Johnson County, KS
2024 Resident Survey Results

PRESENTED BY ETC INSTITUTE
MARCH 21, 2024
ETC Institute is the Nation’s Leading Provider of Market Research for Local Governments

Since 2012, ETC Institute Has Surveyed More Than 3,300,000 People in More than 1,000 communities around the world

For more than 35 years, our mission has been to help local governments gather and use survey data to help make better decisions
Agenda

Purpose

Methodology

Context for This Year’s Survey

Four Things to Remember

Other Findings
Purpose

To objectively assess resident satisfaction with the delivery of County services

To gather input from residents to help County leaders set priorities for the community

To objectively track the County’s performance against itself and other communities over time
## Methodology

<table>
<thead>
<tr>
<th>Survey Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Similar to previous surveys conducted by ETC Institute since 2005. Current version of the survey was used in 2023.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administered by mail, phone, and online. ETC Institute encouraged participation with texts, emails, and social media ads. Online respondents were required to provide their home address.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>The sample was designed to ensure the results would be statistically representative of each of the County’s 6 Commission Districts. 1,000 household from each district were randomly selected.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>A total of 1,272 surveys were completed. At least 200 were completed in each commission district. Overall results have a precision of at least +/- 2.7% at the 95% level of confidence</td>
</tr>
</tbody>
</table>
Good Representation by AGE
Good Representation by RACE
Good Representation by GENDER
Good Representation by Location

At least 200 respondents from each Commission District
Conclusion

THE DATA FROM THE COUNTY’S 2024 RESIDENT SURVEY IS REPRESENTATIVE OF THE COMMUNITY
Four Things to Remember

- Most residents continue to have a positive perception of the County.
- The County continues to set the standard for service delivery in most areas.
- Satisfaction with County services has improved in 18 of 25 major areas assessed on the survey since 2023 with no significant decreases.
- To remain at the top, Johnson County should continue to focus on areas that are high priorities to residents.
Things to Remember #1
Residents Continue to Have a Positive Perception of Johnson County
9 in 10 Residents Rate Johnson County as an “Excellent” or “Good” Place to Live and Raise Children

Perceptions of Life in Johnson County
by percentage of residents surveyed (excluding “don’t knows”)

- As a place to live: 62% Excellent, 35% Good, 2% Satisfactory
- As a place to raise children: 65% Excellent, 31% Good, 4% Satisfactory
- As a place to work: 45% Excellent, 43% Good, 10% Satisfactory
- As a place to play: 37% Excellent, 43% Good, 14% Satisfactory
- As a place to retire: 34% Excellent, 34% Good, 17% Satisfactory, 15% Average/Poor

Ratings of the County as a place to live
The Ratings for Johnson County as a Place to Live, Work, and Raise Children Are Among the Highest in the Nation

Perceptions of Life in the Community

Johnson County vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding don't knows)
Residents Feel Safe in All Areas of Johnson County
Residents in Johnson County Feel Much Safer than Residents in Most Other Communities

Feeling of Safety in the Community

*Johnson County vs. U.S.*

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

- **In your neighborhood during the day**: Johnson County 98%, U.S. 81%
- **Overall feeling of safety**: Johnson County 93%, U.S. 66%
- **In your neighborhood at night**: Johnson County 90%, U.S. 61%
- **In County parks**: Johnson County 82%, U.S. 55%
Ratings for Safety Improved in All Areas from 2023-2024

Feeling of Safety in Johnson County
2023 to 2024
by percentage of residents surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t knows”)

- In your neighborhood during the day: 98% (2024) and 97% (2023)
- Overall feeling of safety in Johnson County: 93% (2024) and 90% (2023)
- In your neighborhood at night: 90% (2024) and 89% (2023)
- In Johnson Co. Parks & Recreation Dist. parks: 82% (2024) and 80% (2023)
Things to Remember #2
The County is Setting the Standard for Service Delivery in Most Areas
Overall Satisfaction with County Services is 31% Above the U.S. Average.

Satisfaction with the Value for County Taxes is 19% Above the U.S. Average.

