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# Hanover County, Virginia

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## Report of Results 2005



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Hanover County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Hanover County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

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## Survey Administration

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Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 8 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 540 residents, for a response rate of 45%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in Hanover County. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

## Survey Validity

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The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure<sup>1</sup>.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by County officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to re-weight the data to reflect the demographics of the population.

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

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do

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<sup>1</sup> The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

## Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

## "Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included

in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

## Putting Evaluations Onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

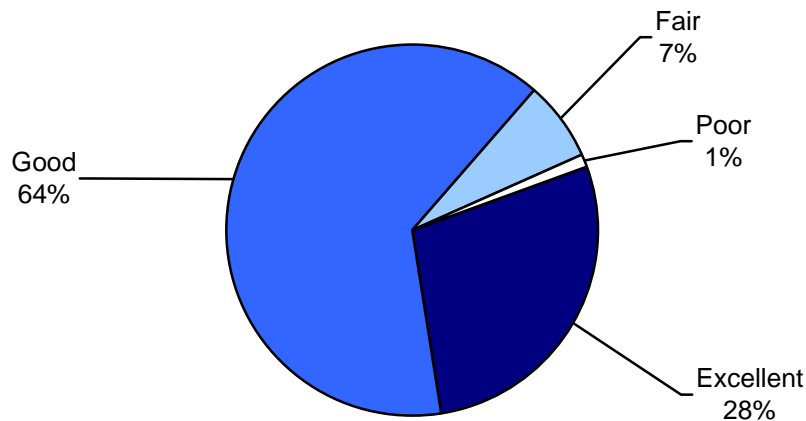
## COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Hanover County. They also evaluated characteristics of the community, and gave their perceptions of safety in Hanover County. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Hanover County.

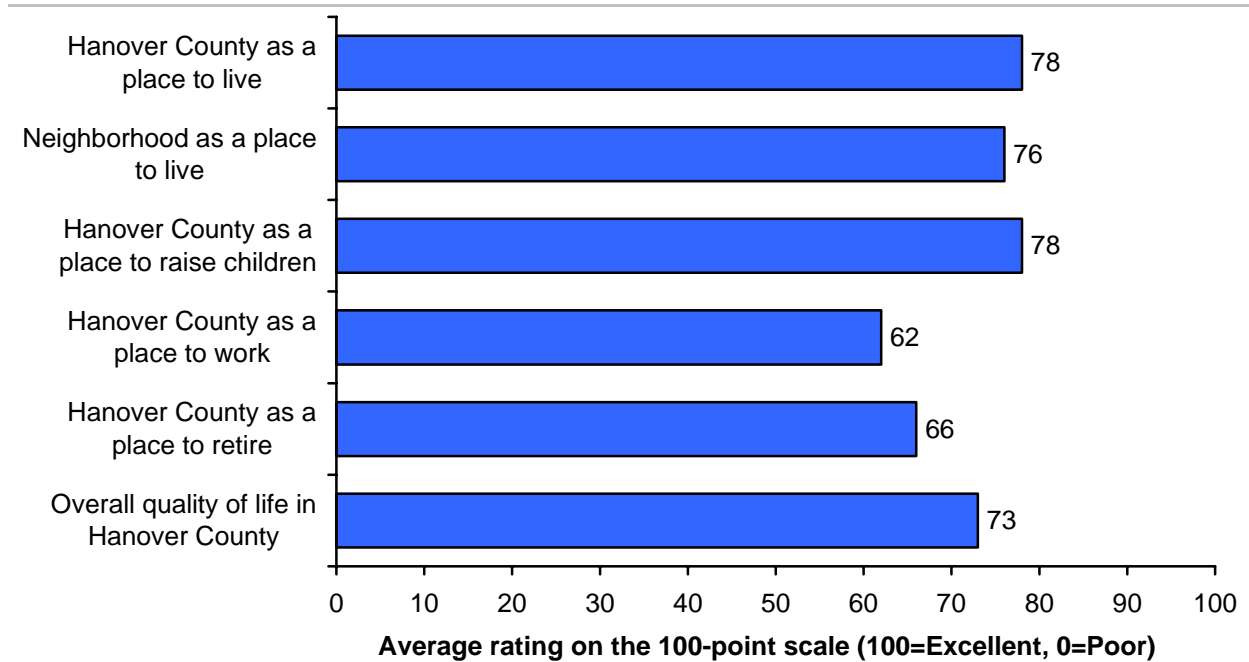
### Quality of Life

When asked to rate the overall quality of life in Hanover County, 28% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Hanover County are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Hanover County



**Figure 2: Quality of Life Ratings**



**Quality of Life Ratings**

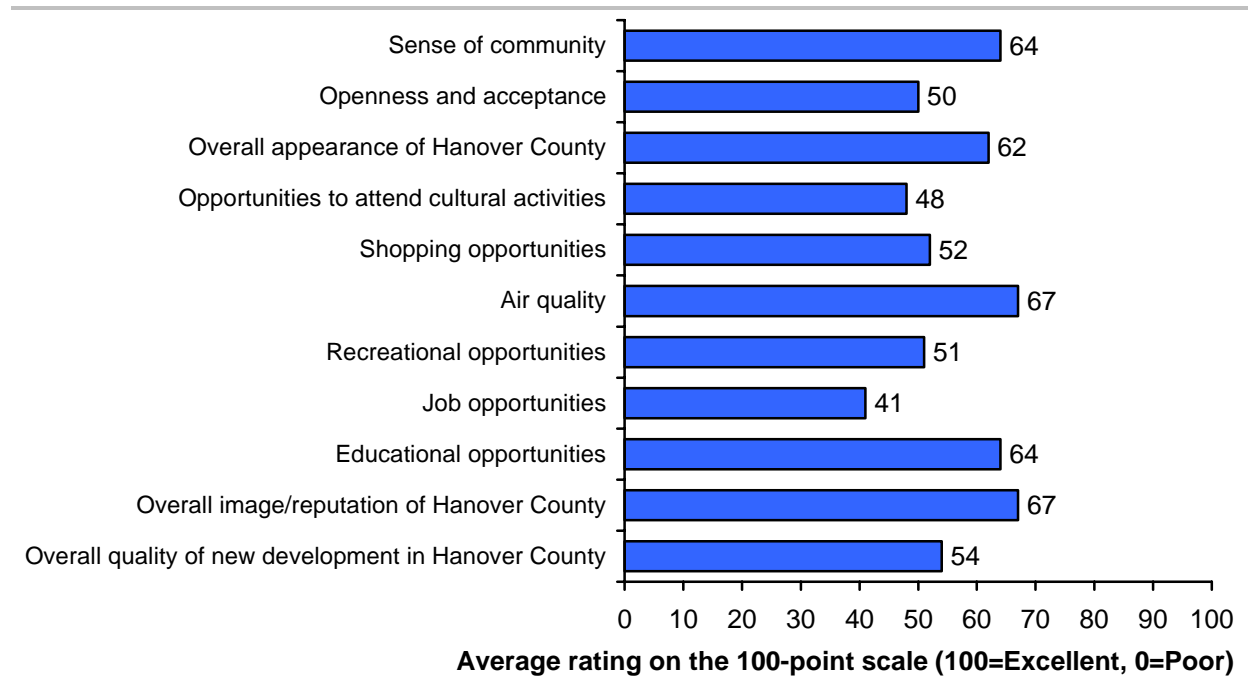
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Hanover County as a place to live?	40%	53%	6%	1%	100%	78
How do you rate your neighborhood as a place to live?	40%	49%	9%	2%	100%	76
How do you rate Hanover County as a place to raise children?	41%	53%	6%	0%	100%	78
How do you rate Hanover County as a place to work?	21%	51%	22%	7%	100%	62
How do you rate Hanover County as a place to retire?	25%	53%	16%	6%	100%	66
How do you rate the overall quality of life in Hanover County?	28%	64%	7%	1%	100%	73

Note: "don't know" responses have been removed.

## Ratings of Community Characteristics in Hanover County

The highest rated characteristics of Hanover County were overall image/reputation of Hanover County, air quality, sense of community, and educational opportunities. When asked about potential problems in Hanover County, the three concerns rated by the highest proportion of respondents as a “major problem” were too much growth, traffic congestion, and taxes. The rate of population growth in Hanover County was viewed as “too fast” by 71% of respondents, while 1% thought it was “too slow.”

**Figure 3: Characteristics of the Community: General and Opportunities**



**Characteristics of the Community: General and Opportunities**

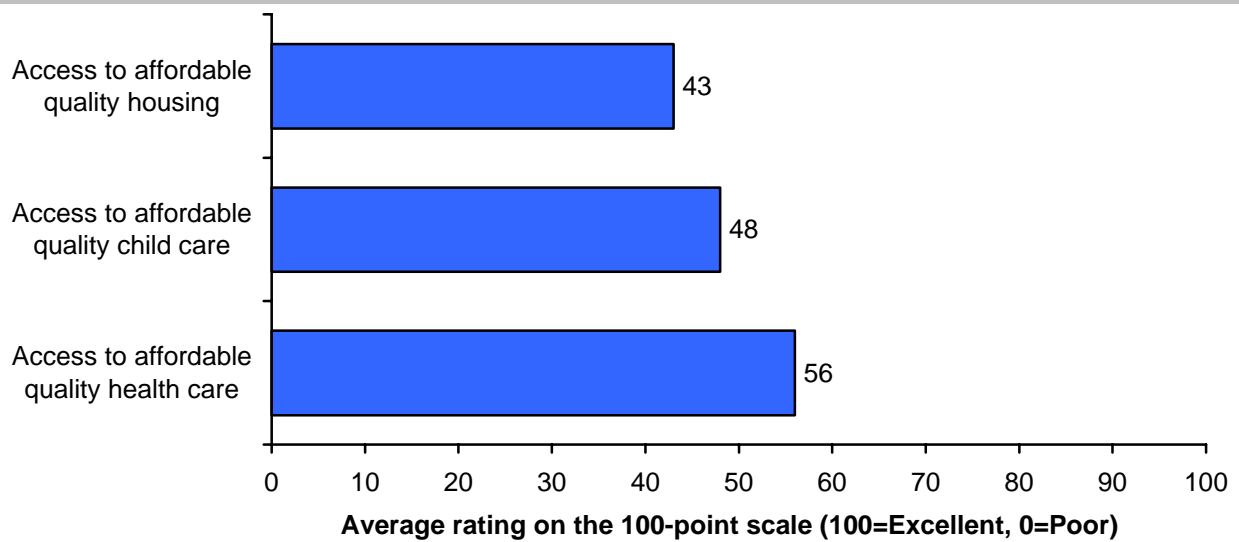
Please rate each of the following characteristics as they relate to Hanover County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sense of community	16%	61%	21%	1%	100%	64
Openness and acceptance of the community towards people of diverse backgrounds	7%	47%	38%	9%	100%	50
Overall appearance of Hanover County	11%	65%	20%	3%	100%	62
Opportunities to attend cultural activities	6%	44%	37%	12%	100%	48
Shopping opportunities	8%	48%	35%	9%	100%	52

**Characteristics of the Community: General and Opportunities**

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Air quality	17%	69%	12%	1%	100%	67
Recreational opportunities	7%	49%	36%	9%	100%	51
Job opportunities	2%	36%	44%	18%	100%	41
Educational opportunities	22%	52%	23%	3%	100%	64
Overall image/reputation of Hanover County	19%	64%	14%	2%	100%	67
Overall quality of new development in Hanover County	8%	55%	26%	11%	100%	54

Note: "don't know" responses have been removed.

