

2025 City of Newton Community Survey Findings Report

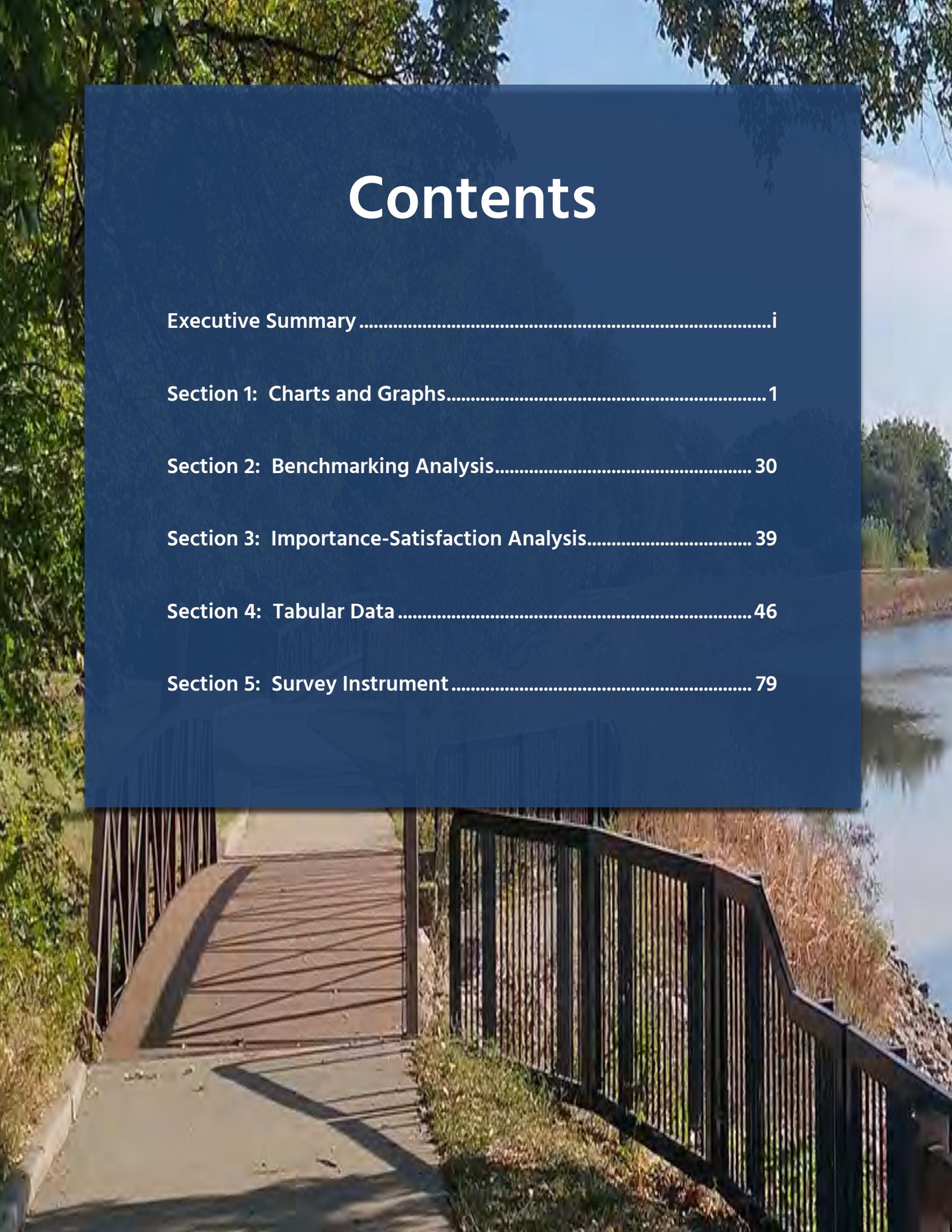
Presented to the City of
Newton, KS

October 2025



Contents

Executive Summary	i
Section 1: Charts and Graphs.....	1
Section 2: Benchmarking Analysis.....	30
Section 3: Importance-Satisfaction Analysis.....	39
Section 4: Tabular Data	46
Section 5: Survey Instrument	79





Executive Summary

2025 City of Newton Community Survey

Executive Summary



Purpose

ETC Institute administered a community survey for the City of Newton in September 2025. The survey was conducted as part of the City's effort to gather resident opinions and feedback on programs and services. The results of the survey will be used to help the City focus on future growth, especially land use, infrastructure, transportation, housing, and urban design. This is the first community survey ETC Institute has conducted for the City of Newton.

Methodology

A five-page survey was mailed to a random sample of households throughout the City of Newton. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Newton from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was far exceeded, with a total of 506 households completing the survey. The results for the random sample of 506 households have a 95% level of confidence with a precision of at least +/- 4.3%.

Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that show how the results for the City of Newton compare to results in other communities in the Plains Region and across the U.S. (Section 2)

2025 City of Newton Community Survey

Executive Summary



- Importance-Satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

Perceptions of the City

Two-thirds (67%) of the residents surveyed, *who had an opinion*, are either “very satisfied” or “satisfied” with the overall quality of City services in Newton; 59% are satisfied with the overall quality of life in the City, and 57% are satisfied with the overall condition of housing in their neighborhood.

Satisfaction with Specific City Services

Public Safety. The highest levels of satisfaction with public safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of local fire protection (89%), overall quality of local EMS services (86%), how quickly public safety personnel respond to emergencies (82%), and overall feeling of safety in neighborhoods (78%).

Based on the sum of their top three choices, the public safety services that residents thought should receive the most emphasis over the next two years were: 1) the City’s overall efforts to prevent crime, overall quality of local police protection, and 3) visibility of police in neighborhoods.

Perception of Safety. The highest levels of safety perception items in the City, based upon the combined percentage of “very safe” and “safe” responses among residents *who had an opinion*, were: in neighborhoods during the day (93%), in commercial and retail areas in the City (77%), and in neighborhoods at night (73%).

Parks and Recreation. The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: community events (76%), walking and biking trails in the City (73%), appearance and maintenance of City parks (74%), and quality of park facilities such as playgrounds, open space, and picnic shelters (73%).

Based on the sum of their top three choices, the parks and recreation service that residents thought should receive the most emphasis over the next two years were: 1) quality of park facilities such as playgrounds, open space, and picnic shelters, 2) appearance and maintenance of City parks, and 3) walking and biking trails in the City.

Code Enforcement. The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: enforcing the maintenance of residential property (42%), enforcing the maintenance of commercial property (42%), and enforcing the cleanup of litter and debris (38%).

2025 City of Newton Community Survey

Executive Summary



Based on the sum of their top three choices, the code enforcement services that residents thought should receive the most emphasis over the next two years were: 1) enforcing the cleanup of litter and debris, 2) enforcing the mowing and trimming of residential property, and 3) enforcing the maintenance of residential property.

Leadership. The highest levels of satisfaction with City leadership, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall effectiveness of the City Manager and Department Heads (38%) and overall quality of leadership provided by the City’s elected officials (35%).

Communication. The highest levels of satisfaction with communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: availability of information about City programs and services (52%), content of the City’s e-newsletters (46%) and the City’s efforts to keep residents informed about local issues (46%).

City Maintenance. The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: weekly trash collection service (88%), bulky-item pickup program (79%), maintenance of City buildings, such as City Hall (72%), maintenance of traffic signals/signs (72%) and overall cleanliness of city streets and other public areas (66%).

Based on the sum of their top three choices, the City maintenance services that residents thought should receive the most emphasis over the next two years were: 1) maintenance of neighborhood streets, 2) snow removal on City streets, and 3) maintenance of major City streets.

Other Findings

- Sixty-five percent (65%) of residents indicated their primary source of information about City issues, services, and events is social media (Facebook, Instagram). Other sources include: mailers and bill inserts (39%), the City website (34%), and local newspapers (31%). *Multiple selections could be made for this question.*
- Forty percent (40%) of residents surveyed indicated they had called, emailed, or visited the City with a question, problem, or complaint during the past year. Of those, 63% thought it was “very easy” or “easy” to contact the person they needed to reach. When asked about the frequency that City employees displayed various behaviors, 88% *who had an opinion* indicated employees were “always” or “usually” courteous and polite, and 81% indicated that employees “always” or “usually” gave prompt, accurate, and complete answers to their questions.

2025 City of Newton Community Survey

Executive Summary



- Fifty-four percent (54%) of residents indicated the type of business or community space they would like to see in the redeveloped area of 320 N. Main after the old Dillons building has been demolished is retail/entertainment/shopping. Other types of businesses or community spaces residents would like to see include: event space/farmers market (51%) and public park/green space (32%). *Multiple selections could be made for this question.*
- Nearly three-fourths (73%) of residents surveyed, *who had an opinion*, indicated they are “very supportive” or “supportive” of the City investing public dollars in The Depot and its redevelopment; 17% are “not very supportive” and 10% are “not at all supportive” of this investment.

2025 City of Newton Community Survey

Executive Summary



How the City of Newton Compares to Other Communities Nationally

Satisfaction levels for the City of Newton **rated above the U.S. average in 31 of the 39 areas** that were assessed. The City rated significantly higher than the U.S. average (difference of 5% or more) in 24 of these areas. Listed below are the comparisons between Newton and the U.S. average:

Service	Newton, KS	U.S.	Difference	Category
Bulky-item pickup program	79.3%	45.3%	34.0%	City Maintenance
How quickly public safety personnel respond to emergencies	81.9%	51.7%	30.2%	Public Safety Services
Weekly trash collection service	88.0%	60.8%	27.2%	City Maintenance
Overall quality of City services	67.4%	42.9%	24.5%	Perceptions of the City
Overall quality of local police protection	70.8%	49.0%	21.8%	Public Safety Services
Maintenance of major city streets	64.8%	43.5%	21.3%	City Maintenance
Overall quality of local EMS services	86.1%	65.2%	20.9%	Public Safety Services
Maintenance of City buildings, such as City Hall	72.2%	51.5%	20.7%	City Maintenance
Overall quality of local fire protection	88.5%	68.0%	20.5%	Public Safety Services
In your neighborhood during the day	92.5%	72.3%	20.2%	Perception of Safety
In commercial and retail areas in the City	76.5%	57.2%	19.3%	Perception of Safety
Maintenance of traffic signals/signs	71.7%	54.4%	17.3%	City Maintenance
In your neighborhood at night	73.4%	56.2%	17.2%	Perception of Safety
Overall cleanliness of city streets and other public areas	65.8%	49.2%	16.6%	City Maintenance
Mowing and trimming along city streets, parks, and other public areas	65.1%	49.3%	15.8%	City Maintenance
Overall flow of traffic and congestion management	57.1%	43.2%	13.9%	City Maintenance
Adequacy of city street lighting	64.7%	52.4%	12.3%	City Maintenance
The City's overall efforts to prevent crime	56.6%	46.0%	10.6%	Public Safety Services
In City parks and recreation facilities	60.8%	52.4%	8.4%	Perception of Safety
The availability of information about City programs and services	51.6%	44.1%	7.5%	Communication
Enforcement of local traffic laws	54.0%	46.6%	7.4%	Public Safety Services
Maintenance of neighborhood streets	50.3%	43.2%	7.1%	City Maintenance
The visibility of police in neighborhoods	55.8%	50.3%	5.5%	Public Safety Services
Quality of animal control	51.0%	45.7%	5.3%	Public Safety Services
The visibility of police in retail areas	52.3%	48.7%	3.6%	Public Safety Services
The City's efforts to keep you informed about local issues	45.6%	42.0%	3.6%	Communication
The content of the City's social media accounts	45.0%	42.0%	3.0%	Communication
Maintenance of curbs and sidewalks	45.1%	42.8%	2.3%	City Maintenance
Overall effectiveness of the City Manager and Department Heads	37.9%	36.3%	1.6%	Leadership
The user-friendliness of the City's website	42.8%	42.4%	0.4%	Communication
Enforcing the maintenance of residential property in your neighborhood	42.2%	42.1%	0.1%	Code Enforcement
How open the City is to public involvement and input from residents	34.3%	34.7%	-0.4%	Communication
Overall value that you receive for your City tax dollars and fees	31.7%	32.7%	-1.0%	Perceptions of the City
Overall quality of leadership provided by the City's elected officials	34.6%	36.7%	-2.1%	Leadership
Overall image of the City	42.2%	44.6%	-2.4%	Perceptions of the City
Enforcing the maintenance of commercial property in your neighborhood	42.0%	44.7%	-2.7%	Code Enforcement
Enforcing the cleanup of litter and debris	38.3%	42.5%	-4.2%	Code Enforcement
Snow removal on city streets	45.3%	51.9%	-6.6%	City Maintenance
Enforcing the mowing and trimming of residential property	33.5%	43.1%	-9.6%	Code Enforcement

2025 City of Newton Community Survey

Executive Summary



How the City of Newton Compares to Other Communities in the Region

Satisfaction levels for the City of Newton **rated above the Plains regional average in 29 of the 39 areas** that were assessed. The City rated significantly higher than the Plains Region (difference of 5% or more) in 20 of these areas. Listed below are the comparisons between Newton and the Plains regional average:

Service	Newton, KS	Plains Region	Difference	Category
Bulky-item pickup program	79.3%	45.8%	33.5%	City Maintenance
Weekly trash collection service	88.0%	61.0%	27.0%	City Maintenance
How quickly public safety personnel respond to emergencies	81.9%	55.6%	26.3%	Public Safety Services
Maintenance of major city streets	64.8%	45.3%	19.5%	City Maintenance
Overall quality of local police protection	70.8%	53.5%	17.3%	Public Safety Services
Maintenance of traffic signals/signs	71.7%	54.5%	17.2%	City Maintenance
Overall quality of local EMS services	86.1%	69.3%	16.8%	Public Safety Services
In commercial and retail areas in the City	76.5%	60.5%	16.0%	Perception of Safety
Overall quality of City services	67.4%	51.5%	15.9%	Perceptions of the City
Maintenance of City buildings, such as City Hall	72.2%	56.9%	15.3%	City Maintenance
Overall quality of local fire protection	88.5%	74.7%	13.8%	Public Safety Services
In your neighborhood during the day	92.5%	79.3%	13.2%	Perception of Safety
Mowing and trimming along city streets, parks, and other public areas	65.1%	53.5%	11.6%	City Maintenance
In your neighborhood at night	73.4%	62.2%	11.2%	Perception of Safety
Overall cleanliness of city streets and other public areas	65.8%	55.2%	10.6%	City Maintenance
Adequacy of city street lighting	64.7%	55.0%	9.7%	City Maintenance
The availability of information about City programs and services	51.6%	43.7%	7.9%	Communication
Overall flow of traffic and congestion management	57.1%	49.3%	7.8%	City Maintenance
Quality of animal control	51.0%	45.7%	5.3%	Public Safety Services
In City parks and recreation facilities	60.8%	55.5%	5.3%	Perception of Safety
Maintenance of neighborhood streets	50.3%	45.4%	4.9%	City Maintenance
Overall effectiveness of the City Manager and Department Heads	37.9%	33.5%	4.4%	Leadership
How open the City is to public involvement and input from residents	34.3%	32.3%	2.0%	Communication
The City's efforts to keep you informed about local issues	45.6%	44.0%	1.6%	Communication
The visibility of police in retail areas	52.3%	51.1%	1.2%	Public Safety Services
The City's overall efforts to prevent crime	56.6%	55.4%	1.2%	Public Safety Services
The user-friendliness of the City's website	42.8%	41.9%	0.9%	Communication
Maintenance of curbs and sidewalks	45.1%	44.2%	0.9%	City Maintenance
The content of the City's social media accounts	45.0%	44.7%	0.3%	Communication
Enforcement of local traffic laws	54.0%	54.2%	-0.2%	Public Safety Services
Overall quality of leadership provided by the City's elected officials	34.6%	35.5%	-0.9%	Leadership
Enforcing the maintenance of residential property in your neighborhood	42.2%	44.7%	-2.5%	Code Enforcement
The visibility of police in neighborhoods	55.8%	59.2%	-3.4%	Public Safety Services
Enforcing the maintenance of commercial property in your neighborhood	42.0%	45.7%	-3.7%	Code Enforcement
Overall image of the City	42.2%	46.8%	-4.6%	Perceptions of the City
Overall value that you receive for your City tax dollars and fees	31.7%	39.4%	-7.7%	Perceptions of the City
Enforcing the mowing and trimming of residential property	33.5%	43.3%	-9.8%	Code Enforcement
Enforcing the cleanup of litter and debris	38.3%	49.4%	-11.1%	Code Enforcement
Snow removal on city streets	45.3%	57.8%	-12.5%	City Maintenance

2025 City of Newton Community Survey

Executive Summary



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Priorities for the City by Department. This analysis reviewed the importance of and satisfaction with City departmental services. Based on the results of this analysis, the services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

Public Safety: the City's overall efforts to prevent crime, visibility of police in neighborhoods, and overall quality of public interaction with the police department

Parks and Recreation: quality of park facilities such as playgrounds, open space, and picnic shelters, appearance and maintenance of City parks, and walking and biking trails in the City

Code Enforcement: enforcing the cleanup of litter and debris and enforcing the mowing and trimming of residential property

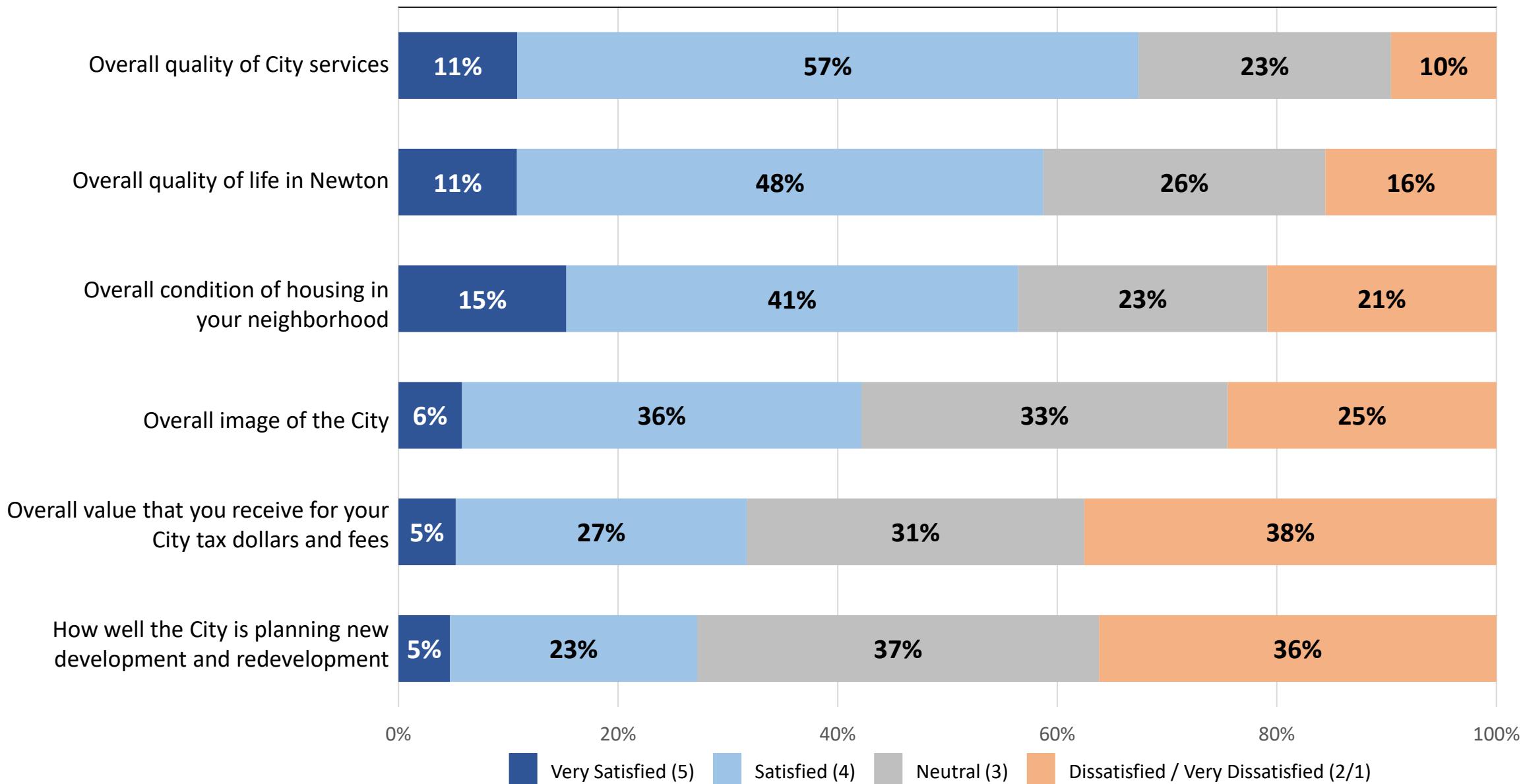
City Maintenance: maintenance of neighborhood streets and snow removal on City streets

1

Charts and Graphs

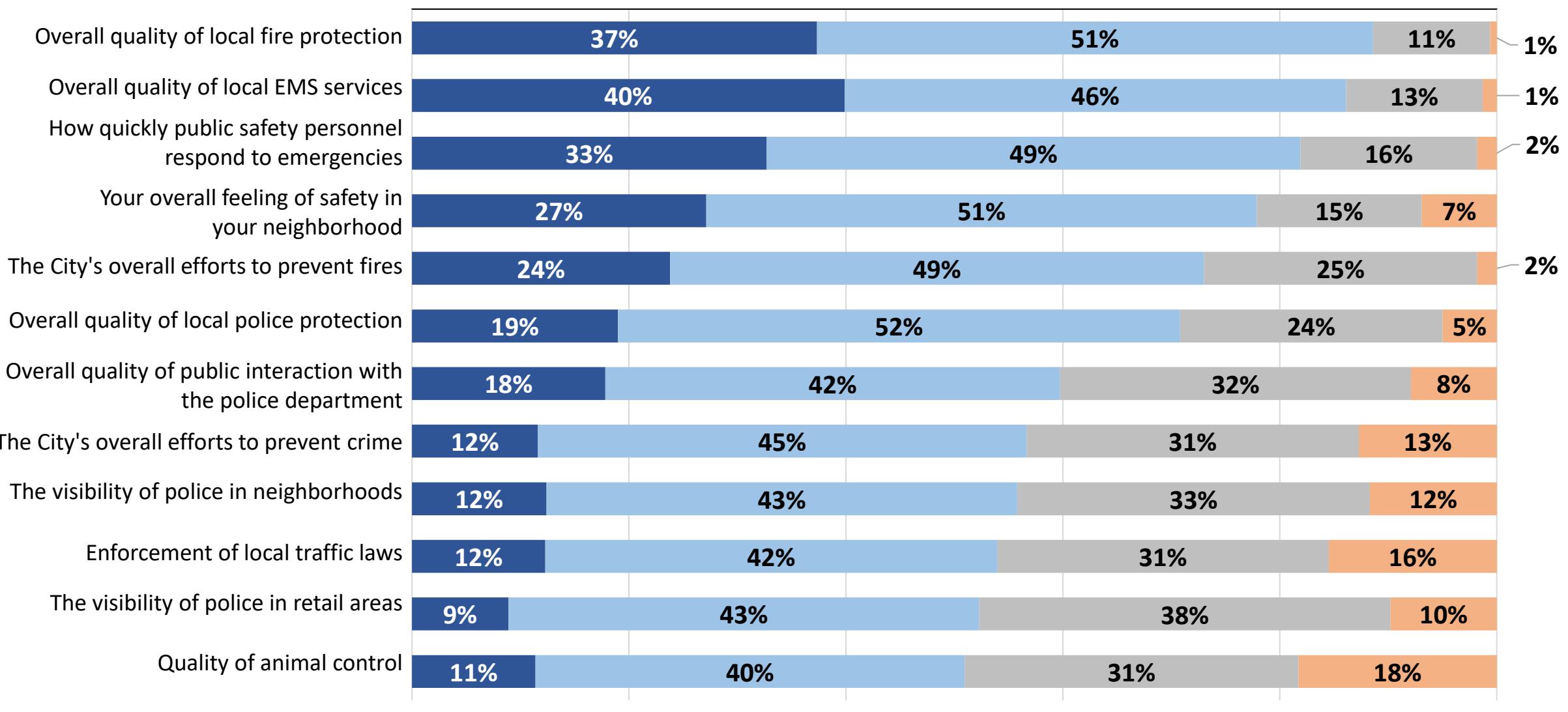
Q1. Satisfaction with Perceptions of the City

by percentage of respondents (excluding “don’t know”)



