



CSR

Center for Survey Research

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2008 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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One of a Series . . .

- PWC's first citizen satisfaction survey was in 1993
- n of cases varies from 700 to 1,666
- Some questions repeated on every survey
 - Some asked only once
 - Some asked for several years but not all
- All conducted by telephone, during spring/summer
- All conducted by UVa's CSR

Question Rotation

- Started with 2001 survey
- Three sets of questions
 - Core questions
 - includes demographics, overall satisfaction
 - Rotating Group A
 - asked in odd-numbered years
 - Rotating Group B
 - asked in even-numbered years

2008 PWC Survey Features

- n = 1,666
- Samples {
 - RDD (random digit dialing)
 - Listed
 - Cell-Phone
- Geographic areas defined in 2007 (from 8 to 7)
- Over-sample/listed sample for Hoadly, Potomac, and Forest Park areas
 - Results weighted to reflect actual new area populations
- Respondent selection within household
- CATI (Computer-Assisted Telephone Interviewing)
- Solid interviewer training, annual pre-tests

More Features...

- Includes core questions and rotating Group B
- Most questions not asked of every respondent
- Interviews conducted in English and Spanish:
 - 1,591 interviews in English (95.5%)
 - 75 interviews in Spanish (4.5%)
- Conducted April-July, 2008
- Margin of error = ± 2.9 %

New questions:

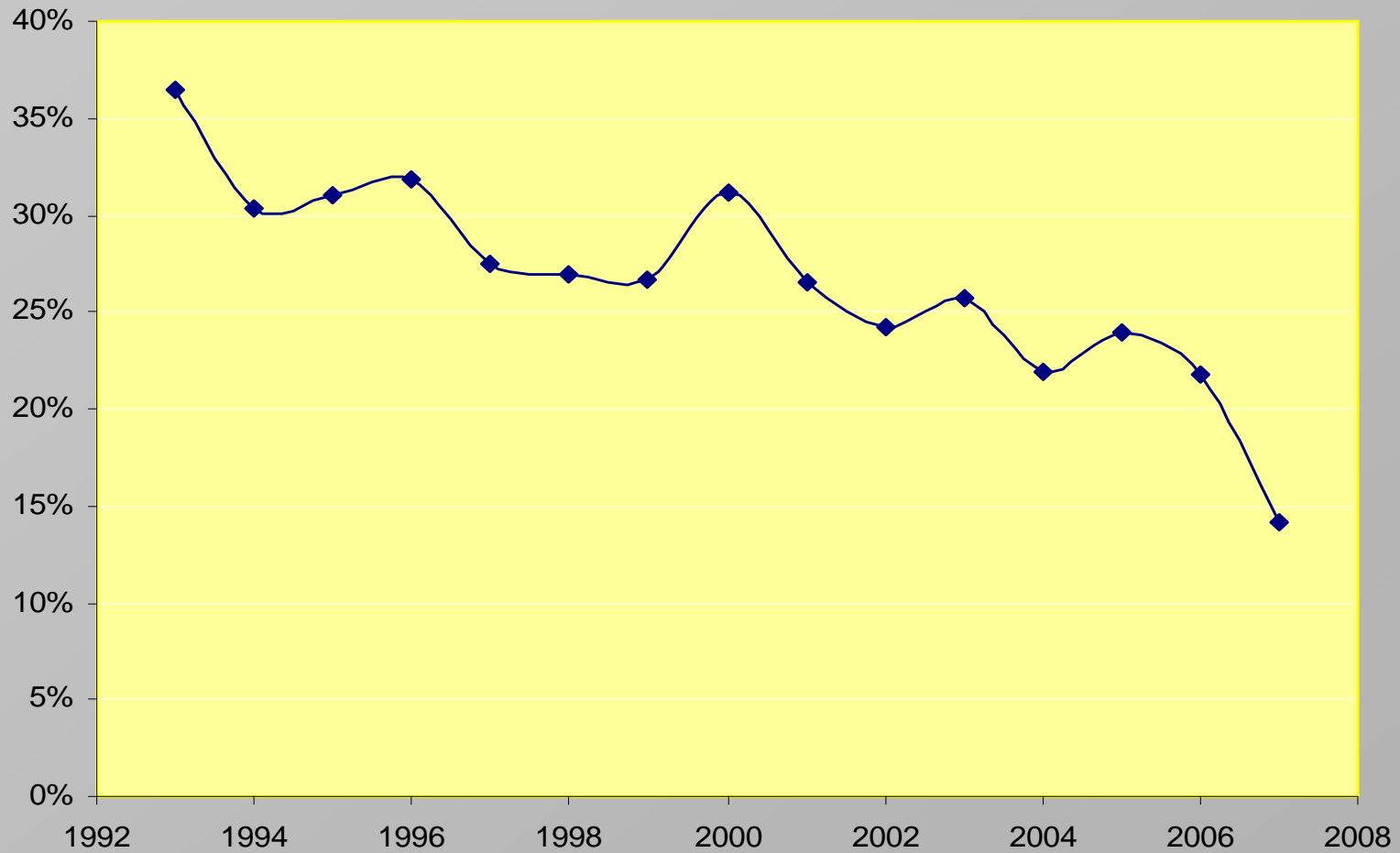
- Satisfaction that Police Dept. treats everyone fairly regardless of race, gender, ethnic or national origin
- Satisfaction with the job the Police Dept. is doing in carrying out immigration policy
 - Reasons for being very satisfied or very dissatisfied?
- Crime victimization and reporting to the Police.
 - . . . these questions discussed in a separate presentation.*

More new questions ...

- Satisfaction with the safety of buildings, residential and non-residential, constructed in the County in the last two years
- Satisfaction with the efficiency and effectiveness of the voting precinct set-up for handling voters on election days

