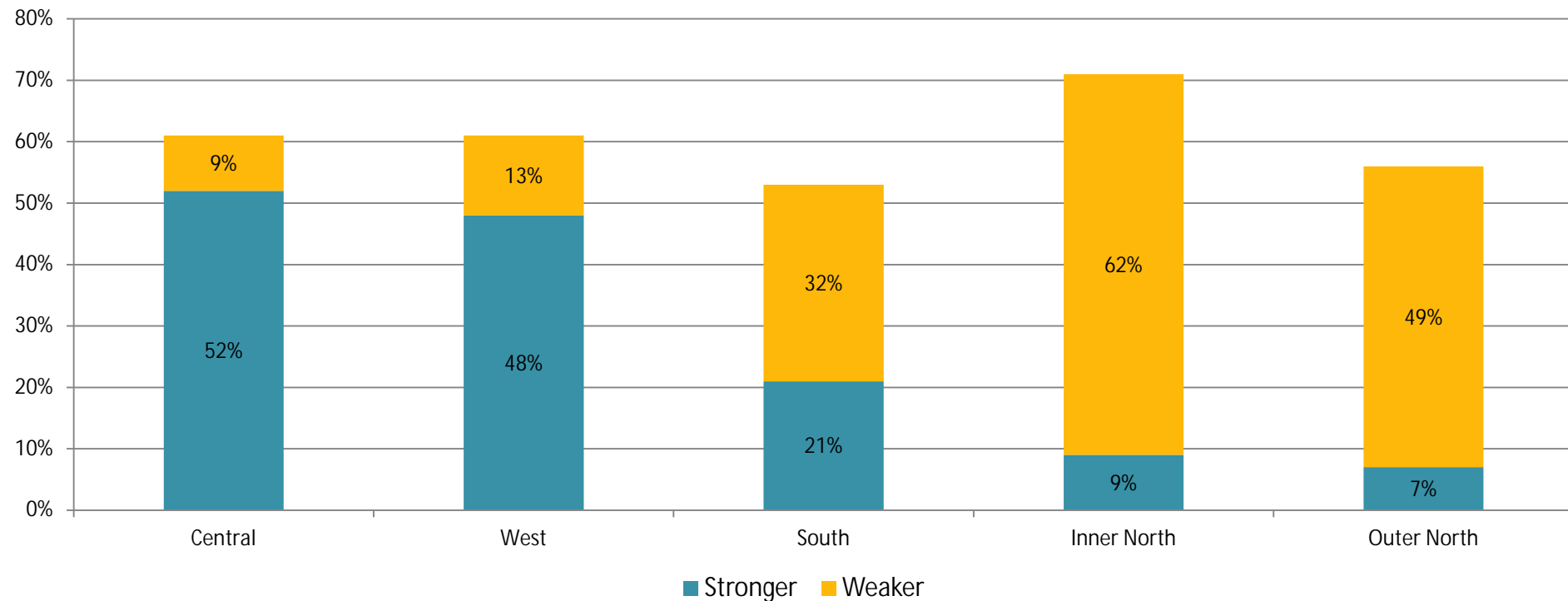
Perception of Respondent's Local Housing Values Compared to St. Louis Region's



- Twenty-nine percent of respondents think housing values in their part of the County are stronger than other parts of the region; 31 percent say values are weaker; and 36 percent said housing values are about the same as other areas

Housing Values: Three Different Counties

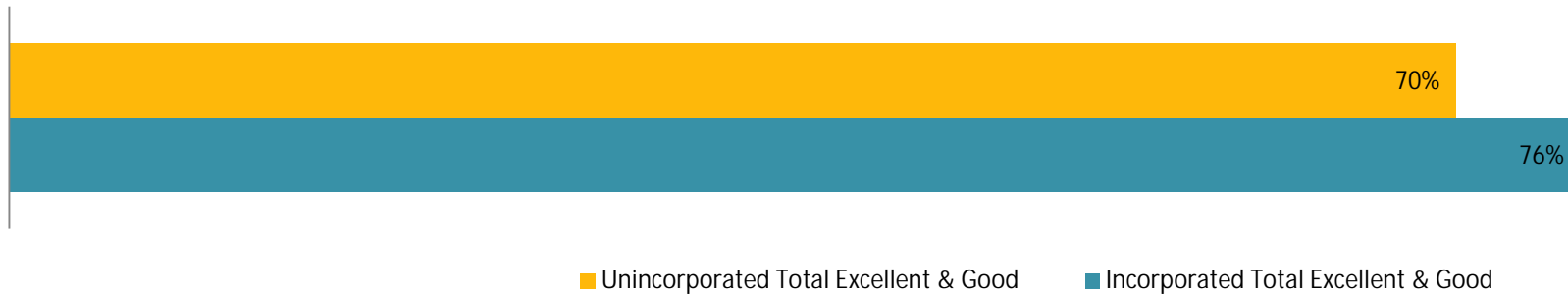
Perception of Respondent's Local Housing Values Compared to St. Louis Region's



