

**Section 3:**  
***Benchmarking***

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## DirectionFinder® Survey

### Year 2013 Benchmarking Summary Report

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2012 to a random sample of more than 3,500 residents in the continental United States, (2) a regional survey that was administered to 430 residents living in the Mid-Atlantic region of the United States during the summer of 2012 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the *DirectionFinder*® survey was administered between January 2010 and June 2013. The Mid-Atlantic region of the United States includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware and Washington, D.C. The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

## Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” The two sets of charts are briefly described below:

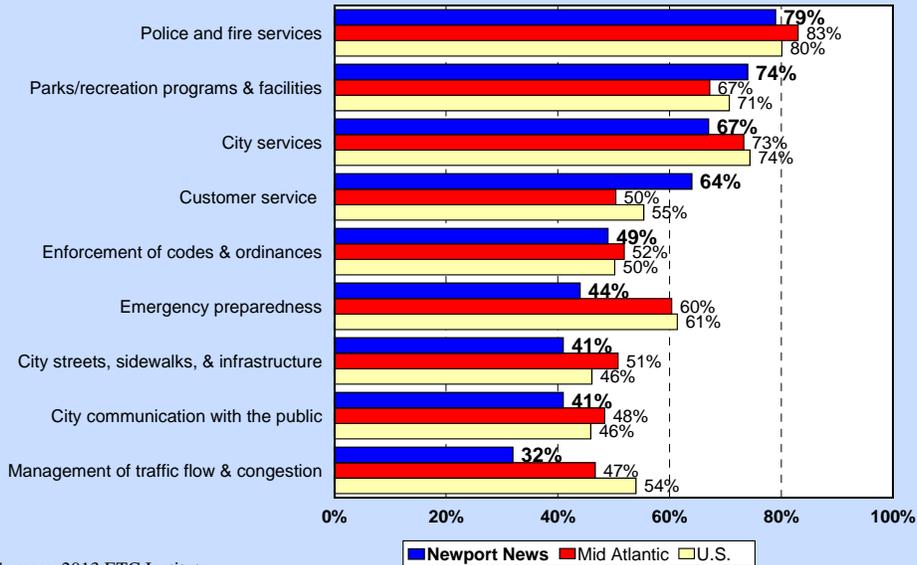
- On the first set of charts, the blue bar shows the results for Newport News, the red bar shows the results for the Mid-Atlantic regional data and the tan bar shows the results of the national survey.
- On the second set of charts, the horizontal bar shows the range of performance among medium size communities in ETC Institute’s DirectionFinder® database with a population between 20,000 and 275,000. The yellow dot on each chart shows the rating for Newport News. The vertical green line shows the average rating for the medium size communities.

