

Demographics

42.1% of respondents were female and 57.9% were male. We had no one respond with "Other" or "Prefer not to answer" who began this section

Our largest demographic by age is 30-39 who constitute 31.5% of our household populations. 18-21 year olds are our smallest with 8.2% of our household population.

The respondents were primarily white (78.9%) followed by Asian (12.0%). 2.1% of respondents label themselves Hispanic.

41.7% of respondents report their household income as \$150,000 or higher.

2016 American Community Survey (ACS) population data pulled from American FactFinder tool on census.gov website as of February 8, 2018

2014 Survey response information pulled from the George Mason University Customer Service Survey Summary Report from Spring 2014

Q27. We'd like to ensure we've reached a wide range of respondents with this survey. Are you willing to provide some additional information about yourself?

Answer Choices	Response		
	Percent	Responses	
Yes	89.16%	148	
No	10.84%	18	
	Answered	166	94.32%
	Skipped	10	5.68%

Q28. What is your gender?

Answer Choices	Response		
	Percent	Responses	
Male	42.14%	59	
Female	57.86%	81	
Other	0.0%	0	
Prefer not to answer	0.0%	0	
	Answered	140	79.55%
	Skipped	36	20.45%

(American Community Survey)

2016 ACS 5-year population estimates

Variance 2017-ACS	2016 ACS percent	2016 ACS estimate
-7.66%	49.80%	12,166
7.66%	50.20%	12,249

2014 Survey results

Variance 2017-2014	2014 Survey percent	2014 Survey Response
9.94%	32.20%	49
-9.24%	67.10%	102
-0.70%	0.70%	1

Q29. Including yourself, what are the ages of individuals in your household?(Please enter the number of people in each age bracket)

Answer Choices	Average	Total	Response		
	Number	Number	Percent	Responses	
0 - 2 years	1	20	13.7%	20	
3 - 5 years	1.04761905	22	14.38%	21	
6 - 12 years	1.60714286	45	19.18%	28	
13 - 17 years	1.14285714	24	14.38%	21	
18 - 21 years	1.41666667	17	8.22%	12	
22 - 29 years	1.3	26	13.7%	20	
30 - 39 years	1.7173913	79	31.51%	46	
40 - 49 years	1.31428571	46	23.97%	35	
50 - 59 years	1.5	66	30.14%	44	
60 - 69 years	1.46341463	60	28.08%	41	
70+	1.32	33	17.12%	25	
Prefer not to answer	0	0	0.0%	0	
Most common			Answered	146	82.95%
Least common			Skipped	30	17.05%

2016 ACS 5-year population estimates

ACS age brackets do not align with survey

2014 Survey results

2014 survey age brackets do not align with 2017 survey and data collected is different

Q30. What is your race or ethnicity?(Check all that apply)

Answer Choices	Response		
	Percent	Responses	
American Indian	0.0%	0	
Asian	11.97%	17	
Black	2.82%	4	
Pacific Islander	0.7%	1	
White	78.87%	112	
Multi-Racial	4.93%	7	
Prefer not to answer	1.41%	2	
Other (please specify)	2.82%	4	
	Answered	142	80.68%
	Skipped	34	19.32%

2016 ACS 5-year population estimates

Variance	2016 ACS	2016 ACS
2017-ACS	percent	estimate
-0.30%	0.30%	62
-5.73%	17.70%	4,313
-6.08%	8.90%	2,169
0.70%	0.00%	0
22.97%	55.90%	13,642
-0.57%	5.50%	1,331

2014 Survey results

Variance	2014 Survey	2014 Survey	2014
2017-2014	percent	Response	Category
0.00%	0.00%		0 American Indian
-4.03%	16.00%		26 Asian/Pacific Islander
0.32%	2.50%		4 Black
Combined with Asian in 2014			
7.07%	71.80%		117 White
1.23%	3.70%		6 Mixed Race

Q31. Do you consider yourself Hispanic?

Answer Choices	Response		
	Percent	Responses	
Yes	2.13%	3	
No	96.45%	136	
Prefer not to answer	1.42%	2	
	Answered	141	80.11%
	Skipped	35	19.89%

2016 ACS 5-year population estimates

-33.87%	36.00%	8,799
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2014 Survey results

-2.77%	4.90%	8
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Q32. What is your current household income?

Answer Choices	Response		
	Percent	Responses	
Less than \$50,000	6.82%	9	
\$50,000 – \$99,999	16.67%	22	
\$100,000 - \$149,999	21.97%	29	
\$150,000+	41.67%	55	
Prefer not to answer	12.88%	17	
	Answered	132	75.00%
	Skipped	44	25.00%

2016 ACS 5-year population estimates

Variance	2016 ACS	2016 ACS
2017-ACS	percent	estimate
-11.98%	18.80%	1,019
-10.73%	27.40%	1,486
-2.23%	24.20%	1,311
12.07%	29.60%	1,605

2014 Survey results

Variance	2014 Survey	2014 Survey	2014
2017-2014	percent	Response	Category
-1.98%	8.80%		11 Less than \$50,000
-9.73%	7.20%		9 \$50,000 – \$74,999
Combined		19.20%	24 \$75,000 - \$99,999
-14.83%	36.80%		46 \$100,000 - \$149,999
13.67%	28.00%		35 \$150,000+

31 respondents said they would be willing to participate in Focus Groups

Out of 176 respondents, 94 submitted paper surveys (53.4%) and 82 completed the survey online (46.6%)

We did get a big bounce in daily responses after the paper surveys were sent out and after Thanksgiving.

The online survey daily responses also increased after the paper surveys were sent.

59.7% of respondents were from the Water Bill list and 40.3% were from the RecTrac sample