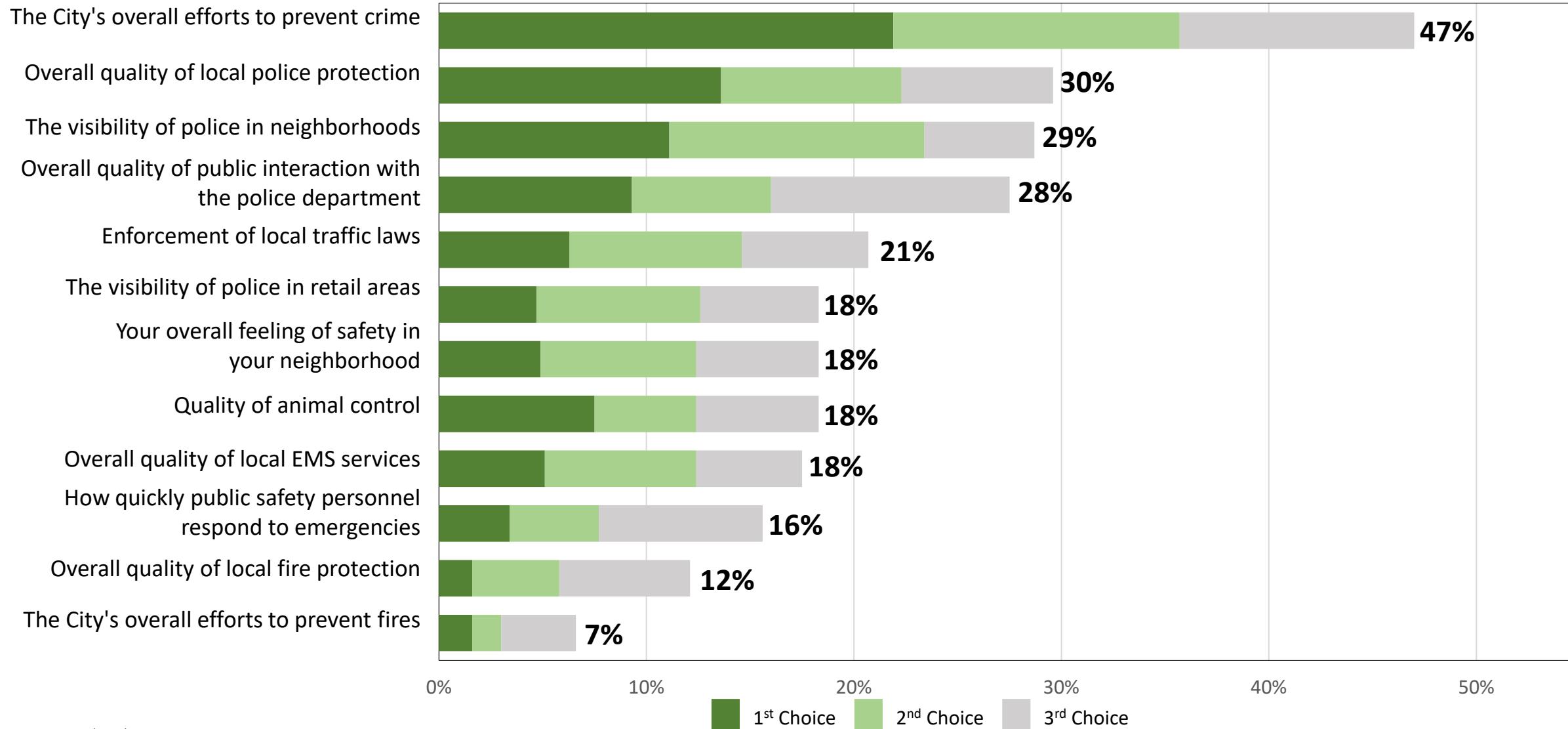
Q2. Satisfaction with Public Safety Services

by percentage of respondents (excluding “don’t know”)



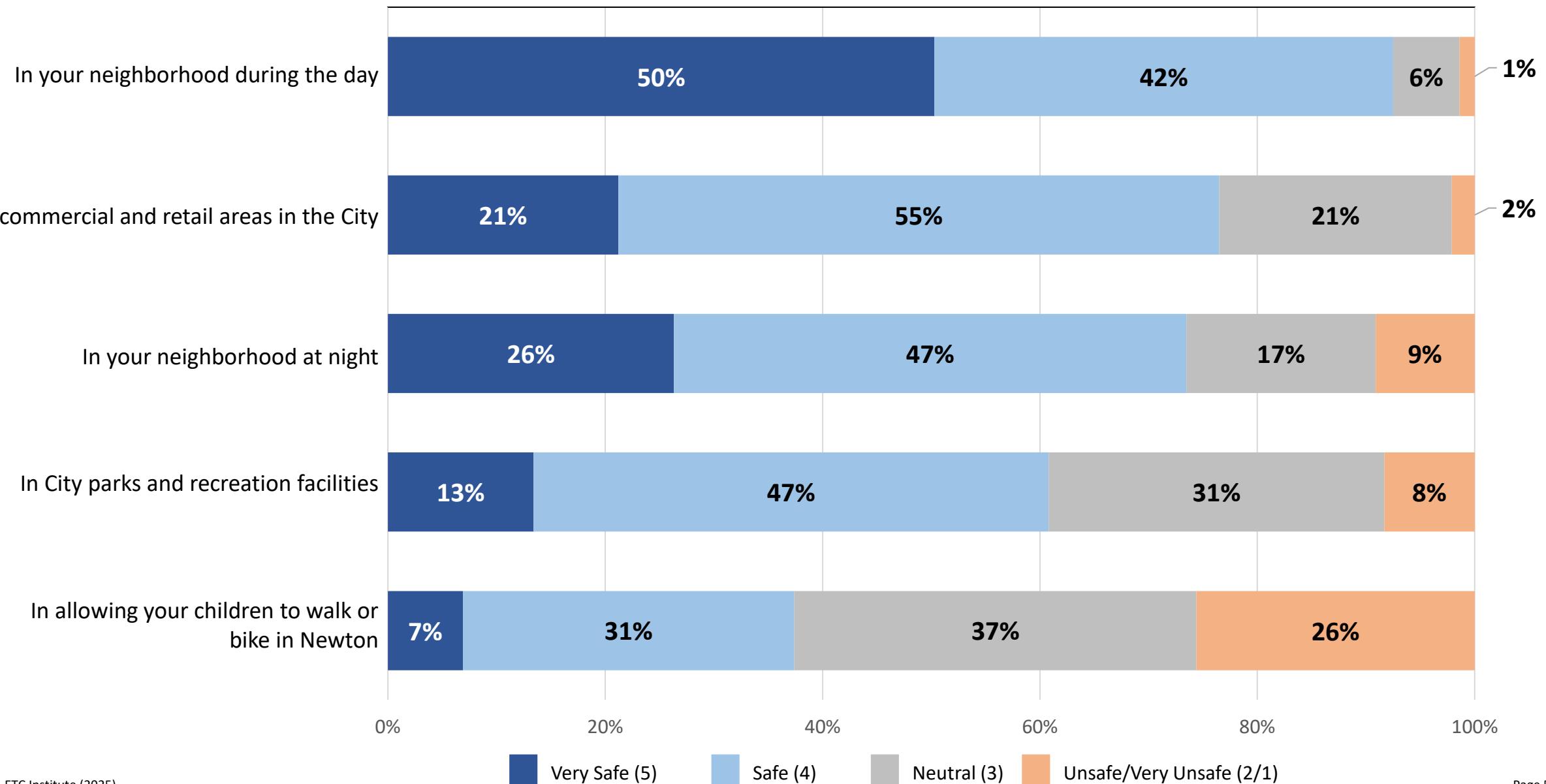
Q3. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



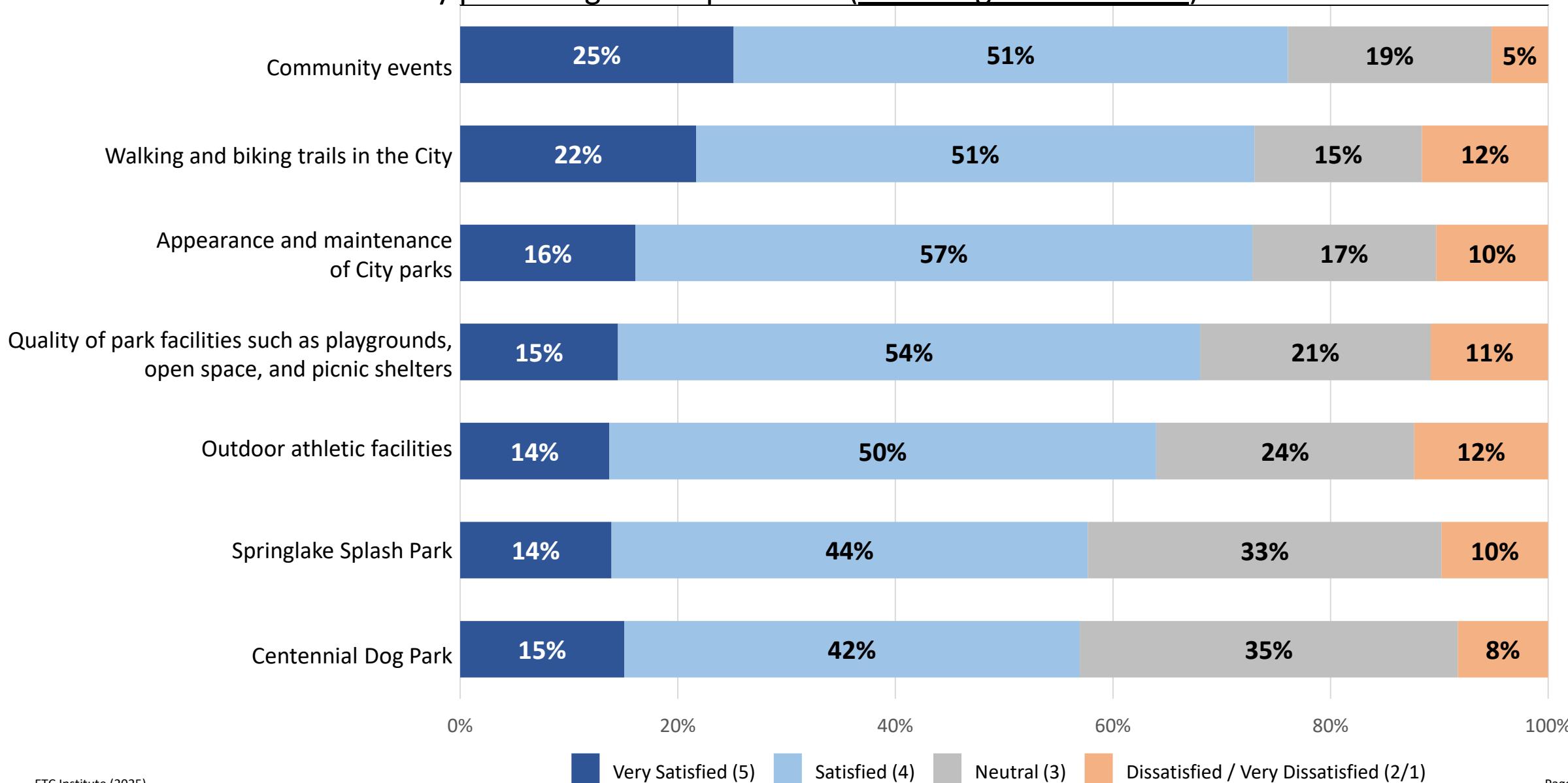
Q4. Perception of Safety

by percentage of respondents (excluding “don’t know”)



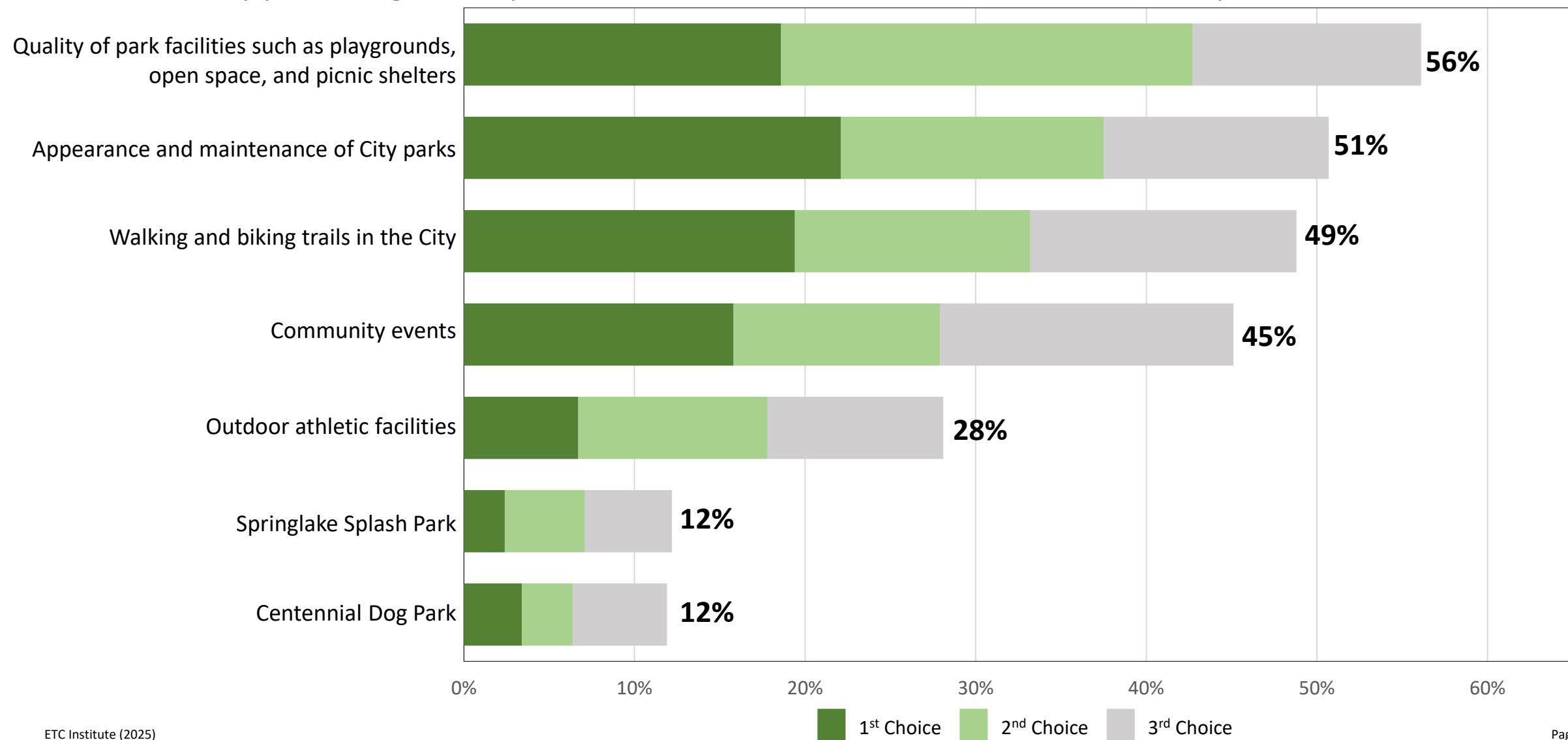
Q5. Satisfaction with Parks and Recreation

by percentage of respondents (excluding “don’t know”)



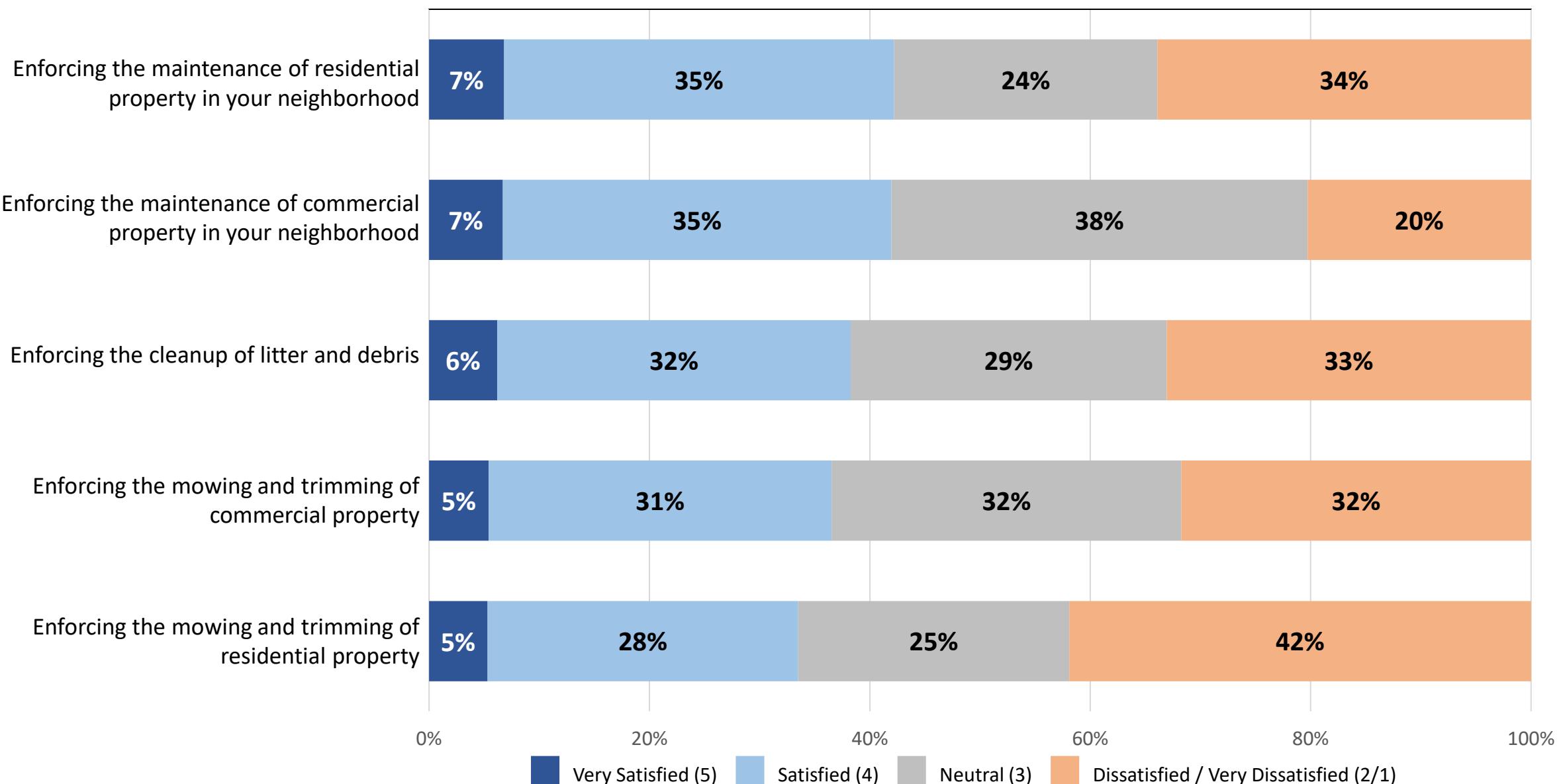
Q6. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

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



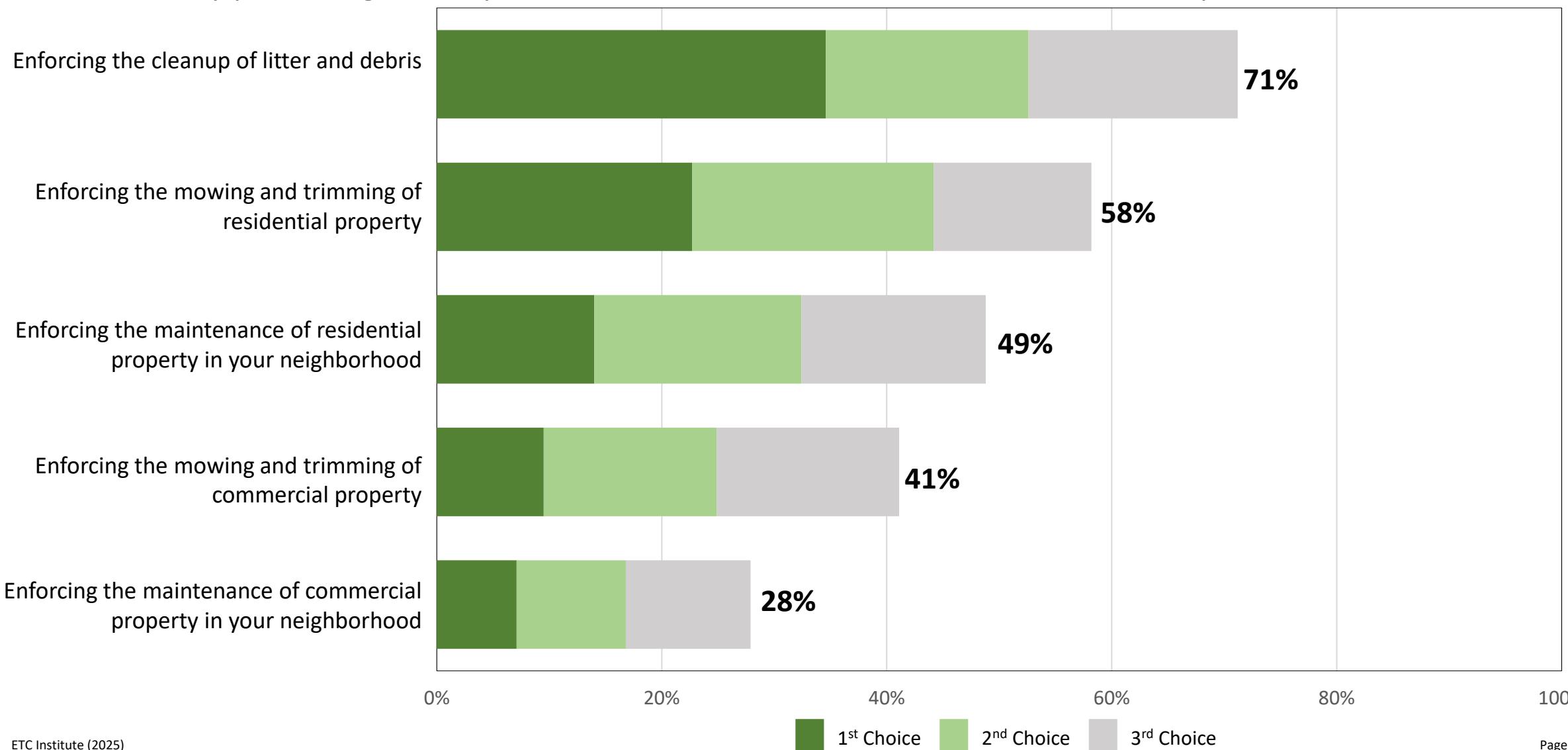
Q7. Satisfaction with Code Enforcement

by percentage of respondents (excluding “don’t know”)



