

Fairfax County Voter Survey

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***Conducted for:
Fairfax Tomorrow
May 2006***

OpinionWorks
Finding Insights That Bring Results

Fairfax Tomorrow Survey of Fairfax County Voters (May 2006)

OpinionWorks Credentials

- In business since 2001; firm's principal since 1991
- Public Opinion and Market Research Studies
- Rocky Mountain and Nova Scotia call centers
- Media, Health Care, Higher Ed, Environmental, Museum clients

Selected Active Clients:

- Oxford University
- Maryland Citizens' Health Initiative
- Museum Association of New York
- The Wilderness Society
- National Baseball Hall of Fame

Past Media Clients:

- *The (Baltimore) Sun*
- WTOP Radio
- NBC4-TV
- WWBT-TV (Richmond)
- WUSA-TV

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Methodology

Interviews conducted by telephone, May 11-30, 2006.

1,820 interviews among registered voters.

Extremely reliable sample: Maximum sampling error $\pm 2.3\%$.

Approximately 200 sampled in each magisterial district.

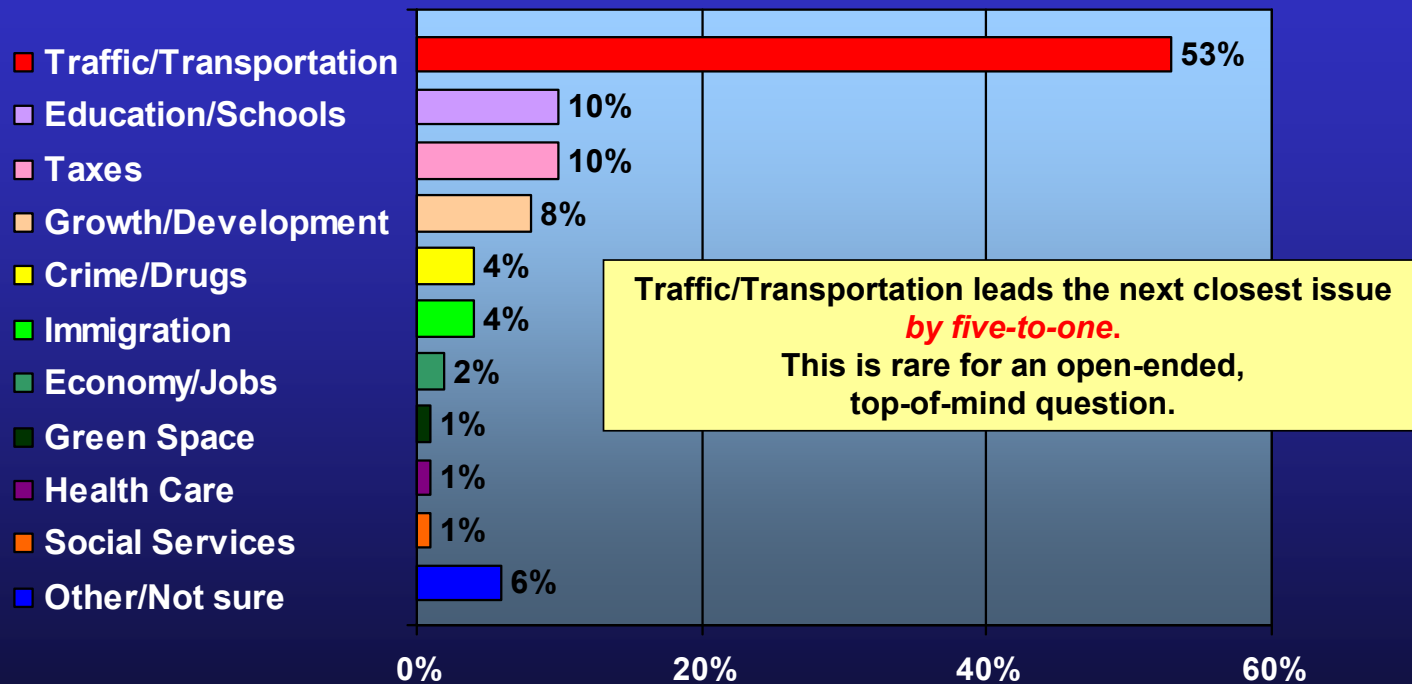
Weights applied to ensure balanced countywide sample.