Inclusion of cell phones

Percent ages 18-34, 1993-2007

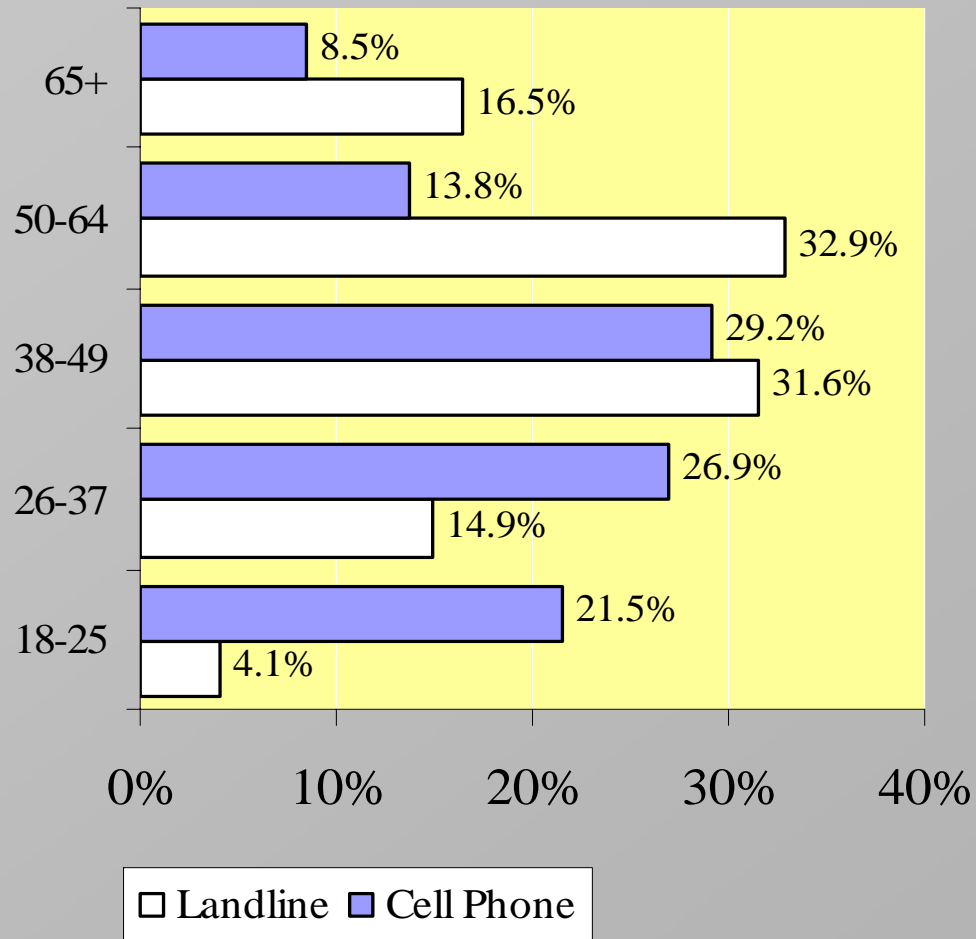


CSR cellphone supplement

- Experiment fielded in Winter 2008
 - Cost shared by PWC, UVa CSR
- Repeat of 2007 survey instrument on PWC residents with cellphones (English only)
- Demonstrated feasibility of cellphone survey
- Allowed assessment of costs
 - Cellphones cost 2 – 3 times more to survey
 - Included incentive experiment (\$5 vs. \$10)
- Showed better coverage of young people, unmarried, renters, minorities, newcomers

Age of respondents by phone type

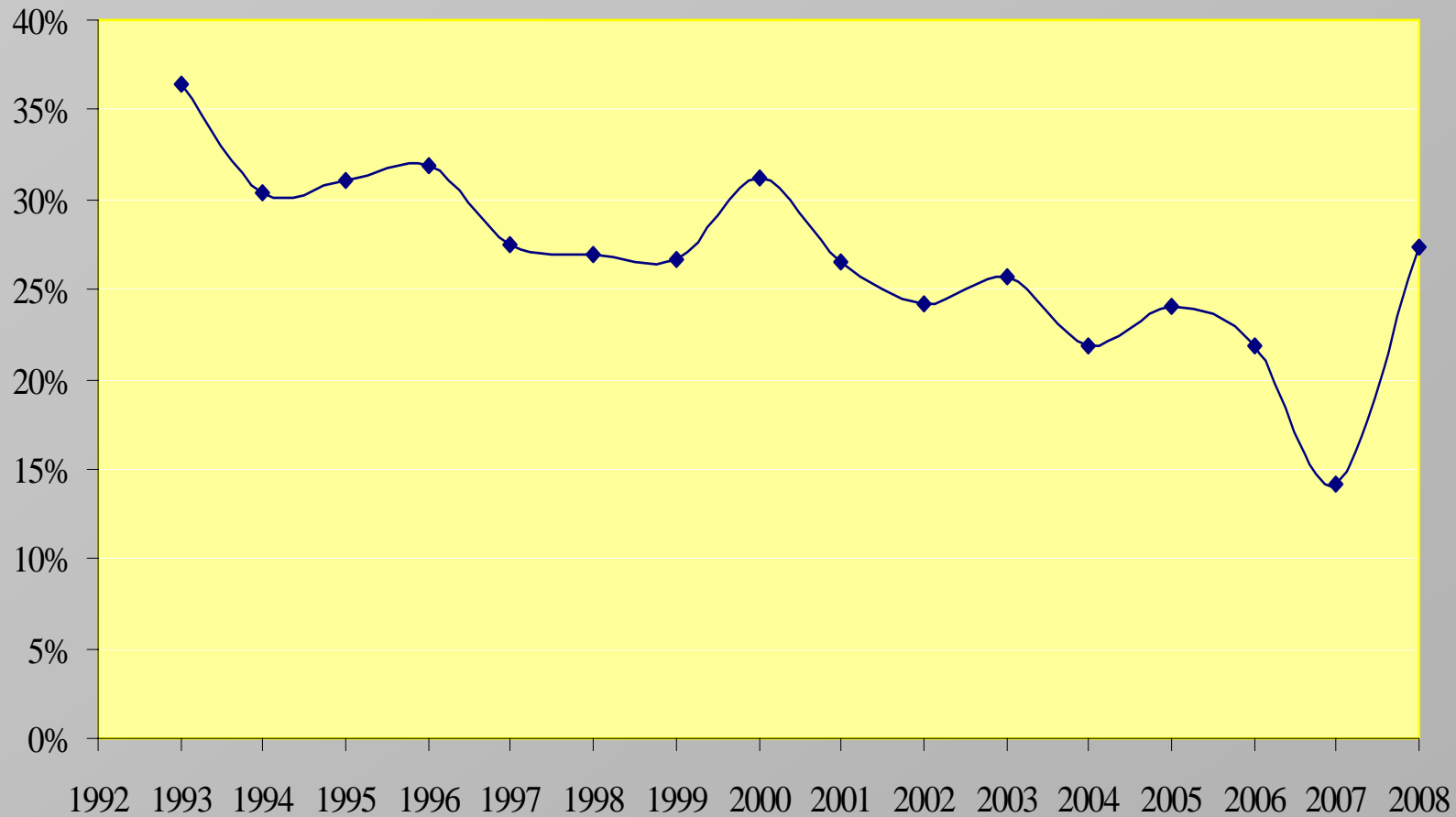
PWC 2007 cellphone supplement



2008 sample design

- Five sample segments
 - Random Digit Dialing (623 completed)
 - County-wide listed numbers (693)
 - Listed numbers in Hoadly, Forest Park, Potomac (163)
 - Oversampled, then weighted to population percentage
 - Cellphone numbers, offered \$5 (95)
 - Cellphone numbers, offered \$10 (97)
- Final data weighted to include:
 - Cellphone only: 16%
 - Landline only: 5%
 - Both: 79%

