



HANOVER COUNTY, VA 2011



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 6
 Overall Community Quality 6
 Community Design 8
 Transportation 8
 Housing 11
 Land Use and Zoning 13
 Economic Sustainability..... 16
 Public Safety 19
 Environmental Sustainability..... 25
 Recreation and Wellness 28
 Parks and Recreation 28
 Culture, Arts and Education 31
 Health and Wellness 33
 Community Inclusiveness..... 35
 Civic Engagement..... 38
 Civic Activity..... 38
 Information and Awareness 41
 Social Engagement 42
 Public Trust..... 44
 Hanover County Employees 47

Custom Questions 49

Appendix A: Complete Survey Frequencies 51
 Frequencies Excluding “Don’t Know” Responses 51
 Frequencies Including “Don’t Know” Responses..... 63

Appendix B: Survey Methodology 80

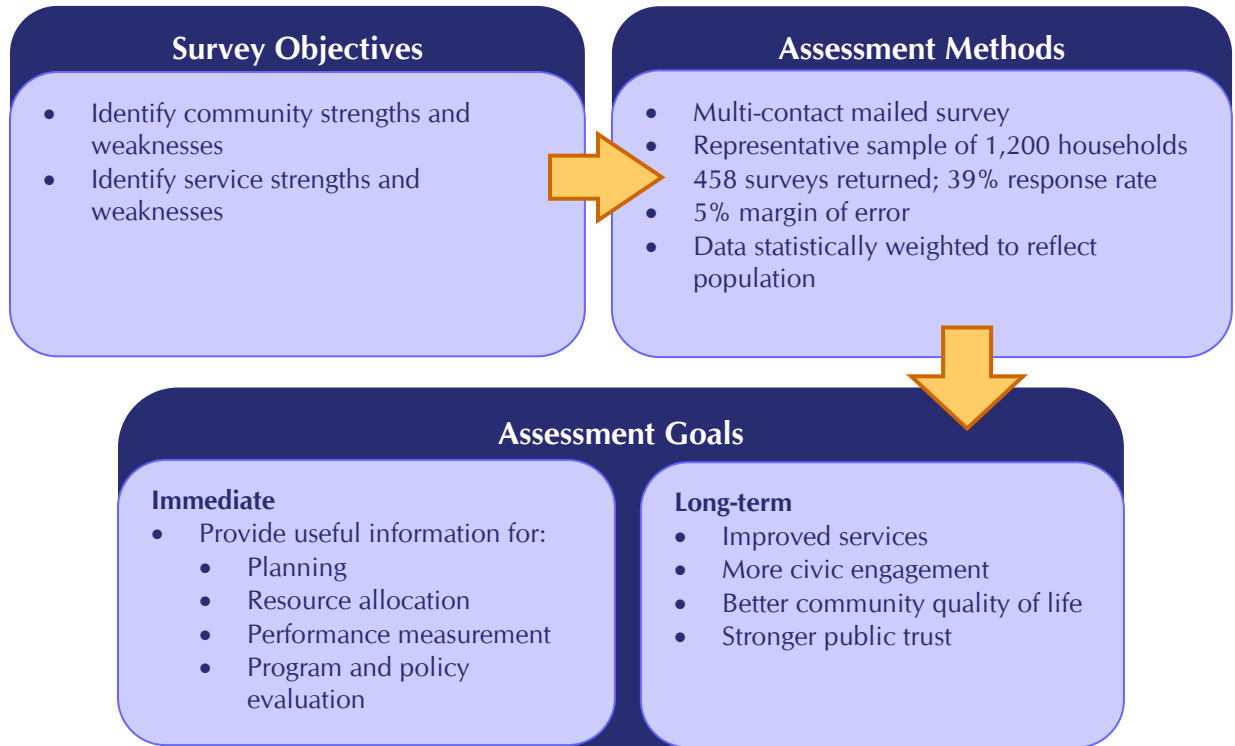
Appendix C: Survey Materials..... 90

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly 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 weighted to reflect the proper demographic composition of the entire community. A total of 458 completed surveys were obtained, providing an overall response rate of 39%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Hanover County was developed in close cooperation with local jurisdiction staff. Hanover County staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Hanover County staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the Hanover County Survey (458 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American counties. Where possible, the better comparison is not from one service to another in Hanover County, but from Hanover County services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than six percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Hanover County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern states). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Hanover County survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Hanover County results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Hanover County's rating to the benchmark.

“Don’t Know” Responses and Rounding

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 some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of Hanover County survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in Hanover County and believed the county was a good place to live. The overall quality of life in Hanover County was rated as “excellent” or “good” by 94% of respondents. Almost all reported they plan on staying in Hanover County for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were the overall image or reputation of Hanover County, overall appearance, and the quality of the overall natural environment. Among the characteristics receiving the least positive ratings were employment opportunities, the availability of paths and walking trails and ease of bicycle travel in Hanover County.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 25 were above the national benchmark comparison, two were similar to the national benchmark comparison and three were below.

Residents in Hanover County were civically engaged. While 30% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in Hanover County, which was similar to the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by Hanover County as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of Hanover County in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as “excellent” or “good.”

On average, residents gave highly favorable ratings to almost all local government services. County services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, 33 were above the benchmark comparison, one was similar to the benchmark comparison and none were below.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Hanover County – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to Hanover County. Residents were asked whether they planned to move soon or if they would recommend Hanover County to others. Intentions to stay and willingness to make recommendations provide evidence that Hanover County offers services and amenities that work.

Almost all of Hanover County’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings had remained stable over the past six years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

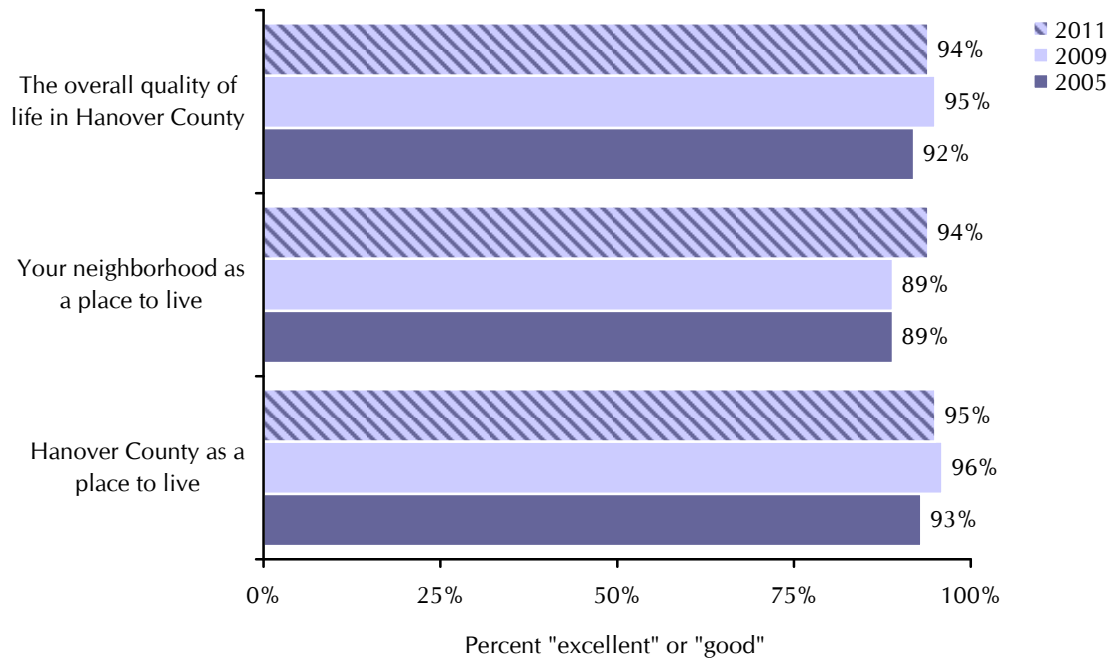


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

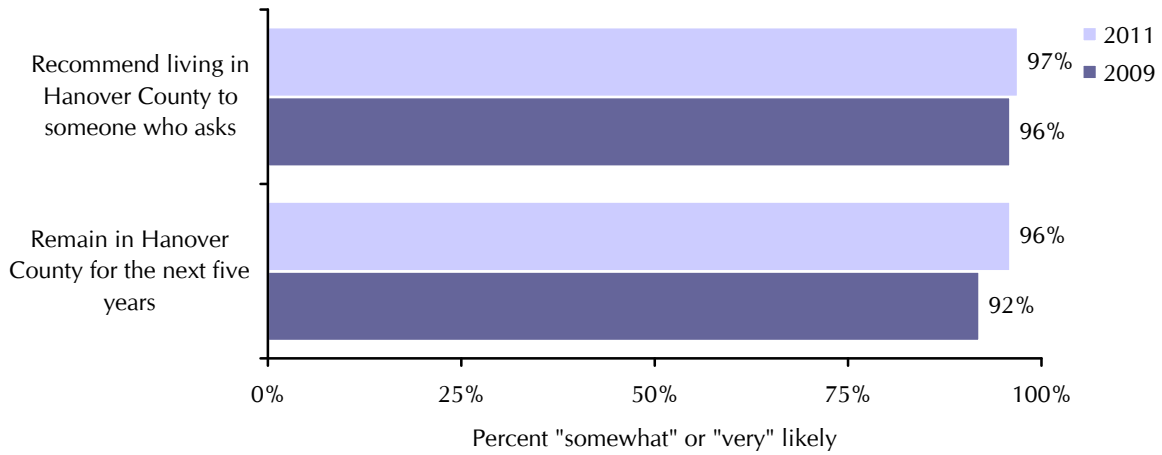


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Southern states comparison
The overall quality of life in Hanover County	Much above	Much above
Your neighborhood as a place to live	Much above	Much above
Hanover County as a place to live	Much above	Much above
Remain in Hanover County for the next five years	Much above	Much above
Recommend living in Hanover County to someone who asks	Much above	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by traffic flow on major streets. These two ratings were much above both benchmark comparisons, while the other three ratings were much lower than the benchmarks. Most of the ratings showed an increase when compared over time.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

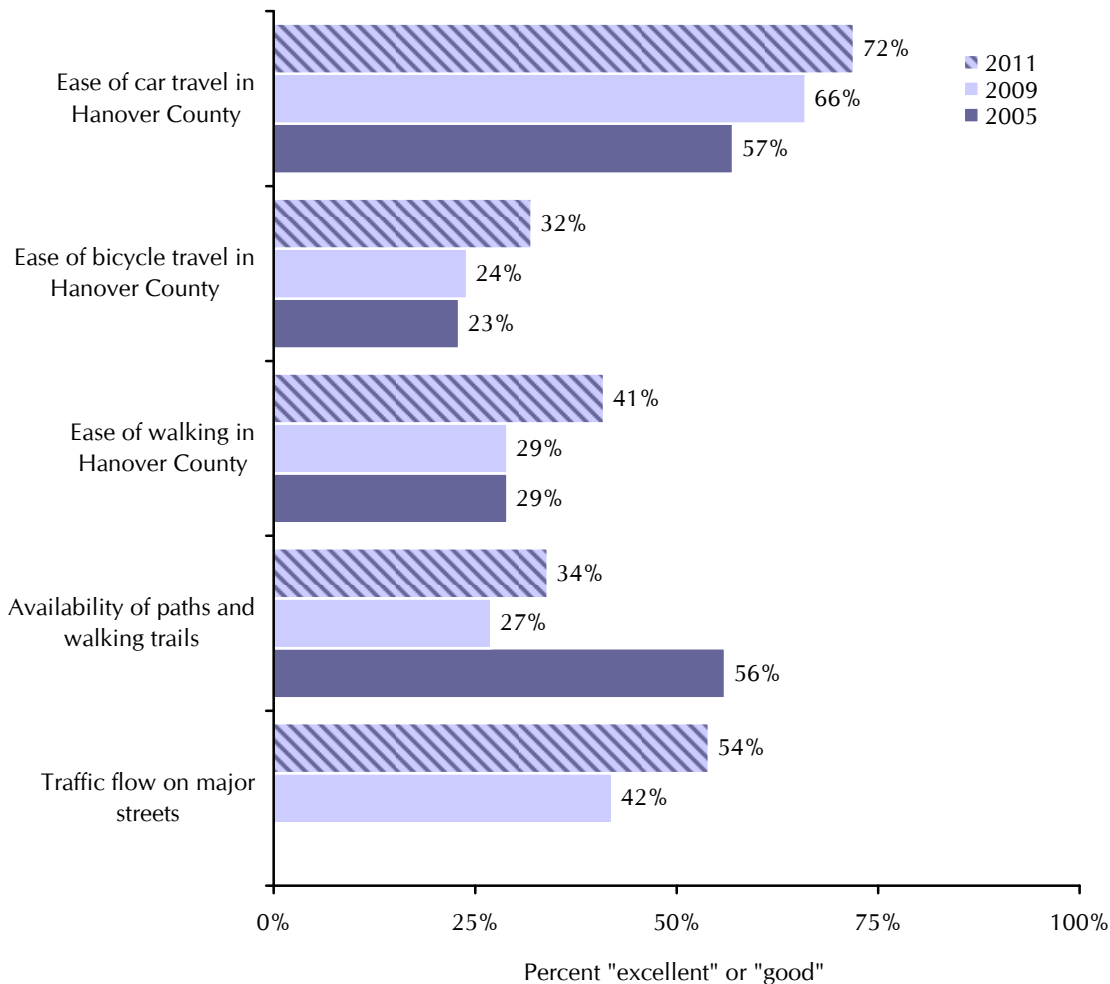


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	Southern states comparison
Ease of car travel in Hanover County	Much above	Much above
Ease of walking in Hanover County	Much below	Much below
Ease of bicycle travel in Hanover County	Much below	Much below
Availability of paths and walking trails	Much below	Much below
Traffic flow on County roads	Much above	Much above

FIGURE 8: RATINGS OF PARKING SERVICES

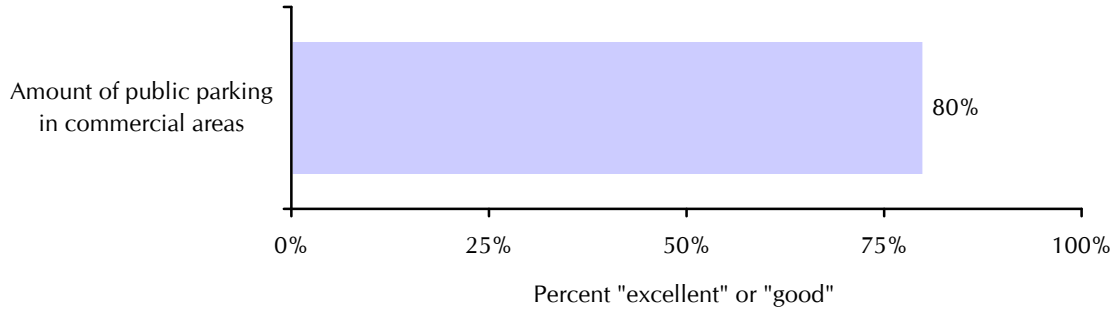


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Southern states comparison
Amount of public parking in commercial areas	Much above	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

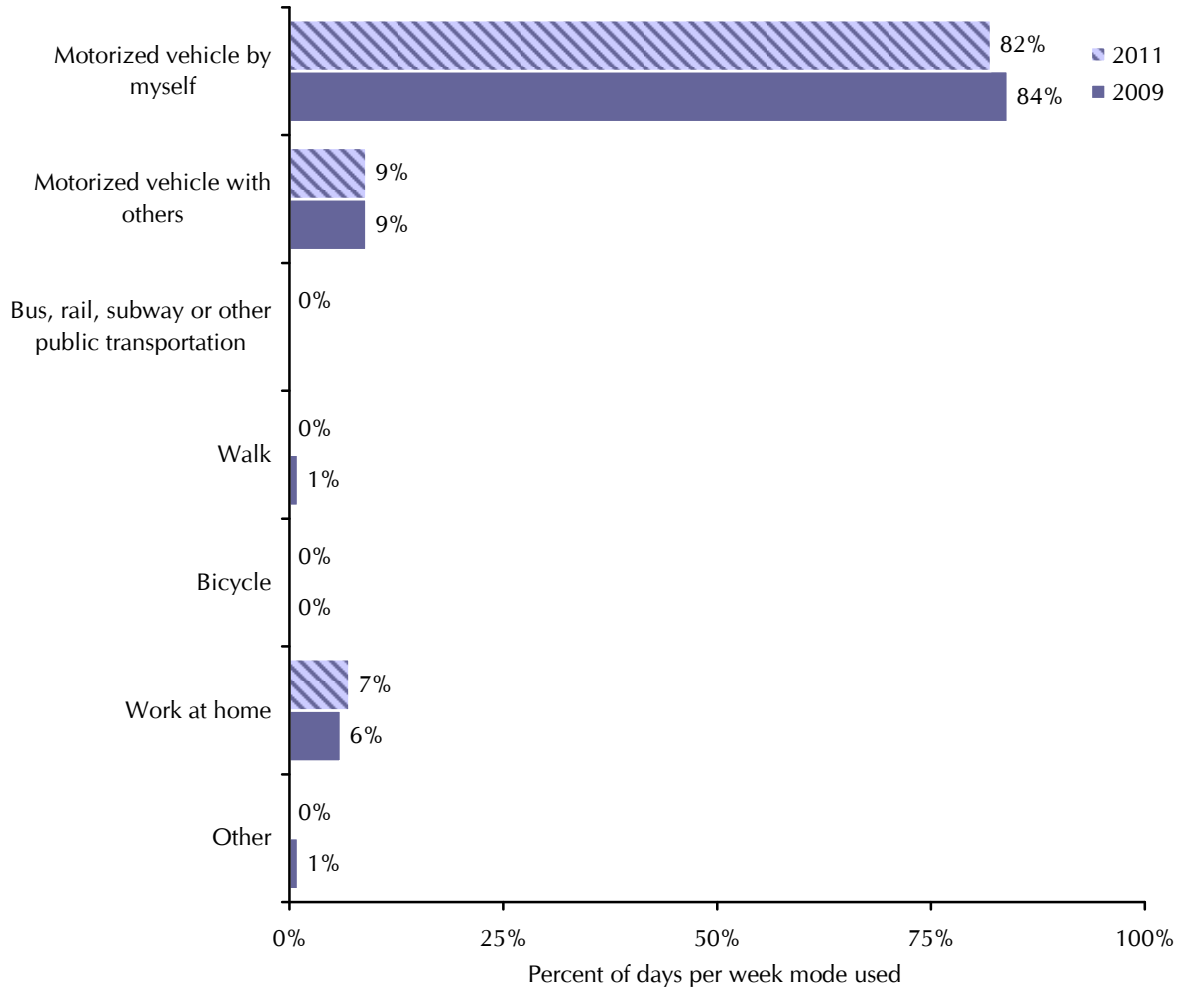


FIGURE 11: DRIVE ALONE BENCHMARKS

	National comparison	Southern states comparison
Average percent of work commute trips made by driving alone	Much more	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Hanover County residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 53% of respondents, while the variety of housing options was rated as “excellent” or “good” by 70% of respondents. The rating of perceived affordable housing availability was much better in Hanover County than the ratings, on average, in comparison jurisdictions. These ratings had increased compared to past survey years.

