



2012 Loudoun County Survey of Residents

Report of Results

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Most importantly, without the participation of nearly 1,100 residents of Loudoun County, there would be no survey to report. We are grateful to those residents for their time and their trust in us to make their voices heard through this analysis and report.

I. Executive Summary

Background of the Survey

Loudoun County has periodically conducted a telephone survey of its residents to gain feedback on satisfaction with county services as well as opinions on major issues facing the county. Many questions remain the same over the years, with some changes with each survey reflecting current topics of interest to the Board of Supervisors.

The 2012 Loudoun County Survey of Residents was carried out by the Center for Survey Research (CSR) at the University of Virginia. The survey was based closely on the last such survey in 2007. For the 2012 survey, questions in the 2007 survey about childcare and whether the respondent owned or rented their housing were dropped. The wording for a small number of questions was modified. Questions about transportation priorities, use of public transportation, the impact of federal spending, and desire for additional county facilities were added. The question about satisfaction with county services was asked for three additional departments: family services, health services and animal services. The questionnaire was developed in conjunction with county staff and was pilot tested by CSR.

In the 2012 survey, as in 2007, two geographic regions within the county were defined using ZIP codes. The “rural” area covered the western part of the county, and the “non-rural” area covered the eastern part of the county (see Figure I-1). The sample was designed to provide quality statistics of residents in both areas.

Overview

Many of the 2012 results parallel those from the 2007 survey. Residents of Loudoun County continue to give very high marks to the county for its overall quality of life, public safety, value provided for the tax dollar, quality of county services, rural character and proximity to amenities.

Most employed residents work at jobs located in Loudoun County or Fairfax County. Federal expenditures appear to be important to job security for many households in the county.

However, opinions about the county’s strengths are tempered by concerns about traffic congestion and the negative impacts of growth. Overall, residents value some qualities of the county that depend on

development or close proximity to developed areas, and others that depend on having undeveloped areas or being separated from development.

Major Findings

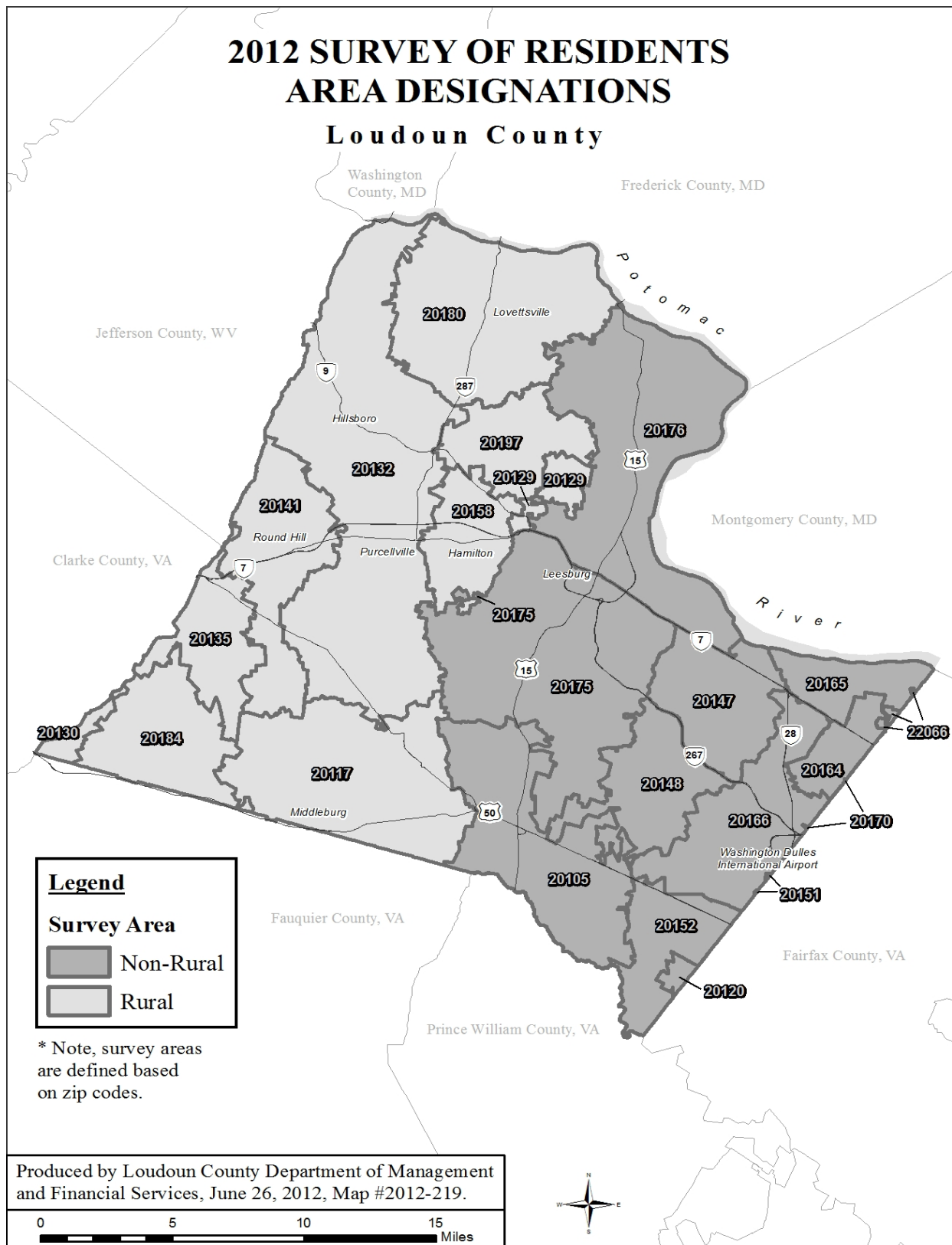
About 98 percent of respondents said they feel “safe” or “very safe” in their neighborhoods, and nearly 94 percent said overall quality of life in the county is “excellent” or “good.” In addition, about 80 percent agreed “strongly” or “somewhat” that the county provides a good value for the tax dollar.

Respondents were asked if they or someone in their household had used any of eleven county services in the last two years. Users were asked to rate their satisfaction with each service they used. County fire, rescue and emergency management services, libraries and senior services were very highly rated, with more than half of users saying they were “very satisfied” and about 40 percent more saying they were “somewhat satisfied.” Animal services, parks, public schools, the sheriff’s office and county health services were highly rated. County building and development services, mental health services and family services were rated less highly, but even in the worst case more than 70 percent of those who had used the service said they were either “very satisfied” or “somewhat satisfied” with the service.

As in 2007, the things that residents most like about Loudoun County are the rural and open countryside, and the location and convenience to amenities such as shopping, cultural activities and all that the Washington, D.C. area has to offer. Comments that did not easily fit into the predetermined answer categories, shown in this summary as “Other,” also were fairly common. These three main answers were each named by about 20 to 25 percent of respondents. About 15 percent named the quality of the community in terms of design, variety or the feel of the neighborhood. Schools, friendly people, beauty and scenic views, safety, and environmental cleanliness were each mentioned by about five to 10 percent.

By far, the biggest problems facing the county in the opinion of residents are traffic issues and growth that is excessive. About one-third of respondents named traffic and about one-quarter named growth. High taxes or school issues were each mentioned by about 10 percent of the respondents. Again, comments classified as “Other” were fairly common.

Figure I-1: Rural and Non-rural Area Designations



Transportation Issues

Several questions about transportation issues were added to the survey in 2012. They covered residents' use of public transportation and their opinions about transportation spending priorities.

More than one-quarter of residents use public transportation. Among them, two-thirds use the bus and more than half use Metro. Other options were mentioned by fewer than 10 percent, often by fewer than two percent.¹

Residents were asked to rate the importance of focusing on five different transportation options over the next few years, given that the county has limited resources.² Loudoun County residents appear to prefer an “all of the above” strategy, at least when considering the five options they were presented. Support was greatest for roads and rail, but the least-supported option still garnered one-third of residents saying it was “very important” and one-third saying it was “somewhat important” to work on over the next few years.

The five options are listed below from greater to relatively lesser support. The percentage shown in parentheses represents those who said this option was either “very” or “somewhat” important. When sampling error is considered, there is not great separation among these priorities.

- Improving and building roads (88%)
- Providing or improving commuter bus service (78%)
- Providing rail transit service (78%)
- Improving pedestrian walkways and bikeways (75%)
- Providing or improving local bus service (69%)

¹ “Vanpooling” and “carpooling/slugging” were captured as options for those who said they used “public transportation.” Many residents may not consider vanpooling and carpooling/slugging to be types of public transportation. Therefore, the survey most likely underestimates the percentages of county residents who vanpool, carpool or slug.

² The five options were rated independently. The order in which they were presented during the interview was randomized across interviews to avoid response effects related to the order of items on the list.

Employment and Federal Expenditures

Employment data was collected for the resident who responded to the survey if that person was 25 years of age or older, and for all other members of the household who were 25 years of age or older. The survey estimates that 65% of the residents who responded to the survey are employed full-time, 12% part-time, and 23% are not currently employed or are retired. Overall, 92% of the households contacted in the survey contained at least one person who was employed part-time or full-time at the time of the survey.

Among employed residents who responded to the survey, more than forty percent work at jobs located in Loudoun County, about one-third work in Fairfax County and close to fourteen percent work in Washington, DC, Alexandria or Arlington.

Bond rating services – Moody’s Investors Service in particular – have been interested in the level of economic reliance on federal expenditures found in the different jurisdictions within the national capital region. The survey addressed the issue of how much of the county’s employment base might be associated with federal government expenditures. Nearly thirteen percent of the county’s households that contained at least one employed person had at least one person working for the federal government.

In households without a federal employee, more than four in ten residents who responded to the survey (43%) said that federal expenditures were better for their own job security, 46% said federal expenditures did not matter or they did not know if they mattered for their own job security, and 11% said that federal expenditures were worse for their own job security.

Overall, these results indicate that almost half (47.3%) of the county’s households that contain at least one employed person appear to have some aspect of their job security related to federal expenditures. This is either because the household contains one or more federal employees, or federal expenditures are better for job security for the responding resident or for another employed person living in the household.

Demographics of the County

The survey was weighted to reflect several aspects of the county's demographics. Therefore, the weighted survey demographics for age, race, Hispanic/Latino ethnicity and gender are essentially identical to 2010 Decennial Census data for residents of the county aged 18 and over because the Census data were used as the criterion data for the weighting process.

Based on the 2010 Census data, the county population 18 years of age and older is about 71% White, 14% Asian, 7% African-American and 8% other races or multiple races. About 12% of the county population is of Hispanic or Latino ethnicity.

Overall, the county population is primarily under age 18 (31%) or between ages 25 and 54 (49%). The rural area tends to have more residents aged 55 and older.

Among survey respondents, the average household size was 3.4 people, and the median household size was four people.³

As in 2007, more than 90% of residents said they moved to Loudoun County from somewhere else, with Fairfax County and places outside the metropolitan area being the most frequently mentioned origins. Once again in 2012, work location and housing affordability were the main reasons for relocating to Loudoun County (about one-quarter of residents cited each of those reasons), with family considerations mentioned by about one-sixth of residents.

Methods

The survey was conducted by telephone⁴ using a probability sample drawn from landline and cellphone numbers. This approach provides good coverage of all types of residences, including those that are cellphone-only households.

³ If the survey responses to this question were listed in order of household size, the median is the point that is halfway down the list.

⁴ CSR collected 897 interviews using its in-house capabilities. To ensure full completion of the data collection within a short time frame, CSR subcontracted with Survey Sampling International for an additional 199 interviews. A total of 1,096 unweighted interviews are used in this analysis. The weighted number of cases in this report is also 1,096.

Interviewing started on Tuesday, May 8 and ended on Sunday, June 10. The data include English- and Spanish-language completions.⁵ The survey averaged 15 minutes in length.

This report is based on 1,096 usable completed interviews – 261 from the rural portion of the county and 835 from the non-rural area. After accounting for unreachable telephone numbers and numbers for which eligibility was unknown, the estimated response rate for this survey is approximately 14.3%.⁶

The sample was designed to provide quality statistics of residents in both the less populated rural area of the county and the more populated non-rural area. About one quarter of the completed surveys came from residents of the rural area. This rural oversample provided roughly twice the number of residents from the rural area of the county that one would expect without a special sample design. See Figure I-1 for a map of the rural and non-rural areas used for this survey.

The data were weighted by type of telephone service, rural or non-rural status (to adjust the rural oversample so as not to bias countywide totals), age, race, Hispanic/Latino ethnicity and gender to better represent Loudoun County residents. All results in this summary are based on weighted data.

Because the survey is based on a probability sample, the results are generalizable to all residents in Loudoun County. The sampling error in this survey for a question answered by all respondents is approximately ± 1.6 percentage points at the 95% level of confidence.

This means that if 100 iterations of this survey were conducted with samples of this size drawn from Loudoun County, the results obtained in 95 of those 100 surveys would fall in a range of about ± 1.6 percentage points from each other.

The 95% level of confidence also means that if there were no sources of error in the survey other than sampling error, the results reported here are likely to be within ± 1.6 percentage points of the results that would have been obtained if all

⁵ Spanish interviewing started on Thursday, May 31 and continued through Sunday, June 10 to provide a reasonable opportunity for Spanish-language respondents to participate. There are 18 Spanish-language cases in the dataset.

⁶ AAPOR formula RR3, see www.aapor.org for more.

Loudoun County households had participated in the survey. This calculation includes the estimated effects of weighting and stratification.⁷

Larger sampling errors are present when analyzing subsets of the sample or questions that were not asked of all respondents; smaller sampling errors are present when a lopsided majority gives the same answer.

For the subset of residents in the rural area, the sampling error is ± 4.8 percentage points. For the subset of residents in the non-rural area, the sampling error is ± 2.0 percentage points.

There are other sources of error found in surveys besides sampling error, such as biases in question wording, misunderstood question wording or survey instructions, systematic data processing errors and so forth. Users of survey data should be mindful that those other types of potential errors, unlike sampling error, may be difficult or impossible to measure.

⁷ The calculation also assumes a response distribution of 50-50. Technically, each item on a survey has its own sampling error, which depends on the total number of responses to the item, the response distribution, the proportion of the total population represented in the responses, and the level of confidence desired. The 50-50 response distribution is the “worst case” assumption for that term in the sampling error equation because it yields the largest sampling error, all other terms being held constant.

II. Introduction

About the Survey

Loudoun County has periodically conducted a telephone survey of its residents to gain feedback on satisfaction with county services as well as opinions on major issues facing the county. Many questions remain the same over the years, with some changes with each survey reflecting current topics of interest to the Board.

The 2012 Loudoun County Survey of Residents was carried out by the Center for Survey Research (CSR) at the University of Virginia. The survey was based closely on the last such survey in 2007, though some minor changes were made (see “Questionnaire Design” below for more information about these changes).

In the 2012 survey, as in 2007, two geographic regions within the county were defined using ZIP codes. The “rural” area covered the western part of the county, and the “non-rural” area covered the eastern part of the county (see Figure II-1). The sample was designed to provide quality statistics of residents in both areas.

Respondent Selection

While past surveys sought to target heads of households, this survey asked first for the youngest male resident of the household who was home at the time of the call, then the youngest female who was home at the time of the call if there was no youngest male or he was unavailable. This approach counters the overrepresentation of females (a common occurrence in telephone surveys), avoids upsetting residents in households where the concept of “head of household” is seen as old-fashioned, and allows for a more complete and generalizable understanding of the county’s entire adult population.

Questionnaire Design

For the 2012 survey, questions in the 2007 survey about childcare and whether the respondent owned or rented their housing were dropped. The wording for a small number of questions was modified. Questions about transportation priorities, use of public transportation, the impact of federal spending, and desire for additional county facilities were added. The question about satisfaction with county services was asked for three additional

departments: family services, health services and animal services. The questionnaire was developed in conjunction with county staff and was pilot tested by CSR.

Survey Process

The survey was conducted by telephone⁸ using a probability sample drawn from landline and cellphone numbers. This approach provides good coverage of all types of residences, including those that are cellphone-only households.

Interviewing started on Tuesday, May 8 and ended on Sunday, June 10. The data include English- and Spanish-language completions.⁹ The survey averaged 15 minutes in length.

This report is based on 1,096 usable completed interviews – 261 from the rural portion of the county and 835 from the non-rural area. After accounting for unreachable telephone numbers and numbers for which eligibility was unknown, the estimated response rate for this survey is approximately 14.3%.¹⁰

Rural and Non-rural Areas

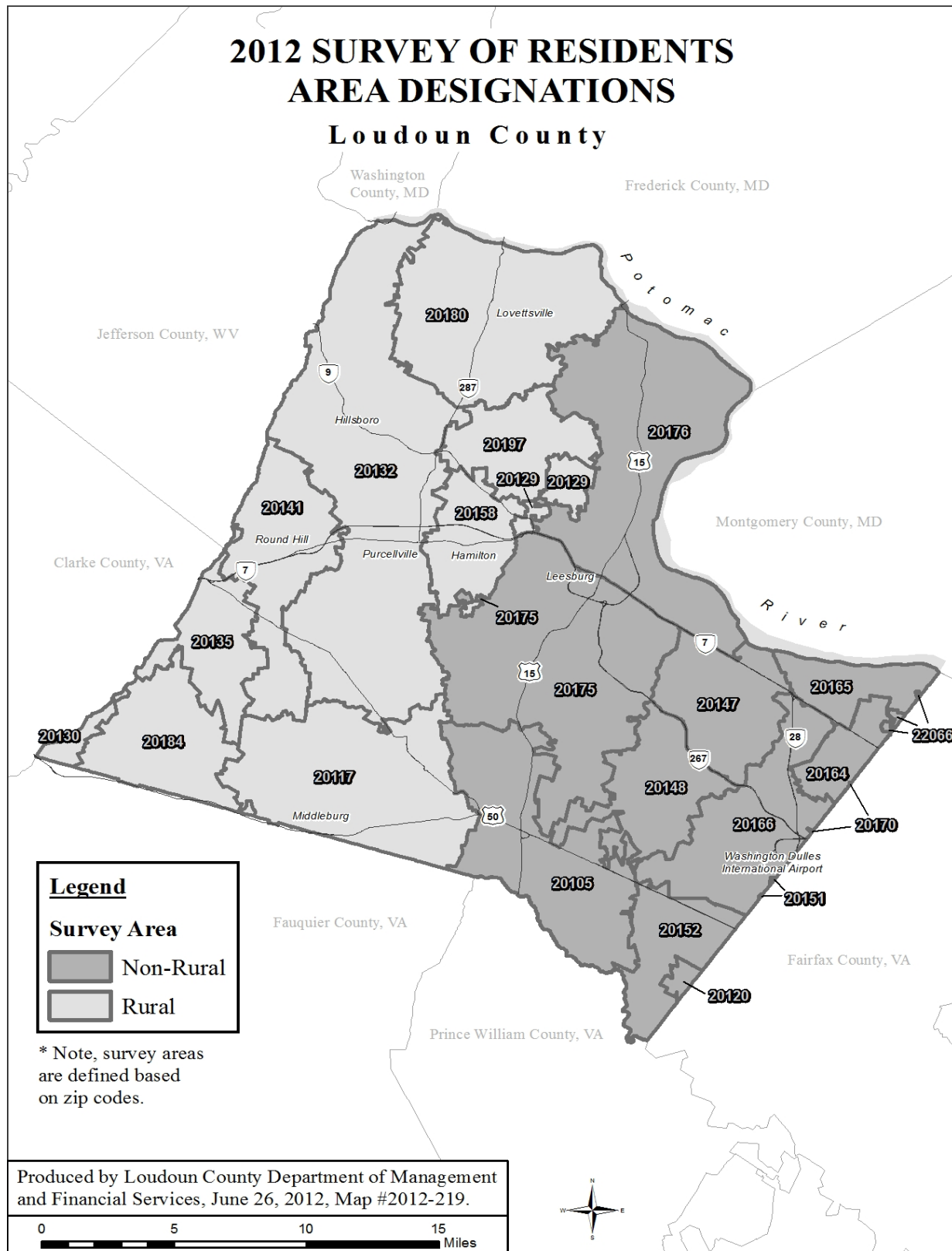
The sample was designed to provide quality statistics of residents in both the less populated rural area of the county and the more populated non-rural area. The rural and non-rural areas were defined by ZIP codes. ZIP codes that straddled U.S. Route 15 were designated as non-rural because the majority of their population is located in Leesburg or to the east of Route 15. About one quarter of the completed surveys came from residents of the rural area. This rural oversample provided roughly twice the number of respondents from the rural area of the county that one would expect without a special sample design. See Figure II-1 for a map of the rural and non-rural areas used for this survey.

⁸ CSR collected 897 interviews using its in-house capabilities. To ensure full completion of the data collection within a short time frame, CSR subcontracted with Survey Sampling International for an additional 199 interviews. A total of 1,096 unweighted interviews are used in this analysis. The weighted number of cases in this report is also 1,096.

⁹ Spanish interviewing started on Thursday, May 31 and continued through Sunday, June 10 to provide a reasonable opportunity for Spanish-language respondents to participate.

¹⁰ AAPOR formula RR3, see www.aapor.org for more.

Figure II-1: Rural and Non-rural Area Designations



Weighting the Data

The data were weighted by type of telephone service, rural or non-rural status (to adjust the rural oversample so as not to bias countywide totals), age, race, Hispanic/Latino ethnicity and gender to better represent Loudoun County residents. The weighting process compares the survey data to population totals for county residents aged 18 and older, and adjusts the survey data to conform to the population data. The population data were obtained from U.S. Census data. See Appendix H for details about the weighting process.

A separate weight was calculated for use when comparing residents in the rural and non-rural areas. This weight made all the demographic adjustments but preserved the oversample in the rural area so that test of statistical significance could take into account the full number of rural resident who participated in the survey.

All results in this report are based on weighted data except where noted otherwise.

Sampling Error

Because the survey is based on a probability sample, the results are generalizable to all residents in Loudoun County. The sampling error in this survey for a question answered by all respondents is approximately ± 1.6 percentage points at the 95% level of confidence.

This means that if 100 iterations of this survey were conducted with samples of this size drawn from Loudoun County, the results obtained in 95 of those 100 surveys would fall in a range of about ± 1.6 percentage points from each other. This calculation includes the estimated effects of weighting and stratification.¹¹

The 95% level of confidence also means that if there were no sources of error in the survey other

than sampling error, the results reported here are likely to be within ± 1.6 percentage points of the results that would have been obtained if all Loudoun County households had participated in the survey.

Larger sampling errors are present when analyzing subsets of the sample or questions that were not asked of all respondents; smaller sampling errors are present when a lopsided majority gives the same answer.

For the subset of residents in the rural area, the sampling error is ± 4.8 percentage points. For the subset of residents in the non-rural area, the sampling error is ± 2.0 percentage points.

There are other sources of error found in surveys besides sampling error, such as biases in question wording, misunderstood question wording or survey instructions, systematic data processing errors and so forth. Users of survey data should be mindful that those other types of potential errors, unlike sampling error, may be difficult or impossible to measure.

About the Report

Overview

This report covers the survey methods and discusses the overall results. After the Acknowledgments, Section I is the Executive Summary and Section II is this Introduction. Sections III through VII report the findings from the survey, with content divided into five broad categories – Demographics of the Respondents, Profile of Residents, Opinions of Loudoun County Residents, Transportation, and Usage and Satisfaction with County Services and Programs. Section VIII briefly summarizes the conclusions from the survey. Section IX contains data tables that show the 2012 results overall, and broken out by rural and non-rural areas. Section X features data tables that compare results from this year's survey to those of previous years for selected items.

Appendices provide a copy of the questionnaire; weighted frequencies; cross-tabulation tables showing the results for all survey items by demographic categories defined by rural/non-rural status, respondent age, and respondent race/ethnicity; some additional cross-tabulation tables for selected items; *t*-tests for selected survey items by rural/non-rural status, respondent age, and

¹¹ The calculation also assumes a response distribution of 50-50. Technically, each item on a survey has its own sampling error, which depends on the total number of responses to the item, the response distribution, the proportion of the total population represented in the responses, and the level of confidence desired. The 50-50 response distribution is the "worst case" assumption for that term in the sampling error equation because it yields the largest sampling error, all other terms being held constant.

respondent race/ethnicity; and a comprehensive discussion of the survey methodology.

Questionnaire Scales

Many of the questions about satisfaction with county services and overall satisfaction with Loudoun County use answer choices that are ordered – for example, “Very satisfied,” “Satisfied,” “Dissatisfied,” and “Very dissatisfied.” A code number is used to record each response in the data – for example, if a resident said she was “Very satisfied” with fire and rescue services, a “1” would be recorded to represent “Very satisfied.” Similarly, a “2” would be recorded to represent “Satisfied,” a “3” would represent “Dissatisfied,” and a “4” would represent “Very dissatisfied.”

These “Likert-type” items are treated as scales in this analysis – that is, the average (“mean”) of the code number answers for a particular question is treated as useful information. If the mean rating for fire and rescue services were 1.50, then we would conclude that on average, residents were halfway between “Very satisfied” and “Satisfied” with fire and rescue services. If the mean were 1.10, we would conclude that almost every resident was “Very satisfied” with fire and rescue services. If the mean were 3.73, we would conclude that most residents were “Very dissatisfied” with fire and rescue services.

Note that *lower* means are *more favorable* and *higher* means are *less favorable*.

How to Read the Survey Results

There are several things to understand and keep in mind when reading and interpreting the data shown in the tables in this report and in the appendices.

Multiple Response Questions

For some questions, respondents could give more than one answer. For these questions, the percentage associated with each answer category is based on the total number of people responding to the question. Therefore, the total percentages for these questions can sum to more than 100 percent.

Don’t Know/Refused and No Opinion

For most questions, a small number of people said they did not know an answer or preferred not to answer. These cases are usually excluded from the tables and from the base total used for percentages

for each item. However, questions about satisfaction with specific county services include separate categories for no opinion and don’t know/refused. To be consistent with prior surveys, if a respondent had no opinion of a service those responses were included in the frequencies tables. (They were excluded from the means of those questions.) Responses of “no opinion/don’t care” are also included for the question asking whether the county has sufficient nightlife activities, because this was viewed as a substantively important response that differed from “yes” or “no.”

“Other” responses

Most of the data collected in the 2012 Loudoun County Survey of Residents come from “closed-ended” survey questions – that is, questions with pre-defined answer choices. The survey also included some “open-ended” questions that asked residents to talk about their opinions in their own words. Interviewers are instructed to type these comments verbatim. The survey also included questions that had an “other-specify” answer choice in case residents gave answers that did not fit a pre-defined list of choices. When the “other-specify” choice was used, the interviewer typed in some key words to represent the response.

Residents were also free to make additional comments at any time, and these comments are typed in as “notes” associated with the question that was displaying at the time. Open-ended responses that were recorded as notes will be marked with “(notes)” at the beginning of the response.

All of these text responses – verbatim answers to open-ended questions, information about “other-specify” responses, and notes – are collected in Appendix I to this report (bound separately).

For some questions with pre-coded answer choices and an “other-specify” option, it was apparent that some of the “other-specify” responses could be re-categorized into existing answer choices, or were numerous enough to justify the creation of new answer choices. Responses were reviewed for the following questions (question numbers match those shown in the questionnaire text in Appendix A):

- Question 4: Location Prior to Moving to Loudoun County

- Question 5: What Single Factor Most Influenced Your Decision to Locate in Loudoun County?
- Question 11 Location of Employment
- Question 17: How Do You Access the Internet?
- Question 25: Biggest Problem Facing Loudoun County
- Question 26: Best Thing About Loudoun County
- Question 31: Missing Entertainment and Nightlife Activities
- Question 38: What Kinds of Public Transportation Do You Use?
- Question 39: Reasons for Not Using Public Transportation
- Question 40: Additional Facilities Needed

This review and reclassification did not include “notes” responses – notes are supplemental information only and not subject to reclassification.

Statistical Significance and the Number of Responses to a Question

Appendix G contains three tables showing tests of statistical significance for selected survey items by rural/non-rural status, age of respondent, and race/ethnicity of respondent.

Only differences that are identified in Appendix G as being statistically significant are identified as differences in the text of this report.

Most of the data tables in this report display response statistics only, without indications of statistical significance. However, tests of statistical significance can be approximated by seeing if appropriately estimated sampling errors for the test statistics overlap (indicating a probable lack of statistical significance) or do not overlap (indicating the likelihood of statistical significance). Of course, judgment should be applied to determine if differences that are statistically significant are also meaningful differences in a more general sense.

When comparing countywide 2012 results to 2007 results, differences of more than about 5 or 6 percentage points likely would indicate a statistically significant difference – as long as the

questions compared were answered by most of the respondents in each year.¹²

The concept of sampling error and statistical significance does not apply in any practical sense to questions where there were small sample sizes, particularly those with fewer than 30 responses. For example, the question about why the respondent feels unsafe in his or her neighborhood was answered by fewer than 20 people. The concept of sampling error and statistical significance does not apply to this question. The answers to questions like this one are essentially anecdotal reports generalizable only to those respondents who answered the question.

¹² The countywide sampling error in the 2012 survey is ± 1.6 percentage points. Assuming a similar sampling error for the 2007 survey, the combined uncertainty is 3.2 percentage points. Tests of differences often include error, covariance and other terms that can add to the combined uncertainty, thereby increasing the size of the difference required to reach statistical significance. In addition, each statistic in the survey has its own sampling error. Setting the difference at 5 to 6 percentage points is a conservative estimate designed to take these additional issues into account.

III. Demographics of the Respondents

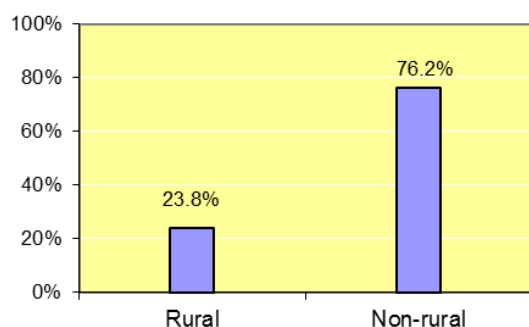
Unweighted Demographics

While data shown later in the report are weighted, all of the data below are unweighted data. The purpose of this section is to describe the residents who actually took part in the survey, before the data set was statistically adjusted.

Rural/Non-rural

Over three quarters (76.2%) of respondents live in non-rural portions of Loudoun County and the rest (23.8%) reside in rural areas.

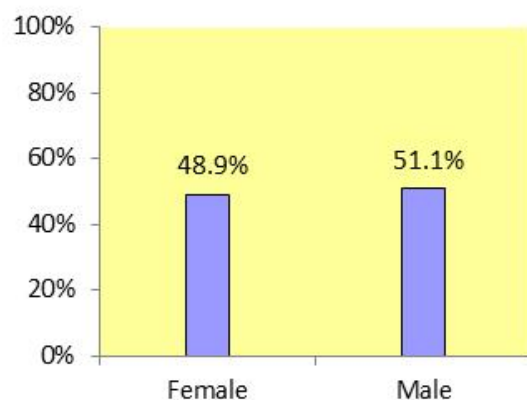
Figure III-1: Rural and Non-rural Respondents



Gender

In the unweighted data, 51.1 percent of respondents are male and 48.9 percent are female.

Figure III-2: Gender of Respondents



Age

Slightly under half of the respondents (46.7%) are between the ages of 35 and 54. Young adults (ages 18 to 24) make up 5.2 percent of the respondents, while adults ages 75 and up represent 8.8 percent.

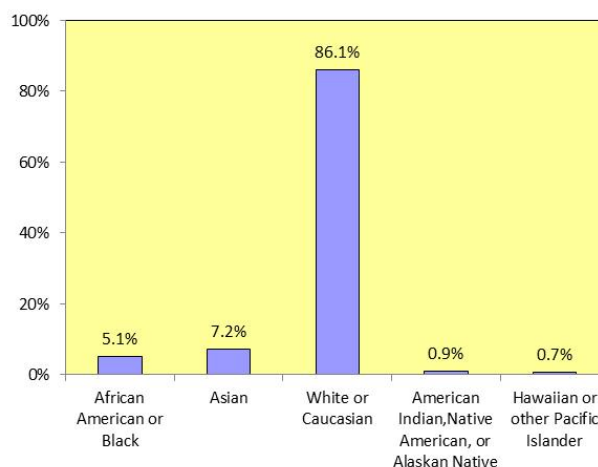
Figure III-3: Age of Respondents



Race

A majority of respondents (86.1%) describe themselves as White or Caucasian. Asian American (7.2%) is the most common non-White racial group with which respondents identify.¹³ See Figure III-4.

Figure III-4: Race of Respondents

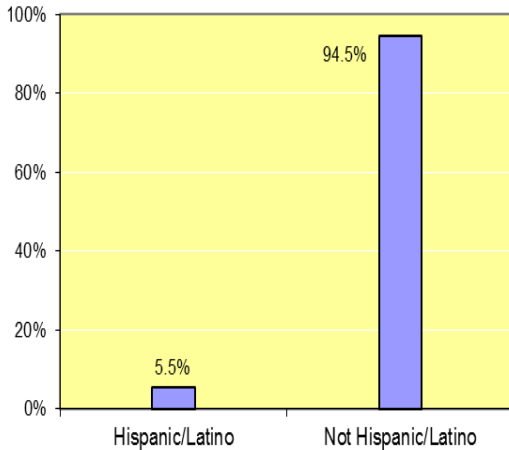


¹³ To be consistent with a summary of the survey results prepared earlier this year, the percentage calculations used here exclude residents who said they were of multiple races, of some race other than the five shown in the graph, or their race was Hispanic/Latino (as opposed to their ethnic identity). The ethnicity/race variable described below and used in Appendix E and Appendix G does not exclude those residents.

Hispanic/Latino Ethnicity

Slightly more than five percent of respondents consider themselves to be of Hispanic or Latino origin.

Figure III-5: Ethnicity of Respondents

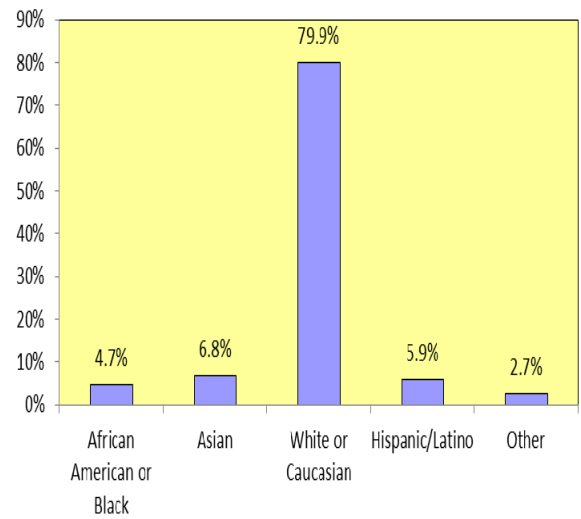


Combining Race and Ethnicity

In keeping with U.S. Census Bureau definitions, this survey treated race and ethnicity as separate concepts that can overlap and exist simultaneously for individuals. To enhance the analysis of the data, a variable was created that combined the information from the race and Hispanic/Latino ethnicity questions. This combined variable is used in Appendix E and Appendix G.

In this variable, residents who identified themselves as being of Hispanic or Latino ethnicity are classified as Hispanic/Latino regardless of the race with which they identified. The “other” category includes residents who were not Hispanic/Latino and who identified their race as American Indian, Native American, Alaskan Native, Hawaiian, other Pacific Islander, multiracial or something else. In all, about five percent of residents fell into the “other” category and roughly five percent did not offer a response. White non-Hispanic/Latino respondents constitute the majority of residents in the survey data set.

Figure III-6: Combined Race and Ethnicity



Results of Weighting

As noted earlier, to better represent Loudoun County residents the data were weighted by type of telephone service, rural or non-rural status (to adjust the rural oversample so as not to bias countywide totals) and four demographic variables: age, race, Hispanic/Latino ethnicity and gender. The data were not weighted to ZIP codes.

Table 1 below shows the unweighted demographics of the residents who responded to the survey, the demographics of the residents after the survey is weighted, and the actual population percentages for each demographic category as determined by the 2010 Decennial Census data for residents aged 18 or older.

Table 2 below shows the unweighted and weighted survey frequencies by ZIP code along with the full counts of Loudoun County households in each ZIP code. The 2012 survey was not intended to match ZIP code population data; it was weighted on several other factors. The 2007 survey was weighted only to the number of households in each ZIP code. However, the weighted percentages of survey cases by ZIP code in the 2012 survey align fairly closely with the percentages of all households found in each ZIP code.

Table 1: Comparison of Variables Used to Weight the Survey Data

		Survey data Unweighted		Survey data Weighted		2010 Decennial Census, population 18+
		u N	u %	w N	w %	%
Gender	Male	560	51.1%	534.7	48.8%	48.8%
	Female	536	48.9%	561.3	51.2%	51.2%
Total		1096	100.0%	1096.0	100.0%	100.0%
Rural/Non-rural status	Rural	261	23.8%	156.3	14.3%	12.4%
	Non-rural	835	76.2%	939.7	85.7%	87.6%
Total		1096	100.0%	1096.0	100.0%	100.0%
Hispanic/Latino ethnicity	Yes	59	5.4%	106.4	10.0%	11.7%
	No	1005	91.7%	960.0	90.0%	88.3%
Total		1064	100.0%	1066.4	100.0%	100.0%
Race	White	882	84.6%	768.1	73.2%	70.1%
	Asian	71	6.8%	129.3	12.3%	14.6%
	Black	50	4.8%	67.7	6.5%	7.5%
	Other	28	2.7%	55.9	5.3%	5.2%
	Two or more races	12	1.2	27.8	2.6%	2.6%
Total		1043	100.0%	1048.7	100.0%	100.0%
Age	18-34	144	14.6%	266.4	27.2%	28.5%
	35-44	199	20.1%	262.4	26.8%	27.2%
	45-54	263	26.6%	225.6	23.1%	22.5%
	55-64	182	18.4%	131.3	13.4%	12.4%
	65+	200	20.2%	92.1	9.4%	9.4%
Total		998	100.0%	977.9	100.0%	100.0%

Table 2: Distribution of households by ZIP code

ZIP Code	Loudoun County Government Estimates, 2012		2012 Loudoun County Survey of Residents				
			Weighted survey data		Unweighted survey data		ZIP type
	Households	%	Responded	%	Responded	%	
20105	4,231	3.9%	45	4.1%	35	3.2%	Non-rural
20117	1,150	1.0%	7	0.7%	16	1.5%	Rural
20120	17	0.0%	0	0.0%	1	0.1%	Non-rural
20129	200	0.2%	2	0.1%	5	0.5%	Rural
20130	15	0.0%	0	0.0%	0	0.0%	Rural
20132	5,268	4.8%	57	5.2%	97	8.9%	Rural
20135	342	0.3%	4	0.4%	6	0.6%	Rural
20141	1,995	1.8%	26	2.4%	46	4.2%	Rural
20147	19,576	17.8%	157	14.4%	166	15.2%	Non-rural
20148	10,791	9.8%	102	9.4%	78	7.2%	Non-rural
20152	8,527	7.8%	58	5.3%	40	3.7%	Non-rural
20158	1,424	1.3%	15	1.3%	24	2.2%	Rural
20164	12,054	11.0%	90	8.3%	88	8.1%	Non-rural
20165	11,526	10.5%	135	12.4%	134	12.3%	Non-rural
20166	3,393	3.1%	15	1.4%	14	1.3%	Non-rural
20170	6	0.0%	2	0.2%	2	0.2%	Non-rural
20175	10,111	9.2%	164	15.1%	112	10.3%	Non-rural
20176	15,695	14.3%	162	14.9%	159	14.6%	Non-rural
20180	2,381	2.2%	38	3.4%	49	4.5%	Rural
20184	139	0.1%	2	0.2%	3	0.3%	Rural
20197	674	0.6%	6	0.6%	13	1.2%	Rural
22066	313	0.3%	2	0.2%	2	0.2%	Non-rural
Total	109,827	100.0%	1,090	100.0%	1,090	100.0%	

NOTE: Six cases were excluded from the table because they reported living in the county, but in ZIP codes that were not on the list.

Weighted Demographics

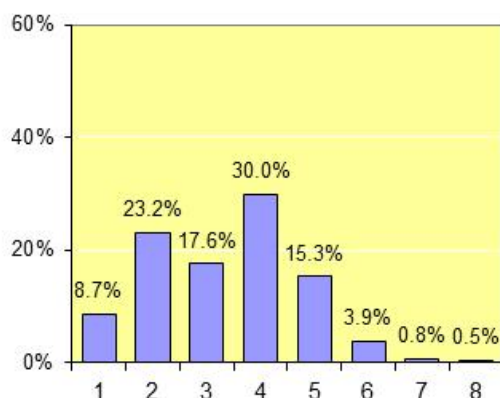
This section of the report presents weighted data for demographic variables in the survey that were not used in the weighting process. The weighted results for these demographic variables represent the residents of Loudoun County as a whole. Note that the survey is an approximation; therefore data from other sources may differ slightly from the results shown below.

The Loudoun Survey of Residents' demographics provide insight to understanding differing responses to survey questions. However, the Loudoun Survey of Residents is not the primary

source for demographics. Please refer to the U.S. Census Bureau as the primary source.

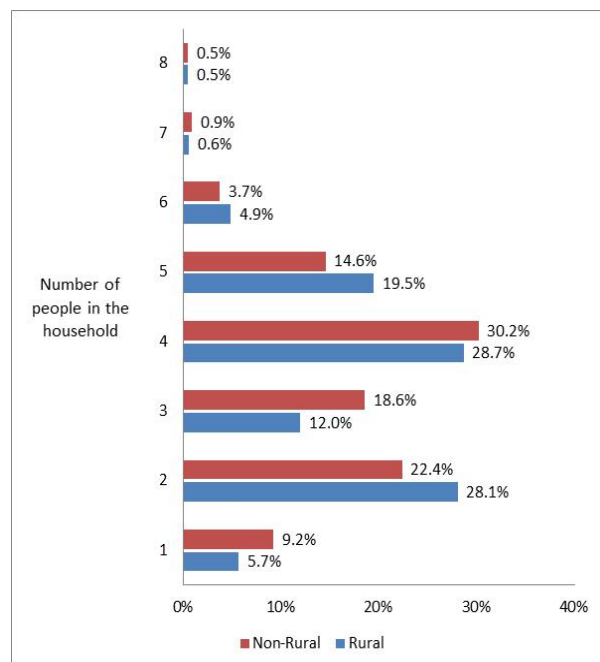
Household Size

Residents of Loudoun County report an average household size of 3.37 (including the respondents themselves). Three out of ten residents who responded to the survey live in a household of four people, which is the most common household size, while 8.7 percent of the residents who responded to the survey live alone and only about five percent live in households of six or more. See Figure III-7.

Figure III-7: Household Size

Household Size by Rural/Non-rural Status

Households in the rural area tended to have either two members or five or more members (including the resident who responded to the survey). Households in the non-rural area tended to have one member, or three to four members. See Figure III-8. The complete data tables for this analysis can be found in Appendix F.

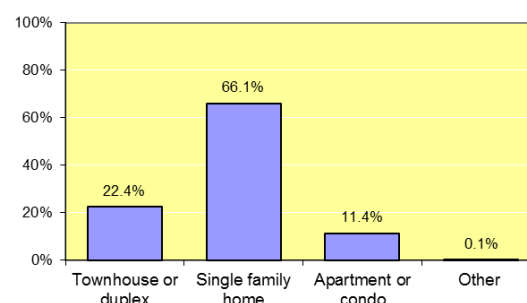
Figure III-8: Size of Household by Rural/Non-rural Status

Ages of Household Members

Including children of all ages (under 18), the average age of a Loudoun County resident is 32.5.

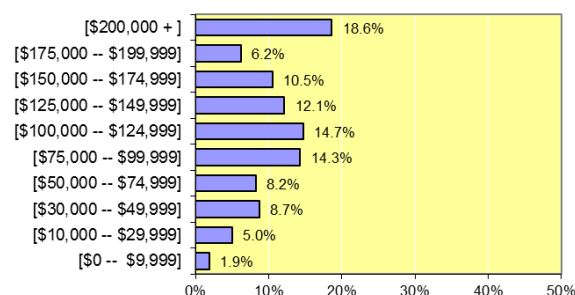
Type of Housing

Almost two thirds of residents (66.1%) live in single family detached homes, making them the most commonly mentioned type of housing. About one-quarter (22.4%) of residents live in townhomes or duplexes and 11.4 percent live in apartments or condominiums.

Figure III-9: Type of Housing

Household Income

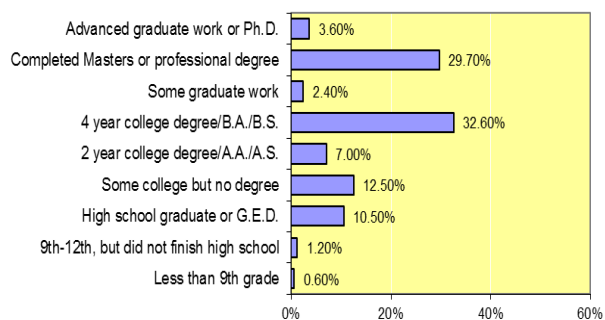
When asked to place their income within a range of categories, a plurality of residents (18.6%) reported annual incomes of over \$200,000. About 15 percent of residents reported incomes lower than \$50,000.

Figure III-10: Household Income

Education

More than 85 percent of residents reported that they have attended at least some college, and more than two-thirds have earned at least a four-year college degree. One-third of residents have earned a postgraduate degree. See Figure III-11.

Figure III-11: Education



Summary

The 2012 Loudoun County Survey of Residents captures the demographic diversity of the county. The sampling plan oversamples the rural areas of the county to provide enough cases to accurately represent the rural area of the county. The weighted survey data provide a useful estimate of how all residents of the county would respond if a census were conducted.

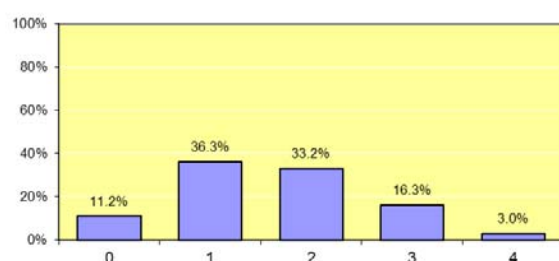
IV. Profile of Residents

Household Characteristics

Public School Attendance

Residents with school-aged (5 to 18) children were asked how many of their children attend public schools. Only 11.2 percent of residents with school-aged children indicated that none of their children attended public schools. Overall, including households with no children, 38.3% of households contain at least one public school student.

Figure IV-1: Public School Attendance

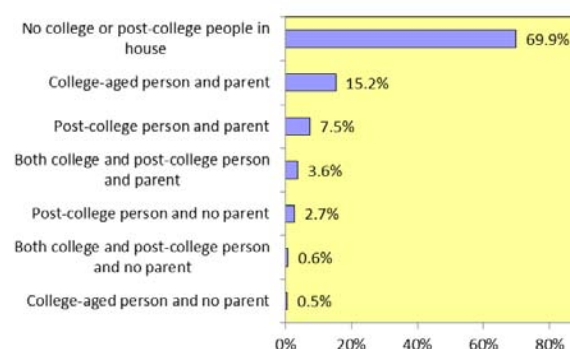


Young Adults

About three in ten households include a college-age or post-college-age individual. (Residents aged 18 to 22 years were defined as college-age, and residents aged 23 to 28 years were defined as post-college-age.)

About one in six households (15.2%) contain a college-age person and at least one parent¹⁴, 7.5 percent contain a post-college-age person and at least one parent, and 3.6 percent contain both college-aged and post-college people plus at least one parent.

Figure IV-2: Presence of Young Adults

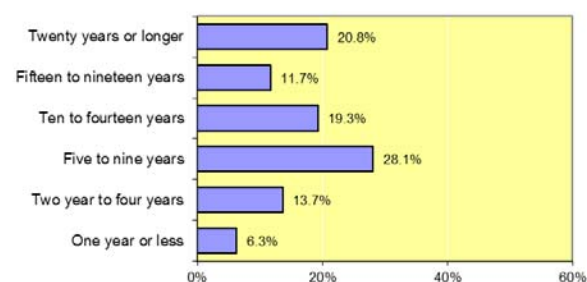


Residence

Length of Residence in Loudoun County

A majority of residents (51.8%) have lived in Loudoun County for at least ten years, and only 20.1 percent have lived there for fewer than five years.

Figure IV-3: Length of Residence in Loudoun County



African Americans, Whites, and residents who self-identify as “other race” have lived in Loudoun County longer than have Asian-Americans and Hispanic/Latino residents.¹⁵ Residents aged 25 to 34 have lived in the county for a shorter period of time than have members of other age groups. (See Appendix G.)

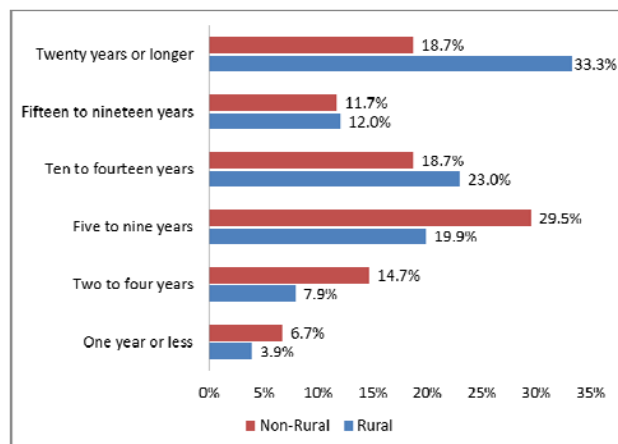
¹⁴ “Parent,” for these purposes, is defined as an individual between the ages of 38 and 70. Family relationship data were not asked in the questionnaire. It is almost certain that some individuals in this age group are not the parents of the young adults living in their homes, but in most cases they probably are.

¹⁵ Throughout this report, individuals who fall into the category of “other race” will be identified by the use of quotation marks around the word “other” or the phrase “other race.” This is intended to prevent confusion between these residents and members of all racial groups other than a particular group being discussed.

Length of Residence in Loudoun County by Rural/Non-rural Status

Residents in the rural area of the county have lived in Loudoun County longer than have residents in the non-rural area. See Figure IV-4. The complete data tables for this analysis can be found in Appendix F.

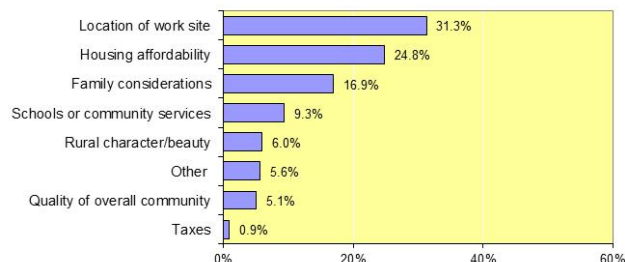
Figure IV-4: Length of Residence by Rural/Non-rural Status



Reasons for Locating in Loudoun County

Residents cited a variety of factors that influenced their decisions to locate in Loudoun County. About one-third (31.3%) indicated that Loudoun County was the location of their work site, and another 24.8 percent cited the affordability of housing in the county.

Figure IV-5: Reasons for Locating in Loudoun County

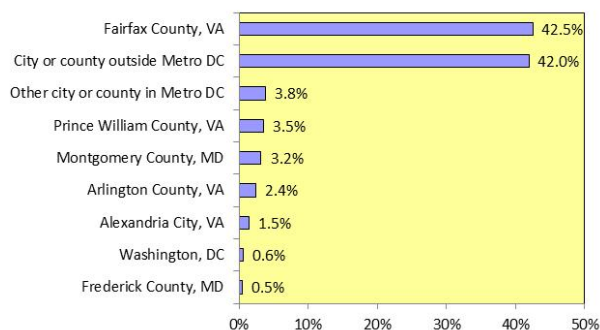


Place of Residence Prior to Locating in Loudoun County

When asked where they had lived before moving to Loudoun County, residents were most likely to name either Fairfax County (42.5%) or a city or

county outside of the Washington metropolitan area (42.0%). Only 15.5 percent of residents moved to Loudoun County from a part of the Washington metropolitan area other than Fairfax County.

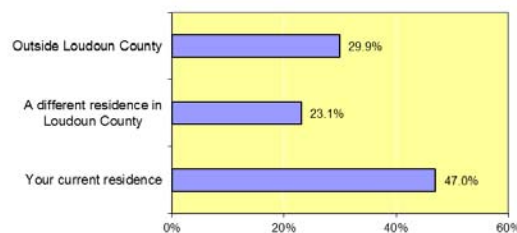
Figure IV-6: Place of Residence Prior to Locating in Loudoun County



Plans to Stay in Loudoun County

When asked where they expected to be living in ten years, approximately seven out of ten residents said they planned to be living in either their current residence or in a different residence in Loudoun County. Residents who expected to be living outside of Loudoun County were asked why they might leave. "Other" was the most common response choice, with residents selecting this option frequently mentioning family and work considerations as reasons for leaving. Almost 20 percent of respondents who expect to leave point to the county's cost of living as their reason for doing so, and another 15.7 percent cite retirement.

Figure IV-7: Where Do You Plan to Live Ten Years from Now?



Employment

Employment for Household Members

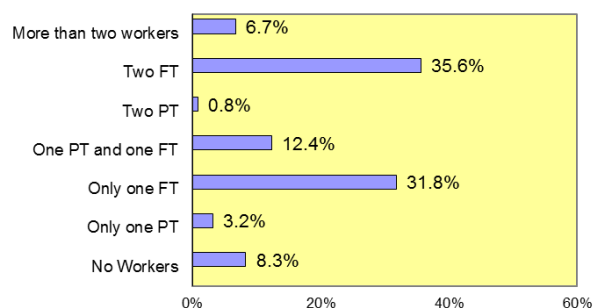
Employment status was asked for people aged 25 and older. Employment status was collected for

residents who were responding to the survey and who met the age qualification. Employment status was also collected for any other household members who met the age qualification.

Nine out of ten residents indicated that at least one employed person (aged 25 or older) lived in their household. A plurality of residents (36.0%) reside in households with two full-time workers, 31.8 percent live in households with one full-time worker and 6.7 percent of residents live in households with more than two workers.

In Figure IV-8 below, “FT” is the abbreviation for full-time worker and “PT” is the abbreviation for part-time worker.

