

2005 Survey of Loudoun Residents



March 2006

Public Information Office
County of Loudoun
1 Harrison Street, S.E.
P.O. Box 7000
Leesburg, VA 20177

Table of Contents

Executive Summary	3
Section I. Introduction	5
Section II. Demographic Characteristics of Respondents	7
Section III. Usage and Satisfaction with Selected County Services	10
Section IV. Opinions of Loudoun Residents	13
Section V. Conclusions	15
Appendix A. 2005 Survey Instrument	
Appendix B. Frequency Responses	
Appendix C. Comparison of Selected Responses	

2005 Survey of Loudoun Residents Executive Summary

A telephone survey of 1,000 Loudoun County residents was conducted in November 2005 to update demographic information and obtain residents' opinions concerning key issues. Similar surveys were conducted in 1995, 1997, 1999, 2001, and 2002, affording the opportunity to analyze changes over time for a few specific variables. Key findings are as follows:

Demographics

Survey responses indicated that Loudoun's demographic profile is still changing. Loudoun County is becoming more ethnically diverse and more affluent.

- 25 percent of the respondents have lived in Loudoun for three years or less (down from 33 percent in 2002). 36 percent indicated that they have lived in Loudoun for four to ten years.
- As in past years, the majority of new Loudoun residents relocated from Fairfax County (42 percent), followed closely by residents moving to Loudoun from outside the Washington, D.C. area (39 percent).
- Respondents indicated that their major reason for relocating to Loudoun was location of work site (31 percent), followed by housing affordability (26 percent) and family considerations (14 percent). (Loudoun's rural character was the 3rd most frequent answer in 2002).
- Nearly half of the surveyed households – 49 percent – reported an annual household income above \$100,000.
- 93 percent of respondents reported that English is the primary language spoken in their household. Two percent of households reported that Spanish is the primary language spoken in the home.

Usage and Satisfaction with Selected County Services

Of the surveyed households:

- 98 percent indicated that someone in their household had used at least one of the designated services during the past two years.
- 98 percent reported satisfaction with fire and rescue services.
- 95 percent expressed satisfaction with public libraries.
- 94 percent were satisfied with parks and recreation facilities.
- 90 percent reported satisfaction with the public schools.

Opinions about key issues

Of the surveyed households:

- 98 percent felt safe in their neighborhoods.
- 91 percent rated Loudoun's quality of life as good or excellent.
- Over 75 percent said that Loudoun County provides good value for the tax dollar.
- About 48 percent identified Loudoun's single biggest problem as growth and development.
- The second leading issue identified as Loudoun County's biggest problem was traffic/transportation. Over 42 percent of the households identified traffic/transportation as the central issue.
- 24 percent of households surveyed felt that the single best thing about Loudoun is its rural character and countryside.
- The second leading choice identified as the single best thing about Loudoun is its location/proximity

Information sources and Internet access

Surveyed households were asked how they receive information about county programs and services. They were also asked if they have access to the Internet in their home, what type of connection they have, and whether any member of their household telecommutes.

- 86 percent of respondents reported that they receive information about county programs and services from newspapers. 42 percent said they receive information from the *Loudoun Times-Mirror*, 38 percent from *Leesburg Today*, 29 percent from the *Loudoun Easterner*, and 28 percent from the *Washington Post*.
- 90 percent of households reported that they have access to the Internet in their home. 33 percent have cable broadband service from Adelphia, 30 percent have a dial-up connection, and 23 percent have Verizon DSL.
- 20 percent of respondents reported that someone in their household telecommutes.

Section I. Introduction

Purpose and Scope

In November 2005, 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 of Loudoun County residents that were obtained in similar surveys conducted in 1995, 1997, 1999, 2001, and 2002;
- To find out critical information about the users of specific county services and their satisfaction with those services; and
- To provide the Board of Supervisors with additional input from residents regarding key issues and programs as it addresses strategic initiatives and plans for Loudoun County.

Methodology

The 2005 Survey of Loudoun Residents was designed to be a telephone survey, approximately 10 minutes in duration, that would provide key demographic and attitudinal information. A marketing research firm, Decision Data Collection, Inc., was retained to conduct the telephone survey of Loudoun households.

The survey instrument, modeled on previous Loudoun County surveys, was modified slightly to reflect current information needs and was further reviewed by Decision Data Collection's statistical experts. Upon completion of the survey, Decision Data Collection provided the data directly to Loudoun County for tabulation and analysis.

The survey solicited responses from a stratified random sample of 1,000 Loudoun County households. This represents approximately 1.1 percent of all households in Loudoun County and indicates that the data should be within +/- 3.1 percent at the 95 percent confidence level.

Decision Data Collection was able to achieve an extremely high cooperation level of 76.5 percent from Loudoun residents. This indicates a strong willingness on the part of Loudoun County citizens to communicate with the county government and Board of Supervisors about important issues.

For the first time, a Spanish language survey option was available in 2005 for those who requested it. Eight people requested and completed the survey in Spanish.

Report Organization

The focus of this report is to summarize key responses about county services and to highlight important information that may be helpful to the Board of Supervisors in policy and budget development.

