

CITY OF CHESAPEAKE

Survey of Citizens

October 2014



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Overview

Key Findings

- * Most survey respondents were eager to participate in the study and appreciated the opportunity to provide the City with feedback.
- * Generally speaking, they feel the City provides quality services to residents. Of the 323 residents surveyed, 94.7% reported being satisfied with City services overall.
- * Chesapeake is a beautiful city. An overwhelming 95.7% are satisfied with the overall appearance of the City.
- * Municipal employees are appreciated. Over nine out of ten residents (93.8%) said they were satisfied with the courtesy of City employees.
- * Services provided by the City are valued. Most (18 out of 24) City services and characteristics rated above the 80% threshold in satisfaction. Only 6 items did not.
- * Chesapeake is one of the fastest growing cities in Virginia, with a population increase of 46.2% from 1990 and 2010. When residents were asked to name the most important problem or greatest need facing the City, a variety of topics were mentioned. Traffic, issues with City roads, too much growth or better planning for growth, and high property taxes were among the top answers.
- * Overall satisfaction with the ease of using the City's website is quite favorable (92.2% are satisfied).
- * The most important source of information about City services, programs, and activities is the City's website. While it is true that 74.3% of residents use the Internet daily (excluding work), another 13.6% use it weekly, and 12.1% go online less than once a week (or not at all).
- * Many City residents (44.0%) said they had attended the Chesapeake Jubilee in the past three or four years. Various suggestions for improvement were offered.
- * Chesapeake residents recognize the need to plan ahead for major weather events. Only 18.9% said they hadn't given much thought to planning how to protect themselves. And, 44.9% reported having a supply kit of things they may need in the event of a major snow storm or hurricane.

Executive Summary

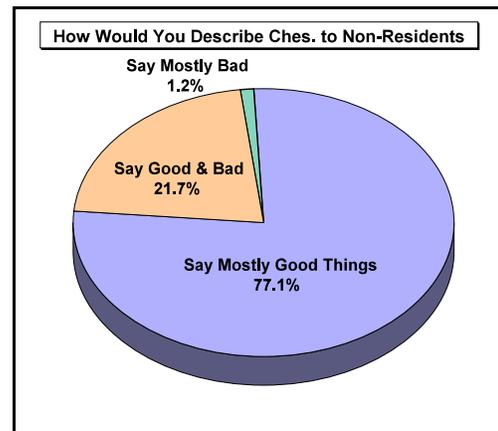
This 2014 survey of Chesapeake residents was commissioned by the City of Chesapeake and conducted by Continental Research Associates, Inc. The purpose of this study is to identify whether residents' expectations of the City are being met and solicit suggestions. Similar satisfaction surveys have been conducted since the 1990s. The 2014 questionnaire was based on the most similar prior survey (2006) and was updated to reflect current City services and issues.

A total of 323 randomly-selected households were surveyed. Each was contacted by landline telephone or cell phone between October 1st and October 29th. During the 16-minute interview, respondents were asked to rate various City services and characteristics. (To minimize bias, City employees were not included.) The surveys were then tabulated and analyzed using IBM's SPSS statistical software, and this summary of the findings was presented to the City of Chesapeake in early November.

~ ~ Describing Chesapeake to Non-Residents ~ ~

The survey opened with a general question about how Chesapeake residents would describe the City to someone who has never been there... "Would you say mostly good things, some good and some bad things, or mostly bad things?"

Here, most of those surveyed (77.1%) said they would say mostly good things, while one out of five people (21.7%) would mention a mixture of good and bad things. The most significant finding was that only 1.2% would say mostly bad things.



~ ~ The City's Greatest Challenge ~ ~

Prior to asking Chesapeake residents about their satisfaction with specific City services, each was asked to name the single most important problem or greatest need facing the City of Chesapeake today. While 10.2% of the respondents did not mention a need because they thought everything was fine, 89.8% did mention specific ideas. The suggestions were quite scattered, with many being mentioned by fewer than 5% of the residents.

The top issues were:

- Traffic congestion/delays (mentioned by 18.0% of the respondents)
- Issues with the roads (13.0% mentioned)
- Growth/need better planning for growth (9.3% mentioned)
- Property taxes (6.5% mentioned)
- School safety/teacher pay/need more funding (5.9% mentioned)
- Drainage problems (4.0% mentioned)
- Crime (4.0% mentioned)
- School crowding/need to build more schools (3.4% mentioned)

Executive Summary (cont'd)

~ ~ The City's Greatest Challenge ~ ~ (cont'd)

While each suggestion is unique, many are a reflection of a growing community, with property taxes and drainage being the exception. As an aside, although residential property assessments have increased slightly, the tax rate has not changed since 2009 (and that was a decrease).

~ ~ Rating 24 City Services and Characteristics ~ ~

Chesapeake residents were asked to rate their satisfaction with 24 City services and characteristics (on a Very Satisfied, Satisfied, Dissatisfied, and Very Dissatisfied scale). Overall satisfaction with City services was also measured. The results were quite favorable.

As would be expected, certain City services do rate more highly than others simply due to the nature of their work. In most communities, for example, fire and rescue services are held in high esteem. In nearly all urban areas, we find that roads and traffic tend to rate lower.

To summarize the results, the "Very Satisfied" and "Satisfied" categories were combined into a single "Satisfied" category (see bar chart on the next page). When examining satisfaction ratings, some localities target a combined satisfaction score (i.e., "Very Satisfied" + "Satisfied") of 80% or higher. This 80% target helps City leaders identify any specific services that could benefit from additional emphasis or resources (i.e., ratings below 80% in satisfaction).

Reviewing the bar chart, it becomes clear that Chesapeake residents are generally satisfied with the services the City provides. In fact, 18 of the 24 services were above the target threshold of 80% satisfaction (13 of them even exceeded 90%). Although the ratings were generally favorable, the six items that fell below the 80% target may benefit from additional focus.

Of the 24 services:

4 items rated above 95% in satisfaction

9 items rated above 90%, but below 95%

5 items were above the 80% target, but below 90%

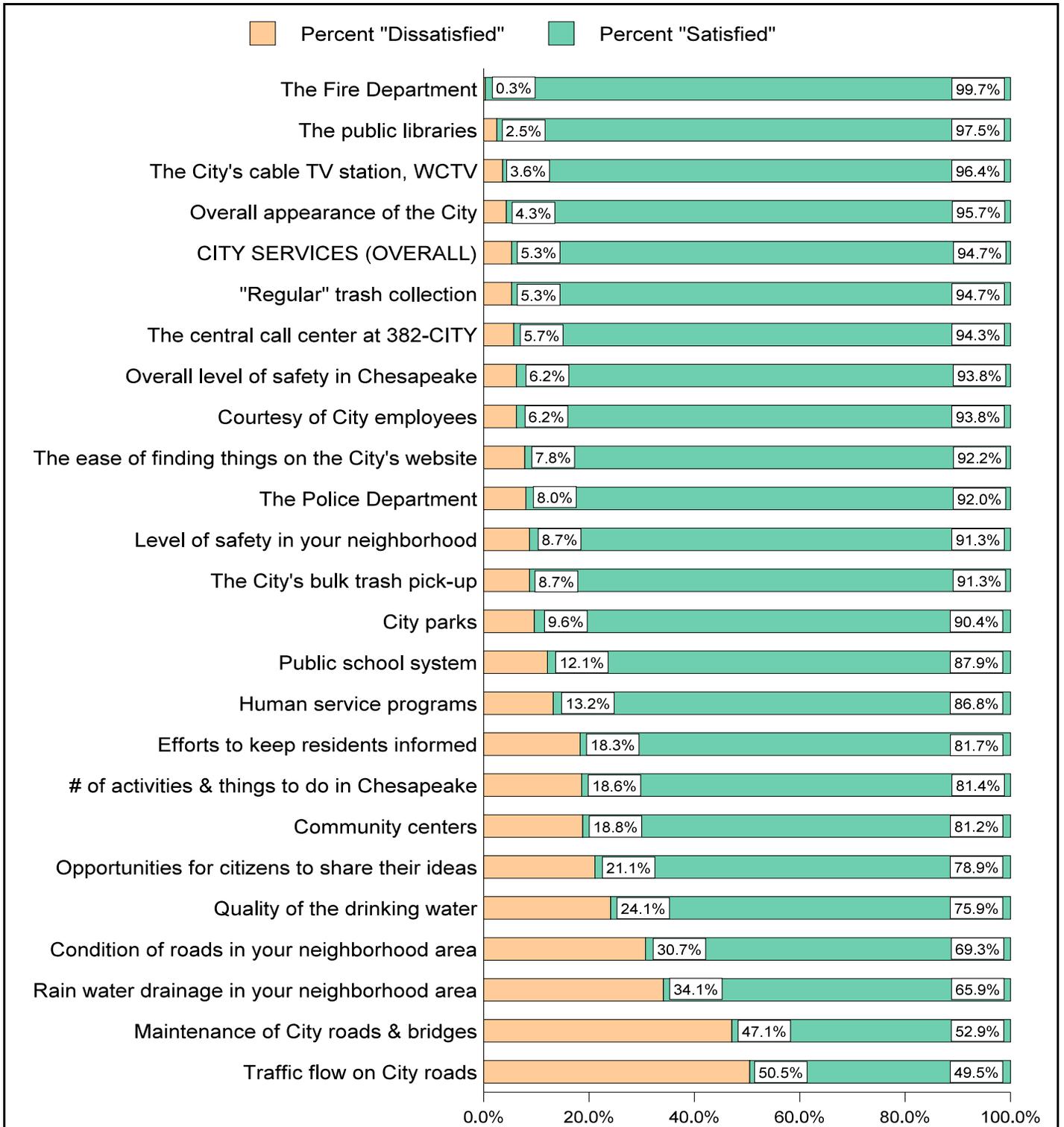
6 items rated below the 80% threshold

The items whose satisfaction scores fell below 80% were: the opportunity citizens have to share their ideas or opinions before the City makes important decisions (78.9% satisfied), the quality of the drinking water (75.9%), the condition of roads in your neighborhood area (69.3%), the rain water drainage in your neighborhood area (65.9%), the maintenance of City roads and bridges (52.9%), and the traffic flow on City roadways (49.5%).

Perhaps the most important percentage, however, relates to the public's "overall satisfaction with the services provided by the City." Here, we find 94.7% expressing satisfaction. Another important global measure reflects the City's Mission Statement, "*The employees of the City of Chesapeake are committed to providing quality service to all Citizens equitably, in a responsive and caring manner.*" In considering this goal, we find that 93.8% of those surveyed were satisfied with the courtesy of City employees.

Executive Summary (cont'd)

~ ~ Rating 24 City Services and Characteristics ~ ~



Executive Summary (cont'd)

~ ~ Rating 24 City Services and Characteristics ~ ~ (cont'd)

While reviewing the percent who are satisfied with each service is interesting, a more sensitive measure is typically used to make finer distinctions. The chart on the next page shows the “average” satisfaction scores (i.e., the means). These means are more sensitive to the distribution of the responses across all four levels of satisfaction.

To calculate the average satisfaction ratings, each rating was assigned a numeric value (4=Very Satisfied, 3=Satisfied, 2=Dissatisfied, and 1=Very Dissatisfied). Using this metric, an average rating of 4.0 would be considered a “perfect score” (i.e., all respondents responded “Very Satisfied”). A high average rating usually reflects many people being “Very Satisfied.” (When only the percentage who are “Satisfied” is examined, those higher marks are hidden.)

To illustrate how using the combined “Satisfied” percent can impact one’s interpretation, consider the previous bar chart where 91.3% of the respondents were satisfied (“Very Satisfied” + “Satisfied” combined) with the overall level safety in their neighborhood. That satisfaction level ranked as the 11th highest. When we look at neighborhood safety in terms of the average satisfaction score (where 4=Very Satisfied, 3=Satisfied, 2=Dissatisfied, and 1=Very Dissatisfied - see next page), it ranks higher than the other services/characteristics (avg. = 3.30 out of a possible 4.0) because many people were “Very Satisfied.” In this analysis, the average satisfaction score is the 3rd highest rating. Again, the averages are more sensitive and better represent the full distribution of responses.

The chart on the next page displays the average (mean) ratings in descending order. The highest possible average is 4.0 (if everyone reported being “Very Satisfied”) and the lowest is 1.0. Again, it is important to remember that some items usually rank near the top of the list simply by their nature (e.g., fire and police services), while others are traditionally found closer to the bottom (e.g., road and traffic issues). Presenting these services together in no way indicates a desire to compare departments, as that would be unfair. Each provides a unique service that should be tracked over time independent of the other departments.

Whenever averages were available to compare the survey data over time, the significance of any differences in the averages was tested using a t-Test statistic. The t-Test is a detailed computation that can identify when two averages (i.e., the means and their distributions) are “significantly different” from one another. While some questions were asked in 2008 or 2007, much of the comparative data were from 2006 when a relatively similar survey was used. Statistically significant t-Test differences when compared to the “most recent” survey, whether trending up or down, are indicated below.

