

Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2008 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 140 cities and counties in 31 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during September 2007 to a random sample of 2,000 residents in the continental United States and (2) survey results from 30 medium-sized cities (population of 20,000 to 199,999) where the *DirectionFinder*® survey was administered between April 2007 and May 2008. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

The 30 cities included in the performance ranges that are shown in this report are listed below:

- Arlington, Virginia
- Auburn, Alabama
- Ballwin, Missouri
- Blue Springs, Missouri
- Bridgeport, Connecticut
- Burbank, California
- Casper, Wyoming
- Columbia, Missouri
- East Providence, Rhode Island
- Greenville, South Carolina
- Independence, Missouri
- Kansas City, Kansas
- Lawrence, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Manhattan, Kansas
- Naperville, Illinois
- Olathe, Kansas
- Overland Park, Kansas
- Peoria, Arizona
- Prairie Village, Kansas
- Palm Desert, California
- Provo, Utah
- San Bernardino, California
- Shoreline, Washington
- Sioux Falls, South Dakota
- Tamarac, Florida
- Westland, Michigan
- West Des Moines, Iowa
- Yuma, Arizona

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in the communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The actual ratings for Naperville are listed to the far right of the charts. The City of Naperville set a new high for city street lighting with eight-two percent (82%) as compared to the previous high rating of 81%.

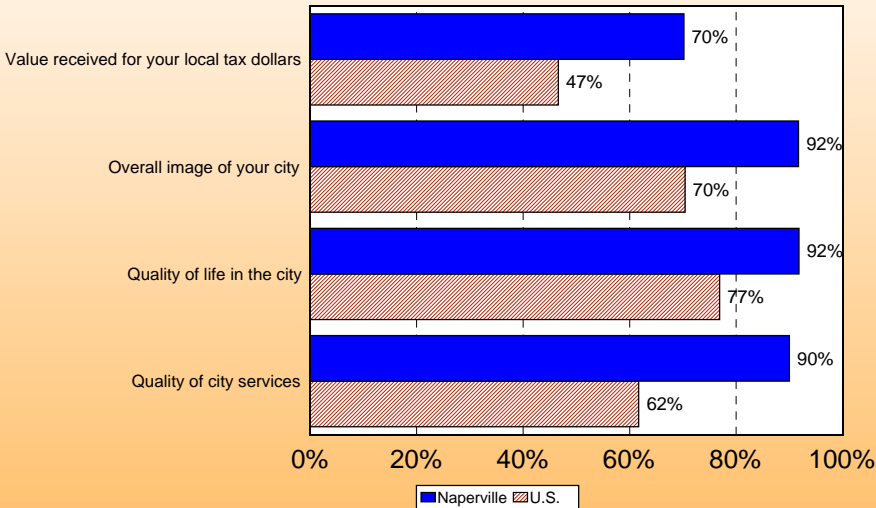
The yellow dot on each bar shows how the results for Naperville compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Naperville rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Naperville rated below the national average.

National Benchmarks

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Overall Satisfaction with Various Attributes Naperville vs. the U.S Avg.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute DirectionFinder

National Benchmarking Data - All Communities