Percent ages 18-34, 1993-2008



Highlights of 2008 Results

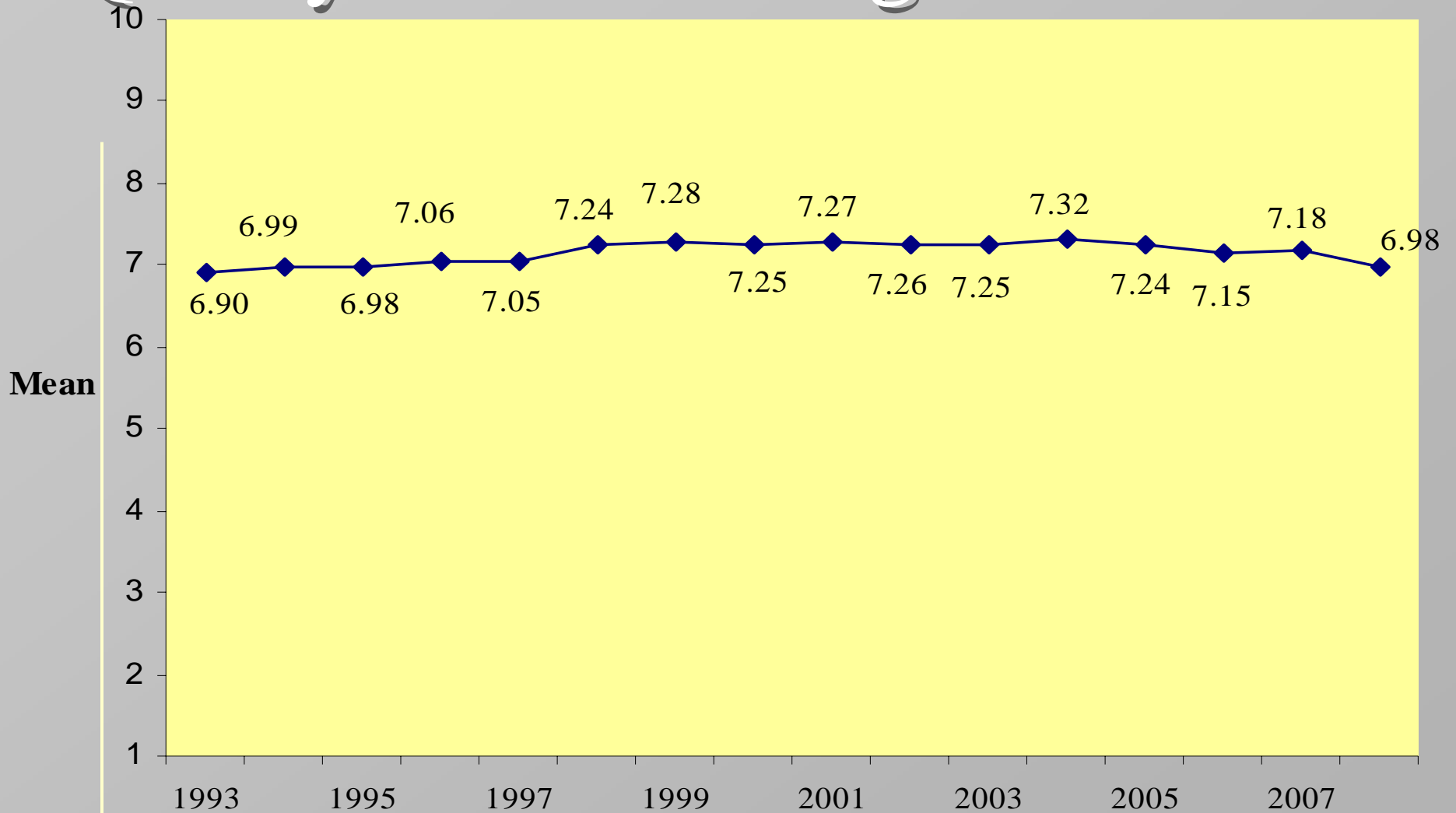
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PWC Quality of Life

- Rated on a ten-point scale (10 = highest)
- Current rating: 6.98 { Landline: 7.12
Cell-Phone: 6.57
- 2007 rating: 7.18
- 1998 rating: 7.24
- 1993 rating: 6.90

