



# Situation Analysis Report

## Loudoun County

# 2018

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## Introduction

Virginia Cooperative Extension – Loudoun Office also known as Loudoun County’s Department of Extension Services consist of a small staff supported by approximately 190 volunteers:

- Agriculture and Natural Resources:
  - Animal Science Agent
  - Commercial Horticulture Specialist
  - Loudoun Extension Master Gardener Volunteers
  
- Family & Consumer Services:
  - Food Safety Agent
  - SNAP-Ed (Adult) Program Assistant
  - Master Food Safety Volunteers
  
- 4-H Youth Development:
  - 4-H Youth Development Agent
  - 4-H Youth Development Program Technician
  - 4-H Youth Development Club Leader Volunteers
  - Reality Store Volunteers
  
- Office Internal Operations:
  - Resources Manager
  - Administrative Program Technician

## Unit Profile

Loudoun County, located 25 miles west of Washington, D.C., is approximately 520 square miles in size. It is considered part of the Northern Virginia area and the Washington D.C. Metropolitan Statistical Area (MSA). The Washington D.C. MSA includes the Virginia Counties of Arlington, Clarke, Fairfax, Fauquier, Prince William, Spotsylvania, Stafford and Warren; the Virginia Cities of Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas and Manassas Park; along with multiple jurisdictions in Maryland and West Virginia. Since the opening of Dulles International Airport in 1962, new business and residential development has transformed the County’s historically agricultural economy; particularly in the eastern portion.

The County Government currently estimates the 2018 population to be 402,561 residents occupying 130,910 housing units. Loudoun County’s per median income 2018 1 was \$134,464. Loudoun’s high median household income is largely due to the County’s highly-educated workforce, the availability of high-wage jobs in the region, a high labor force participation rate, a high percentage of working-age persons, and low unemployment rate. The high median income also relates to the high cost of housing. Median household income is typically thought of as an indicator of how well-off a household is financially. However, it is also an indicator of the amount of income needed in a household in order to afford to live in a place. In Loudoun, the high cost of housing has limited in-migration over recent years mainly to higher income households.

Loudoun County has a low percentage of its population in poverty, 3.6 percent. Many low wage earners in Loudoun earn too much to qualify for assistance from poverty programs, but not enough for self-sufficiency due to the high cost of living in Loudoun County and the region.

Current land use in Loudoun County varies between suburban commercial and residential developments, small villages, and rural areas. The vast majority of land in the county is devoted to rural type uses. The eastern portion of Loudoun County is characterized by typical suburban developments, with higher densities along major corridors. Development in this area is centered on four communities, including Dulles, Sterling, Potomac, and Ashburn. The western portion of the county is rural in nature and encompasses over two-thirds of the county's area. These areas contain mostly farms and rural residential development.

## Community and Resident Perspectives

According to an article published by the Loudoun Times-Mirror "Nearly 100 percent of Loudoun residents recently surveyed say the overall quality of life in the county is "excellent," but about one-third admit they are frustrated with the pace of growth and development. The 2016 survey results were part of Center for Survey Research at the University of Virginia on behalf of the county conducted last year from June 20 to Aug. 21. More than 1,000 residents took part in the survey. About one-quarter lived in the rural Loudoun, about twice the proportion in the actual population. When it comes to getting the most out for their tax dollar, 27 percent of residents said they "strongly agreed" they were getting the best bang for their buck, while 58 percent said they only "somewhat agreed" their tax dollars were being used efficiently. (February 12 2017

[https://www.loudountimes.com/news/loudoun-residents-say-county-s-quality-of-life-excellent-but/article\\_b7e07f44-054f-5c34-ab9d-870acb894fdb.html](https://www.loudountimes.com/news/loudoun-residents-say-county-s-quality-of-life-excellent-but/article_b7e07f44-054f-5c34-ab9d-870acb894fdb.html))

## Issues

**Traffic.** After growth and development, Loudoun residents said the other major problems facing the county were traffic and overcrowded and unsafe schools. When asked if residents would be willing to pay higher taxes to fix those problems, 50 percent said they would pay more taxes to fix the county's schools; 45 percent said they would want to fix the traffic problems facing the county; and 32 percent said they would pay more to fix growth and development. The survey concluded that many of its 2016 results parallel those from 2014. Overall, residents continued to give high marks to county for its services, rural character and proximity to amenities and jobs. "Both the best-liked aspects of the county and the areas of greatest concern illustrate the balancing act required of county leadership," the survey concluded. "This survey is designed to be a resource for that process."

Loudoun County residents enjoy a positive quality of life. About 9 in 10 respondents rated their overall quality of life in Loudoun County and the County as a place to live as excellent or good. Additionally, 9 in 10 residents gave positive marks to the overall image and overall appearance of the County (ratings which were higher than average), their neighborhood as a place to live and Loudoun County as a place to raise children. Nine in 10 residents would recommend living in the County to someone who asked and planned to remain in the County for the next five years. (2018 Loudoun County Survey of Residents <https://www.loudoun.gov/DocumentCenter/View/146326/2018-Survey-of-Residents---Report>)

**Safety.** Residents indicated that Safety was an important area of focus for the County in the next two years and ratings in this facet tended to be positive. At least 9 in 10 residents gave positive reviews to the overall feeling of safety in the County and feelings of safety in their neighborhoods and in Loudoun County's downtown/commercial areas; these ratings were on par with those given in other communities. At least three-quarters of residents were pleased with all Safety-related services, including Sheriff, fire, ambulance/EMS, crime prevention, fire prevention, animal control and emergency preparedness; further, the rating for emergency preparedness was higher than those give in other communities. Nine in 10 respondents had not been the victim of a crime and 8 in 10 had not reported a crime. The proportion of residents who had stocked supplies for an emergency was also higher than average. Thinking about their use of County services in the past two years, one-third of residents had used the Sheriff's department and 2 in 10 had used fire or rescue services or animal control. When asked how important a variety of issues were for the County to focus on in the next two years, 8 in 10 residents thought it was essential or very important for the County to focus on crime/drug use and 7 in 10 thought youth activities/reduction of youth crime was an important focus area. (2018 Loudoun County Survey of Residents <https://www.loudoun.gov/DocumentCenter/View/146326/2018-Survey-of-Residents---Report>)

**Economy.** The County's economy is also a priority and ratings are strong, but affordability is an issue. Residents also selected Economy as an important area for the County to focus on in the coming years, and ratings within this facet tended to be quite positive and higher than the national benchmarks. At least two-thirds of residents gave favorable reviews to the overall economic health of the County, shopping opportunities, employment opportunities, the County as a place to visit and to work and economic development; all of these ratings were higher than those seen in other communities nationwide. Nearly all residents had purchased goods or services in the County and about half worked in Loudoun County. (2018 Loudoun County Survey of Residents <https://www.loudoun.gov/DocumentCenter/View/146326/2018-Survey-of-Residents---Report>)

**Affordability.** Measures related to affordability, such as the availability of affordable quality housing and cost of living, were lower than those given elsewhere across the country (only 2 in 10 gave positive ratings to each of these aspects). Thinking about County issues to focus on in the next two years, three-quarters of residents thought that cost of living/cost of housing was essential or very important while two-thirds thought employment opportunities were important (though it is noteworthy that only 2 in 10 residents were willing to incur a tax increase to address each of these issues). (2018 Loudoun County Survey of Residents <https://www.loudoun.gov/DocumentCenter/View/146326/2018-Survey-of-Residents---Report>)

**Mobility.** Mobility is an area of opportunity for the County. Ratings for several Mobility-related aspects of livability were lower than the national averages. These aspects included the overall ease of travel in the County, ease of travel by car, by bicycle, by walking and by public transportation, and traffic flow on major streets; only about half of residents or fewer awarded favorable marks to each of these items. Loudoun County residents were less likely than those who lived elsewhere to have walked or biked instead of driving in the 12 months prior to the survey. Only 2 in 10 residents had used bus or transit services in the past two years. Finally, when asked about a number of County issues to address, about 9 in 10 thought it was essential or very important for the County to focus on traffic (this issue emerged as the most important, out of a list of eight) and about one-half indicated that they were willing to incur a tax increase to address this.

**Food Access and Hunger.** Loudoun County is the richest county in the United States, yet one in 10 kids who live here don't know where their next meal is coming from. According to Feeding America, more than 10,000 children in Loudoun go to bed hungry each night because they don't have reliable access to nutritious food. "Food insecurity exists in Loudoun County," said Becky Bays, Loudoun's school nutrition services supervisor. ([https://www.loudountimes.com/news/loudoun-schools-fight-hunger-through-summer-meal-program/article\\_d8589024-0beb-500a-9471-2f93315ea592.html](https://www.loudountimes.com/news/loudoun-schools-fight-hunger-through-summer-meal-program/article_d8589024-0beb-500a-9471-2f93315ea592.html))

"Children living in food insecure households nationwide is 20.9%. Children living in food insecure households Virginia is 16%. Loudoun's child food insecurity rate is 9.5% or approximately 9,660 children.\* Of these children:

- 66% are likely INELIGIBLE for federal nutrition programs due to income limitations\*
- Nearly 17% of Loudoun's school children qualify for free and reduced-priced meals (13,116 for AY 2015-16)\*\*

\*Feeding America Map The Meal Gap 2015

\*\* Virginia Department of Education, Office of School Nutrition"

In school year 2015-16 -- 13,116 students -- or 17% of the Loudoun student population was eligible for free or reduced price meals . . . [in 2016] 76 Loudoun public schools had some sort of backpack food program involving 3,287 students. Of the 76 schools, the LCPS Backpack Coalition Program provided food to 24 schools, serving 982 students to ensure children have food for the weekend. (Loudoun Hunger Summit 2016, undated)

## Appendix

The Loudoun County Livability Report is drawn from a county survey; it is more thorough than a locally developed and distributed VCE-Loudoun community survey. Our office differs from this survey as well as several other housing and demographic surveys developed, distributed, and tabulated by/for the Loudoun County Government.



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Loudoun County, VA

Community Livability Report 2018



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The National Citizen Survey™  
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.



# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Loudoun County. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 1,783 residents of the County of Loudoun. The margin of error around any reported percentage is 3% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Loudoun County

Most residents (87%) rated the quality of life in Loudoun County as excellent or good. This was similar to ratings given in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).

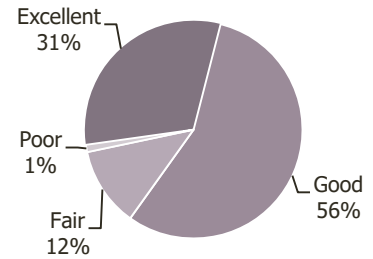
Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most

ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety, Mobility and Economy as priorities for the Loudoun County community in the coming two years. These facets, as well as all other facets of community livability, received ratings that were positive and similar to the national benchmark. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Loudoun County’s unique questions.

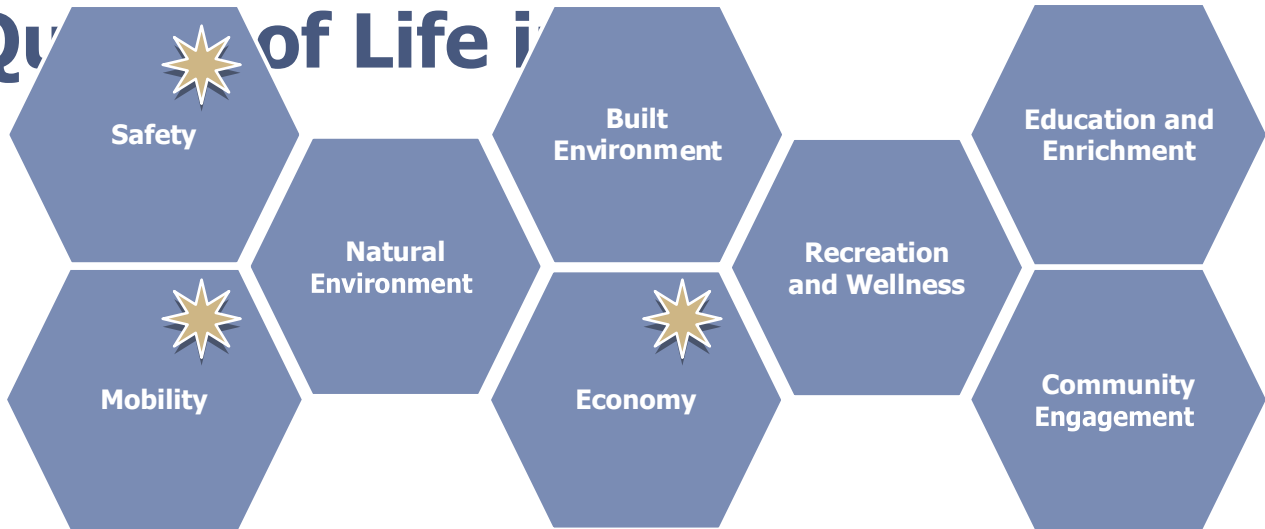
Overall Quality of Life



## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

# Quality of Life i



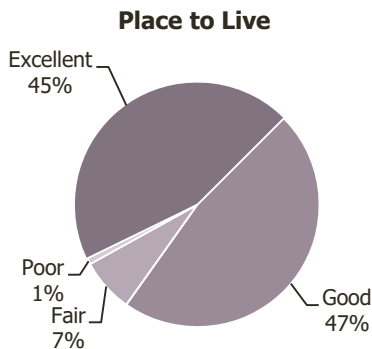
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Loudoun County, 92% rated the County as an excellent or good place to live. Respondents' ratings of Loudoun County as a place to live were similar to ratings in other communities across the nation.

Respondents also rated several other aspects of community quality including Loudoun County as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Loudoun County and its overall appearance. About 9 in 10 residents gave positive ratings to the overall image and overall appearance of the County, their neighborhood as a place to live and Loudoun County as a place to raise children, while 4 in 10 gave favorable marks to the County as a place to retire. Ratings for the overall image and overall appearance of the County were higher than average while the rating for the County as a place to retire was lower.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Generally, most aspects of community livability received ratings similar to the national benchmarks. In Safety, at least 9 in 10 residents gave positive reviews to the overall feeling of safety in the County and feelings of safety in their neighborhoods and in Loudoun County's downtown/commercial areas; these ratings were on par with those given in other communities.



Ratings for aspects of Economy were particularly strong: at least three-quarters of residents gave favorable evaluations to the overall economic health of the County, shopping opportunities and the County as a place to visit and to work, while two-thirds were pleased with employment opportunities. These ratings were all higher than average.

Resident sentiment toward aspects of Mobility tended to be less positive. About half of respondents awarded positive ratings to the overall ease of travel in the County, ease of travel by car and ease of walking, while about one-third of

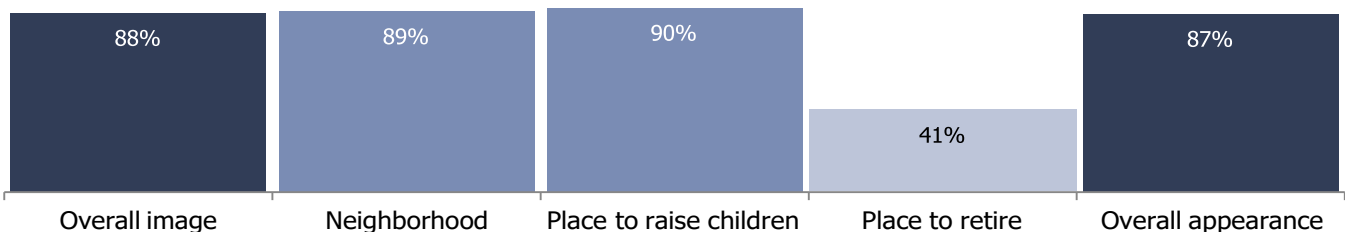
residents or fewer gave favorable marks to ease of travel by bicycle and by public transportation as well as traffic flow on major streets. These ratings were all lower than those given in other communities across the country.

Respondents also indicated that affordability was an issue in the County; only 2 in 10 residents gave positive evaluations to the availability of affordable quality housing and cost of living in Loudoun County and both of these ratings were lower than those seen elsewhere.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



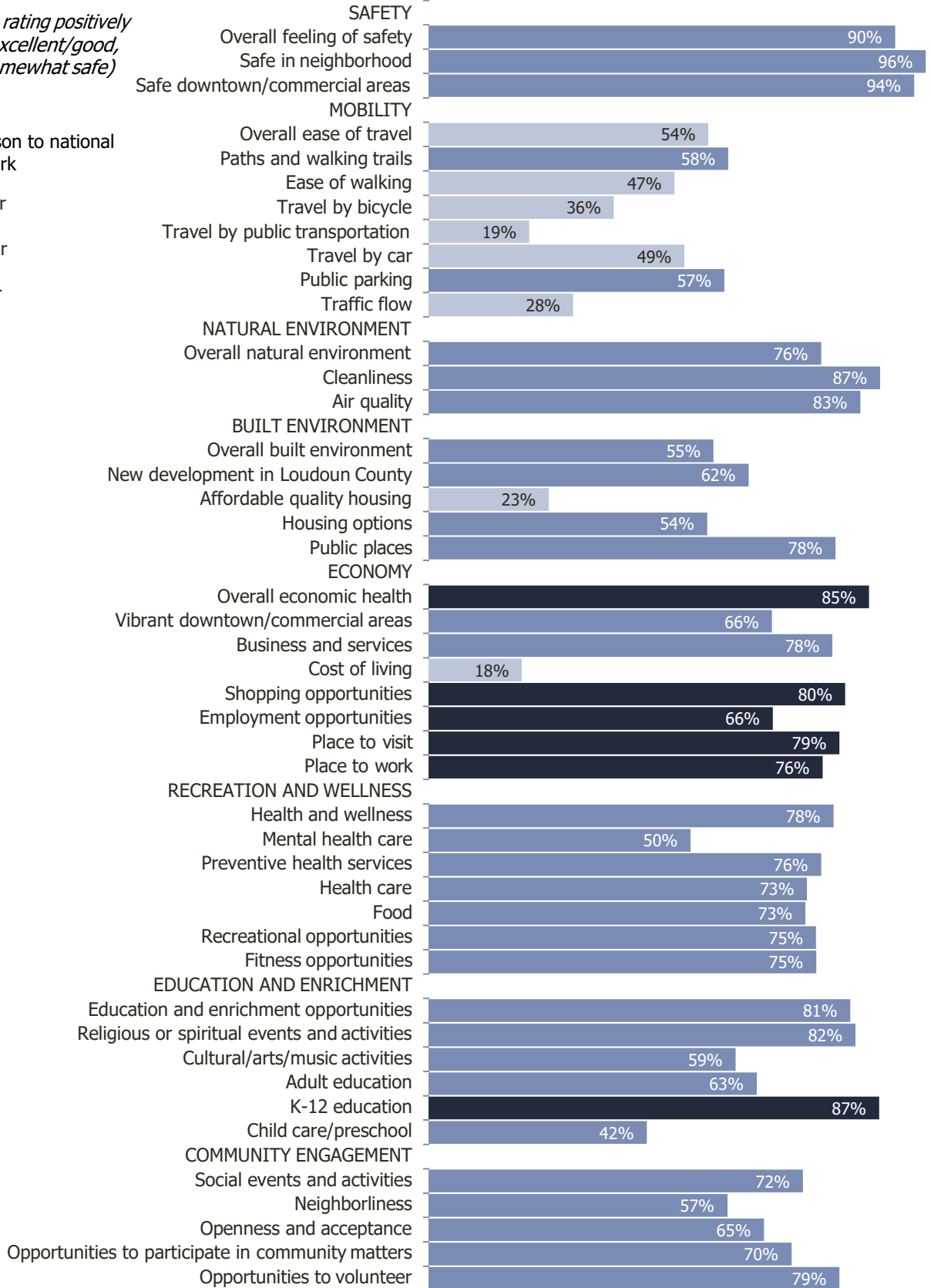
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



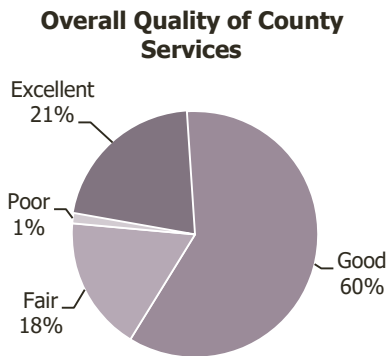
# Governance

*How well does the government of Loudoun County meet the needs and expectations of its residents?*

The overall quality of the services provided by Loudoun County as well as the manner in which these services are provided is a key component of how residents rate their quality of life. In Loudoun County, 8 in 10 residents gave positive reviews to the overall quality of County services while 4 in 10 favorably rated the services provided by the Federal Government; both of these ratings were similar to the national benchmark.

Survey respondents also rated various aspects of Loudoun County’s leadership and governance. About 8 in 10 respondents positively rated the overall customer service provided by the County while roughly half were pleased with the remaining aspects of government performance. These ratings were similar to those given elsewhere across the country.

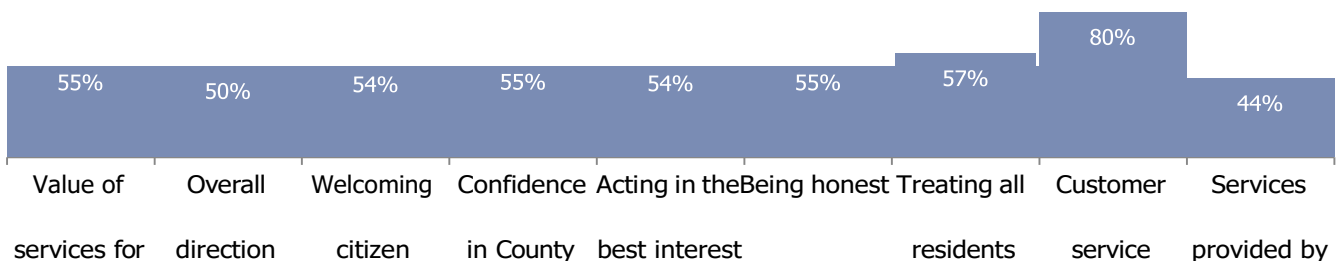
Respondents evaluated over 30 individual services and amenities available in Loudoun County. Most County services received positive ratings from at least 7 in 10 residents and were rated similar to the national benchmarks. Emergency preparedness and economic development received higher than average ratings, while the rating for natural areas preservation was lower than average.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



taxes paid

involvement government of Loudoun  
County

fairly

the Federal  
Government

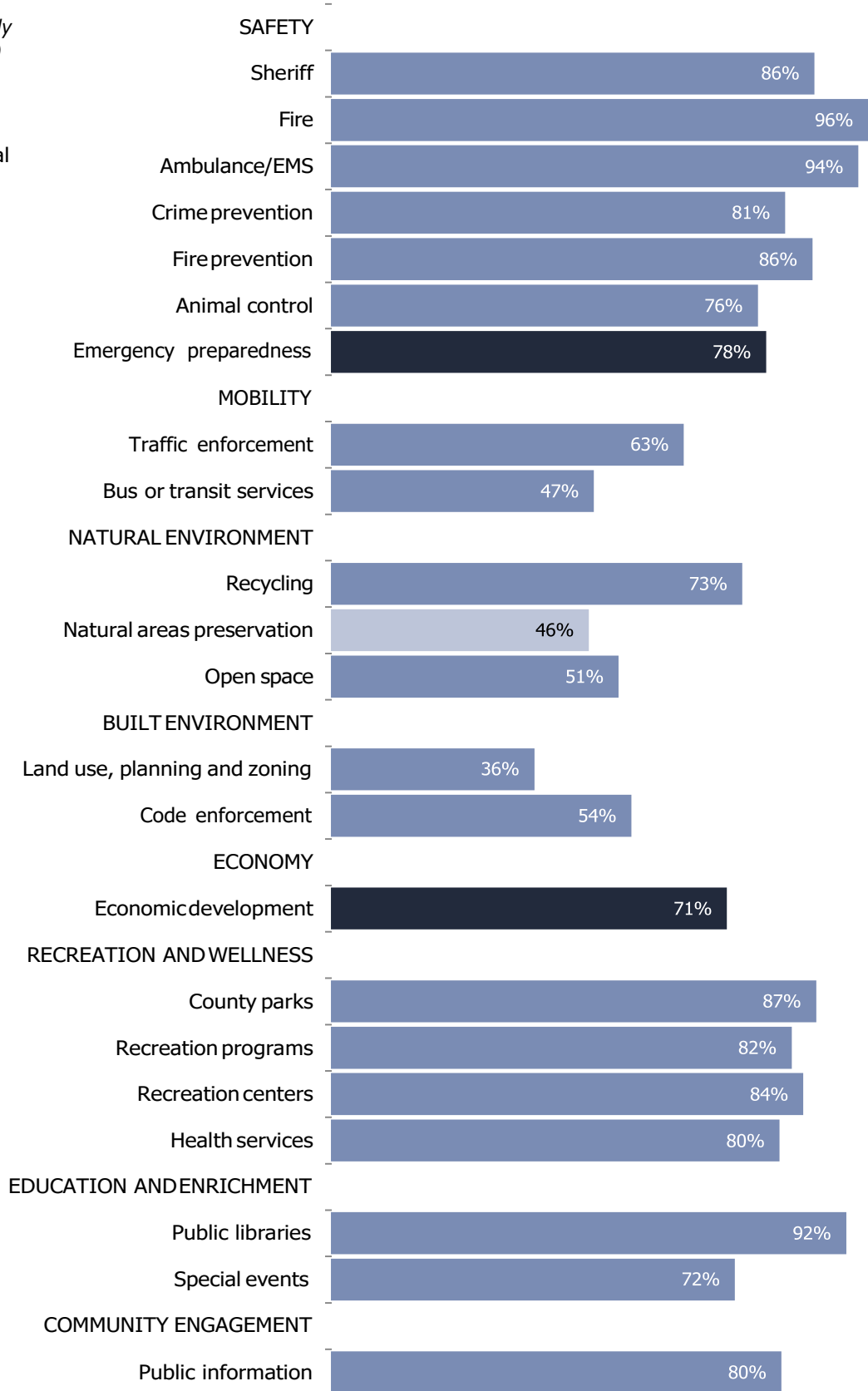
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower





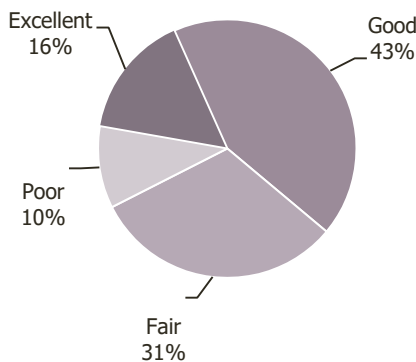
# Participation

*Are the residents of Loudoun County connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 6 in 10 residents described the sense of community in Loudoun County as excellent or good, while nearly 9 in 10 would recommend living in the County to someone who asked and planned to remain in the County for the next five years. These ratings were similar to the national benchmarks.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Levels of participation varied widely across the different facets, making the comparison to the benchmarks useful for understanding the results. Residents tended to participate in most activities at rates similar to those observed in other communities nationwide. Loudoun County residents were less likely than those who lived elsewhere to have walked or biked instead of driving, but were more likely to have stocked supplies for an emergency, used County libraries, contacted County officials, volunteered or attended a local public meeting.