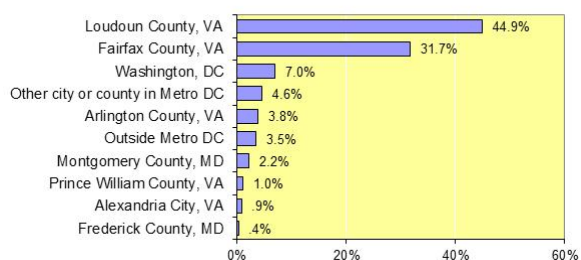
Figure IV-8: Employment Status (All Household Members Age 25 and Older)



Location of Employment

Residents were asked for the location of employment for all of the employed people in their household. Many of the employed residents (44.9%) work in Loudoun County, while about one-third (31.7%) work in Fairfax County and 7.0 percent work in Washington, D.C. These figures for all employed residents in the household are very similar to the figures that apply only to the residents who responded to the survey.

Figure IV-9: Location of Employment (All Household Members Age 25 and Older)

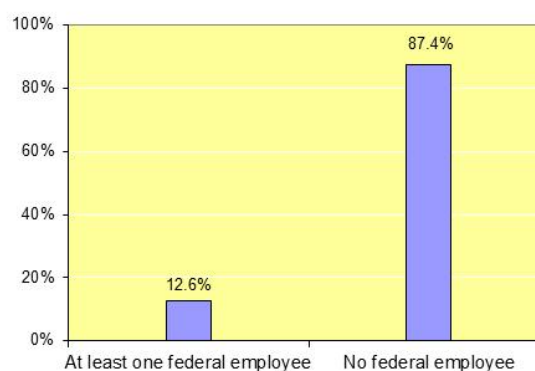


Employment Security and Federal Expenditures

Bond rating services – Moody’s Investors Service in particular – have been interested in the level of economic reliance on federal expenditures found in the different jurisdictions within the national capital region. The survey addressed the issue of how much of the county’s employment base might be associated with federal government expenditures.

Overall, 92% of the households contacted in the survey contained at least one person who was employed part-time or full-time at the time of the survey. Nearly thirteen percent of the county’s households that contained at least one employed person had at least one person working for the federal government. See Figure IV-10.

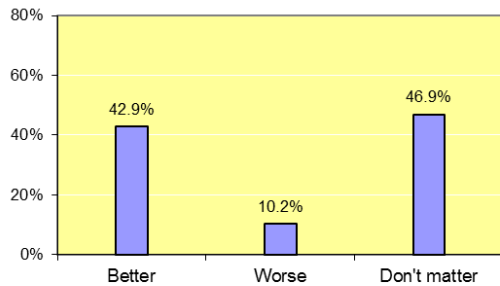
Figure IV-10: Households with at Least One Employed Person and Federal Employment



In households without a federal employee, more than four in ten employed residents who responded to the survey (43.0%) said that federal expenditures were better for their own job security, 46.2% said federal expenditures did not matter or they did not know if they mattered for their own job security, and 10.8% said that federal expenditures were worse for their own job security.

Overall, these results indicate that nearly half (47.3%) of the county’s households that contain at least one employed person appear to have some aspect of their job security related to federal expenditures. This is either because the household contains one or more federal employees, or federal expenditures are better for job security for the responding resident or for another employed person living in the household.

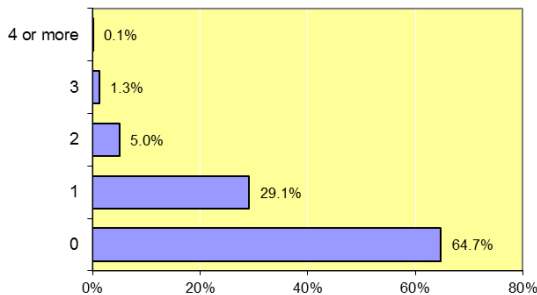
Figure IV-11: Impact of Federal Expenditures on Job Security for Employed Respondents in Households without a Federal Employee



Telecommuting and Home-Based Businesses

Among residents with at least one employed person in the household, about one-third (35.3%) reports that someone in their household telecommutes or works full time in a home-based business. Figure IV-12 shows the number of people in the respondent's household who are telecommuting or working in a home-based business.

Figure IV-12: Telecommuting and Home-Based Businesses



Internet Access

Access to the Internet

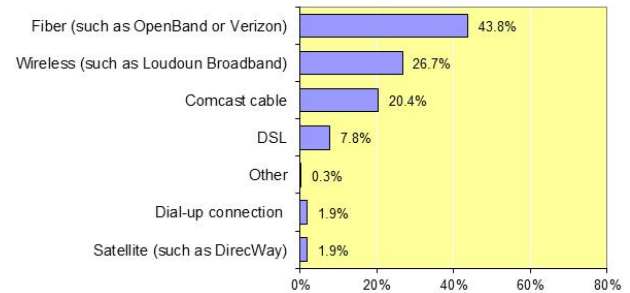
Internet access is widespread in Loudoun County, with 95 percent of residents reporting that they have access to the Internet in their homes.

Type of Internet Access

Residents use a variety of technologies to access the internet. A plurality (42.5%) uses fiber optic technology such as OpenBand or Verizon. Other common methods include wireless connections

such as Loudoun Broadband (26.5 %) and Comcast cable (20.2%).

Figure IV-13: Type of Internet Access



Summary

The survey data reflect Loudoun County's status as an affluent county with a significant business presence and close proximity to Washington, D.C. The residents of Loudoun County are well-educated with high household incomes. Single-family detached homes account for a majority of the housing stock.

Most residents have moved to the county from somewhere else – either from outside the metropolitan region or from Fairfax County. But most residents expect to be in Loudoun County ten years from now. Jobs, relatively affordable housing and family considerations tend to bring new residents to the county.

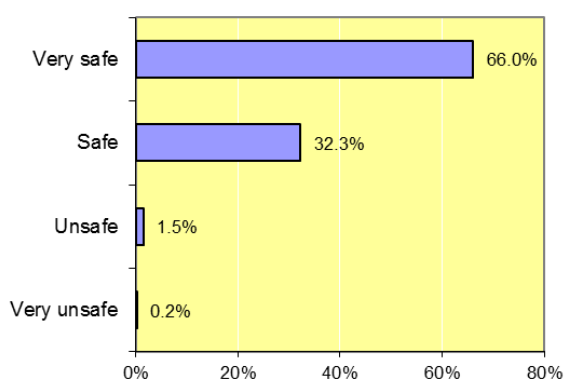
Most employed residents work in Loudoun County or Fairfax County. About one in eight employed residents works for the federal government, and nearly half the county's households containing at least one employed person appear to rely on federal expenditures for at least some of their job security.

V. Opinions of Loudoun County Residents

Neighborhood Safety

Loudoun County residents perceive a high level of safety in their neighborhoods. Almost two thirds of residents (66.0%) describe themselves as feeling “very safe” in their neighborhoods, and less than two percent feel either “unsafe” or “very unsafe.” Within this small group of residents, the most commonly mentioned reasons for feeling unsafe were break-ins and car damage/theft.

Figure V-1: Neighborhood Safety

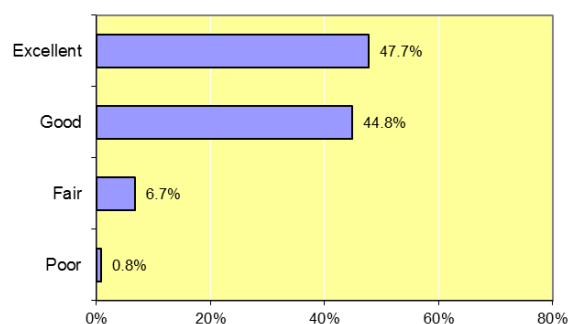


Residents between the ages of 25 and 34 are more likely to feel safe in their neighborhood than are residents from other age groups, and rural residents feel safer than non-rural residents. African Americans, Asian Americans, and Whites feel safer than Hispanic/Latino residents and residents in the “other race” category. (See Appendix G.)

Overall Quality of Life

Residents are enthusiastic about the overall quality of life in Loudoun County: 47.7 percent say it is “excellent” and another 44.8 percent say it is “good.” The overall quality of life in Loudoun County is rated “poor” by less than one percent of residents.

Figure V-2: Overall Quality of Life

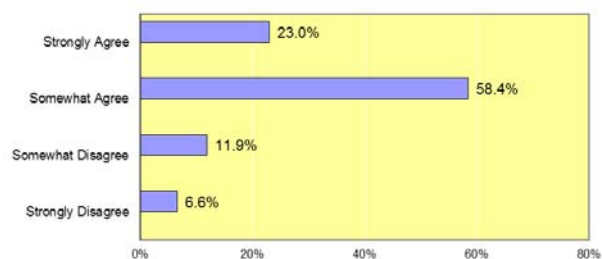


African Americans, Asians Americans, and Hispanic/Latino residents give the quality of life lower marks than do Whites and people of other races. Residents aged 18 to 24 think more highly of the county’s quality of life than do older residents. African Americans, Asian Americans, Whites, and Hispanic/Latino residents all give the overall quality of life lower ratings than do people of other races. Among the five racial categories, ratings for the county’s overall quality of life are lowest among Hispanic/Latino residents. (See Appendix G.)

Value for the Tax Dollar

Residents were asked to rate their agreement or disagreement with the statement “The county provides good value for the tax dollar.” Residents generally agreed with this statement, with 58.4 percent saying they “somewhat agree” with the statement and 23.0 percent saying they “strongly agree.” Just 6.6 percent said they “strongly disagree” with the statement.

Figure V-3: Value for the Tax Dollar

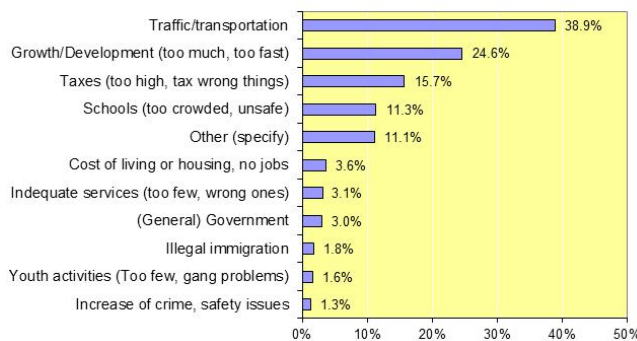


Non-rural residents are more likely to agree that the county provides good value for the tax dollar than are rural residents. (See Appendix G.)

Biggest Problem Facing Loudoun County

Residents could choose up to two responses to this question. The most popular choice, selected by 38.9% of residents, was “traffic/transportation.” Concerns over the rate of growth and development also figured prominently. Residents who named “other” issues frequently mentioned concerns related to the economy in general, a lack of community, and Lyme disease.

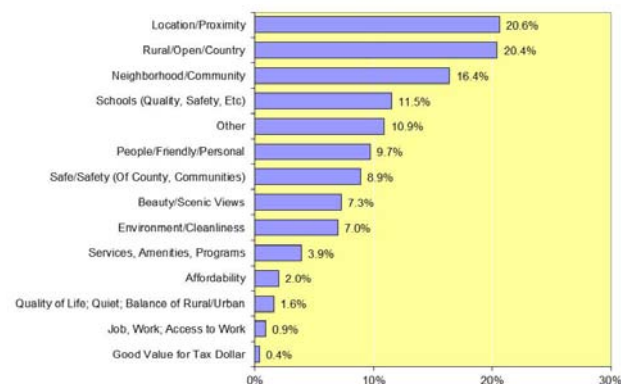
Figure V-4: Biggest Problem Facing Loudoun County



Best Thing about Loudoun County

Residents could choose up to two responses to this question. The two most popular responses were the county’s location or proximity to amenities, and its rural and open quality. Each of those responses was given by about 20 percent of residents.

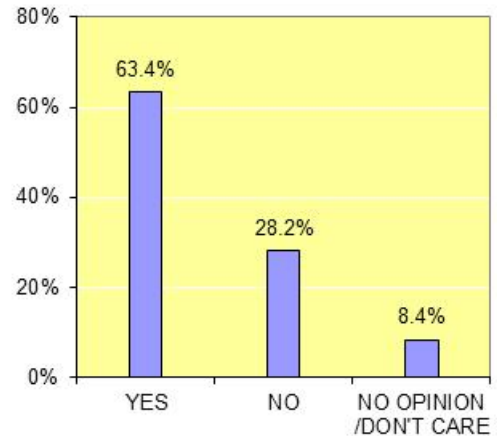
Figure V-5: Best Thing about Loudoun County



Entertainment and Nightlife

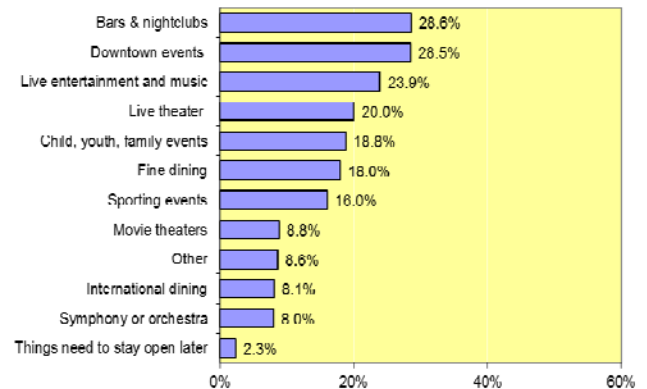
Residents generally said there are sufficient entertainment and nightlife options in Loudoun County. About one quarter (28.2%) of residents said there were not sufficient nighttime activities in Loudoun County for members of their household.

Figure V-6: Entertainment and Nightlife Sufficiency



When dissatisfied residents were asked what sorts of activities were missing, they frequently mentioned bars and nightclubs, live entertainment and music, and downtown events such as art galleries, concerts, and special events. In the “other” category, residents often cited a need for activities oriented toward children and teenagers.

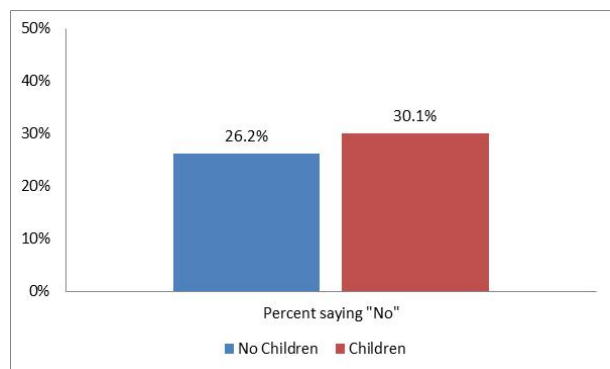
Figure V-7: Missing Entertainment and Nightlife Activities



Entertainment and Nightlife by Presence of Children in the Household

Residents with children in the household were slightly more likely to say there were not sufficient nighttime activities for members of their household. See Figure V-8.

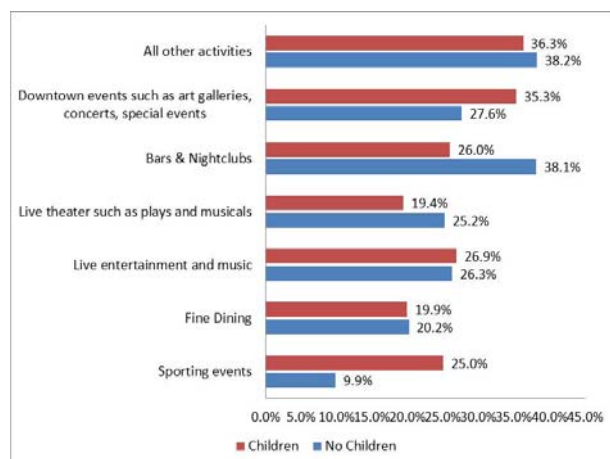
Figure V-8: Nightlife Sufficiency by Presence of Children



Among those who indicated that additional activities were needed (about one-third of residents overall), residents with children in the household preferred sporting events while residents without children in the household preferred bars and nightclubs. Otherwise, there were no striking differences in preferences by presence of children in the household. See

Figure V-9. The complete data tables for this analysis are in Appendix F.

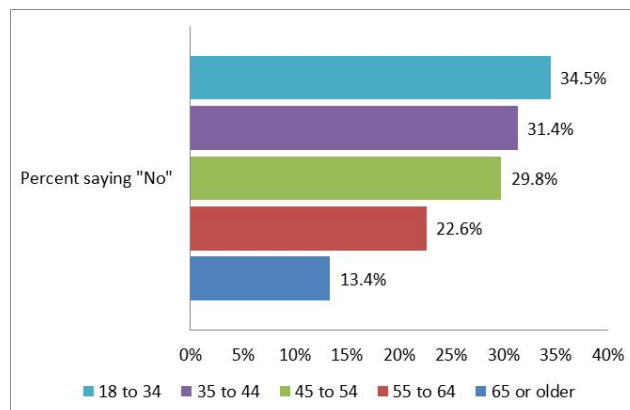
Figure V-9: Preferred Nighttime Activities by Presence of Children



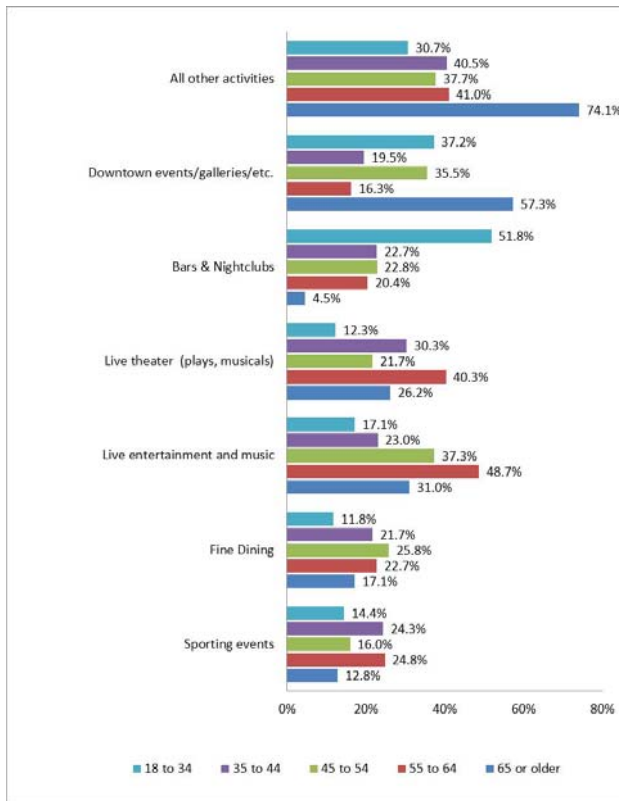
Entertainment and Nightlife by Age of Resident

The younger the resident who responded to the survey, the more likely he or she said there were not sufficient nighttime activities for members of the household. About one-third of those aged 18-34 indicated a need for nighttime activities, while only 13 percent of those aged 65 and older said so. See Figure V-10.

Figure V-10: Nightlife Sufficiency by Age Group

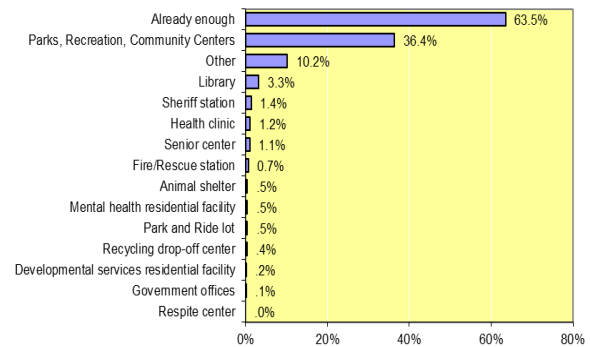


Among those who indicated that additional activities were needed (about one-third of residents overall), residents in different age groups focused on different activities. Younger residents saw a need for more bars and nightclubs, middle-aged residents saw a need for live entertainment and music, and older residents preferred downtown events and other types of activities. See Figure V-11. The complete data tables for this analysis can be found in Appendix F.

Figure V-11: Preferred Nighttime Activities by Age Group

Need for Additional County Facilities

When asked what sorts of county facilities they would like to see more of, almost two-thirds (63.5%) of residents indicated that there were already enough county facilities available. When respondents did mention a desire for more county facilities, they most often pointed to recreation centers and parks, both active (such as athletic fields) and passive (such as nature preserves), recreation centers, teen centers and community centers. Those response have been grouped under the term “Parks, Recreation, Community Centers” in Figure V-12 below. Common responses originally in the “other” category included indoor swimming pools, which were reclassified as recreation centers. Additional “other” responses included public transportation and school-related ideas.

Figure V-12: Additional Facilities Needed

Summary

Loudoun County residents generally view the county in a positive light, both as a place to live and as a government entity.

More than 90 percent of residents rate the quality of life in the county as excellent (48%) or good (45%). More than 80 percent of resident strongly agree or somewhat agree that the county provides good value for the tax dollar. Almost all residents feel very safe or somewhat safe in their neighborhoods.

About one-quarter of residents said there were insufficient nighttime activities for their household. Younger residents who felt this way were interested in more bars and nightclubs, while older residents who felt this way were interested in live entertainment and music or downtown events and attractions.

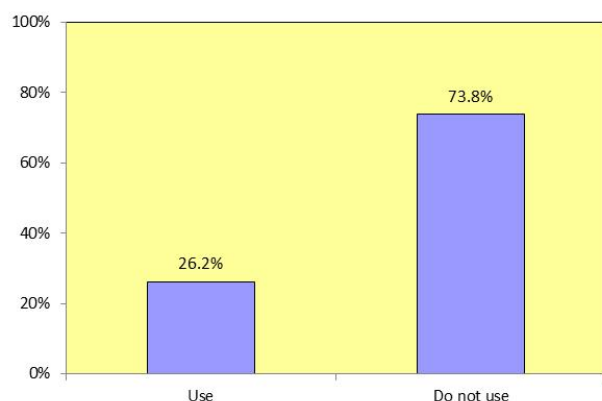
The two most frequently mentioned problems facing the county were traffic and transportation issues, and growth and development issues.

VI. Transportation

Use of Public Transportation

New for 2012, the survey questionnaire included several questions about transportation issues. About one-quarter of Loudoun County residents (26.2%) indicate that they use public transportation.

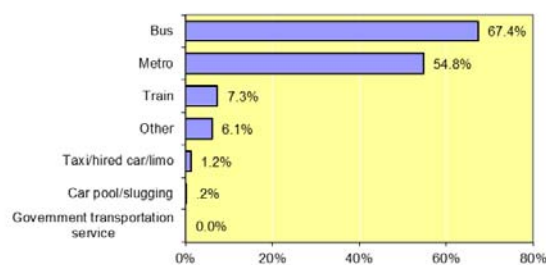
Figure VI-1: Use of Public Transportation



Types of Public Transportation Used

Of those residents who use public transportation, the bus is the most commonly used method (67.4%), followed by Metro (54.8%). Trains, taxis, and car pools are used by fewer than ten percent of residents who use public transportation.

Figure VI-2: Types of Public Transportation Used

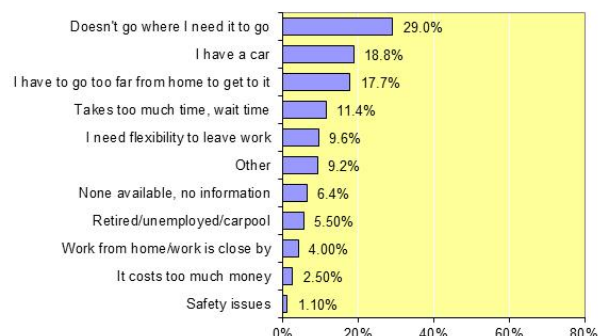


Reasons for Not Using Public Transportation

Residents who do not use public transportation were asked why not. The most commonly cited reasons were that public transportation doesn't go where residents need it to go (29.0%), they have a car (18.8%) and that they have to go too far from home to get to it (17.7%). Answers classified as

“other” included lifestyle choices, inconvenience and work reasons.

Figure VI-3: Reasons for Not Using Public Transportation



Priorities for Transportation Funding

Residents were asked to rate the importance of focusing on five different transportation options over the next few years, given that the county has limited resources. The five options were rated independently. The order in which they were presented during the interview was randomized across interviews to avoid response effects related to the order of items on the list.

Loudoun County residents appear to prefer an “all of the above” strategy, at least when considering the five options they were presented. Support was greatest for roads and rail, but the least-supported option still garnered one-third of residents saying it was “very important” and one-third saying it was “somewhat important” to work on over the next few years.

Figure VI-4: Improving Pedestrian Walkways and Bikeways

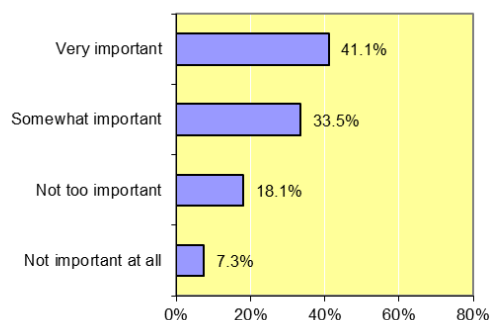
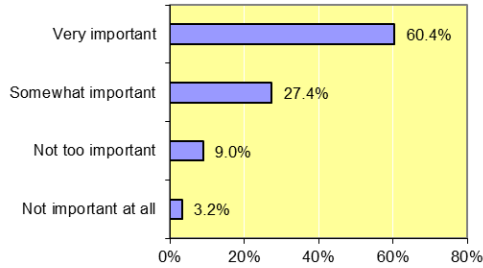
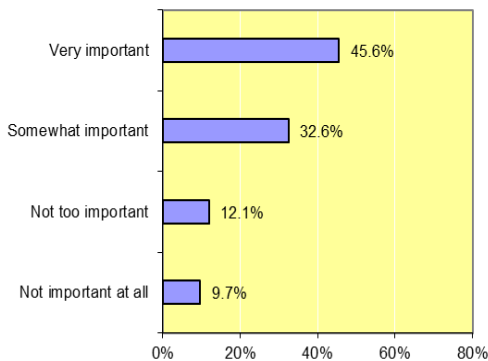
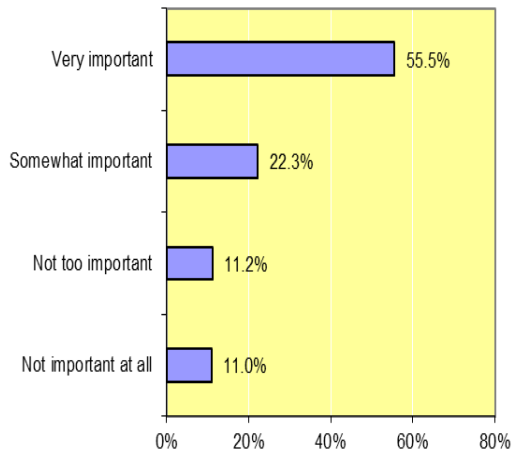
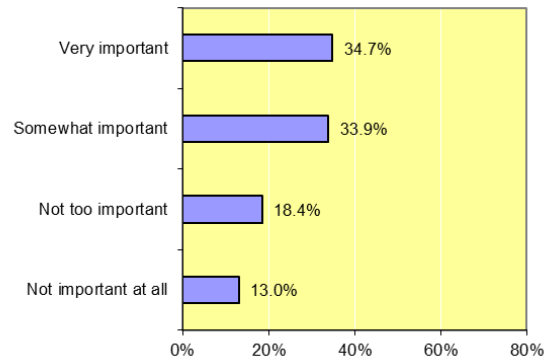
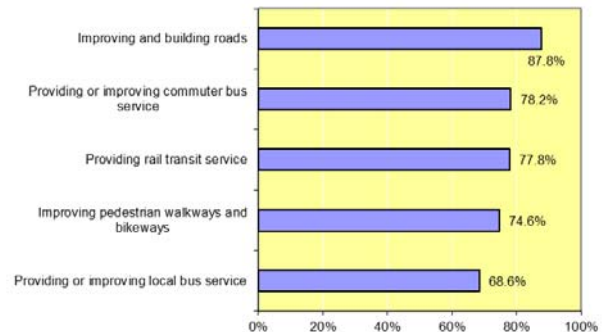


Figure VI-5: Improving and Building Roads**Figure VI-6: Providing or Improving Commuter Bus Service****Figure VI-7: Providing Rail Transit Service****Figure VI-8: Providing or Improving Local Bus Service**

The five options are listed below from greater to relatively lesser support. The percentage shown in parentheses represents those who said this option was either “very” or “somewhat” important. When sampling error is considered, there is not great separation among these priorities.

Figure VI-9: Support for Transportation Initiatives

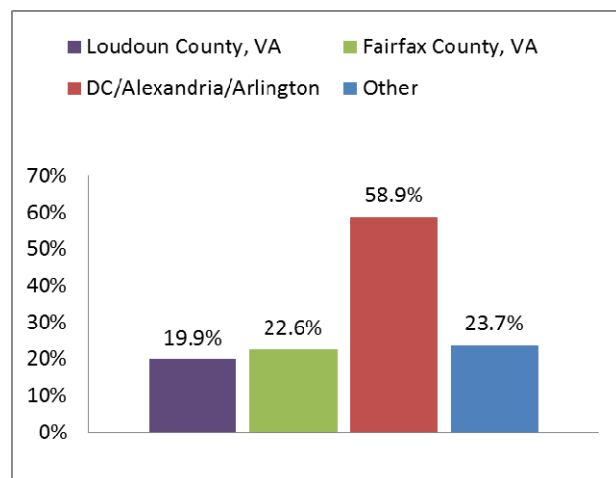
White residents generally viewed the five transportation priorities as being less important than did non-Whites. Young adults (ages 18 to 24) see roads and rail transit service as less important than do older residents, while the oldest residents (ages 65 and up) see pedestrian walkways and bikeways and bus service as being less important than do younger residents. Rural residents view each of the five transportation priorities as being less important than do non-rural residents. (See Appendix G.)

Use of Public Transportation by Location of Work

More than half (58.9%) of the employed residents who responded to the survey and worked in Washington DC/Alexandria/Arlington were more likely to say they used public transportation, while

a little fewer than one-quarter of their counterparts who worked in other locations said they used public transportation. (Note that employment was asked only for residents aged 25 years and older. Also note that the question about use of public transportation was open – it was not limited to commuting.) See Figure VI-10. The complete data tables for this analysis can be found in Appendix F.

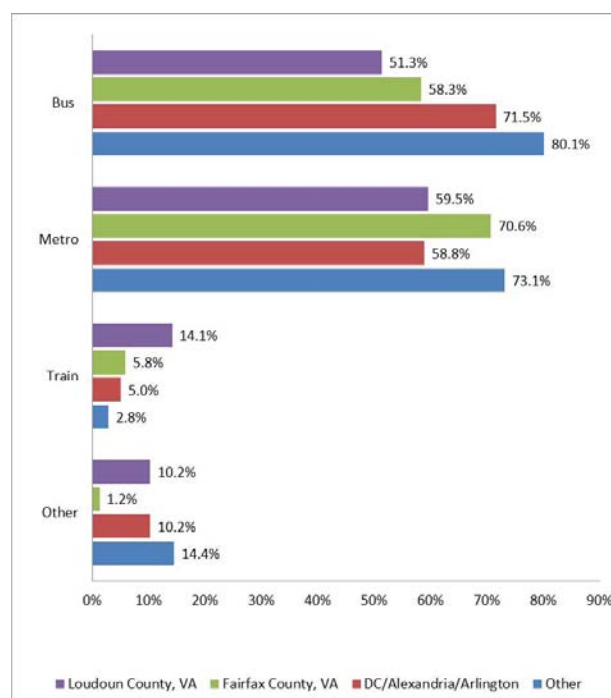
Figure VI-10: Use of Public Transportation by Location of Work



Type of Public Transportation Used by Location of Work

Among employed residents who responded to the survey and who used public transportation, about three-quarters of those who worked in outlying areas said they used the bus (80.1%) or Metro (73.1%). Close to three-quarters (71.5%) of those who worked in Washington DC/Alexandria/Arlington said they used the bus, and about three-quarters (70.6%) of those who worked in Fairfax County said they used Metro. See Figure VI-11. The complete data tables for this analysis can be found in Appendix F.

Figure VI-11: Type of Public Transportation Used by Location of Work

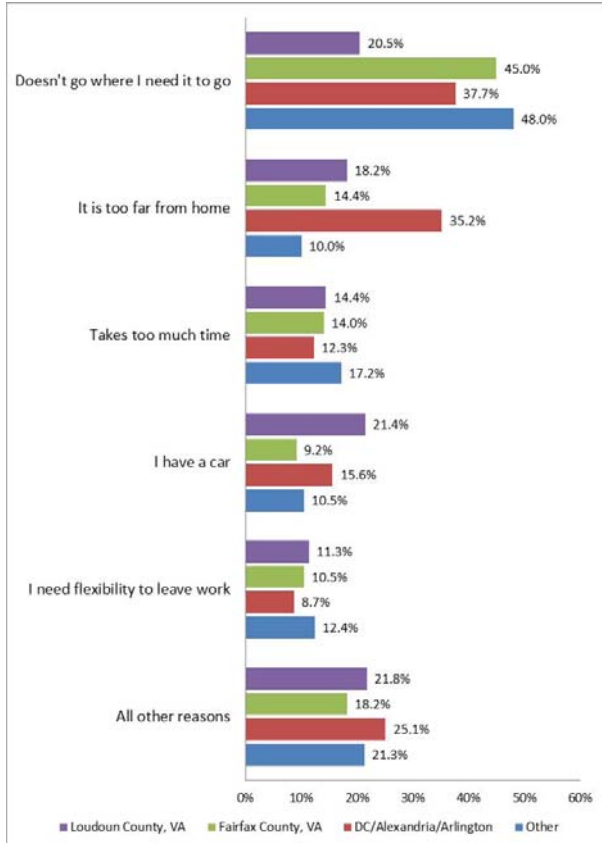


Reasons for Not Using Public Transportation

Among employed residents who responded to the survey and who did not use public transportation, the most frequently mentioned problem was that public transportation did not go where the resident needed it to go. This response was frequent regardless of the work location of the resident. Those who worked in Washington DC/Alexandria/Arlington were more likely to also say it was too far from home to use it. Residents who worked in Loudoun County were relatively more likely to say they did not use public

transportation because they have a car. See Figure VI-12. The complete data tables for this analysis can be found in Appendix F.

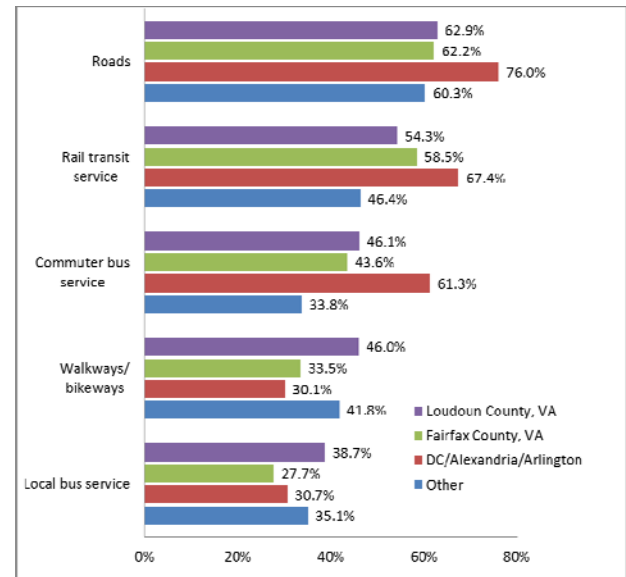
Figure VI-12: Reasons for Not Using Public Transportation by Location of Work



Transportation Priorities by Location of Work

Priorities for transportation funding differed depending on the work location of the resident who responded to the survey. Residents who work in Washington, DC, Alexandria or Arlington were more likely to rate roads, rail and commuter bus service as “very important” priorities, while residents who work in Loudoun County or locations not in DC/Alexandria/Arlington and not in Fairfax County were more likely to say that local bus service and pedestrian walkways and bikeways were “very important” priorities. Note that these are the transportation priorities of employed residents who responded to the survey, and employment was asked only for residents aged 25 years and older. The complete data tables for this analysis can be found in Appendix F.

Figure VI-13: Transportation Priorities by Location of Work – Percent Saying “Very Important”



Summary

About one-quarter of the county’s residents use public transportation, with bus and Metro being the most popular forms of public transportation. The main reason for residents not using public transportation is that it does not go where they need it to go.

The survey findings indicate that Loudoun County residents see transportation issues as warranting considerable attention. The findings suggest interest in seeing greater opportunities for access to and use of public transportation. While Loudoun County residents express greatest support for improving and building roads, four other transportation priorities are also strongly supported. Residents appear to prefer an “all of the above” strategy for allocating county resources to transportation issues.

Priorities for transportation improvements and use of public transportation vary somewhat depending on the location of work for the resident responding to the survey.

VII. Use of and Satisfaction with County Services and Programs

County residents were asked whether they or anyone in their household has used 11 different county services in the past two years. If the service had been used, the resident was asked to rate their satisfaction with the service. The order in which the services were asked was randomly varied for each survey to avoid biasing the results due to question order.

Figure VII-1 below shows all eleven services and the percentage of households that reported using them in the past two years.

Figure VII-1: Overall Usage of County Services

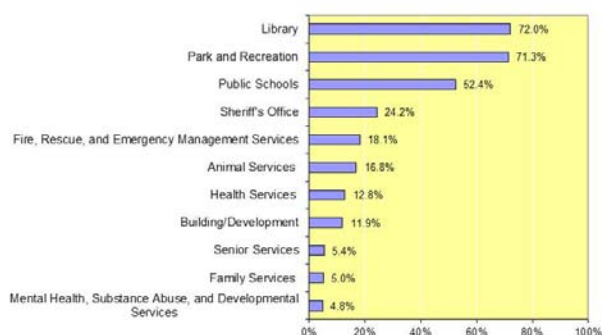
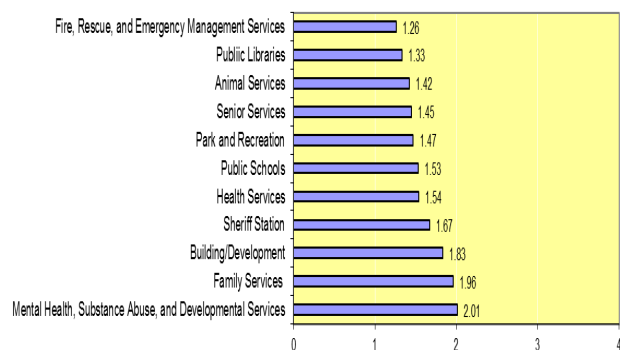


Figure VII-2 below shows all eleven services and the mean ratings they received from their users, on a scale from 1 ("Very Satisfied") to 4 ("Very Dissatisfied").

Figure VII-2: Overall Satisfaction with County Services

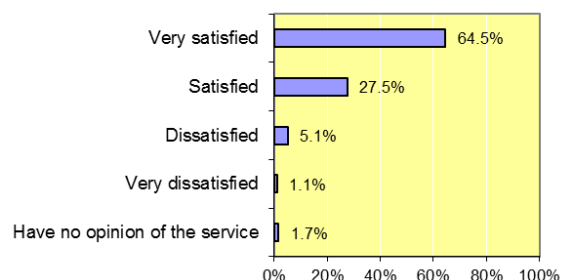


Animal Services

About one in six households (16.8%) have used animal services within the past two years. Almost

two-thirds of users are "very satisfied" with county animal services and only 6.2 percent are either dissatisfied or very dissatisfied.

Figure VII-3: Satisfaction with Animal Services

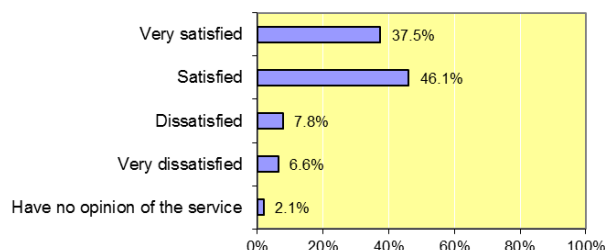


Whites and Asian Americans give animal services lower ratings than do members of other racial groups. Among age groups, residents ages 18 to 24 give animal services the highest marks. (See Appendix G.)

Building and Development Services

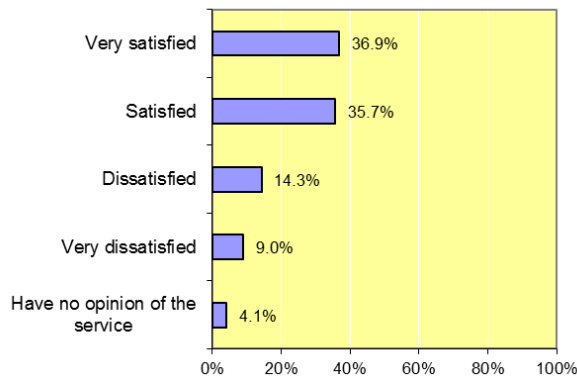
Around one out of ten households used county building and development services in the past two years. Of those users, 46.1 percent are "satisfied" with the service, and another 37.5 percent are "very satisfied," while 14.4 percent are either "dissatisfied" or "very dissatisfied."

Figure VII-4: Satisfaction with Building and Development Services



Family Services

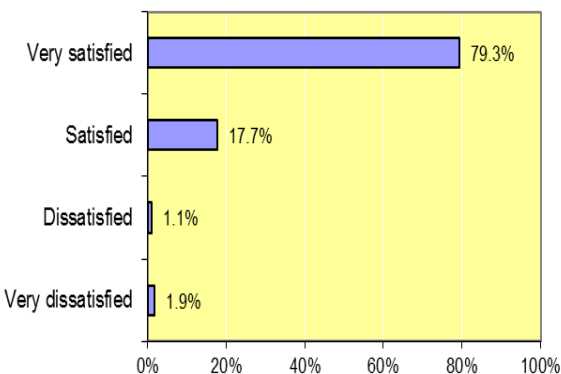
About five percent of households reported using county family services in the past two years. A plurality of users (36.9%) is "very satisfied" with the services, while 35.7 percent are "satisfied" and 23.3 percent are either "dissatisfied" or "very dissatisfied."

Figure VII-5: Satisfaction with Family Services

White residents offered lower ratings for county family services than do non-Whites. (See Appendix G.)

Fire, Rescue, and Emergency Management Services

Fire, rescue, and emergency management services have been used by slightly under one fifth of households in the past two years. Almost four out of five users are “very satisfied” with the services, while three percent are either “dissatisfied” or “very dissatisfied.”

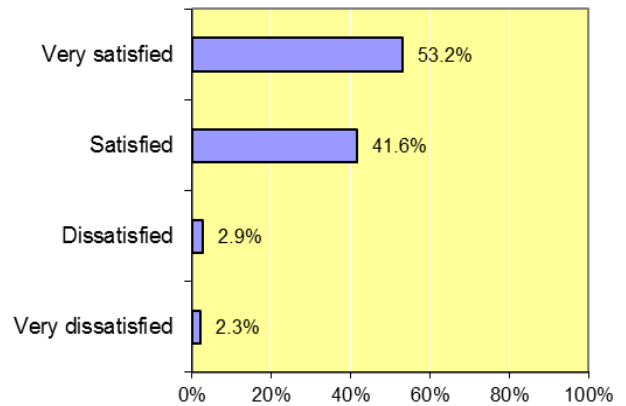
Figure VII-6: Satisfaction with Fire, Rescue, and Emergency Management Services

Asian American and Hispanic/Latino residents give fire, rescue, and emergency management services lower ratings than did African Americans, Whites, and residents in the “other race” category. (See Appendix G.)

Health Services

About one in eight households (12.6%) have used county health services in the past two years. A majority of users (53.2%) are “very satisfied” and

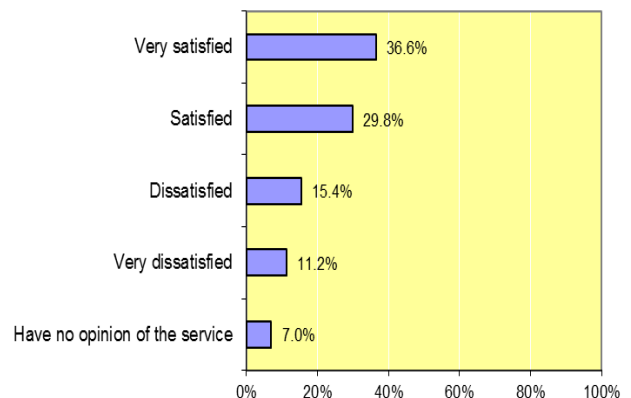
another 42 percent are “satisfied.” Only 5 percent are either “dissatisfied” or “very dissatisfied.”

Figure VII-7: Satisfaction with Health Services

Non-rural residents give health services higher marks than do rural residents. Among racial groups, Hispanic/Latino residents give health services particularly high marks, while Asian Americans are the least satisfied. Among age groups, respondents ages 25 to 34 give health services the highest marks. (See Appendix G.)

Mental Health, Substance Abuse and Developmental Services

Only about five percent of households have used county mental health, substance abuse or developmental services in the past two years. A plurality of users, 36.6 percent, is “very satisfied” with these services, while 26.6 percent of users are either “dissatisfied” or “very dissatisfied.”

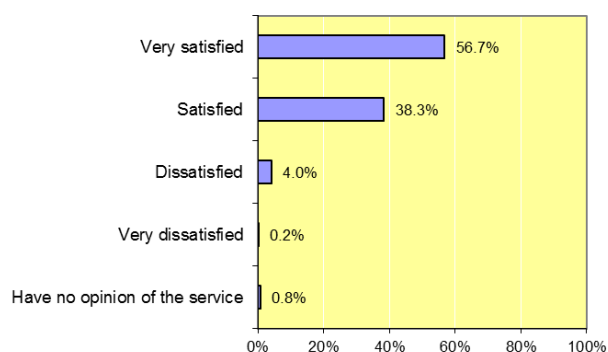
Figure VII-8: Satisfaction with Mental Health, Substance Abuse and Developmental Services

Asian American and White residents are less satisfied county mental health, substance abuse or developmental services than are members of other racial groups. Residents age 35 and older are less satisfied with mental health services than are younger residents. (See Appendix G.)

Parks and Recreation

Seven out of ten households have used the county's parks and recreation facilities in the past two years. A majority of users (56.7%) are "very satisfied" with county parks and recreation services, while 4.2 percent are either "dissatisfied" or "very dissatisfied."

Figure VII-9: Satisfaction with Parks and Recreation

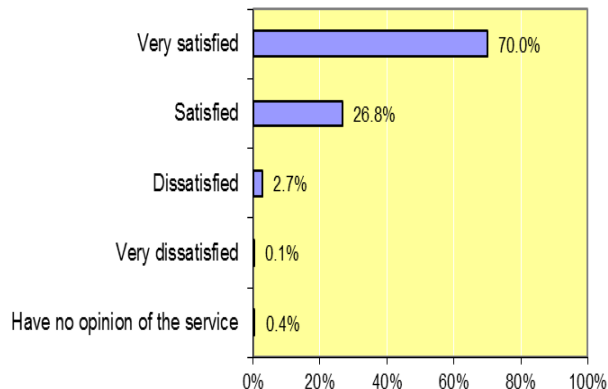


Asian Americans give county parks and recreation facilities lower marks than do other residents. (See Appendix G.)

Public Libraries

The county's public libraries also receive extensive use, with seven out of ten households having used them in the past two years. Users give high marks to the county's public libraries; seven out of ten patrons are "very satisfied," while 2.8 percent are either "dissatisfied" or "very dissatisfied."

Figure VII-10: Satisfaction with Public Libraries

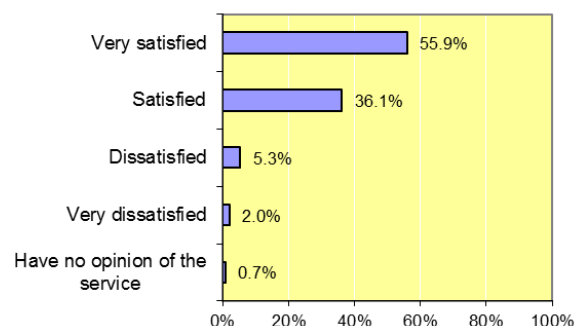


Rural residents are more satisfied with the libraries than are non-rural residents, and Asian Americans give them poorer ratings than do residents from all other racial groups. The public libraries receive higher ratings from residents ages 25 to 34 and 65 and up than from others. (See Appendix G.)

Public Schools

Over half (52.4%) of households have used the public schools in the past two years. A majority (55.9%) of those who have used the public schools are "very satisfied" with them, while 7.3 percent are either "dissatisfied" or "very dissatisfied."

Figure VII-11: Satisfaction with Public Schools



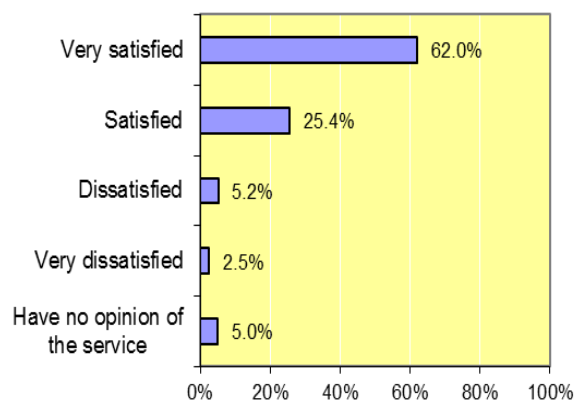
Asian American residents are less satisfied with the public schools than are Whites, Hispanic/Latino residents, and residents in the "other race" category. The public schools receive higher ratings from residents ages 25 to 34 and 65 and older than from residents in other age categories. (See Appendix G.)

Senior Services

Around five percent of households have utilized county senior services. Almost two thirds (62.0%)

of users are “very satisfied” with senior services, while 7.7 percent are either “dissatisfied” or “very dissatisfied.”

Figure VII-12: Satisfaction with Senior Services

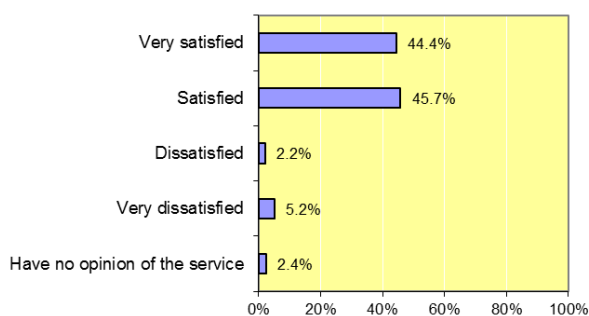


Senior services receive higher ratings from senior residents than from the few younger residents who report that their households used the service in the last two years. (See Appendix G.)

Sheriff's Office

Approximately one-quarter of households have used the services of the sheriff's office in the past two years. Almost all users say that they are “very satisfied” (44.4%) or “satisfied” (45.7%) with the sheriff's office, while 7.4 percent are either “dissatisfied” or “very dissatisfied.”

Figure VII-13: Satisfaction with Sheriff's Office

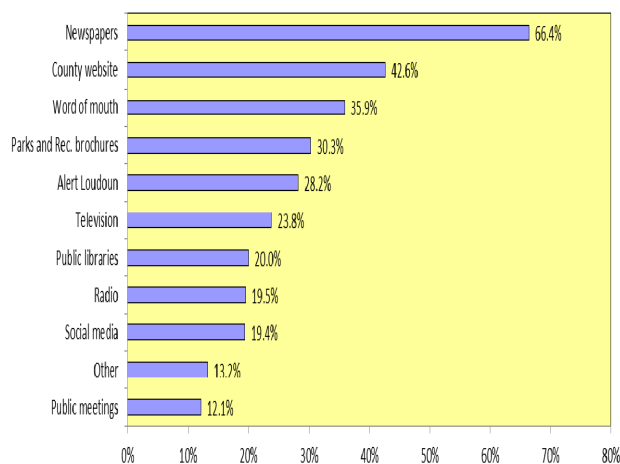


Among racial groups, the sheriff's office receives its highest ratings from those in the “other race” category, while African Americans and Whites give higher ratings than do Asian Americans and Hispanic/Latino residents. Residents aged 18 to 24 give the sheriff's office lower ratings than do older residents. (See Appendix G.)

Sources of Information about County Programs and Services

About two-thirds (66.4%) of residents reported using newspapers (online and hard copy) to obtain information about county programs and services. The county website (42.6%) and word of mouth (35.9%) are also popular sources of information about county programs and services.

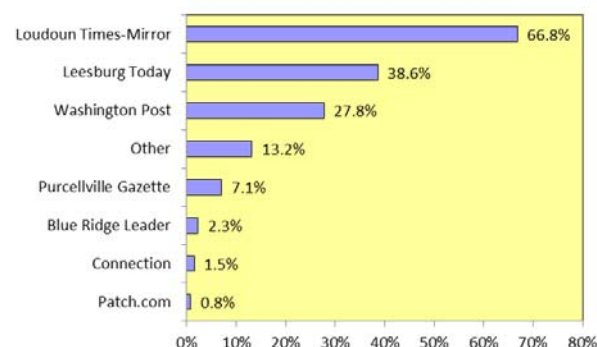
Figure VII-14: Sources of Information about County Programs and Services



Newspapers Read

Residents who use newspapers to learn about county programs and services were most likely to turn to the *Loudoun Times-Mirror* for this information, with over two-thirds (66.8%) of newspaper users having done so. *Leesburg Today* (38.6%) and *The Washington Post* (27.8%) were also popular sources. Residents selecting “other” frequently mentioned *Ashburn Today* and *The Washington Times*.

Figure VII-15: Newspapers Read



Summary

Loudoun County residents are generally satisfied with the services they receive from the county, with libraries and fire, rescue and emergency management services receiving particularly high marks. Even the services trailing their counterparts in a ranked list receive average ratings of “satisfied.”

Public libraries and parks and recreation receive greater usage – about three-quarters of all households used them in the past two years – than do county services that are targeted at more specific audiences. Usage rates over the past two years for fire, rescue and emergency management services (18.1% of households) and the sheriff’s office (24.2% of households) fall in the middle of the range.

Traditional sources of information about county programs and services such as newspapers and word of mouth continue to be used by residents, along with newer channels of communication such as the county website.

VIII. Conclusions

The results of the 2012 Loudoun County Survey of Residents offer the county's residents and public servants much to be proud of. Residents report widespread satisfaction with county services and with the county in general as a place to live. Moreover, a number of key indicators registered marked improvements since the previous edition of this survey (see Section X).