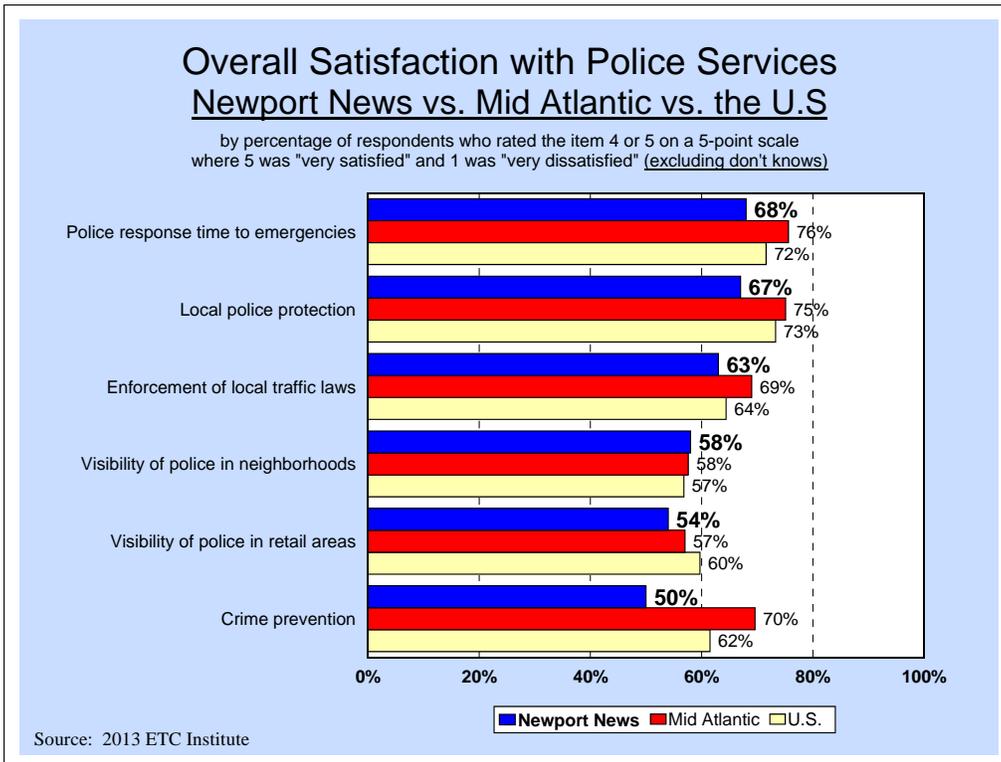
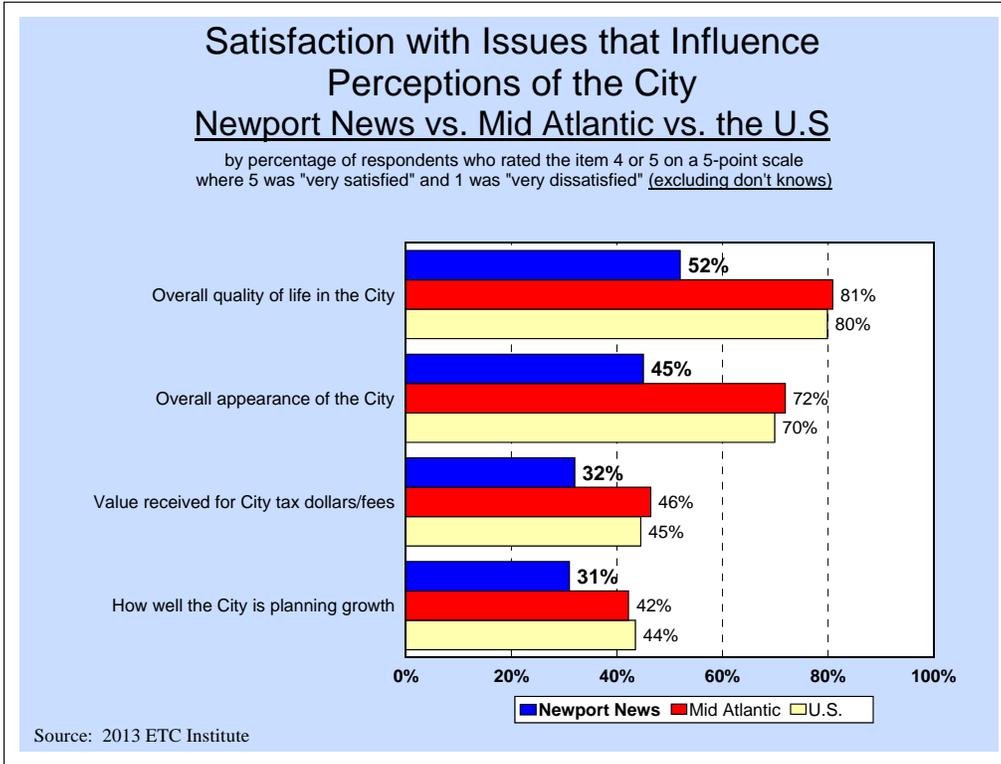
# National Benchmarks

