

CITY OF VIRGINIA BEACH

Communications Survey

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PROCEDURAL INFORMATION

Executive Summary

This telephone survey of Virginia Beach residents was conducted by Continental Research Associates, Inc. Three hundred interviews were completed between February 24th and March 8th of 2005. The purpose of this study was to provide feedback to City decisionmakers about the importance of various communication tools and residents' communication needs.

Main Way Virginia Beach Residents Get Information About the City

The survey began by asking respondents how they usually get information about City services, issues, policies, and projects. Half of those surveyed (49.7%) said they use the local newspaper (including The Beacon and City Page) for information. Several other sources were also mentioned.

	<u>Percentage</u>
Newspaper/Virginian Pilot/Beacon/City Page	49.7%
Network television news	19.7%
Internet/Web site/City Web site	16.7%
Friends/relatives	2.7%
VBTV cable television channels 46, 47, or 48	2.3%
Calling City offices	1.7%
Other sources	<u>7.2%</u>
	100.0%
	(n=300)

Satisfaction With the City's Level of Communication

The majority of the residents (88.3%) feel they are able to obtain the information they need to keep up-to-date on City services, issues, policies, and projects. When asked if they are "Very Satisfied," "Satisfied," "Dissatisfied," or "Very Dissatisfied" with the level of communication they receive from the City, most residents (77.7%) are generally satisfied. With 22.3% being dissatisfied, there remains some room for improvement. An average score was calculated using a scale where 4=Very Satisfied, 3=Satisfied, 2=Dissatisfied, and 1=Very Dissatisfied. The City's communication efforts received an overall average score of 2.80, which is above the scale's midpoint of 2.5.

Executive Summary (cont'd)

Importance of Various Communication Tools

Next, respondents were asked whether it is “Very Important,” “Somewhat Important” or “Not Important” for the City to communicate with citizens using certain methods. While the results indicate that each is an important tool, the degree of importance varied. For example, 75.3% said it was “Very Important” for the City to communicate with residents by inserting information in the *Virginian Pilot* or *The Beacon*, while 38.7% said it was “Very Important” to send information by mail to each household. The following table shows the percent who felt each method was “Very Important.”

Importance of:	<u>% Who Said This Was “Very Important”*</u>
Inserting info in the <i>Virginian Pilot</i> newspaper or The Beacon	75.3%
Including info on the City’s Internet Web site	59.7%
Having a single, 24-hour phone number with a live operator where citizens can get information about any of the City’s services	54.3%
Sending City reps out to speak at various community meetings	50.0%
Sending info by mail to each household	38.7%
Having programs on the City’s cable TV channels VBTv 46, 47, and 48	28.3%
	(n=300)

Use of and Satisfaction With City Communication Tools

The City offers several resources to keep citizens informed about City services, issues, policies, and projects. They have a Web site (VBGov.com), cable TV channels (VBTv 46, 47, and 48), *Beach* magazine (mailed to residents three times a year), a full page of Virginia Beach information that appears in the Hampton Roads section of the *Virginian Pilot* every other Thursday called the City Page, and, of course, the Public Information Office (which offers 24-hour information services). Residents were asked if they had used any of these resources and how satisfied they were with each.

Executive Summary (cont'd)

Use of and Satisfaction With City Communication Tools (cont'd)

Use of various City communication tools varied. Over three-fourths of those surveyed (76.3%) said they had looked through Beach magazine in the past 12 months, and 60.7% said they noticed the City Page in the Virginian Pilot. As an aside, only 9.3% had not read the Virginian Pilot newspaper at all, and 74.0% had looked through at least one of the last eight issues of The Beacon. It is interesting to note that 45.0% had looked at each issue of The Beacon.

In the past 12 months, nearly half (49.0%) said they had looked at the City's Web site. This proportion was 37.7% in 2003, so interest in the Web site appears to be growing. Also, 39.0% said they had watched at least part of a program on one of the City's cable TV channels. As would be expected, fewer residents (15.0%) had contacted the City's Public Information Office.

Residents who had used each City information resource were asked if they were "Very Satisfied," "Satisfied," "Dissatisfied," or "Very Dissatisfied" with it. Satisfaction scores ("Very Satisfied" + "Satisfied") were favorable, with percentages ranging from 86.7% who are satisfied with the Public Information Office to 91.8% who are satisfied with the City's Web site.