Demographics examined: Age, Home Ownership, Years in County, Race/Ethnicity, Income, Gender

Research Findings

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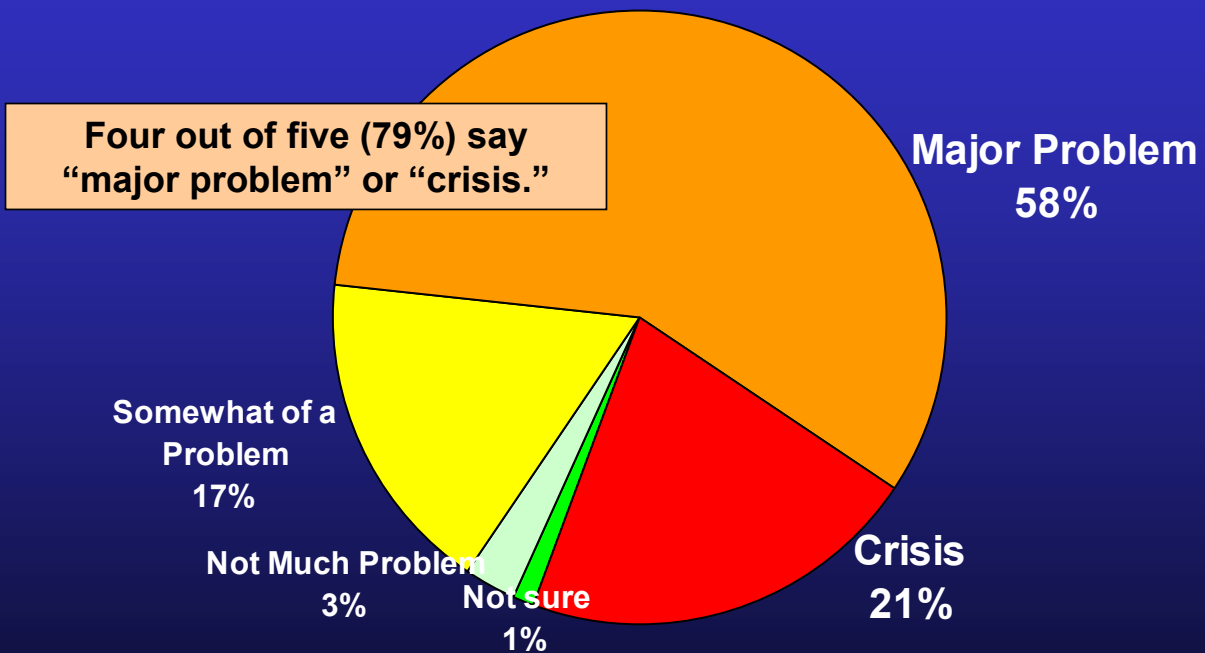
Most Important Challenge Facing Fairfax County



“What, in your opinion, is the most important challenge facing Fairfax County today – I mean the one you would most like to see our local officials do something about?” (Open-ended)

