

# **CITY OF NORMANDY CITIZEN SURVEY 2024**

## **CROSSTAB ANALYSIS**

Prepared by

**Opinion Research Specialists, LLC**

636 W. Republic Road, Suite D104

Springfield, Missouri

(417) 889-4506

November 4, 2024

## Crosstab Analysis Summary

Survey results were analyzed by respondent age, years of residency in Normandy, and ward of residence. Statistically significant differences in opinion (i.e., differences that are real and not due to random chance) are summarized below.

### Respondent Age

- Just over 50% of younger and middle-aged adults rated the overall quality of Normandy public schools as poor, while only 18% of older adults held this view.
- About 40% of younger and middle-aged adults rated Normandy as an excellent or good place to raise children, compared to 63% of older adults. Negative perceptions of Normandy as a place to raise children ranged from 29% among younger adults to 7% of older adults.
- Normandy as a place to retire was viewed favorable by older (68%) and middle-aged adults (57%), but far less so by younger respondents (24%).
- While 50% of older respondents rated the cost of living in Normandy as excellent or good, only 34% of younger and middle-aged adults did so.
- Only 32% of younger adults rated traffic flow on major city streets as excellent or good, compared to 50% of middle-aged and 75% of older adults.
- Older adults (60%) were significantly more likely than middle-aged (41%) or younger adults (30%) to rate the attractiveness of the Natural Bridge Corridor as excellent or good.
- Nearly half of younger adults (47%) rated the variety of housing options in Normandy as poor, while only 28% of middle-aged adults and 18% of older adults shared this view.
- Older adults (56%) were far more likely than middle-aged (31%) or younger adults (36%) to hold positive opinions (excellent or good) regarding the trustworthiness of Normandy public officials and staff.

## Respondent Age (Cont'd)

- Positive perceptions of Normandy's overall image and reputation improved with respondent age. Specifically, 47% of older adults rated it as excellent or good, compared to 31% of middle-aged and 21% of younger respondents.
- Younger and middle-aged adults were significantly more likely than older adults to give negative (poor) ratings to all four Normandy opportunities assessed, as well as to the availability of quality healthcare (see table below).

Opportunities and Amenities Available in Normandy	Evaluated as "Poor" by:		
	Younger Adults	Middle-Aged Adults	Older Adults
Leisure/entertainment opportunities	67%	65%	38%
Recreational opportunities	47%	52%	28%
Performing arts/cultural opportunities	65%	38%	23%
Employment opportunities	63%	46%	25%
Availability of quality healthcare in Normandy	56%	48%	28%

- While most respondents, regardless of age, reported that Normandy's desirability as a place to live had stayed about the same over the past five years, 29% of younger adults felt it had become more desirable, compared to just 13% of middle-aged respondents and 2% of older adults.
- Older adults (79%) were significantly more likely to feel safe from violent crime in Normandy compared to middle-aged (59%) and younger adults (53%). Likewise, 77% of older adults rated Normandy police services as excellent or good, compared to 55% of middle-aged and 43% of younger adults.
- Nearly 80% of older and middle-aged adults relied on printed newsletters from the City to stay informed about city issues, services, and programs, compared to 47% of younger adults. Younger adults were most likely to use e-newsletters from the City to stay informed.

## Respondent Age (Cont'd)

- While 22% of younger adults cited having a job in or near Normandy as the main reason for choosing to live there, only 2% of middle-aged and 9% of older adults gave this reason.
- Younger and middle-aged respondents were nearly twice as likely as older respondents to cite family and friends as the primary reason for choosing to live in Normandy (32% and 29% vs. 17%).
- Affordable housing was clearly the most important reason why older adults (41%) chose Normandy as a place to live. In contrast, only 20% of middle-aged adults and 13% of younger adults selected this reason.
- The likelihood (very or somewhat) of a respondent remaining in Normandy over the next five years increased significantly with age: 47% of younger adults, 77% of middle-aged adults, and 89% of older adults.
- Among the five city priorities examined, investments in public safety were the top priorities for younger (47%) and middle-aged (51%) adults, while code enforcement/maintaining residential property standards ranked as the number one priority for older adults (52%). Notably, only 13% of younger adults cited code enforcement as their top priority.

