

# **The National Citizen Survey™**

## **Harrisonburg, VA**

Technical Appendices

2014

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## Appendix A: Complete Survey Responses

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=”).

### Responses excluding “don’t know”

Table 1: Question 1

Please rate each of the following aspects of quality of life in Harrisonburg:	Excellent		Good		Fair		Poor		Total	
Harrisonburg as a place to live	32%	N=74	56%	N=128	11%	N=26	0%	N=1	100%	N=229
Your neighborhood as a place to live	32%	N=73	46%	N=107	21%	N=47	1%	N=3	100%	N=230
Harrisonburg as a place to raise children	32%	N=65	46%	N=94	19%	N=39	4%	N=8	100%	N=206
Harrisonburg as a place to work	20%	N=43	45%	N=99	29%	N=63	6%	N=13	100%	N=217
Harrisonburg as a place to visit	21%	N=46	46%	N=101	25%	N=56	7%	N=16	100%	N=219
Harrisonburg as a place to retire	25%	N=44	46%	N=81	22%	N=39	7%	N=12	100%	N=176
The overall quality of life in Harrisonburg	21%	N=49	64%	N=146	14%	N=33	1%	N=2	100%	N=229

Table 2: Question 2

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Harrisonburg	25%	N=57	57%	N=131	18%	N=40	1%	N=2	100%	N=230
Overall ease of getting to the places you usually have to visit	29%	N=66	47%	N=108	20%	N=47	4%	N=10	100%	N=230
Quality of overall natural environment in Harrisonburg	22%	N=50	47%	N=106	29%	N=65	2%	N=5	100%	N=226
Overall 'built environment' of Harrisonburg (including overall design, buildings, parks and transportation systems)	14%	N=31	46%	N=105	32%	N=73	8%	N=19	100%	N=227
Health and wellness opportunities in Harrisonburg	25%	N=54	45%	N=96	26%	N=56	3%	N=7	100%	N=213
Overall opportunities for education and enrichment	36%	N=79	49%	N=107	13%	N=27	2%	N=5	100%	N=218
Overall economic health of Harrisonburg	14%	N=29	49%	N=104	32%	N=68	5%	N=10	100%	N=211
Sense of community	16%	N=35	45%	N=99	30%	N=66	9%	N=19	100%	N=219
Overall image or reputation of Harrisonburg	16%	N=36	62%	N=135	20%	N=44	2%	N=4	100%	N=219
How well the city is managing growth	17%	N=34	41%	N=82	34%	N=68	9%	N=18	100%	N=201

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 Harrisonburg to someone who asks	39%	N=88	50%	N=112	7%	N=16	3%	N=7	100%	N=224
Remain in Harrisonburg for the next five years	48%	N=107	27%	N=60	15%	N=33	10%	N=23	100%	N=223

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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	73%	N=166	22%	N=50	2%	N=5	3%	N=6	1%	N=2	100%	N=228
In Harrisonburg's downtown/commercial area during the day	61%	N=137	34%	N=75	5%	N=10	1%	N=2	0%	N=0	100%	N=225
In City parks during the day	52%	N=110	37%	N=78	6%	N=14	2%	N=5	2%	N=3	100%	N=210
In commercial/retail areas outside downtown during the day	57%	N=128	36%	N=81	3%	N=8	3%	N=7	0%	N=0	100%	N=223

Table 5: Question 5

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	12%	N=28	38%	N=86	37%	N=83	13%	N=29	100%	N=226
Ease of public parking	16%	N=37	43%	N=97	31%	N=69	9%	N=21	100%	N=224
Ease of travel by car in Harrisonburg	27%	N=61	45%	N=101	21%	N=48	6%	N=14	100%	N=225
Ease of travel by public transportation in Harrisonburg	26%	N=32	31%	N=39	31%	N=39	11%	N=14	100%	N=124
Ease of travel by bicycle in Harrisonburg	20%	N=28	33%	N=45	37%	N=51	11%	N=15	100%	N=139
Ease of walking in Harrisonburg	14%	N=29	43%	N=92	28%	N=59	15%	N=31	100%	N=212
Availability of paths and walking trails	13%	N=28	37%	N=77	30%	N=64	20%	N=41	100%	N=210
Air quality	23%	N=52	50%	N=113	22%	N=50	4%	N=10	100%	N=225
Cleanliness of Harrisonburg	23%	N=52	55%	N=125	20%	N=46	3%	N=6	100%	N=229
Overall appearance of Harrisonburg	17%	N=40	56%	N=128	24%	N=55	3%	N=6	100%	N=228
Public places where people want to spend time	13%	N=28	54%	N=117	26%	N=58	7%	N=15	100%	N=218
Variety of housing options	18%	N=41	43%	N=94	30%	N=66	9%	N=20	100%	N=220
Availability of affordable quality housing	15%	N=33	35%	N=75	34%	N=72	16%	N=35	100%	N=215
Fitness opportunities (including exercise classes and paths or trails, etc.)	21%	N=44	47%	N=101	30%	N=64	2%	N=5	100%	N=213
Recreational opportunities	20%	N=44	48%	N=102	29%	N=62	3%	N=6	100%	N=215
Availability of affordable quality food	22%	N=49	53%	N=121	18%	N=41	7%	N=15	100%	N=227
Availability of affordable quality health care	18%	N=37	41%	N=86	26%	N=54	16%	N=34	100%	N=211
Availability of preventive health services	18%	N=35	43%	N=82	23%	N=45	16%	N=30	100%	N=192
Availability of affordable quality mental health care	11%	N=14	31%	N=38	32%	N=40	25%	N=30	100%	N=122

Table 6: Question 6

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	27%	N=26	32%	N=31	33%	N=32	8%	N=8	100%	N=96
K-12 education	30%	N=37	50%	N=60	18%	N=21	2%	N=3	100%	N=121
Adult educational opportunities	30%	N=51	49%	N=84	17%	N=29	4%	N=8	100%	N=172
Opportunities to attend cultural/arts/music activities	26%	N=52	45%	N=92	24%	N=50	5%	N=11	100%	N=204
Opportunities to participate in religious or spiritual events and activities	41%	N=83	45%	N=93	13%	N=27	1%	N=2	100%	N=205
Employment opportunities	9%	N=18	37%	N=77	35%	N=73	18%	N=38	100%	N=206
Shopping opportunities	21%	N=47	42%	N=95	27%	N=61	10%	N=22	100%	N=225
Cost of living in Harrisonburg	15%	N=34	44%	N=99	33%	N=75	8%	N=17	100%	N=225
Overall quality of business and service establishments in Harrisonburg	14%	N=31	51%	N=114	31%	N=71	4%	N=9	100%	N=225
Vibrant downtown/commercial area	13%	N=28	51%	N=111	30%	N=65	6%	N=14	100%	N=219

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Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Total	
Overall quality of new development in Harrisonburg	9%	N=17	53%	N=100	34%	N=64	5%	N=9	100%	N=189
Opportunities to participate in social events and activities	13%	N=27	54%	N=109	28%	N=58	4%	N=9	100%	N=204
Opportunities to volunteer	26%	N=49	52%	N=98	18%	N=34	4%	N=9	100%	N=190
Opportunities to participate in community matters	17%	N=30	51%	N=90	23%	N=40	9%	N=16	100%	N=176
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=27	50%	N=99	30%	N=59	7%	N=15	100%	N=199
Neighborliness of residents in Harrisonburg	13%	N=28	41%	N=88	38%	N=82	8%	N=18	100%	N=216

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	24%	N=56	76%	N=172	100%	N=228
Made efforts to make your home more energy efficient	34%	N=77	66%	N=152	100%	N=229
Observed a code violation or other hazard in Harrisonburg	59%	N=134	41%	N=92	100%	N=226
Household member was a victim of a crime in Harrisonburg	91%	N=209	9%	N=20	100%	N=229
Reported a crime to the police in Harrisonburg	87%	N=198	13%	N=29	100%	N=227
Stocked supplies in preparation for an emergency	54%	N=122	46%	N=104	100%	N=226
Campaigned or advocated for an issue, cause or candidate	81%	N=185	19%	N=43	100%	N=228
Contacted the City of Harrisonburg (in-person, phone, email or web) for help or information	60%	N=137	40%	N=90	100%	N=227
Contacted Harrisonburg elected officials (in-person, phone, email or web) to express your opinion	87%	N=198	13%	N=29	100%	N=227
Called 9-1-1 for assistance from police, fire or rescue squad	79%	N=181	21%	N=47	100%	N=228
Actively participate in a neighborhood watch group	96%	N=216	4%	N=9	100%	N=225

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 Harrisonburg?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Harrisonburg recreation centers or their services	11%	N=24	14%	N=31	40%	N=88	35%	N=78	100%	N=221
Visited a neighborhood park or City park	15%	N=33	25%	N=57	46%	N=105	14%	N=32	100%	N=227
Used Harrisonburg public libraries or their services	8%	N=19	20%	N=44	34%	N=76	38%	N=87	100%	N=226
Participated in religious or spiritual activities in Harrisonburg	27%	N=62	22%	N=49	16%	N=37	35%	N=79	100%	N=227
Attended a City-sponsored event	5%	N=10	5%	N=11	48%	N=107	42%	N=93	100%	N=222
Used bus or public transportation instead of driving	11%	N=24	9%	N=20	10%	N=23	70%	N=158	100%	N=226
Carpooled with other adults or children instead of driving alone	24%	N=54	21%	N=46	22%	N=50	32%	N=72	100%	N=222
Walked or biked instead of driving	24%	N=53	14%	N=31	23%	N=51	40%	N=89	100%	N=224
Volunteered your time to some group/activity in Harrisonburg	15%	N=34	16%	N=37	22%	N=49	46%	N=105	100%	N=225
Participated in a club	11%	N=25	8%	N=17	14%	N=31	67%	N=146	100%	N=220
Talked to or visited with your immediate neighbors	27%	N=61	34%	N=76	27%	N=60	13%	N=29	100%	N=226
Done a favor for a neighbor	15%	N=35	23%	N=52	39%	N=88	22%	N=51	100%	N=225
Used school bus instead of driving children to school	15%	N=33	1%	N=1	3%	N=7	81%	N=182	100%	N=224

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Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council, 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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=3	0%	N=1	18%	N=41	80%	N=181	100%	N=226
Watched (online or on television) a local public meeting	2%	N=5	2%	N=4	23%	N=53	73%	N=166	100%	N=227

Table 10: Question 10

Please rate the quality of each of the following services in Harrisonburg:	Excellent		Good		Fair		Poor		Total	
Harrisonburg Police Department Services	27%	N=49	55%	N=100	11%	N=21	6%	N=11	100%	N=180
Fire services	42%	N=69	56%	N=92	1%	N=2	0%	N=1	100%	N=163
Ambulance or emergency medical services	42%	N=68	55%	N=88	2%	N=4	0%	N=1	100%	N=160
Crime prevention	14%	N=24	54%	N=88	26%	N=43	6%	N=10	100%	N=165
Fire prevention and education	27%	N=40	64%	N=97	6%	N=9	3%	N=4	100%	N=151
Traffic enforcement	17%	N=33	51%	N=96	24%	N=46	8%	N=15	100%	N=190
Street repair	20%	N=42	45%	N=94	26%	N=55	10%	N=20	100%	N=211
Street cleaning	26%	N=57	51%	N=110	17%	N=37	6%	N=12	100%	N=216
Street lighting	13%	N=30	53%	N=118	29%	N=66	5%	N=10	100%	N=224
Snow removal	22%	N=50	45%	N=101	22%	N=50	11%	N=24	100%	N=225
Sidewalk maintenance	13%	N=28	56%	N=121	22%	N=49	8%	N=18	100%	N=216
Traffic signal timing	12%	N=26	42%	N=93	31%	N=69	15%	N=32	100%	N=219
Bus or transit services	23%	N=29	49%	N=61	21%	N=26	8%	N=10	100%	N=126
Garbage collection	26%	N=55	60%	N=130	12%	N=26	2%	N=5	100%	N=216
Recycling	16%	N=33	52%	N=106	23%	N=47	9%	N=19	100%	N=205
Bulk debris/Yard waste pick-up	23%	N=37	51%	N=81	18%	N=28	8%	N=12	100%	N=158
Storm water drainage	14%	N=22	69%	N=104	15%	N=22	2%	N=3	100%	N=152
Drinking water	26%	N=55	49%	N=107	16%	N=34	9%	N=20	100%	N=216
Sewer services	20%	N=39	68%	N=132	9%	N=17	3%	N=6	100%	N=195
Power (electric) utility	28%	N=62	58%	N=126	11%	N=23	3%	N=6	100%	N=217
Utility billing (water and sewer)	18%	N=39	59%	N=125	17%	N=36	5%	N=11	100%	N=210
City parks	27%	N=55	55%	N=112	17%	N=34	1%	N=1	100%	N=202
Recreation programs or classes	22%	N=32	54%	N=78	22%	N=32	2%	N=2	100%	N=145
Recreation centers or facilities	21%	N=32	57%	N=89	20%	N=31	2%	N=4	100%	N=155
Land use, planning and zoning	12%	N=18	41%	N=59	33%	N=48	13%	N=19	100%	N=144
Code enforcement (junk and debris, neglected buildings, signs, etc.)	10%	N=15	44%	N=63	30%	N=43	15%	N=21	100%	N=143
Animal control	15%	N=20	59%	N=81	19%	N=27	7%	N=10	100%	N=138
Economic development	12%	N=19	46%	N=76	35%	N=58	6%	N=10	100%	N=163
Health services	16%	N=29	51%	N=95	27%	N=51	6%	N=11	100%	N=185
Public library services	36%	N=66	51%	N=94	9%	N=17	3%	N=6	100%	N=183
Public information services	20%	N=34	56%	N=95	18%	N=30	6%	N=10	100%	N=168
Cable television	13%	N=22	38%	N=65	21%	N=36	28%	N=48	100%	N=170
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	27%	N=41	36%	N=55	26%	N=41	11%	N=17	100%	N=155

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Please rate the quality of each of the following services in Harrisonburg:	Excellent		Good		Fair		Poor		Total	
City-sponsored special events	20%	N=34	52%	N=87	23%	N=39	5%	N=8	100%	N=169
Overall customer service by Harrisonburg employees	16%	N=34	63%	N=129	16%	N=32	4%	N=8	100%	N=204

