

Benchmarking Summary Report

Mountain Brook, Alabama

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 of 1999, the survey has been administered in more than 210 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2013 to a random sample of more than 4,000 residents across the United States and (2) individual communities with a population of less than 150,000 where ETC Institute had administered the *DirectionFinder Survey* between January 2010 and December 2013; the 53 communities included in this comparisons are listed below.

- Abilene, TX
- Auburn, AL
- Baytown, TX
- Bensenville, IL
- Blue Springs, MO
- Bryan, TX
- Chapel Hill, NC
- Clayton, MO
- Coffeyville, KS
- Columbia, MO
- Coral Springs, FL
- Davenport, IA
- Dothan, AL
- Edgerton, KS
- Garden City, KS
- Gardner, KS
- Grandview, MO
- Hallandale Beach, FL
- Harrisonville, MO
- High Point, NC
- Hyattsville, MD
- Independence, MO
- Indian Trail, NC
- Junction City, KS
- Lawrence, KS
- Lenexa, KS
- Merriam, KS
- Mission, KS
- Naperville, IL
- Narragansett, RI
- Newport Beach, CA
- North Kansas City, MO
- Olathe, KS
- Pflugerville, TX
- Platte City, MO
- Pueblo, CO
- Raymore, MO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- Round Rock, TX
- Saint Joseph, MO
- San Marcos, TX
- Shoreline, WA
- St. Joseph, MO
- Tamarac, FL
- Vestavia Hills, AL
- Village of Pinehurst, NC
- Wentzville, MO
- Westlake, TX
- Westlake, TX
- Wilmington, NC
- Winchester, VA

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Mountain Brook compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents.

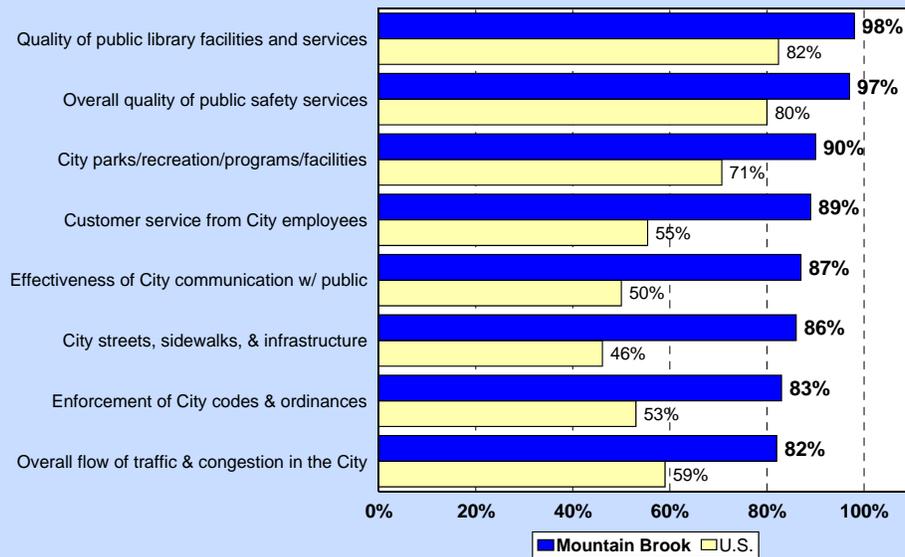
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 53 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 53 communities. The actual ratings for Mountain Brook are listed to the right of each chart. The dot on each bar shows how the results for Mountain Brook compare to the other communities with a population of less than 150,000 where the DirectionFinder® survey has been administered since 2010.

