

## **Section 3**

# ***Benchmarking Analysis***

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# Benchmarking Summary

## City of Manassas, Virginia

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### 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 200 cities and counties in 38 states.

This report contains benchmarking data from a national survey that was administered by ETC Institute to a random sample of over 4,000 residents in the continental United States during the summer of 2018 and 371 residents in the Atlantic region of the U.S. The information obtained from these surveys is considered the U.S. average. From the national survey, Atlantic Regional data is available that includes the states of Virginia, North Carolina, New Jersey, Maryland, Delaware, and the District of Columbia.

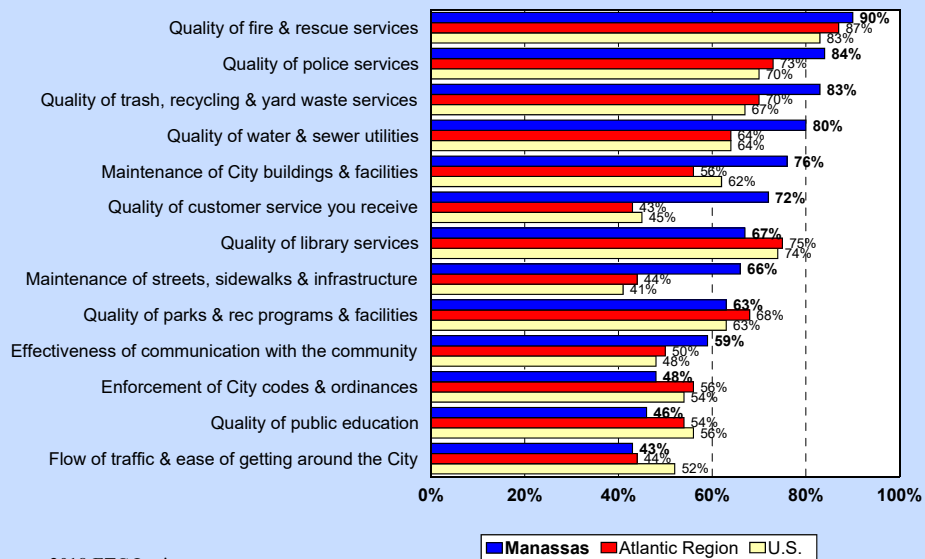
**National Benchmarks.** The charts on the following pages show how the overall results for the City of Manassas compare to the national average and the Atlantic regional average based on the results of a national survey that was administered by ETC Institute to a random sample of more than 4,000 U.S residents across the U.S. during the summer of 2018, and 371 residents in the Atlantic region. The results for Manassas are shown as a blue bar, the Atlantic regional average is shown as a red bar, and the national average is shown as a yellow bar in the charts on the following pages.