Table 11: Question 11

Please rate the following categories of Harrisonburg government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Harrisonburg	6%	N=10	46%	N=82	34%	N=60	14%	N=26	100%	N=178
The overall direction that Harrisonburg is taking	10%	N=19	59%	N=113	22%	N=41	9%	N=17	100%	N=191
The job Harrisonburg government does at welcoming citizen involvement	13%	N=23	45%	N=79	29%	N=51	12%	N=21	100%	N=174
Overall confidence in Harrisonburg government	10%	N=19	48%	N=87	31%	N=56	11%	N=20	100%	N=182
Generally acting in the best interest of the City	12%	N=21	48%	N=86	29%	N=51	11%	N=20	100%	N=177
Being honest	19%	N=30	46%	N=73	25%	N=40	9%	N=15	100%	N=158
Treating all residents fairly	14%	N=24	43%	N=75	27%	N=47	15%	N=26	100%	N=172

Table 12: Question 12

Please rate how important, if at all, you think it is for the Harrisonburg 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 Harrisonburg	45%	N=102	41%	N=94	14%	N=32	0%	N=0	100%	N=228
Overall ease of getting to the places you usually have to visit	29%	N=67	50%	N=114	19%	N=43	2%	N=5	100%	N=229
Quality of overall natural environment in Harrisonburg	31%	N=69	42%	N=94	26%	N=59	2%	N=4	100%	N=226
Overall "built environment" of Harrisonburg (including overall design, buildings, parks and transportation systems)	30%	N=68	35%	N=80	31%	N=71	4%	N=9	100%	N=227
Health and wellness opportunities in Harrisonburg	33%	N=74	36%	N=82	26%	N=58	5%	N=12	100%	N=226
Overall opportunities for education and enrichment	31%	N=69	36%	N=82	29%	N=64	4%	N=9	100%	N=225
Overall economic health of Harrisonburg	45%	N=103	38%	N=86	16%	N=37	1%	N=2	100%	N=228
Sense of community	31%	N=72	43%	N=98	24%	N=56	1%	N=2	100%	N=228

Table 13: Question 13

Please rate the following categories of Harrisonburg's communication efforts:	Excellent		Good		Fair		Poor		Total	
Ease of navigation of the web site	13%	N=18	60%	N=86	24%	N=34	3%	N=5	100%	N=143
Quality of the information and content on the web site	14%	N=19	60%	N=84	24%	N=33	3%	N=4	100%	N=141
Content/relevance of the City's social media sites	18%	N=18	53%	N=53	25%	N=25	4%	N=4	100%	N=101
Timeliness of information provided by the city	17%	N=26	47%	N=73	27%	N=41	9%	N=14	100%	N=154
Availability of information about city services and activities	18%	N=31	47%	N=79	29%	N=49	6%	N=10	100%	N=169
Public Education Government TV Channel (CitySpan)	16%	N=15	46%	N=41	27%	N=24	10%	N=9	100%	N=89

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Table 14: Question 14

Please rate the following categories of Harrisonburg's parks and recreation:	Excellent		Good		Fair		Poor		Total	
Maintenance of parks	34%	N=70	54%	N=109	12%	N=24	0%	N=0	100%	N=203
Number of parks	22%	N=47	54%	N=116	16%	N=35	8%	N=17	100%	N=215
Quality of recreation programs for seniors	27%	N=22	45%	N=37	18%	N=14	10%	N=8	100%	N=81
Quality of recreation programs for adults	26%	N=33	36%	N=45	30%	N=37	8%	N=11	100%	N=126
Quality of recreation programs for youth	27%	N=31	47%	N=54	20%	N=23	7%	N=8	100%	N=116

Table 15: Question 15

Please rate the quality of the following aspects of the community and services offered:	Excellent		Good		Fair		Poor		Total	
Attractiveness of streetscapes/medians	14%	N=30	47%	N=104	31%	N=69	8%	N=17	100%	N=220
School bus services	40%	N=36	48%	N=43	8%	N=8	3%	N=3	100%	N=90
Parking enforcement	19%	N=31	55%	N=91	17%	N=28	10%	N=16	100%	N=166
Police efforts to reduce gang related activity	27%	N=40	43%	N=63	21%	N=30	10%	N=15	100%	N=147
Police efforts to reduce drug related activity	22%	N=33	43%	N=66	23%	N=34	12%	N=18	100%	N=152
Visibility of police in neighborhoods	18%	N=37	39%	N=79	26%	N=54	17%	N=35	100%	N=204
Household hazardous waste disposal	19%	N=22	42%	N=51	24%	N=28	16%	N=19	100%	N=120

Table 16: Question 16

The biggest police matter in my neighborhood is:	Percent	Number
Juvenile activity	8%	N=16
Drugs	5%	N=11
Traffic	25%	N=52
Noise	24%	N=48
Graffiti	2%	N=4
Theft	13%	N=26
Other	23%	N=47
Total	100%	N=205

Table 17: Question 17

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 at night	49%	N=113	34%	N=78	6%	N=14	8%	N=19	2%	N=5	0%	N=0	100%	N=230
In Harrisonburg's downtown/commercial area at night	23%	N=52	51%	N=115	7%	N=16	11%	N=24	3%	N=6	6%	N=14	100%	N=227
In commercial/retail areas outside downtown at night	25%	N=56	35%	N=81	19%	N=44	15%	N=35	1%	N=2	4%	N=10	100%	N=228



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Table 18: Question 18

Which of the following are ways you feel Harrisonburg should expand public transportation?	Percent	Number
Extended hours	41%	N=68
Shorter routes	18%	N=30
Additional routes	60%	N=100

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

Table 19: Question 19

Do you have a land line home phone?	Percent	Number
No	69%	N=159
Yes	31%	N=70
Total	100%	N=228

Table 20: Question 20

Do you have a cellular phone?	Percent	Number
No	7%	N=15
Yes	93%	N=213
Total	100%	N=228

Table 21: Question 21

If you have dialed 9-1-1 for emergency assistance in the past year what type of phone did you use?	Percent	Number
Land line phone	5%	N=11
Cellular phone	23%	N=49
Both land line and cellular phone	3%	N=6
Not applicable	68%	N=143
Total	100%	N=209

Table 22: 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=32	9%	N=20	8%	N=17	22%	N=51	47%	N=109	100%	N=230
Purchase goods or services from a business located in Harrisonburg	2%	N=5	3%	N=6	13%	N=30	49%	N=110	33%	N=74	100%	N=224
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	14%	N=31	35%	N=78	32%	N=73	16%	N=35	100%	N=226
Participate in moderate or vigorous physical activity	1%	N=3	15%	N=33	34%	N=77	35%	N=80	15%	N=34	100%	N=227
Read or watch local news (via television, paper, computer, etc.)	5%	N=12	24%	N=55	14%	N=32	29%	N=67	28%	N=63	100%	N=228
Vote in local elections	28%	N=65	9%	N=20	12%	N=28	20%	N=46	31%	N=71	100%	N=230

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Table 23: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=44
Very good	43%	N=97
Good	29%	N=67
Fair	8%	N=19
Poor	0%	N=0
Total	100%	N=228

Table 24: 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	11%	N=25
Somewhat positive	23%	N=52
Neutral	50%	N=115
Somewhat negative	15%	N=35
Very negative	1%	N=2
Total	100%	N=228

Table 25: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=129
Working part time for pay	20%	N=46
Unemployed, looking for paid work	4%	N=10
Unemployed, not looking for paid work	9%	N=20
Fully retired	11%	N=25
Total	100%	N=230

Table 26: Question D5

Do you work inside the boundaries of Harrisonburg?	Percent	Number
Yes, outside the home	56%	N=125
Yes, from home	9%	N=20
No	35%	N=77
Total	100%	N=222

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Table 27: Question D6

How many years have you lived in Harrisonburg?	Percent	Number
Less than 2 years	17%	N=40
2 to 5 years	27%	N=62
6 to 10 years	13%	N=29
11 to 20 years	23%	N=52
More than 20 years	21%	N=48
Total	100%	N=231

Table 28: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	38%	N=87
Building with two or more homes (duplex, townhome, apartment or condominium)	56%	N=128
Mobile home	1%	N=3
Other	4%	N=10
Total	100%	N=228

Table 29: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	63%	N=141
Owned	37%	N=85
Total	100%	N=226

Table 30: 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	7%	N=16
\$300 to \$599 per month	30%	N=68
\$600 to \$999 per month	36%	N=81
\$1,000 to \$1,499 per month	15%	N=34
\$1,500 to \$2,499 per month	9%	N=20
\$2,500 or more per month	3%	N=6
Total	100%	N=226

Table 31: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=154
Yes	32%	N=74
Total	100%	N=228

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Table 32: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=194
Yes	16%	N=37
Total	100%	N=231

Table 33: 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	36%	N=78
\$25,000 to \$49,999	25%	N=54
\$50,000 to \$99,999	30%	N=65
\$100,000 to \$149,999	6%	N=14
\$150,000 or more	3%	N=6
Total	100%	N=216

Table 34: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=198
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=26
Total	100%	N=224

Table 35: 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	2%	N=5
Asian, Asian Indian or Pacific Islander	6%	N=13
Black or African American	2%	N=5
White	86%	N=196
Other	8%	N=18

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

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Table 36: Question D15

In which category is your age?	Percent	Number
18 to 24 years	17%	N=39
25 to 34 years	44%	N=100
35 to 44 years	9%	N=20
45 to 54 years	11%	N=26
55 to 64 years	8%	N=18
65 to 74 years	4%	N=10
75 years or older	7%	N=16
Total	100%	N=229

Table 37: Question D16

What is your sex?	Percent	Number
Female	54%	N=124
Male	46%	N=104
Total	100%	N=229

Table 38: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=172
Land line	18%	N=40
Both	7%	N=16
Total	100%	N=229

Table 39: Question D18

Are you a student at any of the following schools?	Percent	Number
JMU	66%	N=35
BRCC	20%	N=11
EMU	9%	N=5
National College	5%	N=2
Bridgewater	0%	N=0
Total	100%	N=53

## 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 40: Question 1

Please rate each of the following aspects of quality of life in Harrisonburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Harrisonburg as a place to live	32%	N=74	56%	N=128	11%	N=26	0%	N=1	0%	N=0	100%	N=229
Your neighborhood as a place to live	32%	N=73	46%	N=107	21%	N=47	1%	N=3	0%	N=0	100%	N=231
Harrisonburg as a place to raise children	28%	N=65	41%	N=94	17%	N=39	3%	N=8	11%	N=25	100%	N=230
Harrisonburg as a place to work	19%	N=43	43%	N=99	27%	N=63	6%	N=13	5%	N=13	100%	N=230
Harrisonburg as a place to visit	20%	N=46	45%	N=101	25%	N=56	7%	N=16	3%	N=6	100%	N=225
Harrisonburg as a place to retire	19%	N=44	36%	N=81	17%	N=39	5%	N=12	22%	N=50	100%	N=226
The overall quality of life in Harrisonburg	21%	N=49	63%	N=146	14%	N=33	1%	N=2	0%	N=1	100%	N=230

Table 41: Question 2

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Harrisonburg	25%	N=57	57%	N=131	18%	N=40	1%	N=2	0%	N=0	100%	N=231
Overall ease of getting to the places you usually have to visit	29%	N=66	47%	N=108	20%	N=47	4%	N=10	0%	N=0	100%	N=230
Quality of overall natural environment in Harrisonburg	22%	N=50	47%	N=106	29%	N=65	2%	N=5	0%	N=1	100%	N=227
Overall 'built environment' of Harrisonburg (including overall design, buildings, parks and transportation systems)	13%	N=31	46%	N=105	32%	N=73	8%	N=19	1%	N=1	100%	N=229
Health and wellness opportunities in Harrisonburg	24%	N=54	43%	N=96	25%	N=56	3%	N=7	5%	N=12	100%	N=225
Overall opportunities for education and enrichment	35%	N=79	47%	N=107	12%	N=27	2%	N=5	4%	N=9	100%	N=227
Overall economic health of Harrisonburg	13%	N=29	45%	N=104	30%	N=68	4%	N=10	8%	N=18	100%	N=229
Sense of community	15%	N=35	44%	N=99	29%	N=66	8%	N=19	4%	N=8	100%	N=227
Overall image or reputation of Harrisonburg	16%	N=36	59%	N=135	19%	N=44	2%	N=4	4%	N=8	100%	N=227
How well the city is managing growth	15%	N=34	36%	N=82	30%	N=68	8%	N=18	12%	N=28	100%	N=229

Table 42: 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 Harrisonburg to someone who asks	38%	N=88	49%	N=112	7%	N=16	3%	N=7	3%	N=6	100%	N=230
Remain in Harrisonburg for the next five years	47%	N=107	26%	N=60	14%	N=33	10%	N=23	3%	N=7	100%	N=229

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Table 43: 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	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	73%	N=166	22%	N=50	2%	N=5	3%	N=6	1%	N=2	0%	N=0	100%	N=229
In Harrisonburg's downtown/commercial area during the day	60%	N=137	33%	N=75	5%	N=10	1%	N=2	0%	N=0	1%	N=3	100%	N=228
In City parks during the day	48%	N=110	34%	N=78	6%	N=14	2%	N=5	1%	N=3	8%	N=19	100%	N=230
In commercial/retail areas outside downtown during the day	56%	N=128	36%	N=81	3%	N=8	3%	N=7	0%	N=0	2%	N=5	100%	N=229

Table 44: Question 5

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	12%	N=28	38%	N=86	36%	N=83	13%	N=29	1%	N=3	100%	N=230
Ease of public parking	16%	N=37	42%	N=97	30%	N=69	9%	N=21	2%	N=6	100%	N=230
Ease of travel by car in Harrisonburg	27%	N=61	44%	N=101	21%	N=48	6%	N=14	1%	N=3	100%	N=228
Ease of travel by public transportation in Harrisonburg	14%	N=32	17%	N=39	17%	N=39	6%	N=14	45%	N=102	100%	N=226
Ease of travel by bicycle in Harrisonburg	12%	N=28	20%	N=45	23%	N=51	6%	N=15	39%	N=87	100%	N=227
Ease of walking in Harrisonburg	13%	N=29	41%	N=92	27%	N=59	14%	N=31	5%	N=12	100%	N=224
Availability of paths and walking trails	12%	N=28	34%	N=77	28%	N=64	18%	N=41	8%	N=18	100%	N=228
Air quality	23%	N=52	49%	N=113	22%	N=50	4%	N=10	2%	N=4	100%	N=229
Cleanliness of Harrisonburg	23%	N=52	55%	N=125	20%	N=46	3%	N=6	0%	N=0	100%	N=230
Overall appearance of Harrisonburg	17%	N=40	56%	N=128	24%	N=55	3%	N=6	0%	N=0	100%	N=228
Public places where people want to spend time	12%	N=28	52%	N=117	25%	N=58	7%	N=15	4%	N=9	100%	N=227
Variety of housing options	18%	N=41	41%	N=94	29%	N=66	9%	N=20	4%	N=8	100%	N=228
Availability of affordable quality housing	15%	N=33	33%	N=75	32%	N=72	15%	N=35	5%	N=12	100%	N=227
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=44	44%	N=101	28%	N=64	2%	N=5	7%	N=16	100%	N=229
Recreational opportunities	19%	N=44	45%	N=102	27%	N=62	3%	N=6	6%	N=13	100%	N=228
Availability of affordable quality food	22%	N=49	53%	N=121	18%	N=41	7%	N=15	0%	N=1	100%	N=228
Availability of affordable quality health care	16%	N=37	38%	N=86	24%	N=54	15%	N=34	8%	N=17	100%	N=228
Availability of preventive health services	15%	N=35	36%	N=82	20%	N=45	13%	N=30	16%	N=38	100%	N=230
Availability of affordable quality mental health care	6%	N=14	17%	N=38	17%	N=40	13%	N=30	47%	N=107	100%	N=229