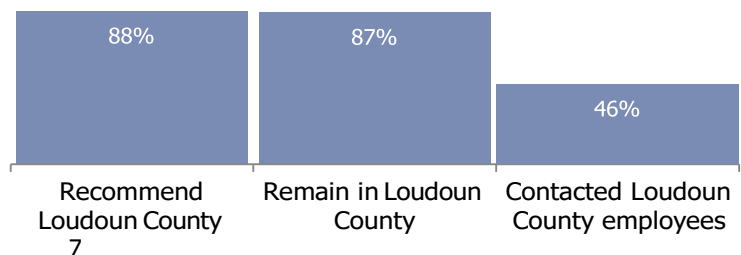
**Sense of Community**



*Percent rating positively  
(e.g., very/somewhat likely,  
yes)*

Comparison to national  
benchmark

■ Higher ■ Similar ■ Lower



# The National Citizen Survey™

Figure 3: Aspects of Participation

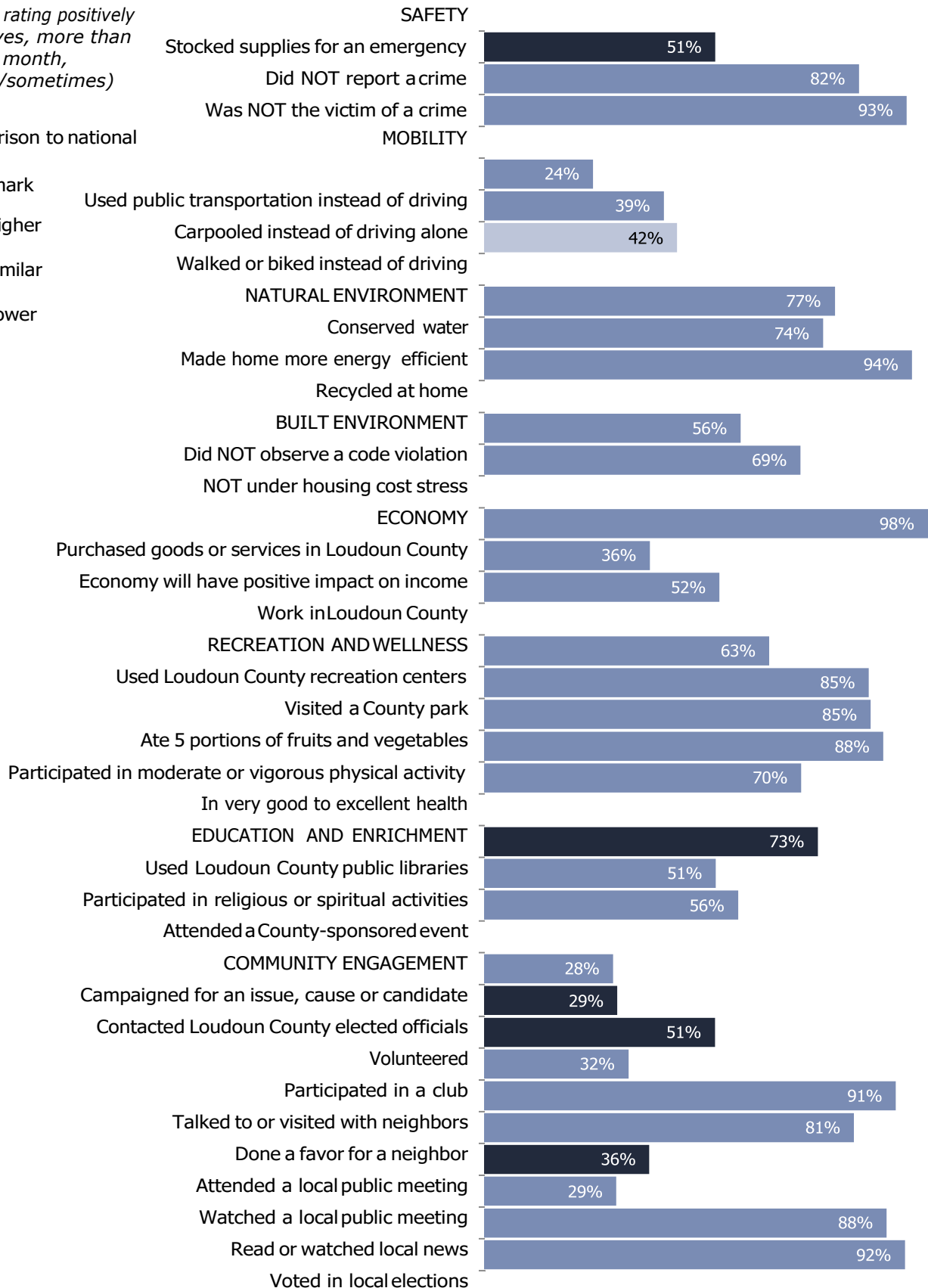
Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

■ Higher

■ Similar

■ Lower



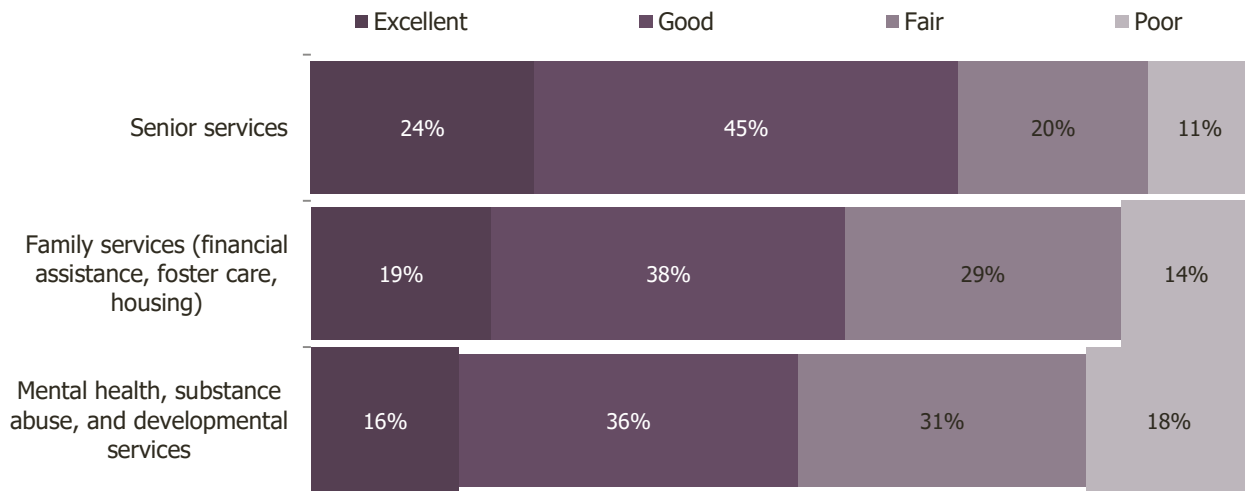
# Special Topics

Loudoun County included several questions of special interest on The NCS. Topic areas included use of County services, the importance of various County issues and residents' willingness to pay to address them, modes of transportation to work and amounts of different housing types, among others.

Of residents who had an opinion, 7 in 10 gave excellent or good ratings to senior services, about 6 in 10 positively rated family services and about half were pleased with mental health, substance abuse and developmental services. It is important to note that at least 6 in 10 residents said "don't know" when asked to rate each of these services (for more information see the *Technical Appendices Report* under separate cover).

Figure 4: Line Additions to Question 10

*Please rate the quality of each of the following services in Loudoun County:*



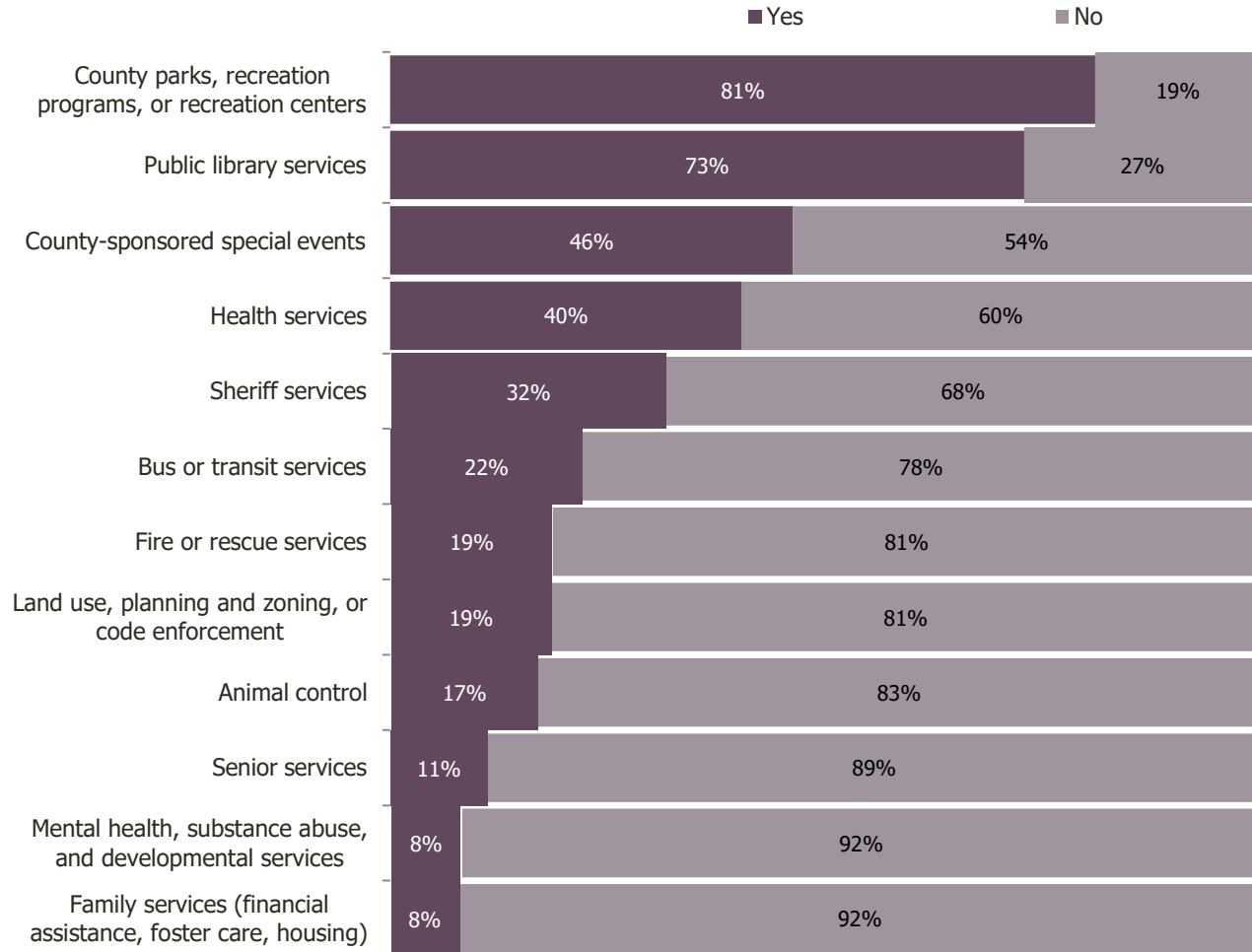
These services were included as line additions to a standard question on the National Citizen Survey and are thus discussed separately from other County services. As a result, benchmarks are not provided.

## The National Citizen Survey™

About 8 in 10 respondents had used County parks, recreation programs or recreation centers in the last two years and three-quarters had used public library services. Roughly 4 in 10 had attended County-sponsored special events or used health services. About one-third of residents or fewer had used the remaining listed County services in the past two years.

Figure 5: Use of County Services

*Have you or anyone in your household used the following services in the last two years?*

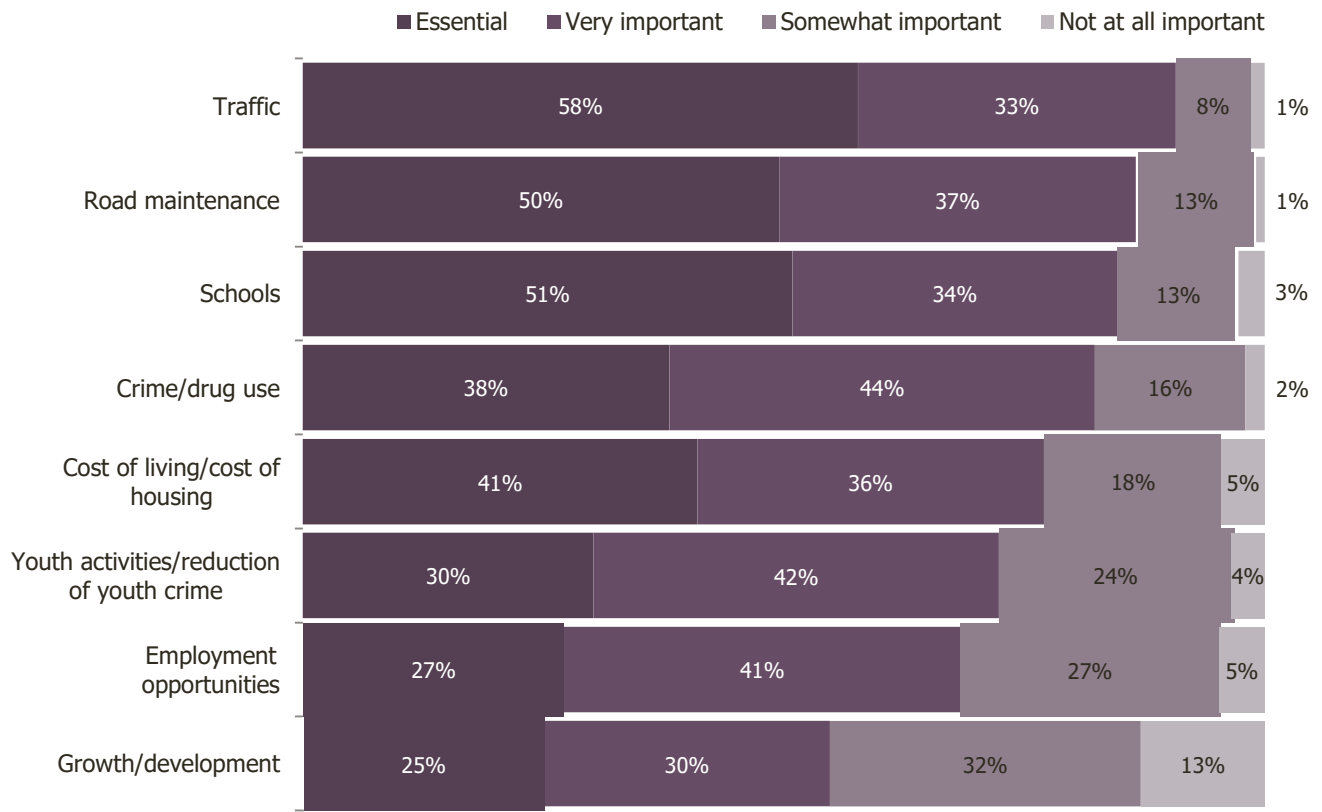


## The National Citizen Survey™

Thinking about how important a variety of issues were for the County to focus on in the next two years, 9 in 10 thought it was essential or very important for the County to focus on traffic and at least 8 in 10 thought that road maintenance, schools and crime/drug use were important areas of focus. Between 68% and 77% of residents thought that it was important for the County to focus on the cost of living/cost of housing, youth activities/reduction of youth crime or employment opportunities. Slightly more than half of respondents thought it was essential or very important for the County to focus on growth/development.

Figure 6: Importance of County Issues

*Please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years.*



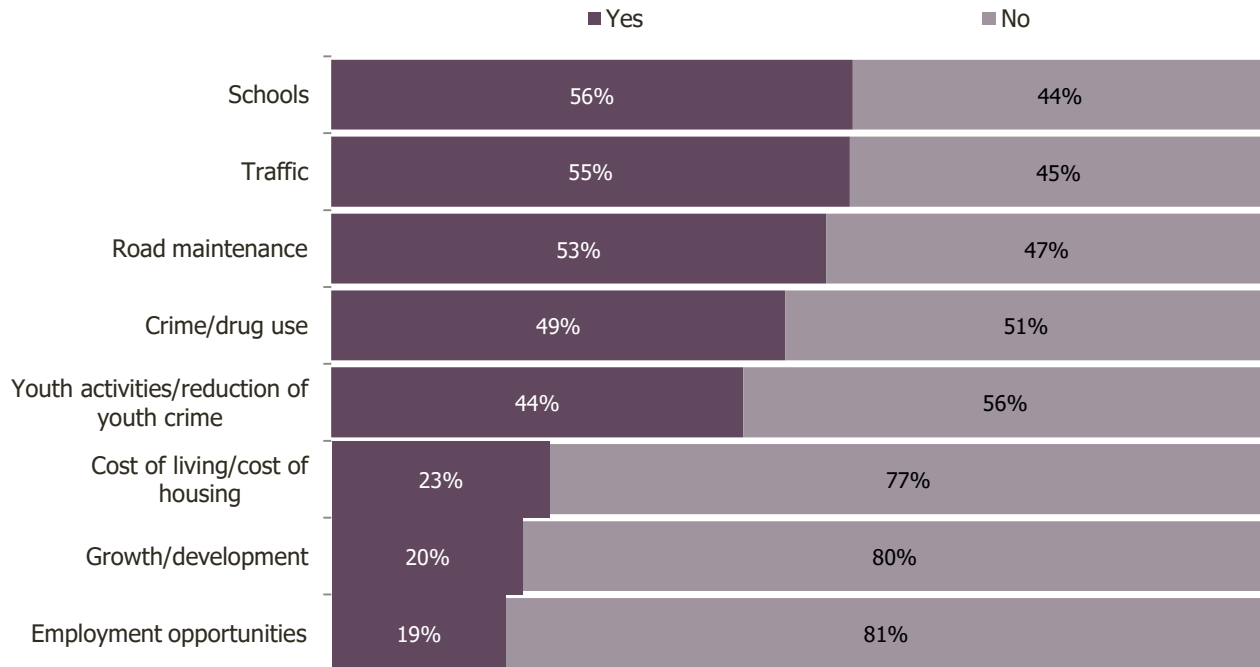
It is important to note that maintenance of roads within Loudoun County is primarily a responsibility of the Commonwealth of Virginia.

## The National Citizen Survey™

Residents were asked whether they would be willing to incur a tax increase to address each of the previously listed issues. Only about half of residents, at best, were willing to pay higher taxes for any of the issues; those that residents were most willing to pay for were schools, traffic, road maintenance, crime/drug use or youth activities/reduction of youth crime (roughly 5 in 10). Only 2 in 10 residents were willing to incur a tax increase to address cost of living/cost of housing, growth/development or employment opportunities.

Figure 7: Willingness to Pay to Improve County Issues

*Indicate whether or not you would be willing to incur a tax increase to improve each issue.*



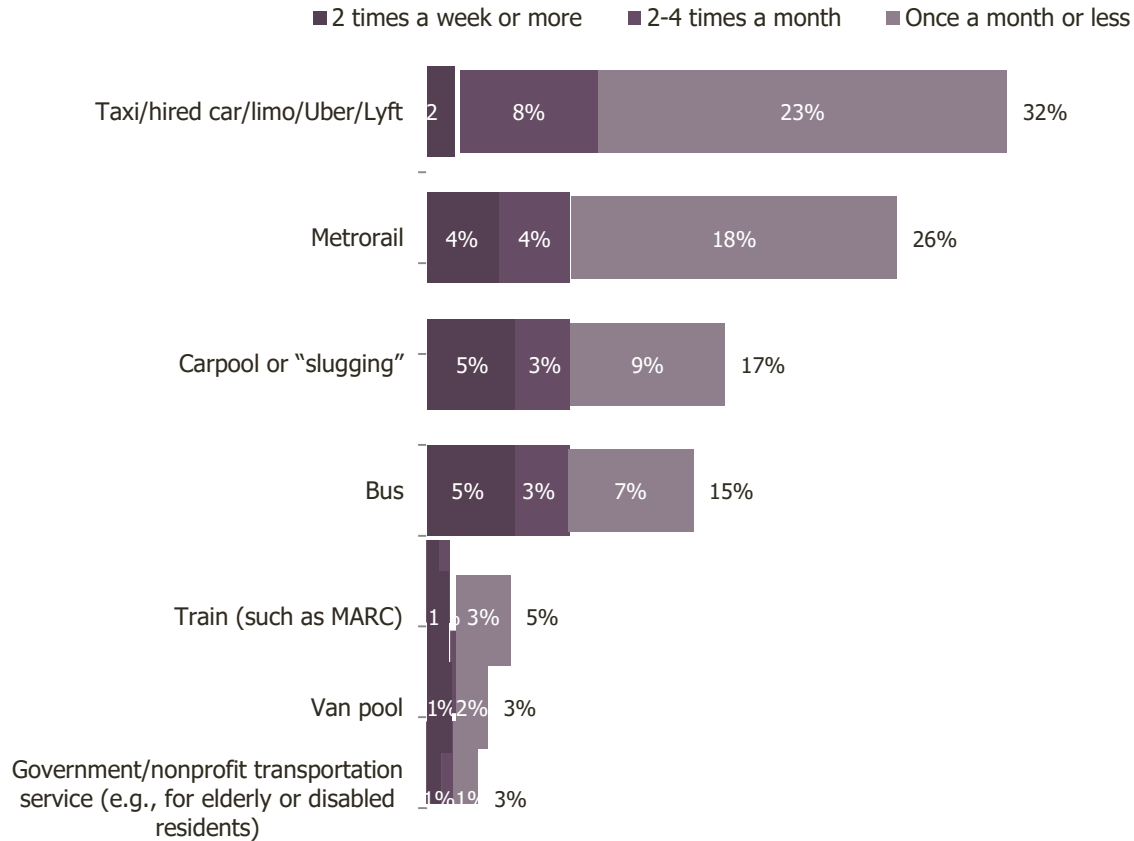
It is important to note that maintenance of roads within Loudoun County is primarily a responsibility of the Commonwealth of Virginia.

## The National Citizen Survey™

Thinking about different modes of transportation that they or other household members used to get to work, respondents were most likely to have used a taxi, hired car, limo, Uber or Lyft to get to work at least once in the past 12 months (32%). One-quarter had used the Metrorail and more than 1 in 10 had carpooled or used the bus. Very few had used the train, van pool or a government/nonprofit transportation service.

Figure 8: Use of Alternative Transportation to Get to Work

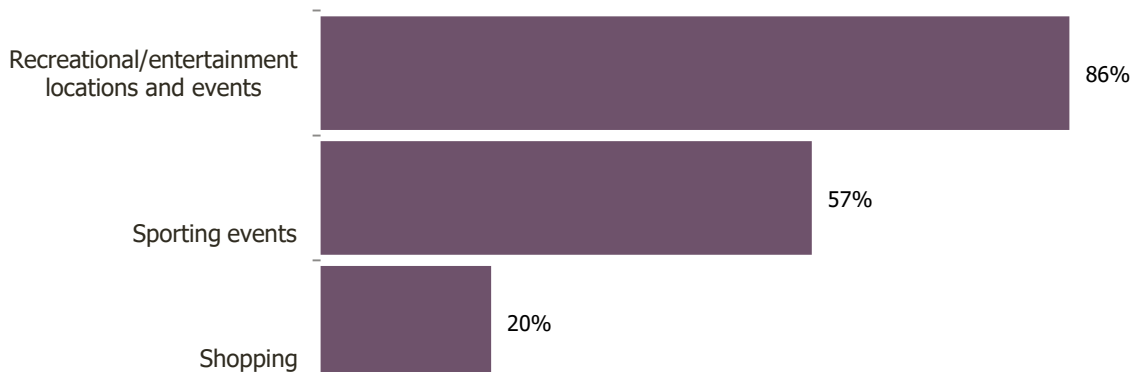
*In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work?*



More than 8 in 10 residents who had used the Metrorail to get to places other than work had used it to go to recreational/entertainment locations and events and about 6 in 10 had used the Metrorail to get to sporting events. Two in 10 residents used the Metrorail to go shopping.

Figure 9: Reasons for Using Metrorail

*If you use Metrorail to get to places other than work – for what reasons? (Mark all that apply.)*



# The National Citizen Survey™

Total may exceed 100% as respondents could select more than one option.

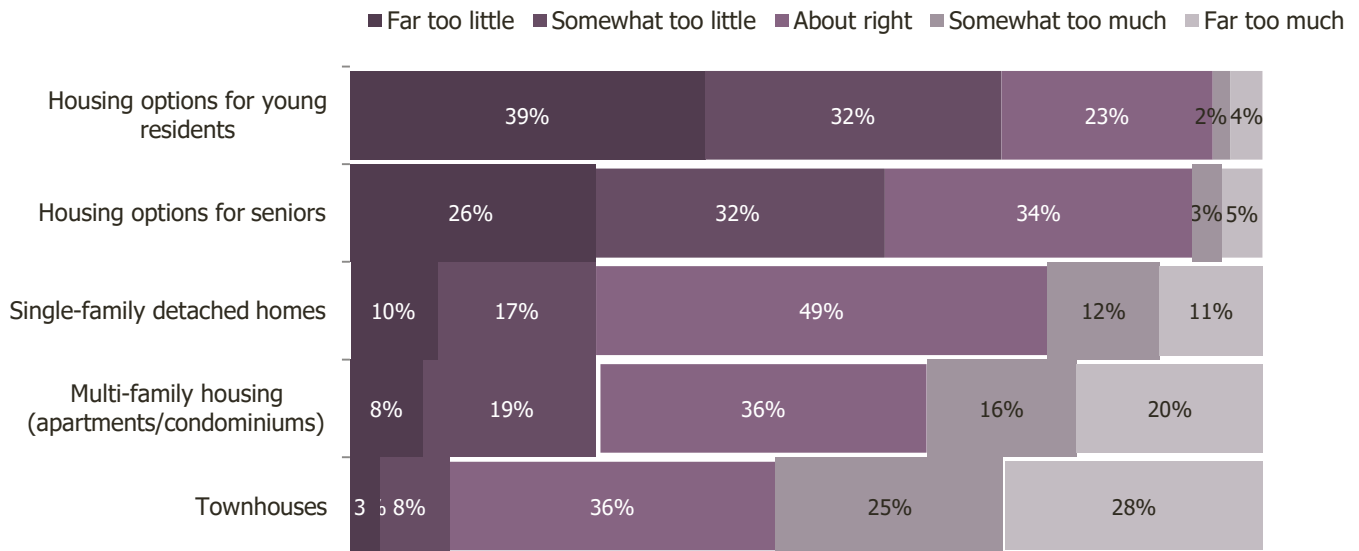


## The National Citizen Survey™

Thinking about the amount of existing housing in Loudoun County, about 7 in 10 residents felt there were too few housing options for young residents and 6 in 10 thought there were too few housing options for seniors. About one-quarter of residents felt there were too few single-family detached homes while half thought this amount was about right. Similar proportions of residents felt there was about the right amount of multi-family housing or too much (36%) while slightly fewer felt there was too little (27%). Only 1 in 10 residents felt there were too few townhouses in the County; one-third felt the amount of townhouses was about right and half thought this amount was too much.

Figure 10: Amount of Housing Types

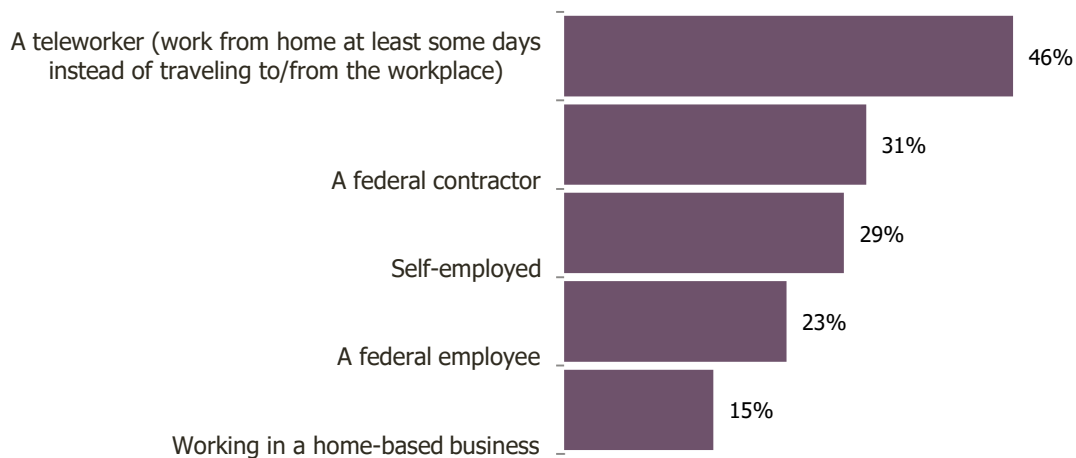
Please indicate if you feel there is too little, too much, or about the right amount of each of the following housing types in Loudoun County to meet the community's needs in the coming years:



Nearly half of survey respondents indicated that they teleworked at least some days of the week, and about 3 in 10 identified as a federal contractor or self-employed. One-quarter indicated that they were a federal employee and more than 1 in 10 were working in a home-based business.