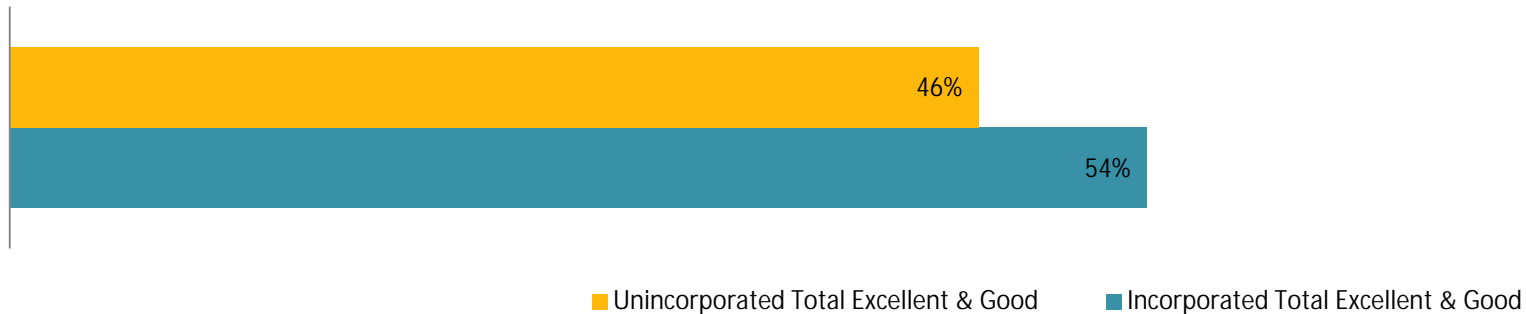
- Inner North and Outer North St. Louis County respondents' perceptions of housing value contrasts sharply with residents in Central and West St. Louis County
- South County residents' perception of housing values comes closest to the County overall average

Public Services

Overall Rating of St. Louis County Services



St. Louis County Government's Effectiveness in Spending Your Tax Dollars



- Mostly A to B grades, but overall rating slipped (think A to A minus)