Table 45: Question 6

Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	11%	N=26	14%	N=31	14%	N=32	3%	N=8	58%	N=133	100%	N=229
K-12 education	16%	N=37	26%	N=60	9%	N=21	1%	N=3	47%	N=107	100%	N=228
Adult educational opportunities	22%	N=51	37%	N=84	13%	N=29	3%	N=8	25%	N=57	100%	N=229
Opportunities to attend cultural/arts/music activities	23%	N=52	40%	N=92	22%	N=50	5%	N=11	10%	N=23	100%	N=227
Opportunities to participate in religious or spiritual events and activities	36%	N=83	40%	N=93	12%	N=27	1%	N=2	11%	N=24	100%	N=229
Employment opportunities	8%	N=18	34%	N=77	32%	N=73	17%	N=38	10%	N=23	100%	N=229

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Please rate each of the following characteristics as they relate to Harrisonburg as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Shopping opportunities	21%	N=47	41%	N=95	27%	N=61	9%	N=22	2%	N=4	100%	N=229
Cost of living in Harrisonburg	15%	N=34	43%	N=99	33%	N=75	8%	N=17	1%	N=3	100%	N=228
Overall quality of business and service establishments in Harrisonburg	14%	N=31	50%	N=114	31%	N=71	4%	N=9	2%	N=5	100%	N=230
Vibrant downtown/commercial area	12%	N=28	49%	N=111	29%	N=65	6%	N=14	4%	N=8	100%	N=227
Overall quality of new development in Harrisonburg	7%	N=17	44%	N=100	28%	N=64	4%	N=9	17%	N=39	100%	N=229
Opportunities to participate in social events and activities	12%	N=27	48%	N=109	26%	N=58	4%	N=9	10%	N=23	100%	N=227
Opportunities to volunteer	22%	N=49	44%	N=98	15%	N=34	4%	N=9	15%	N=32	100%	N=222
Opportunities to participate in community matters	14%	N=30	41%	N=90	19%	N=40	7%	N=16	19%	N=41	100%	N=217
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=27	44%	N=99	26%	N=59	7%	N=15	11%	N=25	100%	N=223
Neighborliness of residents in Harrisonburg	12%	N=28	39%	N=88	36%	N=82	8%	N=18	4%	N=8	100%	N=224

Table 46: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	24%	N=56	76%	N=172	100%	N=228
Made efforts to make your home more energy efficient	34%	N=77	66%	N=152	100%	N=229
Observed a code violation or other hazard in Harrisonburg	59%	N=134	41%	N=92	100%	N=226
Household member was a victim of a crime in Harrisonburg	91%	N=209	9%	N=20	100%	N=229
Reported a crime to the police in Harrisonburg	87%	N=198	13%	N=29	100%	N=227
Stocked supplies in preparation for an emergency	54%	N=122	46%	N=104	100%	N=226
Campaigned or advocated for an issue, cause or candidate	81%	N=185	19%	N=43	100%	N=228
Contacted the City of Harrisonburg (in-person, phone, email or web) for help or information	60%	N=137	40%	N=90	100%	N=227
Contacted Harrisonburg elected officials (in-person, phone, email or web) to express your opinion	87%	N=198	13%	N=29	100%	N=227
Called 9-1-1 for assistance from police, fire or rescue squad	79%	N=181	21%	N=47	100%	N=228
Actively participate in a neighborhood watch group	96%	N=216	4%	N=9	100%	N=225

Table 47: 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 Harrisonburg?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Harrisonburg recreation centers or their services	11%	N=24	14%	N=31	40%	N=88	35%	N=78	100%	N=221
Visited a neighborhood park or City park	15%	N=33	25%	N=57	46%	N=105	14%	N=32	100%	N=227
Used Harrisonburg public libraries or their services	8%	N=19	20%	N=44	34%	N=76	38%	N=87	100%	N=226
Participated in religious or spiritual activities in Harrisonburg	27%	N=62	22%	N=49	16%	N=37	35%	N=79	100%	N=227
Attended a City-sponsored event	5%	N=10	5%	N=11	48%	N=107	42%	N=93	100%	N=222
Used bus or public transportation instead of driving	11%	N=24	9%	N=20	10%	N=23	70%	N=158	100%	N=226
Carpooled with other adults or children instead of driving alone	24%	N=54	21%	N=46	22%	N=50	32%	N=72	100%	N=222
Walked or biked instead of driving	24%	N=53	14%	N=31	23%	N=51	40%	N=89	100%	N=224
Volunteered your time to some group/activity in Harrisonburg	15%	N=34	16%	N=37	22%	N=49	46%	N=105	100%	N=225
Participated in a club	11%	N=25	8%	N=17	14%	N=31	67%	N=146	100%	N=220
Talked to or visited with your immediate neighbors	27%	N=61	34%	N=76	27%	N=60	13%	N=29	100%	N=226
Done a favor for a neighbor	15%	N=35	23%	N=52	39%	N=88	22%	N=51	100%	N=225



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In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Harrisonburg?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used school bus instead of driving children to school	15%	N=33	1%	N=1	3%	N=7	81%	N=182	100%	N=224

Table 48: Question 9

Thinking about local public meetings (of local elected officials like City Council, 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	1%	N=3	0%	N=1	18%	N=41	80%	N=181	100%	N=226
Watched (online or on television) a local public meeting	2%	N=5	2%	N=4	23%	N=53	73%	N=166	100%	N=227

Table 49: Question 10

Please rate the quality of each of the following services in Harrisonburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Harrisonburg Police Department Services	21%	N=49	44%	N=100	9%	N=21	5%	N=11	21%	N=47	100%	N=227
Fire services	30%	N=69	41%	N=92	1%	N=2	0%	N=1	28%	N=63	100%	N=226
Ambulance or emergency medical services	30%	N=68	39%	N=88	2%	N=4	0%	N=1	29%	N=66	100%	N=225
Crime prevention	11%	N=24	39%	N=88	19%	N=43	4%	N=10	27%	N=61	100%	N=225
Fire prevention and education	18%	N=40	43%	N=97	4%	N=9	2%	N=4	33%	N=75	100%	N=226
Traffic enforcement	15%	N=33	43%	N=96	21%	N=46	7%	N=15	16%	N=35	100%	N=225
Street repair	19%	N=42	42%	N=94	24%	N=55	9%	N=20	6%	N=14	100%	N=225
Street cleaning	25%	N=57	49%	N=110	16%	N=37	5%	N=12	5%	N=11	100%	N=227
Street lighting	13%	N=30	52%	N=118	29%	N=66	5%	N=10	1%	N=2	100%	N=226
Snow removal	22%	N=50	45%	N=101	22%	N=50	11%	N=24	0%	N=1	100%	N=226
Sidewalk maintenance	13%	N=28	54%	N=121	22%	N=49	8%	N=18	4%	N=10	100%	N=226
Traffic signal timing	12%	N=26	42%	N=93	31%	N=69	14%	N=32	2%	N=4	100%	N=223
Bus or transit services	13%	N=29	27%	N=61	12%	N=26	4%	N=10	44%	N=100	100%	N=226
Garbage collection	25%	N=55	58%	N=130	12%	N=26	2%	N=5	4%	N=9	100%	N=225
Recycling	15%	N=33	47%	N=106	21%	N=47	8%	N=19	10%	N=22	100%	N=227
Bulk debris/Yard waste pick-up	16%	N=37	36%	N=81	12%	N=28	5%	N=12	30%	N=68	100%	N=226
Storm water drainage	10%	N=22	47%	N=104	10%	N=22	1%	N=3	31%	N=69	100%	N=220
Drinking water	25%	N=55	48%	N=107	15%	N=34	9%	N=20	3%	N=8	100%	N=224
Sewer services	17%	N=39	58%	N=132	8%	N=17	3%	N=6	14%	N=30	100%	N=225
Power (electric) utility	27%	N=62	56%	N=126	10%	N=23	3%	N=6	4%	N=9	100%	N=227
Utility billing (water and sewer)	17%	N=39	55%	N=125	16%	N=36	5%	N=11	7%	N=15	100%	N=226
City parks	24%	N=55	50%	N=112	15%	N=34	1%	N=1	10%	N=22	100%	N=224
Recreation programs or classes	14%	N=32	35%	N=78	14%	N=32	1%	N=2	36%	N=80	100%	N=225
Recreation centers or facilities	14%	N=32	40%	N=89	14%	N=31	2%	N=4	31%	N=68	100%	N=223
Land use, planning and zoning	8%	N=18	26%	N=59	21%	N=48	9%	N=19	36%	N=80	100%	N=224
Code enforcement (junk and debris, neglected buildings, signs, etc.)	7%	N=15	28%	N=63	19%	N=43	10%	N=21	36%	N=81	100%	N=224
Animal control	9%	N=20	36%	N=81	12%	N=27	4%	N=10	39%	N=87	100%	N=225
Economic development	9%	N=19	34%	N=76	26%	N=58	5%	N=10	27%	N=62	100%	N=225
Health services	13%	N=29	42%	N=95	22%	N=51	5%	N=11	18%	N=40	100%	N=225

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Please rate the quality of each of the following services in Harrisonburg:	Excellent		Good		Fair		Poor		Don't know		Total	
Public library services	30%	N=66	42%	N=94	8%	N=17	3%	N=6	19%	N=42	100%	N=225
Public information services	15%	N=34	42%	N=95	13%	N=30	4%	N=10	25%	N=57	100%	N=225
Cable television	10%	N=22	29%	N=65	16%	N=36	21%	N=48	25%	N=56	100%	N=226
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	N=41	25%	N=55	19%	N=41	8%	N=17	30%	N=65	100%	N=220
City-sponsored special events	15%	N=34	39%	N=87	18%	N=39	3%	N=8	25%	N=55	100%	N=223
Overall customer service by Harrisonburg employees	15%	N=34	58%	N=129	14%	N=32	4%	N=8	9%	N=21	100%	N=224

Table 50: Question 11

Please rate the following categories of Harrisonburg government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Harrisonburg	4%	N=10	36%	N=82	27%	N=60	11%	N=26	21%	N=48	100%	N=226
The overall direction that Harrisonburg is taking	9%	N=19	50%	N=113	18%	N=41	7%	N=17	15%	N=34	100%	N=225
The job Harrisonburg government does at welcoming citizen involvement	10%	N=23	35%	N=79	23%	N=51	9%	N=21	23%	N=51	100%	N=225
Overall confidence in Harrisonburg government	8%	N=19	39%	N=87	25%	N=56	9%	N=20	19%	N=42	100%	N=224
Generally acting in the best interest of the City	9%	N=21	38%	N=86	22%	N=51	9%	N=20	22%	N=50	100%	N=227
Being honest	13%	N=30	33%	N=73	18%	N=40	6%	N=15	30%	N=67	100%	N=225
Treating all residents fairly	11%	N=24	33%	N=75	21%	N=47	12%	N=26	24%	N=54	100%	N=226

Table 51: Question 12

Please rate how important, if at all, you think it is for the Harrisonburg 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 Harrisonburg	45%	N=102	41%	N=94	14%	N=32	0%	N=0	100%	N=228
Overall ease of getting to the places you usually have to visit	29%	N=67	50%	N=114	19%	N=43	2%	N=5	100%	N=229
Quality of overall natural environment in Harrisonburg	31%	N=69	42%	N=94	26%	N=59	2%	N=4	100%	N=226
Overall "built environment" of Harrisonburg (including overall design, buildings, parks and transportation systems)	30%	N=68	35%	N=80	31%	N=71	4%	N=9	100%	N=227
Health and wellness opportunities in Harrisonburg	33%	N=74	36%	N=82	26%	N=58	5%	N=12	100%	N=226
Overall opportunities for education and enrichment	31%	N=69	36%	N=82	29%	N=64	4%	N=9	100%	N=225
Overall economic health of Harrisonburg	45%	N=103	38%	N=86	16%	N=37	1%	N=2	100%	N=228
Sense of community	31%	N=72	43%	N=98	24%	N=56	1%	N=2	100%	N=228

Table 52: Question 13

Please rate the following categories of Harrisonburg's communication efforts:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of navigation of the web site	8%	N=18	38%	N=86	15%	N=34	2%	N=5	37%	N=85	100%	N=227
Quality of the information and content on the web site	9%	N=19	37%	N=84	15%	N=33	2%	N=4	38%	N=86	100%	N=227
Content/relevance of the City's social media sites	8%	N=18	24%	N=53	11%	N=25	2%	N=4	55%	N=124	100%	N=225
Timeliness of information provided by the city	12%	N=26	32%	N=73	18%	N=41	6%	N=14	32%	N=72	100%	N=226
Availability of information about city services and activities	14%	N=31	35%	N=79	22%	N=49	5%	N=10	25%	N=58	100%	N=227
Public Education Government TV Channel (CitySpan)	6%	N=15	18%	N=41	11%	N=24	4%	N=9	61%	N=137	100%	N=226

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Table 53: Question 14

Please rate the following categories of Harrisonburg's parks and recreation:	Excellent		Good		Fair		Poor		Don't know		Total	
Maintenance of parks	30%	N=70	48%	N=109	10%	N=24	0%	N=0	12%	N=26	100%	N=229
Number of parks	21%	N=47	51%	N=116	16%	N=35	7%	N=17	6%	N=13	100%	N=228
Quality of recreation programs for seniors	10%	N=22	16%	N=37	6%	N=14	4%	N=8	64%	N=147	100%	N=228
Quality of recreation programs for adults	14%	N=33	20%	N=45	16%	N=37	5%	N=11	45%	N=102	100%	N=228
Quality of recreation programs for youth	14%	N=31	24%	N=54	10%	N=23	3%	N=8	49%	N=111	100%	N=227

