



HANOVER COUNTY, VIRGINIA 2009



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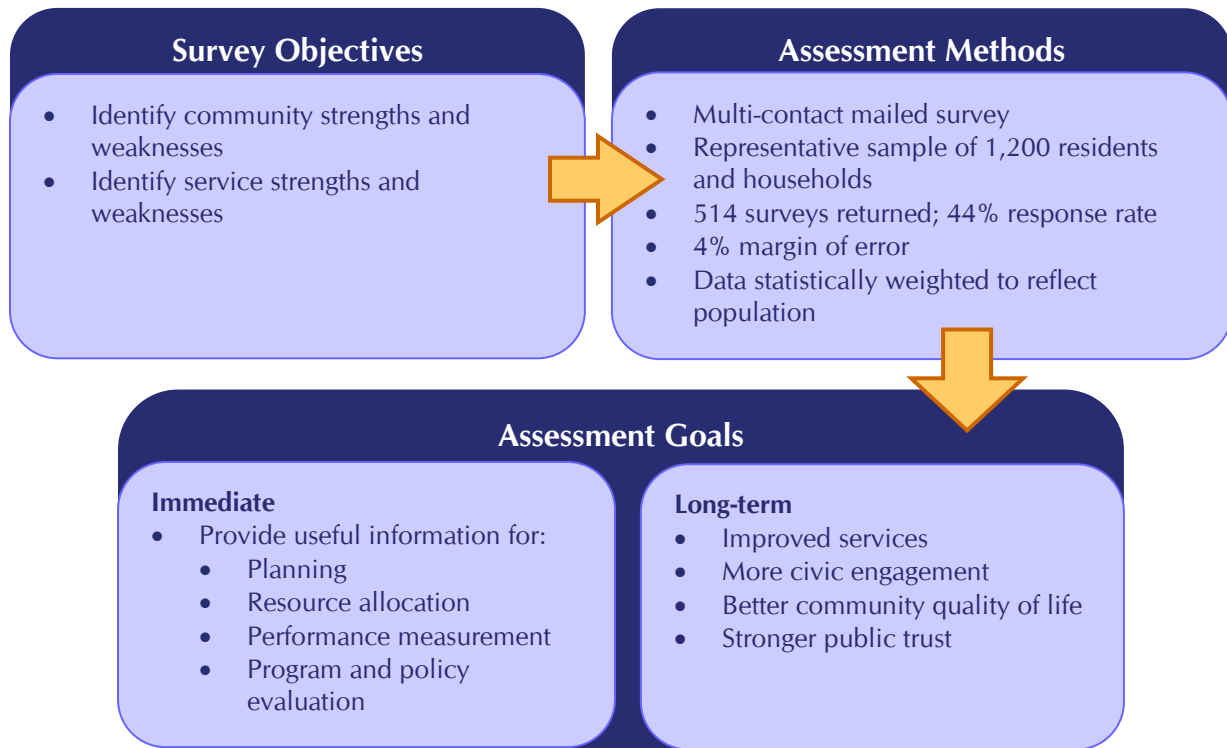
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SURVEY BACKGROUND

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 514 (486 mail and 28 web) completed surveys were obtained, providing an overall response rate of 44%. Typically, the 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 problems 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 add-on options a custom set of benchmark comparisons, crosstabulation of results and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Hanover County survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (514 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. 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 70% and 80%.

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.

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. Hanover County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (states in the southern region of the United 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 were available, Hanover County results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes 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 the 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 experience a good quality of life in Hanover County and believe the county is a good place to live. The overall quality of life in Hanover County was rated as “excellent” or “good” by 95% of respondents. Almost all report 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 included the overall image or reputation of Hanover County, opportunities to participate in religious or spiritual activities and opportunities to volunteer. The characteristics receiving the least positive ratings included ease of bicycle travel, availability of paths and walking trails and ease of walking in the county.

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, 20 were above the benchmark comparison, four were similar to the benchmark comparison and four were below.

Residents in Hanover County were civically engaged. While only 29% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 94% had provided help to a friend or neighbor. About two in five had volunteered their time to some group or activity in Hanover County, which was similar to the benchmark.

In general, survey respondents demonstrated moderate trust in local government. About six in ten rated the overall direction being taken by Hanover County as “good” or “excellent.” This was similar to the benchmark. Those residents who had interacted with an employee of Hanover County in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. All 31 of the County services that were rated were compared to the benchmark database. Nineteen services were rated above the benchmark comparison, eight were similar to the benchmark comparison and four were below.

Respondents were asked to rate how frequently they participated in various activities in Hanover County. The most popular activities included providing help to a friend or neighbor and reading the County’s newsletter. The least popular activities were attending a meeting of local elected officials and participating in a civic club or group. Generally, participation rates in the various activities in the community were similar to other communities.

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.

A majority of Hanover County’s residents gave high ratings to their neighborhoods and the community as a place to live and most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

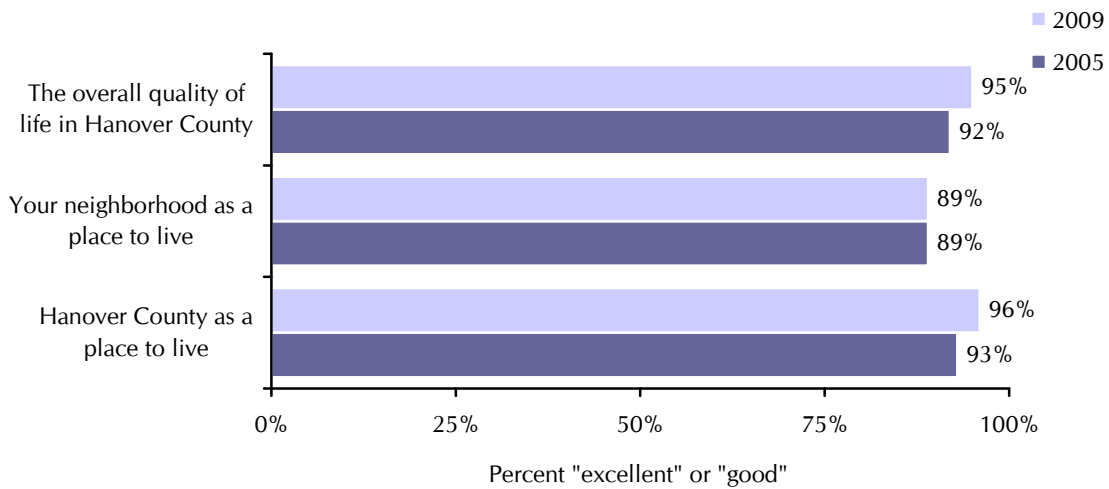


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

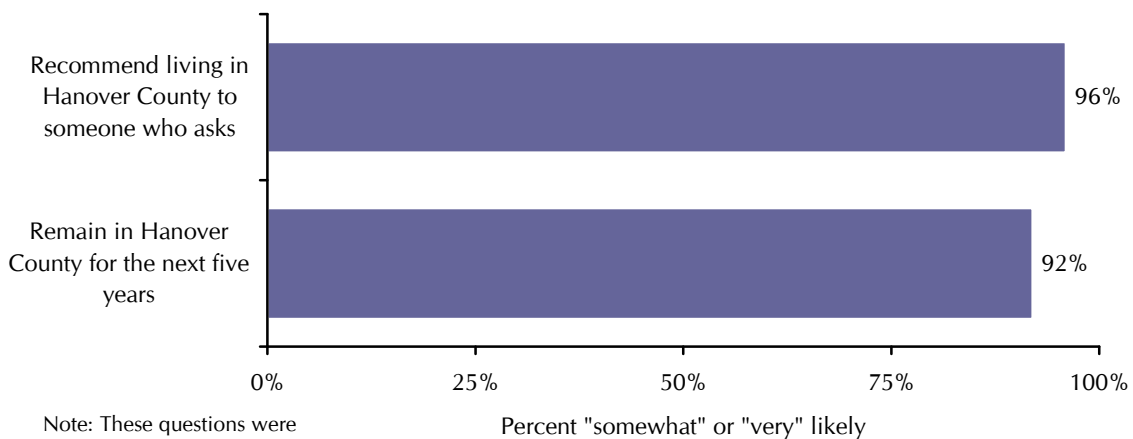


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

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

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2005 to 2009 were generally stable.

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. Ratings tended to be lower than the benchmark and similar to years past.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

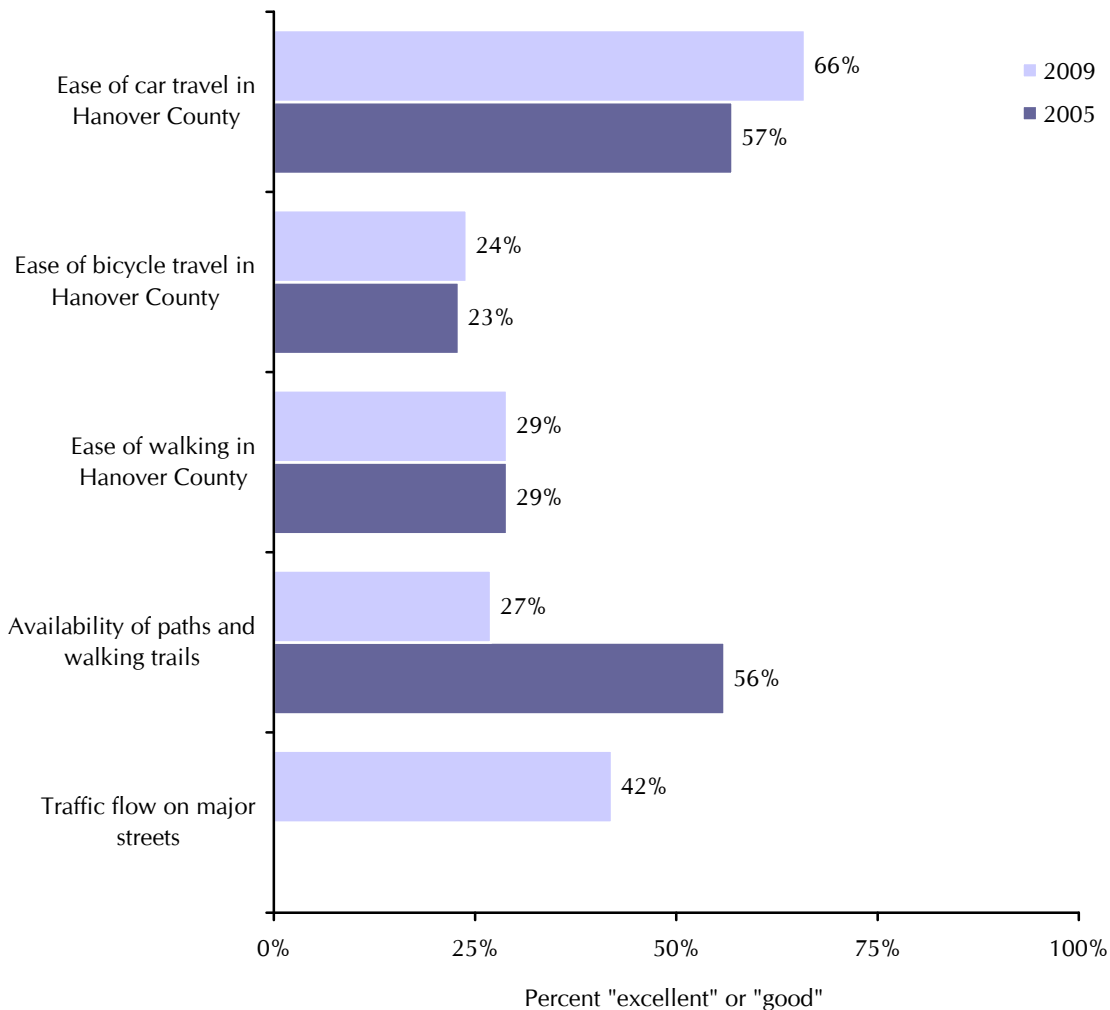


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS BY YEAR

	National comparison	Southern states comparison
Ease of car travel in Hanover County	Above	Above
Ease of walking in Hanover County	Below	Below
Ease of bicycle travel in Hanover County	Below	Below
Availability of paths and walking trails	Below	Below
Traffic flow on County roads	Similar	Similar

Ratings for snow removal increased from 2005 in 2009. When compared to the national benchmark, ratings for snow removal were higher than in other communities.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

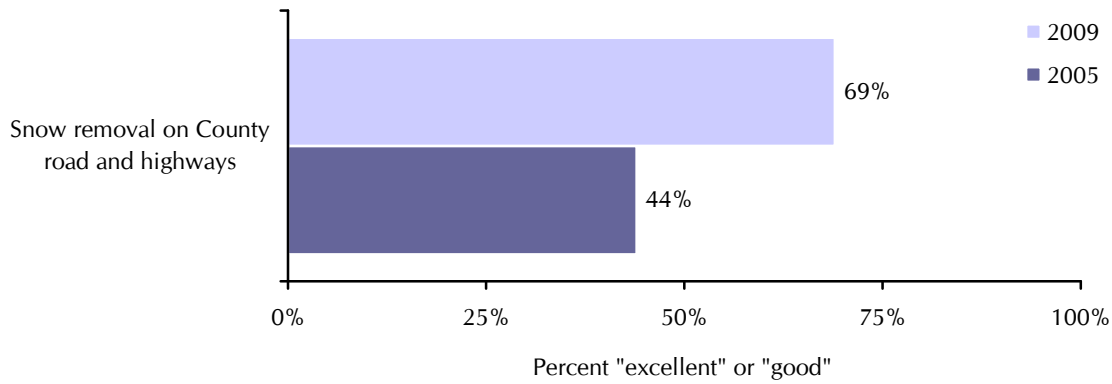
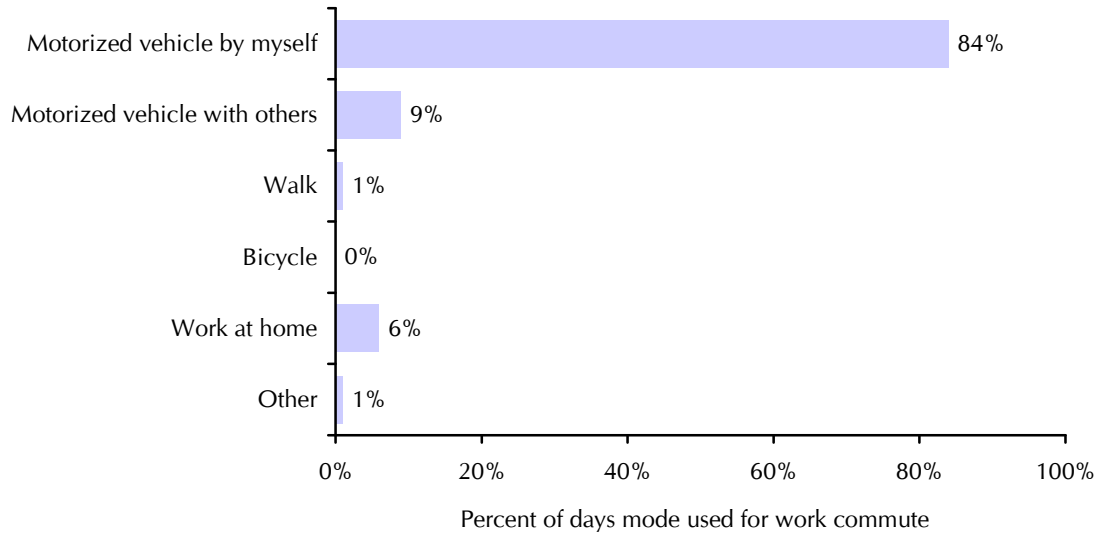


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Southern states comparison
Snow removal on County roads and highways	Above	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. However, 9% of work commute trips were made in car pools and 1% by foot.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE



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 heavily to a homogeneous palette, 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 who can sustain in a community with mostly high cost housing 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 46% of respondents, while the variety of housing options was rated as “excellent” or “good” by 61% of respondents. The rating of perceived affordable housing availability was better in Hanover County than the ratings, on average, in comparison jurisdictions.

