



# Evaluation of Sample Design Changes in the 2008 Prince William County Citizen Satisfaction Survey



## *Supplement to the Report of Results*

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## **Acknowledgements**

This report is a supplement to the 2008 Prince William County Citizen Satisfaction survey conducted by the Center for Survey Research at the University of Virginia. The 2008 survey is the sixteenth in an annual series of citizen satisfaction surveys conducted for Prince William County, through its Office of Executive Management, under contract with the Center for Survey Research of the University of Virginia. All those connected with this project are grateful to the hundreds of Prince William County residents who have given of their time to answer many detailed questions in order to help their government better to serve them.

Dr. Thomas M. Guterbock, Director of the Center and Professor of Sociology, has been the Principal Investigator from the commencement of these studies, and has been involved in all phases of the project, including budgeting, questionnaire drafting, logistical planning, data coding, data analysis, and writing this report.

Mr. Lawrence R. Keller, Senior Auditor in the Prince William County Office of Executive Management/Internal Audit, served as project manager and as primary point of contact between CSR and the County on all aspects of the project.

He participated actively in the design of the questionnaire and in editing previous survey reports. He has been meticulous in his oversight of the project and has been a big part of our efforts to deliver a quality product over the past several years.

At CSR, Dr. Abdoulaye Diop, Senior Research Analyst, conducted the project analysis and co-authored the final report along with Dr. Guterbock.

For Prince William County, Mr. Craig Gerhart, County Executive, gave his support and advice to this project from the outset. Staff members from many County offices contributed to the review of items for this year's questionnaire.

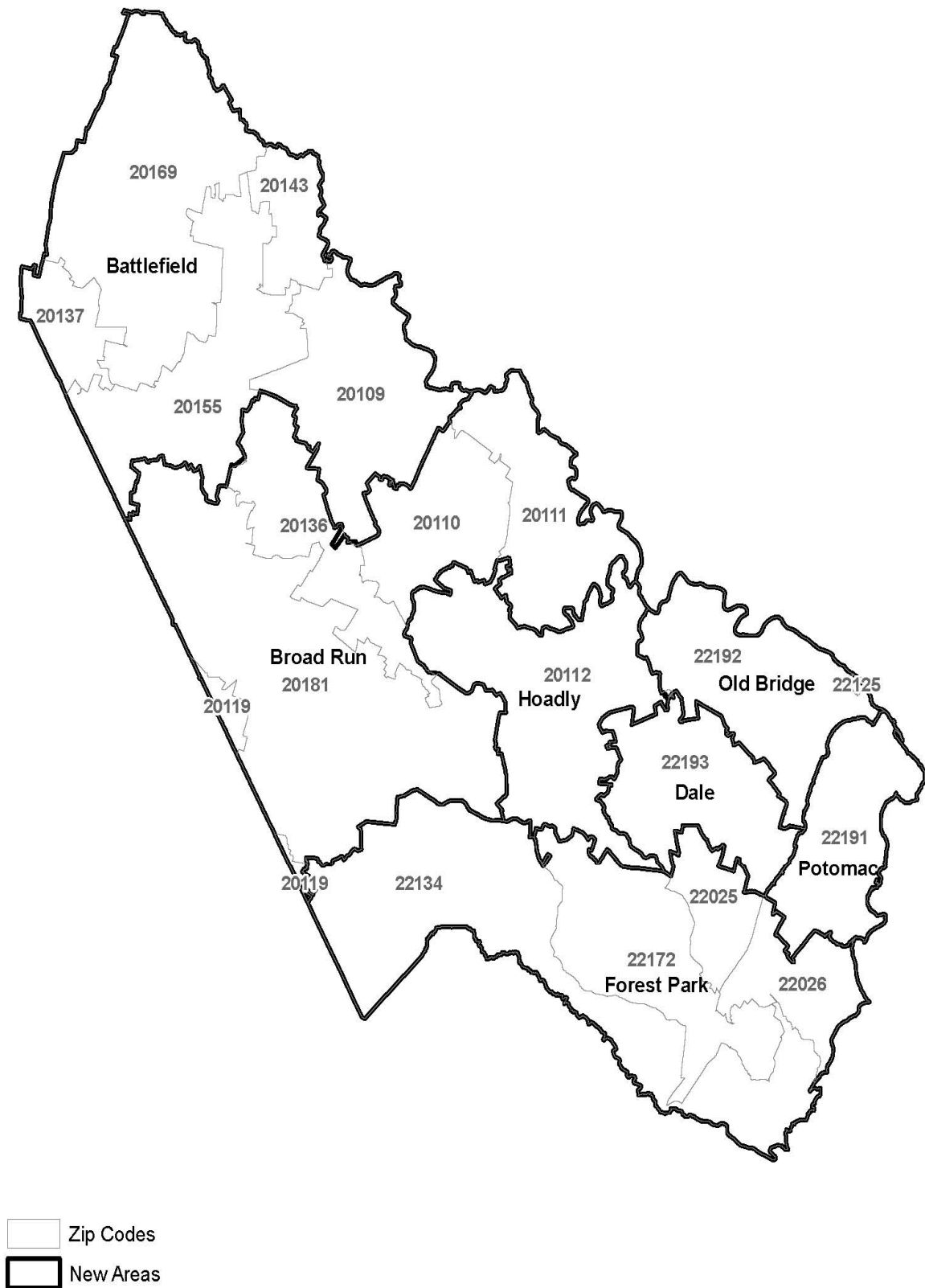
This supplement was created on the initiative of CSR and completed at no cost to Prince William County.

*The Center for Survey Research is responsible for any errors or omissions in this report. Questions may be directed to the Center for Survey Research, P.O. Box 400767, Charlottesville Virginia 22904-4767. CSR also may be reached by telephone at 434-243-5222; by electronic mail at [surveys@virginia.edu](mailto:surveys@virginia.edu), or via the World Wide Web at: <http://www.virginia.edu/surveys>.*





**Figure I-1: Prince William County Citizen Satisfaction Survey Geographic Regions, 2008**





## Background

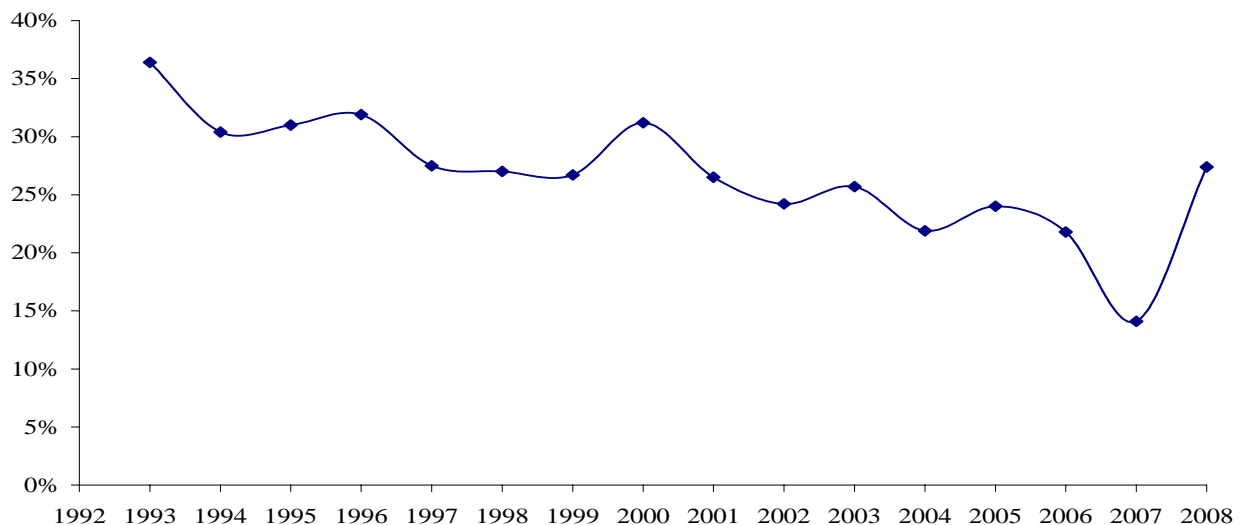
This brief report is a supplement to the 2008 Prince William County Citizen Satisfaction Survey conducted by the Center for Survey Research (CSR) at the University of Virginia. The 2008 Prince William County Citizen Satisfaction Survey is the sixteenth in an annual series conducted by the Center for Survey Research. For the first time, the 2008 Prince William County Citizen Satisfaction Survey included cell-phone respondents. Previous years' surveys relied primarily on Random Digit Dialing (RDD) samples.