	<u>% of Residents Who Said "Yes"</u>	<u>% of Users Satisfied*</u>	<u>Avg. Satis. Rating**</u>
Looked at the City's Web site (in past 12 mos.)	49.0% (n=300)	91.8% (n=147)	3.12 out of 4.0 (n=147)
Seen any programs on the City's cable TV channels (in past 12 mos.)	39.0% (n=300)	88.9% (n=117)	3.06 (n=117)
Looked through Beach magazine (in past 12 mos.)	76.3% (n=300)	91.3% (n=229)	3.09 (n=229)
Noticed the City Page	60.7% (n=300)	90.7% (n=182)	3.04 (n=182)
Contacted the Public Information Office (in past 12 mos.)	15.0% (n=300)	86.7% (n=45)	3.16 (n=45)

* "Very Satisfied" and "Satisfied" combined.

** 4=Very Satisfied, 3=Satisfied, 2=Dissatisfied, 1=Very Dissatisfied

Executive Summary (cont'd)

The City's Cable TV Channels VBTv 46, 47 and 48

Over one-third (39.0%) of those surveyed saw at least part of a program on one of the City's cable TV channels in the past 12 months. Of those 117 viewers, 88.9% reported being satisfied ("Very Satisfied" + "Satisfied") with the VBTv programs. In the past 12 months, 32.0% (out of the 300 people surveyed) had watched a City Council meeting, 8.3% had seen Beach Video Magazine, and 27.0% had seen NEWS SCAN.

Information Relating to Emergency Preparedness

Nearly all respondents (94.3%) felt they receive adequate information about City services, City office closings, shelters, and evacuations when there is an emergency situation such as a hurricane or winter storm. When asked where they would prefer to look for information in advance of a severe weather emergency, about three-fourths (73.0%) said they would use the television. Some (12.7%) would listen to the radio, 6.7% would look on the City's Web site, 3.7% would go to the City's cable TV station(s), and 4.0% mentioned other sources.

Realizing that some people do not have Internet access, participants were asked if they would use the City's Web site to get information relating to emergency preparedness. About two-thirds of the households surveyed (65.0%) said they would.

Profile of Respondents

Survey participants represented a broad cross-section of Virginia Beach residents:

- Avg. number of years lived in Virginia Beach = 21.9 years
- 75.3% said they are registered to vote in the City of Virginia Beach
- Avg. age = 47.6 years old
- 74.3% are Caucasian, 15.3% are African American, and 10.4% are from another ethnic background
- Avg. yearly household income = \$63,662
- 51.7% are male, and 48.3% are female

Methodology

This telephone survey was conducted by Continental Research Associates, Inc., a Norfolk-based marketing research firm. The study was commissioned by the Virginia Beach City Manager's Office and is part of a periodic tracking of citizens' opinions about the City's communication tools and their own communication needs. Three hundred interviews were completed between February 24th and March 8th of 2005 with randomly-selected City residents.

The 2005 questionnaire was designed jointly by representatives from the City of Virginia Beach and Continental Research. The content was based on the 2003 survey, although several questions from the 2003 survey were removed and replaced with more current items. Questionnaire topics included: the main way residents get information about the City, satisfaction with how the City communicates with residents, the importance of communicating with residents using various methods, use of and satisfaction with current communication tools (i.e., the City's Web site, VBTV, Beach magazine, City Page, The Beacon, Public Information Office), whether the City provides adequate emergency preparedness information, where citizens prefer to look for such information, and demographic profile information. In order to be respectful of each respondent's time, the goal was to include about 33 interrogatives on a 12-minute survey.

After the draft questionnaire was finalized, it was pre-tested by senior staff members on a sub-sample of 24 Virginia Beach residents. Pre-testing helps isolate any problems with the wording, sequencing, or format that could improve the overall flow of the questionnaire. Only minor changes were suggested by the pre-test. The final version of the survey took 14.6 minutes (on average) to administer. A copy of the questionnaire is included in the Appendix of this report.

The list of telephone numbers was generated by Continental Research using a copyrighted in-house computer software program. To minimize bias, a statistical sampling technique was employed to append two randomized digits to each phone number. The result was a list that included randomly-selected households with both new and unlisted phone numbers.

Professional, staff interviewers conducted the surveys. Each had extensive training and several years of experience prior to working on this project. Many of the interviewers who worked on this project had also worked on the recent Virginia Beach Citizens' Survey.

Methodology (cont'd)

The interviewers attended a detailed briefing session held by a Senior Project Manager. Important instructions for using the questionnaire were discussed. The interviewing team role-played various types of probes and practiced the proper pace for reading the survey instrument verbatim before conducting “live” interviews.

All contacts originated from the Continental Research central telephone facility in Norfolk. Initial calls were made between 5:15 and 9:15 p.m. on Monday through Thursday and from 4 to 9 p.m. on Sunday. These times were selected to ensure interviews with both working and non-working adults. Subsequent calls were made at any time the respondent requested.

Each household selected for inclusion in the study was called up to six times (on different days) before a substitute phone number was chosen. This process is essential to achieving a fully representative sample. An appointment system was used to secure interviews with busy people, and a few surveys were completed over two contact calls.

