



*Center for Survey Research • University of Virginia*  
A UNIT OF THE WELDON COOPER CENTER FOR PUBLIC SERVICE

# 2012 Loudoun County Survey of Residents



*Loudoun County* VIRGINIA  
WHERE TRADITION MEETS INNOVATION

September 18, 2012

# Project Team

## Loudoun County

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...and 1,096 county residents

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# Survey Goals

- Determine opinions about quality of life and related issues in Loudoun County
- Determine satisfaction with county services
- Obtain information about employment and work location
- Evaluate the importance of several transportation priorities
- Compare to prior surveys

# Survey Features

1,096 interviews by telephone
About 15 minutes long
Sampling Error: +/- 1.6 percentage points
Field Period: May 8 – June 10, 2012
Two pretests prior to production calling
Assistance from Survey Sampling International
Good geographic distribution by ZIP code
Rural area oversampled to provide more accurate data
Data file weighted for analysis

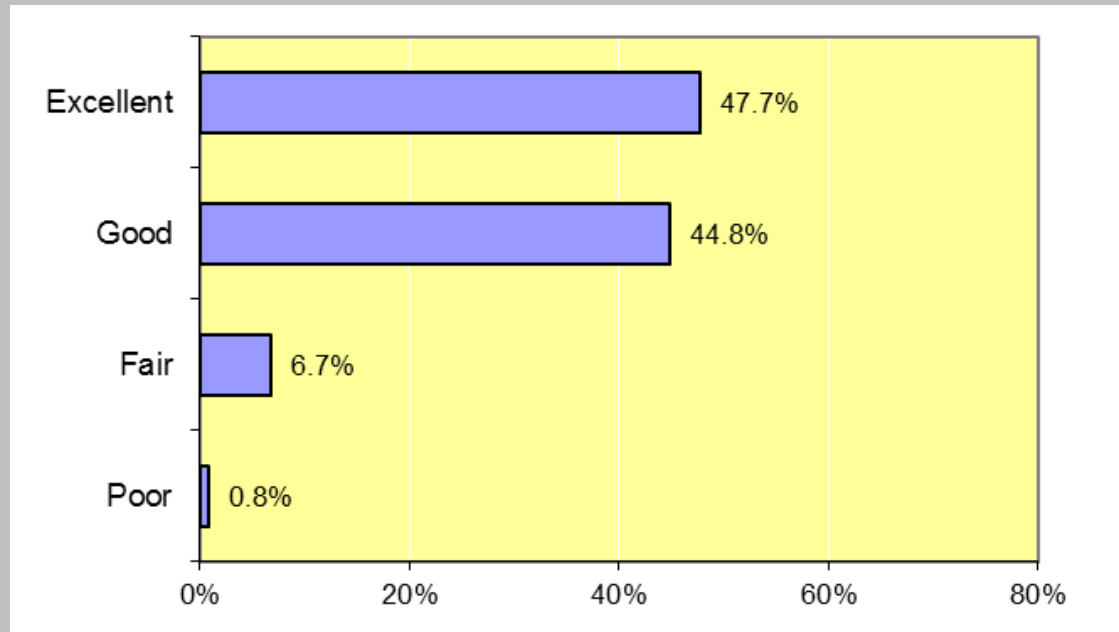
# Sampling

- *Triple frame* scientific random sample
  - Listed landline phone numbers (random from selected exchanges)
  - Unlisted landline phone numbers (reached through RDD)
  - Cell phone numbers (RDD from local billing centers)
- Estimated response rate: 14%
- Residences located in Loudoun County
- Interviewers first asked to speak to the youngest adult male resident who was home at the time of the call; if none there, then asked to speak to the youngest adult female resident who was home
  - Reduces overrepresentation of women
  - Easy to administer
  - Protects privacy

# Weighting

- Adjustment to reduce bias in the survey statistics
- Telephone status
  - Completions by cell phone underrepresented to control costs
- Geography
  - Rural area oversampled to provide more accurate estimates
- Demographics
  - Age
  - Race
  - Hispanic/Latino
  - Gender
- U.S. Decennial Census data, persons 18 and older
- Good alignment of survey demographics and county population figures