This change in sample plan of households resulted from the recommendations that were based on the 2007 Cell-Phone Pilot Survey. At the request of CSR, Prince William County authorized and co-sponsored the Cell-Phone pilot project to evaluate the impact on the County's annual citizen satisfaction survey of the growing number of citizens who rely solely on cell-phones for their

telephone service. The rationale for this project was that previous annual citizen satisfaction surveys were based on Random Digit Dialing (RDD) and Listed samples, and therefore offered little chance that the so-called "cell-phone only" households would be selected for interviews. In addition, analysis of the survey results during the period 1993-2007 showed an alarming downward trend in the percentage of the County's residents aged thirty-four or younger who completed the survey (Figure 0-2).

Since the final data for these surveys were not weighted with respect to age and other demographic characteristics of the population, this decrease in the number of completed surveys from respondents aged 34 and younger was not accounted for in the final analysis. Furthermore, if young respondents reached via the landline were significantly different from residents comprising the missing young age group, weighting alone would have had little impact in reducing the bias from this coverage error.

**Figure 0-2: Percentage of Age 34 Years and Younger (1993-2008)**



By conducting the cell-phone pilot survey<sup>1</sup>, CSR was able to identify the characteristics of these cell-phone respondents and to compare their demographics and satisfaction ratings with those of the regular 2007 RDD and Listed (landline)

survey. Based on the results of the cell-pilot project, CSR recommended to Prince William County Board of Supervisors the inclusion of cell-phone samples in the design for future annual citizen satisfaction surveys.

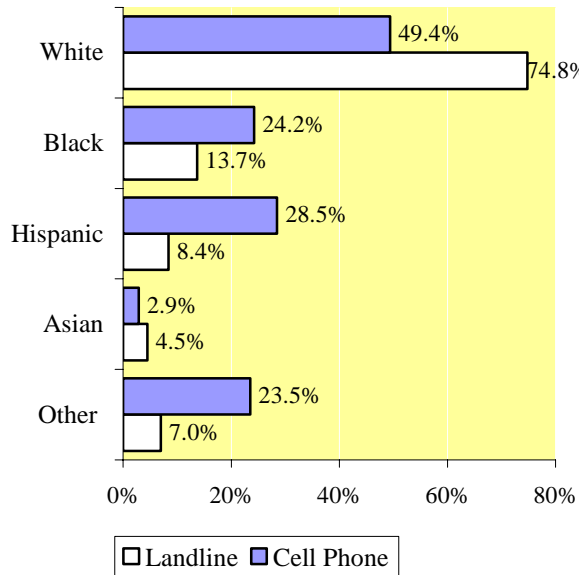
Besides the additional questions about the immigration policy, this change in sample design was the main new feature of the 2008 Prince William County Citizen Satisfaction survey.

<sup>1</sup> Prince William County Cell-Phone Pilot Survey: A Supplement to the 2007 Citizen Satisfaction Survey, The University of Virginia Center for Survey Research, March 2008.

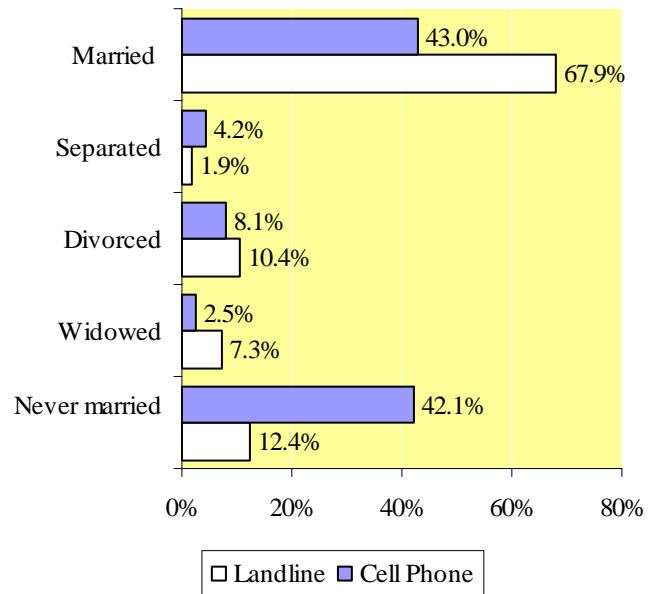
As is illustrated in the following graphs, comparisons of the landline and cell-phone samples in the 2008 Citizen Survey showed striking demographic disparities. More minorities,

low income groups, never-married residents, and respondents with low levels of education were reached via the cell-phone sample than with the landline sample.

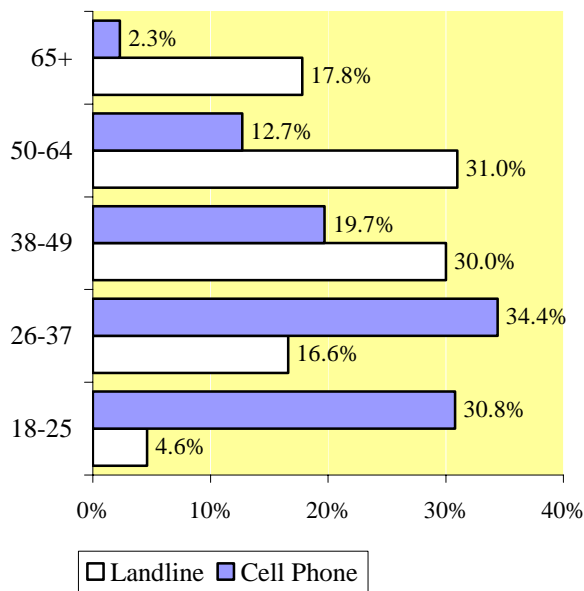
**Figure 0-3: Race by Sample Type, 2008**



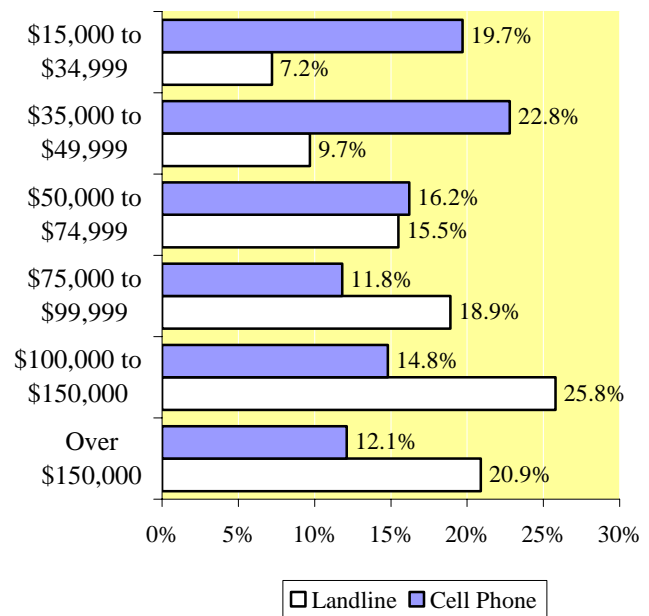
**Figure 0-5: Marital Status by Sample Type, 2008**



