

2007 Survey of Loudoun Residents



April 2008

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2007 Survey of Loudoun Residents Executive Summary

The Loudoun County government conducted a telephone survey of 1,000 Loudoun County residents in November 2007 to update demographic information and obtain residents' opinions concerning key issues. The county has conducted similar surveys approximately every two years since 1995.

Methodological Changes

The county was divided into two areas, rural and non-rural, for the 2007 survey. The survey solicited responses from a stratified random sample of 250 households in the rural areas and 750 households in non-rural areas, totaling 1,000 Loudoun County residents overall.

In prior surveys the county was divided into three areas – east, central, and west – for the purposes of determining the sample and analyzing the results. The large population growth that Loudoun County experienced over the past several years has changed the demographics of the county and caused a westward expansion of the population. As a result of the changing demographic landscape, the survey's geographic areas were changed to best represent the distinct geographic areas within the county today.

Improvements to the surveying and statistical method were made for this latest survey. Geographic weighting was used to generalize results to the entire county and within the rural and non-rural areas so that one zip code's population was not over- or under-represented. To afford the opportunity to analyze changes over time for a few specific variables, 2002 and 2005 results were adjusted using the same statistical methods used for the 2007 survey. Details on the new methodology can be found in Appendix F.

New Questions in 2007

The 2007 survey included the following new questions:

- Do you intend to stay in Loudoun County after you retire? If not, what would be your reason for leaving?
- Are there sufficient nighttime activities in Loudoun County for members of your household? What nighttime activities are missing?
- If you have used or searched for child care here, please tell me how satisfied you are with child care options in Loudoun County.
- If dissatisfied with child care options in Loudoun County, why are you dissatisfied?

Additional options were also added to some of the questions to reflect the changing demographics and to represent key issues that were believed to be of concern to residents.

Removed Questions in 2007

The U.S. Census Bureau is now conducting the annual American Community Survey (ACS). Compared to the Loudoun Survey of Residents, the ACS sample size is much larger, which gives a higher degree of accuracy. Three questions that are asked in the American Community Survey were therefore, removed from the 2007 Survey of Loudoun Residents. The following questions were removed:

- Is English the primary language spoken in your home?
- What is the primary language spoken in your home?
- Do you rent or own your home?

Demographics

Residents indicated that Loudoun's demographic profile is still changing. Loudoun County is becoming more ethnically diverse and more affluent, the county has a high percentage of households with children, and a greater percentage of residents have resided in Loudoun for greater lengths of time.

- Over half of Loudoun County households surveyed – 54 percent – reported an annual household income above \$100,000. The 2002 and 2005 surveys had 43 percent and 48 percent of households reporting incomes above \$100,000, respectively.
- Children ages 18 and under totaled 33 percent of residents.
- The length of tenure of residents is increasing. Eighteen percent of residents surveyed have lived in Loudoun for three years or less, which is a downward trend from 2002 and 2005 when it was 34 and 27 percent respectively. Forty-four percent have lived in Loudoun for more than ten years, compared to 33 and 36 percent in 2002 and 2005.
- 93 percent of residents indicated that they moved to Loudoun from somewhere else. The largest percentage of new Loudoun residents relocated from Fairfax County (40 percent), followed closely by residents moving to Loudoun from outside the Washington, D.C. area (38 percent).
- Residents indicated that their major reason for relocating to Loudoun was location of work site (28 percent), followed by housing affordability (25 percent) and family considerations (13 percent).
- Asked if they intended to stay in Loudoun County after retiring, 35 percent of respondents said yes, 34 percent said no, and 31 percent were unsure. Of those residents who said that they would not stay in Loudoun, the top reason cited for not staying in Loudoun County was affordability of housing (35 percent).

Employment

Of the surveyed households and residents:

- Of 1,553 employees in households, 43 percent worked in Loudoun County. Members of households employed in Fairfax County comprised 35 percent of all workers.
- 24 percent of residents indicated that someone in their household telecommutes. This is up from 19 percent in 2005. Approximately half of residents who telecommute cited transportation as the biggest issue facing the county.

Usage and Satisfaction with Selected County Services

Of the surveyed residents:

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

Opinions about Key Issues

Of the surveyed residents:

- Of those residents who had moved to Loudoun County, 96 percent felt very safe or safe in Loudoun County compared to their previous locality.
- Of the lifelong residents, 94 percent felt very safe or safe in their current neighborhood.
- 92 percent rated Loudoun's quality of life as good or excellent.
- 75 percent said that Loudoun County provides good value for the tax dollar.
- In 2007, 2005, and 2002, transportation and growth/development have been cited as the top two issues facing Loudoun County. In 2007 transportation (47 percent) was cited as the top issue and growth/development (40 percent) was the second biggest issue. In 2005 and 2002, growth/development had a greater percent than transportation.
- In 2007 (22 percent) and in 2005 (25 percent) of residents felt that the single best thing about Loudoun was its location and proximity to shopping, activities, jobs and other amenities.
- The second leading choice identified as the single best thing about Loudoun was the rural countryside and open space, with 20 percent in 2007 and 22 percent in 2005.
- 60 percent of residents said that Loudoun County had a sufficient amount of nighttime activities for members of their household.

Information Sources and Internet Access

Surveyed households were asked how they receive information about county programs and services. The survey also asked if they have access to the Internet in their home and what type of connection they have.

- 85 percent of residents indicated that they receive information on county programs and services through newspapers. The top newspapers named were the *Loudoun Times-Mirror* (43 percent), *Loudoun Easterner* (30 percent), *The Washington Post* (29 percent), and *Leesburg Today* (28 percent).
- 92 percent of households reported having access to the Internet in their home. The number one means for access was cable broadband service with 30 percent. Fiber optic cable ranked second with 26 percent and DSL ranked third, with 20 percent of households using it to access the Internet.

Section I. Introduction

Purpose and Scope

In November 2007, 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 approximately every two years since 1995;
- 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 2007 Survey of Loudoun Residents was designed to be a telephone survey, approximately five to ten minutes in duration, that would provide useful demographic information and obtain residents' opinions concerning key issues. The county retained a marketing research firm, Decision Data Collection, Inc., 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 and tabulations directly to Loudoun County for analysis.

As in prior surveys, the geographic areas into which the county is divided are based on an aggregation of zip codes. Groupings of zip codes are preferred because virtually all respondents know which zip code they live in and virtually all are willing to give their zip code during the interviewing process.

The county was divided into two areas, rural and non-rural, for the 2007 survey. The geographic boundaries of these two areas are depicted on the map found at the end of this section. In past surveys, the county was divided into three areas, east, central, and west. The large population growth that Loudoun County has experienced over the past several years has changed the demographics of the county and created a westward expansion of the population. The population growth in the central and eastern areas has caused these two areas to merge together geographically and demographically.

Therefore, the central and eastern areas are now represented as one area, the non-rural area. In prior surveys, the Aldie (20105) and Arcola (20107) zip codes were included in the western area. The Aldie zip code area has experienced a large amount of population growth east of Route 15, and the majority of its population is now east of 15. All zip codes that are completely east of Route 15 or have portions east of Route 15 are included in the non-rural area. Therefore, the Aldie and Arcola zip codes are now considered to be part of the non-rural area.

The survey solicited responses from a stratified random sample of 250 households in the rural areas and 750 households in non-rural areas, totaling 1,000 Loudoun County residents overall. There were an estimated 95,666 households in Loudoun County in 2007. The survey sample represents approximately 1.05 percent of all households in Loudoun County.

The rural area of the county has a relatively small number of households. There are 13,219 households in the rural area, representing 13.8% of the county's households. As in prior surveys, the rural area was over-sampled in order to provide more statistically reliable results and a more detailed look at the demographics and opinions of the residents of that area of the county. Countywide, the data is within +/- 3.1 percent at the 95 percent confidence level. The rural area's data is within +/- 6.1 percent at the 95 percent confidence level. The non-rural area's data is within +/- 3.6 percent at the 95 percent confidence level.

Geographic weighting was used to generalize results to the entire county and within the rural and non-rural areas so that one zip code's population was not over- or under-represented. To afford the opportunity to analyze changes over time for a few specific variables, 2002 and 2005 results were adjusted using the same statistical methods and geographies used for the 2007 survey. Further details on the weighting methodology can be found in Appendix F.

Decision Data Collection was able to achieve a fairly high cooperation level of 63.7 percent from Loudoun residents. This indicates a relatively strong willingness on the part of Loudoun County citizens to communicate with the county government and Board of Supervisors about important issues.

A Spanish language survey option was available beginning in 2005 for those who requested it, and that option was also available for the 2007 survey. In 2007, nine people (less than one percent of the total) 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.

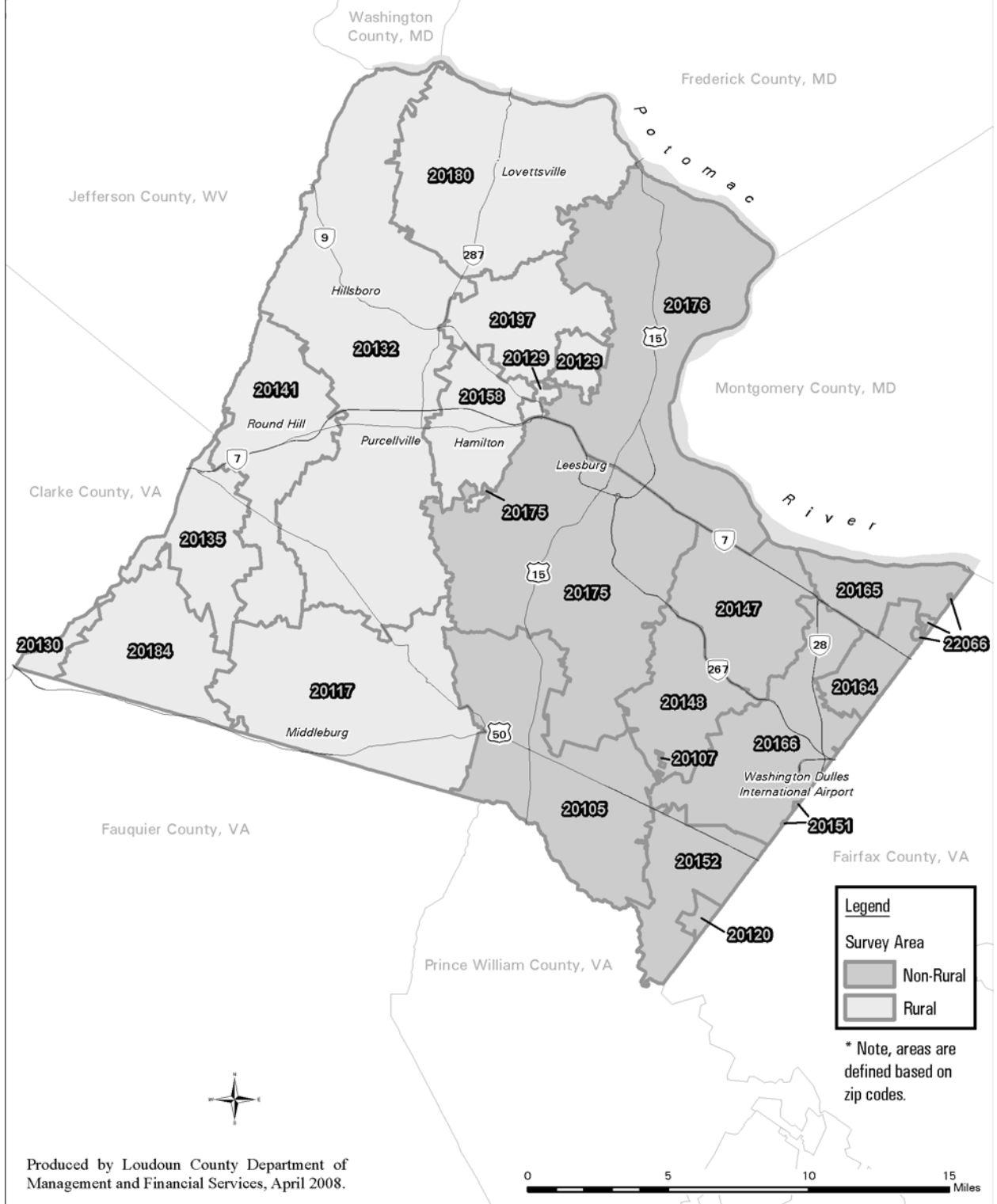
The report is divided into five sections that reflect the key purposes of the survey.