**Figure 4: Characteristics of the Community: Access**

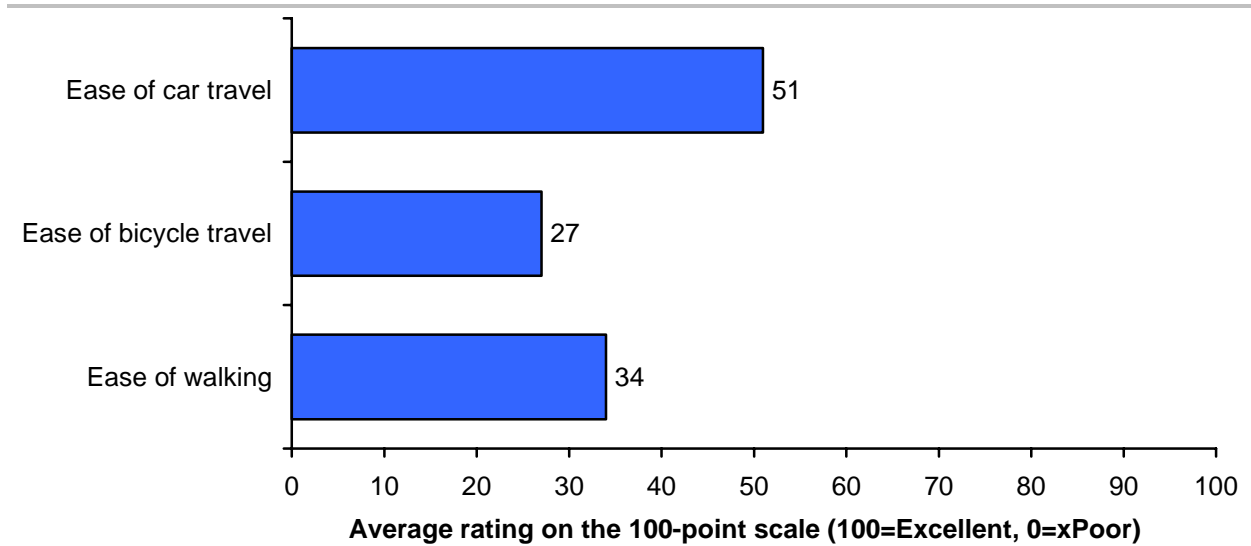


**Characteristics of the Community: Access**

Please rate each of the following characteristics as they relate to Hanover County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	6%	38%	37%	19%	100%	43
Access to affordable quality child care	6%	43%	39%	11%	100%	48
Access to affordable quality health care	10%	54%	27%	8%	100%	56

Note: "don't know" responses have been removed.

**Figure 5: Characteristics of the Community: Mobility**



**Characteristics of the Community: Mobility**

Please rate each of the following characteristics as they relate to Hanover County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Hanover County	10%	47%	29%	14%	100%	51
Ease of bicycle travel in Hanover County	4%	19%	32%	46%	100%	27
Ease of walking in Hanover County	5%	25%	38%	33%	100%	34

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Hanover County

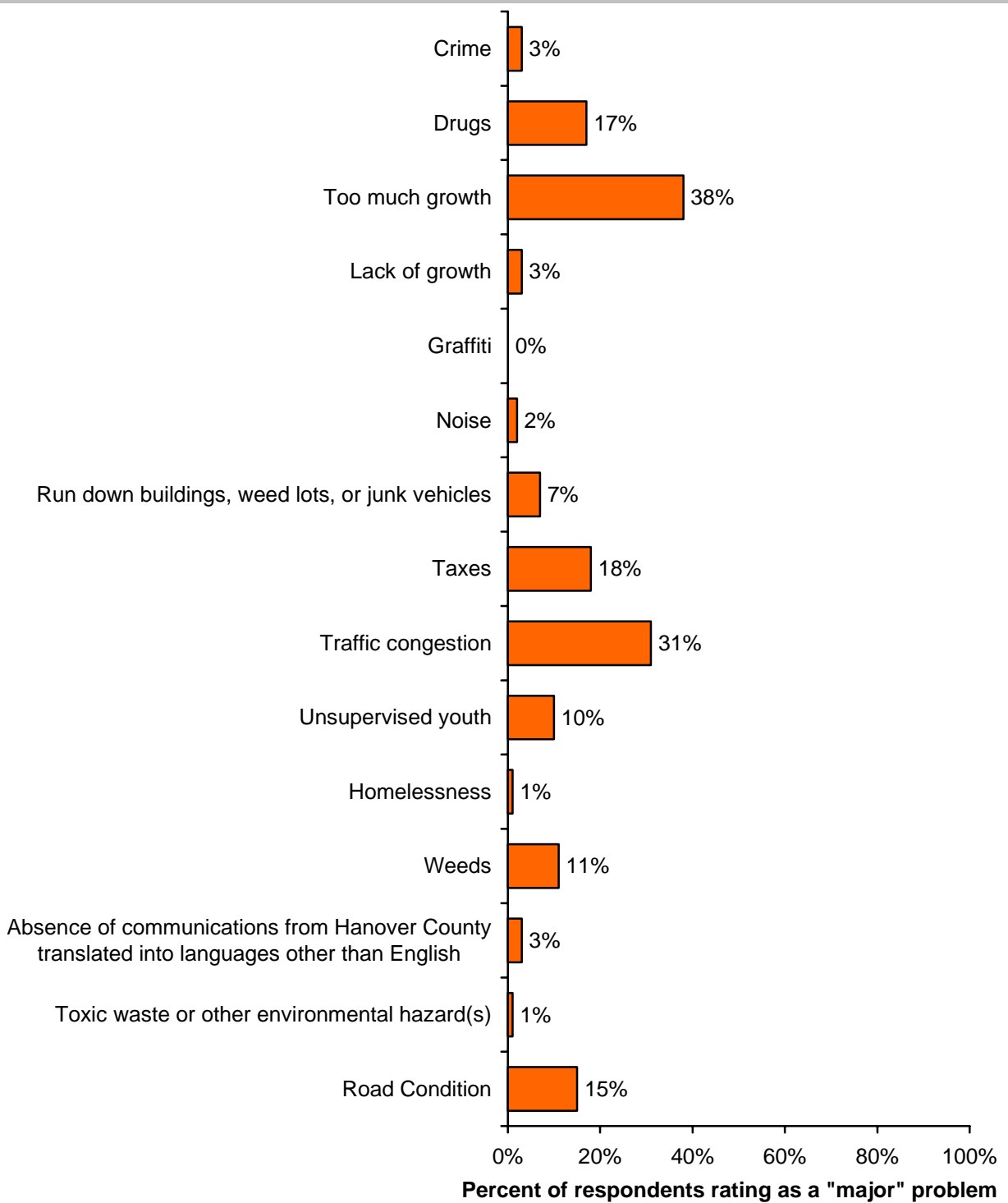
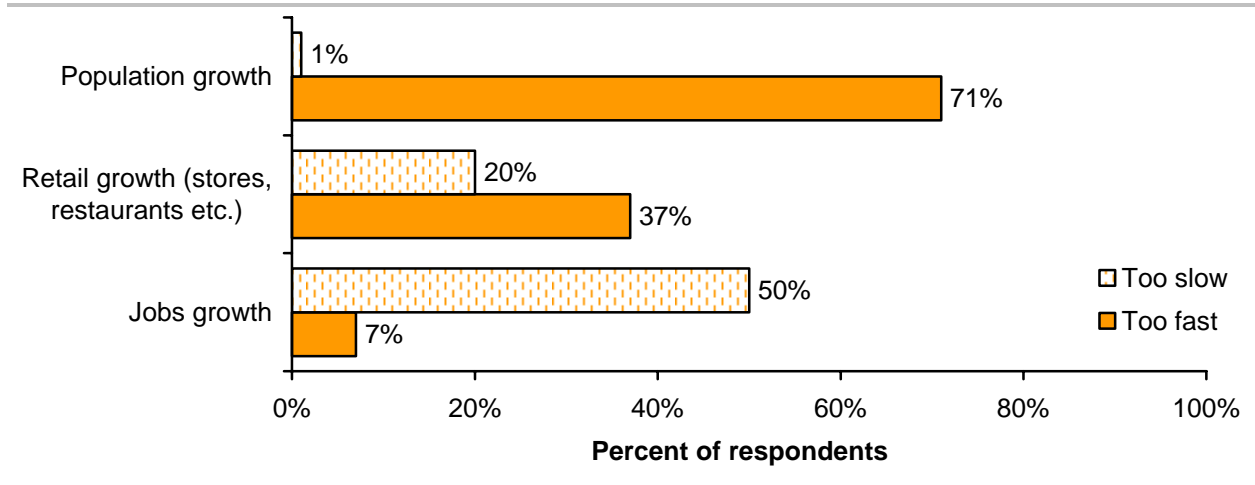


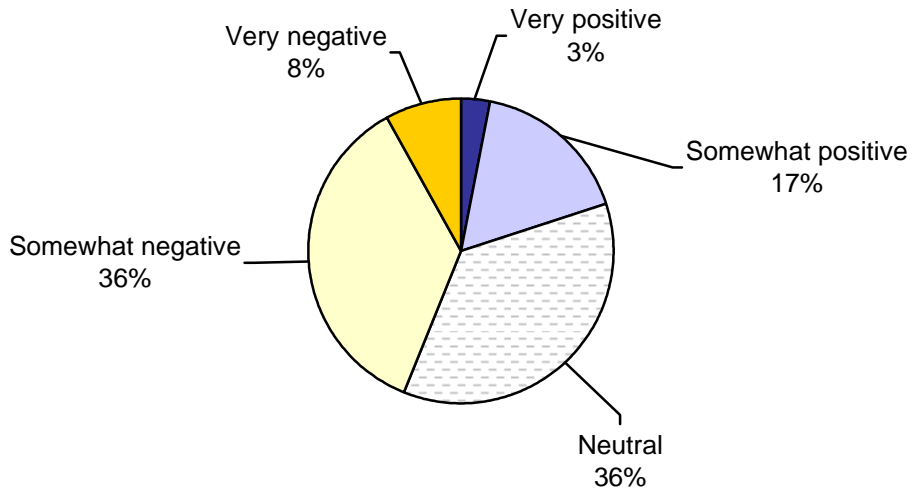
Figure 7: Ratings of Rates of Growth in Hanover County



Twenty percent of Hanover County residents expected that the coming six months would have a somewhat or very positive impact on their family, while 44% felt that the economic future would be somewhat or very negative.