Public Services

Trash collection is not
an issue

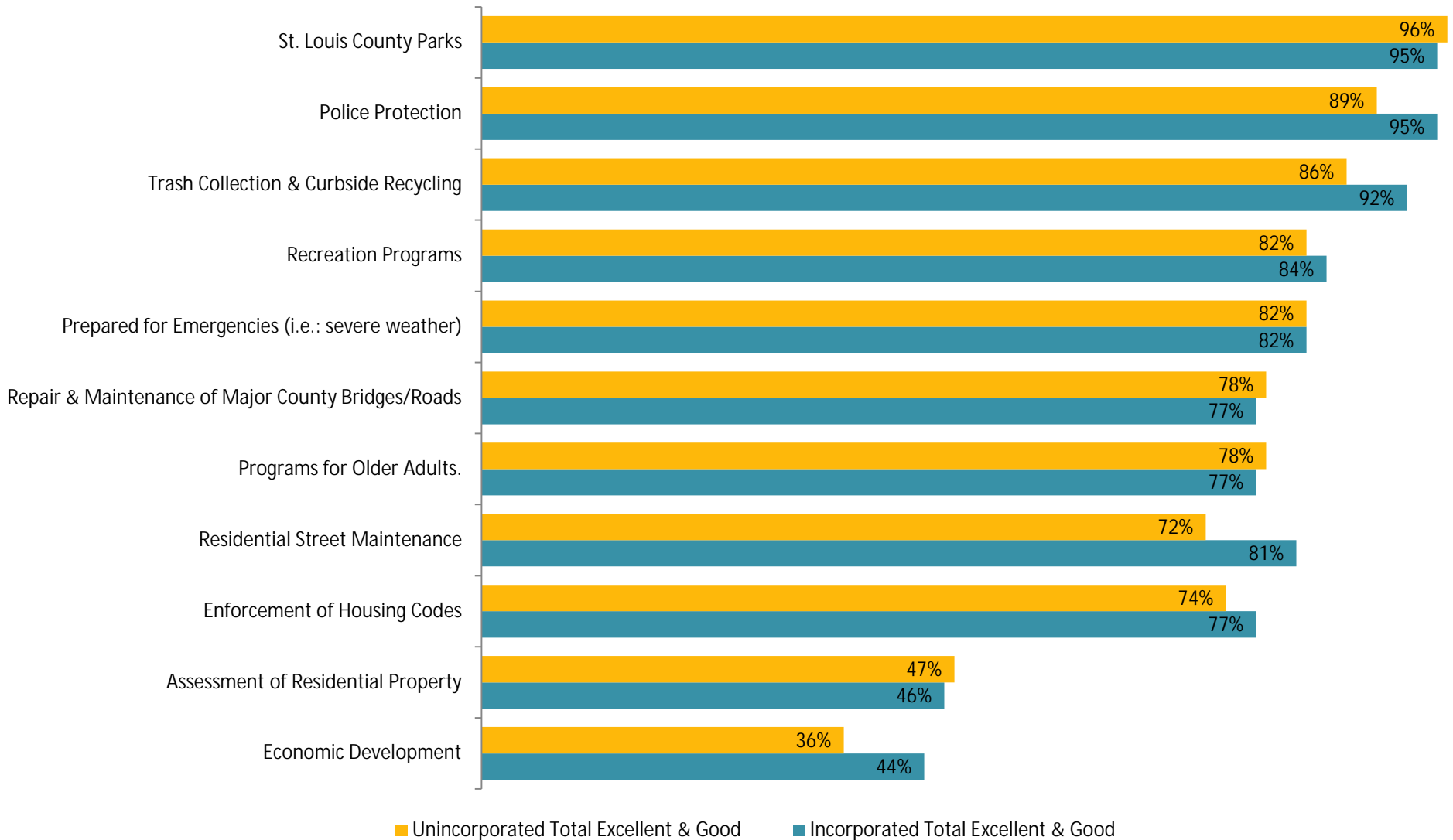
E-911 matters for
emergency
preparation

Assessment is a
continuing concern

Economic
development: tough
during a recession

Uniform overall rating
for unincorporated
subareas: North,
West, and South

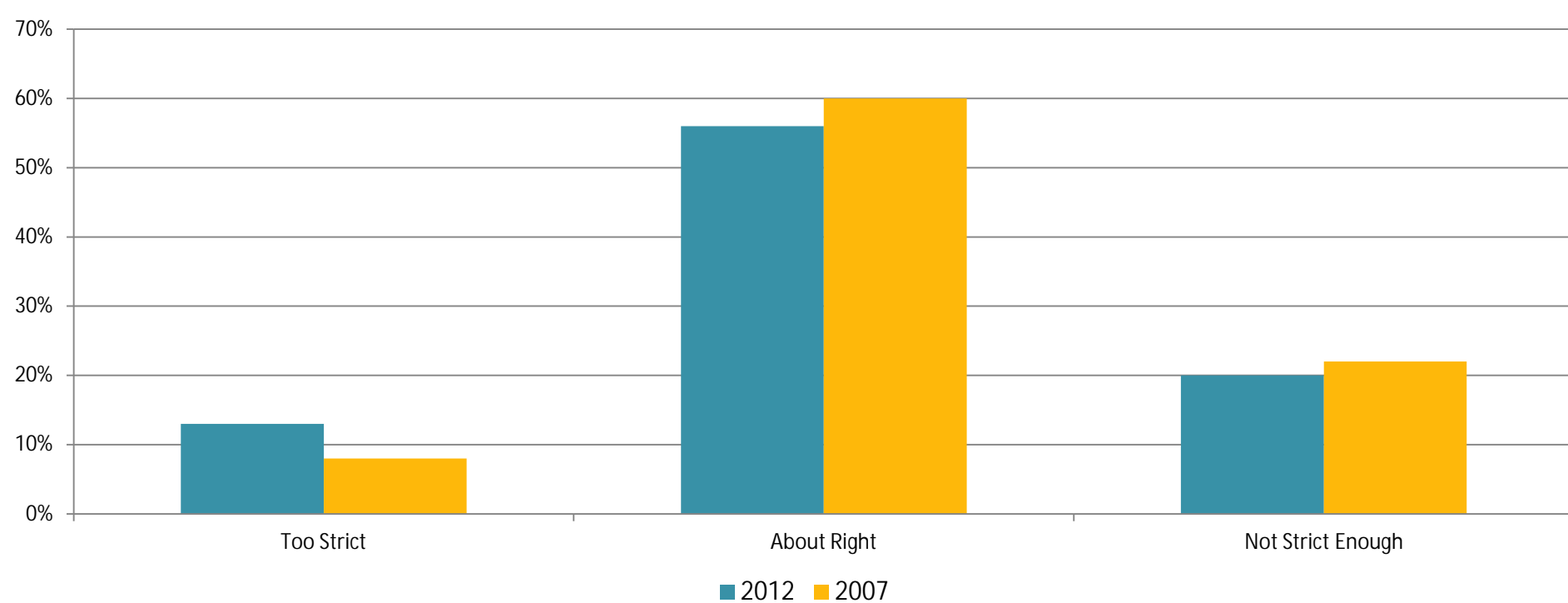
Public Service Ratings



- Since 2007 to 2012, the economic development rating fell almost 20%, likely due to the national economic downturn

Unincorporated Residential Code Enforcement: Staying in the Sweet Spot

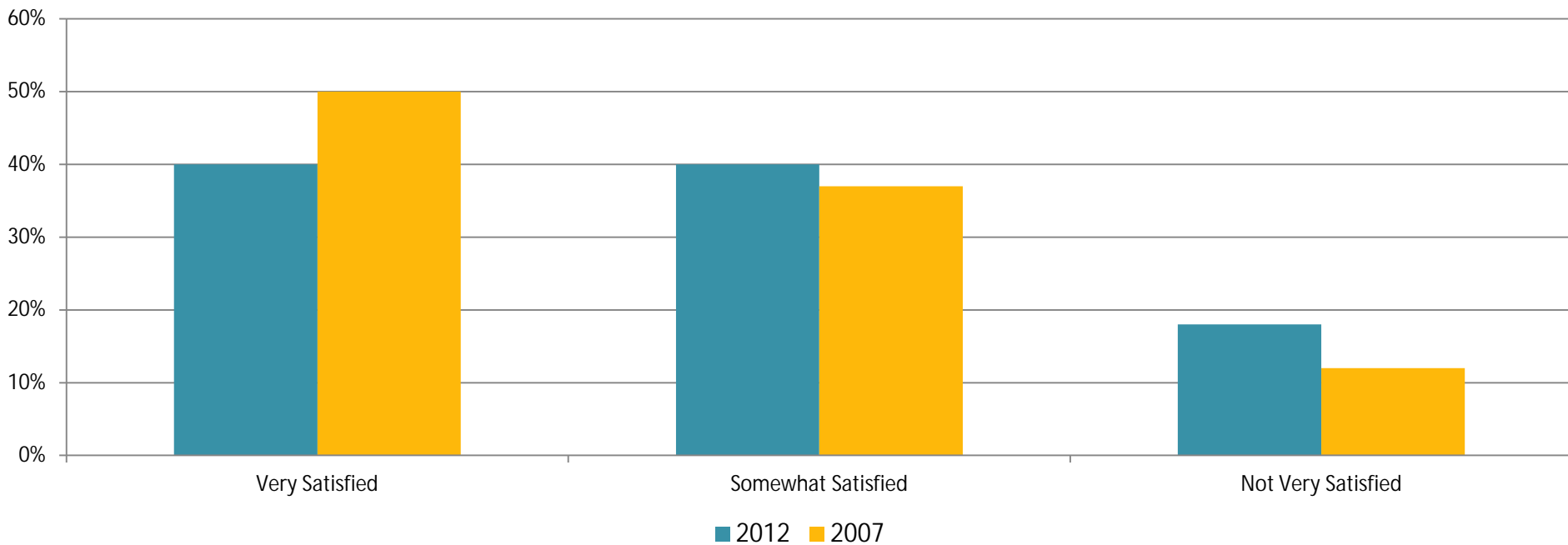
Unincorporated Residential Code Enforcement, 2012 & 2007 Comparison



- Responses closely mirror 2007 survey responses
- Over half of respondents feel that unincorporated property maintenance code enforcement is about right (down slightly from 2007)

