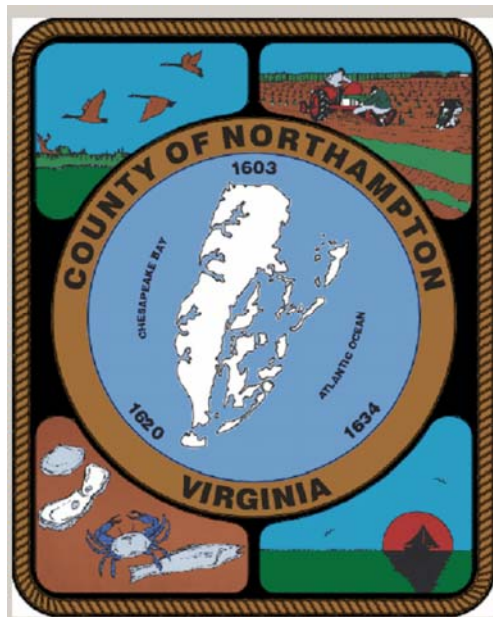


The National  
**CITIZEN SURVEY™**

2005

**Report of Results for  
Northampton County, Virginia**



Submitted by:

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# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Northampton County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Northampton County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

# UNDERSTANDING THE RESULTS

## ***Survey Administration***

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 150 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 298 residents, for a response rate of 28%. Typically, the response rates obtained on citizen surveys range from 25% to 40%. There were some difficulties in mailing the survey materials initially; a more detailed methodology is included on page 47.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in Northampton County. (For more information on the survey methodology, see Appendix II. A copy of the survey materials can be found in Appendix III.)

## ***Survey Validity***

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

- 1) Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
- 2) Selecting households at random within the jurisdiction.

- 3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- 4) Selecting the respondent within the household using an unbiased sampling procedure<sup>1</sup>.
- 5) 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.
- 6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
- 7) Providing a self-addressed, postage-paid return envelope.
- 8) Offering the survey in Spanish when appropriate and requested by County officials.
- 9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

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<sup>1</sup> The birthday method requests 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.

negative consequences (thus the need for anonymity) as well as the actual behavior itself.

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

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### ***Use of the “Excellent, Good, Fair, Poor” Response Scale***

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

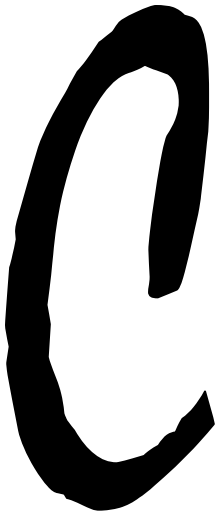
### ***“Don’t Know” Responses***

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

### ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.



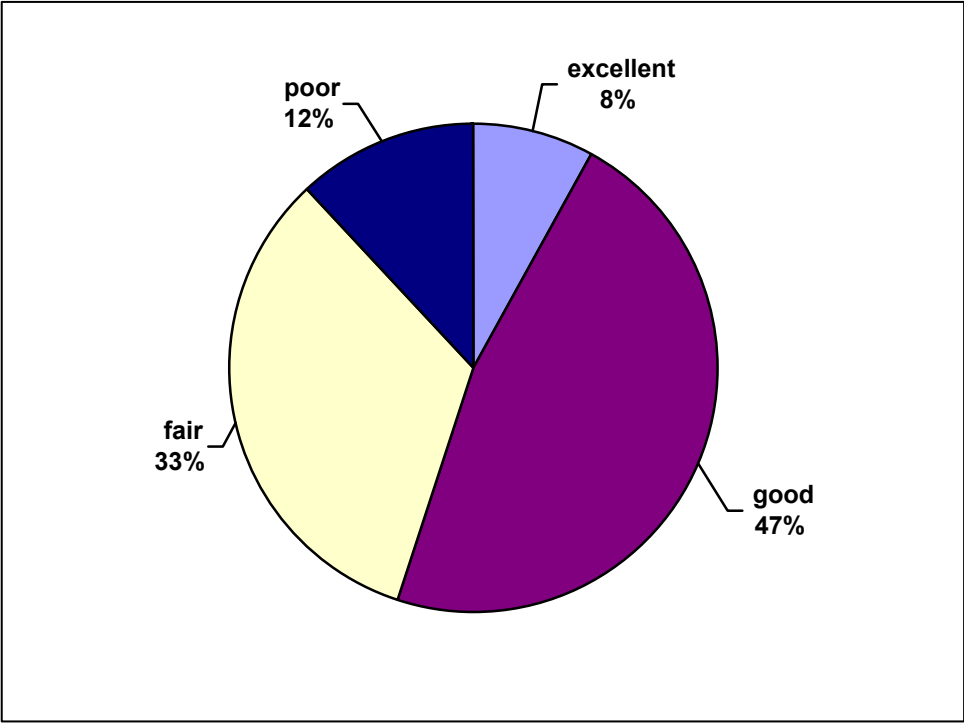
# COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Northampton County. They also evaluated characteristics of the community, and gave their perceptions of safety in Northampton County. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Northampton County.

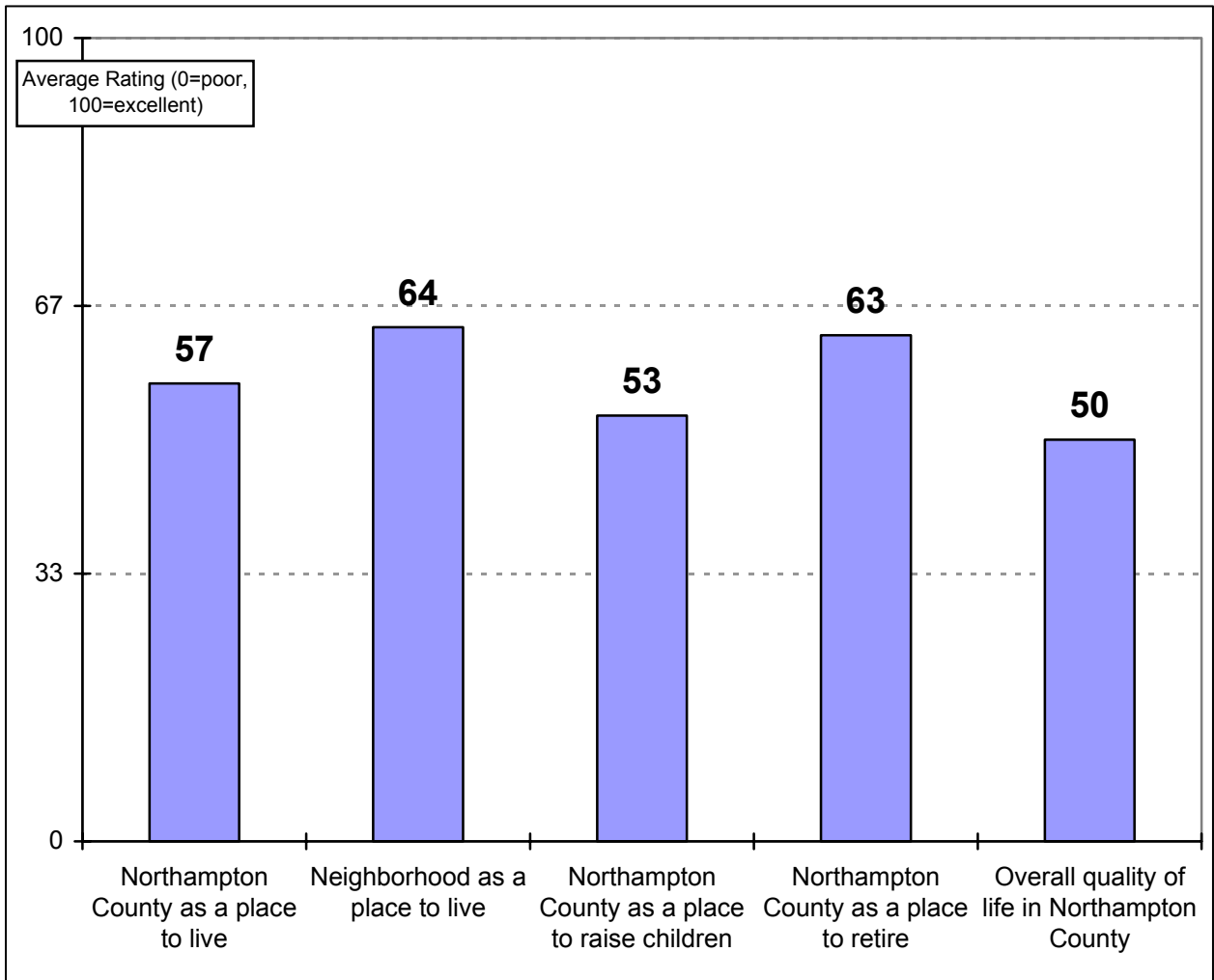
## QUALITY OF LIFE

When asked to rate the overall quality of life in Northampton County, 8% of respondents thought it was “excellent.” 12% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Northampton County are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

**Figure 1: Overall Quality of Life in Northampton County**



**Figure 2: Quality of Life Ratings**



**Figure 2b: Quality of Life Ratings**

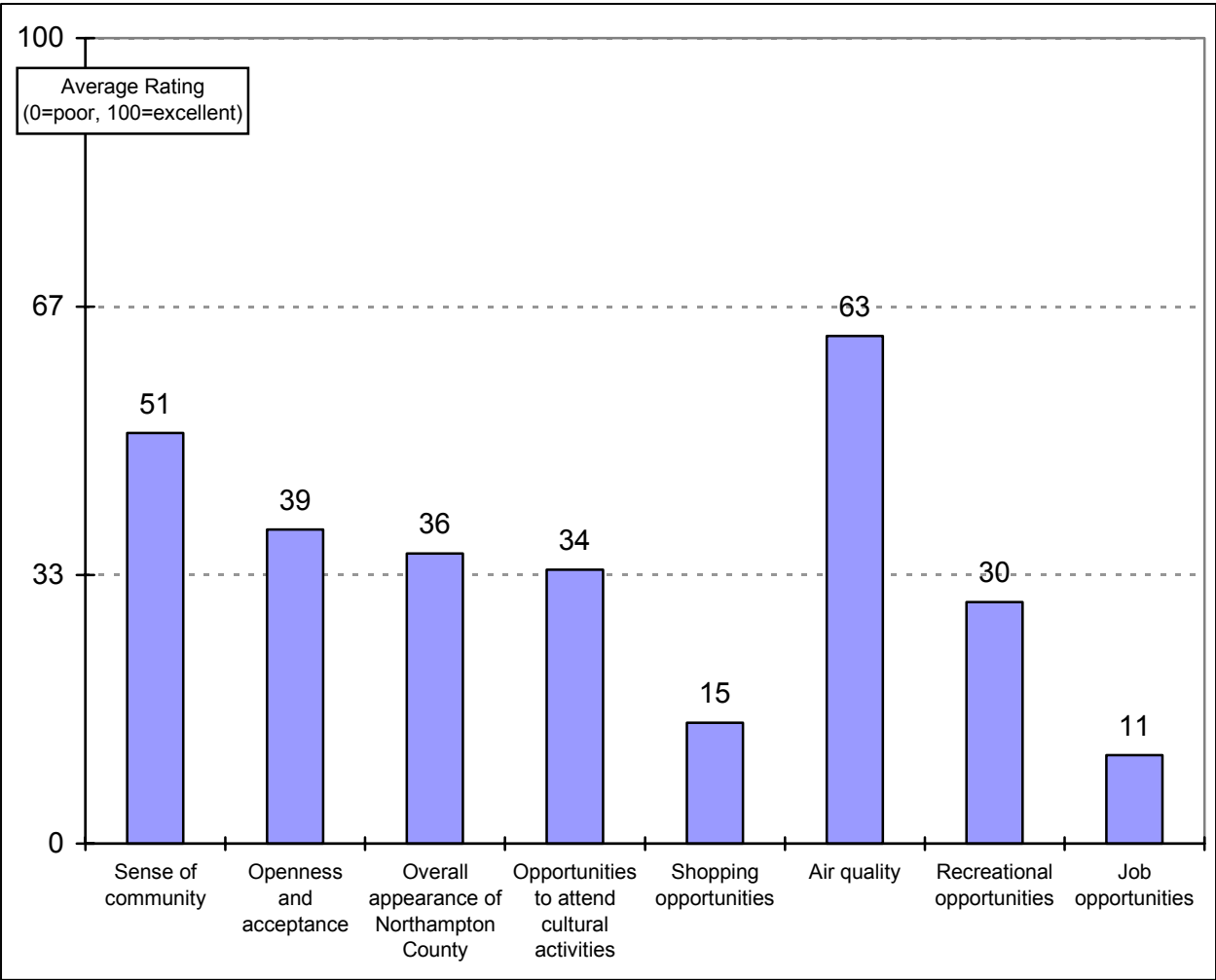
	excellent	good	fair	poor	Total
How do you rate Northampton County as a place to live?	18%	45%	27%	10%	100%
How do you rate your neighborhood as a place to live?	26%	45%	23%	6%	100%
How do you rate Northampton County as a place to raise children?	15%	43%	28%	14%	100%
How do you rate Northampton County as a place to retire?	24%	49%	20%	7%	100%
How do you rate the overall quality of life in Northampton County?	8%	47%	33%	12%	100%