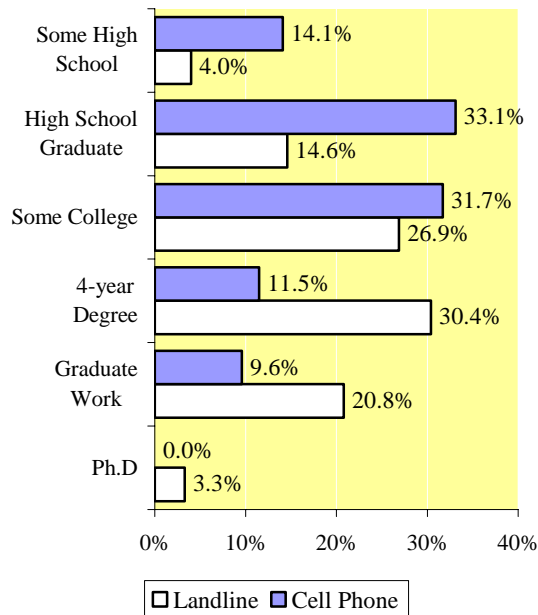
**Figure 0-4: Age of Respondents by Sample Type, 2008**



**Figure 0-6: Household Income by Sample Type, 2008**



**Figure 0-7: Educational Level by Sample Type, 2008**



At the presentation of the results to the County Board of Supervisors on September 9, 2008, Thomas Guterbock, CSR Director, summarized the results and highlighted the changes in the sample plan which resulted in a much better representation of the County population. Overall, the 2008 results showed that most residents of Prince William County were satisfied with a majority of the services provided by the County. More minorities, low income groups, renters, never-married residents, and respondents with low levels of education completed the survey by cell-phone. Dr. Guterbock also indicated that some of this year’s rating changes with respect to those of last year could be attributed to the change in sample design.

After the presentation, CSR wanted to further evaluate the change in the sample design. The rationale for conducting such analysis was to identify the real impact of the change in sample design from the one used in 2007 and to follow up on the discussions initiated at the presentation of the results to the County Board of Supervisors. This supplement to the 2008 Report of Results presents the Results of this evaluation. CSR undertook the work at its own initiative and expense.

## Changes in Sample Design

The sample design for the 2007 Prince William County survey used a RDD sample randomly generated from five-digit call groups known to be in operation in Prince William County with supplemental targeted listed sample. The targeted listed sample represented the aggregated zip code areas of Forest Park, Potomac, and Hoadly areas that were underrepresented in the RDD sample. This design allowed for a more detailed examination of the responses from less populated areas in the county.

In light of the results from the 2007 Cell-Phone Pilot Survey, CSR recommended to Prince William County that the 2008 survey included a cell-phone sample. Because cell-phone samples are less efficient to call than landlines (fewer completions per hour (CPH)), the proposed change in sample design had some cost implications. In order to partially offset the additional cost of including cell-phones (low CPH and incentives<sup>2</sup>), the 2008 sample design included a substantial number of cases to be completed from a random sample of directory-listed numbers, referred to as “General Listed Sample”. In total, the 2008 sample design included an RDD sample, a targeted listed sample, a general listed sample, and a cell-phone sample.

For the present analysis, the complete 2008 dataset was divided into 3 sub-datasets: RDD & targeted listed (the original landline design); RDD & Targeted Listed & General Listed (the modified landline design); and RDD & Targeted Listed & General Listed & Cell-Phone (the new design). The sample design of the original landline design is similar to that of 2007 (RDD and targeted listed). The modified landline design is slightly different from that of 2007 as it includes the General Listed sample.

Each of these sub-datasets was weighted separately and adjusted to its original number of observations. The original landline and the modified landline design sub-datasets were

<sup>2</sup> Based on the experiment that was built in the 2007 Cell-Phone Pilot Survey, the 2008 survey included incentives for the cell-phone sample. Of the 187 completed cell-phone surveys, 51 percent received a \$5 dollar incentive and 49 percent received a \$10 incentive.

weighted exactly as in 2007 (weighted by district only) and the new design sub-dataset was weighted using the distribution of the households by district and the telephone composition as estimated by CSR.

The district or geographic weighting was adopted four years ago in order to correct within-county geographic representation and hence to allow for countywide generalizations. For each year, the weighed dataset reflected the proportion of households in each of the County's districts, as estimated by County planning staff population projections.

In regards to the 2008 sample weighting, the RDD and listed samples were grouped to form the "landline sample." With this grouping, the original triple-frame design (RDD, listed, and cell-phone) was reduced to a dual frame design (landline and cell-phone). This dual-frame, which is composed of four segments (cell-phone only households, landline only households, overlap cell-phone<sup>3</sup> and overlap landline households<sup>4</sup>), was the basis for the cell-phone weighting<sup>5</sup>.

The 2008 dataset constructed to follow the original landline design included 786 completed surveys [623 from the RDD sample and 163 from the targeted listed sample]. In addition to these completed surveys, the modified design dataset added 693 completed surveys from the general listed sample to account for a total of 1,479 completed surveys. A total of 187 completed surveys from the cell-phone sample were added to the modified design dataset to form the new design dataset. This new design dataset was the basis for the 2008 Prince William County Citizen survey results as presented in the main Report of Results.

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<sup>3</sup> Overlap cell-phone households are households with a landline telephone and a cell phone, but reached through the cell-phone samples.

<sup>4</sup> Overlap landline households are households with a landline telephone and a cell-phone, but reached through the landline samples.

<sup>5</sup> Refer to Prince William County Citizen Satisfaction Survey; 2008 Report of Results; Appendix B for a complete discussion of the weighting of the 2008 survey data.

## Sample Representativeness

Using the U.S. Census Bureau's 2007 American Community Survey (ACS) results as a benchmark, there is no doubt that the 2008 sample design (new design), which included the cell-phone samples, gave a much better representation of the County population (see Table 0-1).

In Table 0-1, the first column contains the demographic characteristics from the ACS while the remaining three columns present the estimates for these demographic characteristics for each of the above-mentioned sub-datasets. Among all the sub-datasets, the new design estimates are much closer to those derived from the ACS. For example, with respect to race, estimates from the new design indicated that whites represented 67.8 percent of the County's population 18 years and older compared to 61.6 percent from the ACS. This percentage is significantly higher with the original design (74.5%) and the modified design (73.8%). Accuracy of the new design is most clearly illustrated with the 18-24 year old category. Both the original design and the modified design underestimated the percentage of this age group respectively at 4.2 percent and 5.1 percent. With the new design, this percentage is estimated at 10.3 percent (see Table 0-1), closer to the ACS figure of 12.7 percent.

While the objective of this supplemental report is to contrast and compare satisfaction ratings across designs, it is worth mentioning that maximizing cost savings was the rationale for implementing the modified landline design. This design reduced the survey costs because the general listed sample offered a higher rate of completion per hour as compared to the RDD sample. CSR presented work in this area at the 2008 AAPOR conference held in New Orleans, LA<sup>6</sup>.