The best-liked aspects of the county and the areas of greatest concern illustrate the balancing act required of county leadership. Appreciation for the county's rural character is rivaled only by appreciation for the availability of housing, employment, public services and amenities delivered by the private sector. Concerns about growth and development are accompanied by support for an "all of the above" strategy for transportation funding priorities. These desires exist in a context of sluggish economic conditions and relatively scarce public funds. Rural and non-rural residents sometimes have different opinions and different priorities.

The survey results cannot prescribe solutions. But they can inform the discussions that lead to solutions.

IX. Summary of 2012 Data

The following tables summarize data from the survey. All tables show weighted data unless otherwise noted. All percentages are subject to rounding. Weighted counts are also subject to rounding. Therefore, in some cases response categories that display the same rounded number of weighted respondents may account for slightly different percentages of the total responses. This is due to the rounding of respondent numbers that takes place when the data is weighted. Some tables display items for which more than one answer was accepted. See the introduction to Appendix B for more information about interpreting statistics obtained from weighted data and multiple-response items. The reader may also wish to refer to “How to Read the Survey Results” in Section II of this report when consulting the tables below.

Which of the following housing types do you live in?

Response	Rural %	Non-Rural %	Total	%
Townhouse or duplex	5.0%	25.3%	245	22.4%
Single family home	93.2%	61.6%	723	66.1%
Apartment or condo	1.7%	13.0%	125	11.4%
Other	0.0%	0.1%	1	0.1%
Total	100%	100%	1,095	100%

How many years have you lived in Loudoun County?

Response	Rural %	Non-Rural %	Total	%
One year or less	3.9%	6.7%	69	6.3%
Two to four years	7.9%	14.7%	150	13.7%
Five to nine years	19.9%	29.5%	308	28.1%
10 to 14 years	23.0%	18.7%	211	19.3%
15 to 19 years	12.0%	11.7%	128	11.7%
20 years or longer	33.3%	18.7%	227	20.8%
Total	100%	100%	1,094	100%

Did you move to Loudoun County from somewhere else?

Response	Rural %	Non-Rural %	Total	%
Yes	90.1%	92.4%	1,010	92.1%
No	9.9%	7.6%	86	7.9%
Total	100%	100%	1,096	100%

In what city or county did you live before moving to Loudoun County? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Fairfax County, VA	31.8%	44.2%	424	42.5%
Outside Metro DC	49.0%	40.9%	420	42.0%
Other part of Metro DC	5.2%	3.6%	38	3.8%
Prince William County, VA	2.6%	3.6%	35	3.5%
Montgomery County, MD	5.1%	2.9%	32	3.2%
Arlington County, VA	1.7%	2.5%	24	2.4%
Alexandria City, VA	1.7%	1.4%	15	1.5%
Washington, DC	1.9%	0.4%	6	0.6%
Frederick County, MD	0.9%	0.4%	5	0.5%
Total	100%	100%	999	100%

What single factor most influenced your decision to locate in Loudoun County? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Location of work site	25.7%	32.2%	312	31.3%
Housing affordability	18.1%	25.8%	246	24.8%
Family considerations	22.5%	16.0%	168	16.9%
Schools or community services	10.9%	9.1%	93	9.3%
Rural character/Beauty	17.8%	4.2%	60	6.0%
Other**	2.9%	6.0%	56	5.6%
Quality of overall community	1.4%	5.7%	51	5.1%
Taxes	0.6%	1.0%	9	0.9%
Total	100%	100%	994	100%

***The “Other” category includes open-ended responses. Examples of more frequent responses include the possibility of owning land/a home, being a native of the area, and wanting to escape traffic.*

How safe do you feel in your neighborhood? (For respondents who moved to Loudoun County.)

Response	Rural %	Non-Rural %	Total	%
Very Safe	77.3%	63.8%	662	65.7%
Safe	21.8%	34.3%	329	32.6%
Unsafe	0.9%	1.6%	15	1.5%
Very Unsafe	0.0%	0.3%	3	0.3%
Total	100%	100%	1,009	100%

How safe do you feel in your neighborhood? (For lifelong residents of Loudoun County.)

Response	Rural %	Non-Rural %	Total	%
Very Safe	81.1%	67.4%	60	69.9%
Safe	18.9%	30.6%	25	28.5%
Unsafe	0.0%	2.0%	1	1.6%
Very Unsafe	0.0%	0.0%	0	0.0%
Total	100%	100%	86	100%

Why do you feel unsafe? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Break-ins	22.4%	39.8%	7	38.7%
Other**	27.3%	28.9%	6	28.8%
Car damage/Theft	22.6%	27.5%	5	27.2%
Crime is everywhere, not just here	0.0%	7.4%	1	6.9%
Drug crime	0.0%	7.4%	1	6.9%
Lack of street patrol	0.0%	5.2%	1	4.9%
Just higher crime rate here	55.0%	0.0%	1	3.5%
Street crimes	0.0%	3.2%	1	3.0%
Gangs	0.0%	2.7%	0	2.6%
Total	127.3%*	122.0%*	23	122.4%*

*Base=19 weighted cases***More than one answer was accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.****The "Other" category includes open-ended responses. "Other" responses include robberies in the area, immigrants, murder, and assaults.*

Including yourself, all adults, and all children, how many people live in your household?

Response	Rural %	Non-Rural %	Total	%
1	5.7%	9.2%	95	8.7%
2	28.1%	22.4%	254	23.2%
3	12.0%	18.6%	193	17.6%
4	28.7%	30.2%	328	30.0%
5	19.5%	14.6%	167	15.3%
6	4.9%	3.7%	43	3.9%
7	0.6%	0.9%	9	0.8%
8	0.5%	0.5%	5	0.5%
Total	100%	100%	1,094	100%

*What are the ages of the people in your household?**

Response	Rural %	Non-Rural %	Total	%
1 to 4	4.0%	4.8%	140	4.6%
5 to 13	14.6%	16.1%	482	15.7%
14 to 17	8.8%	7.1%	230	7.5%
18 to 24	9.2%	9.0%	277	9.0%
25 to 34	6.0%	8.0%	230	7.5%
35 to 44	10.1%	14.6%	412	13.5%
45 to 54	17.2%	19.0%	568	18.5%
55 to 64	15.6%	11.0%	372	12.1%
65 to 74	8.2%	6.2%	205	6.7%
75 or older	6.4%	4.2%	146	4.8%
Total	100%	100%	3,062	100%

Unweighted dataEmployed full time or part time? (All members of households)*

Response	Rural %	Non-Rural %	Total	%
Full time	65.9%	66.9%	1,452	66.7%
At home or telecommuting	16.7%	13.0%	196 of 1,452	13.5%
Part time	9.8%	10.7%	230	10.6%
Not employed	24.3%	22.4%	494	22.6%
Total	100%	100%	2,176	100%

Average workers per household: 1.53

In which of the following counties or cities are you employed? (Responding resident only)

Response	Full Time %	Part Time %	Total	%
Loudoun County, VA	39.5%	68.3%	330	43.8%
Fairfax County, VA	33.5%	21.1%	237	31.4%
Washington, DC	9.3%	.5%	61	8.1%
Arlington County, VA	5.6%	3.8%	40	5.3%
Other part of Metro DC area	3.1%	4.7%	26	3.5%
Outside Metro DC area	3.5%	1.1%	24	3.2%
Montgomery County, MD	2.7%	0.0%	17	2.3%
Prince William County, VA	1.7%	0.0%	11	1.4%
Alexandria City, VA	.8%	0.0%	5	0.6%
Frederick County, MD	.4%	.4%	3	0.4%
Total	100%	100%	754	100%

In which of the following counties or cities are you employed? (All persons in household)

Response	Rural %	Non-Rural %	Total	%
Loudoun County, VA	58.1%	42.8%	731	44.9%
Fairfax County, VA	16.4%	34.1%	515	31.7%
Washington, DC	6.6%	7.1%	114	7.0%
Other part of Metro DC area	7.4%	4.1%	74	4.6%
Arlington County, VA	1.3%	4.2%	62	3.8%
Outside Metro DC area	6.2%	3.0%	57	3.5%
Montgomery County, MD	1.2%	2.3%	35	2.2%
Prince William County, VA	0.7%	1.1%	17	1.0%
Alexandria City, VA	0.9%	0.9%	15	0.9%
Frederick County, MD	1.2%	0.2%	6	0.4%
Total	100%	100%	1,626	100%

How many members of your household work full-time in a business based in your home or telecommute? (All employed members of household)

Response	Number	%
Rural	34 (out of 204)	16.7%
Non-Rural	162 (out of 1,248)	13.0%
Total	196 (out of 1,452)	13.5%

Do you or anyone else in your household work for the federal government?

Response	Rural %	Non-Rural %	Total	%
Yes	17.5%	11.8%	125	12.6%
No	82.5%	88.2%	867	87.4%
Total	100%	100%	992	100%

In your opinion, are federal expenditures better for your own job security, worse for you own job security, or do they not matter for your own job security?

Response	Rural %	Non-Rural %	Total	%
Better	44.6%	42.8%	241	43.0%
Worse	5.4%	11.6%	60	10.8%
Don't matter	49.9%	45.6%	259	46.2%
Total	100%	100%	560	100%

Is household's job security dependent upon federal expenditures? (Constructed variable)

Response	Rural %	Non-Rural %	Total	%
Yes	49.2%	46.9%	469	47.3%
No	50.8%	53.1%	523	52.7%
Total	100%	100%	992	100%

Do you have access to the Internet in your home?

Response	Rural %	Non-Rural %	Total	%
Yes	95.3%	95.1%	1,042	95.1%
No	4.7%	4.9%	53	4.9%
Total	100%	100%	1,095	100%

How do you access the Internet?

Response	Rural %	Non-Rural %	Total	%
Fiber (e.g., OpenBand, Verizon)	5.4%	50.1%	438	43.8%
Wireless (e.g., Loudoun Wireless)	34.8%	25.3%	267	26.7%
Comcast cable	31.3%	18.6%	204	20.4%
DSL	14.7%	6.7%	79	7.8%
Other	0.3%	0.3%	3	0.3%
Dial-up connection	4.5%	1.5%	19	1.9%
Satellite (such as DirecWay)	11.3%	0.4%	19	1.9%
Total	102.3%*	102.9%*	1,029	102.7%*

Base=1,009 weighted cases

**More than one answer was accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.*

In which of the following ways do you receive information about Loudoun County programs and services?

Response	Rural %	Non-Rural %	Total	%
Newspapers	79.0%	64.3%	718	66.4%
County website	43.3%	42.5%	461	42.6%
Word of mouth	38.2%	35.6%	389	35.9%
Parks and Recreation brochures	32.3%	29.9%	327	30.3%
Alert Loudoun subscription	35.0%	27.1%	305	28.2%
Television	26.4%	23.4%	257	23.8%
Public Libraries	22.5%	19.5%	216	20.0%
Radio	26.6%	18.3%	210	19.5%
Social media (Facebook, Twitter, etc.)	21.3%	19.1%	210	19.4%
Other	8.7%	13.9%	143	13.2%
Public meetings	15.1%	11.6%	131	12.1%
Total	348.4% *	305.2% *	3,367	311.3% *

Base=1,081 weighted cases

**More than one answer was accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.*

In what newspapers do you get information about Loudoun County programs and services? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Loudoun Times-Mirror	64.5%	67.2%	479	66.8%
Leesburg Today	64.7%	33.4%	277	38.6%
Washington Post	21.3%	29.1%	199	27.8%
Other	8.2%	14.2%	95	13.2%
Purcellville Gazette	39.3%	0.6%	51	7.1%
Blue Ridge Leader	12.4%	0.3%	17	2.3%
Connection	2.3%	1.4%	11	1.5%
Patch.com	1.0%	0.8%	6	0.8%
Total	213.7% *	147.0% *	1,135	158.1% *

Base=718 weighted cases

**More than one answer was accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.*

How many of the school age children in your household attend public school?

Response	Rural %	Non-Rural %	Total	%
None	10.6%	11.3%	53	11.2%
At least one	89.4%	88.7%	420	88.8%
Total	100%	100%	473	100%

How satisfied are you with the public schools?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	62.3%	54.7%	319	55.9%
Satisfied	30.7%	37.1%	206	36.1%
Dissatisfied	3.5%	5.7%	31	5.3%
Very dissatisfied	2.1%	2.0%	11	2.0%
Have no opinion of the service	1.4%	0.6%	4	0.7%
Total	100%	100%	571	100%

How satisfied are you with the parks and recreation facilities?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	55.3%	57.0%	442	56.7%
Satisfied	41.4%	37.9%	298	38.3%
Dissatisfied	3.0%	4.1%	31	4.0%
Very dissatisfied	0.3%	0.2%	2	0.2%
Have no opinion of the service	0.0%	0.9%	6	0.8%
Total	100%	100%	779	100%

How satisfied are you with the public libraries?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	77.2%	68.7%	551	70.0%
Satisfied	21.4%	27.8%	211	26.8%
Dissatisfied	0.5%	3.1%	21	2.7%
Very dissatisfied	0.6%	0.0%	1	0.1%
Have no opinion of the service	0.3%	0.4%	3	0.4%
Total	100%	100%	787	100%

How satisfied are you with the sheriff's office?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	48.2%	43.7%	118	44.4%
Satisfied	37.3%	47.3%	121	45.7%
Dissatisfied	3.0%	2.0%	6	2.2%
Very dissatisfied	6.3%	5.0%	14	5.2%
Have no opinion of the service	5.1%	1.9%	6	2.4%
Total	100%	100%	265	100%

How satisfied are you with the building and development services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	40.9%	36.2%	48	37.5%
Satisfied	28.4%	52.7%	59	46.1%
Dissatisfied	12.5%	6.0%	10	7.8%
Very dissatisfied	18.2%	2.2%	8	6.6%
Have no opinion of the service	0.0%	2.9%	3	2.1%
Total	100%	100%	127	100%

How satisfied are you with the fire, rescue, and emergency management services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	79.5%	79.3%	157	79.3%
Satisfied	17.0%	17.8%	35	17.7%
Dissatisfied	3.6%	0.6%	2	1.1%
Very dissatisfied	0.0%	2.3%	4	1.9%
Have no opinion of the service	0.0%	0.0%	0	0.0%
Total	100%	100%	198	100%

How satisfied are you with the mental health, substance abuse, and developmental services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	63.6%	34.9%	19	36.6%
Satisfied	13.7%	30.8%	16	29.8%
Dissatisfied	0.0%	16.4%	8	15.4%
Very dissatisfied	22.7%	10.5%	6	11.2%
Have no opinion of the service	0.0%	7.5%	4	7.0%
Total	100%	100%	52	100%

How satisfied are you with family services? (Affordable housing, counseling, financial assistance, etc.)

Response	Rural %	Non-Rural %	Total	%
Very satisfied	51.9%	35.4%	20	36.9%
Satisfied	12.5%	38.0%	19	35.7%
Dissatisfied	35.6%	12.2%	8	14.3%
Very dissatisfied	0.0%	9.9%	5	9.0%
Have no opinion of the service	0.0%	4.5%	2	4.1%
Total	100%	100%	54	100%

How satisfied are you with health services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	33.0%	57.1%	70	53.2%
Satisfied	43.9%	41.2%	55	41.6%
Dissatisfied	8.7%	1.7%	4	2.9%
Very dissatisfied	14.4%	0.0%	3	2.3%
Have no opinion of the service	0.0%	0.0%	0	0.0%
Total	100%	100%	132	100%

How satisfied are you with animal services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	67.9%	63.7%	119	64.5%
Satisfied	25.7%	28.0%	51	27.5%
Dissatisfied	4.5%	5.3%	9	5.1%
Very dissatisfied	0.0%	1.4%	2	1.1%
Have no opinion of the service	1.9%	1.6%	3	1.7%
Total	100%	100%	184	100%

How satisfied are you with senior services?

Response	Rural %	Non-Rural %	Total	%
Very satisfied	60.6%	62.3%	37	62.0%
Satisfied	20.5%	26.5%	15	25.4%
Dissatisfied	5.6%	5.1%	3	5.2%
Very dissatisfied	13.4%	0.0%	1	2.5%
Have no opinion of the service	0.0%	6.1%	3	5.0%
Total	100%	100%	59	100%

Would you agree or disagree with the following statement: The county provides good value for the tax dollar.

Response	Rural %	Non-Rural %	Total	%
Strongly agree	18.9%	23.7%	235	23.0%
Somewhat agree	56.3%	58.8%	595	58.4%
Somewhat disagree	13.4%	11.7%	122	11.9%
Strongly disagree	11.4%	5.8%	67	6.6%
Total	100%	100%	1,019	100%

What do you think is the single biggest problem facing Loudoun County? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Traffic/Transportation	32.5%	40.0%	383	38.9%
Growth/Development	31.0%	23.5%	241	24.6%
Taxes	19.1%	15.1%	154	15.7%
Schools	9.7%	11.5%	111	11.3%
Other**	8.9%	11.5%	109	11.1%
Cost of living or housing; no jobs***	0.8%	4.1%	35	3.6%
Inadequate services	2.8%	3.2%	31	3.1%
Government	4.2%	2.8%	30	3.0%
Illegal immigration	2.7%	1.6%	18	1.8%
Youth activities	0.0%	1.8%	15	1.6%
Increase in crime; safety issues***	0.9%	1.4%	13	1.3%
Total	112.7% *	116.5% *	1,139	116.0% *

Base=982 weighted cases

**Up to 2 answers were accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.*

***The “Other” category includes open-ended responses. Examples of more frequent responses include concerns related to the economy in general, a lack of community and Lyme disease.*

****Category was added after reviewing “Other” responses*

What single thing do you like best about Loudoun County? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Location/Proximity	15.9%	21.4%	212	20.6%
Rural/Open/Country	45.0%	16.2%	210	20.4%
Neighborhood/Community	10.2%	17.4%	168	16.4%
Schools	11.4%	11.5%	118	11.5%
Other**	3.9%	12.1%	112	10.9%
People/Friendly/Personal	10.3%	9.6%	100	9.7%
Safe/Safety	3.0%	9.9%	91	8.9%
Beauty/Scenic views	11.8%	6.6%	76	7.3%
Environment/Cleanliness	2.6%	7.7%	72	7.0%
Services, amenities, programs***	1.9%	4.3%	41	3.9%
Affordability	0.5%	2.2%	20	2.0%
Quality of life; quiet; balance of rural and suburban or urban***	2.1%	1.5%	16	1.6%
Job, work; access to work***	0.6%	1.0%	10	0.9%
Good value for the tax dollar	0.2%	0.4%	4	0.4%
Total	119.3%*	121.8%*	1,249	121.5%*

Base=1,028 weighted cases

**Up to 2 answers were accepted. Percentages show responses divided by number of residents answering the question. Therefore, percentages can add to more than 100.*

***The "Other" category includes open-ended responses. Examples of more frequent responses include the opportunities for success, and the fact that the County is well-run and well-staffed.*

****Category was added after reviewing "Other" responses*

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

Response	Rural %	Non-Rural %	Total	%
Excellent	47.7%	47.7%	522	47.7%
Good	45.5%	44.7%	491	44.8%
Fair	6.8%	6.7%	73	6.7%
Poor	0.0%	0.9%	9	0.8%
Total	100%	100%	1,095	100%

In ten years, do you see yourself living in...

Response	Rural %	Non-Rural %	Total	%
Your current residence	59.3%	45.0%	469	47.0%
A different residence in Loudoun County	10.6%	25.1%	231	23.1%
Outside Loudoun County	30.0%	29.9%	299	29.9%
Total	100%	100%	998	100%

What would be your reason for leaving Loudoun County?

Response	Rural %	Non-Rural %	Total	%
Other**	46.9%	47.6%	141	47.5%
Cost of living	23.3%	18.4%	57	19.0%
Retirement	6.4%	17.1%	47	15.7%
Local taxes	19.5%	8.2%	29	9.8%
Lack of public transportation	0.0%	3.9%	10	3.3%
Lack of affordable housing	2.2%	2.8%	8	2.7%
Lack of recreation and entertainment	1.8%	2.1%	6	2.0%
Lack of hospital/emergency care services	0.0%	0.0%	0	0.0%
Lack of assisted living facilities	0.0%	0.0%	0	0.0%
Lack of age-restricted housing	0.0%	0.0%	0	0.0%
Total	100%	100%	297	100%

****The “Other” category includes open-ended responses. Examples of more frequent responses include just wanting to go to a different area, family reasons, and too much growth/declining quality of life.**

Are there sufficient nighttime activities in Loudoun County for members of your household?

Response	Rural %	Non-Rural %	Total	%
Yes	61.5%	63.8%	661	63.4%
No	27.0%	28.4%	294	28.2%
No opinion/don't care	11.5%	7.9%	87	8.4%
Total	100%	100%	1,042	100%

What nighttime activities are missing?

Response	Rural %	Non-Rural %	Total	%
Bars and nightclubs	17.8%	30.3%	72	28.6%
Downtown events such as art galleries, concerts, and special events	26.6%	28.7%	72	28.5%
Live entertainment and music	28.8%	23.2%	60	23.9%
Live theater (e.g., plays and musicals)	18.1%	20.2%	50	20.0%
Child, youth, family-friendly events or programs***	22.9%	18.2%	48	18.8%
Fine Dining	19.7%	17.8%	46	18.0%
Sporting events, parks	20.5%	15.3%	40	16.0%
Movie theaters	10.6%	8.5%	22	8.8%
Other**	13.3%	7.9%	22	8.6%
International dining	8.1%	8.1%	20	8.1%
Symphony or orchestra	3.8%	8.7%	20	8.0%
Things need to stay open later***	7.3%	1.6%	6	2.3%
Total	197.6% *	188.4% *	479	189.6% *

Base=253 weighted cases****More than one answer was accepted.********The "Other" category includes open-ended responses. Examples of more frequent responses include activities for seniors and the disabled, and more parks and recreation amenities.*********Category was added after reviewing "Other" responses***

How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?

Response	Rural %	Non-Rural %	Total	%
Very important	37.4%	41.7%	445	41.1%
Somewhat important	30.1%	34.0%	362	33.5%
Not too important	20.9%	17.6%	196	18.1%
Not important at all	11.6%	6.7%	80	7.3%
Total	100%	100%	1,082	100%

How important is it for the county to focus on improving or building roads in the next few years?

Response	Rural %	Non-Rural %	Total	%
Very important	54.7%	61.3%	651	60.4%
Somewhat important	29.8%	27.0%	296	27.4%
Not too important	11.1%	8.6%	97	9.0%
Not important at all	4.4%	3.0%	35	3.2%
Total	100%	100%	1,079	100%

How important is it for the county to focus on providing or improving commuter bus service in the next few years?

Response	Rural %	Non-Rural %	Total	%
Very important	32.7%	47.7%	474	45.6%
Somewhat important	39.7%	31.4%	339	32.6%
Not too important	14.8%	11.6%	126	12.1%
Not important at all	12.8%	9.2%	101	9.7%
Total	100%	100%	1,039	100%

How important is it for the county to focus on providing rail transit service in the next few years?

Response	Rural %	Non-Rural %	Total	%
Very important	37.1%	58.5%	593	55.5%
Somewhat important	20.5%	22.6%	239	22.3%
Not too important	20.1%	9.7%	120	11.2%
Not important at all	22.3%	9.1%	118	11.0%
Total	100%	100%	1,069	100%

How important is it for the county to focus on providing or improving local bus service in the next few years?

Response	Rural %	Non-Rural %	Total	%
Very important	28.2%	35.7%	365	34.7%
Somewhat important	33.1%	34.0%	357	33.9%
Not too important	22.4%	17.7%	194	18.4%
Not important at all	16.4%	12.5%	138	13.0%
Total	100%	100%	1,052	100%

Do you use public transportation?

Response	Rural %	Non-Rural %	Total	%
Yes	19.7%	27.3%	287	26.2%
No	80.3%	72.7%	807	73.8%
Total	100%	100%	1,094	100%

What sort of public transportation do you use? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Bus	68.0%	67.3%	192	67.4%
Metro	53.2%	55.0%	156	54.8%
Train	21.5%	5.5%	21	7.3%
Other	6.8%	6.0%	17	6.1%
Taxi/Hired car/Limo	0.0%	1.4%	3	1.2%
Car pool/Slugging	0.0%	0.3%	1	0.2%
Government transportation service	0.0%	0.0%	0	0.0%
Total	149.5% *	135.5% *	390	137.0% *

*Base=284 weighted cases***More than one answer was accepted.*

What are the main reasons you do not use public transportation? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
Doesn't go where I need it to go	26.1%	29.5%	232	29.0%
I have a car***	20.6%	18.4%	150	18.8%
I have to go too far from home to get to it	22.4%	16.8%	141	17.7%
Takes too much time/Too inefficient with time/Wait time	8.5%	11.9%	91	11.4%
I need flexibility to leave work for errands or in an emergency	8.7%	9.7%	77	9.6%
Other**	4.4%	10.1%	73	9.2%
There is none available, no information about it***	7.6%	6.1%	51	6.4%
Retired/unemployed/carpool***	7.9%	5.1%	44	5.5%
Work from home/work is close by***	3.6%	4.1%	32	4.0%
It costs too much money	4.8%	2.0%	20	2.5%
Safety issues	0.8%	1.1%	8	1.1%
Total	115.4%*	114.8%*	919	114.9%*

*Base=800 weighted cases***More than one answer was accepted.****The "Other" category includes open-ended responses. Examples of more frequent responses include lifestyle choices, inconvenience and work reasons.*****Category was added after reviewing "Other" responses*

Are there types of County facilities that you would like to see more of throughout the county, or are there enough County facilities, in your opinion? (List not read to respondent)

Response	Rural %	Non-Rural %	Total	%
There are already enough	56.9%	64.6%	641	63.5%
Parks, Recreation, Community Centers**	31.1%	37.2%	367	36.4%
Other	13.6%	9.6%	103	10.2%
Library	3.1%	3.3%	33	3.3%
Sheriff station	0.2%	1.6%	14	1.4%
Health clinic	0.7%	1.2%	12	1.2%
Senior center	2.4%	0.9%	12	1.1%
Fire/Rescue station	0.5%	0.7%	7	0.7%
Animal shelter	0.3%	0.6%	5	0.5%
Mental health residential facility	3.1%	0.1%	5	0.5%
Park and ride lot	1.6%	0.3%	5	0.5%
Recycling drop-off center	0.8%	0.3%	4	0.4%
Developmental services residential facility	0.4%	0.1%	2	0.2%
Government offices	0.0%	0.1%	1	0.1%
Respite center	0.0%	0.0%	0	0.0%
Total	114.7%	120.6%	1,211	120.0%*

Base=1,009 weighted cases

**More than one answer was accepted.*

***Five response categories were grouped for this row: Community Center, Parks (active), Parks (passive), Recreation Center and Teen Center.*

What is your age?*

Response	Rural %	Non-Rural %	Total	%
18 to 24	5.9%	4.9%	51	5.2%
25 to 34	6.3%	10.4%	93	9.4%
35 to 44	15.5%	21.6%	199	20.1%
45 to 54	22.3%	28.0%	263	26.6%
55 to 64	24.4%	16.5%	182	18.4%
65 to 74	13.0%	10.9%	113	11.4%
75 or older	12.6%	7.6%	87	8.8%
Total	100%	100%	988	100%

****Unweighted data******What is your gender?****

Response	Rural %	Non-Rural %	Total	%
Male	52.5%	50.7%	560	51.1%
Female	47.5%	49.3%	536	48.9%
Total	100%	100%	1,096	100%

****Unweighted data***

*What race do you consider yourself to be?**

Response	Rural %	Non-Rural %	Total	%
African American or Black	2.2%	6.0%	50	5.1%
Asian	2.6%	8.6%	71	7.2%
White or Caucasian	93.9%	83.7%	850	86.1%
American Indian, Native American, or Alaskan Native	0.9%	0.9%	9	0.9%
Hawaiian or other Pacific Islander	0.4%	0.8%	7	0.7%
Total	100%	100%	987	100%

Unweighted dataDo you consider yourself to be of Hispanic or Latino origin?**

Response	Rural %	Non-Rural %	Total	%
Yes	4.4%	5.9%	59	5.5%
No	95.6%	94.1%	1,005	94.5%
Total	100%	100%	1,064	100%

Unweighted dataWhat is the highest level of education you completed?*

Response	Rural	Non-Rural	Total	%
Less than 9 th grade	1.1%	0.6%	7	0.6%
9 th -12 th , but did not finish high school	0.8%	1.2%	13	1.2%
High school graduate or GED	19.2%	9.1%	114	10.5%
Some college but no degree	12.2%	12.5%	136	12.5%
2 year college degree/AA/AS	5.6%	7.3%	77	7.0%
4 year college degree/BA/BS	27.3%	33.4%	354	32.6%
Some graduate work	2.2%	2.4%	26	2.4%
Completed Masters or professional degree	28.8%	29.8%	322	29.7%
Advanced graduate work or Ph.D.	3.0%	3.7%	39	3.6%
Total	100%	100%	1,087	100%

What is your total household income before taxes?

Response	Rural	Non-Rural	Total	%
Less than \$10,000	2.2%	1.8%	16	1.9%
10 to 30 thousand	3.6%	5.2%	43	5.0%
30 to 50 thousand	3.6%	9.5%	75	8.7%
50 to 75 thousand	8.7%	8.1%	70	8.2%
75 to 100 thousand	17.5%	13.8%	122	14.3%
100 to 125 thousand	26.1%	12.9%	126	14.7%
125 to 150 thousand	5.2%	13.2%	104	12.1%
150 to 175 thousand	5.0%	11.3%	90	10.5%
175 to 200 thousand	9.1%	5.7%	53	6.2%
Over \$200,000	18.9%	18.5%	159	18.6%
Total	100%	100%	858	100%

X. Comparison Tables – Previous Surveys

The following tables compare data from the current and previous surveys for selected items. All tables show weighted data for 2012 unless otherwise noted. All percentages are subject to rounding. Weighted counts are also subject to rounding. Therefore, in some cases response categories that display the same rounded number of weighted respondents may account for slightly different percentages of the total responses. This is due to the rounding of respondent numbers that takes place when the data is weighted. Some tables display items for which more than one answer was accepted. See the introduction to Appendix B for more information about interpreting statistics obtained from weighted data and multiple-response items. The reader may also wish to refer to “How to Read the Survey Results” in Section II of this report when consulting the tables below.

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

Response	2012	2007	2005	2002
Location of work site	31.3%	28.1%	31.7%	27.1%
Housing affordability	24.8%	24.9%	27.4%	26.3%
Family considerations	16.9%	12.9%	13.7%	10.1%
Schools or community services	9.3%	4.0%	5.7%	4.4%
Rural character/beauty	6.0%	7.4%	7.4%	11.6%
Other**	5.6%	15.5%	8.0%	14.6%
Quality of overall community	5.1%	3.8%	4.6%	4.1%
Taxes	0.9%	3.4%	1.5%	1.8%
Total	100%	100%	100%	100%

*****See Section IX for detail on the responses included in the “Other” category in 2012.***

How safe do you feel in your neighborhood? (For people who moved to Loudoun County.)

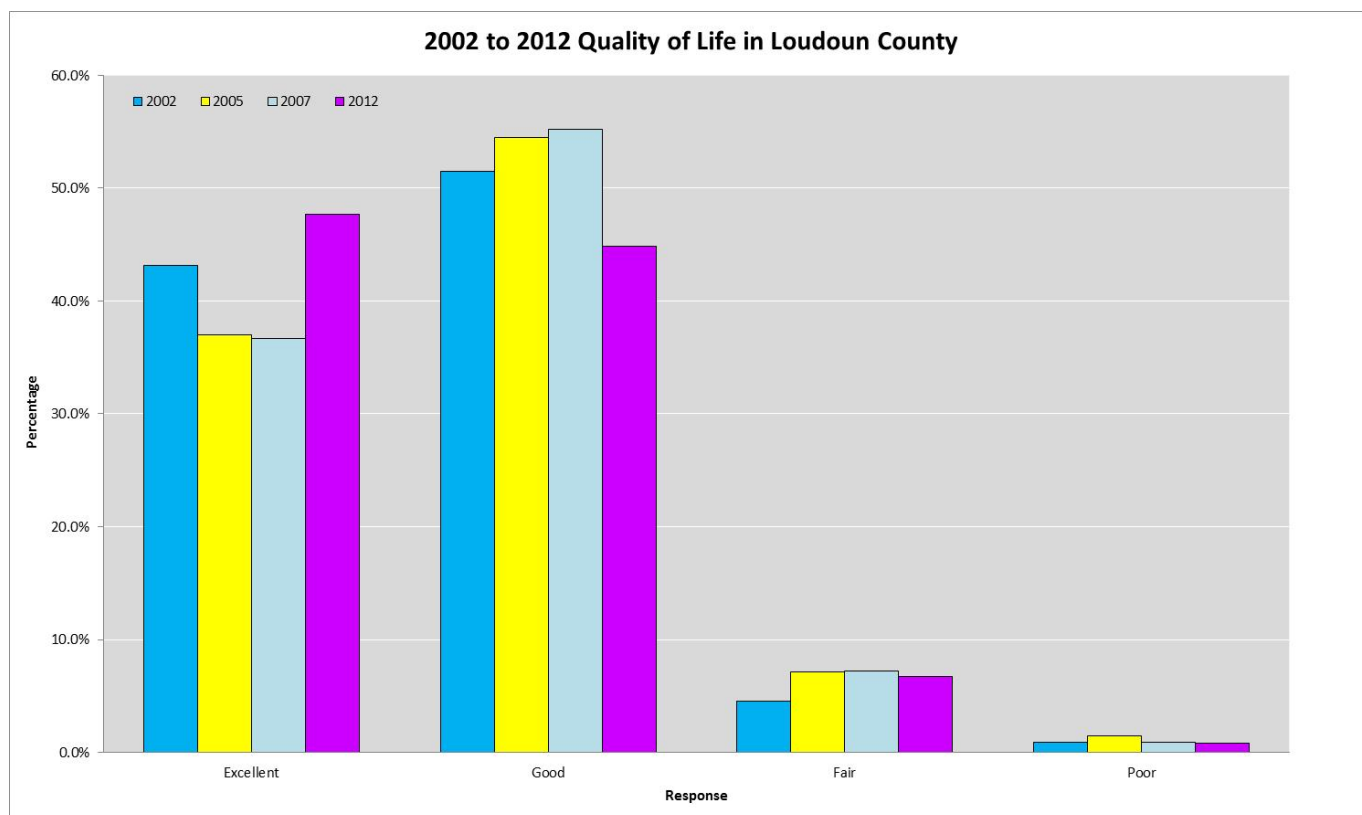
Response	2012	2007	2005	2002
Very Safe	65.7%	55.5%	53.5%	52.9%
Safe	32.6%	40.9%	43.5%	44.2%
Unsafe	1.5%	3.5%	3.0%	2.7%
Very Unsafe	0.3%	0.1%	0.0%	0.2%
Total	100%	100%	100%	100%

How safe do you feel in your neighborhood? (For lifelong residents of Loudoun County.)

Response	2012	2007	2005	2002
Very Safe	69.9%	49.4%	53.5%	52.9%
Safe	28.5%	44.9%	43.5%	44.2%
Unsafe	1.6%	4.3%	3.0%	2.7%
Very Unsafe	0.0%	1.4%	0.0%	0.2%
Total	100%	100%	100%	100%

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

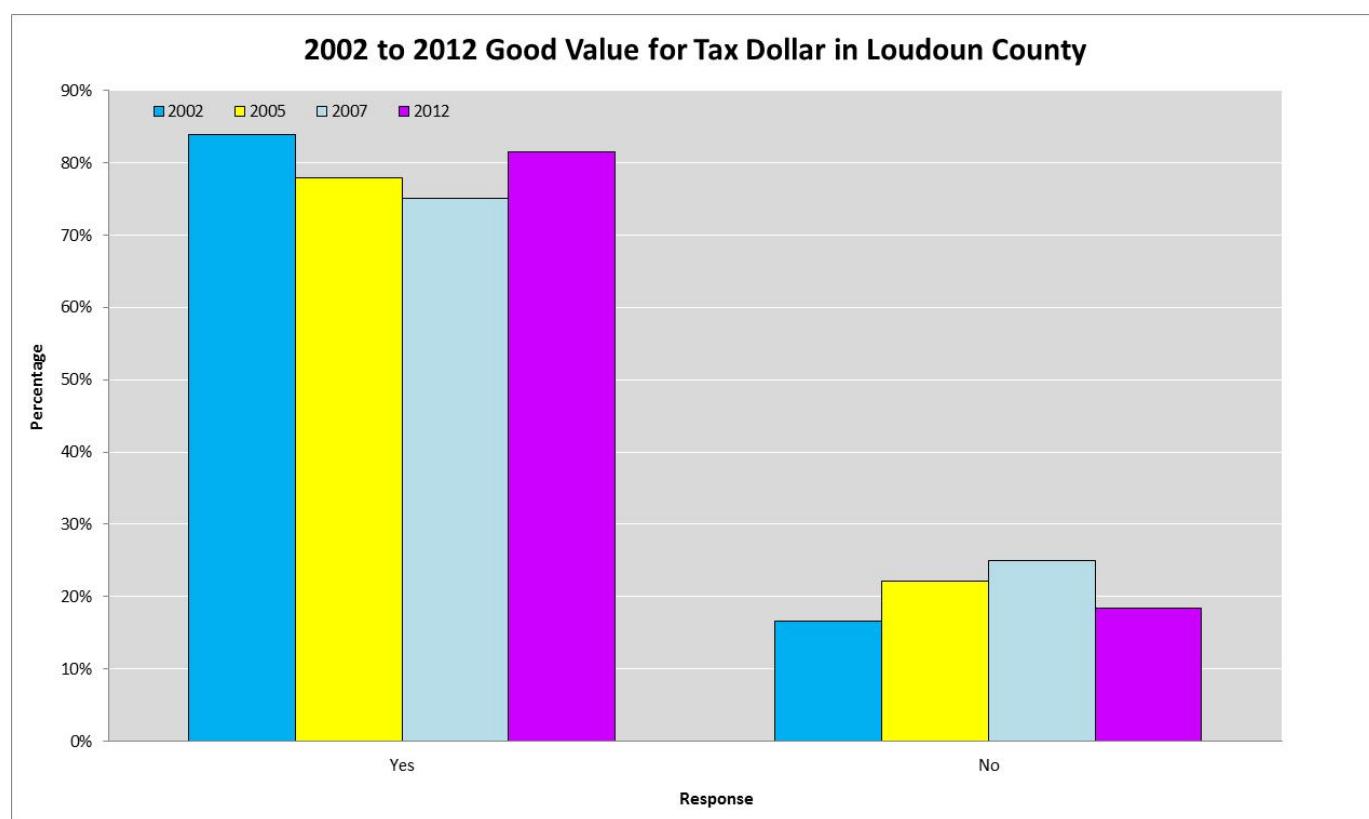
Response	2012	2007	2005	2002
Excellent	47.7%	36.7%	37.0%	43.1%
Good	44.8%	55.2%	54.5%	51.5%
Fair	6.7%	7.2%	7.1%	4.5%
Poor	0.8%	0.9%	1.5%	0.9%
Total	100%	100%	100%	100%



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

Response	2012	2007	2005	2002
Yes	81.4%	75.0%	77.9%	83.3%
No	18.5%	25.0%	22.1%	16.7%
Total	100%	100%	100%	100%

Note: In prior years, this question was presented with yes/no answer choices. In 2012, respondents were asked to indicate their level of agreement with the statement “The county provides good value for the tax dollar.” In the above chart, the responses “Strongly Agree” and “Somewhat Agree” were consolidated into “Yes,” while the responses “Somewhat Disagree” and “Strongly Disagree” were consolidated into “No.” The full table of responses for 2012 is presented below the chart.



How would you respond to the following statement: The county provides good value for the tax dollar. Would you say you...?

Response	2012
Strongly Agree	23.0%
Somewhat Agree	58.4%
Somewhat Disagree	11.9%
Strongly Disagree	6.6%
Total	100%

How do you receive information about Loudoun County programs and services?

Response	2012	2007	2005	2002
Newspapers	66.4%	84.8%	85.2%	86.5%
County website	42.6%	50.2%	37.3%	35.0%
Word of mouth	35.9%	60.5%	44.2%	53.4%
Parks and Recreation brochures	30.3%	52.5%	44.9%	53.5%
Alert Loudoun subscription	28.2%	n/a	n/a	n/a
Television	23.8%	24.4%	22.7%	26.2%
Public libraries	20.0%	32.7%	27.3%	31.7%
Radio	19.5%	17.6%	11.5%	12.6%
Social media (Facebook, Twitter, etc.)	19.4%	n/a	n/a	n/a
Other**	13.2%	11.2%	7.9%	7.1%
Public meetings	12.1%	16.4%	11.1%	13.7%
Guide to services in Loudoun County	n/a	32.7%	25.5%	33.8%
Total	311.3%*	383.0%*	317.6%*	353.5%*

Base=1,081 weighted cases in 2012

**More than one answer was accepted*

***See Section IX for detail on the responses included in the “Other” category in 2012.*

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

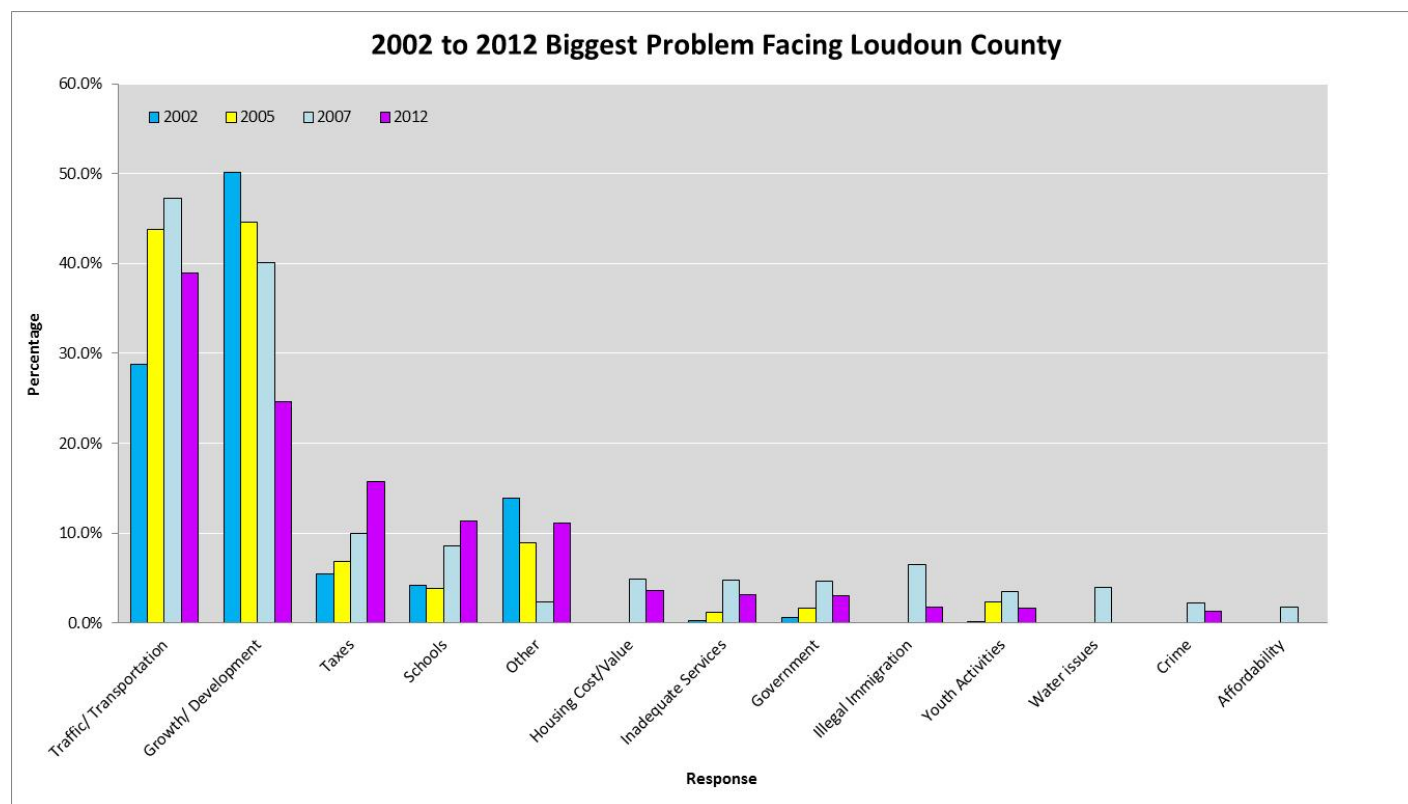
Response	2012	2007	2005	2002
Traffic/Transportation	38.9%	47.3%	43.8%	28.8%
Growth/Development	24.6%	40.1%	44.6%	50.2%
Taxes	15.7%	10.0%	6.8%	5.5%
Schools	11.3%	8.6%	3.8%	4.2%
Other**	11.1%	2.4%	8.9%	13.9%
Housing Cost/Value (includes “Cost of living” and “No jobs” in 2012)***	3.6%	4.9%	n/a	n/a
Inadequate services	3.1%	4.8%	1.2%	0.3%
Government	3.0%	4.6%	1.7%	0.6%
Illegal immigration	1.8%	6.5%	n/a	n/a
Youth activities	1.6%	3.5%	2.3%	0.2%
Crime***	1.3%	2.2%	n/a	n/a
Water issues	n/a	4.0%	n/a	n/a
Affordability	n/a	1.8%	n/a	n/a
Total	116.0%*	140.7%*	113.1%*	103.7%*

Base=982 weighted cases in 2012

**Up to two answers were accepted*

***See Section IX for detail on the responses included in the “Other” category in 2012.*

****Category was added in 2012 after reviewing “Other” responses*



What single thing do you like best about Loudoun County?

Response	2012	2007	2005	2002
Location/Proximity	20.6%	22.3%	24.7%	16.1%
Rural/Open/Country	20.4%	19.9%	21.5%	29.3%
Neighborhood/Community	16.4%	16.5%	14.9%	12.0%
Schools	11.5%	11.4%	7.6%	5.9%
Other**	10.9%	7.4%	13.4%	18.4%
People/Friendly/Personal	9.7%	9.9%	7.4%	8.2%
Safe/Safety	8.9%	7.0%	5.0%	3.9%
Beauty/Scenic views	7.3%	9.5%	9.6%	9.5%
Environment/Cleanliness	7.0%	4.8%	3.0%	2.9%
Services, amenities, programs***	3.9%	n/a	n/a	n/a
Affordability	2.0%	1.6%	1.2%	0.7%
Quality of life; quiet; balance of rural and suburban or urban***	1.6%	5.0%	n/a	n/a
Job, work; access to work***	0.9%	n/a	n/a	n/a
Good value for the tax dollar	0.4%	0.2%	0.5%	1.1%
Parks/Recreation	n/a	2.7%	n/a	n/a
Lived here all my life/everything	n/a	2.5%	n/a	n/a
Historical aspects	n/a	1.6%	n/a	n/a
Growth/New development	n/a	1.5%	n/a	n/a
Family oriented	n/a	1.4%	n/a	n/a
Total	121.5%*	125.2%*	108.8%*	108.0%

Base=1,028 weighted cases in 2012

**Up to two answers were accepted*

***See Section IX for detail on the responses included in the "Other" category in 2012.*

****Category was added in 2012 after reviewing "Other" responses*

Are there sufficient nighttime activities in Loudoun County for members of your household?

Response	2012	2007
Yes	63.4%	59.7%
No	28.2%	27.0%
Not sure/No opinion/Don't care	8.4%	13.3%
Total	100%	100%

What nighttime activities are missing?

Response	2012	2007
Bars and nightclubs	28.6%	26.7%
Downtown events such as art galleries, concerts, and special events	28.5%	26.7%
Live entertainment and music	23.9%	30.7%
Live theater (e.g., plays, musicals)	20.0%	36.3%
Child, youth, family-friendly events or programs***	18.8%	n/a
Fine dining	18.0%	24.8%
Sporting events	16.0%	21.8%
Movie theaters	8.8%	25.6%
Other**	8.6%	35.6%
International dining	8.1%	12.6%
Symphony or orchestra	8.0%	21.8%
Things need to stay open later***	2.3%	n/a
Total	189.6% *	262.6% *

Base=253 weighted cases in 2012

**More than one answer was accepted.*

***See Section IX for detail on the responses included in the "Other" category in 2012.*

****Category was added after reviewing "Other" responses*

Appendix A: Questionnaire

2012 Loudoun County Survey of Residents

Notes:

- Answer choices in capital letters were not read aloud to the respondent. Answer choices in mixed case were read aloud to the respondent unless a “do not read” instruction is present.
- Some aspects of this document are abstracted from the actual programming.

INTRODUCTION (abstracted)

Hello. I'm calling from the University of Virginia on behalf of the Loudoun County government. Loudoun County is conducting a survey to find out how satisfied people are with the services that the County provides.

Your household was selected at random to be part of our sample. My name is _____ and it will take me just a minute to confirm your eligibility and select one person in your household to participate.

- Ensure we are talking to an adult who is a resident of Loudoun County
- Record ZIP code of residence, confirm the residence is inside Loudoun County if necessary
- If the household is eligible, select the respondent for the survey
- Assure selected respondent about confidentiality
- Ask questions about telephone service (for use in weighting the data)
- Start the body of the interview

(Questions in this document are numbered for reference. The numbering does not necessarily reflect the item names used in programming or analysis. Instructions for interviewers appear in ALL CAPS. “IV” refers to “interviewer.”)

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

1. Townhouse or duplex
2. Single family home
3. Apartment or condo
4. Other (SPECIFY)
5. DON'T KNOW/NO ANSWER/REFUSED

2. How many years have you lived in Loudoun County? (**WHOLE NUMBERS ONLY**)

_____ years

[ENTER “98” FOR DON'T KNOW, “99” FOR REFUSED: LESS THAN 1 YEAR= 1]
RANGE 1-97

3. Did you move to Loudoun County from somewhere else?

1. YES
2. NO
3. DON'T KNOW/NO ANSWER/REFUSED

(ASK ONLY IF ANSWER TO #3 IS YES)

4. In what city or county did you live before moving to Loudoun County? **(DO NOT READ LIST)**

1. Alexandria City, VA
2. Arlington County, VA
3. Prince William County, VA (includes Manassas and Manassas Park)
4. Fairfax County, VA (includes Fairfax and Falls Church cities)
5. Frederick County, MD
6. Montgomery County, MD
7. Washington, DC
8. Other city or county in Metro DC area
9. A city or county outside the Metro DC area
10. DON'T KNOW/NO ANSWER/REFUSED

IV: METRO AREA IS AS DEFINED BY RESPONDENT

5. What single factor most influenced your decision to locate in Loudoun County? **(DO NOT READ LIST)**

1. Schools or community services
2. Housing affordability
3. Location of work site
4. Taxes
5. Quality of overall community
6. Family considerations
7. Rural character/beauty
8. Other (specify) _____
9. DON'T KNOW/NO ANSWER/REFUSED

6. How safe do you feel in your neighborhood? Would you say...

1. Very safe
2. Safe
3. Unsafe
4. Very unsafe
5. DON'T KNOW/NO ANSWER/REFUSED

[ASK ONLY IF ANSWER TO #6 IS UNSAFE OR VERY UNSAFE]

7. Why do you feel unsafe? **(DO NOT READ LIST. MARK ALL APPROPRIATE ANSWERS.)**

1. Gangs
2. Break-ins
3. Street Crimes
4. Lack of street patrol
5. Traffic issues
6. Car damage/theft
7. Crime is everywhere/not just here
8. Just higher crime rate here
9. Youth crime
10. Drug crime
11. Other (specify) _____

8. Including yourself, all adults and all children, 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

9. Now, I will be asking you about the ages of everyone in your household. For persons 25 and older, I will also ask about their employment. What is your age?

(IF ONLY ONE PERSON IN HOUSEHOLD: Now, I will be asking you about your age and employment.)

Age _____ [a] (RESPONDENT)

Age _____ [b]

Age _____ [c]

Age _____ [d]

Age _____ [e]

Age _____ [f]

Age _____ [g]

Age _____ [h]

[ENTER "99" FOR DON'T KNOW] RANGE 1-98

[REPEAT #10 FOR EVERY PERSON 25 YEARS OF AGE OR OLDER]

10. Is the [insert age]-year-old person employed...

1. Full-time
2. Part-time, or
3. Not employed?
4. (VOL) RETIRED
5. DON'T KNOW/NO ANSWER/REFUSED

[REPEAT #11 FOR EACH EMPLOYED PERSON FROM #11]

11. In which of the following counties or cities is the person employed? **(READ LIST)**

1. Loudoun County
2. Fairfax County, VA (includes Fairfax and Falls Church cities)
3. Washington, DC
4. Arlington County, VA
5. Alexandria City, VA
6. Prince William County, VA (includes Manassas)
7. Frederick County, MD
8. Montgomery County, MD
9. Other city or county in Metro DC area
10. A city or county outside the Metro DC area
11. DON'T KNOW/NO ANSWER/REFUSED/NO MORE APPLY

[ASK ONLY IF A HOUSEHOLD MEMBER WORKS FULL-TIME IN LOUDOUN COUNTY]

12. How many members of your household telecommute or work full-time in a business based in your home?

_____ People in household

[RECORD NUMBER, UP TO 8]

IV, ONLY IF ASKED: A telecommuter or teleworker is someone who spends a whole day or more per week working at home or at a telecommuting center closer to home, instead of going to their main place of work.

[ASK ONLY IF ANSWER TO #10 FOR THE RESPONDENT IS FULL-TIME OR PART-TIME]

13. Are you a federal employee?

1. Yes
2. No
3. DON'T KNOW/NO ANSWER/REFUSED

[ASK IF MORE THAN ONE ADULT IN THE HOUSEHOLD AND #10 FOR ANY OTHER ADULT IS FULL-TIME OR PART-TIME]

14. Is any other member of your household a federal employee?

1. Yes
2. No
3. DON'T KNOW/NO ANSWER/REFUSED

[ASK ONLY IF ANSWER TO #13 IS NO]

15. In your opinion, are federal expenditures better for your own job security, worse for your own job security, or do they not matter for your own job security?

