

YORK COUNTY, VIRGINIA, RESIDENTS' OPINIONS ON COMPREHENSIVE COMMUNITY PLANNING



**Conducted for York County, Virginia
by Responsive Management**

2012

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for York County to determine residents' opinions on community planning, including their attitudes toward facilities and services in York County and living in York County in general. The study entailed a telephone survey of York County residents 18 years old and older.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among York County residents (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

The telephone survey questionnaire was developed cooperatively by Responsive Management and York County. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample was representative of York County residents 18 years old and older. Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in August 2012. The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 401 completed interviews.

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by age, gender, and region of residence to be representative of York County as a whole. For the entire sample of York County residents, the sampling error is at most plus or minus 4.87 percentage points. Sampling error was calculated based on a sample size of 401 and a population size of 48,188 York County residents 18 years old and older.

OPINIONS ON LIVING IN YORK COUNTY

- Respondents were asked what three things they liked most about living in York County, and the most common response concerns the quality of schools in the county (49% of respondents mentioned this). This is followed by York County being a good place to live (35%), the rural lifestyle and/or country feel of York County (24%), a low crime rate and/or safety (18%), and simply liking it in York County (16%).

- Asked what three things they liked *least* about living in York County, more than a third of residents (34%) name traffic, while a further 17% name the quality of services and/or facilities in York County. Other responses, such as York County's use of taxes, the lack of retail areas or recreation opportunities or the distance to such areas, and commercial development, were named by no more than 9% of respondents. Finally, a quarter of residents (25%) were unsure or could not think of anything they liked least about living in York County.

- A question asked residents whether they wanted to see changes in York County in the next 20 years: while just under a third of respondents (30%) say that there are no changes they would like to see or that they are unsure, about a tenth of York County residents mention improving traffic and congestion on Route 17 (9%), limiting or controlling development, urbanization, and industrial growth (9%), improving roads in general and/or adding more highway or interstate access (9%), or adding more businesses or a general commercial presence to York County (9%).

OPINIONS ON PUBLIC SERVICES AND FACILITIES IN YORK COUNTY

- Respondents were asked what they thought the top three transportation priorities should be for York County over the next 20 years: the top response is improvements to Route 17 (36% of respondents named this), followed by improvements to roads other than Route 17 or Interstate 64, such as adding new lanes to roads or improving drainage ditches (27%). Smaller percentages of York County residents named better public transportation in general (19%), a bus service (17%), better maintenance of roads, such as eliminating potholes or

clearing trash near roads (15%), and better traffic management, such as adding stoplights or improving stoplight synchronization (13%).

- Respondents were read a list of seven items and asked to rate on a scale of 0 to 10 the importance of York County building or expanding each item on the list in the next 20 years. The list included parks for recreation activities, bike paths, sidewalks, schools, fire stations, public libraries, and roads. In examining the ranking by the mean rating of each item, the highest priority is to build or expand schools (mean importance rating of 7.59) and roads (mean importance rating of 7.53). These are followed by parks for recreation activities (6.71), fire stations (6.38), bike paths (6.38), and sidewalks (6.26). Finally, just one item on the list has a mean importance rating of less than 6.00: public libraries rates just a 5.60 in terms of importance.

- A final open-ended question in this section asked respondents whether there were any other facilities that York County should build or expand in the next 20 years: about a third of residents (34%) indicated that there were, with the top response being YMCAs, recreational centers, or youth centers (this answer was given by 32% of those who said that York County should build or expand additional facilities of some type). Following this are playgrounds, parks, or green or open spaces (14%), sports fields, courts, or stadiums (11%), and police stations or police departments (7%).

OPINIONS ON COMPREHENSIVE PLAN, POPULATION, AND DEVELOPMENT ISSUES

- Respondents were read a list of policies and actions and asked to rate on a scale of 0 to 10 the importance of York County doing each over the next 20 years. The list included the following:
 - Improve the appearance of properties and structures along major roads in the county;
 - Require businesses along major roads in the county to meet certain architectural and landscaping standards so they are visually attractive;
 - Adopt minimum maintenance standards for existing structures, such as requirements for repainting exterior surfaces that are peeling or repairing holes and cracks in exterior walls;
 - Encourage more commercial development;
 - Preserve open and green space, that is, land that has not been developed.

In the ranking by the mean rating of importance for each of the above items, the most importance is given to preserving open and green space (mean rating of 8.08). Other items on the list have importance ratings of less than 8.00: improving the appearance of properties and structures along major roads in the county (7.14), adopting minimum maintenance standards for existing structures, such as requirements for repainting exterior surfaces that are peeling or repairing holes and cracks in exterior walls (7.12), and requiring businesses along major roads in the county to meet certain architectural and landscaping standards so they are visually attractive (6.88). Finally, the lowest rated item on the list is encouraging more commercial development (mean rating of 5.73).

- Prior to the next two questions, respondents were read the following information: “York County has a Comprehensive Plan for growth, facilities, and development. A basic part of the current Comprehensive Plan is for land use designations to provide opportunities for York County’s population to continue to grow from the current 66,000 residents to approximately 80,000 residents.”

Respondents were then asked two questions regarding the Comprehensive Plan’s target of 80,000 residents (note that these two questions were randomized so that roughly half the sample received one of the two questions first, while the other half received the other question first). Respondents were asked, regarding the amount of land available for development, traffic, and public facilities in York County, whether they thought the target of 80,000 residents should be increased, kept about the same, or decreased. A majority of York County residents (55%) prefer that the target number of residents be kept about the same, while a third (33%) think it should be decreased, and one in ten residents (10%) say it should be increased.

Asked to think specifically about York County’s economy, the distribution of preferences is roughly the same as in the previous question: a majority of respondents (61%) say that the target number of 80,000 residents should be kept about the same, while a quarter (25%) think it should be decreased, and just 12% say it should be increased.

- Asked whether they supported or opposed policies encouraging the development of housing that is affordable to those who have lower-paid positions in the local workforce, 78% of respondents say they support such policies, with 43% in *strong* support.
- Prior to the next two questions, respondents were read the following paragraph: “Land prices, as well as various other factors, have influenced sales prices of new single-family detached homes in York County, causing them to be relatively high. Some housing industry representatives believe that newly constructed single-family homes would be more moderately priced if housing density allowances were greater than the three lots per acre currently allowed by the Comprehensive Plan.”

Respondents were then asked whether they supported or opposed increasing the current density allowance of three lots per acre in an effort to encourage more moderately priced housing: a majority of York County residents (56%) oppose this, with 34% *strongly* opposing it; however, 37% are in support (17% *strongly* support it). Asked whether they supported or opposed increasing residential densities if doing so would help attract and support commercial establishments, just over half of residents (54%) say they oppose such a measure, with 29% in *strong* opposition; meanwhile, 40% support it, with 16% *strongly* supporting it.

- Prior to the next question, respondents were read the following: “Currently, there are a number of parcels of land, both large and small, in York County that are zoned for commercial development and are vacant or blighted. By blighted, I mean the condition of the area has deteriorated, buildings are in serious disrepair, or there are other conditions that make it unlikely to be improved without some type of intervention.” A question then asked respondents whether they supported or opposed rezoning some of the vacant land or blighted commercially-zoned development for residential use in an effort to increase the county’s population base so as to better support current and help attract new businesses and commercial establishments: more than two-thirds of residents (70%) are supportive of this, with 34% being *strongly* supportive; meanwhile, about a quarter of York County residents (23%) oppose it (12% *strongly* oppose it).

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INTRODUCTION AND METHODOLOGY

This study was conducted for York County to determine residents' opinions on community planning, including their attitudes toward facilities and services in York County and living in York County in general. The study entailed a telephone survey of York County residents 18 years old and older. Specific aspects of the research methodology are discussed below.

USE OF TELEPHONES FOR THE SURVEY

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among York County residents (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

QUESTIONNAIRE DESIGN

The telephone survey questionnaire was developed cooperatively by Responsive Management and York County. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

SURVEY SAMPLE

The sample of York County residents was obtained from a professional sampling firm that specializes in providing scientific samples for surveys, including representative samples that include cell phones. The sample was representative of York County residents 18 years old and older.

TELEPHONE INTERVIEWING FACILITIES

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subject of community resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

INTERVIEWING DATES AND TIMES

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in August 2012.

TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contains error checkers and computation statements to ensure quality and

consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Responsive Management obtained a total of 401 completed interviews. The total sample size on some questions is less than 401 because the survey asked some questions only of specific respondents in the survey. In particular, this was done when a follow-up question did not apply to some respondents. For instance, only those who said that it was important for York County to build or expand facilities were asked a follow-up question regarding the specific facilities they had in mind.

DATA ANALYSIS

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by age, gender, and region of residence so that the sample was representative of York County residents as a whole. In terms of the regional weighting, the sample was proportioned according to Upper York County and Lower York County: Upper York, accounting for 20% of the county, consists of the zip codes 23185 and 23188; Lower York, accounting for the other 80% of the county, consists of all other county zip codes. As previously mentioned, the survey results were weighted by these proportions to ensure that the results were representative of the county as a whole.

On questions that asked respondents to provide a number (e.g., number of years lived in York County), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

Crosstabulations were run on most questions by upper/lower county; these graphs follow the graphs of the overall survey results throughout the report.

SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of York County residents, the sampling error is at most plus or minus 4.87 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 4.87 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 401 and a population size of 48,188 York County residents 18 years old and older.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25) - .25}{N_s}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.

- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

OPINIONS ON LIVING IN YORK COUNTY

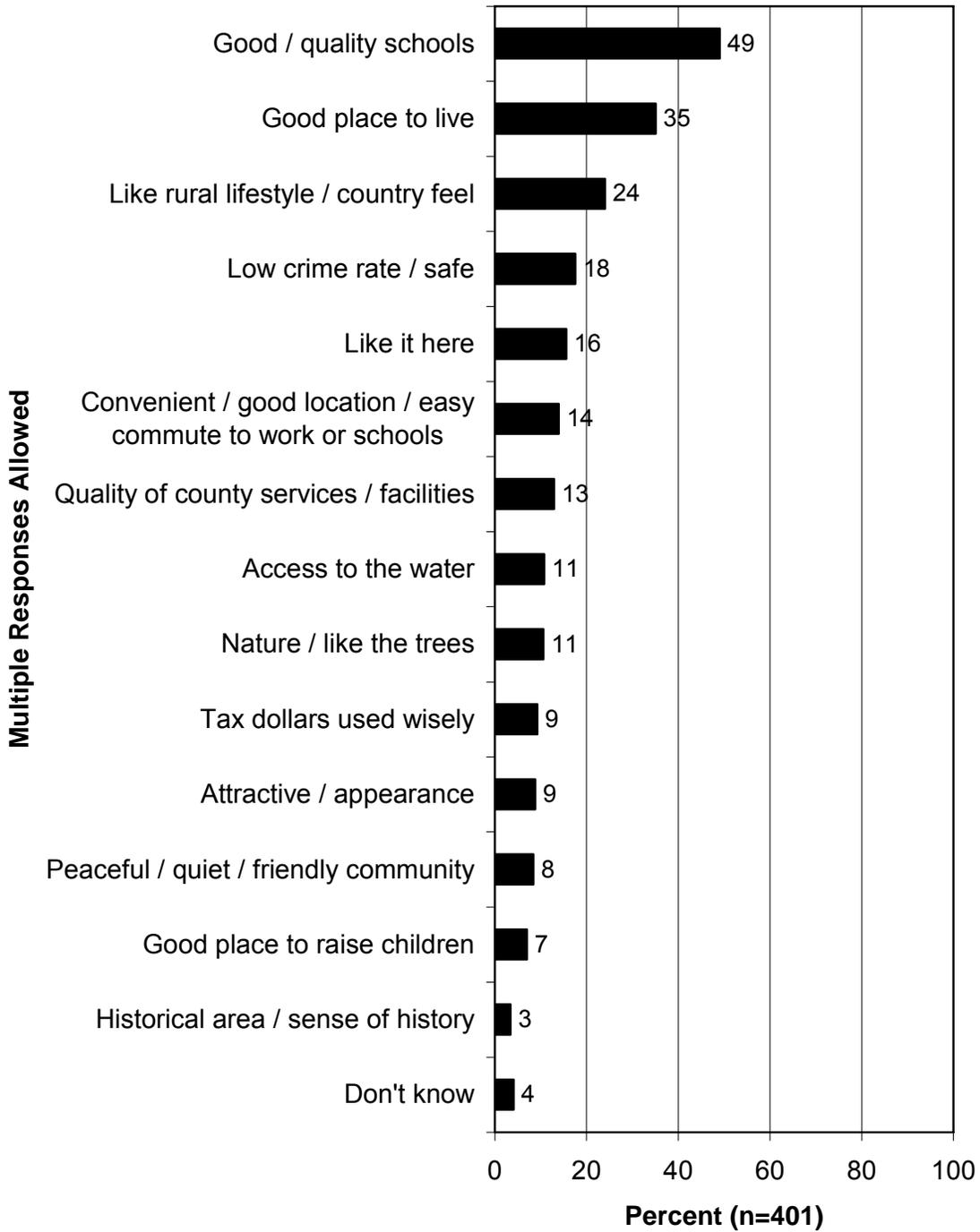
- Respondents were asked what three things they liked most about living in York County, and the most common response concerns the quality of schools in the county (49% of respondents mentioned this). This is followed by York County being a good place to live (35%), the rural lifestyle and/or country feel of York County (24%), a low crime rate and/or safety (18%), and simply liking it in York County (16%).

- Asked what three things they liked *least* about living in York County, more than a third of residents (34%) name traffic, while a further 17% name the quality of services and/or facilities in York County. Other responses, such as York County's use of taxes, the lack of retail areas or recreation opportunities or the distance to such areas, and commercial development, were named by no more than 9% of respondents. Finally, a quarter of residents (25%) were unsure or could not think of anything they liked least about living in York County.
 - The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to name the quality of services and/or facilities ($p \leq 0.01$), the quality of recreation resources ($p \leq 0.01$), and the quality of life in general ($p \leq 0.05$) as things they like least about living in York County; at the same time, Lower York County residents, compared to Upper York County residents, are more likely to say that traffic is something they like least about living in York County ($p \leq 0.05$), or that they are unsure of things they like least about living in York County ($p \leq 0.05$).

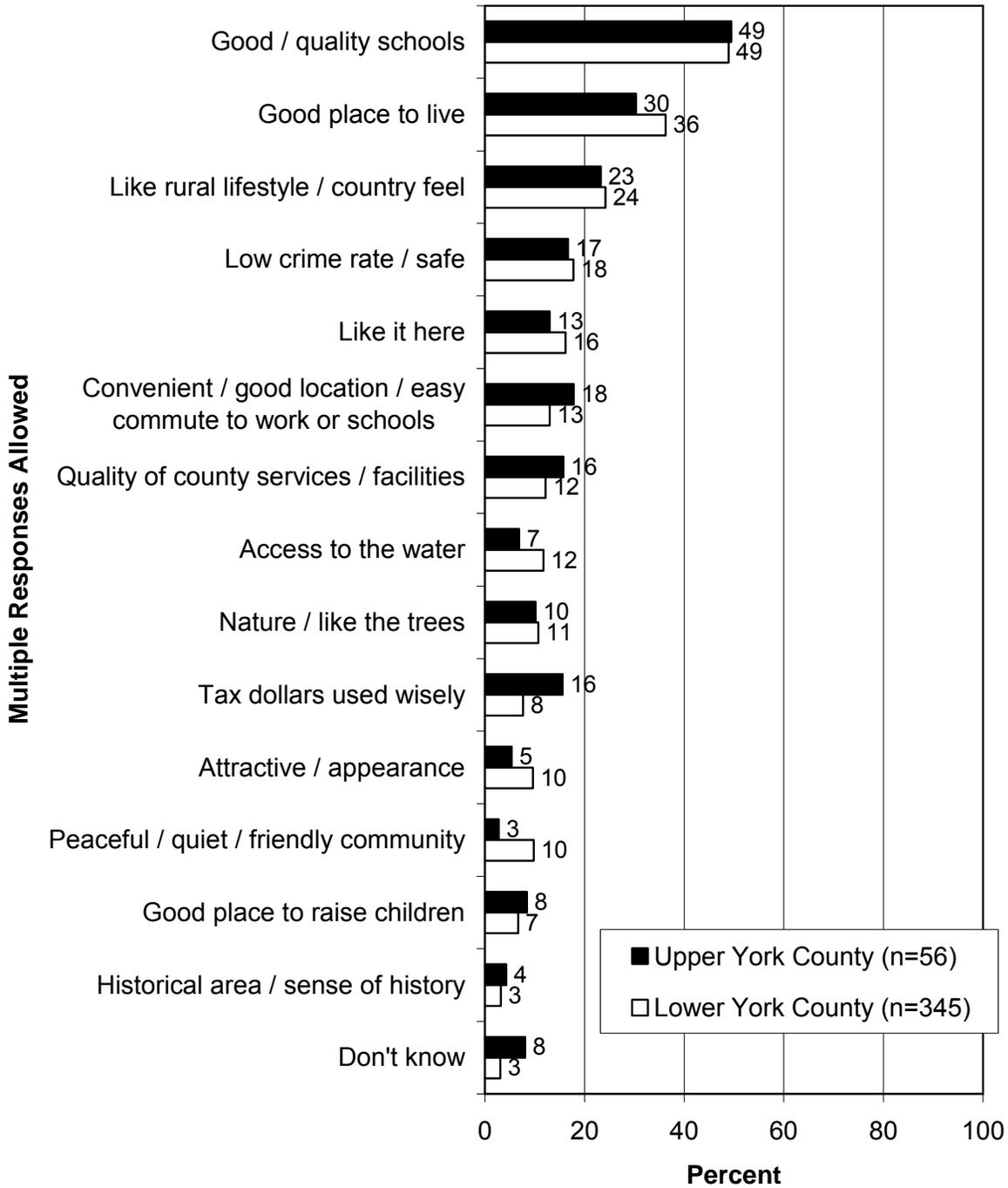
- A question asked residents whether they wanted to see changes in York County in the next 20 years: while just under a third of respondents (30%) say that there are no changes they would like to see or that they are unsure, about a tenth of York County residents mention improving traffic and congestion on Route 17 (9%), limiting or controlling development, urbanization, and industrial growth (9%), improving roads in general and/or adding more highway or interstate access (9%), or adding more businesses or a general commercial presence to York County (9%).

- The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to want to see more businesses or a general commercial presence added to York County ($p \leq 0.01$); meanwhile, Lower York County residents, compared to Upper York County residents, are more likely to say that improving roads in general and/or adding more highway or interstate access is a change they would like to see in York County in the next 20 years ($p \leq 0.05$).

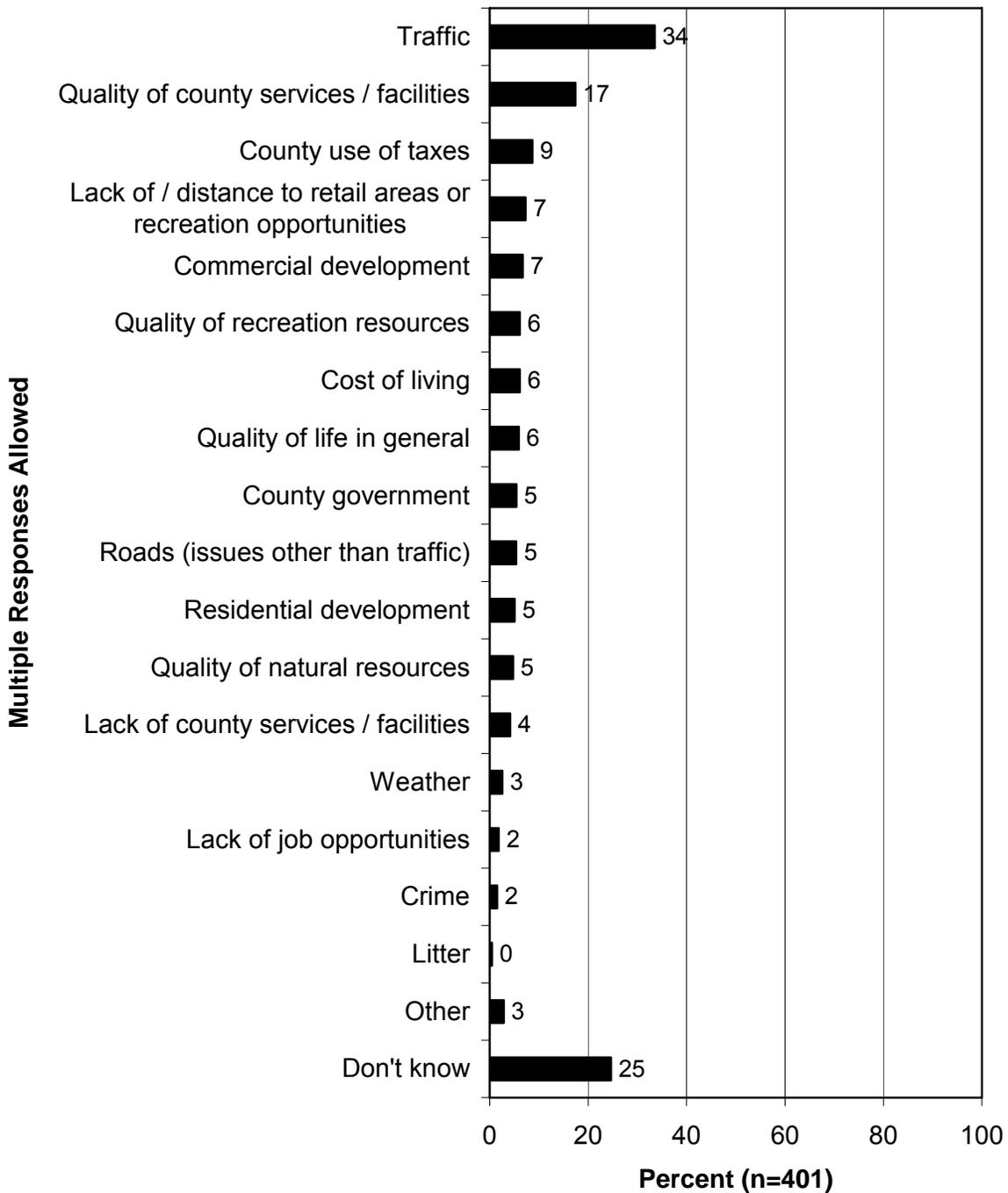
Q13. What three things do you like most about living in York County?