## Effect of Sample Design on Changes in Results

Using the above-mentioned sub-datasets, the 2008 satisfaction ratings were compared with those of 1993 (see Table 0-2), 2006 (see Table 0-3), and

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<sup>6</sup> Guterbock et al. Who Needs RDD? Combining Directory Listings with Cell Phone Exchanges for an Alternative Sampling Frame. Paper presented at the 2008 AAPOR Conference, New Orleans, LA.

2007 (see Table 0-4). Superscripts are used to identify significant differences across datasets. Rows highlighted in green indicate significant increase in satisfaction ratings while rows highlighted in yellow designate significant decrease in satisfaction ratings. It should be noted that not all satisfaction questions are asked every year. About half of the questions are designated as “core” questions and are included in the survey every year. The remaining questions are divided into two groups of questions which are included in the survey in alternate years.

These comparisons are different from the interim comparisons (comparing the cell-phone, landline, and the combined cell-phone and landline samples) prepared by Dr. Diop and given to the County’s staff and the Chief of Police on September 9, 2008. The interim comparisons were based on the split sample while maintaining the same original weights which were based on the proportion of the households in the various districts, the proportion of the telephone composition (cell-phone and landline in the population), and the overall number of completions in the 2008 survey.

It should also be borne in mind that the samples constructed for study here (the original and modified design samples) have smaller numbers of cases than the new design, requiring somewhat larger differences across years to show a significant change.

### **2008 Ratings versus 1993 Ratings**

Overall, the results showed four differences in significant satisfaction ratings between 1993 and the different 2008 sub-datasets (see Table 0-2). These differences, which concerned satisfaction ratings for programs for the elderly, Department of Social Services, Health Department, and overall performance of the Police Department, showed changes in significant results in the modified landline design and new design datasets. Differences in the ratings of these items were not statistically significant when the 1993 dataset was compared to the 2008 original landline design dataset. Satisfaction with programs for the elderly increased significantly with the new design, but showed no significant difference when 1993 ratings were compared to those in the 2008 original landline design or modified landline design datasets. The modified landline design

dataset shows both a significant decrease in satisfaction with the Department of Social Services and a significant increase in satisfaction with the Health Department. Significant changes in the ratings for these two items were only identified in the modified landline design dataset. Satisfaction ratings with the overall performance of the police showed a significant increase with the modified landline design dataset but not with the original landline design or the new design dataset. Except for satisfaction with programs for the elderly population, all the items that were statistically significant with the original landline design dataset were also statistically significantly with the new design dataset: the complete 2008 dataset which includes the RDD, targeted, general listed, and cell-phone samples.

### **2008 Ratings versus 2006 Ratings**

Comparisons of the 2006 ratings with those ratings from the 2008 sub-datasets presented more mixed results (see Table 0-3). With respect to the new design dataset (the complete 2008 dataset), the results indicated significant decrease in three satisfaction items: satisfaction with police attitudes towards citizens, satisfaction with overall police department, and satisfaction with county help to people in financial need. These ratings would not have decreased with the 2007 design, the RDD landline design which excluded the general listed and cell phone samples. Satisfaction rating of only one item (satisfaction with citizen input) increased significantly with the new design dataset (the complete 2008 dataset), and not with the original landline design dataset (the 2007 design). Satisfaction with the County Government website, which increased significantly with the original landline design and the modified datasets, showed no significant change with the new design.

Except for the satisfaction with the Health Department and satisfaction with park and recreation facilities and programs, the original landline design and the modified landline design datasets presented all the same significant changes. Satisfaction with parks and recreation facilities and programs increased significantly with the original landline design dataset but not with the modified landline design dataset. Satisfaction with the health department, which showed no significant change with the original landline design dataset, decreased significantly with the modified landline design dataset.

## **2008 Ratings versus 2007 Ratings**

The same comparative analysis was also conducted with the 2007 dataset (see Table 0-4). Of all the items that were asked in 2007, five items (satisfaction with convenient ways to register to vote, services to mental retardation, services to substance abuse, mental health service overall, and landfill) showed significant increases with the new design dataset (the completed 2008 dataset which includes the cell-phone samples). With the original landline dataset (the 2007 design), these items showed no significant changes. Overall, the satisfaction with Police Department was the only item that was significantly different with the new design that would not have been with the original landline design dataset. This item decreased significantly with the new design dataset, the complete 2008 dataset which included the general listed and the cell-phone sample.

Comparisons of the 2007 ratings with those derived from modified landline dataset also

showed largely similar results. Satisfaction with the Health Department, which showed no significant changes with the original landline design dataset, decreased significantly with the modified landline design dataset. Satisfaction with the level of security in the courthouse and satisfaction with Sheriff's office attitudes and behaviors towards citizens, which increased with the original landline design dataset, showed no significant changes with the modified landline design. Another difference with the modified design is satisfaction with coordination of development with road systems. This item showed significant changes with both the original landline design and the new design but not with modified landline design. Satisfaction with time for help to arrive on the scene showed a significant decreased with respect to the original landline design but not with the modified landline design or the new design.



## Discussion and Conclusion

The 2008 Prince William County Citizen satisfaction survey not only supported the recommendations based on the Cell-Phone Pilot Project, but proved the efficacy of conducting citizen satisfaction survey via cellular phone. It also shed some light on the “missing” young age group from the Citizen Satisfaction Surveys conducted in the County during the past few years. Analysis of the trend data showed that the percentage of this age group in the Random Digit Dialing (RDD) surveys declined over time. Results of the 2008 Prince William Satisfaction Survey reinforced the suggestion from the Cell-Phone Pilot Project that RDD samples should be completed with cell-phone samples for a better representation of the County population as more minorities, low income groups, renters, never-married residents, and respondents with low levels of education could be reached.

With regards to the results, analysis of the different 2008 sub-datasets indicates no clear direction of the impact of change in design. The results were mixed as some items showed significant increase in satisfaction ratings while other showed significant decrease in satisfaction ratings, depending on which designs are used to compare the years.

As chance would have it, two items that were affected by the change in sample design, satisfaction with overall performance of the police and trust in government, relate to issues of broad concern. This report makes clear that these items would not have dropped to a statistically significant degree if the original design had been retained.

Because of the immigration policy adopted by the Board of County Supervisors, special attention was devoted to the ratings of the Police Department. While it’s true that the change in the overall performance of the police ratings could be attributed to the change in sample design, decrease in the satisfaction with the Police Department attitudes towards citizens would have been noted regardless of the change in design. In other words, had the 2008 sample been designed the same way as in 2007, the Police Department would still have seen a decrease in the rating of this item.

Until just the past few years, a small proportion of the US household population was considered to be “cell-phone only.” Consequently, little attention was paid to the issue of coverage bias that could have resulted from the exclusion of these cell-phone only households from household surveys. During this period, weighting, an adjustment of the data to reflect the accurate composition of the population, was the technique widely used to reduce the amount of this coverage bias.

Today, this proportion of “cell-phone only” households has grown so rapidly that ignoring them could introduce a large amount of bias in the survey estimates. Based on the National Health Interview Survey (NHIS), the Center for Disease Control and Prevention estimated that one of every six households (15.8%) did not have a landline telephone, but had at least one wireless telephone during the last six months of 2006<sup>7</sup>. CSR estimates the proportion of cell-phone only households in Prince William to have been 16.0 % at the time of the 2008 survey. With the increase in the proportion of “cell-phone only” households, it is argued that weighting the data alone would have little impact on reducing the amount of bias. Moreover, this bias is considered to be a greater threat to the quality of the estimates particularly when the subject interests of the surveys are strongly associated with characteristics of cell-phone only households. Cell-phone only households are more likely to be from minority groups, young age group categories, low income, low education, and renters.