Satisfaction with Various Aspects of the County

Johnson County vs. U.S.

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)
The County Is Setting the Standard in Most Areas

Public Transit Is the Only Service Area in Which Satisfaction Is Below the National Average.

Overall Satisfaction with County Services
Johnson County vs. U.S.

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)

- Library System: Johnson County 88%, U.S. 64%
- Park and Recreation District: Johnson County 87%, U.S. 49%
- Emergency Medical/Ambulance Service: Johnson County 85%, U.S. 71%
- Wastewater Dept.: Johnson County 65%, U.S. 53%
- Public Works: Johnson County 60%, U.S. 41%
- Stormwater Program: Johnson County 57%, U.S. 50%
- Public transit services: Johnson County 25%, U.S. 37%
Things to Remember #3
Satisfaction with County Services has Improved in 18 of the 25 Major Service/Departmental Areas that Were Assessed
Satisfaction with County Services Improved in in 11 of the 13 Areas Shown on the Chart Since 2023 and ALL 13 Areas Since 2020

Overall Satisfaction with Various County Services 2020 to 2024
by percentage of residents surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding “not familiar with the service”)

- Johnson County Library System
- Johnson County Park and Recreation District
- Johnson County Emergency Medical/Ambulance Service
- Johnson County Emergency Preparedness/NotifyIOCO
- Johnson County Election Office
- Johnson County Motor Vehicle Division
- Johnson County K-State Extension and Research
- Johnson County Public Health
- Johnson County Museums
- Johnson County Wastewater
- Johnson County Public Works
- Stormwater Program
- County’s effort to protect environment/natural resources

Trend Data:

- ▲: 3% or more HIGHER than 2023
- ▼: >3% or more LOWER than 2023
Satisfaction with County Services

Improved in in 7 of the 12 Areas Shown on the Chart Since 2023

No Significant Decreases in Any Areas Since 2023

### Overall Satisfaction with Various County Services 2020 to 2024

by percentage of residents surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding “not familiar with the service”)

<table>
<thead>
<tr>
<th>Service</th>
<th>2024</th>
<th>2023</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson County Sheriff’s Office</td>
<td>53%</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td>Johnson County District Courts</td>
<td>49%</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Johnson County Developmental Supports</td>
<td>47%</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>Johnson County Aging &amp; Human Services</td>
<td>45%</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Johnson County Mental Health services</td>
<td>42%</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Johnson County District Attorney’s Office</td>
<td>42%</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td>Johnson County Planning, Inspections and Codes</td>
<td>41%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Johnson County Airports</td>
<td>41%</td>
<td>41%</td>
<td>37%</td>
</tr>
<tr>
<td>Johnson County Department of Corrections</td>
<td>39%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>Transportation services for disabled populations</td>
<td>35%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Public transit services</td>
<td>25%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Johnson County Housing programs &amp; services</td>
<td>21%</td>
<td>21%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Public transit services ("RideKC public transit services" on previous surveys)

Transportation services for disabled populations ("Housing assistance and services" on 2023 survey)

Not asked in 2020

↑ 3% or more HIGHER than 2023
↓ >3% or more LOWER than 2023
Things to Remember #4
To Continue Setting the Standard, Johnson County Should Focus on Areas that Are High Priorities to Residents
### Major Categories of County Services That Are Most Important To Provide

by percentage of residents surveyed who selected the item as one of their top four choices

