

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

**Hanover County, VA**  
Comparisons by Geographic Subgroups  
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. This report discusses differences in opinion of survey respondents by District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Districts are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (371 completed surveys). For each District (Ashland, Beavertown, Chickahominy, Cold Harbor, Henry, Mechanicsville, or South Anna), the margin of error rises to approximately + or -15% since sample sizes were approximately 48 for Ashland, 68 for Beavertown, 63 for Chickahominy, 49 for Cold Harbor, 41 for Henry, 57 for Mechanicsville, and 45 for South Anna.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
The overall quality of life in Hanover County	93%	97%	86%	98%	89%	92%	93%	93%
Overall image or reputation of Hanover County	90%	86%	87%	90%	90%	87%	84%	88%
Hanover County as a place to live	98%	99%	97%	97%	97%	88%	94%	96%
Your neighborhood as a place to live	96%	99%	92%	93%	85%	82%	89%	91%
Hanover County as a place to raise children	94%	97%	93%	95%	94%	94%	92%	94%
Hanover County as a place to retire	83%	86%	66%	79%	80%	79%	80%	79%
Overall appearance of Hanover County	97%	81%	94%	97%	84%	77%	91%	89%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall feeling of safety in Hanover County	98%	97%	98%	94%	95%	94%	94%	96%
In your neighborhood during the day	100%	98%	100%	94%	96%	92%	98%	97%
In Hanover County's downtown/commercial areas during the day	100%	96%	98%	97%	89%	99%	95%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall ease of getting to the places you usually have to visit	93%	82%	86%	85%	80%	71%	92%	84%
Traffic flow on major streets	87%	72%	65%	38%	56%	47%	73%	62%
Ease of public parking	90%	74%	86%	84%	88%	69%	86%	82%
Ease of travel by car in Hanover County	90%	84%	84%	66%	94%	76%	88%	82%
Ease of travel by bicycle in Hanover County	52%	34%	12%	29%	27%	36%	30%	31%
Ease of walking in Hanover County	59%	36%	29%	47%	37%	36%	46%	41%
Availability of paths and walking trails	48%	46%	19%	40%	20%	42%	42%	36%

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Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Quality of overall natural environment in Hanover County	97%	84%	82%	90%	88%	78%	90%	86%
Air quality	90%	88%	90%	89%	89%	77%	96%	88%
Cleanliness of Hanover County	92%	81%	90%	95%	81%	76%	86%	86%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	72%	66%	56%	75%	66%	58%	52%	64%
Public places where people want to spend time	72%	64%	63%	63%	60%	67%	66%	65%
Variety of housing options	77%	68%	85%	80%	66%	79%	79%	77%
Availability of affordable quality housing	61%	56%	67%	58%	47%	62%	58%	59%
Overall quality of new development in Hanover County	72%	50%	45%	67%	71%	49%	61%	58%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall economic health of Hanover County	91%	66%	66%	89%	69%	87%	81%	78%
Hanover County as a place to work	67%	71%	67%	66%	66%	63%	58%	66%
Hanover County as a place to visit	71%	78%	61%	70%	69%	83%	75%	72%
Employment opportunities	46%	23%	46%	50%	59%	37%	37%	42%
Shopping opportunities	56%	52%	55%	67%	67%	54%	56%	58%
Cost of living in Hanover County	67%	48%	65%	62%	58%	62%	64%	61%
Overall quality of business and service establishments in Hanover County	80%	67%	55%	73%	61%	58%	67%	66%
Vibrant downtown/commercial area	47%	37%	30%	31%	29%	30%	37%	34%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Health and wellness opportunities in Hanover County	74%	66%	60%	75%	65%	60%	62%	66%
Fitness opportunities (including exercise classes and paths or trails, etc.)	70%	50%	53%	62%	55%	62%	37%	57%
Recreational opportunities	72%	54%	48%	71%	47%	76%	52%	61%
Availability of affordable quality food	86%	69%	69%	76%	82%	89%	69%	77%
Availability of affordable quality health care	74%	65%	75%	80%	82%	89%	63%	76%
Availability of preventive health services	78%	55%	77%	83%	79%	90%	58%	75%
Availability of affordable quality mental health care	64%	43%	52%	65%	69%	72%	28%	59%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall opportunities for education and enrichment	88%	70%	78%	79%	79%	83%	76%	79%
Availability of affordable quality child care/preschool	77%	51%	72%	80%	84%	73%	77%	73%
K-12 education	87%	77%	87%	96%	87%	95%	88%	88%
Adult educational opportunities	60%	47%	60%	66%	47%	72%	38%	57%
Opportunities to attend cultural/arts/music activities	66%	49%	50%	59%	51%	67%	41%	55%
Opportunities to participate in religious or spiritual events and activities	82%	75%	83%	91%	78%	93%	88%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Opportunities to participate in social events and activities	71%	51%	37%	58%	52%	68%	54%	55%
Opportunities to volunteer	92%	76%	70%	79%	64%	90%	79%	79%
Opportunities to participate in community matters	74%	67%	55%	77%	56%	78%	71%	68%
Openness and acceptance of the community toward people of diverse backgrounds	61%	49%	56%	68%	51%	49%	64%	56%
Neighborliness of residents in Hanover County	80%	65%	70%	72%	70%	64%	68%	70%

