Section 2: 
Charts and Trends
Overall Satisfaction With County Services by Major Category

by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of fire/emergency med/ambulance services</td>
<td>56%</td>
<td>37%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Quality of County's library system</td>
<td>55%</td>
<td>36%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Quality of police services</td>
<td>44%</td>
<td>41%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Quality of County parks/recreation programs</td>
<td>41%</td>
<td>44%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Quality of County emergency preparedness services</td>
<td>41%</td>
<td>40%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Quality of County's water/wastewater services</td>
<td>29%</td>
<td>50%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Customer service you receive from County employees</td>
<td>34%</td>
<td>44%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Quality of County arts/cultural programs</td>
<td>29%</td>
<td>44%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Effectiveness of County communication with public</td>
<td>29%</td>
<td>43%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Quality of County's stormwater runoff system</td>
<td>21%</td>
<td>46%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Efforts to help preserve/protect environment</td>
<td>26%</td>
<td>41%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Quality of County's human services</td>
<td>27%</td>
<td>36%</td>
<td>28%</td>
<td>9%</td>
</tr>
<tr>
<td>Enforcement of County codes and ordinances</td>
<td>17%</td>
<td>38%</td>
<td>29%</td>
<td>16%</td>
</tr>
<tr>
<td>Maintenance of County streets</td>
<td>14%</td>
<td>41%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Management of traffic flow on County streets</td>
<td>10%</td>
<td>36%</td>
<td>26%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)

Overall Satisfaction With County Services by Major Category: 2018, 2015 & 2004

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

<table>
<thead>
<tr>
<th>Service</th>
<th>2018</th>
<th>2015</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of fire/emergency med/ambulance services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County's library system</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of police services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County parks/recreation programs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County emergency preparedness services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County's water/wastewater services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer service you receive from County employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County arts/cultural programs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of County communication with public</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County's stormwater runoff system</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efforts to help preserve/protect environment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of County's human services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcement of County codes and ordinances</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of County streets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management of traffic flow on County streets</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TRENDS

Source: ETC Institute DirectionFinder (2018)
Major Categories of County Services That Are Most Important
by percentage of respondents who selected the item as one of their top four choices

- Quality of police services: 63%
- Quality of fire/emergency medical/ambulance services: 60%
- Maintenance of County streets: 40%
- Quality of County parks/recreation programs: 34%
- Management of traffic flow on County streets: 29%
- Quality of County's water/wastewater services: 24%
- Quality of County emergency preparedness services: 21%
- Efforts to help preserve/protect environment: 21%
- Quality of County's human services: 19%
- Quality of County's library system: 17%
- Effectiveness of County communication with public: 11%
- Customer service you receive from County employees: 10%
- Enforcement of County codes and ordinances: 8%
- Quality of County's stormwater runoff system: 7%
- Quality of County arts/cultural programs: 7%

Source: ETC Institute DirectionFinder (2018)

Satisfaction With Items That Influence the Perception Residents Have of the County
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Overall image of Arlington County: 44% Very Satisfied, 44% Satisfied, 8% Neutral
- Quality of services provided by Arlington County: 33% Very Satisfied, 55% Satisfied, 9% Neutral
- Overall quality of life in Arlington County: 40% Very Satisfied, 46% Satisfied, 10% Neutral
- Quality of public schools in the County: 40% Very Satisfied, 38% Satisfied, 15% Neutral
- Physical accessibility of County facilities: 26% Very Satisfied, 51% Satisfied, 20% Neutral
- Overall inclusiveness of the community: 25% Very Satisfied, 45% Satisfied, 24% Neutral
- County's overall efforts to embrace diversity: 23% Very Satisfied, 40% Satisfied, 28% Neutral
- Value you receive for County taxes: 20% Very Satisfied, 39% Satisfied, 25% Neutral
- Opportunities for public engagement with County: 20% Very Satisfied, 38% Satisfied, 30% Neutral
- How well County is managing growth: 14% Very Satisfied, 34% Satisfied, 26% Neutral
- Transparency in County's decision making process: 13% Very Satisfied, 29% Satisfied, 34% Neutral

Source: ETC Institute DirectionFinder (2018)
Satisfaction With Items That Influence the Perception Residents Have of the County: 2018, 2015 & 2004

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

Quality of services provided by Arlington County: 88% (2018), 88% (2015), 86% (2004)
Quality of public schools in the County: 70% (2018), 64% (2015), 59% (2004)
County's overall efforts to embrace diversity: not asked in 2004
Value you receive for County taxes: 56% (2018), 55% (2015), 51% (2004)
Transparency in County's decision making: not asked in 2004

TRENDS
Source: ETC Institute DirectionFinder (2018)

General Support for Reductions in Services to Avoid Increases in Property Taxes

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale

Increase taxes (5): 4 (19%)
Not provided: 3 (26%)
Reduce services (1): 2 (13%)

Source: ETC Institute DirectionFinder (2018)
Support for Changes in Each of the Following Services
by percentage of respondents (excluding don't knows)