1. Better
2. Worse
3. Don't matter
4. DON'T KNOW/NO ANSWER/REFUSED

16. Do you have access to the Internet in your home?

1. Yes
2. No
3. DON'T KNOW/NO ANSWER/REFUSED

[ASK ONLY IF ANSWER TO #16 IS YES]

17. How do you access the Internet? **(MARK ALL APPROPRIATE ANSWERS.)**

1. Dial-up connection using a phone line and modem
2. Comcast cable
3. DSL
4. Fiber (such as OpenBand or Verizon)
5. Satellite (such as DirecWay)
6. Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)
7. Other (please specify)
8. DO NOT HAVE INTERNET ACCESS
9. DON'T KNOW/NO ANSWER/REFUSED

IV, IF RESPONDENT UNSURE ABOUT 1 AND 3: For dial-up you use your telephone and there is usually a funny connection sound. You usually cannot use the phone at the same time as the internet. For DSL (Digital Subscriber Line) the internet also comes through a phone cord but there is no start-up sound and you can make calls and use the internet at the same time.

18. In which of the following ways do you receive information about Loudoun County programs and services? (**ACCEPT ALL ANSWERS. READ LIST.**)

1. Newspapers (Online or Hard Copy)
2. Radio
3. Television
4. County Website
5. Social Media (Facebook, Twitter, LinkedIn, YouTube)
6. Alert Loudoun (subscription to receive county news and information)
7. Public Libraries
8. Parks and Recreation brochure
9. Public meetings
10. Word of mouth
11. Anything I haven't mentioned? (please specify): _____
12. Other (please specify): _____
13. Other (please specify): _____
14. Other (please specify): _____
15. DON'T KNOW/NO ANSWER/REFUSED

[**ASK IF NEWSPAPERS IS SELECTED IN #18**]

19. In what newspapers do you get information about Loudoun County programs and services? (**DO NOT READ LIST. MARK ALL APPROPRIATE ANSWERS.**)

1. Loudoun Times-Mirror
2. Leesburg Today
3. Washington Post
4. Patch.com
5. Blue Ridge Leader
6. Connection
7. Purcellville Gazette
8. Other (please specify): _____
9. Other (please specify): _____
10. Other (please specify): _____
11. Other (please specify): _____

[**ASK IF ANY SCHOOL-AGED (AGE 5-18) CHILDREN IN #9**]

20. How many of the school age children in your household attend public school?

_____ Children in Public School

[**ENTER "99" FOR DON'T NOW**] RANGE 0-8

21. For each major county service or program I read, please answer "YES" or "NO" if someone in your household has used the service within the past 2 years. Has anyone used...?

[RANDOMIZE]

1. The Public Schools
2. County Parks and Recreation
3. The Public Libraries
4. The Sheriff's Office
5. County Building and Development services
6. County Fire and Rescue services
7. County Mental Health, Substance Abuse Services, and Developmental Services
8. County Family Services (affordable housing, counseling, financial assistance)
9. County Health Services
10. County Animal Services
11. County Senior Services

[REPEAT #22 FOR EVERY SERVICE USED IN #21]

22. Please tell me how satisfied you are with **[INSERT NAME OF SERVICE USED FROM #21]**.

1. Very satisfied
2. Satisfied
3. Dissatisfied
4. Very dissatisfied
5. Have no opinion of the service
6. DON'T KNOW/NO ANSWER/REFUSED

[REPEAT #23 FOR EVERY SERVICE THAT IS RATED DISSATISFIED OR VERY DISSATISFIED IN #22]

23. How can **[NAME SERVICE FROM #21]** be improved?

24. How would you respond to the following statement: The county provides good value for the tax dollar. Would you say you...?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. DON'T KNOW/NO ANSWER/REFUSED/NOT SURE

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

1. Growth/development (too much, too fast, not planned well)
2. Schools (too crowded, not enough, not safe enough)
3. Youth activities (too few, gang problems)
4. Taxes (too high, tax wrong things)
5. Traffic/Transportation (roads too crowded, lack of public trans.)
6. Inadequate services (not enough, not right kind)
7. (General) Government
8. Illegal Immigration
9. Other (please list)
10. DON'T KNOW/NO ANSWER/REFUSED

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

1. Rural/open/country
2. People/friendly/personal
3. Location/proximity (to shopping, to major city, etc.)
4. Neighborhood/community (size, design, offerings)
5. Beauty/scenic views
6. Schools (quality, safety, etc.)
7. Safe/safety (of county, communities)
8. Good value for the tax dollar
9. Environment/cleanliness
10. Affordability
11. Other (list below)
12. DON'T KNOW/NO ANSWER/REFUSED

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

1. Excellent
2. Good
3. Fair
4. Poor
5. DON'T KNOW/NO ANSWER/REFUSED

28. In ten years, do you see yourself living in:

1. Your current residence
2. A different residence in Loudoun County
3. Outside Loudoun County
4. DON'T KNOW/NO ANSWER/REFUSED

[ASK ONLY IF ANSWER TO #28 IS OUTSIDE LOUDOUN COUNTY]

29. What would be your reason for leaving Loudoun County?

1. Retirement
2. Lack of age-restricted housing
3. Lack of assisted living facilities
4. Lack of hospital and emergency care service
5. Lack of affordable housing
6. Cost of Living
7. Local Taxes
8. Lack of public transportation
9. Lack of recreation and entertainment
10. Other (specify)

30. Are there sufficient nighttime activities in Loudoun County for members of your household?

1. Yes
2. No
3. NO OPINION/DON'T CARE
4. DON'T KNOW/NO ANSWER/REFUSED

[ASK ONLY IF ANSWER TO #30 IS NO]

31. What nighttime activities are missing?

1. Fine dining
2. International dining
3. Bars & nightclubs
4. Live entertainment and music
5. Symphony or Orchestra
6. Live theater such as plays and musicals
7. Movie theaters
8. Downtown events such as art galleries, concerts, special events.
9. Sporting events
10. Or something else? (specify)
11. DON'T KNOW/NO ANSWER/REFUSED

Keeping in mind that the County has limited resources, I am going to read a short list of transportation issues. For each issue, please tell me how important it is to you for the County to focus on that issue. **[RANDOMIZE LIST]**. The first issue is...

32. Improving pedestrian walkways and bikeways

How important is it for the county to focus on this issue in the next few years? Would you say:

1. Very important
2. Somewhat important
3. Not too important
4. Not important at all
5. (VOL) DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION
6. DON'T KNOW/NO ANSWER/REFUSED

33. And how about...Improving or building roads

(IF NEEDED: How important is it for the county to focus on this issue in the next few years? Would you say:)

1. Very important
2. Somewhat important
3. Not too important
4. Not important at all
5. (VOL) DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION
6. DON'T KNOW/NO ANSWER/REFUSED

[REPEAT STRUCTURE FROM #33]

34. Providing or improving commuter bus service

[REPEAT STRUCTURE FROM #33]

35. Providing rail transit service

[REPEAT STRUCTURE FROM #33]

36. Providing or improving local bus service

37. Do you use public transportation?

1. Yes
2. No
3. DON'T KNOW/NO ANSWER/REFUSED

[ASK IF ANSWER TO #37 IS YES]

38. What kinds? **(DO NOT READ LIST – CHECK ALL MENTIONED, PROBE: Any others?)**

1. Bus
2. Train
3. Metro
4. Van pool
5. Taxi/hired car/limo
6. Government/nonprofit transportation service (e.g., elderly, handicapped)
7. Car pool/slugging
8. Other (specify)

[ASK IF ANSWER TO #37 IS NO]

39. What are the main reasons you do not use public transportation? **(DO NOT READ. CHECK ALL THAT APPLY.)**

1. Takes too much time, too inefficient with time, wait time
2. Doesn't go where I need it to go
3. I have to go too far from home to get to it
4. I need flexibility to leave work for errands or in an emergency
5. It costs too much
6. Safety issues
7. OTHER (SPECIFY)
8. DON'T KNOW/NO ANSWER/REFUSED

40. Are there types of County facilities that you would like to see more of throughout the county, or are there enough County facilities, in your opinion? (**DO NOT READ LIST.**)

1. THERE ARE ENOUGH
2. ANIMAL SHELTER
3. COMMUNITY CENTER
4. DEVELOPMENTAL SERVICES RESIDENTIAL FACILITY
5. FIRE/RESCUE STATION
6. GOVERNMENT OFFICES
7. HEALTH CLINIC
8. LIBRARY
9. MENTAL HEALTH RESIDENTIAL FACILITY
10. PARK AND RIDE LOT
11. PARKS, ACTIVE (EX: ATHLETIC FIELDS, INCLUDING BASEBALL, SOFTBALL, & SOCCER)
12. PARKS, PASSIVE (EX: NATURE PRESERVES, HIKING TRAILS, ETC)
13. RECREATION CENTER
14. RECYCLING DROP-OFF CENTER
15. RESPITE CENTER
16. SENIOR CENTER
17. SHERIFF STATION
18. TEEN CENTER
19. OTHER (SPECIFY)
20. DON'T KNOW/NO ANSWER/REFUSED

DEMOGRAPHIC QUESTIONS

41. You mentioned before that you have a landline telephone at home as well as a cell phone. Thinking about ALL the telephone calls that you and other members of your household make and receive, would you say that . . .

1. Almost all are on a landline phone,
2. Most of them are on a landline phone,
3. Amount of calls on a landline and cell phone are about equal,
4. Most of the calls are on a cell phone, or
5. Almost all of them are on a cell phone?
6. DON'T KNOW/NO ANSWER/REFUSED/UNABLE TO RATE

42. As far as you know, is the landline or regular phone for your household listed in the current telephone book?

1. YES
2. NO
3. DON'T KNOW/NO ANSWER/REFUSED

IV, IF ASKED: Our center is doing some research on listed and unlisted telephone households.

[ASK ONLY IF ANSWER TO #42 IS NO]

43. Is the number not in the phone book because you chose to have an unlisted number, or because you got this number after the current phone book came out?

1. UNLISTED OR UNPUBLISHED
2. GOT NUMBER AFTER PHONE BOOK CAME OUT
3. OTHER [SPECIFY:]
4. DON'T KNOW/NO ANSWER/REFUSED

Now, I have just a few final questions to ask. We ask these questions just for statistical purposes, and all your answers are strictly confidential. You can skip any questions you don't wish to answer.

44.**[ENTER RESPONDENT'S GENDER. ASK ONLY IF NECESSARY, SAY:]** “The survey requires that you tell me your gender.”

1. MALE
2. FEMALE
3. DON'T KNOW/NO ANSWER/REFUSED

45.Do you consider yourself to be of Hispanic or Latino origin?

1. YES
2. NO
3. DON'T KNOW/NO ANSWER/REFUSED

IV, IF NECESSARY: Hispanic includes persons of Mexican, Puerto Rican, Central or South American or Spanish origin or culture

46.Next, I am going to read a list of racial categories. Would you tell me what category best describes you?

1. African American or Black?
2. Asian?
3. White or Caucasian?
4. American Indian, Native American, or Alaskan Native?
5. Hawaiian or other Pacific Islander?
6. MULTI-RACIAL [RECORD IN THE ORDER GIVEN BY RESPONDENT]
7. OTHER [SPECIFY]
8. HISPANIC ONLY: PLEASE PROMPT (BELOW) BEFORE SELECTING THIS
9. DON'T KNOW/NO ANSWER/REFUSED

IV, IF NECESSARY: In addition to _____, how might you describe yourself.

IV, IF NECESSARY: In addition to Hispanic, how might you describe yourself.

IV, IF NECESSARY: Many Hispanic people may identify with a particular racial group, in addition to being Hispanic. They may think of themselves as "Black Hispanic," "White Hispanic," or some other racial group as well.

47. What is the highest level of education you completed?

(IV: PAUSE, ONLY READ IF NECESSARY.)

1. Less than 9th grade
2. 9th-12th, but did not finish high school
3. High school graduate or G.E.D.
4. Some college but no degree
5. 2 year college degree/A.A./A.S.
6. 4 year college degree/B.A./B.S.
7. Some graduate work
8. Completed Masters or professional degree
9. Advanced graduate work or Ph.D.
10. DON'T KNOW/NO ANSWER/REFUSED

48. Finally, I'm going to read a list of income ranges. Please stop me when I reach your total household income before taxes:

1. Under \$10,000
2. \$10,000 to \$29,999
3. \$30,000 to \$49,999
4. \$50,000 to \$74,999
5. \$75,000 to \$99,999
6. \$100,000 to \$124,999
7. 125,000 to \$149,999
8. \$150,000 to \$174,999
9. \$175,000 to 199,999
10. \$200,000 or more
11. DON'T KNOW/NO ANSWER/REFUSED

Thank you very much for your help!

Appendix B: Weighted Frequencies

Frequencies

A frequencies report is a simple counting of responses for each survey question. Frequencies tables usually also display percentages. Appendix B contains weighted frequencies for the survey questions. These tables are generated by the analysis software used for this project. In this appendix there are two types of frequencies tables.

The predominant type is a simple counting of responses for each survey question that allowed one and only one answer. These tables include three different columns of percentages.

The “Percent” column shows the percentage of cases in a particular category based on all 1,096 cases in the data file.

The “Valid Percent” column shows the percentage of cases in a particular category based on the number of cases in categories that are being used for analysis. The categories that are not being used for analysis are labeled as “excluded” categories in this report. Sometimes these are cases for which the answer is absent, such as when the question was skipped for some respondents due to the flow of the survey. Sometimes these are cases that have a response such as “don’t know” or “have no opinion” (often labeled as DK, NA, REF, 9 or 99) but those answers were excluded from the frequencies because they were not substantive.

The “Cumulative Percent” column shows the cumulative percentage. On each row in the table, the cumulative percent is the sum of all valid percentages found on that row and all rows above that row.

The second type of frequencies table found in Appendix B is a multiple response table. This type of table reports responses for questions that allowed more than one response. These tables are more complicated to interpret. They have three columns of statistics – a column headed “N” and a column headed “Percent,” both nested within a column headed “Responses,” and a column headed “Percent of Cases.”

The “N” column tallies the number of times any particular response was chosen, across all residents who responded to the question. The “Percent” column expresses the number of “votes” for a particular response as a percentage of all “votes” for all responses. The “Percent” column always has a total of 100.0%. The “Percent of Cases” column expresses the number of “votes” for a particular response as a percentage of all residents who responded to the question. (Each resident is a “case.”) Because residents could “vote” for more than one response, the total number of votes can be greater than the total number of residents. Therefore, the total of the “Percent of Cases” column can be greater than 100.0%. In fact, if the total of the “Percent of Cases” column is thought of as its decimal equivalent, it is the average number of “votes” per resident. For example, if the total of the “Percent of Cases” column adds to 143.7%, then the average number of responses given per resident was 1.437. Multiple response tables do not show the number of cases who contributed “votes”, but that number can be estimated as the total of the N column divided by the total of the “Percent of Cases” column.

Note that throughout the report and appendices, total percentages and total weighted numbers of respondents may not add exactly due to rounding.

Frequencies with Weighted Data

When data are weighted, each survey respondent no longer counts as exactly one case in statistical calculations. Each survey respondent counts as the value of its weight. Frequencies tables using weighted data show weighted counts of respondents rounded to the nearest integer. Therefore, it is possible for a frequency table based on weighted data to show a count of “0” but a percentage greater than zero. This would represent a number of cases whose weights sum to less than 0.5 being rounded down to zero for display in the frequencies table, but being accurately used as a fractional numerator to calculate a non-zero percentage.

With rounded frequencies based on weighted data, it is also possible that the “same” number of weighted cases will yield different percentages. For example, if the weighted count for a “Yes” response is 38.65 and the weighted count for a “No” response is 39.41, both counts will display as 39. But the percentages will display as 49.5% and 50.5%.

Which of the following housing types do you live in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Townhouse or duplex	245	22.4	22.4	22.4
	Single family home	723	66.0	66.1	88.5
	Apartment or condo	125	11.4	11.4	99.9
	Other (SPECIFY)	1	.1	.1	100.0
	Total	1095	99.9	100.0	
Excluded	DK/NA/REF	1	.1		
Total		1096	100.0		

How long have you lived in Loudoun County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One year or less	69	6.3	6.3	6.3
	Two to four years	150	13.7	13.7	20.1
	Five to nine years	308	28.1	28.1	48.2
	Ten to fourteen years	211	19.3	19.3	67.5
	Fifteen to nineteen years	128	11.7	11.7	79.2
	Twenty years or longer	227	20.7	20.8	100.0
	Total	1095	99.9	100.0	
Excluded	NOT SURE	1	.1		
	REFUSED	0	.0		
	Total	1	.1		
Total		1096	100.0		

Did you move to Loudoun County from somewhere else?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1010	92.1	92.1	92.1
	No	86	7.9	7.9	100.0
	Total	1096	100.0	100.0	

In what city or county did you live before moving to Loudoun County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alexandria City, VA	15	1.3	1.5	1.5
	Arlington County, VA	24	2.2	2.4	3.9
	Prince William County, VA (includes Manassas and Manassas Park)	35	3.2	3.5	7.4
	Fairfax County, VA (includes Fairfax and Falls Church cities)	424	38.7	42.5	49.8
	Frederick County, MD	5	.5	.5	50.4
	Montgomery County, MD	32	2.9	3.2	53.6
	Washington, DC	6	.6	.6	54.2
	Other city or county in Metro DC area	38	3.5	3.8	58.0
	A city or county outside the Metro DC area	420	38.3	42.0	100.0
	Total	999	91.2	100.0	
Excluded	DK/NA/REF	10	.9		
	System	86	7.9		
	Total	97	8.8		
Total		1096	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Schools or community services	93	8.5	9.3	9.3
	Housing affordability	246	22.5	24.8	34.1
	Location of work site	312	28.4	31.3	65.4
	Taxes	9	.8	.9	66.3
	Quality of overall community	51	4.7	5.1	71.5
	Family considerations	168	15.3	16.9	88.4
	Rural character/beauty	60	5.5	6.0	94.4
	Other (specify)	56	5.1	5.6	100.0
	Total	995	90.8	100.0	
Excluded	DK/NA/REF	15	1.4		
	System	86	7.9		
	Total	101	9.2		
Total		1096	100.0		

How safe do you feel in your neighborhood?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very safe	723	65.9	66.0	66.0
	Safe	353	32.2	32.3	98.2
	Unsafe	16	1.5	1.5	99.8
	Very unsafe	3	.2	.2	100.0
	Total	1095	99.9	100.0	
Excluded	DON'T KNOW	1	.1		
Total		1096	100.0		

How safe do you feel in your neighborhood? (People who moved to Loudoun County)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very safe	662	65.6	65.7	65.7
	Safe	329	32.5	32.6	98.2
	Unsafe	15	1.5	1.5	99.7
	Very unsafe	3	.3	.3	100.0
	Total	1009	99.9	100.0	
Excluded	DON'T KNOW	1	.1		
Total		1010	100.0		

How safe do you feel in your neighborhood? (Lifelong residents of Loudoun County)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very safe	60	69.9	69.9	69.9
	Safe	25	28.5	28.5	98.4
	Unsafe	1	1.6	1.6	100.0
	Total	86	100.0	100.0	

Why do you feel unsafe?

		Responses		Percent of Cases
		N	Percent	
Why do you feel unsafe? ^a	Gangs	0	2.1%	2.6%
	Break-ins	7	31.7%	38.7%
	Street Crimes	1	2.4%	3.0%
	Lack of street patrol	1	4.0%	4.9%
	Car damage/theft	5	22.2%	27.2%
	Crime is everywhere/not just here	1	5.6%	6.9%
	Just higher crime rate here	1	2.8%	3.5%
	Drug crime	1	5.6%	6.9%
	Other	6	23.5%	28.8%
Total		23	100.0%	122.4%

^a – multiple responses accepted

Including yourself, all adults and all children, how many people live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	95	8.7	8.7	8.7
	2	254	23.2	23.2	31.9
	3	193	17.6	17.6	49.5
	4	328	29.9	30.0	79.5
	5	167	15.3	15.3	94.8
	6	43	3.9	3.9	98.7
	7	9	.8	.8	99.5
	8	5	.5	.5	100.0
	Total	1094	99.8	100.0	
Excluded	99	2	.2		
Total		1096	100.0		

Is the resident responding to the survey employed...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-Time	643	58.7	64.6	64.6
	Part-Time	120	10.9	12.0	76.6
	Not Employed	157	14.3	15.7	92.4
	(Vol) Retired	76	6.9	7.6	100.0
	Total	996	90.9	100.0	
Excluded	DK/NA/REF	12	1.1		
	System	88	8.0		
	Total	100	9.1		
Total		1096	100.0		

Is resident employed...? (all persons in household)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-Time	1452	39.3	66.7	66.7
	Part-Time	230	6.2	10.6	77.3
	Not Employed	360	9.7	16.5	93.9
	(Vol) Retired	134	3.6	6.1	100.0
	Total	2176	58.9	100.0	
Excluded	DK/NA/REF	78	2.1		
	System	1440	39.0		
	Total	1519	41.1		
Total		3694	100.0		

In which of the following counties or cities is the respondent employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loudoun County, VA	330	30.1	43.8	43.8
	Fairfax County, VA (includes Fairfax and Falls Church cities)	237	21.6	31.4	75.2
	Washington, DC	61	5.6	8.1	83.3
	Arlington County, VA	40	3.6	5.3	88.6
	Alexandria City, VA	5	.4	.6	89.3
	Prince William County, VA (includes Manassas)	11	1.0	1.4	90.7
	Frederick County, MD	3	.3	.4	91.0
	Montgomery County, MD	17	1.6	2.3	93.3
	Other city or county in Metro DC area	26	2.4	3.5	96.8
	A city or county outside the Metro DC area	24	2.2	3.2	100.0
	Total	754	68.8	100.0	
Excluded	DK/NA/REF/NO MORE APPLY	12	1.1		
	System	330	30.1		
	Total	342	31.2		
Total		1096	100.0		

In which of the following counties or cities is the resident employed? (all persons in household)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loudoun County, VA	731	19.8	44.9	44.9
	Fairfax County, VA (includes Fairfax and Falls Church cities)	515	14.0	31.7	76.6
	Washington, DC	114	3.1	7.0	83.7
	Arlington County, VA	62	1.7	3.8	87.5
	Alexandria City, VA	15	.4	.9	88.4
	Prince William County, VA (includes Manassas)	17	.4	1.0	89.4
	Frederick County, MD	6	.2	.4	89.8
	Montgomery County, MD	35	1.0	2.2	91.9
	Other city or county in Metro DC area	74	2.0	4.6	96.5
	A city or county outside the Metro DC area	57	1.5	3.5	100.0
	Total	1626	44.0	100.0	
Excluded	DK/NA/REF/NO MORE APPLY	57	1.5		
	System	2012	54.5		
	Total	2069	56.0		
Total		3694	100.0		

Are you a federal employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	97	8.9	12.8	12.8
	NO	661	60.3	87.2	100.0
	Total	759	69.2	100.0	
Excluded	DK/NA	3	.2		
	9	2	.2		
	System	333	30.4		
	Total	337	30.8		
Total		1096	100.0		

Is any other member of your household a federal employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	101	9.2	13.4	13.4
	NO	653	59.6	86.6	100.0
	Total	754	68.8	100.0	
Excluded	DK/NA	2	.2		
	9	6	.5		
	System	334	30.5		
	Total	342	31.2		
Total		1096	100.0		

Is anyone in the household a federal employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	125	11.4	12.6	12.6
	No, household employed	867	79.1	87.4	100.0
	Total	992	90.6	100.0	
Excluded	No, household unemployed	91	8.3		
	Info missing	12	1.1		
	Total	104	9.4		
Total		1096	100.0		

How are federal expenditures for your own job security?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	241	22.0	43.0	43.0
	Worse	60	5.5	10.8	53.8
	Don't matter	259	23.6	46.2	100.0
	Total	560	51.1	100.0	
Excluded	DK/NA	70	6.4		
	System	465	42.5		
	Total	536	48.9		
Total		1096	100.0		

**How many members of your household telecommute or work full time in a
business based in your home?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	300	27.4	64.7	64.7
	1	135	12.3	29.1	93.7
	2	23	2.1	5.0	98.7
	3	6	.5	1.3	99.9
	6	0	.0	.1	100.0
	Total	464	42.3	100.0	
Excluded	9	7	.6		
	System	625	57.1		
	Total	632	57.7		
Total		1096	100.0		

Do you have access to the Internet in your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1042	95.1	95.1	95.1
	No	53	4.9	4.9	100.0
	Total	1095	99.9	100.0	
Excluded	REF	1	.1		
Total		1096	100.0		

How do you access the internet?

		Responses		Percent of Cases
		N	Percent	
How do you access the Internet? ^a	Dial-up connection using a phone line and modem	19	1.9%	1.9%
	Comcast cable	204	19.8%	20.4%
	DSL	79	7.6%	7.8%
	Fiber (such as OpenBand or Verizon)	438	42.6%	43.8%
	Satellite (such as DirecWay)	19	1.8%	1.9%
	Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)	267	26.0%	26.7%
	Other	3	0.3%	0.3%
Total		1029	100.0%	102.7%

^a – multiple responses accepted

In which of the following ways do you receive information about Loudoun County programs and services?

		Responses		Percent of Cases
		N	Percent	
In which of the following ways do you receive information about Loudoun County programs and services? ^a	Newspapers (Online or hard copy)	718	21.3%	66.4%
	Radio	210	6.2%	19.5%
	Television	257	7.6%	23.8%
	County Website	461	13.7%	42.6%
	Social Media (Facebook, Twitter, LinkedIn, YouTube)	210	6.2%	19.4%
	Alert Loudoun (Subscription to receive county news and information)	305	9.1%	28.2%
	Public Libraries	216	6.4%	20.0%
	Parks and Recreation brochure	327	9.7%	30.3%
	Public meetings	131	3.9%	12.1%
	Word of mouth	389	11.5%	35.9%
	Other	143	4.2%	13.2%
Total		3367	100.0%	311.3%

^a – multiple responses accepted

In what newspapers do you get information about Loudoun County programs and services?

		Responses		Percent of Cases
		N	Percent	
In what newspapers do you get information about Loudoun County programs and services? ^a	LOUDOUN TIMES-MIRROR	479	42.2%	66.8%
	LEESBURG TODAY	277	24.4%	38.6%
	WASHINGTON POST	199	17.6%	27.8%
	PATCH.COM	6	0.5%	0.8%
	BLUE RIDGE LEADER	17	1.5%	2.3%
	CONNECTION	11	1.0%	1.5%
	PURCELLVILLE GAZETTE	51	4.5%	7.1%
	Other	95	8.4%	13.2%
Total		1135	100.0%	158.1%

^a – multiple responses accepted

How many of the school age children in your household attend public school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	53	4.8	11.2	11.2
	1	172	15.7	36.3	47.5
	2	157	14.3	33.2	80.7
	3	77	7.0	16.3	97.0
	4	14	1.3	3.0	100.0
	Total	473	43.2	100.0	
Excluded	99	1	.1		
	System	622	56.8		
	Total	623	56.8		
Total		1096	100.0		

In the past two years, have you used the public schools?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	573	52.3	52.4	52.4
	Have not used	521	47.6	47.6	100.0
	Total	1095	99.9	100.0	
Excluded	DK	1	.1		
Total		1096	100.0		

Parks and Recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	779	71.1	71.3	71.3
	Have not used	314	28.7	28.7	100.0
	Total	1094	99.8	100.0	
Excluded	DK	2	.2		
Total		1096	100.0		

The Public Libraries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	788	71.9	72.0	72.0
	Have not used	306	27.9	28.0	100.0
	Total	1094	99.8	100.0	
Excluded	DK	2	.2		
Total		1096	100.0		

The Sheriff's Office

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	265	24.2	24.2	24.2
	Have not used	830	75.7	75.8	100.0
	Total	1095	99.9	100.0	
Excluded	DK	1	.1		
Total		1096	100.0		

Building and Development services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	128	11.7	11.9	11.9
	Have not used	945	86.2	88.1	100.0
	Total	1073	97.9	100.0	
Excluded	DK	23	2.1		
Total		1096	100.0		

Fire and Rescue services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	198	18.1	18.1	18.1
	Have not used	898	81.9	81.9	100.0
	Total	1096	100.0	100.0	

Mental Health, Substance Abuse Services, and Developmental Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	52	4.8	4.8	4.8
	Have not used	1043	95.1	95.2	100.0
	Total	1095	99.9	100.0	
Excluded	DK	1	.1		
Total		1096	100.0		

Family Services (affordable housing, counseling, financial assistance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	54	4.9	5.0	5.0
	Have not used	1036	94.5	95.0	100.0
	Total	1090	99.4	100.0	
Excluded	DK	6	.5		
	REF	1	.1		
	Total	6	.6		
Total		1096	100.0		

Health Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	138	12.6	12.8	12.8
	Have not used	941	85.9	87.2	100.0
	Total	1079	98.4	100.0	
Excluded	DK	17	1.6		
Total		1096	100.0		

Animal Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	184	16.8	16.8	16.8
	Have not used	911	83.1	83.2	100.0
	Total	1095	99.9	100.0	
Excluded	DK	1	.1		
Total		1096	100.0		

Senior Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have used	59	5.4	5.4	5.4
	Have not used	1037	94.6	94.6	100.0
	Total	1096	100.0	100.0	

How satisfied are you with: The Public Schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	319	29.1	55.9	55.9
	Satisfied	206	18.8	36.1	92.0
	Dissatisfied	31	2.8	5.3	97.3
	Very dissatisfied	11	1.0	2.0	99.3
	Have no opinion of the service	4	.4	.7	100.0
	Total	571	52.1	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	2	.2		
	System	523	47.7		
	Total	525	47.9		
Total		1096	100.0		

How satisfied are you with: Parks and Recreation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	442	40.3	56.7	56.7
	Satisfied	298	27.2	38.3	95.1
	Dissatisfied	31	2.8	4.0	99.0
	Very dissatisfied	2	.2	.2	99.2
	Have no opinion of the service	6	.5	.8	100.0
	Total	779	71.1	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	1	.0		
	System	317	28.9		
	Total	317	28.9		
Total		1096	100.0		

How satisfied are you with: The Public Libraries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	551	50.3	70.0	70.0
	Satisfied	211	19.3	26.8	96.8
	Dissatisfied	21	1.9	2.7	99.5
	Very dissatisfied	1	.1	.1	99.6
	Have no opinion of the service	3	.3	.4	100.0
	Total	787	71.8	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	1	.1		
	System	308	28.1		
	Total	309	28.2		
Total		1096	100.0		

How satisfied are you with: The Sheriff's Office

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	118	10.8	44.4	44.4
	Satisfied	121	11.1	45.7	90.2
	Dissatisfied	6	.5	2.2	92.3
	Very dissatisfied	14	1.3	5.2	97.6
	Have no opinion of the service	6	.6	2.4	100.0
	Total	265	24.2	100.0	
Excluded	System	831	75.8		
Total		1096	100.0		

How satisfied are you with: Building and Development Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	48	4.3	37.5	37.5
	Satisfied	59	5.3	46.1	83.6
	Dissatisfied	10	.9	7.8	91.4
	Very dissatisfied	8	.8	6.6	97.9
	Have no opinion of the service	3	.2	2.1	100.0
	Total	127	11.6	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	1	.1		
	System	968	88.3		
	Total	969	88.4		
Total		1096	100.0		

How satisfied are you with: Fire and Rescue Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	157	14.4	79.3	79.3
	Satisfied	35	3.2	17.7	97.0
	Dissatisfied	2	.2	1.1	98.1
	Very dissatisfied	4	.3	1.9	100.0
	Total	198	18.1	100.0	
Excluded	System	898	81.9		
Total		1096	100.0		

How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	19	1.8	36.6	36.6
	Satisfied	16	1.4	29.8	66.4
	Dissatisfied	8	.7	15.4	81.8
	Very dissatisfied	6	.5	11.2	93.0
	Have no opinion of the service	4	.3	7.0	100.0
	Total	52	4.8	100.0	
Excluded	System	1044	95.2		
Total		1096	100.0		

How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	20	1.8	36.9	36.9
	Satisfied	19	1.8	35.7	72.6
	Dissatisfied	8	.7	14.3	86.9
	Very dissatisfied	5	.4	9.0	95.9
	Have no opinion of the service	2	.2	4.1	100.0
	Total	54	4.9	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	0	.0		
	System	1042	95.1		
	Total	1042	95.1		
Total		1096	100.0		

How satisfied are you with: Health Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	70	6.4	53.2	53.2
	Satisfied	55	5.0	41.6	94.9
	Dissatisfied	4	.3	2.9	97.7
	Very dissatisfied	3	.3	2.3	100.0
	Total	132	12.1	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	5	.5		
	System	958	87.4		
	Total	964	87.9		
Total		1096	100.0		

How satisfied are you with: Animal Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	119	10.8	64.5	64.5
	Satisfied	51	4.6	27.5	92.1
	Dissatisfied	9	.9	5.1	97.2
	Very dissatisfied	2	.2	1.1	98.3
	Have no opinion of the service	3	.3	1.7	100.0
	Total	184	16.8	100.0	
Excluded	System	912	83.2		
Total		1096	100.0		

How satisfied are you with: Senior Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	37	3.3	62.0	62.0
	Satisfied	15	1.4	25.4	87.4
	Dissatisfied	3	.3	5.2	92.5
	Very dissatisfied	1	.1	2.5	95.0
	Have no opinion of the service	3	.3	5.0	100.0
	Total	59	5.4	100.0	
Excluded	System	1037	94.6		
Total		1096	100.0		

Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	235	21.4	23.0	23.0
	Somewhat Agree	595	54.3	58.4	81.5
	Somewhat Disagree	122	11.1	11.9	93.4
	Strongly Disagree	67	6.1	6.6	100.0
	Total	1019	93.0	100.0	
Excluded	NOT SURE/DON'T KNOW/NO ANSWER/REFUSED	66	6.0		
	System	11	1.0		
	Total	77	7.0		
Total		1096	100.0		

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

		Responses		Percent of Cases
		N	Percent	
What do you think is the single biggest problem facing Loudoun County? (Up to 2 answers accepted) ^a	GROWTH/DEVELOPMENT (TOO MUCH, TOO FAST, NOT PLANNED WELL)	241	21.2%	24.6%
	SCHOOLS (TOO CROWDED, NOT ENOUGH, NOT SAFE ENOUGH)	111	9.7%	11.3%
	YOUTH ACTIVITIES (TOO FEW, GANG PROBLEMS)	15	1.3%	1.6%
	TAXES (TOO HIGH, TAX WRONG THINGS)	154	13.5%	15.7%
	TRAFFIC/TRANSPORTATION (ROADS TOO CROWDED, LACK OF PUBLIC TRANS.)	383	33.6%	38.9%
	INADEQUATE SERVICES (NOT ENOUGH, NOT RIGHT KIND)	31	2.7%	3.1%
	(GENERAL) GOVERNMENT	30	2.6%	3.0%
	ILLEGAL IMMIGRATION	18	1.5%	1.8%
	OTHER (PLEASE LIST)	109	9.6%	11.1%
	COST OF LIVING OR HOUSING; NO JOBS (added code)	35	3.1%	3.6%
	INCREASE OF CRIME; SAFETY ISSUES (added code)	13	1.1%	1.3%
Total		1139	100.0%	116.0%

^a – multiple responses accepted

What single thing do you like best about Loudoun County?

		Responses		Percent of Cases
		N	Percent	
What single thing do you like best about Loudoun County? (Up to 2 answers accepted) ^a	RURAL/OPEN/COUNTRY	210	16.8%	20.4%
	PEOPLE/FRIENDLY/PERSONAL	100	8.0%	9.7%
	LOCATION/PROXIMITY (TO SHOPPING, TO MAJOR CITY, ETC.)	212	17.0%	20.6%
	NEIGHBORHOOD/COMMUNITY (SIZE, DESIGN, OFFERINGS)	168	13.5%	16.4%
	BEAUTY/SCENIC VIEWS	76	6.0%	7.3%
	SCHOOLS (QUALITY, SAFETY, ETC.)	118	9.5%	11.5%
	SAFE/SAFETY (OF COUNTY, COMMUNITIES)	91	7.3%	8.9%
	GOOD VALUE FOR THE TAX DOLLAR	4	0.3%	0.4%
	ENVIRONMENT/CLEANLINESS	72	5.7%	7.0%
	AFFORDABILITY	20	1.6%	2.0%
	OTHER (LIST BELOW)	112	9.0%	10.9%
	JOB, WORK; ACCESS TO THRU ROAD SYSTEM (added code)	10	0.8%	0.9%
	SERVICES; AMENITIES; ACTIVITIES; PROGRAMS (added code)	41	3.3%	3.9%
	QUALITY OF LIFE; QUIET; BALANCE OF URBAN/RURAL/SUBURB (added code)	16	1.3%	1.6%
Total		1249	100.0%	121.5%

^a – multiple responses accepted

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	522	47.6	47.7	47.7
	Good	491	44.8	44.8	92.5
	Fair	73	6.7	6.7	99.2
	Poor	9	.8	.8	100.0
	Total	1095	99.9	100.0	
Excluded	DK/NA/REF	1	.1		
Total		1096	100.0		

In ten years, do you see yourself living in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Your current residence	469	42.8	47.0	47.0
	A different residence in Loudoun County	231	21.1	23.1	70.1
	Outside Loudoun County	299	27.3	29.9	100.0
	Total	998	91.1	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	98	8.9		
Total		1096	100.0		

What would be your reason for leaving?

		Responses		Percent of Cases
		N	Percent	
What would be your reason for leaving? ^a	RETIREMENT	47	15.7%	15.7%
	LACK OF AFFORDABLE HOUSING	8	2.7%	2.7%
	COST OF LIVING	57	19.0%	19.0%
	LOCAL TAXES	29	9.8%	9.8%
	LACK OF PUBLIC TRANSPORTATION	10	3.3%	3.3%
	LACK OF RECREATION AND ENTERTAINMENT	6	2.0%	2.0%
	OTHER (SPECIFY)	141	47.5%	47.5%
Total		297	100.0%	100.0%

^a – multiple responses accepted

Are there sufficient nighttime activities in Loudoun County for members of your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	661	60.3	63.4	63.4
	NO	294	26.8	28.2	91.6
	NO OPINION / DON'T CARE	87	8.0	8.4	100.0
	Total	1042	95.1	100.0	
Excluded	DON'T KNOW	52	4.8		
	REFUSED	2	.2		
	Total	54	4.9		
Total		1096	100.0		

^a – multiple responses accepted

What nighttime activity is missing in Loudoun County?

		Responses		Percent of Cases
		N	Percent	
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply) ^a	FINE DINING	46	9.5%	18.0%
	INTERNATIONAL DINING	20	4.3%	8.1%
	BARS & NIGHTCLUBS	72	15.1%	28.6%
	LIVE ENTERTAINMENT AND MUSIC	60	12.6%	23.9%
	SYMPHONY OR ORCHESTRA	20	4.2%	8.0%
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	50	10.5%	20.0%
	MOVIE THEATERS	22	4.6%	8.8%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	72	15.0%	28.5%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	40	8.4%	16.0%
	OR SOMETHING ELSE? (SPECIFY)	22	4.5%	8.6%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	48	9.9%	18.8%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	6	1.2%	2.3%
Total		479	100.0%	189.6%

^a – multiple responses accepted

How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	445	40.6	41.1	41.1
	Somewhat important	362	33.1	33.5	74.6
	Not too important	196	17.8	18.1	92.7
	Not important at all	80	7.3	7.3	100.0
	Total	1082	98.8	100.0	
Excluded	DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION	3	.3		
	DON'T KNOW	9	.9		
	REFUSED	1	.1		
	Total	14	1.2		
Total		1096	100.0		

How important is it for the county to focus on improving or building roads in the next few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	651	59.4	60.4	60.4
	Somewhat important	296	27.0	27.4	87.8
	Not too important	97	8.9	9.0	96.8
	Not important at all	35	3.2	3.2	100.0
	Total	1079	98.4	100.0	
Excluded	DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION	6	.6		
	DON'T KNOW	9	.8		
	REFUSED	2	.2		
	Total	17	1.6		
Total		1096	100.0		

How important is it for the county to focus on providing or improving commuter bus service in the next few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	474	43.2	45.6	45.6
	Somewhat important	339	30.9	32.6	78.2
	Not too important	126	11.5	12.1	90.3
	Not important at all	101	9.2	9.7	100.0
	Total	1039	94.8	100.0	
Excluded	DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION	1	.1		
	DON'T KNOW	54	5.0		
	REFUSED	2	.1		
	Total	57	5.2		
Total		1096	100.0		

How important is it for the county to focus on providing rail transit service in the next few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	593	54.1	55.5	55.5
	Somewhat important	239	21.8	22.3	77.8
	Not too important	120	10.9	11.2	89.0
	Not important at all	118	10.7	11.0	100.0
	Total	1069	97.6	100.0	
Excluded	DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION	1	.1		
	DON'T KNOW	25	2.2		
	REFUSED	1	.1		
	Total	27	2.4		
Total		1096	100.0		

How important is it for the county to focus on providing or improving local bus service in the next few years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	365	33.3	34.7	34.7
	Somewhat important	357	32.6	33.9	68.6
	Not too important	194	17.7	18.4	87.0
	Not important at all	138	12.5	13.0	100.0
	Total	1054	96.1	100.0	
Excluded	DON'T THINK BOARD SHOULD FOCUS RESOURCES ON TRANSPORTATION	0	.0		
	DON'T KNOW	40	3.6		
	REFUSED	2	.2		
	Total	42	3.9		
Total		1096	100.0		

Do you use public transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	287	26.2	26.2	26.2
	No	807	73.6	73.8	100.0
	Total	1094	99.8	100.0	
Excluded	DK/REF	2	.2		
Total		1096	100.0		

What kind of public transportation do you use?

		Responses		Percent of Cases
		N	Percent	
What kind of public transportation ^a	BUS	192	49.2%	67.4%
	TRAIN	21	5.3%	7.3%
	METRO	156	40.0%	54.8%
	Taxi/hired car/limo	3	0.9%	1.2%
	Car pool/slugging	1	0.2%	0.2%
	Other	17	4.4%	6.1%
Total		389	100.0%	137.0%

^a – multiple responses accepted

Why don't you use public transportation?				
		Responses		Percent of Cases
		N	Percent	
Why don't you use public transportation? (Respondent can pick all that apply) ^a	TAKES TOO MUCH TIME, TOO INEFFICIENT WITH TIME, WAIT TIME	91	9.9%	11.4%
	DOESN'T GO WHERE I NEED IT TO GO	232	25.2%	29.0%
	I HAVE TO GO TOO FAR FROM HOME TO GET TO IT	141	15.4%	17.7%
	I NEED FLEXIBILITY TO LEAVE WORK FOR ERRANDS OR IN AN EMERGENCY	77	8.3%	9.6%
	IT COSTS TOO MUCH	20	2.2%	2.5%
	SAFETY ISSUES	8	0.9%	1.1%
	OTHER (SPECIFY)	73	8.0%	9.2%
	HAVE A CAR (added code)	150	16.3%	18.8%
	RETIRED/UNEMPLOYED/CARPOOL (added code)	44	4.8%	5.5%
	WORK FROM HOME/WORK IS TOO CLOSE TO HOME (added code)	32	3.5%	4.0%
	THERE IS NONE AVAILABLE/NO INFORMATION (added code)	51	5.5%	6.4%
Total		919	100.0%	114.9%

^a – multiple responses accepted

Are there types of County facilities that you would like to see more of throughout the County, or are there enough County facilities in your opinion?

		Responses		Percent of Cases
		N	Percent	
Are there types of County facilities that you would like to see more of throughout the county, or are there enough County facilities, in your opinion? ^a	THERE ARE ENOUGH	641	52.9%	63.5%
	ANIMAL SHELTER	5	0.4%	0.5%
	COMMUNITY CENTER	35	2.9%	3.5%
	DEVELOPMENTAL SERVICES RESIDENTIAL FACILITY	2	0.1%	0.2%
	FIRE/RESCUE STATION	7	0.6%	0.7%
	GOVERNMENT OFFICES	1	0.1%	0.1%
	HEALTH CLINIC	12	1.0%	1.2%
	LIBRARY	33	2.7%	3.3%
	MENTAL HEALTH RESIDENTIAL FACILITY	5	0.5%	0.5%
	PARK AND RIDE LOT	5	0.4%	0.5%
	PARKS, ACTIVE(EX: ATHLETIC FIELDS, INCLUDING BASEBALL, SOFTBALL,& SOCCER)	93	7.7%	9.2%
	PARKS, PASSIVE (EX: NATURE PRESERVES, HIKING TRAILS, ETC.)	81	6.7%	8.0%
	RECREATION CENTER	108	8.9%	10.7%
	RECYCLING DROP-OFF CENTER	4	0.3%	0.4%
	SENIOR CENTER	12	1.0%	1.1%
	SHERIFF STATION	14	1.2%	1.4%
	TEEN CENTER	50	4.2%	5.0%
	OTHER	103	8.5%	10.2%
Total		1211	100.0%	120.0%

^a – multiple responses accepted

Respondent's gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	560	51.1	51.1	51.1
	FEMALE	536	48.9	48.9	100.0
	Total	1096	100.0	100.0	

*Unweighted data

Do you consider yourself to be of Hispanic or Latino origin?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	59	5.4	5.5	5.5
	NO	1005	91.7	94.5	100.0
	Total	1064	97.1	100.0	
Excluded	DON'T KNOW	2	.2		
	REFUSED	30	2.7		
	Total	32	2.9		
Total		1096	100.0		

*Unweighted data

What category best describes you?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	African American or Black	50	4.6	5.1	5.1
	Asian	71	6.5	7.2	12.3
	White or Caucasian	850	77.6	86.1	98.4
	American Indian,Native American, or Alaskan Native	9	.8	.9	99.3
	Hawaiian or other Pacific Islander	7	.6	.7	100.0
	Total	987	90.1	100.0	
Excluded	MULTI-RACIAL	12	1.1		
	OTHER [SPECIFY]	12	1.1		
	HISPANIC ONLY: PLEASE PROMPT (BELOW) BEFORE SELECTING THIS	32	2.9		
	DON'T KNOW/REFUSED/NO ANSWER	53	4.8		
	Total	109	9.9		
	Total	1096	100.0		

*Unweighted data

What is the highest level of education you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 9th grade	7	.6	.6	.6
	9th-12th, but did not finish high school	13	1.2	1.2	1.8
	High school graduate or G.E.D.	114	10.4	10.5	12.3
	Some college but no degree	136	12.4	12.5	24.8
	2 year college degree/A.A./A.S.	77	7.0	7.0	31.8
	4 year college degree/B.A./B.S.	354	32.3	32.6	64.4
	Some graduate work	26	2.4	2.4	66.8
	Completed Masters or professional degree	322	29.4	29.7	96.4
	Advanced graduate work or Ph.D.	39	3.5	3.6	100.0
	Total	1087	99.1	100.0	
Excluded	DON'T KNOW	1	.1		
	REFUSED	8	.7		
	System	1	.1		
	Total	9	.9		
Total		1096	100.0		

What is the range that best describes your annual household income from all sources in 2010?**That would be before taxes and other deductions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10 thousand? [\$0 -- \$9,999]	16	1.5	1.9	1.9
	10 to 30 thousand? [\$10,000 -- \$29,999]	43	3.9	5.0	6.9
	30 to 50 thousand? [\$30,000 -- \$49,999]	75	6.8	8.7	15.6
	50 to 75 thousand? [\$50,000 -- \$74,999]	70	6.4	8.2	23.7
	75 to 100 thousand? [\$75,000 -- \$99,999]	122	11.2	14.3	38.0
	100 to 125 thousand? [\$100,000 -- \$124,999]	126	11.5	14.7	52.7
	125 to 150 thousand? [\$125,000 -- \$149,999]	104	9.5	12.1	64.8
	150 to 175 thousand? [\$150,000 -- \$174,999]	90	8.2	10.5	75.3
	175 to 200 thousand? [\$175,000 -- \$199,999]	53	4.8	6.2	81.4
	Over 200 thousand? [\$200,000 +]	159	14.5	18.6	100.0
	Total	858	78.3	100.0	
Excluded	DON'T KNOW/NO ANSWER/REFUSED	236	21.5		
	System	2	.2		
	Total	238	21.7		
Total		1096	100.0		

Appendix C:

Results by Rural/Non-Rural Status

Cross-tabulation tables

Cross-tabulation tables count survey cases in categories defined by two variables simultaneously. For example, how many residents in the survey live in the rural area and use public transportation? How many live in the non-rural area and use public transportation? How many live in the rural area and don't use public transportation? How many live in the non-rural area and don't use public transportation? This would be a cross-tabulation table of use of public transportation and rural/non-rural status.

In appendices C through E, the survey questions are compared by three demographic variables: rural/non-rural status, age of the respondent and race/ethnicity of the respondent. In these tables, the percentages add up to 100 within each demographic category (that is, within each column of the table). A total percentage is also displayed. These cross-tabulation tables allow the reader to compare the responses of, for instance, Asian Americans to those of Whites.

In these cross-tabulation tables, "uN" indicates the number of residents who answered a particular way. This number can be used as an indication of how reliable the percentages are. If the unweighted total N for the question is small, it may not be wise to generalize the percentages to the larger population. The definition of "small" depends on the user's tolerance for error. Questions answered by fewer than 25 or 30 residents in total should not be generalized to the county population, and perhaps fewer than 50 cases would serve as a threshold for more conservative users.

The "wN" column indicates the weighted count of residents who answered a particular way.

The "w%" column indicates the weighted percentage of residents who answered a particular way, within categories displayed across the top of the table. This allows for comparisons across, for example, residents in the rural and non-rural areas of the county.

As in Appendix B, however, the cross-tabulation tables for the multiple response variables are more difficult to interpret. In Appendices C through F, for multiple response variables the statistics for the individual responses show the number of "votes" each response received and the percentage of residents who "voted" that way. Because residents can select more than one response, these percentages can total to more than 100. The total lines for multiple response items in Appendices C through F, however, will show the number of residents who responded and a total percent of 100.

Note that the total responses to questions may vary across cross-tabulation appendices because different numbers of respondents may have declined to provide information for the different cross-tabulation variables.