FIGURE 12: RATINGS OF HOUSING IN COMMUNITY BY YEAR

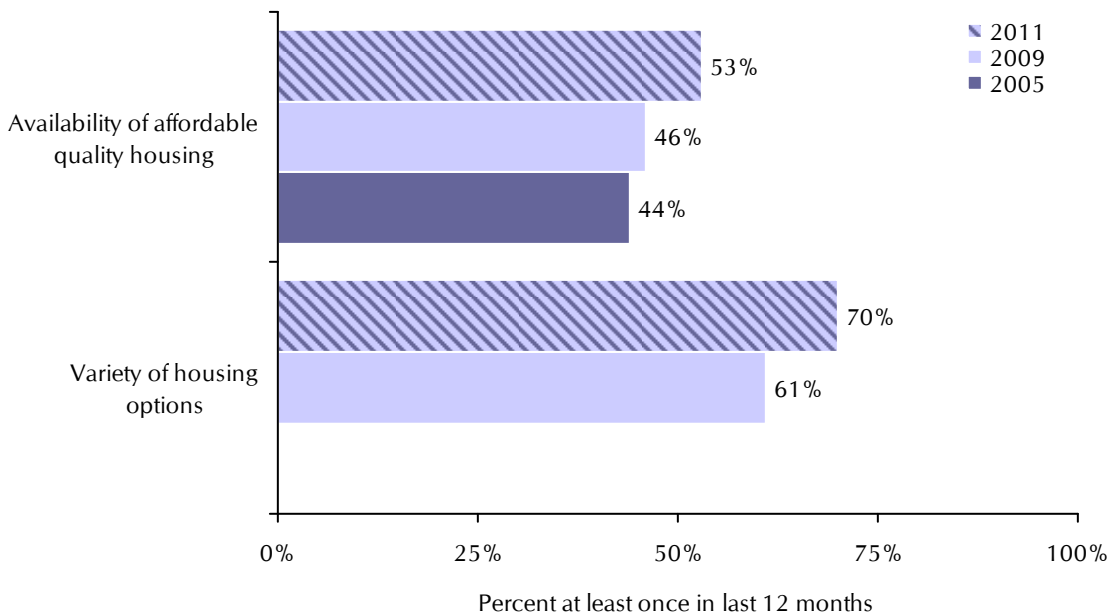


FIGURE 13: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Southern states comparison
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Much above	Much above

To augment the perceptions of affordable housing in Hanover County, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Hanover County experiencing housing cost stress. About 28% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 14: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

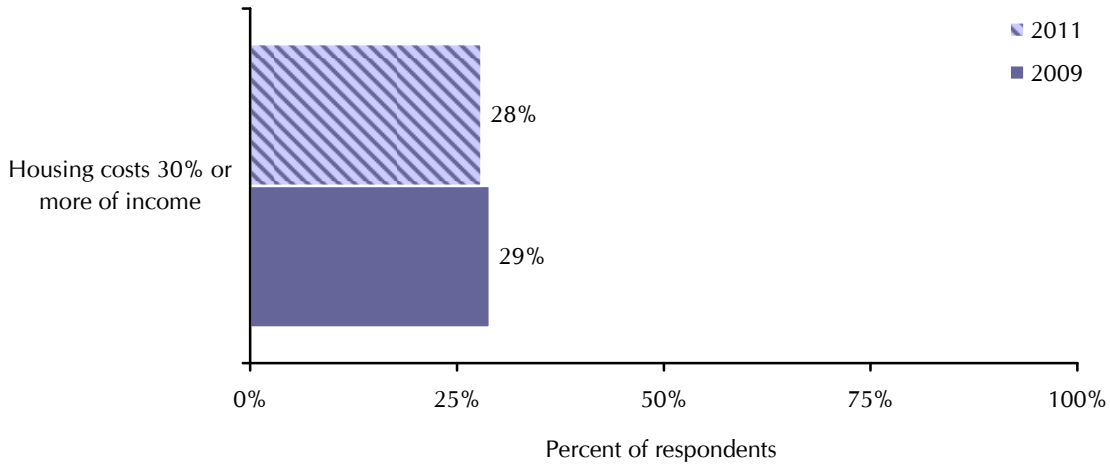


FIGURE 15: HOUSING COSTS BENCHMARKS

	National comparison	Southern states comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Hanover County and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Hanover County was rated as "excellent" or "good" by 70% of respondents. The overall appearance of Hanover County was rated as "excellent" or "good" by 87% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Hanover County, 3% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmarks. These ratings had improved over time.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

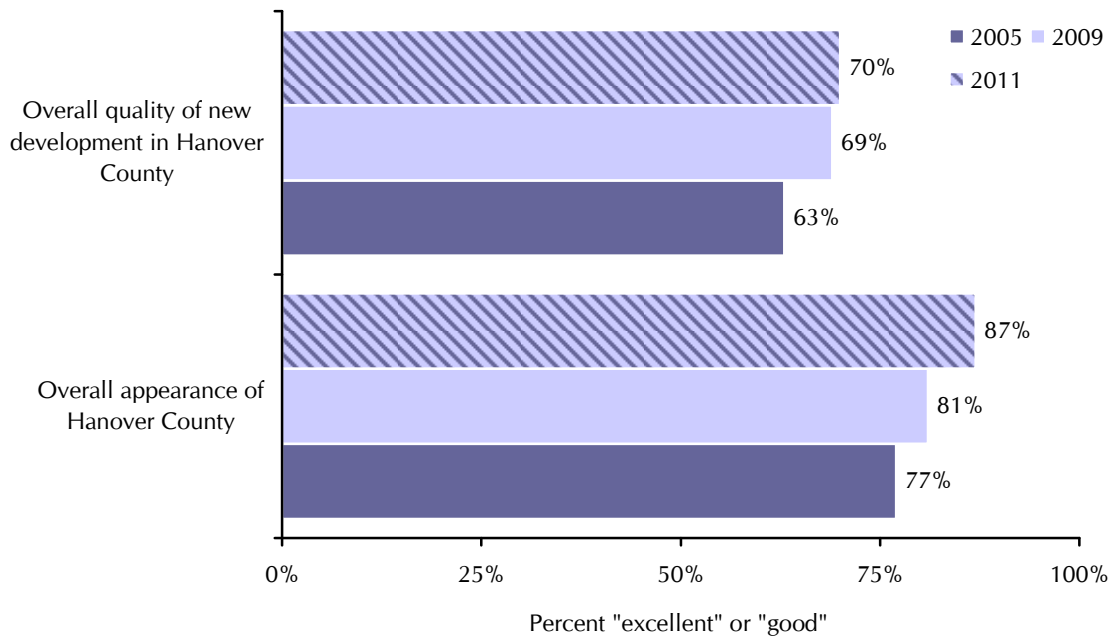


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Southern states comparison
Overall quality of new development in Hanover County	Much above	Much above
Overall appearance of Hanover County	Much above	Much above

FIGURE 18: RATINGS OF POPULATION GROWTH BY YEAR

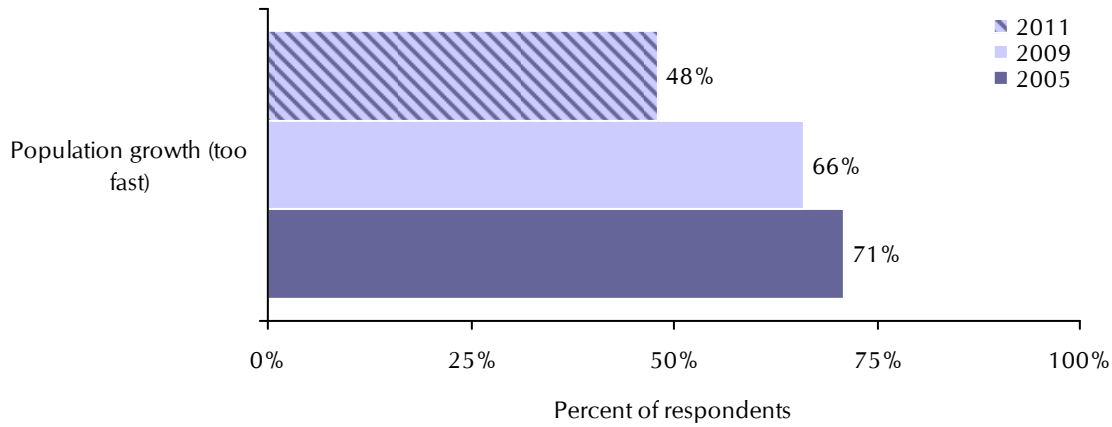


FIGURE 19: POPULATION GROWTH BENCHMARKS

	National comparison	Southern states comparison
Population growth seen as too fast	Much more	Similar

FIGURE 20: RATINGS OF NUISANCE PROBLEMS BY YEAR

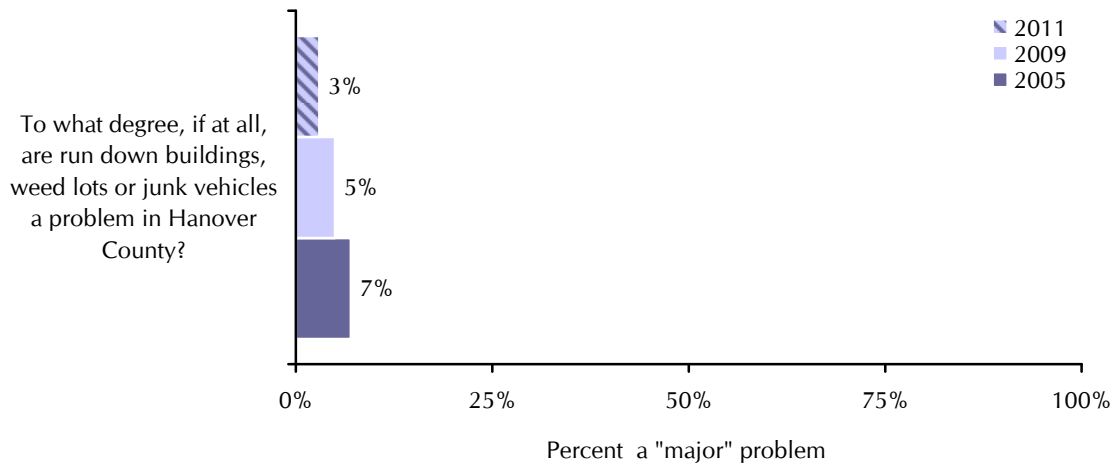


FIGURE 21: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Southern states comparison
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hanover County?	Much less	Much less

FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

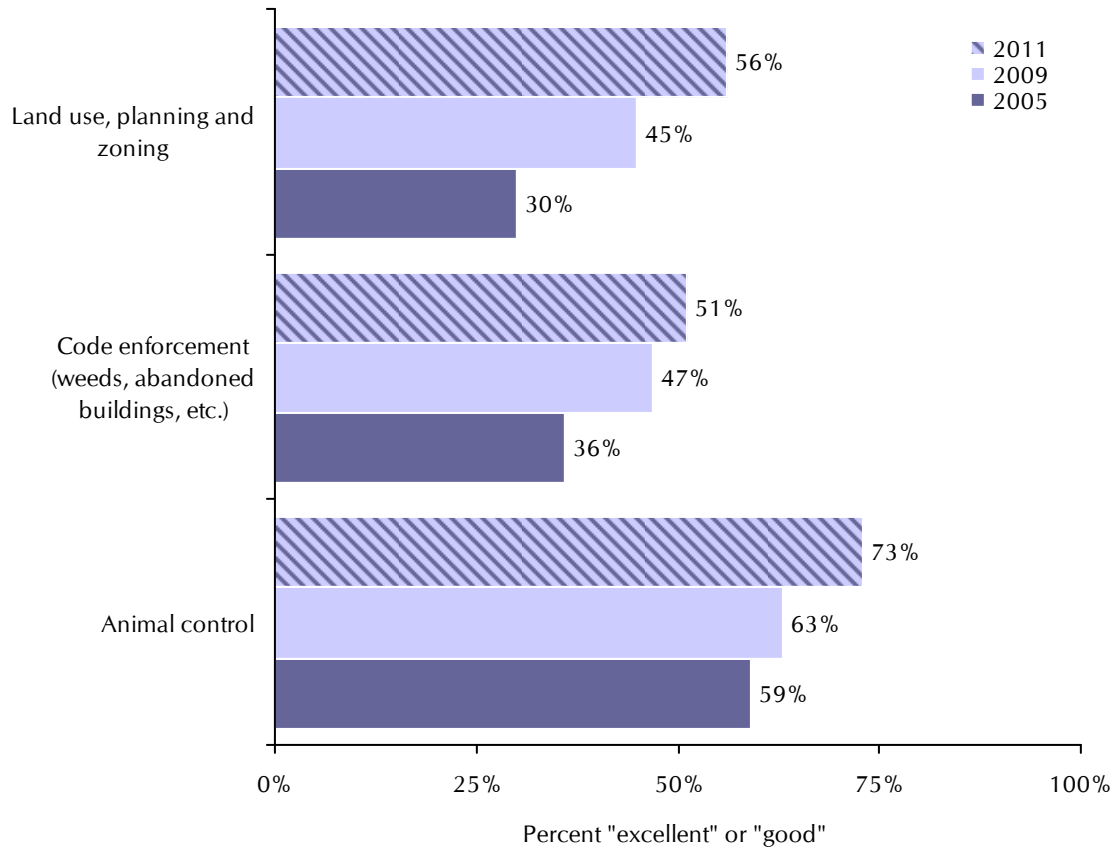


FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Southern states comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc)	Much above	Much above
Animal control	Much above	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Hanover County as a place to work and overall quality of business and service establishments in Hanover County. Receiving the lowest rating was employment opportunities. Ratings were similar to past survey years.

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

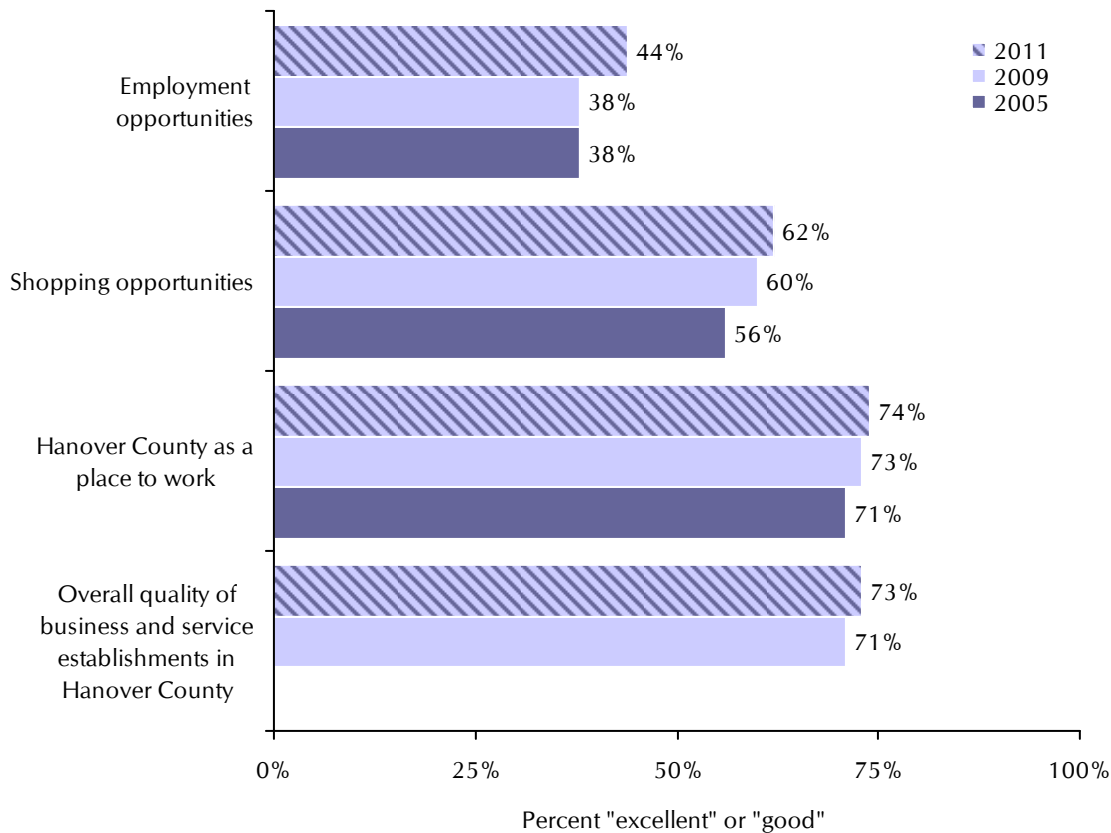


FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Above
Hanover County as a place to work	Much above	Much above
Overall quality of business and service establishments in Hanover County	Much above	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Hanover County, 78% responded that it was “too slow,” while 31% reported retail growth as “too slow.” Fewer residents in Hanover County compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow when compared to the national average.

FIGURE 26: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

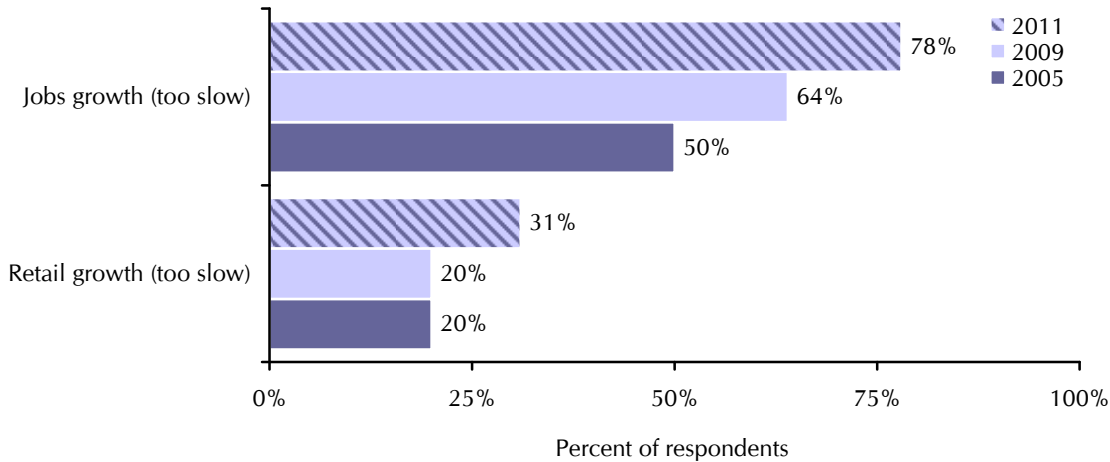


FIGURE 27: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Southern states comparison
Retail growth seen as too slow	Much less	Less
Jobs growth seen as too slow	More	Similar

FIGURE 28: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

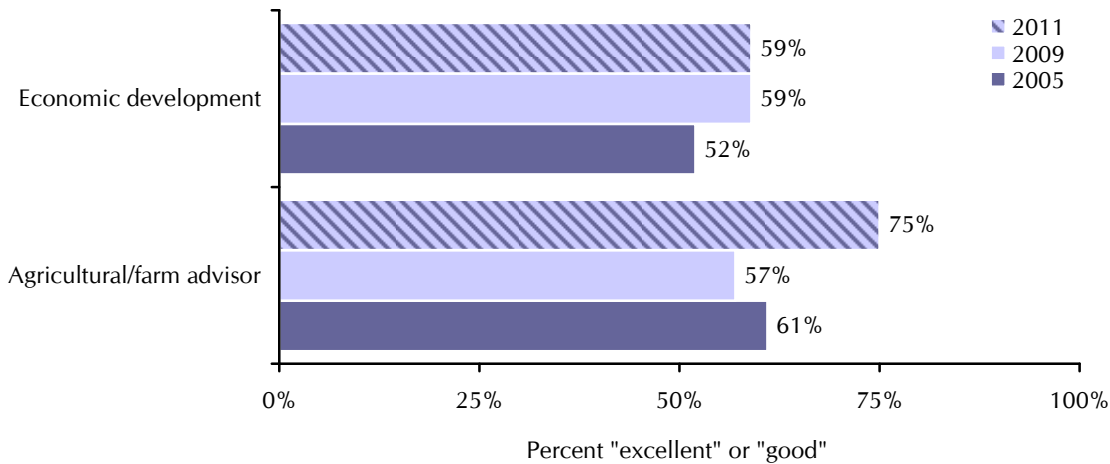


FIGURE 29: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Southern states comparison
Economic development	Much above	Much above
Agricultural/farm advisor	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Twelve percent of Hanover County residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much less than comparison jurisdictions.