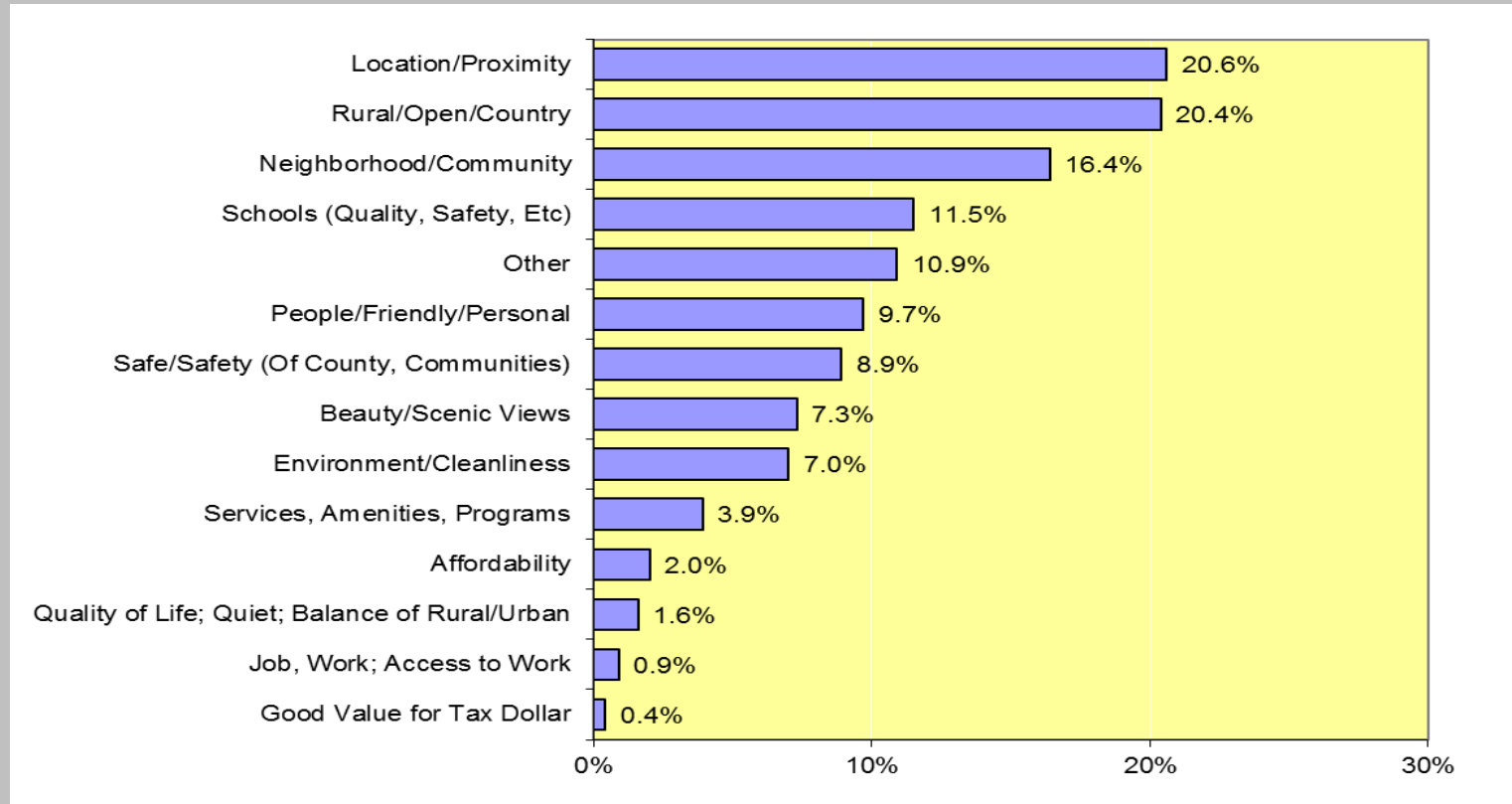
# Overall Quality of Life



*Weighted data*

On a 4-point scale, with 1 indicating *Excellent* and 4 indicating *Poor*, the average rating is **1.61**

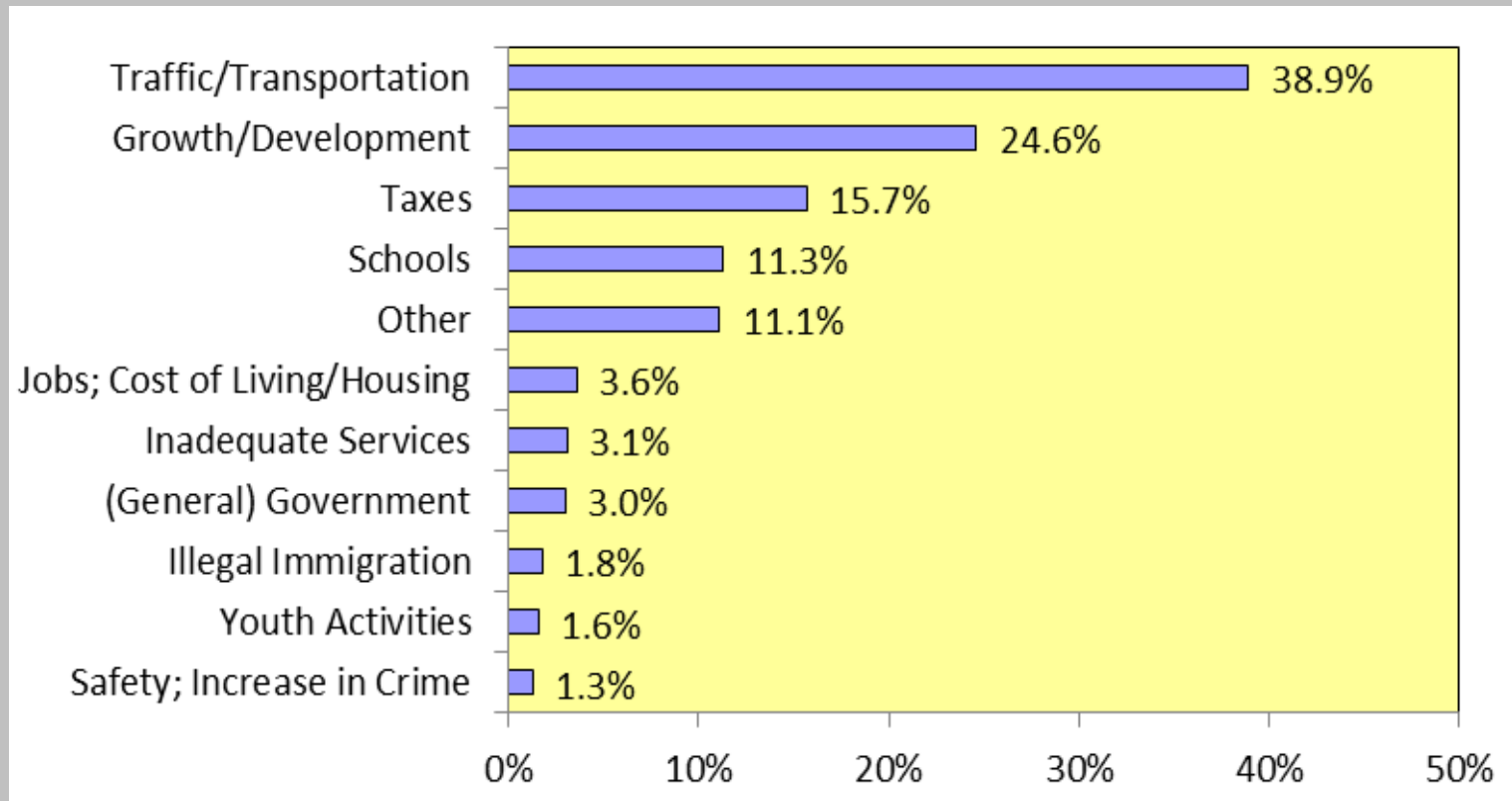
# What Single Thing Do You Like Best About Loudoun County?