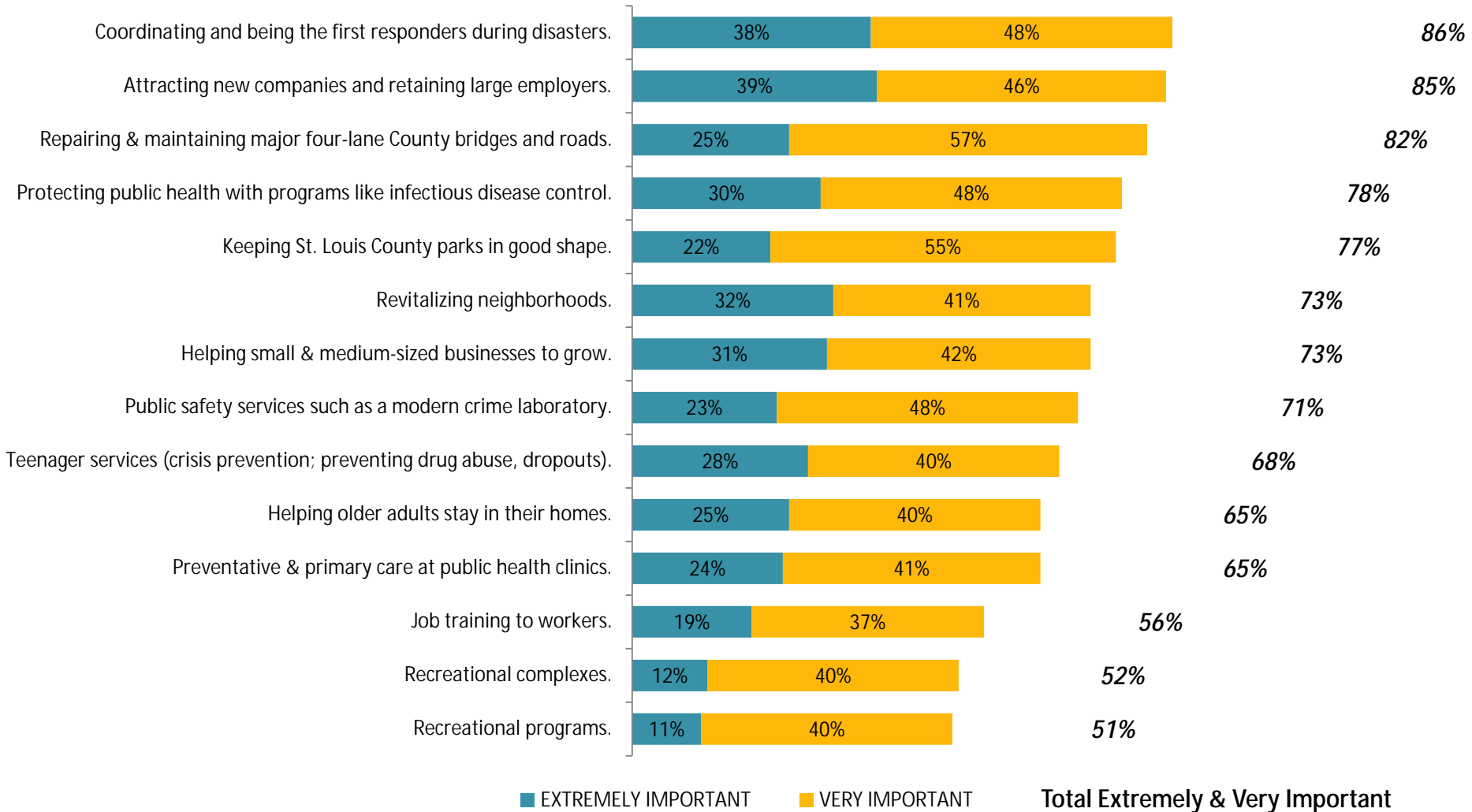
Customer Service

Resident Contact with County Government Satisfaction Comparison 2012 & 2007



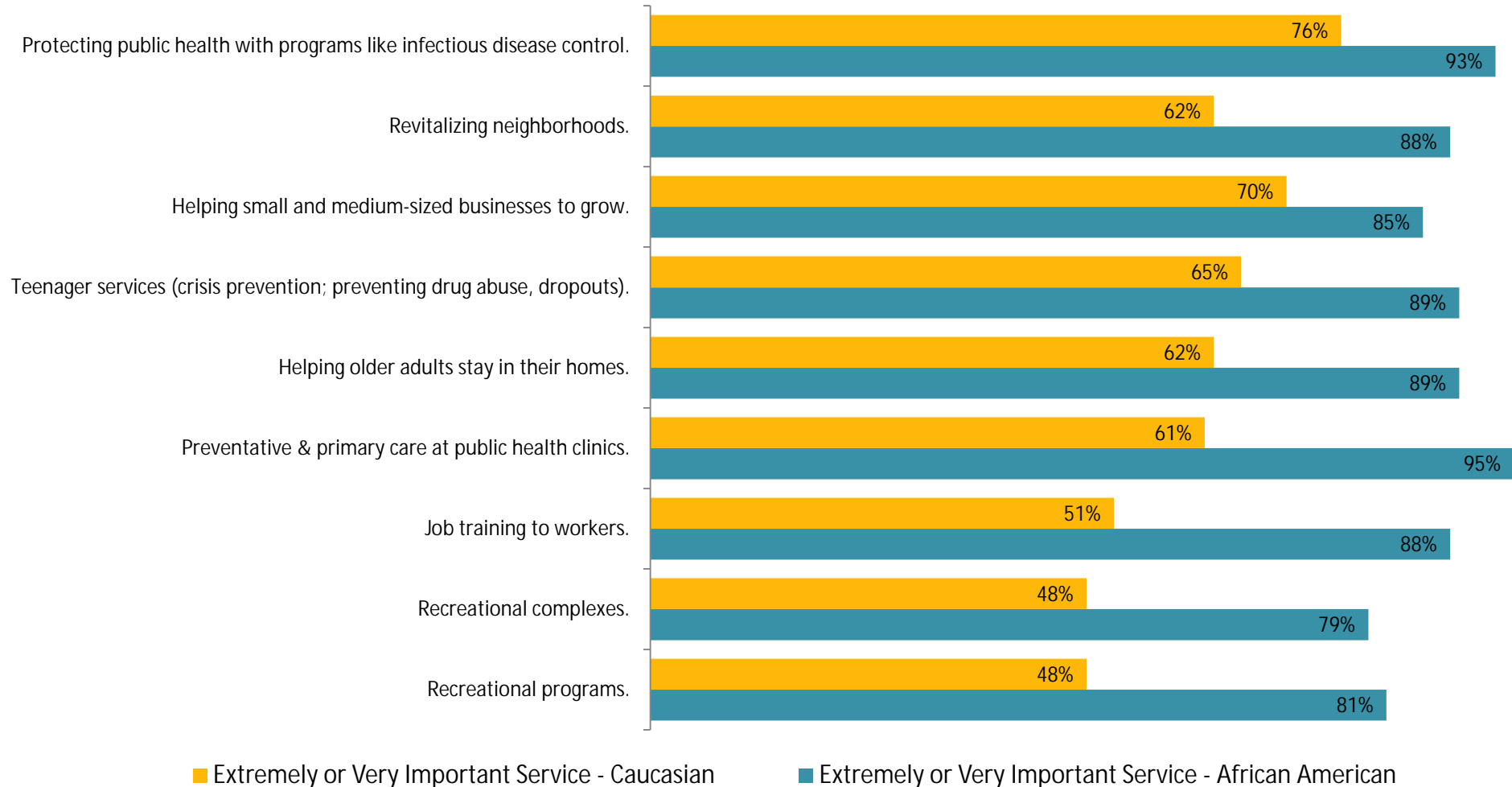
- Satisfaction down from 2007, but still good
- Satisfaction rates are higher among South County citizens and those 65 years old and over
