



**The National Citizen Survey™**

# **James City County, Virginia**

## **Summary of Findings February 2008**

# The National Citizen Survey™ (The NCS) Background

- ICMA/NRC initiative

- Turnkey omnibus citizen survey service
- Benchmark comparisons
- Over 160 participants in The NCS in over 40 states
  - Elite group of jurisdictions who survey citizens
- Over 500 jurisdictions in full database

# Primary Purposes of Survey

- To assess resident satisfaction with community characteristics and amenities
- To help evaluate James City County government
  - Using comparisons to other jurisdictions
- To determine resident participation in local activities
- Asks “what,” not “why”
- Is just the beginning

# Study Methods

- Mailed survey to approximately 1200 residents
  - 437 households returned the survey
  - 38% response rate
- Margin of error
  - 95% Confidence Interval; +/- 4% for any given percentage point

# Quality of Life

91%

James City  
County as a  
place to live

89%

Your  
Neighborhood  
as a place to  
live

85%

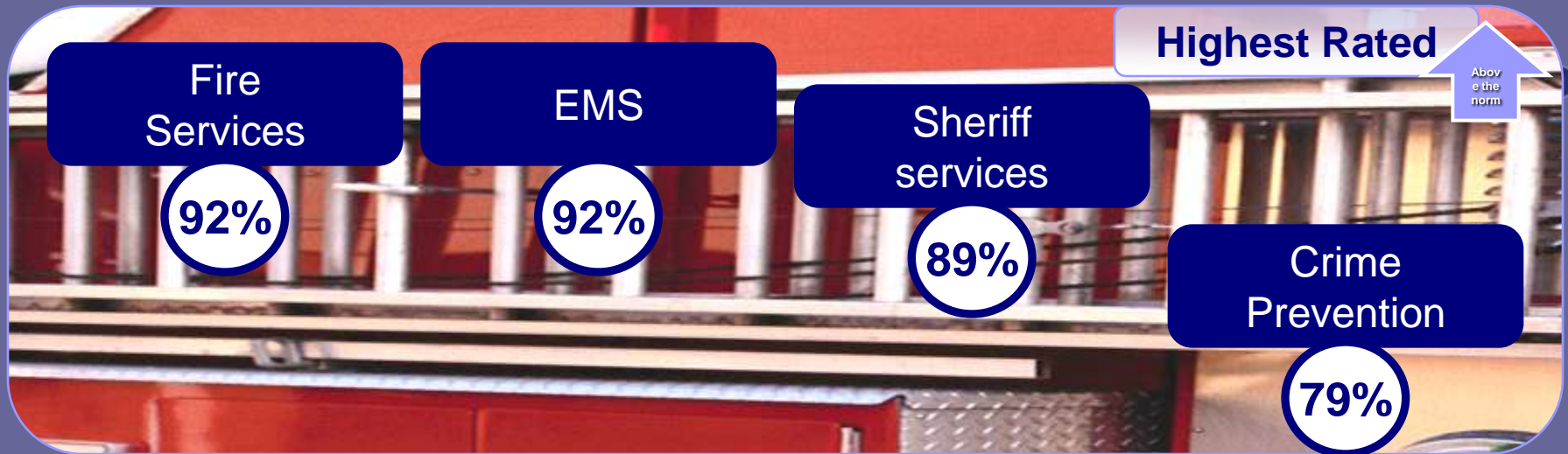
Overall  
Quality  
of Life

Above the  
norm

Percent responding (Excellent + Good)

85% were at least  
“somewhat likely” to  
recommend living in  
James City County to  
someone who asks

# County Services



Percent responding (Excellent + Good)

# Community Characteristics Compared

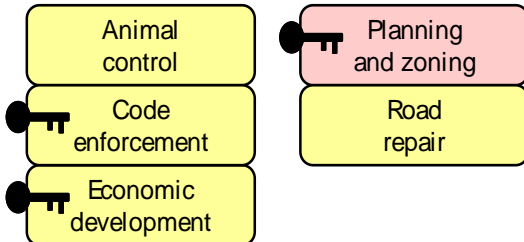
**Ten of 16 characteristics compared rated above the southern states norm, including: James City County as a place to raise children and sense of community**

4 were among those rated similar to the southern states norm including: overall quality of new development in James City County

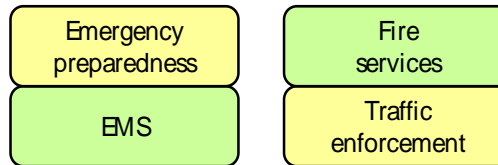
2 were rated below the southern states norm: availability of affordable quality housing and availability of affordable quality child care

# James City County Action Chart

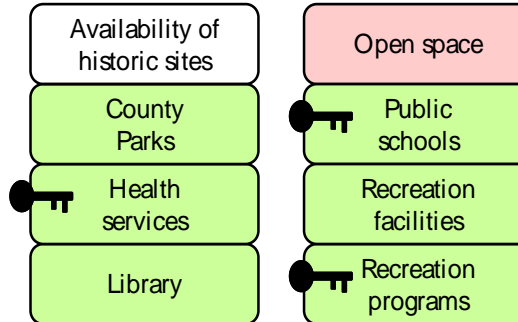
## Community Design



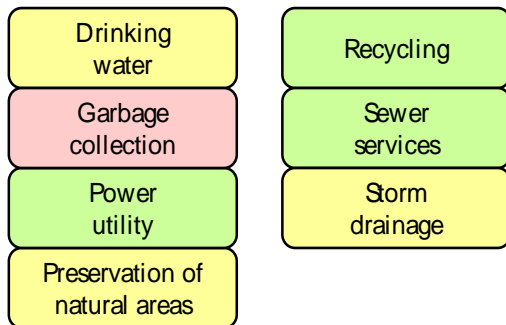
## Public Safety



## Recreation and Wellness



## Environmental Sustainability

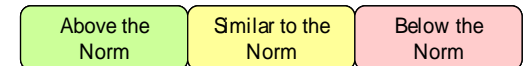


## Civic Engagement



Overall Quality of County Services

### Legend



● Key Driver



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# Questions

*Thank You!*