**Figure 8: Perceptions of Economy**

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

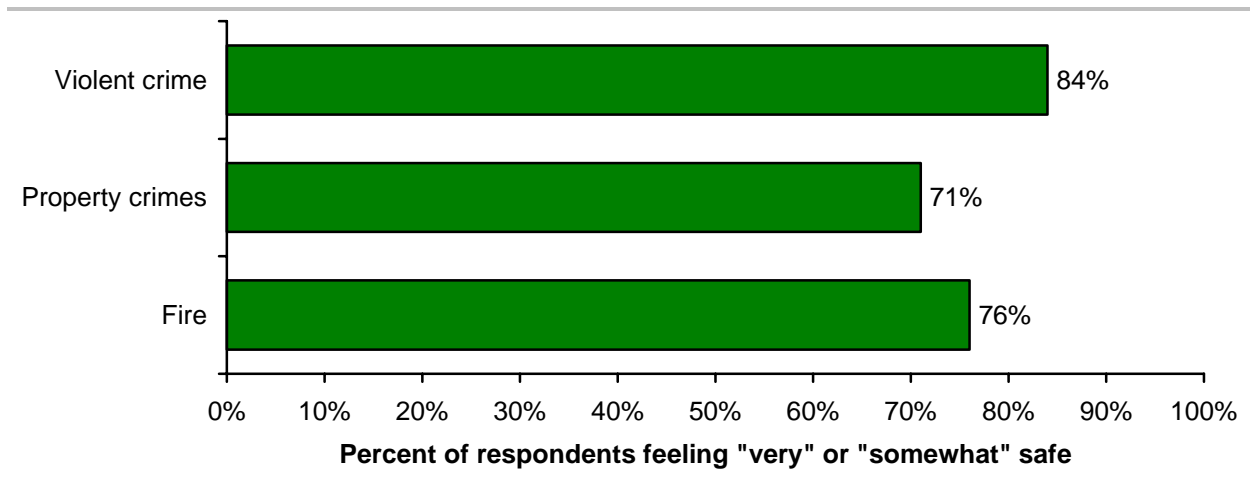


## Perceptions of Safety

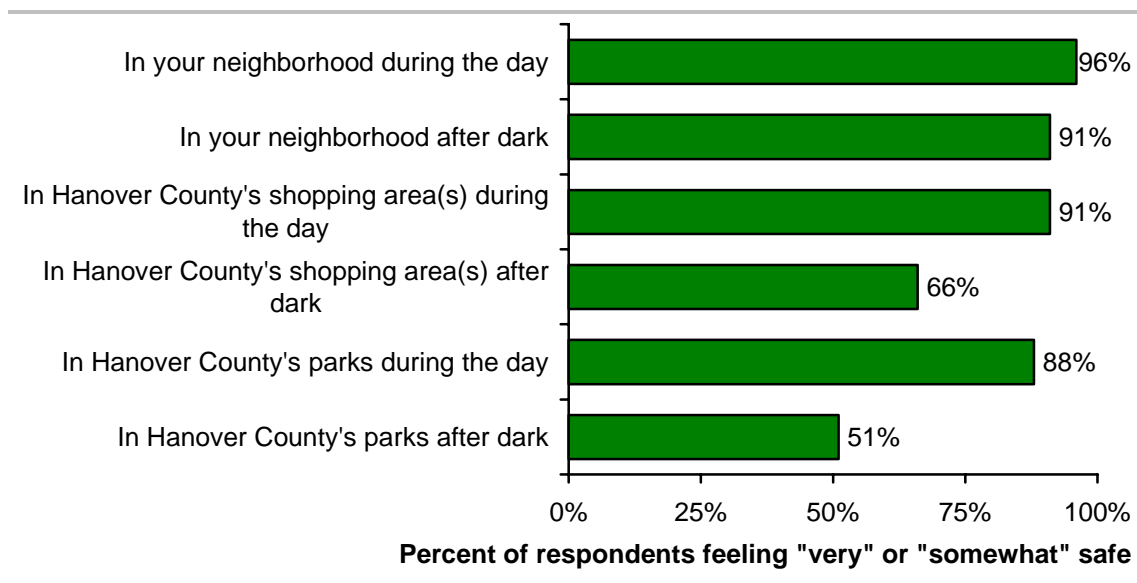
When evaluating safety in the community, 84% of respondents felt “somewhat” or “very safe” from violent crimes in Hanover County. In their neighborhood after dark, 91% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 6% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 72% had reported it to police.

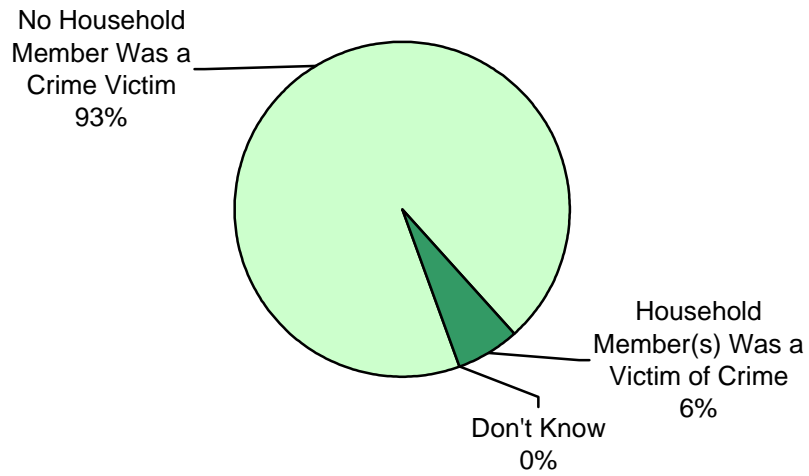
**Figure 9: Ratings of Safety from Various Problems in Hanover County**



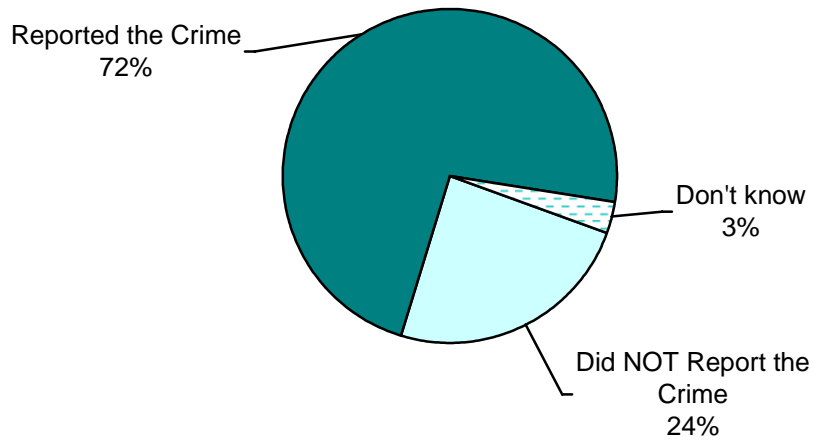
**Figure 10: Ratings of Safety in Various Areas in Hanover County**



**Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months**



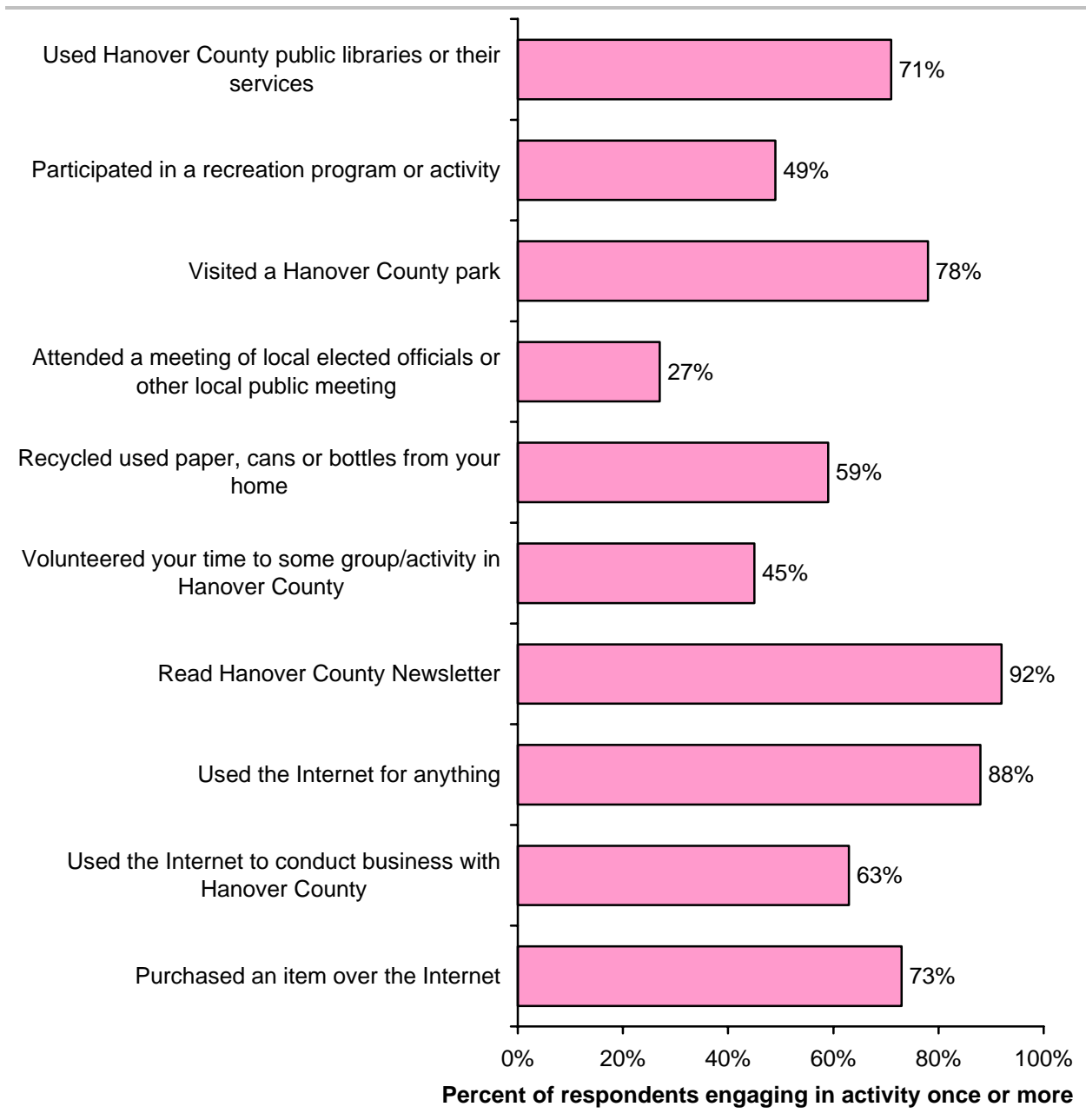
**Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime**



## Community Participation

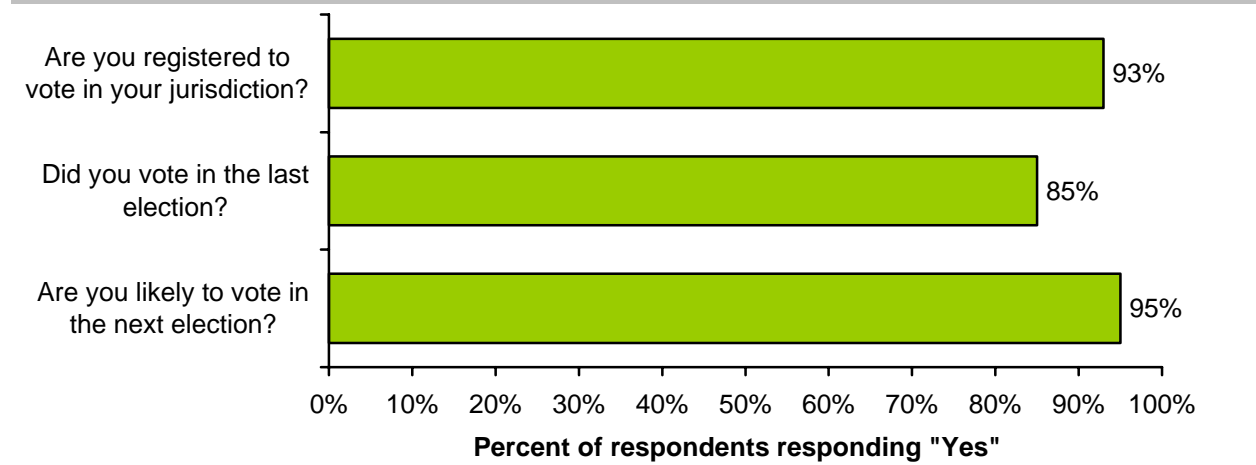
Participation in the civic, social and economic life of Hanover County during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 78% reported visiting a park in Hanover County in the past year and 27% had attended a meeting of elected officials or other local public meeting.