All survey respondents were over the age of 18, and only one adult per household was interviewed. To eliminate an anticipated bias caused by female-headed households and females answering the phone more frequently, a statistical technique was used to select the adult in the household who would be asked to participate in the survey. At the conclusion of the survey, the heads of household were offered an opportunity to be placed on a list of residents to potentially be invited to future community meetings held by the City.

Verbatim survey responses were directly entered into the computer system using Computer-Assisted Telephone Interviewing (CATI) technology. This process allows for the rotation of survey items within a grid-style question, thereby eliminating any sequence bias. The supervisor, who was present at all times, electronically monitored the recording of all answers (on the computer network) while listening to both sides of the conversation. Over 38% of all calls were fully monitored, and an additional 25% were partially monitored. This is far in excess of the 5-10% industry standard for validation.

Methodology (cont'd)

A daily de-briefing session was held to discuss the survey's progress. While these meetings provide only anecdotal evidence, they can be very useful when interpreting the survey findings. De-briefings also help identify whether current events may be impacting the survey results, warranting a delay of a few days. Generally speaking, the survey was well-received, and residents were eager to participate. Near the end of the data collection period, when about 80% of the data collection was complete, property assessments were mailed to homeowners. As they arrived in mailboxes, a few citizens expressed concern over higher assessments. Researchers believe this had little or no impact on the survey results.

Once the interviews were completed, the open-ended responses were grouped into categories and assigned a numeric code. (The codes were then entered into the computer and verified by a second key operator.) A detailed computer program was written to tabulate the findings, and the surveys were analyzed using a statistical software package known as SPSS (Statistical Package for the Social Sciences). The survey findings are displayed on the following pages. When tracking data from the 2000 and 2003 studies are available, they are shown on the right hand side of the table.

Margin of Error

This survey is conducted with a “sample” of households (as opposed to contacting everyone). Because random household selection was used to create the sample of households for this study, the survey results represent the population well. It is possible, however, that a percentage in this report might vary slightly from the findings of a complete census.

The term “Margin of Error” refers to the difference between what a survey reports and what one would get if a complete census of Virginia Beach households was conducted. The figure expressed is the maximum amount a percentage in this report might vary from a full census. At a sample size of 300 randomly-selected Virginia Beach residents, we are 95% certain that any percentage in this report would be within ± 5.65 percentage points from what a complete census would produce. If a figure in this report is above or below 50%, the Margin of Error is smaller (which is better).

This table displays the Margin of Error for a given percentage in this report (notice that the Margin of Error is the same for 90% vs. 10%, 55% vs. 45%, etc.):

If the reported percentage =	The Margin of Error =
99%	$\pm 1.13\%$
95%	$\pm 2.47\%$
90%	$\pm 3.39\%$
85%	$\pm 4.04\%$
80%	$\pm 4.53\%$
75%	$\pm 4.90\%$
70%	$\pm 5.19\%$
65%	$\pm 5.40\%$
60%	$\pm 5.54\%$
55%	$\pm 5.63\%$
----- 50% - highest margin of error - -----	$\pm 5.65\%$
45%	$\pm 5.63\%$
40%	$\pm 5.54\%$
35%	$\pm 5.40\%$
30%	$\pm 5.19\%$
25%	$\pm 4.90\%$
20%	$\pm 4.53\%$
15%	$\pm 4.04\%$
10%	$\pm 3.39\%$
5%	$\pm 2.47\%$
1%	$\pm 1.13\%$

RESULTS

What is the main way you usually get information about City of Virginia Beach services, issues, policies, and projects?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Newspaper/Virginian Pilot/Beacon/ City Page	149	49.7%	51.3%	49.5%
Network television news	59	19.7%	17.0%	26.3%
Internet/Web site/City Web site	50	16.7%	11.7%	4.0%
Friends/relatives	8	2.7%	3.3%	4.0%
VBTV cable TV channel 46, 47, or 48	7	2.3%	3.0%	1.9%
I call City offices when I have questions/problems	5	1.7%	5.0%	2.5%
Radio	4	1.3%	0.0%	0.0%
I get information in the mail	4	1.3%	2.3%	1.9%
Printed information in the phone book	3	1.0%	0.0%	0.0%
Beach magazine	2	0.7%	2.3%	0.0%
Civic league meetings	2	0.7%	1.0%	0.3%
I go to the library	1	0.3%	0.7%	0.9%
I go to the courthouse	1	0.3%	0.0%	0.0%
I see billboards	1	0.3%	0.0%	0.0%
I work for the City	0	0.0%	0.7%	1.5%
Miscellaneous year 2000 responses	0	0.0%	0.0%	6.5%
I don't really need any information	<u>4</u>	<u>1.3%</u>	<u>1.7%</u>	<u>0.6%</u>
	300	100.0%	100.0%	100.0%
			(n=300)	(n=323)

