

City of Westwood, Kansas 2024 Resident Survey

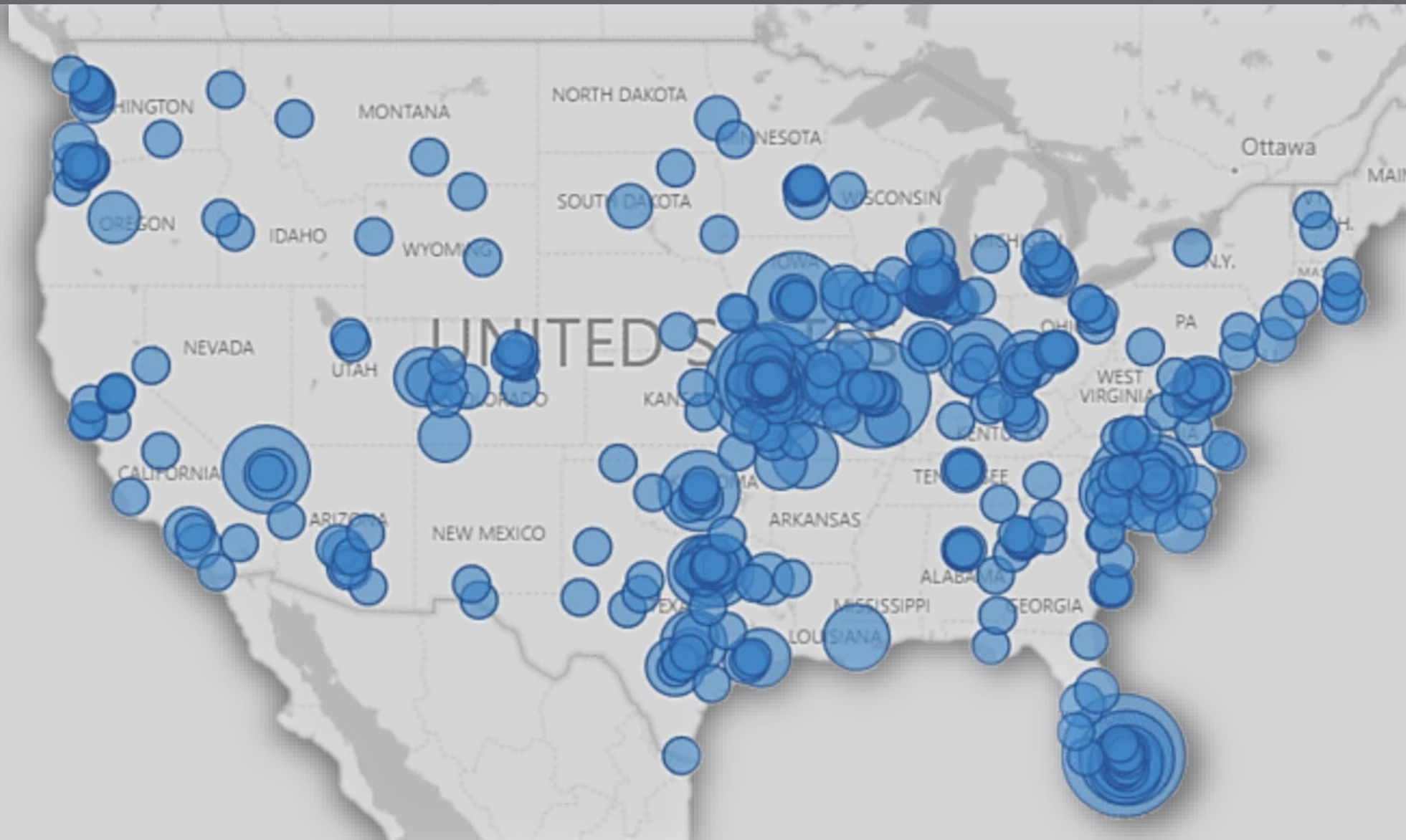


PRESENTED BY

AUGUST 2024

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Methodology

- **Survey Description**
 - **Three-page survey; each survey takes approximately 8-10 minutes to complete**
- **Method of Administration**
 - **By mail and online to adult residents in the City**
- **Sample Size**
 - **306 completed surveys**
 - **Margin of error: +/- 4.4% at the 95% level of confidence**

