

# Staunton, VA

## The National Community Survey

Report of Results  
2025

**Report by:**



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## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Staunton. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Staunton by categorizing survey questions into the ten main “facets” of community livability shown below, in addition to ratings for quality of life and local governance. These facets have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture

The report provides the opinions of a representative sample of 462 residents of the City of Staunton collected from September 30, 2025 to November 11, 2025. The margin of error around any reported percentage is 4.6% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Staunton.

### Reporting Results

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “Complete Data” section; however, these responses have been removed from the analyses presented in the main body of the report. Therefore, the tables and graphs display the responses from respondents who had an opinion about a specific item.



## Benchmark Comparisons

Polco's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 400 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations include surveys from the past five years. If a jurisdiction has conducted multiple efforts in the past five years, only the most recent survey is included in the benchmark database. Polco 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.

In each tab, Staunton'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 Staunton residents. Being rated as "higher" or "lower" than the benchmark means that Staunton's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Staunton's average rating was more than 20 points different when compared to the benchmark.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that align more closely to the demographics in Staunton. Comparisons to these communities can be found throughout the report and in the Custom Benchmarks tab.

## Trends over time

Trend data for Staunton represent important comparison data and should be examined for improvements or declines.<sup>1</sup> Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 5.97 percentage points between the 2024 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting Survey Recipients

All households within the City of Staunton were eligible to participate in the survey. A list of all households within the zip codes serving Staunton was purchased from Polco's mailing vendor, based on updated listings from the United States Postal Service.

Since some of the zip codes that serve Staunton 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. Addresses located outside of Staunton boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units sampled at a rate of 5:3 compared to single family housing units.

### Conducting the Random Sample Survey

The 3,000 randomly selected households received mailings beginning on September 30, 2025 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey online. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation.

About 3% of the 3,000 mailed invitations were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,913 households that received the invitations to participate, 462 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.<sup>1</sup>

It is customary to describe the precision of estimates 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 quantifies the sampling error or imprecision of the survey results based on the total number of responses received. This is because *some* residents' opinions are relied on to estimate *all* residents' opinions. The margin of error for the City of Staunton survey is no greater than plus or minus 4.6 percentage points around any given percent reported for all respondents (462 completed surveys).

### Conducting the Open Participation Survey

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Staunton. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Staunton and also a question about where they heard about the survey.

The open-participation survey was open to all city residents and became available on October 28, 2025. The survey remained open for two weeks and 624 responses were received. The data presented in the following report excludes the open participation survey data, but the online report includes a tab which provides the complete open participation results.

## Analyzing the Data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in the City of Staunton. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.<sup>2</sup> The results of the weighting scheme for the probability sample are presented in the following table.

Polco aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target <sup>4</sup>
<b>Age</b>	18-34	<b>9%</b>	<b>28%</b>	<b>28%</b>
	35-54	<b>25%</b>	<b>30%</b>	<b>30%</b>
	55+	<b>66%</b>	<b>42%</b>	<b>42%</b>
<b>Hispanic origin</b>	No	<b>96%</b>	<b>95%</b>	<b>96%</b>
	Yes	<b>4%</b>	<b>5%</b>	<b>4%</b>
<b>Housing tenure</b>	Own	<b>76%</b>	<b>59%</b>	<b>59%</b>
	Rent	<b>24%</b>	<b>41%</b>	<b>41%</b>
<b>Housing type</b>	Attached	<b>23%</b>	<b>28%</b>	<b>28%</b>
	Detached	<b>77%</b>	<b>72%</b>	<b>72%</b>
<b>Race &amp; Hispanic origin</b>	Not white alone	<b>12%</b>	<b>19%</b>	<b>19%</b>
	White alone, not Hispanic or Latino	<b>88%</b>	<b>81%</b>	<b>81%</b>
<b>Sex</b>	Man	<b>38%</b>	<b>45%</b>	<b>45%</b>
	Woman	<b>62%</b>	<b>55%</b>	<b>55%</b>
<b>Sex/age</b>	Man 18-34	<b>3%</b>	<b>12%</b>	<b>12%</b>
	Man 35-54	<b>10%</b>	<b>15%</b>	<b>15%</b>
	Man 55+	<b>24%</b>	<b>18%</b>	<b>18%</b>
	Woman 18-34	<b>6%</b>	<b>16%</b>	<b>16%</b>
	Woman 35-54	<b>15%</b>	<b>15%</b>	<b>15%</b>
	Woman 55+	<b>42%</b>	<b>24%</b>	<b>24%</b>

## Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias.

*Non-response error* arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a *coverage error*, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (*recall bias* and *social desirability bias*).

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://blog.polco.us/polco-knowledgebase/margin-of-error-and-confidence-level-in-survey-results>

## Contact

The City of Staunton funded this research. Please contact Josh Knight of the City of Staunton at [knightmj@ci.staunton.va.us](mailto:knightmj@ci.staunton.va.us) if you have any questions about the survey.

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2023 American Community Survey

# Key Findings

## Community Strengths

**Over 8 in 10 Staunton residents continue to give excellent or good marks to various quality of life items, including:**

- Staunton as a place to live (87%)
- Your neighborhood as a place to live (84%)
- Staunton as a place to retire (82%; higher than national and custom benchmarks)
- Overall quality of life (81%)
- Staunton as a place to raise children (81%; higher than custom benchmarks)
- Overall image or reputation of the city (81%; higher than custom benchmarks)

**Residents reported feeling safe throughout of the City, specifically:**

- In your neighborhood during the day (95% very or somewhat safe)
- In Staunton's downtown/commercial areas during the day (96%)
- From violent crime (90%)
- From property crime (87%)
- From fire, flood, or other natural disaster (84%)
- Overall feelings of safety (81%)

**Nearly all evaluative items related to Staunton's local government saw statistically significant increases from 2024, with the largest gains in:**

- Being open and transparent to the public (+15%)
- Being honest (+15%)
- Generally acting in the best interest of the community (+14%)
- The job Staunton government does at welcoming resident involvement (+14%)
- Treating all residents fairly (+12%)

**Numerous items related to Staunton's natural environment and parks and recreation system scored higher than custom benchmark comparisons, including:**

- City parks (90% excellent or good)
- Overall quality of parks and recreation opportunities (85%)
- Recreation programs or classes (80%)
- Recreation centers or facilities (75%)
- Staunton open space (70%)

## Focus Areas

**Residents identify some concerns with the local economy and affordability within the City, with fewer than half of respondents giving positive reviews of:**

- Overall economic health (49% excellent or good)
- Economic development (47%)
- Cost of living (44%)
- Employment opportunities (33%)
- Availability of affordable quality childcare or preschool (33%)
- Availability of affordable quality housing (23%)
- What impact do you think the economy will have on your family income in the next 6 months? (15% very or somewhat positive)

## Areas of Greatest Change

Of the evaluative questions included on both the 2024 and 2025 survey iterations, 91 were statistically similar to previous results. Upward trends were seen in 27 items, while 5 ratings decreased since 2024. The most significant of those trends are listed below.

