



The National Community Survey™

Loudoun County, VA

*Community Livability Report
2020*



POWERED BY POLCO

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

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

About The NCS™

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

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 1,468 residents of Loudoun County. The margin of error around any reported percentage is 3% for all respondents and the response rate for the 2020 survey was 19%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Residents continue to rate the quality of life in Loudoun County highly.

About 9 in 10 Loudoun County residents gave excellent or good ratings to the overall quality of life in the County and Loudoun County as a place to live and to raise children. About 85% gave favorable marks to the overall image or reputation of the County, which was higher than the national average. At least 8 in 10 respondents would recommend living in Loudoun County to someone who asked and planned to remain in the County for the next five years. These ratings were similar to those observed in 2020 and to national benchmarks.

Economy garners strong ratings, though affordability in the County is an issue.

Ratings within the facet of Economy for Loudoun County tended to be exceptional and higher than the national averages. More than 8 in 10 residents gave excellent or good reviews to the overall economic health of the County and the overall quality of business and service establishments in the County (an increase since 2018), and about 8 in 10 were pleased with the variety of business and service establishments, shopping opportunities, and Loudoun County as a place to visit and to work. About 7 in 10 positively rated economic development and employment opportunities. All of these ratings were higher than the national benchmarks. However, similarly to 2018, only 2 in 10 residents gave favorable evaluations to cost of living and the availability of affordability quality housing. 81% of respondents thought it was essential or very important for Loudoun County to focus on cost of living/cost of housing in the next two years.

Community Design presents an opportunity for the County.

Respondents indicated the facet of Community Design as relatively higher in importance and lower in quality than the other facets of community livability. While ratings within this facet were similar to national averages, there were several changes observed between 2018 and 2020. Ratings increased for the overall design or layout of Loudoun County's residential and commercial areas (61% excellent or good), code enforcement (60%), and land use, planning, and zoning (43%), while decreases were seen for the overall appearance of the County (80%), public places where people want to spend time (62%), and the overall quality of new development in Loudoun County (55%).

COVID-19 has had a likely impact on 2020 ratings.

When interpreting this year's survey results, it is important to keep in mind that some ratings changes since 2018 may be explained at least in part by the coronavirus crisis. Examples of relevant ratings changes over time include opportunities to attend special events and festivals, cultural/arts/music activities, opportunities to participate in community matters, traffic flow on major streets, and ease of travel by car, among others.

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide County staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 79% or more of respondents were considered of “higher quality” and those with ratings lower than 79% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 79% or more of respondents. Services were rated as “less important” if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure on the following page show which community facets were given higher or lower importance ratings (up-down) and which had higher or lower quality ratings (right-left). Services categorized as higher in importance and lower in quality may warrant further investigation to see if changes to their delivery are necessary.

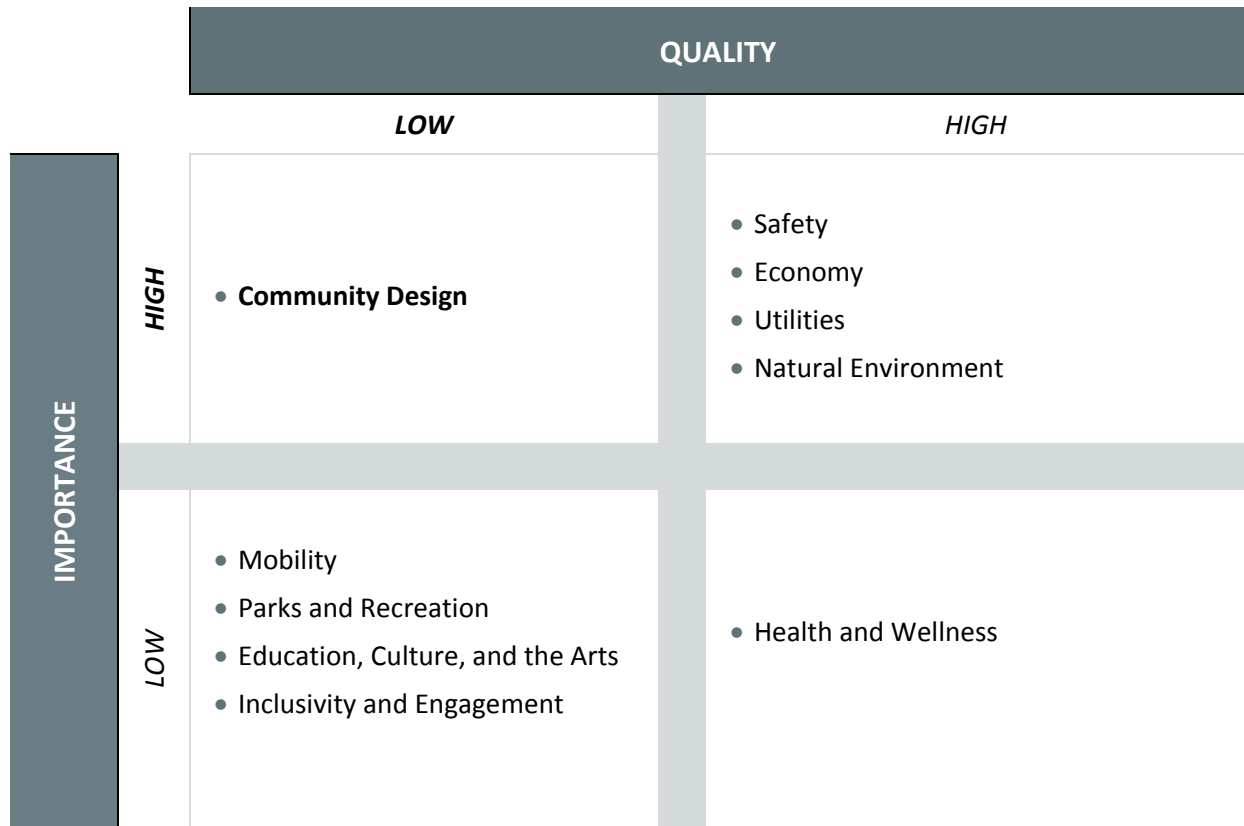


FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Loudoun County	↑	↔	87%
Overall quality of the transportation system in Loudoun County	↓	↔	50%
Overall design or layout of Loudoun County's residential and commercial areas	↔	↑	61%
Overall quality of the utility infrastructure in Loudoun County	↔	*	84%
Overall feeling of safety in Loudoun County	↔	↔	89%
Overall quality of natural environment in Loudoun County	↔	↔	79%
Overall quality of parks and recreation opportunities	↔	*	77%
Overall health and wellness opportunities in Loudoun County	↔	↔	79%
Overall opportunities for education, culture, and the arts	↔	↓	66%
Residents' connection and engagement with their community	↔	*	57%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Loudoun County	↔	↔	86%
Overall quality of the transportation system in Loudoun County	↔	↓	76%
Overall design or layout of Loudoun County's residential and commercial areas	↔	↔	79%
Overall quality of the utility infrastructure in Loudoun County	↔	*	83%
Overall feeling of safety in Loudoun County	↔	↓	86%
Overall quality of natural environment in Loudoun County	↔	↔	85%
Overall quality of parks and recreation opportunities	↔	*	75%
Overall health and wellness opportunities in Loudoun County	↔	↔	74%
Overall opportunities for education, culture, and the arts	↔	↓	70%
Residents' connection and engagement with their community	↓	↓	65%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

Overall Quality of Life in Loudoun County

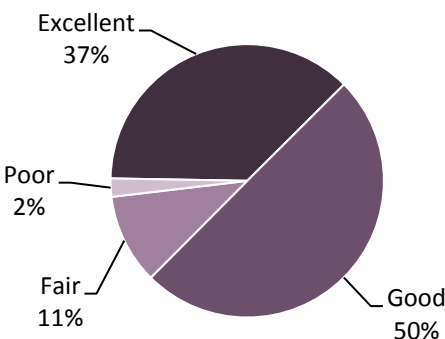


FIGURE 3: QUALITY OF LIFE IN LOUDOUN COUNTY

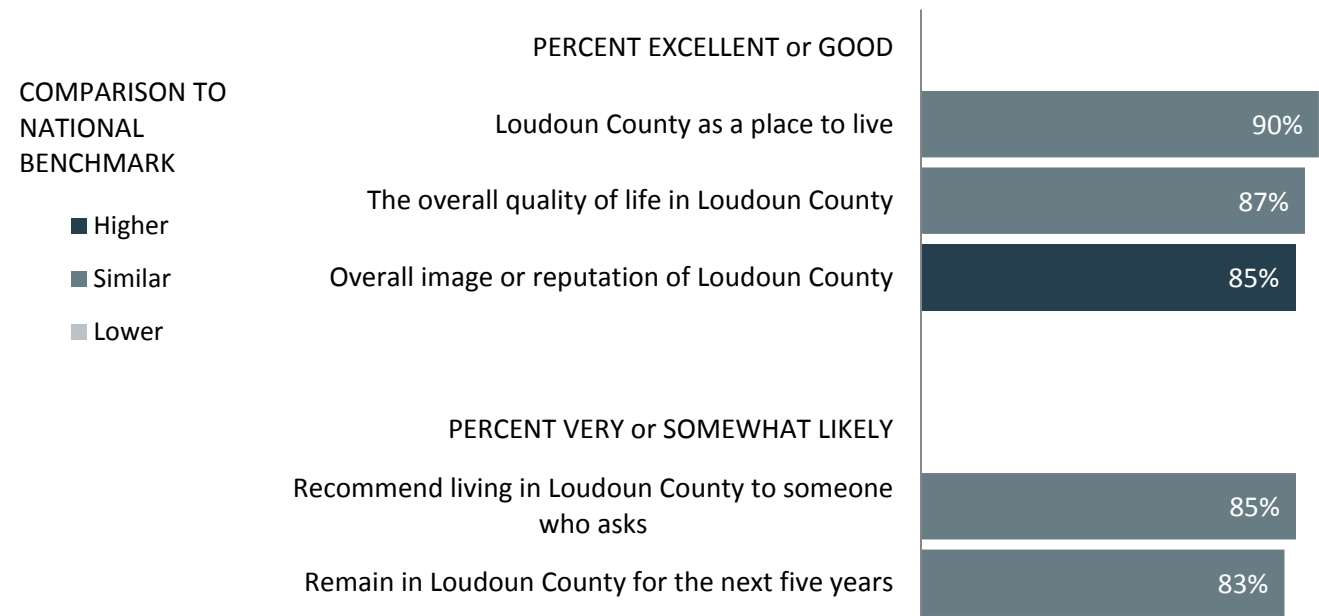


FIGURE 4: QUALITY OF LIFE IN LOUDOUN COUNTY - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall image or reputation of Loudoun County	↑	↔	85%
The overall quality of life in Loudoun County	↔	↔	87%
Loudoun County as a place to live	↔	↔	90%

FIGURE 5: RECOMMEND LOUDOUN COUNTY - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	Change 2018 to 2020	2020 rating
Recommend living in Loudoun County to someone who asks	↔	↔	85%
Remain in Loudoun County for the next five years	↔	↔	83%

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall Confidence in Loudoun County Government

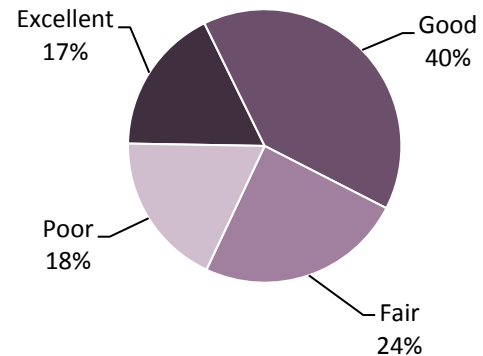


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

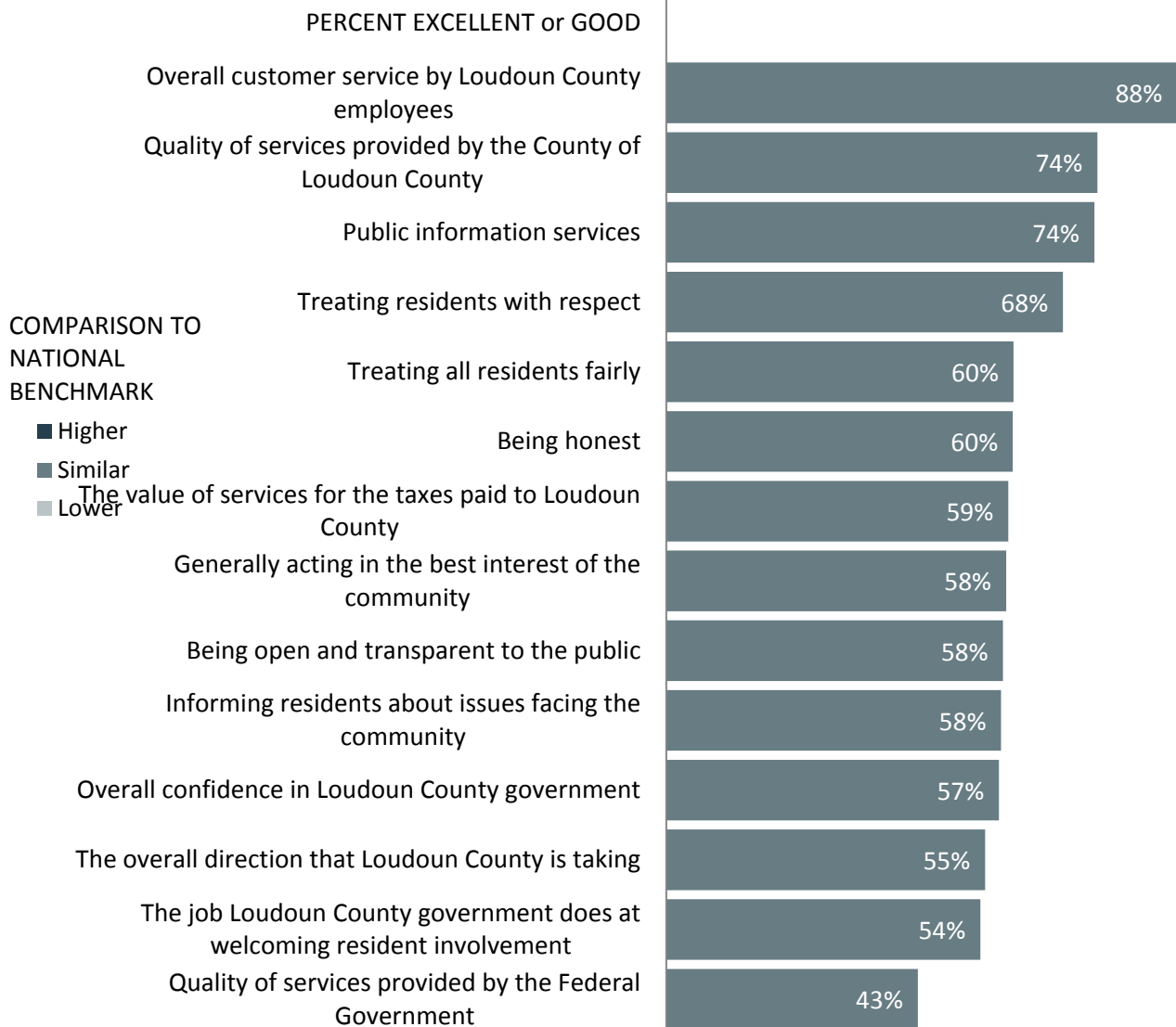


FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall confidence in Loudoun County government	↔	↔	57%
The overall direction that Loudoun County is taking	↔	↔	55%
The value of services for the taxes paid to Loudoun County	↔	↔	59%
Generally acting in the best interest of the community	↔	↔	58%
Being honest	↔	↔	60%
Being open and transparent to the public	↔	*	58%
Informing residents about issues facing the community	↔	*	58%
The job Loudoun County government does at welcoming resident involvement	↔	↔	54%
Treating all residents fairly	↔	↔	60%
Treating residents with respect	↔	*	68%
Overall customer service by Loudoun County employees	↔	↑	88%
Public information services	↔	↓	74%
Quality of services provided by the County of Loudoun County	↔	↓	74%
Quality of services provided by the Federal Government	↔	↔	43%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

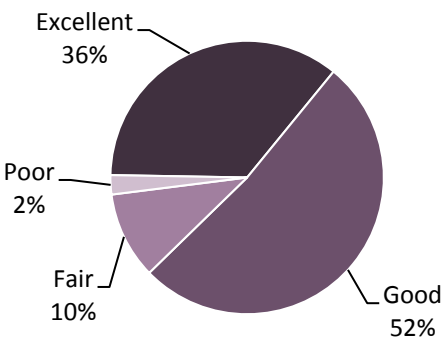
↓↓ Much lower

* Not available

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall Economic Health of Loudoun County



What impact, if any, do you think the economy will have on your family income in the next 6 months?

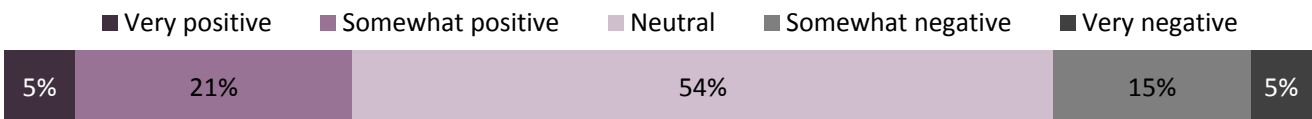


FIGURE 8: ECONOMIC HEALTH

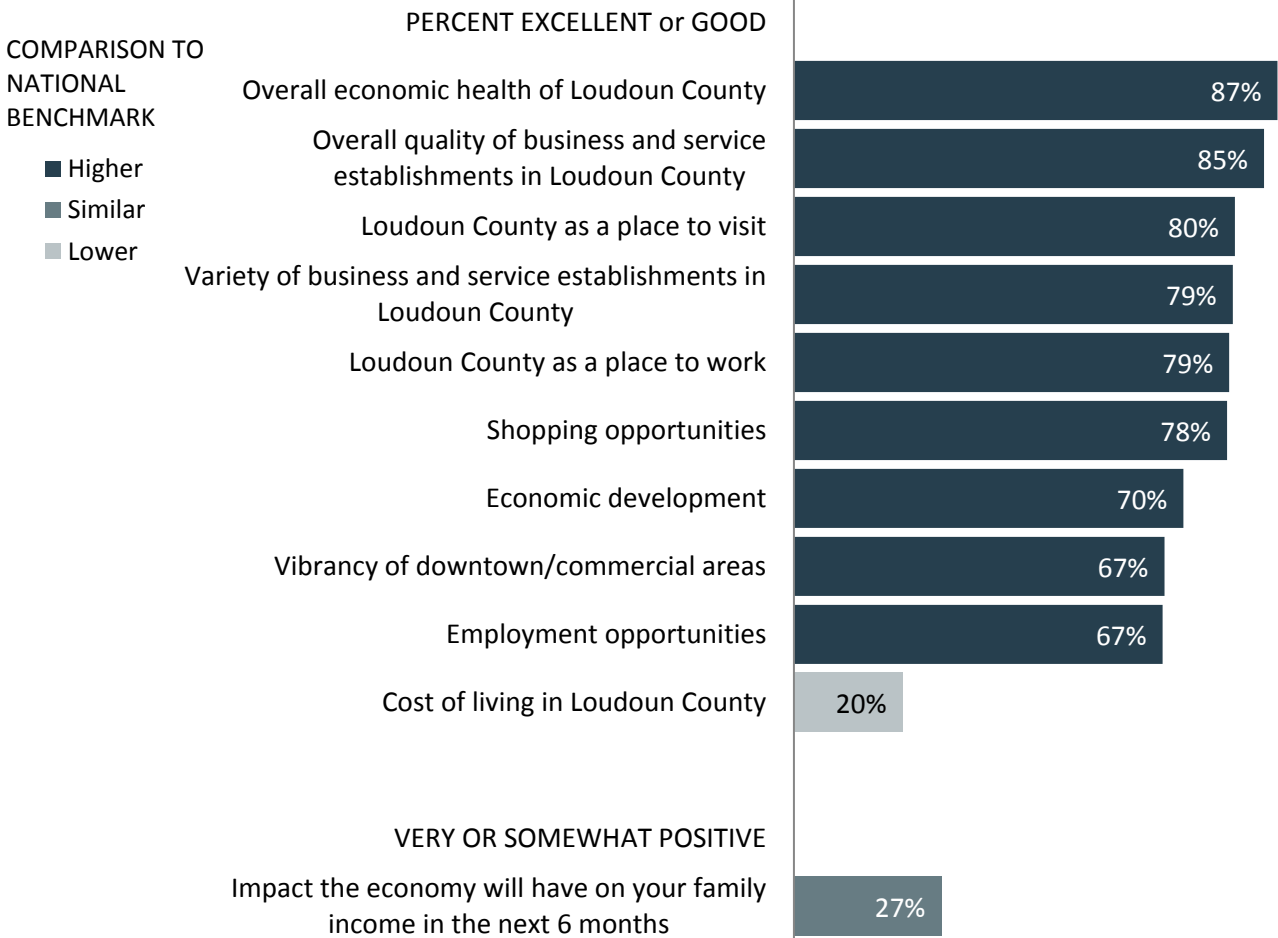


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall economic health of Loudoun County	↑	↔	87%
Economic development	↑	↔	70%
Overall quality of business and service establishments in Loudoun County	↑	↑	85%
Variety of business and service establishments in Loudoun County	↑	*	79%
Vibrancy of downtown/commercial areas	↑	↔	67%
Shopping opportunities	↑	↔	78%
Loudoun County as a place to visit	↑	↔	80%
Loudoun County as a place to work	↑	↔	79%
Employment opportunities	↑	↔	67%
Cost of living in Loudoun County	↓	↔	20%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	Change 2018 to 2020	2020 rating
Economy will have positive impact on income	↔	↓	27%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2018 to 2020	2020 rating
NOT experiencing housing costs stress	↔	↔	74%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

Overall Quality of the Transportation System in Loudoun County

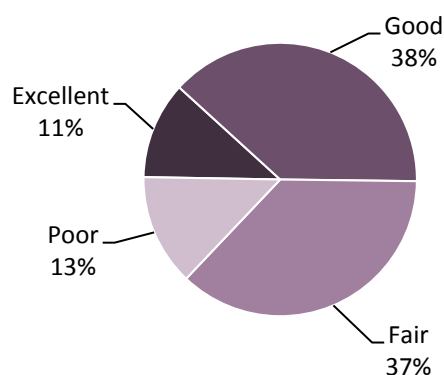


FIGURE 12: MOBILITY IN LOUDOUN COUNTY

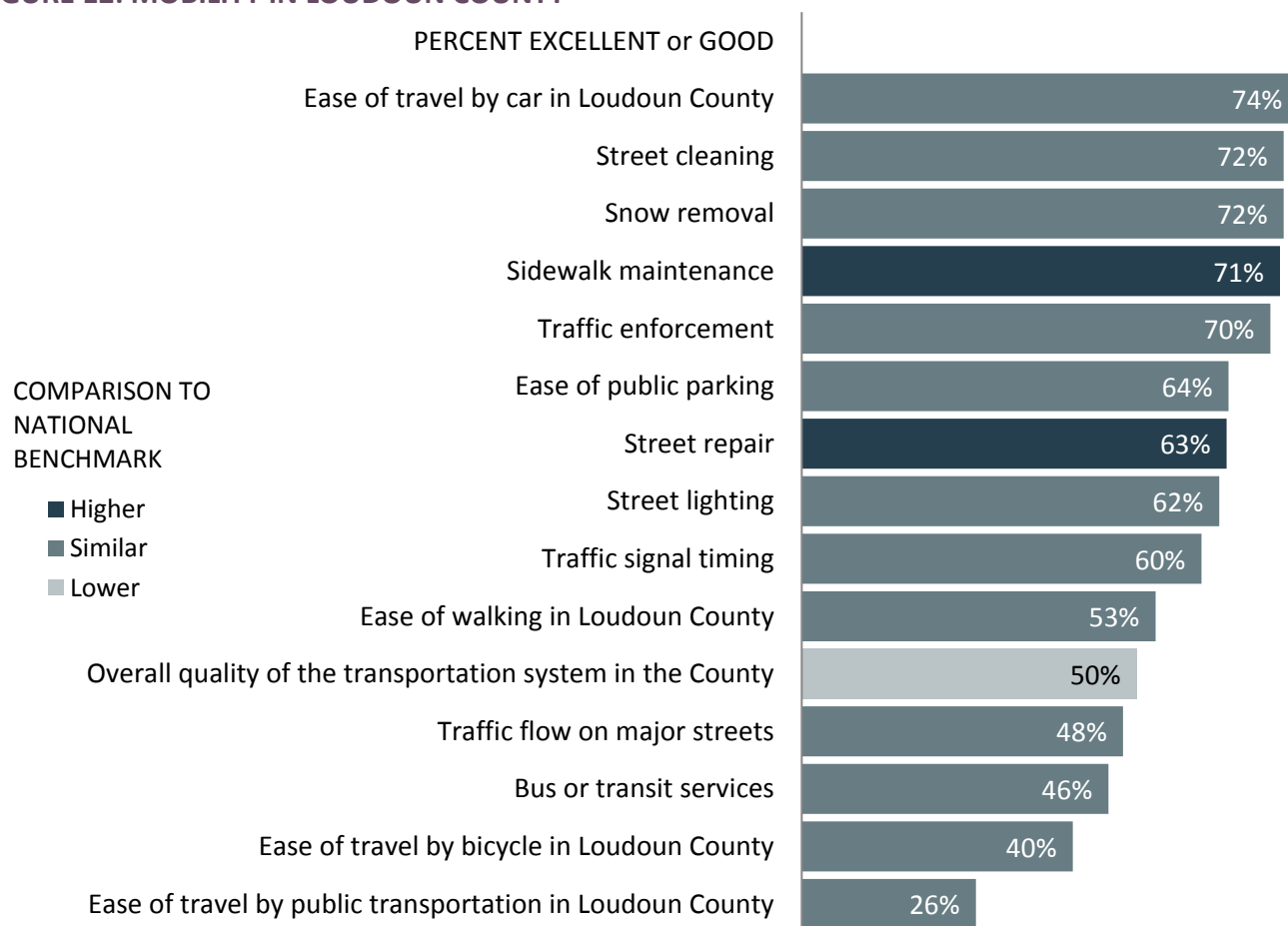


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

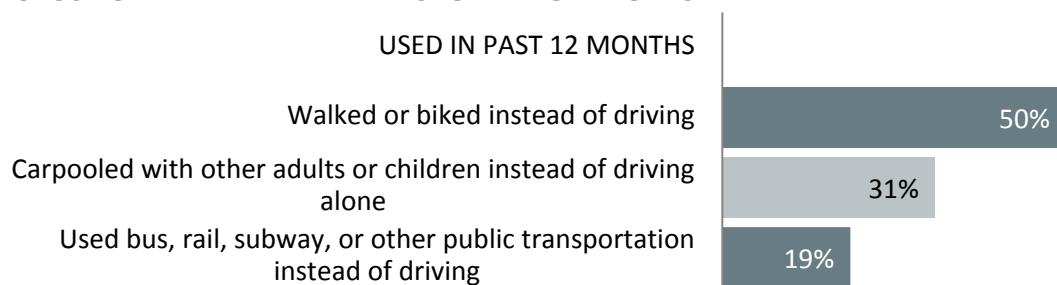


FIGURE 14: MOBILITY IN LOUDOUN COUNTY - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of the transportation system in Loudoun County	↓	↔	50%
Traffic flow on major streets	↔	↑	48%
Ease of travel by car in Loudoun County	↔	↑	74%
Ease of travel by public transportation in Loudoun County	↔	↑	26%
Ease of travel by bicycle in Loudoun County	↔	↔	40%
Ease of walking in Loudoun County	↔	↑	53%
Ease of public parking	↔	↑	64%
Bus or transit services	↔	↔	46%
Traffic enforcement	↔	↑	70%
Traffic signal timing	↔	*	60%
Street repair	↑	*	63%
Street cleaning	↔	*	72%
Street lighting	↔	*	62%
Snow removal	↔	*	72%
Sidewalk maintenance	↑	*	71%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	↓	19%
Carpooled with other adults or children instead of driving alone	↓	↓	31%
Walked or biked instead of driving	↔	↑	50%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Overall Design or Layout of Loudoun County's Residential and Commercial Areas

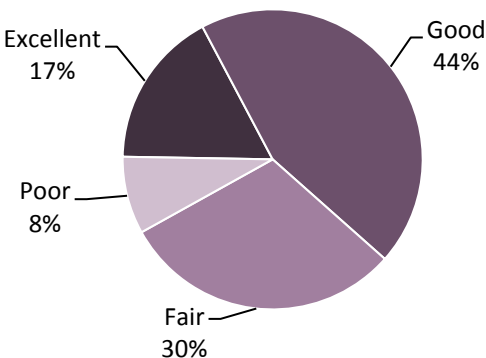


FIGURE 16: COMMUNITY DESIGN

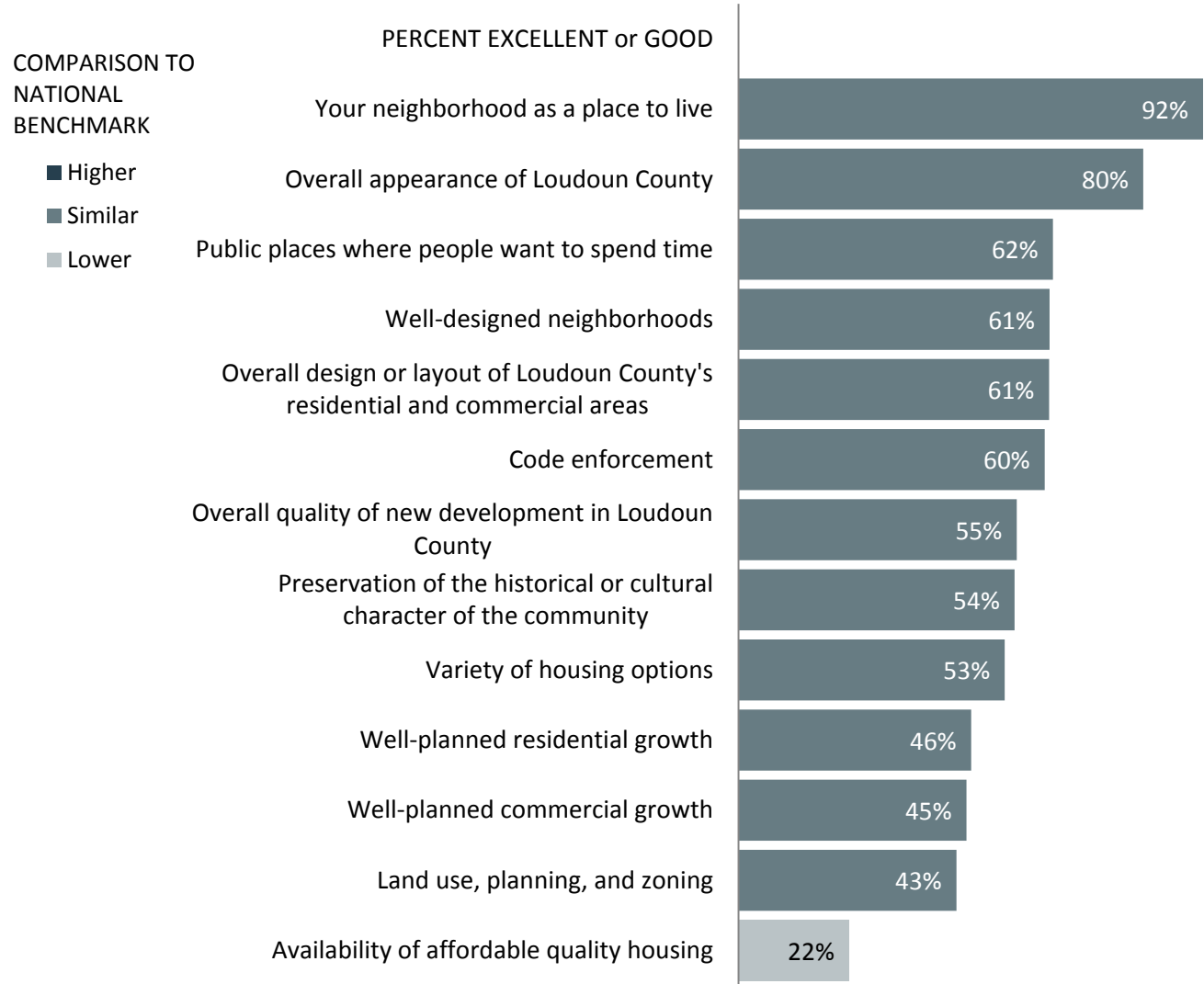


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall design or layout of Loudoun County's residential and commercial areas	↔	↑	61%
Overall appearance of Loudoun County	↔	↓	80%
Your neighborhood as a place to live	↔	↔	92%
Overall quality of new development in Loudoun County	↔	↓	55%
Well-planned residential growth	↔	*	46%
Well-planned commercial growth	↔	*	45%
Well-designed neighborhoods	↔	*	61%
Preservation of the historical or cultural character of the community	↔	*	54%
Public places where people want to spend time	↔	↓	62%
Variety of housing options	↔	↔	53%
Availability of affordable quality housing	↓	↔	22%
Land use, planning, and zoning	↔	↑	43%
Code enforcement	↔	↑	60%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall Quality of the Utility Infrastructure in Loudoun County