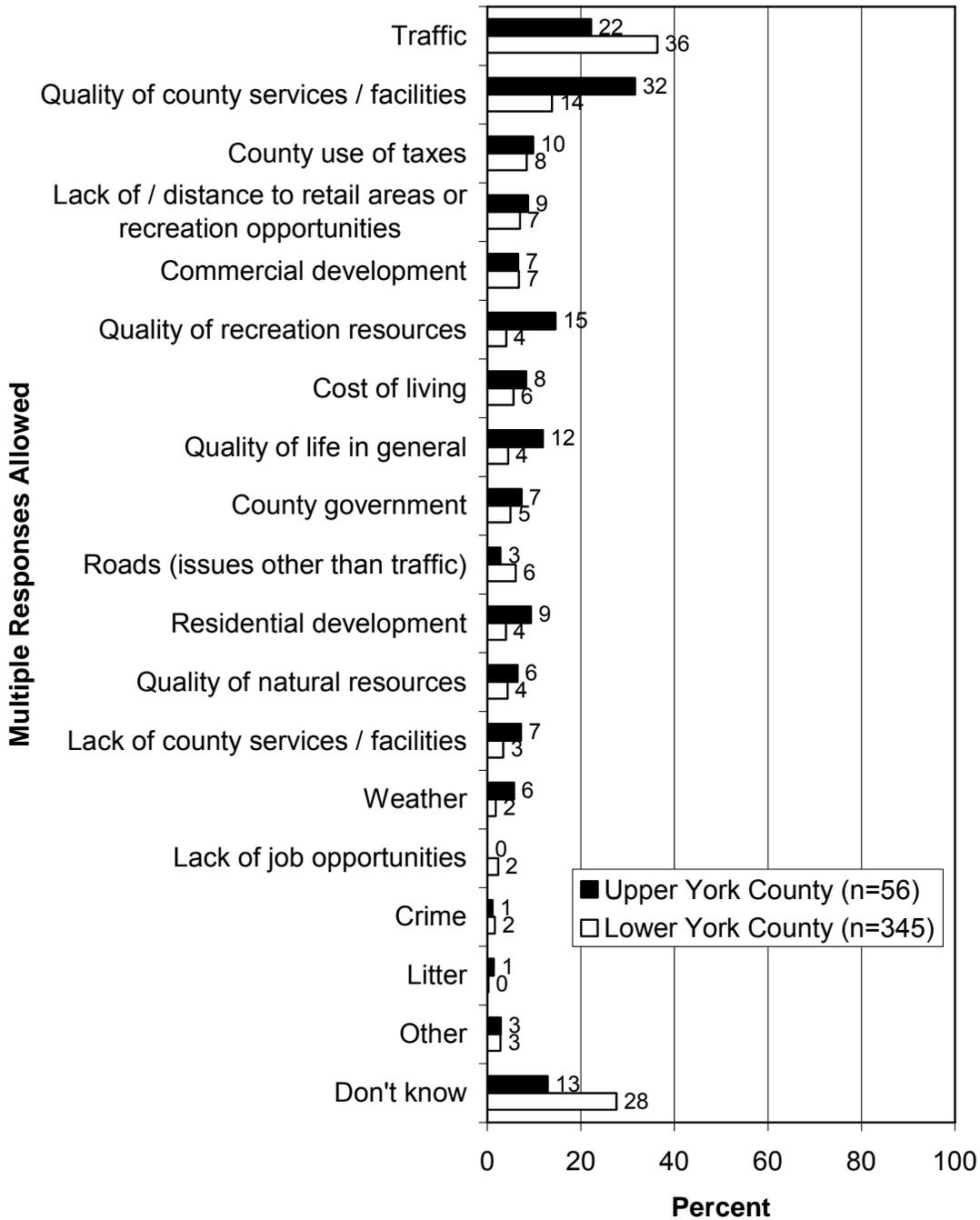
Q13. What three things do you like most about living in York County?



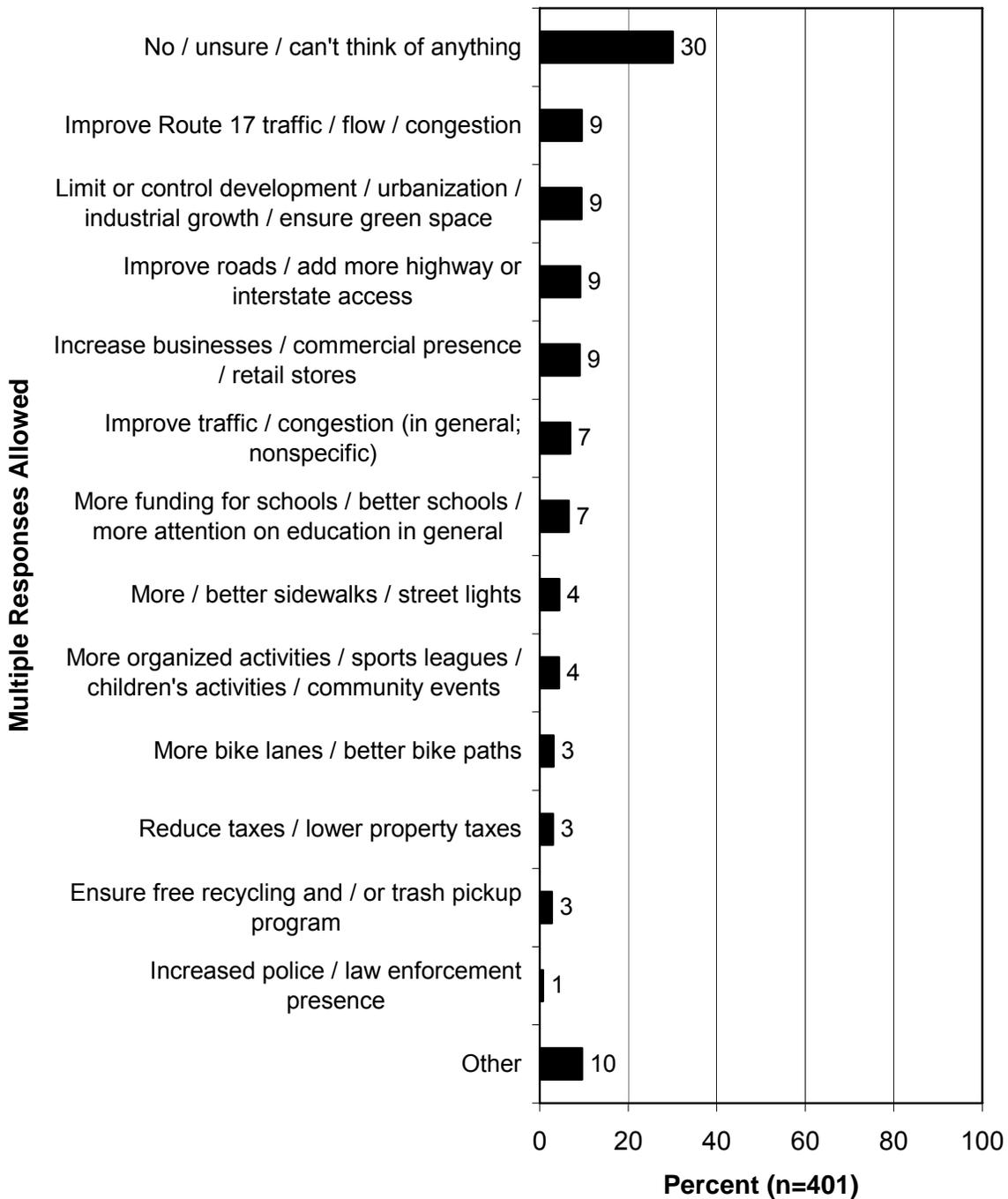
Q17. What three things do you like least about living in York County?



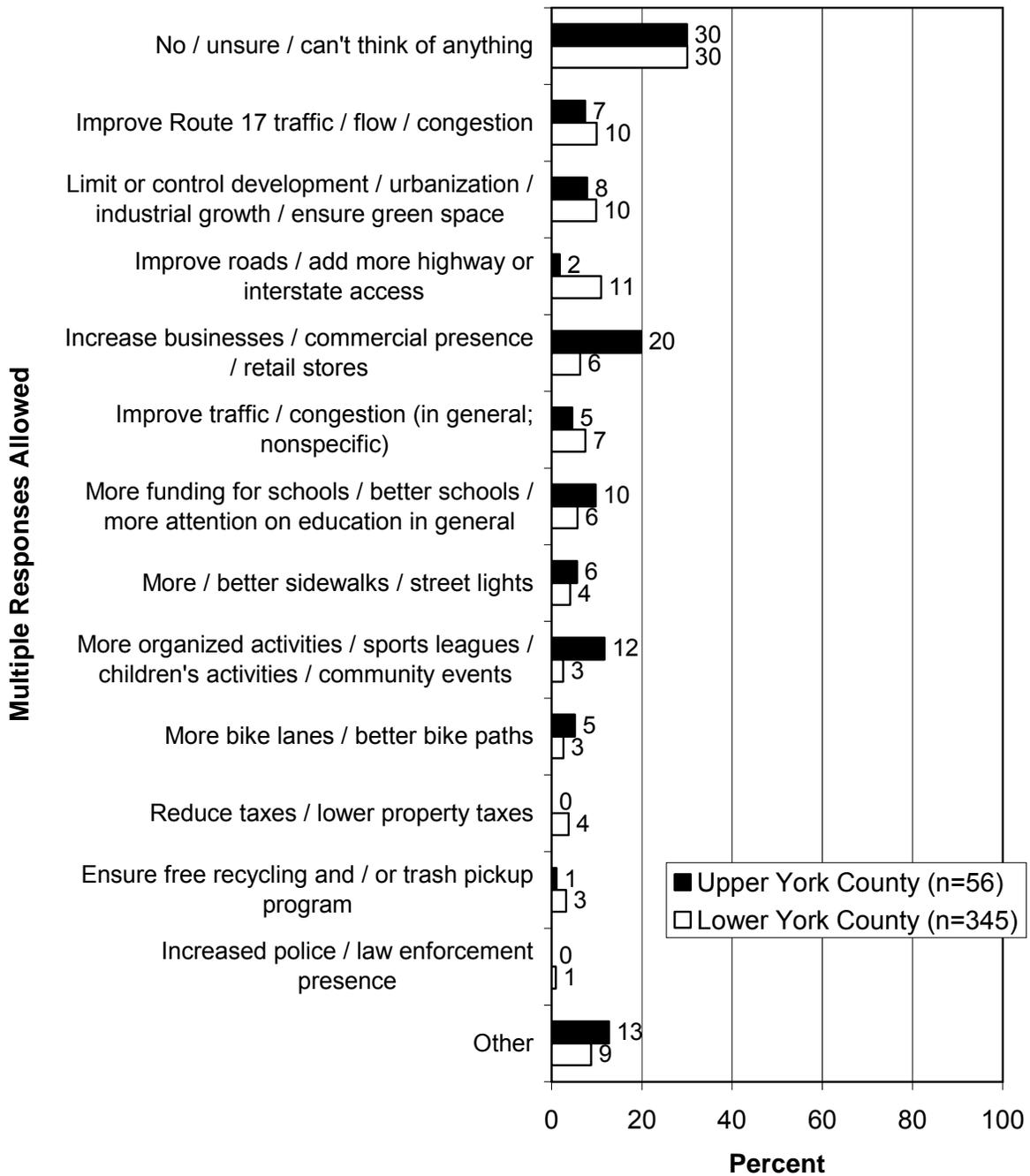
Q17. What three things do you like least about living in York County?



**Q19. Are there any changes you would like to see
in York County in the next 20 years?**



Q19. Are there any changes you would like to see in York County in the next 20 years?



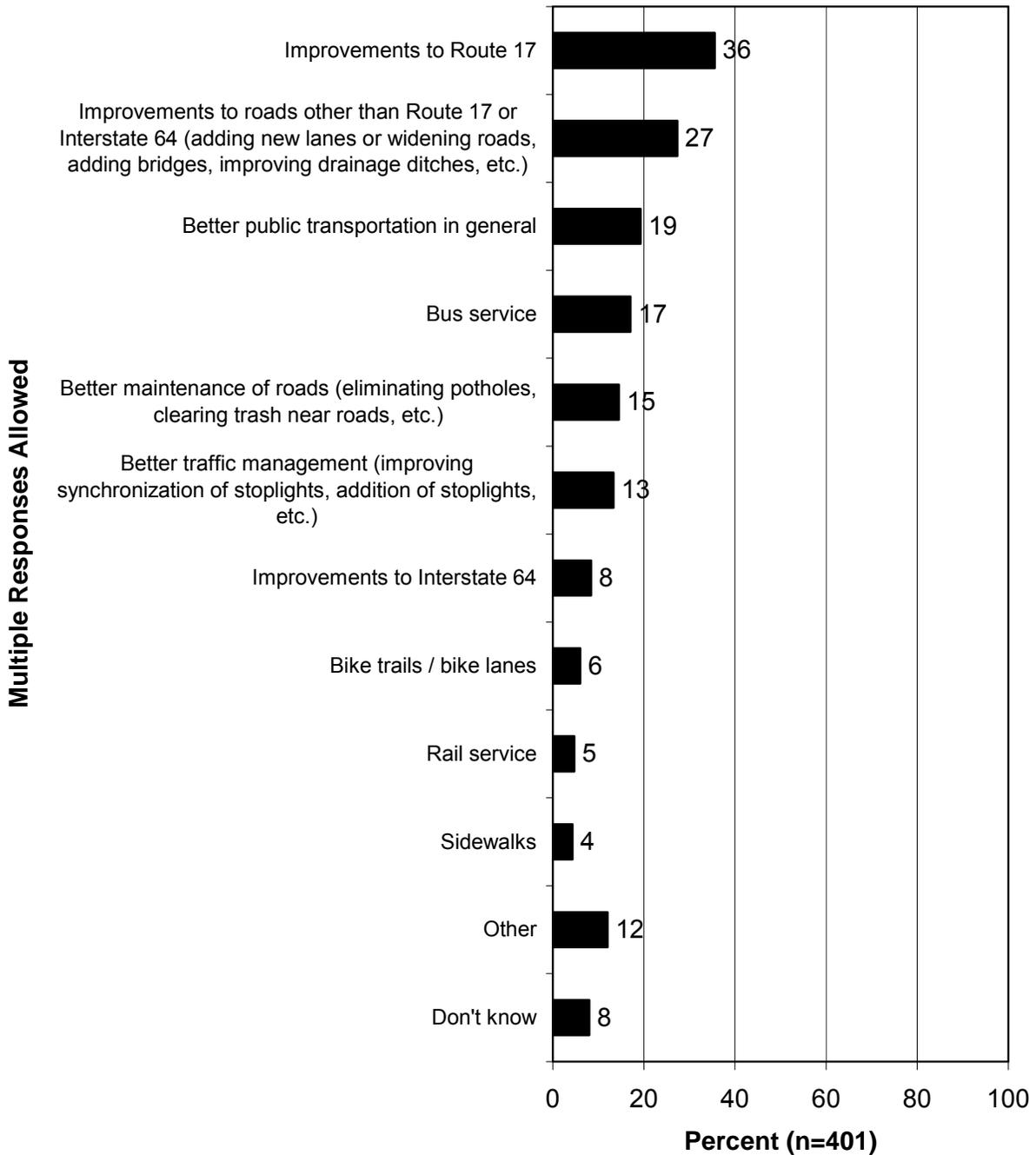
OPINIONS ON PUBLIC SERVICES AND FACILITIES IN YORK COUNTY

- Respondents were asked what they thought the top three transportation priorities should be for York County over the next 20 years: the top response is improvements to Route 17 (36% of respondents named this), followed by improvements to roads other than Route 17 or Interstate 64, such as adding new lanes to roads or improving drainage ditches (27%). Smaller percentages of York County residents named better public transportation in general (19%), a bus service (17%), better maintenance of roads, such as eliminating potholes or clearing trash near roads (15%), and better traffic management, such as adding stoplights or improving stoplight synchronization (13%).
 - The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to name better maintenance of roads ($p \leq 0.01$) and improvements to Interstate 64 ($p \leq 0.01$) as top transportation priorities; on the other hand, Lower York County residents, compared to Upper York County residents, are more likely to name improvements to Route 17 as a top transportation priority ($p \leq 0.01$).

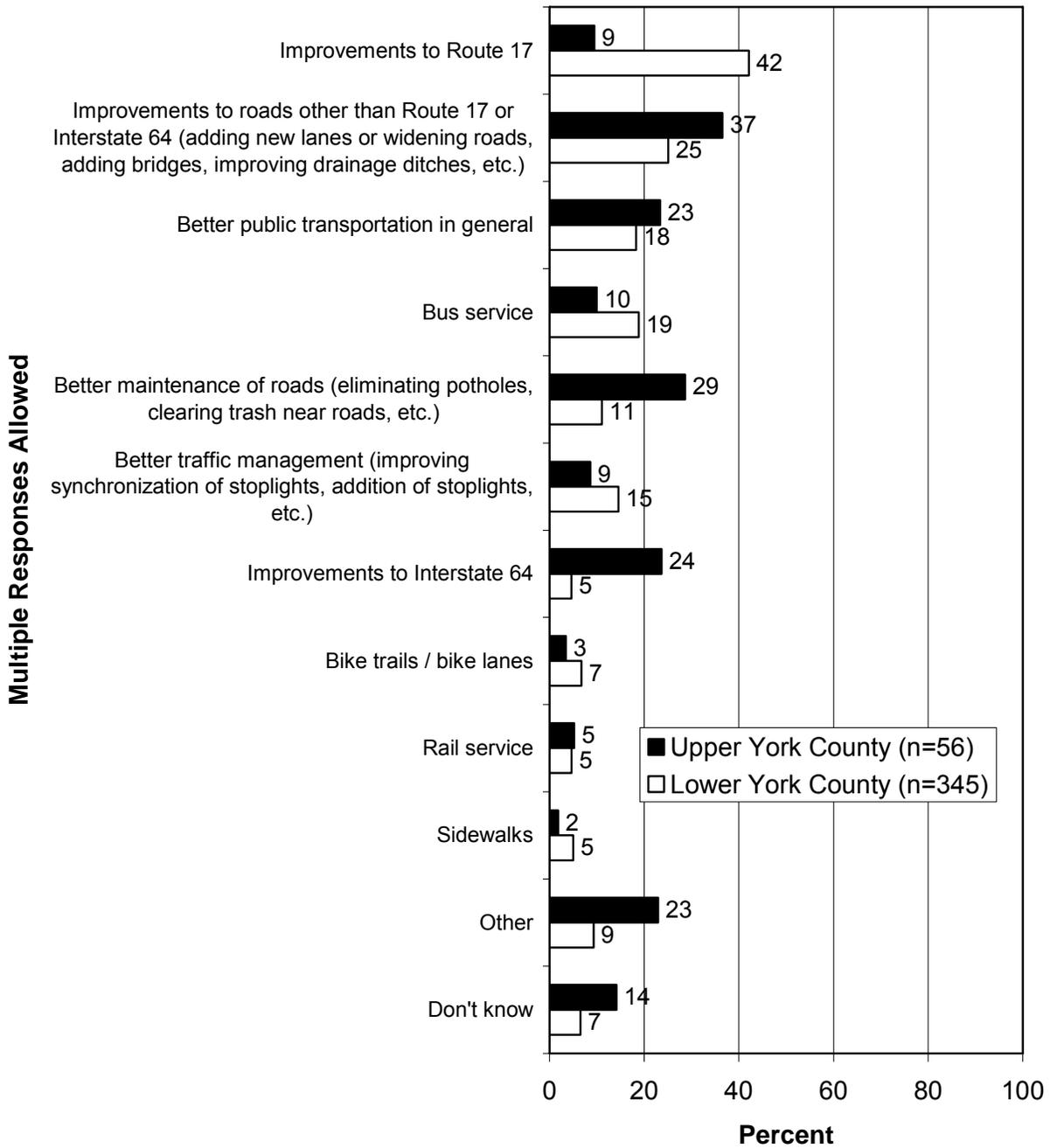
- Respondents were read a list of seven items and asked to rate on a scale of 0 to 10 the importance of York County building or expanding each item on the list in the next 20 years. The list included parks for recreation activities, bike paths, sidewalks, schools, fire stations, public libraries, and roads. In examining the ranking by the mean rating of each item, the highest priority is to build or expand schools (mean importance rating of 7.59) and roads (mean importance rating of 7.53). These are followed by parks for recreation activities (6.71), fire stations (6.38), bike paths (6.38), and sidewalks (6.26). Finally, just one item on the list has a mean importance rating of less than 6.00: public libraries rates just a 5.60 in terms of importance.
 - The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to consider building or expanding public libraries as important ($p \leq 0.01$); at the same time, Lower York County residents, compared to Upper York County residents, are more likely to consider building or expanding bike paths as important ($p \leq 0.01$).

