

# 1999 Survey of Loudoun Resident S

## *Executive Summary*

A telephone survey of 1,000 Loudoun County residents was conducted to update demographic information, provide information about county services usage and satisfaction, obtain opinions about key issues, and determine how residents want to receive information about services and programs. Similar surveys were conducted in 1995 and 1997, affording the opportunity to analyze changes over time for a few key variables. Key findings are as follows:

### ***Demographics***

- Respondents indicated that Loudoun's basic demographic profile, including age and race/ethnicity characteristics, has remained generally unchanged since 1995, though the number of persons per household has shown a slight increase.
- More than 25 percent of respondents have lived in Loudoun for three years or less. Most of these new residents still come from Fairfax County. However, an increasing proportion are moving to Loudoun from areas outside the Washington Metro region.
- Respondents indicated that their major reason for relocating to Loudoun was location of work site, followed by housing affordability, and Loudoun's rural character.
- 74 percent of households surveyed had at least one family member who worked in Loudoun – a significant increase over previous surveys – and 51 percent had at least one member who worked in Fairfax.

### ***Use and satisfaction with Loudoun County services***

- 96 percent of households surveyed had used at least one of the specified county services during the past two years.
- 92 percent of users expressed satisfaction with these county services.

### ***Opinions about key issues***

- 98 percent of households surveyed felt that safe in their neighborhoods
- 82 percent of households surveyed felt that Loudoun County provides good value for the tax dollar.
- 94 percent of households surveyed rated Loudoun's quality of life as good or excellent.
- 71 percent of households surveyed felt that Loudoun's single biggest problem was growth and development.
- 33 percent of households surveyed felt that the single best thing about Loudoun was its rural character and countryside

### ***Information Needs***

- 45 percent said they would use the County Internet website for information on county services, and 34 percent wanted to receive information via cable television.

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## Section I Introduction

### ***Purpose and Scope***

In November 1999, the County Administrator commissioned a telephone survey of a random sample of 1,000 households in Loudoun County. There were several principal purposes for conducting a scientific survey of Loudoun County residents at that time:

- to update key demographic characteristics about Loudoun County residents that were obtained in similar surveys conducted in 1995 and 1997,
- to find out critical information about users of specific County services and their satisfaction with those services,
- to provide the Board of Supervisors with additional input from residents regarding key issues and programs as they begin decision making on important strategic initiatives and plans for Loudoun County, and
- to learn how residents obtain information about Loudoun County government programs and services so that strategies can be developed for improved communication.

### ***Methodology***

The *1999 Survey of Loudoun Residents* was designed to be a telephone survey of approximately 10 minutes duration which would provide key demographic, service usage and attitudinal information. The same marketing research firm that conducted the both the *1995 Survey of Loudoun Residents* and the *1997 Survey of Loudoun Residents* -- FGI, Inc. of Chapel Hill, North Carolina – was retained to conduct the telephone survey of Loudoun households during two weeks following the November 1999 election.

The survey instrument, loosely based on the *1995 and 1997 Surveys* was modified to reflect current information needs, and was further reviewed by FGI's statistical experts. Upon completion of the survey, FGI provided the data directly to Loudoun County for tabulation and analysis.

The survey solicited responses from a sample of 1,005 Loudoun County households. This represents approximately 1.7 percent of all households in Loudoun County and indicates that the data should be within +/- 3 percent at the 95 percent confidence level. However, because the number of respondents may differ for each question, the statistical validity of responses may vary among questions. More care is needed in interpreting these responses.

FGI, Inc. has indicated that they were able to achieve an extremely high percent cooperation level from Loudoun residents -- significantly higher than the national average of 65 percent. This indicates a very strong willingness on the part of Loudoun County citizens to communicate with County government and the Board of Supervisors about service and program needs and other important issues.