## Years of Residency in Normandy

- Normandy as a place to retire was viewed favorable (excellent or good) by 66% of long-time residents (25+ years), while newer residents (43%) and those with 10 to 24 years of residency (30%) were significantly less likely to hold this opinion.
- Residents who have lived in Normandy for 10 to 24 years were far more likely to rate the city's overall image and reputation as poor (41%) than newer residents (29%) or long-time residents (17%).
- A majority (60%) of recent residents and nearly half (49%) of those who have lived in Normandy for 10 to 24 years rated the city's performing arts and cultural opportunities as poor, compared to just 25% of long-time residents.

## Years of Residency in Normandy (Cont'd)

- The availability of desired park facilities was rated poor by 42% of recent residents and 31% of those with 10 to 24 years of residency, while only 13% of long-time residents felt this way.
- Long-time residents held more positive perceptions of the availability of paths and walking trails, with 52% rating that city aspect as excellent or good, compared to 27% of newer residents and 18% of those with 10 to 24 years of residency.
- Although a majority of all residents felt safe in Normandy (62%), recent residents were three times more likely to feel unsafe (24%) than long-time residents and those who have lived there for 10 to 24 years (8% each).
- Normandy's city parks were far more likely to be rated as excellent or good by long-time residents (52%) compared to newer residents (28%) and those with 10 to 24 years of residency (31%). Notably, 41% of residents with 10 to 24 years in Normandy rated the city parks as poor.
- While most residents relied on printed newsletters from the City to stay informed about local issues, services, and programs, regardless of their years of residency, this was especially true for residents of 10 or more years (about 80%) compared to 54% of those with less than 10 years of residency.
- Around 20% of recent residents in Normandy cited having a job in or near the area as their main reason for choosing to live there, compared to 7% of residents who have lived in Normandy for 10 to 24 years and 4% of long-time residents.
- About 30% of respondents who have lived in Normandy for at least 10 years cited family and friends as their primary reason for choosing to live there, compared to just 10% of newer residents (less than 10 years).
- Nearly 85% of long-time residents were likely to stay in Normandy over the next five years, compared to about 60% of those with less than 25 years of residency.

## Years of Residency in Normandy (Cont'd)

- Support for code enforcement and maintaining residential property standards as a top city priority rose significantly with years of residency: 25% of newer residents selected this as a top priority, compared to 34% of those with 10 to 24 years of residency and 40% with 25+ years of residency. Note: Among long-time residents, investments in public safety was the top rated city priority, with 53% selecting it as most important.

## City Ward

- Ward 1 respondents (40%) were significantly more likely to rate the overall appearance and attractiveness of Normandy as poor compared to respondents in Ward 2 (22%), Ward 3 (17%), or Ward 4 (15%).
- Negative perceptions (i.e., poor) of Normandy's performing arts and cultural opportunities ranged from 40% to 46% among respondents in Wards 1, 2, and 3, compared to only 25% of Ward 4 respondents.
- A majority of Ward 2 respondents (51%) and a plurality of Ward 1 respondents (41%) viewed Normandy as a less desirable place to live today than it was five years ago. In contrast, a majority of Ward 3 respondents (67%) and a plurality of Ward 4 respondents (41%) believed it has stayed about the same.
- Respondents from Ward 2 (51%) were significantly more likely to rate the City's efforts in ensuring that homes and properties are maintained as poor, compared to those in Ward 1 (21%), Ward 3 (17%), and Ward 4 (5%).
- While approximately 60% of respondents from Wards 2, 3, and 4 rated Normandy police services as excellent or good, only 36% of Ward 1 respondents did so.
- Ward 1 respondents (41%) were far more likely to rate snow removal on city streets as poor compared to those in Ward 4 (16%), Ward 2 (28%), or Ward 3 (31%).

## City Ward (Cont'd)

- Respondents from Ward 4 (52%) were much more likely to rate traffic law enforcement in Normandy as excellent or good compared to those in Ward 3 (34%), Ward 2 (32%), or Ward 1 (28%).
- While 25% of Ward 4 respondents cited proximity to St. Louis as the main reason for choosing to live in Normandy, only about 10% of those in Wards 2 and 3 gave this reason, and 0% of Ward 1 respondents did so.
- About 15% of respondents from Wards 1 and 2 identified a safe community as their primary reason for choosing to live in Normandy, compared to just 6% from Ward 3 and 2% from Ward 4.
- While 85% of Ward 4 respondents were likely to stay in Normandy for the next five years, only 66% of Ward 2 respondents and 69% of Ward 1 respondents planned to do so. About 75% of Ward 3 respondents also intended to stay.
- Investments in public safety were the top priority for respondents in Wards 1, 2, and 3. Ward 4 respondents, however, were most likely to cite code enforcement as their number one city priority.