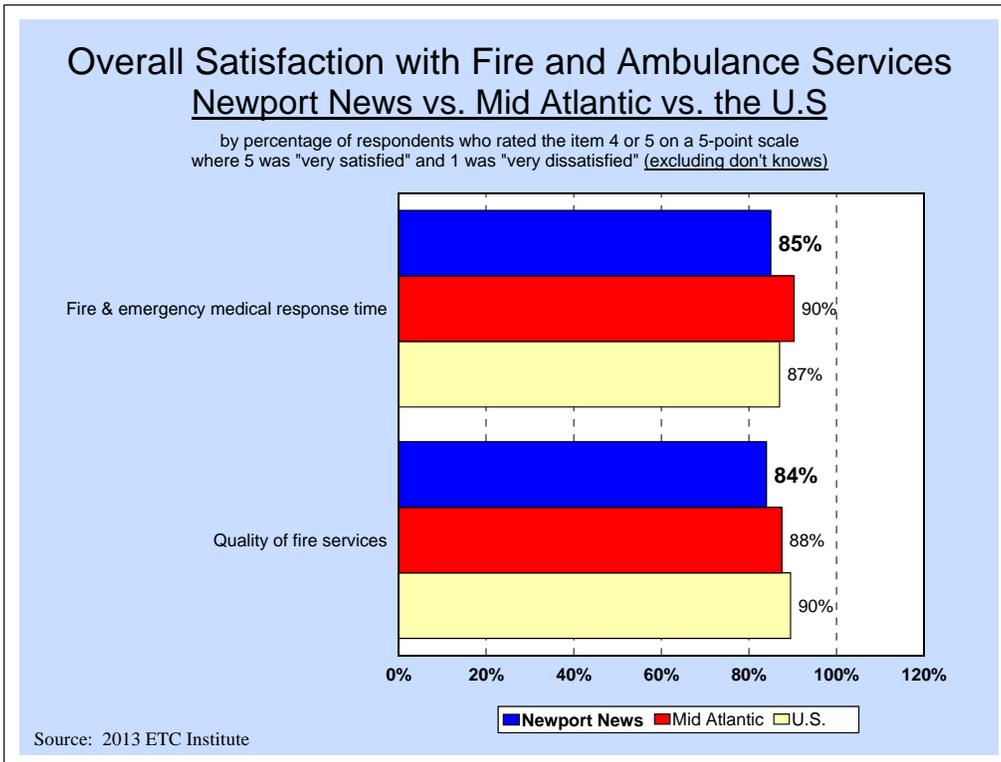
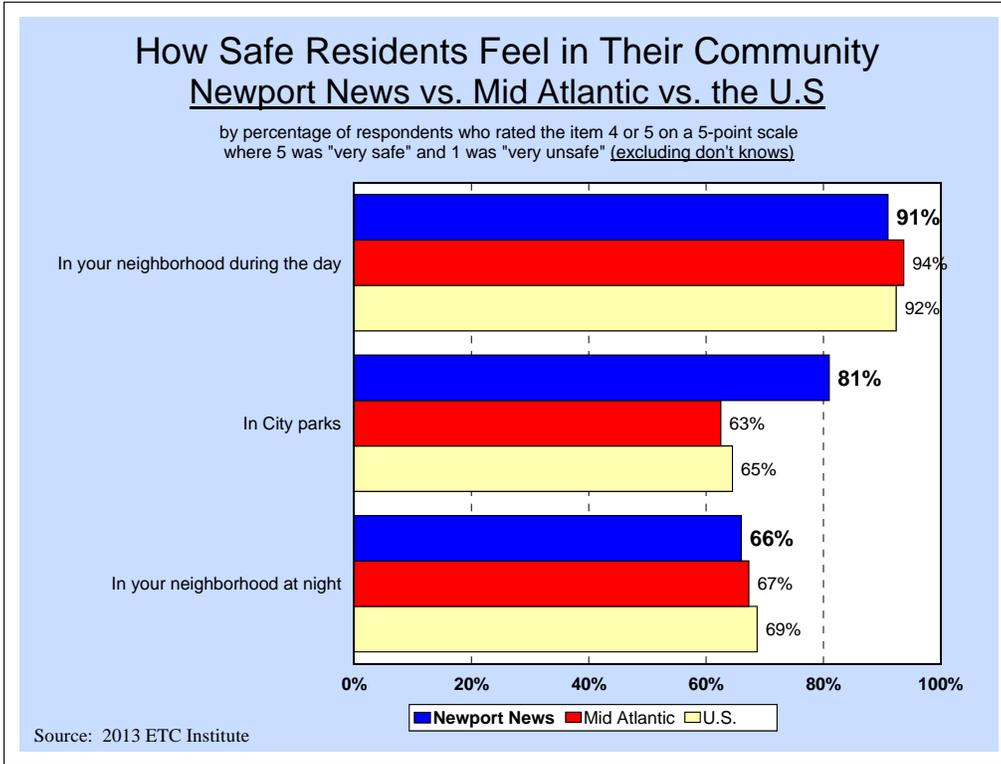
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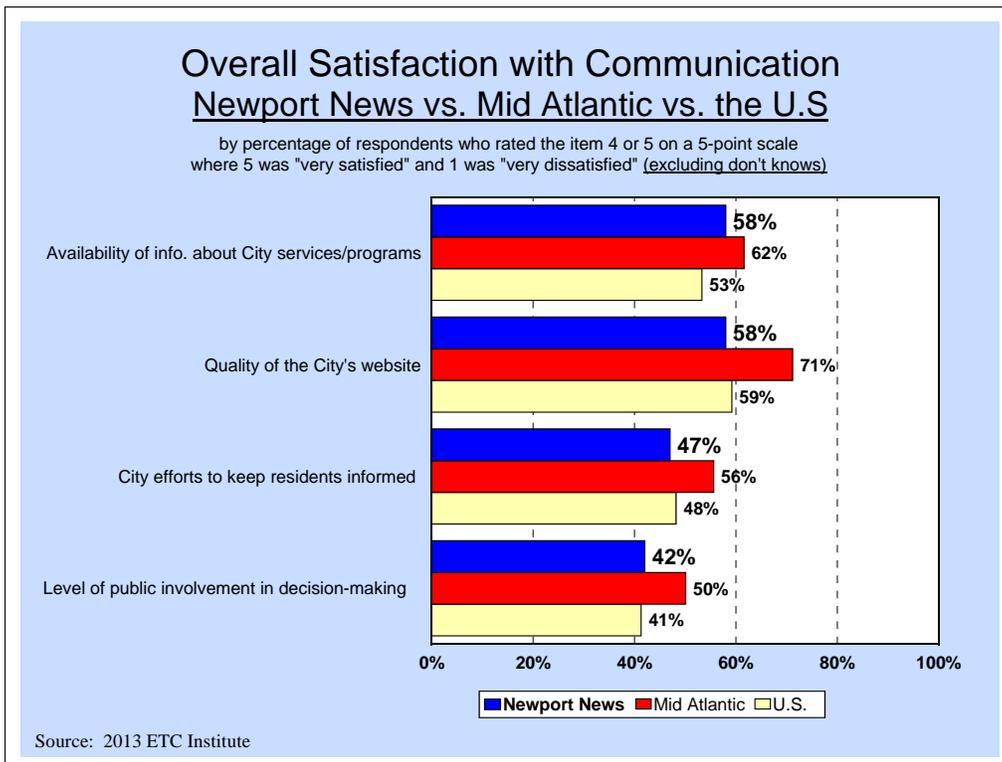
