

COMPARATIVE DATA

1998 - 2008

NOTE: The purpose of the Comparative Data is to assist in tracking trends over time. Small variations from year to year are expected and normal.

The wording of some questions has changed over time. The 2008 questionnaire wording is used in this report. Copies of previous years' surveys are available from the City's 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

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>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)

	<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/need more funding)	8.7%
Roads (improve condition/finish projects sooner)	7.8%
	(n=322)

(continued)

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) (continued)

	<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/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)

Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with City services (overall)?

	<u>1998*</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Very Satisfied	14.3%	18.0%	12.1%	15.6%	15.0%	19.6%	14.3%
Satisfied	78.3%	72.7%	78.6%	76.4%	75.4%	70.4%	74.0%
Dissatisfied	7.0%	8.0%	8.7%	6.0%	9.0%	8.3%	8.8%
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>
	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)
Overall % Satisfied:	92.7%	90.7%	90.7%	92.0%	90.4%	90.0%	88.3%
Mean (Avg.) Rating:**	3.07	3.07	3.02	3.06	3.05	3.08	3.00

*In 1998, an agreement scale was used.

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

When you think of the City services provided to Chesapeake residents, I'm sure some are more important to you than others. When you tell me how IMPORTANT the item is, we'll use a scale where 1 means Not Important and 5 means Extremely Important, and you can use any number from 1 to 5. In your opinion, how important is 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	77.4%	75.0%
4						8.6%	10.4%
3						6.3%	7.8%
2						1.3%	1.3%
1 Not Important						<u>6.3%</u>	<u>5.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.50	4.48
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are the City's parks, recreation areas, and community centers?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	48.2%	37.0%
4						28.2%	30.2%
3						17.3%	22.7%
2						4.0%	5.2%
1 Not Important						<u>2.3%</u>	<u>4.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.16	3.89
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are police services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	85.4%	83.4%
4						9.3%	14.0%
3						3.3%	1.9%
2						1.0%	0.6%
1 Not Important						<u>1.0%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.77	4.80
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are fire services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	89.0%	87.0%
4						8.3%	11.0%
3						2.0%	1.3%
2						0.3%	0.6%
1 Not Important						<u>0.3%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.85	4.84
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	47.5%	35.1%
4						27.6%	37.3%
3						19.3%	21.1%
2						2.7%	4.2%
1 Not Important						<u>3.0%</u>	<u>2.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.14	3.99
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is trash collection?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	65.8%	62.0%
4						23.6%	30.8%
3						9.6%	5.8%
2						0.3%	1.0%
1 Not Important						<u>0.7%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.53	4.53
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is the rain water drainage from City streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	52.8%	41.6%
4						25.6%	32.8%
3						13.3%	14.9%
2						5.6%	6.8%
1 Not Important						<u>2.7%</u>	<u>3.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.20	4.01
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important are human service programs for needy or disabled residents, the elderly, and people 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	61.5%	52.6%
4						21.6%	24.0%
3						13.0%	18.5%
2						2.7%	1.6%
1 Not Important						<u>1.3%</u>	<u>3.2%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.39	4.21
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	77.1%	73.7%
4						17.3%	14.0%
3						3.7%	8.4%
2						1.0%	0.6%
1 Not Important						<u>1.0%</u>	<u>3.2%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.68	4.54
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is keeping 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	53.2%	42.2%
4						26.2%	32.5%
3						17.3%	20.5%
2						2.7%	4.2%
1 Not Important						<u>0.7%</u>	<u>0.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.29	4.11
						(n=301)	(n=308)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important is citizens having an 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>
5 Extremely Important	n/a	n/a	n/a	n/a	n/a	70.4%	67.2%
4						21.6%	22.7%
3						5.6%	9.1%
2						1.7%	1.0%
1 Not Important						<u>0.7%</u>	<u>0.0%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.59	4.56
						(n=301)	(n=308)

SUMMARY TABLE: AVERAGE IMPORTANCE RATINGS
(In descending order based on the 2008 column)

