

**2007  
PRIORITIES  
SURVEY  
RESULTS**

A stylized, grey-toned illustration of tree branches with leaves, positioned in the upper right corner of the page. The branches are curved and the leaves are simple, rounded shapes.

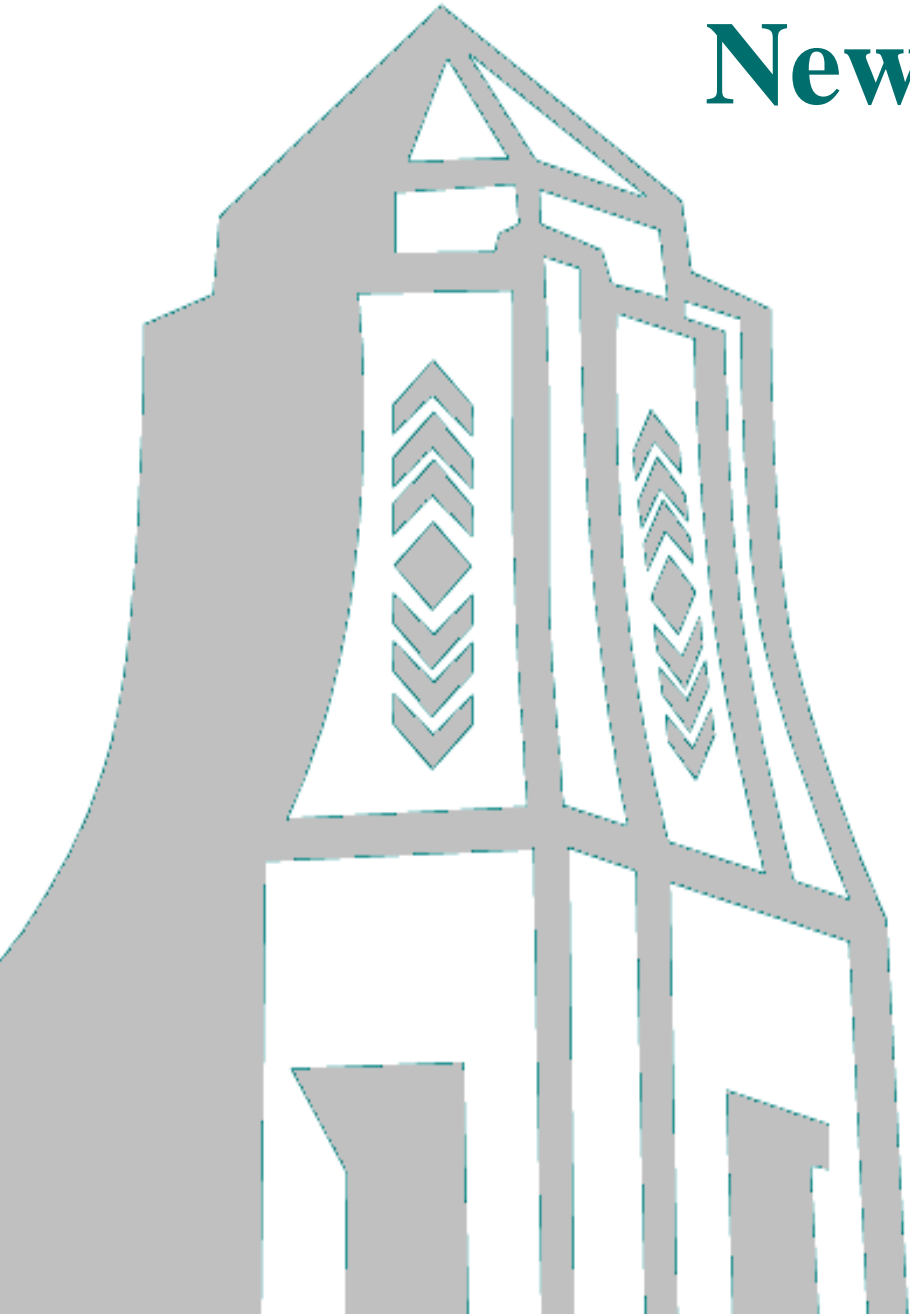
# About the Survey

- Administered since 1996
- Information source used to measure and improve services
- Sent to a random sample of 1,700 residents
- 28% response rate
- 95% confident that answers are representative of entire population



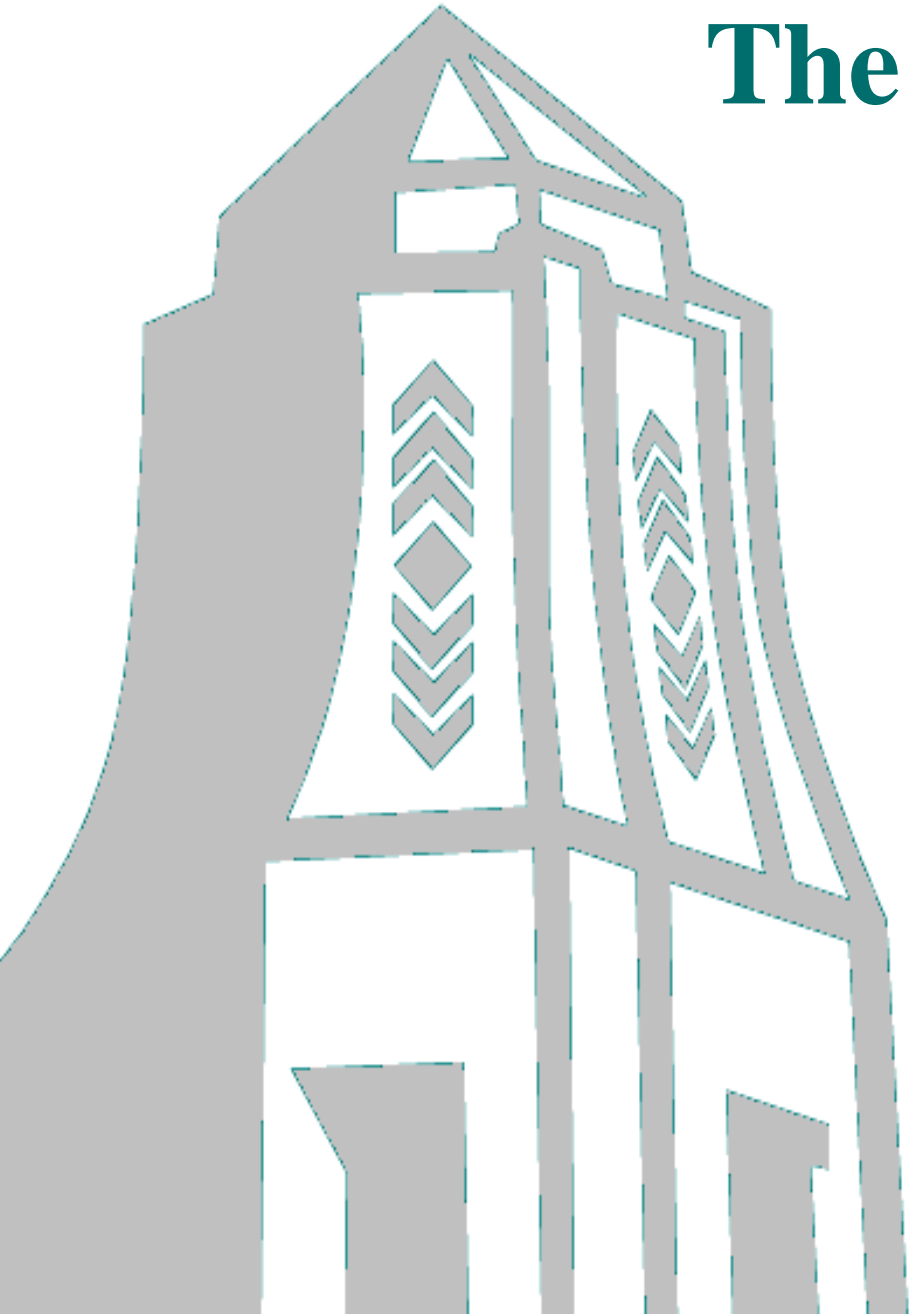
# New this year

- Internet-based format with paper alternative
- New instrument
  - Revised questions
  - Comparison to prior years difficult
- Timing
  - Spring
  - every other year



