

# Survey Results



**95%** **LIVE** in Clay County



**41%** **WORK** in Clay County

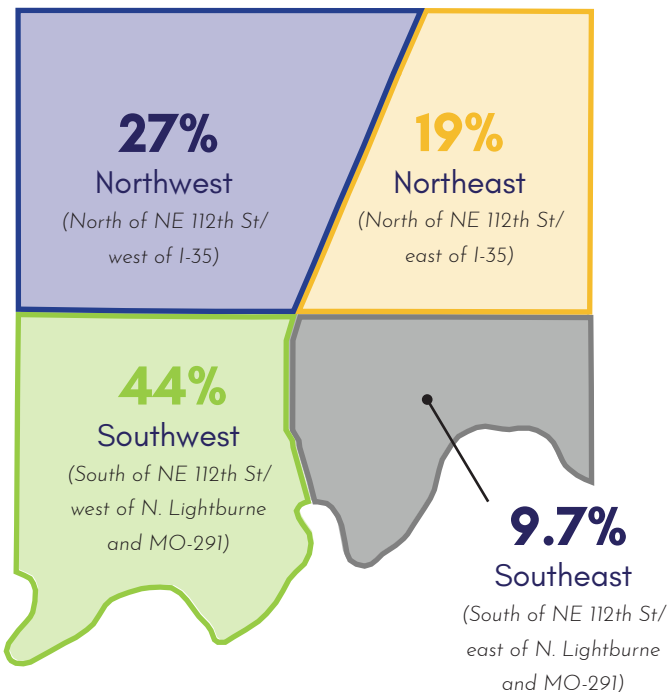
**68%** **INSIDE** the city limits of an incorporated city

(Liberty, Gladstone, North Kansas City, Kearney, Excelsior Springs, etc.)



**21.6%** **OUTSIDE OF CITY LIMITS** of an incorporated city, but within about 3 miles of an incorporated city's limits

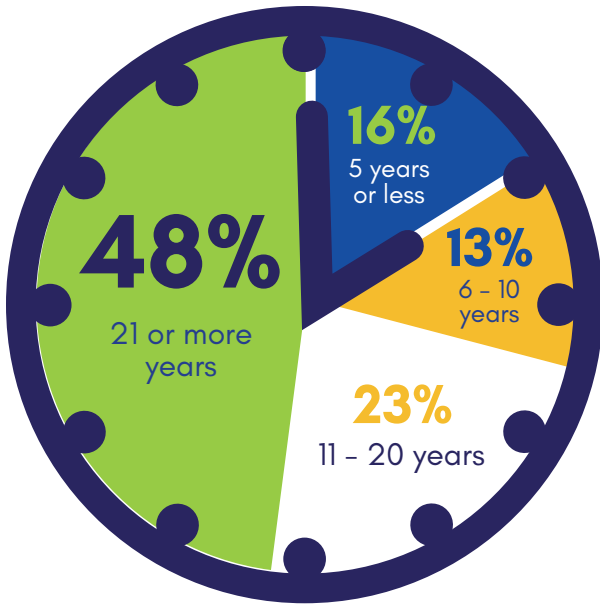
**8%** **IN A RURAL**, unincorporated area of the county



**If you live within 3 miles of an incorporated city, which city do you live in or near?**

1. **Kansas City** (north of the river)
2. Liberty
3. Kearney
4. Gladstone

## How long have you lived in the county?



# Top 3 Reasons to live in Clay County:

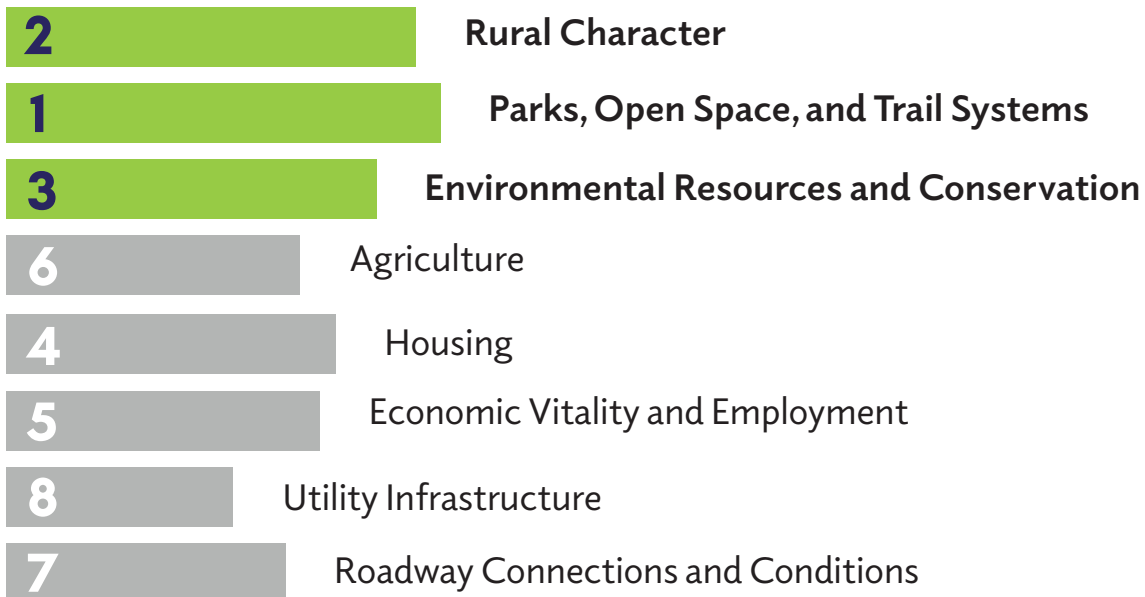
1. Close to family
2. Proximity to Kansas City metropolitan area
3. Schools or other educational opportunities