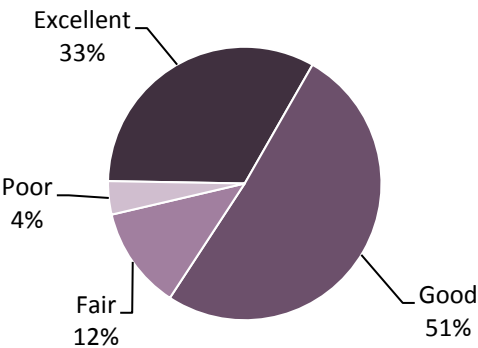


FIGURE 18: UTILITES

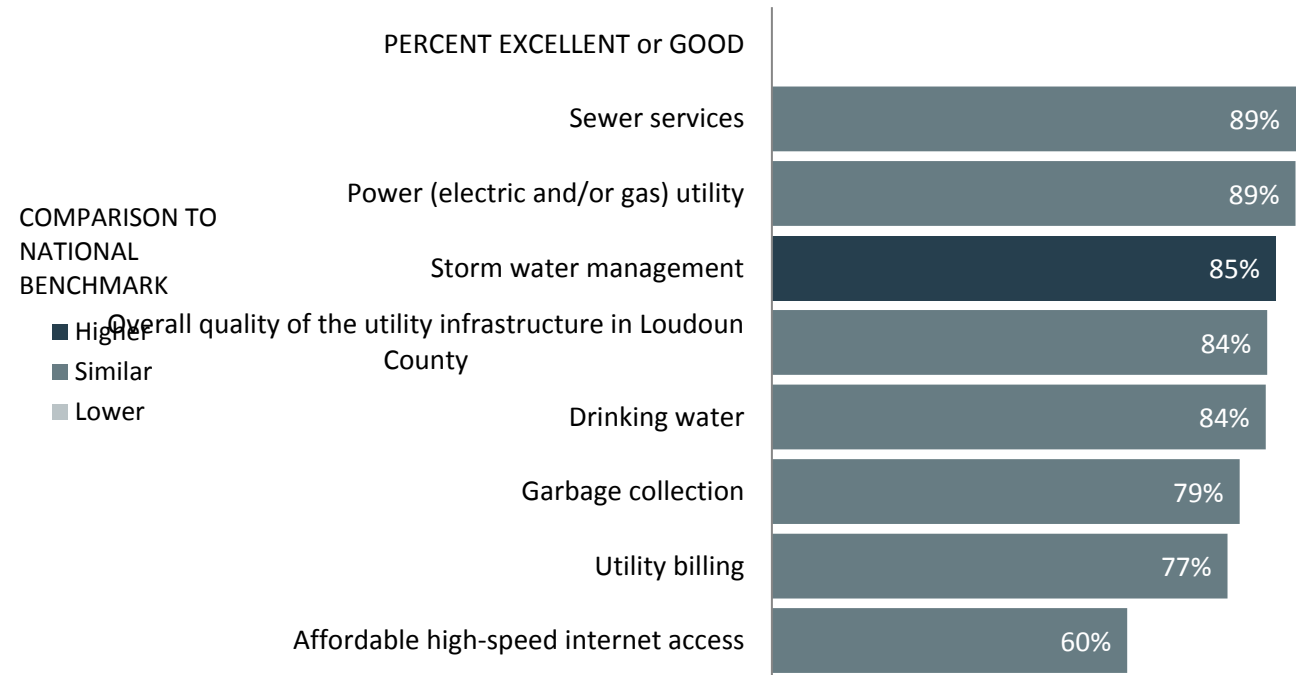


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of the utility infrastructure in Loudoun County	↔	*	84%
Affordable high-speed internet access	↔	*	60%
Power (electric and/or gas) utility	↔	*	89%
Garbage collection	↔	*	79%
Drinking water	↔	*	84%
Sewer services	↔	*	89%
Storm water management	↑	*	85%
Utility billing	↔	*	77%

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

Overall Feeling of Safety in Loudoun County

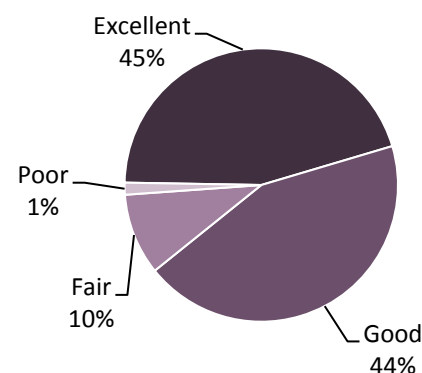


FIGURE 20: SAFETY IN LOUDOUN COUNTY

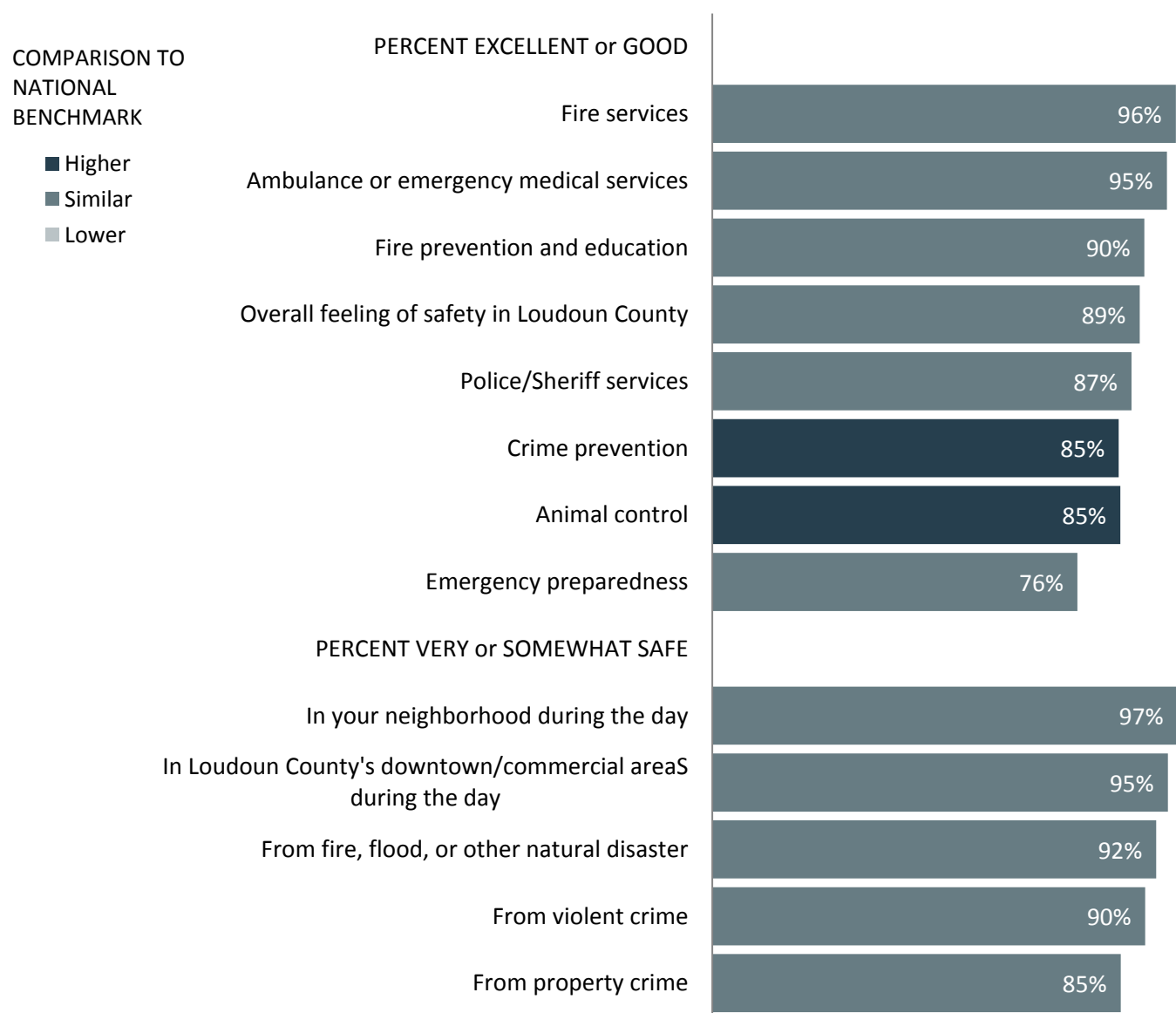


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall feeling of safety in Loudoun County	↔	↔	89%
Police/Sheriff services	↔	↔	87%
Crime prevention	↑	↔	85%
Animal control	↑	↑	85%
Ambulance or emergency medical services	↔	↔	95%
Fire services	↔	↔	96%
Fire prevention and education	↔	↔	90%
Emergency preparedness	↔	↔	76%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	Change 2018 to 2020	2020 rating
In your neighborhood during the day	↔	↔	97%
In Loudoun County's downtown/commercial areas during the day	↔	↔	95%
From property crime	↔	*	85%
From violent crime	↔	*	90%
From fire, flood, or other natural disaster	↔	*	92%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall Quality of Natural Environment in Loudoun County

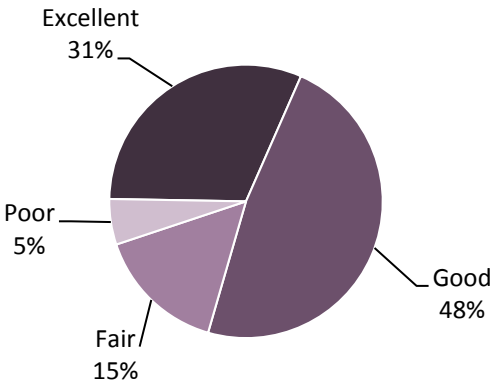


FIGURE 23: NATURAL ENVIRONMENT

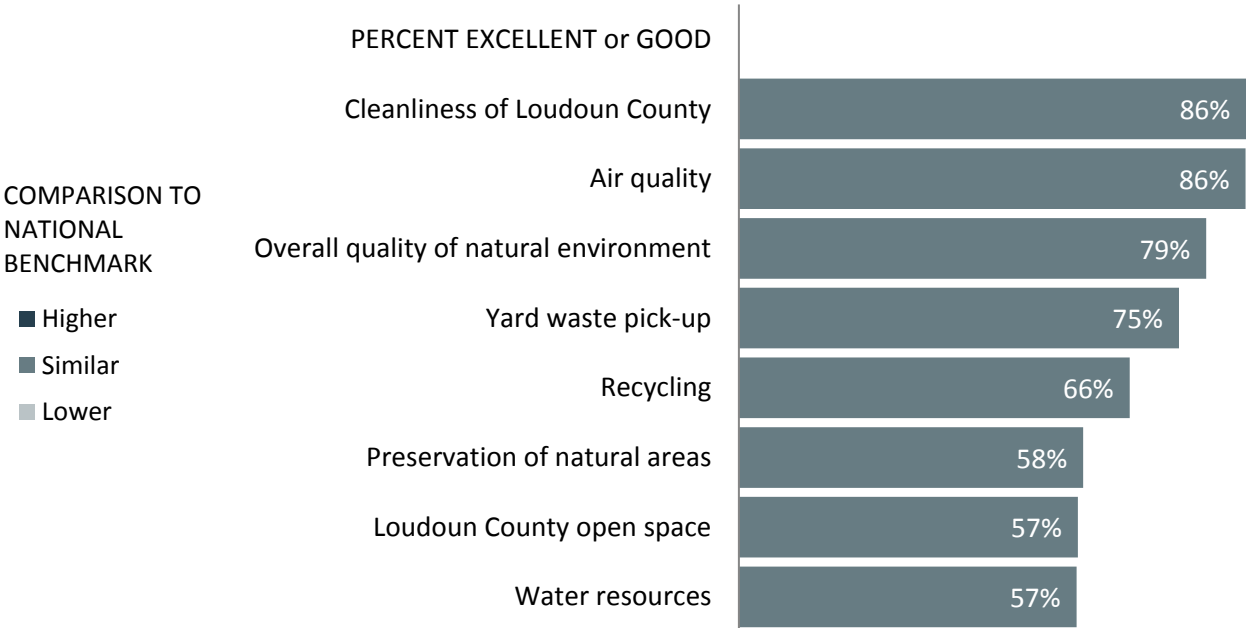


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of natural environment in Loudoun County	↔	↔	79%
Cleanliness of Loudoun County	↔	↔	86%
Water resources	↔	*	57%
Air quality	↔	↔	86%
Preservation of natural areas	↔	↑	58%
Loudoun County open space	↔	↑	57%
Recycling	↔	↓	66%
Yard waste pick-up	↔	*	75%

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."
 - National Recreation and Park Association

Overall Quality of Parks and Recreation Opportunities in Loudoun County

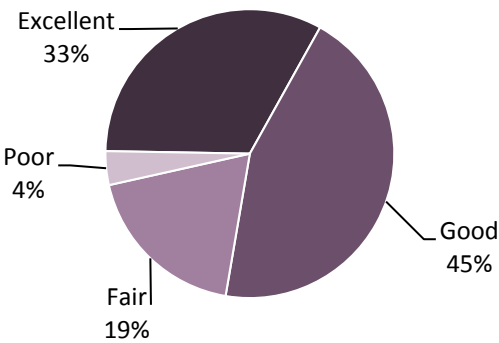


FIGURE 25: PARKS AND RECREATION

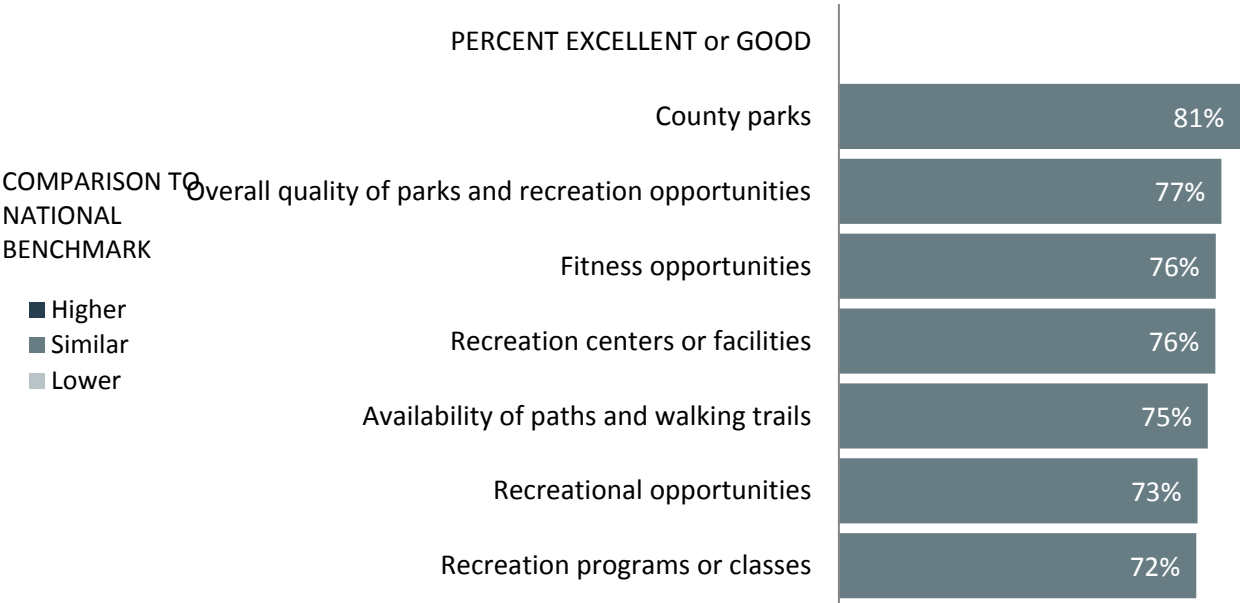


FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	77%
Availability of paths and walking trails	↔	↑	75%
County parks	↔	↓	81%
Recreational opportunities	↔	↔	73%
Recreation programs or classes	↔	↓	72%
Recreation centers or facilities	↔	↓	76%
Fitness opportunities	↔	↔	76%

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Health and Wellness Opportunities in Loudoun County

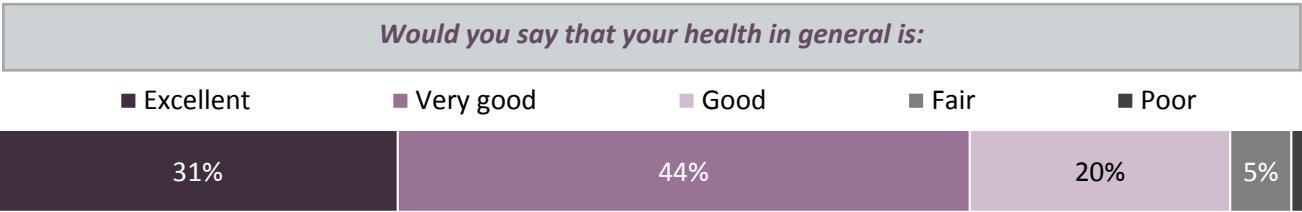
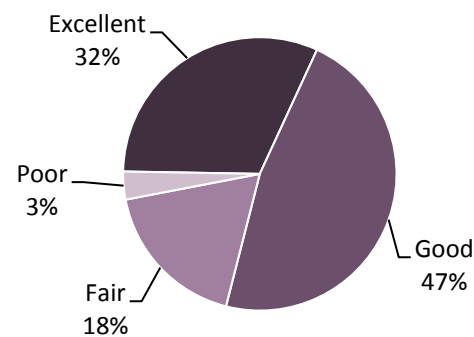


FIGURE 27: HEALTH AND WELLNESS

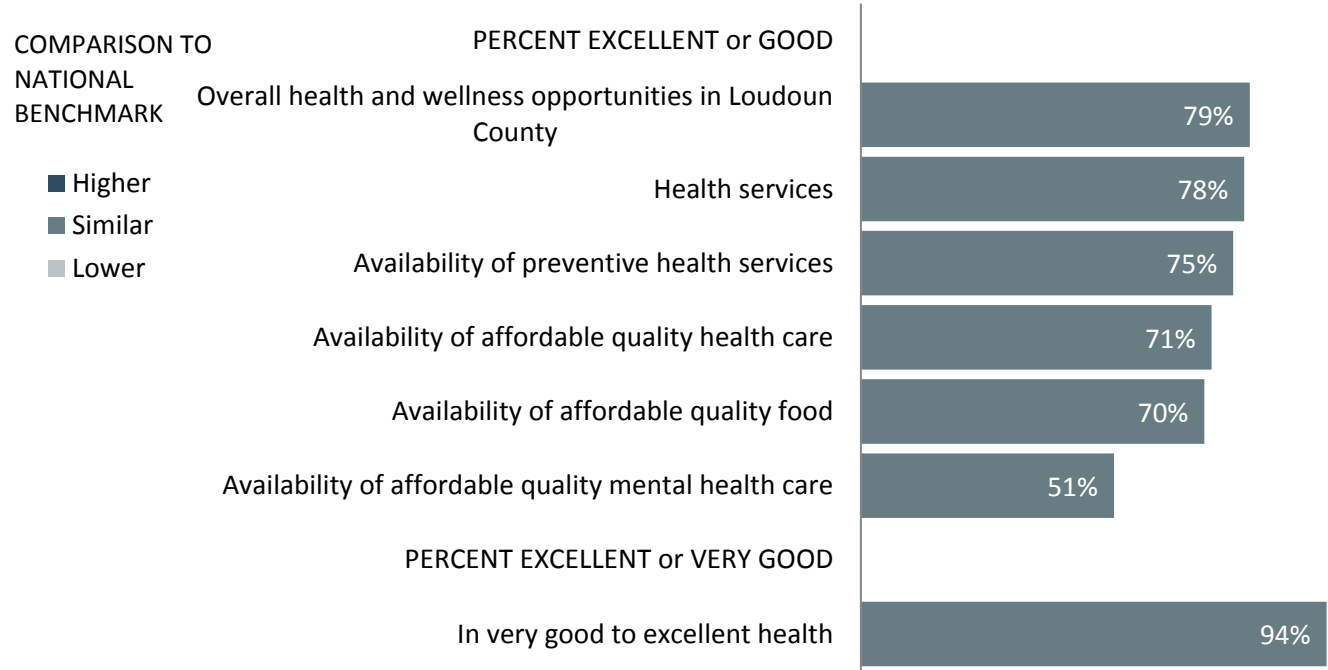


FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall health and wellness opportunities in Loudoun County	↔	↔	79%
Health services	↔	↔	78%
Availability of affordable quality health care	↔	↔	71%
Availability of preventive health services	↔	↔	75%
Availability of affordable quality mental health care	↔	↔	51%
Availability of affordable quality food	↔	↔	70%

FIGURE 29: PERSONAL HEALTH - SUMMARY

	Comparison to benchmark	Change 2018 to 2020	2020 rating
In very good to excellent health	↔	↔	94%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall Opportunities for Education, Culture, and the Arts In Loudoun County

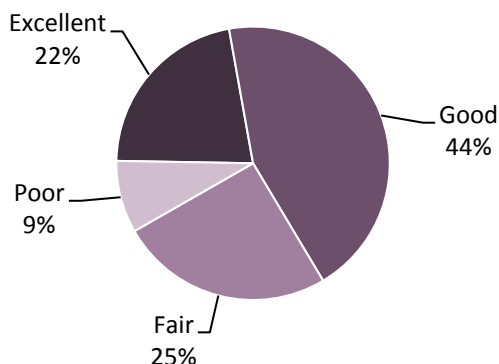


FIGURE 30: EDUCATION, ARTS AND CULTURE

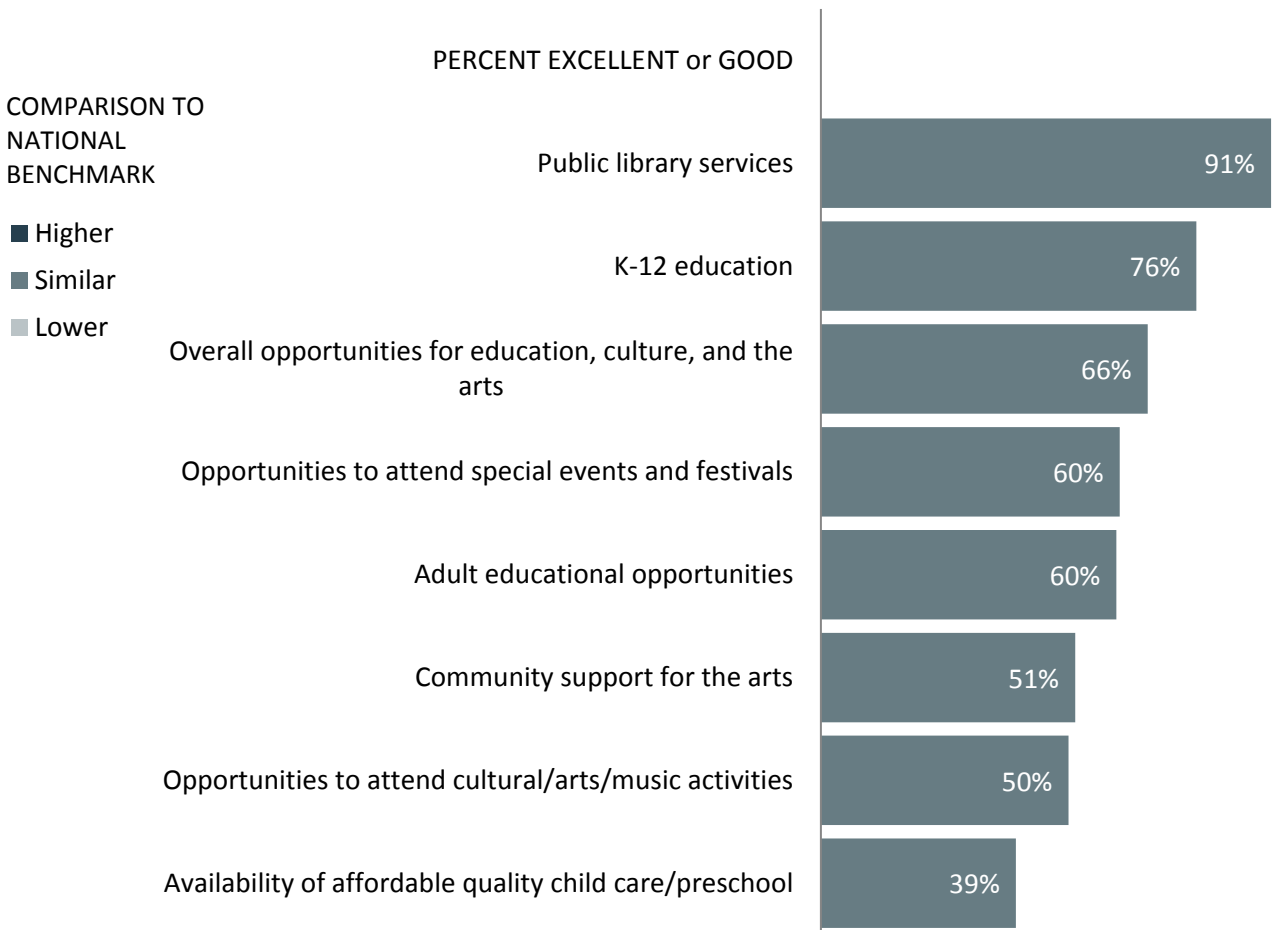


FIGURE 31: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↔	↓	66%
Opportunities to attend cultural/arts/music activities	↔	↓	50%
Opportunities to attend special events and festivals	↔	↓	60%
Community support for the arts	↔	*	51%
Public library services	↔	↔	91%
Availability of affordable quality child care/preschool	↔	↔	39%
K-12 education	↔	↓	76%
Adult educational opportunities	↔	↔	60%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' Connection and Engagement with Their Community

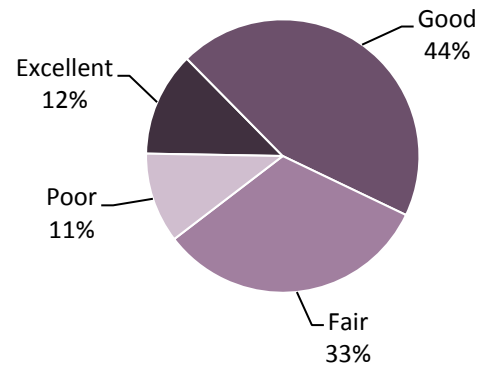


FIGURE 32: INCLUSIVITY AND ENGAGEMENT

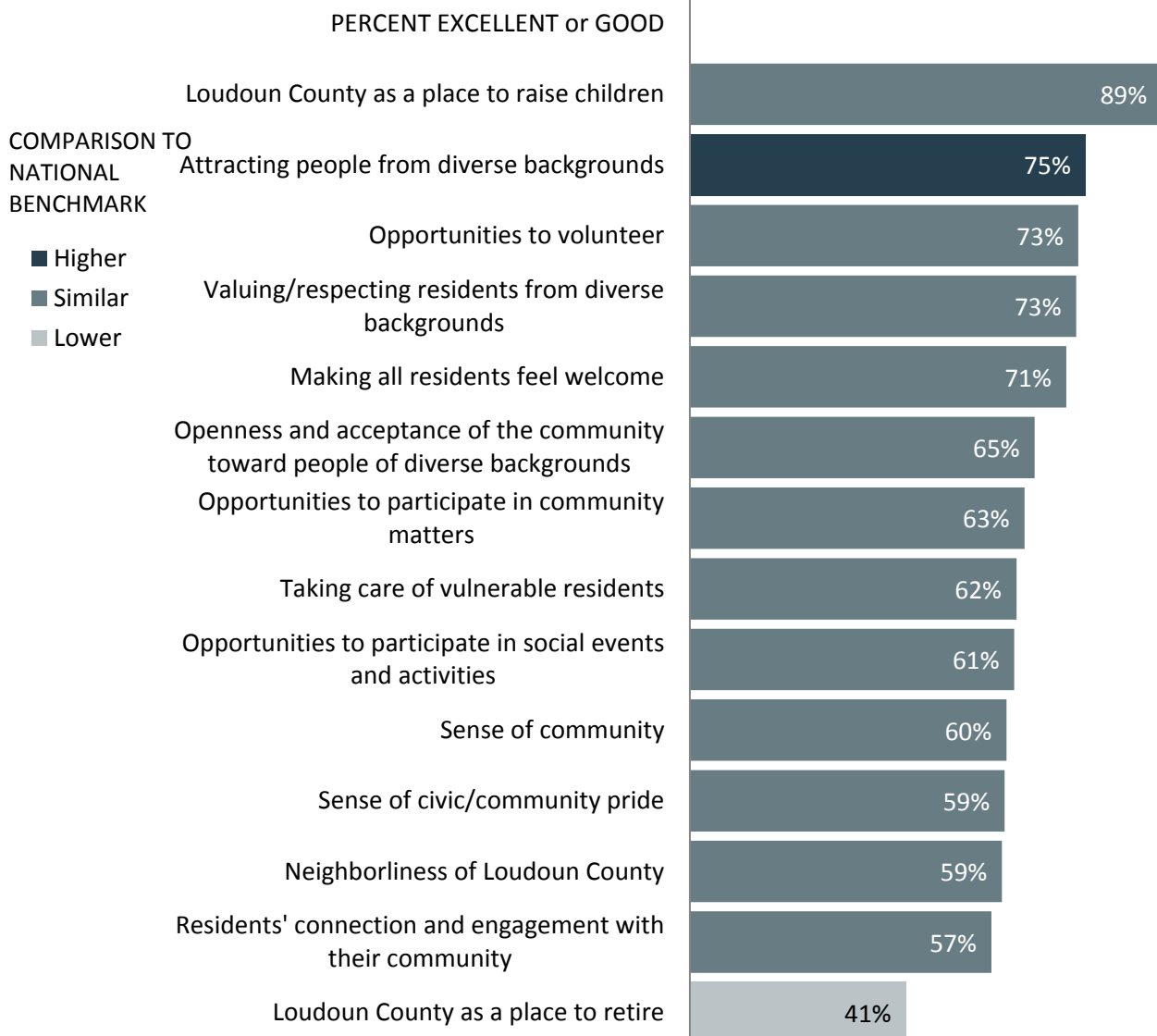


FIGURE 33: INCLUSIVITY AND ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2018 to 2020	2020 rating
Residents' connection and engagement with their community	↔	*	57%
Sense of community	↔	↔	60%
Sense of civic/community pride	↔	*	59%
Neighborliness of Loudoun County	↔	↔	59%
Loudoun County as a place to raise children	↔	↔	89%
Loudoun County as a place to retire	↓	↔	41%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↔	65%
Making all residents feel welcome	↔	*	71%
Attracting people from diverse backgrounds	↑	*	75%
Valuing/respecting residents from diverse backgrounds	↔	*	73%
Taking care of vulnerable residents	↔	*	62%
Opportunities to participate in social events and activities	↔	↓	61%
Opportunities to volunteer	↔	↓	73%
Opportunities to participate in community matters	↔	↓	63%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

