

2011 Creve Coeur Resident Survey:  
A Summary Report

Submitted by  
The Warren Poll

January 9, 2012

# **2011 CREVE COEUR RESIDENT POLL: A SUMMARY REPORT**

## **Executive Summary**

*The Warren Poll* interviewed at random 615 Creve Coeur adults (i.e., 18 years and older) by phone from September 29 - October 19, 2011. The error margin for 615 randomly interviewed respondents is 3.9% at 95% confidence. The sample was weighted for age.

As expected, *The Warren Poll* found that the demographics were virtually the same as the demographical findings for the 2005 and 2008 resident surveys. That is, Creve Coeur continues to have a very stable, affluent citizenry with a majority of residents (64.7%) reporting that they have lived in Creve Coeur over 10 years, with 39.5% saying over 20 years. Creve Coeur reported gross family incomes continue to increase at a healthy pace, despite the downturn in our nation's economy. Only 9.8% of residents reported a yearly gross family income of below \$50,000, while 63.2% of Creve Coeur citizens reported gross family incomes above \$100,000 with 31.2% reporting their family incomes above \$150,000, well above the national medium household income of \$50, 221 (2012 U.S. census). Residents were also found to be slightly older with proportionately more females than males. In *The Warren Poll's* 2008 survey of Creve Coeur residents, 64% of the respondents reported living in one to two member households, while in this 2011 study only 47.5% were found to live in one to two member households, representing a dramatic increase in the number of larger member household units, reflecting a national trend in the increased percentage of larger member households due to factors related mostly to a declining economy.

As reported in the 2005 and 2008 survey reports, one reason people decide to live in Creve Coeur for such a long time is because they believe that Creve Coeur is simply a very nice place to live; 98.3% rating Creve Coeur as a "good" to "excellent" place to live. Virtually the same high percentages were found in the 2005 and 2008 surveys. Residents continue to express high satisfaction with the overall quality of city services with 93.1% ranking the quality of city services as "good" to excellent". Additionally, 91.1% of Creve Coeur residents rated their treatment by city employees as "good" to "excellent", down slightly from the 93% rating city employees received in 2008.

In this survey, as well as in the 2008 survey, 10 specific city services were ranked. All services received quite positive ratings by residents with "police services" again topping the "excellent" ranking with an impressive 58.7% "excellent" rating (90.7% "good" to "excellent" score). Most city services ranked quite high with "good" to "excellent" ratings around 90%. However, "building permits and inspections" still ranked the lowest with only a 13% "excellent" rating, although its "good" ranking was 51.4%.

Other questions regarding police make it clear why "police services" continue to receive rave reviews by residents. Survey findings disclose that residents feel quite safe to walk alone in their neighborhoods during the day or at night. If residents have had contact with the police, 91.2% rated the quality of their contact with police as "good" to "excellent". Also, if residents had contact with police dispatchers, the vast majority felt that police dispatchers were "courteous" to "very courteous". Residents were quite split over the use of red light cameras at Creve Coeur intersections with only a slight plurality (45%) not favoring their use, while 41.6% favored their use.

The city's newsletter continued to receive very positive reviews from the citizenry with 92.9% of the citizens rating the newsletter as "good" to "excellent". The vast majority of residents, 82.2% say they read the newsletter "every month", while only a small percentage, 6.1%, say they "never" read it. Most residents (78.5%) say they prefer to receive the city's newsletter by mail. Residents also believe that the city is doing a "good" to "excellent" job keeping them informed about "important issues" (84%) and "city finances" (71.1%), although significantly fewer feel they are being kept informed about "city finances".

Residents continue to be very pleased with their trash and recycling pick-up service. 94.4% said they were "satisfied" to "very satisfied" with their trash service, while 96.1% noted that they were "satisfied" to "very satisfied" with their recycling service. Most residents (59.3%) now place their trash at the curb, compared to 49.7% in 2008. While a bare majority of residents (50.7%) placed their trash in the rear in 2008, only 40.7% said they do in the 2011 poll. Although the vast majority of residents (73%) knew that the city provided free rear yard trash pick-up service, only a minority of residents, when asked, felt it was "important" (16.9%) to "very important" (19.7%) for this free rear yard pick-up service to be continued.

Most residents (80.8%) said they participate in the recycling program on a "weekly" basis. Residents recollected that their trash or recycling was mostly picked up on schedule with 63.3% saying their trash or recycling was "always picked up" and another 32.4% asserting that it was only missed "1-3 times".

Regarding community development issues, 75.7% of residents felt that "the city's enforcement of exterior property maintenance" was "about right". The majority of

residents (66.6%) were "supportive" to "very supportive" of Creve Coeur annexing the large areas of land in unincorporated St. Louis County at no cost to the city. And residents were in favor of requiring occupancy permits by almost a 2 - 1 margin, 50.1% to 28.1%.

The vast majority of the Creve Coeur citizenry (83.4%) claim they have visited Creve Coeur's parks in the past two years with 38.7% saying that they have visited the city's parks more than 10 times in the past two years. Despite the fact that the city's golf course is operating at a loss and the city has to subsidize the course at an average cost of about \$186,000 annually, the plurality of residents (40.7%) are for continuing the subsidy with only 30.8% opposing the subsidy, although many residents (28.5%) are "undecided". A majority of residents (57.6%) said that they would be "likely" to "very likely" to vote for a new one-half-cent sales tax to build a new indoor recreation center.

In sum, this 2011 resident survey disclosed that residents are quite happy with Creve Coeur as a community and with the services provided by the City of Creve Coeur. Residents are also quite supportive of ways to continue to maintain current services (e.g., keep subsidizing the golf course) or to even expand services (e.g., build a new indoor recreation center) or even the borders of Creve Coeur (residents favor annexation of the land north of Creve Coeur).

## **Methodology**

*The Warren Poll* interviewed 615 Creve Coeur adults (i.e., 18 years or older) residents by phone from September 29 – October 19, 2011. The original deadline for completing the interviews was October 10<sup>th</sup>, but an additional period was given to increase the number of respondents to over 600. Given the 615 interviewed, the error

margin for this citizen survey is plus or minus 3.9% at 95% confidence. This means that, for example, if 55% of the respondents answered "yes" to a question, we could be 95% confident that no more than 58.9% answered "yes" or no less than "51.1%. This is a very respectable error margin range.

It should be noted that the computer printout reports 616 interviewed. This was caused by rounding when SPSS was programmed to weight for age to reflect the proportionate age categories for Creve Coeur, as reported in the 2010 U.S. Census. Also, any percentages in this report that do not add up perfectly to 100% or when combined with other percentages (e.g., combining "good" to "excellent" percentages) is due to rounding.

## **Demographical Characteristics Of Creve Coeur Residents**

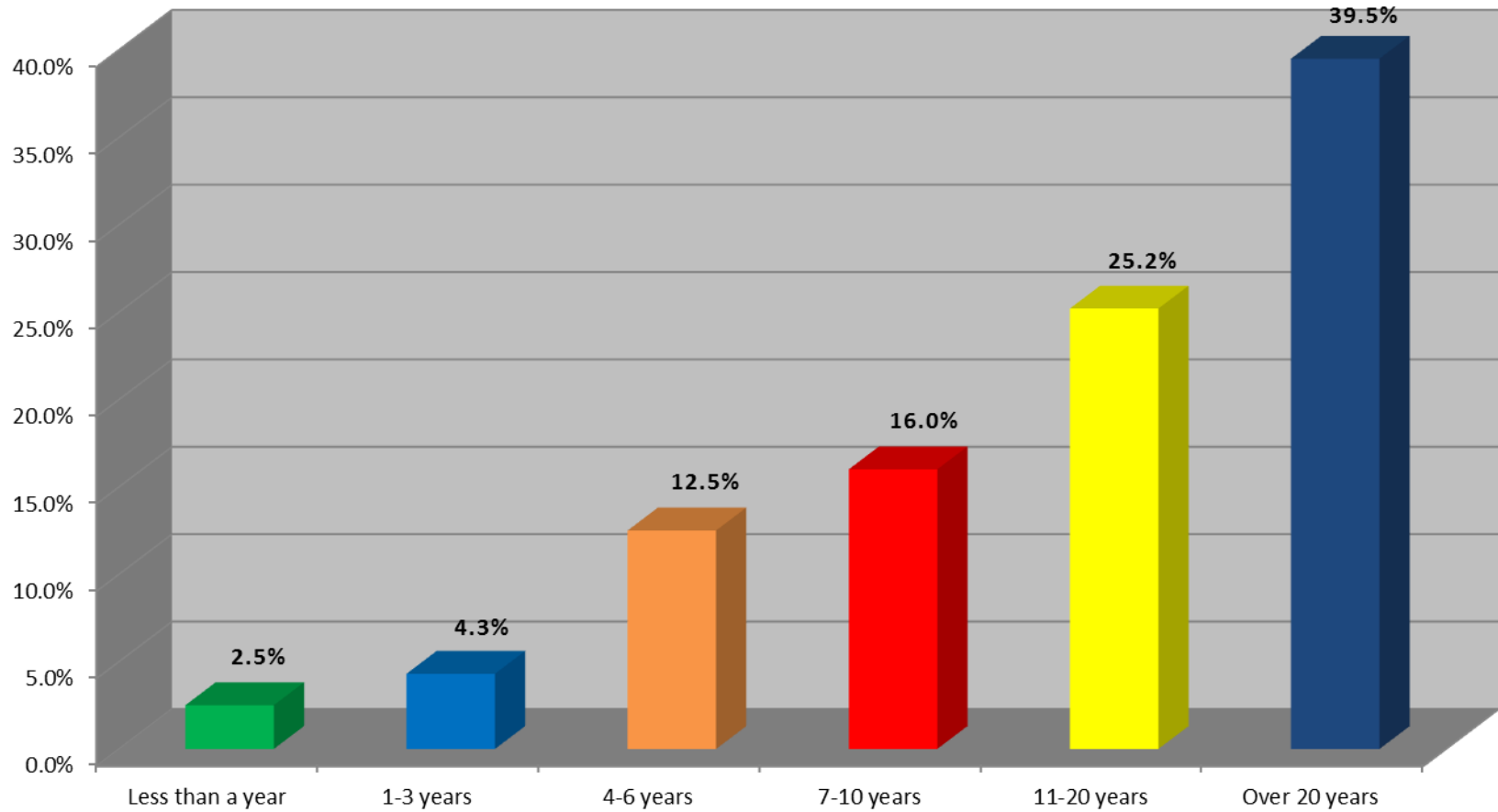
*The Warren Poll*, as expected, found Creve Coeur demographics to be virtually the same for residents as reported in the 2005 and 2008 citizen surveys. That is, Creve Coeur is a very stable, affluent community with the majority of residents reporting that they have lived in Creve Coeur more than ten years (64.7%) with 39.55% noting that they have lived in Creve Coeur more than twenty years (See Graph 1). This percentage is predictably up slightly from the 59.4% reporting living in Creve Coeur for over 10 years in 2008 and the 58.3% reporting such in 2005, indicating the aging population of the Creve Coeur citizenry.