National Benchmarks

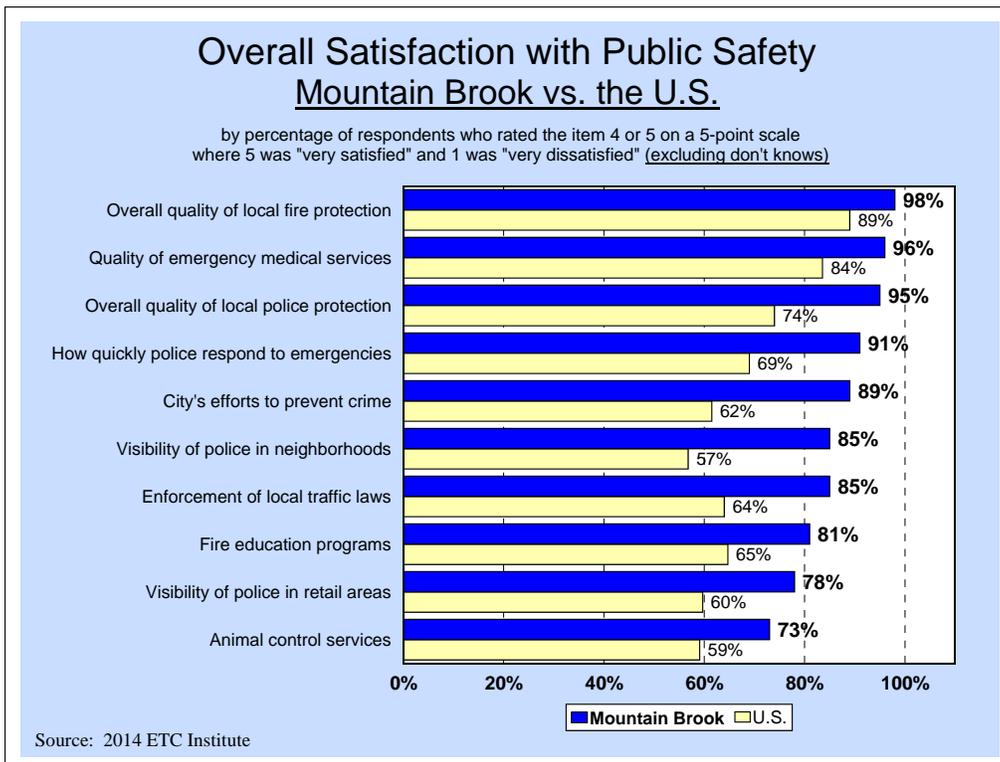
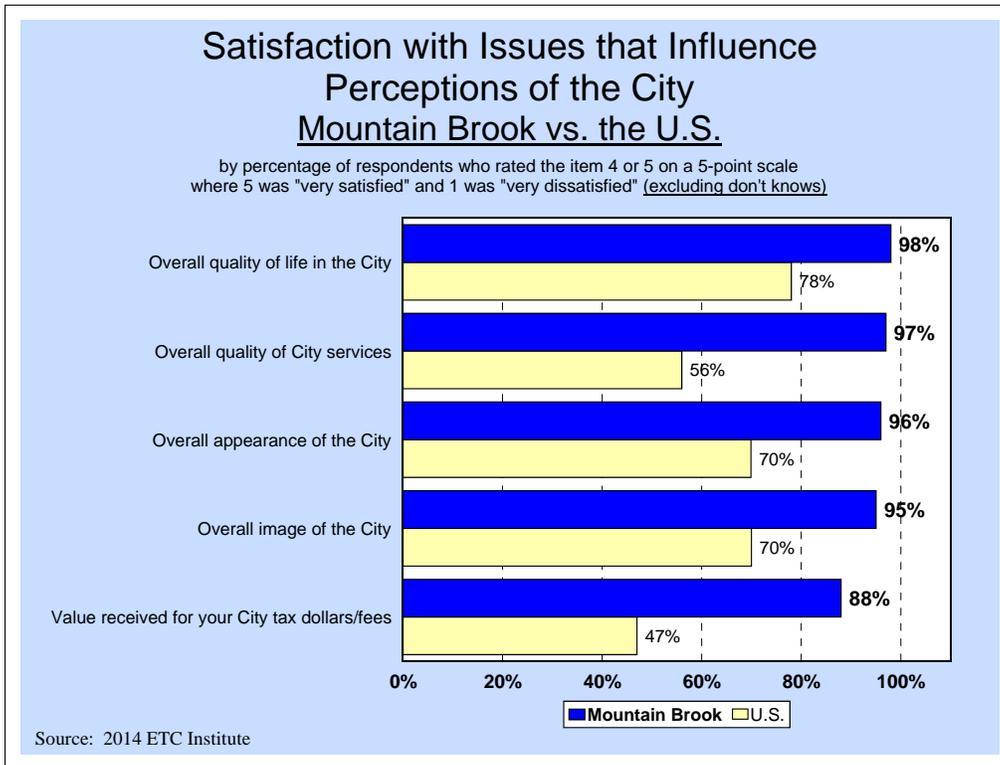
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