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Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Hanover County	88%	77%	84%	96%	77%	85%	77%	84%
The value of services for the taxes paid to Hanover County	82%	63%	70%	58%	58%	71%	55%	66%
The overall direction that Hanover County is taking	70%	63%	54%	62%	72%	58%	59%	62%
The job Hanover County government does at welcoming citizen involvement	63%	46%	39%	52%	51%	63%	51%	51%
Overall confidence in Hanover County government	62%	49%	51%	59%	64%	65%	51%	57%
Generally acting in the best interest of the community	65%	55%	52%	56%	53%	55%	50%	55%
Being honest	61%	52%	50%	52%	55%	55%	67%	55%
Treating all residents fairly	60%	48%	63%	54%	65%	61%	71%	60%
Overall customer service by Hanover County employees (sheriff, receptionists, planners, etc.)	79%	71%	95%	93%	80%	74%	81%	83%
The Federal Government	53%	23%	18%	15%	30%	27%	20%	26%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Police/Sheriff services	90%	87%	88%	95%	90%	86%	96%	90%
Fire services	100%	90%	96%	100%	92%	95%	100%	96%
Ambulance or emergency medical services	100%	91%	94%	98%	89%	98%	95%	95%
Crime prevention	96%	88%	95%	90%	73%	81%	78%	87%
Fire prevention and education	96%	84%	92%	89%	73%	87%	84%	87%
Animal control	69%	60%	56%	76%	70%	72%	77%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	55%	59%	74%	56%	65%	52%	63%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Traffic enforcement	80%	77%	88%	84%	78%	80%	75%	81%

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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Drinking water	84%	91%	78%	88%	74%	63%	93%	80%
Preservation of natural areas such as open space, farmlands and greenbelts	57%	66%	49%	63%	69%	51%	59%	59%
Hanover County open space	61%	66%	52%	72%	75%	48%	62%	61%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Storm drainage	67%	49%	53%	75%	63%	48%	54%	58%
Sewer services	79%	84%	77%	88%	74%	79%	91%	80%
Utility billing	81%	73%	62%	82%	66%	64%	72%	71%
Land use, planning and zoning	40%	36%	33%	61%	57%	47%	48%	45%
Code enforcement (weeds, abandoned buildings, etc.)	65%	43%	33%	55%	44%	60%	37%	48%
Cable television	47%	24%	39%	42%	35%	48%	33%	40%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Economic development	80%	48%	44%	75%	56%	63%	55%	60%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
County parks	80%	70%	57%	82%	65%	75%	66%	71%
Recreation programs or classes	75%	64%	58%	78%	61%	80%	62%	69%
Recreation centers or facilities	63%	55%	57%	67%	53%	77%	56%	62%
Health services	87%	58%	67%	90%	76%	86%	55%	75%

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Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Public library services	95%	87%	75%	83%	77%	99%	77%	85%
County-sponsored special events	59%	57%	43%	77%	72%	72%	58%	62%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Public information services	84%	70%	65%	78%	75%	86%	73%	76%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Sense of community	83%	79%	78%	73%	73%	80%	72%	77%
Recommend living in Hanover County to someone who asks	97%	100%	97%	91%	93%	99%	94%	96%
Remain in Hanover County for the next five years	93%	99%	91%	92%	96%	89%	96%	93%
Contacted Hanover County (in-person, phone, email or web) for help or information	39%	56%	58%	42%	39%	41%	52%	47%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Was NOT the victim of a crime	97%	94%	88%	85%	88%	88%	97%	91%
Did NOT report a crime	96%	84%	82%	78%	79%	82%	94%	85%
Stocked supplies in preparation for an emergency	37%	55%	49%	43%	25%	42%	43%	43%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Walked or biked instead of driving	57%	34%	39%	10%	30%	25%	18%	31%
Carpooled with other adults or children instead of driving alone	42%	34%	54%	30%	43%	49%	35%	42%

