THE NCS™

The National Citizen Survey™

Hanover County, VA

Technical Appendices

2014

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Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

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	53%	N=193	43%	N=158	4%	N=15	0%	N=0	100%	N=367
Your neighborhood as a place to live	48%	N=177	43%	N=156	7%	N=26	2%	N=7	100%	N=365
Hanover County as a place to raise children	52%	N=180	42%	N=145	5%	N=18	0%	N=1	100%	N=344
Hanover County as a place to work	26%	N=71	39%	N=106	26%	N=70	8%	N=22	100%	N=267
Hanover County as a place to visit	27%	N=95	45%	N=156	22%	N=76	6%	N=22	100%	N=348
Hanover County as a place to retire	35%	N=108	44%	N=134	13%	N=41	8%	N=24	100%	N=307
The overall quality of life in Hanover County	37%	N=136	55%	N=202	7%	N=27	0%	N=0	100%	N=366

Table 2: Question 2

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Hanover County	43%	N=159	53%	N=195	3%	N=11	1%	N=5	100%	N=369
Overall ease of getting to the places you usually have to visit	33%	N=120	51%	N=189	12%	N=45	4%	N=14	100%	N=368
Quality of overall natural environment in Hanover County	32%	N=115	55%	N=200	12%	N=42	2%	N=8	100%	N=366
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	18%	N=66	45%	N=165	29%	N=106	7%	N=26	100%	N=364
Health and wellness opportunities in Hanover County	21%	N=74	45%	N=157	33%	N=115	1%	N=4	100%	N=350
Overall opportunities for education and enrichment	31%	N=109	48%	N=167	18%	N=61	4%	N=12	100%	N=349
Overall economic health of Hanover County	22%	N=74	57%	N=194	21%	N=71	1%	N=3	100%	N=343
Sense of community	26%	N=94	51%	N=183	19%	N=67	4%	N=14	100%	N=357
Overall image or reputation of Hanover County	34%	N=125	53%	N=194	11%	N=41	1%	N=3	100%	N=363

Table 3: Question 3

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	67%	N=244	29%	N=106	2%	N=9	2%	N=6	100%	N=364
Remain in Hanover County for the next five years	72%	N=263	21%	N=77	4%	N=16	2%	N=8	100%	N=364

Table 4: Question 4

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	79%	N=290	18%	N=67	3%	N=10	0%	N=1	0%	N=0	100%	N=368
In Hanover County's downtown/commercial areas during the day	59%	N=204	38%	N=130	2%	N=7	1%	N=3	0%	N=1	100%	N=345

Table 5: Question 5

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	10%	N=36	52%	N=192	30%	N=110	8%	N=29	100%	N=367
Ease of public parking	20%	N=69	62%	N=210	15%	N=50	4%	N=12	100%	N=340
Ease of travel by car in Hanover County	24%	N=87	58%	N=212	15%	N=54	3%	N=10	100%	N=362
Ease of travel by bicycle in Hanover County	8%	N=20	23%	N=57	39%	N=96	30%	N=73	100%	N=245
Ease of walking in Hanover County	10%	N=32	31%	N=95	34%	N=105	25%	N=79	100%	N=310
Availability of paths and walking trails	9%	N=26	28%	N=81	38%	N=110	26%	N=76	100%	N=293
Air quality	30%	N=106	58%	N=207	11%	N=41	1%	N=2	100%	N=356
Cleanliness of Hanover County	24%	N=88	62%	N=230	13%	N=47	1%	N=4	100%	N=368
Overall appearance of Hanover County	23%	N=86	66%	N=242	9%	N=33	2%	N=7	100%	N=368
Public places where people want to spend time	14%	N=47	51%	N=178	30%	N=103	5%	N=18	100%	N=345
Variety of housing options	21%	N=69	57%	N=190	19%	N=63	4%	N=13	100%	N=335
Availability of affordable quality housing	14%	N=44	46%	N=147	35%	N=114	5%	N=17	100%	N=321
Fitness opportunities (including exercise classes and paths or trails, etc.)	13%	N=43	43%	N=142	36%	N=119	7%	N=23	100%	N=328
Recreational opportunities	17%	N=59	44%	N=150	36%	N=123	4%	N=13	100%	N=345
Availability of affordable quality food	21%	N=78	56%	N=203	18%	N=66	5%	N=18	100%	N=364
Availability of affordable quality health care	21%	N=71	55%	N=189	20%	N=70	4%	N=13	100%	N=342
Availability of preventive health services	18%	N=57	57%	N=180	22%	N=69	3%	N=10	100%	N=315
Availability of affordable quality mental health care	12%	N=24	47%	N=91	29%	N=57	12%	N=24	100%	N=197

Table 6: Question 6

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 child care/preschool	25%	N=53	49%	N=106	21%	N=46	5%	N=11	100%	N=217
K-12 education	41%	N=127	47%	N=146	10%	N=32	1%	N=4	100%	N=309
Adult educational opportunities	9%	N=21	48%	N=107	36%	N=81	6%	N=14	100%	N=223
Opportunities to attend cultural/arts/music activities	9%	N=27	46%	N=144	35%	N=107	10%	N=32	100%	N=311
Opportunities to participate in religious or spiritual events and activities	31%	N=99	54%	N=174	14%	N=44	2%	N=6	100%	N=323
Employment opportunities	5%	N=13	37%	N=98	45%	N=118	13%	N=33	100%	N=263
Shopping opportunities	13%	N=48	45%	N=163	36%	N=130	6%	N=23	100%	N=364
Cost of living in Hanover County	9%	N=31	52%	N=183	36%	N=127	3%	N=11	100%	N=353
Overall quality of business and service establishments in Hanover County	13%	N=48	52%	N=185	31%	N=110	3%	N=11	100%	N=354
Vibrant downtown/commercial area	3%	N=8	32%	N=105	43%	N=143	22%	N=74	100%	N=331
Overall quality of new development in Hanover County	8%	N=26	50%	N=162	34%	N=111	7%	N=24	100%	N=322
Opportunities to participate in social events and activities	9%	N=29	46%	N=149	35%	N=114	10%	N=32	100%	N=324
Opportunities to volunteer	21%	N=58	58%	N=163	19%	N=53	2%	N=7	100%	N=280
Opportunities to participate in community matters	14%	N=41	54%	N=160	28%	N=82	4%	N=13	100%	N=296
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=35	45%	N=138	29%	N=90	14%	N=44	100%	N=307
Neighborliness of residents in Hanover County	22%	N=78	48%	N=168	26%	N=91	4%	N=14	100%	N=352

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=84	77%	N=284	100%	N=368
Made efforts to make your home more energy efficient	26%	N=94	74%	N=272	100%	N=365
Observed a code violation or other hazard in Hanover County	58%	N=213	42%	N=152	100%	N=366
Household member was a victim of a crime in Hanover County	91%	N=330	9%	N=34	100%	N=364
Reported a crime to the police in Hanover County	85%	N=310	15%	N=57	100%	N=367
Stocked supplies in preparation for an emergency	57%	N=210	43%	N=159	100%	N=368
Campaigned or advocated for an issue, cause or candidate	80%	N=293	20%	N=75	100%	N=367
Contacted Hanover County (in-person, phone, email or web) for help or information	53%	N=194	47%	N=175	100%	N=368
Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	85%	N=314	15%	N=54	100%	N=368

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Hanover County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Hanover County recreation centers or their services	6%	N=22	14%	N=52	34%	N=124	46%	N=170	100%	N=367
Visited a neighborhood park or County park	7%	N=27	19%	N=69	40%	N=147	34%	N=124	100%	N=367
Used Hanover County public libraries or their services	8%	N=31	25%	N=92	30%	N=110	36%	N=134	100%	N=367
Participated in religious or spiritual activities in Hanover County	17%	N=61	22%	N=78	18%	N=64	44%	N=159	100%	N=363
Attended a County-sponsored event	1%	N=2	2%	N=9	41%	N=150	56%	N=206	100%	N=367
Carpooled with other adults or children instead of driving alone	11%	N=39	15%	N=56	16%	N=57	58%	N=212	100%	N=364
Walked or biked instead of driving	5%	N=20	7%	N=26	19%	N=68	69%	N=251	100%	N=365
Volunteered your time to some group/activity in Hanover County	10%	N=35	11%	N=40	20%	N=74	59%	N=217	100%	N=366
Participated in a club	3%	N=12	8%	N=29	15%	N=56	74%	N=271	100%	N=368
Talked to or visited with your immediate neighbors	40%	N=148	29%	N=108	22%	N=82	9%	N=32	100%	N=369
Done a favor for a neighbor	20%	N=72	29%	N=105	39%	N=142	13%	N=49	100%	N=368

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=7	22%	N=82	76%	N=277	100%	N=366

Table 10: Question 10

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	42%	N=140	48%	N=159	9%	N=29	1%	N=4	100%	N=332
Fire services	51%	N=152	45%	N=135	4%	N=11	0%	N=1	100%	N=298
Ambulance or emergency medical services	50%	N=144	45%	N=129	5%	N=13	0%	N=1	100%	N=288
Crime prevention	35%	N=103	52%	N=154	11%	N=32	3%	N=8	100%	N=297
Fire prevention and education	33%	N=85	54%	N=141	10%	N=26	3%	N=7	100%	N=260
Traffic enforcement	28%	N=87	53%	N=165	16%	N=50	3%	N=11	100%	N=312
Storm drainage	12%	N=34	46%	N=131	33%	N=93	9%	N=24	100%	N=283
Drinking water	26%	N=80	54%	N=164	17%	N=52	3%	N=10	100%	N=306

