St. Louis County Strategic Plan
2012 Citizen Survey

Summary Presentation
Dr. E. Terrence Jones and the 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
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<td>12. Communicating with Residents</td>
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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?

- 12% Excellent
- 64% Good
- 76% Total Excellent and Good

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

- 14% Better
- 60% Same
- 74% Total of Better & Same

- 3 out of 4 people believe that St. Louis County is an excellent or good place to grow old
- 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.
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
Since 2007 to 2012, the economic development rating fell almost 20%, likely due to the national economic downturn.
• Responses closely mirror 2007 survey responses
• Over half of respondents feel that unincorporated property maintenance code enforcement is about right (down slightly from 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

- Coordinating and being the first responders during disasters: 86%
- Attracting new companies and retaining large employers: 85%
- Repairing & maintaining major four-lane County bridges and roads: 82%
- Protecting public health with programs like infectious disease control: 78%
- Keeping St. Louis County parks in good shape: 77%
- Revitalizing neighborhoods: 73%
- Helping small & medium-sized businesses to grow: 73%
- Public safety services such as a modern crime laboratory: 71%
- Teenager services (crisis prevention; preventing drug abuse, dropouts): 68%
- Helping older adults stay in their homes: 65%
- Preventative & primary care at public health clinics: 65%
- Job training to workers: 56%
- Recreational complexes: 52%
- Recreational programs: 51%

All services have a majority support.
Service Priorities By Race

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

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<tr>
<th>Service</th>
<th>Caucasian</th>
<th>African American</th>
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<td>Protecting public health with programs like infectious disease control.</td>
<td>76%</td>
<td>93%</td>
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<td>Revitalizing neighborhoods</td>
<td>62%</td>
<td>88%</td>
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<td>Helping small and medium-sized businesses to grow.</td>
<td>70%</td>
<td>85%</td>
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<td>Teenager services (crisis prevention; preventing drug abuse, dropouts).</td>
<td>65%</td>
<td>89%</td>
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<td>Helping older adults stay in their homes.</td>
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<td>Preventative &amp; primary care at public health clinics.</td>
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<td>Job training to workers.</td>
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<td>Recreational complexes.</td>
<td>48%</td>
<td>79%</td>
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<td>Recreational programs.</td>
<td>48%</td>
<td>81%</td>
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• 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
• Nationally, 32 percent of people feel unsafe walking in their neighborhood after dark, compared to 15 percent in St. Louis County
Support for spending greatest from:
• Residents who have lived in the County 10 years or less (37%)
• Residents with a postgraduate education (35%)
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%)
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
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