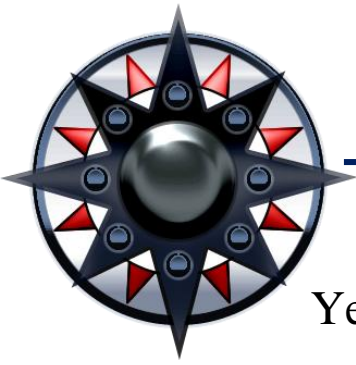


Section 3
Benchmarks



DirectionFinder Survey

Year 2014 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 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. The information obtained from these surveys is considered the US average. From the national survey, East Coast Regional data is available that includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia.

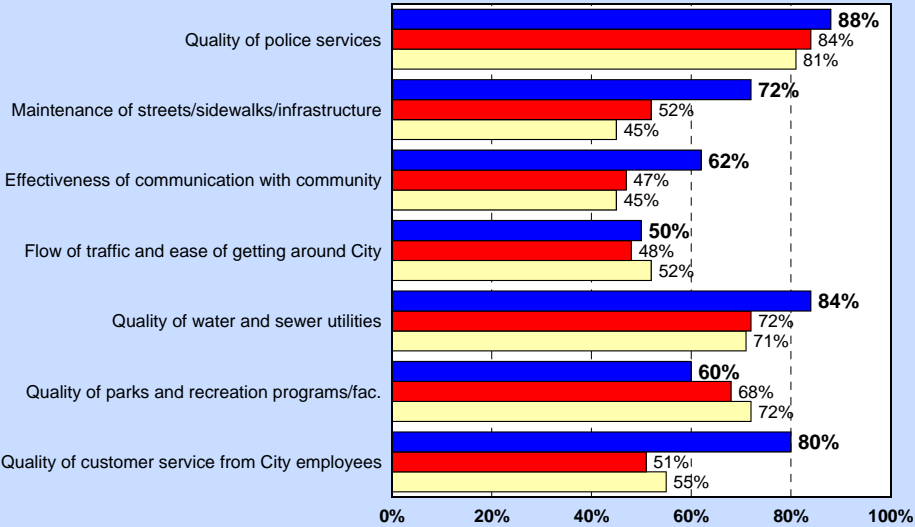
National Benchmarks. The first set of charts on the following pages show how the overall results for the City of Winchester compare to the national average and the East Coast regional average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S residents across the U.S., and over 400 residents in the Southeast region of the U.S. From the national survey, East Coast Regional data is available that includes the states of Virginia, Pennsylvania, New Jersey, Maryland, Delaware, and the District of Columbia.