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Which of the following housing types do you live in?	Townhouse or duplex	11	8	5.0%	194	238	25.3%	205	245	22.4%
	Single family home	246	145	93.2%	527	578	61.6%	773	723	66.1%
	Apartment or condo	3	3	1.7%	110	122	13.0%	113	125	11.4%
	Other (SPECIFY)				3	1	0.1%	3	1	0.1%
Total		260	156	100.0%	834	939	100.0%	1094	1095	100.0%
How long have you lived in Loudoun County?	One year or less	9	6	3.9%	53	63	6.7%	62	69	6.3%
	Two to four years	19	12	7.9%	112	138	14.7%	131	150	13.7%
	Five to nine years	45	31	19.9%	214	277	29.5%	259	308	28.1%
	Ten to fourteen years	42	36	23.0%	167	175	18.7%	209	211	19.3%
	Fifteen to nineteen years	34	19	12.0%	108	110	11.7%	142	128	11.7%
	Twenty years or longer	111	52	33.3%	179	175	18.7%	290	227	20.8%
Total		260	156	100.0%	833	939	100.0%	1093	1095	100.0%
Did you move to Loudoun County from somewhere else?	Yes	235	141	90.1%	791	869	92.4%	1026	1010	92.1%
	No	26	15	9.9%	44	71	7.6%	70	86	7.9%
Total		261	156	100.0%	835	940	100.0%	1096	1096	100.0%
In what city or county did you live before moving to Loudoun County?	Alexandria City, VA	6	2	1.7%	19	12	1.4%	25	15	1.5%
	Arlington County, VA	5	2	1.7%	22	22	2.5%	27	24	2.4%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	Prince William County, VA (includes Manassas and Manassas Park)	4	4	2.6%	26	31	3.6%	30	35	3.5%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	83	45	31.8%	327	380	44.2%	410	424	42.5%
	Frederick County, MD	3	1	0.9%	4	4	0.4%	7	5	0.5%
	Montgomery County, MD	6	7	5.1%	30	25	2.9%	36	32	3.2%
	Washington, DC	6	3	1.9%	5	3	0.4%	11	6	0.6%
	Other city or county in Metro DC area	15	7	5.2%	42	31	3.6%	57	38	3.8%
	A city or county outside the Metro DC area	105	68	49.0%	306	352	40.9%	411	420	42.0%
Total		233	140	100.0%	781	860	100.0%	1014	999	100.0%
What single factor influenced your decision to locate in Loudoun County?	Schools or community services	19	15	10.9%	62	78	9.1%	81	93	9.3%
	Housing affordability	38	24	18.1%	210	222	25.8%	248	246	24.8%
	Location of work site	62	34	25.7%	240	277	32.2%	302	312	31.3%
	Taxes	2	1	0.6%	13	8	1.0%	15	9	0.9%
	Quality of overall community	5	2	1.4%	43	49	5.7%	48	51	5.1%
	Family considerations	51	30	22.5%	127	138	16.0%	178	168	16.9%
	Rural character/beauty	42	24	17.8%	32	36	4.2%	74	60	6.0%
	Other (specify)	10	4	2.9%	55	52	6.0%	65	56	5.6%
Total		229	133	100.0%	782	861	100.0%	1011	995	100.0%
How safe do you feel in your neighborhood	Very safe	197	121	77.7%	555	601	64.0%	752	723	66.0%
	Safe	60	34	21.5%	268	320	34.0%	328	353	32.3%
	Unsafe	4	1	0.8%	8	15	1.6%	12	16	1.5%
	Very unsafe				3	3	0.3%	3	3	0.2%
Total		261	156	100.0%	834	939	100.0%	1095	1095	100.0%
Why do you feel unsafe?	Gangs				1	0	2.7%	1	0	2.6%
	Break-ins	1	0	22.4%	4	7	39.8%	5	7	38.7%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	Street Crimes				1	1	3.2%	1	1	3.0%
	Lack of street patrol				1	1	5.2%	1	1	4.9%
	Traffic issues									
	Car damage/theft	1	0	22.6%	2	5	27.5%	3	5	27.2%
	Crime is everywhere/not just here				1	1	7.4%	1	1	6.9%
	Just higher crime rate here	2	1	55.0%				2	1	3.5%
	Youth crime									
	Drug crime				1	1	7.4%	1	1	6.9%
	Other	1	0	27.3%	5	5	28.9%	6	6	28.8%
Total		4	1	100.0%	11	18	100.0%	15	19	100.0%
Including yourself, all adults and all children, how many people live in your household?	1	21	9	5.7%	107	86	9.2%	128	95	8.7%
	2	94	44	28.1%	236	210	22.4%	330	254	23.2%
	3	39	19	12.0%	135	174	18.6%	174	193	17.6%
	4	57	45	28.7%	228	283	30.2%	285	328	30.0%
	5	37	31	19.5%	92	137	14.6%	129	167	15.3%
	6	10	8	4.9%	28	35	3.7%	38	43	3.9%
	7	2	1	0.6%	6	8	0.9%	8	9	0.8%
	8	1	1	0.5%	1	4	0.5%	2	5	0.5%
Total		261	156	100.0%	833	938	100.0%	1094	1094	100.0%
Is respondent employed...?	Full-Time	140	94	67.5%	479	550	64.1%	619	643	64.6%
	Part-Time	28	16	11.7%	77	103	12.1%	105	120	12.0%
	Not Employed	31	13	9.4%	124	144	16.8%	155	157	15.7%
	(Vol) Retired	42	16	11.4%	111	60	7.0%	153	76	7.6%
Total		241	139	100.0%	791	857	100.0%	1032	996	100.0%
In which of the following counties or cities is the respondent employed?	Loudoun County, VA	95	62	55.4%	228	268	41.8%	323	330	43.8%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	31	18	15.9%	188	219	34.1%	219	237	31.4%
	Washington, DC	15	13	11.9%	40	48	7.5%	55	61	8.1%
	Arlington County, VA	2	1	0.8%	30	39	6.1%	32	40	5.3%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	Alexandria City, VA	2	1	1.0%	5	4	0.6%	7	5	0.6%
	Prince William County, VA (includes Manassas)	3	1	0.9%	3	10	1.5%	6	11	1.4%
	Frederick County, MD	1	1	1.2%	3	1	0.2%	4	3	0.4%
	Montgomery County, MD	3	2	1.4%	15	16	2.5%	18	17	2.3%
	Other city or county in Metro DC area	6	9	8.5%	14	17	2.6%	20	26	3.5%
	A city or county outside the Metro DC area	8	3	3.1%	17	20	3.2%	25	24	3.2%
	Total	166	112	100.0%	543	642	100.0%	709	754	100.0%
In which of the following counties or cities is this person employed? (All employed persons)	Loudoun County, VA	201	128	95.3%	469	602	71.2%	670	730	74.5%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	67	37	27.2%	387	478	56.6%	454	515	52.6%
	Washington, DC	21	19	13.9%	78	99	11.8%	99	118	12.1%
	Arlington County, VA	6	3	2.2%	46	60	7.0%	52	62	6.4%
	Alexandria City, VA	5	2	1.5%	11	13	1.5%	16	15	1.5%
	Prince William County, VA (includes Manassas)	4	2	1.2%	8	15	1.8%	12	17	1.7%
	Frederick County, MD	4	3	2.0%	4	3	0.4%	8	6	0.6%
	Montgomery County, MD	5	3	2.0%	26	33	3.9%	31	35	3.6%
	Other city or county in Metro DC area	15	19	14.1%	45	57	6.7%	60	76	7.7%
	A city or county outside the Metro DC area	20	14	10.6%	35	43	5.1%	55	58	5.9%
Total		210	135	100.0%	680	844	100.0%	890	979	100.0%
How many members of your household telecommute or work full time in a business based in your home?	0	86	58	69.6%	199	242	63.6%	285	300	64.7%
	1	29	17	20.5%	82	118	30.9%	111	135	29.1%
	2	8	7	7.8%	17	16	4.3%	25	23	5.0%
	3	1	1	1.7%	2	4	1.2%	3	6	1.3%
	6	1	0	0.4%				1	0	0.1%
Total		125	83	100.0%	300	381	100.0%	425	464	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Are you a federal employee?	YES	22	20	17.8%	83	78	12.0%	105	97	12.8%
	NO	146	90	82.2%	468	571	88.0%	614	661	87.2%
Total		168	110	100.0%	551	649	100.0%	719	759	100.0%
Is any other member of your household a federal employee?	YES	16	13	12.1%	62	88	13.6%	78	101	13.4%
	NO	153	93	87.9%	441	560	86.4%	594	653	86.6%
Total		169	106	100.0%	503	648	100.0%	672	754	100.0%
How are federal expenditures for your own job security	Better	57	34	44.6%	178	207	42.8%	235	241	43.0%
	Worse	13	4	5.4%	44	56	11.6%	57	60	10.8%
	Don't matter	55	38	49.9%	184	221	45.6%	239	259	46.2%
Total		125	75	100.0%	406	485	100.0%	531	560	100.0%
Do you have access to the internet in your home?	Yes	245	149	95.3%	793	893	95.1%	1038	1042	95.1%
	No	16	7	4.7%	41	46	4.9%	57	53	4.9%
Total		261	156	100.0%	834	939	100.0%	1095	1095	100.0%
How do you access the Internet?	Dial-up connection using a phone line and modem	16	6	4.5%	21	13	1.5%	37	19	1.9%
	Comcast cable	68	44	31.3%	142	160	18.6%	210	204	20.4%
	DSL	37	21	14.7%	53	58	6.7%	90	79	7.8%
	Fiber (such as OpenBand or Verizon)	17	8	5.4%	409	431	50.1%	426	438	43.8%
	Satellite (such as DirecWay)	34	16	11.3%	6	3	0.4%	40	19	1.9%
	Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)	68	49	34.8%	158	218	25.3%	226	267	26.7%
	Other	1	0	0.3%	4	2	0.3%	5	3	0.3%
Total		234	141	100.0%	760	860	100.0%	994	1002	100.0%
In which of the following ways do you receive information about Loudoun County programs	Newspapers (Online or hard copy)	209	120	79.0%	575	598	64.3%	784	718	66.4%
	Radio	62	40	26.6%	164	170	18.3%	226	210	19.5%
	Television	68	40	26.4%	220	217	23.4%	288	257	23.8%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	County Website	98	66	43.3%	348	395	42.5%	446	461	42.6%
	Social Media (Facebook, Twitter, LinkedIn, YouTube)	51	32	21.3%	152	177	19.1%	203	210	19.4%
	Alert Loudoun (Subscription to receive county news and information)	76	53	35.0%	217	251	27.1%	293	305	28.2%
	Public Libraries	61	34	22.5%	174	182	19.5%	235	216	20.0%
	Parks and Recreation brochure	84	49	32.3%	250	278	29.9%	334	327	30.3%
	Public meetings	37	23	15.1%	112	108	11.6%	149	131	12.1%
	Word of mouth	96	58	38.2%	315	330	35.6%	411	389	35.9%
	Other	27	13	8.7%	106	129	13.9%	133	143	13.2%
Total		259	152	100.0%	821	929	100.0%	1080	1081	100.0%
In what newspapers do you get information about Loudoun County programs and services?	LOUDOUN TIMES-MIRROR	123	78	64.5%	372	402	67.2%	495	479	66.8%
	LEESBURG TODAY	141	78	64.7%	191	199	33.4%	332	277	38.6%
	WASHINGTON POST	56	26	21.3%	199	174	29.1%	255	199	27.8%
	PATCH.COM	3	1	1.0%	4	5	0.8%	7	6	0.8%
	BLUE RIDGE LEADER	29	15	12.4%	2	2	0.3%	31	17	2.3%
	CONNECTION	2	3	2.3%	7	8	1.4%	9	11	1.5%
	PURCELLVILLE GAZETTE	84	47	39.3%	6	3	0.6%	90	51	7.1%
	Other	17	10	8.2%	91	85	14.2%	108	95	13.2%
Total		209	120	100.0%	575	598	100.0%	784	718	100.0%
How many of the school age children in your household attend public school?	0	11	8	10.6%	34	45	11.3%	45	53	11.2%
	1	30	18	24.1%	119	154	38.6%	149	172	36.3%
	2	36	27	35.3%	117	131	32.8%	153	157	33.2%
	3	20	21	28.5%	37	56	14.0%	57	77	16.3%
	4	2	1	1.5%	9	13	3.3%	11	14	3.0%
Total		99	75	100.0%	316	398	100.0%	415	473	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
In the past two years, have you used the public schools?	Have used	122	87	56.2%	405	486	51.7%	527	573	52.4%
	Have not used	138	68	43.8%	429	453	48.3%	567	521	47.6%
Total		260	156	100.0%	834	939	100.0%	1094	1095	100.0%
How satisfied are you with: The Public Schools	Very satisfied	70	54	62.3%	220	265	54.7%	290	319	55.9%
	Satisfied	43	27	30.7%	150	179	37.1%	193	206	36.1%
	Dissatisfied	6	3	3.5%	25	27	5.7%	31	31	5.3%
	Very dissatisfied	1	2	2.1%	6	10	2.0%	7	11	2.0%
	Have no opinion of the service	1	1	1.4%	3	3	0.6%	4	4	0.7%
Total		121	87	100.0%	404	484	100.0%	525	571	100.0%
Parks and Recreation	Have used	169	100	64.2%	588	679	72.4%	757	779	71.3%
	Have not used	91	56	35.8%	244	258	27.6%	335	314	28.7%
Total		260	156	100.0%	832	938	100.0%	1092	1094	100.0%
How satisfied are you with: Parks and Recreation	Very satisfied	97	55	55.3%	333	387	57.0%	430	442	56.7%
	Satisfied	64	41	41.4%	233	257	37.9%	297	298	38.3%
	Dissatisfied	5	3	3.0%	16	28	4.1%	21	31	4.0%
	Very dissatisfied	1	0	0.3%	2	1	0.2%	3	2	0.2%
	Have no opinion of the service				4	6	0.9%	4	6	0.8%
Total		167	99	100.0%	588	679	100.0%	755	779	100.0%
The Public Libraries	Have used	202	118	75.9%	605	670	71.4%	807	788	72.0%
	Have not used	58	38	24.1%	228	268	28.6%	286	306	28.0%
Total		260	156	100.0%	833	938	100.0%	1093	1094	100.0%
How satisfied are you with: The Public Libraries	Very satisfied	149	91	77.2%	419	460	68.7%	568	551	70.0%
	Satisfied	49	25	21.4%	165	186	27.8%	214	211	26.8%
	Dissatisfied	2	1	0.5%	15	21	3.1%	17	21	2.7%
	Very dissatisfied	1	1	0.6%				1	1	0.1%
	Have no opinion of the service	1	0	0.3%	4	3	0.4%	5	3	0.4%
Total		202	118	100.0%	603	669	100.0%	805	787	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Sheriff Station	Have used	69	43	27.5%	178	222	23.7%	247	265	24.2%
	Have not used	192	113	72.5%	655	716	76.3%	847	830	75.8%
Total		261	156	100.0%	833	939	100.0%	1094	1095	100.0%
How satisfied are you with: Sheriff Station	Very satisfied	35	21	48.2%	89	97	43.7%	124	118	44.4%
	Satisfied	24	16	37.3%	77	105	47.3%	101	121	45.7%
	Dissatisfied	3	1	3.0%	4	4	2.0%	7	6	2.2%
	Very dissatisfied	4	3	6.3%	6	11	5.0%	10	14	5.2%
	Have no opinion of the service	3	2	5.1%	2	4	1.9%	5	6	2.4%
Total		69	43	100.0%	178	222	100.0%	247	265	100.0%
Building and Development Services	Have used	57	35	22.6%	94	93	10.1%	151	128	11.9%
	Have not used	202	120	77.4%	727	825	89.9%	929	945	88.1%
Total		259	155	100.0%	821	918	100.0%	1080	1073	100.0%
How satisfied are you with: Building and Development Services	Very satisfied	25	14	40.9%	39	34	36.2%	64	48	37.5%
	Satisfied	22	10	28.4%	42	49	52.7%	64	59	46.1%
	Dissatisfied	3	4	12.5%	8	6	6.0%	11	10	7.8%
	Very dissatisfied	6	6	18.2%	2	2	2.2%	8	8	6.6%
	Have no opinion of the service				3	3	2.9%	3	3	2.1%
Total		56	34	100.0%	94	93	100.0%	150	127	100.0%
Fire, Rescue, and Emergency Management Services	Have used	61	36	22.8%	152	163	17.3%	213	198	18.1%
	Have not used	200	121	77.2%	683	777	82.7%	883	898	81.9%
Total		261	156	100.0%	835	940	100.0%	1096	1096	100.0%
How satisfied are you with: Fire, Rescue, and Emergency Management Services	Very satisfied	46	28	79.5%	132	129	79.3%	178	157	79.3%
	Satisfied	12	6	17.0%	17	29	17.8%	29	35	17.7%
	Dissatisfied	3	1	3.6%	2	1	0.6%	5	2	1.1%
	Very dissatisfied				1	4	2.3%	1	4	1.9%
Total		61	36	100.0%	152	163	100.0%	213	198	100.0%
Mental Health, Substance Abuse Services, and Developmental Services	Have used	6	3	2.1%	36	49	5.2%	42	52	4.8%
	Have not used	254	152	97.9%	798	890	94.8%	1052	1043	95.2%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Total		260	156	100.0%	834	939	100.0%	1094	1095	100.0%
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	Very satisfied	4	2	63.6%	14	17	34.9%	18	19	36.6%
	Satisfied	1	0	13.7%	13	15	30.8%	14	16	29.8%
	Dissatisfied				5	8	16.4%	5	8	15.4%
	Very dissatisfied	1	1	22.7%	3	5	10.5%	4	6	11.2%
	Have no opinion of the service				1	4	7.5%	1	4	7.0%
Total		6	3	100.0%	36	49	100.0%	42	52	100.0%
Family Services (affordable housing, counseling, financial assistance)	Have used	12	5	3.3%	39	49	5.2%	51	54	5.0%
	Have not used	246	149	96.7%	794	887	94.8%	1040	1036	95.0%
Total		258	154	100.0%	833	935	100.0%	1091	1090	100.0%
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	Very satisfied	6	3	51.9%	13	17	35.4%	19	20	36.9%
	Satisfied	2	1	12.5%	14	19	38.0%	16	19	35.7%
	Dissatisfied	3	2	35.6%	7	6	12.2%	10	8	14.3%
	Very dissatisfied				4	5	9.9%	4	5	9.0%
	Have no opinion of the service				1	2	4.5%	1	2	4.1%
Total		11	5	100.0%	39	49	100.0%	50	54	100.0%
Health Services	Have used	32	22	14.1%	87	116	12.5%	119	138	12.8%
	Have not used	225	132	85.9%	736	809	87.5%	961	941	87.2%
Total		257	154	100.0%	823	925	100.0%	1080	1079	100.0%
How satisfied are you with: Health Services	Very satisfied	12	7	33.0%	46	63	57.1%	58	70	53.2%
	Satisfied	13	9	43.9%	35	46	41.2%	48	55	41.6%
	Dissatisfied	3	2	8.7%	4	2	1.7%	7	4	2.9%
	Very dissatisfied	3	3	14.4%				3	3	2.3%
Total		31	21	100.0%	85	111	100.0%	116	132	100.0%
Animal Services	Have used	63	37	23.6%	123	147	15.7%	186	184	16.8%
	Have not used	197	119	76.4%	711	792	84.3%	908	911	83.2%
Total		260	156	100.0%	834	939	100.0%	1094	1095	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
How satisfied are you with: Animal Services	Very satisfied	37	25	67.9%	70	94	63.7%	107	119	64.5%
	Satisfied	21	9	25.7%	40	41	28.0%	61	51	27.5%
	Dissatisfied	3	2	4.5%	7	8	5.3%	10	9	5.1%
	Very dissatisfied				2	2	1.4%	2	2	1.1%
	Have no opinion of the service	2	1	1.9%	4	2	1.6%	6	3	1.7%
Total		63	37	100.0%	123	147	100.0%	186	184	100.0%
Senior Services	Have used	24	11	6.9%	67	48	5.1%	91	59	5.4%
	Have not used	237	145	93.1%	768	892	94.9%	1005	1037	94.6%
Total		261	156	100.0%	835	940	100.0%	1096	1096	100.0%
How satisfied are you with: Senior Services	Very satisfied	15	7	60.6%	45	30	62.3%	60	37	62.0%
	Satisfied	5	2	20.5%	13	13	26.5%	18	15	25.4%
	Dissatisfied	2	1	5.6%	3	2	5.1%	5	3	5.2%
	Very dissatisfied	2	1	13.4%				2	1	2.5%
	Have no opinion of the service				6	3	6.1%	6	3	5.0%
Total		24	11	100.0%	67	48	100.0%	91	59	100.0%
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	Strongly Agree	48	27	18.9%	194	208	23.7%	242	235	23.0%
	Somewhat Agree	124	80	56.3%	452	515	58.8%	576	595	58.4%
	Somewhat Disagree	41	19	13.4%	88	102	11.7%	129	122	11.9%
	Strongly Disagree	26	16	11.4%	43	51	5.8%	69	67	6.6%
Total		239	143	100.0%	777	876	100.0%	1016	1019	100.0%
What do you think is the single biggest problem facing Loudoun County? (Up to 2 answers accepted)	GROWTH/DEVELOPMENT (TOO MUCH, TOO FAST, NOT PLANNED WELL)	83	45	31.0%	184	196	23.5%	267	241	24.6%
	SCHOOLS (TOO CROWDED, NOT ENOUGH, NOT SAFE ENOUGH)	21	14	9.7%	82	96	11.5%	103	111	11.3%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	YOUTH ACTIVITIES (TOO FEW, GANG ...)				12	15	1.8%	12	15	1.6%
	TAXES (TOO HIGH, TAX WRONG THINGS)	51	28	19.1%	99	126	15.1%	150	154	15.7%
	TRAFFIC/TRANSPORTATION (ROADS TOO CROWDED, LACK OF PUBLIC TRANS.)	73	47	32.5%	295	335	40.0%	368	383	38.9%
	INADEQUATE SERVICES (NOT ENOUGH, NOT RIGHT KIND)	7	4	2.8%	31	27	3.2%	38	31	3.1%
	(GENERAL) GOVERNMENT	13	6	4.2%	22	24	2.8%	35	30	3.0%
	ILLEGAL IMMIGRATION	4	4	2.7%	14	14	1.6%	18	18	1.8%
	OTHER (PLEASE LIST)	24	13	8.9%	97	96	11.5%	121	109	11.1%
	COST OF LIVING OR HOUSING; NO JOBS (added code)	3	1	0.8%	25	34	4.1%	28	35	3.6%
	INCREASE OF CRIME; SAFETY ISSUES (added code)	2	1	0.9%	10	12	1.4%	12	13	1.3%
Total		242	146	100.0%	750	837	100.0%	992	982	100.0%
What single thing do you like best about Loudoun County? (Up to 2 answers accepted)	RURAL/OPEN/COUNTRY	113	68	45.0%	141	142	16.2%	254	210	20.4%
	PEOPLE/FRIENDLY/PERSONAL	27	15	10.3%	77	84	9.6%	104	100	9.7%
	LOCATION/PROXIMITY (TO SHOPPING, TO MAJOR CITY, ETC.)	33	24	15.9%	177	188	21.4%	210	212	20.6%
	NEIGHBORHOOD/COMMUNITY (SIZE, DESIGN, OFFERINGS)	25	15	10.2%	139	153	17.4%	164	168	16.4%
	BEAUTY/SCENIC VIEWS	32	18	11.8%	58	58	6.6%	90	76	7.3%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	SCHOOLS (QUALITY, SAFETY, ETC.)	21	17	11.4%	86	101	11.5%	107	118	11.5%
	SAFE/SAFETY (OF COUNTY, COMMUNITIES)	9	4	3.0%	63	87	9.9%	72	91	8.9%
	GOOD VALUE FOR THE TAX DOLLAR	1	0	0.2%	5	3	0.4%	6	4	0.4%
	ENVIRONMENT/CLEANLINESS	6	4	2.6%	54	68	7.7%	60	72	7.0%
	AFFORDABILITY	1	1	0.5%	15	20	2.2%	16	20	2.0%
	OTHER (LIST BELOW)	15	6	3.9%	92	106	12.1%	107	112	10.9%
	JOB, WORK; ACCESS TO THRU ROAD SYSTEM (added code)	3	1	0.6%	9	9	1.0%	12	10	0.9%
	SERVICES; AMENITIES; ACTIVITIES; PROGRAMS (added code)	6	3	1.9%	32	38	4.3%	38	41	3.9%
	QUALITY OF LIFE; QUIET; BALANCE OF URBAN/RURAL/SUBURB (added code)	7	3	2.1%	10	13	1.5%	17	16	1.6%
Total		254	150	100.0%	777	878	100.0%	1031	1028	100.0%
How would you rate the overall quality of life in Loudoun County?	Excellent	128	74	47.7%	399	448	47.7%	527	522	47.7%
	Good	115	71	45.5%	379	420	44.7%	494	491	44.8%
	Fair	16	11	6.8%	50	63	6.7%	66	73	6.7%
	Poor				7	9	0.9%	7	9	0.8%
Total		259	155	100.0%	835	940	100.0%	1094	1095	100.0%
In ten years, do you see yourself living in	Your current residence	130	80	59.3%	375	389	45.0%	505	469	47.0%
	A different residence in Loudoun County	31	14	10.6%	148	217	25.1%	179	231	23.1%
	Outside Loudoun County	66	40	30.0%	243	258	29.9%	309	299	29.9%
Total		227	134	100.0%	766	864	100.0%	993	998	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
What would be your reason for leaving? (Respondent can pick one)	RETIREMENT	7	3	6.4%	58	44	17.1%	65	47	15.7%
	LACK OF AGE-RESTRICTED HOUSING									
	LACK OF ASSISTED LIVING FACILITIES									
	LACK OF HOSPITAL AND EMERGENCY CARE SERVICES									
	LACK OF AFFORDABLE HOUSING	3	1	2.2%	8	7	2.8%	11	8	2.7%
	COST OF LIVING	13	9	23.3%	36	47	18.4%	49	57	19.0%
	LOCAL TAXES	14	8	19.5%	18	21	8.2%	32	29	9.8%
	LACK OF PUBLIC TRANSPORTATION				7	10	3.9%	7	10	3.3%
	LACK OF RECREATION AND ENTERTAINMENT	1	1	1.8%	5	5	2.1%	6	6	2.0%
	OTHER (SPECIFY)	28	19	46.9%	110	122	47.6%	138	141	47.5%
Total		66	40	100.0%	242	257	100.0%	308	297	100.0%
Are there sufficient nighttime activities in Loudoun County for members of your household?	YES	158	92	61.5%	528	569	63.8%	686	661	63.4%
	NO	64	41	27.0%	210	253	28.4%	274	294	28.2%
	NO OPINION / DON'T CARE	29	17	11.5%	60	70	7.9%	89	87	8.4%
Total		251	150	100.0%	798	892	100.0%	1049	1042	100.0%
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply)	FINE DINING	13	7	19.7%	34	39	17.8%	47	46	18.0%
	INTERNATIONAL DINING	7	3	8.1%	13	18	8.1%	20	20	8.1%
	BARS & NIGHTCLUBS	8	6	17.8%	43	66	30.3%	51	72	28.6%
	LIVE ENTERTAINMENT AND MUSIC	15	10	28.8%	46	51	23.2%	61	60	23.9%
	SYMPHONY OR ORCHESTRA	3	1	3.8%	22	19	8.7%	25	20	8.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	9	6	18.1%	37	44	20.2%	46	50	20.0%
	MOVIE THEATERS	5	4	10.6%	13	19	8.5%	18	22	8.8%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	14	9	26.6%	54	63	28.7%	68	72	28.5%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	10	7	20.5%	27	34	15.3%	37	40	16.0%
	OR SOMETHING ELSE? (SPECIFY)	7	4	13.3%	17	17	7.9%	24	22	8.6%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	12	8	22.9%	27	40	18.2%	39	48	18.8%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	1	2	7.3%	5	3	1.6%	6	6	2.3%
Total		54	33	100.0%	182	219	100.0%	236	253	100.0%
How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?	Very important	90	57	37.4%	310	387	41.7%	400	445	41.1%
	Somewhat important	80	46	30.1%	296	316	34.0%	376	362	33.5%
	Not too important	49	32	20.9%	149	163	17.6%	198	196	18.1%
	Not important at all	36	18	11.6%	70	62	6.7%	106	80	7.3%
Total		255	154	100.0%	825	929	100.0%	1080	1082	100.0%
How important is it for the county to focus on improving or building roads in the next few years?	Very important	143	85	54.7%	508	567	61.3%	651	651	60.4%
	Somewhat important	67	46	29.8%	223	250	27.0%	290	296	27.4%
	Not too important	29	17	11.1%	61	80	8.6%	90	97	9.0%
	Not important at all	18	7	4.4%	26	28	3.0%	44	35	3.2%
Total		257	155	100.0%	818	924	100.0%	1075	1079	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
How important is it for the county to focus on providing or improving commuter bus service in the next few years?	Very important	80	48	32.7%	338	425	47.7%	418	474	45.6%
	Somewhat important	87	59	39.7%	263	280	31.4%	350	339	32.6%
	Not too important	39	22	14.8%	102	104	11.6%	141	126	12.1%
	Not important at all	38	19	12.8%	89	82	9.2%	127	101	9.7%
Total		244	148	100.0%	792	891	100.0%	1036	1039	100.0%
How important is it for the county to focus on providing rail transit service in the next few years?	Very important	103	57	37.1%	467	536	58.5%	570	593	55.5%
	Somewhat important	48	31	20.5%	185	208	22.6%	233	239	22.3%
	Not too important	40	31	20.1%	82	89	9.7%	122	120	11.2%
	Not important at all	61	34	22.3%	84	84	9.1%	145	118	11.0%
Total		252	152	100.0%	818	917	100.0%	1070	1069	100.0%
How important is it for the county to focus on providing or improving local bus service in the next few years?	Very important	69	42	28.2%	250	323	35.7%	319	365	34.7%
	Somewhat important	79	49	33.1%	278	308	34.0%	357	357	33.9%
	Not too important	49	33	22.4%	154	160	17.7%	203	194	18.4%
	Not important at all	47	24	16.4%	117	113	12.5%	164	138	13.0%
Total		244	149	100.0%	799	905	100.0%	1043	1054	100.0%
Do you use public transportation	Yes	51	31	19.7%	211	256	27.3%	262	287	26.2%
	No	209	125	80.3%	622	682	72.7%	831	807	73.8%
Total		260	156	100.0%	833	938	100.0%	1093	1094	100.0%
What public transportation do you use? (Respondent can pick all that apply)	BUS	33	21	68.0%	129	171	67.3%	162	192	67.4%
	TRAIN	8	7	21.5%	13	14	5.5%	21	21	7.3%
	METRO	27	16	53.2%	123	139	55.0%	150	156	54.8%
	VAN POOL									
	Taxi/hired car/limo				5	3	1.4%	5	3	1.2%
	Government/nonprofit transportation service									
	Car pool/slugging				1	1	0.3%	1	1	0.2%
	Other	3	2	6.8%	12	15	6.0%	15	17	6.1%
Total		51	31	100.0%	210	254	100.0%	261	284	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Why don't you use public transportation? (Respondent can pick all that apply)	TAKES TOO MUCH TIME, TOO INEFFICIENT WITH TIME, WAIT TIME	21	11	8.5%	90	80	11.9%	111	91	11.4%
	DOESN'T GO WHERE I NEED IT TO GO	60	32	26.1%	163	199	29.5%	223	232	29.0%
	I HAVE TO GO TOO FAR FROM HOME TO GET TO IT	39	28	22.4%	87	114	16.8%	126	141	17.7%
	I NEED FLEXIBILITY TO LEAVE WORK FOR ERRANDS OR IN AN EMERGENCY	20	11	8.7%	66	66	9.7%	86	77	9.6%
	IT COSTS TOO MUCH	3	6	4.8%	15	14	2.0%	18	20	2.5%
	SAFETY ISSUES	2	1	0.8%	9	7	1.1%	11	8	1.1%
	OTHER (SPECIFY)	7	5	4.4%	87	68	10.1%	94	73	9.2%
	HAVE A CAR (added code)	40	26	20.6%	101	125	18.4%	141	150	18.8%
	RETIRED/UNEMPLOYED /CARPOOL (added code)	17	10	7.9%	35	34	5.1%	52	44	5.5%
	WORK FROM HOME/WORK IS TOO CLOSE TO HOME (added code)	9	4	3.6%	25	27	4.1%	34	32	4.0%
	THERE IS NONE AVAILABLE/NO INFORMATION (added code)	17	9	7.6%	33	41	6.1%	50	51	6.4%
Total		208	125	100.0%	610	675	100.0%	818	800	100.0%
Are there types of County facilities that you would like to see more of	THERE ARE ENOUGH	156	84	56.9%	504	557	64.6%	660	641	63.5%
	ANIMAL SHELTER	1	1	0.3%	5	5	0.6%	6	5	0.5%
	COMMUNITY CENTER	4	2	1.4%	21	33	3.8%	25	35	3.5%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
	DEVELOPMENTAL SERVICES RESIDENTIAL FACILITY	2	1	0.4%	2	1	0.1%	4	2	0.2%
	FIRE/RESCUE STATION	1	1	0.5%	4	6	0.7%	5	7	0.7%
	GOVERNMENT OFFICES				2	1	0.1%	2	1	0.1%
	HEALTH CLINIC	2	1	0.7%	12	11	1.2%	14	12	1.2%
	LIBRARY	5	5	3.1%	28	29	3.3%	33	33	3.3%
	MENTAL HEALTH RESIDENTIAL FACILITY	2	5	3.1%	2	1	0.1%	4	5	0.5%
	PARK AND RIDE LOT	5	2	1.6%	4	3	0.3%	9	5	0.5%
	PARKS, ACTIVE(EX: ATHLETIC FIELDS, INCLUDING BASEBALL, SOFTBALL,& SOCCER)	23	17	11.7%	68	75	8.8%	91	93	9.2%
	PARKS, PASSIVE (EX: NATURE PRESERVES, HIKING TRAILS, ETC.)	14	11	7.2%	53	70	8.1%	67	81	8.0%
	RECREATION CENTER	20	14	9.3%	77	94	10.9%	97	108	10.7%
	RECYCLING DROP-OFF CENTER	2	1	0.8%	3	2	0.3%	5	4	0.4%
	RESPIRE CENTER									
	SENIOR CENTER	6	4	2.4%	12	8	0.9%	18	12	1.1%
	SHERIFF STATION	1	0	0.2%	7	14	1.6%	8	14	1.4%
	TEEN CENTER	5	2	1.5%	33	48	5.6%	38	50	5.0%
	OTHER	27	20	13.6%	71	83	9.6%	98	103	10.2%
Total		244	148	100.0%	767	861	100.0%	1011	1009	100.0%
Respondent's gender	Male	137	77	49.2%	423	458	48.7%	560	535	48.8%
	Female	124	79	50.8%	412	482	51.3%	536	561	51.2%
Total		261	156	100.0%	835	940	100.0%	1096	1096	100.0%
Do you consider yourself to be of Hispanic or Latino origin?	YES	11	7	4.6%	48	99	10.9%	59	106	10.0%
	NO	239	144	95.4%	766	816	89.1%	1005	960	90.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Total		250	151	100.0%	814	915	100.0%	1064	1066	100.0%
what category best describes you?	African American or Black	5	7	4.5%	45	61	6.8%	50	68	6.5%
	Asian	6	4	2.5%	65	126	13.9%	71	129	12.3%
	White or Caucasian	217	123	85.2%	633	592	65.5%	850	715	68.2%
	American Indian,Native American, or Alaskan Native	2	1	0.4%	7	14	1.5%	9	14	1.4%
	Hawaiian or other Pacific Islander	1	1	0.4%	6	18	1.9%	7	18	1.7%
	MULTI-RACIAL	5	2	1.5%	7	26	2.8%	12	28	2.6%
	OTHER [SPECIFY]	3	1	0.8%	9	22	2.5%	12	24	2.2%
	HISPANIC ONLY: PLEASE PROMPT (BELOW) BEFORE SELECTING THIS	5	7	4.8%	27	46	5.1%	32	53	5.0%
Total		244	144	100.0%	799	904	100.0%	1043	1049	100.0%
What is the highest level of education you completed?	Less than 9th grade	4	2	1.1%	5	5	0.6%	9	7	0.6%
	9th-12th, but did not finish high school	3	1	0.8%	9	12	1.2%	12	13	1.2%
	High school graduate or G.E.D.	35	29	19.2%	68	85	9.1%	103	114	10.5%
	Some college but no degree	29	18	12.2%	82	117	12.5%	111	136	12.5%
	2 year college degree/A.A./A.S.	20	8	5.6%	58	68	7.3%	78	77	7.0%
	4 year college degree/B.A./B.S.	71	41	27.3%	287	313	33.4%	358	354	32.6%
	Some graduate work	8	3	2.2%	32	23	2.4%	40	26	2.4%
	Completed Masters or professional degree	71	44	28.8%	246	279	29.8%	317	322	29.7%
	Advanced graduate work or Ph.D.	12	4	3.0%	40	34	3.7%	52	39	3.6%
Total		253	151	100.0%	827	936	100.0%	1080	1087	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Age of respondent (recoded)	18 to 24	14	12	8.7%	37	77	9.1%	51	88	9.0%
	25 to 34	15	12	8.7%	78	166	19.7%	93	178	18.2%
	35 to 64	148	91	67.3%	496	528	62.7%	644	619	63.3%
	65+	61	21	15.3%	139	71	8.5%	200	92	9.4%
Total		238	136	100.0%	750	842	100.0%	988	978	100.0%
the range that best describes your annual household income from all sources in 2010? That would be before taxes and other deductions	Less than 10 thousand? [\$0 -- \$9,999]	4	3	2.2%	6	13	1.8%	10	16	1.9%
	10 to 30 thousand? [\$10,000 -- \$29,999]	9	4	3.6%	28	39	5.2%	37	43	5.0%
	30 to 50 thousand? [\$30,000 -- \$49,999]	11	4	3.6%	54	71	9.5%	65	75	8.7%
	50 to 75 thousand? [\$50,000 -- \$74,999]	16	10	8.7%	63	60	8.1%	79	70	8.2%
	75 to 100 thousand? [\$75,000 -- \$99,999]	33	20	17.5%	80	102	13.8%	113	122	14.3%
	100 to 125 thousand? [\$100,000 -- \$124,999]	42	30	26.1%	84	96	12.9%	126	126	14.7%
	125 to 150 thousand? [\$125,000 -- \$149,999]	16	6	5.2%	88	98	13.2%	104	104	12.1%
	150 to 175 thousand? [\$150,000 -- \$174,999]	14	6	5.0%	70	84	11.3%	84	90	10.5%
	175 to 200 thousand? [\$175,000 -- \$199,999]	13	10	9.1%	40	42	5.7%	53	53	6.2%
	Over 200 thousand? [\$200,000 +]	38	22	18.9%	128	138	18.5%	166	159	18.6%
Total		196	114	100.0%	641	744	100.0%	837	858	100.0%

Appendix D: Results by Age

Cross-tabulation tables

Cross-tabulation tables count survey cases in categories defined by two variables simultaneously. For example, how many residents in the survey live in the rural area and use public transportation? How many live in the non-rural area and use public transportation? How many live in the rural area and don't use public transportation? How many live in the non-rural area and don't use public transportation? This would be a cross-tabulation table of use of public transportation and rural/non-rural status.

In appendices C through E, the survey questions are compared by three demographic variables: rural/non-rural status, age of the respondent and race/ethnicity of the respondent. In these tables, the percentages add up to 100 within each demographic category (that is, within each column of the table). A total percentage is also displayed. These cross-tabulation tables allow the reader to compare the responses of, for instance, Asian Americans to those of Whites.

In these cross-tabulation tables, "uN" indicates the number of residents who answered a particular way. This number can be used as an indication of how reliable the percentages are. If the unweighted total N for the question is small, it may not be wise to generalize the percentages to the larger population. The definition of "small" depends on the user's tolerance for error. Questions answered by fewer than 25 or 30 residents in total should not be generalized to the county population, and perhaps fewer than 50 cases would serve as a threshold for more conservative users.

The "wN" column indicates the weighted count of residents who answered a particular way.

The "w%" column indicates the weighted percentage of residents who answered a particular way, within categories displayed across the top of the table. This allows for comparisons across, for example, residents in the rural and non-rural areas of the county.

As in Appendix B, however, the cross-tabulation tables for the multiple response variables are more difficult to interpret. In Appendices C through F, for multiple response variables the statistics for the individual responses show the number of "votes" each response received and the percentage of residents who "voted" that way. Because residents can select more than one response, these percentages can total to more than 100. The total lines for multiple response items in Appendices C through F, however, will show the number of residents who responded and a total percent of 100.

Note that the total responses to questions may vary across cross-tabulation appendices because different numbers of respondents may have declined to provide information for the different cross-tabulation variables.

		Age of respondent (recoded)									Total		
		18 to 24			25 to 34			35 to 64			65+		
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%
Which of the following housing types do you live in?	Townhouse or duplex	11	24	27.0%	33	68	38.4%	120	119	19.3%	19	13	13.9%
	Single family home	35	55	62.3%	40	72	40.4%	484	443	71.5%	139	63	68.3%
	Apartment or condo	5	9	10.7%	20	38	21.2%	39	56	9.1%	40	16	17.1%
	Other (SPECIFY)							1	1	0.1%	2	1	0.7%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%
How long have you lived in Loudoun County? (recoded)	0-3 years	6	9	10.4%	30	49	27.8%	71	78	12.5%	33	21	22.8%
	4-10 years	11	17	19.0%	37	80	45.1%	242	267	43.0%	44	20	22.4%
	More than 10 years	34	62	70.6%	26	48	27.1%	331	275	44.4%	121	50	54.8%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	198	91	100.0%
Did you move to Loudoun County from somewhere else?	Yes	37	67	75.8%	81	155	87.1%	621	590	95.3%	183	86	93.4%
	No	14	21	24.2%	12	23	12.9%	23	29	4.7%	17	6	6.6%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%
In what city or county did you live before moving to Loudoun County?	Alexandria City, VA	2	2	2.3%	2	2	1.2%	14	9	1.5%	6	2	2.3%
	Arlington County, VA				3	6	4.0%	17	15	2.6%	5	2	1.9%
	Prince William County, VA (includes Manassas and Manassas Park)				4	8	5.5%	22	23	3.9%	2	1	0.9%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	11	19	28.5%	33	73	47.9%	246	236	40.4%	69	32	37.8%
	Frederick County, MD				1	1	0.8%	3	3	0.5%	3	1	1.1%
	Montgomery County, MD	1	2	3.3%	1	1	0.9%	21	20	3.4%	5	2	2.0%
	Washington, DC							4	3	0.5%	4	1	1.5%
	Other city or county in Metro DC area	1	1	2.0%	3	2	1.4%	37	26	4.5%	11	5	6.3%
	A city or county outside the Metro DC area	21	42	63.9%	32	58	38.2%	252	250	42.8%	77	40	46.1%
Total		36	66	100.0%	79	153	100.0%	616	585	100.0%	182	86	100.0%
What single factor influenced your decision to locate in Loudoun County?	Schools or community services	4	4	7.0%	7	11	6.9%	57	61	10.3%	4	2	2.4%
	Housing affordability	3	9	14.4%	21	47	30.2%	163	144	24.7%	35	15	18.0%
	Location of work site	10	20	32.8%	27	48	30.7%	196	196	33.4%	44	22	26.0%
	Taxes							11	8	1.3%	3	1	1.2%
	Quality of overall community				3	8	5.0%	28	34	5.8%	13	5	6.1%
	Family considerations	16	28	45.1%	19	35	22.6%	77	67	11.5%	52	26	30.4%
	Rural character/beauty	1	0	0.7%	2	2	1.5%	45	40	6.8%	15	8	9.9%
Total		34	62	100.0%	81	155	100.0%	615	585	100.0%	181	85	100.0%
How safe do you feel in your neighborhood	Very safe	35	58	65.8%	72	136	76.3%	441	397	64.2%	140	61	65.9%
	Safe	15	29	32.7%	21	42	23.7%	191	204	33.1%	58	31	33.5%
	Unsafe	1	1	1.5%				8	14	2.3%	2	1	0.7%
	Very unsafe							3	3	0.4%		3	0.3%
Total		51	88	100.0%	93	178	100.0%	643	618	100.0%	200	92	100.0%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Why do you feel unsafe?	Gangs							1	0	2.9%				1	0	2.6%
	Break-ins							4	7	41.2%				4	7	36.9%
	Street Crimes															
	Lack of street patrol							1	1	5.6%				1	1	5.0%
	Traffic issues															
	Car damage/theft							1	4	26.2%	1	0	45.3%	2	5	24.9%
	Crime is everywhere/not just here	1	1	100.0%										1	1	7.1%
	Just higher crime rate here							1	0	2.0%	1	0	54.7%	2	1	3.6%
	Youth crime															
	Drug crime	1	1	100.0%										1	1	7.1%
	Other							4	5	27.7%	1	0	54.7%	5	5	26.6%
Total		1	1	100.0%				11	17	100.0%	2	1	100.0%	14	19	100.0%
Including yourself, all adults and all children, how many people live in your household?	1	1	1	1.3%	4	6	3.2%	44	45	7.3%	63	29	31.9%	112	81	8.3%
	2	5	12	14.1%	25	48	27.2%	157	114	18.5%	112	47	50.5%	299	222	22.7%
	3	9	17	18.9%	19	40	22.5%	111	105	17.0%	16	7	7.2%	155	168	17.2%
	4	21	32	35.9%	30	58	32.6%	200	198	32.0%	7	8	8.7%	258	296	30.3%
	5	9	18	20.4%	14	21	12.1%	94	115	18.6%	2	2	1.6%	119	156	15.9%
	6	5	8	8.8%				30	33	5.3%				35	40	4.1%
	7	1	1	0.6%				7	9	1.4%				8	9	1.0%
	8				1	4	2.5%							1	4	0.4%
Total		51	88	100.0%	93	178	100.0%	643	618	100.0%	200	92	100.0%	987	977	100.0%
Is respondent employed...?	Full-Time	1	1	100.0%	62	112	62.9%	472	440	71.5%	25	19	20.2%	560	572	64.5%
	Part-Time				10	25	14.3%	64	71	11.6%	20	11	12.0%	94	108	12.1%
	Not Employed				20	40	22.6%	82	88	14.3%	39	16	17.1%	141	144	16.2%
	(Vol) Retired				1	0	0.2%	23	16	2.7%	114	46	50.6%	138	63	7.1%
Total		1	1	100.0%	93	178	100.0%	641	616	100.0%	198	92	100.0%	933	887	100.0%
In which of the following counties or cities is the respondent employed?	Loudoun County, VA	1	1	44.0%	28	46	33.5%	242	232	46.2%	23	13	45.0%	294	292	43.6%
	Fairfax County, VA (includes Fairfax and Falls Church cities)				25	51	37.3%	153	145	29.0%	11	12	41.1%	189	208	31.1%
	Washington, DC				6	9	6.5%	41	44	8.7%	4	1	4.0%	51	54	8.0%
	Arlington County, VA				4	14	10.1%	22	19	3.8%	3	2	6.1%	29	35	5.2%
	Alexandria City, VA				2	2	1.1%	5	3	0.7%				7	5	0.7%
	Prince William County, VA (includes Manassas)							6	11	2.1%				6	11	1.6%
	Frederick County, MD							4	3	0.6%				4	3	0.4%
	Montgomery County, MD				1	4	2.8%	13	11	2.2%	2	1	2.6%	16	16	2.3%
	Other city or county in Metro DC area	1	1	56.0%	2	5	3.5%	15	17	3.5%	1	0	1.2%	19	24	3.6%
	A city or county outside the Metro DC area				3	7	5.2%	21	16	3.2%				24	23	3.5%
Total		2	3	100.0%	71	136	100.0%	522	502	100.0%	44	29	100.0%	639	669	100.0%
In which of the following counties or cities is this person employed? (All employed persons)	Loudoun County, VA	36	69	81.2%	59	113	65.3%	464	448	76.9%	53	25	60.9%	612	655	74.3%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	11	20	23.0%	59	124	71.5%	313	307	52.7%	20	17	40.5%	403	467	53.0%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	Washington, DC	8	17	19.9%	8	17	9.8%	70	70	12.1%	5	2	5.7%	91	107	12.1%
	Arlington County, VA	4	3	3.7%	6	16	9.0%	33	35	6.1%	5	3	6.2%	48	57	6.4%
	Alexandria City, VA	1	1	1.3%	5	8	4.4%	9	5	0.9%				15	14	1.6%
	Prince William County, VA (includes Manassas)	1	2	2.6%	1	1	0.6%	8	12	2.1%	1	0	0.8%	11	16	1.8%
	Frederick County, MD							8	6	1.0%				8	6	0.6%
	Montgomery County, MD	3	6	7.0%	3	9	5.0%	19	17	3.0%	3	1	2.6%	28	33	3.7%
	Other city or county in Metro DC area	9	15	17.9%	7	10	5.7%	35	38	6.6%	6	4	9.9%	57	67	7.6%
	A city or county outside the Metro DC area	3	2	2.9%	4	9	5.0%	40	37	6.4%	3	2	5.5%	50	51	5.7%
Total		47	85	100.0%	89	174	100.0%	602	582	100.0%	69	41	100.0%	807	882	100.0%
How many members of your household telecommute or work full time in a business based in your home?	0	17	31	61.3%	28	47	68.1%	199	189	64.5%	19	8	64.0%	263	275	64.7%
	1	6	15	28.4%	8	18	26.5%	80	88	30.3%	6	3	27.6%	100	125	29.3%
	2				1	4	5.4%	19	14	4.9%	2	1	8.4%	22	19	4.5%
	3	2	5	10.3%				1	1	0.2%				3	6	1.4%
	6							1	0	0.1%				1	0	0.1%
Total		25	51	100.0%	37	69	100.0%	300	292	100.0%	27	12	100.0%	389	425	100.0%
Are you a federal employee?	YES				10	14	10.5%	80	74	14.5%	6	3	8.9%	96	91	13.4%
	NO	1	1	100.0%	61	121	89.5%	454	436	85.5%	39	27	91.1%	555	586	86.6%
Total		1	1	100.0%	71	136	100.0%	534	510	100.0%	45	30	100.0%	651	676	100.0%
Is any other member of your household a federal employee?	YES	4	9	11.7%	8	26	18.0%	54	54	12.4%	3	2	10.2%	69	92	13.4%
	NO	42	71	88.3%	64	119	82.0%	396	384	87.6%	46	20	89.8%	548	594	86.6%
Total		46	81	100.0%	72	145	100.0%	450	438	100.0%	49	22	100.0%	617	686	100.0%
How are federal expenditures for your own job security	Better				20	42	44.0%	184	170	45.4%	11	4	17.6%	215	217	43.7%
	Worse				3	4	4.0%	40	40	10.6%	8	10	41.4%	51	54	10.9%
	Don't matter	1	1	100.0%	29	50	52.0%	168	164	43.9%	16	10	41.1%	214	226	45.5%
Total		1	1	100.0%	52	96	100.0%	392	374	100.0%	35	25	100.0%	480	496	100.0%
Do you have access to the internet in your home?	Yes	49	87	98.2%	89	168	94.6%	623	596	96.2%	176	77	84.0%	937	928	94.9%
	No	2	2	1.8%	4	10	5.4%	21	24	3.8%	24	15	16.0%	51	49	5.1%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%	988	978	100.0%
How do you access the Internet?	Dial-up connection using a phone line and modem	1	1	1.3%				17	11	1.8%	14	4	6.2%	32	16	1.8%
	Comcast cable	11	12	14.1%	26	52	31.4%	120	114	19.7%	37	14	19.4%	194	191	21.3%
	DSL	1	0	0.5%	10	17	10.1%	59	53	9.2%	14	5	6.9%	84	75	8.3%
	Fiber (such as OpenBand or Verizon)	14	29	34.7%	29	50	30.3%	282	268	46.6%	65	35	49.1%	390	383	42.7%
	Satellite (such as DirecWay)	1	2	2.0%				25	12	2.0%	11	4	4.9%	37	17	1.9%
	Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)	23	47	55.3%	24	49	29.7%	117	128	22.3%	35	13	18.1%	199	237	26.4%
	Other							2	2	0.3%	2	1	0.9%	4	2	0.2%
Total		47	84	100.0%	87	165	100.0%	605	575	100.0%	166	72	100.0%	905	897	100.0%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
In which of the following ways do you receive information about Loudoun County programs and services?	Newspapers (Online or hard copy)	31	55	62.7%	54	98	54.9%	461	419	69.0%	169	77	84.1%	715	649	67.2%
	Radio	9	11	12.6%	14	20	11.0%	143	130	21.5%	38	20	21.9%	204	181	18.8%
	Television	9	14	15.8%	18	24	13.3%	167	154	25.4%	69	37	40.3%	263	229	23.7%
	County Website	16	23	25.9%	42	84	47.0%	283	266	43.8%	57	31	34.1%	398	403	41.8%
	Social Media (Facebook, Twitter, LinkedIn, YouTube)	11	11	12.7%	21	41	22.8%	124	116	19.1%	25	14	15.0%	181	182	18.8%
	Alert Loudoun (Subscription to receive county news and information)	13	27	30.1%	19	30	16.6%	213	205	33.8%	27	16	17.5%	272	277	28.8%
	Public Libraries	8	13	14.5%	13	21	12.0%	144	135	22.3%	47	23	24.8%	212	192	19.9%
	Parks and Recreation brochure	8	11	12.8%	23	33	18.4%	221	226	37.3%	48	22	24.1%	300	293	30.3%
	Public meetings	3	7	7.4%	4	4	2.2%	93	84	13.9%	30	15	16.6%	130	110	11.4%
	Word of mouth	22	33	37.1%	31	54	30.1%	248	225	37.1%	74	39	42.4%	375	350	36.3%
	Other	8	14	15.7%	11	20	11.5%	81	89	14.7%	24	10	10.6%	124	133	13.8%
Total		51	88	100.0%	93	178	100.0%	632	607	100.0%	199	92	100.0%	975	965	100.0%
In what newspapers do you get information about Loudoun County programs and services?	LOUDOUN TIMES-MIRROR	23	45	81.2%	38	74	75.3%	303	279	66.6%	88	44	57.4%	452	441	68.0%
	LEESBURG TODAY	8	13	22.8%	18	26	26.9%	201	176	42.0%	79	34	44.5%	306	249	38.4%
	WASHINGTON POST	9	12	22.6%	7	15	15.8%	132	121	28.8%	87	34	44.1%	235	183	28.1%
	PATCH.COM	1	1	0.9%	1	1	1.2%	3	4	0.9%	1	0	0.4%	6	5	0.8%
	BLUE RIDGE LEADER	2	2	2.9%	5	2	2.3%	18	9	2.0%	4	1	1.5%	29	14	2.1%
	CONNECTION							6	3	0.8%				6	3	0.5%
	PURCELLVILLE GAZETTE	4	3	5.1%	1	1	0.5%	53	33	7.8%	26	9	11.7%	84	45	6.9%
	Other	4	5	9.1%	6	8	7.8%	67	66	15.8%	23	11	14.8%	100	90	13.9%
Total		31	55	100.0%	54	98	100.0%	461	419	100.0%	169	77	100.0%	715	649	100.0%
How many of the school age children in your household attend public school?	0	3	3	8.4%	2	2	2.5%	38	45	12.4%	1	0	11.8%	44	49	10.7%
	1	12	21	60.0%	19	39	61.3%	113	108	30.1%	2	1	25.3%	146	169	36.6%
	2	6	8	23.9%	7	8	13.0%	134	137	38.1%	3	2	62.9%	150	155	33.7%
	3	2	2	6.3%	6	15	23.3%	47	56	15.6%				55	73	15.8%
	4	1	1	1.5%				10	14	3.8%				11	14	3.1%
Total		24	35	100.0%	34	63	100.0%	342	360	100.0%	6	3	100.0%	406	461	100.0%
In the past two years, have you used the public schools?	Have used	35	61	68.6%	36	63	35.7%	378	375	60.6%	33	22	23.5%	482	521	53.3%
	Have not used	16	28	31.4%	57	115	64.3%	266	244	39.4%	166	70	76.5%	505	456	46.7%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	199	92	100.0%	987	978	100.0%
How satisfied are you with: The Public Schools	Very satisfied	19	32	52.3%	25	44	68.7%	207	216	57.7%	22	13	59.6%	273	305	58.5%
	Satisfied	11	21	34.7%	10	19	29.5%	141	129	34.5%	8	7	31.4%	170	176	33.8%
	Dissatisfied	3	5	7.8%	1	1	1.8%	22	21	5.7%	2	2	7.3%	28	29	5.5%
	Very dissatisfied							6	8	2.0%				6	8	1.5%
	Have no opinion of the service	2	3	5.1%				1	0	0.1%	1	0	1.6%	4	4	0.8%
Total		35	61	100.0%	36	63	100.0%	377	375	100.0%	33	22	100.0%	481	521	100.0%