This report is divided into five sections that reflect the key purposes of the survey.

- Section I introduces the report and discusses the background and methodology.
- Section II provides a brief overview of key demographic characteristics of the survey respondents, and the ways in which they receive information about county programs and services. This section also discusses household access to the Internet and the language spoken in the household.
- Usage patterns and satisfaction levels for each of the designated services are discussed in Section III.
- Section IV summarizes general opinions regarding how residents feel about Loudoun.
- Conclusions drawn from the survey are discussed in Section V.
- 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, 1999, 2001, 2002, and 2005 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 2000 Census. According to the Census Bureau, Loudoun County's population increased by 97 percent (to 169,599) from 1990 to 2000. From 2000 to 2004, the county's population increased by another 41 percent, to 239,156.

Survey research provides an opportunity to collect other demographic information for comparison with historic trends and for benchmarking with projections. Many of the demographic questions in the survey were also asked in the 1995, 1997, 1999, 2001 and 2002 Surveys of Loudoun Residents. This provides a baseline for evaluating trends, as well as a measure for assessing the reliability of survey responses.

Location of Respondents

One-half of the households surveyed were in the eastern Loudoun zip codes of Ashburn, Sterling, Potomac Falls, South Riding, Dulles, Chantilly, and Great Falls. Twenty-five percent lived in the Leesburg zip code area and the remaining 25 percent resided in the western Loudoun zip codes. This distribution is reasonably consistent with other population estimates of Loudoun County. In addition, this is proportionate to the distribution of respondents who participated in previous 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 2000 Census for Loudoun County.

Racial/Ethnic Characteristics

Eighty-one percent of the respondents classified their race as white. This is slightly lower than the previous surveys as well as the 2000 Census counts, which report an 83 percent white population. The black population represented five percent of the respondents and five percent of respondents were Hispanic, which is lower than 2000 Census counts of seven percent and six percent respectively. Asians accounted for seven percent of the respondents, which is slightly higher than 2000 Census counts.

Income

Nearly half of Loudoun County households surveyed – 49 percent – reported an annual household income above \$100,000. This included households with an annual household income between \$100,001 and \$150,000 (29 percent of all respondents) and those with an annual household income over \$150,000 (20 percent of respondents).

Another 19 percent reported a household income between \$75,000 and \$100,000. These figures are higher than incomes reported in previous surveys.

Housing Characteristics

Sixty-eight percent of households surveyed lived in single-family detached housing, 21 percent lived in townhomes or duplex units, and 10 percent lived in multi-family units. The current estimate of housing distribution in Loudoun County is 53 percent single-family detached, 27 percent townhomes, and 20 percent multi-family units. Eighty-seven percent of respondents owned their home, which is higher than 2000 Census counts for home ownership patterns (79 percent).

Length of Residence

Twenty-five percent of households surveyed have lived in Loudoun for three years or less, which is lower than in 2002 (32 percent). Thirty-six percent have lived in Loudoun for four to ten years which is higher than 2002 (31 percent). Thirty-nine percent have lived in Loudoun for more than ten years.

Prior Residence

Only seven percent of survey respondents were born in Loudoun County (down from nine percent in 2002). Ninety-three percent of respondents indicated that they moved to Loudoun from somewhere else. As in past years, the majority (42 percent) moved to Loudoun from Fairfax County. Thirty-nine percent relocated to Loudoun from areas outside of the Washington, D.C. metro region. These figures are consistent with those obtained in previous surveys.

Reason for Locating in Loudoun

Several factors have been found to be consistently important for households when making the decision to relocate to Loudoun County.

Since 1995, the top two factors influencing the decision to locate in Loudoun continue to be location of work site and housing affordability. In 2005, 31 percent cited location of work site as the most important factor in the decision to locate in Loudoun, and 26 percent cited housing affordability as the most important factor. These responses reflect the growing importance of Loudoun's employment base as well as Loudoun's competitive housing prices. In addition, 14 percent of respondents indicated that they were influenced by family considerations, which is different from the 2002 survey in which an appreciation for the rural character of Loudoun was the third most popular factor cited by respondents, with 17 percent. In 2005, only 9 percent of those surveyed cited Loudoun's rural character as the most important factor in the decision to locate in Loudoun County.

Responses to this question also differed across the county by location. In both central Loudoun (35 percent) and western Loudoun (34 percent), the greatest percentage

of households indicated that location of work site was the most important location factor. Housing affordability was the most important factor cited by respondents in eastern Loudoun (34 percent). In 2002, western Loudoun respondents cited rural character as the most important factor (29 percent).

Employment

The survey asked respondents how many members of their household worked full-time and how many worked part-time, as well as where they worked. Of 1,317 full-time employees in the households surveyed, 46 percent worked in Loudoun County (up from 41 percent in 2002) and 34 percent worked in Fairfax County (down slightly from 36 percent). Of 224 part-time employees, 76 percent worked in Loudoun (compared to 75 percent in 2002) and 17 percent in Fairfax County (down from 19 percent).

Nearly 10 percent of the full-time employees worked in a business based in their home, a slight increase from 2002 (nine percent).