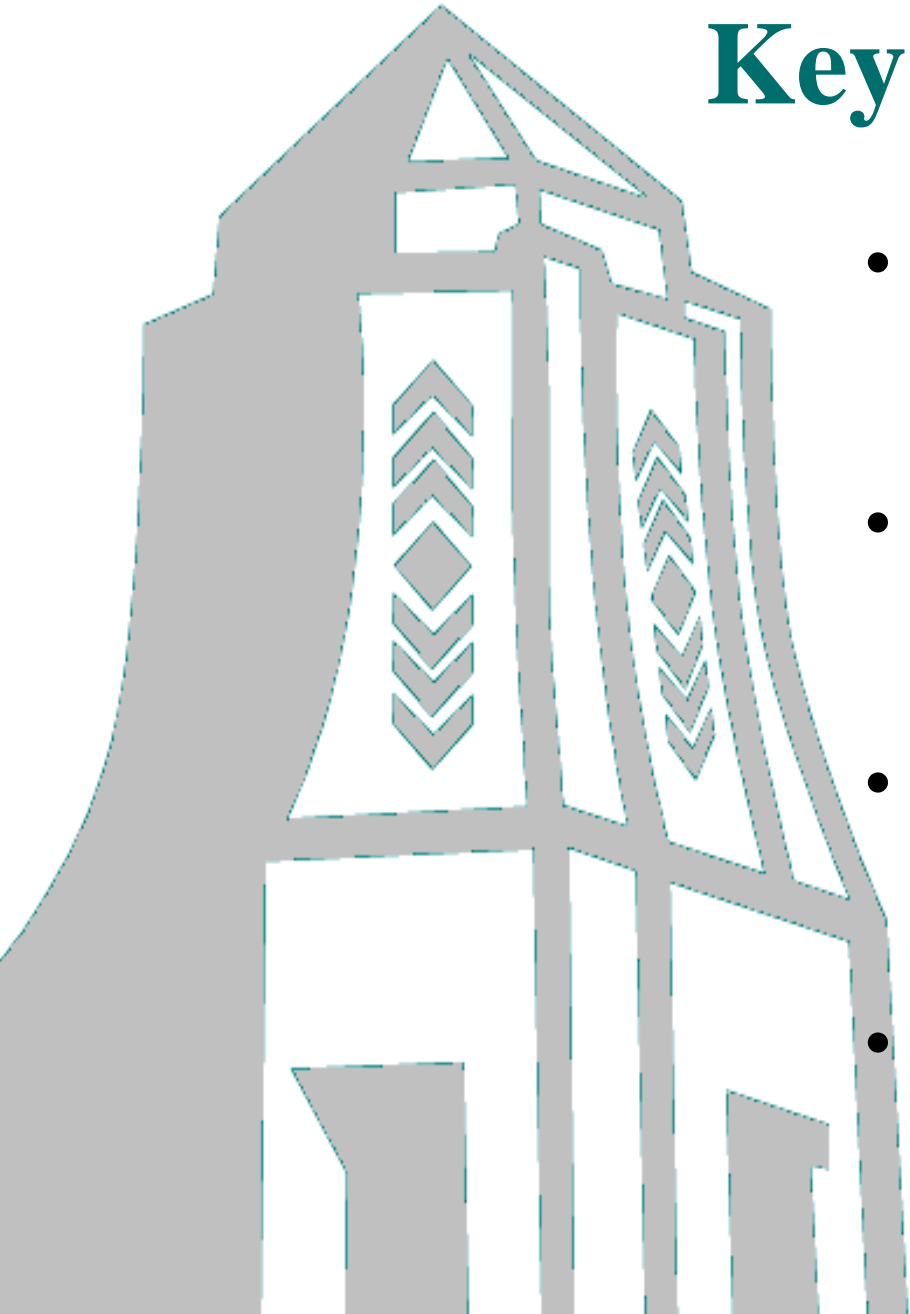
# The Respondents

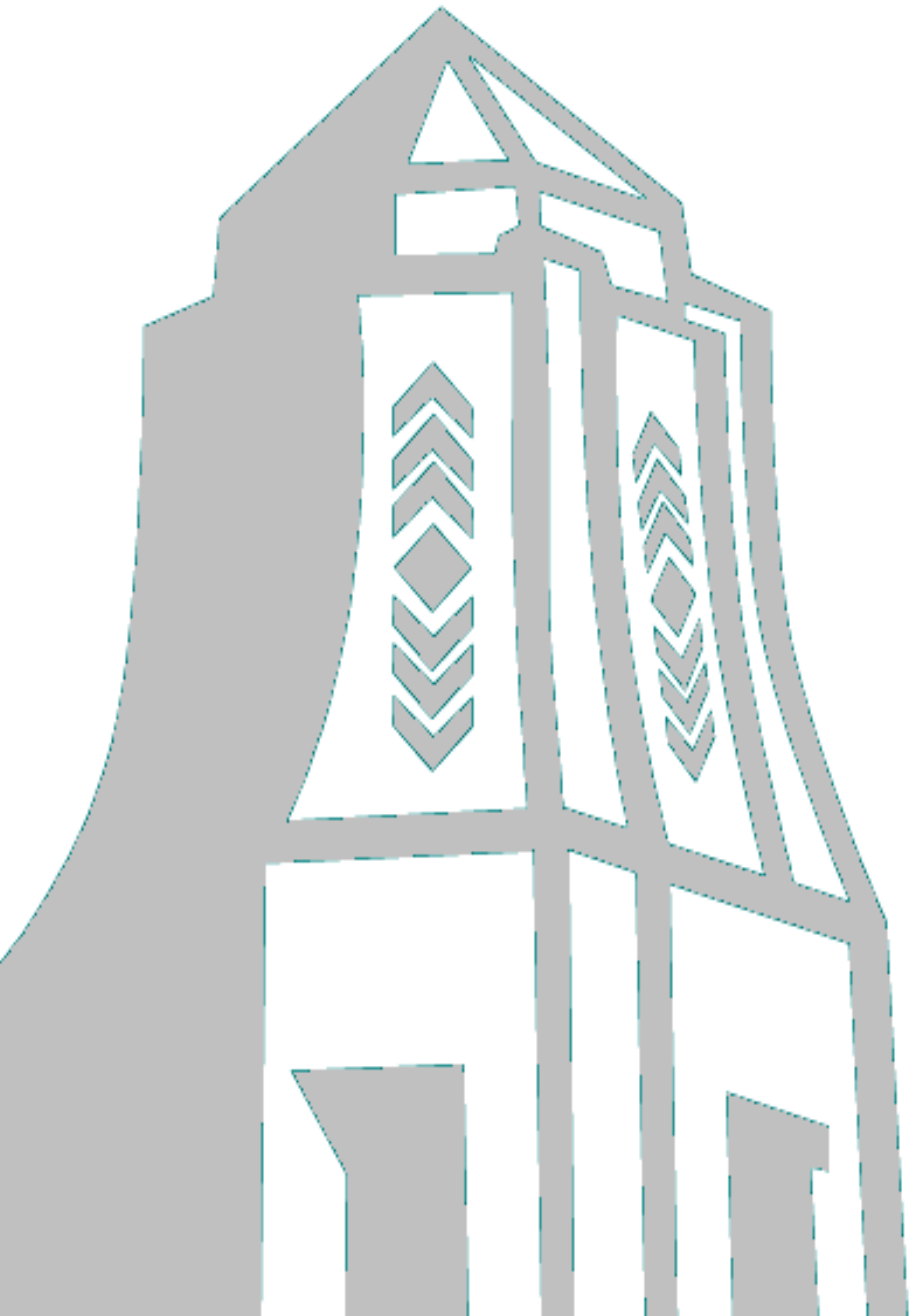
- Male/Female
  - 52% vs 48%
- College-educated
  - 86% have some
- Middle-aged
  - 47% between 40-60
- Household Income
  - 52% exceed \$90,000 annually
- Single-family homes (66%)
- 40% live here 5 years or less