Significant increases over most recent data available:

The Fire Department:	3.34 in 2006	3.43 in 2014
The public school system	3.01 in 2006	3.16 in 2014
The quality of the drinking water	2.70 in 2006	2.88 in 2014
The traffic flow on City roadways	2.18 in 2006	2.40 in 2014
City services (overall)	3.00 in 2008	3.20 in 2014

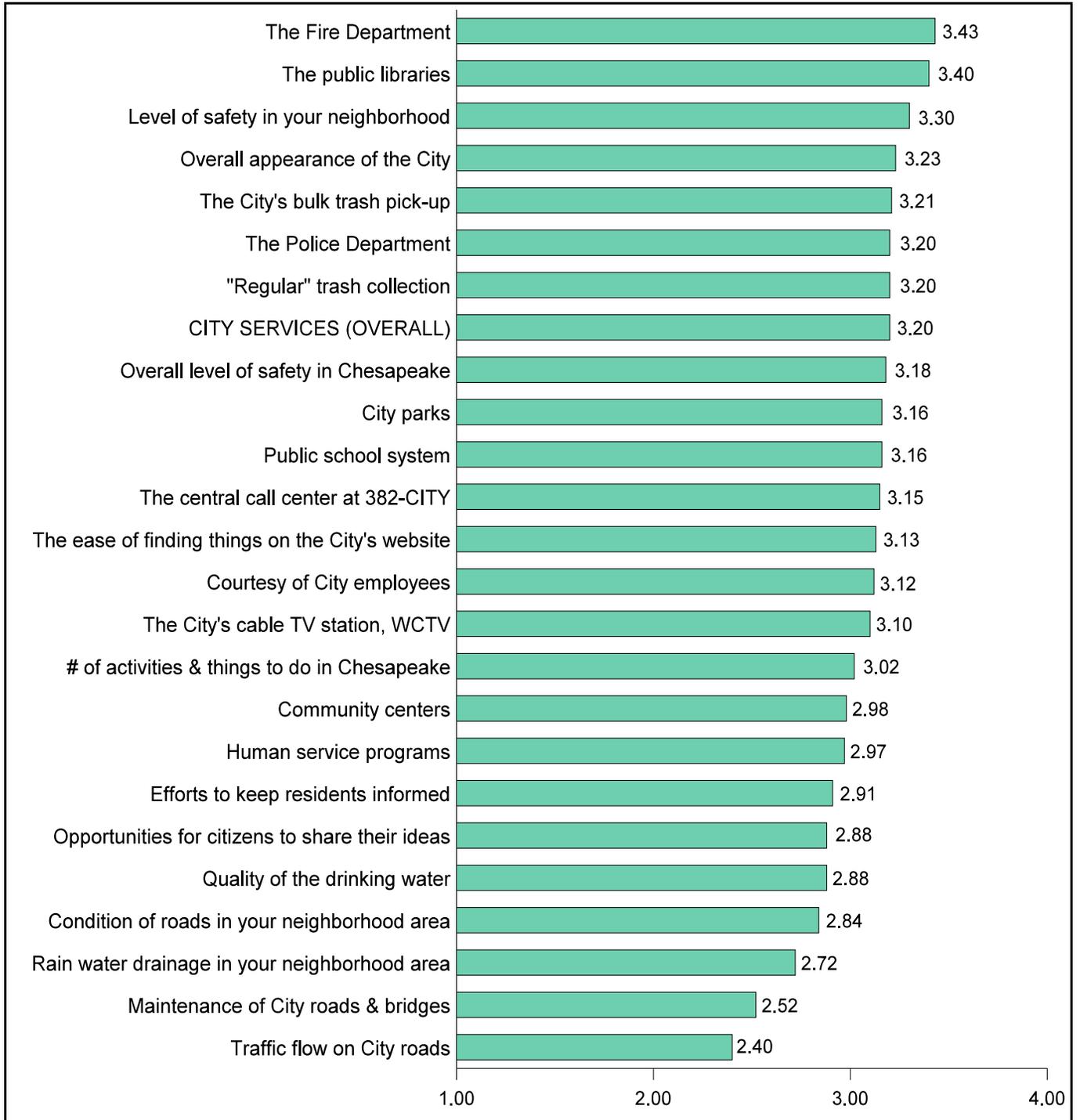
Significant declines from most recent data available:

The public library system	3.51 in 2006	3.40 in 2014
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Executive Summary (cont'd)

~ ~ Average Rating of 24 City Services and Characteristics ~ ~ (cont'd)

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

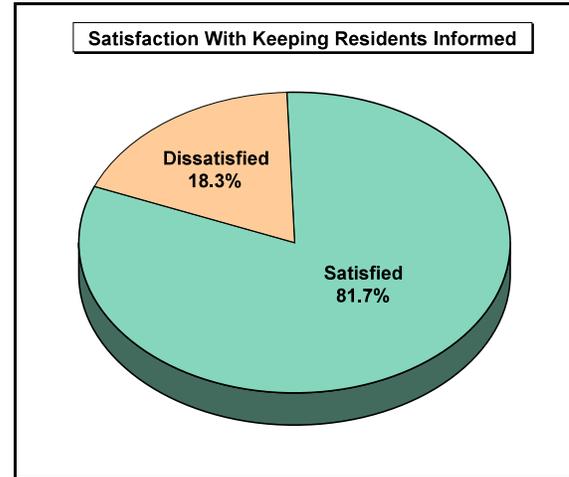


Executive Summary (cont'd)

~ ~ The City's Communication With Residents ~ ~

Earlier in the survey, participants were asked to rate the City's efforts to keep residents informed about City services and activities. Overall, 81.7% of those surveyed reported being satisfied ("Very Satisfied" + "Satisfied") with the information available to them about Chesapeake services and activities.

It is important to know how citizens usually learn about City services, programs, and activities. Each person was asked to name the main source used for information on City services, programs, and activities.



The top seven sources were:

- The City's website
- The newspaper - the *Clipper* section
- The main newspaper
- Word of mouth
- "Regular" network TV
- City publications
- The City's cable TV station, WCTV

Because people often use multiple sources for information, residents were also asked to name their second source. When combining the first and second responses, the top sources of information about City government remained the same. The percentage mentioning each was:

- The City's website (37.5% mentioned this source)
- The newspaper - the *Clipper* section (33.4% mentioned)
- The main newspaper (26.6% mentioned)
- Word of mouth (23.2% mentioned)
- "Regular" network TV (21.7% mentioned)
- City publications (11.8% mentioned)
- The City's cable TV station, WCTV (8.4% mentioned)

It is exciting to see so many people using the City's website as a resource. This proportion has grown rather steadily over the years. The website is clearly impressive. Earlier, 92.2% of the residents reported being satisfied with how easily they can find things on the City's website.

Executive Summary (cont'd)

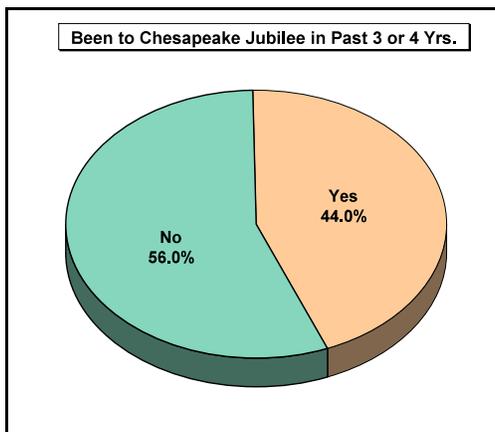
~ ~ The City's Communication With Residents ~ ~ (cont'd)

As noted earlier, 96.4% of all Chesapeake residents surveyed were satisfied ("Very Satisfied" + "Satisfied") with the City's TV channel, WCTV, making WCTV the third highest rated service. The programming is varied, informative, and interesting. Of all residents surveyed, 24.8% reported watching the City's cable TV station, WCTV, in the "past few months." Prior surveys had examined "past year" behavior and found higher levels of usage. As an aside, 80.5% of those surveyed in 2014 said they subscribe to Cox or Verizon cable TV, and of those 260 *cable subscribers*, 28.5% reported watching WCTV in the past few months.

The proportion of all 323 households who said they watched Chesapeake City Council meetings in the past few months was 17.3%. And, 5.9% watched "*Thinking Out Loud*," 7.1% watched "*Whatever Works*," 14.9% watched a high school sports program, 13.9% watched a news show on 48NEWS, and 15.8% watched one of the special programs. When analyzing only the 80 residents who watched WCTV in the past few months:

- 70.0% reported viewing a Council meeting
- 23.8% watched "*Thinking Out Loud*"
- 28.8% viewed "*Whatever Works*"
- 60.0% watched a high school sports program
- 56.3% saw a news show on 48NEWS
- 63.8% watched one of the special local programs

~ ~ Other Topics ~ ~



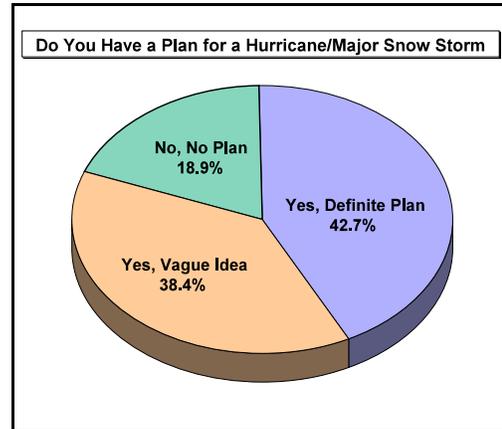
The 2014 survey included a few questions about the Chesapeake Jubilee. Of the residents surveyed, 44% reported attending the Chesapeake Jubilee in the past three or four years. When asked about whether they think the Jubilee is for children of all ages, primarily for children over age 13, or more of an adult event, the responses were varied. Nearly half (48.6%) feel that the Jubilee is good for children of all ages, while 17.0% think it is more for children over age 13, and 24.5% feel it is more of an event for adults (and 9.9% were not sure). When asked for ideas that would make the Chesapeake Jubilee better, many could not offer a suggestion. The top seven comments were:

- I can't think of any suggestions (46.7% said this)
- Improve the parking situation (7.1% mentioned)
- Make it more family-friendly (6.8% mentioned)
- Deal with problems of alcohol consumption (6.2% mentioned)
- Increase security and safety (5.9% mentioned)
- Weather-related issues (5.6% mentioned)
- Change the entertainment (4.6% mentioned)

Executive Summary (cont'd)

~ ~ Other Topics ~ ~ (cont'd)

Also included on the survey were two new items addressing disaster preparedness. When asked if the household has a specific plan for protecting themselves in the event of a hurricane or a major snow storm, 42.7% said they have a definite plan worked out, 38.4% have a vague idea of what they would do, and 18.9% haven't really given it much thought. When asked if the household had an emergency supply kit of things they may need in the event of a hurricane or a major snow storm, 44.9% of the households said they do.



Another new question in 2014 asked residents how often they use the Internet (excluding work reasons). An impressive 52.3% said they go online more than three times a day, and 22.0% use the Internet one to three times a day. Another 13.6% go online weekly, 3.4% use it less than once a week, and 8.7% do not use the Internet.

~ ~ Profile of Respondents ~ ~

A cross-section of Chesapeake residents participated in this research study. Both males and females were surveyed along with younger and older participants, those from various ethnic groups, and households in every income range. Longstanding and newer residents were also surveyed, providing varied perspectives. All regions of the City were included in proportion to their population.

Avg. (mean) number of years lived in Chesapeake	23.4 years
Avg. (mean) age	48.5 years old
% who are Caucasian	62.2%
% who are African American	30.3%
% who are of another ethnic background	7.4%
% who are male	49.5%
% who are female	50.5%
Avg. (mean) yearly household income	\$82,056

Resides near:

Deep Creek area	13.3%
Greenbrier area	21.4%
Indian River area	10.2%
Great Bridge area	21.7%
South Norfolk area, including Portlock	10.2%
Western Branch area	15.2%
Hickory or Southern Chesapeake area	8.0%

Executive Summary (cont'd)

~ ~ Conclusion ~ ~

These research findings represent the views of a cross-section of Chesapeake households. Each survey participant was encouraged to be candid and promised anonymity. Most residents reported being quite satisfied with their overall quality of life in Chesapeake and with the services provided by the City. They believe that Chesapeake is an attractive, pleasant, and safe place to live.

In terms of focusing resources and effort, there were six specific areas that some residents indicated an interest in improving. Most of these are common to many communities in Hampton Roads.

- The traffic flow on City roadways
- The maintenance of City roads and bridges
- The rain water drainage in neighborhoods
- The condition of roads in neighborhoods
- The quality of the drinking water
- Residents feeling that they have opportunities to share their ideas or opinions before the City makes important decisions

Overall, however, the ratings of City services and life in Chesapeake were very favorable. There is also external validation of the favorable quality of life in Chesapeake. Due to Chesapeake's desirable tax base and low unemployment rate, 24/7 Wall Street has ranked Chesapeake one of America's best run cities for the third year in a row.* And, for the second time, Bloomberg Business Week has named Chesapeake one of America's 50 best cities.*

This feedback from the "average citizen" is critical to making important decisions about priorities for City services, budgeting, and the future growth and development of Chesapeake. Tracking changes in perceptions over time is an excellent way for Chesapeake to know what taxpayers value.

As part of a multi-year tracking study, the reader may wish to examine the detailed trend data in the Appendix of this report. While there has been some variability from year to year, the satisfaction levels have remained high over a period of many years. In fact, the average overall satisfaction score for City services in 2014 is the highest ever (a 3.20 out of a possible 4.0). These trend data demonstrate that Chesapeake continues to be responsive to residents and eager to meet their needs.

* Per the 2014 State of the City speech.

Methodology

At a Glance

- This telephone survey was conducted by Continental Research Associates, Inc.
- The questions were based on prior years' surveys
- The sample frame included both landlines and cell phones
- Residents were randomly selected to participate
- The questionnaire took an average of 16 minutes
- The calls were made by staff interviewers using computer-assisted technology
- Initial contacts were made in the evening from Sunday - Thursday, and 6 attempts were made to reach each household selected
- The interviews were electronically monitored
- 323 interviews were secured from Oct. 1 - 29
- The survey responses were then analyzed using IBM's SPSS software
- This report includes tracking data since 1998

This survey was commissioned by the City of Chesapeake and conducted by Continental Research Associates, Inc., a Hampton Roads marketing research firm. The purpose of the study was to learn how Chesapeake residents feel about their city and the services that are provided. A total of 323 surveys were collected by landline and cell phone from October 1st through October 29th of 2014.

Similar studies have been performed for Chesapeake since 1990, with the most recent being in 2008. Continental Research met with City representatives to discuss the objectives for the 2014 study. It was decided that the 2006 survey format would serve as the basis for the 2014 questionnaire since the 2007 and 2008 surveys were quite different. Continental Research prepared a draft survey and presented it to the City for comments and approval. To respect each participant's time, the survey was to be limited to 15 minutes in length.

A few screening questions were asked at the beginning of the interview to confirm that each person was over age 18, not a business, and a resident of the City (i.e., length of residence in Chesapeake). Survey respondents were asked about their satisfaction with a variety of City services, including parks, public libraries, the public schools, fire services, police services, community centers, trash collection, bulk trash pick-up, and the human service programs.

Satisfaction with the number of things to do in Chesapeake and the overall appearance of the City were also measured, as were attitudes about safety (both in the City and in their neighborhood), the City's drinking water, the maintenance of roads and bridges, traffic flow, and the City's efforts to communicate with residents. The resident's overall level of satisfaction with the services provided by the City was also measured.

To address communication, survey participants were asked how they get information about City services, programs, and activities, their feelings about the City's website, the 382-CITY call center, and the City's cable TV Channel 48 (incl. City Council meetings, "*Thinking Out Loud*," "*Whatever Works*," and several other WCTV programs).

Methodology (cont'd)

A special set of questions was included in 2014 to inquire about residents' use of the Internet, opinions about the Chesapeake Jubilee, and the household's disaster preparedness. Near the end of the survey, several demographic items were asked (e.g., age, income, ethnic origin, Zip Code, neighborhood area, and gender). A copy of the questionnaire is included in an Appendix.

After the draft questionnaire was finalized, it was pre-tested by senior staff members on a sub-sample of 34 Chesapeake residents. Pre-testing helps isolate any wording difficulties or question sequencing problems, and it identifies design or format changes that could improve the overall flow of the interview. Only minor changes were suggested by the pre-test. The final version of the survey took an average of 16 minutes to administer. Although this is rather long, most residents who were contacted were happy to participate.

Two sample sources were used for this survey. First, a random sample of Chesapeake landline telephone numbers was drawn by Continental Research. Using a proprietary computer program, a two-digit randomizing technique transformed the last two digits of each phone number to random digits, so both new residents and unlisted numbers would be included. While the fieldwork for this is more time-consuming (because it results in a larger number of "Disconnects"), it produces higher-quality data. The resulting residential phone numbers were then screened to eliminate businesses and non-working numbers. About 72% of the initial sample consisted of landlines.