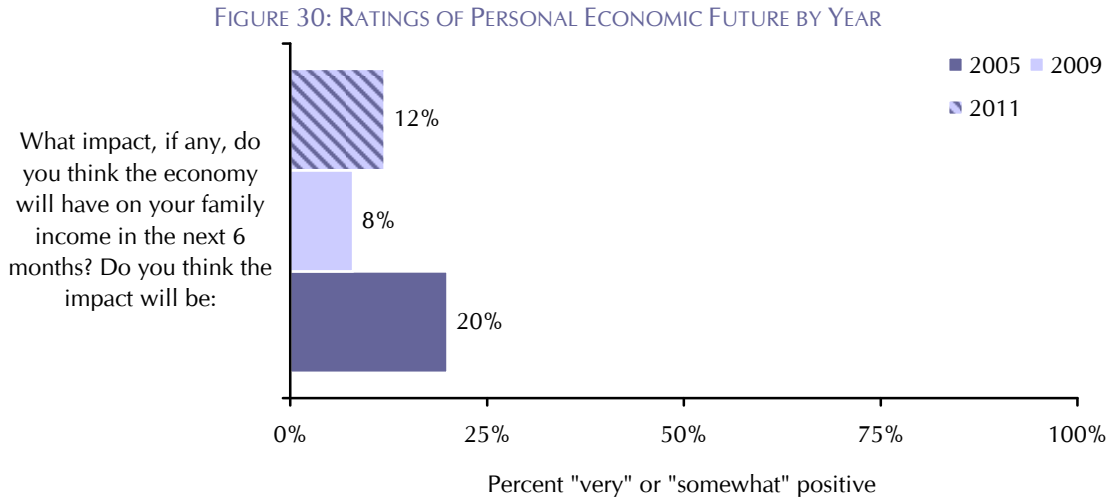


FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Southern states comparison
Positive impact of economy on household income	Much below	Much below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in Hanover County. About 93% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 90% felt “very” or “somewhat” safe from environmental hazards. The rating for safety in Hanover County’s shopping areas after dark, safety from property crime and violent crime had increased compared to past survey years.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

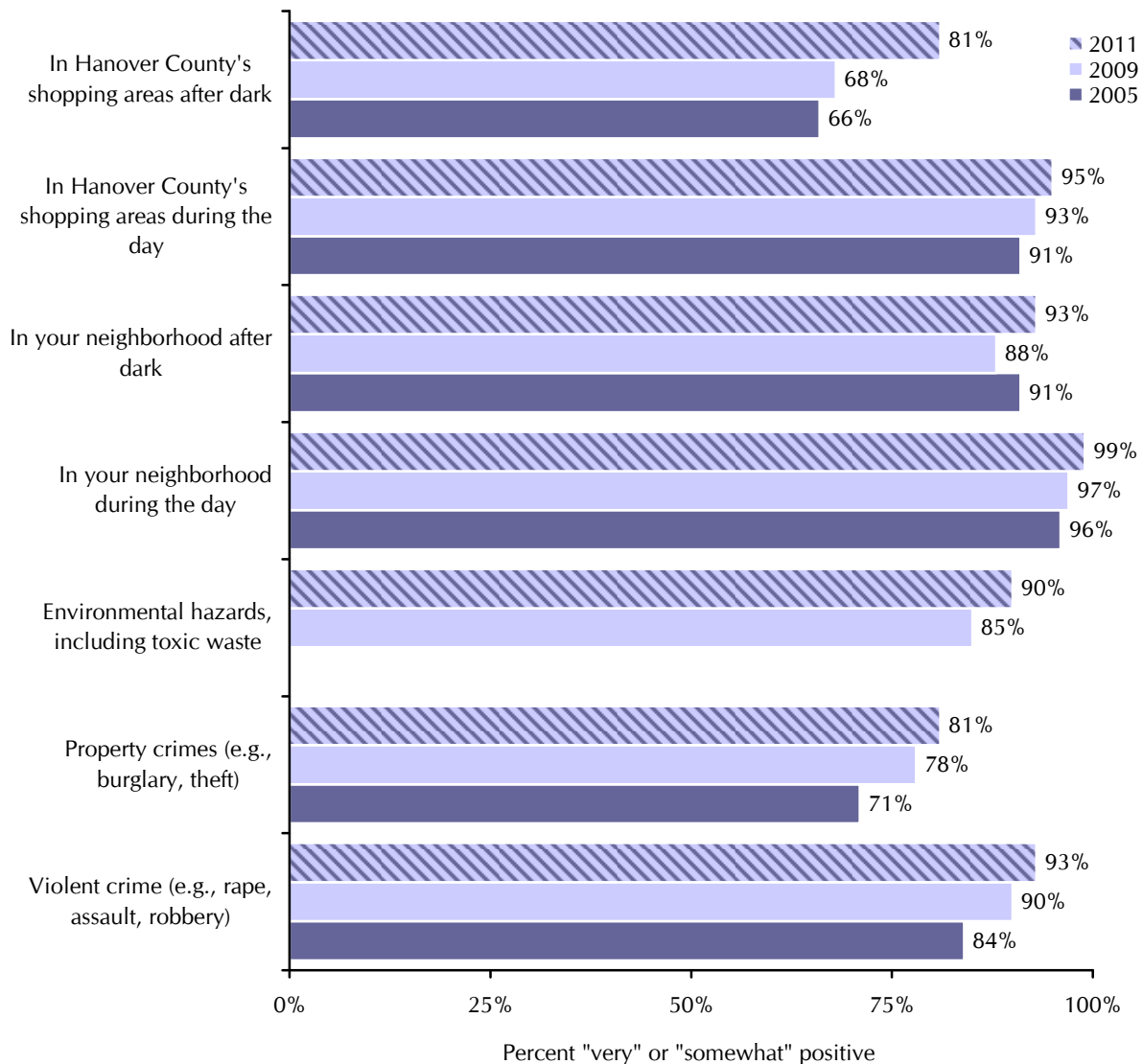


FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Southern states comparison
Safety in your neighborhood during the day	Much above	Much above
Safety in your neighborhood after dark	Much above	Much above
Safety in Hanover County's shopping areas during the day	Above	Much above
Safety in Hanover County's shopping areas after dark	Much above	Much above
Safety from violent crime (e.g., rape, assault, robbery)	Much above	Much above
Safety from property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

As assessed by the survey, 4% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 87% had reported it to police. Compared to other jurisdictions a much lower proportion of Hanover County residents had been victims of crime in the 12 months preceding the survey and more residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING BY YEAR

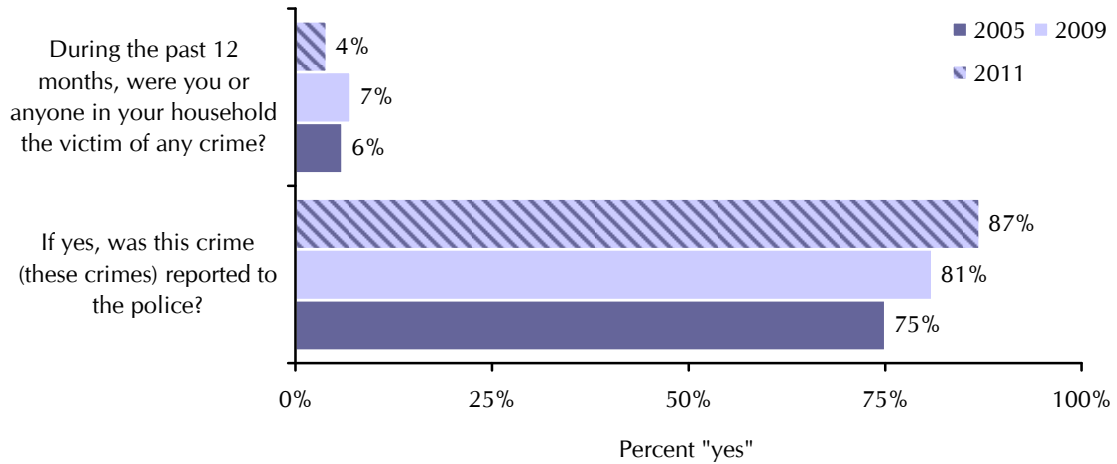


FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Southern states comparison
Victim of crime	Much less	Much less
Reported crimes	Much more	More

Residents rated eight County public safety services; of these, all were rated above the benchmark comparisons. Sheriff services, fire services and ambulance or emergency medical services received the highest ratings, while municipal courts and emergency preparedness received the lowest ratings. Crime prevention and fire prevention and education had both maintained increases over time.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

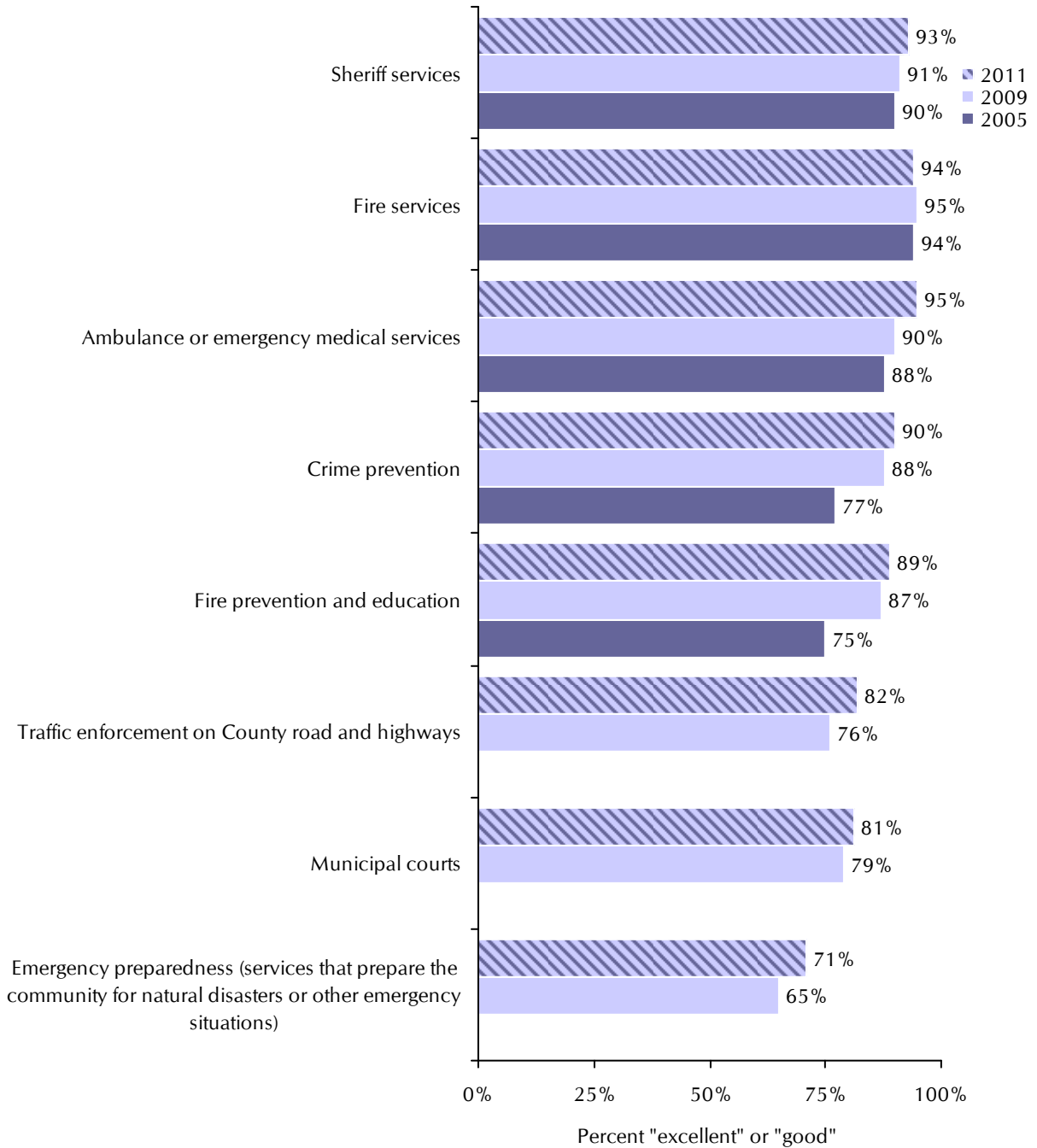


FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Southern states comparison
Sheriff services	Much above	Much above
Fire services	Much above	Much above
Ambulance or emergency medical services	Much above	Much above
Crime prevention	Much above	Much above
Fire prevention and education	Much above	Much above
Traffic enforcement on County roads and highways	Much above	Much above
Municipal courts	Much above	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above	Above

FIGURE 38: CONTACT WITH SHERIFF'S OFFICE

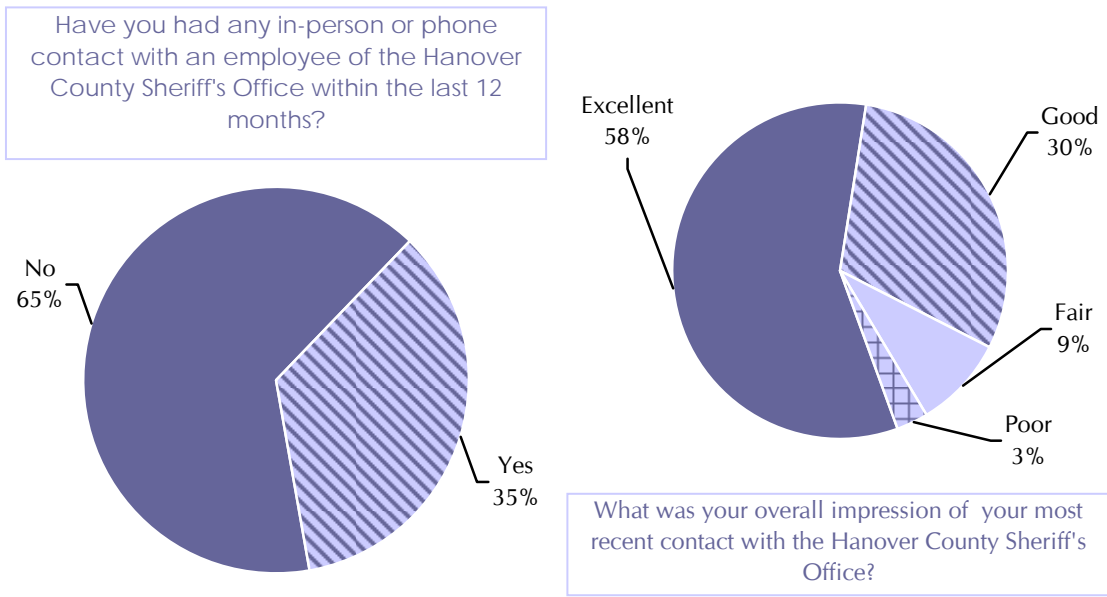


FIGURE 39: CONTACT WITH FIRE-EMS DEPARTMENT

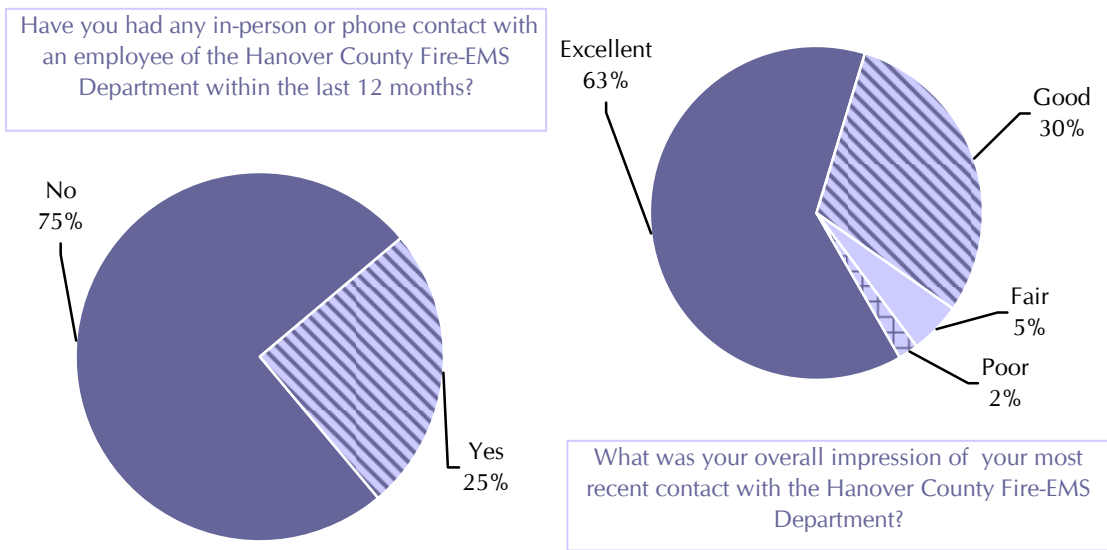


FIGURE 40: RATINGS OF SHERIFF AND FIRE EMPLOYEES BY YEAR

	National comparison	Southern states comparison
Had contact with the Hanover County Sheriff's Office	Similar	Similar
Overall impression of most recent contact with the Hanover County Sheriff's Office	Much above	Much above
Had contact with the Hanover County Fire-EMS Department	Much more	Much more
Overall impression of most recent contact with the Hanover County Fire-EMS Department	Similar	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green.” These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Hanover County were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 88% of survey respondents. Air quality remained stable over time, while the ratings had all improved.

FIGURE 41: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

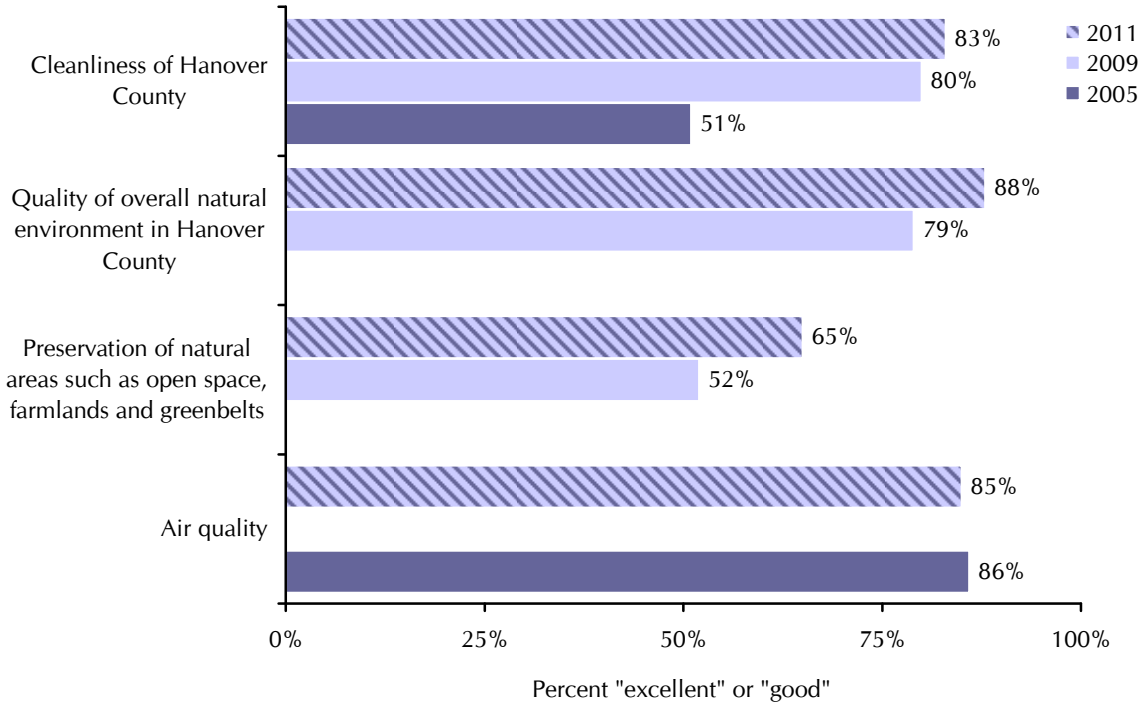


FIGURE 42: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Southern states comparison
Cleanliness of Hanover County	Much above	Much above
Quality of overall natural environment in Hanover County	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

Resident recycling was much less than recycling reported in comparison communities.

FIGURE 43: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

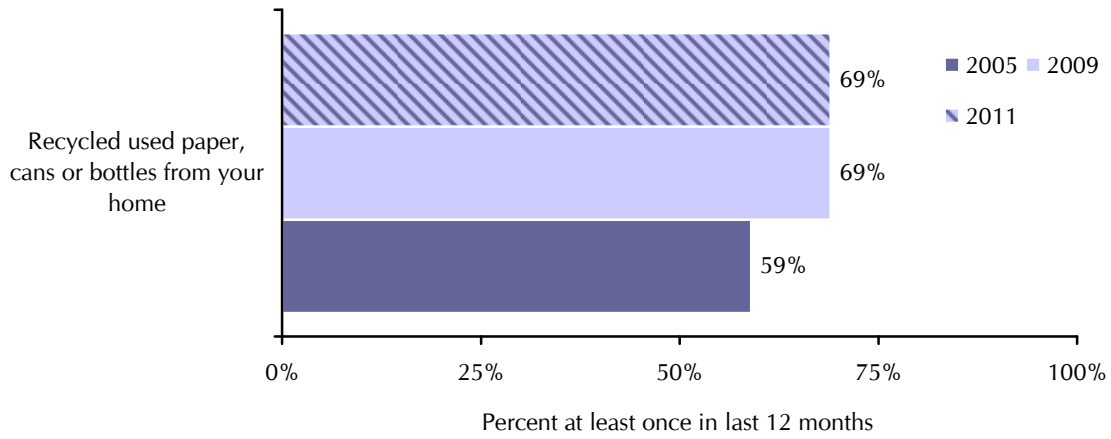


FIGURE 44: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Southern states comparison
Recycled used paper, cans or bottles from your home	Much less	Much less

Of the three utility services rated by those completing the questionnaire, all were much higher than the benchmark comparisons. These service ratings were trending up when compared to past surveys.