Others:

- Close to work
- Rural atmosphere / character

## When deciding WHERE development should occur in Clay County, it is most important to consider...

(in order of importance)

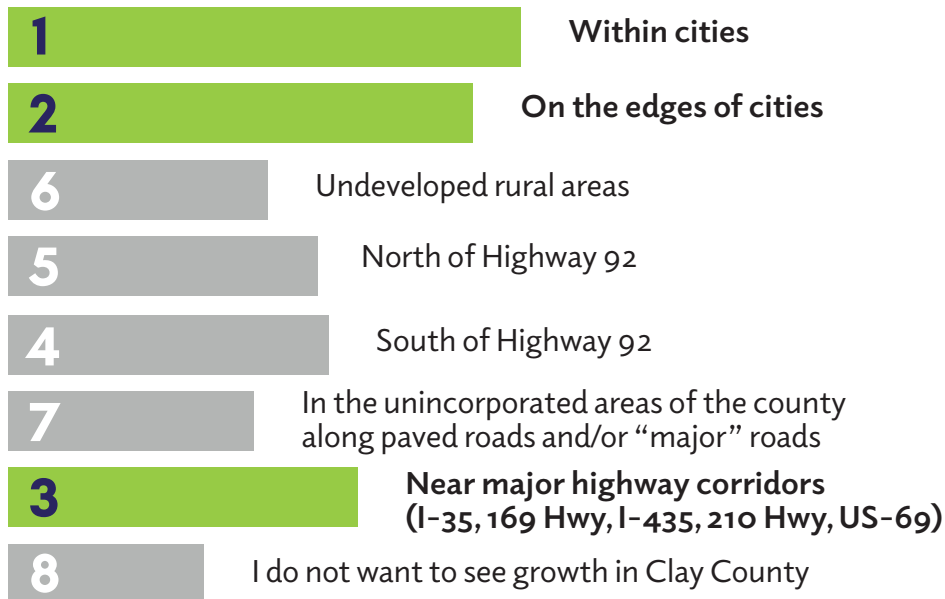


Future

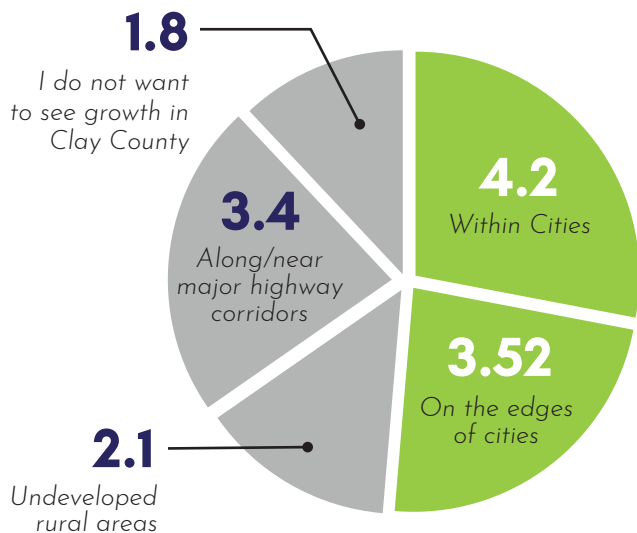
# Residential Growth

should be located...

(in order of importance)



## Future Commercial and/or Industrial should be located...



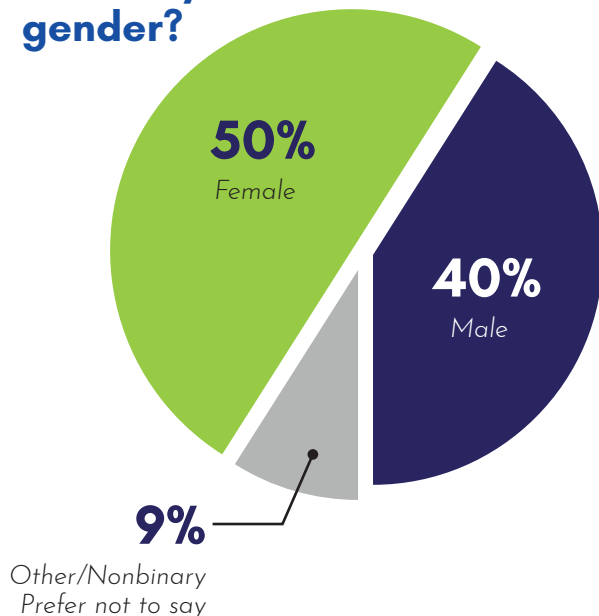
**YES**  
countywide internet access is a concern for **53%** of respondents. **39% are not concerned and 9% are not sure.**

