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2009 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 1,746 (in 2009)
- 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
 - over 60 specific satisfaction items, other items
 - Rotating Group A
 - asked in odd-numbered years
 - Rotating Group B
 - asked in even-numbered years

2009 PWC Survey Features

- n = 1,746
- Samples { RDD (random digit dialing)
Listed
Cell-Phone
- 7 geographic areas
- Respondent selection within household
- CATI (Computer-Assisted Telephone Interviewing)
- Solid interviewer training, annual pre-tests

More Features...

- Includes core questions and rotating Group A
- Most questions not asked of every respondent
- Interviews conducted in English and Spanish:
 - 1,694 interviews in English (97.0%)
 - 52 interviews in Spanish (3.0%)
- Conducted May-June, 2009
- Margin of error = ± 3.1 %

Background factors

In interpreting the survey results, keep in mind two important areas of recent change:

- 1) County Illegal Immigration Enforcement Policy
 - Implemented March 2007
 - Adopted October 2007
 - Revised policy implemented July 2008
- 2) Economic downturn
 - Mortgage crisis
 - Construction slowdown
 - Halt in population growth

Quality of Life

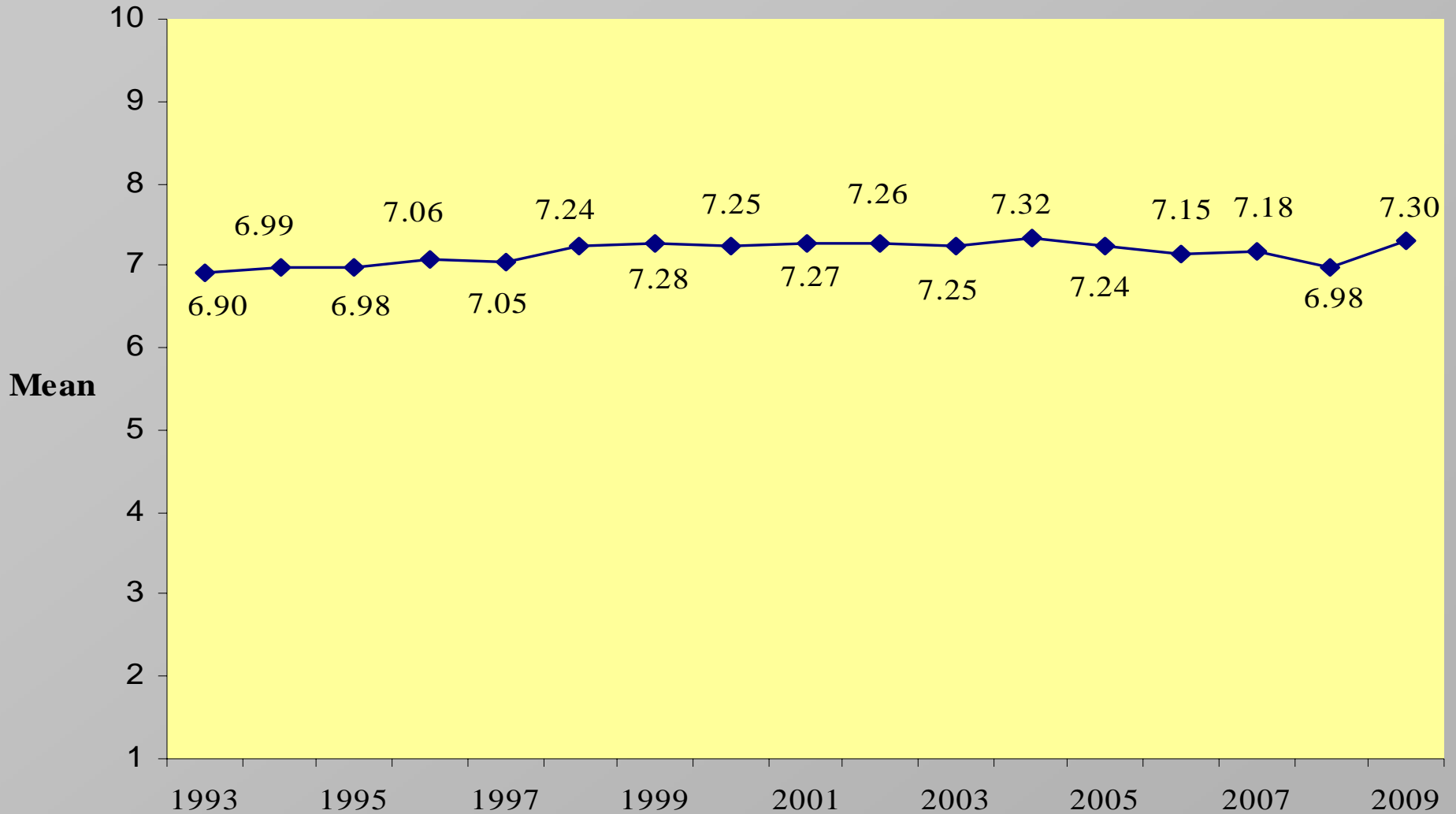
. . . and wanting to live in PWC

PWC Quality of Life

- Rated on a ten-point scale (10 = highest)
- Current rating: 7.30*
- 2008 rating: 6.98
- 2007 rating: 7.18
- 1998 rating: 7.24
- 1993 rating: 6.90

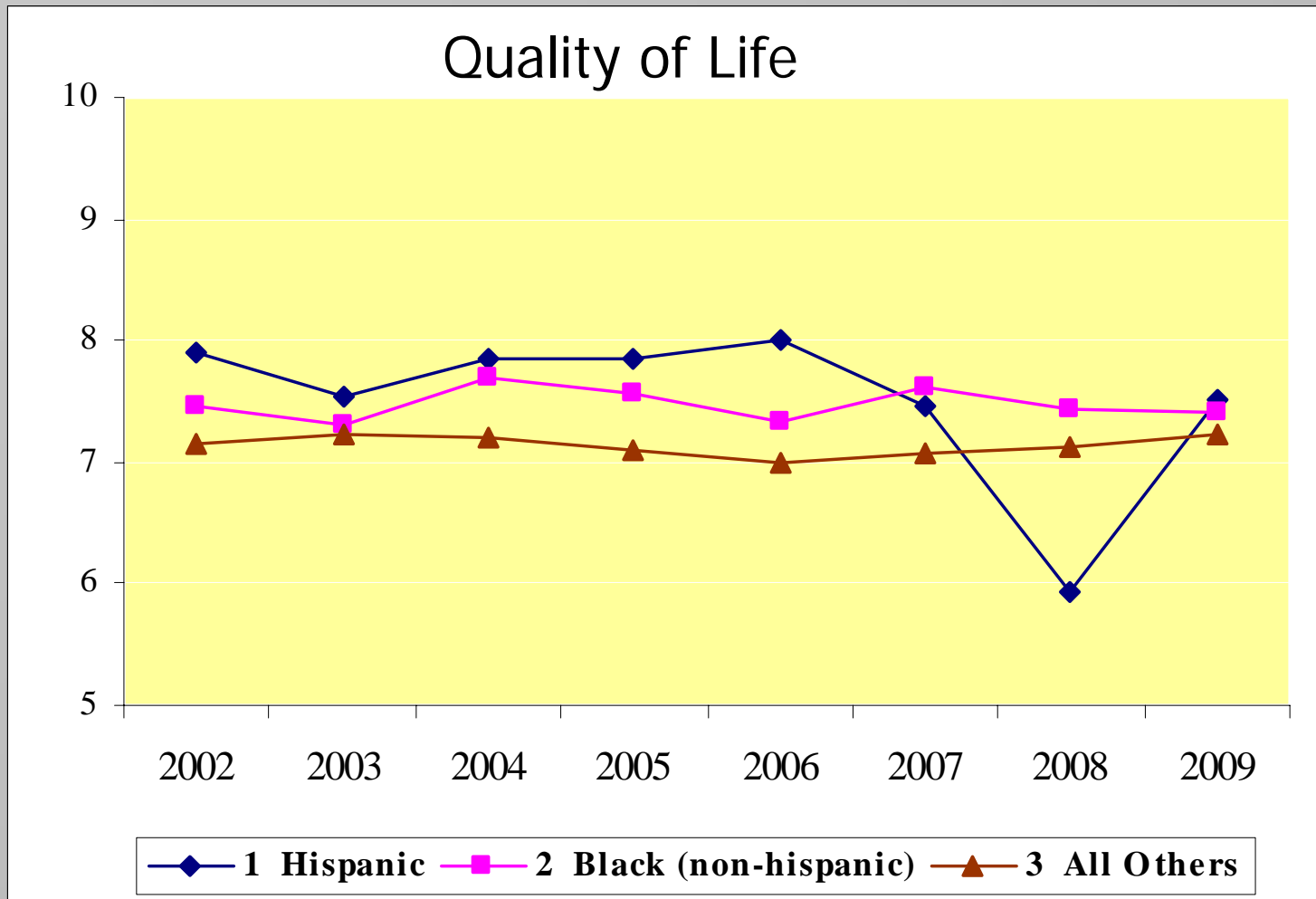
*The 2009 mean rating is significantly different from the 2008 mean rating

