



CSR

Center for Survey Research

September 14, 2010

2010 Prince William County Citizen Satisfaction Survey

Center for Survey Research

A Unit of the Weldon Cooper Center for Public Service

University of Virginia

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University of Virginia

Presentation prepared by:

Thomas M. Guterbock, Ph.D.
Director

Young-Il Kim, Ph.D.
Research Analyst

Deborah Rexrode, M.A.
Project Manager


Jaesook Lee
Project Assistant

*A full narrative report will be provided to the BOCS
in October.*

One of a Series . . .

- PWC's first citizen satisfaction survey was in 1993
- n of cases varies from 700 to 1,746 (in 2009)
- Some questions repeated on every survey
 - Some asked every second year
 - Some asked only once
- All conducted by telephone, during spring/summer
- All conducted by UVa's CSR

2010 PWC Survey Features

- n = 1,637
- Samples 
 - RDD (random digit dialing)
 - Listed
 - Cell-Phone
- 7 geographic areas
- Respondent selection within household
 - Except for cell phone cases
- CATI (Computer-Assisted Telephone Interviewing)
- Solid interviewer training, annual pre-tests

More Features...

- Includes core questions and rotating Group B
 - Group B questions last asked in 2008
- Most questions not asked of every respondent
- Interviews conducted in English and Spanish
- Conducted June 27-August 29, 2010
- Margin of error = $\pm 3.15\%$

Background factors

Keep in mind two important areas of change:

- 1) National economic and housing downturn in 2008
 - County programs and services have been impacted by the downturn
- 2) County government made budget adjustments in response

Quality of Life

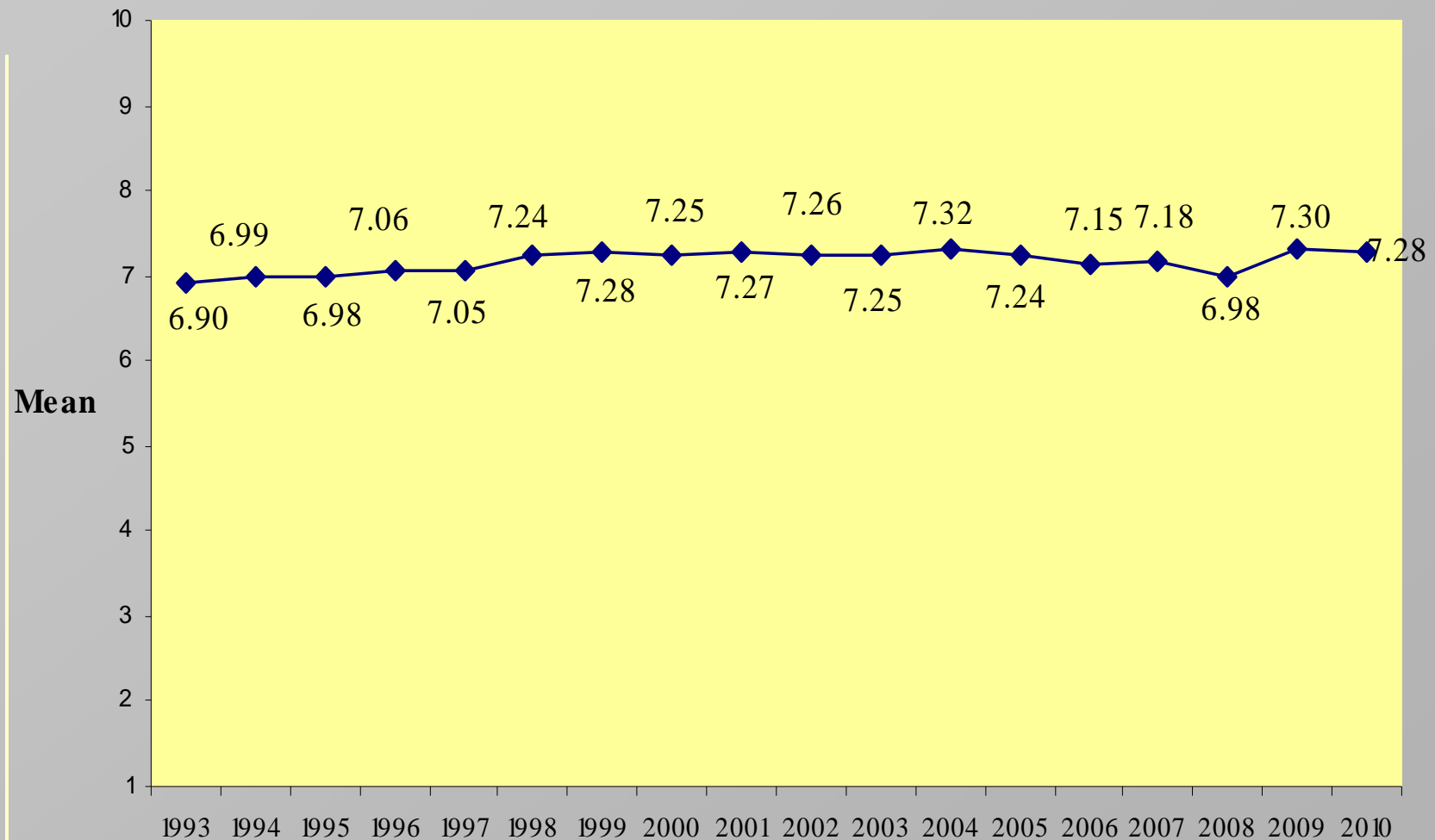
... and wanting to live in PWC

PWC Quality of Life

- Rated on a ten-point scale (10 = highest)
- Current rating: 7.28
- 2009 rating: 7.30
- 2008 rating: 6.98
- 2007 rating: 7.18
- 2006 rating: 7.15
- 1993 rating: 6.90