Using a scale where 1 means Not Important and 5 means Extremely Important, how important (fill in) ?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Are fire services	n/a	n/a	n/a	n/a	n/a	4.85	4.84
Are police services						4.77	4.80
Is citizens having oppor. to share ideas/opinions before City makes imp. decisions						4.59	4.56
Is the quality of the drinking water						4.68	4.54 z
Is trash collection						4.53	4.53
Is the public school system in Ches.						4.50	4.48
Are human service programs						4.39	4.21 z
Is keeping residents informed						4.29	4.11 z
Is the rain water drainage from City streets						4.20	4.01 z
Is the Ches. public libraries						4.14	3.99
Are City parks, rec areas, & community centers						4.16	3.89 z
						(n=301)	(n=308)

Scale: 5 = Extremely Important
4
3
2
1 = Not Important

T-Test Key: a - sig. increase in importance since 2007
z - sig. decrease in importance since 2007

Now, we'd like to measure your satisfaction with certain City services. We'll be using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied... and you can use any number from 1 to 5. How satisfied are you 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	32.6%	29.5%
4						34.9%	34.4%
3						21.9%	27.3%
2						6.6%	5.2%
1 Not Satisfied						<u>4.0%</u>	<u>3.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.85	3.81
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the City's parks, recreation areas, and community centers?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	27.6%	21.8%
4						34.9%	32.1%
3						27.2%	35.4%
2						6.6%	6.8%
1 Not Satisfied						<u>3.7%</u>	<u>3.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.76	3.61
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the police services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	49.8%	43.5%
4						37.2%	36.4%
3						8.6%	17.9%
2						2.0%	1.9%
1 Not Satisfied						<u>2.3%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.30	4.21
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the fire services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	68.8%	59.7%
4						24.6%	33.4%
3						6.0%	5.8%
2						0.0%	0.6%
1 Not Satisfied						<u>0.7%</u>	<u>0.3%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.61	4.52
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	51.5%	41.9%
4						30.9%	33.1%
3						14.0%	22.1%
2						3.0%	2.3%
1 Not Satisfied						<u>0.7%</u>	<u>0.6%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.30	4.13
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the trash collection?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	48.2%	43.5%
4						30.9%	33.8%
3						15.0%	14.0%
2						3.7%	5.8%
1 Not Satisfied						<u>2.3%</u>	<u>2.9%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						4.19	4.09
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the rain water drainage from City streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	23.6%	16.6%
4						29.6%	30.5%
3						28.6%	29.5%
2						8.3%	11.7%
1 Not Satisfied						<u>10.0%</u>	<u>11.7%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.49	3.29
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with the human service programs for needy or disabled residents, the elderly, and people 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	15.6%	12.7%
4						28.2%	30.5%
3						39.5%	41.2%
2						11.6%	9.7%
1 Not Satisfied						<u>5.0%</u>	<u>5.8%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.38	3.34
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	20.3%	16.6%
4						31.6%	29.9%
3						29.6%	28.6%
2						9.0%	14.3%
1 Not Satisfied						<u>9.6%</u>	<u>10.7%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.44	3.27
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with how the City keeps 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	15.3%	13.0%
4						38.5%	26.9%
3						30.9%	36.0%
2						11.0%	17.5%
1 Not Satisfied						<u>4.3%</u>	<u>6.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.50	3.22
						(n=301)	(n=308)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with 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>
5 Extremely Satisfied	n/a	n/a	n/a	n/a	n/a	17.3%	14.9%
4						31.6%	24.4%
3						35.2%	38.3%
2						11.3%	15.9%
1 Not Satisfied						<u>4.7%</u>	<u>6.5%</u>
						100.0%	100.0%
						(n=301)	(n=308)
Mean (Average) =						3.46	3.25
						(n=301)	(n=308)

SUMMARY TABLE: AVERAGE SATISFACTION RATINGS
(In descending order based on 2008 column)

Using a scale where 1 means Not Satisfied and 5 means Extremely Satisfied, how satisfied are you with (fill in) :

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Fire services	n/a	n/a	n/a	n/a	n/a	4.61	4.52
Police services						4.30	4.21
The Ches. public libraries						4.30	4.13 z
The trash collection						4.19	4.09
The public school system in Ches.						3.85	3.81
The City's parks, rec areas, & community centers						3.76	3.61
Human service programs						3.38	3.34
The rain water drainage from City streets						3.49	3.29 z
The quality of the drinking water						3.44	3.27
Citizens having oppor. to share ideas/opinions before City makes imp. decisions						3.46	3.25 z
How the City keeps residents informed						3.50	3.22 z
						(n=301)	(n=308)