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Total	
Sewer services	21%	N=51	60%	N=148	18%	N=45	1%	N=3	100%	N=247
Utility billing	16%	N=47	56%	N=163	24%	N=70	5%	N=14	100%	N=294
County parks	23%	N=71	48%	N=151	26%	N=81	3%	N=9	100%	N=313
Recreation programs or classes	17%	N=41	51%	N=124	28%	N=67	4%	N=9	100%	N=242
Recreation centers or facilities	14%	N=35	47%	N=117	34%	N=84	4%	N=10	100%	N=247
Land use, planning and zoning	7%	N=20	38%	N=103	37%	N=101	18%	N=50	100%	N=274
Code enforcement (weeds, abandoned buildings, etc.)	9%	N=20	39%	N=89	39%	N=89	13%	N=30	100%	N=229
Animal control	15%	N=43	52%	N=145	25%	N=70	7%	N=20	100%	N=277
Economic development	8%	N=24	51%	N=148	35%	N=101	6%	N=16	100%	N=289
Health services	20%	N=57	55%	N=154	24%	N=66	1%	N=3	100%	N=280
Public library services	35%	N=107	50%	N=151	12%	N=38	3%	N=8	100%	N=304
Public information services	17%	N=43	59%	N=154	20%	N=53	4%	N=11	100%	N=261
Cable television	9%	N=28	30%	N=91	27%	N=82	33%	N=99	100%	N=300
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	N=23	53%	N=122	27%	N=63	10%	N=22	100%	N=231
Preservation of natural areas such as open space, farmlands and greenbelts	13%	N=39	46%	N=138	29%	N=87	13%	N=38	100%	N=302
Hanover County open space	14%	N=41	48%	N=144	32%	N=95	7%	N=22	100%	N=302
County-sponsored special events	11%	N=27	51%	N=127	31%	N=77	7%	N=18	100%	N=249
Overall customer service by Hanover County employees (sheriff, receptionists, planners, etc.)	26%	N=82	57%	N=180	15%	N=48	2%	N=7	100%	N=317

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
Hanover County	24%	N=84	60%	N=209	15%	N=53	1%	N=3	100%	N=347
The Federal Government	6%	N=21	20%	N=65	38%	N=124	36%	N=119	100%	N=330

Table 12: Question 12

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	14%	N=46	52%	N=175	30%	N=100	4%	N=14	100%	N=337
The overall direction that Hanover County is taking	11%	N=37	51%	N=170	31%	N=104	7%	N=24	100%	N=336
The job Hanover County government does at welcoming citizen involvement	13%	N=35	39%	N=107	38%	N=104	11%	N=31	100%	N=277
Overall confidence in Hanover County government	12%	N=39	45%	N=147	35%	N=116	8%	N=26	100%	N=328
Generally acting in the best interest of the community	14%	N=43	42%	N=133	34%	N=110	11%	N=34	100%	N=319
Being honest	14%	N=40	41%	N=121	35%	N=103	10%	N=29	100%	N=293
Treating all residents fairly	13%	N=39	47%	N=140	31%	N=94	9%	N=28	100%	N=302

Table 13: Question 13

Please rate how important, if at all, you think it is for the Hanover County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Hanover County	54%	N=199	36%	N=130	10%	N=37	0%	N=0	100%	N=366
Overall ease of getting to the places you usually have to visit	28%	N=102	51%	N=187	19%	N=69	2%	N=8	100%	N=366
Quality of overall natural environment in Hanover County	30%	N=107	52%	N=189	17%	N=63	1%	N=4	100%	N=363
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	27%	N=98	50%	N=182	22%	N=79	2%	N=6	100%	N=366

Please rate how important, if at all, you think it is for the Hanover County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Health and wellness opportunities in Hanover County	25%	N=89	51%	N=185	22%	N=81	2%	N=9	100%	N=364
Overall opportunities for education and enrichment	46%	N=166	38%	N=140	14%	N=52	2%	N=6	100%	N=365
Overall economic health of Hanover County	47%	N=170	44%	N=162	8%	N=29	1%	N=4	100%	N=364
Sense of community	26%	N=96	52%	N=190	20%	N=71	2%	N=9	100%	N=366

Table 14: Question 14

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:	Major source		Minor source		Not a source		Total	
The County newsletter ("The Hanover Review")	33%	N=119	52%	N=186	15%	N=55	100%	N=360
Media outlets (e.g., newspapers, local television, radio)	59%	N=211	35%	N=127	6%	N=22	100%	N=360
County email bulletins - HAN (sign-up available on web site)	16%	N=56	38%	N=134	47%	N=165	100%	N=355
The County website (www.hanovercounty.gov)	37%	N=131	41%	N=147	22%	N=78	100%	N=356
County social media (Facebook or Twitter)	15%	N=54	32%	N=113	53%	N=190	100%	N=356
Non-County social media (blogs, organization postings, etc.)	8%	N=30	34%	N=121	58%	N=205	100%	N=356
Contact with County officials	23%	N=82	38%	N=138	39%	N=140	100%	N=360
Word of mouth	43%	N=155	43%	N=155	14%	N=52	100%	N=362

Table 15: Question 15

Please indicate how important, if at all, it is for Hanover County to address each of the following issues over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Growth	48%	N=173	33%	N=117	14%	N=52	5%	N=19	100%	N=361
Economic/business development (e.g., job growth, commercial investment)	44%	N=159	39%	N=141	14%	N=50	3%	N=12	100%	N=362
Public safety services	47%	N=169	41%	N=149	10%	N=36	2%	N=7	100%	N=360
Public schools	64%	N=231	29%	N=105	5%	N=18	1%	N=5	100%	N=360
Transportation (e.g., road networks, traffic)	41%	N=146	45%	N=161	12%	N=45	2%	N=8	100%	N=361
Diversity of housing opportunities	18%	N=64	33%	N=120	32%	N=115	17%	N=63	100%	N=362
Public transportation (bus line access)	15%	N=56	19%	N=69	30%	N=110	35%	N=128	100%	N=363

Table 16: Question 16

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 whether you support or oppose each of the following options:	Support		Oppose		Total	
Continue charging a fee for service	79%	N=278	21%	N=76	100%	N=353
Stop charging for ambulance transport and offset the loss of revenues with general taxes	25%	N=82	75%	N=249	100%	N=332

Table 17: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	14%	N=52	10%	N=35	21%	N=77	18%	N=63	37%	N=132	100%	N=359
Purchase goods or services from a business located in Hanover County	1%	N=4	0%	N=2	17%	N=60	62%	N=225	19%	N=69	100%	N=360
Eat at least 5 portions of fruits and vegetables a day	3%	N=12	13%	N=46	39%	N=141	32%	N=114	13%	N=47	100%	N=359
Participate in moderate or vigorous physical activity	1%	N=5	11%	N=40	38%	N=136	35%	N=125	15%	N=53	100%	N=360

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	7%	N=25	17%	N=60	35%	N=126	40%	N=144	100%	N=360
Vote in local elections	4%	N=16	4%	N=14	9%	N=33	20%	N=72	63%	N=225	100%	N=360

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=71
Very good	41%	N=149
Good	32%	N=116
Fair	6%	N=20
Poor	1%	N=4
Total	100%	N=361

Table 19: Question D3

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	Number
Very positive	3%	N=11
Somewhat positive	16%	N=56
Neutral	52%	N=185
Somewhat negative	25%	N=91
Very negative	4%	N=15
Total	100%	N=358

Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	65%	N=232
Working part time for pay	8%	N=31
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=10
Fully retired	21%	N=75
Total	100%	N=359

Table 21: Question D5

Do you work inside the boundaries of Hanover County?	Percent	Number
Yes, outside the home	22%	N=75
Yes, from home	8%	N=27
No	70%	N=243
Total	100%	N=345

Table 22: Question D6

How many years have you lived in Hanover County?	Percent	Number
Less than 2 years	6%	N=22
2 to 5 years	13%	N=46
6 to 10 years	16%	N=56
11 to 20 years	21%	N=77
More than 20 years	44%	N=159
Total	100%	N=360

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=322
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=33
Mobile home	1%	N=2
Other	1%	N=3
Total	100%	N=360

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=63
Owned	82%	N=294
Total	100%	N=357

Table 25: Question D9

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	Number
Less than $300 per month	6%	N=20
$300 to $599 per month	14%	N=47
$600 to $999 per month	17%	N=59
$1,000 to $1,499 per month	23%	N=79
$1,500 to $2,499 per month	33%	N=113
$2,500 or more per month	7%	N=25
Total	100%	N=343

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=215
Yes	40%	N=143
Total	100%	N=358

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=257
Yes	28%	N=101
Total	100%	N=359

Table 28: Question D12

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	Number
Less than $25,000	6%	N=22
$25,000 to $49,999	23%	N=77
$50,000 to $99,999	36%	N=124
$100,000 to $149,999	21%	N=72
$150,000 or more	14%	N=48
Total	100%	N=343

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	100%	N=356
Yes, I consider myself to be Spanish, Hispanic or Latino	0%	N=1
Total	100%	N=357

Table 30: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=5
Asian, Asian Indian or Pacific Islander	2%	N=6
Black or African American	9%	N=33
White	89%	N=315
Other	1%	N=4

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=66
35 to 44 years	17%	N=61
45 to 54 years	25%	N=90
55 to 64 years	14%	N=52
65 to 74 years	13%	N=45
75 years or older	9%	N=33
Total	100%	N=358

Table 32: Question D16

What is your sex?	Percent	Number
Female	52%	N=185
Male	48%	N=172
Total	100%	N=357

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	50%	N=181
Land line	29%	N=105
Both	21%	N=75
Total	100%	N=361

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 34: Question 1

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	53%	N=193	43%	N=158	4%	N=15	0%	N=0	0%	N=0	100%	N=367
Your neighborhood as a place to live	48%	N=177	42%	N=156	7%	N=26	2%	N=7	0%	N=2	100%	N=367
Hanover County as a place to raise children	49%	N=180	40%	N=145	5%	N=18	0%	N=1	6%	N=21	100%	N=366
Hanover County as a place to work	19%	N=71	29%	N=106	19%	N=70	6%	N=22	27%	N=98	100%	N=366
Hanover County as a place to visit	26%	N=95	43%	N=156	21%	N=76	6%	N=22	5%	N=16	100%	N=365
Hanover County as a place to retire	30%	N=108	37%	N=134	11%	N=41	7%	N=24	15%	N=56	100%	N=363
The overall quality of life in Hanover County	37%	N=136	55%	N=202	7%	N=27	0%	N=0	0%	N=1	100%	N=367

Table 35: Question 2

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Hanover County	43%	N=159	53%	N=195	3%	N=11	1%	N=5	0%	N=0	100%	N=369
Overall ease of getting to the places you usually have to visit	33%	N=120	51%	N=189	12%	N=45	4%	N=14	0%	N=0	100%	N=368
Quality of overall natural environment in Hanover County	31%	N=115	54%	N=200	11%	N=42	2%	N=8	1%	N=3	100%	N=368
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	18%	N=66	45%	N=165	29%	N=106	7%	N=26	1%	N=4	100%	N=367
Health and wellness opportunities in Hanover County	20%	N=74	43%	N=157	31%	N=115	1%	N=4	5%	N=17	100%	N=367
Overall opportunities for education and enrichment	30%	N=109	46%	N=167	17%	N=61	3%	N=12	5%	N=17	100%	N=366
Overall economic health of Hanover County	20%	N=74	53%	N=194	19%	N=71	1%	N=3	7%	N=24	100%	N=366
Sense of community	26%	N=94	50%	N=183	18%	N=67	4%	N=14	2%	N=8	100%	N=365
Overall image or reputation of Hanover County	34%	N=125	53%	N=194	11%	N=41	1%	N=3	1%	N=2	100%	N=366