What We Learned

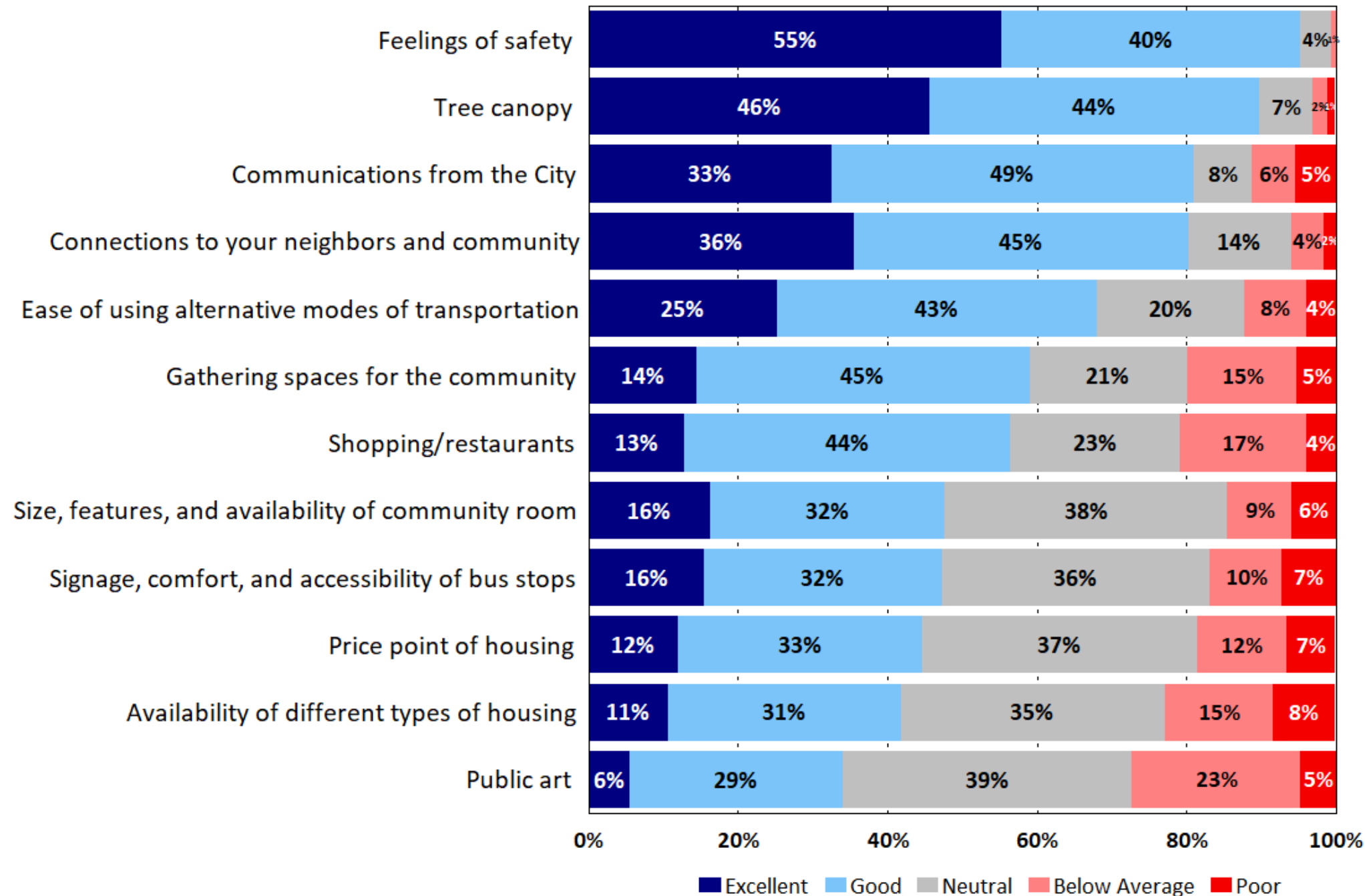
- **Residents Have a Very Positive Perception of Westwood**
 - **96% Feel Westwood Is a Desirable Place to Live**
 - **95% Would Recommend Westwood as a Place to Live**
- **Westwood Rates 36% Above the U.S. Average in Customer Service**
- **Westwood Rates 45% Above the U.S. Average in Communication with the Public**
- **Top Priorities:**
 - **Street Maintenance**
 - **Tree Care and Planting**
 - **Streetlights**

Topic #1

Perceptions of Westwood

Q1. Quality of Life in Westwood

by percentage of respondents (excluding "don't know")