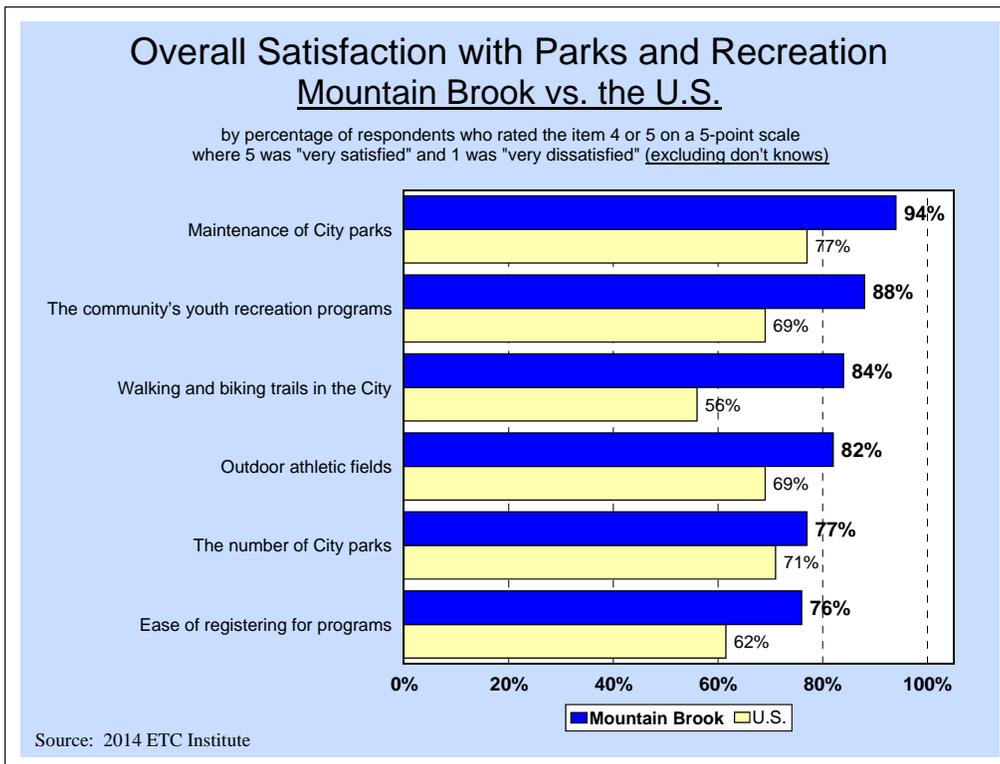
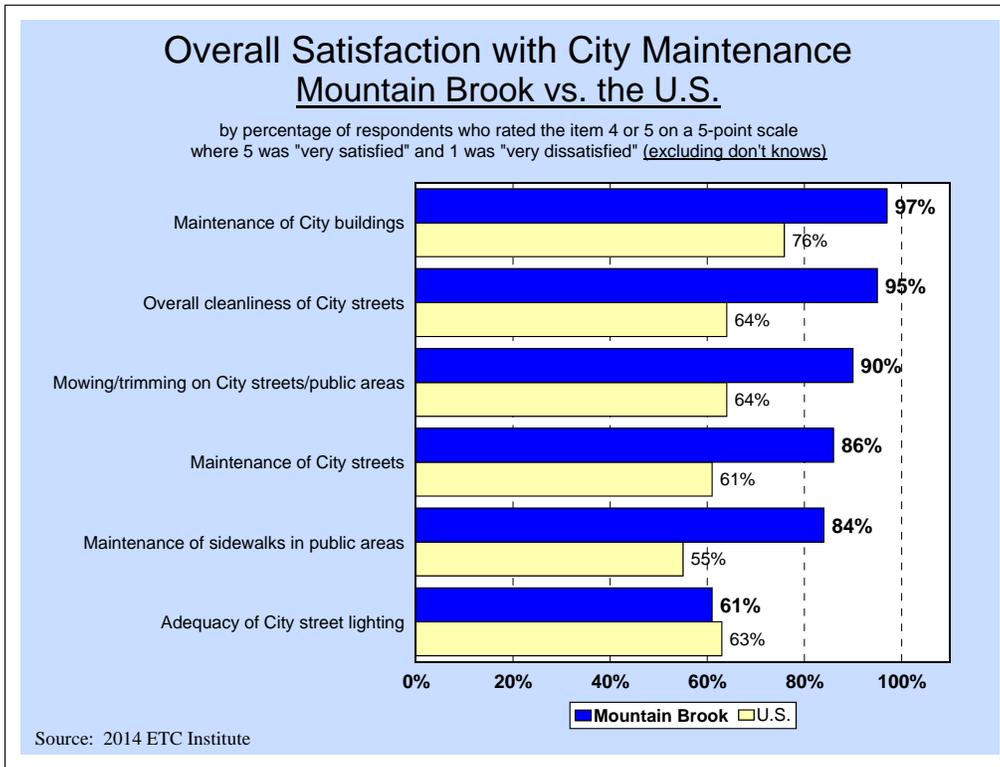
Overall Satisfaction with Major City Services Mountain Brook vs. the U.S.