Let's talk for a moment about how the City of Virginia Beach communicates with residents. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the level of communication the City has with residents?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	16	5.3%	8.7%	n/a
Satisfied	217	72.3%	72.0%	
Dissatisfied	58	19.3%	15.0%	
Very Dissatisfied	<u>9</u>	<u>3.0%</u>	<u>4.3%</u>	
	300	100.0%	100.0%	
Mean =		2.80	2.85	
			(n=300)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

Are you generally able to obtain the information you need to keep up-to-date on City services, issues, policies, and projects?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	265	88.3%	84.0%	82.4%
No	<u>35</u>	<u>11.7%</u>	<u>16.0%</u>	<u>17.6%</u>
	300	100.0%	100.0%	100.0%
			(n=300)	(n=323)

Is it Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by inserting information in the *Virginian Pilot* newspaper or *The Beacon*?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Important	226	75.3%	74.0%	n/a
Somewhat Important	61	20.3%	20.0%	
Not Important	<u>13</u>	<u>4.3%</u>	<u>6.0%</u>	
	300	100.0%	100.0%	
			(n=300)	

Is it Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by sending information by mail to each household?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Important	116	38.7%	40.3%	n/a
Somewhat Important	108	36.0%	31.0%	
Not Important	<u>76</u>	<u>25.3%</u>	<u>28.7%</u>	
	300	100.0%	100.0%	
			(n=300)	

Is it Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by having programs on the City's cable TV channels VBTV 46, 47, and 48?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Important	85	28.3%	28.3%	n/a
Somewhat Important	112	37.3%	39.7%	
Not Important	<u>103</u>	<u>34.3%</u>	<u>32.0%</u>	
	300	100.0%	100.0%	
			(n=300)	

Is it Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by sending City representatives out to speak at various community meetings?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Important	150	50.0%	53.7%	n/a
Somewhat Important	109	36.3%	32.0%	
Not Important	<u>41</u>	<u>13.7%</u>	<u>14.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

Is it Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by including information on the City's Internet Web site?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Important	179	59.7%	63.3%	n/a
Somewhat Important	67	22.3%	21.3%	
Not Important	<u>54</u>	<u>18.0%</u>	<u>15.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

Some communities have a single telephone number with a live operator where citizens can call to get information about any of the City's services. In your opinion, how important is it for Virginia Beach to have a single, 24-hour phone number like that?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Very Important	163	54.3%
Somewhat Important	76	25.3%
Not Important	<u>61</u>	<u>20.3%</u>
	300	100.0%

SUMMARY TABLE
(In descending order based on the 2005 column)

How important is it for the City to communicate with citizens by (fill in) ?

	Percent Who Said This Was "Very Important"		
	<u>2005</u> Percentage	<u>2003</u> Percentage	<u>2000</u> Percentage
Inserting information in the Virginian Pilot newspaper or The Beacon	75.3%	74.0%	n/a
Including information on the City's Internet Web site	59.7%	63.3%	
Having a single, 24-hour phone number with a live operator where citizens can call to get information about any of the City's services	54.3%	n/a	
Sending City representatives out to speak at various community meetings	50.0%	53.7%	
Sending information by mail to each household	38.7%	40.3%	
Having programs on the City's cable TV channels VBTv 46, 47, and 48	28.3%	28.3%	
	(n=300)	(n=300)	

The City has a computer Web site and the URL is VBGov.com. In the past 12 months, have you gone on-line and looked at that Web site?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	147	49.0%	37.7%	n/a
No/No Internet access	<u>153</u>	<u>51.0%</u>	<u>62.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

If you used the Web site in the past 12 months, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's Web site?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	30	20.4%	21.2%	n/a
Satisfied	105	71.4%	69.9%	
Dissatisfied	12	8.2%	8.0%	
Very Dissatisfied	<u>0</u>	<u>0.0%</u>	<u>0.9%</u>	
	147	100.0%	100.0%	
Mean =		3.12	3.12	
			(n=113)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

In the past 12 months, have you seen any programs on the City's cable TV channels VBTV 46, 47 or 48?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	117	39.0%	40.3%	n/a
No/No cable TV	<u>183</u>	<u>61.0%</u>	<u>59.7%</u>	
	300	100.0%	100.0%	
			(n=300)	

If you saw any programs on the City's cable TV channels in the past 12 months, overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's cable TV channels 46, 47, and 48?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	20	17.1%	10.7%	n/a
Satisfied	84	71.8%	80.2%	
Dissatisfied	13	11.1%	8.3%	
Very Dissatisfied	<u>0</u>	<u>0.0%</u>	<u>0.8%</u>	
	117	100.0%	100.0%	
Mean =		3.06	3.01	
			(n=121)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