# Crosstab Analysis

Crosstab analysis identifies patterns and correlations between respondents' survey answers and their demographic and geographic characteristics. In the following tables, percentages **bolded in red** indicate statistical significance at the .05 level, meaning there is less than a 5% probability that these differences are due to chance. In other words, there is a 95% probability that the differences are real and present in the target population, i.e., Normandy. Percentages **bolded in red** and **shaded in yellow** denote statistical significance at the .001 level.



	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Quality of Life Factors</b>										
<b>Normandy as a place to live</b>										
Excellent	15%	9%	9%	24%	15%	6%	15%	13%	7%	22%
Good	35%	53%	60%	55%	49%	45%	57%	48%	57%	52%
Fair	40%	34%	31%	21%	28%	40%	24%	35%	31%	25%
Poor	10%	4%	0%	0%	8%	8%	3%	4%	6%	2%
<b>Normandy as a place to raise children</b>										
Excellent	13%	5%	2%	23%	13%	8%	10%	10%	4%	19%
Good	30%	46%	46%	17%	31%	32%	43%	32%	39%	44%
Fair	41%	34%	27%	49%	27%	40%	34%	29%	41%	30%
Poor	15%	15%	25%	11%	29%	21%	13%	29%	16%	7%
<b>Normandy as a place to work</b>										
Excellent	10%	0%	2%	0%	6%	5%	6%	5%	5%	3%
Good	45%	50%	34%	32%	44%	33%	40%	36%	38%	53%
Fair	14%	20%	46%	44%	28%	23%	39%	18%	41%	36%
Poor	31%	30%	18%	24%	22%	40%	16%	41%	17%	8%
<b>Normandy as a place to retire</b>										
Excellent	9%	10%	10%	13%	16%	7%	13%	12%	9%	16%
Good	26%	51%	41%	47%	27%	23%	53%	12%	48%	52%
Fair	35%	29%	38%	29%	33%	45%	28%	41%	31%	30%
Poor	30%	10%	11%	11%	24%	25%	6%	35%	12%	2%
<b>Overall quality of Normandy public schools</b>										
Excellent	9%	6%	3%	0%	3%	7%	3%	5%	0%	8%
Good	6%	0%	17%	11%	24%	7%	13%	10%	14%	24%
Fair	27%	44%	30%	57%	34%	29%	44%	33%	36%	51%
Poor	58%	50%	50%	32%	38%	56%	40%	52%	51%	18%
<b>Cost of living in Normandy</b>										
Excellent	12%	0%	6%	0%	7%	3%	4%	10%	3%	0%
Good	21%	31%	42%	38%	22%	33%	38%	24%	31%	50%
Fair	47%	54%	46%	53%	61%	43%	50%	46%	52%	48%
Poor	21%	15%	6%	10%	11%	21%	9%	20%	14%	2%
<b>Normandy as a friendly and welcoming community</b>										
Excellent	6%	9%	11%	0%	12%	6%	7%	8%	5%	11%
Good	31%	36%	42%	43%	33%	27%	48%	33%	41%	47%
Fair	27%	42%	38%	48%	29%	48%	34%	35%	40%	33%
Poor	35%	13%	9%	10%	27%	18%	11%	24%	15%	9%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Quality of Life Factors, Cont'd</b>										
<b>Overall appearance and attractiveness of Normandy</b>										
Excellent	6%	4%	0%	0%	6%	6%	2%	4%	3%	6%
Good	21%	25%	38%	55%	38%	26%	42%	25%	42%	41%
Fair	33%	49%	45%	30%	30%	37%	42%	38%	37%	41%
Poor	40%	22%	17%	15%	26%	31%	15%	34%	18%	13%
<b>OVERALL quality of life in Normandy</b>										
Excellent	4%	0%	3%	10%	0%	3%	7%	8%	3%	5%
Good	31%	49%	51%	55%	47%	37%	53%	34%	48%	63%
Fair	56%	42%	40%	30%	42%	48%	34%	47%	40%	30%
Poor	8%	9%	6%	5%	11%	11%	6%	11%	9%	2%
<b>Community Characteristics</b>										
<b>Traffic flow on major city streets</b>										
Excellent	22%	4%	2%	5%	6%	10%	9%	13%	5%	13%
Good	22%	51%	47%	55%	33%	31%	53%	19%	45%	62%
Fair	46%	31%	35%	25%	43%	53%	26%	57%	32%	17%