# What are the **CRITICAL ISSUES** facing Clay County over the next **10 - 20 years?**

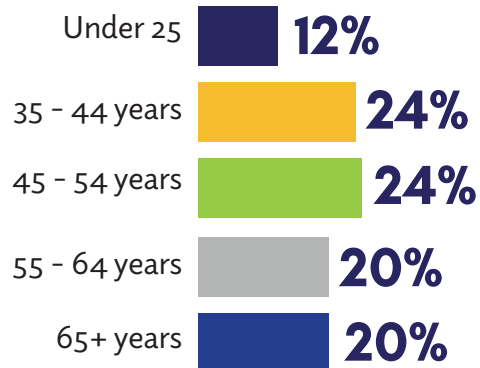
1. Rapid population growth
2. Higher taxes
3. Government transparency and honesty
4. Deteriorating infrastructure
5. Rising crime rates and the importance of neighborhood safety and collaboration with law enforcement
6. Affordable housing

**74%** of respondents are **Married,** or in a domestic partnership.

## What is your gender?



## What is your age?

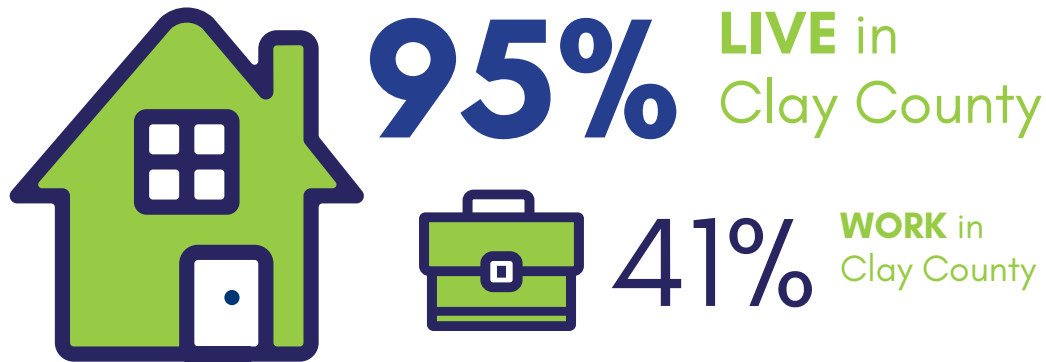


**71%** of respondents are **Employed** (Full Time)  
19% are retired.

# Clay County Survey Narrative

## Q1. I am interested in Clay County because I...

(Please select all that apply.)



A significant proportion of the participants (94.37%) indicated their interest in Clay County due to their residency status, while 41.35% cited employment in the county and 15.93% expressed interest in county governance. Additionally, 3.71% of respondents indicated that they visit the county frequently, while 6.59% stated “Other (please specify).” Question 1 was also compared to question 3, which inquired about the incorporated city in which respondents reside, in order to determine whether or not the responses varied significantly by community. A city within the city limits of an incorporated municipality (e.g., Liberty Gladstone, North Kansas City, Kearney, etc.) is where 67.46% of the respondents reside. The data indicates that a majority of respondents reside in the county, while nearly half of them are not employed there. This suggests that residents of the Kansas City metropolitan area are more likely to be employed elsewhere rather than within the county.

### Other Responses

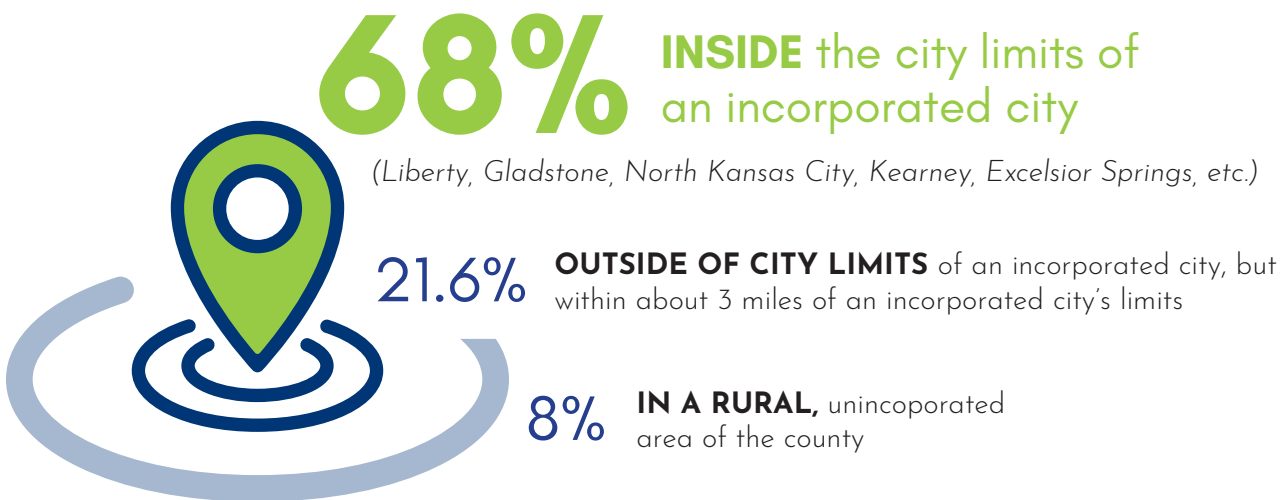
Respondents described the arts and cultural scene as a magnet, attracting people seeking inspiration and immersion in creative expressions. Property ownership emerged as a significant driver, reflecting the allure of Clay County’s real estate landscape and the desire to settle in a vibrant community. Furthermore, the diversity of community activities appealed to respondents, providing opportunities for engagement, connection, and enrichment. For some, working as a county employee provided a direct link to Clay County’s growth, instilling a sense of purpose and commitment to public service. Furthermore, the prospect of contributing to county projects sparked a sense of civic pride and dedication to shaping the county’s future direction.