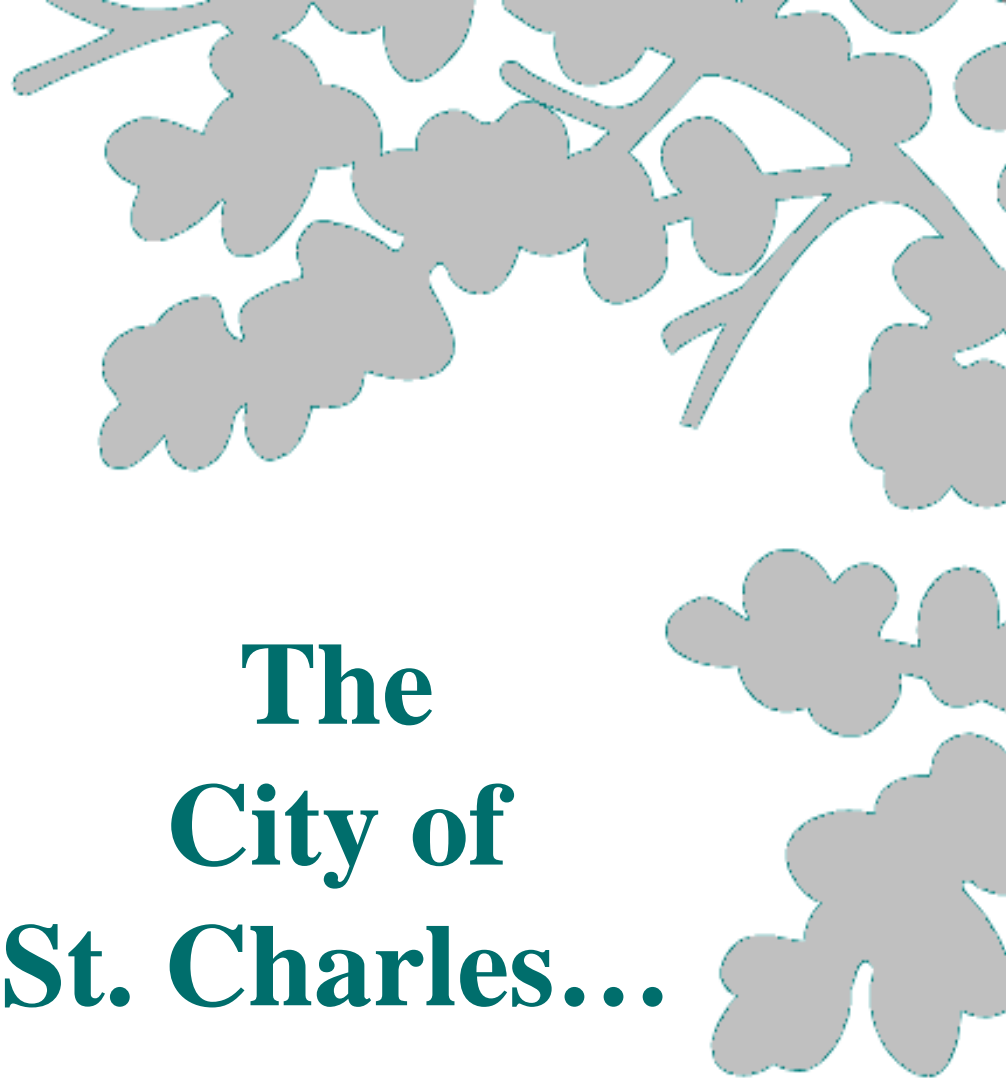
# Key Results

- Over 96% rated St. Charles “good” or “excellent” place to live.
- Only 14% believe that services are not worth the taxes they pay.
- Only 4% rated City’s communication as “poor” or “very poor.”
- 84% agree with downtown revitalization goal.