- 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.
- 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 the 2007, 2005, and 2002 weighted sample results for key questions are provided in Appendices B, C, and D.
- Appendix E provides a comparison of responses to key questions from the 2007, 2005, and 2002 surveys.
- Appendix F describes the sampling and statistical methodology used to derive the survey results.

2007 CITIZEN SURVEY AREA DESIGNATIONS

Loudoun County



Produced by Loudoun County Department of Management and Financial Services, April 2008.

Section II. Demographic Characteristics of Residents

For certain key demographic variables, such as household characteristics, racial composition and mobility, the most current and reliable source of data available is the U.S. Census Bureau's 2006 Time Series Estimates and American Community Survey. For total housing units, households, and population, the most current and reliable source of data is produced by the Loudoun County Demographer in the Department of Management and Financial Services.

In 2000, the county's population was 169,599, according to the U.S. Census Bureau, and in 2007 it was 271,069, according to the Department of Management and Financial Services. In 2000, the county's household total was 59,900, according to the U.S. Census Bureau, and in 2007 it was 95,666, according to the Department of Management and Financial Services. This is a population increase of 60 percent and household increase of 60 percent from 2000 to 2007.

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 biennial Surveys of Loudoun Residents that were conducted between 1995 and 2005.

The 2007 survey was the first Survey of Loudoun Residents to use the geographic weighting technique. To afford the opportunity to analyze changes over time for a few specific variables and to assess the reliability of survey responses, 2002 and 2005 results were adjusted using the same statistical methods used for the 2007 survey. The 1995, 1997, 1999, and 2001 survey results were not adjusted, hence they are not directly comparable to the 2007 results. The U.S. Census Bureau's Census 2000 and American Community Survey also provides an opportunity to analyze the demographic trends and to assess the reliability of survey responses.

Location of Residents

The survey solicited responses from 1,000 Loudoun County households. Of those 1,000 households, 750 were in the non-rural area zip codes of Aldie, Arcola, Ashburn, Chantilly, Great Falls, Herndon, Leesburg, and Sterling. The other 250 households were in the western, rural area zip codes of Bluemont, Hamilton, Lovettsville, Middleburg, Paeonian Springs, Paris, Purcellville, Round Hill, Upperville, and Waterford.

Household Characteristics

The average size of surveyed households equaled 3.15 persons per household in 2007 and it has increased over time. In 2002 it was 2.99 and in 2005 it was 3.10.

Of the total number of persons in households surveyed, 9 percent were children ages 4 or younger, 17 percent were children ages 5 to 13, and 8 percent were children ages 14 to 18. Children ages 18 and under totaled 33 percent of residents.

These survey results are indications of the large number of family households in Loudoun County. Loudoun County has one of the highest percentages of family households in the United States according to the U.S. Census Bureau.

Racial/Ethnic Characteristics

Loudoun's population has diversified with time. In 2007, 77.3 percent of surveyed respondents were white. This is a decrease from 2002 (86.4 percent) and 2005 (83.9 percent). The black population increased slightly among surveys, to 5.9 percent in 2007, compared to 5.5 and 5.8 percent in 2002 and 2005 respectively. The 2007 Asian population (8.7 percent) is similar to the 2005 figure of 8.9 percent, but an increase from 2002 (6.9 percent). In 2007 the Hispanic population (5.6 percent) was the same as in 2005, but increased from 2002 (3.2 percent).

Income

Households with incomes above \$100,000 comprised over half of Loudoun County households surveyed – 54 percent. This included households with an annual household income between \$100,001 and \$150,000 (28 percent) and those with an annual household income over \$150,000 (26 percent). Another 19 percent reported a household income between \$75,000 and \$100,000. Household incomes above \$100,000 have been increasing sharply since 2002. The 2002 and 2005 surveys had 43 percent and 48 percent of households reporting incomes above \$100,000, respectively. The pricing of housing, high wage jobs in the region, and rapid population growth are the key factors contributing to the rapid increase in household incomes in Loudoun County.

Housing Characteristics

The type of housing that residents live in has remained relatively similar from 2002 to 2007. Sixty-four percent of households surveyed lived in single-family detached housing, 23 percent lived in townhomes or duplex units, 11 percent lived in multi-family units, and one percent reported living in some other type of unit.

Length of Residence

Residents living in Loudoun for three years or less comprise 18 percent of all residents, which is a downward trend from 2002 and 2005 when it was 34 and 27 percent respectively. Thirty-nine percent have lived in Loudoun for four to ten years, which is an upward trend from 2002 and 2005 when it was 33 and 37 percent respectively. Forty-four percent have lived in Loudoun for more than ten years, compared to 33 and 36 percent in 2002 and 2005. These survey results signify that people are staying in Loudoun County longer, and reflect residents' perceptions of the county's high quality of life.

Rural residents have longer tenures in Loudoun County than non-rural residents, with 59 percent of rural residents having lived in Loudoun for more than 10 years compared to 39 percent of non-rural residents. These results are generally consistent with past survey results.

Prior Residence

A relatively small amount of Loudoun Residents were born in Loudoun (seven percent). This is very similar to the 2002 and 2005 survey results. Ninety-three percent of residents indicated that they moved to Loudoun from somewhere else. According to the survey, the largest percentage (41 percent) moved to Loudoun County from Fairfax County. Thirty-eight 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 move to Loudoun County.

Since 1995, the top two factors influencing the decision to locate in Loudoun have been location of work site and housing affordability. In 2007, 28 percent cited location of work site as the most important factor in the decision to locate in Loudoun, and 25 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. The third most popular response was the influence of family considerations, cited by 13 percent of residents. This is similar to the 2005 survey, but different from the 2002 survey when appreciation for the rural character of Loudoun was the third most popular factor cited by residents (cited by 12 percent). In 2005 and 2007, only 7 percent cited rural character as the single most important factor influencing their decision to move to Loudoun.

The greatest percentage of households indicated that location of work site was the most important location factor in both the rural (26 percent) and non-rural (29 percent) areas. The second most important factor differed among the rural and non-rural area. Housing affordability was the second most important factor cited by residents of non-rural Loudoun (28 percent), while this ranked low for rural Loudoun residents (8 percent). The second most important factor cited by residents of rural Loudoun was rural character and beauty (21 percent).

Retirement

The survey asked respondents if they intended to stay in Loudoun County after retiring. Thirty-five percent said yes, 34 percent said no, and 31 percent were unsure. Of those residents who said that they would not stay in Loudoun, the top reason cited for not staying in Loudoun County was affordability of housing (35 percent). Other top responses for not staying in Loudoun County after retiring included cost of living, expenses, and general affordability (ten percent), desire for warmer climate or beach (nine percent), and family-related reasons (eight 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 1,531 employees among the 1,000 households surveyed, 43 percent worked in Loudoun County, which is down from 48 percent in 2005 and 44 percent in 2002. Members of households employed in Fairfax County comprised 35 percent of all workers, which is similar to 2005 (34 percent), and down slightly from 37 percent in 2002.

Of those residents working full-time, 38 percent worked in Loudoun County and 37 percent worked in Fairfax County. Of those residents working part-time, 68 percent worked in Loudoun County and 22 percent worked in Fairfax County.

Nearly 8 percent of full-time employees worked in a business based in their home, which is similar to 2005 and 2002's figures. A greater percentage of rural area residents work full-time at home compared to non-rural area residents. In 2007, 18 percent of full-time workers living in the rural area worked at home, compared to 15 percent in 2005 and 18 percent in 2002. In 2007, 10 percent of full-time workers living in the non-rural area worked at home, which is similar to 2005 (11 percent) and 2002 (9 percent).

Telecommuting

Twenty-four percent of residents indicated that someone in their household telecommutes. This is up from 19 percent in 2005. Advancements in Internet and broadband technology allow people to work from home more than they did in the past, which is a key factor in the increase in telecommuting. Transportation issues are also important. Approximately half of residents who telecommute cited transportation as the biggest area of concern facing the county.

Internet Access

Almost all (92 percent) households in Loudoun have access to the Internet in their home. There was a sharp decline of dial-up usage and the sharp increase in fiber optic cable usage in 2007 compared to prior surveys. Dial-up usage declined from 28 percent in 2005 to 11 percent in 2007. Fiber optic cable was a brand new technology back in 2005, hence there was only a 3 percent usage rate, but in 2007 usage increased sharply to 26 percent. Cable broadband remained the number one means of access between 2007 and 2005, with 30 percent and 35 percent respectively. DSL also had a high percentage of users in 2007 (20 percent) and 2005 (25 percent).

Information Sources about County Programs and Services

Newspapers are the most widely used means of receiving information on county programs and services. Eighty-five percent of residents indicated that they receive information on county programs and services through newspapers. This is very similar to the 2002 and 2005 survey results. The top newspapers named were the *Loudoun Times-Mirror* (43 percent),

Loudoun Easterner (30 percent), *The Washington Post* (29 percent), and *Leesburg Today* (28 percent). An additional 1.5% of residents cited *Ashburn Today*, a new sister publication of *Leesburg Today*.

After newspapers, the next top three means of receiving information are “word of mouth,” Parks and Recreation Brochure, and the county website. The second most frequently cited information source was “word of mouth” (61 percent), which is a fairly large increase from past surveys. The third most frequently cited information source was the Parks and Recreation Brochure (53 percent), which is higher than 2005 yet similar to 2002. The use of the county website as a source for obtaining information increased significantly from 35 percent in 2002 and 37 percent in 2005 to 50 percent in 2007.

Childcare

Childcare services have been used or searched for by about 17 percent of the households living in Loudoun County. Of those households, 33 percent were very satisfied with child care options in Loudoun County, 52 percent were satisfied, and 15 percent dissatisfied. Of those who were dissatisfied with childcare options, the top reason for dissatisfaction was that it is too expensive (35 percent). Other top responses for dissatisfaction were quality of care (19 percent), unavailability for age of child (12 percent), and not convenient to home or work (12 percent).

Section III.

Usage and Satisfaction with Selected County Services and Programs

An important function of a quality government 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 – residents 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, 89 percent indicated that someone in their household had used at least one of the designated services during the last two years. 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 previous surveys. The 2001 survey did not ask residents to describe their satisfaction with any county services.

Building and Development Services

Only 12 percent of households had used building and development services in the past two years. Of the households who had used building and development services, 78 percent were satisfied or very satisfied with the services they used, which is the same as in 2005 and similar to 2002 (76 percent).

Fire and Rescue Services

Eighteen percent of households had used fire and rescue services in the past two years. Of those households who used fire and rescue services, 96 percent were satisfied or very satisfied with the quality of service. This is similar to the 2005 satisfaction rate of 98 percent and the 2002 satisfaction rate of 97 percent. High satisfaction rates have been reported in all these years.

MH/MR/SAS

Only four percent of households had used MH/MR/SAS in the past two years. Ninety percent of residents who used these services were satisfied or very satisfied. This is a decline from 93 percent in 2005, but an increase from 81 percent in 2002.