Compared to 2010 U.S. census data averages, Creve Coeur residents were found in this 2011 poll to be slightly older, more female with close to half (47.5%) living in households with one to two people. This 47.5% figure represents a significant drop in the

number of Creve Coeur residents saying they have only one to two people living in their households. In 2005, 59.3% said they lived in households with only one to two people, while in 2008, 64.2% said they did. This increase in households with more than two people living in the household is consistent with the national trend of increasing household “family” size as worsening economic conditions (e.g., increases in cost of living; higher unemployment; greater mortgage defaults) force more children to move back home or not move out and for more elderly to live with their children. Economic forecasters predict that the average number of people living in households will continue to increase until the economic circumstances improve. City planners, economists warn, must plan for the reality that deteriorating economic conditions have caused an increase in multi-generational households (Haya El Nasser, “Increase in Household Size Could Slow Economic Recovery”, [www.usatoday.com/news/nation/2010-05-06-household\\_N.htm](http://www.usatoday.com/news/nation/2010-05-06-household_N.htm)).

Naturally, if a large percentage of residents say that they have lived in Creve Coeur for many years, we would expect to find a more elderly population. In fact, *The Warren Poll* data reveal that Creve Coeur indeed has a population with a disproportionately high percentage of older residents. In fact, *Warren Poll* interviewers had a difficult time interviewing enough younger residents to get a representative sample, reflecting age, so we had to weight the poll for age to reflect age categories properly. The problem is that many younger residents (those under 45, but especially in the under 30 age category) tend to rely exclusively on cell phones, so these younger residents were hard to reach by landline phones.

Graph 1: Years Lived in Creve Coeur





As noted in the 2005 and 2008 Creve Coeur Citizen Poll reports, newer municipalities such as St. Peters, Valley Park, or even Ballwin do not report such a high percentage of long-time residents, yet older communities such as Webster Groves, Kirkwood, and Des Peres do. For example, in recent surveys, *The Warren Poll* found that 58% of Des Peres residents and 68% of Kirkwood residents had lived in their communities for over ten years with 36% having lived in Des Peres and 52% having lived in Kirkwood for over twenty years. While in a poll conducted for Ballwin, fewer residents (32%) reported having lived in Ballwin for over twenty years.

Also, it should be noted that age percentages in this sample seem higher than what one would expect for the age categories, but remember that only adult residents were interviewed. The fact that those under eighteen years old constitute about 24% of the total population in the United States, according to the 2010 U.S. Census, means necessarily that the sampled population in citizen surveys represents an older population. This is particularly true for Creve Coeur since Creve Coeur housing is relatively expensive, making it difficult for younger adults to purchase homes or even rent in Creve Coeur. For the record, according to the 2010 U.S. Census, the medium age for Creve Coeur residents is 43.0, while the medium for St. Louis County is 40.7, for Missouri 36.1, and for the U.S., 35.3.

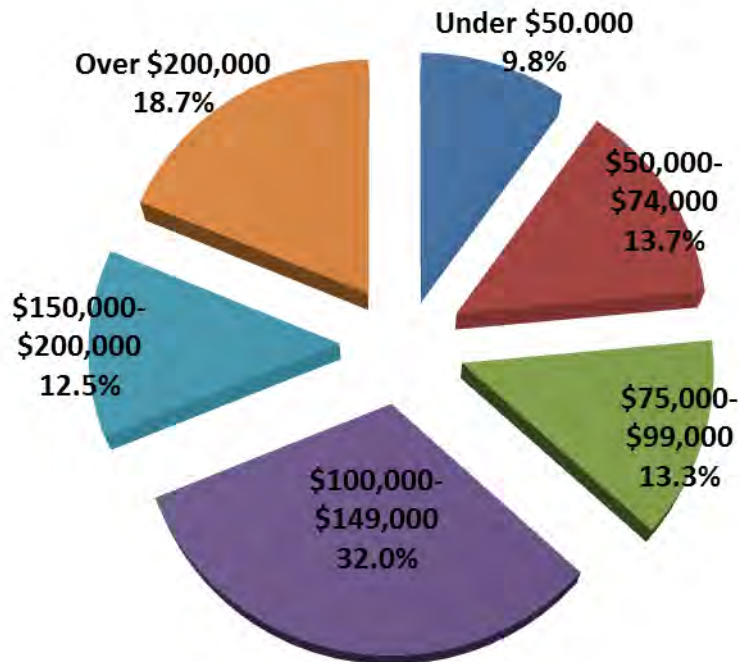
Survey findings disclose that Creve Coeur residents reported medium household incomes well above the reported medium household incomes for St. Louis County, the State of Missouri, and the United States. Close to two-thirds of the Creve Coeur residents (63.2%) reported household incomes of more than \$100,000 (up from 49.9% in the 2008 poll), while 31.1% said they have yearly household incomes topping \$150,000

(up from 26.6% in 2008) with 18.7% noting their household incomes exceed \$200,000 per year (up from 14.8% from 2008). Only 9.8% reported yearly household incomes below \$50,000 (down from 13.5% in the 2008 poll). (See Graph 2) According to 2010 U.S. Census data, medium household income in Creve Coeur is \$91,642, which is consistent with the household income data reported by Creve Coeur respondents in this survey. To benchmark, according to 2010 U.S. Census statistics, the medium household income for St. Louis County is \$56,939, \$45,149 for the State of Missouri, and \$50,221 for the United States.

### **Poll Finds Residents Very Positive On Creve Coeur**

In the previous section it was noted that 39.5% of Creve Coeur residents told *Warren Poll* interviewers that they have lived in Creve Coeur for more than 20 years. The obvious reason for this remarkably high percentage is apparently due to the fact that Creve Coeur citizens overall perceive their community as a very desirable place to live. In this 2011 survey *The Warren Poll* asked citizens: "In general, how would you rate Creve Coeur as a place to live?" Close to all respondents (98.3%) rated Creve Coeur as a "good" (35.3%) to "excellent" (62.9%) place to live. (see Graph 3) This combined average is up slightly from the 2008 poll which recorded a 97.5% "good" to "excellent" percentage. Residents also gave rave reviews to the "quality of services provided by the City of Creve Coeur" with 93.3% rating the quality of the services as "good" (42.3%) to "excellent" (50.7%), down slightly from the 2008 combined percentage of 94.5%, although the "excellent" rating is slightly higher in the 2011 poll at 50.7% compared to 47.3% in 2008. Additionally, residents felt that city employees treat them quite well with

Graph 2: Yearly Gross Family Income



91.1% rating their treatment by city employees as "good" (55.8%) to "excellent" (35.3%), compared to the marginally better combined percentage (92.7%) given by respondents in the 2008 survey.

In sum, *Warren Poll* survey results since 2005 have shown consistently that citizens are very pleased with Creve Coeur as a community and with their city government. Certainly, this poll, as well as previous polls administered by *The Warren Poll*, have given residents ample opportunity to voice their grievances since the survey questions are neutral and the response sets are parallel in construction (i.e., perfectly balanced, e.g., from "excellent" to "poor"), yet throughout the questionnaires

implemented in 2005, 2008, and 2011 residents have consistently provided very positive feedback, although naturally their level of satisfaction has varied, depending upon the specific service being evaluated. Let's now turn to resident opinion on specific services provided by the city.

## **Resident Rankings Of The Quality Of 10 Specific City Services With 2011 Rankings Compared To 2008 Rankings**

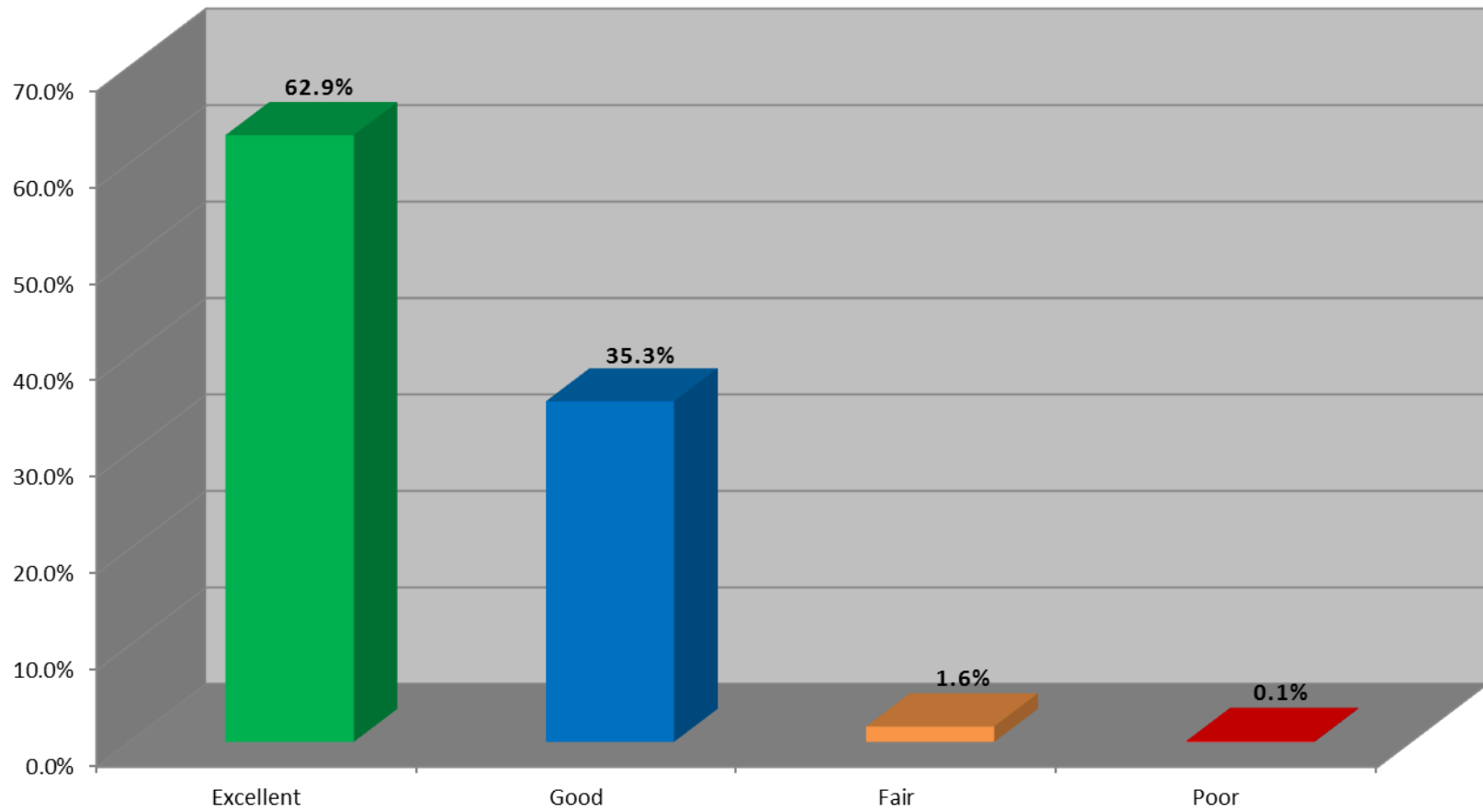
*The Warren Poll* asked residents to rank 10 specific city services both in the 2008 and 2011 citizen surveys. Parenthetically, asking the same questions in exactly the same manner from survey to survey allows for exact comparisons to be made, a real plus in survey research because exact comparisons allow clients to see where they are improving or faltering. This permits them to ask the key questions, why are we improving in, for example, these service areas, while slipping in these other areas? It should be noted that only one word was changed in the asking these 10 questions; "street maintenance" was asked in the 2008 survey, while it was changed to "street repairs" in this 2011 survey because the city wanted the question to be compared to national data where the term, "street repairs" was used.