### ***Report Organization***

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

This report is organized in six sections which reflect the key purposes of the survey. Section I introduces the report and discusses background and methodology. Section II provides a brief overview of key demographic characteristics of survey respondents. Usage and satisfaction patterns of services and programs are discussed in Section III. Section IV evaluates opinions of Loudoun residents about important issues that may be of interest to the Board of Supervisors as it proceeds with land use and fiscal planning efforts. Section V examines how residents receive information about the county government. Section VI provides a brief discussion of survey conclusions. A copy of the complete survey instrument is provided in Appendix A. Tables showing frequency tabulations for key questions are provided in Appendix B. Appendix C provides a comparison of responses to key questions from the 1995, 1997 and 1999 Surveys.

## **Section II Demographic Characteristics of Respondents**

For certain key demographic variables, such as household characteristics, racial composition and mobility, the most current and reliable source of data available is the 1990 Census. In Loudoun County, where the population is estimated to have grown by more than 80 percent from 1990 to 1999, the information provided in the 1990 Census is seriously dated and potentially misleading.

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

### ***Location of Respondents***

More than one-half of the households surveyed lived in the eastern zip codes of Sterling, Ashburn, Chantilly, Great Falls and Arcola. Twenty-five percent lived in the Leesburg zip code area and the remaining 22 percent resided in the other western Loudoun zip codes. This distribution is reasonably consistent with other current population estimates of Loudoun County. In addition, this is similar to the distribution of respondents who participated in both the 1995 and 1997 Surveys.

### ***Household Characteristics***

The average size of surveyed households equaled 3.1 persons per household. This is higher than the 2.8 persons per household reported by the 1990 Census for Loudoun County and slightly higher than that reported in the 1995 and 1997 Surveys.

The average age of persons in households surveyed was 30.9 years.

Of the households surveyed, 44 percent indicated that they have school-age children. Nearly 85 percent of school age children attend public schools. Only 12 percent attend private schools, and 4 percent are schooled at home.

### ***Racial/Ethnic Characteristics***

Fully 87 percent of the respondents classified their race as white. This is slightly lower than in previous surveys and is slightly lower than current county estimates of an 89 percent white population. Only 6 percent of respondents were black and 2 percent were Hispanic -- slightly less than county estimates of 8 percent and 3 percent respectively. Four percent of the respondents were Asian -- a response rate that is slightly higher than current estimates.

### ***Income***

Fully 23 percent of households surveyed reported an annual household income between \$75,000 and \$100,000, and 29 percent reported a household income greater than \$100,000. This is significantly higher than incomes reported in the 1995 and 1997 surveys.

Only 2 percent reported incomes of less than \$10,000 and only 7 percent of households surveyed indicated that their household income was between \$10,000 and \$30,000.

### ***Housing Characteristics***

Nearly 65 percent of households surveyed lived in single family detached housing, 24 percent lived in townhomes or duplex units, and 10 percent lived in multi-family units. The 1999 estimate of housing unit distribution is 58 percent single family detached, 26 percent townhomes, and 15

percent multi-family.

Consistent with estimated countywide home ownership patterns, 87 percent of respondents indicated that they own their home. Ownership is highest (96 percent) for households in single family detached homes. According to the survey, 60 percent of households living in multifamily units rent their units and 18 percent of households living in townhomes are renters.

### ***Length of Residence***

Slightly more than 25 percent of households surveyed have lived in Loudoun for three years or less. One-third have lived in Loudoun from four to ten years and only 41 percent have lived in Loudoun for more than ten years.

### ***Prior Residence***

Consistent with previous surveys, only 11 percent of survey respondents were born in Loudoun County. Of the remaining 89 percent who moved to Loudoun County from other areas, 35 percent relocated from Fairfax County. This is less than in the 1995 survey where nearly 40 percent of survey respondents moved to Loudoun from Fairfax County. In the 1999 survey, 34 percent of respondents relocated from areas outside the Washington metro region -- higher than reported in the 1995 Survey.