Note: "Don't Know" responses are removed

# RATINGS OF COMMUNITY CHARACTERISTICS IN NORTHAMPTON COUNTY

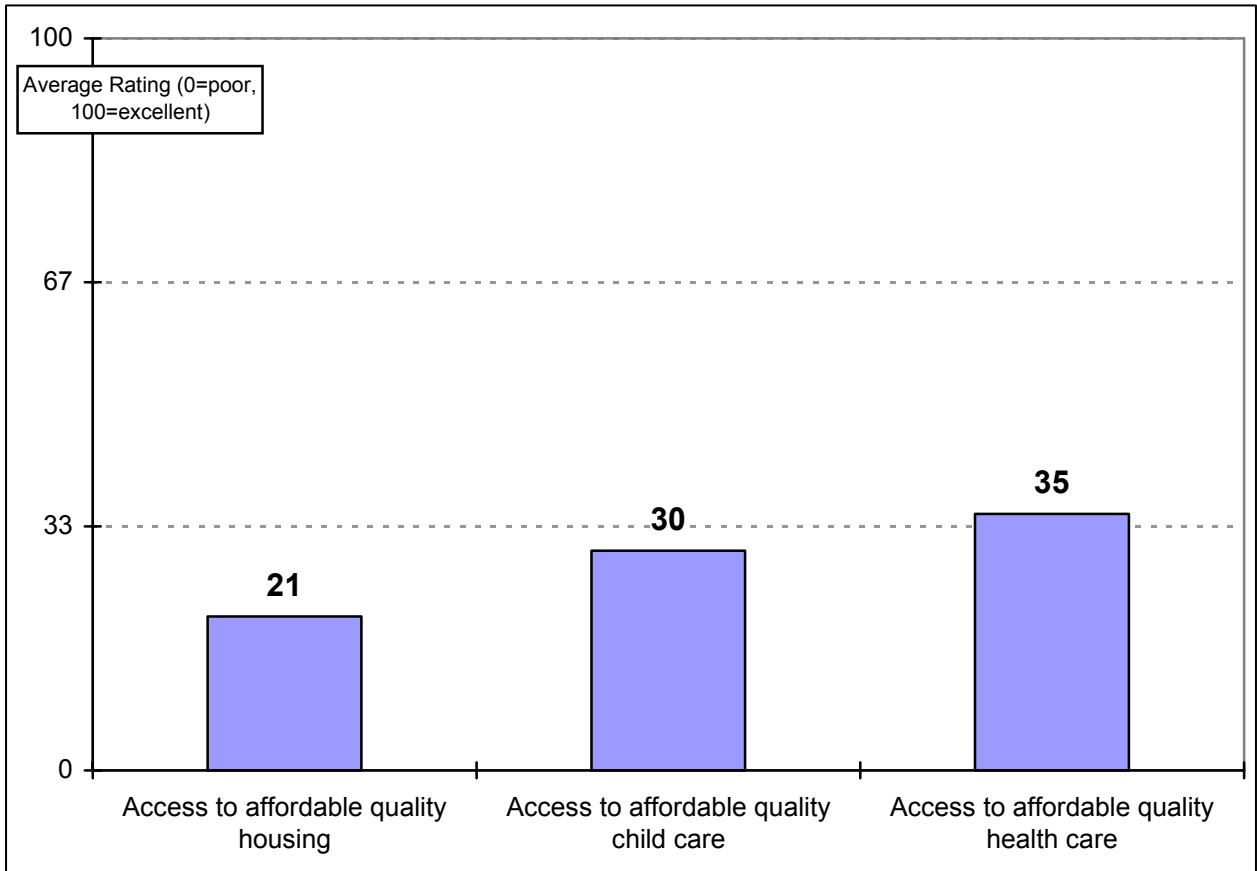
The highest rated characteristics of Northampton County were air quality, sense of community, and openness and acceptance. When asked about potential problems in Northampton County, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs, run down buildings, weed lots, or vehicles, and taxes. The rate of population growth in Northampton County was viewed as “too fast” by 47% of respondents, while 23% thought it was “too slow.”

**Figure 3: Characteristics of the Community: General and Opportunities**



<b>Figure 3b: Characteristics of the Community: General and Opportunities</b>					
	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>Total</b>
Sense of community	11%	40%	41%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	5%	27%	48%	20%	100%
Overall appearance of Northampton County	3%	25%	49%	23%	100%
Opportunities to attend cultural activities	3%	26%	42%	29%	100%
Shopping opportunities	1%	6%	29%	64%	100%
Air quality	22%	49%	25%	4%	100%
Recreational opportunities	6%	19%	33%	42%	100%
Job opportunities	0%	6%	22%	72%	100%
Note: "Don't Know" responses are removed					

**Figure 4: Characteristics of the Community: Access**

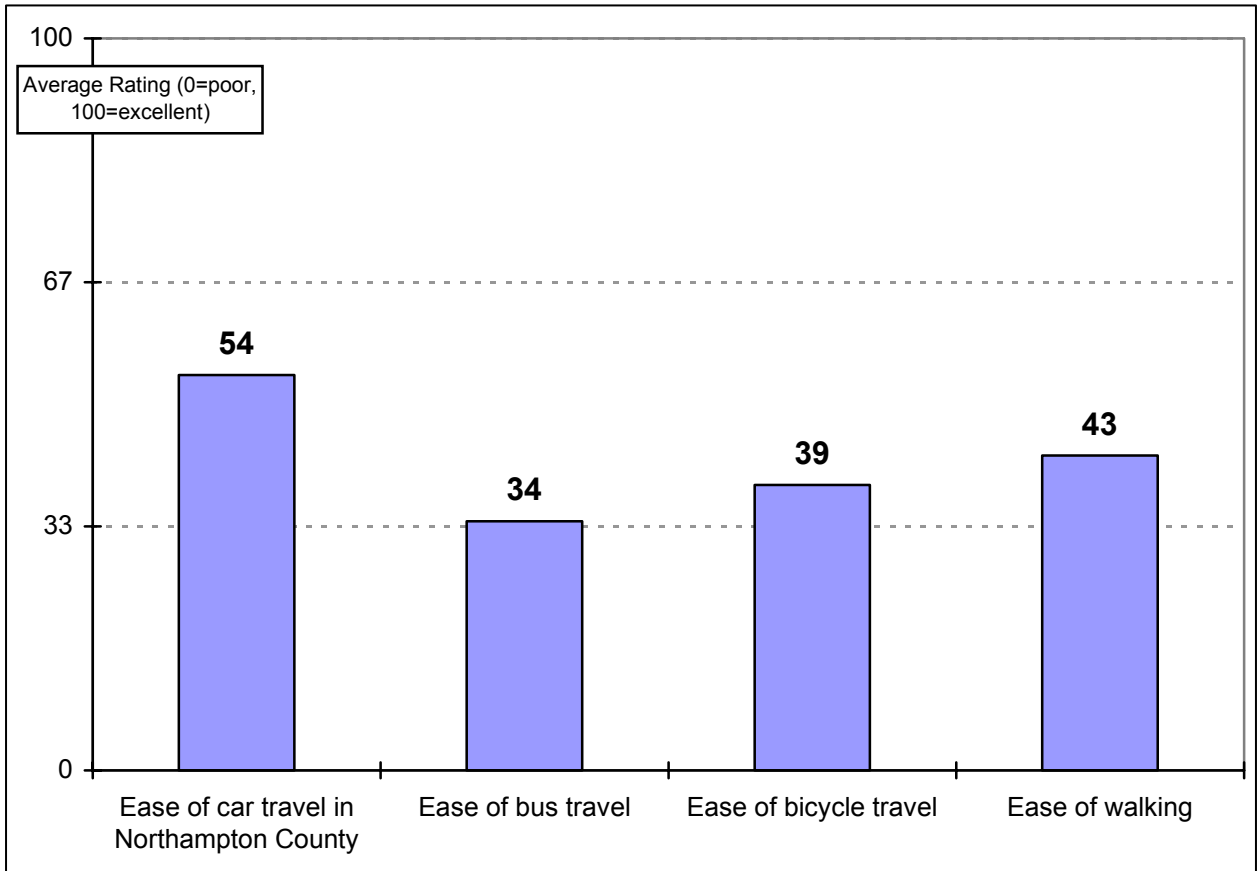


**Figure 4b: Characteristics of the Community: Access**

	excellent	good	fair	poor	Total
Access to affordable quality housing	1%	12%	35%	51%	100%
Access to affordable quality child care	1%	23%	42%	34%	100%
Access to affordable quality health care	3%	26%	44%	27%	100%

Note: "Don't Know" responses are removed

**Figure 5: Characteristics of the Community: Mobility**

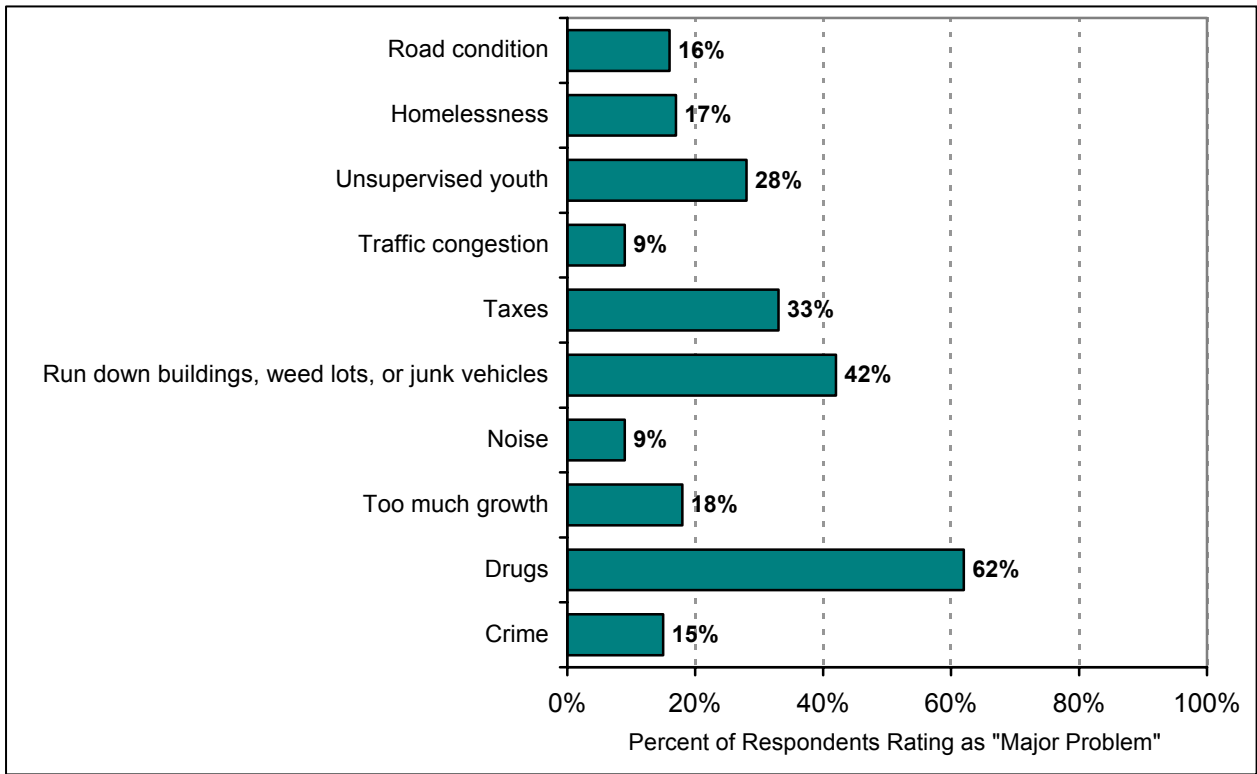


**Figure 5b: Characteristics of the Community: Mobility**

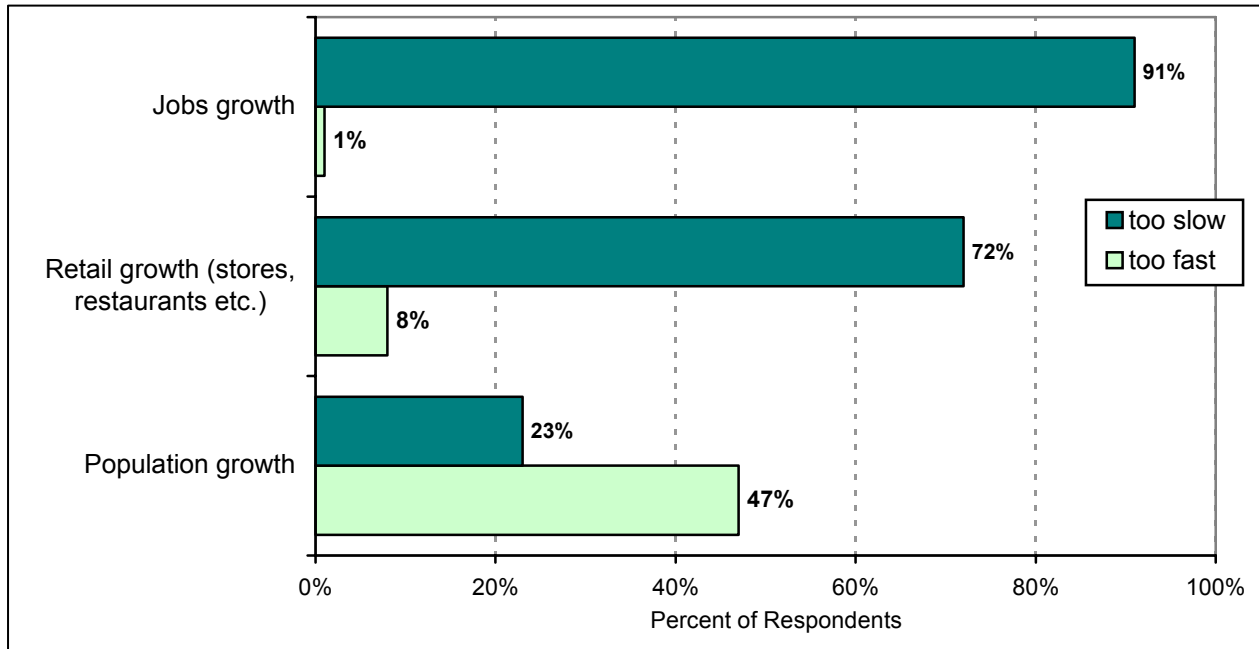
	excellent	good	fair	poor	Total
Ease of car travel in Northampton County	12%	47%	33%	8%	100%
Ease of bus travel in Northampton County	2%	27%	42%	29%	100%
Ease of bicycle travel in Northampton County	3%	34%	40%	23%	100%
Ease of walking in Northampton County	10%	33%	36%	22%	100%