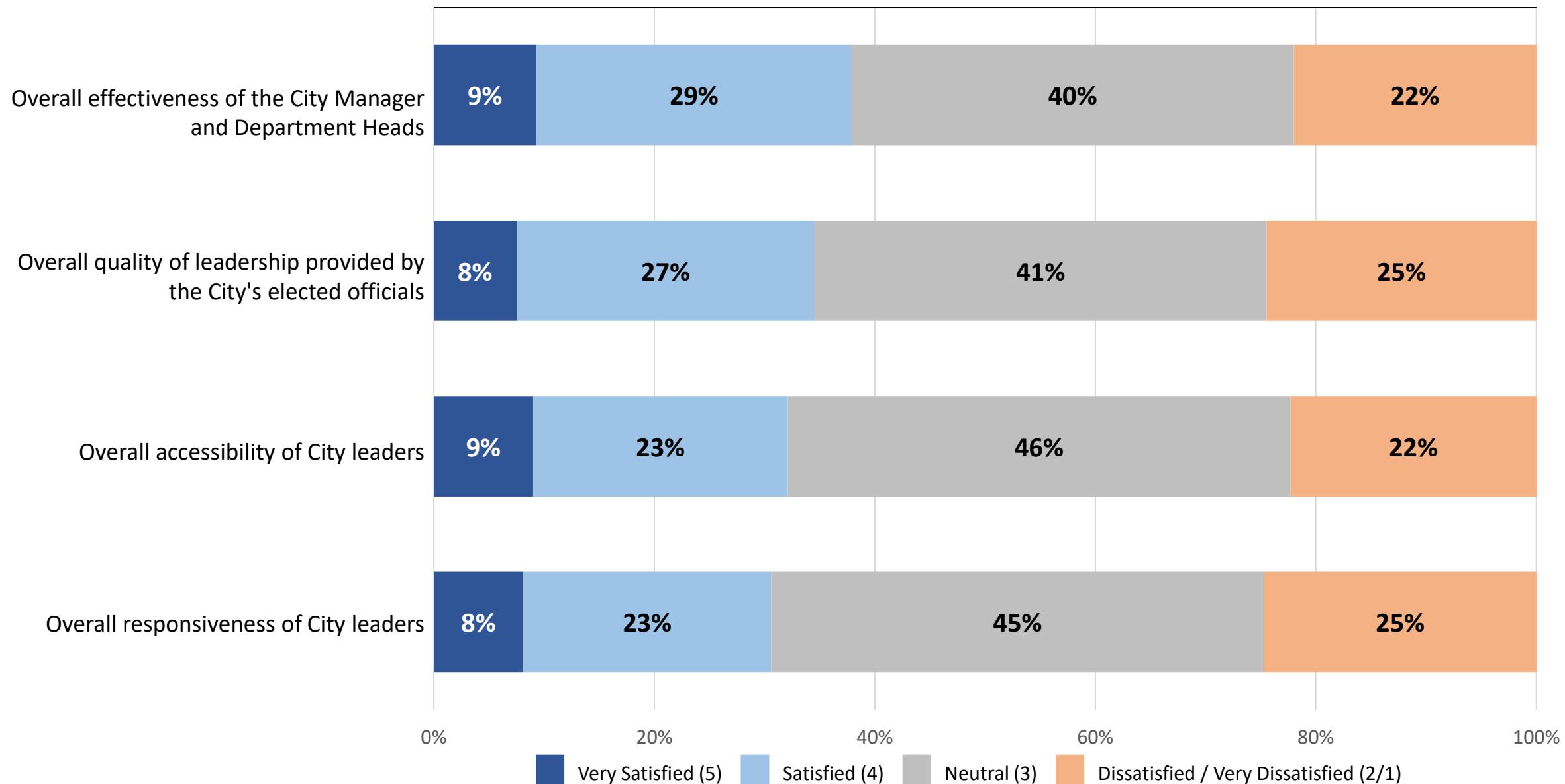
Q8. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

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



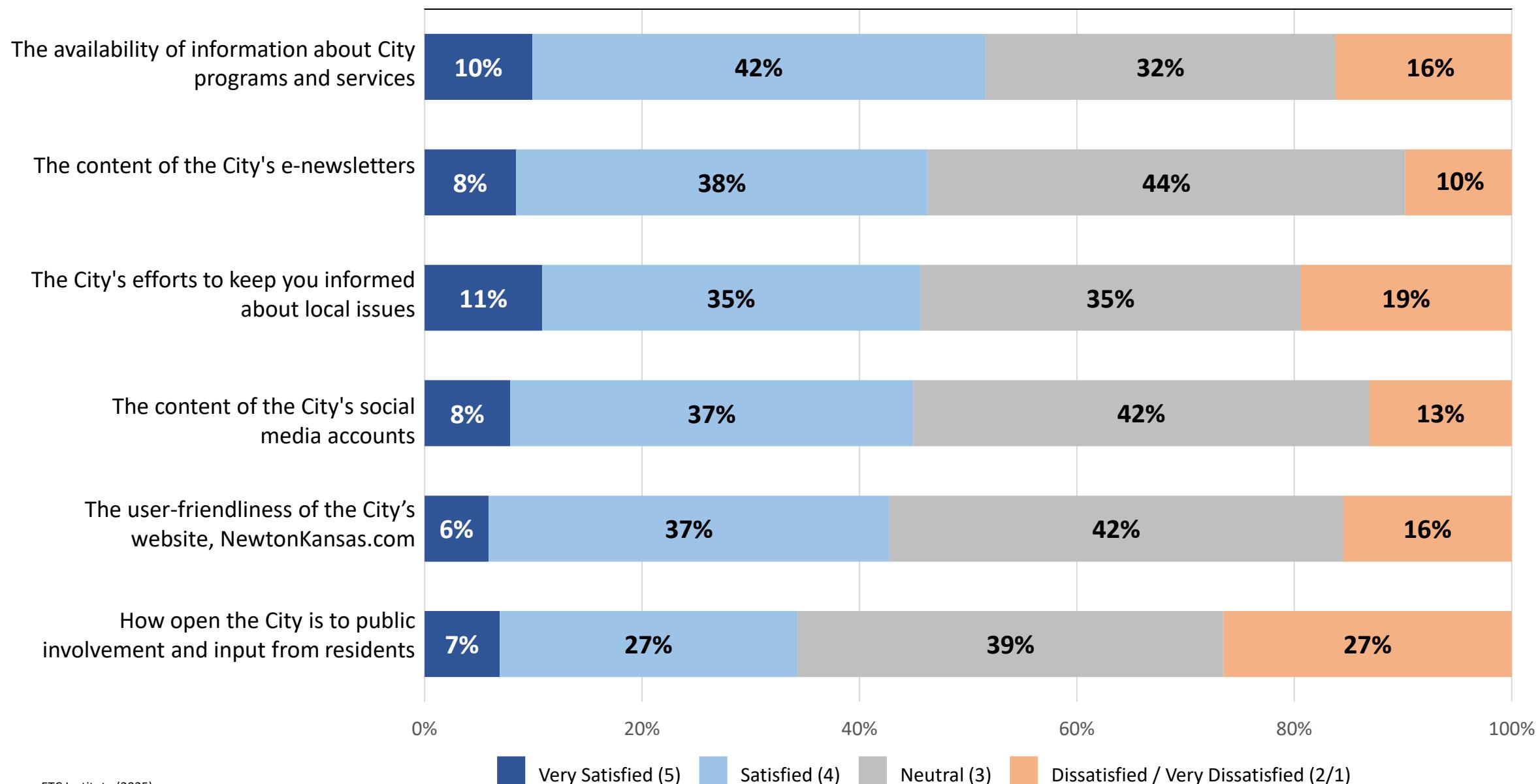
Q9. Satisfaction with Leadership

by percentage of respondents (excluding “don’t know”)



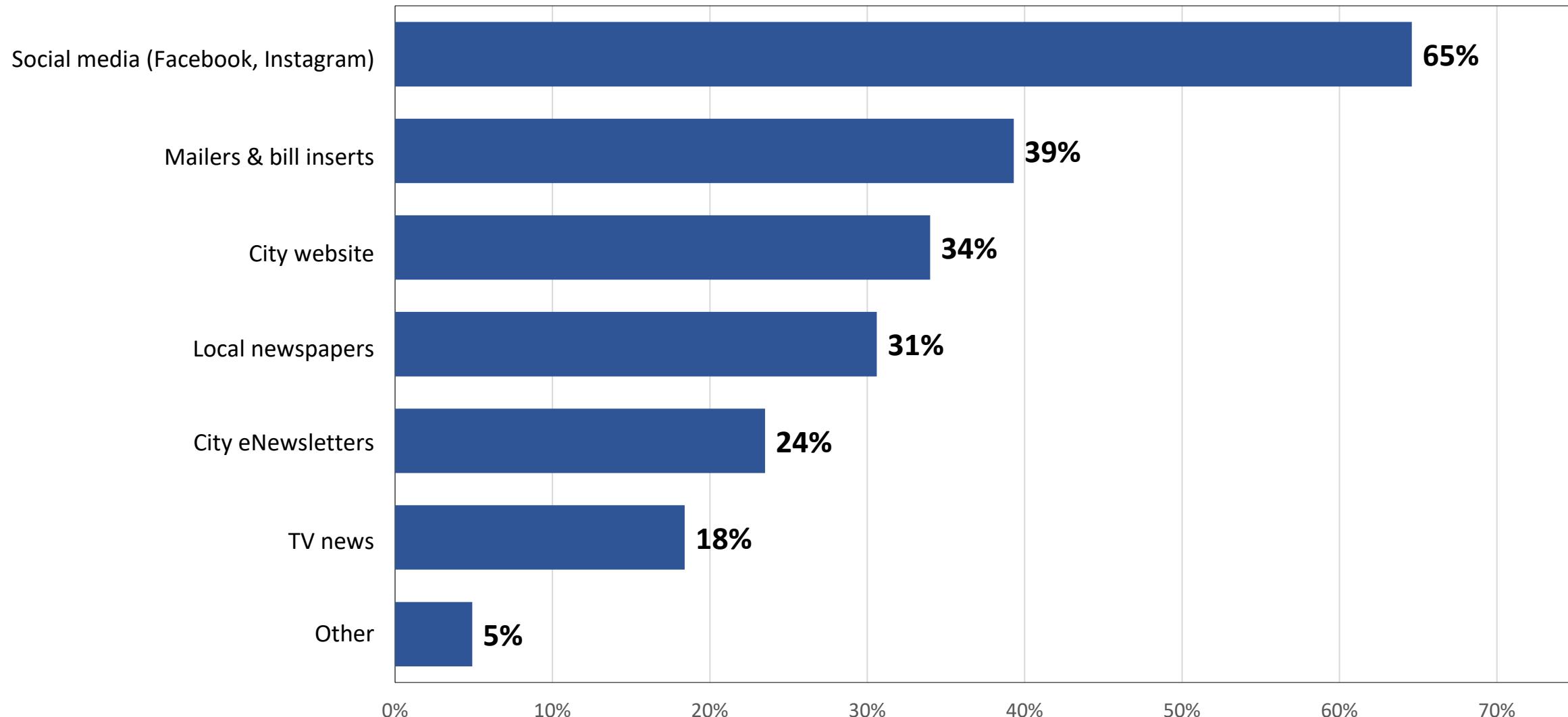
Q10. Satisfaction with Communication

by percentage of respondents (excluding “don’t know”)



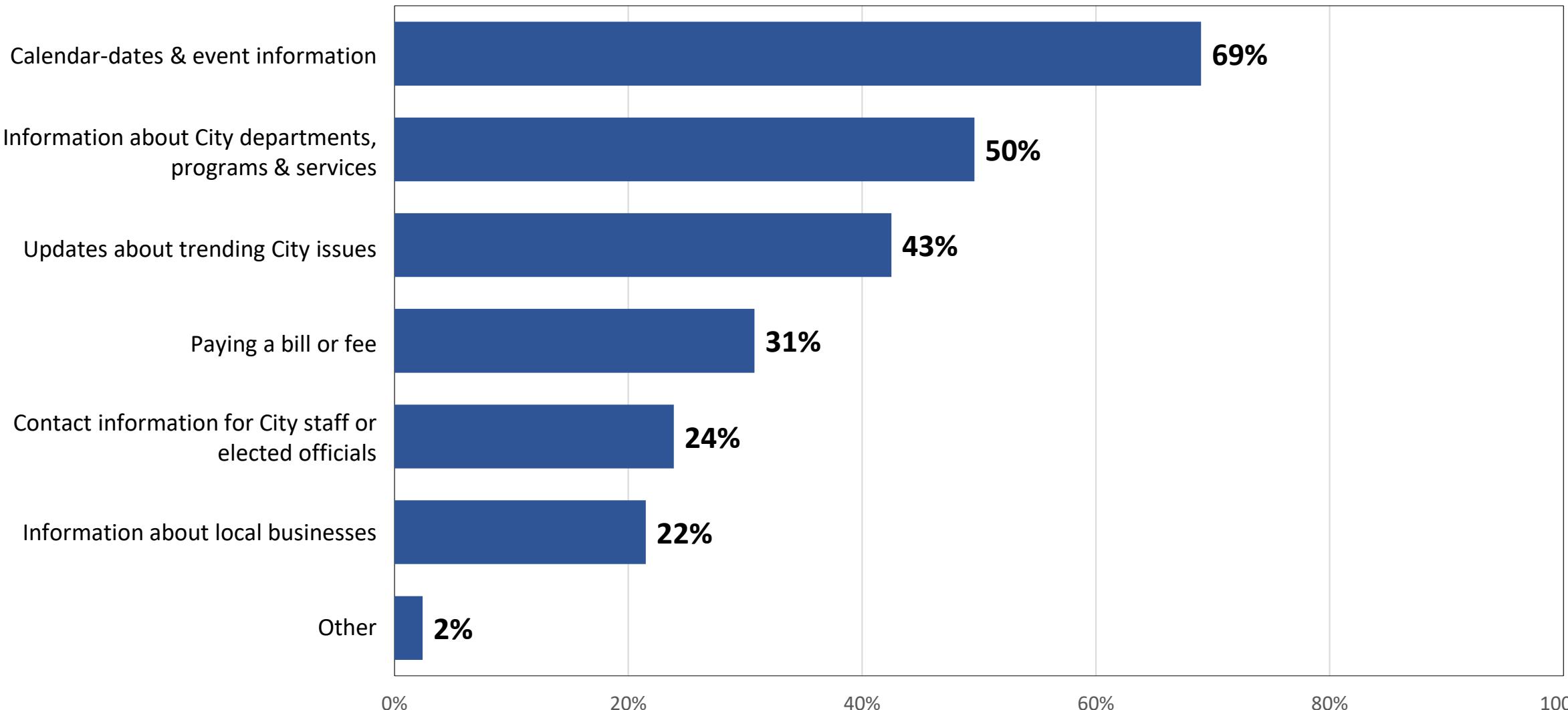
Q11. Primary Sources of Information about City Issues, Services, and Events

by percentage of respondents (multiple selections could be made)



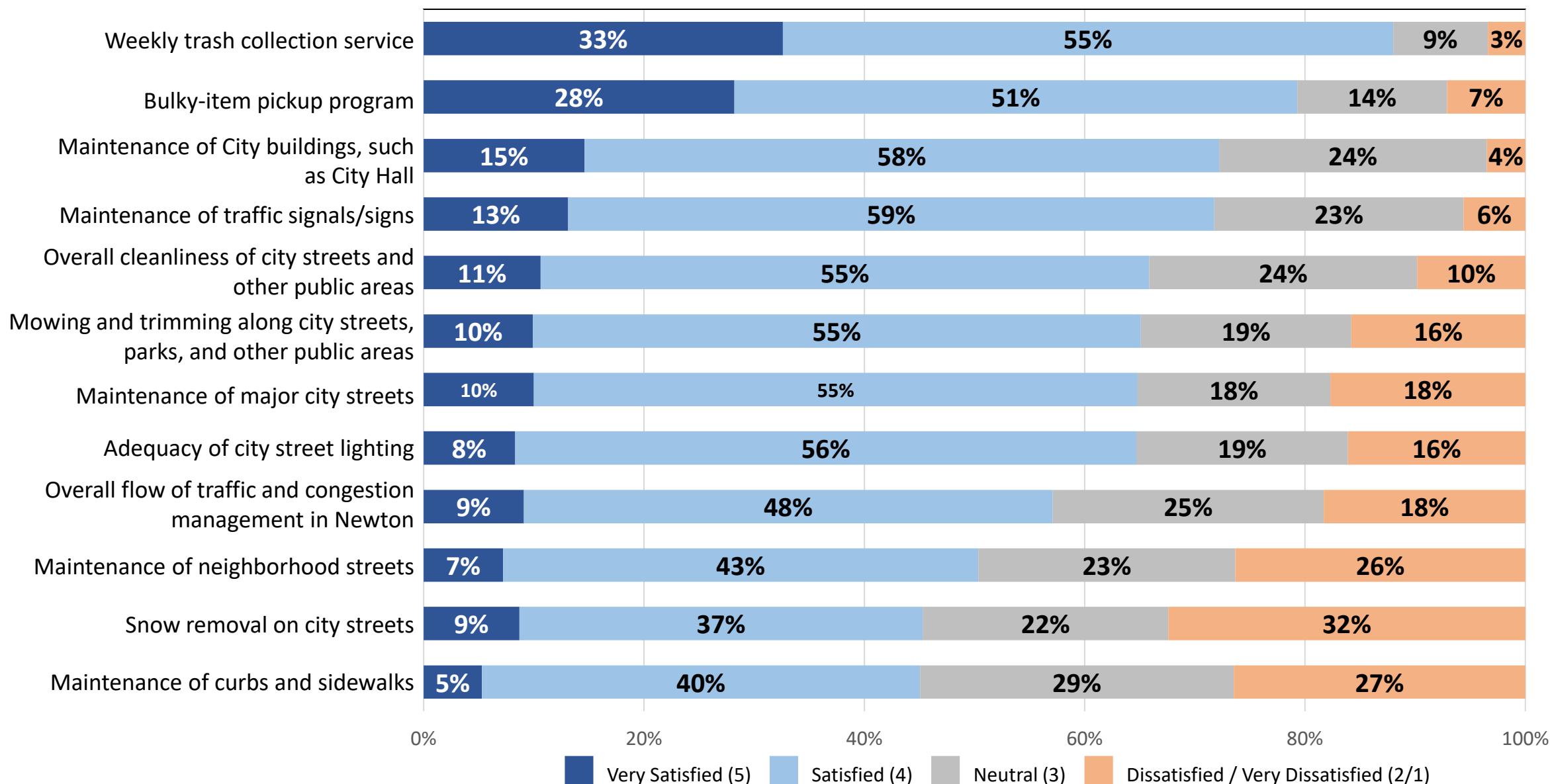
Q12. Types of Information Respondents Usually Seek Through the City's Communications Tools

by percentage of respondents (multiple selections could be made)



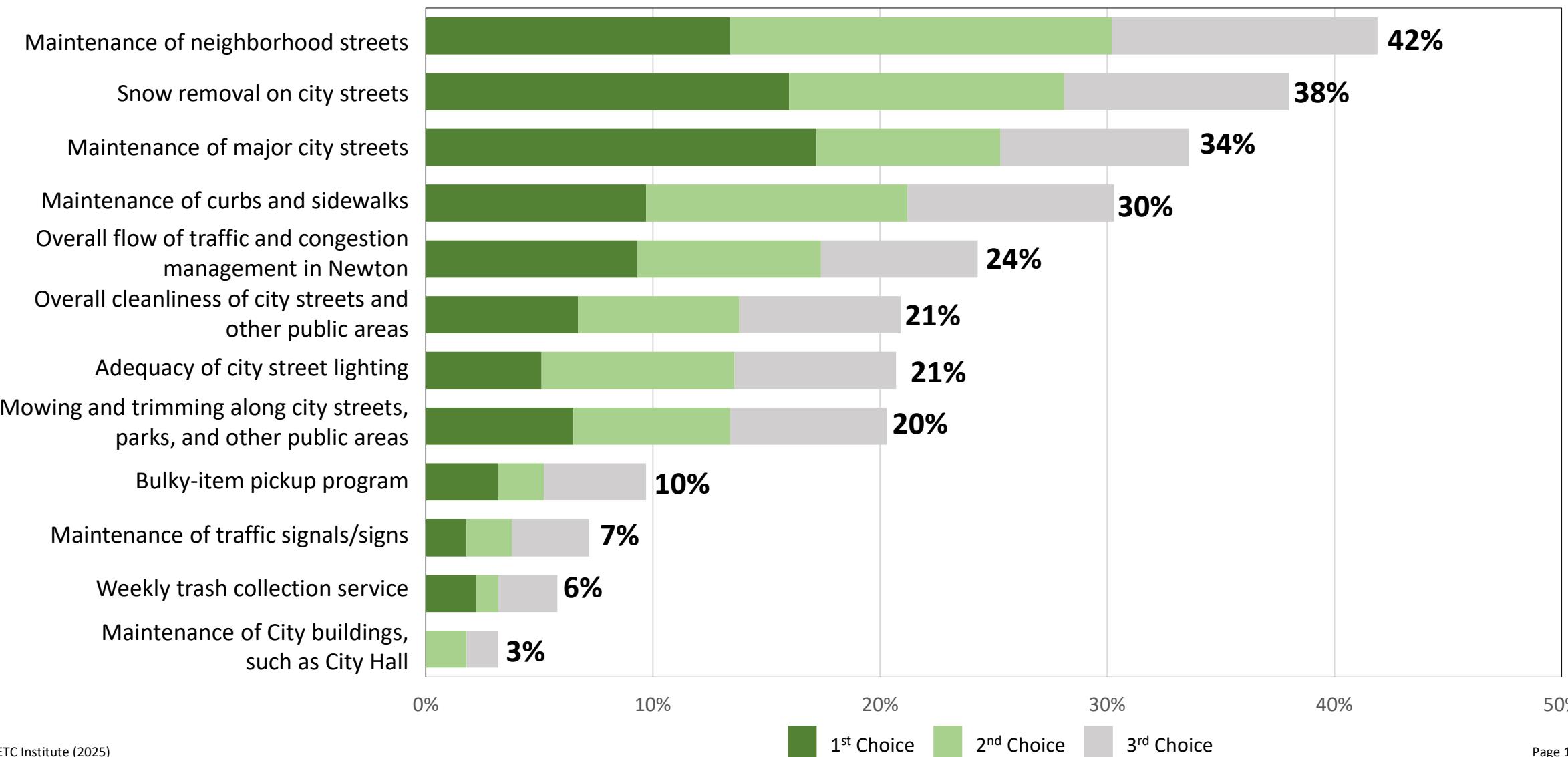
Q13. Satisfaction with City Maintenance

by percentage of respondents (excluding “don’t know”)



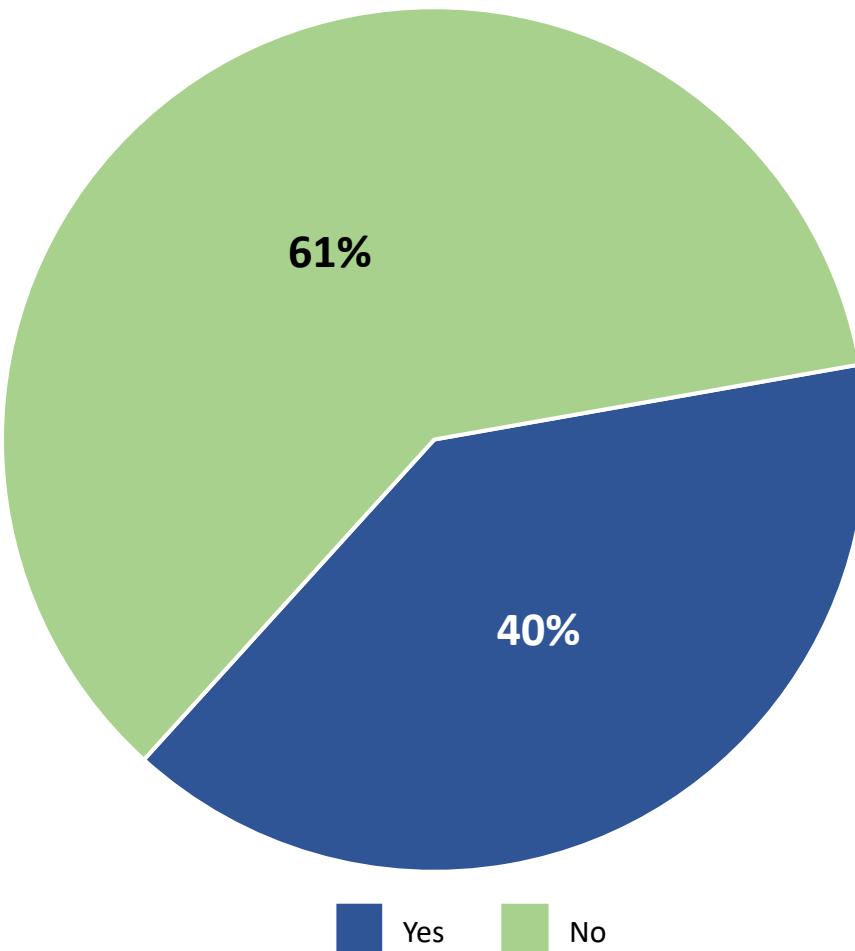
Q14. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



