



Loudoun County, Virginia

www.loudoun.gov

NEWS RELEASE

Office of the County Administrator, Public Affairs and Communications
1 Harrison Street, SE, P.O. Box 7000, Leesburg, VA 20177-7000
703-777-0113 • Fax 703-771-5841

For Immediate Release
January 31, 2019

Media Contact: Glen Barbour, Public Affairs and Communications Officer
703-771-5086, glen.barbour@loudoun.gov

Residents Give Loudoun County High Marks for Livability

Loudoun County residents enjoy a positive quality of life, feel safe in their communities and rate the overall value of county government services highly. These are some of the results of the 2018 Loudoun County Survey of Residents scheduled to be presented to the Board of Supervisors at its business meeting Tuesday, February 5, 2019.

Loudoun County periodically conducts surveys of its residents to update demographic information, determine residents' level of satisfaction with county services, and obtain residents' opinions on key issues of importance to the community. Results of the survey are used in a variety of ways to help inform the county government's assessment of its performance as an organization and to provide data for strategic decision making and improvement of service delivery.

The 2018 survey measured Loudoun's "livability," or the sum of the factors that add up to a community's quality of life. Key findings of the 2018 survey include:

- **Quality of Life:** About nine in ten people responding to the survey rated their overall quality of life in Loudoun County as excellent or good. About nine in ten people would recommend living in the county to others.
- **Safety:** At least nine in ten residents gave positive reviews to the overall feeling of safety in the county and feelings of safety in their neighborhoods. At the same time, eight in ten residents thought it was essential or very important for the county to focus on crime and drug use over the next two years.
- **Government Services:** Eight in ten residents gave positive reviews to the overall quality of services provided by the Loudoun County government. About eight in ten residents positively rated the overall customer service provided by the Loudoun County government.
- **Economy:** At least two-thirds of residents gave favorable reviews to the county's overall economic health, with ratings of different facets of the economy higher than those in other communities nationwide. Measures related to affordability, such as affordable quality housing and the cost of living, were lower than national benchmarks.
- **Mobility:** Ratings for several transportation-related aspects of livability were lower than national averages. These aspects include overall ease of travel in the county and traffic flow on major streets. About nine in ten residents thought it was essential or very important for the county to focus on traffic, which emerged as the top overall issue of importance.

MORE

The survey was administered by the National Research Center, a leading data analytics and survey research firm, which conducts the National Citizen Survey (NCS) in hundreds of communities in the U.S. The Loudoun County 2018 Survey of Residents included a set of standardized questions from the NCS as well as custom questions specific to Loudoun. The NCS compares local results with benchmarks compiled from surveys conducted in other communities. The scientifically based survey questionnaire was mailed to a random sample of residents and was later opened up to the community at-large, beyond the random sample, through an online survey.

The survey results will be presented to the Board of Supervisors during its regular meeting on February 5, 2019. The meeting begins at 5:00 p.m. in the Board Room of the Loudoun County Government Center, 1 Harrison Street, S.E., in Leesburg. The meetings are available for viewing on television on Comcast Government Channel 23, Open Band Channel 40, and Verizon FiOS Channel 40; and online at www.loudoun.gov/webcast.

The complete Loudoun County 2018 Survey of Residents is posted online at www.loudoun.gov/survey.

#