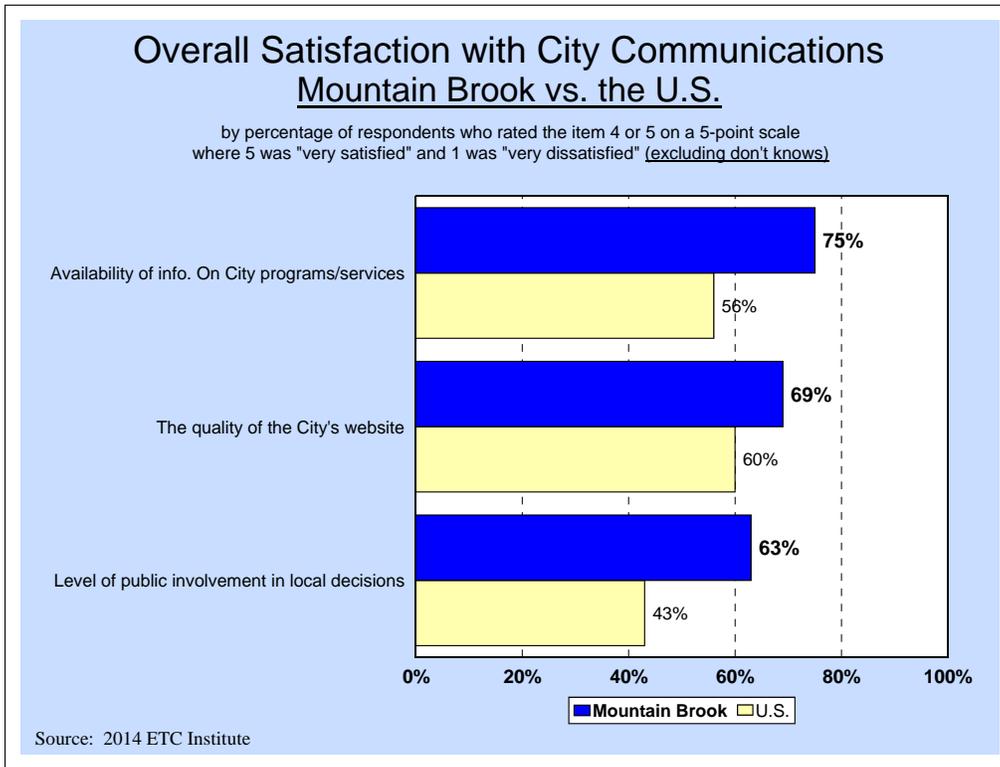
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute







Performance Ranges