*Weighted data*



# The Single Biggest Problem Facing Loudoun County?



*Weighted data*

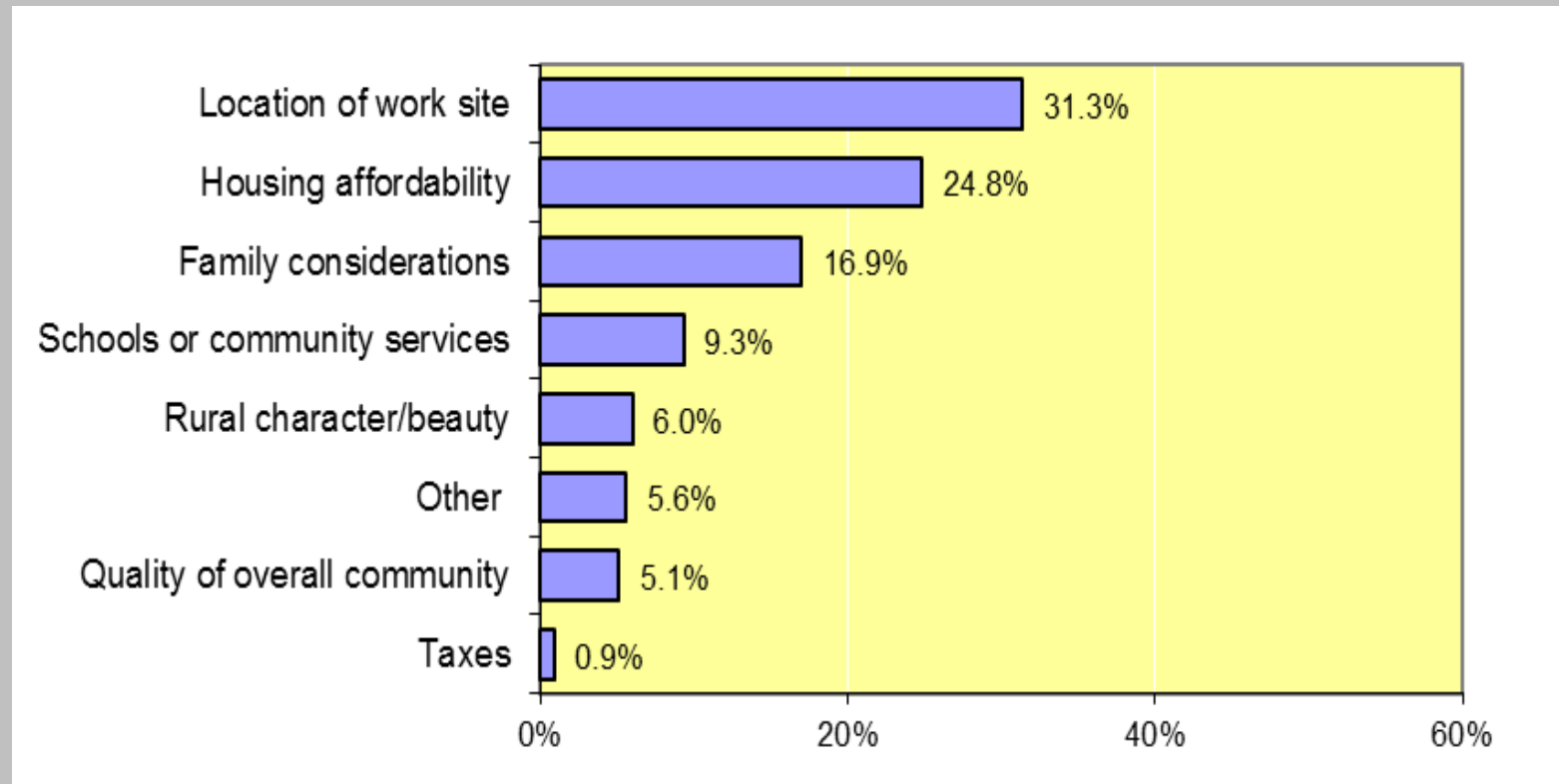
# Perceptions of Safety

- 98% of residents feel either *Very Safe* (66%) or *Safe* (32%) in their neighborhoods
- On a 4-point scale, with 1 indicating *Very Safe* and 4 indicating *Very Unsafe*, the average rating is 1.36