Note: "Don't Know" responses are removed

**Figure 6: Ratings of Potential Problems in Northampton County**



**Figure 7: Ratings of Rates of Growth in Northampton County**

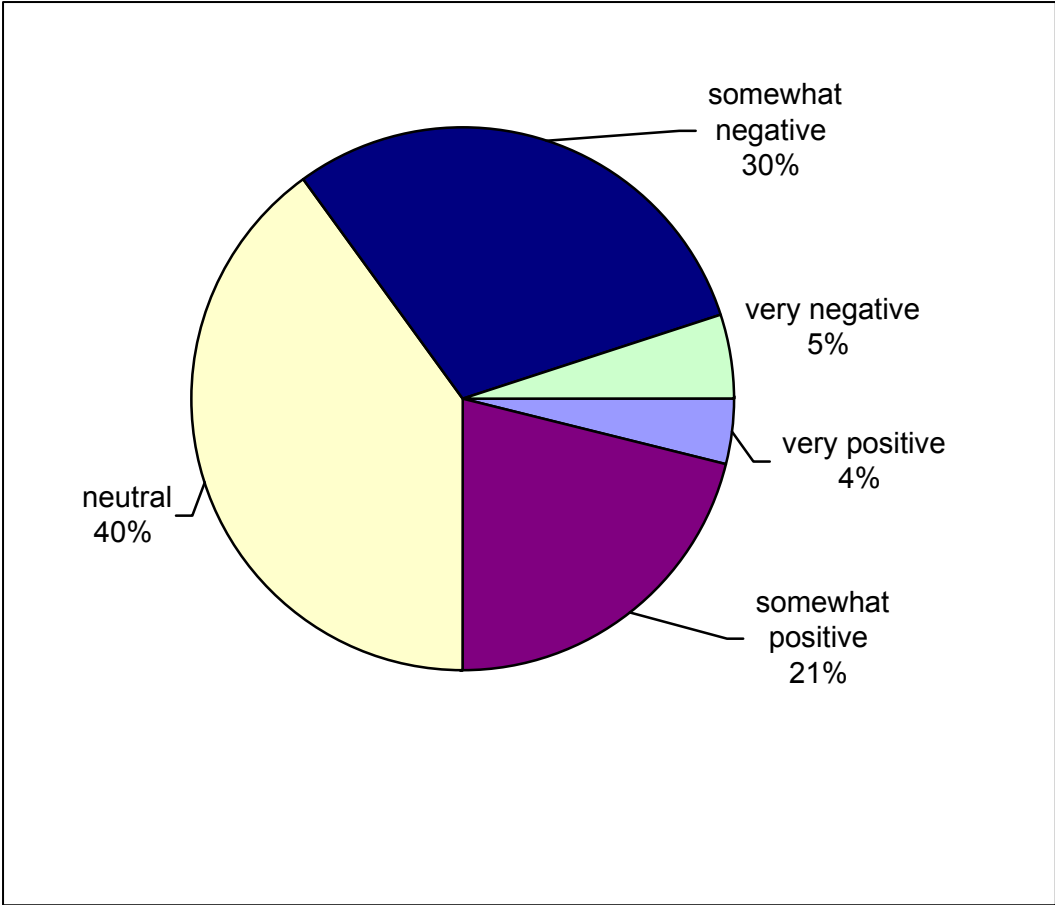


\*Note: Responses of "neither too fast nor too slow" were omitted.

25% of Northampton County residents expected that the coming six months would have a somewhat or very positive impact on their family, while 35% felt that the economic future would be somewhat or very negative.

**Figure 8: Perceptions of Economy**

**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be . . . .**

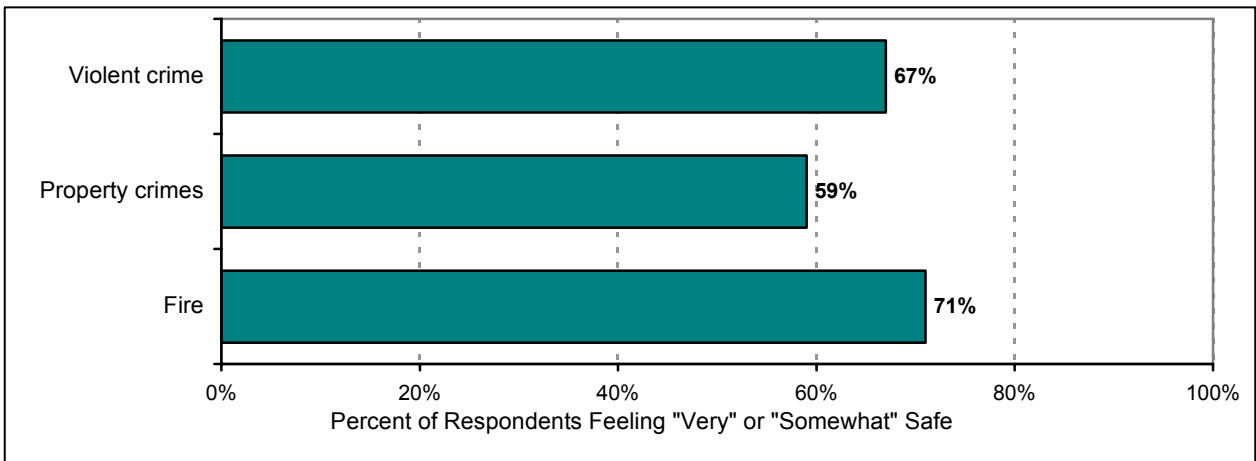


# PERCEPTIONS OF SAFETY

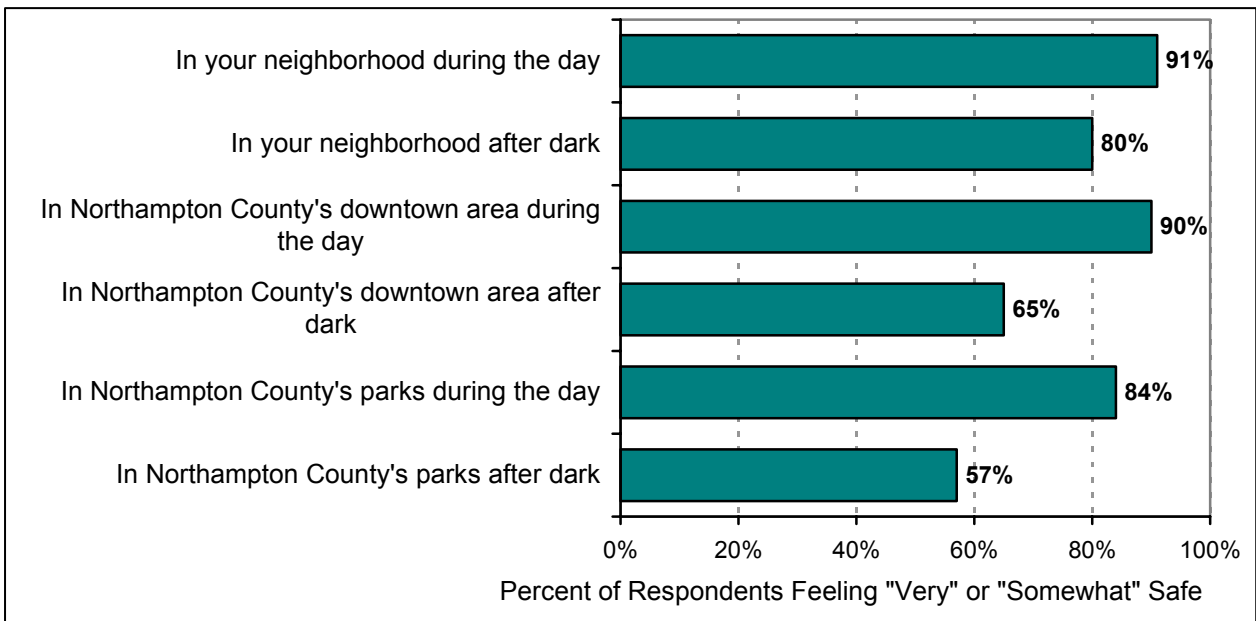
When evaluating safety in the community, 67% of respondents felt “somewhat” or “very safe” from violent crimes in Northampton County. In their neighborhood after dark, 80% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 10% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 85% had reported it to police.

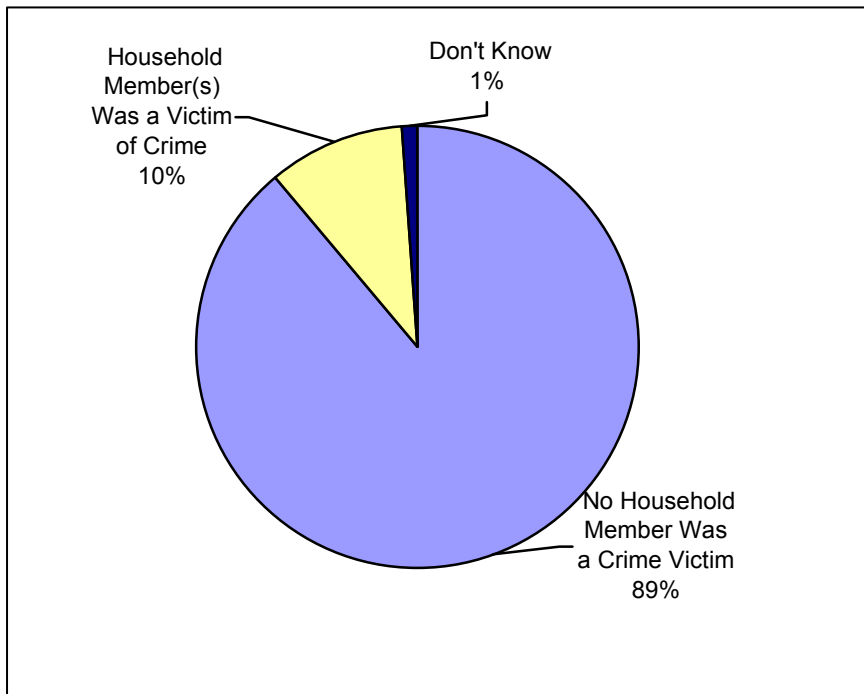
**Figure 9: Ratings of Safety from Various Problems in Northampton County**



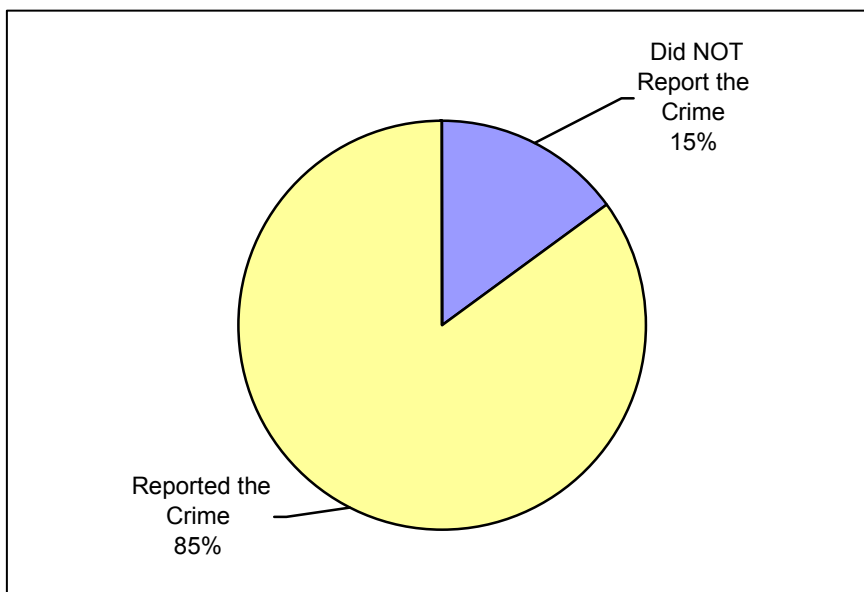
**Figure 10: Ratings of Safety in Various Areas in Northampton County**



**Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months**



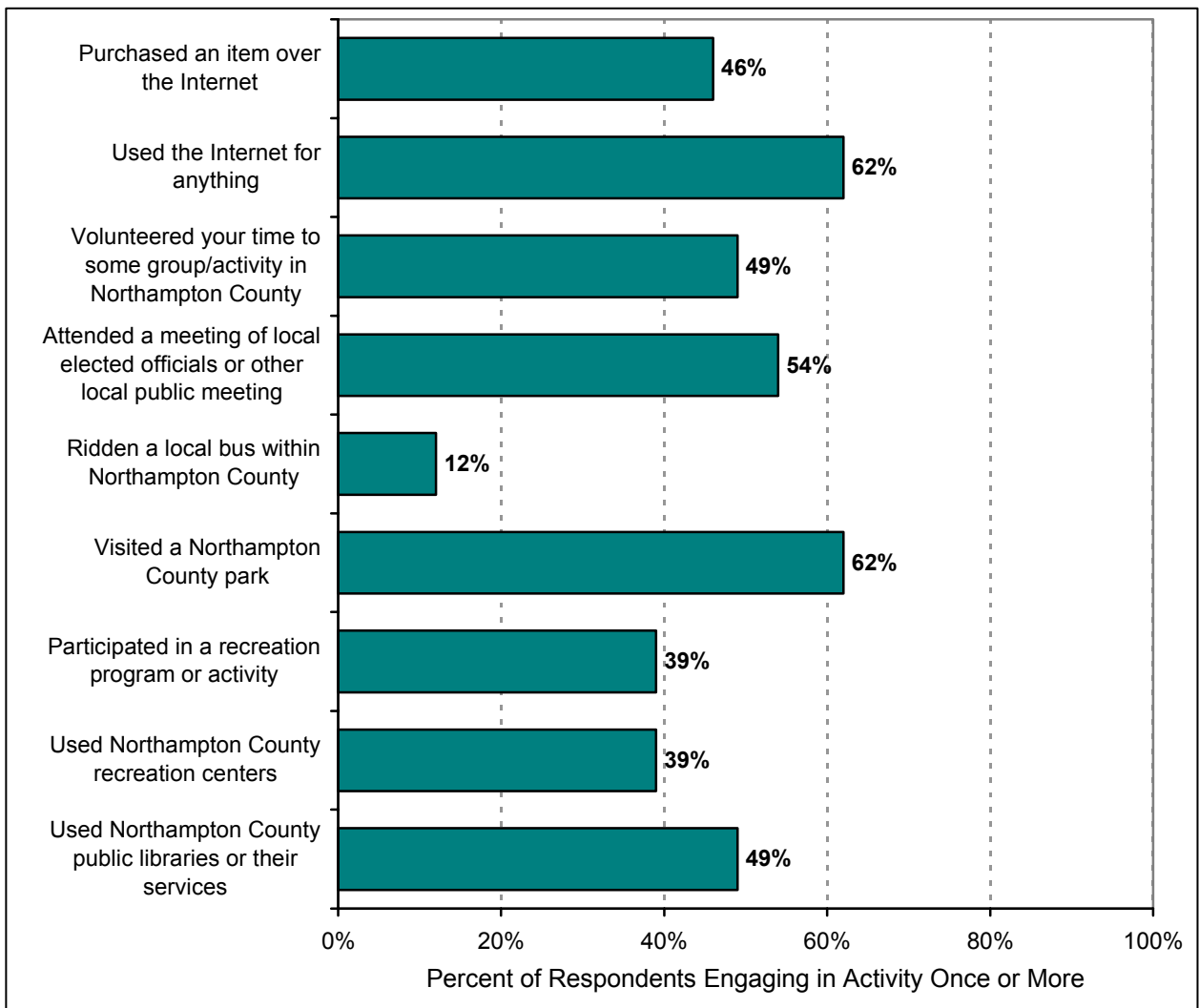
**Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime**



# COMMUNITY PARTICIPATION

Participation in the civic, social and economic life of Northampton County during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 62% reported visiting a park in Northampton County in the past year and 54% had attended a meeting of elected officials or other local public meeting.

