

2001 Survey of Loudoun Residents

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2001 Survey of Loudoun Residents

Executive Summary

A telephone survey of 1,001 Loudoun County residents was conducted in May 2001, to update demographic information and obtain opinions about key issues. Similar surveys were conducted in 1995, 1997, and 1999 affording the opportunity to analyze changes over time for a few specific variables. Key findings are as follows:

Demographics

Respondents indicated that Loudoun's basic demographic profile is changing. Loudoun County is becoming more ethnically diverse and more affluent.

More than a third of the respondents have lived in Loudoun for three years or less. Historically, new residents have moved from Fairfax County. In 2001, the proportion of new Loudoun residents from areas outside the Washington Metro region (40 percent) just exceeded Fairfax's share (39 percent).

Respondents indicated that their major reason for relocating to Loudoun was location of work site, followed by housing affordability, and Loudoun's rural character.

Opinions about key issues

Of the surveyed households:

- 98 percent felt safe in their neighborhoods.
- 80 percent believed Loudoun County provides good value for the tax dollar.
- 93 percent rated Loudoun's quality of life as good or excellent.
- 67 percent identified Loudoun's single biggest problem as growth and development (down from 71 percent in 1999).
- The second leading issue identified as Loudoun County's biggest problem was traffic/transportation. Over 17 percent of the households identified traffic/transportation as the central issue (up from 12 percent in 1999).
- 33 percent of households surveyed felt that the single best thing about Loudoun was its rural character and countryside.

Growth Management

Of the surveyed households:

- 79 percent felt that the pace of residential development was too

fast.

-- Over 84 percent supported efforts by the Board of Supervisors to manage growth in Loudoun County.

The most supported initiatives were:

-- Requiring developers to pay more of the capital cost (such as schools, roads, parks, and other public facilities) associated with new developments.

-- Expanded options for mass transit in Loudoun County such as bus or rail transit.

-- Purchase of development right from landowners on a voluntary basis to preserve open space.

-- Reducing the land area available for residential development or the number of homes that are allowed per acre.

The least supported initiative was:

-- Requiring medians, speed bumps, curves or designs to slow traffic on major roads like Rt. 50 or neighborhood roads like Cascades Parkway.

Section I. Introduction

Purpose and Scope

In May 2001, the County Administrator commissioned a telephone survey of a random sample of 1,001 households in Loudoun County. There were several principal purposes for conducting a scientific survey of Loudoun County residents at that time: to collect opinion data relevant to revising Loudoun County's Comprehensive Plan; to update key demographic characteristics about Loudoun County residents that were obtained in similar surveys conducted in 1995, 1997, and 1999; and to provide the Board of Supervisors with additional input from residents regarding key issues and programs as it addresses strategic initiatives and plans for Loudoun County.

Methodology

The 2001 Survey of Loudoun Residents was designed to be a telephone survey of approximately 10 minutes duration that would provide key demographic and attitudinal information. The same marketing research firm that conducted the *1995, 1997 and 1999 Surveys of Loudoun Residents* -- FGI, Inc. of Chapel Hill, North Carolina -- was retained to conduct the telephone survey of Loudoun households in May 2001.

The survey instrument, based in part on previous surveys, was modified to reflect current information needs, and was further reviewed by FGI's statistical experts. Upon completion of the survey, FGI provided the data directly to Loudoun County for tabulation and analysis.

The survey solicited responses from a sample of 1,001 Loudoun County households. This represents approximately 1.7 percent of all households in Loudoun County and indicates that the data should be within +/- 3 percent at the 95 percent confidence level. However, because the number of respondents may differ for each question, the statistical validity of responses may vary among questions. More care is needed in interpreting these responses.

FGI, Inc. has indicated that they were able to achieve an extremely high percent cooperation level from Loudoun residents. This indicates a strong willingness on the part of Loudoun County citizens to communicate with County government and the Board of Supervisors about important issues.

Report Organization

The focus of this report is to summarize key responses about reactions to Loudoun County growth and related management initiatives, and to highlight important information that may be of critical use to the Board of Supervisors in its initiation of policies that may affect Loudoun's land use and fiscal future.

This report is organized in four sections which reflect the key purposes of the survey. Section I introduces the report and discusses background and methodology. Section II provides a brief overview of key demographic characteristics of survey respondents. Sections III and IV may be of particular interest to the Board of Supervisors as it proceeds with land use and fiscal planning, and growth management efforts. Section III summarizes general opinions on how residents feel about Loudoun. Section IV reports on opinions held by residents focused on growth and the potential options for growth management initiatives. The survey's conclusions are discussed in Section V. A copy of the complete survey instrument is provided in Appendix A. Tables showing frequency tabulations for key questions are provided in Appendix B. Appendix C provides a comparison of responses to key questions from the 1995, 1997, 1999, and 2001 surveys.

Section II. Demographic Characteristics of Respondents

For certain key demographic variables, such as household characteristics, racial composition and mobility, the most current and reliable source of data available is the 2000 Census. According to the Census Bureau, Loudoun County's population has grown by 97 percent from 1990 to 2000.

Survey research provides an opportunity to collect key demographic information for comparison with historic trends and for bench marking with projections. Many of the demographic questions in the survey were also asked in the 1995, 1997, and 1999 Survey of Loudoun Residents. This provides a baseline for evaluating trends, as well as a measure for assessing the validity of survey responses.