Poor	11%	13%	17%	15%	19%	7%	12%	11%	18%	8%
<b>Attractiveness of Natural Bridge Corridor</b>										
Excellent	15%	5%	2%	10%	6%	10%	8%	9%	6%	12%
Good	27%	39%	29%	45%	25%	31%	42%	21%	35%	48%
Fair	47%	46%	39%	24%	38%	41%	36%	40%	43%	33%
Poor	11%	10%	30%	21%	31%	19%	14%	30%	16%	7%
<b>Variety of restaurants in Normandy</b>										
Excellent	7%	4%	2%	0%	4%	9%	1%	4%	1%	5%
Good	19%	0%	6%	11%	14%	5%	13%	6%	11%	16%
Fair	24%	36%	29%	32%	37%	21%	34%	32%	35%	31%
Poor	50%	60%	64%	58%	45%	65%	52%	58%	53%	48%
<b>Property tax rates in Normandy</b>										
Excellent	5%	5%	2%	0%	0%	9%	1%	5%	0%	5%
Good	22%	0%	12%	13%	21%	2%	14%	13%	10%	18%
Fair	43%	51%	56%	45%	50%	60%	49%	48%	49%	52%
Poor	30%	44%	31%	42%	29%	29%	36%	35%	41%	25%
<b>Variety of housing options</b>										
Excellent	5%	0%	5%	8%	2%	0%	7%	11%	3%	2%
Good	21%	13%	20%	31%	27%	22%	24%	15%	21%	31%
Fair	23%	62%	43%	41%	27%	40%	47%	27%	48%	49%
Poor	51%	26%	32%	21%	43%	38%	22%	47%	28%	18%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Community Characteristics, Cont'd</b>										
<b>Overall quality of business and service establishments</b>										
Excellent	5%	5%	2%	6%	2%	7%	3%	4%	1%	7%
Good	23%	16%	15%	19%	20%	14%	22%	10%	19%	28%
Fair	39%	56%	44%	31%	47%	47%	41%	50%	45%	37%
Poor	34%	23%	40%	44%	31%	33%	35%	36%	35%	28%
<b>Trustworthiness of public officials and staff</b>										
Excellent	18%	9%	14%	0%	17%	9%	7%	24%	6%	9%
Good	7%	30%	29%	30%	23%	19%	32%	12%	25%	47%
Fair	34%	32%	38%	48%	36%	41%	34%	39%	41%	22%
Poor	41%	30%	19%	21%	23%	31%	27%	25%	28%	22%
<b>Overall image or reputation of Normandy</b>										
Excellent	11%	4%	5%	0%	8%	7%	2%	13%	1%	3%
Good	9%	26%	25%	42%	27%	13%	34%	8%	30%	44%
Fair	51%	36%	46%	42%	36%	39%	47%	36%	47%	39%
Poor	30%	34%	25%	16%	29%	41%	17%	43%	22%	14%
<b>Opportunities in Normandy</b>										
<b>Leisure/entertainment opportunities</b>										
Excellent	5%	0%	0%	0%	0%	3%	2%	4%	0%	2%
Good	0%	5%	11%	21%	13%	7%	13%	2%	9%	16%
Fair	35%	33%	19%	30%	24%	17%	38%	27%	26%	44%
Poor	60%	63%	70%	49%	63%	73%	48%	67%	65%	38%
<b>Recreational opportunities</b>										
Excellent	5%	0%	2%	5%	2%	3%	3%	6%	3%	0%
Good	10%	10%	22%	23%	17%	8%	23%	7%	17%	26%
Fair	45%	37%	16%	36%	37%	32%	36%	40%	28%	46%
Poor	40%	54%	60%	36%	44%	57%	38%	47%	52%	28%
<b>Performing arts and cultural opportunities</b>										
Excellent	8%	0%	0%	0%	0%	3%	2%	4%	0%	2%
Good	10%	4%	25%	30%	19%	7%	29%	9%	19%	31%
Fair	36%	56%	30%	45%	21%	41%	44%	22%	43%	44%
Poor	46%	40%	45%	25%	60%	49%	25%	65%	38%	23%
<b>Employment opportunities in Normandy</b>										
Excellent	11%	0%	0%	0%	0%	5%	3%	5%	1%	3%
Good	4%	13%	9%	14%	21%	10%	11%	6%	11%	26%
Fair	36%	45%	30%	50%	24%	26%	50%	26%	42%	46%
Poor	50%	42%	61%	36%	56%	60%	35%	63%	46%	25%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Availability of Housing, Healthcare, Restaurants, and Parks/Trails</b>										
<b>Availability of affordable housing</b>										
Excellent	9%	0%	9%	0%	0%	4%	6%	9%	2%	6%
Good	31%	24%	32%	31%	37%	22%	34%	33%	29%	38%
Fair	31%	61%	47%	46%	33%	52%	48%	37%	44%	50%
Poor	29%	15%	11%	23%	30%	22%	12%	21%	25%	6%
<b>Availability of quality healthcare</b>										