### ***Work Location***

According to the 1999 Survey, each household contained 1.6 employed residents and fully 74 percent of households surveyed had at least one member who worked in Loudoun County. Of the 1,577 employed residents surveyed, 86 percent were employed full-time (8 percent were employed in their home) and 14 percent were employed part-time. Of those employed full-time, 43 percent were employed in Loudoun County and 35 percent were employed in Fairfax County. Fully 73 percent of part-time workers held jobs in Loudoun County.

Since 1995, the percentage of residents who work in Loudoun County has increased steadily (from 37 percent to 47 percent), while the percentage of residents who work in Fairfax County has declined (from 38 percent to 33 percent).

### Section III Usage and Satisfaction with Selected County Services and Programs

An important aspect of any quality services program is measuring the degree of customer satisfaction with the services provided.

Since 1992, the Loudoun County government has measured citizen satisfaction through a Service Response Card system, in which customers have been encouraged to complete response cards indicating their degree of satisfaction regarding the service provided. Many individual departments and agencies have also conducted surveys of their customers. While the response card system and some of the departmental surveys have been "self-selecting," and the samples of customers surveyed has not been truly random, the surveys have nonetheless been extremely useful in providing a measure of the quality of county services.

To supplement the information received through these methods, it was highly desirable to survey a random sample of households to find out how many households are using certain services, and how they rate their level of satisfaction with the services they use. With a truly random sample, Loudoun County was able to obtain a more accurate evaluation of the quality of its services as rated by those who use the services.

#### ***Use of County Services***

For seven service categories -- building and development services, fire and rescue services, mental health/metal retardation services, parks/recreation and senior services, public libraries, public schools, and Sheriff's Office -- respondents were first asked if someone in their household had used the service in the last two years. If the answer was yes, then they were asked additional questions about their satisfaction with that service. If they had not used the service, they skipped any additional service questions and proceeded to another question.

Of the 1,005 surveyed households, 96 percent indicated that someone in their household had used at least one service during the past two years. The following discussion summarizes, by service type, the characteristics of the responses received in the survey. Obviously, for some services -- such as fire and rescue and Sheriff's Office -- the number of users was a smaller portion of the population than for other services -- such as public libraries and public schools -- which are targeted to serve a broader population on a more consistent basis.

In general, satisfaction levels with the county services were similar to those obtained in the 1995 and 1997 surveys.

#### ***Building and Development Services***

Only 16 percent of respondents indicated that they used building and development services in the past two years. Of the respondents who use

**Section IV  
Opinions of  
Loudoun Residents**

building and development services, 74 percent were satisfied with the services they used.

***Fire and Rescue Services***

Only 205 respondents used fire and rescue services in the past two years. Ninety-nine percent of users of fire and rescue services were satisfied or very satisfied with the quality of service they received.

***Mental Health/Mental Retardation Services***

Only 4 percent of respondents have used MH/MR services in the past two years. More than 90 percent of respondents who used these services were satisfied.

***Parks and Recreation or Senior Facilities/Services***

Use levels for parks and recreation or senior facilities and services were extremely high -- 70 percent of all respondents had used facilities or services in the past two years. Ninety-three percent of respondents who used parks and recreation facilities and services expressed satisfaction.

***Public Libraries***

More than 80 percent of all respondents indicated that they used the public libraries within the past two years. The level of satisfaction by users of public library services was very high -- 96 percent of respondents who used the libraries expressed satisfaction.

***Public Schools***

Forty-five percent of responding households have used the public schools within the past two years. Eighty-eight percent of users indicated they were satisfied with public schools in Loudoun County.

***Sheriff's Office***

Only 23 percent of survey respondents have used the services of the Sheriff's Office in the past two years. Eighty-seven percent of respondents who have used the Sheriff's Office indicated they were satisfied with the services they received from the Sheriff's Office.

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

A scientific telephone survey of a random sample of households is an excellent way for Loudoun County policy makers to obtain an accurate representation

of opinions and priorities held by residents of different parts of the county. The results of this survey promise to be another useful means for the Board of Supervisors to gauge public opinion in conducting its review of the county fiscal plan.