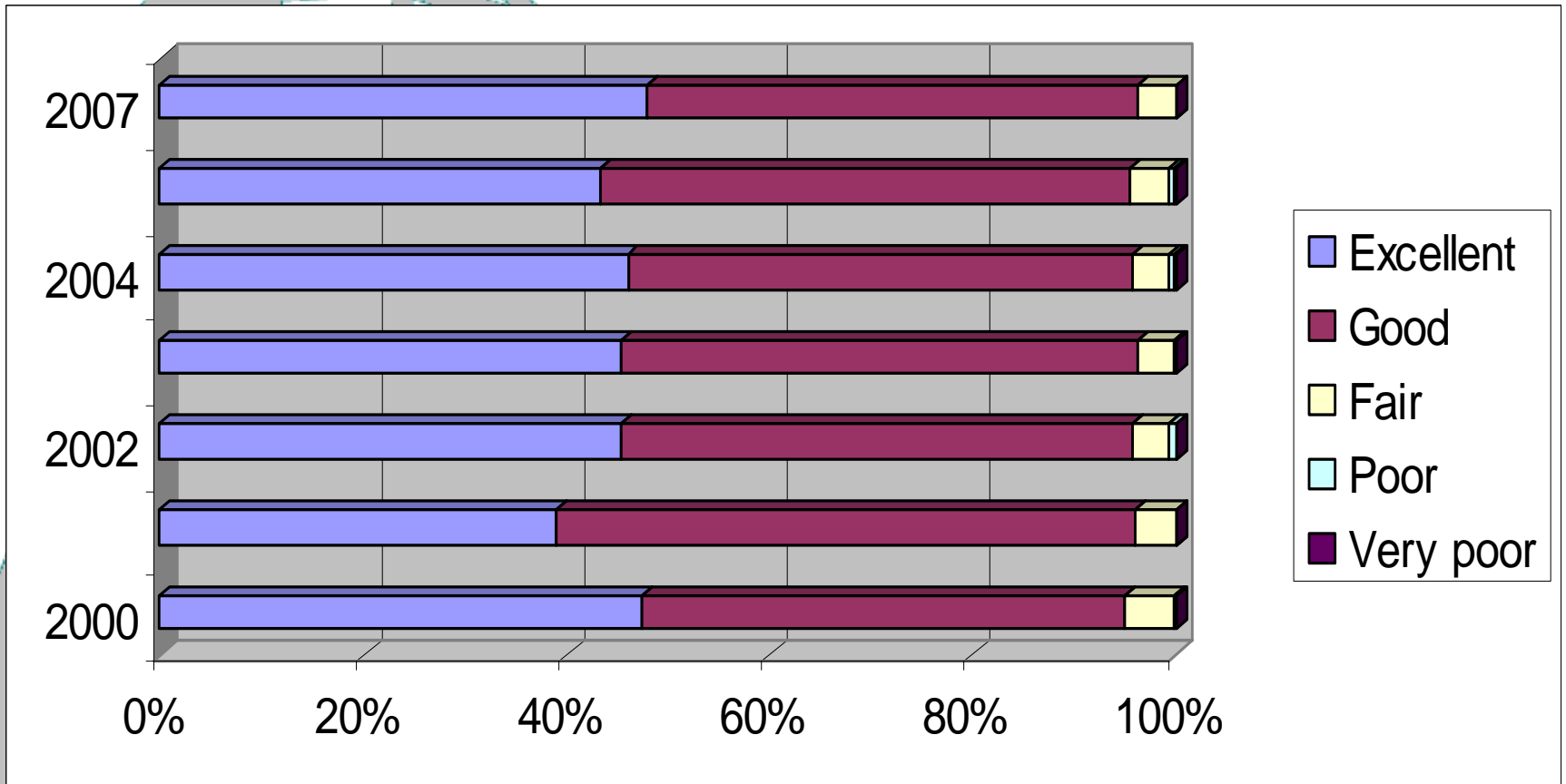




**The  
City of  
St. Charles...**

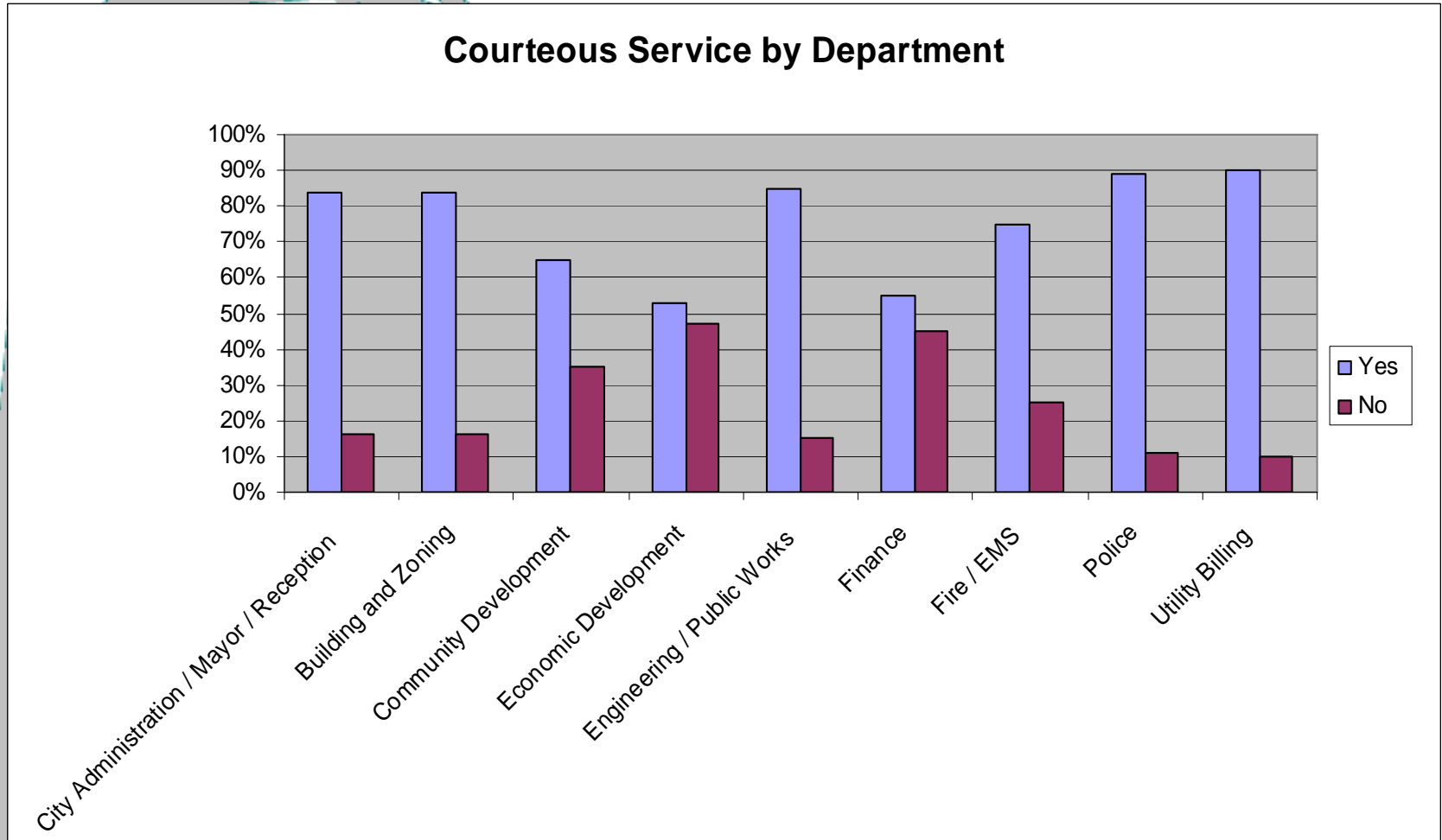


# ...is a nice place to live



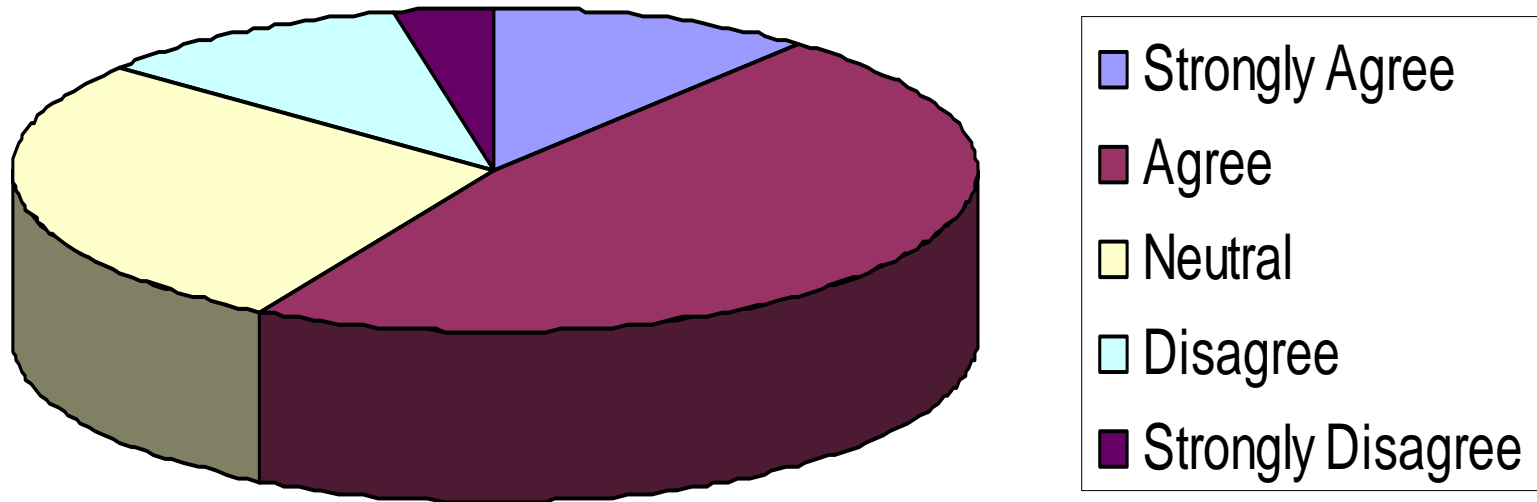
**For the first time ever, all respondents rated St. Charles as “excellent,” “good,” or “fair.”**

# ...provides courteous service



**Utility Billing and Police received the top scores in providing courteous service to customers.**

# ...represents a good value



**Approximately 60% of respondents believe the