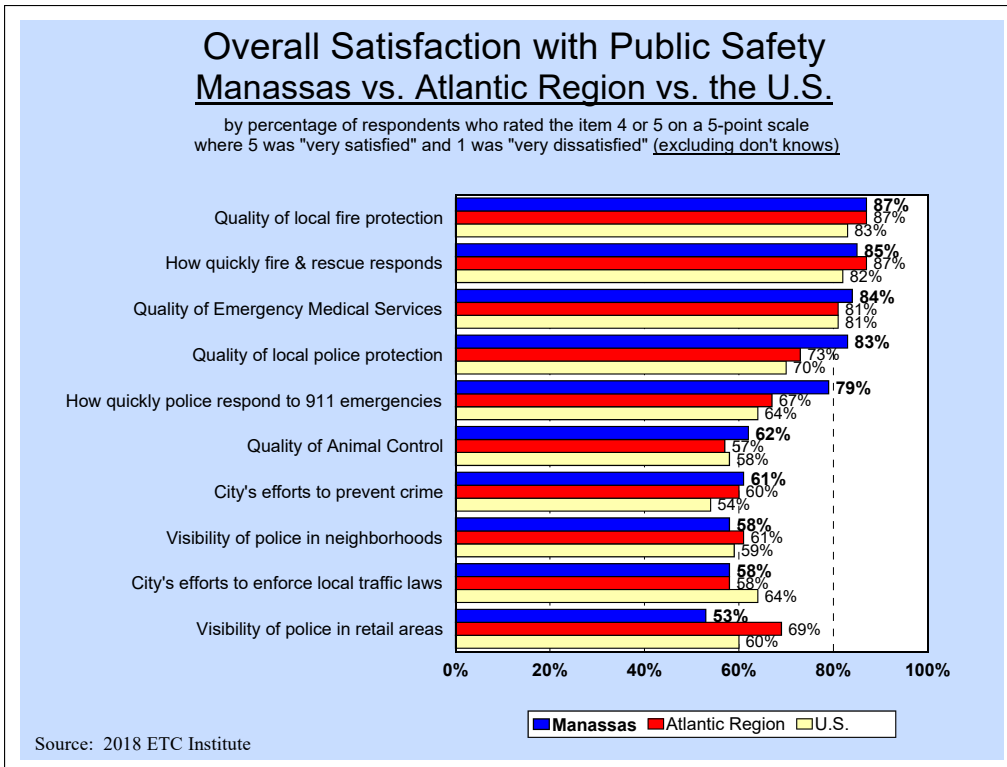
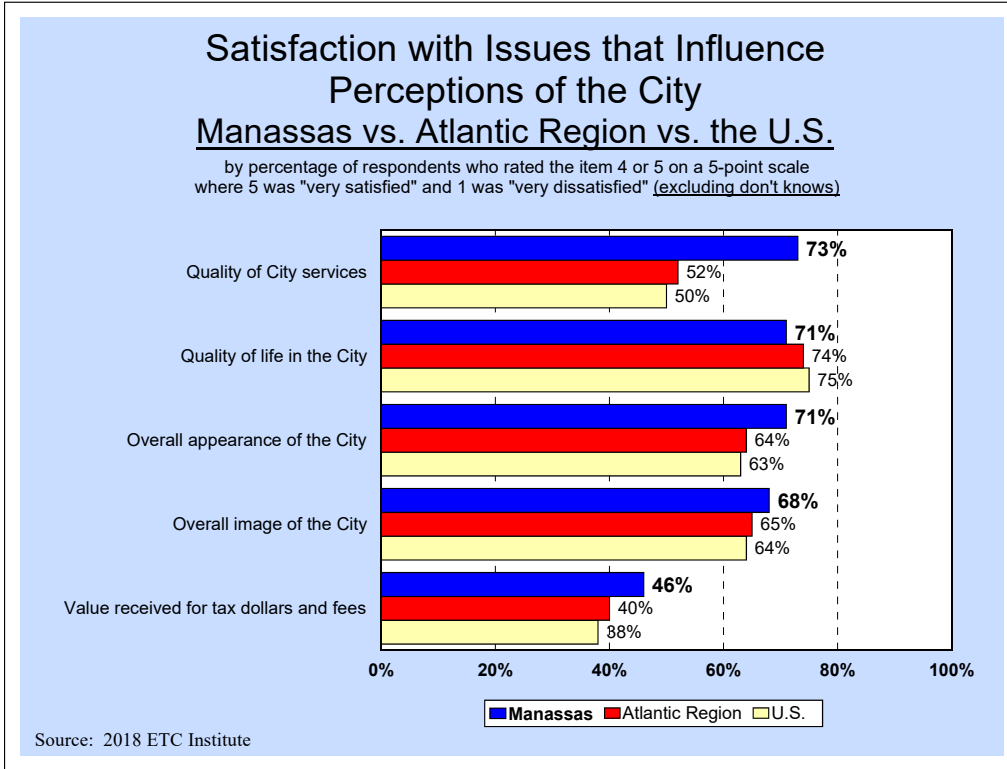
# National Benchmarks

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## Overall Satisfaction with Various City Services Manassas vs. Atlantic Region vs. the U.S.