- Public Safety Services - $191 Million
  - Increase taxes to maintain services (5): 33%
  - Maintain services by reducing others (4): 30%
  - No change (3): 30%
  - Reduce services (1/2): 8%

- Arlington Public Schools - $501 Million
  - Increase taxes to maintain services (5): 37%
  - Maintain services by reducing others (4): 22%
  - No change (3): 17%

- Transportation - $52 Million
  - Increase taxes to maintain services (5): 28%
  - Maintain services by reducing others (4): 32%
  - No change (3): 11%

- Public Works - $40 Million
  - Increase taxes to maintain services (5): 28%
  - Maintain services by reducing others (4): 35%
  - No change (3): 8%

- Health & Human Services - $139 Million
  - Increase taxes to maintain services (5): 25%
  - Maintain services by reducing others (4): 32%
  - No change (3): 18%

- Metro - $41 Million
  - Increase taxes to maintain services (5): 24%
  - Maintain services by reducing others (4): 36%
  - No change (3): 19%

- Parks & Recreation - $42 Million
  - Increase taxes to maintain services (5): 18%
  - Maintain services by reducing others (4): 33%
  - No change (3): 28%

- Libraries - $15 Million
  - Increase taxes to maintain services (5): 18%
  - Maintain services by reducing others (4): 39%
  - No change (3): 24%

- Housing - $17 Million
  - Increase taxes to maintain services (5): 18%
  - Maintain services by reducing others (4): 34%
  - No change (3): 36%

- Economic Development - $6 Million
  - Increase taxes to maintain services (5): 11%
  - Maintain services by reducing others (4): 34%
  - No change (3): 37%

- Planning - $7 Million
  - Increase taxes to maintain services (5): 10%
  - Maintain services by reducing others (4): 44%
  - No change (3): 34%

- Cultural Affairs & Arts - $3 Million
  - Increase taxes to maintain services (5): 10%
  - Maintain services by reducing others (4): 28%
  - No change (3): 51%

Source: ETC Institute DirectionFinder (2018)

How Safe Residents Feel In Certain Situations
by percentage of respondents (excluding don't knows)

- In your neighborhood during the day
  - Very safe (5): 77%
  - Safe (4): 21%

- Overall feeling of safety in the County
  - Very safe (5): 39%
  - Safe (4): 52%
  - Neutral (3): 7%

- In your neighborhood at night
  - Very safe (5): 47%
  - Safe (4): 40%
  - Neutral (3): 9%
  - Unsafe/Very unsafe (2/1): 4%

- In commercial/retail areas at night
  - Very safe (5): 31%
  - Safe (4): 50%
  - Neutral (3): 16%
  - Unsafe/Very unsafe (2/1): 4%

Source: ETC Institute DirectionFinder (2018)

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

- In your neighborhood during the day
  - 2018: 98%
  - 2015: 97%
  - 2004: 91%

- Overall feeling of safety in the County
  - 2018: 92%
  - 2015: 91%
  - 2004: 87%

- In your neighborhood at night
  - 2018: 87%
  - 2015: 87%
  - 2004: 80%

- In commercial/retail areas at night
  - 2018: 81%
  - 2015: 81%
  - 2004: 80%

TRENDS
Source: ETC Institute DirectionFinder (2018)

Agreement With Various Statements About Local Government

by percentage of respondents (excluding don't knows)

- I trust information provided by Arlington County
  - 2018: 26%
  - 2015: 50%
  - 2004: 16%

- I trust Arlington County employees
  - 2018: 23%
  - 2015: 48%
  - 2004: 24%

- I trust the County Manager/other senior staff
  - 2018: 19%
  - 2015: 40%
  - 2004: 29%

- I trust Arlington County’s elected officials
  - 2018: 17%
  - 2015: 40%
  - 2004: 29%

Source: ETC Institute DirectionFinder (2018)
Code Enforcement

Satisfaction With Code Enforcement
by percentage of respondents (excluding don't knows)

- Enforcing exterior maint. of business property: 15% Very Satisfied, 47% Satisfied, 29% Neutral, 9% Dissatisfied
- Enforcing exterior maint. of residential property: 15% Very Satisfied, 46% Satisfied, 27% Neutral, 12% Dissatisfied
- Enforcing construction site conditions: 12% Very Satisfied, 38% Satisfied, 29% Neutral, 21% Dissatisfied
- Enforcing noise regulations: 11% Very Satisfied, 35% Satisfied, 30% Neutral, 24% Dissatisfied

Source: ETC Institute DirectionFinder (2018)
Satisfaction With Code Enforcement:
2018, 2015 & 2004
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Enforcing exterior maint. of business property: 62%, 60%, 54%, 61%
- Enforcing exterior maint. of residential property: 57%, 53%, 50%, 53%
- Enforcing construction site conditions: 47%, 42%, 44%, 46%
- Enforcing noise regulations: 46%, 46%, 44%, 44%

TRENDS
Source: ETC Institute DirectionFinder (2018)

