

CITY OF VIRGINIA BEACH

**Citizens' Survey
Final Report**

November 2007

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EXECUTIVE SUMMARY

Continental Research conducted this survey of 500 randomly-selected Virginia Beach residents over a 30-day period beginning October 30th, 2007. The Margin of Error for a study of this size is plus or minus 4.4%. The purpose of the study was to provide decisionmakers with a snapshot of residents' opinions about 31 City services and characteristics (see the Survey Results section, pgs. 19 and 20) and their evaluation of several key community features. On a 4-point scale where 4 = Very Satisfied and 1 = Very Dissatisfied, the nineteen ratings above 3.0 were:

- The public libraries (3.52 out of a possible 4.0)
- Paramedic and Rescue Squad services (3.50)
- Fire Department services (3.49)
- Recreation centers (3.45)
- Museums, the aquarium, and cultural arts activities (3.38)
- The appearance of the City's municipal buildings and facilities (3.38)
- The parks (3.34)
- The 911 Emergency Telephone Center (3.34)
- Police services (3.33)
- The overall appearance of your neighborhood (3.30)
- The number of opportunities for volunteerism (3.24)
- City trash collection and recycling services (3.22)
- The overall appearance of the City (3.22)
- The City's public school system (3.18)
- Horticultural and Agricultural services (3.17)
- The public beaches in the City (3.15)
- The courtesy of City employees (3.11)
- The City's drinking water and sanitary sewer services (3.10)
- The overall work performance of City employees (3.07)

Interviewers also obtained a more global measure of satisfaction with City services:

- The overall satisfaction with City services (3.10 out of a possible 4.0)

Respondents were asked if they agreed or disagreed with a series of six statements (see Survey Results, pg. 31). Using a 4-point scale where 4 = Strongly Agree and 1 = Strongly Disagree, the agreement ratings above 3.0 were:

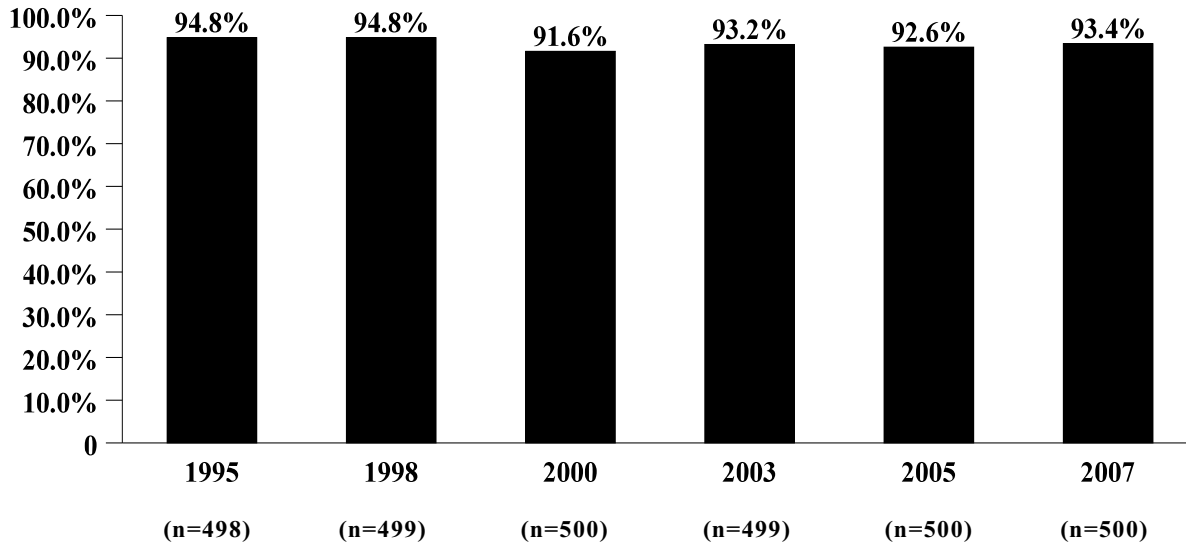
- Virginia Beach is a good place to live (3.35 out of a possible 4.0)
- For the most part, I can conveniently access City services (3.23)
- My neighborhood is a safe place to live (3.22)
- Virginia Beach, in general, is a safe place to live (3.12)

Participants were then asked to name something that could be changed to enhance their satisfaction with living in Virginia Beach (see Survey Results, pgs. 32 and 33). The most popular responses related to reducing traffic flow problems (16.8%), lowering taxes/fees (12.2%), improving the roads (7.4%), and minimizing growth (4.2%). Some also mentioned that the City should listen to citizens more (3.6%), plan better for growth and development (3.2%), and preserve more green space (3.0%).

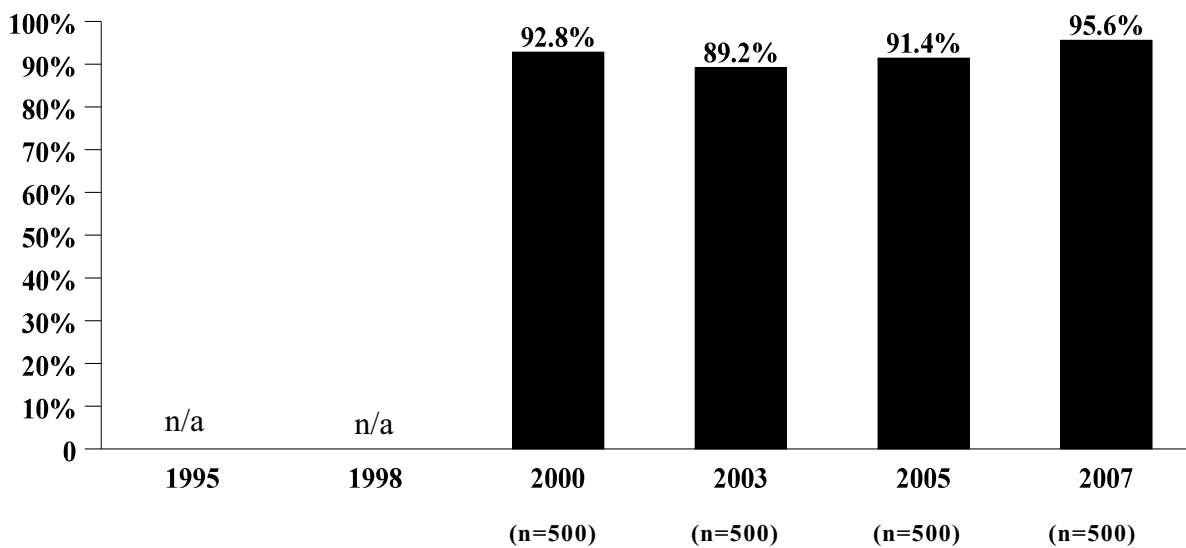
EXECUTIVE SUMMARY (cont'd)

Over the next several pages, bar charts will highlight the major findings of this study. Clearly, Virginia Beach residents enjoy a high level of satisfaction with City services, and this has been relatively consistent over the years. (As an aside, small variations are normal.)

**OVERALL SATISFACTION WITH CITY SERVICES
(Percent Satisfied)**



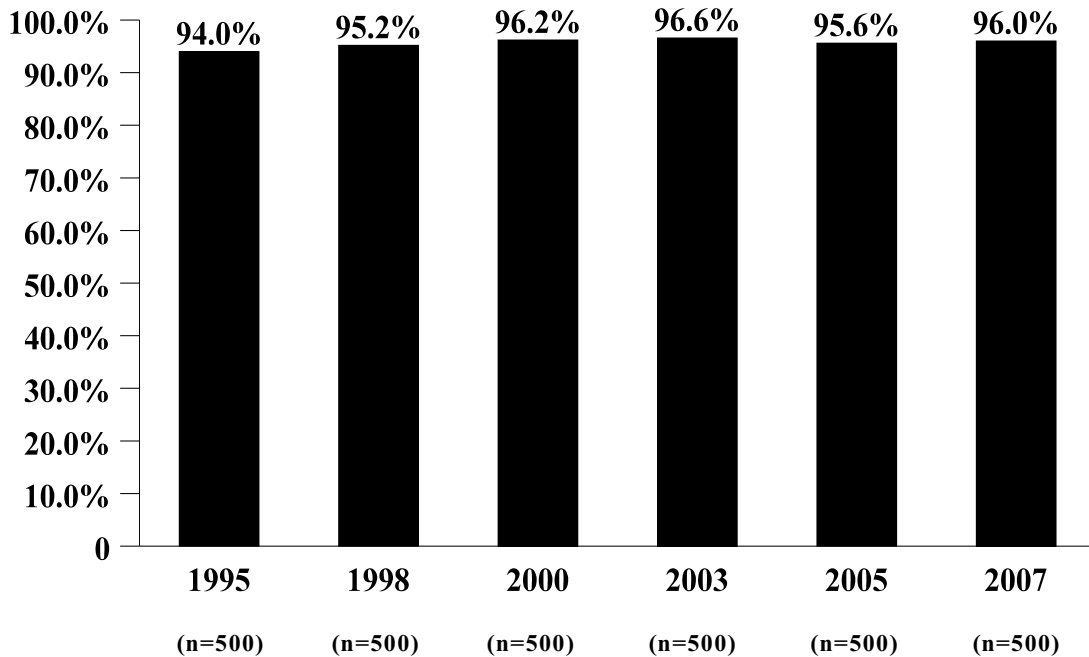
**OVERALL SATISFACTION WITH THE APPEARANCE OF THE CITY
(Percent Satisfied)**



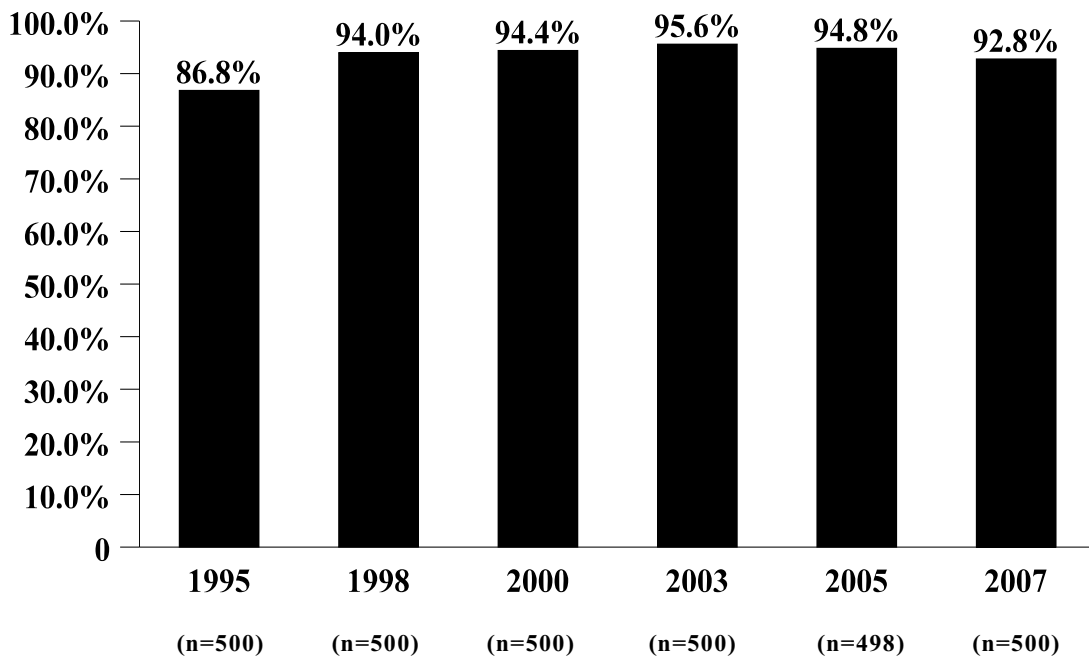
NOTE: The (n=__) beneath each column indicates the number of people who responded to the question.