Figure 11: Resident Work Status

Are you or another household member (please mark all that apply):



Total may exceed 100% as respondents could select more than one option.

# Conclusions

## Loudoun County residents enjoy a positive quality of life.

About 9 in 10 respondents rated their overall quality of life in Loudoun County and the County as a place to live as excellent or good. Additionally, 9 in 10 residents gave positive marks to the overall image and overall appearance of the County (ratings which were higher than average), their neighborhood as a place to live and Loudoun County as a place to raise children. Nine in 10 residents would recommend living in the County to someone who asked and planned to remain in the County for the next five years.

## Safety is important to residents.

Residents indicated that Safety was an important area of focus for the County in the next two years and ratings in this facet tended to be positive. At least 9 in 10 residents gave positive reviews to the overall feeling of safety in the County and feelings of safety in their neighborhoods and in Loudoun County's downtown/commercial areas; these ratings were on par with those given in other communities. At least three-quarters of residents were pleased with all Safety-related services, including Sheriff, fire, ambulance/EMS, crime prevention, fire prevention, animal control and emergency preparedness; further, the rating for emergency preparedness was higher than those give in other communities. Nine in 10 respondents had not been the victim of a crime and 8 in 10 had not reported a crime. The proportion of residents who had stocked supplies for an emergency was also higher than average.

Thinking about their use of County services in the past two years, one-third of residents had used the Sheriff's department and 2 in 10 had used fire or rescue services or animal control. When asked how important a variety of issues were for the County to focus on in the next two years, 8 in 10 residents thought it was essential or very important for the County to focus on crime/drug use and 7 in 10 thought youth activities/reduction of youth crime was an important focus area.

## Economy is also a priority and ratings are strong, but affordability is an issue.

Residents also selected Economy as an important area for the County to focus on in the coming years, and ratings within this facet tended to be quite positive and higher than the national benchmarks. At least two-thirds of residents gave favorable reviews to the overall economic health of the County, shopping opportunities, employment opportunities, the County as a place to visit and to work and economic development; all of these ratings were higher than those seen in other communities nationwide. Nearly all residents had purchased goods or services in the County and about half worked in Loudoun County.

However, measures related to affordability, such as the availability of affordable quality housing and cost of living, were lower than those given elsewhere across the country (only 2 in 10 gave positive ratings to each of these aspects). Thinking about County issues to focus on in the next two years, three-quarters of residents thought that cost of living/cost of housing was essential or very important while two-thirds thought employment opportunities were important (though it is noteworthy that only 2 in 10 residents were willing to incur a tax increase to address each of these issues).

## Mobility is an area of opportunity for the County.

Ratings for several Mobility-related aspects of livability were lower than the national averages. These aspects included the overall ease of travel in the County, ease of travel by car, by bicycle, by walking and by public transportation, and traffic flow on major streets; only about half of residents or fewer awarded favorable marks to each of these items. Loudoun County residents were less likely than those who lived elsewhere to have walked or biked instead of driving in the 12 months prior to the survey. Only 2 in 10 residents had used bus or transit services in the past two years. Finally, when asked about a number of County issues to address, about 9 in 10 thought it was essential or very important for the County to focus on traffic (this issue emerged as the most important, out of a list of eight) and about one-half indicated that they were willing to incur a tax increase to address this.

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## Loudoun County, VA

Dashboard Summary of Findings

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Loudoun County’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Loudoun County’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Broadly, ratings across all three pillars of community livability tended to be positive and similar to the national benchmark. In Community Characteristics, ratings for aspects of Mobility were lower than average, while evaluations for Economy were higher. Ratings for Economy-related services were also higher than those given in other communities across the nation. This information can be helpful in identifying the areas of community strength or areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	8	35	9	2	29	1	5	30	1
General	2	4	1	0	3	0	0	3	0
Safety	0	3	0	1	6	0	1	2	0
Mobility	0	2	6	0	2	0	0	2	1
Natural Environment	0	3	0	0	2	1	0	3	0
Built Environment	0	4	1	0	2	0	0	2	0
Economy	5	2	1	1	0	0	0	3	0
Recreation and Wellness	0	7	0	0	4	0	0	5	0
Education and Enrichment	1	5	0	0	2	0	1	2	0
Community Engagement	0	5	0	0	8	0	3	8	0

National Benchmark	
	Higher
	Similar
	Lower

# The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	*	↑	87%	Customer service	*	↔	80%	Recommend Loudoun County	*	↔	88%
	Overall quality of life	↔	↔	87%	Services provided by Loudoun County	*	↔	81%	Remain in Loudoun County	*	↔	87%
	Place to retire	*	↓	41%	Services provided by the Federal Government	*	↔	44%	Contacted Loudoun County employees	*	↔	46%
	Place to raise children	*	↔	90%								
	Place to live	*	↔	92%								
	Neighborhood	*	↔	89%								
	Overall image	*	↑	88%								
Safety	Overall feeling of safety	*	↔	90%	Sheriff	↔	↔	86%	Was NOT the victim of a crime	*	↔	93%
	Safe in neighborhood	↔	↔	96%	Crime prevention	*	↔	81%	Did NOT report a crime	*	↔	82%
	Safe downtown/commercial areas	*	↔	94%	Fire	*	↔	96%	Stocked supplies for an emergency	*	↑	51%
					Fire prevention	*	↔	86%				
					Ambulance/EMS	*	↔	94%				
					Emergency preparedness	*	↑	78%				
				Animal control	↓	↔	76%					
Mobility	Traffic flow	*	↓	28%	Traffic enforcement	*	↔	63%	Carpooled instead of driving alone	*	↔	39%
	Travel by car	*	↓	49%	Bus or transit services	*	↔	47%	Walked or biked instead of driving	*	↓	42%
	Travel by bicycle	*	↓	36%					Used public transportation instead of driving	*	↔	24%
	Ease of walking	*	↓	47%								
	Travel by public transportation	*	↓	19%								
	Overall ease travel	*	↓	54%								
	Public parking	*	↔	57%								
	Paths and walking trails	*	↔	58%								
Natural Environment	Overall natural environment	*	↔	76%	Recycling	*	↔	73%	Recycled at home	*	↔	94%
	Air quality	*	↔	83%	Open space	*	↔	51%	Conserved water	*	↔	77%
	Cleanliness	*	↔	87%	Natural areas preservation	*	↓	46%	Made home more energy efficient	*	↔	74%
Built Environment	New development in Loudoun County	*	↔	62%	Land use, planning and zoning	*	↔	36%	NOT experiencing housing cost stress	*	↔	69%
	Affordable quality housing	*	↓	23%	Code enforcement	*	↔	54%	Did NOT observe a code violation	*	↔	56%
	Housing options	*	↔	54%								
	Overall built environment	*	↔	55%								
	Public places	*	↔	78%								

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↑	85%	Economic development	*	↑	71%	Economy will have positive impact on income	*	↔	36%
	Shopping opportunities	*	↑	80%					Purchased goods or services in Loudoun County	*	↔	98%
	Employment opportunities	*	↑	66%					Work in Loudoun County	*	↔	52%
	Place to visit	*	↑	79%								
	Cost of living	*	↓	18%								
	Vibrant downtown/commercial areas	*	↔	66%								
	Place to work	*	↑	76%								
	Business and services	*	↔	78%								
Recreation and Wellness	Fitness opportunities	*	↔	75%	County parks	*	↔	87%	In very good to excellent health	*	↔	70%
	Recreational opportunities	*	↔	75%	Recreation centers	*	↔	84%	Used Loudoun County recreation centers	*	↔	63%
	Health care	*	↔	73%	Recreation programs	*	↔	82%	Visited a County park	*	↔	85%
	Food	*	↔	73%	Health services	↓	↔	80%	Ate 5 portions of fruits and vegetables	*	↔	85%
	Mental health care	*	↔	50%					Participated in moderate or vigorous physical activity	*	↔	88%
	Health and wellness	*	↔	78%								
	Preventive health services	*	↔	76%								
Education and Enrichment	K-12 education	↔	↑	87%	Public libraries	↔	↔	92%	Used Loudoun County public libraries	*	↑	73%
	Cultural/arts/music activities	*	↔	59%	Special events	*	↔	72%	Participated in religious or spiritual activities	*	↔	51%
	Child care/preschool	*	↔	42%					Attended a County-sponsored event	*	↔	56%
	Religious or spiritual events and activities	*	↔	82%								
	Adult education	*	↔	63%								
	Overall education and enrichment	*	↔	81%								
Community Engagement	Opportunities to participate in community matters	*	↔	70%	Public information	*	↔	80%	Sense of community	*	↔	58%
	Opportunities to volunteer	*	↔	79%	Overall direction	*	↔	50%	Voted in local elections	*	↔	92%
	Openness and acceptance	*	↔	65%	Value of services for taxes paid	↓	↔	55%	Talked to or visited with neighbors	*	↔	91%
	Social events and activities	*	↔	72%	Welcoming citizen involvement	*	↔	54%	Attended a local public meeting	*	↑	36%
	Neighborliness	*	↔	57%	Confidence in County government	*	↔	55%	Watched a local public meeting	*	↔	29%
					Acting in the best interest of Loudoun County	*	↔	54%	Volunteered	*	↑	51%
					Being honest	*	↔	55%	Participated in a club	*	↔	32%
					Treating all residents fairly	*	↔	57%	Campaigned for an issue, cause or candidate	*	↔	28%
									Contacted Loudoun County elected officials	*	↑	29%
									Read or watched local news	*	↔	88%
								Done a favor for a neighbor	*	↔	81%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available



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# Loudoun County, VA

Comparisons by Demographic Subgroups

2018



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# About

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Loudoun County’s Comparisons by Demographic Subgroups is part of a larger project for the County and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by length of residency, the presence of children in the household, age, annual household income and race/ethnicity.

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the “A B” listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall (A)
	18-34 (A)	35-54 (B)	55+ (C)	Female (A)	Male (B)	White alone, not Hispanic (A)	Hispanic and/or other race (B)	Rent (A)	Own (B)	Detached (A)	Attached (B)	
Percent rating positively (e.g., excellent/good)												
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%



## Findings

Notable differences between demographic subgroups included the following:

- Residents who did not have children in the household were more likely than those who did to positively rate the overall quality of life in Loudoun County, the County as a place to retire and the overall appearance of Loudoun County.
- In Community Characteristics, residents who did not have children or who earned less than \$100,000 per year tended to give higher ratings to aspects of Mobility (including overall ease of travel, traffic flow and ease of travel by car and by walking) than other residents.
- Respondents without children in the home or who were white alone, not Hispanic gave more favorable reviews to Community Characteristics related to Economy (including the County as a place to work and visit as well as employment and shopping opportunities) and Recreation and Wellness (including fitness opportunities and recreational opportunities) than other respondents.
- Residents who had lived in the County for 5 years or less gave higher ratings than those who had lived in the County for a longer period of time to some aspects of government performance: overall direction of the County, overall confidence in County government, government acting in the best interest of the community and being honest.
- Those who had lived in Loudoun County for 5 years or less or who were younger than 35 tended to give lower ratings than their counterparts to Sheriff, fire and ambulance/EMS services.
- Residents who had lived in Loudoun County for 11 years or more or who were at least 35 years old were more likely than others to participate in aspects of Community Engagement, including campaigning for an issue, cause or candidate, participating in a club or doing a favor for a neighbor.
- Where differences emerged, residents who were age 18-34 or who did not have children in the home were less likely than their counterparts to have used County services in the past two years.
- Respondents who were age 18-34 or who were white alone, not Hispanic tended to rate various County issues (such as crime/drug use, youth activities/reduction of youth crime and employment opportunities) as less important than other residents. Perhaps predictably, those who earned \$100,000 or less per year were less willing than those who earned more to incur a tax increase to address most of these issues.
- Residents who were age 35-54 or who were Hispanic and/or another race were more likely than others to use bus, Metrorail or train to get to work.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
The overall quality of life in Loudoun County	90%	85%	87%	90% B	86%	91%	87%	87%	84%	87%	90% A	89%	86%	87%
Overall image or reputation of Loudoun County	90%	90%	86%	88%	87%	89%	88%	88%	87%	85%	91% B	90% B	85%	88%
Loudoun County as a place to live	92%	92%	93%	93%	92%	95% C	92%	91%	90%	92%	96% A B	93%	93%	92%
Your neighborhood as a place to live	88%	90%	89%	90%	88%	86%	90% A	89%	84%	91% A	91% A	90%	88%	89%
Loudoun County as a place to raise children	89%	92%	92%	92%	90%	91%	91%	91%	88%	93% A	92%	91%	92%	90%
Loudoun County as a place to retire	53% C	46% C	35%	46% B	37%	51% B	35%	48% B	51% B C	40%	36%	39%	49% A	41%
Overall appearance of Loudoun County	87%	88%	88%	90% B	85%	90% B	86%	89%	89% B	84%	89%	88%	87%	87%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall feeling of safety in Loudoun County	88%	94% A	90%	90%	90%	93%	89%	90%	89%	89%	92%	90%	91%	90%
In your neighborhood during the day	97%	97%	96%	96%	96%	97%	96%	96%	97%	97%	96%	97%	96%	96%
In Loudoun County's downtown/commercial areas during the day	92%	95%	94%	94%	93%	93%	95%	92%	94%	91%	95%	94%	94%	94%

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Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall  (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall ease of getting to the places you usually have to visit	57%	53%	53%	60% B	47%	57% B	50%	61% B	68% B C	52%	46%	53%	59% A	54%
Traffic flow on major streets	30%	26%	28%	32% B	24%	26%	26%	35% A B	38% B C	25%	23%	28%	29%	28%
Ease of public parking	59%	59%	56%	57%	58%	53%	63% A C	50%	59%	56%	59%	55%	63% A	57%
Ease of travel by car in Loudoun County	57% C	50%	45%	53% B	47%	54%	49%	48%	62% B C	46%	44%	46%	59% A	49%
Ease of travel by public transportation in Loudoun County	21%	23%	16%	17%	20%	18%	19%	18%	24% B C	17%	16%	17%	20%	19%
Ease of travel by bicycle in Loudoun County	45% C	37%	31%	34%	36%	44% B C	34%	30%	47% B C	32%	31%	38%	32%	36%
Ease of walking in Loudoun County	48%	51%	45%	51% B	42%	50%	45%	49%	55% B C	44%	44%	50% B	43%	47%
Availability of paths and walking trails	64% C	63% C	54%	62% B	53%	56%	59%	59%	62% B	53%	59%	60%	56%	58%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall  (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Quality of overall natural environment in Loudoun County	76%	78%	74%	76%	76%	72%	76%	78%	79% B	70%	76%	75%	77%	76%
Air quality	86%	81%	82%	85% B	81%	84%	83%	82%	84%	81%	84%	84%	83%	83%
Cleanliness of Loudoun County	86%	92% A C	86%	87%	86%	87%	87%	87%	86%	85%	89%	88%	86%	87%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	62% C	59% C	50%	57%	54%	59%	54%	55%	60% B	49%	57% B	55%	57%	55%
Public places where people want to spend time	78%	79%	79%	81% B	76%	81%	78%	78%	83% B C	75%	78%	82% B	73%	78%
Variety of housing options	58% C	51%	51%	52%	54%	45%	56% A	55% A	49%	45%	61% A B	53%	54%	54%
Availability of affordable quality housing	25%	26%	21%	23%	23%	18%	25% A	23%	24%	19%	24%	19%	31% A	23%
Overall quality of new development in Loudoun County	68% C	62%	59%	66% B	59%	72% B C	60%	58%	60%	60%	66%	64%	62%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall economic health of Loudoun County	88% C	85%	83%	86%	83%	81%	86% A	85%	78%	84% A	90% A B	87% B	82%	85%
Loudoun County as a place to work	82% B C	73%	74%	80% B	72%	79% B	73%	79%	79%	73%	75%	79% B	72%	76%
Loudoun County as a place to visit	77%	76%	82%	84% B	74%	78%	78%	84% A B	83% C	79%	77%	83% B	72%	79%
Employment opportunities	70% B	62%	67%	72% B	63%	67%	66%	70%	65%	64%	71% B	73% B	57%	66%
Shopping opportunities	80%	77%	82% B	84% B	77%	89% B C	76%	83% B	88% B C	75%	79%	84% B	74%	80%
Cost of living in Loudoun County	18%	23% C	17%	19%	17%	12%	19% A	24% A	18%	20%	18%	17%	22% A	18%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of business and service establishments in Loudoun County	80%	77%	78%	79%	78%	82%	77%	78%	82% C	80%	76%	82% B	74%	78%
Vibrant downtown/commercial areas	71% C	68%	64%	68%	66%	79% B C	63%	64%	74% B C	64%	64%	70% B	62%	66%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Health and wellness opportunities in Loudoun County	80%	81%	76%	80%	76%	76%	78%	79%	81% B	74%	77%	79%	77%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	80% C	73%	78% B	72%	78%	74%	74%	76%	73%	76%	78% B	70%	75%
Recreational opportunities	76%	77%	74%	78% B	72%	79%	74%	74%	77%	74%	74%	80% B	67%	75%
Availability of affordable quality food	73%	74%	73%	74%	72%	75%	72%	74%	70%	73%	76%	77% B	68%	73%
Availability of affordable quality health care	76%	71%	72%	76% B	69%	69%	73%	76%	64%	73% A	79% A	76% B	68%	73%
Availability of preventive health services	76%	73%	75%	81% B	69%	73%	75%	78%	68%	77% A	81% A	78% B	70%	76%
Availability of affordable quality mental health care	55% C	58% C	46%	50%	50%	53%	51%	45%	42%	55% A	53% A	51%	50%	50%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall opportunities for education and enrichment	82%	83%	82%	83%	80%	82%	82%	83%	83%	81%	83%	86% B	77%	81%
Availability of affordable quality child care/preschool K-12 education	39%	43%	42%	46%	41%	26%	48% A	46% A	36%	36%	48% A B	42%	41%	42%
Adult educational opportunities	57%	68% A	65% A	63%	63%	66%	61%	66%	65% B	56%	66% B	68% B	54%	63%
Opportunities to attend cultural/arts/music activities	58%	64% C	57%	59%	57%	59%	58%	60%	62% B	54%	59%	63% B	50%	59%
Opportunities to participate in religious or spiritual events and activities	80%	79%	84%	86% B	78%	81%	81%	88% A B	81%	84%	83%	86% B	78%	82%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Opportunities to participate in social events and activities	73%	73%	72%	72%	73%	72%	74%	71%	75%	73%	71%	76% B	67%	72%
Opportunities to volunteer	74%	88% A C	79% A	83% B	76%	79%	79%	82%	80%	81%	78%	82% B	76%	79%
Opportunities to participate in community matters	65%	73% A	72% A	71%	69%	63%	72% A	73% A	76% B C	68%	69%	74% B	65%	70%
Openness and acceptance of the community toward people of diverse backgrounds	68%	61%	64%	65%	63%	65%	65%	64%	65%	59%	67% B	69% B	57%	65%
Neighborliness of residents in Loudoun County	59%	56%	58%	61% B	55%	58%	58%	59%	59%	55%	59%	60%	55%	57%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)
Loudoun County	82%	83%	79%	83% B	78%	82%	80%	82%	81%	79%	81%	84% B	76%	81%
The value of services for the taxes paid to Loudoun County	59%	55%	53%	57%	53%	50%	57%	57%	54%	54%	57%	59% B	50%	55%
The overall direction that Loudoun County is taking	60% B C	47%	46%	52%	49%	52%	51%	46%	52%	46%	51%	51%	51%	50%
The job Loudoun County government does at welcoming citizen involvement	54%	56%	53%	57% B	50%	52%	54%	56%	59% B	48%	53%	55%	52%	54%
Overall confidence in Loudoun County government	65% B C	48%	53%	58%	53%	56%	56%	54%	61% B C	53%	54%	55%	58%	55%
Generally acting in the best interest of the community	62% B C	50%	53%	58% B	51%	58%	55%	52%	59%	52%	54%	56%	56%	54%
Being honest	61% B C	47%	54%	58%	52%	51%	58% A	54%	60% B	50%	56%	56%	55%	55%
Treating all residents fairly	62% B	51%	56%	61% B	52%	50%	61% A	56%	59%	51%	59% B	60% B	53%	57%
Overall customer service by Loudoun County employees (sheriff, receptionists, planners, etc.)	81%	80%	79%	81%	78%	79%	80%	80%	78%	78%	82%	84% B	72%	80%
The Federal Government	42%	44%	44%	44%	43%	39%	44%	46%	50% B C	38%	41%	44%	42%	44%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Sheriff services	82%	89% A	87% A	86%	86%	82%	88% A	89% A	88%	85%	86%	88%	84%	86%
Fire services	92%	97% A	97% A	96%	95%	93%	97% A	97% A	96%	97%	95%	96%	95%	96%
Ambulance or emergency medical services	88%	96% A	96% A	95%	94%	89%	96% A	95% A	95%	94%	95%	94%	95%	94%
Crime prevention	77%	82%	82%	81%	82%	74%	82% A	85% A	81%	82%	81%	83%	78%	81%
Fire prevention and education	87%	87%	85%	84%	87%	85%	84%	90% B	84%	86%	87%	87%	85%	86%
Animal control	76%	73%	76%	81% B	71%	74%	76%	77%	76%	80%	73%	77%	73%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	80%	75%	76%	77%	82% C	77%	73%	77%	76%	78%	78%	75%	78%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Traffic enforcement	61%	60%	64%	64%	61%	56%	65% A	65% A	69% B C	60%	60%	61%	66%	63%
Bus or transit services	45%	58% A C	43%	45%	47%	61% B C	42%	41%	47%	47%	46%	50% B	41%	47%



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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Recycling	74%	76%	72%	75%	71%	67%	73% A	81% A B	72%	76%	74%	77% B	67%	73%
Preservation of natural areas such as open space, farmlands and greenbelts	54% B C	41%	44%	47%	44%	42%	47%	47%	49% B	40%	47%	44%	52% A	46%
Loudoun County open space	61% B C	50%	48%	52%	52%	49%	54%	51%	56% B	46%	53% B	49%	59% A	51%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Land use, planning and zoning	41% C	38%	34%	33%	39% A	37%	36%	37%	39%	33%	37%	34%	42% A	36%
Code enforcement (weeds, abandoned buildings, etc.)	52%	57%	52%	56%	51%	52%	52%	55%	59% B	50%	52%	53%	54%	54%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Economic development	75% C	76% C	68%	74% B	68%	76% C	71%	68%	73%	68%	73%	70%	76% A	71%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
County parks	86%	85%	87%	86%	86%	91% B	84%	87%	85%	87%	87%	89% B	82%	87%
Recreation programs or classes	84%	84%	81%	83%	82%	86%	81%	82%	83%	78%	84% B	84%	80%	82%
Recreation centers or facilities	85%	83%	85%	85%	84%	90% B C	84%	83%	84%	84%	86%	87% B	81%	84%
Health services	82%	77%	80%	81%	78%	80%	79%	82%	78%	79%	83%	83% B	76%	80%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Public library services	90%	91%	92%	95% B	89%	89%	92%	94% A	89%	91%	94% A	94% B	88%	92%
County-sponsored special events	80% C	72%	68%	71%	72%	72%	73%	69%	74%	67%	73%	73%	69%	72%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Public information services	81%	78%	80%	80%	79%	81%	81%	78%	80%	74%	84% B	81%	78%	80%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Sense of community	61%	58%	57%	56%	60%	51%	62% A	59% A	58%	57%	59%	58%	61%	58%
Recommend living in Loudoun County to someone who asks	86%	91%	87%	86%	89%	85%	89%	86%	85%	85%	91% A B	88%	87%	88%
Remain in Loudoun County for the next five years	84%	89%	87%	84%	90% A	87%	88%	84%	86%	86%	90%	86%	90% A	87%
Contacted Loudoun County (in-person, phone, email or web) for help or information	45%	48%	46%	48%	44%	44%	45%	52% A B	47%	49%	44%	45%	49%	46%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Was NOT the victim of a crime	93%	96% C	91%	93%	92%	93%	91%	95% B	91%	93%	93%	91%	95% A	93%
Did NOT report a crime	83%	85%	80%	83%	81%	78%	82%	86% A	83%	79%	82%	81%	85%	82%
Stocked supplies in preparation for an emergency	52%	47%	50%	51%	49%	53%	50%	48%	49%	53%	49%	54% B	42%	51%

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Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Walked or biked instead of driving	43%	43%	43%	44%	43%	44% C	46% C	35%	46% C	46%	39%	45% B	39%	42%
Carpooled with other adults or children instead of driving alone	38%	47% A C	38%	35%	45% A	45% C	42% C	32%	43%	38%	39%	39%	42%	39%
Used bus, rail, subway or other public transportation instead of driving	21%	33% A C	22%	24%	24%	17%	28% A	22%	22%	22%	28% A	24%	24%	24%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Recycle at home	94%	95%	94%	93%	96% A	92%	95% A	94%	93%	94%	96% A	95% B	91%	94%
Made efforts to make your home more energy efficient	73%	76%	75%	73%	76%	77%	72%	76%	71%	75%	77% A	74%	74%	74%
Made efforts to conserve water	71%	82% A	77% A	80% B	73%	73%	75% A B	83% A B	80% B C	74%	75%	78%	73%	77%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
NOT under housing cost stress	67%	65%	73% A B	65%	73% A	61%	77% A C	64%	31%	66% A	100% A B	70%	69%	69%
Did NOT observe a code violation	58%	55%	55%	56%	56%	58%	54%	59%	62% B C	48%	56% B	57%	54%	56%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Purchase goods or services from a business located in Loudoun County	96%	97%	99% A	97%	98% A	96%	98%	99%	96%	96%	99% A B	99% B	94%	98%
Economy will have positive impact on income	38%	37%	35%	31%	42% A	30%	41% A C	32%	27%	31%	46% A B	38%	34%	36%
Work in Loudoun County	46%	48%	56% A B	56% B	48%	66% B C	50% C	41%	57% C	50%	49%	56% B	43%	52%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Used Loudoun County recreation centers or their services	54%	64% A	67% A	50%	76% A	55%	70% A C	54%	59%	62%	67% A	62%	64%	63%
Visited a neighborhood park or County park	82%	83%	87% A	78%	91% A	91% C	89% C	72%	83%	84%	88% A	87% B	82%	85%
Eat at least 5 portions of fruits and vegetables a day	83%	86%	86%	80%	90% A	82%	88% A C	81%	83%	84%	87% A	86%	84%	85%
Participate in moderate or vigorous physical activity	82%	90% A	90% A	86%	90% A	87%	89% C	85%	83%	87%	91% A	88%	88%	88%
Reported being in "very good" or "excellent" health	68%	69%	71%	67%	72%	72% C	71% C	65%	57%	72% A	77% A	70%	69%	70%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Used Loudoun County public libraries or their services	63%	81% A	76% A	63%	83% A	63%	80% A C	68%	74%	75%	72%	72%	75%	73%
Participated in religious or spiritual activities in Loudoun County	44%	52% A	54% A	47%	55% A	40%	55% A	53% A	55% B	44%	52% B	47%	59% A	51%
Attended a County-sponsored event	48%	60% A	58% A	50%	61% A	54%	60% A C	48%	55%	56%	57%	58% B	50%	56%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Campaigned or advocated for an issue, cause or candidate	20%	21%	34% A B	31% B	24%	17%	29% A	38% A B	28%	30%	27%	28%	27%	28%
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	22%	29% A	33% A	30%	27%	20%	31% A	33% A	26%	32%	29%	30%	26%	29%
Volunteered your time to some group/activity in Loudoun County	38%	51% A	57% A	49%	52%	42%	53% A	55% A	48%	53%	51%	50%	52%	51%
Participated in a club	29%	24%	36% A B	32%	31%	22%	34% A	38% A	30%	36%	32%	34% B	28%	32%
Talked to or visited with your immediate neighbors	83%	90% A	94% A	89%	91%	80%	93% A	93% A	81%	90% A	97% A B	92% B	86%	91%
Done a favor for a neighbor	72%	80% A	86% A B	76%	85% A	63%	86% A	88% A	74%	80% A	87% A B	83% B	75%	81%
Attended a local public meeting	30%	35%	40% A	35%	36%	32%	38% A	35%	33%	38%	38%	35%	36%	36%
Watched (online or on television) a local public meeting	25%	30%	31% A	30%	27%	29%	29%	29%	34% C	29%	26%	30%	26%	29%
Read or watch local news (via television, paper, computer, etc.)	85%	89%	90% A	89%	88%	82%	90% A	92% A	85%	90% A	91% A	88%	90%	88%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Vote in local elections	85%	91% A	97% A B	93%	91%	89%	92%	97% A B	86%	95% A	96% A	96% B	85%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall feeling of safety in Loudoun County	91%	91%	92%	90%	94% A	86%	94% A	92% A	88%	92%	93% A	90%	94% A	92%
Overall ease of getting to the places you usually have to visit	89%	92%	92% A	90%	92%	87%	93% A	91% A	87%	93% A	93% A	91%	92%	91%
Quality of overall natural environment in Loudoun County	83%	89% A	87%	87%	86%	82%	88% A	87% A	86%	88%	85%	84%	91% A	86%
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	75%	84% A	81% A	83% B	77%	75%	82% A	82% A	77%	83% A	81%	79%	82%	80%
Health and wellness opportunities in Loudoun County	65%	76% A	77% A	76% B	71%	64%	73% A	86% A B	75%	74%	72%	69%	83% A	74%
Overall opportunities for education and enrichment	79%	82%	81%	78%	84% A	83%	80%	81%	80%	82%	81%	78%	88% A	81%
Overall economic health of Loudoun County	88%	87%	92% A B	91%	89%	89%	90%	91%	88%	91%	90%	90%	91%	90%
Sense of community	69%	79% A	76% A	74%	74%	68%	77% A	76% A	80% C	74%	72%	71%	83% A	75%