FIGURE 45: RATINGS OF UTILITY SERVICES BY YEAR

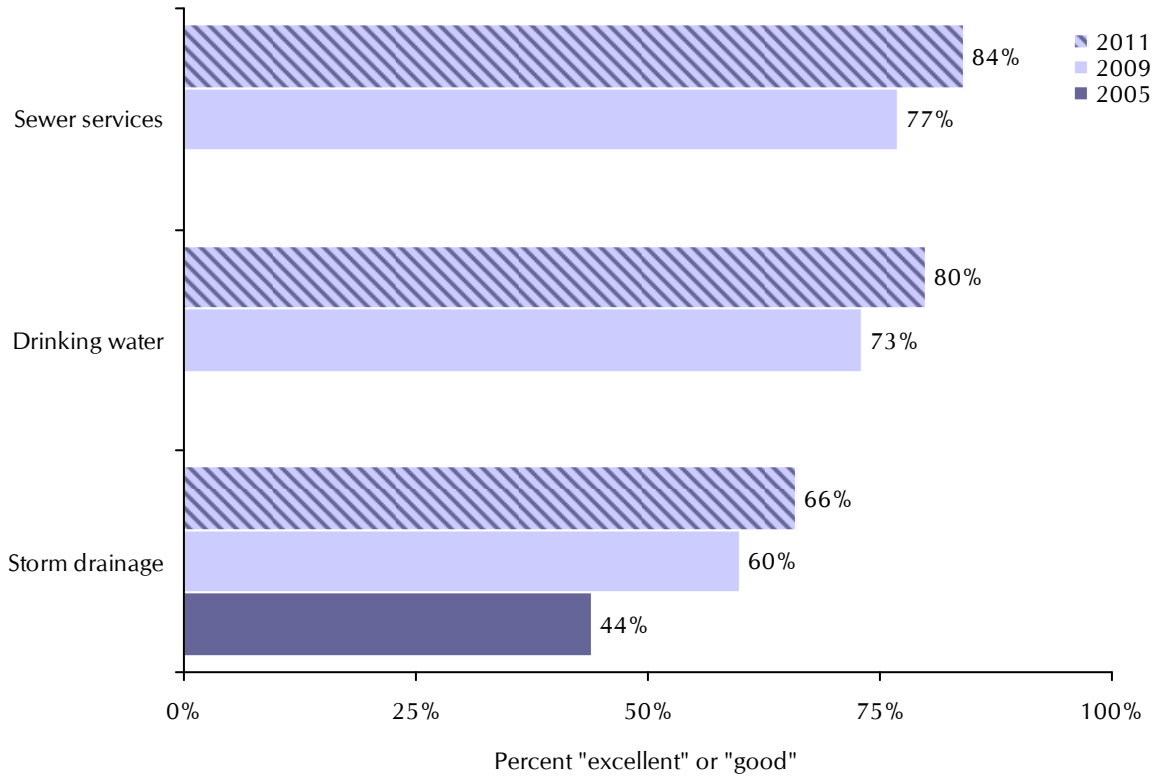


FIGURE 46: UTILITY SERVICES BENCHMARKS

	National comparison	Southern states comparison
Sewer services	Much above	Much above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Hanover County were rated somewhat positively as were services related to parks and recreation. County parks, recreation programs or classes, recreation centers or facilities and nature programs or classes were rated higher than the benchmarks. Parks and recreation ratings have varied over time.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Hanover County recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in Hanover County was lower than use in national comparison jurisdictions and similar to custom comparison jurisdictions. Participation in recreation programs or classes was lower compared to the previous survey year.

FIGURE 47: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

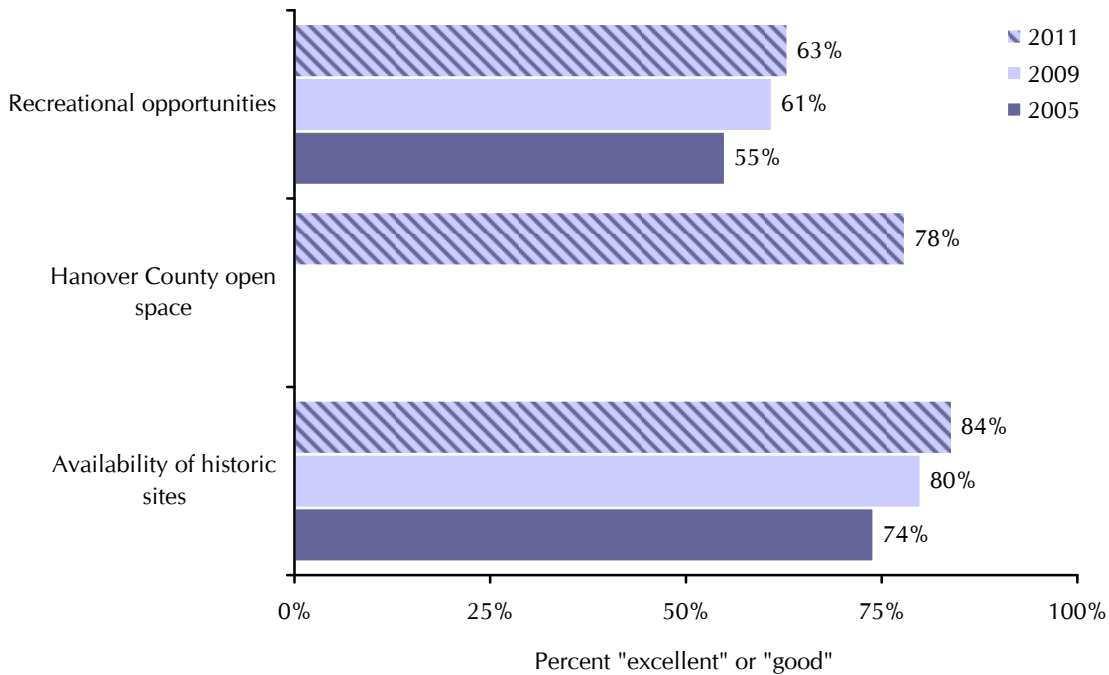


FIGURE 48: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Recreational opportunities	Similar	Above
Hanover County open space	Above	Much above
Availability of historic sites	Much above	Much above

FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

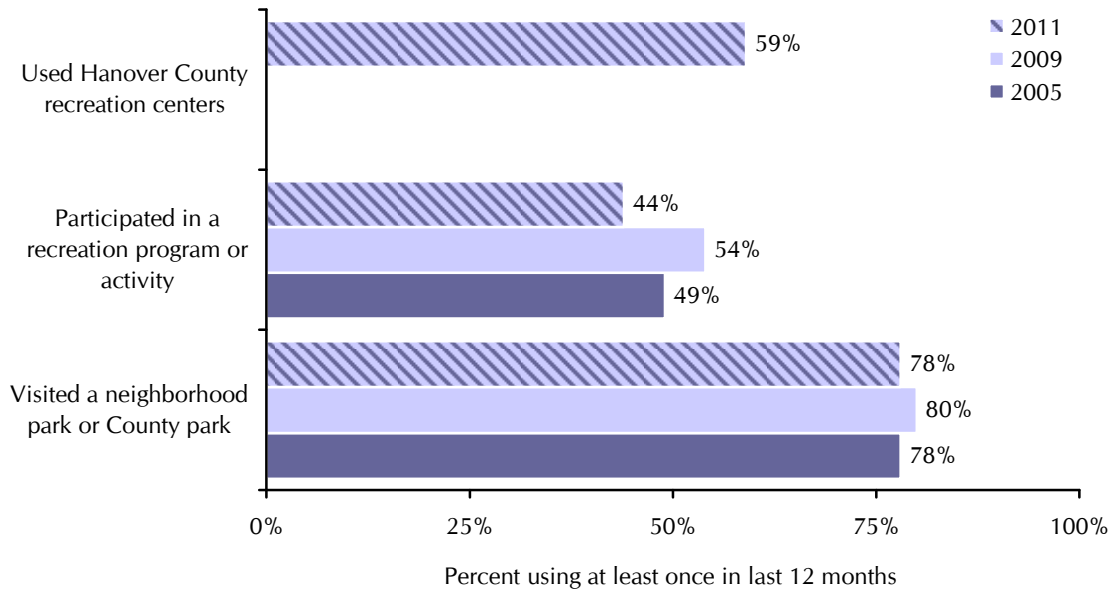


FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Used Hanover County recreation centers	Similar	Similar
Participated in a recreation program or activity	Less	Similar
Visited a neighborhood park or County park	Much less	Less

FIGURE 51: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

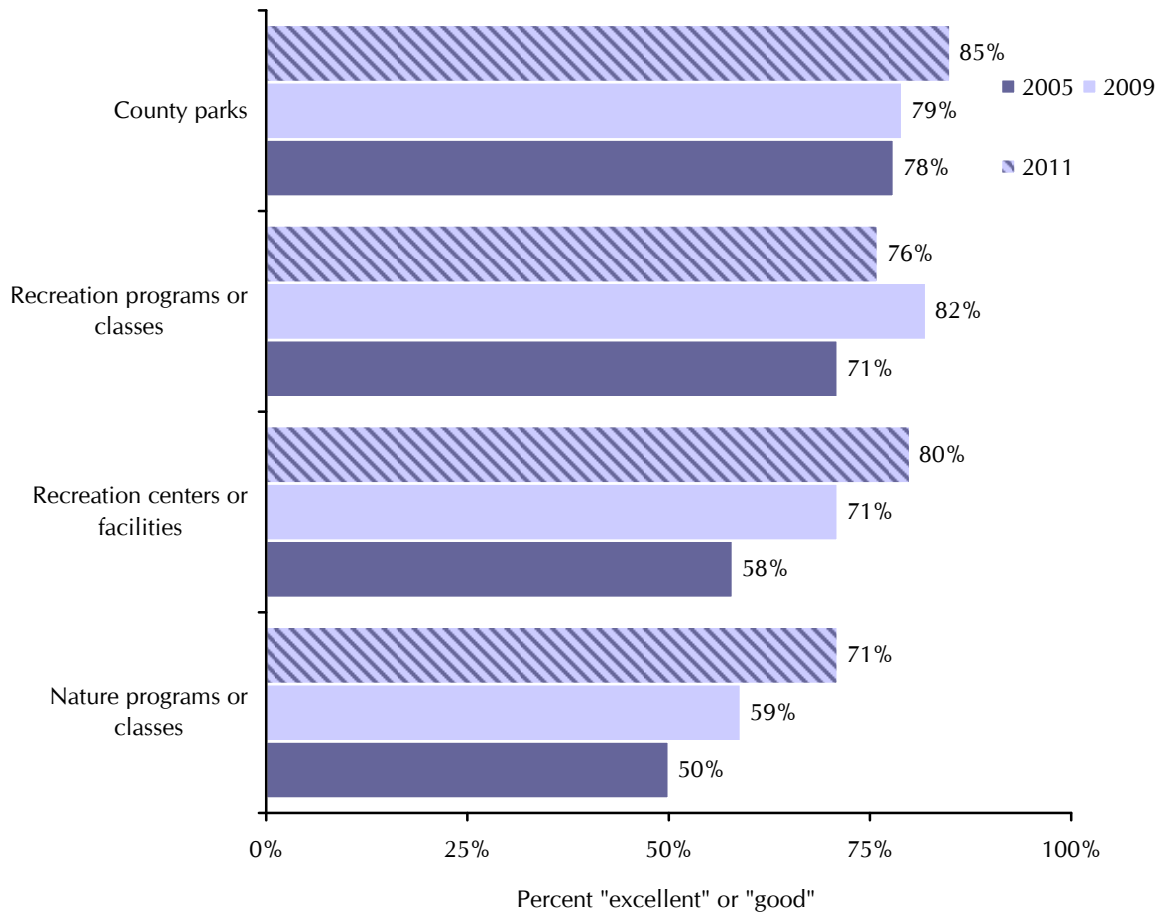


FIGURE 52: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Southern states comparison
County parks	Above	Much above
Recreation programs or classes	Above	Much above
Recreation centers or facilities	Much above	Much above
Nature programs or classes	Much above	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 52% of respondents. Educational opportunities were rated as “excellent” or “good” by 75% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, while cultural activity opportunities were rated similar to the benchmark comparison. The rating for opportunities to attend cultural activities had increased since 2009.

About 75% of Hanover County residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions and was similar to previous survey years.

FIGURE 53: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

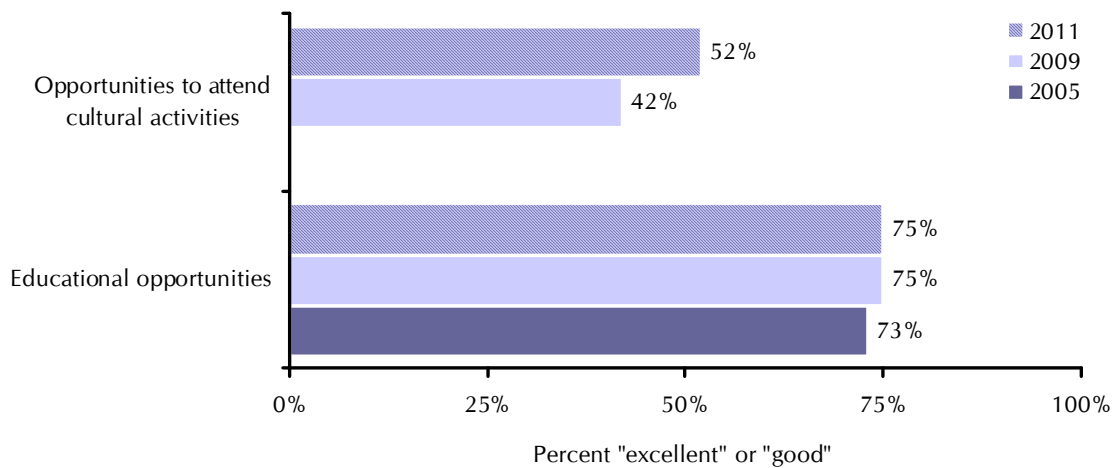


FIGURE 54: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Opportunities to attend cultural activities	Similar	Similar
Educational opportunities	Much above	Much above

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

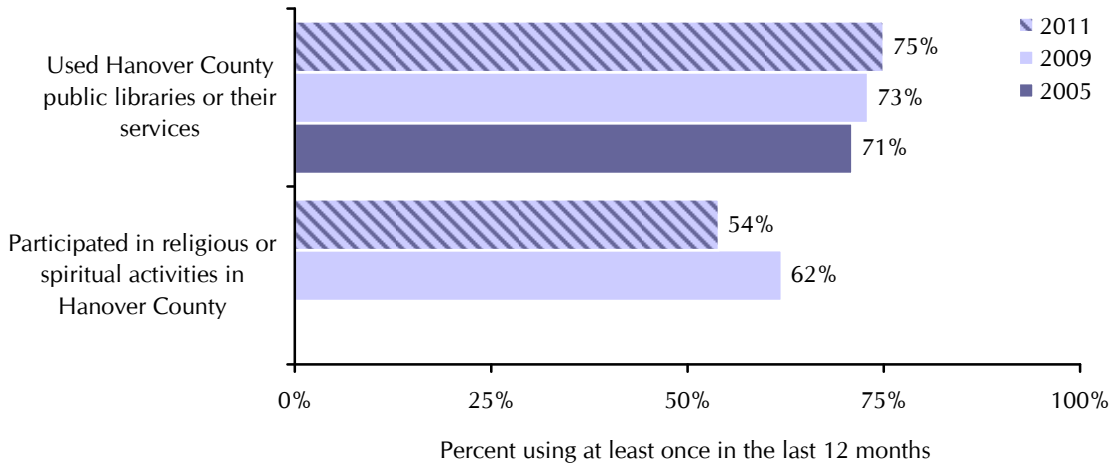


FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Used Hanover County public libraries or their services	More	Much more
Participated in religious or spiritual activities in Hanover County	Similar	Similar

FIGURE 57: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

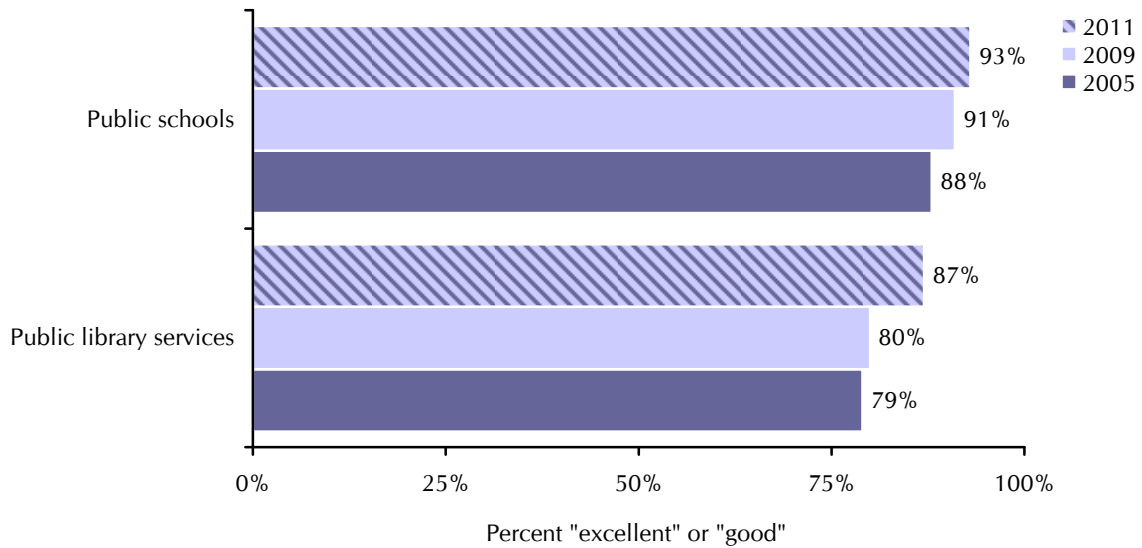


FIGURE 58: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Southern states comparison
Public schools	Much above	Much above
Public library services	Above	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Hanover County were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. Among Hanover County residents, 72% rated affordable quality health care as “excellent” or “good.” Those ratings were much above the ratings of comparison communities. Rating for the availability of affordable quality health care, affordable quality food and preventive health services had increased when compared to past survey years.

FIGURE 59: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

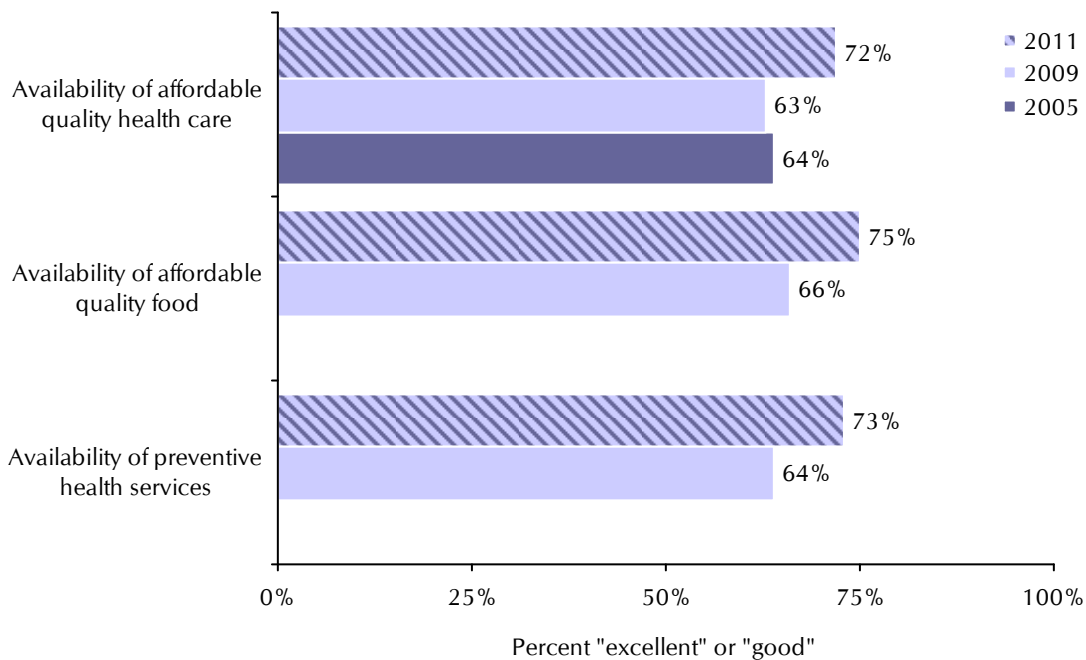


FIGURE 60: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Much above	Much above
Availability of preventive health services	Much above	Much above

Of the four health related services offered in Hanover County, all were much above the benchmarks.