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson County Emergency Medical/Ambulance Service</td>
<td>36%</td>
</tr>
<tr>
<td>Johnson County Park and Recreation District</td>
<td>27%</td>
</tr>
<tr>
<td>Johnson County Emergency Preparedness/NotifyJOCO</td>
<td>27%</td>
</tr>
<tr>
<td>Johnson County Library System</td>
<td>25%</td>
</tr>
<tr>
<td>Johnson County Sheriff’s Office</td>
<td>23%</td>
</tr>
<tr>
<td>Johnson County Election Office</td>
<td>22%</td>
</tr>
<tr>
<td>Johnson County Public Health</td>
<td>19%</td>
</tr>
<tr>
<td>Johnson County Mental Health Services</td>
<td>18%</td>
</tr>
<tr>
<td>Johnson County Aging &amp; Human Services</td>
<td>18%</td>
</tr>
<tr>
<td>Johnson County Public Works</td>
<td>17%</td>
</tr>
<tr>
<td>Johnson County Motor Vehicle Division</td>
<td>16%</td>
</tr>
<tr>
<td>County's effort to protect environment &amp; natural resources</td>
<td>13%</td>
</tr>
<tr>
<td>Johnson County District Courts</td>
<td>11%</td>
</tr>
<tr>
<td>Johnson County District Attorney's Office</td>
<td>11%</td>
</tr>
<tr>
<td>Johnson County Developmental Supports</td>
<td>10%</td>
</tr>
<tr>
<td>Johnson County Wastewater Services</td>
<td>10%</td>
</tr>
<tr>
<td>Johnson County Housing programs &amp; services</td>
<td>10%</td>
</tr>
<tr>
<td>Johnson County Planning, Inspections &amp; Codes</td>
<td>7%</td>
</tr>
<tr>
<td>Johnson County Department of Corrections</td>
<td>7%</td>
</tr>
<tr>
<td>Public transit services</td>
<td>6%</td>
</tr>
<tr>
<td>Stormwater Program</td>
<td>6%</td>
</tr>
<tr>
<td>Johnson County communications &amp; outreach</td>
<td>4%</td>
</tr>
<tr>
<td>Transportation services for disabled populations</td>
<td>3%</td>
</tr>
<tr>
<td>Johnson County K-State Extension &amp; Research</td>
<td>3%</td>
</tr>
<tr>
<td>Johnson County Museums</td>
<td>2%</td>
</tr>
<tr>
<td>Johnson County Airports</td>
<td>1%</td>
</tr>
<tr>
<td>Johnson County micro transit services</td>
<td>1%</td>
</tr>
</tbody>
</table>
Top 5 Opportunities for Emphasis in 2024

1. Sheriff’s Office
2. Mental Health Services
3. Aging and Human Services
4. Housing programs
5. Public Works

How Priorities Have Changed: Top Opportunities for Emphasis in 2020

1. Mental Health Services
2. Aging and Human Services
3. Motor Vehicle
4. Public Works
5. Sheriff’s Office
6. Public Health
Top 5 Opportunities for Emphasis

Sheriff’s Office
Mental Health Services
Aging and Human Services
Housing programs
Public Works

2024 Johnson County Services Importance-Satisfaction Assessment Matrix
-Overall County Services-
(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)
OTHER FINDINGS
Most Important Reasons to Stay in Johnson County for the Next 10 Years - 2020 to 2024

by percentage of residents surveyed who selected the item as one of their top three choices

- Feel safe, low crime rate: 66%
- Family & relatives live here: 43%
- High standard of living: 40%
- Quality of public schools: 36%
- Convenient part of Metropolitan area: 33%
- Quality health care: 19%
- Parks & trails: 18%
- Employment/job availability: 17%
- Convenient shopping: 13%
- Types & quality of housing available: 11%
- Sense of community: 9%
- Affordable housing: 9%
- Friendly people: 7%
- Recreation and culture opportunities: 6%
- Low taxes: 5%
- Own business/started business: 4%
- Public transit: 1%

From 2023-2024
None of the Items Rated Changed by More than 2%
Expectations Residents Have for the Role of Johnson County Government Have Stayed About the Same

Most Critical Roles for Johnson County Government in the Next 10 to 20 Years - 2020 to 2024
by percentage of residents surveyed (three selections could be made)

- Making sure that necessary health and human services are available
- Coordinate public safety and law enforcement within Johnson County
- Maintaining high quality emergency services
- Maintaining quality leadership
- Preserving open space and parks
- Improve road systems
- Improve other infrastructure (e.g., sewers)
- Communication and engagement with the public
- Improve environmental sustainability
- Develop transportation alternatives to single passenger cars
- Coordinating county efforts with cities for emergencies and natural disasters