About how many times in the past 12 months did you watch at least part of a Virginia Beach City Council meeting on cable TV Channel 48?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Zero, I have not watched programs on Ch. 46, 47, or 48	183	61.0%
Zero, I have not watched a City Council meeting	21	7.0%
1 time	14	4.7%
2 times	23	7.7%
3 to 5 times	19	6.3%
6 to 10 times	16	5.3%
11 to 20 times	11	3.7%
21 to 40 times	6	2.0%
41 or more times	<u>7</u>	<u>2.3%</u>
	300	100.0%

AVERAGES:*

Mean (including zeros)= 4.4 times (n=300)
 Median (including zeros) = 0.0 times (n=300)

Mean (excluding zeros) = 13.7 times (n=96)
 Median (excluding zeros) = 4.0 times (n=96)

*Based on non-grouped data.

About how many times in the past 12 months did you watch at least part of a TV show called Beach Video Magazine on cable Channel 48?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Zero, I have not watched programs on Ch. 46, 47, or 48	183	61.0%
Zero, I have not watched Beach Video Magazine	92	30.7%
1 time	6	2.0%
2 times	9	3.0%
3 to 5 times	6	2.0%
6 to 10 times	1	0.3%
11 to 20 times	2	0.7%
21 to 40 times	0	0.0%
41 or more times	<u>1</u>	<u>0.3%</u>
	300	100.0%

AVERAGES:*

Mean (including zeros)= 0.4 times (n=300)
 Median (including zeros) = 0.0 times (n=300)

Mean (excluding zeros) = 5.1 times (n=25)
 Median (excluding zeros) = 2.0 times (n=25)

*Based on non-grouped data.

About how many times in the past 12 months did you watch at least part of Channel 47 or 48's NEWSCAN, the City's news and information show about the City and the schools?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Zero, I have not watched programs on Ch. 46, 47, or 48	183	61.0%
Zero, I have not watched NEWSCAN	36	12.0%
1 time	7	2.3%
2 times	22	7.3%
3 to 5 times	14	4.7%
6 to 10 times	15	5.0%
11 to 20 times	11	3.7%
21 to 40 times	5	1.7%
41 or more times	<u>7</u>	<u>2.3%</u>
	300	100.0%

AVERAGES:*

Mean (including zeros)= 4.2 times (n=300)
Median (including zeros) = 0.0 times (n=300)

Mean (excluding zeros) = 15.4 times (n=81)
Median (excluding zeros) = 5.0 times (n=81)

*Based on non-grouped data.

In the past 12 months, have you looked through Beach magazine, the magazine that is mailed to Virginia Beach residents three times a year?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	229	76.3%	71.0%	n/a
No	<u>71</u>	<u>23.7%</u>	<u>29.0%</u>	
	300	100.0%	100.0%	
			(n=300)	

If you looked through Beach magazine in the past 12 months, overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the content of Beach magazine?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	42	18.3%	23.5%	n/a
Satisfied	167	72.9%	67.1%	
Dissatisfied	18	7.9%	8.9%	
Very Dissatisfied	<u>2</u>	<u>0.9%</u>	<u>0.5%</u>	
	229	100.0%	100.0%	
Mean =		3.09	3.14	
			(n=213)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

Do you ever read the Virginian Pilot newspaper?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	272	90.7%	91.7%	n/a
No	<u>28</u>	<u>9.3%</u>	<u>8.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

Have you noticed the City Page, which is a full page of Virginia Beach information in the Hampton Roads section of the Virginian Pilot every other Thursday?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	182	60.7%	58.3%	n/a
No, I haven't noticed it	90	30.0%	33.3%	
No, I don't read the Virginian Pilot	<u>28</u>	<u>9.3%</u>	<u>8.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

If you have noticed the City Page, in general, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the content of the City Page?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	27	14.8%	18.3%	n/a
Satisfied	138	75.8%	75.4%	
Dissatisfied	15	8.2%	6.3%	
Very Dissatisfied	<u>2</u>	<u>1.1%</u>	<u>0.0%</u>	
	182	100.0%	100.0%	
Mean =		3.04	3.12	
			(n=175)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

The Beacon insert is in the Virginian Pilot eight times per month. How many, if any, of the last eight issues did you look through?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Zero, I don't read the Virginian Pilot	28	9.3%
Zero, I haven't looked at The Beacon	50	16.7%
One issue	9	3.0%
Two issues	21	7.0%
Three issues	15	5.0%
Four issues	18	6.0%
Five issues	8	2.7%
Six issues	12	4.0%
Seven issues	4	1.3%
Eight issues	<u>135</u>	<u>45.0%</u>
	300	100.0%

AVERAGES:*

Mean (including zeros) = 4.6 issues (n=300)

Median (including zeros) = 6.0 issues (n=300)

Mean (excluding zeros) = 6.3 issues (n=222)

Median (excluding zeros) = 8.0 issues (n=222)

*Based on non-grouped data.