National Benchmarks

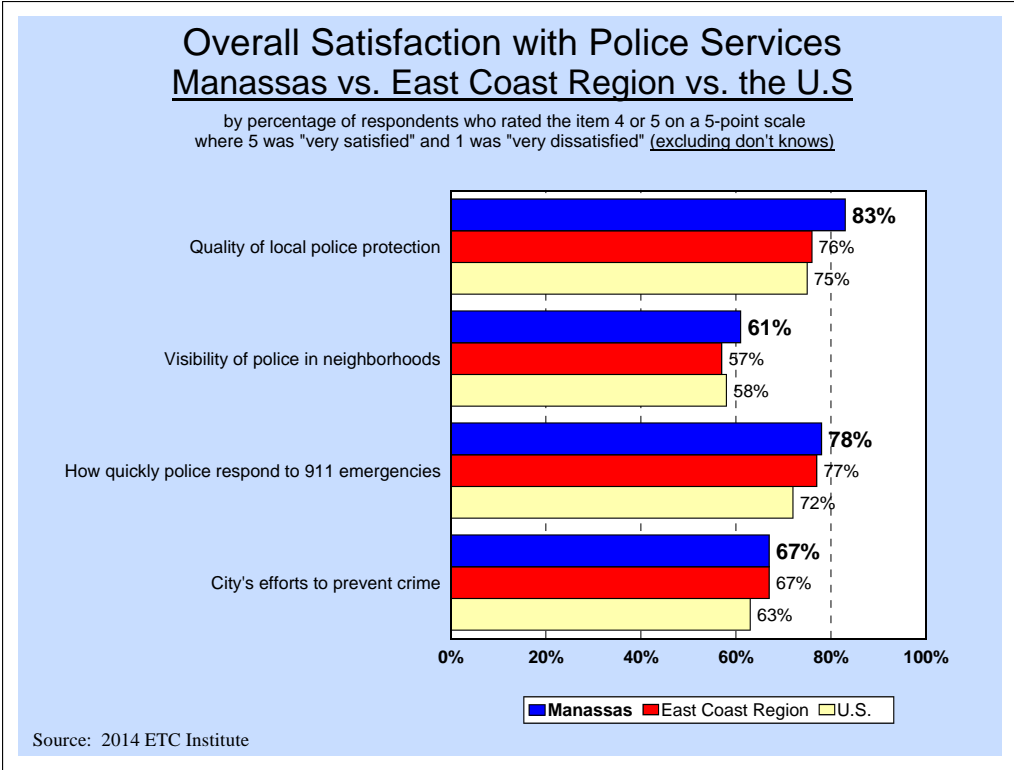
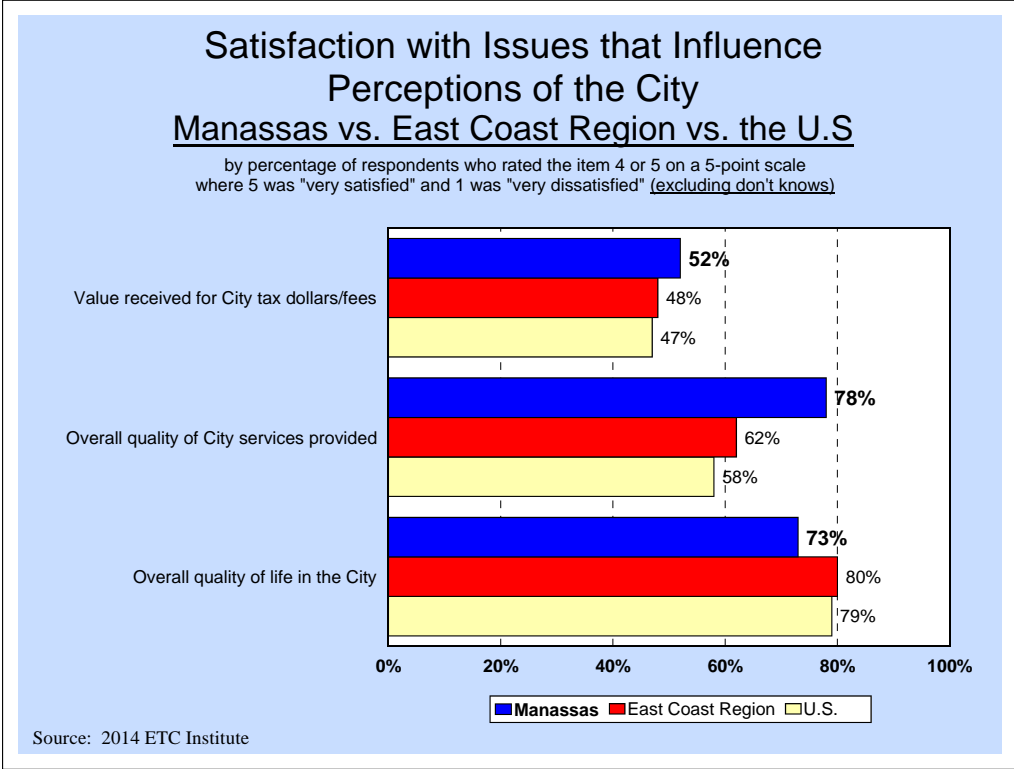
Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Manassas, Virginia is not authorized without written consent from ETC Institute.

