

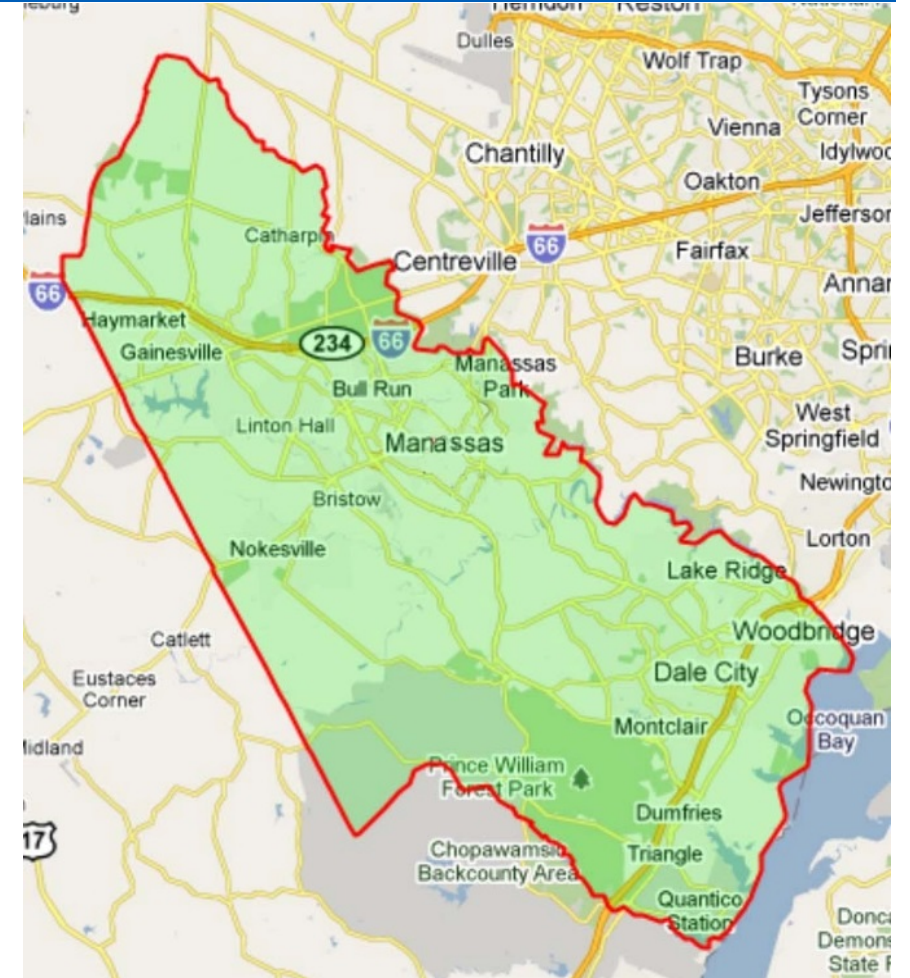
**PRINCE WILLIAM COUNTY, VIRGINIA  
2018 RESIDENT SATISFACTION SURVEY  
PRESENTATION FOR THE BOARD OF  
COUNTY SUPERVISORS**

**SEPTEMBER 11, 2018**



# AGENDA

- Intro
- About Issues and Answers
- Methodology/Demographics
- Respondent Map
- Satisfaction Snapshot
- Areas the County Excels
- Opportunities for Improvement
- What Residents Want to Improve Quality of Life
- What Affects How Residents Feel
- Use of County Services and Facilities
- Wrap Up



# INTRODUCTION

Every two years, Prince William County conducts a survey to keep abreast of changes in how residents feel about the services the County provides.

Issues & Answers seeks to provide a more in-depth analysis of information provided by residents than the County has received in prior years.

Prince William County has a highly diverse population. This varied community presents a singular challenge to leaders seeking to meet the needs and desires of people with very different backgrounds and perspectives.