The City's Public Information Office can be reached 24 hours a day every day. In the past 12 months, have you contacted the City's Public Information Office?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	45	15.0%	11.0%	n/a
No	<u>255</u>	<u>85.0%</u>	<u>89.0%</u>	
	300	100.0%	100.0%	
			(n=300)	

If you contacted the City's Public Information Office in the past 12 months, were you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the service you received?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Very Satisfied	13	28.9%	30.3%	n/a
Satisfied	26	57.8%	42.4%	
Dissatisfied	6	13.3%	18.2%	
Very Dissatisfied	<u>0</u>	<u>0.0%</u>	<u>9.1%</u>	
	45	100.0%	100.0%	
Mean =		3.16	2.94	
			(n=33)	

Mean Scale: 4 = Very Satisfied
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

SUMMARY TABLE
(In descending order based on the 2005 column)

Have you (fill in) ?

	<u>2005</u> <u>Percentage</u>	<u>2003</u> <u>Percentage</u>	<u>2000</u> <u>Percentage</u>
Looked through the quarterly magazine called Beach magazine in the past 12 months	76.3%	71.0%	n/a
Looked through any of the last eight issues of The Beacon	74.0%	n/a	
Noticed the City Page	60.7%	58.3%	
Gone on-line and looked at the City's Web site in the past 12 months	49.0%	37.7%	
Seen any programs on the City's cable TV channels VBTv 46, 47 or 48 in the past 12 months	39.0%	40.3%	
Contacted the City's Public Information Office in the past 12 months	15.0%	11.0%	
	(n=300)	(n=300)	

SUMMARY TABLE
Average Satisfaction Ratings
(In descending order based on the 2005 column)

Are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with (fill in) ?

	<u>2005</u> <u>Percentage</u>	<u>2003</u> <u>Percentage</u>	<u>2000</u> <u>Percentage</u>
The service you received from the Public Information Office	3.16 (n=45)	2.94 (n=33)	n/a
The City's Web site	3.12 (n=147)	3.12 (n=113)	
The content of Beach magazine	3.09 (n=229)	3.14 (n=213)	
The City's cable TV channels	3.06 (n=117)	3.01 (n=121)	
The content of the City Page	3.04 (n=182)	3.12 (n=175)	
The level of communication the City has with residents	2.80 (n=300)	2.85 (n=300)	

Mean Scale: 4 = Very Satisfied
3 = Satisfied
2 = Dissatisfied
1 = Very Dissatisfied

Do you feel you get adequate information about City services, City office closings, shelters, and evacuations when there is an emergency situation, such as a hurricane or winter storm?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	283	94.3%	89.3%	n/a
No	<u>17</u>	<u>5.7%</u>	<u>10.7%</u>	
	300	100.0%	100.0%	
			(n=300)	

In advance of an emergency situation such as a hurricane or winter storm, what is the best way for the City to get that kind of information to you... in other words... where would you prefer to look for the needed information?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Network TV	138	46.0%
TV (unspecified)	81	27.0%
Radio	38	12.7%
The City's Web site	20	6.7%
The City's cable TV station(s)	11	3.7%
The local newspaper	5	1.7%
I would call the City's information line	3	1.0%
I would ask my neighbor for the information	1	0.3%
They should mail a booklet to me	1	0.3%
I'm not sure	<u>2</u>	<u>0.7%</u>
	300	100.0%

Emergency preparedness information for Virginia Beach residents is available on the City's Web site. Would you go to the Web site to get that type of information?

	<u>2005 Number</u>	<u>2005 Percentage</u>
Yes	195	65.0%
No	<u>105</u>	<u>35.0%</u>
	300	100.0%

DEMOGRAPHICS

What is your home Zip Code?*

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
23451	40	13.3%	13.3%	n/a
23452	42	14.0%	14.0%	
23453	23	7.7%	7.7%	
23454	42	14.0%	14.0%	
23455	34	11.3%	11.3%	
23456	27	9.0%	9.0%	
23457	3	1.0%	1.0%	
23460	1	0.3%	0.0%	
23462	43	14.3%	14.3%	
23464	<u>45</u>	<u>15.0%</u>	<u>15.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

* Zip Code quotas are based on postal delivery information provided by the U.S. Postal Service.

How many years have you lived in Virginia Beach?