Table 36: Question 3

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	67%	N=244	29%	N=106	2%	N=9	2%	N=6	1%	N=3	100%	N=367
Remain in Hanover County for the next five years	71%	N=263	21%	N=77	4%	N=16	2%	N=8	1%	N=3	100%	N=367

Table 37: Question 4

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	79%	N=290	18%	N=67	3%	N=10	0%	N=1	0%	N=0	0%	N=1	100%	N=369
In Hanover County's downtown/commercial areas during the day	56%	N=204	36%	N=130	2%	N=7	1%	N=3	0%	N=1	6%	N=20	100%	N=365

Table 38: Question 5

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	10%	N=36	52%	N=192	30%	N=110	8%	N=29	1%	N=2	100%	N=369
Ease of public parking	19%	N=69	57%	N=210	13%	N=50	3%	N=12	8%	N=28	100%	N=368
Ease of travel by car in Hanover County	24%	N=87	58%	N=212	15%	N=54	3%	N=10	1%	N=3	100%	N=365
Ease of travel by bicycle in Hanover County	5%	N=20	15%	N=57	26%	N=96	20%	N=73	33%	N=123	100%	N=367
Ease of walking in Hanover County	9%	N=32	26%	N=95	29%	N=105	22%	N=79	15%	N=56	100%	N=366
Availability of paths and walking trails	7%	N=26	22%	N=81	30%	N=110	21%	N=76	19%	N=70	100%	N=363
Air quality	29%	N=106	56%	N=207	11%	N=41	1%	N=2	3%	N=12	100%	N=368
Cleanliness of Hanover County	24%	N=88	62%	N=230	13%	N=47	1%	N=4	0%	N=1	100%	N=369
Overall appearance of Hanover County	23%	N=86	66%	N=242	9%	N=33	2%	N=7	0%	N=1	100%	N=369
Public places where people want to spend time	13%	N=47	48%	N=178	28%	N=103	5%	N=18	6%	N=24	100%	N=369
Variety of housing options	19%	N=69	52%	N=190	17%	N=63	4%	N=13	8%	N=31	100%	N=366
Availability of affordable quality housing	12%	N=44	40%	N=147	31%	N=114	5%	N=17	13%	N=47	100%	N=369
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	N=43	39%	N=142	32%	N=119	6%	N=23	11%	N=39	100%	N=367
Recreational opportunities	16%	N=59	41%	N=150	34%	N=123	3%	N=13	6%	N=22	100%	N=367
Availability of affordable quality food	21%	N=78	56%	N=203	18%	N=66	5%	N=18	0%	N=1	100%	N=365
Availability of affordable quality health care	19%	N=71	51%	N=189	19%	N=70	3%	N=13	7%	N=25	100%	N=367
Availability of preventive health services	15%	N=57	49%	N=180	19%	N=69	3%	N=10	14%	N=53	100%	N=368
Availability of affordable quality mental health care	6%	N=24	25%	N=91	16%	N=57	7%	N=24	47%	N=171	100%	N=368

Table 39: Question 6

Please rate each of the following characteristics as they relate to Hanover County as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	15%	N=53	29%	N=106	13%	N=46	3%	N=11	41%	N=148	100%	N=366
K-12 education	35%	N=127	40%	N=146	9%	N=32	1%	N=4	15%	N=56	100%	N=364
Adult educational opportunities	6%	N=21	29%	N=107	22%	N=81	4%	N=14	39%	N=142	100%	N=365
Opportunities to attend cultural/arts/music activities	7%	N=27	40%	N=144	30%	N=107	9%	N=32	14%	N=53	100%	N=363
Opportunities to participate in religious or spiritual events and activities	27%	N=99	47%	N=174	12%	N=44	2%	N=6	12%	N=43	100%	N=366
Employment opportunities	4%	N=13	27%	N=98	32%	N=118	9%	N=33	28%	N=103	100%	N=366
Shopping opportunities	13%	N=48	45%	N=163	36%	N=130	6%	N=23	0%	N=1	100%	N=365
Cost of living in Hanover County	9%	N=31	51%	N=183	35%	N=127	3%	N=11	2%	N=7	100%	N=360
Overall quality of business and service establishments in Hanover County	13%	N=48	51%	N=185	30%	N=110	3%	N=11	3%	N=10	100%	N=364
Vibrant downtown/commercial area	2%	N=8	29%	N=105	40%	N=143	21%	N=74	8%	N=28	100%	N=360
Overall quality of new development in Hanover County	7%	N=26	45%	N=162	31%	N=111	7%	N=24	11%	N=39	100%	N=361
Opportunities to participate in social events and activities	8%	N=29	41%	N=149	31%	N=114	9%	N=32	12%	N=43	100%	N=367
Opportunities to volunteer	16%	N=58	45%	N=163	14%	N=53	2%	N=7	24%	N=86	100%	N=367
Opportunities to participate in community matters	11%	N=41	44%	N=160	23%	N=82	4%	N=13	18%	N=65	100%	N=361
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=35	38%	N=138	25%	N=90	12%	N=44	15%	N=56	100%	N=363
Neighborliness of residents in Hanover County	22%	N=78	46%	N=168	25%	N=91	4%	N=14	3%	N=11	100%	N=363

Table 40: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	23%	N=84	77%	N=284	100%	N=368
Made efforts to make your home more energy efficient	26%	N=94	74%	N=272	100%	N=365
Observed a code violation or other hazard in Hanover County	58%	N=213	42%	N=152	100%	N=366
Household member was a victim of a crime in Hanover County	91%	N=330	9%	N=34	100%	N=364
Reported a crime to the police in Hanover County	85%	N=310	15%	N=57	100%	N=367
Stocked supplies in preparation for an emergency	57%	N=210	43%	N=159	100%	N=368
Campaigned or advocated for an issue, cause or candidate	80%	N=293	20%	N=75	100%	N=367
Contacted Hanover County (in-person, phone, email or web) for help or information	53%	N=194	47%	N=175	100%	N=368
Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	85%	N=314	15%	N=54	100%	N=368

Table 41: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Hanover County?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Hanover County recreation centers or their services	6%	N=22	14%	N=52	34%	N=124	46%	N=170	100%	N=367
Visited a neighborhood park or County park	7%	N=27	19%	N=69	40%	N=147	34%	N=124	100%	N=367
Used Hanover County public libraries or their services	8%	N=31	25%	N=92	30%	N=110	36%	N=134	100%	N=367
Participated in religious or spiritual activities in Hanover County	17%	N=61	22%	N=78	18%	N=64	44%	N=159	100%	N=363
Attended a County-sponsored event	1%	N=2	2%	N=9	41%	N=150	56%	N=206	100%	N=367
Carpooled with other adults or children instead of driving alone	11%	N=39	15%	N=56	16%	N=57	58%	N=212	100%	N=364
Walked or biked instead of driving	5%	N=20	7%	N=26	19%	N=68	69%	N=251	100%	N=365
Volunteered your time to some group/activity in Hanover County	10%	N=35	11%	N=40	20%	N=74	59%	N=217	100%	N=366
Participated in a club	3%	N=12	8%	N=29	15%	N=56	74%	N=271	100%	N=368
Talked to or visited with your immediate neighbors	40%	N=148	29%	N=108	22%	N=82	9%	N=32	100%	N=369
Done a favor for a neighbor	20%	N=72	29%	N=105	39%	N=142	13%	N=49	100%	N=368

Table 42: Question 9

Thinking about local public meetings (of local elected officials like Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=1	2%	N=7	22%	N=82	76%	N=277	100%	N=366

Table 43: Question 10

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	38%	N=140	44%	N=159	8%	N=29	1%	N=4	9%	N=34	100%	N=366
Fire services	42%	N=152	37%	N=135	3%	N=11	0%	N=1	18%	N=66	100%	N=365
Ambulance or emergency medical services	39%	N=144	35%	N=129	4%	N=13	0%	N=1	21%	N=77	100%	N=365
Crime prevention	28%	N=103	42%	N=154	9%	N=32	2%	N=8	18%	N=65	100%	N=362
Fire prevention and education	24%	N=85	39%	N=141	7%	N=26	2%	N=7	28%	N=102	100%	N=363
Traffic enforcement	24%	N=87	45%	N=165	14%	N=50	3%	N=11	14%	N=52	100%	N=364
Storm drainage	9%	N=34	36%	N=131	26%	N=93	7%	N=24	22%	N=81	100%	N=364
Drinking water	22%	N=80	45%	N=164	14%	N=52	3%	N=10	16%	N=57	100%	N=363

Please rate the quality of each of the following services in Hanover County:	Excellent		Good		Fair		Poor		Don't know		Total	
Sewer services	14%	N=51	41%	N=148	12%	N=45	1%	N=3	32%	N=115	100%	N=362
Utility billing	13%	N=47	45%	N=163	19%	N=70	4%	N=14	19%	N=67	100%	N=361
County parks	20%	N=71	41%	N=151	22%	N=81	2%	N=9	14%	N=52	100%	N=365
Recreation programs or classes	11%	N=41	34%	N=124	19%	N=67	2%	N=9	33%	N=121	100%	N=363
Recreation centers or facilities	10%	N=35	33%	N=117	24%	N=84	3%	N=10	31%	N=110	100%	N=357
Land use, planning and zoning	6%	N=20	28%	N=103	28%	N=101	14%	N=50	24%	N=88	100%	N=362
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=20	25%	N=89	25%	N=89	8%	N=30	36%	N=127	100%	N=356
Animal control	12%	N=43	40%	N=145	19%	N=70	5%	N=20	23%	N=83	100%	N=361
Economic development	7%	N=24	41%	N=148	28%	N=101	4%	N=16	20%	N=73	100%	N=362
Health services	16%	N=57	43%	N=154	18%	N=66	1%	N=3	23%	N=81	100%	N=361
Public library services	29%	N=107	41%	N=151	10%	N=38	2%	N=8	17%	N=61	100%	N=365
Public information services	12%	N=43	43%	N=154	15%	N=53	3%	N=11	27%	N=95	100%	N=356
Cable television	8%	N=28	25%	N=91	23%	N=82	27%	N=99	17%	N=63	100%	N=363
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	N=23	34%	N=122	18%	N=63	6%	N=22	36%	N=130	100%	N=361
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=39	39%	N=138	24%	N=87	11%	N=38	15%	N=55	100%	N=357
Hanover County open space	11%	N=41	40%	N=144	27%	N=95	6%	N=22	16%	N=56	100%	N=358
County-sponsored special events	8%	N=27	36%	N=127	22%	N=77	5%	N=18	30%	N=106	100%	N=355
Overall customer service by Hanover County employees (sheriff, receptionists, planners, etc.)	23%	N=82	50%	N=180	13%	N=48	2%	N=7	13%	N=46	100%	N=363