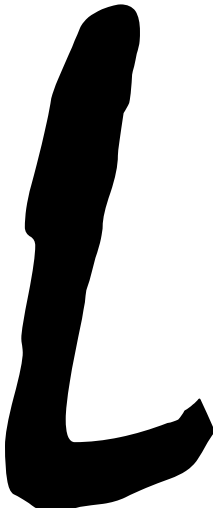
**Figure 13: Percent of Respondents Engaging in Various Activities in Northampton County in the Past Year**



Voter status was also estimated<sup>2</sup>, with 80% saying that they had voted in the last election.

<b>Figure 14: Voter Status</b>			
	<b>no</b>	<b>yes</b>	<b>Total</b>
Did you vote in the last election?	20%	80%	100%
Are you likely to vote in the next election?	6%	94%	100%

<sup>2</sup> In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.



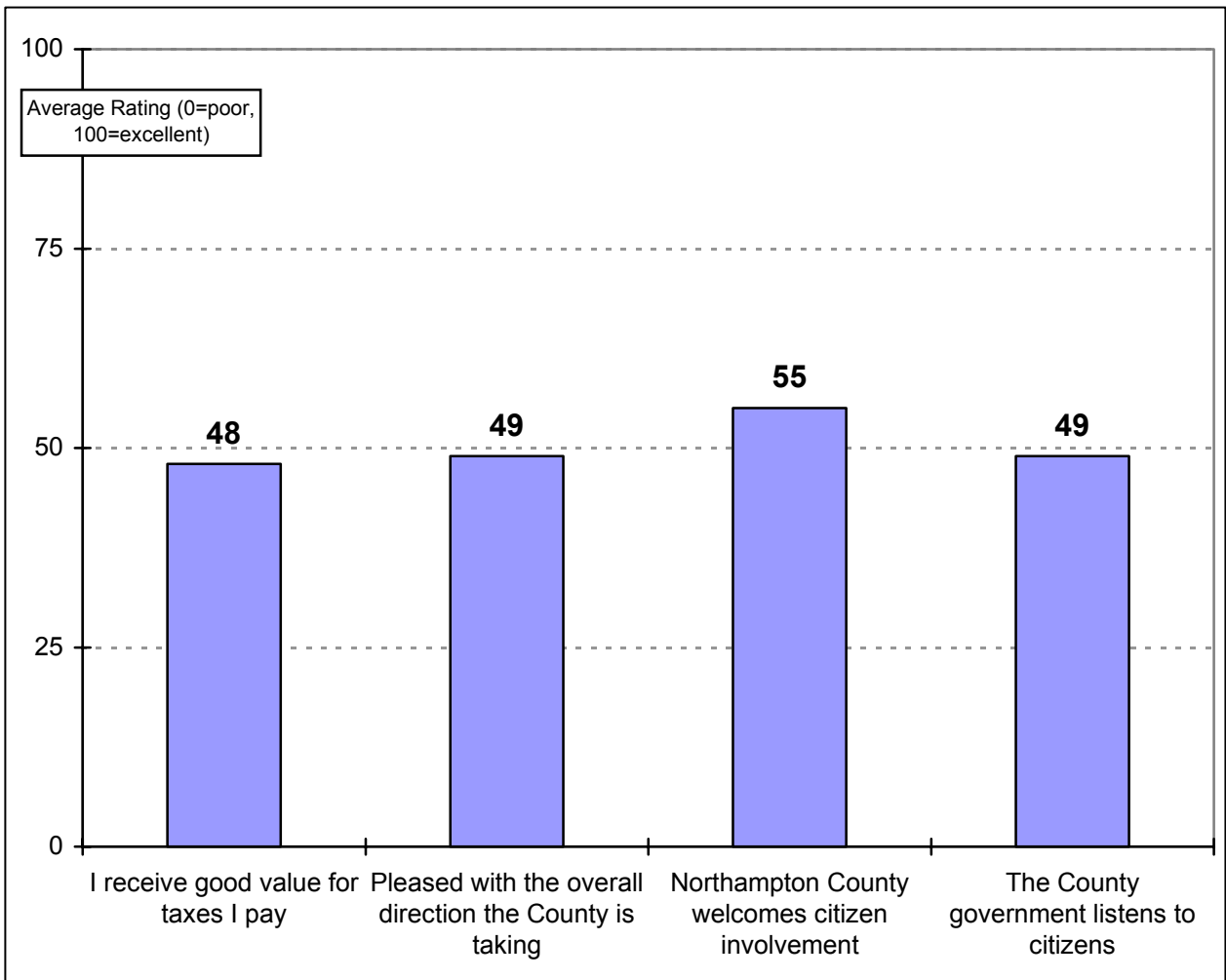
# LOCAL GOVERNMENT

Several aspects of the government of Northampton County were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from Northampton County. Those who had any contact with a Northampton County employee in the past year gave their impressions of the most recent encounter.

## PUBLIC TRUST

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 48 on a 100-point scale.

Figure 15: Ratings of Public Trust

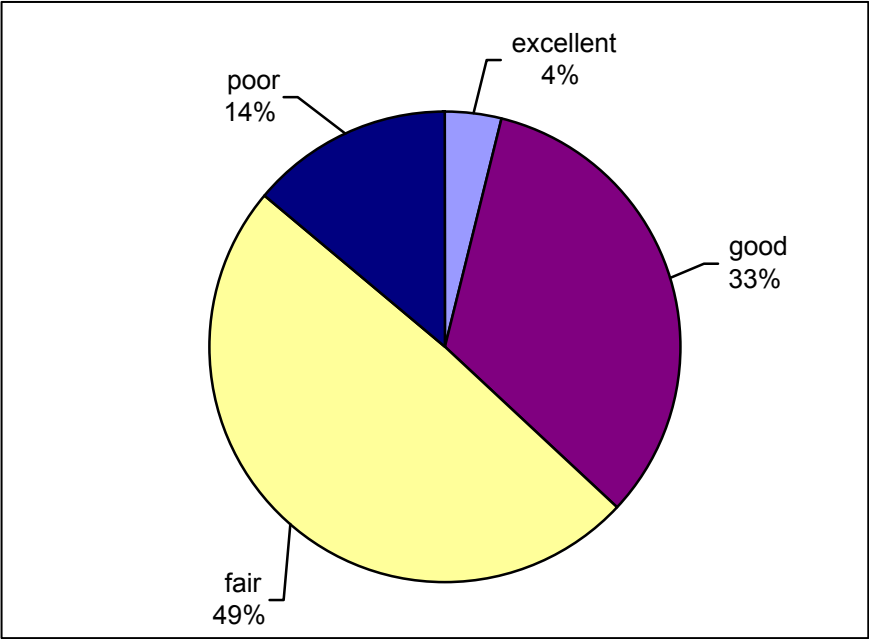


<b>Figure 15b: Public Trust Ratings</b>						
	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>	<b>Total</b>
I receive good value for the Northampton County taxes I pay	6%	32%	27%	20%	15%	100%
I am pleased with the overall direction that Northampton County is taking	5%	33%	28%	21%	13%	100%
The Northampton County government welcomes citizen involvement	6%	42%	30%	14%	9%	100%
The Northampton County government listens to citizens	4%	34%	27%	21%	13%	100%
Note: "Don't Know" responses are removed						

# SERVICES PROVIDED BY NORTHAMPTON COUNTY

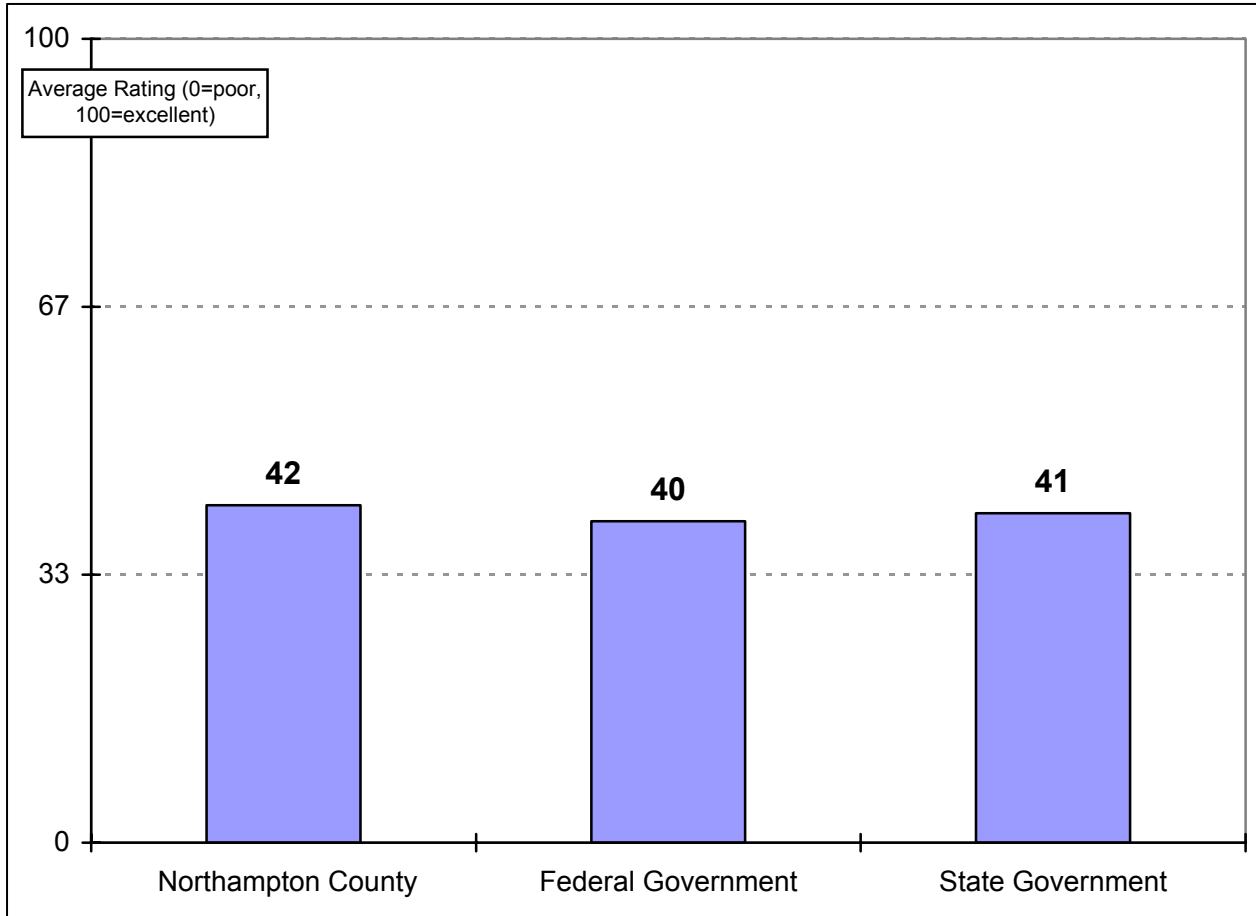
The responses of residents with an opinion about the overall quality of services provided by Northampton County are shown in Figure 15 below. These responses result in an average rating of 42 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

**Figure 16: Overall Quality of Services Provided by Northampton County**



On average, residents of Northampton County gave higher evaluations to their own local government and the lowest average rating to the federal government.

**Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government**

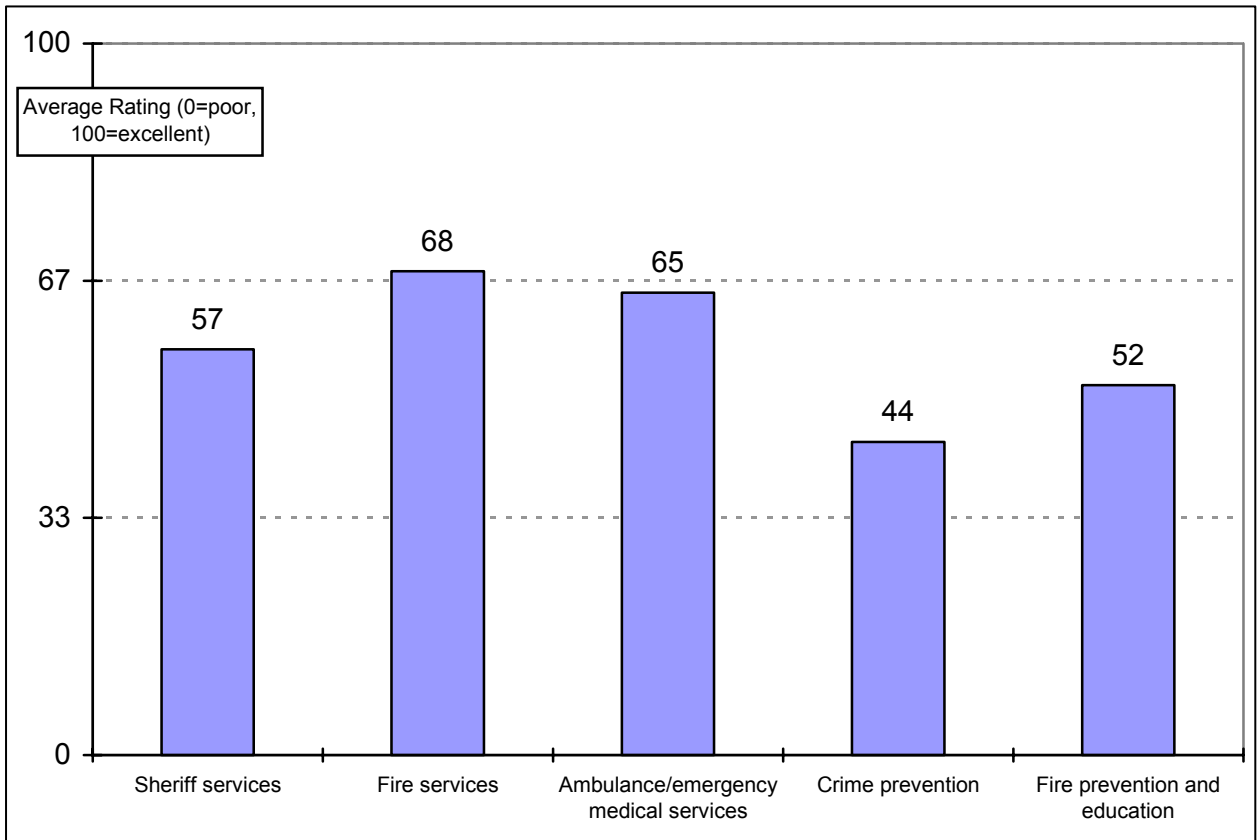


**Figure 17b: Overall Quality of Services: Northampton County, Federal Government and State Government**

	excellent	good	fair	4poor	Total
Overall, how would you rate the quality of the services provided by Northampton County?	4%	33%	49%	14%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	3%	32%	47%	17%	100%
Overall, how would you rate the quality of the services provided by the State Government?	3%	34%	48%	16%	100%