**Figure 13: Percent of Respondents Engaging in Various Activities in Hanover County in the Past Year**



Voter status was also estimated,<sup>2</sup> with 85% saying that they had voted in the last election.

**Figure 14: Voter Status and Activity**



**Voter Status and Activity**

	No	Yes	Total
Are you registered to vote in your jurisdiction?	7%	93%	100%
Did you vote in the last election?	15%	85%	100%
Are you likely to vote in the next election?	5%	95%	100%

<sup>2</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

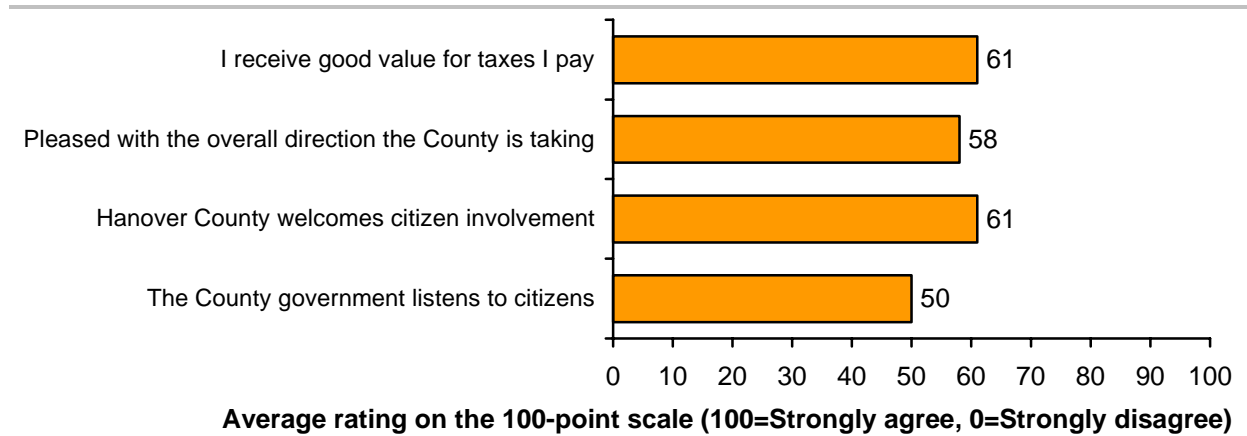
# LOCAL GOVERNMENT

Several aspects of the government of Hanover County were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from Hanover County. Those who had any contact with a Hanover County employee in the past year gave their impressions of the most recent encounter.

## Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 61 on a 100-point scale.

**Figure 15: Ratings of Public Trust**



**Ratings of Public Trust**

Please rate the following statements:	Ratings					Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree		
I receive good value for the Hanover County taxes I pay	12%	48%	18%	16%	6%	100%	61

# Hanover County Citizen Survey

Local Government

## Ratings of Public Trust

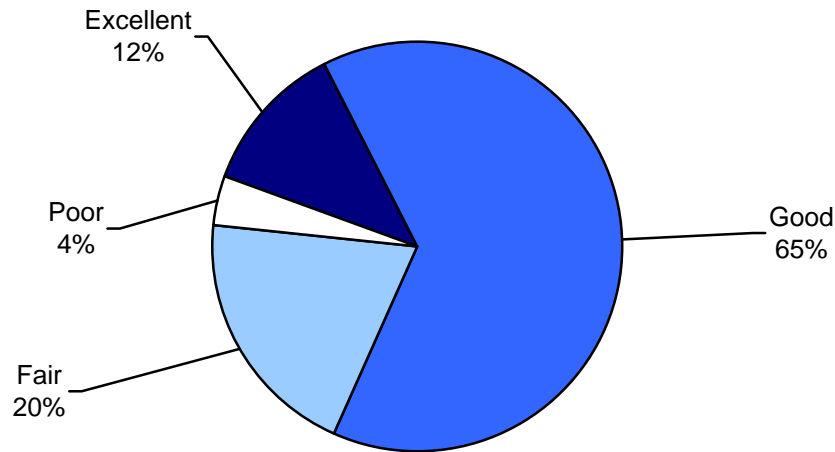
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I am pleased with the overall direction that Hanover County is taking	12%	41%	19%	22%	6%	100%	58
The Hanover County government welcomes citizen involvement	14%	42%	25%	12%	8%	100%	61
The Hanover County government listens to citizens	6%	35%	27%	19%	13%	100%	50

Note: "don't know" responses have been removed.

## Service Provided by Hanover County

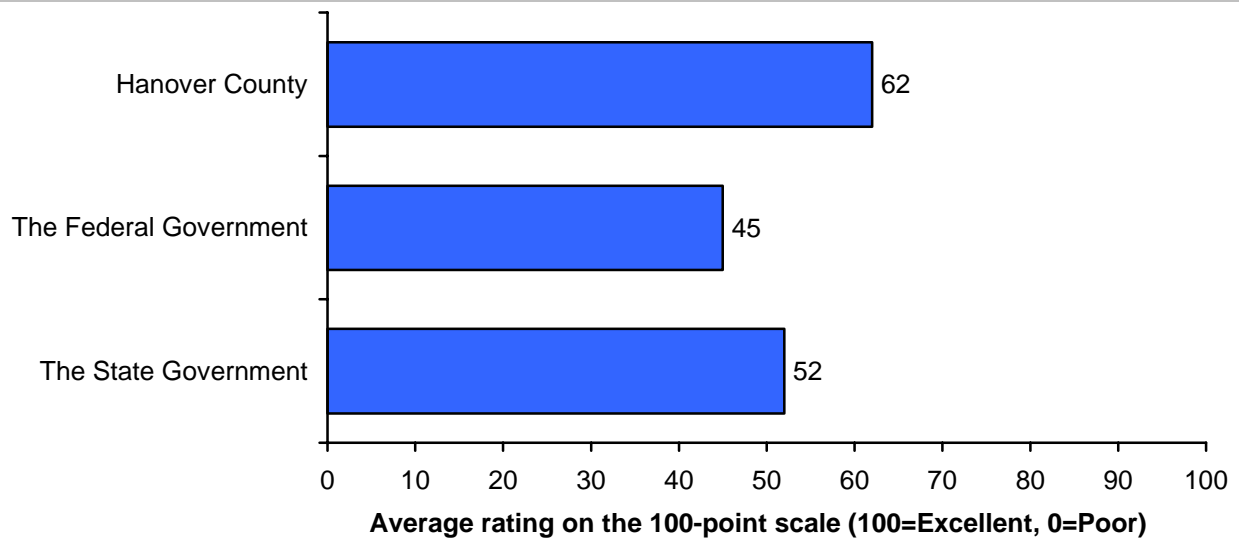
The responses of residents with an opinion about the overall quality of services provided by Hanover County are shown in Figure 16 below. These responses result in an average rating of 62 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

**Figure 16: Overall Quality of Services Provided by Hanover County**



On average, residents of Hanover County gave the highest evaluations to their own local government and the lowest average rating to the federal government.

**Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government**

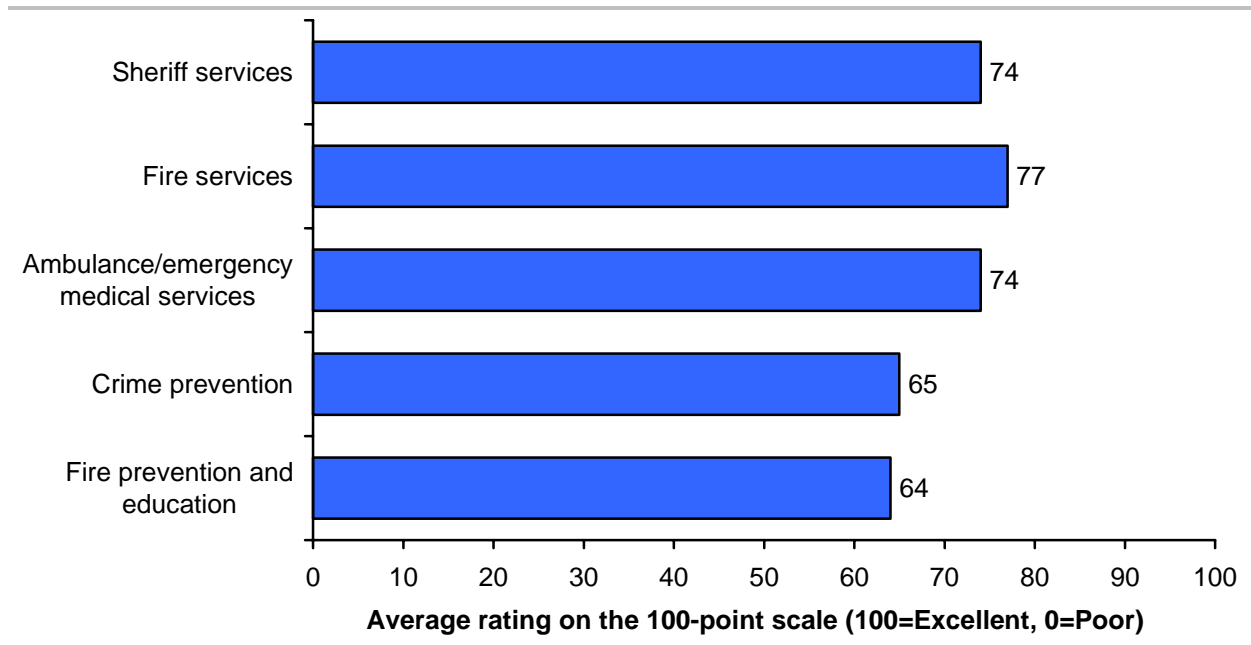


**Overall Quality of Services: Hanover County, Federal Government and State Government**

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Hanover County	12%	65%	20%	4%	100%	62
The Federal Government	2%	43%	43%	12%	100%	45
The State Government	4%	52%	38%	5%	100%	52

Note: "don't know" responses have been removed.