*The 2008 mean rating is not statistically significant from the 2007 mean rating

Quality of Life Ratings: 1993-2008

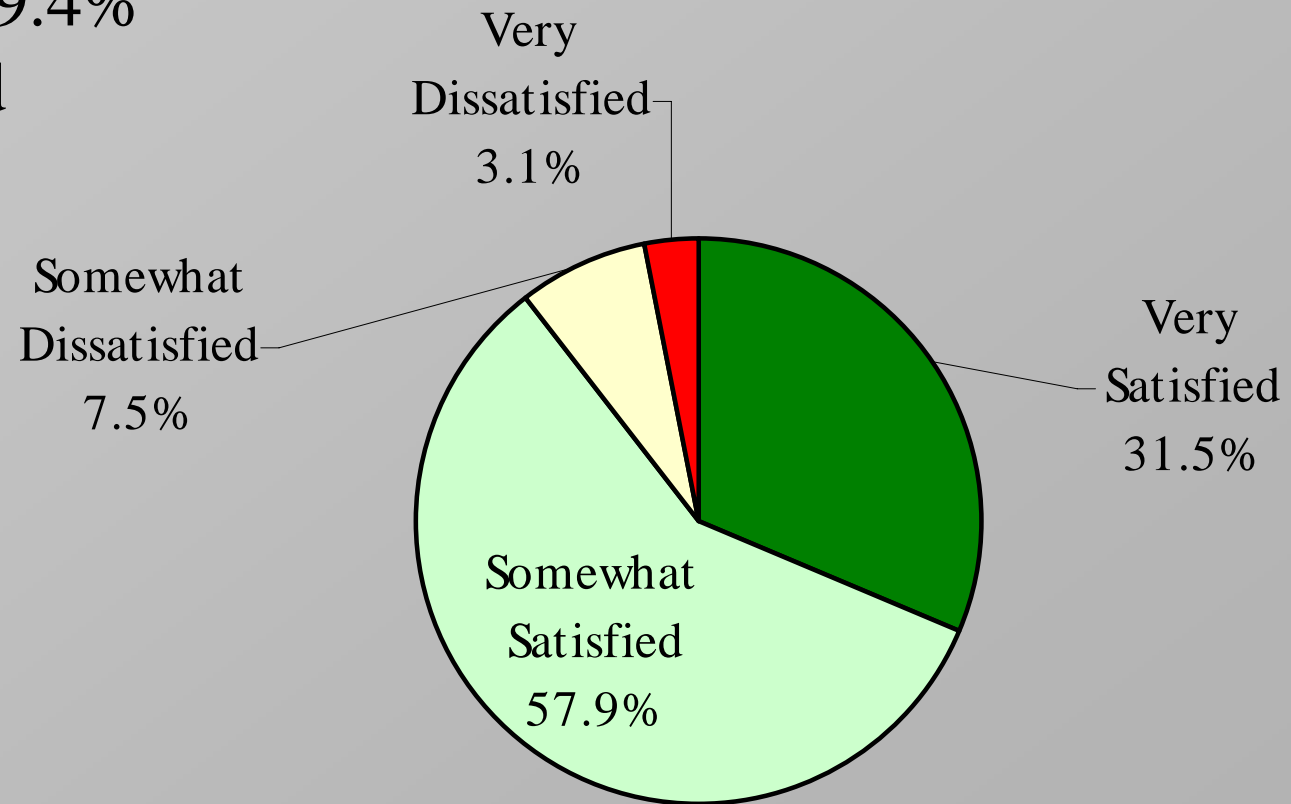


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- Up since 1993
- Stable over last ten years

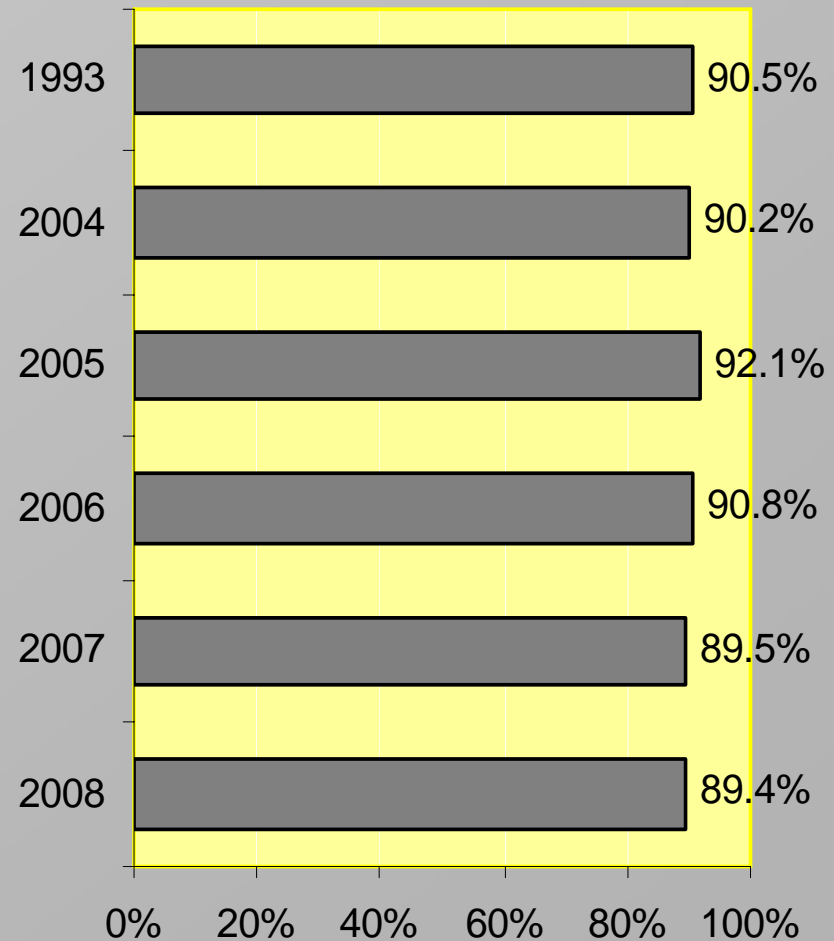
Overall Satisfaction with Gov't Services

- Total: 89.4% satisfied



Overall Satisfaction with County Government Services: 1993, 2004-2008

- No significant change since last year



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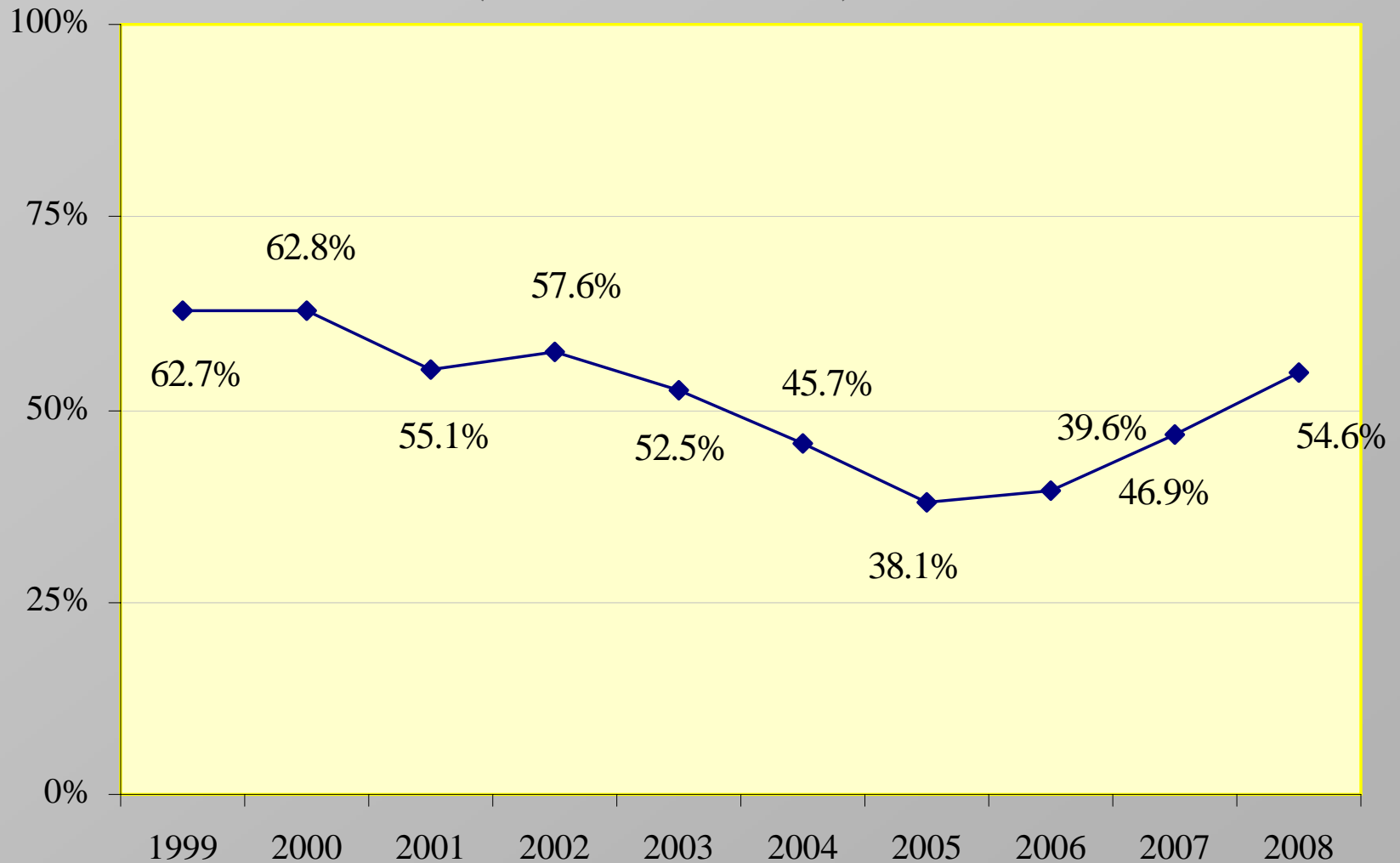
The Top Five Service Items