Quality of Life Ratings: 1993-2009

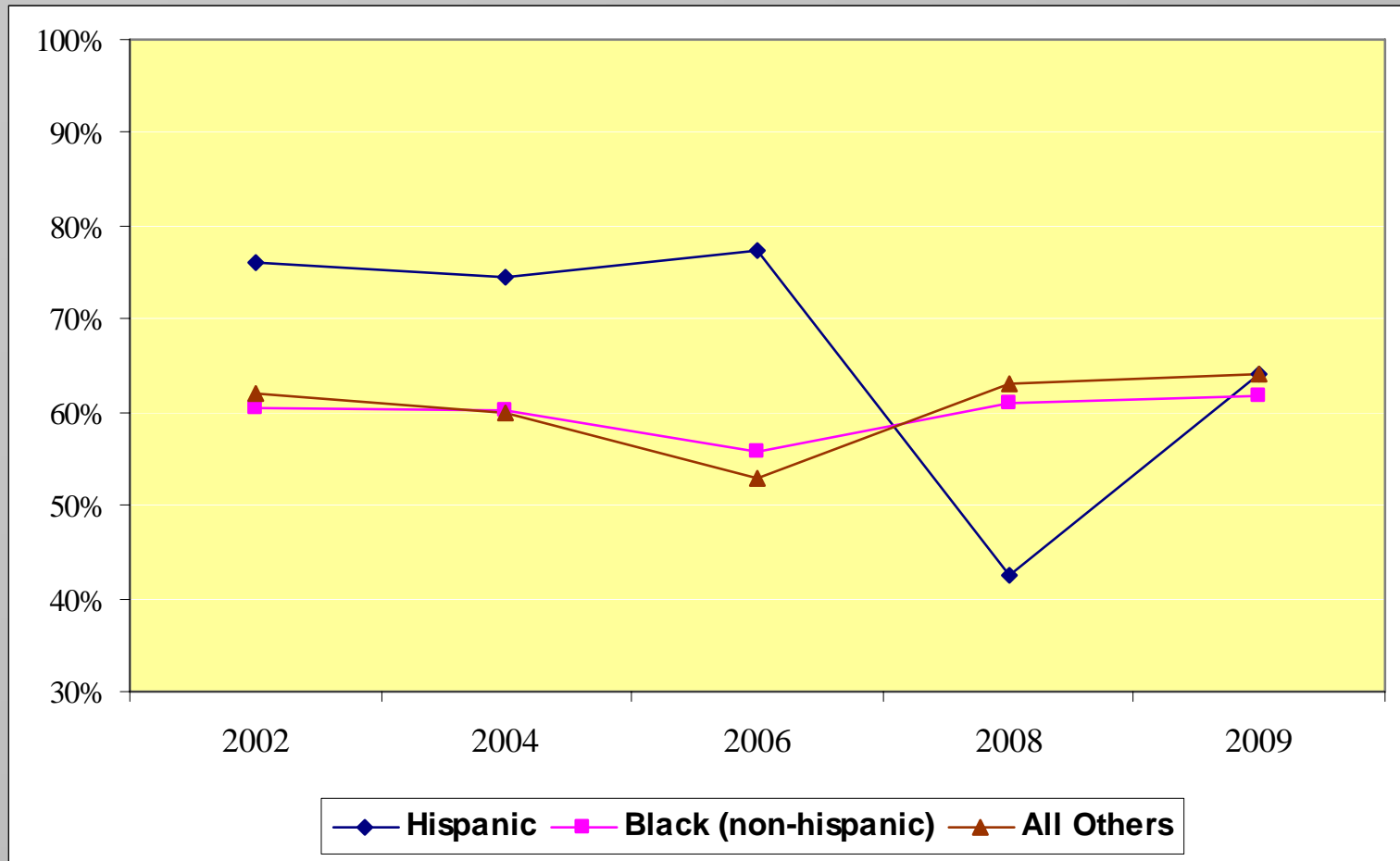


Quality of Life

by ethnic/racial group, by year



Want to live in PWC 5 years from now? by ethnic/racial group by year

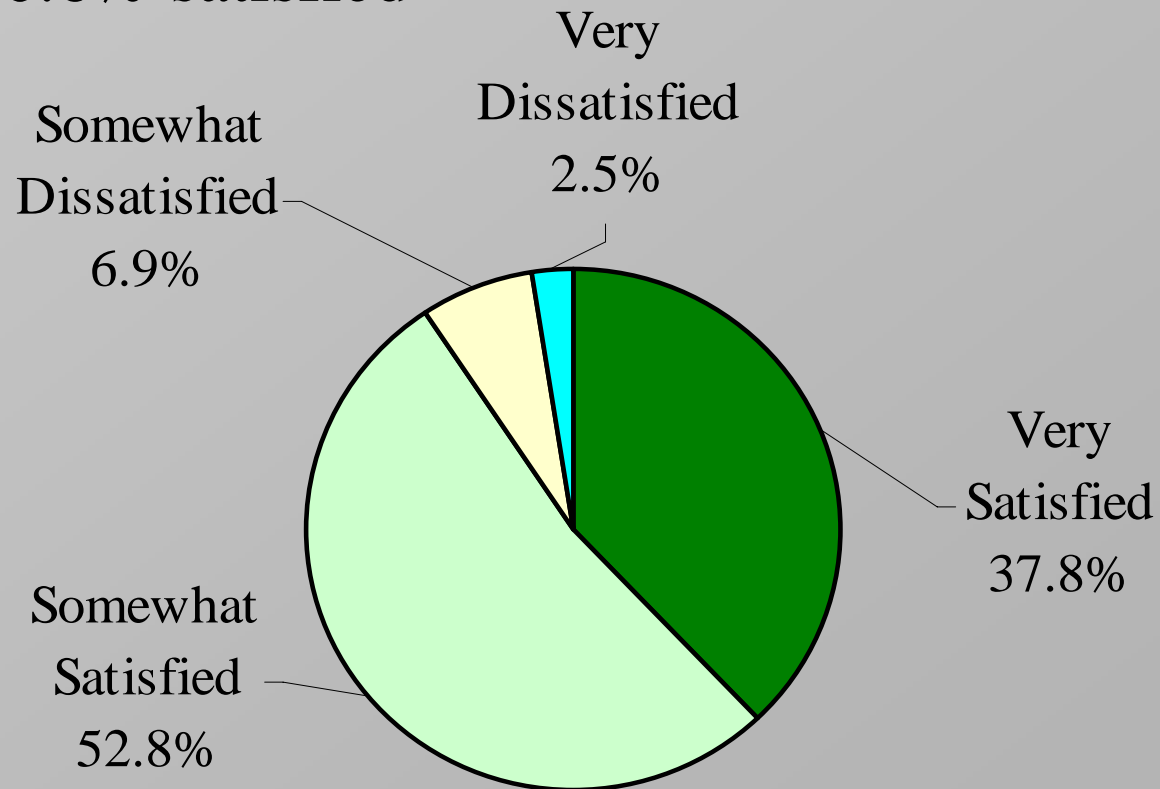


Question was asked every other year until 2008

Government Services

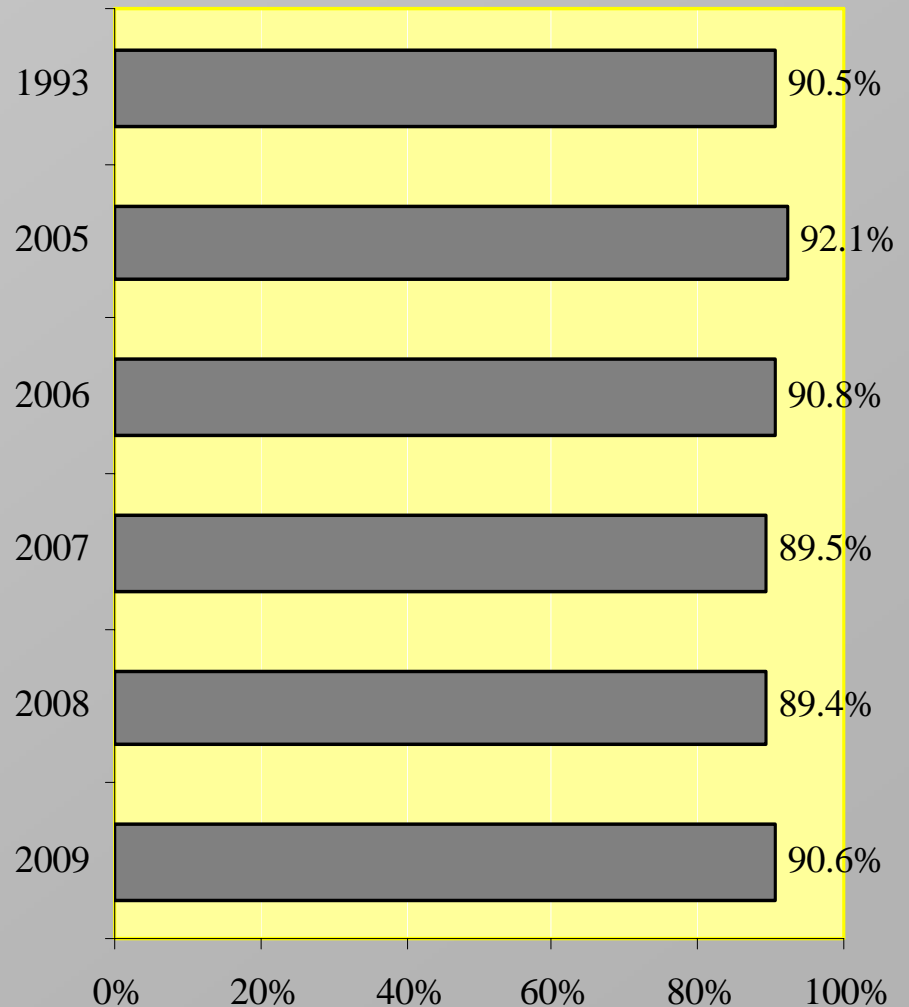
Overall Satisfaction with Gov't Services

