

# DirectionFinder® Survey

## Year 2008 Benchmarking Summary Report

### Overview

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 150 cities and counties in nearly 30 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that is administered by ETC Institute every two years to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 large communities (population of 100,000 or more) where the DirectionFinder® survey was administered between January 2005 and June 2008. The 20 communities included in the large community benchmarking comparisons that are provided in this report are listed below:

- Arlington County, Virginia
- Broward County, Florida
- Durham, North Carolina
- Des Moines, Iowa
- Fort Lauderdale, Florida
- Fort Worth, Texas
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Miami-Dade County, Florida
- Naperville, Illinois
- Oklahoma City, Oklahoma
- Overland Park, Kansas
- Providence, Rhode Island
- San Diego, California
- St. Louis County, Missouri
- Tempe, Arizona
- Tulsa, Oklahoma
- Vancouver, Washington
- Yuma County, 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:

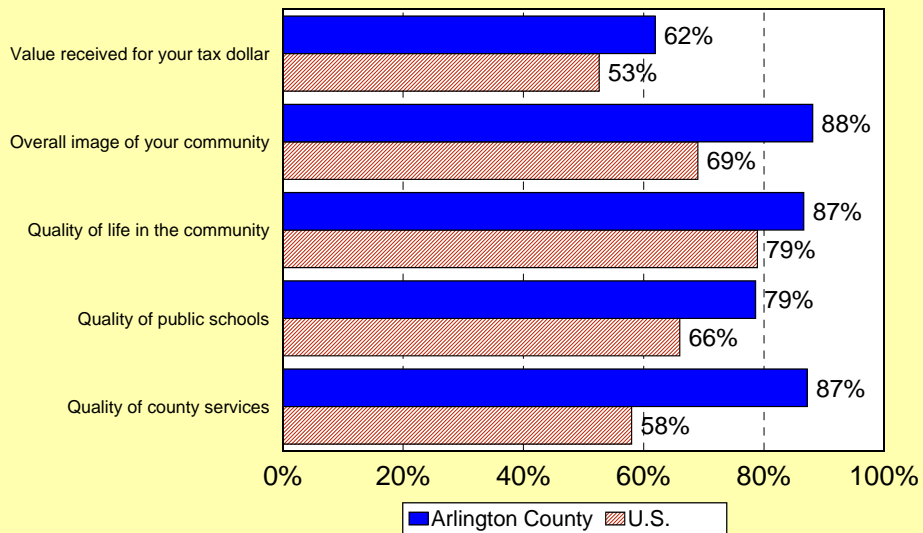
- On the first set of charts, the blue bars show the results for Arlington County and the red bars show the results of a national survey that was conducted by ETC Institute in September 2007.
- On the second set of charts, the horizontal bar shows the range of performance among communities in ETC Institute’s DirectionFinder® database for communities with more than 100,000 residents. The yellow dot on each chart shows the rating for Arlington County. The vertical line shows the average rating for communities with more than 100,000 residents.