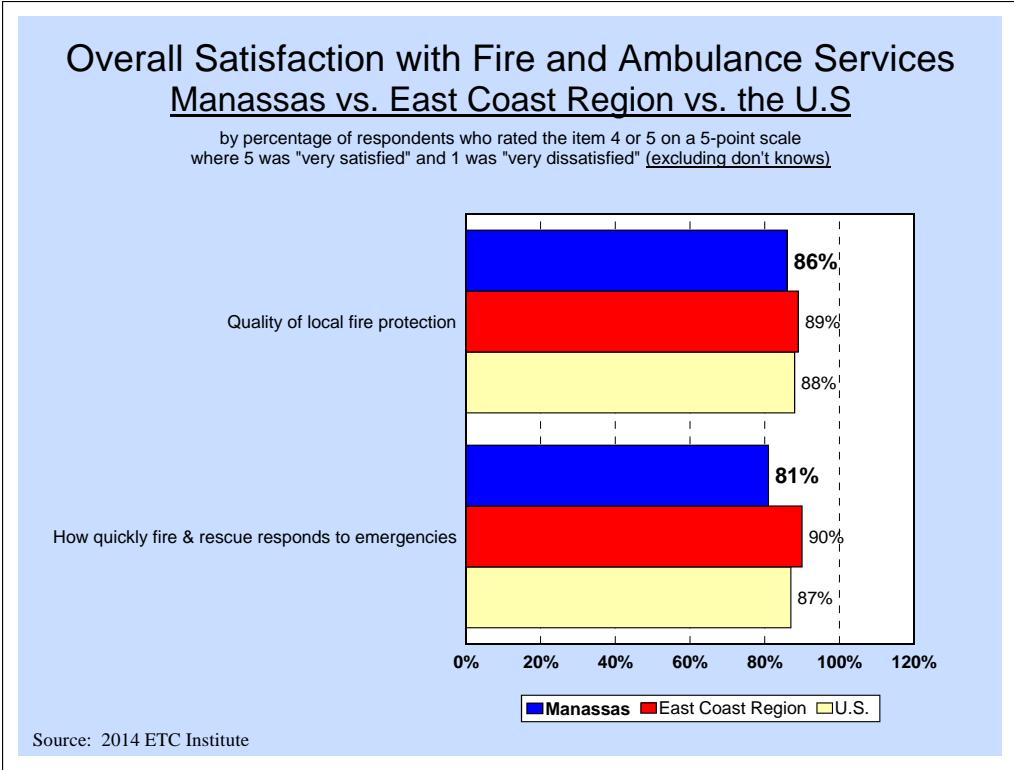
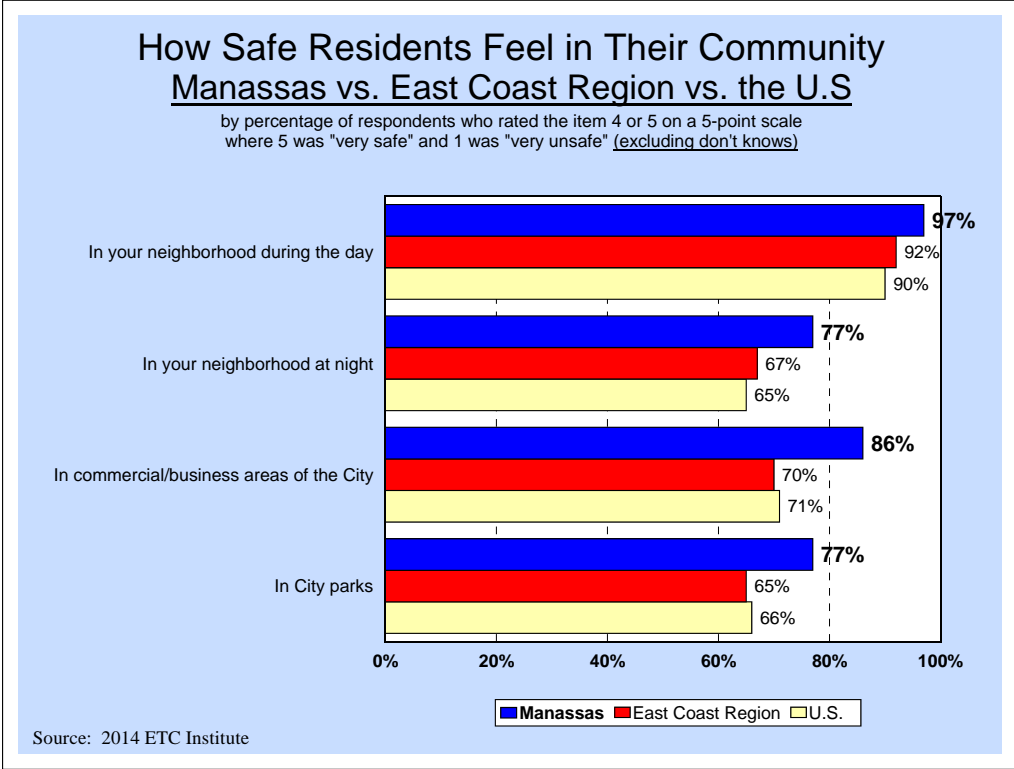
Overall Satisfaction with Various City Services Manassas vs. East Coast Region vs. the U.S