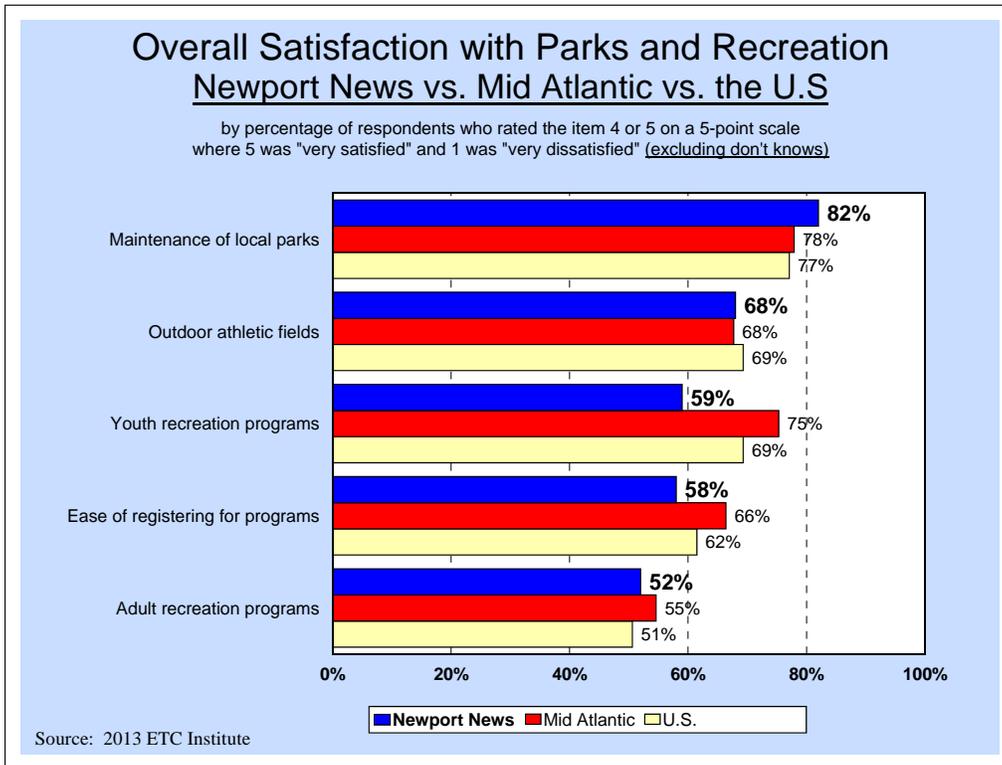
## Overall Satisfaction with Various City Services Newport News vs. Mid Atlantic vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