FIGURE 34: RESIDENTS' PARTICIPATION LEVELS

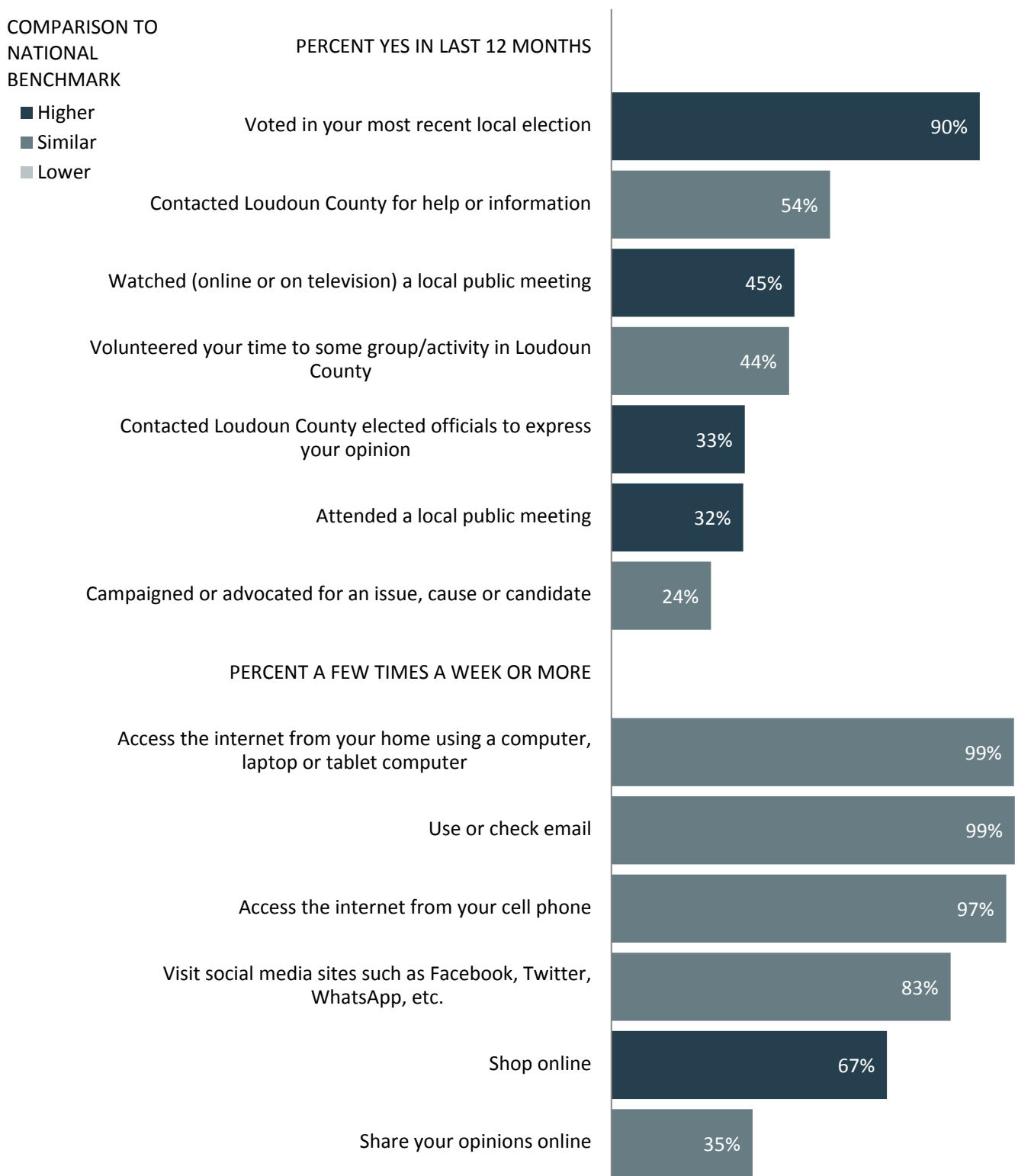


FIGURE 35: RESIDENTS' PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	Change 2018 to 2020	2020 rating
Contacted Loudoun County for help or information	↔	↑	54%
Contacted Loudoun County elected officials to express your opinion	↑	↔	33%
Attended a local public meeting	↑	↔	32%
Watched (online or on television) a local public meeting	↑↑	↑	45%
Volunteered your time to some group/activity in Loudoun County	↔	↓	44%
Campaigned or advocated for an issue, cause or candidate	↔	↔	24%
Voted in your most recent local election	↑	*	90%

FIGURE 36: RESIDENTS' GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	Change 2018 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	99%
Access the internet from your cell phone	↔	*	97%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	*	83%
Use or check email	↔	*	99%
Share your opinions online	↔	*	35%
Shop online	↑	*	67%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Special Topics

FIGURE 37: FREQUENCY OF PUBLIC TRANSPORTATION USE

Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation.

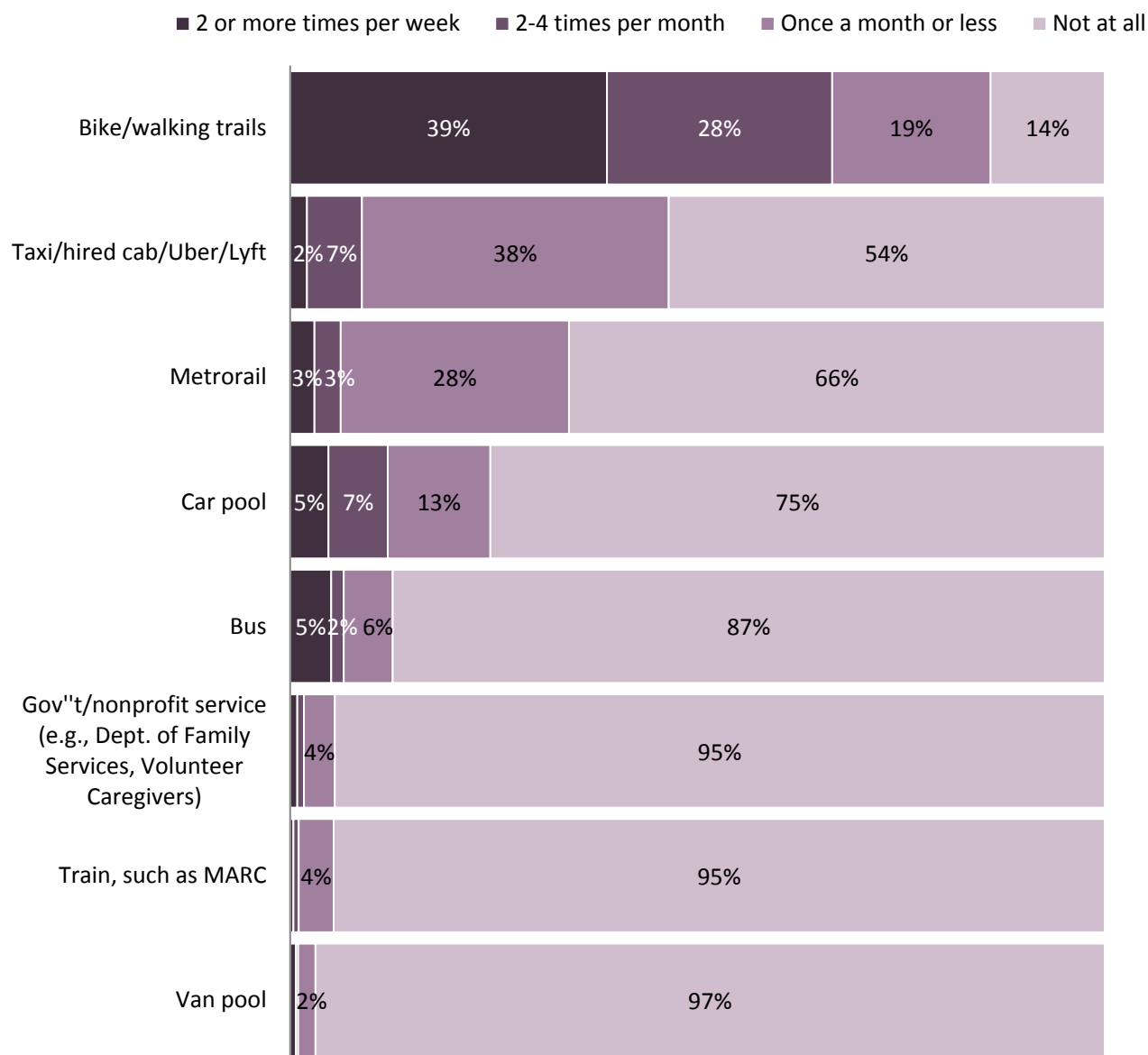


FIGURE 38: TYPE OF PUBLIC TRANSPORTATION USE

If your household has used any of these, please indicate for what reasons they were used.

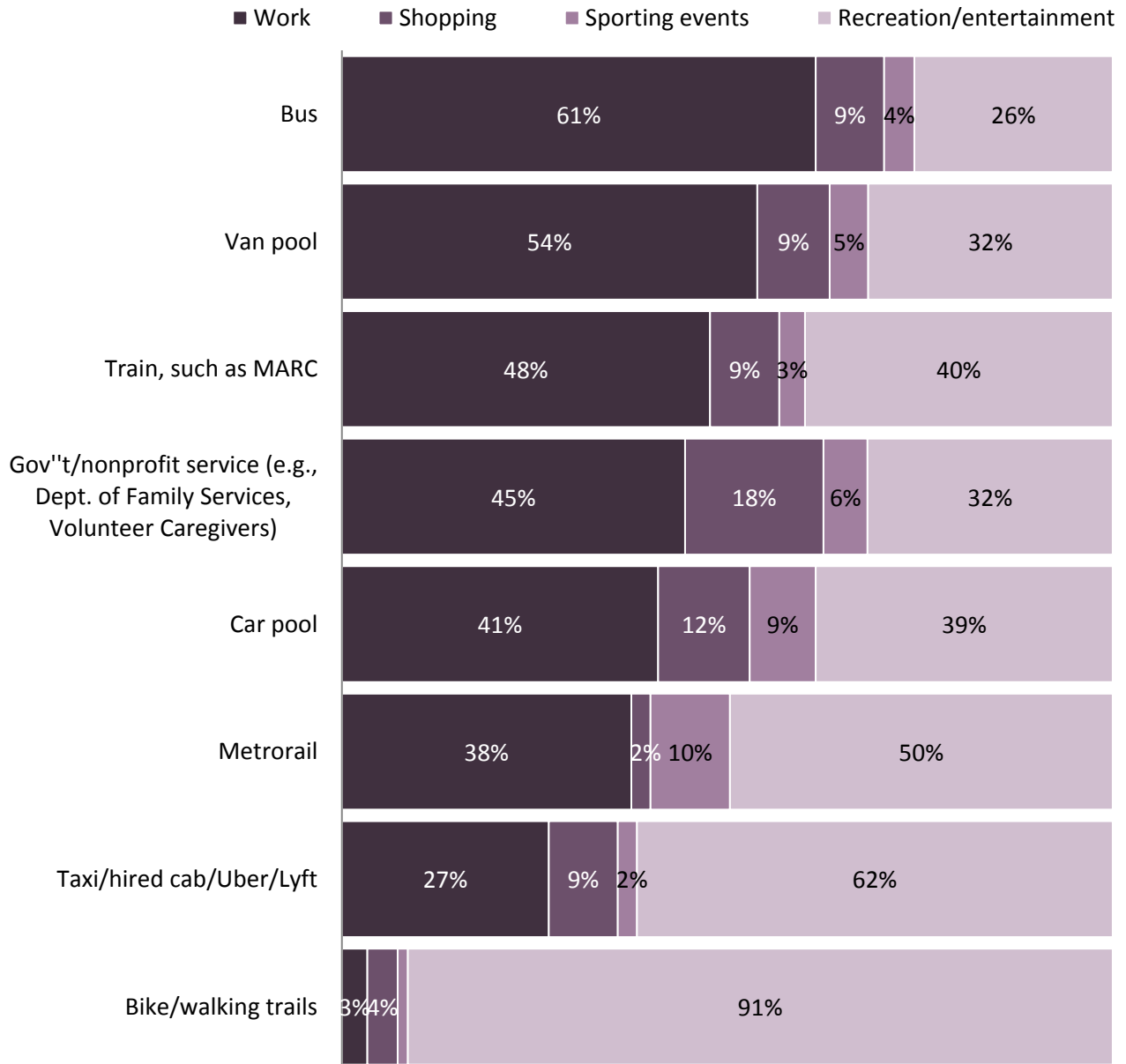
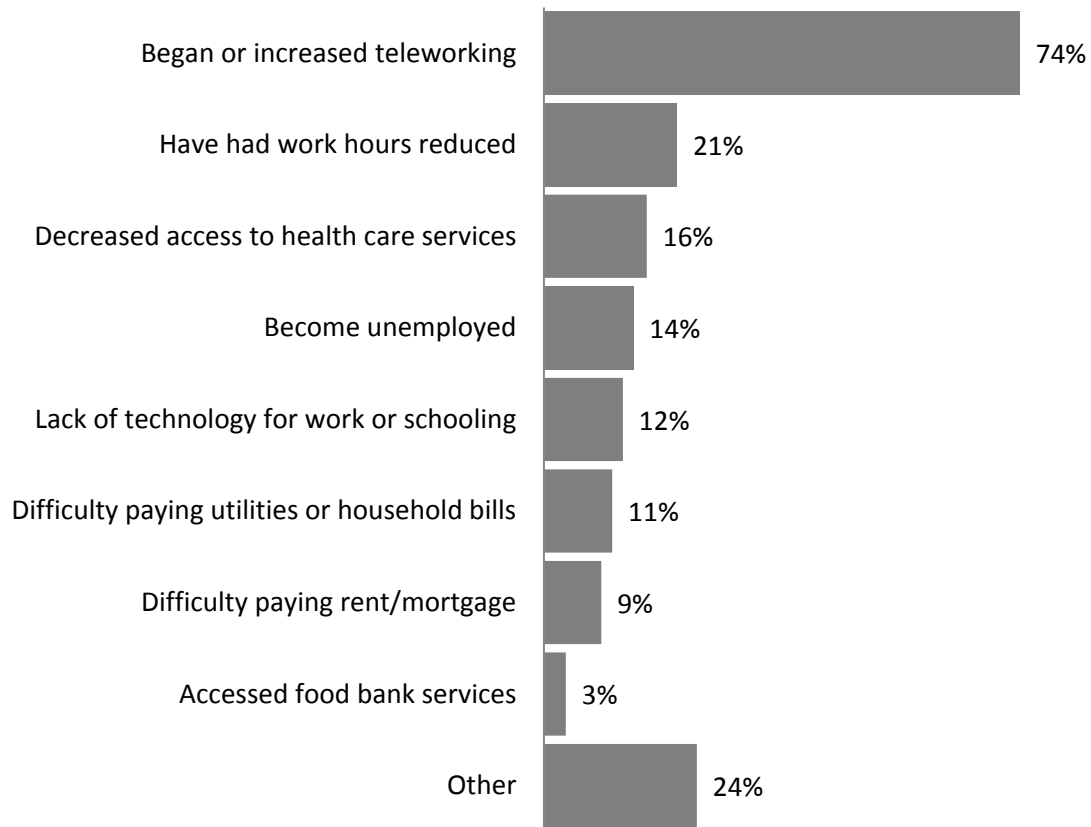


FIGURE 39: HOUSEHOLD IMPACTS OF COVID-19

In what ways has the COVID-19 pandemic impacted you or other members of your household? Check all that apply.



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

FIGURE 40: IMPORTANCE OF COUNTY ISSUES

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

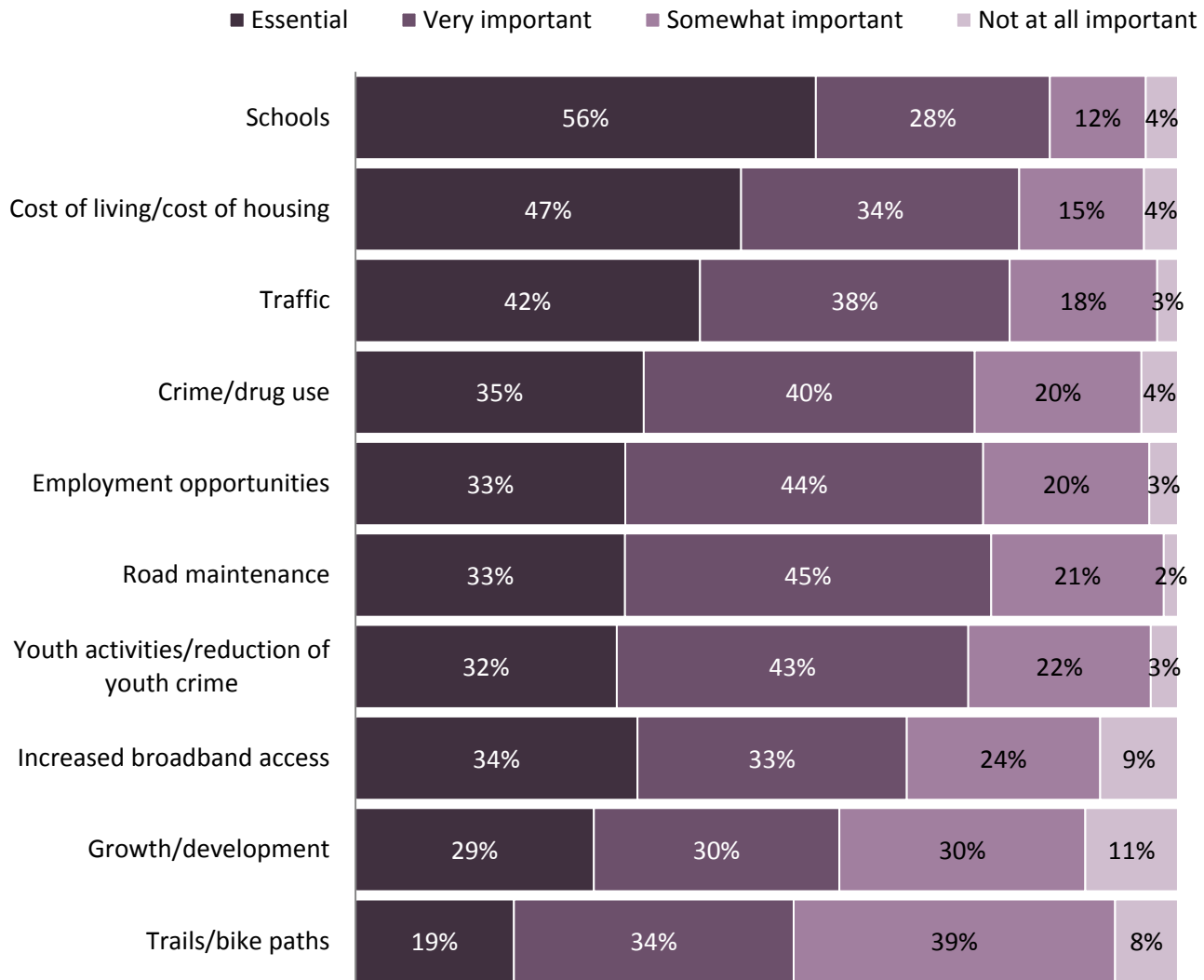
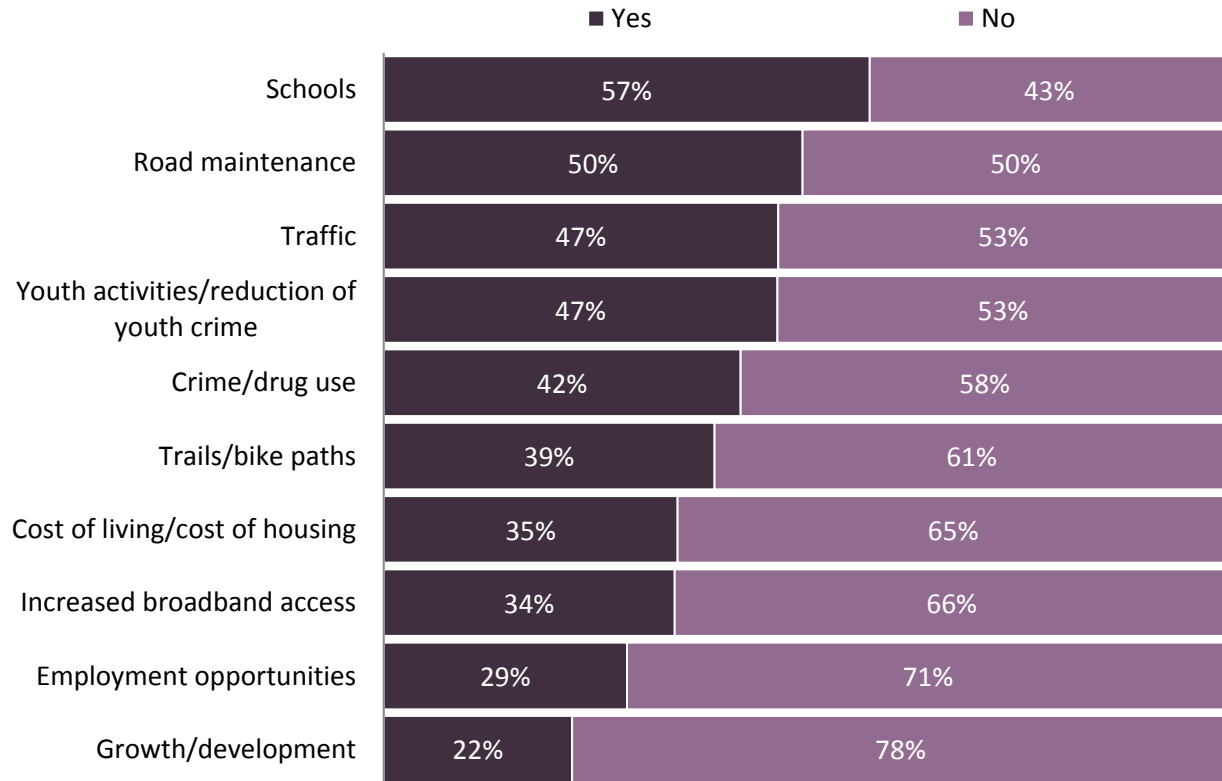


FIGURE 41 IMPORTANCE OF COUNTY ISSUES

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





The National Community Survey™

Loudoun County, VA

*Comparisons by Demographic Subgroups
2020*



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About the Demographic Comparisons

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



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

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

Understanding the Tables

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

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

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

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

For example, in Table 1 on the following page, respondents who had lived in Loudoun County for 11 years or more (C) or who had annual household income of \$100,000 or less (A) were less likely to recommend living in Loudoun County to someone who asked than residents who had lived in the County for 10 years or less (A and B) or who earned \$100,000 or more (B and C). In another example, residents who were white alone, not Hispanic (A) tended to give higher ratings to the overall quality of life in Loudoun County, and were more likely to remain in Loudoun County for the next five years, than residents who were Hispanic and/or another race (B).

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall image or reputation of Loudoun County	85%	88%	84%	86%	84%	90% B	82%	86%	82%	82%	89% A B	86%	84%	85%
The overall quality of life in Loudoun County	87%	90%	86%	88%	86%	87%	86%	90%	81%	91% A	88% A	89% B	84%	87%
Loudoun County as a place to live	89%	94%	90%	90%	91%	90%	89%	93%	88%	95% A	92%	92%	89%	90%
Recommend living in Loudoun County to someone who asks	88% C	89% C	83%	86%	85%	86%	84%	88%	81%	88% A	89% A	86%	84%	85%
Remain in Loudoun County for the next five years	79%	84%	84%	81%	84%	79%	85% A	82%	75%	83% A	84% A	86% B	77%	83%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall confidence in Loudoun County government	63% C	66% C	52%	60%	55%	65% B C	54%	57%	60%	63%	65%	61% B	52%	57%
The overall direction that Loudoun County is taking	61% C	60% C	50%	55%	55%	63% B C	52%	52%	49%	55%	66% A B	58% B	51%	55%
The value of services for the taxes paid to Loudoun County	66% C	62% C	55%	60%	58%	65% B	56%	59%	56%	59%	63%	64% B	52%	59%
Generally acting in the best interest of the community	60%	68% C	55%	61%	57%	65% B C	56%	57%	56%	67% A	70% A	61% B	55%	58%
Being honest	66% C	61%	56%	63% B	56%	65% B	56%	61%	63%	68%	69%	63% B	55%	60%
Being open and transparent to the public	65% C	63% C	53%	62% B	55%	66% B C	55%	57%	59%	65%	68% A	63% B	51%	58%
Informing residents about issues facing the community	64% C	65% C	53%	59%	56%	66% B C	54%	58%	58%	57%	67% A	60% B	54%	58%
The job Loudoun County government does at welcoming resident involvement	63% C	56%	50%	55%	53%	62% B C	50%	53%	54%	60%	63%	57% B	50%	54%
Treating all residents fairly	61%	62%	58%	61%	59%	63%	58%	61%	54%	61%	72% A B	62% B	57%	60%

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Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Treating residents with respect	70%	75% C	65%	71%	66%	73% B	66%	70%	64%	71%	78% A	72% B	64%	68%
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	87%	90%	88%	88%	88%	90%	87%	89%	86%	84%	93% A B	90% B	85%	88%
Public information services	78% C	80% C	70%	74%	74%	74%	73%	75%	70%	71%	82% A B	79% B	65%	74%
Loudoun County	79% C	78% C	71%	76%	73%	77%	72%	76%	75%	76%	77%	78% B	69%	74%
The Federal Government	43%	45%	43%	45%	42%	35%	44% A	51% A B	53% B	36%	49% B	43%	44%	43%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall economic health of Loudoun County	86%	91%	87%	89%	86%	86%	86%	92% A B	81%	87%	93% A	90% B	83%	87%
Economic development	74% C	83% A C	65%	74% B	67%	73%	68%	73%	61%	75% A	78% A	74% B	65%	70%

The National Community Survey™ - Demographic Subgroup Report

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of business and service establishments in Loudoun County	86%	87%	84%	86%	84%	85%	84%	86%	80%	86%	92% A	87% B	82%	85%
Variety of business and service establishments in Loudoun County	81%	79%	79%	81%	77%	82% B	76%	84% B	79%	88% A	84%	81% B	76%	79%
Vibrancy of downtown/commercial areas	65%	70%	68%	71% B	63%	72% B	64%	70% B	74% B	63%	74% B	70% B	64%	67%
Shopping opportunities	82%	77%	77%	82% B	75%	88% B C	72%	81% B	81%	80%	85%	80%	77%	78%
Loudoun County as a place to visit	80%	82%	79%	83% B	76%	82% B	76%	85% B	79%	81%	81%	83% B	74%	80%
Loudoun County as a place to work	74%	86% A	79%	81% B	76%	82% B	75%	84% B	69%	80% A	82% A	83% B	72%	79%
Employment opportunities	69%	68%	65%	71% B	63%	72% B	63%	69%	59%	61%	75% A B	71% B	62%	67%
Cost of living in Loudoun County	21%	19%	19%	23% B	16%	10%	20% A	30% A B	22%	16%	25% B	20%	19%	20%
Economy will have positive impact on income	28% B	19%	28% B	24%	30% A	29% C	28%	22%	25%	22%	27%	27%	27%	27%
NOT under housing cost stress	73%	83% A C	73%	70%	80% A	69%	82% A C	63%	10%	55% A	79% A B	79% B	67%	74%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	55% C	54%	46%	55% B	45%	50%	48%	54%	52%	54%	56%	51%	49%	50%
Traffic flow on major streets	53% C	53% C	44%	50%	46%	47%	45%	55% A B	50%	48%	56%	50%	45%	48%
Ease of travel by car in Loudoun County	80% C	79% C	69%	73%	75%	83% B C	71%	72%	76%	70%	80% B	73%	75%	74%
Ease of travel by public transportation in Loudoun County	26%	24%	26%	28%	23%	31% C	25%	23%	33%	32%	32%	25%	26%	26%
Ease of travel by bicycle in Loudoun County	47% C	49% C	36%	41%	40%	45%	38%	40%	46%	46%	47%	39%	43%	40%
Ease of walking in Loudoun County	53%	60% C	51%	52%	53%	51%	51%	59% A B	56%	49%	61% B	53%	53%	53%
Ease of public parking	70% C	65%	60%	60%	67% A	64%	65%	62%	56%	65% A	71% A	65%	64%	64%
Bus or transit services	45%	44%	46%	50% B	42%	54% B C	43%	42%	34%	57% A	48% A	49% B	41%	46%
Traffic enforcement	73%	68%	69%	69%	71%	74%	69%	69%	70%	67%	71%	70%	71%	70%
Traffic signal timing	63% C	65% C	57%	58%	62%	65% B C	58%	57%	62%	53%	62%	61%	58%	60%
Street repair	69% C	73% C	58%	61%	66% A	68% C	63%	60%	65% B	51%	67% B	64%	64%	63%