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

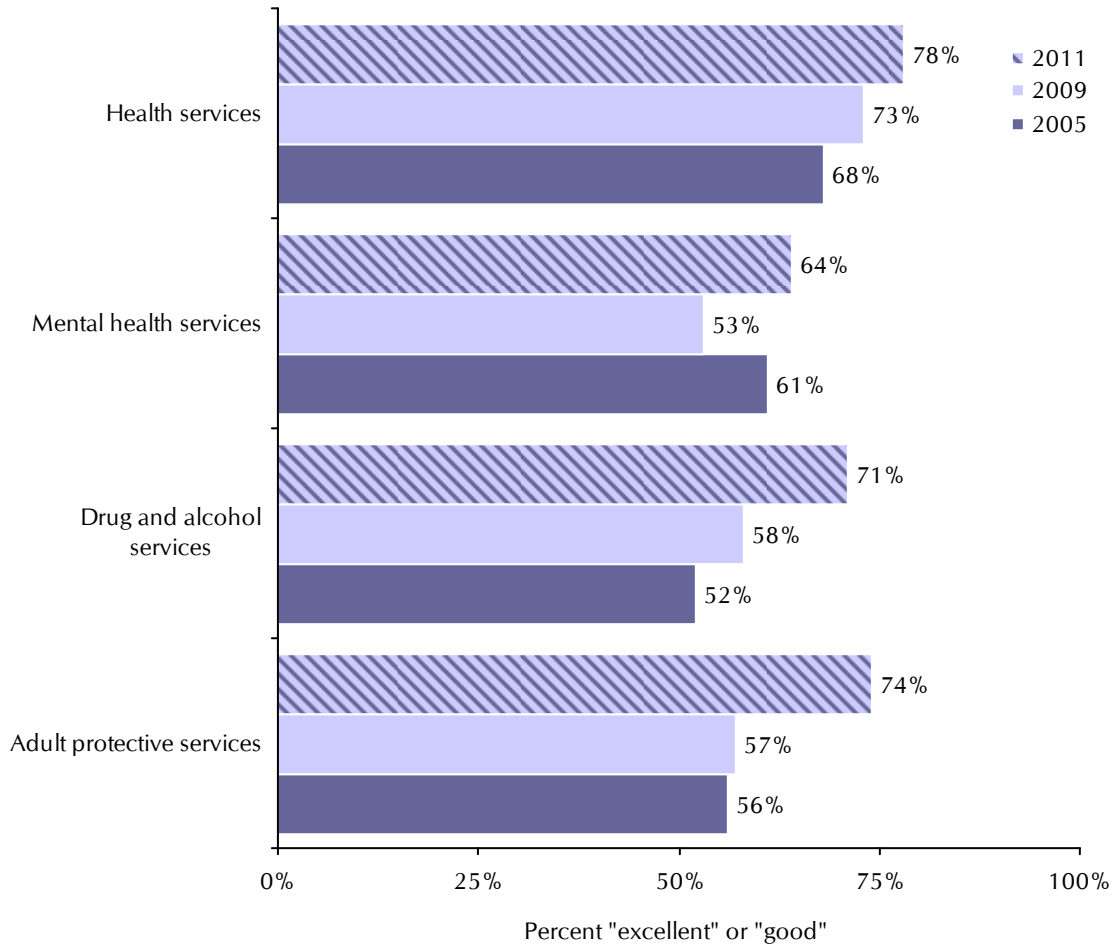


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Southern states comparison
Health services	Much above	Much above
Mental health services	Much above	Much above
Drug and alcohol services	Much above	Much above
Adult protective services	Much above	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Hanover County as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated Hanover County as an excellent or good place to raise kids and a high percentage rated it as an “excellent” or “good” place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt Hanover County was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmarks. Most of these ratings had increases over time.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

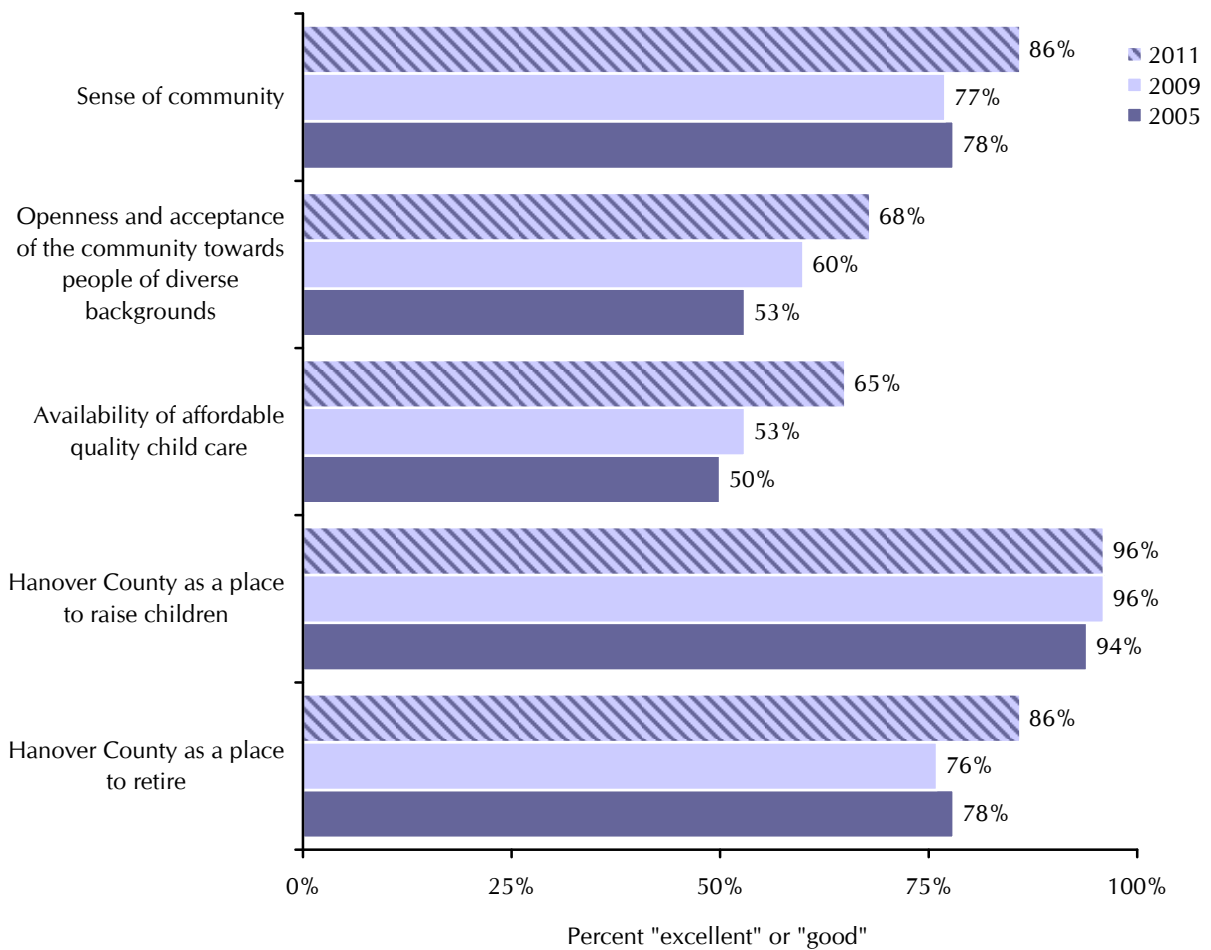


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Southern states comparison
Sense of community	Much above	Much above
Openness and acceptance of the community towards people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Much above	Much above
Hanover County as a place to raise children	Much above	Much above
Hanover County as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 60% to 74% with ratings of “excellent” or “good.” These ratings were all much above the benchmarks and were trending higher than previous survey years.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

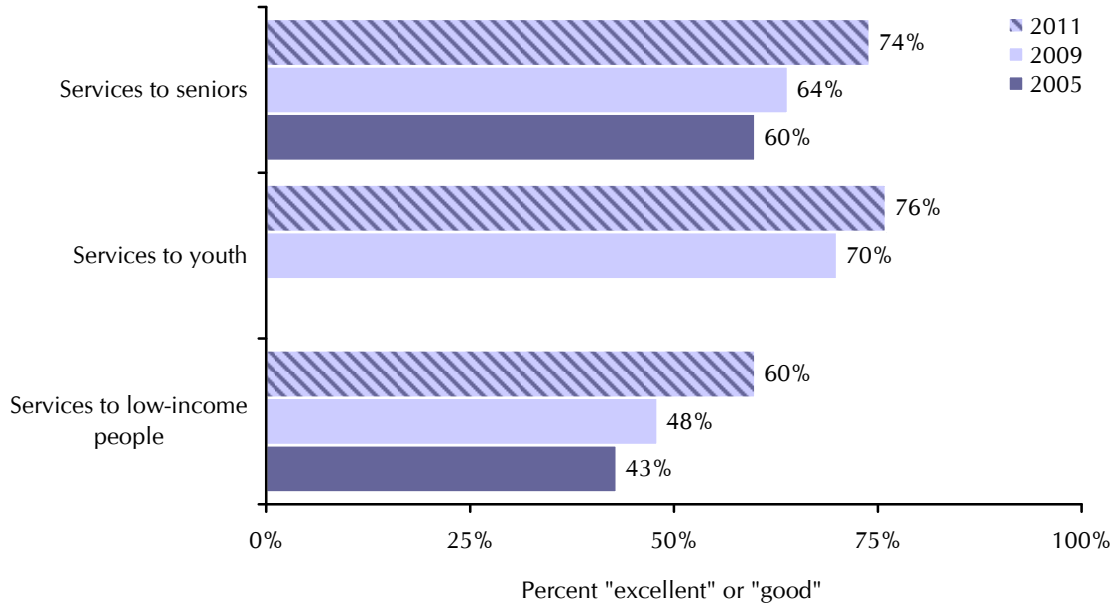


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Southern states comparison
Services to seniors	Much above	Much above
Services to youth	Much above	Much above
Services to low-income people	Much above	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding residents' level of connection to, knowledge of and participation in local government, the County can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Hanover County. Survey participants rated the volunteer opportunities in Hanover County favorably, as well as opportunities to participate in community matters.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

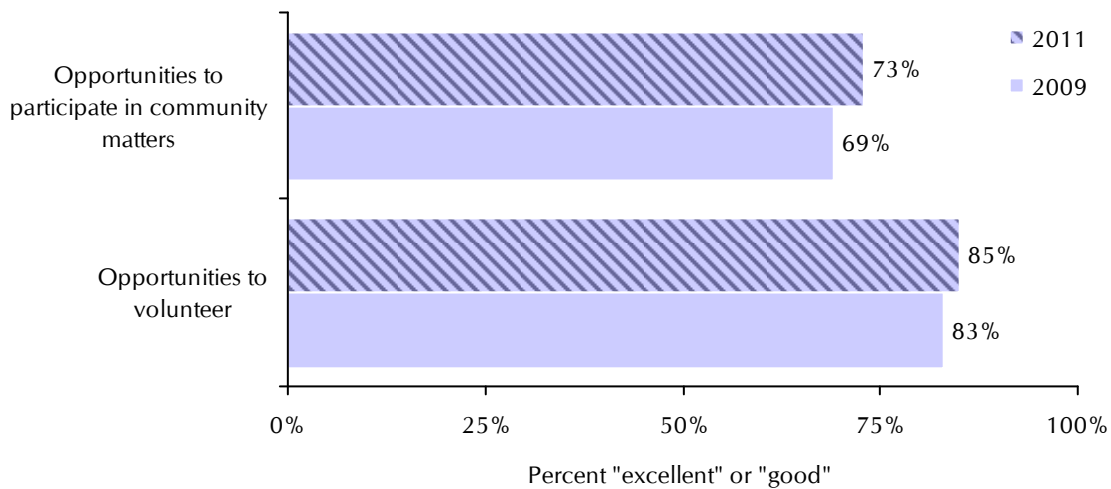


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Opportunities to participate in community matters	Much above	Much above
Opportunities to volunteer	Much above	Much above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. In Hanover County, rate of participation for all for civic engagement opportunities showed similar rates of involvement and had remained steady over time.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

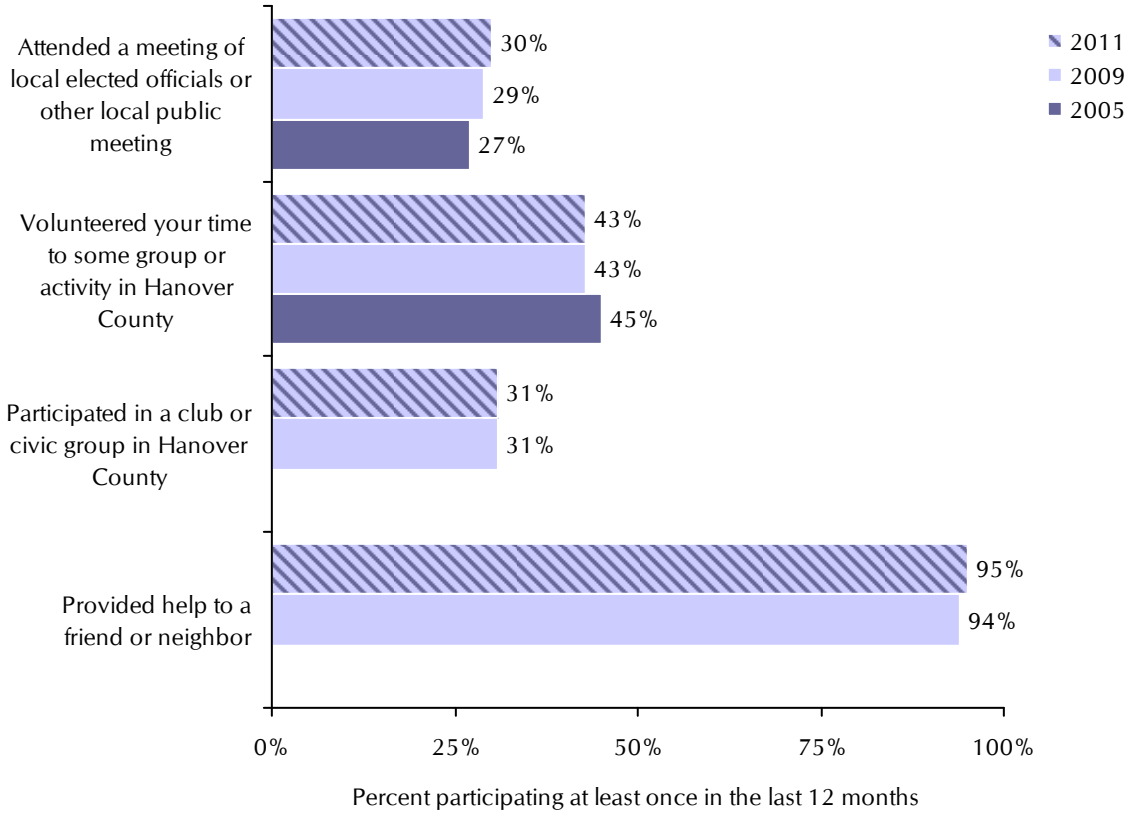
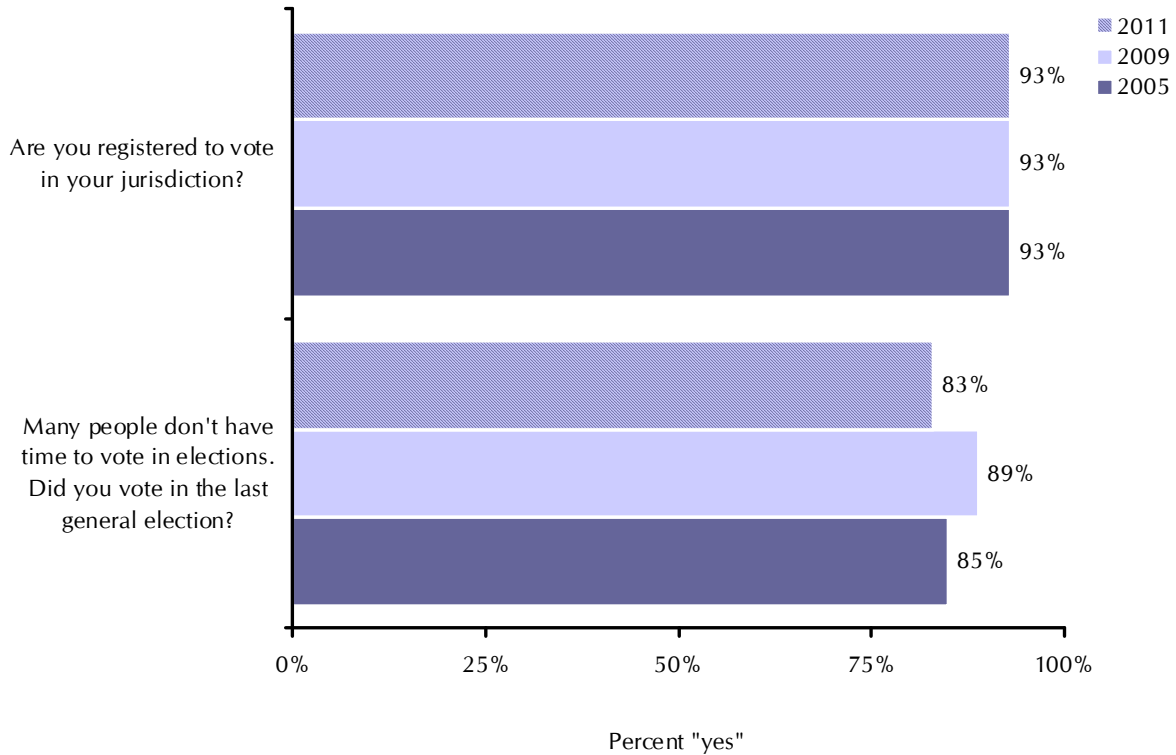


FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Attended a meeting of local elected officials or other local public meeting	Similar	Similar
Volunteered your time to some group or activity in Hanover County	Similar	Similar
Participated in a club or civic group in Hanover County	Similar	Similar
Provided help to a friend or neighbor	Similar	Similar

Hanover County residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 71: VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	National comparison	Southern states comparison
Registered to vote	Much more	Much more
Voted in last general election	Much more	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Hanover County Web site in the previous 12 months, 67% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES BY YEAR

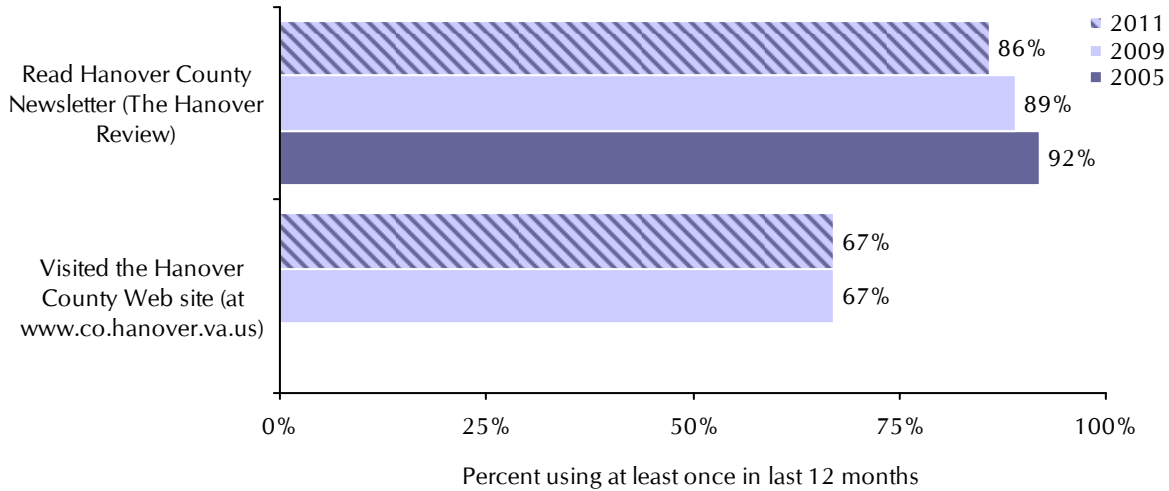


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Southern states comparison
Read Hanover County Newsletter	Much more	Much more
Visited the Hanover County Web site	Much more	More