### *Increases*

- Being open and transparent to the public (+15%)
- Being honest (+15%)
- The job Staunton government does at welcoming resident involvement (+14%)
- Generally acting in the best interest of the community (+14%)
- The value of services for taxes paid (+12%)
- Overall confidence in Staunton government (+11%)
- Informing residents about issues facing the community (+11%)
- Treating all residents fairly (+11%)
- Treating all residents with respect (+11%)
- Ease of travel by bicycle in Staunton (+10%)

### *Decreases*

- [Quality of service provided by] the Federal Government (-14%)
- Ease of travel by public transportation (-10%)
- Overall quality of utility infrastructure (-9%)
- Snow removal (-7%)
- What impact do you think the economy will have on your family income in the next 6 months? (-7%)

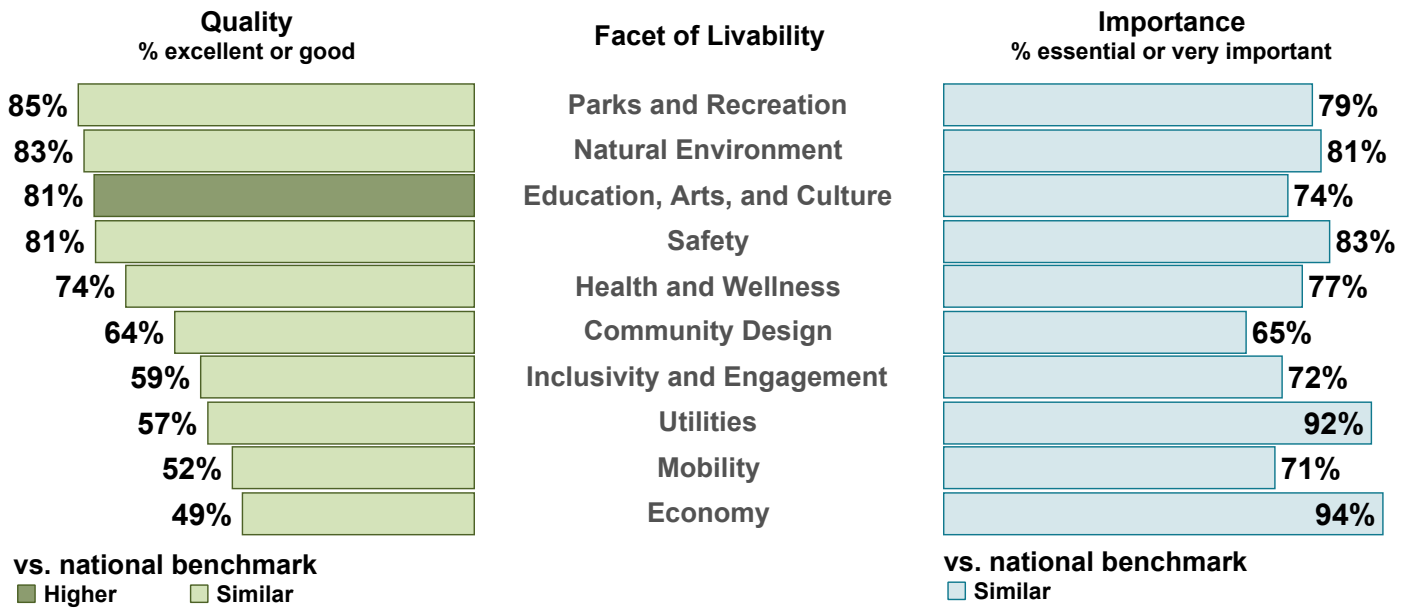
# Facets of Livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

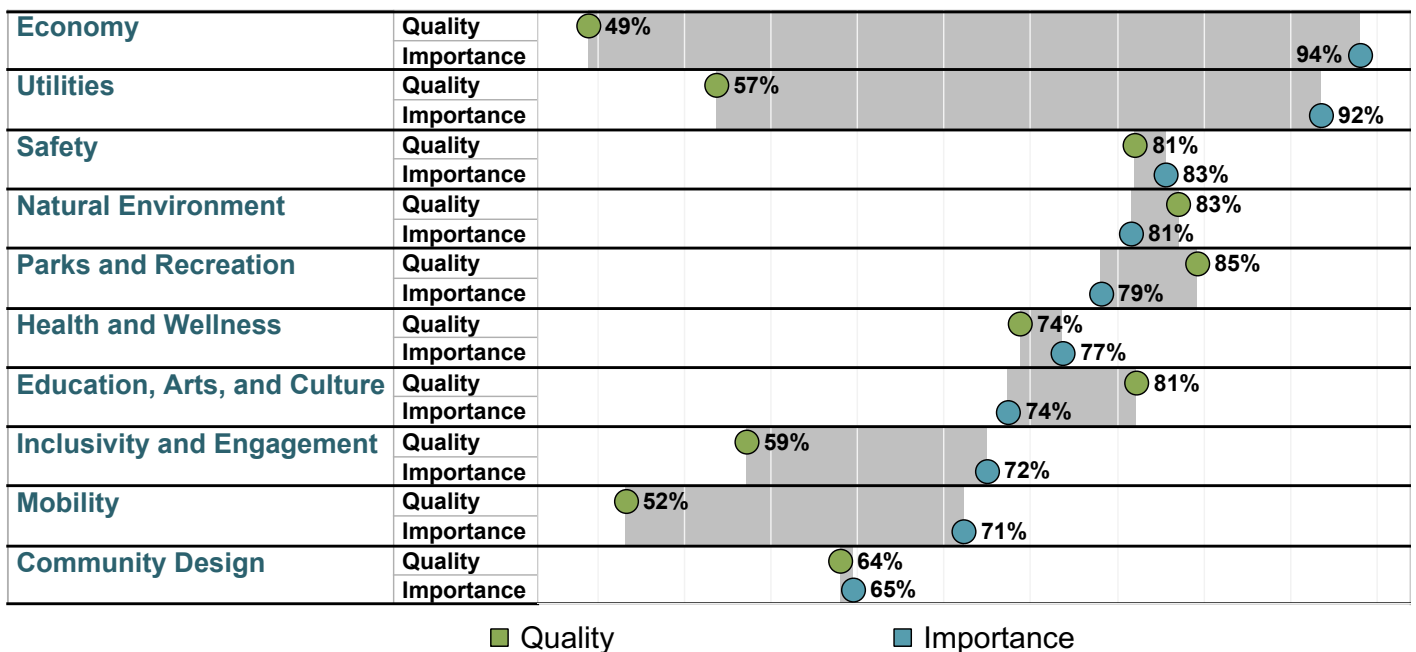
## Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