		Age of respondent (recoded)									Total		
		18 to 24			25 to 34			35 to 64			65+		
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%
Parks and Recreation	Have used	36	65	74.0%	68	130	73.0%	476	459	74.2%	106	50	54.5%
	Have not used	14	23	26.0%	25	48	27.0%	166	159	25.8%	94	42	45.5%
Total		50	88	100.0%	93	178	100.0%	642	618	100.0%	200	92	100.0%
How satisfied are you with: Parks and Recreation	Very satisfied	19	38	58.4%	43	75	57.6%	277	270	59.0%	64	29	59.1%
	Satisfied	17	27	41.6%	24	55	42.2%	181	162	35.4%	37	16	31.2%
	Dissatisfied							13	19	4.2%	3	4	8.9%
	Very dissatisfied				1	0	0.2%	2	1	0.3%			
	Have no opinion of the service							2	5	1.1%	1	0	0.8%
Total		36	65	100.0%	68	130	100.0%	475	458	100.0%	105	50	100.0%
The Public Libraries	Have used	41	74	84.1%	61	105	59.1%	482	453	73.3%	136	61	66.2%
	Have not used	9	14	15.9%	32	73	40.9%	160	165	26.7%	64	31	33.8%
Total		50	88	100.0%	93	178	100.0%	642	618	100.0%	200	92	100.0%
How satisfied are you with: The Public Libraries	Very satisfied	28	46	62.7%	46	84	79.5%	330	309	68.2%	107	47	76.5%
	Satisfied	10	23	31.0%	15	22	20.5%	139	129	28.6%	26	12	20.3%
	Dissatisfied	3	5	6.3%				10	13	2.9%	2	2	2.6%
	Have no opinion of the service							3	2	0.4%	1	0	0.6%
Total		41	74	100.0%	61	105	100.0%	482	453	100.0%	136	61	100.0%
Sheriff Station	Have used	15	27	30.7%	20	42	23.8%	163	155	25.0%	23	8	8.2%
	Have not used	36	61	69.3%	73	136	76.2%	481	465	75.0%	177	85	91.8%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%
How satisfied are you with: Sheriff Station	Very satisfied	6	9	31.7%	8	12	27.3%	87	79	51.2%	11	4	50.1%
	Satisfied	5	9	33.0%	12	31	72.7%	63	62	40.2%	9	3	39.1%
	Dissatisfied							4	3	2.0%	1	0	3.6%
	Very dissatisfied	2	4	15.7%				7	9	6.1%	1	0	3.6%
	Have no opinion of the service	2	5	19.6%				2	1	0.5%	1	0	3.6%
Total		15	27	100.0%	20	42	100.0%	163	155	100.0%	23	8	100.0%
Building and Development Services	Have used	3	3	3.8%	11	21	12.2%	104	85	14.1%	21	9	10.0%
	Have not used	47	84	96.2%	80	152	87.8%	531	518	85.9%	176	82	90.0%
Total		50	87	100.0%	91	173	100.0%	635	603	100.0%	197	91	100.0%
How satisfied are you with: Building and Development Services	Very satisfied	1	2	50.3%	5	8	35.6%	44	32	37.3%	9	3	35.0%
	Satisfied	2	2	49.7%	3	8	40.3%	44	40	46.6%	10	4	48.6%
	Dissatisfied				1	0	1.3%	8	9	10.2%	1	0	3.8%
	Very dissatisfied				2	5	22.8%	6	4	4.1%			
	Have no opinion of the service							2	1	1.8%	1	1	12.6%
Total		3	3	100.0%	11	21	100.0%	104	85	100.0%	21	9	100.0%
Fire, Rescue, and Emergency Management Services	Have used	6	6	6.9%	19	39	22.1%	118	115	18.6%	43	19	20.5%
	Have not used	45	82	93.1%	74	139	77.9%	526	504	81.4%	157	73	79.5%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%
How satisfied are you with: Fire, Rescue, and Emergency Management Services	Very satisfied	4	4	65.9%	16	33	84.7%	95	86	75.1%	40	17	91.1%
	Satisfied	2	2	34.1%	3	6	15.3%	18	23	20.3%	3	2	8.9%
	Dissatisfied							4	2	1.3%			
	Very dissatisfied							1	4	3.3%			

		Age of respondent (recoded)											Total			
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Total		6	6	100.0%	19	39	100.0%	118	115	100.0%	43	19	100.0%	186	179	100.0%
Mental Health, Substance Abuse Services, and Developmental Services	Have used	4	3	3.7%	6	15	8.6%	24	27	4.3%	4	1	1.5%	38	47	4.8%
	Have not used	47	85	96.3%	87	163	91.4%	619	592	95.7%	195	90	98.5%	948	930	95.2%
Total		51	88	100.0%	93	178	100.0%	643	619	100.0%	199	92	100.0%	986	977	100.0%
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	Very satisfied	2	2	50.9%	3	6	42.5%	12	11	39.9%	1	0	24.5%	18	19	41.0%
	Satisfied	2	2	49.1%	1	1	7.6%	6	7	26.4%	2	1	50.4%	11	11	22.5%
	Dissatisfied				1	4	25.9%	2	3	11.8%	1	0	25.2%	4	7	16.0%
	Very dissatisfied							4	6	21.9%				4	6	12.6%
	Have no opinion of the service				1	4	24.0%							1	4	7.8%
Total		4	3	100.0%	6	15	100.0%	24	27	100.0%	4	1	100.0%	38	47	100.0%
Family Services (affordable housing, counseling, financial assistance)	Have used	2	3	3.8%	5	12	6.6%	28	26	4.2%	10	5	5.9%	45	46	4.8%
	Have not used	49	85	96.2%	88	166	93.4%	613	589	95.8%	190	87	94.1%	940	927	95.2%
Total		51	88	100.0%	93	178	100.0%	641	614	100.0%	200	92	100.0%	985	973	100.0%
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	Very satisfied				2	5	41.4%	12	8	32.7%	4	2	42.8%	18	15	33.7%
	Satisfied	1	1	34.2%	2	5	45.0%	8	10	38.1%	3	1	26.6%	14	18	38.3%
	Dissatisfied				1	2	13.6%	5	4	15.0%	1	0	7.5%	7	6	12.7%
	Very dissatisfied							3	4	14.2%	1	1	23.0%	4	5	10.5%
	Have no opinion of the service	1	2	65.8%										1	2	4.8%
Total		2	3	100.0%	5	12	100.0%	28	26	100.0%	9	5	100.0%	44	46	100.0%
Health Services	Have used	14	24	28.0%	14	30	16.9%	62	62	10.2%	19	6	7.1%	109	123	12.8%
	Have not used	35	62	72.0%	78	147	83.1%	573	546	89.8%	178	85	92.9%	864	840	87.2%
Total		49	87	100.0%	92	177	100.0%	635	608	100.0%	197	91	100.0%	973	963	100.0%
How satisfied are you with: Health Services	Very satisfied	6	12	48.6%	11	21	71.0%	29	29	50.7%	9	3	44.8%	55	65	55.1%
	Satisfied	8	12	51.4%	3	9	29.0%	25	26	45.1%	8	3	44.8%	44	50	42.3%
	Dissatisfied							4	2	3.7%	1	0	5.3%	5	2	2.1%
	Very dissatisfied							1	0	0.5%	1	0	5.1%	2	1	0.5%
Total		14	24	100.0%	14	30	100.0%	59	57	100.0%	19	6	100.0%	106	117	100.0%
Animal Services	Have used	15	26	29.6%	15	29	16.2%	115	106	17.1%	26	9	9.8%	171	169	17.3%
	Have not used	36	62	70.4%	77	149	83.8%	528	513	82.9%	174	83	90.2%	815	807	82.7%
Total		51	88	100.0%	92	177	100.0%	643	619	100.0%	200	92	100.0%	986	977	100.0%
How satisfied are you with: Animal Services	Very satisfied	10	22	82.9%	9	17	57.7%	66	66	62.6%	13	5	54.6%	98	109	64.5%
	Satisfied	5	4	17.1%	4	8	27.4%	37	31	29.0%	10	3	35.5%	56	46	27.2%
	Dissatisfied				1	4	13.3%	6	4	4.2%	2	1	6.9%	9	9	5.2%
	Very dissatisfied							2	2	1.9%				2	2	1.2%
	Have no opinion of the service				1	0	1.5%	4	2	2.3%	1	0	3.0%	6	3	1.9%
Total		15	26	100.0%	15	29	100.0%	115	106	100.0%	26	9	100.0%	171	169	100.0%
Senior Services	Have used				1	4	2.5%	27	19	3.0%	49	21	22.3%	77	44	4.5%
	Have not used	51	88	100.0%	92	174	97.5%	617	601	97.0%	151	72	77.7%	911	934	95.5%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%	988	978	100.0%
How satisfied are you with: Senior Services	Very satisfied							15	11	61.2%	34	12	56.7%	49	23	53.0%
	Satisfied				1	4	100.0%	6	3	15.3%	10	7	34.8%	17	14	33.0%
	Dissatisfied							2	2	9.6%	2	1	3.3%	4	2	5.7%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	Very dissatisfied							1	1	3.9%				1	1	1.7%
	Have no opinion of the service							3	2	10.0%	3	1	5.2%	6	3	6.7%
Total					1	4	100.0%	27	19	100.0%	49	21	100.0%	77	44	100.0%
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	Strongly Agree	9	14	17.0%	16	41	24.9%	146	135	23.3%	52	25	30.2%	223	215	23.6%
	Somewhat Agree	29	52	62.6%	58	99	60.2%	351	344	59.3%	85	39	47.4%	523	534	58.7%
	Somewhat Disagree	8	16	19.1%	7	17	10.1%	68	59	10.2%	29	14	16.7%	112	105	11.6%
	Strongly Disagree	1	1	1.3%	4	8	4.8%	40	42	7.2%	13	5	5.6%	58	55	6.1%
Total		47	83	100.0%	85	165	100.0%	605	580	100.0%	179	82	100.0%	916	910	100.0%
What do you think is the single biggest problem facing Loudoun County? (Up to 2 answers accepted)	GROWTH/DEVELOPMENT (TOO MUCH, TOO FAST, NOT PLANNED WELL)	11	18	24.9%	16	28	19.0%	175	158	27.6%	39	15	18.7%	241	219	25.1%
	SCHOOLS (TOO CROWDED, NOT ENOUGH, NOT SAFE ENOUGH)	2	4	5.5%	4	7	4.5%	69	69	12.2%	15	9	10.7%	90	89	10.2%
	YOUTH ACTIVITIES (TOO FEW, GANG ...)							8	13	2.3%	2	1	0.8%	10	14	1.6%
	TAXES (TOO HIGH, TAX WRONG THINGS)	8	21	29.7%	14	25	16.7%	80	78	13.6%	37	13	16.3%	139	137	15.7%
	TRAFFIC/TRANSPORTATION (ROADS TOO CROWDED, LACK OF PUBLIC TRANS.)	12	22	30.5%	31	69	46.9%	222	220	38.5%	66	29	35.5%	331	340	39.0%
	INADEQUATE SERVICES (NOT ENOUGH, NOT RIGHT KIND)	3	5	6.8%				16	13	2.3%	10	7	8.9%	29	25	2.9%
	(GENERAL) GOVERNMENT	2	2	2.2%				19	15	2.6%	8	10	11.6%	29	26	3.0%
	ILLEGAL IMMIGRATION				2	2	1.2%	10	11	1.9%	3	1	1.3%	15	14	1.6%
	OTHER (PLEASE LIST)	3	1	1.8%	17	32	21.6%	67	59	10.4%	24	9	10.9%	111	101	11.6%
	COST OF LIVING OR HOUSING; NO JOBS (added code)	3	7	10.0%	2	2	1.6%	16	21	3.7%	3	1	1.1%	24	31	3.6%
	INCREASE OF CRIME; SAFETY ISSUES (added code)				1	1	0.9%	9	11	1.8%				10	12	1.4%
Total		39	71	100.0%	78	147	100.0%	596	571	100.0%	177	82	100.0%	890	871	100.0%
What single thing do you like best about Loudoun County? (Up to 2 answers accepted)	RURAL/OPEN/COUNTRY	9	11	12.2%	12	24	14.6%	144	118	20.4%	61	31	35.1%	226	183	20.0%
	PEOPLE/FRIENDLY/PERSONAL	6	11	12.7%	7	14	8.2%	59	58	10.1%	26	11	12.1%	98	93	10.2%
	LOCATION/PROXIMITY (TO SHOPPING, TO MAJOR CITY, ETC.)	14	28	31.8%	20	40	23.9%	109	95	16.5%	43	20	23.4%	186	183	19.9%
	NEIGHBORHOOD/COMMUNITY (SIZE, DESIGN, OFFERINGS)	6	9	10.6%	10	19	11.6%	99	102	17.7%	32	18	20.3%	147	149	16.2%
	BEAUTY/SCENIC VIEWS	6	11	12.1%	3	10	6.1%	49	37	6.4%	21	8	9.7%	79	66	7.2%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	SCHOOLS (QUALITY, SAFETY, ETC.)	5	6	7.1%	12	22	13.1%	79	81	14.0%	5	2	2.5%	101	111	12.1%
	SAFE/SAFETY (OF COUNTY, COMMUNITIES)	5	12	13.8%	7	13	8.0%	48	56	9.7%	10	4	4.7%	70	86	9.3%
	GOOD VALUE FOR THE TAX DOLLAR				1	1	0.7%	4	2	0.4%	1	0	0.3%	6	4	0.4%
	ENVIRONMENT/CLEANLI NESS	1	2	2.6%	10	19	11.2%	33	35	6.1%	11	5	5.7%	55	61	6.7%
	AFFORDABILITY	1	4	5.0%	3	6	3.7%	12	10	1.7%				16	20	2.2%
	OTHER (LIST BELOW)	4	7	7.8%	10	19	11.4%	61	61	10.5%	19	11	12.8%	94	98	10.6%
	JOB, WORK; ACCESS TO THRU ROAD SYSTEM (added code)				2	2	1.0%	6	7	1.1%	4	1	1.6%	12	10	1.0%
	SERVICES; AMENITIES; ACTIVITIES; PROGRAMS (added code)	1	4	4.2%	4	10	6.2%	21	21	3.7%	9	4	4.4%	35	39	4.2%
	QUALITY OF LIFE; QUIET; BALANCE OF URBAN/RURAL/SUBURB (added code)	1	1	1.3%	2	2	1.0%	12	13	2.2%	2	1	0.6%	17	16	1.8%
Total		50	87	100.0%	86	166	100.0%	609	578	100.0%	189	87	100.0%	934	918	100.0%
How would you rate the overall quality of life in Loudoun County?	Excellent	29	50	56.0%	40	81	45.5%	318	306	49.4%	99	40	43.7%	486	477	48.8%
	Good	21	37	41.5%	48	83	47.0%	280	259	41.9%	87	47	51.2%	436	427	43.7%
	Fair	1	2	2.4%	4	13	7.5%	42	47	7.5%	13	4	4.7%	60	66	6.8%
	Poor							4	7	1.2%	1	0	0.4%	5	8	0.8%
Total		51	88	100.0%	92	177	100.0%	644	619	100.0%	200	92	100.0%	987	977	100.0%
In ten years, do you see yourself living in	Your current residence	2	2	1.8%	36	71	41.9%	303	290	51.2%	121	63	76.9%	462	425	47.1%
	A different residence in Loudoun County	22	39	45.3%	34	60	35.4%	96	115	20.2%	18	7	8.4%	170	220	24.4%
	Outside Loudoun County	25	45	52.9%	19	38	22.6%	197	162	28.6%	32	12	14.6%	273	258	28.5%
Total		49	86	100.0%	89	168	100.0%	596	566	100.0%	171	82	100.0%	905	902	100.0%
What would be your reason for leaving? (Respondent can pick one)	RETIREMENT							52	37	22.8%	9	4	33.0%	61	41	15.8%
	LACK OF AGE-RESTRICTED HOUSING															
	LACK OF ASSISTED LIVING FACILITIES															
	LACK OF HOSPITAL AND EMERGENCY CARE SERVICES															
	LACK OF AFFORDABLE HOUSING				1	1	3.0%	7	6	3.4%	1	0	2.3%	9	7	2.7%
	COST OF LIVING	1	4	8.1%	5	9	23.4%	33	36	22.4%	3	1	11.1%	42	50	19.5%
	LOCAL TAXES				2	2	5.9%	22	18	11.2%	3	1	7.4%	27	21	8.2%
	LACK OF PUBLIC TRANSPORTATION							3	3	1.7%				3	3	1.0%
	LACK OF RECREATION AND ENTERTAINMENT	1	1	2.6%	1	2	5.7%	3	2	1.2%				5	5	2.1%
	OTHER (SPECIFY)	23	41	89.4%	10	24	62.0%	76	60	37.3%	16	6	46.3%	125	130	50.6%

		Age of respondent (recoded)											Total			
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Total		25	45	100.0%	19	38	100.0%	196	161	100.0%	32	12	100.0%	272	256	100.0%
Are there sufficient nighttime activities in Loudoun County for members of your household?	YES	27	53	59.8%	55	101	60.2%	396	362	61.8%	135	63	74.2%	613	578	62.5%
	NO	23	35	40.2%	26	53	31.5%	177	170	29.0%	27	11	13.4%	253	269	29.1%
	NO OPINION / DON'T CARE				7	14	8.3%	43	54	9.2%	28	11	12.4%	78	78	8.4%
Total		50	88	100.0%	88	168	100.0%	616	585	100.0%	190	85	100.0%	944	926	100.0%
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply)	FINE DINING	2	2	8.9%	2	6	11.8%	32	31	21.3%	4	1	13.7%	40	41	17.5%
	INTERNATIONAL DINING				2	7	13.3%	15	13	8.6%	2	1	7.2%	19	20	8.5%
	BARS & NIGHTCLUBS	15	23	83.3%	7	13	26.2%	24	30	20.3%	1	0	3.6%	47	66	28.4%
	LIVE ENTERTAINMENT AND MUSIC	5	8	29.5%	2	4	7.6%	44	44	30.0%	7	2	24.8%	58	58	25.0%
	SYMPHONY OR ORCHESTRA				2	3	5.1%	16	14	9.7%	5	2	25.2%	23	19	8.2%
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	2	3	10.8%	4	6	11.3%	32	38	25.7%	5	2	21.0%	43	48	20.7%
	MOVIE THEATERS	1	1	4.0%	3	5	10.8%	10	12	8.1%	3	1	13.0%	17	19	8.4%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	2	3	9.9%	9	23	47.2%	40	34	23.1%	10	4	45.9%	61	64	27.6%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	2	2	7.7%	5	8	16.0%	26	28	19.0%	2	1	10.3%	35	39	16.7%
	OR SOMETHING ELSE? (SPECIFY)	2	2	5.6%	1	4	8.9%	16	14	9.4%	4	1	14.1%	23	21	9.0%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	3	7	25.4%	5	7	13.6%	27	31	21.5%	3	2	19.9%	38	47	20.2%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	1	1	4.0%				4	2	1.6%				5	3	1.5%
Total		19	28	100.0%	24	49	100.0%	153	146	100.0%	22	10	100.0%	218	233	100.0%
How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?	Very important	18	41	46.3%	38	75	42.2%	246	262	42.8%	61	27	30.6%	363	405	41.9%
	Somewhat important	21	27	30.4%	33	54	30.1%	217	199	32.6%	65	38	43.1%	336	318	32.9%
	Not too important	8	14	16.0%	16	39	22.1%	124	114	18.6%	34	12	13.6%	182	179	18.5%
	Not important at all	4	6	7.3%	6	10	5.5%	52	37	6.0%	31	11	12.7%	93	64	6.7%
Total		51	88	100.0%	93	178	100.0%	639	611	100.0%	191	88	100.0%	974	966	100.0%
How important is it for the county to focus on improving or building roads in the next few years?	Very important	17	24	27.4%	54	105	60.1%	407	404	65.9%	105	45	51.2%	583	578	60.0%
	Somewhat important	23	46	52.0%	30	52	29.6%	154	135	22.1%	54	29	32.8%	261	262	27.2%
	Not too important	9	17	18.8%	5	15	8.6%	57	56	9.1%	16	6	6.6%	87	93	9.7%
	Not important at all	2	2	1.8%	3	3	1.6%	19	17	2.8%	15	8	9.5%	39	30	3.1%
Total		51	88	100.0%	92	174	100.0%	637	612	100.0%	190	88	100.0%	970	963	100.0%
How important is it for the county to focus on providing or improving	Very important	19	39	44.2%	35	84	47.4%	240	255	44.4%	77	35	41.7%	371	413	44.7%
	Somewhat important	21	34	38.3%	36	56	31.5%	210	190	33.2%	57	27	32.8%	324	308	33.3%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	Not too important	8	10	11.5%	8	11	6.4%	91	79	13.7%	19	12	14.0%	126	112	12.1%
	Not important at all	3	5	6.0%	13	26	14.6%	68	50	8.7%	28	10	11.5%	112	91	9.8%
Total		51	88	100.0%	92	178	100.0%	609	574	100.0%	181	84	100.0%	933	924	100.0%
How important is it for the county to focus on providing rail transit service in the next few years?	Very important	18	34	38.7%	47	98	54.9%	340	347	57.9%	103	52	59.5%	508	530	55.7%
	Somewhat important	14	22	24.7%	21	44	24.7%	144	135	22.5%	37	18	20.2%	216	218	22.9%
	Not too important	13	20	22.1%	13	17	9.4%	70	63	10.5%	16	7	7.7%	112	106	11.1%
	Not important at all	6	13	14.6%	12	19	10.9%	78	55	9.2%	32	11	12.6%	128	98	10.3%
Total		51	88	100.0%	93	178	100.0%	632	599	100.0%	188	87	100.0%	964	952	100.0%
How important is it for the county to focus on providing or improving local bus service in the next few years?	Very important	15	32	36.4%	32	78	44.8%	179	192	32.1%	62	24	29.7%	288	325	34.7%
	Somewhat important	18	28	31.7%	27	45	25.7%	224	218	36.5%	54	28	34.3%	323	318	33.9%
	Not too important	13	19	21.7%	17	25	14.5%	125	119	20.0%	31	14	17.1%	186	177	18.9%
	Not important at all	4	9	10.3%	13	26	15.0%	93	68	11.4%	33	15	18.9%	143	118	12.6%
Total		50	87	100.0%	89	174	100.0%	621	597	100.0%	180	81	100.0%	940	939	100.0%
Do you use public transportation	Yes	18	27	30.9%	22	51	28.6%	161	155	25.1%	33	16	16.9%	234	249	25.5%
	No	33	61	69.1%	71	127	71.4%	481	463	74.9%	167	77	83.1%	752	727	74.5%
Total		51	88	100.0%	93	178	100.0%	642	618	100.0%	200	92	100.0%	986	977	100.0%
What public transportation do you use? (Respondent can pick all that apply)	BUS	15	25	90.2%	18	40	78.0%	87	91	59.4%	26	12	80.3%	146	168	68.0%
	TRAIN	1	1	4.1%	1	1	2.2%	13	10	6.7%	2	1	6.7%	17	14	5.5%
	METRO	6	6	20.6%	12	31	60.3%	102	90	58.9%	16	8	48.3%	136	134	54.3%
	VAN POOL															
	Taxi/hired car/limo	1	1	4.1%				3	2	1.3%	1	0	2.2%	5	3	1.4%
	Government/nonprofit transportation service															
	Car pool/slugging															
	Other	2	5	19.0%	2	3	5.0%	8	8	5.3%	1	0	2.2%	13	16	6.5%
	Total	18	27	100.0%	22	51	100.0%	160	153	100.0%	33	16	100.0%	233	247	100.0%
Why don't you use public transportation? (Respondent can pick all that apply)	TAKES TOO MUCH TIME, TOO INEFFICIENT WITH TIME, WAIT TIME	1	1	1.8%	7	12	9.3%	84	66	14.3%	7	3	4.2%	99	82	11.4%
	DOESN'T GO WHERE I NEED IT TO GO	5	11	18.8%	21	37	29.0%	156	159	34.8%	21	8	10.1%	203	215	29.9%
	I HAVE TO GO TOO FAR FROM HOME TO GET TO IT	4	7	12.1%	12	24	19.2%	62	73	15.9%	35	20	26.8%	113	125	17.3%
	I NEED FLEXIBILITY TO LEAVE WORK FOR ERRANDS OR IN AN EMERGENCY	4	6	9.0%	5	9	6.9%	59	49	10.7%	15	8	11.2%	83	72	9.9%
	IT COSTS TOO MUCH	1	2	2.7%	1	1	1.0%	13	12	2.6%	1	4	5.0%	16	19	2.6%
	SAFETY ISSUES	1	1	1.8%				5	6	1.2%	5	2	2.3%	11	8	1.2%
	OTHER (SPECIFY)	1	0	0.7%	10	11	8.8%	46	45	9.8%	24	8	11.1%	81	65	9.0%
	HAVE A CAR (added code)	15	26	43.0%	12	28	22.0%	62	60	13.1%	42	20	27.2%	131	134	18.6%
	RETIRED/UNEMPLOYED /CARPOOL (added code)				6	8	6.2%	22	23	5.0%	20	8	10.8%	48	39	5.4%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	WORK FROM HOME/WORK IS TOO CLOSE TO HOME (added code)	1	4	6.3%	4	6	4.7%	25	18	4.0%				30	28	3.9%
	THERE IS NONE AVAILABLE/NO INFORMATION (added code)	1	4	6.0%	6	8	6.3%	28	31	6.8%	9	3	4.0%	44	46	6.4%
Total		33	61	100.0%	71	127	100.0%	474	458	100.0%	162	75	100.0%	740	721	100.0%
Are there types of County facilities that you would like to see more of throughout the county, or are there enough County facilities, in your opinion? (Respondent can pick all that apply)	THERE ARE ENOUGH	39	68	79.9%	63	113	67.3%	370	333	58.8%	124	59	70.8%	596	572	63.5%
	ANIMAL SHELTER	2	2	2.9%				3	3	0.5%	1	0	0.4%	6	5	0.6%
	COMMUNITY CENTER	1	1	1.6%	4	14	8.2%	15	15	2.6%	4	3	3.1%	24	32	3.6%
	DEVELOPMENTAL SERVICES RESIDENTIAL FACILITY							2	1	0.1%	1	0	0.3%	3	1	0.1%
	FIRE/RESCUE STATION				1	4	2.6%	3	2	0.4%				4	6	0.7%
	GOVERNMENT OFFICES							2	1	0.2%				2	1	0.1%
	HEALTH CLINIC							11	10	1.8%	2	1	0.9%	13	11	1.2%
	LIBRARY	3	6	7.4%	3	4	2.7%	17	12	2.1%	5	2	2.4%	28	25	2.7%
	MENTAL HEALTH RESIDENTIAL FACILITY				1	4	2.6%	1	0	0.1%	2	1	0.7%	4	5	0.6%
	PARK AND RIDE LOT							6	3	0.6%	2	1	1.2%	8	4	0.5%
	PARKS, ACTIVE(EX: ATHLETIC FIELDS, INCLUDING BASEBALL, SOFTBALL.& SOCCER)	2	2	2.2%	5	8	4.8%	73	71	12.6%	8	5	6.4%	88	86	9.6%
	PARKS, PASSIVE (EX: NATURE PRESERVES, HIKING TRAILS, ETC.)	2	3	4.0%	4	7	4.1%	45	58	10.3%	11	6	7.4%	62	75	8.3%
	RECREATION CENTER	4	4	4.9%	2	3	1.6%	73	85	15.0%	7	4	5.2%	86	96	10.6%
	RECYCLING DROP-OFF CENTER	1	1	0.6%				3	3	0.5%	1	0	0.4%	5	4	0.4%
	RESPIRE CENTER															
	SENIOR CENTER							10	8	1.4%	6	3	3.0%	16	10	1.1%
	SHERIFF STATION				3	7	4.4%	3	2	0.3%				6	9	1.0%
TEEN CENTER	1	1	1.6%	3	10	6.0%	25	35	6.2%	8	4	4.3%	37	50	5.5%	
OTHER	2	3	3.6%	6	14	8.2%	61	68	12.0%	20	9	10.6%	89	93	10.4%	
Total		50	85	100.0%	87	168	100.0%	600	566	100.0%	177	83	100.0%	914	901	100.0%
Respondent's gender	Male	33	51	57.5%	47	85	47.6%	335	296	47.8%	102	47	51.0%	517	478	48.9%
	Female	18	38	42.5%	46	93	52.4%	309	324	52.2%	98	45	49.0%	471	500	51.1%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%	988	978	100.0%
Do you consider yourself to be of Hispanic or Latino origin?	YES	4	5	5.5%	11	25	14.1%	38	68	11.0%	3	1	1.5%	56	98	10.2%
	NO	47	84	94.5%	79	150	85.9%	595	544	89.0%	193	89	98.5%	914	867	89.8%
Total		51	88	100.0%	90	175	100.0%	633	612	100.0%	196	91	100.0%	970	966	100.0%
what category best describes you?	African American or Black	1	1	1.5%	7	23	13.1%	31	34	5.6%	7	4	4.7%	46	62	6.5%
	Asian	5	12	13.7%	8	22	13.0%	40	63	10.5%	5	3	3.6%	58	101	10.6%
	White or Caucasian	38	62	70.1%	64	107	61.6%	503	410	68.3%	179	81	89.4%	784	659	69.3%

		Age of respondent (recoded)											Total			
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	American Indian,Native American, or Alaskan Native	2	5	5.8%				5	8	1.3%	1	0	0.3%	8	13	1.4%
	Hawaiian or other Pacific Islander				2	7	4.0%	3	6	1.0%	1	1	0.9%	6	14	1.4%
	MULTI-RACIAL				1	0	0.2%	10	27	4.5%	1	0	0.3%	12	28	2.9%
	OTHER [SPECIFY]	2	4	4.0%	1	0	0.2%	7	19	3.1%	1	1	0.8%	11	23	2.4%
	HISPANIC ONLY: PLEASE PROMPT (BELOW) BEFORE SELECTING THIS	3	4	4.9%	7	14	8.0%	21	34	5.6%				31	52	5.4%
Total		51	88	100.0%	90	174	100.0%	620	600	100.0%	195	90	100.0%	956	952	100.0%
What is the highest level of education you completed?	Less than 9th grade	1	0	0.5%	1	2	1.1%	5	4	0.7%	2	1	0.6%	9	7	0.7%
	9th-12th, but did not finish high school	3	5	5.3%				5	7	1.1%	4	1	1.5%	12	13	1.3%
	High school graduate or G.E.D.	14	17	19.8%	11	24	13.3%	49	54	8.8%	23	10	11.4%	97	106	10.9%
	Some college but no degree	18	30	33.8%	11	17	9.7%	50	60	9.8%	22	16	18.1%	101	124	12.7%
	2 year college degree/A.A./A.S.	4	10	11.0%	10	21	12.0%	42	34	5.5%	15	6	6.3%	71	71	7.2%
	4 year college degree/B.A./B.S.	7	15	17.3%	33	54	30.5%	237	235	38.0%	52	20	22.1%	329	324	33.3%
	Some graduate work				3	4	2.2%	25	17	2.7%	12	5	5.9%	40	26	2.7%
	Completed Masters or professional degree	4	11	12.3%	21	48	26.7%	200	188	30.5%	53	24	26.6%	278	271	27.8%
Advanced graduate work or Ph.D.				3	8	4.4%	27	18	2.9%	13	7	7.4%	43	33	3.4%	
Total		51	88	100.0%	93	178	100.0%	640	617	100.0%	196	91	100.0%	980	974	100.0%
Age of respondent (recoded)	18 to 24	51	88	100.0%										51	88	100.0%
	25 to 34				93	178	100.0%							93	178	100.0%
	35 to 64							644	619	100.0%				644	619	100.0%
	65+										200	92	100.0%	200	92	100.0%
Total		51	88	100.0%	93	178	100.0%	644	619	100.0%	200	92	100.0%	988	978	100.0%
the range that best describes your annual household income from all sources in 2010? That would be before taxes and other deductions	Less than 10 thousand? [\$0 -- \$9,999]				3	11	7.1%	4	3	0.7%	3	2	2.6%	10	16	2.0%
	10 to 30 thousand? [\$10,000 -- \$29,999]	4	8	11.2%	3	10	6.4%	12	18	3.7%	17	6	8.4%	36	42	5.3%
	30 to 50 thousand? [\$30,000 -- \$49,999]	3	2	3.2%	5	10	6.3%	32	46	9.2%	24	17	22.1%	64	74	9.4%
	50 to 75 thousand? [\$50,000 -- \$74,999]	4	8	11.9%	11	16	10.9%	32	32	6.5%	31	11	14.9%	78	68	8.6%
	75 to 100 thousand? [\$75,000 -- \$99,999]	6	19	28.2%	17	29	19.1%	54	50	10.1%	23	10	12.9%	100	108	13.6%
	100 to 125 thousand? [\$100,000 -- \$124,999]	10	15	21.2%	11	22	14.9%	76	70	14.1%	23	10	14.0%	120	117	14.8%
	125 to 150 thousand? [\$125,000 -- \$149,999]	4	9	12.8%	10	15	9.7%	75	62	12.6%	6	3	4.7%	95	89	11.3%

		Age of respondent (recoded)												Total		
		18 to 24			25 to 34			35 to 64			65+			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	150 to 175 thousand? [\$150,000 -- \$174,999]	2	2	2.4%	11	26	17.1%	59	52	10.5%	5	2	2.3%	77	81	10.3%
	175 to 200 thousand? [\$175,000 -- \$199,999]				2	5	3.2%	43	43	8.7%	6	3	3.4%	51	50	6.4%
	Over 200 thousand? [\$200,000 +]	2	6	9.0%	5	8	5.2%	131	120	24.1%	17	11	14.8%	155	145	18.3%
Total		35	68	100.0%	78	151	100.0%	518	497	100.0%	155	75	100.0%	786	791	100.0%

Appendix E:

Results by Race (Including Hispanic/Latino Ethnicity)

Cross-tabulation tables

Cross-tabulation tables count survey cases in categories defined by two variables simultaneously. For example, how many residents in the survey live in the rural area and use public transportation? How many live in the non-rural area and use public transportation? How many live in the rural area and don't use public transportation? How many live in the non-rural area and don't use public transportation? This would be a cross-tabulation table of use of public transportation and rural/non-rural status.

In appendices C through E, the survey questions are compared by three demographic variables: rural/non-rural status, age of the respondent and race/ethnicity of the respondent. In these tables, the percentages add up to 100 within each demographic category (that is, within each column of the table). A total percentage is also displayed. These cross-tabulation tables allow the reader to compare the responses of, for instance, Asian Americans to those of Whites.

In these cross-tabulation tables, "uN" indicates the number of residents who answered a particular way. This number can be used as an indication of how reliable the percentages are. If the unweighted total N for the question is small, it may not be wise to generalize the percentages to the larger population. The definition of "small" depends on the user's tolerance for error. Questions answered by fewer than 25 or 30 residents in total should not be generalized to the county population, and perhaps fewer than 50 cases would serve as a threshold for more conservative users.

The "wN" column indicates the weighted count of residents who answered a particular way.

The "w%" column indicates the weighted percentage of residents who answered a particular way, within categories displayed across the top of the table. This allows for comparisons across, for example, residents in the rural and non-rural areas of the county.

As in Appendix B, however, the cross-tabulation tables for the multiple response variables are more difficult to interpret. In Appendices C through F, for multiple response variables the statistics for the individual responses show the number of "votes" each response received and the percentage of residents who "voted" that way. Because residents can select more than one response, these percentages can total to more than 100. The total lines for multiple response items in Appendices C through F, however, will show the number of residents who responded and a total percent of 100.

Note that the total responses to questions may vary across cross-tabulation appendices because different numbers of respondents may have declined to provide information for the different cross-tabulation variables.