Tables 1 and 2 show the results for both surveys. What is clear is that overall the rankings for "excellent" remained almost the same, only differing within the 3.9% error margin for all questions except for the only question that was changed. "Street repairs" drew a statistically significant more negative response than "street maintenance" with only 15.1% saying "excellent" for "street repairs", while previously in 2008 "street maintenance" received a 21.4% "excellent" rating. The different result here tends to

suggest why categories should be kept exactly the same. Pollsters know that words are very powerful and what may seem like innocent word changes can elicit very different responses from respondents. Since all other "excellent" responses to the other 9 questions remained within the statistical margin of 3.9% error for the two surveys, it appears that the word change in this one question seemed to alter the meaning of the question for Creve Coeur residents. When citizens were asked to rate the city services in this 2011 poll, evidently the word "repair" attracted a more negative response than the word "maintenance", used in the 2008 survey.

It is important to stress that all governmental services provided by the City of Creve Coeur were ranked quite well by city residents in both polls. It is also worthwhile to acknowledge that the rankings in both surveys were very consistent. That is, the top ranked services, the middle ranked services, and the bottom ranked services in both polls were ranked about the same. For example, we find that "police services" ranked #1 in the "excellent" category in both polls with "leaf vacuuming", the "city newsletter", "park maintenance", and "limb chipping" coming in 2nd to 5th place in both polls, while "snow removal", "street maintenance/repair", "municipal court", and "building permits and inspections", rounded out the bottom four rankings in both surveys. But to reiterate, the vast majority of respondents did not rank any city service negatively. In fact, especially if we combine the "good" to "excellent" ratings, we find that even the worst ranked services, "municipal court", "street repair/maintenance", and "building permits and inspections" received combined "good" to "excellent" ratings of 74.7%, 68.3%, and 60.7% respectively.

Graph 3: Creve Coeur as a Place to Live



Cross-tabulations revealed a statistically significant relationship between "street repairs" and "wards". For whatever reasons, residents in Ward 3 rated "street repairs" much more positively than those in the other three wards. While 80.1% of Ward 3 residents gave "street repairs" a "good" (56%) to "excellent" (24.1%), rating, those in wards 1,2, and 4 rated "street repairs" about the same, ranging from a "good" to "excellent" rating between 61.5% to 65.6% (see attached cross-tabs submitted with report; note: all cross-tabs discussed in this report have been submitted separately with this report). It should be emphasized that chi-square based measures of association testing for statistical significance measure basically the difference between *what is expected* and *what is observed*. When the observed count/percentage differs a lot from what would be expected by pure chance, based on mathematical probability, a statistically significant relationship is generated or noted. In this case, Wards 1, 2, and 4 observed counts were not much different than what would be expected, yet Ward 3 counts differed significantly from mere chance probabilities, since residents in Ward 3 were much more pleased with "street repairs" than those in the other wards. When this happens, the question must be posed: why did Ward 3 residents rate "street repairs" so much more positively than citizens in these other wards? Are street conditions so much better in Ward 3? Have quite visible street repairs been made recently in Ward 3, pleasing residents?

Cross-tabs also revealed that males were more likely to give "street repairs" a more positive rating than females, but only in the "excellent" rating category. While 20.9% of male residents gave "street repairs" an "excellent" rating, about half (11.3%) as many females did, although the combined "good" to "excellent" percentage given by both males and females was about the same. Nonetheless, the fact that about twice as many

males than females rated "street repairs" as "excellent", caused the SPSS program to produce a statistically significant finding.

**Table 1: Rank Ordering of Ten City Services From 2008 Citizen Poll\***

City Service	Excellent	Good	Fair	Poor
1. Police Services (1)	56.3	40.3	3.0	.4
2. City Newsletter (4)	46.2	47.4	5.7	.7
3. Limb Chipping (5)	43.6	48.9	6.0	1.5
4. Leaf Vacuuming (5)	42.7	49.8	6.2	1.3
5. Park Maintenance (2)	42.0	53.2	4.1	.8
6. Parks and Recreation (3)	39.7	54.7	5.2	.4
7. Snow Removal (7)	32.7	55.2	10.5	1.6
8. Street Maintenance (9)	22.5	60.4	13.9	3.2
9. Municipal Court (7)	18.1	69.8	7.8	4.3
10. Building Permits and Inspections (10)	13.0	51.4	22.9	12.7

**\*Ratings 1-10 reflect the “excellent” percentages for each service. Combined “excellent” and “good” ranking is shown in parentheses beside each city service.**

In the 2005 and 2008 citizen polls, “building permits and inspections” received the lowest “excellent” ratings, as it did this time. *The Warren Poll* suggested in the 2005 survey report that “city officials should ask themselves why ‘police services’ received about four times the ‘excellent’ rating than . . . ‘building permits and inspections’ . . .?”

**Table 2: Rank Ordering of Ten City Services From 2011 Citizen Poll\***

City Service	Excellent	Good	Fair	Poor
1. Police Services (4)	58.7	31.7	6.6	3.0
2. Leaf Vacuuming (5)	44.7	45.6	7.9	1.8
3. City Newsletter (3)	43.6	49.3	5.2	1.8
4. Park Maintenance (2)	42.9	51.2	4.7	1.1
5. Limb Chipping (7)	40.2	44.5	11.4	3.9
6. Parks and Recreation (1)	40.1	54.5	4.4	1.1
7. Snow Removal (6)	34.5	50.3	12.3	2.9
8. Municipal Court (8)	21.4	53.3	17.4	7.9
9. Street Repair (9)	15.1	53.2	23.7	8.0
10. Building Permits and Inspections (10)	12.0	48.7	26.3	12.9

**\*Ratings 1-10 reflect the “excellent” percentages for each service. Combined “excellent” and “good” ranking is shown in parentheses beside each city service.**



This same approximate ratio was also found in the 2008 poll, as well as in this 2011 resident survey.

In survey research approval and disapproval percentages are relative and only meaningful when compared or benchmarked with other ratings. Here we find that all city services provided by Creve Coeur receive majority approval by residents, yet “building permits and inspections” scored measurable worse than other rankings for city services. To reiterate what was said in the previous reports, *The Warren Poll* suggests that city officials should reflect on the reasons for why ratings for certain city services rank far below some other highly ranked services. In particular, city officials should reflect on why so many residents gave such a relatively low rating to “building permits and inspections”, acknowledging that about a third of the citizenry gave this service a “fair” to “poor” rating.

### **Resident Opinion Towards The City’s Trash And Recycling Services**

In the 2008 resident survey *The Warren Poll* asked residents whether they placed their trash at the curb or at the rear. About one-half said “at the rear” (50.3%), while the other half said “at the curb” (49.7%). In the 2011 survey *The Warren Poll* found that the percentage of residents saying that they put their trash at the curb increased significantly, from 49.7% to 59.3%, while obviously, those noting that they place their trash at the rear dropped from 50.3% to 40.7%.

Despite where residents placed their trash, close to all of the residents (94.4%) indicated that they were either “satisfied” (36.4%) or “very satisfied” (58.0%) with their trash service. Only a small percentage, 5.6%, said that they were either “dissatisfied”

(3.9%) or “very dissatisfied” (1.7%). This finding is almost identical to the 2008 finding where 94.6% noted that they were “satisfied” to “very satisfied”, while only 5.4% told interviewers that they were “dissatisfied” to “very dissatisfied”. (See Table 3)

Nearly the entire citizenry also expressed high satisfaction with the city’s recycling program. That is, 96.1% said they were “satisfied” (34.1%) to “very satisfied” (62%) with the city’s current recycling program, while only a tiny percentage said they were “dissatisfied” (2.6%) to “very dissatisfied” (1.3%). This lofty level of expressed satisfaction for the city’s recycling program is very similar to what was found in the 2008 poll, only the satisfaction level was actually up a little from a 93.4% “satisfied” to “very satisfied” score in 2008 to a 96.1% satisfaction score in 2011, although those residents who said they were “very satisfied” jumped dramatically from 41.9% to 62% (see Tables 3 and 4). This 20.1% increase in the “very satisfied” percentage is noteworthy since this represents a significant increase in the intensity of their satisfaction.

**Table 3: Citizen Satisfaction With Trash and Recycling Services, 2008 Survey**

	<b>Trash Service</b>	<b>Recycling</b>
Very Satisfied	51.9%	41.9%
Satisfied	42.7%	51.5%
Dissatisfied	4.4%	4.4%
Very Dissatisfied	1.0%	2.3%

**Table 4: Citizen Satisfaction With Trash and Recycling Services, 2011 Survey**

	<b>Trash Service</b>	<b>Recycling</b>
Very Satisfied	58.0%	62.0%
Satisfied	36.4%	34.1%
Dissatisfied	3.9%	2.6%
Very Dissatisfied	1.7%	1.3%

Cross-tabs showed that satisfaction with trash pick-up varied by ward to a statistically significant extent. Overall, those living in Ward 1 were most content with their trash pick-up service with 66.2% giving their current trash pick-up service an "excellent" rating, compared to 55.9% for Ward 2, 58.3% for Ward 3, and 57.6% for Ward 4. Ward 1 residents gave an impressive 98.6% "good" to "excellent" score to their trash pick-up service, not too much higher than the 97.7% found in Ward 3, but notably higher than the 91.3% and 91.8% percentages found in Wards 2 and 4 respectively, although certainly the level of satisfaction, as noted, was high in all wards. Cross-tabs showed no significant difference by wards for citizen satisfaction with recycling. In fact, the expressed satisfaction rate was remarkably similar from ward to ward.

As one would expect, statistically significant relationships were found between the number of times residents noted that their trash or recycling was not picked up and their satisfaction with the trash and recycling service. A perfect pattern was found. That is, the more times the trash or recycling was not picked up, the greater the expressed dissatisfaction. For example, while 62.9% of the residents, who noted that their trash and recycling was "always picked up", said that they were "very satisfied" with their trash service, it dipped to 52.8% for those who claimed that their trash or recycling was not picked up 1-3 times and to only 27.3% for those saying their trash was not picked up 4-6 times (note: there were not enough respondents in the missed 7-9 times category to draw any statistical conclusions).

*The Warren Poll* also asked several other questions related to trash and recycling. The first question was: "Are you aware that rear yard trash pick-up is currently available to all family homes at no fee?" While the vast majority of residents (73%) said "yes", still

a large percentage (27%) said "no". Evidently, the city needs to advertise this rear yard trash pick-up service. It also might explain to some extent why so many residents are putting their trash at the curb, as was noted earlier. There was no significant relationship for this question found by ward.