## Q2 Do you currently live in Clay County?

Respondents who live within the county made up of 94.64% of the completed survey. Those who lived outside of Clay County were another 5.36% of the respondents. With 728 respondents participating in this question, there is a clear interest in the plan from those who live within Clay County.

## Q3 Where do you live?

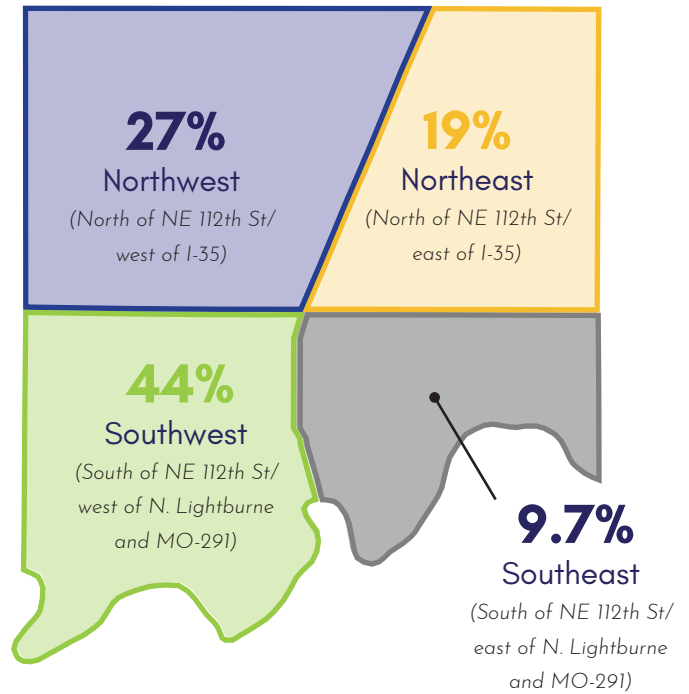
This breakdown is as follows: 67.46% live within the city limits of an incorporated city, 21.64% live outside the city limits of an incorporated city but within three miles of its limit, 8.21% live in a rural, unincorporated area of the county, and 2.69% respond with other. Residents who identified as other stated that they lived in Kansas City, Smithville, Randolph, Missouri, and the Missouri City township. In question 6, we calculated the percentage of respondents who live in or within three miles of an incorporated city. The majority of those respondents indicated that they lived in Kansas City (north of the river), which corresponds to the most popular response in this question, "Inside the city limits of an incorporated city".



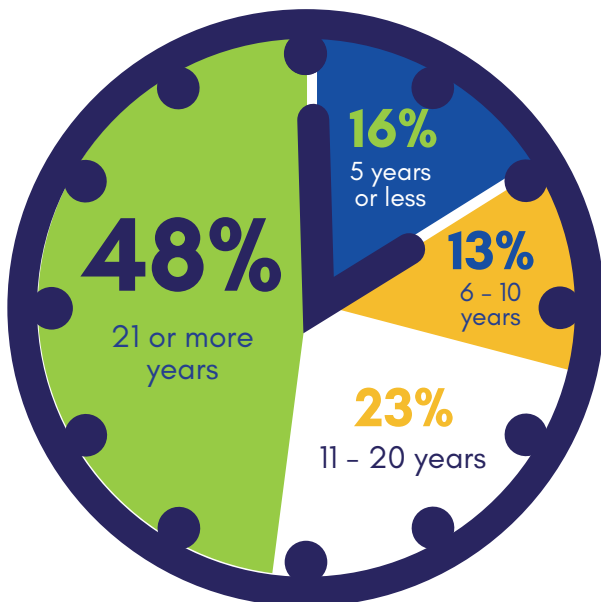
## Q4 In which quadrant of the county do you live in?

(See area map)

The findings revealed a predominant concentration in Quadrant 4: Southeast, with an overwhelming 44.03% of respondents calling this area home. Following closely behind was Quadrant 1: Northwest, encompassing 27.16% of respondents, indicating a significant presence in the northwestern reaches of the county. Quadrant 2: Northeast accounted for 19.10% of respondents, while Quadrant 3: Southwest represented the smallest share at 9.71%. Interestingly, a notable portion of respondents resides in Kansas City (North of the River), underscoring the interconnectedness of residential patterns across neighboring areas of the county.



## How long have you lived in the county?



## Q5 How long have you lived in the county?

People who have lived in Clay County for 21 or more years account for nearly half of the survey respondents, collecting 47.91% of the responses, followed by 22.99% for those who have lived in Clay County for 11-20 years, bringing the next response to 1-5 years at 14.48%, and those living less than a year accounting for 1.64%. There is a significant divide between long-term inhabitants and those who have just moved to Clay County, indicating that, while the county's population has increased over the last 20 years, it has done so gradually and steadily. According to the US Census, Clay County's population increased by 14% between 2010 and 2020, from 221,939 to 253,35 individuals.



