



***Priorities for a Growing Region
A Comprehensive Survey of Residents***

**Conducted for
The Greater Washington 2050 Coalition**

For Release May 1, 2009

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Annapolis, Maryland
www.OpinionWorks.com

Priorities for a Growing Region: A Comprehensive Survey of Residents

Greater Washington 2050 Coalition

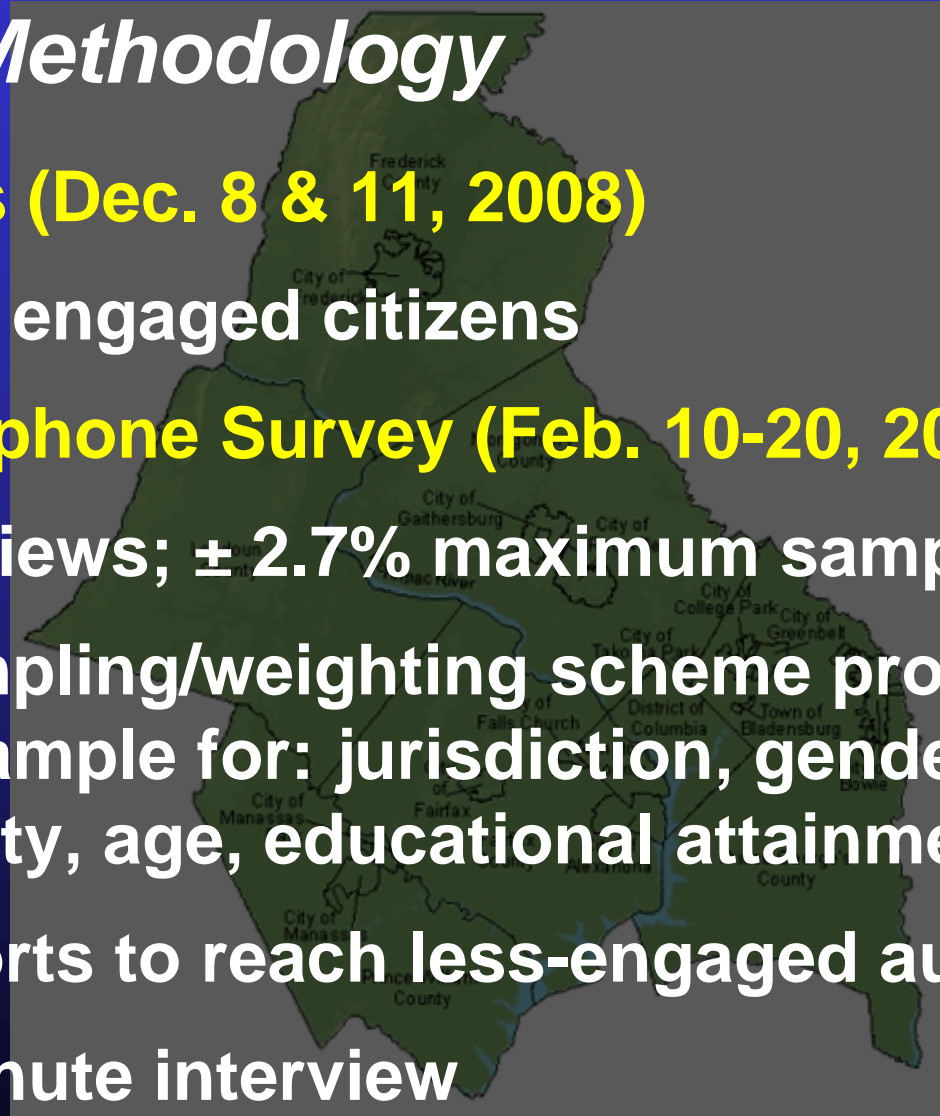
Research Methodology

Focus Groups (Dec. 8 & 11, 2008)

- 4 groups of engaged citizens

Regional Telephone Survey (Feb. 10-20, 2009)

- 1,313 interviews; $\pm 2.7\%$ maximum sampling error
- Careful sampling/weighting scheme produces balanced sample for: jurisdiction, gender, race/ethnicity, age, educational attainment.
- Special efforts to reach less-engaged audiences.
- Deep 12-minute interview