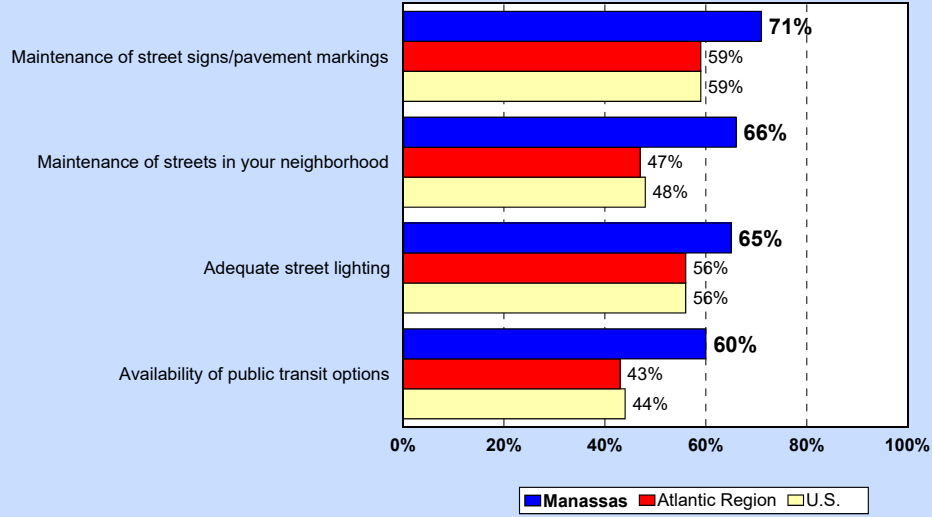
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





### Overall Satisfaction with Transportation and Mobility Manassas vs. Atlantic Region vs. the U.S.

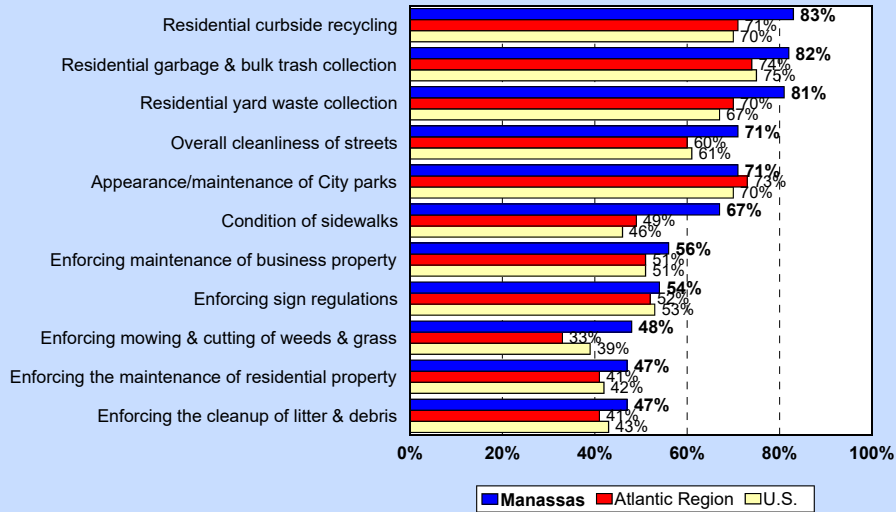
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