Table 54: Question 15

Please rate the quality of the following aspects of the community and services offered:	Excellent		Good		Fair		Poor		Don't know		Total	
Attractiveness of streetscapes/medians	13%	N=30	45%	N=104	30%	N=69	8%	N=17	4%	N=8	100%	N=228
School bus services	16%	N=36	19%	N=43	3%	N=8	1%	N=3	61%	N=140	100%	N=230
Parking enforcement	13%	N=31	40%	N=91	12%	N=28	7%	N=16	28%	N=63	100%	N=229
Police efforts to reduce gang related activity	18%	N=40	28%	N=63	13%	N=30	7%	N=15	35%	N=78	100%	N=225
Police efforts to reduce drug related activity	14%	N=33	29%	N=66	15%	N=34	8%	N=18	34%	N=78	100%	N=230
Visibility of police in neighborhoods	16%	N=37	35%	N=79	23%	N=54	15%	N=35	11%	N=25	100%	N=229
Household hazardous waste disposal	10%	N=22	22%	N=51	12%	N=28	8%	N=19	48%	N=109	100%	N=229

Table 55: Question 16

The biggest police matter in my neighborhood is:	Percent	Number
Juvenile activity	8%	N=16
Drugs	5%	N=11
Traffic	25%	N=52
Noise	24%	N=48
Graffiti	2%	N=4
Theft	13%	N=26
Other	23%	N=47
Total	100%	N=205

Table 56: Question 17

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 at night	49%	N=113	34%	N=78	6%	N=14	8%	N=19	2%	N=5	0%	N=0	100%	N=230
In Harrisonburg's downtown/commercial area at night	23%	N=52	51%	N=115	7%	N=16	11%	N=24	3%	N=6	6%	N=14	100%	N=227
In commercial/retail areas outside downtown at night	25%	N=56	35%	N=81	19%	N=44	15%	N=35	1%	N=2	4%	N=10	100%	N=228

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Table 57: Question 18

Which of the following are ways you feel Harrisonburg should expand public transportation?	Percent	Number
Extended hours	41%	N=68
Shorter routes	18%	N=30
Additional routes	60%	N=100

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

Table 58: Question 19

Do you have a land line home phone?	Percent	Number
No	69%	N=159
Yes	31%	N=70
Total	100%	N=228

Table 59: Question 20

Do you have a cellular phone?	Percent	Number
No	7%	N=15
Yes	93%	N=213
Total	100%	N=228

Table 60: Question 21

If you have dialed 9-1-1 for emergency assistance in the past year what type of phone did you use?	Percent	Number
Land line phone	5%	N=11
Cellular phone	23%	N=49
Both land line and cellular phone	3%	N=6
Not applicable	67%	N=143
Don't know	1%	N=3
Total	100%	N=213

Table 61: 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=32	9%	N=20	8%	N=17	22%	N=51	47%	N=109	100%	N=230
Purchase goods or services from a business located in Harrisonburg	2%	N=5	3%	N=6	13%	N=30	49%	N=110	33%	N=74	100%	N=224
Eat at least 5 portions of fruits and vegetables a day	3%	N=8	14%	N=31	35%	N=78	32%	N=73	16%	N=35	100%	N=226
Participate in moderate or vigorous physical activity	1%	N=3	15%	N=33	34%	N=77	35%	N=80	15%	N=34	100%	N=227
Read or watch local news (via television, paper, computer, etc.)	5%	N=12	24%	N=55	14%	N=32	29%	N=67	28%	N=63	100%	N=228
Vote in local elections	28%	N=65	9%	N=20	12%	N=28	20%	N=46	31%	N=71	100%	N=230

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Table 62: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	19%	N=44
Very good	43%	N=97
Good	29%	N=67
Fair	8%	N=19
Poor	0%	N=0
Total	100%	N=228

Table 63: 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	11%	N=25
Somewhat positive	23%	N=52
Neutral	50%	N=115
Somewhat negative	15%	N=35
Very negative	1%	N=2
Total	100%	N=228

Table 64: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=129
Working part time for pay	20%	N=46
Unemployed, looking for paid work	4%	N=10
Unemployed, not looking for paid work	9%	N=20
Fully retired	11%	N=25
Total	100%	N=230

Table 65: Question D5

Do you work inside the boundaries of Harrisonburg?	Percent	Number
Yes, outside the home	56%	N=125
Yes, from home	9%	N=20
No	35%	N=77
Total	100%	N=222

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Table 66: Question D6

How many years have you lived in Harrisonburg?	Percent	Number
Less than 2 years	17%	N=40
2 to 5 years	27%	N=62
6 to 10 years	13%	N=29
11 to 20 years	23%	N=52
More than 20 years	21%	N=48
Total	100%	N=231

Table 67: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	38%	N=87
Building with two or more homes (duplex, townhome, apartment or condominium)	56%	N=128
Mobile home	1%	N=3
Other	4%	N=10
Total	100%	N=228

Table 68: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	63%	N=141
Owned	37%	N=85
Total	100%	N=226

Table 69: 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	7%	N=16
\$300 to \$599 per month	30%	N=68
\$600 to \$999 per month	36%	N=81
\$1,000 to \$1,499 per month	15%	N=34
\$1,500 to \$2,499 per month	9%	N=20
\$2,500 or more per month	3%	N=6
Total	100%	N=226

Table 70: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=154
Yes	32%	N=74
Total	100%	N=228

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Table 71: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	84%	N=194
Yes	16%	N=37
Total	100%	N=231

Table 72: 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	36%	N=78
\$25,000 to \$49,999	25%	N=54
\$50,000 to \$99,999	30%	N=65
\$100,000 to \$149,999	6%	N=14
\$150,000 or more	3%	N=6
Total	100%	N=216

Table 73: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=198
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=26
Total	100%	N=224

Table 74: 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	2%	N=5
Asian, Asian Indian or Pacific Islander	6%	N=13
Black or African American	2%	N=5
White	86%	N=196
Other	8%	N=18

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

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Table 75: Question D15

In which category is your age?	Percent	Number
18 to 24 years	17%	N=39
25 to 34 years	44%	N=100
35 to 44 years	9%	N=20
45 to 54 years	11%	N=26
55 to 64 years	8%	N=18
65 to 74 years	4%	N=10
75 years or older	7%	N=16
Total	100%	N=229

Table 76: Question D16

What is your sex?	Percent	Number
Female	54%	N=124
Male	46%	N=104
Total	100%	N=229

Table 77: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	75%	N=172
Land line	18%	N=40
Both	7%	N=16
Total	100%	N=229

Table 78: Question D18

Are you a student at any of the following schools?	Percent	Number
JMU	66%	N=35
BRCC	20%	N=11
EMU	9%	N=5
National College	5%	N=2
Bridgewater	0%	N=0
Total	100%	N=53



## 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 NCS. 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. The City of Harrisonburg chose to have comparisons made to the entire database.

### 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 Harrisonburg’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 Harrisonburg’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 Harrisonburg’s rating to the benchmark.

In that final column, Harrisonburg’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 Harrisonburg residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

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%
25,000to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Harrisonburg	85%	230	409	Similar
Overall image or reputation of Harrisonburg	78%	144	304	Similar
Harrisonburg as a place to live	88%	191	337	Similar
Your neighborhood as a place to live	78%	160	270	Similar
Harrisonburg as a place to raise children	77%	196	334	Similar
Harrisonburg as a place to retire	71%	119	318	Similar
Overall appearance of Harrisonburg	74%	159	309	Similar

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Harrisonburg	81%	70	126	Similar	
	In your neighborhood during the day	94%	127	306	Similar	
	In Harrisonburg's downtown/commercial area during the day	94%	108	263	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	75%	14	32	Similar	
	Availability of paths and walking trails	50%	175	236	Similar	
	Ease of walking in Harrisonburg	57%	160	257	Similar	
	Ease of travel by bicycle in Harrisonburg	53%	101	264	Similar	
	Ease of travel by public transportation in Harrisonburg	57%	25	70	Similar	
	Ease of travel by car in Harrisonburg	72%	53	265	Similar	
	Ease of public parking	60%	12	24	Similar	
	Traffic flow on major streets	50%	117	296	Similar	
Natural Environment	Quality of overall natural environment in Harrisonburg	69%	129	238	Similar	
	Cleanliness of Harrisonburg	77%	114	240	Similar	
	Air quality	73%	93	222	Similar	
Built Environment	Overall "built environment" of Harrisonburg (including overall design, buildings, parks and transportation systems)	60%	19	30	Similar	
	Overall quality of new development in Harrisonburg	61%	117	252	Similar	
	Availability of affordable quality housing	50%	102	273	Similar	
	Variety of housing options	61%	85	227	Similar	
	Public places where people want to spend time	66%	16	28	Similar	
Economy	Overall economic health of Harrisonburg	63%	20	33	Similar	
	Vibrant downtown/commercial area	64%	9	28	Higher	
	Overall quality of business and service establishments in Harrisonburg	65%	100	226	Similar	
	Cost of living in Harrisonburg	59%	5	30	Higher	
	Shopping opportunities	63%	93	258	Similar	
	Employment opportunities	46%	65	275	Similar	
	Harrisonburg as a place to visit	67%	23	42	Similar	
	Harrisonburg as a place to work	65%	122	305	Similar	
	Recreation and Wellness	Health and wellness opportunities in Harrisonburg	70%	15	30	Similar
		Availability of affordable quality mental health care	43%	19	28	Similar
Availability of preventive health services		61%	94	181	Similar	
Availability of affordable quality health care		58%	97	225	Similar	
	Availability of affordable quality food	75%	48	185	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recreational opportunities	68%	115	270	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	68%	17	30	Similar
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	86%	15	182	Similar
	Opportunities to attend cultural/arts/music activities	70%	51	270	Higher
	Adult educational opportunities	79%	3	27	Higher
	K-12 education	80%	78	227	Similar
	Availability of affordable quality child care/preschool	59%	19	225	Higher
Community Engagement	Opportunities to participate in social events and activities	67%	87	217	Similar
	Neighborliness of Harrisonburg	54%	16	29	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	63%	144	254	Similar
	Opportunities to participate in community matters	68%	106	225	Similar
	Opportunities to volunteer	78%	96	228	Similar

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall customer service by Harrisonburg employees (police, receptionists, planners, etc.)	80%	237	327	Similar
Value of services for the taxes paid to Harrisonburg	52%	233	359	Similar
Overall direction that Harrisonburg is taking	70%	101	294	Similar
Job Harrisonburg government does at welcoming citizen involvement	58%	99	275	Similar
Overall confidence in Harrisonburg government	58%	16	32	Similar
Generally acting in the best interest of the community	60%	14	30	Similar
Being honest	65%	10	30	Similar
Treating all residents fairly	57%	17	30	Similar

Table 82: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	82%	204	380	Similar
	Fire services	98%	109	322	Similar
	Ambulance or emergency medical services	97%	93	300	Similar
	Crime prevention	68%	177	310	Similar
	Fire prevention and education	91%	79	256	Similar
	Animal control	74%	91	291	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	106	249	Similar
Mobility	Traffic enforcement	68%	147	333	Similar
	Street repair	64%	67	389	Higher
	Street cleaning	77%	46	260	Similar
	Street lighting	66%	100	290	Similar
	Snow removal	67%	117	267	Similar
	Sidewalk maintenance	69%	72	264	Similar
	Traffic signal timing	54%	93	226	Similar
	Bus or transit services	71%	32	197	Higher
Garbage collection	86%	223	317	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Recycling	68%	267	322	Similar
	Yard waste pick-up	75%	138	228	Similar
	Drinking water	75%	127	292	Similar
Built Environment	Storm drainage	83%	46	323	Similar
	Sewer services	88%	90	273	Similar
	Power (electric and/or gas) utility	86%	22	129	Similar
	Utility billing	78%	19	40	Similar
	Land use, planning and zoning	53%	96	260	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	55%	142	322	Similar
	Cable television	51%	151	179	Similar
Economy	Economic development	58%	58	255	Similar
Recreation and Wellness	City parks	82%	164	289	Similar
	Recreation programs or classes	76%	135	293	Similar
	Recreation centers or facilities	78%	99	246	Similar
	Health services	67%	83	176	Similar
Education and Enrichment	City-sponsored special events	72%	15	33	Similar
	Public library services	88%	147	308	Similar
Community Engagement	Public information services	76%	87	245	Similar

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	61%	169	274	Similar
Recommend living in Harrisonburg to someone who asks	90%	98	231	Similar
Remain in Harrisonburg for the next five years	75%	198	231	Similar
Contacted Harrisonburg (in-person, phone, email or web) for help or information	40%	218	262	Lower

Table 84: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	46%	6	27	Similar
	Did NOT report a crime to the police	87%	3	29	Similar
	Household member was NOT a victim of a crime	91%	68	233	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	30%	11	29	Similar
	Carpooled with other adults or children instead of driving alone	68%	1	29	Much higher
	Walked or biked instead of driving	60%	5	29	Similar
Natural Environment	Made efforts to conserve water	76%	24	28	Similar
	Made efforts to make your home more energy efficient	66%	28	28	Lower
	Recycle at home	77%	160	221	Similar
Built Environment	Did NOT observe a code violation or other hazard in Harrisonburg	59%	13	29	Similar
	NOT experiencing housing costs stress	63%	135	219	Similar
Economy	Purchase goods or services from a business located in Harrisonburg	95%	19	28	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	33%	9	217	Higher
	Work inside boundaries of Harrisonburg	65%	4	28	Much higher
Recreation and Wellness	Used Harrisonburg recreation centers or their services	65%	42	192	Similar
	Visited a neighborhood park or City park	86%	117	227	Similar
	Eat at least 5 portions of fruits and vegetables a day	83%	17	28	Similar
	Participate in moderate or vigorous physical activity	84%	13	28	Similar
	In very good to excellent health	62%	15	28	Similar
	Used Harrisonburg public libraries or their services	62%	161	203	Similar
Education and Enrichment	Participated in religious or spiritual activities in Harrisonburg	65%	22	167	Higher
	Attended City-sponsored event	58%	8	28	Similar
	Campaigned or advocated for an issue, cause or candidate	19%	22	29	Similar
Community Engagement	Contacted Harrisonburg elected officials (in-person, phone, email or web) to express your opinion	13%	21	28	Similar
	Volunteered your time to some group/activity in Harrisonburg	54%	52	224	Higher
	Participated in a club	33%	70	193	Similar
	Talked to or visited with your immediate neighbors	87%	22	28	Similar
	Done a favor for a neighbor	78%	18	26	Similar
	Attended a local public meeting	20%	167	228	Similar
	Watched (online or on television) a local public meeting	27%	136	188	Similar
	Read or watch local news (via television, paper, computer, etc.)	71%	28	28	Lower
	Vote in local elections	63%	210	226	Lower