EXECUTIVE SUMMARY (cont'd)

PERCENT WHO AGREE VA BEACH IS A GOOD PLACE TO LIVE

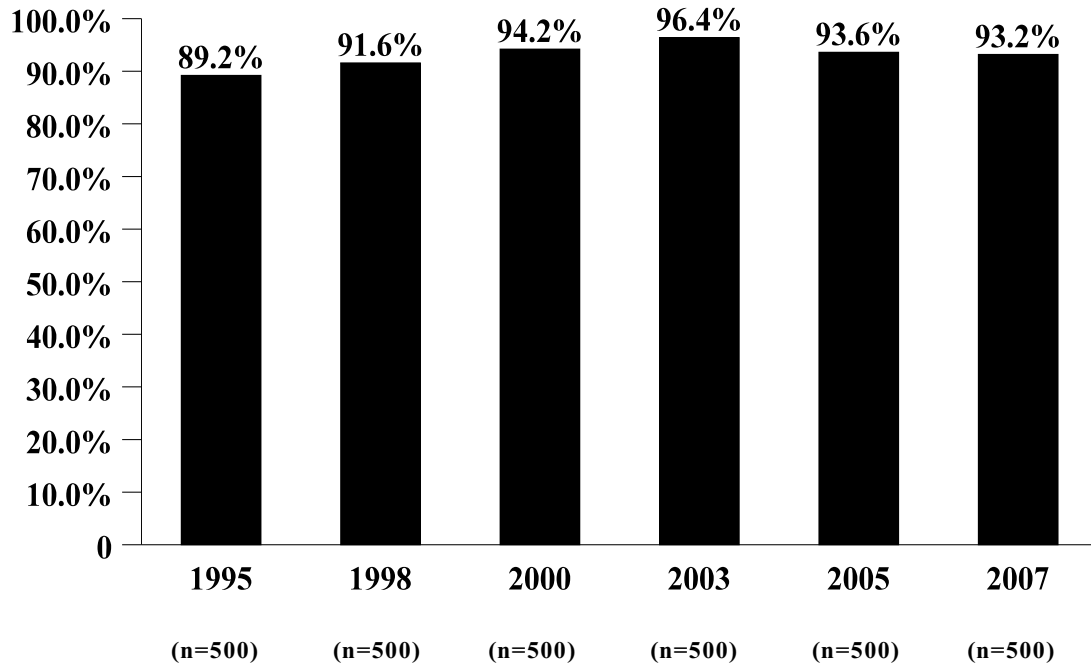


PERCENT WHO AGREE VA BEACH IS A SAFE PLACE TO LIVE

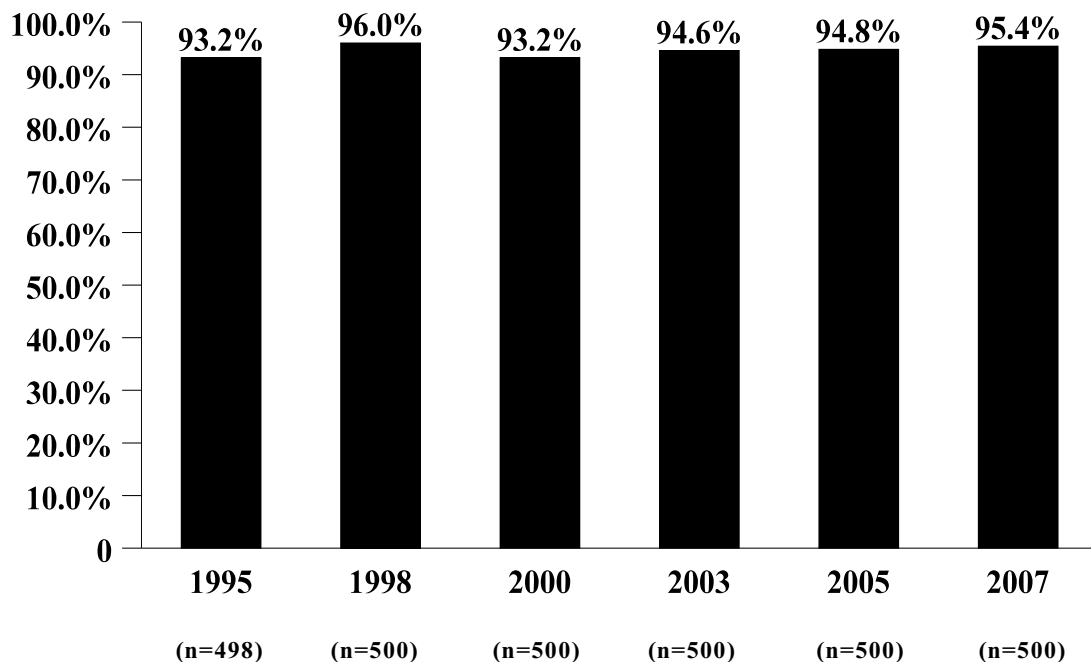


EXECUTIVE SUMMARY (cont'd)

**PERCENT WHO AGREE "MY NEIGHBORHOOD" IS A
SAFE PLACE TO LIVE**



**PERCENT WHO AGREE THEY CAN CONVENIENTLY
ACCESS CITY SERVICES**



PROJECT BACKGROUND

This opinion survey of Virginia Beach households was designed to measure whether residents' expectations are being met. The study was conducted by Continental Research Associates, Inc., a local full-service marketing research company established in 1976. A number of similar Virginia Beach Citizens' Surveys have been conducted since 1993. Currently, the survey is conducted on a bi-annual basis. The 2007 study was coordinated by Michael Maher, a representative from the City's Management Services Department.

Opinion surveys are one way to measure progress toward the City's goal of exceeding residents' expectations. The specific questions on this survey are intended to reflect the City's mission to enhance the quality of life in Virginia Beach and provide municipal services that are valued by residents.

The 2007 questionnaire was similar to those used in prior Virginia Beach Citizens' Surveys. Residents were asked to rate their level of satisfaction with various City services and characteristics. Because taxpayers help fund the City's budget, all perceptions were welcomed, regardless of whether a person had firsthand experience with a given service. Consumer opinions are influenced by many things, including personal experience, local hot issues, the economy, election year media coverage, and word of mouth.

METHODOLOGY

This telephone survey of Virginia Beach residents was conducted by Continental Research Associates, Inc., a local marketing research firm. The purpose of the study was to learn how residents feel about their community and the services provided by the City. Benchmark studies were performed in 1993 and 1995, and similar tracking surveys have been performed periodically since that time.

While the 2007 questionnaire was similar to the prior years', several new, topical items were added and others deleted. To respect each resident's valuable time, the survey was limited in length. Initial screening questions were used to verify that each participant was an adult head of household (over age 18), eliminate businesses, and verify that the person resided within the City boundaries. To avoid the inherent bias caused by females answering the phone more often, interviewers asked for a male head of household 50% of the time.

After the draft survey was approved by the City, the questionnaire was pre-tested on a sub-sample of Virginia Beach residents. A pre-test is used to identify wording difficulties or sequencing problems and consider any design changes that could improve the overall flow of the interview. Senior staff members conducted pre-tests with 37 households, and only minor changes were made as a result.

The questionnaire began with a series of satisfaction ratings for 31 City services or attributes. Then, an open-ended question asked the respondent to discuss what the City could do to make him/her a more satisfied resident. Then, in order to compare the responses of people who used a given service with those who did not, a series of seven Yes-No items inquired about the use of certain services. Six statements were then read to participants who were asked to indicate their level of agreement or disagreement with each. A series of demographic questions was also included. A copy of the questionnaire is included in Appendix B of this report.

METHODOLOGY (cont'd)

During the fieldwork phase, a full cross-section of Virginia Beach households was asked to participate in the study. The list of telephone numbers was generated by Continental Research using a copyrighted in-house software program. Households were randomly chosen based on the percentage of homes in each Zip Code. Once proportionate by Zip Code, two randomized digits were added to each phone number to achieve a more fully representative sample and ensure the inclusion of new and unlisted phone numbers. While this process results in a larger number of “Disconnects,” it produces a broad spectrum of respondents and a higher quality sample.

The data collection phase is extremely important. A team of eight professional interviewers conducted the surveys. Each had extensive training (that included standardized materials from the Marketing Research Association) and several years of experience prior to working on this study. Three were bi-lingual (French, Tagalog, and Spanish), although language was generally not a problem. Most of the interviewers had worked on prior Virginia Beach studies. All attended a detailed briefing session to receive important instruction on administering the questionnaire. Current issues relating to the City were also discussed. Role-playing exercises were used with the pre-formatted questionnaire to practice the proper techniques for administering the survey, discuss various probes, and develop a tempo for reading the survey verbatim.

All contacts were initiated from our local central telephone facility. The first contact calls were made from 5:15 to 9:15 p.m. Monday through Thursday and from 4 to 9 p.m. on Sunday. These hours were chosen to ensure the inclusion of both working and non-working adults. If a respondent asked to be called back at another date or time, an appointment system was used to accommodate his schedule.

In order to achieve a representative sample, households selected for inclusion in the study were called at least six times (on different days/times) before a substitute phone number was added to the sample frame. A few appointments were made with busy people who were not available at the time of the call, and about ten surveys were completed over two contact calls.

The interviews were completed between October 30th and November 28th. (See page 8 for a discussion of the sample size and Margin of Error.) On average, the interviews took 15 minutes to complete. The survey was generally well-received. Because residents were encouraged to share their feelings, many interviews did require over 20 minutes.

The survey responses were entered directly into the computer using CATI (Computer-Assisted Telephone Interviewing) technology. This process allows for the rotation of survey items within each grid-style question and eliminates any sequence bias. A supervisor was present at all times to electronically monitor the interviewers' work, hearing both sides of the conversation and observing the recording of answers on-line. Over 38% of all interviews were fully monitored, and an additional 25% were partially monitored. This is far in excess of the 5-10% industry standard for validation.

Each evening, a de-briefing session was held to discuss the survey's progress and how residents were responding to the survey. These meetings provide anecdotal information that is useful when interpreting the tabulated findings and help identify whether any current events are impacting the survey results. Some sideline remarks were recorded and are included in Appendix A.

METHODOLOGY (cont'd)

The open-ended survey responses were then read and evaluated by a coder. Similar responses were grouped into categories and assigned a common numeric code. The codes were then entered into the computer and verified by a second key operator in preparation for analysis of the open-ended responses.

A detailed computer program was written to tabulate the findings, and the surveys were analyzed using a statistical software package known as SPSS (i.e., the Statistical Package for the Social Sciences). This report presents the 1995 - 2007 data in column form for side-by-side comparison. (Any prior years' surveys may be available from the City.)

Generally speaking, the percentages in this report total vertically to 100%. The (n= __) indicator beneath each column shows how many people responded to a particular question (i.e., "Don't Know" responses were excluded). When averages are available to compare data over time, the significance of any change in those averages was tested using a T-Test statistic. The T-Test is a computer-generated calculation that identifies whether two averages (i.e., the means and their distributions) are "significantly different" from one another. Any results that were found to be significant are indicated.

MARGIN OF ERROR

This survey included a random sample of 500 Virginia Beach households. Because random selection was used, the results represent the community well. While a typical municipal survey might include 300 residents, this study employed a larger sample so the data could be analyzed by sub-groups. After a point, it is not economically wise to spend money to increase the sample size because there is a diminishing return in terms of reducing the “Error Margin.”

For a community with a population *the size of Virginia Beach*, various sample sizes can be considered (see chart below). The term “Margin of Error” represents the **maximum** amount (with 95% certainty) that a percentage in the report might vary from a full census (at a given sample size).