- Only 2% of residents feel either *Unsafe* or *Very Unsafe*, saying most that break-ins and car damage/theft made them feel unsafe

# Moving to Loudoun County

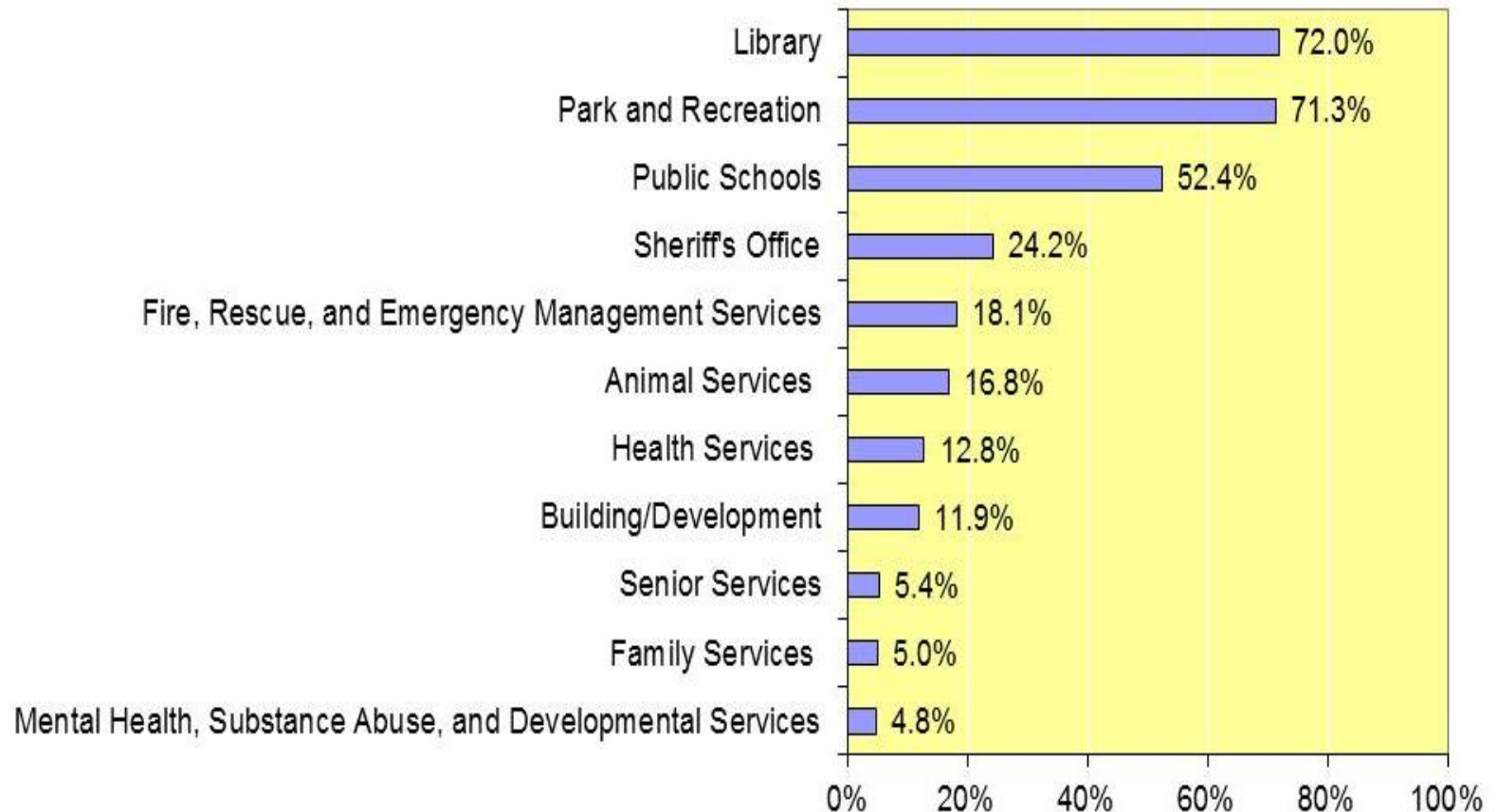
- Almost all adult residents (92%) have moved to Loudoun County from elsewhere
- A plurality of residents (43%) came to Loudoun County from Fairfax County
- Almost as many (42%) came to Loudoun County from outside the Washington Metropolitan area