Code Enforcement Services That Are Most Important
by percentage of respondents who selected the item as one of their top two choices

- Enforcing construction site conditions: 56%
- Enforcing noise regulations: 51%
- Enforcing exterior maint. of business property: 48%
- Enforcing exterior maint. of residential property: 34%

Source: ETC Institute DirectionFinder (2018)
Public Works Services

Adequacy of street lighting in commercial areas: 24% satisfied, 55% neutral, 16% dissatisfied
Maintenance of County buildings: 21% satisfied, 57% neutral, 21% dissatisfied
Cleanliness of County streets/other public areas: 22% satisfied, 55% neutral, 17% dissatisfied
Snow removal on major County Streets: 22% satisfied, 55% neutral, 16% dissatisfied
Adequacy of street lighting in your neighborhood: 21% satisfied, 47% neutral, 15% dissatisfied
Mowing/trimming along County streets/public areas: 17% satisfied, 50% neutral, 23% dissatisfied
Maintenance of major streets in Arlington County: 13% satisfied, 51% neutral, 17% dissatisfied
Maintenance of streets in your neighborhood: 16% satisfied, 47% neutral, 17% dissatisfied
Maintenance of public sidewalks: 14% satisfied, 45% neutral, 21% dissatisfied
Snow removal on neighborhood streets/trails: 13% satisfied, 42% neutral, 24% dissatisfied

Source: ETC Institute DirectionFinder (2018)

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

Adequacy of street lighting in commercial areas: 79%
Maintenance of County buildings: 78%
Cleanliness of County streets/other public areas: 77%
Snow removal on major County streets: 77%
Adequacy of street lighting in your neighborhood: 68%
Mowing/trimming of County land in public areas: 67%
Maintenance of major streets in Arlington County: 64%
Maintenance of streets in your neighborhood: 63%
Maintenance of public sidewalks: 59%
Snow removal on neighborhood streets/trails: 44%

TRENDS
Source: ETC Institute DirectionFinder (2018)

Public Works Services That Are Most Important

by percentage of respondents who selected the item as one of their top two choices

Maintenance of major streets in Arlington County: 60%
Maintenance of streets in your neighborhood: 30%
Maintenance of public sidewalks: 20%
Cleanliness of County streets/other public areas: 18%
Snow removal on major County Streets: 15%
Adequacy of street lighting in your neighborhood: 15%
Snow removal on neighborhood streets/trails: 12%
Adequacy of street lighting in commercial areas: 6%
Mowing/trimming along County streets/public areas: 3%
Maintenance of County Buildings: 2%

Source: ETC Institute DirectionFinder (2018)
Public Safety Services

Satisfaction with Various Aspects of Public Safety Services
by percentage of respondents (excluding don't knows)

- Quality of local fire & emergency medical services: 48% Very Satisfied, 44% Satisfied, 8% Neutral
- Overall quality of local police service: 43% Very Satisfied, 43% Satisfied, 11% Neutral
- County's efforts to prevent crime: 32% Very Satisfied, 50% Satisfied, 14% Neutral
- Quality & effectiveness of Fire Dept's community outreach: 36% Very Satisfied, 40% Satisfied, 22% Neutral
- Police Dept's proactive community engagement efforts: 31% Very Satisfied, 41% Satisfied, 23% Neutral
- Enforcement of local traffic laws: 22% Very Satisfied, 46% Satisfied, 20% Neutral, 13% Dissatisfied
- Enforcement of parking regulations: 18% Very Satisfied, 41% Satisfied, 28% Neutral, 14% Dissatisfied

Source: ETC Institute DirectionFinder (2018)
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall quality of local police service
- 2018: 86%
- 2015: 86%
- 2004: 86%

County's efforts to prevent crime
- 2018: 82%
- 2015: 82%
- 2004: 68%

Enforcement of local traffic laws
- 2018: 69%
- 2015: 61%
- 2004: 60%

Enforcement of parking regulations
- 2018: 60%
- 2015: 60%
- 2004: 60%

TRENDS
Source: ETC Institute DirectionFinder (2018)

Public Safety Services That Are Most Important
by percentage of respondents who selected the item as one of their top two choices

Overall quality of local police service: 64%
Quality of local fire & emergency medical services: 54%
County's efforts to prevent crime: 38%
Enforcement of local traffic laws: 10%
Police Dept's proactive community engagement efforts: 9%
Enforcement of parking regulations: 4%
Quality & effectiveness of Fire Dept's community outreach: 3%

Source: ETC Institute DirectionFinder (2018)
Parks, Recreation, Sports & Arts

Satisfaction with Various Aspects of Parks, Recreation, Sports & Arts
by percentage of respondents (excluding don't knows)

Source: ETC Institute DirectionFinder (2018)