It was previously noted that 9.6% more residents say they place their trash at the curb than they did in our 2008 citizen poll, increasing the gap to roughly a 40/60 ratio between rear versus curb pick-up service. It was also made clear that those residents who have rear yard trash service express greater satisfaction with their trash service than residents who place their trash at the curb, yet trash service pick-up overall is given very positive reviews by almost all citizens, so the difference in satisfaction levels are not that meaningful. So when residents were asked, "Knowing that rear yard trash service is more costly than curb side trash service and that the city may not be able to continue free rear trash service indefinitely, how important is it to you that free rear yard trash service is continued?", it was not surprising to see that the majority of residents (63.3%) said that it was either "unimportant" (30.5%) or "very unimportant" (32.8%) to them for the city to retain free rear yard trash service, while just over one third, 36.6%, felt it was "important" (19.7%) to "very important" (16.9%) to keep the service. However, as expected, cross-tabs disclosed that residents, who now use rear trash pick-up, are much more likely to say that it is either "very important" (35.7%) or "important" (27.4%) that this free rear yard service is continued. This compares to only 8.6% saying "very important" and 10.4% saying "important" for those who now place their trash at the curb. Thus, the city can expect to encounter complaints from those that now use rear yard trash pick-up if the city in the future decides to discontinue this service. But keep in mind that

only about 40% of residents presently use rear yard pick-up service and only about a third of them hold that the continuation of rear yard trash service is "very important" to them or only about 13% of the Creve Coeur citizenry.

Poll data reveal that resident preference for using rear yard or curbside trash service differs significantly by ward. An easy to remember perfect pattern emerges. That is, the higher the ward number, the more residents use curbside pick-up service. (see Table 5)

**Table 5: Percent of Residents Saying They Use Rear Yard or Curbside Trash Pick-Up Service by Ward**

<b>Ward Number</b>	<b>Rear Yard</b>	<b>Curbside</b>
One	55.3%	44.7%
Two	44.4%	55.6%
Three	38.1%	61.9%
Four	28.7%	71.3%

The significance of this finding for city planners is this. Since cross-tabs have disclosed that residents who now have rear yard pick-up service are the ones most adamant about the city continuing free rear yard trash service, the city can expect to encounter the most resistance to any future plans for doing away with free rear yard trash service from residents living in Wards 1 and 2 and the least resistance from those residents living in Wards 3 and 4, especially Ward 4, although the majority in every ward was not found to cherish holding on to the free rear yard trash pick-up service since the majority in each said continuing the free rear yard trash pick-up service was "unimportant" to "very unimportant".

Residents were asked to tell interviewers how often they participate in the curbside recycling program. The vast majority of residents, 80.8%, noted that they participate in curbside recycling "weekly", another 13.4% said "every other week", while 5.8% said "monthly". Clearly, the Creve Coeur citizenry make great use of the curbside recycling program, especially since they consider the program quite reliable. When residents were asked "how many times, if ever, their trash or recycling was not picked up in the past year", close to all of the residents (95.7%) claimed that their trash or recycling was "always picked up (63.3%) or was missed only "1-3 times" (32.4%) with only a tiny percentage recollecting that their trash or recycling pick-up was missed more than 3 times. Cross-tabs disclosed that 75% of the citizens in Ward 1 claimed that their trash or recycling was "always picked up", while the percentage was not as high for Ward 2 (61.4%), Ward 3 (60.6%), or Ward 4 (58.1%). The city should try to understand why a significantly greater percentage of respondents (14% - 17% more) from Ward 1 felt that their trash or recycling was "always picked up", compared to respondents in the other three wards.

### **Citizen Opinion Regarding City Communications**

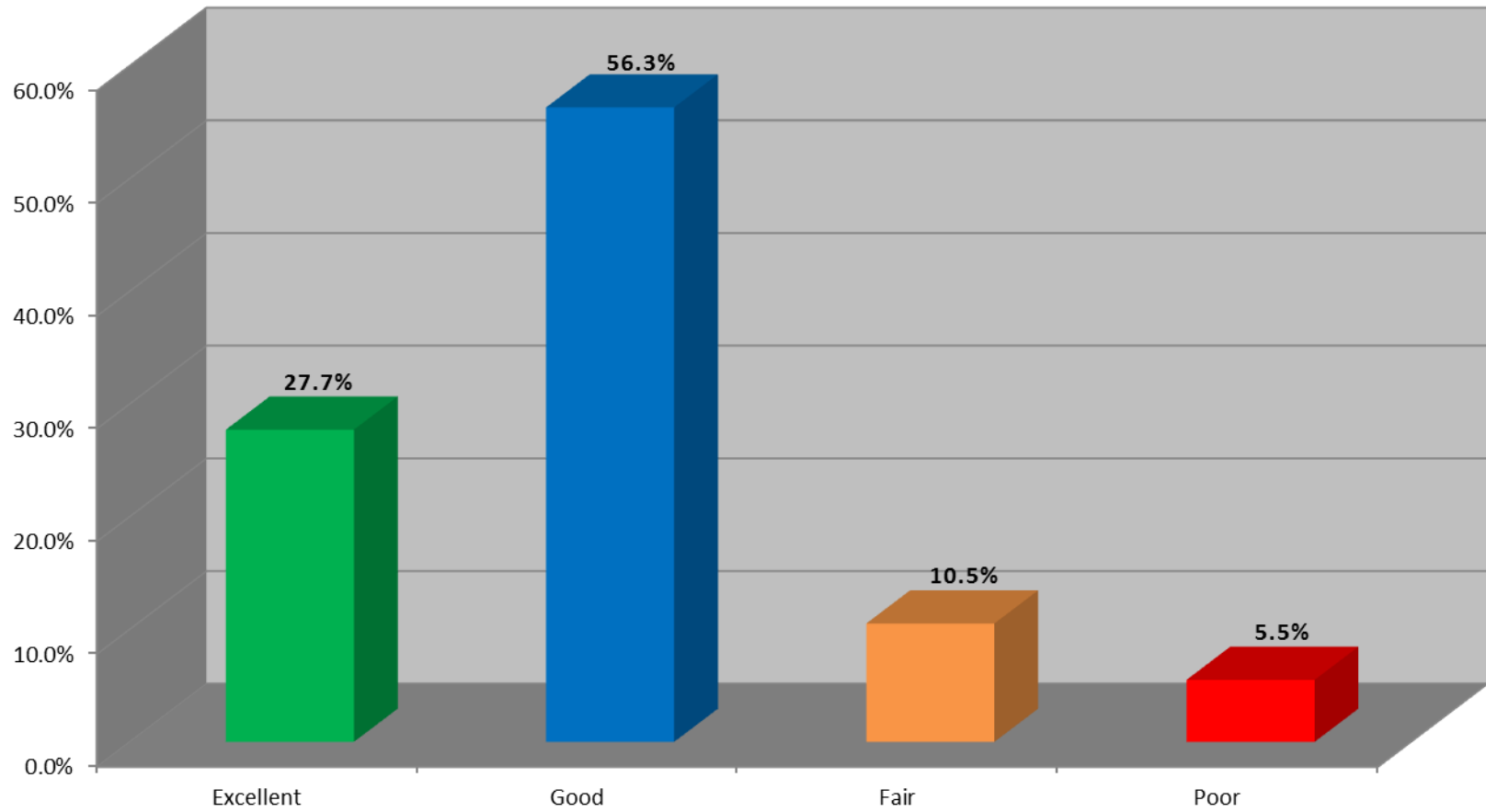
As with *Warren Poll* results from the 2005 and 2008 citizen surveys, the 2011 findings convey that residents believe that the city does a very laudable job in keeping them informed. In response to the question, "How would you rate the job the city is doing in keeping residents informed about important issues?", 84.0% gave the city a "good" (56.3%) to "excellent" (27.7%) rating with only a small percentage giving the city a "fair" (10.5%) to "poor" (5.5%) ranking. These percentages are almost identical to

the percentages found in 2008 where 84.9% gave the city a "good" (52.9%) to "excellent" (31.9%) ranking with 12.4% saying "fair" and 2.7% saying "poor". (See Graph 4)

However, a noticeably smaller percentage of residents felt that city did as well in keeping them "informed about the city's finances". Regarding the job the city is doing keeping residents informed about the city's finances, just 20.4% answered "excellent", 50.7% said "good", 21.9% replied "fair", while 7% said "poor". (See Graph 5)

Regarding the findings pertaining to how well residents think the city is doing in keeping them informed, a predictable and somewhat amusing finding is disclosed when residents were asked about how often they read the city's newsletter. A very high percentage of residents, 82.2%, claimed that they read the city newsletter "every month", 11.8% said they read it "a few times a year", while 6.1% asserted that they "never" read it. However, cross-tabs make clear that the very residents who read the city's newspaper the least tend to be the very ones who say that the city is not doing as well in keeping residents informed "about important issues" and "the city's finances", compared to the residents who tend to read the newsletter the most. To elaborate, while 30.8% of those who read the city newsletter "every month" believe the city is doing an "excellent" job in keeping residents informed "about important issues", only 19.4% of those that read the newsletter "a few times a year" do, while just 2.8% of those who say "never" do. Further, while only 5.1% of residents reading the newsletter "every month" feel the city is doing a "poor" job keeping them informed "about important issues", over three times more citizens, 16.7%, who claim that they "never" read the newsletter say the city is doing a "poor" job keeping residents informed "about important issues".