Then, to address the diminishing number of landlines used as primary communications devices, a second community sample of just over 28% cell phones was purchased. No random digits were added to those phone numbers. The use of cell phones enhances the representative nature of the sample, encouraging proper age, income, and racial distributions. By using about 72% landlines and 28% cell phones, researchers are able to conduct interviews with a good cross-section of Chesapeake residents.

A team of seven professional, staff interviewers conducted the surveys. Each had extensive training and years of experience prior to working on this project. Several had been assigned to prior City surveys. On October 1st, a project briefing was held by the Sr. Project Manager. Important instructions on using the questionnaire were presented, and current issues relating to Chesapeake were discussed. Role-playing exercises were used to practice the proper technique for administering the interviews verbatim and to test various types of probes before conducting "live" interviews.

All phone calls originated from the Continental Research offices in Norfolk. Each initial contact was made between 5:15 and 9:15 p.m. Monday through Thursday or from 4 to 9 p.m. on Sunday. These interviewing times are the most productive and ensure the inclusion of both working and non-working adults. Subsequent calls were made at varied times, as requested by the respondent. Whenever someone asked to be called back at a specific time, a computerized appointment system managed the schedule.

Methodology (cont'd)

As a quality control and to minimize the bias caused by females answering landlines more frequently, a statistical technique was used to select the adult in the household who would be asked to participate. Each landline number was designated as “preference female” or “preference male” prior to dialing the number. Naturally, all survey participants were to be over the age of 18.

To ensure a representative sample, each phone number selected for inclusion in the study was called at least six times (on different days) before a substitute phone number was chosen. This six-attempt method produces a demographically well-balanced sample and ensures that very busy people are able to be reached. In addition, Zip Code quotas were maintained.

The interviewers used Computer-Assisted Telephone Interviewing (CATI) technology to read the survey questions verbatim and key each response directly into the computer. A supervisor, who was present at all times, electronically monitored the interviewers' work. He listened to each conversation and visually observed the recording of survey responses using Dameware software. The supervisor was able to fully monitor over 38% and partially monitor an additional 25% of all interviews. This is far in excess of the 5 - 10% industry standard for validation.

At the close of each phone shift, a short interviewer de-briefing session was held to discuss the survey's progress and how residents were responding. These meetings provide useful anecdotal information that is considered when analyzing the tabulated findings.

When the fieldwork was completed, the open-ended items were analyzed, grouped into categories, and assigned a numeric code to facilitate analysis. Responses to the open-ended item about the Chesapeake Jubilee were grouped into categories.

To prepare the 323 surveys for analysis, an ASCII data file was read into a lengthy IBM-SPSS (Statistical Package for the Social Sciences) computer program. The data were then tabulated and analyzed, and the results are displayed on the following pages. For the reader's convenience, the question numbers precede each table. The questionnaire can be found in an Appendix. Trend data from 1998 thru 2014 can also be found in an Appendix. A set of supplementary crosstabulations (under separate cover) was also prepared to show more detailed breakouts of the data.

Margin of Error is $\pm 5.45\%$

This research included a random sample of 323 households in Chesapeake. Because scientific selection techniques were used, data in this report should vary only slightly from the findings of a complete census. The “Margin of Error” is the **maximum** amount a percentage in this report is likely to vary from what a full census of households would produce. Although the calculation is only an estimate, with a sample of 323 residents, we are 95% certain that any percentage in this report that is near 50% is accurate within ± 5.45 percentage points.

Results that are above or below 50% tend to be more accurate (i.e., have a smaller Margin of Error, which is better). This table displays the Margin of Error for various percentages found in this report where (n=323). Notice that the Margin of Error is the same for 90% vs. 10%, 55% vs. 45%, etc.

If the reported percentage =	The Margin of Error =	
99%		$\pm 1.09\%$
95%		$\pm 2.38\%$
90%		$\pm 3.27\%$
85%		$\pm 3.89\%$
80%		$\pm 4.36\%$
75%		$\pm 4.72\%$
70%		$\pm 5.00\%$
65%		$\pm 5.20\%$
60%		$\pm 5.34\%$
55%		$\pm 5.43\%$
-----	50% - Highest Margin of Error -	$\pm 5.45\%$
45%		$\pm 5.43\%$
40%		$\pm 5.34\%$
35%		$\pm 5.20\%$
30%		$\pm 5.00\%$
25%		$\pm 4.72\%$
20%		$\pm 4.36\%$
15%		$\pm 3.89\%$
10%		$\pm 3.27\%$
5%		$\pm 2.38\%$
1%		$\pm 1.09\%$

Survey Results

NOTE: The “Overall Percent Satisfied” figures in this report are calculated from the whole numbers (not the percentages from the “Very Satisfied” and “Satisfied” categories). Naturally, rounding error can occur.

Describing Chesapeake

Q2 - When you describe Chesapeake to someone who has NEVER been here, do you say:

	<u>Number</u>	<u>Percentage</u>
Mostly good things	249	77.1%
Some good and some bad things	70	21.7%
Mostly bad things	<u>4</u>	<u>1.2%</u>
	323	100.0%

City's Greatest Challenge

Q4 - Considering what's important to you personally, what is the single most important problem or greatest need facing the City of Chesapeake today?

(Responses grouped after the surveys were completed.)

	<u>Number</u>	<u>Percentage</u>
I think everything is fine	33	10.2%
Traffic congestion/delays	58	18.0%
Issues with roads (maintenance/condition/need more/ build faster)	42	13.0%
Too much growth/Better planning for growth	30	9.3%
Property taxes are too high	21	6.5%
School crowding/Need to build more schools	11	3.4%
Other school issues (safety/teacher pay/need more funding)	19	5.9%
Drainage problems (ditches and on roadways)	13	4.0%
Too much crime/I am fearful about crime	13	4.0%
Not enough to do in Chesapeake (events, activities, etc.)	11	3.4%
We need better elected officials	6	1.9%
Not enough jobs/good jobs	5	1.5%
Need more police presence	5	1.5%
Need more public transportation	4	1.2%
There are drugs being sold on the street	4	1.2%
We need a community center or a recreation center	4	1.2%
The water bills are too high	4	1.2%
Need to expand or improve City services	3	0.9%
Not enough restaurants	3	0.9%
Focus more on South Norfolk	3	0.9%
Need better mosquito control	2	0.6%
Not enough parks and recreation programs	2	0.6%
Not enough services for the disabled	2	0.6%
Improve the trash collection program	2	0.6%
Increase our taxes a little to improve City services	2	0.6%
Need quicker response for Fire and EMS	2	0.6%
The City needs more external sources of revenue	2	0.6%
We need more attractive medians and roadways	2	0.6%
We need more regional cooperation	2	0.6%
The City needs to pay more attention to what residents want	2	0.6%
Keep our youth busy and out of trouble	1	0.3%
Sidewalks are not provided in my area	1	0.3%
Not enough affordable housing	1	0.3%
Bridges are old and need better maintenance	1	0.3%
City sewer service is not available in my area	1	0.3%
Need more help for seniors	1	0.3%
Just improve the efficiency of government	1	0.3%
We have too many residents on welfare	1	0.3%
Our infrastructure is outdated and underfunded	1	0.3%
Lower the speed limits along bus stop routes	1	0.3%
Improve our Animal Shelter	<u>1</u>	<u>0.3%</u>
	323	100.0%

Appearance of the City

Q5 - Think for a moment about living in Chesapeake. Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall appearance of the City?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	90	27.9%
Satisfied	219	67.8%
Dissatisfied	11	3.4%
Very Dissatisfied	<u>3</u>	<u>0.9%</u>
	323	100.0%

Overall Percent Satisfied = 95.7% *

Mean (Average) = 3.23 (n=323)

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

* "Very Satisfied" + "Satisfied"

Things to Do

Q6 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the number of activities and things to do in Chesapeake?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	70	21.7%
Satisfied	193	59.8%
Dissatisfied	56	17.3%
Very Dissatisfied	<u>4</u>	<u>1.2%</u>
	323	100.0%

Overall Percent Satisfied = 81.4% *

Mean (Average) = 3.02 (n=323)

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

* "Very Satisfied" + "Satisfied"

Parks

Q7 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's parks?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	86	26.6%
Satisfied	206	63.8%
Dissatisfied *	29	9.0%
Very Dissatisfied *	<u>2</u>	<u>0.6%</u>
	323	100.0%

Overall Percent Satisfied = 90.4% **

Mean (Average) = 3.16 (n=323)

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

** "Very Satisfied" + "Satisfied"

* Q30 - (If dissatisfied with the parks) What should the City do to improve them?

(Responses grouped after the surveys were completed.)

- Need to build more parks (12 people)
- Need to upgrade our playground equipment (6 people)
- Need to add pools in some parks (4 people)
- Need to better maintain our parks (3 people)
- Need to add more basketball courts (1 person)
- Need more for people who have disabilities (1 person)
- Need to improve the soccer fields (1 person)
- Some parks are not crime-free; I see drugs being sold there (1 person)
- We need a park in Hickory (1 person)
- We need a park in Western Branch (1 person)

Community Centers

Q8 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's community centers?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	62	19.8%
Satisfied	192	61.3%
Dissatisfied *	51	16.3%
Very Dissatisfied *	<u>8</u>	<u>2.6%</u>
	313	100.0%

Overall Percent Satisfied = 81.2% **

Mean (Average) = 2.98 (n=313)

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

** "Very Satisfied" + "Satisfied"

NOTE: Ten people are not included in this table because they had no opinion.

*** Q31 - (If dissatisfied with the community centers) What should the City do to improve them? (Responses grouped after the surveys were completed.)**

Use Virginia Beach community centers as a model (15 people)

Build new community centers with nicer amenities (11 people)

Our community centers are rundown and inadequate (11 people)

Add pools to our community centers (6 people)

Add more exercise equipment/a nice workout gym (5 people)

Some community centers are unsafe due to crime/I saw drugs being sold there (4 people)

There is not enough for kids at our community centers (2 people)

We need expanded hours of operation (2 people)

We need more for people with disabilities (1 person)

Don't charge kids to play basketball (1 person)

We need better staff training at our community centers (1 person)

Libraries

Q9 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the Chesapeake public library system?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	137	42.9%
Satisfied	174	54.5%
Dissatisfied	6	1.9%
Very Dissatisfied	<u>2</u>	<u>0.6%</u>
	319	100.0%

Overall Percent Satisfied = 97.5% *

Mean (Average) = 3.40 (n=319)

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

* "Very Satisfied" + "Satisfied"

NOTE: Four people are not included in this table because they had no opinion.

Drinking Water

Q10 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the quality of the drinking water?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	61	18.9%
Satisfied	184	57.0%
Dissatisfied	56	17.3%
Very Dissatisfied	<u>22</u>	<u>6.8%</u>
	323	100.0%

Overall Percent Satisfied = 75.9% *

Mean (Average) = 2.88 (n=323)

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

* "Very Satisfied" + "Satisfied"

Police Department

Q11 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the Police Department?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	95	29.4%
Satisfied	202	62.5%
Dissatisfied	21	6.5%
Very Dissatisfied	<u>5</u>	<u>1.5%</u>
	323	100.0%

Overall Percent Satisfied = 92.0% *

Mean (Average) = 3.20 (n=323)

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

* "Very Satisfied" + "Satisfied"

Fire Department

Q12 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the Fire Department?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	139	43.0%
Satisfied	183	56.7%
Dissatisfied	1	0.3%
Very Dissatisfied	<u>0</u>	<u>0.0%</u>
	323	100.0%

Overall Percent Satisfied = 99.7% *

Mean (Average) = 3.43 (n=323)

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

* "Very Satisfied" + "Satisfied"

Roads and Bridges

Q13 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the maintenance of City roads and bridges?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	21	6.5%
Satisfied	150	46.4%
Dissatisfied	127	39.3%
Very Dissatisfied	<u>25</u>	<u>7.7%</u>
	323	100.0%

Overall Percent Satisfied = 52.9% *

Mean (Average) = 2.52 (n=323)

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

* "Very Satisfied" + "Satisfied"

Traffic Flow

Q14 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the traffic flow on City roadways?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	10	3.1%
Satisfied	150	46.4%
Dissatisfied	123	38.1%
Very Dissatisfied	<u>40</u>	<u>12.4%</u>
	323	100.0%

Overall Percent Satisfied = 49.5% *

Mean (Average) = 2.40 (n=323)

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

* "Very Satisfied" + "Satisfied"

Trash Collection

Q15 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's "regular" trash collection?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	85	26.3%
Satisfied	221	68.4%
Dissatisfied	13	4.0%
Very Dissatisfied	<u>4</u>	<u>1.2%</u>
	323	100.0%

Overall Percent Satisfied = 94.7% *

Mean (Average) = 3.20 (n=323)

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

* "Very Satisfied" + "Satisfied"

Bulk Trash Pick-Up

Q16 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's bulk trash pick-up for larger items and yard debris?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	98	30.3%
Satisfied	197	61.0%
Dissatisfied	25	7.7%
Very Dissatisfied	<u>3</u>	<u>0.9%</u>
	323	100.0%

Overall Percent Satisfied = 91.3% *

Mean (Average) = 3.21 (n=323)

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

* "Very Satisfied" + "Satisfied"

Schools

Q17 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the public school system in Chesapeake?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	96	29.7%
Satisfied	188	58.2%
Dissatisfied	35	10.8%
Very Dissatisfied	<u>4</u>	<u>1.2%</u>
	323	100.0%

Overall Percent Satisfied = 87.9% *

Mean (Average) = 3.16 (n=323)

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

* "Very Satisfied" + "Satisfied"

Human Service Programs

Q18 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the human service programs for needy or disabled residents, the elderly, and those with substance abuse problems?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	41	12.9%
Satisfied	236	74.0%
Dissatisfied	34	10.7%
Very Dissatisfied	<u>8</u>	<u>2.5%</u>
	319	100.0%

Overall Percent Satisfied = 86.8% *

Mean (Average) = 2.97 (n=319)

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

* "Very Satisfied" + "Satisfied"

NOTE: Four people are not included in this table because they had no opinion.

Employee Courtesy

Q19 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the courtesy of City employees?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	64	19.8%
Satisfied	239	74.0%
Dissatisfied	14	4.3%
Very Dissatisfied	<u>6</u>	<u>1.9%</u>
	323	100.0%

Overall Percent Satisfied = 93.8% *

Mean (Average) = 3.12 (n=323)

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

* "Very Satisfied" + "Satisfied"

Safety in Chesapeake

Q20 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the overall level of safety in Chesapeake?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	80	24.8%
Satisfied	223	69.0%
Dissatisfied	18	5.6%
Very Dissatisfied	<u>2</u>	<u>0.6%</u>
	323	100.0%

Overall Percent Satisfied = 93.8% *

Mean (Average) = 3.18 (n=323)

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

* "Very Satisfied" + "Satisfied"

Safety in Your Neighborhood

Q21 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the level of safety in your neighborhood?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	128	39.6%
Satisfied	167	51.7%
Dissatisfied *	24	7.4%
Very Dissatisfied *	<u>4</u>	<u>1.2%</u>
	323	100.0%

Overall Percent Satisfied = 91.3% **

Mean (Average) = 3.30 (n=323)

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

* See next page for reasons for dissatisfaction.