FIGURE 11: RATINGS OF HOUSING IN COMMUNITY BY YEAR

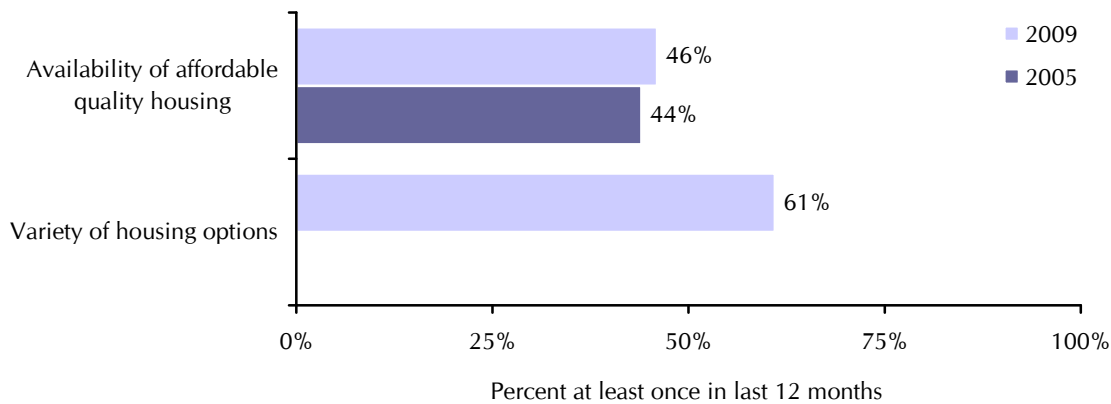
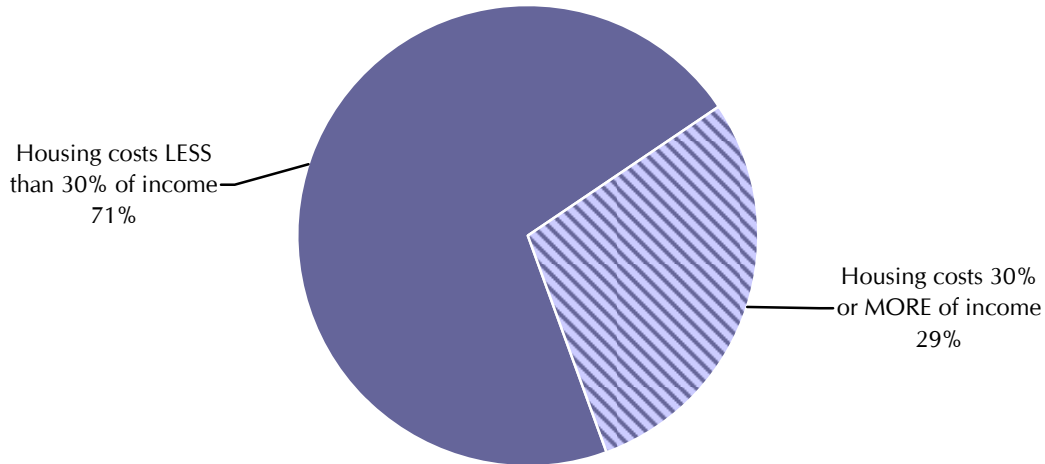


FIGURE 12: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Southern states comparison
Availability of affordable quality housing	Above	Above
Variety of housing options	Above	Above

To augment the perceptions of affordable housing in Hanover, 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. Almost 30% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 13: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 14: HOUSING COSTS BENCHMARKS

	National comparison	Southern states comparison
Experiencing housing costs stress (housing costs 30% or more of income)	Below	Below

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 69% of respondents. The overall appearance of Hanover County was rated as “excellent” or “good” by 81% of respondents and was higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Hanover County, 86% thought they were at least a “minor” problem. The three community planning services (land use, planning and zoning; code enforcement; and animal control) were all rated similar to the benchmark and ratings tended to be higher in 2009 when compared to 2005.

FIGURE 15: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

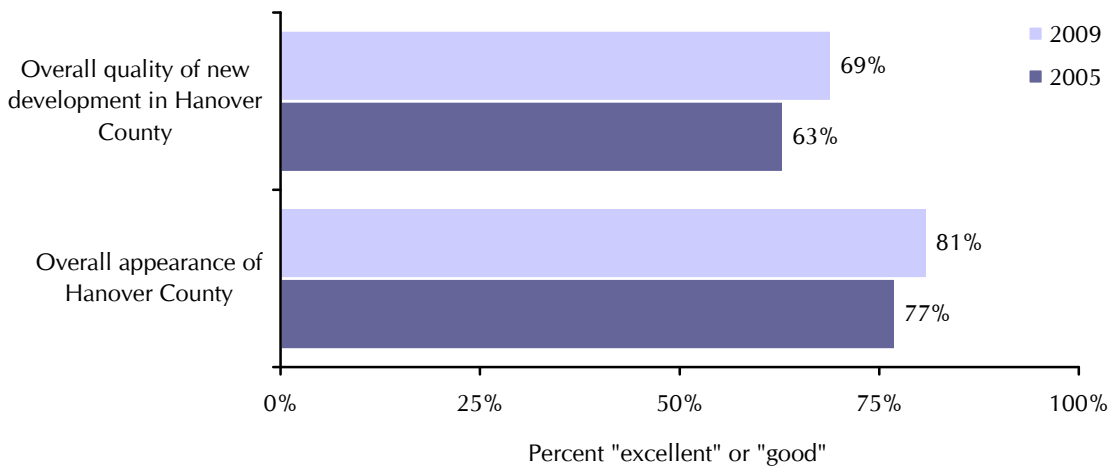


FIGURE 16: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 17: RATINGS OF POPULATION GROWTH BY YEAR

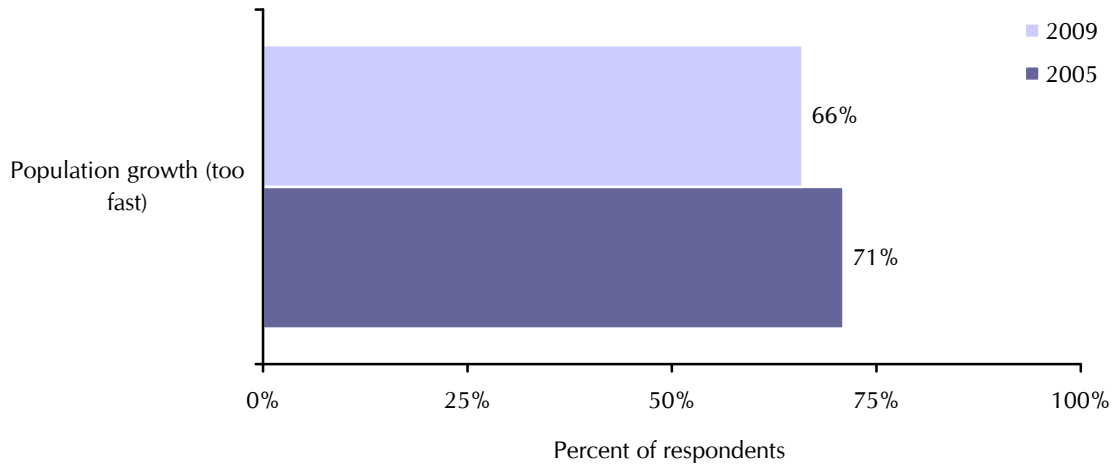


FIGURE 18: POPULATION GROWTH BENCHMARKS

	National comparison	Southern states comparison
Population growth seen as too fast	Above	Above

FIGURE 19: RATINGS OF NUISANCE PROBLEMS BY YEAR

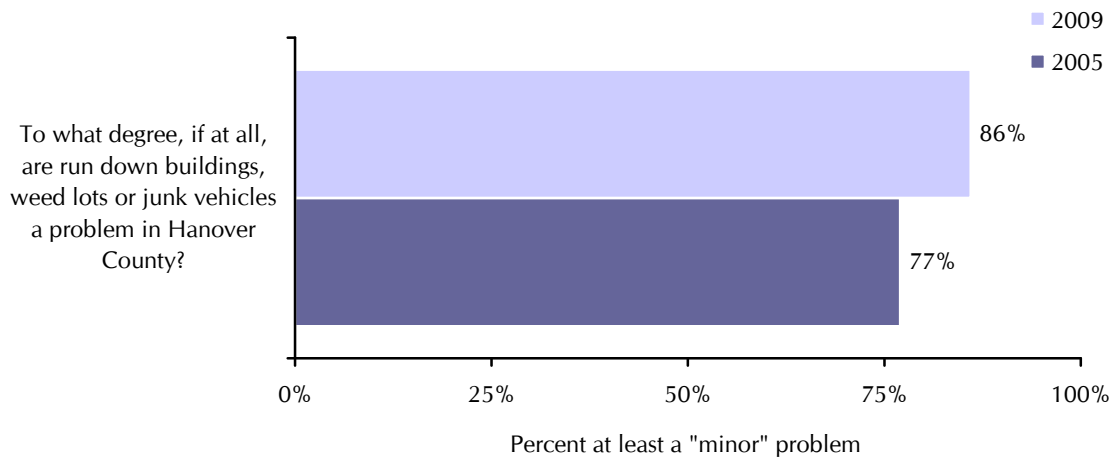


FIGURE 20: NUISANCE PROBLEMS BENCHMARKS

	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?	Below	Below

FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

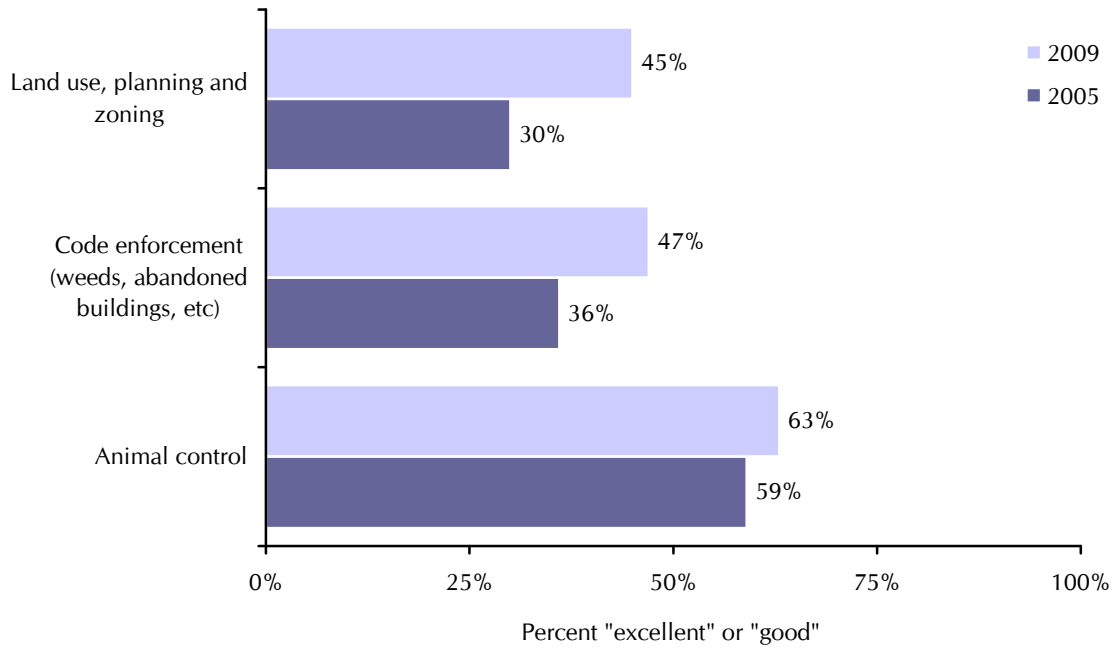


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

ECONOMIC SUSTAINABILITY

The health of the economy may influence how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

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. Receiving the lowest rating was employment opportunities.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

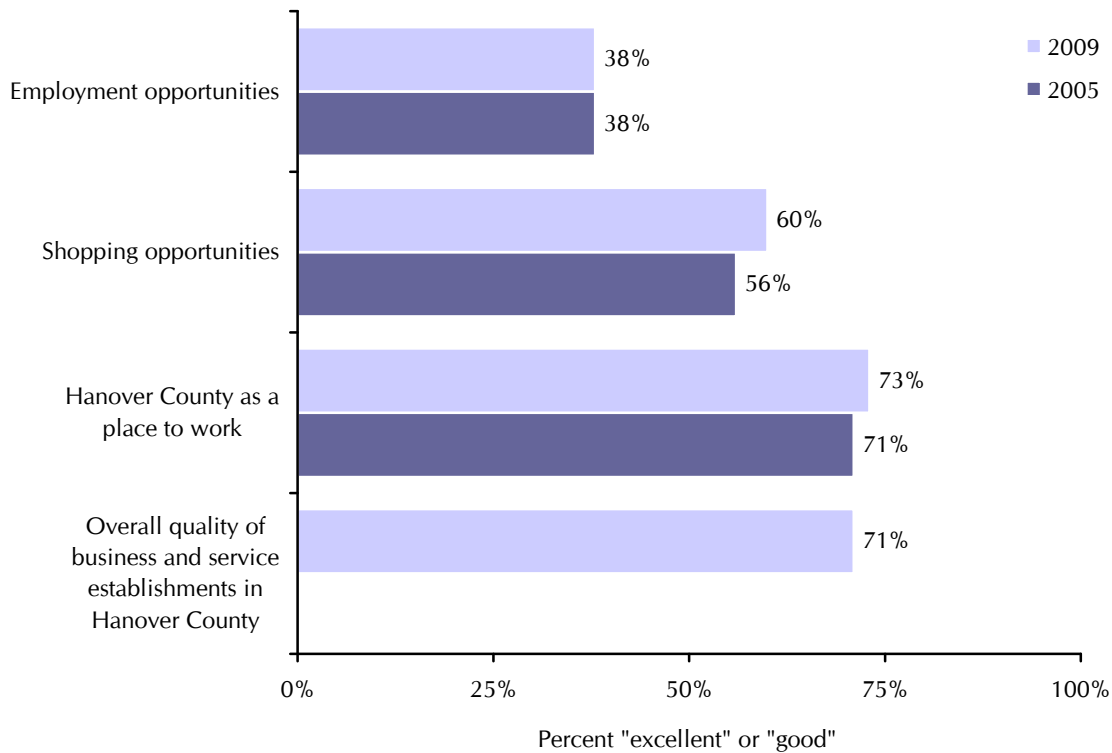


FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

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

When asked to evaluate the rate of job growth in Hanover County, 64% responded that it was “too slow,” while 19% reported retail growth as “too slow.” Fewer residents in Hanover County compared to other jurisdictions believed that retail growth and jobs growth were too slow.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

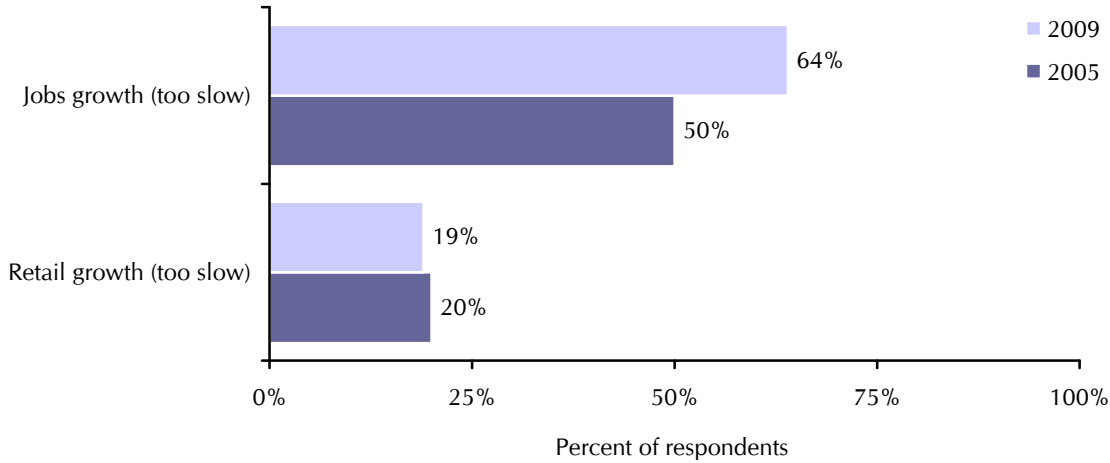


FIGURE 26: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Southern states comparison
Retail growth seen as too slow	Below	Below
Jobs growth seen as too slow	Below	Below