*The 2010 mean rating is significantly higher than the 2008 mean rating

Quality of Life Ratings: 1993-2010



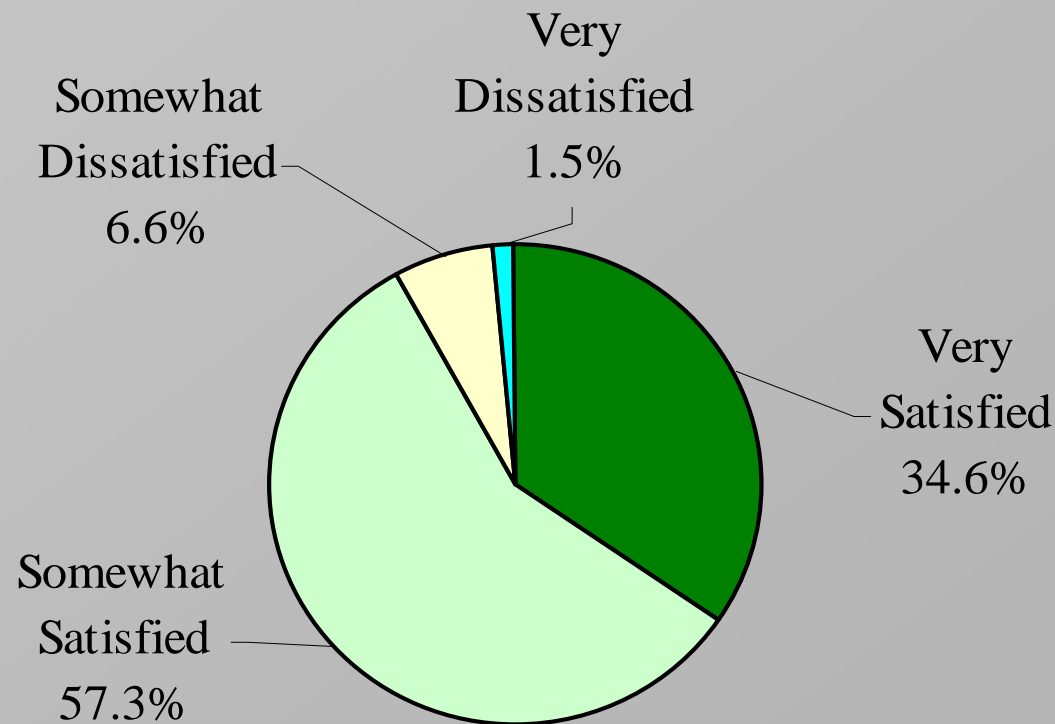
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Government Services

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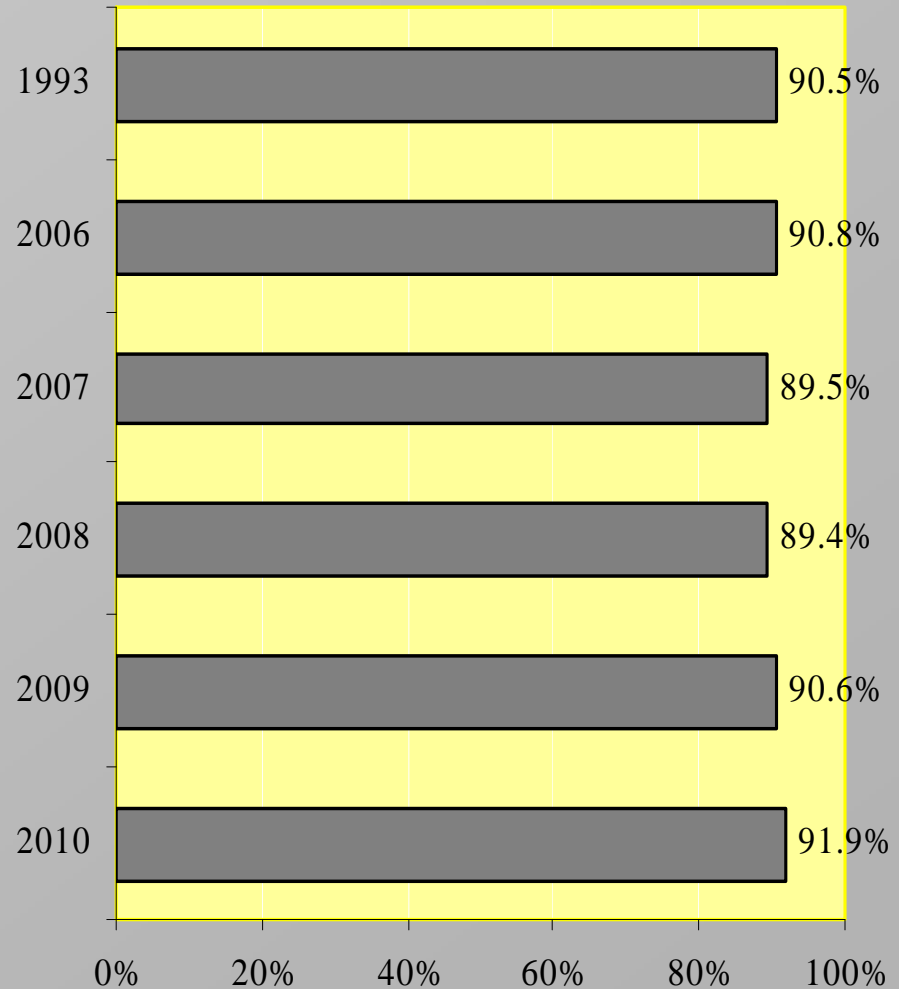
Overall Satisfaction with Gov't Services