- Dissatisfaction rates are greater among those ages 18-34 (30% not very satisfied) and Inner North County citizens (27% not very satisfied)

Overall Service Priorities



- All services have a majority support

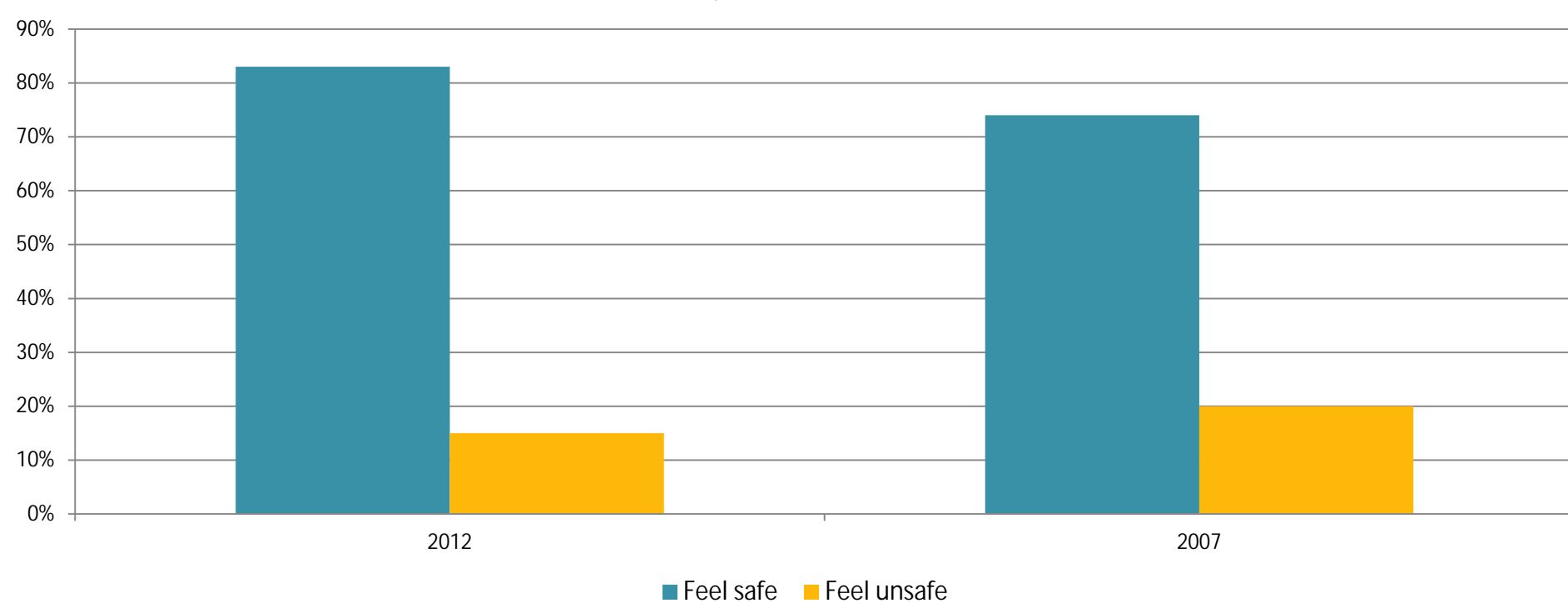
Service Priorities By Race



- Service priorities differ greatly based on race
- Social service demand is class-based