services they receive justify the taxes they pay. Another 28% were neutral on the question.**

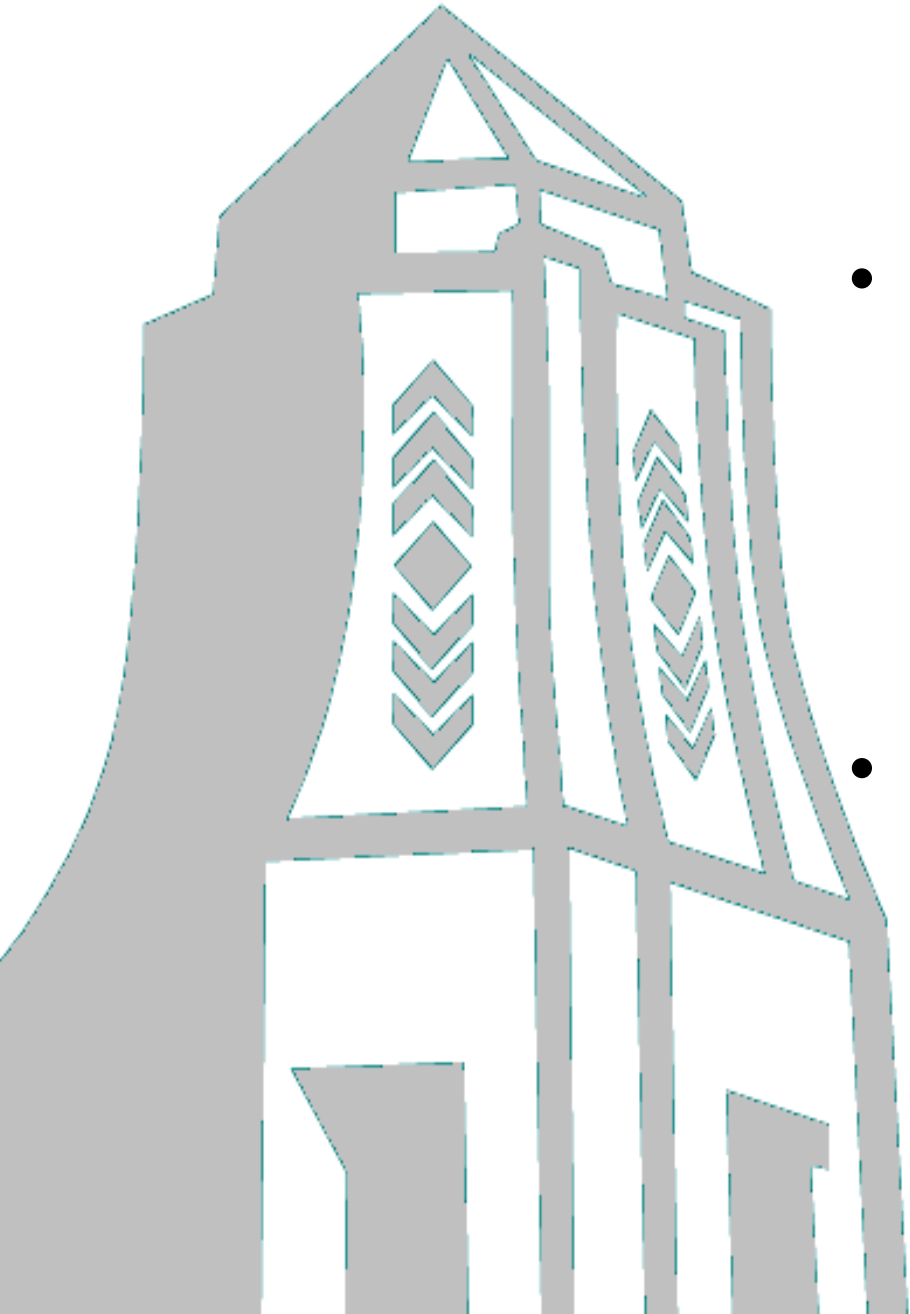


**But, as always,  
there is room to  
improve...**



# Issues of concern

- Traffic
  - 24% say worse than 5 years ago
  - 45% say circulation across river “poor” or “very poor”
  - Main Street and Randall Road rated worst.
- Development
  - Prefer businesses over homes
  - 57% say retail businesses “needed” or “greatly needed”
  - Appearance of Randall Road rated worst.