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

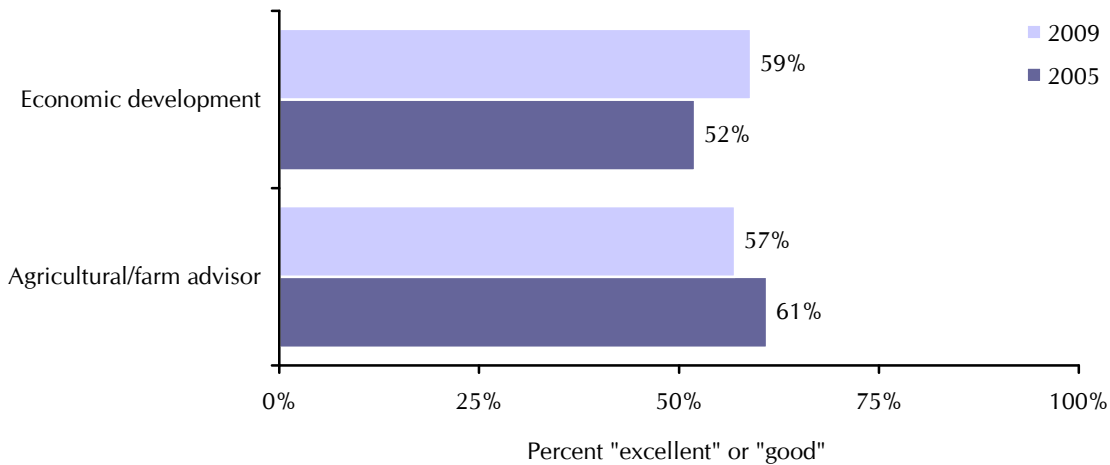


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Southern states comparison
Economic development	Above	Above
Agricultural/farm advisor	Below	Not available

Residents were asked to reflect on their economic prospects in the near term. Eight 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 less than comparison jurisdictions.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

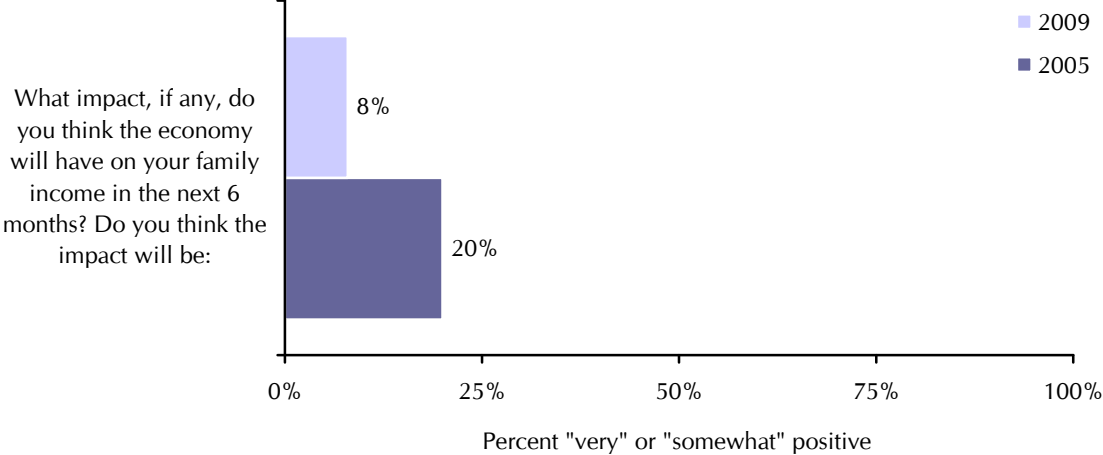


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

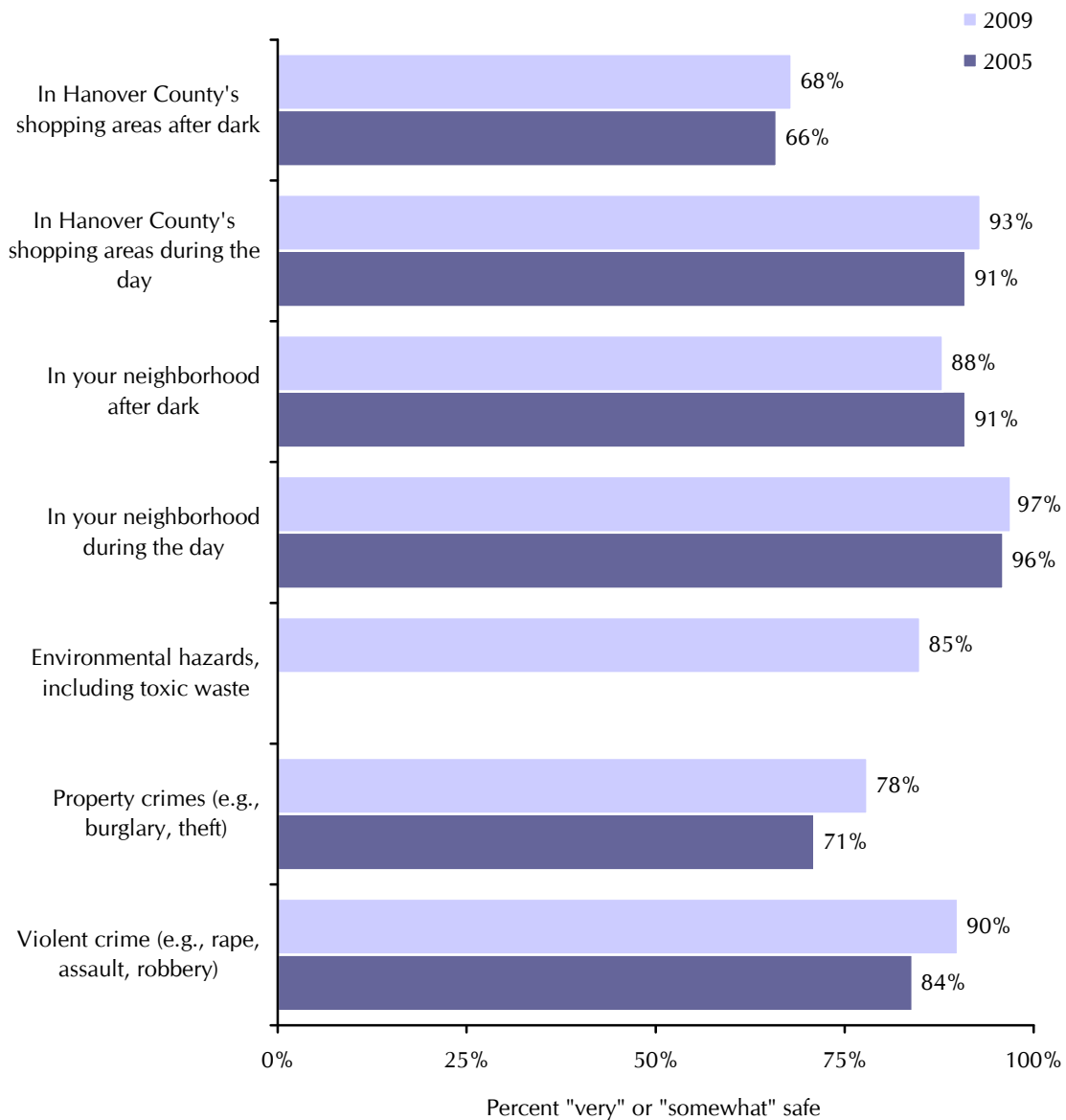
	National comparison	Southern states comparison
Positive impact of economy on household income	Below	Below

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. Many gave positive ratings of safety in Hanover County. Ninety percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 85% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt more safe than shopping areas.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 7% 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, 81% had reported it to police. Compared to other jurisdictions fewer 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 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

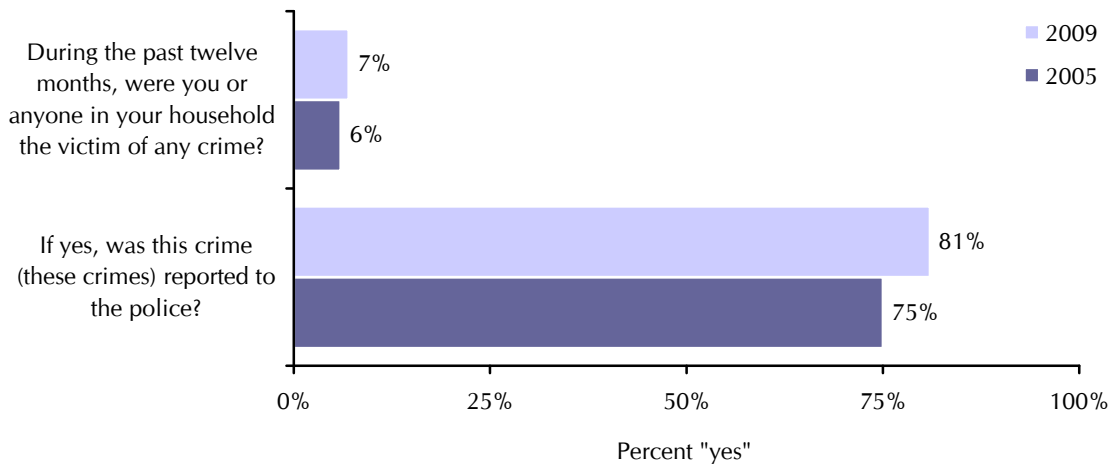


FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Southern states comparison
Victim of crime	Below	Below
Reported crimes	Above	Similar

Residents rated eight County public safety services; of these, seven were rated above the benchmark comparison, one was rated similar to the benchmark comparison and none were rated below the benchmark comparison. Fire service, sheriff services and ambulance/emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings. Most were rated similarly compared to previous years.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

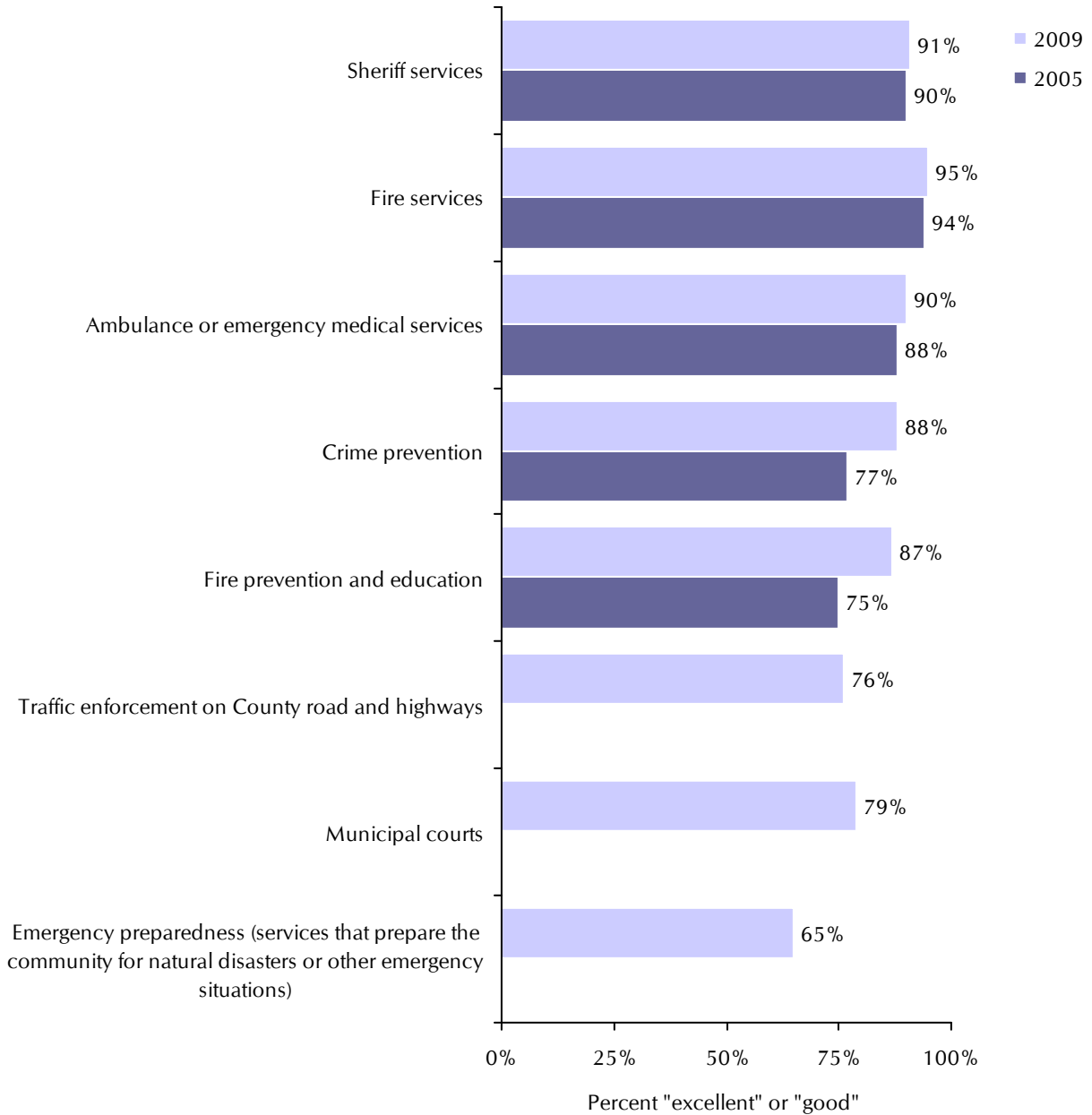


FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

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

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 79% of survey respondents. The cleanliness of Hanover County received the highest rating, and it was above the benchmark.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

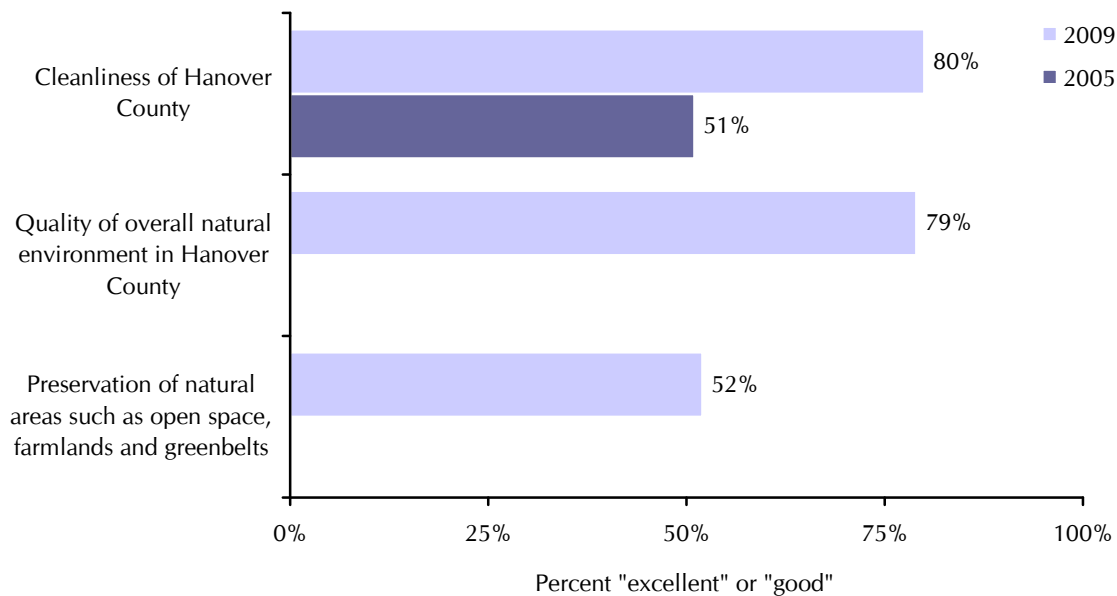


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Southern states comparison
Cleanliness of Hanover County	Above	Above
Quality of overall natural environment in Hanover County	Above	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Similar

Residents reporting having recycled paper, cans or bottles occurred less frequently in Hanover County when compared to other comparison communities.