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

### ***Reason for Locating to Loudoun***

Several factors were found to be highly influential in decisions to locate in Loudoun County. Of 875 households that responded to this question, 29 percent sited location of work site and 19 percent sited housing affordability as important factors. These responses reflect the growing importance of Loudoun's employment base as well as Loudoun's competitive housing prices. In addition, 17 percent of respondents indicated that they were influenced by an appreciation for the rural character of Loudoun.

Responses to this question differed by location of residents. For 41 percent of households in central Loudoun, location of work site was the most important location factor. Housing affordability was the most important factor for eastern Loudoun residents (26 percent) and rural character was most important for western Loudoun residents (30 percent).

### ***Safety in Neighborhood***

Fully 98 percent of respondents indicated that they felt safe or very safe in their neighborhoods.

### ***Overall Quality of Life***

Respondents measured the quality of life in Loudoun very positively. Ninety-four percent indicated that they would rate the overall quality of life in Loudoun County as "excellent" or "good." Furthermore, the percentage rating quality of life as "excellent" has increased from 35 percent in 1995 to 43 percent in 1999.

### ***Value for the Tax Dollar***

Eighty-two percent of respondents indicated that Loudoun County provides good value for the tax dollar. A higher proportion of new residents indicated that they received good value for their tax dollar (91 percent). A greater proportion of respondents from eastern Loudoun felt they received good value from their tax dollar (87 percent), compared with 73 percent in western Loudoun.

A higher proportion (84 percent) of respondents who have relocated to Loudoun from Fairfax County indicated that they received good value for

## Section V Communication with Residents

their tax dollar in Loudoun County. Although a smaller percentage (74 percent) from areas outside the metro region felt they received good value for their tax dollar, this is significantly higher than reported in previous surveys.

It appears that many respondents equated Loudoun's quality of life with the value they received from their tax dollar -- 92 percent of respondents who rated Loudoun's quality of life as excellent also felt they received good value for their tax dollar, while only 10 percent of those who gave quality of life a poor rating felt that they received good value for their tax dollar.

### ***Biggest Problem Facing Loudoun***

Not surprisingly, responses to this question were overwhelmingly oriented toward issues of growth. More than 70 percent of all respondents indicated they felt growth and development was the greatest problem in Loudoun. An additional 12 percent indicated that traffic and transportation was the biggest problem.

More than 80 percent of respondents from western Loudoun cited growth and development as the biggest problem facing Loudoun, while 66 percent of respondents from eastern Loudoun felt growth was the major issue.

### ***Best Thing About Loudoun***

One-third of the respondents felt that the single best thing about Loudoun County was its rural character, open space and countryside. Other positive attributes of Loudoun County as indicated in the survey included location and proximity (15 percent), beauty/scenic views (12 percent), friendly people and neighborhood/community (10 percent each).

A higher proportion of western Loudoun respondents cited rural character as Loudoun's best feature (49 percent). More than 20 percent of eastern Loudoun respondents felt that their close proximity to shopping and other amenities was Loudoun's best characteristic.

The County Administrator has identified improving communication between the county government and residents as one of his most important goals. To help develop strategies for improving communication, the survey asked several questions to find out which media are currently used by individuals in the county to obtain information about county programs and services. With the ongoing development of communications technologies, such as the Internet, information kiosks, and automated telephone systems, it was also desirable to find out which of these technologies residents would like to use to receive information about the

county.

The major source of information about the County was from newspapers. Ninety-two percent of respondents indicated that they receive information about the county from newspapers, including the Loudoun Times-Mirror (52 percent), Leesburg Today (35 percent), Washington Post (25 percent), Loudoun Easterner (22 percent), and Eastern Loudoun Times (16 percent).

Additional information sources included word-of-mouth (59 percent), Parks and Recreation brochures (53 percent), and cable television (35 percent). Although only 16 percent indicated they received information from the County's website, usage of the Internet for County information is likely to increase as more materials are available online.