**Figure 18: Quality of Public Safety Services**

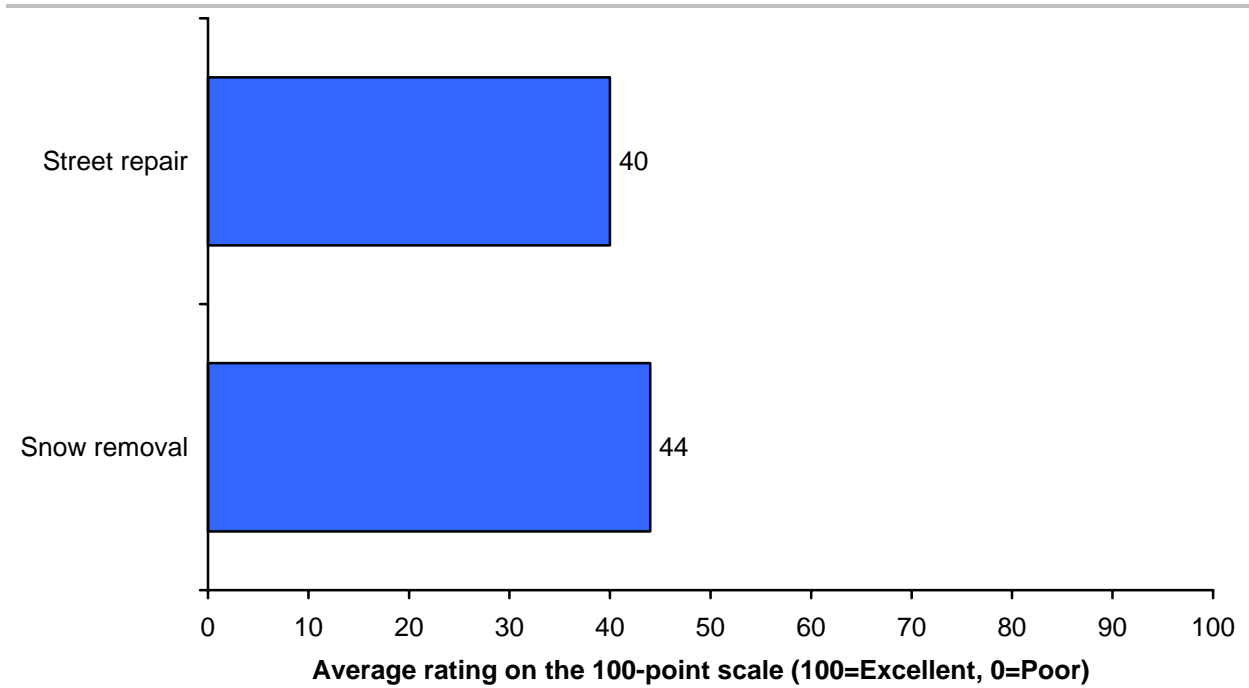


**Quality of Public Safety Services**

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sheriff services	33%	57%	8%	2%	100%	74
Fire services	38%	56%	5%	1%	100%	77
Ambulance/emergency medical services	37%	51%	9%	2%	100%	74
Crime prevention	20%	58%	21%	2%	100%	65
Fire prevention and education	19%	56%	22%	3%	100%	64

Note: "don't know" responses have been removed.

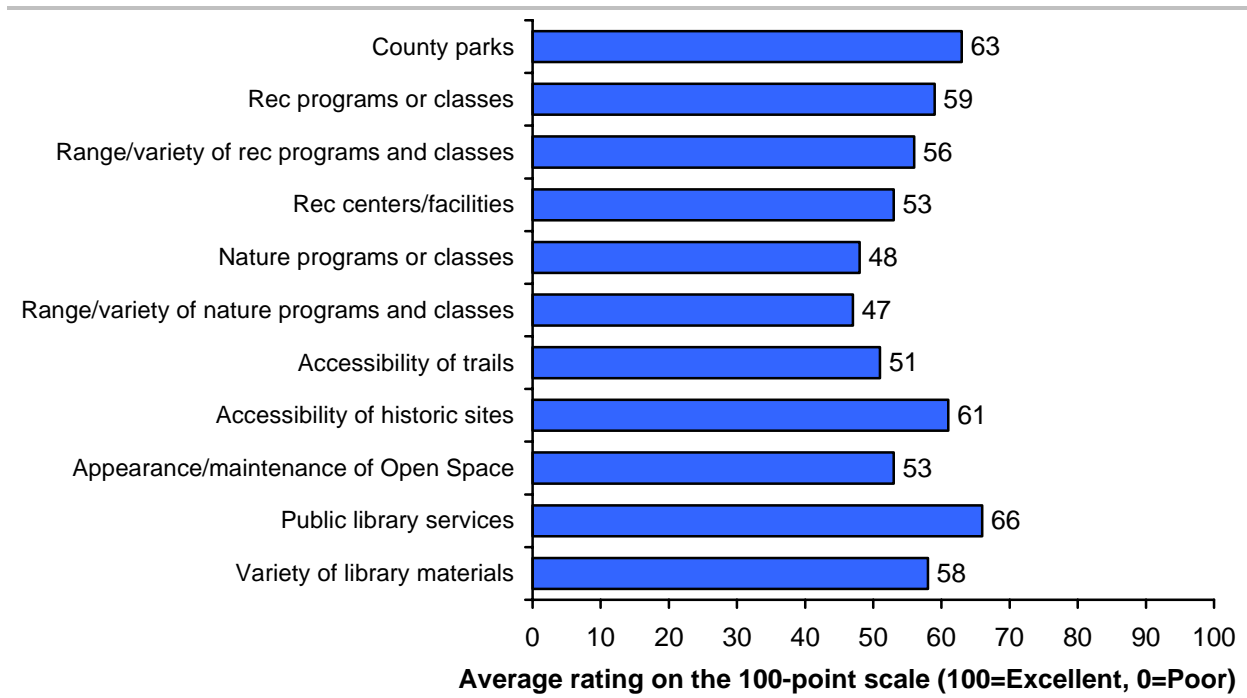
**Figure 19: Quality of Transportation Services**



Quality of Transportation Services						Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	
Street repair	4%	32%	44%	20%	100%	40
Snow removal	8%	36%	38%	18%	100%	44

Note: "don't know" responses have been removed.

**Figure 20: Quality of Leisure Services**

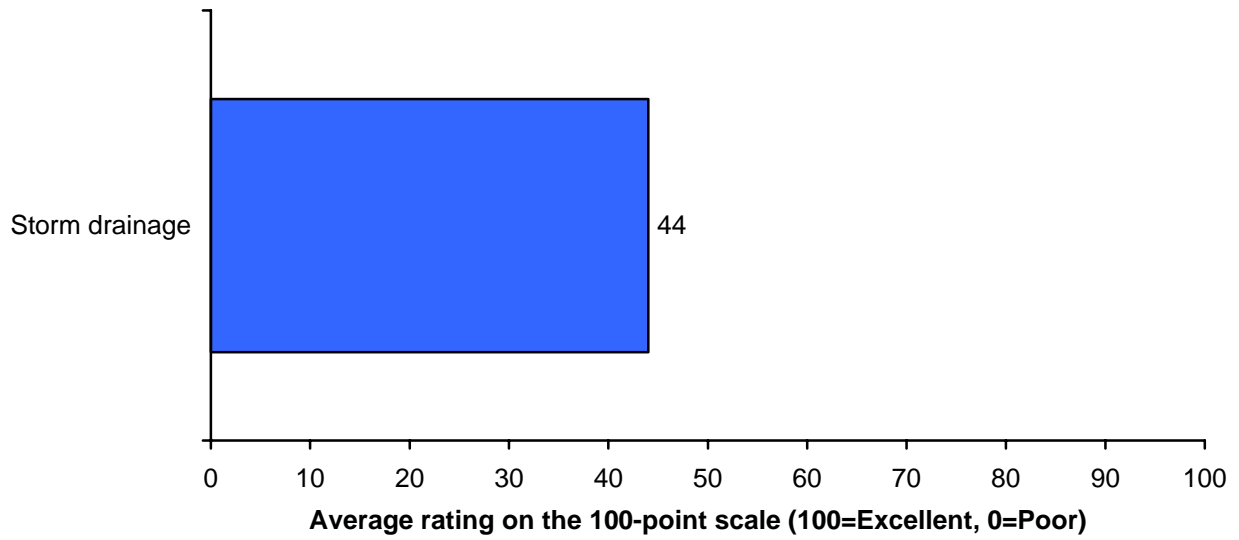


**Quality of Leisure Services**

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)					Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
County parks	15%	63%	17%	5%	100%	63
Recreation programs or classes	10%	61%	25%	4%	100%	59
Range/variety of recreation programs and classes	10%	53%	30%	7%	100%	56
Recreation centers/facilities	10%	48%	32%	10%	100%	53
Nature programs or classes	8%	43%	37%	13%	100%	48
Range/variety of nature programs and classes	8%	40%	38%	14%	100%	47
Accessibility of trails	8%	49%	32%	12%	100%	51
Accessibility of historic sites	13%	60%	23%	3%	100%	61
Appearance/maintenance of Open Space	6%	52%	37%	5%	100%	53
Public library services	21%	58%	19%	2%	100%	66
Variety of library materials	15%	52%	27%	7%	100%	58

Note: "don't know" responses have been removed.

**Figure 21: Quality of Utility Services**

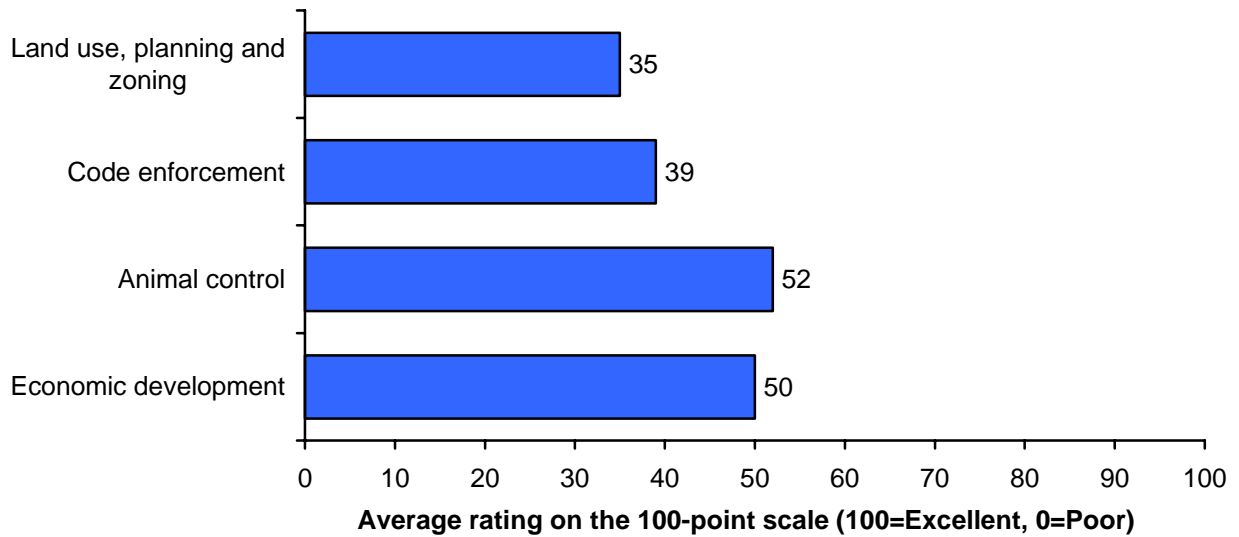


**Quality of Utility Services**

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Storm drainage	6%	38%	38%	18%	100%	44

Note: "don't know" responses have been removed.