## Quality/Importance Gap Analysis

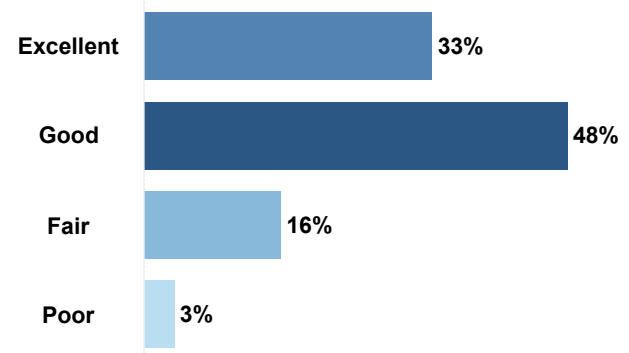
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



## Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

### The overall quality of life in Staunton, 2025



### Please rate each of the following aspects of quality of life in Staunton. (% excellent or good)

	2024	2025	vs. national benchmark <sup>8</sup>	vs. custom benchmark <sup>9</sup>
Staunton as a place to live	85%	87%	Similar	Similar
The overall quality of life	78%	81%	Similar	Similar

### Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

	2024	2025		
Recommend living in Staunton to someone who asks	82%	89%	Similar	Higher
Remain in Staunton for the next five years	82%	87%	Similar	Similar

### Please rate each of the following in the Staunton community. (% excellent or good)

	2024	2025		
Overall image or reputation	78%	81%	Similar	Higher

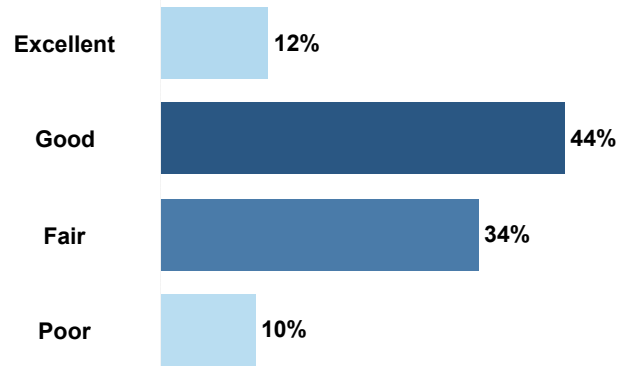
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

## Governance

Strong local governments deliver results that meet residents' needs, use resources effectively, and respond to both current and future community priorities.

### Overall confidence in Staunton government, 2025

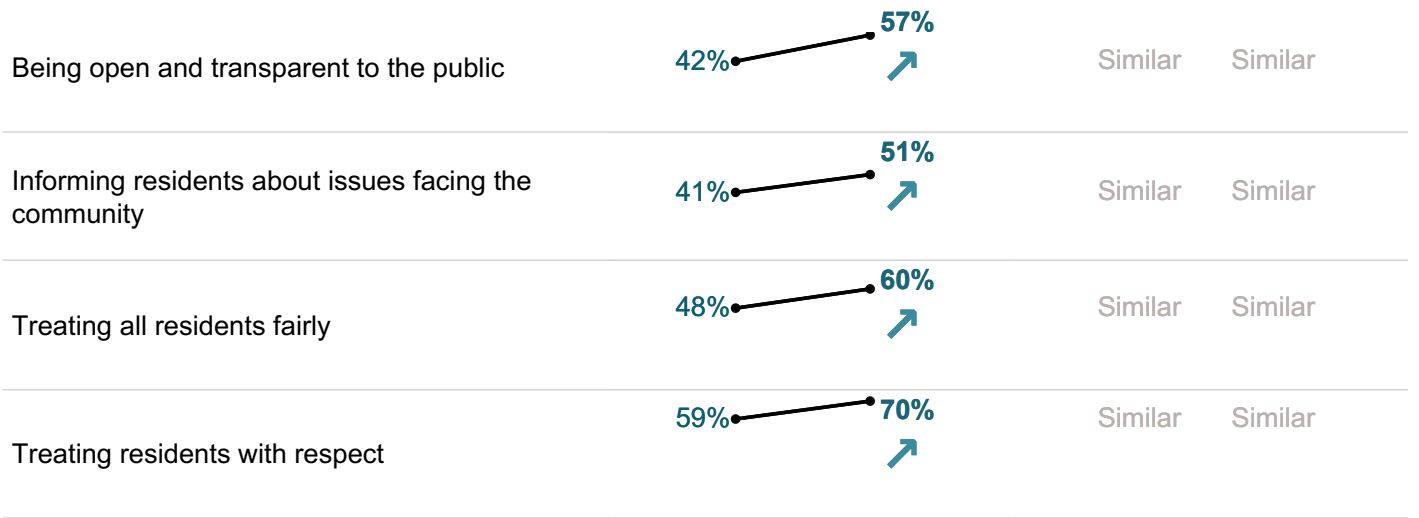


### Please rate the quality of each of the following services in Staunton. (% excellent or good)

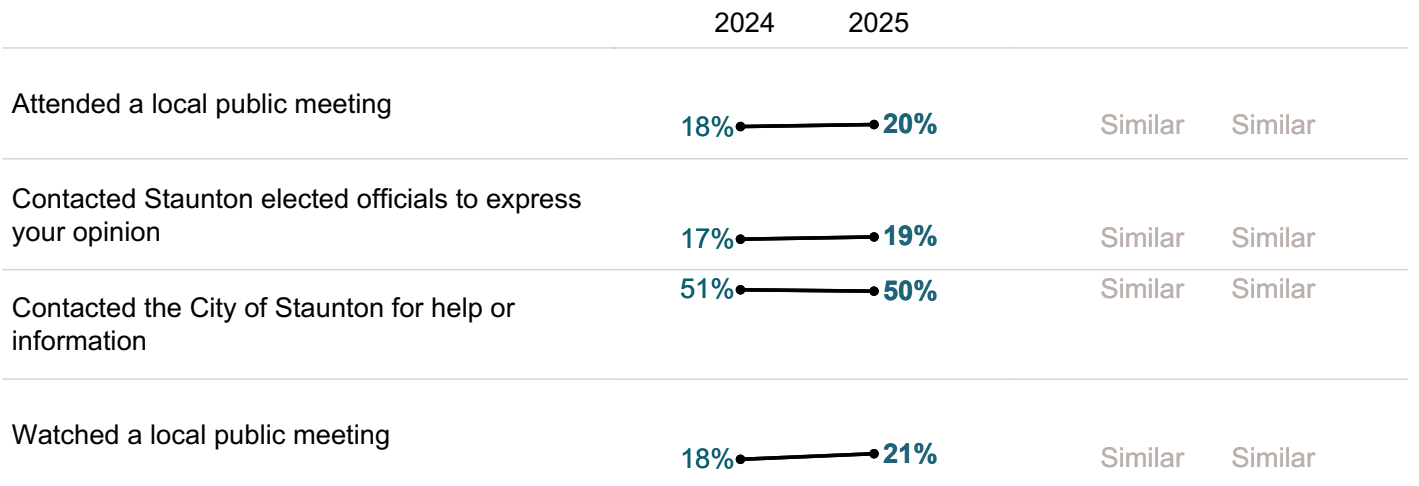
	2024	2025	vs. national benchmark <sup>10</sup>	vs. custom benchmark <sup>11</sup>
Public information services	60%	69%	Similar	Similar
Overall customer service by Staunton employees	81%	84%	Similar	Similar