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

Walking and biking trails in the County: 2018 86%, 2015 85%, 2004 80%
Maintenance of County parks: 2018 85%, 2015 85%, 2004 80%
Outdoor athletic fields: 2018 73%, 2015 80%, 2004 65%
Community and nature centers: 2018 74%, 2015 73%, 2004 72%
Recreation programs: 2018 74%, 2015 71%, 2004 68%
Sports programs: 2018 74%, 2015 71%, 2004 68%
Efforts to preserve nature in the County: 2018 62%, 2015 60%, 2004 not asked
Special events sponsored by the county: 2018 64%, 2015 61%, 2004 not asked
Fees charged for programs: 2018 60%, 2015 58%, 2004 not asked
Visual/performing arts programming/facilities: 2018 52%, 2015 46%, 2004 40%
Indoor swimming pools: 2018 60%, 2015 53%, 2004 40%
Off-leash dog areas (community canine areas): 2018 0%, 2015 20%, 2004 40%

Source: ETC Institute DirectionFinder (2018)

TRENDS

Parks, Recreation, Sports & Arts Items That Are Most Important

by percentage of respondents who selected the item as one of their top two choices

Maintenance of County parks: 2018 52%, 2015 42%, 2004 33%
Walking and biking trails in the County: 2018 42%, 2015 33%, 2004 20%
Efforts to preserve nature in the County: 2018 33%, 2015 22%, 2004 10%
Outdoor athletic fields: 2018 10%, 2015 9%, 2004 8%
Recreation programs: 2018 9%, 2015 8%, 2004 7%
Off-leash dog areas (community canine areas): 2018 8%, 2015 7%, 2004 6%
Indoor swimming pools: 2018 7%, 2015 6%, 2004 5%
Community and nature centers: 2018 6%, 2015 5%, 2004 4%
Sports programs: 2018 5%, 2015 4%, 2004 3%
Fees charged for programs: 2018 4%, 2015 3%, 2004 2%
Visual/performing arts programming/facilities: 2018 3%, 2015 2%, 2004 1%
Special events sponsored by the County: 2018 1%, 2015 0%, 2004 0%

Source: ETC Institute DirectionFinder (2018)
Libraries

Have you or other members of your household used County library services during the past year?

by percentage of respondents (multiple selections could be made)

- Visited a County library: 70%
- Used online library services (web/internet): 45%
- Have not used County library svcs during past yr: 25%

Source: ETC Institute DirectionFinder (2018)
## Satisfaction with Library Services

**by percentage of respondents (excluding don't knows)**

<table>
<thead>
<tr>
<th>Service/Feature</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer service effectiveness of in-person services</td>
<td>49%</td>
<td>42%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Library facilities</td>
<td>42%</td>
<td>47%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Depth and range of adult collections</td>
<td>39%</td>
<td>47%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Study &amp; relaxation spaces</td>
<td>35%</td>
<td>47%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Depth and range of youth collections</td>
<td>38%</td>
<td>41%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Public meeting spaces</td>
<td>33%</td>
<td>46%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Hours libraries are open</td>
<td>30%</td>
<td>49%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Notifications about what's happening in library</td>
<td>32%</td>
<td>44%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Depth and range of databases</td>
<td>32%</td>
<td>44%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Programs for adults</td>
<td>24%</td>
<td>46%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Wait times for materials</td>
<td>23%</td>
<td>47%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Programs for youth &amp; families</td>
<td>30%</td>
<td>39%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Computer/technology classes</td>
<td>22%</td>
<td>39%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)

---

### Satisfaction with Library Services: 2018, 2015 & 2004

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

<table>
<thead>
<tr>
<th>Service/Feature</th>
<th>2018</th>
<th>2015</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer service effectiveness of in-person services</td>
<td>91%</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Hours libraries are open</td>
<td>79%</td>
<td>74%</td>
<td>76%</td>
</tr>
<tr>
<td>Notifications about what is happening in library</td>
<td>not asked</td>
<td>64%</td>
<td>78%</td>
</tr>
<tr>
<td>Programs for adults</td>
<td>not asked</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Computer/technology classes</td>
<td>not asked</td>
<td>81%</td>
<td>76%</td>
</tr>
</tbody>
</table>

**TRENDS**

Source: ETC Institute DirectionFinder (2018)
### Library Services That Are Most Important

By percentage of respondents who selected the item as one of their top two choices.

- Depth and range of adult collections: 43%
- Library facilities: 22%
- Depth and range of youth collections: 22%
- Depth and range of eBooks/audio/digital magazines: 18%
- Hours libraries are open: 17%
- Programs for youth & families: 12%
- Customer service effectiveness of in-person services: 10%
- Wait times for materials: 9%
- Depth and range of databases: 8%
- Programs for adults: 5%
- Study & relaxation spaces: 4%
- Computer/technology classes: 4%
- Public meeting spaces: 3%
- Notifications about what's happening in library: 3%

Source: ETC Institute DirectionFinder (2018)

### Why haven't you used County library services during the past year?

By percentage of respondents who had not visited a library during the past year.