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

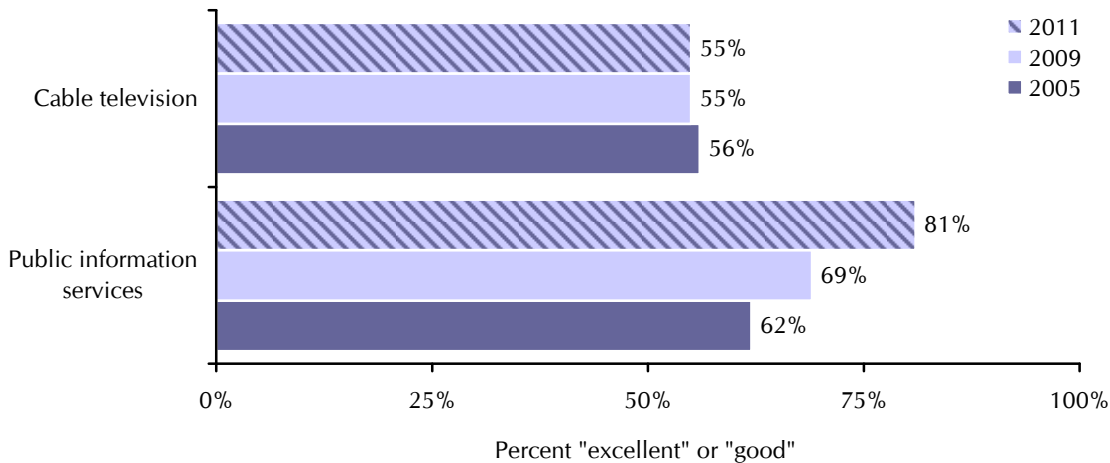


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Southern states comparison
Cable television	Similar	Similar
Public information services	Much above	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 66% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

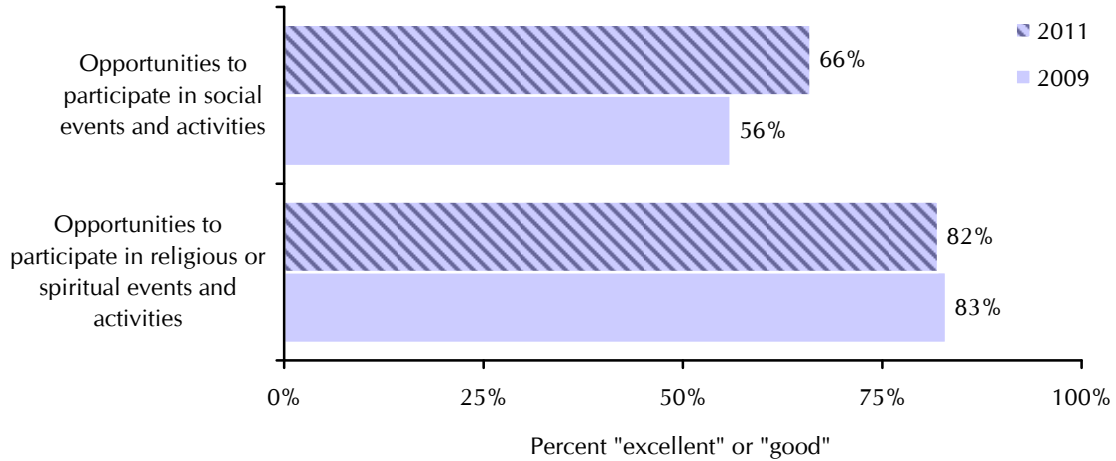


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Opportunities to participate in social events and activities	Above	Above
Opportunities to participate in religious or spiritual events and activities	Above	Above

Residents in Hanover County reported a fair amount of neighborliness. More than 52% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the national average and about the same as the amount of contact reported in custom comparison communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

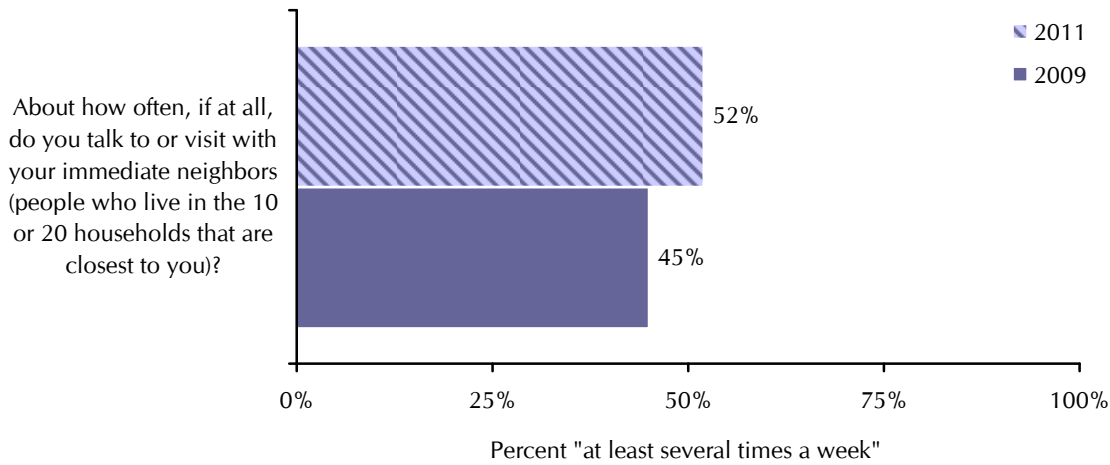


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

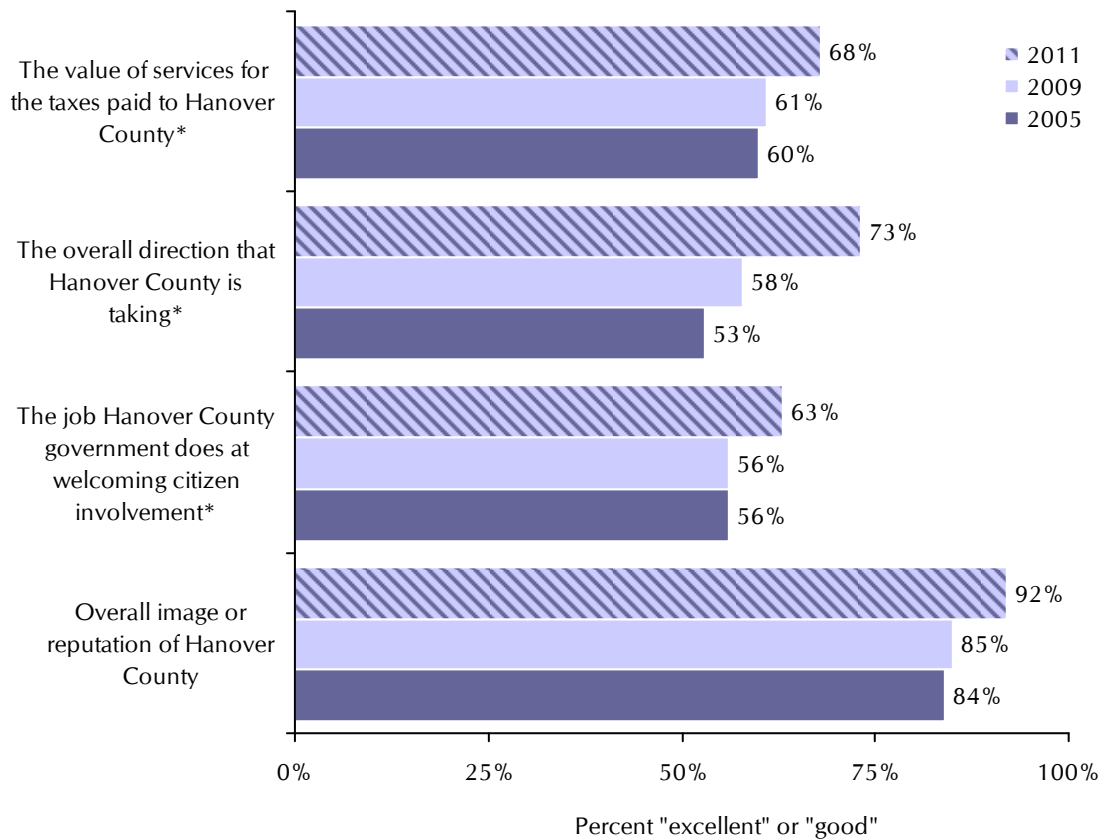
	National comparison	Southern states comparison
Has contact with neighbors at least several times per week	More	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Hanover County is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Hanover County could be compared their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Hanover County may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Hanover County does at welcoming citizen involvement, 63% rated it as "excellent" or "good." Of these four ratings, all were much above the benchmarks.

FIGURE 81: PUBLIC TRUST RATINGS BY YEAR¹



¹ For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 82: PUBLIC TRUST BENCHMARKS

	National comparison	Southern states comparison
The value of services for the taxes paid to Hanover County	Much above	Much above
The overall direction that Hanover County is taking	Much above	Much above
The job Hanover County government does at welcoming citizen involvement	Much above	Much above
Overall image or reputation of Hanover County	Much above	Much above

On average, residents of Hanover County gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by Hanover County was rated as “excellent” or “good” by 87% of survey participants. Hanover County’s rating was much above the benchmarks. Ratings of overall County services had increased over the past six years.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

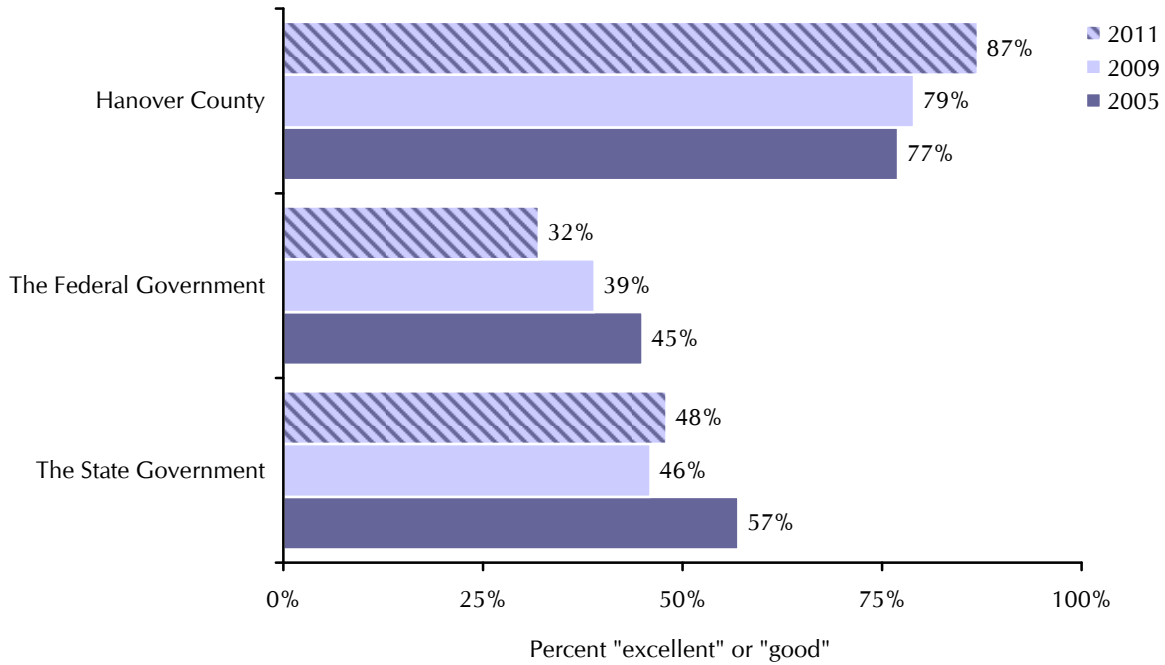


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Southern states comparison
Services provided by Hanover County	Much above	Much above
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Much above	Above

Hanover County Employees

The employees of Hanover County who interact with the public create the first impression that most residents have of Hanover County. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Hanover County. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Hanover County staff.

Those completing the survey were asked if they had been in contact with a County employee either in person, over the phone or via email in the last 12 months; the 48% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. County employees were rated highly; 92% of respondents rated their overall impression as "excellent" or "good." Employee ratings were much higher than the benchmarks and increased over time.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

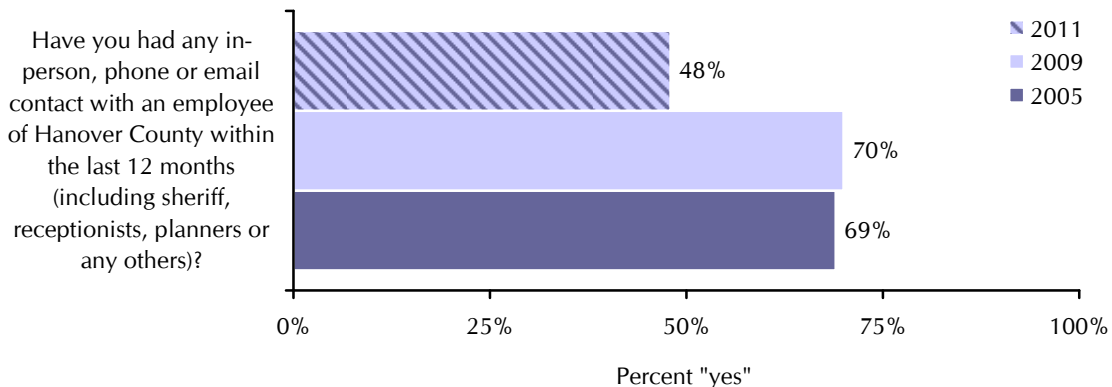


FIGURE 86: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Southern states comparison
Had contact with county employee(s) in last 12 months	Much less	Much less

FIGURE 87: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

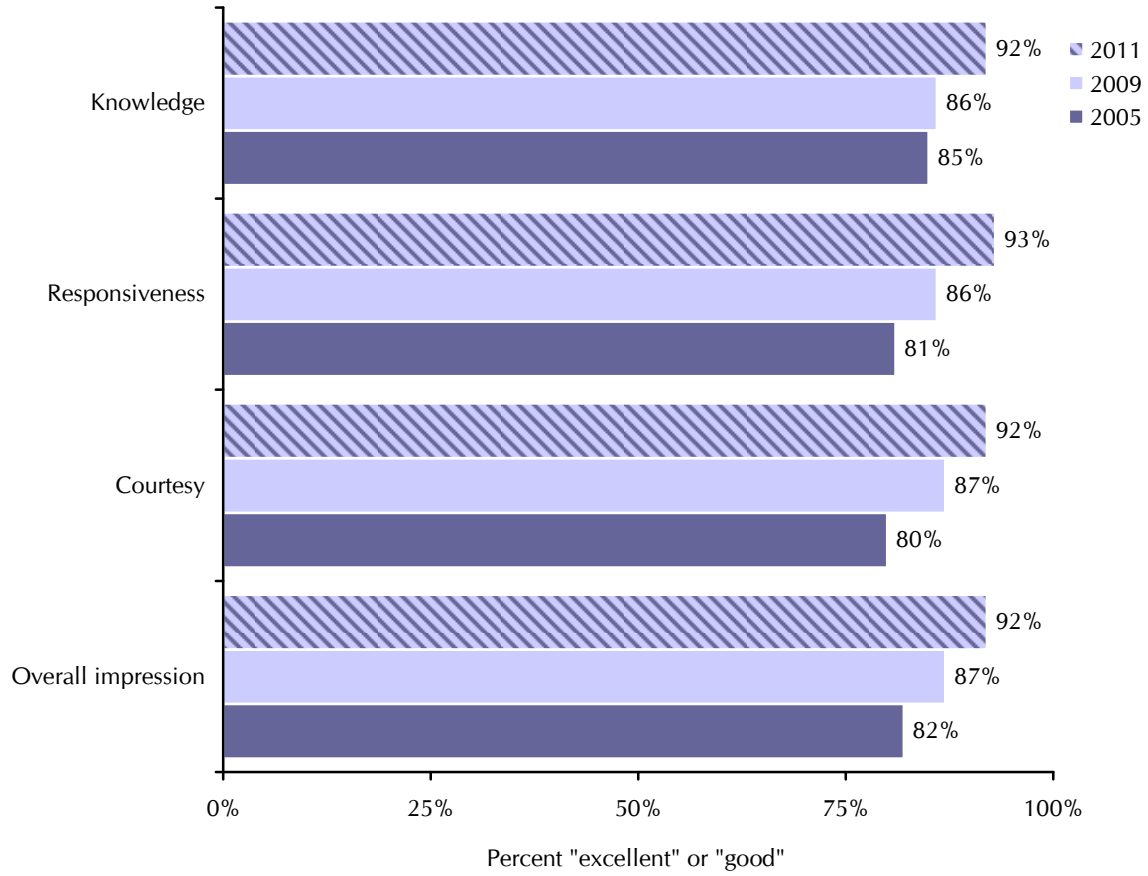


FIGURE 88: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Southern states comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courtesy	Much above	Much above
Overall impression	Much above	Much above

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1					
Hanover County has many businesses to serve our citizens, but the region also has many businesses as well. In the last 12 months, how frequently, if at all, have you made each of the following purchases outside Hanover County?	Always	Frequently	Sometimes	Never	Total
Clothing and accessories	12%	50%	33%	6%	100%
Food services, including restaurants	6%	45%	47%	3%	100%
Furniture and home furnishings	20%	26%	34%	20%	100%
Computers and electronics	14%	28%	36%	23%	100%
Household appliances	14%	27%	33%	26%	100%
Books and music	13%	27%	38%	22%	100%
Food and beverage stores, including groceries	6%	31%	51%	12%	100%
Sporting goods	11%	25%	39%	25%	100%
Doctor or dentist services	13%	22%	38%	27%	100%
Accounting, financial or legal services	16%	14%	31%	39%	100%
Building materials, garden equipment and hardware	5%	23%	45%	27%	100%
Home or yard improvement services	6%	14%	34%	46%	100%

Custom Question 2					
High-speed Internet access, speed and costs vary across Hanover County. To what extent do you agree or disagree with each of the following?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
I am satisfied with the availability of high-speed Internet in Hanover County	14%	41%	18%	27%	100%
I am satisfied with the cost of high-speed Internet in Hanover County	5%	34%	30%	32%	100%
I am satisfied with the speed of high-speed Internet in Hanover County	14%	44%	20%	21%	100%
For Internet services, affordability, accessibility and speed are all important to me	72%	22%	3%	4%	100%
In addition to the continued investments being made by various Internet providers, Hanover County government should continue to devote staff resources in helping the Internet providers improve high speed Internet availability	51%	36%	8%	6%	100%

Custom Question 3	
Hanover County provides solid waste and recycling services through six convenience centers. Please select the manner which best describes how you primarily dispose of solid waste and recycling (select only one):	Percent of respondents
Solid waste convenience centers (SWCC) for solid waste and recycling	50%
Contracted services for solid waste, (I don't recycle)	21%
SWCC for solid waste, don't recycle	11%
Contracted services for both solid waste and recycling	10%
Contracted services for solid waste and SWCC for recycling	8%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Hanover County:	Excellent	Good	Fair	Poor	Total
Hanover County as a place to live	62%	33%	4%	0%	100%
Your neighborhood as a place to live	51%	43%	5%	1%	100%
Hanover County as a place to raise children	61%	36%	3%	0%	100%
Hanover County as a place to work	31%	43%	20%	6%	100%
Hanover County as a place to retire	37%	49%	12%	2%	100%
The overall quality of life in Hanover County	47%	48%	5%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	29%	57%	13%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	20%	49%	25%	6%	100%
Overall appearance of Hanover County	29%	59%	12%	0%	100%
Cleanliness of Hanover County	25%	57%	16%	1%	100%
Overall quality of new development in Hanover County	18%	52%	22%	8%	100%
Variety of housing options	22%	49%	24%	6%	100%
Overall quality of business and service establishments in Hanover County	22%	51%	22%	4%	100%
Shopping opportunities	17%	45%	30%	8%	100%
Opportunities to attend cultural activities	12%	40%	38%	10%	100%
Recreational opportunities	22%	41%	33%	4%	100%
Employment opportunities	9%	35%	39%	17%	100%
Educational opportunities	32%	43%	21%	4%	100%
Opportunities to participate in social events and activities	18%	48%	30%	4%	100%
Opportunities to participate in religious or spiritual events and activities	32%	51%	16%	2%	100%
Opportunities to volunteer	31%	54%	13%	1%	100%
Opportunities to participate in community matters	23%	50%	24%	3%	100%
Ease of car travel in Hanover County	26%	47%	24%	4%	100%
Ease of bicycle travel in Hanover County	11%	22%	34%	34%	100%
Ease of walking in Hanover County	13%	28%	31%	28%	100%
Availability of paths and walking trails	12%	22%	37%	30%	100%
Traffic flow on major streets	14%	40%	35%	12%	100%
Amount of public parking in commercial areas	21%	58%	18%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	13%	40%	38%	9%	100%
Availability of affordable quality child care	14%	52%	28%	7%	100%
Availability of affordable quality health care	24%	49%	22%	5%	100%
Availability of affordable quality food	25%	50%	21%	4%	100%
Availability of preventive health services	21%	52%	22%	5%	100%
Air quality	25%	60%	15%	1%	100%
Quality of overall natural environment in Hanover County	30%	58%	11%	1%	100%
Overall image or reputation of Hanover County	40%	52%	8%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Hanover County over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	4%	48%	35%	13%	100%
Retail growth (stores, restaurants, etc.)	6%	25%	42%	19%	8%	100%
Jobs growth	22%	56%	21%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hanover County?	Percent of respondents
Not a problem	19%
Minor problem	51%
Moderate problem	26%
Major problem	3%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Hanover County:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	55%	37%	6%	1%	0%	100%
Property crimes (e.g., burglary, theft)	34%	47%	10%	8%	0%	100%
Environmental hazards, including toxic waste	55%	35%	8%	2%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	78%	21%	1%	0%	0%	100%
In your neighborhood after dark	52%	41%	4%	2%	1%	100%
In Hanover County's shopping areas during the day	61%	34%	4%	1%	0%	100%
In Hanover County's shopping areas after dark	27%	54%	10%	8%	1%	100%