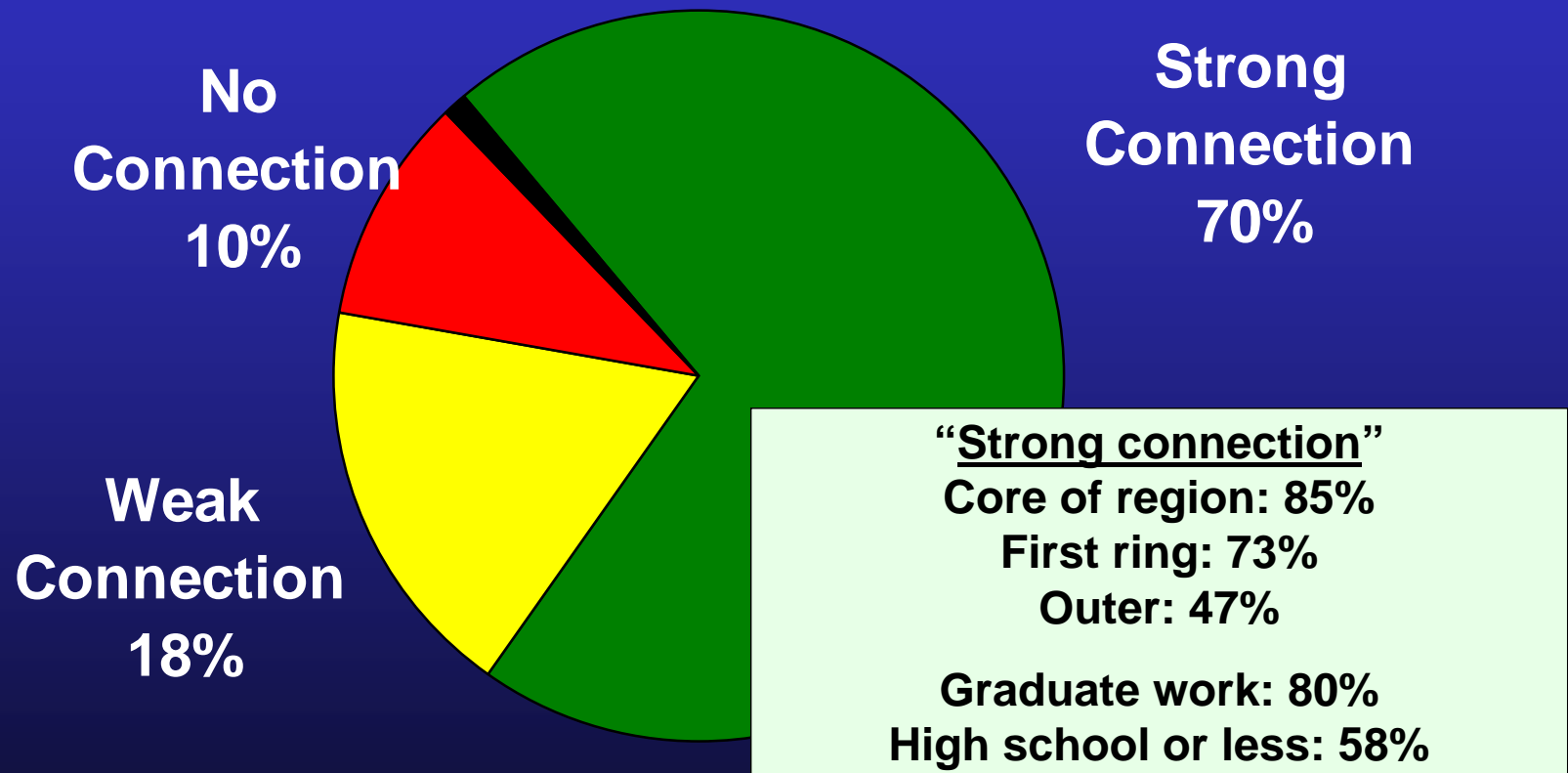


Finding:
**The Public in Metropolitan Washington
is Engaged and Connected.**

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Strong Feelings of Connection to the Region