<u># of Completed Interviews:</u>	<u>The Margin of Error= Plus or Minus:</u>
100	9.8 percentage points
200	6.9
300	5.6
400	4.9
500	4.4
600	4.0
1000	3.1

As an aside, nationally representative surveys often use samples of 1,000 to 1,500 households. The sample size of 500 Virginia Beach households produces results where any percentage in the report would be within ± 4.4 percentage points. While the $\pm 4.4\%$ Margin of Error applies to a 50% figure found anywhere in the report, smaller or larger percentages are more accurate. The chart below shows the error margins for various percentages in the 2007 report. (The Margin of Error for earlier years was the same.)

If the report percentage is:	The Margin of Error will be:
99%	$\pm 0.9\%$
95%	$\pm 1.9\%$
90%	$\pm 2.6\%$
80%	$\pm 3.5\%$
70%	$\pm 4.0\%$
60%	$\pm 4.3\%$
----- 50% Highest Margin of Error -----	$\pm 4.4\%$
40%	$\pm 4.3\%$
30%	$\pm 4.0\%$
20%	$\pm 3.5\%$
10%	$\pm 2.6\%$
5%	$\pm 1.9\%$
1%	$\pm 0.9\%$

HOW TO MAKE COMPARISONS

Virginia Beach has conducted a Citizens' Survey eight times, typically referring to 1995 as the benchmark. Small changes from year to year are to be expected. In particular, with such high ratings (i.e., many are above 90%), downward fluctuations are normal.

Some questionnaire wording changes have occurred over the years. The most significant change occurred after 1995 when the wording of the "use" questions was improved. Rather than ask if a person had "used" a museum, residents were asked if they had "visited" a Virginia Beach museum in the past year. The proportion of "Don't Know" responses has also varied slightly from year to year. Because including the "Don't Know" responses can distort the results (e.g., the percent who were Satisfied), this report displays only the data for those who responded to a given question (i.e., excluding "Don't Know" responses).

Please understand that this survey was not intended to rank City departments against one another. Each department provides unique services, with some being more likely than others to be rated favorably (because of the nature of their work). Since some departments have an advantage over the others simply because of the service they perform, please consider each rating in context without comparing one department to another.

This report also includes tabulated "average" satisfaction scores. The rating questions used a word scale, rather than a number scale, so each answer choice was assigned a numeric value in order to calculate averages and compare the data over time (and between groups). Mathematical averages allow researchers to better isolate any statistically significant changes (as opposed to tracking the percent "satisfied" which is less sensitive to change over time).

To calculate mathematical averages, the following numeric values were used:

4 = Very Satisfied (the highest rating)	4 = Strongly Agree (the highest rating)
3 = Satisfied	3 = Agree
2 = Dissatisfied	2 = Disagree
1 = Very Dissatisfied (the lowest rating)	1 = Strongly Disagree (the lowest rating)

NOTE: In both cases, the scale midpoint would be 2.5.

T-Test results are shown in several tables. A T-Test is a statistical technique that tests for differences in the distribution of the individual responses and their averages over time. The T-Test employs a mathematical formula to determine whether the differences between two groups are random or "statistically significant." Significant results are always noted and may take the form of significant increases or decreases.

SUMMARY: 2007 SURVEY RESULTS

This telephone survey of 500 randomly-selected Virginia Beach residents was conducted by Continental Research between October 30th and November 28th of 2007. The City of Virginia Beach commissions a periodic Citizens' Survey to secure feedback from taxpayers on City services and hear residents' concerns.

A representative from the City's Management Services Department, Michael Maher, coordinated the project and guided the questionnaire development. Each respondent was to be asked to evaluate numerous City services and characteristics and react to an open-ended question about improving his or her overall satisfaction with life in Virginia Beach.

As has been true in the past, the Virginia Beach Citizens' Survey results are quite favorable. One of the most important indicators of resident satisfaction is a global measure. When asked to evaluate their **overall satisfaction with City services**, 93.4% of those surveyed were satisfied. This is extremely favorable and has been very high since the 1995 benchmark study.

Residents rated 31 City programs and services in addition to the global rating. Seven of those services were also followed by "use" measures. Users were identified in order to analyze whether people with firsthand experience were more (or less) satisfied than those with no recent experience. Lastly, residents were asked to indicate their agreement or disagreement with six statements about Virginia Beach (relating to safety, communication, etc.).

Use and Satisfaction With 31 City Services/Characteristics

While most of the respondents reported using some City services, we would expect fewer to have used others. The reported "use" rates ranged from 58.6% for those who have been to a Virginia Beach recreation center to 81.6% for visiting a public library in the City.

Most residents were able to rate the 31 City services and characteristics. Because people may have seen, heard, or read about them (or simply hold a generalized opinion), the interviewers encouraged participants to voice their general opinion about the services even if they had no direct experience. As is customary, though, all rating scores in this report exclude those who said "Don't Know."

When calculating the overall "Percent Satisfied" with a City service or program, the Very Satisfied and Satisfied responses were combined to create a general satisfaction measure. When tracking the "Percent Satisfied" over time, it is important to realize that such a combined percentage is not very sensitive to change, even when variation has occurred in the individual ratings. As you might expect, some people who were simply "Satisfied" in one year may become "Very Satisfied" the next. While this represents an improvement, no net change in the combined "Percent Satisfied" would occur. As such, we would recommend focusing on the means (averages) to identify trends over time.

NOTE: After 1995, the "use" questions were re-worded to reflect whether citizens used, visited, or observed (as appropriate) the services or programs. This explains the lower levels of use found in 1995.

SUMMARY: 2007 SURVEY RESULTS (cont'd)
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Many municipalities target a goal of 80% (or more) for resident satisfaction ratings. Such a threshold helps decisionmakers identify those services (rating below 80%) that may warrant additional focus or emphasis. In Virginia Beach, most programs and services enjoyed very high levels of satisfaction. Twenty-one of the 31 services and characteristics that were rated exceeded the threshold level of 80% satisfaction, and 15 of them scored at 90% or above. More importantly, 93.4% were satisfied with City services overall.

Items that received a **90% or more satisfaction rating** include:

- Fire Department services (99.4%, and improved significantly* since 2005)
- The public libraries (98.0%)
- Paramedic and Rescue Squad services (97.6%, and improved significantly* since 2005)
- The 911 Emergency Telephone Center (97.3%, and improved significantly* since 2005)
- Recreation centers (96.8%, and improved significantly* since 2005)
- The appearance of the City's municipal buildings and facilities (96.2%, and improved significantly* since 2005)
- The overall appearance of the City (95.6%)
- The parks (95.2%, and improved significantly* since 2005)
- The number of opportunities for volunteerism (94.4%)
- The courtesy of City employees (94.2%)
- Police services (94.0%)
- Museums, the aquarium, and cultural arts activities (94.0%)
- The overall work performance of City employees (93.7%)
- Horticultural and Agricultural services (91.1%)
- City trash collection and recycling services (90.4%)

Survey items that received between **80% and 89% in their satisfaction rating** include:

- Overall appearance of your neighborhood (89.4%)
- The public school system in Virginia Beach (86.2%)
- The City's drinking water and sanitary sewer services (86.0%)
- The public beaches in the City (85.7%)
- The City's mental health and mental retardation services (83.2%)
- The job opportunities in Virginia Beach (80.2%, and improved significantly* since 2005)

*Based on a T-Test of means.

SUMMARY: 2007 SURVEY RESULTS (cont'd)
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Those items that rated below the 80% target include:

- Efforts to combat gang activity and gang violence (75.8%)
- The City's work with other area communities to address issues impacting our region (75.0%)
- Services for needy or homeless families (73.4%, but improved significantly* since 2005)
- Rain water drainage (70.8%, but improved significantly* since 2005)
- Efforts to protect natural resources, the environment, and open green space (64.6%)
- Maintenance of existing City roads and bridges (64.3%)
- The opportunity citizens have to share their ideas or opinions before the City makes important decisions (59.0%)
- Planning and construction of new City roads (51.5%)
- Planning for residential development (50.5%)
- The flow of traffic in the City (36.0%)

*Based on a T-Test of means.

As mentioned earlier, an "average" rating is the most appropriate statistic for tracking change over time. Satisfaction with each service was measured by using a four-point word scale. By assigning numbers to each word rating (Very Satisfied = 4, Satisfied = 3, Dissatisfied = 2, and Very Dissatisfied = 1), one can calculate a mathematical average (known as a mean). Using average ratings and a statistical T-Test procedure, researchers can monitor any "significant improvement" over time. The results on pages 19 and 20 (in the Survey Results section) highlight any significant increases or decreases in the average rating scores over time. For example, the letter "e" indicates a finding of "significant improvement" since 2005, while the letter "z" indicates a "significant decline" since 2005.

Users vs. Non-Users

The average satisfaction levels of users and non-users for 2007 are shown in the Survey Results section on page 26, and page 25 compares the percent satisfied over time. While one might expect a person with firsthand experience to rate a given service higher than someone with no recent experience, that is not always true.

Agreement With Six Statements

In the next section of the survey, the interviewers read a series of six statements about Virginia Beach. The respondent was asked if he or she Strongly Agreed, Agreed, Disagreed, or Strongly Disagreed with each. The Summary Table on page 30 (in the Survey Results section) displays the percent who agreed with each of the six statements. Very high levels of agreement were found, with 96.0% of those surveyed saying that

SUMMARY: 2007 SURVEY RESULTS (cont'd)
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Virginia Beach is a good place to live. When asked about accessing City services, 95.4% agreed that they could conveniently access City services (a significant increase since the 2005 survey). These figures have remained relatively high over the years and support our conclusion that Virginia Beach works hard to please its residents.

In terms of the communication between residents and the City, 70.6% of those surveyed said they know how to inform the City about how they feel on important issues (see Survey Results, pg. 30). While this is a challenging goal, the City continues to seek out ways to effectively communicate with residents and make each citizen feel valued.

Safety remains a high priority for the Virginia Beach City Council. When residents were asked if they felt their own neighborhood was safe, 93.2% agreed. And, when asked if they perceive the City as a safe place to live, 92.8% agreed. While improvements in safety can always be made, the residents seem generally satisfied.

Respondents were asked to react to the statement, "Overall, I receive a good value for my City tax dollar," and about three-fourths (74.2%) agreed. While it is common for people to react negatively towards taxation issues (particularly after the recent increases in property valuations), this item produced many positive responses. The average rating score of 2.79 places it above the midpoint of the rating scale (see Survey Results, pg. 31).

Making Residents More Satisfied

Each participant was asked to suggest one thing that would make him or her a more satisfied resident of Virginia Beach (see Survey Results, pgs. 32 and 33). As is typical with open-ended questions, the responses included a variety of interest areas. The three most popular responses had to do with reducing traffic flow issues (16.8%), lowering taxes/fees (12.2%), and improving the road system (7.4%). In descending order, the next items were to: stop or minimize growth (4.2%), listen more to citizens (3.6%), plan better for growth and development (3.2%), and create or preserve more green space (3.0%).

Summary

Based on these results, one could conclude that overall, Virginia Beach residents enjoy a very pleasant community. Indicative of their quality of life, the satisfaction scores were quite high, on average. The survey was well-received and many residents offered comments about what a lovely place Virginia Beach is. As might be expected, most residents could see room for improvement. There are concerns about growth, traffic, and taxation that will be discussed for years to come. Upon further analysis, the survey results were quite favorable, not just for the population as a whole, but for individual segments (e.g., new residents and longstanding, in all parts of the City, young and old), true to its commitment to become a "Community for a Lifetime."

SURVEY RESULTS

NOTE: Only people with opinions were included in the calculations and charts (i.e., “Don’t Know” responses were excluded from calculations).

SATISFACTION RATINGS

Think for a moment about living in the City of Virginia Beach. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in)?