Question 7: Contact with Sheriff's Office		
Have you had any in-person or phone contact with an employee of the Hanover County Sheriff's Office within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Hanover County Sheriff's Office within the last 12 months?	65%	35%

Question 8: Ratings of Contact with Sheriff's Office				
What was your overall impression of your most recent contact with the Hanover County Sheriff's Office?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Hanover County Sheriff's Office?	58%	30%	9%	3%

Question 9: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	96%
Yes	4%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question 11: Resident Behaviors						
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	Total
Used Hanover County public libraries or their services	25%	26%	29%	13%	8%	100%
Used Hanover County recreation centers	41%	32%	16%	6%	4%	100%
Participated in a recreation program or activity	56%	24%	11%	5%	4%	100%
Visited a neighborhood park or County park	22%	36%	28%	7%	7%	100%
Attended a meeting of local elected officials or other local public meeting	70%	24%	5%	1%	0%	100%
Read Hanover County Newsletter (The Hanover Review)	14%	29%	41%	10%	6%	100%
Visited the Hanover County Web site (at www.co.hanover.va.us)	33%	29%	28%	6%	4%	100%
Recycled used paper, cans or bottles from your home	31%	12%	12%	13%	31%	100%
Volunteered your time to some group or activity in Hanover County	57%	19%	13%	4%	6%	100%
Participated in religious or spiritual activities in Hanover County	46%	15%	11%	5%	23%	100%
Participated in a club or civic group in Hanover County	69%	13%	9%	2%	6%	100%
Provided help to a friend or neighbor	5%	19%	40%	18%	17%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	20%
Several times a week	32%
Several times a month	24%
Less than several times a month	24%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hanover County:	Excellent	Good	Fair	Poor	Total
Sheriff services	50%	44%	5%	1%	100%
Fire services	56%	38%	5%	1%	100%
Ambulance or emergency medical services	52%	43%	4%	1%	100%
Crime prevention	34%	56%	10%	1%	100%
Fire prevention and education	35%	54%	10%	1%	100%
Municipal courts	25%	57%	14%	4%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hanover County:	Excellent	Good	Fair	Poor	Total
Traffic enforcement on County road and highways	28%	54%	13%	4%	100%
Storm drainage	19%	47%	28%	6%	100%
Drinking water	32%	49%	16%	3%	100%
Sewer services	29%	54%	14%	2%	100%
County parks	33%	53%	13%	1%	100%
Recreation programs or classes	25%	51%	23%	1%	100%
Recreation centers or facilities	23%	57%	20%	1%	100%
Hanover County open space	24%	54%	20%	2%	100%
Nature programs or classes	23%	48%	27%	2%	100%
Availability of historic sites	31%	54%	15%	1%	100%
Land use, planning and zoning	18%	39%	34%	10%	100%
Code enforcement (weeds, abandoned buildings, etc.)	13%	38%	42%	7%	100%
Animal control	18%	54%	23%	5%	100%
Economic development	15%	44%	35%	6%	100%
Health services	25%	53%	20%	2%	100%
Services to seniors	25%	49%	23%	3%	100%
Services to youth	28%	48%	21%	3%	100%
Services to low-income people	22%	38%	30%	10%	100%
Public library services	39%	49%	11%	2%	100%
Public information services	22%	59%	19%	0%	100%
Public schools	49%	43%	7%	0%	100%
Cable television	15%	41%	25%	19%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	52%	26%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	19%	45%	29%	7%	100%
Mental health services	25%	38%	33%	3%	100%
Drug and alcohol services	24%	47%	26%	3%	100%
Adult protective services	28%	46%	24%	2%	100%
Agricultural/farm advisor	28%	47%	22%	3%	100%
Solid waste convenience centers	29%	53%	17%	1%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Hanover County	30%	57%	11%	2%	100%
The Federal Government	6%	26%	44%	24%	100%
The State Government	7%	41%	44%	8%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Hanover County to someone who asks	73%	24%	2%	1%	100%
Remain in Hanover County for the next five years	79%	17%	3%	1%	100%

Question 16: Impact of the 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:	Percent of respondents
Very positive	3%
Somewhat positive	9%
Neutral	40%
Somewhat negative	39%
Very negative	9%
Total	100%

Question 17: Contact with Fire-EMS Department		
Have you had any in-person or phone contact with an employee of the Hanover County Fire-EMS Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Hanover County Fire-EMS Department within the last 12 months?	75%	25%

Question 18: Ratings of Contact with Fire-EMS Department				
What was your overall impression of your most recent contact with the Hanover County Fire-EMS Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Hanover County Fire-EMS Department?	63%	30%	5%	2%

Question 19: Contact with County Employees	
Have you had any in-person, phone or email contact with an employee of Hanover County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents
No	52%
Yes	48%
Total	100%

Question 20: County Employees					
What was your impression of the employee(s) of Hanover County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	56%	36%	7%	0%	100%
Responsiveness	57%	35%	5%	2%	100%
Courtesy	61%	31%	4%	3%	100%
Overall impression	58%	34%	7%	2%	100%

Question 21: Government Performance					
Please rate the following categories of Hanover County government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Hanover County	15%	53%	25%	7%	100%
The overall direction that Hanover County is taking	13%	60%	24%	3%	100%
The job Hanover County government does at welcoming citizen involvement	13%	49%	32%	5%	100%

Question 22a: Custom Question 1					
Hanover County has many businesses to serve our citizens, but the region also has many businesses as well. In the last 12 months, how frequently, if at all, have you made each of the following purchases outside Hanover County?	Always	Frequently	Sometimes	Never	Total
Food and beverage stores, including groceries	6%	31%	51%	12%	100%
Food services, including restaurants	6%	45%	47%	3%	100%
Clothing and accessories	12%	50%	33%	6%	100%
Computers and electronics	14%	28%	36%	23%	100%
Household appliances	14%	27%	33%	26%	100%
Furniture and home furnishings	20%	26%	34%	20%	100%
Building materials, garden equipment and hardware	5%	23%	45%	27%	100%
Sporting goods	11%	25%	39%	25%	100%
Books and music	13%	27%	38%	22%	100%
Doctor or dentist services	13%	22%	38%	27%	100%
Home or yard improvement services	6%	14%	34%	46%	100%
Accounting, financial or legal services	16%	14%	31%	39%	100%

Question 22b: Custom Question 2					
High-speed Internet access, speed and costs vary across Hanover County. To what extent do you agree or disagree with each of the following?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
I am satisfied with the availability of high-speed Internet in Hanover County	14%	41%	18%	27%	100%
I am satisfied with the cost of high-speed Internet in Hanover County	5%	34%	30%	32%	100%
I am satisfied with the speed of high-speed Internet in Hanover County	14%	44%	20%	21%	100%
For Internet services, affordability, accessibility and speed are all important to me	72%	22%	3%	4%	100%
In addition to the continued investments being made by various Internet providers, Hanover County government should continue to devote staff resources in helping the Internet providers improve high speed Internet availability	51%	36%	8%	6%	100%

Question 22c: Custom Question 3	
Hanover County provides solid waste and recycling services through six convenience centers. Please select the manner which best describes how you primarily dispose of solid waste and recycling (select only one):	Percent of respondents
Solid waste convenience centers (SWCC) for solid waste and recycling	50%
SWCC for solid waste, don't recycle	11%
Contracted services for solid waste and SWCC for recycling	8%
Contracted services for both solid waste and recycling	10%
Contracted services for solid waste, (I don't recycle)	21%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	29%
Yes, full-time	59%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	0%
Walk	0%
Bicycle	0%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Hanover County?	Percent of respondents
Less than 2 years	6%
2 to 5 years	9%
6 to 10 years	18%
11 to 20 years	26%
More than 20 years	42%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	89%
House attached to one or more houses (e.g., a duplex or townhome)	2%
Building with two or more apartments or condominiums	7%
Mobile home	1%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	18%
Owned by you or someone in this house with a mortgage or free and clear	82%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	8%
\$300 to \$599 per month	9%
\$600 to \$999 per month	24%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	28%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	13%
\$25,000 to \$49,999	24%
\$50,000 to \$99,999	29%
\$100,000 to \$149,000	24%
\$150,000 or more	10%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	8%
White	88%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	12%
35 to 44 years	17%
45 to 54 years	27%
55 to 64 years	19%
65 to 74 years	11%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	92%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	17%
Yes	82%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	22%
Yes	78%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	23%
Land line	57%
Both	19%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Hanover County as a place to live	62%	274	33%	146	4%	20	0%	0	0%	0	100%
Your neighborhood as a place to live	51%	225	43%	187	5%	22	1%	3	0%	0	100%	438
Hanover County as a place to raise children	57%	249	33%	146	3%	14	0%	0	6%	28	100%	437
Hanover County as a place to work	23%	99	32%	137	15%	65	4%	18	25%	109	100%	429
Hanover County as a place to retire	30%	129	40%	172	9%	41	2%	8	19%	82	100%	431
The overall quality of life in Hanover County	47%	204	47%	208	5%	24	0%	1	0%	1	100%	439

Question 2: Community Characteristics												
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	28%	122	55%	239	13%	55	1%	6	3%	12	100%
Openness and acceptance of the community towards people of diverse backgrounds	19%	79	46%	198	24%	102	6%	26	6%	24	100%	428
Overall appearance of Hanover County	29%	125	59%	256	12%	54	0%	2	0%	0	100%	437
Cleanliness of Hanover County	25%	110	57%	248	16%	71	1%	3	0%	1	100%	432
Overall quality of new development in Hanover County	17%	76	49%	213	21%	93	7%	31	5%	21	100%	434
Variety of housing options	21%	88	47%	200	23%	99	5%	23	4%	18	100%	428
Overall quality of business and service establishments in Hanover County	22%	95	50%	220	22%	96	4%	19	2%	7	100%	436
Shopping opportunities	17%	72	44%	189	30%	128	8%	33	1%	2	100%	425
Opportunities to attend cultural activities	11%	48	38%	164	35%	153	10%	42	6%	28	100%	434
Recreational opportunities	21%	91	40%	171	32%	140	4%	16	3%	14	100%	432
Employment opportunities	7%	32	28%	123	32%	138	14%	59	19%	83	100%	435
Educational opportunities	30%	127	40%	171	20%	84	4%	15	7%	29	100%	427

Question 2: Community Characteristics

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	16%	70	44%	191	27%	118	3%	15	9%	40	100%
Opportunities to participate in religious or spiritual events and activities	29%	125	46%	201	14%	62	2%	7	9%	37	100%	432
Opportunities to volunteer	28%	122	49%	214	12%	53	1%	5	10%	45	100%	438
Opportunities to participate in community matters	21%	88	45%	189	21%	91	3%	13	10%	43	100%	424
Ease of car travel in Hanover County	25%	110	46%	201	23%	101	4%	17	2%	8	100%	438
Ease of bicycle travel in Hanover County	8%	35	17%	72	26%	112	26%	111	22%	94	100%	424
Ease of walking in Hanover County	11%	50	25%	109	28%	120	24%	106	11%	50	100%	436
Availability of paths and walking trails	10%	42	19%	81	31%	133	25%	108	14%	60	100%	424
Traffic flow on major streets	14%	59	39%	170	34%	149	12%	50	1%	5	100%	434
Amount of public parking in commercial areas	21%	90	57%	244	18%	77	2%	8	2%	10	100%	429
Availability of affordable quality housing	12%	51	36%	156	34%	147	8%	35	10%	43	100%	432
Availability of affordable quality child care	9%	38	33%	144	18%	77	5%	20	35%	151	100%	429
Availability of affordable quality health care	21%	93	44%	193	20%	89	5%	20	10%	42	100%	438
Availability of affordable quality food	25%	109	49%	213	21%	89	4%	16	1%	6	100%	432
Availability of preventive health services	18%	79	44%	193	19%	83	4%	18	14%	62	100%	435
Air quality	24%	105	58%	247	14%	60	1%	3	3%	14	100%	429
Quality of overall natural environment in Hanover County	29%	129	58%	253	11%	48	1%	4	1%	4	100%	437
Overall image or reputation of Hanover County	40%	172	51%	221	8%	33	0%	2	0%	2	100%	429

Question 3: Growth

Please rate the speed of growth in the following categories in Hanover County over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	3%	14	43%	186	30%	132	12%	51	12%	51	100%
Retail growth (stores, restaurants, etc.)	5%	23	23%	100	39%	167	17%	74	7%	30	7%	32	100%	426
Jobs growth	15%	66	40%	170	15%	63	1%	3	0%	0	29%	126	100%	428

Question 4: Code Enforcement

To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hanover County?	Percent of respondents	Count
Not a problem	18%	77
Minor problem	47%	202
Moderate problem	24%	103
Major problem	3%	14
Don't know	9%	38
Total	100%	433

Question 5: Community Safety

Please rate how safe or unsafe you feel from the following in Hanover County:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Violent crime (e.g., rape, assault, robbery)	55%	239	37%	160	6%	26	1%	5	0%	1	1%	4	100%	435
Property crimes (e.g., burglary, theft)	34%	146	46%	199	10%	42	8%	35	0%	2	1%	5	100%	429
Environmental hazards, including toxic waste	51%	221	33%	143	7%	31	2%	8	0%	1	7%	29	100%	433

Question 6: Personal Safety

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
In your neighborhood during the day	78%	339	21%	91	1%	4	0%	1	0%	1	0%	1	100%	436
In your neighborhood after dark	52%	223	41%	174	4%	18	2%	10	1%	3	0%	0	100%	429
In Hanover County's shopping areas during the day	61%	264	34%	149	4%	15	1%	5	0%	1	0%	1	100%	435
In Hanover County's shopping areas after dark	27%	114	52%	223	9%	40	8%	35	1%	3	2%	10	100%	425

Question 7: Contact with Sheriff's Office

Have you had any in-person or phone contact with an employee of the Hanover County Sheriff's Office within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Hanover County Sheriff's Office within the last 12 months?	65%	280	35%	151	0%	0	100%	431

Question 8: Ratings of Contact with Sheriff's Office

What was your overall impression of your most recent contact with the Hanover County Sheriff's Office?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Hanover County Sheriff's Office?	57%	86	30%	45	9%	13	3%	5	0%	1	100%	150

Question 8: Crime Victim

During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	95%	414
Yes	4%	19
Don't know	0%	2
Total	100%	435

Question 10: Crime Reporting

If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	13%	3
Yes	87%	17
Don't know	0%	0
Total	100%	19

Question 11: Resident Behaviors

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		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Hanover County public libraries or their services	25%	107	26%	112	29%	126	13%	55	8%	37	100%	437
Used Hanover County recreation centers	41%	177	32%	136	16%	69	6%	27	4%	19	100%	428
Participated in a recreation program or activity	56%	243	24%	106	11%	47	5%	22	4%	16	100%	433
Visited a neighborhood park or County park	22%	92	36%	156	28%	120	7%	29	7%	31	100%	428
Attended a meeting of local elected officials or other local public meeting	70%	302	24%	104	5%	22	1%	2	0%	2	100%	432
Read Hanover County Newsletter (The Hanover Review)	14%	58	29%	123	41%	176	10%	42	6%	25	100%	425
Visited the Hanover County Web site (at www.co.hanover.va.us)	33%	139	29%	122	28%	120	6%	26	4%	18	100%	426
Recycled used paper, cans or bottles from your home	31%	132	12%	50	12%	52	13%	56	31%	131	100%	421
Volunteered your time to some group or activity in Hanover County	57%	246	19%	84	13%	57	4%	18	6%	27	100%	431
Participated in religious or spiritual activities in Hanover County	46%	197	15%	66	11%	45	5%	23	23%	99	100%	429
Participated in a club or civic group in Hanover County	69%	301	13%	57	9%	41	2%	10	6%	24	100%	433
Provided help to a friend or neighbor	5%	24	19%	81	40%	173	18%	80	17%	73	100%	430

Question 12: Neighborliness

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	20%	88
Several times a week	32%	139
Several times a month	24%	103
Less than several times a month	24%	106
Total	100%	436

Question 13: Service Quality

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sheriff services	45%	191	39%	167	5%	19	1%	6	10%	43	100%	426
Fire services	47%	203	33%	140	4%	19	1%	4	15%	62	100%	428
Ambulance or emergency medical services	40%	171	34%	144	3%	13	1%	4	22%	94	100%	427
Crime prevention	29%	123	48%	206	8%	35	1%	3	14%	61	100%	427
Fire prevention and education	26%	111	40%	168	7%	30	1%	4	26%	109	100%	423
Municipal courts	15%	64	35%	147	9%	38	2%	10	38%	158	100%	418
Traffic enforcement on County road and highways	26%	111	50%	213	12%	52	4%	18	7%	29	100%	422
Storm drainage	16%	66	39%	163	23%	97	5%	21	18%	75	100%	422
Drinking water	26%	109	40%	168	13%	55	3%	12	19%	81	100%	425
Sewer services	20%	85	37%	156	10%	41	1%	5	31%	131	100%	419
County parks	28%	119	46%	193	12%	49	1%	5	13%	55	100%	420
Recreation programs or classes	18%	76	37%	157	17%	70	1%	4	27%	116	100%	423
Recreation centers or facilities	16%	69	41%	172	14%	59	0%	2	28%	120	100%	423
Hanover County open space	18%	75	40%	166	15%	62	2%	7	26%	109	100%	419
Nature programs or classes	11%	46	23%	98	13%	56	1%	4	52%	219	100%	422
Availability of historic sites	26%	111	46%	194	12%	53	1%	4	15%	62	100%	424
Land use, planning and zoning	13%	55	29%	121	25%	106	7%	30	26%	110	100%	422
Code enforcement (weeds, abandoned buildings, etc.)	10%	42	28%	117	31%	129	5%	22	26%	109	100%	420
Animal control	16%	68	48%	201	20%	85	4%	17	12%	52	100%	423
Economic development	12%	51	36%	149	28%	118	5%	19	20%	82	100%	419
Health services	20%	86	43%	180	16%	69	1%	6	19%	82	100%	423
Services to seniors	12%	53	24%	104	11%	48	2%	7	50%	213	100%	425
Services to youth	18%	75	30%	128	13%	57	2%	7	37%	157	100%	425
Services to low-income people	10%	43	18%	76	14%	60	5%	20	53%	224	100%	423
Public library services	34%	146	43%	182	9%	39	2%	8	12%	53	100%	428
Public information services	16%	68	44%	185	14%	59	0%	2	25%	107	100%	421

Question 13: Service Quality

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Public schools	43%	183	38%	161	6%	26	0%	1	13%	53	100%	424
Cable television	12%	51	34%	144	21%	89	16%	68	17%	72	100%	424
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	56	36%	150	18%	75	3%	11	31%	130	100%	422
Preservation of natural areas such as open space, farmlands and greenbelts	15%	63	35%	149	22%	94	5%	22	22%	95	100%	423
Mental health services	10%	41	15%	62	13%	53	1%	5	62%	261	100%	422
Drug and alcohol services	8%	33	15%	64	8%	35	1%	4	68%	284	100%	421
Adult protective services	8%	36	14%	58	7%	30	1%	2	70%	295	100%	421
Agricultural/farm advisor	9%	37	15%	64	7%	30	1%	4	68%	287	100%	421
Solid waste convenience centers	24%	101	45%	187	14%	58	1%	4	17%	70	100%	420

Question 14: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Hanover County	29%	125	55%	237	10%	45	2%	9	3%	12	100%	428
The Federal Government	6%	24	24%	101	41%	173	23%	96	7%	31	100%	426
The State Government	7%	29	38%	163	41%	174	7%	31	7%	30	100%	427

Question 15: Recommendation and Longevity

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Recommend living in Hanover County to someone who asks	72%	310	24%	102	2%	10	1%	3	1%	4	100%	428
Remain in Hanover County for the next five years	79%	338	17%	72	3%	13	1%	3	1%	2	100%	427

Question 16: Impact of the 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:	Percent of respondents	Count
Very positive	3%	11
Somewhat positive	9%	38
Neutral	40%	173
Somewhat negative	39%	166
Very negative	9%	39
Total	100%	427