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Table 29: Line Additions to Question 10

Please rate the quality of each of the following services in Loudoun County: (Percent rating as "excellent" or "good").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Mental health, substance abuse, and developmental services	61% B C	47%	50%	52%	52%	46%	56%	50%	59% B	44%	54%	49%	60% A	52%
Family services (financial assistance, foster care, housing)	60%	49%	55%	61% B	50%	46%	61% A	53%	54%	58%	55%	52%	62% A	57%
Senior services	69%	76%	66%	72% B	61%	69%	66%	70%	73% C	65%	61%	69%	67%	69%

Table 30: Use of County Services

Have you or anyone in your household used the following services in the last two years? (Percent "yes").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Sheriff services	29%	33%	33%	28%	36% A	38% C	32% C	25%	33%	35%	30%	33%	30%	32%
Fire or rescue services	13%	18%	22% A	20%	18%	16%	19%	21% A	21%	20%	17%	20%	16%	19%
Bus or transit services	19%	27% A	22%	18%	26% A	15%	27% A C	18%	20%	20%	26% A B	20%	25%	22%
County parks, recreation programs, or recreation centers	75%	85% A	83% A	72%	89% A	81% C	87% A C	69%	77%	84% A	85% A	80%	84%	81%
Land use, planning and zoning, or code enforcement	9%	22% A	23% A	18%	20%	20%	19%	18%	16%	20%	20%	18%	20%	19%
Animal control	13%	19%	19% A	16%	18%	20% C	17%	14%	19%	17%	16%	18%	16%	17%
Health services	37%	40%	42%	40%	42%	33%	43% A	43% A	48% B C	36%	38%	39%	44%	40%
Public library services	62%	81% A	76% A	63%	82% A	67%	78% A C	67%	72%	71%	75%	73%	73%	73%
County-sponsored special events	40%	48%	49% A	41%	51% A	43%	51% A C	39%	42%	46%	50% A	49% B	40%	46%
Mental health, substance abuse, and developmental services	7%	4%	10% B	7%	10% A	10%	8%	7%	12% B C	8%	6%	8%	10%	8%



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Have you or anyone in your household used the following services in the last two years? (Percent "yes").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Family services (financial assistance, foster care, housing)	5%	9%	9% A	6%	10% A	11% B C	7%	7%	18% B C	5%	2%	6%	12% A	8%
Senior services	6%	13% A	13% A	15% B	6%	4%	6%	28% A B	18% B C	9%	7%	10%	12%	11%

Table 31: Importance of County Issues

Please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Growth/development	57%	52%	54%	54%	56%	51%	55%	58%	51%	55%	57% A	51%	62% A	55%
Schools	89% C	85%	82%	79%	91% A	88% C	87% C	78%	81%	84%	88% A	82%	91% A	85%
Crime/drug use	78%	81%	85% A	81%	83%	73%	85% A	87% A	82%	82%	84%	81%	86% A	82%
Youth activities/reduction of youth crime	69%	71%	75% A	73%	73%	63%	76% A	75% A	74%	71%	73%	68%	82% A	72%
Cost of living/cost of housing	76%	81%	76%	78%	76%	85% B C	73%	77%	85% C	83% C	68%	74%	83% A	77%
Employment opportunities	66%	72%	68%	66%	70%	61%	72% A	70% A	72%	67%	67%	65%	75% A	68%
Traffic	86%	92% A	93% A	90%	91%	85%	93% A	92% A	86%	92% A	94% A	90%	93%	91%
Road maintenance	80%	88% A	90% A	87%	86%	76%	89% A	92% A	84%	87%	87%	89% B	82%	87%

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Table 32: Willingness to Pay to Improve County Issues

Indicate whether or not you would be willing to incur a tax increase to improve each issue. (Percent "yes").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)
Growth/development	19%	20%	22%	20%	21%	19%	22%	19%	18%	24% A	21%	21%	20%	20%
Schools	62% B C	53%	54%	49%	64% A	71% B C	54% C	44%	49%	62% A	60% A	57%	57%	56%
Crime/drug use	49%	45%	49%	49%	48%	46%	50%	49%	39%	53% A	55% A	47%	54% A	49%
Youth activities/reduction of youth crime	44%	41%	46%	41%	48% A	48% C	45%	39%	38%	50% A	47% A	43%	50% A	44%
Cost of living/cost of housing	21%	24%	24%	27% B	21%	27% B	21%	23%	29% C	28% C	18%	24%	22%	23%
Employment opportunities	15%	22% A	19%	19%	19%	13%	22% A	18%	17%	21%	19%	17%	24% A	19%
Traffic	53%	61%	55%	56%	56%	54%	58%	54%	45%	58% A	63% A	60% B	46%	55%
Road maintenance	48%	57% A	54%	57% B	51%	53%	53%	55%	42%	62% A	58% A	58% B	44%	53%

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Table 33: Use of Alternative Transportation to Get to Work

In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work? (Percent "at least once in the last 12 months").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	(A)
Bus	14%	23% A C	13%	11%	19% A	11%	20% A C	8%	13%	12%	19% A B	11%	22% A	15%
Metrorail	26%	29%	26%	26%	26%	23%	30% A C	21%	21%	24%	32% A B	24%	30% A	26%
Train (such as MARC)	5%	5%	5%	4%	6%	1%	7% A C	4%	4%	4%	5%	3%	7% A	5%
Van pool	4%	6% C	2%	2%	4%	1%	5% A C	2%	4%	4%	3%	2%	7% A	3%
Carpool or "slugging"	16%	26% A C	14%	11%	23% A	22% C	19% C	8%	17%	16%	18%	14%	23% A	17%
Taxi/hired car/limo/Uber/Lyft	34%	36%	30%	29%	36% A	34% C	35% C	26%	28%	32%	37% A	28%	41% A	32%
Government/nonprofit transportation service (e.g., for elderly or disabled residents)	1%	4%	4% A	3%	3%	3%	3%	4%	5% B	1%	3% B	2%	5% A	3%

**THE NCS<sup>TM</sup>**  
**The National Citizen Survey<sup>TM</sup>**

# Loudoun County, VA

Comparisons by Geographic Subgroups

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Loudoun County’s Comparisons by Geographic Subgroups is part of a larger project for the County and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic subarea (rural or non-rural).

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic area. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Two geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Area	Number of Completed Surveys
Non-rural	1,270
Rural	513
Total	1,783

- In the pillars of Community Characteristics and Governance, where differences in opinion were noted, non-rural Loudoun County residents were more likely to award positive ratings than rural County residents. However, there were a few exceptions: for example, residents who lived in rural Loudoun County gave higher ratings to the County as a place to visit, vibrancy of the downtown/commercial areas and opportunities to attend cultural/arts/music activities than those who lived in non-rural areas.
- Rural residents tended to participate in various community activities at higher rates than non-rural residents. This was particularly true for aspects of Community Engagement such as volunteering, attending public meetings and voting. However, when it came to aspects of Mobility, non-rural residents were more likely to have walked or biked instead of driving or to have used public transportation instead of driving. Further, when asked a special interest question about commuting, non-rural residents were more likely to report using various modes of public transportation to get to work than their rural counterparts.
- Non-rural residents were more likely than rural residents to think that various community focus areas, such as the overall feeling of safety and the overall built environment in the County, were essential or very important.
- Non-rural residents gave higher quality ratings to mental health, substance abuse, and developmental services, family services and senior services than rural residents.
- Rural residents tended to rate various County issues such as schools, crime/drug use and cost of living/cost of housing as less important than non-rural residents and therefore, also tended to be less willing to incur a tax increase to improve these issues.

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Table 1: Community Characteristics - General

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
The overall quality of life in Loudoun County	87%	86%	87%
Overall image or reputation of Loudoun County	89% B	84%	88%
Loudoun County as a place to live	93% B	89%	92%
Your neighborhood as a place to live	88%	92%	89%
Loudoun County as a place to raise children	90%	91%	90%
Loudoun County as a place to retire	41%	37%	41%
Overall appearance of Loudoun County	87%	88%	87%

Table 2: Community Characteristics - Safety

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall feeling of safety in Loudoun County	90%	90%	90%
In your neighborhood during the day	95%	98%	96%
In Loudoun County's downtown/commercial areas during the day	94% B	90%	94%

Table 3: Community Characteristics - Mobility

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall ease of getting to the places you usually have to visit	56% B	40%	54%
Traffic flow on major streets	29% B	20%	28%
Ease of public parking	58% B	50%	57%
Ease of travel by car in Loudoun County	52% B	33%	49%
Ease of travel by public transportation in Loudoun County	19%	18%	19%
Ease of travel by bicycle in Loudoun County	36%	33%	36%
Ease of walking in Loudoun County	49% B	40%	47%
Availability of paths and walking trails	59% B	49%	58%

Table 4: Community Characteristics - Natural Environment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Quality of overall natural environment in Loudoun County	75%	79%	76%
Air quality	83%	84%	83%
Cleanliness of Loudoun County	87%	87%	87%

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Table 5: Community Characteristics - Built Environment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	57% B	44%	55%
Public places where people want to spend time	78%	78%	78%
Variety of housing options	54%	53%	54%
Availability of affordable quality housing	24%	19%	23%
Overall quality of new development in Loudoun County	64% B	45%	62%

Table 6: Community Characteristics - Economy

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall economic health of Loudoun County	85%	84%	85%
Loudoun County as a place to work	76%	75%	76%
Loudoun County as a place to visit	78%	88% A	79%
Employment opportunities	65%	71%	66%
Shopping opportunities	80%	82%	80%
Cost of living in Loudoun County	18%	15%	18%
Overall quality of business and service establishments in Loudoun County	78%	79%	78%
Vibrant downtown/commercial areas	65%	73% A	66%

Table 7: Community Characteristics - Recreation and Wellness

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Health and wellness opportunities in Loudoun County	79%	74%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	73%	75%
Recreational opportunities	75%	74%	75%
Availability of affordable quality food	73%	71%	73%
Availability of affordable quality health care	74% B	65%	73%
Availability of preventive health services	76%	71%	76%
Availability of affordable quality mental health care	51%	48%	50%

Table 8: Community Characteristics - Education and Enrichment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall opportunities for education and enrichment	81%	84%	81%
Availability of affordable quality child care/preschool	42%	40%	42%
K-12 education	87%	87%	87%
Adult educational opportunities	63%	66%	63%
Opportunities to attend cultural/arts/music activities	58%	67% A	59%
Opportunities to participate in religious or spiritual events and activities	82%	86%	82%



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Table 9: Community Characteristics - Community Engagement

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Opportunities to participate in social events and activities	72%	75%	72%
Opportunities to volunteer	79%	82%	79%
Opportunities to participate in community matters	69%	72%	70%
Openness and acceptance of the community toward people of diverse backgrounds	64%	65%	65%
Neighborliness of residents in Loudoun County	56%	66% A	57%

Table 10: Governance - General

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Loudoun County	82%	77%	81%
The value of services for the taxes paid to Loudoun County	57% B	45%	55%
The overall direction that Loudoun County is taking	54% B	31%	50%
The job Loudoun County government does at welcoming citizen involvement	55%	48%	54%
Overall confidence in Loudoun County government	58% B	43%	55%
Generally acting in the best interest of the community	57% B	43%	54%
Being honest	58% B	38%	55%
Treating all residents fairly	60% B	44%	57%
Overall customer service by Loudoun County employees (sheriff, receptionists, planners, etc.)	80%	77%	80%
The Federal Government	45% B	36%	44%

Table 11: Governance - Safety

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Sheriff services	87%	83%	86%
Fire services	97% B	91%	96%
Ambulance or emergency medical services	95% B	89%	94%
Crime prevention	81%	82%	81%
Fire prevention and education	87%	82%	86%
Animal control	77%	74%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	73%	78%

Table 12: Governance - Mobility

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Traffic enforcement	63%	60%	63%
Bus or transit services	47%	45%	47%

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Table 13: Governance - Natural Environment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Recycling	75% B	66%	73%
Preservation of natural areas such as open space, farmlands and greenbelts	48% B	38%	46%
Loudoun County open space	53% B	45%	51%

Table 14: Governance - Built Environment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Land use, planning and zoning	39% B	23%	36%
Code enforcement (weeds, abandoned buildings, etc.)	54%	52%	54%

Table 15: Governance - Economy

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Economic development	73% B	60%	71%

Table 16: Governance - Recreation and Wellness

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
County parks	87%	86%	87%
Recreation programs or classes	82%	83%	82%
Recreation centers or facilities	85%	82%	84%
Health services	81% B	74%	80%

Table 17: Governance - Education and Enrichment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Public library services	93% B	87%	92%
County-sponsored special events	73%	69%	72%

Table 18: Governance - Community Engagement

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., excellent/good)			
Public information services	82% B	71%	80%

Table 19: Participation General

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Sense of community	57%	65% A	58%

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	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Recommend living in Loudoun County to someone who asks	88% B	82%	88%
Remain in Loudoun County for the next five years	87%	83%	87%
Contacted Loudoun County (in-person, phone, email or web) for help or information	44%	54% A	46%

Table 20: Participation - Safety

	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Was NOT the victim of a crime	93%	92%	93%
Did NOT report a crime	83%	81%	82%
Stocked supplies in preparation for an emergency	49%	61% A	51%

Table 21: Participation - Mobility

	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Walked or biked instead of driving	44% B	31%	42%
Carpooled with other adults or children instead of driving alone	39%	40%	39%
Used bus, rail, subway or other public transportation instead of driving	25% B	18%	24%

Table 22: Participation - Natural Environment

	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Recycle at home	94%	95%	94%
Made efforts to make your home more energy efficient	74%	80% A	74%
Made efforts to conserve water	77%	79%	77%

Table 23: Participation - Built Environment

	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
NOT under housing cost stress	70%	68%	69%
Did NOT observe a code violation	57%	55%	56%

Table 24: Participation - Economy

	Geographic Area		Overall (A)
	Non-rural (A)	Rural (B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Purchase goods or services from a business located in Loudoun County	97%	99%	98%
Economy will have positive impact on income	36%	38%	36%
Work in Loudoun County	49%	65% A	52%

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Table 25: Participation - Recreation and Wellness

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Used Loudoun County recreation centers or their services	62%	65%	63%
Visited a neighborhood park or County park	84%	86%	85%
Eat at least 5 portions of fruits and vegetables a day	84%	92% A	85%
Participate in moderate or vigorous physical activity	87%	91%	88%
Reported being in "very good" or "excellent" health	69%	71%	70%

Table 26: Participation - Education and Enrichment

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Used Loudoun County public libraries or their services	74%	72%	73%
Participated in religious or spiritual activities in Loudoun County	51%	51%	51%
Attended a County-sponsored event	55%	61%	56%

Table 27: Participation - Community Engagement

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Campaigned or advocated for an issue, cause or candidate	26%	38% A	28%
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	27%	40% A	29%
Volunteered your time to some group/activity in Loudoun County	49%	57% A	51%
Participated in a club	31%	36%	32%
Talked to or visited with your immediate neighbors	90%	92%	91%
Done a favor for a neighbor	80%	88% A	81%
Attended a local public meeting	35%	43% A	36%
Watched (online or on television) a local public meeting	29%	30%	29%
Read or watch local news (via television, paper, computer, etc.)	88%	91%	88%
Vote in local elections	92%	97% A	92%

Table 28: Community Focus Areas

	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Percent rating positively (e.g., essential/very important)			
Overall feeling of safety in Loudoun County	93% B	85%	92%
Overall ease of getting to the places you usually have to visit	91%	90%	91%
Quality of overall natural environment in Loudoun County	86%	86%	86%
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	82% B	71%	80%
Health and wellness opportunities in Loudoun County	75% B	66%	74%
Overall opportunities for education and enrichment	82% B	72%	81%
Overall economic health of Loudoun County	91% B	83%	90%
Sense of community	76% B	69%	75%

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Table 29: Line Additions to Question 10

Please rate the quality of each of the following services in Loudoun County: (Percent rating as "excellent" or "good").	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Mental health, substance abuse, and developmental services	54% B	41%	52%
Family services (financial assistance, foster care, housing)	59% B	43%	57%
Senior services	71% B	56%	69%

Table 30: Use of County Services

Have you or anyone in your household used the following services in the last two years? (Percent "yes").	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Sheriff services	32%	33%	32%
Fire or rescue services	18%	20%	19%
Bus or transit services	23% B	16%	22%
County parks, recreation programs, or recreation centers	81%	80%	81%
Land use, planning and zoning, or code enforcement	15%	39% A	19%
Animal control	15%	27% A	17%
Health services	42% B	33%	40%
Public library services	73%	71%	73%
County-sponsored special events	46%	50%	46%
Mental health, substance abuse, and developmental services	8%	9%	8%
Family services (financial assistance, foster care, housing)	8%	6%	8%
Senior services	12%	9%	11%

Table 31: Importance of County Issues

Please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Growth/development	56%	50%	55%
Schools	86% B	76%	85%
Crime/drug use	84% B	72%	82%
Youth activities/reduction of youth crime	74% B	66%	72%
Cost of living/cost of housing	79% B	69%	77%
Employment opportunities	71% B	55%	68%
Traffic	91% B	87%	91%
Road maintenance	87%	85%	87%

Table 32: Willingness to Pay to Improve County Issues

Indicate whether or not you would be willing to incur a tax increase to improve each issue. (Percent "yes").	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Growth/development	21%	16%	20%
Schools	57%	49%	56%
Crime/drug use	50%	40%	49%
Youth activities/reduction of youth crime	45%	41%	44%
Cost of living/cost of housing	24%	18%	23%
Employment opportunities	20%	13%	19%
Traffic	55%	56%	55%
Road maintenance	54%	49%	53%

Table 33: Use of Public Transportation to Get to Work

In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work? (Percent "at least once in the last 12 months").	Geographic Area		Overall
	Non-rural	Rural	(A)
	(A)	(B)	
Bus	16%	10%	15%
Metrorail	29%	13%	26%
Train (such as MARC)	5%	5%	5%
Van pool	4%	1%	3%
Carpool or "slugging"	17%	14%	17%
Taxi/hired car/limo/Uber/Lyft	35%	19%	32%
Government/nonprofit transportation service (e.g., for elderly or disabled residents)	3%	1%	3%



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Loudoun County, VA

Trends over Time

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the County of Loudoun County to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Loudoun County represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

The 2016 survey for Loudoun County was conducted by telephone. A change in the method of survey data collection, by itself, will result in a change in results if the shift is from telephone administration to self-administration or vice versa. The change occurs even without change in resident perspectives and is attributed to the different environment that a survey respondent confronts when providing answers to a person on the telephone compared to offering private anonymous opinions. Questions by phone elicit more positive, optimistic, socially-desirable responses than do the same questions asked on a written self-administered questionnaire. A self-administered questionnaire brings out more candid responses. Additionally, the question wording and scales for a number of questions in 2016 were different from those used in 2018 and a number of questions in 2016 were asked only of users of a particular service, all of which can influence resident ratings.

Because of the overall shift in the methodology and related survey changes, NRC recommends that any change in ratings or reported behaviors be viewed with caution and that Loudoun County consider differences of more than 10% to be large enough to signal a genuine change in opinion from 2016. Differences that do not reach this threshold should not be considered changes worthy of further interpretation. In future years when a mailed survey is administered, comparisons will be more robust.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" (differences greater than 10 percentage points between the 2016 and 2018 surveys), otherwise the comparisons between 2016 and 2018 are noted as being "similar." Additionally, benchmark comparisons for 2018 are presented for reference.



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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2018 rating compared to 2016	Comparison to national benchmark
	2016	2018		
Overall quality of life	94%	87%	Similar	Similar
Overall image	NA	88%	NA	Higher
Place to live	NA	92%	NA	Similar
Neighborhood	NA	89%	NA	Similar
Place to raise children	NA	90%	NA	Similar
Place to retire	NA	41%	NA	Lower
Overall appearance	NA	87%	NA	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2018 rating compared to 2016	Comparison to national benchmark
		2016	2018		
Safety	Overall feeling of safety	NA	90%	NA	Similar
	Safe in neighborhood*	98%	96%	Similar	Similar
	Safe downtown/commercial areas	NA	94%	NA	Similar
Mobility	Overall ease of travel	NA	54%	NA	Lower
	Paths and walking trails	NA	58%	NA	Similar
	Ease of walking	NA	47%	NA	Lower
	Travel by bicycle	NA	36%	NA	Lower
	Travel by public transportation	NA	19%	NA	Lower
	Travel by car	NA	49%	NA	Lower
	Public parking	NA	57%	NA	Similar
	Traffic flow	NA	28%	NA	Lower
	Natural Environment	Overall natural environment	NA	76%	NA
Cleanliness		NA	87%	NA	Similar
Air quality		NA	83%	NA	Similar
Built Environment	Overall built environment	NA	55%	NA	Similar
	New development in Loudoun County	NA	62%	NA	Similar
	Affordable quality housing	NA	23%	NA	Lower
	Housing options	NA	54%	NA	Similar
	Public places	NA	78%	NA	Similar
Economy	Overall economic health	NA	85%	NA	Higher
	Vibrant downtown/commercial areas	NA	66%	NA	Similar
	Business and services	NA	78%	NA	Similar
	Cost of living	NA	18%	NA	Lower
	Shopping opportunities	NA	80%	NA	Higher
	Employment opportunities	NA	66%	NA	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2018 rating compared to 2016	Comparison to national benchmark
		2016	2018		
	Place to visit	NA	79%	NA	Higher
	Place to work	NA	76%	NA	Higher
Recreation and Wellness	Health and wellness	NA	78%	NA	Similar
	Mental health care	NA	50%	NA	Similar
	Preventive health services	NA	76%	NA	Similar
	Health care	NA	73%	NA	Similar
	Food	NA	73%	NA	Similar
	Recreational opportunities	NA	75%	NA	Similar
	Fitness opportunities	NA	75%	NA	Similar
	Education and enrichment opportunities	NA	81%	NA	Similar
Education and Enrichment	Religious or spiritual events and activities	NA	82%	NA	Similar
	Cultural/arts/music activities	NA	59%	NA	Similar
	Adult education	NA	63%	NA	Similar
	K-12 education*	92%	87%	Similar	Higher
	Child care/preschool	NA	42%	NA	Similar
	Social events and activities	NA	72%	NA	Similar
Community Engagement	Neighborliness	NA	57%	NA	Similar
	Openness and acceptance	NA	65%	NA	Similar
	Opportunities to participate in community matters	NA	70%	NA	Similar
	Opportunities to volunteer	NA	79%	NA	Similar

*\*In 2016, "Please rate how safe or unsafe you feel in your neighborhood during the day" was worded "How safe do you feel in your neighborhood" and the response options were very safe, safe, unsafe or very unsafe. In 2016, "K-12 education" was asked only of users of the service, was worded "How satisfied are you with... The Public Schools" and the response options were very satisfied, satisfied, dissatisfied, very dissatisfied or have no opinion of the service.*

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2018 rating compared to 2016	Comparison to national benchmark
	2016	2018		
Services provided by Loudoun County	NA	81%	NA	Similar
Customer service	NA	80%	NA	Similar
Value of services for taxes paid*	85%	55%	Lower	Similar
Overall direction	NA	50%	NA	Similar
Welcoming citizen involvement	NA	54%	NA	Similar
Confidence in County government	NA	55%	NA	Similar
Acting in the best interest of Loudoun County	NA	54%	NA	Similar
Being honest	NA	55%	NA	Similar
Treating all residents fairly	NA	57%	NA	Similar
Services provided by the Federal Government	NA	44%	NA	Similar

\*In 2016, "The value of services for the taxes paid to Loudoun County" was worded "The county provides good value for the tax dollar" and the response options were strongly agree, agree, somewhat agree, disagree or strongly disagree.