Parks and Recreation Facilities

Usage levels for parks and recreation facilities were high. Sixty-seven percent of all households had used parks and recreation facilities in the past two years. Of those households who had used parks and recreation facilities, 95 percent in 2007 and 2005 and 94 percent in 2002 were either satisfied or very satisfied. High satisfaction rates have been reported in all these years.

Public Libraries

Seventy-two percent of all households had used the public libraries within the past two years. The level of usage of public library services was very high. Of those households who used the public libraries, 95 percent in 2007 and in 2005 and 97 percent in 2002 were either satisfied or very satisfied. High satisfaction rates have been reported in all these years.

Public Schools

Over 45 percent of households had used public school services within the past two years. Of those households, 92 percent of households were either satisfied or very satisfied, which is similar to 2005 (91 percent) and slight less than 2002 (95 percent).

Of households that had school aged children, 82 percent of the children attended public schools. This is a slight decrease from the 2005 rate of 84 percent. Of those children ages 5 to 13, 83 percent attended public schools, as compared to 84 percent in 2005. Of those children ages 14 to 18, 80 percent attended public schools, which is lower than the attendance rate of 84 percent in 2005.

Senior Services

Six percent of households have used senior services in the past two years. Of those households who used senior services, 84 percent were satisfied or very satisfied, which is a lower satisfaction rate than in 2005 (93 percent), but a similar rate to that of 2002 (86 percent).

Sheriff's Office

Twenty-one percent of households had used the services of the Sheriff's Office in the past two years. Of those households, 85 percent were either satisfied or very satisfied with the services they received. This is the same as in 2005. In 2002 the satisfaction rate was slightly higher at 89 percent.

Section IV. Opinions of Loudoun Residents

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.

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

Residents were first asked if they had moved to Loudoun County or if they had always lived in Loudoun. If they had moved to Loudoun County, they were asked how safe they feel in their current neighborhood compared to where they lived before moving to Loudoun County. If they had always lived in Loudoun County they were asked how safe they feel in their neighborhood.

Ninety-three percent of residents had moved to Loudoun County from somewhere else. Of those residents, 56 percent felt very safe and 41 percent felt safe in their neighborhoods compared to where they lived before moving to Loudoun County. Results differed for the rural and non-rural areas. Seventy-one percent of rural residents felt very safe and 28 percent felt safe, with only one percent feeling unsafe compared to where they lived before Loudoun County. No residents in the rural area reported feeling very unsafe compared to where they lived before. In the non-rural area, 51 percent of residents felt very safe and 44 percent felt safe, with five percent feeling unsafe or very unsafe compared to their last place of residence. Only one resident in the non-rural area reported feeling very unsafe compared to their previous place of residence. These results are consistent with past surveys.

Seven percent of residents have always lived in Loudoun County. Of those lifelong residents, 49 percent felt very safe and 45 percent felt safe in the neighborhood they live in. The lifelong residents of rural and non-rural areas differed in their responses. Of those living in the rural area, 64 percent felt very safe and 33 percent felt safe, with only one percent feeling unsafe in their neighborhood. No residents in the rural area felt very unsafe. In the non-rural area, 42 percent of residents felt very safe and 49 percent felt safe, with four percent feeling unsafe or very unsafe in the neighborhood they live in. Only one lifelong resident in the non-rural area felt very unsafe. These results are fairly consistent with past surveys.

Overall Quality of Life

The overall quality of life in Loudoun County is “good” or “excellent” according to 92 percent of residents. This is the same as 2005 (92 percent) and down from 2002 (95 percent). Rural and non-rural residents had very similar responses.

Value for the Tax Dollar

The belief that Loudoun County provides good value for the tax dollar was reported by seventy-five percent of residents. This is down from 78 percent in 2005 and 83 percent in 2002.

Sixty-one percent of rural area residents felt they received good value for their tax dollar, compared with 78 percent from non-rural Loudoun. The trend has been downward since 2002 for both the rural area and non-rural area, with the rural area’s satisfaction declining at approximately twice that of the non-rural areas decline. In 2002, 73 percent of rural area residents and 85 percent of non-rural areas felt they received good value for their tax dollar.

Biggest Problem Facing Loudoun

The biggest problem facing Loudoun was predominantly oriented toward issues of growth, development and transportation. In 2007, transportation issues (47 percent) were cited as the greatest problem in Loudoun and growth and development (40 percent) was the second greatest problem. In 2002 (47 percent) and 2005 (50 percent), growth and development was cited as the greatest problem in Loudoun County. Transportation was the second greatest problem in 2005 (44 percent) and 2002 (29 percent). In 2007, 10 percent of residents cited taxes being the single biggest issue. No other responses exceeded ten percent in 2007. In 2005 and 2002 only transportation and growth were cited by more than ten percent of residents.

Best Thing about Loudoun

Loudoun’s location and proximity to shopping, activities, jobs, and other amenities was the single best thing reported in both 2007 (22 percent) and 2005 (25 percent), while in 2002 (16 percent) this had the second greatest response rate. The second highest response in 2007 for the single best thing in Loudoun County was the rural countryside and open space, (20 percent) and 2005 (22 percent). In 2002, this had been the number one response, with 29 percent. Other positive attributes of Loudoun County, as indicated in the survey, included neighborhood/community (17 percent), schools (11 percent), people and friendliness (ten percent), and beauty/scenery (ten percent).

Nighttime Activities

Residents were asked if Loudoun had a sufficient amount of nighttime activities for members of their household. Sixty percent of residents said that Loudoun County had a sufficient amount of nighttime activities, 27 percent said that it did not, and the other 13 percent were unsure.

Residents were asked what nighttime activities were missing from Loudoun County. More than one response was accepted from respondents. The greatest missing nighttime activity cited by residents was live theatre, such as plays and musicals (36 percent). The next greatest response was live entertainment and music (30 percent). Other high responses were downtown events such as art galleries, concerts, and special events (27 percent), bars and nightclubs (27 percent), movie theatres (26 percent), fine dining (25 percent), sporting events (22 percent), and symphony or orchestra (22 percent).

Section V. Conclusions

As with the previous Loudoun County surveys, the 2007 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 2007 findings.

One recurring theme in Loudoun County is concern about growth and transportation issues. Traffic and transportation problems have surpassed growth as being the biggest problem that residents are facing. Growth is now the second biggest problem facing Loudoun County.

Survey results reflect residents' perception of the County's high quality of life. In 2007 and in prior surveys, residents have given high ratings to the public school system, location and proximity to amenities and jobs, neighborhoods, friendliness, safety, and rural beauty. This perception of a high quality of life has become more pronounced in 2007 than in 2002 and 2005.

Respondents expressed mixed opinions regarding housing affordability. While affordability is the second most frequently (by 25 percent) cited reason for moving to the county, it is identified by others as a reason for potentially leaving the county. Thirty-five percent of the residents who plan to leave the county upon retirement or who are unsure as to whether they will leave the county (31 percent of respondents) cited housing affordability as the main reason for potentially leaving.

The decisions of older residents to stay or leave the county can have significant service delivery and tax implications, as many homeowners over the age of 65 are taxed at lower rates. The demographic profile of the households that replace those that leave could have significant service delivery and tax implications depending on the age of the household residents and the presence of school age children.

As racial and ethnic 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, living environment and local amenities, the county will continue to be challenged to meet the needs and desires of all its residents.

Appendix A Survey Instrument

2007 Survey of Loudoun County Residents

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. 35 to 54
5. or 55 or older?
6. 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 | 14 | 20158 | Hamilton |
| 2 | 20107 | Arcola | 15 | 10164 | Sterling |
| 3 | 20117 | Middleburg | 16 | 20165 | Sterling |
| 4 | 20120 | Centreville | 17 | 20166 | Sterling |
| 5 | 20129 | Paeonian Springs | 18 | 20170 | Herndon |
| 6 | 20130 | Paris | 19 | 20175 | Leesburg |
| 7 | 20132 | Purcellville | 20 | 20176 | Leesburg |
| 8 | 20135 | Bluemont | 21 | 20180 | Lovettsville |
| 9 | 20141 | Round Hill | 22 | 20184 | Upperville |
| 10 | 20147 | Ashburn | 23 | 20197 | Waterford |
| 11 | 20148 | Ashburn | 24 | 22066 | Great Falls |
| 12 | 20151 | Chantilly/Fairfax | 25 | Other ZIP Code (TERMINATE [NQ2] & GO TO ZIP CLOSE) | |
| 13 | 20152 | Chantilly/Fairfax | 26 | Don't Know/No Answer/Ref. (TERMINATE) | |

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. 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

4a. Did you move to Loudoun County from somewhere else?

1. Yes **(GO TO Q5)**
2. No **(GO TO Q7)**
3. DK/NA **(GO TO Q7)**

5. **(IF YES IN Q4a, 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. Don't Know/No Answer/Refused

6. 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

7a. **IF YES IN Q4a, 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

7b. [Ask only if answer to 7a 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) _____

8a. 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

8b. 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]

9a. [ASK IF RESPONDENT HAS A CHILD 14 OR YOUNGER IN THE HOUSEHOLD]: If you have used or searched for child care here, please tell me how satisfied you are with child care options in Loudoun County:

1. Very satisfied
2. Satisfied
3. Dissatisfied
4. Have NOT used or have NOT searched
5. Don't know/no answer/refused

9b. **[FOR THOSE ANSWERING “DISSATISFIED” FOR Q9A]:** Why are you dissatisfied?

1. Too expensive
2. Not convenient to home or work
3. Not provided at the time or day needed
4. Not available for my age child
5. No sick child care alternatives
6. Quality of care
7. Inadequate information available on child care alternatives
8. Other

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 HOUSEHOLD MEMBER WORKS FULL-TIME IN LOUDOUN COUNTY]** How many members of your household 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 NOW] 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 how satisfied you are with the service [INSERT NAME OF SERVICE USED FROM Q12].

- 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. Illegal Immigration
 9. Other (please list)
 10. 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. Radio
3. Cable Television
4. County Website
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. Loudoun Independent
6. Observer
7. Blue Ridge Leader
8. Connection
9. Purcellville Gazette
10. Other (please specify): _____
11. Other (please specify): _____
12. Other (please specify): _____
13. Other (please specify) _____

19. Does anyone in your home telecommute?

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

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

1. Yes
2. No
3. Don't know/no answer/refused

20b. **[ASK IF ANSWER TO QUESTION ABOVE WAS YES]** How do you access the Internet?
[Mark all appropriate answers.]

1. Dial-up connection using a phone line
2. Comcast cable
3. DSL
4. Fiber (such as OpenBand or Verizon)
5. Satellite (such as DirecWay)
6. Wireless (such as Loudoun Broadband, Skynet, Verolan or Loudoun Wireless)
7. Other (please specify)
8. Do not have Internet access

21a. Do you intend to stay in Loudoun County after you retire?

1. Yes
2. No
3. Don't know/no answer/refused

21b. **[ASK IF ANSWER TO QUESTION ABOVE WAS NO]** What would be your reason for leaving?

1. Availability of age-restricted housing
2. Availability of assisted living facilities
3. Hospital and emergency care service availability
4. Affordability of housing
5. Availability of public transportation
6. Lack of recreation and entertainment
7. Other

22a. Are there sufficient nighttime activities in Loudoun County for members of your household?

1. Yes
2. No
3. Don't know/no answer/refused
4. No opinion/don't care

22b. **[ASK THOSE ANSWERING NO TO Q23]:** What nighttime activities are missing?