Note: "Don't Know" responses are removed

**Figure 18: Quality of Public Safety Services**

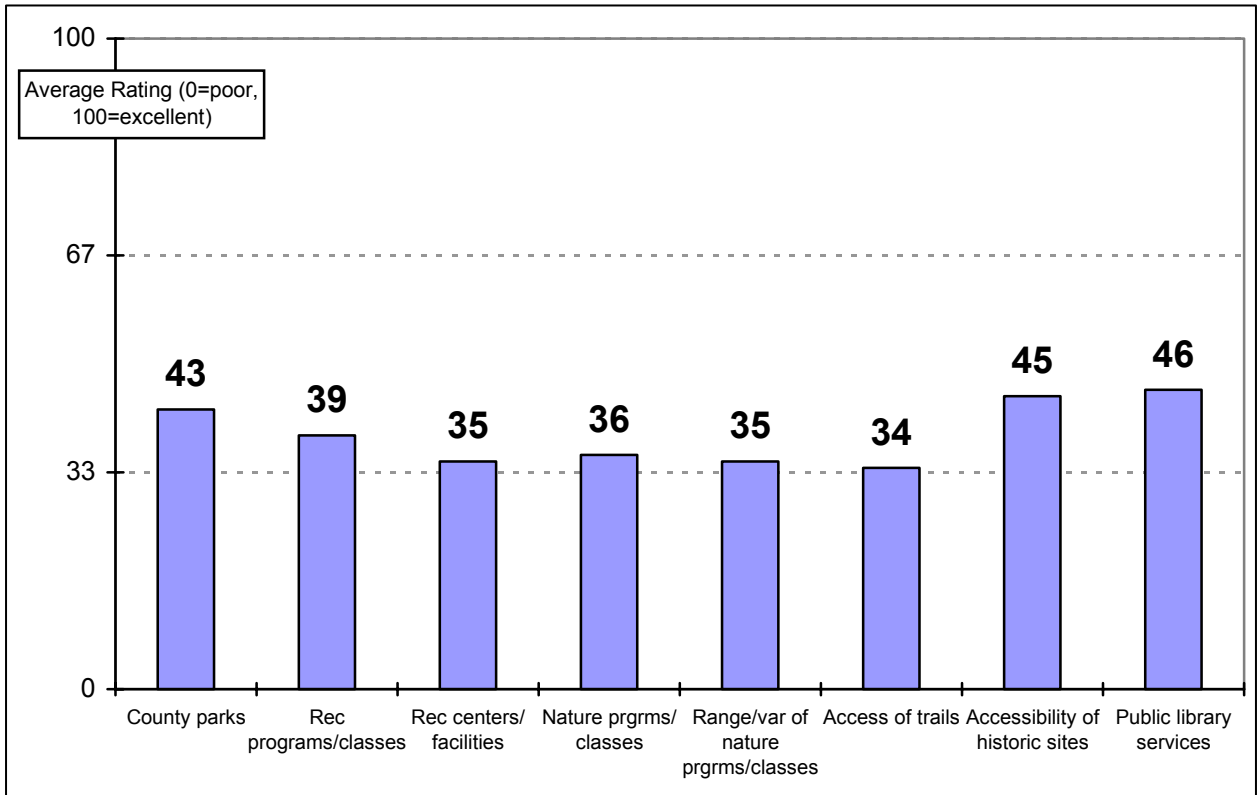


**Figure 18b: Quality of Public Safety Services**

	excellent	good	fair	poor	Total
Sheriff services	14%	49%	31%	6%	100%
Fire services	26%	56%	17%	2%	100%
Ambulance/emergency medical services	23%	53%	21%	3%	100%
Crime prevention	7%	34%	43%	16%	100%
Fire prevention and education	9%	45%	38%	8%	100%

Note: "Don't Know" responses are removed

**Figure 19: Quality of Leisure Services**

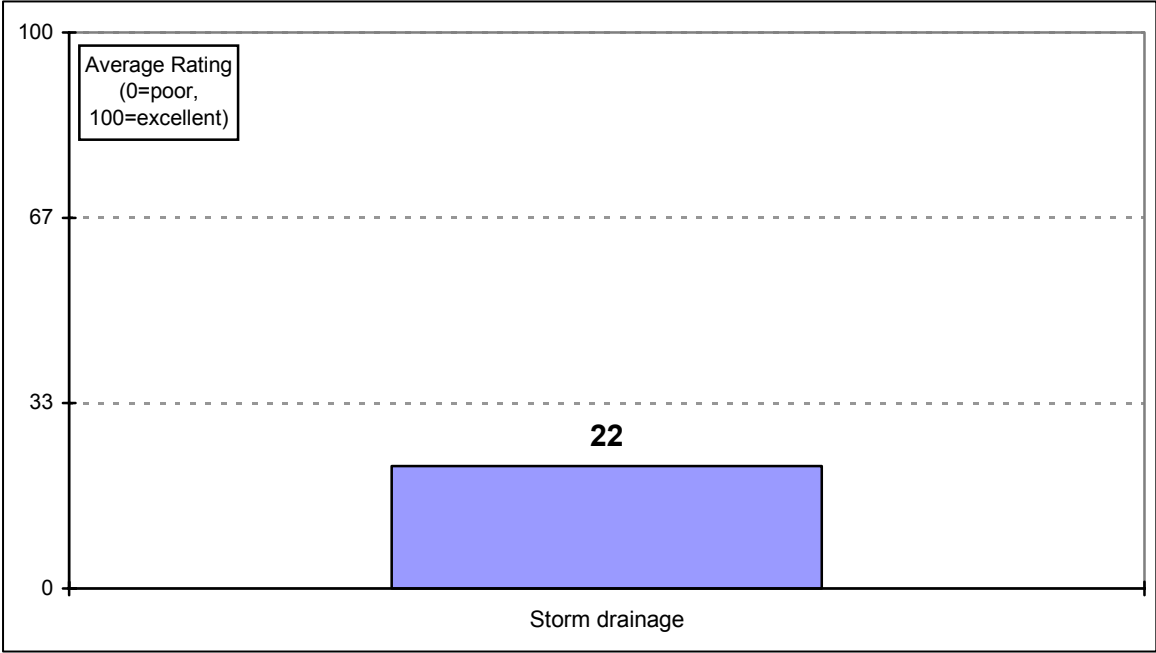


**Figure 19b: Quality of Leisure Services**

	excellent	good	fair	poor	Total
County parks	8%	32%	43%	17%	100%
Recreation programs or classes	3%	33%	40%	23%	100%
Recreation centers/facilities	4%	24%	44%	28%	100%
Nature programs or classes	4%	28%	40%	28%	100%
Range/variety of nature programs and classes	3%	26%	44%	28%	100%
Accessibility of trails	4%	23%	43%	30%	100%
Accessibility of historic sites	4%	41%	40%	15%	100%
Public library services	7%	39%	38%	16%	100%

Note: "Don't Know" responses are removed

**Figure 20: Quality of Utility Services**

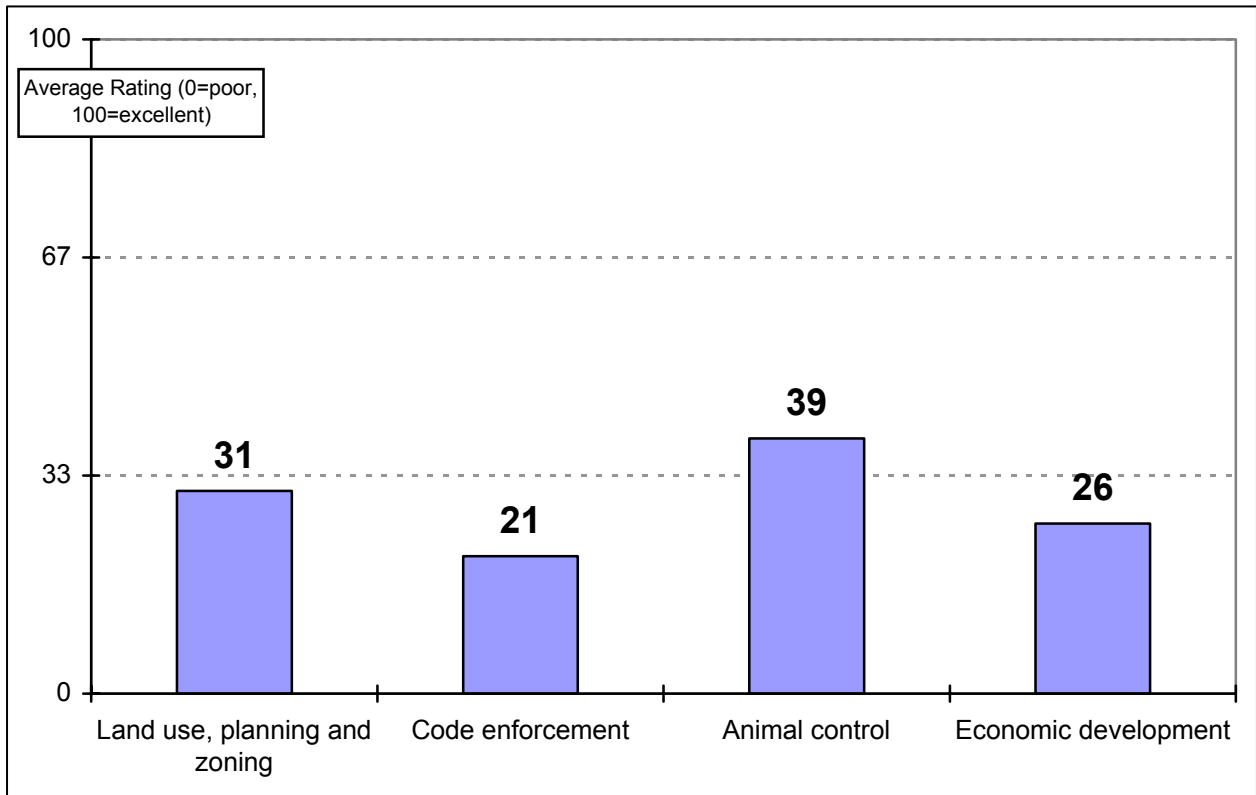


**Figure 20b: Quality of Utility Services**

	excellent	good	fair	poor	Total
Storm drainage	2%	16%	27%	55%	100%

Note: "Don't Know" responses are removed

**Figure 21: Quality of Planning and Code Enforcement Services**

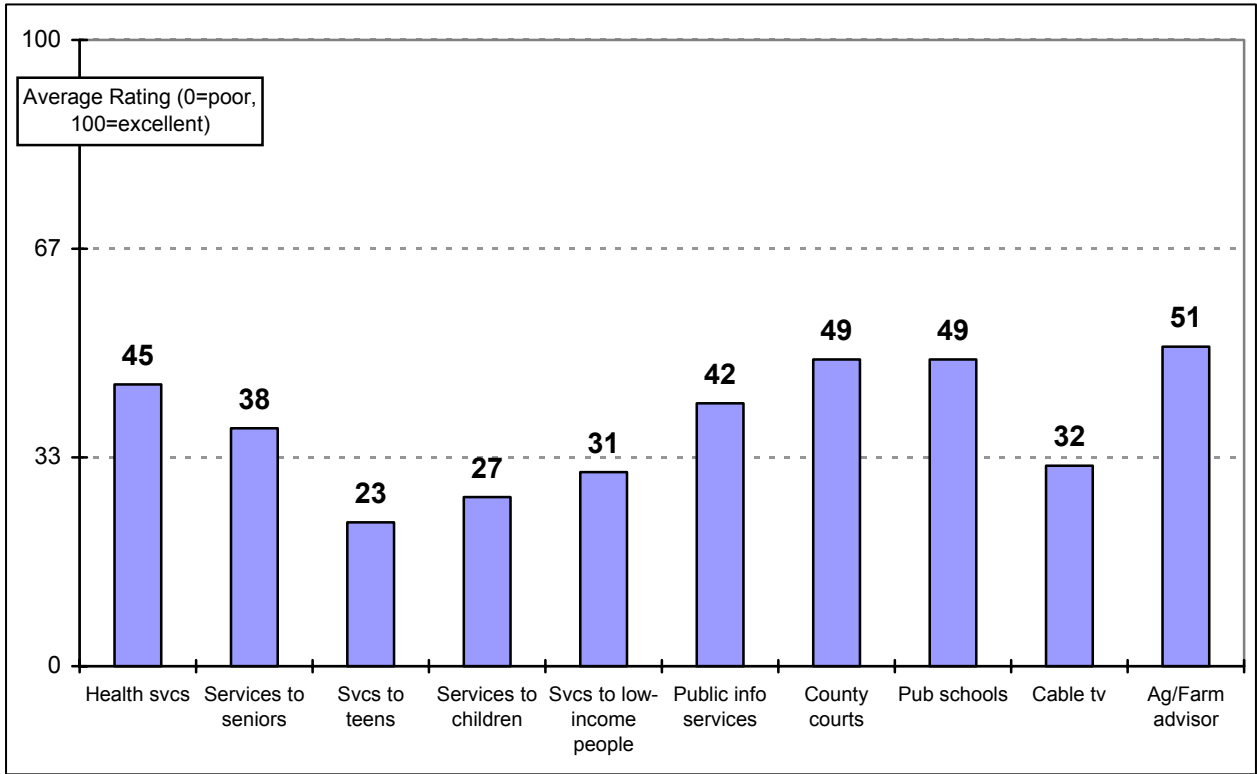


**Figure 21b: Quality of Planning and Code Enforcement Services**

	excellent	good	fair	poor	Total
Land use, planning and zoning	2%	18%	51%	29%	100%
Code enforcement (weeds, abandoned buildings, etc)	0%	14%	33%	52%	100%
Animal control	4%	29%	48%	19%	100%
Economic development	1%	18%	38%	43%	100%