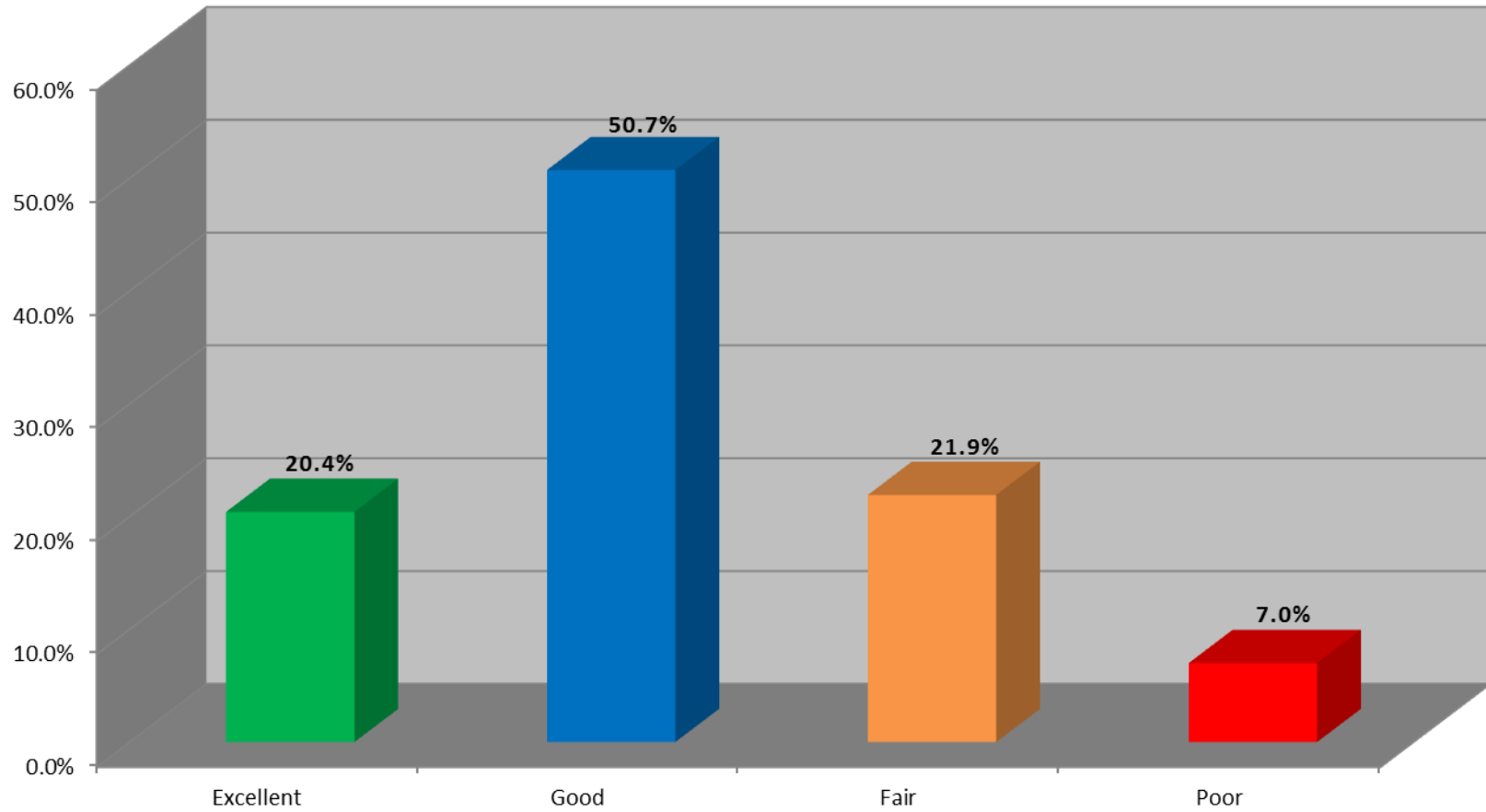
Graph 4: Rate Job The City is Doing Keeping Residents Informed





Naturally, cross-tabs disclosed similar association between the extent to which citizens read the newsletter and their ratings of how well they believe the city is doing in keeping them informed about the "city's finances". 22.5% of the residents who said that they read the newsletter "every month" gave the city an "excellent" score on keeping residents informed about "city finances", but this "excellent" rating dropped to 15.7% for respondents who said they read the newsletter "only a few times a year", and dropping sharply to only 2.6% for the "never" respondents. And while only 5.2% of the citizenry that reported reading the newsletter "every month" gave the city a "poor" rating regarding how well they keep residents informed about the "city's finances", over four times that percentage, 23.7%, of those citizens who "never" read the newsletter gave the city a "poor" rating. Of course, as a college professor writing this report, I can relate to this ironic finding because students, who tend to complain the most about not being informed enough about the subject matter to perform well on exams, are normally the very ones who do not read the materials. Likewise, an equally unfair criticism is being waged by certain citizens against the city for not keeping them informed "about important issues" and the "city's finances", even though many of these residents are the ones who report that they "never" read the city's newsletter. In sum, *The Warren Poll* found in this study that there is a very strong statistically significant relationship between the extent to which residents read the newsletter and their perception of how well the city keeps them informed. The more frequently citizens read the city's newsletter, the more they believe the city is doing an "excellent" job in keeping them informed, the less frequently they read the newsletter, the more they think the city is doing a "poor" job in keeping them informed.

Graph 5: Rate City Keeping Residents Informed About City Finances



It is worth noting also that older residents and residents who have lived in Creve Coeur for a longer period of time were more likely to read the city's newsletter more often than newer residents. For example, while 43.8% of residents living in Creve Coeur for less than a year said that they "never" read the newsletter and 53.8% of those living in Creve Coeur between "1-3 years" "never" read the newsletter, only 4.5% of those living in Creve Coeur between 11-20 years said this and only 1.2% living in Creve Coeur over twenty years asserted that they "never" read the newsletter (the 1.2% is the exact same percentage found in the 2008 survey). Or, to put it another way, only 56.3% of new residents answered that they read the city's newsletter "every month" and 42.3% of those residents living in Creve Coeur between 1- years, while 91.3% reporting that have lived in Creve Coeur over twenty years said they read the newsletter "every month".

When given the choice, 78.5% of Creve Coeur's residents said that they preferred to receive the newsletter by mail and only 21.5% by e-mail. Somewhat surprisingly, all age groups reported a preference for receiving the newsletter by mail, although cross-tabs reveal that a considerably higher percentage of residents in the oldest age group, those "over 65", had a preference for receiving the city's newsletter by mail (91.8%), while the average for all four age groups was 78.6%.

In this survey the City of Creve Coeur was interested in finding out what social media outlets residents "use the most, if any, to communicate or gain information about current events." Actually, what was found was that the vast majority of residents use "none" (60.9%). This was true for even the youngest age groups. A small percentage, 14.2%, mostly found in the younger age groups, did say they use Facebook and an insignificant percentage, .7% said they use Twitter. A significant percentage mentioned

"other". The finding that few residents use Facebook or Twitter "to communicate or gain information about current events" should not come as a surprise since social media thus far has not evolved into a "current events" type media, although it may in future years.

## **Citizen Opinion Regarding Community Development**

Three questions in this 2011 citizen survey pertained to community development issues. First, *The Warren Poll* asked about city ordinances pertaining to standards for the condition of residential properties. In this regard, citizens were asked, "How would you rate the city's enforcement of exterior property maintenance?" A hefty majority (75.7%) felt the enforcement was "about right", while 7.8% said "too strict" and 16.5% answered "not strict enough". This same question was asked in 2008 and citizens responded about the same with 80.3% answering "about right", 5.95 saying "too strict" and 13.9% saying "not strict enough".

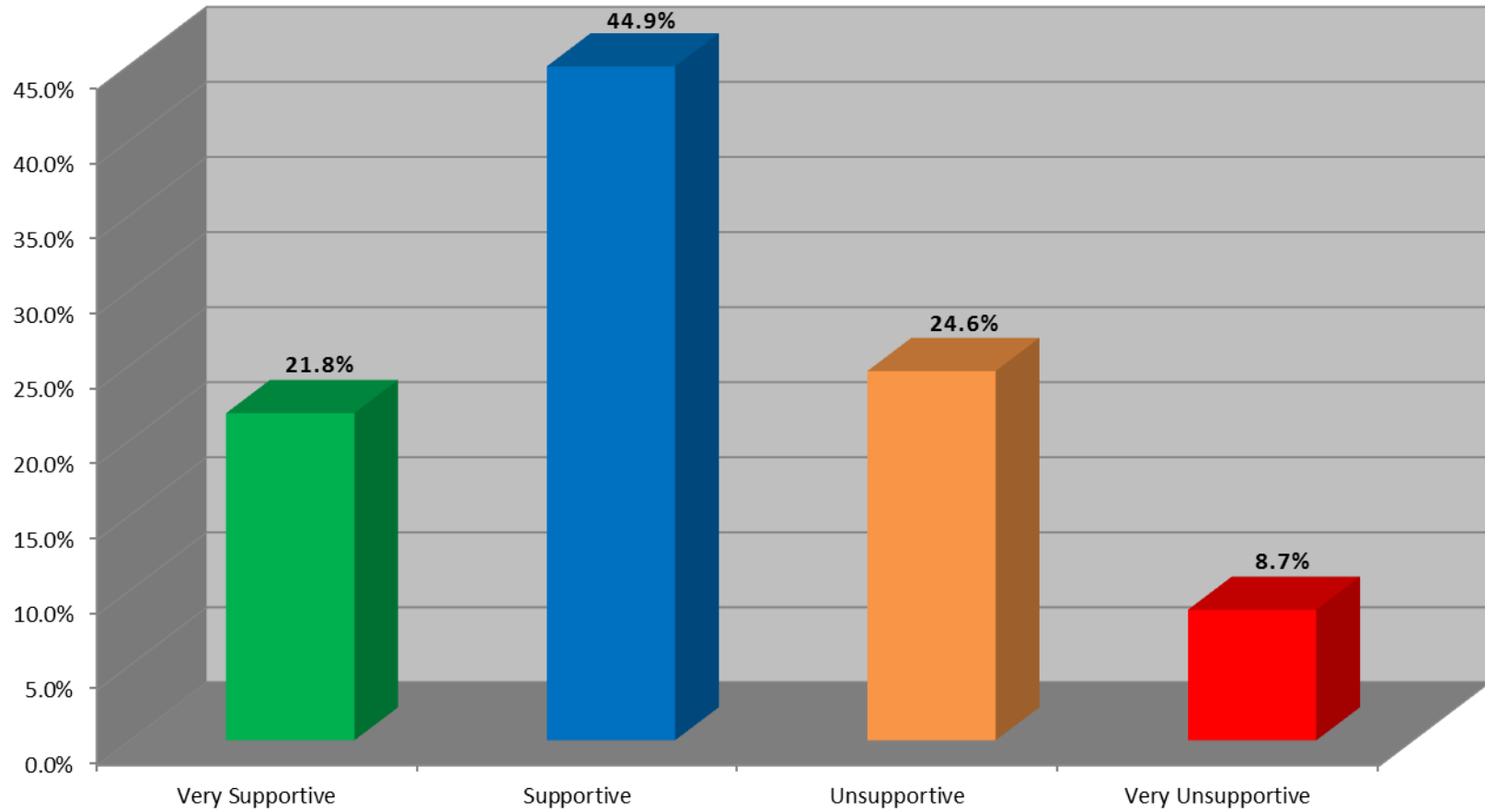
Second, residents were asked whether they would support the City of Creve Coeur if it decided to try to annex a large area of unincorporated St. Louis County just north of Creve Coeur consisting mainly of residential properties, if the annexation came at no cost to the city. Overall, residents indicated that they would be supportive with 21.8% saying they would be "very supportive" and another 44.8% saying they would be "supportive", meaning that two-thirds of the citizenry (66.6%) would be supportive. 24.6% noted that they would be "unsupportive" and only 8.7% said they would be "very unsupportive". (See Graph 6) Cross-tabs did not show any significant relationships. Third, residents were told that "many cities in the St. Louis Metropolitan area require occupancy permits for single family homes, at varying fees, to ensure code compliance

before the new occupants can move in". Being informed of this, residents were then asked: "Do you believe that the City of Creve Coeur should require such permits"? Poll results show that respondents prefer to require occupancy permits by almost a two to one margin, 50.1% saying "yes" and 28.1% saying "no" with 21.8% undecided. No revealing cross-tabs were found.