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)



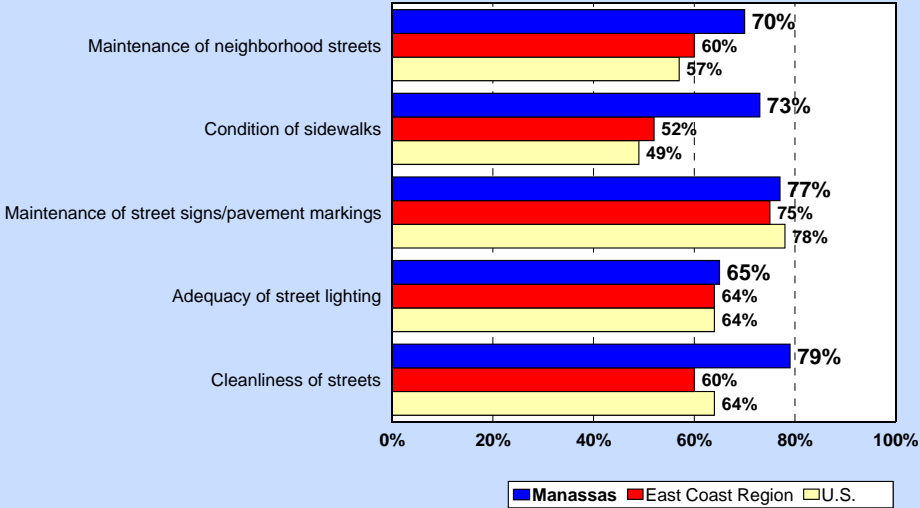
Source: 2014 ETC Institute





Overall Satisfaction with City Maintenance Manassas vs. East Coast Region vs. the U.S

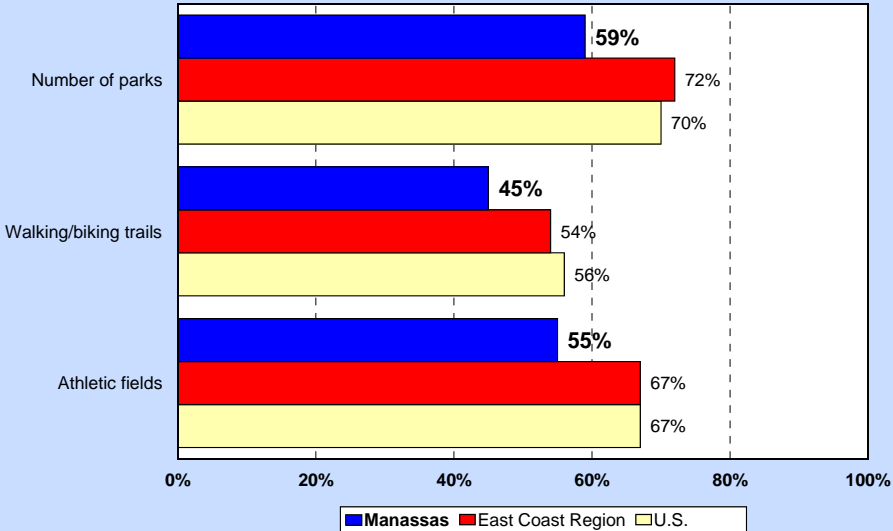
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