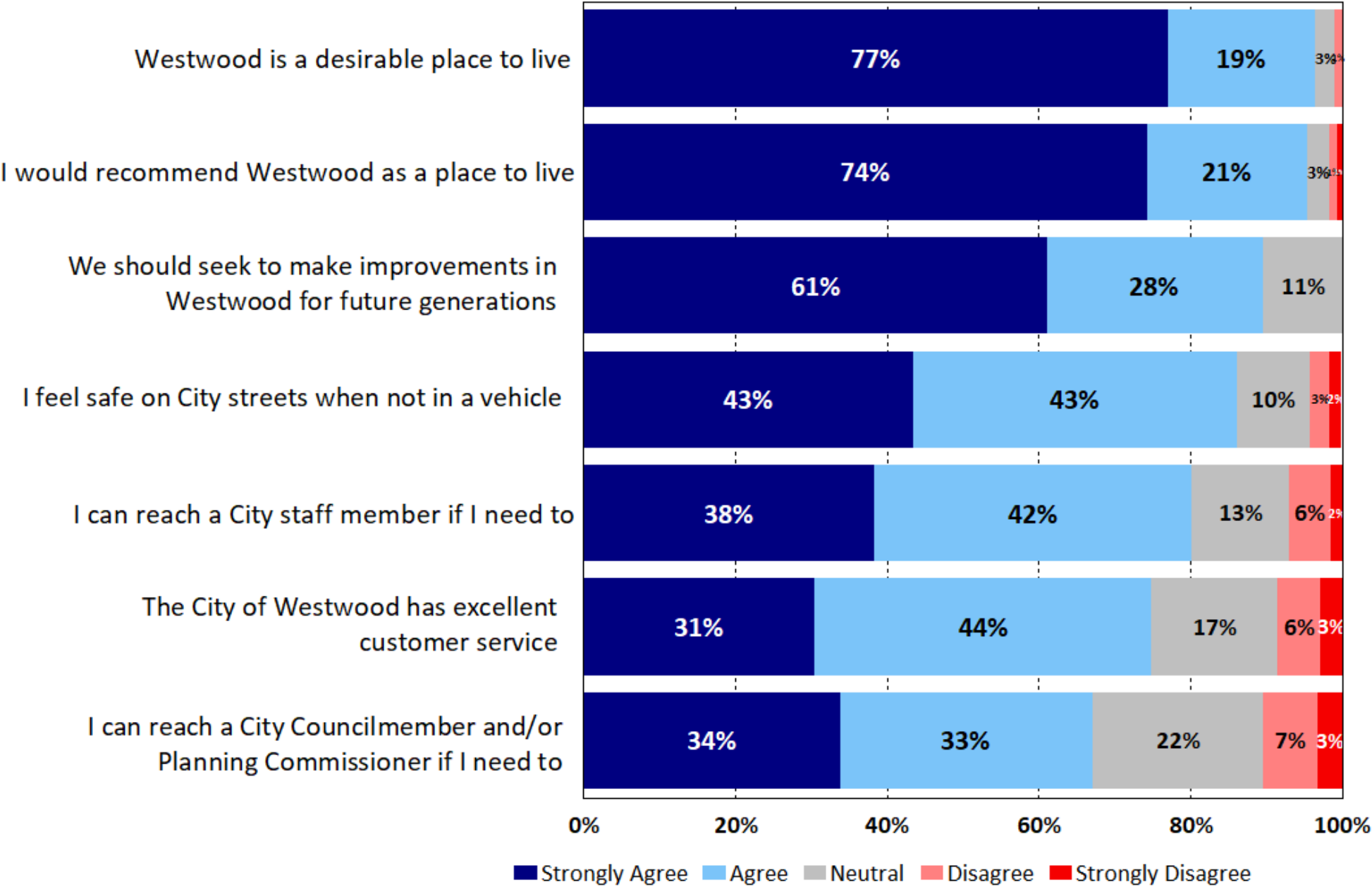


95% of Respondents Feel Safe in Westwood

Q6. Level of Agreement with Various Statements Regarding City Services and Livability

by percentage of respondents (excluding "don't know")