- Visiting library is not part of my lifestyle: 44%
- Too busy to use library services: 34%
- Not aware of library services: 14%
- Does not have programs that interest me: 11%
- Library hours are not convenient for me: 7%
- Does not have the materials I need: 3%
- Do not have transportation: 2%
- Wait times for materials is too long: 2%
- Do not have device that allows me to use internet-based library services at home: 2%
- I owe fines/fees that I am unable to pay: 1%
- Services/materials not offered in my language: 0%

Source: ETC Institute DirectionFinder (2018)
Satisfaction with Transportation in Arlington County
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of bike trails and bike lanes</td>
<td>27%</td>
<td>45%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>Availability of bikeshare</td>
<td>27%</td>
<td>45%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Ease of traveling within Arlington County</td>
<td>22%</td>
<td>49%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Pedestrian safety in your neighborhood</td>
<td>25%</td>
<td>46%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Availability of sidewalks</td>
<td>20%</td>
<td>40%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Quality of Metro bus services in Arlington</td>
<td>19%</td>
<td>46%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>Ease of travel from Arlington Co. to other areas</td>
<td>19%</td>
<td>46%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Pedestrian safety in other areas of the County</td>
<td>17%</td>
<td>48%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of Arlington's public transit system (ART)</td>
<td>20%</td>
<td>44%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Quality of Metro rail services in Arlington</td>
<td>17%</td>
<td>46%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Bicycle safety in your neighborhood</td>
<td>19%</td>
<td>42%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Availability of transportation for persons with disabilities</td>
<td>20%</td>
<td>35%</td>
<td>38%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)
Satisfaction with Transportation in Arlington County: 2018, 2015 & 2004

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

<table>
<thead>
<tr>
<th>Item</th>
<th>2018</th>
<th>2015</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of bike trails and bike lanes</td>
<td>72%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Ease of traveling within Arlington County</td>
<td>71%</td>
<td>74%</td>
<td>68%</td>
</tr>
<tr>
<td>Pedestrian safety in your neighborhood</td>
<td>71%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Availability of sidewalks</td>
<td>69%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Ease of travel from Arlington County to other area</td>
<td>76%</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>Pedestrian safety in other areas of the county</td>
<td>65%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>Quality of Arlington's public transit system (ART)</td>
<td>65%</td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td>Availability of transportation for persons with disabilities</td>
<td>55%</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

TRENDS
Source: ETC Institute DirectionFinder (2018)

Transportation Services That Are Most Important

by percentage of respondents who selected the item as one of their top two choices

<table>
<thead>
<tr>
<th>Item</th>
<th>Sum of Top Two Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of traveling within Arlington County</td>
<td>46%</td>
</tr>
<tr>
<td>Ease of travel from Arlington Co. to other areas</td>
<td>46%</td>
</tr>
<tr>
<td>Quality of Metro rail services in Arlington</td>
<td>46%</td>
</tr>
<tr>
<td>Pedestrian safety in your neighborhood</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of sidewalks</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of bike trails and bike lanes</td>
<td>46%</td>
</tr>
<tr>
<td>Quality of Arlington's public transit system (ART)</td>
<td>46%</td>
</tr>
<tr>
<td>Pedestrian safety in other areas of the County</td>
<td>46%</td>
</tr>
<tr>
<td>Bicycle safety in your neighborhood</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of transportation for persons with disabilities</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of bikeshare</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)
### Economic Development and Planning

#### Satisfaction with Economic Development and Planning

<table>
<thead>
<tr>
<th>Efforts</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efforts to maintain quality of neighborhoods</td>
<td>16%</td>
<td>50%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Ability to attract visitors/promote Arlington Co.</td>
<td>16%</td>
<td>49%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>Ability to attract/promote retail businesses/restaurants</td>
<td>13%</td>
<td>42%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Efforts to continue to plan for commercial growth</td>
<td>14%</td>
<td>41%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Ability to attract/retain full-time private sector jobs</td>
<td>12%</td>
<td>38%</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>Efforts to manage &amp; plan for growth/development</td>
<td>11%</td>
<td>38%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Efforts to provide full range of housing options</td>
<td>12%</td>
<td>24%</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>Efforts to provide affordable housing</td>
<td>12%</td>
<td>23%</td>
<td>30%</td>
<td>36%</td>
</tr>
<tr>
<td>Efforts to address office vacancy rate</td>
<td>8%</td>
<td>23%</td>
<td>39%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)
Economic Development and Planning Items That Are Most Important
by percentage of respondents who selected the item as one of their top two choices

- Efforts to manage & plan for growth/development: 42%
- Efforts to provide affordable housing: 29%
- Efforts to maintain quality of neighborhoods: 25%
- Efforts to provide full range of housing options: 18%
- Ability to attract/retain full-time private sector jobs: 17%
- Efforts to continue to plan for commercial growth: 15%
- Ability to attract/promote retail businesses/restaurants: 15%
- Efforts to address office vacancy rate: 12%
- Ability to attract visitors/promote Arlington Co.: 4%

Source: ETC Institute DirectionFinder (2018)
Satisfaction with Health and Human Services

by percentage of respondents (excluding don't knows)