Telecommuting and Broadband Access

Twenty percent of respondents indicated that someone in their household telecommutes. Ninety percent of households also reported having access to the Internet in their home. Of those that indicated they had Internet access in their homes, 33 percent said they used Adelphia's cable broadband service, 30 percent used a dial-up connection, and 23 percent used Verizon DSL.

Information Sources about County Programs and Services

Eighty-six percent of respondents indicated that they receive information on county programs and services through newspapers. The top newspapers named were the *Loudoun Times-Mirror* (42 percent of all respondents), *Leesburg Today* (38 percent), *Loudoun Easterner* (29 percent), and *The Washington Post* (28 percent).

After newspapers, the second most frequently cited information source was the Parks and Recreation Brochure (47 percent). Other information sources were "word of mouth" (46 percent), the Loudoun County website (38 percent), public libraries (28 percent), the Guide to Services in Loudoun County (26 percent), cable television (21 percent), public meetings (12 percent), and WAGE radio (11 percent).

Respondents were also asked to indicate the primary language spoken in their household. Ninety-three percent of respondents reported English as the primary language spoken in their household. Two percent speak Spanish, and 0.5 percent each speak Farsi/Persian, Urdu, Hindi, Punjabi, and Telugu.

In 2005, the survey was also offered for the first time in Spanish for those who requested it. Eight respondents completed the survey in Spanish.

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

An important function of a quality services program is measuring the level of customer satisfaction with the services provided.

Since 1992, the Loudoun County Government has measured citizen satisfaction by means of a Service Response Card system, in which customers are encouraged to complete response cards indicating their level of satisfaction with the service provided. Many individual departments and agencies have also conducted surveys of their own customers. The response card system and some of the departmental surveys have been “self-selecting,” meaning that the sample of customers surveyed has not been truly random. These surveys have nonetheless been extremely useful in providing information about the quality of county services.

To supplement the information received through these methods, it is highly useful to periodically survey a random sample of households to find out how many are using certain services, and how they would rate their level of satisfaction with those services. A truly random sample provides a more accurate evaluation of the quality of county services as rated by the residents who use them.

Use of County Services

For eight service categories – building and development services, fire and rescue services, mental health/mental retardation/substance abuse services (MH/MR/SAS), parks and recreation, senior services, public libraries, public schools, and the 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, they were asked additional questions about their satisfaction with that service. If they had not used the service, they skipped any additional questions regarding that service and proceeded to the next question.

Of the 1,000 surveyed households, 98 percent indicated that someone in their household had used at least one of the designated services during the last two years (up from 92 percent in 2002). The following discussion summarizes, by service type, the characteristics of the responses. For some services, such as fire and rescue, senior services and the Sheriff’s Office, the number of users constituted a smaller percentage of the sample surveyed than for other services such as public libraries and public schools, which serve a broader population on a more consistent basis.

In general, satisfaction levels with county services were similar to those obtained in the 1995, 1997, 1999, and 2002 surveys. The 2001 survey did not ask respondents to describe their satisfaction with any county services.

Building and Development Services

Only 14 percent of respondents indicated that they had used building and development services in the past two years. Of the respondents who had used building and development services, 79 percent were satisfied or very satisfied with the services they used (up from 76 percent in 2002).

Fire and Rescue Services

Fifteen percent of respondents had used fire and rescue services in the past two years. Ninety-eight percent of those who used fire and rescue services were satisfied or very satisfied with the quality of service.

MH/MR/SAS

Only three percent of those surveyed had used MH/MR/SAS in the past two years. Ninety percent of respondents who used these services were satisfied or very satisfied (up from 82 percent in 2002).

Parks and Recreation Facilities

Use levels for parks and recreation facilities were high. Sixty-six percent of all respondents had used parks and recreation facilities in the past two years. Ninety-four percent of respondents who used parks and recreation facilities rated their level of satisfaction as either satisfied or very satisfied.

Senior Services

Six percent of respondents reported using senior services in the past two years. Of the respondents who used senior services, 93 percent were satisfied or very satisfied with the services they used (up from 83 percent in 2002).

Public Libraries

Seventy-six percent of all respondents indicated that they had used the public libraries within the past two years. The level of user satisfaction with the public library services was very high. Ninety-five percent of respondents who used the public libraries were either satisfied or very satisfied.

Sheriff's Office

Only 22 percent of those surveyed have used the services of the Sheriff's Office in the past two years. Eighty-nine percent of respondents who have used the Sheriff's Office services indicated they were satisfied or very satisfied with the services they received.

Public Schools

Over 45 percent of households surveyed reported using the public schools within the past two years. Ninety percent of those who had used the public schools reported that they were either satisfied or very satisfied (down from 94 percent in 2002).

Section IV. Opinions of Loudoun Residents

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

A scientific telephone survey using a random sample of households is an excellent way for Loudoun County policymakers to obtain an accurate representation of the opinions and needs of residents in different parts of the county. This survey will aid the Board of Supervisors in making informed decisions when reviewing the county's fiscal plan.

The following discussion summarizes responses to several questions that addressed residents' opinions regarding key elements of living in Loudoun, and important issues facing residents of Loudoun County.