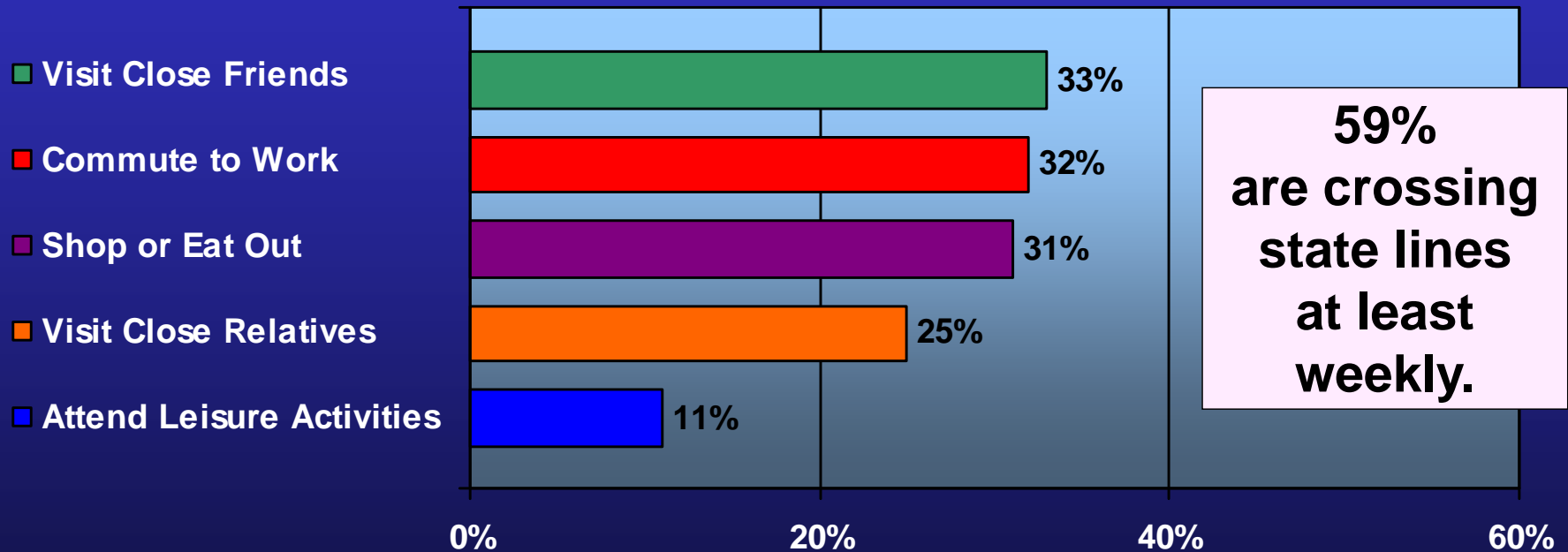
“Just in terms of how you feel, do you have a strong feeling of connection to the metropolitan Washington region, a weak connection, or no connection?”

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Active Movement around the Region