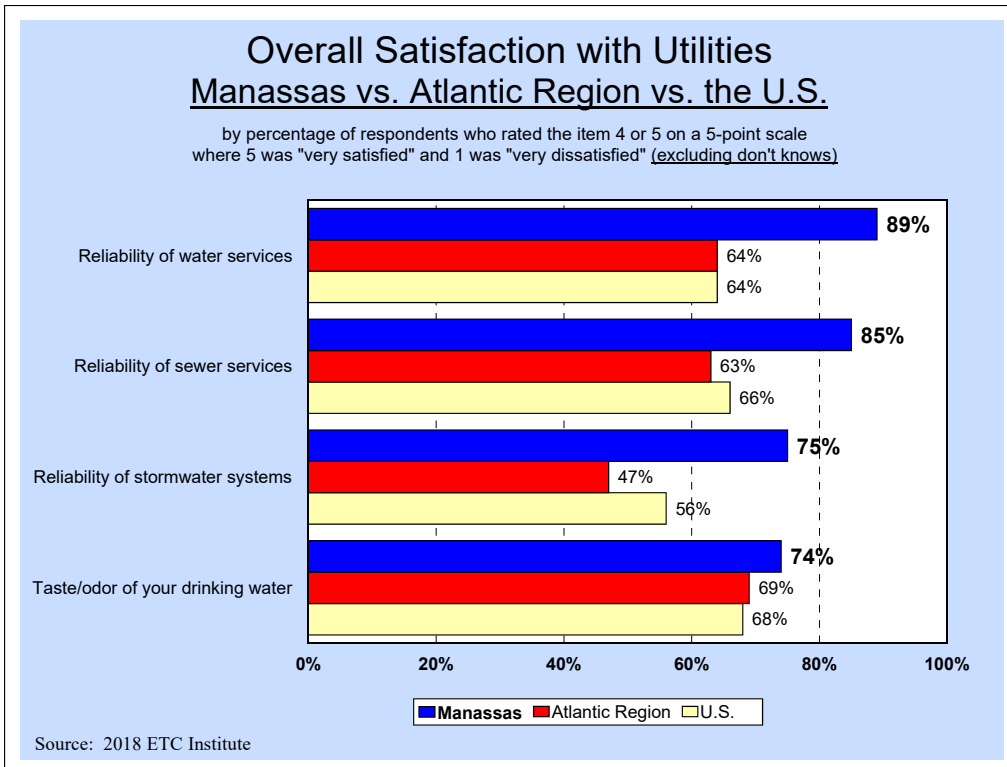
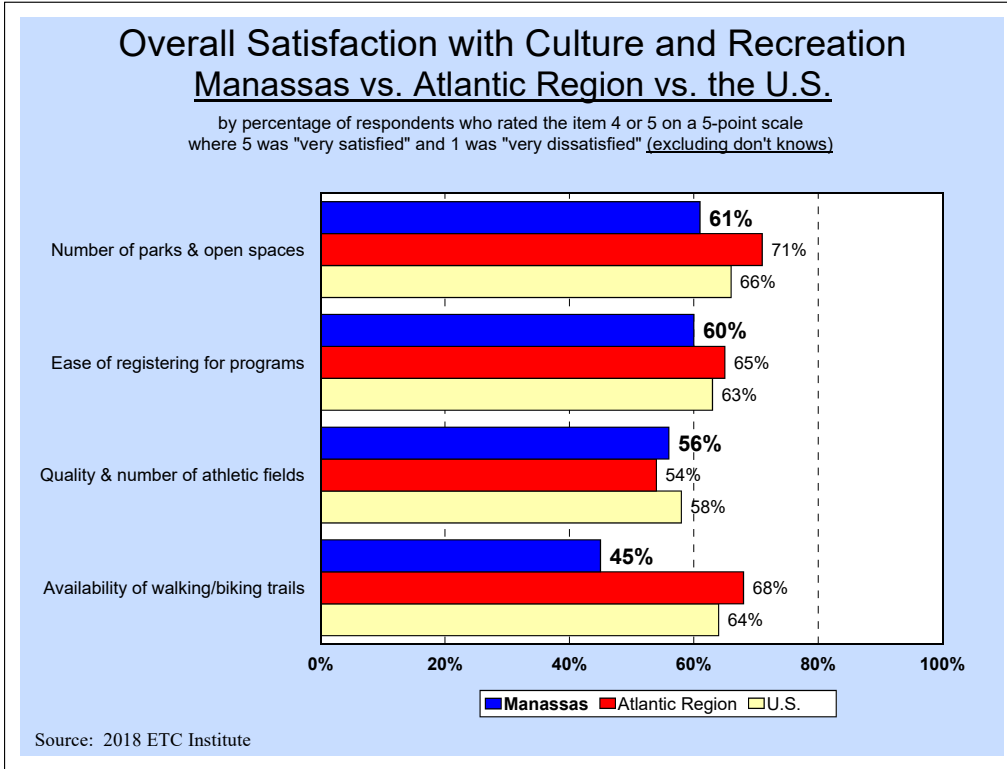
Source: 2018 ETC Institute