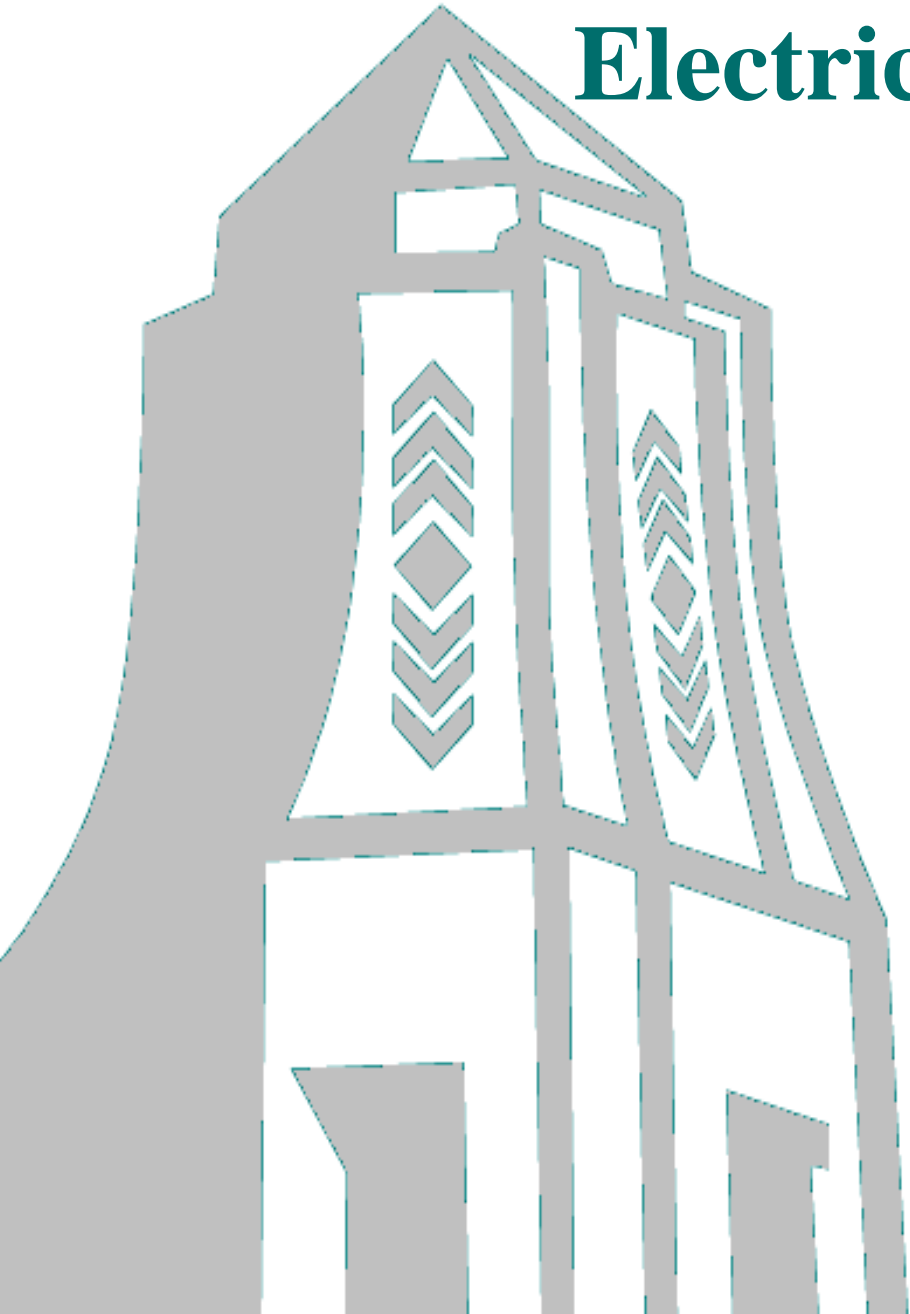


# Water Utility - Summary

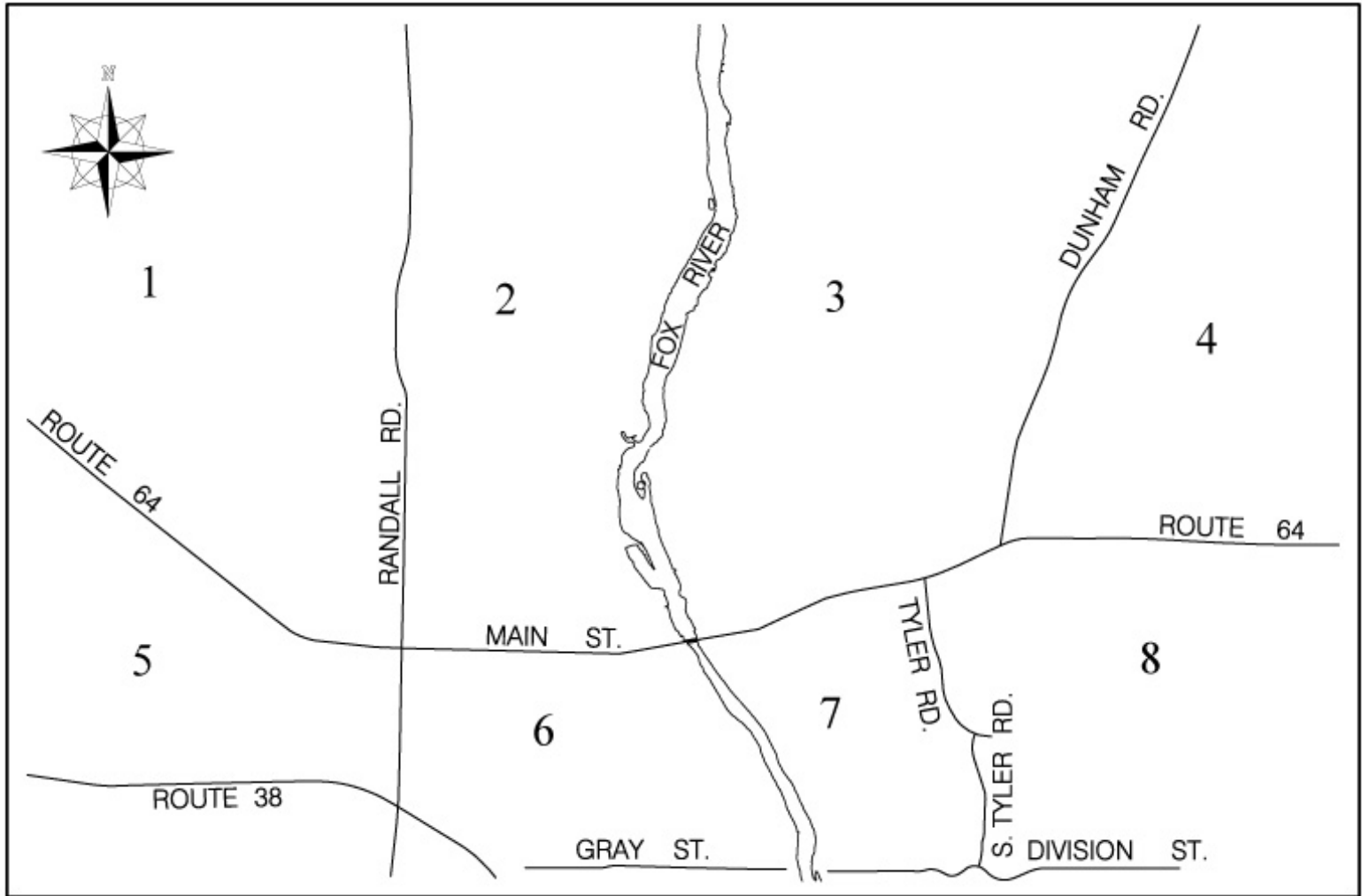
- 97% rated reliability average or better.
- 46% would like City to soften water
- 53% would pay up to \$4/month for soft water

# Electric Utility - Summary

- 96% rated reliability average or better.
- 99% rated value as average or better.
- 61% support relocation of overhead lines.