Cleanliness/safety of food in restaurants: 30% Very Satisfied, 57% Satisfied, 11% Neutral, 11% Dissatisfied

Efforts to enable senior adults to age in place in Arlington: 20% Very Satisfied, 39% Satisfied, 28% Neutral, 14% Dissatisfied

Efforts to promote positive physical & mental health for infants, children & youth: 16% Very Satisfied, 38% Satisfied, 35% Neutral, 10% Dissatisfied

Efforts to enable people with mental/developmental/substance abuse needs to thrive in community: 16% Very Satisfied, 33% Satisfied, 39% Neutral, 12% Dissatisfied

Efforts to help people on lower fixed incomes to meet their basic needs/achieve economic security: 16% Very Satisfied, 28% Satisfied, 33% Neutral, 23% Dissatisfied

Efforts to increase equitable access to health care: 13% Very Satisfied, 28% Satisfied, 40% Neutral, 19% Dissatisfied

Efforts to combat opioid addiction: 15% Very Satisfied, 24% Satisfied, 45% Neutral, 16% Dissatisfied

Efforts to preserve/increase affordable housing: 12% Very Satisfied, 22% Satisfied, 32% Neutral, 35% Dissatisfied

Efforts to promote availability/accessibility/quality of affordable child care: 10% Very Satisfied, 22% Satisfied, 35% Neutral, 33% Dissatisfied

Source: ETC Institute DirectionFinder (2018)

Satisfaction with Health and Human Services: 2018, 2015 & 2004

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

Cleanliness/safety of food in restaurants: 84% Very Satisfied, 79% Satisfied

Efforts to preserve/increase affordable housing: 34% Very Satisfied, 39% Satisfied

TRENDS

Source: ETC Institute DirectionFinder (2018)
Health and Human Services That are Most Important
by percentage of respondents who selected the item as one of their top two choices

- Cleanliness/safety of food in restaurants: 32%
- Efforts to enable senior adults to age in place in Arlington: 25%
- Efforts to help people on lower fixed incomes to meet their basic needs/achieve economic security: 24%
- Efforts to preserve/increase affordable housing: 23%
- Efforts to increase equitable access to health care: 18%
- Efforts to promote availability/accessibility/quality of affordable child care: 17%
- Efforts to promote positive physical & mental health for infants, children & youth: 13%
- Efforts to enable people with mental/developmental/substance abuse needs to thrive in community: 12%
- Efforts to combat opioid addiction: 11%

Sum of Top Two Choices

Source: ETC Institute DirectionFinder (2018)
Does your household currently need child care?
by percentage of respondents (excluding don't knows)

Yes 14%
No 86%

Source: ETC Institute DirectionFinder (2018)

Satisfaction with Various Aspects of Child Care
by percentage of respondents who currently need child care (excluding don't knows)

Quality
- Very Satisfied (5): 33%
- Satisfied (4): 34%
- Neutral (3): 22%
- Dissatisfied (1/2): 12%

Availability
- Very Satisfied (5): 19%
- Satisfied (4): 25%
- Neutral (3): 17%
- Dissatisfied (1/2): 40%

Affordability
- Very Satisfied (5): 5%
- Satisfied (4): 18%
- Neutral (3): 17%
- Dissatisfied (1/2): 60%

Source: ETC Institute DirectionFinder (2018)
What is the main way you CURRENTLY meet your child care needs?
by percentage of respondents who currently need child care (excluding "not provided")

- Public/private center-based provider: 43%
- Family day home provider: 10%
- Parent/guardian: 20%
- Nanny/babysitter: 24%
- Friend/family member: 2%
- N/A: 1%

Source: ETC Institute DirectionFinder (2018)

How would you PREFER to meet your child care needs?
by percentage of respondents who currently need child care (excluding "not provided")

- Public/private center-based provider: 48%
- Family day home provider: 10%
- Parent/guardian: 14%
- Nanny/babysitter: 23%
- Friend/family member: 3%
- N/A: 2%

Source: ETC Institute DirectionFinder (2018)
Where do you CURRENTLY access child care?
by percentage of respondents who currently need child care (excluding "not provided")

- In my home zip code: 64%
- In a different Arlington zip code: 15%
- Outside of Arlington: 17%
- N/A: 4%

Source: ETC Institute DirectionFinder (2018)

Where would you PREFER to access child care?
by percentage of respondents who currently need child care (excluding "not provided")

- In my home zip code: 85%
- In a different Arlington zip code: 3%
- Outside of Arlington: 8%
- N/A: 4%

Source: ETC Institute DirectionFinder (2018)
What type(s) of child care does your household need?

by percentage of respondents who currently need child care (multiple selections could be made)

- Standard care (7 am - 6 pm): 83%
- Care after 6 pm: 14%
- Drop-in care: 12%
- Weekend care: 12%
- Care before 7 am: 6%
- Care for a child with special needs: 5%

Source: ETC Institute DirectionFinder (2018)

What barrier(s) does your household experience to accessing care?