- Total: 91.9% satisfied



Overall Satisfaction with County Government Services: 1993, 2006-2010

- No significant change in satisfaction from 2009-2010



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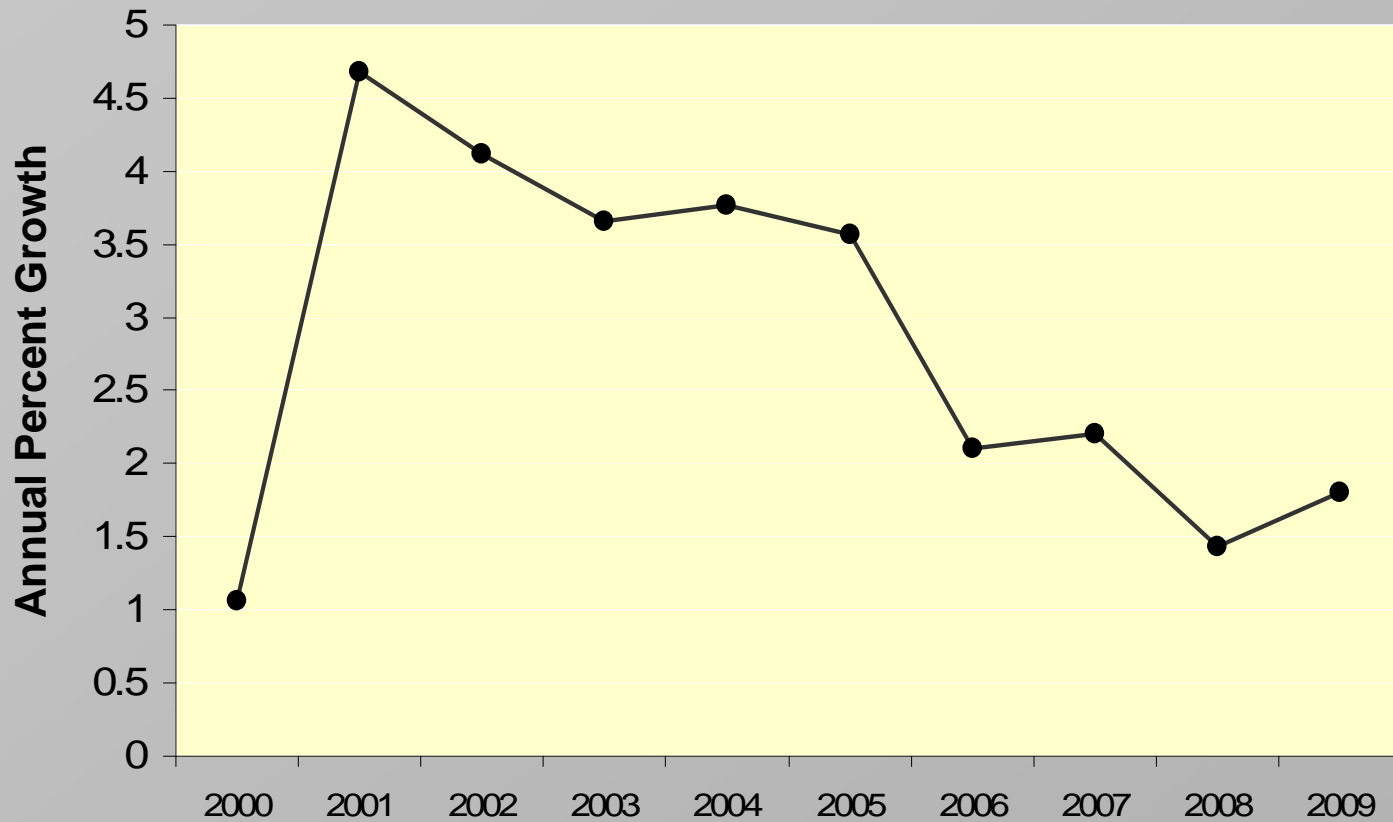
County Employees Providing Services

Items	2009	2010
Helpfulness of County Employees	79.9	82.4
Satisfaction with Efficient/Effective Services	89.7	88.4

Economic and Development Issues

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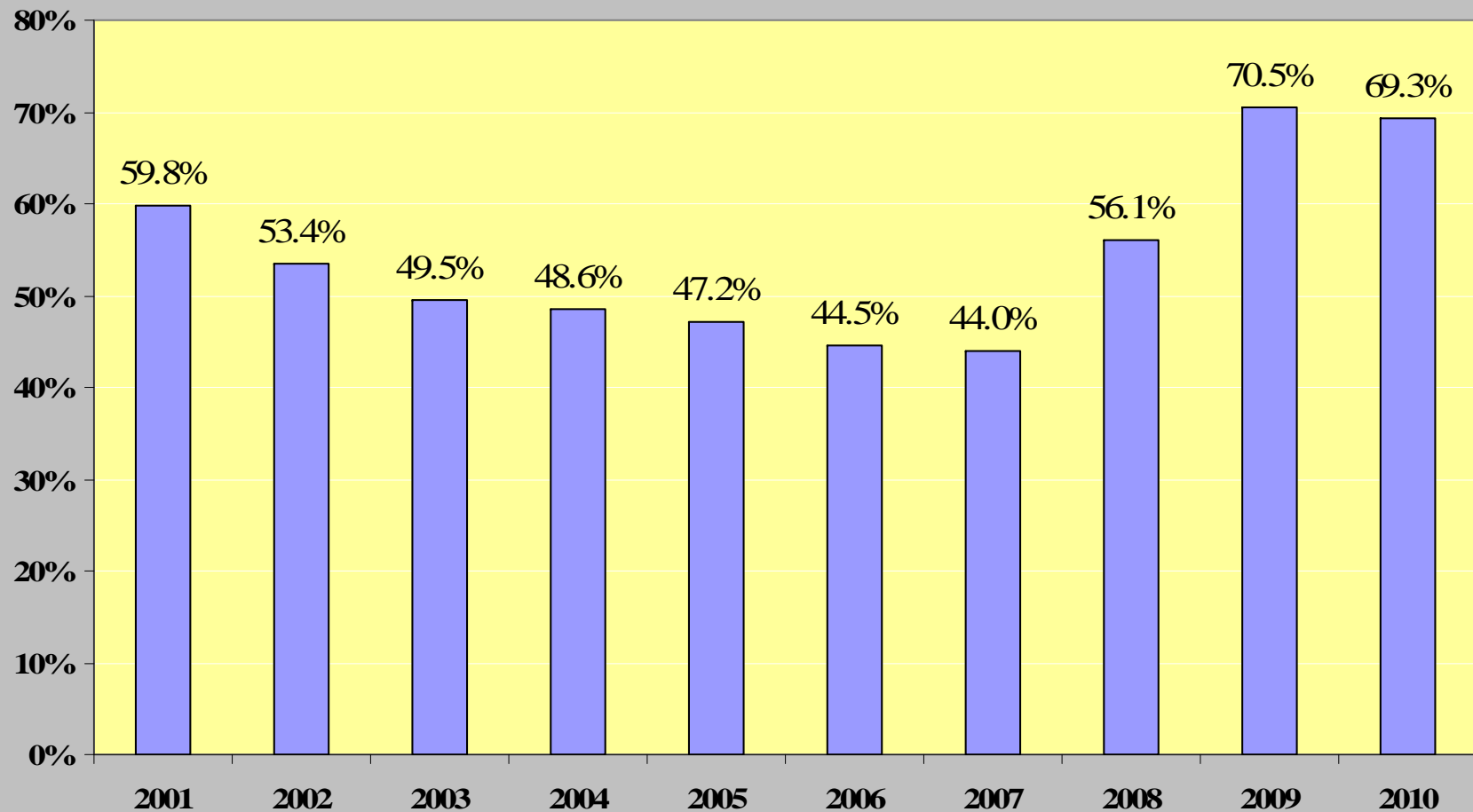
PWC Population Growth 2000-2009