Satisfaction with Quality of Life in Prince William County appears to be improving. Satisfaction does seem to vary by several characteristics:

- Location
- Length of Residence in County
- Age and Occupation

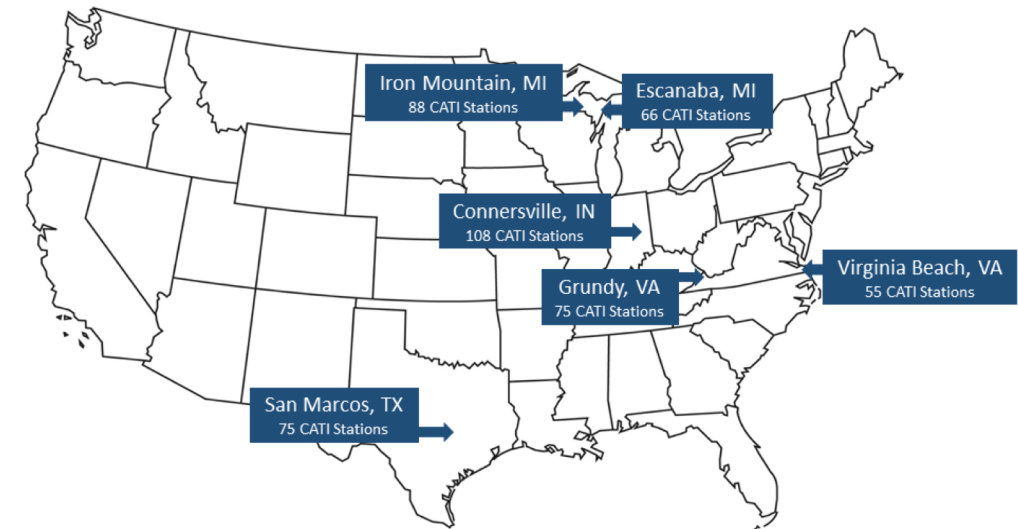
# ABOUT ISSUES AND ANSWERS

I&A is a leading supplier of survey research services to Federal, state and local government and major political consultants across the U.S.

## Strength, Expertise, Resources

- I&A is a privately held, full-service research firm.
- The Company was founded in 1988 in Virginia Beach, Virginia, and incorporated subject to the laws of the Commonwealth of Virginia.
- Since inception, I&A has conducted more than 18,000 studies.
- Key staff have over 20 years of experience in research.
- All of our U.S. projects are conducted at one of our six U.S.-based call centers.
  - Unlike other companies, we don't offshore any of our U.S. work.
- I&A is a member of several major professional associations through which we work to uphold quality standards and accountability in the market research industry:
  - American Association for Public Opinion Research (AAPOR)
  - American Marketing Association (AMA)
  - European Society for Opinion and Marketing Research (ESOMAR)
  - Qualitative Research Consultants Association (QRCA)
  - Insights Association (IA)

United States Call Center Locations



# METHODOLOGY/DEMOGRAPHICS

Attribute	Statistic
Median Age	39.5
Median Number of Years Living in County	15.0
Have Children in Public School	33.2%
Have Adult Over 65 in Household	21.1%
Median Household Income	\$97,127

Figure 1: Basic Statistics for the County

S6. Which of the following categories best describes your age?

F1. We have a few additional questions for statistical analysis purposes. For how many years have you lived in Prince William County?

F5. Are you a parent or guardian attending Prince William public schools?

F6. Which of the following age groups best describes anyone in your household, including you?

F9. Lastly, which letter includes your total yearly household income? Just stop me when I say the right letter. Is it . . . ?