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

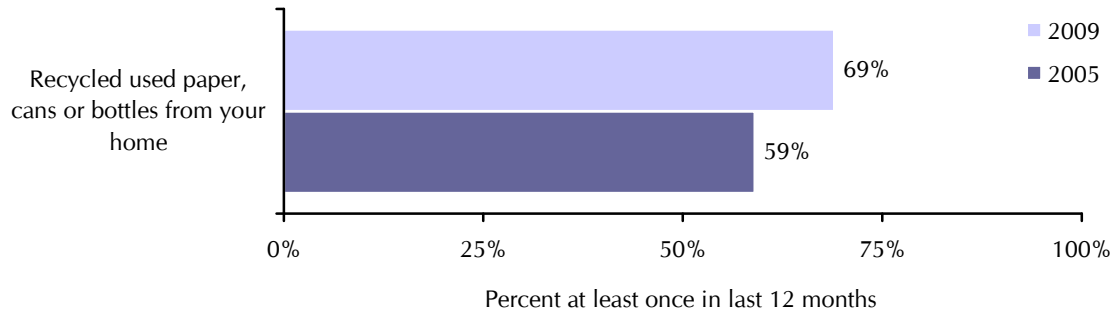


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Southern states comparison
Recycled used paper, cans or bottles from your home	Below	Similar

Of the six utility services rated by those completing the questionnaire, four were higher than the benchmark comparison and two were below the benchmark comparison. Most of these services were asked for the first time in 2009, and were rated favorably.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

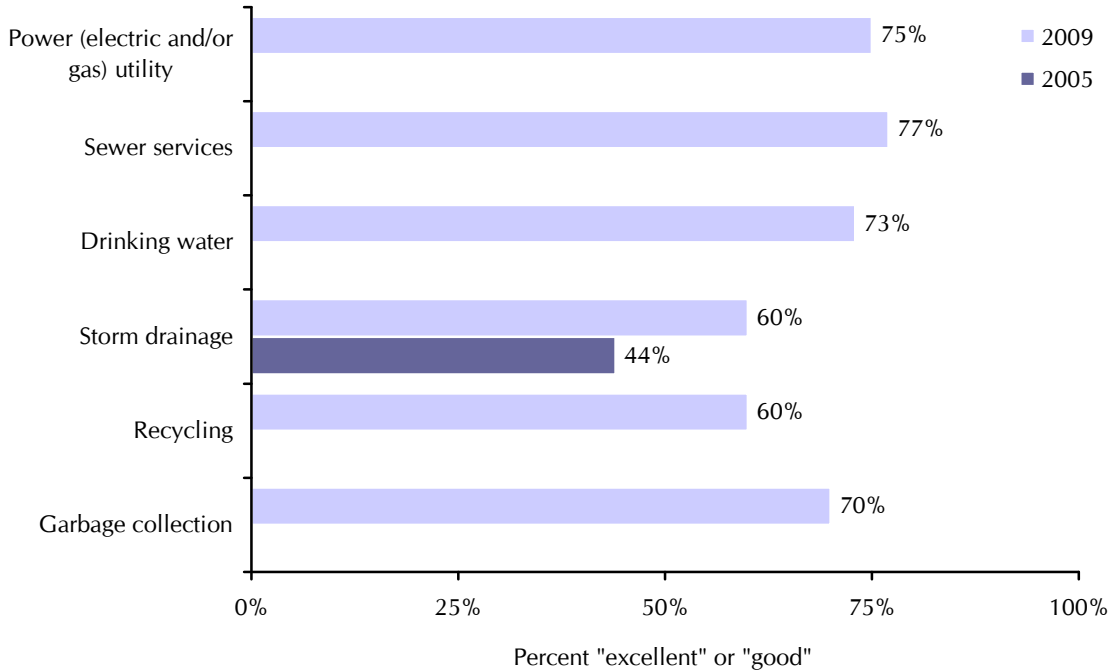


FIGURE 42: UTILITY SERVICES BENCHMARKS

	National comparison	Southern states comparison
Power (electric and/or gas) utility	Above	Above
Sewer services	Above	Above
Drinking water	Above	Above
Storm drainage	Above	Above
Recycling	Below	Below
Garbage collection	Below	Below

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 and were similar to other communities across the nation. Ratings of the availability of historic sites increased from 2005 to 2009.

Resident use of County parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. Recreation program use in Hanover County was higher than use in comparison jurisdictions.

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

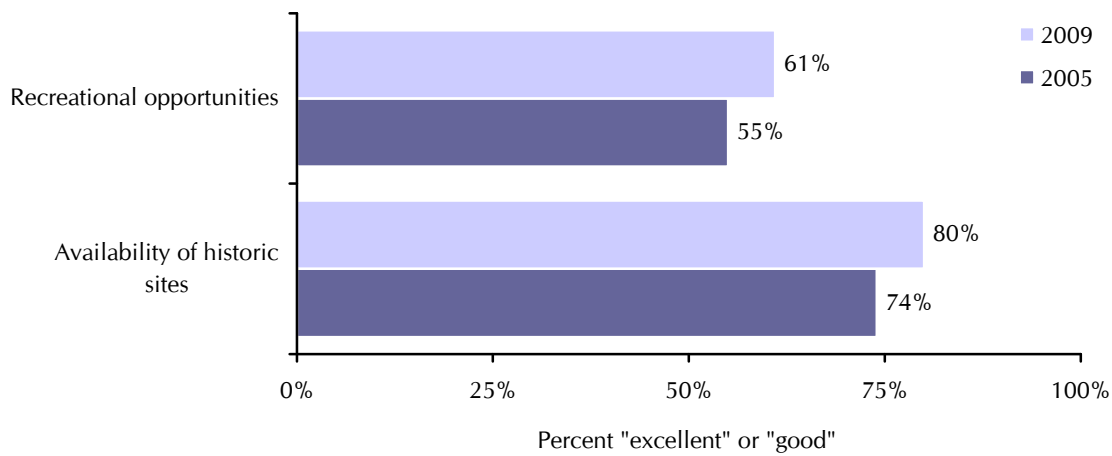


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Recreational opportunities	Similar	Similar
Availability of historic sites	Above	Not available

FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

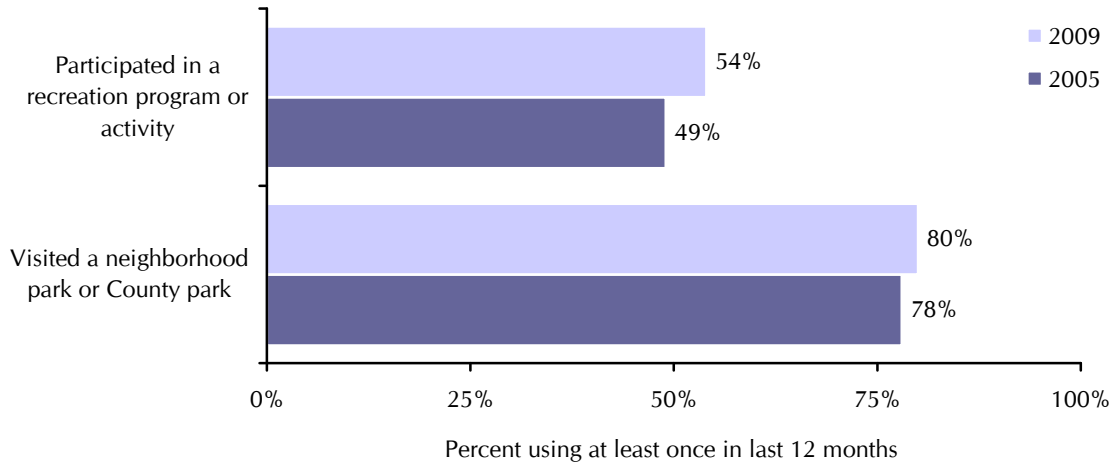


FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Participated in a recreation program or activity	Above	Above
Visited a neighborhood park or County park	Below	Similar

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

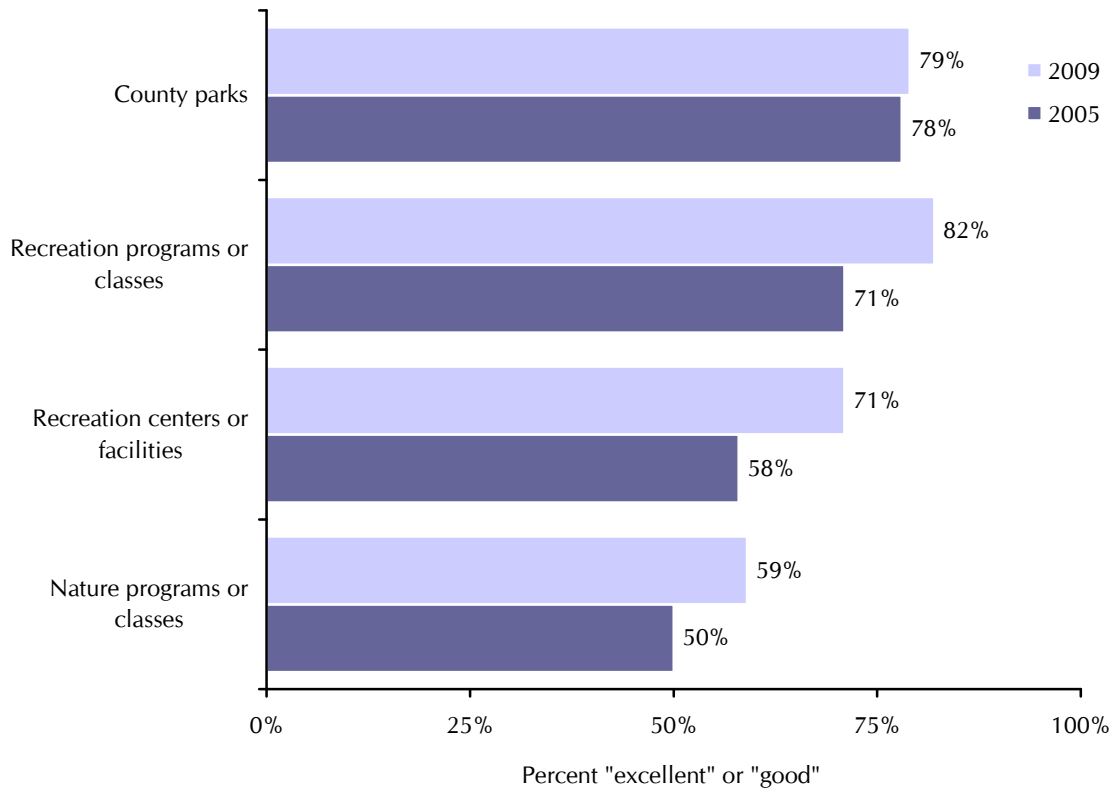


FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Southern states comparison
County parks	Similar	Above
Recreation programs or classes	Above	Above
Recreation centers or facilities	Similar	Above
Nature programs or classes	Similar	Not available

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 42% of respondents. Educational opportunities were rated as “excellent” or “good” by 75% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, while cultural activity opportunities were rated below the benchmark comparison.

About seven in ten Hanover residents used a County library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 49: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

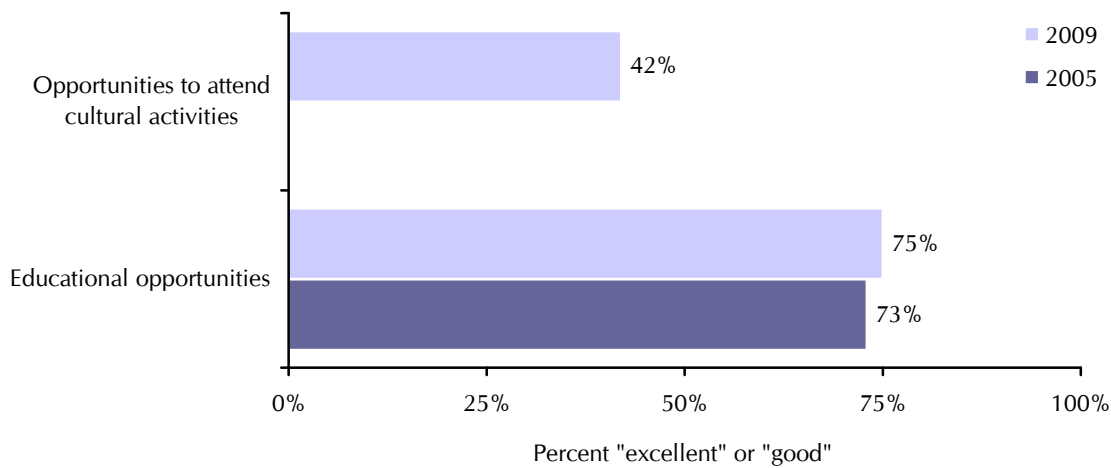


FIGURE 50: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Opportunities to attend cultural activities	Below	Below
Educational opportunities	Above	Above

FIGURE 51: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

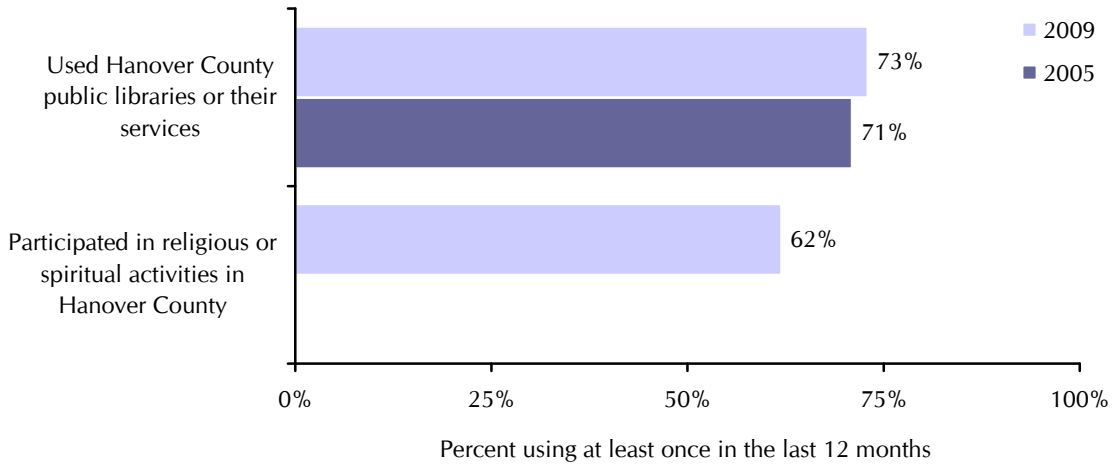


FIGURE 52: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Used Hanover public libraries or their services	Similar	Above
Participated in religious or spiritual activities in Hanover	Above	Similar

FIGURE 53: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

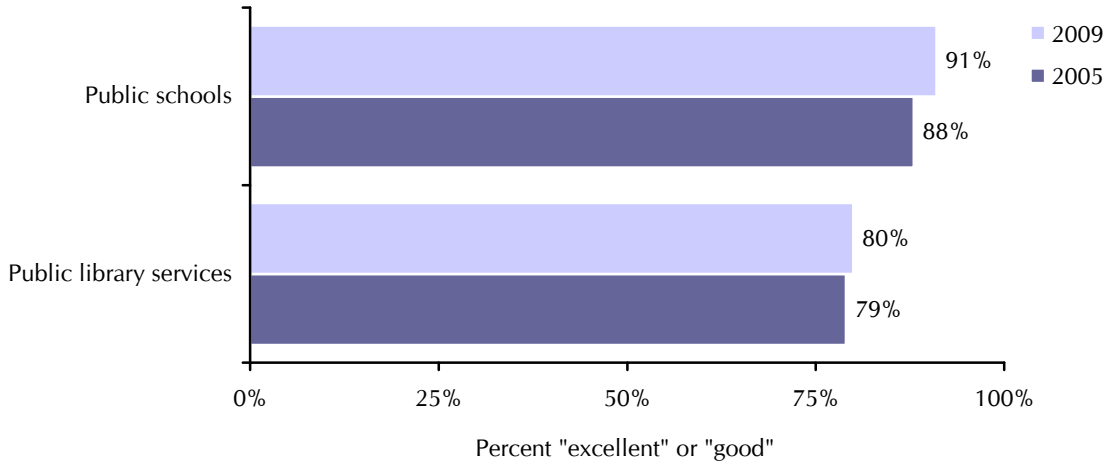


FIGURE 54: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Southern states comparison
Public schools	Above	Above
Public library services	Below	Below

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. These three aspects of community health and wellness were rated positively for Hanover County and were higher in the County when compared to communities across the nation.

FIGURE 55: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

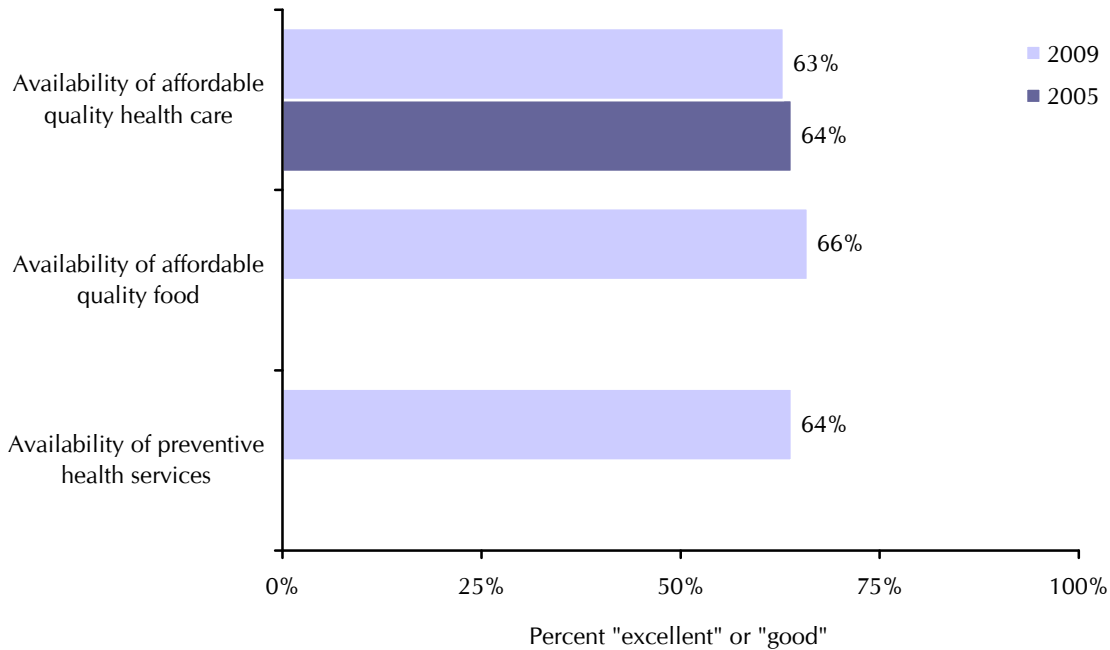


FIGURE 56: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

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

Of the four health-related services offered in Hanover County, one was above the benchmark, and three were below the benchmark.