Overall, the 2008 results showed that most residents of Prince William County were satisfied with the majority of the services provided by the County. While the change in the sample design led to a change (increase or decrease) for some of the ratings, the triple frame design used in the 2008 survey represented the most accurate design (at affordable cost) for a better representation of the composition of the County population.

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<sup>7</sup> Blumberg J. et al.: Wireless substitution: Early Release of Estimates Based on Data from the National Health Interview Survey, July – December 2006.

**Table 0-1: Respondent's Demographic by Sample Type<sup>8</sup>**

<b>Variables</b>	<b>U.S. Census Bureau American Community Survey 2007</b>	<b>Original Landline Design</b> 2008 RDD & Targeted	<b>Modified Landline Design</b> 2008 RDD & Targeted & General Listed	<b>New Design</b> 2008 RDD & Targeted & General Listed & Cell
<b>Gender</b>	<b>[18 years &amp; older]</b>			
Male	49.7%	42.6%	42.5%	45.4%
Female	50.3%	57.4%	57.5%	54.6%
<b>Race<sup>4</sup></b>	<b>[18 years &amp; older]</b>			
White	61.6%	74.5%	73.8%	67.8%
Black	18.7%	14.7%	14.1%	16.6%
Asian	7.4%	3.6%	4.7%	4.0%
Other	12.3%	7.2%	7.4%	11.6%
<b>Agecat<sup>5</sup></b>				
18-24	12.7%	4.2%	5.1%	10.3%
25-34	21.6%	13.1%	17.7%	17.1%
35-49	35.0%	34.8%	40.1%	33.4%
50-64	21.9%	28.9%	26.6%	25.9%
65+	8.7%	19.0%	10.5%	13.4%
<b>Marital Status</b>	<b>[15 years &amp; older]</b>	<b>[18 years &amp; older]</b>		
Married	56.6%	62.3%	66.8%	61.0%
Separated	2.2%	2.7%	2.1%	2.5%
Divorced	8.8%	12.9%	11.0%	9.8%
Widowed	3.0%	6.6%	7.4%	6.0%
Never Married	29.4%	15.4%	12.7%	20.6%
<b>Income<sup>4</sup></b>	<b>[18 years &amp; older]</b>			
<\$35K	12.0%	10.5%	9.3%	10.6%
\$35K to <\$50K	10.6%	9.1%	9.3%	10.7%
\$50K to <\$75K	17.8%	15.3%	15.3%	15.3%
\$75K+	59.6%	65.1%	66.1%	63.3%
<b>Hispanic</b>	<b>[18 years &amp; older]</b>			
Yes	17.3%	10.5%	9.5%	13.8%
<b>Education</b>	<b>[18 years &amp; older]</b>			
Less than HS	11.7%	5.8%	4.8%	6.7%
High school grad	26.0%	16.0%	14.9%	19.6%
Some college	28.0%	27.6%	27.2%	28.2%
4 year college & Grad & Ph.D.	34.3%	50.6%	53.1%	45.4%

<sup>8</sup> Except for Marital Status, the American Community Survey (ACS) data were recalculated to take into account the age categories 18 years old and over. For Marital Status, the ACS data reflect percentages of 15 years and over, while the survey data present percentages of 18 years and older.

**Table 0-2: Comparing Yearly Satisfaction Ratings by Sample Type (1993-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		1993 (1)	2008 (16)	1993 (1)	2008 (16)	1993 (1)	2008 (16)
ctysat97d	General Satisfaction with Services	90.5%	90.3%	90.5%	89.6%	90.5%	89.4%
voted	Sat w/ Convenient Ways to Register to Vote	91.5%	96.3% <sup>(1)</sup>	91.5%	96.0% <sup>(1)</sup>	91.5%	97.0% <sup>(1)</sup>
pctupd	Sat w/ Efficiency and Effectiveness of the Voting Precinct		92.2%		91.8%		92.8%
govtservd	Sat w/ Informing Citizens about Government	70.9%	80.4% <sup>(1)</sup>	70.9%	80.1% <sup>(1)</sup>	70.9%	80.1% <sup>(1)</sup>
strltad	Sat w/ Street Lighting where Needed	71.2%	82.7% <sup>(1)</sup>	71.2%	82.3% <sup>(1)</sup>	71.2%	84.7% <sup>(1)</sup>
fired	Sat w/ Fire Fighting in Area	97.2%	97.7%	97.2%	98.0%	97.2%	96.6%
rescued	Sat w/ Emergency Medical Rescue Services	96.6%	96.1%	96.6%	96.6%	96.6%	95.8%
amcrimed	Sat w/ Safety in Neighborhood in Daytime		91.7%		92.2%		91.9%
pmcrimed	Sat w/ Safety in Neighborhood at Night		87.2%		86.9%		85.8%
dycrimebd	Sat w/ Safety in Business Areas in Daytime		90.4%		91.2%		90.6%
ntcrimebd	Sat w/ Safety in Business Areas at Night		79.5%		79.4%		79.4%
preventbd	Sat w/ Crime Prevention Programs	83.4%	80.1%	83.4%	81.9%	83.4%	81.6%
Attituded	Sat w/ Police Dept Attitudes Towards Citizens		83.7%		84.1%		78.7%
polfaird	Sat w/ Police Dept to Treat Everybody Fairly		78.3%		78.5%		74.3%
drugsd	Sat w/ Reduce the Use of Illegal Drugs	79.2%	88.2% <sup>(1)</sup>	79.2%	87.6% <sup>(1)</sup>	79.2%	87.7% <sup>(1)</sup>
gangsd	Sat w/ Police Dept Efforts to Combat Gangs		85.3%		84.2%		84.7%
policed	Sat w/ Overall Performance of Police Dept	88.7%	90.8%	88.7%	91.8% <sup>(1)</sup>	88.7%	89.0%
Ppolicyd	Sat w/ Police Dept carrying out Immigration Policy		82.0%		83.3%		80.5%
courtsatd	Sat w/ Level of Security in the Courthouse		99.8%		98.5%		99.0%
attitud	Sat w/ Sheriff's Office Attitudes and Behaviors towards Citizens		97.1%		94.2%		95.3%

**Table II-2 continued: Comparing Yearly Satisfaction Ratings by Sample Type (1993-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		1993 (1)	2008 (16)	1993 (1)	2008 (16)	1993 (1)	2008 (16)
sheriffad	Sat w/ Overall Performance of Sheriff's Office		97.1%		93.9%		95.2%
emsatisd	Sat w/ Assistance from 911 Operator		92.1%		94.2%		94.1%
emtimebd	Satisfaction with Time for Help to Arrive		81.5%		85.4%		83.6%
emasstbd	Sat w/ Assistance on the Scene		86.7%		89.6%		86.7%
libraryd	Sat w/ Providing Library Services	94.9%	96.7%	94.9%	96.3%	94.9%	95.6%
parkd	Sat w/ Providing Park and Recreation facilities and Programs	88.7%	91.6%	88.7%	90.2%	88.7%	89.9%
elderlyd	Sat w/ Programs for Elderly Population	68.3%	74.3%	68.3%	72.4%	68.3%	77.2% <sup>(1)</sup>
finneedbd	Sat w/ County's Help to People in Need	61.0%	75.3% <sup>(1)</sup>	61.0%	71.6% <sup>(1)</sup>	61.0%	69.1% <sup>(1)</sup>
librysatd	Sat w/ Service from Library Staff	98.2%	97.8%	98.2%	98.1%	98.2%	98.1%
dsstsd	Sat w/ Dept of Social Services	60.3%	69.6%	60.3%	70.1% <sup>(1)</sup>	60.3%	68.0%
hlthsatd	Sat w/ Health Department	84.6%	79.2%	84.6% <sup>(16)</sup>	75.1%	84.6%	78.9%
menthpbd	Sat w/ Services to People w/ Mental Health Problems		76.5%		78.3%		82.1%
mentret	Sat w/ Services to Mental Retardation		83.2%		79.5%		85.6%
menteisd	Sat w/ Early Intervention Services		79.2%		75.1%		81.8%
mentsubd	Sat w/ Services to Substance Abuse		77.5%		73.1%		80.4%
mentald	Sat w/ Mental Health Services Overall		82.1%		81.4%		86.9%
helpful2d	Sat w/ Helpfulness of PWC Employees	79.3%	83.4%	79.3%	82.6%	79.3%	79.6%
helpfulad	Sat w/ Helpfulness of PWC Employees		87.3%		87.0%		85.8%
timesatad	Sat w/ Time Took to be Answered		87.9%		87.9%		88.4%
net2d	Sat w/ PWC Government Web Site		88.9%		88.5%		90.0%