Weekly Travel Outside Home State-Level Jurisdiction



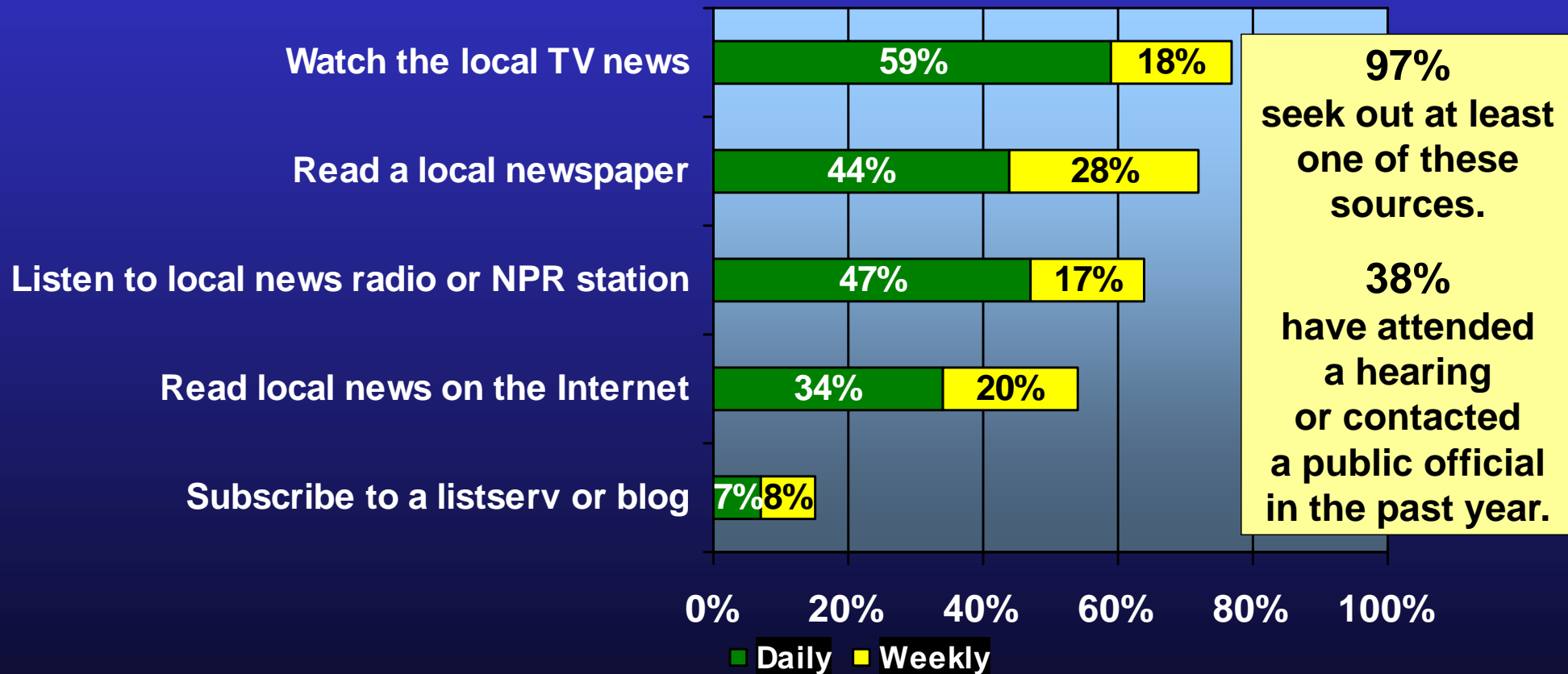
“How often do you (read list) in either (read the two that are not the respondent’s home jurisdiction): [D.C., Suburban Maryland, (or) Northern Virginia]?”

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Seeking Information about Local Happenings

Seek this Information Source at Least Weekly



“When you want to stay in touch with what is going on in your area, do you...?”

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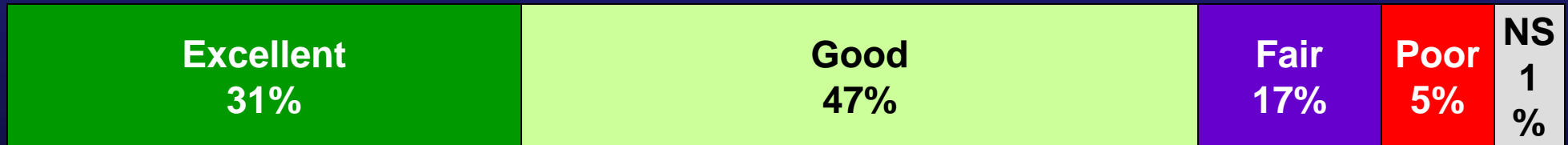
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Rating the Region as a Place to Live

77%
Rate the region as
“excellent or good.”

“Excellent” + “Good”

Arlington: 97%
Alexandria: 91%
D.C.: 86%
Fairfax: 84%
Montgomery: 82%
Loudoun: 80%
Prince George’s: 64%
Prince William: 62%
Frederick: 62%