FIGURE 57: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

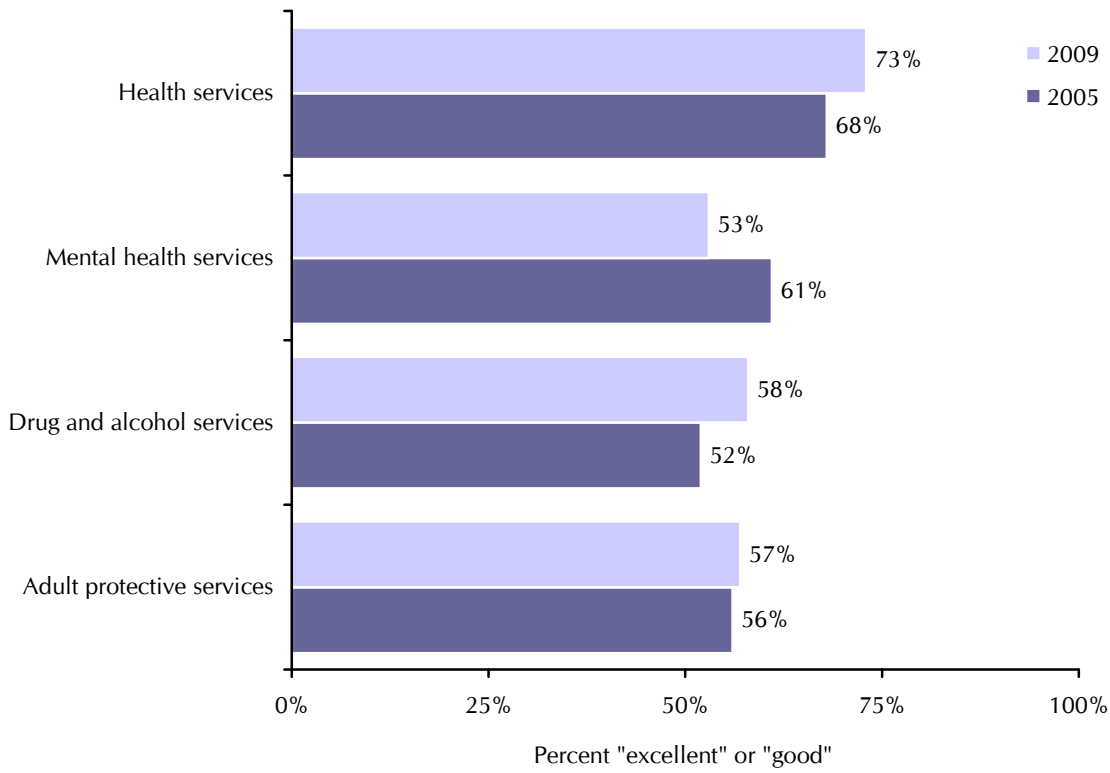


FIGURE 58: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Southern states comparison
Health services	Above	Above
Mental health services	Below	Below
Drug and alcohol services	Below	Below
Adult protective services	Below	Not available

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.

A high percentage of residents rated Hanover County as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an “excellent” or “good” place to retire. Most residents felt that the local sense of community was “excellent” or “good,” yet fewer survey respondents felt Hanover County was open and accepting towards people of diverse backgrounds. Availability of affordable quality childcare was rated the lowest by residents but was higher than the benchmark.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

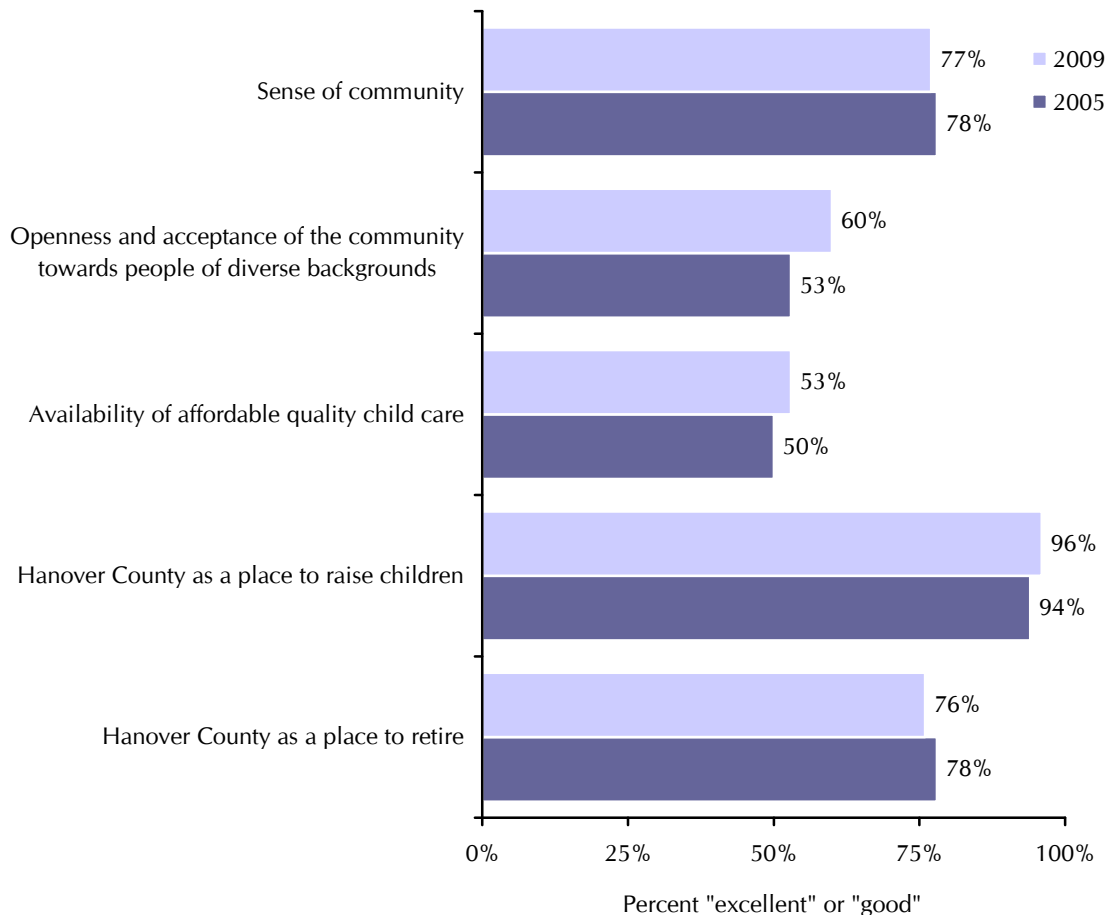


FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 48% to 70% percent with ratings of “excellent” or “good.” Services to youth and low-income people were rated higher than the benchmark and services to senior was rated similar to the benchmark.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

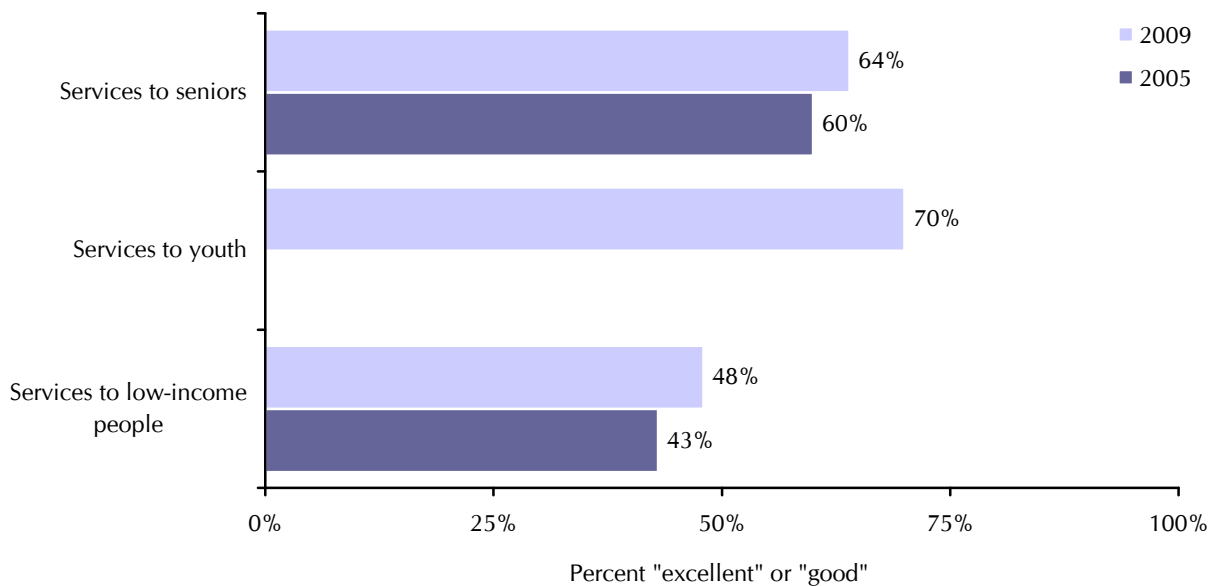


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Southern states comparison
Services to seniors	Similar	Above
Services to youth	Above	Above
Services to low-income people	Above	Above

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials 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 their perceptions of community volunteering opportunities and their participation as citizens of Hanover County. Survey participants rated the volunteer opportunities in Hanover County favorably while opportunities to attend or participate in community matters were rated less favorably. Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

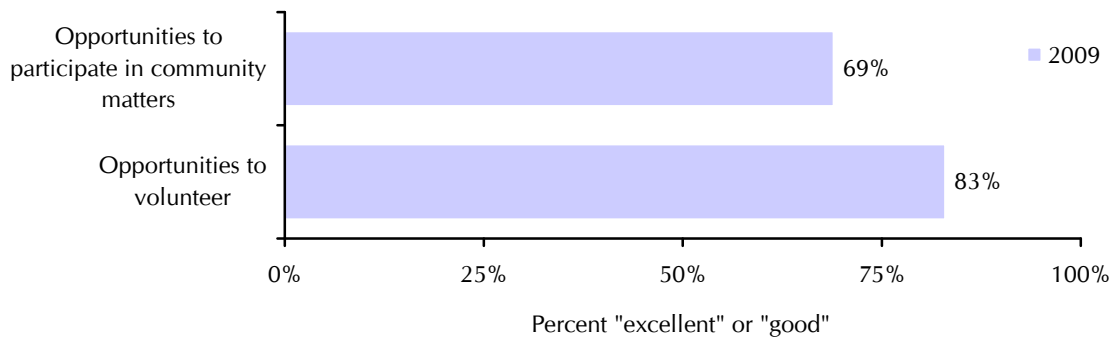


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern states comparison
Opportunities to participate in community matters	Above	Above
Opportunities to volunteer	Above	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. Overall, Hanover County showed similar rates of community engagement compared to other communities.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

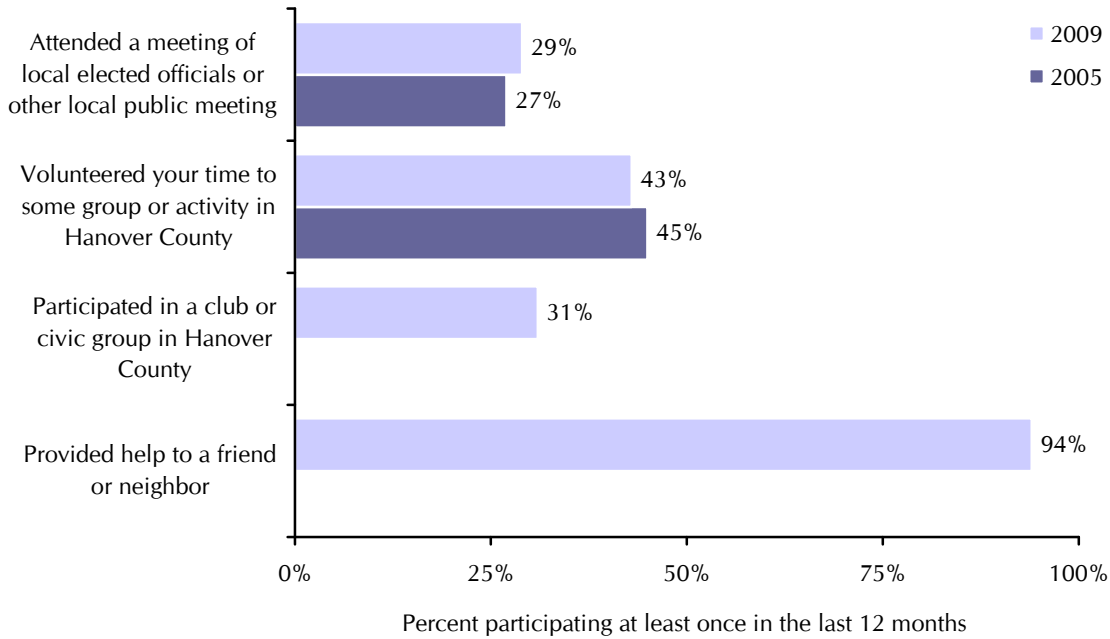


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	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	Similar	Above
Participated in a club or civic group in Hanover	Similar	Below
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 89% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

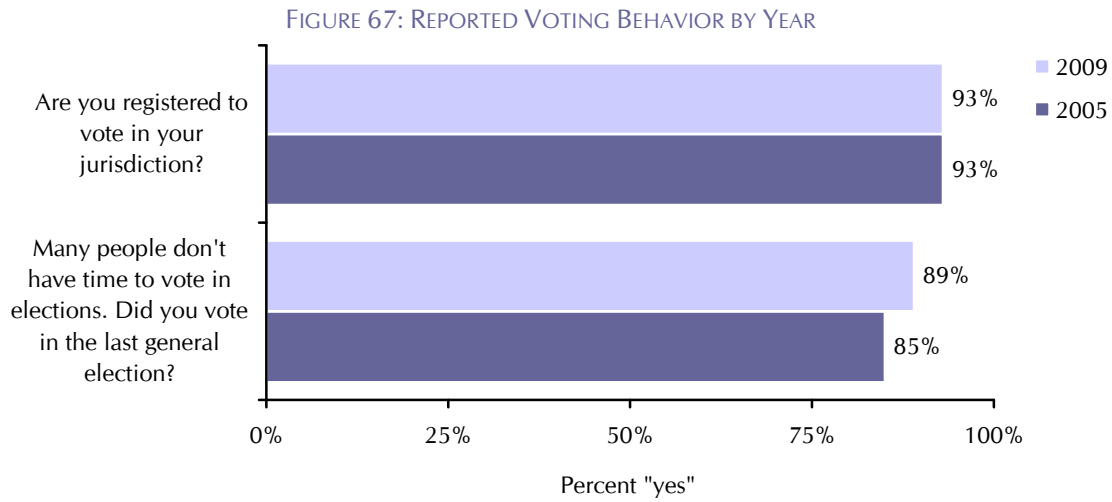


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

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

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, two-thirds reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 69: USE OF INFORMATION SOURCES BY YEAR