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Source: UVa Weldon Cooper Center estimates

Satisfaction with Growth



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This question was not asked in 2000

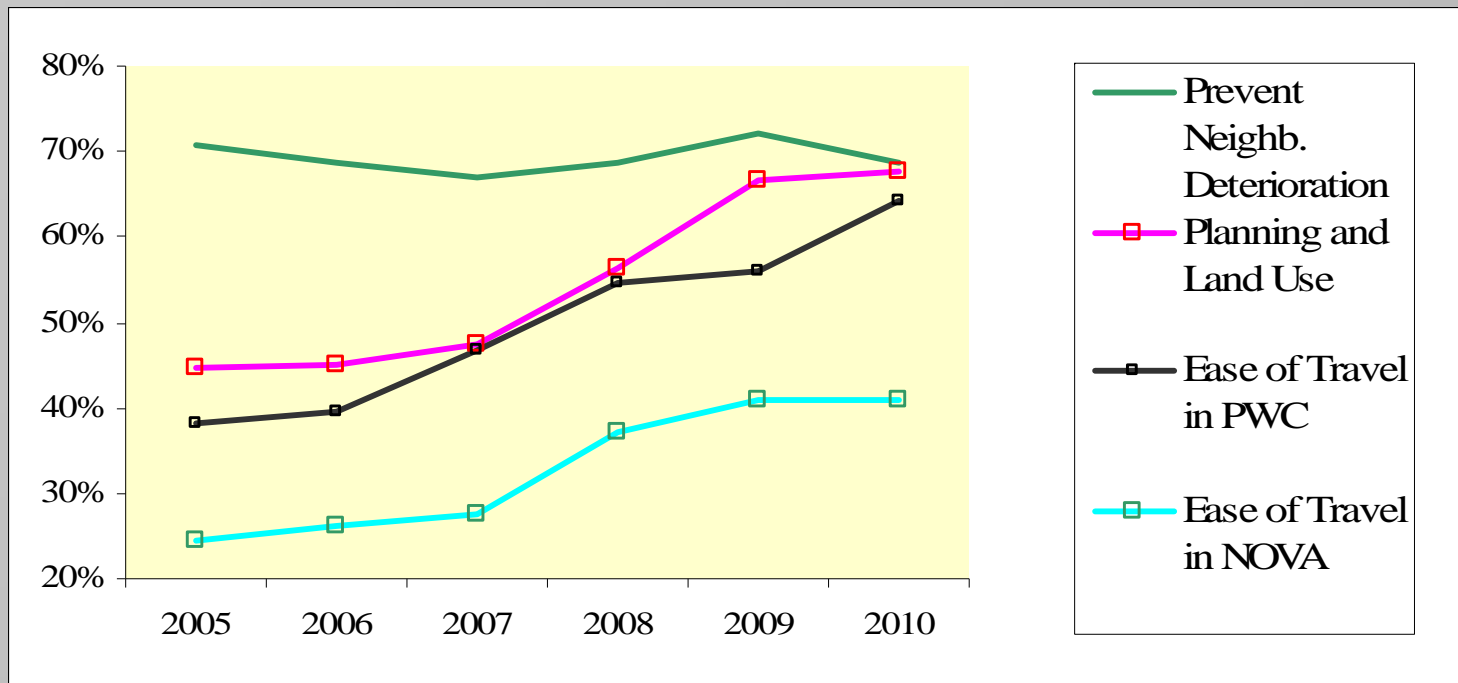
Satisfaction with New Jobs

Satisfaction with County's efforts to attract new jobs & businesses has increased since 2009.

More than $\frac{3}{4}$ of respondents are satisfied with efforts to attract new jobs to PWC.

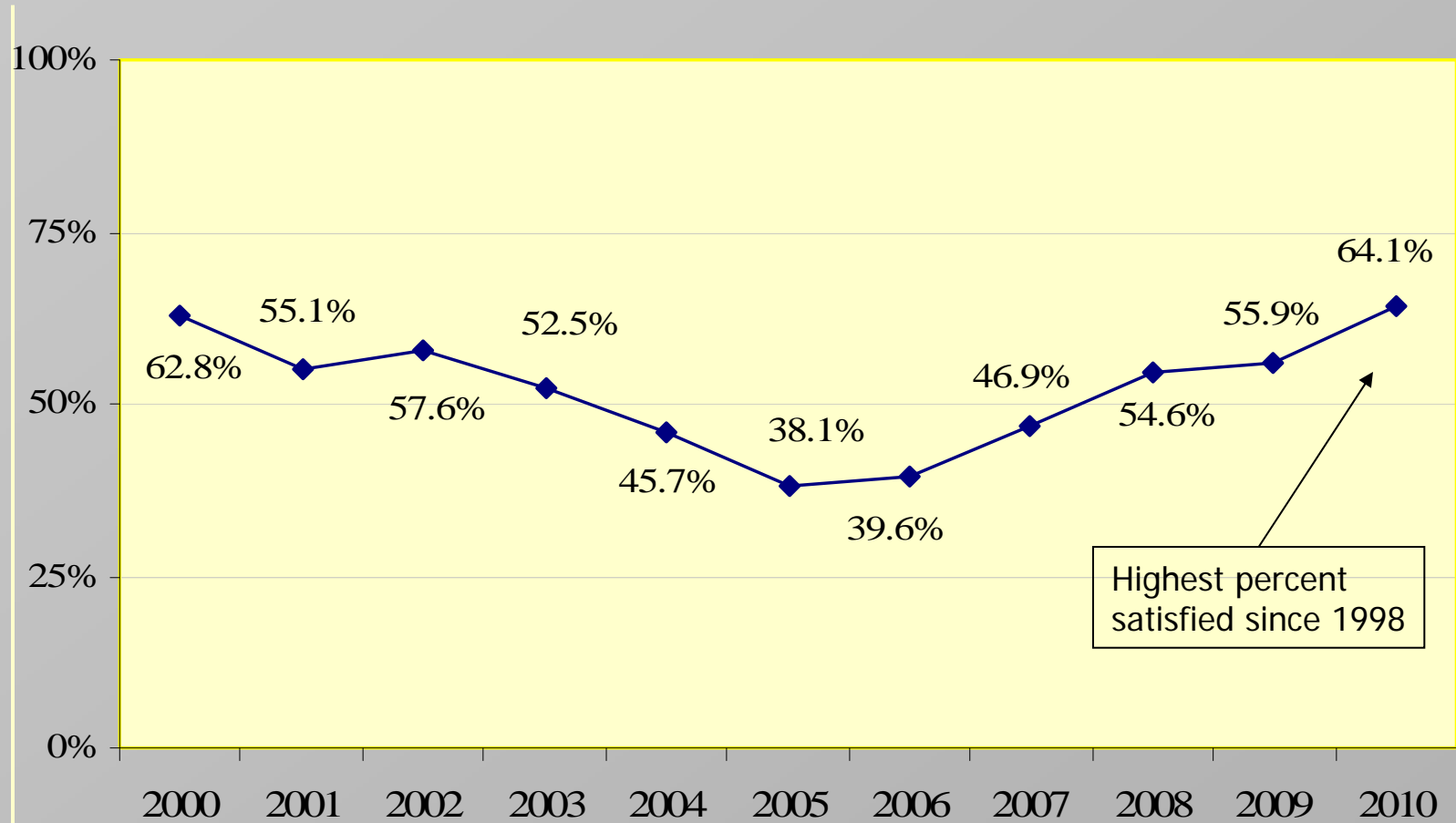
Satisfaction was up to 75.9% in 2010 from 73.2% in 2009.