95% Would Recommend Westwood as a Place to Live

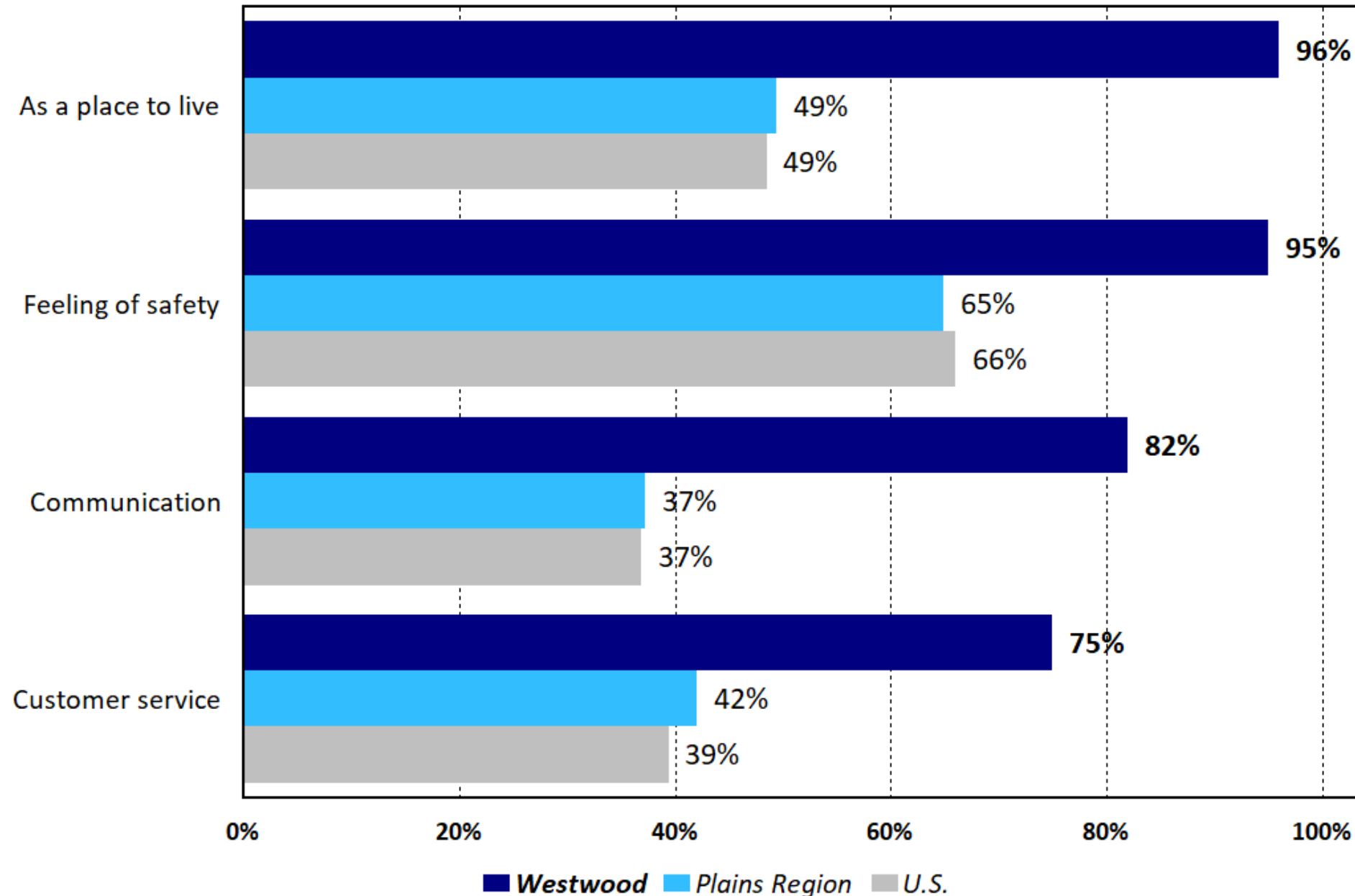


96% of Respondents Feel Westwood Is a Desirable Place to Live

Ratings of the City of Westwood

Westwood vs. Plains Region vs. the U.S.