Location of Respondents

One-half of the households surveyed lived in the eastern zip codes of Ashburn, Sterling, Potomac Falls, South Riding, Dulles, Chantilly, and Great Falls. Over 27 percent lived in the Leesburg zip code area and the remaining 22 percent resided in the other western Loudoun zip codes. This distribution is reasonably consistent with other population estimates of Loudoun County. In addition, this is proportionate to the distribution of respondents who participated in the 1995, 1997, and 1999 surveys.

Household Characteristics

The average size of surveyed households equaled 3.0 persons per household. This is higher than the 2.8 persons per household reported by the 2000 Census for Loudoun County, but lower than the average family size of 3.2 persons per household reported by the Census.

Racial/Ethnic Characteristics

Eighty-five percent of the respondents classified their race as white. This is lower than in previous surveys and slightly higher than current 2000 Census counts, which report an 83 percent white population. The black population represented 6.4 percent of the respondents and nearly three percent of respondents were Hispanic -- slightly less than 2000 Census counts of seven percent and six percent respectively. Asians account for nearly five percent of the respondents -- a response rate that approximates 2000 Census counts.

Income

Over 22 percent of households surveyed reported an annual household income between \$75,000 and \$100,000. Over 40 percent reported a household income greater than \$100,000. This is significantly higher than incomes reported in the 1995, 1997, and 1999 surveys.

Slightly more than 0.5 percent of the respondents reported incomes of less than \$10,000 and nearly six percent of households surveyed indicated that their household income was between \$10,000 and \$30,000. In 1999 these two segments accounted for nine percent of the distribution; by 2001 this percentage declined to just over six percent.

Housing Characteristics

Nearly 66 percent of households surveyed lived in single -family detached housing, 24 percent lived in townhomes or duplex units, and 10 percent lived in multi-family units. The current estimate of housing unit distribution is 56 percent single -family detached, 25 percent townhomes, and 19 percent multi-family. Higher than Census counts for home ownership patterns (79.4 percent), 88 percent of total respondents own their home. Ownership is highest (95 percent) for households in single -family detached homes. According to the survey, 65 percent of households living in multifamily units rent their units and 11 percent of households living in townhomes are renters.

Length of Residence

Slightly more than 34 percent of households surveyed have lived in Loudoun for three years or less. Less than a one -third have lived in Loudoun from four to ten years and nearly 35 percent have lived in Loudoun for more than ten years.

Prior Residence

Only eight percent of survey respondents were born in Loudoun County. Of the remaining 92 percent who moved to Loudoun County from other areas, nearly 36 percent relocated from Fairfax County. Thirty-seven percent of respondents relocated from areas outside the Washington metro region. These findings are consistent with the 1999 survey.

Section III. General Opinions of Loudoun Residents

In conducting its annual review of Loudoun County's fiscal plan, the Board of Supervisors actively seeks input from individuals who live and pay taxes in Loudoun County. The Board of Supervisors receives comments from the public in many different ways, including public meetings and hearings, the telephone comment line, e-mail, and personal correspondence and conversations.

A scientific telephone survey of a random sample of households is an excellent way for Loudoun County policy makers to obtain an accurate representation of opinions and priorities held by residents of different parts of the county. The results of this survey promise to be another useful means for the Board of Supervisors to gauge public opinion in conducting its review of the county fiscal plan.

The following discussion summarizes responses to several questions that address residents' opinions related to key elements concerning living in Loudoun and important issues facing Loudoun County.

Reason for Locating to Loudoun

Several factors were found to be highly influential in decisions to locate in Loudoun County. From 1995 to 2001, the top two factors influencing the decision to locate in Loudoun continue to be location of work site and housing affordability. Over 32 percent of the respondents cited location of work site and 24 percent cited housing affordability as important factors. These responses reflect the growing importance of Loudoun's employment base as well as Loudoun's competitive housing prices. In addition, over 16 percent of respondents indicated that they were influenced by an appreciation for the rural character of Loudoun.

Responses to this question differed by location of residents. For 41 percent of households in central Loudoun, location of work site was the most important location factor. Housing affordability was the most important factor for 31 percent of respondents in eastern Loudoun zip codes and rural character was most important for 34 percent of respondents from western Loudoun.

Safety in Neighborhood

Over 98 percent of respondents indicated that they “felt safe” or “very safe” in their neighborhoods. The findings in 2001 are consistent with these other survey years. The 2001 Survey differed from previous year findings in this aspect -- the percentage of respondents who felt “very safe” exceeded 61 percent -- in prior years this percentage had ranged from 52 to 57 percent.

Overall Quality of Life

Respondents measured the quality of life in Loudoun very positively. Ninety-three percent indicated that they would rate the overall quality of life in Loudoun County as "excellent" or "good."

Value for the Tax Dollar

Eighty percent of respondents indicated that Loudoun County provides good value for the tax dollar. A greater proportion of respondents from eastern Loudoun zip codes felt they received good value from their tax dollar (88 percent), compared with 69 percent from western Loudoun zip codes.

A high proportion (87 percent) of respondents who have relocated to Loudoun from Fairfax County indicated that they received good value for their tax dollar in Loudoun County. Although a smaller percentage (80 percent) from areas outside the metro region felt they received good value for their tax dollar, this is significantly higher than reported in previous surveys.