**Table II-2 continued: Comparing Yearly Satisfaction Ratings by Sample Type (1993-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		1993 (1)	2008 (16)	1993 (1)	2008 (16)	1993 (1)	2008 (16)
Landd	Sat w/ Planning and land use ( land1 and land2 combined)	53.9%	54.5%	53.9%	54.6%	53.9%	56.4%
newjobsd	Sat w/ Attracting New Jobs to PWC	64.8%	78.6% <sup>(1)</sup>	64.8%	77.3% <sup>(1)</sup>	64.8%	77.8% <sup>(1)</sup>
neighbord	Sat w/ Preventing Neighborhood Deterioration	67.8%	66.7%	67.8%	66.3%	67.8%	68.6%
lfillsatd	Sat w/ Landfill	91.7%	98.3% <sup>(1)</sup>	91.7%	97.7% <sup>(1)</sup>	91.7%	98.3% <sup>(1)</sup>
compsatd	Sat w/ Compost Facility		96.1%		96.0%		97.2%
travel97d	Sat w/ Ease of Travel in PWC		54.8%		54.2%		54.6%
outsidedcd	Sat w/ Travel in NOVA outside PWC		33.8%		34.0%		37.2%
growthcd	Sat w/ Growth Rate of PWC		55.8%		53.5%		56.1%
roaddevad	Sat w/ Coordination of Development with Road Systems		42.2%		40.3%		48.6%
qstreamsds	Sat w/ PWC Efforts to Preserve Water Quality		86.0%		85.3%		85.4%
inputdevd	Sat w/ Opportunities for Citizen Input		73.9%		72.5%		74.9%
visdevd	Sat w/ Visual Appearance of New Development		85.1%		84.0%		84.5%
buildngsd	Sat w/ Safety of Buildings		90.8%		88.5%		89.2%
valued	Sat w/ Value for Tax Dollar	65.5%	73.2% <sup>(1)</sup>	65.5%	74.3% <sup>(1)</sup>	65.5%	74.8% <sup>(1)</sup>
effneffd	Sat w/ Efficient and Effective Service		85.4%		85.0%		85.8%
schl4d	Sat that School System Provides Efficient Service		81.8%		81.0%		82.2%
park2d	Sat with Park Authority		94.7%		92.3%		93.4%
ctyserv2d	Sat with Service Authority		93.1%		92.6%		94.3%
trstgov1d	Trust of Government to do What is Right: (Just about always & Most of the time)		61.4%		60.7%		58.6%

**Table 0-3: Comparing Yearly Satisfaction Ratings by Sample Type (2006-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		2006 (14)	2008 (16)	2006 (14)	2008 (16)	2006 (14)	2008 (16)
ctysat97d	General Satisfaction with Services	90.8%	90.3%	90.8%	89.6%	90.8%	89.4%
voted	Sat w/ Convenient Ways to Register to Vote	95.2%	96.3%	95.2%	96.0%	95.2%	97.0%
pctupd	Sat w/ Efficiency and Effectiveness of the Voting Precinct		92.2%		91.8%		92.8%
govtservd	Sat w/ Informing Citizens about Government	79.7%	80.4%	79.7%	80.1%	79.7%	80.1%
strltad	Sat w/ Street Lighting where Needed		82.7%		82.3%		84.7%
fired	Sat w/ Fire Fighting in Area	97.9%	97.7%	97.9%	98.0%	97.9%	96.6%
rescued	Sat w/ Emergency Medical Rescue Services	95.7%	96.1%	95.7%	96.6%	95.7%	95.8%
amcrimed	Sat w/ Safety in Neighborhood in Daytime	93.0%	91.7%	93.0%	92.2%	93.0%	91.9%
pmcrimed	Sat w/ Safety in Neighborhood at Night	85.6%	87.2%	85.6%	86.9%	85.6%	85.8%
dycrimebd	Sat w/ Safety in Business Areas in Daytime	91.9%	90.4%	91.9%	91.2%	91.9%	90.6%
ntcrimebd	Sat w/ Safety in Business Areas at Night	79.3%	79.5%	79.3%	79.4%	79.3%	79.4%
preventbd	Sat w/ Crime Prevention Programs	82.1%	80.1%	82.1%	81.9%	82.1%	81.6%
attituded	Sat w/ Police Dept Attitudes Towards Citizens	86.6%	83.7%	86.6%	84.1%	86.6% <sup>(16)</sup>	78.7%
polfaird	Sat w/ Police Dept to Treat Everybody Fairly		78.3%		78.5%		74.3%
drugsd	Sat w/ Reduce the Use of Illegal Drugs	82.0%	88.2% <sup>(14)</sup>	82.0%	87.6% <sup>(14)</sup>	82.0%	87.7% <sup>(14)</sup>
gangsd	Sat w/ Police Dept Efforts to Combat Gangs	76.1%	85.3% <sup>(14)</sup>	76.1%	84.2% <sup>(14)</sup>	76.1%	84.7% <sup>(14)</sup>
policed	Sat w/ Overall Performance of Police Dept	92.5%	90.8%	92.5%	91.8%	92.5% <sup>(16)</sup>	89.0%
ppolicyd	Sat w/ Police Dept carrying out Immigration Policy		82.0%		83.3%		80.5%
courtsatd	Sat w/ Level of Security in the Courthouse		99.8%		98.5%		99.0%
attitud	Sat w/ Sheriff's Office Attitudes and Behaviors towards Citizens		97.1%		94.2%		95.3%