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

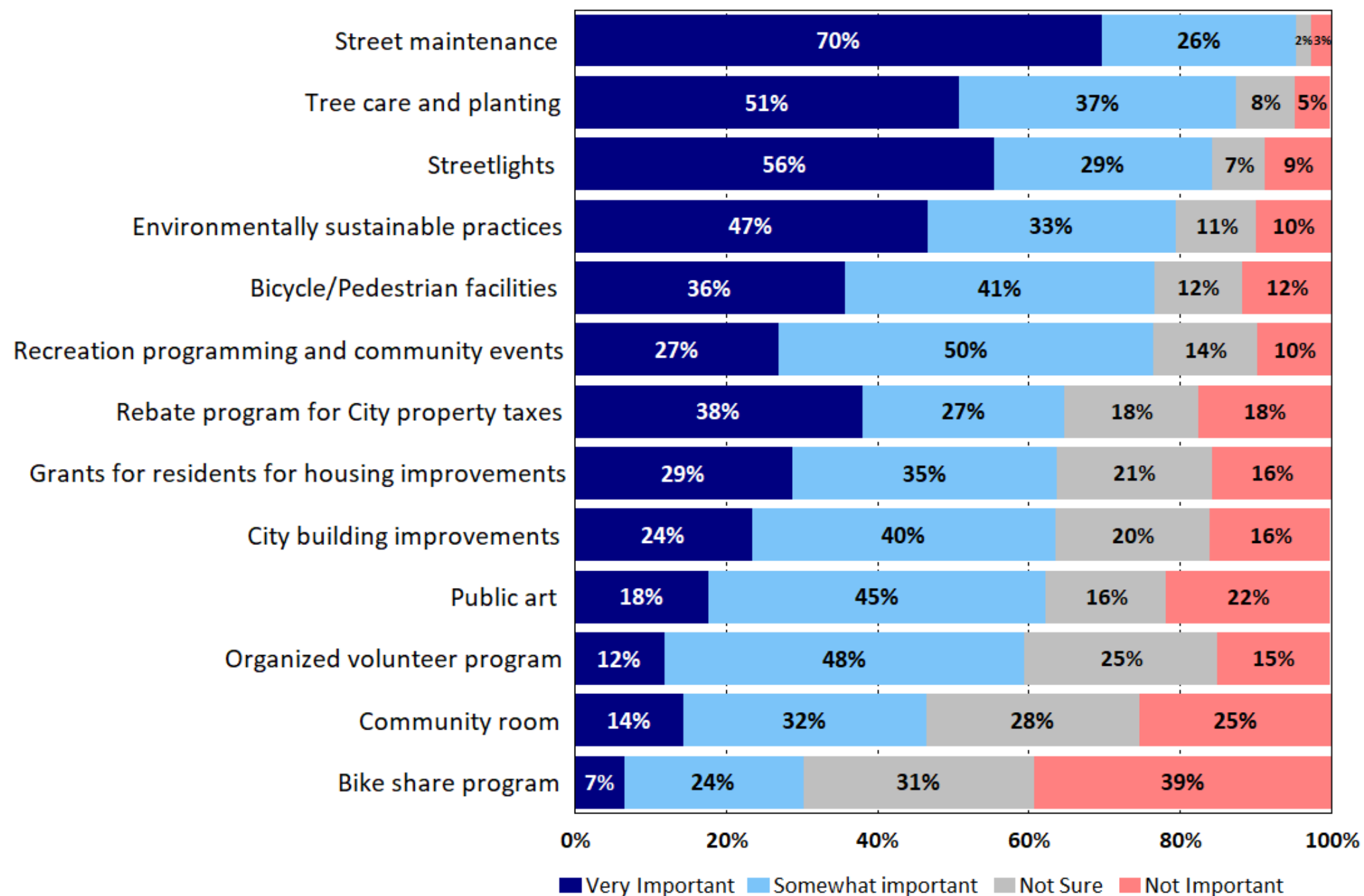


Topic #2

Priorities

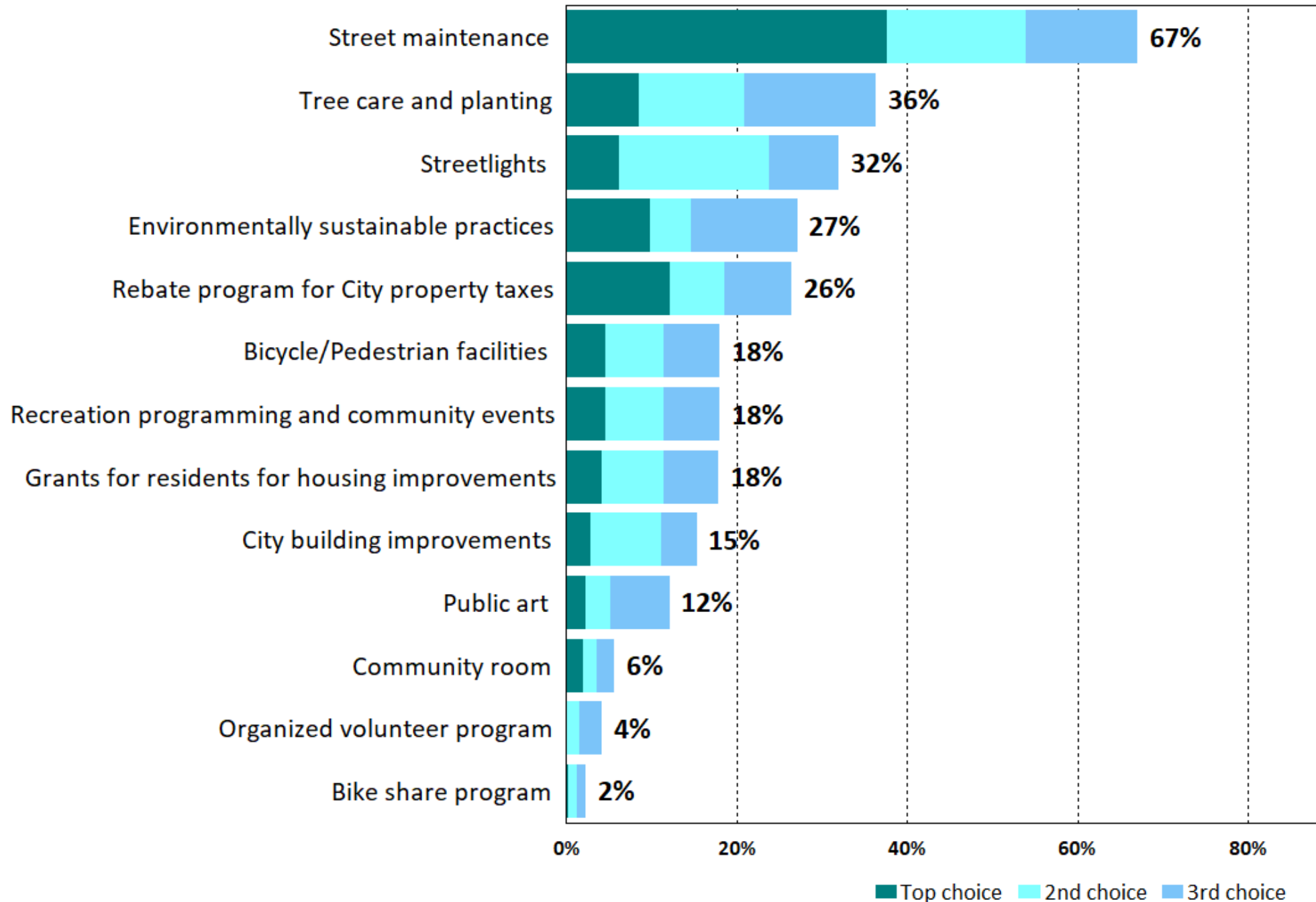
Q2. Importance of Investing in Various Areas Over the Next 5 Years

by percentage of respondents (excluding "don't know")