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Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Recycle at home	84%	83%	76%	60%	60%	78%	89%	76%
Made efforts to make your home more energy efficient	75%	79%	84%	67%	76%	63%	76%	74%
Made efforts to conserve water	76%	80%	78%	64%	75%	85%	84%	77%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
NOT under housing cost stress	62%	83%	74%	70%	71%	66%	59%	70%
Did NOT observe a code violation	65%	60%	58%	38%	63%	67%	60%	58%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Purchase goods or services from a business located in Hanover County	98%	98%	99%	97%	97%	100%	100%	98%
Economy will have positive impact on income	22%	25%	14%	13%	30%	9%	26%	19%
Work in Hanover County	33%	36%	33%	31%	20%	19%	31%	30%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Used Hanover County recreation centers or their services	57%	56%	48%	63%	49%	44%	62%	54%
Visited a neighborhood park or County park	67%	64%	64%	80%	72%	58%	59%	66%
Eat at least 5 portions of fruits and vegetables a day	85%	90%	81%	84%	79%	87%	80%	84%
Participate in moderate or vigorous physical activity	94%	88%	82%	84%	94%	83%	90%	87%
Reported being in "very good" or "excellent" health	68%	55%	65%	53%	53%	70%	58%	61%

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Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Used Hanover County public libraries or their services	81%	67%	63%	53%	59%	57%	63%	64%
Participated in religious or spiritual activities in Hanover County	64%	72%	44%	54%	52%	55%	52%	56%
Attended a County-sponsored event	36%	51%	38%	46%	58%	46%	37%	44%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Campaigned or advocated for an issue, cause or candidate	17%	26%	17%	15%	15%	26%	26%	20%
Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	13%	22%	6%	14%	18%	14%	22%	15%
Volunteered your time to some group/activity in Hanover County	41%	41%	45%	37%	29%	39%	53%	41%
Participated in a club	14%	38%	23%	26%	31%	24%	32%	26%
Talked to or visited with your immediate neighbors	83%	96%	88%	95%	91%	92%	97%	91%
Done a favor for a neighbor	82%	92%	89%	81%	90%	82%	95%	87%
Attended a local public meeting	36%	28%	22%	17%	19%	19%	32%	24%
Read or watch local news (via television, paper, computer, etc.)	98%	91%	92%	92%	88%	86%	96%	92%
Vote in local elections	91%	96%	94%	83%	90%	90%	100%	92%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Overall feeling of safety in Hanover County	90%	82%	88%	99%	87%	98%	82%	90%
Overall ease of getting to the places you usually have to visit	80%	77%	78%	77%	82%	95%	57%	79%
Quality of overall natural environment in Hanover County	80%	82%	88%	85%	77%	82%	68%	82%
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	74%	68%	93%	83%	75%	77%	54%	77%
Health and wellness opportunities in Hanover County	78%	69%	75%	87%	74%	78%	60%	75%
Overall opportunities for education and enrichment	90%	85%	79%	87%	89%	88%	68%	84%
Overall economic health of Hanover County	94%	91%	93%	99%	84%	91%	78%	91%
Sense of community	78%	70%	84%	84%	85%	80%	62%	78%

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Table 29: Information Sources

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County Government and its activities, events and services: (Percent rating as "major" or "minor source").	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
The County newsletter ("The Hanover Review")	80%	92%	79%	88%	81%	88%	85%	85%
Media outlets (e.g., newspapers, local television, radio)	94%	96%	93%	98%	95%	99%	79%	94%
County email bulletins - HAN (sign-up available on web site)	44%	70%	42%	64%	42%	58%	54%	53%
The County website (www.hanovercounty.gov )	76%	81%	77%	80%	82%	76%	76%	78%
County social media (Facebook or Twitter)	41%	48%	40%	63%	49%	47%	38%	47%
Non-County social media (blogs, organization postings, etc.)	37%	53%	33%	53%	34%	48%	37%	42%
Contact with County officials	54%	80%	48%	54%	67%	71%	58%	61%
Word of mouth	90%	86%	80%	83%	89%	89%	86%	86%

Table 30: Hanover County Priorities

Please indicate how important, if at all, it is for Hanover County to address each of the following issues over the next five years: (Percent rating as "essential" or "very important").	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Growth	74%	85%	89%	81%	89%	76%	65%	80%
Economic/business development (e.g., job growth, commercial investment)	81%	82%	89%	87%	92%	77%	68%	83%
Public safety services	84%	81%	93%	99%	87%	89%	77%	88%
Public schools	94%	87%	92%	99%	97%	98%	86%	94%
Transportation (e.g., road networks, traffic)	87%	76%	83%	94%	85%	96%	70%	85%
Diversity of housing opportunities	48%	45%	45%	55%	63%	70%	27%	51%
Public transportation (bus line access)	53%	34%	29%	16%	42%	47%	18%	34%

Table 31: Ambulance Transport Fees

Hanover County currently charges a user fee for EMS services (ambulance transport). This fee is typically covered by individual health insurance policies or by the user. These fees generate about \$2 million per year for the County. Please indicate if you support or oppose each of the following options: (Percent rating as "support").	District							Overall
	Ashland	Beaverdam	Chickahominy	Cold Harbor	Henry	Mechanicsville	South Anna	
Continue charging a fee for service	80%	74%	80%	88%	81%	67%	81%	79%
Stop charging for ambulance transport and offset the loss of revenues with general taxes	19%	28%	23%	13%	33%	34%	27%	25%