Table 44: Question 11

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	23%	N=84	58%	N=209	15%	N=53	1%	N=3	4%	N=15	100%	N=362
The Federal Government	6%	N=21	18%	N=65	34%	N=124	33%	N=119	9%	N=31	100%	N=361

Table 45: Question 12

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	13%	N=46	48%	N=175	28%	N=100	4%	N=14	7%	N=27	100%	N=364
The overall direction that Hanover County is taking	10%	N=37	47%	N=170	29%	N=104	7%	N=24	7%	N=24	100%	N=360
The job Hanover County government does at welcoming citizen involvement	10%	N=35	29%	N=107	29%	N=104	8%	N=31	24%	N=87	100%	N=364
Overall confidence in Hanover County government	11%	N=39	41%	N=147	32%	N=116	7%	N=26	9%	N=31	100%	N=358
Generally acting in the best interest of the community	12%	N=43	37%	N=133	30%	N=110	9%	N=34	12%	N=42	100%	N=361
Being honest	11%	N=40	33%	N=121	28%	N=103	8%	N=29	19%	N=70	100%	N=363
Treating all residents fairly	11%	N=39	39%	N=140	26%	N=94	8%	N=28	17%	N=61	100%	N=363

Table 46: Question 13

Please rate how important, if at all, you think it is for the Hanover County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Hanover County	54%	N=199	36%	N=130	10%	N=37	0%	N=0	100%	N=366
Overall ease of getting to the places you usually have to visit	28%	N=102	51%	N=187	19%	N=69	2%	N=8	100%	N=366
Quality of overall natural environment in Hanover County	30%	N=107	52%	N=189	17%	N=63	1%	N=4	100%	N=363

Please rate how important, if at all, you think it is for the Hanover County community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	27%	N=98	50%	N=182	22%	N=79	2%	N=6	100%	N=366
Health and wellness opportunities in Hanover County	25%	N=89	51%	N=185	22%	N=81	2%	N=9	100%	N=364
Overall opportunities for education and enrichment	46%	N=166	38%	N=140	14%	N=52	2%	N=6	100%	N=365
Overall economic health of Hanover County	47%	N=170	44%	N=162	8%	N=29	1%	N=4	100%	N=364
Sense of community	26%	N=96	52%	N=190	20%	N=71	2%	N=9	100%	N=366

Table 47: Question 14

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:	Major source		Minor source		Not a source		Total	
The County newsletter ("The Hanover Review")	33%	N=119	52%	N=186	15%	N=55	100%	N=360
Media outlets (e.g., newspapers, local television, radio)	59%	N=211	35%	N=127	6%	N=22	100%	N=360
County email bulletins - HAN (sign-up available on web site)	16%	N=56	38%	N=134	47%	N=165	100%	N=355
The County website (www.hanovercounty.gov)	37%	N=131	41%	N=147	22%	N=78	100%	N=356
County social media (Facebook or Twitter)	15%	N=54	32%	N=113	53%	N=190	100%	N=356
Non-County social media (blogs, organization postings, etc.)	8%	N=30	34%	N=121	58%	N=205	100%	N=356
Contact with County officials	23%	N=82	38%	N=138	39%	N=140	100%	N=360
Word of mouth	43%	N=155	43%	N=155	14%	N=52	100%	N=362

Table 48: Question 15

Please indicate how important, if at all, it is for Hanover County to address each of the following issues over the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Growth	48%	N=173	33%	N=117	14%	N=52	5%	N=19	100%	N=361
Economic/business development (e.g., job growth, commercial investment)	44%	N=159	39%	N=141	14%	N=50	3%	N=12	100%	N=362
Public safety services	47%	N=169	41%	N=149	10%	N=36	2%	N=7	100%	N=360
Public schools	64%	N=231	29%	N=105	5%	N=18	1%	N=5	100%	N=360
Transportation (e.g., road networks, traffic)	41%	N=146	45%	N=161	12%	N=45	2%	N=8	100%	N=361
Diversity of housing opportunities	18%	N=64	33%	N=120	32%	N=115	17%	N=63	100%	N=362
Public transportation (bus line access)	15%	N=56	19%	N=69	30%	N=110	35%	N=128	100%	N=363

Table 49: Question 16

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 whether you support or oppose each of the following options:	Support		Oppose		Total	
Continue charging a fee for service	79%	N=278	21%	N=76	100%	N=353
Stop charging for ambulance transport and offset the loss of revenues with general taxes	25%	N=82	75%	N=249	100%	N=332

Table 50: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	14%	N=52	10%	N=35	21%	N=77	18%	N=63	37%	N=132	100%	N=359
Purchase goods or services from a business located in Hanover County	1%	N=4	0%	N=2	17%	N=60	62%	N=225	19%	N=69	100%	N=360
Eat at least 5 portions of fruits and vegetables a day	3%	N=12	13%	N=46	39%	N=141	32%	N=114	13%	N=47	100%	N=359
Participate in moderate or vigorous physical activity	1%	N=5	11%	N=40	38%	N=136	35%	N=125	15%	N=53	100%	N=360
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	7%	N=25	17%	N=60	35%	N=126	40%	N=144	100%	N=360
Vote in local elections	4%	N=16	4%	N=14	9%	N=33	20%	N=72	63%	N=225	100%	N=360

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	20%	N=71
Very good	41%	N=149
Good	32%	N=116
Fair	6%	N=20
Poor	1%	N=4
Total	100%	N=361

Table 52: Question D3

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	Number
Very positive	3%	N=11
Somewhat positive	16%	N=56
Neutral	52%	N=185
Somewhat negative	25%	N=91
Very negative	4%	N=15
Total	100%	N=358

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	65%	N=232
Working part time for pay	8%	N=31
Unemployed, looking for paid work	3%	N=11
Unemployed, not looking for paid work	3%	N=10
Fully retired	21%	N=75
Total	100%	N=359

Table 54: Question D5

Do you work inside the boundaries of Hanover County?	Percent	Number
Yes, outside the home	22%	N=75
Yes, from home	8%	N=27
No	70%	N=243
Total	100%	N=345

Table 55: Question D6

How many years have you lived in Hanover County?	Percent	Number
Less than 2 years	6%	N=22
2 to 5 years	13%	N=46
6 to 10 years	16%	N=56
11 to 20 years	21%	N=77
More than 20 years	44%	N=159
Total	100%	N=360

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=322
Building with two or more homes (duplex, townhome, apartment or condominium)	9%	N=33
Mobile home	1%	N=2
Other	1%	N=3
Total	100%	N=360

Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=63
Owned	82%	N=294
Total	100%	N=357

Table 58: Question D9

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	Number
Less than $300 per month	6%	N=20
$300 to $599 per month	14%	N=47
$600 to $999 per month	17%	N=59
$1,000 to $1,499 per month	23%	N=79
$1,500 to $2,499 per month	33%	N=113
$2,500 or more per month	7%	N=25
Total	100%	N=343

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=215
Yes	40%	N=143
Total	100%	N=358

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=257
Yes	28%	N=101
Total	100%	N=359

Table 61: Question D12

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	Number
Less than $25,000	6%	N=22
$25,000 to $49,999	23%	N=77
$50,000 to $99,999	36%	N=124
$100,000 to $149,999	21%	N=72
$150,000 or more	14%	N=48
Total	100%	N=343

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	100%	N=356
Yes, I consider myself to be Spanish, Hispanic or Latino	0%	N=1
Total	100%	N=357

Table 63: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=5
Asian, Asian Indian or Pacific Islander	2%	N=6
Black or African American	9%	N=33
White	89%	N=315
Other	1%	N=4

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=11
25 to 34 years	18%	N=66
35 to 44 years	17%	N=61
45 to 54 years	25%	N=90
55 to 64 years	14%	N=52
65 to 74 years	13%	N=45
75 years or older	9%	N=33
Total	100%	N=358

Table 65: Question D16

What is your sex?	Percent	Number
Female	52%	N=185
Male	48%	N=172
Total	100%	N=357

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	50%	N=181
Land line	29%	N=105
Both	21%	N=75
Total	100%	N=361

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. Hanover County chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern region).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Hanover County's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Hanover County's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Hanover County's rating to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

In that final column, Hanover County's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Hanover County residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