Communities included in national comparisons

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

Abilene city, KS.....	6,844	Ashland city, OR .....	20,078
Adams County, CO .....	441,603	Ashland town, VA.....	7,225
Airway Heights city, WA .....	6,114	Aspen city, CO .....	6,658
Albany city, GA .....	77,434	Auburn city, AL .....	53,380
Albany city, OR .....	50,158	Auburn city, WA.....	70,180
Albemarle County, VA.....	98,970	Aurora city, CO .....	325,078
Albert Lea city, MN.....	18,016	Austin city, TX .....	790,390
Altoona city, IA .....	14,541	Bainbridge Island city, WA.....	23,025
Ames city, IA .....	58,965	Baltimore city, MD.....	620,961
Andover CDP, MA.....	8,762	Baltimore County, MD .....	805,029
Ankeny city, IA .....	45,582	Barnstable Town city, MA .....	45,193
Ann Arbor city, MI.....	113,934	Battle Creek city, MI.....	52,347
Annapolis city, MD .....	38,394	Bay City city, MI.....	34,932
Apple Valley town, CA .....	69,135	Baytown city, TX.....	71,802
Arapahoe County, CO .....	572,003	Bedford town, MA .....	13,320
Arlington city, TX .....	365,438	Bellevue city, WA .....	122,363
Arlington County, VA.....	207,627	Beltrami County, MN .....	44,442
Arvada city, CO.....	106,433	Benbrook city, TX.....	21,234
Asheville city, NC .....	83,393	Benicia city, CA .....	26,997

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Bettendorf city, IA.....	33,217	Cooper City city, FL.....	28,547
Billings city, MT.....	104,170	Coronado city, CA.....	18,912
Blaine city, MN.....	57,186	Corpus Christi city, TX.....	305,215
Bloomfield Hills city, MI.....	3,869	Corvallis city, OR.....	54,462
Bloomington city, IL.....	76,610	Coventry Lake CDP, CT.....	2,990
Bloomington city, MN.....	82,893	Cranberry township, PA.....	28,098
Blue Ash city, OH.....	12,114	Crested Butte town, CO.....	1,487
Blue Springs city, MO.....	52,575	Cross Roads town, TX.....	1,563
Boise City city, ID.....	205,671	Crystal Lake city, IL.....	40,743
Boonville city, MO.....	8,319	Cupertino city, CA.....	58,302
Botetourt County, VA.....	33,148	Dade City city, FL.....	6,437
Boulder city, CO.....	97,385	Dakota County, MN.....	398,552
Boulder County, CO.....	294,567	Dallas city, OR.....	14,583
Bowling Green city, KY.....	58,067	Dallas city, TX.....	1.E+06
Branson city, MO.....	10,520	Dania Beach city, FL.....	29,639
Brea city, CA.....	39,282	Davenport city, IA.....	99,685
Brevard County, FL.....	543,376	Davidson town, NC.....	10,944
Bristol city, TN.....	26,702	De Pere city, WI.....	23,800
Broken Arrow city, OK.....	98,850	Decatur city, GA.....	19,335
Brookfield city, WI.....	37,920	Delray Beach city, FL.....	60,522
Brookline CDP, MA.....	58,732	Denton city, TX.....	113,383
Brookline town, NH.....	4,991	Denver city, CO.....	600,158
Broomfield city, CO.....	55,889	Derby city, KS.....	22,158
Brownsburg town, IN.....	21,285	Des Moines city, IA.....	203,433
Bryan city, TX.....	76,201	Destin city, FL.....	12,305
Burleson city, TX.....	36,690	Dewey-Humboldt town, AZ.....	3,894
Cabarrus County, NC.....	178,011	Dorchester County, MD.....	32,618
Cambridge city, MA.....	105,162	Dothan city, AL.....	65,496
Cape Coral city, FL.....	154,305	Douglas County, CO.....	285,465
Cape Girardeau city, MO.....	37,941	Dover city, DE.....	36,047
Carlisle borough, PA.....	18,682	Dover city, NH.....	29,987
Carlsbad city, CA.....	105,328	Dublin city, OH.....	41,751
Cartersville city, GA.....	19,731	Duluth city, MN.....	86,265
Carver County, MN.....	91,042	Duncanville city, TX.....	38,524
Cary town, NC.....	135,234	Durham city, NC.....	228,330
Casa Grande city, AZ.....	48,571	East Grand Forks city, MN.....	8,601
Casper city, WY.....	55,316	East Lansing city, MI.....	48,579
Castle Pines North city, CO.....	10,360	East Providence city, RI.....	47,037
Castle Rock town, CO.....	48,231	Eau Claire city, WI.....	65,883
Cedar Falls city, IA.....	39,260	Eden Prairie city, MN.....	60,797
Cedar Rapids city, IA.....	126,326	Edgerton city, KS.....	1,671
Centennial city, CO.....	100,377	Edina city, MN.....	47,941
Centralia city, IL.....	13,032	Edmond city, OK.....	81,405
Chambersburg borough, PA.....	20,268	Edmonds city, WA.....	39,709
Chandler city, AZ.....	236,123	El Cerrito city, CA.....	23,549
Chanhassen city, MN.....	22,952	El Paso city, TX.....	649,121
Chapel Hill town, NC.....	57,233	Elk Grove city, CA.....	153,015
Charlotte city, NC.....	731,424	Elk River city, MN.....	22,974
Charlotte County, FL.....	159,978	Elko New Market city, MN.....	4,110
Charlottesville city, VA.....	43,475	Elmhurst city, IL.....	44,121
Chesapeake city, VA.....	222,209	Encinitas city, CA.....	59,518
Chesterfield County, VA.....	316,236	Englewood city, CO.....	30,255
Chippewa Falls city, WI.....	13,661	Erie town, CO.....	18,135
Citrus Heights city, CA.....	83,301	Escambia County, FL.....	297,619
Clayton city, MO.....	15,939	Escanaba city, MI.....	12,616
Clearwater city, FL.....	107,685	Estes Park town, CO.....	5,858
Clive city, IA.....	15,447	Farmington Hills city, MI.....	79,740
Clovis city, CA.....	95,631	Fayetteville city, NC.....	200,564
College Park city, MD.....	30,413	Federal Way city, WA.....	89,306
College Station city, TX.....	93,857	Fishers town, IN.....	76,794
Colleyville city, TX.....	22,807	Flagstaff city, AZ.....	65,870
Collinsville city, IL.....	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Flushing city, MI.....	8,389
Columbus city, WI.....	4,991	Forest Grove city, OR.....	21,083
Commerce City city, CO.....	45,913	Fort Collins city, CO.....	143,986
Concord city, CA.....	122,067	Fort Smith city, AR.....	86,209
Concord town, MA.....	17,668	Fort Worth city, TX.....	741,206
Conyers city, GA.....	15,195	Fountain Hills town, AZ.....	22,489
Cookeville city, TN.....	30,435	Franklin city, TN.....	62,487
Coon Rapids city, MN.....	61,476	Fredericksburg city, VA.....	24,286

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Freeport CDP, ME .....	1,485	Kalamazoo city, MI.....	74,262
Freeport city, IL .....	25,638	Kansas City city, MO.....	459,787
Fremont city, CA .....	214,089	Kenmore city, WA .....	20,460
Friendswood city, TX.....	35,805	Kennett Square borough, PA.....	6,072
Fruita city, CO.....	12,646	Kirkland city, WA.....	48,787
Gainesville city, FL .....	124,354	Kutztown borough, PA.....	5,012
Gaithersburg city, MD.....	59,933	La Mesa city, CA .....	57,065
Galveston city, TX.....	47,743	La Plata town, MD.....	8,753
Garden City city, KS .....	26,658	La Porte city, TX .....	33,800
Gardner city, KS.....	19,123	La Vista city, NE.....	15,758
Geneva city, NY .....	13,261	Lafayette city, CO .....	24,453
Georgetown city, TX.....	47,400	Laguna Beach city, CA.....	22,723
Georgetown town, CO .....	1,034	Laguna Hills city, CA.....	30,344
Gig Harbor city, WA .....	7,126	Lake Oswego city, OR .....	36,619
Gilbert town, AZ.....	208,453	Lake Zurich village, IL .....	19,631
Gillette city, WY .....	29,087	Lakeville city, MN .....	55,954
Globe city, AZ .....	7,532	Lakewood city, CO .....	142,980
Goodyear city, AZ .....	65,275	Lane County, OR.....	351,715
Grafton village, WI.....	11,459	Larimer County, CO.....	299,630
Grand Island city, NE .....	48,520	Las Cruces city, NM.....	97,618
Greeley city, CO.....	92,889	Las Vegas city, NV .....	583,756
Green Valley CDP, AZ.....	21,391	Lawrence city, KS.....	87,643
Greenwood Village city, CO.....	13,925	League City city, TX .....	83,560
Greer city, SC .....	25,515	Lebanon city, NH .....	13,151
Gulf Shores city, AL.....	9,741	Lee County, FL.....	618,754
Gunnison County, CO .....	15,324	Lee's Summit city, MO .....	91,364
Hailey city, ID .....	7,960	Lewiston city, ME .....	36,592
Haines Borough, AK .....	2,508	Lexington city, VA .....	7,042
Hallandale Beach city, FL.....	37,113	Lincoln city, NE .....	258,379
Hamilton city, OH.....	62,477	Littleton city, CO .....	41,737
Hampton city, VA.....	137,436	Livermore city, CA.....	80,968
Hanover County, VA.....	99,863	Lone Tree city, CO .....	10,218
Harrisonburg city, VA .....	48,914	Longmont city, CO .....	86,270
Harrisonville city, MO .....	10,019	Los Alamos County, NM.....	17,950
Hartford city, CT .....	124,775	Louisville city, CO.....	18,376
Hayward city, CA .....	144,186	Lower Providence township, PA .....	25,436
Henderson city, NV .....	257,729	Lynchburg city, VA .....	75,568
Hermiston city, OR.....	16,745	Lynnwood city, WA .....	35,836
Herndon town, VA.....	23,292	Lyons village, IL.....	10,729
High Point city, NC .....	104,371	Madison city, WI .....	233,209
Highland Park city, IL .....	29,763	Mankato city, MN .....	39,309
Highlands Ranch CDP, CO .....	96,713	Maple Grove city, MN .....	61,567
Hillsborough town, NC.....	6,087	Maple Valley city, WA .....	22,684
Holden town, MA .....	17,346	Maricopa County, AZ .....	4.E+06
Holland city, MI.....	33,051	Marin County, CA .....	252,409
Honolulu County, HI.....	953,207	Marion County, IA .....	33,309
Hooksett town, NH.....	13,451	Maryland Heights city, MO.....	27,472
Hopkins city, MN .....	17,591	Mayer city, MN.....	1,749
Hopkinton town, MA.....	14,925	McAllen city, TX .....	129,877
Hoquiam city, WA .....	8,726	McDonough city, GA.....	22,084
Houston city, TX .....	2.E+06	McKinney city, TX.....	131,117
Howell city, MI.....	9,489	McMinnville city, OR .....	32,187
Hudson city, OH.....	22,262	Mecklenburg County, NC .....	919,628
Hudson town, CO.....	2,356	Medford city, OR.....	74,907
Hudsonville city, MI.....	7,116	Menlo Park city, CA .....	32,026
Huntersville town, NC.....	46,773	Meridian charter township, MI .....	39,688
Hurst city, TX.....	37,337	Meridian city, ID .....	75,092
Hutchinson city, MN .....	14,178	Merriam city, KS.....	11,003
Hutto city, TX .....	14,698	Merrill city, WI .....	9,661
Hyattsville city, MD .....	17,557	Mesa city, AZ.....	439,041
Indian Trail town, NC .....	33,518	Mesa County, CO .....	146,723
Indianola city, IA .....	14,782	Miami Beach city, FL .....	87,779
Iowa City city, IA .....	67,862	Midland city, MI .....	41,863
Jackson County, MI.....	160,248	Milford city, DE .....	9,559
Jefferson City city, MO .....	43,079	Minneapolis city, MN .....	382,578
Jefferson County, CO .....	534,543	Mission Viejo city, CA .....	93,305
Jerome city, ID .....	10,890	Missoula city, MT .....	66,788
Johnson City city, TN.....	63,152	Modesto city, CA .....	201,165
Johnson County, KS .....	544,179	Monterey city, CA.....	27,810
Jupiter town, FL.....	55,156	Montgomery County, MD.....	971,777