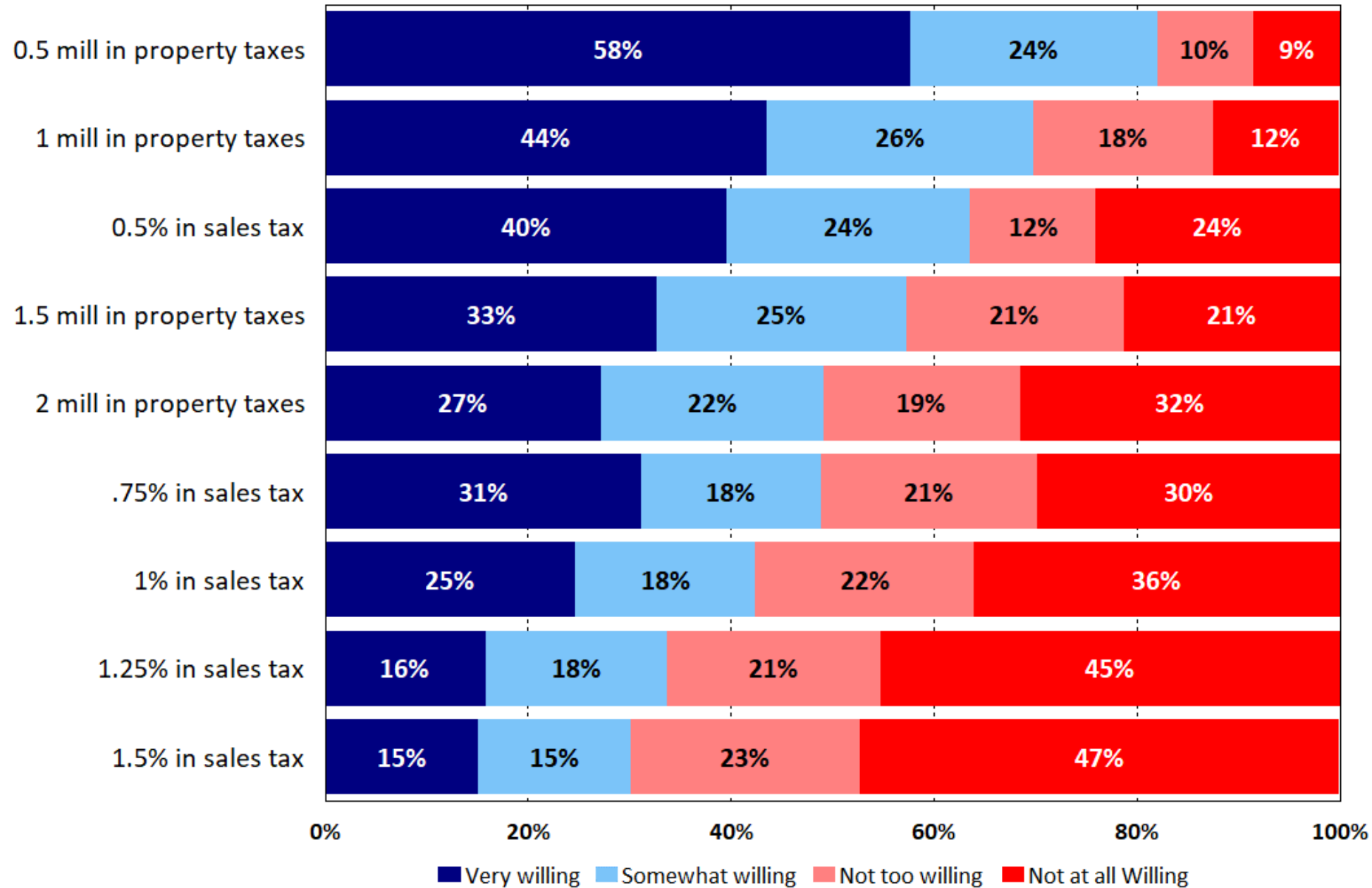
Q3. Three Items Most Important for the City of Westwood to Invest In

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



Q4. Willingness to Pay Various Amounts to Accomplish the Priorities from Question 3 in the Next 10 years

by percentage of respondents (excluding "don't know")