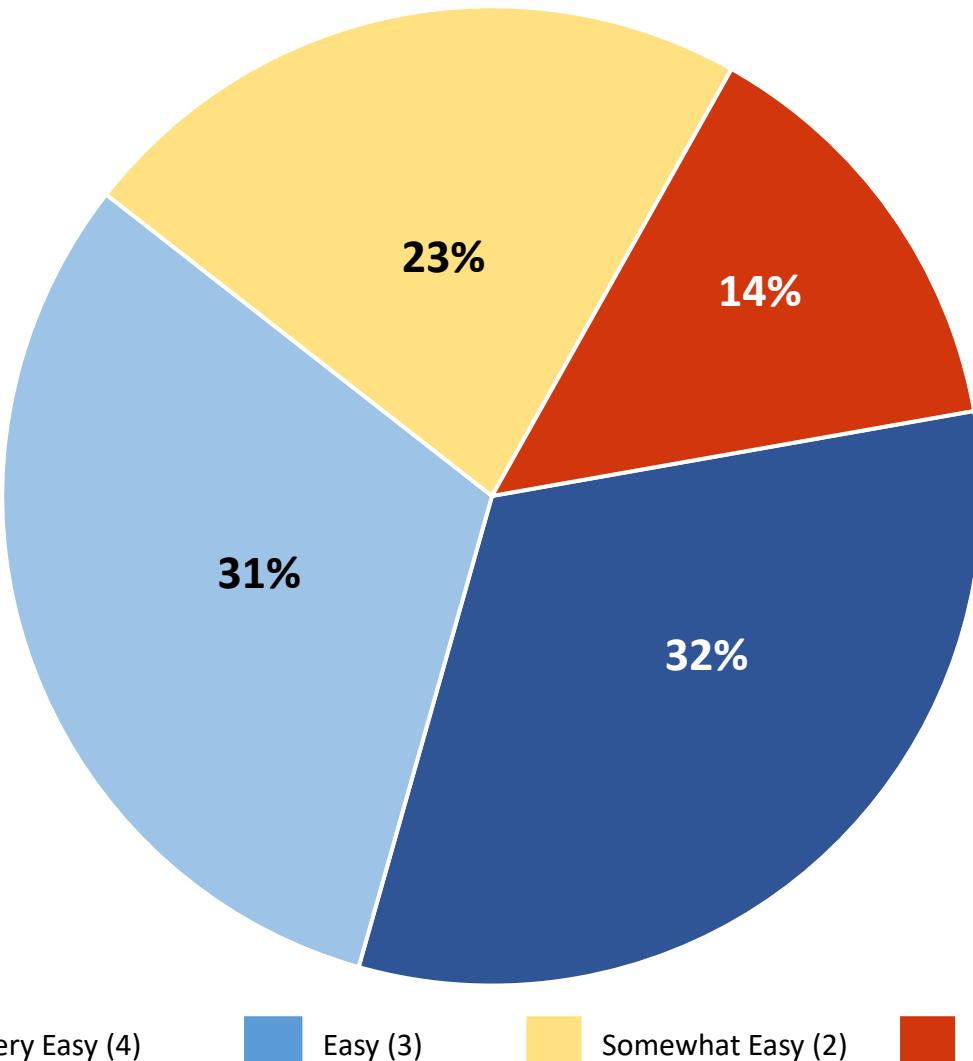
Q15. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year?

by percentage of respondents (excluding “don’t know”)



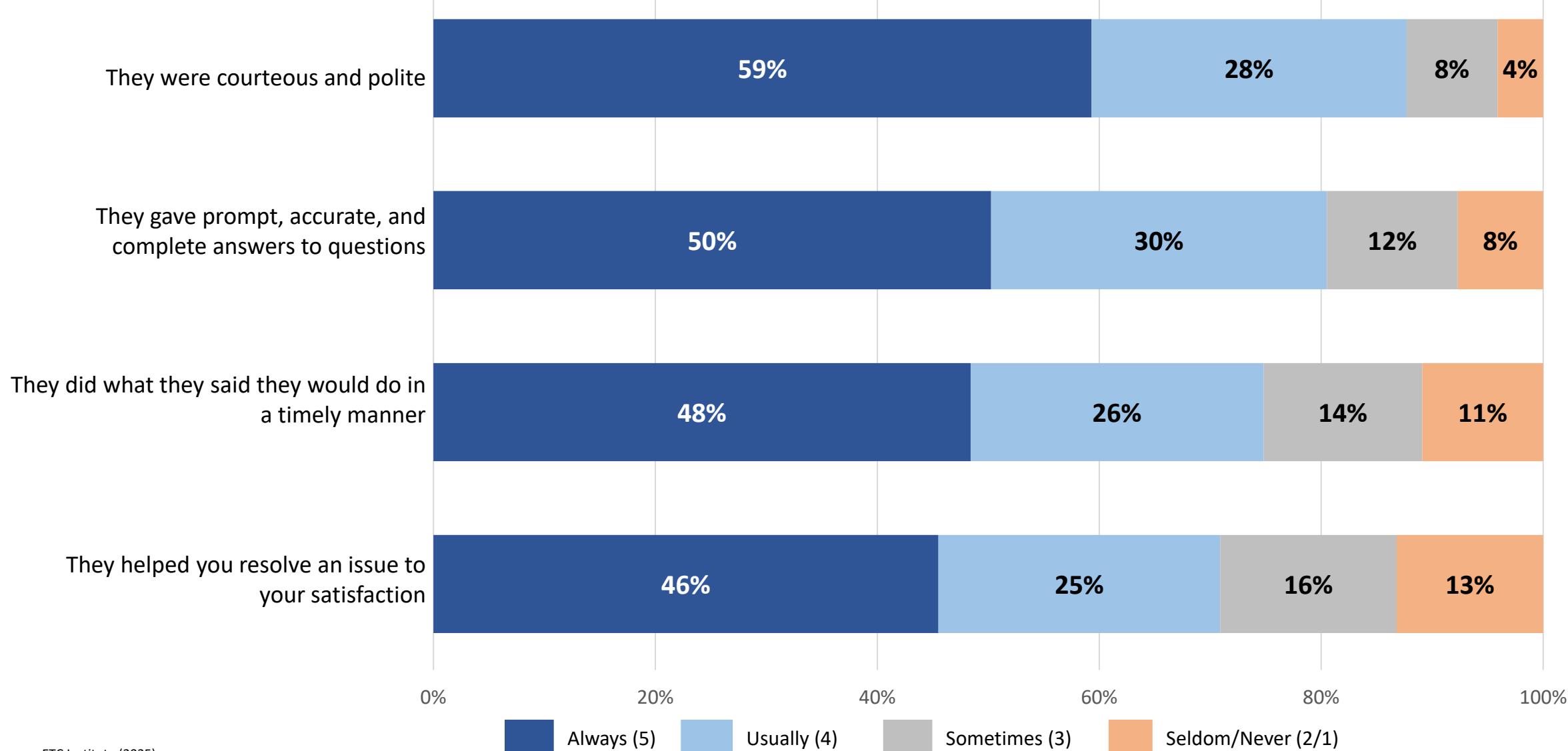
Q15a. How easy was it to contact the person you needed to reach?

by percentage of respondents who contacted with City during the past year (excluding “don’t know”)



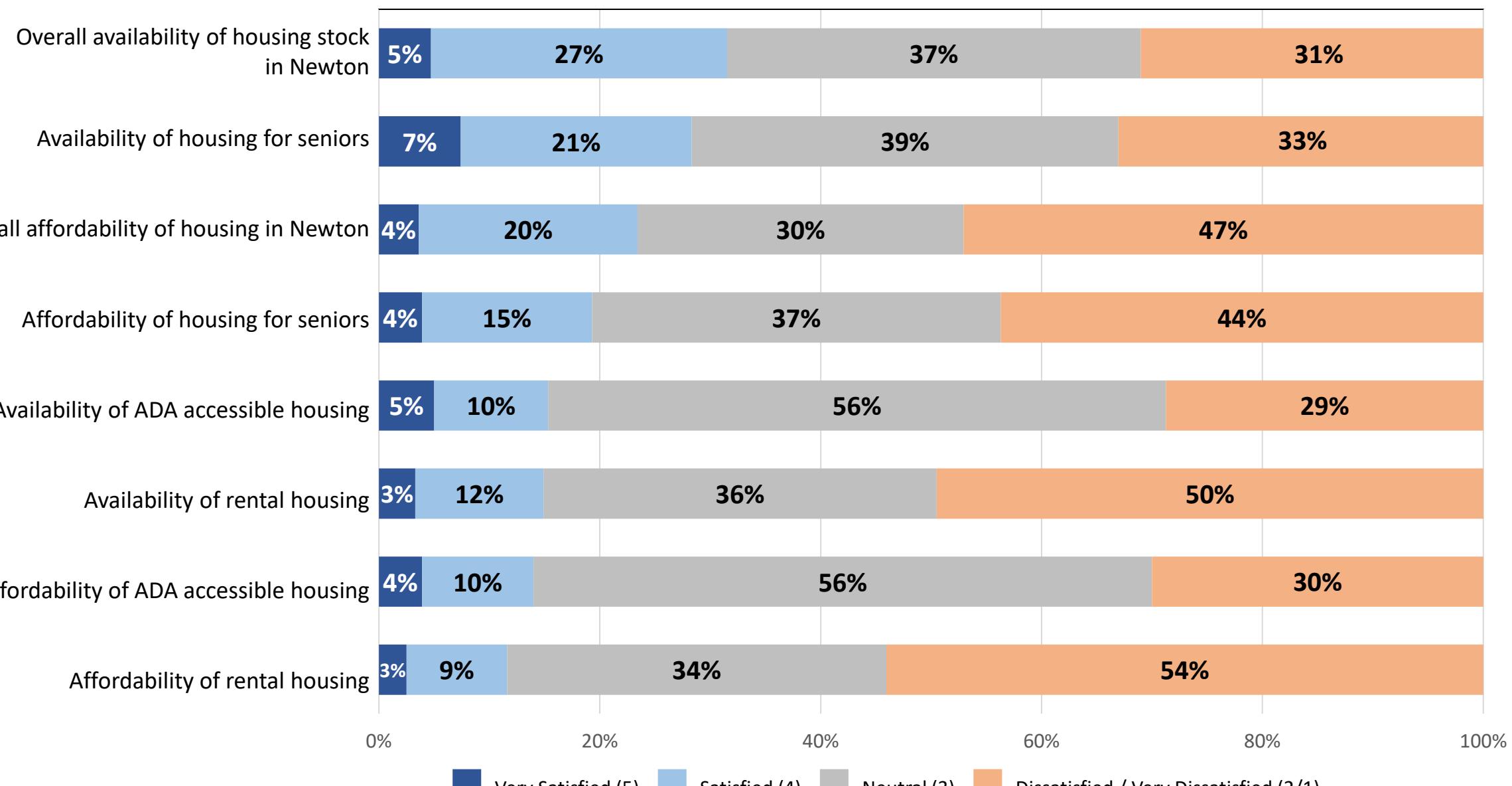
Q15b. Frequency That City Employees Displayed the Following Behaviors

by percentage of respondents who contacted with City during the past year (excluding “don’t know”)



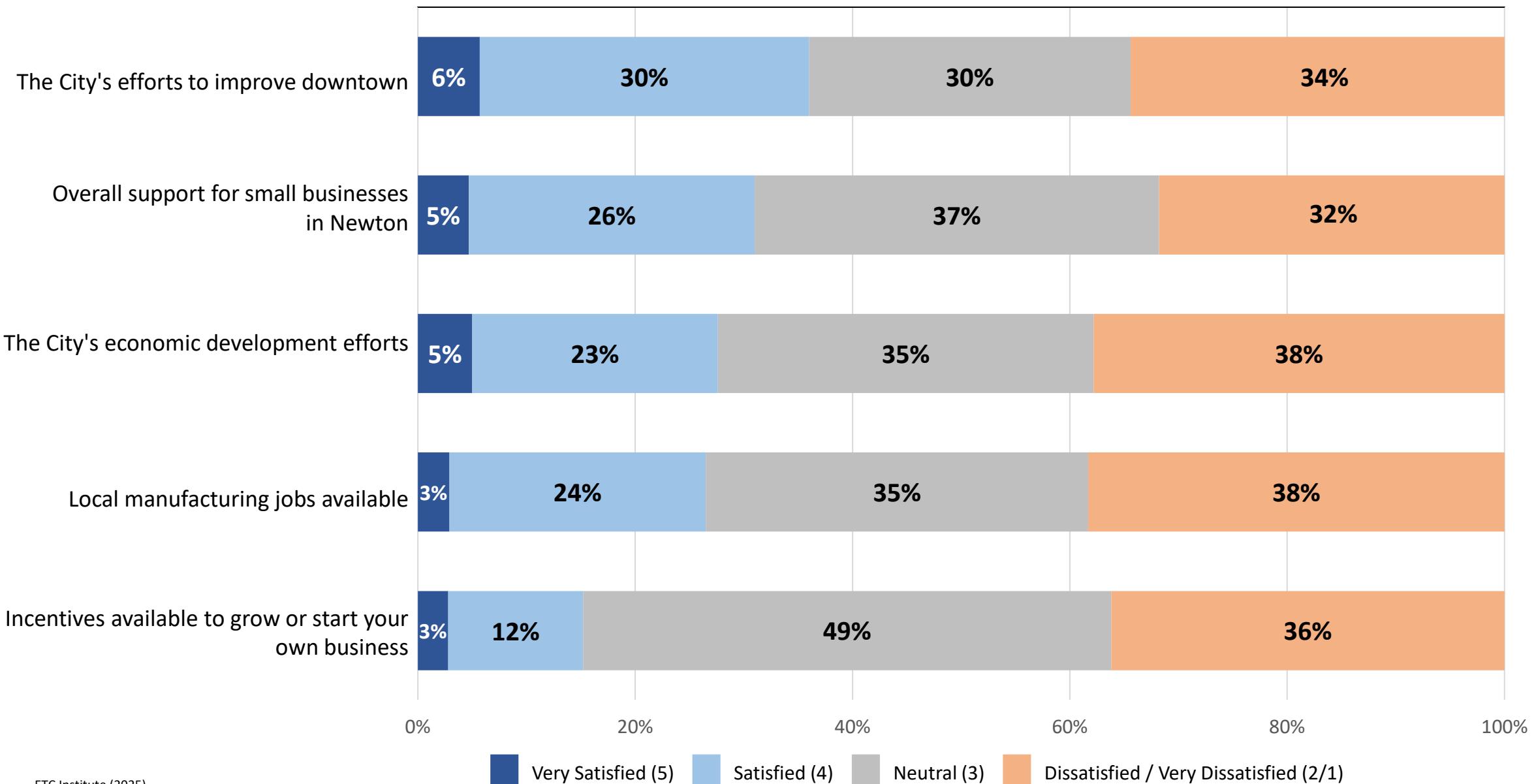
Q16. Satisfaction with Housing

by percentage of respondents (excluding “don’t know”)



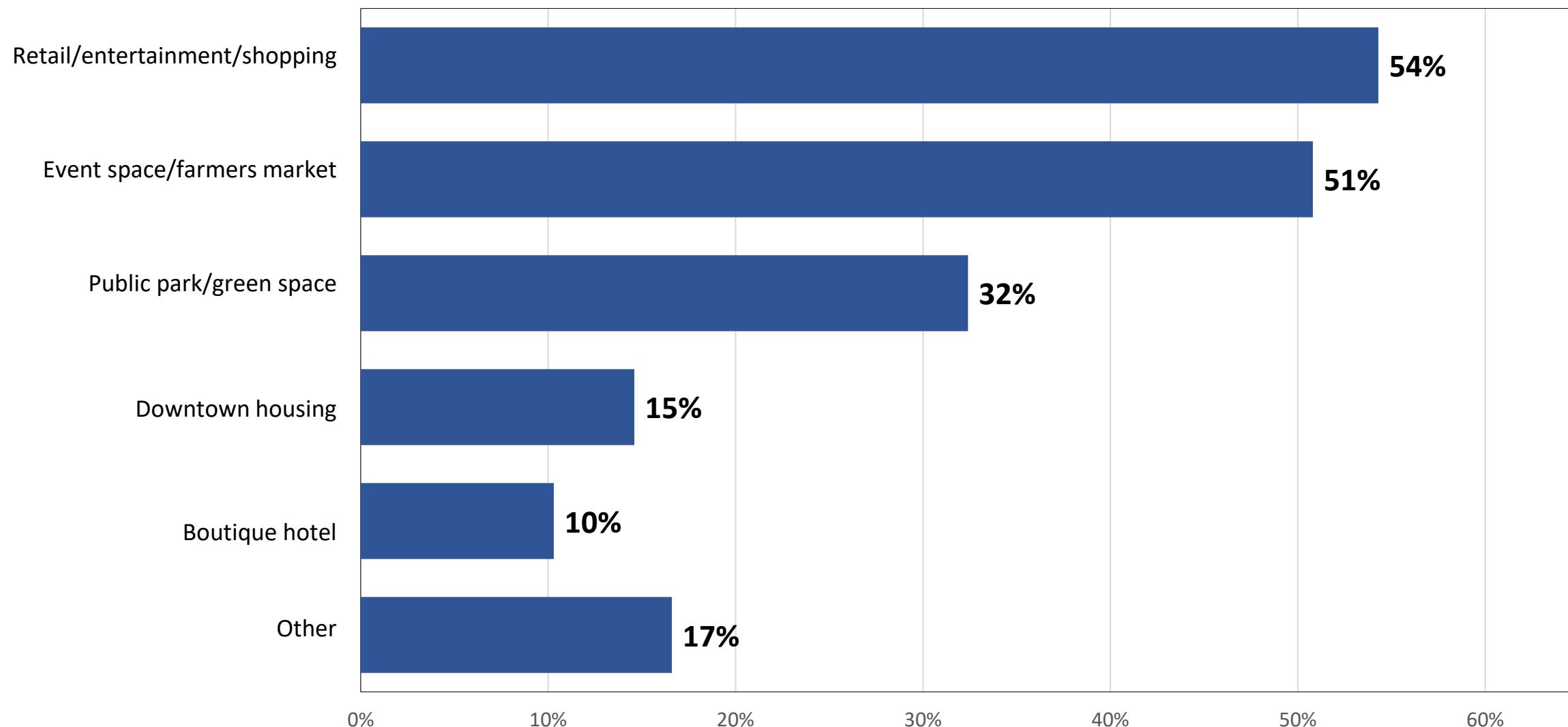
Q17. Satisfaction with Industrial and Commercial Development

by percentage of respondents (excluding “don’t know”)



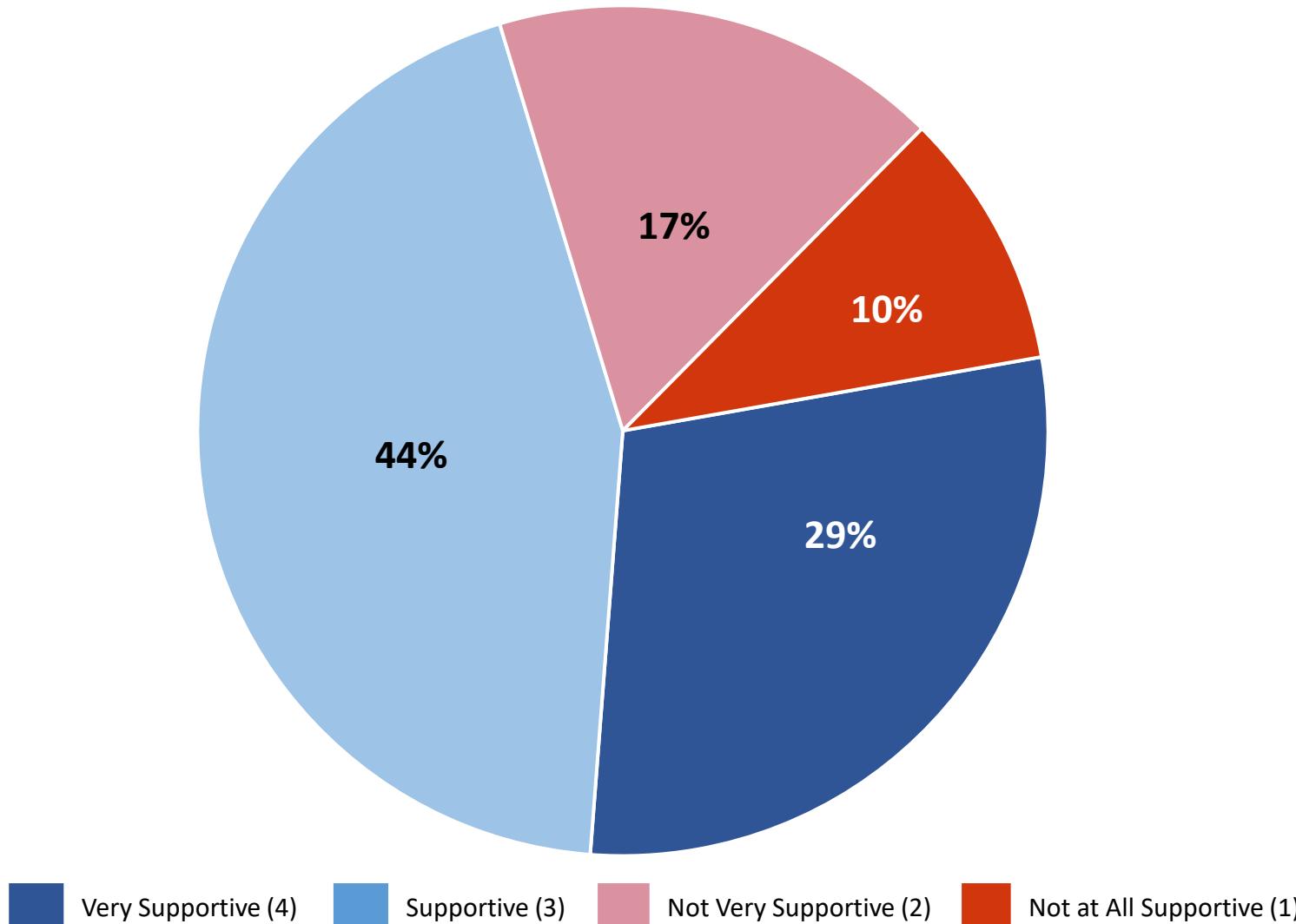
Q18. Types of Businesses or Community Spaces Respondents Would Like to See in the Redeveloped Area of 320 N. Main After the Old Dillons Building Has Been Demolished

by percentage of respondents (multiple selections could be made)



Q19. Support for the City Investing Public Dollars in The Depot and Its Redevelopment

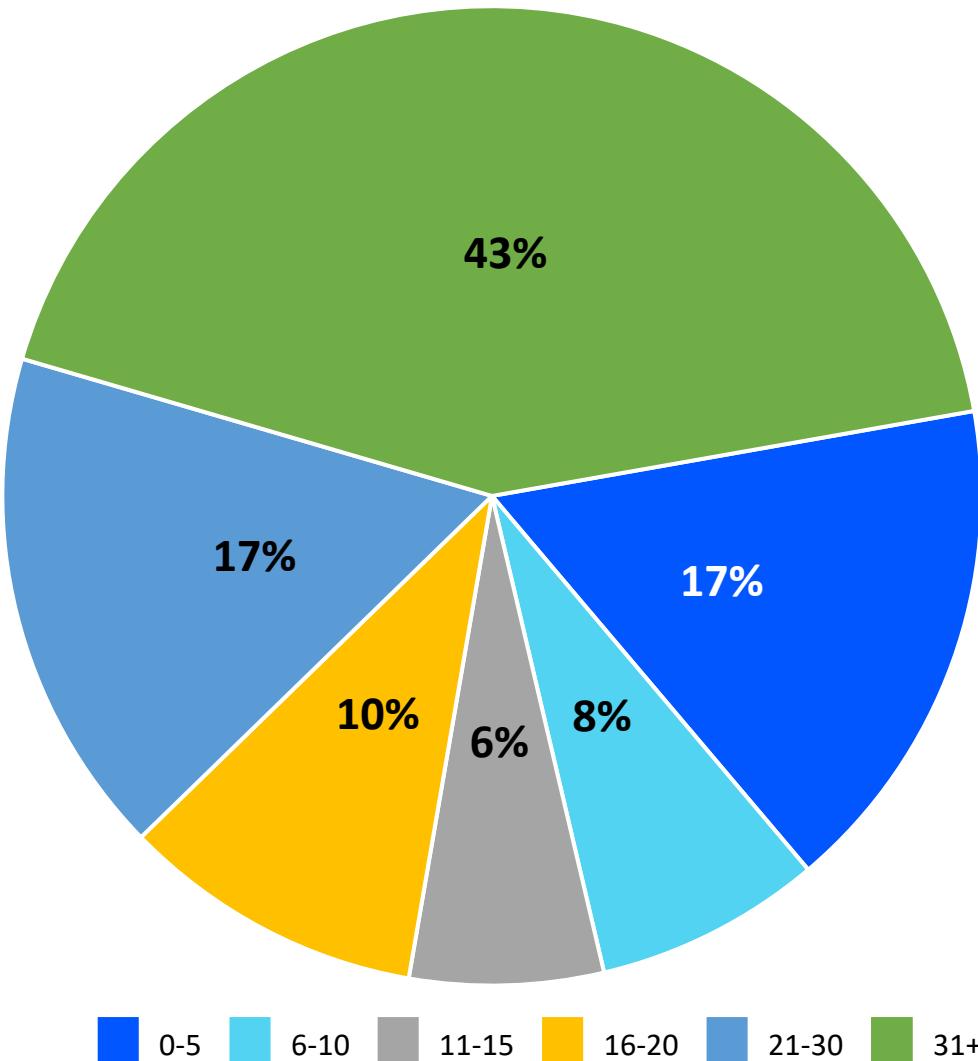
by percentage of respondents (excluding “don’t know”)