## Q6 If you live in or within three miles of an incorporated city, which city do you live in or near?

According to survey respondents who live in an incorporated city or within 3 miles of one, the most popular cities are Kansas City (north of the river) (27.91%), Liberty (17.31%), Kearney (14.03%), and Gladstone (11.64%). Respondents from each city consistently chose within the city limits of an incorporated city as their top choice, with the exception of those who lived outside the city borders of an incorporated city but within three miles. The significant number of respondents who live within three miles of Kansas City (north of the river) indicates that citizens outside of Clay County are interested in the comprehensive plan. It is possible that those residents visit or own businesses in Clay County.

## If you live within 3 miles of an incorporated city, which city do you live in or near?

1. Kansas City (*north of the river*)
2. Liberty
3. Kearney
4. Gladstone

## Q7 Please choose the TOP THREE reasons you live in Clay County (Please select up to three responses.)

The popular response of the options from was the strong pull of family ties; 43.49% of those who chose Clay County as their home said that being close to family was the main reason. Close proximity to the bustling Kansas City metropolitan area emerged as another significant factor, with 39.96% valuing the accessibility to urban amenities and opportunities while still enjoying the charm of suburban or rural living. Additionally, 37.55% highlighted the convenience of living close to their workplace, emphasizing the importance of minimizing commute times and enhancing work-life balance. The results show that Clay County has a special mix of family-friendly atmosphere, easy access to cities, and shows it a desirable place to live for people who want to live in a lively community.

### Other Responses

Other responses to question 7 were written by 53 participants (9.85%) to explain why they live in Clay County. Of those responses there were three main themes. The top three were: I have family, and always have grown up here, Quiet, peaceful, and private atmosphere, and safe and secure place. Write-in responses that were duplicates of multiple-choice options are not noted.

"Residents of Clay County ENJOY the family friendly environment and proximity to Kansas City Metropolitan Area."

# Top 3 Reasons to live in Clay County:

1. Close to family
2. Proximity to Kansas City metropolitan area
3. Schools or other educational opportunities

Others:

- Close to work
- Rural atmosphere / character

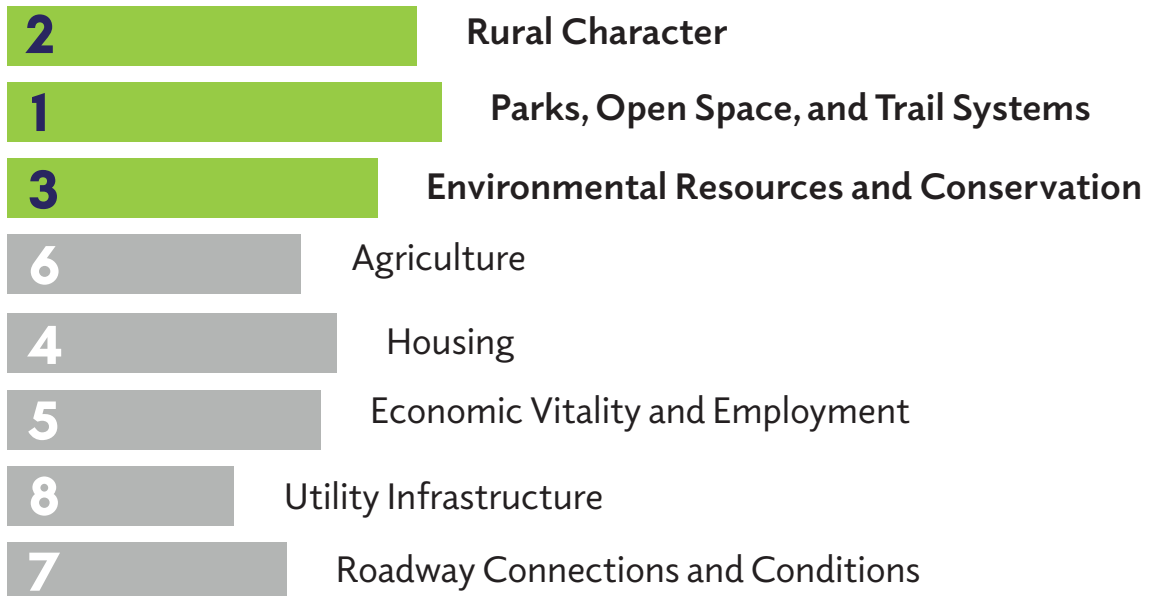
## Q8 Which of the following factors is MOST important to you when deciding where development should occur in Clay County?

(Please order your responses from 1 to 8, with 1 as most important and 8 as least important by using the arrows on the right to move selections.)

This question showed the different viewpoints of the community. Respondents believed that the rural character was the most crucial location for development to occur, with 36.75% voting 1. However, Parks, Open Space, and Trail Systems received the greatest overall percentage of importance from respondents, with a 5.88 out of 10 total score. Those who supported preservation emphasized the necessity of preserving Clay County's natural beauty and historical integrity.