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2018 rating compared to 2016	Comparison to national benchmark
		2016	2018		
Safety	Sheriff*	89%	86%	Similar	Similar
	Fire	NA	96%	NA	Similar
	Ambulance/EMS	NA	94%	NA	Similar
	Crime prevention	NA	81%	NA	Similar
	Fire prevention	NA	86%	NA	Similar
	Animal control*	95%	76%	Lower	Similar
	Emergency preparedness	NA	78%	NA	Higher
Mobility	Traffic enforcement	NA	63%	NA	Similar
	Bus or transit services	NA	47%	NA	Similar
Natural Environment	Recycling	NA	73%	NA	Similar
	Natural areas preservation	NA	46%	NA	Lower
	Open space	NA	51%	NA	Similar
Built Environment	Land use, planning and zoning	NA	36%	NA	Similar
	Code enforcement	NA	54%	NA	Similar
Economy	Economic development	NA	71%	NA	Higher
Recreation and Wellness	County parks	NA	87%	NA	Similar
	Recreation programs	NA	82%	NA	Similar
	Recreation centers	NA	84%	NA	Similar
	Health services*	91%	80%	Lower	Similar
Education and Enrichment	Special events	NA	72%	NA	Similar
	Public libraries*	99%	92%	Similar	Similar

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		Percent rating positively (e.g., excellent/good)		2018 rating compared to 2016	Comparison to national benchmark
		2016	2018		
Community Engagement	Public information	NA	80%	NA	Similar

*\*In 2016, these questions were asked only of users of the service, the question wording was "How satisfied are you with..." and the response options were very satisfied, satisfied, dissatisfied, very dissatisfied or have no opinion of the service.*

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2016	Comparison to national benchmark	
	2016	2018		2016	2018
Sense of community	NA	58%	NA	NA	Similar
Recommend Loudoun County	NA	88%	NA	NA	Similar
Remain in Loudoun County	NA	87%	NA	NA	Similar
Contacted Loudoun County employees	NA	46%	NA	NA	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2016	Comparison to national benchmark
		2016	2018		
Safety	Stocked supplies for an emergency	NA	51%	NA	Higher
	Did NOT report a crime	NA	82%	NA	Similar
	Was NOT the victim of a crime	NA	93%	NA	Similar
Mobility	Used public transportation instead of driving	NA	24%	NA	Similar
	Carpooled instead of driving alone	NA	39%	NA	Similar
	Walked or biked instead of driving	NA	42%	NA	Lower
Natural Environment	Conserved water	NA	77%	NA	Similar
	Made home more energy efficient	NA	74%	NA	Similar
	Recycled at home	NA	94%	NA	Similar
Built Environment	Did NOT observe a code violation	NA	56%	NA	Similar
	NOT under housing cost stress	NA	69%	NA	Similar
Economy	Purchased goods or services in Loudoun County	NA	98%	NA	Similar
	Economy will have positive impact on income	NA	36%	NA	Similar
	Work in Loudoun County	NA	52%	NA	Similar
Recreation and Wellness	Used Loudoun County recreation centers	NA	63%	NA	Similar
	Visited a County park	NA	85%	NA	Similar
	Ate 5 portions of fruits and vegetables	NA	85%	NA	Similar
	Participated in moderate or vigorous physical activity	NA	88%	NA	Similar
	In very good to excellent health	NA	70%	NA	Similar
Education and Enrichment	Used Loudoun County public libraries	NA	73%	NA	Higher
	Participated in religious or spiritual activities	NA	51%	NA	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2018 rating compared to 2016	Comparison to national benchmark	
	2016	2018			
Community Engagement	Attended a County-sponsored event	NA	56%	NA	Similar
	Campaigned for an issue, cause or candidate	NA	28%	NA	Similar
	Contacted Loudoun County elected officials	NA	29%	NA	Higher
	Volunteered	NA	51%	NA	Higher
	Participated in a club	NA	32%	NA	Similar
	Talked to or visited with neighbors	NA	91%	NA	Similar
	Done a favor for a neighbor	NA	81%	NA	Similar
	Attended a local public meeting	NA	36%	NA	Higher
	Watched a local public meeting	NA	29%	NA	Similar
	Read or watched local news	NA	88%	NA	Similar
Voted in local elections	NA	92%	NA	Similar	

Table 7: Line Item Additions to Question 10

Please rate the quality of each of the following services in Loudoun County:	Percent rating as "excellent" or "good"		2018 rating compared to 2016
	2016*	2018	
Mental health, substance abuse, and developmental services	88%	58%	Lower
Family services (financial assistance, foster care, housing)	81%	88%	Similar
Senior services	87%	87%	Similar

*\*In 2016, the question wording was "How satisfied are you with..." and the response options were very satisfied, satisfied, dissatisfied, very dissatisfied or have no opinion of the service. For County Family Services, the wording in 2016 was "County Family Services (affordable housing, counseling, financial assistance)".*

Table 8: Question 14

Have you or anyone in your household used the following services in the last two years?	Percent "yes"		2018 rating compared to 2016
	2016*	2018	
Sheriff services	24%	32%	Similar
Fire or rescue services	18%	19%	Similar
Bus or transit services	19%	22%	Similar
Land use, planning and zoning, or code enforcement	13%	19%	Similar
Animal control	16%	17%	Similar
Health services	13%	40%	Higher
Public library services	77%	73%	Similar
Mental health, substance abuse, and developmental services	4%	8%	Similar
Family services (financial assistance, foster care, housing)	6%	8%	Similar
Senior services	7%	11%	Similar

*\*In 2016 the question wording for each item was as follows: the Sheriff's Office; County Fire and Rescue services; County Transit Services; County Building and Development services; County Animal Services; County Health Services; The Public Libraries; County Mental Health, Substance Abuse Services, and Developmental Services; County Family Services (affordable housing, counseling, financial assistance); and County Senior Services.*

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Table 9: Question 15

Indicate whether or not you would be willing to incur a tax increase to improve each issue.	Percent "yes"		2018 rating compared to 2016
	2016	2018	
Schools	51%	56%	Similar
Growth/development	11%	20%	Similar

*\*In 2016 the question wording was "Would you be willing or not to pay higher taxes to provide more funding for..." and was asked only of users of the service who provided a rating of dissatisfied or very dissatisfied.*

Table 10: Question 17

If you use Metrorail to get to places other than work – for what reasons? (Mark all that apply.)	Percent of respondents		2018 rating compared to 2016
	2016*	2018	
Shopping	16%	20%	Similar
Sporting events	20%	57%	Higher
Recreational/entertainment locations and events	72%	86%	Higher

*Total may exceed 100% as respondents could select more than one option.*

*\*In 2016, respondents were first asked if they used public transportation (yes/no). If yes, they were asked what kinds of public transportation they used and were permitted to list all that applied. Those who said "Metrorail" were asked "When you use Metrorail, where do you usually go?" with response options of to work, shopping, sporting events, recreation/entertainment locations and events or other (specify). As such, in 2016 the percentage is of the people who used the Metrorail for these activities or for work, whereas in 2018 the percentage is of the people who used the Metrorail for these activities.*

Table 11: Question 19

Are you or another household member (please mark all that apply):	Percent of respondents		2018 rating compared to 2016
	2016*	2018	
A federal employee	23%	23%	Similar
A federal contractor	13%	31%	Higher
Self-employed	14%	29%	Higher
Working in a home-based business	6%	15%	Similar
A teleworker (work from home at least some days instead of traveling to/from the workplace)	25%	46%	Higher

*Total may exceed 100% as respondents could select more than one option.*

*\*In 2016, a series of questions were asked to garner these responses instead of a single question as in 2018. In 2016, respondents were asked whether they were a federal employee and then asked if any other member of their household was a federal employee. Then respondents were asked how many members of their household were: federal contractors, self-employed, work in a business based in the home or telecommute.*



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Loudoun County, VA

Technical Appendices

2018



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# Appendix A: Complete Survey Responses

## Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Loudoun County:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Loudoun County as a place to live	45%	N=792	47%	N=837	7%	N=127	1%	N=14	100%	N=1770
Your neighborhood as a place to live	47%	N=791	42%	N=714	9%	N=152	2%	N=41	100%	N=1699
Loudoun County as a place to raise children	49%	N=756	41%	N=629	9%	N=132	1%	N=14	100%	N=1531
Loudoun County as a place to work	32%	N=440	44%	N=591	19%	N=252	6%	N=75	100%	N=1359
Loudoun County as a place to visit	37%	N=603	42%	N=697	17%	N=283	4%	N=60	100%	N=1642
Loudoun County as a place to retire	16%	N=234	24%	N=354	26%	N=377	33%	N=482	100%	N=1446
The overall quality of life in Loudoun County	31%	N=527	56%	N=943	12%	N=199	1%	N=18	100%	N=1688

Table 2: Question 2

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Loudoun County	37%	N=649	53%	N=913	9%	N=157	1%	N=19	100%	N=1738
Overall ease of getting to the places you usually have to visit	17%	N=284	37%	N=623	31%	N=515	16%	N=265	100%	N=1687
Quality of overall natural environment in Loudoun County	28%	N=465	48%	N=800	20%	N=336	4%	N=73	100%	N=1674
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	13%	N=212	42%	N=703	33%	N=548	12%	N=207	100%	N=1670
Health and wellness opportunities in Loudoun County	27%	N=437	51%	N=828	18%	N=295	4%	N=62	100%	N=1623
Overall opportunities for education and enrichment	33%	N=521	49%	N=777	16%	N=257	3%	N=43	100%	N=1599
Overall economic health of Loudoun County	37%	N=608	48%	N=782	13%	N=215	2%	N=33	100%	N=1639
Sense of community	16%	N=256	43%	N=704	31%	N=518	10%	N=169	100%	N=1646
Overall image or reputation of Loudoun County	35%	N=578	53%	N=876	11%	N=182	1%	N=19	100%	N=1655

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Loudoun County to someone who asks	50%	N=853	37%	N=638	9%	N=149	4%	N=64	100%	N=1704
Remain in Loudoun County for the next five years	59%	N=973	27%	N=451	7%	N=118	6%	N=99	100%	N=1641

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	76%	N=1263	20%	N=331	3%	N=47	1%	N=17	0%	N=6	100%	N=1664
In Loudoun County's downtown/commercial areas during the day	64%	N=1019	30%	N=477	5%	N=78	1%	N=22	0%	N=3	100%	N=1599

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	3%	N=57	24%	N=407	39%	N=655	33%	N=561	100%	N=1681
Ease of public parking	14%	N=218	43%	N=696	32%	N=508	12%	N=186	100%	N=1607
Ease of travel by car in Loudoun County	11%	N=188	38%	N=617	33%	N=541	18%	N=291	100%	N=1637
Ease of travel by public transportation in Loudoun County	4%	N=37	16%	N=159	29%	N=296	52%	N=531	100%	N=1022
Ease of travel by bicycle in Loudoun County	9%	N=98	26%	N=272	34%	N=357	30%	N=316	100%	N=1044
Ease of walking in Loudoun County	12%	N=179	35%	N=533	33%	N=505	19%	N=291	100%	N=1509
Availability of paths and walking trails	18%	N=277	40%	N=608	31%	N=469	12%	N=182	100%	N=1537
Air quality	27%	N=423	56%	N=893	15%	N=233	2%	N=34	100%	N=1583
Cleanliness of Loudoun County	30%	N=498	57%	N=930	12%	N=194	1%	N=20	100%	N=1641
Overall appearance of Loudoun County	34%	N=557	53%	N=875	12%	N=194	1%	N=12	100%	N=1638
Public places where people want to spend time	24%	N=391	54%	N=862	18%	N=295	3%	N=51	100%	N=1599
Variety of housing options	15%	N=240	38%	N=602	27%	N=431	19%	N=299	100%	N=1572
Availability of affordable quality housing	7%	N=98	16%	N=240	33%	N=483	44%	N=655	100%	N=1477
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=450	46%	N=737	22%	N=353	3%	N=50	100%	N=1589
Recreational opportunities	26%	N=408	49%	N=773	21%	N=331	4%	N=70	100%	N=1582
Availability of affordable quality food	25%	N=406	48%	N=771	22%	N=354	6%	N=92	100%	N=1622
Availability of affordable quality health care	23%	N=356	50%	N=777	19%	N=300	8%	N=122	100%	N=1555
Availability of preventive health services	27%	N=392	49%	N=720	19%	N=281	5%	N=78	100%	N=1472
Availability of affordable quality mental health care	18%	N=162	32%	N=289	31%	N=281	18%	N=164	100%	N=897

Table 6: Question 6

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	12%	N=113	30%	N=283	33%	N=310	25%	N=240	100%	N=947
K-12 education	41%	N=505	46%	N=575	11%	N=134	2%	N=30	100%	N=1244
Adult educational opportunities	17%	N=175	46%	N=486	30%	N=311	7%	N=75	100%	N=1048
Opportunities to attend cultural/arts/music activities	17%	N=239	42%	N=606	31%	N=439	10%	N=147	100%	N=1431
Opportunities to participate in religious or spiritual events and activities	31%	N=381	52%	N=644	15%	N=186	3%	N=35	100%	N=1246
Employment opportunities	21%	N=293	45%	N=615	26%	N=356	8%	N=107	100%	N=1371
Shopping opportunities	34%	N=546	46%	N=744	16%	N=254	4%	N=64	100%	N=1608
Cost of living in Loudoun County	3%	N=47	15%	N=239	42%	N=671	41%	N=655	100%	N=1613
Overall quality of business and service establishments in Loudoun County	19%	N=304	58%	N=917	20%	N=309	3%	N=41	100%	N=1570
Vibrant downtown/commercial areas	16%	N=252	50%	N=772	26%	N=401	8%	N=124	100%	N=1549
Overall quality of new development in Loudoun County	16%	N=249	45%	N=692	26%	N=396	12%	N=191	100%	N=1528
Opportunities to participate in social events and activities	18%	N=272	54%	N=822	23%	N=350	5%	N=74	100%	N=1518
Opportunities to volunteer	26%	N=336	53%	N=686	17%	N=225	3%	N=45	100%	N=1292
Opportunities to participate in community matters	20%	N=271	50%	N=669	25%	N=339	5%	N=66	100%	N=1345
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=336	42%	N=621	25%	N=368	11%	N=158	100%	N=1484
Neighborliness of residents in Loudoun County	15%	N=240	42%	N=666	32%	N=509	10%	N=161	100%	N=1576

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=373	77%	N=1254	100%	N=1627
Made efforts to make your home more energy efficient	26%	N=414	74%	N=1209	100%	N=1624
Observed a code violation or other hazard in Loudoun County (weeds, abandoned buildings, etc.)	56%	N=908	44%	N=706	100%	N=1614
Household member was a victim of a crime in Loudoun County	93%	N=1506	7%	N=115	100%	N=1621
Reported a crime to the police in Loudoun County	82%	N=1333	18%	N=285	100%	N=1618
Stocked supplies in preparation for an emergency	49%	N=799	51%	N=821	100%	N=1620
Campaigned or advocated for an issue, cause or candidate	72%	N=1163	28%	N=455	100%	N=1618
Contacted Loudoun County (in-person, phone, email or web) for help or information	54%	N=877	46%	N=745	100%	N=1622
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	71%	N=1150	29%	N=471	100%	N=1621

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Loudoun County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Loudoun County recreation centers or their services	14%	N=218	14%	N=218	35%	N=558	37%	N=594	100%	N=1588
Visited a neighborhood park or County park	13%	N=202	29%	N=460	43%	N=675	15%	N=245	100%	N=1583
Used Loudoun County public libraries or their services	10%	N=162	29%	N=463	34%	N=535	27%	N=422	100%	N=1581
Participated in religious or spiritual activities in Loudoun County	14%	N=223	20%	N=317	17%	N=263	49%	N=778	100%	N=1582
Attended a County-sponsored event	2%	N=26	7%	N=107	47%	N=746	44%	N=699	100%	N=1578
Used bus, rail, subway or other public transportation instead of driving	5%	N=71	4%	N=61	15%	N=243	76%	N=1208	100%	N=1584
Carpooled with other adults or children instead of driving alone	12%	N=184	10%	N=161	18%	N=277	61%	N=959	100%	N=1581
Walked or biked instead of driving	8%	N=125	11%	N=172	23%	N=368	58%	N=909	100%	N=1574
Volunteered your time to some group/activity in Loudoun County	11%	N=177	14%	N=229	25%	N=397	49%	N=784	100%	N=1586
Participated in a club	6%	N=89	13%	N=199	13%	N=208	68%	N=1076	100%	N=1572
Talked to or visited with your immediate neighbors	37%	N=581	30%	N=474	24%	N=379	9%	N=150	100%	N=1584
Done a favor for a neighbor	17%	N=265	28%	N=438	37%	N=585	19%	N=297	100%	N=1585

Table 9: Question 9

Thinking about local public meetings (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=11	6%	N=94	29%	N=462	64%	N=1003	100%	N=1570
Watched (online or on television) a local public meeting	1%	N=13	6%	N=95	22%	N=342	71%	N=1113	100%	N=1563

Table 10: Question 10

Please rate the quality of each of the following services in Loudoun County:	Excellent		Good		Fair		Poor		Total	
Sheriff services	39%	N=484	48%	N=600	11%	N=140	2%	N=31	100%	N=1256
Fire services	60%	N=700	35%	N=410	4%	N=44	0%	N=3	100%	N=1157
Ambulance or emergency medical services	58%	N=618	36%	N=383	5%	N=58	0%	N=4	100%	N=1063
Crime prevention	30%	N=338	52%	N=589	15%	N=177	3%	N=40	100%	N=1144
Fire prevention and education	37%	N=364	49%	N=476	13%	N=124	1%	N=14	100%	N=977
Traffic enforcement	16%	N=218	47%	N=629	26%	N=354	11%	N=145	100%	N=1346

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Please rate the quality of each of the following services in Loudoun County:	Excellent		Good		Fair		Poor		Total	
Bus or transit services	15%	N=113	32%	N=234	27%	N=202	26%	N=192	100%	N=741
Recycling	26%	N=363	47%	N=654	19%	N=265	8%	N=104	100%	N=1387
County parks	32%	N=435	55%	N=740	12%	N=166	1%	N=15	100%	N=1356
Recreation programs or classes	26%	N=266	56%	N=577	14%	N=148	3%	N=34	100%	N=1026
Recreation centers or facilities	31%	N=362	54%	N=628	13%	N=150	3%	N=34	100%	N=1174
Land use, planning and zoning	9%	N=102	27%	N=321	36%	N=420	28%	N=325	100%	N=1168
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=125	41%	N=422	31%	N=321	15%	N=154	100%	N=1021
Animal control	24%	N=233	52%	N=500	17%	N=167	6%	N=62	100%	N=962
Economic development	22%	N=273	49%	N=602	22%	N=272	7%	N=92	100%	N=1239
Health services	24%	N=296	56%	N=681	17%	N=203	3%	N=40	100%	N=1220
Public library services	54%	N=692	38%	N=482	8%	N=96	0%	N=6	100%	N=1276
Public information services	26%	N=289	54%	N=593	17%	N=182	3%	N=32	100%	N=1096
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	N=258	49%	N=447	18%	N=160	5%	N=42	100%	N=907
Preservation of natural areas such as open space, farmlands and greenbelts	15%	N=194	31%	N=390	26%	N=335	28%	N=353	100%	N=1273
Loudoun County open space	15%	N=195	36%	N=466	28%	N=367	20%	N=263	100%	N=1291
County-sponsored special events	15%	N=146	57%	N=552	22%	N=216	6%	N=55	100%	N=969
Overall customer service by Loudoun County employees (sheriff, receptionists, planners, etc.)	28%	N=327	52%	N=599	18%	N=209	2%	N=27	100%	N=1161
Mental health, substance abuse, and developmental services	16%	N=90	36%	N=205	31%	N=174	18%	N=100	100%	N=569
Family services (financial assistance, foster care, housing)	19%	N=89	38%	N=175	29%	N=137	14%	N=64	100%	N=465
Senior services	24%	N=117	45%	N=221	20%	N=100	11%	N=54	100%	N=492

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
Loudoun County	21%	N=302	60%	N=854	18%	N=252	1%	N=19	100%	N=1427
The Federal Government	8%	N=98	36%	N=465	39%	N=506	17%	N=224	100%	N=1293

Table 12: Question 12

Please rate the following categories of Loudoun County government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Loudoun County	12%	N=166	43%	N=619	32%	N=459	13%	N=185	100%	N=1429
The overall direction that Loudoun County is taking	11%	N=159	39%	N=555	33%	N=475	17%	N=236	100%	N=1425
The job Loudoun County government does at welcoming citizen involvement	13%	N=147	41%	N=475	34%	N=396	12%	N=135	100%	N=1153
Overall confidence in Loudoun County government	11%	N=149	45%	N=630	32%	N=454	12%	N=175	100%	N=1408
Generally acting in the best interest of the community	11%	N=156	43%	N=596	30%	N=418	15%	N=213	100%	N=1383
Being honest	13%	N=157	42%	N=520	32%	N=400	13%	N=155	100%	N=1231
Treating all residents fairly	15%	N=178	42%	N=514	29%	N=354	14%	N=168	100%	N=1214

Table 13: Question 13

Please rate how important, if at all, you think it is for the Loudoun County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Loudoun County	56%	N=832	36%	N=527	7%	N=97	2%	N=27	100%	N=1483
Overall ease of getting to the places you usually have to visit	48%	N=714	43%	N=634	9%	N=128	1%	N=8	100%	N=1483
Quality of overall natural environment in Loudoun County	49%	N=725	37%	N=550	13%	N=187	1%	N=16	100%	N=1478

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Please rate how important, if at all, you think it is for the Loudoun County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	36%	N=535	44%	N=650	18%	N=261	2%	N=34	100%	N=1480
Health and wellness opportunities in Loudoun County	34%	N=505	40%	N=586	23%	N=348	3%	N=43	100%	N=1482
Overall opportunities for education and enrichment	41%	N=605	40%	N=585	17%	N=245	3%	N=42	100%	N=1477
Overall economic health of Loudoun County	45%	N=660	45%	N=671	9%	N=127	2%	N=23	100%	N=1481
Sense of community	32%	N=480	42%	N=626	23%	N=337	3%	N=37	100%	N=1480

Table 14: Question 14

Have you or anyone in your household used the following services in the last two years?	Yes		No		Total	
Sheriff services	32%	N=470	68%	N=1012	100%	N=1482
Fire or rescue services	19%	N=277	81%	N=1205	100%	N=1482
Bus or transit services	22%	N=328	78%	N=1154	100%	N=1482
County parks, recreation programs, or recreation centers	81%	N=1199	19%	N=280	100%	N=1479
Land use, planning and zoning, or code enforcement	19%	N=275	81%	N=1206	100%	N=1481
Animal control	17%	N=252	83%	N=1231	100%	N=1483
Health services	40%	N=598	60%	N=881	100%	N=1480
Public library services	73%	N=1080	27%	N=401	100%	N=1481
County-sponsored special events	46%	N=685	54%	N=794	100%	N=1479
Mental health, substance abuse, and developmental services	8%	N=123	92%	N=1358	100%	N=1482
Family services (financial assistance, foster care, housing)	8%	N=118	92%	N=1363	100%	N=1482
Senior services	11%	N=167	89%	N=1314	100%	N=1481

Table 15: Question 15 - Importance

Please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Growth/development	25%	N=362	30%	N=429	32%	N=467	13%	N=186	100%	N=1445
Schools	51%	N=738	34%	N=490	13%	N=183	3%	N=39	100%	N=1450
Crime/drug use	38%	N=554	44%	N=642	16%	N=227	2%	N=29	100%	N=1453
Youth activities/reduction of youth crime	30%	N=437	42%	N=610	24%	N=349	4%	N=51	100%	N=1448
Cost of living/cost of housing	41%	N=594	36%	N=523	18%	N=268	5%	N=65	100%	N=1450
Employment opportunities	27%	N=391	41%	N=594	27%	N=388	5%	N=69	100%	N=1441
Traffic	58%	N=841	33%	N=481	8%	N=113	1%	N=22	100%	N=1458
Road maintenance	50%	N=719	37%	N=538	13%	N=182	1%	N=13	100%	N=1451

Table 16: Question 15 - Willingness to Pay

Indicate whether or not you would be willing to incur a tax increase to improve each issue.	Yes		No		Total	
Growth/development	20%	N=277	80%	N=1073	100%	N=1350
Schools	56%	N=759	44%	N=602	100%	N=1361
Crime/drug use	49%	N=658	51%	N=697	100%	N=1356
Youth activities/reduction of youth crime	44%	N=599	56%	N=761	100%	N=1360
Cost of living/cost of housing	23%	N=316	77%	N=1037	100%	N=1353
Employment opportunities	19%	N=252	81%	N=1096	100%	N=1347

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Indicate whether or not you would be willing to incur a tax increase to improve each issue.	Yes		No		Total	
Traffic	55%	N=757	45%	N=608	100%	N=1365
Road maintenance	53%	N=721	47%	N=641	100%	N=1362

Table 17: Question 16

In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Bus	5%	N=68	3%	N=47	7%	N=102	85%	N=1246	100%	N=1464
Metrorail	4%	N=59	4%	N=59	18%	N=265	74%	N=1080	100%	N=1464
Train (such as MARC)	1%	N=11	1%	N=9	3%	N=49	95%	N=1389	100%	N=1457
Van pool	1%	N=19	0%	N=5	2%	N=25	97%	N=1401	100%	N=1451
Carpool or "slugging"	5%	N=76	3%	N=42	9%	N=126	83%	N=1217	100%	N=1460
Taxi/hired car/limo/Uber/Lyft	2%	N=27	8%	N=113	23%	N=332	68%	N=987	100%	N=1459
Government/nonprofit transportation service (e.g., for elderly or disabled residents)	1%	N=13	1%	N=9	1%	N=20	97%	N=1413	100%	N=1455

Table 18: Question 17

If you use Metrorail to get to places other than work – for what reasons? (Mark all that apply.)	Percent	Number
Shopping	20%	N=143
Sporting events	57%	N=413
Recreational/entertainment locations and events	86%	N=629

Total may exceed 100% as respondents could select more than one option.

Table 19: Question 18

Please indicate if you feel there is too little, too much, or about the right amount of each of the following housing types in Loudoun County to meet the community's needs in the coming years:	Far too little		Somewhat too little		About right		Somewhat too much		Far too much		Total	
Single-family detached homes	10%	N=126	17%	N=229	49%	N=652	12%	N=162	11%	N=149	100%	N=1318
Townhouses	3%	N=44	8%	N=102	36%	N=476	25%	N=335	28%	N=377	100%	N=1334
Multi-family housing (apartments/condominiums)	8%	N=102	19%	N=250	36%	N=459	16%	N=210	20%	N=262	100%	N=1284
Housing options for seniors	26%	N=254	32%	N=310	34%	N=324	3%	N=30	5%	N=44	100%	N=962
Housing options for young residents	39%	N=418	32%	N=349	23%	N=249	2%	N=21	4%	N=38	100%	N=1074

Table 20: Question 19

Are you or another household member (please mark all that apply):	Percent	Number
A federal employee	23%	N=189
A federal contractor	31%	N=257
Self-employed	29%	N=238
Working in a home-based business	15%	N=127
A teleworker (work from home at least some days instead of traveling to/from the workplace)	46%	N=382

Total may exceed 100% as respondents could select more than one option.

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Table 21: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=52	2%	N=34	8%	N=114	18%	N=256	69%	N=1001	100%	N=1457
Purchase goods or services from a business located in Loudoun County	1%	N=13	2%	N=22	17%	N=242	51%	N=740	30%	N=436	100%	N=1453
Eat at least 5 portions of fruits and vegetables a day	4%	N=51	12%	N=167	35%	N=511	34%	N=490	16%	N=232	100%	N=1451
Participate in moderate or vigorous physical activity	3%	N=40	9%	N=137	37%	N=537	31%	N=447	20%	N=286	100%	N=1447
Read or watch local news (via television, paper, computer, etc.)	3%	N=38	9%	N=129	18%	N=261	34%	N=499	36%	N=529	100%	N=1457
Vote in local elections	5%	N=77	2%	N=32	7%	N=104	16%	N=228	70%	N=1015	100%	N=1456

Table 22: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=330
Very good	47%	N=686
Good	25%	N=370
Fair	4%	N=57
Poor	1%	N=17
Total	100%	N=1459

Table 23: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=173
Somewhat positive	24%	N=349
Neutral	46%	N=669
Somewhat negative	15%	N=222
Very negative	2%	N=27
Total	100%	N=1440

Table 24: Question D4

What is your employment status?	Percent	Number
Working full time for pay	75%	N=1086
Working part time for pay	8%	N=115
Unemployed, looking for paid work	2%	N=36
Unemployed, not looking for paid work	3%	N=42
Fully retired	12%	N=171
Total	100%	N=1449

Table 25: Question D5

Do you work inside the boundaries of Loudoun County?	Percent	Number
Yes, outside the home	39%	N=532
Yes, from home	13%	N=176
No	48%	N=665
Total	100%	N=1374

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Table 26: Question D6

How many years have you lived in Loudoun County?	Percent	Number
Less than 2 years	10%	N=147
2 to 5 years	19%	N=278
6 to 10 years	18%	N=262
11 to 20 years	29%	N=425
More than 20 years	24%	N=350
Total	100%	N=1462

Table 27: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	53%	N=742
Building with two or more homes (duplex, townhome, apartment or condominium)	45%	N=622
Mobile home	0%	N=3
Other	2%	N=25
Total	100%	N=1391

Table 28: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	21%	N=288
Owned	79%	N=1092
Total	100%	N=1379

Table 29: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=45
\$300 to \$599 per month	3%	N=42
\$600 to \$999 per month	4%	N=52
\$1,000 to \$1,499 per month	10%	N=136
\$1,500 to \$2,499 per month	38%	N=544
\$2,500 or more per month	43%	N=613
Total	100%	N=1433

Table 30: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	51%	N=723
Yes	49%	N=694
Total	100%	N=1417



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Table 31: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=1108
Yes	22%	N=307
Total	100%	N=1415

Table 32: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=43
\$25,000 to \$49,999	6%	N=91
\$50,000 to \$99,999	23%	N=321
\$100,000 to \$149,999	24%	N=341
\$150,000 or more	43%	N=605
Total	100%	N=1401

Table 33: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=1293
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=139
Total	100%	N=1433

Table 34: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=22
Asian, Asian Indian or Pacific Islander	13%	N=187
Black or African American	6%	N=91
White	77%	N=1088
Other	8%	N=119

Total may exceed 100% as respondents could select more than one option.