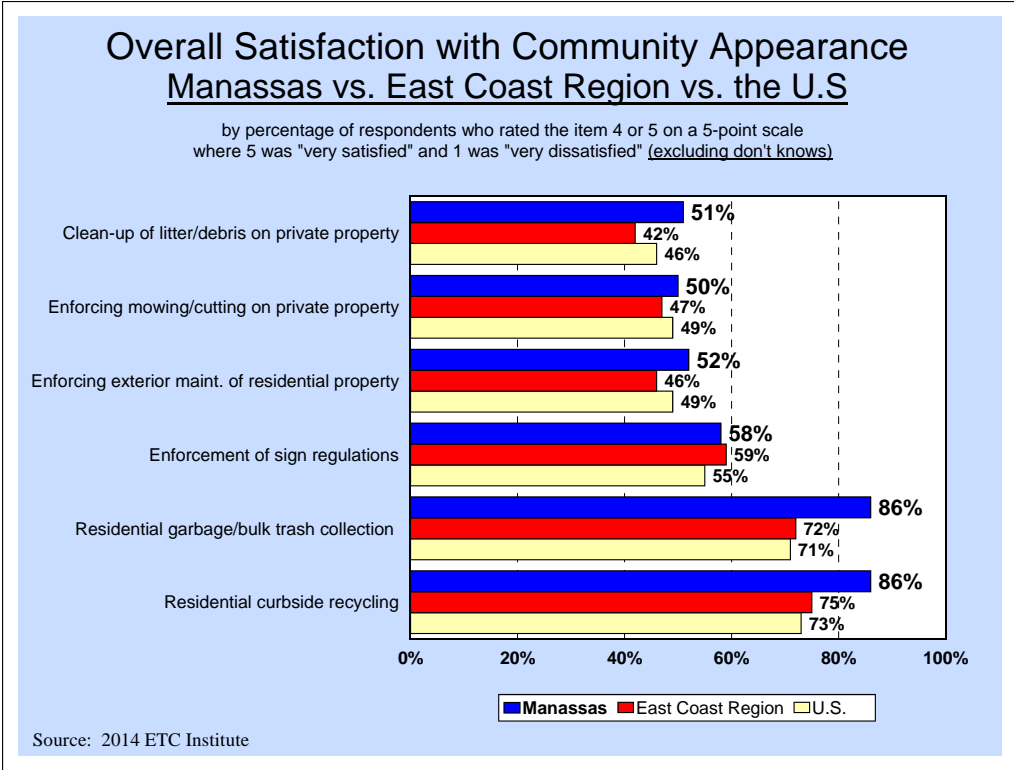
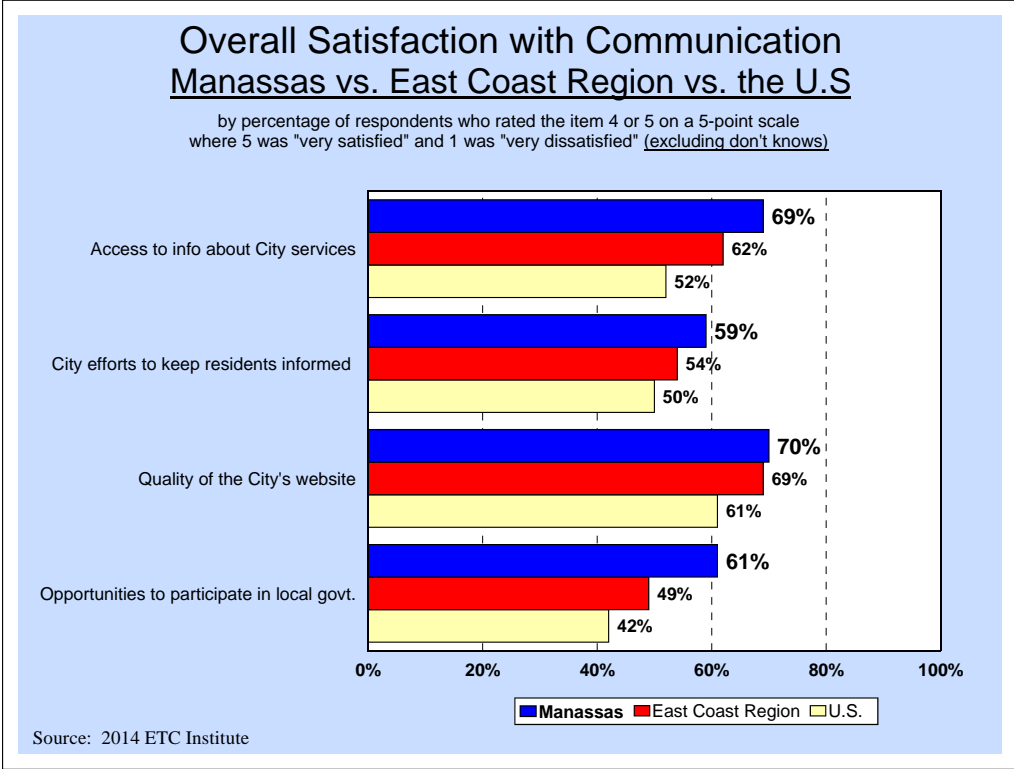
Source: 2014 ETC Institute