Question 17: Contact with Fire-EMS Department

Have you had any in-person or phone contact with an employee of the Hanover County Fire-EMS Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Hanover County Fire-EMS Department within the last 12 months?	75%	321	25%	108	0%	0	100%	429

Question 18: Ratings of Contact with Fire-EMS Department

What was your overall impression of your most recent contact with the Hanover County Fire-EMS Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Hanover County Fire-EMS Department?	63%	68	30%	32	5%	5	2%	2	0%	0	100%	108

Question 19: Contact with County Employees

Have you had any in-person, phone or email contact with an employee of Hanover County within the last 12 months (including sheriff, receptionists, planners or any others)?	Percent of respondents	Count
No	52%	227
Yes	48%	207
Total	100%	434

Question 20: County Employees												
What was your impression of the employee(s) of Hanover County in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	56%	116	36%	74	7%	15	0%	1	1%	1	100%
Responsiveness	57%	117	35%	72	5%	11	2%	4	1%	2	100%	206
Courtesy	60%	125	31%	64	4%	9	3%	7	1%	2	100%	207
Overall impression	57%	118	34%	70	6%	13	2%	4	0%	1	100%	206

Question 21: Government Performance												
Please rate the following categories of Hanover County government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Hanover County	14%	61	50%	217	24%	102	6%	27	6%	26	100%
The overall direction that Hanover County is taking	11%	49	55%	238	22%	96	3%	12	8%	35	100%	430
The job Hanover County government does at welcoming citizen involvement	10%	44	38%	159	25%	105	4%	16	24%	100	100%	424

Question 22a: Custom Question 1										
Hanover County has many businesses to serve our citizens, but the region also has many businesses as well. In the last 12 months, how frequently, if at all, have you made each of the following purchases outside Hanover County?	Always		Frequently		Sometimes		Never		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count
Food and beverage stores, including groceries	6%	26	31%	134	51%	222	12%	52	100%	433
Food services, including restaurants	6%	24	45%	193	47%	201	3%	13	100%	432
Clothing and accessories	12%	52	50%	213	33%	141	6%	25	100%	431
Computers and electronics	14%	57	28%	118	36%	151	23%	95	100%	422
Household appliances	14%	58	27%	116	33%	143	26%	110	100%	427
Furniture and home furnishings	20%	84	26%	112	34%	145	20%	85	100%	426
Building materials, garden equipment and hardware	5%	23	23%	99	45%	190	27%	115	100%	426
Sporting goods	11%	48	25%	105	39%	165	25%	107	100%	426
Books and music	13%	55	27%	115	38%	161	22%	91	100%	422
Doctor or dentist services	13%	57	22%	96	38%	162	27%	116	100%	431
Home or yard improvement services	6%	27	14%	59	34%	145	46%	196	100%	427
Accounting, financial or legal services	16%	67	14%	61	31%	130	39%	167	100%	426

Question 22b: Custom Question 2

High-speed Internet access, speed and costs vary across Hanover County. To what extent do you agree or disagree with each of the following?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
I am satisfied with the availability of high-speed Internet in Hanover County	12%	52	35%	150	15%	65	23%	99	14%	60	100%	425
I am satisfied with the cost of high-speed Internet in Hanover County	4%	17	28%	119	25%	105	27%	113	16%	68	100%	422
I am satisfied with the speed of high-speed Internet in Hanover County	12%	50	37%	156	17%	71	18%	75	16%	70	100%	422
For Internet services, affordability, accessibility and speed are all important to me	64%	274	19%	83	3%	11	3%	14	10%	44	100%	425
In addition to the continued investments being made by various Internet providers, Hanover County government should continue to devote staff resources in helping the Internet providers improve high speed Internet availability	45%	185	32%	131	7%	28	5%	21	11%	44	100%	409

Question 22c: Custom Question 3

Hanover County provides solid waste and recycling services through six convenience centers. Please select the manner which best describes how you primarily dispose of solid waste and recycling (select only one):	Percent of respondents	Count
Solid waste convenience centers (SWCC) for solid waste and recycling	50%	208
SWCC for solid waste, don't recycle	11%	44
Contracted services for solid waste and SWCC for recycling	8%	35
Contracted services for both solid waste and recycling	10%	41
Contracted services for solid waste, (I don't recycle)	21%	88
Total	100%	415

Question D1: Employment Status

Are you currently employed for pay?	Percent of respondents	Count
No	29%	125
Yes, full-time	59%	256
Yes, part-time	12%	53
Total	100%	433

Question D2: Mode of Transportation Used for Commute

During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	0%
Walk	0%
Bicycle	0%
Work at home	7%
Other	0%

Question D3: Length of Residency

How many years have you lived in Hanover County?	Percent of respondents	Count
Less than 2 years	6%	25
2 to 5 years	9%	39
6 to 10 years	18%	78
11 to 20 years	26%	116
More than 20 years	42%	182
Total	100%	439

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	89%	391
House attached to one or more houses (e.g., a duplex or townhome)	2%	9
Building with two or more apartments or condominiums	7%	33
Mobile home	1%	3
Other	0%	2
Total	100%	438

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	18%	76
Owned by you or someone in this house with a mortgage or free and clear	82%	350
Total	100%	426

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	8%	35
\$300 to \$599 per month	9%	38
\$600 to \$999 per month	24%	100
\$1,000 to \$1,499 per month	25%	103
\$1,500 to \$2,499 per month	28%	120
\$2,500 or more per month	6%	24
Total	100%	421

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	58%	252
Yes	42%	179
Total	100%	431

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	76%	334
Yes	24%	106
Total	100%	439

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	13%	53
\$25,000 to \$49,999	24%	101
\$50,000 to \$99,999	29%	123
\$100,000 to \$149,000	24%	100
\$150,000 or more	10%	42
Total	100%	420

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	423
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	5
Total	100%	429

Question D11: Race

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	2%	10
Black or African American	8%	35
White	88%	377
Other	3%	12
Total may exceed 100% as respondents could select more than one option		

Question D12: Age

In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	25
25 to 34 years	12%	54
35 to 44 years	17%	76
45 to 54 years	27%	117
55 to 64 years	19%	81
65 to 74 years	11%	47
75 years or older	8%	37
Total	100%	437

Question D13: Gender

What is your sex?	Percent of respondents	Count
Female	54%	234
Male	46%	204
Total	100%	438

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	31
Yes	92%	403
Ineligible to vote	1%	2
Don't know	1%	2
Total	100%	438

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	17%	74
Yes	82%	357
Ineligible to vote	1%	3
Don't know	1%	3
Total	100%	437

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	19
Yes	96%	418
Total	100%	438

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	22%	96
Yes	78%	341
Total	100%	436

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	23%	76
Land line	57%	187
Both	19%	63
Total	100%	325

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) 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 NCS™ 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 NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ 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.

SURVEY VALIDITY

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

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

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by County officials.
- Using the most recent available information about the characteristics of jurisdiction residents to 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 his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

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

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality 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 firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

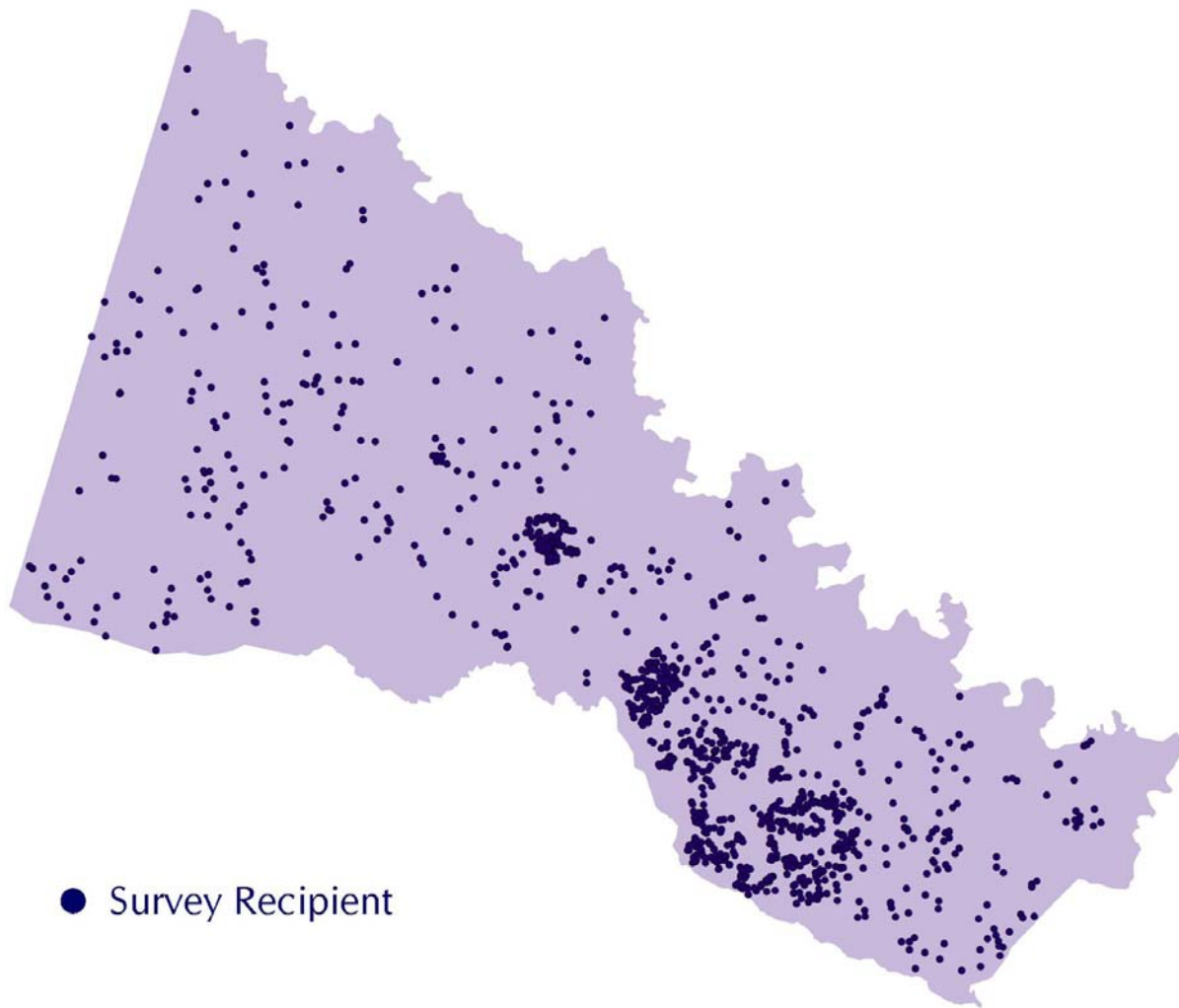
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within Hanover County were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Hanover County boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Hanover County households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Hanover County boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Hanover County. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 89: LOCATION OF SURVEY RECIPIENTS

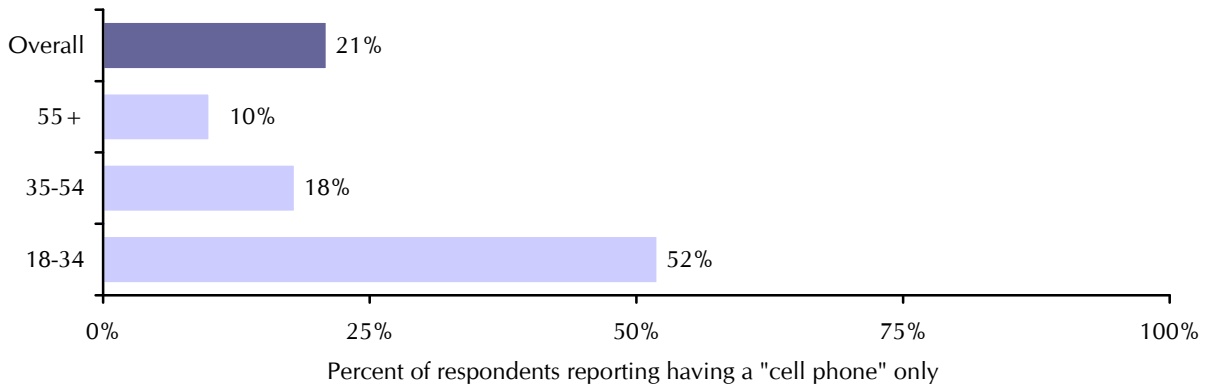
The National Citizen Survey™ Hanover County 2011



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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.² Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Hanover County has a “cord cutter” population less than the nationwide 2010 estimates.

FIGURE 90: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN HANOVER COUNTY



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 18, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the chairman of the board of County supervisors inviting the household to participate, a questionnaire and a postage-paid return envelope and an invitation to complete the survey online if they chose. The final mailing contained a reminder letter, another survey and a postage-paid return envelope and another invitation to complete the survey online. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for Hanover County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (458 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

² <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates for adults in Hanover County. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of racial or ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table

Hanover County Citizen Survey Weighting Table			
Characteristic	Population Norm ³	Unweighted Data	Weighted Data
Housing			
Rent home	18%	12%	18%
Own home	82%	88%	82%
Detached unit	91%	90%	90%
Attached unit	9%	10%	10%
Race and Ethnicity			
White	87%	91%	86%
Not white	13%	9%	14%
Not Hispanic	98%	99%	99%
Hispanic	2%	1%	1%
Sex and Age			
Female	52%	62%	53%
Male	48%	38%	47%
18-34 years of age	22%	6%	18%
35-54 years of age	43%	38%	44%
55+ years of age	35%	56%	38%
Females 18-34	11%	4%	11%
Females 35-54	22%	27%	23%
Females 55+	19%	31%	20%
Males 18-34	11%	2%	8%
Males 35-54	21%	11%	21%
Males 55+	16%	25%	17%

³ Source: 2010 Census

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

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 was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, 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, NRC has 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.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Hanover County to the Benchmark Database

Hanover County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Hanover County Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Hanover County's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Hanover County's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Hanover County.

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,



Deborah B. Winans
Chairman, Board of Supervisors

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!

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Deborah B. Winans
Chairman, Board of Supervisors



Hanover County
PO Box 470
7516 County Complex Road
Hanover, VA 23069

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



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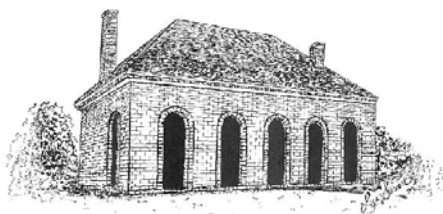
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ASHLAND DISTRICT

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COLD HARBOR DISTRICT



HANOVER COURTHOUSE

HANOVER COUNTY

ESTABLISHED IN 1720

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COUNTY ADMINISTRATOR

JOSEPH P. CASEY
DEPUTY COUNTY ADMINISTRATOR

FRANK W. HARKSEN, JR.
DEPUTY COUNTY ADMINISTRATOR

JAMES P. TAYLOR
ASSISTANT COUNTY ADMINISTRATOR

P.O. BOX 470, HANOVER, VA 23069

7516 COUNTY COMPLEX ROAD, HANOVER, VA 23069
WWW.CO.HANOVER.VA.US

PHONE: 804-365-6005
FAX: 804-365-6234

July 2011

Dear Hanover County Resident:

Hanover County wants to know what you think about our community and government. You have been randomly selected to participate in Hanover County's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. 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.**

You may complete the survey online if you would prefer, at:
<http://www.n-r-c.com/survey/hanovercounty.htm>

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,

Deborah B. Winans
Chairman, Board of Supervisors

BOARD OF SUPERVISORS

DEBORAH B. WINANS, CHAIRMAN
MECHANICSVILLE DISTRICT

AUBREY M. STANLEY, VICE-CHAIRMAN
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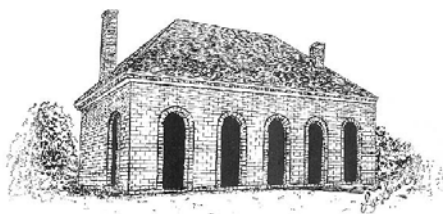
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HANOVER COURTHOUSE

HANOVER COUNTY

ESTABLISHED IN 1720

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WWW.CO.HANOVER.VA.US

PHONE: 804-365-6005
FAX: 804-365-6234

August 2011

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.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the County set benchmarks for tracking the quality of services provided to residents. Your answers will help the 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.**

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<http://www.n-r-c.com/survey/hanovercounty.htm>

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,

Deborah B. Winans
Chairman, Board of Supervisors

Hanover County 2011 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 select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Hanover County as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Hanover County as a place to raise children	1	2	3	4	5
Hanover County as a place to work	1	2	3	4	5
Hanover County as a place to retire	1	2	3	4	5
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Hanover County	1	2	3	4	5
Cleanliness of Hanover County.....	1	2	3	4	5
Overall quality of new development in Hanover County	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Hanover County	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	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
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of parking in commercial areas.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Hanover County.....	1	2	3	4	5
Overall image or reputation of 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:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
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 run down buildings, weed lots or junk vehicles a problem in Hanover County?

- Not a problem
 Minor problem
 Moderate problem
 Major problem
 Don't know

5. Please rate how safe or unsafe you feel from the following 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
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe 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 areas during the day	1	2	3	4	5	6
In Hanover County's shopping areas after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Hanover County Sheriff's Office within the last 12 months?

- No → Go to Question 9
 Yes → Go to Question 8

8. What was your overall impression of your most recent contact with the Hanover County Sheriff's Office?

- Excellent
 Good
 Fair
 Poor
 Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11
 Yes → Go to Question 10
 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No
 Yes
 Don't know

11. 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
Used Hanover County recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park 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
Read Hanover County Newsletter (The Hanover Review)	1	2	3	4	5
Visited the Hanover County Web site (www.co.hanover.va.us).....	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 or activity in Hanover County	1	2	3	4	5
Participated in religious or spiritual activities in Hanover County.....	1	2	3	4	5
Participated in a club or civic group in Hanover County	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

Hanover County 2011 Citizen Survey

13. Please rate the quality of each of the following services in Hanover County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement on County roads and highways	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
County parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Hanover County Open Space	1	2	3	4	5
Nature programs or classes	1	2	3	4	5
Availability of historic sites	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 youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	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
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	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
Solid waste convenience centers.....	1	2	3	4	5

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

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

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

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

16. 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

17. Have you had any in-person or phone contact with an employee of the Hanover County Fire-EMS Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18

18. What was your overall impression of your most recent contact with the Hanover County Fire-EMS Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of Hanover County within the last 12 months (including sheriff's office, receptionists, planners or any others)?

- No → Go to Question 21 Yes → Go to Question 20

20. What was your impression of the employee(s) of Hanover County in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

21. Please rate the following categories of Hanover County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Hanover County	1	2	3	4	5
The overall direction that Hanover County is taking.....	1	2	3	4	5
The job Hanover County government does at welcoming citizen involvement	1	2	3	4	5

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

a. Hanover County has many businesses to serve our citizens, but the region also has many businesses as well. In the last 12 months, how frequently, if at all, have you made each of the following purchases outside Hanover County?

	<i>Always</i>	<i>Frequently</i>	<i>Sometimes</i>	<i>Never</i>
Food and beverage stores, including groceries.....	1	2	3	4
Food services, including restaurants	1	2	3	4
Clothing and accessories	1	2	3	4
Computers and electronics	1	2	3	4
Household appliances	1	2	3	4
Furniture and home furnishings	1	2	3	4
Building materials, garden equipment and hardware	1	2	3	4
Sporting goods	1	2	3	4
Books and music	1	2	3	4
Doctor or dentist services	1	2	3	4
Home or yard improvement services	1	2	3	4
Accounting, financial or legal services.....	1	2	3	4

b. High-speed Internet access, speed and costs vary across Hanover County. To what extent do you agree or disagree with each of the following?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
I am satisfied with the availability of high-speed Internet in Hanover County	1	2	3	4	5
I am satisfied with the cost of high-speed Internet in Hanover County	1	2	3	4	5
I am satisfied with the speed of high-speed Internet in Hanover County	1	2	3	4	5
For Internet services, affordability, accessibility and speed are all important to me	1	2	3	4	5
In addition to the continued investments being made by various Internet providers, Hanover County government should continue to devote staff resources in helping the Internet providers improve high-speed Internet availability ...	1	2	3	4	5

c. Hanover County provides solid waste and recycling services through six convenience centers. Please select the manner which best describes how you primarily dispose of solid waste and recycling (select only one):

- Solid waste convenience centers (SWCC) for solid waste and recycling
- SWCC for solid waste, don't recycle
- Contracted services for solid waste and SWCC for recycling
- Contracted services for both solid waste and recycling
- Contracted services for solid waste, (I don't recycle)

Hanover County 2011 Citizen Survey

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

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. 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

D4. 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

D5. 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?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. 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 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D12. 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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

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



Hanover County
PO Box 470
7516 County Complex Road
Hanover, VA 23069

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