Table 35: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=47
25 to 34 years	22%	N=315
35 to 44 years	23%	N=338
45 to 54 years	27%	N=394
55 to 64 years	11%	N=157
65 to 74 years	9%	N=132
75 years or older	5%	N=67
Total	100%	N=1449

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Table 36: Question D16

What is your sex?	Percent	Number
Female	51%	N=647
Male	49%	N=624
Total	100%	N=1271

Table 37: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=934
Land line	8%	N=108
Both	19%	N=238
Total	100%	N=1280

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 38: Question 1

Please rate each of the following aspects of quality of life in Loudoun County:	Excellent		Good		Fair		Poor		Don't know		Total	
Loudoun County as a place to live	45%	N=792	47%	N=837	7%	N=127	1%	N=14	0%	N=2	100%	N=1772
Your neighborhood as a place to live	46%	N=791	42%	N=714	9%	N=152	2%	N=41	0%	N=2	100%	N=1701
Loudoun County as a place to raise children	45%	N=756	37%	N=629	8%	N=132	1%	N=14	9%	N=158	100%	N=1689
Loudoun County as a place to work	26%	N=440	35%	N=591	15%	N=252	4%	N=75	20%	N=331	100%	N=1691
Loudoun County as a place to visit	36%	N=603	41%	N=697	17%	N=283	4%	N=60	3%	N=47	100%	N=1690
Loudoun County as a place to retire	14%	N=234	21%	N=354	22%	N=377	29%	N=482	14%	N=241	100%	N=1687
The overall quality of life in Loudoun County	31%	N=527	56%	N=943	12%	N=199	1%	N=18	0%	N=3	100%	N=1691

Table 39: Question 2

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Loudoun County	37%	N=649	52%	N=913	9%	N=157	1%	N=19	0%	N=4	100%	N=1742
Overall ease of getting to the places you usually have to visit	17%	N=284	37%	N=623	30%	N=515	16%	N=265	0%	N=5	100%	N=1691
Quality of overall natural environment in Loudoun County	28%	N=465	48%	N=800	20%	N=336	4%	N=73	0%	N=2	100%	N=1676
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	13%	N=212	42%	N=703	33%	N=548	12%	N=207	1%	N=11	100%	N=1681
Health and wellness opportunities in Loudoun County	26%	N=437	49%	N=828	18%	N=295	4%	N=62	3%	N=55	100%	N=1678
Overall opportunities for education and enrichment	31%	N=521	46%	N=777	15%	N=257	3%	N=43	5%	N=80	100%	N=1679
Overall economic health of Loudoun County	36%	N=608	47%	N=782	13%	N=215	2%	N=33	2%	N=37	100%	N=1675
Sense of community	15%	N=256	42%	N=704	31%	N=518	10%	N=169	1%	N=20	100%	N=1666
Overall image or reputation of Loudoun County	34%	N=578	52%	N=876	11%	N=182	1%	N=19	1%	N=21	100%	N=1676

Table 40: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Loudoun County to someone who asks	50%	N=853	37%	N=638	9%	N=149	4%	N=64	1%	N=17	100%	N=1721
Remain in Loudoun County for the next five years	58%	N=973	27%	N=451	7%	N=118	6%	N=99	2%	N=36	100%	N=1677

Table 41: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	76%	N=1263	20%	N=331	3%	N=47	1%	N=17	0%	N=6	0%	N=3	100%	N=1667
In Loudoun County's downtown/commercial areas during the day	61%	N=1019	29%	N=477	5%	N=78	1%	N=22	0%	N=3	4%	N=70	100%	N=1669

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Table 42: Question 5

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	3%	N=57	24%	N=407	39%	N=655	33%	N=561	0%	N=5	100%	N=1686
Ease of public parking	13%	N=218	42%	N=696	31%	N=508	11%	N=186	3%	N=44	100%	N=1651
Ease of travel by car in Loudoun County	11%	N=188	37%	N=617	33%	N=541	18%	N=291	1%	N=9	100%	N=1645
Ease of travel by public transportation in Loudoun County	2%	N=37	10%	N=159	18%	N=296	32%	N=531	38%	N=618	100%	N=1641
Ease of travel by bicycle in Loudoun County	6%	N=98	17%	N=272	22%	N=357	19%	N=316	36%	N=597	100%	N=1641
Ease of walking in Loudoun County	11%	N=179	32%	N=533	31%	N=505	18%	N=291	8%	N=134	100%	N=1643
Availability of paths and walking trails	17%	N=277	37%	N=608	29%	N=469	11%	N=182	6%	N=105	100%	N=1642
Air quality	26%	N=423	54%	N=893	14%	N=233	2%	N=34	4%	N=61	100%	N=1643
Cleanliness of Loudoun County	30%	N=498	56%	N=930	12%	N=194	1%	N=20	0%	N=5	100%	N=1646
Overall appearance of Loudoun County	34%	N=557	53%	N=875	12%	N=194	1%	N=12	0%	N=4	100%	N=1642
Public places where people want to spend time	24%	N=391	53%	N=862	18%	N=295	3%	N=51	3%	N=42	100%	N=1641
Variety of housing options	15%	N=240	37%	N=602	26%	N=431	18%	N=299	4%	N=68	100%	N=1640
Availability of affordable quality housing	6%	N=98	15%	N=240	29%	N=483	40%	N=655	10%	N=162	100%	N=1639
Fitness opportunities (including exercise classes and paths or trails, etc.)	27%	N=450	45%	N=737	22%	N=353	3%	N=50	3%	N=53	100%	N=1642
Recreational opportunities	25%	N=408	47%	N=773	20%	N=331	4%	N=70	3%	N=56	100%	N=1638
Availability of affordable quality food	25%	N=406	47%	N=771	22%	N=354	6%	N=92	1%	N=21	100%	N=1643
Availability of affordable quality health care	22%	N=356	47%	N=777	18%	N=300	7%	N=122	5%	N=89	100%	N=1644
Availability of preventive health services	24%	N=392	44%	N=720	17%	N=281	5%	N=78	10%	N=169	100%	N=1641
Availability of affordable quality mental health care	10%	N=162	18%	N=289	17%	N=281	10%	N=164	45%	N=746	100%	N=1643

Table 43: Question 6

Please rate each of the following characteristics as they relate to Loudoun County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	7%	N=113	17%	N=283	19%	N=310	15%	N=240	42%	N=694	100%	N=1641
K-12 education	31%	N=505	35%	N=575	8%	N=134	2%	N=30	23%	N=378	100%	N=1622
Adult educational opportunities	11%	N=175	30%	N=486	19%	N=311	5%	N=75	35%	N=566	100%	N=1614
Opportunities to attend cultural/arts/music activities	15%	N=239	38%	N=606	27%	N=439	9%	N=147	11%	N=184	100%	N=1615
Opportunities to participate in religious or spiritual events and activities	24%	N=381	40%	N=644	12%	N=186	2%	N=35	23%	N=373	100%	N=1619
Employment opportunities	18%	N=293	38%	N=615	22%	N=356	7%	N=107	15%	N=243	100%	N=1614
Shopping opportunities	34%	N=546	46%	N=744	16%	N=254	4%	N=64	1%	N=9	100%	N=1617
Cost of living in Loudoun County	3%	N=47	15%	N=239	41%	N=671	40%	N=655	1%	N=8	100%	N=1621
Overall quality of business and service establishments in Loudoun County	19%	N=304	57%	N=917	19%	N=309	3%	N=41	3%	N=45	100%	N=1615
Vibrant downtown/commercial areas	16%	N=252	48%	N=772	25%	N=401	8%	N=124	4%	N=64	100%	N=1613
Overall quality of new development in Loudoun County	15%	N=249	43%	N=692	25%	N=396	12%	N=191	5%	N=85	100%	N=1613
Opportunities to participate in social events and activities	17%	N=272	51%	N=822	22%	N=350	5%	N=74	6%	N=102	100%	N=1620
Opportunities to volunteer	21%	N=336	42%	N=686	14%	N=225	3%	N=45	20%	N=325	100%	N=1617
Opportunities to participate in community matters	17%	N=271	41%	N=669	21%	N=339	4%	N=66	17%	N=270	100%	N=1615
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=336	38%	N=621	23%	N=368	10%	N=158	8%	N=132	100%	N=1616
Neighborliness of residents in Loudoun County	15%	N=240	41%	N=666	32%	N=509	10%	N=161	3%	N=41	100%	N=1617

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Table 44: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=373	77%	N=1254	100%	N=1627
Made efforts to make your home more energy efficient	26%	N=414	74%	N=1209	100%	N=1624
Observed a code violation or other hazard in Loudoun County (weeds, abandoned buildings, etc.)	56%	N=908	44%	N=706	100%	N=1614
Household member was a victim of a crime in Loudoun County	93%	N=1506	7%	N=115	100%	N=1621
Reported a crime to the police in Loudoun County	82%	N=1333	18%	N=285	100%	N=1618
Stocked supplies in preparation for an emergency	49%	N=799	51%	N=821	100%	N=1620
Campaigned or advocated for an issue, cause or candidate	72%	N=1163	28%	N=455	100%	N=1618
Contacted Loudoun County (in-person, phone, email or web) for help or information	54%	N=877	46%	N=745	100%	N=1622
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	71%	N=1150	29%	N=471	100%	N=1621

Table 45: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Loudoun County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Loudoun County recreation centers or their services	14%	N=218	14%	N=218	35%	N=558	37%	N=594	100%	N=1588
Visited a neighborhood park or County park	13%	N=202	29%	N=460	43%	N=675	15%	N=245	100%	N=1583
Used Loudoun County public libraries or their services	10%	N=162	29%	N=463	34%	N=535	27%	N=422	100%	N=1581
Participated in religious or spiritual activities in Loudoun County	14%	N=223	20%	N=317	17%	N=263	49%	N=778	100%	N=1582
Attended a County-sponsored event	2%	N=26	7%	N=107	47%	N=746	44%	N=699	100%	N=1578
Used bus, rail, subway or other public transportation instead of driving	5%	N=71	4%	N=61	15%	N=243	76%	N=1208	100%	N=1584
Carpooled with other adults or children instead of driving alone	12%	N=184	10%	N=161	18%	N=277	61%	N=959	100%	N=1581
Walked or biked instead of driving	8%	N=125	11%	N=172	23%	N=368	58%	N=909	100%	N=1574
Volunteered your time to some group/activity in Loudoun County	11%	N=177	14%	N=229	25%	N=397	49%	N=784	100%	N=1586
Participated in a club	6%	N=89	13%	N=199	13%	N=208	68%	N=1076	100%	N=1572
Talked to or visited with your immediate neighbors	37%	N=581	30%	N=474	24%	N=379	9%	N=150	100%	N=1584
Done a favor for a neighbor	17%	N=265	28%	N=438	37%	N=585	19%	N=297	100%	N=1585

Table 46: Question 9

Thinking about local public meetings (of local elected officials like County Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=11	6%	N=94	29%	N=462	64%	N=1003	100%	N=1570
Watched (online or on television) a local public meeting	1%	N=13	6%	N=95	22%	N=342	71%	N=1113	100%	N=1563

Table 47: Question 10

Please rate the quality of each of the following services in Loudoun County:	Excellent		Good		Fair		Poor		Don't know		Total	
Sheriff services	31%	N=484	39%	N=600	9%	N=140	2%	N=31	18%	N=282	100%	N=1538
Fire services	46%	N=700	27%	N=410	3%	N=44	0%	N=3	24%	N=374	100%	N=1532
Ambulance or emergency medical services	40%	N=618	25%	N=383	4%	N=58	0%	N=4	31%	N=467	100%	N=1530
Crime prevention	22%	N=338	39%	N=589	12%	N=177	3%	N=40	25%	N=384	100%	N=1528
Fire prevention and education	24%	N=364	31%	N=476	8%	N=124	1%	N=14	36%	N=541	100%	N=1518

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Please rate the quality of each of the following services in Loudoun County:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic enforcement	14%	N=218	41%	N=629	23%	N=354	9%	N=145	12%	N=185	100%	N=1531
Bus or transit services	7%	N=113	15%	N=234	13%	N=202	13%	N=192	52%	N=788	100%	N=1529
Recycling	24%	N=363	43%	N=654	17%	N=265	7%	N=104	9%	N=139	100%	N=1526
County parks	29%	N=435	48%	N=740	11%	N=166	1%	N=15	11%	N=170	100%	N=1525
Recreation programs or classes	17%	N=266	38%	N=577	10%	N=148	2%	N=34	33%	N=500	100%	N=1526
Recreation centers or facilities	24%	N=362	41%	N=628	10%	N=150	2%	N=34	23%	N=343	100%	N=1517
Land use, planning and zoning	7%	N=102	21%	N=321	28%	N=420	21%	N=325	23%	N=355	100%	N=1523
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=125	28%	N=422	21%	N=321	10%	N=154	33%	N=503	100%	N=1524
Animal control	15%	N=233	33%	N=500	11%	N=167	4%	N=62	37%	N=560	100%	N=1522
Economic development	18%	N=273	40%	N=602	18%	N=272	6%	N=92	19%	N=284	100%	N=1523
Health services	19%	N=296	45%	N=681	13%	N=203	3%	N=40	20%	N=305	100%	N=1526
Public library services	45%	N=692	32%	N=482	6%	N=96	0%	N=6	16%	N=248	100%	N=1524
Public information services	19%	N=289	39%	N=593	12%	N=182	2%	N=32	28%	N=427	100%	N=1523
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=258	29%	N=447	11%	N=160	3%	N=42	40%	N=613	100%	N=1521
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=194	26%	N=390	22%	N=335	23%	N=353	16%	N=241	100%	N=1514
Loudoun County open space	13%	N=195	31%	N=466	24%	N=367	17%	N=263	15%	N=226	100%	N=1516
County-sponsored special events	10%	N=146	36%	N=552	14%	N=216	4%	N=55	36%	N=554	100%	N=1523
Overall customer service by Loudoun County employees (sheriff, receptionists, planners, etc.)	21%	N=327	39%	N=599	14%	N=209	2%	N=27	24%	N=361	100%	N=1522
Mental health, substance abuse, and developmental services	6%	N=90	14%	N=205	11%	N=174	7%	N=100	63%	N=952	100%	N=1521
Family services (financial assistance, foster care, housing)	6%	N=89	11%	N=175	9%	N=137	4%	N=64	69%	N=1058	100%	N=1523
Senior services	8%	N=117	15%	N=221	7%	N=100	4%	N=54	68%	N=1031	100%	N=1523

Table 48: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Loudoun County	20%	N=302	57%	N=854	17%	N=252	1%	N=19	5%	N=77	100%	N=1504
The Federal Government	7%	N=98	31%	N=465	34%	N=506	15%	N=224	14%	N=206	100%	N=1499

Table 49: Question 12

Please rate the following categories of Loudoun County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Loudoun County	11%	N=166	41%	N=619	31%	N=459	12%	N=185	5%	N=77	100%	N=1506
The overall direction that Loudoun County is taking	11%	N=159	37%	N=555	32%	N=475	16%	N=236	5%	N=79	100%	N=1503
The job Loudoun County government does at welcoming citizen involvement	10%	N=147	32%	N=475	26%	N=396	9%	N=135	23%	N=351	100%	N=1504
Overall confidence in Loudoun County government	10%	N=149	42%	N=630	30%	N=454	12%	N=175	6%	N=92	100%	N=1501
Generally acting in the best interest of the community	10%	N=156	40%	N=596	28%	N=418	14%	N=213	8%	N=118	100%	N=1501
Being honest	10%	N=157	35%	N=520	27%	N=400	10%	N=155	18%	N=272	100%	N=1503
Treating all residents fairly	12%	N=178	34%	N=514	24%	N=354	11%	N=168	19%	N=290	100%	N=1504

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Table 50: Question 13

Please rate how important, if at all, you think it is for the Loudoun County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Loudoun County	56%	N=832	36%	N=527	7%	N=97	2%	N=27	100%	N=1483
Overall ease of getting to the places you usually have to visit	48%	N=714	43%	N=634	9%	N=128	1%	N=8	100%	N=1483
Quality of overall natural environment in Loudoun County	49%	N=725	37%	N=550	13%	N=187	1%	N=16	100%	N=1478
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	36%	N=535	44%	N=650	18%	N=261	2%	N=34	100%	N=1480
Health and wellness opportunities in Loudoun County	34%	N=505	40%	N=586	23%	N=348	3%	N=43	100%	N=1482
Overall opportunities for education and enrichment	41%	N=605	40%	N=585	17%	N=245	3%	N=42	100%	N=1477
Overall economic health of Loudoun County	45%	N=660	45%	N=671	9%	N=127	2%	N=23	100%	N=1481
Sense of community	32%	N=480	42%	N=626	23%	N=337	3%	N=37	100%	N=1480

Table 51: Question 14

Have you or anyone in your household used the following services in the last two years?	Yes		No		Total	
Sheriff services	32%	N=470	68%	N=1012	100%	N=1482
Fire or rescue services	19%	N=277	81%	N=1205	100%	N=1482
Bus or transit services	22%	N=328	78%	N=1154	100%	N=1482
County parks, recreation programs, or recreation centers	81%	N=1199	19%	N=280	100%	N=1479
Land use, planning and zoning, or code enforcement	19%	N=275	81%	N=1206	100%	N=1481
Animal control	17%	N=252	83%	N=1231	100%	N=1483
Health services	40%	N=598	60%	N=881	100%	N=1480
Public library services	73%	N=1080	27%	N=401	100%	N=1481
County-sponsored special events	46%	N=685	54%	N=794	100%	N=1479
Mental health, substance abuse, and developmental services	8%	N=123	92%	N=1358	100%	N=1482
Family services (financial assistance, foster care, housing)	8%	N=118	92%	N=1363	100%	N=1482
Senior services	11%	N=167	89%	N=1314	100%	N=1481

Table 52: Question 15 - Importance

Please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Growth/development	25%	N=362	30%	N=429	32%	N=467	13%	N=186	100%	N=1445
Schools	51%	N=738	34%	N=490	13%	N=183	3%	N=39	100%	N=1450
Crime/drug use	38%	N=554	44%	N=642	16%	N=227	2%	N=29	100%	N=1453
Youth activities/reduction of youth crime	30%	N=437	42%	N=610	24%	N=349	4%	N=51	100%	N=1448
Cost of living/cost of housing	41%	N=594	36%	N=523	18%	N=268	5%	N=65	100%	N=1450
Employment opportunities	27%	N=391	41%	N=594	27%	N=388	5%	N=69	100%	N=1441
Traffic	58%	N=841	33%	N=481	8%	N=113	1%	N=22	100%	N=1458
Road maintenance	50%	N=719	37%	N=538	13%	N=182	1%	N=13	100%	N=1451

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Table 53: Question 15 - Willingness to Pay

Indicate whether or not you would be willing to incur a tax increase to improve each issue.	Yes		No		Total	
Growth/development	20%	N=277	80%	N=1073	100%	N=1350
Schools	56%	N=759	44%	N=602	100%	N=1361
Crime/drug use	49%	N=658	51%	N=697	100%	N=1356
Youth activities/reduction of youth crime	44%	N=599	56%	N=761	100%	N=1360
Cost of living/cost of housing	23%	N=316	77%	N=1037	100%	N=1353
Employment opportunities	19%	N=252	81%	N=1096	100%	N=1347
Traffic	55%	N=757	45%	N=608	100%	N=1365
Road maintenance	53%	N=721	47%	N=641	100%	N=1362

Table 54: Question 16

In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Bus	5%	N=68	3%	N=47	7%	N=102	85%	N=1246	100%	N=1464
Metrorail	4%	N=59	4%	N=59	18%	N=265	74%	N=1080	100%	N=1464
Train (such as MARC)	1%	N=11	1%	N=9	3%	N=49	95%	N=1389	100%	N=1457
Van pool	1%	N=19	0%	N=5	2%	N=25	97%	N=1401	100%	N=1451
Carpool or "slugging"	5%	N=76	3%	N=42	9%	N=126	83%	N=1217	100%	N=1460
Taxi/hired car/limo/Uber/Lyft	2%	N=27	8%	N=113	23%	N=332	68%	N=987	100%	N=1459
Government/nonprofit transportation service (e.g., for elderly or disabled residents)	1%	N=13	1%	N=9	1%	N=20	97%	N=1413	100%	N=1455

Table 55: Question 17

If you use Metrorail to get to places other than work – for what reasons? (Mark all that apply.)	Percent	Number
Shopping	20%	N=143
Sporting events	57%	N=413
Recreational/entertainment locations and events	86%	N=629

Total may exceed 100% as respondents could select more than one option.

Table 56: Question 18

Please indicate if you feel there is too little, too much, or about the right amount of each of the following housing types in Loudoun County to meet the community's needs in the coming years:	Far too little		Somewhat too little		About right		Somewhat too much		Far too much		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Single-family detached homes	9%	N=126	16%	N=229	45%	N=652	11%	N=162	10%	N=149	9%	N=131	100%	N=1450
Townhouses	3%	N=44	7%	N=102	33%	N=476	23%	N=335	26%	N=377	8%	N=116	100%	N=1450
Multi-family housing (apartments/condominiums)	7%	N=102	17%	N=250	32%	N=459	15%	N=210	18%	N=262	11%	N=162	100%	N=1446
Housing options for seniors	18%	N=254	21%	N=310	22%	N=324	2%	N=30	3%	N=44	34%	N=486	100%	N=1448
Housing options for young residents	29%	N=418	24%	N=349	17%	N=249	1%	N=21	3%	N=38	26%	N=376	100%	N=1450



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Table 57: Question 19

Are you or another household member (please mark all that apply):	Percent	Number
A federal employee	23%	N=189
A federal contractor	31%	N=257
Self-employed	29%	N=238
Working in a home-based business	15%	N=127
A teleworker (work from home at least some days instead of traveling to/from the workplace)	46%	N=382

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Total may exceed 100% as respondents could select more than one option.

Table 58: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=52	2%	N=34	8%	N=114	18%	N=256	69%	N=1001	100%	N=1457
Purchase goods or services from a business located in Loudoun County	1%	N=13	2%	N=22	17%	N=242	51%	N=740	30%	N=436	100%	N=1453
Eat at least 5 portions of fruits and vegetables a day	4%	N=51	12%	N=167	35%	N=511	34%	N=490	16%	N=232	100%	N=1451
Participate in moderate or vigorous physical activity	3%	N=40	9%	N=137	37%	N=537	31%	N=447	20%	N=286	100%	N=1447
Read or watch local news (via television, paper, computer, etc.)	3%	N=38	9%	N=129	18%	N=261	34%	N=499	36%	N=529	100%	N=1457
Vote in local elections	5%	N=77	2%	N=32	7%	N=104	16%	N=228	70%	N=1015	100%	N=1456

Table 59: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	23%	N=330
Very good	47%	N=686
Good	25%	N=370
Fair	4%	N=57
Poor	1%	N=17
Total	100%	N=1459

Table 60: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	12%	N=173
Somewhat positive	24%	N=349
Neutral	46%	N=669
Somewhat negative	15%	N=222
Very negative	2%	N=27
Total	100%	N=1440

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Table 61: Question D4

What is your employment status?	Percent	Number
Working full time for pay	75%	N=1086
Working part time for pay	8%	N=115
Unemployed, looking for paid work	2%	N=36
Unemployed, not looking for paid work	3%	N=42
Fully retired	12%	N=171
Total	100%	N=1449

Table 62: Question D5

Do you work inside the boundaries of Loudoun County?	Percent	Number
Yes, outside the home	39%	N=532
Yes, from home	13%	N=176
No	48%	N=665
Total	100%	N=1374

Table 63: Question D6

How many years have you lived in Loudoun County?	Percent	Number
Less than 2 years	10%	N=147
2 to 5 years	19%	N=278
6 to 10 years	18%	N=262
11 to 20 years	29%	N=425
More than 20 years	24%	N=350
Total	100%	N=1462

Table 64: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	53%	N=742
Building with two or more homes (duplex, townhome, apartment or condominium)	45%	N=622
Mobile home	0%	N=3
Other	2%	N=25
Total	100%	N=1391

Table 65: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	21%	N=288
Owned	79%	N=1092
Total	100%	N=1379

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Table 66: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	3%	N=45
\$300 to \$599 per month	3%	N=42
\$600 to \$999 per month	4%	N=52
\$1,000 to \$1,499 per month	10%	N=136
\$1,500 to \$2,499 per month	38%	N=544
\$2,500 or more per month	43%	N=613
Total	100%	N=1433

Table 67: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	51%	N=723
Yes	49%	N=694
Total	100%	N=1417

Table 68: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	78%	N=1108
Yes	22%	N=307
Total	100%	N=1415

Table 69: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=43
\$25,000 to \$49,999	6%	N=91
\$50,000 to \$99,999	23%	N=321
\$100,000 to \$149,999	24%	N=341
\$150,000 or more	43%	N=605
Total	100%	N=1401

Table 70: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	90%	N=1293
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=139
Total	100%	N=1433

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Table 71: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=22
Asian, Asian Indian or Pacific Islander	13%	N=187
Black or African American	6%	N=91
White	77%	N=1088
Other	8%	N=119

Total may exceed 100% as respondents could select more than one option.

Table 72: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=47
25 to 34 years	22%	N=315
35 to 44 years	23%	N=338
45 to 54 years	27%	N=394
55 to 64 years	11%	N=157
65 to 74 years	9%	N=132
75 years or older	5%	N=67
Total	100%	N=1449

Table 73: Question D16

What is your sex?	Percent	Number
Female	51%	N=647
Male	49%	N=624
Total	100%	N=1271

Table 74: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	73%	N=934
Land line	8%	N=108
Both	19%	N=238
Total	100%	N=1280

## Appendix B: Benchmark Comparisons

### Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. Loudoun County chose to have comparisons made to the entire database (page 25) and a subset of similar jurisdictions from the database (communities selected by County staff for having populations and annual household incomes similar to Loudoun County, page 33).

### Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Loudoun County’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Loudoun County’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Loudoun County’s rating to the benchmark.