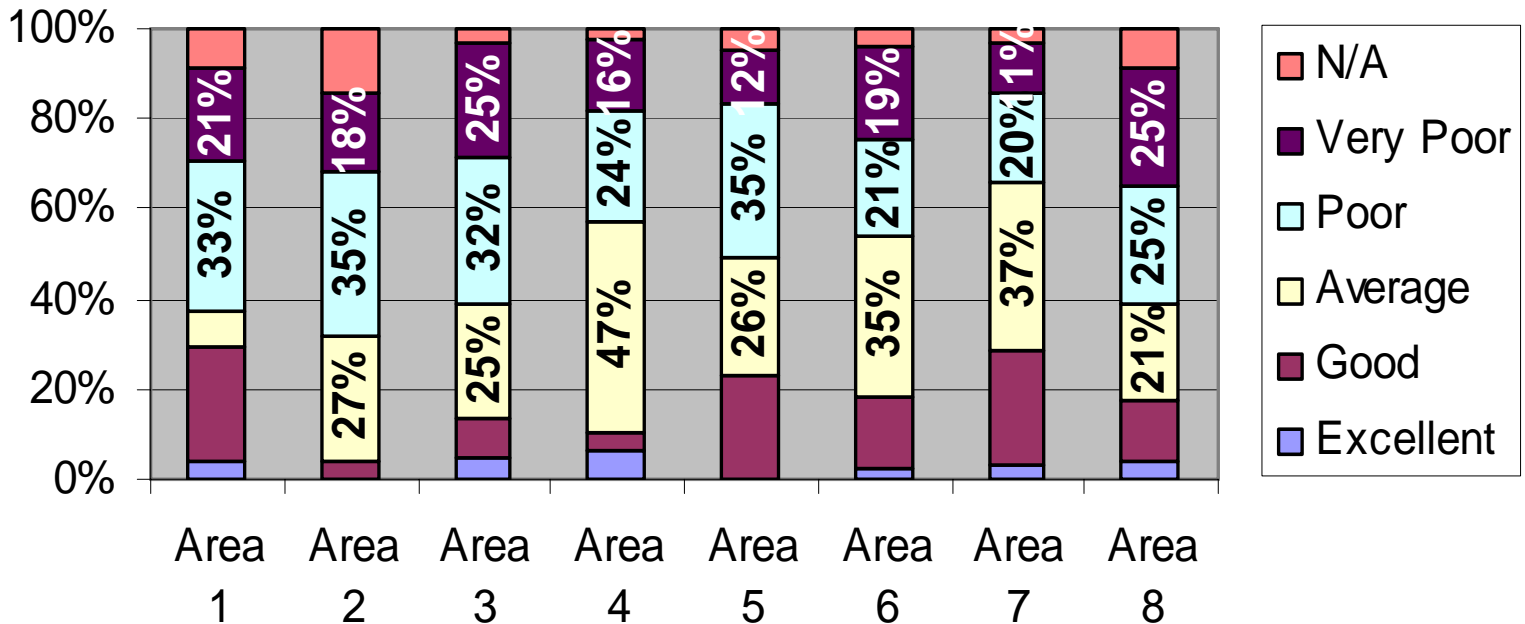


# Traffic Concerns



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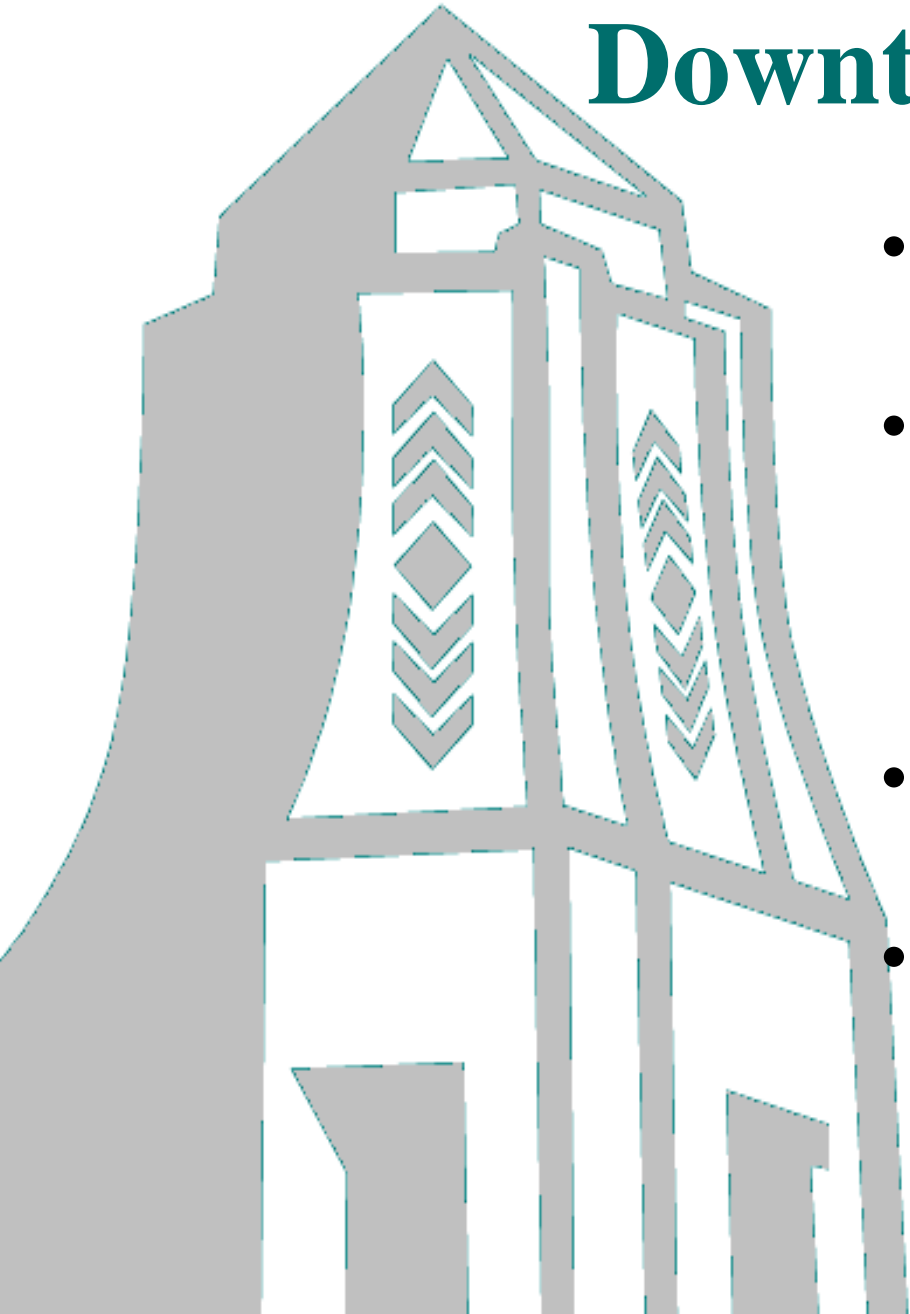
**Traffic Circulation by Residence Location  
(for trips across the Fox River)**