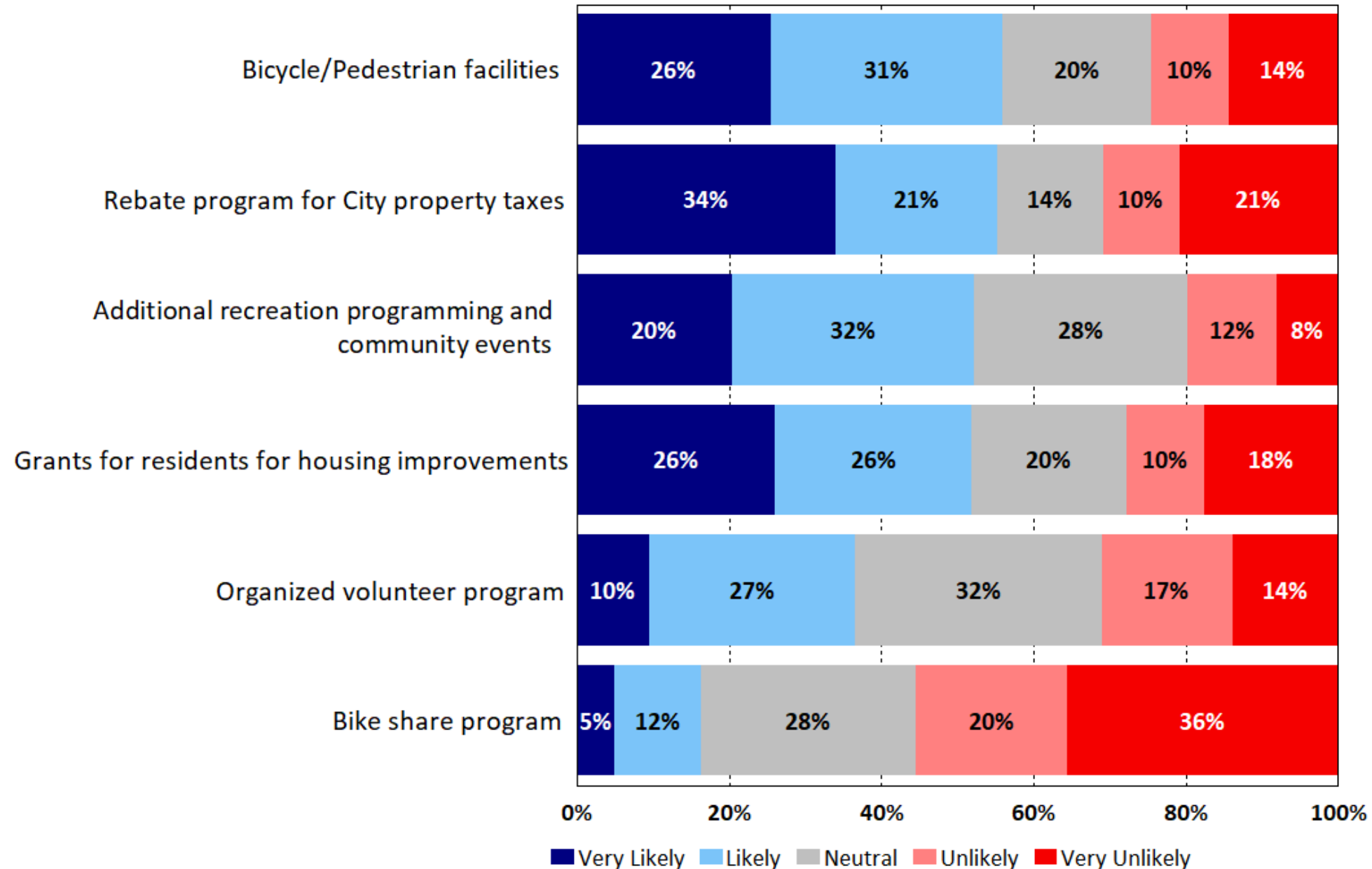


Topic #3

Other Findings

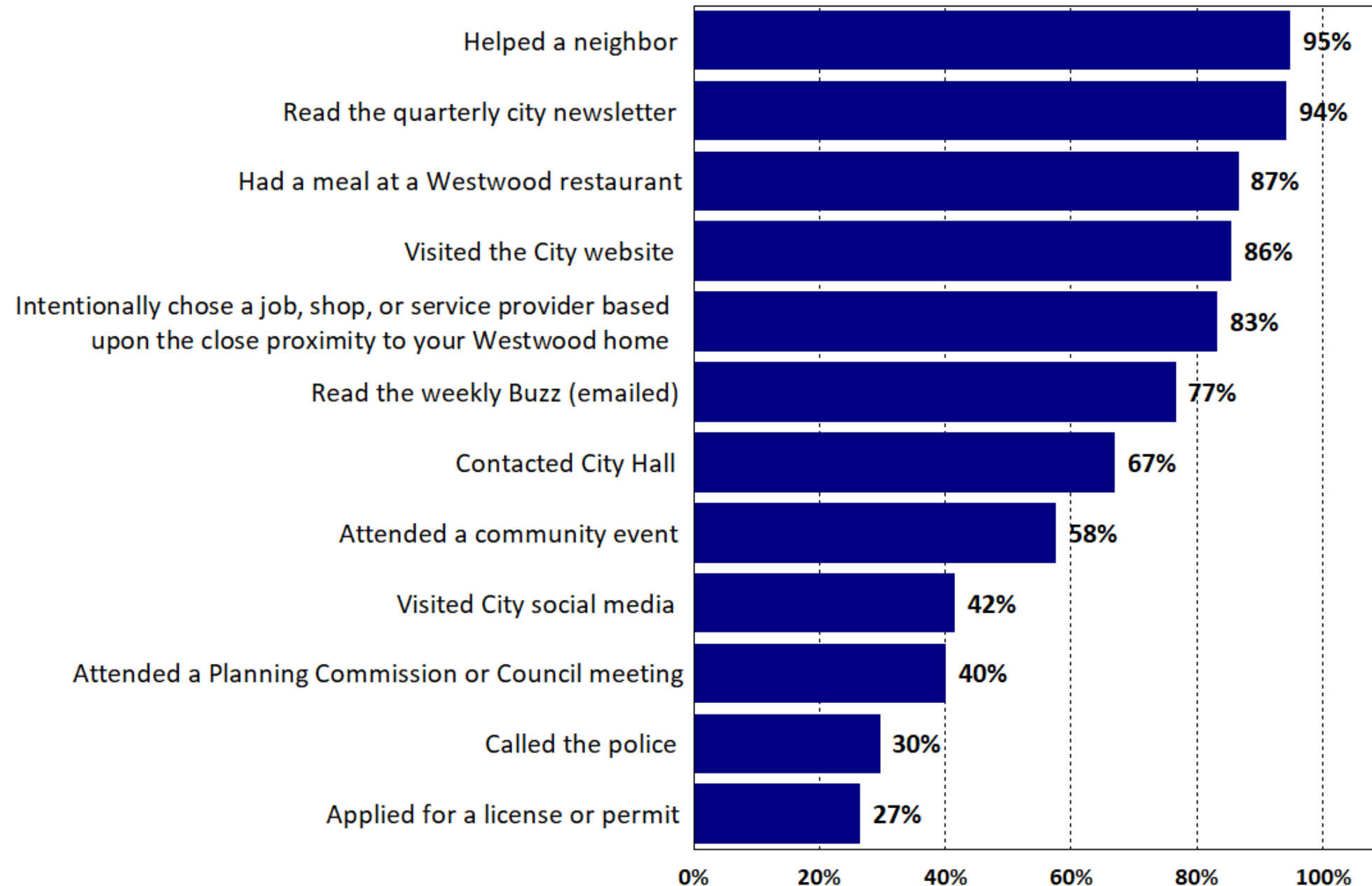
Q5. How Likely Respondents Would Be to Participate/Use Potential Programs or Services