- Satisfaction with:
 - Courthouse Security 99.0%
 - Landfill 98.3%
 - Library Staff 98.1%
 - Sheriff's Office Attitudes 97.2%
 - Compost Facility 97.2%

The Bottom Five Items

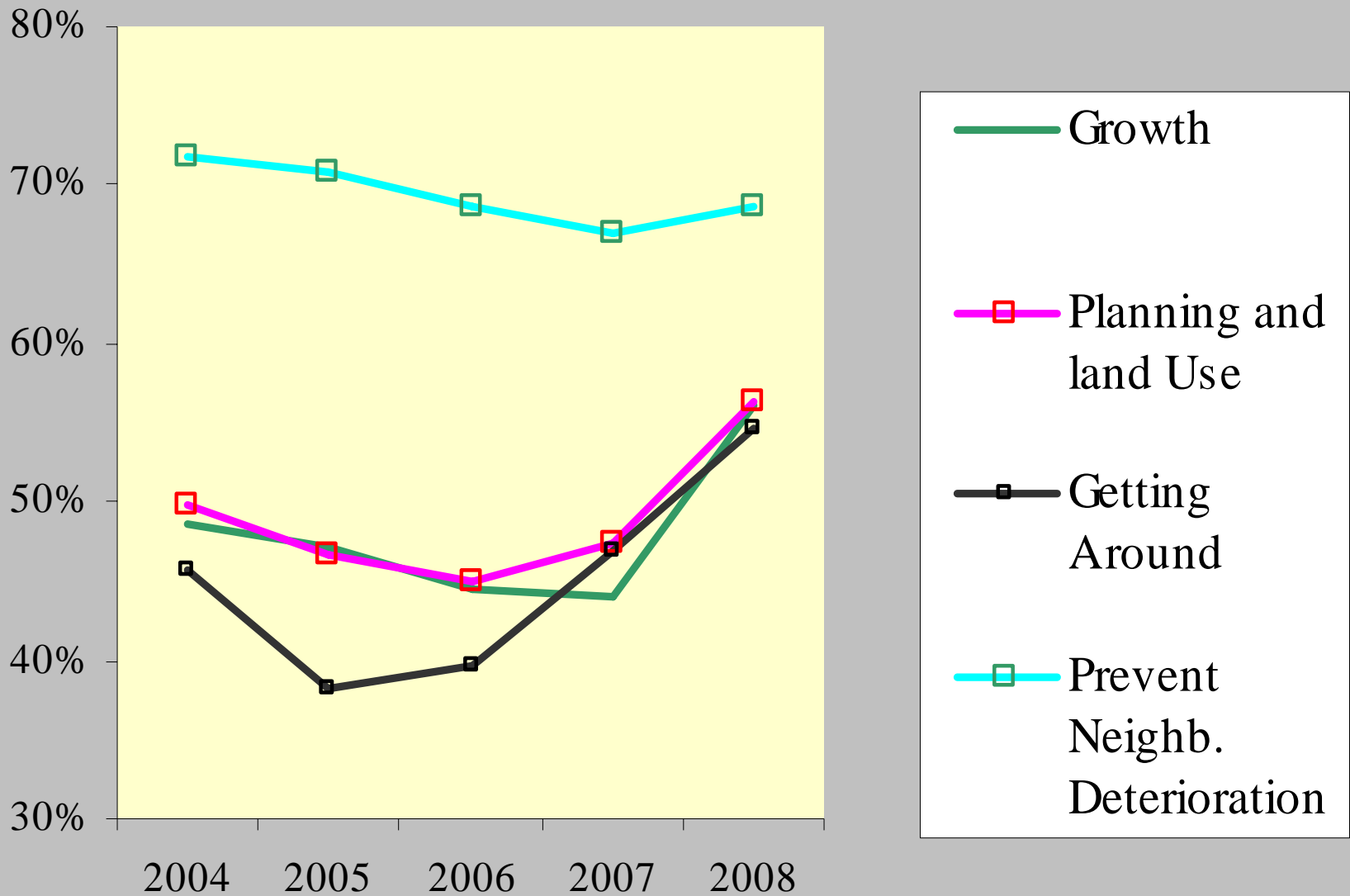
- Satisfaction with:
 - Travel in NOVA outside PWC 37.2%
 - Coordination of development & roads 48.6%
 - Ease of Travel in PWC 54.6%
 - Growth Rate of PWC 56.1%
 - Planning and land use 56.4%

Satisfaction with Ease of Travel in PWC (1999-2008)



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Trend for Development Issues (2004-2008)