Demographics

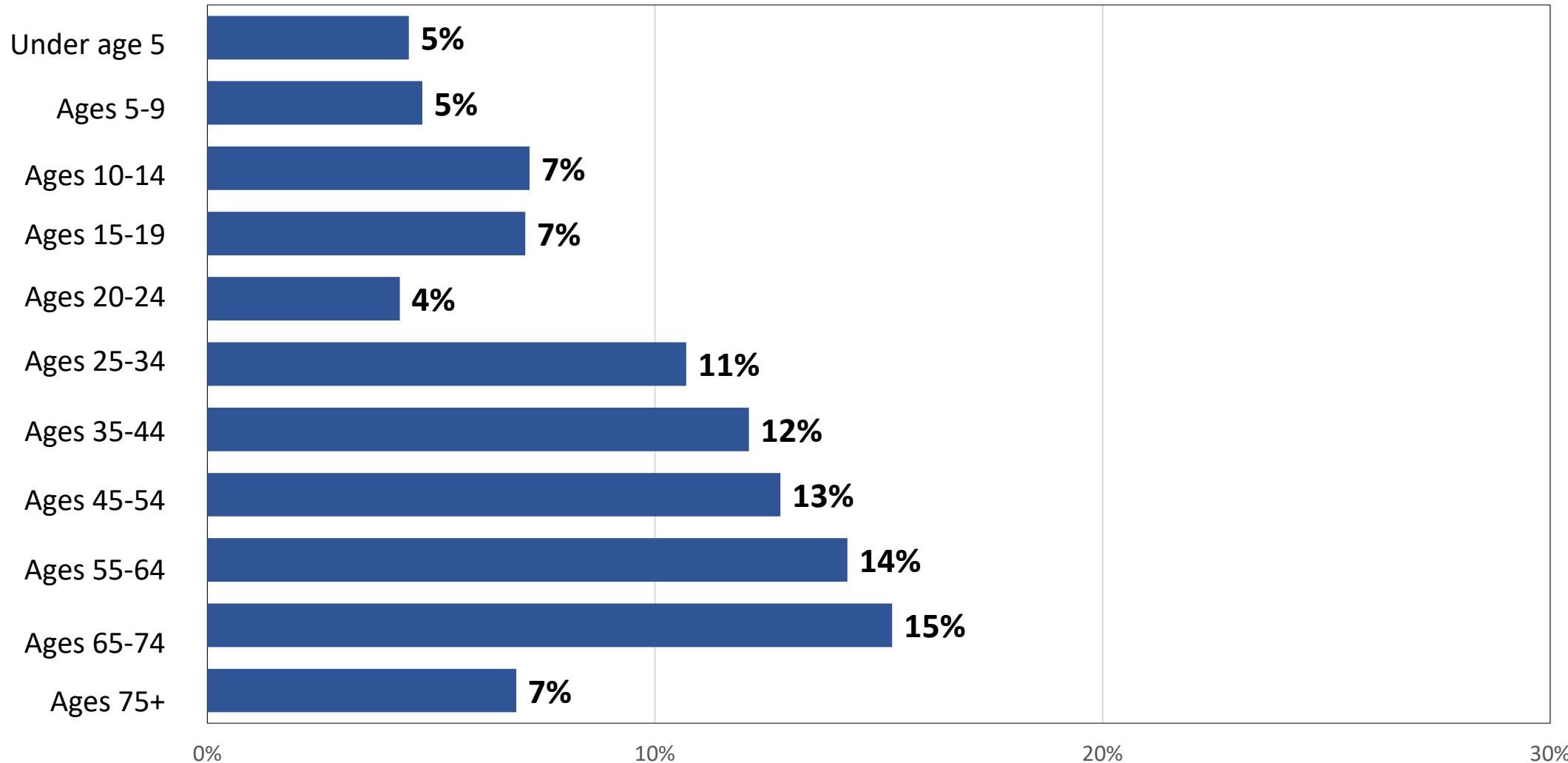
Q22. Approximately how many years have you lived in the City of Newton?

by percentage of respondents (excluding “not provided”)



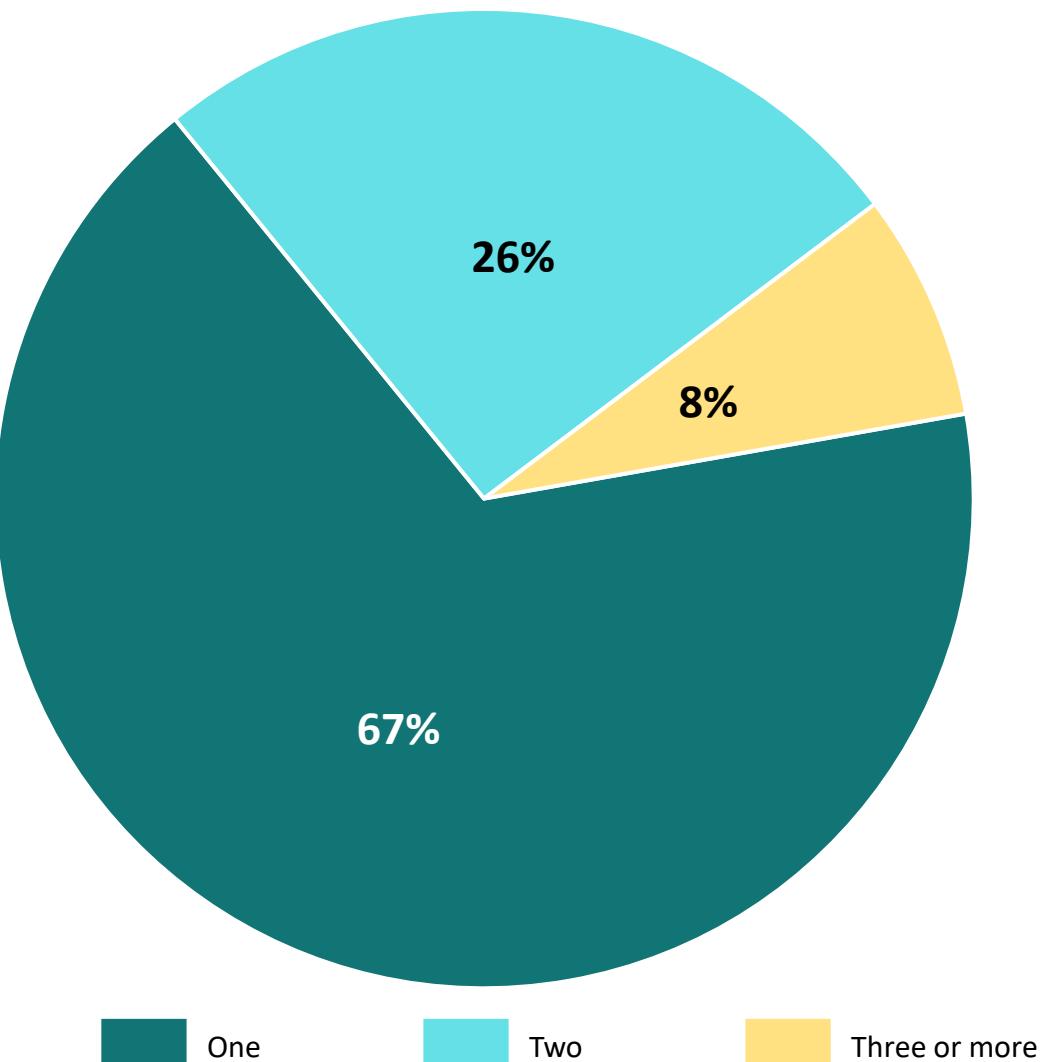
Q23. Including yourself, how many people in your household are each of the following age groups?

by percentage of persons in the household



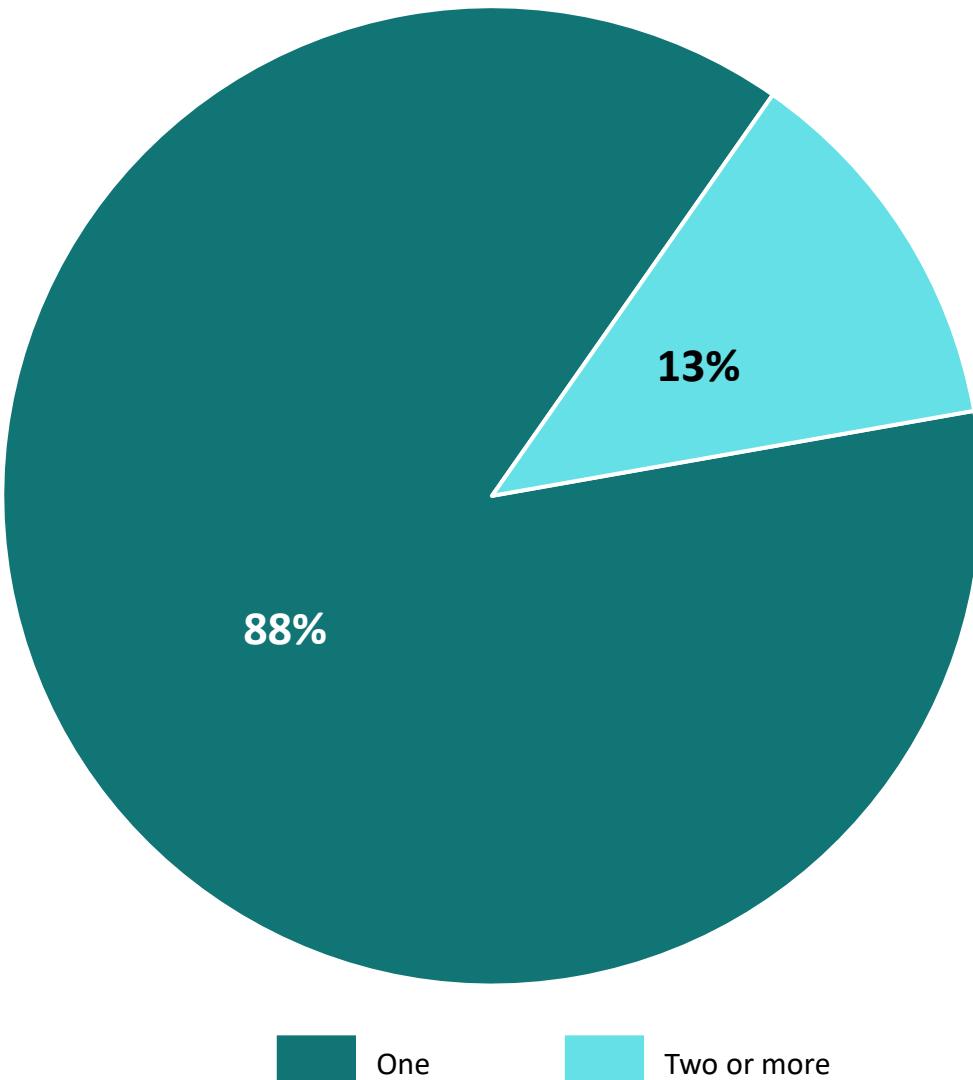
Q24[1]. Including yourself, how many persons in your household are employed within the City limits of Newton (including working from home)?

by percentage of respondents (excluding "not provided")



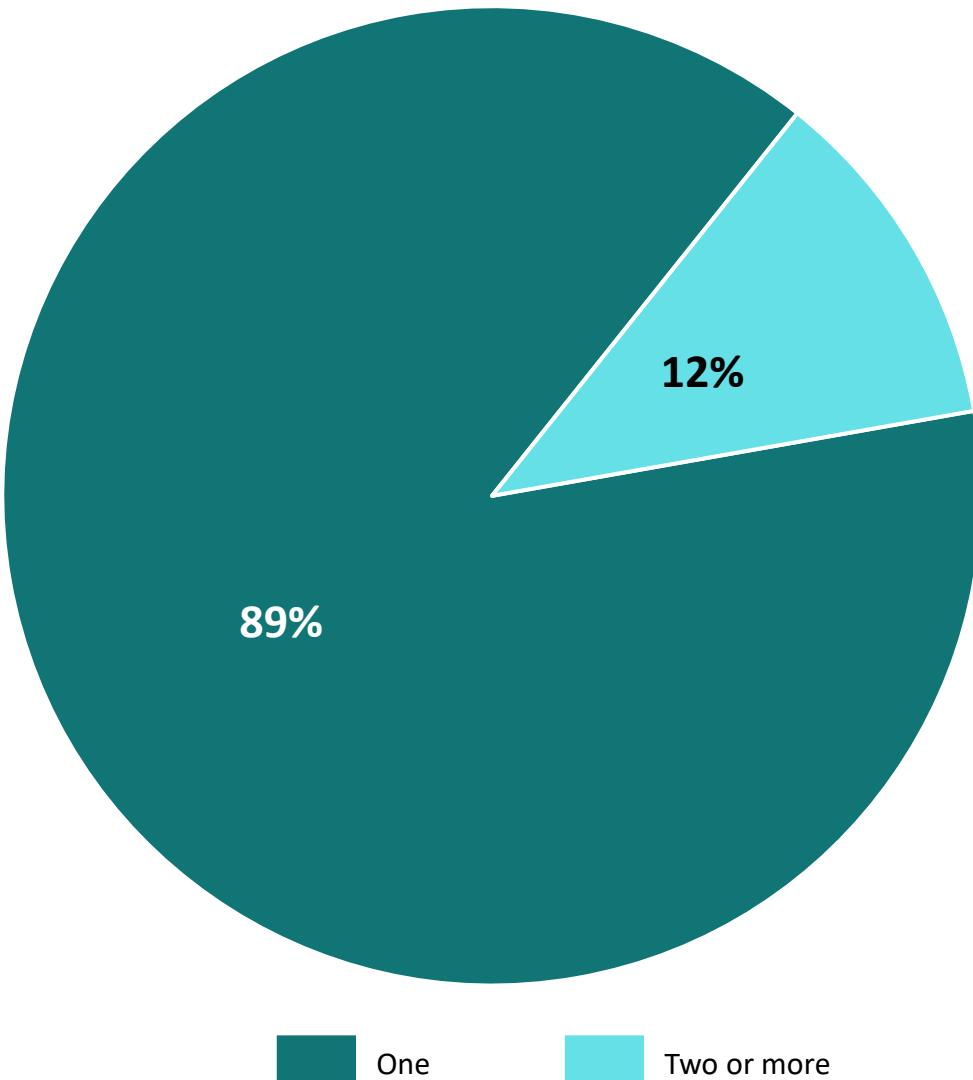
Q24[2]. Including yourself, how many persons in your household are employed outside Newton, but within Harvey County?

by percentage of respondents (excluding “not provided”)



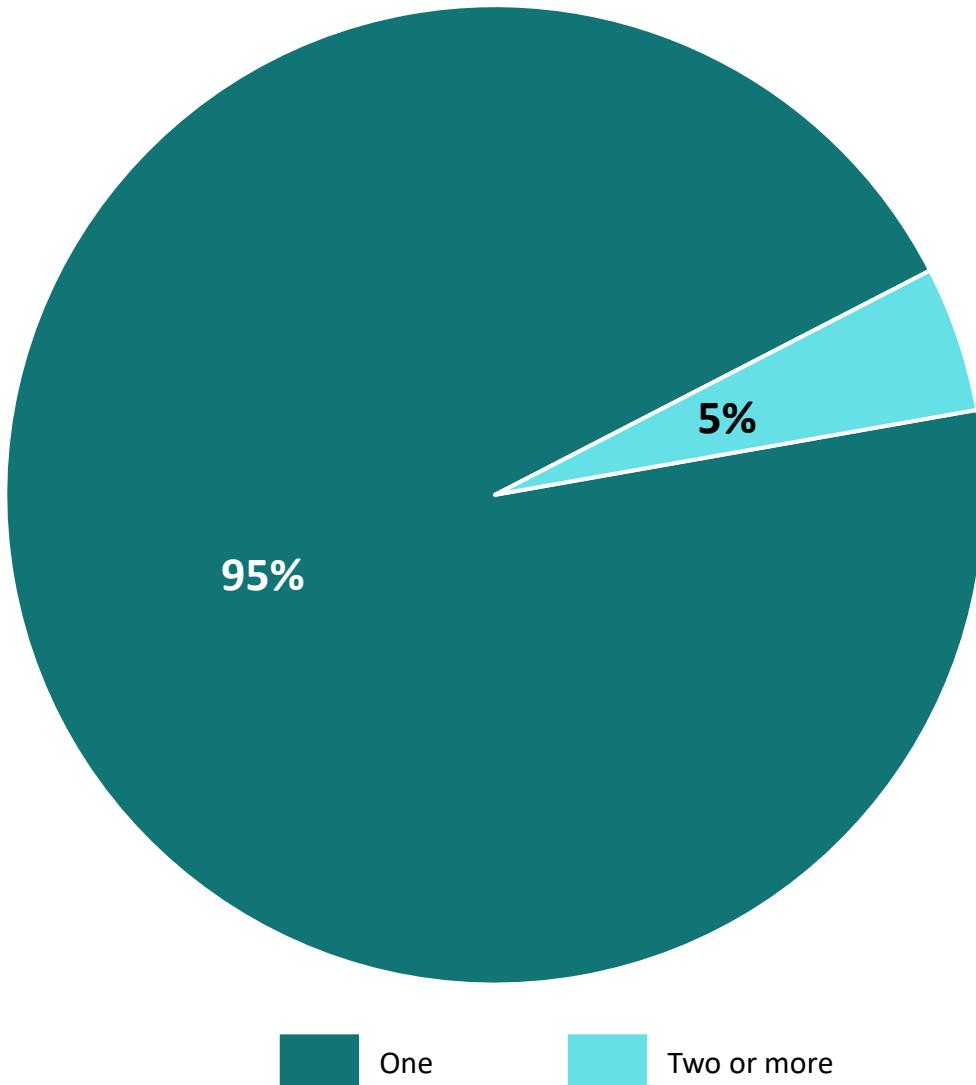
Q24[3]. Including yourself, how many persons are employed outside of Harvey County, but within the Wichita metro area?

by percentage of respondents (excluding “not provided”)



Q24[4]. Including yourself, how many persons are employed outside of the Wichita metro area?

by percentage of respondents (excluding “not provided”)



2

Benchmarking Analysis

Benchmarking Analysis



Overview

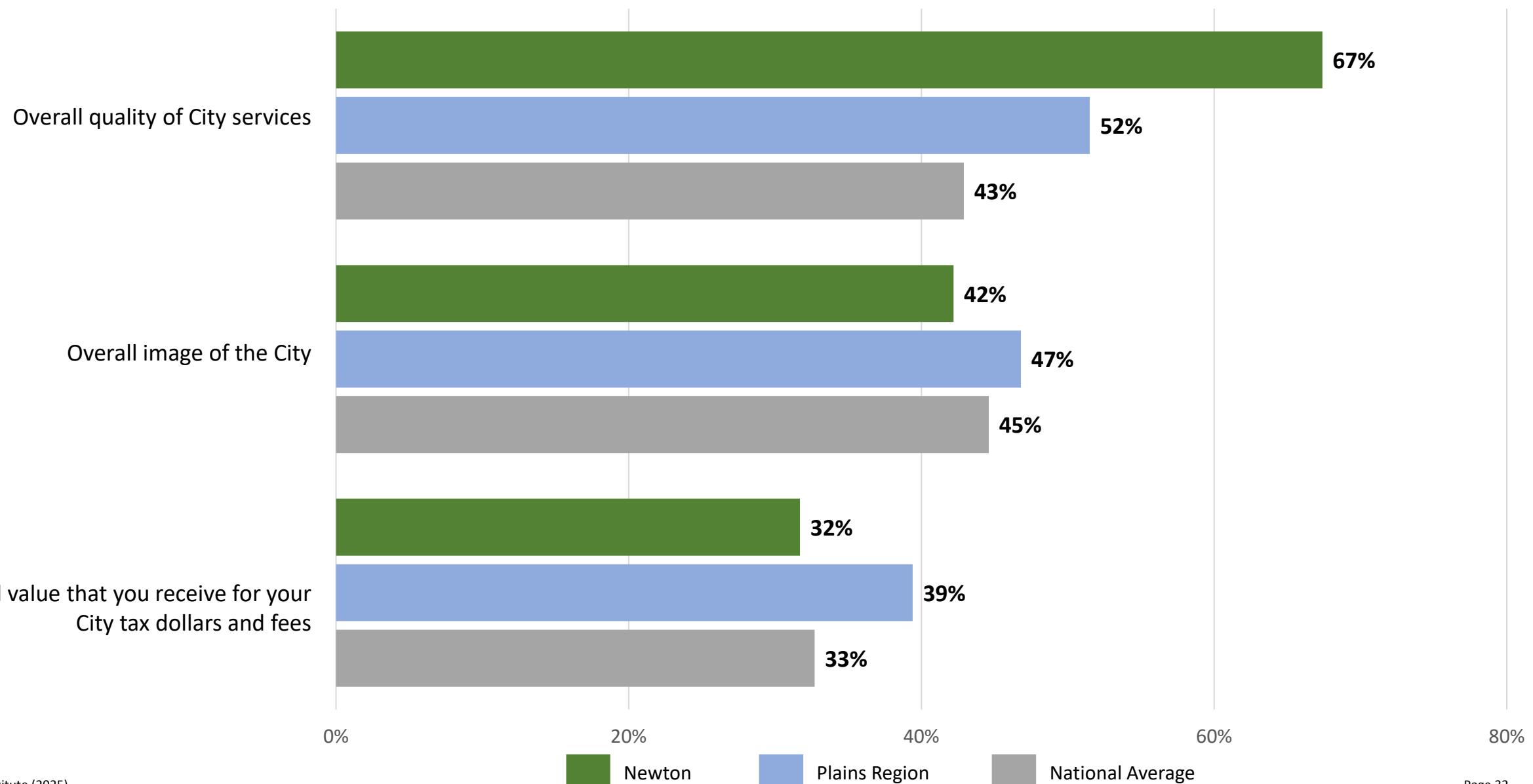
ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating 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 the summer of 2025 to a random sample of residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2025 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of Kansas, Missouri, Illinois, Iowa, Minnesota, and Nebraska.

The charts on the following pages show how the results for the City of Newton compare to the national average and the Plains regional average. The green bar shows the results for Newton. The blue bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2025. The gray bar shows the results of a national survey that was administered by ETC Institute to a random sample of U.S. residents during the summer of 2025.