National Benchmark Comparisons

Table 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Hanover County	93%	94	375	Similar
Overall image or reputation of Hanover County	88%	60	282	Above
Hanover County as a place to live	96%	60	316	Similar
Your neighborhood as a place to live	91%	48	250	Similar
Hanover County as a place to raise children	94%	49	310	Above
Hanover County as a place to retire	79%	61	297	Similar
Overall appearance of Hanover County	89%	75	290	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Hanover County	96%	40	155	Above
	In your neighborhood during the day	97%	61	287	Similar
	In Hanover County's downtown/commercial area during the day	97%	101	246	Similar
Mobility	Overall ease of getting to the places you usually have to visit	84%	22	71	Similar
	Availability of paths and walking trails	36%	202	233	Below
	Ease of walking in Hanover County	41%	219	239	Below
	Ease of travel by bicycle in Hanover County	31%	216	246	Below
	Ease of travel by car in Hanover County	82%	32	243	Above
	Ease of public parking	82%	7	54	Above
	Traffic flow on major streets	62%	79	278	Similar
Natural Environment	Quality of overall natural environment in Hanover County	86%	60	228	Similar
	Cleanliness of Hanover County	86%	77	220	Similar
	Air quality	88%	40	206	Similar
Built Environment	Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	64%	32	67	Similar
	Overall quality of new development in Hanover County	58%	134	232	Similar
	Availability of affordable quality housing	59%	43	249	Similar
	Variety of housing options	77%	28	220	Above
	Public places where people want to spend time	65%	34	65	Similar
Economy	Overall economic health of Hanover County	78%	25	71	Above
	Vibrant downtown/commercial area	34%	44	64	Similar
	Overall quality of business and service establishments in Hanover County	66%	95	217	Similar
	Cost of living in Hanover County	61%	6	69	Above
	Shopping opportunities	58%	108	239	Similar
	Employment opportunities	42%	71	257	Similar
	Hanover County as a place to visit	72%	30	78	Similar
	Hanover County as a place to work	66%	105	286	Similar
Recreation and Wellness	Health and wellness opportunities in Hanover County	66%	38	67	Similar
	Availability of affordable quality mental health care	59%	24	61	Similar
	Availability of preventive health services	75%	49	180	Similar
	Availability of affordable quality health care	76%	39	212	Above
	Availability of affordable quality food	77%	40	179	Similar
	Recreational opportunities	61%	141	251	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	57%	52	67	Similar
Education and Enrichment	Overall opportunities for education and enrichment	79%	25	67	Similar
	Opportunities to participate in religious or spiritual events and activities	84%	55	172	Similar
	Opportunities to attend cultural/arts/music activities	55%	130	245	Similar
	Adult educational opportunities	57%	39	63	Similar
	K-12 education	88%	42	210	Above
	Availability of affordable quality child care/preschool	73%	11	212	Above
Community Engagement	Opportunities to participate in social events and activities	55%	136	205	Similar
	Neighborliness of Hanover County	70%	16	65	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	56%	174	238	Similar
	Opportunities to participate in community matters	68%	99	220	Similar
	Opportunities to volunteer	79%	92	218	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by Hanover County	84%	88	358	Similar
Overall customer service by Hanover County employees (police, receptionists, planners, etc.)	83%	133	293	Similar
Value of services for the taxes paid to Hanover County	66%	64	335	Similar
Overall direction that Hanover County is taking	62%	119	263	Similar
Job Hanover County government does at welcoming citizen involvement	51%	119	251	Similar
Overall confidence in Hanover County government	57%	29	70	Similar
Generally acting in the best interest of the community	55%	30	67	Similar
Being honest	55%	31	67	Similar
Treating all residents fairly	60%	27	67	Similar
Services provided by the Federal Government	26%	199	205	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	90%	58	353	Similar
	Fire services	96%	71	292	Similar
	Ambulance or emergency medical services	95%	59	279	Similar
	Crime prevention	87%	31	286	Above
	Fire prevention and education	87%	65	238	Similar
	Animal control	68%	113	268	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	141	231	Similar
Mobility	Traffic enforcement	81%	20	309	Above
Natural Environment	Drinking water	80%	87	270	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	59%	126	213	Similar
	Hanover County open space	61%	42	76	Similar
Built Environment	Storm drainage	58%	186	292	Similar
	Sewer services	80%	105	255	Similar
	Utility billing	71%	33	66	Similar
	Land use, planning and zoning	45%	151	241	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Code enforcement (weeds, abandoned buildings, etc.)	48%	155	291	Similar
	Cable television	40%	157	163	Below
Economy	Economic development	60%	65	233	Similar
Recreation and Wellness	County parks	71%	204	265	Similar
	Recreation programs or classes	69%	173	266	Similar
	Recreation centers or facilities	62%	158	224	Similar
	Health services	75%	47	161	Similar
Education and Enrichment	County-sponsored special events	62%	53	76	Similar
	Public library services	85%	156	280	Similar
Community Engagement	Public information services	76%	86	219	Similar

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	50	253	Similar
Recommend living in Hanover County to someone who asks	96%	26	226	Above
Remain in Hanover County for the next five years	93%	10	224	Above
Contacted Hanover County (in-person, phone, email or web) for help or information	47%	125	255	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	43%	19	61	Similar
	Did NOT report a crime to the police	85%	23	69	Similar
	Household member was NOT a victim of a crime	91%	79	225	Similar
Mobility	Carpooled with other adults or children instead of driving alone	42%	39	65	Similar
	Walked or biked instead of driving	31%	66	66	Much below
Natural Environment	Made efforts to conserve water	77%	47	63	Similar
	Made efforts to make your home more energy efficient	74%	49	64	Similar
	Recycle at home	76%	162	213	Similar
Built Environment	Did NOT observe a code violation or other hazard in Hanover County	58%	31	64	Similar
	NOT experiencing housing costs stress	70%	87	209	Similar
Economy	Purchase goods or services from a business located in Hanover County	98%	9	65	Similar
	Economy will have positive impact on income	19%	147	211	Similar
	Work inside boundaries of Hanover County	30%	53	65	Below
Recreation and Wellness	Used Hanover County recreation centers or their services	54%	123	189	Similar
	Visited a neighborhood park or County park	66%	216	221	Below
	Eat at least 5 portions of fruits and vegetables a day	84%	29	64	Similar
	Participate in moderate or vigorous physical activity	87%	24	64	Similar
	In very good to excellent health	61%	39	65	Similar
Education and Enrichment	Used Hanover County public libraries or their services	64%	137	194	Similar

	Participated in religious or spiritual activities in Hanover County	56%	62	168	Similar
	Attended County-sponsored event	44%	48	64	Similar
	Campaigned or advocated for an issue, cause or candidate	20%	35	64	Similar
	Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	15%	45	65	Similar
	Volunteered your time to some group/activity in Hanover County	41%	117	217	Similar
	Participated in a club	26%	119	191	Similar
	Talked to or visited with your immediate neighbors	91%	32	64	Similar
	Done a favor for a neighbor	87%	14	62	Similar
	Attended a local public meeting	24%	85	219	Similar
	Read or watch local news (via television, paper, computer, etc.)	92%	11	64	Similar
Community Engagement	Vote in local elections	92%	6	211	Above

Communities included in national comparisons

The communities included in Hanover County's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS 6,844
Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA 98,970
Albert Lea city, MN 18,016
Altoona city, IA 14,541
Ames city, IA 58,965
Andover CDP, MA 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI 113,934
Annapolis city, MD 38,394
Apple Valley town, CA 69,135
Arlington city, TX 365,438
Arlington County, VA 207,627
Arvada city, CO 106,433
Ashland city, OR 20,078
Ashland town, VA 7,225
Aspen city, CO 6,658
Auburn city, AL 53,380
Auburn city, WA 70,180
Aurora city, CO 325,078
Austin city, TX 790,390
Bainbridge Island city, WA 23,025
Baltimore city, MD 620,961
Baltimore County, MD 805,029
Battle Creek city, MI 52,347
Bay City city, MI 34,932
Baytown city, TX 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Beltrami County, MN 44,442
Benbrook city, TX 21,234
Bend city, OR 76,639
Benicia city, CA 26,997
Bettendorf city, IA 33,217
Billings city, MT 104,170
Blaine city, MN 57,186
Bloomfield Hills city, MI 3,869
Bloomington city, IL 76,610
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City, ID 205,671
Boonville city, MO 8,319
Boulder city, CO 97,385
Boulder County, CO 294,567
Bowling Green city, KY 58,067
Brentwood city, TN 37,060
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookfield city, WI 37,920
Brookline CDP, MA 58,732
Brookline town, NH 4,991
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Bryan city, TX 76,201
Burien city, WA 33,313
Burleson city, TX 36,690
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Canton city, SD 3,057
Cape Coral city, FL 154,305
Cape Girardeau city, MO 37,941
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Cartersville city, GA 19,731
Cary town, NC 135,234
Casa Grande city, AZ 48,571
Casper city, WY 55,316
Castine town, ME 1,366
Castle Pines North city, CO 10,360
Castle Rock town, CO 48,231
Cedar Falls city, IA 39,260
Cedar Rapids city, IA 126,326
Centennial city, CO 100,377
Centralia city, IL 13,032
Chambersburg borough, PA 20,268
Chandler city, AZ 236,123

Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chesterfield County, VA 316,236
Chippewa Falls city, WI 13,661
Citrus Heights city, CA 83,301
Clackamas County, OR 375,992
Clayton city, MO 15,939
Clearwater city, FL 107,685
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Collinsville city, IL 25,579
Columbia city, MO 108,500
Columbus city, WI 4,991
Commerce City city, CO 45,913
Concord city, CA 122,067
Concord town, MA 17,668
Conyers city, GA 15,195
Cookeville city, TN 30,435
Coon Rapids city, MN 61,476
Cooper City city, FL 28,547
Coronado city, CA 18,912
Corvallis city, OR 54,462
Cross Roads town, TX 1,563
Crystal Lake city, IL 40,743
Dade City city, FL 6,437
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Dardenne Prairie city, MO 11,494
Davenport city, IA 99,685
Davidson town, NC 10,944
Decatur city, GA 19,335
Delray Beach city, FL 60,522
Denison city, TX 22,682
Denver city, CO 600,158
Derby city, KS 22,158
Des Moines city, IA 203,433
Destin city, FL 12,305
Dewey-Humboldt town, AZ 3,894
Dorchester County, MD 32,618
Dothan city, AL 65,496
Douglas County, CO 285,465
Dover city, NH 29,987
Dublin city, OH 41,751
Duluth city, MN 86,265
Duncanville city, TX 38,524
East Baton Rouge Parish, LA 440,171
East Grand Forks city, MN 8,601
East Lansing city, MI 48,579
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Edgerton city, KS 1,671
Edina city, MN 47,941
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Paso city, TX 649,121
Elk Grove city, CA 153,015
Elk River city, MN 22,974
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Encinitas city, CA 59,518
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Fairview town, TX 7,248
Farmington Hills city, MI 79,740
Fayetteville city, NC 200,564
Fishers town, IN 76,794
Flagstaff city, AZ 65,870
Flower Mound town, TX 64,669
Flushing city, MI 8,389
Forest Grove city, OR 21,083
Fort Collins city, CO 143,986
Fort Smith city, AR 86,209
Fort Worth city, TX 741,206
Fountain Hills town, AZ 22,489
Franklin city, TN 62,487
Fredericksburg city, VA 24,286
Freeport CDP, ME 1,485
Freeport city, IL 25,638
Fremont city, CA 214,089
Friendswood city, TX 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gainesville city, FL 124,354
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Garden City city, KS 26,658
Gardner city, KS 19,123
Geneva city, NY 13,261
Georgetown city, TX 47,400
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Globe city, AZ 7,532
Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grand Island city, NE 48,520
Grass Valley city, CA 12,860
Greeley city, CO 92,889
Green Valley CDP, AZ 21,391
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Guilford County, NC 488,406
Gunnison County, CO 15,324
Hailey city, ID 7,960
Haines Borough, AK 2,508
Hallandale Beach city, FL 37,113
Hamilton city, OH 62,477
Hampton city, VA 137,436
Hanover County, VA 99,863
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hayward city, CA 144,186
Henderson city, NV 257,729
Hermiston city, OR 16,745
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Hillsborough town, NC 6,087
Holden town, MA 17,346
Holland city, MI 33,051
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Houston city, TX 2,099,451
Hudson city, OH 22,262
Hudson town, CO 2,356
Hudsonville city, MI 7,116
Huntersville town, NC 46,773

Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Hyattsville city, MD 17,557
Indian Trail town, NC 33,518
Indianola city, IA 14,782
Iowa City city, IA 67,862
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson City city, MO 43,079
Jefferson County, CO 534,543
Jefferson County, NY 116,229
Jerome city, ID 10,890
Johnson City city, TN 63,152
Johnson County, KS 544,179
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kennett Square borough, PA 6,072
Kirkland city, WA 48,787
La Mesa city, CA 57,065
La Plata town, MD 8,753
La Porte city, TX 33,800
La Vista city, NE 15,758
Lafayette city, CO 24,453
Laguna Beach city, CA 22,723
Laguna Hills city, CA 30,344
Laguna Niguel city, CA 62,979
Lake Oswego city, OR 36,619
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lane County, OR 351,715
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NV 583,756
Lawrence city, KS 87,643
League City city, TX 83,560
Lee County, FL 618,754
Lee's Summit city, MO 91,364
Lewis County, NY 27,087
Lewiston city, ME 36,592
Lincoln city, NE 258,379
Lindsborg city, KS 3,458
Littleton city, CO 41,737
Livermore city, CA 80,968
Lone Tree city, CO 10,218
Longmont city, CO 86,270
Longview city, TX 80,455
Los Alamos County, NM 17,950
Louisville city, CO 18,376
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Madison city, WI 233,209
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maple Valley city, WA 22,684
Maricopa County, AZ 3,817,117
Marin County, CA 252,409
Maryland Heights city, MO 27,472
McAllen city, TX 129,877
McDonough city, GA 22,084
McKinney city, TX 131,117
McMinnville city, OR 32,187
Mecklenburg County, NC 919,628
Medford city, OR 74,907
Menlo Park city, CA 32,026
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Merrill city, WI 9,661
Mesa city, AZ 439,041
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Mission Viejo city, CA 93,305
Modesto city, CA 201,165
Monterey city, CA 27,810
Montgomery County, MD 971,777
Montgomery County, VA 94,392
Montpelier city, VT 7,855
Monument town, CO 5,530
Mooresville town, NC 32,711
Morristown city, TN 29,137
Moscow city, ID 23,800
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Munster town, IN 23,603
Muscatine city, IA 22,886
Naperville city, IL 141,853
Needham CDP, MA 28,886
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hanover County, NC 202,667
New Orleans city, LA 343,829
Newport Beach city, CA 85,186
Newport city, RI 24,672
Newport News city, VA 180,719
Newton city, IA 15,254
Noblesville city, IN 51,969
Nogales city, AZ 20,837
Norfolk city, VA 242,803
Norman city, OK 110,925
North Las Vegas city, NV 216,961
Northglenn city, CO 35,789
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland Park city, FL 41,363
Oakley city, CA 35,432
Ogdensburg city, NY 11,128
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Otsego County, MI 24,164
Oviedo city, FL 33,342
Paducah city, KY 25,024
Palm Coast city, FL 75,180
Palm Springs city, CA 44,552
Palo Alto city, CA 64,403
Panama City city, FL 36,484
Papillion city, NE 18,894
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasadena city, CA 137,122

Pasco city, WA 59,781
Pasco County, FL 464,697
Peachtree City city, GA 34,364
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Peoria County, IL 186,494
Peters township, PA 21,213
Petoskey city, MI 5,670
Pflugerville city, TX 46,936
Phoenix city, AZ 1,445,632
Pinal County, AZ 375,770
Pinehurst village, NC 13,124
Piqua city, OH 20,522
Platte City city, MO 4,691
Plymouth city, MN 70,576
Pocatello city, ID 54,255
Polk County, IA 430,640
Port Huron city, MI 30,184
Port Orange city, FL 56,048
Port St. Lucie city, FL 164,603
Portland city, OR 583,776
Post Falls city, ID 27,574
Prince William County, VA 402,002
Provo city, UT 112,488
Pueblo city, CO 106,595
Purcellville town, VA 7,727
Queen Creek town, AZ 26,361
Radford city, VA 16,408
Radnor township, PA 31,531
Ramsey city, MN 23,668
Rapid City city, SD 67,956
Raymore city, MO 19,206
Redmond city, WA 54,144
Rehoboth Beach city, DE 1,327
Reno city, NV 225,221
Reston CDP, VA 58,404
Richmond city, CA 103,701
Richmond Heights city, MO 8,603
Rifle city, CO 9,172
River Falls city, WI 15,000
Riverdale city, UT 8,426
Riverside city, CA 303,871
Riverside city, MO 2,937
Rochester city, MI 12,711
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockford city, IL 152,871
Rockville city, MD 61,209
Rolla city, MO 19,559
Roswell city, GA 88,346
Round Rock city, TX 99,887
Royal Oak city, MI 57,236
Saco city, ME 18,482
Sahuarita town, AZ 25,259
Salida city, CO 5,236
Salt Lake City city, UT 186,440
Sammamish city, WA 45,780
San Antonio city, TX 1,327,407
San Carlos city, CA 28,406
San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Juan County, NM 130,044
San Marcos city, TX 44,894
San Rafael city, CA 57,713
Sandy Springs city, GA 93,853
Sanford city, FL 53,570
Sangamon County, IL 197,465
Santa Clarita city, CA 176,320
Santa Fe County, NM 144,170
Santa Monica city, CA 89,736
Sarasota County, FL 379,448
Savage city, MN 26,911
Savannah city, GA 136,286
Scarborough CDP, ME 4,403
Schaumburg village, IL 74,227
Scott County, MN 129,928
Scottsdale city, AZ 217,385
Seaside city, CA 33,025
SeaTac city, WA 26,909
Sevierville city, TN 14,807
Sheboygan city, WI 49,288
Shorewood city, MN 7,307
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snellville city, GA 18,242
South Lake Tahoe city, CA 21,403
South Portland city, ME 25,002
Southborough town, MA 9,767
Southlake city, TX 26,575
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Spring Hill city, KS 5,437
Springboro city, OH 17,409
Springfield city, OR 59,403
Springville city, UT 29,466
St. Charles city, IL 32,974
St. Cloud city, MN 65,842
St. Joseph city, MO 76,780
St. Louis County, MN 200,226
St. Louis Park city, MN 45,250
Stallings town, NC 13,831
State College borough, PA 42,034
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ 21,457
Sunnyvale city, CA 140,081
Surprise city, AZ 117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Temple city, TX 66,102
The Woodlands CDP, TX 93,847
Thornton city, CO 118,772
Thousand Oaks city, CA 126,683
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH 33,771
Urbandale city, IA 39,463
Vail town, CO 5,305
Vancouver city, WA 161,791
Ventura CCD, CA 111,889
Vestavia Hills city, AL 34,033
Virginia Beach city, VA 437,994
Wake Forest town, NC 30,117
Walnut Creek city, CA 64,173
Washington County, MN 238,136
Washoe County, NV 421,407
Watauga city, TX 23,497
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO 29,070

West Carrollton city, OH 13,143
West Chester borough, PA..... 18,461
West Des Moines city, IA..... 56,609
West Richland city, WA..... 11,811
Westerville city, OH..... 36,120
Westlake town, TX..... 992
Westminster city, CO.....106,114
Weston town, MA..... 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Whitewater township, MI..... 2,597
Wichita city, KS.....382,368
Williamsburg city, VA..... 14,068
Wilmington city, NC.....106,476
Wilsonville city, OR..... 19,509
Winchester city, VA 26,203
Windsor town, CO..... 18,644
Windsor town, CT 29,044
Winston-Salem city, NC 229,617
Winter Garden city, FL..... 34,568
Woodland city, CA..... 55,468
Woodland city, WA..... 5,509
Wrentham town, MA 10,955
Yakima city, WA..... 91,067
York County, VA..... 65,464
Yuma city, AZ 93,064