The overall appearance of the City

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	24.6%	25.0%	25.2%	27.2%
Satisfied			68.2%	64.2%	66.2%	68.4%
Dissatisfied			7.0%	8.8%	7.2%	3.8%
Very Dissatisfied			<u>0.2%</u>	<u>2.0%</u>	<u>1.4%</u>	<u>0.6%</u>
			100.0%	100.0%	100.0%	100.0%
			(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =			3.17	3.12	3.15	3.22
Overall Percent Satisfied =			92.8%	89.2%	91.4%	95.6%

The City's Fire Department services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	33.3%	44.6%	41.6%	48.3%	39.2%	50.1%
Satisfied	66.1%	54.0%	56.2%	50.7%	60.2%	49.3%
Dissatisfied	0.4%	1.4%	2.2%	1.0%	0.6%	0.4%
Very Dissatisfied	<u>0.2%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=457)	(n=496)	(n=498)	(n=495)	(n=500)	(n=499)
Mean (average) =	3.32	3.43	3.39	3.47	3.39	3.49
Overall Percent Satisfied =	99.3%	98.6%	97.8%	99.0%	99.4%	99.4%
# of people who had no opinion (excluded from calculations) =	43	4	2	5	0	1

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

SATISFACTION RATINGS

Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's Paramedic and Rescue Squad services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	49.7%	43.6%	45.1%	34.6%	53.2%
Satisfied		48.1%	51.6%	52.9%	62.2%	44.4%
Dissatisfied		1.6%	3.8%	1.8%	3.0%	1.6%
Very Dissatisfied		<u>0.6%</u>	<u>1.0%</u>	<u>0.2%</u>	<u>0.2%</u>	<u>0.8%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%
		(n=497)	(n=498)	(n=497)	(n=500)	(n=498)
Mean (average) =		3.47	3.38	3.43	3.31	3.50
Overall Percent Satisfied =		97.8%	95.2%	98.0%	96.8%	97.6%
# of people who had no opinion (excluded from calculations) =		3	2	3	0	2

The City's police services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	31.1%	31.4%	34.6%	39.4%	33.8%	39.6%
Satisfied	60.0%	60.2%	55.6%	55.6%	62.0%	54.3%
Dissatisfied	6.8%	6.2%	8.0%	3.8%	3.6%	5.4%
Very Dissatisfied	<u>2.1%</u>	<u>2.2%</u>	<u>1.8%</u>	<u>1.2%</u>	<u>0.6%</u>	<u>0.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=473)	(n=500)	(n=500)	(n=498)	(n=500)	(n=497)
Mean (average) =	3.20	3.21	3.23	3.33	3.29	3.33
Overall Percent Satisfied =	91.1%	91.6%	90.2%	95.0%	95.8%	94.0%
# of people who had no opinion (excluded from calculations) =	27	0	0	2	0	3

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with fill in ?

The City's Horticultural and Agricultural services, including the Farmers Market

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	11.2%	18.9%	19.8%	27.3%	21.3%	26.0%
Satisfied	86.3%	76.1%	71.3%	66.6%	72.5%	65.1%
Dissatisfied	2.2%	4.8%	8.8%	5.9%	5.8%	8.5%
Very Dissatisfied	<u>0.2%</u>	<u>0.2%</u>	<u>0.2%</u>	<u>0.2%</u>	<u>0.4%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=445)	(n=481)	(n=491)	(n=494)	(n=484)	(n=481)
Mean (average) =	3.09	3.14	3.11	3.21	3.15	3.17
Overall Percent Satisfied =	97.5%	95.0%	91.0%	93.9%	93.8%	91.1%
# of people who had no opinion (excluded from calculations) =	55	19	9	6	16	19

The City's public libraries

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	53.4%	49.2%	39.7%	43.8%	49.4%	54.0%
Satisfied	45.3%	46.8%	55.3%	51.8%	48.0%	44.0%
Dissatisfied	1.2%	4.0%	4.6%	4.0%	2.4%	1.6%
Very Dissatisfied	<u>0.0%</u>	<u>0.0%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.2%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=494)	(n=500)	(n=499)	(n=500)	(n=500)	(n=500)
Mean (average) =	3.52	3.45	3.34	3.39	3.47	3.52
Overall Percent Satisfied =	98.8%	96.0%	95.0%	95.6%	97.4%	98.0%
# of people who had no opinion (excluded from calculations) =	6	0	1	0	0	0

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's recreation centers

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	32.8%	27.4%	25.9%	28.8%	43.3%	48.3%
Satisfied	63.8%	69.3%	70.5%	66.7%	50.7%	48.5%
Dissatisfied	3.1%	3.0%	3.6%	3.2%	5.4%	2.8%
Very Dissatisfied	<u>0.2%</u>	<u>0.2%</u>	<u>0.0%</u>	<u>1.2%</u>	<u>0.6%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=478)	(n=492)	(n=498)	(n=496)	(n=499)	(n=493)
Mean (average) =	3.29	3.24	3.22	3.23	3.37	3.45
Overall Percent Satisfied =	96.7%	96.7%	96.4%	95.6%	94.0%	96.8%
# of people who had no opinion (excluded from calculations) =	22	8	2	4	1	7

The City's parks

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	33.3%	25.8%	21.5%	27.5%	34.7%	39.4%
Satisfied	64.3%	68.8%	72.1%	68.3%	58.1%	55.8%
Dissatisfied	2.4%	4.4%	5.6%	3.8%	6.4%	4.6%
Very Dissatisfied	<u>0.0%</u>	<u>1.0%</u>	<u>0.8%</u>	<u>0.4%</u>	<u>0.8%</u>	<u>0.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=493)	(n=496)	(n=498)	(n=498)	(n=499)	(n=500)
Mean (average) =	3.31	3.19	3.14	3.23	3.27	3.34
Overall Percent Satisfied =	97.6%	94.6%	93.6%	95.8%	92.8%	95.2%
# of people who had no opinion (excluded from calculations) =	7	4	2	2	1	0

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The appearance of the City's municipal buildings and facilities

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	16.4%	18.2%	14.8%	23.2%	34.6%	41.8%
Satisfied	81.1%	74.3%	78.8%	71.6%	61.8%	54.4%
Dissatisfied	2.3%	6.7%	6.0%	4.6%	3.0%	3.4%
Very Dissatisfied	<u>0.2%</u>	<u>0.8%</u>	<u>0.4%</u>	<u>0.6%</u>	<u>0.6%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=482)	(n=495)	(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =	3.14	3.10	3.08	3.17	3.30	3.38
Overall Percent Satisfied =	97.5%	92.5%	93.6%	94.8%	96.4%	96.2%
# of people who had no opinion (excluded from calculations) =	18	5	0	0	0	0

The number of City activities and programs where residents can be volunteers

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	19.9%	25.0%	17.0%	22.6%	24.4%	29.7%
Satisfied	79.3%	71.6%	75.7%	72.7%	70.7%	64.6%
Dissatisfied	0.6%	2.6%	6.5%	3.9%	4.2%	5.2%
Very Dissatisfied	<u>0.2%</u>	<u>0.8%</u>	<u>0.8%</u>	<u>0.8%</u>	<u>0.6%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=482)	(n=496)	(n=489)	(n=483)	(n=495)	(n=478)
Mean (average) =	3.19	3.21	3.09	3.17	3.19	3.24
Overall Percent Satisfied =	99.2%	96.6%	92.6%	95.2%	95.2%	94.4%
# of people who had no opinion (excluded from calculations) =	18	4	11	17	5	22

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's 911 Emergency Telephone Center

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	30.5%	27.5%	36.5%
Satisfied				65.2%	68.9%	60.9%
Dissatisfied				4.1%	3.0%	2.5%
Very Dissatisfied				<u>0.2%</u>	<u>0.6%</u>	<u>0.2%</u>
				100.0%	100.0%	100.0%
				(n=488)	(n=499)	(n=488)
Mean (average) =				3.26	3.23	3.34
Overall Percent Satisfied =				95.7%	96.4%	97.3%
# of people who had no opinion (excluded from calculations) =				12	1	12

The City's museums, the aquarium, and cultural arts activities

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	34.8%	36.4%	33.1%	33.7%	41.8%	44.6%
Satisfied	62.9%	59.0%	59.7%	60.5%	52.0%	49.4%
Dissatisfied	1.9%	4.2%	6.8%	5.4%	5.8%	5.8%
Very Dissatisfied	<u>0.4%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=466)	(n=495)	(n=499)	(n=499)	(n=500)	(n=496)
Mean (average) =	3.32	3.31	3.25	3.27	3.35	3.38
Overall Percent Satisfied =	97.6%	95.4%	92.8%	94.2%	93.8%	94.0%
# of people who had no opinion (excluded from calculations) =	34	5	1	1	0	4

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The public beaches in the City

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	22.3%	19.3%	13.6%	29.6%	26.8%	32.2%
Satisfied	65.4%	69.4%	63.3%	52.6%	56.6%	53.5%
Dissatisfied	10.0%	9.9%	17.8%	15.2%	13.2%	11.9%
Very Dissatisfied	<u>2.3%</u>	<u>1.4%</u>	<u>5.2%</u>	<u>2.6%</u>	<u>3.4%</u>	<u>2.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=488)	(n=497)	(n=499)	(n=500)	(n=500)	(n=497)
Mean (average) =	3.08	3.07	2.85	3.09	3.07	3.15
Overall Percent Satisfied =	87.7%	88.7%	77.0%	82.2%	83.4%	85.7%
# of people who had no opinion (excluded from calculations) =	12	3	1	0	0	3

The job opportunities in Virginia Beach

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	14.3%	13.1%	16.3%
Satisfied				63.6%	64.3%	63.9%
Dissatisfied				19.6%	19.9%	18.0%
Very Dissatisfied				<u>2.5%</u>	<u>2.8%</u>	<u>1.9%</u>
				100.0%	100.0%	100.0%
				(n=489)	(n=498)	(n=479)
Mean (average) =				2.90	2.88	2.95
Overall Percent Satisfied =				77.9%	77.3%	80.2%
# of people who had no opinion (excluded from calculations) =				11	2	21

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's drinking water and sanitary sewer services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	26.0%
Satisfied						60.0%
Dissatisfied						12.0%
Very Dissatisfied						<u>2.0%</u>
						100.0%
						(n=500)
Mean (average) =						3.10
Overall Percent Satisfied =						86.0%

The City's services for needy or homeless families

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	6.2%	7.3%	6.8%	6.2%	7.8%	10.1%
Satisfied	71.0%	77.2%	69.0%	62.8%	54.1%	63.3%
Dissatisfied	20.8%	14.2%	21.5%	24.9%	32.0%	23.4%
Very Dissatisfied	<u>2.1%</u>	<u>1.3%</u>	<u>2.7%</u>	<u>6.0%</u>	<u>6.0%</u>	<u>3.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=438)	(n=479)	(n=484)	(n=481)	(n=497)	(n=474)
Mean (average) =	2.81	2.91	2.80	2.69	2.64	2.80
Overall Percent Satisfied =	77.2%	84.6%	75.8%	69.0%	62.0%	73.4%
# of people who had no opinion (excluded from calculations) =	62	21	16	19	3	26

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's mental health and mental retardation services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	10.0%	n/a	4.9%	7.4%	8.4%	11.8%
Satisfied	76.4%		81.5%	71.0%	69.7%	71.4%
Dissatisfied	11.2%		11.5%	17.1%	18.4%	14.6%
Very Dissatisfied	<u>2.4%</u>		<u>2.1%</u>	<u>4.4%</u>	<u>3.5%</u>	<u>2.2%</u>
	100.0%		100.0%	100.0%	100.0%	100.0%
	(n=420)		(n=471)	(n=473)	(n=488)	(n=465)
Mean (average) =	2.94		2.89	2.81	2.83	2.93
Overall Percent Satisfied =	86.4%		86.4%	78.4%	78.1%	83.2%
# of people who had no opinion (excluded from calculations) =	80		29	27	12	35

The public school system in Virginia Beach

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	33.6%
Satisfied						52.6%
Dissatisfied						12.0%
Very Dissatisfied						<u>1.8%</u>
						100.0%
						(n=500)
Mean (average) =						3.18
Overall Percent Satisfied =						86.2%

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The overall appearance of your neighborhood

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	34.4%	31.5%	34.0%	41.4%
Satisfied			57.2%	58.5%	56.0%	48.0%
Dissatisfied			7.4%	8.4%	9.0%	9.4%
Very Dissatisfied			<u>1.0%</u>	<u>1.6%</u>	<u>1.0%</u>	<u>1.2%</u>
			100.0%	100.0%	100.0%	100.0%
			(n=500)	(n=499)	(n=500)	(n=500)
Mean (average) =			3.25	3.20	3.23	3.30
Overall Percent Satisfied =			91.6%	90.0%	90.0%	89.4%
# of people who had no opinion (excluded from calculations) =			0	1	0	0

The City's work with other area communities to address issues impacting our region

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	8.9%	6.9%	9.7%
Satisfied				63.4%	65.8%	65.3%
Dissatisfied				22.7%	23.9%	22.7%
Very Dissatisfied				<u>5.1%</u>	<u>3.4%</u>	<u>2.3%</u>
				100.0%	100.0%	100.0%
				(n=494)	(n=494)	(n=484)
Mean (average) =				2.76	2.76	2.82
Overall Percent Satisfied =				72.3%	72.7%	75.0%
# of people who had no opinion (excluded from calculations) =				6	6	16

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with fill in ?