**Table II-3 continued: Comparing Yearly Satisfaction Ratings by Sample Type (2006-2008)**

		Original Landline Design 2008 RDD & Targeted Listed		Modified Landline Design 2008 RDD & Targeted & General Listed		New Design 2008 RDD & Targeted & General Listed & Cell phone	
		2006 (14)	2008 (16)	2006 (14)	2008 (16)	2006 (14)	2008 (16)
sheriffad	Sat w/ Overall Performance of Sheriff's Office		97.1%		93.9%		95.2%
emsatisd	Sat w/ Assistance from 911 Operator	92.5%	92.1%	92.5%	94.2%	92.5%	94.1%
emtimebd	Satisfaction with Time for Help to Arrive	86.0%	81.5%	86.0%	85.4%	86.0%	83.6%
emasstbd	Sat w/ Assistance on the Scene	90.1%	86.7%	90.1%	89.6%	90.1%	86.7%
libraryd	Sat w/ Providing Library Services	95.5%	96.7%	95.5%	96.3%	95.5%	95.6%
parkd	Sat w/ Providing Park and Recreation facilities and Programs	87.6%	91.6% <sup>(14)</sup>	87.6%	90.2%	87.6%	89.9%
elderlyd	Sat w/ Programs for Elderly Population	81.0% <sup>(16)</sup>	74.3%	81.0% <sup>(16)</sup>	72.4%	81.0%	77.2%
finneedbd	Sat w/ County's Help to People in Need	76.7%	75.3%	76.7%	71.6%	76.7% <sup>(16)</sup>	69.1%
librysatd	Sat w/ Service from Library Staff	99.2% <sup>(16)</sup>	97.8%	99.2% <sup>(16)</sup>	98.1%	99.2%	98.1%
dsssatd	Sat w/ Dept of Social Services	69.6%	69.6%	69.6%	70.1%	69.6%	68.0%
hlthsatd	Sat w/ Health Department	82.6%	79.2%	82.6% <sup>(16)</sup>	75.1%	82.6%	78.9%
menthpbd	Sat w/ Services to People w/ Mental Health Problems	79.2%	76.5%	79.2%	78.3%	79.2%	82.1%
mentretbd	Sat w/ Services to Mental Retardation	77.1%	83.2%	77.1%	79.5%	77.1%	85.6%
menteisd	Sat w/ Early Intervention Services	81.3%	79.2%	81.3%	75.1%	81.3%	81.8%
mentsubd	Sat w/ Services to Substance Abuse	73.0%	77.5%	73.0%	73.1%	73.0%	80.4%
mentald	Sat w/ Mental Health Services Overall	83.1%	82.1%	83.1%	81.4%	83.1%	86.9%
helpful2d	Sat w/ Helpfulness of PWC Employees	80.1%	83.4%	80.1%	82.6%	80.1%	79.6%
helpfulad	Sat w/ Helpfulness of PWC Employees		87.3%		87.0%		85.8%
timesatad	Sat w/ Time Took to be Answered		87.9%		87.9%		88.4%
net2d	Sat w/ PWC Government Web Site	92.9% <sup>(16)</sup>	88.9%	92.9% <sup>(16)</sup>	88.5%	92.9%	90.0%

**Table II-3 continued: Comparing Yearly Satisfaction Ratings by Sample Type (2006-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		2006 (14)	2008 (16)	2006 (14)	2008 (16)	2006 (14)	2008 (16)
Landd	Sat w/ Planning and land use ( land1 and land2 combined)	44.9%	54.5% <sup>(14)</sup>	44.9%	54.6% <sup>(14)</sup>	44.9%	56.4% <sup>(14)</sup>
newjobsd	Sat w/ Attracting New Jobs to PWC	78.7%	78.6%	78.7%	77.3%	78.7%	77.8%
neighbord	Sat w/ Preventing Neighborhood Deterioration	68.7%	66.7%	68.7%	66.3%	68.7%	68.6%
lfillsatd	Sat w/ Landfill	98.3%	98.3%	98.3%	97.7%	98.3%	98.3%
compsatd	Sat w/ Compost Facility	99.0%	96.1%	99.0%	96.0%	99.0%	97.2%
travel97d	Sat w/ Ease of Travel in PWC	39.6%	54.8% <sup>(14)</sup>	39.6%	54.2% <sup>(14)</sup>	39.6%	54.6% <sup>(14)</sup>
outsidedcd	Sat w/ Travel in NOVA outside PWC		33.8%		34.0%		37.2%
growthcd	Sat w/ Growth Rate of PWC	44.5%	55.8% <sup>(14)</sup>	44.5%	53.5% <sup>(14)</sup>	44.5%	56.1% <sup>(14)</sup>
roaddevad	Sat w/ Coordination of Development with Road Systems		42.2%		40.3%		48.6%
qstreamsd	Sat w/ PWC Efforts to Preserve Water Quality	82.7%	86.0%	82.7%	85.3%	82.7%	85.4%
inputdevd	Sat w/ Opportunities for Citizen Input	68.5%	73.9%	68.5%	72.5%	68.5%	74.9% <sup>(14)</sup>
visdevd	Sat w/ Visual Appearance of New Development	82.2%	85.1%	82.2%	84.0%	82.2%	84.5%
buildngsd	Sat w/ Safety of Buildings		90.8%		88.5%		89.2%
valued	Sat w/ Value for Tax Dollar	76.5%	73.2%	76.5%	74.3%	76.5%	74.8%
effneffd	Sat w/ Efficient and Effective Service	84.4%	85.4%	84.4%	85.0%	84.4%	85.8%
schl4d	Sat that School System Provides Efficient Service	83.7%	81.8%	83.7%	81.0%	83.7%	82.2%
park2d	Sat with Park Authority	94.3%	94.7%	94.3%	92.3%	94.3%	93.4%
ctyserv2d	Sat with Service Authority	93.1%	93.1%	93.1%	92.6%	93.1%	94.3%
trstgov1d	Trust of Government to do What is Right (Just about always & Most of the time)	60.2%	61.4%	60.2%	60.7%	60.2%	58.6%



**Table 0-4: Comparing Yearly Satisfaction Ratings by Sample Type (2007-2008)**

		Original Landline Design 2008 RDD & Targeted Listed		Modified Landline Design 2008 RDD & Targeted & General Listed		New Design 2008 RDD & Targeted & General Listed & Cell phone	
		2007 (15)	2008 (16)	2007 (15)	2008 (16)	2007 (15)	2008 (16)
ctysat97d	General Satisfaction with Services	89.5%	90.3%	89.5%	89.6%	89.5%	89.4%
voted	Sat w/ Convenient Ways to Register to Vote	94.9%	96.3%	94.9%	96.0%	94.9%	97.0% <sup>(15)</sup>
pctupd	Sat w/ Efficiency and Effectiveness of the Voting Precinct		92.2%		91.8%		92.8%
govtservd	Sat w/ Informing Citizens about Government	78.8%	80.4%	78.8%	80.1%	78.8%	80.1%
strltad	Sat w/ Street Lighting where Needed	73.8%	82.7% <sup>(15)</sup>	73.8%	82.3% <sup>(15)</sup>	73.8%	84.7% <sup>(15)</sup>
fired	Sat w/ Fire Fighting in Area	98.4%	97.7%	98.4%	98.0%	98.4%	96.6%
rescued	Sat w/ Emergency Medical Rescue Services	98.5% <sup>(16)</sup>	96.1%	98.5% <sup>(16)</sup>	96.6%	98.5% <sup>(16)</sup>	95.8%
amcrimed	Sat w/ Safety in Neighborhood in Daytime	94.3% <sup>(16)</sup>	91.7%	94.3% <sup>(16)</sup>	92.2%	94.3% <sup>(16)</sup>	91.9%
pmcrimed	Sat w/ Safety in Neighborhood at Night	86.7%	87.2%	86.7%	86.9%	86.7%	85.8%
dycrimebd	Sat w/ Safety in Business Areas in Daytime		90.4%		91.2%		90.6%
ntcrimebd	Sat w/ Safety in Business Areas at Night		79.5%		79.4%		79.4%
preventbd	Sat w/ Crime Prevention Programs		80.1%		81.9%		81.6%
attituded	Sat w/ Police Dept Attitudes Towards Citizens	87.9% <sup>(16)</sup>	83.7%	87.9% <sup>(16)</sup>	84.1%	87.9% <sup>(16)</sup>	78.7%
polfaird	Sat w/ Police Dept to Treat Everybody Fairly		78.3%		78.5%		74.3%
drugsd	Sat w/ Reduce the Use of Illegal Drugs	83.2%	88.2% <sup>(15)</sup>	83.2%	87.6% <sup>(15)</sup>	83.2%	87.7% <sup>(15)</sup>
gangsd	Sat w/ Police Dept Efforts to Combat Gangs		85.3%		84.2%		84.7%
policed	Sat w/ Overall Performance of Police Dept	92.3%	90.8%	92.3%	91.8%	92.3% <sup>(16)</sup>	89.0%
ppolicyd	Sat w/ Police Dept carrying out Immigration Policy		82.0%		83.3%		80.5%
courtsatd	Sat w/ Level of Security in the Courthouse	97.3%	99.8% <sup>(15)</sup>	97.3%	98.5%	97.3%	99.0%
attitud	Sat w/ Sheriff's Office Attitudes and Behaviors towards Citizens	91.9%	97.1% <sup>(15)</sup>	91.9%	94.2%	91.9%	95.3%