### Please rate the following categories of Staunton government performance. (% excellent or good)

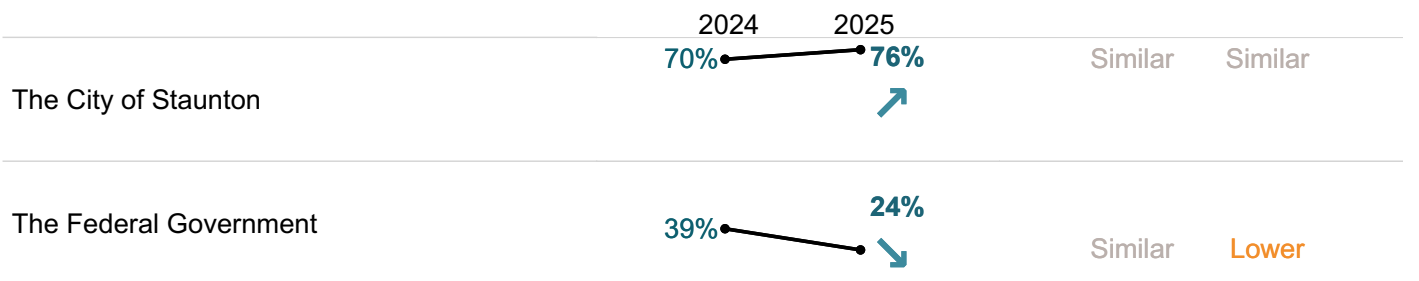
	2024	2025	vs. national benchmark <sup>10</sup>	vs. custom benchmark <sup>11</sup>
The value of services for the taxes paid to Staunton	46%	58%	Similar	Similar
The overall direction that Staunton is taking	57%	62%	Similar	Similar
The job Staunton government does at welcoming resident involvement	49%	63%	Similar	Higher
Overall confidence in Staunton government	44%	55%	Similar	Similar
Generally acting in the best interest of the community	47%	61%	Similar	Similar
Being honest	48%	63%	Similar	Similar



**Please indicate whether or not you have done each of the following in the last 12 months.**  
 (% yes)



**Overall, how would you rate the quality of the services provided by each of the following?**  
 (% excellent or good)



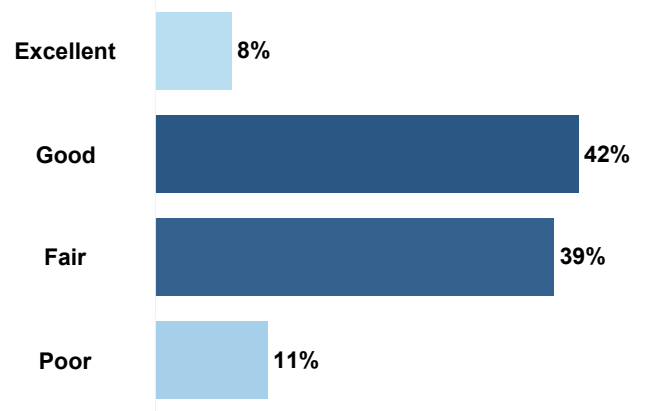
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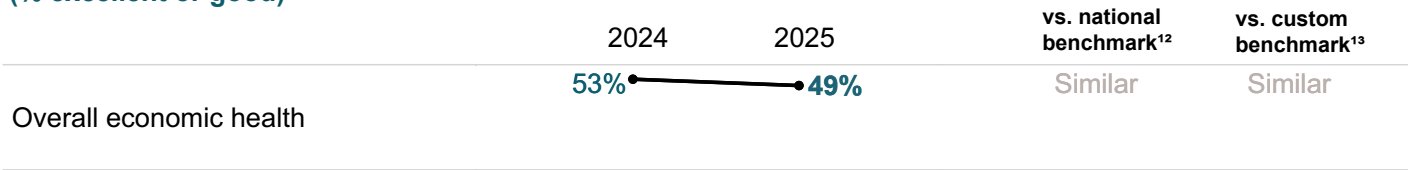
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

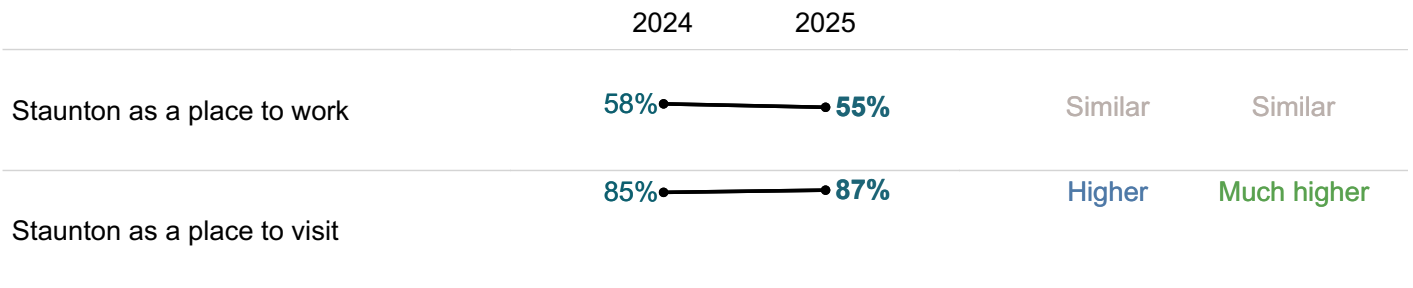
### Overall economic health of Staunton, 2025



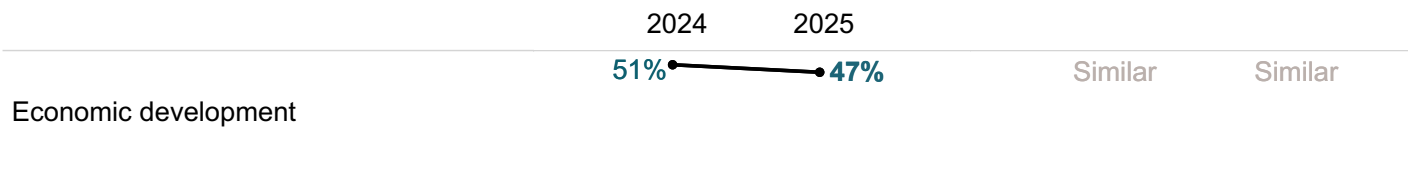
Please rate each of the following characteristics as they relate to Staunton as a whole.  
(% excellent or good)