TREND DATA

- 2024
- 2023
- 2020
Agreement with Statements About Johnson County Government and Services

by percentage of residents surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

Polling places are conveniently located/accessable
Johnson Co. has enough advanced voting locations
Johnson County is prepared for an emergency
Johnson County Government is well run
The County’s web page is a useful source of info
Management of juries is professional/efficient
Commissioners effectively manage resources
Criminals are competently prosecuted
JoCo provides adequate resources to those in need
Growth is managed well in rural areas
County keeps residents informed about programs/services
Services/facilities for disabled/aging populations are adequate
My property is appraised fairly in the County
The juvenile justice system has adequate resources

↑ 3% or more HIGHER than 2023
↓ >3% or more LOWER than 2023
There Was No Significant Change in Satisfaction with the Quality or Affordability of Housing from 2023 to 2024

Satisfaction With Housing
2022 to 2024
by percentage of residents surveyed who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t knows”)
The Best Times Magazine continues to effectively reach its target market.

Less than one-third of the survey respondents were age 60+.

Channels From Which Residents Receive Information About the County

by percentage of residents surveyed (multiple choices could be selected)

- Local news story on TV, radio, or newspaper: 72%
- JoCo magazine: 53%
- JoCo social media: 36%
- Best Times magazine: 27%
- Friend or family member: 24%
- Department/agency specific information: 23%
- JoCo website: 22%
- JoCo monthly eNewsletter: 13%
- Community meeting or event: 6%
- Board of County Commissioners broadcast meetings: 3%
- JoCo podcasts: 1%
Most Residents Think the County Library and the Parks/Recreation District Are Succeeding in Their Missions

% Strongly Agree increased by 6% in each area since 2023

Agreement With Various Statements Related to the County Library/Parks and Recreation System
by percentage of residents surveyed (excluding “don’t knows”)

Johnson County Parks & Recreation District succeeds in its mission to enrich the community through excellence in parks, recreation, culture, education, and public service

Johnson County Library succeeds in its mission to provide access to ideas, information, experiences, and materials that support and enrich people’s lives
Percentage
Very Important and Important by Year
2024 (63%)
2023 (64%)
2022 (72%)
2020 (64%)

How important do you think it is for Johnson County to provide safety-net services to low income individuals/families?
by percentage of residents surveyed

- Very important: 33%
- Somewhat important: 23%
- Important: 30%
- Not important: 5%
- Not important at all: 4%
- Don't know: 6%
There is a willingness among many residents to see more resources devoted to some areas, but none of the areas were selected by more than 50% of respondents.

**Areas for which at Least 33% of Residents Would Like the County to Devote More Resources:**
- Mental Health
- Aging Services
- Homelessness

### Areas Where Johnson County Should Devote Additional Resources - 2020 to 2024

By percentage of residents surveyed (multiple choices could be selected)

<table>
<thead>
<tr>
<th>Area</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Services</td>
<td>39%</td>
<td>45%</td>
<td>51%</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Aging Services</td>
<td>39%</td>
<td>45%</td>
<td>48%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Addressing Homelessness</td>
<td>39%</td>
<td>45%</td>
<td>48%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Public Health</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Emergency/Disaster Preparedness</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Housing Services</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>23%</td>
<td>18%</td>
<td>16%</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Workforce Development/Job Training</td>
<td>15%</td>
<td>18%</td>
<td>15%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Intellectual and Developmentally Disabled Services</td>
<td>18%</td>
<td>18%</td>
<td>15%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Public Art &amp; Cultural Amenities</td>
<td>15%</td>
<td>15%</td>
<td>18%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Utility Assistance</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>None</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Since this was a multiple response rather than a "yes/no" question, percentages shown reflect the number of residents who selected that item.
Four Things to Remember

- The County continues to set the standard for service delivery in most areas.
- Satisfaction with County services has improved in 18 of 25 major areas assessed on the survey since 2023 with no significant decreases.
- To remain at the top, Johnson County should continue to focus on areas that are high priorities to residents.
Questions?

THANK YOU!