Excellent	5%	0%	0%	0%	0%	4%	0%	4%	0%	0%
Good	7%	11%	20%	19%	21%	12%	15%	4%	14%	28%
Fair	44%	34%	34%	32%	40%	23%	47%	36%	38%	44%
Poor	44%	54%	46%	48%	40%	62%	38%	56%	48%	28%
<b>Availability of desired restaurants in Normandy</b>										
Excellent	5%	0%	2%	0%	2%	3%	0%	4%	0%	2%
Good	9%	0%	6%	5%	12%	2%	7%	2%	4%	14%
Fair	34%	23%	24%	28%	39%	21%	29%	34%	30%	20%
Poor	52%	77%	68%	68%	47%	74%	64%	60%	66%	64%
<b>Availability of desired park facilities</b>										
Excellent	7%	0%	2%	5%	2%	3%	2%	6%	0%	5%
Good	30%	23%	22%	45%	19%	16%	40%	22%	32%	36%
Fair	45%	51%	46%	32%	37%	50%	45%	38%	45%	44%
Poor	18%	26%	30%	18%	42%	31%	13%	34%	24%	15%
<b>Availability of paths and walking trails</b>										
Excellent	7%	0%	3%	13%	6%	4%	7%	10%	6%	4%
Good	40%	32%	25%	26%	21%	14%	45%	27%	30%	38%
Fair	33%	32%	43%	34%	42%	48%	27%	44%	31%	42%
Poor	19%	35%	30%	26%	31%	34%	21%	19%	32%	17%
<b>Desirability of Normandy as a Place to Live Over the Past Five Years</b>										
More desirable	23%	0%	9%	30%	22%	7%	14%	29%	13%	2%
Less desirable	41%	51%	24%	29%	26%	40%	37%	22%	38%	38%
About the same	36%	49%	67%	41%	52%	53%	49%	49%	49%	60%
<b>Feelings of Safety in Normandy</b>										
<b>From violent crimes (e.g., assault, murder)</b>										
Safe	63%	51%	68%	68%	63%	57%	65%	53%	59%	79%
Neutral	25%	36%	26%	23%	22%	35%	26%	36%	23%	21%
Unsafe	13%	13%	6%	10%	15%	8%	9%	11%	18%	0%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Feelings of Safety in Normandy, Cont'd</b>										
<b>From property crimes (e.g., theft, vandalism)</b>										
Safe	42%	47%	67%	53%	52%	50%	57%	43%	51%	70%
Neutral	44%	40%	21%	33%	31%	42%	31%	40%	33%	27%
Unsafe	15%	13%	12%	15%	17%	8%	12%	17%	16%	3%
<b>Your OVERALL feeling of safety in Normandy</b>										
Safe	58%	60%	65%	58%	59%	55%	64%	53%	59%	78%
Neutral	27%	27%	27%	28%	17%	37%	28%	30%	25%	19%
Unsafe	15%	13%	8%	15%	24%	8%	8%	17%	16%	3%
<b>Your OVERALL feeling of safety in your neighborhood</b>										
Safe	67%	64%	68%	63%	70%	57%	69%	66%	59%	81%
Neutral	21%	31%	21%	28%	15%	38%	23%	23%	28%	17%
Unsafe	13%	4%	11%	10%	15%	5%	8%	11%	13%	2%
<b>Rating Normandy City Government Performance</b>										
<b>Ensuring homes and properties are maintained</b>										
Excellent	4%	5%	0%	0%	0%	7%	2%	4%	3%	0%
Good	19%	23%	39%	27%	30%	21%	37%	24%	25%	40%
Fair	56%	21%	44%	68%	51%	42%	41%	55%	46%	34%
Poor	21%	51%	17%	5%	19%	30%	21%	16%	25%	26%
<b>Keeping residents informed about important community issues</b>										
Excellent	0%	5%	5%	0%	4%	3%	2%	4%	4%	2%
Good	21%	9%	23%	39%	31%	22%	28%	29%	23%	33%
Fair	26%	40%	39%	24%	33%	28%	31%	25%	37%	28%
Poor	53%	47%	33%	37%	31%	47%	39%	41%	36%	37%
<b>Being open and honest with the public</b>										
Excellent	10%	5%	2%	6%	0%	4%	7%	6%	7%	4%
Good	20%	28%	27%	19%	38%	22%	23%	39%	23%	25%
Fair	30%	23%	38%	52%	26%	41%	37%	31%	27%	51%
Poor	40%	44%	33%	23%	36%	33%	32%	25%	43%	20%
<b>Responding effectively to problems facing Normandy</b>										
Excellent	5%	0%	2%	3%	2%	4%	2%	4%	2%	2%
Good	12%	24%	28%	24%	40%	13%	27%	23%	26%	29%
Fair	43%	33%	45%	47%	28%	50%	40%	48%	34%	39%