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Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Street cleaning	82% B C	73%	67%	72%	73%	79% B C	70%	69%	70%	72%	74%	72%	72%	72%
Street lighting	66%	65%	60%	64%	60%	61%	62%	65%	54%	55%	67% A B	67% B	54%	62%
Snow removal	74%	77% C	70%	70%	74%	69%	72%	74%	62%	76% A	76% A	76% B	67%	72%
Sidewalk maintenance	75%	73%	69%	73%	70%	79% B C	69%	68%	64%	73% A	75% A	75% B	66%	71%
Used bus, rail, subway, or other public transportation instead of driving	20%	21%	17%	19%	18%	17%	19%	18%	16%	16%	20%	17%	21%	19%
Carpooled with other adults or children instead of driving alone	29%	35%	30%	29%	33% A	35% C	32% C	23%	25%	27%	33%	30%	31%	31%
Walked or biked instead of driving	52%	55% C	47%	51%	49%	52% C	52% C	42%	41%	46%	50% A	52%	47%	50%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	68% C	65% C	57%	62%	61%	61%	61%	62%	62%	61%	67%	61%	63%	61%
Overall appearance of Loudoun County	84% C	87% C	75%	80%	80%	85% B C	78%	78%	79%	79%	88% A B	80%	80%	80%
Your neighborhood as a place to live	90%	94%	92%	91%	93%	90%	92%	93%	90%	88%	91%	92%	90%	92%
Overall quality of new development in Loudoun County	62% C	61% C	50%	56%	54%	57%	55%	54%	50%	53%	65% A B	57%	52%	55%
Well-planned residential growth	54% C	56% C	39%	48%	44%	51% B	44%	46%	48%	52%	56%	45%	48%	46%
Well-planned commercial growth	58% B C	46%	39%	48%	42%	55% B C	41%	44%	48%	55%	48%	44%	46%	45%
Well-designed neighborhoods	71% C	68% C	55%	61%	62%	67% B	58%	62%	62%	60%	73% A B	61%	63%	61%
Preservation of the historical or cultural character of the community	56%	62% C	52%	54%	55%	55%	54%	55%	53%	54%	61%	55%	55%	54%
Public places where people want to spend time	69% C	63%	58%	62%	62%	74% B C	57%	61%	58%	59%	71% A B	65% B	58%	62%

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Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Variety of housing options	55%	54%	51%	55%	50%	50%	52%	58% A	46%	40%	61% A B	52%	55%	53%
Availability of affordable quality housing	28% B C	19%	19%	20%	24%	16%	23% A	25% A	19% B	10%	25% B	21%	24%	22%
Land use, planning and zoning	52% C	48% C	38%	44%	42%	53% B C	40%	40%	44%	52%	48%	44%	42%	43%
Code enforcement (weeds, abandoned buildings, etc.)	71% B C	58%	57%	62%	60%	75% B C	56%	56%	61%	57%	69% B	62%	59%	60%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	86%	88% C	82%	85%	82%	84%	85%	81%	78%	84%	87% A	85%	82%	84%
Affordable high-speed internet access	68% C	61%	56%	56%	65% A	65% C	59%	58%	54%	52%	62% B	60%	62%	60%

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Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Power (electric and/or gas) utility	89%	93% C	87%	89%	88%	90%	88%	89%	82%	91% A	93% A	92% B	84%	89%
Garbage collection	80%	83%	78%	79%	79%	81%	77%	82%	81%	76%	78%	81%	77%	79%
Drinking water	87% C	88% C	81%	85%	82%	85%	83%	84%	74%	84% A	88% A	86% B	79%	84%
Sewer services	90%	91%	88%	90%	88%	88%	88%	92%	83%	90% A	92% A	91% B	85%	89%
Storm water management (storm drainage, dams, levees, etc.)	86%	89%	84%	85%	85%	91% B C	83%	84%	84%	88%	89%	87%	84%	85%
Utility billing	78%	82% C	75%	79%	75%	74%	76%	85% A B	65%	76% A	83% A	81% B	71%	77%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall feeling of safety in Loudoun County	90%	94% C	87%	88%	90%	88%	89%	90%	84%	88%	91% A	91% B	86%	89%
Police/Sheriff services	91% C	85%	86%	87%	88%	87%	87%	89%	86%	85%	88%	87%	87%	87%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Crime prevention	85%	88%	83%	85%	85%	79%	86% A	88% A	74%	83% A	90% A	86%	82%	85%
Animal control	83%	85%	85%	84%	86%	83%	86%	85%	78%	78%	91% A B	87% B	81%	85%
Ambulance or emergency medical services	96%	95%	94%	95%	94%	97% B	93%	95%	97% B	90%	96% B	95%	93%	95%
Fire services	98% C	98%	95%	96%	97%	98%	96%	97%	95%	95%	98%	97%	96%	96%
Fire prevention and education	91%	94% C	88%	88%	92% A	92%	90%	87%	87%	83%	95% A B	91%	88%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	83% C	73%	75%	77%	77%	76%	73%	73%	68%	83% A B	77%	74%	76%
In your neighborhood during the day	97%	99% C	96%	97%	97%	95%	98%	97%	91%	96% A	98% A	97%	96%	97%
In Loudoun County's downtown/commercial areas during the day	96% C	97% C	93%	94%	96%	96%	95%	94%	92%	93%	96% A	96%	94%	95%
From property crime	88% C	89% C	82%	84%	86%	81%	87% A	86%	77%	84% A	89% A	86%	83%	85%
From violent crime	92% C	94% C	88%	88%	92% A	86%	93% A	89%	81%	87%	92% A	91%	88%	90%
From fire, flood, or other natural disaster	94%	90%	92%	90%	95% A	90%	94%	92%	91%	88%	94% B	92%	93%	92%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of natural environment in Loudoun County	83% C	86% C	75%	81%	77%	77%	80%	81%	71%	83% A	86% A	80%	78%	79%
Cleanliness of Loudoun County	88% C	91% C	84%	86%	86%	89% C	86%	83%	84%	79%	92% A B	88%	84%	86%
Water resources (beaches, lakes, ponds, riverways, etc.)	62% C	59%	54%	59%	55%	61%	57%	54%	54%	56%	65% A	61% B	52%	57%
Air quality	91% C	87%	83%	87%	85%	90% B	84%	85%	80%	89% A	89% A	89% B	82%	86%
Preservation of natural areas (open space, farmlands, and greenbelts)	65% C	61%	54%	59%	58%	67% B C	56%	53%	55%	63%	68% A	58%	60%	58%
Loudoun County open space	66% C	58%	53%	58%	57%	64% B C	56%	54%	50%	62% A	67% A	58%	57%	57%
Recycling	73% B C	62%	64%	67%	65%	73% B	64%	66%	64%	61%	71% B	69% B	62%	66%
Yard waste pick-up	81% C	74%	72%	75%	74%	77%	75%	73%	69%	73%	77%	79% B	68%	75%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall quality of parks and recreation opportunities	80% C	83% C	74%	79%	75%	76%	77%	81%	68%	88% A	83% A	81% B	72%	77%
Availability of paths and walking trails	81% C	80% C	70%	74%	75%	84% B C	72%	70%	69%	84% A	80% A	76%	73%	75%
County parks	84% C	82%	79%	81%	81%	85% B	79%	82%	75%	82%	88% A	83% B	78%	81%
Recreational opportunities	75%	78% C	70%	74%	71%	77% B	70%	73%	65%	76% A	75% A	78% B	64%	73%
Recreation programs or classes	74%	76%	71%	76% B	68%	78% B	69%	72%	60%	70%	79% A	78% B	64%	72%
Recreation centers or facilities	79%	75%	75%	79% B	74%	79%	75%	76%	66%	72%	83% A B	84% B	65%	76%
Fitness opportunities (including exercise classes and paths or trails, etc.)	80% C	79%	73%	79%	74%	87% B C	72%	73%	73%	79%	81% A	80% B	72%	76%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall health and wellness opportunities in Loudoun County	77%	83%	78%	82% B	76%	72%	81% A	82% A	67%	81% A	84% A	85% B	70%	79%
Health services	79%	76%	77%	81% B	74%	76%	77%	81%	66%	71%	87% A B	82% B	70%	78%
Availability of affordable quality health care	76% C	71%	68%	73%	69%	69%	69%	77% A B	62%	62%	79% A B	77% B	61%	71%
Availability of preventive health services	80% C	80% C	72%	77%	74%	75%	75%	77%	62%	64%	83% A B	81% B	67%	75%
Availability of affordable quality mental health care	58% C	51%	48%	54%	49%	53%	50%	53%	47% B	33%	58% A B	55% B	45%	51%
Availability of affordable quality food	70%	74%	68%	71%	68%	69%	67%	76% B	62%	64%	79% A B	74% B	61%	70%
Please rate your overall health.	76%	77%	73%	74%	75%	77% C	77% C	65%	56%	68% A	74% A	76% B	71%	74%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall opportunities for education, culture, and the arts	66%	64%	67%	69% B	63%	72% B	63%	68%	69%	64%	65%	69% B	63%	66%
Opportunities to attend cultural/arts/music activities	53%	45%	50%	54% B	47%	58% B C	46%	50%	49%	47%	52%	53% B	46%	50%
Community support for the arts	59% B C	50%	49%	54%	49%	60% B C	48%	51%	54%	51%	53%	54% B	48%	51%
Availability of affordable quality childcare/preschool	41%	44%	37%	40%	38%	32%	39% A	53% A B	32%	30%	43% B	41%	37%	39%
K-12 education	82% B C	73%	74%	79% B	73%	82% B	72%	80% B	76%	73%	82% B	79% B	72%	76%
Adult educational opportunities	62%	57%	60%	60%	59%	66% B	56%	61%	59%	54%	73% A B	63%	56%	60%
Opportunities to attend special events and festivals	61%	56%	61%	66% B	55%	60%	58%	65% B	56%	60%	63%	64% B	56%	60%
Public library services	91%	89%	92%	92%	90%	91%	91%	92%	88%	89%	94% A	93%	90%	91%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Residents' connection and engagement with their community	59%	56%	56%	58%	56%	55%	57%	59%	53%	51%	58%	59% B	52%	57%
Sense of community	61%	63%	58%	60%	59%	57%	58%	67% A B	65%	60%	60%	61%	59%	60%
Sense of civic/community pride	62%	63%	57%	60%	58%	59%	57%	66% B	54%	55%	64% A	64% B	53%	59%
Neighborliness of residents in Loudoun County	62%	61%	57%	60%	58%	58%	58%	63%	53%	57%	65% A	62% B	54%	59%
Loudoun County as a place to raise children	90%	88%	89%	88%	90%	91%	87%	90%	90%	91%	91%	91% B	86%	89%
Loudoun County as a place to retire	50% C	43%	36%	47% B	34%	42% B	33%	55% A B	54% B C	39%	42%	42%	39%	41%
Openness and acceptance of the community toward people of diverse backgrounds	63%	68%	65%	64%	65%	63%	66%	66%	57%	58%	74% A B	67%	62%	65%
Making all residents feel welcome	70%	73%	71%	72%	69%	73%	70%	72%	66%	67%	76% A B	72%	70%	71%
Attracting people from diverse backgrounds	73%	74%	76%	76%	73%	71%	75%	78%	70%	74%	77%	76%	74%	75%
Valuing/respecting residents from diverse backgrounds	73%	76%	72%	73%	73%	69%	74%	75%	68%	68%	79% A B	73%	74%	73%

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Percent rating positively (e.g., excellent/good)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	67% C	68% C	58%	63%	60%	62%	60%	64%	55%	56%	68% A B	64% B	58%	62%
Opportunities to participate in social events and activities	67% C	63%	58%	63%	60%	67% B	58%	61%	55%	59%	66% A	65% B	56%	61%
Opportunities to volunteer	78% B	66%	73%	76% B	70%	76% B	70%	77% B	78%	69%	80% B	75%	71%	73%
Opportunities to participate in community matters	63%	60%	64%	65%	60%	66%	60%	68% B	64% B	52%	70% B	67% B	56%	63%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Contacted Loudoun County (in-person, phone, email, or web) for help or information	54%	52%	54%	55%	52%	47%	53% A	61% A B	51%	53%	51%	55%	51%	54%
Contacted Loudoun County elected officials (in-person, phone, email, or web) to express your opinion	28%	35%	35% A	30%	36% A	31%	35%	29%	30% B	17%	31% B	33%	31%	33%

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Percent rating positively (e.g., yes in the last 12 months)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	25%	34% A	36% A	29%	36% A	25%	38% A C	28%	20%	24%	32% A	32%	33%	32%
Watched (online or on television) a local public meeting	37%	52% A	47% A	38%	52% A	43% C	53% A C	31%	35%	42%	47% A	45%	45%	45%
Volunteered your time to some group/activity in Loudoun County	27%	50% A	50% A	40%	47% A	31%	50% A C	42% A	33%	37%	40%	44%	42%	44%
Campaigned or advocated for a local issue, cause, or candidate	26%	24%	24%	24%	25%	20%	26% A	25%	23%	23%	24%	25%	23%	24%
Voted in your most recent local election	85%	86%	94% A B	92%	89%	87%	90%	94% A B	83%	90% A	90% A	93% B	85%	90%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Access the internet from your home using a computer, laptop, or tablet computer	98%	100%	98%	97%	100% A	99% C	100% C	97%	96%	96%	100% A B	99%	98%	99%
Access the internet from your cell phone	98%	97%	96%	94%	99% A	99% C	100% C	89%	91%	94%	98% A B	96%	98%	97%
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	86% C	86%	81%	79%	88% A	89% C	86% C	71%	80%	74%	89% A B	82%	86% A	83%
Use or check email	99%	100%	99%	98%	100% A	99% C	100% C	97%	97%	98%	99%	99%	98%	99%
Share your opinions online	34%	40%	33%	32%	37% A	34%	36%	33%	39% B	26%	39% B	32%	39% A	35%
Shop online	67%	69%	67%	60%	76% A	67% C	76% A C	52%	50%	60%	66% A	69%	66%	67%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18- 34	35- 54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall economic health of Loudoun County	79%	92% A	88% A	85%	87%	80%	87% A	92% A	81%	86%	87%	87%	85%	86%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	77%	79%	75%	79%	74%	75%	75%	82% A B	79%	80%	78%	79%	74%	76%
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	81%	81%	81%	78%	72%	80% A	87% A B	81%	80%	80%	82% B	77%	79%
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	82%	85%	82%	84%	81%	80%	82%	87% A B	81%	83%	81%	83%	81%	83%
Overall feeling of safety in Loudoun County	84%	85%	88% A	87%	85%	84%	86%	89%	89%	86%	84%	86%	87%	86%
Overall quality of natural environment in Loudoun County	80%	88% A	86% A	86%	83%	81%	85% A	88% A	91% B C	84%	84%	85%	85%	85%
Overall quality of parks and recreation opportunities	70%	75%	78% A	74%	76%	69%	76% A	79% A	75%	74%	81%	78% B	72%	75%

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Percent rating positively (e.g., essential/very important)	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Overall health and wellness opportunities in Loudoun County	71%	67%	77% A B	78% B	70%	71%	71%	84% A B	84%	77%	77%	74%	74%	74%
Overall opportunities for education, culture, and the arts	71%	71%	69%	69%	72%	73% B	67%	72%	82% B	64%	76% B	70%	71%	70%
Residents' connection and engagement with their community	64%	64%	66%	65%	65%	62%	66%	67%	73% B C	63%	63%	65%	64%	65%

TABLE 16: FREQUENCY OF PUBLIC TRANSPORTATION USE

Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation. (Percent "used at all").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Bus	15%	11%	12%	9%	17% A	12%	14%	11%	9%	11%	12%	11%	16% A	13%
Metrorail	38% B	30%	33%	32%	36%	34%	35%	32%	28%	29%	37% A	35%	33%	34%
Train, such as MARC	6%	4%	5%	5%	6%	4%	7% A	4%	5%	3%	9% A B	3%	9% A	5%
Van pool	5% B C	2%	3%	3%	3%	5% B C	2%	3%	5%	3%	2%	3%	4%	3%

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Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation. (Percent "used at all").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Car pool	25%	29%	23%	21%	28% A	30% C	26% C	16%	21%	31% A	26%	24%	25%	25%
Taxi/hired cab/Uber/Lyft	44%	51%	47%	46%	47%	42%	53% A C	38%	36%	39%	49% A B	44%	49%	46%
Gov't/nonprofit service (e.g., Dept. of Family Services, Volunteer Caregivers)	6%	4%	5%	5%	6%	5%	5%	6%	10%	8%	5%	4%	8% A	5%
Bike/walking trails	90% C	88%	84%	82%	90% A	90% C	91% C	72%	76%	82%	90% A B	87%	85%	86%

TABLE 17: IMPORTANCE OF COUNTY ISSUES

First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Growth/development	59%	55%	60%	60%	57%	55%	58%	64% A	65% B	47%	57% B	58%	61%	59%
Schools	89% C	87% C	81%	77%	93% A	90% C	87% C	74%	81%	83%	86%	83%	88% A	84%
Crime/drug use	75%	73%	76%	74%	76%	69%	76% A	80% A	77% B	68%	77% B	73%	79% A	75%

The National Community Survey™ - Demographic Subgroup Report

First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Youth activities/reduction of youth crime	74%	69%	76% B	72%	78% A	72%	76%	75%	82% B C	70%	73%	72%	79% A	75%
Cost of living/cost of housing	82%	77%	81%	83% B	79%	91% B C	76%	79%	92% C	92% C	85%	78%	86% A	81%
Employment opportunities	73%	77%	78% A	74%	79% A	78%	77%	74%	82% B	73%	77%	75%	79%	76%
Traffic	76%	78%	82% A	81%	77%	75%	80%	84% A	83%	76%	77%	79%	81%	80%
Road maintenance	76%	75%	78%	83% B	71%	71%	76% A	86% A B	79%	74%	78%	77%	78%	77%
Trails/bike paths	54%	54%	53%	54%	53%	51%	56%	50%	54%	52%	58%	56% B	50%	53%
Increased broadband access	70%	63%	67%	70% B	64%	72% B	64%	68%	72%	71%	73%	66%	69%	67%

TABLE 18: WILLINGNESS TO PAY FOR COUNTY ISSUES

Indicate whether or not you would be willing to incur a tax increase to improve each issue. (Percent "yes").	Length of residency			Children in household		Age			Annual household income			Race/ethnicity		Overall (A)
	5 years or less	6 to 10 years	11 years or more	No	Yes	18-34	35-54	55+	Less than \$100,000	\$100,000 to \$149,999	\$150,000 or more	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)	
Growth/development	25%	20%	22%	23%	22%	26%	22%	20%	20%	17%	27% B	23%	23%	22%
Schools	65% C	58%	54%	54%	62% A	66% B C	58% C	47%	49%	63% A	61% A	60%	55%	57%
Crime/drug use	44%	43%	42%	47% B	38%	39%	41%	48% A B	32%	46% A	46% A	45% B	38%	42%
Youth activities/reduction of youth crime	52% B C	43%	45%	49%	44%	52% C	46%	42%	49%	47%	52%	48%	45%	47%
Cost of living/cost of housing	39% B	30%	34%	36%	34%	50% B C	30%	29%	41%	45%	36%	37%	33%	35%
Employment opportunities	32%	28%	27%	31%	27%	36% B C	26%	26%	32%	39% C	27%	28%	30%	29%
Traffic	52% C	44%	45%	48%	45%	45%	46%	50%	36%	33%	53% A B	53% B	38%	47%
Road maintenance	54% C	56% C	46%	52% B	47%	49%	47%	56% B	43%	42%	59% A B	53% B	45%	50%
Trails/bike paths	46% C	41%	35%	39%	40%	43% C	40%	35%	36%	34%	46% A B	43% B	34%	39%
Increased broadband access	38% C	38%	31%	36%	33%	40% B	32%	34%	36%	37%	38%	37% B	31%	34%



The National Community Survey™

Loudoun County, VA

*Comparisons by Geographic Subgroups
2020*



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About the Geographic Comparisons

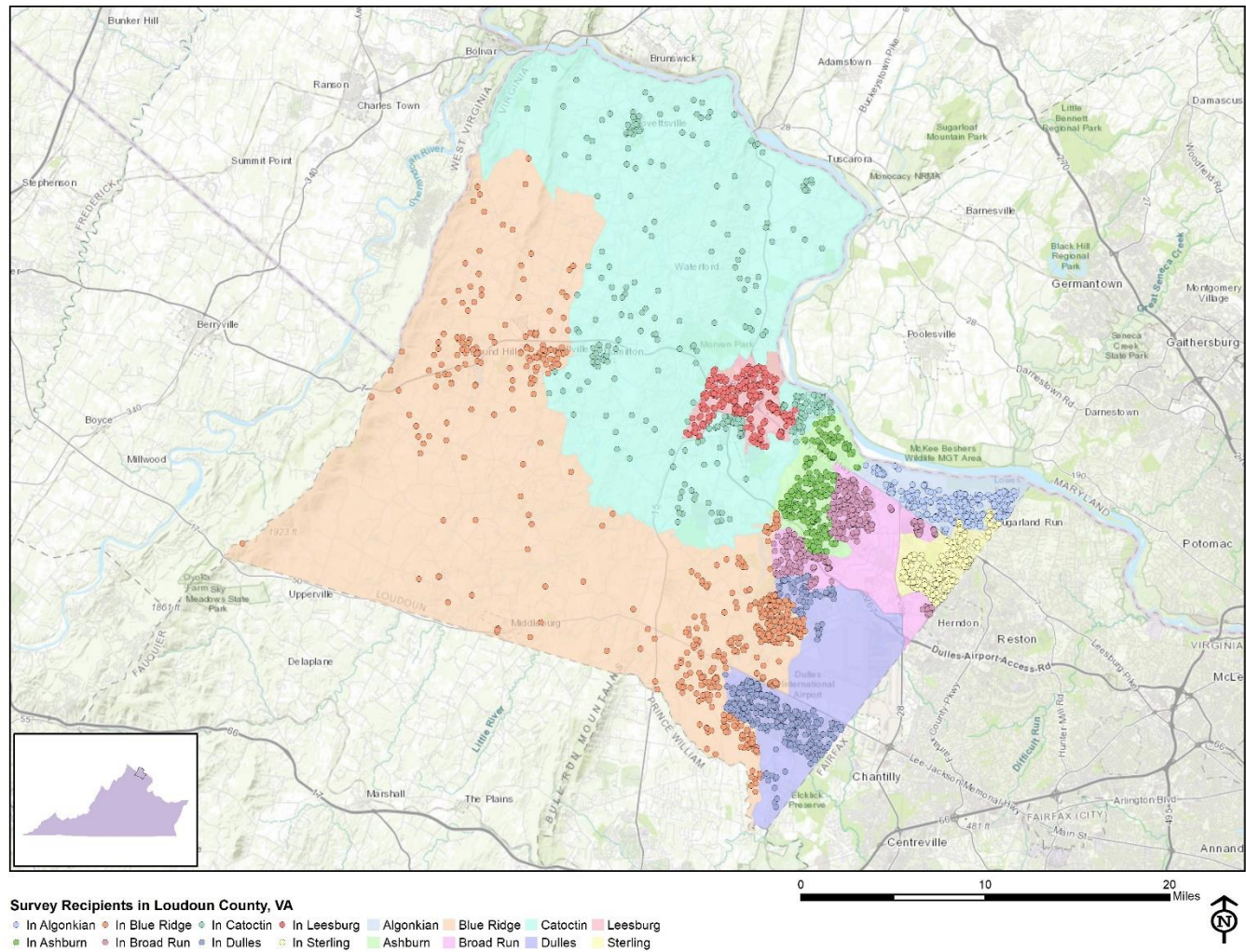
The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results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

Eight districts were tracked for comparison and the number of completed surveys for each are in the figure below. The number of households selected to receive the survey in each District was proportionate to the total number of households in each District.

FIGURE 1: GEOGRAPHIC AREAS

District	Number of Completed Surveys
Algonkian	139
Ashburn	245
Blue Ridge	250
Broad Run	193
Catoctin	216
Dulles	138
Leesburg	179
Sterling	108

FIGURE 2: LOCATION OF SURVEY RECIPIENTS



Understanding the Tables

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

The subgroup comparison tables contain the crosstabulations of survey questions by District. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

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

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

For example, in Table 1 on the following page, respondents in Ashburn (B) were significantly more likely than those in all other districts (A, C, D, E, F, G, and H) to recommend living in Loudoun County to someone who asked, as denoted by the “A C D E F G H” listed in the cell of the ratings for Ashburn. As another example, in Table 2, residents in Catoclin (E) were significantly less likely than those in all other districts to give positive ratings to overall confidence in County government, as denoted by the “E” in each cell for all other districts.

The National Community Survey™ - Geographic Subgroup Report

TABLE 1: QUALITY OF LIFE

Percent rating positively (e.g., excellent/good, very/somewhat likely)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall image or reputation of Loudoun County	81%	87% E	86% E	86%	79%	89% A E	88% E	81%	85%
The overall quality of life in Loudoun County	93% E G H	94% C E G H	88% E H	89% E H	77%	90% E G H	83%	79%	87%
Loudoun County as a place to live	92%	94% E	89%	90%	86%	93% E	89%	90%	90%
Recommend living in Loudoun County to someone who asks	85%	94% A C D E F G H	85% E	84%	78%	87% E	85%	83%	85%
Remain in Loudoun County for the next five years	81%	84%	87% E	84%	78%	83%	80%	83%	83%

TABLE 2: GOVERNANCE

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall confidence in Loudoun County government	53% E	63% E	54% E	66% A C E	41%	67% A C E H	59% E	55% E	57%
The overall direction that Loudoun County is taking	51% E	63% A C E G	50% E	65% A C E G	33%	69% A C E G	52% E	60% E	55%
The value of services for the taxes paid to Loudoun County	54%	65% A C E	52%	73% A C E F G H	50%	57%	62% C E	56%	59%
Generally acting in the best interest of the community	58% E	65% C E G	54% E	64% E	43%	73% A C E G	54% E	61% E	58%

The National Community Survey™ - Geographic Subgroup Report

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Being honest	61% E	65% C E	53%	66% C E	45%	70% C E H	63% E	53%	60%
Being open and transparent to the public	56% E	63% C E	51%	64% C E	43%	71% A C E	61% C E	58% E	58%
Informing residents about issues facing the community	54%	64% C E H	51%	67% A C E H	49%	66% A C E H	57%	52%	58%
The job Loudoun County government does at welcoming resident involvement	50%	57% E	50%	60% E	43%	60% E	59% E	52%	54%
Treating all residents fairly	60% E	69% C E G	55%	67% C E G	47%	71% C E G	52%	60% E	60%
Treating residents with respect	70% E	79% C E G	62%	71% E	54%	78% C E G	67% E	68% E	68%
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	85%	92% A	88%	88%	87%	88%	87%	86%	88%
Public information services	64%	80% A C E H	71%	76% A	70%	77% A	78% A	68%	74%
Loudoun County	72% E	84% A C E	66%	81% C E	60%	82% C E	76% C E	76% E	74%
The Federal Government	37%	47%	39%	47%	46%	43%	43%	46%	43%

TABLE 3: ECONOMY

Percent rating positively (e.g., excellent/good, very/somewhat positive)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall economic health of Loudoun County	91% E G	92% C E G H	86% E	93% C E G H	78%	92% E G	83%	84%	87%
Economic development	59%	83% A C E H	66%	77% A C E H	62%	75% A E H	77% A C E H	57%	70%
Overall quality of business and service establishments in Loudoun County	80%	91% A C E F	81%	90% A C E F	78%	82%	88% A C E	92% A C E F	85%
Variety of business and service establishments in Loudoun County	82% C F	87% C E F	71%	89% C E F G	75%	68%	80% C F	87% C E F	79%
Vibrancy of downtown/commercial areas	52%	74% A C F	63% A	74% A C F	67% A	58%	80% A C E F H	63% A	67%
Shopping opportunities	78% F	84% C F	71%	84% C F	80% C F	65%	83% C F	85% C F	78%
Loudoun County as a place to visit	76%	80%	82% H	78%	78%	80%	86% A E H	72%	80%
Loudoun County as a place to work	75%	82% C E	71%	83% C E	69%	80% E	86% A C E	86% C E	79%
Employment opportunities	63%	72% C	58%	72% C	66%	61%	71% C	77% A C F	67%
Cost of living in Loudoun County	19%	25% E G	19%	28% A C E G H	12%	20% E	17%	18%	20%
Economy will have positive impact on income	31% E H	29% E H	29% E H	26%	19%	27%	31% E H	17%	27%
NOT under housing cost stress	72%	71%	74%	69%	82% A B D G	80% D	72%	76%	74%

TABLE 4: MOBILITY

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	40%	60% A C E F	48%	58% A E	41%	48%	52% A E	50%	50%
Traffic flow on major streets	43% E	59% A C E F H	41%	63% A C E F H	32%	41%	55% A C E F	47% E	48%
Ease of travel by car in Loudoun County	73%	83% A C E F	66%	84% A C E F	65%	67%	77% C E F	81% C E F	74%
Ease of travel by public transportation in Loudoun County	18%	26%	18%	37% A C E F	22%	24%	33% A C E	34% A C	26%
Ease of travel by bicycle in Loudoun County	26%	44% A E	39% A	56% A B C E F	31%	34%	50% A C E F	43% A	40%
Ease of walking in Loudoun County	35%	63% A C E F	50% A	62% A C E F	42%	51% A	62% A C E F	53% A	53%
Ease of public parking	59%	73% A C E F	57%	78% A C E F G	49%	61% E	65% E	70% C E	64%
Bus or transit services	42%	40%	44%	48%	46%	48%	56% A B C H	38%	46%
Traffic enforcement	62%	75% A C F H	66%	77% A C F H	75% A C F H	64%	76% A C F H	58%	70%
Traffic signal timing	56%	63% H	59%	59%	58%	58%	68% A C E F H	50%	60%
Street repair	69% C E	71% C E F	58%	72% C E F H	50%	61% E	66% E	60%	63%
Street cleaning	75% E H	79% C E H	68%	76% E H	64%	71% H	77% C E H	59%	72%
Street lighting	60%	60%	60%	68% F H	66% F H	53%	73% A B C F H	51%	62%

The National Community Survey™ - Geographic Subgroup Report

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Snow removal	75%	73%	71%	77%	70%	67%	73%	66%	72%
Sidewalk maintenance	71% H	74% H	66% H	79% C H	69% H	77% C H	73% H	53%	71%
Used bus, rail, subway, or other public transportation instead of driving	15%	18%	26% A B E F G	21%	14%	14%	17%	20%	19%
Carpooled with other adults or children instead of driving alone	26%	27%	31%	35%	33%	33%	31%	28%	31%
Walked or biked instead of driving	45%	56% A C E	41%	54% C E	39%	47%	64% A C D E F H	52% C E	50%

TABLE 5: COMMUNITY DESIGN

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	57%	76% A C E F G H	53%	74% A C E F G H	51%	61% E	61% E	56%	61%
Overall appearance of Loudoun County	74%	85% A C E	74%	86% A C E	74%	83% A C E	83% A C E	78%	80%
Your neighborhood as a place to live	93% H	93% H	96% F G H	92% H	94% G H	91% H	88%	82%	92%
Overall quality of new development in Loudoun County	50%	61% A C E	49%	63% A C E	40%	69% A C E G H	54% E	53% E	55%