- Total: 90.6% satisfied



Overall Satisfaction with County Government Services: 1993, 2005-2009

- No significant change since last year (despite increases in many specific service areas)



Satisfaction with Police

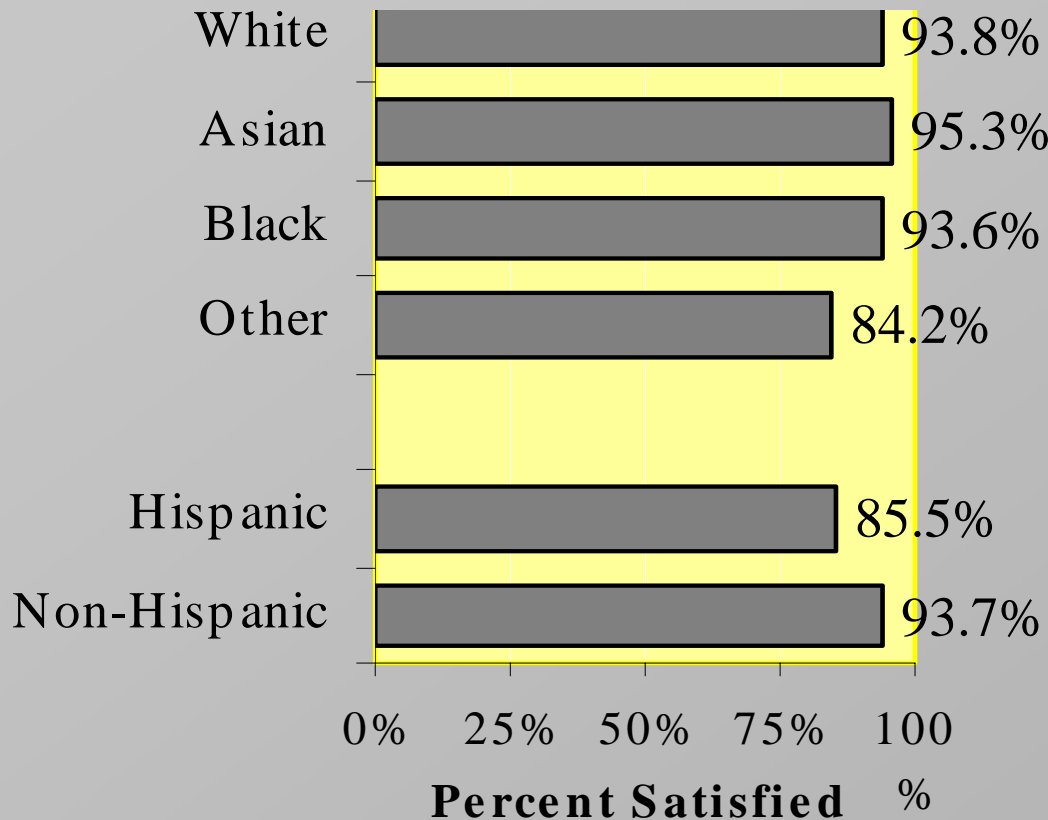
Satisfaction with Police

Items	2008	2009
Overall satisfaction with Police	89.0	92.5*
Police Department carrying out immigration policy	80.5	85.0*
Police attitudes and behaviors	79.3	84.4
Police Department treats everybody fairly	74.3	78.8*

% satisfied

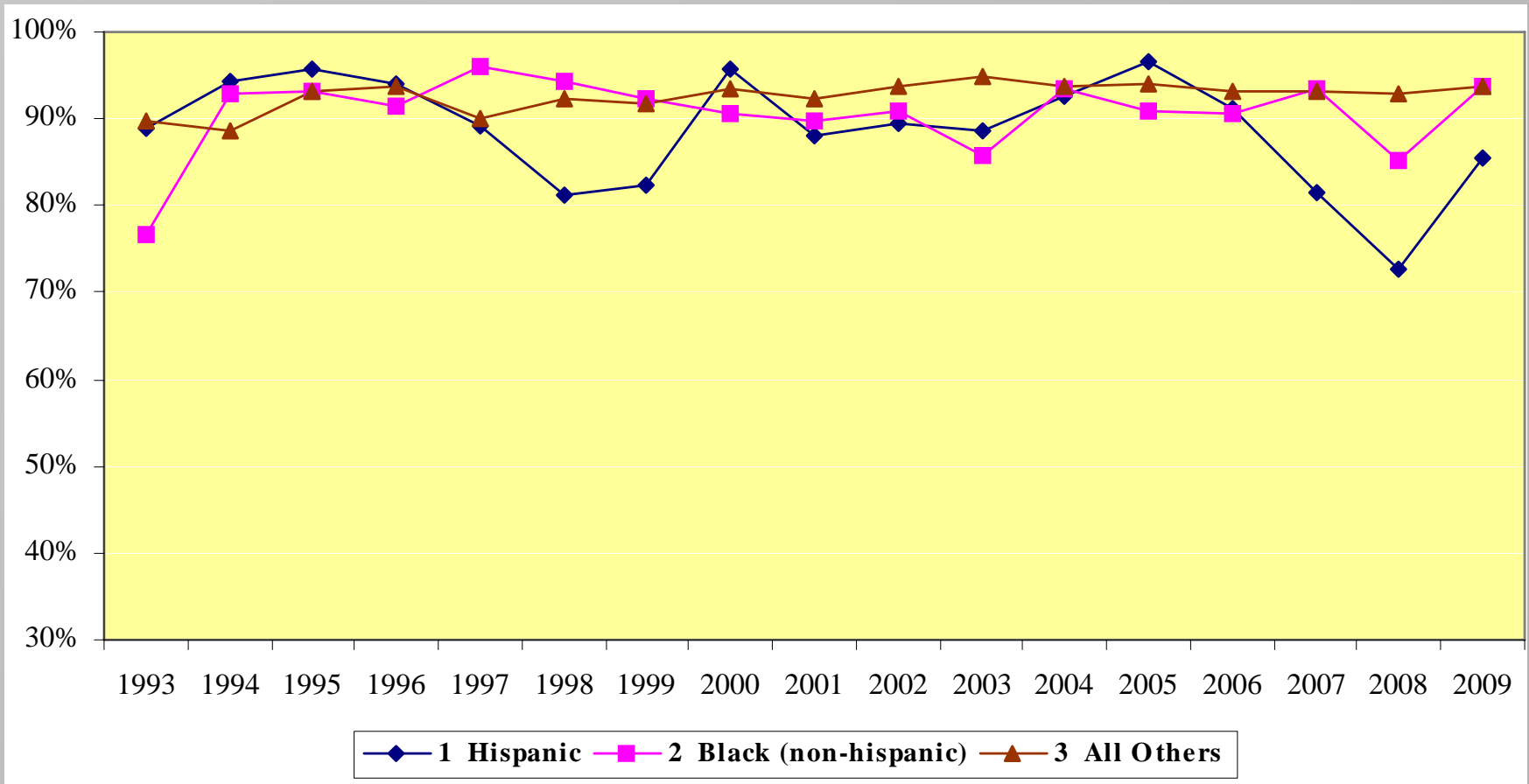
* 2009 percentage significantly higher than 2008

Overall police performance by ethnic/racial group



Hispanic residents were significantly less satisfied than Non-Hispanic residents.