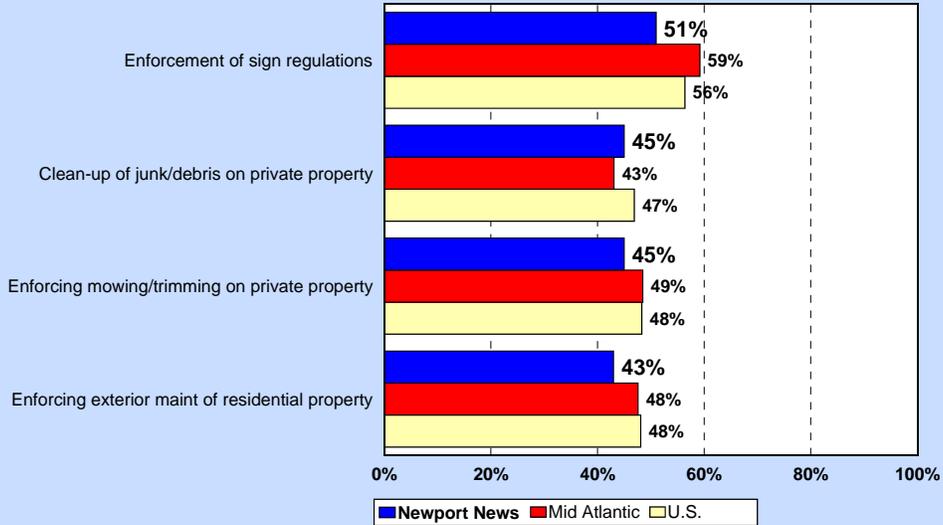






### Overall Satisfaction with Code Enforcement Newport News vs. Mid Atlantic vs. the U.S

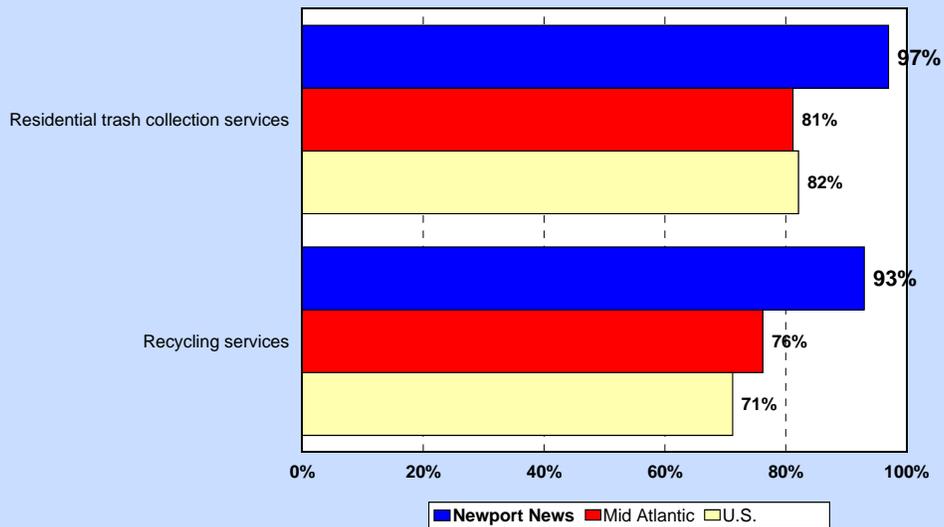