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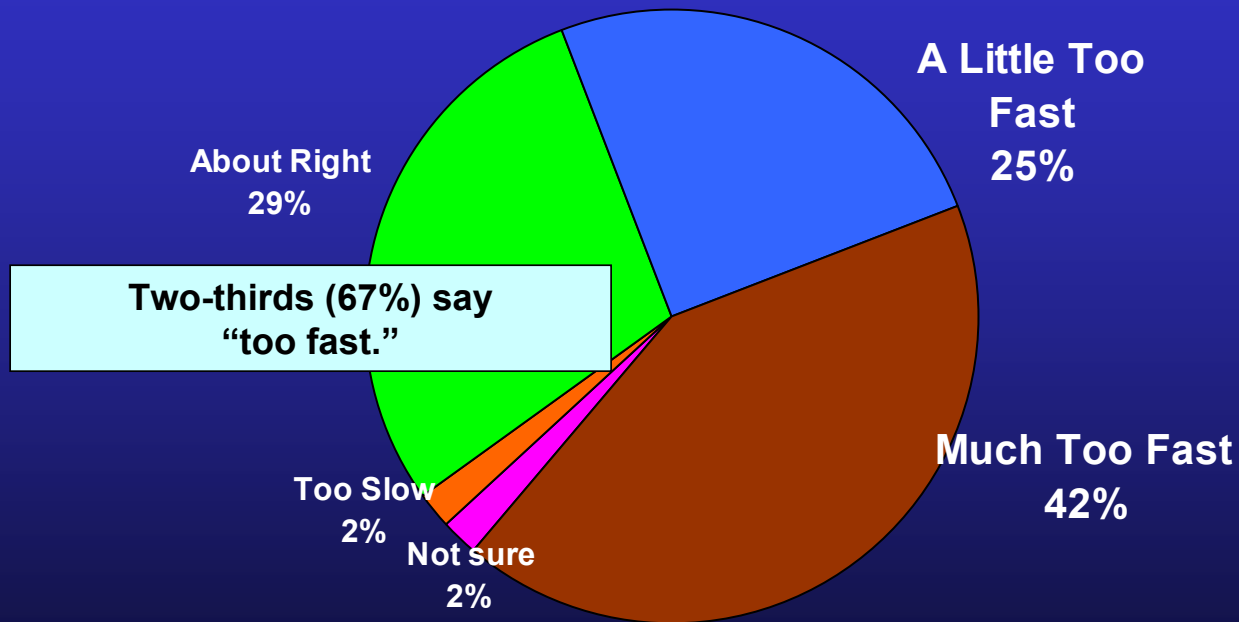
View of Traffic



"Do you think traffic congestion in this area is not much of a problem, somewhat of a problem, a major problem, or a crisis that needs immediate attention?"

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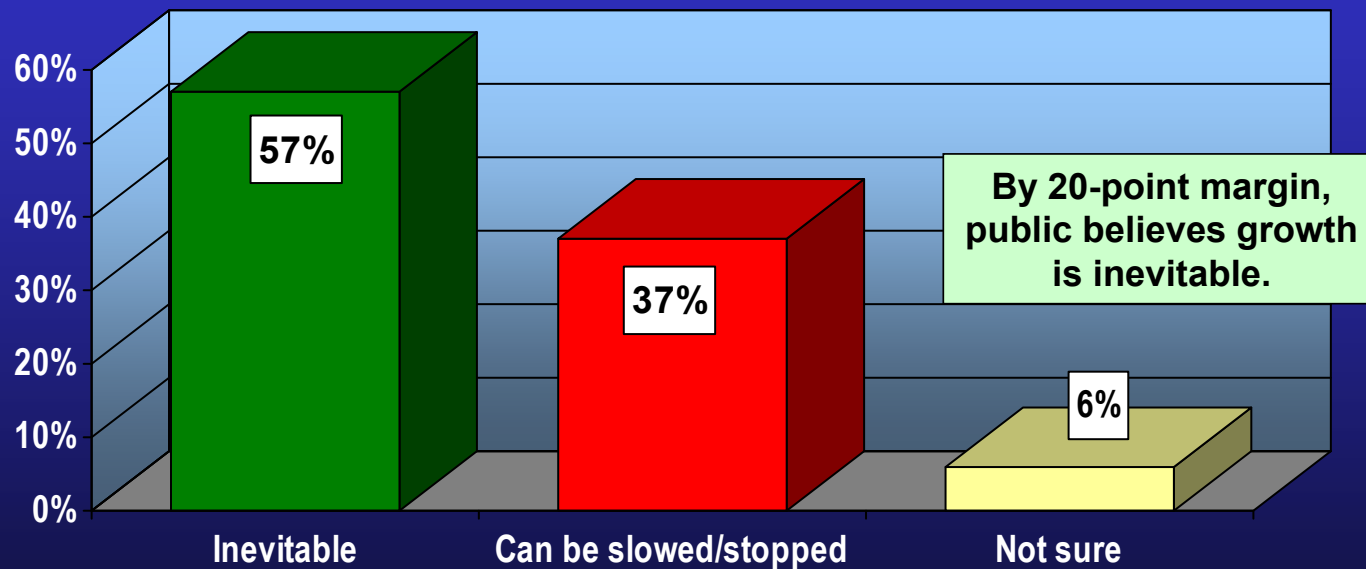
View of Growth and Development