The City's efforts to protect natural resources, the environment, and open green space

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	10.6%	12.1%	9.8%	11.5%
Satisfied			60.8%	62.0%	54.1%	53.0%
Dissatisfied			24.1%	21.8%	28.1%	28.3%
Very Dissatisfied			<u>4.4%</u>	<u>4.0%</u>	<u>8.0%</u>	<u>7.1%</u>
			100.0%	100.0%	100.0%	100.0%
			(n=498)	(n=495)	(n=499)	(n=494)
Mean (average) =			2.78	2.82	2.66	2.69
Overall Percent Satisfied =			71.5%	74.1%	63.9%	64.6%
# of people who had no opinion (excluded from calculations) =			2	5	1	6

City trash collection and recycling services

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	25.5%	37.1%	30.0%	38.8%	30.2%	33.7%
Satisfied	60.2%	54.5%	61.0%	54.0%	61.6%	56.6%
Dissatisfied	12.3%	7.4%	8.0%	5.8%	6.4%	8.0%
Very Dissatisfied	<u>2.0%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>1.4%</u>	<u>1.8%</u>	<u>1.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=495)	(n=499)	(n=500)	(n=498)	(n=497)	(n=498)
Mean (average) =	3.09	3.28	3.20	3.30	3.20	3.22
Overall Percent Satisfied =	85.7%	91.6%	91.0%	92.8%	91.8%	90.4%
# of people who had no opinion (excluded from calculations) =	5	1	0	2	3	2

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's efforts to combat gang activity and gang violence

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	11.5%
Satisfied						64.4%
Dissatisfied						22.1%
Very Dissatisfied						<u>2.1%</u>
						100.0%
						(n=480)
Mean (average) =						2.85
Overall Percent Satisfied =						75.8%
# of people who had no opinion (excluded from calculations) =						20

The City's planning for residential development

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	4.2%	7.6%	5.6%	6.6%	4.4%	4.7%
Satisfied	54.5%	63.8%	59.7%	54.6%	51.4%	45.8%
Dissatisfied	32.0%	24.1%	28.1%	30.9%	34.8%	41.3%
Very Dissatisfied	<u>9.4%</u>	<u>4.4%</u>	<u>6.6%</u>	<u>7.8%</u>	<u>9.4%</u>	<u>8.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=481)	(n=497)	(n=499)	(n=498)	(n=500)	(n=487)
Mean (average) =	2.53	2.75	2.64	2.60	2.51	2.47
Overall Percent Satisfied =	58.6%	71.4%	65.3%	61.2%	55.8%	50.5%
# of people who had no opinion (excluded from calculations) =	19	3	1	2	0	13

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The opportunity citizens have to share their ideas or opinions before the City makes important decisions

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	8.6%
Satisfied						50.4%
Dissatisfied						34.0%
Very Dissatisfied						<u>7.0%</u>
						100.0%
						(n=500)
Mean (average) =						2.61
Overall Percent Satisfied =						59.0%

The maintenance of existing City roads and bridges

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	7.4%	6.8%	7.4%	8.4%	7.6%	7.2%
Satisfied	60.0%	65.8%	59.2%	53.0%	56.8%	57.0%
Dissatisfied	27.7%	22.2%	29.0%	31.4%	30.0%	31.1%
Very Dissatisfied	<u>4.8%</u>	<u>5.2%</u>	<u>4.4%</u>	<u>7.2%</u>	<u>5.6%</u>	<u>4.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=498)	(n=500)	(n=500)	(n=500)	(n=500)	(n=498)
Mean (average) =	2.70	2.74	2.70	2.63	2.66	2.67
Overall Percent Satisfied =	67.5%	72.6%	66.6%	61.4%	64.4%	64.3%
# of people who had no opinion (excluded from calculations) =	2	0	0	0	0	2

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The flow of traffic in the City

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	3.6%	1.4%	2.4%
Satisfied				35.6%	31.4%	33.6%
Dissatisfied				43.0%	47.6%	45.0%
Very Dissatisfied				<u>17.8%</u>	<u>19.6%</u>	<u>19.0%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=500)
Mean (average) =				2.25	2.15	2.19
Overall Percent Satisfied =				39.2%	32.8%	36.0%

The planning and construction of new City roads

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	6.6%	6.6%	4.2%	4.0%	2.2%	4.1%
Satisfied	69.5%	58.2%	64.5%	45.4%	43.4%	47.4%
Dissatisfied	20.8%	29.0%	28.9%	40.3%	45.4%	39.6%
Very Dissatisfied	<u>3.1%</u>	<u>6.2%</u>	<u>2.4%</u>	<u>10.3%</u>	<u>9.0%</u>	<u>8.8%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=486)	(n=483)	(n=498)	(n=496)	(n=498)	(n=487)
Mean (average) =	2.80	2.65	2.70	2.43	2.39	2.47
Overall Percent Satisfied =	76.1%	64.8%	68.7%	49.4%	45.6%	51.5%
# of people who had no opinion (excluded from calculations) =	14	17	2	4	2	13

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The City's rain water drainage (also called storm water management)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	4.1%	5.2%	4.4%	5.4%	5.4%	4.8%
Satisfied	63.3%	64.9%	53.4%	58.2%	53.2%	66.0%
Dissatisfied	24.9%	24.4%	32.6%	28.0%	31.6%	24.8%
Very Dissatisfied	<u>7.7%</u>	<u>5.4%</u>	<u>9.6%</u>	<u>8.4%</u>	<u>9.8%</u>	<u>4.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=493)	(n=499)	(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =	2.64	2.70	2.53	2.61	2.54	2.71
Overall Percent Satisfied =	67.3%	70.1%	57.8%	63.6%	58.6%	70.8%
# of people who had no opinion (excluded from calculations) =	7	1	0	0	0	0

The courtesy of City employees

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	18.4%	18.8%	18.6%
Satisfied				73.0%	72.4%	75.6%
Dissatisfied				7.2%	6.6%	4.4%
Very Dissatisfied				<u>1.4%</u>	<u>2.2%</u>	<u>1.4%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=500)
Mean (average) =				3.08	3.08	3.11
Overall Percent Satisfied =				91.4%	91.2%	94.2%

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

SATISFACTION RATINGS

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (fill in) ?

The overall work performance of City employees

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	14.0%	14.8%	14.9%
Satisfied				77.2%	76.4%	78.8%
Dissatisfied				7.0%	7.2%	5.1%
Very Dissatisfied				<u>1.8%</u>	<u>1.6%</u>	<u>1.2%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=495)
Mean (average) =				3.03	3.04	3.07
Overall Percent Satisfied =				91.2%	91.2%	93.7%
# of people who had no opinion (excluded from calculations) =				0	0	5

City services (overall)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Very Satisfied	14.7%	20.4%	14.4%	15.4%	19.2%	16.8%
Satisfied	80.1%	74.3%	77.2%	77.8%	73.4%	76.6%
Dissatisfied	4.4%	5.0%	7.8%	6.2%	6.6%	6.0%
Very Dissatisfied	<u>0.8%</u>	<u>0.2%</u>	<u>0.6%</u>	<u>0.6%</u>	<u>0.8%</u>	<u>0.6%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=498)	(n=499)	(n=500)	(n=499)	(n=500)	(n=500)
Mean (average) =	3.09	3.15	3.05	3.08	3.11	3.10
Overall Percent Satisfied =	94.8%	94.8%	91.6%	93.2%	92.6%	93.4%
# of people who had no opinion (excluded from calculations) =	2	1	0	1	0	0

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

SUMMARY TABLE: PERCENT SATISFIED
(“Very Satisfied” + “Satisfied”)
(In descending order based on the 2007 column)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Fire Department services	99.3%	98.6%	97.8%	99.0%	99.4%	99.4%
Public libraries	98.8%	96.0%	95.0%	95.6%	97.4%	98.0%
Paramedic & Rescue Squad services	n/a	97.8%	95.2%	98.0%	96.8%	97.6%
The 911 Emergency Telephone Center	n/a	n/a	n/a	95.7%	96.4%	97.3%
Recreation centers	96.7%	96.7%	96.4%	95.6%	94.0%	96.8%
The appearance of the City’s municipal buildings & facilities	97.5%	92.5%	93.6%	94.8%	96.4%	96.2%
The overall appearance of the City	n/a	n/a	92.8%	89.2%	91.4%	95.6%
Parks	97.6%	94.6%	93.6%	95.8%	92.8%	95.2%
The number of City activities & programs where residents can be volunteers	99.2%	96.6%	92.6%	95.2%	95.2%	94.4%
The courtesy of City employees	n/a	n/a	n/a	91.4%	91.2%	94.2%
Police services	91.1%	91.6%	90.2%	95.0%	95.8%	94.0%
Museums, the aquarium, & cultural arts activities	97.6%	95.4%	92.8%	94.2%	93.8%	94.0%
The overall work performance of City employees	n/a	n/a	n/a	91.2%	91.2%	93.7%
Overall satisfaction with City services	94.8%	94.8%	91.6%	93.2%	92.6%	93.4%
Horticultural & Agricultural services (including the Farmers Market)	97.5%	95.0%	91.0%	93.9%	93.8%	91.1%
City trash collection & recycling services	85.7%	91.6%	91.0%	92.8%	91.8%	90.4%
The overall appearance of your neighborhood	n/a	n/a	91.6%	90.0%	90.0%	89.4%
The public school system in Virginia Beach	n/a	n/a	n/a	n/a	n/a	86.2%

(continued)

SUMMARY TABLE: PERCENT SATISFIED (continued)
(“Very Satisfied” + “Satisfied”)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
The City’s drinking water & sanitary sewer services	n/a	n/a	n/a	n/a	n/a	86.0%
The public beaches in the City	87.7%	88.7%	77.0%	82.2%	83.4%	85.7%
The City’s mental health & mental retardation services	86.4%	n/a	86.4%	78.4%	78.1%	83.2%
The job opportunities in Virginia Beach	n/a	n/a	n/a	77.9%	77.3%	80.2%
The City’s efforts to combat gang activity and gang violence	n/a	n/a	n/a	n/a	n/a	75.8%
The City’s work with other area communities to address issues impacting our region	n/a	n/a	n/a	72.3%	72.7%	75.0%
Services for needy or homeless families	77.2%	84.6%	75.8%	69.0%	62.0%	73.4%
Rain water drainage	67.3%	70.1%	57.8%	63.6%	58.6%	70.8%
The City’s efforts to protect natural resources, the environment, & open green space	n/a	n/a	71.5%	74.1%	63.9%	64.6%
Maintenance of existing City roads & bridges	67.5%	72.6%	66.6%	61.4%	64.4%	64.3%
The opportunity citizens have to share their ideas or opinions before the City makes important decisions	n/a	n/a	n/a	n/a	n/a	59.0%
Planning & construction of new City roads	76.1%	64.8%	68.7%	49.4%	45.6%	51.5%
Planning for residential development	58.6%	71.4%	65.3%	61.2%	55.8%	50.5%
The flow of traffic in the City	n/a	n/a	n/a	39.2%	32.8%	36.0%

NOTE: As in prior years, the term “Satisfied” combines Very Satisfied and Satisfied responses.