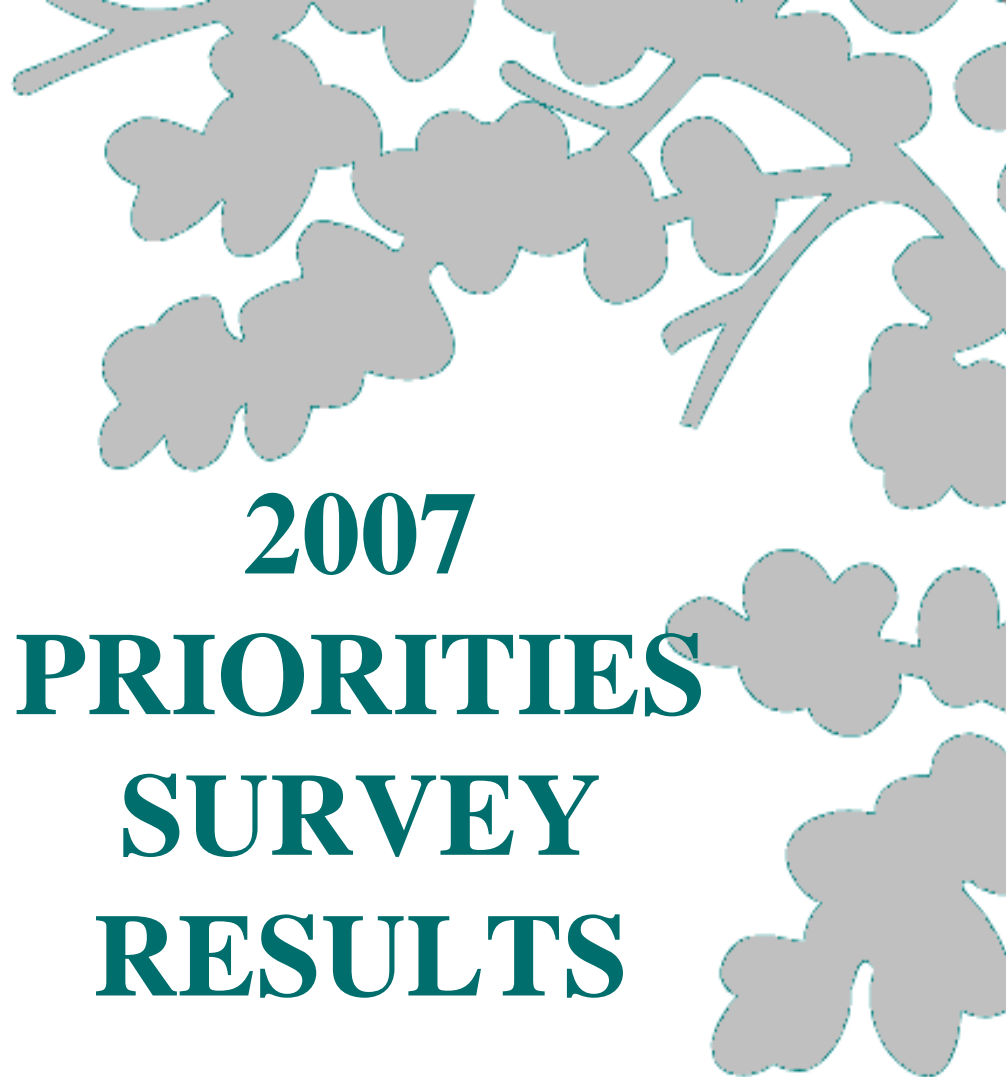
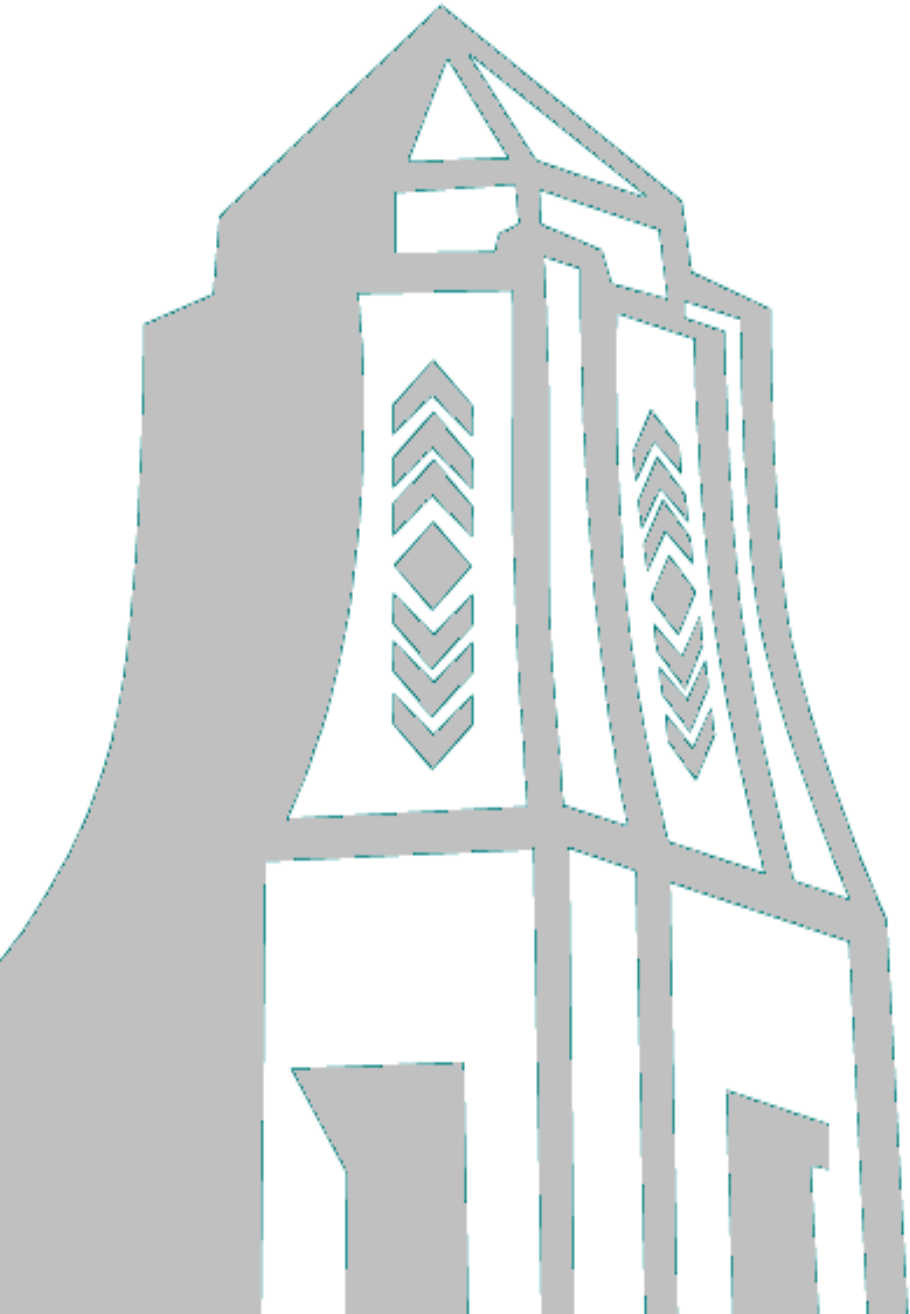


**Traffic was rated “poor” or “very poor” by more than 50% of respondents in Areas 1, 2, 3, and 8.**

# Downtown St. Charles

- 80% visit at least several times per month
- Top 3 reasons specified:
  - Dining
  - Park/Recreation
  - Library
- 57% said downtown has improved
- Want more...
  - Dining
  - Entertainment
  - Specialty Shops





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**Questions?**