When asked how they would like to receive information, more than 66 percent indicated that they would like a County newsletter mailed to their home. Forty-five percent would use the County's website and 34 percent would like additional coverage on cable television.

## Section VI Conclusions

As with the *1995 and 1997 Surveys*, the 1999 survey confirms some previous demographic characteristics about Loudoun households and provides updated information about opinions of Loudoun residents. The recurrent theme in Loudoun County is growth. Growth is identified by some as an opportunity, but by many others as the biggest problem facing Loudoun County. As Loudoun continues to see tremendous population growth, our decision makers will continue to balance issues such as quality of life and value for tax dollars.

The survey presents much good news about the provision of quality services to the residents of Loudoun. The use of County services is far reaching in the community and user satisfaction is very high. Residents feel safe in their neighborhoods and are positive about the quality of their community. Newcomers to Loudoun County compare Loudoun favorably to other jurisdictions in the Washington metro area and across the country.

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



Appendix A.  
1999 Survey of Loudoun County Residents

**SURVEY OF LOUDOUN COUNTY RESIDENTS**  
**FGI Study #366-5003 - November 1999**

**Introduction**

Hello, this is \_\_\_\_\_ from FGI Research. May I please speak with the male or female head of household 18 years of age or older who is now at home?

**[When HH is on-line, say]**

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

1 Are you a resident of Loudoun County?

1. Yes (**CONTINUE**)
2. No (**TERMINATE CALL**)
3. /Na/RF

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

1	20105	Aldie	19	20158	Hamilton
2	20107	Arcola	20	20159	Hamilton
3	20117	Middleburg	21	20160	Lincoln
4	20118	Middleburg	22	20164	Sterling
5	20122	Chantilly	23	20165	Sterling
6	20129	Paeonian Springs	24	20166	Sterling
7	20130	W. Loudoun	25	20175	Leesburg
8	20131	Philomont	26	20176	Leesburg
9	20132	Purcellville	27	20177	Leesburg
10	20134	Purcellville	28	20178	Leesburg
11	20135	Bluemont	29	20180	Lovettsville
12	20141	Round Hill	30	20184	Upperville
13	20142	Round Hill	31	20185	Upperville
14	20146	Ashburn	32	20197	Waterford
15	20147	Ashburn	33	22066	Great Falls Forest
16	20148	Ashburn	34	Other ZIP Code ( <b>TERMINATE &amp; GO TO ZIP CLOSE</b> )	
17	20151	Chantilly/Fairfax	35	Don't Know/No Answer/Ref. ( <b>TERMINATE</b> )	
18	20152	Chantilly/Fairfax			

Appendix A.  
1999 Survey of Loudoun County Residents

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

1. Townhouse or duplex
2. Single family home
3. Apartment or condo
4. Other **(SPECIFY)**
5. Don't Know/No Answer/Refused

4. Do you rent or own your home?

1. Rent
2. Own
3. Don't Know/No Answer/Refused

5. How many years have you lived in Loudoun County? **[WHOLE NUMBERS ONLY]**  
\_\_\_\_\_ years **[ENTER "99" FOR DON'T KNOW : LESS THAN 1**  
**YEAR= 1] RANGE 1-98**

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

1. Yes **(GO TO Q6)**
2. No **(GO TO Q8)**
3. DK/NA **(GO TO Q8)**

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

1. Alexandria City, VA
2. Arlington County, VA
3. Prince William County, VA (includes Manassas and Manassas Park)
4. Fairfax County, VA (includes Fairfax and Falls Church cities)
5. Frederick County, MD
6. Montgomery County, MD
7. Washington, DC
8. Other city or county in Metro DC area
9. A city or county outside the Metro DC area
10. Have always lived in Loudoun County
11. Don't Know/No Answer/Refused

Appendix A.  
1999 Survey of Loudoun County Residents

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

1. Schools or community services
2. Housing affordability
3. Location of work site
4. Taxes
5. Quality of overall community
6. Family considerations
7. Rural character/beauty
8. Other (specify) \_\_\_\_\_
9. Don't Know/No Answer/Refused

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

1. Very safe
2. Safe
3. Unsafe
4. Very unsafe
5. Don't Know/No Answer/Refused

9a. How many people live in your household?