It appears that many respondents equated Loudoun's quality of life with the value they received from their tax dollar -- 91 percent of respondents who rated Loudoun's quality of life as excellent also felt they received good value for their tax dollar.

Biggest Problem Facing Loudoun

Not surprisingly, responses to this question were overwhelmingly oriented toward issues of growth. Almost 67 percent of all respondents indicated they felt growth and development was the greatest problem in Loudoun (down from over 70 percent in 1999). An additional 17 percent indicated that traffic and transportation was the biggest problem (up from 12 percent in 1999).

Nearly 79 percent of respondents from western Loudoun zip codes cited growth and development as the biggest problem facing Loudoun, while 61 percent of respondents from eastern Loudoun zip codes felt growth was the major issue.

Best Thing About Loudoun

Nearly 33 percent of the respondents felt that the single best thing about Loudoun County was its rural character, open space and countryside. Other positive attributes of Loudoun County as indicated in the survey included location and proximity to shopping and the city (16 percent), beauty/scenic views and size (10 percent), and the size, design and offerings of Loudoun's neighborhoods and communities (10 percent).

More than 50 percent of respondents living in western Loudoun zip codes identified Loudoun's best feature as the rural character, open space and countryside followed by 15 percent who identified Loudoun's beauty/scenic views. The top two choices of respondents living in eastern Loudoun zip codes were rural character, open space and countryside (26 percent) and close proximity to shopping and other amenities (20 percent).

Section IV. Opinions on Growth

In response to the Board of Supervisors' request, the 2001 survey was modified to include ten new questions on the subjects of growth and growth management. The responses to these questions served to aid the development of the revised Comprehensive Plan.

Pace of Residential Development

Of the 1,001 respondents, 979 replied to the question: "Do you feel that the pace of residential development in Loudoun County is too fast, too slow or about right?" Seventy-nine percent described the pace as "too fast." From east to west the "too fast" responses ranged from 73 percent to 91 percent.

A respondent's tenure in Loudoun County had some bearing on his views regarding the pace of development. Almost 69 percent of those who have lived in Loudoun for less than four years felt that the pace of development was "too fast" compared to the 87 percent of respondents who had lived in Loudoun for over ten years.

General Growth Management Efforts

Over 84 percent of the respondents said they supported the "efforts of the Board of Supervisors to manage growth in Loudoun County."

Specific Growth Management Initiatives

Eight of the growth-related questions assessed the respondents' support/opposition to potential growth management initiatives. Growth management initiatives that require developers to pay more capital costs and expand mass transit options were among the best-received. The least favored initiatives included slowing traffic, requiring cluster development, and creating a north-south transportation corridor connecting Maryland and Virginia.

The most supported initiatives are presented first.

(1) Requiring Developers to Pay

Of the eight initiatives researched, "requiring developers to pay more of the capital costs (such as schools, roads, parks and other public facilities) that are

associated with the new developments” received more support (89 percent) than any other initiative. Of the 987 respondents, 72 percent strongly supported the initiative with another 17 percent somewhat supportive. Only six percent opposed it.

Leesburg area respondents indicated the greatest support for this initiative. Nearly 92 percent expressed strong to moderate support.

Respondents from western Loudoun zip codes were distinctive for responding at polar extremes. This region expressed both the strongest support (81 percent) and strongest opposition (nearly 4 percent) for the initiative. The greatest opposition (both strong and moderate), just over 7 percent, was from respondents with western Loudoun zip codes.

(2) Mass Transit

“Expanded options for mass transit in Loudoun County, such as bus or rail transit” was the second ranking initiative in terms of respondent support. Of the 992 respondents, over 61 percent strongly supported the initiative with another 23 percent somewhat supportive. Only 9 percent opposed it.

Respondents from eastern Loudoun zip codes expressed the greatest support for this initiative. Nearly 87 percent expressed strong to moderate support.

Respondents from western Loudoun zip codes expressed the least support (81 percent).

(3) Purchase of Development Rights

976 respondents indicated their level of support or opposition to this initiative for managing growth: “purchase of development rights (PDR) by the county from landowners on a voluntary basis to preserve open space.” Nearly 81 percent of the respondents gave support to this initiative with nearly 50 percent strongly supporting it. A little over 10 percent opposed the initiative.

Respondents from western Loudoun zip codes indicated the greatest support for the PDR program; over 84 percent expressed strong to moderate support.

(4) Reducing the Number of Homes

988 respondents indicated their level of support or opposition to this initiative for managing growth: “reducing the land area available for residential development or the number of homes that are allowed per acre.” Over 76 percent of the respondents gave support to this initiative with 51 percent strongly supporting it. Less than 16 percent opposed the initiative.

Respondents from western Loudoun zip codes indicated the greatest support for this initiative; over 82 percent expressed strong to moderate support.

(5) Fire and Rescue Consolidation

“The consolidation of the county career and independent volunteer Fire and Rescue services under the control of the county government to ensure adequate coordination, coverage and response time for emergency services” received support of 71 percent of the respondents and was opposed by 13 percent. This one initiative yielded the highest percentage (nearly 16 percent) of “neutral” responses.