Poor	40%	43%	26%	26%	30%	33%	31%	25%	37%	29%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Rating Normandy City Government Performance, Cont'd</b>										
<b>OVERALL performance of the Normandy city government</b>										
Excellent	5%	5%	2%	3%	4%	4%	3%	6%	4%	0%
Good	19%	30%	27%	24%	31%	16%	32%	22%	27%	37%
Fair	50%	25%	45%	53%	33%	53%	39%	49%	36%	40%
Poor	26%	40%	27%	21%	31%	28%	25%	22%	33%	23%
<b>Rating the Overall Quality of Normandy City Services</b>										
<b>Police services</b>										
Excellent	21%	18%	28%	24%	28%	17%	26%	24%	17%	37%
Good	15%	40%	34%	34%	23%	30%	41%	19%	38%	40%
Fair	34%	38%	32%	26%	34%	32%	26%	40%	35%	17%
Poor	30%	4%	6%	16%	15%	22%	8%	17%	10%	6%
<b>Street repair and maintenance</b>										
Excellent	10%	0%	0%	11%	6%	3%	5%	9%	2%	5%
Good	13%	14%	25%	13%	22%	20%	26%	9%	25%	29%
Fair	38%	49%	46%	37%	44%	38%	35%	51%	38%	41%
Poor	40%	37%	29%	39%	28%	38%	34%	30%	35%	25%
<b>Snow removal on city streets</b>										
Excellent	11%	5%	1%	11%	11%	3%	7%	16%	6%	2%
Good	35%	13%	33%	27%	24%	34%	29%	23%	27%	43%
Fair	13%	51%	38%	46%	37%	33%	38%	34%	37%	38%
Poor	41%	31%	28%	16%	28%	29%	26%	27%	30%	18%
<b>Traffic law enforcement</b>										
Excellent	19%	9%	8%	5%	15%	9%	11%	20%	7%	14%
Good	9%	23%	26%	47%	25%	28%	34%	22%	24%	45%
Fair	48%	33%	32%	37%	25%	30%	40%	35%	38%	25%
Poor	24%	35%	34%	11%	35%	32%	15%	22%	31%	16%
<b>Stormwater drainage/flood control</b>										
Excellent	16%	0%	4%	0%	8%	8%	4%	12%	2%	6%
Good	42%	38%	44%	44%	29%	37%	52%	45%	37%	56%
Fair	23%	46%	33%	39%	42%	42%	28%	33%	41%	26%
Poor	19%	16%	19%	17%	21%	13%	17%	10%	20%	12%
<b>Municipal court services</b>										
Excellent	5%	11%	7%	4%	3%	15%	3%	9%	9%	0%
Good	45%	11%	30%	44%	41%	30%	38%	48%	27%	35%
Fair	25%	58%	52%	44%	31%	50%	45%	39%	47%	46%
Poor	25%	21%	11%	7%	25%	5%	14%	4%	18%	19%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Rating the Overall Quality of Normandy City Services, Cont'd</b>										
<b>City parks</b>										
Excellent	7%	5%	2%	0%	2%	4%	2%	7%	2%	2%
Good	29%	37%	43%	57%	26%	27%	50%	33%	34%	61%
Fair	38%	35%	30%	27%	53%	27%	34%	33%	36%	27%
Poor	26%	23%	26%	16%	19%	41%	14%	27%	28%	10%
<b>Trash collection services (Waste Management)</b>										
Excellent	13%	7%	11%	19%	21%	12%	9%	10%	15%	5%
Good	38%	37%	34%	22%	29%	28%	40%	31%	28%	47%
Fair	27%	42%	37%	28%	29%	44%	31%	42%	31%	36%
Poor	22%	14%	18%	31%	21%	16%	21%	17%	26%	12%
<b>Land use, planning and zoning</b>										
Excellent	10%	0%	2%	0%	7%	11%	1%	13%	0%	0%
Good	19%	13%	26%	20%	16%	5%	29%	13%	15%	38%
Fair	39%	74%	56%	43%	56%	65%	45%	51%	58%	44%
Poor	32%	13%	16%	37%	21%	19%	25%	23%	27%	18%
<b>Code enforcement (trash/junk, abandoned vehicles, weedy lots/tall grass, loud noise, etc.)</b>										
Excellent	6%	0%	4%	6%	2%	7%	5%	4%	5%	2%
Good	15%	10%	35%	18%	18%	21%	25%	20%	18%	34%
Fair	33%	29%	30%	18%	24%	39%	27%	30%	30%	28%
Poor	46%	61%	32%	59%	56%	32%	43%	46%	46%	36%
<b>Overall quality of Normandy city services</b>										
Excellent	6%	0%	3%	8%	7%	7%	2%	4%	4%	3%
Good	21%	34%	30%	30%	31%	18%	40%	25%	27%	50%
Fair	51%	46%	49%	48%	46%	52%	41%	60%	47%	35%
Poor	21%	20%	17%	15%	15%	23%	17%	11%	22%	12%