by percentage of respondents (excluding "don't know")



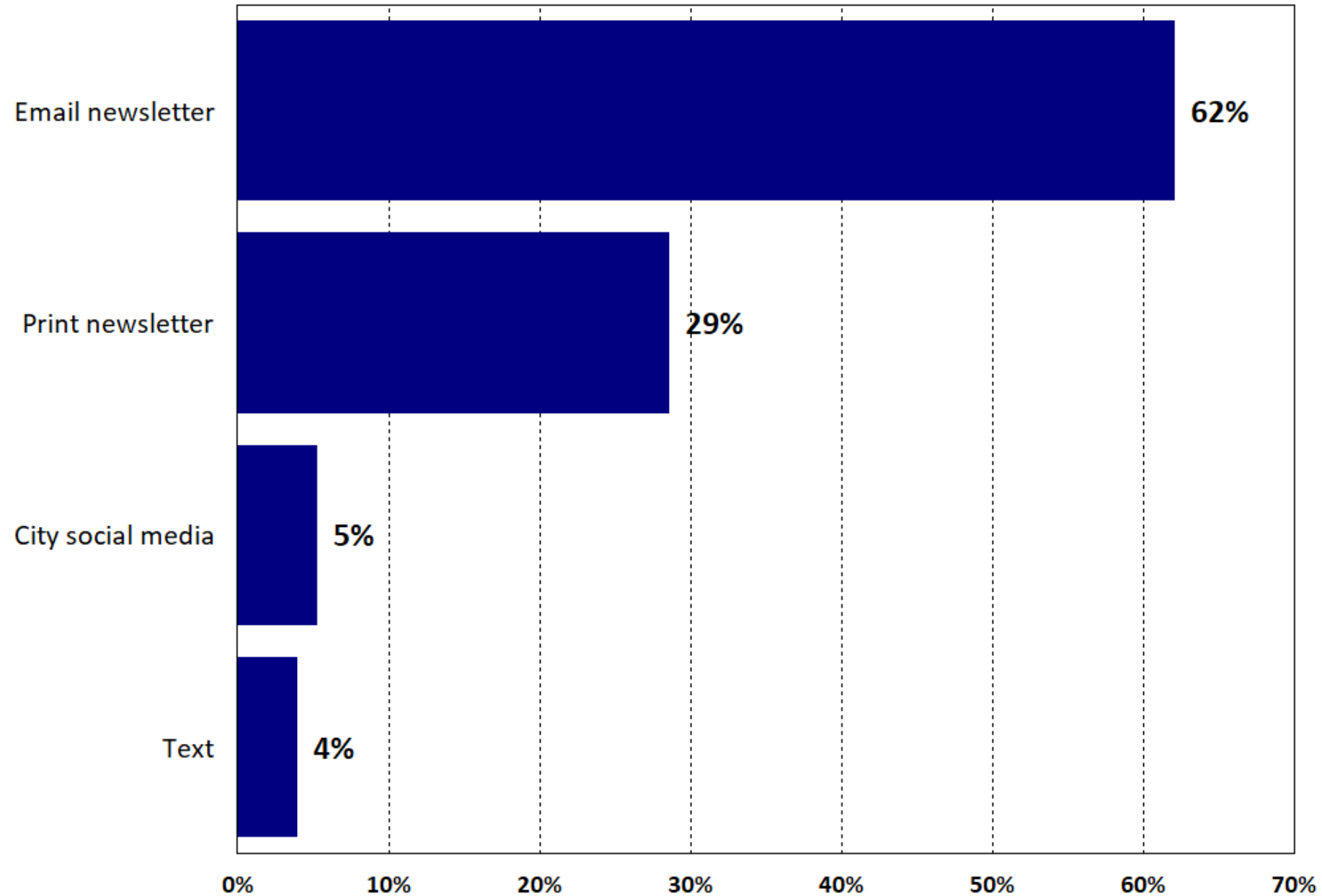
Q7. In the past year, have you/your household done any of the following?

by percentage of respondents



Q8. What is your top preferred method of communication from the City?

by percentage of respondents



Summary

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Questions?

Thank You!!