Trend for Development Issues (2005-2010)



Land use and ease of travel rose significantly from 2008.

Satisfaction with Ease of Travel in PWC (2000-2010)



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Satisfaction with Ease of Travel in PWC (2007-2010) by Region

Regions	2007	2008	2009	2010
Battlefield	39.8%	49.2%	54.9%	72.5%
Broad Run	47.7%	54.8%	64.8%	74.6%
Hoadly	49.7%	59.7%	55.9%	73.3%
Old Bridge	54.3%	62.2%	61.2%	54.9%
Dale	52.7%	60.0%	55.9%	61.7%
Potomac	40.5%	45.0%	45.1%	56.0%
Forest Park	48.9%	56.6%	52.3%	51.4%

Travel eased in northwestern parts of PWC

Satisfaction with Public Safety

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Satisfaction with Public Safety

Items	2009	2010
Fire fighting in your area	98.7	98.1
Emergency medical rescue	97.9	95.7
Overall satisfaction with Police	92.5	92.2

% satisfied

More Public Safety Items

Items	2009	2010
Police attitudes and behaviors	84.4	84.7
Police Department treats everybody fairly	78.8	79.9
Efforts to reduce illegal drugs	88.3	85.2

% satisfied

Satisfaction with Safety

Items	2008	2010
Safety in neighborhood, Daytime	91.9	94.9*
Safety in neighborhood, Night	85.8	87.2
Safety in business areas, Day	90.6	92.7
Safety in business areas, Night	79.4	82.8
Police efforts to combat gangs	87.7	85.0

*Significant increase since 2008.

About the police questions

- UVa's Center for Survey Research is nearing completion of its evaluation study of the County's policy on police enforcement regarding illegal immigration.
- Results for 2010 survey items specific to the immigration study will be included in the November report.

Human Services

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Human Services

Items	2009	2010
Satisfaction with services to people with mental health problems	72.7	80.5
Satisfaction with services to substance abusers	71.0	77.1
Satisfaction with programs for elderly population	81.4	81.7
Satisfaction with social services	74.1	73.7

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% satisfied

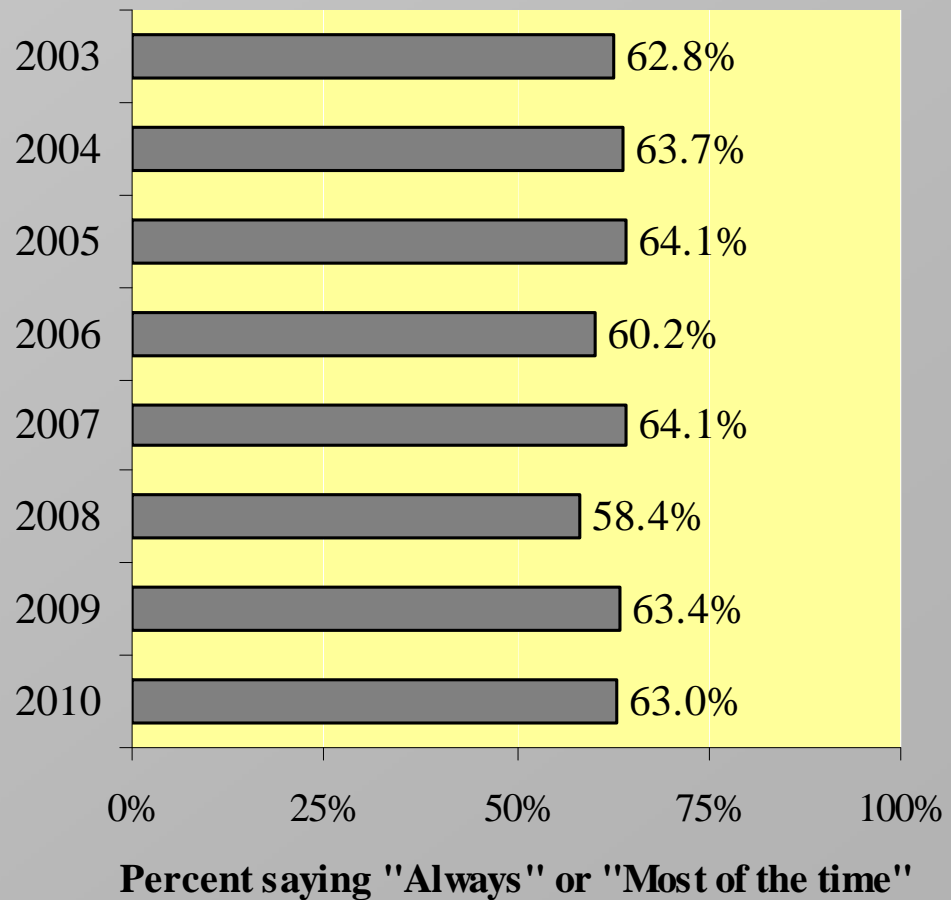
Changes are not statistically significant.