	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>Preferred Method of Staying Informed About Normandy City Issues, Services, and Programs (% Yes)</b>										
City's website	46%	18%	41%	43%	28%	35%	38%	40%	33%	27%
E-newsletters from the City	63%	31%	45%	40%	43%	53%	41%	57%	39%	43%
Contact with city staff	17%	18%	27%	28%	22%	22%	19%	13%	20%	25%
Local TV newscasts/radio	17%	22%	15%	3%	19%	10%	14%	11%	14%	17%
Social media	29%	22%	20%	10%	24%	10%	18%	28%	13%	19%
Printed newsletter from city	69%	84%	62%	78%	54%	77%	80%	47%	77%	79%
City Council meetings	35%	22%	29%	48%	20%	30%	38%	13%	36%	33%
Word of mouth	13%	22%	21%	18%	20%	17%	17%	17%	18%	22%
Direct mail	54%	60%	41%	60%	43%	62%	52%	42%	56%	54%
<b>Had Phone or In-Person Contact with a Normandy City Employee within the Last 12 Months</b>										
Yes	54%	64%	62%	65%	56%	60%	57%	60%	55%	52%
<b>Satisfaction with Normandy City Employees (only asked of respondents with employee contact in past 12 months)</b>										
<b>How easy they were to contact</b>										
Very Satisfied	19%	14%	21%	30%	25%	14%	19%	13%	24%	12%
Satisfied	46%	48%	62%	61%	43%	64%	51%	73%	35%	76%
Dissatisfied	12%	24%	8%	9%	21%	17%	13%	10%	19%	6%
Very Dissatisfied	23%	14%	10%	0%	11%	6%	17%	3%	22%	6%
<b>Being courteous/professional</b>										
Very Satisfied	27%	15%	51%	35%	32%	19%	39%	33%	23%	39%
Satisfied	54%	67%	41%	58%	36%	72%	48%	57%	60%	55%
Dissatisfied	12%	11%	5%	8%	25%	8%	7%	10%	9%	3%
Very Dissatisfied	8%	7%	3%	0%	7%	0%	6%	0%	8%	3%
<b>Being knowledgeable/informed</b>										
Very Satisfied	23%	7%	38%	23%	21%	12%	31%	20%	21%	27%
Satisfied	54%	55%	50%	69%	46%	71%	51%	63%	53%	58%
Dissatisfied	8%	24%	9%	8%	25%	12%	11%	10%	15%	12%
Very Dissatisfied	15%	14%	3%	0%	7%	6%	7%	7%	11%	3%
<b>Resolving issue/concern in a timely manner</b>										
Very Satisfied	25%	7%	20%	29%	27%	8%	21%	13%	23%	24%
Satisfied	46%	37%	59%	25%	37%	61%	36%	63%	42%	33%
Dissatisfied	8%	41%	10%	46%	33%	14%	31%	13%	21%	39%
Very Dissatisfied	21%	15%	12%	0%	3%	17%	12%	13%	15%	3%
<b>Overall experience</b>										
Very Satisfied	19%	15%	27%	43%	27%	22%	25%	19%	32%	24%
Satisfied	46%	44%	49%	48%	37%	53%	46%	56%	36%	52%
Dissatisfied	15%	33%	20%	10%	27%	22%	22%	22%	20%	21%
Very Dissatisfied	19%	7%	5%	0%	10%	3%	7%	3%	12%	3%