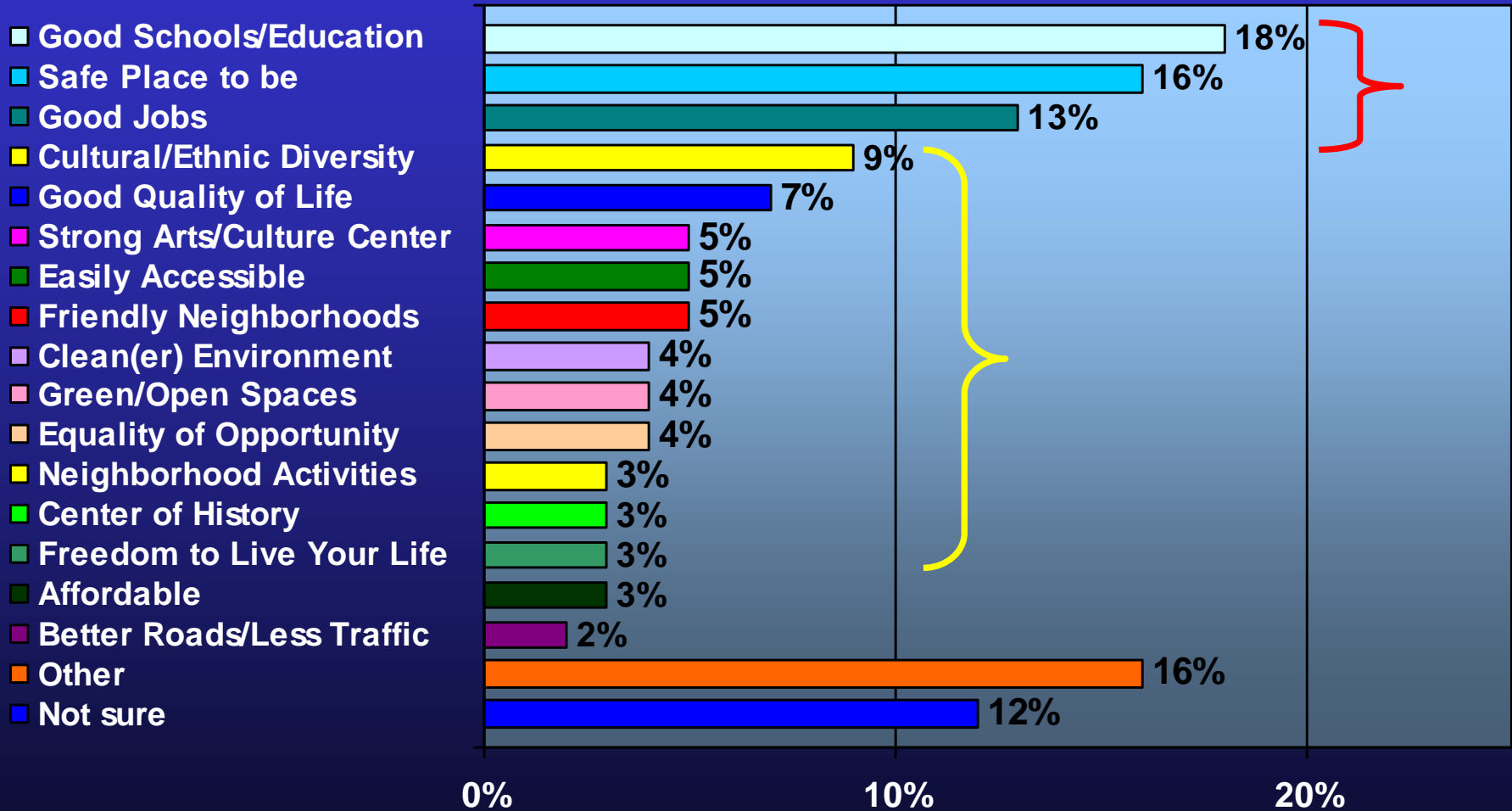
“In general, how would you rate the Washington region as a place to live?
Excellent, good, fair, or poor?”

Finding:
**Residents Appreciate the Region
as Vibrant, Diverse,
Interesting, and Green.**

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Long Term Hopes for the Region



“If you were to look out over the next 40 years, let us say to the Year 2050, what would you hope your children or grandchildren will say is the greatest thing about living here?”
(Open-ended)

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Grading the Region: Top 5 Attributes

Placing 16 Broad Priorities on an A-F Scale

	G.P.A.	Rating (A or B)	Rank
A community that respects people of all backgrounds	2.95	72%	1
Interesting arts and cultural opportunities	2.93	69%	2
Recreational opportunities for people of all ages	2.90	71%	3
Enough parks and green space	2.80	68%	4
A clean environment	2.71	64%	5

“Turning now to the issue of schools, students are often given the grades of A, B, C, D, or Fail as a way to rate the quality of their work. Suppose the public schools themselves in your community were graded in the same way. What grade would you give the public schools: A, B, C, D, or Fail?”

“I would like to ask you to grade the area where you live for a few other things on that same A to F scale.”
(Read and randomize list.)