### **Citizen Opinion on Parks and Park Development**

Creve Coeur residents not only gave laudable grades to the maintenance of city parks (94.1% rated "park maintenance" as "good" to "excellent"), as noted earlier in the report, but a very high percentage of residents, 83.5% of them, held that they have "visited a Creve Coeur city park in the last two years?" This is up from 72.3% in the 2008 survey. Cross-tabs showed that the frequency of times visiting parks relates significantly to age with older residents being much more likely to say that they have not visited city parks at all (e.g., 32.4% of residents "over 65" said that they had not visited a city park in the last two years as contrasted to an average of about 13% who said this in the other three age groups). In a 2011 Parks and Recreation citizen survey just completed for Kirkwood, *The Warren Poll* found that, although those "over 65" also reported using Kirkwood's parks less than their younger counterparts, the difference in frequency was not nearly as pronounced as it was found to be the case in Creve Coeur. Without knowing the reasons, *The Warren Poll* speculates that maybe Kirkwood Parks are better suited for senior residents than Creve Coeur parks, meaning that Kirkwood parks may consist of less active use features such as nature trails. I have included the cross-tabs from the Kirkwood survey for comparison.

Graph 6: Support Annexing Area North of Creve Coeur



The City of Creve Coeur owns a 9-hole golf course that citizens were told operates at a loss, and as a result, is subsidized by the city at an average cost of about \$186,000 per year or a little over 1% of the city's operating budget. Having told the residents this, they were asked: "Knowing this, do you believe the city should continue to subsidize the golf course in the future"? 40.7% of the respondents said "yes" and 30.8% said "no" with 28.5% saying that they were "undecided". A significant statistical relationship, although weak, was found for wards. That is, a noticeably higher percentage of residents in Ward 2 (53%) were in favor of subsidizing the golf course than residents in the other three wards, where support by Wards 1, 3, and 4 was 36.6%, 39.4%, and 35.8% respectively. Cross-tabs also generated some interesting statistically significant relationships for age and sex. For sundry reasons, those in the age group "30-44" were the least likely to favor subsidizing the golf course (28.1%), while those in the youngest and older age groups were found to be most in favor of subsidizing the golf course, 67.4% and 46.6% respectively with the "45-65" age group coming in at 40.4%. Males were found to render an opinion on the subsidy question much more than females. While only 18.9% of males said they were "undecided", almost twice this percentage, 34.5% of females were. This more decided response by males, however, did not translate into more support for the subsidy with 38.2% saying "no" to the subsidy compared to 25.9% for females. Almost an even percentage males and females said "yes" to the subsidy, 42.9% to 39.6% respectively.

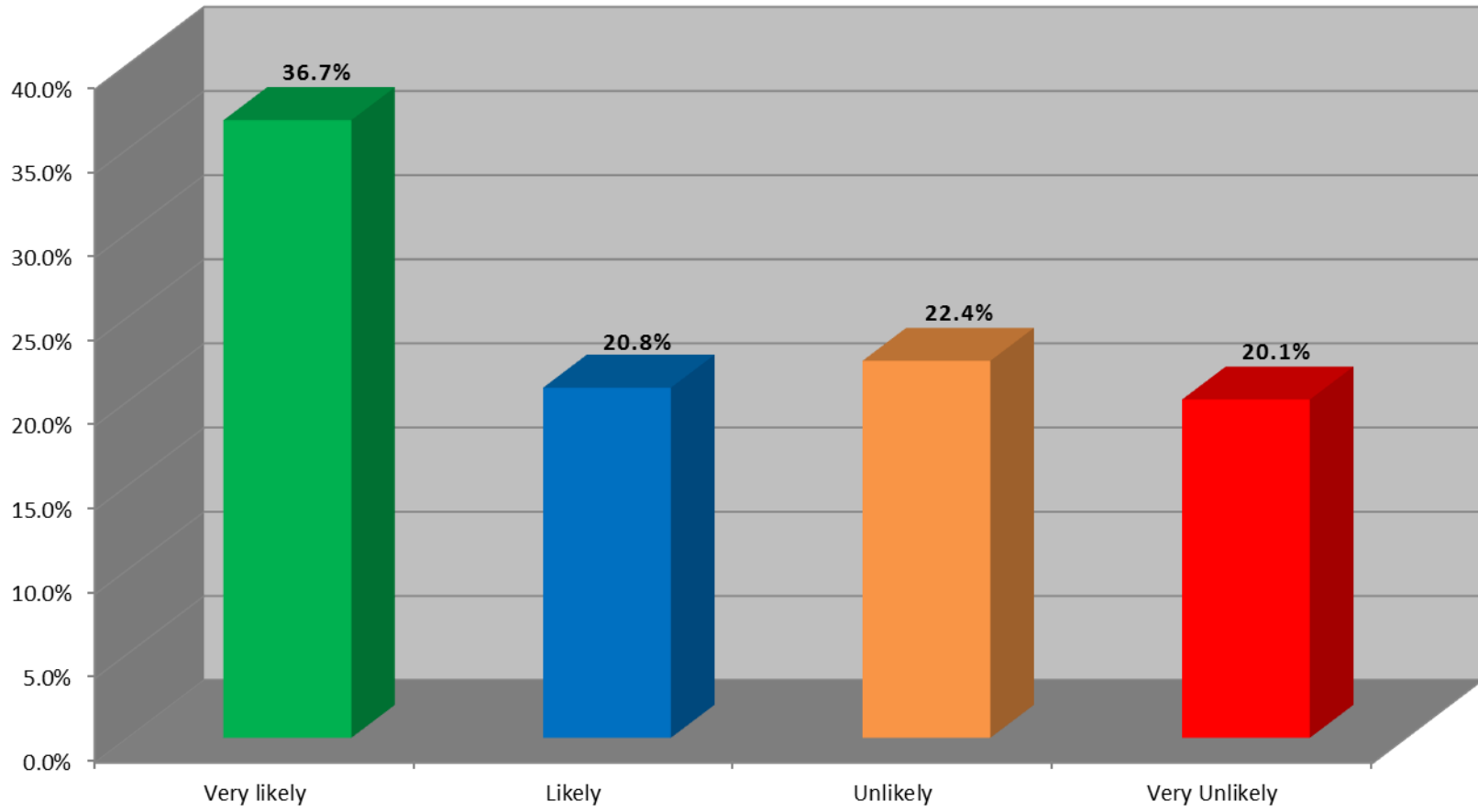
Citizens were told that that the city has explored the idea of building an indoor recreation facility that could include various amenities such as a swimming pool, weight room, and aerobic room, indoor track and space for seniors and teens. They were also

told that Missouri communities are allowed to pass up to a one-half-cent sales tax for parks and recreation programs and facilities. Having been told this, residents were asked: "How likely would you be to vote in favor of a new one-half-cent sales tax to construct such a new indoor recreation center? Citizens were somewhat split in their support, although a weak majority, 57.6%, did say that they would be "likely" (20.8%) or "very likely" (36.8%) to vote for the project. However, a significant percentage, 42.5%, said they would be "unlikely" (22.4%) to "very unlikely" (20.1%) to vote for the sales tax to support the construction of a new recreation center. (See Graph 7)

Cross-tabs show that large families were considerably more supportive of the sales tax for the recreation center. While roughly only about 50% of families with one, two, or three members in their household would support the tax, the percent support started to increase dramatically after three member households. 57.9% of 4 member households, 73% of 5 member households, 83.4% of 6 member households, and 90% of households with 7 or more members said that they would support the tax, although larger family households were fewer in number than smaller household families. Residents under 45 were also more likely to vote for the tax for the construction of the recreation center than older residents by about twenty plus percent. Of course, these findings should be expected since larger family households would presumably have more children in the household who would take advantage of a new recreation center. And obviously, younger residents would more likely use the recreation center than older residents. This is always found to be the case in community studies. I just found this to be the case in Kirkwood where older residents reported using Kirkwood recreation center at a lower rate than younger residents. Such findings demonstrate why polls are commissioned for bond, etc.



Graph 7: Favor Sales Tax To Consturct Indoor Recreation Center



campaigns because poll results tell clients not only the level of support for something such as a recreation center, but who is likely to support and not support it. This allows the community, with outside funding and volunteers, to target the households and other "demographics" that would most likely vote for what they want passed. Targeting can really not be done intelligently without poll data.

A somewhat surprising finding was that female residents were much more likely to support the tax to support the construction of the recreation center than males by a wide margin, 67.7% support from females and only 42.6% support from males. What was really surprising was the extent of the difference? Reflection and further probing would be necessary to find out why. Politically speaking, it is true that males are found to be more Republican and conservative than females and less likely to support tax increases. Of course, males also tend to pay more taxes than females.

Finally, residents were asked an open-ended question: "If you could propose only one thing to improve city parks, recreation facilities, equipment or services, what would it be"? The most prevalent response was coded as "things are fine as is" (45.9%); followed by "add more facilities/equipment" (10.9%), "expand biking, walking, jogging, etc. trails" (8.5%), "build the talked about recreation center" (8.2%), "maintain and beautify parks" (8%), "improve lighting and security in parks" (2.9%), "improve/add parks" (2.8%), "add programs" (1.6%), and "other" (12.2%). In the 2008 survey residents also prioritized in a similar open-ended question, "adding more facilities/equipment" and "adding more biking, walking, jogging, etc. trails" in city parks.

## **Resident Opinion On Police Services And Related Matters**

Residents were initially asked a couple of questions pertaining to how safe they feel in their neighborhoods. First, citizens were asked: "How safe would you feel walking alone in your neighborhood during the day"? Close to all residents, 98.9%, said that they feel "very safe" (88.4%) to "reasonably safe" (10.5%), while an insignificant percentage answered that they feel "neither safe/nor unsafe", "somewhat unsafe" or "very unsafe". Next, residents were asked: "How safe would you feel walking alone in your neighborhood after dark"? The percentage of respondents saying that they would feel safe dropped sharply to 51.7% answering "very safe" and 29.6% saying "reasonably safe" for a combined safe score of 81.3%, down 17.6% from the percentage of citizens saying that they feel "very safe" to "reasonably safe" walking alone in their neighborhood during the day. Still, a very high percentage of residents do feel quite safe walking alone in their neighborhoods during the day or at night. These findings compare quite favorably to commonly reported results for communities across the nation.

If residents had contact with the Creve Coeur Police Department in the past 3 years, they were asked to rate the quality of their contact. 59.3% of the Creve Coeur citizenry did say that they had contact with the police department in the past 3 years. 23.3% said the nature of their contact could be categorized as "police assistance (motorist assist, response to an alarm, etc.)", 19.8% said "crime prevention or safety promotion program", 10.6% answered "reported a crime (burglary, domestic violence, assault, etc.)", 8.9% said a "traffic stop", 2.3% said a "criminal arrest", while 35.1% mentioned "other". Overall, residents rated the quality of their contact with police officers as quite positively

with 71.4% saying "excellent", 19.8% answering "good", 5% saying "fair", while only 3.4% rated their contact as "poor". (See Graph 8)

As one would expect, cross-tabs revealed that the type of contact citizens had with police officers made a difference in how courteous the residents felt the police were. For example, while 85.3% of those "reporting a crime" and 82.4% of those requesting "police assistance" rated police as "very courteous", only 18.5% of those involved in a "traffic stop" with police felt the police were "very courteous". There were too few people involved in a "criminal arrest" with police to draw any conclusions, yet for sundry reasons all 7 rated the police as "very courteous".