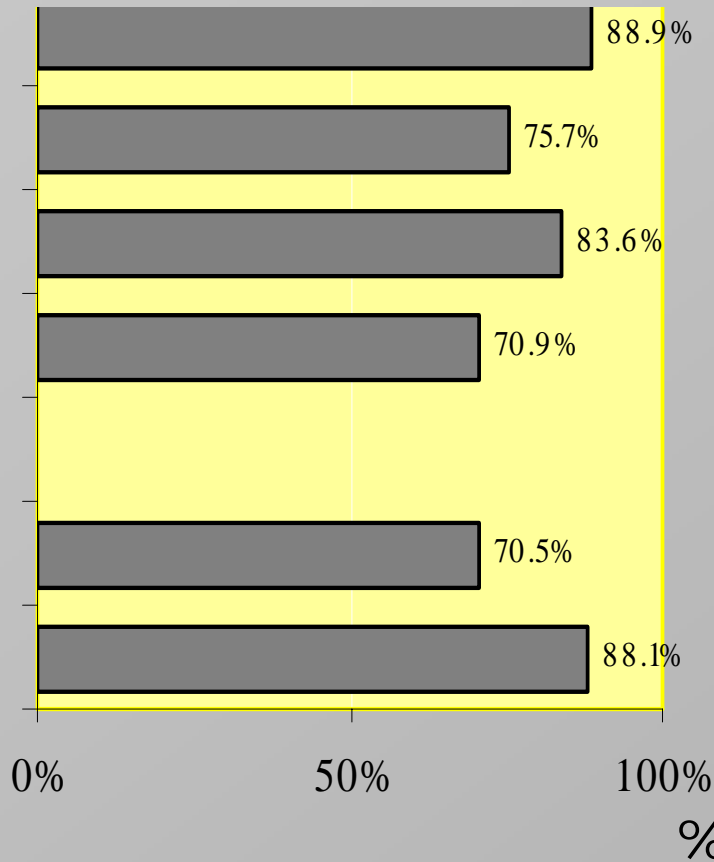
Overall rating of police by ethnic/racial group, by year



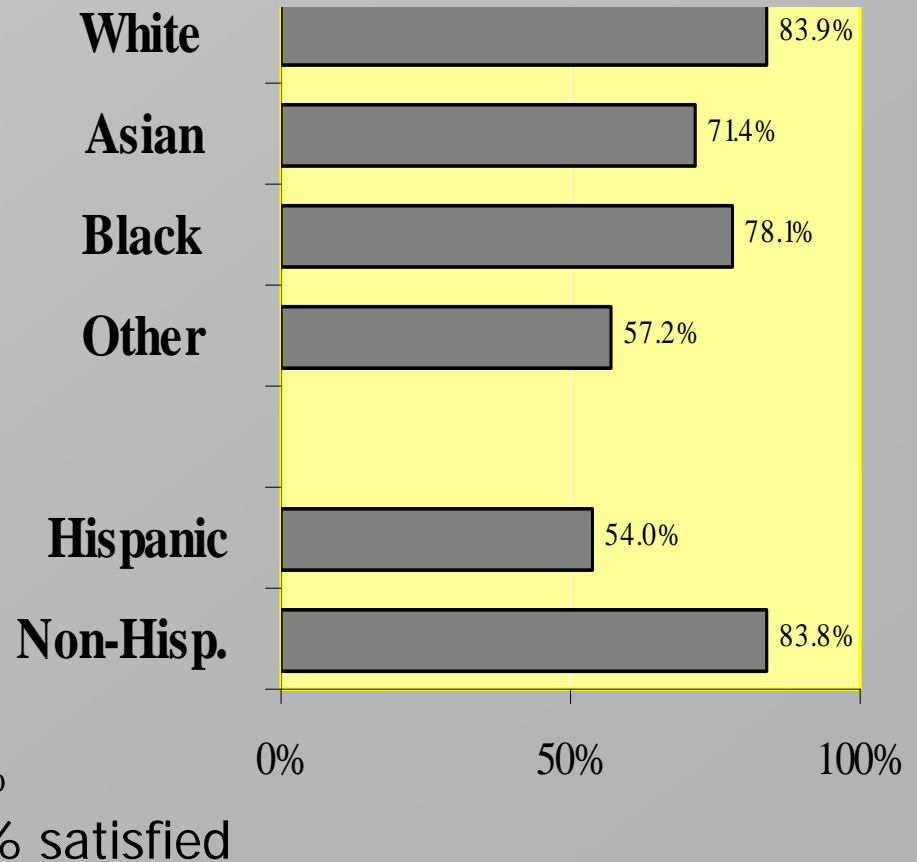
Before 2000, the number of Hispanic respondents was low.

More Ethnic Disparities

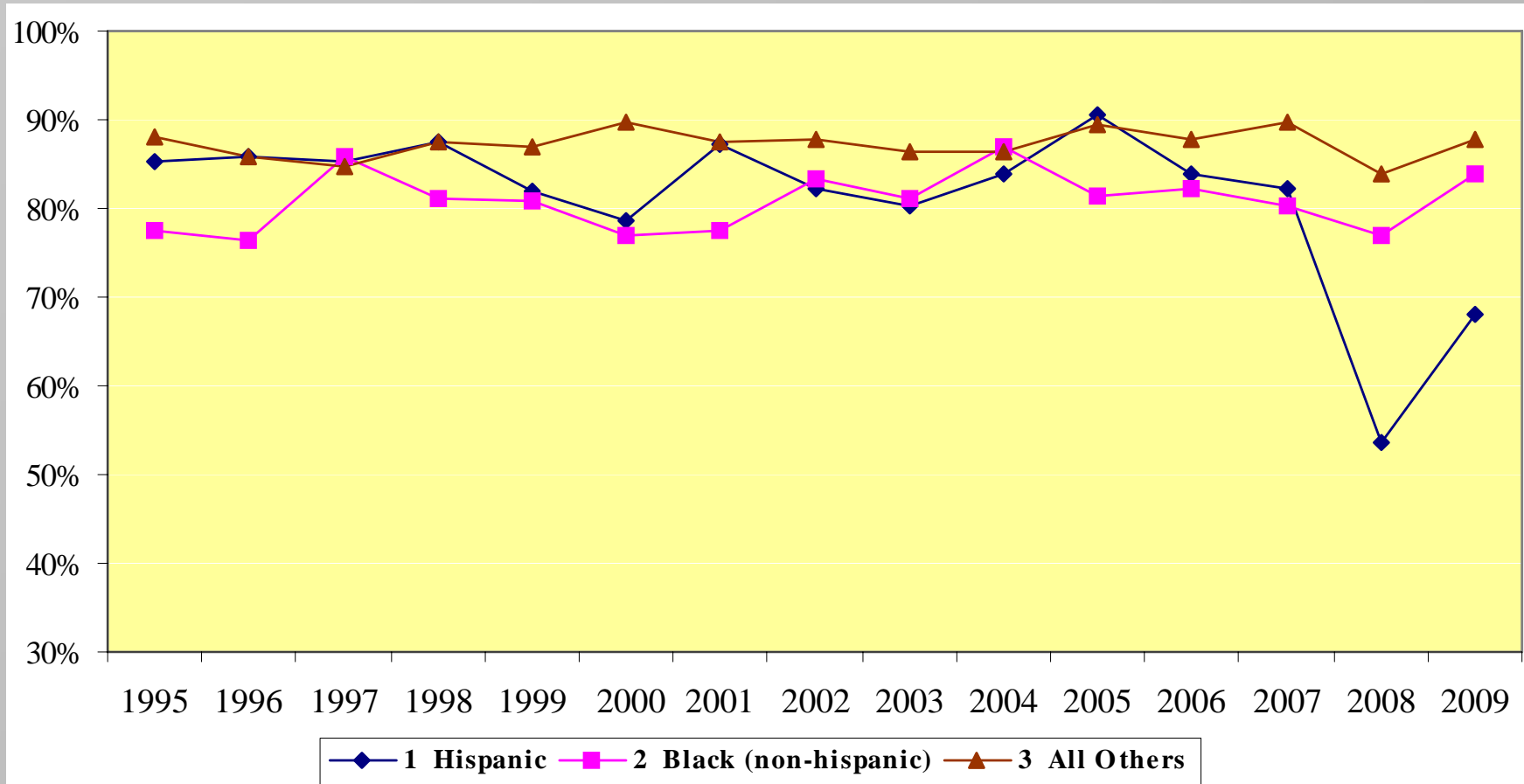
**Job the Police Department is
Doing in Carrying out the Policy**