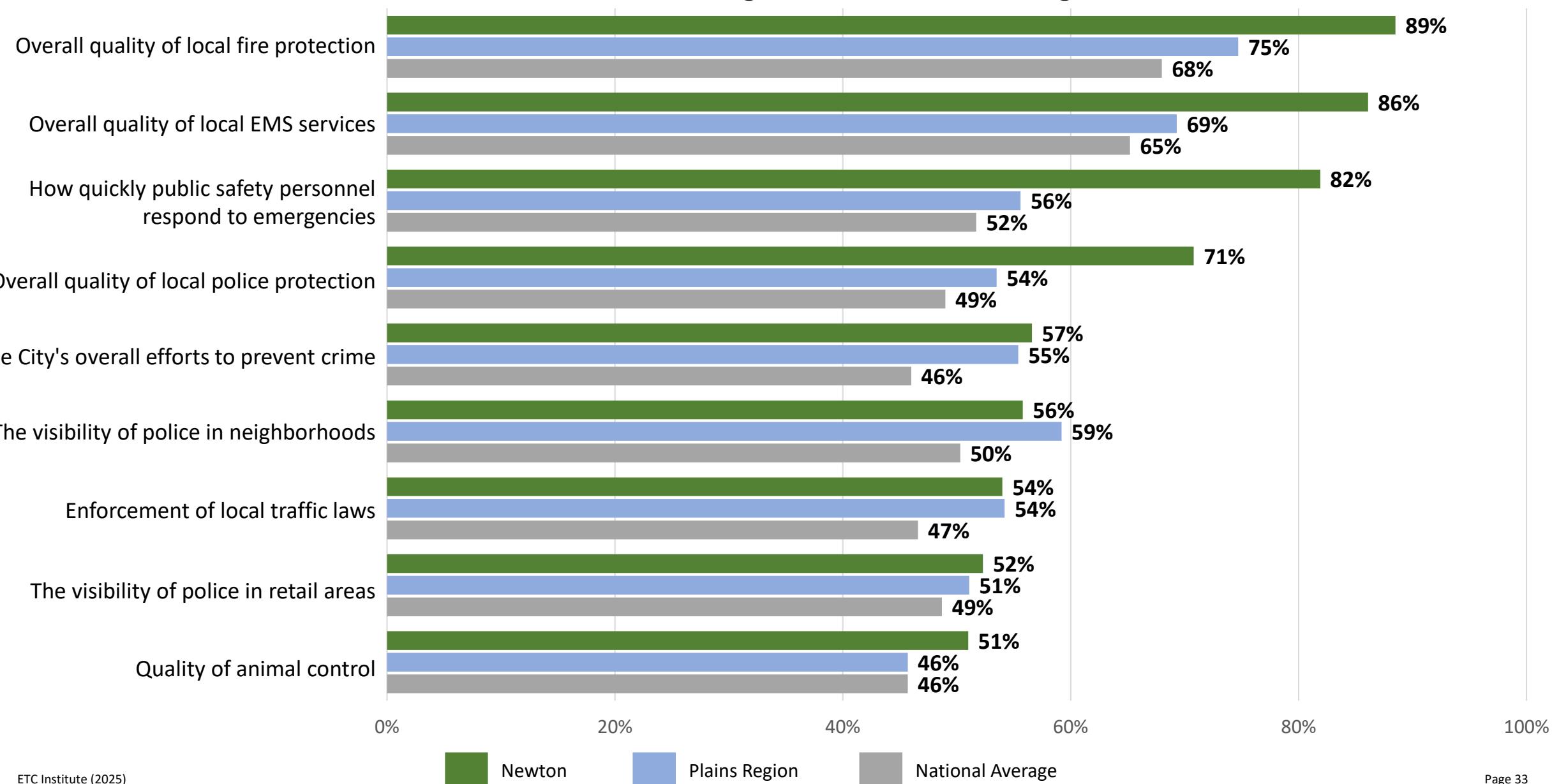
Satisfaction with Perceptions of the City

Newton vs. Plains Region vs. National Average



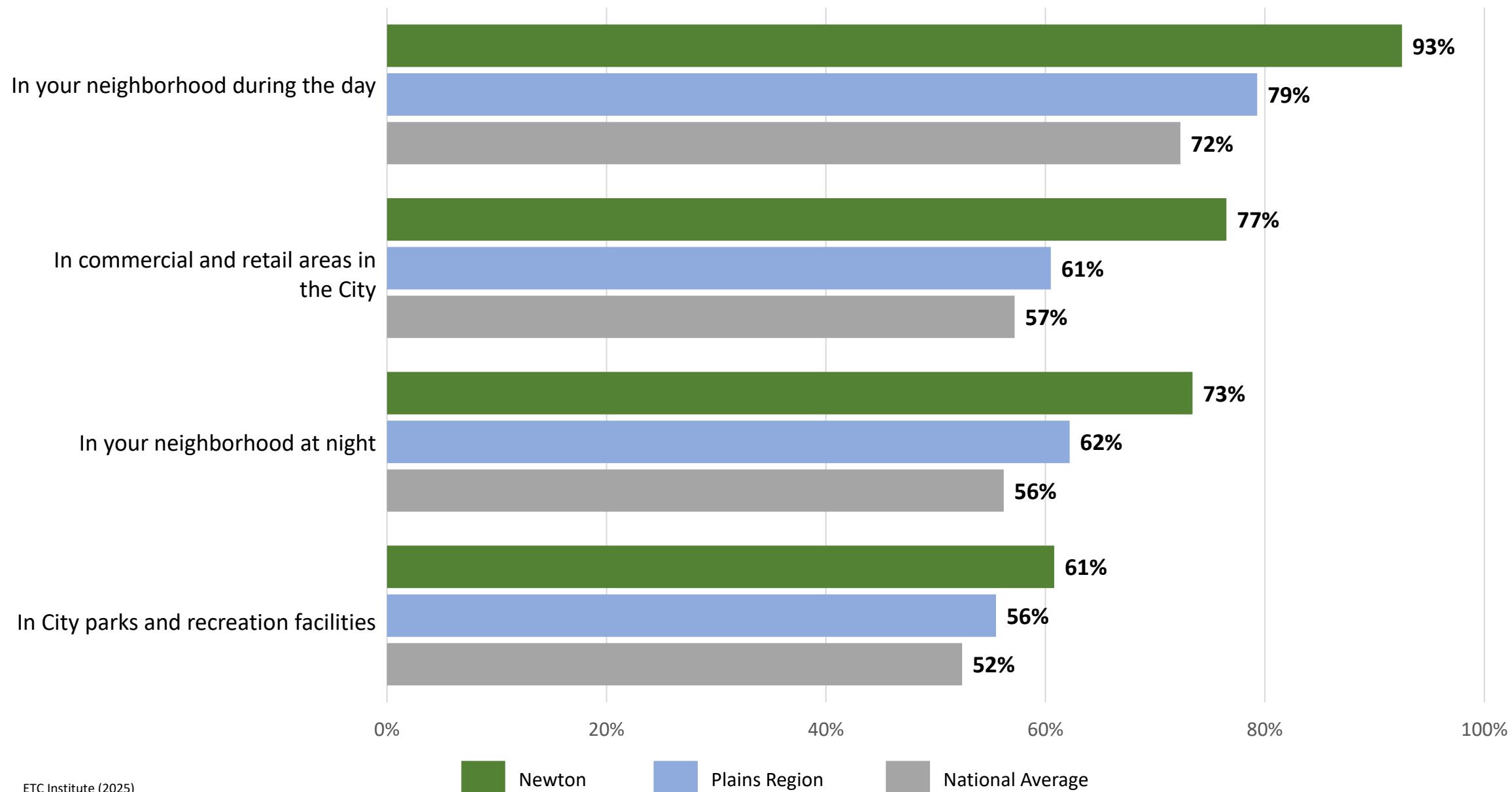
Satisfaction with Public Safety Services

Newton vs. Plains Region vs. National Average



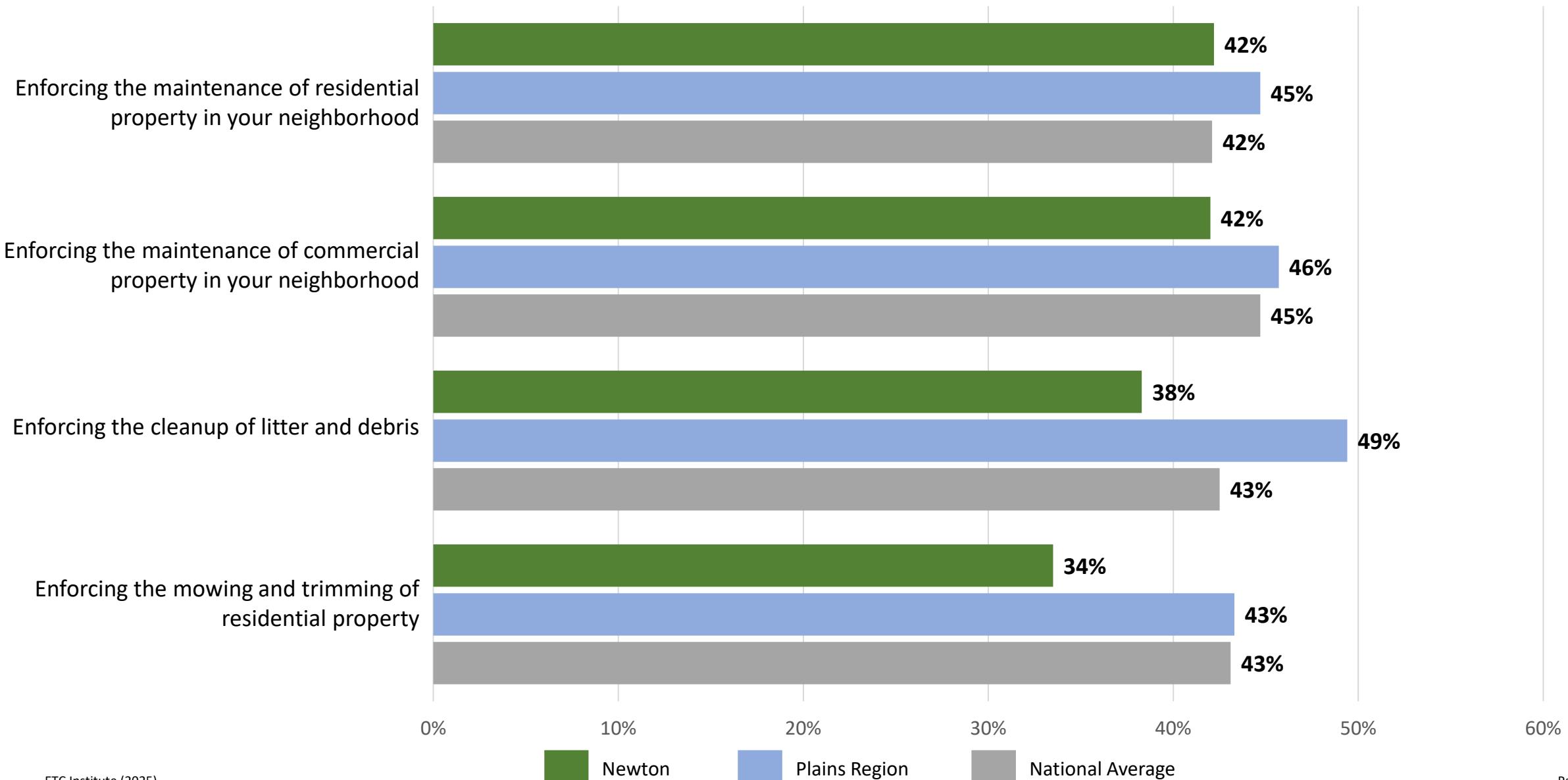
Perception of Safety

Newton vs. Plains Region vs. National Average



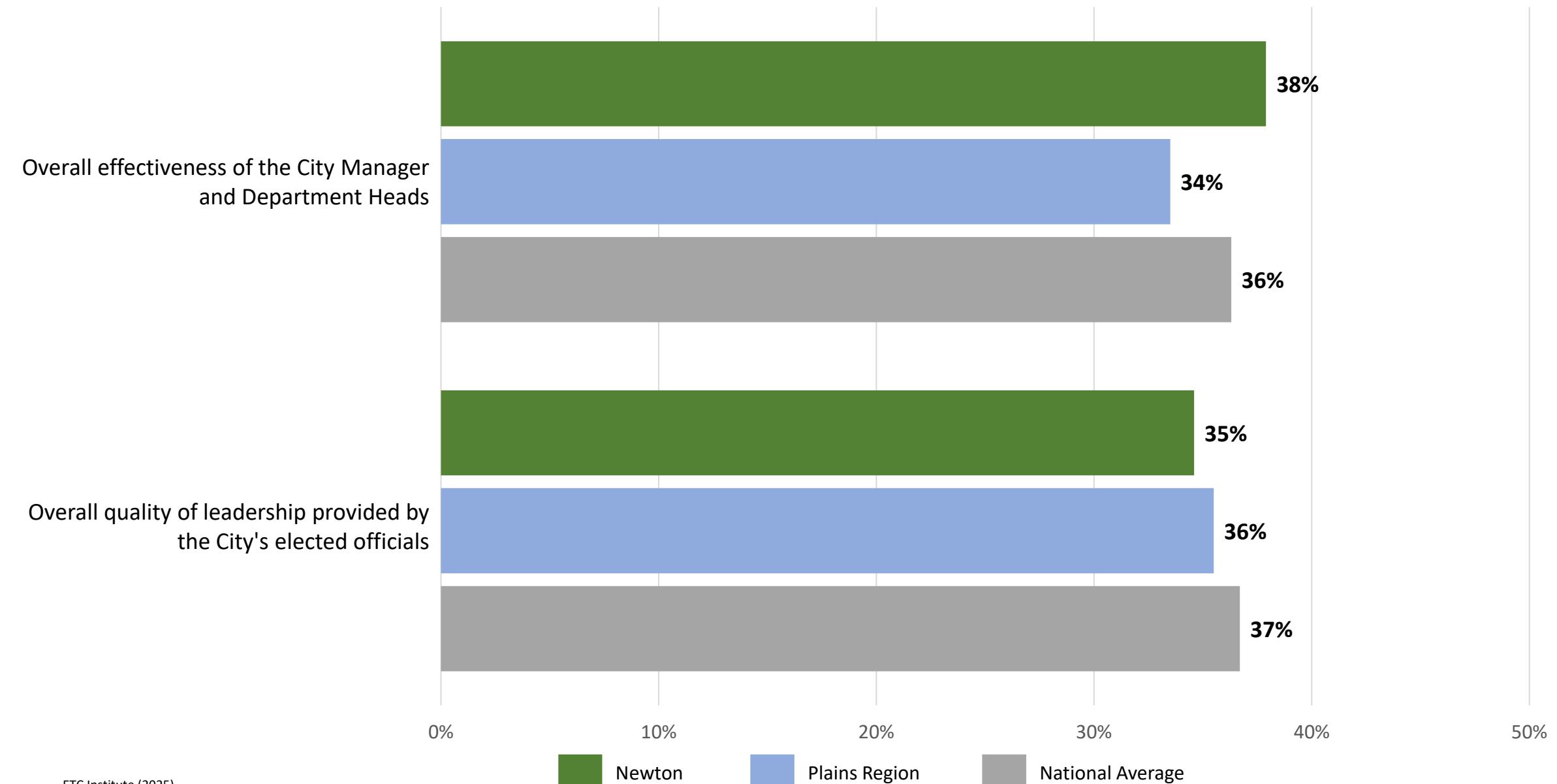
Satisfaction with Code Enforcement

Newton vs. Plains Region vs. National Average



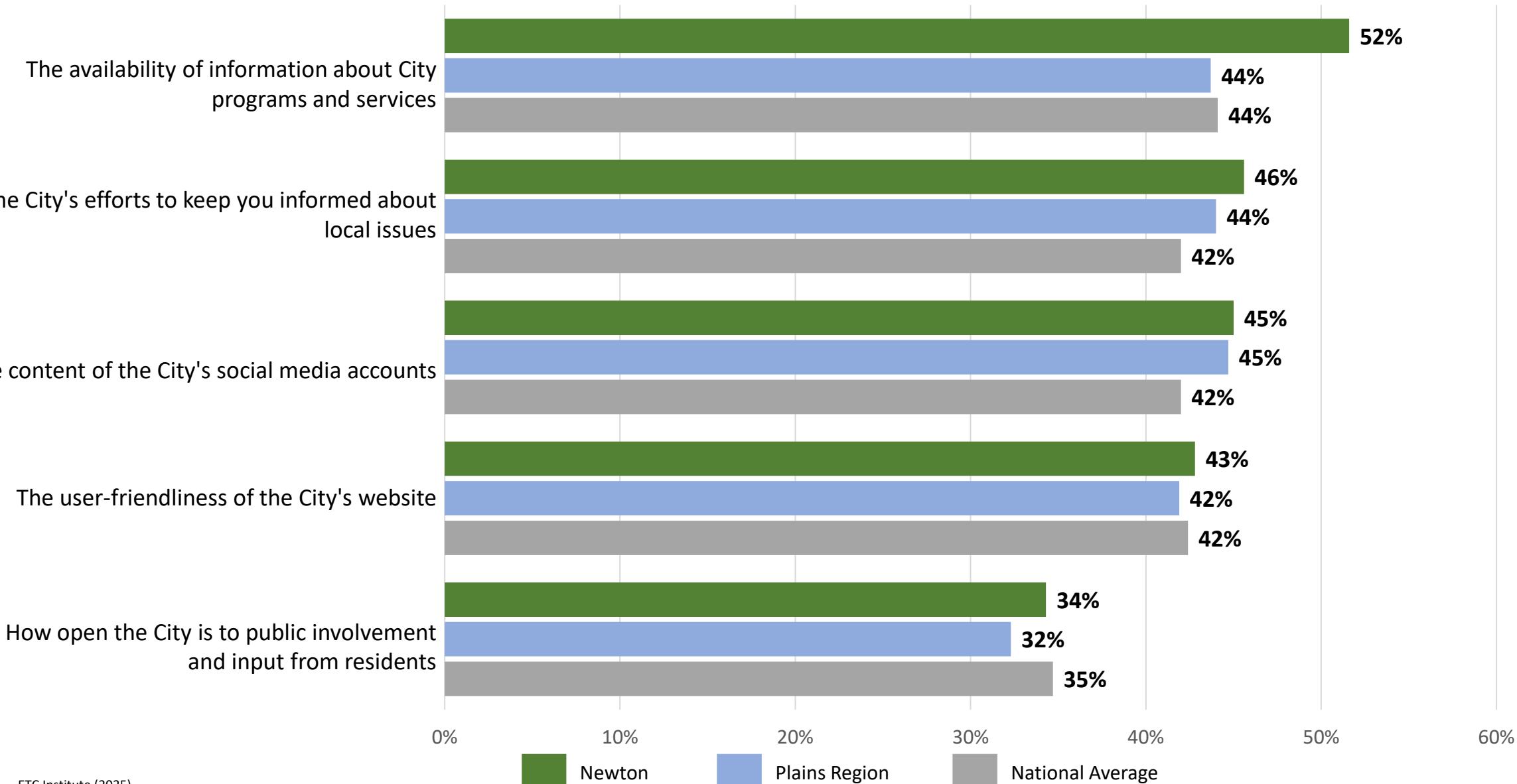
Satisfaction with Leadership

Newton vs. Plains Region vs. National Average



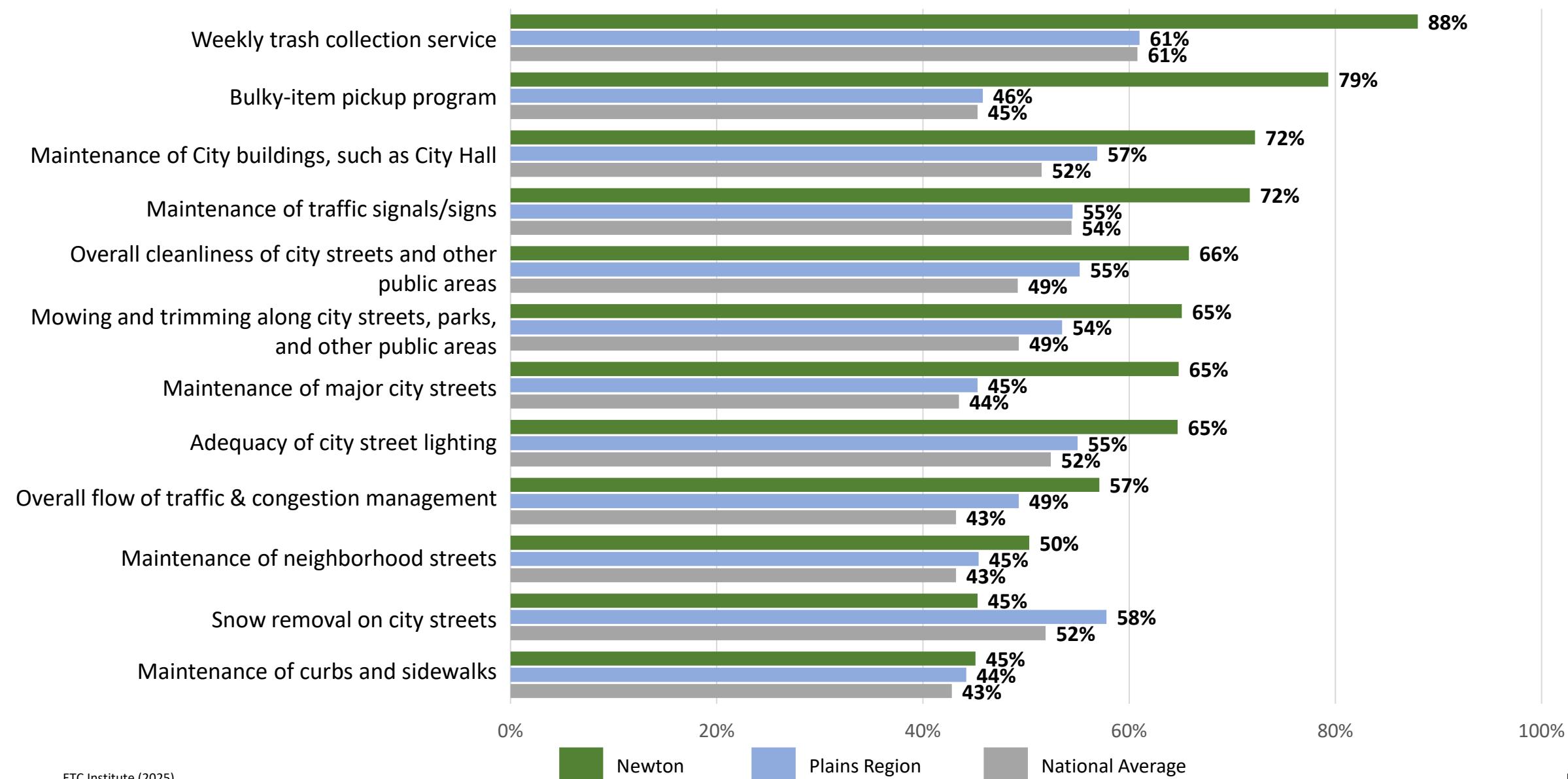
Satisfaction with Communication

Newton vs. Plains Region vs. National Average



Satisfaction with City Maintenance

Newton vs. Plains Region vs. National Average



3

Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the public safety services that are most important to emphasize over the next two years. Nearly half (47%) of the respondent households selected "*the City's overall efforts to prevent crime*" as one of the services that are most important to emphasize over the next two years.

With regard to satisfaction, 56.6% of respondents surveyed rated "*the City's overall efforts to prevent crime*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "don't know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 47% was multiplied by 43.4% (1-0.566). This calculation yielded an I-S rating of 0.2040, which ranked first out of twelve public safety services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($I-S > 0.20$)
- Increase Current Emphasis ($I-S = 0.10 - 0.20$)
- Maintain Current Emphasis ($I-S < 0.10$)

Tables showing the results for the City of Newton are provided on the following pages.

Importance-Satisfaction Rating

City of Newton, KS

Public Safety

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The City's overall efforts to prevent crime	47%	1	57%	8	0.2040	1
<u>High Priority (IS .10-.20)</u>						
The visibility of police in neighborhoods	29%	3	56%	9	0.1269	2
Overall quality of public interaction with the police department	28%	4	60%	7	0.1108	3
<u>Medium Priority (IS <.10)</u>						
Enforcement of local traffic laws	21%	5	54%	10	0.0952	4
Quality of animal control	18%	8	51%	12	0.0897	5
The visibility of police in retail areas	18%	6	52%	11	0.0873	6
Overall quality of local police protection	30%	2	71%	6	0.0864	7
Your overall feeling of safety in your neighborhood	18%	7	78%	4	0.0406	8
How quickly public safety personnel respond to emergencies	16%	10	82%	3	0.0282	9
Overall quality of local EMS services	18%	9	86%	2	0.0243	10
The City's overall efforts to prevent fires	7%	12	73%	5	0.0178	11
Overall quality of local fire protection	12%	11	89%	1	0.0139	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services that should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Newton, KS

Parks and Recreation

Service	Most Important %	Most Important		Satisfaction %	Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %				
High Priority (IS .10-.20)							
Quality of park facilities such as playgrounds, open space, and picnic shelters	56%	1	68%	4	0.1795	1	
Appearance and maintenance of City parks	51%	2	73%	3	0.1379	2	
Walking and biking trails in the City	49%	3	73%	2	0.1318	3	
Community events	45%	4	76%	1	0.1082	4	
Outdoor athletic facilities	28%	5	64%	5	0.1014	5	
Medium Priority (IS <.10)							
Springlake Splash Park	12%	6	58%	6	0.0516	6	
Centennial Dog Park	12%	7	57%	7	0.0512	7	

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services that should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very effective and "1" being very ineffective.