SUMMARY TABLE: AVERAGE RATINGS
(In descending order based on the 2007 column)

These averages range between 1.0 (Very Dissatisfied) and 4.0 (Very Satisfied). The midpoint of this rating scale is a 2.5.

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	
Public libraries	3.52	3.45	3.34	3.39	3.47	3.52	c,d
Paramedic & Rescue Squad services	n/a	3.47	3.38	3.43	3.31	3.50	c,d,e
Fire Department services	3.32	3.43	3.39	3.47	3.39	3.49	a,c,e
Recreation centers	3.29	3.24	3.22	3.23	3.37	3.45	a,b,c,d,e
Museums, the aquarium, & cultural arts activities	3.32	3.31	3.25	3.27	3.35	3.38	c,d
The appearance of the City's municipal buildings & facilities	3.14	3.10	3.08	3.17	3.30	3.38	a,b,c,d,e
Parks	3.31	3.19	3.14	3.23	3.27	3.34	b,c,d,e
The 911 Emergency Telephone Center	n/a	n/a	n/a	3.26	3.23	3.34	d,e
Police services	3.20	3.21	3.23	3.33	3.29	3.33	a,b,c
The overall appearance of your neighborhood	n/a	n/a	3.25	3.20	3.23	3.30	d
The number of City activities & programs where residents can be volunteers	3.19	3.21	3.09	3.17	3.19	3.24	c
City trash collection & recycling services	3.09	3.28	3.20	3.30	3.20	3.22	a
The overall appearance of the City	n/a	n/a	3.17	3.12	3.15	3.22	d
The public school system in Virginia Beach	n/a	n/a	n/a	n/a	n/a	3.18	
Horticultural & Agricultural services (including the Farmers Market)	3.09	3.14	3.11	3.21	3.15	3.17	a
The public beaches in the City	3.08	3.07	2.85	3.09	3.07	3.15	b,c
The courtesy of City employees	n/a	n/a	n/a	3.08	3.08	3.11	
Overall satisfaction with City services	3.09	3.15	3.05	3.08	3.11	3.10	

NOTE: T-Test key is on the next page.

(continued)

SUMMARY TABLE: AVERAGE RATINGS (continued)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	
The City's drinking water & sanitary sewer services	n/a	n/a	n/a	n/a	n/a	3.10	
The overall work performance of City employees	n/a	n/a	n/a	3.03	3.04	3.07	
The job opportunities in Virginia Beach	n/a	n/a	n/a	2.90	2.88	2.95	e
The City's mental health & mental retardation services	2.94	n/a	2.89	2.81	2.83	2.93	d
The City's efforts to combat gang activity and gang violence	n/a	n/a	n/a	n/a	n/a	2.85	
The City's work with other area communities to address issues impacting our region	n/a	n/a	n/a	2.76	2.76	2.82	
Services for needy or homeless families	2.81	2.91	2.80	2.69	2.64	2.80	d,e,w
Rain water drainage	2.64	2.70	2.53	2.61	2.54	2.71	c,d,e
The City's efforts to protect natural resources, the environment, & open green space	n/a	n/a	2.78	2.82	2.66	2.69	y
Maintenance of existing City roads & bridges	2.70	2.74	2.70	2.63	2.66	2.67	
The opportunity citizens have to share their ideas or opinions before the City makes important decisions	n/a	n/a	n/a	n/a	n/a	2.61	
Planning for residential development	2.53	2.75	2.64	2.60	2.51	2.47	w,x,y
Planning & construction of new City roads	2.80	2.65	2.70	2.43	2.39	2.47	v,w,x
The flow of traffic in the City	n/a	n/a	n/a	2.25	2.15	2.19	

T-TEST KEY: a = significant improvement over 1995
b = significant improvement over 1998
c = significant improvement over 2000
d = significant improvement over 2003
e = significant improvement over 2005

v = significant decline over 1995
w = significant decline over 1998
x = significant decline over 2000
y = significant decline over 2003
z = significant decline over 2005

(Based on a Two-Tailed T-Test analysis on the means.)

NOTE: A T-Test analysis has been performed to find significant changes in the average satisfaction ratings over the years (see T-Test Key).

USE OF CITY SERVICES

We'd like to know which programs and services provided by the City of Virginia Beach you or your family have used in the past 12 months. Have you or other members of your family (fill in)?

Been to a Virginia Beach recreation center

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	45.2%	62.0%	52.4%	58.8%	56.2%	58.6%
No	<u>54.8%</u>	<u>38.0%</u>	<u>47.6%</u>	<u>41.2%</u>	<u>43.8%</u>	<u>41.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Visited a City park

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	64.8%	76.6%	74.6%	77.6%	71.2%	79.8%
No	<u>35.2%</u>	<u>23.4%</u>	<u>25.4%</u>	<u>22.4%</u>	<u>28.8%</u>	<u>20.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Visited a public beach in Virginia Beach

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	66.2%	77.8%	78.0%	78.4%	77.4%	79.6%
No	<u>33.8%</u>	<u>22.2%</u>	<u>22.0%</u>	<u>21.6%</u>	<u>22.6%</u>	<u>20.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

USE OF CITY SERVICES

In the past 12 months, have you or other members of your family (fill in) ?

Visited the Virginia Beach public library and/or used the library by computer from home or office

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	80.0%	86.0%	79.8%	79.8%	73.6%	81.6%
No	<u>20.0%</u>	<u>14.0%</u>	<u>20.2%</u>	<u>20.2%</u>	<u>26.4%</u>	<u>18.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Visited a museum, the aquarium, or attended a cultural arts activity in Virginia Beach

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	n/a	60.4%	58.2%	62.8%	65.4%	67.4%
No		<u>39.6%</u>	<u>41.8%</u>	<u>37.2%</u>	<u>34.6%</u>	<u>32.6%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%
		(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Contacted the City by phone, Internet, or in person to report a problem, for information, or to conduct business

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	n/a	n/a	n/a	79.4%	76.2%	63.6%
No				<u>20.6%</u>	<u>23.8%</u>	<u>36.4%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=500)

USE OF CITY SERVICES

In the past 12 months, have you or other members of your family (fill in) ?

Had any contact with or observed Public Safety, which includes Police, Fire, or the Rescue squad?

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	n/a	n/a	n/a	n/a	n/a	73.4%
No						<u>26.6%</u>
						100.0%
						(n=500)

**SUMMARY TABLE: PERCENT WHO SAID “YES”
(In descending order based on the 2007 column)**

In the past 12 months, have you or other members of your family (fill in) ?

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Visited the Virginia Beach public library and/or used the library by computer from home or office	80.0%	86.0%	79.8%	79.8%	73.6%	81.6%
Visited a City park	64.8%	76.6%	74.6%	77.6%	71.2%	79.8%
Visited a public beach in Virginia Beach	66.2%	77.8%	78.0%	78.4%	77.4%	79.6%
Had any contact with or observed Public Safety, which includes Police, Fire, or the Rescue Squad	n/a	n/a	n/a	n/a	n/a	73.4%
Visited a museum, the aquarium, or attended a cultural arts activity in Virginia Beach	n/a	60.4%	58.2%	62.8%	65.4%	67.4%
Contacted the City by phone, Internet, or in person to report a problem, for information, or to conduct business	n/a	n/a	n/a	79.4%	76.2%	63.6%
Been to a Virginia Beach recreation center	45.2%	62.0%	52.4%	58.8%	56.2%	58.6%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

PERCENT SATISFIED WITH SOME CITY SERVICES
User vs. Non-User

	<u>2000</u>		<u>2003</u>		<u>2005</u>		<u>2007</u>	
	<u>Use**</u>	<u>Don't</u>	<u>Use**</u>	<u>Don't</u>	<u>Use**</u>	<u>Don't</u>	<u>Use**</u>	<u>Don't</u>
Recreation centers	97.7%	94.9%	96.9%	93.6%	94.3%	93.6%	96.6%	97.0%
Parks	94.1%	92.0%	95.6%	96.4%	92.4%	93.7%	95.2%	95.0%
Public beaches in the City	80.8%	63.3%	83.7%	76.9%	86.6%	72.6%	85.4%	86.9%
Public libraries	95.2%	94.0%	95.7%	95.0%	97.6%	97.0%	97.8%	98.9%
Museums, the aquarium, & cultural arts activities	95.2%	89.4%	95.2%	92.4%	94.2%	93.1%	92.9%	96.2%
The courtesy of City employees	n/a		90.4%	95.1%	90.6%	93.3%	94.0%	94.5%
The overall work performance of City employees	n/a		89.7%	97.1%	90.8%	92.4%	92.1%	96.6%

NOTE: As in prior years, the term "Satisfied" combines Very Satisfied and Satisfied responses. Because of space constraints, the 1995 and 1998 columns were removed.

**Had contact with or used that service.

2007 RATINGS ONLY**AVERAGE SATISFACTION RATINGS FOR SOME CITY SERVICES
User vs. Non-User Ratings**

These scores could range between 1.0 (Very Dissatisfied) and 4.0 (Very Satisfied). The midpoint of this rating scale is a 2.5.

	2007 Had Contact <u>With</u>	2007 <u>Non-Users</u>	2007 <u>Avg.</u>	
Recreation centers	3.53	3.33	3.45	a
Parks	3.37	3.25	3.34	
Public beaches in the City	3.18	3.06	3.15	
Public libraries	3.56	3.30	3.52	a
Museums, the aquarium, & cultural arts activities	3.42	3.31	3.38	
The courtesy of City employees	3.09	3.15	3.11	
The overall work performance of City employees	3.05	3.12	3.07	

T-TEST KEY: a = Users rated significantly higher
b = Non-users rated significantly higher

(Based on a Two-Tailed T-Test analysis on the means.)

NOTE: A T-Test analysis has been performed to isolate any significant differences in satisfaction between the “user” and “non-user” ratings (see T-Test Key).