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Which of the following housing types do you live in?	Townhouse or duplex	13	20	31.0%	21	42	32.6%	139	142	20.3%	16	24	20.9%	8	11	25.9%	197	239	22.8%
	Single family home	25	30	46.2%	45	78	60.7%	620	506	72.3%	28	48	42.9%	17	24	57.1%	735	687	65.4%
	Apartment or condo	11	15	22.7%	5	9	6.8%	72	51	7.3%	18	41	36.2%	3	7	17.1%	109	123	11.7%
	Other (SPECIFY)							3	1	0.2%							3	1	0.1%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	62	113	100.0%	28	42	100.0%	1044	1050	100.0%
How long have you lived in Loudoun County? (recoded)	0-3 years	6	8	11.9%	11	18	13.6%	110	108	15.5%	14	21	18.8%	2	4	10.4%	143	159	15.2%
	4-10 years	15	18	28.0%	45	87	67.1%	253	231	33.1%	31	59	52.3%	7	19	45.1%	351	414	39.5%
	More than 10 years	28	39	60.1%	15	25	19.3%	468	359	51.4%	17	33	29.0%	19	19	44.5%	547	475	45.3%
Total		49	65	100.0%	71	129	100.0%	831	699	100.0%	62	113	100.0%	28	42	100.0%	1041	1049	100.0%
Did you move to Loudoun County from somewhere else?	Yes	38	44	66.9%	70	126	97.3%	785	657	93.9%	56	96	85.1%	27	42	99.4%	976	965	91.9%
	No	11	22	33.1%	1	3	2.7%	49	43	6.1%	6	17	14.9%	1	0	0.6%	68	85	8.1%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	62	113	100.0%	28	42	100.0%	1044	1050	100.0%
In what city or county did you live before moving to Loudoun County?	Alexandria City, VA	1	2	4.3%				21	12	1.8%	1	0	0.4%	1	0	0.6%	24	14	1.5%
	Arlington County, VA				2	2	2.0%	24	17	2.7%	1	4	4.5%				27	24	2.5%
	Prince William County, VA (includes Manassas and Manassas Park)	2	1	2.6%	2	3	2.5%	22	23	3.5%	3	6	6.6%				29	34	3.5%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	14	15	36.6%	36	65	51.3%	311	272	41.8%	22	39	40.3%	9	13	30.3%	392	403	42.2%
	Frederick County, MD							6	3	0.5%	1	2	1.8%				7	5	0.5%
	Montgomery County, MD	3	4	10.6%	3	5	3.8%	27	17	2.6%	1	4	3.9%	1	1	2.5%	35	31	3.2%
	Washington, DC	1	2	4.5%				6	2	0.3%							7	4	0.4%
	Other city or county in Metro DC area	5	6	14.6%				42	25	3.9%	1	1	0.7%	4	3	7.6%	52	35	3.7%
	A city or county outside the Metro DC area	11	11	26.8%	27	51	40.4%	316	279	42.9%	26	40	41.8%	12	25	59.0%	392	406	42.5%
Total		37	42	100.0%	70	126	100.0%	775	650	100.0%	56	96	100.0%	27	42	100.0%	965	956	100.0%
What single factor influenced your decision to locate in Loudoun County?	Schools or community services	3	5	10.8%	10	15	12.2%	54	50	7.7%	7	14	14.3%	4	3	6.7%	78	86	9.1%
	Housing affordability	9	9	20.3%	22	42	33.5%	191	154	23.9%	12	23	24.0%	4	8	19.4%	238	236	24.8%
	Location of work site	14	17	39.6%	19	33	26.1%	226	207	32.1%	16	24	24.9%	8	17	42.9%	283	298	31.3%
	Taxes							13	8	1.2%	1	1	0.6%				14	9	0.9%
	Quality of overall community	2	2	5.3%	2	7	5.2%	35	25	3.8%	5	13	13.3%	2	4	9.2%	46	50	5.3%
	Family considerations	8	8	18.4%	10	19	15.4%	141	120	18.6%	8	13	13.6%	4	3	8.6%	171	164	17.3%
	Rural character/beauty				1	2	1.5%	64	47	7.3%	5	3	3.6%	1	3	8.7%	71	56	5.9%
	Other (specify)	2	2	5.6%	6	8	6.0%	47	34	5.2%	2	5	5.7%	3	2	4.6%	60	51	5.4%
Total		38	44	100.0%	70	126	100.0%	771	645	100.0%	56	96	100.0%	26	40	100.0%	961	950	100.0%
How safe do you feel in your neighborhood	Very safe	32	45	68.5%	46	85	65.9%	580	478	68.3%	45	70	62.2%	15	20	47.8%	718	698	66.6%
	Safe	16	19	29.4%	24	43	33.3%	246	215	30.7%	12	34	29.7%	13	22	52.2%	311	333	31.7%
	Unsafe	1	1	2.0%	1	1	0.8%	6	6	0.9%	4	8	7.1%				12	16	1.6%
	Very unsafe							1	0	0.1%	1	1	1.1%				2	2	0.2%
Total		49	65	100.0%	71	129	100.0%	833	699	100.0%	62	113	100.0%	28	42	100.0%	1043	1049	100.0%
Why do you feel unsafe?	Gangs							1	0	7.4%							1	0	2.7%
	Break-ins							2	1	12.6%	3	7	71.1%				5	7	40.7%
	Street Crimes							1	1	8.5%							1	1	3.1%
	Lack of street patrol																		
	Traffic issues																		
	Car damage/theft							3	5	78.4%							3	5	28.6%
	Crime is everywhere/not just here	1	1	100.0%													1	1	7.3%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	Just higher crime rate here							2	1	10.1%							2	1	3.7%
	Youth crime																		
	Drug crime	1	1	100.0%													1	1	7.3%
	Other				1	1	100.0%	2	1	13.5%	2	3	28.9%				5	5	25.1%
Total		1	1	100.0%	1	1	100.0%	7	7	100.0%	5	9	100.0%				14	18	100.0%
Including yourself, all adults and all children, how many people live in your household?	1	11	11	17.2%	2	5	3.9%	104	69	9.9%	2	2	2.0%	4	4	9.3%	123	92	8.8%
	2	12	9	14.4%	10	12	9.5%	274	187	26.7%	12	19	16.9%	8	15	34.2%	316	242	23.1%
	3	9	13	19.5%	20	42	32.5%	117	98	14.0%	12	22	20.0%	7	10	23.6%	165	185	17.7%
	4	10	20	30.7%	27	43	33.7%	207	197	28.2%	19	41	36.7%	4	7	16.4%	267	309	29.4%
	5	5	6	9.9%	8	19	14.3%	96	111	15.9%	11	22	19.7%	5	7	16.5%	125	166	15.8%
	6				3	6	4.9%	29	29	4.2%	4	5	4.2%				36	41	3.9%
	7	1	1	1.6%	1	2	1.2%	5	6	0.9%	1	1	0.5%				8	9	0.9%
	8	1	4	6.7%				1	1	0.1%							2	5	0.5%
Total		49	65	100.0%	71	129	100.0%	833	699	100.0%	61	112	100.0%	28	42	100.0%	1042	1048	100.0%
Is respondent employed...?	Full-Time	27	38	58.5%	44	77	65.8%	461	404	64.1%	38	71	65.5%	14	23	65.6%	584	612	64.2%
	Part-Time	3	5	7.1%	7	17	14.5%	77	71	11.2%	9	19	17.5%	4	3	8.6%	100	114	12.0%
	Not Employed	10	16	25.0%	13	22	18.6%	116	94	14.9%	10	18	16.7%	3	5	13.6%	152	154	16.2%
	(Vol) Retired	8	6	9.4%	2	1	1.1%	133	62	9.8%	1	0	0.3%	4	4	12.3%	148	74	7.7%
Total		48	64	100.0%	66	117	100.0%	787	630	100.0%	58	108	100.0%	25	34	100.0%	984	954	100.0%
In which of the following counties or cities is the respondent employed?	Loudoun County, VA	14	18	42.7%	20	35	38.0%	244	214	45.4%	18	33	38.1%	12	14	54.3%	308	314	43.7%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	8	14	34.8%	12	22	23.9%	173	160	34.0%	11	22	25.0%	4	9	34.5%	208	227	31.7%
	Washington, DC	4	6	14.5%	3	4	4.0%	39	38	8.0%	3	9	10.4%				49	57	7.9%
	Arlington County, VA				7	14	15.6%	19	14	3.1%	3	7	8.0%	1	2	7.0%	30	38	5.2%
	Alexandria City, VA				1	1	1.0%	6	4	0.8%							7	5	0.7%
	Prince William County, VA (includes Manassas)				1	4	4.7%	3	1	0.2%	2	5	6.0%				6	11	1.5%
	Frederick County, MD							4	3	0.6%							4	3	0.4%
	Montgomery County, MD	1	1	1.4%	2	2	2.1%	11	12	2.6%	2	1	1.5%				16	16	2.3%
	Other city or county in Metro DC area				3	9	9.7%	14	11	2.4%	2	5	5.6%	1	1	4.2%	20	26	3.7%
	A city or county outside the Metro DC area	2	3	6.7%	1	1	1.0%	15	13	2.7%	3	5	5.3%				21	21	3.0%
Total		29	41	100.0%	50	93	100.0%	528	471	100.0%	44	86	100.0%	18	25	100.0%	669	717	100.0%
In which of the following counties or cities is this person employed? (All employed persons)	Loudoun County, VA	32	47	79.2%	43	79	64.2%	491	447	72.7%	45	81	75.3%	26	42	119.0%	637	696	74.1%
	Fairfax County, VA (includes Fairfax and Falls Church cities)	15	30	50.7%	30	59	48.4%	354	339	55.3%	26	54	50.1%	6	12	32.6%	431	494	52.6%
	Washington, DC	6	12	19.7%	6	8	6.9%	72	71	11.5%	6	16	15.2%	2	6	15.6%	92	113	12.0%
	Arlington County, VA				7	14	11.8%	33	32	5.3%	6	9	8.8%	1	2	5.0%	47	58	6.2%
	Alexandria City, VA				2	5	4.3%	12	9	1.4%				1	0	0.8%	15	14	1.5%
	Prince William County, VA (includes Manassas)				2	7	5.4%	6	3	0.6%	3	6	5.5%				11	16	1.7%
	Frederick County, MD							8	6	0.9%							8	6	0.6%
	Montgomery County, MD	1	1	0.9%	2	2	1.6%	24	30	4.9%	2	1	1.2%				29	34	3.6%
	Other city or county in Metro DC area	5	5	8.3%	8	16	13.4%	38	39	6.4%	2	5	4.5%	5	8	21.2%	58	73	7.7%
	A city or county outside the Metro DC area	5	7	12.6%	3	3	2.1%	38	32	5.2%	5	13	12.3%				51	55	5.9%
Total		40	59	100.0%	63	123	100.0%	663	614	100.0%	57	108	100.0%	23	36	100.0%	846	939	100.0%
How many members of your household	0	16	24	65.3%	18	34	62.2%	214	192	64.9%	14	22	52.0%	11	21	82.6%	273	292	64.4%
	1	7	10	27.5%	6	15	26.8%	82	84	28.5%	8	19	45.3%	3	4	17.4%	106	132	29.1%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	2	2	3	7.2%	6	6	11.0%	16	13	4.5%	1	1	2.7%				25	23	5.1%
	3							3	6	2.0%							3	6	1.3%
	6							1	0	0.1%							1	0	0.1%
Total		25	37	100.0%	30	54	100.0%	316	295	100.0%	23	41	100.0%	14	26	100.0%	408	454	100.0%
Are you a federal employee?	YES	8	11	26.2%	3	4	3.8%	81	66	14.0%	5	12	13.4%	2	2	5.9%	99	94	13.0%
	NO	22	31	73.8%	48	91	96.2%	454	407	86.0%	42	78	86.6%	16	24	94.1%	582	630	87.0%
Total		30	42	100.0%	51	94	100.0%	535	473	100.0%	47	90	100.0%	18	25	100.0%	681	724	100.0%
Is any other member of your household a federal employee?	YES	5	12	26.4%	5	5	5.1%	60	74	15.4%	4	8	10.5%				74	99	13.7%
	NO	24	33	73.6%	43	84	94.9%	446	408	84.6%	35	71	89.5%	17	28	100.0%	565	624	86.3%
Total		29	44	100.0%	48	89	100.0%	506	482	100.0%	39	80	100.0%	17	28	100.0%	639	723	100.0%
How are federal expenditures for your own job security	Better	8	11	45.3%	15	35	46.8%	180	154	43.8%	16	22	38.6%	4	8	36.8%	223	231	43.4%
	Worse				5	12	15.4%	46	37	10.4%	1	4	7.5%	2	5	20.7%	54	57	10.8%
	Don't matter	10	14	54.7%	16	28	37.7%	174	161	45.8%	17	31	53.9%	8	10	42.6%	225	244	45.8%
Total		18	25	100.0%	36	75	100.0%	400	352	100.0%	34	58	100.0%	14	23	100.0%	502	533	100.0%
Do you have access to the Internet in your home?	Yes	45	63	95.9%	71	129	100.0%	795	672	96.2%	49	90	79.8%	27	42	99.4%	987	997	95.0%
	No	4	3	4.1%				38	27	3.8%	13	23	20.2%	1	0	0.6%	56	53	5.0%
Total		49	65	100.0%	71	129	100.0%	833	699	100.0%	62	113	100.0%	28	42	100.0%	1043	1050	100.0%
How do you access the Internet?	Dial-up connection using a phone line and modem	3	2	2.6%	1	1	0.7%	28	12	1.8%				2	1	3.4%	34	16	1.6%
	Comcast cable	14	22	35.5%	12	29	23.3%	154	118	18.2%	11	21	24.0%	5	5	11.6%	196	194	20.2%
	DSL	3	6	9.3%	5	7	5.4%	69	55	8.5%	4	5	6.1%	3	2	3.9%	84	74	7.7%
	Fiber (such as OpenBand or Verizon)	15	19	31.7%	31	48	37.8%	340	304	47.2%	19	35	40.6%	8	18	43.1%	413	424	44.2%
	Satellite (such as DirecWay)				2	1	1.0%	33	15	2.3%	1	1	0.7%	2	1	1.3%	38	17	1.8%
	Wireless (such as Loudoun Broadband, SkyNet, Verolan or Loudoun Wireless)	9	13	20.9%	20	43	34.3%	171	162	25.2%	13	25	29.3%	5	15	36.7%	218	259	27.0%
	Other							4	2	0.3%	1	1	1.3%				5	3	0.3%
Total		44	61	100.0%	69	126	100.0%	763	645	100.0%	47	87	100.0%	25	41	100.0%	948	960	100.0%
In which of the following ways do you receive information about Loudoun County programs and services?	Newspapers (Online or hard copy)	35	46	72.1%	39	69	54.9%	622	489	70.4%	32	53	48.2%	19	28	67.1%	747	686	66.2%
	Radio	9	11	17.2%	13	24	19.0%	173	132	19.0%	9	16	15.0%	10	14	33.4%	214	197	19.1%
	Television	16	15	23.2%	16	27	21.7%	216	161	23.2%	18	27	25.0%	10	14	32.6%	276	245	23.6%
	County Website	19	27	42.3%	33	66	52.3%	341	294	42.4%	19	38	34.8%	10	12	27.5%	422	437	42.2%
	Social Media (Facebook, Twitter, LinkedIn, YouTube)	5	8	11.9%	13	26	21.0%	157	134	19.3%	9	21	19.4%	7	9	22.2%	191	199	19.2%
	Alert Loudoun (Subscription to receive county news and information)	11	17	26.9%	15	27	21.4%	234	210	30.2%	8	17	15.8%	11	23	53.5%	279	294	28.3%
	Public Libraries	7	8	12.8%	15	30	24.0%	183	135	19.5%	6	14	13.3%	10	15	36.1%	221	203	19.6%
	Parks and Recreation brochure	12	20	30.3%	15	31	24.5%	265	217	31.3%	13	27	24.6%	10	15	35.8%	315	310	29.9%
	Public meetings	5	8	12.3%	7	13	10.7%	115	82	11.9%	5	13	12.1%	4	3	7.3%	136	120	11.6%
	Word of mouth	18	25	39.3%	20	46	36.3%	325	257	37.0%	18	31	28.4%	8	11	26.1%	389	370	35.7%
	Other	7	11	17.5%	9	10	8.0%	100	87	12.6%	9	18	16.7%	4	11	27.1%	129	138	13.4%
Total		48	64	100.0%	68	126	100.0%	825	695	100.0%	61	109	100.0%	27	42	100.0%	1029	1036	100.0%
In what newspapers do you get information about Loudoun County programs and services?	LOUDOUN TIMES-MIRROR	24	37	78.9%	22	40	57.9%	396	333	68.0%	15	30	57.1%	11	16	56.6%	468	455	66.4%
	LEESBURG TODAY	10	13	28.2%	10	21	30.1%	271	195	40.0%	13	20	37.3%	10	10	36.9%	314	259	37.8%
	WASHINGTON POST	10	13	28.6%	9	13	18.9%	215	147	30.0%	6	6	12.2%	7	13	46.5%	247	193	28.1%
	PATCH.COM							7	6	1.2%							7	6	0.9%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	BLUE RIDGE LEADER							27	13	2.7%				2	1	1.9%	29	14	2.0%
	CONNECTION				2	4	6.3%	5	4	0.8%							7	8	1.2%
	PURCELLVILLE GAZETTE	1	1	1.3%	1	1	1.0%	77	42	8.6%	5	3	5.5%	1	0	1.0%	85	47	6.8%
	Other	3	2	4.0%	5	5	7.1%	90	77	15.7%	7	8	15.5%				105	92	13.4%
Total		35	46	100.0%	39	69	100.0%	622	489	100.0%	32	53	100.0%	19	28	100.0%	747	686	100.0%
How many of the school age children in your household attend public school?	0	2	2	11.2%	5	9	13.5%	33	32	10.7%	2	5	9.1%	2	2	15.6%	44	51	11.1%
	1	4	5	22.5%	20	32	45.3%	102	98	32.5%	11	25	47.7%	3	5	31.4%	140	164	35.7%
	2	3	4	17.1%	9	16	22.5%	125	113	37.3%	8	15	28.2%	5	8	53.0%	150	155	33.6%
	3	5	10	49.2%	3	9	12.5%	42	50	16.7%	6	7	14.0%				56	77	16.7%
	4				1	4	6.2%	8	8	2.8%	1	1	1.0%				10	13	2.9%
Total		14	21	100.0%	38	70	100.0%	310	302	100.0%	28	52	100.0%	10	15	100.0%	400	460	100.0%
In the past two years, have you used the public schools?	Have used	17	22	34.2%	44	83	63.9%	398	362	51.9%	35	73	64.4%	10	17	38.9%	504	557	53.1%
	Have not used	32	43	65.8%	27	47	36.1%	434	336	48.1%	27	40	35.6%	18	26	61.1%	538	492	46.9%
Total		49	65	100.0%	71	129	100.0%	832	699	100.0%	62	113	100.0%	28	42	100.0%	1042	1049	100.0%
How satisfied are you with: The Public Schools	Very satisfied	11	15	66.1%	18	30	36.2%	224	209	58.1%	24	46	63.2%	7	13	81.5%	284	313	56.5%
	Satisfied	3	3	11.8%	20	41	50.0%	144	131	36.2%	9	21	29.2%	2	1	3.3%	178	196	35.4%
	Dissatisfied	2	3	14.0%	3	6	6.7%	23	15	4.2%	1	4	5.0%	1	3	15.2%	30	30	5.4%
	Very dissatisfied	1	2	8.1%	2	5	5.6%	4	5	1.3%							7	11	2.0%
	Have no opinion of the service				1	1	1.4%	2	1	0.2%	1	2	2.6%				4	4	0.7%
Total		17	22	100.0%	44	83	100.0%	397	361	100.0%	35	73	100.0%	10	17	100.0%	503	555	100.0%
Parks and Recreation	Have used	29	44	66.9%	49	93	71.9%	597	522	74.8%	40	74	65.3%	15	25	59.6%	730	758	72.3%
	Have not used	20	22	33.1%	22	36	28.1%	234	176	25.2%	22	39	34.7%	13	17	40.4%	311	290	27.7%
Total		49	65	100.0%	71	129	100.0%	831	698	100.0%	62	113	100.0%	28	42	100.0%	1041	1048	100.0%
How satisfied are you with: Parks and Recreation	Very satisfied	15	23	52.5%	17	35	37.6%	358	320	61.3%	25	45	60.9%	7	14	54.8%	422	437	57.7%
	Satisfied	12	20	45.4%	31	55	58.7%	217	177	34.0%	13	20	27.3%	7	11	44.1%	280	283	37.3%
	Dissatisfied	1	0	0.9%	1	3	3.7%	18	23	4.3%	1	4	5.9%				21	31	4.1%
	Very dissatisfied							2	1	0.3%				1	0	1.1%	3	2	0.2%
	Have no opinion of the service	1	1	1.2%				1	0	0.1%	1	4	5.9%				3	5	0.7%
Total		29	44	100.0%	49	93	100.0%	596	522	100.0%	40	74	100.0%	15	25	100.0%	729	758	100.0%
The Public Libraries	Have used	33	49	75.0%	51	94	72.6%	627	519	74.2%	37	65	57.1%	18	27	64.4%	766	753	71.8%
	Have not used	16	16	25.0%	20	35	27.4%	205	180	25.8%	25	49	42.9%	9	15	35.6%	275	295	28.2%
Total		49	65	100.0%	71	129	100.0%	832	699	100.0%	62	113	100.0%	27	41	100.0%	1041	1048	100.0%
How satisfied are you with: The Public Libraries	Very satisfied	24	39	80.1%	29	54	57.5%	449	367	70.8%	26	45	70.0%	12	21	76.9%	540	526	69.9%
	Satisfied	7	7	14.7%	18	35	36.8%	161	137	26.4%	11	19	30.0%	5	4	16.2%	202	202	26.9%
	Dissatisfied	2	3	5.2%	3	4	4.6%	11	12	2.4%				1	2	6.9%	17	21	2.8%
	Have no opinion of the service				1	1	1.1%	4	2	0.4%							5	3	0.4%
Total		33	49	100.0%	51	94	100.0%	625	518	100.0%	37	65	100.0%	18	27	100.0%	764	752	100.0%
Sheriff Station	Have used	15	22	33.5%	10	19	14.9%	191	179	25.6%	12	25	22.5%	7	10	23.7%	235	256	24.4%
	Have not used	34	44	66.5%	61	110	85.1%	641	520	74.4%	50	88	77.5%	21	32	76.3%	807	793	75.6%
Total		49	65	100.0%	71	129	100.0%	832	699	100.0%	62	113	100.0%	28	42	100.0%	1042	1049	100.0%
How satisfied are you with: Sheriff Station	Very satisfied	6	9	42.9%	2	2	9.6%	102	89	49.9%	6	9	33.7%	5	7	72.3%	121	116	45.5%
	Satisfied	7	11	52.1%	8	17	90.4%	71	69	38.7%	5	13	51.4%	2	3	27.7%	93	114	44.6%
	Dissatisfied	1	1	2.5%				6	5	2.9%							7	6	2.3%
	Very dissatisfied							8	9	5.3%	1	4	14.9%				9	13	5.2%
	Have no opinion of the service	1	1	2.5%				4	6	3.3%							5	6	2.5%
Total		15	22	100.0%	10	19	100.0%	191	179	100.0%	12	25	100.0%	7	10	100.0%	235	256	100.0%
Building and Development Services	Have used	3	3	5.3%	8	13	10.0%	119	86	12.4%	9	17	16.2%	5	5	11.6%	144	124	12.0%
	Have not used	45	61	94.7%	63	116	90.0%	704	604	87.6%	51	87	83.8%	22	35	88.4%	885	904	88.0%
Total		48	65	100.0%	71	129	100.0%	823	689	100.0%	60	104	100.0%	27	40	100.0%	1029	1028	100.0%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
How satisfied are you with: Building and Development Services	Very satisfied	1	2	51.8%	1	2	11.9%	53	36	42.8%	3	3	18.1%	1	2	38.6%	59	44	36.2%
	Satisfied	1	1	18.4%	7	11	88.1%	47	33	38.9%	4	10	58.3%	3	3	55.5%	62	58	46.8%
	Dissatisfied							9	6	6.9%	1	4	22.1%	1	0	5.9%	11	10	8.0%
	Very dissatisfied							7	8	9.5%	1	0	1.6%				8	8	6.8%
	Have no opinion of the service	1	1	29.9%				2	2	1.9%							3	3	2.2%
Total		3	3	100.0%	8	13	100.0%	118	85	100.0%	9	17	100.0%	5	5	100.0%	143	123	100.0%
Fire, Rescue, and Emergency Management Services	Have used	14	18	27.0%	7	11	8.7%	176	142	20.2%	7	21	18.6%	4	3	7.3%	208	195	18.5%
	Have not used	35	48	73.0%	64	118	91.3%	658	558	79.8%	55	92	81.4%	24	39	92.7%	836	855	81.5%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	62	113	100.0%	28	42	100.0%	1044	1050	100.0%
How satisfied are you with: Fire, Rescue, and Emergency Management Services	Very satisfied	14	18	100.0%	4	4	33.1%	148	117	82.5%	5	13	61.2%	3	3	91.2%	174	154	79.1%
	Satisfied				3	7	66.9%	23	22	15.9%	1	4	20.8%	1	0	8.8%	28	35	17.8%
	Dissatisfied							5	2	1.6%							5	2	1.2%
	Very dissatisfied										1	4	18.0%				1	4	1.9%
Total		14	18	100.0%	7	11	100.0%	176	142	100.0%	7	21	100.0%	4	3	100.0%	208	195	100.0%
Mental Health, Substance Abuse Services, and Developmental Services	Have used	5	9	14.1%	3	6	4.7%	29	29	4.2%	2	2	1.8%	1	2	4.3%	40	49	4.6%
	Have not used	44	56	85.9%	67	122	95.3%	804	670	95.8%	60	111	98.2%	27	41	95.7%	1002	1000	95.4%
Total		49	65	100.0%	70	129	100.0%	833	699	100.0%	62	113	100.0%	28	42	100.0%	1042	1049	100.0%
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	Very satisfied	5	9	100.0%				10	6	20.6%	2	2	100.0%	1	2	100.0%	18	19	39.5%
	Satisfied				2	5	74.0%	11	9	31.5%							13	14	28.3%
	Dissatisfied				1	2	26.0%	4	6	22.0%							5	8	16.6%
	Very dissatisfied							3	4	13.4%							3	4	8.1%
	Have no opinion of the service							1	4	12.5%							1	4	7.5%
Total		5	9	100.0%	3	6	100.0%	29	29	100.0%	2	2	100.0%	1	2	100.0%	40	49	100.0%
Family Services (affordable housing, counseling, financial assistance)	Have used	7	10	15.7%	4	5	3.9%	35	31	4.4%	4	8	6.7%				50	53	5.1%
	Have not used	42	55	84.3%	64	120	96.1%	799	669	95.6%	57	104	93.3%	28	42	100.0%	990	991	94.9%
Total		49	65	100.0%	68	125	100.0%	834	700	100.0%	61	112	100.0%	28	42	100.0%	1040	1044	100.0%
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	Very satisfied	3	6	56.9%				12	6	21.3%	4	8	100.0%				19	20	37.4%
	Satisfied	1	1	5.3%	3	3	54.1%	12	16	52.7%							16	19	36.2%
	Dissatisfied	3	4	37.8%				6	3	10.1%							9	7	13.1%
	Very dissatisfied							4	5	15.9%							4	5	9.1%
	Have no opinion of the service				1	2	45.9%										1	2	4.2%
Total		7	10	100.0%	4	5	100.0%	34	30	100.0%	4	8	100.0%				49	53	100.0%
Health Services	Have used	6	10	16.2%	10	18	13.9%	82	69	10.0%	11	24	21.6%	6	12	29.9%	115	133	12.9%
	Have not used	41	51	83.8%	60	111	86.1%	740	620	90.0%	51	89	78.4%	21	29	70.1%	913	900	87.1%
Total		47	61	100.0%	70	128	100.0%	822	689	100.0%	62	113	100.0%	27	41	100.0%	1028	1033	100.0%
How satisfied are you with: Health Services	Very satisfied	5	5	55.6%	3	3	15.0%	39	36	53.6%	8	21	84.2%	2	5	60.8%	57	70	54.7%
	Satisfied	1	4	44.4%	7	15	85.0%	33	28	41.0%	3	4	15.8%	3	3	39.2%	47	54	42.5%
	Dissatisfied							6	3	4.5%							6	3	2.4%
	Very dissatisfied							2	1	0.9%							2	1	0.5%
Total		6	10	100.0%	10	18	100.0%	80	68	100.0%	11	24	100.0%	5	8	100.0%	112	128	100.0%
Animal Services	Have used	4	3	5.0%	6	9	7.2%	156	137	19.6%	11	22	19.6%	5	10	23.0%	182	181	17.3%
	Have not used	45	62	95.0%	65	120	92.8%	676	562	80.4%	51	91	80.4%	23	33	77.0%	860	868	82.7%
Total		49	65	100.0%	71	129	100.0%	832	699	100.0%	62	113	100.0%	28	42	100.0%	1042	1049	100.0%
How satisfied are you with: Animal Services	Very satisfied	3	3	82.9%	3	6	59.4%	88	84	61.2%	8	16	73.3%	3	9	94.4%	105	117	64.8%
	Satisfied	1	1	17.1%	2	2	24.2%	52	40	29.5%	3	6	26.7%	1	0	2.8%	59	49	27.2%
	Dissatisfied							9	9	6.7%				1	0	2.8%	10	9	5.2%
	Very dissatisfied				1	2	16.4%	1	0	0.4%							2	2	1.1%
	Have no opinion of the service							6	3	2.3%							6	3	1.7%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Total		4	3	100.0%	6	9	100.0%	156	137	100.0%	11	22	100.0%	5	10	100.0%	182	181	100.0%
Senior Services	Have used	6	5	7.2%	3	9	6.9%	77	43	6.1%	2	1	0.7%				88	57	5.5%
	Have not used	43	61	92.8%	68	120	93.1%	757	657	93.9%	60	112	99.3%	28	42	100.0%	956	993	94.5%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	62	113	100.0%	28	42	100.0%	1044	1050	100.0%
How satisfied are you with: Senior Services	Very satisfied	4	4	75.5%	1	4	40.6%	52	28	65.0%	1	1	67.6%				58	36	62.1%
	Satisfied	2	1	24.5%	1	4	49.1%	14	9	21.4%	1	0	32.4%				18	15	26.1%
	Dissatisfied							5	3	7.1%							5	3	5.3%
	Very dissatisfied							1	1	1.7%							1	1	1.3%
	Have no opinion of the service				1	1	10.3%	5	2	4.7%							6	3	5.1%
Total		6	5	100.0%	3	9	100.0%	77	43	100.0%	2	1	100.0%				88	57	100.0%
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	Strongly Agree	13	21	32.1%	17	25	20.6%	181	148	22.9%	18	29	28.5%	4	6	13.7%	233	229	23.4%
	Somewhat Agree	27	35	55.4%	39	72	58.7%	442	384	59.2%	29	53	51.4%	17	30	71.3%	554	574	58.6%
	Somewhat Disagree	2	1	1.9%	8	19	15.3%	102	80	12.4%	5	10	9.3%	4	6	14.2%	121	116	11.8%
	Strongly Disagree	5	7	10.6%	4	7	5.5%	47	36	5.6%	6	11	10.9%	1	0	0.8%	63	61	6.3%
Total		47	64	100.0%	68	122	100.0%	772	649	100.0%	58	103	100.0%	26	41	100.0%	971	980	100.0%
What do you think is the single biggest problem facing Loudoun County? (Up to 2 answers accepted)	GROWTH/DEVELOPMENT (TOO MUCH, TOO FAST, NOT PLANNED WELL)	8	14	22.6%	10	23	22.5%	228	179	27.4%	6	12	14.9%	2	4	10.1%	254	232	24.7%
	SCHOOLS (TOO CROWDED, NOT ENOUGH, NOT SAFE ENOUGH)	6	8	13.9%	9	15	14.2%	77	72	11.0%	5	7	9.3%	2	4	10.7%	99	107	11.4%
	YOUTH ACTIVITIES (TOO FEW, GANG ...)	1	2	2.9%	1	1	1.1%	7	5	0.8%	3	7	8.8%				12	15	1.6%
	TAXES (TOO HIGH, TAX WRONG THINGS)	8	8	13.6%	7	15	14.7%	116	96	14.7%	8	21	26.8%	2	1	3.3%	141	142	15.2%
	TRAFFIC/TRANSPORTATION (ROADS TOO CROWDED, LACK OF PUBLIC TRANS.)	19	27	44.2%	28	48	46.6%	280	245	37.5%	18	36	45.1%	7	15	35.8%	352	371	39.5%
	INADEQUATE SERVICES (NOT ENOUGH, NOT RIGHT KIND)	3	1	2.5%	1	1	0.7%	29	24	3.6%				2	3	8.0%	35	29	3.1%
	(GENERAL) GOVERNMENT				2	2	1.8%	27	21	3.2%	1	4	5.5%	1	0	0.7%	31	27	2.9%
	ILLEGAL IMMIGRATION							16	12	1.8%				1	4	8.8%	17	15	1.6%
	OTHER (PLEASE LIST)	6	8	13.5%	7	15	14.6%	92	71	10.9%	5	5	6.8%	4	4	8.8%	114	103	11.0%
	COST OF LIVING OR HOUSING; NO JOBS (added code)				1	2	2.1%	23	27	4.1%				3	6	14.0%	27	35	3.7%
	INCREASE OF CRIME; SAFETY ISSUES (added code)							10	11	1.7%							10	11	1.2%
Total		43	61	100.0%	57	104	100.0%	777	653	100.0%	41	79	100.0%	24	41	100.0%	942	938	100.0%
What single thing do you like best about Loudoun County? (Up to 2 answers accepted)	RURAL/OPEN/COUNTRY	7	8	13.1%	10	16	12.9%	219	166	25.1%	5	6	5.7%	5	8	19.8%	246	203	20.7%
	PEOPLE/FRIENDLY/PERSONAL	7	13	23.1%	4	5	4.2%	77	59	8.9%	8	10	9.1%	5	10	23.8%	101	97	9.8%
	LOCATION/PROXIMITY (TO SHOPPING, TO MAJOR CITY, ETC.)	10	12	20.0%	9	19	15.8%	169	147	22.2%	5	16	15.4%	4	8	19.9%	197	202	20.5%
	NEIGHBORHOOD/COMMUNITY (SIZE, DESIGN, OFFERINGS)	5	6	9.9%	11	15	12.6%	125	109	16.5%	9	21	19.7%	3	5	13.5%	153	156	15.8%
	BEAUTY/SCENIC VIEWS	4	7	12.2%	3	10	8.0%	71	48	7.3%	4	3	2.9%	4	5	12.5%	86	73	7.4%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	SCHOOLS (QUALITY, SAFETY, ETC.)	5	8	14.5%	11	20	16.5%	76	68	10.3%	8	13	12.2%	1	1	2.7%	101	110	11.2%
	SAFE/SAFETY (OF COUNTY, COMMUNITIES)	3	2	2.9%	12	26	21.8%	42	41	6.2%	10	17	16.6%	2	2	4.6%	69	88	8.9%
	GOOD VALUE FOR THE TAX DOLLAR							6	4	0.5%							6	4	0.4%
	ENVIRONMENT/CLEANLINESS	2	2	4.1%	12	20	16.4%	31	29	4.4%	9	15	14.2%	2	3	7.2%	56	69	7.0%
	AFFORDABILITY	1	1	1.0%	1	4	3.6%	12	13	2.0%	1	1	0.7%	1	2	4.5%	16	20	2.1%
	OTHER (LIST BELOW)	6	9	16.4%	7	9	7.1%	81	71	10.8%	6	16	15.5%	2	3	8.3%	102	109	11.1%
	JOB, WORK; ACCESS TO THRU ROAD SYSTEM (added code)	1	0	0.7%				10	9	1.4%				1	0	0.7%	12	10	1.0%
	SERVICES; AMENITIES; ACTIVITIES; PROGRAMS (added code)	2	5	8.5%	2	7	6.1%	31	25	3.8%	1	2	1.8%	1	0	0.7%	37	40	4.1%
	QUALITY OF LIFE; QUIET; BALANCE OF URBAN/RURAL/SUBURB (added code)							15	14	2.1%				2	2	5.3%	17	16	1.6%
Total		42	58	100.0%	66	121	100.0%	791	662	100.0%	58	105	100.0%	26	40	100.0%	983	985	100.0%
How would you rate the overall quality of life in Loudoun County?	Excellent	16	23	35.0%	30	53	41.2%	419	365	52.2%	29	38	34.0%	14	26	60.9%	508	506	48.2%
	Good	31	41	62.5%	34	62	48.2%	362	285	40.7%	24	59	52.1%	14	17	39.1%	465	464	44.2%
	Fair	1	1	1.0%	6	13	9.8%	47	43	6.1%	9	16	13.8%				63	71	6.8%
	Poor	1	1	1.6%	1	1	0.8%	5	7	1.0%							7	9	0.8%
Total		49	65	100.0%	71	129	100.0%	833	699	100.0%	62	113	100.0%	28	42	100.0%	1043	1050	100.0%
In ten years, do you see yourself living in	Your current residence	19	16	28.5%	33	60	49.1%	399	322	50.2%	19	38	37.9%	12	11	29.6%	482	447	46.7%
	A different residence in Loudoun County	14	28	48.1%	19	35	28.3%	119	118	18.4%	17	36	36.4%	6	11	27.6%	175	227	23.7%
	Outside Loudoun County	11	13	23.4%	13	28	22.7%	243	201	31.4%	17	26	25.7%	9	16	42.8%	293	284	29.7%
Total		44	58	100.0%	65	123	100.0%	761	641	100.0%	53	99	100.0%	27	38	100.0%	950	958	100.0%
What would be your reason for leaving? (Respondent can pick one)	RETIREMENT	2	1	8.3%	1	1	3.4%	58	42	20.9%	2	1	5.7%				63	45	16.1%
	LACK OF AGE-RESTRICTED HOUSING																		
	LACK OF ASSISTED LIVING FACILITIES																		
	LACK OF HOSPITAL AND EMERGENCY CARE SERVICES																		
	LACK OF AFFORDABLE HOUSING							9	7	3.7%				1	0	1.7%	10	8	2.7%
	COST OF LIVING	2	5	36.7%	1	1	2.3%	37	38	18.9%	1	1	5.4%	4	7	41.1%	45	52	18.3%
	LOCAL TAXES				2	5	17.1%	23	14	6.7%	2	5	21.5%				27	23	8.3%
	LACK OF PUBLIC TRANSPORTATION				1	3	12.4%	4	2	1.2%	2	4	16.6%				7	10	3.5%
	LACK OF RECREATION AND ENTERTAINMENT	1	1	7.6%	1	2	7.8%	4	3	1.4%							6	6	2.1%
	OTHER (SPECIFY)	6	6	47.5%	7	16	57.0%	108	95	47.1%	9	12	50.8%	4	9	57.3%	134	139	49.0%
	Total	11	13	100.0%	13	28	100.0%	243	201	100.0%	16	24	100.0%	9	16	100.0%	292	283	100.0%
Are there sufficient nighttime activities in Loudoun County for members of your household?	YES	25	34	53.6%	35	64	50.5%	559	472	70.1%	21	45	45.8%	15	18	48.9%	655	632	63.4%
	NO	15	23	36.6%	23	45	35.9%	189	151	22.4%	26	47	48.2%	9	16	43.4%	262	282	28.3%
	NO OPINION / DON'T CARE	6	6	9.8%	12	17	13.5%	57	51	7.6%	6	6	6.0%	2	3	7.7%	83	83	8.3%
Total		46	63	100.0%	70	126	100.0%	805	673	100.0%	53	98	100.0%	26	37	100.0%	1000	997	100.0%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply)	FINE DINING	2	5	21.8%	4	7	19.0%	35	27	20.4%	3	3	7.8%				44	42	17.4%
	INTERNATIONAL DINING	1	1	4.7%	2	5	14.7%	13	6	4.4%	4	8	19.4%				20	20	8.4%
	BARS & NIGHTCLUBS	3	4	17.1%	6	11	32.4%	34	38	28.3%	5	12	27.7%	2	6	62.9%	50	70	29.1%
	LIVE ENTERTAINMENT AND MUSIC	5	6	29.1%	3	7	19.0%	44	33	25.0%	5	8	19.7%	1	3	28.9%	58	57	23.7%
	SYMPHONY OR ORCHESTRA	1	2	8.6%	1	1	1.8%	20	14	10.4%	1	1	3.2%	1	1	8.4%	24	18	7.6%
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	2	4	16.7%	2	2	5.8%	34	30	22.4%	5	9	20.8%	1	3	28.9%	44	47	19.5%
	MOVIE THEATERS	1	2	8.1%	1	1	1.8%	9	9	6.6%	5	7	17.2%	1	3	28.9%	17	21	8.7%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	4	7	33.4%	7	16	45.5%	50	36	27.3%	5	9	20.7%	2	3	37.3%	68	72	29.7%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	2	5	22.4%	5	8	22.7%	24	17	12.8%	5	9	20.3%	1	2	20.0%	37	40	16.7%
	OR SOMETHING ELSE? (SPECIFY)	1	4	19.9%				18	12	9.3%	2	2	5.6%				21	19	7.9%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	3	5	21.1%				29	31	23.0%	4	11	25.9%	2	1	8.7%	38	47	19.5%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	1	1	2.5%				3	2	1.6%	1	1	1.9%				5	3	1.4%
Total		14	22	100.0%	18	35	100.0%	165	133	100.0%	23	43	100.0%	6	9	100.0%	226	242	100.0%
How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?	Very important	28	38	60.1%	36	63	48.8%	272	251	36.2%	37	65	59.7%	9	12	28.0%	382	429	41.3%
	Somewhat important	10	18	28.2%	22	38	29.2%	300	246	35.4%	17	28	26.0%	10	16	37.9%	359	346	33.3%
	Not too important	8	6	10.1%	12	28	21.8%	158	131	18.9%	6	13	11.9%	6	11	25.5%	190	190	18.3%
	Not important at all	2	1	1.6%	1	0	0.2%	91	65	9.4%	1	3	2.4%	3	4	8.6%	98	73	7.0%
Total		48	63	100.0%	71	129	100.0%	821	694	100.0%	61	109	100.0%	28	42	100.0%	1029	1037	100.0%
How important is it for the county to focus on improving or building roads in the next few years?	Very important	33	46	70.2%	47	77	59.5%	490	412	59.7%	40	76	67.9%	14	18	45.9%	624	628	60.7%
	Somewhat important	13	18	27.1%	15	28	21.9%	224	200	29.0%	13	18	16.4%	11	18	46.8%	276	282	27.3%
	Not too important	3	2	2.7%	8	23	17.8%	67	53	7.6%	6	13	11.5%	1	3	6.5%	85	93	9.0%
	Not important at all				1	1	0.7%	38	25	3.7%	2	5	4.2%	1	0	0.8%	42	31	3.0%
Total		49	65	100.0%	71	129	100.0%	819	690	100.0%	61	112	100.0%	27	39	100.0%	1027	1035	100.0%
How important is it for the county to focus on providing or improving commuter bus service in the next few years?	Very important	33	41	62.9%	48	91	70.8%	266	228	34.6%	37	76	73.5%	11	19	47.2%	395	454	45.6%
	Somewhat important	10	15	23.1%	17	26	20.4%	289	249	37.8%	14	21	20.8%	8	18	43.9%	338	329	33.1%
	Not too important	1	2	2.5%	4	10	8.1%	124	99	15.1%	7	5	5.2%	2	2	4.7%	138	119	11.9%
	Not important at all	4	7	11.5%	1	1	0.7%	107	83	12.6%	1	1	0.6%	3	2	4.2%	116	93	9.4%
Total		48	65	100.0%	70	129	100.0%	786	658	100.0%	59	103	100.0%	24	40	100.0%	987	995	100.0%
How important is it for the county to focus on providing rail transit service in the next few years?	Very important	32	41	62.6%	47	79	60.8%	409	351	51.3%	42	85	82.0%	12	17	40.5%	542	572	55.9%
	Somewhat important	9	17	25.6%	15	34	25.9%	181	153	22.4%	8	10	9.8%	8	16	36.8%	221	229	22.4%
	Not too important	3	4	6.0%	6	12	9.0%	102	84	12.3%	4	5	5.1%	4	6	14.1%	119	111	10.8%
	Not important at all	4	4	5.7%	3	6	4.3%	123	96	14.0%	4	3	3.2%	3	4	8.6%	137	112	10.9%
Total		48	65	100.0%	71	129	100.0%	815	684	100.0%	58	104	100.0%	27	42	100.0%	1019	1024	100.0%
How important is it for the county to focus on providing or improving local bus service in the next few years?	Very important	22	24	36.3%	40	78	60.0%	196	170	25.5%	36	64	59.1%	14	20	48.7%	308	355	35.2%
	Somewhat important	19	30	46.4%	21	35	27.3%	278	240	36.1%	15	26	24.3%	5	11	27.9%	338	343	34.0%
	Not too important	4	4	5.9%	7	11	8.2%	172	146	22.0%	8	13	12.0%	4	8	19.3%	195	182	18.0%
	Not important at all	4	8	11.5%	3	6	4.4%	140	109	16.4%	2	5	4.5%	3	2	4.1%	152	129	12.8%
Total		49	65	100.0%	71	129	100.0%	786	665	100.0%	61	109	100.0%	26	40	100.0%	993	1009	100.0%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Do you use public transportation	Yes	18	29	44.4%	18	36	28.0%	178	144	20.6%	25	53	47.1%	6	10	24.7%	245	273	26.0%
	No	31	36	55.6%	53	93	72.0%	654	555	79.4%	37	60	52.9%	22	32	75.3%	797	776	74.0%
Total		49	65	100.0%	71	129	100.0%	832	699	100.0%	62	113	100.0%	28	42	100.0%	1042	1049	100.0%
What public transportation do you use? (Respondent can pick all that apply)	BUS	10	13	44.8%	15	30	83.7%	100	82	58.3%	22	49	92.5%	5	7	65.9%	152	182	67.3%
	TRAIN	2	1	3.8%	2	4	12.1%	14	11	8.1%							18	17	6.3%
	METRO	12	25	85.6%	7	19	51.3%	113	92	65.2%	7	11	21.0%				139	147	54.3%
	VAN POOL																		
	Taxi/hired car/limo							4	3	1.8%	1	1	1.7%				5	3	1.3%
	Government/nonprofit transportation service																		
	Car pool/slugging																		
	Other							13	13	9.5%	1	0	0.5%	1	4	34.1%	15	17	6.4%
Total		18	29	100.0%	18	36	100.0%	177	141	100.0%	25	53	100.0%	6	10	100.0%	244	270	100.0%
Why don't you use public transportation? (Respondent can pick all that apply)	TAKES TOO MUCH TIME, TOO INEFFICIENT WITH TIME, WAIT TIME	1	1	1.8%	6	8	8.3%	91	61	11.1%	10	17	28.2%	1	2	5.7%	109	88	11.4%
	DOESN'T GO WHERE I NEED IT TO GO	5	6	15.5%	16	31	32.9%	171	154	28.1%	12	22	36.6%	9	12	38.2%	213	225	29.2%
	I HAVE TO GO TOO FAR FROM HOME TO GET TO IT	3	4	10.4%	13	22	23.7%	95	96	17.6%	5	8	13.9%	2	2	4.7%	118	132	17.2%
	I NEED FLEXIBILITY TO LEAVE WORK FOR ERRANDS OR IN AN EMERGENCY	7	4	11.0%	4	7	7.4%	67	50	9.2%	4	8	13.9%	3	7	21.2%	85	76	9.9%
	IT COSTS TOO MUCH	1	1	1.5%	2	3	2.8%	13	15	2.8%							16	18	2.4%
	SAFETY ISSUES							10	6	1.1%				1	3	8.1%	11	8	1.1%
	OTHER (SPECIFY)	2	1	3.6%	4	5	5.5%	79	56	10.3%	1	1	1.9%	1	4	13.6%	87	68	8.9%
	HAVE A CAR (added code)	10	15	40.0%	12	15	16.2%	106	104	19.0%	6	4	7.3%	3	6	19.3%	137	144	18.7%
	RETIRED/UNEMPLOYED /CARPOOL (added code)	3	4	10.7%	1	1	1.0%	48	39	7.2%							52	44	5.7%
	WORK FROM HOME/WORK IS TOO CLOSE TO HOME (added code)	1	1	1.5%	1	0	0.3%	31	30	5.5%				1	1	3.3%	34	32	4.1%
	THERE IS NONE AVAILABLE/NO INFORMATION (added code)	1	4	12.0%	7	14	15.5%	32	21	3.9%	3	6	10.1%	3	2	5.1%	46	48	6.2%
Total		31	36	100.0%	53	93	100.0%	641	548	100.0%	37	60	100.0%	22	32	100.0%	784	769	100.0%
Are there types of County facilities that you would like to see more of throughout the county, or are there enough County facilities, in your opinion? (Respondent can pick all that apply)	THERE ARE ENOUGH	26	37	58.8%	37	70	56.5%	516	429	66.1%	28	42	44.7%	21	38	94.8%	628	615	63.5%
	ANIMAL SHELTER							5	3	0.5%	1	2	2.1%				6	5	0.6%
	COMMUNITY CENTER	3	7	11.0%	5	12	9.6%	15	12	1.9%	2	4	4.3%				25	35	3.6%
	DEVELOPMENTAL SERVICES							4	2	0.3%							4	2	0.2%
	RESIDENTIAL FACILITY																		
	FIRE/RESCUE STATION				1	4	3.5%	3	2	0.3%							4	6	0.6%
	GOVERNMENT OFFICES							2	1	0.2%							2	1	0.1%
	HEALTH CLINIC	1	2	3.0%				8	5	0.8%	3	4	4.1%				12	11	1.1%
	LIBRARY	2	1	1.5%	2	3	2.3%	24	19	2.9%	3	8	8.0%				31	30	3.1%
	MENTAL HEALTH RESIDENTIAL FACILITY							4	5	0.8%							4	5	0.6%
	PARK AND RIDE LOT	1	1	0.9%	1	1	0.7%	5	2	0.3%	1	1	0.7%				8	4	0.4%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	PARKS, ACTIVE(EX: ATHLETIC FIELDS, INCLUDING BASEBALL, SOFTBALL, & SOCCER)	5	8	12.0%	8	15	12.0%	74	63	9.8%	2	5	5.3%				89	91	9.4%
	PARKS, PASSIVE (EX: NATURE PRESERVES, HIKING TRAILS, ETC.)	2	2	3.8%	4	11	9.0%	56	56	8.6%	4	10	10.7%				66	80	8.2%
	RECREATION CENTER	4	3	4.7%	10	22	18.0%	74	71	10.9%	4	8	9.0%	1	0	0.7%	93	105	10.8%
	RECYCLING DROP-OFF CENTER							5	4	0.6%							5	4	0.4%
	RESPIRE CENTER																		
	SENIOR CENTER	1	1	0.9%	1	2	1.3%	13	8	1.2%	1	1	0.9%	2	1	2.0%	18	12	1.2%
	SHERIFF STATION							4	9	1.4%	2	3	3.1%				6	12	1.2%
	TEEN CENTER	8	16	25.3%	2	6	5.0%	26	24	3.6%	1	4	4.7%	1	0	0.7%	38	50	5.2%
	OTHER	4	3	5.5%	11	17	13.9%	64	49	7.5%	10	25	26.7%	3	1	3.4%	92	96	9.9%
Total		45	63	100.0%	67	124	100.0%	774	649	100.0%	53	93	100.0%	26	40	100.0%	965	969	100.0%
Respondent's gender	Male	23	29	45.0%	46	84	64.6%	413	324	46.3%	35	60	52.7%	16	19	45.6%	533	516	49.1%
	Female	26	36	55.0%	25	46	35.4%	421	376	53.7%	27	53	47.3%	12	23	54.4%	511	534	50.9%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	62	113	100.0%	28	42	100.0%	1044	1050	100.0%
Do you consider yourself to be of Hispanic or Latino origin?	YES										59	106	94.1%				59	106	10.2%
	NO	49	65	100.0%	69	125	100.0%	831	699	100.0%	3	7	5.9%	27	42	100.0%	979	938	89.8%
Total		49	65	100.0%	69	125	100.0%	831	699	100.0%	62	113	100.0%	27	42	100.0%	1038	1044	100.0%
what category best describes you?	African American or Black	49	65	100.0%							1	2	2.0%				50	68	6.5%
	Asian				71	129	100.0%										71	129	12.3%
	White or Caucasian							834	700	100.0%	16	16	14.0%				850	715	68.2%
	American Indian, Native American, or Alaskan Native										1	2	1.6%	8	13	29.6%	9	14	1.4%
	Hawaiian or other Pacific Islander										3	13	11.7%	4	5	11.7%	7	18	1.7%
	MULTI-RACIAL										5	17	15.3%	7	11	25.1%	12	28	2.6%
	OTHER [SPECIFY]										3	9	8.3%	9	14	33.7%	12	24	2.2%
	HISPANIC ONLY: PLEASE PROMPT (BELOW) BEFORE SELECTING THIS										32	53	47.1%				32	53	5.0%
Total		49	65	100.0%	71	129	100.0%	834	700	100.0%	61	112	100.0%	28	42	100.0%	1043	1049	100.0%
What is the highest level of education you completed?	Less than 9th grade	1	1	0.8%				1	0	0.0%	6	6	5.2%	1	0	0.6%	9	7	0.7%
	9th-12th, but did not finish high school							7	6	0.9%	5	7	6.0%				12	13	1.2%
	High school graduate or G.E.D.	8	9	13.6%	4	7	5.1%	84	81	11.6%	4	12	10.5%	2	5	12.0%	102	113	10.8%
	Some college but no degree	8	10	15.0%	6	8	6.0%	82	86	12.3%	9	23	20.7%	2	5	10.9%	107	131	12.5%
	2 year college degree/A.A./A.S.	4	7	11.2%	2	5	4.1%	61	42	6.1%	8	16	13.9%	3	6	13.9%	78	77	7.3%
	4 year college degree/B.A./B.S.	13	16	24.2%	21	45	34.6%	282	233	33.4%	16	28	24.4%	16	22	51.0%	348	343	32.7%
	Some graduate work	1	2	2.8%	2	2	1.4%	33	20	2.8%	2	1	1.2%	2	1	3.0%	40	26	2.5%
	Completed Masters or professional degree	11	16	23.8%	31	57	44.4%	243	208	29.8%	12	21	18.2%	1	3	6.1%	298	304	29.0%
	Advanced graduate work or Ph.D.	3	6	8.5%	5	6	4.4%	37	23	3.2%				1	1	2.5%	46	35	3.3%
Total		49	65	100.0%	71	129	100.0%	830	698	100.0%	62	113	100.0%	28	42	100.0%	1040	1048	100.0%
Age of respondent (recoded)	18 to 24	1	1	2.2%	5	12	12.0%	38	62	9.6%	4	5	4.6%	3	8	19.9%	51	88	9.3%
	25 to 34	6	21	34.3%	8	22	22.3%	61	101	15.7%	12	26	24.7%	3	3	7.7%	90	174	18.2%

		Race and ethnicity combined (recoded)															Total		
		African American or Black			Asian			White or Caucasian			Hispanic			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
	35 to 64	31	34	56.4%	40	63	62.5%	494	404	62.5%	40	73	69.4%	16	28	67.4%	621	601	63.1%
	65+	7	4	7.1%	5	3	3.2%	176	79	12.2%	3	1	1.3%	4	2	5.1%	195	90	9.4%
Total		45	60	100.0%	58	101	100.0%	769	646	100.0%	59	105	100.0%	26	41	100.0%	957	953	100.0%
the range that best describes your annual household income from all sources in 2010? That would be before taxes and other deductions	Less than 10 thousand? [\$0 -- \$9,999]	2	5	12.0%				2	1	0.2%	5	9	9.3%				9	15	1.8%
	10 to 30 thousand? [\$10,000 -- \$29,999]	1	2	4.4%	3	5	4.6%	24	21	3.8%	7	12	12.8%	1	0	1.0%	36	41	4.9%
	30 to 50 thousand? [\$30,000 -- \$49,999]	7	4	10.0%	5	9	8.1%	40	34	6.0%	9	24	24.1%	3	4	13.7%	64	74	8.8%
	50 to 75 thousand? [\$50,000 -- \$74,999]	1	2	3.8%	5	6	5.3%	65	48	8.6%	5	9	8.8%	2	5	20.4%	78	70	8.3%
	75 to 100 thousand? [\$75,000 -- \$99,999]	5	5	11.9%	2	1	0.8%	93	89	16.0%	9	19	19.7%	4	8	29.1%	113	122	14.5%
	100 to 125 thousand? [\$100,000 -- \$124,999]	6	10	23.1%	13	23	19.6%	102	90	16.0%	1	1	0.5%	2	1	3.0%	124	124	14.7%
	125 to 150 thousand? [\$125,000 -- \$149,999]	2	2	5.5%	13	25	21.6%	80	67	12.0%	3	3	3.6%	2	2	7.6%	100	100	11.9%
	150 to 175 thousand? [\$150,000 -- \$174,999]	6	7	16.6%	9	25	22.1%	63	50	9.0%	3	6	5.7%	1	0	1.0%	82	88	10.5%
	175 to 200 thousand? [\$175,000 -- \$199,999]	1	2	4.2%	4	8	6.8%	42	38	6.8%	4	4	4.0%				51	52	6.1%
	Over 200 thousand? [\$200,000 +]	4	4	8.3%	7	13	11.2%	139	121	21.6%	5	11	11.5%	4	6	24.3%	159	155	18.4%
	Total	35	43	100.0%	61	115	100.0%	650	560	100.0%	51	98	100.0%	19	27	100.0%	816	842	100.0%

Appendix F: Additional Cross-Tabulation Tables

Cross-tabulation tables

Cross-tabulation tables count survey cases in categories defined by two variables simultaneously. For example, how many residents in the survey live in the rural area and use public transportation? How many live in the non-rural area and use public transportation? How many live in the rural area and don't use public transportation? How many live in the non-rural area and don't use public transportation? This would be a cross-tabulation table of use of public transportation and rural/non-rural status.

In these cross-tabulation tables, “uN” indicates the number of residents who answered a particular way. This number can be used as an indication of how reliable the percentages are. If the unweighted total N for the question is small, it may not be wise to generalize the percentages to the larger population. The definition of “small” depends on the user's tolerance for error. Questions answered by fewer than 25 or 30 residents in total should not be generalized to the county population, and perhaps fewer than 50 cases would serve as a threshold for more conservative users.

The “wN” column indicates the weighted count of residents who answered a particular way.

The “w%” column indicates the weighted percentage of residents who answered a particular way, within categories displayed across the top of the table. This allows for comparisons across, for example, residents in the rural and non-rural areas of the county.

As in Appendix B, however, the cross-tabulation tables for the multiple response variables are more difficult to interpret. In Appendices C through F, for multiple response variables the statistics for the individual responses show the number of “votes” each response received and the percentage of residents who “voted” that way. Because residents can select more than one response, these percentages can total to more than 100. The total lines for multiple response items in Appendices C through F, however, will show the number of residents who responded and a total percent of 100.

Note that the total responses to questions may vary across cross-tabulation appendices because different numbers of respondents may have declined to provide information for the different cross-tabulation variables.

		Age															Total		
		18 to 34			35 to 44			45 to 54			55 to 64			65 or older			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Are there sufficient nighttime activities in Loudoun County for members of your household?	YES	82	153	60.0%	117	139	57.2%	164	146	66.6%	115	77	62.7%	135	63	74.2%	613	578	62.5%
	NO	49	88	34.5%	55	77	31.4%	82	65	29.8%	40	28	22.6%	27	11	13.4%	253	269	29.1%
	NO OPINION / DON'T CARE	7	14	5.5%	15	28	11.4%	11	8	3.6%	17	18	14.7%	28	11	12.4%	78	78	8.4%
Total		138	256	100.0%	187	244	100.0%	257	219	100.0%	172	123	100.0%	190	85	100.0%	944	926	100.0%
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply)	FINE DINING	4	8	10.7%	10	12	19.8%	15	14	23.0%	7	5	21.1%	4	1	13.7%	40	41	17.5%
	INTERNATIONAL DINING	2	7	8.5%	5	5	7.6%	5	6	10.4%	5	2	6.6%	2	1	7.2%	19	20	8.5%
	BARS & NIGHTCLUBS	22	36	46.9%	8	13	20.8%	12	12	20.3%	4	4	18.9%	1	0	3.6%	47	66	28.4%
	LIVE ENTERTAINMENT AND MUSIC	7	12	15.5%	9	13	21.0%	23	20	33.2%	12	11	45.1%	7	2	24.8%	58	58	25.0%
	SYMPHONY OR ORCHESTRA	2	3	3.3%	4	4	6.3%	6	5	8.3%	6	5	22.2%	5	2	25.2%	23	19	8.2%
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	6	9	11.1%	9	17	27.6%	14	12	19.3%	9	9	37.4%	5	2	21.0%	43	48	20.7%
	MOVIE THEATERS	4	6	8.3%	4	5	8.3%	5	6	10.1%	1	1	2.4%	3	1	13.0%	17	19	8.4%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	11	26	33.7%	6	11	17.8%	25	19	31.6%	9	4	15.1%	10	4	45.9%	61	64	27.6%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	7	10	13.0%	9	14	22.2%	12	9	14.3%	5	5	23.0%	2	1	10.3%	35	39	16.7%
	OR SOMETHING ELSE? (SPECIFY)	3	6	7.7%	8	9	14.9%	4	3	4.8%	4	2	6.9%	4	1	14.1%	23	21	9.0%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	8	14	17.9%	6	10	15.8%	16	16	26.7%	5	5	22.7%	3	2	19.9%	38	47	20.2%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	1	1	1.5%				3	2	3.0%	1	0	2.1%				5	3	1.5%
Total		43	77	100.0%	44	62	100.0%	73	61	100.0%	36	24	100.0%	22	10	100.0%	218	233	100.0%

		Whether children are present in the household						Total		
		No children			Children			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
Are there sufficient nighttime activities in Loudoun County for members of your household?	YES	394	334	65.3%	292	327	61.6%	686	661	63.4%
	NO	144	134	26.2%	130	160	30.1%	274	294	28.2%
	NO OPINION / DON'T CARE	56	43	8.5%	33	44	8.3%	89	87	8.4%
Total		594	511	100.0%	455	531	100.0%	1049	1042	100.0%
What nighttime activity is missing in Loudoun County? (Respondent can pick all that apply)	FINE DINING	26	22	19.1%	21	24	17.1%	47	46	18.0%
	INTERNATIONAL DINING	10	6	5.0%	10	15	10.6%	20	20	8.1%
	BARS & NIGHTCLUBS	32	41	36.2%	19	31	22.3%	51	72	28.6%
	LIVE ENTERTAINMENT AND MUSIC	35	29	25.0%	26	32	23.1%	61	60	23.9%
	SYMPHONY OR ORCHESTRA	20	16	13.7%	5	5	3.3%	25	20	8.0%
	LIVE THEATER SUCH AS PLAYS AND MUSICALS	26	27	23.9%	20	23	16.7%	46	50	20.0%
	MOVIE THEATERS	12	14	12.2%	6	8	5.9%	18	22	8.8%
	DOWNTOWN EVENTS SUCH AS ART GALLERIES, CONCERTS, SPECIAL EVENTS	39	30	26.2%	29	42	30.3%	68	72	28.5%
	SPORTING EVENTS; RECREATIONAL ACTIVITIES; PARKS	16	11	9.4%	21	30	21.5%	37	40	16.0%
	OR SOMETHING ELSE? (SPECIFY)	11	6	5.4%	13	16	11.2%	24	22	8.6%
	CHILD, YOUTH, FAMILY ACTIVITIES, PROGRAMS (added code)	9	12	10.3%	30	36	25.9%	39	48	18.8%
	THINGS HERE NEED TO STAY OPEN LATER (added code)	5	5	4.7%	1	0	0.4%	6	6	2.3%
Total		125	115	100.0%	111	138	100.0%	236	253	100.0%

		In which of the following counties or cities is the responding resident employed? (recoded)											Total			
		Loudoun County, VA			Fairfax County, VA			DC/Alexandria/Arlington			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
How important is it for the county to focus on improving pedestrian walkways and bikeways in the next few years?	Very important	130	150	46.0%	71	79	33.5%	35	32	30.1%	24	34	41.8%	260	295	39.4%
	Somewhat important	102	98	30.0%	90	99	41.7%	35	50	47.2%	29	24	30.0%	256	271	36.1%
	Not too important	58	54	16.5%	41	43	18.2%	20	23	21.5%	13	18	22.7%	132	138	18.4%
	Not important at all	29	24	7.5%	17	16	6.6%	3	1	1.2%	7	4	5.5%	56	46	6.1%
Total		319	326	100.0%	219	237	100.0%	93	105	100.0%	73	81	100.0%	704	749	100.0%
How important is it for the county to focus on improving or building roads in the next few years?	Very important	194	203	62.9%	140	147	62.2%	66	80	76.0%	45	49	60.3%	445	480	64.3%
	Somewhat important	80	85	26.4%	58	63	26.6%	21	21	20.1%	19	18	22.7%	178	188	25.2%
	Not too important	27	22	6.7%	17	21	8.8%	3	2	1.9%	5	10	12.6%	52	55	7.3%
	Not important at all	13	13	4.0%	4	6	2.4%	3	2	1.9%	4	4	4.4%	24	24	3.2%
Total		314	323	100.0%	219	237	100.0%	93	105	100.0%	73	81	100.0%	699	746	100.0%
How important is it for the county to focus on providing or improving commuter bus service in the next few years?	Very important	123	146	46.1%	73	98	43.6%	53	64	61.3%	18	25	33.8%	267	333	46.3%
	Somewhat important	106	97	30.4%	79	77	34.3%	25	28	26.7%	27	27	37.4%	237	229	31.8%
	Not too important	44	46	14.5%	31	21	9.4%	8	9	8.4%	11	9	12.6%	94	85	11.8%
	Not important at all	33	28	8.9%	28	28	12.7%	6	4	3.6%	12	12	16.2%	79	72	10.1%
Total		306	318	100.0%	211	224	100.0%	92	105	100.0%	68	73	100.0%	677	720	100.0%
How important is it for the county to focus on providing rail transit service in the next few years?	Very important	171	178	54.3%	111	132	58.5%	58	72	67.4%	37	35	46.4%	377	417	56.7%
	Somewhat important	68	71	21.6%	47	49	21.9%	18	21	20.2%	14	20	26.2%	147	162	22.0%
	Not too important	31	34	10.4%	27	23	10.1%	10	7	7.0%	11	14	17.8%	79	78	10.6%
	Not important at all	49	45	13.6%	28	21	9.5%	8	6	5.4%	10	7	9.6%	95	79	10.7%
Total		319	328	100.0%	213	226	100.0%	94	106	100.0%	72	77	100.0%	698	736	100.0%
How important is it for the county to focus on providing or improving local bus service in the next few years?	Very important	106	125	38.7%	50	63	27.7%	25	31	30.7%	18	27	35.1%	199	247	33.8%
	Somewhat important	115	105	32.5%	72	80	34.8%	37	47	46.3%	15	11	13.8%	239	243	33.1%
	Not too important	49	48	15.0%	50	51	22.1%	16	13	13.0%	22	26	33.1%	137	138	18.9%
	Not important at all	43	45	13.9%	39	35	15.5%	13	10	10.0%	14	14	18.0%	109	104	14.3%
Total		313	323	100.0%	211	229	100.0%	91	103	100.0%	69	77	100.0%	684	733	100.0%
Do you use public transportation	Yes	60	65	19.9%	43	54	22.6%	56	62	58.9%	18	19	23.7%	177	201	26.7%
	No	260	263	80.1%	176	183	77.4%	38	44	41.1%	55	62	76.3%	529	551	73.3%
Total		320	328	100.0%	219	237	100.0%	94	106	100.0%	73	81	100.0%	706	752	100.0%
What public transportation do you use? (Respondent can pick all that apply)	BUS	30	34	51.3%	22	31	58.3%	37	45	71.5%	11	13	80.1%	100	123	62.0%
	TRAIN	7	9	14.1%	2	3	5.8%	5	3	5.0%	1	0	2.8%	15	16	8.0%
	METRO	39	39	59.5%	30	38	70.6%	32	37	58.8%	12	12	73.1%	113	126	63.4%
	VAN POOL															
	Taxi/hired car/limo	3	3	4.0%							1	0	2.9%	4	3	1.6%
	Government/nonprofit transportation service															
	Car pool/slugging							1	1	1.1%				1	1	0.3%
Other		2	4	6.2%	1	1	1.2%	6	6	9.1%	2	2	11.5%	11	12	6.2%
Total		60	65	100.0%	43	54	100.0%	56	62	100.0%	17	17	100.0%	176	198	100.0%

		In which of the following counties or cities is the responding resident employed? (recoded)												Total		
		Loudoun County, VA			Fairfax County, VA			DC/Alexandria/Arlington			Other			uN	wN	w%
		uN	wN	w%	uN	wN	w%	uN	wN	w%	uN	wN	w%			
Why don't you use public transportation? (Respondent can pick all that apply)	TAKES TOO MUCH TIME, TOO INEFFICIENT WITH TIME, WAIT TIME	39	37	14.4%	37	26	14.0%	7	5	12.3%	12	11	17.2%	95	79	14.4%
	DOESN'T GO WHERE I NEED IT TO GO	64	53	20.5%	68	82	45.0%	13	16	37.7%	23	30	48.0%	168	182	33.2%
	I HAVE TO GO TOO FAR FROM HOME TO GET TO IT	32	47	18.2%	24	26	14.4%	10	15	35.2%	10	6	10.0%	76	95	17.3%
	I NEED FLEXIBILITY TO LEAVE WORK FOR ERRANDS OR IN AN EMERGENCY	30	29	11.3%	26	19	10.5%	5	4	8.7%	5	8	12.4%	66	60	10.9%
	IT COSTS TOO MUCH	2	1	0.4%	4	5	2.9%	3	6	13.3%	1	1	1.5%	10	13	2.4%
	SAFETY ISSUES	2	2	0.6%	1	1	0.5%	1	0	0.8%				4	3	0.5%
	OTHER (SPECIFY)	23	21	7.9%	19	19	10.6%	3	2	5.7%	4	2	3.5%	49	45	8.1%
	HAVE A CAR (added code)	43	56	21.4%	14	17	9.2%	6	7	15.6%	5	7	10.5%	68	86	15.7%
	RETIRED/UNEMPLOYED /CARPOOL (added code)	23	20	7.8%	2	3	1.8%	1	0	1.1%	1	2	4.0%	27	27	4.9%
	WORK FROM HOME/WORK IS TOO CLOSE TO HOME (added code)	21	16	6.1%	5	3	1.7%	1	1	1.8%	1	1	1.3%	28	21	3.8%
	THERE IS NONE AVAILABLE/NO INFORMATION (added code)	18	18	6.9%	6	8	4.5%	1	1	2.4%	6	7	11.0%	31	34	6.2%
Total		256	260	100.0%	175	183	100.0%	38	44	100.0%	55	62	100.0%	524	548	100.0%

		Rural/non-rural status						Total		
		Rural			Non-rural			uN	wN	w%
		uN	wN	w%	uN	wN	w%			
How long have you lived in Loudoun County?	One year or less	9	6	3.9%	53	63	6.7%	62	69	6.3%
	Two to four years	19	12	7.9%	112	138	14.7%	131	150	13.7%
	Five to nine years	45	31	19.9%	214	277	29.5%	259	308	28.1%
	Ten to fourteen years	42	36	23.0%	167	175	18.7%	209	211	19.3%
	Fifteen to nineteen years	34	19	12.0%	108	110	11.7%	142	128	11.7%
	Twenty years or longer	111	52	33.3%	179	175	18.7%	290	227	20.8%
Total		260	156	100.0%	833	939	100.0%	1093	1095	100.0%
Including yourself, all adults and all children, how many people live in your household?	1	21	9	5.7%	107	86	9.2%	128	95	8.7%
	2	94	44	28.1%	236	210	22.4%	330	254	23.2%
	3	39	19	12.0%	135	174	18.6%	174	193	17.6%
	4	57	45	28.7%	228	283	30.2%	285	328	30.0%
	5	37	31	19.5%	92	137	14.6%	129	167	15.3%
	6	10	8	4.9%	28	35	3.7%	38	43	3.9%
	7	2	1	0.6%	6	8	0.9%	8	9	0.8%
	8	1	1	0.5%	1	4	0.5%	2	5	0.5%
Total		261	156	100.0%	833	938	100.0%	1094	1094	100.0%

Appendix G: T-Tests of Selected Survey Items by Selected Demographics

In the following tables, a mean rating with a superscript indicates that this mean is a significantly higher numerical value (at the 95% level of confidence) than the mean in the column that is numbered corresponding to the superscript. Note that in this survey, means with higher numerical values reflect less favorable opinions.

In the following example, the mean rating of neighborhood safety by Hispanic/Latino residents – 1.47, as indicated in Column 4 – is statistically larger than the mean ratings provided by African Americans, Asian Americans, and Whites, as shown in Columns 1, 2, and 3 respectively. (This means that Hispanic/Latino residents feel more unsafe in their neighborhoods than do African American, Asian American, and White residents.) Similarly, the mean rating of 1.52 from residents of other racial groups¹ is also statistically larger than the means given by African Americans, Asian Americans, and Hispanic/Latino residents. (The arrows are not shown for those differences so as not to clutter the example too much.) The other paired comparisons, such as that between African Americans and Asian Americans, are too close to one another to be considered statistically different, given the number of cases contributing to each mean and the variability of the data comprising each mean.

Race and Ethnicity Combined											
African American		Asian American		White		Hispanic/Latino		Other+		Total	
(1)		(2)		(3)		(4)		(5)			
Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
How safe do you feel in your neighborhood?											
1.33	65	1.35	129	1.38	699	1.47 ⁽¹⁾⁽²⁾⁽³⁾	113	1.52 ⁽¹⁾⁽²⁾⁽³⁾	42	1.35	1049

These tests were performed using the SPSS Complex Samples module, which accounts for the effects of weighting and stratification.

The following variables are included in this analysis: years lived in Loudoun County (Question 2 in the questionnaire provided in Appendix A), perceptions of neighborhood safety (Question 6), satisfaction with county services (Question 22 [for each of 11 services]), value for the tax dollar (Question 24), overall quality of life (Question 27), and the importance of transportation initiatives (Questions 32-36). Other variables were omitted from these tables because calculating means for them is not appropriate because they are not ordinal.