** "Very Satisfied" + "Satisfied"

Neighborhood Safety Suggestions

Q32 - (If dissatisfied with safety in your neighborhood) What should the City do to improve your feeling of safety in your neighborhood?

I would like to see more police officers patrolling.

Across the street from where I live are suspect apartments. They need more frequent monitoring of those areas.

Have more patrols and quicker response times like the Fire Dept. Police are supposed to come out at night and enforce the curfew law, but people holler up to 2:00 a.m. or there is noise pollution and music in this area. On a cool night like tonight, you wouldn't be able to get any sleep.

I don't think there is anything that can be done. I have security cameras around the house, and law enforcement officers live nearby, but there still have been car break-ins.

I want more police officers patrolling.

I live on a dead-end road where some questionable activities go on. The police do respond, but it's still a problem.

I would like to see more of a police presence. Too often, the police are busy writing speeding tickets and not focusing on public safety.

I've just had very bad experiences with the police not following up after 911 calls.

They need to increase police patrols and maybe increase the lighting in my neighborhood. I've had neighbors who have been robbed. I've also seen people looking around for cars that are open.

It's just the area. More police presence may not do a whole lot toward my feeling safer.

I'd like more police officers to patrol.

Have more patrols at night. My neighbors were robbed six times. It has been on the news. I don't know if they cut down on the number of the patrols in my neighborhood, but we need more police presence at night.

We need more patrols after midnight when all the riff-raff comes out.

We need more patrols. There are fights in my neighborhood, cars racing up and down the street, and theft, but I never see a patrol car.

More police presence in some of the park areas would help.

More police presence would be nice. Homelessness is a problem. They are always begging.

My neighborhood is changing. There are more renters and Section 8 houses where people don't take care of property like owners would.

My neighborhood is predominately black, and there's only one way out. I wish there was more police presence since we have one way to drive in and one way to drive out.

It's probably impossible due to manpower, but we have had some daytime break-ins, so maybe seeing more police cars would help.

I would hope to have more police officers patrolling.

Respond quickly when we call the police.

Somebody broke in and stole all my jewelry. I was satisfied with what the police did, though.

Somehow, get the crime out of my neighborhood. I don't have a solution.

There have been three recent break-ins. My cousin's car was stolen out of her front yard within the last ten days. My car is a convertible, and I don't lock it because they would split the top to gain access.

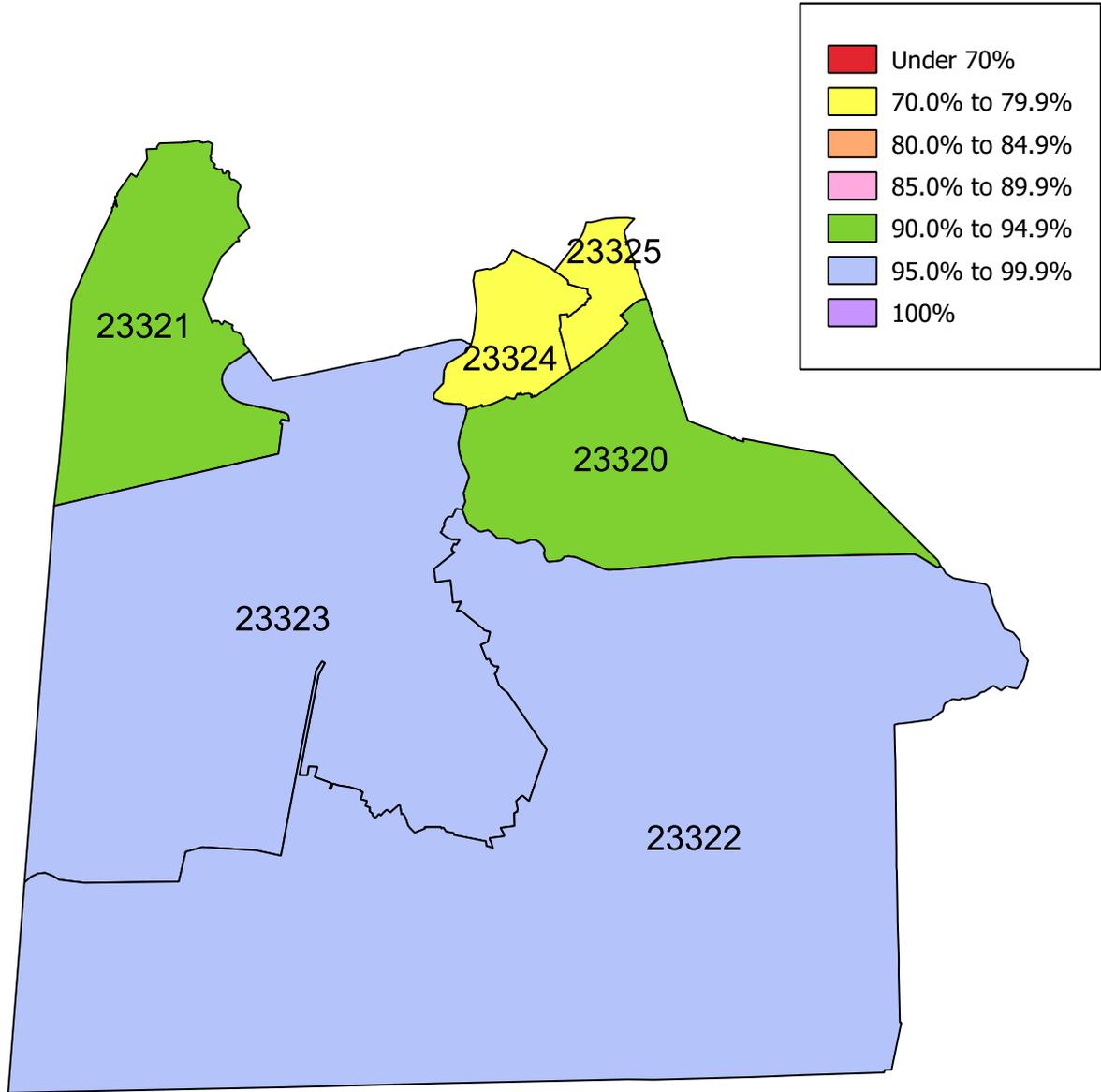
There is nothing they can do because there are bars and other problems nearby.

They should have more patrols. Even bicycle patrols would be nice. If police were more present, without being harassing, it would help.

We don't see cops in our neighborhood unless we call them. There is a known crackhouse in my neighborhood, and they don't do anything. But, they give me a ticket driving down the road.

We need more police watching for speeding cars. Cars fly by like they are on a race track.

% Satisfied With Safety of Neighborhood



Zip Code	Percent Satisfied (Very Satis. + Satis.)	(n=)
23320	94.1%	(n=85)
23321	93.9%	(n=49)
23322	97.5%	(n=79)
23323	98.0%	(n=49)
23324	73.5%	(n=34)
23325	70.4%	(n=27)

Roads in Your Neighborhood

Q22 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the condition of roads in your neighborhood area?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	67	20.7%
Satisfied	157	48.6%
Dissatisfied	80	24.8%
Very Dissatisfied	<u>19</u>	<u>5.9%</u>
	323	100.0%

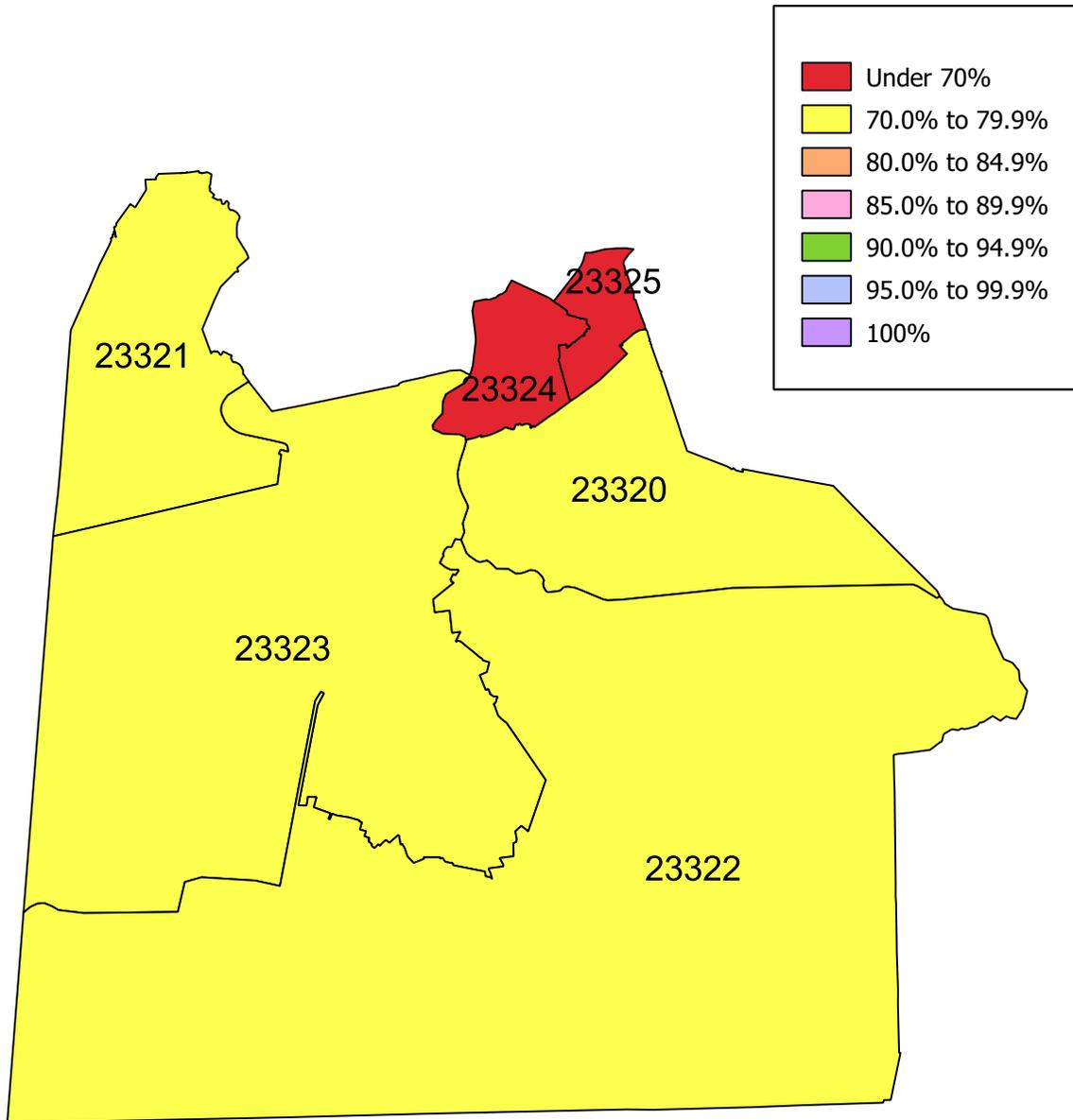
Overall Percent Satisfied = 69.3% *

Mean (Average) = 2.84 (n=323)

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

* "Very Satisfied" + "Satisfied"

% Satisfied With Roads in Neighborhood



Zip Code	Percent Satisfied (Very Satis. + Satis.)	(n=)
23320	70.6%	(n=85)
23321	73.5%	(n=49)
23322	77.2%	(n=79)
23323	71.4%	(n=49)
23324	44.1%	(n=34)
23325	63.0%	(n=27)

Rain Water Drainage in Your Neighborhood

Q23 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the rain water drainage in your neighborhood area?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	59	18.3%
Satisfied	154	47.7%
Dissatisfied	70	21.7%
Very Dissatisfied	<u>40</u>	<u>12.4%</u>
	323	100.0%

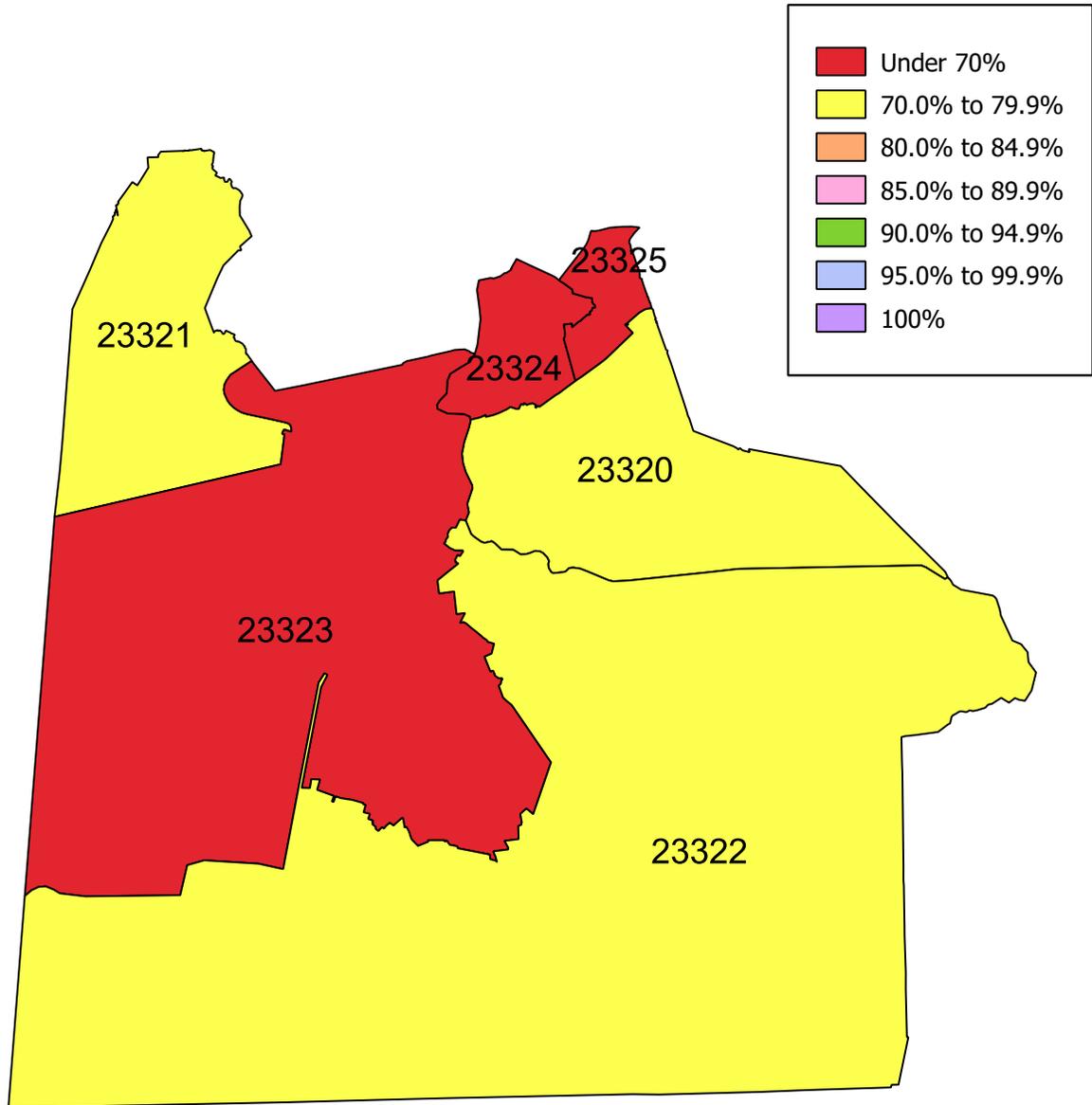
Overall Percent Satisfied = 65.9% *

Mean (Average) = 2.72 (n=323)