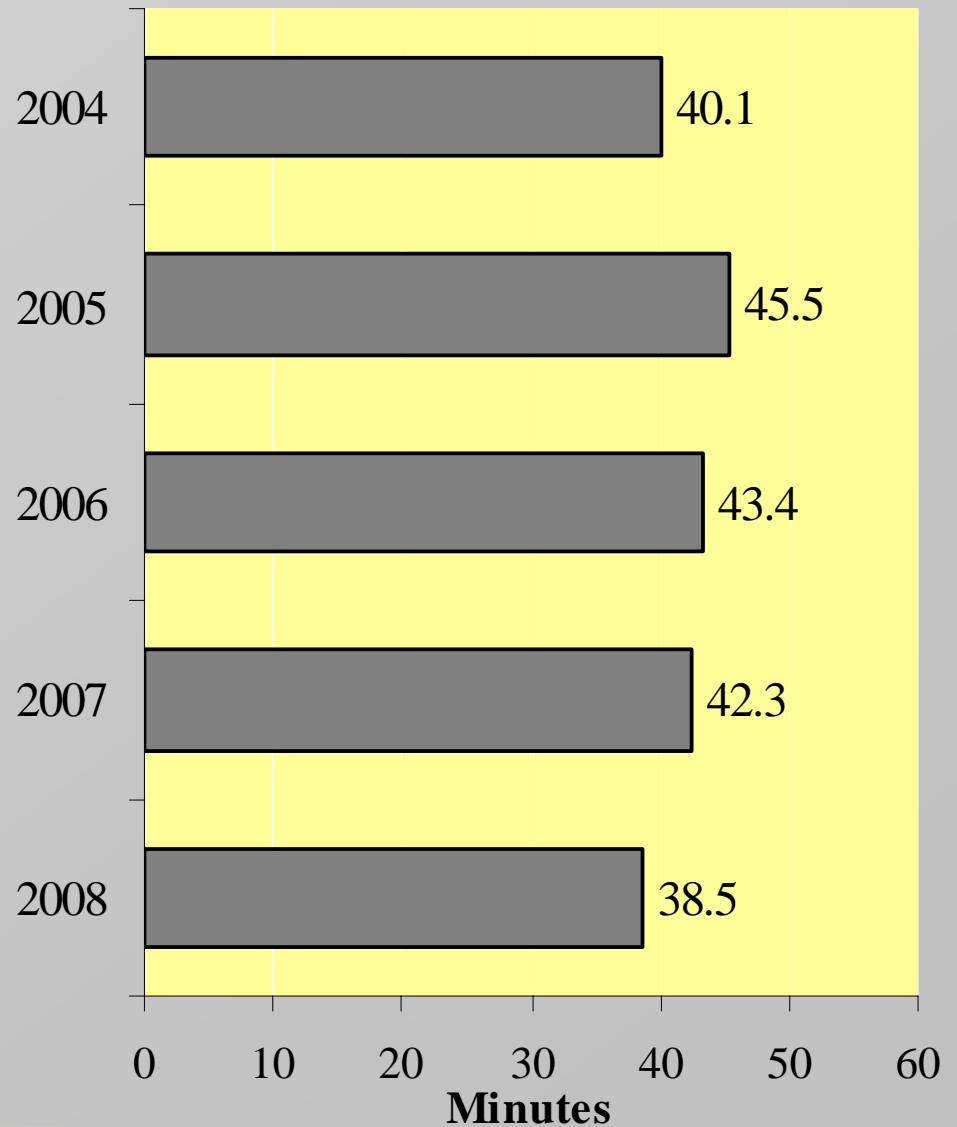


Satisfaction with Ease of Travel in PWC (2007-2008) by Region

Regions	2007	2008
Battlefield	39.8%	49.2% ↑
Broad Run	47.7%	54.8% ↑
Hoadly	49.7%	59.7% ↑
Old Bridge	54.3%	62.2% ↑
Dale	52.7%	60.0% ↑
Potomac	40.5%	45.0% ↑
Forest Park	48.9%	56.6% ↑

Commute Time for PWC Workers

- Average Commute Time: 2004-2008
- Average commute time significantly lower in 2008 than in 2005, 2006, and 2007



Ratings for Public Safety Items

Items	Percent satisfaction
Security in Courthouse	99.0
Fire Protection	96.6
Medical Rescue	95.8
911 Help	94.1
Safety in Neighborhood in Daylight	91.9
Police (overall performance)	89.0
Assistance 911 on the Scene	86.7
Safety in Neighborhood after Dark	85.8
Police Attitudes and Behaviors toward Citizens	79.3

Police and Public Safety

- There are more changes than usual in this area in 2008
- Satisfaction has increased for some aspects of police services, decreased for others
- Ethnic differences in satisfaction are more marked

. . .to be discussed in more detail in a separate presentation.

Satisfaction with Police*

Items	Percent satisfaction
Police Department carrying out immigration policy	80.5
Police Department treats everybody fairly	74.3