Southern Region Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Hanover County	93%	18	85	Similar
Overall image or reputation of Hanover County	88%	16	69	Higher
Hanover County as a place to live	96%	15	75	Higher
Your neighborhood as a place to live	91%	7	57	Higher
Hanover County as a place to raise children	94%	10	76	Higher
Hanover County as a place to retire	79%	21	70	Similar
Overall appearance of Hanover County	89%	14	72	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Hanover County	96%	8	36	Higher
	In your neighborhood during the day	97%	4	74	Similar
	In Hanover County's downtown/commercial area during the day	97%	18	61	Similar
Mobility	Overall ease of getting to the places you usually have to visit	84%	3	18	Similar
	Availability of paths and walking trails	36%	43	58	Lower
	Ease of walking in Hanover County	41%	50	62	Lower
	Ease of travel by bicycle in Hanover County	31%	47	62	Similar
	Ease of travel by car in Hanover County	82%	3	62	Higher
	Ease of public parking	82%	1	17	Higher
	Traffic flow on major streets	62%	12	70	Higher
Natural Environment	Quality of overall natural environment in Hanover County	86%	11	58	Similar
	Cleanliness of Hanover County	86%	14	54	Similar
	Air quality	88%	4	51	Higher
Built Environment	Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	64%	7	17	Similar
	Overall quality of new development in Hanover County	58%	36	62	Similar
	Availability of affordable quality housing	59%	10	62	Similar
	Variety of housing options	77%	4	55	Higher
	Public places where people want to spend time	65%	9	17	Similar
Economy	Overall economic health of Hanover County	78%	6	19	Higher
	Vibrant downtown/commercial area	34%	12	16	Lower
	Overall quality of business and service establishments in Hanover County	66%	26	54	Similar
	Cost of living in Hanover County	61%	1	17	Higher
	Shopping opportunities	58%	33	57	Similar
	Employment opportunities	42%	16	62	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Hanover County as a place to visit	72%	8	19	Similar
	Hanover County as a place to work	66%	19	70	Similar
Recreation and Wellness	Health and wellness opportunities in Hanover County	66%	10	17	Similar
	Availability of affordable quality mental health care	59%	6	15	Similar
	Availability of preventive health services	75%	10	48	Similar
	Availability of affordable quality health care	76%	6	54	Higher
	Availability of affordable quality food	77%	10	47	Similar
	Recreational opportunities	61%	30	58	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	57%	13	17	Similar
Education and Enrichment	Overall opportunities for education and enrichment	79%	6	17	Similar
	Opportunities to participate in religious or spiritual events and activities	84%	13	45	Similar
	Opportunities to attend cultural/arts/music activities	55%	33	61	Similar
	Adult educational opportunities	57%	12	17	Similar
	K-12 education	88%	7	55	Higher
	Availability of affordable quality child care/preschool	73%	5	53	Higher
Community Engagement	Opportunities to participate in social events and activities	55%	36	51	Similar
	Neighborliness of Hanover County	70%	5	18	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	56%	42	59	Similar
	Opportunities to participate in community matters	68%	19	58	Similar
	Opportunities to volunteer	79%	23	55	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by Hanover County	84%	13	83	Similar
Overall customer service by Hanover County employees (police, receptionists, planners, etc.)	83%	30	70	Similar
Value of services for the taxes paid to Hanover County	66%	13	81	Similar
Overall direction that Hanover County is taking	62%	24	59	Similar
Job Hanover County government does at welcoming citizen involvement	51%	30	61	Similar
Overall confidence in Hanover County government	57%	6	17	Similar
Generally acting in the best interest of the community	55%	8	17	Similar
Being honest	55%	8	17	Similar
Treating all residents fairly	60%	7	17	Similar
Services provided by the Federal Government	26%	51	52	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	90%	9	76	Similar
	Fire services	96%	8	63	Similar
	Ambulance or emergency medical services	95%	7	55	Similar
	Crime prevention	87%	5	72	Higher
	Fire prevention and education	87%	10	57	Similar
	Animal control	68%	15	42	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	39	57	Similar
Mobility	Traffic enforcement	81%	5	71	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Drinking water	80%	8	52	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	59%	26	52	Similar
	Hanover County open space	61%	8	18	Similar
Built Environment	Storm drainage	58%	41	72	Similar
	Sewer services	80%	13	48	Similar
	Utility billing	71%	7	14	Similar
	Land use, planning and zoning	45%	31	58	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	48%	36	75	Similar
	Cable television	40%	37	37	Lower
Economy	Economic development	60%	13	54	Similar
Recreation and Wellness	County parks	71%	48	62	Similar
	Recreation programs or classes	69%	36	61	Similar
	Recreation centers or facilities	62%	42	59	Similar
	Health services	75%	8	37	Similar
Education and Enrichment	County-sponsored special events	62%	17	23	Similar
	Public library services	85%	28	52	Similar
Community Engagement	Public information services	76%	17	61	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	77%	11	58	Similar
Recommend living in Hanover County to someone who asks	96%	4	58	Higher
Remain in Hanover County for the next five years	93%	3	56	Higher
Contacted Hanover County (in-person, phone, email or web) for help or information	47%	31	65	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	43%	10	17	Similar
	Did NOT report a crime to the police	85%	4	17	Similar
	Household member was NOT a victim of a crime	91%	15	54	Similar
Mobility	Carpooled with other adults or children instead of driving alone	42%	10	17	Similar
	Walked or biked instead of driving	31%	17	17	Much lower
Natural Environment	Made efforts to conserve water	77%	13	17	Similar
	Made efforts to make your home more energy efficient	74%	13	17	Similar
	Recycle at home	76%	37	56	Similar
Built Environment	Did NOT observe a code violation or other hazard in Hanover County	58%	9	17	Similar
	NOT experiencing housing costs stress	70%	10	56	Similar
Economy	Purchase goods or services from a business located in Hanover County	98%	3	17	Similar
	Economy will have positive impact on income	19%	39	56	Similar
	Work inside boundaries of Hanover County	30%	17	17	Lower
Recreation and Wellness	Used Hanover County recreation centers or their services	54%	32	53	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or County park	66%	57	59	Lower
	Eat at least 5 portions of fruits and vegetables a day	84%	7	17	Similar
	Participate in moderate or vigorous physical activity	87%	5	17	Similar
	In very good to excellent health	61%	11	17	Similar
Education and Enrichment	Used Hanover County public libraries or their services	64%	23	40	Similar
	Participated in religious or spiritual activities in Hanover County	56%	23	45	Similar
	Attended County-sponsored event	44%	14	16	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	20%	10	16	Similar
	Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	15%	12	16	Similar
	Volunteered your time to some group/activity in Hanover County	41%	32	56	Similar
	Participated in a club	26%	36	50	Similar
	Talked to or visited with your immediate neighbors	91%	8	17	Similar
	Done a favor for a neighbor	87%	4	17	Similar
	Attended a local public meeting	24%	26	56	Similar
	Read or watch local news (via television, paper, computer, etc.)	92%	3	17	Similar
	Vote in local elections	92%	1	55	Higher

Communities included in Southern region comparisons

The communities included in Hanover County's custom comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA..... 98,970
Annapolis city, MD 38,394
Arlington County, VA 207,627
Ashland town, VA..... 7,225
Auburn city, AL 53,380
Baltimore city, MD.....620,961
Baltimore County, MD 805,029
Bowling Green city, KY 58,067
Brentwood city, TN 37,060
Bristol city, TN 26,702
Cabarrus County, NC.....178,011
Cape Coral city, FL 154,305
Cartersville city, GA 19,731
Cary town, NC 135,234
Chapel Hill town, NC 57,233
Charlotte city, NC.....731,424
Charlotte County, FL 159,978
Charlottesville city, VA..... 43,475
Chesterfield County, VA.....316,236
Clearwater city, FL 107,685
College Park city, MD 30,413
Conyers city, GA 15,195
Cookeville city, TN 30,435
Cooper City city, FL..... 28,547
Dade City city, FL..... 6,437
Davidson town, NC..... 10,944
Decatur city, GA..... 19,335
Delray Beach city, FL..... 60,522
Destin city, FL..... 12,305
Dorchester County, MD 32,618
Dothan city, AL 65,496
Escambia County, FL.....297,619
Fayetteville city, NC.....200,564
Franklin city, TN..... 62,487
Fredericksburg city, VA..... 24,286
Gainesville city, FL 124,354
Gaithersburg city, MD..... 59,933
Greer city, SC 25,515
Guilford County, NC 488,406
Hallandale Beach city, FL..... 37,113
Hampton city, VA 137,436
Hanover County, VA..... 99,863
Harrisonburg city, VA 48,914
High Point city, NC 104,371
Hillsborough town, NC..... 6,087
Huntersville town, NC..... 46,773
Hyattsville city, MD 17,557
Indian Trail town, NC 33,518
James City County, VA 67,009
Johnson City city, TN..... 63,152
Jupiter town, FL..... 55,156
La Plata town, MD..... 8,753
Lee County, FL.....618,754
Lynchburg city, VA 75,568
McDonough city, GA..... 22,084
Mecklenburg County, NC 919,628

Miami Beach city, FL 87,779
Miami city, FL 399,457
Milford city, DE 9,559
Milton city, GA 32,661
Montgomery County, MD 971,777
Montgomery County, VA..... 94,392
Mooresville town, NC..... 32,711
Morristown city, TN 29,137
New Hanover County, NC 202,667
Newport News city, VA 180,719
Norfolk city, VA.....242,803
Oakland Park city, FL 41,363
Oviedo city, FL..... 33,342
Paducah city, KY 25,024
Palm Coast city, FL..... 75,180
Panama City city, FL..... 36,484
Parkland city, FL 23,962
Pasco County, FL 464,697
Peachtree City city, GA 34,364
Pinehurst village, NC 13,124
Port Orange city, FL 56,048
Port St. Lucie city, FL 164,603
Prince William County, VA.....402,002
Purcellville town, VA..... 7,727
Radford city, VA..... 16,408
Rehoboth Beach city, DE 1,327
Reston CDP, VA 58,404
Rock Hill city, SC..... 66,154
Rockville city, MD..... 61,209
Roswell city, GA 88,346
Sandy Springs city, GA 93,853
Sanford city, FL..... 53,570
Sarasota County, FL 379,448
Savannah city, GA.....136,286
Sevierville city, TN 14,807
Snellville city, GA 18,242
Stallings town, NC..... 13,831
Suwanee city, GA..... 15,355
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Vestavia Hills city, AL 34,033
Virginia Beach city, VA.....437,994
Wake Forest town, NC..... 30,117
Weddington town, NC 9,459
White House city, TN 10,255
Williamsburg city, VA..... 14,068
Wilmington city, NC.....106,476
Winchester city, VA 26,203
Winston-Salem city, NC 229,617
Winter Garden city, FL..... 34,568
York County, VA..... 65,464

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™) was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents.

Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. 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."

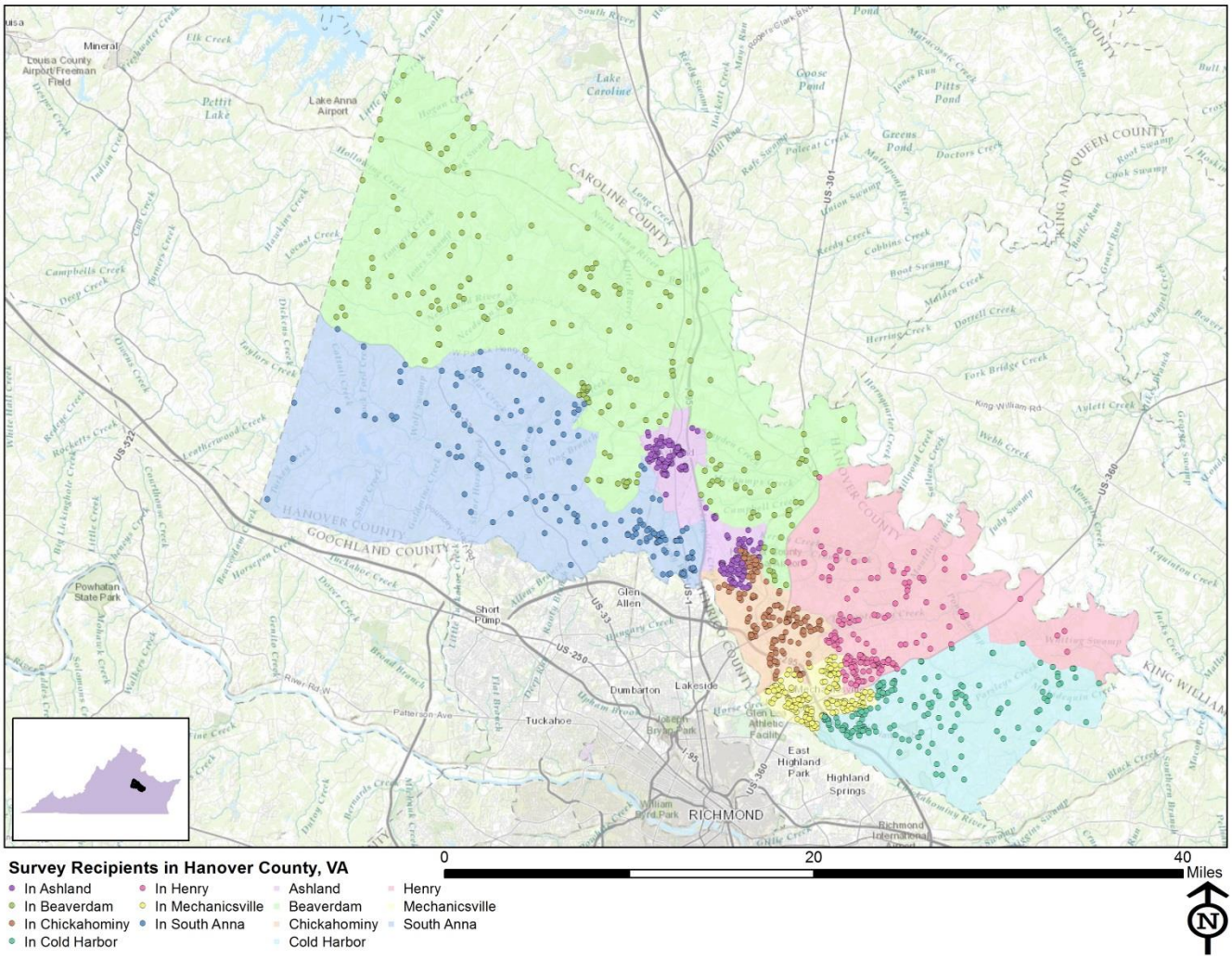
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the County of Hanover were eligible to participate in the survey. A list of all households was represented by a United States Postal Service listing of housing units within the zip codes serving Hanover County. Since some of the zip codes that serve the County of Hanover households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the County of Hanover boundaries were removed from consideration. Each address identified as being within County boundaries was further identified as being within one of the seven Districts.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