© 2025 ETC Institute

Importance-Satisfaction Rating

City of Newton, KS

Code Enforcement

Service	Most Important %	Most Important		Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
		Rank	Satisfaction %			
<u>Very High Priority (IS >.20)</u>						
Enforcing the cleanup of litter and debris	71%	1	38%	3	0.4393	1
Enforcing the mowing and trimming of residential property	58%	2	34%	5	0.3870	2
Enforcing the maintenance of residential property in your neighborhood	49%	3	42%	1	0.2821	3
Enforcing the mowing and trimming of commercial property	41%	4	37%	4	0.2610	4
<u>High Priority (IS .10-.20)</u>						
Enforcing the maintenance of commercial property in your neighborhood	28%	5	42%	2	0.1618	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services that should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Newton, KS

City Maintenance

Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of neighborhood streets	42%	1	50%	10	0.2082	1
Snow removal on city streets	38%	2	45%	11	0.2079	2
<u>High Priority (IS .10-.20)</u>						
Maintenance of curbs and sidewalks	30%	4	45%	12	0.1663	3
Maintenance of major city streets	34%	3	65%	7	0.1183	4
Overall flow of traffic and congestion management in Newton	24%	5	57%	9	0.1042	5
<u>Medium Priority (IS <.10)</u>						
Adequacy of city street lighting	21%	7	65%	8	0.0731	6
Overall cleanliness of city streets and other public areas	21%	6	66%	5	0.0715	7
Mowing and trimming along city streets, parks, and other public areas	20%	8	65%	6	0.0708	8
Maintenance of traffic signals/signs	7%	10	72%	4	0.0204	9
Bulky-item pickup program	10%	9	79%	2	0.0201	10
Maintenance of City buildings, such as City Hall	3%	12	72%	3	0.0089	11
Weekly trash collection service	6%	11	88%	1	0.0070	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the services that should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

4

Tabular Data

Q1. Overall Perception. Some items that may influence your perception of the City of Newton are listed below. Please rate each item using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Overall quality of City services	10.7%	55.9%	22.7%	7.7%	1.8%	1.2%
Q1-2. Overall value that you receive for your City tax dollars & fees	5.1%	26.1%	30.2%	25.7%	11.3%	1.6%
Q1-3. Overall image of City	5.7%	36.2%	33.2%	19.4%	4.9%	0.6%
Q1-4. How well City is planning new development & redevelopment	4.3%	20.8%	33.8%	25.3%	8.1%	7.7%
Q1-5. Overall quality of life in Newton	10.7%	47.6%	25.5%	12.1%	3.4%	0.8%
Q1-6. Overall condition of housing in your neighborhood	15.2%	40.9%	22.5%	14.8%	5.9%	0.6%

WITHOUT "DON'T KNOW"

Q1. Overall Perception. Some items that may influence your perception of the City of Newton are listed below. Please rate each item using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of City services	10.8%	56.6%	23.0%	7.8%	1.8%
Q1-2. Overall value that you receive for your City tax dollars & fees	5.2%	26.5%	30.7%	26.1%	11.4%
Q1-3. Overall image of City	5.8%	36.4%	33.4%	19.5%	5.0%
Q1-4. How well City is planning new development & redevelopment	4.7%	22.5%	36.6%	27.4%	8.8%
Q1-5. Overall quality of life in Newton	10.8%	48.0%	25.7%	12.2%	3.4%
Q1-6. Overall condition of housing in your neighborhood	15.3%	41.2%	22.7%	14.9%	6.0%

Q2. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of local police protection	18.8%	51.2%	23.9%	3.6%	1.4%	1.2%
Q2-2. Visibility of police in neighborhoods	12.1%	42.3%	31.6%	10.3%	1.2%	2.6%
Q2-3. Visibility of police in retail areas	8.3%	40.3%	35.2%	8.3%	0.8%	7.1%
Q2-4. City's overall efforts to prevent crime	10.7%	41.3%	28.1%	10.1%	1.6%	8.3%
Q2-5. Your overall feeling of safety in your neighborhood	27.1%	50.6%	15.2%	6.1%	0.8%	0.2%
Q2-6. Enforcement of local traffic laws	11.7%	39.5%	29.1%	10.7%	4.0%	5.1%
Q2-7. Quality of animal control	10.5%	36.4%	28.3%	12.1%	4.7%	8.1%
Q2-8. Overall quality of local EMS services	36.2%	41.9%	11.5%	0.8%	0.4%	9.3%
Q2-9. Overall quality of local fire protection	34.0%	46.6%	9.9%	0.4%	0.2%	8.9%
Q2-10. City's overall efforts to prevent fires	20.4%	42.1%	21.5%	1.4%	0.2%	14.4%
Q2-11. How quickly public safety personnel respond to emergencies	29.1%	43.7%	14.4%	1.0%	0.6%	11.3%
Q2-12. Overall quality of public interaction with the police department	16.4%	38.5%	29.6%	5.5%	1.8%	8.1%

WITHOUT "DON'T KNOW"

Q2. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of local police protection	19.0%	51.8%	24.2%	3.6%	1.4%
Q2-2. Visibility of police in neighborhoods	12.4%	43.4%	32.5%	10.5%	1.2%
Q2-3. Visibility of police in retail areas	8.9%	43.4%	37.9%	8.9%	0.9%
Q2-4. City's overall efforts to prevent crime	11.6%	45.0%	30.6%	11.0%	1.7%
Q2-5. Your overall feeling of safety in your neighborhood	27.1%	50.7%	15.2%	6.1%	0.8%
Q2-6. Enforcement of local traffic laws	12.3%	41.7%	30.6%	11.3%	4.2%
Q2-7. Quality of animal control	11.4%	39.6%	30.8%	13.1%	5.2%
Q2-8. Overall quality of local EMS services	39.9%	46.2%	12.6%	0.9%	0.4%
Q2-9. Overall quality of local fire protection	37.3%	51.2%	10.8%	0.4%	0.2%
Q2-10. City's overall efforts to prevent fires	23.8%	49.2%	25.2%	1.6%	0.2%
Q2-11. How quickly public safety personnel respond to emergencies	32.7%	49.2%	16.3%	1.1%	0.7%
Q2-12. Overall quality of public interaction with the police department	17.8%	41.9%	32.3%	6.0%	1.9%

Q3. Which THREE of the Public Safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. Top choice	Number	Percent
Overall quality of local police protection	69	13.6 %
Visibility of police in neighborhoods	56	11.1 %
Visibility of police in retail areas	24	4.7 %
City's overall efforts to prevent crime	111	21.9 %
Your overall feeling of safety in your neighborhood	25	4.9 %
Enforcement of local traffic laws	32	6.3 %
Quality of animal control	38	7.5 %
Overall quality of local EMS services	26	5.1 %
Overall quality of local fire protection	8	1.6 %
City's overall efforts to prevent fires	8	1.6 %
How quickly public safety personnel respond to emergencies	17	3.4 %
Overall quality of public interaction with the police department	47	9.3 %
<u>None chosen</u>	45	8.9 %
Total	506	100.0 %

Q3. Which THREE of the Public Safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 2nd choice	Number	Percent
Overall quality of local police protection	44	8.7 %
Visibility of police in neighborhoods	62	12.3 %
Visibility of police in retail areas	40	7.9 %
City's overall efforts to prevent crime	70	13.8 %
Your overall feeling of safety in your neighborhood	38	7.5 %
Enforcement of local traffic laws	42	8.3 %
Quality of animal control	25	4.9 %
Overall quality of local EMS services	37	7.3 %
Overall quality of local fire protection	21	4.2 %
City's overall efforts to prevent fires	7	1.4 %
How quickly public safety personnel respond to emergencies	22	4.3 %
Overall quality of public interaction with the police department	34	6.7 %
<u>None chosen</u>	64	12.6 %
Total	506	100.0 %

Q3. Which THREE of the Public Safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q3. 3rd choice	Number	Percent
Overall quality of local police protection	37	7.3 %
Visibility of police in neighborhoods	27	5.3 %
Visibility of police in retail areas	29	5.7 %
City's overall efforts to prevent crime	57	11.3 %
Your overall feeling of safety in your neighborhood	30	5.9 %
Enforcement of local traffic laws	31	6.1 %
Quality of animal control	30	5.9 %
Overall quality of local EMS services	26	5.1 %
Overall quality of local fire protection	32	6.3 %
City's overall efforts to prevent fires	18	3.6 %
How quickly public safety personnel respond to emergencies	40	7.9 %
Overall quality of public interaction with the police department	58	11.5 %
<u>None chosen</u>	91	18.0 %
Total	506	100.0 %

SUM OF TOP 3 CHOICES

Q3. Which THREE of the Public Safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

Q3. Sum of top 3 choices	Number	Percent
Overall quality of local police protection	150	29.6 %
Visibility of police in neighborhoods	145	28.7 %
Visibility of police in retail areas	93	18.4 %
City's overall efforts to prevent crime	238	47.0 %
Your overall feeling of safety in your neighborhood	93	18.4 %
Enforcement of local traffic laws	105	20.8 %
Quality of animal control	93	18.4 %
Overall quality of local EMS services	89	17.6 %
Overall quality of local fire protection	61	12.1 %
City's overall efforts to prevent fires	33	6.5 %
How quickly public safety personnel respond to emergencies	79	15.6 %
Overall quality of public interaction with the police department	139	27.5 %
<u>None chosen</u>	45	8.9 %
Total	1363	

Q4. Perception of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations.

(N=506)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4-1. In your neighborhood during the day	50.2%	42.1%	6.1%	1.2%	0.2%	0.2%
Q4-2. In your neighborhood at night	26.3%	47.0%	17.4%	7.9%	1.2%	0.2%
Q4-3. In City parks & recreation facilities	12.5%	44.1%	28.7%	6.9%	0.8%	7.1%
Q4-4. In commercial & retail areas in City	20.4%	53.0%	20.6%	1.8%	0.2%	4.2%
Q4-5. In allowing your children to walk or bike in Newton	5.5%	24.3%	29.4%	16.4%	4.0%	20.4%

WITHOUT "DON'T KNOW"

Q4. Perception of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=506)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4-1. In your neighborhood during the day	50.3%	42.2%	6.1%	1.2%	0.2%
Q4-2. In your neighborhood at night	26.3%	47.1%	17.4%	7.9%	1.2%
Q4-3. In City parks & recreation facilities	13.4%	47.4%	30.9%	7.4%	0.9%
Q4-4. In commercial & retail areas in City	21.2%	55.3%	21.4%	1.9%	0.2%
Q4-5. In allowing your children to walk or bike in Newton	6.9%	30.5%	37.0%	20.6%	5.0%

Q5. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Appearance & maintenance of City parks	15.8%	55.5%	16.6%	8.1%	2.0%	2.0%
Q5-2. Quality of park facilities such as playgrounds, open space, & picnic shelters	13.8%	51.0%	20.2%	8.7%	1.6%	4.7%
Q5-3. Walking & biking trails in City	20.4%	48.0%	14.4%	8.5%	2.4%	6.3%
Q5-4. Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	11.9%	43.5%	20.6%	7.9%	2.8%	13.4%
Q5-5. Centennial Dog Park	10.5%	29.1%	24.1%	4.2%	1.6%	30.6%
Q5-6. Springlake Splash Park	9.3%	29.2%	21.7%	4.7%	1.8%	33.2%
Q5-7. Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	23.5%	47.8%	17.6%	4.2%	0.8%	6.1%

WITHOUT "DON'T KNOW"**Q5. Parks and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Appearance & maintenance of City parks	16.1%	56.7%	16.9%	8.3%	2.0%
Q5-2. Quality of park facilities such as playgrounds, open space, & picnic shelters	14.5%	53.5%	21.2%	9.1%	1.7%
Q5-3. Walking & biking trails in City	21.7%	51.3%	15.4%	9.1%	2.5%
Q5-4. Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	13.7%	50.2%	23.7%	9.1%	3.2%
Q5-5. Centennial Dog Park	15.1%	41.9%	34.8%	6.0%	2.3%
Q5-6. Springlake Splash Park	13.9%	43.8%	32.5%	7.1%	2.7%
Q5-7. Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	25.1%	50.9%	18.7%	4.4%	0.8%

Q6. Which THREE of the Parks items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. Top choice</u>	Number	Percent
Appearance & maintenance of City parks	112	22.1 %
Quality of park facilities such as playgrounds, open space, & picnic shelters	94	18.6 %
Walking & biking trails in City	98	19.4 %
Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	34	6.7 %
Centennial Dog Park	17	3.4 %
Springlake Splash Park	12	2.4 %
Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	80	15.8 %
<u>None chosen</u>	59	11.7 %
Total	506	100.0 %

Q6. Which THREE of the Parks items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 2nd choice</u>	Number	Percent
Appearance & maintenance of City parks	78	15.4 %
Quality of park facilities such as playgrounds, open space, & picnic shelters	122	24.1 %
Walking & biking trails in City	70	13.8 %
Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	56	11.1 %
Centennial Dog Park	15	3.0 %
Springlake Splash Park	24	4.7 %
Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	61	12.1 %
<u>None chosen</u>	80	15.8 %
Total	506	100.0 %

Q6. Which THREE of the Parks items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q6. 3rd choice</u>	Number	Percent
Appearance & maintenance of City parks	67	13.2 %
Quality of park facilities such as playgrounds, open space, & picnic shelters	68	13.4 %
Walking & biking trails in City	79	15.6 %
Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	52	10.3 %
Centennial Dog Park	28	5.5 %
Springlake Splash Park	26	5.1 %
Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	87	17.2 %
<u>None chosen</u>	99	19.6 %
Total	506	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the Parks items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q6. Sum of top 3 choices</u>	Number	Percent
Appearance & maintenance of City parks	257	50.8 %
Quality of park facilities such as playgrounds, open space, & picnic shelters	284	56.1 %
Walking & biking trails in City	247	48.8 %
Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	142	28.1 %
Centennial Dog Park	60	11.9 %
Springlake Splash Park	62	12.3 %
Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	228	45.1 %
<u>None chosen</u>	59	11.7 %
Total	1339	

Q7. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Enforcing cleanup of litter & debris	5.7%	29.8%	26.7%	21.5%	9.3%	6.9%
Q7-2. Enforcing mowing & trimming of residential property	4.9%	26.3%	22.9%	24.1%	15.0%	6.7%
Q7-3. Enforcing mowing & trimming of commercial property	4.9%	28.3%	28.9%	18.4%	10.5%	9.1%
Q7-4. Enforcing maintenance of residential property in your neighborhood	6.3%	33.0%	22.3%	21.5%	10.1%	6.7%
Q7-5. Enforcing maintenance of commercial property in your neighborhood	5.3%	28.3%	30.2%	10.5%	5.7%	20.0%

WITHOUT "DON'T KNOW"

Q7. Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Enforcing cleanup of litter & debris	6.2%	32.1%	28.7%	23.1%	10.0%
Q7-2. Enforcing mowing & trimming of residential property	5.3%	28.2%	24.6%	25.8%	16.1%
Q7-3. Enforcing mowing & trimming of commercial property	5.4%	31.1%	31.7%	20.2%	11.5%
Q7-4. Enforcing maintenance of residential property in your neighborhood	6.8%	35.4%	23.9%	23.1%	10.8%
Q7-5. Enforcing maintenance of commercial property in your neighborhood	6.7%	35.3%	37.8%	13.1%	7.2%

Q8. Which THREE of the Code Enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. Top choice	Number	Percent
Enforcing cleanup of litter & debris	175	34.6 %
Enforcing mowing & trimming of residential property	115	22.7 %
Enforcing mowing & trimming of commercial property	48	9.5 %
Enforcing maintenance of residential property in your neighborhood	71	14.0 %
Enforcing maintenance of commercial property in your neighborhood	36	7.1 %
<u>None chosen</u>	61	12.1 %
Total	506	100.0 %

Q8. Which THREE of the Code Enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 2nd choice	Number	Percent
Enforcing cleanup of litter & debris	91	18.0 %
Enforcing mowing & trimming of residential property	109	21.5 %
Enforcing mowing & trimming of commercial property	78	15.4 %
Enforcing maintenance of residential property in your neighborhood	93	18.4 %
Enforcing maintenance of commercial property in your neighborhood	49	9.7 %
<u>None chosen</u>	86	17.0 %
Total	506	100.0 %

Q8. Which THREE of the Code Enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q8. 3rd choice	Number	Percent
Enforcing cleanup of litter & debris	94	18.6 %
Enforcing mowing & trimming of residential property	71	14.0 %
Enforcing mowing & trimming of commercial property	82	16.2 %
Enforcing maintenance of residential property in your neighborhood	83	16.4 %
Enforcing maintenance of commercial property in your neighborhood	56	11.1 %
<u>None chosen</u>	120	23.7 %
Total	506	100.0 %

SUM OF TOP 3 CHOICES**Q8. Which THREE of the Code Enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

Q8. Sum of top 3 choices	Number	Percent
Enforcing cleanup of litter & debris	360	71.1 %
Enforcing mowing & trimming of residential property	295	58.3 %
Enforcing mowing & trimming of commercial property	208	41.1 %
Enforcing maintenance of residential property in your neighborhood	247	48.8 %
Enforcing maintenance of commercial property in your neighborhood	141	27.9 %
<u>None chosen</u>	61	12.1 %
Total	1312	

Q9. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall quality of leadership provided by City's elected officials	6.7%	24.3%	36.8%	15.2%	6.7%	10.3%
Q9-2. Overall effectiveness of City Manager & Department Heads	8.1%	24.9%	35.0%	12.8%	6.3%	12.8%
Q9-3. Overall accessibility of City leaders	7.3%	18.8%	37.2%	12.1%	6.1%	18.6%
Q9-4. Overall responsiveness of City leaders	6.5%	18.0%	35.8%	14.2%	5.5%	20.0%

WITHOUT "DON'T KNOW"

Q9. Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall quality of leadership provided by City's elected officials	7.5%	27.1%	41.0%	17.0%	7.5%
Q9-2. Overall effectiveness of City Manager & Department Heads	9.3%	28.6%	40.1%	14.7%	7.3%
Q9-3. Overall accessibility of City leaders	9.0%	23.1%	45.6%	14.8%	7.5%
Q9-4. Overall responsiveness of City leaders	8.1%	22.5%	44.7%	17.8%	6.9%

Q10. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Availability of information about City programs & services	9.3%	39.1%	30.2%	11.9%	3.4%	6.1%
Q10-2. City's efforts to keep you informed about local issues	10.3%	33.2%	33.4%	14.4%	4.2%	4.5%
Q10-3. How open City is to public involvement & input from residents	6.1%	24.3%	34.8%	16.0%	7.5%	11.3%
Q10-4. Content of City's social media accounts	6.7%	31.4%	35.6%	7.7%	3.4%	15.2%
Q10-5. User-friendliness of City's website, NewtonKansas.com	4.9%	31.0%	35.2%	9.7%	3.4%	15.8%
Q10-6. Content of City's eNewsletters	6.3%	28.5%	33.0%	4.9%	2.4%	24.9%

WITHOUT "DON'T KNOW"**Q10. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")**

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of information about City programs & services	9.9%	41.7%	32.2%	12.6%	3.6%
Q10-2. City's efforts to keep you informed about local issues	10.8%	34.8%	35.0%	15.1%	4.3%
Q10-3. How open City is to public involvement & input from residents	6.9%	27.4%	39.2%	18.0%	8.5%
Q10-4. Content of City's social media accounts	7.9%	37.1%	42.0%	9.1%	4.0%
Q10-5. User-friendliness of City's website, NewtonKansas.com	5.9%	36.9%	41.8%	11.5%	4.0%
Q10-6. Content of City's eNewsletters	8.4%	37.9%	43.9%	6.6%	3.2%

Q11. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events?

Q11. Your primary sources of information about City

<u>issues, services, & events</u>	Number	Percent
City website	172	34.0 %
City eNewsletters	119	23.5 %
Local newspapers	155	30.6 %
TV news	93	18.4 %
Mailers & bill inserts	199	39.3 %
Social media (Facebook, Instagram)	327	64.6 %
<u>Other</u>	25	4.9 %
Total	1090	

Q11-7. Other:

Q11-7. Other

	Number	Percent
Word of mouth	12	48.0 %
Radio	2	8.0 %
City of Newton app	1	4.0 %
Friends and family	1	4.0 %
Friends	1	4.0 %
Flyers	1	4.0 %
City employees	1	4.0 %
Neighbors and family	1	4.0 %
Social media	1	4.0 %
Chamber	1	4.0 %
Co-workers and customers	1	4.0 %
Text	1	4.0 %
<u>Neighbors</u>	1	4.0 %
Total	25	100.0 %

Q12. What types of information are you usually seeking through the City's communications tools?