**Figure 22: Quality of Planning and Code Enforcement Services**

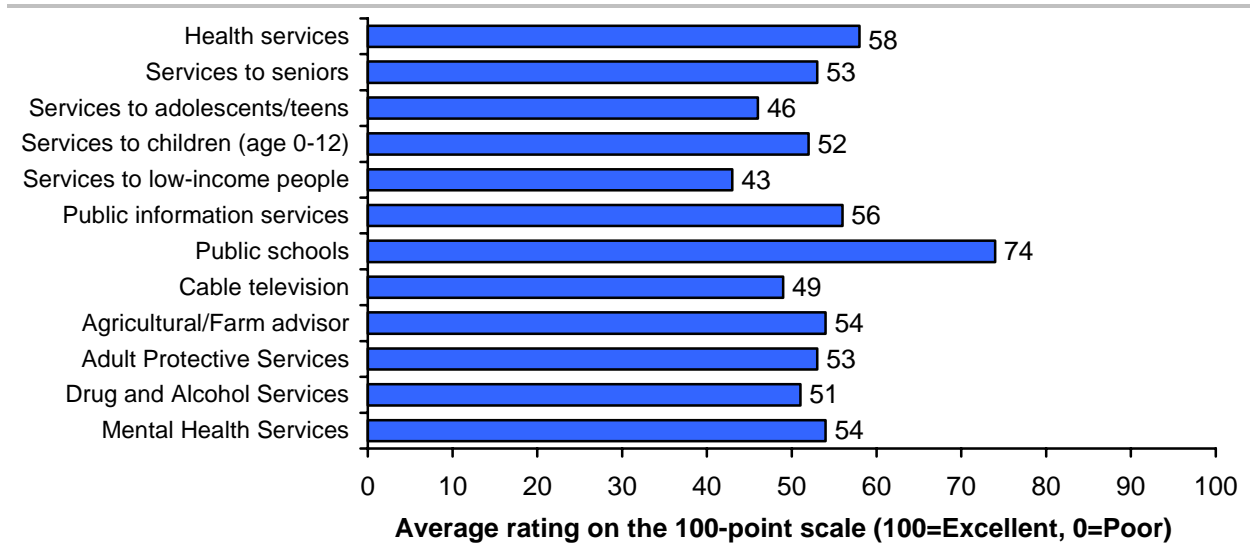


**Quality of Planning and Code Enforcement Services**

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	3%	27%	43%	27%	100%	35
Code enforcement (weeds, abandoned buildings, etc)	4%	32%	42%	22%	100%	39
Animal control	8%	51%	31%	10%	100%	52
Economic development	4%	48%	41%	7%	100%	50

Note: "don't know" responses have been removed.

**Figure 23: Quality of Services to Special Populations and Other Services**



**Quality of Services to Special Populations and Other Services**

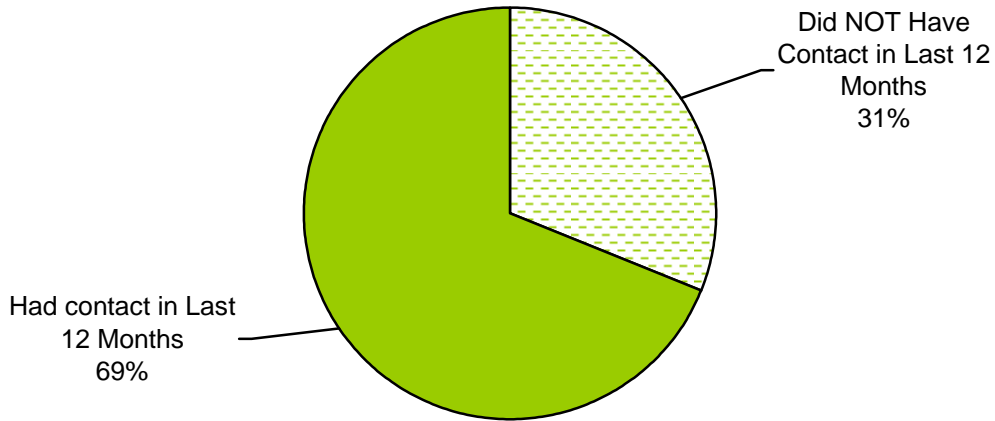
How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	8%	60%	29%	3%	100%	58
Services to seniors	6%	55%	31%	9%	100%	53
Services to adolescents/teens	7%	37%	44%	12%	100%	46
Services to children (age 0-12)	7%	50%	36%	8%	100%	52
Services to low-income people	5%	38%	37%	20%	100%	43
Public information services	10%	52%	34%	4%	100%	56
Public schools	36%	52%	9%	3%	100%	74
Cable television	8%	48%	27%	17%	100%	49
Agricultural/Farm advisor	10%	51%	30%	9%	100%	54
Adult Protective Services	9%	47%	38%	7%	100%	53
Drug and Alcohol Services	10%	43%	40%	8%	100%	51
Mental Health Services	7%	54%	33%	7%	100%	54

Note: "don't know" responses have been removed.

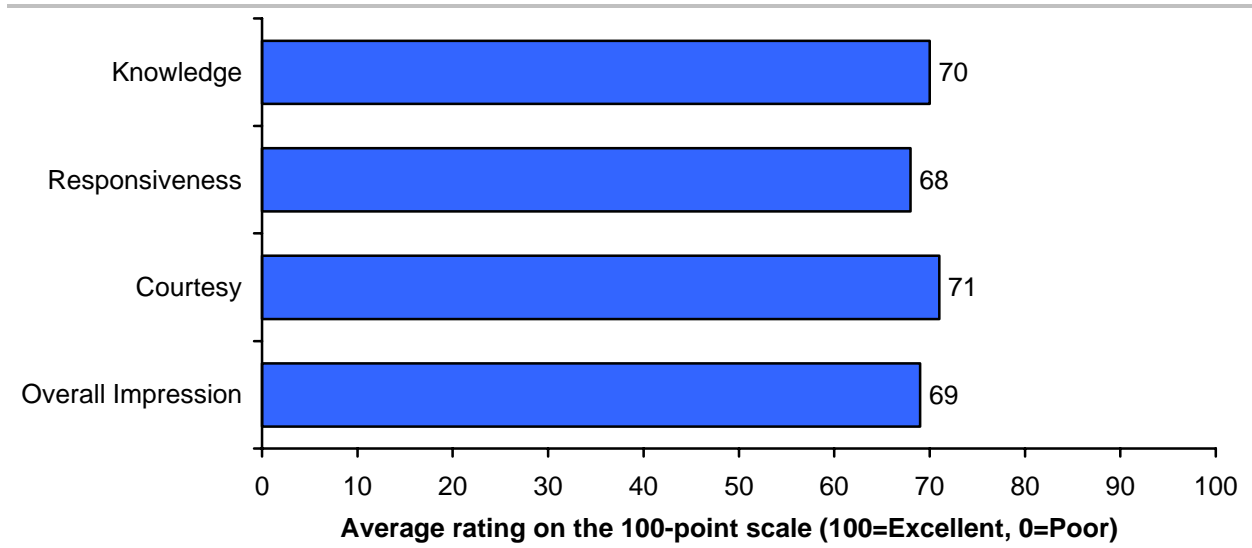
## Hanover County Employees

Impressions of Hanover County employees were assessed on the questionnaire. Those who had been in contact with a Hanover County employee in the past year (69%) rated their overall impression as 69 on a 100-point scale.

**Figure 24: Percent of Respondents Who Had Contact with a Hanover County Employee**



**Figure 25: Ratings of Contact with Hanover County Employees**



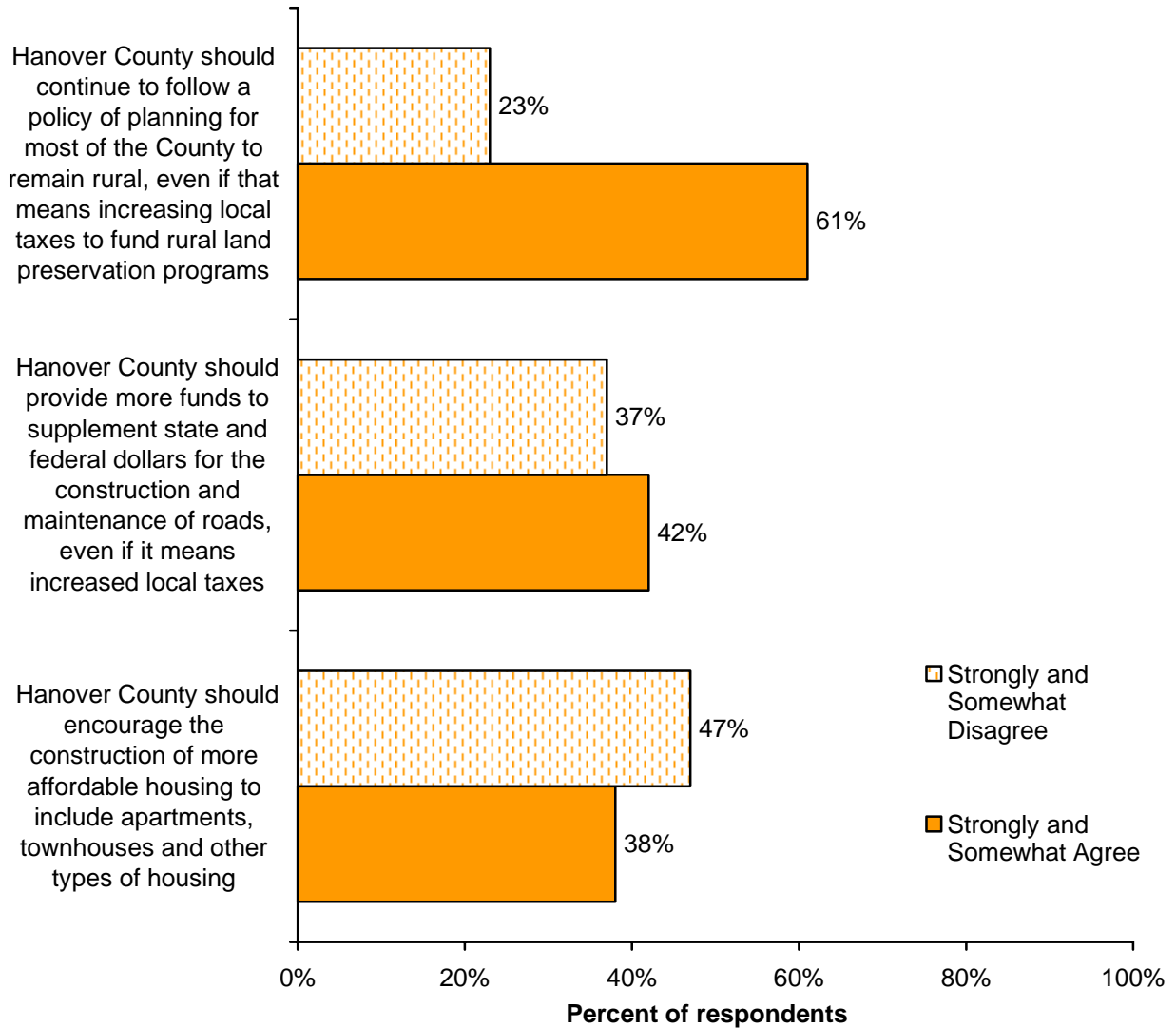
**Ratings of Contact with Hanover County Employees**

What was your impression of employees of Hanover County in your most recent contact?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Knowledge	28%	56%	11%	4%	100%	70
Responsiveness	30%	51%	11%	8%	100%	68
Courtesy	38%	42%	13%	7%	100%	71
Overall Impression	32%	50%	9%	8%	100%	69

Note: "don't know" responses have been removed.

## ADDITIONAL QUESTIONS

Three additional questions were asked by Hanover County. The results for these questions are displayed below.



# APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

## Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Hanover County as a place to live?	40%	53%	6%	1%	0%	100%
How do you rate your neighborhood as a place to live?	40%	49%	9%	2%	0%	100%
How do you rate Hanover County as a place to raise children?	38%	50%	6%	0%	6%	100%
How do you rate Hanover County as a place to work?	14%	34%	15%	5%	33%	100%
How do you rate Hanover County as a place to retire?	20%	42%	13%	5%	20%	100%
How do you rate the overall quality of life in Hanover County?	28%	64%	7%	1%	0%	100%

**Question 2: Please rate each of the following characteristics as they relate to Hanover County as a whole**

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	16%	60%	21%	1%	3%	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	42%	34%	8%	9%	100%
Overall appearance of Hanover County	11%	65%	20%	3%	0%	100%
Opportunities to attend cultural activities	6%	41%	34%	11%	9%	100%
Shopping opportunities	8%	48%	35%	9%	0%	100%
Air quality	17%	68%	12%	1%	1%	100%
Recreational opportunities	6%	46%	34%	8%	5%	100%
Job opportunities	2%	27%	33%	13%	26%	100%
Access to affordable quality housing	5%	35%	35%	18%	7%	100%
Access to affordable quality child care	4%	27%	25%	7%	37%	100%
Access to affordable quality health care	9%	47%	24%	7%	12%	100%
Ease of car travel in Hanover County	10%	47%	29%	14%	0%	100%
Ease of bicycle travel in Hanover County	3%	14%	23%	33%	28%	100%
Ease of walking in Hanover County	4%	22%	34%	30%	9%	100%
Educational opportunities	19%	46%	21%	3%	10%	100%
Overall image/reputation of Hanover County	19%	64%	14%	2%	0%	100%
Overall quality of new development in Hanover County	7%	52%	24%	10%	7%	100%

**Question 3: Please rate the speed of growth in the following categories in Hanover County over the past two years**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	0%	1%	26%	37%	29%	7%	100%
Retail growth (stores, restaurants etc.)	2%	17%	41%	23%	14%	3%	100%
Jobs growth	6%	25%	26%	2%	2%	40%	100%

## Hanover County Citizen Survey

### Appendix B: Survey Methodology

#### Question 4: To what degree are the following problems in Hanover County

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	9%	49%	34%	3%	5%	100%
Drugs	7%	22%	38%	14%	20%	100%
Too much growth	14%	16%	30%	36%	3%	100%
Lack of growth	65%	17%	9%	3%	7%	100%
Graffiti	38%	43%	6%	0%	13%	100%
Noise	38%	41%	16%	2%	3%	100%
Run down buildings, weed lots, or junk vehicles	22%	41%	26%	6%	4%	100%
Taxes	21%	32%	28%	17%	2%	100%
Traffic congestion	10%	26%	32%	30%	2%	100%
Unsupervised youth	15%	34%	27%	8%	16%	100%
Homelessness	37%	27%	6%	1%	30%	100%
Weeds	25%	41%	16%	10%	9%	100%
Absence of communications from Hanover County translated into languages other than English	41%	10%	5%	2%	42%	100%
Toxic waste or other environmental hazard(s)	32%	20%	5%	1%	42%	100%
Road Condition	12%	37%	35%	15%	1%	100%

#### Question 5: Please rate how safe you feel from the following occurring to you in Hanover County

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	41%	41%	10%	5%	1%	2%	100%
Property crimes (e.g., burglary, theft)	22%	48%	17%	11%	1%	2%	100%
Fire	32%	41%	20%	3%	0%	4%	100%

## Hanover County Citizen Survey

### Appendix B: Survey Methodology

#### Question 6: Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	74%	21%	3%	1%	0%	0%	100%
In your neighborhood after dark	48%	42%	5%	3%	0%	1%	100%
In Hanover County's shopping area(s) during the day	50%	41%	6%	3%	0%	1%	100%
In Hanover County's shopping area(s) after dark	18%	47%	12%	17%	3%	3%	100%
In Hanover County's parks during the day	40%	31%	6%	3%	0%	20%	100%
In Hanover County's parks after dark	5%	28%	11%	16%	5%	34%	100%

#### Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	93%	6%	0%	100%

#### Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	24%	72%	3%	100%

## Hanover County Citizen Survey

### Appendix B: Survey Methodology

#### Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Hanover County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Hanover County public libraries or their services	29%	22%	33%	10%	6%	100%
Participated in a recreation program or activity	51%	30%	14%	3%	2%	100%
Visited a Hanover County park	22%	37%	29%	7%	4%	100%
Attended a meeting of local elected officials or other local public meeting	73%	20%	6%	1%	1%	100%
Recycled used paper, cans or bottles from your home	41%	13%	16%	10%	20%	100%
Volunteered your time to some group/activity in Hanover County	55%	18%	13%	7%	7%	100%
Read Hanover County Newsletter	8%	22%	42%	11%	16%	100%
Used the Internet for anything	12%	3%	6%	6%	73%	100%
Used the Internet to conduct business with Hanover County	37%	23%	26%	8%	6%	100%
Purchased an item over the Internet	27%	12%	33%	10%	18%	100%

## Hanover County Citizen Survey

### Appendix B: Survey Methodology

#### Question 10: How do you rate the quality of each of the following services in Hanover County?

	Excellent	Good	Fair	Poor	Don't know	Total
Sheriff services	30%	51%	7%	2%	11%	100%
Fire services	32%	47%	4%	1%	15%	100%
Ambulance/emergency medical services	30%	41%	8%	2%	20%	100%
Crime prevention	16%	48%	17%	1%	17%	100%
Fire prevention and education	14%	42%	16%	3%	25%	100%
Street repair	4%	31%	42%	19%	3%	100%
Snow removal	7%	35%	37%	17%	3%	100%
Storm drainage	5%	34%	34%	16%	10%	100%
County parks	12%	51%	13%	4%	20%	100%
Recreation programs or classes	6%	39%	16%	2%	36%	100%
Range/variety of recreation programs and classes	7%	35%	20%	4%	34%	100%
Recreation centers/facilities	6%	32%	21%	6%	34%	100%
Nature programs or classes	3%	18%	16%	5%	58%	100%
Range/variety of nature programs and classes	3%	18%	17%	6%	56%	100%
Accessibility of trails	4%	27%	18%	7%	44%	100%
Accessibility of historic sites	11%	49%	19%	3%	19%	100%
Appearance/maintenance of Open Space	5%	47%	33%	5%	11%	100%
Land use, planning and zoning	2%	23%	36%	23%	16%	100%
Code enforcement (weeds, abandoned buildings, etc)	3%	24%	32%	17%	24%	100%
Animal control	7%	45%	28%	9%	11%	100%
Economic development	4%	40%	34%	6%	16%	100%
Health services	6%	45%	22%	3%	24%	100%
Services to seniors	3%	24%	14%	4%	56%	100%
Services to adolescents/teens	3%	16%	19%	5%	57%	100%
Services to children (age 0-12)	3%	24%	17%	4%	51%	100%
Services to low-income people	2%	14%	13%	7%	64%	100%
Public library services	17%	49%	16%	2%	16%	100%
Variety of library materials	12%	42%	22%	5%	19%	100%
Public information services	7%	39%	25%	3%	25%	100%
Public schools	30%	43%	7%	3%	17%	100%

Hanover County Citizen Survey

Appendix B: Survey Methodology

**Question 10: How do you rate the quality of each of the following services in Hanover County?**

	Excellent	Good	Fair	Poor	Don't know	Total
Cable television	7%	37%	21%	14%	21%	100%
Mental Health Services	2%	17%	10%	2%	68%	100%
Drug and Alcohol Services	3%	12%	11%	2%	72%	100%
Adult Protective Services	2%	12%	10%	2%	74%	100%
Agricultural/Farm advisor	2%	13%	8%	2%	75%	100%

**Question 11: Overall, how would you rate the quality of the services provided by...**

	Excellent	Good	Fair	Poor	Don't know	Total
Hanover County	11%	63%	19%	3%	4%	100%
The Federal Government	2%	37%	37%	11%	13%	100%
The State Government	4%	48%	35%	5%	9%	100%

**Question 12: Have you had any in-person or phone contact with an employee of Hanover County within the last 12 months?**

	no	yes	Total
Have you had any in-person or phone contact with an employee of Hanover County within the last 12 months?	31%	69%	100%

**Question 13: What was your impression of the employees of Hanover County in your most recent contact?**

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	28%	56%	11%	4%	0%	100%
Responsiveness	30%	51%	11%	8%	0%	100%
Courtesy	38%	42%	13%	7%	0%	100%
Overall Impression	32%	50%	9%	8%	0%	100%

Hanover County Citizen Survey

Appendix B: Survey Methodology

**Question 14: Please rate your agreement or disagreement with the following statements.**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>	<b>Total</b>
I receive good value for the Hanover County taxes I pay	12%	46%	17%	15%	6%	3%	100%
I am pleased with the overall direction that Hanover County is taking	12%	40%	19%	21%	6%	2%	100%
The Hanover County government welcomes citizen involvement	12%	36%	21%	10%	6%	15%	100%
The Hanover County government listens to citizens	5%	29%	23%	16%	11%	15%	100%

**Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?**

	<b>Very positive</b>	<b>Somewhat positive</b>	<b>Neutral</b>	<b>Somewhat negative</b>	<b>Very negative</b>	<b>Total</b>
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	3%	17%	36%	36%	8%	100%

Hanover County Citizen Survey

Appendix B: Survey Methodology

**Question 16a: Policy Question 1**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Don't know</b>	<b>Total</b>
To what extent do you agree or disagree with this statement: "Hanover County should encourage the construction of more affordable housing to include apartments, townhouses and other types of housing"?	21%	17%	13%	31%	16%	2%	100%

**Question 16b: Policy Question 2**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Don't know</b>	<b>Total</b>
To what extent do you agree or disagree with this statement: "Hanover County should provide more funds to supplement state and federal dollars for the construction and maintenance of roads, even if it means increased local taxes"?	9%	33%	18%	25%	12%	3%	100%

Hanover County Citizen Survey

Appendix B: Survey Methodology

**Question 16c: Policy Question 3**

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Don't know</b>	<b>Total</b>
To what extent do you agree or disagree with this statement: "Hanover County should continue to follow a policy of planning for most of the County to remain rural, even if that means increasing local taxes to fund rural land preservation programs"?	23%	38%	12%	13%	10%	5%	100%

**Question 17: Employment Status**

	<b>No</b>	<b>Yes</b>	<b>Total</b>
Are you currently employed?	19%	81%	100%

**Question 17a: Usual Mode of Transportation to Work**

**What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

Motorized vehicle	96%
Walk	0%
Work at home	4%
<b>Total</b>	<b>100%</b>

**Question 17b: Drive Alone or Carpool**

	<b>No</b>	<b>Yes</b>	<b>Total</b>
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 17a, do other people usually ride with you to or from work?	87%	13%	100%

**Usual Mode of Transportation to Work, Including Carpooling**

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	83%
Motorized vehicle, with others (MOV)	13%
Walk	4%
Total	100%

**Question 18: Length of Residency**

**How many years have you lived in Hanover County?**

Less than 2 years	8%
2 to 5 years	20%
6 to 10 years	15%
11 to 20 years	23%
More than 20 years	33%
Total	100%

**Question 19: Type of Housing Unit**

**Which best describes the building you live in?**

One family house detached from any other houses	87%
One family house attached to one or more houses	2%
Building with two or more apartments or condominiums	10%
Mobile home	1%
Other	0%
Total	100%

**Question 20: Tenure Status**

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	13%	87%	100%

**Questions 21 to 24: Household Characteristics**

	No	Yes	Total
Do any children age 12 or under live in your household?	63%	37%	100%
Do any teenagers ages 13 through 17 live in your household?	82%	18%	100%
Are you or any other members of your household aged 65 or older?	82%	18%	100%
Does any member of your household have a physical handicap or is anyone disabled?	91%	9%	100%