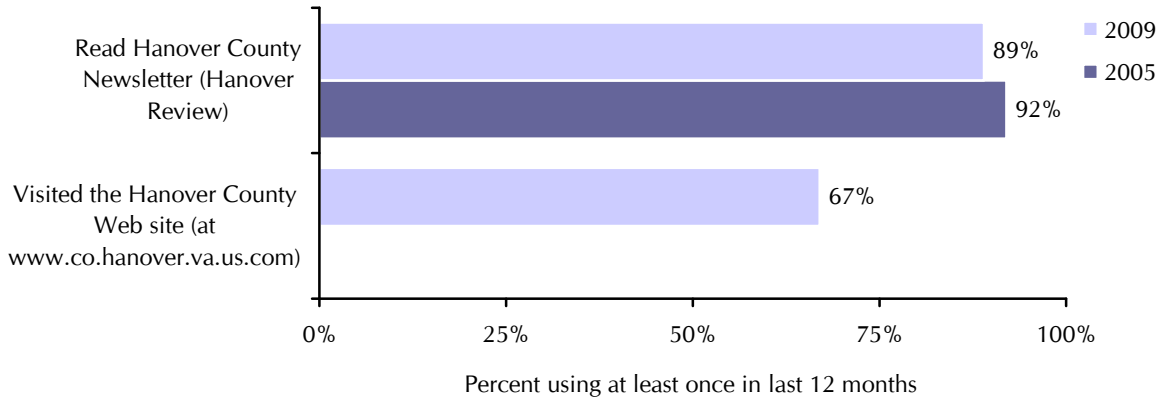


FIGURE 70: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Southern states comparison
Read Hanover Newsletter	Above	Above
Visited the Hanover County Web site	Above	Above

FIGURE 71: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

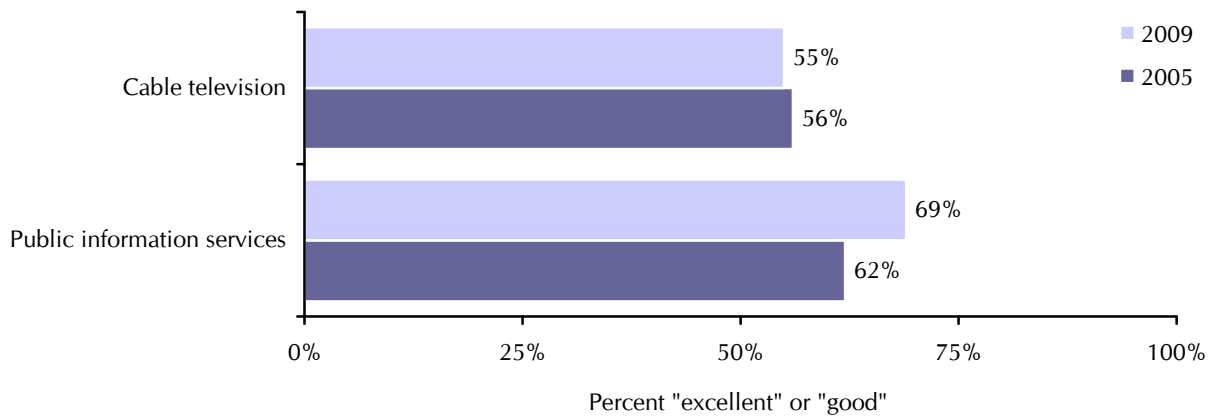


FIGURE 72: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Southern states comparison
Cable television	Similar	Above
Public information services	Above	Above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 56% of respondents, while 84% rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 73: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

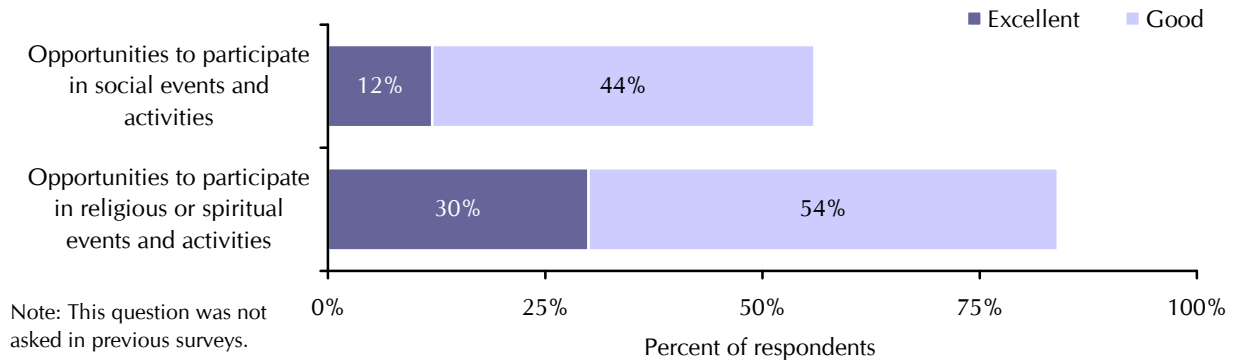
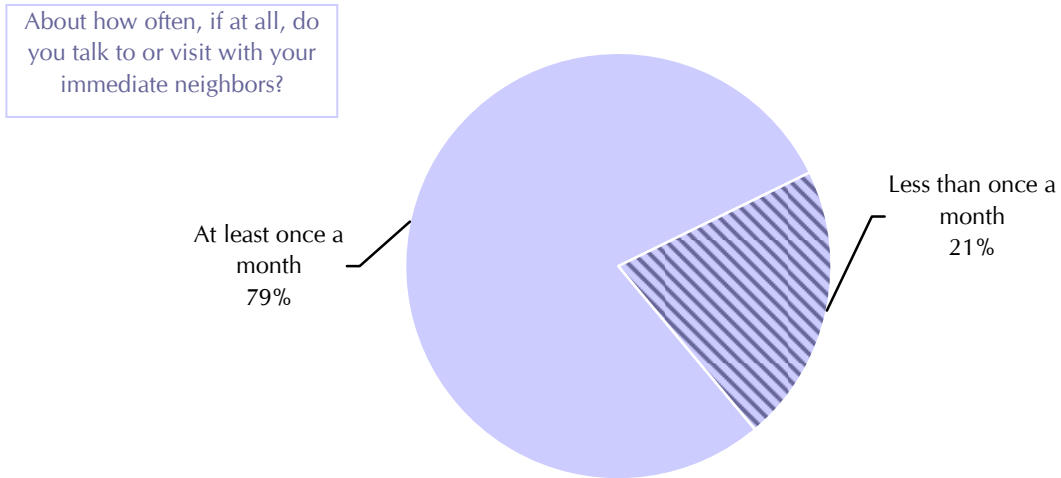


FIGURE 74: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in Hanover reported a fair amount of neighborliness. About 80% indicated talking or visiting with their neighbors at least once a month or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Southern states comparison
Has contact with neighbors at least once per month	Below	Below

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 to 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.

About six in ten respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Hanover County does at listening to citizens, 46% rated it as "excellent" or "good." Of these five ratings, one was above the benchmark, two were similar to the benchmark and two were below the benchmark.

FIGURE 77: PUBLIC TRUST RATINGS BY YEAR

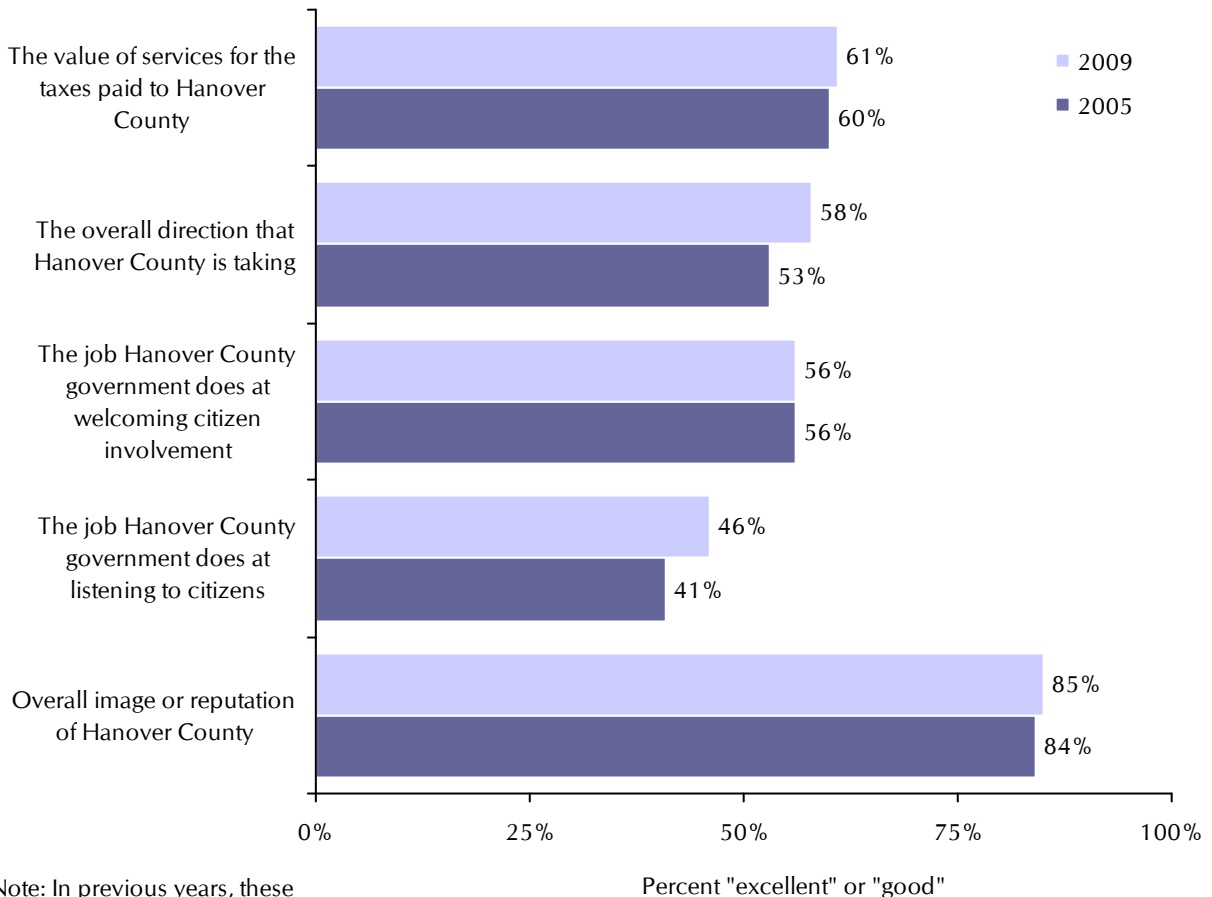


FIGURE 78: PUBLIC TRUST BENCHMARKS

	National comparison	Southern states comparison
The value of services for the taxes paid to Hanover County	Similar	Above
The overall direction that Hanover County is taking	Similar	Similar
The job Hanover County government does at welcoming citizen involvement	Below	Similar
The job Hanover County government does at listening to citizens	Below	Similar
Overall image or reputation of Hanover County	Above	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 79% of survey participants. Hanover County’s rating was above the benchmark when compared to other communities in the U.S. Ratings of overall County services have remained stable over the last four years.

FIGURE 79: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

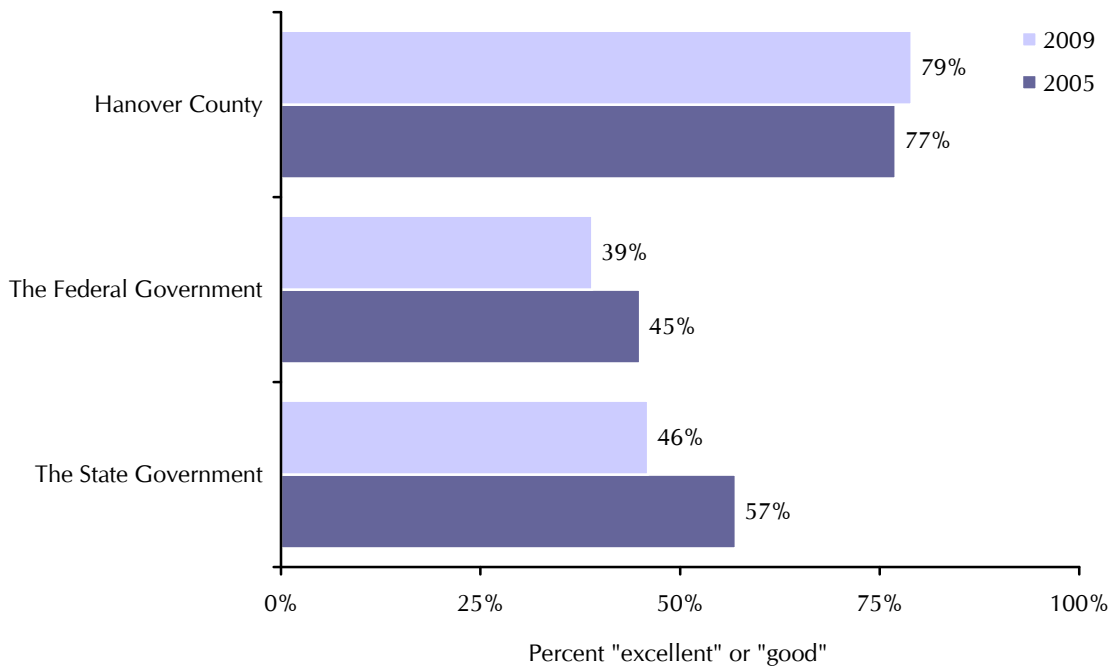


FIGURE 80: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Southern states comparison
Services provided by Hanover County	Above	Above
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Above	Similar

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 or over the phone in the last 12 months; the 70% who reported that they had been in contact (a percent that is above 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; 87% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the national benchmark and were higher than past survey years.

FIGURE 81: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH COUNTY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

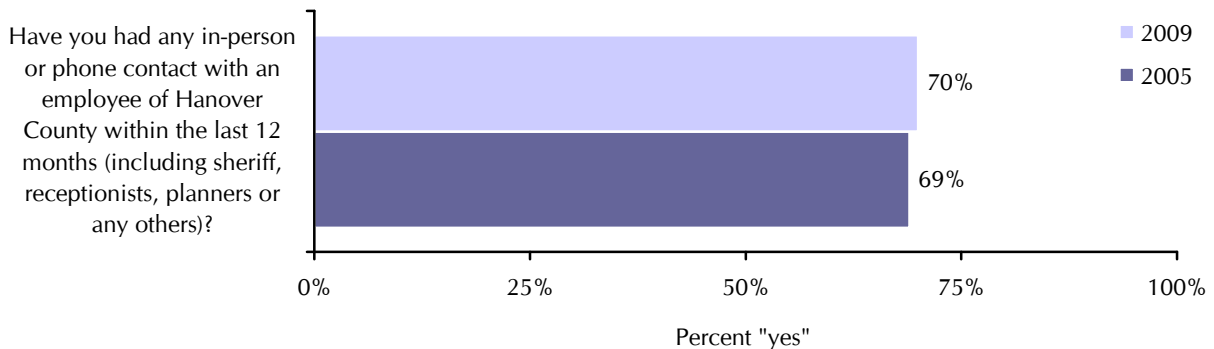


FIGURE 82: CONTACT WITH COUNTY EMPLOYEES BENCHMARKS

	National comparison	Southern states comparison
Had contact with city employee(s) in last 12 months	Above	Above

FIGURE 83: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

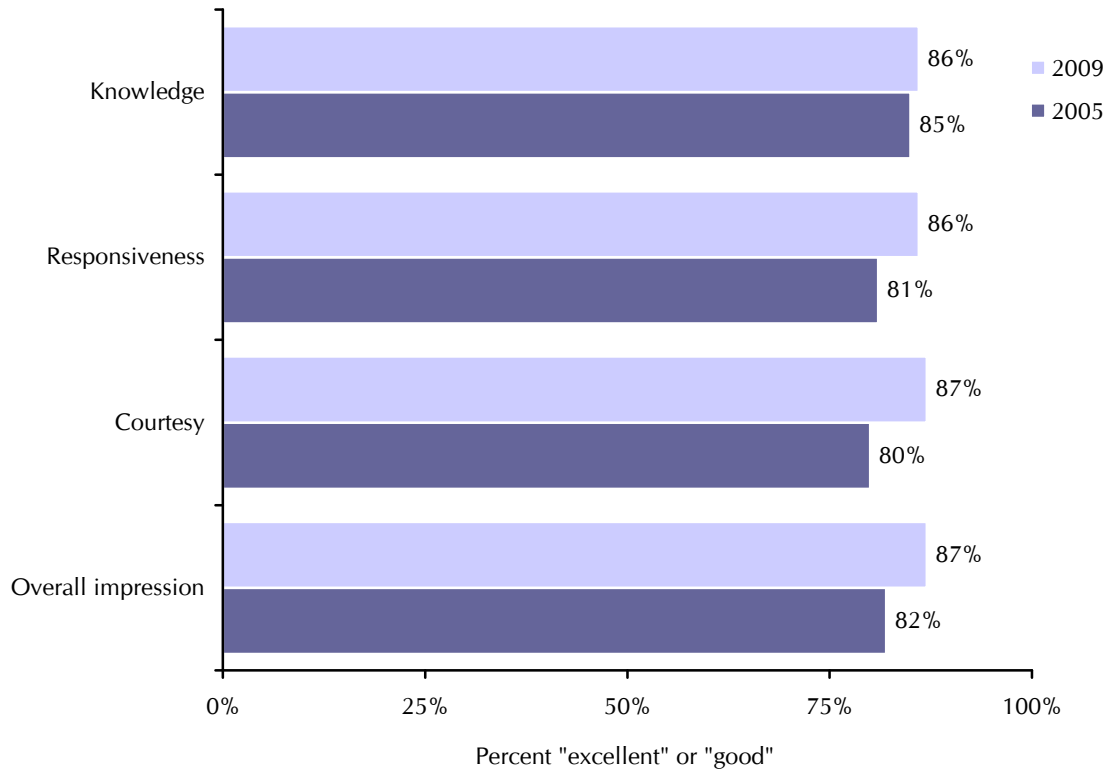


FIGURE 84: RATINGS OF COUNTY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Southern states comparison
Knowledge	Above	Above
Responsiveness	Above	Above
Courtesy	Above	Above
Overall impression	Above	Above