AGREEMENT WITH STATEMENTS

Next, I'd like to know if you Strongly Agree, Agree, Disagree, or Strongly Disagree with these statements:

“Virginia Beach is a good place to live.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	30.8%	35.4%	28.6%	36.2%	33.8%	39.0%
Agree	63.2%	59.8%	67.6%	60.4%	61.8%	57.0%
Disagree	5.2%	4.6%	2.8%	2.2%	3.8%	3.6%
Strongly Disagree	<u>0.8%</u>	<u>0.2%</u>	<u>1.0%</u>	<u>1.2%</u>	<u>0.6%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =	3.24	3.30	3.24	3.32	3.29	3.35
Overall Percent Who Agreed =	94.0%	95.2%	96.2%	96.6%	95.6%	96.0%

“For the most part, I can conveniently access City services.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	16.5%	20.6%	15.6%	16.8%	19.4%	27.8%
Agree	76.7%	75.4%	77.6%	77.8%	75.4%	67.6%
Disagree	6.2%	3.4%	6.2%	4.4%	4.8%	4.4%
Strongly Disagree	<u>0.6%</u>	<u>0.6%</u>	<u>0.6%</u>	<u>1.0%</u>	<u>0.4%</u>	<u>0.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=498)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =	3.09	3.16	3.08	3.10	3.14	3.23
Overall Percent Who Agreed =	93.2%	96.0%	93.2%	94.6%	94.8%	95.4%
# of people who had no opinion (excluded from calculations) =	2	0	0	0	0	0

Mean Scale: 4 = Strongly Agree
 3 = Agree
 2 = Disagree
 1 = Strongly Disagree

AGREEMENT WITH STATEMENTS

Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with these statements:

“I know how to inform the City about the way I feel on important issues.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	7.7%	14.5%	13.2%	14.7%	16.9%	12.2%
Agree	64.0%	60.6%	58.0%	61.8%	58.4%	58.4%
Disagree	24.2%	21.3%	24.2%	20.5%	21.1%	27.0%
Strongly Disagree	<u>4.0%</u>	<u>3.6%</u>	<u>4.6%</u>	<u>3.0%</u>	<u>3.6%</u>	<u>2.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=495)	(n=497)	(n=500)	(n=498)	(n=498)	(n=500)
Mean (average) =	2.75	2.86	2.80	2.88	2.89	2.80
Overall Percent Who Agreed =	71.7%	75.1%	71.2%	76.5%	75.3%	70.6%
# of people who had no opinion (excluded from calculations) =	5	3	0	2	2	0

“My neighborhood is a safe place to live.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	26.8%	26.6%	23.2%	27.4%	26.4%	29.6%
Agree	62.4%	65.0%	71.0%	69.0%	67.2%	63.6%
Disagree	9.8%	7.6%	4.4%	2.8%	5.8%	5.6%
Strongly Disagree	<u>1.0%</u>	<u>0.8%</u>	<u>1.4%</u>	<u>0.8%</u>	<u>0.6%</u>	<u>1.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)
Mean (average) =	3.15	3.17	3.16	3.23	3.19	3.22
Overall Percent Who Agreed =	89.2%	91.6%	94.2%	96.4%	93.6%	93.2%

Mean Scale: 4 = Strongly Agree
 3 = Agree
 2 = Disagree
 1 = Strongly Disagree

AGREEMENT WITH STATEMENTS

Do you Strongly Agree, Agree, Disagree, or Strongly Disagree with these statements:

“Virginia Beach, in general, is a safe place to live.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	10.2%	20.4%	17.0%	20.6%	18.5%	19.8%
Agree	76.6%	73.6%	77.4%	75.0%	76.3%	73.0%
Disagree	13.0%	5.6%	4.8%	3.8%	5.0%	7.0%
Strongly Disagree	<u>0.2%</u>	<u>0.4%</u>	<u>0.8%</u>	<u>0.6%</u>	<u>0.2%</u>	<u>0.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=498)	(n=500)
Mean (average) =	2.97	3.14	3.11	3.16	3.13	3.12
Overall Percent Who Agreed =	86.8%	94.0%	94.4%	95.6%	94.8%	92.8%
# of people who had no opinion (excluded from calculations) =	0	0	0	0	2	0

“Overall, I receive a good value for my City tax dollar.”

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Strongly Agree	n/a	n/a	n/a	11.2%	12.6%	10.3%
Agree				65.9%	63.2%	63.9%
Disagree				19.6%	20.0%	20.0%
Strongly Disagree				<u>3.2%</u>	<u>4.3%</u>	<u>5.8%</u>
				100.0%	100.0%	100.0%
				(n=499)	(n=494)	(n=496)
Mean (average) =				2.85	2.84	2.79
Overall Percent Who Agreed =				77.2%	75.7%	74.2%
# of people who had no opinion (excluded from calculations) =				1	6	4

Mean Scale: 4 = Strongly Agree
3 = Agree
2 = Disagree
1 = Strongly Disagree

SUMMARY TABLE: PERCENT WHO AGREED WITH EACH STATEMENT
(“Strongly Agree” + “Agree”)
(In descending order based on the 2007 column)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Virginia Beach is a good place to live	94.0%	95.2%	96.2%	96.6%	95.6%	96.0%
For the most part, I can conveniently access City services	93.2%	96.0%	93.2%	94.6%	94.8%	95.4%
My neighborhood is a safe place to live	89.2%	91.6%	94.2%	96.4%	93.6%	93.2%
Virginia Beach, in general, is a safe place to live	86.8%	94.0%	94.4%	95.6%	94.8%	92.8%
Overall, I receive a good value for my City tax dollar	n/a	n/a	n/a	77.2%	75.7%	74.2%
I know how to inform the City about the way I feel on important issues	71.7%	75.1%	71.2%	76.5%	75.3%	70.6%

NOTE: As in prior years, the term “Agree” combines Strongly Agree and Agree responses.

SUMMARY TABLE: AVERAGE AGREEMENT SCORES
(In descending order based on the 2007 column)

These averages range between 1.0 (Strongly Disagree) and 4.0 (Strongly Agree). The midpoint of this rating scale is a 2.5.

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>	
Virginia Beach is a good place to live	3.24	3.30	3.24	3.32	3.29	3.35	a,c
For the most part, I can conveniently access City services	3.09	3.16	3.08	3.10	3.14	3.23	a,b,c,d,e
My neighborhood is a safe place to live	3.15	3.17	3.16	3.23	3.19	3.22	
Virginia Beach, in general, is a safe place to live	2.97	3.14	3.11	3.16	3.13	3.12	a
I know how to inform the City about the way I feel on important issues	2.75	2.86	2.80	2.88	2.89	2.80	
Overall, I receive a good value for my City tax dollar	n/a	n/a	n/a	2.85	2.84	2.79	

T-TEST KEY: a = significant improvement over 1995 v = significant decline over 1995
 b = significant improvement over 1998 w = significant decline over 1998
 c = significant improvement over 2000 x = significant decline over 2000
 d = significant improvement over 2003 y = significant decline over 2003
 e = significant improvement over 2005 z = significant decline over 2005

(Based on a Two-Tailed T-Test analysis on the means.)

NOTE: A T-Test analysis has been performed to find significant changes in the average agreement ratings over the years (see T-Test Key).

2007 RESPONSES ONLY

What is the ONE most important thing the City could do that would make you a more satisfied resident?

	<u>Percentage</u>
I think everything is fine	8.8%
They should reduce the traffic flow problems	16.8%
The City should lower my taxes/fees	12.2%
They should improve the roads, build more roads, or finish road projects sooner	7.4%
Stop or minimize the growth	4.2%
They should listen more to citizens/do more surveys	3.6%
The City needs to plan better for growth/development	3.2%
The City should create/preserve more green spaces	3.0%
Reduce crime/Enhance public safety	2.8%
We need more public transportation	2.8%
They should improve the schools (more funding/smaller classes)	2.6%
We need more street sweeping/litter control	2.0%
The cost of living is too high (utilities/housing)	2.0%
We need more code enforcement	1.8%
There is too much commercial development	1.6%
They should provide more help for the disabled	1.6%
The City should stop wasting money/spend tax dollars more carefully	1.4%
They should solve the jet noise problems	1.2%
Control gangs and gang activity	1.0%
They should solve the rain water drainage problems	1.0%
The City needs more/better jobs	1.0%
We need more frequent recycling pickups	1.0%
They should provide more help for the homeless	1.0%
We need more recreation/activities for kids & teens	0.8%
More information should be shared with citizens	0.8%
Enforce the immigration laws more	0.8%
They should focus more on regionalism and regional solutions (e.g., for traffic issues)	0.8%
I disagree with current elected officials' positions on some issues	0.6%
They need to stop cutting deals with developers	0.6%
They should improve the water quality	0.6%
The City should prevent pollution/protect wildlife better	0.6%
We need more affordable housing	0.6%
They should put more utility lines underground	0.6%
The City should respond to requests more quickly	0.6%

(continued)

2007 RESPONSES ONLY**What is the ONE most important thing the City could do that would make you a more satisfied resident? (continued)**

	<u>Percentage</u>
Upgrade the rundown hotels in the resort area	0.6%
They should focus more on locals, not tourists or businesses	0.6%
There is too much residential development	0.4%
They should continue the development of Downtown	0.4%
The trash pick-up people shouldn't drop litter	0.4%
Don't charge for storm water management	0.4%
The City should maintain green spaces better	0.4%
We need more cultural events and activities	0.4%
We need more help for the elderly/more for seniors to do	0.4%
They should add more bike lanes	0.4%
Offer cheaper beach parking for Virginia Beach residents	0.4%
Enforce an early curfew for teens	0.4%
The rules in the oceanfront area should be stricter	0.2%
Build more City parking lots at the beach	0.2%
They need to expand the beach again	0.2%
They need to increase teachers' pay	0.2%
They should expand sidewalks into my neighborhood	0.2%
Add more before and after school care programs	0.2%
Don't just landfill the recyclables	0.2%
We need a Sentara hospital in southern Virginia Beach	0.2%
We need to extend Nimmo Parkway	0.2%
The City needs to improve the sewer system	0.2%
We need more help for small businesses	0.2%
I'd like more wheelchair cut-outs in the sidewalks	0.2%
We need to raise City employees' wages/Treat them better	0.2%
The City needs to treat military personnel with respect	0.2%
The City needs more parks	0.2%
Solve the mold and lead problems in Friendship Village	0.2%
Make better plans in case of a disaster	<u>0.2%</u>
	100.0%
	(n=500)

DEMOGRAPHICS

DEMOGRAPHICS**Zip Code of Residence**

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
23451	9.6%	9.6%	13.6%	13.4%	13.4%	12.8%
23452	15.2%	15.2%	14.6%	14.0%	14.0%	14.0%
23453	n/a	n/a	n/a	7.6%	7.6%	7.6%
23454	15.6%	15.6%	14.6%	14.2%	14.2%	14.0%
23455	10.6%	10.6%	11.6%	11.4%	11.4%	11.4%
23456	15.6%	15.6%	14.8%	9.2%	9.2%	9.8%
23457	0.8%	0.8%	1.0%	0.8%	0.8%	1.0%
23459	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
23462	14.8%	14.8%	14.6%	14.2%	14.0%	14.2%
23464	<u>17.8%</u>	<u>17.8%</u>	<u>15.2%</u>	<u>15.2%</u>	<u>15.2%</u>	<u>15.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Do you own your home or do you rent?

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Owns/Has mortgage	n/a	75.2%	74.8%	76.8%	73.2%	78.0%
Rents		<u>24.8%</u>	<u>25.2%</u>	<u>23.2%</u>	<u>26.8%</u>	<u>22.0%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%
		(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

How many years have you lived in Virginia Beach?

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
5 years or fewer	27.8%	23.6%	23.2%	17.8%	15.0%	17.0%
6 to 10 years	17.8%	17.8%	16.8%	17.6%	14.8%	13.6%
11 to 20 years	23.4%	23.2%	24.2%	25.2%	25.4%	24.4%
21 to 30 years	{ 31.0%	{ 35.4%	{ 35.8%	{ 39.4%	{ 44.8%	20.8%
31 or more years						<u>24.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)
Median # of Years* =	12.0 yrs.	14.0 yrs.	14.0 yrs.	17.0 yrs.	20.0 yrs.	20.0 yrs.

*The median was used at the request of the client (as opposed to the mean).

DEMOGRAPHICS**Do you have any children under the age of 18 living in your household?**

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	n/a	n/a	n/a	43.2%	39.8%	35.6%
No				<u>56.8%</u>	<u>60.2%</u>	<u>64.4%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=500)

If you work, in what city do you work? (If non-working, inquire about spouse.)