Government and Taxes

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Trust in County Government, 2003-2010

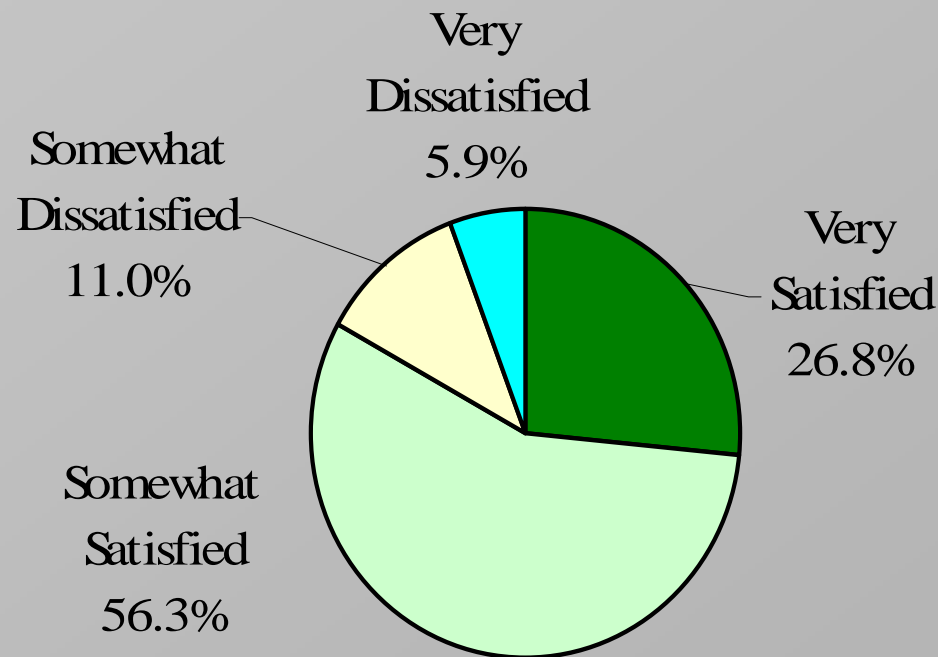
How often do residents trust the County government to do what's right?



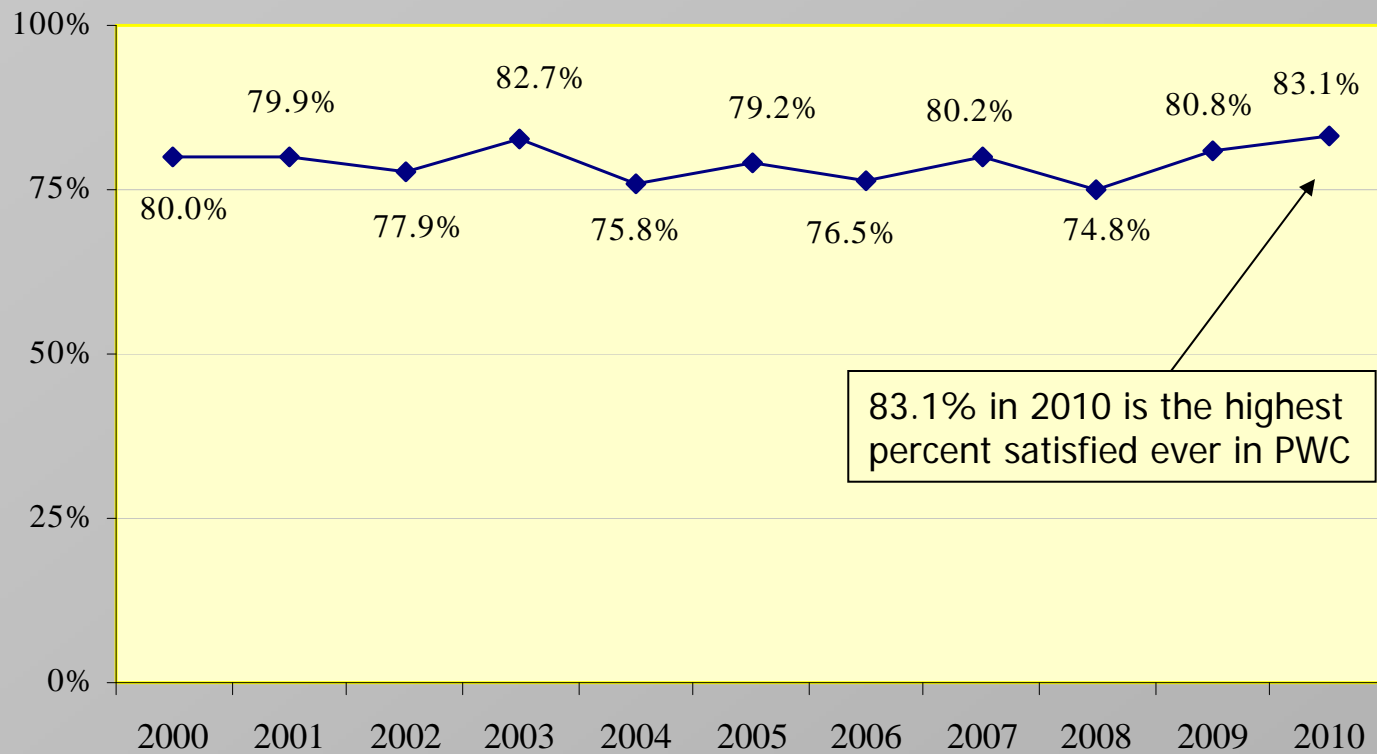
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Overall Satisfaction with Value of Tax Dollar