1. Fine dining
2. International dining
3. Bars & nightclubs
4. Live entertainment and music
5. Symphony or Orchestra
6. Live theater such as plays and musicals
7. Movie theaters
8. Downtown events such as art galleries, concerts, special events.
9. Sporting events
10. Other

DEMOGRAPHIC QUESTIONS

23. For statistical purposes only, with which racial or ethnic group do you identify?

1. American Indian alone [includes Alaskans]
2. Asian alone [includes Pakistanis and Indians but not Pacific Islanders]
3. Hawaiian and other Pacific Islander alone
4. Black/African American alone
5. White alone
6. Two or more races
7. Don't Know/No Answer/Refused

24. For statistical purposes, with which ethnic group do you identify?

1. Hispanic [includes persons of Mexican, Puerto Rican, Central or South American or Spanish origin or culture]
2. Not Hispanic
3. 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 2007 Weighted Sample Results

S-1

What is your age?

<i>Response</i>	<i>Number</i>	<i>%</i>
18 to 24	17	1.7%
25 to 34	148	14.9%
35 or older	835	83.4%
Total	995	100.0%

Question 3.

Which of the following housing types do you live in?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Townhouse or duplex	8.4%	25.2%	224	22.9%
Single Family home	88.8%	60.3%	633	64.5%
Apartment or condo	1.6%	12.9%	110	11.2%
Other	1.2%	1.6%	14	1.4%
Total	100.0%	100.0%	981	100.0 %

Question 4.

How many years have you lived in Loudoun County?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
0 to 3 years	10.9%	19.8%	174	17.6%
4 to 10 years	30.2%	41.5%	384	38.7%
More than 10 years	58.9%	38.7%	433	43.7%
Total	100.0%	100.0%	991	100.0 %

Question 4a.

Did you move to Loudoun County from somewhere else?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	930	93.1%
No	69	6.9%
<i>Total</i>	999	100.0%

Question 5.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	2.9%	3.1%	29	3.1%
Arlington, Va	1.4%	3.6%	30	3.3%
Prince William, Va	1.9%	2.1%	19	2.1%
Fairfax, Va	37.8%	40.9%	372	40.3%
Frederick, Md	1.0%	0.6%	6	0.7%
Montgomery, Md	3.3%	3.3%	30	3.3%
Washington, DC	4.3%	1.2%	15	1.6%
Other Metro DC area	9.1%	7.7%	73	7.9%
Outside Metro DC area	38.3%	37.5%	347	37.7%
<i>Total</i>	100.0%	100.0%	921	100.0%

Question 6.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Schools or community services	4.8%	3.2%	36	4.0%
Housing affordability	8.2%	27.6%	227	24.9%
Location of work site	26.1%	28.6%	256	28.1%
Taxes	2.9%	3.9%	31	3.4%
Quality of overall community	4.3%	3.6%	35	3.8%
Family considerations	12.6%	13.5%	117	12.9%
Rural character/beauty	20.8%	5.1%	67	7.4%
Other	20.3%	14.5%	141	15.5%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>910</i>	<i>100.0 %</i>

Question 7a.

How safe do you feel in your neighborhood?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Compared to where you lived before moving to Loudoun County</i>				
Very Safe	71.4%	51.1%	512	55.5%
Safe	27.6%	44.1%	377	40.9%
Unsafe	1.0%	4.7%	32	3.5%
Very Unsafe	0.0%	0.1%	1	0.1%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>922</i>	<i>100.0 %</i>

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Life long resident of Loudoun County</i>				
Very Safe	63.9%	42.2%	34	49.4%
Safe	33.3%	48.9%	31	44.9%
Unsafe	2.8%	6.7%	3	4.3%
Very Unsafe	0.0%	2.2%	1	1.4%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>69</i>	<i>100.0 %</i>

Question 7b.

Why do you feel unsafe?

<i>Response</i>	<i>Number</i>	<i>%</i>
Gangs	2	4.7%
Break-ins	5	11.6%
Street Crimes	1	2.3%
Lack of street patrol	3	7.0%
Other	10	23.3%
Illegal immigrants/pickup sites	6	13.9%
Car damages/theft	4	9.3%
Crime is everywhere/not just here	4	9.3%
Just higher crime rate here	3	7.0%
Youth crime	3	7.0%
Drug crime	1	2.3%
Shootings	1	2.3%
<i>Total</i>	43	100.0%

**more than one answer was accepted*

Question 8a.

How many people live in your household?

<i>Response</i>	<i>Number</i>	<i>%</i>
1	106	10.7%
2	286	28.7%
3	196	19.7%
4	246	24.7%
5	105	10.5%
6	40	4.0%
7	13	1.3%
8	4	0.4%
<i>Total</i>	996	100.0%

Question 8b.

What are the ages of the people in your household?

<i>Response</i>	<i>Number</i>	<i>%</i>
Age 19 and over	2053	67.0%
Age 14 to 18	234	7.6%
Age 5 to 13	511	16.7%
Age 1 to 4	268	8.7%
<i>Total</i>	3,066	100.0%

Question 9a.

If you have used or searched for childcare in Loudoun County, how satisfied are you with the childcare options in Loudoun County?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very Satisfied	56	32.6%
Satisfied	90	52.3%
Dissatisfied	26	15.1%
<i>Total</i>	172	100.0%

Question 9b.

Why are you dissatisfied with childcare options?

<i>Response</i>	<i>Number</i>	<i>%</i>
Too expensive	9	34.6%
Quality of care	5	19.2%
Not available for my age child	3	11.5%
Not convenient to home or work	3	11.5%
Inadequate information available on child care alternatives	1	3.8%
Not provided at the time or day needed	1	3.8%
No sick child care alternatives	0	0%
Other	14	53.8%
<i>Total</i>	<i>36*</i>	<i>138.2%*</i>

**more than one answer was accepted (base = 26 respondents)*

Question 10a.

Employed full time or part time?

<i>Response</i>	<i>Number</i>	<i>%</i>
Full time	1308	83.7%
at home	110 (of 1308)	8.4%
Part time	254	16.3%
<i>Total</i>	<i>1,562</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>Part Time %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	1.6%	0.8%	22	1.4%
Arlington, Va	2.9%	1.2%	39	2.5%
Prince William, Va	1.6%	0.0%	20	1.3%
Fairfax, Va	37.4%	22.1%	534	34.9%
Frederick, Md.	0.7%	0.4%	10	0.7%
Montgomery, Md	1.5%	0.8%	21	1.4%
Washington, DC	6.9%	0.4%	91	5.9%
Other Metro DC area	6.2%	2.4%	86	5.6%
Outside Metro DC area	3.1%	3.6%	50	3.3%
Loudoun County	38.1%	68.3%	658	43.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,531</i>	<i>100.0%</i>

Question 10c. – 2007

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Rural	25 (of 139)	18.0%
Non-Rural	85 (of 857)	9.9%
<i>Total</i>	<i>110 (of 996)</i>	<i>10.9%</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	418	83.1%
No - Age 5 to 13	85	16.9%
Yes - Age 14 to 18	191	79.6%
No - Age 14 to 18	49	20.4%

<i>Overall-Ages 5 to 18</i>	<i>Number</i>	<i>%</i>
Yes	609	82.0%
No	134	18.0%
<i>Total</i>	743	100.0%

Question 12.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	893	89.3%
No	107	10.7%
<i>Total</i>	1,000	100.0%

Question 12a.

How satisfied are you with the public schools?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	244	53.3%
Satisfied	175	38.3%
Dissatisfied	25	5.4%
Very dissatisfied	6	1.3%
No opinion	7	1.6%
<i>Total</i>	457	100.0%

Question 12a.

How satisfied are you with the parks and recreation facilities?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	299	44.8%
Satisfied	332	49.7%
Dissatisfied	26	3.9%
Very dissatisfied	2	0.3%
No opinion	9	1.3%
<i>Total</i>	<i>668</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	386	53.6%
Satisfied	298	41.5%
Dissatisfied	14	1.9%
Very dissatisfied	1	0.1%
No opinion	21	2.9%
<i>Total</i>	<i>720</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	101	48.1%
Satisfied	77	36.7%
Dissatisfied	20	9.5%
Very dissatisfied	8	3.8%
No opinion	4	1.9%
<i>Total</i>	<i>210</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	30	24.2%
Satisfied	67	54.0%
Dissatisfied	12	9.7%
Very dissatisfied	3	2.4%
No opinion	12	9.7%
<i>Total</i>	<i>124</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	124	67.4%
Satisfied	53	28.8%
Dissatisfied	4	2.2%
Very dissatisfied	1	0.5%
No opinion	2	1.1%
<i>Total</i>	<i>184</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	14	35.0%
Satisfied	22	55.0%
Dissatisfied	4	10.0%
Very dissatisfied	0	0.0%
No opinion	0	0.0%
<i>Total</i>	40	100.0%

Question 12a.

How satisfied are you with the senior services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	21	37.5%
Satisfied	26	46.4%
Dissatisfied	5	8.9%
Very dissatisfied	1	1.8%
No opinion	3	5.4%
<i>Total</i>	56	100.0%

Question 14.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Yes	61.4%	77.9%	683	75.0%
No	38.6%	22.1%	228	25.0%
<i>Total</i>	100.0%	100.0%	911	100.0%

Question 15.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Growth/development	401	40.1%
Schools	86	8.6%
Youth activities	35	3.5%
Taxes	100	10.0%
Traffic/transportation	473	47.3%
Adequate services	48	4.8%
Government	46	4.6%
Illegal Immigration	65	6.5%
Other	24	2.4%
Housing cost/value	49	4.9%
Water issues	40	4.0%
Crime	22	2.2%
Affordability	18	1.8%
<i>Total</i>	<i>1,407*</i>	<i>140.7%*</i>

**more than one answer was accepted*

Question 16.

What single thing do you like best about Loudoun County?

<i>Response</i>	<i>Number</i>	<i>%</i>
Affordability	16	1.6%
Beauty/scenic views	95	9.5%
Environment/cleanliness	48	4.8%
Location/proximity	223	22.3%
Neighborhood/community	165	16.5%
People/friendly/personal	99	9.9%
Rural/open/country	199	19.9%
Safety of community	70	7.0%
Schools	114	11.4%
Tax rate	2	0.2%
Other	74	7.4%
Lived here all my life/everything	25	2.5%
Quiet/peaceful	28	2.8%
Parks/recreation	27	2.7%
Quality of life	22	2.2%
Historical aspects	16	1.6%
I like growth/new development	15	1.5%
Family oriented	14	1.4%
<i>Total</i>	<i>1,252*</i>	<i>125.2%*</i>

**more than one answer was accepted*

Question 17.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Excellent	37.5%	35.9%	366	36.7%
Good	54.4%	55.3%	550	55.2%
Fair	5.7%	7.9%	72	7.2%
Poor	2.4%	0.9%	9	0.9%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>997</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</i>	<i>%</i>
Newspapers	848	84.8%
Radio	176	17.6%
Cable Television	244	24.4%
County Website on Internet	502	50.2%
Public Libraries	327	32.7%
Guide to Services	327	32.7%
Parks and Recreation brochure	525	52.5%
Public Meetings	164	16.4%
Word of mouth	605	60.5%
Other	112	11.2%
<i>Total</i>	<i>3,830*</i>	<i>383.0%*</i>

**more than one answer was accepted (base = 1,000 residents)*

Question 18b.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Loudoun Times-Mirror	434	43.4%
Leesburg Today	284	28.4%
Loudoun Easterner	296	29.6%
Washington Post	290	29.0%
Loudoun Independent	123	12.3%
Observer	41	4.1%
Blue Ridge Leader	54	5.4%
Connection	38	3.8%
Purcellville Gazette	48	4.8%
Other	107	10.7%
<i>Total</i>	<i>1,715*</i>	<i>171.5%*</i>

**more than one answer was accepted (base = 1,000 residents)*

Question 19.