The National Community Survey™ - Geographic Subgroup Report

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Well-planned residential growth	48% E	57% C E G	38%	57% C E G	33%	49% C E	39%	55% C E G	46%
Well-planned commercial growth	38%	56% A C E F	33%	53% A C E	37%	44% C	52% A C E	49% C	45%
Well-designed neighborhoods	63% E G	75% A C E G H	54%	72% C E G H	49%	70% C E G H	49%	59%	61%
Preservation of the historical or cultural character of the community	47%	56% E	50%	54%	45%	69% A B C D E H	62% A C E	55%	54%
Public places where people want to spend time	52%	75% A C D E F H	56%	64% A	54%	63% A	68% A C E	63%	62%
Variety of housing options	54% G	57% C G	45%	64% C E G	47%	60% C E G	44%	52%	53%
Availability of affordable quality housing	18%	19%	27% G H	29% A B G H	22% H	25% H	18%	12%	22%
Land use, planning and zoning	43% E	49% C E	38%	53% C E	31%	43% E	45% E	47% E	43%
Code enforcement (weeds, abandoned buildings, etc.)	60% H	67% F H	59% H	71% C F H	60% H	50%	66% F H	39%	60%

TABLE 6: UTILITIES

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	86% C E H	93% A C E G H	76% E	96% A C E G H	67%	96% A C E G H	86% C E H	70%	84%
Affordable high-speed internet access	58% E	65% C E	55% E	72% A C E G H	43%	74% A C E G H	59% E	56% E	60%
Power (electric and/or gas) utility	93% C E H	93% C E H	84%	92% C E H	78%	96% C E H	90% E	83%	89%
Garbage collection	77% H	90% A C E G H	76% H	85% C E G H	70%	90% A C E G H	75% H	63%	79%
Drinking water	76%	92% A C E G H	80%	91% A C E G H	77%	89% A C E G H	82%	76%	84%
Sewer services	93% C E	95% C E G H	83%	92% C E	81%	93% C E	87%	86%	89%
Storm water management (storm drainage, dams, levees, etc.)	95% B C E G H	87% C E	77%	92% C E	72%	92% C E	87% C E	85% C E	85%
Utility billing	85% C E H	82% E H	75% H	84% E H	69%	78% E H	76% H	65%	77%

TABLE 7: SAFETY

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall feeling of safety in Loudoun County	84% H	95% A E G H	94% A E H	93% A E H	86% H	92% A H	89% H	64%	89%
Police/Sheriff services	83%	90%	87%	92% A	85%	86%	86%	89%	87%
Crime prevention	80%	92% A E F G H	87% H	88% A H	81% H	84% H	84% H	71%	85%
Animal control	84%	86%	87%	86%	85%	81%	86%	82%	85%
Ambulance or emergency medical services	96% E	97% E H	96% E	96% E	89%	96% E	96% E	90%	95%
Fire services	95%	98% E G	99% E F G	97%	95%	95%	94%	99% G	96%
Fire prevention and education	92%	94% G	92%	89%	87%	87%	87%	90%	90%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	70%	76%	78%	81% A E	68%	79% E	80% E	72%	76%
In your neighborhood during the day	97% E	98% E	99% E G	99% E G	90%	99% E G	95% E	95% E	97%
In Loudoun County's downtown/commercial areas during the day	93%	96% E	95% E	96% E	90%	98% A E G	93%	96% E	95%
From property crime	76%	87% A H	91% A G H	90% A G H	86% A H	88% A H	83% H	69%	85%
From violent crime	83%	96% A E G H	97% A E G H	92% A G H	89% H	95% A E G H	85% H	76%	90%
From fire, flood, or other natural disaster	85%	95% A E	95% A E	97% A E G	87%	93% A E	91% A	95% A E	92%

TABLE 8: NATURAL ENVIRONMENT

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall quality of natural environment in Loudoun County	76%	88% A D E G H	81% E H	79%	73%	85% A E G H	76%	70%	79%
Cleanliness of Loudoun County	90% C E H	93% C E H	79%	94% C E G H	80%	88% C E H	86% C H	75%	86%
Water resources (beaches, lakes, ponds, riverways, etc.)	58%	66% C E G	49%	66% C E G	49%	57%	53%	66% C E G	57%
Air quality	78%	90% A E	88% A	88% A	82%	90% A E	85%	83%	86%
Preservation of natural areas (open space, farmlands, and greenbelts)	64% E	64% E	57% E	60% E	46%	66% E G	55%	57%	58%
Loudoun County open space	62% E	59% E	58%	55%	49%	65% E G	55%	58%	57%
Recycling	65%	70% C E	60%	74% C E	57%	69% E	66%	74% C E	66%
Yard waste pick-up	66%	80% A E H	76% A E H	82% A E H	63%	79% A E H	81% A E H	59%	75%

TABLE 9: PARKS AND RECREATION

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall quality of parks and recreation opportunities	75%	85% A C E H	74%	78%	73%	79%	79%	74%	77%
Availability of paths and walking trails	76% E	86% A C E F G H	70%	79% C E	62%	75% E	76% E	71%	75%

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Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
County parks	85% E	90% C D E F	78%	77%	74%	77%	85% E	85% E	81%
Recreational opportunities	75%	78% C E	69%	79% C E	65%	72%	72%	71%	73%
Recreation programs or classes	63%	78% A C	63%	71%	69%	74% A C	83% A C D E	77% A C	72%
Recreation centers or facilities	67%	79% A C	69%	77% A	74%	79% A C	85% A C E	78%	76%
Fitness opportunities (including exercise classes and paths or trails, etc.)	80% C E	81% C E	68%	86% C E	66%	77% C E	78% C E	78% C E	76%

TABLE 10: HEALTH AND WELLNESS

Percent rating positively (e.g., excellent/good, excellent/very good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall health and wellness opportunities in Loudoun County	75%	88% A C E F H	75%	83% E	73%	75%	81% E	78%	79%
Health services	72%	86% A C E F	75%	84% A C E F	70%	71%	83% A C E F	79%	78%
Availability of affordable quality health care	66%	78% A E F H	70% F	85% A C E F G H	69% F	59%	71% F	63%	71%
Availability of preventive health services	72% F	85% A E F H	79% F	84% A E F H	71% F	57%	76% F	73% F	75%
Availability of affordable quality mental health care	55% F	55% F	52% F	60% F	52% F	38%	48%	46%	51%

The National Community Survey™ - Geographic Subgroup Report

Percent rating positively (e.g., excellent/good, excellent/very good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Availability of affordable quality food	69%	77% C E F	63%	80% A C E F	60%	65%	71% E	74% C E	70%
Please rate your overall health.	76%	78% D G	78% D G	68%	79% D G	76% G	67%	72%	74%

TABLE 11: EDUCATION, ARTS, AND CULTURE

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall opportunities for education, culture, and the arts	52%	68% A	70% A	68% A	64% A	65% A	72% A	66% A	66%
Opportunities to attend cultural/arts/music activities	40%	49%	48%	53% A	52% A	50%	53% A	58% A	50%
Community support for the arts	44%	53%	51%	51%	52%	51%	54%	55%	51%
Availability of affordable quality childcare/preschool	33%	46% G	34%	58% A C E F G H	38%	41%	30%	34%	39%
K-12 education	73%	83% A C E G H	74%	84% A C E G H	70%	83% E G	67%	71%	76%
Adult educational opportunities	55%	71% A C E F G	48%	71% A C E F G	55%	57%	59%	69% C E	60%
Opportunities to attend special events and festivals	50%	62% A	54%	62% A	65% A C F	54%	71% A C F	62%	60%
Public library services	90%	95% D E	93% E	88%	85%	91% E	95% D E	92% E	91%

TABLE 12: INCLUSIVITY AND ENGAGEMENT

Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Residents' connection and engagement with their community	39%	58% A E	65% A E H	65% A E H	48%	62% A E H	61% A E	49%	57%
Sense of community	55%	56%	65% A B E H	65% E	54%	66% A B E H	60%	53%	60%
Sense of civic/community pride	49%	63% A E H	57%	64% A E H	53%	64% A E H	69% A C E H	49%	59%
Neighborliness of residents in Loudoun County	55%	62% E	59%	66% A E	50%	59%	62% E	55%	59%
Loudoun County as a place to raise children	91% E	94% E G	90% E	90% E	80%	94% E G	86%	89% E	89%
Loudoun County as a place to retire	39%	54% A C E F G H	36%	54% A C E F G H	35%	33%	38%	33%	41%
Openness and acceptance of the community toward people of diverse backgrounds	57%	70% A E G	63%	72% A E G	58%	73% A C E G	59%	68%	65%
Making all residents feel welcome	66% E	76% E	74% E	79% A E G	55%	76% E	68% E	76% E	71%
Attracting people from diverse backgrounds	74% G	80% E G	75% G	82% E G	68%	80% E G	59%	86% A C E G	75%
Valuing/respecting residents from diverse backgrounds	67%	83% A C E G	71%	82% A C E G	63%	76% E G	65%	74%	73%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	51%	70% A E G H	62% E	76% A C E G H	49%	70% A E G H	53%	55%	62%
Opportunities to participate in social events and activities	56%	67% C F	57%	68% A C F	61%	55%	62%	63%	61%
Opportunities to volunteer	72%	72%	65%	82% C	72%	72%	76% C	78% C	73%

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Percent rating positively (e.g., excellent/good)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Opportunities to participate in community matters	68%	63%	59%	70% C E	57%	62%	63%	69%	63%

TABLE 13: PARTICIPATION

Percent rating positively (e.g., yes in the last 12 months)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Contacted Loudoun County (in-person, phone, email, or web) for help or information	51%	56% C	45%	50%	56% C	47%	70% A B C D E F H	53%	54%
Contacted Loudoun County elected officials (in-person, phone, email, or web) to express your opinion	24%	36% A F	36% A F	30%	41% A D F H	25%	35% A F	28%	33%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	35% F	33% F	37% D F G	26%	43% B D F G	23%	27%	33%	32%
Watched (online or on television) a local public meeting	47% D	46% D	49% D H	34%	48% D	46% D	48% D	37%	45%
Volunteered your time to some group/activity in Loudoun County	48% H	42%	40%	46% H	51% C H	41%	45% H	30%	44%
Campaigned or advocated for a local issue, cause, or candidate	25%	32% C D F G H	21%	23%	37% A C D F G H	17%	19%	20%	24%
Voted in your most recent local election	84%	91% A	91% A	90%	90%	89%	95% A F	91% A	90%

TABLE 14: ONLINE ENGAGEMENT

Percent rating positively (e.g., at least once every few weeks)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Access the internet from your home using a computer, laptop, or tablet computer	98%	100% G	99% G	100% G	98% G	100% G	96%	97%	99%
Access the internet from your cell phone	97%	98% D	98% D	94%	96%	98% D	96%	95%	97%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	84%	81%	88% B G H	81%	85%	89% B D G H	78%	77%	83%
Use or check email	98%	100% G H	100% G H	100% G H	99% G	100% G H	97%	97%	99%
Share your opinions online	29%	38%	34%	29%	36%	34%	36%	41%	35%
Shop online	66%	61%	77% A B D E G	65%	66%	71%	65%	67%	67%

TABLE 15: COMMUNITY FOCUS AREAS

Percent rating positively (e.g., essential/very important)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall economic health of Loudoun County	83%	91% A E G H	91% A E G H	86%	84%	87%	84%	79%	86%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	74% E	80% E	74% E	82% C E	64%	80% E	80% E	78% E	76%
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	78% H	83% E H	84% E H	80% H	73%	82% E H	82% E H	66%	79%
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	90% B E G H	80% H	83% H	88% B E H	77% H	88% B E H	82% H	68%	83%

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Percent rating positively (e.g., essential/very important)	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Overall feeling of safety in Loudoun County	95% B C D E G H	86%	86%	86%	82%	90% E G	83%	86%	86%
Overall quality of natural environment in Loudoun County	87% D H	91% D E G H	86% H	79%	83%	85% H	83%	76%	85%
Overall quality of parks and recreation opportunities	75%	81% E F	75%	76%	68%	67%	83% E F	73%	75%
Overall health and wellness opportunities in Loudoun County	73%	74%	70%	79% C E	68%	78% E	78% C E	69%	74%
Overall opportunities for education, culture, and the arts	71%	75% C E H	64%	76% C E H	65%	72%	73% C H	61%	70%
Residents' connection and engagement with their community	63%	70% F	63%	73% C F H	63%	54%	68% F	60%	65%

TABLE 16: FREQUENCY OF PUBLIC TRANSPORTATION USE

Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation. (Percent "used at all").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Bus	6%	11%	18% A B E G	14% A	8%	17% A E	11%	16% A E	13%
Metrorail	33% G	37% E G	36% E G	48% A B C E G H	26%	41% E G	22%	32%	34%
Train, such as MARC	3%	3%	5%	6%	9% A B G	6%	4%	8% B	5%

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Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation. (Percent "used at all").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Van pool	3%	1%	3%	3%	4%	3%	5% B	2%	3%
Car pool	22%	21%	24%	33% A B C G H	24%	28%	23%	20%	25%
Taxi/hired cab/Uber/Lyft	43%	51% E	43%	57% A C E G	38%	51% E	42%	49%	46%
Gov't/nonprofit service (e.g., Dept. of Family Services, Volunteer Caregivers)	2%	7%	5%	6%	5%	4%	6%	11% A C D E F	5%
Bike/walking trails	92% E F H	89% E	88% E	85%	79%	83%	89% E	81%	86%

TABLE 17: IMPORTANCE OF COUNTY ISSUES

First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Growth/development	47%	62% A	66% A G	59% A	57%	65% A G	53%	59% A	59%
Schools	89% E	88% E	83% E	86% E	75%	87% E	86% E	84% E	84%
Crime/drug use	86% B C E F G	72%	76% F	82% B F G	74%	68%	68%	79% F G	75%
Youth activities/reduction of youth crime	75% F	79% C F	69%	79% C F	72%	65%	83% C E F	75%	75%
Cost of living/cost of housing	82%	81%	75%	82%	78%	81%	84% C	85% C	81%

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First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years. (Percent rating as "essential" or "very important").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Employment opportunities	84% C E	77%	73%	77%	75%	75%	76%	76%	76%
Traffic	74%	74%	85% A B G	82% B G	81% G	88% A B G	72%	80%	80%
Road maintenance	66%	69%	80% A B	85% A B G	85% A B G	78% A B	75% A	80% A B	77%
Trails/bike paths	48%	59% A E F	52% E	64% A C E F H	42%	47%	61% A E F	50%	53%
Increased broadband access	64%	70% D	76% A D F H	54%	71% D	63%	71% D H	60%	67%

TABLE 18: WILLINGNESS TO PAY FOR COUNTY ISSUES

Indicate whether or not you would be willing to incur a tax increase to improve each issue. (Percent "yes").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
Growth/development	12%	28% A	20%	21% A	22% A	21% A	24% A	30% A	22%
Schools	60% C E	63% C E	50%	64% C E	42%	61% C E	66% C E H	53%	57%
Crime/drug use	40%	47% C E	34%	51% A C E	33%	42%	46% C E	49% C E	42%
Youth activities/reduction of youth crime	42%	51% C E	35%	55% A C E F	38%	43%	61% A C E F	50% C	47%
Cost of living/cost of housing	39% C E	36% C E	21%	32% C	24%	46%	45% C D E	44% C D E	35%

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Indicate whether or not you would be willing to incur a tax increase to improve each issue. (Percent "yes").	District								Overall (A)
	Algonkian	Ashburn	Blue Ridge	Broad Run	Catoctin	Dulles	Leesburg	Sterling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	
						B C D E			
Employment opportunities	26%	28%	19%	32% C E	21%	38% A B C E	37% A C E	35% C E	29%
Traffic	36%	47% A	43%	51% A	43%	57% A C E H	51% A	44%	47%
Road maintenance	42%	51%	42%	54% A C	46%	52%	57% A C E	55% C	50%
Trails/bike paths	43% E	47% C E F	35% E	41% E	25%	35%	47% C E F	40% E	39%
Increased broadband access	32%	35%	33%	29%	36%	31%	44% A C D F	34%	34%



The National Community Survey™

Loudoun County, VA

Trends Over Time
2020



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About Trends Over Time

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement

This report discusses trends over time, comparing the 2020 ratings for Loudoun County to its previous survey results in 2018. Additional reports and technical appendices are available under separate cover.

Understanding the Tables

Trend data for Loudoun County represent important comparison data and should be examined for improvements or declines¹. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2018 and 2020 surveys, otherwise the comparisons between 2018 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Loudoun County for 2020 generally remained stable. Of the 106 items for which comparisons were available, 64 items were rated similarly in 2018 and 2020, 24 items showed a decrease in ratings and 18 showed an increase in ratings. **It is important to note that the COVID-19 pandemic of 2020 is likely to have effected residents' 2020 ratings; this context should be kept in mind while evaluating changes over time.** Notable trends over time included the following:

- Ratings increases were noted in 2020 for several aspects of Mobility, including traffic enforcement, traffic flow on major streets, ease of travel by car in the County, ease of public parking, and others. Rates of use of public transportation and carpooling declined from 2018 to 2020.
- Several ratings changes were noted in the facet of Community Design: ratings increased for land use, planning, and zoning, code enforcement, and the overall design or layout of Loudoun County's residential and commercial areas, while decreases were seen for the overall quality of new development in Loudoun County, the overall appearance of the County, and public places where people want to spend time.
- In Parks and Recreation, respondents' 2020 scores for availability of paths and walking trails increased substantially (17%), but decreased for County parks, recreation centers of facilities, and recreation programs or classes.
- Other declines from 2018 to 2020 were noted for various aspects of Education, Arts, and Culture (e.g., K-12 education and overall opportunities for education, culture, and the arts) and Inclusivity and Engagement (e.g., opportunities to participate in community matters and opportunities to volunteer).

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Table 1: Quality of Life

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall image or reputation of Loudoun County	88%	85%	Similar	Higher
The overall quality of life in Loudoun County	87%	87%	Similar	Similar
Loudoun County as a place to live	92%	90%	Similar	Similar
Recommend living in Loudoun County to someone who asks	88%	85%	Similar	Similar
Remain in Loudoun County for the next five years	87%	83%	Similar	Similar

Table 2: Governance

Governance Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall confidence in Loudoun County government	55%	57%	Similar	Similar
The overall direction that Loudoun County is taking	50%	55%	Similar	Similar
The value of services for the taxes paid to Loudoun County	55%	59%	Similar	Similar
Generally acting in the best interest of the community	54%	58%	Similar	Similar
Being honest	55%	60%	Similar	Similar
Being open and transparent to the public	NA	58%	NA	Similar
Informing residents about issues facing the community	NA	58%	NA	Similar
The job Loudoun County government does at welcoming resident involvement	54%	54%	Similar	Similar
Treating all residents fairly	57%	60%	Similar	Similar
Treating residents with respect	NA	68%	NA	Similar
Overall customer service by Loudoun County employees	80%	88%	Higher	Similar
Public information services	80%	74%	Lower	Similar
Quality of services provided by the County of Loudoun County	81%	74%	Lower	Similar
Quality of services provided by the Federal Government	44%	43%	Similar	Similar

Table 3: Economy

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Loudoun County	85%	87%	Similar	Higher
Economic development	71%	70%	Similar	Higher
Overall quality of business and service establishments in Loudoun County	78%	85%	Higher	Higher
Variety of business and service establishments in Loudoun County	NA	79%	NA	Higher
Vibrancy of downtown/commercial areas	66%	67%	Similar	Higher
Shopping opportunities	80%	78%	Similar	Higher
Loudoun County as a place to visit	79%	80%	Similar	Higher
Loudoun County as a place to work	76%	79%	Similar	Higher
Employment opportunities	66%	67%	Similar	Higher
Cost of living in Loudoun County	18%	20%	Similar	Lower
Economy will have positive impact on income	36%	27%	Lower	Similar
NOT experiencing housing costs stress	69%	74%	Similar	Similar

Table 4: Mobility

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the transportation system in Loudoun County	54%	50%	Similar	Lower
Traffic flow on major streets	28%	48%	Higher	Similar
Ease of travel by car in Loudoun County	49%	74%	Higher	Similar
Ease of travel by public transportation in Loudoun County	19%	26%	Higher	Similar
Ease of travel by bicycle in Loudoun County	36%	40%	Similar	Similar
Ease of walking in Loudoun County	47%	53%	Higher	Similar
Ease of public parking	57%	64%	Higher	Similar
Bus or transit services	47%	46%	Similar	Similar
Traffic enforcement	63%	70%	Higher	Similar
Traffic signal timing	NA	60%	NA	Similar

The National Community Survey™ - Trends Over Time

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Street repair	NA	63%	NA	Higher
Street cleaning	NA	72%	NA	Similar
Street lighting	NA	62%	NA	Similar
Snow removal	NA	72%	NA	Similar
Sidewalk maintenance	NA	71%	NA	Higher
Used bus, rail, subway, or other public transportation instead of driving	24%	19%	Lower	Similar
Carpooled with other adults or children instead of driving alone	39%	31%	Lower	Lower
Walked or biked instead of driving	42%	50%	Higher	Similar

In 2018, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to wording changes.

Table 5: Community Design

Community Design Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall design or layout of Loudoun County's residential and commercial areas	55%	61%	Higher	Similar
Overall appearance of Loudoun County	87%	80%	Lower	Similar
Your neighborhood as a place to live	89%	92%	Similar	Similar
Overall quality of new development in Loudoun County	62%	55%	Lower	Similar
Well-planned residential growth	NA	46%	NA	Similar
Well-planned commercial growth	NA	45%	NA	Similar
Well-designed neighborhoods	NA	61%	NA	Similar
Preservation of the historical or cultural character of the community	NA	54%	NA	Similar
Public places where people want to spend time	78%	62%	Lower	Similar
Variety of housing options	54%	53%	Similar	Similar
Availability of affordable quality housing	23%	22%	Similar	Lower
Land use, planning, and zoning	36%	43%	Higher	Similar
Code enforcement	54%	60%	Higher	Similar

Table 6: Utilities

Utilities Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of the utility infrastructure in Loudoun County	NA	84%	NA	Similar
Affordable high-speed internet access	NA	60%	NA	Similar
Power (electric and/or gas) utility	NA	89%	NA	Similar
Garbage collection	NA	79%	NA	Similar
Drinking water	NA	84%	NA	Similar
Sewer services	NA	89%	NA	Similar
Storm water management	NA	85%	NA	Higher
Utility billing	NA	77%	NA	Similar

Table 7: Safety

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall feeling of safety in Loudoun County	90%	89%	Similar	Similar
Police/Sheriff services	86%	87%	Similar	Similar
Crime prevention	81%	85%	Similar	Higher
Animal control	76%	85%	Higher	Higher
Ambulance or emergency medical services	94%	95%	Similar	Similar
Fire services	96%	96%	Similar	Similar
Fire prevention and education	86%	90%	Similar	Similar
Emergency preparedness	78%	76%	Similar	Similar
In your neighborhood during the day	96%	97%	Similar	Similar
In Loudoun County's downtown/commercial areas during the day	94%	95%	Similar	Similar
From property crime	NA	85%	NA	Similar
From violent crime	NA	90%	NA	Similar
From fire, flood, or other natural disaster	NA	92%	NA	Similar

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Table 8: Natural Environment

Natural Environment Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of natural environment in Loudoun County	76%	79%	Similar	Similar
Cleanliness of Loudoun County	87%	86%	Similar	Similar
Water resources	NA	57%	NA	Similar
Air quality	83%	86%	Similar	Similar
Preservation of natural areas	46%	58%	Higher	Similar
Loudoun County open space	51%	57%	Higher	Similar
Recycling	73%	66%	Lower	Similar
Yard waste pick-up	NA	75%	NA	Similar

Table 9: Parks and Recreation

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	77%	NA	Similar
Availability of paths and walking trails	58%	75%	Higher	Similar
County parks	87%	81%	Lower	Similar
Recreational opportunities	75%	73%	Similar	Similar
Recreation programs or classes	82%	72%	Lower	Similar
Recreation centers or facilities	84%	76%	Lower	Similar
Fitness opportunities	75%	76%	Similar	Similar

Table 10: Health and Wellness

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall health and wellness opportunities in Loudoun County	78%	79%	Similar	Similar
Health services	80%	78%	Similar	Similar
Availability of affordable quality health care	73%	71%	Similar	Similar
Availability of preventive health services	76%	75%	Similar	Similar

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Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Availability of affordable quality mental health care	50%	51%	Similar	Similar
Availability of affordable quality food	73%	70%	Similar	Similar
In very good to excellent health	95%	94%	Similar	Similar

Table 11: Education, Arts, and Culture

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall opportunities for education, culture, and the arts	81%	66%	Lower	Similar
Opportunities to attend cultural/arts/music activities	59%	50%	Lower	Similar
Opportunities to attend special events and festivals	72%	60%	Lower	Similar
Community support for the arts	NA	51%	NA	Similar
Public library services	92%	91%	Similar	Similar
Availability of affordable quality child care/preschool	42%	39%	Similar	Similar
K-12 education	87%	76%	Lower	Similar
Adult educational opportunities	63%	60%	Similar	Similar

Table 12: Inclusivity and Engagement

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Residents' connection and engagement with their community	NA	57%	NA	Similar
Sense of community	58%	60%	Similar	Similar
Sense of civic/community pride	NA	59%	NA	Similar
Neighborliness of Loudoun County	57%	59%	Similar	Similar
Loudoun County as a place to raise children	90%	89%	Similar	Similar
Loudoun County as a place to retire	41%	41%	Similar	Lower
Openness and acceptance of the community toward people of diverse backgrounds	65%	65%	Similar	Similar
Making all residents feel welcome	NA	71%	NA	Similar

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Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Attracting people from diverse backgrounds	NA	75%	NA	Higher
Valuing/respecting residents from diverse backgrounds	NA	73%	NA	Similar
Taking care of vulnerable residents	NA	62%	NA	Similar
Opportunities to participate in social events and activities	72%	61%	Lower	Similar
Opportunities to volunteer	79%	73%	Lower	Similar
Opportunities to participate in community matters	70%	63%	Lower	Similar

Table 13: Participation

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Contacted Loudoun County for help or information	46%	54%	Higher	Similar
Contacted Loudoun County elected officials to express your opinion	29%	33%	Similar	Higher
Attended a local public meeting	36%	32%	Similar	Higher
Watched (online or on television) a local public meeting	29%	45%	Higher	Much higher
Volunteered your time to some group/activity in Loudoun County	51%	44%	Lower	Similar
Campaigned or advocated for an issue, cause or candidate	28%	24%	Similar	Similar
Voted in your most recent local election	NA	90%	NA	Higher
Access the internet from your home using a computer, laptop or tablet computer	NA	99%	NA	Similar
Access the internet from your cell phone	NA	97%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	83%	NA	Similar
Use or check email	NA	99%	NA	Similar
Share your opinions online	NA	35%	NA	Similar
Shop online	NA	67%	NA	Higher

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Table 14: Focus Areas

Focus Areas Percent rating each as "essential" or "very important"	2018	2020	2020 rating compared to 2018	Comparison to benchmark
Overall economic health of Loudoun County	90%	86%	Similar	Similar
Overall quality of the transportation system in Loudoun County	91%	76%	Lower	Similar
Overall design or layout of Loudoun County's residential and commercial areas	80%	79%	Similar	Similar
Overall quality of the utility infrastructure in Loudoun County	NA	83%	NA	Similar
Overall feeling of safety in Loudoun County	92%	86%	Lower	Similar
Overall quality of natural environment in Loudoun County	86%	85%	Similar	Similar
Overall quality of parks and recreation opportunities	NA	75%	NA	Similar
Overall health and wellness opportunities in Loudoun County	74%	74%	Similar	Similar
Overall opportunities for education, culture, and the arts	81%	70%	Lower	Similar
Residents' connection and engagement with their community	75%	65%	Lower	Lower

In 2018, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to wording changes.