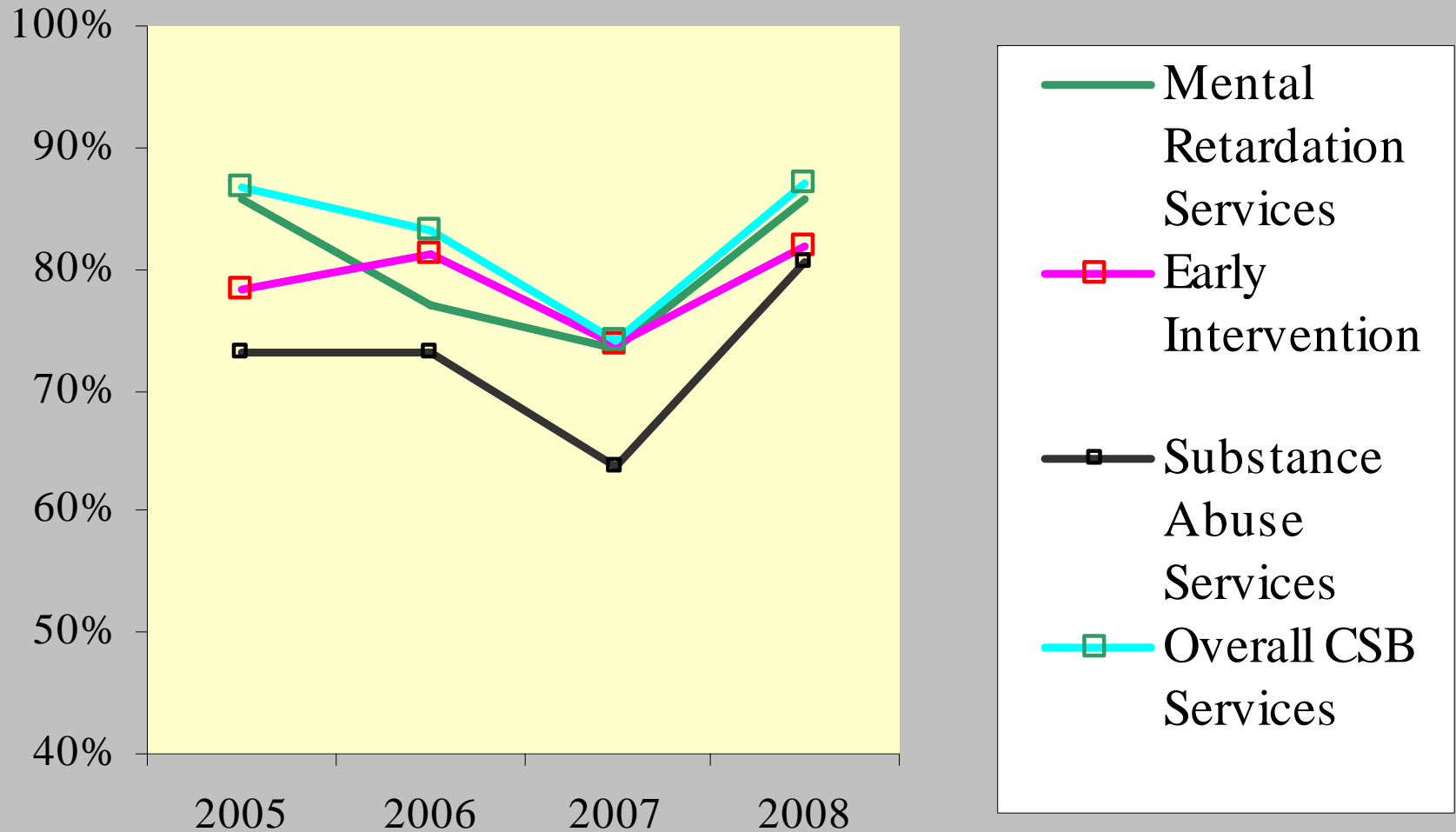
* New Questions

(Ratings for the Police questions will be detailed in a separate presentation)

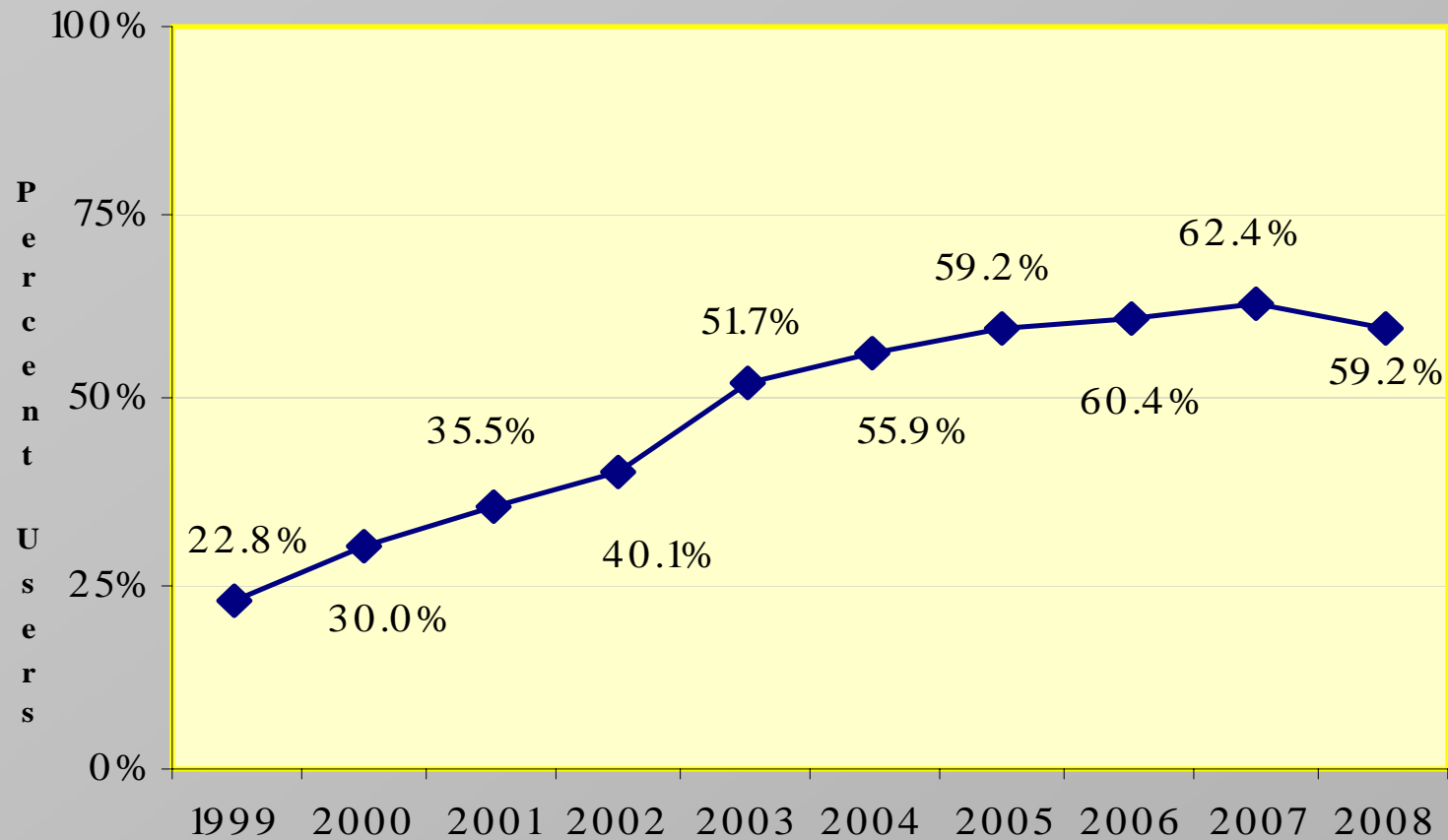
Satisfaction with Sheriff's Office

Items	Percent satisfaction
Sheriff's Office overall performance	95.2
Sheriff's Office attitudes and behaviors toward citizens	90.6

Trend for Mental Health Issues (2005-2008)