Safety in Neighborhood

Ninety-eight percent of respondents indicated that they felt "safe" or "very safe" in their neighborhoods. These findings in 2005 were consistent with past survey years. Only 2 percent of respondents reported feeling "unsafe" and none reported feeling "very unsafe."

Overall Quality of Life

In 2005, respondents rated the quality of life in Loudoun positively. Ninety-one percent indicated that they would rate the overall quality of life in Loudoun County as "good" or "excellent." This is down somewhat from 95 percent in 2002 and 93 percent in 2001.

Value for the Tax Dollar

Seventy-five percent of respondents indicated that they believe Loudoun County provides good value for the tax dollar. This is down from 82 percent in 2002 and 80 percent in 2001.

In the 2005 survey, 83 percent of respondents from eastern Loudoun felt they received good value for their tax dollar, compared with 68 percent from western Loudoun and 67 percent from central Loudoun.

Biggest Problem Facing Loudoun

Responses to this question were predominantly oriented toward issues of growth, development and transportation. Forty-eight percent of respondents indicated that they

felt growth and development was the greatest problem in Loudoun (down from 53 percent in 2002). An additional 42 percent indicated that they thought traffic and transportation was the biggest problem (up from 28 percent in 2002). No other response exceeded eight percent.

Best Thing about Loudoun

Twenty-four percent of respondents felt that the single best thing about Loudoun County was its rural character, open space and countryside (down from 32 percent in 2002). Other positive attributes of Loudoun County, as indicated in the survey, included location and proximity to shopping and the city (22 percent in 2005, up from 15 percent in 2002), neighborhood/community (15 percent), and beauty/scenery (11 percent).

Section V. Conclusions

As with the 1995, 1997, 1999, 2001, and 2002 surveys, the 2005 survey develops a demographic profile of Loudoun households and provides updated information about opinions of Loudoun residents. Though the profile is diversifying, opinions from previous surveys are generally consistent with the 2005 findings.

One recurring theme in Loudoun County is growth. Growth is identified by some as an opportunity, and by others as the biggest problem facing Loudoun County. Traffic and transportation problems continue to rank second on the list of problems facing Loudoun County and are rapidly increasing in importance to residents.

Residents continue to feel safe in their neighborhoods, good about the value of their tax dollars and positive about the overall quality of life in their community.

As diversity increases in Loudoun County, disseminating important information about county programs and services to residents will be increasingly challenging. Language and culture barriers will have to be overcome by the county government in order to adequately serve all of the residents of Loudoun.

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

Appendix A

SURVEY OF LOUDOUN COUNTY RESIDENTS

November 2005

Introduction

Hello, this is _____ calling on behalf of the Loudoun County government. I need to speak with the male or female head of the household. Would that be you?

[When HH is on-line, say]

Decision Data Collection is a national opinion research firm. We have been retained by the Loudoun County government to conduct a 5-minute survey of Loudoun County residents regarding 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.

S-1. First, what is your age? Is it...

1. under 18
2. 18 to 24
3. 25 to 34
4. or 35 or older?
5. REFUSED... (TERMINATE CALL, NQ/AGE)

1 Are you a resident of Loudoun County?

1. Yes (CONTINUE)
2. No (TERMINATE CALL/NQ1)
3. DK/NA/RF

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

1	20105	Aldie	19	20159	Hamilton
2	20107	Arcola	20	20160	Lincoln
3	20117	Middleburg	21	20163	Dulles/Sterling
4	20118	Middleburg	22	20164	Sterling
5	20129	Paeonian Springs	23	20165	Sterling
6	20130	W. Loudoun	24	20166	Sterling
7	20131	Philomont	25	20175	Leesburg
8	20132	Purcellville	26	20176	Leesburg
9	20134	Purcellville	27	20177	Leesburg
10	20135	Bluemont	28	20178	Leesburg
11	20141	Round Hill	29	20180	Lovettsville
12	20142	Round Hill	30	20184	Upperville
13	20146	Ashburn	31	20185	Upperville
14	20147	Ashburn	32	20197	Waterford
15	20148	Ashburn	33	22066	Great Falls Forest
16	20151	Chantilly/Fairfax	34	Other ZIP Code (TERMINATE [NQ2] & GO TO ZIP CLOSE)	
17	20152	Chantilly/Fairfax	35	Don't Know/No Answer/Ref. (TERMINATE)	
18	20158	Hamilton			

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

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

8a. **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

8b. [Ask only if answer to 8a is Unsafe or Very Unsafe] Why do you feel unsafe?

[Do not read list. Mark all appropriate answers.]

1. Gangs
2. Terrorism
3. Break-ins
4. Street Crimes
5. Lack of street patrol
6. Traffic issues
7. Other (specify) _____

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]

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. Full-time
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?

11. **[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**

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
- 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
- h. The senior 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?