# Most Influential Reason for Locating in Loudoun County



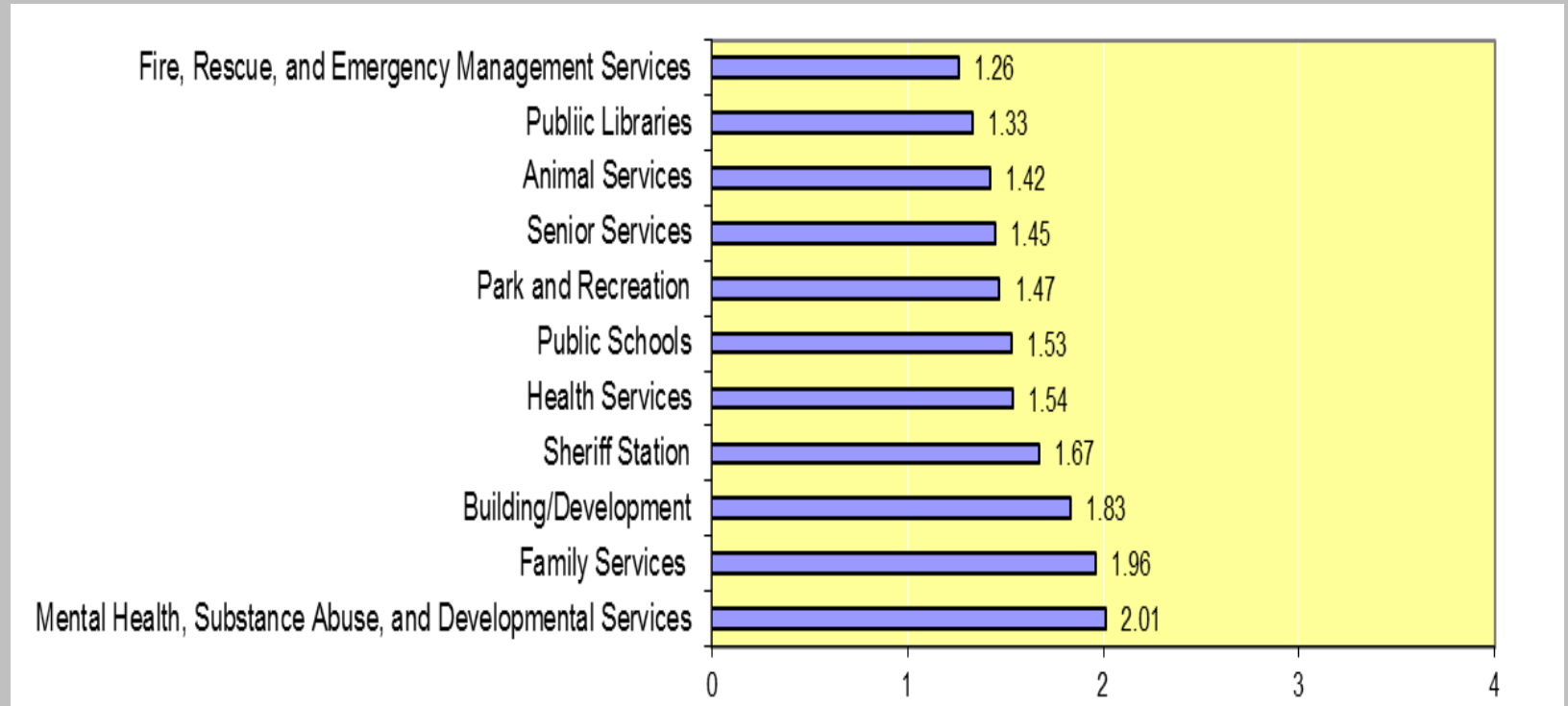
*Weighted data*

# Use of County Services



*Weighted data*

# Satisfaction with County Services



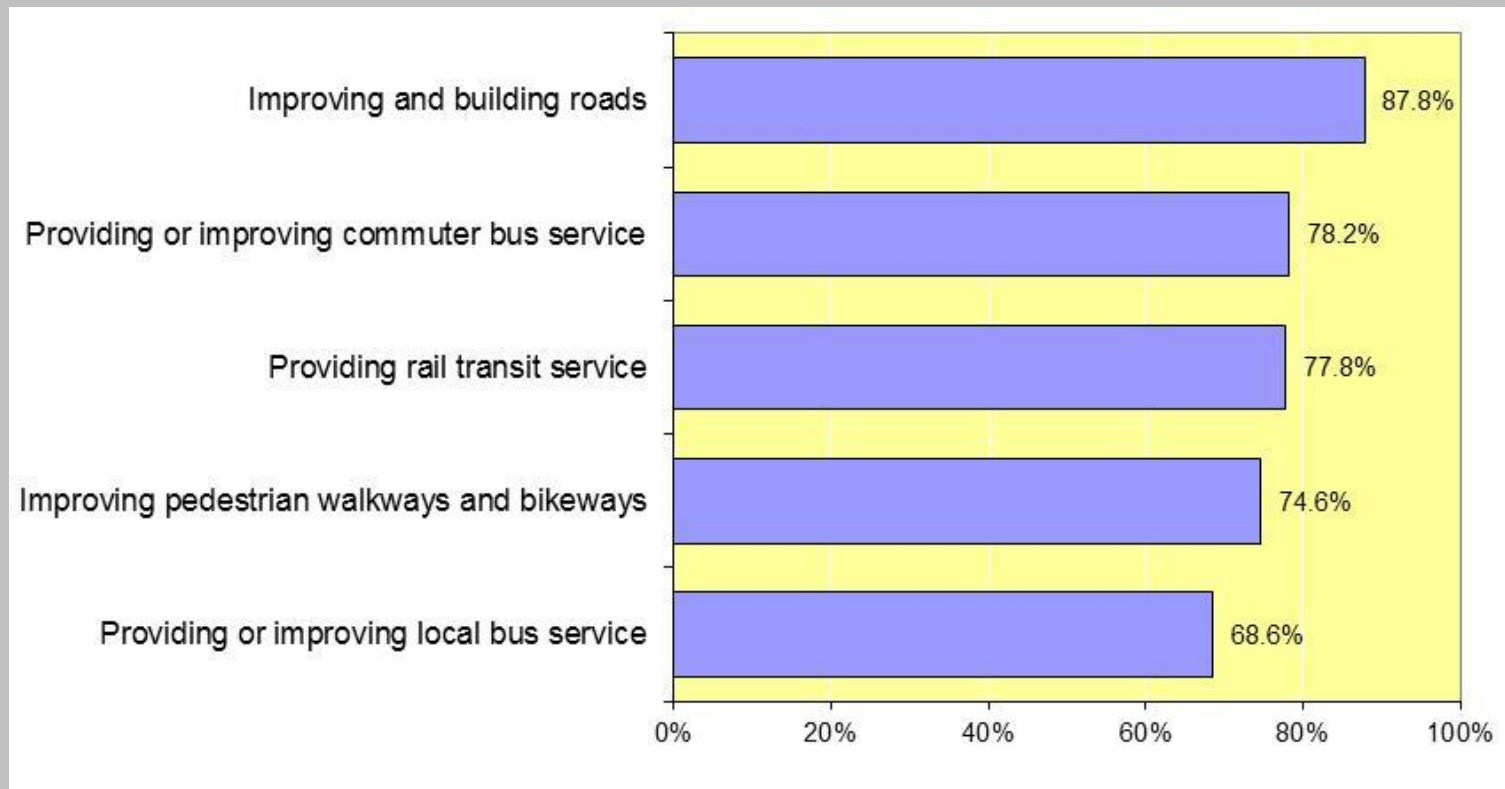
*1= Very Satisfied 2= Satisfied 3= Dissatisfied 4= Very Dissatisfied  
(Excluded: 5=No opinion)*

# Federal Impact on Job Security (age 25+)

Employment Status	Percentage of Sample
Federal employee in household	<b>12.6%</b>
Workers in household (but no federal employees); federal expenditures good for job security	<b>34.7%</b>
Workers in household (but no federal employees); federal expenditures bad or indifferent for job security	52.7%
Total	100.0%