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Grading the Region

Placing 16 Broad Priorities on an A-F Scale

	G.P.A.	Rating (A or B)	Rank
Emergency preparedness to deal with terrorist threats	2.66	54%	6
Enough transportation choices to get around the region	2.61	57%	7
Safe streets and neighborhoods that are free of crime	2.50	56%	8
The public schools	2.50	51%	9

“Turning now to the issue of schools, students are often given the grades of A, B, C, D, or Fail as a way to rate the quality of their work. Suppose the public schools themselves in your community were graded in the same way. What grade would you give the public schools: A, B, C, D, or Fail?”

“I would like to ask you to grade the area where you live for a few other things on that same A to F scale.”
(Read and randomize list.)

Finding:

There is a Sense that Some People are Being Left out of the Region's Success.

Several Key Shortcomings Seem Related to Poor Planning.

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Grading the Region: Lowest Performing Indicators
Placing 16 Broad Priorities on an A-F Scale

	G.P.A.	Rating (A or B)	Rank
Help for people who are in need	2.47	49%	10
Good access to health care for all residents.	2.43	48%	11
Jobs that are easy to get to	2.35	46%	12
Growth and development that is well-planned	2.25	43%	13
Neighborhoods where people can <u>walk</u> from home to work, shop, and leisure activities	2.19	42%	14
The availability of good jobs for everyone who wants one	2.17	40%	15
Housing that people of all incomes can afford	1.81	25%	16

“I would like to ask you to grade the area where you live for a few other things on that same A to F scale.”
(Read and randomize list.)

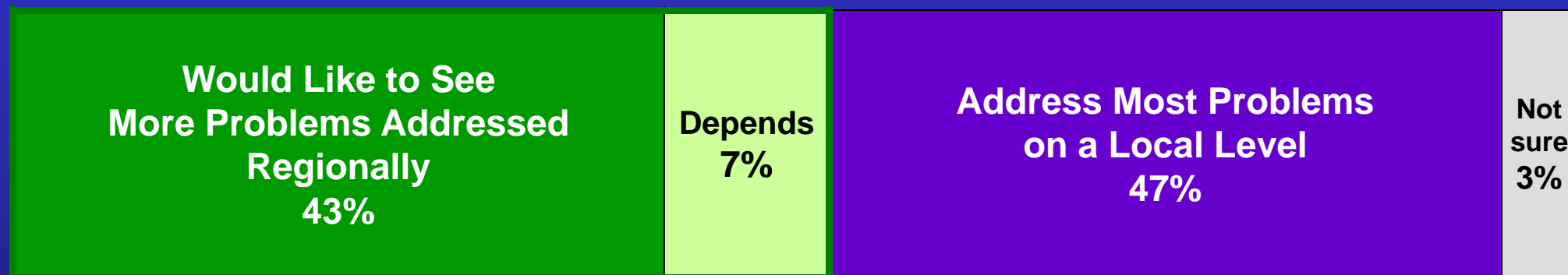
Finding:

There is a significant desire for more regional action to address problems.

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Address More Problems Regionally



“Regionally”
Arlington: 52%
Graduate education: 51%

“Locally”
D.C.: 57%
High school or less: 54%

(Rotate): “[Would you like to see more problems addressed regionally across state and county lines, (or) would you prefer to address most problems on a local level]?”

Finding:

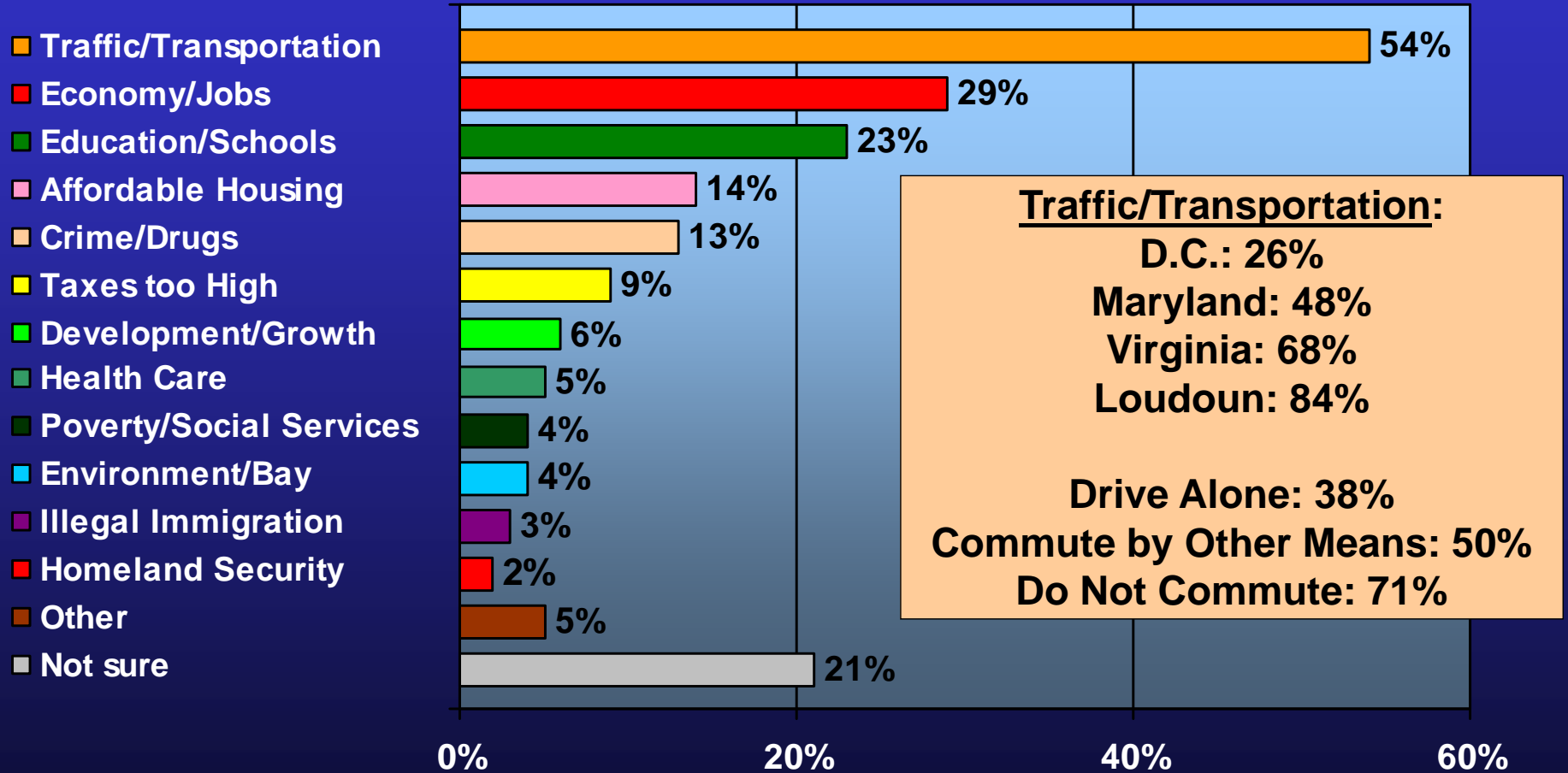
**Pressing Issues are Not Always Where
the Public Wants Sustained Action.**

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Most Important Long-Term Issues

1st and 2nd Mentions Combined



“Just based on your own opinion, what is the most important long-term issue or challenge facing the Washington region – I mean the one you would most like to see the region’s leaders do something about?...And what is the second most important?”

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Priorities for the Region

Rating 16 Broad Priorities on a 1-10 Scale

	Priority	Rank
Higher quality public schools	7.77	1
Safer streets and neighborhoods that are free of crime	7.52	2
More good jobs for everyone who wants one	7.30	3
Better access to health care for all residents	7.19	4

“Now please tell me where each of those ideas would rank for you personally if you were setting the priorities for this region. We will use a 1 to 10 scale where 10 means it is such a high priority you would pay more taxes for it, and 1 means it is not a priority at all. Please try to use numbers up and down the scale because not everything can be a top priority. The first is...” *(Read and randomize list.)*