n = 1,603

All interviews were completed by telephone

- Landline: 787 respondents
- Cell: 816 respondents
- Average Time: 18.5 minutes

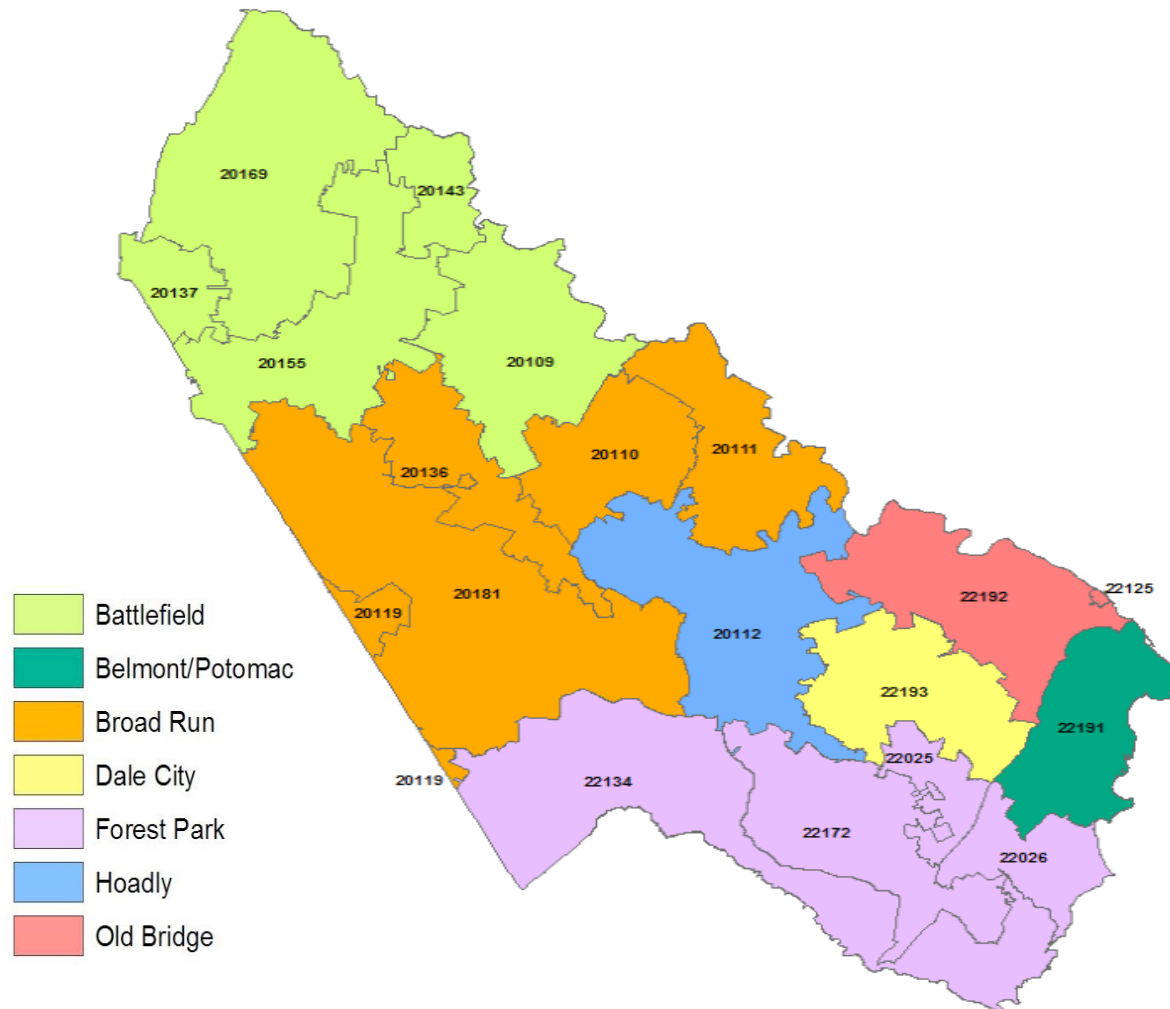
Ethnicity	Unweighted Percent	Weighted Percent
Caucasian, not Hispanic	62.5%	47.8%
Hispanic	9.2%	19.9%
African-American	19.4%	20.3%
Native American	1.5%	0.7%
Asian	5.2%	7.6%
Mixed	2.2%	3.7%

Figure 2: Ethnicity

F7. Do you consider yourself to be Spanish, Hispanic or Latino?

F8. Which of the following best describes you?

# RESPONDENT MAP



Region	n =	Percent of Respondents
Battlefield	266	16.6%
Belmont/Potomac	240	15.0%
Broad Run	247	15.4%
Dale	261	16.3%
Forest Park	197	12.3%
Hoadly	174	10.9%
Old Bridge	214	13.4%
<b>Total</b>	<b>1603</b>	<b>100%</b>

Figure 3: Distribution of Respondents across County

# SATISFACTION SNAPSHOT

“8’s”

- Voting experience in Prince William County
- You feel safe in your neighborhood
- Requests for police assistance receive prompt response
- You feel safe visiting commercial areas of the County

“7’s”