- Total: 83.1% satisfied

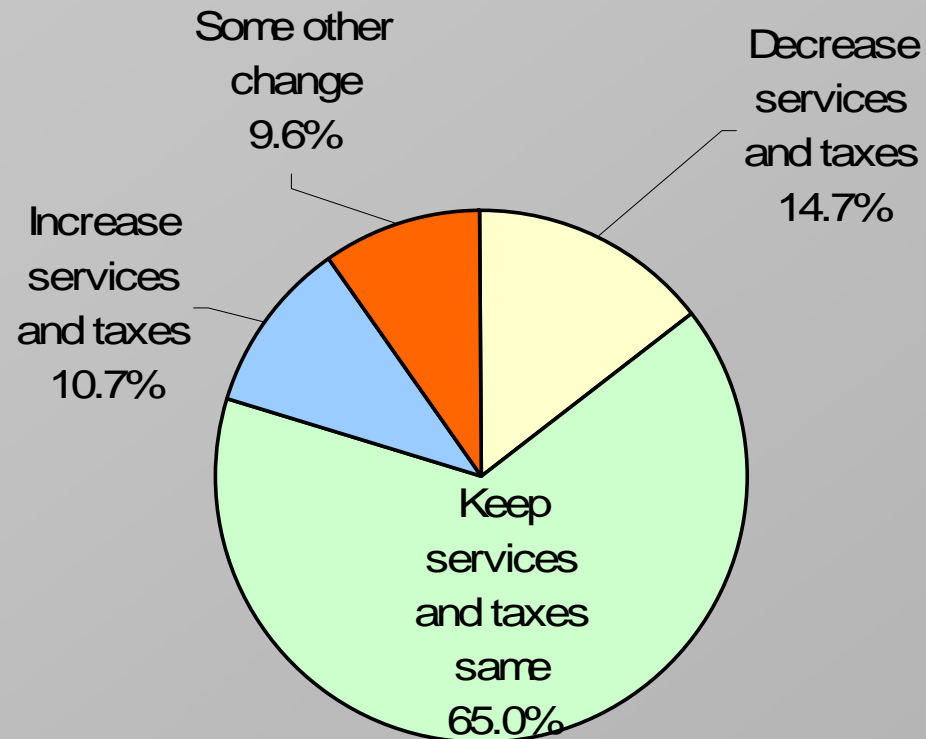


Satisfaction with Value for Tax Dollar (2000-2010)



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View of Taxes and Service



The Top Five Service Items

- Satisfaction with:
 - Library Staff 98.4%
 - Fire Protection 98.1%
 - Compost Facility 98.0%
 - Landfill 97.8%
 - Convenient Ways to Register to Vote 97.1%

The Bottom Five Items

- Satisfaction with:
 - Travel in NOVA outside PWC 40.8%
 - Coordination of Development & Roads 57.1%
 - Ease of Travel in PWC 64.1%
 - Planning of Land Development 65.6%
 - Preventing Neighborhood Deterioration 68.6%

Most ‘Visible’ Service Items

Visibility & Satisfaction: Defined

- High visibility
 - More than 90% of respondents answered the question
- High satisfaction
 - More than 85% satisfied
- Low satisfaction
 - Fewer than 65% satisfied

Note: Criteria may differ from those used in report.

High Visibility with High Satisfaction

Service

Satisfaction

- Fire Protection 98.1%
- Compost Facility 98.0%
- EMS 95.7%
- Library 95.3%
- Neighborhood Daytime Safety 94.9%
- Business Daytime Safety 92.7%
- Overall Police Performance 92.2%
- Efforts to Preserve Water Quality 91.9%
- Overall County Satisfaction 91.9%

High Visibility with Low Satisfaction

Service	Satisfaction
• Ease of Travel around NoVA <i>outside PWC</i>	40.8%
• Coordination of Development with Road Systems	57.1%
• Ease of Travel around PWC	64.1%

Summary of Changes

What's UP since last year?

- Since 2009—Satisfaction with (core items)
 - Ease of Travel in PWC +8.2%*
 - Services for Substance Abuse +6.1%**
 - Planning of Land Development +4.0%**
 - Value for Tax Dollar +2.3%**
 - Safety in Neighborhood in Daytime +1.9%**
 - Efficiency and Effectiveness of Voting Precinct +1.7%**

*Significant change since 2009

**Significant change since 2008

What's **DOWN** since last year?

No significant downward changes in satisfaction items since 2009.

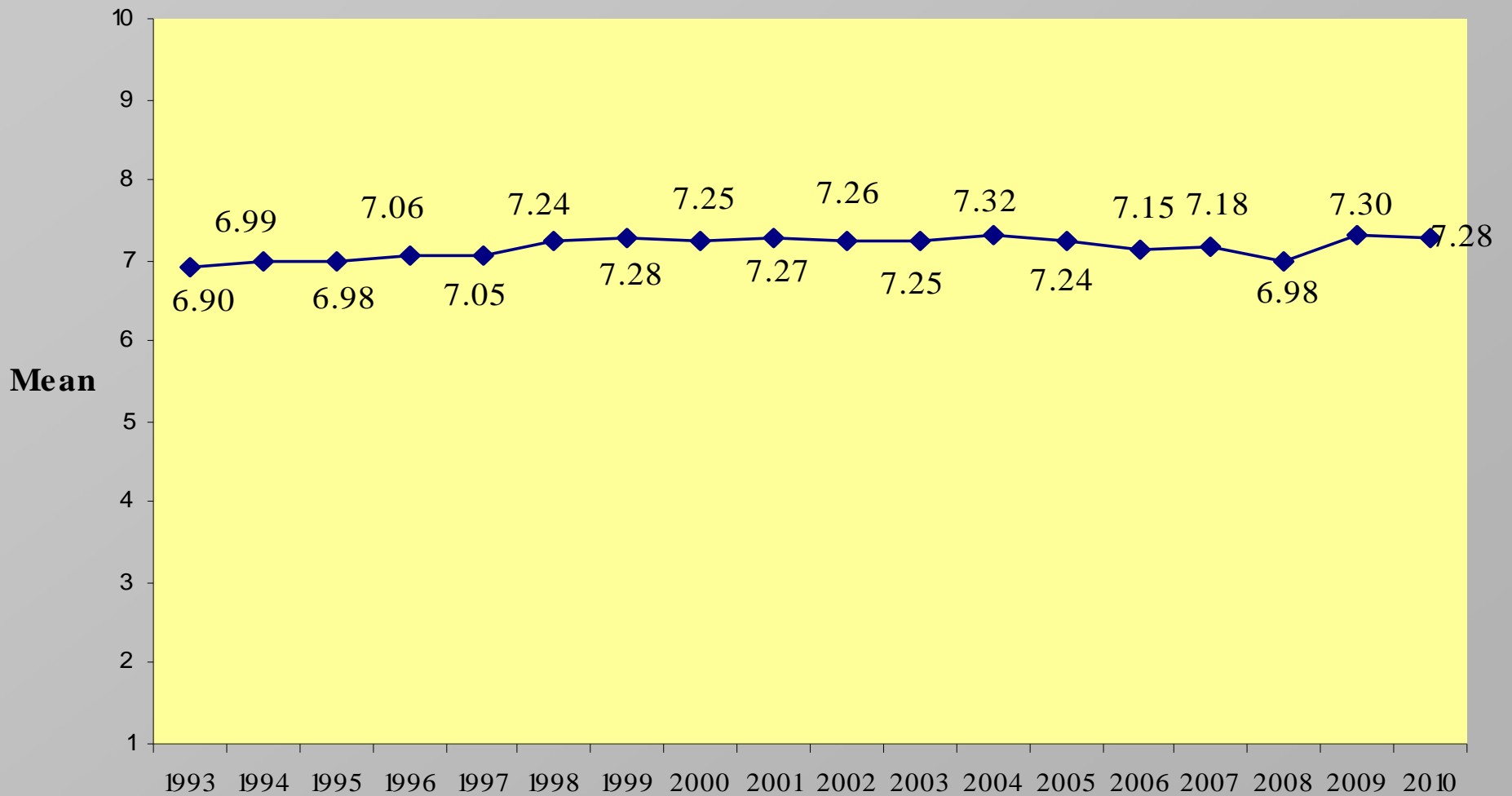
What's UP Since 1993?