Q12. Types of information you seek through City's communications tools

	Number	Percent
Calendar-dates & event information	349	69.0 %
Contact information for City staff or elected officials	121	23.9 %
Information about City departments, programs & services	251	49.6 %
Information about local businesses	109	21.5 %
Paying a bill or fee	156	30.8 %
Updates about trending City issues	215	42.5 %
<u>Other</u>	12	2.4 %
Total	1213	

Q12-7. Other

- City business decisions like GAF: were they required to submit an environmental impact statement, if not, why? Where is the tax revenue coming from to replace the budget gap that GAF is currently exempt from...is that why my house appraisal value was artificially inflated? I don't like the behind closed doors politics in this town! People are in positions that they don't have the skills/knowledge for!
- City ordinance or regulations.
- CRIME
- ECONOMIC GROWTH AND NEW BUSINESSES
- Mail
- More job listings
- OPEN RECORD ON ANIMAL RECORD IE DOG TAG RECORD SHOTS, ETC
- SCHEDULING A BULKY ITEM PICKUP
- STREET CLOSURES, CONSTRUCTION, SAFETY ALERTS
- talking to neighbors
- Tax info
- Where our tax dollars are going. Shy water rates are so high

Q13. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13-1. Maintenance of major City streets	9.9%	54.0%	17.2%	13.2%	4.2%	1.6%
Q13-2. Maintenance of neighborhood streets	7.1%	42.3%	22.9%	20.0%	5.9%	1.8%
Q13-3. Maintenance of curbs & sidewalks	5.1%	38.9%	27.9%	19.4%	6.5%	2.2%
Q13-4. Maintenance of traffic signals/signs	12.8%	57.3%	22.1%	4.3%	1.2%	2.2%
Q13-5. Adequacy of City street lighting	8.1%	55.1%	18.8%	11.7%	4.2%	2.2%
Q13-6. Maintenance of City buildings, such as City Hall	13.2%	52.4%	22.1%	2.6%	0.6%	9.1%
Q13-7. Snow removal on City streets	8.5%	36.0%	21.9%	21.1%	10.7%	1.8%
Q13-8. Mowing & trimming along City streets, parks, & other public areas	9.7%	53.8%	18.6%	10.1%	5.3%	2.6%
Q13-9. Overall cleanliness of City streets & other public areas	10.5%	54.3%	23.9%	8.1%	1.6%	1.6%
Q13-10. Overall flow of traffic & congestion management in Newton	8.9%	46.6%	23.9%	13.4%	4.3%	2.8%
Q13-11. Weekly trash collection service	32.2%	54.7%	8.5%	2.0%	1.4%	1.2%
Q13-12. Bulky-item pickup program	25.1%	45.5%	12.1%	4.3%	2.0%	11.1%

WITHOUT "DON'T KNOW"

Q13. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13-1. Maintenance of major City streets	10.0%	54.8%	17.5%	13.5%	4.2%
Q13-2. Maintenance of neighborhood streets	7.2%	43.1%	23.3%	20.3%	6.0%
Q13-3. Maintenance of curbs & sidewalks	5.3%	39.8%	28.5%	19.8%	6.7%
Q13-4. Maintenance of traffic signals/signs	13.1%	58.6%	22.6%	4.4%	1.2%
Q13-5. Adequacy of City street lighting	8.3%	56.4%	19.2%	11.9%	4.2%
Q13-6. Maintenance of City buildings, such as City Hall	14.6%	57.6%	24.3%	2.8%	0.7%
Q13-7. Snow removal on City streets	8.7%	36.6%	22.3%	21.5%	10.9%
Q13-8. Mowing & trimming along City streets, parks, & other public areas	9.9%	55.2%	19.1%	10.3%	5.5%
Q13-9. Overall cleanliness of City streets & other public areas	10.6%	55.2%	24.3%	8.2%	1.6%
Q13-10. Overall flow of traffic & congestion management in Newton	9.1%	48.0%	24.6%	13.8%	4.5%
Q13-11. Weekly trash collection service	32.6%	55.4%	8.6%	2.0%	1.4%
Q13-12. Bulky-item pickup program	28.2%	51.1%	13.6%	4.9%	2.2%

Q14. Which THREE of the City Maintenance items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q14. Top choice</u>	Number	Percent
Maintenance of major City streets	87	17.2 %
Maintenance of neighborhood streets	68	13.4 %
Maintenance of curbs & sidewalks	49	9.7 %
Maintenance of traffic signals/signs	9	1.8 %
Adequacy of City street lighting	26	5.1 %
Snow removal on City streets	81	16.0 %
Mowing & trimming along City streets, parks, & other public areas	33	6.5 %
Overall cleanliness of City streets & other public areas	34	6.7 %
Overall flow of traffic & congestion management in Newton	47	9.3 %
Weekly trash collection service	11	2.2 %
Bulky-item pickup program	16	3.2 %
<u>None chosen</u>	45	8.9 %
Total	506	100.0 %

Q14. Which THREE of the City Maintenance items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q14. 2nd choice</u>	Number	Percent
Maintenance of major City streets	41	8.1 %
Maintenance of neighborhood streets	85	16.8 %
Maintenance of curbs & sidewalks	58	11.5 %
Maintenance of traffic signals/signs	10	2.0 %
Adequacy of City street lighting	43	8.5 %
Maintenance of City buildings, such as City Hall	9	1.8 %
Snow removal on City streets	61	12.1 %
Mowing & trimming along City streets, parks, & other public areas	35	6.9 %
Overall cleanliness of City streets & other public areas	36	7.1 %
Overall flow of traffic & congestion management in Newton	41	8.1 %
Weekly trash collection service	5	1.0 %
Bulky-item pickup program	10	2.0 %
<u>None chosen</u>	72	14.2 %
Total	506	100.0 %

Q14. Which THREE of the City Maintenance items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q14. 3rd choice</u>	Number	Percent
Maintenance of major City streets	42	8.3 %
Maintenance of neighborhood streets	59	11.7 %
Maintenance of curbs & sidewalks	46	9.1 %
Maintenance of traffic signals/signs	17	3.4 %
Adequacy of City street lighting	36	7.1 %
Maintenance of City buildings, such as City Hall	7	1.4 %
Snow removal on City streets	50	9.9 %
Mowing & trimming along City streets, parks, & other public areas	35	6.9 %
Overall cleanliness of City streets & other public areas	36	7.1 %
Overall flow of traffic & congestion management in Newton	35	6.9 %
Weekly trash collection service	13	2.6 %
Bulky-item pickup program	23	4.5 %
<u>None chosen</u>	107	21.1 %
Total	506	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the City Maintenance items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q14. Sum of top 3 choices</u>	Number	Percent
Maintenance of major City streets	170	33.6 %
Maintenance of neighborhood streets	212	41.9 %
Maintenance of curbs & sidewalks	153	30.2 %
Maintenance of traffic signals/signs	36	7.1 %
Adequacy of City street lighting	105	20.8 %
Maintenance of City buildings, such as City Hall	16	3.2 %
Snow removal on City streets	192	37.9 %
Mowing & trimming along City streets, parks, & other public areas	103	20.4 %
Overall cleanliness of City streets & other public areas	106	20.9 %
Overall flow of traffic & congestion management in Newton	123	24.3 %
Weekly trash collection service	29	5.7 %
Bulky-item pickup program	49	9.7 %
<u>None chosen</u>	45	8.9 %
Total	1339	

Q15. Customer Service. Have you called, emailed, or visited the City with a question, problem, or complaint during the past year?

Q15. Have you called, emailed, or visited City with a

<u>question, problem, or complaint during past year</u>	Number	Percent
Yes	200	39.5 %
No	306	60.5 %
Total	506	100.0 %

Q15a. How easy was it to contact the person you needed to reach?

Q15a. How easy was it to contact the person you
needed to reach

	Number	Percent
Very easy	64	32.0 %
Easy	62	31.0 %
Somewhat easy	45	22.5 %
Not easy	28	14.0 %
<u>Don't know</u>	1	0.5 %
Total	200	100.0 %

WITHOUT "DON'T KNOW"

Q15a. How easy was it to contact the person you needed to reach? (without "don't know")

Q15a. How easy was it to contact the person you
needed to reach

	Number	Percent
Very easy	64	32.2 %
Easy	62	31.2 %
Somewhat easy	45	22.6 %
<u>Not easy</u>	28	14.1 %
Total	199	100.0 %

Q15b. Several factors that may influence your perception of the quality of customer service you received from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

(N=200)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q15b-1. They were courteous & polite	57.5%	27.5%	8.0%	3.5%	0.5%	3.0%
Q15b-2. They gave prompt, accurate, & complete answers to questions	49.0%	29.5%	11.5%	5.5%	2.0%	2.5%
Q15b-3. They did what they said they would do in a timely manner	44.0%	24.0%	13.0%	5.5%	4.5%	9.0%
Q15b-4. They helped you resolve an issue to your satisfaction	43.0%	24.0%	15.0%	6.5%	6.0%	5.5%

WITHOUT "DON'T KNOW"

Q15b. Several factors that may influence your perception of the quality of customer service you received from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=200)

	Always	Usually	Sometimes	Seldom	Never
Q15b-1. They were courteous & polite	59.3%	28.4%	8.2%	3.6%	0.5%
Q15b-2. They gave prompt, accurate, & complete answers to questions	50.3%	30.3%	11.8%	5.6%	2.1%
Q15b-3. They did what they said they would do in a timely manner	48.4%	26.4%	14.3%	6.0%	4.9%
Q15b-4. They helped you resolve an issue to your satisfaction	45.5%	25.4%	15.9%	6.9%	6.3%

Q16. Housing. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall availability of housing stock in Newton	4.0%	22.3%	31.2%	19.4%	6.5%	16.6%
Q16-2. Overall affordability of housing in Newton	3.2%	17.2%	25.7%	26.3%	14.6%	13.0%
Q16-3. Availability of rental housing	2.4%	8.3%	25.5%	23.3%	12.1%	28.5%
Q16-4. Affordability of rental housing	1.8%	6.5%	24.5%	22.9%	15.6%	28.7%
Q16-5. Availability of housing for seniors	4.9%	14.0%	25.9%	15.2%	6.9%	33.0%
Q16-6. Affordability of housing for seniors	2.6%	10.1%	24.3%	19.0%	9.7%	34.4%
Q16-7. Availability of ADA accessible housing	2.6%	5.3%	28.9%	9.3%	5.5%	48.4%
Q16-8. Affordability of ADA accessible housing	2.0%	5.1%	28.5%	9.1%	6.1%	49.2%

WITHOUT "DON'T KNOW"

Q16. Housing. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall availability of housing stock in Newton	4.7%	26.8%	37.4%	23.2%	7.8%
Q16-2. Overall affordability of housing in Newton	3.6%	19.8%	29.5%	30.2%	16.8%
Q16-3. Availability of rental housing	3.3%	11.6%	35.6%	32.6%	16.9%
Q16-4. Affordability of rental housing	2.5%	9.1%	34.3%	32.1%	21.9%
Q16-5. Availability of housing for seniors	7.4%	20.9%	38.6%	22.7%	10.3%
Q16-6. Affordability of housing for seniors	3.9%	15.4%	37.0%	28.9%	14.8%
Q16-7. Availability of ADA accessible housing	5.0%	10.3%	55.9%	18.0%	10.7%
Q16-8. Affordability of ADA accessible housing	3.9%	10.1%	56.0%	17.9%	12.1%

Q17. Industrial and Commercial Development. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Local manufacturing jobs available	2.0%	16.2%	24.1%	19.6%	6.7%	31.4%
Q17-2. Incentives available to grow or start your own business	1.6%	7.1%	27.9%	12.3%	8.5%	42.7%
Q17-3. Overall support for small businesses in Newton	3.6%	20.0%	28.3%	15.6%	8.5%	24.1%
Q17-4. City's economic development efforts	4.0%	18.0%	27.5%	19.0%	11.1%	20.6%
Q17-5. City's efforts to improve downtown	5.1%	27.3%	26.7%	20.6%	10.5%	9.9%

WITHOUT "DON'T KNOW"

Q17. Industrial and Commercial Development. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied." (without "don't know")

(N=506)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Local manufacturing jobs available	2.9%	23.6%	35.2%	28.5%	9.8%
Q17-2. Incentives available to grow or start your own business	2.8%	12.4%	48.6%	21.4%	14.8%
Q17-3. Overall support for small businesses in Newton	4.7%	26.3%	37.2%	20.6%	11.2%
Q17-4. City's economic development efforts	5.0%	22.6%	34.6%	23.9%	13.9%
Q17-5. City's efforts to improve downtown	5.7%	30.3%	29.6%	22.8%	11.6%

Q18. What types of businesses or community spaces would you like to see in the redeveloped area of 320 N. Main after the old Dillons building has been demolished?

Q18. Types of businesses or community spaces you would like to see in redeveloped area of 320 N. Main after old Dillons building has been demolished

	Number	Percent
Public park/green space	164	32.4 %
Retail/entertainment/shopping	275	54.3 %
Event space/farmers market	257	50.8 %
Boutique hotel	52	10.3 %
Downtown housing	74	14.6 %
Other	84	16.6 %
Total	906	

Q19. How supportive are you of the City investing public dollars in The Depot and its redevelopment?

Q19. How supportive are you of City investing public dollars in The Depot & its redevelopment

	Number	Percent
Very supportive	119	23.5 %
Supportive	181	35.8 %
Not very supportive	70	13.8 %
Not at all supportive	40	7.9 %
Don't know	96	19.0 %
Total	506	100.0 %

WITHOUT "DON'T KNOW"

Q19. How supportive are you of the City investing public dollars in The Depot and its redevelopment? (without "don't know")

Q19. How supportive are you of City investing public dollars in The Depot & its redevelopment

	Number	Percent
Very supportive	119	29.0 %
Supportive	181	44.1 %
Not very supportive	70	17.1 %
Not at all supportive	40	9.8 %
Total	410	100.0 %

Q22. Approximately, how many years have you lived in the City of Newton?

<u>Q22. How many years have you lived in City of Newton</u>	<u>Number</u>	<u>Percent</u>
0-5	80	15.8 %
6-10	36	7.1 %
11-15	31	6.1 %
16-20	48	9.5 %
21-30	81	16.0 %
31+	206	40.7 %
<u>Not provided</u>	24	4.7 %
Total	506	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Approximately, how many years have you lived in the City of Newton? (without "not provided")**

<u>Q22. How many years have you lived in City of Newton</u>	<u>Number</u>	<u>Percent</u>
0-5	80	16.6 %
6-10	36	7.5 %
11-15	31	6.4 %
16-20	48	10.0 %
21-30	81	16.8 %
<u>31+</u>	<u>206</u>	<u>42.7 %</u>
Total	482	100.0 %

Q23. Including yourself, how many persons in your household are in each of the following age groups?

	Mean	Sum
number	2.5	1243
Under age 5	0.1	56
Ages 5-9	0.1	60
Ages 10-14	0.2	89
Ages 15-19	0.2	88
Ages 20-24	0.1	54
Ages 25-34	0.3	133
Ages 35-44	0.3	150
Ages 45-54	0.3	159
Ages 55-64	0.4	178
Ages 65-74	0.4	190
Ages 75+	0.2	86

Q24. Including yourself, how many persons in your household are employed within the City limits of Newton (including working from home)?

Within City limits of Newton (including working from home)	Number	Percent
1	188	37.2 %
2	72	14.2 %
3+	21	4.2 %
Not provided	225	44.5 %
Total	506	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Including yourself, how many persons in your household are employed within the City limits of Newton (including working from home)? (without "not provided")

Within City limits of Newton (including working from home)	Number	Percent
1	188	66.9 %
2	72	25.6 %
3+	21	7.5 %
Total	281	100.0 %

Q24. Including yourself, how many persons in your household are employed outside Newton, but within Harvey County?

Outside Newton, but within Harvey County	Number	Percent
1	70	13.8 %
2+	10	2.0 %
Not provided	426	84.2 %
Total	506	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Including yourself, how many persons in your household are employed outside Newton, but within Harvey County? (without "not provided")

Outside Newton, but within Harvey County	Number	Percent
1	70	87.5 %
2+	10	12.5 %
Total	80	100.0 %

Q24. Including yourself, how many persons in your household are employed outside of Harvey County, but within the Wichita metro area?

Outside of Harvey County, but within Wichita metro area	Number	Percent
1	115	22.7 %
2+	15	3.0 %
Not provided	376	74.3 %
Total	506	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Including yourself, how many persons in your household are employed outside of Harvey County, but within the Wichita metro area? (without "not provided")

Outside of Harvey County, but within Wichita metro area	Number	Percent
1	115	88.5 %
2+	15	11.5 %
Total	130	100.0 %

Q24. Including yourself, how many persons in your household are employed outside the Wichita metro area?

Outside Wichita metro area	Number	Percent
1	40	7.9 %
2+	2	0.4 %
Not provided	464	91.7 %
Total	506	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Including yourself, how many persons in your household are employed outside the Wichita metro area? (without "not provided")

Outside Wichita metro area	Number	Percent
1	40	95.2 %
2+	2	4.8 %
Total	42	100.0 %

Q25. Would you be willing to participate in future surveys sponsored by the City of Newton?

Q25. Would you be willing to participate in future surveys sponsored by City of Newton	Number	Percent
Yes	299	59.1 %
No	207	40.9 %
Total	506	100.0 %



Survey Instrument



Office of the Mayor

City of Newton, Kansas
201 E. Sixth St.
Newton, Kansas 67114

Dear Newton resident,

The City of Newton wants your input!

This fall, we are launching our next 10-year Comprehensive Plan, **Newton Next**. Our previous plan, ReNewton, was developed in 2010, and its goals and objectives have now generally been accomplished – we have a lot to be proud of!

Newton Next will focus on Newton's future growth, especially land use, infrastructure, transportation, housing, and urban design.

To kick off the process, you are invited to participate in a community-wide survey. Will you share your views on City services, safety, quality-of-life, and new development?

The data collected will be used to help City leaders make decisions about planning, development, and how best to use your tax dollars. We want to remain focused on the services and priorities that are most important to you. Your individual responses will remain confidential.

Instructions: Please return your completed survey in the next week using the postage-paid envelope provided. Or if you prefer, you can complete the survey online at: newton.etcsurvey.org.

Questions? Please contact Director of Communications Erin McDaniel at 316-284-6055 or emcdaniel@newtonkansas.com.

Thank you for taking the time to make your voice heard and thank you for being part of our community!

Sincerely,

A handwritten signature in black ink, appearing to read "Rich Stinnett".

Mayor Rich Stinnett
City of Newton



2025 City of Newton Community Survey

Thank you for taking time to complete this important survey. One of our biggest goals is to make sure our citizens always feel like their City government is both open and accessible. Your feedback through this survey will help guide City leaders as they evaluate current initiatives and plan for the future of Newton. Please contact Erin McDaniel, Communications Director, at 316-284-6055, with questions.

1. Overall Perception. Some items that may influence your perception of the City of Newton are listed below. Please rate each item using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of City services	5	4	3	2	1	9
2.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3.	Overall image of the City	5	4	3	2	1	9
4.	How well the City is planning new development and redevelopment	5	4	3	2	1	9
5.	Overall quality of life in Newton	5	4	3	2	1	9
6.	Overall condition of housing in your neighborhood	5	4	3	2	1	9

2. Public Safety. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Overall quality of local police protection	5	4	3	2	1	9
02.	The visibility of police in neighborhoods	5	4	3	2	1	9
03.	The visibility of police in retail areas	5	4	3	2	1	9
04.	The City's overall efforts to prevent crime	5	4	3	2	1	9
05.	Your overall feeling of safety in your neighborhood	5	4	3	2	1	9
06.	Enforcement of local traffic laws	5	4	3	2	1	9
07.	Quality of animal control	5	4	3	2	1	9
08.	Overall quality of local EMS services	5	4	3	2	1	9
09.	Overall quality of local fire protection	5	4	3	2	1	9
10.	The City's overall efforts to prevent fires	5	4	3	2	1	9
11.	How quickly public safety personnel respond to emergencies	5	4	3	2	1	9
12.	Overall quality of public interaction with the police department	5	4	3	2	1	9

3. Which THREE of the public safety items listed in Question 2 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]

1st: _____ 2nd: _____ 3rd: _____

4. Perception of Safety. Using a scale of 1 to 5, where 5 is "Very Safe" and 1 is "Very Unsafe," please rate how safe you feel in the following situations.

		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In City parks and recreation facilities	5	4	3	2	1	9
4.	In commercial and retail areas in the City	5	4	3	2	1	9
5.	In allowing your children to walk or bike in Newton	5	4	3	2	1	9

5. **Parks and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Appearance and maintenance of City parks	5	4	3	2	1	9
2.	Quality of park facilities such as playgrounds, open space, and picnic shelters	5	4	3	2	1	9
3.	Walking and biking trails in the City	5	4	3	2	1	9
4.	Outdoor athletic facilities (e.g., basketball, tennis, pickleball, disk golf)	5	4	3	2	1	9
5.	Centennial Dog Park	5	4	3	2	1	9
6.	Springlake Splash Park	5	4	3	2	1	9
7.	Community events (Taste of Newton, Sand Creek Summer Daze, Third Thursdays, concerts, Parade of Lights, etc.)	5	4	3	2	1	9

6. **Which THREE of the Parks items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]**

1st: _____ 2nd: _____ 3rd: _____

7. **Code Enforcement. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Enforcing the cleanup of litter and debris	5	4	3	2	1	9
2.	Enforcing the mowing and trimming of residential property	5	4	3	2	1	9
3.	Enforcing the mowing and trimming of commercial property	5	4	3	2	1	9
4.	Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
5.	Enforcing the maintenance of commercial property in your neighborhood	5	4	3	2	1	9

8. **Which THREE of the code enforcement items listed in Question 7 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]**

1st: _____ 2nd: _____ 3rd: _____

9. **Leadership. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
2.	Overall effectiveness of the City Manager and Department Heads	5	4	3	2	1	9
3.	Overall accessibility of City leaders	5	4	3	2	1	9
4.	Overall responsiveness of City leaders	5	4	3	2	1	9

10. **Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."**

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City programs and services	5	4	3	2	1	9
2.	The City's efforts to keep you informed about local issues	5	4	3	2	1	9
3.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
4.	The content of the City's social media accounts	5	4	3	2	1	9
5.	The user-friendliness of the City's website, NewtonKansas.com	5	4	3	2	1	9
6.	The content of the City's e-newsletters	5	4	3	2	1	9

11. Which of the following are your PRIMARY SOURCES of information about City issues, services, and events? [Check all that apply.]

<input type="checkbox"/> (1) City website	<input type="checkbox"/> (5) Mailers and bill inserts
<input type="checkbox"/> (2) City e-newsletters	<input type="checkbox"/> (6) Social media (Facebook, Instagram)
<input type="checkbox"/> (3) Local newspapers	<input type="checkbox"/> (7) Other: _____
<input type="checkbox"/> (4) TV news	

12. What type of information are you usually seeking through the City's communications tools? [Check all that apply.]

<input type="checkbox"/> (1) Calendar - dates and event information	<input type="checkbox"/> (4) Information about local businesses
<input type="checkbox"/> (2) Contact information for City staff or elected officials	<input type="checkbox"/> (5) Paying a bill or fee
<input type="checkbox"/> (3) Information about City departments, programs and services	<input type="checkbox"/> (6) Updates about trending City issues
	<input type="checkbox"/> (7) Other: _____

13. City Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Maintenance of major city streets	5	4	3	2	1	9
02.	Maintenance of neighborhood streets	5	4	3	2	1	9
03.	Maintenance of curbs and sidewalks	5	4	3	2	1	9
04.	Maintenance of traffic signals/signs	5	4	3	2	1	9
05.	Adequacy of city street lighting	5	4	3	2	1	9
06.	Maintenance of City buildings, such as City Hall	5	4	3	2	1	9
07.	Snow removal on city streets	5	4	3	2	1	9
08.	Mowing and trimming along city streets, parks, and other public areas	5	4	3	2	1	9
09.	Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
10.	Overall flow of traffic and congestion management in Newton	5	4	3	2	1	9
11.	Weekly trash collection service	5	4	3	2	1	9
12.	Bulky-item pickup program	5	4	3	2	1	9

14. Which THREE of the City maintenance items listed in Question 13 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 13.]

1st: _____ 2nd: _____ 3rd: _____

15. Customer Service. Have you called, e-mailed, or visited the City with a question, problem, or complaint during the past year?

(1) Yes [Answer Q15a-b.] (2) No [Skip to Q16.]

15a. How easy was it to contact the person you needed to reach?

<input type="checkbox"/> (4) Very easy	<input type="checkbox"/> (2) Somewhat easy	<input type="checkbox"/> (9) Don't know
<input type="checkbox"/> (3) Easy	<input type="checkbox"/> (1) Not easy	

15b. Several factors that may influence your perception of the quality of customer service you received from City employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described using a scale of 1 to 5, where 5 means "Always" and 1 means "Never."

		Always	Usually	Sometimes	Seldom	Never	Don't Know
1.	They were courteous and polite	5	4	3	2	1	9
2.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
3.	They did what they said they would do in a timely manner	5	4	3	2	1	9
4.	They helped you resolve an issue to your satisfaction	5	4	3	2	1	9

16. **Housing.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall availability of housing stock in Newton	5	4	3	2	1	9
2. Overall affordability of housing in Newton	5	4	3	2	1	9
3. Availability of rental housing	5	4	3	2	1	9
4. Affordability of rental housing	5	4	3	2	1	9
5. Availability of housing for seniors	5	4	3	2	1	9
6. Affordability of housing for seniors	5	4	3	2	1	9
7. Availability of ADA accessible housing	5	4	3	2	1	9
8. Affordability of ADA accessible housing	5	4	3	2	1	9

17. **Industrial and Commercial Development.** Please rate your satisfaction with each of the following items using a scale of 1 to 5, where 5 is "Very Satisfied" and 1 is "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Local manufacturing jobs available	5	4	3	2	1	9
2. Incentives available to grow or start your own business	5	4	3	2	1	9
3. Overall support for small businesses in Newton	5	4	3	2	1	9
4. The City's economic development efforts	5	4	3	2	1	9
5. The City's efforts to improve downtown	5	4	3	2	1	9

18. **What types of businesses or community spaces would you like to see in the redeveloped area of 320 N. Main after the old Dillons building has been demolished? [Check all that apply.]**

(1) Public park/green space (4) Boutique hotel
 (2) Retail/entertainment/shopping (5) Downtown housing
 (3) Event space/farmers market (6) Other: _____

19. **How supportive are you of the City investing public dollars in The Depot and its redevelopment?**

(4) Very supportive (2) Not very supportive (9) Don't know
 (3) Supportive (1) Not at all supportive

20. **What makes Newton unique, and how should the City protect or enhance that quality?**

21. **What is the single most important improvement the City of Newton could make in the next five years?**

Demographics

22. **Approximately how many years have you lived in the City of Newton? _____ years**

23. **Including yourself, how many persons in your household are in each of the following age groups?**

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75+: _____
Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____

24. Including yourself, how many persons in your household are employed in each of the following areas?

Within the City limits of Newton (including working from home): _____
Outside Newton, but within Harvey County: _____
Outside of Harvey County, but within the Wichita metro area: _____
Outside the Wichita metro area: _____

25. Would you be willing to participate in future surveys sponsored by the City of Newton?

____(1) Yes [Answer Q25a.] ____(2) No

25a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having difficulties with City services. If your address is not correct, please provide the correct information. Thank you.