"How would you describe the pace of growth and development in Fairfax County? Would you say it is (randomize): [too fast, about right, or too slow]?" (If "too fast"): "Would you say much too fast, or a little too fast?"

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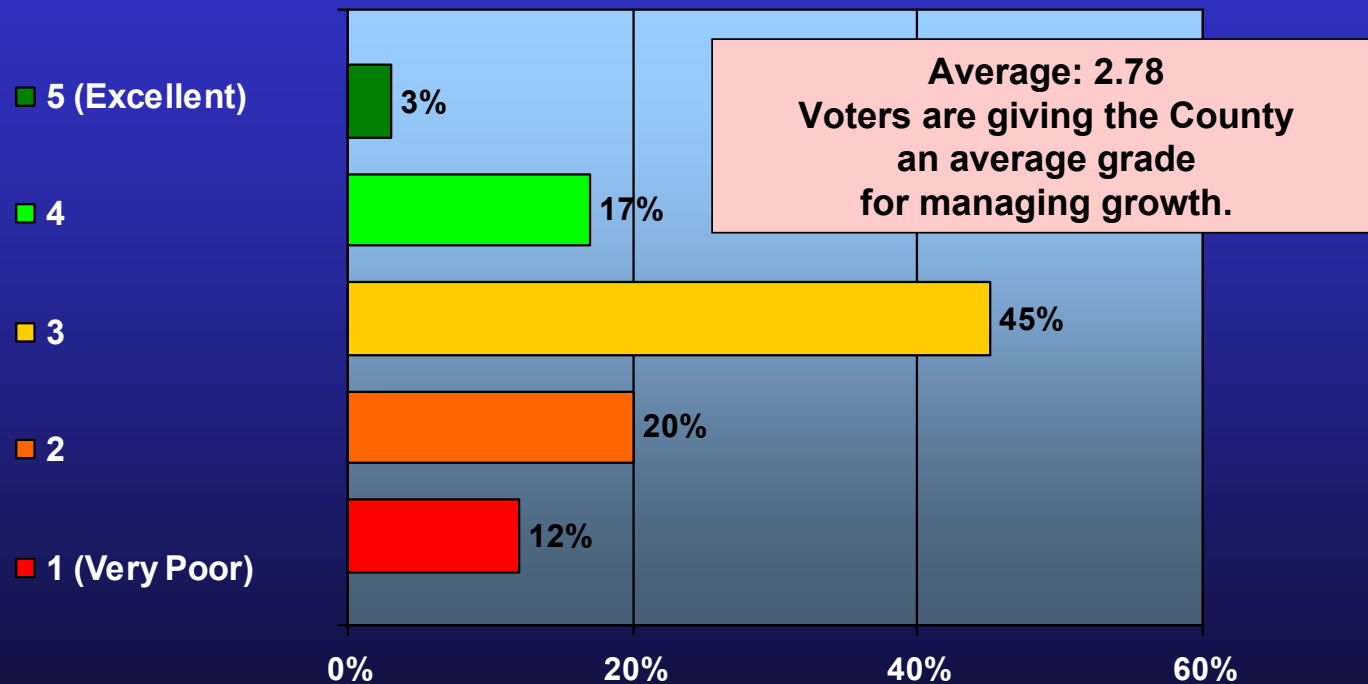
Inevitability of Growth