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

15. 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

16. 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

17. 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

18a. 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. Anything I haven't mentioned? (please specify): _____
11. Other (please specify): _____
12. Other (please specify): _____
13. Other (please specify): _____
14. Don't Know/No Answer/Refused

18b. [If PUNCH 1 IN 18A 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. Washington Post
5. Observer
6. Blue Ridge Leader
7. Connection
8. Other (please specify): _____
9. Other (please specify): _____
10. Other (please specify): _____
11. Other (please specify) _____

19. Does anyone in your home telecommute?

1. Yes
2. No
3. DK/NA/REF

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

1. Yes
2. No (Skip to Question 19)
3. DK/NA/REF

21. **[If PUNCH 1 IN 16 ASK]** How do you access the Internet? **[Mark all appropriate answers.]**
1. Dial-up connection using a phone line
 2. Adelphia cable
 3. Verizon DSL
 4. Fiber (such as Open Band or Verizon)
 5. Satellite (such as DirecWay)
 6. Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)
 7. Other (please specify)
22. Is English the primary language spoken in your home?
1. Yes
 2. No
 3. Ref/NA
23. **[If PUNCH 2 IN 19 ASK]** What is the primary language spoken in your home? **[Do not read list. Mark all appropriate answers.]**
1. Spanish
 2. German
 3. French
 4. Russian
 5. Chinese
 6. Korean
 7. Thai
 8. Vietnamese
 9. Arabic
 10. Farsi/Persian
 11. Urdu
 12. Hindi
 13. Punjabi
 14. Other (list below)
 15. Ref/Na

DEMOGRAPHICS

24. 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

25. 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.

Appendix B

2005 Survey of Loudoun County Residents

Location of Respondents (Zip Code)

<u><i>Zip Code</i></u>	<u><i>Number</i></u>	<u><i>%</i></u>
Aldie	4	0.4%
Ashburn	240	24.0%
Bluemont	7	0.7%
Chantilly/Fairfax	59	5.9%
Great Falls Forest	6	0.6%
Hamilton	28	2.8%
Leesburg	250	25.0%
Lincoln	3	0.3%
Lovettsville	48	4.8%
Middleburg	14	1.4%
Paeonian Springs	3	0.3%
Philomont	2	0.2%
Purcellville	77	7.7%
Round Hill	45	4.5%
Sterling	195	19.5%
W. Loudoun	1	0.1%
Waterford	18	1.8%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Location of Respondents (by area)

<u><i>Area</i></u>	<u><i>Number</i></u>	<u><i>%</i></u>
Eastern Loudoun	500	50.0%
Central Loudoun	250	25.0%
Western Loudoun	250	25.0%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

S-1

What is your age?

<i>Response</i>	<i>Number</i>	<i>%</i>
18 to 24	12	1.2%
25 to 34	147	14.7%
35 or older	841	84.1%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Question 3.

Which of the following housing types do you live in? (by area)

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Townhouse or duplex	144	54	11	209	20.9%
Single Family home	297	157	230	684	68.5%
Apartment or condo	57	36	9	102	10.2%
Other	2	2	0	4	0.4%
<i>Total</i>	<i>500</i>	<i>249</i>	<i>250</i>	<i>999</i>	<i>100.0%</i>

Question 4.

Do you rent or own your home? (by area)

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Rent	65	36	28	129	13.0%
Own	432	213	222	867	87.0%
<i>Total</i>	<i>497</i>	<i>249</i>	<i>250</i>	<i>996</i>	<i>100.0%</i>

Question 5.

How many years have you lived in Loudoun County? (by area)

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
0 to 3 years	144	67	38	249	24.9%
4 to 10 years	217	84	62	363	36.3%
More than 10 years	139	98	150	387	38.7%
<i>Total</i>	<i>500</i>	<i>249</i>	<i>250</i>	<i>999</i>	<i>100.0%</i>

Question 5a.

Did you move to Loudoun County from somewhere else?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	927	92.8%
No	72	7.2%
<i>Total</i>	<i>999</i>	<i>100.0%</i>

Question 6.

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

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	13	8	6	27	2.9%
Arlington, Va	12	8	8	28	3.1%
Prince William, Va	15	5	13	33	3.6%
Fairfax, Va	238	80	70	388	42.3%
Frederick, Md	2	2	4	8	0.9%
Montgomery, Md	17	6	2	25	2.7%
Washington, DC	3	4	6	13	1.4%
Other Metro DC area	13	8	16	37	4.0%
Outside Metro DC area	165	107	87	359	39.1%
<i>Total</i>	<i>478</i>	<i>228</i>	<i>212</i>	<i>918</i>	<i>100.0%</i>

Question 7.

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

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Schools or community services	34	9	11	54	5.9%
Housing affordability	163	48	28	239	26.0%
Location of work site	135	81	73	289	31.4%
Taxes	9	2	2	13	1.4%
Quality of overall community	22	14	6	42	4.6%
Family considerations	58	31	40	129	14.0%
Rural character/beauty	22	25	35	82	9.0%
Other	35	19	17	71	7.7%
<i>Total</i>	<i>478</i>	<i>229</i>	<i>212</i>	<i>919</i>	<i>100.0%</i>

Question 8a.

How safe do you feel in your neighborhood?

