

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Hanover County, VA

Dashboard Summary of Findings

2014



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Hanover County’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Hanover County’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Mobility within the pillar or Governance and General ratings within the pillar of Participation had ratings higher than in comparison communities. All other ratings were strong and similar to communities across the nation. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	11	37	3	2	32	1	3	28	3
General	2	5	0	0	3	0	2	1	0
Safety	1	2	0	1	6	0	0	3	0
Mobility	2	2	3	1	0	0	0	1	1
Natural Environment	0	3	0	0	3	0	0	3	0
Built Environment	1	4	0	0	5	1	0	2	0
Economy	2	6	0	0	1	0	0	2	1
Recreation and Wellness	1	6	0	0	4	0	0	4	1
Education and Enrichment	2	4	0	0	2	0	0	3	0
Community Engagement	0	5	0	0	8	0	1	9	0

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	89%	Customer service	↓	↔	83%	Recommend Hanover County	↔	↑	96%
	Overall quality of life	↔	↔	93%	Services provided by Hanover County	↔	↔	84%	Remain in Hanover County	↔	↑	93%
	Place to retire	↓	↔	79%	Services provided by the Federal Government	↔	↔	26%	Contacted Hanover County employees	↔	↔	47%
	Place to raise children	↔	↑	94%								
	Place to live	↔	↔	96%								
	Neighborhood	↔	↔	91%								
Safety	Overall image	↔	↑	88%								
	Overall feeling of safety	*	↑	96%	Police	↔	↔	90%	Was NOT the victim of a crime	↔	↔	91%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↔	↑	87%	Did NOT report a crime	*	↔	85%
	Safe downtown/commercial area	↔	↔	97%	Fire	↔	↔	96%	Stocked supplies for an emergency	*	↔	43%
					Fire prevention	↔	↔	87%				
					Ambulance/EMS	↔	↔	95%				
Mobility					Emergency preparedness	↓	↔	63%				
					Animal control	↔	↔	68%				
	Traffic flow	↑	↔	62%	Traffic enforcement	↔	↑	81%	Carpooled instead of driving alone	*	↔	42%
	Travel by car	↑	↑	82%					Walked or biked instead of driving	*	↓↓	31%
	Travel by bicycle	↔	↓	31%								
	Ease of walking	↔	↓	41%								
Natural Environment	Overall ease travel	*	↔	84%								
	Public parking	*	↑	82%								
	Paths and walking trails	↔	↓	36%								
	Overall natural environment	↔	↔	86%	Drinking water	↔	↔	80%	Recycled at home	↑	↔	76%
	Air quality	↔	↔	88%	Open space	↓	↔	61%	Conserved water	*	↔	77%
	Cleanliness	↔	↔	86%	Natural areas preservation	↔	↔	59%	Made home more energy efficient	*	↔	74%
Built Environment												
	New development in Hanover County	↓	↔	58%	Sewer services	↔	↔	80%	NOT experiencing housing cost stress	↔	↔	70%
	Affordable quality housing	↔	↔	59%	Storm drainage	↓	↔	58%	Did NOT observe a code violation	*	↔	58%
	Housing options	↑	↑	77%	Utility billing	↑	↔	71%				
	Overall built environment	*	↔	64%	Land use, planning and zoning	↓	↔	45%				
	Public places	*	↔	65%	Code enforcement	↔	↔	48%				
					Cable television	↓	↓	40%				

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↑	78%	Economic development	↔	↔	60%	Economy will have positive impact on income	↑	↔	19%
	Shopping opportunities	↔	↔	58%					Purchased goods or services in Hanover County	*	↔	98%
	Employment opportunities	↔	↔	42%					Work in Hanover County	*	↓	30%
	Place to visit	*	↔	72%								
	Cost of living	*	↑	61%								
	Vibrant downtown/commercial area	*	↔	34%								
	Place to work	↓	↔	66%								
Recreation and Wellness	Business and services	↓	↔	66%								
	Fitness opportunities	*	↔	57%	County parks	↓	↔	71%	In very good to excellent health	*	↔	61%
	Recreational opportunities	↔	↔	61%	Recreation centers	↓	↔	62%	Used Hanover County recreation centers	↔	↔	54%
	Health care	↔	↑	76%	Recreation programs	↓	↔	69%	Visited a County park	↓	↓	66%
	Food	↔	↔	77%	Health services	↔	↔	75%	Ate 5 portions of fruits and vegetables	*	↔	84%
	Mental health care	*	↔	59%					Participated in moderate or vigorous physical activity	*	↔	87%
	Health and wellness	*	↔	66%								
Education and Enrichment	Preventive health services	↔	↔	75%								
	K-12 education	↔	↑	88%	Public libraries	↔	↔	85%	Used Hanover County public libraries	↓	↔	64%
	Cultural/arts/music activities	↔	↔	55%	Special events	*	↔	62%	Participated in religious or spiritual activities	↔	↔	56%
	Child care/preschool	↑	↑	73%					Attended a County-sponsored event	*	↔	44%
	Religious or spiritual events and activities	↔	↔	84%								
	Adult education	*	↔	57%								
Community Engagement	Overall education and enrichment	*	↔	79%								
	Opportunities to participate in community matters	↔	↔	68%	Public information	↔	↔	76%	Sense of community	↓	↔	77%
	Opportunities to volunteer	↔	↔	79%	Overall direction	↓	↔	62%	Voted in local elections	↑	↑	92%
	Openness and acceptance	↓	↔	56%	Value of services for taxes paid	↔	↔	66%	Talked to or visited with neighbors	*	↔	91%
	Social events and activities	↓	↔	55%	Welcoming citizen involvement	↓	↔	51%	Attended a local public meeting	↔	↔	24%
	Neighborliness	*	↔	70%	Confidence in County government	*	↔	57%	Participated in a club	↔	↔	26%
					Acting in the best interest of Hanover County	*	↔	55%	Campaigned for an issue, cause or candidate	*	↔	20%
					Being honest	*	↔	55%	Contacted Hanover County elected officials	*	↔	15%
					Treating all residents fairly	*	↔	60%	Read or watched local news	*	↔	92%
								Done a favor for a neighbor	*	↔	87%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available