The National Community Survey™

Loudoun County, VA

Technical Appendices
2020



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Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Loudoun County.	Excellent		Good		Fair		Poor		Total	
Loudoun County as a place to live	50%	N=729	40%	N=589	8%	N=117	2%	N=24	100%	N=1459
Your neighborhood as a place to live	56%	N=818	36%	N=521	7%	N=99	2%	N=23	100%	N=1461
Loudoun County as a place to raise children	52%	N=671	37%	N=477	7%	N=96	4%	N=47	100%	N=1290
Loudoun County as a place to work	35%	N=407	44%	N=504	16%	N=188	5%	N=59	100%	N=1158
Loudoun County as a place to visit	38%	N=530	42%	N=596	17%	N=237	3%	N=49	100%	N=1412
Loudoun County as a place to retire	19%	N=230	22%	N=264	25%	N=306	34%	N=413	100%	N=1213
The overall quality of life in Loudoun County	37%	N=543	50%	N=727	11%	N=155	2%	N=31	100%	N=1456
Sense of community	19%	N=281	40%	N=582	28%	N=408	12%	N=175	100%	N=1446

Table 2: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Loudoun County.	Excellent		Good		Fair		Poor		Total	
Loudoun County as a place to live	50%	N=729	40%	N=589	8%	N=117	2%	N=24	100%	N=1459
Your neighborhood as a place to live	56%	N=818	36%	N=521	7%	N=99	2%	N=23	100%	N=1461
Loudoun County as a place to raise children	52%	N=671	37%	N=477	7%	N=96	4%	N=47	100%	N=1290
Loudoun County as a place to work	35%	N=407	44%	N=504	16%	N=188	5%	N=59	100%	N=1158
Loudoun County as a place to visit	38%	N=530	42%	N=596	17%	N=237	3%	N=49	100%	N=1412
Loudoun County as a place to retire	19%	N=230	22%	N=264	25%	N=306	34%	N=413	100%	N=1213
The overall quality of life in Loudoun County	37%	N=543	50%	N=727	11%	N=155	2%	N=31	100%	N=1456
Sense of community	19%	N=281	40%	N=582	28%	N=408	12%	N=175	100%	N=1446

Table 3: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Loudoun County.	Excellent		Good		Fair		Poor		Don't know		Total	
Loudoun County as a place to live	50%	N=729	40%	N=589	8%	N=117	2%	N=24	0%	N=1	100%	N=1460
Your neighborhood as a place to live	56%	N=818	36%	N=521	7%	N=99	2%	N=23	0%	N=0	100%	N=1461
Loudoun County as a place to raise children	46%	N=671	33%	N=477	7%	N=96	3%	N=47	11%	N=166	100%	N=1456
Loudoun County as a place to work	28%	N=407	35%	N=504	13%	N=188	4%	N=59	20%	N=297	100%	N=1455
Loudoun County as a place to visit	36%	N=530	41%	N=596	16%	N=237	3%	N=49	3%	N=39	100%	N=1451
Loudoun County as a place to retire	16%	N=230	18%	N=264	21%	N=306	28%	N=413	16%	N=239	100%	N=1452
The overall quality of life in Loudoun County	37%	N=543	50%	N=727	11%	N=155	2%	N=31	0%	N=1	100%	N=1457
Sense of community	19%	N=281	40%	N=582	28%	N=408	12%	N=175	1%	N=17	100%	N=1463

Table 4: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Loudoun County as a whole.	Excellent		Good		Fair		Poor		Total	
Overall economic health of Loudoun County	36%	N=499	52%	N=726	10%	N=144	2%	N=32	100%	N=1401
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	11%	N=160	38%	N=535	37%	N=513	13%	N=184	100%	N=1391
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	17%	N=246	44%	N=641	30%	N=440	8%	N=121	100%	N=1447
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	33%	N=464	51%	N=717	12%	N=171	4%	N=55	100%	N=1407
Overall feeling of safety in Loudoun County	45%	N=659	44%	N=639	10%	N=141	1%	N=21	100%	N=1459
Overall quality of natural environment in Loudoun County	31%	N=453	48%	N=692	15%	N=223	5%	N=78	100%	N=1446
Overall quality of parks and recreation opportunities	33%	N=465	45%	N=632	19%	N=266	4%	N=54	100%	N=1417
Overall health and wellness opportunities in Loudoun County	32%	N=429	47%	N=640	18%	N=244	3%	N=45	100%	N=1358
Overall opportunities for education, culture, and the arts	22%	N=300	44%	N=606	25%	N=347	9%	N=117	100%	N=1370
Residents' connection and engagement with their community	12%	N=172	44%	N=621	33%	N=454	11%	N=149	100%	N=1396

Table 5: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Loudoun County as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Loudoun County	34%	N=499	50%	N=726	10%	N=144	2%	N=32	4%	N=60	100%	N=1461
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	11%	N=160	37%	N=535	35%	N=513	13%	N=184	5%	N=67	100%	N=1458
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	17%	N=246	44%	N=641	30%	N=440	8%	N=121	1%	N=17	100%	N=1464
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	32%	N=464	49%	N=717	12%	N=171	4%	N=55	4%	N=51	100%	N=1458
Overall feeling of safety in Loudoun County	45%	N=659	44%	N=639	10%	N=141	1%	N=21	0%	N=2	100%	N=1462
Overall quality of natural environment in Loudoun County	31%	N=453	47%	N=692	15%	N=223	5%	N=78	1%	N=19	100%	N=1465
Overall quality of parks and recreation opportunities	32%	N=465	43%	N=632	18%	N=266	4%	N=54	3%	N=39	100%	N=1456
Overall health and wellness opportunities in Loudoun County	29%	N=429	44%	N=640	17%	N=244	3%	N=45	7%	N=102	100%	N=1460
Overall opportunities for education, culture, and the arts	21%	N=300	42%	N=606	24%	N=347	8%	N=117	6%	N=88	100%	N=1458
Residents' connection and engagement with their community	12%	N=172	42%	N=621	31%	N=454	10%	N=149	5%	N=67	100%	N=1462

Table 6: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Loudoun County to someone who asks	46%	N=662	40%	N=574	8%	N=113	7%	N=102	100%	N=1451
Remain in Loudoun County for the next five years	59%	N=844	24%	N=337	8%	N=121	9%	N=129	100%	N=1432

Table 7: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Loudoun County to someone who asks	45%	N=662	39%	N=574	8%	N=113	7%	N=102	1%	N=10	100%	N=1461
Remain in Loudoun County for the next five years	58%	N=844	23%	N=337	8%	N=121	9%	N=129	2%	N=31	100%	N=1463

Table 8: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	85%	N=1237	12%	N=178	2%	N=24	1%	N=20	0%	N=3	100%	N=1462
In Loudoun County's downtown/commercial areas during the day	69%	N=976	26%	N=372	3%	N=48	2%	N=22	0%	N=4	100%	N=1422
From property crime	42%	N=614	43%	N=616	9%	N=125	5%	N=74	1%	N=18	100%	N=1448
From violent crime	60%	N=873	30%	N=432	6%	N=81	3%	N=50	1%	N=12	100%	N=1448
From fire, flood, or other natural disaster	59%	N=851	33%	N=480	6%	N=83	2%	N=24	0%	N=3	100%	N=1441

Table 9: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	85%	N=1237	12%	N=178	2%	N=24	1%	N=20	0%	N=3	0%	N=1	100%	N=1464
In Loudoun County's downtown/commercial areas during the day	67%	N=976	25%	N=372	3%	N=48	2%	N=22	0%	N=4	3%	N=41	100%	N=1463
From property crime	42%	N=614	42%	N=616	9%	N=125	5%	N=74	1%	N=18	1%	N=17	100%	N=1465
From violent crime	60%	N=873	30%	N=432	6%	N=81	3%	N=50	1%	N=12	1%	N=11	100%	N=1460
From fire, flood, or other natural disaster	58%	N=851	33%	N=480	6%	N=83	2%	N=24	0%	N=3	1%	N=20	100%	N=1461

Table 10: Question 5 without "don't know" responses

Please rate the job you feel the Loudoun County community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	22%	N=304	49%	N=662	23%	N=313	6%	N=83	100%	N=1362
Attracting people from diverse backgrounds	30%	N=402	44%	N=583	19%	N=248	7%	N=88	100%	N=1320
Valuing/respecting residents from diverse backgrounds	28%	N=373	44%	N=585	21%	N=282	6%	N=76	100%	N=1317
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	18%	N=196	43%	N=460	24%	N=261	14%	N=149	100%	N=1066

Table 11: Question 5 with "don't know" responses

Please rate the job you feel the Loudoun County community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	21%	N=304	45%	N=662	21%	N=313	6%	N=83	7%	N=103	100%	N=1465
Attracting people from diverse backgrounds	27%	N=402	40%	N=583	17%	N=248	6%	N=88	10%	N=141	100%	N=1461
Valuing/respecting residents from diverse backgrounds	26%	N=373	40%	N=585	19%	N=282	5%	N=76	10%	N=146	100%	N=1462
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	13%	N=196	31%	N=460	18%	N=261	10%	N=149	27%	N=397	100%	N=1463

Table 12: Question 6 without "don't know" responses

Please rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Loudoun County	33%	N=472	52%	N=752	13%	N=190	2%	N=26	100%	N=1440
Variety of business and service establishments in Loudoun County	31%	N=443	49%	N=697	17%	N=245	4%	N=51	100%	N=1436
Vibrancy of downtown/commercial areas	23%	N=326	44%	N=623	26%	N=375	7%	N=93	100%	N=1416
Employment opportunities	20%	N=235	46%	N=534	25%	N=286	9%	N=99	100%	N=1154
Shopping opportunities	35%	N=508	43%	N=634	18%	N=258	4%	N=58	100%	N=1458
Cost of living in Loudoun County	3%	N=42	17%	N=245	40%	N=587	40%	N=587	100%	N=1461
Overall image or reputation of Loudoun County	38%	N=545	47%	N=684	12%	N=172	3%	N=45	100%	N=1446

Table 13: Question 6 with "don't know" responses

Please rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Loudoun County	32%	N=472	51%	N=752	13%	N=190	2%	N=26	2%	N=24	100%	N=1464
Variety of business and service establishments in Loudoun County	30%	N=443	48%	N=697	17%	N=245	4%	N=51	2%	N=23	100%	N=1459
Vibrancy of downtown/commercial areas	22%	N=326	43%	N=623	26%	N=375	6%	N=93	3%	N=44	100%	N=1461
Employment opportunities	16%	N=235	37%	N=534	20%	N=286	7%	N=99	21%	N=306	100%	N=1460
Shopping opportunities	35%	N=508	43%	N=634	18%	N=258	4%	N=58	0%	N=5	100%	N=1462
Cost of living in Loudoun County	3%	N=42	17%	N=245	40%	N=587	40%	N=587	0%	N=2	100%	N=1463
Overall image or reputation of Loudoun County	37%	N=545	47%	N=684	12%	N=172	3%	N=45	1%	N=19	100%	N=1465

Table 14: Question 7 without "don't know" responses

Please also rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	9%	N=136	39%	N=559	35%	N=508	17%	N=249	100%	N=1452
Ease of public parking	19%	N=268	45%	N=630	28%	N=391	9%	N=123	100%	N=1412
Ease of travel by car in Loudoun County	26%	N=375	48%	N=699	19%	N=276	7%	N=101	100%	N=1451
Ease of travel by public transportation in Loudoun County	6%	N=54	20%	N=188	39%	N=360	35%	N=332	100%	N=935
Ease of travel by bicycle in Loudoun County	13%	N=139	27%	N=291	36%	N=386	23%	N=249	100%	N=1065
Ease of walking in Loudoun County	18%	N=241	35%	N=479	31%	N=429	16%	N=217	100%	N=1366
Well-planned residential growth	12%	N=161	34%	N=457	29%	N=388	25%	N=341	100%	N=1347
Well-planned commercial growth	10%	N=135	35%	N=449	33%	N=426	22%	N=289	100%	N=1300
Well-designed neighborhoods	16%	N=220	46%	N=641	28%	N=390	11%	N=152	100%	N=1403
Preservation of the historical or cultural character of the community	14%	N=188	40%	N=542	27%	N=358	19%	N=252	100%	N=1340
Public places where people want to spend time	17%	N=242	45%	N=625	30%	N=420	8%	N=111	100%	N=1398
Variety of housing options	18%	N=252	35%	N=486	30%	N=422	17%	N=245	100%	N=1404
Availability of affordable quality housing	5%	N=67	17%	N=211	30%	N=384	48%	N=612	100%	N=1274
Overall quality of new development in Loudoun County	14%	N=180	41%	N=542	32%	N=417	13%	N=177	100%	N=1316
Overall appearance of Loudoun County	32%	N=472	47%	N=689	16%	N=234	4%	N=59	100%	N=1453
Cleanliness of Loudoun County	36%	N=520	50%	N=729	12%	N=176	2%	N=27	100%	N=1453
Water resources (beaches, lakes, ponds, riverways, etc.)	15%	N=195	43%	N=574	30%	N=398	13%	N=177	100%	N=1345
Air quality	34%	N=483	52%	N=727	13%	N=184	1%	N=15	100%	N=1409
Availability of paths and walking trails	32%	N=455	42%	N=600	20%	N=277	6%	N=81	100%	N=1413
Fitness opportunities (including exercise classes and paths or trails, etc.)	29%	N=408	47%	N=652	19%	N=261	5%	N=69	100%	N=1389
Recreational opportunities	24%	N=328	49%	N=682	23%	N=322	4%	N=60	100%	N=1392
Availability of affordable quality food	25%	N=358	45%	N=645	24%	N=350	6%	N=89	100%	N=1442
Availability of affordable quality health care	24%	N=318	47%	N=642	23%	N=308	6%	N=85	100%	N=1353
Availability of preventive health services	27%	N=346	49%	N=635	20%	N=261	5%	N=60	100%	N=1303
Availability of affordable quality mental health care	14%	N=131	37%	N=332	29%	N=261	20%	N=180	100%	N=903

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Please also rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Total	
Opportunities to attend cultural/arts/music activities	12%	N=162	38%	N=499	35%	N=466	15%	N=192	100%	N=1319
Community support for the arts	13%	N=143	39%	N=440	36%	N=410	12%	N=141	100%	N=1134
Availability of affordable quality childcare/preschool	13%	N=113	27%	N=238	33%	N=295	27%	N=244	100%	N=890
K-12 education	39%	N=451	37%	N=431	13%	N=155	11%	N=124	100%	N=1161
Adult educational opportunities	18%	N=165	42%	N=385	30%	N=280	10%	N=90	100%	N=921
Sense of civic/community pride	14%	N=185	45%	N=608	29%	N=394	11%	N=150	100%	N=1338
Neighborliness of residents in Loudoun County	15%	N=220	43%	N=614	30%	N=424	11%	N=160	100%	N=1417
Opportunities to participate in social events and activities	15%	N=201	46%	N=594	30%	N=386	9%	N=120	100%	N=1301
Opportunities to attend special events and festivals	19%	N=248	42%	N=555	30%	N=394	10%	N=131	100%	N=1328
Opportunities to volunteer	22%	N=263	51%	N=602	21%	N=243	6%	N=74	100%	N=1183
Opportunities to participate in community matters	17%	N=205	46%	N=559	28%	N=343	9%	N=104	100%	N=1211
Openness and acceptance of the community toward people of diverse backgrounds	23%	N=298	42%	N=541	28%	N=358	7%	N=94	100%	N=1291

Table 15: Question 7 with "don't know" responses

Please also rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	9%	N=136	38%	N=559	35%	N=508	17%	N=249	1%	N=10	100%	N=1461
Ease of public parking	18%	N=268	43%	N=630	27%	N=391	8%	N=123	3%	N=41	100%	N=1453
Ease of travel by car in Loudoun County	26%	N=375	48%	N=699	19%	N=276	7%	N=101	0%	N=3	100%	N=1454
Ease of travel by public transportation in Loudoun County	4%	N=54	13%	N=188	25%	N=360	23%	N=332	36%	N=522	100%	N=1457
Ease of travel by bicycle in Loudoun County	10%	N=139	20%	N=291	27%	N=386	17%	N=249	27%	N=389	100%	N=1454
Ease of walking in Loudoun County	17%	N=241	33%	N=479	29%	N=429	15%	N=217	6%	N=88	100%	N=1455
Well-planned residential growth	11%	N=161	31%	N=457	27%	N=388	23%	N=341	8%	N=111	100%	N=1458
Well-planned commercial growth	9%	N=135	31%	N=449	29%	N=426	20%	N=289	11%	N=158	100%	N=1458
Well-designed neighborhoods	15%	N=220	44%	N=641	27%	N=390	10%	N=152	4%	N=58	100%	N=1461
Preservation of the historical or cultural character of the community	13%	N=188	37%	N=542	25%	N=358	17%	N=252	8%	N=120	100%	N=1460

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Please also rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Don't know		Total	
Public places where people want to spend time	17%	N=242	43%	N=625	29%	N=420	8%	N=111	4%	N=62	100%	N=1460
Variety of housing options	17%	N=252	33%	N=486	29%	N=422	17%	N=245	4%	N=53	100%	N=1457
Availability of affordable quality housing	5%	N=67	14%	N=211	26%	N=384	42%	N=612	13%	N=183	100%	N=1457
Overall quality of new development in Loudoun County	12%	N=180	37%	N=542	29%	N=417	12%	N=177	10%	N=141	100%	N=1456
Overall appearance of Loudoun County	32%	N=472	47%	N=689	16%	N=234	4%	N=59	0%	N=5	100%	N=1458
Cleanliness of Loudoun County	36%	N=520	50%	N=729	12%	N=176	2%	N=27	0%	N=2	100%	N=1454
Water resources (beaches, lakes, ponds, riverways, etc.)	13%	N=195	39%	N=574	27%	N=398	12%	N=177	8%	N=114	100%	N=1459
Air quality	33%	N=483	50%	N=727	13%	N=184	1%	N=15	3%	N=46	100%	N=1455
Availability of paths and walking trails	31%	N=455	41%	N=600	19%	N=277	6%	N=81	3%	N=46	100%	N=1459
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=408	45%	N=652	18%	N=261	5%	N=69	5%	N=69	100%	N=1459
Recreational opportunities	23%	N=328	47%	N=682	22%	N=322	4%	N=60	5%	N=66	100%	N=1458
Availability of affordable quality food	24%	N=358	44%	N=645	24%	N=350	6%	N=89	1%	N=20	100%	N=1461
Availability of affordable quality health care	22%	N=318	44%	N=642	21%	N=308	6%	N=85	7%	N=105	100%	N=1458
Availability of preventive health services	24%	N=346	43%	N=635	18%	N=261	4%	N=60	11%	N=158	100%	N=1461
Availability of affordable quality mental health care	9%	N=131	23%	N=332	18%	N=261	12%	N=180	38%	N=556	100%	N=1459
Opportunities to attend cultural/arts/music activities	11%	N=162	34%	N=499	32%	N=466	13%	N=192	10%	N=139	100%	N=1458
Community support for the arts	10%	N=143	30%	N=440	28%	N=410	10%	N=141	22%	N=323	100%	N=1456
Availability of affordable quality childcare/preschool	8%	N=113	16%	N=238	20%	N=295	17%	N=244	39%	N=560	100%	N=1451
K-12 education	31%	N=451	30%	N=431	11%	N=155	9%	N=124	21%	N=299	100%	N=1460
Adult educational opportunities	11%	N=165	27%	N=385	19%	N=280	6%	N=90	37%	N=530	100%	N=1451
Sense of civic/community pride	13%	N=185	42%	N=608	27%	N=394	10%	N=150	8%	N=118	100%	N=1455
Neighborliness of residents in Loudoun County	15%	N=220	42%	N=614	29%	N=424	11%	N=160	3%	N=38	100%	N=1455
Opportunities to participate in social events and activities	14%	N=201	41%	N=594	27%	N=386	8%	N=120	11%	N=154	100%	N=1455
Opportunities to attend special events and festivals	17%	N=248	38%	N=555	27%	N=394	9%	N=131	9%	N=125	100%	N=1454
Opportunities to volunteer	18%	N=263	41%	N=602	17%	N=243	5%	N=74	19%	N=275	100%	N=1458

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Please also rate each of the following in the Loudoun County community.	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in community matters	14%	N=205	38%	N=559	24%	N=343	7%	N=104	17%	N=245	100%	N=1455
Openness and acceptance of the community toward people of diverse backgrounds	21%	N=298	37%	N=541	25%	N=358	7%	N=94	11%	N=154	100%	N=1446

Table 16: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted Loudoun County (in-person, phone, email, or web) for help or information	46%	N=676	54%	N=780	100%	N=1457
Contacted Loudoun County elected officials (in-person, phone, email, or web) to express your opinion	67%	N=981	33%	N=476	100%	N=1457
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	68%	N=985	32%	N=469	100%	N=1454
Watched (online or on television) a local public meeting	55%	N=804	45%	N=654	100%	N=1457
Volunteered your time to some group/activity in Loudoun County	56%	N=824	44%	N=635	100%	N=1460
Campaigned or advocated for a local issue, cause, or candidate	76%	N=1100	24%	N=355	100%	N=1456
Voted in your most recent local election	10%	N=142	90%	N=1316	100%	N=1458
Used bus, rail, subway, or other public transportation instead of driving	81%	N=1185	19%	N=269	100%	N=1454
Carpooled with other adults or children instead of driving alone	69%	N=1007	31%	N=447	100%	N=1453
Walked or biked instead of driving	50%	N=733	50%	N=724	100%	N=1457

Table 17: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Loudoun County.	Excellent		Good		Fair		Poor		Total	
Public information services	21%	N=260	53%	N=674	22%	N=275	5%	N=58	100%	N=1268
Economic development	20%	N=250	50%	N=611	23%	N=276	7%	N=85	100%	N=1223
Traffic enforcement	20%	N=262	50%	N=672	22%	N=298	8%	N=106	100%	N=1338
Traffic signal timing	13%	N=189	46%	N=654	27%	N=386	13%	N=186	100%	N=1415
Street repair	19%	N=267	44%	N=623	26%	N=372	10%	N=143	100%	N=1406
Street cleaning	24%	N=321	48%	N=629	21%	N=275	7%	N=98	100%	N=1323
Street lighting	18%	N=250	44%	N=626	25%	N=348	13%	N=184	100%	N=1407

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Please rate the quality of each of the following services in Loudoun County.	Excellent		Good		Fair		Poor		Total	
Snow removal	22%	N=309	50%	N=686	20%	N=279	8%	N=111	100%	N=1385
Sidewalk maintenance	20%	N=271	51%	N=674	21%	N=278	8%	N=103	100%	N=1325
Bus or transit services	12%	N=87	34%	N=258	31%	N=235	23%	N=175	100%	N=756
Land use, planning and zoning	9%	N=110	34%	N=396	34%	N=397	23%	N=273	100%	N=1175
Code enforcement (weeds, abandoned buildings, etc.)	18%	N=178	43%	N=427	28%	N=278	12%	N=119	100%	N=1002
Affordable high-speed internet access	21%	N=283	39%	N=538	21%	N=280	19%	N=263	100%	N=1364
Garbage collection	33%	N=442	47%	N=631	15%	N=206	6%	N=75	100%	N=1354
Drinking water	37%	N=504	47%	N=650	13%	N=176	4%	N=48	100%	N=1378
Sewer services	38%	N=486	51%	N=652	9%	N=112	2%	N=31	100%	N=1280
Storm water management (storm drainage, dams, levees, etc.)	33%	N=415	52%	N=657	12%	N=153	2%	N=30	100%	N=1255
Power (electric and/or gas) utility	38%	N=542	51%	N=727	9%	N=132	2%	N=29	100%	N=1431
Utility billing	28%	N=397	49%	N=684	18%	N=246	5%	N=73	100%	N=1400
Police/Sheriff services	48%	N=649	39%	N=534	10%	N=137	3%	N=36	100%	N=1356
Crime prevention	39%	N=513	46%	N=605	13%	N=171	2%	N=33	100%	N=1322
Animal control	38%	N=414	47%	N=517	13%	N=144	2%	N=22	100%	N=1096
Ambulance or emergency medical services	54%	N=597	41%	N=452	4%	N=49	1%	N=10	100%	N=1109
Fire services	58%	N=666	38%	N=436	3%	N=35	0%	N=5	100%	N=1142
Fire prevention and education	44%	N=447	46%	N=466	9%	N=90	1%	N=13	100%	N=1015
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	30%	N=290	46%	N=437	17%	N=167	7%	N=63	100%	N=958
Preservation of natural areas (open space, farmlands, and greenbelts)	18%	N=233	40%	N=528	23%	N=297	19%	N=247	100%	N=1305
Loudoun County open space	19%	N=251	38%	N=507	28%	N=363	15%	N=198	100%	N=1319
Recycling	22%	N=296	44%	N=602	24%	N=324	10%	N=133	100%	N=1356
Yard waste pick-up	27%	N=308	47%	N=532	18%	N=198	8%	N=88	100%	N=1127
County parks	32%	N=439	49%	N=682	15%	N=211	3%	N=48	100%	N=1380
Recreation programs or classes	25%	N=278	47%	N=522	22%	N=246	5%	N=60	100%	N=1106

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Please rate the quality of each of the following services in Loudoun County.	Excellent		Good		Fair		Poor		Total	
Recreation centers or facilities	28%	N=348	48%	N=600	19%	N=232	5%	N=64	100%	N=1244
Health services	28%	N=335	50%	N=597	17%	N=207	5%	N=63	100%	N=1202
Public library services	52%	N=687	39%	N=513	8%	N=103	1%	N=15	100%	N=1317
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	38%	N=507	49%	N=653	10%	N=126	3%	N=33	100%	N=1320

Table 18: Question 9 with "don't know" responses

Please rate the quality of each of the following services in Loudoun County.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	18%	N=260	47%	N=674	19%	N=275	4%	N=58	12%	N=169	100%	N=1437
Economic development	17%	N=250	42%	N=611	19%	N=276	6%	N=85	15%	N=219	100%	N=1442
Traffic enforcement	18%	N=262	47%	N=672	21%	N=298	7%	N=106	7%	N=107	100%	N=1445
Traffic signal timing	13%	N=189	45%	N=654	27%	N=386	13%	N=186	2%	N=27	100%	N=1442
Street repair	19%	N=267	43%	N=623	26%	N=372	10%	N=143	3%	N=39	100%	N=1445
Street cleaning	22%	N=321	43%	N=629	19%	N=275	7%	N=98	9%	N=125	100%	N=1448
Street lighting	17%	N=250	43%	N=626	24%	N=348	13%	N=184	3%	N=40	100%	N=1448
Snow removal	21%	N=309	48%	N=686	19%	N=279	8%	N=111	4%	N=58	100%	N=1443
Sidewalk maintenance	19%	N=271	47%	N=674	19%	N=278	7%	N=103	8%	N=119	100%	N=1444
Bus or transit services	6%	N=87	18%	N=258	16%	N=235	12%	N=175	48%	N=688	100%	N=1443
Land use, planning and zoning	8%	N=110	27%	N=396	28%	N=397	19%	N=273	18%	N=267	100%	N=1442
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=178	30%	N=427	19%	N=278	8%	N=119	30%	N=438	100%	N=1440
Affordable high-speed internet access	20%	N=283	37%	N=538	19%	N=280	18%	N=263	6%	N=82	100%	N=1446
Garbage collection	31%	N=442	44%	N=631	14%	N=206	5%	N=75	6%	N=93	100%	N=1447
Drinking water	35%	N=504	45%	N=650	12%	N=176	3%	N=48	5%	N=72	100%	N=1450
Sewer services	34%	N=486	45%	N=652	8%	N=112	2%	N=31	11%	N=162	100%	N=1442
Storm water management (storm drainage, dams, levees, etc.)	29%	N=415	45%	N=657	11%	N=153	2%	N=30	13%	N=192	100%	N=1447
Power (electric and/or gas) utility	37%	N=542	50%	N=727	9%	N=132	2%	N=29	1%	N=17	100%	N=1448

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Please rate the quality of each of the following services in Loudoun County.	Excellent		Good		Fair		Poor		Don't know		Total	
Utility billing	27%	N=397	47%	N=684	17%	N=246	5%	N=73	3%	N=45	100%	N=1446
Police/Sheriff services	45%	N=649	37%	N=534	9%	N=137	2%	N=36	6%	N=92	100%	N=1447
Crime prevention	35%	N=513	42%	N=605	12%	N=171	2%	N=33	9%	N=126	100%	N=1448
Animal control	29%	N=414	36%	N=517	10%	N=144	2%	N=22	24%	N=349	100%	N=1446
Ambulance or emergency medical services	41%	N=597	31%	N=452	3%	N=49	1%	N=10	23%	N=339	100%	N=1448
Fire services	46%	N=666	30%	N=436	2%	N=35	0%	N=5	21%	N=306	100%	N=1448
Fire prevention and education	31%	N=447	32%	N=466	6%	N=90	1%	N=13	30%	N=428	100%	N=1443
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=290	30%	N=437	12%	N=167	4%	N=63	33%	N=482	100%	N=1440
Preservation of natural areas (open space, farmlands, and greenbelts)	16%	N=233	37%	N=528	21%	N=297	17%	N=247	9%	N=134	100%	N=1439
Loudoun County open space	17%	N=251	35%	N=507	25%	N=363	14%	N=198	8%	N=120	100%	N=1439
Recycling	20%	N=296	42%	N=602	22%	N=324	9%	N=133	6%	N=92	100%	N=1447
Yard waste pick-up	21%	N=308	37%	N=532	14%	N=198	6%	N=88	22%	N=318	100%	N=1444
County parks	30%	N=439	47%	N=682	15%	N=211	3%	N=48	5%	N=65	100%	N=1445
Recreation programs or classes	19%	N=278	36%	N=522	17%	N=246	4%	N=60	23%	N=336	100%	N=1442
Recreation centers or facilities	24%	N=348	42%	N=600	16%	N=232	4%	N=64	14%	N=200	100%	N=1443
Health services	23%	N=335	42%	N=597	14%	N=207	4%	N=63	16%	N=232	100%	N=1434
Public library services	48%	N=687	36%	N=513	7%	N=103	1%	N=15	8%	N=120	100%	N=1437
Overall customer service by Loudoun County employees (police, receptionists, planners, etc.)	35%	N=507	45%	N=653	9%	N=126	2%	N=33	8%	N=122	100%	N=1442

Table 19: Question 10 without "don't know" responses

Please rate the following categories of Loudoun County government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Loudoun County	16%	N=228	42%	N=587	26%	N=367	15%	N=204	100%	N=1386
The overall direction that Loudoun County is taking	14%	N=196	41%	N=561	27%	N=367	19%	N=256	100%	N=1380
The job Loudoun County government does at welcoming resident involvement	14%	N=170	40%	N=473	31%	N=371	15%	N=176	100%	N=1189
Overall confidence in Loudoun County government	17%	N=240	40%	N=546	24%	N=336	18%	N=251	100%	N=1372
Generally acting in the best interest of the community	16%	N=228	42%	N=580	23%	N=315	19%	N=258	100%	N=1381
Being honest	18%	N=225	42%	N=534	23%	N=294	17%	N=220	100%	N=1273
Being open and transparent to the public	18%	N=236	40%	N=516	23%	N=302	19%	N=243	100%	N=1297
Informing residents about issues facing the community	18%	N=235	40%	N=520	27%	N=356	15%	N=199	100%	N=1310
Treating all residents fairly	20%	N=246	39%	N=472	24%	N=287	16%	N=197	100%	N=1201
Treating residents with respect	24%	N=310	44%	N=554	20%	N=255	12%	N=147	100%	N=1265

Table 20: Question 10 with "don't know" responses

Please rate the following categories of Loudoun County government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Loudoun County	16%	N=228	41%	N=587	25%	N=367	14%	N=204	4%	N=60	100%	N=1447
The overall direction that Loudoun County is taking	14%	N=196	39%	N=561	25%	N=367	18%	N=256	5%	N=67	100%	N=1446
The job Loudoun County government does at welcoming resident involvement	12%	N=170	33%	N=473	26%	N=371	12%	N=176	18%	N=253	100%	N=1443
Overall confidence in Loudoun County government	17%	N=240	38%	N=546	23%	N=336	17%	N=251	5%	N=75	100%	N=1447
Generally acting in the best interest of the community	16%	N=228	40%	N=580	22%	N=315	18%	N=258	5%	N=67	100%	N=1448
Being honest	16%	N=225	37%	N=534	20%	N=294	15%	N=220	12%	N=173	100%	N=1447
Being open and transparent to the public	16%	N=236	36%	N=516	21%	N=302	17%	N=243	10%	N=147	100%	N=1444
Informing residents about issues facing the community	16%	N=235	36%	N=520	25%	N=356	14%	N=199	9%	N=131	100%	N=1441
Treating all residents fairly	17%	N=246	33%	N=472	20%	N=287	14%	N=197	17%	N=245	100%	N=1447
Treating residents with respect	21%	N=310	38%	N=554	18%	N=255	10%	N=147	12%	N=177	100%	N=1441

Table 21: Question 11 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
Loudoun County	23%	N=325	51%	N=719	19%	N=271	7%	N=92	100%	N=1407
The Federal Government	8%	N=117	35%	N=480	35%	N=484	22%	N=299	100%	N=1380

Table 22: Question 11 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Loudoun County	23%	N=325	50%	N=719	19%	N=271	6%	N=92	2%	N=35	100%	N=1443
The Federal Government	8%	N=117	33%	N=480	33%	N=484	21%	N=299	5%	N=73	100%	N=1453

Table 23: Question 12

Please rate how important, if at all, you think it is for the Loudoun County community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Loudoun County	48%	N=694	38%	N=545	12%	N=174	2%	N=24	100%	N=1436
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County	37%	N=535	39%	N=568	22%	N=312	2%	N=28	100%	N=1444
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	38%	N=546	42%	N=597	19%	N=277	1%	N=18	100%	N=1438
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric, gas)	42%	N=602	41%	N=585	16%	N=232	1%	N=18	100%	N=1437
Overall feeling of safety in Loudoun County	48%	N=694	38%	N=552	12%	N=170	2%	N=26	100%	N=1442
Overall quality of natural environment in Loudoun County	43%	N=615	42%	N=605	14%	N=207	1%	N=16	100%	N=1444
Overall quality of parks and recreation opportunities	28%	N=411	47%	N=675	22%	N=323	3%	N=37	100%	N=1446
Overall health and wellness opportunities in Loudoun County	33%	N=470	41%	N=591	22%	N=322	4%	N=56	100%	N=1439
Overall opportunities for education, culture, and the arts	32%	N=457	38%	N=554	26%	N=373	4%	N=61	100%	N=1444
Residents' connection and engagement with their community	20%	N=283	45%	N=651	31%	N=447	4%	N=62	100%	N=1444