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Priorities for the Region

Rating 16 Broad Priorities on a 1-10 Scale

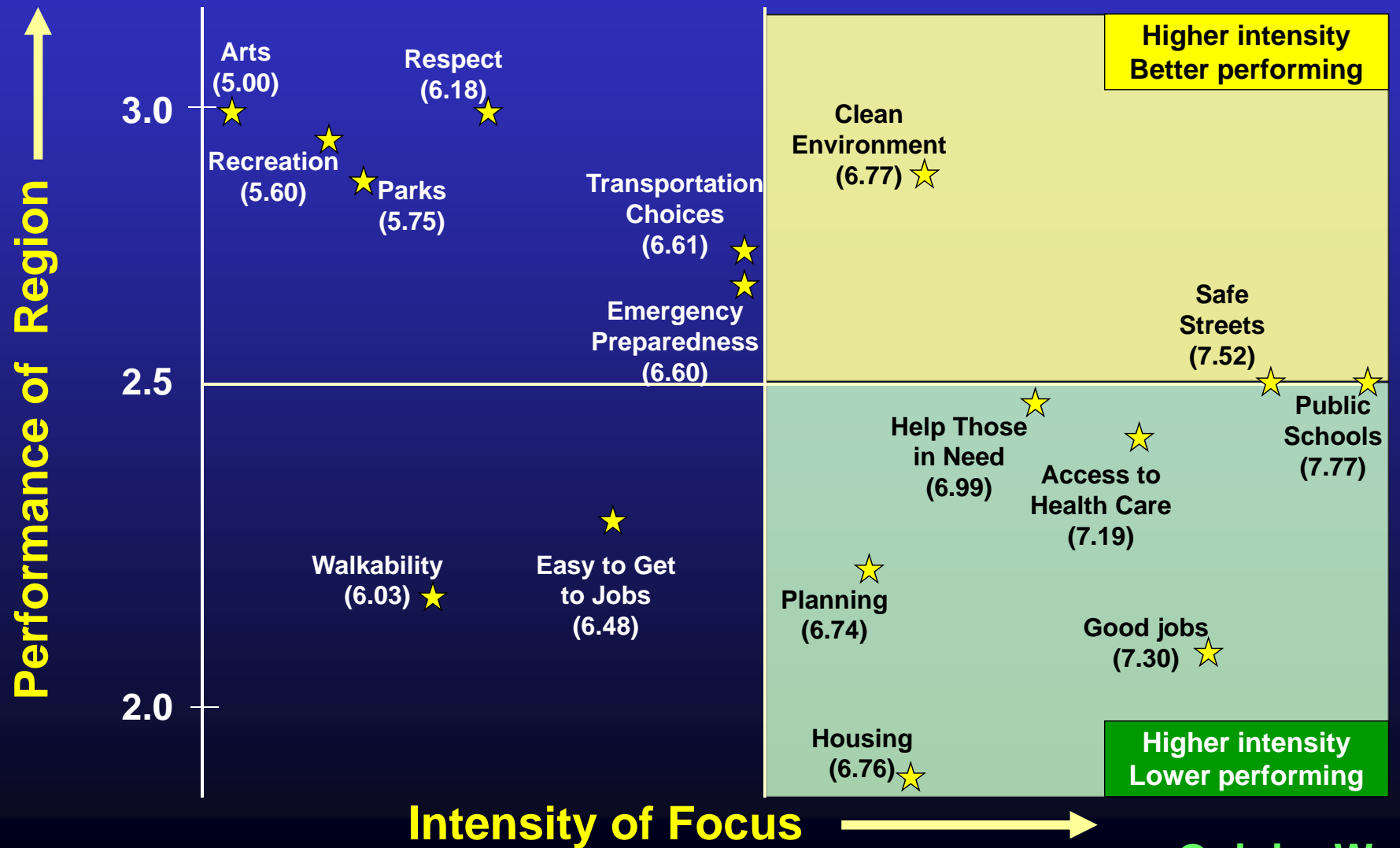
	Priority	Rank
More help for people who are in need	6.99	5
A cleaner environment	6.77	6
More housing that people of all incomes can afford	6.76	7
Growth and development that is better-planned	6.74	8
Better transportation choices to get around the region	6.61	9
Better emergency preparedness to deal with terrorist threats	6.60	10

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Where Would the Public Place the Resources?



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Conclusions

- Metropolitan Washington residents are connected and engaged.
- Residents deeply appreciate the region's vibrancy and diversity.
- There is a significant desire for more regional action to address problems.
- Public schools and safe streets lead the list of urgent priorities.
- Transportation is a challenge, but not a top priority.
- On these issues, the region's leaders will need to engage in conversation with the public.