Please rate each of the following aspects of quality of life in Staunton.  
(% excellent or good)



Please rate the quality of each of the following services in Staunton.  
(% excellent or good)



**Please rate each of the following in the Staunton community.**  
 (% excellent or good)

	2024	2025		
Overall quality of business and service establishments	71%	75%	Similar	Higher
Variety of business and service establishments	52%	56%	Similar	Similar
Vibrancy of downtown/commercial area	71%	75%	Higher	Higher
Employment opportunities	37%	33%	Similar	Similar
Shopping opportunities	43%	43%	Similar	Similar
Cost of living	45%	44%	Similar	Similar

**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 or somewhat positive)

	2024	2025		
What impact, if any, do you think the economy will have on your family income in the next 6 months?	23%	15%	Similar	Similar

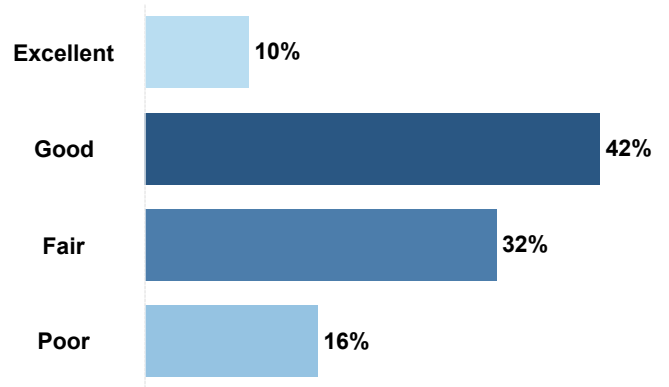
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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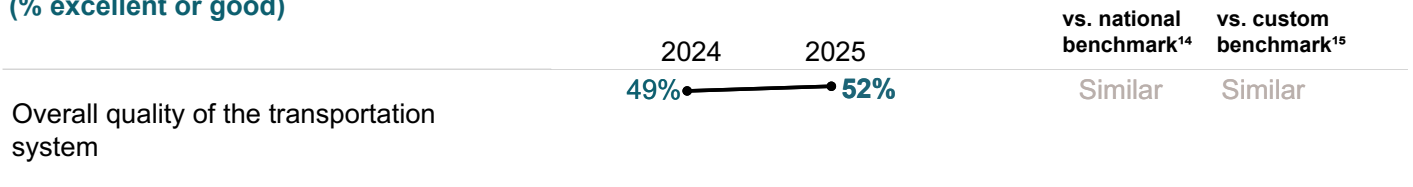
## Mobility

The ability of residents to move about their community with ease plays an important role in the overall quality of life for everyone who lives, works, and spends time there.

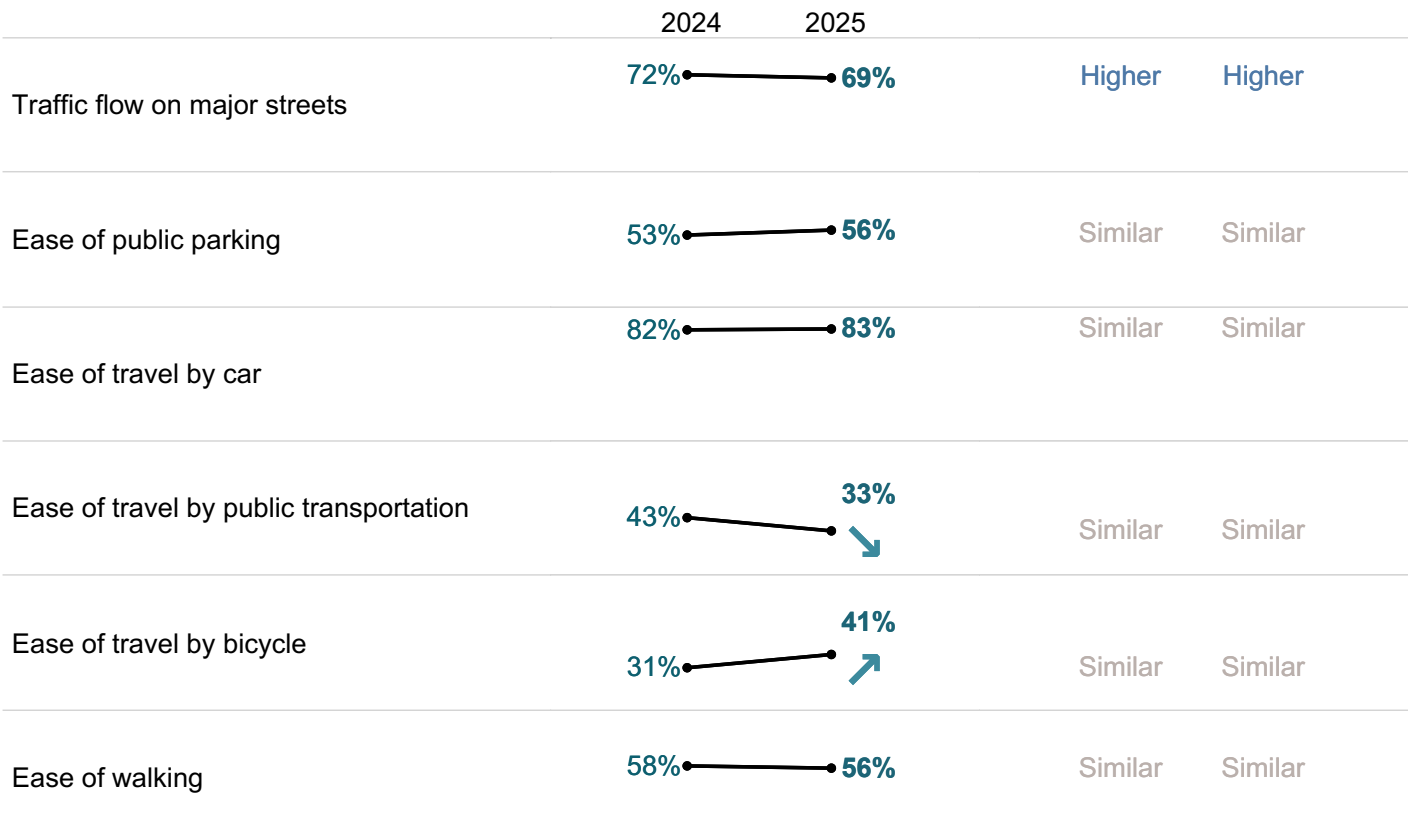
### Overall quality of the transportation system in Staunton, 2025