(6) North-South Transportation Corridor

Of the 988 respondents who indicated their level of support or opposition to the “creation of a north-south transportation corridor connecting Loudoun County with Maryland, including a bridge crossing of the Potomac River,” over 68 percent of the respondents gave support to this initiative. Over 21 percent opposed the initiative.

(7) Clustering of Buildings to Preserve Open Space

Of the 971 respondents who indicated their level of support or opposition to: “Requiring the clustering of buildings to preserve open space,” nearly 67 percent of the respondents were supportive. About 18 percent opposed it.

(8) Traffic Slowing

This initiative was the least supported and the most opposed. In fact, this is the only initiative that was more opposed than supported. Of the 985 respondents who indicated their level of support or opposition to “requiring

medians, speed bumps, curves, or designs to slow traffic on major roads like Rt. 50 or neighborhood roads like Cascades Parkway,” about 43 percent of the respondents supported to this initiative. Nearly 47 percent opposed it.

Section V. Conclusions

As with the 1995, 1997 and 1999 surveys, the 2001 survey develops a demographic profile of Loudoun households and provides updated information about opinions of Loudoun residents. Though the profile is diversifying; general opinions from previous surveys are consistent with the 2001 findings. The recurrent theme in Loudoun County is growth. Growth is identified by some as an opportunity, but by many others as the biggest problem facing Loudoun County.

Residents continue to feel safe in their neighborhoods, good about the value of their tax dollars and positive about the quality of their community.

As Loudoun continues to see tremendous population growth, decision makers will continue to consider issues such as quality of life and value for tax dollars as well as explore the feasibility of particular growth management initiatives.

And as Loudoun County continues to attract residents with high expectations for their families and living environment, the County will be challenged to meet the needs and desires of all residents.

Appendix A. 2001 Survey Instrument

Appendix A. 2001 Survey of Loudoun County Residents

Introduction

Hello, this is _____ from _____. We are a national opinion research firm and have been retained by the Loudoun County government to conduct a 5-minute survey of Loudoun County residents. This is not a sales call; we just want your opinions. May I please speak with the male or female head of household 18 years of age or older who is now at home?

[If new person on the phone – re-read intro]

Hello, this is _____ from _____. We are a national opinion research firm and have been retained by the Loudoun County government to conduct a 5-minute survey of Loudoun County residents. This is not a sales call; we just want your opinions. Your answers will be kept confidential and reported in aggregate form only.

1. Are you a resident of Loudoun County?

Yes

No (Terminate) NQ1

Dk/Na/RF (**Terminate**) NQ1

2. What is your zip code? (DO NOT READ LIST) (ACCEPT ONE ANSWER)

20105 Aldie	20152 Chantilly/Fairfax	Other zipcode (TERMINATE & GO
20107 Arcola	20158 Hamilton	TO ZIP CLOSE) NQ2
20117 Middleburg	20159 Hamilton	Don't Know/No Answer/Ref.
20118 Middleburg	20160 Lincoln	(TERMINATE) NQ2
20120 Chantilly	20163 Dulles/Sterling	
20129 Paeonian Springs	20164 Sterling	
20130 W. Loudoun	20165 Sterling	
20131 Philomont	20166 Sterling	
20132 Purcellville	20175 Leesburg	
20134 Purcellville	20176 Leesburg	
20135 Bluemont	20177 Leesburg	
20141 Round Hill	20178 Leesburg	
20142 Round Hill	20180 Lovettsville	
20146 Ashburn	20184 Upperville	
20147 Ashburn	20185 Upperville	
20148 Ashburn	20197 Waterford	
20151 Chantilly/Fairfax	22066 Great Falls Forest	

Appendix A. 2001 Survey of Loudoun County Residents

3. Which of the following housing types do you live in? **(READ LIST)**

Townhouse or duplex

Single -family home

Apartment or condo

Other (SPECIFY)

Don't Know/No Answer/Refused

4. Do you rent or own your home?

Rent

Own

Don't Know/No Answer/Refused

5. How many years have you lived in Loudoun County? **[WHOLE NUMBERS ONLY]**

_____ years [ENTER "99" FOR DON'T KNOW : LESS THAN 1 YEAR= 1] RANGE 1-98

5a. Did you move to Loudoun County from somewhere else?

Yes

No (GO TO Q8)

Dk/NA (GO TO Q8)

6. **(IF YES IN Q5, ASK)** In what city or county did you live before moving to Loudoun County? **(DO NOT READ LIST)**

Alexandria City, VA

Frederick County, MD

Arlington County, VA

Montgomery County, MD

Prince William County, VA (includes Manassas and
Manassas Park)

Washington, DC

Other city or county in Metro DC area

Fairfax County, VA (includes Fairfax and Falls

A city or county outside the Metro DC area

Church cities)

Don't Know/No Answer/Refused

7. What single factor most influenced your decision to locate in Loudoun County? **[DO NOT READ LIST.]**

Schools or community services

Family considerations

Housing affordability

Rural character/beauty

Location of work site

Other (specify)

Taxes

Quality of overall community

Don't Know/No Answer/Refused

Appendix A. 2001 Survey of Loudoun County Residents

8. **IF YES IN Q5, INSERT BRACKETED TEXT.** [Compared to where you lived before moving to Loudoun County], how safe do you feel in your neighborhood, very safe, safe, unsafe, or very unsafe?