Another question was asked of residents who had contact with the police dispatcher in the past 12 months. Of those who had contact, 64% thought the police dispatcher was "very courteous", another 30.3% said "courteous". 2.5% said "discourteous", while 3.2% felt the dispatcher was "very discourteous". 56.5% of the respondents noted that they had no contact with the police dispatcher in the past 12 months.

Residents were also urged to "recommend just one thing the city's police department could do to improve its service". A thin majority answered that Creve Coeur's police service is "OK or fine as is". 17.6% recommended "visibility or police patrols be increased", another 10.5% suggested that "police conduct/behavior" could be improved, 4.5% recommended the police department should do more to "slow down speeders/prevent stop sign runners", while 3.7% noted that they do not like red light cameras. The remaining percentage recommended a host of "other" reasons.

In this survey residents were asked specifically about whether they “support the city’s use of red light cameras as signalized intersections in Creve Coeur. Residents were very split over their use with a slim plurality, 45%, not supporting their use, while 41.6% did support their use. 13.4 were undecided. (See Graph 9) Support for the use of red light cameras has declined since the 2008 resident survey where 57.8% of residents supported the use of red light cameras at Creve Coeur’s intersections. It is worth noting that cross-tabs revealed that the use of red light cameras is favored the least by those respondents who noted that their contact with Creve Coeur police in the past 12 months was due to a "traffic stop" (65.5% opposed their use) or a "crime prevention or safety promotion program" (66.7% opposed).

The use of red light cameras has become more controversial over the past three years. The controversy has centered mostly on questions of due process, safety, and revenues. The controversy may have contributed to the decline in support for red light cameras by Creve Coeur residents. Whatever caused the decreased support, the city should investigate the reasons why citizen support for the use of red light cameras at Creve Coeur intersections declined by 16.2% over the past three years.

## **Concluding Comments**

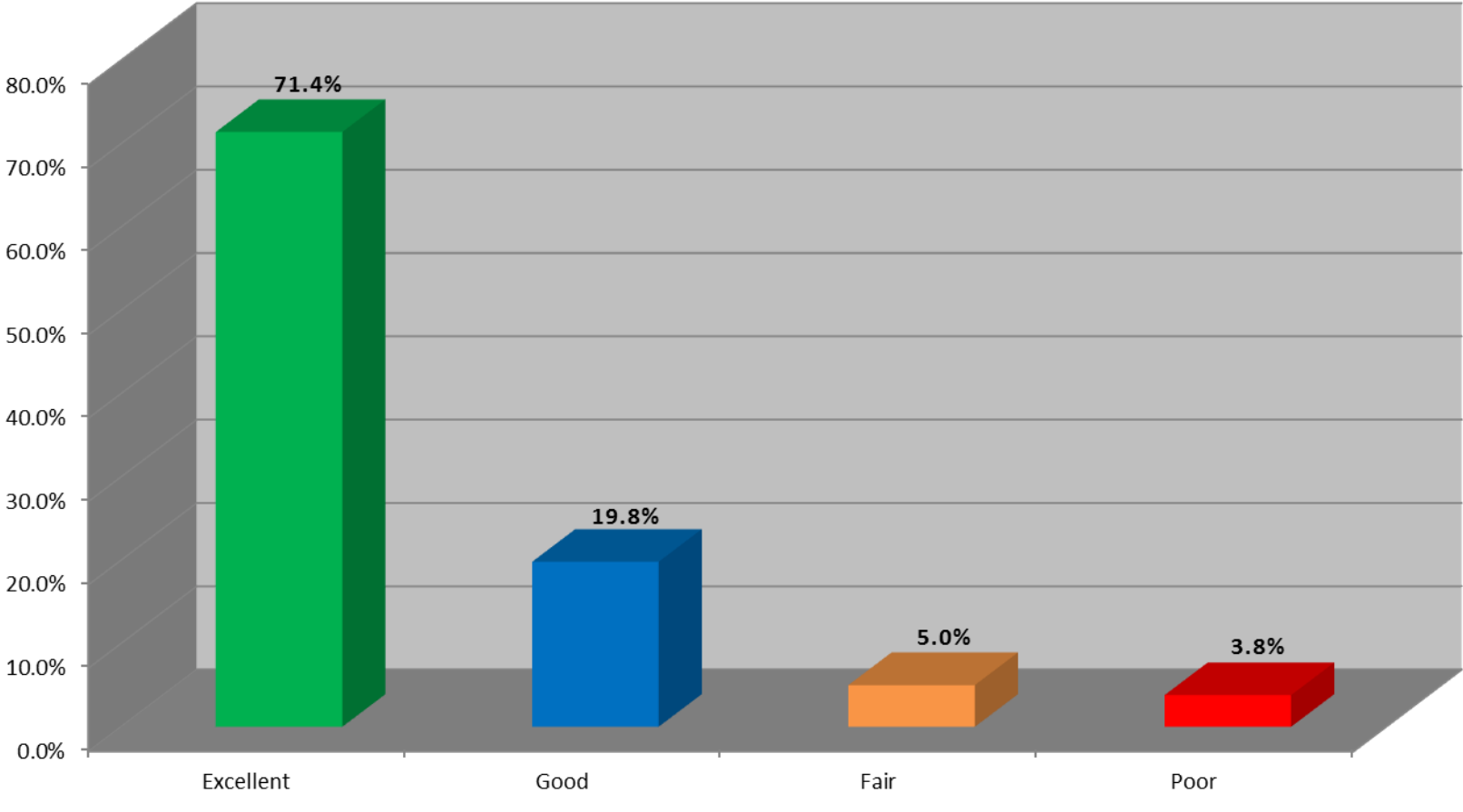
As stated in my concluding comments for my 2008 report, ratings by residents are so consistently high for Creve Coeur as a place to live and for city services that readers would be tempted to think that the citizen survey is flawed in some way; that is, that the ratings are too good to be true. But the reality is that these lofty ratings are true. The sample is quite representative of the city’s demographics and the four wards are

represented almost perfectly. The sample in this poll was even weighted for age to represent those residents "under 30" quite well. In addition, the 2011 survey results confirm the 2005 and 2008 citizen survey findings. That is, ratings of Creve Coeur as a place to live, the ratings of city services, and the like, are found to be almost the same in all three citizen surveys. Replicating results in the sciences tends to substantiate their reliability.

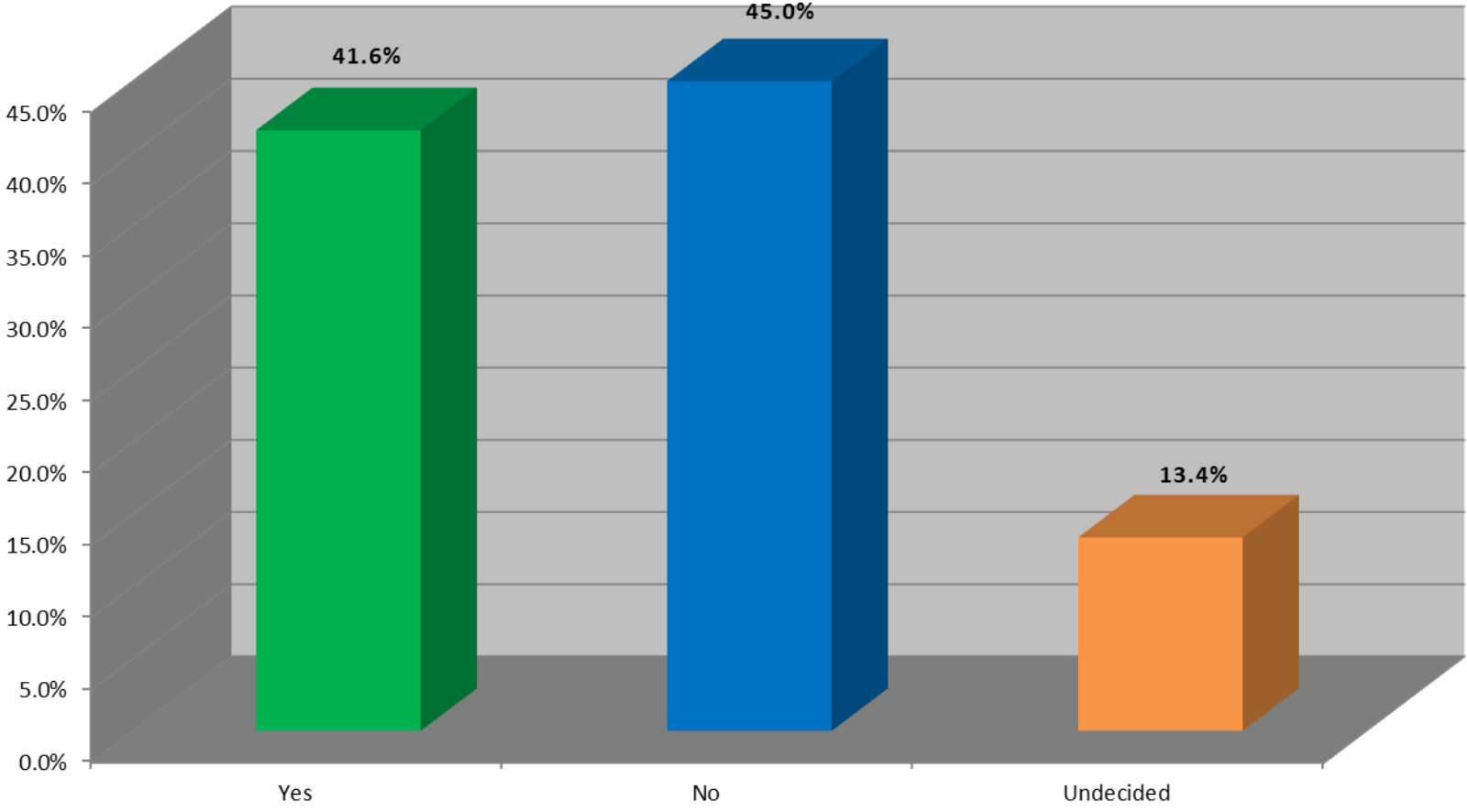
Of course, survey results disclosed that residents expressed different satisfaction levels depending upon the service that they were asked to rank. This indicates that residents are discriminating in their rankings. Therefore, city officials should ask themselves why citizens rank certain services much more positively than other services. Naturally, despite the laudable approval ratings of city services overall, there is always room for improvement.

*The Warren Poll* was asked to provide some benchmarks for findings. I have tried to do so where appropriate and legal. Yes, legal. It seems that some companies claim that their benchmarks constitute "intellectual property" that cannot be shared without their permission. However, many lawyers specializing in copyright law disagree. The prevailing opinion is that "facts" or "data" or "statistics" cannot be protected by copyright, but only the arrangement of the facts or data, but not the individual statistic that says, for example, 76% of residents nationally support something (*Feist v. Rural Telephone*, 499 U.S. 340; 1991). In *Feist*, therefore, the court allowed the company to extract data without violating copyright laws. However, because legal questions remain, I am just going to make a general comment and refer readers to the national benchmarks.