Safety Perception: High As Urbanization Increases

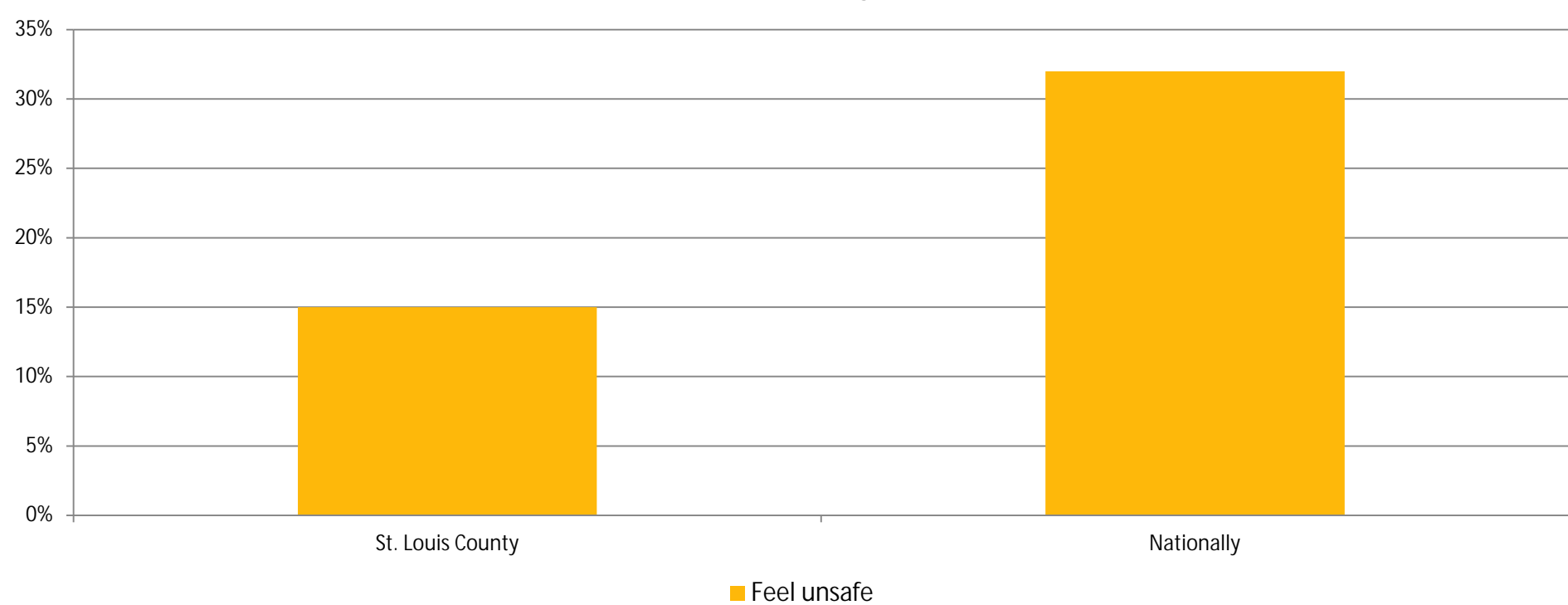
Overall Safety Perception After Dark



- 83% of all respondents said they usually or always feel safe after dark, up from 74% in 2007
- Less likely to always or usually feel safe after dark are people with a high school education or less (62% safe), African Americans (56% safe), women (77%), Inner North County citizens (57% safe), and Outer North County Citizens

Safety Perception: St. Louis County vs. Nation

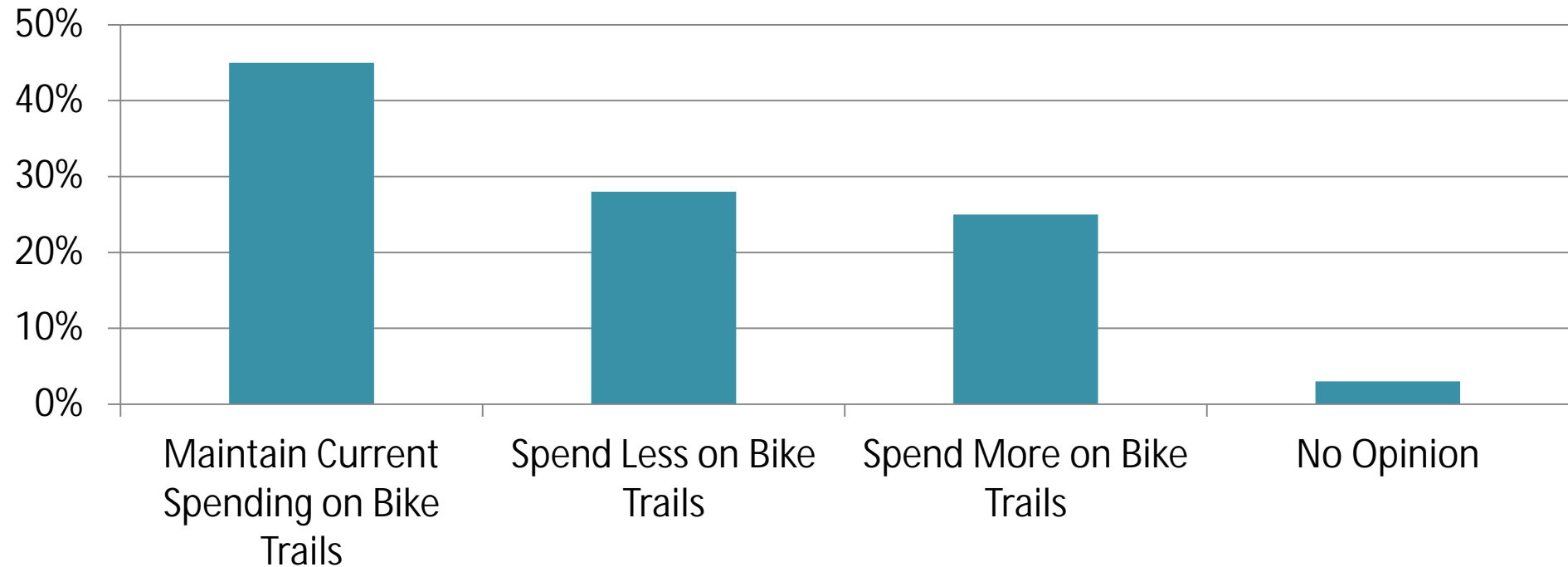
Feel Unsafe Walking After Dark



- Nationally, 32 percent of people feel unsafe walking in their neighborhood after dark, compared to 15 percent in St. Louis County