**Police Department Treats
Everyone Fairly**



Police attitudes and behaviors by ethnic/racial group, by year



% satisfied

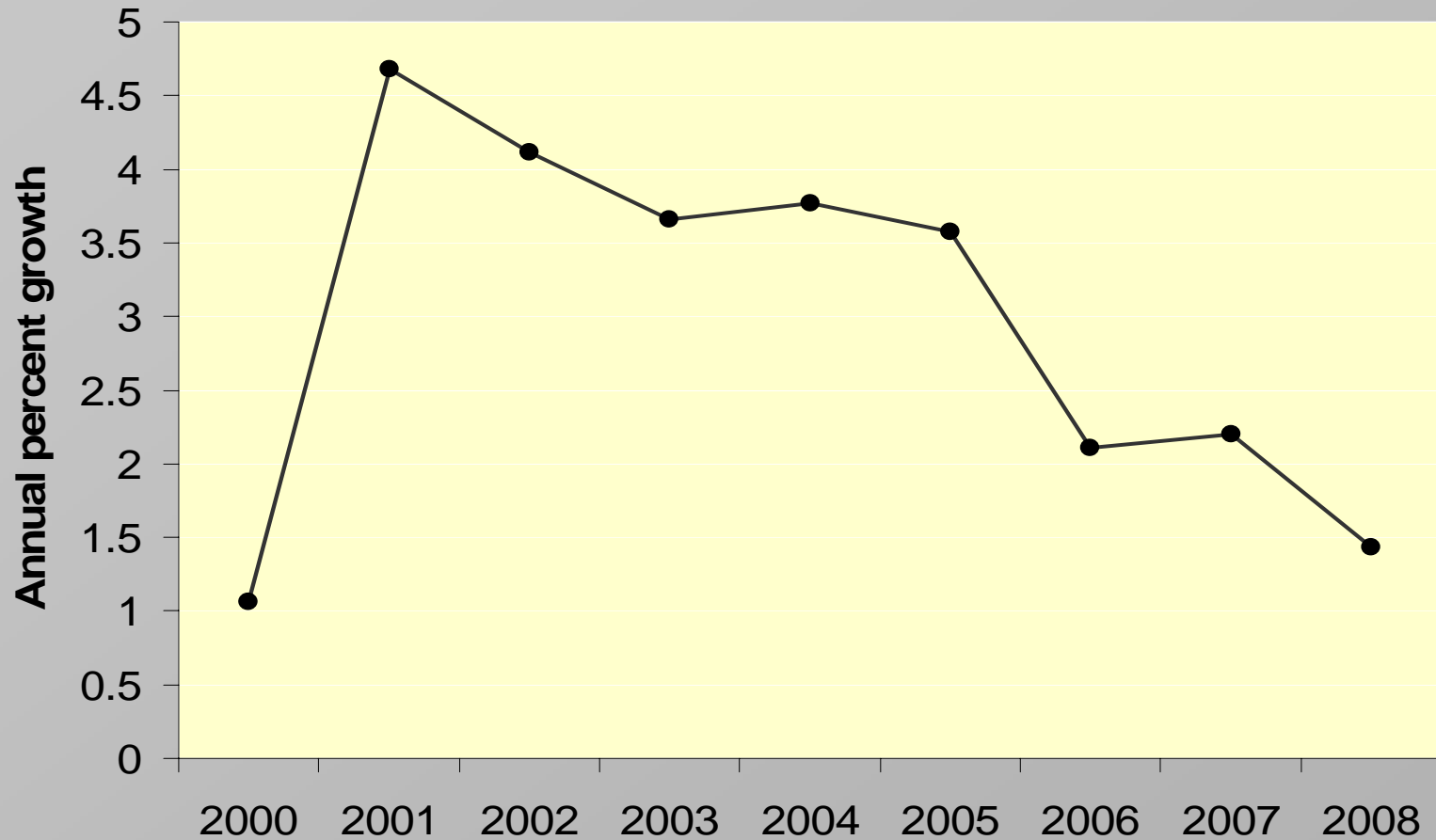
Satisfaction with Sheriff's Office

Items	2008	2009
Sheriff's Office overall performance	95.2	94.0
Sheriff's Office attitudes and behaviors toward citizens	90.6	92.6

% satisfied

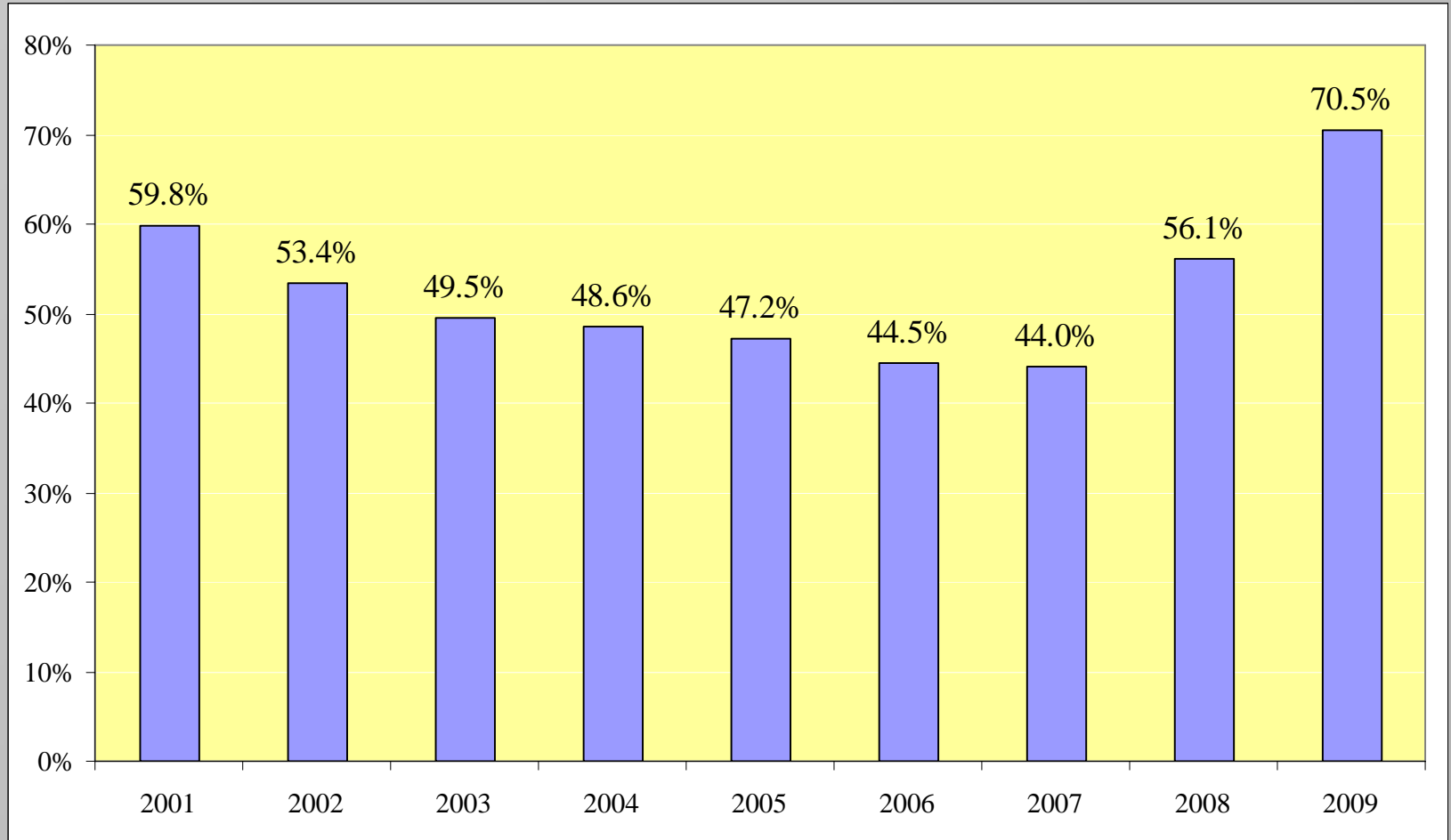
Economic and Development Issues

PWC Population Growth



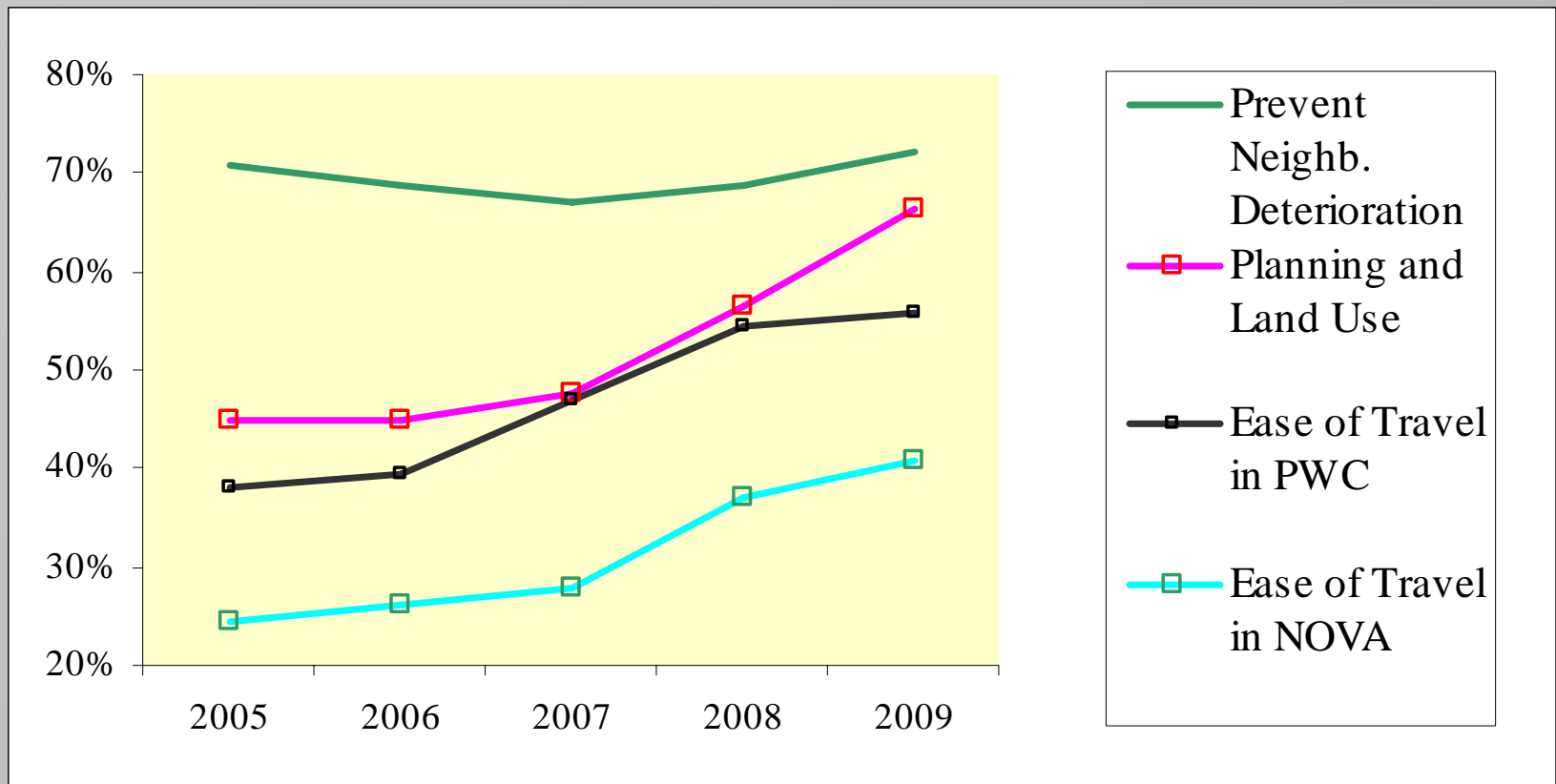
Source: UVa Weldon Cooper Center estimates