**Table 0-4 Continued: Comparing Yearly Satisfaction Ratings by Sample Type (2007-2008)**

		Original Landline Design		Modified Landline Design		New Design	
		2008 RDD & Targeted Listed		2008 RDD & Targeted & General Listed		2008 RDD & Targeted & General Listed & Cell phone	
		2007 (15)	2008 (16)	2007 (15)	2008 (16)	2007 (15)	2008 (16)
sheriffad	Sat w/ Overall Performance of Sheriff's Office	94.5%	97.1%	94.5%	93.9%	94.5%	95.2%
emsatisd	Sat w/ Assistance from 911 Operator	94.6%	92.1%	94.6%	94.2%	94.6%	94.1%
emtimebd	Satisfaction with Time for Help to Arrive	89.3% <sup>(16)</sup>	81.5%	89.3%	85.4%	89.3%	83.6%
emasstbd	Sat w/ Assistance on the Scene	92.6%	86.7%	92.6%	89.6%	92.6%	86.7%
libraryd	Sat w/ Providing Library Services	94.4%	96.7%	94.4%	96.3%	94.4%	95.6%
parkd	Sat w/ Providing Park and Recreation facilities and Programs	89.6%	91.6%	89.6%	90.2%	89.6%	89.9%
elderlyd	Sat w/ Programs for Elderly Population	83.2% <sup>(16)</sup>	74.3%	83.2% <sup>(16)</sup>	72.4%	83.2% <sup>(16)</sup>	77.2%
finneedbd	Sat w/ County's Help to People in Need		75.3%		71.6%		69.1%
librysatd	Sat w/ Service from Library Staff	98.9%	97.8%	98.9%	98.1%	98.9%	98.1%
dsstsd	Sat w/ Dept of Social Services	73.8%	69.6%	73.8%	70.1%	73.8%	68.0%
hlthsatd	Sat w/ Health Department	83.9%	79.2%	83.9% <sup>(16)</sup>	75.1%	83.9%	78.9%
menthpb	Sat w/ Services to People w/ Mental Health Problems		76.5%		78.3%		82.1%
mentret	Sat w/ Services to Mental Retardation	73.3%	83.2%	73.3%	79.5%	73.3%	85.6% <sup>(15)</sup>
menteisd	Sat w/ Early Intervention Services	73.7%	79.2%	73.7%	75.1%	73.7%	81.8%
mentsub	Sat w/ Services to Substance Abuse	63.7%	77.5%	63.7%	73.1%	63.7%	80.4% <sup>(15)</sup>
mentald	Sat w/ Mental Health Services Overall	73.9%	82.1%	73.9%	81.4%	73.9%	86.9% <sup>(15)</sup>
helpful2d	Sat w/ Helpfulness of PWC Employees	79.8%	83.4%	79.8%	82.6%	79.8%	79.6%
helpfulad	Sat w/ Helpfulness of PWC Employees	85.2%	87.3%	85.2%	87.0%	85.2%	85.8%
timesatad	Sat w/ Time Took to be Answered	83.2%	87.9%	83.2%	87.9%	83.2%	88.4%
net2d	Sat w/ PWC Government Web Site	93.9% <sup>(16)</sup>	88.9%	93.9% <sup>(16)</sup>	88.5%	93.9% <sup>(16)</sup>	90.0%

**Table 0-4 Continued: Comparing Yearly Satisfaction Ratings by Sample Type (2007-2008)**

		Original Landline Design 2008 RDD & Targeted Listed		Modified Landline Design 2008 RDD & Targeted & General Listed		New Design 2008 RDD & Targeted & General Listed & Cell phone	
		2007 (15)	2008 (16)	2007 (15)	2008 (16)	2007 (15)	2008 (16)
Landd	Sat w/ Planning and land use ( land1 and land2 combined)	47.5%	54.5% <sup>(15)</sup>	47.5%	54.6% <sup>(15)</sup>	47.5%	56.4% <sup>(15)</sup>
newjobsd	Sat w/ Attracting New Jobs to PWC	79.0%	78.6%	79.0%	77.3%	79.0%	77.8%
neighbord	Sat w/ Preventing Neighborhood Deterioration	66.9%	66.7%	66.9%	66.3%	66.9%	68.6%
lfillsatd	Sat w/ Landfill	96.0%	98.3%	96.0%	97.7%	96.0%	98.3% <sup>(15)</sup>
compsatd	Sat w/ Compost Facility		96.1%		96.0%		97.2%
travel97d	Sat w/ Ease of Travel in PWC	46.9%	54.8% <sup>(15)</sup>	46.9%	54.2% <sup>(15)</sup>	46.9%	54.6% <sup>(15)</sup>
outsidedcd	Sat w/ Travel in NOVA outside PWC	27.7%	33.8% <sup>(15)</sup>	27.7%	34.0% <sup>(15)</sup>	27.7%	37.2% <sup>(15)</sup>
growthcd	Sat w/ Growth Rate of PWC	44.0%	55.8% <sup>(15)</sup>	44.0%	53.5% <sup>(15)</sup>	44.0%	56.1% <sup>(15)</sup>
roaddevad	Sat w/ Coordination of Development with Road Systems	35.5%	42.2% <sup>(15)</sup>	35.5%	40.3%	35.5%	48.6% <sup>(15)</sup>
qstreams	Sat w/ PWC Efforts to Preserve Water Quality		86.0%		85.3%		85.4%
inputdevd	Sat w/ Opportunities for Citizen Input	66.6%	73.9% <sup>(15)</sup>	66.6%	72.5% <sup>(15)</sup>	66.6%	74.9% <sup>(15)</sup>
visdevd	Sat w/ Visual Appearance of New Development	78.5%	85.1% <sup>(15)</sup>	78.5%	84.0% <sup>(15)</sup>	78.5%	84.5% <sup>(15)</sup>
buildngsd	Sat w/ Safety of Buildings		90.8%		88.5%		89.2%
valued	Sat w/ Value for Tax Dollar	80.2% <sup>(16)</sup>	73.2%	80.2% <sup>(16)</sup>	74.3%	80.2% <sup>(16)</sup>	74.8%
effneffd	Sat w/ Efficient and Effective Service	85.6%	85.4%	85.6%	85.0%	85.6%	85.8%
schl4d	Sat that School System Provides Efficient Service	84.4%	81.8%	84.4%	81.0%	84.4%	82.2%
park2d	Sat with Park Authority	93.7%	94.7%	93.7%	92.3%	93.7%	93.4%
ctyserv2d	Sat with Service Authority	93.3%	93.1%	93.3%	92.6%	93.3%	94.3%
trstgov1d	Trust of Government to do What is Right: (Just about always & Most of the time)	64.0%	61.4%	64.0%	60.7%	64.0% <sup>(16)</sup>	58.6%