Does anyone in your home telecommute?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	234	23.8%
No	750	76.2%
<i>Total</i>	<i>984</i>	<i>100.0%</i>

Question 20a.

Do you have access to the Internet in your home?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	920	92.0%
No	80	8.0%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Question 20b.

How do you access the Internet?

<i>Response</i>	<i>Number</i>	<i>%</i>
Dial-up connection	97	10.5%
Cable	275	29.9%
DSL	185	20.1%
Fiber	237	25.8%
Satellite	31	3.4%
Wireless	85	9.2%
Other	26	2.8%
<i>Total</i>	<i>936*</i>	<i>101.7%*</i>

**more than one answer was accepted (base = 920 residents)*

Question 21a.

Do you intend to stay in Loudoun County after you retire?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	347	34.7%
No	339	33.9%
Not Sure	314	31.4%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Question 21b.

What would be your reason for leaving?

<i>Response</i>	<i>Number</i>	<i>%</i>
Affordability of housing	226	34.6%
Cost of living/Expense/General affordability	68	10.4%
Retire in warmer climate/Near beach/Etc.	61	9.3%
Family Related/Will move near kids	55	8.4%
Traffic/Congestion	47	7.2%
Taxes	38	5.8%
Too may people/Too big now	37	5.7%
Have another place to move to	35	5.4%
Jobs/Work	26	4.0%
Availability of age-restricted housing	16	2.5%
Lack of recreation and entertainment	14	2.1%
Availability of public transportation	12	1.8%
Availability of assisted living facilities	8	1.2%
Hospital and emergency care service availability	6	0.9%
Other	55	8.4%
Don't Know/No Answer/Refused	73	11.2%
<i>Total</i>	<i>777*</i>	<i>118.9%</i>

**more than one answer was accepted (base = 653 residents)*

Question 22a.

Are there sufficient nighttime activities in Loudoun County for members of your household?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	597	59.7%
No	270	27.0%
Not Sure	133	13.3%
<i>Total</i>	<i>1,000</i>	<i>100.0%</i>

Question 22b.

What nighttime activities are missing?

<i>Response</i>	<i>Number</i>	<i>%</i>
Live theater such as plays and musicals	98	36.3%
Live entertainment and music	83	30.7%
Movie theaters	69	25.6%
Bars and nightclubs	72	26.7%
Fine Dining	67	24.8%
Downtown events such as art galleries, concerts, special events	72	26.7%
Sporting events	59	21.8%
Symphony or Orchestra	59	21.8%
International Dining	34	12.6%
Other	96	35.6%
Not Sure	37	13.7%
<i>Total</i>	746*	276.3%*

more than one answer was accepted (base = 270 residents)

Question 23.

With which racial or ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
American Indian	9	0.9%
Asian	83	8.7%
Hawaiian	3	0.3%
Black	57	5.9%
White	741	77.3%
Two or more races	66	6.9%
<i>Total</i>	959	100.0%

Question 24.

With which ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
Hispanic	56	5.8%
Not Hispanic	905	94.2%
<i>Total</i>	961	100.0%

Question 25.

What is your total household income before taxes?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Under \$10, 000	1.4%	1.8%	15	1.7%
\$10,001 to \$30,000	2.4%	4.0%	32	3.7%
\$30,001 to \$50,000	11.0%	9.3%	82	9.5%
\$50,001 to \$75,000	13.9%	11.5%	102	11.8%
\$75,001 to \$100,000	16.7%	19.5%	165	19.1%
\$100,001 to \$150,000	25.4%	28.2%	241	27.8%
Over \$150,000	29.2%	25.7%	229	26.4%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>866</i>	<i>100.0 %</i>

Note: Survey question results may not sum to the total due to rounding.

Appendix C 2005 Weighted Sample Results

S-1

What is your age?

<i>Response</i>	<i>Number</i>	<i>%</i>
18 to 24	12	1.2%
25 to 34	161	16.1%
35 or older	827	82.7%
<i>Total</i>	995	100.0%

Question 3.

Which of the following housing types do you live in?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Townhouse or duplex	3.7%	27.7%	244	24.4%
Single Family home	91.6%	59.7%	641	64.2%
Apartment or condo	4.7%	12.1%	110	11.0%
Other	0.0%	0.5%	4	0.4%
<i>Total</i>	100.0%	100.0%	999	100.0 %

Question 4.

Do you rent or own your home?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Rent	12.2%	14.1%	137	13.8%
Own	87.8%	85.9%	858	86.2%
<i>Total</i>	100.0%	100.0%	995	100.0 %

Question 5.

How many years have you lived in Loudoun County?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
0 to 3 years	14.2%	29.1%	271	27.1%
4 to 10 years	24.8%	38.7%	367	36.8%
More than 10 years	61.0%	32.1%	361	36.1%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</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	938	93.9%
No	61	6.1%
<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>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	2.9%	3.1%	28	3.0%
Arlington, Va	3.4%	2.8%	26	2.8%
Prince William, Va	6.4%	2.7%	29	3.1%
Fairfax, Va	33.8%	46.1%	414	44.7%
Frederick, Md	2.0%	0.6%	7	0.8%
Montgomery, Md	1.0%	3.4%	28	3.0%
Washington, DC	2.9%	0.8%	11	1.2%
Other Metro DC area	7.4%	2.7%	30	3.2%
Outside Metro DC area	40.2%	37.8%	354	38.2%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>927</i>	<i>100.0 %</i>

Question 7.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Schools or community services	4.9%	5.8%	53	5.7%
Housing affordability	12.3%	29.5%	255	27.4%
Location of work site	33.4%	31.4%	294	31.7%
Taxes	0.5%	1.7%	14	1.5%
Quality of overall community	2.9%	4.9%	43	4.6%
Family considerations	19.6%	12.9%	127	13.7%
Rural character/beauty	18.1%	5.9%	69	7.4%
Other	8.3%	7.9%	74	8.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>929</i>	<i>100.0 %</i>

Question 8a.

How safe do you feel in your neighborhood?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Compared to where you lived before moving to Loudoun County</i>				
Very Safe	71.1%	51.0%	496	53.5%
Safe	28.4%	45.6%	403	43.5%
Unsafe	0.5%	3.4%	28	3.0%
Very Unsafe	0.0%	0.0%	0	0.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>927</i>	<i>100.0 %</i>

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Life long resident of Loudoun County</i>				
Very Safe	40.0%	33.3%	24	35.8%
Safe	57.5%	66.7%	42	62.7%
Unsafe	2.5%	0.0%	1	1.5%
Very Unsafe	0.0%	0.0%	0	0.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>67</i>	<i>100.0 %</i>

Question 8b.

Why do you feel unsafe?

<i>Response</i>	<i>Number</i>	<i>%</i>
Gangs	13	28.9%
Break-ins	3	6.7%
Street Crimes	14	31.1%
Lack of street patrol	1	2.2%
Other	13	28.9%
Illegal immigrants/pickup sites	n/a	n/a
Car damages/theft	n/a	n/a
Crime is everywhere/not just here	n/a	n/a
Just higher crime rate here	n/a	n/a
Youth crime	n/a	n/a
Drug crime	n/a	n/a
Shootings	n/a	n/a
Terrorism	1	2.2%
<i>Total</i>	45	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	122	12.3%
2	278	27.9%
3	183	18.3%
4	261	26.1%
5	110	11.1%
6	31	3.1%
7	9	0.9%
8	3	0.3%
<i>Total</i>	999	100.0%

Question 10a.

Employed full time or part time?

<i>Response</i>	<i>Number</i>	<i>%</i>
Full time	1333	85.3%
Work at home	114 (of 1333)	8.6%
Part time	229	14.7%
<i>Total</i>	<i>1,562</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>Part Time %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	0.6%	0.9%	9	0.6%
Arlington, Va	3.6%	2.2%	52	3.4%
Prince William, Va	0.8%	0.4%	12	0.8%
Fairfax, Va	36.7%	18.0%	523	33.9%
Frederick, Md.	0.9%	2.6%	18	1.2%
Montgomery, Md	1.8%	0.4%	25	1.6%
Washington, DC	7.6%	0.4%	101	6.5%
Other Metro DC area	1.9%	0.9%	27	1.7%
Outside Metro DC area	2.4%	0.9%	35	2.3%
Loudoun County	43.7%	73.3%	741	48.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,543</i>	<i>100.0%</i>

Question 10c. – 2005

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Rural	20 (of 137)	14.6%
Non-Rural	94 (of 861)	10.9%
<i>Total</i>	<i>114 (of 998)</i>	<i>11.4%</i>

Question 11. – 2005

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	449	84.2%
No - Age 5 to 13	84	15.8%
Yes - Age 14 to 18	194	84.3%
No - Age 14 to 18	36	15.7%

<i>Overall-Ages 5 to 18</i>	<i>Number</i>	<i>%</i>
Yes	643	84.3%
No	120	15.7%
<i>Total</i>	763	100.0%

Question 12.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	915	91.5%
No	85	8.5%
<i>Total</i>	1,000	100.0%

Question 12a.

How satisfied are you with the public schools?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	219	49.1%
Satisfied	186	41.7%
Dissatisfied	29	6.5%
Very dissatisfied	5	1.1%
No opinion	7	1.6%
<i>Total</i>	<i>446</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	309	47.2%
Satisfied	312	47.7%
Dissatisfied	21	3.2%
Very dissatisfied	3	0.5%
No opinion	9	1.4%
<i>Total</i>	<i>654</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	394	52.4%
Satisfied	324	43.0%
Dissatisfied	16	2.1%
Very dissatisfied	0	0.0%
No opinion	19	2.5%
<i>Total</i>	<i>753</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	93	42.9%
Satisfied	101	46.6%
Dissatisfied	9	4.1%
Very dissatisfied	2	0.9%
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	26	21.8%
Satisfied	69	58.0%
Dissatisfied	12	10.1%
Very dissatisfied	7	5.9%
No opinion	5	4.2%
<i>Total</i>	<i>119</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	112	75.6%
Satisfied	33	22.3%
Dissatisfied	2	1.4%
Very dissatisfied	0	0.0%
No opinion	1	0.7%
<i>Total</i>	<i>148</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	37.9%
Satisfied	16	55.3%
Dissatisfied	0	0.0%
Very dissatisfied	1	3.4%
No opinion	1	3.4%
<i>Total</i>	29	100.0%

Question 12a.

How satisfied are you with the senior services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	30	52.6%
Satisfied	23	40.4%
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?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Yes	69.1%	79.3%	693	77.9%
No	30.9%	20.7%	197	22.1%
<i>Total</i>	100.0%	100.0%	890	100.0%

Question 15.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Growth/development	466	46.6%
Schools	38	3.8%
Youth activities	23	2.3%
Taxes	68	6.8%
Traffic/transportation	438	43.8%
Adequate services	12	1.2%
Government	17	1.7%
Illegal Immigration	n/a	n/a
Other	89	8.9%
Housing cost/value	n/a	n/a
Water issues	n/a	n/a
Crime	n/a	n/a
Affordability	n/a	n/a
<i>Total</i>	<i>1,151*</i>	<i>115.1%*</i>

**more than one answer was accepted*

Question 16.

What single thing do you like best about Loudoun County?