by percentage of respondents who currently need child care (multiple selections could be made)

- Cost: 50%
- Long waiting lists: 39%
- No barriers, our needs are fully met: 28%
- Lack of back-up care: 17%
- Lack of high-quality care: 16%
- Lack of drop-in care: 11%
- Lack of care after 6 pm: 9%
- Lack of weekend care: 8%
- Transportation: 5%
- Lack of care before 7 am: 4%
- Lack of care for children with special needs: 3%
- Language barrier: 2%

Source: ETC Institute DirectionFinder (2018)
Utility Services

Satisfaction with Various Aspects of Utility Services
by percentage of respondents (excluding don't knows)

- Residential trash collection services: 48% Very Satisfied, 41% Satisfied, 7% Neutral, 4% Dissatisfied
- Curbside recycling services: 47% Very Satisfied, 39% Satisfied, 9% Neutral, 0% Dissatisfied
- Yardwaste removal services: 47% Very Satisfied, 38% Satisfied, 11% Neutral, 0% Dissatisfied
- Wastewater treatment services: 36% Very Satisfied, 47% Satisfied, 14% Neutral, 0% Dissatisfied
- Drinking water services: 37% Very Satisfied, 45% Satisfied, 12% Neutral, 0% Dissatisfied
- Stormwater management services: 28% Very Satisfied, 45% Satisfied, 18% Neutral, 9% Dissatisfied

Source: ETC Institute DirectionFinder (2018)
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Wastewater treatment services: 83% (2018), 78% (2015), 75% (2004)

TRENDS
Source: ETC Institute DirectionFinder (2018)

Utility Services That Are Most Important
by percentage of respondents who selected the item as one of their top two choices

- Drinking water services: 61%
- Residential trash collection services: 55%
- Curbside recycling services: 24%
- Wastewater treatment services: 21%
- Stormwater management services: 16%
- Yardwaste removal services: 3%

Source: ETC Institute DirectionFinder (2018)
Communication and Public Engagement

Satisfaction with Communication and Public Engagement
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on County's website</td>
<td>22%</td>
<td>48%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>County's email newsletters/subscriptions</td>
<td>21%</td>
<td>47%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>Information about County programs &amp; services</td>
<td>20%</td>
<td>45%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>County's Facebook &amp; Twitter accounts</td>
<td>16%</td>
<td>35%</td>
<td>43%</td>
<td>6%</td>
</tr>
<tr>
<td>Arlington County govt. video programming</td>
<td>17%</td>
<td>31%</td>
<td>45%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)
Satisfaction with Communication and Public Engagement:
2018, 2015 & 2004
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Quality of information on the County's website:
  - 2018: 70%
  - 2015: 65%
  - 2004: 51%

- Availability of information on programs/services:
  - 2018: 74%
  - 2015: 69%
  - 2004: 51%

- The County's Facebook & Twitter accounts:
  - 2018: 63%
  - 2015: 70%
  - 2004: 51%

TRENDS
Source: ETC Institute DirectionFinder (2018)

Primary Sources Currently Used to Get Information About County Issues, Services, and Events
by percentage of respondents (multiple selections could be made)

- ARLNow: 47%
- County website: 46%
- The Washington Post: 41%
- County email updates/notifications: 39%
- Inside Arlington: 36%
- Parks and Recreation publications: 29%
- Nextdoor.com: 23%
- SunGazette: 23%
- Civic/condo assoc. newsletters/lists: 16%
- Local TV/cable news/radio: 15%
- County news releases/newsroom: 11%
- County Facebook/Twitter accounts: 9%
- Arlington Connection: 9%
- My Arlington Mobile App: 6%
- Arlington's cable TV channel (ATV): 3%
- Spanish language media: 1%

Source: ETC Institute DirectionFinder (2018)
Preferred Way of Receiving Information About County Issues, Services, and Events
by percentage of respondents who selected the item as one of their top three choices

- County email updates/notifications: 36%
- County website: 36%
- ARLNow: 32%
- Inside Arlington: 30%
- The Washington Post: 22%
- Parks and Recreation publications: 16%
- SunGazette: 13%
- Nextdoor.com: 13%
- Local TV/cable news/radio: 10%
- County Facebook/Twitter accounts: 9%
- Civic/condo assoc. newsletters/lists: 8%
- County news releases/newsroom: 6%
- My Arlington Mobile App: 5%
- Arlington Connection: 4%
- Arlington's cable TV channel (ATV): 2%
- Spanish language media: 1%

Source: ETC Institute DirectionFinder (2018)
Have you contacted the County with a question, service request, or complaint during the past year?

by percentage of respondents

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>2015</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>2018</td>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>

TRENDS
Source: ETC Institute DirectionFinder (2018)

How have you contacted the County during the past year?

by percentage of respondents who had contacted the County

- By phone: 66%
- E-mail: 40%
- Visit in person: 29%
- Arlington County website: 24%
- County's Report-a-Problem website/app: 17%
- Letter/mail: 5%
- Facebook/Twitter: 2%
- Ombudsman: 1%