- County employees have been courteous and helpful
- Quality of recreation opportunities such as trails, boating, fishing and picnicking
- Easily access information about County programs and services that are important to you
- Animal control effectively protects residents and animals
- Quality of athletic fields
- Visual appearances of new developments reflect well on our area
- Quality of county pools and waterparks
- Prince William County’s services and facilities are a fair value for your tax dollars
- Quality of indoor recreation facilities

# SATISFACTION SNAPSHOT

## “7’s”

- Police display positive attitudes and behavior towards residents
- Police Dept. overall performance meets community needs
- Officers are courteous and helpful to all community members
- Police Dept. provides adequate information and crime prevention programs
- Police Dept. treats everyone fairly regardless of race, gender, ethnic or national origin

## “8’s”

- Fire and EMS responders provide high quality service

## “9’s”

- Fire and EMS responders are professional

### “8’s”

### “7’s”

- County library services including online services meet your needs
- Parks and Recreation services meet community needs



# HIGH OR IMPROVING PERFORMANCE ON OVERALL MEASURES

## ↑ Quality of Life

1. “You feel safe in your neighborhood”
2. “You feel safe when visiting commercial areas of the County”

## ↑ Trust

## ↑ Value for Tax Dollar

## ↑ Access to Information

3. “Know how to sign up for emergency alerts”/”Have emergency kits in the home”

## ↑ County Employees as Courteous and Helpful

4. “Fire and emergency medical service responders are professional”
5. “Fire and EMS responders provide high quality service”

## ↑ Overall Satisfaction with County Services

6. “Your voting experience in Prince William County”
7. “Requests for police assistance receive prompt response”
8. “County library services including online services meet your needs”

# OPPORTUNITIES FOR IMPROVEMENT

## ■ Human Services

- County services for people over the age of 60
- County services for people with disabilities
- County services for children at risk of neglect or abuse



## ■ Transportation

- Transportation network adequately supports the community
- Transportation network supports the needs of commuters
- Transportation network supports County growth