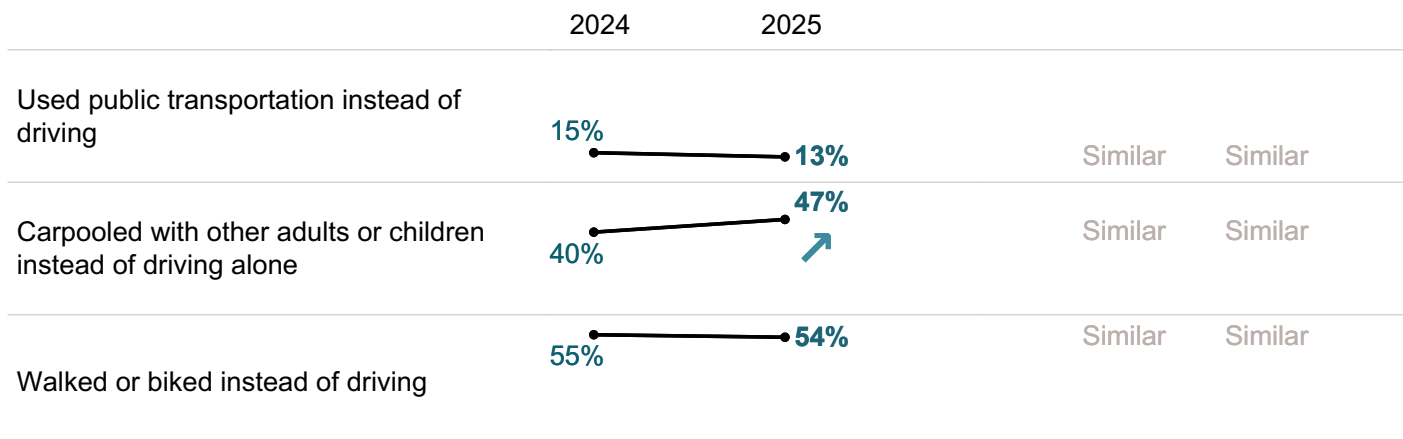
Please rate each of the following characteristics as they relate to Staunton as a whole.  
(% excellent or good)



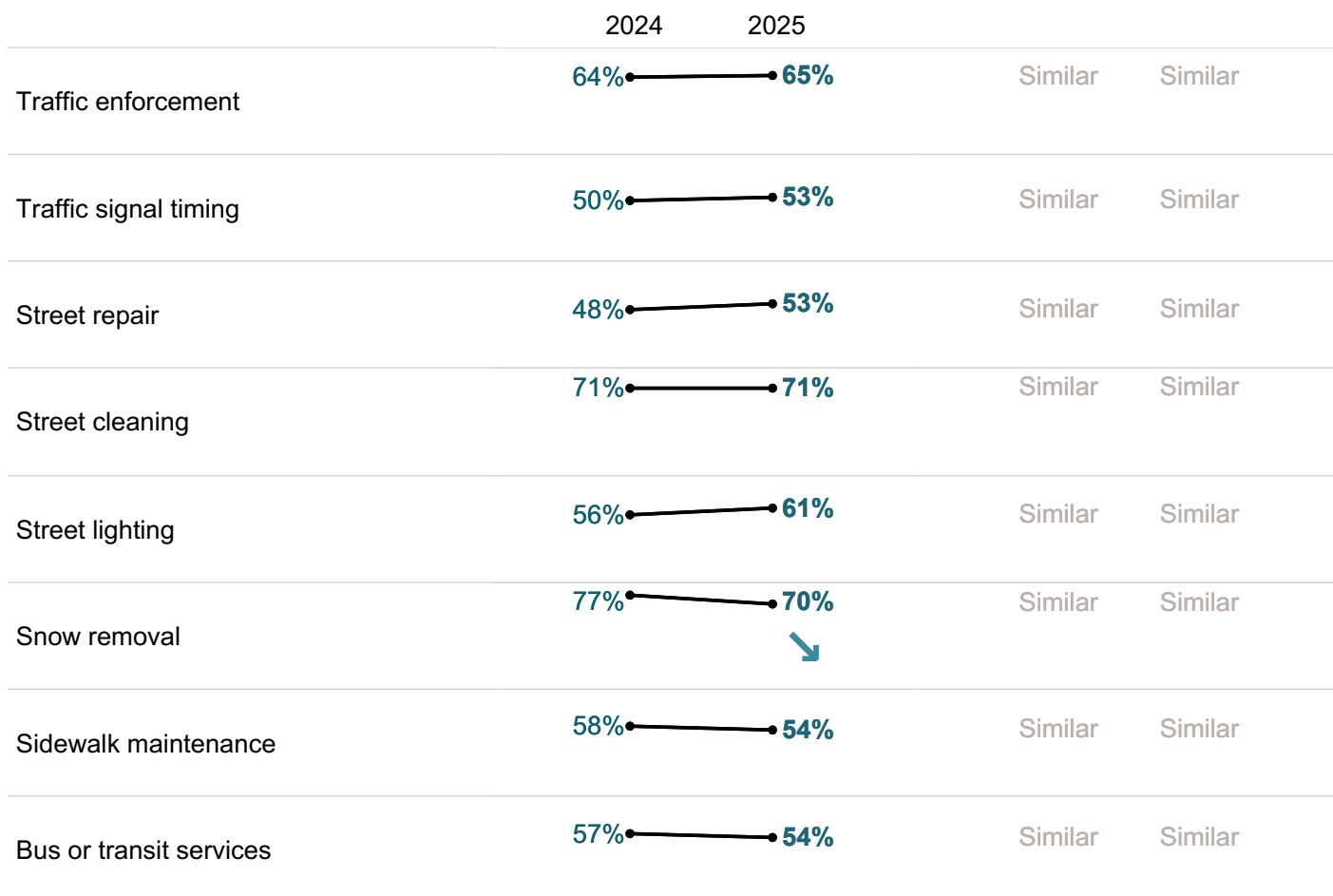
Please also rate each of the following in the Staunton community.  
(% excellent or good)