(Grouped for presentation purposes)

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
One to five years	46	15.3%	16.0%	n/a
Six to ten years	45	15.0%	18.0%	
Eleven to fifteen years	40	13.3%	13.0%	
Sixteen to twenty years	35	11.7%	10.0%	
Twenty-one to thirty years	55	18.3%	18.3%	
Thirty-one or more years	<u>79</u>	<u>26.3%</u>	<u>24.7%</u>	
	300	100.0%	100.0%	
			(n=300)	
AVERAGES:*				
Mean =		21.9 yrs.	21.7 yrs.	
Median =		20.0 yrs.	17.5 yrs.	

*Based on non-grouped data.

Are you currently registered to vote in the City of Virginia Beach?

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Yes	226	75.3%	72.3%	n/a
No	<u>74</u>	<u>24.7%</u>	<u>27.7%</u>	
	300	100.0%	100.0%	
			(n=300)	

Age of Respondent

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Twenties	42	14.0%	10.7%	n/a
Thirties	60	20.0%	17.0%	
Forties	70	23.3%	25.3%	
Fifties	61	20.3%	23.3%	
Sixties	38	12.7%	16.3%	
Seventies or older	<u>29</u>	<u>9.7%</u>	<u>7.3%</u>	
	300	100.0%	100.0%	
			(n=300)	
AVERAGES:				
*Mean =		47.6	49.0	
Median =		46.9	48.8	

*Based on category mid-point interpolation. For 2005, a value of 74 was used for the “Seventies or older” category.

Ethnic Origin

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
White	223	74.3%	75.0%	n/a
African American	46	15.3%	16.7%	
Asian	9	3.0%	1.3%	
Filipino American	5	1.7%	1.7%	
Hispanic	8	2.7%	4.7%	
Native American	6	2.0%	0.3%	
Other	<u>3</u>	<u>1.0%</u>	<u>0.3%</u>	
	300	100.0%	100.0%	
			(n=300)	

Yearly Household Income

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Under \$20,000	22	7.3%	10.0%	n/a
\$20,000 to \$39,999	46	15.3%	21.7%	
\$40,000 to \$59,999	80	26.7%	26.3%	
\$60,000 to \$79,999	57	19.0%	17.0%	
\$80,000 to \$99,999	37	12.3%	12.3%	
\$100,000 or more	45	15.0%	9.3%	
Refused	<u>13</u>	<u>4.3%</u>	<u>3.3%</u>	
	300	100.0%	100.0%	
			(n=300)	
AVERAGES:				
*Mean =		\$63,662	\$56,621	
Median =		\$58,875	\$52,658	

*Based on category mid-point interpolation. For 2005, a value of \$18,000 was used for the “Under \$20,000” category, and \$115,000 was used for “\$100,000 or more.”

Gender of Respondent*

	<u>2005 Number</u>	<u>2005 Percentage</u>	<u>2003 Percentage</u>	<u>2000 Percentage</u>
Male	155	51.7%	50.0%	n/a
Female	<u>145</u>	<u>48.3%</u>	<u>50.0%</u>	
	300	100.0%	100.0%	
			(n=300)	

*Interviewers alternate asking for a male and female head of household.

APPENDIX

2005 Citizen Communication Survey

Hello, I'm __ with Continental Research. We're doing a survey today for the City of Virginia Beach to see how residents feel about several issues. First of all...

- A) Are you at least 18 years of age? **(If no, ask to speak to an adult.)**
- B) Is this a home or a business? **(If exclusively a business, politely TERM interview.)**
-

- 1) How many years have you lived in Virginia Beach? ____ ____ yrs. **(If 0, TERM interview.)**
- 2) And, what is your home Zip Code? 2 3 4 ____ ____

Now I have several questions about living in the City of Virginia Beach. Whenever I speak of City services and offices, though, I'm not including the public schools.

- 3) What is the MAIN way you usually get information about City of Virginia Beach services, issues, policies, and projects? **(Don't Read Choices)**

01- Newspaper (not specific) 04- "Regular" TV news 07- Goes to the library 10- Beach Mag.
02- City Page in Va. Pilot 05- Civic League meetings 08- City Website: VBGov.com
03- VBTv Cable TV Ch. 46, 47, or 48 06- Friends/relatives 09- Radio

Other _____

- 4) Let's talk for a moment about how the City of Virginia Beach communicates with residents. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the level of communication the City has with residents?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 5) Are you generally able to obtain the information you need to keep up-to-date on City services, issues, policies, and projects?