“Which of these two ideas comes closer to your own view?” *(Read and rotate.)*
“Growth in this region is inevitable and cannot be stopped; Growth can be significantly slowed or stopped.”

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Rating the County on Managing Growth



"How would you rate the job the county is doing managing the growth that is occurring on a 1 to 5 scale where 5 is excellent and 1 is very poor?"

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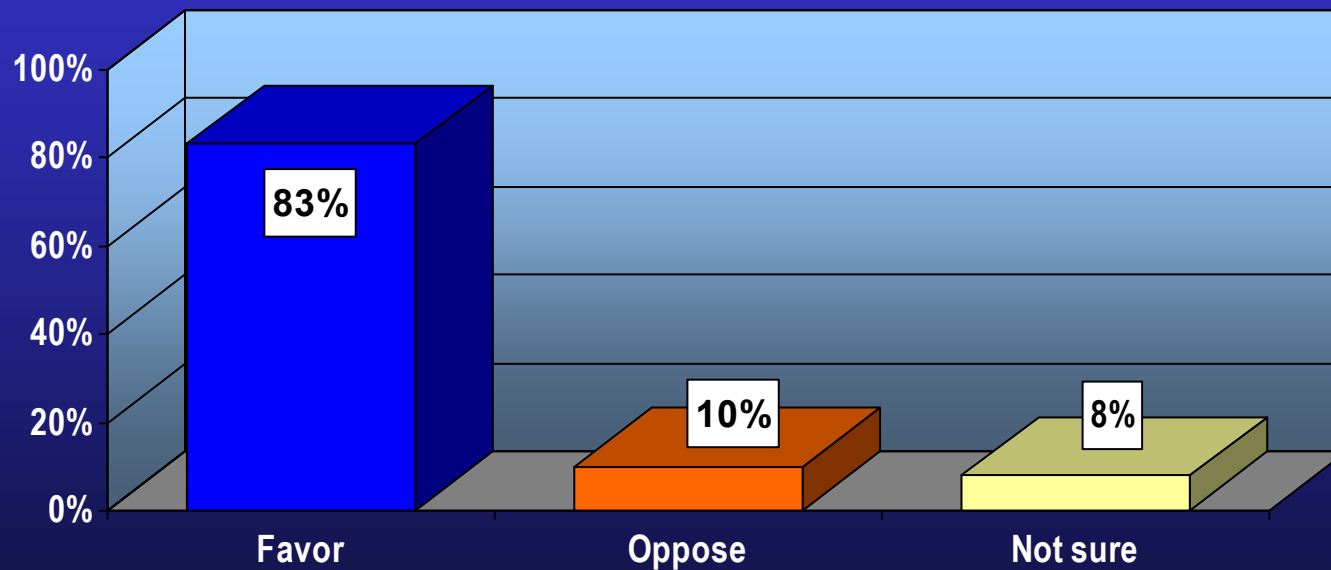
Fairfax County Quality of Life Attributes

	There is Enough	Would Like More	Not sure
Vibrant and diverse shopping options	86%	13%	1%
Interesting entertainment and cultural attractions	71%	27%	2%
Good job opportunities	66%	29%	5%
Access to mass transit	31%	66%	3%
Housing that is affordable for average people	20%	76%	4%

"I would like to mention several attributes that might contribute to the quality of life in Fairfax County. For each one, please tell me if you think there is already enough in the county, or if you would like to see more of it. The first is..." *(Read and randomize list.)*