POLICY QUESTIONS

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

Policy Question 1	
Which resources do you rely on to get local government information about Hanover County?	Percent of respondents
Mechanicsville Local	62%
Television news	49%
Richmond Times Dispatch	47%
Hanover Review (newsletter)	46%
Word of mouth	45%
Hanover County Website	41%
Special mailings	26%
Herald Progress	25%
Radio broadcasts	21%
Public meetings	8%
Other resources	7%
Total may exceed 100% as respondents could select more than one option	

Policy Question 2	
If Park & Ride commuter lots were available in Ashland and Mechanicsville for transport to major employment centers, how likely or unlikely would you be to use them?	Percent of respondents
Very likely	10%
Somewhat likely	17%
Somewhat unlikely	13%
Very unlikely	60%
Total	100%

Policy Question 3	
How frequently, if at all, would you watch Hanover County Board of Supervisors' meetings if they were available on the Internet?	Percent of respondents
Never	44%
Once a year	14%
Twice a year	12%
3 to 5 times a year	14%
6 to 11 times a year	6%
Once a month	6%
Every meeting	5%
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	46%	50%	4%	0%	100%
Your neighborhood as a place to live	40%	49%	11%	0%	100%
Hanover County as a place to raise children	50%	46%	3%	0%	100%
Hanover County as a place to work	24%	49%	20%	7%	100%
Hanover County as a place to retire	31%	45%	19%	5%	100%
The overall quality of life in Hanover County	33%	62%	4%	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	18%	59%	21%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	11%	49%	33%	7%	100%
Overall appearance of Hanover County	22%	59%	18%	1%	100%
Cleanliness of Hanover County	19%	60%	18%	2%	100%
Overall quality of new development in Hanover County	13%	56%	26%	5%	100%
Variety of housing options	12%	50%	28%	11%	100%
Overall quality of business and service establishments in Hanover County	12%	59%	27%	2%	100%
Shopping opportunities	15%	46%	35%	5%	100%
Opportunities to attend cultural activities	7%	35%	43%	15%	100%
Recreational opportunities	13%	49%	33%	6%	100%
Employment opportunities	6%	32%	46%	16%	100%
Educational opportunities	24%	51%	21%	4%	100%
Opportunities to participate in social events and activities	12%	44%	40%	4%	100%
Opportunities to participate in religious or spiritual events and activities	30%	54%	15%	2%	100%
Opportunities to volunteer	25%	59%	16%	0%	100%
Opportunities to participate in community matters	16%	53%	27%	4%	100%
Ease of car travel in Hanover County	18%	48%	25%	9%	100%
Ease of bicycle travel in Hanover County	7%	17%	40%	35%	100%
Ease of walking in Hanover County	9%	20%	40%	32%	100%
Availability of paths and walking trails	8%	19%	42%	32%	100%
Traffic flow on major streets	5%	37%	39%	19%	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	7%	39%	39%	15%	100%
Availability of affordable quality child care	9%	44%	34%	12%	100%
Availability of affordable quality health care	17%	46%	31%	6%	100%
Availability of affordable quality food	16%	50%	28%	6%	100%
Availability of preventive health services	12%	52%	30%	6%	100%
Quality of overall natural environment in Hanover County	20%	59%	20%	2%	100%
Overall image or reputation of Hanover County	28%	58%	13%	1%	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%	2%	32%	46%	20%	100%
Retail growth (stores, restaurants, etc.)	2%	17%	40%	27%	13%	100%
Jobs growth	14%	50%	30%	5%	1%	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	14%
Minor problem	54%
Moderate problem	27%
Major problem	5%
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)	50%	40%	7%	3%	1%	100%
Property crimes (e.g., burglary, theft)	24%	53%	12%	9%	1%	100%
Environmental hazards, including toxic waste	45%	40%	11%	4%	1%	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	76%	21%	2%	0%	0%	100%
In your neighborhood after dark	47%	40%	8%	4%	1%	100%
In Hanover County's shopping areas during the day	49%	44%	5%	2%	0%	100%
In Hanover County's shopping areas after dark	20%	47%	15%	15%	2%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	93%
Yes	7%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	19%
Yes	81%
Total	100%

Question 9: 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	27%	25%	29%	11%	8%	100%
Participated in a recreation program or activity	46%	27%	16%	5%	5%	100%
Visited a neighborhood park or County park	20%	38%	27%	9%	6%	100%
Attended a meeting of local elected officials or other local public meeting	71%	20%	7%	1%	1%	100%
Read Hanover County Newsletter (Hanover Review)	11%	36%	41%	8%	4%	100%
Visited the Hanover County Web site (at www.co.hanover.va.us.com)	33%	25%	27%	9%	6%	100%
Recycled used paper, cans or bottles from your home	31%	13%	12%	15%	30%	100%
Volunteered your time to some group or activity in Hanover County	57%	18%	13%	4%	8%	100%
Participated in religious or spiritual activities in Hanover County	38%	15%	14%	9%	24%	100%
Participated in a club or civic group in Hanover County	69%	14%	8%	3%	5%	100%
Provided help to a friend or neighbor	6%	19%	48%	16%	10%	100%

Question 10: 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	16%
Several times a week	29%
Several times a month	25%
Once a month	9%
Several times a year	13%
Once a year or less	5%
Never	3%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Hanover County:	Excellent	Good	Fair	Poor	Total
Sheriff services	42%	49%	7%	2%	100%
Fire services	48%	47%	5%	1%	100%
Ambulance or emergency medical services	46%	44%	9%	1%	100%
Crime prevention	28%	60%	11%	1%	100%
Fire prevention and education	32%	55%	12%	1%	100%
Municipal courts	21%	59%	18%	3%	100%
Traffic enforcement on County road and highways	28%	48%	21%	3%	100%
Snow removal on County road and highways	15%	53%	27%	4%	100%
Garbage collection	19%	51%	20%	10%	100%
Recycling	17%	43%	21%	18%	100%
Storm drainage	10%	50%	30%	10%	100%
Drinking water	23%	50%	20%	7%	100%
Sewer services	21%	56%	19%	4%	100%
Power (electric and/or gas) utility	23%	52%	22%	3%	100%
County parks	26%	52%	19%	2%	100%
Recreation programs or classes	19%	63%	16%	2%	100%
Recreation centers or facilities	18%	53%	24%	4%	100%
Nature programs or classes	17%	42%	35%	6%	100%
Availability of historic sites	34%	46%	16%	3%	100%
Land use, planning and zoning	5%	40%	38%	18%	100%
Code enforcement (weeds, abandoned buildings, etc)	7%	40%	39%	14%	100%
Animal control	12%	52%	25%	11%	100%
Economic development	7%	52%	33%	8%	100%
Health services	13%	60%	25%	2%	100%
Services to seniors	17%	47%	28%	8%	100%
Services to youth	21%	49%	25%	5%	100%
Services to low-income people	14%	34%	36%	16%	100%
Public library services	23%	57%	17%	3%	100%
Public information services	14%	54%	27%	4%	100%
Public schools	43%	48%	9%	1%	100%
Cable television	14%	41%	30%	15%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	49%	24%	11%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	41%	32%	16%	100%
Mental health services	11%	41%	39%	9%	100%
Drug and alcohol services	10%	49%	34%	8%	100%
Adult protective services	11%	45%	37%	6%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Hanover County:	Excellent	Good	Fair	Poor	Total
Agricultural/farm advisor	10%	47%	40%	3%	100%

Question 12: 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	19%	60%	19%	2%	100%
The Federal Government	5%	34%	45%	16%	100%
The State Government	7%	38%	42%	12%	100%

Question 13: Contact with County Employees	
Have you had any in-person or phone contact with an employee of Hanover County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question 14: County Employees					
What was your impression of the employee(s) of Hanover County in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	41%	45%	8%	5%	100%
Responsiveness	45%	42%	8%	6%	100%
Courtesy	54%	33%	8%	5%	100%
Overall impression	48%	39%	9%	4%	100%

Question 15: 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	11%	51%	30%	8%	100%
The overall direction that Hanover County is taking	8%	49%	35%	8%	100%
The job Hanover County government does at welcoming citizen involvement	10%	46%	33%	11%	100%
The job Hanover County government does at listening to citizens	7%	39%	36%	18%	100%

Question 16: 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	60%	36%	2%	2%	100%
Remain in Hanover County for the next five years	69%	23%	5%	4%	100%

Question 17: 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	2%
Somewhat positive	7%
Neutral	26%
Somewhat negative	50%
Very negative	15%
Total	100%

Question 18A: Policy Question 1	
Which resources do you rely on to get local government information about Hanover County?	Percent of respondents
Hanover County Website	41%
Public meetings	8%
Other resources	7%
Hanover Review (newsletter)	46%
Richmond Times Dispatch	47%
Mechanicsville Local	62%
Herald Progress	25%
Radio broadcasts	21%
Special mailings	26%
Television news	49%
Word of mouth	45%
Total may exceed 100% as respondents could select more than one option	

Question 18B: Policy Question 2	
If Park & Ride commuter lots were available in Ashland and Mechanicsville for transport to major employment centers, how likely or unlikely would you be to use them?	Percent of respondents
Very likely	10%
Somewhat likely	17%
Somewhat unlikely	13%
Very unlikely	60%
Total	100%

Question 18c: Policy Question 3	
How frequently, if at all, would you watch Hanover County Board of Supervisors' meetings if they were available on the Internet?	Percent of respondents
Never	44%
Once a year	14%
Twice a year	12%
3 to 5 times a year	14%
6 to 11 times a year	6%
Once a month	6%
Every meeting	5%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	26%
Yes, full-time	65%
Yes, part-time	10%
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	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Walk	1%
Bicycle	0%
Work at home	6%
Other	1%

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	18%
6 to 10 years	17%
11 to 20 years	20%
More than 20 years	39%
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	86%
House attached to one or more houses (e.g., a duplex or townhome)	2%
Building with two or more apartments or condominiums	10%
Mobile home	1%
Other	1%
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	19%
Owned by you or someone in this house with a mortgage or free and clear	81%
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	10%
\$600 to \$999 per month	17%
\$1,000 to \$1,499 per month	30%
\$1,500 to \$2,499 per month	27%
\$2,500 or more per month	8%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	54%
Yes	46%
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	79%
Yes	21%
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	12%
\$25,000 to \$49,999	18%
\$50,000 to \$99,999	37%
\$100,000 to \$149,000	21%
\$150,000 or more	12%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
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	2%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	6%
White	91%
Other	2%
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	5%
25 to 34 years	20%
35 to 44 years	19%
45 to 54 years	24%
55 to 64 years	16%
65 to 74 years	10%
75 years or older	6%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
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	10%
Yes	88%
Ineligible to vote	2%
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	46%	232	50%	254	4%	18	0%	2	0%	0	100%
Your neighborhood as a place to live	40%	201	48%	244	11%	54	0%	2	1%	4	100%	506
Hanover County as a place to raise children	47%	238	43%	217	3%	15	0%	2	6%	33	100%	504
Hanover County as a place to work	17%	82	33%	166	14%	70	5%	24	31%	157	100%	499
Hanover County as a place to retire	24%	120	35%	178	15%	74	4%	20	22%	110	100%	503
The overall quality of life in Hanover County	33%	168	62%	312	4%	22	0%	2	0%	1	100%	504

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	18%	88	57%	286	20%	100	2%	12	2%	12	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	51	46%	228	31%	151	7%	33	7%	33	100%	495
Overall appearance of Hanover County	22%	109	58%	294	18%	91	1%	6	0%	2	100%	503
Cleanliness of Hanover County	19%	96	60%	301	18%	91	2%	10	1%	3	100%	502
Overall quality of new development in Hanover County	13%	62	53%	263	25%	122	5%	23	6%	28	100%	499
Variety of housing options	11%	53	46%	229	25%	127	10%	51	8%	39	100%	499
Overall quality of business and service establishments in Hanover County	12%	60	58%	287	27%	132	2%	9	2%	10	100%	498
Shopping opportunities	14%	72	45%	225	34%	171	5%	25	2%	9	100%	502
Employment opportunities	5%	23	25%	123	36%	178	12%	60	23%	114	100%	498
Opportunities to participate in religious or spiritual events and activities	26%	131	47%	238	13%	65	2%	8	12%	60	100%	503

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 volunteer	20%	102	49%	243	14%	68	0%	1	17%	83	100%
Opportunities to participate in community matters	14%	68	45%	225	23%	114	3%	16	15%	76	100%	499
Ease of car travel in Hanover County	18%	89	47%	234	25%	124	9%	43	2%	10	100%	499
Ease of bicycle travel in Hanover County	6%	27	13%	65	31%	154	27%	135	23%	112	100%	494
Ease of walking in Hanover County	8%	39	17%	85	34%	171	27%	136	14%	67	100%	497
Availability of paths and walking trails	7%	33	16%	78	35%	172	26%	130	16%	80	100%	493
Traffic flow on major streets	5%	26	36%	181	39%	195	19%	93	1%	5	100%	501
Availability of affordable quality housing	6%	30	35%	174	34%	171	14%	68	11%	55	100%	498
Availability of affordable quality child care	5%	26	25%	124	19%	97	7%	35	43%	216	100%	498
Availability of affordable quality health care	14%	70	39%	196	26%	131	5%	26	16%	78	100%	501
Availability of affordable quality food	16%	79	49%	245	27%	136	5%	27	3%	15	100%	502
Availability of preventive health services	9%	45	41%	201	23%	114	5%	23	22%	111	100%	494
Quality of overall natural environment in Hanover County	19%	96	58%	290	19%	97	2%	8	2%	10	100%	500
Overall image or reputation of Hanover County	27%	138	57%	286	13%	66	1%	7	1%	6	100%	504

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%	1	2%	8	29%	141	42%	206	18%	90	10%	48	100%
Retail growth (stores, restaurants, etc.)	2%	10	16%	81	38%	187	25%	123	13%	62	6%	28	100%	491
Jobs growth	8%	42	31%	154	19%	93	3%	16	0%	2	38%	184	100%	491

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	12%	61
Minor problem	47%	235
Moderate problem	24%	121
Major problem	4%	22
Don't know	13%	63
Total	100%	502

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	
	Violent crime (e.g., rape, assault, robbery)	48%	242	39%	194	7%	35	3%	13	1%	3	3%	13	100%
Property crimes (e.g., burglary, theft)	24%	120	52%	262	12%	59	9%	46	1%	4	2%	9	100%	499
Environmental hazards, including toxic waste	41%	204	37%	182	10%	48	3%	17	1%	4	9%	44	100%	499

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	
	In your neighborhood during the day	76%	381	21%	108	2%	11	0%	2	0%	0	1%	3	100%
In your neighborhood after dark	47%	236	40%	201	8%	41	4%	18	1%	3	0%	1	100%	500
In Hanover County's shopping areas during the day	49%	247	43%	218	5%	25	2%	9	0%	0	1%	3	100%	502
In Hanover County's shopping areas after dark	20%	101	47%	235	15%	74	15%	75	2%	10	2%	9	100%	504

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	92%	462
Yes	7%	34
Don't know	1%	5
Total	100%	501

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	7
Yes	77%	30
Don't know	5%	2
Total	100%	39