**Please indicate whether or not you have done each of the following in the last 12 months.**  
 (% yes)



**Please rate the quality of each of the following services in Staunton.**  
 (% excellent or good)



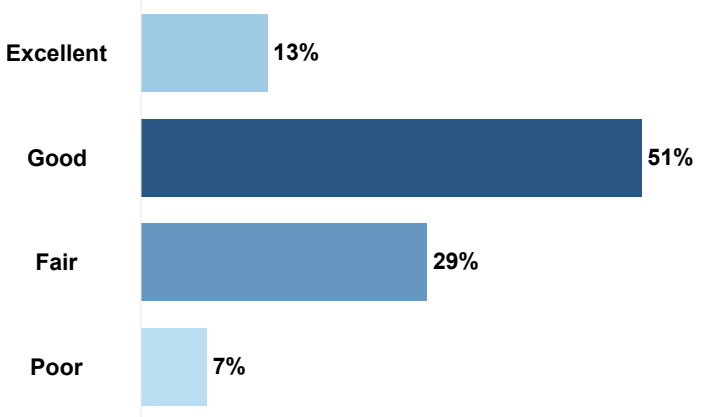
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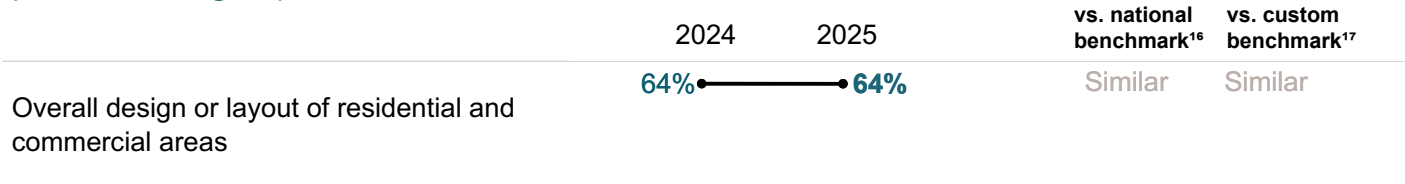
### Overall design or layout of Staunton's residential and commercial areas, 2025

## Community Design

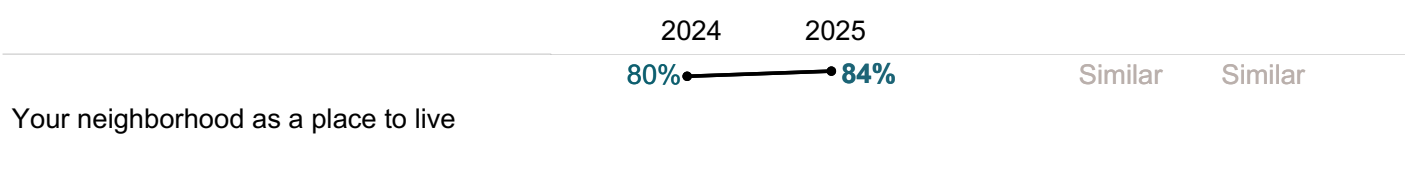
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and supporting development that suits residents' needs.



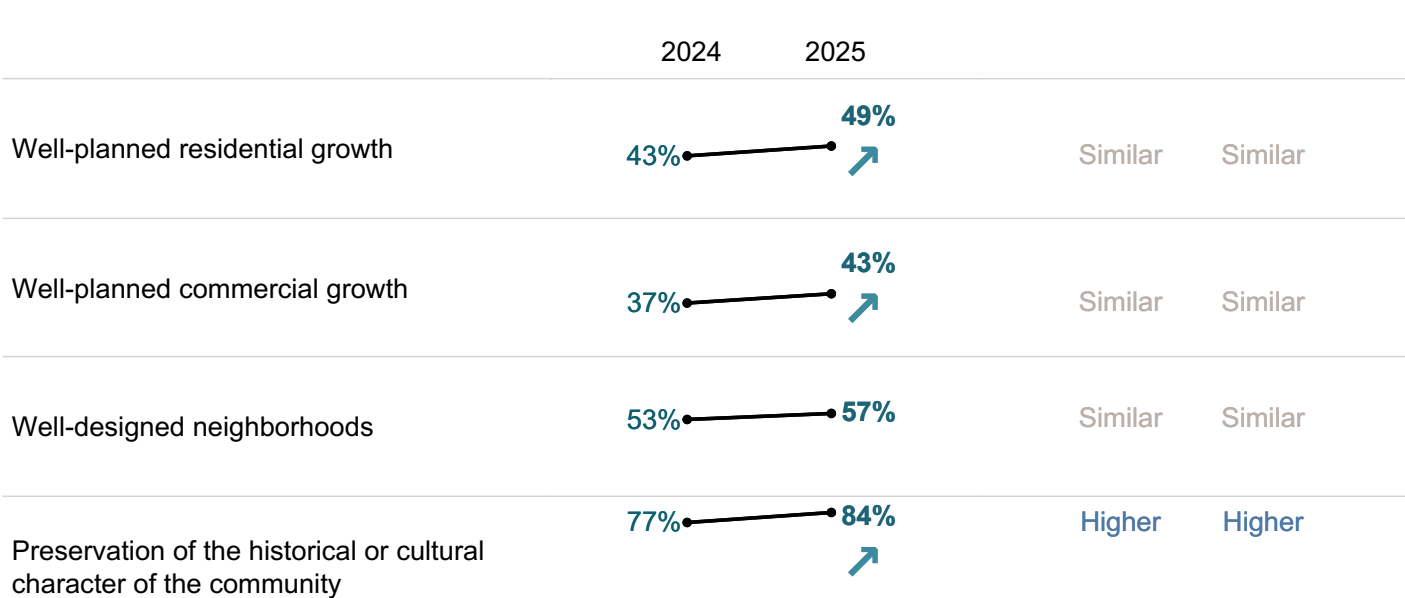
Please rate each of the following characteristics as they relate to Staunton as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Staunton. (% excellent or good)



Please also rate each of the following in the Staunton community. (% excellent or good)



Public places where people want to spend time	64% → 71% 	Higher	Higher
Variety of housing options	35% → 38%	Similar	Similar
Availability of affordable quality housing	21% → 23%	Similar	Similar
Overall quality of new development	40% → 41%	Similar	Similar
Overall appearance	80% → 83%	Similar	Higher

**Please rate the quality of each of the following services in Staunton.  
(% excellent or good)**

	2024	2025		
Land use, planning and zoning	43%	49% 	Similar	Similar
Code enforcement	36%	38%	Similar	Similar

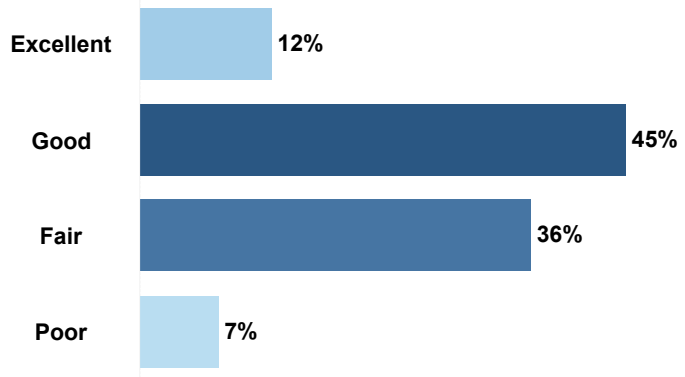
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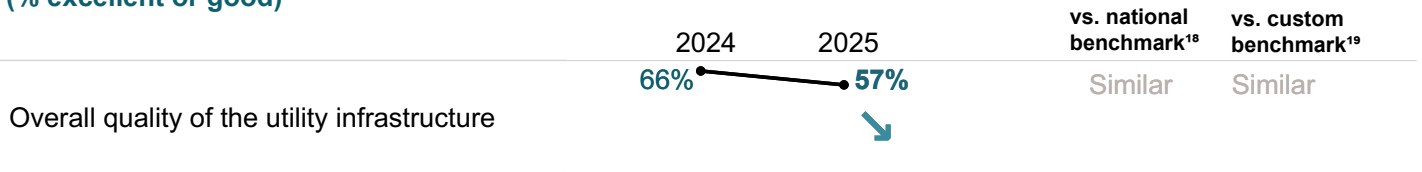
## Utilities

Access to essential services like water, gas, electricity, and internet is crucial for safeguarding the physical health, economic stability, and overall well-being of the communities they support.