Graph 8: Rate Quality of Contact With Police Officer



Graph 9: Support City's Use Of Red Light Cameras





First, resident ratings of services provided by Creve Coeur are well above the national average benchmarks reported by various sources, some not claiming that their benchmarks constitute intellectual property. Second, national benchmarks have limited applicability because ratings differ immensely by region of country, by size of the city, by the affluence of their citizens, etc. For example, citizens in urban areas and citizens in the northeast are known for ranking city officials and the services that they provide "harder" than citizens in the midwest. Consequently, it is difficult and not very productive to compare citizen survey results with national benchmarks. It is best to compare results with similar communities in the immediate area (e.g., comparing Creve Coeur and Kirkwood results).

Here are the best ways to easily find benchmarks. First, Google such key terms as benchmarks and citizen surveys. Numerous sites will appear. The best sites are individual communities posting the results of their citizen surveys. This allows you to pick communities to look at that are closest to your community in demographics, region of country, size, etc. Some of the communities, for example, post national benchmarks such as, for example, Naperville, Illinois and Wichita, Kansas. *The National Citizen Survey* and the *ETC Institute* allow communities to post their national benchmarks in their survey reports. While ETC claims copyright protection, *The National Citizen Survey* does not.

# Appendix

Respondent Tel # \_\_\_\_\_

Questionnaire I.D. # \_\_\_\_\_

Hello, I am (give your name) and I am conducting an opinion poll for **THE WARREN POLL**, a polling organization hired by the City of Creve Coeur to obtain citizen opinions on matters concerning Creve Coeur. Your phone number, not identified with your name, was selected randomly. Are you an adult resident (i.e., 18 years or older) living in Creve Coeur? \_\_\_\_\_ Yes \_\_\_\_\_ No

**(Interviewer Note: If "no", ask to speak to an adult or call back when one will be at home. If this is not a Creve Coeur telephone number, go to another number.)**

**Let's start with a few general questions (Note: Numbers in responses are in percent)**

1. How long have you lived in Creve Coeur?  
2.5 Less than 1 year    12.5 4-6 years    25.0 11-20 years  
4.3 1-3 years    16.0 7-10 years    39.5 Over 20 years
2. In general, how would you rate Creve Coeur as a place to live?  
62.9 Excellent    35.3 Good    1.6 Fair    .1 Poor
3. Overall, how would you evaluate the quality of services provided by the City of Creve Coeur?  
50.7 Excellent    42.3 Good    6.7 Fair    .3 Poor
4. In general, how would you rate your treatment by city employees?  
35.3 Excellent    55.8 Good    7.6 Fair    1.3 Poor

**Please rate the following city services as "Excellent", "Good", "Fair", or "Poor".**

	Excellent	Good	Fair	Poor	N/A
5. Park Maintenance	42.9	51.2	4.7	1.1	
6. Street Repair	15.1	53.2	23.7	8.0	
7. Limb Chipping	40.2	44.5	11.4	3.9	
8. Leaf Vacuuming	44.7	45.6	7.9	1.8	
9. Snow Removal	34.5	50.3	12.3	2.9	
10. Police Services	58.7	31.7	6.6	3.0	
11. Parks and Recreation	40.1	54.5	4.4	1.1	
12. Building Permits And Inspections	12.0	48.7	26.3	12.9	
13. Municipal Court	21.4	53.3	17.4	7.9	
14. City Newsletter	43.6	49.3	5.2	1.8	

**Turning to a few questions on trash collection and recycling**

15. How satisfied are you with the city's current trash pick-up service?  
58.0 Very Satisfied    36.4 Satisfied    3.9 Dissatisfied    1.7 Very Dissatisfied
16. How satisfied are you with the city's current recycling program?  
62.0 Very Satisfied    34.1 Satisfied    2.6 Dissatisfied    1.3 Very Dissatisfied
17. Are you aware that rear yard trash pick-up is currently available to all single family homes at no fee?  
73.0 Yes    27.0 No

18. Do you place your trash at the rear or at the curb? 40.7 Rear 59.3 Curb
19. Knowing that rear yard trash service is more costly than curb side trash service and that the city may not be able to continue free rear trash service indefinitely, how important is it to you that free rear yard trash service is continued?  
19.7 Very Important 16.9 Important 30.5 Unimportant 32.8 Very Unimportant
20. How often do you participate in the curb side recycling program?  
80.8 Weekly 13.4 Every Other Week 5.8 Monthly
21. To the best of your recollection, how many times, if ever, was your trash or recycling not picked up in the past year?  
63.3 Always picked up 32.4 1-3 times 3.8 4-6 times .3 7-10 times .3 11 or more times

**Turning to a few questions on communications**

22. How would you rate the job the city is doing in keeping residents informed about important issues?  
27.7 Excellent 56.3 Good 10.5 Fair 5.5 Poor
23. How would you rate the city in keeping the residents informed about the city's finances?  
20.4 Excellent 50.7 Good 21.9 Fair 7.0 Poor
24. How often would you say you read the city's newsletter?  
82.2 Every month 11.8 A few times a year 6.1 Never
25. Would you prefer to receive the city's newsletter by e-mail or by mail?  
21.5 By e-mail 78.5 By mail
26. What social media outlet do you use the most, if any, to communicate or gain information about current events?  
60.9 None 14.2 Facebook .7 Twitter 24.2 Other \_\_\_\_\_(Please specify)

**Now turning to a few questions regarding community development:**

27. City ordinances contain standards for the condition of residential properties. How would you rate the city's enforcement of exterior property maintenance?  
7.8 Too strict 75.7 About right 16.5 Not strict enough
28. Immediately north of Creve Coeur, a large area of unincorporated St. Louis County exists, consisting mainly of residential properties. How supportive would you be of Creve Coeur annexing this area if it came at no cost to the city?  
21.8 Very supportive 44.8 Supportive 24.6 Unsupportive 8.7 Very Unsupportive
29. Many cities in the St. Louis metropolitan area require occupancy permits for single family homes, at varying fees, to ensure code compliance before the new occupants can move in. Do you believe that the City of Creve Coeur should require such permits?  
50.1 Yes 28.1 No 21.8 Undecided

**Turning to a few questions on parks**

30. How many times have you visited one of the city's parks in the last two years?  
16.6 None    26.8 1-4 times    17.9 5-9 times    38.7 10 times or more
31. The City of Creve Coeur owns a 9-hole golf course located at 11400 Olde Cabin Road. As a result of operating losses, the city subsidizes the golf course at an average cost of about \$186,000 annually or a little more than 1% of the city's operating budget. Knowing this, do you believe the city should continue to subsidize the golf course in the future?  
40.7 Yes    30.8 No    28.5 Undecided
32. From time to time the city has explored the idea of building an indoor recreation facility that could include such amenities as a swimming pool, weight room, aerobic room, indoor track and space for seniors and teens. Missouri communities are allowed to pass up to a one-half-cent sales tax for parks and recreation programs and facilities. Knowing this, how likely would you be to vote in favor of a new one-half-cent sales tax to construct such a new indoor recreation center?  
36.8 Very Likely    20.8 Likely    22.4 Unlikely    20.1 Very Unlikely
33. If you could propose only one thing to improve city parks, recreation facilities, equipment or services, what would it be?  
Fine as is (45.9); add more facilities/equip. (10.9); expand trails (8.5); build rec. center (8.2); maintenance/beautification (8); improve lighting/security in parks (2.9); improve/add parks (2.8); add programs (1.6); other (12.2)

**Turning to a few questions on your Police Department:**

34. Rate how safe do you feel in your neighborhood during the day?  
88.4 Very Safe    10.5 Reasonably Safe    .2 Neither Safe/Nor Unsafe    .9 Somewhat Unsafe  
.1 Very Unsafe
35. Rate how safe do you feel in your neighborhood after dark?  
51.7 Very Safe    29.6 Reasonably Safe    6.8 Neither Safe/Nor Unsafe    8.5 Somewhat Unsafe  
3.4 Very Unsafe
36. Have you had any contact with the Creve Coeur Police Department in the last 3 years?  
59.3 Yes    40.7 No

**(Interviewer Note: Skip to Question #41 if respondent answered "No" to Question #37.)**

37. What type of contact have you had with the Creve Coeur Police Department during the past 12 months?  
10.6 Reported of a crime (burglary, domestic violence, assault, etc.)  
8.9 Traffic stop  
2.3 Criminal arrest  
19.8 Crime prevention or safety promotion program  
23.3 Police assistance (motorist assist, response to an alarm, etc.)  
35.1 Other (please specify) \_\_\_\_\_
38. Please rate the quality of your contact with the police officer.  
71.4 Excellent    19.8 Good    5.0 Fair    3.8 Poor
39. If you had contact with a police dispatcher in the past 12 months, was the dispatcher:

27.8 Very courteous   13.2 Courteous   1.0 Discourteous   1.4 Very Discourteous  
56.5 Had no contact

40. If you could recommend just one thing the city's police department could do to improve its service, what would it be?  
Fine as is (51.6); increase patrols/visibility (17.6); improve police conduct (10.5); slow speeders (4.5); offer more safety programs (4); stop using red light cameras (3.7); cut police budget (1.5), other (6.2)
41. Do you support the city's use of red light cameras at signalized intersections in Creve Coeur?  
41.6 Yes   45.0 No   13.4 Undecided

**So we can plot citizen opinion by various demographical categories, we need your help on the remaining few questions.**

42. Could you please indicate the number of people in your household, including yourself?  
11.7 One   35.8 Two   14.3 Three   20.4 Four   12.6 Five   3.0 Six   2.2 Seven or more
43. Could you please indicate your general age category?  
7.1 Under 30   24.9 30-44   44.1 45-65   23.9 Over 65
44. Could you please give a general estimate of your yearly gross family income?  
9.8 Under \$50,000   32.0 \$100,000-\$149,999  
13.7 \$50,000-\$74,999   12.5 \$150,000-\$200,000  
13.3 \$75,000-\$99,999   18.7 Over \$200,000
45. If you know for sure what city Ward you live in, please tell me: Ward #\_\_\_\_\_. If you do not know your Ward, please tell me your trash day since your trash day is determined by ward. Your trash day is \_\_\_\_\_. If you do not know your ward or your trash day and you live in a multi-family complex, could you please tell me the name of your multi-family complex?  
Ward 1 (24.9); Ward 2 (22.9); Ward 3 (24.5); Ward 4 (27.7)
46. **(Interviewer Note: Don't ask, just indicate respondent's gender.)**  
38.8 Male   61.2 Female

Thanks for your time and courtesy. The poll's results will be posted on the city's Website upon completion. If you would like to discuss any aspects of the survey, please contact the Office of the City Administrator (314-872-2511) or Dr. Warren, President of *The Warren Poll*. (314) 977-3036 (office): e-mail *The Warren Poll* at warrenkf@slu.edu.