In that final column, Loudoun County’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Loudoun County residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Loudoun County’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Loudoun County’s average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Loudoun County	87%	162	447	Similar
Overall image or reputation of Loudoun County	88%	67	343	Higher
Loudoun County as a place to live	92%	128	384	Similar
Your neighborhood as a place to live	89%	84	306	Similar
Loudoun County as a place to raise children	90%	101	373	Similar
Loudoun County as a place to retire	41%	326	347	Lower
Overall appearance of Loudoun County	87%	67	350	Higher

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Loudoun County	90%	130	342	Similar	
	In your neighborhood during the day	96%	126	350	Similar	
	In Loudoun County's downtown/commercial areas during the day	94%	125	310	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	54%	236	259	Lower	
	Availability of paths and walking trails	58%	198	312	Similar	
	Ease of walking in Loudoun County	47%	248	299	Lower	
	Ease of travel by bicycle in Loudoun County	36%	237	299	Lower	
	Ease of travel by public transportation in Loudoun County	19%	193	220	Lower	
	Ease of travel by car in Loudoun County	49%	246	299	Lower	
	Ease of public parking	57%	105	217	Similar	
	Traffic flow on major streets	28%	297	335	Lower	
Natural Environment	Quality of overall natural environment in Loudoun County	76%	160	271	Similar	
	Cleanliness of Loudoun County	87%	91	279	Similar	
	Air quality	83%	115	242	Similar	
Built Environment	Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	55%	174	248	Similar	
	Overall quality of new development in Loudoun County	62%	101	286	Similar	
	Availability of affordable quality housing	23%	244	297	Lower	
	Variety of housing options	54%	148	274	Similar	
	Public places where people want to spend time	78%	66	241	Similar	
Economy	Overall economic health of Loudoun County	85%	28	254	Higher	
	Vibrant downtown/commercial areas	66%	66	231	Similar	
	Overall quality of business and service establishments in Loudoun County	78%	48	267	Similar	
	Cost of living in Loudoun County	18%	227	251	Lower	
	Shopping opportunities	80%	30	290	Higher	
	Employment opportunities	66%	23	303	Higher	
	Loudoun County as a place to visit	79%	61	268	Higher	
	Loudoun County as a place to work	76%	73	354	Higher	
	Recreation and Wellness	Health and wellness opportunities in Loudoun County	78%	84	249	Similar
		Availability of affordable quality mental health care	50%	76	219	Similar
Availability of preventive health services		76%	51	233	Similar	
Availability of affordable quality health care		73%	76	254	Similar	
	Availability of affordable quality food	73%	78	239	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recreational opportunities	75%	95	290	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	83	239	Similar
Education and Enrichment	Overall opportunities for education and enrichment	81%	69	251	Similar
	Opportunities to participate in religious or spiritual events and activities	82%	84	200	Similar
	Opportunities to attend cultural/arts/music activities	59%	147	289	Similar
	Adult educational opportunities	63%	88	228	Similar
	K-12 education	87%	65	265	Higher
	Availability of affordable quality child care/preschool	42%	188	249	Similar
Community Engagement	Opportunities to participate in social events and activities	72%	77	258	Similar
	Neighborliness of Loudoun County	57%	159	243	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	65%	100	287	Similar
	Opportunities to participate in community matters	70%	79	270	Similar
	Opportunities to volunteer	79%	69	259	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the County of Loudoun County	81%	151	421	Similar
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	80%	122	374	Similar
Value of services for the taxes paid to Loudoun County	55%	175	397	Similar
Overall direction that Loudoun County is taking	50%	208	310	Similar
Job Loudoun County government does at welcoming citizen involvement	54%	134	316	Similar
Overall confidence in Loudoun County government	55%	119	254	Similar
Generally acting in the best interest of the community	54%	145	254	Similar
Being honest	55%	141	246	Similar
Treating all residents fairly	57%	125	252	Similar
Services provided by the Federal Government	44%	66	246	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Sheriff services	86%	138	455	Similar
	Fire services	96%	49	380	Similar
	Ambulance or emergency medical services	94%	45	342	Similar
	Crime prevention	81%	100	356	Similar
	Fire prevention and education	86%	66	278	Similar
	Animal control	76%	54	336	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	26	273	Higher
Mobility	Traffic enforcement	63%	200	365	Similar
	Bus or transit services	47%	131	225	Similar
Natural Environment	Recycling	73%	251	353	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	46%	226	251	Lower
	Loudoun County open space	51%	179	228	Similar
Built	Land use, planning and zoning	36%	238	295	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Environment	Code enforcement (weeds, abandoned buildings, etc.)	54%	166	382	Similar
Economy	Economic development	71%	41	279	Higher
Recreation and Wellness	County parks	87%	127	319	Similar
	Recreation programs or classes	82%	84	319	Similar
	Recreation centers or facilities	84%	52	272	Similar
	Health services	80%	52	216	Similar
Education and Enrichment	County-sponsored special events	72%	135	273	Similar
	Public library services	92%	39	333	Similar
Community Engagement	Public information services	80%	35	282	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	58%	197	306	Similar
Recommend living in Loudoun County to someone who asks	88%	146	282	Similar
Remain in Loudoun County for the next five years	87%	95	274	Similar
Contacted Loudoun County (in-person, phone, email or web) for help or information	46%	148	316	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	51%	32	219	Higher
	Did NOT report a crime to the police	82%	92	246	Similar
	Household member was NOT a victim of a crime	93%	54	267	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	24%	83	201	Similar
	Carpooled with other adults or children instead of driving alone	39%	160	233	Similar
	Walked or biked instead of driving	42%	200	242	Lower
Natural Environment	Made efforts to conserve water	77%	161	228	Similar
	Made efforts to make your home more energy efficient	74%	143	229	Similar
	Recycle at home	94%	97	253	Similar
Built Environment	Did NOT observe a code violation or other hazard in Loudoun County	56%	105	235	Similar
	NOT experiencing housing costs stress	69%	128	252	Similar
Economy	Purchase goods or services from a business located in Loudoun County	98%	92	239	Similar
	Economy will have positive impact on income	36%	74	253	Similar
	Work inside boundaries of Loudoun County	52%	75	240	Similar
Recreation and Wellness	Used Loudoun County recreation centers or their services	63%	68	235	Similar
	Visited a neighborhood park or County park	85%	143	264	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	91	231	Similar
	Participate in moderate or vigorous physical activity	88%	81	235	Similar
	In very good to excellent health	70%	65	235	Similar
Education and Enrichment	Used Loudoun County public libraries or their services	73%	41	241	Higher



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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Community Engagement	Participated in religious or spiritual activities in Loudoun County	51%	66	198	Similar
	Attended County-sponsored event	56%	117	242	Similar
	Campaigned or advocated for an issue, cause or candidate	28%	64	223	Similar
	Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	29%	20	238	Higher
	Volunteered your time to some group/activity in Loudoun County	51%	56	259	Higher
	Participated in a club	32%	64	238	Similar
	Talked to or visited with your immediate neighbors	91%	136	237	Similar
	Done a favor for a neighbor	81%	135	232	Similar
	Attended a local public meeting	36%	18	258	Higher
	Watched (online or on television) a local public meeting	29%	62	225	Similar
	Read or watch local news (via television, paper, computer, etc.)	88%	51	240	Similar
	Vote in local elections	92%	12	253	Similar

Communities included in national comparisons

The communities included in Loudoun County’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Battle Creek city, MI	52,347
Airway Heights city, WA	6,114	Bay City city, MI	34,932
Albany city, OR	50,158	Bay Village city, OH	15,651
Albemarle County, VA	98,970	Baytown city, TX	71,802
Albert Lea city, MN	18,016	Bedford city, TX	46,979
Alexandria city, VA	139,966	Bedford town, MA	13,320
Algonquin village, IL	30,046	Bellevue city, WA	122,363
Aliso Viejo city, CA	47,823	Bellingham city, WA	80,885
American Canyon city, CA	19,454	Benbrook city, TX	21,234
Ames city, IA	58,965	Bend city, OR	76,639
Ankeny city, IA	45,582	Bethlehem township, PA	23,730
Ann Arbor city, MI	113,934	Bettendorf city, IA	33,217
Apache Junction city, AZ	35,840	Billings city, MT	104,170
Arapahoe County, CO	572,003	Bloomington city, IN	80,405
Arkansas City city, AR	366	Bloomington city, MN	82,893
Arlington city, TX	365,438	Blue Springs city, MO	52,575
Arvada city, CO	106,433	Boise City city, ID	205,671
Asheville city, NC	83,393	Bonner Springs city, KS	7,314
Ashland city, OR	20,078	Boone County, KY	118,811
Ashland town, MA	16,593	Boulder city, CO	97,385
Ashland town, VA	7,225	Bowling Green city, KY	58,067
Aspen city, CO	6,658	Bozeman city, MT	37,280
Athens-Clarke County, GA	115,452	Brentwood city, MO	8,055
Auburn city, AL	53,380	Brentwood city, TN	37,060
Augusta CCD, GA	134,777	Brighton city, CO	33,352
Aurora city, CO	325,078	Brighton city, MI	7,444
Austin city, TX	790,390	Bristol city, TN	26,702
Avon town, CO	6,447	Broken Arrow city, OK	98,850
Avon town, IN	12,446	Brookline CDP, MA	58,732
Avondale city, AZ	76,238	Brooklyn Center city, MN	30,104
Azusa city, CA	46,361	Brooklyn city, OH	11,169
Bainbridge Island city, WA	23,025	Broomfield city, CO	55,889
Baltimore city, MD	620,961	Brownsburg town, IN	21,285
Bartonville town, TX	1,469	Buffalo Grove village, IL	41,496

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Burlingame city, CA.....	28,806	Decatur city, GA.....	19,335
Cabarrus County, NC.....	178,011	Del Mar city, CA.....	4,161
Cambridge city, MA.....	105,162	DeLand city, FL.....	27,031
Canandaigua city, NY.....	10,545	Delaware city, OH.....	34,753
Cannon Beach city, OR.....	1,690	Denison city, TX.....	22,682
Cañon City city, CO.....	16,400	Denton city, TX.....	113,383
Canton city, SD.....	3,057	Denver city, CO.....	600,158
Cape Coral city, FL.....	154,305	Des Moines city, IA.....	203,433
Carlisle borough, PA.....	18,682	Des Peres city, MO.....	8,373
Carlsbad city, CA.....	105,328	Destin city, FL.....	12,305
Carroll city, IA.....	10,103	Dover city, NH.....	29,987
Cartersville city, GA.....	19,731	Dublin city, CA.....	46,036
Cary town, NC.....	135,234	Dublin city, OH.....	41,751
Castine town, ME.....	1,366	Duluth city, MN.....	86,265
Castle Rock town, CO.....	48,231	Durham city, NC.....	228,330
Cedar Hill city, TX.....	45,028	Durham County, NC.....	267,587
Cedar Rapids city, IA.....	126,326	Dyer town, IN.....	16,390
Celina city, TX.....	6,028	Eagan city, MN.....	64,206
Centennial city, CO.....	100,377	Eagle Mountain city, UT.....	21,415
Chandler city, AZ.....	236,123	Eagle town, CO.....	6,508
Chandler city, TX.....	2,734	Eau Claire city, WI.....	65,883
Chanhassen city, MN.....	22,952	Eden Prairie city, MN.....	60,797
Chapel Hill town, NC.....	57,233	Eden town, VT.....	1,323
Chardon city, OH.....	5,148	Edgerton city, KS.....	1,671
Charles County, MD.....	146,551	Edgewater city, CO.....	5,170
Charlotte city, NC.....	731,424	Edina city, MN.....	47,941
Charlotte County, FL.....	159,978	Edmond city, OK.....	81,405
Charlottesville city, VA.....	43,475	Edmonds city, WA.....	39,709
Chattanooga city, TN.....	167,674	El Cerrito city, CA.....	23,549
Chautauqua town, NY.....	4,464	El Dorado County, CA.....	181,058
Chesterfield County, VA.....	316,236	El Paso de Robles (Paso Robles) city, CA.....	29,793
Clackamas County, OR.....	375,992	Elk Grove city, CA.....	153,015
Clarendon Hills village, IL.....	8,427	Elko New Market city, MN.....	4,110
Clayton city, MO.....	15,939	Elmhurst city, IL.....	44,121
Clearwater city, FL.....	107,685	Englewood city, CO.....	30,255
Cleveland Heights city, OH.....	46,121	Erie town, CO.....	18,135
Clinton city, SC.....	8,490	Escambia County, FL.....	297,619
Clive city, IA.....	15,447	Estes Park town, CO.....	5,858
Clovis city, CA.....	95,631	Euclid city, OH.....	48,920
College Park city, MD.....	30,413	Fairview town, TX.....	7,248
College Station city, TX.....	93,857	Farmers Branch city, TX.....	28,616
Colleyville city, TX.....	22,807	Farmersville city, TX.....	3,301
Columbia city, MO.....	108,500	Farmington Hills city, MI.....	79,740
Columbia city, SC.....	129,272	Farmington town, CT.....	25,340
Columbia Falls city, MT.....	4,688	Fayetteville city, NC.....	200,564
Commerce City city, CO.....	45,913	Fernandina Beach city, FL.....	11,487
Concord city, CA.....	122,067	Flagstaff city, AZ.....	65,870
Concord town, MA.....	17,668	Flower Mound town, TX.....	64,669
Conshohocken borough, PA.....	7,833	Forest Grove city, OR.....	21,083
Coolidge city, AZ.....	11,825	Fort Collins city, CO.....	143,986
Coon Rapids city, MN.....	61,476	Franklin city, TN.....	62,487
Copperas Cove city, TX.....	32,032	Frederick town, CO.....	8,679
Coral Springs city, FL.....	121,096	Fremont city, CA.....	214,089
Coronado city, CA.....	18,912	Friendswood city, TX.....	35,805
Corvallis city, OR.....	54,462	Fruita city, CO.....	12,646
Cottonwood Heights city, UT.....	33,433	Gahanna city, OH.....	33,248
Creve Coeur city, MO.....	17,833	Gaithersburg city, MD.....	59,933
Cupertino city, CA.....	58,302	Galveston city, TX.....	47,743
Dacono city, CO.....	4,152	Gardner city, KS.....	19,123
Dakota County, MN.....	398,552	Georgetown city, TX.....	47,400
Dallas city, OR.....	14,583	Germantown city, TN.....	38,844
Dallas city, TX.....	1,197,816	Gilbert town, AZ.....	208,453
Danville city, KY.....	16,218	Gillette city, WY.....	29,087
Dardenne Prairie city, MO.....	11,494	Glen Ellyn village, IL.....	27,450
Darien city, IL.....	22,086	Glendora city, CA.....	50,073
Davenport city, FL.....	2,888	Glenview village, IL.....	44,692
Davidson town, NC.....	10,944	Golden city, CO.....	18,867
Dayton city, OH.....	141,527	Golden Valley city, MN.....	20,371
Dayton town, WY.....	757	Goodyear city, AZ.....	65,275
Dearborn city, MI.....	98,153	Grafton village, WI.....	11,459

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Grand Blanc city, MI.....	8,276	Lake Stevens city, WA.....	28,069
Grants Pass city, OR.....	34,533	Lake Worth city, FL.....	34,910
Grass Valley city, CA.....	12,860	Lake Zurich village, IL.....	19,631
Greeley city, CO.....	92,889	Lakeville city, MN.....	55,954
Greenville city, NC.....	84,554	Lakewood city, CO.....	142,980
Greenwich town, CT.....	61,171	Lakewood city, WA.....	58,163
Greenwood Village city, CO.....	13,925	Lancaster County, SC.....	76,652
Greer city, SC.....	25,515	Lane County, OR.....	351,715
Gunnison County, CO.....	15,324	Lansing city, MI.....	114,297
Haltom City city, TX.....	42,409	Laramie city, WY.....	30,816
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hamilton town, MA.....	7,764	Las Cruces city, NM.....	97,618
Hampton city, VA.....	137,436	Las Vegas city, NM.....	13,753
Hanover County, VA.....	99,863	Lawrence city, KS.....	87,643
Harrisburg city, SD.....	4,089	Lawrenceville city, GA.....	28,546
Harrisonburg city, VA.....	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO.....	10,019	Lehi city, UT.....	47,407
Hastings city, MN.....	22,172	Lenexa city, KS.....	48,190
Hayward city, CA.....	144,186	Lewisville city, TX.....	95,290
Henderson city, NV.....	257,729	Lewisville town, NC.....	12,639
Herndon town, VA.....	23,292	Libertyville village, IL.....	20,315
High Point city, NC.....	104,371	Lincolnwood village, IL.....	12,590
Highland Park city, IL.....	29,763	Lindsborg city, KS.....	3,458
Highlands Ranch CDP, CO.....	96,713	Little Chute village, WI.....	10,449
Homer Glen village, IL.....	24,220	Littleton city, CO.....	41,737
Honolulu County, HI.....	953,207	Livermore city, CA.....	80,968
Hooksett town, NH.....	13,451	Lombard village, IL.....	43,165
Hopkins city, MN.....	17,591	Lone Tree city, CO.....	10,218
Hopkinton town, MA.....	14,925	Long Grove village, IL.....	8,043
Hoquiam city, WA.....	8,726	Longmont city, CO.....	86,270
Horry County, SC.....	269,291	Longview city, TX.....	80,455
Howard village, WI.....	17,399	Lonsdale city, MN.....	3,674
Hudson town, CO.....	2,356	Los Alamos County, NM.....	17,950
Huntley village, IL.....	24,291	Los Altos Hills town, CA.....	7,922
Hurst city, TX.....	37,337	Loudoun County, VA.....	312,311
Hutchinson city, MN.....	14,178	Louisville city, CO.....	18,376
Hutto city, TX.....	14,698	Lower Merion township, PA.....	57,825
Independence city, MO.....	116,830	Lynchburg city, VA.....	75,568
Indianola city, IA.....	14,782	Lynnwood city, WA.....	35,836
Indio city, CA.....	76,036	Macomb County, MI.....	840,978
Iowa City city, IA.....	67,862	Manassas city, VA.....	37,821
Irving city, TX.....	216,290	Manhattan Beach city, CA.....	35,135
Issaquah city, WA.....	30,434	Manhattan city, KS.....	52,281
Jackson city, MO.....	13,758	Mankato city, MN.....	39,309
Jackson County, MI.....	160,248	Maple Grove city, MN.....	61,567
James City County, VA.....	67,009	Maplewood city, MN.....	38,018
Jefferson County, NY.....	116,229	Maricopa County, AZ.....	3,817,117
Jefferson Parish, LA.....	432,552	Marion city, IA.....	34,768
Johnson City city, TN.....	63,152	Mariposa County, CA.....	18,251
Johnston city, IA.....	17,278	Marshfield city, WI.....	19,118
Jupiter town, FL.....	55,156	Martinez city, CA.....	35,824
Kalamazoo city, MI.....	74,262	Marysville city, WA.....	60,020
Kansas City city, KS.....	145,786	Matthews town, NC.....	27,198
Kansas City city, MO.....	459,787	Mauai County, HI.....	154,834
Keizer city, OR.....	36,478	McAllen city, TX.....	129,877
Kenmore city, WA.....	20,460	McKinney city, TX.....	131,117
Kennedale city, TX.....	6,763	McMinnville city, OR.....	32,187
Kent city, WA.....	92,411	Mecklenburg County, NC.....	919,628
Kerrville city, TX.....	22,347	Menlo Park city, CA.....	32,026
Kettering city, OH.....	56,163	Menomonee Falls village, WI.....	35,626
Key West city, FL.....	24,649	Mercer Island city, WA.....	22,699
King City city, CA.....	12,874	Meridian charter township, MI.....	39,688
Kirkland city, WA.....	48,787	Meridian city, ID.....	75,092
Kirkwood city, MO.....	27,540	Merriam city, KS.....	11,003
Knoxville city, IA.....	7,313	Mesa city, AZ.....	439,041
La Plata town, MD.....	8,753	Mesa County, CO.....	146,723
La Vista city, NE.....	15,758	Miami Beach city, FL.....	87,779
Laguna Niguel city, CA.....	62,979	Miami city, FL.....	399,457
Lake Forest city, IL.....	19,375	Middleton city, WI.....	17,442
Lake in the Hills village, IL.....	28,965	Midland city, MI.....	41,863

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Milford city, DE .....	9,559	Paradise Valley town, AZ .....	12,820
Milton city, GA .....	32,661	Park City city, UT .....	7,558
Minneapolis city, MN .....	382,578	Parker town, CO.....	45,297
Minnetrista city, MN .....	6,384	Parkland city, FL .....	23,962
Missouri City city, TX .....	67,358	Pasco city, WA .....	59,781
Modesto city, CA .....	201,165	Pasco County, FL .....	464,697
Monroe city, MI.....	20,733	Payette city, ID .....	7,433
Monterey city, CA.....	27,810	Pearland city, TX.....	91,252
Montgomery city, MN .....	2,956	Peoria city, AZ .....	154,065
Montgomery County, MD .....	971,777	Peoria city, IL .....	115,007
Monticello city, UT.....	1,972	Pflugerville city, TX.....	46,936
Montrose city, CO.....	19,132	Pinehurst village, NC .....	13,124
Monument town, CO .....	5,530	Piqua city, OH.....	20,522
Moraga town, CA .....	16,016	Pitkin County, CO.....	17,148
Morristown city, TN.....	29,137	Plano city, TX.....	259,841
Morrisville town, NC .....	18,576	Platte City city, MO.....	4,691
Morro Bay city, CA.....	10,234	Pleasant Hill city, IA .....	8,785
Mountain Village town, CO.....	1,320	Pleasanton city, CA.....	70,285
Mountlake Terrace city, WA .....	19,909	Polk County, IA.....	430,640
Murphy city, TX.....	17,708	Pompano Beach city, FL .....	99,845
Naperville city, IL .....	141,853	Port Orange city, FL .....	56,048
Napoleon city, OH .....	8,749	Port St. Lucie city, FL .....	164,603
Nederland city, TX.....	17,547	Portland city, OR.....	583,776
Needham CDP, MA.....	28,886	Powell city, OH .....	11,500
Nevada City city, CA .....	3,068	Powhatan County, VA.....	28,046
Nevada County, CA .....	98,764	Prince William County, VA.....	402,002
New Braunfels city, TX .....	57,740	Prior Lake city, MN .....	22,796
New Brighton city, MN.....	21,456	Pueblo city, CO .....	106,595
New Hope city, MN.....	20,339	Purcellville town, VA.....	7,727
New Orleans city, LA .....	343,829	Queen Creek town, AZ .....	26,361
New Smyrna Beach city, FL.....	22,464	Raleigh city, NC .....	403,892
New Ulm city, MN .....	13,522	Ramsey city, MN .....	23,668
Newberg city, OR .....	22,068	Raymond town, ME.....	4,436
Newport city, RI.....	24,672	Raymore city, MO.....	19,206
Newport News city, VA .....	180,719	Redmond city, OR.....	26,215
Newton city, IA .....	15,254	Redmond city, WA.....	54,144
Noblesville city, IN .....	51,969	Redwood City city, CA .....	76,815
Norcross city, GA .....	9,116	Reno city, NV.....	225,221
Norfolk city, NE.....	24,210	Reston CDP, VA .....	58,404
Norfolk city, VA .....	242,803	Richland city, WA .....	48,058
North Mankato city, MN .....	13,394	Richmond city, CA .....	103,701
North Port city, FL.....	57,357	Richmond Heights city, MO.....	8,603
North Richland Hills city, TX.....	63,343	Rio Rancho city, NM .....	87,521
North Yarmouth town, ME .....	3,565	River Falls city, WI .....	15,000
Novato city, CA .....	51,904	Riverside city, CA .....	303,871
Novi city, MI .....	55,224	Roanoke city, VA.....	97,032
O'Fallon city, IL.....	28,281	Roanoke County, VA.....	92,376
O'Fallon city, MO.....	79,329	Rochester Hills city, MI .....	70,995
Oak Park village, IL .....	51,878	Rock Hill city, SC .....	66,154
Oakland city, CA.....	390,724	Rockville city, MD.....	61,209
Oakley city, CA.....	35,432	Roeland Park city, KS .....	6,731
Oklahoma City city, OK.....	579,999	Rogers city, MN.....	8,597
Olathe city, KS .....	125,872	Rohnert Park city, CA .....	40,971
Old Town city, ME.....	7,840	Rolla city, MO .....	19,559
Olmsted County, MN .....	144,248	Roselle village, IL .....	22,763
Olympia city, WA.....	46,478	Rosemount city, MN .....	21,874
Orange village, OH .....	3,323	Rosenberg city, TX.....	30,618
Orland Park village, IL .....	56,767	Roseville city, MN.....	33,660
Orleans Parish, LA.....	343,829	Round Rock city, TX.....	99,887
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Oshkosh charter township, MI.....	21,705	Royal Palm Beach village, FL.....	34,140
Oswego village, IL.....	30,355	Sacramento city, CA .....	466,488
Ottawa County, MI.....	263,801	Sahuarita town, AZ.....	25,259
Overland Park city, KS .....	173,372	Sammamish city, WA.....	45,780
Paducah city, KY .....	25,024	San Anselmo town, CA .....	12,336
Palm Beach Gardens city, FL.....	48,452	San Diego city, CA.....	1,307,402
Palm Coast city, FL.....	75,180	San Francisco city, CA .....	805,235
Palo Alto city, CA.....	64,403	San Jose city, CA.....	945,942
Palos Verdes Estates city, CA .....	13,438	San Marcos city, CA.....	83,781
Papillion city, NE .....	18,894	San Marcos city, TX.....	44,894

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San Rafael city, CA.....	57,713	Texarkana city, TX.....	36,411
Sangamon County, IL.....	197,465	The Woodlands CDP, TX.....	93,847
Santa Fe city, NM.....	67,947	Thousand Oaks city, CA.....	126,683
Santa Fe County, NM.....	144,170	Tigard city, OR.....	48,035
Santa Monica city, CA.....	89,736	Tracy city, CA.....	82,922
Sarasota County, FL.....	379,448	Trinidad CCD, CO.....	12,017
Savage city, MN.....	26,911	Tualatin city, OR.....	26,054
Schaumburg village, IL.....	74,227	Tulsa city, OK.....	391,906
Schertz city, TX.....	31,465	Tustin city, CA.....	75,540
Scott County, MN.....	129,928	Twin Falls city, ID.....	44,125
Scottsdale city, AZ.....	217,385	Unalaska city, AK.....	4,376
Sedona city, AZ.....	10,031	University Heights city, OH.....	13,539
Sevierville city, TN.....	14,807	University Park city, TX.....	23,068
Shakopee city, MN.....	37,076	Upper Arlington city, OH.....	33,771
Sharonville city, OH.....	13,560	Urbandale city, IA.....	39,463
Shawnee city, KS.....	62,209	Vail town, CO.....	5,305
Shawnee city, OK.....	29,857	Ventura CCD, CA.....	111,889
Sherborn town, MA.....	4,119	Vernon Hills village, IL.....	25,113
Shoreline city, WA.....	53,007	Vestavia Hills city, AL.....	34,033
Shoreview city, MN.....	25,043	Victoria city, MN.....	7,345
Shorewood village, IL.....	15,615	Vienna town, VA.....	15,687
Shorewood village, WI.....	13,162	Virginia Beach city, VA.....	437,994
Sierra Vista city, AZ.....	43,888	Walnut Creek city, CA.....	64,173
Silverton city, OR.....	9,222	Warrensburg city, MO.....	18,838
Sioux Center city, IA.....	7,048	Washington County, MN.....	238,136
Sioux Falls city, SD.....	153,888	Washington town, NH.....	1,123
Skokie village, IL.....	64,784	Washoe County, NV.....	421,407
Snoqualmie city, WA.....	10,670	Washougal city, WA.....	14,095
Snowmass Village town, CO.....	2,826	Wauwatosa city, WI.....	46,396
Somerset town, MA.....	18,165	Waverly city, IA.....	9,874
South Jordan city, UT.....	50,418	Wentzville city, MO.....	29,070
South Lake Tahoe city, CA.....	21,403	West Carrollton city, OH.....	13,143
Southlake city, TX.....	26,575	Western Springs village, IL.....	12,975
Spearfish city, SD.....	10,494	Westerville city, OH.....	36,120
Spring Hill city, KS.....	5,437	Westlake town, TX.....	992
Springfield city, MO.....	159,498	Westminster city, CO.....	106,114
Springville city, UT.....	29,466	Weston town, MA.....	11,261
St. Augustine city, FL.....	12,975	Wheat Ridge city, CO.....	30,166
St. Charles city, IL.....	32,974	White House city, TN.....	10,255
St. Cloud city, FL.....	35,183	Wichita city, KS.....	382,368
St. Joseph city, MO.....	76,780	Williamsburg city, VA.....	14,068
St. Joseph town, WI.....	3,842	Willowbrook village, IL.....	8,540
St. Louis County, MN.....	200,226	Wilmington city, NC.....	106,476
State College borough, PA.....	42,034	Wilsonville city, OR.....	19,509
Steamboat Springs city, CO.....	12,088	Windsor town, CO.....	18,644
Sugar Grove village, IL.....	8,997	Windsor town, CT.....	29,044
Sugar Land city, TX.....	78,817	Winnetka village, IL.....	12,187
Suisun City city, CA.....	28,111	Winter Garden city, FL.....	34,568
Summit County, UT.....	36,324	Woodbury city, MN.....	61,961
Summit village, IL.....	11,054	Woodinville city, WA.....	10,938
Sunnyvale city, CA.....	140,081	Woodland city, CA.....	55,468
Surprise city, AZ.....	117,517	Wyandotte County, KS.....	157,505
Suwanee city, GA.....	15,355	Yakima city, WA.....	91,067
Tacoma city, WA.....	198,397	York County, VA.....	65,464
Takoma Park city, MD.....	16,715	Yorktown town, IN.....	9,405
Tamarac city, FL.....	60,427	Yorkville city, IL.....	16,921
Temecula city, CA.....	100,097	Yountville city, CA.....	2,933
Tempe city, AZ.....	161,719		
Temple city, TX.....	66,102		

