

**2016 LOUDOUN COUNTY SURVEY OF RESIDENTS
SUGGESTED RESPONSES TO QUERIES**



Center for Survey Research • University of Virginia
A UNIT OF THE WELDON COOPER CENTER FOR PUBLIC SERVICE

Who is sponsoring the survey?

This survey is sponsored by the County of Loudoun. The questions were reviewed by the Department of Management and Budget together with the county departments that provide various services. They closely follow the 2014 survey questions.

Why should I participate?

The County makes decisions based on the results of this study. This is your opportunity to voice your opinions and to make suggestions to the County about what you think is important.

How did you get my landline phone number?

FOR RDD (PR1) and CELL (PR3) SAMPLE: We use a random-digit dialing method in order to get a statistically valid sample from cell phones and landlines. In short, your number had about the same chance of being picked by our computer as any other phone number around Loudoun County.

FOR LISTED (PR2) SAMPLE: Your number was randomly selected from the electronic white pages of the telephone book. In short, your number had about the same chance of being picked as any other phone number around Loudoun County.

Why do you want to call cell phones and how did you get my cell number?

The County understands that some residents are from cell-phone-only households and wants to include their opinions as well. The County wants its decisions to be based upon the advice of a truly representative sample of County residents. We realize that cell phones are considered personal by many people, though less so by others these days.

Cell phone samples are randomized using information from “rate centers,” a geographic area used by local exchange carriers to set rate boundaries for billing and for issuing phone numbers. We do not know your name or address.

I share this cell phone . . . why was I picked?

Because only a small proportion of cell phones are shared we decided to treat them as belonging to the first individual who answers. If an appointment is set up with that individual we will try to do the survey with him/her. But if no definite appointment is made and a second person answers the cell, we will interview that person instead.

Why are you calling me all the way from Charlottesville?

The County asked the University of Virginia's Center for Survey Research to conduct this survey to be sure that the results are objective and scientific. Our interviewers are UVa students or UVa employees, so you can give your honest opinions about the County's services.

Are you auto-dialing? I'm supposed to be on the "Do not call" list!

Academic survey organizations are exempt from the Do Not Call list but we strictly comply with the

2016 LOUDOUN COUNTY SURVEY OF RESIDENTS SUGGESTED RESPONSES TO QUERIES

ethical standards of our professional organization, the American Association for Public Opinion Research (AAPOR). We will remove anyone's number from the study who does not wish to be contacted. We dial all of our calls manually, not with a computer or autodialer, and we do not use "predictive dialing" systems. As an academic survey center, we are further bound by the University's Institutional Review Board protocols. We try to serve the public good by providing objective information on how residents feel about government services and where improvements can be made.

What about confidentiality?

The results from all our interviews will be put together in a statistical report. No one we interview will be identified in the report and no telephone numbers will be given to the County. We dialed your number at random.

Why do you want to talk to the youngest male or youngest female at home now?

We know that people in the same household don't always have the same opinions. We use various methods to randomly select people within a household. Selecting an individual in the household this way is less intrusive than some other methods, and who we talk to depends on who just happens to be home when we call. If we always talked to the first person answering the phone, we would get a less representative sample of residents.

Why do you want to know my ZIP code (or the intersection nearest my house)?

We want that information so we can compare different parts of the County to see if there is an issue in a particular area that the government should give more attention to.

Why didn't you ask me about . . . ?

To keep the interviews from getting too long, we had to limit questions. This interview is based on the last one from 2014. If you have something that you think needs to be added to the survey for next time, or you have an extra opinion to share, we can make a note of it at the end. The County reviews those comments carefully.

I'd like to call & set a survey appointment, and who can I call for more information?

Please call 1-800-CSR-POLL (277-7655) from 9-5 and select option #1, or you can reach a calling lab supervisor directly at 434-243-5226 during the evening. Or I can set an appointment now if you prefer. If you'd like to know more about the study, you can talk to my supervisor now, you can contact Jim Ellis at the Center for Survey Research (434) 243-5224 or jimellis@virginia.edu, or you can contact Ms. Robin Geiger (Guy – ger), Loudoun County's Communications Manager at (703) 771-5511.

How can I get the results?

A report will be provided to the County in early 2017. The report will be posted on the County's website at www.loudoun.gov/survey.

Note that you can also go to CSR's website at www.surveys.virginia.edu and look for the link at the bottom that says "**Did we call you about a Current Telephone Survey?**" and look for the 2016 Loudoun County Survey of Residents.