### When deciding WHERE development should occur in Clay County, it is most important to consider...

(in order of importance)



## Q9 Choose the TOP THREE issues you MOST concerned about regarding Clay County's future?

*(Please select three responses.)*

The answers from question 9 displayed the different perspectives from the respondents. For example, more than half of the people who answered (56.01%) were interested in higher property taxes, which could make homeowners worried about the extra costs. Also, 52.65% of those who answered were worried about improving current roads, building new thoroughfares, and changing the types of pavement. This shows how infrastructure affects people's daily lives. Additionally, the question showed a rising worry about the effects of fast residential growth on rural areas. About 37.36% of those who answered were worried about how it would change the character and resources of the County. These results not only explain the most important problems Clay County is facing, but they also show how important it is to take action and let the community lead the way to solve these problems.

### Other responses

Other responses to question 9 were written by 38 participants (6.71%) to explain what three issues they were most concerned about regarding Clay County's future. There were a few answers that were duplicates from the default question options but there were two themes those respondents addressed, government transparency, and amenities for residents who live within the county. Write-in responses that were duplicates of multiple-choice options are not noted.

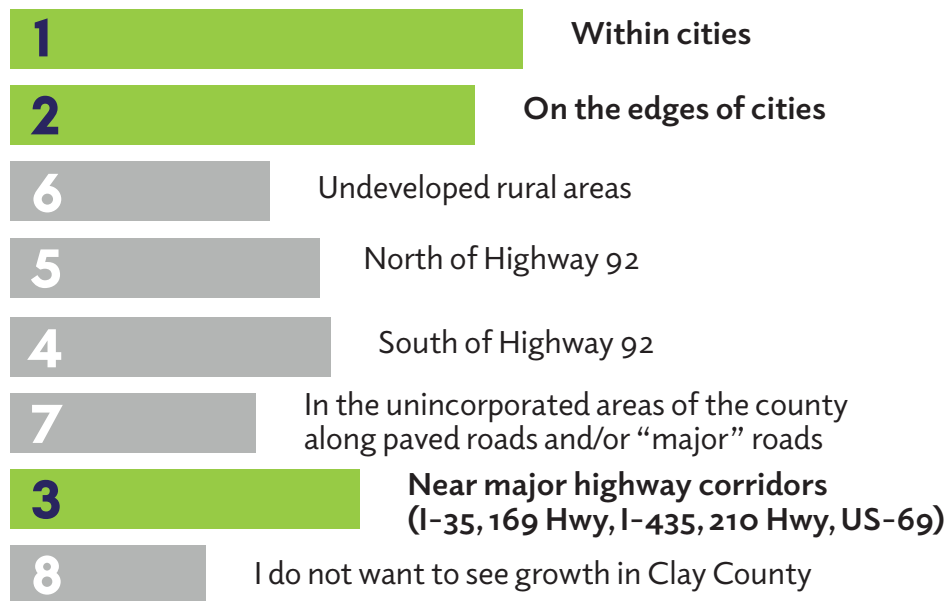
# Q10 Where do you think future **RESIDENTIAL GROWTH** in Clay County should occur?

(Order your responses from 1 to 8, with 1 as most important and 8 as least important by using the arrows on the right to move selections.)

The responses showed a range of preferences, with some focal points standing out as top choices. The most popular answer, which got 6.97 out of 10 points, was for concentrated growth within existing city limits. This showed a desire for urban revitalization and densification. At the same time, respondents gave support for growth on the edges of cities with a score of 6.31 out of 10. This would create a balance between the conveniences of cities and the peace and quiet of suburbs. Also, a score of 4.75 out of 10 was given for strategically placing residential developments near major highways like I-35 and US-69. This shows how important accessibility and connectivity are in building community infrastructure. These insights give us useful information for figuring out a way to move forward that will last as population and urban trends change.

## Future Residential Growth should be located...

(in order of importance)

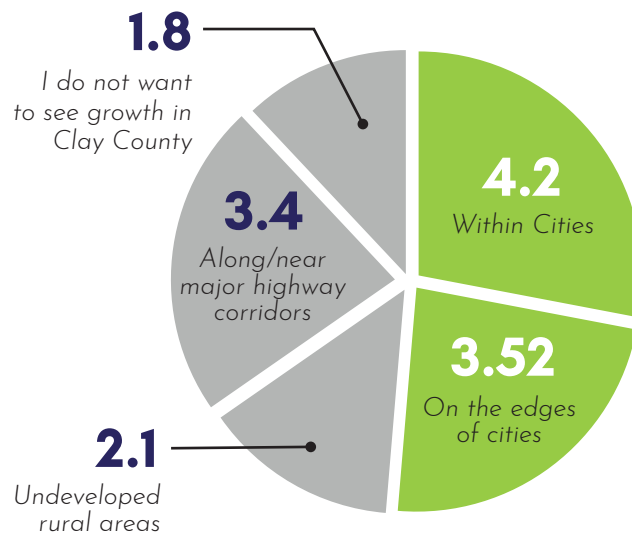


# Q11 Where do you think future **COMMERCIAL AND/OR INDUSTRIAL** (e.g., business parks, retail, dining, etc.) in Clay County should occur?

(Order your responses from 1 to 5, with 1 as most important and 5 as least important by using the arrows on the right to move selections.)