<i>Response</i>	<i>Number</i>	<i>%</i>
Affordability	12	1.2%
Beauty/scenic views	96	9.6%
Environment/cleanliness	30	3.0%
Location/proximity	247	24.7%
Neighborhood/community	149	14.9%
People/friendly/personal	74	7.4%
Rural/open/country	215	21.5%
Safety of community	50	5.0%
Schools	76	7.6%
Tax rate	5	0.5%
Other	134	13.4%
Lived here all my life/everything	n/a	n/a
Quiet/peaceful	n/a	n/a
Parks/recreation	n/a	n/a
Quality of life	n/a	n/a
Historical aspects	n/a	n/a
I like growth/new development	n/a	n/a
Family oriented	n/a	n/a
<i>Total</i>	<i>1,088*</i>	<i>108.8%*</i>

**more than one answer was accepted*

Question 17.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Excellent	39.5%	36.7%	369	37.0%
Good	51.9%	54.7%	542	54.5%
Fair	6.8%	7.1%	70	7.0%
Poor	1.8%	1.5%	15	1.5%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>996</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</i>	<i>%</i>
Newspapers	852	85.2%
Radio	115	11.5%
Cable Television	227	22.7%
County Website on Internet	373	37.3%
Public Libraries	273	27.3%
Guide to Services	255	25.5%
Parks and Recreation brochure	449	44.9%
Public Meetings	111	11.1%
Word of mouth	442	44.2%
Other	79	7.9%
<i>Total</i>	<i>3,176*</i>	<i>317.6%</i>

**more than one answer was accepted (base = 1,000 respondents)*

Question 18b.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Loudoun Times-Mirror	395	39.5%
Leesburg Today	325	32.5%
Loudoun Easterner	343	34.3%
Washington Post	281	28.1%
Loudoun Independent	n/a	n/a
Observer	34	3.4%
Blue Ridge Leader	30	3.0%
Connection	57	5.7%
Purcellville Gazette	n/a	n/a
Other	88	8.8%
<i>Total</i>	<i>1,553*</i>	<i>155.3%*</i>

**more than one answer was accepted (base = 1,000 respondents)*

Question 19.

Does anyone in your home telecommute?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	189	19.1%
No	803	80.9%
<i>Total</i>	992	100.0%

Question 20.

Do you have access to the Internet in your home?

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	893	89.4%
No	106	10.6%
<i>Total</i>	999	100.0%

Question 21.

How do you access the Internet?

<i>Response</i>	<i>Number</i>	<i>%</i>
Dial-up connection	245	27.6%
Cable	313	35.2%
DSL	221	24.9%
Fiber	23	2.6%
Satellite	16	1.8%
Wireless	49	5.5%
Other	21	2.4%
<i>Total</i>	888*	100.0%*

**more than one answer was accepted*

Question 24.

With which racial or ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
American Indian	13	1.4%
Asian	84	8.9%
Hawaiian	n/a	n/a
Black	55	5.8%
White	795	83.9%
Two or more races	n/a	n/a
<i>Total</i>	<i>947</i>	<i>100.0%</i>

Question 24a.

With which ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
Hispanic	55	5.6%
Not Hispanic	920	94.3%
<i>Total</i>	<i>975</i>	<i>100.0%</i>

Question 25.

What is your total household income before taxes?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Under \$10, 000	2.7%	0.8%	9	1.0%
\$10,001 to \$30,000	8.1%	5.1%	49	5.7%
\$30,001 to \$50,000	7.6%	12.9%	104	12.1%
\$50,001 to \$75,000	15.7%	14.2%	124	14.4%
\$75,001 to \$100,000	18.8%	18.7%	161	18.7%
\$100,001 to \$150,000	29.2%	28.6%	246	28.7%
Over \$150,000	17.9%	19.7%	167	19.4%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>860</i>	<i>100.0 %</i>

Note: Survey question results may not sum to the total due to rounding.

Appendix D 2002 Weighted Sample Results

Question 3.

Which of the following housing types do you live in?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Townhouse or duplex	4.2%	28.6%	252	25.0%
Single Family home	90.8%	58.5%	636	63.6%
Apartment or condo	3.3%	12.6%	115	11.4%
Other	1.7%	0.3%	4	0.4%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,007</i>	<i>100.0 %</i>

Question 4.

Do you rent or own your home?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Rent	10.0%	14.4%	138	13.7%
Own	90.0%	85.6%	868	86.3%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,006</i>	<i>100.0 %</i>

Question 5.

How many years have you lived in Loudoun County?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
0 to 3 years	18.3%	36.3%	339	33.7%
4 to 10 years	25.0%	34.0%	328	32.7%
More than 10 years	56.7%	29.7%	337	33.6%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,004</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	938	92.9%
No	72	7.1%
<i>Total</i>	<i>1,010</i>	<i>100.0%</i>

Question 6.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	2.9%	2.4%	23	2.5%
Arlington, Va	5.3%	4.0%	39	4.2%
Prince William, Va	3.9%	1.9%	21	2.3%
Fairfax, Va	29.5%	45.5%	405	43.2%
Frederick, Md	3.4%	0.4%	7	0.8%
Montgomery, Md	3.4%	2.4%	23	2.5%
Washington, DC	2.9%	1.3%	14	1.5%
Other Metro DC area	5.8%	5.6%	52	5.6%
Outside Metro DC area	39.9%	36.5%	349	37.4%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>933</i>	<i>100.0 %</i>

Question 7.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Schools or community services	5.3%	4.3%	40	4.4%
Housing affordability	10.2%	28.9%	239	26.3%
Location of work site	27.7%	26.9%	246	27.1%
Taxes	1.0%	2.0%	16	1.8%
Quality of overall community	2.4%	4.3%	37	4.1%
Family considerations	13.1%	9.6%	92	10.1%
Rural character/beauty	23.3%	9.7%	105	11.6%
Other	17.0%	14.3%	133	14.6%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>908</i>	<i>100.0%</i>

Question 8a.

How safe do you feel in your neighborhood?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Compared to where you lived before moving to Loudoun County</i>				
Very Safe	67.5%	50.7%	491	52.9%
Safe	30.5%	46.2%	411	44.2%
Unsafe	2.0%	2.8%	25	2.7%
Very Unsafe	0.0%	0.3%	2	0.2%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>929</i>	<i>100.0 %</i>

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
<i>Life long resident of Loudoun County</i>				
Very Safe	59.4%	46.5%	35	50.0%
Safe	40.6%	46.5%	31	44.3%
Unsafe	0.0%	7.0%	4	5.7%
Very Unsafe	0.0%	0.0%	0	0.0%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>70</i>	<i>100.0 %</i>

Question 8b.

Why do you feel unsafe?

<i>Response</i>	<i>Number</i>	<i>%</i>
Gangs	7	17.5%
Break-ins	4	10.0%
Street Crimes	4	10.0%
Lack of street patrol	3	7.5%
Other	20	50.0%
Illegal immigrants/pickup sites	n/a	n/a
Car damages/theft	n/a	n/a
Crime is everywhere/not just here	n/a	n/a
Just higher crime rate here	n/a	n/a
Youth crime	n/a	n/a
Drug crime	n/a	n/a
Shootings	n/a	n/a
Terrorism	0	0.0%
Sniper	1	2.5%
Traffic	1	2.5%
<i>Total</i>	40	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	117	11.6%
2	325	32.2%
3	208	20.7%
4	219	21.7%
5	101	10.0%
6	31	3.1%
7	4	0.4%
8	3	0.3%
<i>Total</i>	1,008	100.0%

Question 10a.

Employed full time or part time?

<i>Response</i>	<i>Number</i>	<i>%</i>
Full time	1384	86.1%
Work at home	104 (of 1384)	7.5%
Part time	223	13.9%
<i>Total</i>	<i>1,607</i>	<i>100.0%</i>
Average Workers per household		1.59

Question 10b.

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

<i>Response</i>	<i>Full Time %</i>	<i>Part Time %</i>	<i>Total</i>	<i>%</i>
Alexandria, Va	1.2%	0.0%	17	1.1%
Arlington, Va	2.6%	1.4%	38	2.4%
Prince William, Va	0.9%	1.4%	17	1.1%
Fairfax, Va	9.1%	21.1%	581	36.5%
Frederick, Md	0.7%	0.4%	10	0.6%
Montgomery, Md	3.2%	0.4%	45	2.8%
Washington, DC	6.6%	0.0%	90	5.7%
Other Metro DC area	3.0%	1.4%	44	2.8%
Outside Metro DC area	3.0%	2.3%	46	2.9%
Loudoun County	39.7%	71.6%	700	44.1%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,588</i>	<i>100.0%</i>

Question 10c. – 2002

How many members work full-time in a business based in your home?

<i>Response</i>	<i>Number</i>	<i>%</i>
Rural	26 (of 143)	18.2%
Non-Rural	78 (of 867)	9.0%
<i>Total</i>	<i>104 (of 1,010)</i>	<i>10.3%</i>

Question 12.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Yes	929	92.0%
No	81	8.0%
<i>Total</i>	<i>1,010</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	219	53.2%
Satisfied	170	41.3%
Dissatisfied	12	2.9%
Very dissatisfied	3	0.7%
No opinion	8	1.9%
<i>Total</i>	<i>412</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	311	43.8%
Satisfied	359	50.4%
Dissatisfied	25	3.5%
Very dissatisfied	1	0.1%
No opinion	16	2.2%
<i>Total</i>	<i>712</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	398	53.3%
Satisfied	322	43.2%
Dissatisfied	14	1.9%
Very dissatisfied	1	0.1%
No opinion	10	1.3%
<i>Total</i>	<i>745</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	37.1%
Satisfied	128	52.2%
Dissatisfied	7	2.9%
Very dissatisfied	8	3.3%
No opinion	11	4.5%
<i>Total</i>	<i>245</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	41	22.5%
Satisfied	98	53.9%
Dissatisfied	27	14.8%
Very dissatisfied	6	3.3%
No opinion	10	5.5%
<i>Total</i>	<i>182</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	148	69.5%
Satisfied	58	27.2%
Dissatisfied	1	0.5%
Very dissatisfied	3	1.4%
No opinion	3	1.4%
<i>Total</i>	213	100.0%

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	10	38.5%
Satisfied	11	42.3%
Dissatisfied	2	7.7%
Very dissatisfied	1	3.8%
No opinion	2	7.7%
<i>Total</i>	26	100.0%

Question 12a.

How satisfied are you with the senior services?

<i>Response</i>	<i>Number</i>	<i>%</i>
Very satisfied	14	28.0%
Satisfied	29	58.0%
Dissatisfied	1	2.0%
Very dissatisfied	0	0.0%
No opinion	6	12.0%
<i>Total</i>	50	100.0%

Question 14.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Yes	73.0%	84.9%	743	83.3%
No	27.0%	15.1%	149	16.7%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>892</i>	<i>100.0%</i>

Question 15a.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Newspapers	874	86.5%
Radio	127	12.6%
Cable Television	265	26.2%
County Website on internet	353	35.0%
Public Libraries	320	31.7%
Guide to Services	341	33.8%
Parks and Recreation brochure	540	53.5%
Public Meetings	138	13.7%
Word of mouth	539	53.4%
Other	72	7.1%
<i>Total</i>	<i>3,569*</i>	<i>353.5%</i>

**more than one answer was accepted (base = 1,010 respondents)*

Question 15b.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Loudoun Times-Mirror	396	39.2%
Leesburg Today	304	30.1%
Loudoun Easterner	237	23.5%
Washington Post	270	26.7%
Loudoun Independent	n/a	n/a
Observer	65	6.4%
Blue Ridge Leader	31	3.1%
Connection	n/a	n/a
Purcellville Gazette	n/a	n/a
Other	56	5.5%
Eastern Loudoun Times	85	8.4%
EIR News	1	0.1%
Loudoun Connection	28	2.8%
<i>Total</i>	<i>1,473*</i>	<i>145.8%*</i>

**more than one answer was accepted (base = 1,010 respondents)*

Question 16.