Very safe

Safe

Unsafe

Very unsafe

Don't Know/No Answer/Refused

9. What do you think is the single biggest problem facing Loudoun County? **(DO NOT READ LIST) (PROBE FOR ONE, ACCEPT TWO)**

Growth/development (too much, too fast, not planned well)

Adequate services (not enough, not right kind)
(General) Government

Schools (too crowded, not enough, not safe enough)

Other (SPECIFY)

Youth activities (too few, gang problems)

Dk/Na/Ref

Taxes (too high, tax wrong things)

Traffic/Transportation (roads too crowded, lack of public trans.)

10. What single thing do you like best about Loudoun County? **(DO NOT READ LIST) (PROBE FOR ONE, ACCEPT TWO)**

Rural/open/country

Safe/safety (of county, communities)

People/friendly/personal

Tax rate

Location/proximity (to shopping, to major city, etc.)

Environment/cleanliness

Neighborhood/community (size, design, offerings)

Affordability

Beauty/scenic views

Other (SPECIFY)

Schools (quality, safety, etc.)

Dk/Na/Ref

11. How would you rate the overall quality of life in Loudoun County?

Excellent

Good

Fair

Poor

Don't Know/No Answer/Refused

Appendix A. 2001 Survey of Loudoun County Residents

12. Do you feel the county provides good value for the tax dollar?

Yes

No

Not sure/Don't Know/No Answer/Refused

13. Do you feel that the pace of residential development in Loudoun County is too fast, too slow or about right?

Too fast

Too Slow

About right

Don't Know/No Answer/Refused

14. For each of the following initiatives, please indicate whether you support or oppose this initiative as a way of managing growth in Loudoun County. Tell me whether you strongly support, somewhat support, neither support nor oppose, somewhat oppose, or strongly oppose.

Strongly support

Somewhat support

Neither support nor oppose/neutral/no opinion

Somewhat oppose

Strongly oppose

Randomize:

Purchase of development rights by the county from landowners on a voluntary basis to preserve open space

Reducing the land area available for residential development or the number of homes that are allowed per acre.

Requiring developers to pay more of the capital costs (such as schools, roads, parks and other public facilities) that are associated with the new developments

Requiring the clustering of buildings to preserve open space

Requiring medians, speed bumps, curves or designs to slow traffic on major roads like Rt. 50 or neighborhood roads like Cascades Parkway.

Expanded options for mass transit in Loudoun County, such as bus or rail transit.

Creation of a north-south transportation corridor connecting Loudoun County with Maryland, including a bridge crossing of the Potomac River.

Consolidation of county career and independent volunteer Fire and Rescue services under the control of the county government to ensure adequate coordination, coverage and response time for emergency services?

Appendix A. 2001 Survey of Loudoun County Residents

15. In general, do you support or oppose efforts by the Board of Supervisors to manage growth in Loudoun County?

Support

Oppose

Don't know/No opinion

DEMOGRAPHICS

16. How many people live in your household?

_____ People in household [ENTER "99" FOR DON'T KNOW, ENTER 8 IF MORE THAN 8] RANGE 1-8

17. For statistical purposes only, with which racial or ethnic group do you identify? **[READ LIST] [MAY ANSWER MORE THAN ONE]**

American Indian [includes Alaskans]

Hispanic [includes persons of Mexican, Puerto Rican,

Asian [includes Pakistanis, Indians or Pacific

Central or South American or Spanish origin or

Islanders]

culture]

Black [includes Jamaicans, Bahamians & other

White [includes Arabian]

Caribbeans or Africans but not Hispanic or Arabian

Don't Know/No Answer/Refused

descent]

18. Please stop me when I reach your total household income before taxes:

Under \$10,000

\$75,001 to \$100,000

\$10,001 to \$30,000

\$100,001 to \$150,000

\$30,001 to \$50,000

Over \$150,000

\$50,001 to \$75,000

Don't Know/No Answer/Refused

19. Record Gender

Male

Female

Thank you very much for your help! ZIP CLOSE: We've filled all of the interviews we need in your zip code. Thank you very much for you help.

Appendix B. Frequency Responses

Appendix B. Frequency Responses

Zip Code of Respondents

Area	Percent of	
	Number of Respondents	Total Responses
Leesburg	278	27.8%
Ashburn	216	21.6%
Sterling	91	9.1%
Potomac Falls	86	8.6%
South Riding	81	8.1%
Purcellville	74	7.4%
Lovettsville	35	3.5%
Hamilton	28	2.8%
Round Hill	22	2.2%
Middleburg	20	2.0%
Dulles	19	1.9%
Waterford	14	1.4%
Aldie	7	0.7%
Bluemont	5	0.5%
Chantilly	5	0.5%
Upperville	5	0.5%
Lincoln	4	0.4%
Paeonian Springs	4	0.4%
Philomont	4	0.4%
Great Falls	2	0.2%
Arcola	1	0.1%
Total	1,001	100.0%

Location of Respondents

Area	Percent of	
	Number of Respondents	Total Responses
Eastern Loudoun	500	50.0%
Leesburg	278	27.8%
Western Loudoun	223	22.3%

Appendix B. Frequency Responses

Total 1,001 100.0%

Household Size

Persons in household	Total	Distribution
1	131	13.2%
2	306	30.7%
3	179	18.0%
4	225	22.6%
5	110	11.0%
6	34	3.4%
7	6	0.6%
8	5	0.5%
Total	996	100.0%
Average	3.03	