Scale: 5 = Extremely Satisfied
4
3
2
1 = Not Satisfied

T-Test Key: a - sig. increase in satisfaction since 2007
z - sig. decrease in satisfaction since 2007

COMPARISON OF 2007 vs. 2008 “GAPS” - STANDARD VERSION
 (% who said Satisfaction/Importance = “5”)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

	2007 “Gap” <u>(Satis. - Imp.)</u>	2008 “Gap” <u>(Satis. - Imp.)</u>
... fire services	-20.2	-27.3
... police services	-35.6	-39.9
... the public school system in Chesapeake	-44.8	-45.5
... the quality of the drinking water	-56.8	-57.1
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	-53.1	-52.3
... the trash collection	-17.6	-18.5
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	-45.9	-39.9
... how the City keeps residents informed about City services and activities	-37.9	-29.2
... the rain water drainage from City streets	-29.2	-25.0
... the City’s parks, recreation areas, and community centers	-20.6	-15.2
... the Chesapeake public library system	+ 4.0	+ 6.8

NOTE: A negative “Gap” suggests an area for improvement. Sequence is based on perceived importance in 2008.

COMPARISON OF 2007 vs. 2008 “GAPS” - ALTERNATE VERSION
 (% who said Satisfaction/Importance = “4” or “5”)

Using a scale where 1 means Not Satisfied/Important and 5 means Extremely Satisfied/Important, how would you rate (fill in) ?

	2007 “Gap” (Satis. - Imp.)	2008 “Gap” (Satis. - Imp.)
... fire services	-3.9	-4.9
... police services	-7.7	-17.5
... the trash collection	-10.3	-15.6
... citizens having the opportunity to share their ideas or opinions before the City makes important decisions	-43.2	-50.6
... the quality of the drinking water	-42.6	-41.3
... the public school system in Chesapeake	-18.6	-21.4
... the human service programs for needy or disabled residents, the elderly, and people with substance abuse problems	-39.2	-33.4
... how the City keeps residents informed about City services and activities	- 25.6	-34.8
... the rain water drainage from City streets	-25.2	-27.3
... the Chesapeake public library system	+ 7.3	+ 2.6
... the City’s parks, recreation areas, and community centers	-13.9	-13.3

NOTE: A negative “Gap” suggests an area for improvement. Sequence is based on perceived importance in 2008.

In the past 12 months, have you watched any programs on Chesapeake's WCTV-48, which is available on cable TV and over the Internet?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Yes	57.0%	48.9%	48.8%	42.2%	44.2%	36.5%	44.2%
No	<u>43.0%</u>	<u>51.1%</u>	<u>51.2%</u>	<u>57.8%</u>	<u>55.8%</u>	<u>63.5%</u>	<u>55.8%</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=308)

DEMOGRAPHICS

NOTE: Census data are the most valid source of demographic profile information. Given the Margin of Error with a survey of 308 residents, variation from year to year is normal and expected.

How many years have you lived in Chesapeake? (Grouped for presentation purposes)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
One year or less	11.7%	6.4%	6.2%	4.0%	4.7%	2.3%	3.6%
Two years	5.3%	3.9%	3.1%	2.6%	2.7%	5.0%	1.6%
Three years	3.0%	4.2%	1.9%	6.2%	4.7%	4.7%	3.6%
Four years	7.3%	3.5%	3.4%	5.0%	4.7%	3.7%	1.6%
Five years	5.3%	4.8%	4.7%	5.2%	2.7%	3.0%	2.9%
Six to ten years	12.3%	15.1%	19.3%	18.0%	17.9%	15.9%	15.3%
Eleven to fifteen years	11.7%	12.9%	12.1%	12.6%	14.3%	13.3%	14.3%
Sixteen to twenty years	10.0%	11.9%	9.3%	9.6%	9.3%	11.3%	10.1%
Twenty-one to twenty-five years	5.0%	9.0%	6.8%	8.6%	6.0%	6.6%	8.1%
Twenty-six to thirty years	8.3%	7.1%	7.8%	7.2%	6.3%	10.6%	9.7%
Thirty-one or more years	<u>20.0%</u>	<u>21.2%</u>	<u>25.5%</u>	<u>21.0%</u>	<u>26.9%</u>	<u>23.6%</u>	<u>29.2%</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=308)
*Mean (Average) =	18 yrs. (n=300)	19 yrs. (n=311)	21 yrs. (n=322)	19 yrs. (n=500)	22 yrs. (n=301)	22 yrs. (n=301)	24 yrs. (n=308)

*Based on non-grouped data.