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Montgomery County, VA.....	94,392	Port Huron city, MI.....	30,184
Montpelier city, VT.....	7,855	Port Orange city, FL.....	56,048
Montrose city, CO.....	19,132	Port St. Lucie city, FL.....	164,603
Mooreville town, NC.....	32,711	Portland city, OR.....	583,776
Morristown city, TN.....	29,137	Post Falls city, ID.....	27,574
Morrisville town, NC.....	18,576	Prince William County, VA.....	402,002
Moscow city, ID.....	23,800	Provo city, UT.....	112,488
Mountlake Terrace city, WA.....	19,909	Pueblo city, CO.....	106,595
Munster town, IN.....	23,603	Purcellville town, VA.....	7,727
Muscatine city, IA.....	22,886	Queen Creek town, AZ.....	26,361
Naperville city, IL.....	141,853	Radford city, VA.....	16,408
Needham CDP, MA.....	28,886	Radnor township, PA.....	31,531
New Braunfels city, TX.....	57,740	Rapid City city, SD.....	67,956
New Brighton city, MN.....	21,456	Raymore city, MO.....	19,206
New Orleans city, LA.....	343,829	Redmond city, WA.....	54,144
New York city, NY.....	8.E+06	Rehoboth Beach city, DE.....	1,327
Newport Beach city, CA.....	85,186	Reno city, NV.....	225,221
Newport city, RI.....	24,672	Renton city, WA.....	90,927
Newport News city, VA.....	180,719	Reston CDP, VA.....	58,404
Noblesville city, IN.....	51,969	Richmond city, CA.....	103,701
Nogales city, AZ.....	20,837	Richmond Heights city, MO.....	8,603
Norfolk city, VA.....	242,803	Rifle city, CO.....	9,172
Norman city, OK.....	110,925	Rio Rancho city, NM.....	87,521
North Las Vegas city, NV.....	216,961	River Falls city, WI.....	15,000
North Palm Beach village, FL.....	12,015	Riverdale city, UT.....	8,426
Northglenn city, CO.....	35,789	Riverside city, CA.....	303,871
Novato city, CA.....	51,904	Riverside city, MO.....	2,937
Novi city, MI.....	55,224	Riverside village, IL.....	8,875
O'Fallon city, IL.....	28,281	Rochester city, MI.....	12,711
Oak Park village, IL.....	51,878	Rochester Hills city, MI.....	70,995
Oakland charter township, MI.....	16,779	Rock Hill city, SC.....	66,154
Oakland Park city, FL.....	41,363	Rockford city, IL.....	152,871
Ocala city, FL.....	56,315	Rockville city, MD.....	61,209
Ogdensburg city, NY.....	11,128	Roeland Park city, KS.....	6,731
Oklahoma City city, OK.....	579,999	Rolla city, MO.....	19,559
Olathe city, KS.....	125,872	Roswell city, GA.....	88,346
Olmsted County, MN.....	144,248	Round Rock city, TX.....	99,887
Orland Park village, IL.....	56,767	Rowlett city, TX.....	56,199
Oshkosh city, WI.....	66,083	Royal Oak city, MI.....	57,236
Otsego County, MI.....	24,164	Saco city, ME.....	18,482
Oviedo city, FL.....	33,342	Sahuarita town, AZ.....	25,259
Paducah city, KY.....	25,024	Salida city, CO.....	5,236
Palm Beach County, FL.....	1.E+06	Salt Lake City city, UT.....	186,440
Palm Coast city, FL.....	75,180	Sammamish city, WA.....	45,780
Palm Springs city, CA.....	44,552	San Antonio city, TX.....	1.E+06
Palo Alto city, CA.....	64,403	San Carlos city, CA.....	28,406
Panama City city, FL.....	36,484	San Diego city, CA.....	1.E+06
Papillion city, NE.....	18,894	San Francisco city, CA.....	805,235
Park City city, UT.....	7,558	San Jose city, CA.....	945,942
Park Ridge city, IL.....	37,480	San Juan County, NM.....	130,044
Parker town, CO.....	45,297	San Marcos city, TX.....	44,894
Pasadena city, CA.....	137,122	San Rafael city, CA.....	57,713
Pasco city, WA.....	59,781	Sandy city, UT.....	87,461
Pasco County, FL.....	464,697	Sandy Springs city, GA.....	93,853
Peachtree City city, GA.....	34,364	Sanford city, FL.....	53,570
Pearland city, TX.....	91,252	Sangamon County, IL.....	197,465
Peoria city, AZ.....	154,065	Santa Clarita city, CA.....	176,320
Peoria County, IL.....	186,494	Santa Fe County, NM.....	144,170
Peters township, PA.....	21,213	Santa Monica city, CA.....	89,736
Petoskey city, MI.....	5,670	Sarasota city, FL.....	51,917
Pflugerville city, TX.....	46,936	Sarasota County, FL.....	379,448
Phoenix city, AZ.....	1.E+06	Savage city, MN.....	26,911
Pinal County, AZ.....	375,770	Savannah city, GA.....	136,286
Pinehurst village, NC.....	13,124	Scarborough CDP, ME.....	4,403
Piqua city, OH.....	20,522	Scott County, MN.....	129,928
Plano city, TX.....	259,841	Scottsdale city, AZ.....	217,385
Platte City city, MO.....	4,691	Seaside city, CA.....	33,025
Plymouth city, MN.....	70,576	SeaTac city, WA.....	26,909
Pocatello city, ID.....	54,255	Sevierville city, TN.....	14,807
Polk County, FL.....	602,095	Shawnee city, KS.....	62,209



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Sheboygan city, WI.....	49,288	Vail town, CO.....	5,305
Sherman village, IL.....	4,148	Vancouver city, WA.....	161,791
Shorewood city, MN.....	7,307	Ventura CCD, CA.....	111,889
Sioux Falls city, SD.....	153,888	Vestavia Hills city, AL.....	34,033
Skokie village, IL.....	64,784	Virginia Beach city, VA.....	437,994
Smyrna city, GA.....	51,271	Visalia city, CA.....	124,442
Snellville city, GA.....	18,242	Wahpeton city, ND.....	7,766
South Lake Tahoe city, CA.....	21,403	Wake Forest town, NC.....	30,117
South Portland city, ME.....	25,002	Walnut Creek city, CA.....	64,173
Southborough town, MA.....	9,767	Washington County, MN.....	238,136
Southlake city, TX.....	26,575	Washoe County, NV.....	421,407
Sparks city, NV.....	90,264	Watauga city, TX.....	23,497
Spokane Valley city, WA.....	89,755	Wauwatosa city, WI.....	46,396
Springboro city, OH.....	17,409	Waverly city, IA.....	9,874
Springfield city, OR.....	59,403	Weddington town, NC.....	9,459
Springville city, UT.....	29,466	Wentzville city, MO.....	29,070
St. Charles city, IL.....	32,974	West Carrollton city, OH.....	13,143
St. Cloud city, MN.....	65,842	West Chester borough, PA.....	18,461
St. Joseph city, MO.....	76,780	West Des Moines city, IA.....	56,609
St. Louis County, MN.....	200,226	West Richland city, WA.....	11,811
St. Louis Park city, MN.....	45,250	Westerville city, OH.....	36,120
Stallings town, NC.....	13,831	Westlake town, TX.....	992
State College borough, PA.....	42,034	Westminster city, CO.....	106,114
Sterling Heights city, MI.....	129,699	Weston town, MA.....	11,261
Sugar Grove village, IL.....	8,997	Wheat Ridge city, CO.....	30,166
Sugar Land city, TX.....	78,817	White House city, TN.....	10,255
Summit city, NJ.....	21,457	Whitewater township, MI.....	2,597
Sunnyvale city, CA.....	140,081	Wichita city, KS.....	382,368
Surprise city, AZ.....	117,517	Williamsburg city, VA.....	14,068
Suwanee city, GA.....	15,355	Wilmington city, IL.....	5,724
Tacoma city, WA.....	198,397	Wilmington city, NC.....	106,476
Takoma Park city, MD.....	16,715	Wilsonville city, OR.....	19,509
Temecula city, CA.....	100,097	Winchester city, VA.....	26,203
Tempe city, AZ.....	161,719	Wind Point village, WI.....	1,723
Temple city, TX.....	66,102	Windsor town, CO.....	18,644
The Woodlands CDP, TX.....	93,847	Windsor town, CT.....	29,044
Thornton city, CO.....	118,772	Winston-Salem city, NC.....	229,617
Thousand Oaks city, CA.....	126,683	Winter Garden city, FL.....	34,568
Tomball city, TX.....	10,753	Woodland city, CA.....	55,468
Tualatin city, OR.....	26,054	Woodland city, WA.....	5,509
Tulsa city, OK.....	391,906	Wrentham town, MA.....	10,955
Twin Falls city, ID.....	44,125	Yakima city, WA.....	91,067
Tyler city, TX.....	96,900	York County, VA.....	65,464
Umatilla city, OR.....	6,906	Yuma city, AZ.....	93,064
Upper Arlington city, OH.....	33,771		
Urbandale city, IA.....	39,463		

## 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 the 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.

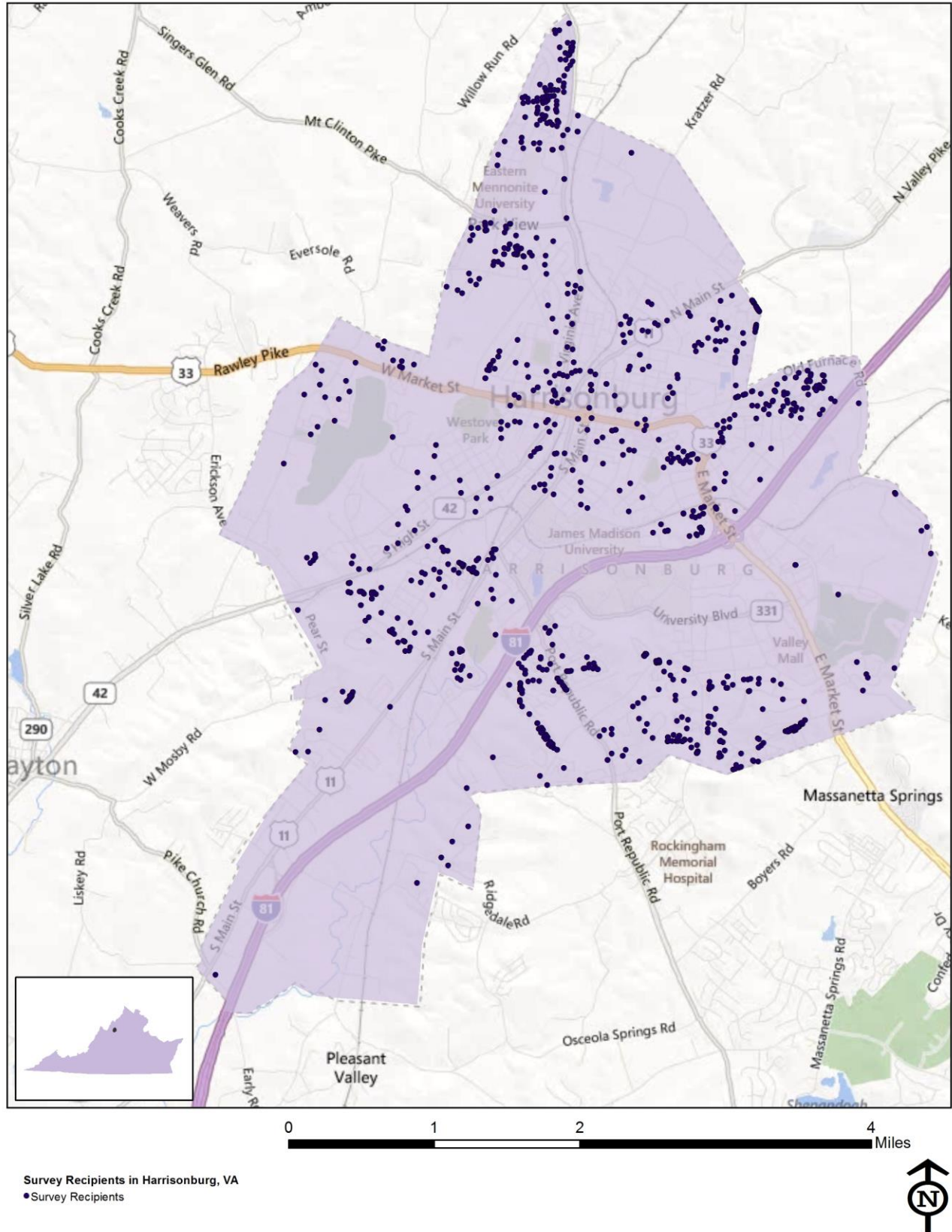
Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively 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 importance 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 City of Harrisonburg 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 Harrisonburg. Since some of the zip codes that serve the City of Harrisonburg 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 City of Harrisonburg boundaries were removed from consideration.

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 a 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).

Figure 1: Location of Survey Recipients



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the

questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

## Survey Administration and Response

Selected households received three mailings, one week apart, beginning in January 2014. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor 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. Each survey packet mailing included an English and Spanish version of the survey; respondents could opt to take the survey online, as well in their language of preference. Completed surveys were collected over the following eight weeks.

About 3% 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 1,161 households, 236 completed the survey, providing an overall response rate of 20%; average response rates for a mailed resident survey range from 20% to 40%. Of the 236 completed surveys, 12 were completed in Spanish and 17 were completed online; all 17 online surveys were completed in English.

## 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.<sup>1</sup>

The margin of error for the City of Harrisonburg survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (236 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 City of Harrisonburg. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type, race, ethnicity, sex and age. The results of the weighting scheme are presented in the table on the following page.

---

<sup>1</sup> 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.

Table 85: Harrisonburg, VA 2014 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	63%	56%	63%
Own home	37%	44%	37%
Detached unit	40%	38%	40%
Attached unit	60%	62%	60%
<b>Race and Ethnicity</b>			
White	82%	86%	83%
Not white	18%	14%	17%
Not Hispanic	88%	93%	88%
Hispanic	12%	7%	12%
<b>Sex and Age</b>			
Female	54%	61%	54%
Male	46%	39%	46%
18-34 years of age	64%	29%	60%
35-54 years of age	19%	24%	20%
55+ years of age	17%	48%	19%
Females 18-34	35%	20%	34%
Females 35-54	9%	15%	9%
Females 55+	10%	26%	11%
Males 18-34	29%	9%	27%
Males 35-54	10%	9%	11%
Males 55+	7%	22%	8%

## 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 Harrisonburg Resident,

Estimado Residente de Harrisonburg,

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

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

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

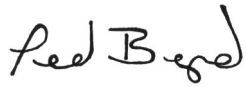
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better City!

iGracias por ayudar a crear una Harrisonburg mejor!

Sincerely,

Atentamente,



Ted Byrd  
Mayor/Alcalde

Dear Harrisonburg Resident,

Estimado Residente de Harrisonburg,

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

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

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

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better City!

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Sincerely,

Atentamente,



Ted Byrd  
Mayor/Alcalde

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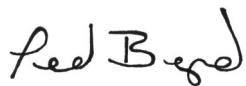
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Thank you for helping create a better City!

iGracias por ayudar a crear una Harrisonburg mejor!

Sincerely,

Atentamente,



Ted Byrd  
Mayor/Alcalde





Office of the Mayor  
345 South Main Street, Room 201  
Harrisonburg, VA 22801

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



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Permit NO. 94



# City of Harrisonburg, Virginia

## Office of the Mayor

345 South Main Street  
Post Office Box 20031  
Harrisonburg, VA 22802  
(540) 432-7701 / FAX (540) 432-7778  
[www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov)

Ted Byrd  
Mayor

January 2014

Dear City of Harrisonburg Resident:

Please help us shape the future of Harrisonburg! You have been selected at random to participate in the 2014 Harrisonburg 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 Harrisonburg make decisions that affect our City.