Satisfaction with Growth



This question was not asked in 2000

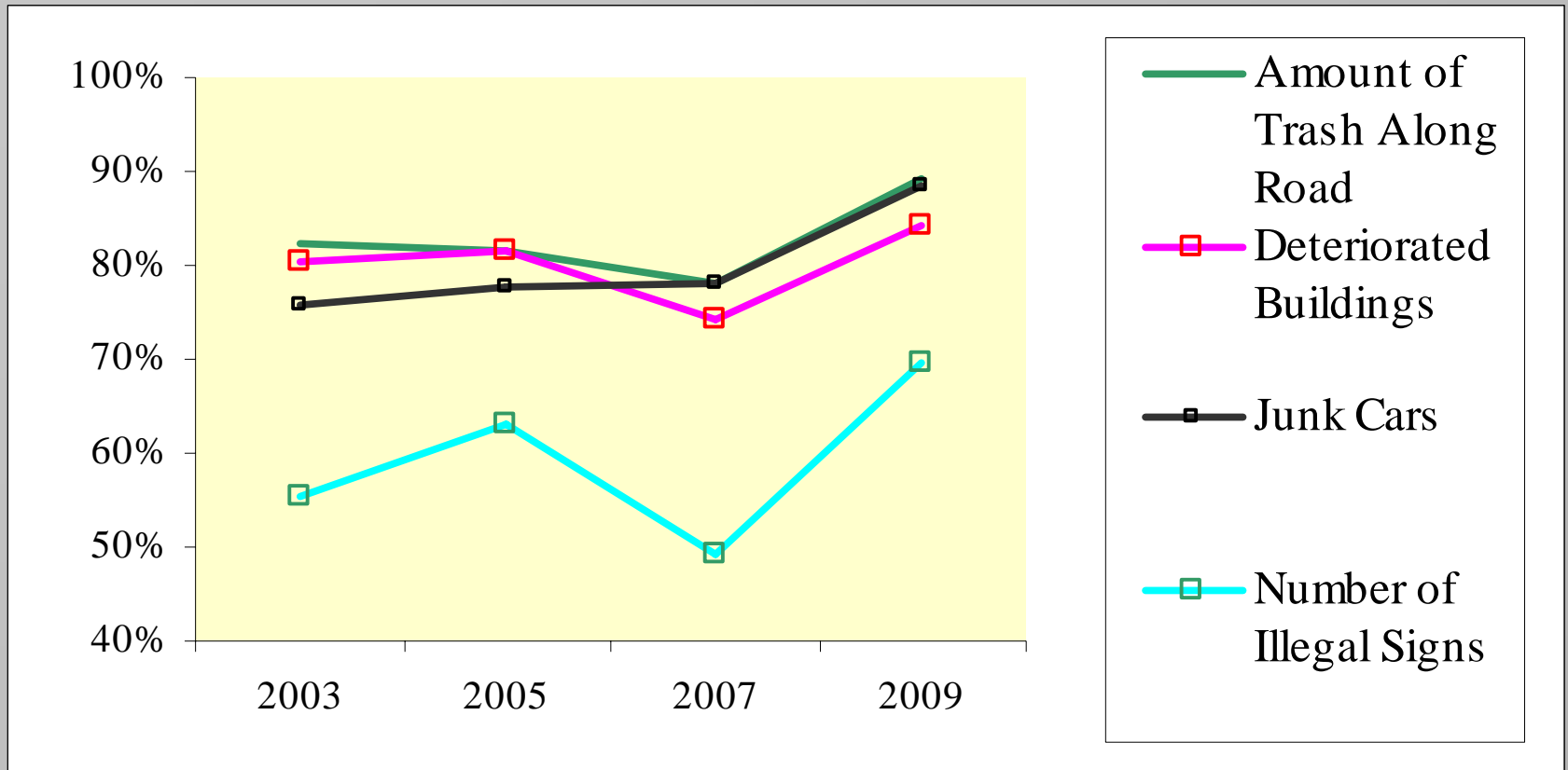
Trend for Development Issues (2005-2009)



All have risen significantly since 2007

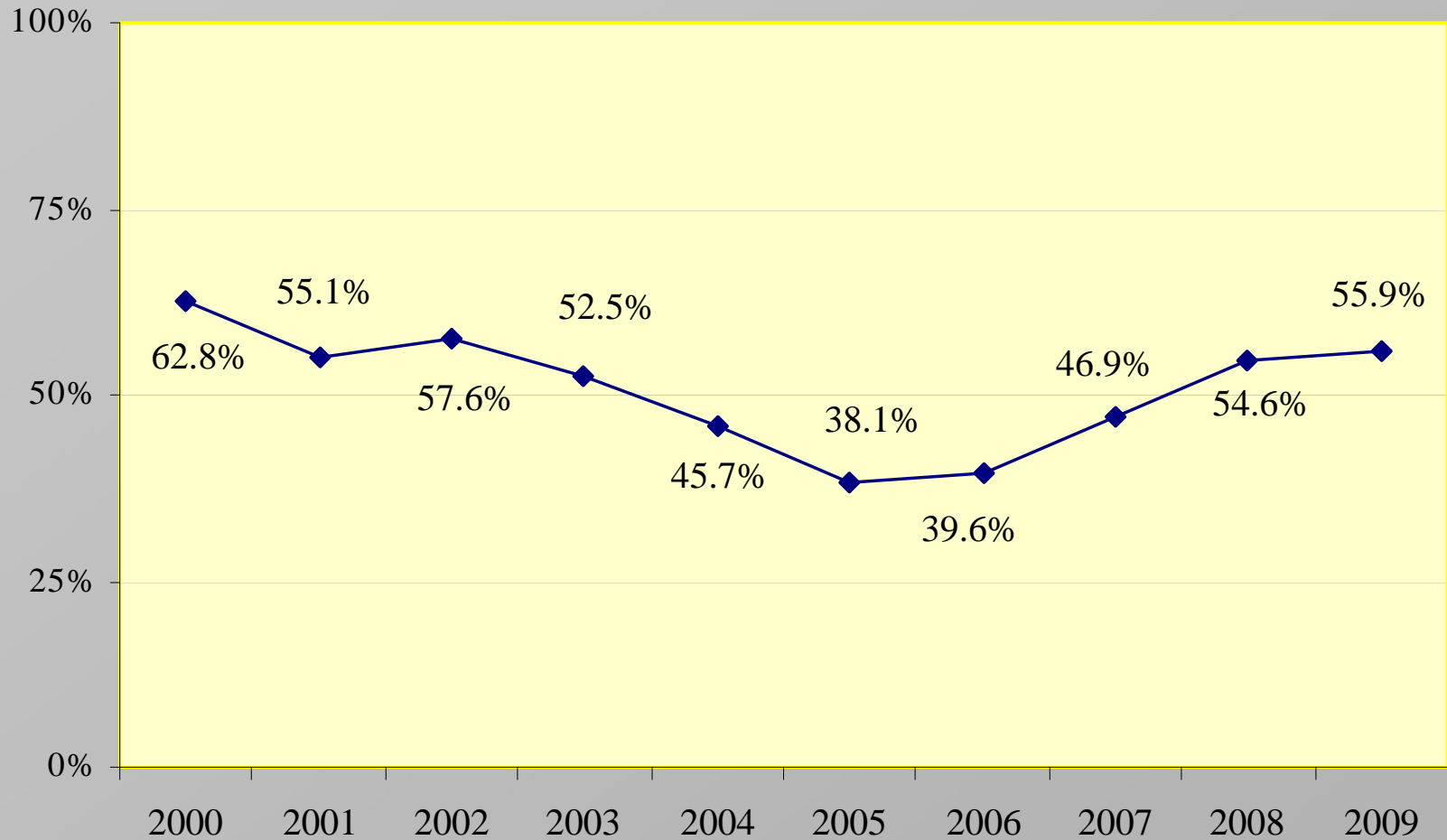
Satisfaction with Planning and Land use has risen significantly since 2008

Trend for Appearance Issues (2003-2009; rotating questions)



All have risen significantly since 2007.