	City Ward				Years of Residency			Respondent Age		
	1	2	3	4	< 10	10 - 24	25+	18-49	50-69	70+
<b>What is Your Primary Reason for Choosing to Live in Normandy?</b>										
Job in Normandy or nearby	7%	9%	16%	0%	19%	7%	4%	22%	2%	9%
Affordable housing	30%	25%	20%	25%	15%	25%	27%	13%	20%	41%
Quality of public schools	0%	4%	2%	0%	4%	0%	2%	4%	0%	3%
Proximity to religious community	2%	0%	3%	0%	0%	3%	1%	0%	2%	2%
Proximity to St. Louis	0%	10%	9%	25%	17%	5%	10%	6%	12%	9%
Safe community	15%	13%	6%	2%	19%	3%	12%	13%	13%	8%
Family & friends/born here	23%	30%	27%	35%	10%	31%	29%	32%	29%	17%
Overall quality of life	4%	0%	9%	8%	4%	5%	6%	4%	5%	11%
Other	19%	9%	8%	5%	12%	21%	9%	6%	17%	0%
<b>How Likely or Unlikely Are You to Do the Following:</b>										
<b>Recommend living in Normandy to someone who asks</b>										
Very likely	21%	4%	13%	25%	15%	13%	20%	19%	12%	22%
Somewhat likely	42%	45%	58%	55%	59%	47%	47%	53%	49%	54%
Somewhat unlikely	25%	38%	24%	20%	17%	26%	27%	15%	30%	25%
Very unlikely	13%	13%	4%	0%	9%	15%	6%	13%	9%	0%
<b>Remain in Normandy for the next five years</b>										
Very likely	48%	38%	29%	47%	26%	34%	46%	34%	40%	48%
Somewhat likely	21%	28%	45%	38%	33%	29%	38%	13%	37%	41%
Somewhat unlikely	29%	30%	14%	15%	28%	27%	12%	38%	17%	9%
Very unlikely	2%	4%	12%	0%	13%	10%	4%	15%	6%	2%
<b>Support consolidation with a neighboring municipality</b>										
Very likely	15%	4%	15%	20%	15%	17%	14%	17%	14%	13%
Somewhat likely	44%	36%	53%	53%	39%	48%	44%	40%	38%	56%
Somewhat unlikely	23%	42%	21%	18%	35%	23%	24%	30%	31%	24%
Very unlikely	19%	18%	11%	10%	11%	12%	18%	13%	16%	6%
<b>Ranking Priorities in Terms of Importance for the City of Normandy (% #1 ranking)</b>										
Rd. resurfacing/St. maintenance	23%	55%	37%	30%	40%	40%	37%	30%	39%	44%
Public safety	60%	60%	46%	34%	37%	39%	53%	47%	51%	38%
Econ. Development on NBC	6%	34%	35%	30%	19%	29%	23%	21%	27%	25%
Code enforcement, etc.	25%	51%	25%	48%	25%	34%	40%	13%	40%	52%
Park facilities/community events	6%	36%	15%	16%	22%	19%	15%	17%	16%	21%