# Importance of Focusing on Five Transportation Issues

Percent of residents saying this issue is *very* or *somewhat important*

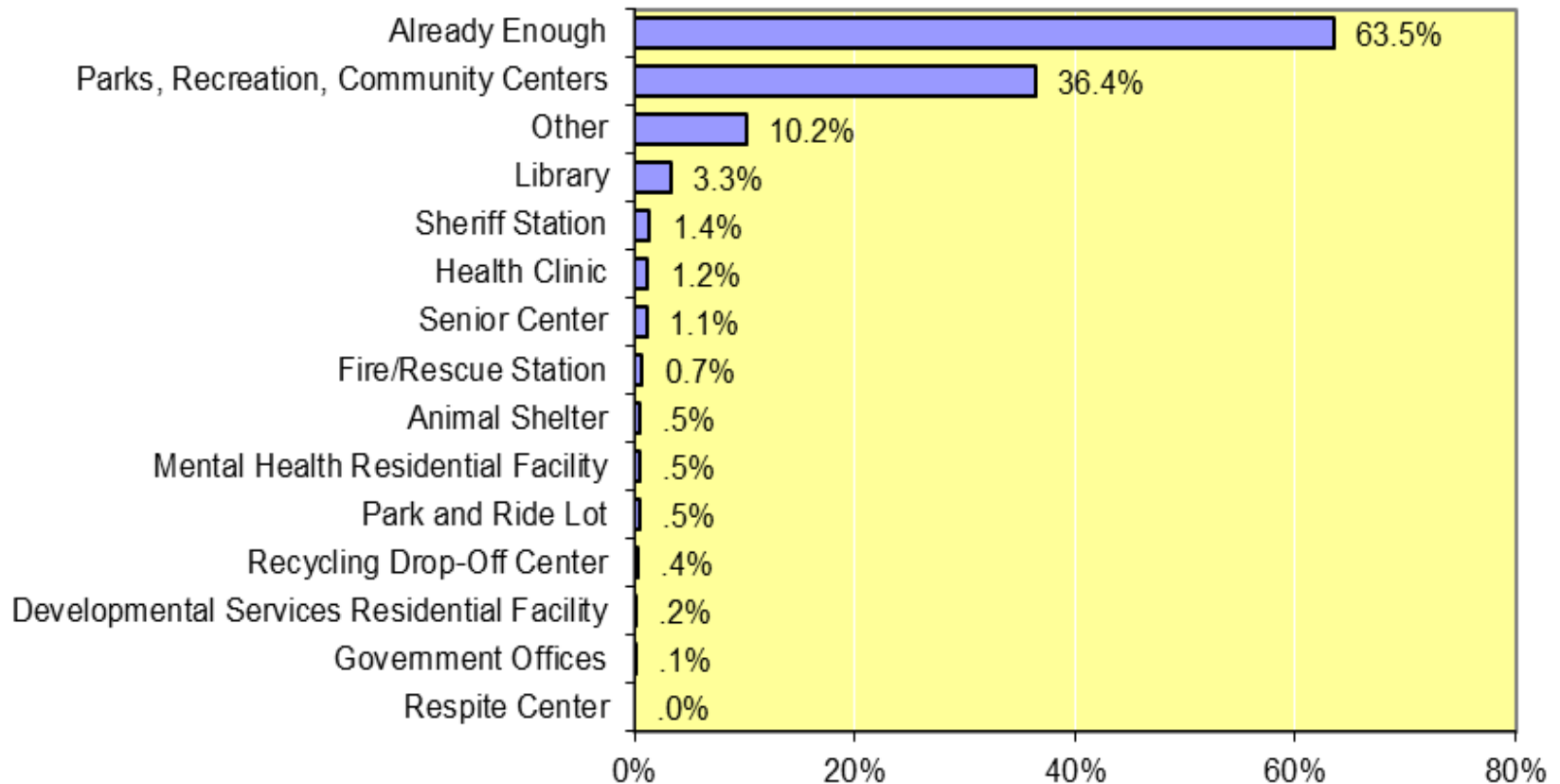




# Public Transportation Users

- 26% of residents use public transportation
- Buses (mentioned by 67% of users) and Metro (55%) were by far the most common responses

# Most-Wanted Facilities



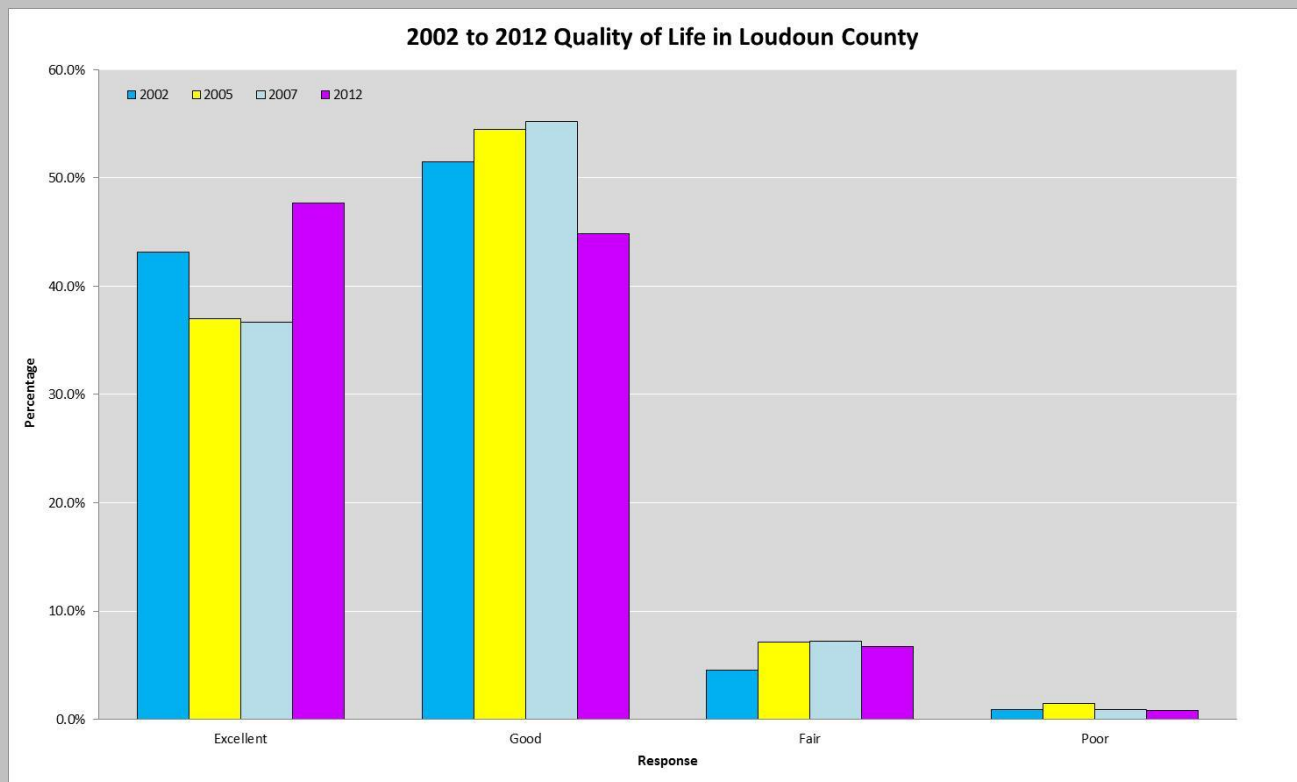
*Weighted data*

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*“Parks, Recreation, Community Centers” represents the consolidation of five individual categories.*