- A final open-ended question in this section asked respondents whether there were any other facilities that York County should build or expand in the next 20 years: about a third of residents (34%) indicated that there were, with the top response being YMCAs, recreational centers, or youth centers (this answer was given by 32% of those who said that York County should build or expand additional facilities of some type). Following this are playgrounds, parks, or green or open spaces (14%), sports fields, courts, or stadiums (11%), and police stations or police departments (7%).
 - The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to say that it is important for York County to build or expand sports fields, courts, or stadiums ($p \leq 0.01$) and restaurants, retail stores, or shopping centers ($p \leq 0.05$).

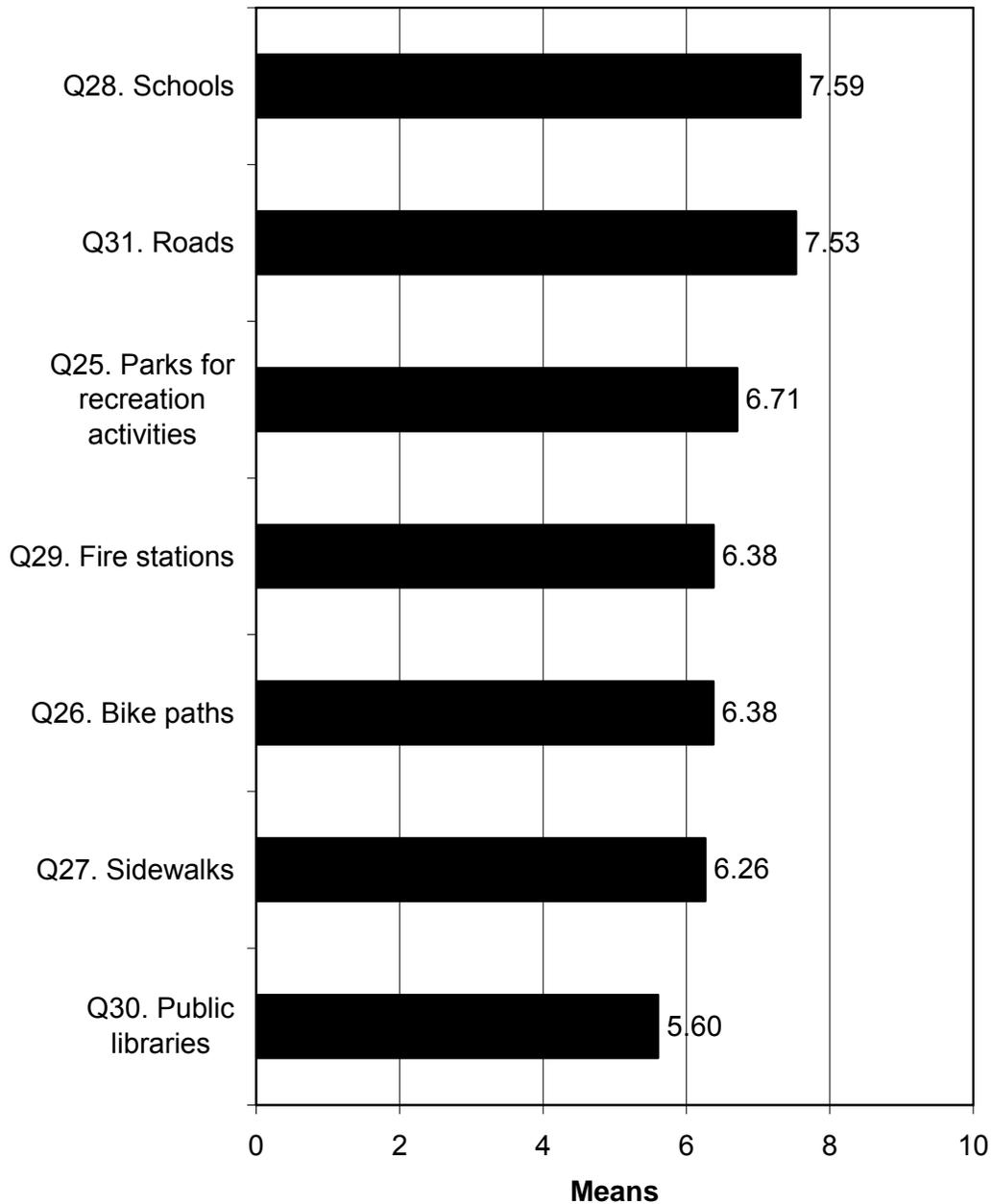
Q20/21/22. In your opinion, what do you think the top three transportation priorities should be for York County over the next 20 years?



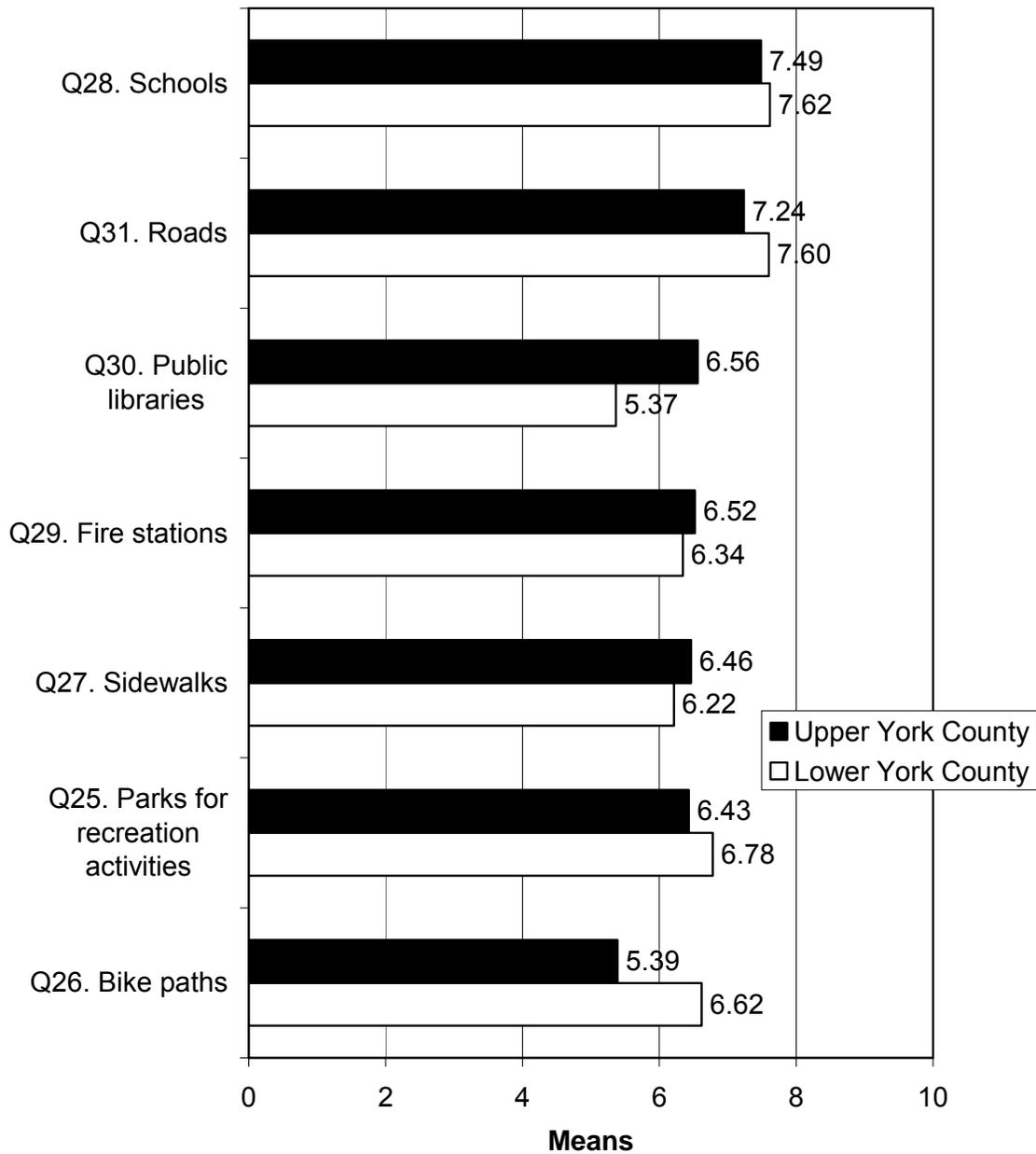
Q20/21/22. In your opinion, what do you think the top three transportation priorities should be for York County over the next 20 years?



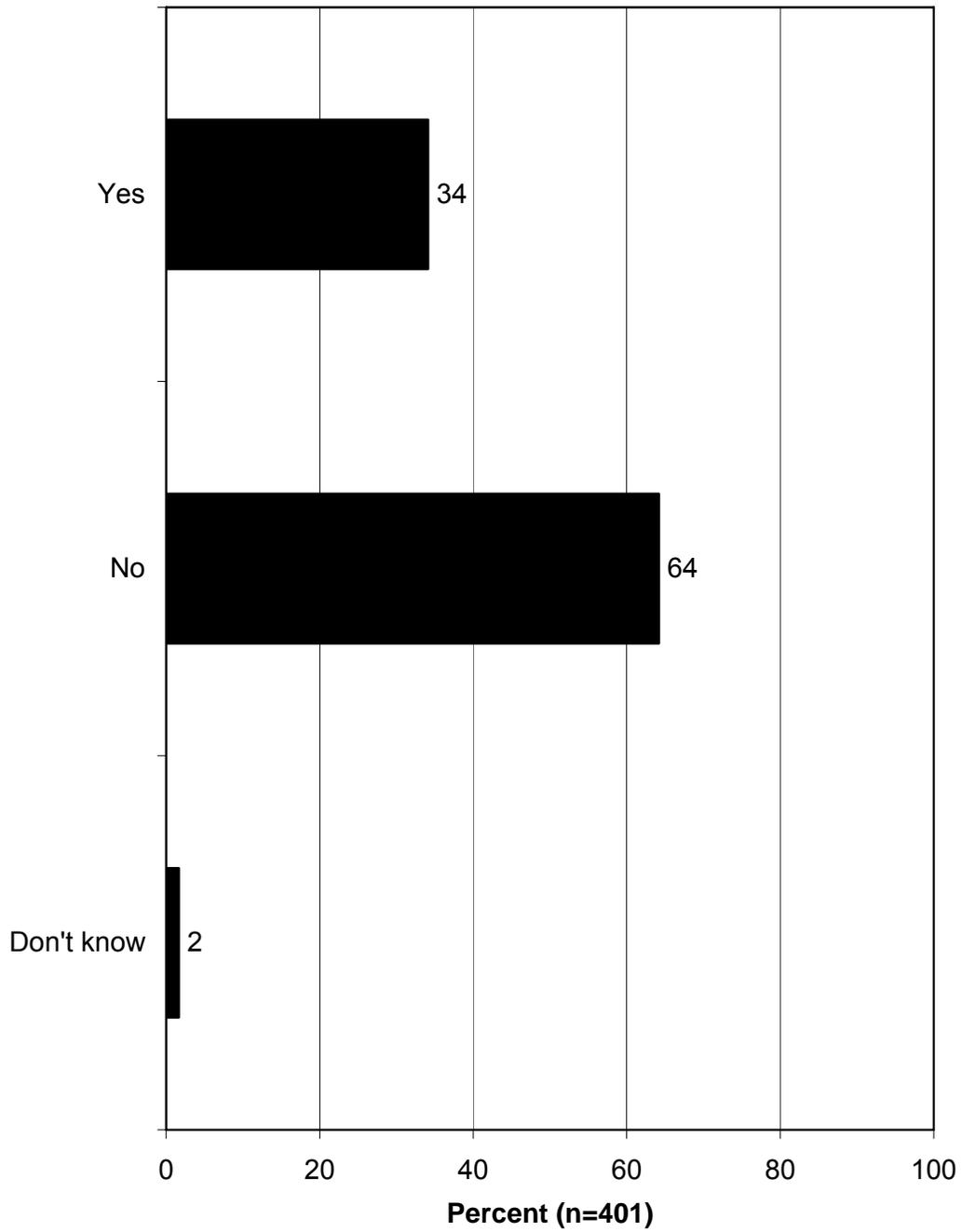
Q25-31. On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, the mean rating of importance for York County to build or expand each of the following in the next 20 years:



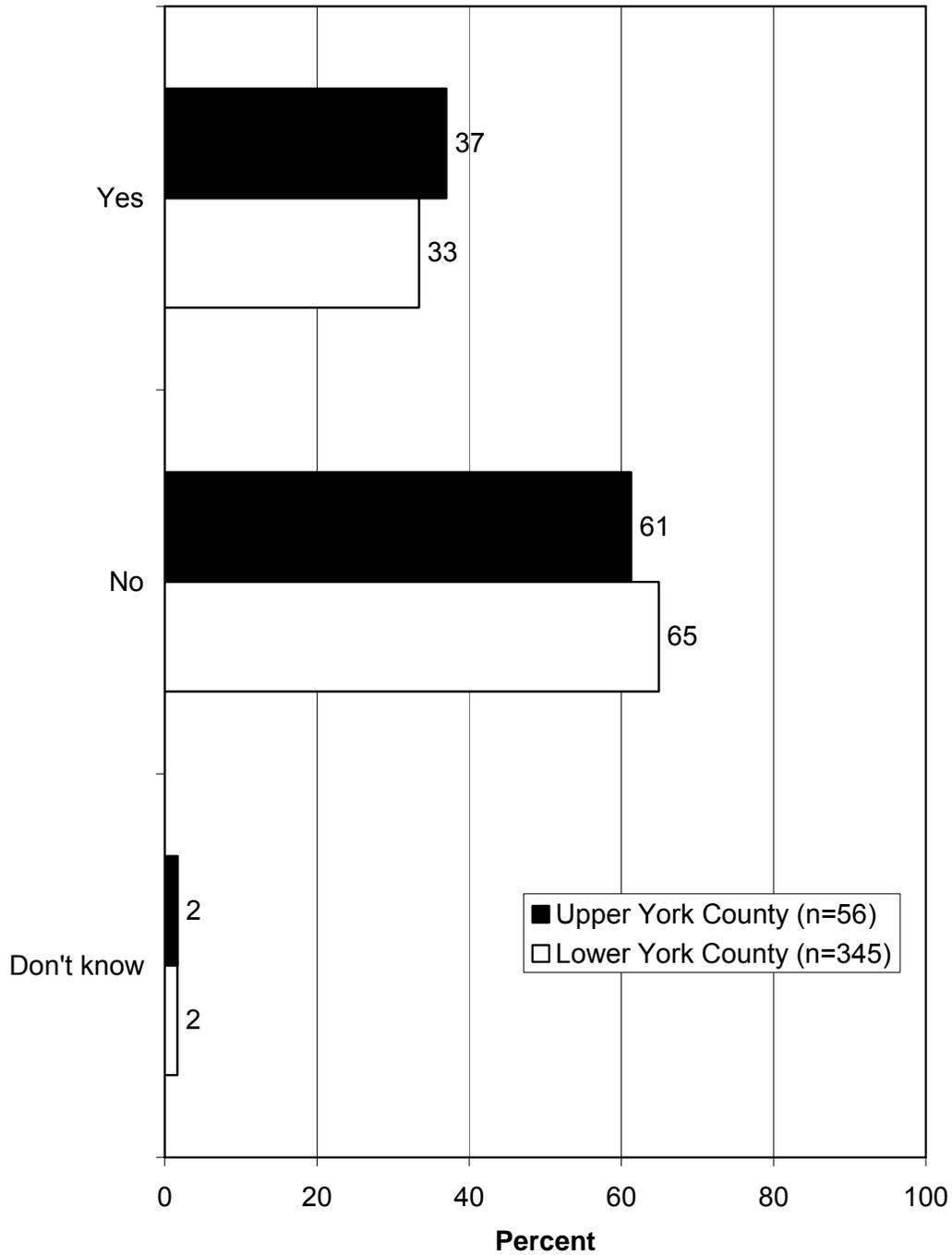
Q25-31. On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, the mean rating of importance for York County to build or expand each of the following in the next 20 years:



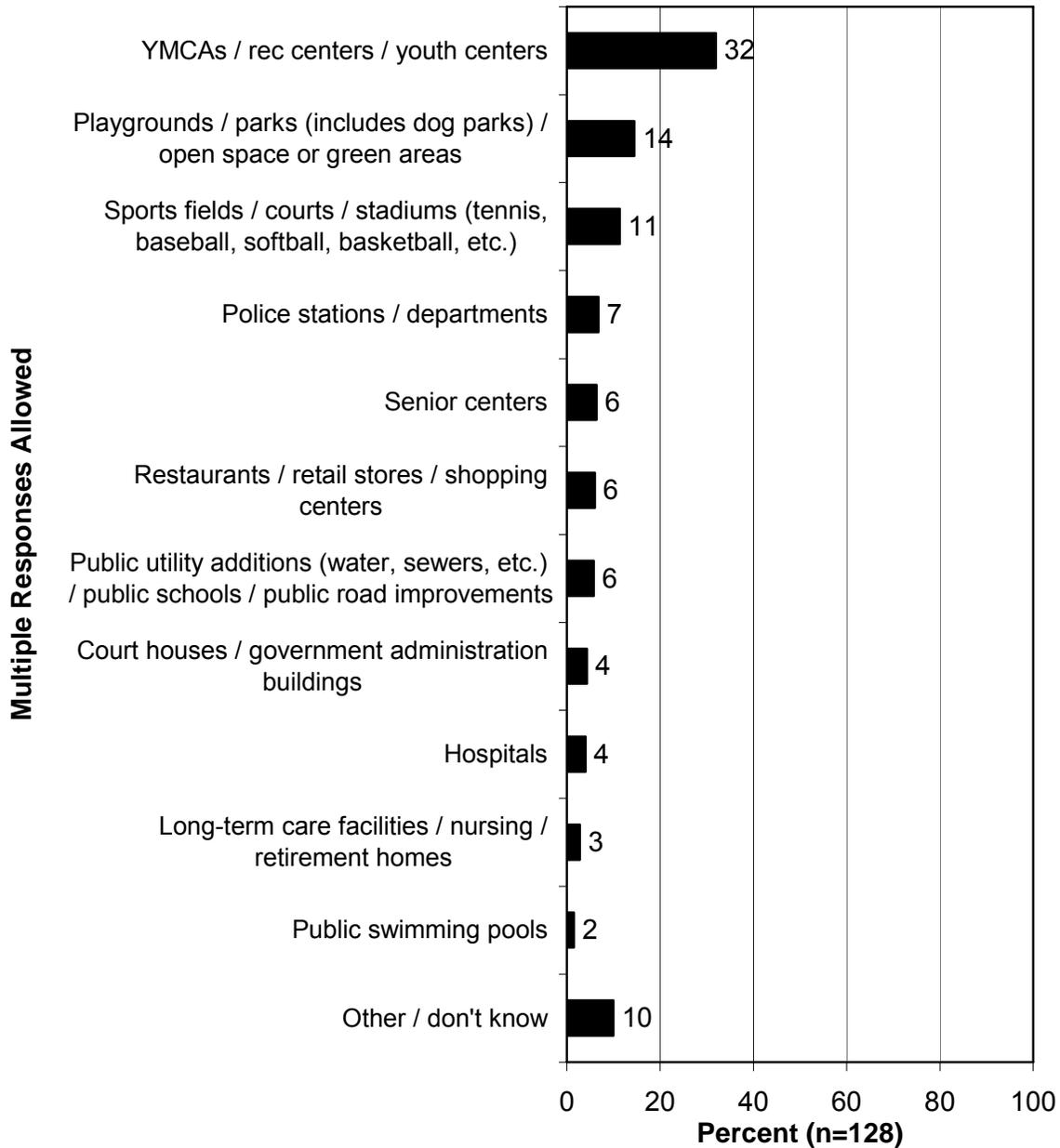
Q32. Are there any other facilities you think it is important for York County to build or expand in the next 20 years?