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.

Table 79: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning in August 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Chairman of the Hanover County Board of Supervisors inviting the household to participate, a questionnaire and 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 had already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

About 5% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,136 households that received the survey, 371 completed the survey, providing an overall response rate of 33%; average response rates for a mailed resident survey range from 25% to 40%. Of the 371 completed surveys, 26 were completed online. Additionally, responses were tracked by geographic areas; response rates by District ranged from 26% to 43%.

Table 80: Survey Response Rates by District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Ashland	198	11	187	48	26%
Beaverdam	188	9	179	68	38%
Chickahominy	153	7	146	63	43%
Cold Harbor	165	8	157	49	31%
Henry	154	10	144	41	28%
Mechanicsville	188	8	188	57	30%
South Anna	154	11	143	45	31%
Overall	1,200	64	1,144	371	32%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the Hanover County survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (371 completed surveys).

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

Survey Processing (Data Entry)

Upon receipt, completed surveys 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the County of Hanover. The primary objective of weighting

[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type, race and sex and age. The results of the weighting scheme are presented in the following table.

Table 81: Hanover County, VA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	18%	10%	18%
Own home	82%	90%	82%
Detached unit	90%	91%	90%
Attached unit	10%	9%	10%
Race and Ethnicity			
White	88%	87%	87%
Not white	12%	13%	13%
Not Hispanic	98%	100%	100%
Hispanic	2%	0%	0%
Sex and Age			
Female	52%	55%	52%
Male	48%	45%	48%
18-34 years of age	21%	7%	22%
35-54 years of age	43%	34%	42%
55+ years of age	35%	59%	36%
Females 18-34	11%	4%	11%
Females 35-54	22%	18%	22%
Females 55+	19%	33%	20%
Males 18-34	11%	4%	11%
Males 35-54	21%	16%	21%
Males 55+	16%	26%	16%
District			
Ashland	16%	13%	15%
Beaverdam	16%	18%	15%
Chickahominy	14%	17%	19%
Cold Harbor	13%	13%	15%
Henry	14%	11%	10%
Mechanicsville	15%	15%	16%
South Anna	12%	12%	10%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Hanover County Resident,

Your household has been randomly selected to participate in a survey about our community. Your survey will arrive in a few days.

It won't take much of your time to make a big difference!

Thank you for helping create a better County!

Sincerely,

Sean M. Davis
Chairman, Board of Supervisors

Dear Hanover County Resident,

Your household has been randomly selected to participate in a survey about our community. Your survey will arrive in a few days.

It won't take much of your time to make a big difference!

Thank you for helping create a better County!

Sincerely,

Sean M. Davis
Chairman, Board of Supervisors

Dear Hanover County Resident,

Your household has been randomly selected to participate in a survey about our community. Your survey will arrive in a few days.

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It won't take much of your time to make a big difference!

Thank you for helping create a better County!

Sincerely,

Sean M. Davis
Chairman, Board of Supervisors

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

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

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

Presorted
First Class Mail
US Postage
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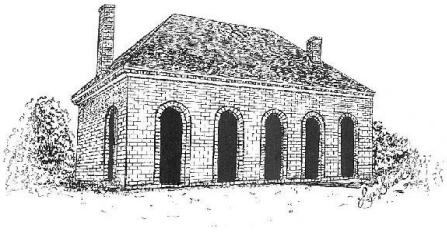
BEAVERDAM DISTRICT

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 A. BUDESKY
DEPUTY COUNTY ADMINISTRATOR

FRANK W. HARKSEN, JR
DEPUTY COUNTY ADMINISTRATOR

JAMES P. TAYLOR
DEPUTY COUNTY ADMINISTRATOR

WWW.CO.HANOVER.VA.US

P.O. BOX 470, HANOVER, VA 23069
7516 COUNTY COMPLEX ROAD, HANOVER, VA 23069

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

September 2014

Dear Hanover County Resident:

Please help us shape the future of Hanover County! You have been selected at random to participate in the 2014 Hanover County Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Hanover County make decisions that affect our County.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/hanover.htm

If you have any questions about the survey please call 804-365-6005.

Thank you for your time and participation!

Sincerely,

S. M. Davis

Sean M. Davis
Chairman, Hanover County Board of Supervisors

BOARD OF SUPERVISORS

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HENRY DISTRICT

WAYNE T. HAZZARD, VICE-CHAIRMAN
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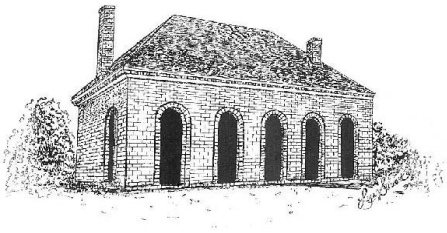
COLD HARBOR DISTRICT



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P.O. BOX 470, HANOVER, VA 23069
7516 COUNTY COMPLEX ROAD, HANOVER, VA 23069

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

September 2014

Dear Hanover County Resident:

Here's a second chance if you haven't already responded to the 2014 Hanover County Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Hanover County! You have been selected at random to participate in the 2014 Hanover County Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Hanover County make decisions that affect our County.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/hanoverco.htm

If you have any questions about the survey please call 804-365-6005.

Thank you for your time and participation!

Sincerely,

S. M. Davis

Sean M. Davis
Chairman, Hanover County Board of Supervisors

Hanover County 2014 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:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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 visit	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:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Overall feeling of safety in Hanover County	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Hanover County	1	2	3	4	5
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Hanover County	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Hanover County	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Hanover County	1	2	3	4	5

3. 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*
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

4. 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 Hanover County's downtown/commercial areas during the day	1	2	3	4	5	6

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Hanover County	1	2	3	4	5
Ease of travel by bicycle 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
Air quality	1	2	3	4	5
Cleanliness of Hanover County	1	2	3	4	5
Overall appearance of Hanover County	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Hanover County	1	2	3	4	5
Overall quality of business and service establishments in Hanover County	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Hanover County	1	2	3	4	5
Opportunities to participate in social 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
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Hanover County	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	*Yes*
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Hanover County (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Hanover County	1	2
Reported a crime to the police in Hanover County	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted Hanover County (in-person, phone, email or web) for help or information	1	2
Contacted Hanover County elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Hanover County?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Used Hanover County recreation centers or their services	1	2	3	4
Visited a neighborhood park or County park	1	2	3	4
Used Hanover County public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Hanover County	1	2	3	4
Attended a County-sponsored event	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Hanover County	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended a local public meeting?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Attended a local public meeting	1	2	3	4

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Hanover County 2014 Citizen Survey

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police/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
Traffic enforcement	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
Utility billing	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
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
Public library services	1	2	3	4	5
Public information services	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
Hanover County open space	1	2	3	4	5
County-sponsored special events	1	2	3	4	5
Overall customer service by Hanover County employees (sheriff, receptionists, planners, etc.)	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Hanover County	1	2	3	4	5
The Federal Government	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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
Overall confidence in Hanover County government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Hanover County community to focus on each of the following in the coming two years:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Overall feeling of safety in Hanover County	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Hanover County	1	2	3	4
Overall "built environment" of Hanover County (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Hanover County	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Hanover County	1	2	3	4
Sense of community	1	2	3	4

14. 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:

	Major source	*Minor source*	*Not a source*
The County newsletter ("The Hanover Review")	1	2	3
Media outlets (e.g., newspapers, local television, radio)	1	2	3
County email bulletins - HAN (sign-up available on web site)	1	2	3
The County website (www.hanovercounty.gov)	1	2	3
County social media (Facebook or Twitter)	1	2	3
Non-County social media (blogs, organization postings, etc.)	1	2	3
Contact with County officials	1	2	3
Word of mouth	1	2	3

15. Please indicate how important, if at all, it is for Hanover County to address each of the following issues over the next five years:

	Essential	*Very important*	*Somewhat important*	*Not at all important*
Growth	1	2	3	4
Economic/business development (e.g., job growth, commercial investment)	1	2	3	4
Public safety services	1	2	3	4
Public schools	1	2	3	4
Transportation (e.g., road networks, traffic)	1	2	3	4
Diversity of housing opportunities	1	2	3	4
Public transportation (bus line access)	1	2	3	4

16. 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:

	Support	*Oppose*
Continue charging a fee for service	1	2
Stop charging for ambulance transport and offset the loss of revenues with general taxes	1	2

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Hanover County 2014 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. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Hanover County	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. 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

D4. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Hanover County?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. 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

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home…
❍ Rented
❍ Owned

D9. 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

D10. Do any children 17 or under live in your household?
❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No ❍ Yes

D12. 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 $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. 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

D15. 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

D16. What is your sex?
❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell ❍ Land line ❍ Both

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

Hanover County
PO Box 470
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