# National Benchmarks

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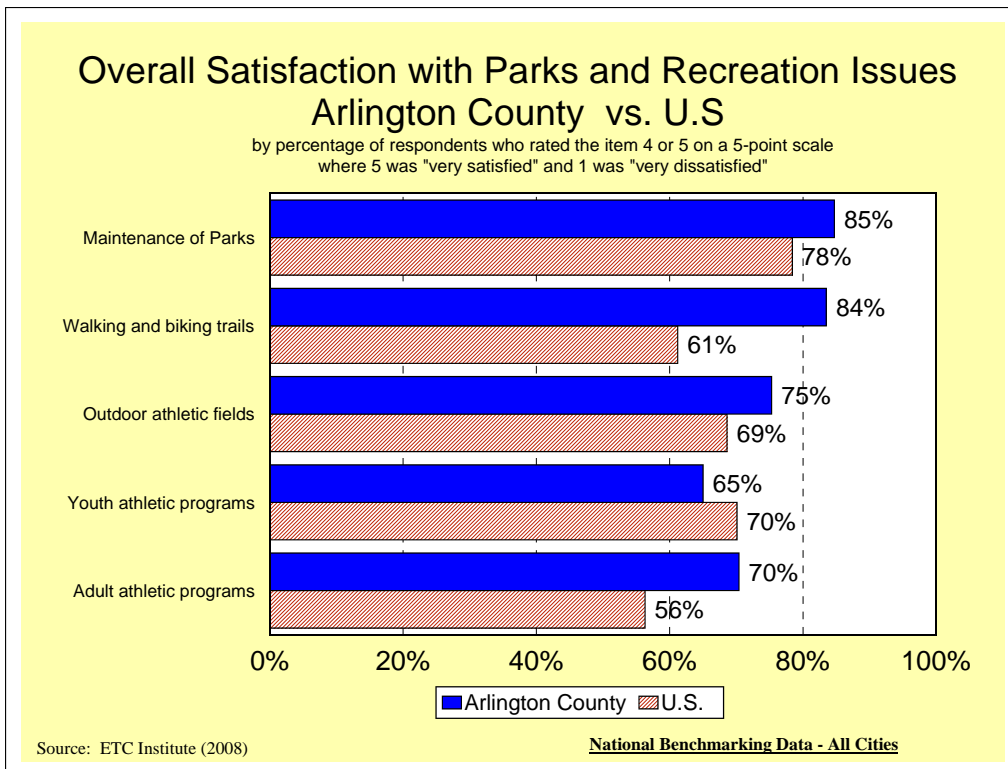
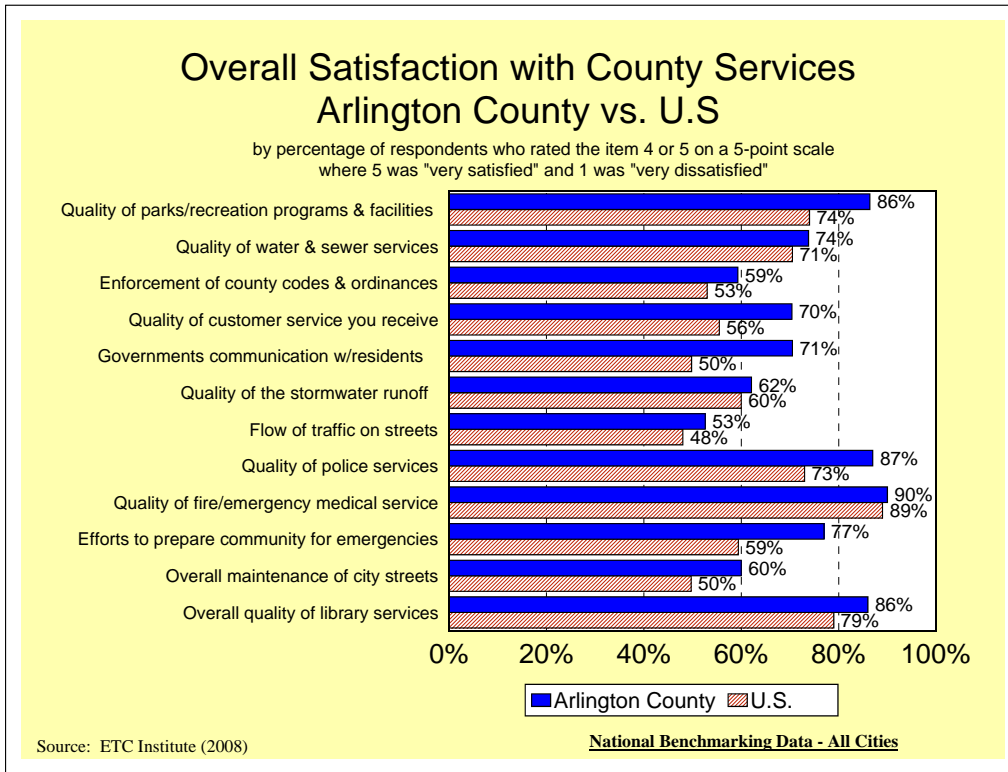
## Overall Satisfaction with the County Arlington County vs. U.S