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

9b. What are their ages?

- Age \_\_\_\_\_ [a]  
Age \_\_\_\_\_ [b]  
Age \_\_\_\_\_ [c]  
Age \_\_\_\_\_ [d]  
Age \_\_\_\_\_ [e]  
Age \_\_\_\_\_ [f]  
Age \_\_\_\_\_ [g]  
Age \_\_\_\_\_ [h]

**[RANGE 1 – 98, DK=99]**

Appendix A.  
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10a. Now I'd like ask about your household employment. Is **the (insert from 9b if 14 or more years)** old person employed full time, part time, or not employed? **REPEAT q10 FOR EVERY PERSON 14 YEARS OF AGE OR OLDER AT 9b**

1. Fulltime
2. Part time
3. Not employed
4. DK/NA/REF

**ASK q10b FOR EACH EMPLOYED PERSON FROM Q10**

10b. In which of the following counties or cities is the (insert age of person from q10) person employed?  
**[READ LIST]**

1. Alexandria City, VA
2. Arlington County, VA
3. Prince William County, VA (includes Manassas)
4. Fairfax County, VA (includes Fairfax and Falls Church cities)
5. Frederick County, MD
6. Montgomery County, MD
7. Washington, DC
8. Other city or county in Metro DC area
9. A city or county outside the Metro DC area
10. Loudoun County, VA
11. Don't Know/No Answer/Refused/No More Apply

**IF 10A=1 AND 10B=10 ASK**

10c. **[ASK ONLY IF A FAMILY MEMBER WORKS FULL-TIME IN LOUDOUN COUNTY]**  
How many members of your family work full-time in a business based in your home?

11a. **[For each person 5 - 18 years in 9b ask]** How many of the school age children in your household attend public school?

\_\_\_\_\_ Children in Public School      **[ENTER "99" FOR DON'T KNOW] RANGE 0-8**

11b. **[For each person 5 - 18 years in 9b ask]** How many of the school age children in your household attend private school?

\_\_\_\_\_ Children in Private School      **[ENTER "99" FOR DON'T KNOW] RANGE 0-8**

11c. **[For each person 5 - 18 years in 9b ask]** How many of the school age children in your household are schooled at home?

\_\_\_\_\_ Children Schooled at Home      **[ENTER "99" FOR DON'T KNOW] RANGE 0-8**

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12. For each major service I read, please answer "YES" or "NO" if someone in your household has used the service within the past 2 years. Has anyone used...? **[RANDOMIZE]**

- a. The Public schools
- b. The Parks and recreation facilities or senior services
- c. The Public libraries
- d. The Sheriff's Office
- e. The Building and development services
- f. The Fire and Rescue services
- g. The Mental health, mental retardation or substance abuse services

- 1. Yes
- 2. No
- 3. Ref/Na/Ref

12a. Please tell me if you are very satisfied, satisfied, dissatisfied, or very dissatisfied with [INSERT NAME OF SERVICE USED FROM Q12], or have no opinion of the service.

- 1. Very satisfied
- 2. Satisfied
- 3. Dissatisfied
- 4. Very dissatisfied
- 5. Have no opinion of the service
- 6. Don't Know/No Answer/Refused

13. [If respondent answered "dissatisfied" or "very dissatisfied" to any services in previous question]  
How can [name service from 12a] be improved?