Satisfaction with Ease of Travel in PWC (2000-2009)



Satisfaction with Ease of Travel in PWC (2007-2009) by Region

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

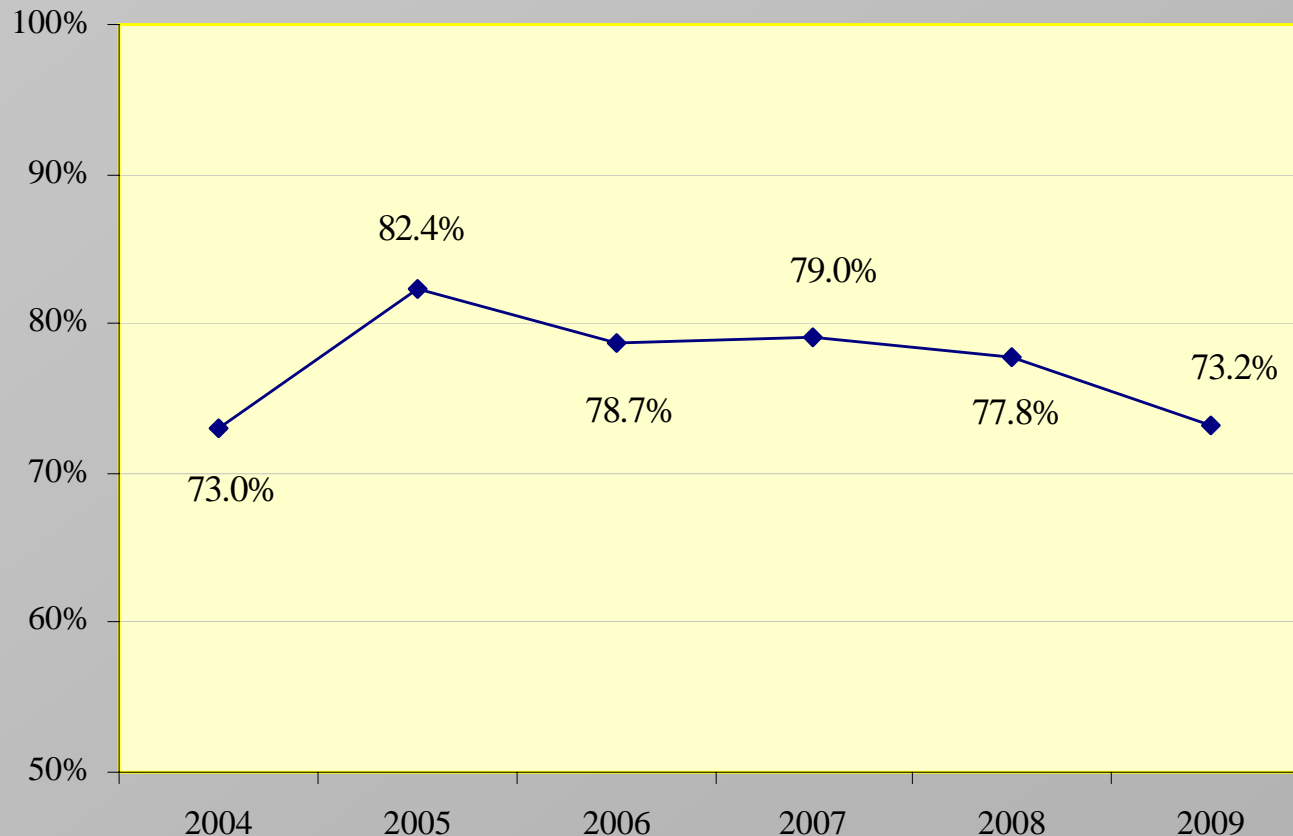


Travel eased in northwestern parts of PWC

Not all items went up . . .

Satisfaction with Efforts to Attract New Jobs is down significantly from 2005.

It cannot be compared with years prior to 2004.