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



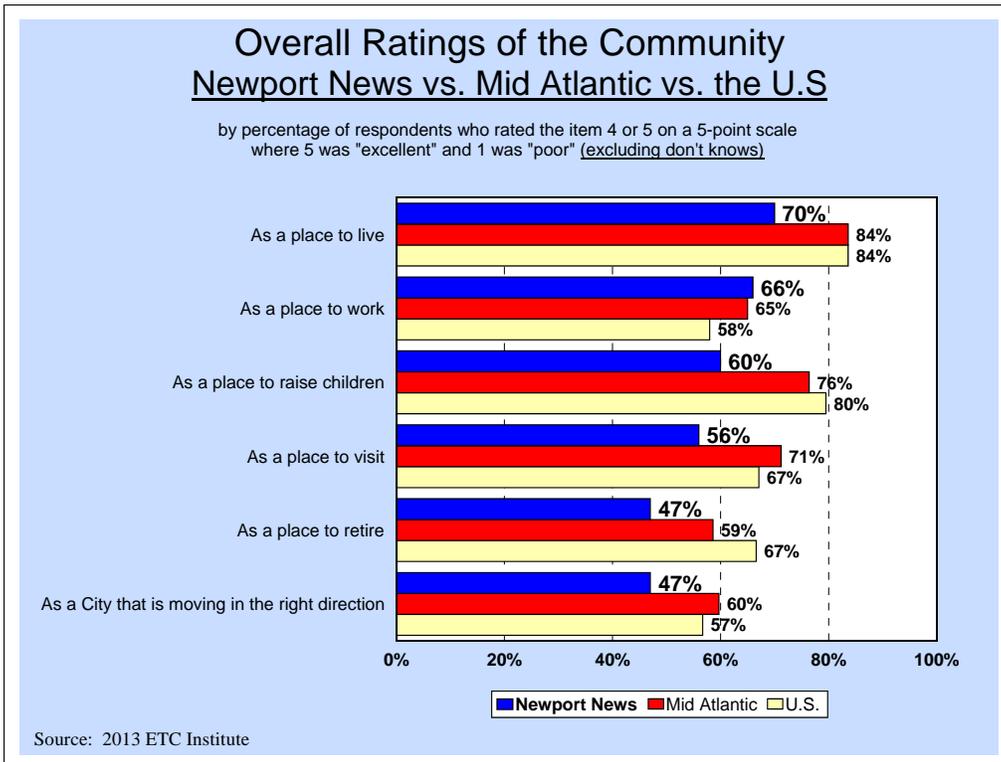
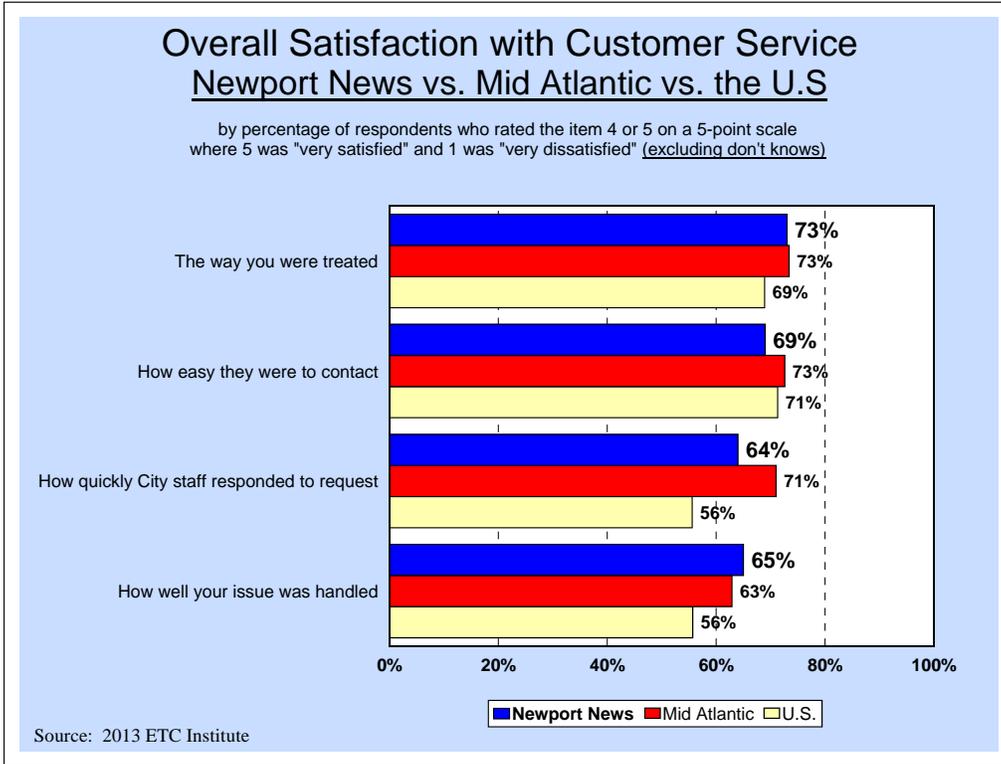
Source: 2013 ETC Institute