Table 24: Question 13 - Frequency of Use

Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation.	2 or more times per week		2-4 times per month		Once a month or less		Not at all		Total	
Bus	5%	N=72	2%	N=22	6%	N=85	87%	N=1243	100%	N=1421
Metrorail	3%	N=43	3%	N=46	28%	N=401	66%	N=940	100%	N=1430
Train, such as MARC	0%	N=6	1%	N=9	4%	N=61	95%	N=1345	100%	N=1421
Van pool	1%	N=10	0%	N=4	2%	N=30	97%	N=1387	100%	N=1431
Car pool	5%	N=67	7%	N=103	13%	N=178	75%	N=1067	100%	N=1415
Taxi/hired cab/Uber/Lyft	2%	N=29	7%	N=96	38%	N=536	54%	N=763	100%	N=1425
Gov't/nonprofit service (e.g., Dept. of Family Services, Volunteer Caregivers)	1%	N=12	1%	N=12	4%	N=54	95%	N=1349	100%	N=1427
Bike/walking trails	39%	N=558	28%	N=397	19%	N=279	14%	N=201	100%	N=1435

Table 25: Question 13 - Reason for Use

Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation.	Work		Shopping		Sporting events		Recreation/entertainment		Total	
Bus	61%	N=157	9%	N=23	4%	N=10	26%	N=66	100%	N=255
Metrorail	38%	N=193	2%	N=13	10%	N=53	50%	N=256	100%	N=515
Train, such as MARC	48%	N=66	9%	N=12	3%	N=5	40%	N=55	100%	N=138
Van pool	54%	N=58	9%	N=10	5%	N=5	32%	N=34	100%	N=109
Car pool	41%	N=147	12%	N=43	9%	N=31	39%	N=139	100%	N=360
Taxi/hired cab/Uber/Lyft	27%	N=162	9%	N=54	2%	N=15	62%	N=372	100%	N=602
Gov't/nonprofit service (e.g., Dept. of Family Services, Volunteer Caregivers)	45%	N=44	18%	N=18	6%	N=6	32%	N=32	100%	N=99
Bike/walking trails	3%	N=36	4%	N=43	1%	N=14	91%	N=999	100%	N=1092

Table 26: Question 14

In what ways has the COVID-19 pandemic impacted you or other members of your household? Check all that apply.	Percent	Number
Become unemployed	14%	N=178
Have had work hours reduced	21%	N=264
Began or increased teleworking	74%	N=942
Difficulty paying rent/mortgage	9%	N=114
Difficulty paying utilities or household bills	11%	N=135
Lack of technology for work or schooling	12%	N=156
Accessed food bank services	3%	N=43
Decreased access to health care services	16%	N=204
Other	24%	N=303

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

Table 27: Question 15 - Importance

First, please rate how important, if at all, you think it is for Loudoun County to focus on each of the following specific issues in the next two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Growth/development	29%	N=409	30%	N=421	30%	N=422	11%	N=159	100%	N=1410
Schools	56%	N=801	28%	N=407	12%	N=167	4%	N=56	100%	N=1432
Crime/drug use	35%	N=503	40%	N=578	20%	N=291	4%	N=64	100%	N=1436
Youth activities/reduction of youth crime	32%	N=453	43%	N=609	22%	N=316	3%	N=47	100%	N=1425
Cost of living/cost of housing	47%	N=670	34%	N=483	15%	N=217	4%	N=59	100%	N=1429
Employment opportunities	33%	N=470	44%	N=624	20%	N=289	3%	N=50	100%	N=1433
Traffic	42%	N=601	38%	N=540	18%	N=257	3%	N=36	100%	N=1435
Road maintenance	33%	N=468	45%	N=636	21%	N=300	2%	N=25	100%	N=1429
Trails/bike paths	19%	N=276	34%	N=487	39%	N=559	8%	N=109	100%	N=1431
Increased broadband access	34%	N=492	33%	N=469	24%	N=337	9%	N=136	100%	N=1434

Table 28: Question 15 - Willingness to Pay

Then, indicate whether or not you would be willing to incur a tax increase to improve each issue.	Yes		No		Total	
Growth/development	22%	N=308	78%	N=1072	100%	N=1380
Schools	57%	N=798	43%	N=590	100%	N=1388
Crime/drug use	42%	N=590	58%	N=807	100%	N=1397
Youth activities/reduction of youth crime	47%	N=643	53%	N=738	100%	N=1381
Cost of living/cost of housing	35%	N=480	65%	N=900	100%	N=1379
Employment opportunities	29%	N=396	71%	N=979	100%	N=1375
Traffic	47%	N=642	53%	N=734	100%	N=1376
Road maintenance	50%	N=686	50%	N=699	100%	N=1385
Trails/bike paths	39%	N=540	61%	N=840	100%	N=1380
Increased broadband access	34%	N=474	66%	N=903	100%	N=1376

Table 29: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop, or tablet computer	92%	N=1342	4%	N=59	2%	N=31	0%	N=4	1%	N=16	100%	N=1452
Access the internet from your cell phone	92%	N=1322	3%	N=40	2%	N=32	0%	N=6	3%	N=41	100%	N=1442
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	65%	N=935	11%	N=154	7%	N=106	4%	N=56	13%	N=187	100%	N=1439
Use or check email	90%	N=1299	7%	N=97	2%	N=30	0%	N=6	1%	N=11	100%	N=1444
Share your opinions online	16%	N=225	6%	N=84	13%	N=183	17%	N=241	49%	N=692	100%	N=1425
Shop online	17%	N=243	9%	N=134	41%	N=599	25%	N=367	7%	N=103	100%	N=1446

Table 30: Question D1 with "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
Access the internet from your home using a computer, laptop, or tablet computer	92%	N=1342	4%	N=59	2%	N=31	0%	N=4	1%	N=16	0%	N=1	100%	N=1453
Access the internet from your cell phone	92%	N=1322	3%	N=40	2%	N=32	0%	N=6	3%	N=41	0%	N=2	100%	N=1444
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	65%	N=935	11%	N=154	7%	N=106	4%	N=56	13%	N=187	1%	N=10	100%	N=1449
Use or check email	90%	N=1299	7%	N=97	2%	N=30	0%	N=6	1%	N=11	0%	N=0	100%	N=1444
Share your opinions online	16%	N=225	6%	N=84	13%	N=183	17%	N=241	48%	N=692	1%	N=20	100%	N=1445
Shop online	17%	N=243	9%	N=134	41%	N=599	25%	N=367	7%	N=103	0%	N=4	100%	N=1450

Table 31: Question D2

Please rate your overall health.	Percent	Number
Excellent	31%	N=444
Very good	44%	N=636
Good	20%	N=289
Fair	5%	N=68
Poor	1%	N=15
Total	100%	N=1453

Table 32: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	5%	N=78
Somewhat positive	21%	N=308
Neutral	54%	N=776
Somewhat negative	15%	N=219
Very negative	5%	N=67
Total	100%	N=1448

Table 33: Question D4

How many years have you lived in Loudoun County?	Percent	Number
Less than 2 years	8%	N=119
2 to 5 years	20%	N=295
6 to 10 years	16%	N=226
11 to 20 years	29%	N=427
More than 20 years	27%	N=387
Total	100%	N=1454

Table 34: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=808
Building with two or more homes (duplex, townhome, apartment or condominium)	43%	N=635
Mobile home	0%	N=7
Other	1%	N=13
Total	100%	N=1463

Table 35: Question D6

Do you rent or own your home?	Percent	Number
Rent	20%	N=290
Own	80%	N=1174
Total	100%	N=1464

Table 36: Question D7

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$500 per month	2%	N=27
\$500 to \$999 per month	4%	N=62
\$1,000 to \$1,499 per month	6%	N=91
\$1,500 to \$1,999 per month	16%	N=230
\$2,000 to \$2,499 per month	21%	N=299
\$2,500 to \$2,999 per month	20%	N=282
\$3,000 to \$3,499 per month	13%	N=185
\$3,500 or more per month	17%	N=245
Total	100%	N=1421

Table 37: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	52%	N=751
Yes	48%	N=693
Total	100%	N=1444

Table 38: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=1144
Yes	21%	N=304
Total	100%	N=1448

Table 39: Question D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=37
\$25,000 to \$49,999	6%	N=79
\$50,000 to \$74,999	9%	N=120
\$75,000 to \$99,999	13%	N=176
\$100,000 to \$149,999	22%	N=301
\$150,000 or more	48%	N=665
Total	100%	N=1376

Table 40: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	89%	N=1274
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	N=152
Total	100%	N=1426

Table 41: Question D12

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=24
Asian, Asian Indian, or Pacific Islander	10%	N=137
Black or African American	4%	N=56
White	83%	N=1183
Other	18%	N=262

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

Table 42: Question D13

In which category is your age?	Percent	Number
18 to 24 years	2%	N=28
25 to 34 years	24%	N=351
35 to 44 years	23%	N=339
45 to 54 years	27%	N=396
55 to 64 years	10%	N=145
65 to 74 years	8%	N=121
75 years or older	6%	N=83
Total	100%	N=1462

Table 43: Question D14

What is your gender?	Percent	Number
Female	52%	N=761
Male	47%	N=691
Identify in another way	0%	N=6
Total	100%	N=1458

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. Loudoun County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database selected by County staff for having characteristics similar to those of Loudoun County.

Interpreting the Results

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

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

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

National Benchmark Comparisons

Table 44: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Loudoun County	85%	72	355	Higher
The overall quality of life in Loudoun County	87%	140	441	Similar
Loudoun County as a place to live	90%	119	385	Similar
Recommend living in Loudoun County to someone who asks	85%	176	297	Similar
Remain in Loudoun County for the next five years	83%	184	290	Similar

Table 45: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Loudoun County government	57%	126	285	Similar
The overall direction that Loudoun County is taking	55%	209	329	Similar
The value of services for the taxes paid to Loudoun County	59%	138	392	Similar
Generally acting in the best interest of the community	58%	147	287	Similar
Being honest	60%	144	279	Similar
Being open and transparent to the public	58%	27	53	Similar
Informing residents about issues facing the community	58%	25	57	Similar
The job Loudoun County government does at welcoming resident involvement	54%	154	330	Similar
Treating all residents fairly	60%	128	283	Similar
Treating residents with respect	68%	28	52	Similar
Overall customer service by Loudoun County employees	88%	43	382	Similar
Public information services	74%	98	294	Similar
Quality of services provided by the County of Loudoun County	74%	205	404	Similar
Quality of services provided by the Federal Government	43%	95	266	Similar

Table 46: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Loudoun County	87%	30	283	Higher
Economic development	70%	47	293	Higher
Overall quality of business and service establishments in Loudoun County	85%	17	286	Higher
Variety of business and service establishments in Loudoun County	79%	7	51	Higher
Vibrancy of downtown/commercial areas	67%	61	264	Higher
Shopping opportunities	78%	32	304	Higher
Loudoun County as a place to visit	80%	69	301	Higher
Loudoun County as a place to work	79%	60	366	Higher
Employment opportunities	67%	27	318	Higher
Cost of living in Loudoun County	20%	247	281	Lower
Economy will have positive impact on income	27%	182	272	Similar
NOT experiencing housing costs stress	74%	82	265	Similar

Table 47: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Loudoun County	50%	258	288	Lower
Traffic flow on major streets	48%	168	341	Similar
Ease of travel by car in Loudoun County	74%	100	317	Similar
Ease of travel by public transportation in Loudoun County	26%	181	254	Similar
Ease of travel by bicycle in Loudoun County	40%	220	317	Similar
Ease of walking in Loudoun County	53%	233	318	Similar
Ease of public parking	64%	86	251	Similar
Bus or transit services	46%	153	249	Similar
Traffic enforcement	70%	120	366	Similar
Traffic signal timing	60%	81	278	Similar
Street repair	63%	55	360	Higher
Street cleaning	72%	94	319	Similar
Street lighting	62%	168	339	Similar
Snow removal	72%	105	278	Similar
Sidewalk maintenance	71%	51	316	Higher
Used bus, rail, subway, or other public transportation instead of driving	19%	104	233	Similar

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Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Carpooled with other adults or children instead of driving alone	31%	258	266	Lower
Walked or biked instead of driving	50%	190	273	Similar

Table 48: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Loudoun County's residential and commercial areas	61%	136	278	Similar
Overall appearance of Loudoun County	80%	120	349	Similar
Your neighborhood as a place to live	92%	38	318	Similar
Overall quality of new development in Loudoun County	55%	159	303	Similar
Well-planned residential growth	46%	41	55	Similar
Well-planned commercial growth	45%	32	55	Similar
Well-designed neighborhoods	61%	28	56	Similar
Preservation of the historical or cultural character of the community	54%	41	50	Similar
Public places where people want to spend time	62%	158	273	Similar
Variety of housing options	53%	134	291	Similar
Availability of affordable quality housing	22%	255	315	Lower
Land use, planning, and zoning	43%	199	307	Similar
Code enforcement	60%	81	374	Similar

Table 49: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Loudoun County	84%	11	52	Similar
Affordable high-speed internet access	60%	18	49	Similar
Power (electric and/or gas) utility	89%	17	205	Similar
Garbage collection	79%	228	345	Similar
Drinking water	84%	56	311	Similar
Sewer services	89%	28	313	Similar
Storm water management	85%	13	338	Higher
Utility billing	77%	58	249	Similar

Table 50: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Loudoun County	89%	106	363	Similar
Police/Sheriff services	87%	70	430	Similar
Crime prevention	85%	53	361	Higher
Animal control	85%	5	329	Higher
Ambulance or emergency medical services	95%	71	333	Similar
Fire services	96%	53	371	Similar
Fire prevention and education	90%	26	294	Similar
Emergency preparedness	76%	41	291	Similar
In your neighborhood during the day	97%	69	356	Similar
In Loudoun County's downtown/commercial areas during the day	95%	111	331	Similar
From property crime	85%	19	65	Similar
From violent crime	90%	23	63	Similar
From fire, flood, or other natural disaster	92%	7	52	Similar

Table 51: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Loudoun County	79%	153	289	Similar
Cleanliness of Loudoun County	86%	84	314	Similar
Water resources	57%	34	48	Similar
Air quality	86%	88	263	Similar
Preservation of natural areas	58%	173	267	Similar
Loudoun County open space	57%	157	257	Similar
Recycling	66%	277	350	Similar
Yard waste pick-up	75%	161	280	Similar

Table 52: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	77%	34	52	Similar
Availability of paths and walking trails	75%	106	319	Similar
County parks	81%	173	319	Similar
Recreational opportunities	73%	118	303	Similar
Recreation programs or classes	72%	141	323	Similar
Recreation centers or facilities	76%	89	290	Similar
Fitness opportunities	76%	101	269	Similar

Table 53: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Loudoun County	79%	77	281	Similar
Health services	78%	64	244	Similar
Availability of affordable quality health care	71%	86	277	Similar
Availability of preventive health services	75%	56	259	Similar
Availability of affordable quality mental health care	51%	98	254	Similar
Availability of affordable quality food	70%	95	264	Similar
In very good to excellent health	94%	41	268	Similar

Table 54: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	66%	145	280	Similar
Opportunities to attend cultural/arts/music activities	50%	204	302	Similar
Opportunities to attend special events and festivals	60%	187	297	Similar
Community support for the arts	51%	32	52	Similar
Public library services	91%	57	330	Similar
Availability of affordable quality child care/preschool	39%	197	274	Similar
K-12 education	76%	122	279	Similar
Adult educational opportunities	60%	111	261	Similar

Table 55: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	57%	33	52	Similar
Sense of community	60%	191	313	Similar
Sense of civic/community pride	59%	33	52	Similar
Neighborliness of Loudoun County	59%	186	274	Similar
Loudoun County as a place to raise children	89%	113	382	Similar
Loudoun County as a place to retire	41%	340	366	Lower
Openness and acceptance of the community toward people of diverse backgrounds	65%	76	308	Similar

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Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Making all residents feel welcome	71%	29	52	Similar
Attracting people from diverse backgrounds	75%	3	52	Higher
Valuing/respecting residents from diverse backgrounds	73%	8	52	Similar
Taking care of vulnerable residents	62%	28	52	Similar
Opportunities to participate in social events and activities	61%	150	279	Similar
Opportunities to volunteer	73%	124	281	Similar
Opportunities to participate in community matters	63%	149	287	Similar

Table 56: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Loudoun County for help or information	54%	57	340	Similar
Contacted Loudoun County elected officials to express your opinion	33%	11	272	Higher
Attended a local public meeting	32%	26	278	Higher
Watched (online or on television) a local public meeting	45%	6	249	Much higher
Volunteered your time to some group/activity in Loudoun County	44%	86	280	Similar
Campaigned or advocated for an issue, cause or candidate	24%	96	261	Similar
Voted in your most recent local election	90%	4	54	Higher
Access the internet from your home using a computer, laptop or tablet computer	99%	2	52	Similar
Access the internet from your cell phone	97%	1	52	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	83%	10	52	Similar
Use or check email	99%	5	52	Similar
Share your opinions online	35%	14	52	Similar
Shop online	67%	4	52	Higher

Table 57: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Loudoun County	86%	166	261	Similar
Overall quality of the transportation system in Loudoun County	76%	110	261	Similar
Overall design or layout of Loudoun County's residential and commercial areas	79%	53	261	Similar
Overall quality of the utility infrastructure in Loudoun County	83%	38	52	Similar
Overall feeling of safety in Loudoun County	86%	211	261	Similar
Overall quality of natural environment in Loudoun County	85%	75	261	Similar
Overall quality of parks and recreation opportunities	75%	44	52	Similar
Overall health and wellness opportunities in Loudoun County	74%	138	260	Similar
Overall opportunities for education, culture, and the arts	70%	205	261	Similar
Residents' connection and engagement with their community	65%	256	261	Lower

Communities included in national comparisons

The communities included in Loudoun County's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....487,850
Airway Heights city, WA.....8,017
Albemarle County, VA.....105,105
Albert Lea city, MN.....17,716
Alexandria city, VA.....154,710
Allegan County, MI.....114,145
American Canyon city, CA.....20,341
Ankeny city, IA.....56,237
Ann Arbor city, MI.....119,303
Apache Junction city, AZ.....38,452
Arapahoe County, CO.....626,612
Arlington city, TX.....388,225
Arvada city, CO.....115,320
Asheville city, NC.....89,318
Ashland city, OR.....20,733
Ashland town, MA.....17,478
Ashland town, VA.....7,554
Aspen city, CO.....7,097
Athens-Clarke County, GA.....122,292
Auburn city, AL.....61,462
Aurora city, CO.....357,323

Austin city, TX.....916,906
Avon town, CO.....6,503
Avon town, IN.....16,479
Avondale city, AZ.....81,590
Azusa city, CA.....49,029
Bainbridge Island city, WA.....23,689
Baltimore city, MD.....619,796
Baltimore County, MD.....828,637
Basehor city, KS.....5,401
Batavia city, IL.....26,499
Battle Creek city, MI.....51,505
Bay Village city, OH.....15,426
Baytown city, TX.....76,205
Beaumont city, CA.....43,641
Bellingham city, WA.....85,388
Bend city, OR.....87,167
Bethlehem township, PA.....23,800
Bettendorf city, IA.....35,293
Billings city, MT.....109,082
Bloomington city, IN.....83,636
Bloomington city, MN.....85,417

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Boise City city, ID.....	220,859	Dayton city, OH.....	140,939
Bonner Springs city, KS.....	7,644	Dayton town, WY.....	815
Boulder city, CO.....	106,271	Dearborn city, MI.....	95,295
Bowling Green city, KY.....	64,302	Decatur city, GA.....	22,022
Bozeman city, MT.....	43,132	DeLand city, FL.....	30,315
Brookline CDP, MA.....	59,246	Delaware city, OH.....	38,193
Brooklyn Center city, MN.....	30,885	Denison city, TX.....	23,342
Brooklyn city, OH.....	10,891	Denton city, TX.....	131,097
Broomfield city, CO.....	64,283	Denver city, CO.....	678,467
Brownsburg town, IN.....	24,625	Des Moines city, IA.....	214,778
Buffalo Grove village, IL.....	41,551	Des Peres city, MO.....	8,536
Burlingame city, CA.....	30,401	Destin city, FL.....	13,421
Cabarrus County, NC.....	196,716	Dothan city, AL.....	67,784
Cambridge city, MA.....	110,893	Dover city, NH.....	30,901
Canandaigua city, NY.....	10,402	Dublin city, CA.....	57,022
Cannon Beach city, OR.....	1,517	Dublin city, OH.....	44,442
Cañon City city, CO.....	16,298	Duluth city, MN.....	86,066
Cape Coral city, FL.....	173,679	Durham city, NC.....	257,232
Carlsbad city, CA.....	113,147	Durham County, NC.....	300,865
Cartersville city, GA.....	20,235	Dyer town, IN.....	16,077
Cary town, NC.....	159,715	Eagan city, MN.....	66,102
Castle Rock town, CO.....	57,274	Eagle Mountain city, UT.....	27,773
Cedar Hill city, TX.....	48,149	Eau Claire city, WI.....	67,945
Cedar Park city, TX.....	70,010	Eden Prairie city, MN.....	63,660
Cedar Rapids city, IA.....	130,330	Eden town, VT.....	1,254
Celina city, TX.....	7,910	Edgewater city, CO.....	5,299
Centennial city, CO.....	108,448	Edina city, MN.....	50,603
Chandler city, TX.....	2,896	Edmond city, OK.....	89,769
Chanhassen city, MN.....	25,108	Edmonds city, WA.....	41,309
Chapel Hill town, NC.....	59,234	El Cerrito city, CA.....	24,982
Chardon city, OH.....	5,166	El Paso de Robles (Paso Robles) city, CA.....	31,409
Charles County, MD.....	156,021	Elgin city, IL.....	112,628
Charlotte County, FL.....	173,236	Elk Grove city, CA.....	166,228
Charlottesville city, VA.....	46,487	Elmhurst city, IL.....	46,139
Chattanooga city, TN.....	176,291	Englewood city, CO.....	33,155
Chautauqua town, NY.....	4,362	Erie town, CO.....	22,019
Chesterfield County, VA.....	335,594	Escambia County, FL.....	309,924
Clayton city, MO.....	16,214	Estes Park town, CO.....	6,248
Clearwater city, FL.....	112,794	Euclid city, OH.....	47,698
Clinton city, SC.....	8,538	Farmers Branch city, TX.....	33,808
Clive city, IA.....	17,134	Farmersville city, TX.....	3,440
Clovis city, CA.....	104,411	Farmington Hills city, MI.....	81,235
College Park city, MD.....	32,186	Fate city, TX.....	10,339
College Station city, TX.....	107,445	Fayetteville city, GA.....	17,069
Colleyville city, TX.....	25,557	Fayetteville city, NC.....	210,324
Collinsville city, IL.....	24,767	Ferguson township, PA.....	18,837
Columbia city, MO.....	118,620	Fernandina Beach city, FL.....	11,957
Commerce City city, CO.....	52,905	Flower Mound town, TX.....	71,575
Conshohocken borough, PA.....	7,985	Forest Grove city, OR.....	23,554
Coolidge city, AZ.....	12,221	Fort Collins city, CO.....	159,150
Coon Rapids city, MN.....	62,342	Franklin city, TN.....	72,990
Coral Springs city, FL.....	130,110	Frederick town, CO.....	11,397
Coronado city, CA.....	24,053	Fremont city, CA.....	230,964
Corvallis city, OR.....	56,224	Frisco town, CO.....	2,977
Cottonwood Heights city, UT.....	34,214	Fruita city, CO.....	13,039
Coventry Lake CDP, CT.....	2,932	Gahanna city, OH.....	34,691
Coventry town, CT.....	12,458	Gaithersburg city, MD.....	67,417
Cupertino city, CA.....	60,687	Galveston city, TX.....	49,706
Dacono city, CO.....	4,929	Gardner city, KS.....	21,059
Dakota County, MN.....	414,655	Germantown city, TN.....	39,230
Dallas city, OR.....	15,413	Gilbert town, AZ.....	232,176
Dallas city, TX.....	1,300,122	Gillette city, WY.....	31,783
Danvers town, MA.....	27,527	Glen Ellyn village, IL.....	27,983
Danville city, KY.....	16,657	Glendora city, CA.....	51,891
Darien city, IL.....	22,206	Glenview village, IL.....	47,066
Davidson town, NC.....	12,325	Golden city, CO.....	20,365

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Golden Valley city, MN.....	21,208	Las Cruces city, NM.....	101,014
Goodyear city, AZ.....	74,953	Las Vegas city, NM.....	13,445
Grafton village, WI.....	11,576	Las Vegas city, NV.....	621,662
Grand Rapids city, MI.....	195,355	Lawrence city, KS.....	93,954
Grand Traverse County, MI.....	91,222	Lawrenceville city, GA.....	29,287
Greeley city, CO.....	100,760	Lehi city, UT.....	58,351
Greenville city, NC.....	90,347	Lenexa city, KS.....	52,030
Greer city, SC.....	28,587	Lewisville city, TX.....	103,638
Gulf Breeze city, FL.....	6,251	Libertyville village, IL.....	20,504
Gunnison County, CO.....	16,215	Lincolnwood village, IL.....	12,637
Haltom City city, TX.....	44,059	Lindsborg city, KS.....	3,313
Hamilton city, OH.....	62,216	Little Chute village, WI.....	11,006
Hamilton town, MA.....	7,991	Littleton city, CO.....	45,848
Hampton city, VA.....	136,255	Livermore city, CA.....	88,232
Hanover County, VA.....	103,218	Lombard village, IL.....	43,776
Harrisburg city, SD.....	5,429	Lone Tree city, CO.....	13,430
Hastings city, MN.....	22,620	Long Grove village, IL.....	7,980
Henderson city, NV.....	284,817	Longmont city, CO.....	91,730
High Point city, NC.....	109,849	Lonsdale city, MN.....	3,850
Highland Park city, IL.....	29,796	Los Alamos County, NM.....	18,031
Highlands Ranch CDP, CO.....	105,264	Los Altos Hills town, CA.....	8,490
Homer Glen village, IL.....	24,403	Loudoun County, VA.....	374,558
Honolulu County, HI.....	990,060	Louisville city, CO.....	20,319
Hopkinton town, MA.....	16,720	Lower Merion township, PA.....	58,500
Hoquiam city, WA.....	8,416	Lynchburg city, VA.....	79,237
Horry County, SC.....	310,186	Lynnwood city, WA.....	37,242
Hudson town, CO.....	1,709	Manassas city, VA.....	41,379
Huntley village, IL.....	26,265	Manhattan Beach city, CA.....	35,698
Huntsville city, TX.....	40,727	Manhattan city, KS.....	55,427
Hutchinson city, MN.....	13,836	Mankato city, MN.....	41,241
Hutto city, TX.....	22,644	Maple Grove city, MN.....	68,362
Hyattsville city, MD.....	18,225	Maplewood city, MN.....	40,127
Independence city, IA.....	6,013	Maricopa County, AZ.....	4,155,501
Independence city, MO.....	117,369	Marin County, CA.....	260,814
Indio city, CA.....	86,867	Marion city, IA.....	38,014
Iowa City city, IA.....	73,415	Mariposa County, CA.....	17,658
Issaquah city, WA.....	35,629	Marshalltown city, IA.....	27,440
Jackson city, MO.....	14,690	Marshfield city, WI.....	18,326
Jackson County, MI.....	158,989	Martinez city, CA.....	37,902
Jefferson Parish, LA.....	437,038	Marysville city, WA.....	66,178
Jerome city, ID.....	11,306	Maui County, HI.....	164,094
Johnson City city, TN.....	65,598	McKinney city, TX.....	164,760
Johnston city, IA.....	20,172	McMinnville city, OR.....	33,211
Jupiter town, FL.....	62,373	Mecklenburg County, NC.....	1,034,290
Kalamazoo city, MI.....	75,833	Menlo Park city, CA.....	33,661
Kansas City city, KS.....	151,042	Menomonee Falls village, WI.....	36,411
Kansas City city, MO.....	476,974	Mercer Island city, WA.....	24,768
Kent city, WA.....	126,561	Meridian charter township, MI.....	41,903
Kerrville city, TX.....	22,931	Merriam city, KS.....	11,259
Key West city, FL.....	25,316	Mesa city, AZ.....	479,317
King City city, CA.....	13,721	Mesquite city, TX.....	144,118
Kingman city, AZ.....	28,855	Miami city, FL.....	443,007
Kirkland city, WA.....	86,772	Middleton city, WI.....	18,951
Kirkwood city, MO.....	27,659	Middletown town, RI.....	16,100
La Mesa city, CA.....	59,479	Milford city, DE.....	10,645
La Plata town, MD.....	9,160	Milton city, GA.....	37,556
La Vista city, NE.....	17,062	Minneapolis city, MN.....	411,452
Lake Forest city, IL.....	18,931	Minnetrissa city, MN.....	7,187
Lake in the Hills village, IL.....	28,908	Missoula County, MT.....	114,231
Lake Zurich village, IL.....	19,983	Missouri City city, TX.....	72,688
Lakeville city, MN.....	61,056	Moline city, IL.....	42,644
Lakewood city, CO.....	151,411	Monroe city, MI.....	20,128
Lakewood city, WA.....	59,102	Montgomery city, MN.....	2,921
Lancaster County, SC.....	86,544	Montgomery County, MD.....	1,039,198
Laramie city, WY.....	32,104	Monticello city, UT.....	2,599
Larimer County, CO.....	330,976	Montrose city, CO.....	18,918

