

Survey of Satisfaction with Community and Local Government

Gregg Van Ryzin, PhD
School of Public Affairs
Baruch College / The City University of New York
New York, NY

STUDYRESPONSE TECHNICAL REPORT NUMBER 13005

This study was designed to develop multi-item measures of citizen satisfaction with local government as well as to test an explanatory model of overall citizen satisfaction. The survey was conducted using the StudyResponse panel in February 2003, with a followup survey conducted in June 2003. Multiple Amazon.com gift certificates were offered on a lottery basis as an incentive (1=\$100, 2=\$50, 5=\$20, 10=\$10), and one reminder message was sent after one week to all initial nonrespondents. There was oversampling of males, blacks, and Hispanics because these groups are under-represented in the StudyResponse panel. A total of 1631 panelists received e-mail invitations to participate in the baseline survey, of which 613 completed the questionnaire, for an initial response rate of 38 percent. In order to examine test-retest reliability of citizen satisfaction measures, as well as their predictive validity, 475 respondents with valid and available email addresses were re-contacted after a waiting period of approximately 120 days.¹ A total of 274 of the 475 respondents (58 percent) completed this follow-up survey. Both the baseline and followup survey were 10-15 minutes in length.

¹ StudyResponse provides respondents with an identification number for them to enter into the online questionnaire. In some cases, respondents did not initially enter a correct identification number and therefore could not be tracked. Also an error in the system caused 71 of the initial respondents to receive the same identification number in a reminder message, so these respondents could not be tracked as well. Finally, some respondents dropped out of the StudyResponse panel before the followup interview began and were thus not available to be recontacted.