Bike Trails & Lanes

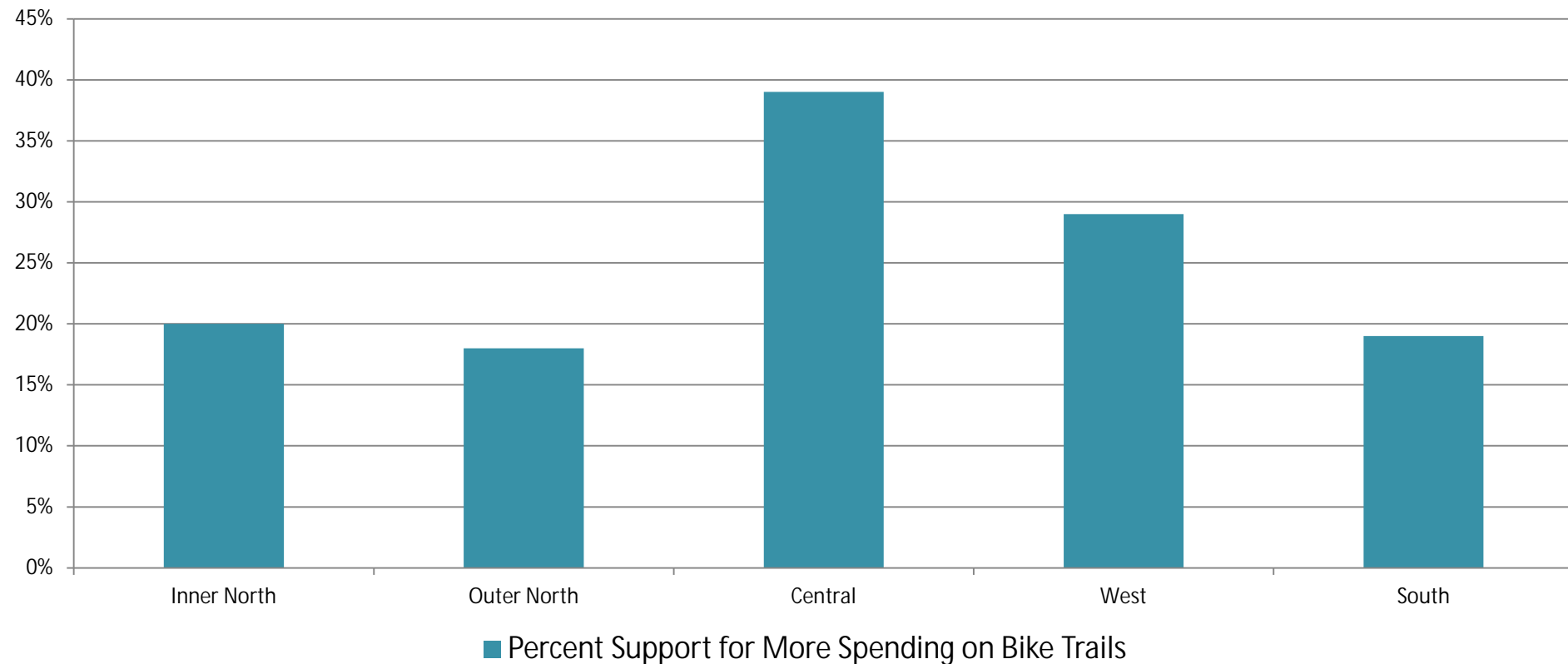
Percent Support



Support for spending greatest from:

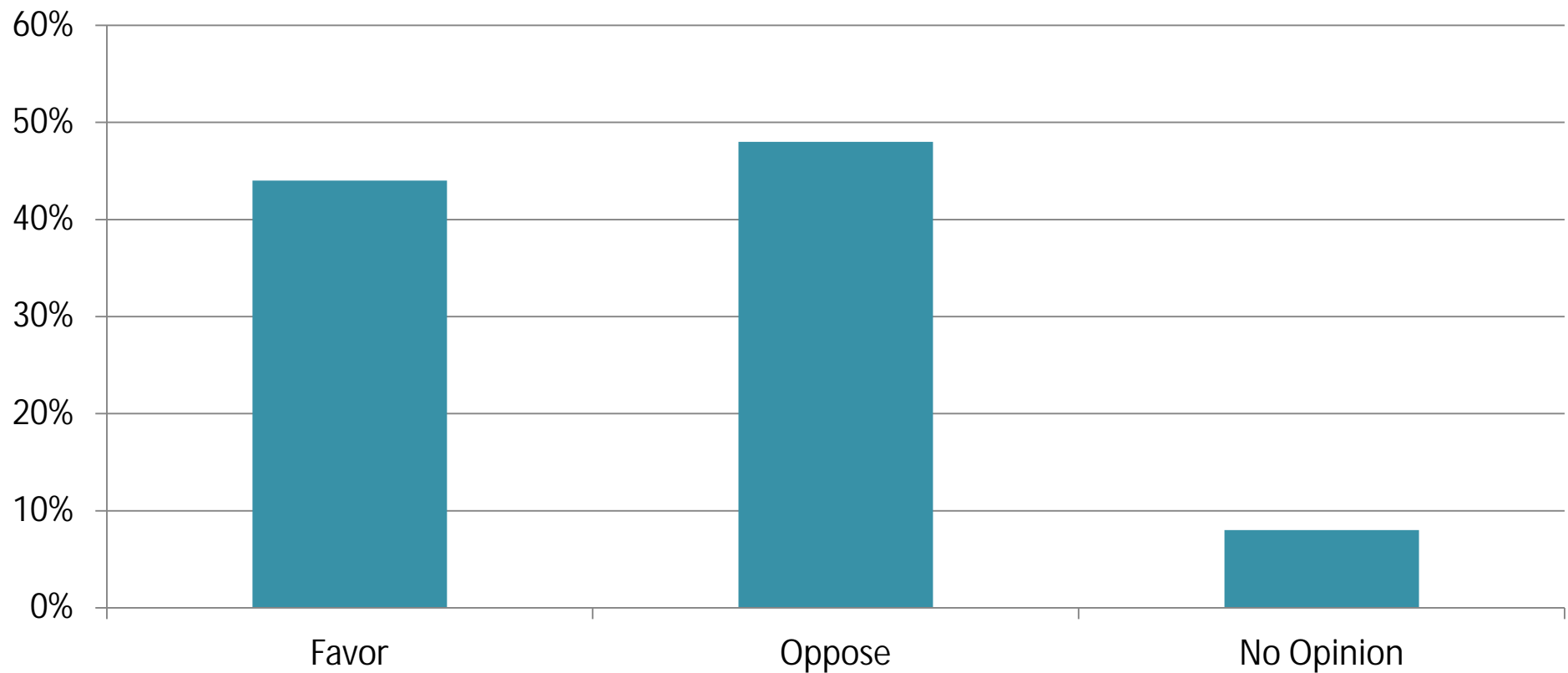
- Residents who have lived in the County 10 years or less (37%)
- Residents with a postgraduate education (35%)