<u>Response</u>	<u>Eastern</u>	<u>Central</u>	<u>Western</u>	<u>Total</u>	<u>%</u>
Very safe	249	138	164	551	55.7%
Safe	227	105	83	415	42.0%
Unsafe	17	4	2	23	2.3%
Very unsafe	0	0	0	0	0.0%
<u>Total</u>	493	247	249	989	100.0%

Question 8b.

Why do you feel unsafe?

<u>Response</u>	<u>Number of Responses</u>	<u>% of responses</u>
Gangs	9	25.0%
Terrorism	1	2.8%
Break-ins	2	5.6%
Street Crimes	11	30.6%
Lack of street patrol	1	2.7%
Traffic issues	1	2.7%
Other	11	30.6%
<u>Total</u>	*36	100.0%

** more than one answer was accepted*

Question 9a.

How many people live in your household?

<i>Response</i>	<i>Number</i>	<i>%</i>
1	115	11.5%
2	279	28.0%
3	192	19.2%
4	263	26.3%
5	105	10.5%
6	32	3.2%
7	10	1.0%
8	3	0.3%
<i>Total</i>	999	100.0%

Question 9b.

What are the ages of the people in your household?

<i>Response</i>	<i>Number of Responses</i>	<i>%</i>
Age 19 and over	2026	66.6%
Age 14 to 18	230	7.6%
Age 5 to 13	534	17.5%
Age 1 to 4	252	8.3%
<i>Total</i>	3,042	100.0%

Question 10a.

Is the () year old person employed full time or part time?

<i>Response</i>	<i>Number</i>	<i>%</i>
Full time	1331	85.4%
Work at home	126 (of 1331)	9.5%
Part time	227	14.6%
<i>Total</i>	<i>1,558</i>	<i>100.0%</i>
Average Workers per household	1.56%	

Question 10b.

In which of the following counties or cities are they employed?

<i>Response</i>	<i>Full Time</i>	<i>%</i>	<i>Part Time</i>	<i>%</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	8	0.6%	1	0.4%	9	0.6%
Arlington, Va	47	3.6%	5	2.2%	52	3.4%
Prince William, Va	13	1.0%	1	0.4%	14	1.0%
Fairfax, Va	450	34.2%	38	17.0%	488	31.7%
Frederick, Md	16	1.2%	1	0.4%	17	1.1%
Montgomery, Md	23	1.7%	1	0.4%	24	1.5%
Washington, DC	95	7.2%	1	0.4%	96	6.2%
Other Metro DC area	26	2.0%	2	1.0%	28	1.8%
Outside Metro DC area	37	2.8%	4	1.8%	41	2.6%
Loudoun County	602	45.7%	170	76.0%	772	50.1%
<i>Total</i>	<i>1,317</i>	<i>100.0%</i>	<i>224</i>	<i>100.0%</i>	<i>1,541</i>	<i>100.0%</i>

Question 10c.

How many members work full-time in a business based in your home? (by area)

<i>Response</i>	<i>Number</i>	<i>%</i>
Eastern Loudoun	45 (of 701)	6.4%
Central Loudoun	42 (of 321)	13.1%
Western Loudoun	39 (of 309)	12.6%
<i>Total</i>	<i>126 (of 1331)</i>	<i>9.5%</i>

Question 11.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes - Age 5 to 13	450 (of 534)	84.3%
No - Age 5 to 13	84 (of 534)	15.7%
Yes - Age 14 to 18	194 (of 230)	84.3%
No - Age 14 to 18	36 (of 230)	15.7%

<i>Overall- Ages 5 to 18</i>		<i>%</i>
Yes	644	84.3%
No	120	15.7%
<i>Total</i>	<i>764</i>	<i>100.0%</i>

Question 12.

Has someone in the household used the county services within the past two years?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	979	97.9%
No	21	2.1%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the public schools?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	223	49.7%
Satisfied	181	40.3%
Dissatisfied	29	6.5%
Very dissatisfied	6	1.3%
No opinion	10	2.2%
<i>Total</i>	<i>449</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the parks and recreation facilities?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	308	46.7%
Satisfied	314	47.7%
Dissatisfied	24	3.6%
Very dissatisfied	4	0.6%
No opinion	9	1.4%
<i>Total</i>	<i>659</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the public libraries?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	411	54.1%
Satisfied	313	41.2%
Dissatisfied	16	2.1%
Very dissatisfied	0	0.0%
No opinion	20	2.6%
<i>Total</i>	<i>760</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the Sheriff's Office?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	91	42.0%
Satisfied	102	47.0%
Dissatisfied	9	4.1%
Very dissatisfied	3	1.4%
No opinion	12	5.5%
<i>Total</i>	<i>217</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the building and development services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	28	20.3%
Satisfied	81	58.8%
Dissatisfied	14	10.1%
Very dissatisfied	9	6.5%
No opinion	6	4.3%
<i>Total</i>	<i>138</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the fire and rescue services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	111	74.0%
Satisfied	36	24.0%
Dissatisfied	2	1.3%
Very dissatisfied	0	0.0%
No opinion	1	0.7%
<i>Total</i>	<i>150</i>	<i>100.0%</i>

Question 12a.