Appendix B. Frequency Responses

Racial or Ethnic Characteristics

Group	Total	Distribution
White	813	84.5%
Black	62	6.4%
Asian	47	4.9%
Hispanic	28	2.9%
American Indian	12	1.2%
Total	962	100.0%

Total Household Income

Income	Total	Distribution
Under \$10K	5	0.6%
\$10-30K	49	5.5%
\$30-50K	96	10.9%
\$50-75K	181	20.5%
\$75-100K	196	22.2%
\$100-150K	212	24.0%
Over \$150K	145	16.4%
Total	884	100.0%

Housing Type

Housing Type	Total	Distribution
Single Family Home	658	65.7%
Townhouse or Duplex	235	23.5%
Apartment or Condo	103	10.3%
Other	5	0.5%
Total	1,001	100.0%

Own or Rent

Occupancy Type	Total	Distribution
Own	871	87.5%

Appendix B. Frequency Responses

Rent	124	12.5%
Total	995	100.0%

Did you move to Loudoun County?

	Total	Distribution
Yes	919	92.0%
No	80	8.0%
Total	999	100.0%

Years of Residence

	Total	Distribution
1 to 3 years	341	34.1%
4 to 10 years	313	31.3%
More than 10 years	345	34.5%
Total	999	100.0%

Prior Residence

	Total	Distribution
Outside WDC Metro Area	363	36.5%
Fairfax County, VA*	356	35.8%
Always lived in Loudoun County	82	8.2%
Other WDC Metro Area	71	7.1%
Arlington County, VA	30	3.0%
Montgomery County, MD	26	2.6%
Alexandria, VA	22	2.2%
Prince William County, VA*	22	2.2%
Washington DC	14	1.4%
Frederick County, MD	9	.9%
Total	995	100.0%

* Includes Independent Cities

Appendix B. Frequency Responses

What single factor most influenced your decision to locate in Loudoun County?

	Total	Distribution
Location of work site	277	32.4%
Housing affordability	202	23.6%
Rural character/beauty	142	16.6%
Family considerations	112	13.1%
Quality of overall community	51	6.0%
Schools/community services	34	4.0%
Other	24	2.8%
Taxes	14	1.6%
Total	856	100.0%

Appendix B. Frequency Responses

How safe do you feel in your neighborhood?

Level of Safety	Total	Distribution
Very Safe	613	61.4%
Safe	366	36.7%
Unsafe	15	1.5%
Very unsafe	4	0.4%
Total	998	100.0%

How would you rate the overall quality of life in Loudoun County?

Rating	Total	Distribution
Excellent	414	41.5%
Good	518	51.9%
Fair	61	6.1%
Poor	5	0.5%
Total	998	100.0%

Do you feel the County provides good value for the tax dollar?

	Total	Distribution
Provides Good Value	728	80.4%
Does Not Provide Good Value	177	19.6%
Total	905	100.0%

What do you think is the single biggest problem facing Loudoun County?

	Total	Distribution
Growth/development	630	66.6%
Traffic/transportation	164	17.3%
Schools	35	3.7%
Taxes	29	3.1%

Appendix B. Frequency Responses

Adequate services	18	1.9%
Other	18	1.9%
Government	14	1.5%
Affordable housing/rental housing	11	1.2%
Crime/drugs/vandalism	9	1.0%
Youth Activities	8	0.8%
Cost of living	7	0.7%
Increase of cell towers/transmission lines/power lines	3	0.3%
Total	946	100.0%

What single thing do you like best about Loudoun County?

Characteristics	Total	Distribution
Rural/open/country	306	32.7%
Location/proximity	153	16.3%
Beauty/Scenic Views	92	9.8%
Neighborhood/community	92	9.8%
People/friendly/personal	79	8.4%
Schools	43	4.6%
Environment/cleanliness	32	3.4%
Safe/Safety	28	3.0%
Affordability	16	1.7%
Other	16	1.7%
Atmosphere/small town atmosphere/family atmosphere	13	1.4%
Privacy/quiet	13	1.4%
Tax Rate	11	1.2%
Nothing	10	1.1%
Facilities/services	7	0.7%
Quality of life	7	0.7%
Historical area/family heritage	5	0.5%
No single thing/many things	5	0.5%

Appendix B. Frequency Responses

Opportunities in technology/employment	5	0.5%
Low growth/low traffic	3	0.3%
Total	936	100.0%

Do you feel that the pace of residential development in Loudoun County is too fast, too slow or about right?

	Total	Distribution
Too fast	775	79.2%
About right	191	19.5%
Too slow	13	1.3%
Total	979	100.0%

In general, do you support or oppose efforts by the Board of Supervisors to manage growth in Loudoun County?

	Total	Distribution
Support	760	84.4%
Oppose	140	15.6%
Total	900	100.0%

FOR EACH OF THE INITIATIVES, PLEASE INDICATE WHETHER YOU SUPPORT OR OPPOSE THIS INITIATIVE AS A WAY OF MANAGING GROWTH IN LOUDOUN COUNTY:

Requiring developers to pay more of the capital cost (such as schools, roads, parks, and other public facilities) that are associated with the new developments.