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

* "Very Satisfied" + "Satisfied"

% Satisfied With Rain Water Drainage in Neighborhood



Zip Code	Percent Satisfied (Very Satis. + Satis.)	(n=)
23320	71.8%	(n=85)
23321	73.5%	(n=49)
23322	73.4%	(n=79)
23323	57.1%	(n=49)
23324	44.1%	(n=34)
23325	55.6%	(n=27)

Keeping Residents Informed

Q24 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's efforts to keep residents informed about City services and activities?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	40	12.4%
Satisfied	224	69.3%
Dissatisfied	49	15.2%
Very Dissatisfied	<u>10</u>	<u>3.1%</u>
	323	100.0%

Overall Percent Satisfied = 81.7% *

Mean (Average) = 2.91 (n=323)

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

* "Very Satisfied" + "Satisfied"

Residents Are Heard

Q25 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with citizens having the opportunity to share ideas or opinions before the City makes important decisions?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	42	13.0%
Satisfied	213	65.9%
Dissatisfied	56	17.3%
Very Dissatisfied	<u>12</u>	<u>3.7%</u>
	323	100.0%

Overall Percent Satisfied = 78.9% *

Mean (Average) = 2.88 (n=323)

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

* "Very Satisfied" + "Satisfied"

382-CITY Call Center

Q26 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the central call center at 382-CITY where residents can ask a question or request a City service?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	63	21.0%
Satisfied	220	73.3%
Dissatisfied	15	5.0%
Very Dissatisfied	<u>2</u>	<u>0.7%</u>
	300	100.0%

Overall Percent Satisfied = 94.3% *

Mean (Average) = 3.15 (n=300)

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

* "Very Satisfied" + "Satisfied"

NOTE: Twenty-three people are not included in this table because they had no opinion.

Using the City's Website

Q27 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with how easily you can find what you need on the City's website?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	61	20.6%
Satisfied	212	71.6%
Dissatisfied	22	7.4%
Very Dissatisfied	<u>1</u>	<u>0.3%</u>
	296	100.0%

Overall Percent Satisfied = 92.2% *

Mean (Average) = 3.13 (n=296)

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

* "Very Satisfied" + "Satisfied"

NOTE: Twenty-seven people are not included in this table because they had no opinion.

The City's TV Station

ALL RESPONDENTS

Q28 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's cable TV station, WCTV?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	40	14.3%
Satisfied	229	82.1%
Dissatisfied	9	3.2%
Very Dissatisfied	<u>1</u>	<u>0.4%</u>
	279	100.0%

Overall Percent Satisfied = 96.4% *

Mean (Average) = 3.10 (n=279)

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

NOTE: Forty-four people are not included in this table because they had no opinion.

RECENT WCTV VIEWERS ONLY

Q28 - Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with the City's cable TV station, WCTV?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	16	20.0%
Satisfied	61	76.3%
Dissatisfied	3	3.8%
Very Dissatisfied	<u>0</u>	<u>0.0%</u>
	80	100.0%

Overall Percent Satisfied = 96.3% *

Mean (Average) = 3.16 (n=80)

NOTE: Two hundred forty-three people are not included in this table because 44 people could not rate their satisfaction with WCTV, and 199 people did not view WCTV recently.

* "Very Satisfied" + "Satisfied"

Overall Satisfaction

Q29 - How would you rate your overall level of satisfaction with the services the City provides? Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied?

	<u>Number</u>	<u>Percentage</u>
Very Satisfied	85	26.3%
Satisfied	221	68.4%
Dissatisfied	14	4.3%
Very Dissatisfied	<u>3</u>	<u>0.9%</u>
	323	100.0%

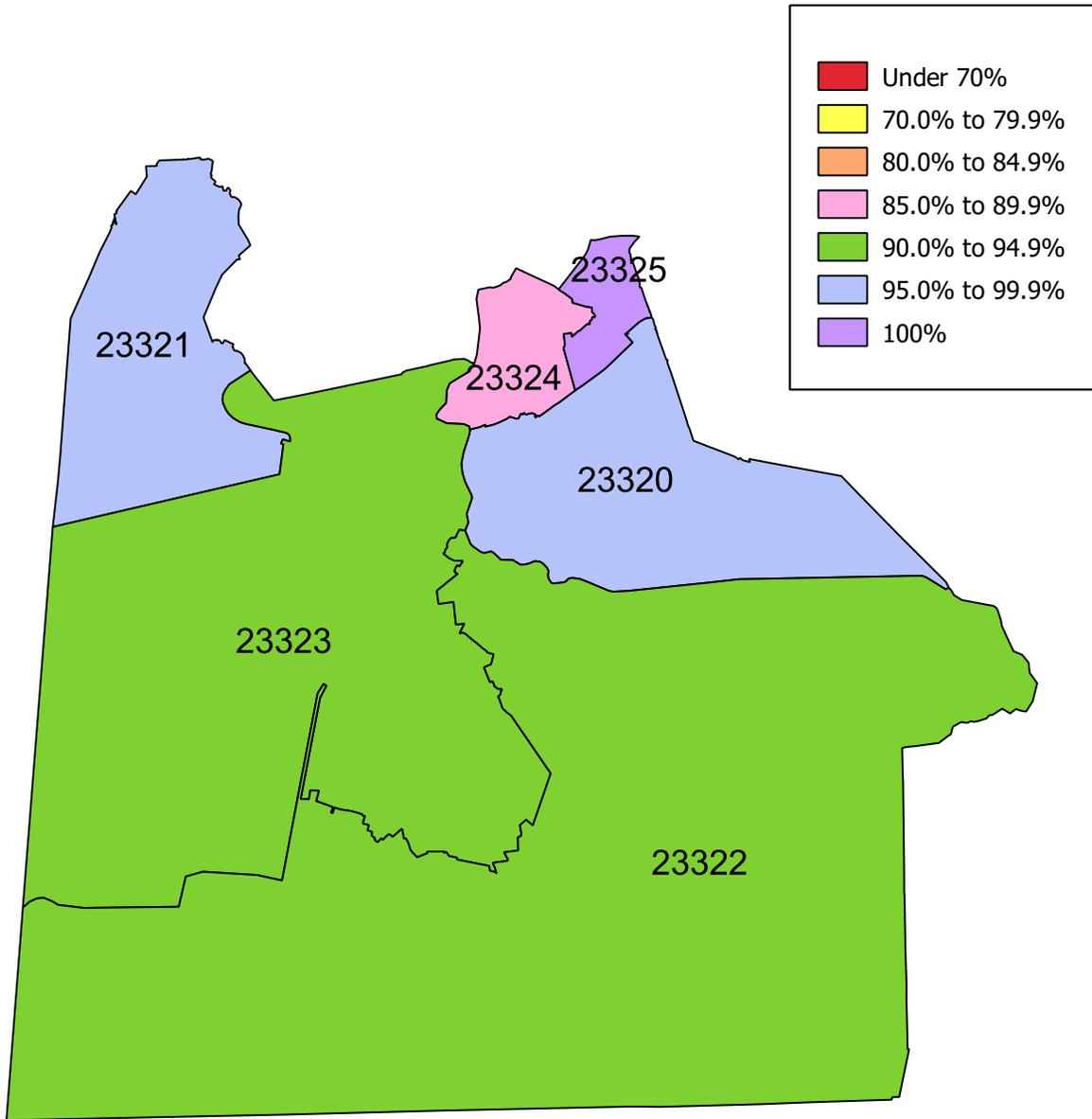
Overall Percent Satisfied = 94.7% *

Mean (Average) = 3.20 (n=323)

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

* "Very Satisfied" + "Satisfied"

% Satisfied With City Services (Overall)



Zip Code	Percent Satisfied (Very Satis. + Satis.)	(n=)
23320	96.5%	(n=85)
23321	98.0%	(n=49)
23322	94.9%	(n=79)
23323	91.8%	(n=49)
23324	85.3%	(n=34)
23325	100.0%	(n=27)

Satisfaction Ratings

Avg. Satisfaction Ratings & Percent Satisfied (In descending order by averages)

Are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:

	Average Rating*	Percent Satisfied**	Number Responding
The Fire Department	3.43	99.7%	323
The Chesapeake public library system	3.40	97.5%	319
The level of safety in your neighborhood	3.30	91.3%	323
The overall appearance of the City	3.23	95.7%	323
The City's bulk trash pick-up	3.21	91.3%	323
The Police Department	3.20	92.0%	323
The "regular" trash collection	3.20	94.7%	323
City services (overall)	3.20	94.7%	323
The overall level of safety in Chesapeake	3.18	93.8%	323
The City's parks	3.16	90.4%	323
The public school system in Chesapeake	3.16	87.9%	323
The City's central call center at 382-CITY	3.15	94.3%	300
How easily you can find what you need on the City's website	3.13	92.2%	296
The courtesy of City employees	3.12	93.8%	323
The City's cable TV station, WCTV	3.10	96.4%	279
The number of activities and things to do in Chesapeake	3.02	81.4%	323
The City's community centers	2.98	81.2%	313
The human service programs	2.97	86.8%	319
The City's efforts to keep residents informed about City services and activities	2.91	81.7%	323
The opportunity citizens have to share their ideas or opinions before the City makes important decisions	2.88	78.9%	323
The quality of the drinking water	2.88	75.9%	323
The condition of roads in your neighborhood area	2.84	69.3%	323
The rain water drainage in your neighborhood area	2.72	65.9%	323
The maintenance of City roads and bridges	2.52	52.9%	323
The traffic flow on City roadways	2.40	49.5%	323

Avg. Rating Scale: 4 = Very Satisfied
3 = Satisfied
2 = Dissatisfied
1 = Very Dissatisfied

* A 4.0 is the highest average score possible.

** "Very Satisfied" and "Satisfied" combined.

Cable Subscribers

Q37 - Do you currently subscribe to Cox or Verizon cable TV?

	<u>Number</u>	<u>Percentage</u>
Yes	260	80.5%
No	<u>63</u>	<u>19.5%</u>
	323	100.0%

Recently Watched WCTV

Q38 - In the past few months, have you watched any programs on the City of Chesapeake's TV station, WCTV, which is on cable TV and can also be seen on the City's website?

	<u>Number</u>	<u>Percentage</u>
Yes	80	24.8%
No, but I do subscribe to cable TV	186	57.6%
No, and I don't have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

NOTE: Six WCTV viewers reported that they do not have cable TV.

Watched City Council Meetings

ALL RESPONDENTS

Q39 - In the past few months, have you personally watched at least part of a Chesapeake City Council meeting on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	56	17.3%
No, but I do subscribe to cable TV	210	65.0%
No, and I don't have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q39 - In the past few months, have you personally watched at least part of a Chesapeake City Council meeting on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	56	70.0%
No	<u>24</u>	<u>30.0%</u>
	80	100.0%

Watched “*Thinking Out Loud*”

ALL RESPONDENTS

Q40 - In the past few months, have you personally watched at least part of “*Thinking Out Loud*” with Mark Cox on the City’s TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	19	5.9%
No, but I do subscribe to cable TV	247	76.5%
No, and I don’t have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q40 - In the past few months, have you personally watched at least part of “*Thinking Out Loud*” with Mark Cox on the City’s TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	19	23.8%
No	<u>61</u>	<u>76.3%</u>
	80	100.0%

Watched “*Whatever Works*”

ALL RESPONDENTS

Q41 - In the past few months, have you personally watched at least part of “*Whatever Works*” - the show about interesting jobs in Chesapeake - on the City’s TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	23	7.1%
No, but I do subscribe to cable TV	243	75.2%
No, and I don’t have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q41 - In the past few months, have you personally watched at least part of “*Whatever Works*” - the show about interesting jobs in Chesapeake - on the City’s TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	23	28.8%
No	<u>57</u>	<u>71.3%</u>
	80	100.0%

Watched a High School Sports Program

ALL RESPONDENTS

Q42 - In the past few months, have you personally watched at least part of a high school sports program on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	48	14.9%
No, but I do subscribe to cable TV	218	67.5%
No, and I don't have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q42 - In the past few months, have you personally watched at least part of a high school sports program on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	48	60.0%
No	<u>32</u>	<u>40.0%</u>
	80	100.0%

Watched a 48NEWS Show

ALL RESPONDENTS

Q43 - In the past few months, have you personally watched at least part of the City's cable TV news show called 48NEWS on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	45	13.9%
No, but I do subscribe to cable TV	221	68.4%
No, and I don't have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q43 - In the past few months, have you personally watched at least part of the City's cable TV news show called 48NEWS on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	45	56.3%
No	<u>35</u>	<u>43.8%</u>
	80	100.0%

Watched a Special WCTV Program

ALL RESPONDENTS

Q44 - In the past few months, have you personally watched one of the special programs, like the Christmas Parade or the State of the City speech, on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	51	15.8%
No, but I do subscribe to cable TV	215	66.6%
No, and I don't have cable TV	<u>57</u>	<u>17.6%</u>
	323	100.0%

RECENT WCTV VIEWERS ONLY

Q44 - In the past few months, have you personally watched one of the special programs, like the Christmas Parade or the State of the City speech, on the City's TV station?

	<u>Number</u>	<u>Percentage</u>
Yes	51	63.8%
No	<u>29</u>	<u>36.3%</u>
	80	100.0%

Summary of WCTV Shows Watched

In the past few months, have you watched at least part of (fill in) on the City's TV station?

Percent Who Said "Yes"

	<u>% of All Respondents</u>	<u>% of Cable Subscribers</u>	<u>% of Recent WCTV Viewers</u>
A Chesapeake City Council meeting	17.3%	19.6%	70.0%
One of the special programs, like the Christmas Parade or the State of the City speech	15.8%	18.1%	63.8%
A high school sports program	14.9%	17.7%	60.0%
The City's news show called 48NEWS	13.9%	16.2%	56.3%
" <i>Whatever Works</i> "	7.1%	8.5%	28.8%
" <i>Thinking Out Loud</i> " with Mark Cox	5.9%	6.9%	23.8%
	(n=323)	(n=260)	(n=80)

Main Source of Information

Q45 - Generally speaking, what is your main source of information about City of Chesapeake services, programs, and activities? (No response choices were read.)