- Value for Tax Dollar +17.6%
- Dept. of Soc. Services +13.4%
- Programs for Elderly Population +13.4%
- Planning and Land Use +12.6%
- Street Lighting +12.0%
- Attracting jobs and businesses +11.1%
- Efforts to Reduce Use of Illegal Drugs +6.0%
- Informing Citizens about Government +5.8%
- Voter Registration +5.6%
- Police Department +3.5%

What's **DOWN** since 1993?

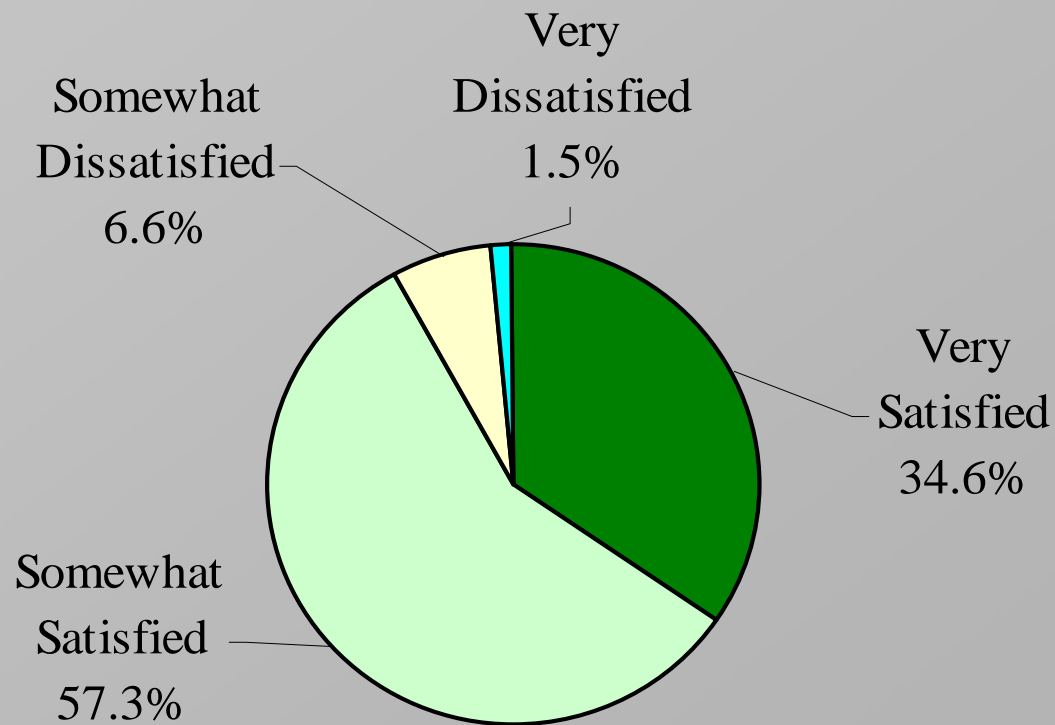
No significant downward changes
compared to 1993.

Quality of Life Ratings: 1993-2010



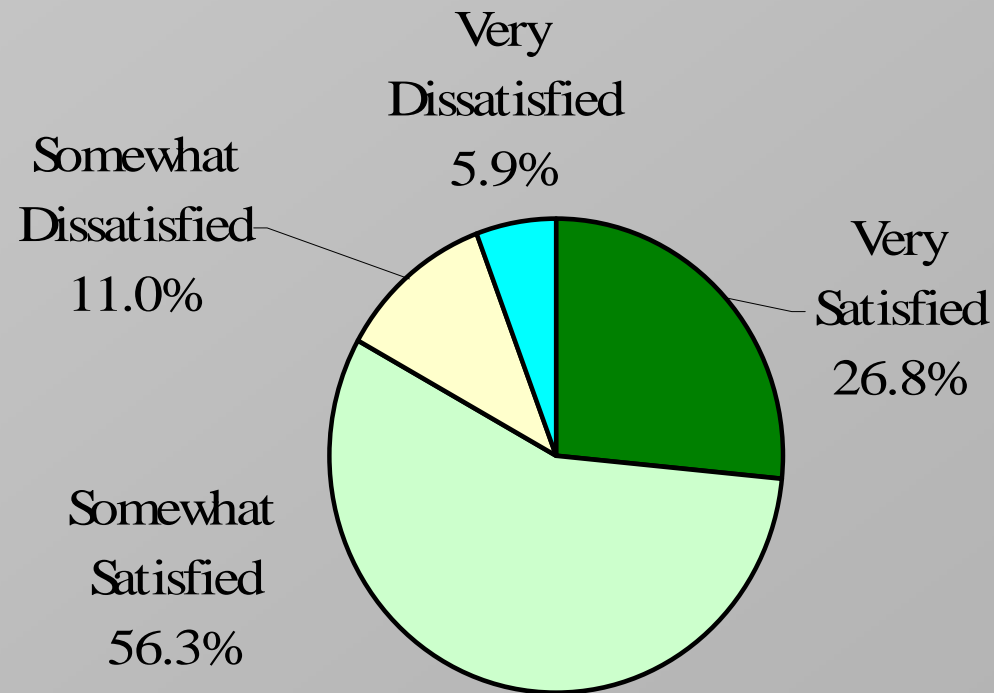
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For further information please contact:

Thomas M. Guterbock

Director

434-243-5223

TomG@virginia.edu

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