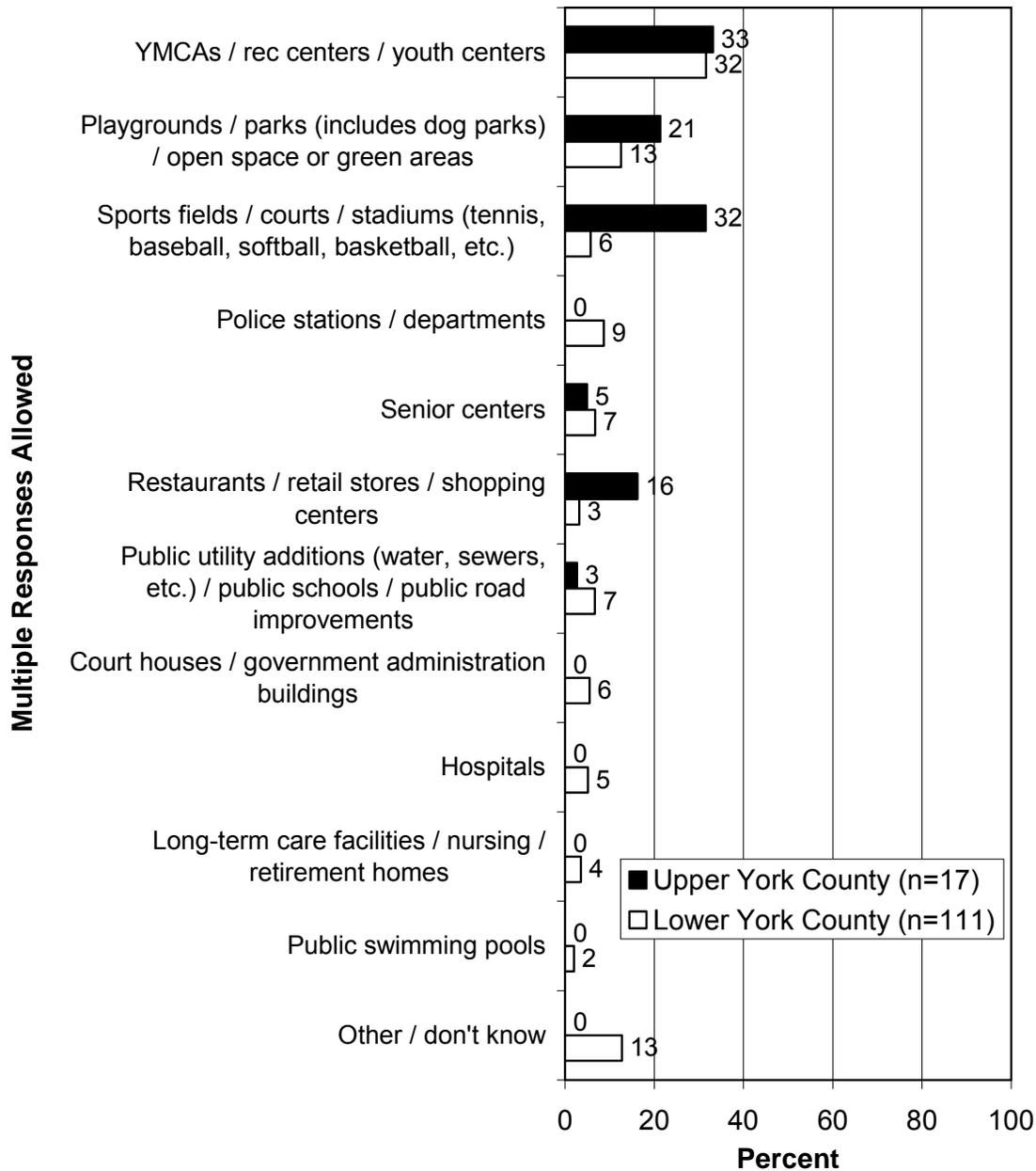
Q32. Are there any other facilities you think it is important for York County to build or expand in the next 20 years?



Q33. What facilities do you think it is important for York County to build or expand in the next 20 years? (Asked of those who indicated that there are other facilities they think are important for York County to build or expand in the next 20 years.)



Q33. What facilities do you think it is important for York County to build or expand in the next 20 years? (Asked of those who indicated that there are other facilities they think are important for York County to build or expand in the next 20 years.)



OPINIONS ON COMPREHENSIVE PLAN, POPULATION, AND DEVELOPMENT ISSUES

- Respondents were read a list of policies and actions and asked to rate on a scale of 0 to 10 the importance of York County doing each over the next 20 years. The list included the following:
- Improve the appearance of properties and structures along major roads in the county;
 - Require businesses along major roads in the county to meet certain architectural and landscaping standards so they are visually attractive;
 - Adopt minimum maintenance standards for existing structures, such as requirements for repainting exterior surfaces that are peeling or repairing holes and cracks in exterior walls;
 - Encourage more commercial development;
 - Preserve open and green space, that is, land that has not been developed.

In the ranking by the mean rating of importance for each of the above items, the most importance is given to preserving open and green space (mean rating of 8.08). Other items on the list have importance ratings of less than 8.00: improving the appearance of properties and structures along major roads in the county (7.14), adopting minimum maintenance standards for existing structures, such as requirements for repainting exterior surfaces that are peeling or repairing holes and cracks in exterior walls (7.12), and requiring businesses along major roads in the county to meet certain architectural and landscaping standards so they are visually attractive (6.88). Finally, the lowest rated item on the list is encouraging more commercial development (mean rating of 5.73).

- Prior to the next two questions, respondents were read the following information: “York County has a Comprehensive Plan for growth, facilities, and development. A basic part of the current Comprehensive Plan is for land use designations to provide opportunities for York County’s population to continue to grow from the current 66,000 residents to approximately 80,000 residents.”

Respondents were then asked two questions regarding the Comprehensive Plan’s target of 80,000 residents (note that these two questions were randomized so that roughly half the sample received one of the two questions first, while the other half received the other

question first). Respondents were asked, regarding the amount of land available for development, traffic, and public facilities in York County, whether they thought the target of 80,000 residents should be increased, kept about the same, or decreased. A majority of York County residents (55%) prefer that the target number of residents be kept about the same, while a third (33%) think it should be decreased, and one in ten residents (10%) say it should be increased.

Asked to think specifically about York County's economy, the distribution of preferences is roughly the same as in the previous question: a majority of respondents (61%) say that the target number of 80,000 residents should be kept about the same, while a quarter (25%) think it should be decreased, and just 12% say it should be increased.

- The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to think that the target number of 80,000 residents should be increased ($p \leq 0.05$).
- Asked whether they supported or opposed policies encouraging the development of housing that is affordable to those who have lower-paid positions in the local workforce, 78% of respondents say they support such policies, with 43% in *strong* support.
- Prior to the next two questions, respondents were read the following paragraph: "Land prices, as well as various other factors, have influenced sales prices of new single-family detached homes in York County, causing them to be relatively high. Some housing industry representatives believe that newly constructed single-family homes would be more moderately priced if housing density allowances were greater than the three lots per acre currently allowed by the Comprehensive Plan."

Respondents were then asked whether they supported or opposed increasing the current density allowance of three lots per acre in an effort to encourage more moderately priced housing: a majority of York County residents (56%) oppose this, with 34% *strongly* opposing it; however, 37% are in support (17% *strongly* support it).

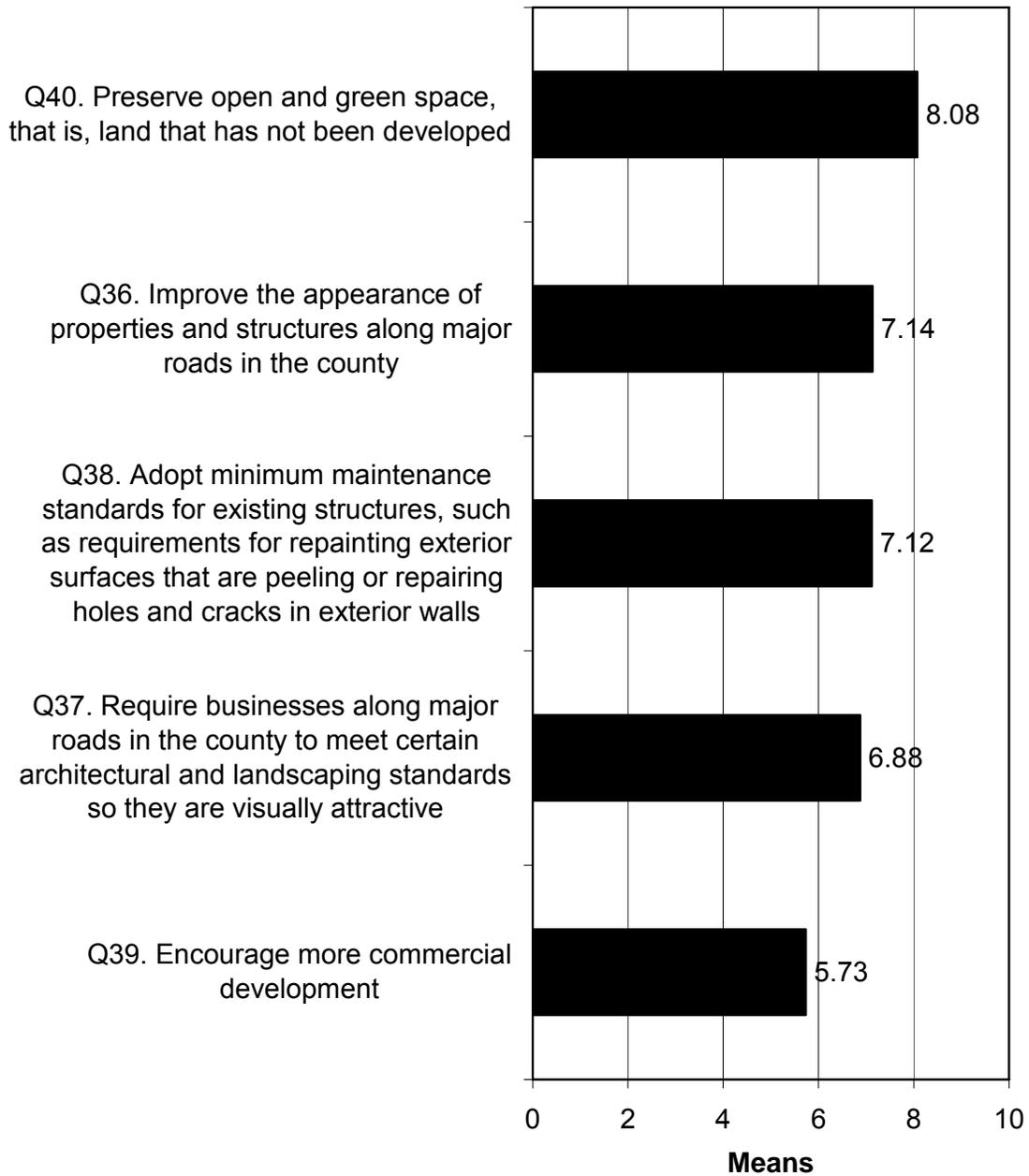
Asked whether they supported or opposed increasing residential densities if doing so would help attract and support commercial establishments, just over half of residents (54%) say they oppose such a measure, with 29% in *strong* opposition; meanwhile, 40% support it, with 16% *strongly* supporting it.

- The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to *strongly* support increasing residential densities if doing so would help attract and support commercial establishments ($p \leq 0.05$).
- Prior to the next question, respondents were read the following: “Currently, there are a number of parcels of land, both large and small, in York County that are zoned for commercial development and are vacant or blighted. By blighted, I mean the condition of the area has deteriorated, buildings are in serious disrepair, or there are other conditions that make it unlikely to be improved without some type of intervention.”

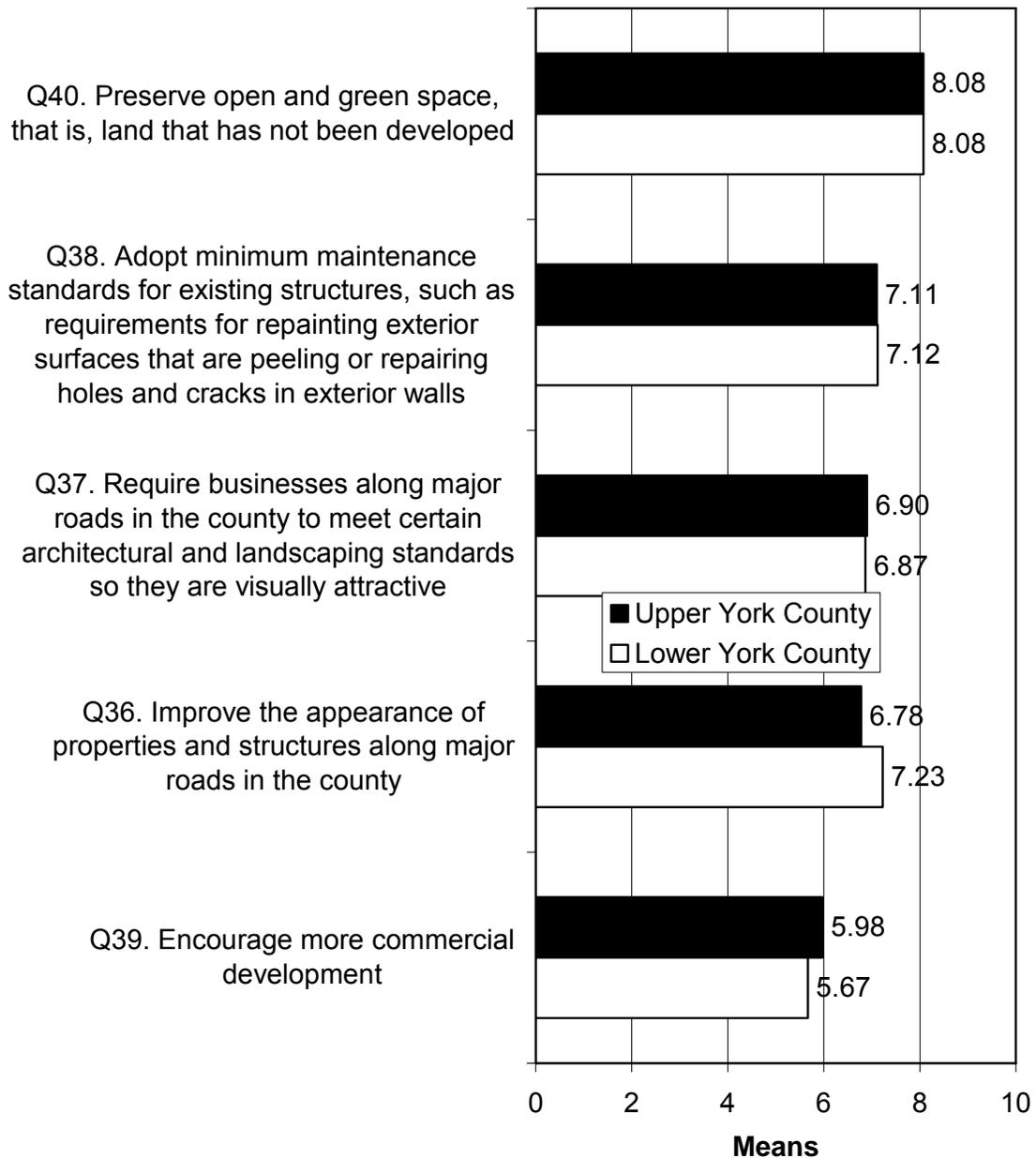
A question then asked respondents whether they supported or opposed rezoning some of the vacant land or blighted commercially-zoned development for residential use in an effort to increase the county’s population base so as to better support current and help attract new businesses and commercial establishments: more than two-thirds of residents (70%) are supportive of this, with 34% being *strongly* supportive; meanwhile, about a quarter of York County residents (23%) oppose it (12% *strongly* oppose it).

- The crosstabulation by region found that Lower York County residents, compared to Upper York County residents, are more likely to *strongly* oppose rezoning some of the vacant land or blighted commercially-zoned development for residential use ($p \leq 0.01$).

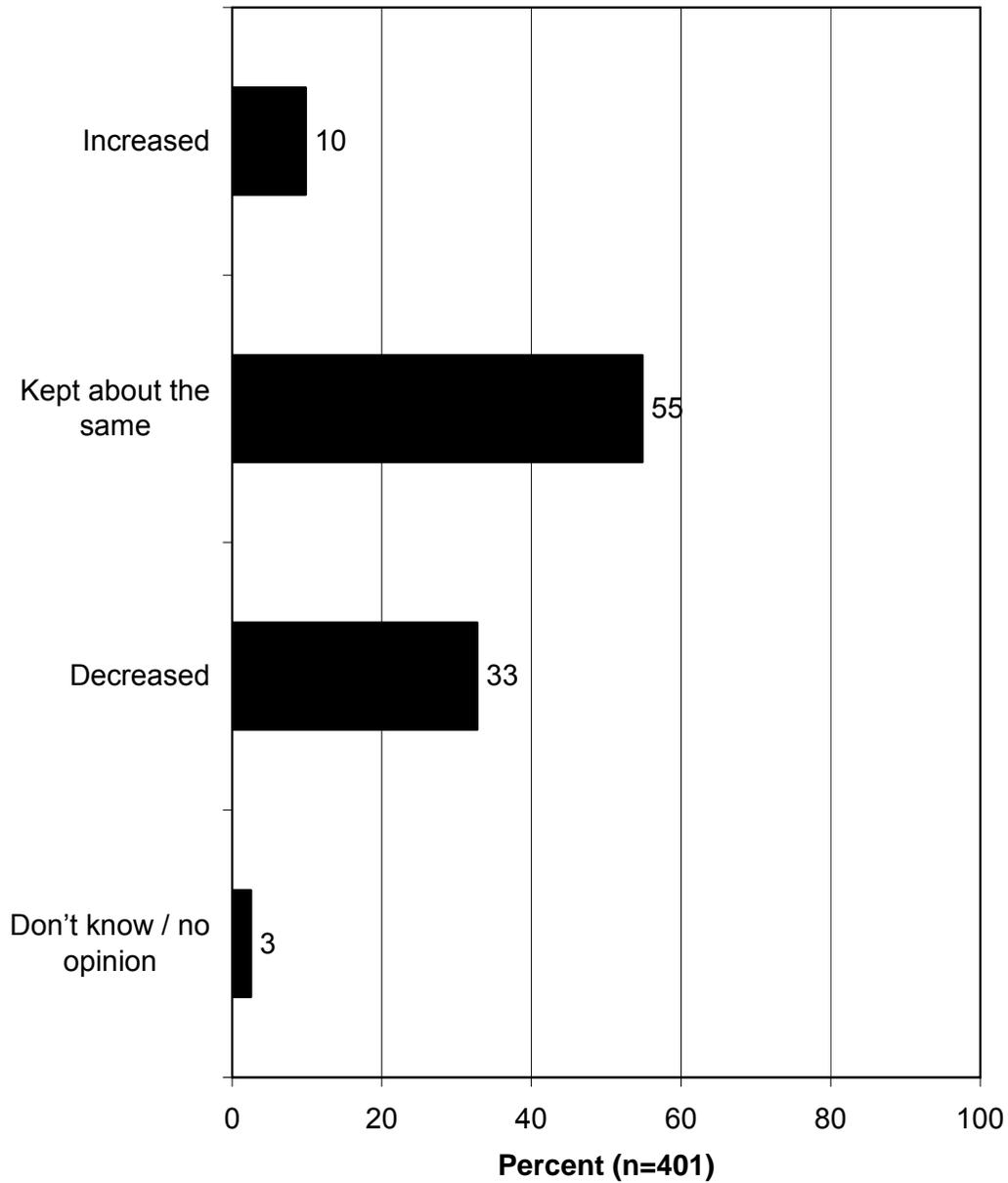
Q36-40. On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, the mean rating of importance for York County to do each of the following in the next 20 years:



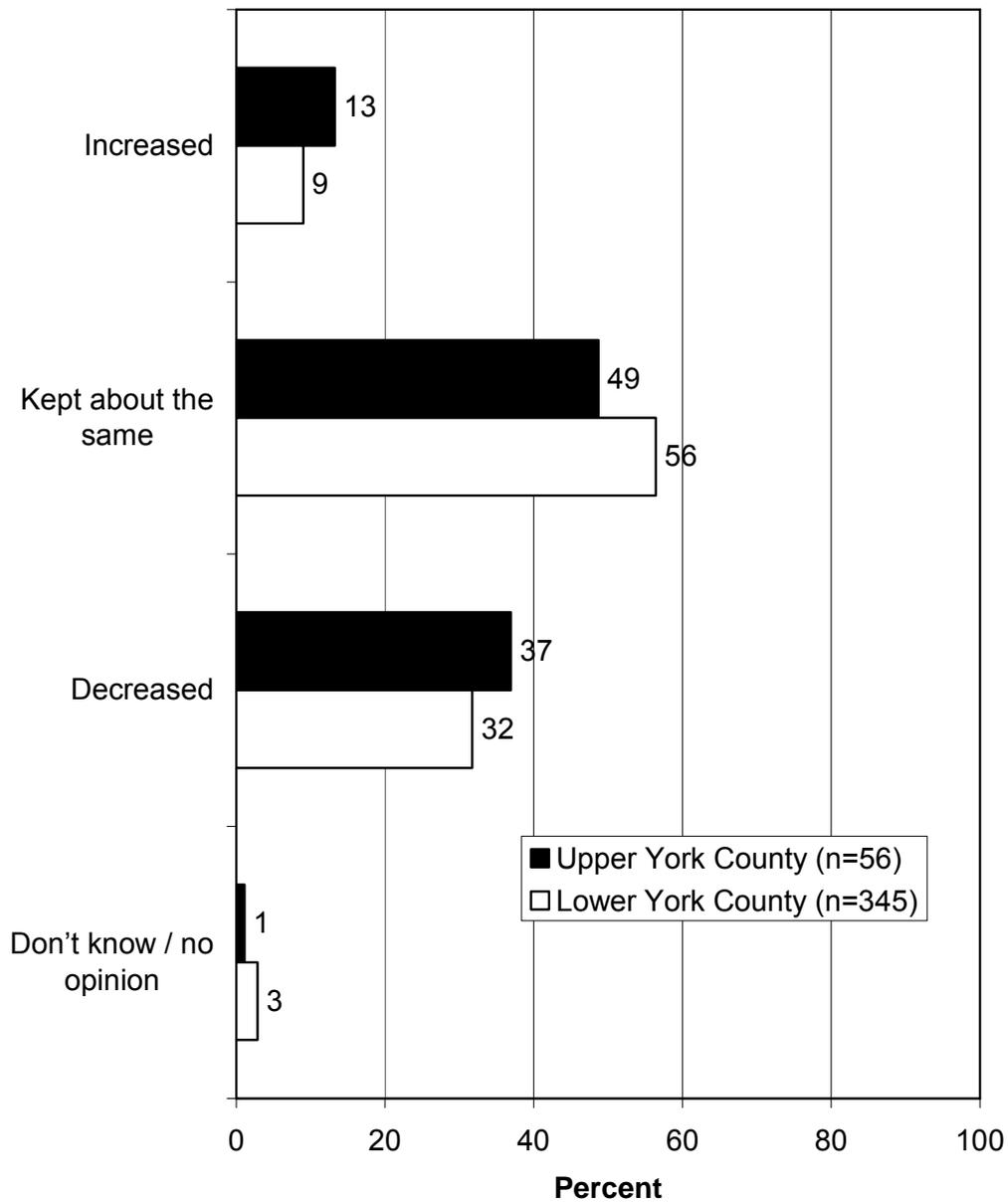
Q36-40. On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, the mean rating of importance for York County to do each of the following in the next 20 years:



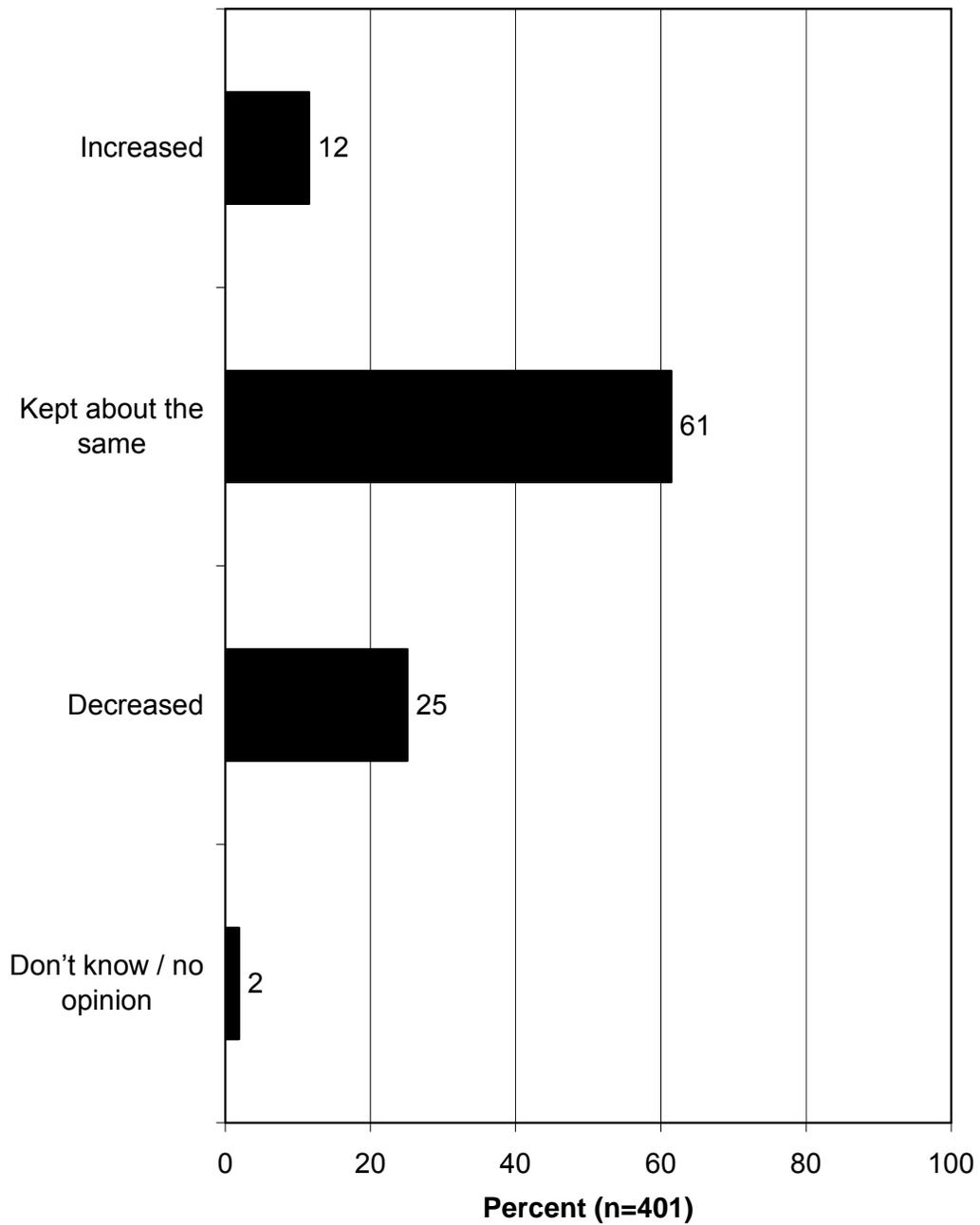
Q43. Thinking specifically about the amount of land available for development, traffic, and public facilities in York County, do you think the target of 80,000 residents should be increased, kept about the same, or decreased?



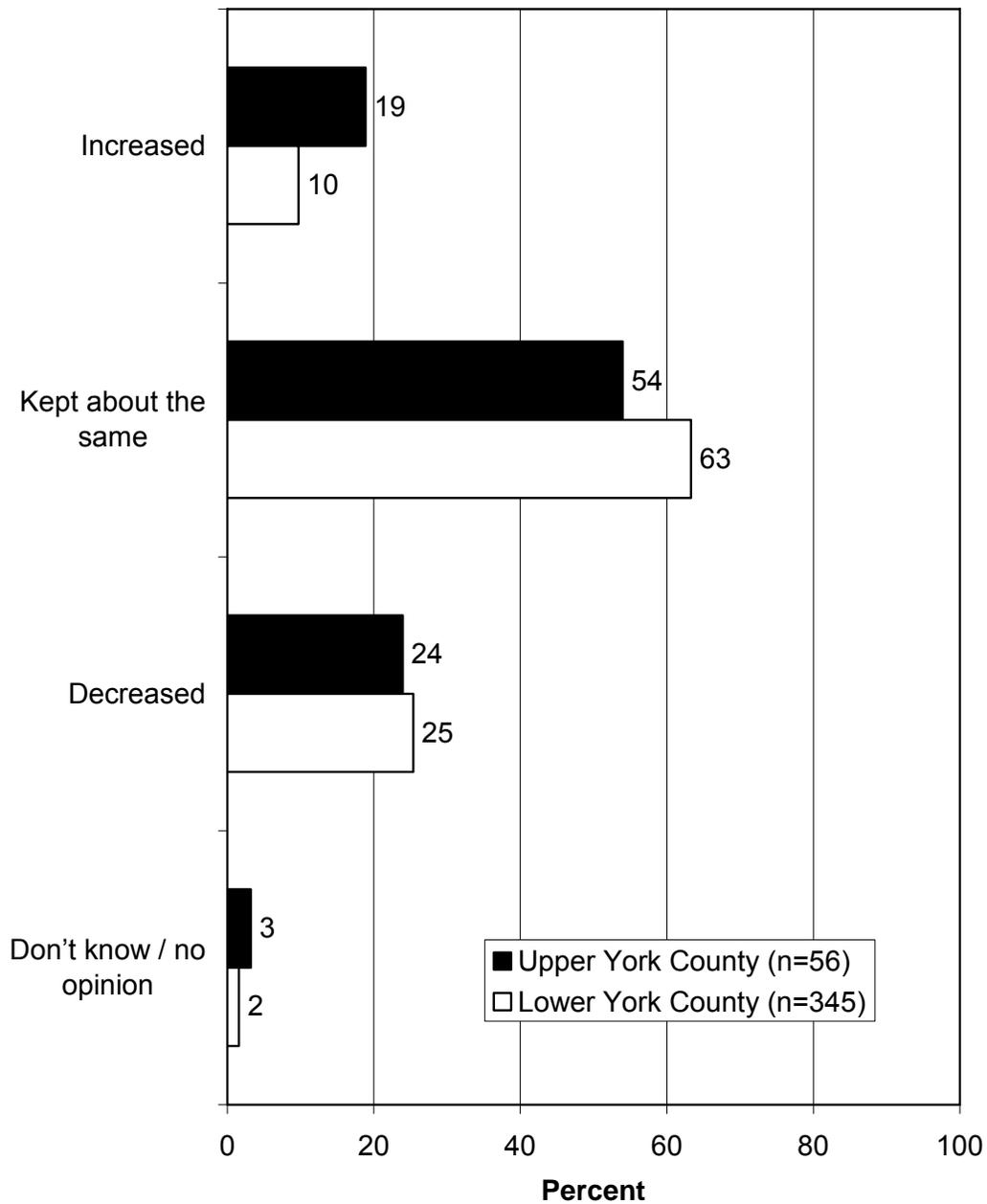
Q43. Thinking specifically about the amount of land available for development, traffic, and public facilities in York County, do you think the target of 80,000 residents should be increased, kept about the same, or decreased?



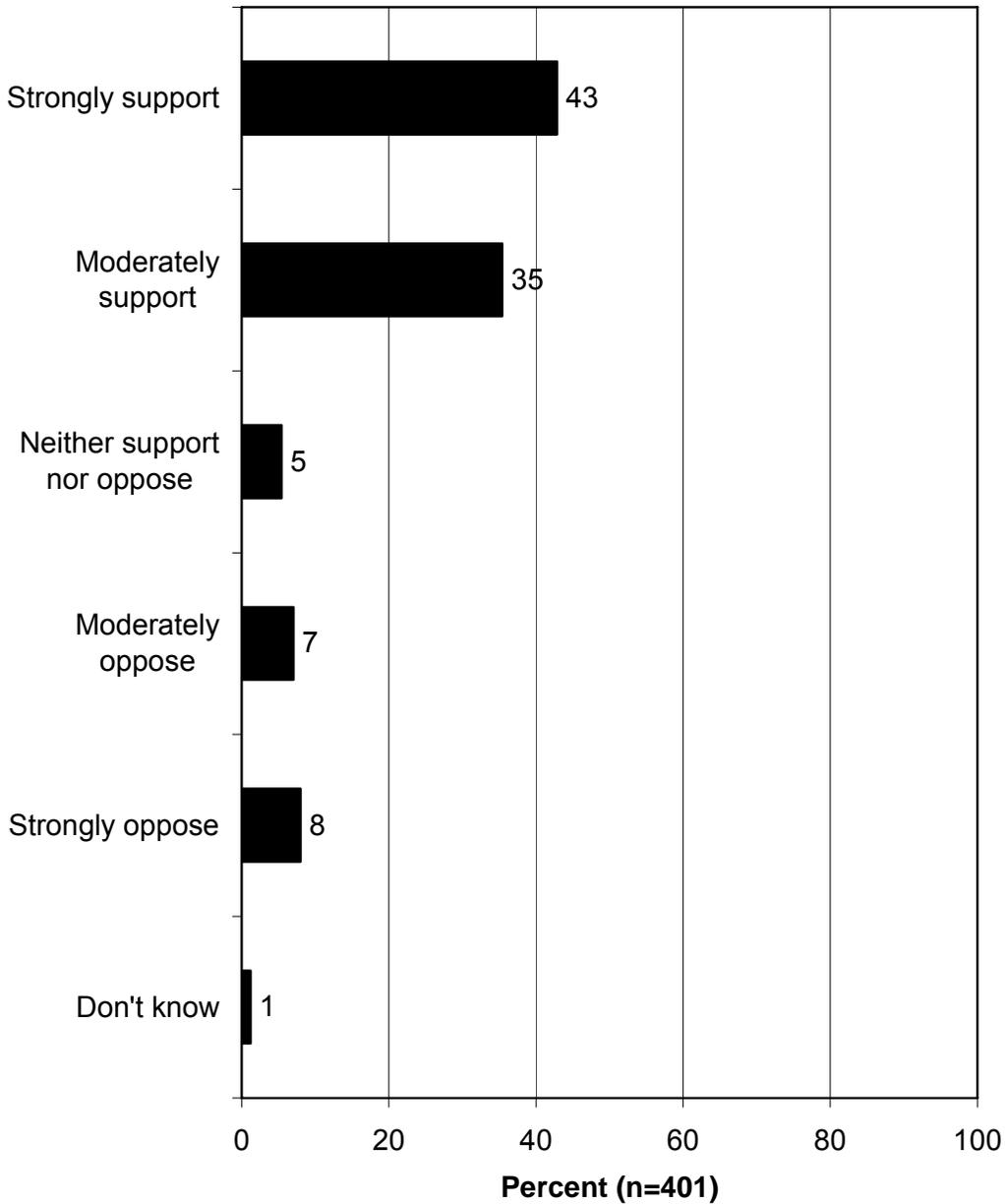
Q44. Thinking specifically about York County's economy, do you think the target of 80,000 residents should be increased, kept about the same, or decreased?



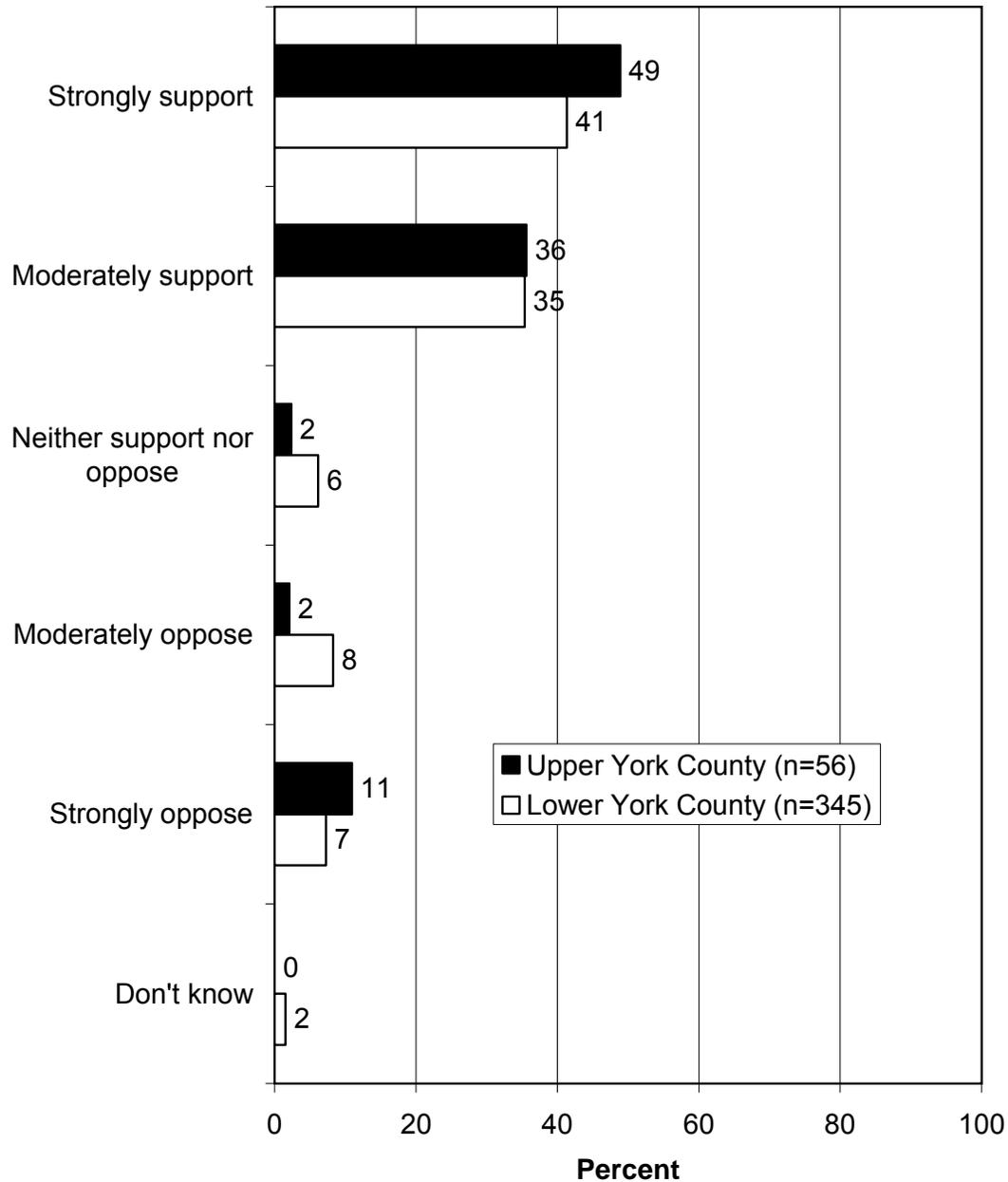
Q44. Thinking specifically about York County's economy, do you think the target of 80,000 residents should be increased, kept about the same, or decreased?