	<u>Number</u>	<u>Percentage</u>
The City's website	76	23.5%
The newspaper - <i>Clipper</i> section	65	20.1%
The newspaper - main paper	48	14.9%
Word of mouth/friends/relatives	34	10.5%
"Regular" network TV	32	9.9%
City publications, including brochures and flyers	16	5.0%
The City's cable TV station, WCTV	14	4.3%
An email from the City	8	2.5%
Online using a Google search	7	2.2%
Billboards	6	1.9%
Online using Facebook	4	1.2%
The radio	3	0.9%
I call a City of Chesapeake office	2	0.6%
At work	2	0.6%
Online using Pilot Online	2	0.6%
At the library	2	0.6%
382-CITY	1	0.3%
An Alert from my phone app	<u>1</u>	<u>0.3%</u>
	323	100.0%

Second Source of Information

Q46 - What is your second source of information about City of Chesapeake services, programs, and activities?

	<u>Number</u>	<u>Percentage</u>
No second source of information	37	11.5%
The City's website	45	13.9%
The newspaper - <i>Clipper</i> section	43	13.3%
Word of mouth/friends/relatives	41	12.7%
The newspaper - main paper	38	11.8%
"Regular" network TV	38	11.8%
City publications, including brochures and flyers	22	6.8%
The City's cable TV station, WCTV	13	4.0%
Online using Facebook	8	2.5%
Billboards	7	2.2%
The radio	5	1.5%
Online using a Google search	5	1.5%
382-CITY	4	1.2%
An email from the City	3	0.9%
I call a City of Chesapeake office	2	0.6%
Online using Pilot Online	1	0.3%
At the library	1	0.3%
A phone app (generic)	1	0.3%
Through the schools	1	0.3%
A civic league	1	0.3%
On Twitter	1	0.3%
Online using another Internet site	<u>6</u>	<u>1.9%</u>
	323	100.0%

Top Two Sources of Information

Q45 & Q46 - What are your top two sources of information about City of Chesapeake services, programs, and activities? (COMBINED)

- 121 (37.5%) mentioned the City's website
 - 108 (33.4%) mentioned the newspaper - *Clipper* section
 - 86 (26.6%) mentioned the newspaper - main paper
 - 75 (23.2%) mentioned word of mouth/friends/relatives
 - 70 (21.7%) mentioned "regular" network TV
 - 38 (11.8%) mentioned City publications, including brochures and flyers
 - 27 (8.4%) mentioned the City's cable TV station, WCTV
 - 13 (4.0%) mentioned billboards
 - 12 (3.7%) mentioned online using a Google search
 - 12 (3.7%) mentioned online using Facebook
 - 11 (3.4%) mentioned email from the City
 - 8 (2.5%) mentioned the radio
 - 6 (1.9%) mentioned online using another Internet site
 - 5 (1.5%) mentioned using 382-CITY
 - 4 (1.2%) mentioned calling the City of Chesapeake office
 - 3 (0.9%) mentioned online using Pilot Online
 - 3 (0.9%) mentioned the library
 - 2 (0.6%) mentioned work
 - 1 (0.3%) mentioned Alerts from a phone app
 - 1 (0.3%) mentioned a phone app (generic)
 - 1 (0.3%) mentioned schools
 - 1 (0.3%) mentioned a civic league
 - 1 (0.3%) mentioned Twitter
- (n=323)

NOTE: The percentage total will exceed 100% because 99 people named one source, and 224 people name two sources. When combining the first and second sources of information, it is possible that each of the two responses may have been in the same general category.

Attending the Chesapeake Jubilee

Q34 - In the past 3 or 4 years, have you or members of your household gone to the Chesapeake Jubilee that is held each Spring at Chesapeake City Park on Greenbrier Parkway?

	<u>Number</u>	<u>Percentage</u>
Yes	142	44.0%
No	<u>181</u>	<u>56.0%</u>
	323	100.0%

Opinions of Chesapeake Jubilee

Q35 - Based on whatever you know or may have heard, would you say the Chesapeake Jubilee is:

	<u>Number</u>	<u>Percentage</u>
Good for children of all ages	157	48.6%
Geared toward children over age 13	55	17.0%
More of an event for adults	79	24.5%
I'm not sure (not read)	<u>32</u>	<u>9.9%</u>
	323	100.0%

Suggestions for Chesapeake Jubilee

Q36 - Can you make one suggestion for making the Chesapeake Jubilee a better event?

These responses were grouped by theme after the surveys were completed.

	<u>Number</u>	<u>Percentage</u>
No suggestion offered	151	46.7%
Improve the parking situation	23	7.1%
Make it more family-friendly	22	6.8%
Deal with problems of alcohol consumption	20	6.2%
Increase security and safety	19	5.9%
Weather-related issues	18	5.6%
Change the entertainment	15	4.6%
Advertise it more	8	2.5%
Change the cost	8	2.5%
Manage the crowds	7	2.2%
Manage the traffic better	7	2.2%
Change the location	6	1.9%
Different food	5	1.5%
Hold it at a different time	2	0.6%
Other suggestions	<u>12</u>	<u>3.7%</u>
	323	100.0%

Disaster Planning

Q47 - Some residents have a specific plan for how to protect themselves in the event of a hurricane or major snow storm. Do you:

	<u>Number</u>	<u>Percentage</u>
Have a definite plan worked out	138	42.7%
Have a vague idea of what you would do	124	38.4%
Haven't really given it much thought	<u>61</u>	<u>18.9%</u>
	323	100.0%

Disaster Supply Kit

Q48 - Some residents have even put together a supply kit of things they may need in the event of a hurricane or major snow storm. Do you, by chance, have a supply kit like that already made?

	<u>Number</u>	<u>Percentage</u>
Yes	145	44.9%
No	<u>178</u>	<u>55.1%</u>
	323	100.0%

Profile of Respondents

Internet Use

Q33 - Excluding work, how often do you use the Internet to go online:

	<u>Number</u>	<u>Percentage</u>
More than three times a day	169	52.3%
One to three times a day	71	22.0%
A few times a week	26	8.0%
Maybe once a week	18	5.6%
Less than once a week	11	3.4%
Never	<u>28</u>	<u>8.7%</u>
	323	100.0%

Years Lived in Chesapeake

Q1 - How many years have you lived in Chesapeake?

(Grouped for presentation purposes)

	<u>Number</u>	<u>Percentage</u>
5 years or fewer	33	10.2%
6 to 10 years	49	15.2%
11 to 15 years	51	15.8%
16 to 20 years	44	13.6%
21 to 25 years	30	9.3%
26 to 30 years	27	8.4%
31 or more years	<u>89</u>	<u>27.6%</u>
	323	100.0%

AVERAGES: *

Mean = 23.4 years (n=323)

Median = 19.0 years (n=323)

* Based on non-grouped data.

Zip Code of Residence

Q3 - What is your home Zip Code?

	<u>Number</u>	<u>Percentage</u>
23320	85	26.3%
23321	49	15.2%
23322	79	24.5%
23323	49	15.2%
23324	34	10.5%
23325	<u>27</u>	<u>8.4%</u>
	323	100.0%

NOTE: Distributions are based on USPS reports of the number of households in each Zip Code.

Area of Residence

Q50 - I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake best describes where you live:

	<u>Number</u>	<u>Percentage</u>
Deep Creek	43	13.3%
Greenbrier	69	21.4%
Indian River	33	10.2%
Great Bridge	70	21.7%
South Norfolk, including Portlock	33	10.2%
Western Branch	49	15.2%
Hickory or Southern Chesapeake area	<u>26</u>	<u>8.0%</u>
	323	100.0%

Age Group

Q49 - Age of Respondent

	<u>Number</u>	<u>Percentage</u>
Twenties	40	12.4%
Thirties	60	18.6%
Forties	76	23.5%
Fifties	71	22.0%
Sixties	41	12.7%
Seventy or older	<u>35</u>	<u>10.8%</u>
	323	100.0%

AVERAGES:

* Mean = 48.5 years (n=323)
 Median = 48.1 years (n=323)

* Based on category mid-point interpolation. A value of 74 was used for the "Seventies or older" category.

Ethnic Origin

Q51 - Ethnic Origin of Respondent

	<u>Number</u>	<u>Percentage</u>
White	201	62.2%
African American	98	30.3%
Hispanic	16	5.0%
Asian	5	1.5%
Indian	<u>3</u>	<u>0.9%</u>
	323	100.0%

Income Group

Q52 - Annual Household Income

	<u>Number</u>	<u>Percentage</u>
Under \$20,000	23	7.4%
\$20,000 to \$39,999	34	10.9%
\$40,000 to \$59,999	50	16.0%
\$60,000 to \$79,999	63	20.2%
\$80,000 to \$99,999	46	14.7%
\$100,000 to \$124,999	47	15.1%
\$125,000 to \$149,999	23	7.4%
\$150,000 to \$174,999	11	3.5%
\$175,000 or more	<u>15</u>	<u>4.8%</u>
	312	100.0%

AVERAGES:

* Mean = \$82,056 (n=312)
 Median = \$75,555 (n=312)

* Based on category mid-point interpolation. A value of \$18,000 was used for the "Under \$20,000" category, and \$192,000 was used for "\$175,000 or more."

NOTE: Some people are not included in this table because they did not answer the income question.

Gender

Q53 - Gender of Respondent

	<u>Number</u>	<u>Percentage</u>
Male	160	49.5%
Female	<u>163</u>	<u>50.5%</u>
	323	100.0%

NOTE: Interviewers alternated asking for the male and female head of household.

Appendices

Appendix A: 2014 Questionnaire Form

Appendix B: 1998 - 2014 Trend Data

Appendix A 2014 Questionnaire Form

Hello, I'm _____ with Continental Research. We're doing a survey tonight for the City of Chesapeake to ask residents how they feel about City services.

Screeners:

S1) Are you at least 18 years of age? **(If no, ask to speak to an adult in the household)**

S2) Is this a home or a business? **(If exclusively a business, politely TERM interview)**

S3) [Tactfully screen out City empl... Do you happen to be a City of Chesapeake employee?]

1) How many years have you lived in Chesapeake? ____ yrs. **(If 0, TERM interview)**

2) When you describe Chesapeake to someone who has never been here, do you say:
(Read Choices)

1- Mostly good things, 2- Some good and some bad things, or 3- Mostly bad things?

3) What is your home Zip Code? 2 3 3 ____ **(Check quotas)**

4) Considering what's important to you personally, what is the single MOST important problem or greatest need facing the City of Chesapeake today? **(Probe)**

Think for a moment about living in Chesapeake. Overall, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (Q5 to Q18)?

(ROTATE ITEMS WITHIN GRID)

	<u>VS</u>	<u>S</u>	<u>D</u>	<u>VD</u>	[INDICATE if D/K]
5)	4	3	2	1	The overall appearance of the City
6)	4	3	2	1	The number of activities and things to do in Chesapeake
7)	4	3	2	1	The City's parks (If 2 or 1, will ask Q30 follow-up.)
8)	4	3	2	1	The City's community centers (If 2 or 1, will ask Q31 follow-up.)
9)	4	3	2	1	The Chesapeake public library system
10)	4	3	2	1	The quality of the drinking water
11)	4	3	2	1	The Police Department
12)	4	3	2	1	The Fire Department
13)	4	3	2	1	The maintenance of City roads and bridges

Appendix A (cont'd)

	<u>VS</u>	<u>S</u>	<u>D</u>	<u>VD</u>	[INDICATE if D/K]
14)	4	3	2	1	The traffic flow on City roadways
15)	4	3	2	1	The City's regular trash collection
16)	4	3	2	1	The City's bulk trash pick-up for larger items and yard debris
17)	4	3	2	1	The public school system in Chesapeake
18)	4	3	2	1	The human service programs for needy or disabled residents, the elderly, and those with substance abuse problems

And, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with (Q19 to Q28)?

	<u>VS</u>	<u>S</u>	<u>D</u>	<u>VD</u>	[INDICATE if D/K]
19)	4	3	2	1	The courtesy of City employees
20)	4	3	2	1	The overall level of safety in Chesapeake
21)	4	3	2	1	The level of safety in your neighborhood (If 2 or 1, will ask Q32 follow-up.)
22)	4	3	2	1	The condition of roads in your neighborhood area
23)	4	3	2	1	The rain water drainage in your neighborhood area
24)	4	3	2	1	The City's efforts to keep residents informed about City services and activities
25)	4	3	2	1	Citizens having the opportunity to share their ideas or opinions before the City makes important decisions
26)	4	3	2	1	The central call center at 382-CITY where residents can ask a question or request a City service
27)	4	3	2	1	How easily you can find what you need on the City's website
28)	4	3	2	1	The City's cable TV station, WCTV

29) How would you rate your overall level of satisfaction with the services the City provides?
Are you: **(Read Choices)**

4- Very Satisfied, 3- Satisfied, 2- Dissatisfied, or 1- Very Dissatisfied?

30) **(If q7 = 2 or 1)** I noticed that you were dissatisfied with the parks in Chesapeake. What should the City do to improve them?

31) **(If q8 = 2 or 1)** I noticed that you were dissatisfied with Chesapeake's community centers. What should the City do to improve them?

32) **(If q21 = 2 or 1)** You mentioned not always feeling safe. What should the City do to improve your feeling of safety in your neighborhood?

Appendix A (cont'd)

33) Excluding work, do you use the Internet or go online: **(Read Choices)**

- | | |
|---------------------------------|------------------------------|
| 1- More than three times a day, | 4- Maybe once a week, |
| 2- One to three times a day, | 5- Less than once a week, or |
| 3- A few times a week, | 6- Never? |

34) In the past 3 or 4 years, have you or members of your household gone to the Chesapeake Jubilee that is held each Spring at Chesapeake City Park on Greenbrier Parkway?

- 1- Yes 2- No

35) Based on whatever you know or have heard, would you say the Jubilee is:

- 1- Good for children of all ages
 2- Geared toward children over age 13, or
 3- More of an event for adults?

36) Can you make one suggestion for making the Chesapeake Jubilee a better event?

37) Do you currently subscribe to Cox or Verizon cable TV? 1- Yes 2- No

38) In the past few months, have you watched any programs on the City of Chesapeake's TV station, WCTV, which is on cable TV and can also be seen on the City's website?

- 1- Yes 2- No **(Go to Q45)**

In the past few months, have you personally watched at least part of (Q39 to Q44) on the City's TV station?

- | | <u>Yes</u> | <u>No</u> | |
|-----|------------|-----------|---|
| 39) | 1 | 2 | A Chesapeake City Council meeting |
| 40) | 1 | 2 | "Thinking Out Loud" with Mark Cox |
| 41) | 1 | 2 | "Whatever Works" - the show about interesting jobs in Chesapeake |
| 42) | 1 | 2 | A high school sports program |
| 43) | 1 | 2 | The City's cable TV news show called 48NEWS |
| 44) | 1 | 2 | How about one of the special programs, like the Christmas Parade or the State of the City speech? |

45) Generally speaking, what is your MAIN SOURCE OF INFORMATION about City of Chesapeake services, programs, and activities?

46) And, what is your second source for information about City of Chesapeake services, programs, and activities?

Appendix A (cont'd)

47) Some residents of Chesapeake have a specific plan for how to protect themselves in the event of a hurricane or major snow storm. Do you: **(Read Choices)**

- 1- Have a definite plan worked out,
- 2- Have a vague idea of what you'd do, or
- 3- You haven't really given it much thought?