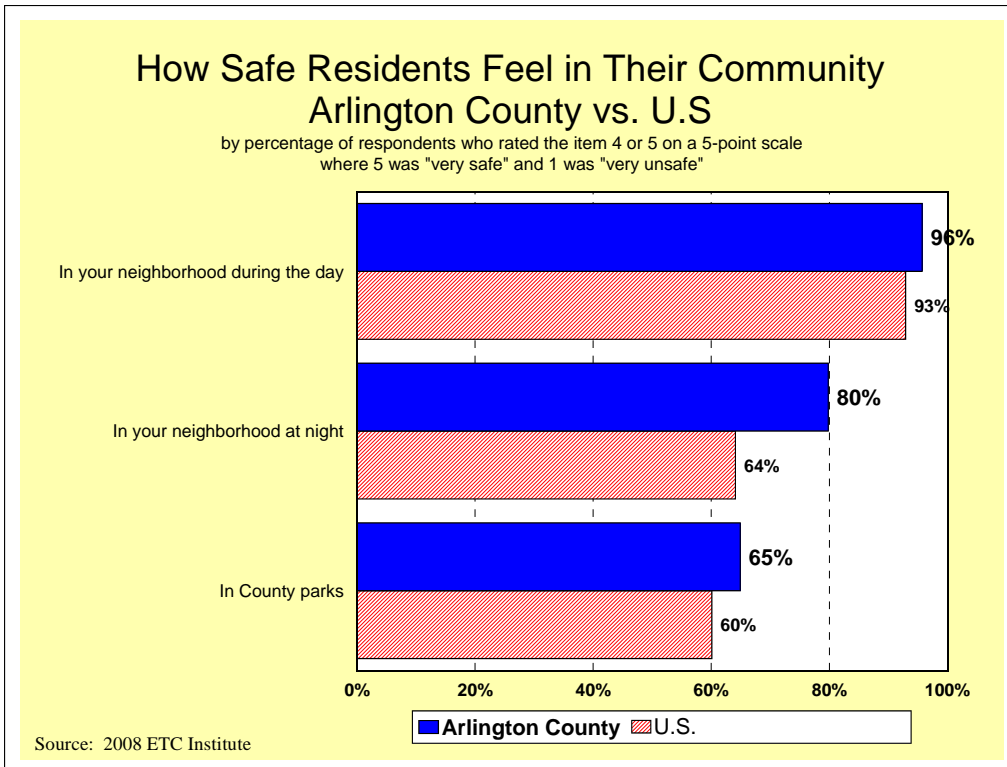
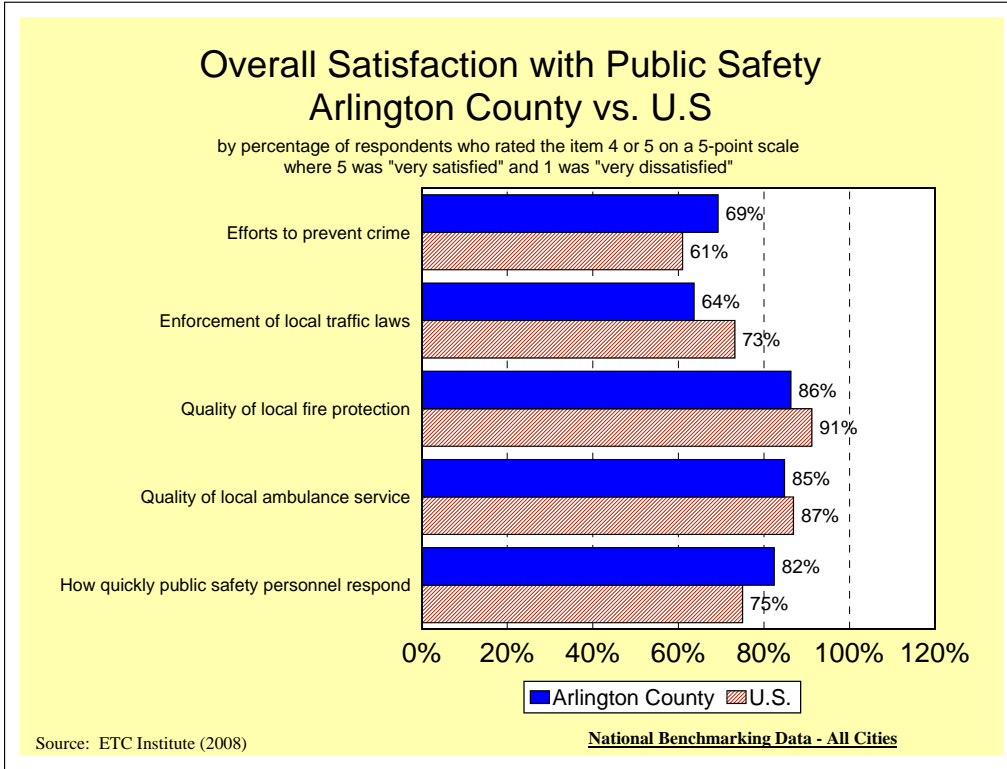
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied"