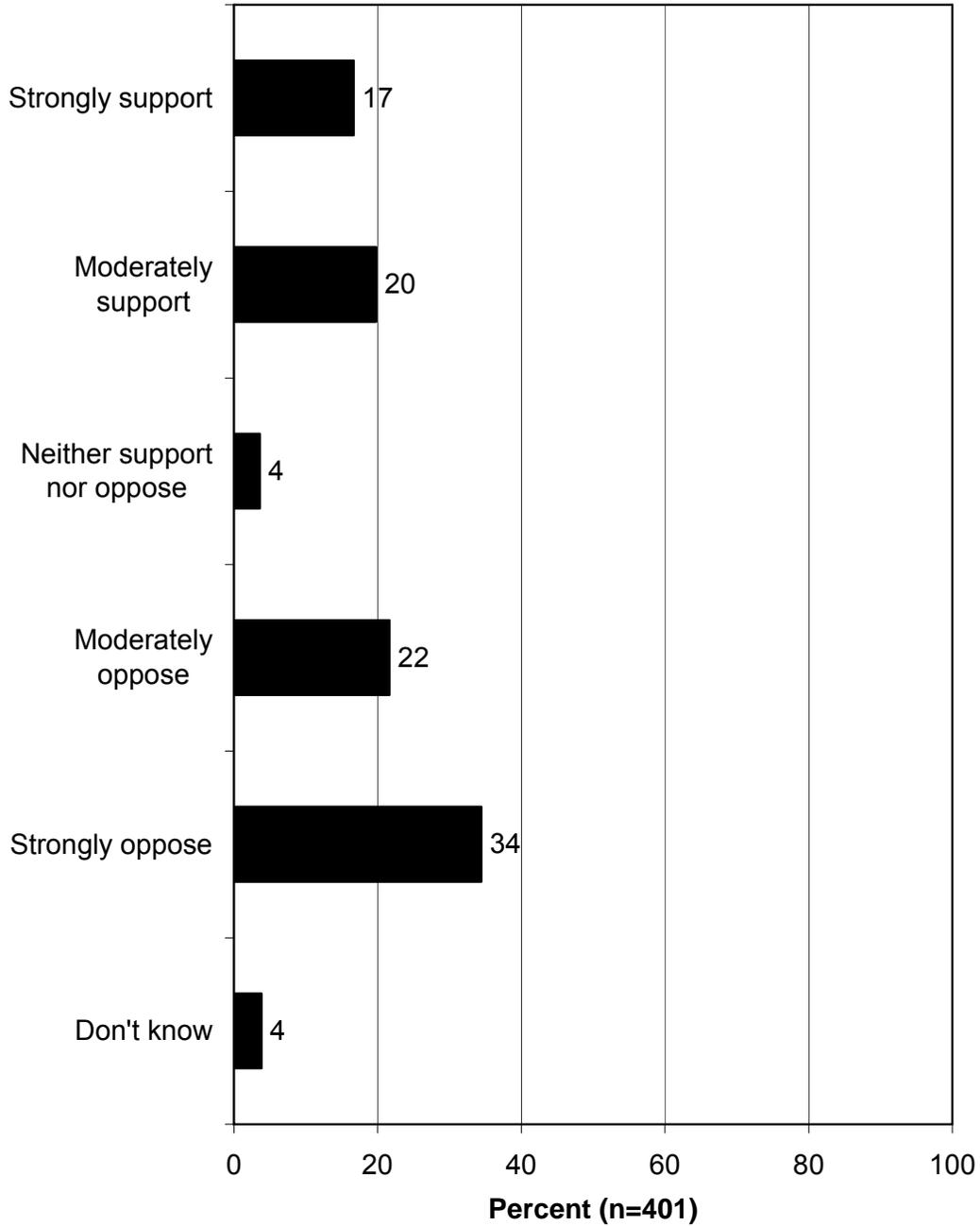
Q45. Do you support or oppose policies to encourage the development of housing that is affordable to those who have lower-paid positions in the local workforce, such as service and retail workers, entry-level teachers, firefighters, law enforcement, and health care workers?



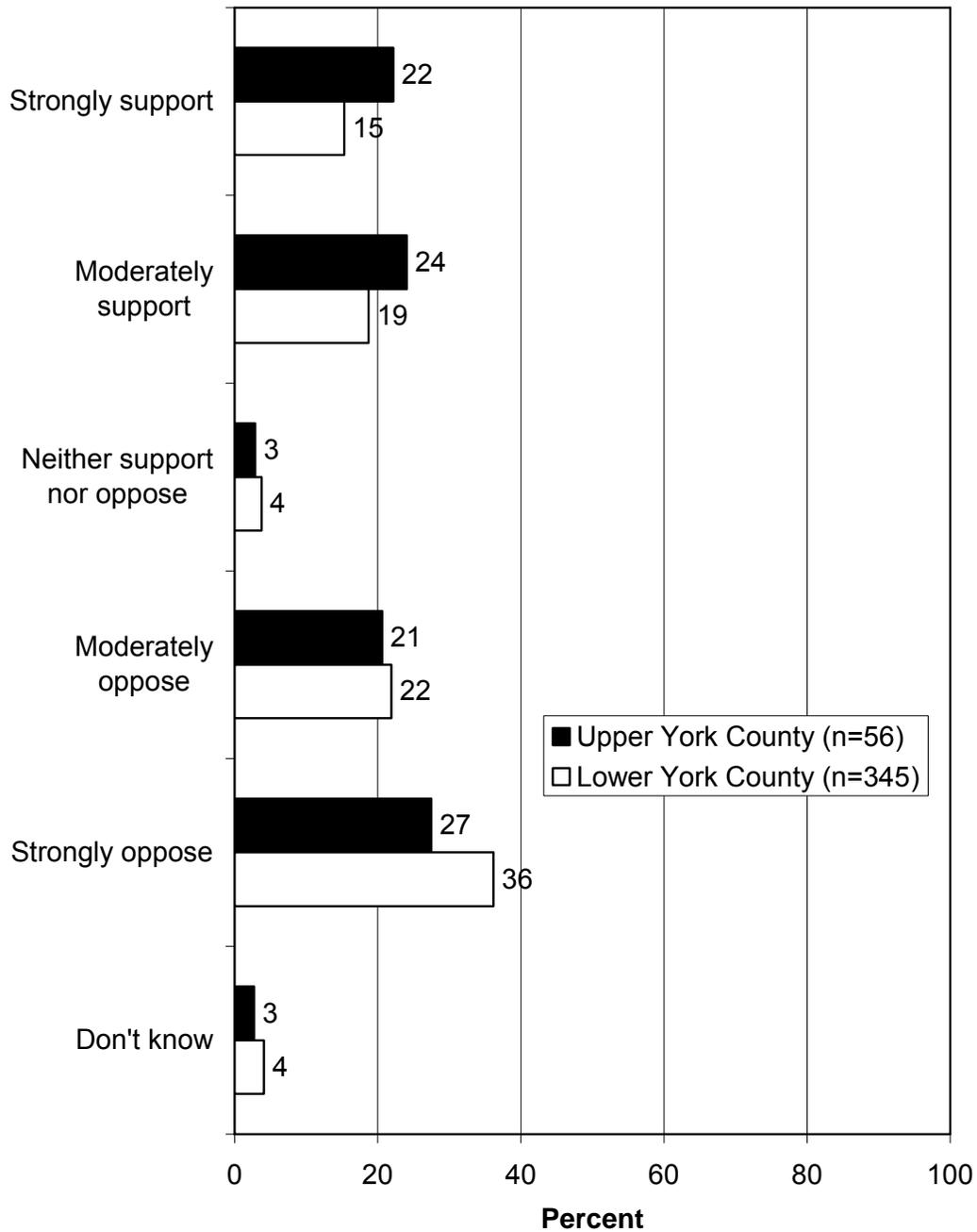
Q45. Do you support or oppose policies to encourage the development of housing that is affordable to those who have lower-paid positions in the local workforce, such as service and retail workers, entry-level teachers, firefighters, law enforcement, and health care workers?



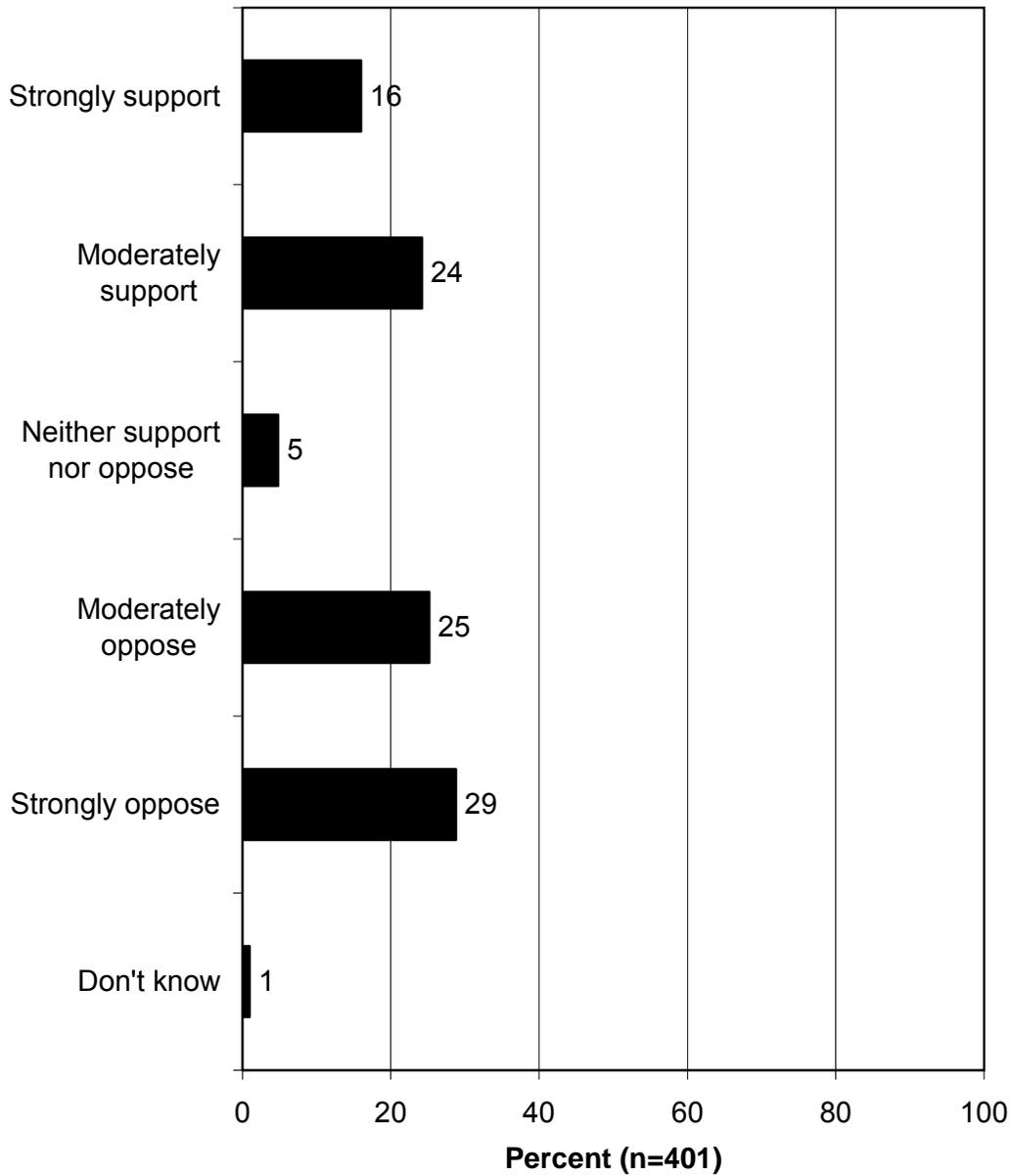
Q47. Do you support or oppose increasing the current density allowance of three lots per acre in an effort to encourage more moderately priced housing?



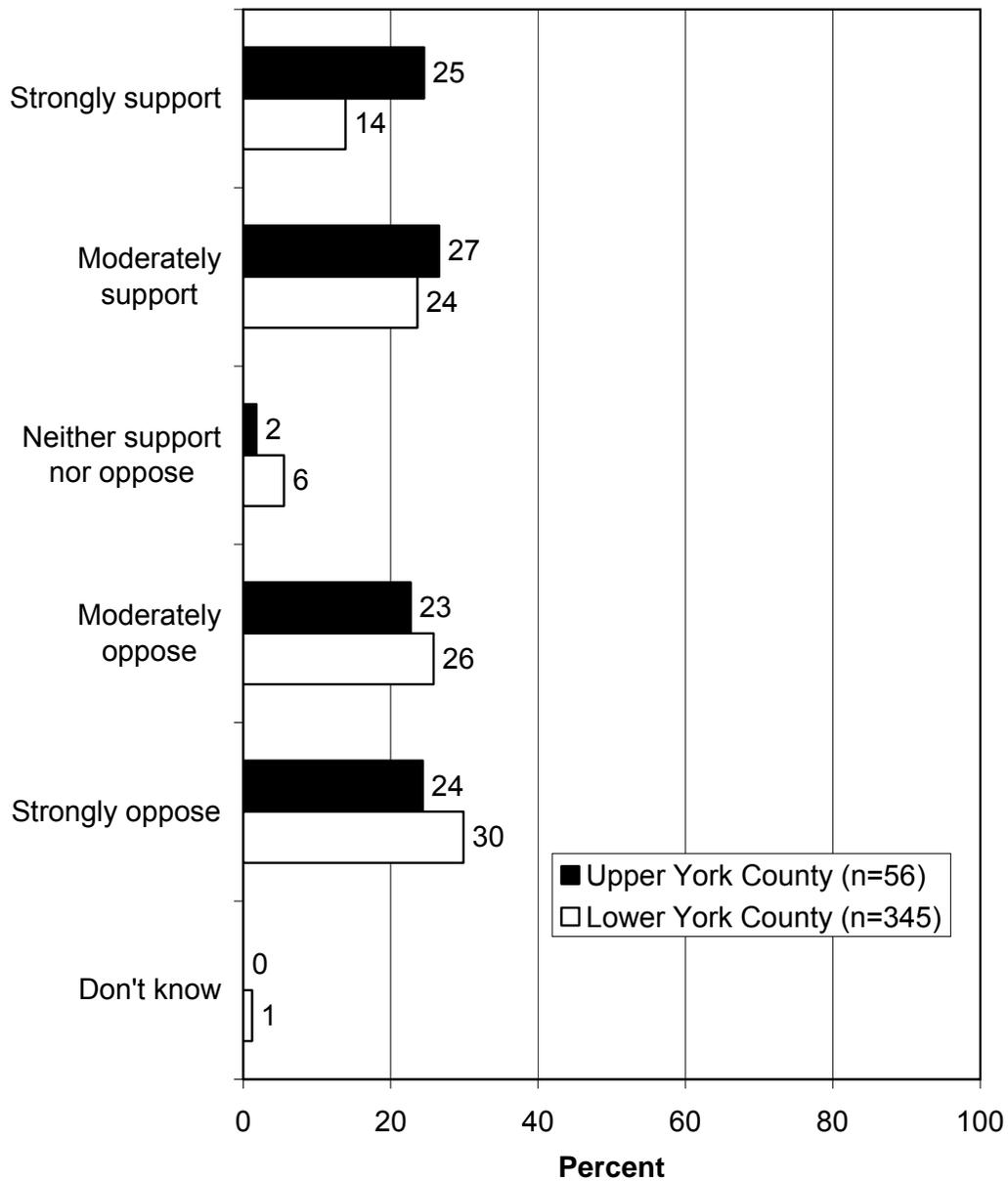
Q47. Do you support or oppose increasing the current density allowance of three lots per acre in an effort to encourage more moderately priced housing?



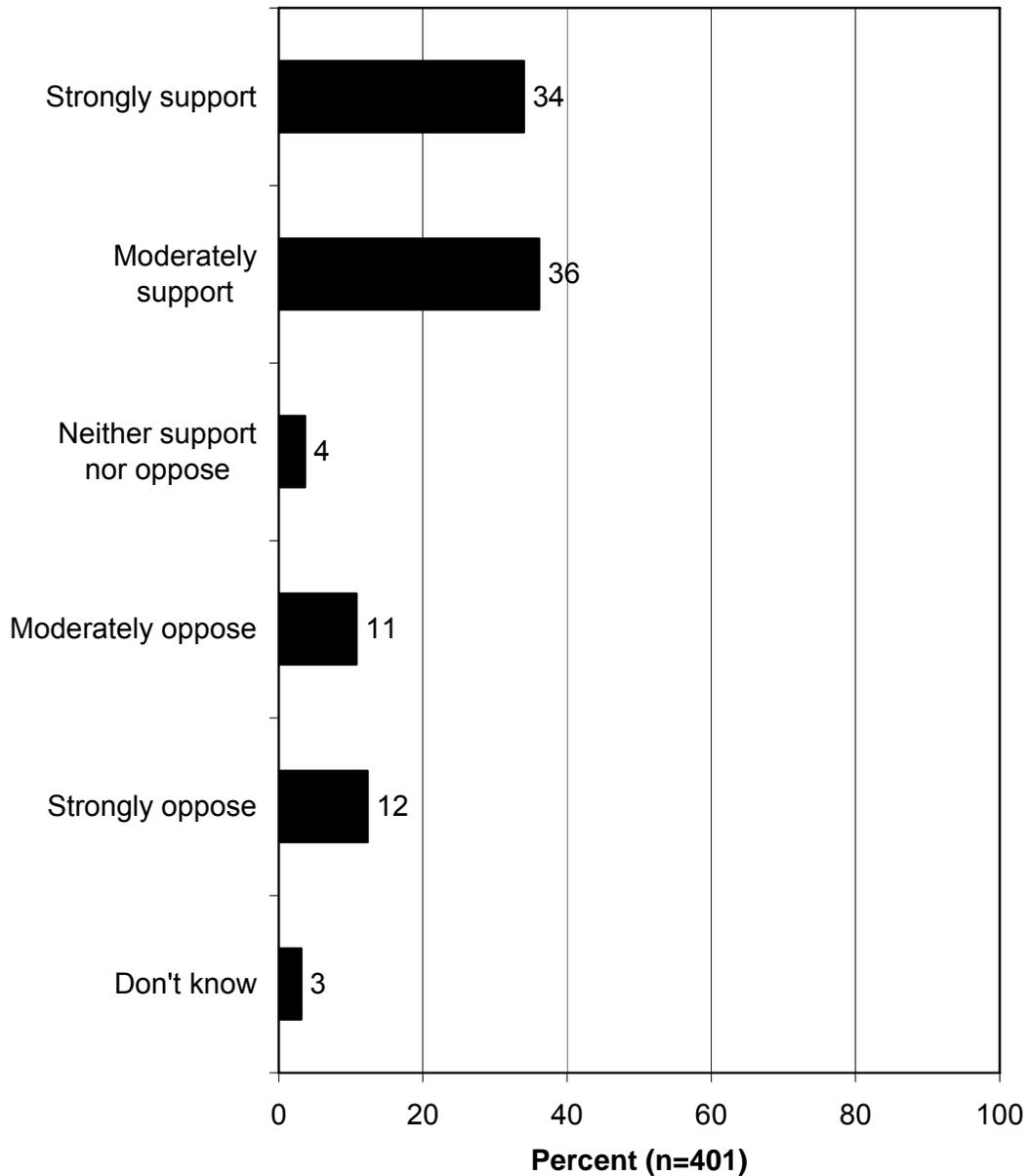
Q48. Do you support or oppose increasing residential densities if doing so would help attract and support commercial establishments, such as various national retailers and restaurants, that require a larger population base?