**Question 25: Education**

**What is the highest degree or level of school you have completed?**

12th Grade or less, no diploma	5%
High school diploma	15%
Some college, no degree	26%
Associate's degree (e.g. AA, AS)	6%
Bachelor's degree (e.g. BA, AB, BS)	27%
Graduate degree or professional degree	22%
Total	100%

**Question 26: Annual Household Income**

**How much do you anticipate your household's total income before taxes will be for the current year?**

Less than \$24,999	11%
\$25,000 to \$49,999	21%
\$50,000 to \$99,999	41%
\$100,000 or more	27%
Total	100%

**Question 27: Ethnicity**

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	97%	3%	100%

**Question 28: Race**

	Percent of Respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	2%
Black, African American	5%
White/Caucasian	90%
Other	2%

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

**Question 29: Age**

	In which category is your age?
18 to 24 years	3%
25 to 34 years	23%
35 to 44 years	21%
45 to 54 years	26%
55 to 64 years	13%
65 to 74 years	8%
75 years or older	6%
Total	100%

**Question 30: Gender**

	Female	Male	Total
What is your gender?	52%	48%	100%

**Questions 31 to 33: Voter Status and Activity**

	<b>No</b>	<b>Yes</b>	<b>Don't know</b>	<b>Total</b>
Are you registered to vote in your jurisdiction?	7%	91%	2%	100%
Did you vote in the last election?	15%	84%	1%	100%
Are you likely to vote in the next election?	5%	89%	6%	100%

## APPENDIX B: SURVEY METHODOLOGY

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The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### Sampling

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Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.<sup>3</sup> An individual within each household was selected using the birthday method.<sup>4</sup>

### Survey Administration

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Selected households received three mailings, one week apart, beginning August 22, 2005. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Chairman of the Hanover County Board of Supervisors inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

### Response Rate and Confidence Intervals

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Of the 1,192 eligible households, 540 completed the survey providing a response rate of 45%. Approximately 8 addresses sampled were “vacant” or “not found.”<sup>5</sup> In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of

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<sup>3</sup> Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

<sup>4</sup> The birthday method is a process to remove bias in the selection of a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

<sup>5</sup> “Eligible” households refer to addresses that belong to residences that are not vacant within Hanover County.

households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Hanover County adults. This difference is also called a “margin of error.”<sup>6</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

## Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of Hanover County as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were race, housing unit type and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

<sup>6</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root } (0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

## Hanover County Citizen Survey

### Appendix B: Survey Methodology

<b>Weighting Scheme for Hanover County Citizen Survey</b>			
<b>Respondent Characteristics</b>	<b>Population Norm<sup>7</sup></b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	16%	7%	13%
Own Home	84%	93%	87%
<b>Type of Housing Unit</b>			
Single-Family Detached	88%	95%	88%
Attached	12%	5%	12%
<b>Ethnicity</b>			
Non-Hispanic	99%	98%	97%
Hispanic	1%	2%	3%
<b>Race</b>			
White/Caucasian	88%	91%	88%
Non-White	12%	9%	12%
<b>Gender</b>			
Female	51%	60%	52%
Male	49%	40%	48%
<b>Age</b>			
18-34	26%	12%	26%
35-54	47%	46%	47%
55+	27%	42%	27%
<b>Gender and Age</b>			
Females 18-34	13%	7%	13%
Females 35-54	24%	31%	24%
Females 55+	15%	21%	15%
Males 18-34	13%	5%	13%
Males 35-54	23%	15%	23%
Males 55+	12%	21%	12%

<sup>7</sup> Source: 2000 Census

## APPENDIX C: SURVEY MATERIALS

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The following pages contain copies of the survey materials sent to randomly selected households within Hanover County. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.

# HANOVER COUNTY 2005 CITIZEN SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Hanover County as a place to live? .....	1	2	3	4	5
How do you rate your neighborhood as a place to live? .....	1	2	3	4	5
How do you rate Hanover County as a place to raise children? .....	1	2	3	4	5
How do you rate Hanover County as a place to work? .....	1	2	3	4	5
How do you rate Hanover County as a place to retire?.....	1	2	3	4	5
How do you rate the overall quality of life in Hanover County?.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Hanover County .....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities .....	1	2	3	4	5
Access to affordable quality housing .....	1	2	3	4	5
Access to affordable quality child care .....	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in Hanover County.....	1	2	3	4	5
Ease of bicycle travel in Hanover County.....	1	2	3	4	5
Ease of walking in Hanover County.....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Overall image/reputation of Hanover County .....	1	2	3	4	5
Overall quality of new development in Hanover County.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Hanover County over the past 2 years:**

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth .....	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Hanover County:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime .....	1	2	3	4	5
Drugs .....	1	2	3	4	5
Too much growth .....	1	2	3	4	5
Lack of growth .....	1	2	3	4	5
Graffiti .....	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles .....	1	2	3	4	5
Taxes .....	1	2	3	4	5
Traffic congestion .....	1	2	3	4	5
Unsupervised youth .....	1	2	3	4	5
Homelessness .....	1	2	3	4	5
Weeds.....	1	2	3	4	5
Absence of communications from Hanover County translated into languages other than English.....	1	2	3	4	5
Toxic waste or other environmental hazard(s) .....	1	2	3	4	5
Road condition.....	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Hanover County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft) .....	1	2	3	4	5	6
Fire .....	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark .....	1	2	3	4	5	6
In Hanover County's shopping area(s) during the day ....	1	2	3	4	5	6
In Hanover County's shopping area(s) after dark.....	1	2	3	4	5	6
In Hanover County's parks during the day .....	1	2	3	4	5	6
In Hanover County's parks after dark .....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9       Yes → Go to question #8       Don't know

8. If yes, was this crime (these crimes) reported to the police or Sheriff's office?

- No       Yes       Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hanover County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Hanover County public libraries or their services.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood or County park .....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home .....	1	2	3	4	5
Volunteered your time to some group/activity in Hanover County .....	1	2	3	4	5
Read Hanover County Newsletter .....	1	2	3	4	5
Used the Internet for anything .....	1	2	3	4	5
Used the Internet to access information or conduct business with Hanover County .....	1	2	3	4	5
Purchased an item over the Internet .....	1	2	3	4	5

**10. How do you rate the quality of each of the following services in Hanover County?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sheriff services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance/emergency medical services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes .....	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Nature programs or classes .....	1	2	3	4	5
Range/variety of nature programs and classes.....	1	2	3	4	5
Accessibility of trails.....	1	2	3	4	5
Accessibility of historic sites .....	1	2	3	4	5
Appearance/maintenance of Open Space .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors .....	1	2	3	4	5
Services to adolescents/teens.....	1	2	3	4	5
Services to children (age 0-12).....	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Variety of library materials .....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Mental Health Services.....	1	2	3	4	5
Drug and Alcohol services.....	1	2	3	4	5
Adult Protective services .....	1	2	3	4	5
Agricultural/Farm advisor.....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by...**

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

**12. Have you had any in-person or phone contact with an employee of Hanover County within the last 12 months (including law enforcement, receptionists, planners or any others)?**

- No → Go to question #14                       Yes → Go to question #13

**13. What was your impression of employees of Hanover County in your most recent contact? (Rate each characteristic below.)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge .....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

**14. Please rate the following statements by circling the number that most clearly represents your opinion:**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the Hanover County taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that Hanover County is taking.....	1	2	3	4	5	6
Hanover County government welcomes citizen involvement .....	1	2	3	4	5	6
Hanover County government listens to citizens .....	1	2	3	4	5	6

**15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**

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

**16. Please check the response that comes closest to your opinion for each of the following questions:**

**a. The average cost of a new home in Hanover County for 2004 was \$269,000. To what extent do you agree or disagree with this statement: "Hanover County should encourage the construction of more affordable housing to include apartments, townhouses and other types of housing"?**

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Somewhat disagree
- Don't Know

**b. To what extent do you agree or disagree with this statement: "Hanover County should provide more funds to supplement state and federal dollars for the construction and maintenance of roads, even if it means increased local taxes"?**

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Somewhat disagree
- Don't Know

**c. To what extent do you agree or disagree with this statement: "Hanover County should continue to follow a policy of planning for most of the County to remain rural, even if that means increasing local taxes to fund rural land preservation programs"?**

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Strongly disagree
- Somewhat disagree
- Don't Know

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**17. Are you currently employed?**

- No → Go to question #19  
 Yes → Go to question #18a

**17a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)  
 Walk  
 Work at home  
 Other

**17b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?**

- No       Yes

**18. How many years have you lived in Hanover County?**

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

**19. Which best describes the building you live in?**

- One family house detached from any other houses  
 House attached to one or more houses (e.g., a duplex or townhome)  
 Building with two or more apartments or condominiums  
 Mobile home  
 Other

**20. Is this house, apartment, or mobile home...**

- Rented for cash or occupied without cash payment?  
 Owned by you or someone in this house with a mortgage or free and clear?

**21. Do any children 12 or under live in your household?**

- No       Yes

**22. Do any teenagers aged between 13 and 17 live in your household?**

- No       Yes

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

- No       Yes

**24. Does any member of your household have a physical handicap or is anyone disabled?**

- No       Yes

**25. What is the highest degree or level of school you have completed? (mark one box)**

- 12th Grade or less, no diploma  
 High school diploma  
 Some college, no degree  
 Associate's degree (e.g. AA, AS)  
 Bachelor's degree (e.g. BA, AB, BS)  
 Graduate degree or professional degree

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

- Less than \$24,999  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 or more

**27. Are you Spanish/Hispanic/Latino?**

- No       Yes

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

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

**29. In which category is your age?**

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

**30. What is your sex?**

- Female       Male

**31. Are you registered to vote in your jurisdiction?**

- No       Yes       Don't know

**32. Did you vote in the last election?**

- No       Yes       Don't know

**33. Are you likely to vote in the next election?**

- No       Yes       Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:  
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



August 2005

Dear Hanover County Resident:

Hanover County wants to know what you think about our community and local government. You have been randomly selected to participate in Hanover County's 2005 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Hanover County Board of Supervisors make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Hanover County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 804-365-6005.

Please help us shape the future of Hanover County. Thank you for your time and participation.

Sincerely,

Jackson T. Ward  
Chairman, Hanover County Board of Supervisors



August 2005

Dear Hanover County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Hanover County wants to know what you think about our community and local government. You have been randomly selected to participate in Hanover County's Citizen Survey.

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Hanover County  
PO Box 470  
Hanover, Virginia  
23069-0470

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



Hanover County  
PO Box 470  
Hanover, Virginia  
23069-0470

Presorted  
First Class Mail  
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Boulder, CO  
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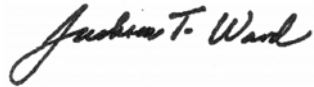
Hanover County  
PO Box 470  
Hanover, Virginia  
23069-0470

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

Dear Hanover County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Hanover County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

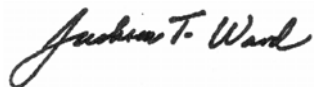


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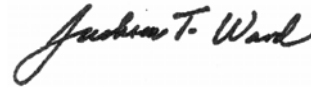


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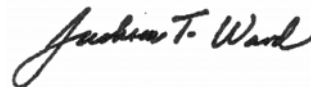


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