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

- 1. Yes
- 2. No
- 3. Not sure/Don't Know/No Answer/Refused

Appendix A.  
1999 Survey of Loudoun County Residents

15a. In which of the following ways do you receive information about Loudoun County programs and services? **[Accept all answers.] [READ LIST]**

1. Newspapers
2. WAGE Radio
3. Cable Television
4. County Website on Internet
5. Public libraries
6. Guide to Services in Loudoun County
7. Parks and Recreation brochure
8. Public meetings
9. Word of mouth
10. Other (please specify): \_\_\_\_\_
11. Other (please specify): \_\_\_\_\_
12. Other (please specify): \_\_\_\_\_
13. Other (please specify): \_\_\_\_\_
14. Don't Know/No Answer/Refused

15b. **[If PUNCH 1 IN 15A ASK]** In what newspapers do you get information about Loudoun County programs and services? **[Do not read list. Mark all appropriate answers.]**

1. Loudoun Times-Mirror
2. Leesburg Today
3. Loudoun Easterner
4. Eastern Loudoun Times
5. Observer
6. Blue Ridge Leader
7. Washington Post
8. EIR News
9. Other (please specify): \_\_\_\_\_
10. Other (please specify): \_\_\_\_\_
11. Other (please specify): \_\_\_\_\_
12. Other (please specify): \_\_\_\_\_

16. If information about county services were available through the following sources, which would you use? **[READ LIST]**

1. Quarterly County newsletter mailed to your home
2. Annual report mailed to your home
2. County Website on Internet
3. Telephone information system
4. Information kiosks in public places
5. Cable television
6. Don't Know/No Answer/Refused

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

1. Growth/development (too much, too fast, not planned well)
2. Schools (too crowded, not enough, not safe enough)
3. youth activities (too few, gang problems)
4. Taxes (too high, tax wrong things)
5. Traffic/Transportation (roads too crowded, lack of public trans.)
6. Adequate services (not enough, not right kind)
7. (General) Government
8. Other (please list)
9. Ref/Na/Ref

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

1. Rural/open/country
2. People/friendly/personal
3. Location/proximity (to shopping, to major city, etc.)
4. Neighborhood/community (size, design, offerings)
5. Beauty/scenic views
6. Schools (quality, safety, etc.)
7. Safe/safety (of county, communities)
8. Tax rate
9. Environment/cleanliness
10. Affordability
11. Other (list below)
12. Ref/Na/Ref

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

1. Excellent
2. Good
3. Fair
4. Poor
5. Don't Know/No Answer/Refused

20. Do you or any other members of your household use a computer at home, at a workplace, or at school, on at least an occasional basis?

1. Yes
2. No **(GO TO Q23)**
3. Don't know/Refused **(GO TO Q23)**

Appendix A.  
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**IF RESPONDENT ANSWERED 1' YES ASK:**

21. Do you or they ever use a computer at home, work, or school to connect with the Internet, with information services such as America Online or Prodigy, or to get electronic mail (E-mail)?

1. Yes
2. No (**GO TO Q23**)
3. Don't know/Refused (**GO TO Q23**)

**IF RESPONDENT ANSWERED 1' YES, ASK:**

22. Where do you or they use a computer? Is it at home, work, school, or somewhere else?

**(ACCEPT ALL THAT APPLY)**

1. Home
2. Work
3. School
4. Somewhere else
5. Don't know/Refused"

**DEMOGRAPHICS**

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

1. American Indian [includes Alaskans]
2. Asian [includes Pakistanis, Indians or Pacific Islanders]
3. Black [includes Jamaicans, Bahamians & other Caribbeans or Africans but not Hispanic or Arabian descent]
4. Hispanic [includes persons of Mexican, Puerto Rican, Central or South American or Spanish origin or culture]
5. White [includes Arabian]
6. Don't Know/No Answer/Refused

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

1. Under \$10,000
2. \$10,001 to \$30,000
3. \$30,001 to \$50,000
4. \$50,001 to \$75,000
5. \$75,001 to \$100,000
6. \$100,001 to \$150,000
7. Over \$150,000
8. Don't Know/No Answer/Refused

Thank you very much for your help!

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