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/harrisonburg2014.htm](http://www.n-r-c.com/survey/harrisonburg2014.htm)

If you have any questions about the survey please call the Harrisonburg City Manager's Office at 540-432-7701.

Thank you for your time and participation!

Sincerely,

Ted Byrd  
Mayor



# City of Harrisonburg, Virginia

## Office of the Mayor

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Post Office Box 20031  
Harrisonburg, VA 22802  
(540) 432-7701 / FAX (540) 432-7778  
[www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov)

Ted Byrd  
Mayor

Enero 2014

Estimado Residente de la Ciudad de Harrisonburg:

¡Por favor ayúdenos a moldear el futuro de Harrisonburg! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Harrisonburg del 2014.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Harrisonburg tomar decisiones que afectarán a nuestro Ciudad.

Algunas cosas para recordar:

- Sus respuestas son completamente anónimas.
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en: [www.n-r-c.com/survey/harrisonburg2014.htm](http://www.n-r-c.com/survey/harrisonburg2014.htm)

Si tiene alguna pregunta sobre la encuesta por favor llame a la Oficina del Administrador Municipal de Harrisonburg al 540-432-7701.

¡Gracias por su tiempo y participación!

Atentamente,

Ted Byrd  
Alcalde



# City of Harrisonburg, Virginia

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(540) 432-7701 / FAX (540) 432-7778  
[www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov)

Ted Byrd  
Mayor

January 2014

Dear City of Harrisonburg Resident:

Here's a second chance if you haven't already responded to the 2014 Harrisonburg 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 Harrisonburg! You have been selected at random to participate in the 2014 Harrisonburg 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 Harrisonburg make decisions that affect our City.

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/harrisonburg2014.htm](http://www.n-r-c.com/survey/harrisonburg2014.htm)

If you have any questions about the survey please call the Harrisonburg City Manager's Office at 540-432-7701.

Thank you for your time and participation!

Sincerely,

Ted Byrd  
Mayor



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[www.HarrisonburgVA.gov](http://www.HarrisonburgVA.gov)

Ted Byrd  
Mayor

Enero 2014

Estimado Residente de la Ciudad de Harrisonburg:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Harrisonburg del 2014! (Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)

¡Por favor ayúdenos a moldear el futuro de Harrisonburg! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Harrisonburg del 2014.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Harrisonburg tomar decisiones que afectarán a nuestro Ciudad.

Algunas cosas para recordar:

- Sus respuestas son completamente anónimas.
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en: [www.n-r-c.com/survey/harrisonburg2014.htm](http://www.n-r-c.com/survey/harrisonburg2014.htm)

Si tiene alguna pregunta sobre la encuesta por favor llame a la Oficina del Administrador Municipal de Harrisonburg al 540-432-7701.

¡Gracias por su tiempo y participación!

Atentamente,

Ted Byrd  
Alcalde

# The City of Harrisonburg 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 Harrisonburg:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Harrisonburg as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Harrisonburg as a place to raise children .....	1	2	3	4	5
Harrisonburg as a place to work.....	1	2	3	4	5
Harrisonburg as a place to visit.....	1	2	3	4	5
Harrisonburg as a place to retire .....	1	2	3	4	5
The overall quality of life in Harrisonburg .....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Harrisonburg.....	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 Harrisonburg .....	1	2	3	4	5
Overall "built environment" of Harrisonburg (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Harrisonburg .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Harrisonburg .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Harrisonburg.....	1	2	3	4	5
How well the city is managing growth.....	1	2	3	4	5

**3. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Harrisonburg to someone who asks.....	1	2	3	4	5
Remain in Harrisonburg for the next five years .....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Harrisonburg's downtown/commercial area during the day.....	1	2	3	4	5	6
In City parks during the day .....	1	2	3	4	5	6
In commercial/retail areas outside downtown during the day ...	1	2	3	4	5	6

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 Harrisonburg .....	1	2	3	4	5
Ease of travel by public transportation in Harrisonburg .....	1	2	3	4	5
Ease of travel by bicycle in Harrisonburg .....	1	2	3	4	5
Ease of walking in Harrisonburg.....	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 Harrisonburg .....	1	2	3	4	5
Overall appearance of Harrisonburg.....	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 Harrisonburg as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 Harrisonburg .....	1	2	3	4	5
Overall quality of business and service establishments in Harrisonburg .....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in Harrisonburg .....	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 Harrisonburg.....	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
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 Harrisonburg (junk and debris, neglected buildings, signs, etc.).....	1	2
Household member was a victim of a crime in Harrisonburg .....	1	2
Reported a crime to the police in Harrisonburg.....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the City of Harrisonburg (in-person, phone, email or web) for help or information.....	1	2
Contacted Harrisonburg elected officials (in-person, phone, email or web) to express your opinion .....	1	2
Called 9-1-1 for assistance from police, fire, or rescue squad .....	1	2
Actively participated in a neighborhood watch group.....	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 Harrisonburg?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Harrisonburg recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park .....	1	2	3	4
Used Harrisonburg public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Harrisonburg.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus or public transportation instead of driving .....	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 Harrisonburg.....	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
Used school bus instead of driving children to school.....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council, 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?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting .....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

# The City of Harrisonburg 2014 Citizen Survey

## 10. Please rate the quality of each of the following services in Harrisonburg:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Harrisonburg Police Department 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
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection .....	1	2	3	4	5
Recycling .....	1	2	3	4	5
Bulk debris/Yard waste pick-up .....	1	2	3	4	5
Storm water drainage .....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric) utility.....	1	2	3	4	5
Utility billing (water and sewer) .....	1	2	3	4	5
City 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 (junk and debris, neglected buildings, signs, 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
City-sponsored special events .....	1	2	3	4	5
Overall customer service by Harrisonburg employees.....	1	2	3	4	5

## 11. Please rate the following categories of Harrisonburg government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Harrisonburg.....	1	2	3	4	5
The overall direction that Harrisonburg is taking .....	1	2	3	4	5
The job Harrisonburg government does at welcoming citizen involvement .....	1	2	3	4	5
Overall confidence in Harrisonburg government.....	1	2	3	4	5
Generally acting in the best interest of the City.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5



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

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Harrisonburg.....	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 Harrisonburg .....	1	2	3	4
Overall “built environment” of Harrisonburg (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Harrisonburg .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Harrisonburg .....	1	2	3	4
Sense of community.....	1	2	3	4

**13. Please rate the following categories of Harrisonburg’s communication efforts:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don’t know</i>
Ease of navigation of the web site .....	1	2	3	4	5
Quality of the information and content on the web site .....	1	2	3	4	5
Content/relevance of the City’s social media sites .....	1	2	3	4	5
Timeliness of information provided by the city .....	1	2	3	4	5
Availability of information about city services and activities .....	1	2	3	4	5
Public Education Government TV Channel (CitySpan) .....	1	2	3	4	5

**14. Please rate the following categories of Harrisonburg’s parks and recreation:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don’t know</i>
Maintenance of parks .....	1	2	3	4	5
Number of parks .....	1	2	3	4	5
Quality of recreation programs for seniors .....	1	2	3	4	5
Quality of recreation programs for adults.....	1	2	3	4	5
Quality of recreation programs for youth.....	1	2	3	4	5

**15. Please rate the quality of the following aspects of the community and services offered:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don’t know</i>
Attractiveness of streetscapes/medians .....	1	2	3	4	5
School bus services.....	1	2	3	4	5
Parking enforcement.....	1	2	3	4	5
Police efforts to reduce gang related activity.....	1	2	3	4	5
Police efforts to reduce drug related activity.....	1	2	3	4	5
Visibility of police in neighborhoods .....	1	2	3	4	5
Household hazardous waste disposal .....	1	2	3	4	5

**16. The biggest police matter in my neighborhood is (please select only one.):**

- Juvenile activity   
  Drugs   
  Traffic   
  Noise   
  Graffiti   
  Theft   
  Other

**17. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don’t know</i>
In your neighborhood at night.....	1	2	3	4	5	6
In Harrisonburg’s downtown/commercial area at night.....	1	2	3	4	5	6
In commercial/retail areas outside downtown at night.....	1	2	3	4	5	6

**18. Which of the following are ways you feel Harrisonburg should expand public transportation?**

- Extended hours  
 Shorter routes  
 Additional routes

**19. Do you have a land line home phone?**

- No                       Yes

**20. Do you have a cellular phone?**

- No                       Yes

**21. If you have dialed 9-1-1 for emergency assistance in the past year what type of phone did you use?**

- Land line phone   
  Cellular phone   
  Both land line and cellular phone   
  Not applicable   
  Don’t know

# The City of Harrisonburg 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?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Harrisonburg.....	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 Harrisonburg?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Harrisonburg?**

- 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

**D18. Are you a student at any of the following schools?**

- JMU       EMU       Bridgewater  
 BRCC       American National University

**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**

# La Encuesta 2014 de Ciudadanos de la Ciudad de Harrisonburg

Por favor complete este cuestionario si usted es el adulto (de 18 años o mayor) del hogar que recientemente cumplió años. La fecha de nacimiento del adulto no importa. Por favor seleccione la respuesta (circulando el número o marcando la caja) que más represente su opinión para cada pregunta. Sus respuestas son anónimas y serán reportadas únicamente en forma de grupo.

## 1. Por favor clasifique cada uno de los siguientes aspectos sobre la calidad de vida en Harrisonburg:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Harrisonburg como un lugar para vivir .....	1	2	3	4	5
Su vecindario como un lugar para vivir .....	1	2	3	4	5
Harrisonburg como un lugar para criar hijos .....	1	2	3	4	5
Harrisonburg como un lugar para trabajar .....	1	2	3	4	5
Harrisonburg como un lugar para visitar .....	1	2	3	4	5
Harrisonburg como un lugar para jubilarse/retirarse .....	1	2	3	4	5
La calidad de vida en general en Harrisonburg.....	1	2	3	4	5

## 2. Por favor clasifique cada una de las siguientes características relacionadas con Harrisonburg en su totalidad:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Sentimiento en general de seguridad en Harrisonburg .....	1	2	3	4	5
Facilidad en general de llegar a los lugares que usted usualmente tiene que visitar .....	1	2	3	4	5
Calidad del ambiente natural de Harrisonburg en general .....	1	2	3	4	5
“Ambiente construido” en general de Harrisonburg (incluyendo diseño, edificios, parques y sistemas de transporte en general) .....	1	2	3	4	5
Oportunidades de salud y bienestar en Harrisonburg .....	1	2	3	4	5
Oportunidades en general para educación y enriquecimiento .....	1	2	3	4	5
Salud económica en general de Harrisonburg.....	1	2	3	4	5
Sentido de comunidad .....	1	2	3	4	5
Imagen o reputación en general de Harrisonburg.....	1	2	3	4	5
Cuán bien está manejando la ciudad el crecimiento .....	1	2	3	4	5

## 3. Por favor indique qué tan probable o improbable es usted de hacer cada uno de los siguientes:

	<i>Muy probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy improbable</i>	<i>No sé</i>
Recomendarle a vivir en Harrisonburg a alguien que pregunte.....	1	2	3	4	5
Permanecer en Harrisonburg por los próximos cinco años .....	1	2	3	4	5

## 4. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>Muy seguro</i>	<i>Algo seguro</i>	<i>Ni seguro ni inseguro</i>	<i>Algo inseguro</i>	<i>Muy inseguro</i>	<i>No sé</i>
En su vecindario durante el día .....	1	2	3	4	5	6
En el área del centro/comercial de Harrisonburg durante el día.....	1	2	3	4	5	6
En parques de la ciudad durante el día.....	1	2	3	4	5	6
En áreas comerciales/minoristas fuera del centro de la ciudad durante el día .....	1	2	3	4	5	6

## 5. Por favor clasifique cada una de las siguientes características relacionadas con Harrisonburg en su totalidad:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Flujo de tráfico sobre calles principales.....	1	2	3	4	5
Facilidad de estacionamiento público .....	1	2	3	4	5
Facilidad para viajar en carro en Harrisonburg .....	1	2	3	4	5
Facilidad para viajar en transporte público en Harrisonburg.....	1	2	3	4	5
Facilidad para viajar en bicicleta en Harrisonburg.....	1	2	3	4	5
Facilidad de caminar en Harrisonburg .....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar .....	1	2	3	4	5
Calidad del aire.....	1	2	3	4	5
Limpieza de Harrisonburg .....	1	2	3	4	5
Apariencia general de Harrisonburg .....	1	2	3	4	5
Lugares públicos donde las personas quieran pasar el tiempo.....	1	2	3	4	5
Variedad en opciones de vivienda .....	1	2	3	4	5
Disponibilidad en viviendas de calidad a precios accesibles .....	1	2	3	4	5
Oportunidades para mejoras físicas (incluyendo clases de ejercicio y caminos o senderos, etc.) .....	1	2	3	4	5
Oportunidades de recreación .....	1	2	3	4	5
Disponibilidad de comida de calidad a precios accesibles .....	1	2	3	4	5
Disponibilidad en cuidados de calidad de salud a precios accesibles.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud .....	1	2	3	4	5
Disponibilidad de cuidados de calidad de salud mental a precios accesibles.....	1	2	3	4	5

**6. Por favor clasifique cada una de las siguientes características relacionadas con Harrisonburg en su totalidad:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Disponibilidad de cuidados de niños/escuelas preescolares de calidad y a precios accesibles .....	1	2	3	4	5
Educación K-12 .....	1	2	3	4	5
Oportunidades educativas para adultos.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales/artísticas/musicales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosas o espirituales .....	1	2	3	4	5
Oportunidades de empleo.....	1	2	3	4	5
Oportunidades para compras .....	1	2	3	4	5
El costo de vida en Harrisonburg .....	1	2	3	4	5
Calidad general de establecimientos de negocio y de servicio en Harrisonburg	1	2	3	4	5
Área central/comercial de gran actividad .....	1	2	3	4	5
Calidad general de desarrollo nuevo en Harrisonburg.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales .....	1	2	3	4	5
Oportunidades para trabajo voluntario .....	1	2	3	4	5
Oportunidades para participar en asuntos comunitarios.....	1	2	3	4	5
Receptividad y aceptación de la comunidad hacia personas con orígenes diversos.....	1	2	3	4	5
Amabilidad de vecino de residentes en Harrisonburg .....	1	2	3	4	5