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Virginia Beach (incl. works from home)	58.8%	60.0%	63.8%	64.2%	67.9%	60.1%
Norfolk	30.5%	25.5%	23.5%	23.8%	19.7%	24.1%
Chesapeake	4.5%	6.0%	7.2%	6.3%	7.9%	9.3%
Portsmouth	3.6%	6.0%	1.8%	2.7%	1.7%	2.9%
Suffolk	0.2%	0.7%	n/a	0.7%	1.2%	1.0%
Peninsula cities	2.0%	1.6%	3.3%	1.9%	1.7%	2.6%
Other	<u>0.2%</u>	<u>0.2%</u>	<u>0.4%</u>	<u>0.2%</u>	<u>0.0%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=442)	(n=432)	(n=456)	(n=411)	(n=417)	(n=419)

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

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Yes	n/a	77.2%	75.0%	79.4%	81.8%	81.2%
No		<u>22.8%</u>	<u>25.0%</u>	<u>20.6%</u>	<u>18.2%</u>	<u>18.8%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%
		(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Age of Respondent

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
18 to 25*	10.8%	10.4%	13.2%	9.0%	7.0%	6.0%
26 to 34	26.8%	21.4%	16.0%	14.0%	16.6%	16.0%
35 to 44	23.8%	27.4%	25.8%	26.2%	24.0%	24.8%
45 to 54	17.6%	16.4%	21.4%	20.6%	24.2%	24.0%
55 to 64	11.2%	12.0%	12.0%	15.2%	14.2%	14.4%
65 or older	<u>9.8%</u>	<u>12.4%</u>	<u>11.6%</u>	<u>15.0%</u>	<u>14.0%</u>	<u>14.8%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)
Median Age** =	40.2 yrs.	41.6 yrs.	43.1 yrs.	45.4 yrs.	46.0 yrs.	46.3 yrs.

*This survey only included those who were a head of household.

**The median was used at the request of the client (as opposed to the mean).

DEMOGRAPHICS**Ethnic Origin of Respondent**

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
White (Caucasian)	80.4%	80.6%	76.8%	77.6%	74.4%	74.2%
African American	13.2%	12.4%	16.0%	13.4%	19.0%	21.2%
Filipino American/Asian/ Pacific Islander	3.4%	3.8%	3.0%	4.4%	3.8%	2.4%
Hispanic	2.6%	2.2%	2.2%	3.2%	2.2%	1.2%
Other	<u>0.4%</u>	<u>1.0%</u>	<u>2.0%</u>	<u>1.4%</u>	<u>0.6%</u>	<u>1.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

Educational Attainment of Respondent

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
High school or less	n/a	n/a	n/a	26.6%	25.2%	22.6%
Beyond high school				<u>73.4%</u>	<u>74.8%</u>	<u>77.4%</u>
				100.0%	100.0%	100.0%
				(n=500)	(n=500)	(n=500)

Yearly Household Income*

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Under \$20,000	13.3%	8.5%	7.3%	6.9%	5.3%	5.7%
\$20,000 to \$39,999	34.0%	30.4%	28.5%	22.7%	18.4%	15.6%
\$40,000 to \$59,999	29.1%	31.2%	27.5%	26.9%	28.7%	22.4%
\$60,000 to \$79,999	12.5%	15.4%	17.9%	17.6%	20.2%	18.7%
\$80,000 to \$99,999	11.1%	14.6%	18.7%	11.8%	12.1%	14.2%
\$100,000 to \$124,999	{	{	{	{ 14.1%	{ 15.2%	13.3%
\$125,000 or more						<u>10.1%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=488)	(n=494)	(n=491)	(n=490)	(n=494)	(n=487)
Median Income** =	\$41,830	\$47,142	\$50,296	\$55,151	\$58,309	\$66,703

*Prior to 2003, the highest income category was "\$80,000 or more." In 2003 and 2005, the highest category was "\$100,000 or more."

**The median was used at the request of the client (as opposed to using the mean).

Gender of Respondent

	<u>1995</u>	<u>1998</u>	<u>2000</u>	<u>2003</u>	<u>2005</u>	<u>2007</u>
Male	50.0%	48.2%	50.0%	49.8%	50.0%	49.0%
Female	<u>50.0%</u>	<u>51.8%</u>	<u>50.0%</u>	<u>50.2%</u>	<u>50.0%</u>	<u>51.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)

APPENDIX A:

Selected Sideline Comments Relative to the “Dissatisfied” Ratings

APPENDIX A

Selected Sideline Comments Relative to the “Dissatisfied” Ratings

Because of space constraints on the survey instrument, anecdotal information (from interviewer debriefings) about sideline comments is used to help explain some of the lower scores. The interpretation of some ratings will be more obvious than others. For example, over 60% of the people surveyed indicated some level of dissatisfaction with “The flow of traffic in the City.” Some people simply groaned, while others named specific trouble spots (e.g., Independence Blvd., Providence Rd., Witchduck Rd., Lynnhaven Parkway) or discussed the cause (e.g., the road system not being designed to handle the growth and increased traffic).

Below and on the following pages is a list of selected sideline comments relative to the “Dissatisfied” ratings. Each comment represents one person’s opinion.

Planning and construction of new City roads

To reduce traffic congestion, you have to anticipate development.
 Traffic at Princess Anne and Dam Neck is all messed up. Who planned that?
 Fast transportation demands that roads be planned in advance, not after the volume is out of control.
 You simply have to build more roads... even in places where houses exist now.
 Extend Nimmo Parkway to Princess Anne Road.
 Complete the road projects you start and never finish.
 Widen the roads to allow more cars to pass. Too many bottlenecks exist.
 Work with other communities and VDOT to do something about the big interchange.

Planning for residential development

Address the main issue of reducing development around Oceana.
 We simply need better planning for residential development. Where do we have space in our schools, etc.?
 Stop building neighborhoods everywhere - - high end or otherwise. Even rich people won’t want to commute on overcrowded roadways.
 Don’t put up all-residential neighborhoods with no commercial space nearby to support them.
 Stop the public-private partnerships. Developers and builders can do these projects without City money.

The opportunity citizens have to share their opinions before the City makes decisions

Council doesn’t listen to the people because the builders practically own them.
 Ask the people how they feel about more development and you’ll be surprised. We vote no.
 Why not have more Town meetings? Get ordinary people to come out and talk with them.
 Put more items out for a referendum. Then, follow our lead when we vote. Pay attention.
 I’ve heard that City Council has closed-door meetings.
 What’s happening with Indigo Dunes? Are they listening to what we want?

APPENDIX A (cont'd)
Selected Sideline Comments Relative to the “Dissatisfied” Ratings

Maintenance of existing roads and bridges

The newspaper showed how local governments have been putting off bridge renovations.
 Some roads are all full of potholes.
 The Lesner Bridge is dangerous. We've been lucky to avoid disaster.
 Keep tourists away and our roads might be able to last longer.
 The poor road conditions impact how traffic flows. Smooth roads mean smooth traffic flow.
 I'm concerned because we have so many bridges here and they can collapse.
 Hire more people to get the maintenance back-log caught up.
 If you set density limits, the roads wouldn't be in such poor repair.

Efforts to protect natural resources, the environment, and open green space

Stop urban sprawl by enforcing the green line zone. No more development.
 We need more natural areas in Virginia Beach. Animals are losing their habitats.
 Make a greater effort to conserve the environment. We've been thoughtless about the future.
 Leave the wetlands alone.
 At Forest Glen and Windsor Oaks, the waterway is full of shopping carts, bikes, etc. The
 City said they couldn't do anything about it.
 Ask the builders why so many trees are disappearing. Then, stop them.

Rain water drainage

If you fix the roads, the drainage will improve.
 There are areas that puddle with even a small rainfall.
 The drainage fees are too high.
 Water stands in the turn lanes of Shore Drive.
 What if we have another Isabel? Nothing has been done since the last hurricane.
 Prohibit blowing grass clippings in the street because they get into the storm drains.
 Clean the drains out on Lawson Street.
 Don't new developments tax our drainage systems? So, stop them from building.

Services for needy and homeless families

The City is not doing enough for the homeless.
 There are too many panhandlers.
 Fix that problem and you'll help reduce crime.
 Help needy children adopt middle class values to break the cycle.
 Senior citizens have been mugged to get \$5. Do something.
 Put more money into solving the deeper problem.
 When builders tear down trailer parks, you create homelessness.
 Virginia Beach needs more shelters and supportive housing.

APPENDIX A (cont'd)
Selected Sideline Comments Relative to the “Dissatisfied” Ratings

Work with other communities on regional issues

Let's get serious about light rail. Virginia Beach needs to participate.
We should work on solutions to traffic congestion.
Can't we discuss infrastructure issues as a team?
Stay on top of important environmental issues and pass ordinances all at once.
I think there must be a better transit system we could develop.
We should address gang activity as a region to stomp them out.
Since the tunnel traffic is a big problem, we should all work toward solving it.
Crime is a regional issue we cannot ignore.

Combating gang activity and gang violence

Gangs are a very real threat to residents' safety.
Get the youth in bad neighborhoods more interested in other things.
Gang crimes pose a threat and they deserve much more attention than they get.
Get rid of the gangs in the schools.
Focus on solving crime and you will find the gangs.
I see robberies, shootings, arson, and other crimes. I think that has a lot to do with gang development.

APPENDIX B:
2007 Questionnaire Form

APPENDIX B: (cont'd)
2007 Questionnaire Form

	<u>VS</u>	<u>S</u>	<u>D</u>	<u>VD</u>	<u>D/K</u>	
13)	4	3	2	1	7	Museums, the aquarium, & cultural arts activities
14)	4	3	2	1	7	The public beaches in the City
15)	4	3	2	1	7	The job opportunities in Virginia Beach
16)	4	3	2	1	7	The City's drinking water & sanitary sewer services
17)	4	3	2	1	7	Services for needy or homeless families
18)	4	3	2	1	7	The City's mental health & mental retardation services
19)	4	3	2	1	7	The public school system in Virginia Beach
20)	4	3	2	1	7	The overall appearance of your neighborhood
21)	4	3	2	1	7	The City's work with other area communities to address issues impacting our region
22)	4	3	2	1	7	The City's efforts to protect natural resources, the environment, & open green space
23)	4	3	2	1	7	City trash collection & recycling services
24)	4	3	2	1	7	The City's efforts to combat gang activity & gang violence
25)	4	3	2	1	7	Planning for residential development
26)	4	3	2	1	7	The opportunity citizens have to share their ideas or opinions before the City makes important decisions
27)	4	3	2	1	7	Maintenance of existing City roads & bridges
28)	4	3	2	1	7	The flow of traffic in the City
29)	4	3	2	1	7	Planning & construction of new City roads
30)	4	3	2	1	7	Rain water drainage (also called storm water management)
31)	4	3	2	1	7	The courtesy of City employees
32)	4	3	2	1	7	The overall work performance of City employees
33)	4	3	2	1	7	I'd like to get your overall satisfaction with City services. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied overall?

**APPENDIX B: (cont'd)
2007 Questionnaire Form**

34) What is the ONE most important thing the City could do that would make you a more satisfied resident?

We'd like to know which programs and services provided by the City of Virginia Beach you or your family have used in the past 12 months. Have you _____? (Rotate Q35 - Q41 List)

Yes No

- 35) 1 2 Been to a Virginia Beach recreation center?
- 36) 1 2 Visited a City park? **(Emphasize past 12 months)**
- 37) 1 2 Visited a public beach in Virginia Beach?

- 38) 1 2 Visited the Virginia Beach public library and/or used the library by computer from home or office?
- 39) 1 2 Visited a museum, the aquarium, or attended a cultural arts activity in Virginia Beach?
- 40) 1 2 Had any contact with or observed Public Safety, which includes Police, Fire, or the Rescue Squad?

- 41) 1 2 And, have you contacted the City by phone, Internet, or in person to report a problem, for information, or to conduct business?

Next, I'd like to know if you Strongly Agree, Agree, Disagree, or Strongly Disagree with this statement.

	<u>SA</u>	<u>A</u>	<u>D</u>	<u>SD</u>	<u>D/K</u>	
42)	4	3	2	1	7	Virginia Beach is a good place to live
43)	4	3	2	1	7	For the most part, I can conveniently access City services
44)	4	3	2	1	7	I know how to inform the City about the way I feel on important issues
45)	4	3	2	1	7	My neighborhood is a safe place to live
46)	4	3	2	1	7	Virginia Beach, in general, is a safe place to live
47)	4	3	2	1	7	Overall, I receive a good value for my City tax dollar