1- Yes 2- No

We'd like to know if you think it is Very Important, Somewhat Important, or Not Important for the City to communicate with citizens by:

Very Important **Somewhat Important** **Not Important**

- 6) 1- VI 2- SI 3- NI Inserting information in the Virginian Pilot newspaper or The Beacon
- 7) 1- VI 2- SI 3- NI Sending information by mail to each household
- 8) 1- VI 2- SI 3- NI Having programs on the City's cable TV channels VBTV 46, 47, and 48
- 9) 1- VI 2- SI 3- NI Sending City representatives out to speak at various community meetings
- 10) 1- VI 2- SI 3- NI Including information on the City's Internet Web site
- 11) 1- VI 2- SI 3- NI Some communities have a single telephone number with a live operator where citizens can call to get information about any of the City's services. In your opinion, how important is it for Virginia Beach to have a single, 24-hour phone number like that?

- 12) The City has a computer Web site and the URL is VBGov.com. In the past 12 months, have you gone on-line and looked at that Web site?
 1-Yes 2- No/No Internet access **(Go to Q14)**

- 13) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's Web site?
 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

- 14) In the past 12 months, have you seen any programs on the City's cable TV channels VBTV 46, 47 or 48?
 1- Yes 2- No/No cable TV **(Go to Q19)**

- 15) Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's cable TV channels (46, 47 & 48)?
 4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

16) About how many times in the past 12 months did you watch at least part of a Virginia Beach City Council meeting on cable TV Channel 48?

___ ___ ___ times watched a City Council meeting on Ch. 48

17) About how many times in the past 12 months did you watch at least part of a TV show called Beach Video Magazine on cable Channel 48?

___ ___ ___ times watched Beach Video Magazine on Ch. 48

18) About how many times in the past 12 months did you watch at least part of Channel 47 or 48's NEWSCAN, the City's news and information show about the City and the schools?

___ ___ ___ times watched NEWSCAN

19) In the past 12 months, have you looked through Beach magazine, the magazine that is mailed to Virginia Beach residents three times a year?

1- Yes 2- No (**Go to Q21**)

20) Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the content of Beach magazine?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

21) Do you ever read the Virginian Pilot newspaper? 1- Yes 2- No (**Go to Q25**)

22) Have you noticed the City Page, which is a full page of Virginia Beach information in the Hampton Roads section of the Virginian Pilot every other Thursday?

1- Yes 2- No (**Go to Q24**)

23) In general, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the content of the City Page?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

24) The Beacon insert is in the Virginian Pilot eight times per month. How many, if any, of the last eight issues did you look through?

_____ of the last eight issues

25) The City's Public Information Office can be reached 24 hours a day every day. In the past 12 months, have you contacted the City's Public Information Office?

1- Yes 2- No (**Go to Q27**)

26) Overall, were you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the service you received?

4- Very Satisfied 3- Satisfied 2- Dissatisfied 1- Very Dissatisfied

27) Do you feel you get adequate information about City services, City office closings, shelters, and evacuations when there is an emergency situation such as a hurricane or winter storm?

1- Yes 2- No

28) In advance of an emergency situation such as a hurricane or winter storm, what is the best way for the City to get that kind of information to you... in other words... where would you prefer to look for the needed information?

29) **(If mentioned the City's Web site in Q28, go to Q30)** Emergency preparedness information for Virginia Beach residents is available on the City's Web site. Would you go to the Web site to get that type of information?

1- Yes 2- No

30) Are you currently registered to vote in the City of Virginia Beach?

1- Yes 2- No

Now I have just a few questions to be sure I include all groups of people in my survey.

31) Are you in your: 2- 20's 3- 30's 4- 40's 5- 50's 6- 60's 7- 70's or older?

32) And your ethnic background...are you: **(Read Choices)**

1- White 2- African American 3- Asian 4- Filipino American
5- Hispanic 6- or from another ethnic group?

33) Lastly, which LETTER includes your total family income per year - just stop me when I say it:

- | | |
|----------------------------|----------------------------|
| 1- A) Under \$20,000 | 4- D) \$60,000 to \$79,999 |
| 2- B) \$20,000 to \$39,999 | 5- E) \$80,000 to \$99,999 |
| 3- C) \$40,000 to \$59,999 | 6- F) \$100,000 or more |

34) **RECORD GENDER (ask if unsure):** 1- Male 2- Female

35) Several times a year, the City does focus groups where Virginia Beach residents are invited to discuss the things that are important to them. These informal discussions last about 90 minutes, and it's a chance for citizens to tell the City how they feel. Might you have an interest in attending a focus group at some point during the next year?

No: "That's okay." **(Read Closing)**

Yes: "Can I have your name for my list?" _____
(First and Last Name)

Home Phone #: _____ Other Phone #: _____ cell? wk?

Do you have a spouse who might also be willing? No Yes... NAME _____

**Thanks for sharing your time with me today.
We'll be reporting the results of this survey to the City in about six weeks.**