	Total	Distribution
Strongly support	707	71.6%
Somewhat support	172	17.4%
Neutral	47	4.8%
Somewhat oppose	33	3.3%

Appendix B. Frequency Responses

Strongly oppose	28	2.8%
Total	987	100.0%

Expanded options for mass transit in Loudoun County such as bus or rail transit.

	Total	Distribution
Strongly support	613	61.8%
Somewhat support	231	23.3%
Neutral	62	6.3%
Somewhat oppose	36	3.6%
Strongly oppose	50	5.0%
Total	992	100.0%

Purchase of development rights by the county from landowners on a voluntary basis to preserve open space.

	Total	Distribution
Strongly support	481	49.3%
Somewhat support	309	31.7%
Neutral	87	8.9%
Somewhat oppose	48	4.9%
Strongly oppose	51	5.2%
Total	976	100.0%

Reducing the land area available for residential development or the number of homes that are allowed per acre.

	Total	Distribution
Strongly support	504	51.0%
Somewhat support	251	25.4%
Neutral	76	7.7%
Somewhat oppose	72	7.3%
Strongly oppose	85	8.6%
Total	988	100.0%

Appendix B. Frequency Responses

FOR EACH OF THE INITIATIVES, PLEASE INDICATE WHETHER YOU SUPPORT OR OPPOSE THIS INITIATIVE AS A WAY OF MANAGING GROWTH IN LOUDOUN COUNTY:

Consolidation of county career and independent volunteer Fire and Rescue services under the control of the county government to ensure adequate coordination, coverage and response time for emergency services.

	Total	Distribution
Strongly support	409	42.6%
Somewhat support	270	28.1%
Neutral	152	15.8%
Somewhat oppose	62	6.5%
Strongly oppose	67	7.0%
Total	960	100.0%

Creation of a north-south transportation corridor connecting Loudoun County with Maryland, including a bridge crossing of the Potomac River.

	Total	Distribution
Strongly support	460	46.6%
Somewhat support	219	22.2%
Neutral	101	10.2%
Somewhat oppose	75	7.6%
Strongly oppose	133	13.5%
Total	988	100.0%

Requiring clustering of buildings to preserve open space.

	Total	Distribution
Strongly support	379	39.0%
Somewhat support	269	27.7%
Neutral	147	15.1%
Somewhat oppose	110	11.3%
Strongly oppose	66	6.8%
Total	971	100.0%

Appendix B. Frequency Responses

Requiring medians, speed bumps, curves or designs to slow traffic on major roads like Rt. 50 or neighborhood roads like Cascades Parkway.

	Total	Distribution
Strongly support	231	23.5%
Somewhat support	194	19.7%
Neutral	98	9.9%
Somewhat oppose	177	18.0%
Strongly oppose	285	28.9%
Total	985	100.0%

Appendix C. Comparison of Selected Responses

1995, 1997, 1999, and 2001 Surveys

Appendix C. Comparison of Selected Responses

Location of Respondents

Area	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Leesburg	248	267	250	278	25%	27%	25%	28%
Ashburn	108	143	174	216	11%	14%	17%	22%
Sterling/Dulles/Potomac Falls/Great Falls	387	341	322	110	38%	34%	32%	11%
South Riding/Chantilly/Fairfax	4	35	24	86	0%	4%	2%	9%
Other	265	214	235	311	26%	21%	23%	31%

Years of Loudoun County Residence

Years	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
0-3 Years	248	256	255	341	25%	26%	26%	34%
4-10 Years	334	301	337	313	33%	30%	34%	31%
More than 10 Years	425	443	407	345	42%	44%	41%	35%
Total	1,007	1,000	999	999	100%	100%	100%	100%

Housing Type of Respondents

Type	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Single Family Home	700	644	650	658	69%	65%	65%	66%
Townhouse or Duplex	201	240	243	235	20%	24%	24%	23%
Apartment or Condo	94	101	99	103	9%	10%	10%	10%
Other	16	10	7	5	2%	1%	1%	0%
Total	1,011	995	999	1,001	100%	100%	100%	100%

Housing Tenure of Respondents

Tenure	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Rent	156	155	132	124	16%	16%	13%	12%
Own	846	836	863	871	84%	84%	87%	88%

Appendix C. Comparison of Selected Responses

Racial and Ethnic Characteristics of Respondents

<u>Group</u>	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
American Indian	8	16	13	12	1%	2%	1%	1%
Asian	28	31	38	47	3%	3%	4%	5%
Black	42	57	54	62	4%	6%	6%	6%
Hispanic	13	15	22	28	1%	2%	2%	3%
White	893	861	837	813	91%	88%	87%	85%
Total	984	980	964	962	100%	100%	100%	100%

Household Income

<u>Income Range</u>	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Less than \$10,000	16	15	18	5	2%	2%	2%	1%
\$10,001 to \$30,000	101	77	57	49	11%	9%	7%	6%
\$30,001 to \$50,000	202	173	151	96	22%	20%	17%	11%
\$50,001 to \$75,000	275	255	195	181	30%	29%	22%	20%
\$75,001 to \$100,000	173	194	199	196	19%	22%	23%	22%
\$100,001 to \$150,000	100	104	178	212	11%	12%	21%	24%
Over \$150,000	35	47	70	145	4%	5%	8%	16%
Total	902	865	868	884	100%	100%	100%	100%