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>
23320	39.7%	23.8%	23.6%	26.8%	24.9%	24.6%	22.7%
23321	15.7%	15.8%	15.2%	13.2%	14.6%	15.0%	15.3%
23322	12.3%	23.8%	23.6%	23.8%	24.3%	24.3%	25.0%
23323	14.0%	13.8%	13.7%	15.4%	15.0%	15.0%	15.6%
23324	10.0%	12.2%	13.4%	12.0%	12.3%	12.3%	11.4%
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>
	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)

I realize that it may not be exactly where you live, but which of these seven areas in Chesapeake is closest to your home? (Read Choices)

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

Age of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Twenties	16.7%	10.0%	8.4%	10.6%	8.3%	10.0%	8.1%
Thirties	23.7%	22.2%	21.4%	18.2%	21.6%	20.3%	21.1%
Forties	24.0%	28.0%	23.0%	26.0%	26.2%	24.3%	22.1%
Fifties	13.7%	18.6%	25.8%	22.8%	16.9%	21.3%	19.5%
Sixties	14.3%	14.5%	14.3%	15.8%	15.6%	13.0%	19.5%
Seventies or older	<u>7.7%</u>	<u>6.8%</u>	<u>7.1%</u>	<u>6.6%</u>	<u>11.3%</u>	<u>11.3%</u>	<u>9.7%</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=308)
Mean =	46 yrs.	47 yrs.	49 yrs.	48 yrs.	49 yrs.	49 yrs.	50 yrs.
Median =	44 yrs.	46 yrs.	49 yrs.	48 yrs.	48 yrs.	48 yrs.	49 yrs.
	(n=300)	(n=311)	(n=322)	(n=500)	(n=301)	(n=301)	(n=308)

NOTE: The mean figures were calculated using mid-point interpolation. See prior years' reports for method of interpolation.

Ethnic Origin of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
White	72.0%	73.3%	73.3%	66.8%	66.8%	68.4%	66.2%
African American	23.7%	21.9%	22.7%	27.0%	28.6%	28.9%	28.9%
Other	<u>4.3%</u>	<u>4.8%</u>	<u>4.0%</u>	<u>6.2%</u>	<u>4.7%</u>	<u>2.7%</u>	<u>4.9%</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=308)

Yearly Household Income*

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Under \$20,000	10.7%	8.4%	9.3%	9.4%	8.0%	8.3%	10.4%
\$20,000 to \$39,999	29.0%	22.2%	26.4%	25.8%	13.0%	13.6%	15.3%
\$40,000 to \$59,999	28.3%	30.2%	23.3%	24.0%	17.9%	18.9%	18.8%
\$60,000 to \$79,999	18.7%	20.3%	18.0%	21.0%	19.9%	19.9%	18.2%
\$80,000 or \$99,999	6.0%	8.4%	9.9%	8.4%	18.9%	15.6%	14.6%
\$100,000 to \$124,999	6.0%	8.4%	11.5%	10.8%	10.6%	10.6%	13.6%
\$125,000 or more	{	{	{	{	11.0%	11.0%	8.1%
Refused	<u>1.3%</u>	<u>2.3%</u>	<u>1.6%</u>	<u>0.6%</u>	<u>0.7%</u>	<u>2.0%</u>	<u>1.0%</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=308)
Mean =	\$50,527	\$55,421	\$56,309	\$55,907	\$72,808	\$71,517	\$68,626
Median =	\$46,823	\$52,127	\$51,600	\$52,083	\$70,833	\$68,166	\$65,535
	(n=296)	(n=304)	(n=317)	(n=497)	(n=299)	(n=295)	(n=305)

NOTE: The mean figures were calculated using mid-point interpolation. See prior years' reports for method of interpolation.

*Prior to 2006, the upper income category was "\$100,000 or more."

Gender of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Male	43.0%	46.3%	47.8%	46.8%	47.8%	44.2%	47.1%
Female	<u>57.0%</u>	<u>53.7%</u>	<u>52.2%</u>	<u>53.2%</u>	<u>52.2%</u>	<u>55.8%</u>	<u>52.9%</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=308)