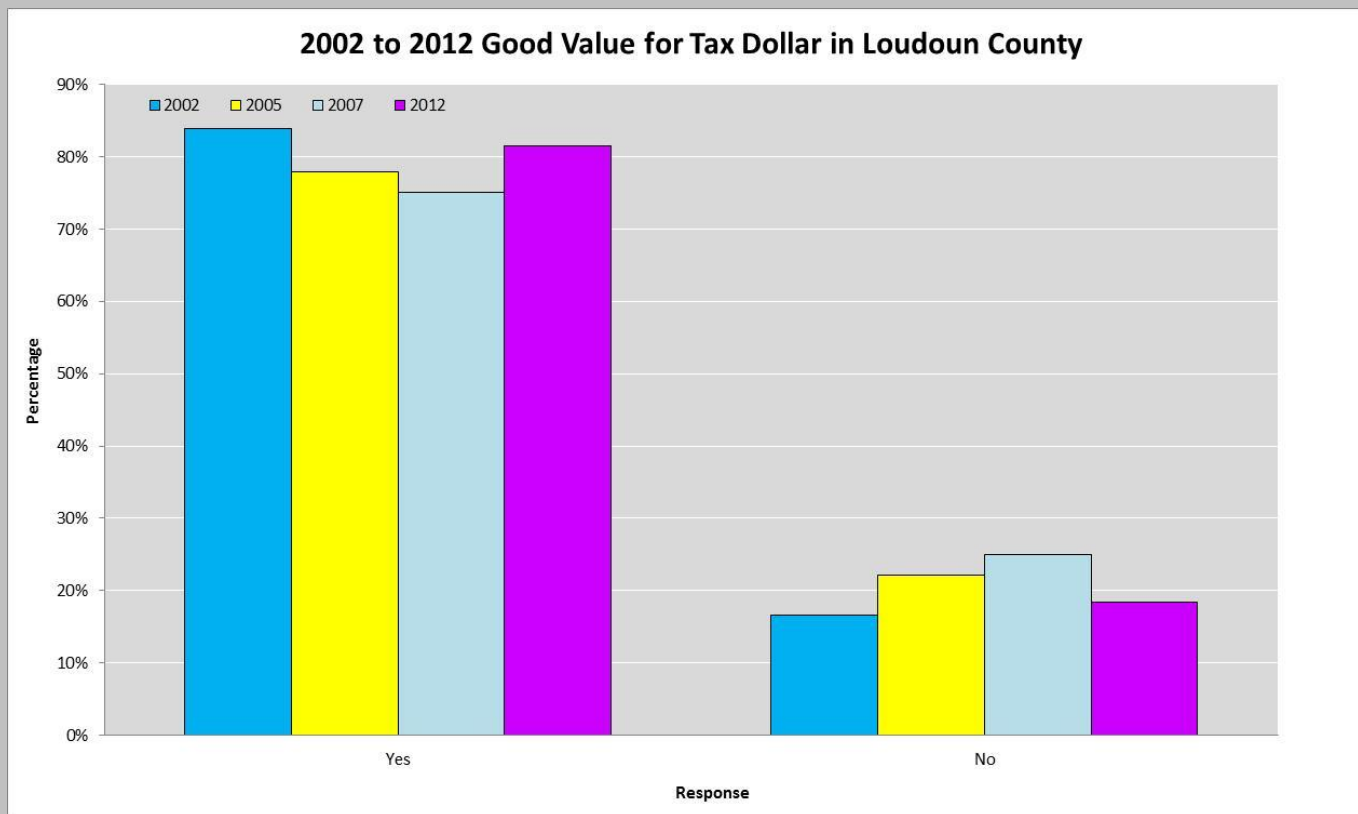
# Quality of Life

2012 survey results show a shift to the “Excellent” rating



# Value for the Tax Dollar

In 2012, residents gave a slightly more positive evaluation of the county's value for the tax dollar



# A Good Foundation

- Residents give high marks for quality of life and quality of county services
- Many ratings are better in 2012 than in prior surveys
- The survey demographics reflect the high levels of education, income and employment for which the county is known

# A Balancing Act

- Residents like the rural, open, scenic aspects of the county
- They also like the proximity to amenities, the employment opportunities and the affordability of housing
- Residents seem to support an “all of the above” strategy for transportation priorities
- Transportation and growth/development are seen as the biggest problems for the county, although by fewer respondents than before
- The survey can spark discussion

# Other Topics in Report

In addition to the topics discussed here, the full report also contains analysis of residents' attitudes and characteristics regarding:

- Entertainment and nightlife
- Reasons for not using public transportation
- Sources of information about county programs and services
- Potential reasons for leaving the county
- Income and educational attainment

# Comments? Questions?

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