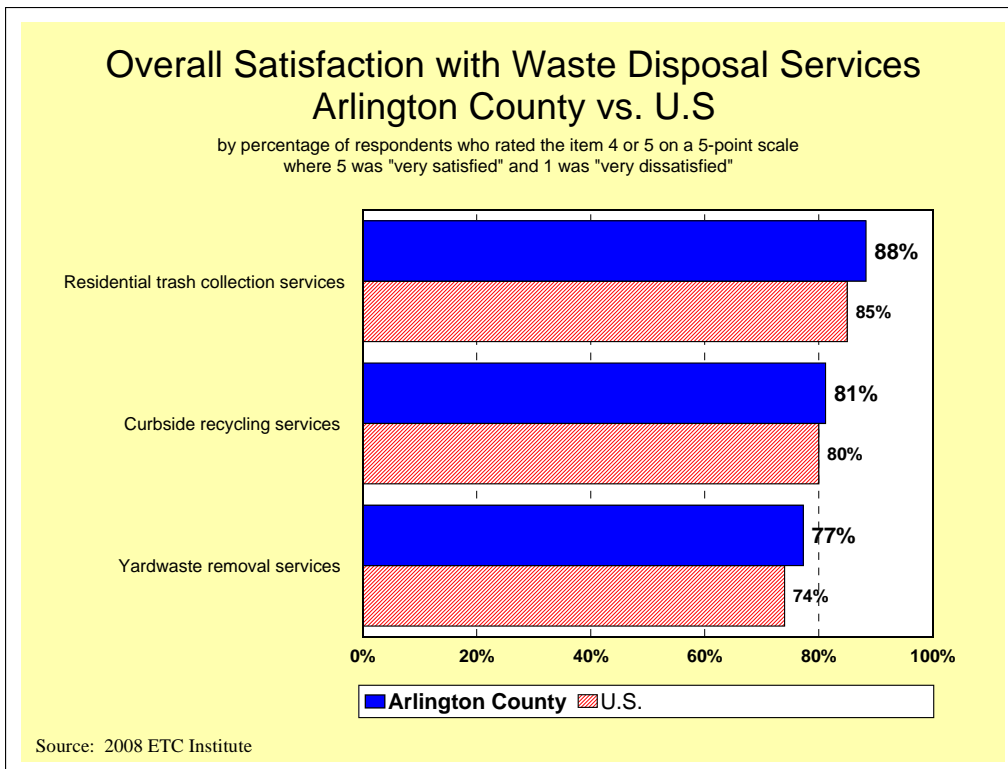
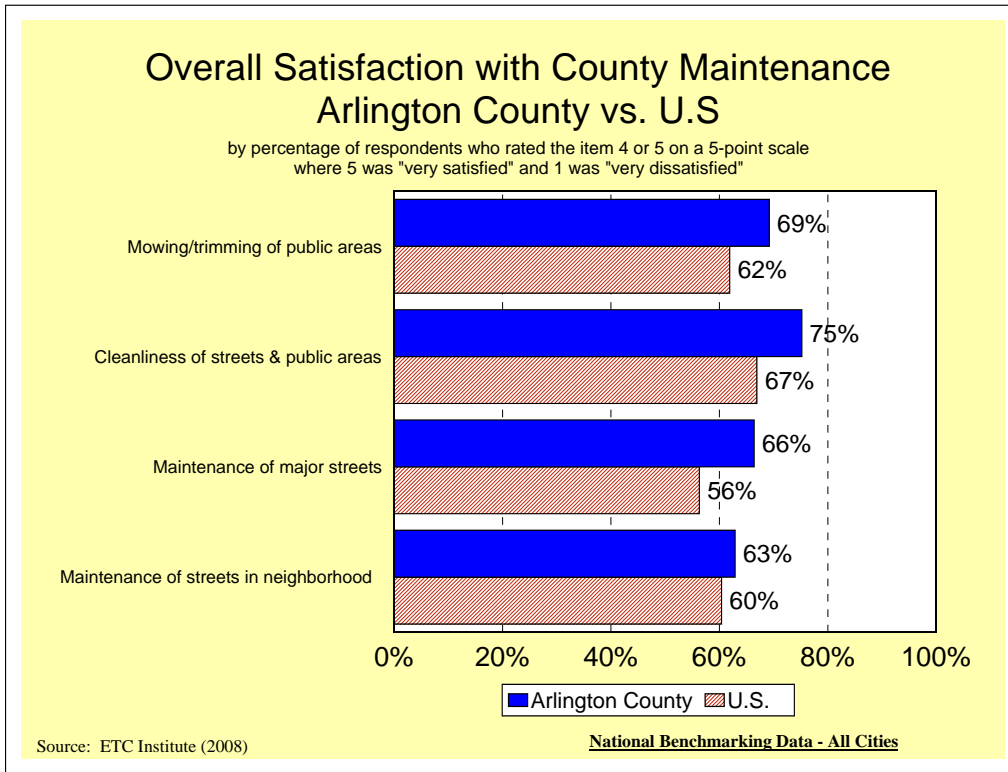