How satisfied are you with the Mental Health, Mental Retardation or Substance Abuse services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	11	36.8%
Satisfied	16	53.3%
Dissatisfied	1	3.3%
Very dissatisfied	1	3.3%
No opinion	1	3.3%
<i>Total</i>	30	100.0%

Question 12a.

How satisfied are you with the senior services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	28	49.1%
Satisfied	25	43.9%
Dissatisfied	2	3.5%
Very dissatisfied	0	0.0%
No opinion	2	3.5%
<i>Total</i>	57	100.0%

Question 14.

Do you feel the county provides good value for the tax dollar? (by area)

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Yes	363	155	151	669	75.3%
No	77	71	71	219	24.7%
<i>Total</i>	<i>440</i>	<i>226</i>	<i>222</i>	<i>888</i>	<i>100.0%</i>

Question 15.

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

<i>Response</i>	<i>Number of Responses</i>	<i>% of respondents</i>
Growth/development	478	47.8%
Schools	44	4.4%
Youth activities	24	2.4%
Taxes	73	7.3%
Traffic/transportation	423	42.3%
Adequate services	12	1.2%
Government	17	1.7%
Other	123	12.3%
<i>Total</i>	<i>1,194 *</i>	<i>119.4% *</i>

**more than one answer was accepted*

Question 16.

What single thing do you like best about Loudoun County?

<i>Response</i>	<i>Number of Responses</i>	<i>%</i>
Affordability	11	1.1%
Beauty/scenic views	109	10.9%
Environment/cleanliness	32	3.2%
Location/proximity	218	21.8%
Neighborhood/community	146	14.6%
People/friendly/personal	78	7.8%
Rural/open/country	238	23.8%
Safety of community	50	5.0%
Schools	74	7.4%
Tax rate	5	0.5%
Other	124	12.4%
<i>Total</i>	<i>1,085 *</i>	<i>108.5%*</i>

**more than one answer was accepted*

Question 17.

How would you rate the overall quality of life in Loudoun County? (by area)

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Excellent	192	83	100	375	37.7%
Good	272	131	128	531	53.4%
Fair	26	31	17	74	7.4%
Poor	6	4	5	15	1.5%
<i>Total</i>	<i>496</i>	<i>249</i>	<i>250</i>	<i>995</i>	<i>100.0%</i>

Question 18a.

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

<i>Response</i>	<i>Number of Responses</i>	<i>% of respondents</i>
Newspapers	856	85.6%
WAGE Radio	118	11.8%
Cable Television	212	21.2%
County Website on Internet	376	37.6%
Public libraries	282	28.2%
Guide to Services	257	25.7%
Parks and Recreation brochure	467	46.7%
Public meetings	122	12.2%
Word of mouth	460	46.0%
Other	54	5.4%
<i>Total</i>	<i>3,204*</i>	<i>100.0%*</i>

**more than one answer was accepted*

Question 18b.

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

<i>Response</i>	<i>Number of Responses</i>	<i>% of respondents</i>
Loudoun Times-Mirror	422	42.2%
Leesburg Today	382	38.2%
Loudoun Easterner	290	29.0%
Washington Post	276	27.6%
Blue Ridge Leader	53	5.3%
Connection	48	4.8%
Observer	31	3.1%
Loudoun Independent	23	2.3%
Purcellville Gazette	16	1.6%
Other	52	5.2%
<i>Total</i>	<i>1,593*</i>	<i>159.3%*</i>

**more than one answer was accepted*

Question 19.

Does anyone in your home telecommute?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	195	19.7%
No	797	80.3%
<i>Total</i>	<i>992</i>	<i>100.0%</i>

Question 20.

Do you have access to the Internet in your home?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	894	89.5%
No	105	10.5%
<i>Total</i>	<i>999</i>	<i>100.0%</i>

Question 21.

How do you access the Internet?

<i>Response</i>	<i>Number of Responses</i>	<i>%</i>
Dial-up connection	267	30.0%
Adelphia cable	293	32.9%
Verizon DSL	204	22.9%
Fiber	25	2.8%
Satellite	22	2.5%
Wireless	65	7.3%
Other	14	1.6%
<i>Total</i>	<i>890</i>	<i>100.0%</i>

Question 22.

Is English the primary language spoken in your home?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	925	92.7%
No	73	7.3%
<i>Total</i>	<i>998</i>	<i>100.0%</i>

Question 23.

What is the primary language spoken in your home?

<i>Response</i>	<i>Number of Responses</i>	<i>%</i>
Spanish	22	2.2%
Farsi/Persian	5	0.5%
Urdu	5	0.5%
Hindi	5	0.5%
Telugu	5	0.5%
Vietnamese	4	0.4%
Indian	4	0.4%
Tamil	3	0.3%
Indonesian	2	0.2%
Punjabi	2	0.2%
Arabic	2	0.2%
Chinese	2	0.2%
German	2	0.2%
Other	10	1.0%
<i>Total</i>	<i>73</i>	<i>7.3%</i>

Question 24.

With which racial or ethnic group do you identify?

<i>Response</i>	<i>Number of Responses</i>	<i>%</i>
American Indian	12	1.2%
Asian	74	7.4%
Black	52	5.2%
Hispanic	49	4.9%
White	814	81.3%
<i>Total</i>	<i>*1,001</i>	<i>100.0%</i>

**more than one answer was accepted*

Question 25.