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Moorpark city, CA.....	36,060	Port St. Lucie city, FL	178,778
Moraga town, CA.....	17,231	Portage city, MI	48,072
Morristown city, TN	29,446	Portland city, OR	630,331
Morrisville town, NC	23,873	Powell city, OH	12,658
Morro Bay city, CA	10,568	Powhatan County, VA.....	28,364
Moscow city, ID.....	24,833	Prairie Village city, KS	21,932
Mountlake Terrace city, WA	20,922	Pueblo city, CO	109,122
Murphy city, TX.....	20,361	Purcellville town, VA	9,217
Naperville city, IL	146,431	Queen Creek town, AZ.....	33,298
Napoleon city, OH.....	8,646	Raleigh city, NC.....	449,477
Needham CDP, MA	30,429	Ramsey city, MN	25,853
Nevada City city, CA	3,112	Raymore city, MO	20,358
Nevada County, CA.....	98,838	Redmond city, OR.....	28,492
New Braunfels city, TX.....	70,317	Redmond city, WA	60,712
New Brighton city, MN	22,440	Redwood City city, CA.....	84,368
New Concord village, OH	2,561	Reno city, NV.....	239,732
New Hope city, MN.....	20,909	Richfield city, MN	35,993
Newport city, RI.....	24,745	Richland city, WA	53,991
Newport News city, VA	180,775	Richmond city, CA	108,853
Newton city, IA.....	15,085	Richmond Heights city, MO	8,466
Niles village, IL	29,823	Rio Rancho city, NM	93,317
Noblesville city, IN	59,807	River Falls city, WI.....	15,256
Norcross city, GA.....	16,474	Riverside city, CA.....	321,570
Norfolk city, NE	24,352	Roanoke city, VA.....	99,572
North Mankato city, MN	13,583	Roanoke County, VA	93,419
North Port city, FL.....	62,542	Rochester city, NY	209,463
North Yarmouth town, ME	3,714	Rock Hill city, SC.....	70,764
Northglenn city, CO.....	38,473	Rockville city, MD.....	66,420
Novato city, CA	55,378	Roeland Park city, KS.....	6,810
Novi city, MI.....	58,835	Rohnert Park city, CA.....	42,305
O'Fallon city, IL.....	29,095	Rolla city, MO	20,013
Oak Park village, IL.....	52,229	Rosemount city, MN	23,474
Oakdale city, MN	27,972	Rosenberg city, TX	35,867
Oklahoma City city, OK.....	629,191	Roseville city, MN.....	35,624
Olmsted County, MN.....	151,685	Round Rock city, TX	116,369
Orland Park village, IL	59,161	Royal Palm Beach village, FL	37,665
Orleans Parish, LA.....	388,182	Sacramento city, CA.....	489,650
Oshkosh city, WI.....	66,649	Sahuarita town, AZ	28,257
Oswego village, IL.....	33,759	Sammamish city, WA.....	62,877
Overland Park city, KS	186,147	San Carlos city, CA.....	29,954
Paducah city, KY.....	24,879	San Diego city, CA.....	1,390,966
Palm Beach Gardens city, FL.....	53,119	San Francisco city, CA.....	864,263
Palm Coast city, FL.....	82,356	San Jose city, CA.....	1,023,031
Palo Alto city, CA.....	67,082	San Marcos city, TX.....	59,935
Palos Verdes Estates city, CA.....	13,591	Sangamon County, IL	198,134
Panama City Beach city, FL	12,461	Santa Fe city, NM.....	82,980
Papillion city, NE	19,478	Santa Fe County, NM	147,514
Paradise Valley town, AZ.....	13,961	Savage city, MN	30,011
Park City city, UT	8,167	Schaumburg village, IL.....	74,427
Parker town, CO	51,125	Schertz city, TX	38,199
Pasco city, WA.....	70,607	Scott County, MN.....	141,463
Pasco County, FL	498,136	Scottsdale city, AZ.....	239,283
Payette city, ID.....	7,366	Sedona city, AZ.....	10,246
Pearland city, TX.....	113,693	Sevierville city, TN	16,387
Peoria city, IL.....	115,424	Shakopee city, MN.....	40,024
Pflugerville city, TX.....	58,013	Shawnee city, KS	64,840
Philadelphia city, PA.....	1,569,657	Shawnee city, OK	30,974
Pinehurst village, NC	15,580	Shoreline city, WA.....	55,431
Piqua city, OH	20,793	Shoreview city, MN	26,432
Pitkin County, CO	17,747	Shorewood village, IL	16,809
Plano city, TX	281,566	Sierra Vista city, AZ	43,585
Platte City city, MO.....	4,867	Silverton city, OR	9,757
Pleasant Hill city, IA	9,608	Sioux Falls city, SD	170,401
Pleasanton city, CA	79,341	Skokie village, IL	64,773
Plymouth city, MN.....	76,258	Snoqualmie city, WA	12,944
Port Orange city, FL	60,315	Snowmass Village town, CO.....	2,827

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Somerset town, MA.....	18,257	Vail town, CO.....	5,425
South Bend city, IN.....	101,928	Vernon Hills village, IL.....	26,084
South Jordan city, UT.....	65,523	Victoria city, MN.....	8,679
South Portland city, ME.....	25,431	Vienna town, VA.....	16,474
Southlake city, TX.....	30,090	Virginia Beach city, VA.....	450,057
Spearfish city, SD.....	11,300	Walnut Creek city, CA.....	68,516
Springville city, UT.....	32,319	Warrensburg city, MO.....	19,890
St. Augustine city, FL.....	13,952	Washington County, MN.....	250,979
St. Charles city, IL.....	32,730	Washoe County, NV.....	445,551
St. Cloud city, MN.....	67,093	Waunakee village, WI.....	13,284
St. Croix County, WI.....	87,142	Wauwatosa city, WI.....	47,687
St. Joseph city, MO.....	76,819	Wentzville city, MO.....	35,768
St. Louis County, MN.....	200,294	West Carrollton city, OH.....	12,963
St. Lucie County, FL.....	298,763	West Chester township, OH.....	62,804
State College borough, PA.....	42,224	West Des Moines city, IA.....	62,999
Steamboat Springs city, CO.....	12,520	Western Springs village, IL.....	13,187
Sugar Land city, TX.....	86,886	Westerville city, OH.....	38,604
Suisun City city, CA.....	29,280	Westlake town, TX.....	1,006
Summit County, UT.....	39,731	Westminster city, CO.....	111,895
Sunnyvale city, CA.....	151,565	Westminster city, MD.....	18,557
Surprise city, AZ.....	129,534	Wheat Ridge city, CO.....	31,162
Suwanee city, GA.....	18,655	White House city, TN.....	11,107
Tacoma city, WA.....	207,280	Wichita city, KS.....	389,054
Takoma Park city, MD.....	17,643	Williamsburg city, VA.....	14,817
Tempe city, AZ.....	178,339	Willowbrook village, IL.....	8,598
Temple city, TX.....	71,795	Wilmington city, NC.....	115,261
Texarkana city, TX.....	37,222	Wilsonville city, OR.....	22,789
The Woodlands CDP, TX.....	109,608	Windsor town, CO.....	23,386
Thousand Oaks city, CA.....	128,909	Windsor town, CT.....	29,037
Tigard city, OR.....	51,355	Winter Garden city, FL.....	40,799
Tinley Park village, IL.....	57,107	Woodbury city, MN.....	67,648
Tracy city, CA.....	87,613	Woodinville city, WA.....	11,675
Trinidad CCD, CO.....	10,819	Wyandotte County, KS.....	163,227
Tualatin city, OR.....	27,135	Wyoming city, MI.....	75,124
Tulsa city, OK.....	401,352	Yakima city, WA.....	93,182
Tustin city, CA.....	80,007	York County, VA.....	67,196
Twin Falls city, ID.....	47,340	Yorktown town, IN.....	11,200
Unalaska city, AK.....	4,809	Yorkville city, IL.....	18,691
University Heights city, OH.....	13,201	Yountville city, CA.....	2,978
University Park city, TX.....	24,692		
Urbandale city, IA.....	42,222		

Custom Benchmark Comparisons

Table 58: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Loudoun County	85%	1	23	Higher
The overall quality of life in Loudoun County	87%	6	30	Similar
Loudoun County as a place to live	90%	5	24	Similar
Recommend living in Loudoun County to someone who asks	85%	6	16	Similar
Remain in Loudoun County for the next five years	83%	9	15	Similar

Table 59: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Loudoun County government	57%	5	16	Similar
The overall direction that Loudoun County is taking	55%	11	19	Similar
The value of services for the taxes paid to Loudoun County	59%	6	25	Similar
Generally acting in the best interest of the community	58%	7	17	Similar
Being honest	60%	5	15	Similar
Being open and transparent to the public	58%	NA	NA	NA
Informing residents about issues facing the community	58%	NA	NA	NA
The job Loudoun County government does at welcoming resident involvement	54%	4	17	Similar
Treating all residents fairly	60%	3	15	Similar
Treating residents with respect	68%	NA	NA	NA
Overall customer service by Loudoun County employees	88%	2	23	Higher
Public information services	74%	2	14	Similar
Quality of services provided by the County of Loudoun County	74%	9	26	Similar
Quality of services provided by the Federal Government	43%	5	13	Similar

Table 60: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Loudoun County	87%	2	15	Higher
Economic development	70%	3	17	Higher
Overall quality of business and service establishments in Loudoun County	85%	1	14	Higher
Variety of business and service establishments in Loudoun County	79%	NA	NA	NA
Vibrancy of downtown/commercial areas	67%	3	10	Higher
Shopping opportunities	78%	2	14	Similar
Loudoun County as a place to visit	80%	3	17	Higher
Loudoun County as a place to work	79%	5	22	Similar
Employment opportunities	67%	2	19	Higher
Cost of living in Loudoun County	20%	13	15	Lower
Economy will have positive impact on income	27%	9	13	Similar
NOT experiencing housing costs stress	74%	2	13	Higher

Table 61: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Loudoun County	50%	13	16	Similar
Traffic flow on major streets	48%	3	19	Similar
Ease of travel by car in Loudoun County	74%	2	17	Higher
Ease of travel by public transportation in Loudoun County	26%	8	13	Similar
Ease of travel by bicycle in Loudoun County	40%	9	18	Similar
Ease of walking in Loudoun County	53%	9	19	Similar
Ease of public parking	64%	1	8	Higher
Bus or transit services	46%	6	13	Similar
Traffic enforcement	70%	1	18	Higher
Traffic signal timing	60%	1	13	Similar
Street repair	63%	1	16	Higher
Street cleaning	72%	2	13	Higher
Street lighting	62%	4	12	Similar
Snow removal	72%	4	13	Similar
Sidewalk maintenance	71%	1	14	Higher
Used bus, rail, subway, or other public transportation instead of driving	19%	7	10	Lower

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Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Carpooled with other adults or children instead of driving alone	31%	10	12	Lower
Walked or biked instead of driving	50%	6	14	Similar

Table 62: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Loudoun County's residential and commercial areas	61%	5	15	Similar
Overall appearance of Loudoun County	80%	3	18	Higher
Your neighborhood as a place to live	92%	1	17	Higher
Overall quality of new development in Loudoun County	55%	11	16	Similar
Well-planned residential growth	46%	NA	NA	NA
Well-planned commercial growth	45%	NA	NA	NA
Well-designed neighborhoods	61%	NA	NA	NA
Preservation of the historical or cultural character of the community	54%	NA	NA	NA
Public places where people want to spend time	62%	5	13	Similar
Variety of housing options	53%	7	16	Similar
Availability of affordable quality housing	22%	14	18	Similar
Land use, planning, and zoning	43%	9	15	Similar
Code enforcement	60%	2	19	Higher

Table 63: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Loudoun County	84%	NA	NA	NA
Affordable high-speed internet access	60%	NA	NA	NA
Power (electric and/or gas) utility	89%	1	5	Similar
Garbage collection	79%	7	17	Similar
Drinking water	84%	2	16	Higher
Sewer services	89%	1	17	Higher
Storm water management	85%	2	18	Higher
Utility billing	77%	1	10	Higher

Table 64: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Loudoun County	89%	3	21	Higher
Police/Sheriff services	87%	1	27	Higher
Crime prevention	85%	1	19	Much higher
Animal control	85%	1	19	Higher
Ambulance or emergency medical services	95%	1	20	Similar
Fire services	96%	2	21	Similar
Fire prevention and education	90%	1	14	Higher
Emergency preparedness	76%	1	15	Similar
In your neighborhood during the day	97%	2	19	Similar
In Loudoun County's downtown/commercial areas during the day	95%	3	15	Higher
From property crime	85%	1	5	Higher
From violent crime	90%	1	5	Higher
From fire, flood, or other natural disaster	92%	NA	NA	NA

Table 65: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Loudoun County	79%	4	15	Similar
Cleanliness of Loudoun County	86%	1	17	Higher
Water resources	57%	NA	NA	NA
Air quality	86%	1	12	Higher
Preservation of natural areas	58%	7	14	Similar
Loudoun County open space	57%	8	14	Similar
Recycling	66%	12	20	Similar
Yard waste pick-up	75%	5	11	Similar

Table 66: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	77%	NA	NA	NA
Availability of paths and walking trails	75%	4	16	Higher
County parks	81%	7	18	Similar
Recreational opportunities	73%	8	16	Similar
Recreation programs or classes	72%	6	16	Similar
Recreation centers or facilities	76%	4	15	Similar
Fitness opportunities	76%	2	12	Similar

Table 67: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Loudoun County	79%	4	15	Similar
Health services	78%	1	12	Higher
Availability of affordable quality health care	71%	2	13	Similar
Availability of preventive health services	75%	1	11	Higher
Availability of affordable quality mental health care	51%	4	11	Similar
Availability of affordable quality food	70%	3	12	Similar
In very good to excellent health	94%	2	12	Similar

Table 68: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	66%	8	15	Similar
Opportunities to attend cultural/arts/music activities	50%	9	16	Similar
Opportunities to attend special events and festivals	60%	5	13	Similar
Community support for the arts	51%	NA	NA	NA
Public library services	91%	2	21	Similar
Availability of affordable quality child care/preschool	39%	6	12	Similar
K-12 education	76%	7	13	Similar
Adult educational opportunities	60%	4	12	Similar

Table 69: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	57%	NA	NA	NA
Sense of community	60%	6	17	Similar
Sense of civic/community pride	59%	NA	NA	NA
Neighborliness of Loudoun County	59%	6	14	Similar
Loudoun County as a place to raise children	89%	5	23	Higher
Loudoun County as a place to retire	41%	21	22	Lower
Openness and acceptance of the community toward people of diverse backgrounds	65%	4	18	Similar
Making all residents feel welcome	71%	NA	NA	NA

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Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attracting people from diverse backgrounds	75%	NA	NA	NA
Valuing/respecting residents from diverse backgrounds	73%	NA	NA	NA
Taking care of vulnerable residents	62%	NA	NA	NA
Opportunities to participate in social events and activities	61%	6	14	Similar
Opportunities to volunteer	73%	6	15	Similar
Opportunities to participate in community matters	63%	5	16	Similar

Table 70: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Loudoun County for help or information	54%	3	20	Higher
Contacted Loudoun County elected officials to express your opinion	33%	1	13	Higher
Attended a local public meeting	32%	1	14	Higher
Watched (online or on television) a local public meeting	45%	1	13	Higher
Volunteered your time to some group/activity in Loudoun County	44%	4	14	Similar
Campaigned or advocated for an issue, cause or candidate	24%	8	12	Similar
Voted in your most recent local election	90%	NA	NA	NA
Access the internet from your home using a computer, laptop or tablet computer	99%	NA	NA	NA
Access the internet from your cell phone	97%	NA	NA	NA
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	83%	NA	NA	NA
Use or check email	99%	NA	NA	NA
Share your opinions online	35%	NA	NA	NA
Shop online	67%	NA	NA	NA

Table 71: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Loudoun County	86%	6	11	Similar
Overall quality of the transportation system in Loudoun County	76%	7	11	Similar
Overall design or layout of Loudoun County's residential and commercial areas	79%	2	11	Similar
Overall quality of the utility infrastructure in Loudoun County	83%	NA	NA	NA
Overall feeling of safety in Loudoun County	86%	9	11	Similar
Overall quality of natural environment in Loudoun County	85%	3	11	Similar
Overall quality of parks and recreation opportunities	75%	NA	NA	NA
Overall health and wellness opportunities in Loudoun County	74%	10	11	Similar
Overall opportunities for education, culture, and the arts	70%	11	11	Lower
Residents' connection and engagement with their community	65%	11	11	Lower

Communities included in custom comparisons

The communities included in Loudoun County's custom comparisons are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....	487,850	Marin County, CA.....	260,814
Alexandria city, VA.....	154,710	Mesa city, AZ.....	479,317
Arlington city, TX.....	388,225	Montgomery County, MD.....	1,039,198
Aurora city, CO.....	357,323	Naperville city, IL.....	146,431
Cabarrus County, NC.....	196,716	Orleans Parish, LA.....	388,182
Carlsbad city, CA.....	113,147	Pasco County, FL.....	498,136
Centennial city, CO.....	108,448	Pearland city, TX.....	113,693
Charles County, MD.....	156,021	Raleigh city, NC.....	449,477
Chesterfield County, VA.....	335,594	Sacramento city, CA.....	489,650
Dakota County, MN.....	414,655	St. Louis County, MN.....	200,294
Durham County, NC.....	300,865	The Woodlands CDP, TX.....	109,608
Escambia County, FL.....	309,924	Thousand Oaks city, CA.....	128,909
Fremont city, CA.....	230,964	Tulsa city, OK.....	401,352
Highlands Ranch CDP, CO.....	105,264	Virginia Beach city, VA.....	450,057
Horry County, SC.....	310,186	Washoe County, NV.....	445,551
Kansas City city, KS.....	151,042	Wichita city, KS.....	389,054
Larimer County, CO.....	330,976		
Loudoun County, VA.....	374,558		

Appendix C: Detailed Survey Methods

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

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. Loudoun County funded this research. Please contact Megan Cox of the Loudoun County Program Evaluation & Research Department at megan.cox@loudoun.gov if you have any questions about the survey.

Survey Validity

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

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

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

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

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

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

Selecting Survey Recipients

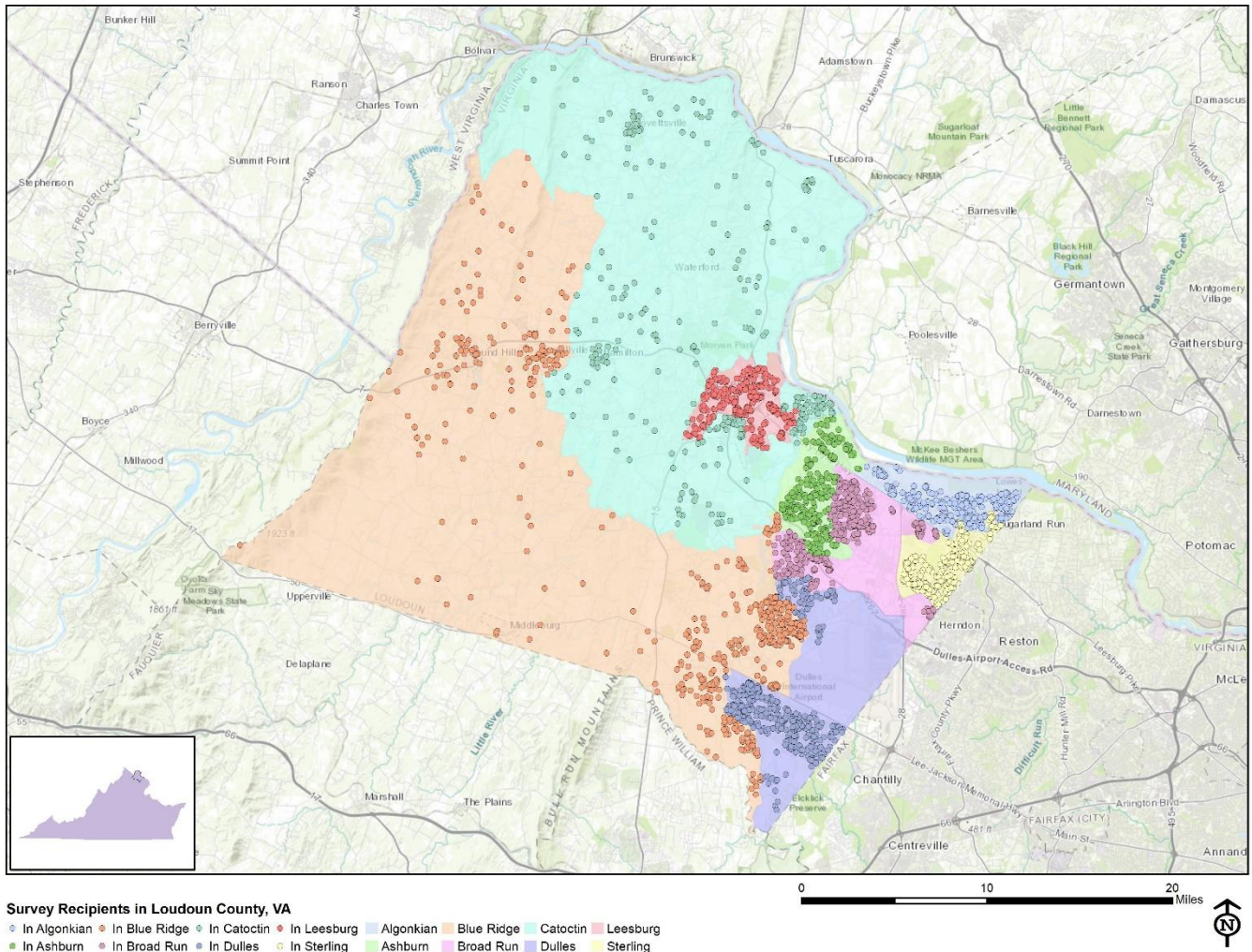
"Sampling" refers to the method by which households were chosen to receive the survey. All households within Loudoun County were eligible to participate in the survey. A list of all households within the zip codes serving Loudoun County was purchased from Go-Dog Direct based on updated listings from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

as being within County boundaries was further identified as being within one of the eight County Districts.

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

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

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the Loudoun County website. This opt-in survey was identical to the scientific survey and open to all County residents.

Figure 1: Location of Survey Recipients


Survey Administration and Response

Selected households received three mailings, one week apart, beginning on December 20, 2020. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the County Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Both cover letters included a URL through which the residents selected for the mail survey could choose to respond online rather than by mail. The cover letters also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. Loudoun County chose to augment their administration of The NCS with several additional services, including demographic and geographic subgroup comparisons and custom benchmark comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on January 18, 2021 and remained open for two weeks.

About 1% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,971 households that received the survey, 556 completed the survey, providing an overall response rate of 19%. Of the 556 completed surveys, 243 were completed online, and two of the online responses were completed in Spanish. Additionally, responses were tracked by geographic subarea; response rates by District ranged from 15% to 26%. The response rates were calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons. Additionally, 912 residents completed the online opt-in survey, providing a grand total of 1,468 completed surveys.

Table 72: Survey Response Rates by District

	1	2	3	4	5	6	7	8	Overall
Total sample used	316	312	574	493	278	430	351	246	3,000
I=Complete Interviews	59	66	93	100	71	63	56	44	552
P=Partial Interviews	0	1	0	0	1	2	0	0	4
R=Refusal and break off	0	0	0	0	0	0	0	0	0
NC=Non Contact	0	0	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0	0	0
UO=Unknown other	254	242	476	390	204	362	289	198	2,415
NE=Not eligible	3	3	5	3	2	3	6	4	29
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	19%	22%	16%	20%	26%	15%	16%	18%	19%

Confidence Intervals

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

¹ See AAPOR's Standard Definitions for more information:

[http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx)

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

The margin of error for the Loudoun County survey is no greater than plus or minus three³ percentage points around any given percent reported for all respondents (1,468 completed surveys).

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

Survey Processing (Data Entry)

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

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

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the County name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

Survey Data Weighting

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

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in Loudoun County. The primary objective of weighting survey data is to make the survey respondents reflective of the

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

larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, and sex and age. A further adjustment was made such that the scientific and opt-in data were each represented equally in the final dataset. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 73: Loudoun County, VA 2020 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	22%	11%	20%
Own home	78%	89%	80%
Detached unit*	54%	62%	56%
Attached unit*	46%	38%	44%
Race and Ethnicity			
White	70%	69%	69%
Not white	30%	31%	31%
Not Hispanic	88%	95%	89%
Hispanic	12%	5%	11%
Sex and Age			
Female	51%	57%	52%
Male	49%	43%	48%
18-34 years of age	28%	8%	26%
35-54 years of age	50%	43%	50%
55+ years of age	22%	49%	24%
Females 18-34	15%	5%	14%
Females 35-54	25%	25%	25%
Females 55+	12%	27%	13%
Males 18-34	14%	3%	12%
Males 35-54	25%	18%	25%
Males 55+	10%	22%	10%
District			
Algonkian	11%	9%	11%
Ashburn	10%	17%	14%
Blue Ridge	20%	17%	16%
Broad Run	14%	13%	13%
Catoctin	11%	15%	13%
Dulles	14%	9%	12%
Leesburg	11%	12%	14%
Sterling	9%	7%	7%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

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

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

Appendix D: Survey Materials

Dear Loudoun County Resident,

It won't take much of your time to make a big difference! It is important for County leaders to understand the broader needs of our community so we can keep resident opinions front and center as we move forward together.

Your household has been randomly selected to participate in a survey Loudoun County conducts periodically about your community and the quality of government services. You can go online and complete the survey at:

<https://bit.ly/xxplaceholderxx>

Please do not share your survey link. This survey is for randomly selected households only. The County will conduct a separate survey that is open to all residents just a few weeks from now. You can also wait a few days for the survey to arrive in the mail.

Thank you for helping create a better County!

Sincerely,

Estimado Residente de Loudoun County,

¡No le tomará mucho de su tiempo para marcar una gran diferencia! Es importante para los líderes de la comunidad entender las necesidades más amplias de nuestra comunidad para poder avanzar juntos.

Su hogar ha sido elegido al azar para participar en una encuesta conduce periódicamente por Loudoun County sobre su comunidad y la calidad de servicios gubernamentales. Puede completar la encuesta en línea en español en:

<https://bit.ly/xxplaceholderxx>

Por favor no comparta el enlace de su encuesta. Esta encuesta es solamente para hogares seleccionados al azar. El Condado conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas. También puede esperar unos días hasta que la encuesta llegue por correo.

¡Gracias por ayudar a crear un Condado mejor!

Atentamente,



Tim Hemstreet
County Administrator/Administrador del Condado



Loudoun County Government
MSC #43
P.O. Box 7000
Leesburg, VA 20177-7000

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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

December 2020

Dear Loudoun County Resident:

We want to hear from you! You have been selected at random to participate in the 2020 Loudoun County Community Survey.

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

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

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

A few things to remember:

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

<http://bit.ly/xxplaceholder>

Please do not share your survey link. This survey is for randomly selected households only. The County will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey please call 703-777-0539.

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

Sincerely,

Estimado Residente del Condado de Loudoun:

¡Queremos escuchar de usted! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad del Condado de Loudoun del 2020.

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

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

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

Algunas cosas para recordar:

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

<http://bit.ly/xxplaceholder>

Por favor no comparta el enlace de su encuesta. Esta encuesta es solamente para hogares seleccionados al azar. El Condado conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta por favor llame al 703-777-0539.

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

Atentamente,

Tim Hemstreet

County Administrator/Administrador del Condado



Loudoun County, Virginia

www.loudoun.gov

Office of the County Administrator

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

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

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December 2020

Dear Loudoun County Resident:

Here's a second chance if you haven't already responded to the 2020 Loudoun County Community Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

We want to hear from you! You have been selected at random to participate in the 2020 Loudoun County Community Survey.

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

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

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

A few things to remember:

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

<http://bit.ly/xxplaceholder>

Please do not share your survey link. This survey is for randomly selected households only. The County will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey please call 703-777-0539.

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

Sincerely,

Estimado Residente del Condado de Loudoun:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de la Comunidad del Condado de Loudoun del 2020! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Queremos escuchar de usted! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad del Condado de Loudoun del 2020.

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

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

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

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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¡Gracias por su tiempo y participación! Sus perspectivas son importantes para el gobierno del condado de Loudoun, mientras hacemos planes para servirle en el futuro.

Atentamente,

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Tim Hemstreet
County Administrator/Administrador del Condado

Loudoun County 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

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

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Loudoun County.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County.....	1	2	3	4	5
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric/gas)	1	2	3	4	5
Overall feeling of safety in Loudoun County	1	2	3	4	5
Overall quality of natural environment in Loudoun County.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Loudoun County	1	2	3	4	5
Overall opportunities for education, culture and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Loudoun County's downtown/commercial areas during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Loudoun County community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Loudoun County.....	1	2	3	4	5
Variety of business and service establishments in Loudoun County	1	2	3	4	5
Vibrancy of downtown/commercial areas	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Loudoun County	1	2	3	4	5
Overall image or reputation of Loudoun County	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Loudoun County	1	2	3	4	5
Ease of travel by public transportation in Loudoun County	1	2	3	4	5
Ease of travel by bicycle in Loudoun County	1	2	3	4	5
Ease of walking in Loudoun County.....	1	2	3	4	5
Well-planned residential growth	1	2	3	4	5
Well-planned commercial growth	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Overall quality of new development in Loudoun County	1	2	3	4	5
Overall appearance of Loudoun County.....	1	2	3	4	5
Cleanliness of Loudoun County	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Loudoun County	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted Loudoun County (in-person, phone, email or web) for help or information	1	2
Contacted Loudoun County elected officials (in-person, phone, email or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Loudoun County	1	2
Campaigned or advocated for a local issue, cause or candidate	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving	1	2

Loudoun County 2020 Community Survey

9. Please rate the quality of each of the following services in Loudoun County.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands and greenbelts)	1	2	3	4	5
Loudoun County open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Loudoun County employees (Sheriff's deputies, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Loudoun County government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Loudoun County	1	2	3	4	5
The overall direction that Loudoun County is taking.....	1	2	3	4	5
The job Loudoun County government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Loudoun County government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

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

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

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Loudoun County.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Loudoun County.....	1	2	3	4
Overall design or layout of Loudoun County's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Loudoun County (water, sewer, storm water, electric/gas)	1	2	3	4
Overall feeling of safety in Loudoun County	1	2	3	4
Overall quality of natural environment in Loudoun County.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Loudoun County	1	2	3	4
Overall opportunities for education, culture and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Thinking about the past 12 months, first, please indicate about how many times, if at all, have you or other household members used each of the following types of public transportation. Then, if your household has used any of these, please indicate for what reasons they were used.

	<i>Frequency of Use</i>				<i>Reason for Use</i>			
	<i>2 or more times per week</i>	<i>2-4 times per month</i>	<i>Once a month or less</i>	<i>Not at all</i>	<i>Work</i>	<i>Shopping</i>	<i>Sporting events</i>	<i>Recreation/entertainment</i>
Bus.....	1	2	3	4	1	2	3	4
Metrorail.....	1	2	3	4	1	2	3	4
Train, such as MARC	1	2	3	4	1	2	3	4
Van pool	1	2	3	4	1	2	3	4
Car pool	1	2	3	4	1	2	3	4
Taxi/hired cab/Uber/Lyft.....	1	2	3	4	1	2	3	4
Gov't/nonprofit service (e.g., Dept. of Family Services, Volunteer Caregivers)	1	2	3	4	1	2	3	4
Bike/walking trails.....	1	2	3	4	1	2	3	4

14. In what ways has the COVID-19 pandemic impacted you or other members of your household? Check all that apply.

- ☐ Become unemployed ☐ Difficulty paying rent/mortgage ☐ Accessed food bank services
☐ Have had work hours reduced ☐ Difficulty paying utilities or household bills ☐ Decreased access to health care services
☐ Began or increased teleworking ☐ Lack of technology for work or schooling ☐ Other

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

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

Loudoun County 2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

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

- ☐ Excellent
 ☐ Very good
 ☐ Good
 ☐ Fair
 ☐ Poor

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

Do you think the impact will be:

- ☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

D4. How many years have you lived in Loudoun County?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

- ☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$500
 ☐ \$2,000 to \$2,499
☐ \$500 to \$999
 ☐ \$2,500 to \$2,999
☐ \$1,000 to \$1,499
 ☐ \$3,000 to \$3,499
☐ \$1,500 to \$1,999
 ☐ \$3,500 or more

D8. Do any children 17 or under live in your household?

- ☐ No
 ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No
 ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$49,999
 ☐ \$100,000 to \$149,999
☐ \$50,000 to \$74,999
 ☐ \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D13. In which category is your age?

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

D14. What is your gender?

- ☐ Female
☐ Male
☐ Identify in another way

Thank you!

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