**7. Por favor indique si usted ha realizado o no cada uno de los siguientes durante los últimos 12 meses.**

	<i>No</i>	<i>Sí</i>
Se esforzó para conservar agua.....	1	2
Se esforzó para hacer su hogar más eficiente de energía .....	1	2
Observó una violación de código u otro peligro en Harrisonburg (basura y desechos, edificios descuidados, carteles, etc.).....	1	2
Un miembro del hogar fue víctima de un crimen en Harrisonburg .....	1	2
Reportó un crimen a la policía en Harrisonburg.....	1	2
Almacenó provisiones en preparación para una emergencia .....	1	2
Hizo campaña o abogó por un asunto, una causa o un candidato .....	1	2
Contactó Harrisonburg (en persona, por teléfono, correo electrónico o red) para ayuda o información.....	1	2
Contactó oficiales electos de Harrisonburg (en persona, por teléfono, correo electrónico o red) para expresar su opinión .....	1	2
Llamó al 911 para recibir asistencia de la policía, los bomberos o el escuadrón de rescate .....	1	2
Participó activamente en un grupo de vigilancia del vecindario.....	1	2

**8. Durante los últimos 12 meses, ¿como cuántas veces, si alguna, han realizado usted u otros miembros del hogar cada uno de los siguientes en Harrisonburg?**

	<i>2 veces por semana o más</i>	<i>2-4 veces por mes</i>	<i>Una vez al mes o menos</i>	<i>Nunca</i>
Utilizó centros de recreación o sus servicios en Harrisonburg.....	1	2	3	4
Visitó un parque del vecindario o de la ciudad.....	1	2	3	4
Utilizó bibliotecas públicas de Harrisonburg o sus servicios.....	1	2	3	4
Participó en actividades religiosas o espirituales en Harrisonburg.....	1	2	3	4
Asistió a un evento patrocinado por la ciudad.....	1	2	3	4
Utilizó autobús u otra transportación pública en vez de conducir .....	1	2	3	4
Compartió vehículo con otros adultos o niños en vez de conducir solo.....	1	2	3	4
Caminó o anduvo en bicicleta en vez de conducir .....	1	2	3	4
Ofreció voluntariamente su tiempo a algún grupo/alguna actividad en Harrisonburg ....	1	2	3	4
Participó en un club.....	1	2	3	4
Habló con o visitó a sus vecinos inmediatos .....	1	2	3	4
Le hizo un favor a un vecino .....	1	2	3	4
Utilizó el autobús escolar en lugar de llevar a los niños a la escuela en automóvil .....	1	2	3	4

# La Encuesta 2014 de Ciudadanos de la Ciudad de Harrisonburg

## 9. Pensando sobre reuniones públicas locales (de oficiales electos locales como el Concejo Ciudadano, juntas consultoras, ayuntamientos, HOA, vigilancia de vecindario, etc.), durante los últimos 12 meses, ¿como cuántas veces, si alguna, han asistido a o visto usted u otros miembros del hogar una reunión pública local?

	<i>2 veces por semana o más</i>	<i>2-4 veces por mes</i>	<i>Una vez al mes o menos</i>	<i>Nunca</i>
Asistió a una reunión pública local .....	1	2	3	4
Vio (en línea o por televisión) una reunión pública local .....	1	2	3	4

## 10. Por favor clasifique la calidad de cada uno de los siguientes servicios en Harrisonburg:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Servicios del Departamento de Policía de Harrisonburg .....	1	2	3	4	5
Servicios por incendio .....	1	2	3	4	5
Servicios de ambulancia o de emergencia médica .....	1	2	3	4	5
Prevención del crimen .....	1	2	3	4	5
Prevención de y educación sobre el incendio.....	1	2	3	4	5
Ejecución de leyes de tráfico .....	1	2	3	4	5
Reparación de calles .....	1	2	3	4	5
Limpieza de calles.....	1	2	3	4	5
Iluminación de calles .....	1	2	3	4	5
Desalojo de nieve .....	1	2	3	4	5
Mantenimiento de aceras.....	1	2	3	4	5
Cronometraje de las señales de tráfico (semáforos).....	1	2	3	4	5
Servicios de autobús o tránsito.....	1	2	3	4	5
Recolección de basura .....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de residuos voluminosos/desechos de jardín .....	1	2	3	4	5
Desagüe de agua de tormenta.....	1	2	3	4	5
Agua potable.....	1	2	3	4	5
Servicios de alcantarillado .....	1	2	3	4	5
Servicio de energía (eléctrica).....	1	2	3	4	5
Cobro de servicios públicos (agua y cloacas).....	1	2	3	4	5
Parques de la ciudad.....	1	2	3	4	5
Programas o clases de recreación.....	1	2	3	4	5
Centros o instalaciones públicas de recreación .....	1	2	3	4	5
Uso, planificación y división en zonas del terreno .....	1	2	3	4	5
Ejecución del código (basura y desechos, edificios descuidados, carteles, etc.) .....	1	2	3	4	5
Control de animales.....	1	2	3	4	5
Desarrollo económico .....	1	2	3	4	5
Servicios de salud.....	1	2	3	4	5
Servicios de bibliotecas públicas .....	1	2	3	4	5
Servicios de información pública .....	1	2	3	4	5
Televisión por cable.....	1	2	3	4	5
Preparación de emergencias (servicios que preparan a la comunidad para desastres naturales u otras situaciones de emergencia).....	1	2	3	4	5
Eventos especiales patrocinados por la ciudad.....	1	2	3	4	5
Servicio en general al cliente por empleados de Harrisonburg .....	1	2	3	4	5

## 11. Por favor clasifique las siguientes categorías de desempeño gubernamental de Harrisonburg:

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
El valor de los servicios por los impuestos pagados a Harrisonburg .....	1	2	3	4	5
La dirección en general que está tomando Harrisonburg.....	1	2	3	4	5
El trabajo que realiza el gobierno de Harrisonburg para acoger la participación de los ciudadanos.....	1	2	3	4	5
La confianza general en el gobierno de Harrisonburg.....	1	2	3	4	5
En lo general, actuando por el mejor interés de la Ciudad.....	1	2	3	4	5
Ser honesto .....	1	2	3	4	5
Tratar a todos los residentes justamente .....	1	2	3	4	5

**12. Por favor clasifique qué tan importante, si lo es, piensa que sea que la comunidad de Harrisonburg se concentre en cada uno de los siguientes durante los dos años venideros:**

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante en absoluto</i>
Sentimiento en general de seguridad en Harrisonburg .....	1	2	3	4
Facilidad en general de llegar a los lugares que usted usualmente tiene que visitar .....	1	2	3	4
Calidad del ambiente natural de Harrisonburg en general .....	1	2	3	4
“Ambiente construido” en general de Harrisonburg (incluyendo diseño, edificios, parques y sistemas de transporte en general).....	1	2	3	4
Oportunidades de salud y bienestar en Harrisonburg .....	1	2	3	4
Oportunidades en general para educación y enriquecimiento .....	1	2	3	4
Salud económica en general de Harrisonburg.....	1	2	3	4
Sentido de comunidad .....	1	2	3	4

**13. Por favor califique las siguientes categorías de las iniciativas de comunicación de Harrisonburg:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Facilidad de navegación del sitio web .....	1	2	3	4	5
Calidad de la información y el contenido del sitio web .....	1	2	3	4	5
Contenido/relevancia de los sitios de medios sociales de la ciudad .....	1	2	3	4	5
Oportunidad de la información proporcionada por la ciudad .....	1	2	3	4	5
Disponibilidad de información acerca de los servicios y actividades de la ciudad.....	1	2	3	4	5
Canal de TV de educación pública del gobierno (CitySpan).....	1	2	3	4	5

**14. Por favor califique las siguientes categorías de la división de parques y recreación de Harrisonburg:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Mantenimiento de parques .....	1	2	3	4	5
Cantidad de parques.....	1	2	3	4	5
Calidad de los programas de recreación para la tercera edad .....	1	2	3	4	5
Calidad de los programas de recreación para adultos .....	1	2	3	4	5
Calidad de los programas de recreación para la juventud.....	1	2	3	4	5

**15. Por favor califique la calidad de los siguientes aspectos de la comunidad y los servicios ofrecidos:**

	<i>Excelente</i>	<i>Bueno</i>	<i>Regular</i>	<i>Deficiente</i>	<i>No sé</i>
Atractivo del paisaje urbano/medianas .....	1	2	3	4	5
Servicios de autobús escolar.....	1	2	3	4	5
Aplicación de las normas de estacionamiento.....	1	2	3	4	5
Esfuerzos de la policía para reducir las actividades relacionadas con las pandillas .....	1	2	3	4	5
Esfuerzos de la policía para reducir las actividades relacionadas con las drogas .....	1	2	3	4	5
Visibilidad de la policía en los vecindarios .....	1	2	3	4	5
Disposición de desechos domiciliarios peligrosos.....	1	2	3	4	5

**16. El asunto policial más importante en mi vecindario es (por favor, seleccione uno):**

- Actividad juvenil  
  Drogas  
  Tráfico  
  Ruido  
  Grafiti  
  Robos  
  Otro

**17. Por favor califique cómo se siente en cuanto a su seguridad:**

	<i>Muy seguro</i>	<i>Algo seguro</i>	<i>Ni seguro ni inseguro</i>	<i>Algo inseguro</i>	<i>Muy inseguro</i>	<i>No sé</i>
En su vecindario de noche .....	1	2	3	4	5	6
En el centro/zona comercial de Harrisonburg de noche .....	1	2	3	4	5	6
En las áreas comerciales/minoristas fuera del centro de noche. ....	1	2	3	4	5	6

**18. ¿De cuál de las siguientes maneras considera que Harrisonburg debería expandir el transporte público?**

- Horario extendido  
 Recorridos más cortos  
 Recorridos adicionales

**19. ¿Tiene un teléfono de línea en su casa?**

- No  
  Sí

**20. ¿Tiene un teléfono celular?**

- No  
  Sí

**21. Si usted marcó 9-1-1 para asistencia de emergencia durante el año pasado, ¿qué tipo de teléfono utilizó?**

- Teléfono de línea  
  Teléfono celular  
  Teléfono de línea y celular  
  No corresponde  
  No sé

# La Encuesta 2014 de Ciudadanos de la Ciudad de Harrisonburg

Nuestras últimas preguntas se tratan de usted y su hogar. De nuevo, todas sus respuestas a esta encuesta son completamente anónimas y serán reportadas únicamente en forma de grupo.

**D1. ¿Qué tan a menudo, si lo hace, realiza usted cada uno de los siguientes, considerando todas las veces que podría?**

	<i>Nunca</i>	<i>Rara vez</i>	<i>A Veces</i>	<i>Usualmente</i>	<i>Siempre</i>
Reciclar en el hogar .....	1	2	3	4	5
Comprar bienes o servicios de una empresa localizada en Harrisonburg .....	1	2	3	4	5
Comer por lo menos 5 porciones de frutas y vegetales al día .....	1	2	3	4	5
Participar en actividad física moderada o vigorosa.....	1	2	3	4	5
Leer o mirar noticias locales (vía televisión, periódico, computadora, etc.).....	1	2	3	4	5
Votar en elecciones locales .....	1	2	3	4	5

**D2. Usted diría que en general su salud es:**

- Excelente     
  Muy buena     
  Buena     
  Regular     
  Deficiente

**D3. ¿Qué impacto, si alguno, cree usted que tendrá la economía sobre su ingreso familiar en los próximos 6 meses? Cree usted que el impacto será:**

- Muy positivo     
  Algo positivo     
  Neutro     
  Algo negativo     
  Muy negativo

**D4. ¿Cuál es su estado de empleo?**

- Trabajando tiempo completo para pago  
 Trabajando medio tiempo para pago  
 Sin empleo, buscando trabajo pagado  
 Sin empleo, no buscando trabajo pagado  
 Completamente retirado/jubilado

**D5. ¿Trabaja usted dentro de los límites de Harrisonburg?**

- Sí, fuera del hogar  
 Sí, desde el hogar  
 No

**D6. ¿Cuántos años ha vivido usted en Harrisonburg?**

- Menos de 2 años       11-20 años  
 2-5 años       Más de 20 años  
 6-10 años

**D7. ¿Cuál describe mejor el edificio en que vive?**

- Casa individual de familia separada de cualquier otra casa  
 Edificio con dos o más casas (dúplex, townhome, apartamento o condominio)  
 Hogar móvil  
 Otro

**D8. Esta casa, este apartamento u hogar móvil es...**

- Alquilado  
 Suyo propio

**D9. ¿Como cuánto es su costo mensual de alojamiento para el lugar donde vive usted (incluyendo alquiler, pago de hipoteca, impuesto de propiedad, seguro de propiedad y tarifas de la asociación de dueños de hogar (HOA))?**

- Menos de \$300 por mes  
 De \$300 a \$599 por mes  
 De \$600 a \$999 por mes  
 De \$1,000 a \$1,499 por mes  
 De \$1,500 a \$2,499 por mes  
 \$2,500 o más por mes

**D10. ¿Algún niño de 17 años o menos vive en su hogar?**

- No       Sí

**D11. ¿Usted u otros miembros de su hogar tienen edad de 65 años o mayor?**

- No       Sí

**D12. ¿Cuánto espera que será el ingreso total de su hogar antes de los impuestos para el año actual? (Por favor incluya su ingreso total de dinero de todas las fuentes para todas las personas que viven en su hogar.)**

- Menos de \$25,000  
 De \$25,000 a \$49,999  
 De \$50,000 a \$99,999  
 De \$100,000 a \$149,999  
 \$150,000 o más

**Por favor responda ambas preguntas D13 y D14:**

**D13. ¿Es usted Español, Hispano o Latino?**

- No, ni Español, ni Hispano ni Latino  
 Sí, me considero como Español, Hispano o Latino

**D14. ¿Cuál es su raza? (Marque una o más razas para indicar de cuál raza se considera usted.)**

- Indígena Americana o Nativo de Alaska  
 Asiática, Indígena Asiática o Isleña del Pacífico  
 Negra o Afroamericana  
 Blanca  
 Otra

**D15. ¿Dentro de cuál categoría está su edad?**

- 18-24 años       55-64 años  
 25-34 años       65-74 años  
 35-44 años       75 años o mayor  
 45-54 años

**D16. ¿Cuál es su género?**

- Femenino       Masculino

**D17. ¿Considera usted un teléfono celular o una línea instalada como su número primordial de teléfono?**

- Celular       Línea instalada       Ambos

**D18. ¿Es usted un estudiante en alguna de las siguientes escuelas?**

- JMU       EMU       Bridgewater  
 BRCC       National College

**Gracias por completar esta encuesta. Por favor devuelva la encuesta completada en el sobre pre-pagado al: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**



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