¹ In this variable, residents who identified themselves as being of Hispanic or Latino ethnicity are classified as Hispanic/Latino regardless of the race with which they identified. The “other” category includes residents who were not Hispanic/Latino and who identified their race as American Indian, Native American, Alaskan Native, Hawaiian, other Pacific Islander, multiracial or some other category not on this list.

	Rural or Non-Rural					
	Rural (1)		Non-rural (2)		Total	
	Mean	N	Mean	N	Mean	N
How many years have you lived in Loudoun County	17.69 ⁽²⁾	260	11.81	834	13.21	1,095
How safe do you feel in your neighborhood	1.23	261	1.38 ⁽¹⁾	834	1.35	1,095
Including yourself, all adults and all children, how many people live in your household?	3.46	261	3.36	834	3.38	1,095
How satisfied are you with: The Public Schools	1.47	141	1.54	428	1.53	569
How satisfied are you with: The Parks and Recreation Facilities	1.47	168	1.47	598	1.47	766
How satisfied are you with: The Public Libraries	1.24	201	1.34 ⁽¹⁾	591	1.32	792
How satisfied are you with: The Sheriff's Office	1.66	70	1.67	193	1.67	263
How satisfied are you with: County Building and Development Services	1.92	53	1.74	80	1.81	134
How satisfied are you with: Fire and Rescue Services	1.25	59	1.27	144	1.26	203
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	1.83	6	2.02	40	2.00	45
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	1.84	8	1.94	42	1.92	50
How satisfied are you with: Health Services	2.04 ⁽²⁾	36	1.45	98	1.61	134
How satisfied are you with: Animal Services	1.36	59	1.43	127	1.41	186
How satisfied are you with: Senior Services	1.73	18	1.39	40	1.50	59
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	2.17 ⁽²⁾	238	1.99	778	2.04	1,016
How would you rate the overall quality of life in Loudoun County?	1.57	259	1.61	835	1.60	1,094
How important is it for the county to focus on Improving pedestrian walkways and bikeways in the next few years	2.05 ⁽²⁾	257	1.89	825	1.93	1,082
How important is it for the county to focus on Improving or building roads in the next few years	1.67 ⁽²⁾	258	1.54	821	1.57	1,080
How important is it for the county to focus on Providing or improving commuter bus service in the next few years	2.11 ⁽²⁾	247	1.82	790	1.89	1,037
How important is it for the county to focus on Providing rail transit service in the next few years	2.26 ⁽²⁾	254	1.69	814	1.83	1,068
How important is it for the county to focus on Providing or improving local bus service in the next few years	2.30 ⁽²⁾	249	2.07	804	2.12	1,053

	Age Categories									
	18 to 24 (1)		25 to 34 (2)		35 to 64 (3)		65+ (4)		Total	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
How many years have you lived in Loudoun County	13.93 ⁽²⁾⁽³⁾	88	10.50	178	11.86 ⁽²⁾	619	19.94 ⁽¹⁾⁽²⁾⁽³⁾	91	12.56	977
How safe do you feel in your neighborhood	1.36 ⁽²⁾	88	1.24	178	1.39 ⁽²⁾	618	1.35 ⁽²⁾	92	1.35	977
Including yourself, all adults and all children, how many people live in your household?	3.89 ⁽²⁾⁽³⁾⁽⁴⁾	88	3.35 ⁽⁴⁾	178	3.58 ⁽²⁾⁽⁴⁾	618	1.98	92	3.41	977
How satisfied are you with: The Public Schools	1.53 ⁽²⁾	58	1.33	63	1.52 ⁽²⁾	375	1.47	21	1.50	517
How satisfied are you with: The Parks and Recreation Facilities	1.42	65	1.43	130	1.45	453	1.49	50	1.45	698
How satisfied are you with: The Public Libraries	1.44 ⁽²⁾⁽³⁾⁽⁴⁾	74	1.20	105	1.35 ⁽²⁾⁽⁴⁾	451	1.26	61	1.33	691
How satisfied are you with: The Sheriff's Office	2.00 ⁽³⁾⁽⁴⁾	22	1.73	42	1.63	154	1.59	7	1.68	225
How satisfied are you with: County Building and Development Services	1.50	3	2.11	21	1.81	84	1.64	8	1.84	116
How satisfied are you with: Fire and Rescue Services	1.34	6	1.15	39	1.33 ⁽²⁾⁽⁴⁾	115	1.09	19	1.26	179
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	1.49	3	1.78	12	2.16 ⁽¹⁾	27	2.01 ⁽¹⁾	1	2.00	43
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	2.00 ⁽²⁾	1	1.72	12	2.11 ⁽²⁾	26	2.11	5	2.00	44
How satisfied are you with: Health Services	1.51 ⁽²⁾	24	1.29	30	1.54 ⁽²⁾	57	1.71 ⁽²⁾	6	1.48	117
How satisfied are you with: Animal Services	1.17	26	1.55 ⁽¹⁾	28	1.44 ⁽¹⁾	103	1.51 ⁽¹⁾	9	1.42	166
How satisfied are you with: Senior Services			2.00 ⁽³⁾⁽⁴⁾	4	1.51	17	1.44	20	1.53	41
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	2.05	83	1.95	165	2.01	580	1.98	82	2.00	910
How would you rate the overall quality of life in Loudoun County?	1.46	88	1.62 ⁽¹⁾	177	1.61 ⁽¹⁾	619	1.62 ⁽¹⁾	92	1.60	977
How important is it for the county to focus on Improving pedestrian walkways and bikeways in the next few years	1.84	88	1.91	178	1.88	611	2.09 ⁽¹⁾⁽²⁾⁽³⁾	88	1.90	966
How important is it for the county to focus on Improving or building roads in the next few years	1.95 ⁽²⁾⁽³⁾⁽⁴⁾	88	1.52	174	1.49	612	1.74 ⁽²⁾⁽³⁾	88	1.56	963
How important is it for the county to focus on Providing or improving commuter bus service in the next few years	1.79	88	1.88	178	1.87	574	1.95 ⁽¹⁾	84	1.87	924
How important is it for the county to focus on Providing rail transit service in the next few years	2.12 ⁽²⁾⁽³⁾⁽⁴⁾	88	1.76	178	1.71	599	1.73	87	1.76	952
How important is it for the county to focus on Providing or improving local bus service in the next few years	2.06	87	2.00	174	2.11	597	2.25 ⁽¹⁾⁽²⁾⁽³⁾	81	2.09	939

Report	Race and Ethnicity Combined											
	African American or Black (1)		Asian (2)		White or Caucasian (3)		Hispanic (4)		Other (5)		Total	
	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean	N
How many years have you lived in Loudoun County	16.93 ⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	65	8.05	129	13.61 ⁽²⁾⁽⁴⁾	699	9.25 ⁽²⁾	113	12.59 ⁽²⁾⁽⁴⁾	42	12.62	1,049
How safe do you feel in your neighborhood	1.33	65	1.35	129	1.33	699	1.47 ⁽¹⁾⁽²⁾⁽³⁾	113	1.52 ⁽¹⁾⁽²⁾⁽³⁾	42	1.35	1,049
Including yourself, all adults and all children, how many people live in your household?	3.41 ⁽⁵⁾	65	3.65 ⁽³⁾⁽⁵⁾	129	3.30 ⁽⁵⁾	699	3.70 ⁽³⁾⁽⁵⁾	112	2.97	42	3.38	1,048
How satisfied are you with: The Public Schools	1.64	22	1.82 ⁽³⁾⁽⁴⁾⁽⁵⁾	81	1.49	360	1.40	71	1.34	17	1.53	551
How satisfied are you with: The Parks and Recreation Facilities	1.48	43	1.66 ⁽¹⁾⁽³⁾⁽⁴⁾⁽⁵⁾	93	1.44	521	1.42	69	1.47	25	1.46	752
How satisfied are you with: The Public Libraries	1.25	49	1.46 ⁽¹⁾⁽³⁾⁽⁴⁾⁽⁵⁾	93	1.31	516	1.30	65	1.30	27	1.33	749
How satisfied are you with: The Sheriff's Office	1.58 ⁽⁵⁾	21	1.90 ⁽¹⁾⁽³⁾⁽⁵⁾	19	1.62 ⁽⁵⁾	173	1.96 ⁽¹⁾⁽³⁾⁽⁵⁾	25	1.28	10	1.66	249
How satisfied are you with: County Building and Development Services	1.26	2	1.88 ⁽¹⁾	13	1.83 ⁽¹⁾	83	2.07 ⁽¹⁾	17	1.67 ⁽¹⁾	5	1.85	120
How satisfied are you with: Fire and Rescue Services	1.00	18	1.67 ⁽¹⁾⁽³⁾⁽⁵⁾	11	1.19 ⁽¹⁾	142	1.75 ⁽¹⁾⁽³⁾⁽⁵⁾	21	1.09	3	1.26	195
How satisfied are you with: Mental Health, Mental Retardation, and Substance Abuse Services	1.00	9	2.26 ⁽¹⁾⁽⁴⁾⁽⁵⁾	6	2.32 ⁽¹⁾⁽⁴⁾⁽⁵⁾	26	1.00	2	1.00	2	1.93	45
How satisfied are you with: Family Services (affordable housing, counseling, financial assistance)	1.81 ⁽⁴⁾	10	2.00*	3	2.21 ⁽¹⁾⁽²⁾⁽⁴⁾	30	1.00*	8			1.94	51
How satisfied are you with: Health Services	1.44 ⁽⁴⁾	10	1.85 ⁽¹⁾⁽³⁾⁽⁴⁾⁽⁵⁾	18	1.53 ⁽⁴⁾	68	1.16	24	1.39 ⁽⁴⁾	8	1.49	128
How satisfied are you with: Animal Services	1.17	3	1.73 ⁽¹⁾⁽⁴⁾⁽⁵⁾	9	1.45 ⁽¹⁾⁽⁴⁾⁽⁵⁾	134	1.27 ⁽⁵⁾	22	1.08	10	1.42	178
How satisfied are you with: Senior Services	1.24	5	1.55	8	1.43	41	1.32	1			1.43	54
Agree or disagree: The county provides good value for the tax dollar (revised answer categories for 2012)	1.91	64	2.06	122	2.01	649	2.03	103	2.02	41	2.01	980
How would you rate the overall quality of life in Loudoun County?	1.69 ⁽³⁾⁽⁵⁾	65	1.70 ⁽³⁾⁽⁵⁾	129	1.56 ⁽⁵⁾	699	1.80 ⁽³⁾⁽⁵⁾	113	1.39	42	1.60	1,050
How important is it for the county to focus on Improving pedestrian walkways and bikeways in the next few years	1.53	63	1.73 ⁽¹⁾⁽⁴⁾	129	2.02 ⁽¹⁾⁽²⁾⁽⁴⁾	694	1.57	109	2.15 ⁽¹⁾⁽²⁾⁽⁴⁾	42	1.91	1,037
How important is it for the county to focus on Improving or building roads in the next few years	1.32	65	1.60 ⁽¹⁾	129	1.55 ⁽¹⁾	690	1.52 ⁽¹⁾	112	1.62 ⁽¹⁾	39	1.54	1,035
How important is it for the county to focus on Providing or improving commuter bus service in the next few years	1.63 ⁽²⁾⁽⁴⁾	65	1.39	129	2.06 ⁽¹⁾⁽²⁾⁽⁴⁾⁽⁵⁾	658	1.33	103	1.66 ⁽²⁾⁽⁴⁾	40	1.85	995
How important is it for the county to focus on Providing rail transit service in the next few years	1.55 ⁽⁴⁾	65	1.57 ⁽⁴⁾	129	1.89 ⁽¹⁾⁽²⁾⁽⁴⁾	684	1.29	104	1.91 ⁽¹⁾⁽²⁾⁽⁴⁾	42	1.77	1,024
How important is it for the county to focus on Providing or improving local bus service in the next few years	1.93 ⁽²⁾⁽⁴⁾	65	1.57	129	2.29 ⁽¹⁾⁽²⁾⁽⁴⁾⁽⁵⁾	665	1.62	109	1.79 ⁽²⁾	40	2.08	1,009

Appendix H:

Methods

SURVEY AND SAMPLING METHODS

About the project

In the spring of 2012, Loudoun County contracted with the University of Virginia Center for Survey Research (CSR) to conduct a telephone survey of Loudoun County residents regarding satisfaction with county services and major issues facing the county. This survey represents the latest in a series of surveys that the County has periodically conducted. The 2012 survey was based closely on the last such survey, which was conducted in 2007. For the 2012 survey, questions from the previous survey about childcare and whether the respondent owned or rented their housing were dropped, and the wording for a small number of questions was modified. Questions about transportation priorities, the use of public transportation, and the impact of federal spending on job security were added.

The 2012 survey data extend the county's trend data about residents' satisfaction with life in the county, and may inform discussion and planning for the future.

Sampling

The project used a "triple-frame" strategy to create a scientific sample that randomly selected landline and cellular telephone numbers from three different sets of telephone numbers, or "frames."

- In the landline Random Digit Dialing (RDD) frame, telephone numbers were randomly created guided by detailed information about the landline telephone system serving the county. This approach reaches unlisted and listed residential numbers, but also non-residential and non-working numbers.
- In the landline directory-listed household frame, telephone numbers were randomly selected from electronic white pages containing residential telephone numbers.
- In the cell phone frame, telephone numbers were randomly created guided by information about the cellular telephone billing centers serving the county.

Traditionally, RDD landline samples produced a more representative sample of the population than did most other sampling methods because households are selected for contact at random and all households with a working landline telephone can be reached – listed and unlisted residential telephones have equal probability of being included in an RDD study and before the advent of cellular telephones, listed and unlisted landline household often differed demographically and in how they might answer survey questions. However, because of the increased use of cell phones, the rise in households without landline telephone service, and the decreasing efficiency of the RDD approach, leading survey organizations now field telephone surveys that include cell phone samples. Cell phone samples are less efficient to call than landlines (fewer completions per hour) but reach populations that are represented less well in landline samples. CSR was the first academic survey organization in Virginia to include cell phones in its samples.

CSR fielded a cell phone survey in January-February 2008² which provided its researchers with an opportunity to develop appropriate procedures, disposition codes, survey questions, and training materials for surveying cell phones. The pilot demonstrated the viability of cell phone surveying and allowed assessment of the costs, which are two to three times higher (per

2 Abdoulaye Diop, Young-II Kim, John Lee Holmes, and Thomas M. Guterbock. *Prince William County Cell Phone Pilot Survey [A Supplement to the 2007 Citizen Satisfaction Survey]: Summary Report of Results*. Center for Survey Research, March 2008.

interview) than ordinary RDD interviewing. Respondents in the cell phone pilot were offered a cash incentive to complete the interview, in recognition of the fact that some cell phone users incur usage fees if they stay on the phone to complete the interview. The cell phone pilot not only showed the feasibility of cell phone calling, but demonstrated that the demographics of those reached via cell phone are quite different from those currently reachable via landline phone. Cell phone respondents are markedly younger, more likely to be single and never-married, more likely to be renters, newcomers to the area, low-income, and members of minority groups (African-American or Hispanic/Latino).

Recent CSR research³ has demonstrated that offering incentives to cell phone respondents is no longer necessary to obtain adequate levels of participation. As more cell phone users enroll in “unlimited minutes” plans from their wireless providers, fewer face the prospect of having to pay a higher bill as a result of participating in a survey. Moreover, hard-to-reach groups, such as African Americans and Hispanic/Latino residents, are not disproportionately represented among those who do not have unlimited minutes plans. Based on these findings, incentives were not offered to any participants in the 2012 Loudoun County Survey of Residents.

The cell phone sampling for this project incorporated two experimental approaches to better target the lists to county boundaries and identify randomly generated numbers in the sample that are not actually in use. Both of these approaches significantly improved the efficiency of the calling compared to sample that we obtained using the normal methods for selecting cell phone numbers. In total, there were three cell phone samples used for this project:

- The Cell Phone A sample was the traditional cell phone frame. It was composed of randomly generated telephone numbers drawn from exchanges in service in cell phone billing centers located in or near Loudoun County.
- The Cell Phone B sample started as a traditional cell phone frame, with randomly generated telephone numbers drawn from exchanges in service in cell phone billing centers located in or near Loudoun County. However, those numbers were then appended with the ZIP code of their billing addresses and a variable that summarized recent calling activity. Using this information, cell phone numbers with billing addresses outside Loudoun County and numbers that had not been used to place telephone calls within the last year were excluded from the calling effort.
- The Cell Phone C sample was a modified version of the traditional cell phone frame. It used a Marketing Systems Group’s proprietary method to fine-tune the geographic targeting of the randomly generated numbers drawn from exchanges in service in cell phone billing centers located in or near Loudoun County.

Stratification

The sample design for the project also included designating two areas of the county to be represented in the final data – a rural and a non-rural area. This was necessary to insure that enough completed interviews would be obtained in the rural area. About 12.5% of the county’s households are found in the rural area. If the county had been sampled at random, about 12.5% of the completed interviews would come from households in the rural area. More accurate statistics for the rural area could be created if more completed interviews were obtained there. The goal was to obtain about 25% of the completed interviews from the rural area (thus, the rural

3 Thomas M. Guterbock, Robin A. Bebel, John Lee P. Holmes, and Peter A Furia. *Why We No Longer Need Cell Phone Incentives: Results from Two Telephone Surveys*. Center for Survey Research, May 2012.

area was oversampled by a factor of two). The rural and non-rural areas of the county were defined by ZIP codes. See Figure H-1 for a map of these areas.

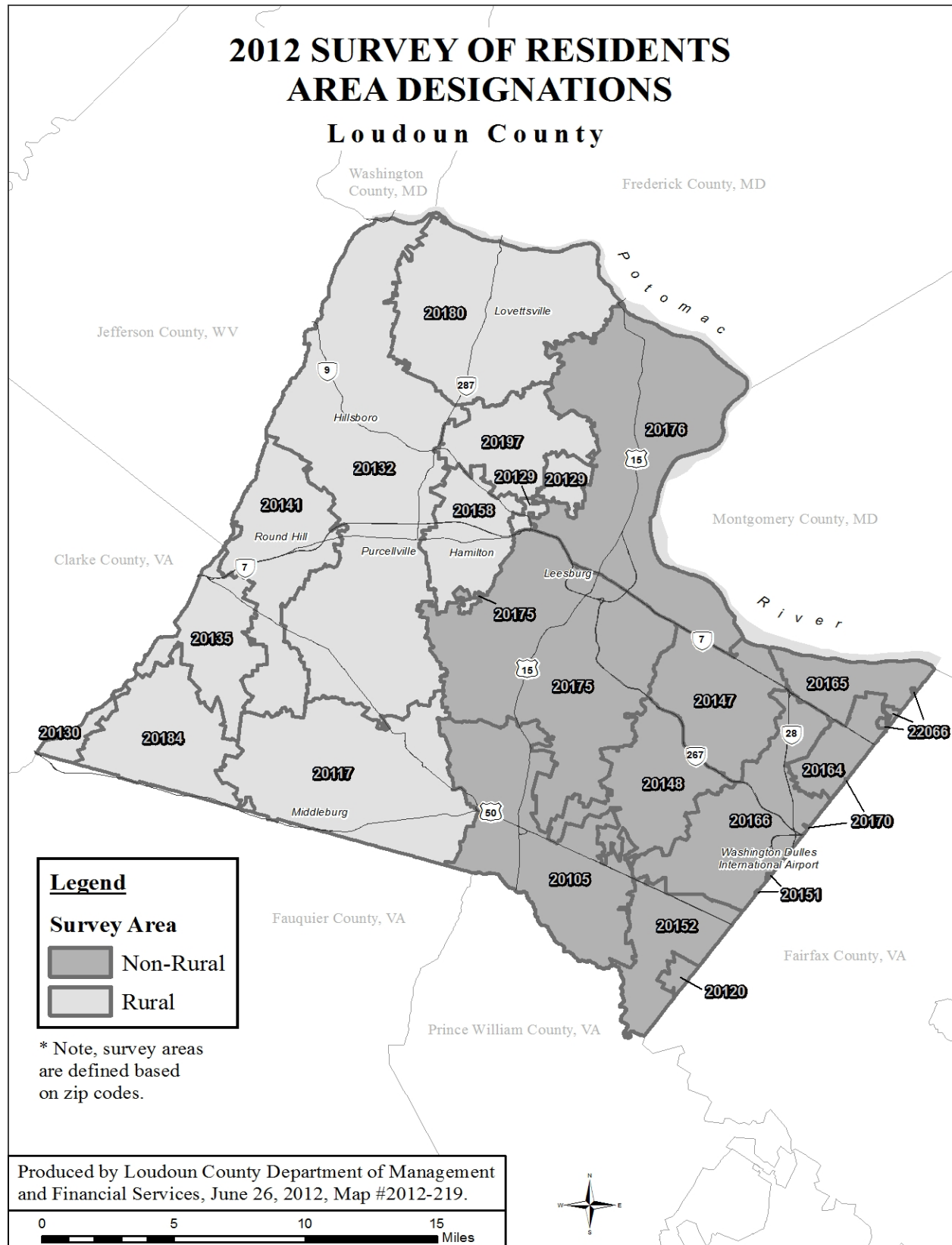
The RDD landline sample was divided into two lists of telephone exchanges serving the county: one list of exchanges ringing primarily in the rural area, and one list of exchanges ringing primarily in the non-rural area. Telephone exchanges were assigned to the rural or non-rural areas by analyzing the addresses for all of the listed telephone numbers found in those exchanges and assigning the exchange to the area in which the majority of the listed numbers were located.

The listed landline sample was divided into telephone numbers ringing in the rural area and telephone numbers ringing in the non-rural area by analyzing their addresses and assigning them to the area in which they were physically located.

The cellular telephone sample could not be assigned to rural or non-rural areas prior to drawing the samples. One experimental approach (Cell Phone B) involved appending a ZIP code to the cellular numbers after they were selected, and the other experimental approach (Cell Phone C) did not have that capability.

Residents were asked for their ZIP code at the beginning of the survey. The self-report was taken as the final ZIP code, whether or not it agreed with the ZIP code assigned through the sampling processes.

Figure H-1: Rural/Non-Rural Area Designations



The cellular telephone samples were purchased from Marketing Systems Group of Fort Washington, PA. The listed telephone samples were purchased from Survey Sampling, Inc. (SSI) of Fairfield, CT. Both are commercial sampling companies that use state-of-the-art methodologies.

Respondent selection

While past surveys sought to target heads of households, this survey asked first for the youngest male resident of the household who was home at the time of the call, then the youngest female who was home at the time of the call if there was no youngest male or he was unavailable. This approach counters the overrepresentation of females (a common occurrence in telephone surveys), avoids upsetting residents in households where the concept of “head of household” is seen as old-fashioned, and allows for a more complete and generalizable understanding of the county’s entire adult population.

This protocol was applied to all households reached via the RDD or listed samples. Cell phone adults, however, were considered to be sampled as individuals. Prior research by others has shown that the percentage of cell phones actively shared by more than one adult is low and that it is very difficult in practice to accomplish a “hand-off” of the cell phone from one adult to another randomly selected user of the phone or member of the household.⁴ Therefore, no within-household selection was attempted in the cell phone interviews for this study.

Pre-testing

The final draft version of the questionnaire was successfully pre-tested in late April 2012 with 16 completed interviews. CSR and the county reviewed the results. There were no significant changes required as a result of the pre-test. Several questions were added to the questionnaire after the pre-test. These questions were evaluated during a second pre-test in early May 2012 with nine completed interviews. The results were satisfactory. Based on feedback from a resident early in the production interviewing process, a “volunteered” response of “Retired” was added to the question about employment status, to be used when residents volunteered that the reason they were not employed was because they were retired.

Data Collection

After the questionnaire development and pre-testing tasks were completed, production interviewing began on Tuesday, May 8, 2012 and ended on Sunday, June 10, 2012. The goal was to complete 1,000 interviews with Loudoun residents, with 250 coming from the rural area and 750 from the non-rural area. CSR obtained 897 usable interviews and SSI obtained 199 usable interviews, for a total of 1,096 interviews. There were 261 interviews from the rural area and 835 from the non-rural area. The survey averaged 15 minutes in length.

CSR sub-contracted with SSI to do some of the interviews. All SSI work was conducted with the listed telephone sample. SSI maximized the number of telephone numbers attempted, and this is reflected in the ratio of telephone numbers to completions in the listed sample pool in Table H-1 below, which summarizes the sample purchased and completions obtained from different sample types.

4 J. Michael Brick, W. Sherman Edwards, and Sunghee Lee. “Sampling Telephone Numbers and Adults, Interview Length, and Weighting in The California Health Interview Survey Cell Phone Pilot Study.” *Public Opinion Quarterly* (2007) 71: 793-813.

Table H-1: Summary of Survey Sample Types Used for Production Calling at CSR and SSI

Phone Type	Sample	Percent of all sample	Completions	Percent of all completions	Ratio (sample: completes)
RDD	2,078	7.95%	204	18.6%	10.2 : 1
Listed	17,579	67.29%	676	61.7%	26.0 : 1
Cell phone A	2,336	8.94%	14	1.3%	166.9 : 1
Cell phone B	571	2.19%	73	6.7%	7.8 : 1
Cell phone C	3,559	13.62%	129	11.8%	27.6 : 1
Total	26,123	100.00%	1,096	100.00%	23.8 : 1

Cell phone A = traditional cell phone frame (no additional information appended)

Cell phone B = cell phone with billing address ZIP code and calling activity flag appended

Cell phone C = cell phone with Marketing Systems Group enhanced billing center targeting

Interviewing Procedures

CSR conducted the telephone interviews from its Computer-Assisted Telephone Interviewing (CATI) Laboratory at the University of Virginia. (SSI conducted its telephone interviews from its interviewing facilities located in Orem, UT.) CATI is a system in which computers are employed to increase the efficiency, accuracy, and flexibility of telephone surveys conducted by trained interviewers. Questions appear on the computer screen in programmed sequence as the interviewer presses the keys on the keyboard to record the respondent's answers. Accurate, instantaneous data entry is assured by the system. The computer system stores the database of telephone numbers and is used to control the sampling process, dial each sampled number, schedule call-backs, and record the disposition of each attempted call. CSR's CATI lab also allows for audio and visual monitoring of calls by lab supervisors.

Households where residents were identified as potentially Spanish-speaking by the general staff of interviewers were contacted again by bilingual CSR interviewers to determine if they were eligible Spanish-speakers and asked if they would be willing to participate in the survey. (For households identified by SSI interviewers as households that might qualify as Spanish-speaking, SSI sent contact information to CSR so they could be attempted in Spanish by CSR.) CSR conducted Spanish-language interviews between May 31 and June 10 and obtained 18 Spanish-language completions.

All CSR telephone calls for the study were made from the CSR CATI laboratory under the direct supervision of CSR staff. Numbers were dialed automatically by the WinCATI computer system except for cell phones, which are manually dialed to conform to Federal telecommunications regulations. Calling was done on Sunday through Friday evenings and on Sunday afternoons. Periodically, weekday afternoon and Saturday calling were implemented to ensure full coverage.

The interviewers received at least six hours of training prior to production interviewing. Many had prior interviewing experience on similar studies. Each phone number was given a maximum of 12 call attempts for landlines and 10 for cell phones before it was treated as a "no answer" or "busy" number. Residential phones answered by automatic answering machines were treated as "no answer" calls (although counted separately). With respect to landline phones, CSR interviewers did not leave messages on the answering machines of potential respondents but simply returned the phone number to the sample pool for another calling attempt at a later time. However, cell phone users were left a message on the first attempt so that they would understand the purpose of the call and could arrange for a callback at a convenient time. Answering machine

announcements that identified the phone number as a place of business, however, were recorded as such and not re-attempted on the landline sample. Because many cell phones are used for business and personal reasons, business-messaged phones were re-attempted three times without leaving a message and then automatically finalized as a business. As with landlines, cell phones identified by the person answering as a business were not surveyed.

In order to reduce non-response bias, we conducted “conversion calling.” Non-response bias in surveys results when qualified respondents do not complete a survey, usually because they refuse to cooperate. In conversion calling, our most highly trained interviewers call back households in which we previously had someone refuse to take the survey. First, we kept track of the “tone” of initial refusals. “Hard” refusals, those in which people explicitly asked not to be called again or were noticeably agitated or upset about our phone call, were not called back at all. “Soft” refusals, those for which it seemed that we only caught someone at a bad time, were called back and contacted once more after an interval of at least three days.

Random digit dialing and cell phone sample can include numbers that fall outside the boundaries of Loudoun County. Listed numbers included street address information and could be screened for geographic location within the county. All residents were asked for their ZIP codes at the beginning of the interview so as to place them in the rural or non-rural areas of the county and track progress for meeting the goals for completions in each designated area of the county.

Table H-2 shows key dates in the data collection process.

Table H-2: Survey Data Collection Tasks and Dates

Task	Date
English interviewing begins at CSR	May 8, 2012
English interviewing begins at SSI	May 27, 2012
English interviewing ends at SSI	May 31, 2012
Spanish interviewing begins at CSR	May 31, 2012
English interviewing ends at CSR	June 3, 2012
Spanish interviewing ends at CSR	June 10, 2012
Data collection closed	June 10, 2012

Weighting

To better represent Loudoun County residents, the data were weighted by type of telephone service, rural or non-rural status (to adjust the rural oversample so as not to bias countywide totals) and four demographic variables: age, race, Hispanic/Latino ethnicity and gender. The population data for the demographic variables was obtained from the 2010 U.S. Decennial Census for residents aged 18 and older. The distribution of households by ZIP code was provided by the Loudoun County Department of Management and Financial Services. See Table H-3 below for a consolidated outline of the weighting scheme.

Table H-3: Weighting scheme

Weighting topic	Description	Survey variable name (all are aged 18+)
TELEPHONE SERVICE	Estimated distribution of telephone households across landline-only, cell-phone-only and dual user or “overlap” (landline + cell) households	LISTSTATUS2, SEGMENT4
GEOGRAPHY	Designated rural and non-rural areas of the county (2 categories)	RURNON2
AGE	Respondent age (recoded to 5 categories)	AGEFORWT
RACE	Respondent race (recoded to 5 categories)	RACEFORWT
HISPANIC/LATINO ETHNICITY	Self-reported Hispanic/Latino ethnicity (2 categories)	HISPFORWT
GENDER	Respondent gender (2 categories)	RGENDER

The weighting for telephone service and geography had more impact than did the weighting for the demographic variables impact (the values of the weights for telephone service and geography tended to be larger than they were for the demographic variables). The following sections provide more detail about the weighting process.

Geographic weighting. This procedure was necessary for countywide generalizations because of the over-samples of residents in the rural area of the county. The data are weighted to properly reflect the proportion of households in rural and non-rural areas in the county. The geographic weight is the amount each case would need to be multiplied by in order to have the sample percentage for each area to be equal to its actual proportion. For example, since roughly twice the number of cases were obtained from the rural area as we would expect if we surveyed the county completely at random, cases in the rural area were weighted by about one-half. Cases in the non-rural area were weighted by a little more than one because they were underrepresented. In this survey, the geographic weight was combined with the demographic weights through an iterative process called “raking.”

In the 2007 survey, geographic weighting was done by ZIP code. The 2012 weighting was done by rural and non-rural areas, not by individual ZIP code. But the 2012 weighting does bring the data closely in line with the distribution of households by ZIP codes in the county, as demonstrated in Table H-4 below. The table shows the percentage of county households found in each ZIP code compared to the percentage of weighted survey cases found in each ZIP code.

Table H-4: Geographic Weighting

ZIP Code	Loudoun County Government Estimates, 2012		2012 Loudoun County Survey of Residents				ZIP type
			Weighted survey data		Unweighted survey data		
	Households	%	Responded	%	Responded	%	
20105	4,231	3.9%	45	4.1%	35	3.2%	Non-rural
20117	1,150	1.0%	7	0.7%	16	1.5%	Rural
20120	17	0.0%	0	0.0%	1	0.1%	Non-rural
20129	200	0.2%	2	0.1%	5	0.5%	Rural
20130	15	0.0%	0	0.0%	0	0.0%	Rural
20132	5,268	4.8%	57	5.2%	97	8.9%	Rural
20135	342	0.3%	4	0.4%	6	0.6%	Rural
20141	1,995	1.8%	26	2.4%	46	4.2%	Rural
20147	19,576	17.8%	157	14.4%	166	15.2%	Non-rural
20148	10,791	9.8%	102	9.4%	78	7.2%	Non-rural
20152	8,527	7.8%	58	5.3%	40	3.7%	Non-rural
20158	1,424	1.3%	15	1.3%	24	2.2%	Rural
20164	12,054	11.0%	90	8.3%	88	8.1%	Non-rural
20165	11,526	10.5%	135	12.4%	134	12.3%	Non-rural
20166	3,393	3.1%	15	1.4%	14	1.3%	Non-rural
20170	6	0.0%	2	0.2%	2	0.2%	Non-rural
20175	10,111	9.2%	164	15.1%	112	10.3%	Non-rural
20176	15,695	14.3%	162	14.9%	159	14.6%	Non-rural
20180	2,381	2.2%	38	3.4%	49	4.5%	Rural
20184	139	0.1%	2	0.2%	3	0.3%	Rural
20197	674	0.6%	6	0.6%	13	1.2%	Rural
22066	313	0.3%	2	0.2%	2	0.2%	Non-rural
Total	109,827	100.0%	1,090	100.0%	1,090	100.0%	

Demographic weighting. Also known as poststratification weighting, this step was necessary to adjust the unweighted survey data to more closely represent key demographic characteristics of the county. Surveys usually over-represent females, older people, and those with higher socio-economic status. (In this survey, the method of selecting respondents within the household helped to mitigate the usual over-representation of females, even before weighting.) Demographic weighting can adjust for those distortions. To the extent that answers to survey questions are related to the demographic variables included in the weighting, these adjustments also reduce biases in estimates of what the overall county population would have said in the survey if all of the residents of the county had been included and had responded. Table H-5 shows the effects of demographic weighting in this data file.

Table H-5: Demographic Weighting

		Survey data Unweighted		Survey data Weighted		2010 Decennial Census, population 18+
		u N	u %	w N	w %	%
Gender	Male	560	51.1%	534.7	48.8%	48.8%
	Female	536	48.9%	561.3	51.2%	51.2%
Total		1096	100.0%	1096.0	100.0%	100.0%
Rural/Non-rural status	Rural	261	23.8%	156.3	14.3%	12.4%
	Non-rural	835	76.2%	939.7	85.7%	87.6%
Total		1096	100.0%	1096.0	100.0%	100.0%
Hispanic/ Latino ethnicity	Yes	59	5.4%	106.4	10.0%	11.7%
	No	1005	91.7%	960.0	90.0%	88.3%
Total		1064	100.0%	1066.4	100.0%	100.0%
Race	White	882	84.6%	768.1	73.2%	70.1%
	Asian	71	6.8%	129.3	12.3%	14.6%
	Black	50	4.8%	67.7	6.5%	7.5%
	Other	28	2.7%	55.9	5.3%	5.2%
	Two or more races	12	1.2	27.8	2.6%	2.6%
Total		1043	100.0%	1048.7	100.0%	100.0%
Age	18-34	144	14.6%	266.4	27.2%	28.5%
	35-44	199	20.1%	262.4	26.8%	27.2%
	45-54	263	26.6%	225.6	23.1%	22.5%
	55-64	182	18.4%	131.3	13.4%	12.4%
	65+	200	20.2%	92.1	9.4%	9.4%
Total		998	100.0%	977.9	100.0%	100.0%

Cell phone weighting. Data are weighted on the type of telephone sample from which each case was selected. We oversampled residents with listed landline telephones and under-sampled those with cell phones to control data collection costs. Because more cell phone numbers need to be called to reach a Loudoun County resident, obtaining interviews from people with cell phones is more expensive. We sampled a large enough representation of cell phone respondents so that we could understand their opinions, but we under-represented them so that we could include them in the results at a reasonable cost. Weighting is used to adjust for the disproportionate sampling of the phone segments so that the survey results are not biased. Specifically, the statistical weighting of the survey results was designed to properly represent different types of phone

service in the county's population: cell phone-only cases, landline-only cases, and those with both kinds of telephone service.

Current research on cell phone interviewing is still evolving, and there are no standard, accepted methods for weighting the results of a "dual frame" sample that combines completed interviews from landline samples with completed interviews from cell phone samples. Prof. Guterbock has been working on the development of appropriate methods, and our approach to the current study applies his latest research to the available local data. Here we treat RDD and listed samples as one "landline" sample, thus treating our triple-frame design as a dual-frame sample (cell phone and landline sampling frames).

The heart of the weighting problem is simple: there is no available external source that will tell us the percentage of the County population that has cell phone-only service, landline only, or both. Authoritative data are collected at the national level by the Centers for Disease Control in the National Health Interview Survey, a very large, continuous, in-person data collection focused on health issues.⁵ That survey determines the phone-service status of each household in a representative national sample, and results from as recently as the second half of 2008 are currently available. However, these data are available only at the national or broad regional level. It is doubtful that these broad averages across regions are directly applicable to the county.

The estimation problem is made somewhat more difficult by the fact that rates of survey response are not even across different phone-use segments. That is, cell phone-only adults are much more likely to answer their cell phones than are those who have both kinds of phones. This is understood to reflect differences in telephone behavior between cell phone-only adults and dual-phone users. Cell phone-only adults are presumably more likely to have their phones with them, to have their phones turned on, and to accept calls from unknown numbers than are those who continue to rely on landline phones. For these reasons, the percentage of cell phone-only cases encountered in actual cell phone surveys is much higher than their actual share among all cell phone users. It is probably also the case that landline-only households are somewhat overrepresented within landline samples, as compared to those who have both kinds of phone. The latter group is referred to below as the *overlap sample*, because the households having both landline and cell phones lie at the intersection of the cell phone frame and the landline frame.

In order to estimate the degree of under-representation of the overlap sample segment in the cell phone sample and in the landline sample, we compared results from the 2007 California Health Interview Survey (a telephone survey combining RDD sample with cell phone-only households) with the results from NHIS for the Western Region of the United States (second-half 2007 results).⁶ Using algebraic formulas developed by Prof. Guterbock, we were able to determine the values for two *response rate ratios*: r_1 , the ratio of the response rate to cell phone calling in the overlap sample compared to the response rate of cell phone-onlies, and r_2 , the ratio of the response rate to landline calling in the overlap sample to the response rate of landline-onlies. The NHIS for the Western region reports that the phone-service proportions in the Western region were: 13.2% cell phone-only, 67.9% dual-phone (overlap), and 18.9% landline only. If response rates were equal ($r_1 = r_2 = 1.0$), and if California's phone usage is the same as that of the Western region, then the CHIS 2007 would have found 16.3% of the cell phone completions to be cell phone-onlies. Instead, CHIS 2007 reports 34.6% percent cell phone-onlies. CHIS should have found 21.7% landline-onlies in the landline sample, but actually had 32.7% landline-onlies

⁵ Steven J. Blumberg and J.V. Luke. "Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, July-December 2011." National Center for Health Statistics, June 2012. Available at: <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201206.pdf>.

⁶ Thanks to Michael Brick of Westat for sharing some of the preliminary results from CHIS 2007 for this purpose.

in its landline RDD sample. Applying Guterbock's formulas to these data results in an estimate of $r_1 = .368$ and $r_2 = .598$.

The telephone service weights were determined using final survey data as shown in Table H-6. The "estimated true" values are derived by application of the county-specific estimated values for r_1 and r_2 .

Table H-6: Initial Estimates of County Telephone-service Segments

	Cell phone sample		Landline sample		Combined samples		Est. true	Weight	Weighted N	
Cell only	65	30.1%	1	0.1%	66	6.0%	17.77%	2.951	195	17.8%
Overlap (Both)	150	69.4%	800	90.9%	950	86.7%	77.89%	0.899	854	77.9%
LL only	1	0.5%	79	9.0%	80	7.3%	4.34%	0.595	48	4.3%
Total	216	100.0%	880	100.0%	1096	100.0%	100.0%	100.0%	1096	100.0%

A further decision needed to be made about weighting the overlap sample. By design, we did not complete a very large number of cell phone cases because of their greater expense. In theory, if all phones in the county had been called with equal likelihood, we would have reached one half of the overlap sample through their cell phone and one half through their landline. This would call for weighting the portion of the overlap sample reached through cell phone up by a very large weight to bring their share of the overlap to 50%, which could potentially have distorted the results and also increased the "design effect" in the study, reducing the precision of the estimates. We decided to apply a weight of 2.0 to the cell phone cases in our overlap sample, allowing the weight on the landline cases in the overlap sample to take a value that would result in an overall overlap percentage in the weighted sample of 77.9%. Table H-7 shows these weights as applied to the completions in the final sample.

Table H-7: Final Estimates of County Telephone-service Segments

	Cell phone sample		Landline sample		Combined samples		Est. true	Weight	Weighted N	
Cell only	65	30.1%	1	0.1%	66	6.0%	17.77%	2.951	195	17.8%
Overlap (Cell)	150	69.4%	0		150	13.7%	27.37%	2.000	300	27.4%
Overlap (LL)	0		800	90.9%	800	73.0%	50.51%	0.692	554	50.5%
LL only	1	0.5%	79	9.0%	80	7.3%	4.34%	0.595	48	4.3%
Total	216	100.0%	880	100.0%	1096	100.0%	100.00%		1096	100.0%

A more complete description of the cell phone estimation procedures used here, along with algebraic formulas needed to calculate and apply the response rate ratios, is available upon request.⁷

⁷Thomas M. Guterbock. "Estimating Phone Service and Usage Percentages: How to Weight the Data from a Local, Dual-Frame Sample Survey of Cellphone and Landline Telephone Users in the United States." Paper presented at the Annual Meetings of the American Association for Public Opinion Research, Hollywood, Florida, May 14, 2009.

Listed status weighting. We also weighted the results to accurately represent unlisted landline cases. These are somewhat underrepresented because the directory-listed sample has only a small percentage of unlisted households. To correct for this, we weighted all unlisted landline households reached on either the RDD or EWP (listed) samples so that, in total, they represent 15.0 percent of the landline completions, or 11.9 percent of all completions.

The final step in the weighting process involves “raking,” a statistical procedure used to produce combined weights for two or more weighting factors when a joint distribution is not available. The weights so derived were introduced into the Complex Sampling module of SPSS statistical software. This tool allows calculation of a “design effect” for each question in the survey and will be discussed below in terms of sampling error.

Rates of Response and Completion

Response rate is a way of expressing the proportion of completed interviews against the number of eligible possible contacts. It does not include failures to interview at the number dialed because the number has not been assigned to an eligible participant or is not working. It includes eligible respondents who refuse cooperation and other numbers whose eligibility cannot be determined (busy or never answered numbers). This section of the report covers CSR calling and response data; information available from SSI was not detailed enough for these analyses.

The American Association for Public Opinion Research (AAPOR) leads efforts to standardize and document the definitions and calculations of survey response rates. They offer six standardized response rate calculations, designated RR1 through RR6 for “response rate 1” through “response rate 6.” Formula RR3 is often used as a good conservative estimate of response rate for telephone surveys.

The true response rate depends on how one estimates the percentage of working residential phones that exist among the many numbers that never answered our numerous call attempts. This is especially significant for our RDD and Cell Phone A samples, where the most conservative estimate excludes partially completed cases and assumes that the percentage of residential households among unreachable numbers is the same as the percentage among those we reached. Using that assumption, RR3 for the RDD sample is 16.8%. But because CSR completed multiple attempts to nearly all of the no-answer numbers and based upon prior experimentation with listed and RDD samples in Virginia, we estimate that these unresolved numbers are less likely to be working residential numbers. We estimate that our true residency rate is 20% of no-answer numbers and that our true response rate (adjusted RR3) for the RDD sample is closer to 22.5%.

For the cell phone portions of the sample, the estimated response rates (RR3) for each sample type are shown in Table H-8, and the combined response rate (RR3) for all cell phone samples is 10.6% (RR3) and as with directory-listed sample the adjustment is not used since there are as yet no verified estimates of actual “residency” (that is, the proportion cell phones in the sample that are activated and used in the target geography). The total response rate is the weighted average of the triple-frame components.

Finally, the efficiency of the calling can be expressed in terms of number of completions per hour of calling (CPH). The overall interview production rate was 0.832 interviews per hour. Nationwide declines in telephone interviewing productivity are mostly due to the addition of cell phones and declining rates of RDD productivity. The length of the survey can also affect productivity. For the landline cases the production CPH was 0.96. Productivity for the three cellular telephone samples varied greatly because of the different methods used. The traditional cell sample (cell sample A) had a very low productivity of 0.13 because many of the numbers

turned out to be for residents of Fairfax County. The cell sample with appended ZIP code and calling activity information (Cell Sample B) was quite efficient, with a CPH of 0.94. The cell sample with enhanced analysis of billing centers (Cell Sample C) was moderately efficient, with a CPH of 0.71. Table H-8 shows this information.

A total of 26,123 phone numbers were attempted in the production phase of the survey – 14,054 at CSR and 12,069 at SSI. The final disposition of each of the phone numbers attempted by CSR is shown in tables H-9 and H-10, the Sample Disposition Report.

The disposition report is presented in a format that has been recommended as an industry standard by AAPOR. The AAPOR response rates were calculated with the assistance of the Sawtooth WinCATI 4.2 CATI software, based on the full call history of each attempted number. This tool increases the accuracy of the calculation.

CSR completed a total of 903 interviews with self-identified county residents for an overall response rate of 14.3 percent on the CSR calling⁸ (we retained 897 of these CSR-completed interviews for analysis; six were excluded because we were unable to determine whether the resident lived in the rural or non-rural area of the county). Table H-8 shows a summary of the relative productivity for each of the sample types. The interview length includes the total time on the phone with the respondent (from hello to hang-up) plus any processing time an interviewer required to make notes and close the case.

Table H-8: Completion Rates and Completions per Hour by Sample Type (CSR calling)

	Completes	Interview Length	Rate/hr	Response Rate (RR3)
Random Digit Dialing	205	16	0.77	22.5
Directory-Listed	479	15	1.07	15.3
Combined Landline	684	15	0.96	17.3
Cell Phone A	16	14	0.13	1.5
Cell Phone B	75	16	0.94	17.0
Cell Phone C	128	15	0.71	6.7
Combined Cell Phone	219	15	0.59	10.6
Overall	903	15	0.83	14.3

Cell phone A = traditional cell phone frame (no additional information appended)

Cell phone B = cell phone with billing address ZIP code and calling activity flag appended

Cell phone C = cell phone with Marketing Systems Group enhanced billing center targeting

⁸ Calculated according to AAPOR suggested formula RR3 adjusted by comparison of listed and RDD telephone no-answer rates used to estimate the proportion of RDD no-answer numbers that are actually non-working or unassigned numbers, with $e1=.422$ and $e2=.587$. We estimated $e2$ by dividing households determined to be eligible by the N of households overall. The estimate of $e2$ was also applied to housing units where eligibility could not be determined. We derived $e1$ by taking the product of $e2$ and residency rates estimated from our call dispositions. Partial interviews are not counted in the numerator of the RR3 formula.

Table H-9: Sample Disposition Report (CSR calling)

Disposition Code	Disposition Description	All Samples Total	Random Digit Dialing	Directory Listed	Cellular (Wireless)
1100	Complete	904	205	480	219
1200	Partial	18	3	10	5
2110	Unkn Eligible: Refusal	1273	238	625	410
2120	Eligible: Refusal & Break-off	58	8	27	23
2210	Unkn Eligible: Resp Never Avail	167	16	54	97
2221	Unkn Eligible: Ans Mach, No Mess	2751	481	2008	262
2222	Unkn Eligible: Ans Mach, Message	1465			1465
2310	Eligible: Dead	0			
2320	Ineligible: Phys/Mentally Unable	13	4	8	1
2330	Unkn Eligible: Language Unable	175	16	35	124
2340	Unkn Eligible: Misc. Unable	6	2	4	
3120	Busy	173	16	40	117
3130	No Answer	1088	205	244	639
3140	Ans Mach (Don't Know if HU)	837	50	414	373
3150	Technical Phone Problems	250	27	34	189
3210	HU, Unknown Eligible: No Scrnr	1354	125	518	711
3220	HU, Unknown Eligible: Other	5	2	1	2
4100	Out of Sample	1684	164	584	936
4200	Fax/Data Line	254	162	85	7
4310	Non-working Number	969	147	155	667
4320	Disconnected Number	162	23	70	69
4410	Number Changed	47	2	11	34
4420	Cell Phone	N/A			
4430	Call Forwarding	0			
4510	Business/Govt/Other Org	330	172	80	78
4520	Institution	0			
4530	Group Quarter	0			
4700	No Eligible Respondent	16	2	4	10
4800	Quota Filled	54	8	19	27
Total telephone numbers used		14053	2078	5510	6465

Table H-10: Response Rate Report (CSR calling)

AAPOR Standard Rates and Dispositions Summary	OVERALL Ave	Random Digit Dialing	Directory Listed	Landline Ave	Cellular (Wireless)
<i>Estimated Residency 1 *</i>	0.422	0.148	0.606	0.480	0.353
<i>Estimated Residency 2</i>	0.587	0.739	0.670	0.688	0.444
Response Rate 1	0.112	0.171	0.134	0.143	0.066
Response Rate 2	0.114	0.174	0.136	0.145	0.068
Response Rate 3 *	0.143	0.225	0.153	0.173	0.106
Response Rate 4 *	0.146	0.228	0.156	0.176	0.109
Response Rate 5	0.206	0.265	0.205	0.219	0.171
Response Rate 6	0.210	0.269	0.209	0.223	0.175
Cooperation Rate 1	0.369	0.431	0.404	0.411	0.280
Cooperation Rate 2	0.377	0.437	0.412	0.419	0.286
Cooperation Rate 3	0.401	0.452	0.420	0.429	0.333
Cooperation Rate 4	0.409	0.458	0.429	0.437	0.341
Refusal Rate 1	0.126	0.176	0.145	0.152	0.093
Refusal Rate 2 *	0.210	0.242	0.208	0.225	0.210
Refusal Rate 3	0.195	0.253	0.201	0.213	0.166
Contact Rate 1	0.232	0.340	0.264	0.282	0.169
Contact Rate 2 *	0.285	0.391	0.294	0.331	0.231
Contact Rate 3	0.358	0.489	0.366	0.394	0.300
Complete Interview	904	205	480	685	219
Partial Interview	18	3	10	13	5
Refusal and Break-off	1331	246	652	898	433
Non-contact	4383	497	2062	2559	1824
Other eligible but unable	194	22	47	69	125
Unknown if household	2348	298	732	1030	1318
Unknown if other	1359	127	519	646	713
Ineligible Numbers	3516	680	1008	1688	1828
Total Dialed Attempts	47894	11445	18834	30279	17615
TOTAL	14053	2078	5510	7588	6465
% of Landline		27.4%	72.6%	100.0%	
% of Overall	100.0%	14.8%	39.2%	54.0%	46.0%

*Contains CSR adjustment rate for Virginia residency for RDD portion of the sample.

Estimated residency rate for cellular (wireless) sample derives from Landline assumptions.

No adjustment estimates available for cellular samples at this time.

Sampling Error and Statistical Testing

Because the survey is based on a probability sample, the results are generalizable to all residents in Loudoun County. The sampling error in this survey for a question answered by all respondents is approximately ± 1.6 percentage points at the 95% level of confidence.

This means that if 100 iterations of this survey were conducted with samples of this size drawn from Loudoun County, the results obtained in 95 of those 100 surveys would fall in a range of about ± 1.6 percentage points from each other. This calculation includes the estimated effects of weighting and stratification.⁹

The 95% level of confidence also means that if there were no sources of error in the survey other than sampling error, the results reported here are likely to be within ± 1.6 percentage points of the results that would have been obtained if all Loudoun County households had participated in the survey.

Larger sampling errors are present when analyzing subsets of the sample or questions that were not asked of all respondents; smaller sampling errors are present when a lopsided majority gives the same answer.

For the subset of residents in the rural area, the sampling error is ± 4.8 percentage points. For the subset of residents in the non-rural area, the sampling error is ± 2.0 percentage points.

There are other sources of error found in surveys besides sampling error, such as biases in question wording, misunderstood question wording or survey instructions, systematic data processing errors and so forth. Users of survey data should be mindful that those other types of potential errors, unlike sampling error, may be difficult or impossible to measure.

When comparing the results of the survey among various demographic groups, independent T-tests were used to assess statistical significance. All the T-tests were completed using SPSS Complex Samples, an add-on module for SPSS for Windows®, which is used by CSR for data analysis purposes. This module provides more statistical precision with respect to inferences for a population by incorporating the sample design into survey analysis. It also allows the possibility to take into account the design effect, a by-product of post stratification weighting, when conducting the statistical tests.

Statistical significance tests were used primarily to verify the existence of satisfaction differences among various subgroups. We report in these pages differences that yield a “p-value” of .05 or less. A level of .05 indicates that there is only a 5 percent chance that the difference we find is due to sampling error, rather than reflecting a real relationship within the study population. The statistics for evaluating statistical significance were calculated using the SPSS Complex Sampling module and hence take into account the survey “design effect” but this approach does not measure other sources of error that are not related to sampling or weighting, which can occur in any poll or survey.

The design effect is a ratio of the variance of a statistic taking the complex sample design into account, and the variance of the same statistic if we assume that the sample design was a simple random sample of the same size. When the complex survey design increases the variance of the survey statistic of interest relative to a simple design, it reduces the statistical efficiency of the

⁹ The calculation also assumes a response distribution of 50-50. Technically, each item on a survey has its own sampling error, which depends on the total number of responses to the item, the response distribution, the proportion of the total population represented in the responses, and the level of confidence desired. The 50-50 response distribution is the “worst case” assumption for that term in the sampling error equation because it yields the largest sampling error, all other terms being held constant.

data and the design effect is greater than 1. Design effects greater than 1 are usually found in a clustered survey design or when weighting the data. When the survey design increases the statistical efficiency of the data, the design effect is less than 1. Design effects less than 1 are usually found in a stratified survey design.

In the 2012 Loudoun County Survey of Residents, the design effect is less than 1 because the statistical inefficiency introduced by the weighting was more than offset by the statistical efficiency of stratifying the sample by the rural and non-rural areas of the county.