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

<i>Response</i>	<i>Number</i>	<i>%</i>
Growth/development	507	50.2%
Schools	42	4.2%
Youth activities	2	0.2%
Taxes	56	5.5%
Traffic/transportation	291	28.8%
Adequate services	3	0.3%
Government	6	0.6%
Illegal Immigration	n/a	n/a
Other	140	13.9%
Housing cost/value	n/a	n/a
Water issues	n/a	n/a
Crime	n/a	n/a
Affordability	n/a	n/a
<i>Total</i>	<i>1,047*</i>	<i>103.7%*</i>

**more than one answer was accepted*

Question 17.

What single thing do you like best about Loudoun County?

<i>Response</i>	<i>Number</i>	<i>%</i>
Affordability	7	0.7%
Beauty/scenic views	96	9.5%
Environment/cleanliness	29	2.9%
Location/proximity	163	16.1%
Neighborhood/community	121	12.0%
People/friendly/personal	83	8.2%
Rural/open/country	296	29.3%
Safety of community	39	3.9%
Schools	60	5.9%
Tax rate	11	1.1%
Other	186	18.4%
Lived here all my life/everything	n/a	n/a
Quiet/peaceful	n/a	n/a
Parks/recreation	n/a	n/a
Quality of life	n/a	n/a
Historical aspects	n/a	n/a
I like growth/new development	n/a	n/a
Family oriented	n/a	n/a
<i>Total</i>	<i>1,091*</i>	<i>108.0%*</i>

**more than one answer was accepted (base = 1,010 respondents)*

Question 18.

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

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Excellent	48.3%	42.2%	431	43.1%
Good	45.3%	52.5%	515	51.5%
Fair	5.1%	4.5%	45	4.5%
Poor	1.3%	0.8%	9	0.9%
<i>Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>1,000</i>	<i>100.0 %</i>

Question 24.

With which racial or ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
American Indian	11	1.1%
Asian	66	6.9%
Hawaiian	n/a	n/a
Black	53	5.5%
White	829	86.4%
Two or more races	n/a	n/a
<i>Total</i>	959	100.0%

Question 24a.

With which ethnic group do you identify?

<i>Response</i>	<i>Number</i>	<i>%</i>
Hispanic	31	3.2%
Not Hispanic	943	96.8%
<i>Total</i>	974	100.0%

Question 25.

What is your total household income before taxes?

<i>Response</i>	<i>Rural %</i>	<i>Non-Rural %</i>	<i>Total</i>	<i>%</i>
Under \$10, 000	1.0%	0.5%	5	0.6%
\$10,001 to \$30,000	8.6%	4.5%	45	5.1%
\$30,001 to \$50,000	14.8%	13.0%	116	13.3%
\$50,001 to \$75,000	18.2%	18.7%	163	18.6%
\$75,001 to \$100,000	16.7%	20.3%	173	19.8%
\$100,001 to \$150,000	21.1%	24.9%	213	24.3%
Over \$150,000	19.6%	18.1%	160	18.3%
<i>Total</i>	100.0%	100.0%	875	100.0 %

Note: Survey question results may not sum to the total due to rounding.

Appendix E Comparison of Current and Past Survey Results

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

Response	2007	2005	2002
Schools or community services	4.0%	5.7%	4.4%
Housing affordability	24.9%	27.4%	26.3%
Location of work site	28.1%	31.7%	27.1%
Taxes	3.4%	1.5%	1.8%
Quality of overall community	3.8%	4.6%	4.1%
Family considerations	12.9%	13.7%	10.1%
Rural character/beauty	7.4%	7.4%	11.6%
Other	15.5%	8.0%	14.6%
Total	100%	100%	100%

How safe do you feel in your neighborhood compared to where you lived before moving to Loudoun County?

Response	2007	2005	2002
Very Safe	55.5%	53.5%	52.9%
Safe	40.9%	43.5%	44.2%
Unsafe	3.5%	3.0%	2.7%
Very Unsafe	0.1%	0.0%	0.2%
Total	100%	100%	100%

How safe do you feel in your neighborhood, if you have been a life long resident of Loudoun County?

Response	2007	2005	2002
Very Safe	55.5%	53.5%	52.9%
Safe	40.9%	43.5%	44.2%
Unsafe	3.5%	3.0%	2.7%
Very Unsafe	0.1%	0.0%	0.2%
Total	100%	100%	100%

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

Response	2007	2005	2002
Excellent	36.7%	37.0%	43.1%
Good	55.2%	54.5%	51.5%
Fair	7.2%	7.1%	4.5%
Poor	0.9%	1.5%	0.9%
Total	100%	100%	100%

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

Response	2007	2005	2002
Yes	75.0%	77.9%	83.3%
No	25.0%	22.1%	16.7%
Total	100%	100%	100%

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

Response	2007	2005	2002
Newspapers	84.8%	85.2%	86.5%
Radio	17.6%	11.5%	12.6%
Cable Television	24.4%	22.7%	26.2%
Parks and Recreation Brochure	52.5%	44.9%	53.5%
Public Libraries	32.7%	27.3%	31.7%
Guide to Services in Loudoun County	32.7%	25.5%	33.8%
County Website on Internet	50.2%	37.3%	35.0%
Public Meetings	16.4%	11.1%	13.7%
Word of Mouth	60.5%	44.2%	53.4%
Other	11.2%	7.9%	7.1%
Total	383.0%*	317.6%*	353.5%*

**more than one answer was accepted*

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

Response	2007	2005	2002
Growth/Development	40.1%	44.6%	50.2%
Schools	8.6%	3.8%	4.2%
Youth Activities	3.5%	2.3%	0.2%
Taxes	10.0%	6.8%	5.5%
Traffic/Transportation	47.3%	43.8%	28.8%
Adequate services	4.8%	1.2%	0.3%
Government	4.6%	1.7%	0.6%
Other	2.4%	8.9%	13.9%
Illegal Immigration	6.5%	n/a	n/a
Housing cost/Value	4.9%	n/a	n/a
Water issues	4.0%	n/a	n/a
Crime	2.2%	n/a	n/a
Affordability	1.8%	n/a	n/a
Total	140.7%*	115.1%*	103.7%*

**more than one answer was accepted*

What single thing do you like best about Loudoun County?

Response	2007	2005	2002
Rural/Open/Country	19.9%	21.5%	29.3%
People/Friendly/Personal	9.9%	7.4%	8.2%
Location/Proximity	22.3%	24.7%	16.1%
Neighborhood/Community	16.5%	14.9%	12.0%
Beauty/Scenic Views	9.5%	9.6%	9.5%
Schools	11.4%	7.6%	5.9%
Safe/Safety	7.0%	5.0%	3.9%
Tax Rate	0.2%	0.5%	1.1%
Environment/Cleanliness	4.8%	3.0%	2.9%
Affordability	1.6%	1.2%	0.7%
Lived here all my life/everything	2.5%	n/a	n/a
Quiet/peaceful	2.8%	n/a	n/a
Parks/recreation	2.7%	n/a	n/a
Quality of life	2.2%	n/a	n/a
Historical aspects	1.6%	n/a	n/a
Growth/new development	1.5%	n/a	n/a
Family oriented	1.4%	n/a	n/a
Other	7.4%	13.4%	18.4%
Total	125.2%*	108.8%*	108.0%*

**more than one answer was accepted*

Appendix F Methodology

2007 Survey of Loudoun County Residents

The 2007 Survey of Loudoun Residents was designed to be a telephone survey, approximately five to ten minutes in duration. 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.

Decision Data Collection was able to achieve a fairly high cooperation level of 63.7 percent from Loudoun residents. In 2005 the cooperation level was 76.5 percent and 69.8 percent in 2002. This indicates a relatively strong willingness on the part of Loudoun County citizens to communicate with the county government and Board of Supervisors about important issues.

A Spanish language survey option was available for those who requested it. Nine people (0.9% of all respondents) requested and completed the survey in Spanish.

Geography

As in prior surveys, the geographic areas that the county is divided into are based on an aggregation of zip codes. Groupings of zip codes are preferred because virtually all respondents know which zip code they live in and virtually all are willing to give their zip code during the interviewing process.

The county was divided into two areas, rural and non-rural, for the 2007 survey. In past surveys, the county was divided into three areas -- east, central, and west. The large population growth that the county has experienced over the past several years has changed the demographics of the county and created a westward expansion of the population. The population growth in the central and eastern area have caused these two areas to merge together geographically and demographically, so these areas are now represented as one area, the non-rural area. In prior surveys, the Aldie (20105) and Arcola (20107) zip codes were part of the western area. Aldie has had a large amount of population growth east of Route 15 and the majority of that zip code's population is now east of Route 15. All zip codes that are completely east of Route 15 or have portions east of Route 15 are included in the non-rural area. Therefore, the Aldie and Arcola zip codes are now part of the non-rural area.

Another change made in 2007 with respect to zip codes pertained to PO Box zip codes. PO Box zip codes were included in prior surveys, but not in the 2007 survey. PO Box zip codes

do not have a geographic area associated with them and residents with PO Box zip codes do not necessarily live in the area surrounding the post office where the PO Box is held. Therefore, the decision was made to remove PO Box zip codes from the 2007 survey. For the 2002 and 2005 surveys the assumption was made that residents holding a PO Box zip code lived in the area surrounding the post office where the PO Box was held.

Three additional zip codes were added to the 2007 survey. Those three zip codes were 20120, 20151, and 20170.

The following two tables list the zip codes in Loudoun County. To afford the opportunity to analyze changes over time for a few specific variables, 2002 and 2005 results were adjusted using the same geographies used for the 2007 survey. The first table (Table D-1) lists the non-rural area zip codes using the non-rural area definition defined in the 2007 survey, and it lists whether or not the zip code was included in a particular year's survey results. The second table (Table D-2) lists the rural area zip codes as defined for the 2007 survey, and it lists whether or not the zip code was included in a particular year's survey results.

Table D-1

Non-Rural Zip Codes				
Zip Code	Place	<u>Inclusion Status</u>		
		2007	2005	2002
20105	Aldie	Yes	Yes	Yes
20107	Arcola	Yes	Yes	Yes
20120	Centreville	Yes	No	No
20146*	Ashburn	No	Yes	Yes
20147	Ashburn	Yes	Yes	Yes
20148	Ashburn	Yes	Yes	Yes
20151	Chantilly/Fairfax	Yes	No	No
20152	Chantilly/Fairfax	Yes	Yes	Yes
20163*	Ashburn	No	Yes	Yes
20164	Sterling	Yes	Yes	Yes
20165	Sterling	Yes	Yes	Yes
20166	Sterling	Yes	Yes	Yes
20170	Herndon	Yes	No	No
20175	Leesburg	Yes	Yes	Yes
20176	Leesburg	Yes	Yes	Yes
20177*	Leesburg	No	Yes	Yes
20178*	Leesburg	No	Yes	Yes
22066	Great Falls	Yes	Yes	Yes

* Post office box zip code.

Table D-2

Rural Zip Codes				
Zip Code	Place	<u>Inclusion Status</u>		
		2007	2005	2002
20117	Middleburg	Yes	Yes	Yes
20118*	Middleburg	No	Yes	Yes
20129	Paeonian Springs	Yes	Yes	Yes
20130	Paris	Yes	Yes	Yes
20131*	Purcellville	No	Yes	Yes
20132	Purcellville	Yes	Yes	Yes
20134*	Purcellville	No	Yes	Yes
20135	Bluemont	Yes	Yes	Yes
20141	Round Hill	Yes	Yes	Yes
20142*	Round Hill	No	Yes	Yes
20158	Hamilton	Yes	Yes	Yes
20159*	Hamilton	No	Yes	Yes
20160*	Purcellville	No	Yes	Yes
20180	Lovettsville	Yes	Yes	Yes
20184	Upperville	Yes	Yes	Yes
20185*	Upperville	No	Yes	Yes
20197	Waterford	Yes	Yes	Yes

* Post office box zip code.