What is your total household income before taxes?

<i>Response</i>	<i>Eastern</i>	<i>Central</i>	<i>Western</i>	<i>Total</i>	<i>%</i>
Under \$10,000	3	2	5	10	1.2%
\$10,001 to \$30,000	21	12	17	50	5.8%
\$30,001 to \$50,000	55	20	17	92	10.6%
\$50,001 to \$75,000	57	31	35	123	14.2%
\$75,001 to \$100,000	79	45	42	166	19.2%
\$100,001 to \$150,000	129	48	70	247	28.6%
Over \$150,000	85	50	41	176	20.4%
<i>Total</i>	<i>429</i>	<i>208</i>	<i>227</i>	<i>864</i>	<i>100.0%</i>

**Appendix C.
Selected Questions from Past Surveys of Loudoun Residents**

What single factor most influenced your decision to move to Loudoun County?

Response	2005	2002	2001	1999	1997	1995
Schools or community services	5.9%	4.7%	4.0%	4.8%	3.1%	2.2%
Housing affordability	26.0%	24.0%	23.6%	18.6%	23.5%	23.6%
Location of work site	31.4%	28.6%	32.4%	28.9%	28.6%	23.7%
Taxes	1.4%	1.7%	1.6%	3.6%	5.3%	5.1%
Quality of overall community	4.6%	3.9%	6.0%	6.2%	5.6%	4.6%
Family considerations	14.0%	11.7%	13.1%	11.6%	12.5%	17.8%
Rural character/beauty	9.0%	17.3%	16.6%	17.4%	15.2%	13.6%
Other	7.7%	8.2%	2.8%	9.0%	6.2%	9.4%
Total	100%	100%	100%	100%	100%	100%

How safe do you feel in your neighborhood?

Response	2005	2002	2001	1999	1997	1995
Very Safe	55.7%	55.7%	61.4%	56.8%	51.6%	52.6%
Safe	42.0%	41.5%	36.7%	40.6%	44.8%	44.6%
Unsafe	2.3%	2.7%	1.5%	2.3%	2.7%	2.2%
Very Unsafe	0.0%	0.1%	0.4%	0.3%	0.9%	0.6%
Total	100%	100%	100%	100%	100%	100%

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

Response	2005	2002	2001	1999	1997	1995
Excellent	37.7%	44.4%	41.5%	43.2%	36.1%	34.5%
Good	53.4%	50.2%	51.9%	50.5%	57.3%	56.9%
Fair	7.4%	4.5%	6.1%	5.2%	6.4%	7.2%
Poor	1.5%	0.9%	0.5%	1.1%	0.2%	1.4%
Total	100%	100%	100%	100%	100%	100%

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

Response	2005	2002	2001	1999	1997	1995
Yes	75.3%	81.8%	80.4%	75.1%	71.8%	78.4%
No	24.7%	18.2%	19.6%	16.5%	28.2%	21.6%
Total	100%	100%	100%	100%	100%	100%

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

Response	2005	2002	2001	1999	1997	1995
Newspapers	85.6%	87.7%	n/a	92.7%	93.4%	n/a
Radio	11.8%	12.9%	n/a	12.5%	12.4%	n/a
Cable Television	21.2%	24.4%	n/a	34.9%	42.6%	n/a
Parks and Recreation Brochure	46.7%	41.7%	n/a	53.2%	44.7%	n/a
Public Libraries	28.2%	24.9%	n/a	31.3%	31.4%	n/a
Guide to Services in Loudoun County	25.7%	23.9%	n/a	25.6%	27.1%	n/a
County Website on Internet	37.6%	33.0%	n/a	16.3%	9.1%	n/a
Public Meetings	12.2%	12.9%	n/a	12.5%	19.1%	n/a
Word of Mouth	46.0%	43.5%	n/a	59.0%	60.3%	n/a
Other	5.4%	6.7%	n/a	3.2%	0.4%	n/a
Total	*	*	n/a	*	*	n/a

**more than one answer was accepted*

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

Response	2005	2002
Growth/Development	47.8%	53.3%
Schools	4.4%	4.6%
Youth Activities	2.4%	0.2%
Taxes	7.3%	6.0%
Traffic/Transportation	42.3%	27.5%
Adequate services	1.2%	0.4%
Government	1.7%	0.6%
Other	12.3%	12.8%
Total	119.4%*	105.4%*

**more than one answer was accepted*

What single thing do you like best about Loudoun County?

Response	2005	2002
Rural/Open/Country	23.8%	32.2%
People/Friendly/Personal	7.8%	8.6%
Location/Proximity	21.8%	15.1%
Neighborhood/Community	14.6%	11.3%
Beauty/Scenic Views	10.9%	10.7%
Schools	7.4%	5.7%
Safe/Safety	5.0%	3.6%
Tax Rate	0.5%	0.8%
Environment/Cleanliness	3.2%	2.9%
Affordability	1.1%	0.9%
Other	12.4%	16.6%
Total	108.5%*	108.4%*

**more than one answer was accepted*