Website Use: Leveling Out



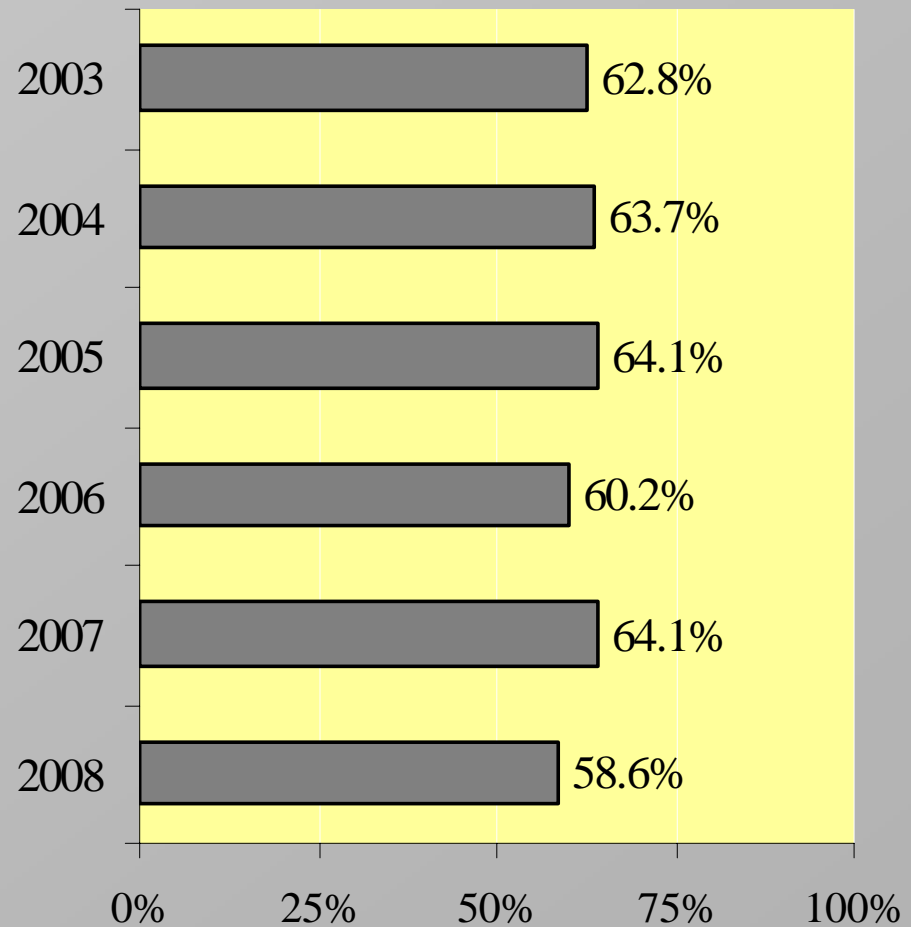
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- Satisfaction with website: 90%

Trust in County Government, 2003-2007

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

This year's level of trust is significantly lower than that reported in 2004, 2005, and 2007

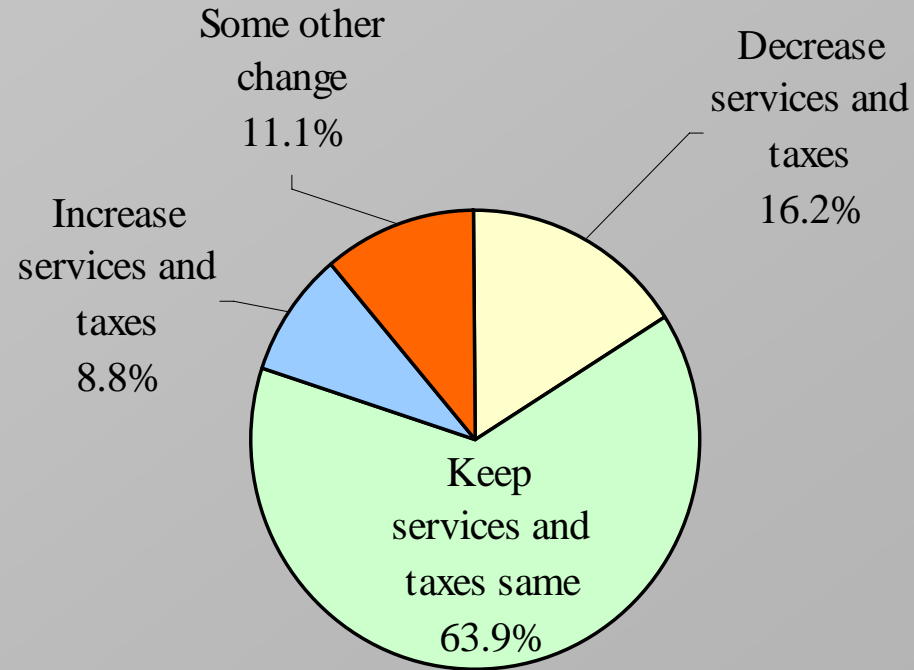


Percent saying "Always" or "Most of the time"

Preferred Level of Services & Taxes, 2008

Which comes closest to your view:

- they should decrease the services and taxes
- keep taxes and services where they are
- increase services and taxes?



Tax concerns increasing?

- 16.2% want a decrease in services and taxes
- This is greater than 9.6% wanting a decrease in 2007.
- Satisfaction with value for tax dollars is 74.8%
- Significant decrease from 80.2% in 2007.
 - But similar to some other, recent years

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
• Level of security in the Courthouse	99.0%
• Safety in Neighborhood in Daylight	91.9%
• General Satisfaction with County Services	89.4%
• Overall Satisfaction with Police Performance	89.0%
• Safety in Neighborhood at night	85.8%
• PWC efforts to Preserve Water Quality	85.4%

High Visibility with Low Satisfaction

Service	Satisfaction
• Travel in NOVA outside PWC	37.2%
• Coordination of Development with Road Systems	48.6%
• Ease of Travel in PWC	54.6%
• Growth Rate of PWC	56.1%

Summary of Changes

What's UP since last year?

- Since 2007—Satisfaction with (core items)
 - Services to People with Substance Abuse Problems +16.7%
 - Overall services of CSB +13.0%
 - Services to Those with Mental Retardation +12.3%
 - Growth in County +12.1%
 - Street Lighting where Needed +10.9%
 - Travel in NOVA outside PWC + 9.5%
 - Land Use Planning and Development + 8.9%
 - Citizen Input Opportunity + 8.3%
 - Ease of Travel around Northern Virginia + 7.7%
 - Visual Appearance of New Development +6.0%
 - Police Efforts to reduce use of illegal drugs +4.5%
 - Landfill Services +2.3%

What's UP since last asked?

- Since 2006—Satisfaction with (rotating items)
 - Efforts to Combat Gang Activity +8.6%

What's DOWN since Last Year?

- Since 2007—Satisfaction with (core items)
 - Police Attitudes and Behaviors -8.6%
 - Programs for Elderly Population -6.0%
 - Satisfaction with Value for Tax Dollar -5.4%
 - Satisfaction with the County websites -3.9%
 - Overall Performance of the Police Department -3.3%
 - Emergency medical rescue service -2.7%
 - Safety from Crime during Daytime -2.4%

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

- Since 2006 (when last asked): (rotating)
 - Help to people in financial need -7.6%

What's UP Since 1993?

- Street Lighting +13.5%
- Info on Government Services +10.2%
- Value for Tax Dollar +9.3%
- Helping the Elderly +8.9%
- Police efforts to reduce use of illegal drugs +8.5%
- Providing Help to those in financial need +8.1%
- Landfill +6.6%
- Voter Registration +5.5%

What's **DOWN** Since 1993?

- Of the 2008 satisfaction items, twenty-two were asked of respondents in 1993. None of this year's ratings had decreased significantly from their 1993 ratings



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