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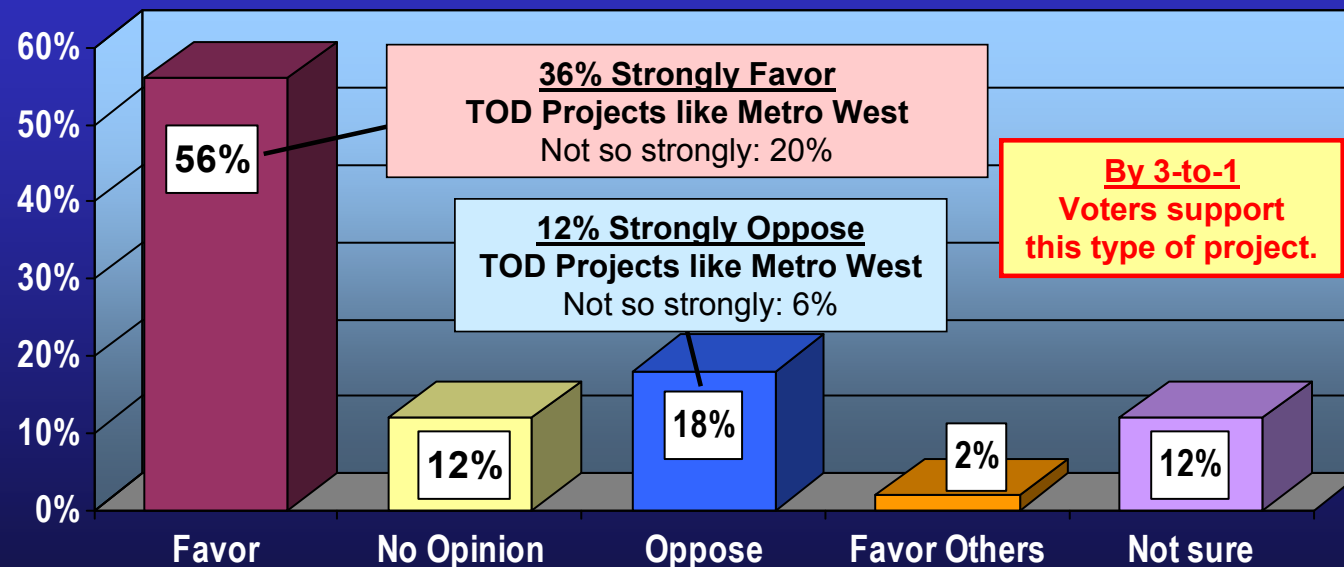
Rail Past Tysons, Dulles



“Do you favor or oppose extending rail past Dulles Airport, including four stops in the Tysons Corner area?”

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View of TOD Projects "Like Metro West"



"Recently, the Fairfax County Board of Supervisors approved a high-density, mixed-use development near the Vienna Metro station called Metro West..."

"Do you favor or oppose the approval of 'transit-oriented development' projects like Metro West?"
(If favor/oppose): Do you feel that way strongly or not so strongly?"

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Rating the Appeal of Visiting Each Area
asked of those who visited, past year
5=extremely appealing; 1=extremely unappealing

	Rating	% Who Visited
Downtown D.C.	3.60	85%
Clarendon	3.41	50%
Ballston	3.32	57%
Tysons Corner	3.31	85%
Bethesda	3.30	37%
Springfield	2.79	62%
Merrifield	2.70	63%

**Tysons has same visitation as downtown D.C. but is significantly less appealing.
 For appeal, Springfield and Merrifield in a much lower category altogether.**

"In the past year, how many times have you visited any of these areas, if at all?"