Like in question 10, most of the answers to question 11 were about how commercial and/or industrial growth should happen in cities, with 1 getting 49.29% of the votes as the most important answer. Respondents clearly stated their goals in a number of areas, such as accessibility, infrastructure, and community integration. With a score of 4.20 out of 5, those who supported commercial and industrial growth within current city limits were especially strong, pointing out the chance for economic synergy and revitalization in urban centers. Also, with a score of 3.52 out of 5, respondents were in favor of building on the edges of cities, hoping for a balance between city services and easy access to the suburbs. With a score of 3.40 out of 5, respondents also wanted to see the strategic importance of placing commercial and industrial businesses along major highway corridors like I-35 and US-69. This would show that people understood how important transportation networks are for boosting economic growth and connectivity. These results can help produce well-thought-out plans that balance economic growth with community needs.

## Future **Commercial and/or Industrial** should be located...



## **Q12 Choose the TOP FIVE types of new development that are MOST IMPORTANT to be pursued in the UNINCORPORATED areas of Clay County?**

Among the top-ranked preferences, outdoor recreation emerged as the most popular, with an 71.38% of respondents advocating for initiatives that fostered an appreciation for the natural beauty and recreational potential of the region. Additionally, 52.30% expressed a strong inclination towards preserving and promoting agriculture, underscoring the enduring importance of rural heritage and sustenance in the collective consciousness. Lastly, 48.06% emphasized the significance of small lot suburban housing, reflecting a desire for residential options that balance community familiarity.

### **Other Responses**

Other responses to question 12 were written by 44 participants (7.77%) to discuss other options for new development in unincorporated areas of Clay County. Of those responses, there were two common themes which were, to avoid development in rural areas of the county and preserve and/or add green space for areas of development. Write-in responses that were duplicates of multiple-choice options are not noted.

## **Q13 Should new development be prioritized in locations where road and utility infrastructure are near or already exists?**

79.33% of respondents strongly supported focusing on new developments in areas with existing road and utility infrastructure or nearby. This endorsement highlights a practical strategy for development, focusing on the effective use of current resources to reduce environmental harm and enhance accessibility. 5.83% of individuals had concerns about this strategy, while 14.84% were unsure. However, the majority showed a strong dedication to responsible and sustainable development practices.

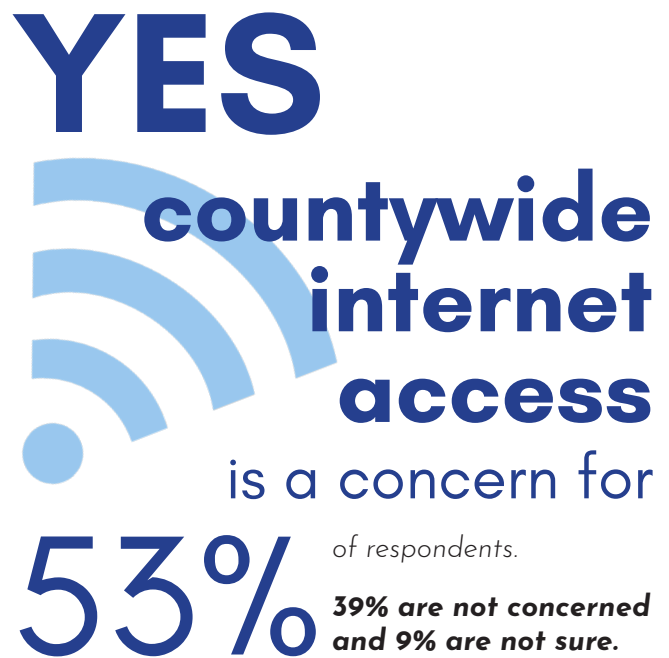
## **Q14 Who should be responsible for the cost of extending road improvements and services such as sewers, waterlines, and other utilities to new residential or commercial development owned by private industry.**

The findings revealed a number of opinions, with 56.36% of respondents advocating for developers to shoulder the primary financial burden. This response displays a belief in the principle of private enterprise assuming costs associated with expanding infrastructure. 32.69% proposed a collaborative approach, suggesting that both the county and developers share the fiscal responsibilities, thereby distributing costs more equitably. While a minority of 2.37% and 2.47% looked to the county or local municipalities, respectively, to bear these expenses, and 6.01% remained uncertain.



## Q15 Is countywide internet access a concern of yours?

The findings underscored a notable concern, with 52.83% of respondents affirming the necessity for expanded internet connectivity. This majority highlights the increasing recognition of internet access as an essential utility vital for education, employment, healthcare, and social connectivity. While 38.52% expressed less apprehension about the issue, and 8.66% remained uncertain.



## Q16 When considering Clay County's future over the next 10 to 20 years, what are critical issues facing the county?

People expressed their thoughts about the county's changing situation over the next 10 to 20 years through written comments. Respondents felt rapid population growth might become an issue, presenting both opportunities and challenges. At the same time, the community was opposed to higher taxes, demonstrating the importance of government transparency and honesty. Much attention was paid to deteriorating infrastructure, with calls for investments to upgrade roads, services, and technology to support long-term growth. Concerns about rising crime rates highlighted how it is important to maintain neighborhood safety and encourage law enforcement and residents to collaborate. Finally, the critical issue of affordable housing surfaced, emphasizing the need for policies that ensure everyone has equal access to housing even as prices rise.