Overall Satisfaction with Parks and Recreation Manassas vs. East Coast 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)

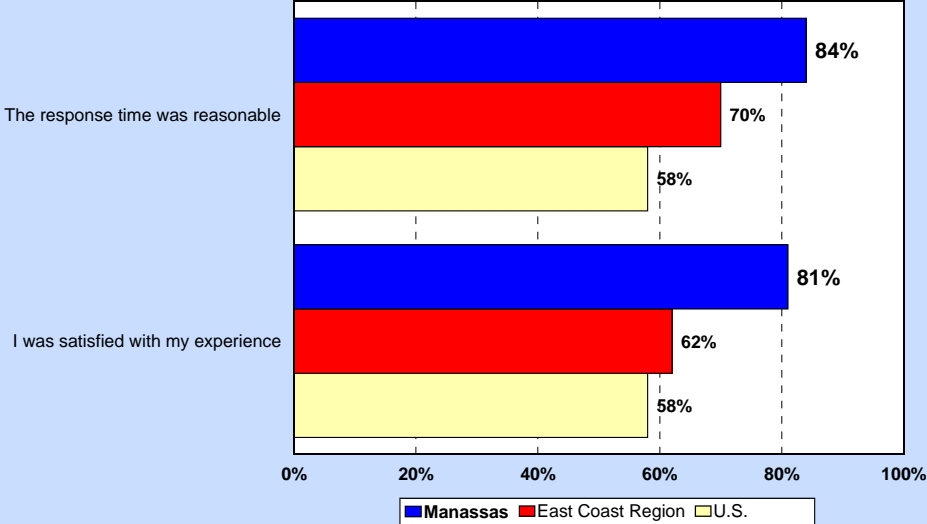


Source: 2014 ETC Institute



Overall Satisfaction with Customer Service Manassas vs. East Coast Region vs. the U.S

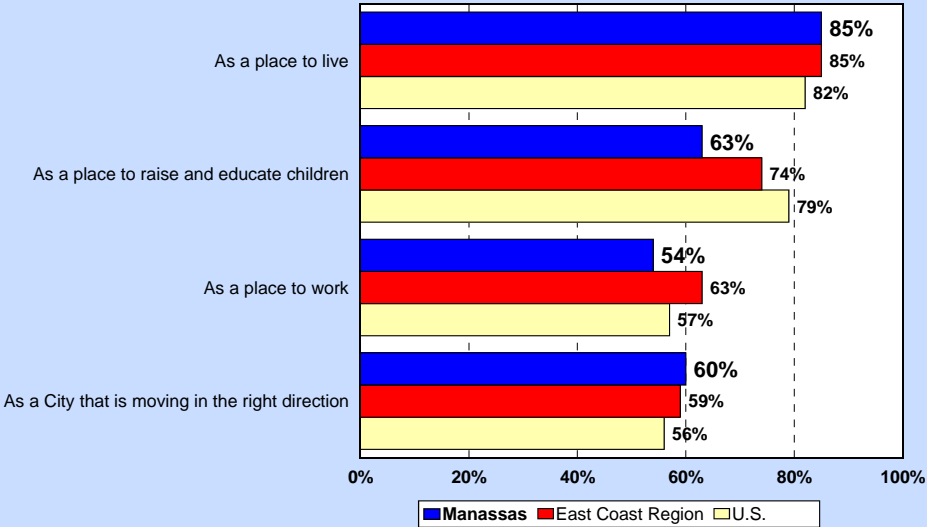
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2014 ETC Institute

Overall Ratings of the Community Manassas vs. East Coast Region vs. the U.S

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



Source: 2014 ETC Institute