### Overall Satisfaction with Community Appearance Manassas vs. Atlantic Region 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)

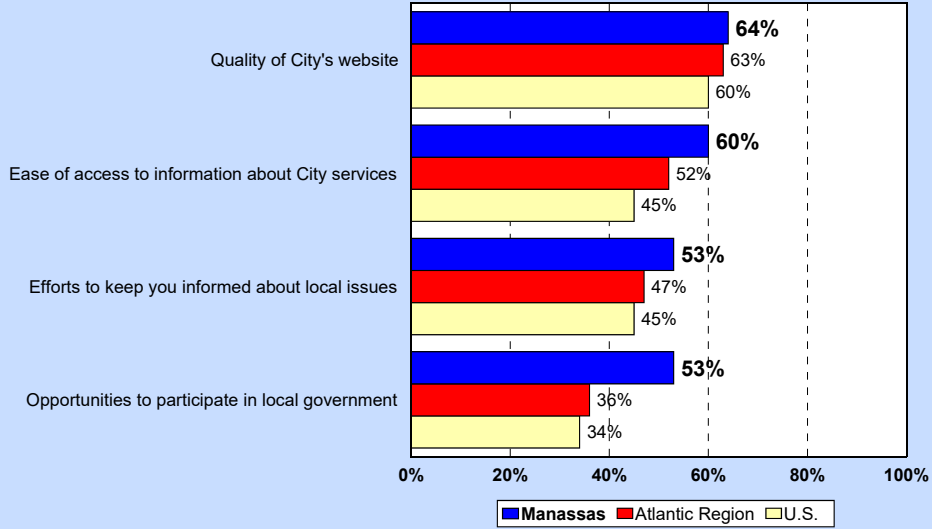


Source: 2018 ETC Institute



### Overall Satisfaction with Public Communication & Outreach Manassas vs. Atlantic Region vs. the U.S.

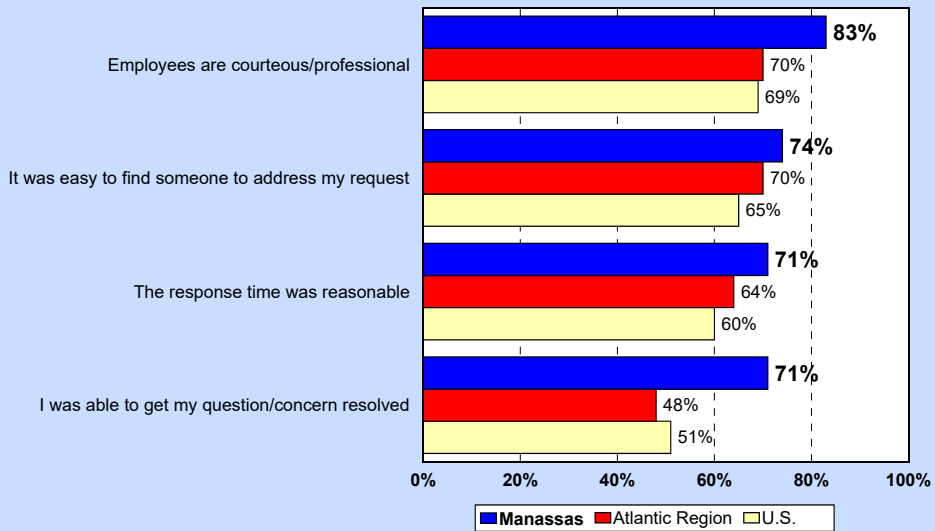
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

### Overall Ratings of Customer Service Manassas vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "always" and 1 was "never" (excluding don't knows)



Source: 2018 ETC Institute