48) Some residents have even put together a supply kit of things they may need in the event of a hurricane or major snow storm. Do you, by chance, have a supply kit like that already made?

- 1- Yes
- 2- No

My last few questions are just to make sure we interview all groups of people.

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

50) I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake best describes where you live? Is it: **(Read All Choices)**

- 1- Deep Creek,
- 2- Greenbrier,
- 3- Indian River,
- 4- Great Bridge,
- 5- South Norfolk, incl. Portlock,
- 6- Western Branch, or
- 7- The Hickory or Southern Chesapeake area?

51) And your ethnic background... Are you: **(Read Choices)**

- 1- White,
- 2- African American,
- 3- Hispanic, or
- 4- Of another ethnic background?

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

- | | | |
|------------------------------------|--------------------------------------|--------------------------------------|
| 1- A) Under \$20,000, | 4- D) \$60,000 to \$79,999, | 7- G) \$125,000 to \$149,999, |
| 2- B) \$20,000 to \$39,999, | 5- E) \$80,000 to \$99,999, | 8- H) \$150,000 to \$174,999 |
| 3- C) \$40,000 to \$59,999, | 6- F) \$100,000 to \$124,999, | 9- I) \$175,000 or more |

0- Refused (after probe)

53) **GENDER:** ("Shall I mark..." if unsure)

- 1- Male
- 2- Female

**Thanks for sharing your time with me today.
We'll be reporting the results of this survey to City Council in a month or so.**

Appendix B

1998 - 2014 Trend Data

NOTE: The purpose of this Trend Analysis is to assist in tracking changes over time. Some variation in the survey results from year to year is expected with any survey and may not be significant.

The nature of the 2007 and 2008 surveys was quite different. As such, there are only a small number of questions that are comparable to the traditional City services surveys. Where no comparable question exists, the “n/a” indicator is used.

Over time, the wording of some questions has changed. The 2014 questionnaire wording is used here. Copies of any earlier surveys are available through the Public Communications Department.

Column Heading Key: 1998 - March 1998
1999 - April 1999
2000 - April 2000
2001 - May/June 2001
2006 - July 2006
2007 - August/September 2007
2008 - October/November 2008
2014 - October 2014

When you describe Chesapeake to someone who has NEVER been here, do you say:

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Mostly good things	69.0%	69.5%	n/a	n/a	60.8%	n/a	n/a	77.1%
Some good and some bad things	26.7%	30.2%			37.9%			21.7%
Mostly bad things	<u>4.3%</u>	<u>0.3%</u>			<u>1.3%</u>			<u>1.2%</u>
	100.0%	100.0%			100.0%			100.0%
	(n=300)	(n=311)			(n=301)			(n=323)

NOTE: The notation "(n=___)" indicates the number of respondents included in the calculation that year.

Considering what’s important to you personally, what is the single most important problem or greatest need facing the City of Chesapeake today? (Top 5 Responses Each Year)

	<u>2014</u>
Traffic congestion/delays	18.0%
Issues with roads (maintenance/condition/need more/build faster)	13.0%
Too much growth/Better planning for growth	9.3%
Property taxes are too high	6.5%
“Other” school issues (safety/teacher pay/need more funding)*	5.9%
	(n=323)

* aside from crowding

	<u>2008</u>
Property taxes are too high	13.3%
Issues with roads (maintenance/condition/need more/build faster)	13.0%
Traffic congestion/delays	12.0%
Too much growth/Need better planning for growth	8.1%
School crowding/Need to build more schools	6.5%
	(n=308)

	<u>2007</u>
Traffic flow problems/congestion	19.3%
Property taxes are too high	13.3%
Too much growth/Problems planning for growth	12.3%
School crowding/Need more schools	8.3%
Issues with roads (condition/need more/finish projects sooner)	8.3%
	(n=301)

	<u>2006</u>
Traffic flow problems/congestion	17.9%
Too much growth/Problems planning for growth	15.6%
Property taxes are too high	11.0%
School crowding/Need more schools	9.6%
Issues with roads (condition/need more/finish sooner)	7.0%
	(n=301)

Considering what's important to you personally, what is the single most important problem or greatest need facing the City of Chesapeake today? (cont'd) (Top 5 Responses Each Year)

	<u>2001</u>
Traffic flow problems/congestion	21.4%
Improve the water quality/taste/smell/safety	16.4%
Growth (need to plan better/stop growth)	13.2%
Find more sources of revenue to keep taxes down/lower taxes	9.0%
School crowding	6.6%
	(n=500)

	<u>2000</u>
Growth (need to plan better/stop growth)	18.3%
Traffic flow problems	17.7%
School crowding	12.7%
Improve the schools (ensure safety/teacher pay/need more funding)	8.7%
Roads (improve condition/finish projects sooner)	7.8%
	(n=322)

	<u>1999</u>
Growth (need to plan better/stop growth)	21.2%
Traffic flow problems	16.7%
Improve water quality/taste/smell	15.1%
School crowding	9.6%
Improve the schools (ensure safety/teacher pay/need more funding)	6.8%
	(n=311)

	<u>1998</u>
Growth (need to plan better/stop growth)	25.3%
School crowding	12.0%
Roads (improve condition/build more)	11.3%
Water quality (taste/residue/saltiness)	10.3%
Traffic (too much)	10.0%
	(n=300)

Percent Satisfied With City Services/Characteristics

Percent Who Were Satisfied:*

<u>Service/Characteristic</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
The overall appearance of the City	90.7%	91.0%	85.7%	89.4%	91.0%	n/a	n/a	95.7%
The number of activities & things to do in Ches.	n/a	81.4%						
The City's parks	82.0%	81.7%	n/a	91.8%	94.7%	n/a	n/a	90.4%
The community centers	81.3%	84.6%	n/a	84.8%	87.2%	n/a	n/a	81.2%
The public library system	96.7%	99.4%	n/a	97.0%	98.7%	n/a	n/a	97.5%
The quality of the drinking water	26.0%	n/a	n/a	43.6%	68.1%	n/a	n/a	75.9%
The Police Department	91.7%	n/a	91.3%	91.0%	94.0%	n/a	n/a	92.0%
The Fire Department	99.0%	n/a	98.1%	98.4%	99.7%	n/a	n/a	99.7%
The maintenance of City roads & bridges	56.7%	57.9%	52.8%	63.6%	49.5%	n/a	n/a	52.9%
The traffic flow on City roadways	n/a	n/a	n/a	42.0%	31.6%	n/a	n/a	49.5%
"Regular" trash collection	90.3%	95.2%	91.9%	82.6%	86.7%	n/a	n/a	94.7%
Bulk trash pick-up	n/a	91.3%						
The public school system	76.7%	81.4%	76.7%	82.0%	82.1%	n/a	n/a	87.9%
Human service programs	n/a	86.8%						
Courtesy of City employees	92.7%	91.6%	93.5%	94.2%	93.7%	90.0%	n/a	93.8%
Overall level of safety in Chesapeake	n/a	88.7%	89.1%	92.0%	95.0%	n/a	n/a	93.8%
The level of safety in your neighborhood	n/a	91.0%	89.1%	90.8%	96.0%	94.7%	n/a	91.3%
The condition of roads in your neighborhood area	n/a	n/a	n/a	81.4%	69.8%	n/a	n/a	69.3%

* "Satisfied" and "Very Satisfied" responses combined.

(continued)

Percent Satisfied With City Services/Characteristics (cont'd)

<u>Service/Characteristic</u>	<u>Percent Who Were Satisfied:*</u>							
	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Rain water drainage in your neighborhood area	n/a	n/a	n/a	69.2%	69.1%	n/a	n/a	65.9%
Efforts to keep residents informed	n/a	81.4%	72.7%	78.0%	80.7%	n/a	n/a	81.7%
The opportunity citizens have to share their ideas/opinions	n/a	69.1%	69.6%	74.6%	73.4%	n/a	n/a	78.9%
The central call center at 382-CITY	n/a	n/a	n/a	n/a	**93.8%	**91.8%	n/a	94.3%
How easily you can find what you need on the City's website	n/a	n/a	n/a	n/a	n/a	n/a	n/a	92.2%
The City's cable TV station, WCTV	91.3%	88.7%	84.8%	88.2%	93.4%	n/a	n/a	96.4%
The City's cable TV station, WCTV (recent "Users" only)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	96.3%
City services (overall)	92.7%	90.7%	90.7%	92.0%	90.4%	90.0%	88.3%	94.7%

* "Satisfied" and "Very Satisfied" responses combined.

** Asked only of "Users" in that year.

Average Satisfaction Ratings

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>	t-Test Results*
The Fire Department	3.34	n/a	3.33	3.31	3.34	n/a	n/a	3.43	c
The public library system	3.38	3.46	n/a	3.42	3.51	n/a	n/a	3.40	z
The level of safety in your neighborhood	n/a	3.26	3.18	3.19	3.28	3.28	n/a	3.30	
The overall appearance of the City	3.06	3.19	3.02	3.10	3.17	n/a	n/a	3.23	
Bulk trash pick-up	n/a	3.21							
The Police Department	3.13	n/a	3.14	3.13	3.18	n/a	n/a	3.20	
“Regular” trash collection	3.18	3.25	3.17	2.99	3.13	n/a	n/a	3.20	
City services (overall)	3.07	3.07	3.02	3.06	3.05	3.08	3.00	3.20	a
Overall level of safety in Chesapeake	n/a	3.09	3.05	3.10	3.19	n/a	n/a	3.18	
The City’s parks	2.95	2.97	n/a	3.17	3.22	n/a	n/a	3.16	
The public school system	2.91	2.95	2.89	2.96	3.01	n/a	n/a	3.16	c
The central call center at 382-CITY	n/a	n/a	n/a	n/a	**3.23	**3.23	n/a	3.15	
How easily you can find what you need on the City’s website	n/a	3.13							
Courtesy of City employees	3.08	3.14	3.12	3.13	3.16	3.11	n/a	3.12	

Scale: 4 = Very Satisfied (A 4.0 is the highest average possible.)
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

* The results of a t-Test on the averages are indicated by these codes (difference is significant using two-tailed t-Test at .05):

- a = sig. higher than last time asked in 2008
- b = sig. higher than 2007 (if not asked in 2008)
- c = sig. higher than 2006 (if not asked in 2007 or 2008)
- x = sig. lower than last time asked in 2008
- y = sig. lower than 2007 (if not asked in 2008)
- z = sig. lower than 2006 (if not asked in 2007 or 2008)

** Asked only of “Users” in that year.

(continued)

Average Satisfaction Ratings (cont'd)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>	<u>t-Test Results*</u>
The City's cable TV station, WCTV	3.04	2.97	2.98	2.98	3.11	n/a	n/a	3.10	
The City's cable TV station, WCTV (recent "Users" only)	n/a	3.16							
The number of activities & things to do in Ches.	n/a	3.02							
The community centers	2.90	2.96	n/a	2.97	3.03	n/a	n/a	2.98	
Human service programs	n/a	2.97							
Efforts to keep residents informed	n/a	2.89	2.80	2.82	2.89	n/a	n/a	2.91	
The opportunity citizens have to share their ideas/opinions	n/a	2.71	2.73	2.76	2.79	n/a	n/a	2.88	
The quality of the drinking water	1.96	n/a	n/a	2.24	2.70	n/a	n/a	2.88	c
The condition of roads in your neighborhood area	n/a	n/a	n/a	2.91	2.74	n/a	n/a	2.84	
Rain water drainage in your neighborhood area	n/a	n/a	n/a	2.71	2.70	n/a	n/a	2.72	
The maintenance of City roads & bridges	2.51	2.56	2.49	2.60	2.47	n/a	n/a	2.52	
The traffic flow on City roadways	n/a	n/a	n/a	2.27	2.18	n/a	n/a	2.40	c

Scale: 4 = Very Satisfied (A 4.0 is the highest mean possible.)
 3 = Satisfied
 2 = Dissatisfied
 1 = Very Dissatisfied

* The results of a t-Test on the averages are indicated by these codes (difference is significant using two-tailed t-Test at .05):

- a = sig. higher than last time asked in 2008
- b = sig. higher than 2007 (if not asked in 2008)
- c = sig. higher than 2006 (if not asked in 2007 or 2008)
- x = sig. lower than last time asked in 2008
- y = sig. lower than 2007 (if not asked in 2008)
- z = sig. lower than 2006 (if not asked in 2007 or 2008)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

The overall appearance of the City

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	15.7%	28.0%	18.6%	21.6%	26.2%	n/a	n/a	27.9%
Satisfied	75.0%	63.0%	67.1%	67.8%	64.8%			67.8%
Dissatisfied	8.7%	8.7%	12.4%	10.0%	9.0%			3.4%
Very Dissatisfied	<u>0.7%</u>	<u>0.3%</u>	<u>1.9%</u>	<u>0.6%</u>	<u>0.0%</u>			<u>0.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

The number of activities and things to do in Chesapeake

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	21.7%						
Satisfied								59.8%
Dissatisfied								17.3%
Very Dissatisfied								<u>1.2%</u>
								100.0%
								(n=323)

The City's parks

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	17.7%	18.6%	n/a	26.8%	27.6%	n/a	n/a	26.6%
Satisfied	64.3%	63.0%		65.0%	67.1%			63.8%
Dissatisfied	13.0%	14.8%		7.0%	4.7%			9.0%
Very Dissatisfied	<u>5.0%</u>	<u>3.5%</u>		<u>1.2%</u>	<u>0.7%</u>			<u>0.6%</u>
	100.0%	100.0%		100.0%	100.0%			100.0%
	(n=300)	(n=311)		(n=500)	(n=301)			(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The community centers**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	14.0%	15.1%	n/a	13.8%	16.1%	n/a	n/a	19.8%
Satisfied	67.3%	69.5%		71.0%	71.1%			61.3%
Dissatisfied	13.7%	12.2%		13.2%	12.1%			16.3%
Very Dissatisfied	<u>5.0%</u>	<u>3.2%</u>		<u>2.0%</u>	<u>0.7%</u>			<u>2.6%</u>
	100.0%	100.0%		100.0%	100.0%			100.0%
	(n=300)	(n=311)		(n=500)	(n=298)			(n=313)

The Chesapeake public library system

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	42.0%	46.6%	n/a	44.6%	52.0%	n/a	n/a	42.9%
Satisfied	54.7%	52.7%		52.4%	46.6%			54.5%
Dissatisfied	2.7%	0.6%		3.0%	1.3%			1.9%
Very Dissatisfied	<u>0.7%</u>	<u>0.0%</u>		<u>0.0%</u>	<u>0.0%</u>			<u>0.6%</u>
	100.0%	100.0%		100.0%	100.0%			100.0%
	(n=300)	(n=311)		(n=500)	(n=298)			(n=319)