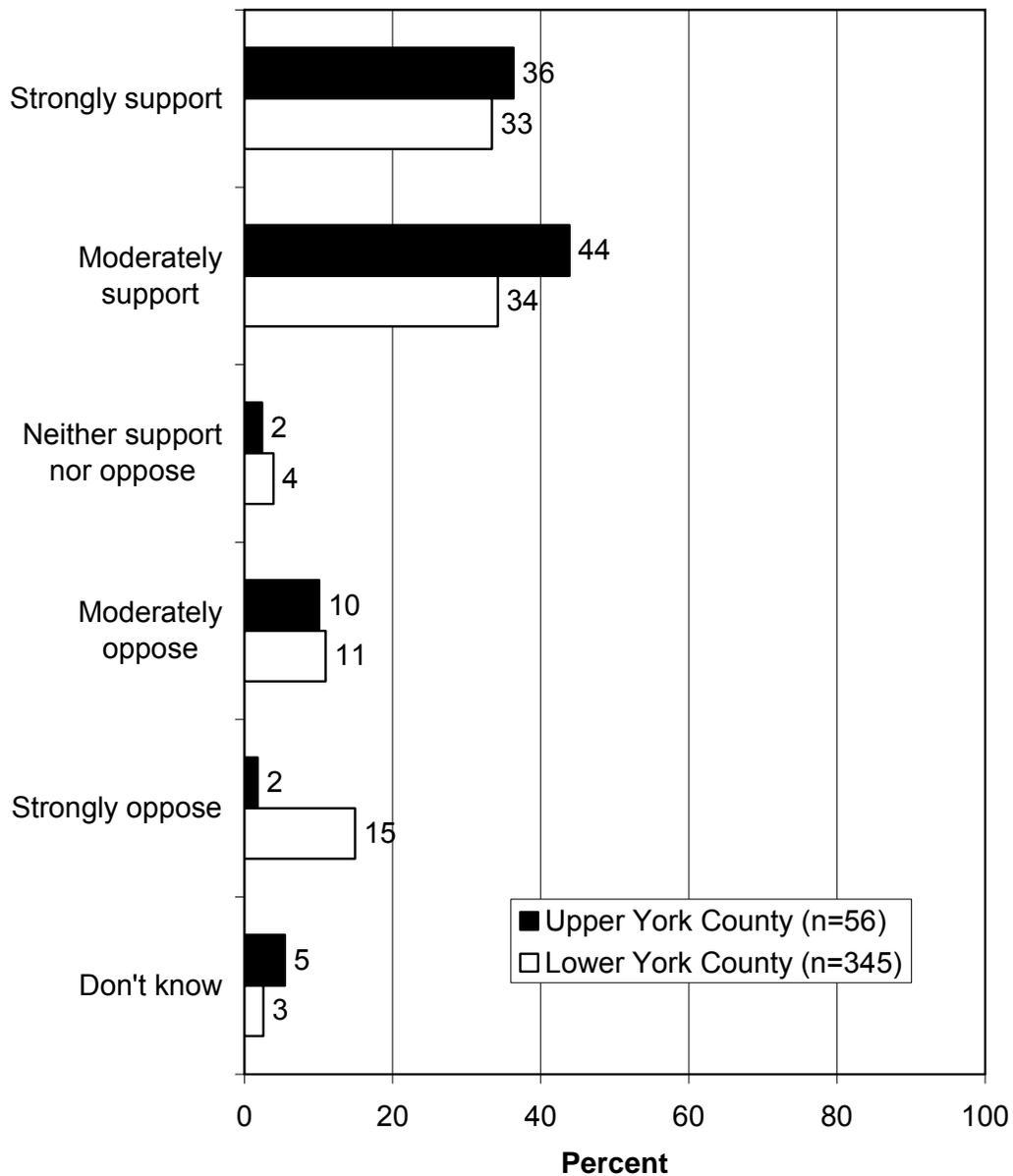
Q48. Do you support or oppose increasing residential densities if doing so would help attract and support commercial establishments, such as various national retailers and restaurants, that require a larger population base?



Q50. Do you support or oppose rezoning some of the vacant land or blighted commercially-zoned development for residential use in an effort to increase the county's population base so as to better support current and help attract new businesses and commercial establishments?



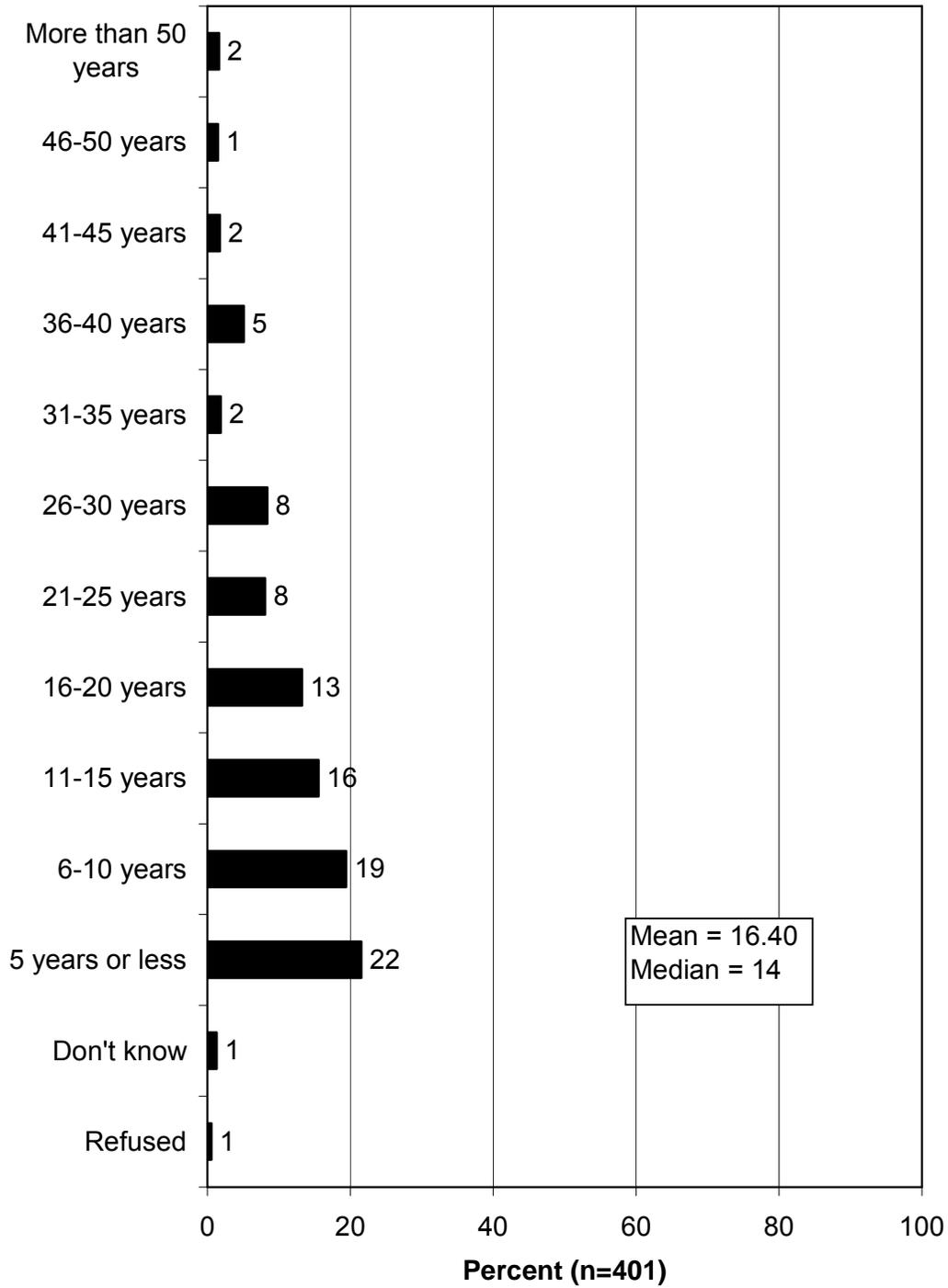
Q50. Do you support or oppose rezoning some of the vacant land or blighted commercially-zoned development for residential use in an effort to increase the county's population base so as to better support current and help attract new businesses and commercial establishments?



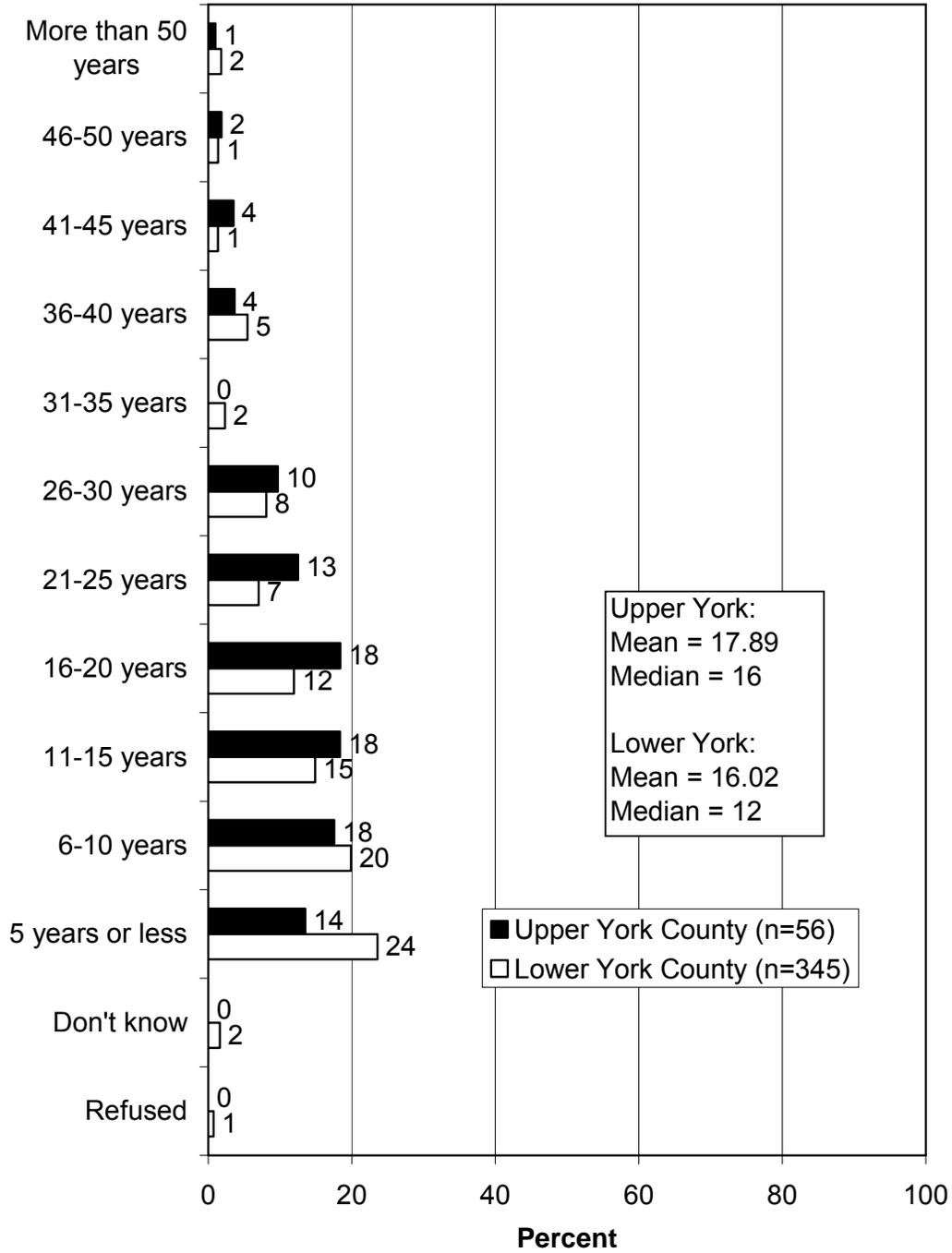
DEMOGRAPHIC DATA

- Respondents' mean number of years lived in York County is 16.40; the median is 14 years.
- The overwhelming majority of respondents to the survey (81%) own their place of residence; just 15% are renters.
- Most respondents indicated living in a single-family detached home (80%), with smaller percentages living in apartments/condominiums (9%) and townhouses/duplexes (9%).
 - The crosstabulation by region found that Upper York County residents, compared to Lower York County residents, are more likely to live in a single-family detached home ($p \leq 0.05$); on the other hand, Lower York County residents, compared to Upper York County residents, are more likely to live in a townhouse or duplex.
- Respondents' income levels are shown.
- The mean age among York County residents is 47.08 years old; the median is 48 years old.
- The gender distribution of respondents is shown.

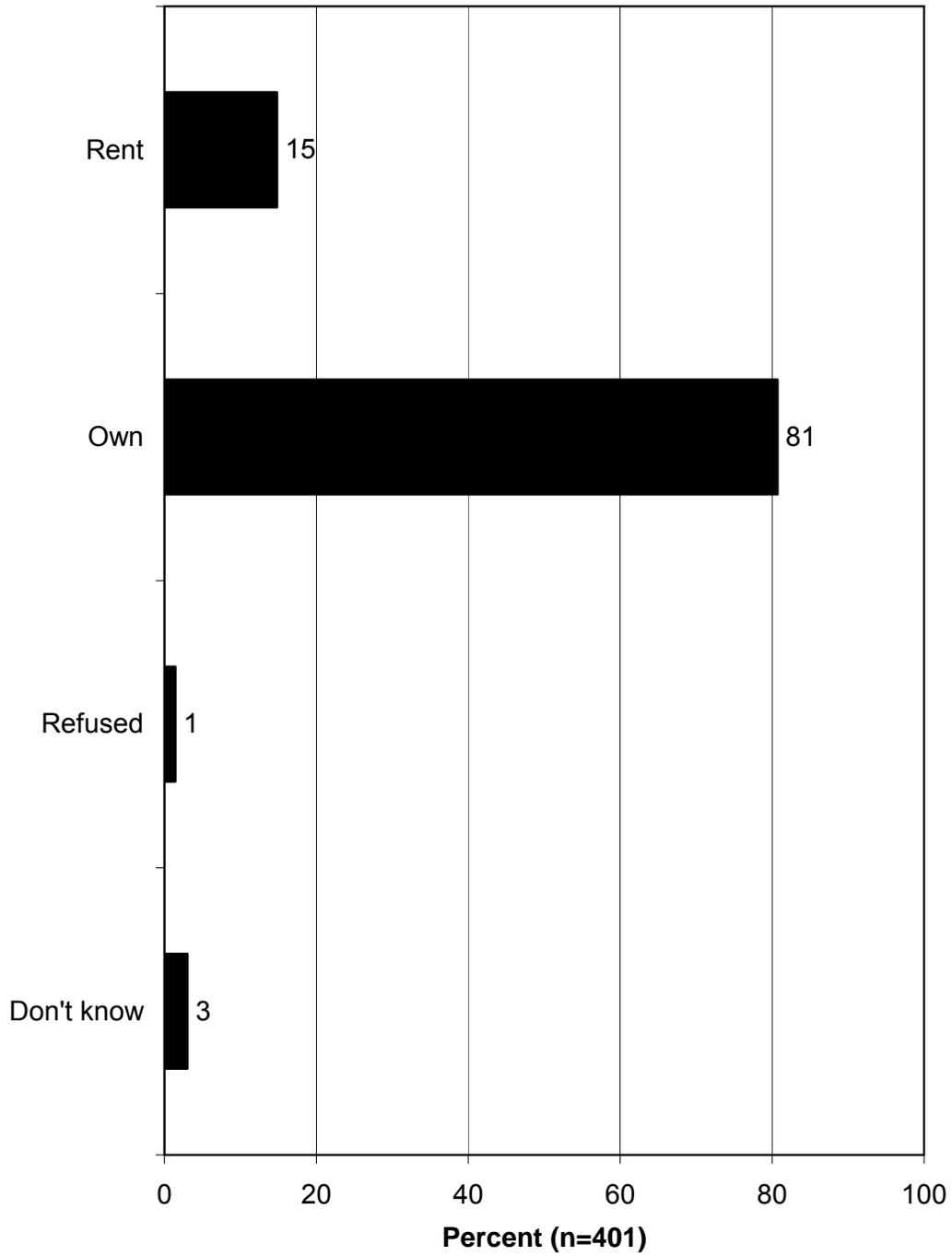
Q53. How many years have you lived in York County?



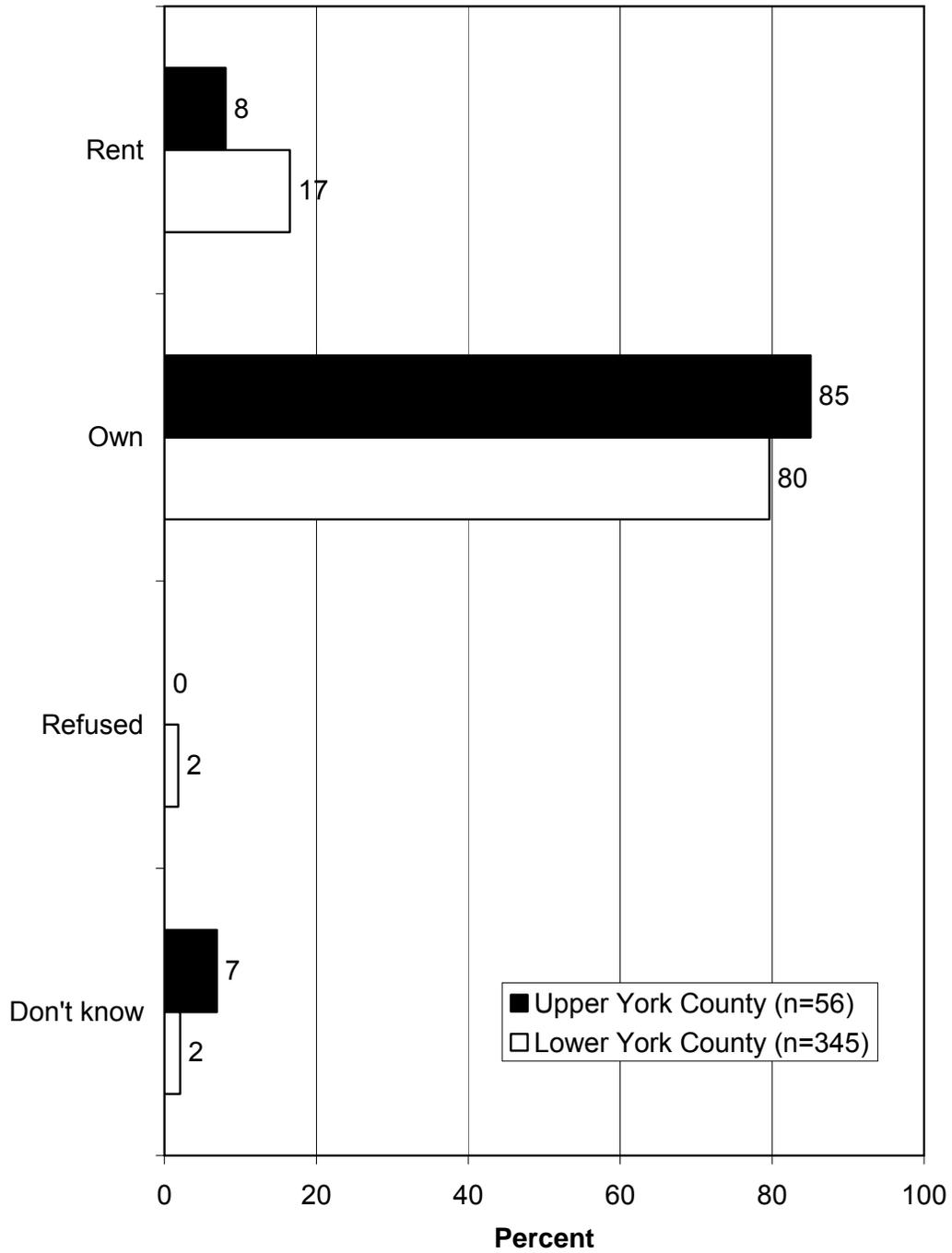
Q53. How many years have you lived in York County?



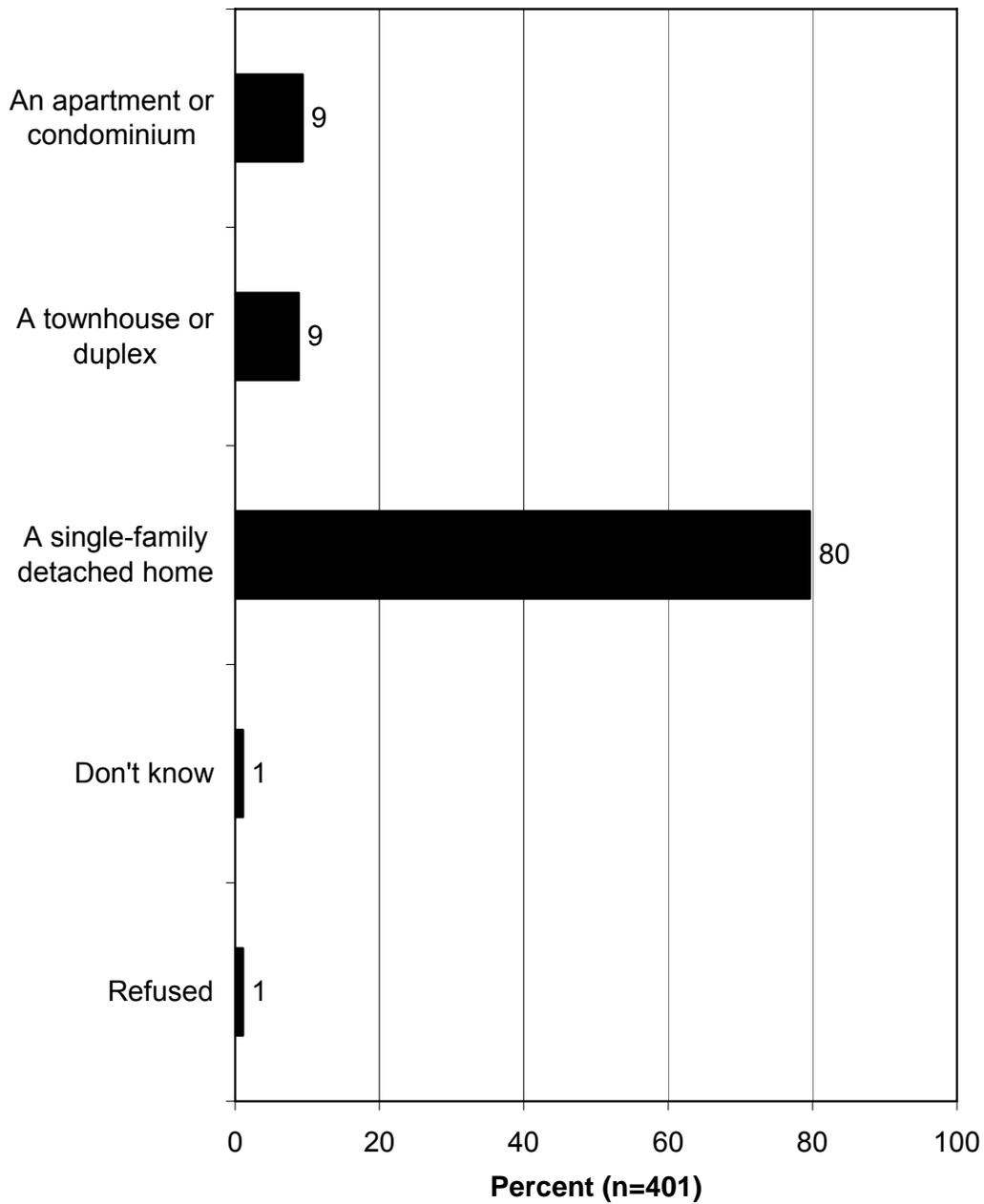
Q56. Do you rent or own your current place of residence?