Note: "Don't Know" responses are removed

**Figure 22: Quality of Services to Special Populations and Other Services**



**Figure 22b: Quality of Services to Special Populations and Other Services**

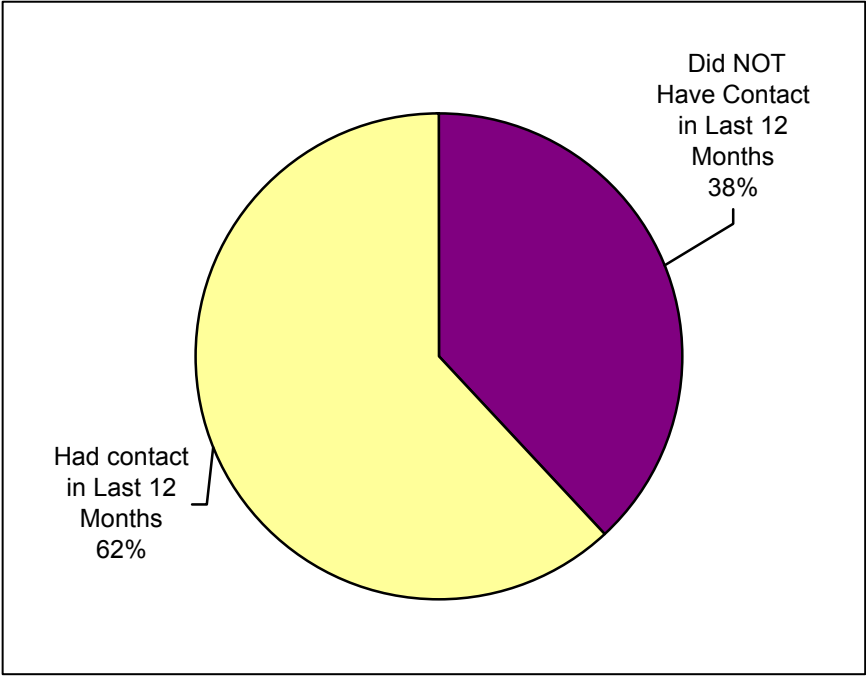
	excellent	good	fair	poor	Total
Health services	7%	35%	43%	15%	100%
Services to seniors	5%	24%	50%	21%	100%
Services to adolescents/teens	2%	14%	37%	47%	100%
Services to children (age 0-12)	2%	16%	44%	38%	100%
Services to low-income people	3%	22%	43%	33%	100%
Public information services	5%	32%	47%	16%	100%
County courts	6%	43%	44%	7%	100%
Public schools	10%	42%	34%	14%	100%
Cable television	8%	18%	36%	38%	100%
Agricultural/Farm advisor	10%	46%	33%	11%	100%

Note: "Don't Know" responses are removed

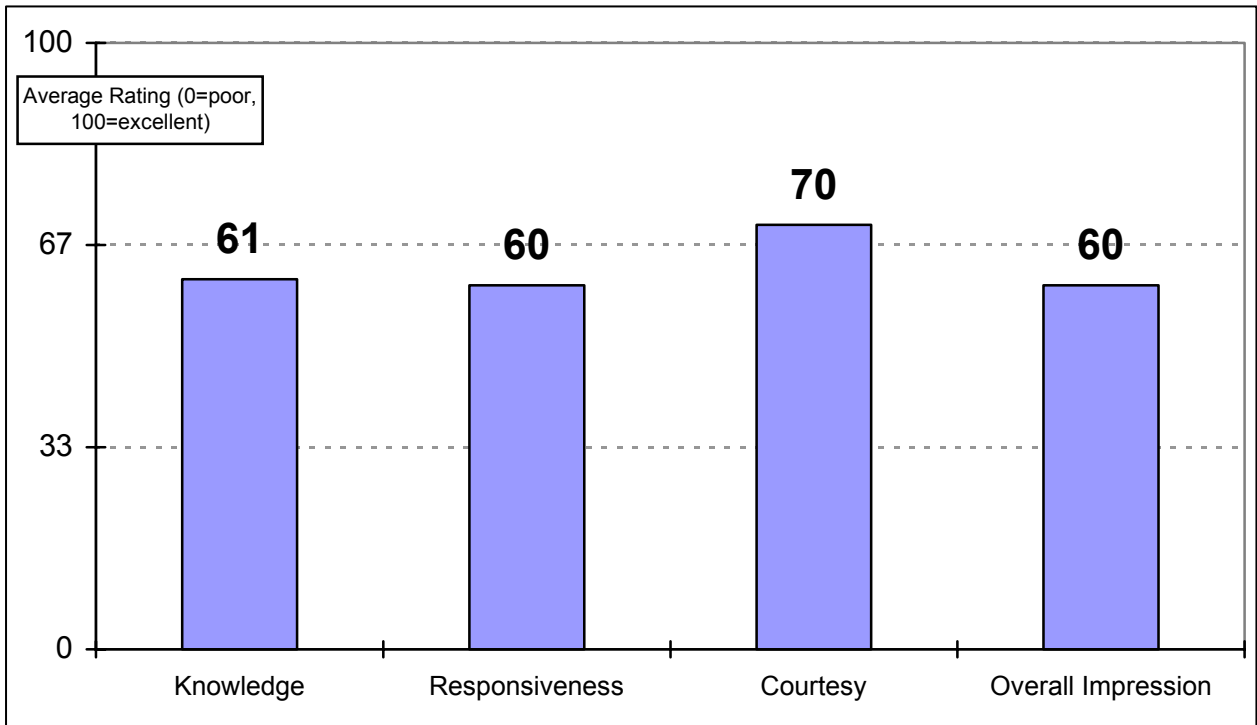
# NORTHAMPTON COUNTY EMPLOYEES

Impressions of Northampton County employees were assessed on the questionnaire. Those who had been in contact with a Northampton County employee in the past year (62%) rated their overall impression as 60 on a 100-point scale.

**Figure 23: Percent of Respondents Who Had Contact with a Northampton County Employee**



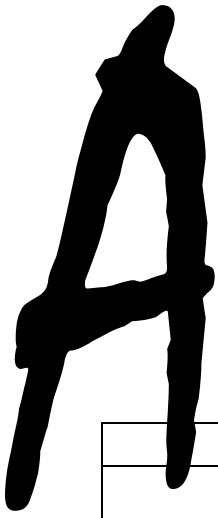
**Figure 24: Ratings of Contact with Northampton County Employees**



**Figure 24b: Impression of Contact with Employees**

	excellent	good	fair	poor	Total
Knowledge	18%	51%	27%	4%	100%
Responsiveness	20%	52%	19%	10%	100%
Courtesy	31%	51%	12%	5%	100%
Overall Impression	21%	50%	18%	11%	100%

Note: "Don't Know" responses are removed



## ADDITIONAL QUESTIONS

Six additional questions were asked by Northampton County. The results for these questions are displayed below.

Question #16a: Top issues facing Northampton County		
		Percent of Respondents*
What do you consider to be the top issues facing Northampton County in the next 10 years?	managing growth and development	52%
	economic development	47%
	increasing affordable housing opportunities	40%
	improving public education	34%
	improving infrastructure (water, sewer, streets, trash, etc)	33%
	groundwater protection	22%
	protecting natural resources	17%
	improving law enforcement	17%
	improving Emergency Medical Services and fire fighting response	17%
	coordinating transportation with development	10%
	developing public greenways (parks and trails)	4%
*Percents may add to more than 100% as respondents could give more than one answer		

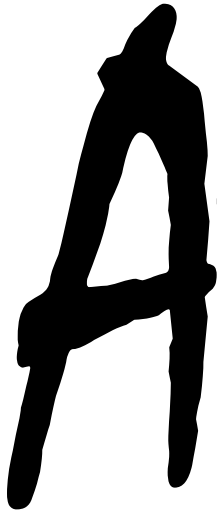
Question #16b: To what degree are you satisfied or unsatisfied with the current level of local services in Northampton County?		
		Percent of Respondents
To what degree are you satisfied or unsatisfied with the current level of local services in Northampton County?	very satisfied	6%
	somewhat satisfied	37%
	neither satisfied nor unsatisfied	24%
	somewhat unsatisfied	18%
	very unsatisfied	7%
	don't know	6%
Total		100%

<b>Question #16c: To what degree would you support or oppose the County taking a more active role in economic development?</b>		
		<b>Percent of Respondents</b>
To what degree would you support or oppose the County taking a more active role in economic development?	strongly support	36%
	somewhat support	28%
	neither support nor oppose	15%
	somewhat oppose	5%
	strongly oppose	4%
	don't know	12%
<b>Total</b>		<b>100%</b>

<b>Question #16d: If you support the County taking a more active role in economic development, please rate how important it is for the County to support economic development in the following areas:</b>					
	<b>essential</b>	<b>very important</b>	<b>somewhat important</b>	<b>not at all important</b>	<b>Total</b>
Work force training	46%	44%	7%	4%	100%
Development of business incentives	40%	38%	19%	2%	100%
Assistance with small business development	38%	45%	15%	2%	100%
Downtown Revitalization Program	22%	38%	28%	12%	100%
County department dedicated to active recruitment of outside investors	19%	25%	39%	18%	100%
Cultural diversity of the County	23%	37%	27%	13%	100%

<b>Question #16e: To what degree would you support or oppose a significant increase in dedicated County resources for Parks and Recreation?</b>		
		<b>Percent of Respondents</b>
To what degree would you support or oppose a significant increase in dedicated County resources for Parks and Recreation?	strongly support	33%
	somewhat support	30%
	neither support nor oppose	19%
	somewhat oppose	8%
	strongly oppose	3%
	don't know	7%
<b>Total</b>		<b>100%</b>

Question #16f: Please select the region or incorporated town in which you live		
		Percent of Respondents
Please select the region or incorporated town in which you live:	Region 1: Cheapside, Townsend, Capeville, Kiptopeke, Cape Center, Bayview, Oyster, Pat Town, Fairview	13%
	Region 2: Simpkins, Smith Beach, Machipongo, Shadyside, Birdsnest, Treherneville	14%
	Region 3: Fairgrounds, Weirwood, Marionville, Red Bank, Franktown, Hare Valley	4%
	Region 4: Silver Beach, Jamesville, Bayford, Willis Wharf, Wardtown	11%
	Cape Charles	11%
	Cheriton	9%
	Eastville	7%
	Nassawadox	10%
	Exmore	21%
<b>Total</b>		<b>100%</b>



# APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Northampton County as a place to live?	18%	45%	27%	10%	0%	100%
How do you rate your neighborhood as a place to live?	26%	45%	23%	6%	0%	100%
How do you rate Northampton County as a place to raise children?	14%	41%	26%	13%	5%	100%
How do you rate Northampton County as a place to retire?	22%	47%	19%	7%	5%	100%
How do you rate the overall quality of life in Northampton County?	8%	47%	33%	12%	1%	100%

Question #2: Please rate each of the following characteristics as they relate to Northampton County as a whole						
	excellent	good	fair	poor	don't know	Total
Sense of community	10%	38%	40%	8%	3%	100%
Openness and acceptance of the community towards people of diverse backgrounds	4%	26%	46%	20%	3%	100%
Overall appearance of Northampton County	3%	25%	49%	23%	1%	100%
Opportunities to attend cultural activities	2%	25%	40%	28%	5%	100%
Shopping opportunities	1%	6%	29%	64%	0%	100%
Air quality	21%	49%	25%	4%	1%	100%
Recreational opportunities	6%	19%	32%	40%	3%	100%
Job opportunities	0%	6%	22%	71%	2%	100%
Access to affordable quality housing	1%	11%	33%	48%	6%	100%
Access to affordable quality child care	1%	17%	33%	27%	23%	100%
Access to affordable quality health care	3%	26%	43%	26%	2%	100%
Ease of car travel in Northampton County	11%	45%	32%	8%	4%	100%
Ease of bus travel in Northampton County	1%	21%	32%	23%	23%	100%
Ease of bicycle travel in Northampton County	2%	29%	34%	20%	14%	100%
Ease of walking in Northampton County	9%	31%	34%	21%	4%	100%

<b>Question #3: Please rate the speed of growth in the following categories in Northampton County over the past two years:</b>							
	<b>much too slow</b>	<b>somewhat too slow</b>	<b>right amount</b>	<b>somewhat too fast</b>	<b>much too fast</b>	<b>don't know</b>	<b>Total</b>
Population growth	5%	14%	23%	28%	10%	20%	100%
Retail growth (stores, restaurants etc.)	25%	42%	18%	5%	3%	8%	100%
Jobs growth	49%	36%	8%	1%	0%	6%	100%

<b>Question #4: To what degree are the following problems in Northampton County:</b>						
	<b>not a problem</b>	<b>minor problem</b>	<b>moderate problem</b>	<b>major problem</b>	<b>don't know</b>	<b>Total</b>
Crime	3%	31%	45%	14%	6%	100%
Drugs	3%	10%	22%	57%	8%	100%
Too much growth	19%	24%	29%	16%	11%	100%
Noise	31%	39%	19%	8%	2%	100%
Run down buildings, weed lots, or junk vehicles	3%	25%	28%	41%	3%	100%
Taxes	13%	20%	32%	32%	4%	100%
Traffic congestion	39%	25%	22%	9%	5%	100%
Unsupervised youth	5%	23%	34%	25%	12%	100%
Homelessness	10%	29%	24%	13%	23%	100%
Road condition	20%	34%	28%	15%	3%	100%

<b>Question #5: Please rate how safe you feel from the following occurring to you in Northampton County:</b>							
	<b>very safe</b>	<b>somewhat safe</b>	<b>neither safe nor unsafe</b>	<b>somewhat unsafe</b>	<b>very unsafe</b>	<b>don't know</b>	<b>Total</b>
Violent crime (e.g., rape, assault, robbery)	16%	50%	15%	12%	5%	2%	100%
Property crimes (e.g., burglary, theft)	8%	49%	14%	16%	10%	3%	100%
Fire	16%	51%	18%	6%	4%	5%	100%