Question 9: 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	27%	137	25%	125	29%	145	11%	55	8%	41	100%	503
Participated in a recreation program or activity	46%	231	27%	137	16%	82	5%	23	5%	25	100%	497
Visited a neighborhood park or County park	20%	97	38%	190	27%	135	9%	46	6%	29	100%	498
Attended a meeting of local elected officials or other local public meeting	71%	357	20%	100	7%	35	1%	5	1%	3	100%	500
Read Hanover County Newsletter (Hanover Review)	11%	55	36%	182	41%	208	8%	38	4%	21	100%	503
Visited the Hanover County Web site (at www.co.hanover.va.us.com)	33%	163	25%	122	27%	135	9%	42	6%	31	100%	494
Recycled used paper, cans or bottles from your home	31%	152	13%	63	12%	60	15%	72	30%	146	100%	493
Volunteered your time to some group or activity in Hanover County	57%	284	18%	89	13%	65	4%	19	8%	40	100%	497
Participated in religious or spiritual activities in Hanover County	38%	190	15%	73	14%	68	9%	45	24%	120	100%	496
Participated in a club or civic group in Hanover County	69%	345	14%	69	8%	42	3%	15	5%	27	100%	498
Provided help to a friend or neighbor	6%	28	19%	98	48%	242	16%	82	10%	51	100%	501

Question 10: 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	16%	82
Several times a week	29%	145
Several times a month	25%	125
Once a month	9%	45
Several times a year	13%	65
Once a year or less	5%	26
Never	3%	14
Total	100%	503

Question 11: Service Quality												
Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sheriff services	37%	186	43%	214	6%	32	2%	8	12%	58	100%
Fire services	39%	195	39%	194	4%	19	1%	3	17%	86	100%	496
Ambulance or emergency medical services	34%	171	33%	164	7%	35	1%	4	25%	126	100%	500
Crime prevention	23%	113	49%	241	9%	45	1%	5	18%	91	100%	496
Fire prevention and education	23%	113	39%	191	8%	41	1%	5	29%	145	100%	496
Municipal courts	12%	60	34%	171	10%	52	2%	9	41%	205	100%	497
Traffic enforcement on County road and highways	26%	130	45%	224	20%	97	3%	13	6%	31	100%	496
Snow removal on County road and highways	12%	59	42%	205	21%	104	3%	17	22%	108	100%	493
Garbage collection	11%	53	29%	144	11%	56	6%	29	43%	210	100%	492
Recycling	14%	69	35%	173	17%	85	15%	74	19%	96	100%	496
Storm drainage	8%	39	38%	185	23%	111	8%	37	24%	120	100%	492
Drinking water	18%	90	40%	196	16%	77	6%	29	20%	100	100%	491
Sewer services	14%	65	36%	174	12%	60	3%	12	35%	170	100%	481

Question 11: Service Quality												
Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
	Power (electric and/or gas) utility	22%	110	50%	248	21%	103	3%	14	3%	17	100%
County parks	23%	113	46%	225	17%	82	2%	10	13%	64	100%	495
Recreation programs or classes	11%	57	38%	185	10%	47	1%	7	40%	197	100%	493
Recreation centers or facilities	11%	55	32%	159	15%	73	3%	13	39%	193	100%	493
Nature programs or classes	7%	35	17%	85	14%	70	2%	12	59%	290	100%	492
Availability of historic sites	28%	138	38%	189	13%	66	3%	13	18%	88	100%	495
Land use, planning and zoning	4%	19	30%	146	28%	139	13%	65	25%	121	100%	491
Code enforcement (weeds, abandoned buildings, etc)	5%	23	27%	132	26%	129	9%	46	33%	161	100%	491
Animal control	9%	46	42%	205	20%	101	9%	45	20%	96	100%	494
Economic development	6%	28	39%	192	25%	121	6%	30	24%	116	100%	487
Health services	10%	47	45%	221	18%	90	2%	8	25%	122	100%	489
Services to seniors	7%	33	19%	92	11%	55	3%	15	61%	300	100%	497
Services to youth	11%	55	26%	127	13%	66	3%	13	47%	234	100%	494
Services to low-income people	5%	25	12%	59	13%	62	6%	28	64%	314	100%	488
Public library services	20%	97	49%	241	14%	71	3%	14	15%	73	100%	496
Public information services	10%	51	39%	191	19%	95	3%	16	29%	141	100%	493
Public schools	37%	181	41%	205	7%	37	1%	3	14%	69	100%	495
Cable television	11%	53	31%	150	23%	111	11%	56	25%	122	100%	492
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	40	26%	125	13%	63	6%	28	48%	234	100%	491
Preservation of natural areas such as open space, farmlands and greenbelts	8%	41	32%	160	25%	124	13%	64	22%	107	100%	496
Mental health services	4%	18	13%	66	13%	62	3%	14	68%	333	100%	494
Drug and alcohol services	3%	14	15%	72	10%	49	2%	12	70%	343	100%	489
Adult protective services	3%	15	12%	60	10%	49	2%	8	73%	360	100%	492
Agricultural/farm advisor	3%	12	12%	60	10%	50	1%	4	74%	367	100%	492

Question 12: 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	
	Hanover County	18%	89	58%	291	18%	92	2%	9	4%	18	100%
The Federal Government	4%	22	31%	152	40%	200	15%	74	10%	50	100%	498
The State Government	7%	34	36%	177	39%	193	11%	56	8%	38	100%	498

Question 13: Contact with County Employees		
Have you had any in-person or phone contact with an employee of Hanover County within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	30%	148
Yes	70%	350
Total	100%	498

Question 14: 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	41%	146	45%	160	8%	30	5%	19	1%	4	100%
Responsiveness	44%	158	41%	148	8%	28	6%	21	1%	2	100%	358
Courtesy	53%	191	33%	119	8%	29	5%	16	1%	2	100%	358
Overall impression	47%	169	39%	140	9%	32	4%	14	1%	2	100%	358

Question 15: 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	10%	51	48%	239	29%	143	8%	40	6%	28	100%
The overall direction that Hanover County is taking	8%	39	46%	229	32%	162	7%	36	7%	34	100%	500
The job Hanover County government does at welcoming citizen involvement	8%	38	34%	168	24%	120	8%	41	26%	131	100%	498
The job Hanover County government does at listening to citizens	5%	26	28%	141	26%	130	13%	67	27%	132	100%	496

Question 16: 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	
	Recommend living in Hanover County to someone who asks	60%	299	35%	177	2%	10	2%	9	2%	8	100%
Remain in Hanover County for the next five years	68%	343	23%	114	5%	23	4%	19	1%	5	100%	504

Question 17: 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	2%	8
Somewhat positive	7%	35
Neutral	26%	133
Somewhat negative	50%	252
Very negative	15%	77
Total	100%	504

Question 18A: Policy Question 1		
Which resources do you rely on to get local government information about Hanover County?	Percent of respondents	Count
Hanover County Website	41%	208
Public meetings	8%	41
Other resources	7%	35
Hanover Review (newsletter)	46%	234
Richmond Times Dispatch	47%	236
Mechanicsville Local	62%	314
Herald Progress	25%	125
Radio broadcasts	21%	106
Special mailings	26%	129
Television news	49%	248
Word of mouth	45%	227
Total may exceed 100% as respondents could select more than one option		

Question 18B: Policy Question 2		
If Park & Ride commuter lots were available in Ashland and Mechanicsville for transport to major employment centers, how likely or unlikely would you be to use them?	Percent of respondents	Count
Very likely	9%	47
Somewhat likely	15%	76
Somewhat unlikely	12%	59
Very unlikely	54%	270
Don't know	9%	45
Total	100%	497

Question 18C: Policy Question 3		
How frequently, if at all, would you watch Hanover County Board of Supervisors' meetings if they were available on the Internet?	Percent of respondents	Count
Never	44%	222
Once a year	14%	72
Twice a year	12%	58
3 to 5 times a year	14%	68
6 to 11 times a year	6%	28
Once a month	6%	30
Every meeting	5%	23
Total	100%	501

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	26%	128
Yes, full-time	65%	325
Yes, part-time	10%	48
Total	100%	502

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	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	9%
Walk	1%
Bicycle	0%
Work at home	6%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Hanover County?	Percent of respondents	Count
Less than 2 years	6%	30
2 to 5 years	18%	90
6 to 10 years	17%	86
11 to 20 years	20%	103
More than 20 years	39%	198
Total	100%	507

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	86%	435
House attached to one or more houses (e.g., a duplex or townhome)	2%	12
Building with two or more apartments or condominiums	10%	52
Mobile home	1%	5
Other	1%	3
Total	100%	507

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	19%	94
Owned by you or someone in this house with a mortgage or free and clear	81%	399
Total	100%	494

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%	38
\$300 to \$599 per month	10%	49
\$600 to \$999 per month	17%	81
\$1,000 to \$1,499 per month	30%	148
\$1,500 to \$2,499 per month	27%	133
\$2,500 or more per month	8%	41
Total	100%	490

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	54%	272
Yes	46%	234
Total	100%	506

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	79%	394
Yes	21%	106
Total	100%	500

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	12%	56
\$25,000 to \$49,999	18%	87
\$50,000 to \$99,999	37%	182
\$100,000 to \$149,000	21%	102
\$150,000 or more	12%	60
Total	100%	487

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	488
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	9
Total	100%	497

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	2%	8
Asian, Asian Indian or Pacific Islander	1%	3
Black or African American	6%	32
White	91%	459
Other	2%	8
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	5%	24
25 to 34 years	20%	101
35 to 44 years	19%	94
45 to 54 years	24%	122
55 to 64 years	16%	79
65 to 74 years	10%	50
75 years or older	6%	30
Total	100%	502

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	259
Male	48%	239
Total	100%	498

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	34
Yes	92%	461
Ineligible to vote	1%	6
Don't know	0%	2
Total	100%	503

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	10%	52
Yes	88%	442
Ineligible to vote	2%	8
Don't know	0%	2
Total	100%	504

APPENDIX B: SURVEY METHODOLOGY

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

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

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 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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Chairman of the Board of Supervisors inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. 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 four weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Thirty-seven of the postcards were returned as undeliverable because they either had incorrect addresses or were received by vacant housing units. Of the 1,163 households receiving the survey mailings, 514 completed the survey, providing a response rate of 44%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

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

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 that may affect sample findings. 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.

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. Also, the unique identifiers of the mail and web surveys were compared and any duplicate IDs were removed from the dataset. In the end, nine surveys were removed from the dataset as duplicates.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey estimates. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the County’s population. 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 age, gender, housing tenure (rent or own), ethnicity and race. 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 correct 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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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*	Unweighted Data	Weighted Data
Housing			
Rent home	19%	10%	19%
Own home	81%	90%	81%
Detached unit	90%	92%	87%
Attached unit	10%	8%	13%
Race and Ethnicity			
White alone, not Hispanic	87%	91%	89%
Hispanic and/or other race	13%	9%	11%
Sex and Age			
Female	51%	54%	52%
Male	49%	46%	48%
18-34 years of age	27%	7%	25%
35-54 years of age	43%	40%	43%
55+ years of age	30%	53%	32%
Females 18-34	13%	5%	13%
Females 35-54	22%	24%	22%
Females 55+	16%	26%	17%
Males 18-34	14%	3%	13%
Males 35-54	21%	16%	21%
Males 55+	14%	27%	14%

* Source: United States Census Bureau, American Community Survey, 2006 estimates

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 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 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, 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 (states in the southern region of the United 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 are available, Hanover results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Hanover's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

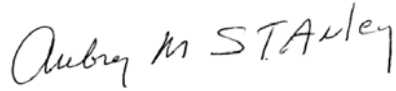
APPENDIX C: SURVEY MATERIALS

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,

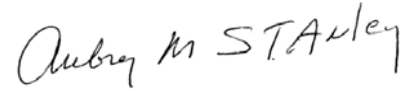


Aubrey M. Stanley
Chairman, Board of Supervisors

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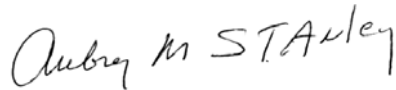


Aubrey M. Stanley
Chairman, Board of Supervisors

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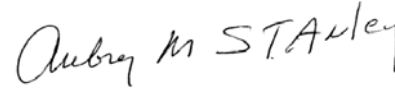


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Chairman, Board of Supervisors

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Sincerely,



Aubrey M. Stanley
Chairman, Board of Supervisors



Hanover County
PO Box 470
7497 County Complex Road
Hanover, VA 23069

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



Hanover County
PO Box 470
7497 County Complex Road
Hanover, VA 23069

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



Hanover County
PO Box 470
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US Postage
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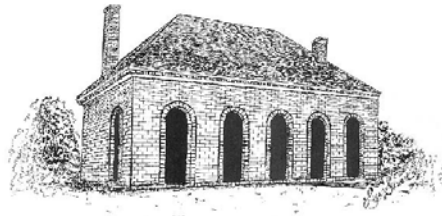
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MECHANICSVILLE DISTRICT

CHARLES D. MCGHEE
HENRY DISTRICT

ROBERT R. SETLIFF
CHICKAHOMINY DISTRICT

G. E. "ED" VIA, III
ASHLAND DISTRICT

ELTON J. WADE, SR.
COLD HARBOR DISTRICT



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HANOVER COUNTY

ESTABLISHED IN 1720

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MARILYN J. BLAKE
ASSISTANT COUNTY ADMINISTRATOR

P.O. Box 470, HANOVER, VA 23069
WWW.CO.HANOVER.VA.US

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

January 2009

Dear Hanover County Resident:

Hanover County wants to know what you think about our community and municipal government. You have been randomly selected to participate in Hanover County's 2009 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 Hanover County Board 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 (in English only), if you would prefer, at:
<http://www.n-r-c.com/survey/hanover.htm>. To complete the survey online, you will need to enter the special code printed in the upper right corner of this letter.

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. Thank you for your time and participation.

Sincerely,

Aubrey M. Stanley
Chairman, Board of Supervisors

BOARD OF SUPERVISORS

AUBREY M. STANLEY, CHAIRMAN
BEAVERDAM DISTRICT

JOHN E. GORDON, JR., VICE-CHAIRMAN
SOUTH ANNA DISTRICT

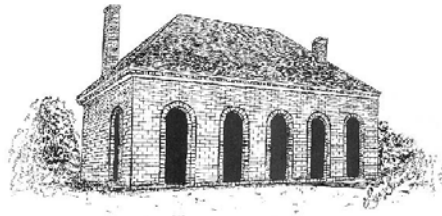
DEBORAH B. COATS
MECHANICSVILLE DISTRICT

CHARLES D. MCGHEE
HENRY DISTRICT

ROBERT R. SETLIFF
CHICKAHOMINY DISTRICT

G. E. "ED" VIA, III
ASHLAND DISTRICT

ELTON J. WADE, SR.
COLD HARBOR DISTRICT



HANOVER COURTHOUSE

HANOVER COUNTY

ESTABLISHED IN 1720

CECIL R. HARRIS, JR.
COUNTY ADMINISTRATOR

JOHN H. HODGES
DEPUTY COUNTY ADMINISTRATOR

JOSEPH P. CASEY
DEPUTY COUNTY ADMINISTRATOR

MARILYN J. BLAKE
ASSISTANT COUNTY ADMINISTRATOR

P.O. BOX 470, HANOVER, VA 23069
WWW.CO.HANOVER.VA.US

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

January 2009

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 municipal 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 County Council 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 (in English only), if you would prefer, at:
<http://www.n-r-c.com/survey/hanover.htm>. To complete the survey online, you will need to enter the special code printed in the upper right corner of this letter.

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. Thank you for your time and participation.

Sincerely,

Aubrey M. Stanley
Chairman, Board of Supervisors

Hanover County 2009 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
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
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. During the past twelve months, were you or anyone in your household the victim of any crime?

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

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

- No
 Yes
 Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Hanover County public libraries or their services	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood 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 (Hanover Review)	1	2	3	4	5
Visited the Hanover County Web site (at 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

10. 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
 Once a month
 Several times a year
 Once a year or less
 Never

Hanover County 2009 Citizen Survey

11. 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
Snow removal on County roads and highways	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	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
Power (electric and/or gas) utility	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
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

12. 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

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

- No → Go to Question 15 Yes → Go to Question 14

14. 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

15. 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
The job Hanover County government does at listening to citizens.....	1	2	3	4	5

16. 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

17. 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

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

a. Which resources do you rely on to get local government information about Hanover County?

Please check all that apply:

- Hanover County Website
- Hanover Review (Newsletter)
- Richmond Times Dispatch
- Mechanicsville Local
- Herald Progress
- Radio Broadcasts
- Special mailings
- Television news
- Word of mouth
- Public meetings
- Other resources

b. If Park & Ride commuter lots were available in Ashland and Mechanicsville for transport to major employment centers, how likely or unlikely would you be to use them?

- Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know

c. How frequently, if at all, would you watch Hanover County Board of Supervisors' meetings if they were available on the Internet?

- Never
- Once a year
- Twice a year
- 3 to 5 times a year
- 6 to 11 times a year
- Once a month
- Every meeting

Hanover County 2009 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
- 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
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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



Hanover County
PO Box 470
7497 County Complex Road
Hanover, VA 23069

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