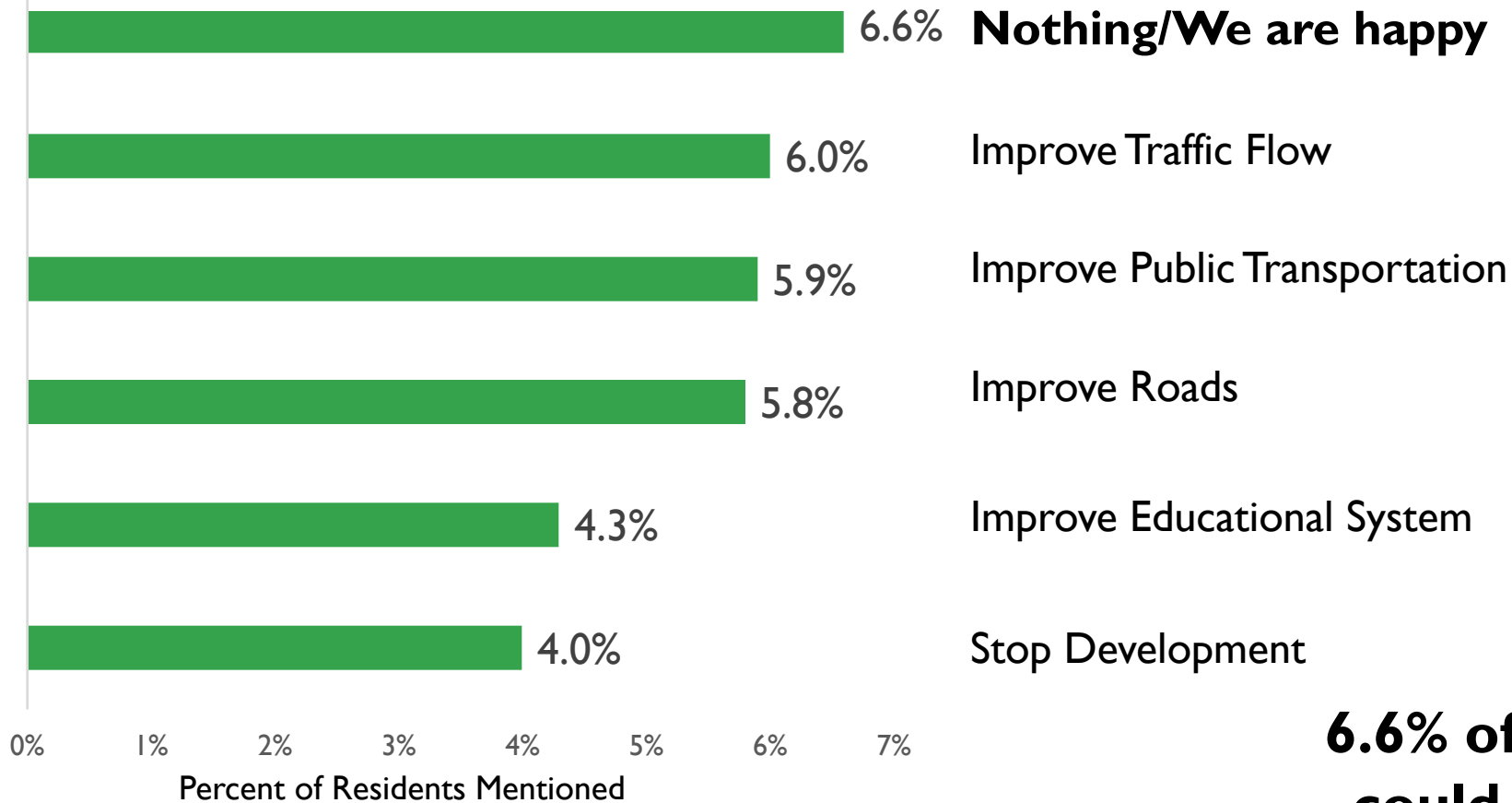


## ■ Resident Involvement in Planning

- Visual appearances of new developments reflect well on our area
- Can voice opinion while new development is still in planning stages
- Know how to get involved in planning development process



# What is the ONE most important thing the County should do to make Prince William County a better place to live?



**6.6% of residents were happy and could not think of any ways the county could improve**

Figure 4: Desired Improvements Mentioned by >4% of Residents  
15. What is the ONE most important thing the County should do to make Prince William County a better place to live?  
n = 1,603

# WHAT AFFECTS HOW RESIDENTS FEEL ABOUT QUALITY OF LIFE IN THE COUNTY?

- Trust the County to do the right thing
- Feeling safe in the neighborhood
- The visual appearance of new developments
- Ease of access to information about County programs and services important to the resident
- Value for the tax dollar
  - Trust the County to do the right thing
  - Quality of pools and waterparks
  - Police Department overall performance
  - Services for people over the age of 60
  - Employees are courteous and helpful
  - Transportation network supports the community
  - Library services meet your needs
  - Feeling safe in the neighborhood

# USE OF COUNTY SERVICES AND FACILITIES

**Parks and Recreation** is the most heavily used service the County offers, with approximately 80% of residents saying they make use of at least one of the facilities.

Use of County Parks and Recreation Facility	Percent Using
Public facilities such as trails and areas for boating, fishing or camping	55.5%
Athletic fields	45.8%
Indoor recreation facilities	42.0%
Public pools or waterparks	40.0%
None of the above	20.0%

Figure 5: Use of County Parks and Recreation Facilities  
16. We'd like to know which Parks and Recreation resources you or other members of your household have used in the past 12 months. Have you visited or used . . .  
n = 1,603

**The Library** is the second most heavily used service that the County offers. Seven in ten residents use the Library services, either at the facilities or online.

Use of County Services	Percent Contacting
Library, including online services	59.4%
Voter Registration	45.5%
Police Department	39.7%
EMS	26.5%
Fire	19.5%
Human Services	14.2%
None of the above	15.3%

Figure 6: Use of County Services  
17. We'd like to know with which County government departments or services you have had direct contact in the past 12 months.  
n = 1,358

## WRAP UP

Overall, more than half of residents are “very satisfied” with services provided by Prince William County.

Fire and EMS, voting experience and county library services are a few services Prince William County excels in.

A few areas that the county has improved include quality of life, trust and value for the tax dollar.

Some opportunities for improvement include transportation, schools and development.

**There are no areas in which a majority of residents are dissatisfied.**