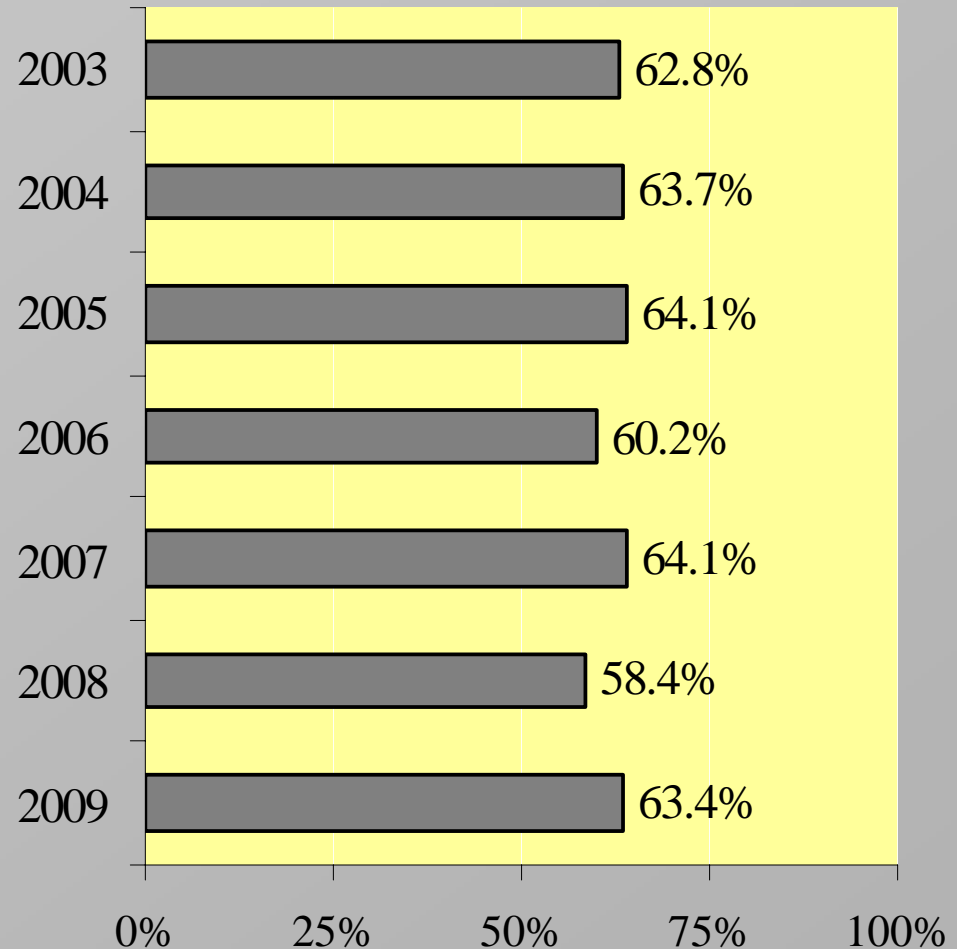


Trust in Government

Trust in County Government, 2003-2009

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

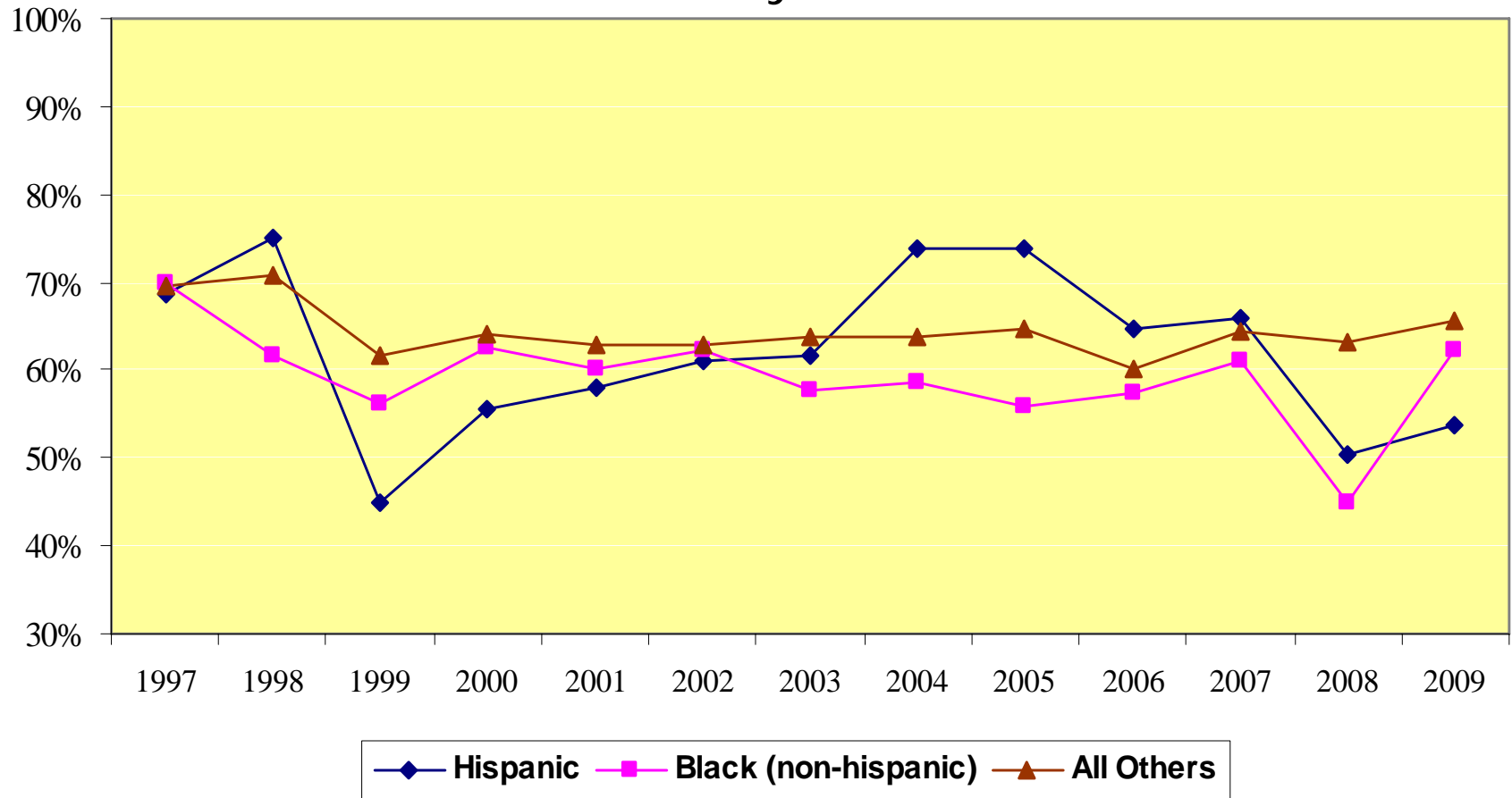
This year's level of trust is significantly greater than last year, returning to previous levels.



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

Differences by Ethnicity

Trust in County Government



% saying always or most of the time

The Top Five Service Items

- Satisfaction with:
 - Fire Protection 98.7%
 - Library Staff 98.5%
 - Security in Courthouse 98.2%
 - Landfill 98.0%
 - Medical Rescue 97.9%

The Bottom Five Items

- Satisfaction with:
 - Travel in NOVA outside PWC 40.8%
 - Getting around in PWC 55.9%
 - Coordination of Development & Roads 59.1%
 - Public Transportation in PWC 66.1%
 - Planning and Land Use 66.5%

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 Fighting in Area	98.7%
Safety in Neighborhood in Daytime	93.0%
Overall Performance of Police Dept.	92.5%
Providing Park & Recreation Facilities/Programs	90.9%
General Satisfaction with Services	90.6%
Efficient and Effective Service	89.7%
Appearance of Trash-Roadways & Neighborhoods	89.2%
Appearance of Junk Cars	88.4%
Visual Appearance of New Development	88.1%
Safety in Neighborhood at Night	86.7%

High Visibility with Low Satisfaction

Service	Satisfaction
Ease of Travel in PWC	55.9%
Travel in NOVA outside PWC	40.8%

Summary of Changes

What's UP since last year?

- Since 2008—Satisfaction with (core items)

•Rate of PWC Growth	+14.4%
•Coordination of Development w/ Road Systems	+10.5%
•Planning and Land Use	+10.1%
•Health Department	+8.1%
•Value for Tax Dollar	+6.0%
•Safety of New Buildings	+5.0%
•Fairness of Police Department	+4.5%
•Implementation of the Immigration Policy	+4.5%
•County Provides Effective and Efficient Services	+3.9%
•School Effectiveness	+3.9%
•Police Department Overall	+3.5%

What's UP since last asked?

- Since 2007—Satisfaction with (rotating items)
- Appearance of Illegal Signs along Major Roads +20.3%
- County's Efforts to Preserve Open Space +17.3%
- Coordination of Development with Community Facilities +13.0%
- Appearance of Trash along Roadways & in Neighborhoods +11.1%
- Efforts to Protect the Environment +10.3%
- Appearance of Junk Cars +10.3%
- Deteriorated Buildings +10.2%
- Public Transportation +9.1%

What's **DOWN**?

- No items showed *significant* declines compared to the last time they were asked

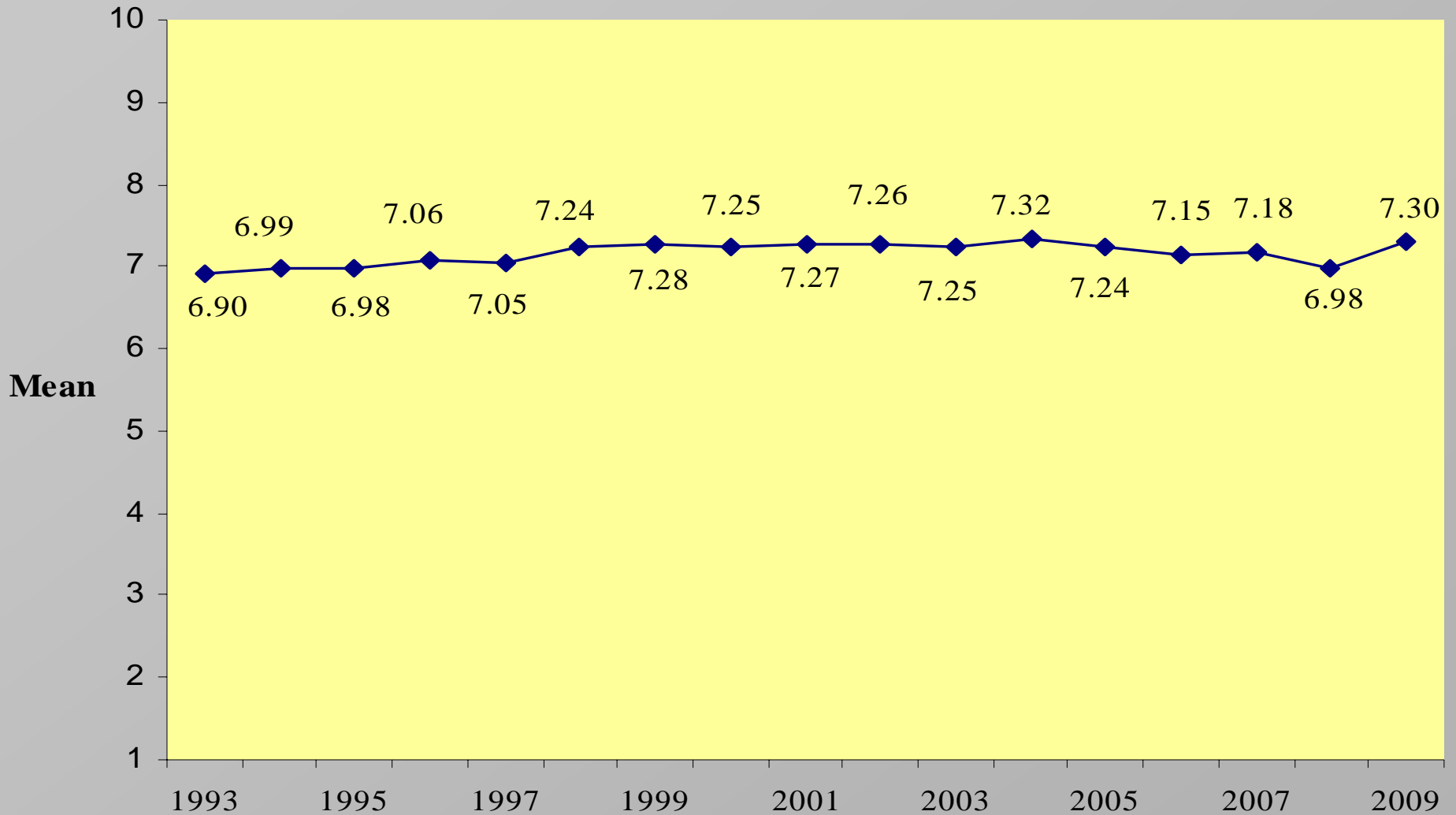
What's UP Since 1993?

- Value for Tax Dollar +15.3%
- Dept. of Soc. Services +13.8%
- Programs for Elderly Population +13.1%
- Planning and Land Use +12.6%
- Street Lighting +11.6%
- Efforts to Reduce Use of Illegal Drugs +9.1%
- Informing Citizens about Government +8.8%
- Landfill +6.3%
- Voter Registration +4.2%
- Police Department +3.8%
- Fire Protection +1.5%

What's **DOWN** since 1993?

- 21 items asked this year were asked in 1993
- None of these is down significantly from 1993

Quality of Life Ratings: 1993-2009





CSR

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