Household Size

Persons in Household	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
1	127	121	115	131	13%	12%	11%	13%
2	345	326	301	306	34%	33%	30%	31%
3	198	197	194	179	20%	20%	19%	18%
4	221	216	255	225	22%	22%	25%	23%
5	90	98	101	110	9%	10%	10%	11%
6	19	25	24	34	2%	3%	2%	3%

Appendix C. Comparison of Selected Responses

7	5	10	10	6	0%	1%	1%	1%
8 or More	1	7	5	5	0%	1%	0%	1%
Total	1,012	1,000	1,005	996	100%	100%	100%	100%
Average	2.9	3.0	3.1	3.0				

Appendix C. Comparison of Selected Responses

Prior Residence of Respondents

<u>Location</u>	<u>Responses</u>				<u>Distribution</u>			
	1995	1997	1999	2001	1995	1997	1999	2001
Alexandria, VA	27	25	24	22	3%	3%	2%	2%
Always lived in Loudoun County	109	107	114	82	11%	11%	11%	8%
Arlington County, VA	37	32	38	30	4%	3%	4%	3%
Fairfax County, VA*	395	359	344	356	39%	36%	35%	36%
Frederick County, MD	8	8	7	9	1%	1%	1%	1%
Montgomery County, MD	25	29	23	26	2%	3%	2%	3%
Other WDC Metro City or County	46	83	72	71	5%	8%	7%	7%
Outside WDC Metro Area	327	312	339	363	32%	31%	34%	36%
Prince William County, VA*	21	24	16	22	2%	2%	2%	2%
Washington, DC	13	17	16	14	1%	2%	2%	1%
Total	1,008	996	993	995	100%	100%	100%	100%

* Includes Independent Cities

Reason for Moving to Loudoun

Factor	<u>Responses</u>				<u>Distribution</u>			
	1995	1997	1999	2001	1995	1997	1999	2001
Family considerations	159	111	99	112	18%	12%	12%	13%
Housing affordability	211	209	159	202	24%	24%	19%	24%
Location of work site	212	254	248	277	24%	29%	29%	32%
Other	84	55	77	24	9%	6%	9%	3%
Quality of overall community	41	50	53	51	5%	6%	6%	6%
Rural character	122	135	149	142	14%	15%	17%	17%
Schools or community services	20	28	41	34	2%	3%	5%	4%
Taxes	46	47	31	14	5%	5%	4%	2%
Total	895	889	857	856	100%	100%	100%	100%

How safe do you feel in your neighborhood?

Level of Safety	<u>Responses</u>				<u>Distribution</u>			
	1995	1997	1999	2001	1995	1997	1999	2001
Very Safe	528	514	565	613	53%	52%	57%	61%
Safe	447	446	404	366	45%	45%	41%	37%
Unsafe	22	27	23	15	2%	3%	2%	2%
Very Unsafe	6	9	3	4	1%	1%	0%	0%

Appendix C. Comparison of Selected Responses

Do you feel the County provides good value for the tax dollar?

	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Provides Good Value	714	671	755	728	78%	72%	82%	80%
Does Not Provide Good Value	197	263	166	177	22%	28%	18%	20%
Total	911	934	921	905	100%	100%	100%	100%

How would you rate the overall quality of life in Loudoun County?

Rating	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Excellent	347	361	432	414	35%	36%	43%	41%
Good	572	572	505	518	57%	57%	51%	52%
Fair	72	64	52	61	7%	6%	5%	6%
Poor	14	2	11	5	1%	0%	1%	1%
Total	1,005	999	1,000	998	100%	100%	100%	100%

What do you think is the single biggest problem facing Loudoun County?

Problem	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Growth/Development	523	555	673	630	57%	57%	71%	67%
Schools	47	*	56	35	5%	*	6%	4%
Youth Activities	13	*	11	8	1%	*	1%	1%
Taxes	5	100	27	29	1%	10%	3%	3%
Traffic/Transportation	159	187	114	164	17%	19%	12%	17%
Adequate Services	28	106	7	18	3%	11%	1%	2%
Government	12	32	15	14	1%	3%	2%	1%
Other	124	0	42	48	14%	0%	4%	5%
Total	911	980	945	946	100%	100%	100%	100%

* These categories were combined in 1997

What single thing do you like best about Loudoun County?

Appendix C. Comparison of Selected Responses

	Responses				Distribution			
	1995	1997	1999	2001	1995	1997	1999	2001
Rural/Open/Country	NA	316	311	306	NA	33%	37%	38%
Location/Proximity	NA	122	138	153	NA	13%	16%	19%
Beauty/Scenic Views	NA	103	111	92	NA	11%	13%	11%
People/Friendly/Personal	NA	125	93	79	NA	13%	11%	10%
Neighborhood/Community	NA	122	89	92	NA	13%	11%	11%
Safe/Safety	NA	65	41	28	NA	7%	5%	3%
Schools	NA	71	35	43	NA	7%	4%	5%
Environment/Cleanliness	NA	32	26	10	NA	3%	3%	1%
Tax Rate	NA	65	12	11	NA	7%	1%	1%
Affordability	NA	27	11	16	NA	3%	1%	2%
Other	NA	0	69	106	NA	0%	8%	13%
Total	NA	956	844	803	NA	100%	100%	100%