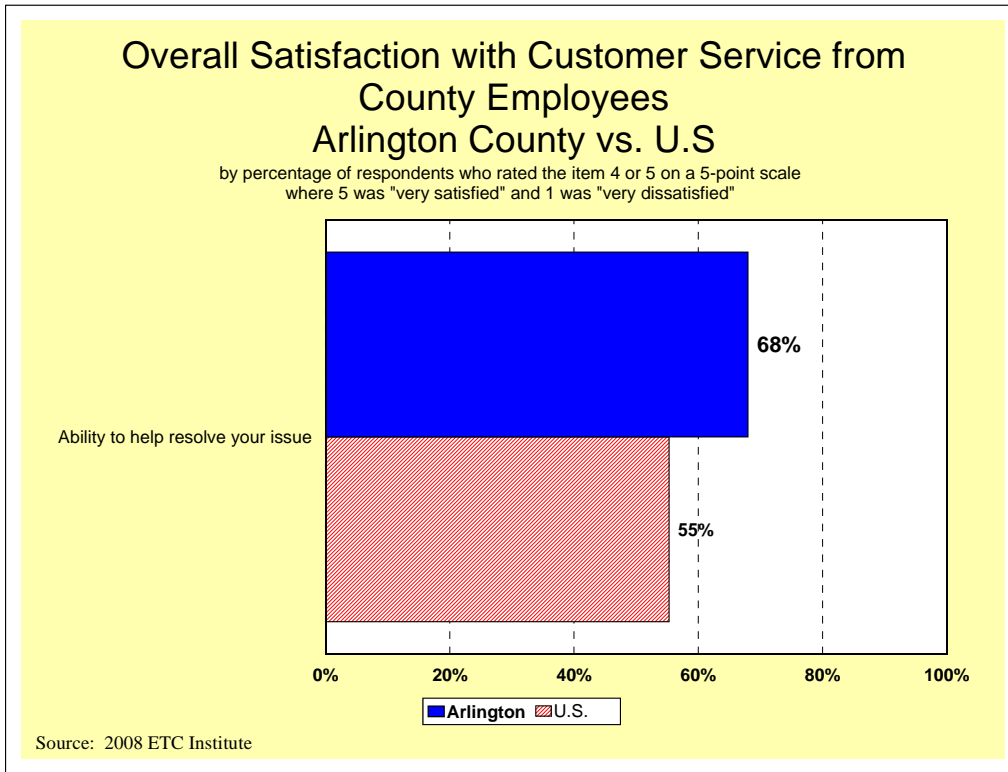
Source: ETC Institute (2008)

National Benchmarking Data - All Cities









## Large Community Benchmarks (populations of 100,000 or more only)