## Peer Community Benchmark Comparisons

Table 81: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Loudoun County	87%	8	19	Similar
Overall image or reputation of Loudoun County	88%	3	14	Similar
Loudoun County as a place to live	92%	7	17	Similar
Your neighborhood as a place to live	89%	5	12	Similar
Loudoun County as a place to raise children	90%	5	16	Similar
Loudoun County as a place to retire	41%	15	16	Lower
Overall appearance of Loudoun County	87%	1	13	Higher

Table 82: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Loudoun County	90%	3	11	Similar
	In your neighborhood during the day	96%	5	11	Similar
	In Loudoun County's downtown/commercial areas during the day	94%	3	10	Similar
Mobility	Overall ease of getting to the places you usually have to visit	54%	9	11	Similar
	Availability of paths and walking trails	58%	4	11	Similar
	Ease of walking in Loudoun County	47%	5	11	Similar
	Ease of travel by bicycle in Loudoun County	36%	6	13	Similar
	Ease of travel by public transportation in Loudoun County	19%	7	8	Lower
	Ease of travel by car in Loudoun County	49%	10	14	Similar
	Ease of public parking	57%	1	6	Higher
	Traffic flow on major streets	28%	8	10	Similar
Natural Environment	Quality of overall natural environment in Loudoun County	76%	6	11	Similar
	Cleanliness of Loudoun County	87%	1	10	Higher
Built Environment	Air quality	83%	4	12	Similar
	Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems)	55%	8	11	Similar
	Overall quality of new development in Loudoun County	62%	4	12	Similar
	Availability of affordable quality housing	23%	12	15	Similar
	Variety of housing options	54%	5	12	Similar
Economy	Public places where people want to spend time	78%	2	9	Higher
	Overall economic health of Loudoun County	85%	1	11	Higher
	Vibrant downtown/commercial areas	66%	3	7	Similar
	Overall quality of business and service establishments in Loudoun County	78%	2	11	Similar
	Cost of living in Loudoun County	18%	9	11	Similar
	Shopping opportunities	80%	1	11	Higher
	Employment opportunities	66%	2	16	Higher
	Loudoun County as a place to visit	79%	5	11	Similar
	Loudoun County as a place to work	76%	5	17	Similar
	Recreation and Wellness	Health and wellness opportunities in Loudoun County	78%	3	11
Availability of affordable quality mental health care		50%	6	10	Similar
Availability of preventive health services		76%	2	9	Similar
Availability of affordable quality health care		73%	2	11	Similar
Availability of affordable quality food		73%	3	10	Similar
	Recreational opportunities	75%	4	12	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	75%	2	10	Similar
Education and Enrichment	Overall opportunities for education and enrichment	81%	5	11	Similar
	Opportunities to participate in religious or spiritual events and activities	82%	4	6	Similar
	Opportunities to attend cultural/arts/music activities	59%	5	11	Similar
	Adult educational opportunities	63%	5	10	Similar
	K-12 education	87%	2	9	Higher
	Availability of affordable quality child care/preschool	42%	6	12	Similar
Community Engagement	Opportunities to participate in social events and activities	72%	3	10	Similar
	Neighborliness of Loudoun County	57%	5	10	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	65%	5	15	Similar
	Opportunities to participate in community matters	70%	4	11	Similar
	Opportunities to volunteer	79%	3	9	Similar

Table 83: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the County of Loudoun County	81%	5	22	Similar
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	80%	6	16	Similar
Value of services for the taxes paid to Loudoun County	55%	9	20	Similar
Overall direction that Loudoun County is taking	50%	8	13	Similar
Job Loudoun County government does at welcoming citizen involvement	54%	4	14	Similar
Overall confidence in Loudoun County government	55%	5	11	Similar
Generally acting in the best interest of the community	54%	7	13	Similar
Being honest	55%	5	11	Similar
Treating all residents fairly	57%	5	11	Similar
Services provided by the Federal Government	44%	3	10	Similar

Table 84: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Sheriff services	86%	8	19	Similar
	Fire services	96%	2	11	Similar
	Ambulance or emergency medical services	94%	1	12	Similar
	Crime prevention	81%	3	11	Similar
	Fire prevention and education	86%	2	10	Similar
	Animal control	76%	4	12	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	1	13	Higher
Mobility	Traffic enforcement	63%	5	10	Similar
	Bus or transit services	47%	4	8	Similar
Natural Environment	Recycling	73%	10	15	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	46%	8	10	Similar
	Loudoun County open space	51%	8	11	Similar
Built Environment	Land use, planning and zoning	36%	10	13	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	54%	5	11	Similar
Economy	Economic development	71%	2	12	Higher

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	County parks	87%	6	16	Similar
	Recreation programs or classes	82%	4	14	Similar
	Recreation centers or facilities	84%	2	11	Higher
	Health services	80%	2	12	Similar
Education and Enrichment	County-sponsored special events	72%	2	9	Similar
	Public library services	92%	3	14	Similar
Community Engagement	Public information services	80%	1	10	Higher

Table 85: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	58%	10	13	Similar
Recommend living in Loudoun County to someone who asks	88%	5	11	Similar
Remain in Loudoun County for the next five years	87%	6	11	Similar
Contacted Loudoun County (in-person, phone, email or web) for help or information	46%	9	15	Similar

Table 86: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	51%	3	9	Similar
	Did NOT report a crime to the police	82%	5	9	Similar
	Household member was NOT a victim of a crime	93%	4	9	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	24%	4	7	Lower
	Carpooled with other adults or children instead of driving alone	39%	6	9	Similar
	Walked or biked instead of driving	42%	4	10	Similar
Natural Environment	Made efforts to conserve water	77%	7	10	Similar
	Made efforts to make your home more energy efficient	74%	7	10	Similar
	Recycle at home	94%	2	10	Higher
Built Environment	Did NOT observe a code violation or other hazard in Loudoun County	56%	6	9	Similar
	NOT experiencing housing costs stress	69%	5	10	Similar
Economy	Purchase goods or services from a business located in Loudoun County	98%	4	10	Similar
	Economy will have positive impact on income	36%	4	11	Similar
	Work inside boundaries of Loudoun County	52%	4	10	Similar
Recreation and Wellness	Used Loudoun County recreation centers or their services	63%	2	10	Similar
	Visited a neighborhood park or County park	85%	6	11	Similar
	Eat at least 5 portions of fruits and vegetables a day	85%	4	10	Similar
	Participate in moderate or vigorous physical activity	88%	3	10	Similar
	In very good to excellent health	70%	4	10	Similar
Education and Enrichment	Used Loudoun County public libraries or their services	73%	1	11	Higher
	Participated in religious or spiritual activities in Loudoun County	51%	3	7	Similar
	Attended County-sponsored event	56%	1	10	Similar



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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Community Engagement	Campaigned or advocated for an issue, cause or candidate	28%	2	8	Similar
	Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion	29%	1	9	Similar
	Volunteered your time to some group/activity in Loudoun County	51%	1	9	Similar
	Participated in a club	32%	3	8	Similar
	Talked to or visited with your immediate neighbors	91%	4	8	Similar
	Done a favor for a neighbor	81%	4	8	Similar
	Attended a local public meeting	36%	1	10	Higher
	Watched (online or on television) a local public meeting	29%	4	10	Similar
	Read or watch local news (via television, paper, computer, etc.)	88%	3	10	Similar
	Vote in local elections	92%	2	10	Similar

Communities included in peer comparisons

The communities included in Loudoun County’s custom comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA.....	98,970	Loudoun County, VA.....	312,311
Alexandria city, VA .....	139,966	Maui County, HI.....	154,834
Arapahoe County, CO .....	572,003	Montgomery County, MD.....	971,777
Boone County, KY .....	118,811	Olmsted County, MN .....	144,248
Broomfield city, CO .....	55,889	Pitkin County, CO.....	17,148
Charles County, MD.....	146,551	Powhatan County, VA.....	28,046
Chesterfield County, VA.....	316,236	Prince William County, VA.....	402,002
Clackamas County, OR .....	375,992	Roanoke County, VA.....	92,376
Dakota County, MN .....	398,552	San Francisco city, CA .....	805,235
El Dorado County, CA.....	181,058	Scott County, MN .....	129,928
Hanover County, VA.....	99,863	Summit County, UT.....	36,324
Honolulu County, HI.....	953,207	York County, VA.....	65,464
James City County, VA.....	67,009		
Los Alamos County, NM.....	17,950		

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. Loudoun County funded this research. Please contact the Loudoun County Department of Management and Budget at [budget@loudoun.gov](mailto:budget@loudoun.gov) if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### Selecting Survey Recipients

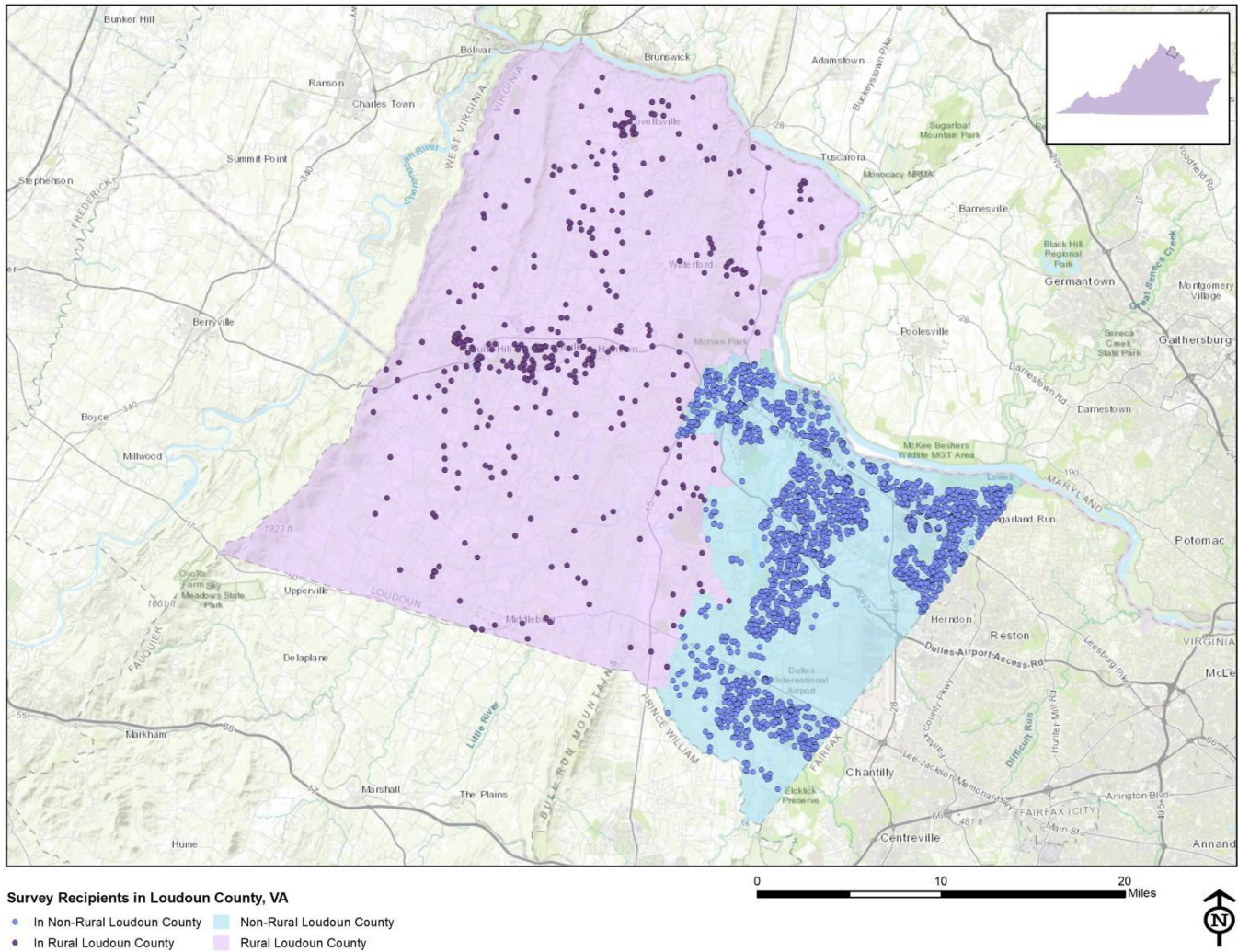
"Sampling" refers to the method by which households were chosen to receive the survey. All households within Loudoun County were eligible to participate in the survey. A list of all households within the zip codes serving Loudoun County was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve County households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of Loudoun County boundaries were removed from consideration. Each address identified as being within County boundaries was further identified as being within one of the two geographic subareas (rural and non-rural).

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the Loudoun County website as well as promoted on County social media channels. This opt-in survey was identical to the scientific survey and open to all County residents.

Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 14, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the County Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online; respondents could opt to take the survey online in their language of preference. Loudoun County chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons and custom benchmark comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on October 19, 2018 and remained open for two weeks.

About 1% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,956 households that received the survey, 617 completed the survey, providing an overall response rate of 21%. Of the 617 completed surveys, 115 were completed online and of those, two were completed in Spanish. Additionally, responses were tracked by geographic subarea; response rates by area ranged from 20% to 29%. The response rates were calculated using

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AAPOR’s response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 1,166 residents completed the online opt-in survey, providing a grand total of 1,783 completed surveys.

Table 87: Survey Response Rates by Area

	Non-rural	Rural	Overall
Total sample used	2,623	377	3,000
I=Complete Interviews	504	105	609
P=Partial Interviews	8	0	8
R=Refusal and break off	0	0	0
NC=Non Contact	0	0	0
O=Other	0	0	0
UH=Unknown household	0	0	0
UO=Unknown other	2,076	263	2,339
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	20%	29%	21%

### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>2</sup>

The margin of error for Loudoun County survey is no greater than plus or minus three<sup>3</sup> percentage points around any given percent reported for all respondents (1,783 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

### Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

<sup>1</sup> See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

<sup>2</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

<sup>3</sup> Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

## Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Loudoun County, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in Loudoun County. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex, age and area. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 88: Loudoun County, VA 2018 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	22%	12%	21%
Own home	78%	88%	79%
Detached unit*	55%	57%	54%
Attached unit*	45%	43%	46%
<b>Race and Ethnicity</b>			
White	70%	76%	72%
Not white	30%	24%	28%
Not Hispanic	88%	94%	90%
Hispanic	12%	6%	10%
<b>Sex and Age</b>			
Female	51%	48%	51%
Male	49%	52%	49%
18-34 years of age	28%	8%	25%
35-54 years of age	50%	44%	50%
55+ years of age	22%	48%	25%
Females 18-34	15%	4%	14%
Females 35-54	25%	21%	25%
Females 55+	12%	23%	12%
Males 18-34	14%	3%	12%
Males 35-54	25%	24%	26%
Males 55+	10%	24%	11%
<b>Area</b>			
Non-rural	85%	83%	85%
Rural	15%	17%	15%

\* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

## Appendix D: Survey Materials

Dear Loudoun County Resident,  
It won't take much of your time to make a big difference!  
Your household has been randomly selected to participate in a survey Loudoun County conducts periodically about your community and the quality of government services. Your survey will arrive in a few days.

Thank you for helping create a better county!

Sincerely,

Estimado Residente del Condado de Loudoun,  
¡No le tomará mucho de su tiempo para marcar una gran diferencia!  
Su hogar ha sido elegido al azar para participar en una encuesta conduce periódicamente por Loudoun County sobre su comunidad y la calidad de servicios gubernamentales. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una condado mejor!

Atentamente,



Tim Hemstreet

County Administrator/Administrador del Condado

Dear Loudoun County Resident,  
It won't take much of your time to make a big difference!  
Your household has been randomly selected to participate in a survey Loudoun County conducts periodically about your community and the quality of government services. Your survey will arrive in a few days.

Thank you for helping create a better county!

Sincerely,

Estimado Residente del Condado de Loudoun,  
¡No le tomará mucho de su tiempo para marcar una gran diferencia!  
Su hogar ha sido elegido al azar para participar en una encuesta conduce periódicamente por Loudoun County sobre su comunidad y la calidad de servicios gubernamentales. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una condado mejor!

Atentamente,



Tim Hemstreet

County Administrator/Administrador del Condado

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Loudoun County Government  
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Leesburg, VA 20177-7000

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## Loudoun County, Virginia

www.loudoun.gov

Office of the County Administrator

1 Harrison Street, S.E., MSC #2, 5th Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0200 • Fax (703) 777-0325 • coadmin@loudoun.gov

September 2018

Dear Loudoun County Resident:

We want to hear from you! You have been selected at random to participate in the 2018 Loudoun County Citizen Survey.

This survey will provide an overview of how Loudoun County residents perceive the quality of local government services and how they participate in community life.

Please take a few minutes to fill out and return the enclosed survey or complete it online.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed.

#### A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or complete the survey online at:**

<http://bit.ly/xxplaceholder>

If you have any questions about the survey please call 703-737-8853.

Thank you for your time and participation! Your perspectives are important to Loudoun County Government, as we make plans for serving you in the future.

Sincerely,

Estimado Residente del Condado de Loudoun:

¡Queremos escuchar de usted! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos del Condado de Loudoun del 2018.

Esta encuesta proporcionará una visión general de cómo los residentes del Loudoun County perciben la calidad de los servicios del gobierno local y cómo participan en la vida de la comunidad.

Por favor tome unos minutos para completar y devolver la encuesta adjunta o completarla en línea. Si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red.

Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando.

#### Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o completar la encuesta en línea en español en:**

<http://bit.ly/xxplaceholder>

Para la versión en español haga clic en el botón en el parte superior de la pantalla.

Si tiene alguna pregunta sobre la encuesta por favor llame al 703-737-8853.

¡Gracias por su tiempo y participación! Sus perspectivas son importantes para el gobierno del condado de Loudoun, mientras hacemos planes para servirle en el futuro.

Atentamente,

Tim Hemstreet  
County Administrator/Administrador del Condado



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Telephone (703) 777-0200 • Fax (703) 777-0325 • [coadmin@loudoun.gov](mailto:coadmin@loudoun.gov)

September 2018

Dear Loudoun County Resident:

Here's a second chance if you haven't already responded to the 2018 Loudoun County Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

We want to hear from you! You have been selected at random to participate in the 2018 Loudoun County Citizen Survey.

This survey will provide an overview of how Loudoun County residents perceive the quality of local government services and how they participate in community life.

Please take a few minutes to fill out and return the enclosed survey or complete it online.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed.

### A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
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If you have any questions about the survey please call 703-737-8853.

Thank you for your time and participation! Your perspectives are important to Loudoun County Government, as we make plans for serving you in the future.

Sincerely,

Estimado Residente del Condado de Loudoun:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos del Condado de Loudoun del 2018! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Queremos escuchar de usted! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos del Condado de Loudoun del 2018.

Esta encuesta proporcionará una visión general de cómo los residentes del Loudoun County perciben la calidad de los servicios del gobierno local y cómo participan en la vida de la comunidad.

Por favor tome unos minutos para completar y devolver la encuesta adjunta o completarla en línea. Si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red.

Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando.

### Algunas cosas para recordar:

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Tim Hemstreet  
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# Loudoun County 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Loudoun County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Loudoun County as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Loudoun County as a place to raise children.....	1	2	3	4	5
Loudoun County as a place to work .....	1	2	3	4	5
Loudoun County as a place to visit.....	1	2	3	4	5
Loudoun County as a place to retire .....	1	2	3	4	5
The overall quality of life in Loudoun County .....	1	2	3	4	5

## 2. Please rate each of the following characteristics as they relate to Loudoun County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Loudoun County .....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Loudoun County.....	1	2	3	4	5
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Loudoun County .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Loudoun County .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Loudoun County.....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Loudoun County to someone who asks.....	1	2	3	4	5
Remain in Loudoun County for the next five years .....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day .....	1	2	3	4	5	6
In Loudoun County's downtown/commercial areas during the day .....	1	2	3	4	5	6

## 5. Please rate each of the following characteristics as they relate to Loudoun County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking .....	1	2	3	4	5
Ease of travel by car in Loudoun County .....	1	2	3	4	5
Ease of travel by public transportation in Loudoun County .....	1	2	3	4	5
Ease of travel by bicycle in Loudoun County.....	1	2	3	4	5
Ease of walking in Loudoun County .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Loudoun County .....	1	2	3	4	5
Overall appearance of Loudoun County.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5

**6. Please rate each of the following characteristics as they relate to Loudoun County as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Loudoun County .....	1	2	3	4	5
Overall quality of business and service establishments in Loudoun County.....	1	2	3	4	5
Vibrant downtown/commercial areas .....	1	2	3	4	5
Overall quality of new development in Loudoun County.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborhoodliness of residents in Loudoun County .....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient .....	1	2
Observed a code violation or other hazard in Loudoun County (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Loudoun County .....	1	2
Reported a crime to the police in Loudoun County.....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted Loudoun County (in-person, phone, email or web) for help or information.....	1	2
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion .....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Loudoun County?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Loudoun County recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or County park.....	1	2	3	4
Used Loudoun County public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Loudoun County.....	1	2	3	4
Attended a County-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving .....	1	2	3	4
Volunteered your time to some group/activity in Loudoun County.....	1	2	3	4
Participated in a club .....	1	2	3	4
Talked to or visited with your immediate neighbors .....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like the Board of Supervisors, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting .....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4



# Loudoun County 2018 Citizen Survey

## 10. Please rate the quality of each of the following services in Loudoun County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services .....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Recycling .....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Loudoun County open space .....	1	2	3	4	5
County-sponsored special events.....	1	2	3	4	5
Overall customer service by Loudoun County employees (sheriff, receptionists, planners, etc.).....	1	2	3	4	5
Mental health, substance abuse, and developmental services.....	1	2	3	4	5
Family services (financial assistance, foster care, housing).....	1	2	3	4	5
Senior services.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Loudoun County .....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

## 12. Please rate the following categories of Loudoun County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Loudoun County.....	1	2	3	4	5
The overall direction that Loudoun County is taking .....	1	2	3	4	5
The job Loudoun County government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Loudoun County government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest .....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5

## 13. Please rate how important, if at all, you think it is for the Loudoun County community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Loudoun County .....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Loudoun County .....	1	2	3	4
Overall "built environment" of Loudoun County (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Loudoun County .....	1	2	3	4
Overall opportunities for education and enrichment .....	1	2	3	4
Overall economic health of Loudoun County.....	1	2	3	4
Sense of community .....	1	2	3	4

**14. Have you or anyone in your household used the following services in the last two years?**

	<i>Yes</i>	<i>No</i>
Sheriff services .....	1	2
Fire or rescue services .....	1	2
Bus or transit services.....	1	2
County parks, recreation programs, or recreation centers.....	1	2
Land use, planning and zoning, or code enforcement.....	1	2
Animal control.....	1	2
Health services .....	1	2
Public library services .....	1	2
County-sponsored special events .....	1	2
Mental health, substance abuse, and developmental services .....	1	2
Family services (financial assistance, foster care, housing) .....	1	2
Senior services.....	1	2

**15. First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. Then, indicate whether or not you would be willing to incur a tax increase to improve each issue.**

	<b>Importance</b>				<b>Willing to pay higher taxes?</b>	
	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Yes</i>	<i>No</i>
Growth/development .....	1	2	3	4	1	2
Schools .....	1	2	3	4	1	2
Crime/drug use .....	1	2	3	4	1	2
Youth activities/reduction of youth crime .....	1	2	3	4	1	2
Cost of living/cost of housing .....	1	2	3	4	1	2
Employment opportunities.....	1	2	3	4	1	2
Traffic.....	1	2	3	4	1	2
Road maintenance.....	1	2	3	4	1	2

**16. In the last 12 months, about how many times, if at all, have you or other household members used each of the following types of public transportation to get to work?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Bus.....	1	2	3	4
Metrorail.....	1	2	3	4
Train (such as MARC) .....	1	2	3	4
Van pool .....	1	2	3	4
Carpool or “slugging”.....	1	2	3	4
Taxi/hired car/limo/Uber/Lyft.....	1	2	3	4
Government/nonprofit transportation service (e.g., for elderly or disabled residents).....	1	2	3	4

**17. If you use Metrorail to get to places other than work – for what reasons? (Mark all that apply.)**

- Shopping                     
  Sporting events                     
  Recreational/entertainment locations and events

**18. Please indicate if you feel there is too little, too much, or about the right amount of each of the following housing types in Loudoun County to meet the community’s needs in the coming years:**

	<i>Far too little</i>	<i>Somewhat too little</i>	<i>About right</i>	<i>Somewhat too much</i>	<i>Far too much</i>	<i>Don't know</i>
Single-family detached homes.....	1	2	3	4	5	6
Townhouses.....	1	2	3	4	5	6
Multi-family housing (apartments/condominiums) .....	1	2	3	4	5	6
Housing options for seniors.....	1	2	3	4	5	6
Housing options for young residents .....	1	2	3	4	5	6

**19. Are you or another household member (please mark all that apply):**

- A federal employee                     
  Self-employed                     
  A teleworker (work from home at least some days instead of traveling to/from the workplace)
- A federal contractor                     
  Working in a home-based business

# Loudoun County 2018 Citizen Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Loudoun County.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day.....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**D4. What is your employment status?**

- Working full time for pay  
 Working part time for pay  
 Unemployed, looking for paid work  
 Unemployed, not looking for paid work  
 Fully retired

**D5. Do you work inside the boundaries of Loudoun County?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Loudoun County?**

- Less than 2 years       11-20 years  
 2-5 years       More than 20 years  
 6-10 years

**D7. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D8. Is this house, apartment or mobile home...**

- Rented  
 Owned

**D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month  
 \$300 to \$599 per month  
 \$600 to \$999 per month  
 \$1,000 to \$1,499 per month  
 \$1,500 to \$2,499 per month  
 \$2,500 or more per month

**D10. Do any children 17 or under live in your household?**

- No       Yes

**D11. Are you or any other members of your household aged 65 or older?**

- No       Yes

**D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 to \$149,999  
 \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino  
 Yes, I consider myself to be Spanish, Hispanic or Latino

**D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian, Asian Indian or Pacific Islander  
 Black or African American  
 White  
 Other

**D15. In which category is your age?**

- 18-24 years       55-64 years  
 25-34 years       65-74 years  
 35-44 years       75 years or older  
 45-54 years

**D16. What is your sex?**

- Female       Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- Cell       Land line       Both

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**