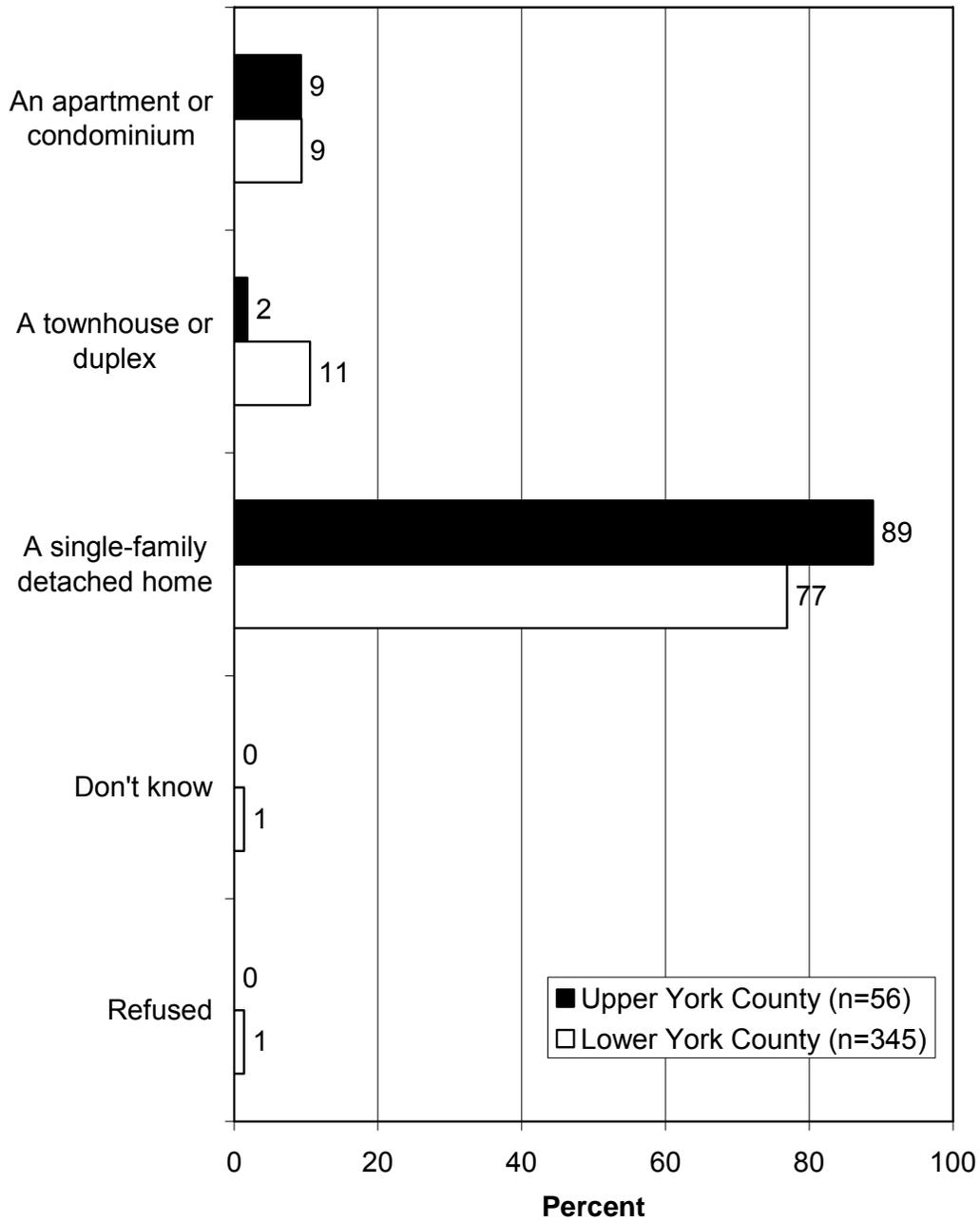
Q56. Do you rent or own your current place of residence?



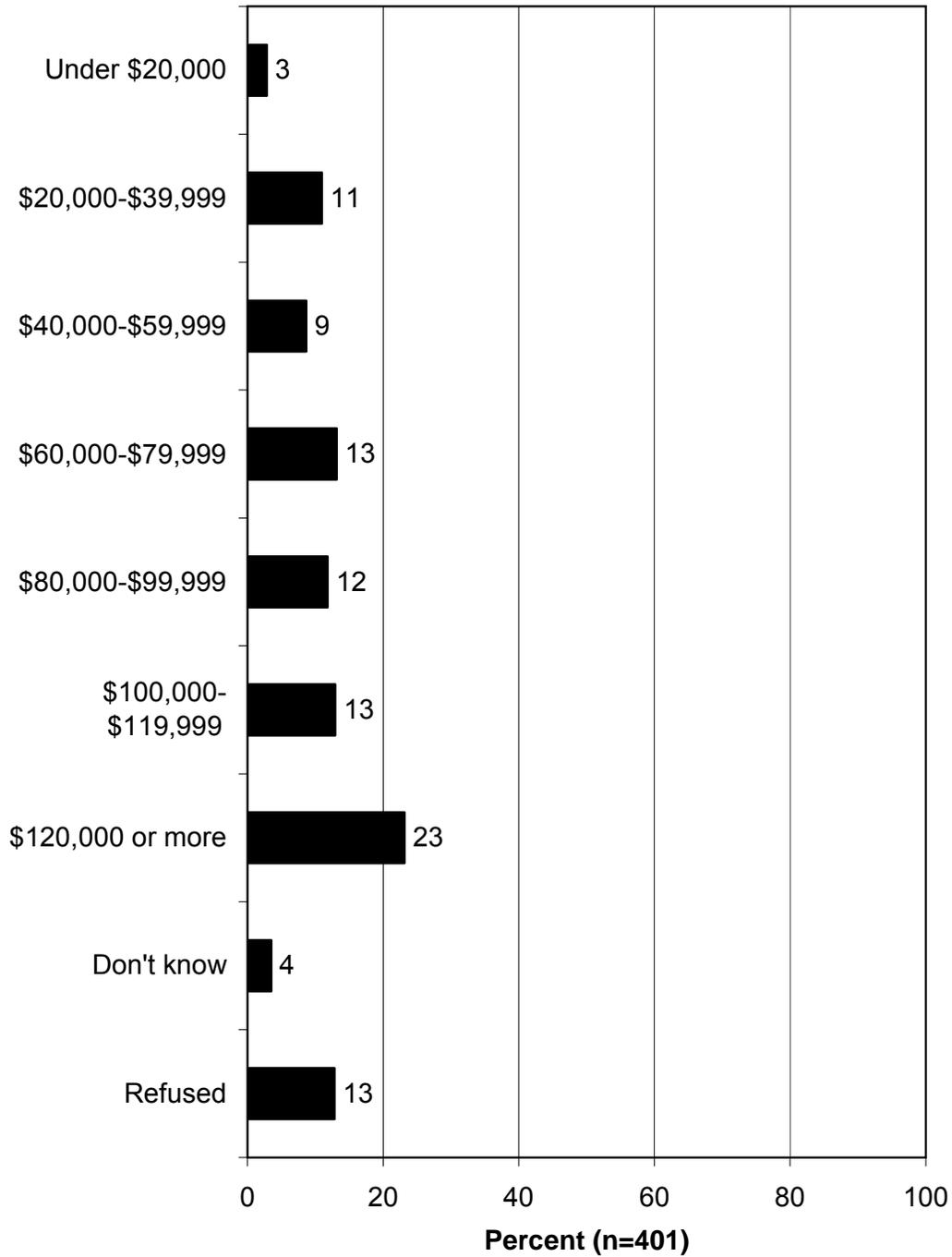
Q57. Do you consider your place of residence to be an apartment or condominium, a townhouse or duplex, a single-family detached home, a mobile home, or other type of residence?



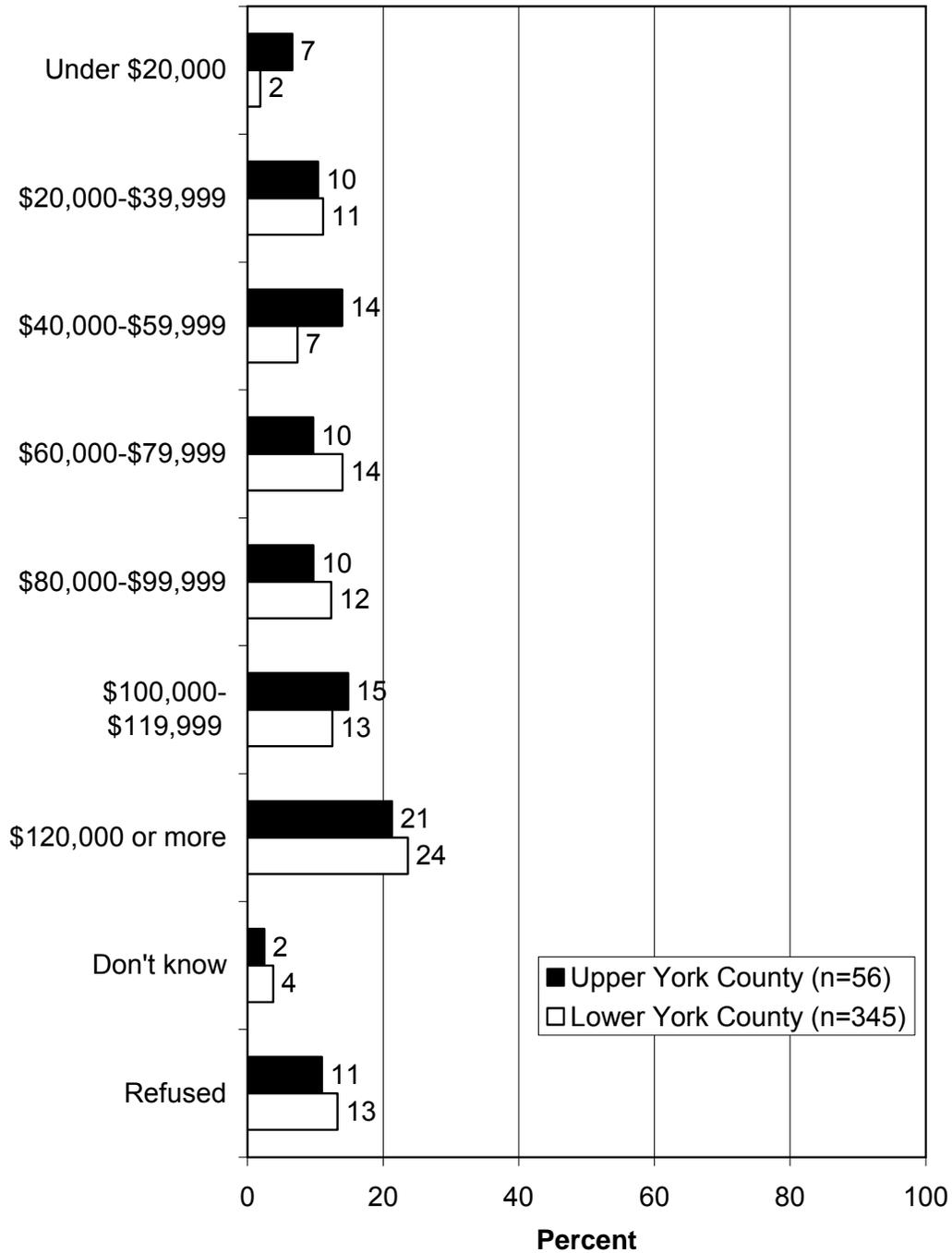
Q57. Do you consider your place of residence to be an apartment or condominium, a townhouse or duplex, a single-family detached home, a mobile home, or other type of residence?

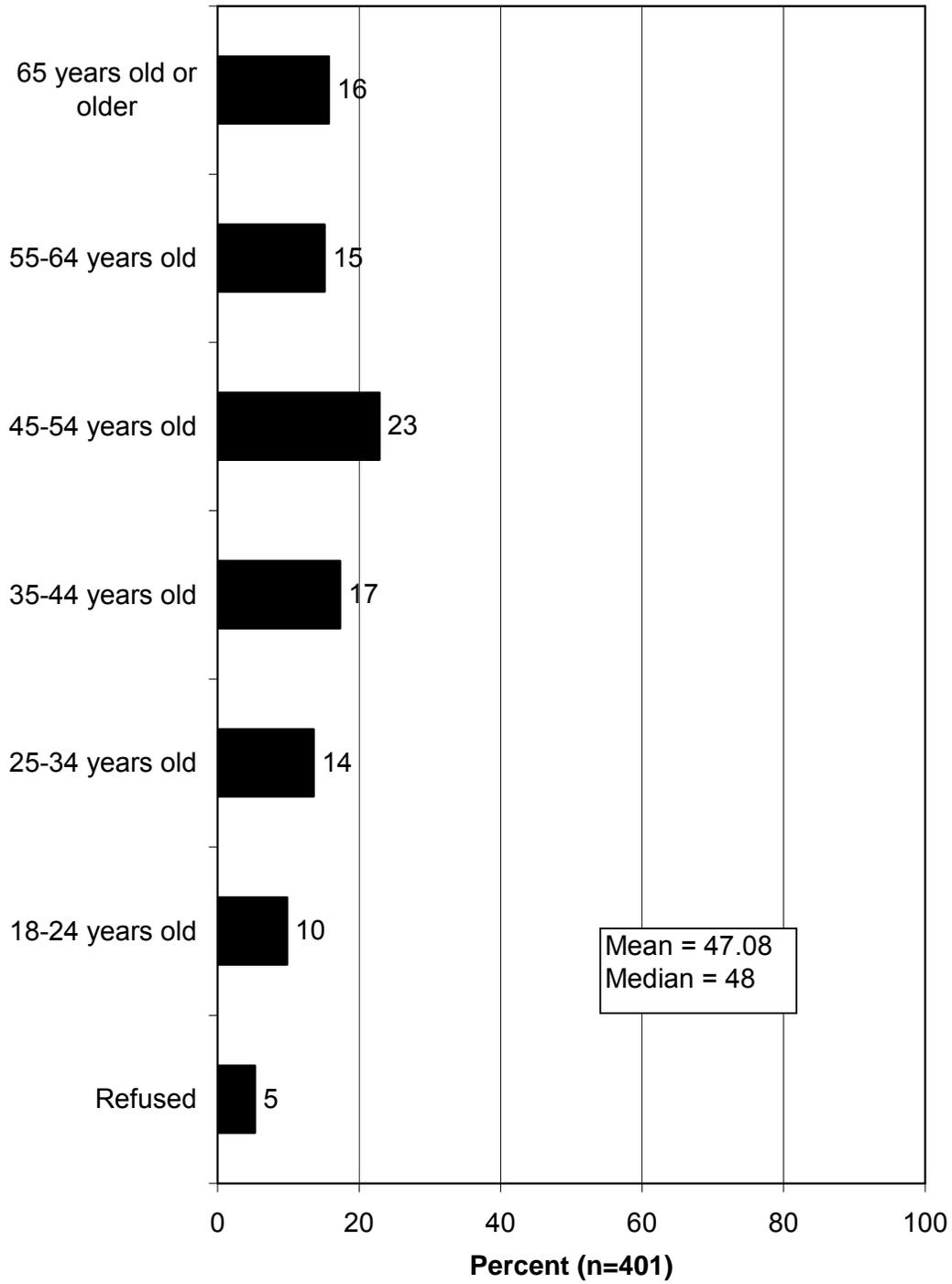


Q59. Which of these categories best describes your total household income before taxes last year?

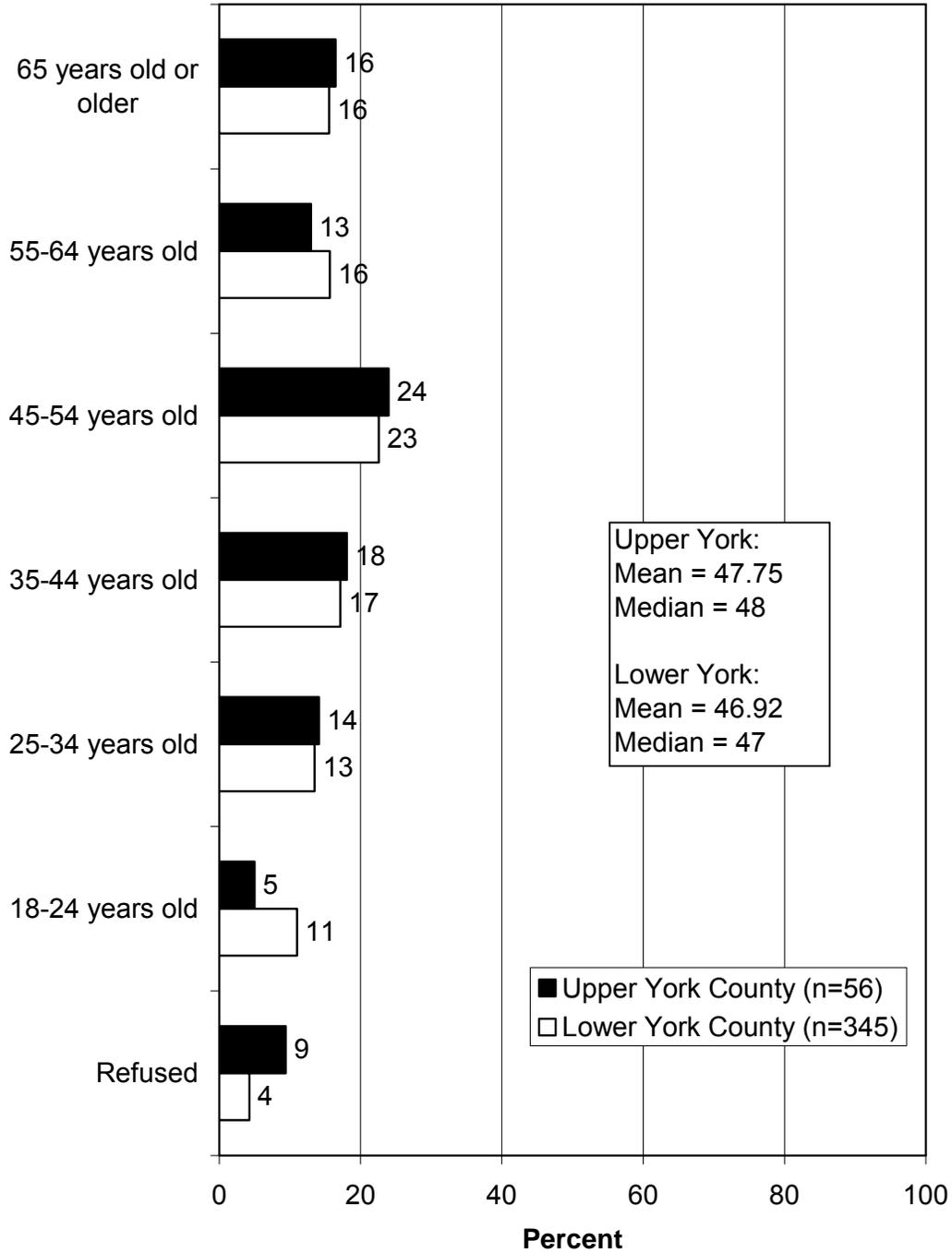


Q59. Which of these categories best describes your total household income before taxes last year?



Q60. May I ask your age?

Q60. May I ask your age?



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 22 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics, African-Americans, Asians, women, children, senior citizens, urban, suburban and rural residents, large landowners, and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

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