Bike Trails & Lanes: Support Varies by Subarea



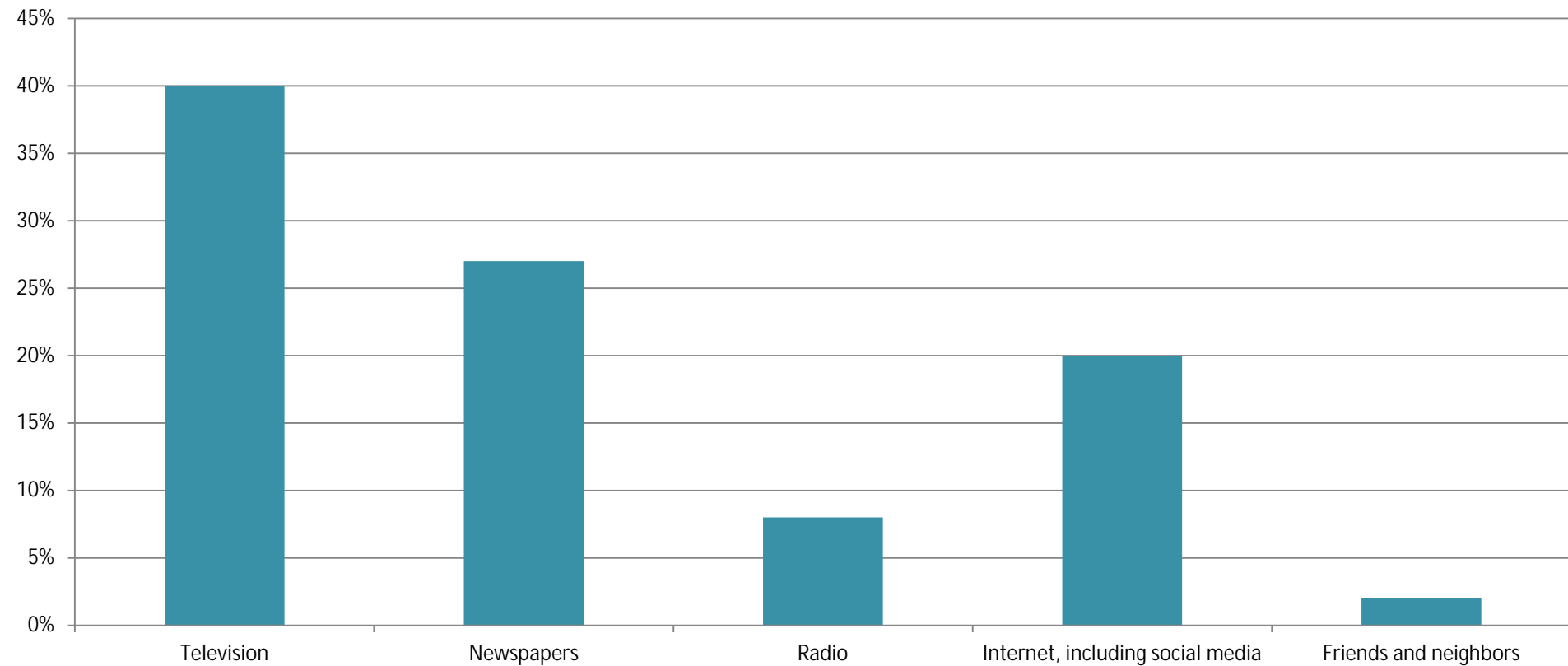
- Support for more spending on bike trails varies by County subareas
- Support for spending more on bike trails and lanes also significant from:
 - Residents who have lived in the County 10 years or less (37%)
 - Residents with a postgraduate education (35%)

City Re-entry: Mixed With Favorable Wording



- Support for City reentry is greater from college graduates (52% favor)
- Opposition is greater from residents with 12 years or less of education (57% oppose) and those residents who have lived in the County between 11 and 20 years (57% oppose)

Communications: Source of St. Louis County Government News



- TV and Newspapers still #1 and #2, but internet is rising
- Website Use: Now a Majority
- Overall Rating: Very Solid

Additional Information

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