<b>Question #6: Please rate how safe you feel:</b>							
	<b>very safe</b>	<b>somewhat safe</b>	<b>neither safe nor unsafe</b>	<b>somewhat unsafe</b>	<b>very unsafe</b>	<b>don't know</b>	<b>Total</b>
In your neighborhood during the day	57%	34%	4%	4%	2%	0%	100%
In your neighborhood after dark	33%	47%	5%	9%	5%	0%	100%
In Northampton County's downtown area during the day	43%	45%	5%	4%	0%	2%	100%
In Northampton County's downtown area after dark	19%	43%	12%	16%	6%	5%	100%
In Northampton County's parks during the day	31%	34%	9%	2%	1%	24%	100%
In Northampton County's parks after dark	12%	28%	11%	13%	6%	29%	100%

<b>Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?</b>		
		<b>Percent of Respondents</b>
During the past twelve months, were you or anyone in your household the victim of any crime?	no	89%
	yes	10%
	don't know	1%
Total		100%

<b>Question #8: If yes, was this crime (these crimes) reported to the police?</b>		
		<b>Percent of Respondents</b>
If yes, was this crime (these crimes) reported to the police?	no	15%
	yes	85%
Total		100%

<b>Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Northampton County?</b>						
	<b>never</b>	<b>once or twice</b>	<b>3 to 12 times</b>	<b>13 to 26 times</b>	<b>more than 26 times</b>	<b>Total</b>
Used Northampton County public libraries or their services	51%	20%	16%	9%	3%	100%
Used Northampton County recreation centers	61%	19%	12%	6%	2%	100%
Participated in a recreation program or activity	61%	24%	9%	3%	3%	100%
Visited a Northampton County park	38%	35%	17%	7%	3%	100%
Ridden a local bus within Northampton County	88%	4%	4%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	46%	30%	19%	3%	2%	100%
Volunteered your time to some group/activity in Northampton County	51%	21%	13%	8%	6%	100%
Used the Internet for anything	38%	9%	7%	7%	39%	100%
Purchased an item over the Internet	54%	11%	15%	6%	14%	100%

<b>Question #10: How do you rate the quality of each of the following services in Northampton County?</b>						
	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>don't know</b>	<b>Total</b>
Sheriff services	13%	46%	29%	6%	7%	100%
Fire services	23%	51%	15%	2%	9%	100%
Ambulance/emergency medical services	21%	49%	19%	3%	9%	100%
Crime prevention	6%	28%	36%	13%	17%	100%
Fire prevention and education	7%	34%	30%	6%	23%	100%
Storm drainage	2%	14%	24%	48%	12%	100%
County parks	6%	24%	32%	13%	25%	100%
Recreation programs or classes	2%	22%	26%	15%	34%	100%
Recreation centers/facilities	3%	17%	31%	19%	30%	100%
Nature programs or classes	2%	16%	23%	16%	43%	100%
Range/variety of nature programs and classes	2%	15%	25%	16%	43%	100%
Accessibility of trails	2%	14%	26%	18%	41%	100%
Accessibility of historic sites	3%	31%	31%	11%	24%	100%
Land use, planning and zoning	2%	13%	37%	22%	26%	100%
Code enforcement (weeds, abandoned buildings, etc)	0%	12%	28%	44%	16%	100%
Animal control	4%	25%	42%	17%	12%	100%
Economic development	1%	15%	31%	35%	18%	100%
Health services	7%	33%	41%	14%	5%	100%
Services to seniors	4%	19%	40%	16%	20%	100%
Services to adolescents/teens	1%	10%	27%	34%	27%	100%
Services to children (age 0-12)	1%	11%	30%	26%	31%	100%
Services to low-income people	2%	17%	33%	26%	22%	100%
Public library services	5%	31%	30%	13%	20%	100%
Public information services	4%	25%	37%	12%	21%	100%
County courts	5%	33%	34%	5%	23%	100%
Public schools	9%	37%	30%	13%	11%	100%
Cable television	6%	13%	27%	28%	27%	100%
Agricultural/Farm advisor	5%	24%	17%	6%	48%	100%

<b>Question #11: Overall, how would you rate the quality of the services provided by . . .</b>						
	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>don't know</b>	<b>Total</b>
Overall, how would you rate the quality of the services provided by Northampton County?	4%	31%	46%	13%	6%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	3%	27%	40%	15%	15%	100%
Overall, how would you rate the quality of the services provided by the State Government?	3%	29%	42%	14%	12%	100%

<b>Question #12: Have you had any in-person or phone contact with an employee of Northampton County within the last 12 months?</b>		
		<b>Percent of Respondents</b>
Have you had any in-person or phone contact with an employee of Northampton County within the last 12 months?	no	38%
	yes	62%
	don't know	0%
Total		100%

<b>Question #13: What was your impression of the employees of Northampton County in your most recent contact?</b>						
	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>don't know</b>	<b>Total</b>
Knowledge	18%	51%	27%	4%	0%	100%
Responsiveness	20%	51%	19%	10%	0%	100%
Courtesy	31%	50%	12%	5%	2%	100%
Overall Impression	21%	49%	17%	11%	3%	100%

<b>Question #14: Please rate your agreement or disagreement with the following statements.</b>							
	<b>strongly agree</b>	<b>somewhat agree</b>	<b>neither agree nor disagree</b>	<b>somewhat disagree</b>	<b>strongly disagree</b>	<b>don't know</b>	<b>Total</b>
I receive good value for the Northampton County taxes I pay	5%	30%	25%	18%	14%	8%	100%
I am pleased with the overall direction that Northampton County is taking	4%	30%	25%	19%	12%	10%	100%
The Northampton County government welcomes citizen involvement	5%	35%	25%	12%	7%	16%	100%
The Northampton County government listens to citizens	4%	28%	23%	18%	11%	17%	100%

<b>Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months?</b>		
		<b>Percent of Respondents</b>
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	4%
	somewhat positive	21%
	neutral	40%
	somewhat negative	30%
	very negative	5%
Total		100%

<b>Question #16a: Top issues facing Northampton County</b>		
		<b>Percent of Respondents*</b>
What do you consider to be the top issues facing Northampton County in the next 10 years?	economic development	47%
	managing growth and development	52%
	protecting natural resources	17%
	groundwater protection	22%
	improving public education	34%
	improving law enforcement	17%
	improving infrastructure (water, sewer, streets, trash, etc)	33%
	developing public greenways (parks and trails)	4%
	increasing affordable housing opportunities	40%
	coordinating transportation with development	10%
	improving Emergency Medical Services and fire fighting response	17%
*Percents may add to more than 100% as respondents could give more than one answer		

<b>Question #16b: To what degree are you satisfied or unsatisfied with the current level of local services in Northampton County?</b>		
		<b>Percent of Respondents</b>
To what degree are you satisfied or unsatisfied with the current level of local services in Northampton County?	very satisfied	6%
	somewhat satisfied	37%
	neither satisfied nor unsatisfied	24%
	somewhat unsatisfied	18%
	very unsatisfied	7%
	don't know	6%
<b>Total</b>		<b>100%</b>

<b>Question #16c: To what degree would you support or oppose the County taking a more active role in economic development?</b>		
		<b>Percent of Respondents</b>
To what degree would you support or oppose the County taking a more active role in economic development?	strongly support	36%
	somewhat support	28%
	neither support nor oppose	15%
	somewhat oppose	5%
	strongly oppose	4%
	don't know	12%
<b>Total</b>		<b>100%</b>

<b>Question #16d: If you support the County taking a more active role in economic development, please rate how important it is for the County to support economic development in the following areas:?</b>					
	<b>essential</b>	<b>very important</b>	<b>somewhat important</b>	<b>not at all important</b>	<b>Total</b>
Work force training	46%	44%	7%	4%	100%
Development of business incentives	40%	38%	19%	2%	100%
Assistance with small business development	38%	45%	15%	2%	100%
Downtown Revitalization Program	22%	38%	28%	12%	100%
County department dedicated to active recruitment of outside investors	19%	25%	39%	18%	100%
Cultural diversity of the County	23%	37%	27%	13%	100%

<b>Question #16e: To what degree would you support or oppose a significant increase in dedicated County resources for Parks and Recreation?</b>		
		<b>Percent of Respondents</b>
To what degree would you support or oppose a significant increase in dedicated County resources for Parks and Recreation?	strongly support	33%
	somewhat support	30%
	neither support nor oppose	19%
	somewhat oppose	8%
	strongly oppose	3%
	don't know	7%
<b>Total</b>		<b>100%</b>

<b>Question #16f: Please select the region or incorporated town in which you live</b>		
		<b>Percent of Respondents</b>
Please select the region or incorporated town in which you live:	Region 1: Cheapside, Townsend, Capeville, Kiptopeke, Cape Center, Bayview, Oyster, Pat Town, Fairview	13%
	Region 2: Simpkins, Smith Beach, Machipongo, Shadyside, Birdsnest, Treherneville	14%
	Region 3: Fairgrounds, Weirwood, Marionville, Red Bank, Franktown, Hare Valley	4%
	Region 4: Silver Beach, Jamesville, Bayford, Willis Wharf, W	11%
	Cape Charles	11%
	Cheriton	9%
	Eastville	7%
	Nassawadox	10%
	Exmore	21%
<b>Total</b>		<b>100%</b>

<b>Question #17: Do you live within the County limits of Northampton County?</b>		
		<b>Percent of Respondents</b>
Do you live within the limits of Northampton County?	no	1%
	yes	99%
<b>Total</b>		<b>100%</b>

<b>Question #18: Employment Status</b>		
		<b>Percent of Respondents</b>
Are you currently employed?	no	34%
	yes	66%
<b>Total</b>		<b>100%</b>

<b>Question #18a: Usual Mode of Transportation to Work</b>		
		<b>Percent of Employed Respondents</b>
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	91%
	Bus, Rail, Subway, or other public transportation	4%
	Walk	4%
	Work at home	1%
<b>Total</b>		<b>100%</b>

<b>Question #18b: Drive Alone or Carpool</b>		
		<b>Percent of Employed Respondents</b>
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	80%
	yes	20%
<b>Total</b>		<b>100%</b>

<b>Usual Mode of Transportation to Work, Including Carpooling</b>		
		<b>Percent of Employed Respondents</b>
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	74%
	Motorized vehicle, with others (MOV)	17%
	Bus, rail, subway, or other public transportation	4%
	walk	4%
	work at home	1%
<b>Total</b>		<b>100%</b>

<b>Question #19: Length of Residency</b>		
		<b>Percent of Respondents</b>
How many years have you lived in Northampton County?	less than 2 years	5%
	2-5 years	11%
	6-10 years	7%
	11-20 years	13%
	more than 20 years	64%
<b>Total</b>		<b>100%</b>

<b>Question #20: Type of Housing Unit</b>		
		<b>Percent of Respondents</b>
Which best describes the building you live in?	one family house detached from any other houses	76%
	one family house attached to one or more houses	4%
	building with two or more apartments or condominiums	2%
	mobile home	12%
	other	6%
Total		100%

<b>Question #21: Tenure Status</b>		
		<b>Percent of Respondents</b>
Is this house, apartment, or mobile home...	rented for cash or occupied without cash payment?	33%
	owned by you or someone in this house	67%
Total		100%

<b>Question #22: Presence of Children in Household</b>		
		<b>Percent of Respondents</b>
Do any children age 12 or under live in your household?	no	80%
	yes	20%
Total		100%

<b>Question #23: Presence of Teenagers in Household</b>		
		<b>Percent of Respondents</b>
Do any teenagers ages 13 through 17 live in your household?	no	83%
	yes	17%
Total		100%

<b>Question #24: Presence of Senior Adults in Household</b>		
		<b>Percent of Respondents</b>
Are you or any other members of your household aged 65 or older?	no	66%
	yes	34%
Total		100%

<b>Question #25: Presence of Persons with Disabilities in Household</b>		
		<b>Percent of Respondents</b>
Does any member of your household have a physical handicap or is anyone disabled?	no	75%
	yes	25%
Total		100%

<b>Question #26: Education</b>		
		<b>Percent of Respondents</b>
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	15%
	high school diploma	21%
	some college, no degree	26%
	associate's degree (e.g. AA, AS)	6%
	bachelor's degree (e.g. BA, AB, BS)	19%
	graduate degree or professional degree	13%
Total		100%

<b>Question #27: Annual Household Income</b>		
		<b>Percent of Respondents</b>
How much do you anticipate your household's total income before taxes will be for the current year?	less than \$24,999	35%
	\$25,000 to \$49,999	32%
	\$50,000 to \$99,999	26%
	\$100,000 or more	7%
Total		100%

<b>Question #28: Ethnicity</b>		
		<b>Percent of Respondents</b>
Are you Spanish/Hispanic/Latino?	no	98%
	yes	2%
Total		100%

Question #29: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	1%
	Asian or Pacific Islander	1%
	Black, African American	39%
	White/Caucasian	53%
	Other	3%
	Multi-Racial	2%
Total		100%

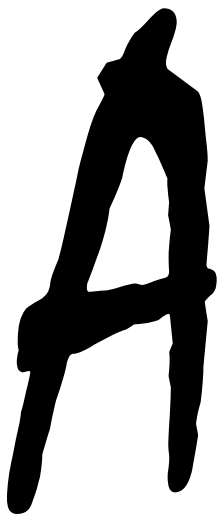
Question #30: Age		
		Percent of Respondents
In which category is your age?	18-24 years	2%
	25-34 years	17%
	35-44 years	12%
	45-54 years	26%
	55-64 years	16%
	65-74 years	14%
	75 years or older	13%
Total		100%

Question #31: Gender		
		Percent of Respondents
What is your gender?	Female	57%
	Male	43%
Total		100%

Question #32: Voter Registration Status		
		Percent of Respondents
Are you registered to vote in your jurisdiction?	no	11%
	yes	88%
	don't know	1%
Total		100%

<b>Question #33: Vote in Last Election?</b>		
		<b>Percent of Respondents</b>
Did you vote in the last election?	no	20%
	yes	80%
Total		100%

<b>Question #34: Likely to Vote in Next Election?</b>		
		<b>Percent of Respondents</b>
Are you likely to vote in the next election?	no	6%
	yes	85%
	don't know	9%
Total		100%



## APPENDIX II: SURVEY METHODOLOGY

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

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

### SAMPLING

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.<sup>3</sup> An individual within each household was selected using the birthday method.<sup>4</sup>

### SURVEY ADMINISTRATION

Households received three mailings between December 3<sup>rd</sup> and December 17<sup>th</sup> of 2004. The first was a postcard notifying them they had been selected to participate in the Northampton County 2004 Citizen Survey. The postcard was signed by the Chairman of the Northampton County Board of Supervisors. About a week later a survey was mailed with a cover letter also signed by the Chairman of the Board of Supervisors. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had

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<sup>3</sup> Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

<sup>4</sup> The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.

not yet participated to do so, while informing those who had already completed the survey not to do so again.

## RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,050 eligible households, 298 completed the survey providing a response rate of 28%. Approximately 150 addresses sampled were “vacant” or “not found.”<sup>5</sup> In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically from a list of residences maintained by the Northampton County GIS Department. Typically National Research Center uses mailing lists provided by the US Postal Service that are inclusive of all households in a given community.<sup>6</sup> For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Northampton County adults. This difference is also called a “margin of error.”<sup>7</sup> This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

## WEIGHTING AND ANALYZING THE DATA

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

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<sup>5</sup> “Eligible” households refer to addresses that belong to residences that are not vacant within the Northampton County.

<sup>6</sup> Northampton County does not have physical mailing addresses in some areas. The local US postal office also requires that mailings include a name on each mailing label.

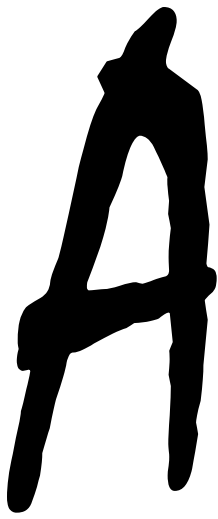
<sup>7</sup> The margin of error was calculated using the following formula:  $1.96 * \text{square root}(0.25/400)$ . This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

The demographic characteristics of the sample were compared to those of Northampton County as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were tenure by gender/age by race. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the next page.

<b>Weighting Scheme for Northampton County 2005 Citizen Survey</b>			
<b>Respondent Characteristics</b>	<b>Population Norm*</b>	<b>Unweighted Survey Data</b>	<b>Weighted Survey Data</b>
<b>Tenure</b>			
Rent Home	31%	15%	33%
Own Home	69%	85%	67%
<b>Type of Housing Unit</b>			
Single-Family Detached	78%	94%	88%
Attached	22%	6%	12%
<b>Ethnicity</b>			
Non-Hispanic	97%	99%	98%
Hispanic	3%	1%	2%
<b>Race</b>			
White/Caucasian	53%	75%	53%
Non-White	47%	25%	47%
<b>Gender</b>			
Female	54%	56%	57%
Male	46%	44%	43%
<b>Age</b>			
18-34	21%	10%	19%
35-54	37%	31%	38%
55+	42%	59%	43%
<b>Gender and Age</b>			
Females 18-34	11%	5%	9%
Females 35-54	20%	20%	23%
Females 55+	24%	32%	25%
Males 18-34	10%	5%	10%
Males 35-54	17%	11%	15%
Males 55+	18%	27%	18%

\* Source: 2000 Census



## APPENDIX III: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Northampton County. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.

# Northampton County 2004 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please circle the number that comes closest to your opinion for each of the following questions:**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
How do you rate Northampton County as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live? .....	1	2	3	4	5
How do you rate Northampton County as a place to raise children? .....	1	2	3	4	5
How do you rate Northampton County as a place to retire? .....	1	2	3	4	5
How do you rate the overall quality of life in Northampton County?.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Northampton County as a whole:**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds ...	1	2	3	4	5
Overall appearance of Northampton County .....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Air quality .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Job opportunities.....	1	2	3	4	5
Access to affordable quality housing .....	1	2	3	4	5
Access to affordable quality child care .....	1	2	3	4	5
Access to affordable quality health care .....	1	2	3	4	5
Ease of car travel in Northampton County.....	1	2	3	4	5
Ease of bus travel in Northampton County .....	1	2	3	4	5
Ease of bicycle travel in Northampton County .....	1	2	3	4	5
Ease of walking in Northampton County.....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Northampton County over the past 2 years:**

	<u>much too slow</u>	<u>somewhat too slow</u>	<u>right amount</u>	<u>somewhat too fast</u>	<u>much too fast</u>	<u>don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**4. To what degree, if at all, are the following problems in Northampton County:**

	<u>not a problem</u>	<u>minor problem</u>	<u>moderate problem</u>	<u>major problem</u>	<u>don't know</u>
Crime .....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Noise .....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles.....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Traffic congestion.....	1	2	3	4	5
Unsupervised youth .....	1	2	3	4	5
Homelessness.....	1	2	3	4	5
Road condition .....	1	2	3	4	5

**5. Please rate how safe you feel from the following occurring to you in Northampton County:**

	very <u>safe</u>	somewhat <u>safe</u>	neither safe <u>nor unsafe</u>	somewhat <u>unsafe</u>	very <u>unsafe</u>	don't <u>know</u>
Violent crime (e.g., rape, assault, robbery).....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Fire.....	1	2	3	4	5	6

**6. Please rate how safe you feel:**

	very <u>safe</u>	somewhat <u>safe</u>	neither safe <u>nor unsafe</u>	somewhat <u>unsafe</u>	very <u>unsafe</u>	don't <u>know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark .....	1	2	3	4	5	6
In the downtown area nearest your home during the day.....	1	2	3	4	5	6
In the downtown area nearest your home after dark.....	1	2	3	4	5	6
In the County's parks during the day.....	1	2	3	4	5	6
In the County's parks after dark .....	1	2	3	4	5	6

**7. During the past twelve months, were you or anyone in your household the victim of any crime?**

- no [go to question #9]     yes [go to question #8]     don't know

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

- no                                     yes                                     don't know

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

	<u>never</u>	once or <u>twice</u>	3 to 12 <u>times</u>	13 to 26 <u>times</u>	more than <u>26 times</u>
Used Northampton County public libraries or their services.....	1	2	3	4	5
Used Northampton County recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood or County park.....	1	2	3	4	5
Ridden a local bus within Northampton County.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Volunteered your time to some group/activity in Northampton County.....	1	2	3	4	5
Used the Internet for anything .....	1	2	3	4	5
Purchased an item over the Internet.....	1	2	3	4	5

**10. How do you rate the quality of each of the following services in Northampton County?**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Sheriff services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance/emergency medical services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Storm drainage .....	1	2	3	4	5
County parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers/facilities .....	1	2	3	4	5
Nature programs or classes .....	1	2	3	4	5
Range/variety of nature programs and classes .....	1	2	3	4	5
Accessibility of trails .....	1	2	3	4	5
Accessibility of historic sites .....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc) .....	1	2	3	4	5
Animal control services .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors .....	1	2	3	4	5
Services to adolescents/teens .....	1	2	3	4	5
Services to children (age 0-12) .....	1	2	3	4	5
Services to low income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
County courts .....	1	2	3	4	5
Public schools .....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Agricultural/Farm advisor .....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by...**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Northampton County? .....	1	2	3	4	5
The Federal Government? .....	1	2	3	4	5
The State Government? .....	1	2	3	4	5

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

- no [go to question #14]     yes [go to question #13]

**13. What was your impression of employees of Northampton County in your most recent contact? (Rate each characteristic below.)**

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Knowledge .....	1	2	3	4	5
Responsiveness .....	1	2	3	4	5
Courtesy .....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

**14. Please rate the following statements by circling the number that most clearly represents your opinion:**

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
I receive good value for Northampton County taxes I pay .....	1	2	3	4	5	6
I am pleased with the overall direction that Northampton County is taking .....	1	2	3	4	5	6
Northampton County government welcomes citizen involvement .....	1	2	3	4	5	6
Northampton County government listens to citizens .....	1	2	3	4	5	6

15. 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

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

a. What do you consider to be the top issues facing Northampton County in the next 10 years? Please mark up to THREE boxes.

- |  |  |
|--|--|
| <input type="checkbox"/> economic development            | <input type="checkbox"/> improving infrastructure (water, sewer, streets, trash, etc.)   |
| <input type="checkbox"/> managing growth and development | <input type="checkbox"/> developing public greenways (parks and trails)                  |
| <input type="checkbox"/> protecting natural resources    | <input type="checkbox"/> increasing affordable housing opportunities                     |
| <input type="checkbox"/> groundwater protection          | <input type="checkbox"/> coordinating transportation with development                    |
| <input type="checkbox"/> improving public education      | <input type="checkbox"/> improving Emergency Medical Services and fire fighting response |
| <input type="checkbox"/> improving law enforcement       |  |

b. To what degree are you satisfied or unsatisfied with the current level of local services in Northampton County?

- |  |   |
|--|---|
| <input type="checkbox"/> very satisfied                    | <input type="checkbox"/> somewhat unsatisfied |
| <input type="checkbox"/> somewhat satisfied                | <input type="checkbox"/> very unsatisfied     |
| <input type="checkbox"/> neither satisfied nor unsatisfied | <input type="checkbox"/> don't know           |

c. To what degree would you support or oppose the County taking a more active role in economic development?

- |   |  |
|---|--|
| <input type="checkbox"/> strongly support           | <input type="checkbox"/> somewhat oppose |
| <input type="checkbox"/> somewhat support           | <input type="checkbox"/> strongly oppose |
| <input type="checkbox"/> neither support nor oppose | <input type="checkbox"/> don't know      |

d. If you support the County taking a more active role in economic development, please rate how important it is for the County to support economic development in the following areas:

	<u>essential</u>	<u>very important</u>	<u>somewhat important</u>	<u>not at all important</u>
Work force training .....	1	2	3	4
Development of business incentives.....	1	2	3	4
Assistance with small business development .....	1	2	3	4
Downtown Revitalization Program .....	1	2	3	4
County department dedicated to active recruitment of outside investors .....	1	2	3	4
Cultural diversity of the County .....	1	2	3	4

e. To what degree would you support or oppose a significant increase in dedicated County resources for Parks and Recreation?

- |   |  |
|---|--|
| <input type="checkbox"/> strongly support           | <input type="checkbox"/> somewhat oppose |
| <input type="checkbox"/> somewhat support           | <input type="checkbox"/> strongly oppose |
| <input type="checkbox"/> neither support nor oppose | <input type="checkbox"/> don't know      |

f. Please select the region or incorporated town in which you live:

- Region 1: Cheapside, Townsend, Capeville, Kiptopeke, Cape Center, Bayview, Oyster, Pat Town, Fairview
- Region 2: Simpkins, Smith Beach, Machipongo, Shadyside, Birdsnest, Treherneville
- Region 3: Fairgrounds, Weirwood, Marionville, Red Bank, Franktown, Hare Valley
- Region 4: Silver Beach, Jamesville, Bayford, Willis Warf, Wardtown
- Cape Charles
- Cheriton
- Eastville
- Nassawadox
- Exmore

**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.**

**17. Do you live within the boundaries of Northampton County?**

- no  yes

**18. Are you currently employed?**

- no [go to question #19]  yes [go to question #18a]

**18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?**

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)  
 Bus, Rail, Subway, or other public transportation  
 Walk  
 Work at home  
 Other

**18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?**

- no  yes

**19. How many years have you lived in Northampton County?**

- less than 2 years  11-20 years  
 2-5 years  more than 20 years  
 6-10 years

**20. Which best describes the building you live in?**

- one family house detached from any other houses  
 house attached to one or more houses (e.g. a duplex or townhome)  
 building with two or more apartments or condominiums  
 mobile home  
 other

**21. Is this house, apartment, or mobile home...**

- rented for cash or occupied without cash payment?  
 owned by you or someone in this house with a mortgage or free and clear?

**22. Do any children 12 or under live in your household?**

- no  yes

**23. Do any teenagers aged between 13 and 17 live in your household?**

- no  yes

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

- no  yes

**25. Does any member of your household have a physical handicap or is anyone disabled?**

- no  yes

**26. What is the highest degree or level of school you have completed? (mark one box)**

- 12th Grade or less, no diploma  
 high school diploma  
 some college, no degree  
 associate's degree (e.g. AA, AS)  
 bachelor's degree (e.g. BA, AB, BS)  
 graduate degree or professional degree

**27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- less than \$24,999  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 or more

**28. Are you Spanish/Hispanic/Latino?**

- no  yes

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

- American Indian or Alaskan native  
 Asian or Pacific Islander  
 Black, African American  
 White/Caucasian  
 Other

**30. 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

**31. What is your gender?**

- female  male

**32. Are you registered to vote in your jurisdiction?**

- no  yes  don't know

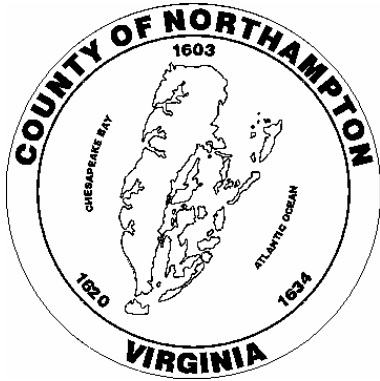
**33. Did you vote in the last election?**

- no  yes  don't know

**34. Are you likely to vote in the next election?**

- no  yes  don't know

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



November, 2004

Dear Northampton County Resident:

Northampton County wants to know what you think about our community and County government. You have been randomly selected to participate in Northampton County's 2004 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the County Board make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Northampton County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

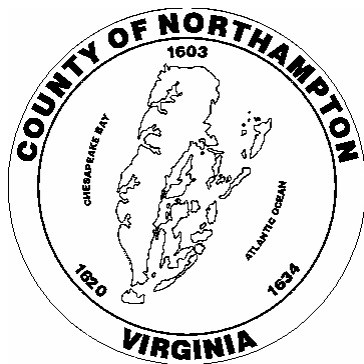
Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call 757-678-5347.

Please help us shape the future of Northampton County. Thank you for your time and participation.

Sincerely,

A handwritten signature in cursive script that reads "Laurence J. Trala".

Laurence J. Trala  
Chairman of the Northampton County Board of Supervisors



November, 2004

Dear Northampton County Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Northampton County wants to know what you think about our community and County government. You have been randomly selected to participate in Northampton County's Citizen Survey.

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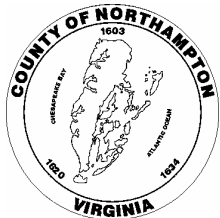
16404 Courthouse Road  
P.O. Box 538  
Eastville, Virginia 23347

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



16404 Courthouse Road  
P.O. Box 538  
Eastville, Virginia 23347

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



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Permit NO. 94



16404 Courthouse Road  
P.O. Box 538  
Eastville, Virginia 23347

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

Dear Northampton County Resident,

Your household has been selected at random to participate in an anonymous citizen survey about Northampton County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



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Laurence J. Trala  
Chairman of the Northampton County Board of Supervisors



16404 Courthouse Road  
P.O. Box 538  
Eastville, Virginia 23347

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