Sample Size and Sample Error

The survey solicited responses from a stratified random sample of 250 households in the rural areas and 750 households in non-rural areas, totaling 1,000 Loudoun County residents overall. There were an estimated 95,666 households in Loudoun County in 2007. The survey sample represents slightly more than 1 percent of all households in Loudoun County. The rural area of the county has a relatively small number of households. There are 13,219 households in the rural area, which is 13.8% of the county’s households. As in prior surveys, the rural area was over-sampled in order to provide more statistically reliable results and a more detailed look at the demographics and opinions of the residents of that area of the county. Countywide, the data is within +/- 3.1 percent at the 95 percent confidence level. The rural area’s data is within +/- 6.1 percent at the 95 percent confidence level. The non-rural area’s data is within +/- 3.6 percent at the 95 percent confidence level.

Weighting

Geographic weighting was used beginning with the 2007 survey to generalize results to the entire county and within the rural and non-rural areas so that one zip code’s population was not over- or under-represented. The data was weighted to reflect the population of each zip code. To afford the opportunity to analyze changes over time for a few specific variables, 2002 and

2005 results were adjusted using the same statistical methods and geographies used for the 2007 survey. The following tables detail the population, sample, and weights applied to the 2002, 2005, and 2007 county, rural, and non-rural data.

2007 Weighting

Table D-3

County-Wide Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	8,148	3.01%	18	1.80%	1.6667
20107	Arcola	23	0.01%	2	0.20%	0.0500
20117	Middleburg	3,104	1.15%	13	1.30%	0.8462
20120	Centreville	47	0.02%	4	0.40%	0.1250
20129	Paeonian Springs	510	0.19%	9	0.90%	0.2222
20130	Paris	30	0.01%	3	0.30%	0.0333
20132	Purcellville	14,597	5.39%	95	9.50%	0.5684
20135	Bluemont	953	0.35%	9	0.90%	0.4444
20141	Round Hill	5,545	2.05%	45	4.50%	0.4444
20147	Ashburn	47,190	17.41%	135	13.50%	1.2889
20148	Ashburn	20,116	7.42%	64	6.40%	1.1563
20151	Chantilly/Fairfax	0	0.00%	4	0.40%	0.0250
20152	Chantilly/Fairfax	19,066	7.03%	58	5.80%	1.2069
20158	Hamilton	4,205	1.55%	19	1.90%	0.8421
20164	Sterling	35,254	13.01%	104	10.40%	1.2500
20165	Sterling	30,917	11.41%	112	11.20%	1.0179
20166	Sterling	7,547	2.78%	18	1.80%	1.5556
20170	Herndon	21	0.01%	6	0.60%	0.0333
20175	Leesburg	24,003	8.85%	76	7.60%	1.1711
20176	Leesburg	39,935	14.73%	144	14.40%	1.0208
20180	Lovettsville	6,539	2.41%	44	4.40%	0.5455
20184	Upperville	335	0.12%	5	0.50%	0.2000
20197	Waterford	1,922	0.71%	8	0.80%	0.8750
22066	Great Falls	1,057	0.39%	5	0.50%	0.8000

Table D-4

Non-Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	8,148	3.49%	18	2.40%	0.4583
20107	Arcola	23	0.01%	2	0.27%	0.0750
20120	Centreville	47	0.02%	4	0.53%	0.0562
20147	Ashburn	47,190	20.23%	135	18.00%	1.1961
20148	Ashburn	20,116	8.62%	64	8.53%	0.4102
20151	Chantilly/Fairfax	0	0.00%	4	0.53%	0.0000
20152	Chantilly/Fairfax	19,066	8.17%	58	7.73%	0.7371
20164	Sterling	35,254	15.11%	104	13.87%	1.4928
20165	Sterling	30,917	13.25%	112	14.93%	1.1585
20166	Sterling	7,547	3.23%	18	2.40%	1.3750
20170	Herndon	21	0.01%	6	0.80%	0.0250
20175	Leesburg	24,003	10.29%	76	10.13%	1.1151
20176	Leesburg	39,935	17.12%	144	19.20%	0.7760
22066	Great Falls	1,057	0.45%	5	0.67%	0.9000

Table D-5

Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20117	Middleburg	3,104	8.23%	13	5.20%	1.9808
20129	Paeonian Springs	510	1.35%	9	3.60%	0.4167
20130	Paris	30	0.08%	3	1.20%	0.0833
20132	Purcellville	14,597	38.68%	95	38.00%	0.9816
20135	Bluemont	953	2.53%	9	3.60%	0.8611
20141	Round Hill	5,545	14.69%	45	18.00%	0.7278
20158	Hamilton	4,205	11.14%	19	7.60%	1.4868
20180	Lovettsville	6,539	17.33%	44	17.60%	0.9773
20184	Upperville	335	0.89%	5	2.00%	0.6000
20197	Waterford	1,922	5.09%	8	3.20%	1.5313

2005 Weighting

Table D-6

County-Wide Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	5,699	2.30%	4	0.40%	5.7500
20107	Arcola	23	0.01%	0	0.00%	--
20117	Middleburg	3,023	1.22%	14	1.40%	0.8571
20120	Centreville	47	0.02%	--	--	--
20129	Paeonian Springs	489	0.20%	3	0.30%	0.6667
20130	Paris	27	0.01%	1	0.10%	0.0000
20132	Purcellville	13,514	5.46%	82	8.20%	0.6707
20135	Bluemont	917	0.37%	7	0.70%	0.5714
20141	Round Hill	4,811	1.95%	45	4.50%	0.4222
20147	Ashburn	44,372	17.94%	170	17.00%	1.0529
20148	Ashburn	15,733	6.36%	70	7.00%	0.9143
20151	Chantilly/Fairfax	0	0.00%	--	--	--
20152	Chantilly/Fairfax	15,508	6.27%	59	5.90%	1.0678
20158	Hamilton	3,684	1.49%	28	2.80%	0.5357
20164	Sterling	35,248	14.25%	93	9.30%	1.5376
20165	Sterling	30,418	12.30%	88	8.80%	1.3977
20166	Sterling	6,418	2.59%	14	1.40%	1.8571
20170	Herndon	21	0.01%	--	--	--
20175	Leesburg	21,946	8.87%	94	9.40%	0.9468
20176	Leesburg	36,751	14.86%	156	15.60%	0.9551
20180	Lovettsville	5,664	2.29%	48	4.80%	0.4792
20184	Upperville	330	0.13%	0	0.00%	--
20197	Waterford	1,637	0.66%	18	1.80%	0.3889
22066	Great Falls	1,057	0.43%	6	0.60%	0.6667

Table D-7

Non-Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	5,699	2.67%	4	0.53%	5.0895
20107	Arcola	23	0.01%	0	0.00%	--
20120	Centreville	47	0.02%	--	--	--
20147	Ashburn	44,372	20.81%	170	22.55%	0.9225
20148	Ashburn	15,733	7.38%	70	9.28%	0.7971
20151	Chantilly/Fairfax	0	0.00%	--	--	--
20152	Chantilly/Fairfax	15,508	7.27%	59	7.82%	0.9329
20164	Sterling	35,248	16.53%	93	12.33%	1.3377
20165	Sterling	30,418	14.26%	88	11.67%	1.2253
20166	Sterling	6,418	3.01%	14	1.86%	1.6157
20170	Herndon	21	0.01%	--	--	--
20175	Leesburg	21,946	10.29%	94	12.47%	0.8262
20176	Leesburg	36,751	17.23%	156	20.69%	0.8313
22066	Great Falls	1,057	0.50%	6	0.80%	0.6283

Table D-8

Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20117	Middleburg	3,023	8.87%	14	5.69%	1.5750
20129	Paeonian Springs	489	1.43%	3	1.22%	1.1433
20130	Paris	27	0.08%	1	0.41%	0.0000
20132	Purcellville	13,514	39.63%	82	33.33%	1.1951
20135	Bluemont	917	2.69%	7	2.85%	0.9450
20141	Round Hill	4,811	14.11%	45	18.29%	0.7786
20158	Hamilton	3,684	10.81%	28	11.38%	0.9538
20180	Lovettsville	5,664	16.61%	48	19.51%	0.8575
20184	Upperville	330	0.97%	0	0.00%	--
20197	Waterford	1,637	4.80%	18	7.32%	0.6669

2002 Weighting

Table D-9

County-Wide Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	1,773	0.90%	13	1.29%	0.6992
20107	Arcola	23	0.01%	0	0.00%	--
20117	Middleburg	2,880	1.47%	21	2.08%	0.7214
20120	Centreville	47	0.02%	--	--	--
20129	Paeonian Springs	423	0.22%	8	0.79%	0.2525
20130	Paris	27	0.01%	0	0.00%	--
20132	Purcellville	10,456	5.32%	70	6.93%	0.7647
20135	Bluemont	869	0.44%	10	0.99%	0.4040
20141	Round Hill	3,659	1.86%	35	3.47%	0.5483
20147	Ashburn	36,320	18.48%	167	16.53%	1.1249
20148	Ashburn	5,828	2.97%	31	3.07%	0.9774
20151	Chantilly/Fairfax	0	0.00%	--	--	--
20152	Chantilly/Fairfax	9,684	4.93%	61	6.04%	0.8113
20158	Hamilton	3,154	1.60%	34	3.37%	0.4753
20164	Sterling	34,907	17.76%	96	9.50%	1.8727
20165	Sterling	29,114	14.82%	115	11.39%	1.2998
20166	Sterling	5,562	2.83%	22	2.18%	1.2855
20170	Herndon	21	0.01%	--	--	--
20175	Leesburg	19,081	9.71%	113	11.19%	0.8670
20176	Leesburg	25,132	12.79%	138	13.66%	0.9368
20180	Lovettsville	4,799	2.44%	39	3.86%	0.6215
20184	Upperville	324	0.16%	5	0.50%	0.4040
20197	Waterford	1,369	0.70%	20	1.98%	0.3535
22066	Great Falls	1,051	0.53%	12	1.19%	0.4208

Table D-10

Non-Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20105	Aldie	1,773	1.05%	13	1.69%	0.6498
20107	Arcola	23	0.01%	0	0.00%	--
20120	Centreville	47	0.03%	--	--	--
20147	Ashburn	36,320	21.55%	167	21.74%	0.9887
20148	Ashburn	5,828	3.46%	31	4.04%	0.8671
20151	Chantilly/Fairfax	0	0.00%	--	--	--
20152	Chantilly/Fairfax	9,684	5.75%	61	7.94%	0.7176
20164	Sterling	34,907	20.71%	96	12.50%	1.656
20165	Sterling	29,114	17.27%	115	14.97%	1.1553
20166	Sterling	5,562	3.30%	22	2.86%	1.152
20170	Herndon	21	0.01%	--	--	--
20175	Leesburg	19,081	11.32%	113	14.71%	0.768
20176	Leesburg	25,132	14.91%	138	17.97%	0.8292
22066	Great Falls	1,051	0.62%	12	1.56%	0.448

Table D-11

Rural Zip Code Weighting						
Zip Code	Place	Population		Sample		Weights
		#	%	#	%	
20117	Middleburg	2,880	10.30%	21	8.68%	1.1870
20129	Paeonian Springs	423	1.51%	8	3.31%	0.4538
20130	Paris	27	0.10%	0	0.00%	--
20132	Purcellville	10,456	37.40%	70	28.93%	1.2930
20135	Bluemont	869	3.11%	10	4.13%	0.7502
20141	Round Hill	3,659	13.09%	35	14.46%	0.9058
20158	Hamilton	3,154	11.28%	34	14.05%	0.8043
20180	Lovettsville	4,799	17.16%	39	16.12%	1.0673
20184	Upperville	324	1.16%	5	2.07%	0.5808
20197	Waterford	1,369	4.90%	20	8.26%	0.5929