"In general, how would you rate the experience of visiting [drop in name of up to two places visited, in turn] on a 1 to 5 scale where 5 is extremely appealing and 1 is extremely unappealing?." **OpinionWorks**

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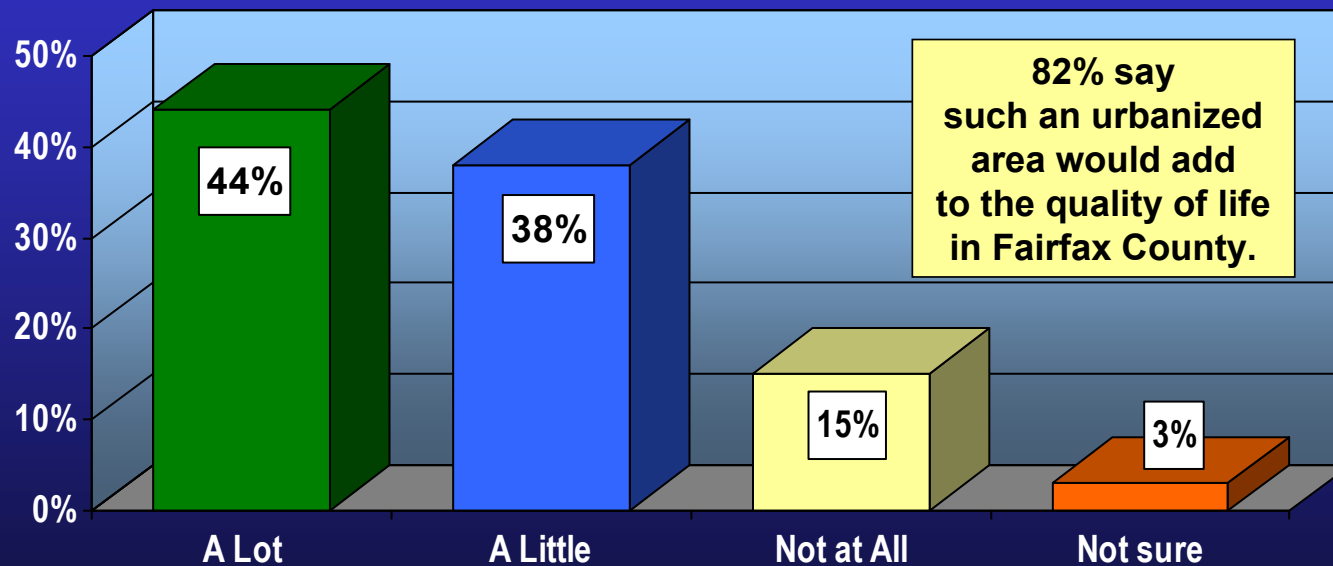
Appeal of Specific Traits of Urbanized Areas *Impact on likelihood to Visit*

	Much More Likely	Somewhat More	Not More/ Not sure
An easy place to get around on foot	52%	32%	16%
Good access to mass transit	49%	32%	19%
Interesting cultural attractions and nightlife	43%	33%	24%
A good mix of office, retail, entertainment, and restaurants	40%	36%	24%
Interesting things to look at while walking along the street	35%	38%	27%
Vibrant and diverse shopping	31%	37%	32%
Good places to work	26%	31%	42%

"I would like to read you several traits of some of the places I just mentioned to you. For each one, please tell me if it would make you much more likely to want to visit that area, somewhat more likely, or if it wouldn't make you more likely to visit." *(Read and randomize list.)*

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Impact of an Urbanized Area on Quality of Life



"Would having an urbanized area here in Fairfax County with all the traits I just mentioned to you add a lot, a little, or not at all to quality of life in the county?"

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Summary and Conclusions

1. Fairfax County voters are upset about traffic.
2. Growth is a related and serious concern.
3. Most think growth is inevitable, but is not being managed well by the County.
4. Voters are asking for access to mass transit and housing that is more affordable.
5. The proposed rail project is overwhelmingly supported.
6. Most support TOD projects like Metro West, one-third *strongly*.
7. More urbanized areas are appealing. Walkability and transit access are key.
8. Having such an urbanized area in the County would add to the quality of life.