Source: ETC Institute DirectionFinder (2018)
How Have You Contacted the County During the Past Year? 2018, 2015 & 2004

by percentage of respondents who had contacted County

<table>
<thead>
<tr>
<th>Method</th>
<th>2018</th>
<th>2015</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>By phone</td>
<td>66%</td>
<td>67%</td>
<td>83%</td>
</tr>
<tr>
<td>E-mail</td>
<td>40%</td>
<td>40%</td>
<td>23%</td>
</tr>
<tr>
<td>Visit in person</td>
<td>29%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Letter/mail</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Facebook/Twitter</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

TRENDS
Source: ETC Institute DirectionFinder (2018)

Satisfaction with the Customer Service Received From County Employees
by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy and professionalism</td>
<td>45%</td>
<td>37%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Ease of making a payment</td>
<td>43%</td>
<td>39%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>How easy they were to contact</td>
<td>40%</td>
<td>40%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Knowledge and technical competence</td>
<td>40%</td>
<td>35%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Ability to help resolve your issue</td>
<td>37%</td>
<td>29%</td>
<td>14%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2018)
Satisfaction with the Customer Service Received From County Employees: 2018, 2015 & 2004
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Courtesy and professionalism: 2018: 80%, 2015: 80%, 2004: 75%
- How easy they were to contact: 2018: 80%, 2015: 77%, 2004: 74%
- Knowledge and technical competence: 2018: 78%, 2015: 71%, 2004: 64%
- Ability to help resolve your issue: 2018: 70%, 2015: 66%, 2004: 64%

Source: ETC Institute DirectionFinder (2018)

Emergency Preparedness
Level of Agreement with Statements About Emergency Preparedness Services
by percentage of respondents (excluding don't knows)

I find emergency alerts useful to help prepare for emergencies
- 30% Strongly Agree
- 48% Agree
- 17% Neutral
- 6% Disagree

My household is prepared with food, water and other supplies for an emergency
- 17% Strongly Agree
- 36% Agree
- 20% Neutral
- 27% Disagree

I know where to get information during an emergency
- 15% Strongly Agree
- 37% Agree
- 21% Neutral
- 27% Disagree

The County has done a good job educating the public about what to do in an emergency
- 14% Strongly Agree
- 33% Agree
- 30% Neutral
- 22% Disagree

Source: ETC Institute DirectionFinder (2018)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale

My household is prepared with food, water and other supplies for an emergency
- 2018: 53%
- 2015: 46%
- 2004: 54%

I know where to get information during an emergency
- 2018: 52%
- 2015: 43%
- 2004: 57%

The County has done a good job educating the public about what to do in an emergency
- 2018: 47%
- 2015: 36%
- 2004: 55%

TRENDS
Source: ETC Institute DirectionFinder (2018)
Demographics

Do you own or rent your home?

by percentage of respondents

- Rent: 42%
- Own: 58%

Source: ETC Institute DirectionFinder (2018)
Which of the following best describes your home?

- Single family: 48%
- Duplex/townhouse: 11%
- Condominium: 22%
- Apartment: 19%

Source: ETC Institute DirectionFinder (2018)

Approximately how many years have you lived in Arlington County, Virginia?

- 5 years or less: 27%
- 6-10 years: 15%
- 11-15 years: 11%
- 16-20 years: 10%
- 21-30 years: 16%
- 31+ years: 18%
- Not provided: 2%

Source: ETC Institute DirectionFinder (2018)
Do you own or operate a business in Arlington County?
by percentage of respondents

- Operate: 2%
- Own: 7%
- Not provided: 4%
- N/A: 87%

Source: ETC Institute DirectionFinder (2018)

Which of the following best describes your race/ethnicity?
by percentage of respondents (multiple selections could be made)

- White: 73%
- Hispanic: 15%
- Asian/Pacific Islander: 10%
- Black/African American: 10%
- American Indian/Eskimo: 1%
- Other: 1%

Source: ETC Institute DirectionFinder (2018)
Is English the primary language spoken in your home?

by percentage of respondents

Yes 94%
No 5%
Not provided 1%

Source: ETC Institute DirectionFinder (2018)

Do you have a disability?

by percentage of respondents

Yes 8%
Not provided 2%
No 90%

Source: ETC Institute DirectionFinder (2018)
**Ages of Household Occupants**

by percentage of respondents

- Under age 10: 8%
- 11-19 years: 13%
- 20-44 years: 34%
- Ages 65+: 41%
- 45-64 years: 27%

Source: ETC Institute DirectionFinder (2018)

---

**Total Annual Household Income**

by percentage of respondents

- $150,000+: 46%
- $80,000-$149,999: 30%
- $35,000-$79,999: 12%
- Under $35,000: 3%
- Not Provided: 8%

Source: ETC Institute DirectionFinder (2018)
Gender of the Respondents
by percentage of respondents

Female 50%

Male 50%

Source: ETC Institute DirectionFinder (2018)