### Overall Satisfaction with Trash/Recycling Services Newport News vs. Mid Atlantic vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2013 ETC Institute



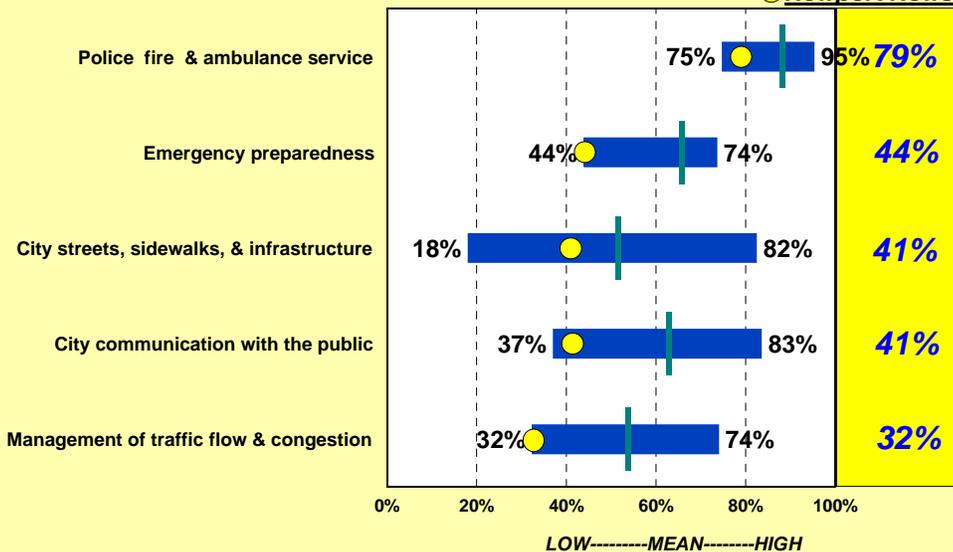
# National Benchmarks

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## Overall Satisfaction With Various City Services 2013

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Medium DirectionFinder Communities - Population 20,000-275,000 ● Newport News



Source: 2013 ETC Institute