### What are the **CRITICAL ISSUES** facing Clay County over the next **10 - 20 years?**

1. Rapid population growth
2. Higher taxes
3. Government transparency and honesty
4. Deteriorating infrastructure
5. Rising crime rates and the importance of neighborhood safety and collaboration with law enforcement
6. Affordable housing

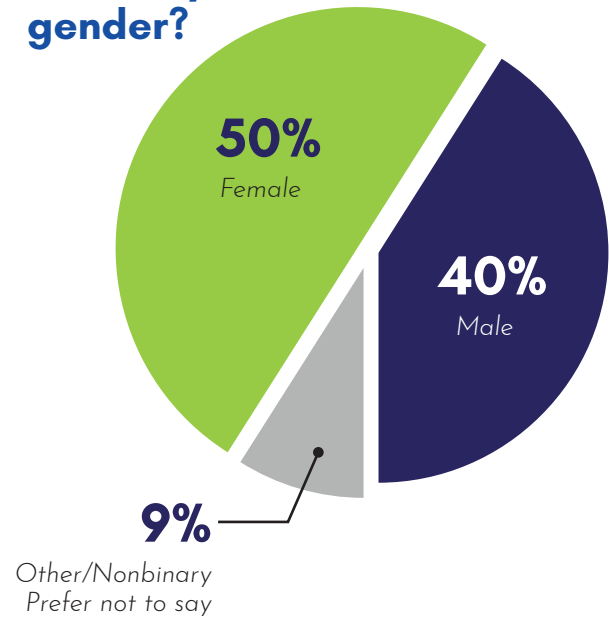
## **Q17 What have we missed? What do you want to see for the future of Clay County? What should be thinking about as we plan for the future of the county?**

The majority of responses include a need for regular improvement and maintenance for transportation infrastructure, signaling the importance of efficient mobility networks to connect communities and drive economic growth. Additionally, respondents called for school improvements underscored a commitment while advocating for safety measures for pedestrians and cyclists reflected a shared commitment to fostering inclusive and sustainable modes of transportation. Also, respondents emphasized protection for parks and green spaces, recognizing them as vital sanctuaries for recreation, conservation, and community cohesion. However, concerns about potential tax increases highlighted the delicate balance between funding essential services and ensuring affordability for residents, as some respondents looked for the addition of more multi-use developments.

## Q18 What is your gender?

More women participated in this survey than men, at 50.44% versus 41.03%. Additionally, 7.82% of respondents selected prefer not to answer on the gender question and 0.71% identified as other/nonbinary. When looking at the demographics for Clay County, according to the USA Census, the county percentage of females is equivalent to the national average at 50.4%. This information shows that the survey is dedicated to inclusivity and to make sure that everyone's voice is heard and valued.

## What is your gender?



## Q19 What is your marital status?

The findings displayed the diverse array of relationship statuses within the community, reflecting the multifaceted nature of modern family structures. A significant majority, comprising 74.42%, identified as married or in a domestic partnership, underscoring the importance of these relationships in the community. Additionally, 7.46% identified as single, never married, while 2.31% disclosed being widowed and 8.17% reported being divorced. A small fraction, comprising 0.18%, indicated being separated, while 6.93% opted not to disclose their marital status, respecting their privacy. Furthermore, a minuscule portion, 0.53%, specified their marital status as "Other". These insights provide valuable context for Clay County's comprehensive planning efforts, ensuring that policies and initiatives are tailored to meet the diverse needs of residents across various marital statuses.

**74%** of respondents are **Married, or in a domestic partnership.**

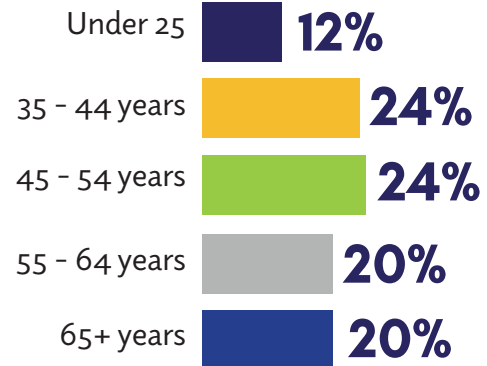
## Q20 What is your age?

The results painted a picture of the county's population distribution across different age brackets. Notably, the largest cohort, comprising 24.33%, fell within the 45-54 age range, followed closely by individuals aged 55-64, constituting 19.54% of respondents. Additionally, those aged 65 and above accounted for a substantial 19.89%, reflecting the county's aging population. Meanwhile, the younger demographic was also represented, with 10.66% falling within the 25-34 age group and 1.60% aged 18-24. Interestingly, 0.18% indicated being under 18, highlighting the predominance of adult respondents in this survey question.

## Q21 What is your employment status best described as?

The findings reflected a diverse range of occupational roles and life stages within the community. A significant majority, comprising 71.40%, reported being employed full-time, highlighting the county's active workforce and economic vibrancy. Additionally, 4.09% indicated being employed part-time, while 1.07% identified as unemployed, underscoring the challenges faced by some members of the community in securing stable employment. Notably, a substantial portion, accounting for 19.18%, reported being retired, reflecting the county's sizable retiree population. Furthermore, 1.07% identified as students, while 3.20% identified as caregivers, highlighting the varied roles and responsibilities assumed by individuals within the community. These insights help us understand how jobs change in Clay County and help us come up with specific plans to help the economy and the development of its workers.

### What is your age?



**71%** of respondents are **Employed (Full Time)**  
19% are retired.