The quality of the drinking water

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	2.3%	n/a	n/a	4.8%	7.0%	n/a	n/a	18.9%
Satisfied	23.7%			38.8%	61.1%			57.0%
Dissatisfied	41.7%			32.0%	26.6%			17.3%
Very Dissatisfied	<u>32.3%</u>			<u>24.4%</u>	<u>5.3%</u>			<u>6.8%</u>
	100.0%			100.0%	100.0%			100.0%
	(n=300)			(n=500)	(n=301)			(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The Police Department**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	22.7%	n/a	24.8%	23.6%	24.3%	n/a	n/a	29.4%
Satisfied	69.0%		66.5%	67.4%	69.8%			62.5%
Dissatisfied	7.3%		6.5%	7.2%	5.3%			6.5%
Very Dissatisfied	<u>1.0%</u>		<u>2.2%</u>	<u>1.8%</u>	<u>0.7%</u>			<u>1.5%</u>
	100.0%		100.0%	100.0%	100.0%			100.0%
	(n=300)		(n=322)	(n=500)	(n=301)			(n=323)

The Fire Department

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	35.0%	n/a	35.4%	32.8%	34.6%	n/a	n/a	43.0%
Satisfied	64.0%		62.7%	65.6%	65.1%			56.7%
Dissatisfied	0.7%		1.6%	1.4%	0.3%			0.3%
Very Dissatisfied	<u>0.3%</u>		<u>0.3%</u>	<u>0.2%</u>	<u>0.0%</u>			<u>0.0%</u>
	100.0%		100.0%	100.0%	100.0%			100.0%
	(n=300)		(n=322)	(n=500)	(n=301)			(n=323)

The maintenance of City roads and bridges

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	4.3%	6.4%	4.3%	3.2%	5.0%	n/a	n/a	6.5%
Satisfied	52.3%	51.4%	48.4%	60.4%	44.5%			46.4%
Dissatisfied	33.7%	33.8%	39.1%	30.0%	42.9%			39.3%
Very Dissatisfied	<u>9.7%</u>	<u>8.4%</u>	<u>8.1%</u>	<u>6.4%</u>	<u>7.6%</u>			<u>7.7%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The traffic flow on City roadways**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	n/a	n/a	0.8%	2.0%	n/a	n/a	3.1%
Satisfied				41.2%	29.6%			46.4%
Dissatisfied				42.6%	52.5%			38.1%
Very Dissatisfied				<u>15.4%</u>	<u>15.9%</u>			<u>12.4%</u>
				100.0%	100.0%			100.0%
				(n=500)	(n=301)			(n=323)

The “regular” trash collection

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	29.0%	30.5%	27.3%	19.4%	28.2%	n/a	n/a	26.3%
Satisfied	61.3%	64.6%	64.6%	63.2%	58.5%			68.4%
Dissatisfied	8.0%	4.5%	6.2%	14.2%	11.0%			4.0%
Very Dissatisfied	<u>1.7%</u>	<u>0.3%</u>	<u>1.9%</u>	<u>3.2%</u>	<u>2.3%</u>			<u>1.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

The City’s bulk trash pick-up for larger items and yard debris

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	30.3%						
Satisfied								61.0%
Dissatisfied								7.7%
Very Dissatisfied								<u>0.9%</u>
								100.0%
								(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The public school system in Chesapeake**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	18.7%	18.3%	15.2%	17.8%	21.9%	n/a	n/a	29.7%
Satisfied	58.0%	63.0%	61.5%	64.2%	60.1%			58.2%
Dissatisfied	18.7%	14.1%	20.5%	14.4%	15.3%			10.8%
Very Dissatisfied	<u>4.7%</u>	<u>4.5%</u>	<u>2.8%</u>	<u>3.6%</u>	<u>2.7%</u>			<u>1.2%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

The human service programs for needy or disabled residents, the elderly, and those with substance abuse problems

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	12.9%						
Satisfied								74.0%
Dissatisfied								10.7%
Very Dissatisfied								<u>2.5%</u>
								100.0%
								(n=319)

The courtesy of City employees

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	16.0%	23.8%	19.9%	19.2%	22.3%	22.3%	n/a	19.8%
Satisfied	76.7%	67.8%	73.6%	75.0%	71.4%	67.8%		74.0%
Dissatisfied	6.3%	7.1%	5.3%	5.0%	6.3%	8.6%		4.3%
Very Dissatisfied	<u>1.0%</u>	<u>1.3%</u>	<u>1.2%</u>	<u>0.8%</u>	<u>0.0%</u>	<u>1.3%</u>		<u>1.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)		(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The overall level of safety in Chesapeake**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	21.5%	17.1%	19.2%	24.6%	n/a	n/a	24.8%
Satisfied		67.2%	72.0%	72.8%	70.4%			69.0%
Dissatisfied		10.0%	9.6%	7.2%	4.7%			5.6%
Very Dissatisfied		<u>1.3%</u>	<u>1.2%</u>	<u>0.8%</u>	<u>0.3%</u>			<u>0.6%</u>
		100.0%	100.0%	100.0%	100.0%			100.0%
		(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

The level of safety in your neighborhood

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	36.0%	32.9%	29.8%	32.6%	34.2%	n/a	39.6%
Satisfied		55.0%	56.2%	61.0%	63.5%	60.5%		51.7%
Dissatisfied		8.0%	7.1%	7.4%	3.7%	4.0%		7.4%
Very Dissatisfied		<u>1.0%</u>	<u>3.7%</u>	<u>1.8%</u>	<u>0.3%</u>	<u>1.3%</u>		<u>1.2%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%		100.0%
		(n=311)	(n=322)	(n=500)	(n=301)	(n=301)		(n=323)

The condition of roads in your neighborhood area

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	n/a	n/a	14.0%	11.3%	n/a	n/a	20.7%
Satisfied				67.4%	58.5%			48.6%
Dissatisfied				14.4%	23.6%			24.8%
Very Dissatisfied				<u>4.2%</u>	<u>6.6%</u>			<u>5.9%</u>
				100.0%	100.0%			100.0%
				(n=500)	(n=301)			(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The rain water drainage in your neighborhood area**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	n/a	n/a	11.2%	9.3%	n/a	n/a	18.3%
Satisfied				58.0%	59.8%			47.7%
Dissatisfied				21.2%	22.9%			21.7%
Very Dissatisfied				<u>9.6%</u>	<u>8.0%</u>			<u>12.4%</u>
				100.0%	100.0%			100.0%
				(n=500)	(n=301)			(n=323)

The City's efforts to keep residents informed about City services and activities

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	11.3%	9.3%	7.0%	10.0%	n/a	n/a	12.4%
Satisfied		70.1%	63.4%	71.0%	70.8%			69.3%
Dissatisfied		15.1%	25.2%	19.2%	17.6%			15.2%
Very Dissatisfied		<u>3.5%</u>	<u>2.2%</u>	<u>2.8%</u>	<u>1.7%</u>			<u>3.1%</u>
		100.0%	100.0%	100.0%	100.0%			100.0%
		(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

Citizens having the opportunity to share their ideas or opinions before the City makes important decisions

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	7.1%	7.5%	4.8%	8.6%	n/a	n/a	13.0%
Satisfied		62.1%	62.1%	69.8%	64.8%			65.9%
Dissatisfied		25.7%	26.7%	21.8%	23.3%			17.3%
Very Dissatisfied		<u>5.1%</u>	<u>3.7%</u>	<u>3.6%</u>	<u>3.3%</u>			<u>3.7%</u>
		100.0%	100.0%	100.0%	100.0%			100.0%
		(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The central call center at 382-CITY where residents can ask a question or request a City service**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	n/a	n/a	n/a	29.6%	32.7%	n/a	21.0%
Satisfied					64.2%	59.2%		73.3%
Dissatisfied					6.2%	7.1%		5.0%
Very Dissatisfied					<u>0.0%</u>	<u>1.0%</u>		<u>0.7%</u>
					100.0%	100.0%		100.0%
					(n=81)	(n=98)		(n=300)

NOTE: In 2006 and 2007, this question was only asked of Call Center users.

How easily you can find what you need on the City's website

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	20.6%						
Satisfied								71.6%
Dissatisfied								7.4%
Very Dissatisfied								<u>0.3%</u>
								100.0%
								(n=296)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:**The City's cable TV station, WCTV**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	14.7%	9.3%	15.2%	11.4%	18.2%	n/a	n/a	14.3%
Satisfied	76.7%	79.4%	69.6%	76.8%	75.2%			82.1%
Dissatisfied	6.7%	10.0%	13.7%	10.6%	6.2%			3.2%
Very Dissatisfied	<u>2.0%</u>	<u>1.3%</u>	<u>1.6%</u>	<u>1.2%</u>	<u>0.4%</u>			<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=258)			(n=279)

The City's cable TV station, WCTV**CABLE SUBSCRIBERS ONLY**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	11.4%	11.6%	15.0%	12.6%	17.6%	n/a	n/a	14.5%
Satisfied	62.3%	78.5%	69.6%	76.2%	75.9%			81.6%
Dissatisfied	21.6%	8.7%	13.8%	9.7%	6.0%			3.4%
Very Dissatisfied	<u>4.7%</u>	<u>1.2%</u>	<u>1.6%</u>	<u>1.5%</u>	<u>0.5%</u>			<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%			100.0%
	(n=236)	(n=242)	(n=253)	(n=390)	(n=199)			(n=234)

The City's cable TV station, WCTV**THOSE WHO HAVE RECENTLY WATCHED WCTV**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	n/a	20.0%						
Satisfied								76.3%
Dissatisfied								3.8%
Very Dissatisfied								<u>0.0%</u>
								100.0%
								(n=80)

How would you rate your overall level of satisfaction with the services the City provides?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Very Satisfied	14.3%	18.0%	12.1%	15.6%	15.0%	19.6%	14.3%	26.3%
Satisfied	78.3%	72.7%	78.6%	76.4%	75.4%	70.4%	74.0%	68.4%
Dissatisfied	7.0%	8.0%	8.7%	6.0%	9.0%	8.3%	8.8%	4.3%
Very Dissatisfied	<u>0.3%</u>	<u>1.3%</u>	<u>0.6%</u>	<u>2.0%</u>	<u>0.7%</u>	<u>1.7%</u>	<u>2.9%</u>	<u>0.9%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)	(n=323)

Do you currently subscribe to Cox or Verizon cable TV?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Yes	78.7%	77.8%	78.6%	78.0%	74.4%	75.7%	n/a	80.5%
No	<u>21.3%</u>	<u>22.2%</u>	<u>21.4%</u>	<u>22.0%</u>	<u>25.6%</u>	<u>24.3%</u>		<u>19.5%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)		(n=323)

NOTE: Because some studies pre-date Verizon, they only referred to Cox.

In the past few months, have you watched any programs on the City of Chesapeake's TV station, WCTV, which is on cable TV and can also be seen on the City's website?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Yes	n/a	24.8%						
No								<u>75.2%</u>
								100.0%
								(n=323)

In the past few months, have you watched (fill in) on WCTV?

ALL RESPONDENTS: PERCENT WHO SAID YES

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
A City Council meeting	n/a	17.3%						
A high school sports pgm.								14.9%
48NEWS								13.9%
"Thinking Out Loud"								5.9%
"Whatever Works"								7.1%
One of the special local programs								15.8%
								(n=323)

In the past few months, have you watched (fill in) on WCTV?

CABLE SUBSCRIBERS ONLY: PERCENT WHO SAID YES

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
A City Council meeting	n/a	19.6%						
A high school sports pgm.								17.7%
48NEWS								16.2%
"Thinking Out Loud"								6.9%
"Whatever Works"								8.5%
One of the special local programs								18.1%
								(n=260)

Generally speaking, what is your MAIN source of information about City of Chesapeake services, programs, and activities? (No response choices were read.)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
The City's website	n/a	0.0%	1.2%	2.2%	14.6%	n/a	n/a	23.5%
The newspaper - <i>Clipper</i> section		n/a	n/a	23.0%	15.6%			20.1%
The newspaper - main paper		*56.6%	*54.3%	32.4%	31.2%			14.9%
Word of mouth/friends/relatives		8.0%	6.8%	6.4%	9.0%			10.5%
"Regular" network TV		11.6%	14.6%	16.8%	11.0%			9.9%
City publications, including brochures and flyers		6.8%	4.3%	4.8%	4.7%			5.0%
The City's cable TV station, WCTV		4.2%	9.3%	6.4%	8.3%			4.3%
An email from the City		0.0%	0.0%	0.0%	0.0%			2.5%
Online using a Google search		0.0%	0.0%	0.0%	0.0%			2.2%
Billboards		0.0%	0.0%	0.0%	0.0%			1.9%
Online using Facebook		0.0%	0.0%	0.0%	0.0%			1.2%
The radio		1.9%	0.9%	1.2%	0.0%			0.9%
I call or go to a City office		4.2%	3.7%	4.4%	1.0%			0.6%
At work		0.0%	0.0%	0.0%	0.0%			0.6%
Online using Pilot Online		0.0%	0.0%	0.0%	0.0%			0.6%
At the library		0.0%	0.6%	0.4%	0.7%			0.6%
382-CITY		0.0%	0.0%	0.0%	0.7%			0.3%
An Alert from my phone app		0.0%	0.0%	0.0%	0.0%			0.3%
Online using the Internet (not specific)		1.0%	1.2%	0.8%	1.3%			0.0%
Other		<u>5.8%</u>	<u>2.8%</u>	<u>1.2%</u>	<u>2.0%</u>			<u>0.0%</u>
		100.0%	100.0%	100.0%	100.0%			100.0%
		(n=311)	(n=322)	(n=500)	(n=301)			(n=323)

* Prior to 2001, "the newspaper" was not broken out if the respondent had used the "*Clipper*."

What is your home Zip Code?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
23320	39.7%	23.8%	23.6%	26.8%	24.9%	24.6%	22.7%	26.3%
23321	15.7%	15.8%	15.2%	13.2%	14.6%	15.0%	15.3%	15.2%
23322	12.3%	23.8%	23.6%	23.8%	24.3%	24.3%	25.0%	24.5%
23323	14.0%	13.8%	13.7%	15.4%	15.0%	15.0%	15.6%	15.2%
23324	10.0%	12.2%	13.4%	12.0%	12.3%	12.3%	11.4%	10.5%
23325	<u>8.3%</u>	<u>10.6%</u>	<u>10.6%</u>	<u>8.8%</u>	<u>9.0%</u>	<u>9.0%</u>	<u>10.1%</u>	<u>8.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)	(n=323)

NOTE: Zip Code distributions are based on the proportion of residential addresses in each Zip during each respective survey year.

I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake best describes where you live:

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2014</u>
Deep Creek	n/a	n/a	n/a	n/a	15.3%	15.0%	12.0%	13.3%
Greenbrier					16.9%	18.6%	19.8%	21.4%
Indian River					10.0%	7.6%	9.4%	10.2%
Great Bridge					24.6%	20.6%	24.7%	21.7%
South Norfolk, incl. Portlock					12.3%	12.6%	12.0%	10.2%
Western Branch					14.6%	14.3%	15.3%	15.2%
Hickory or Southern Chesapeake area					<u>6.3%</u>	<u>11.3%</u>	<u>6.8%</u>	<u>8.0%</u>
					100.0%	100.0%	100.0%	100.0%
					(n=301)	(n=301)	(n=308)	(n=323)