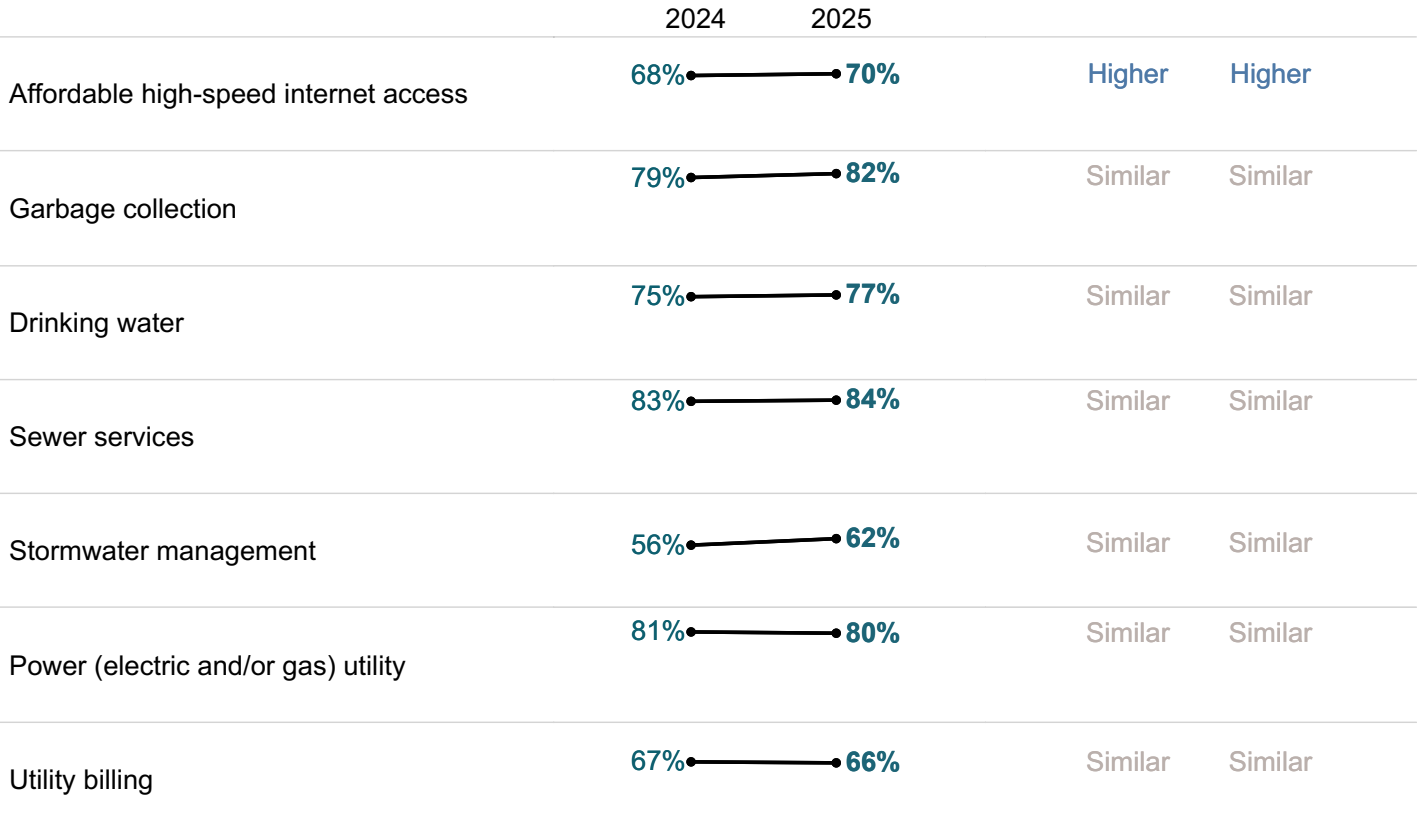
### Overall quality of the utility infrastructure in Staunton, 2025



Please rate each of the following characteristics as they relate to Staunton as a whole.  
(% excellent or good)



Please rate the quality of each of the following services in Staunton.  
(% excellent or good)



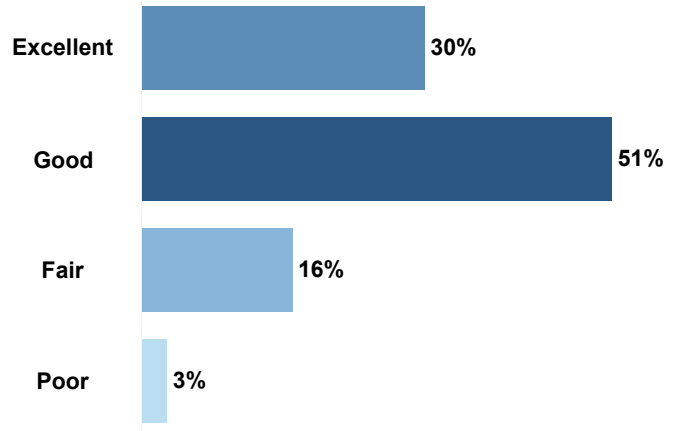
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

19. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

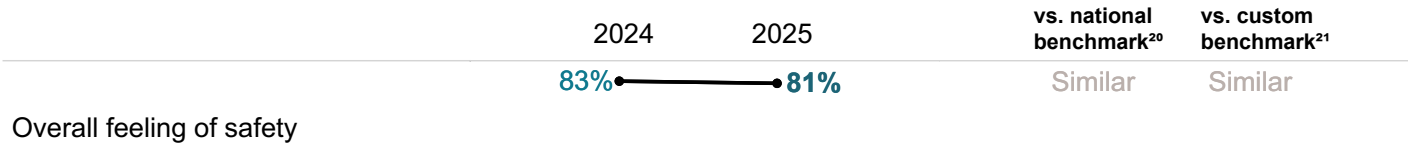
## Safety

Public safety is one of the most important responsibilities of local governments, as every resident deserves to feel safe and secure both in their neighborhoods and across the wider community. The provision of strong, reliable safety services is essential to ensuring a high quality of life.

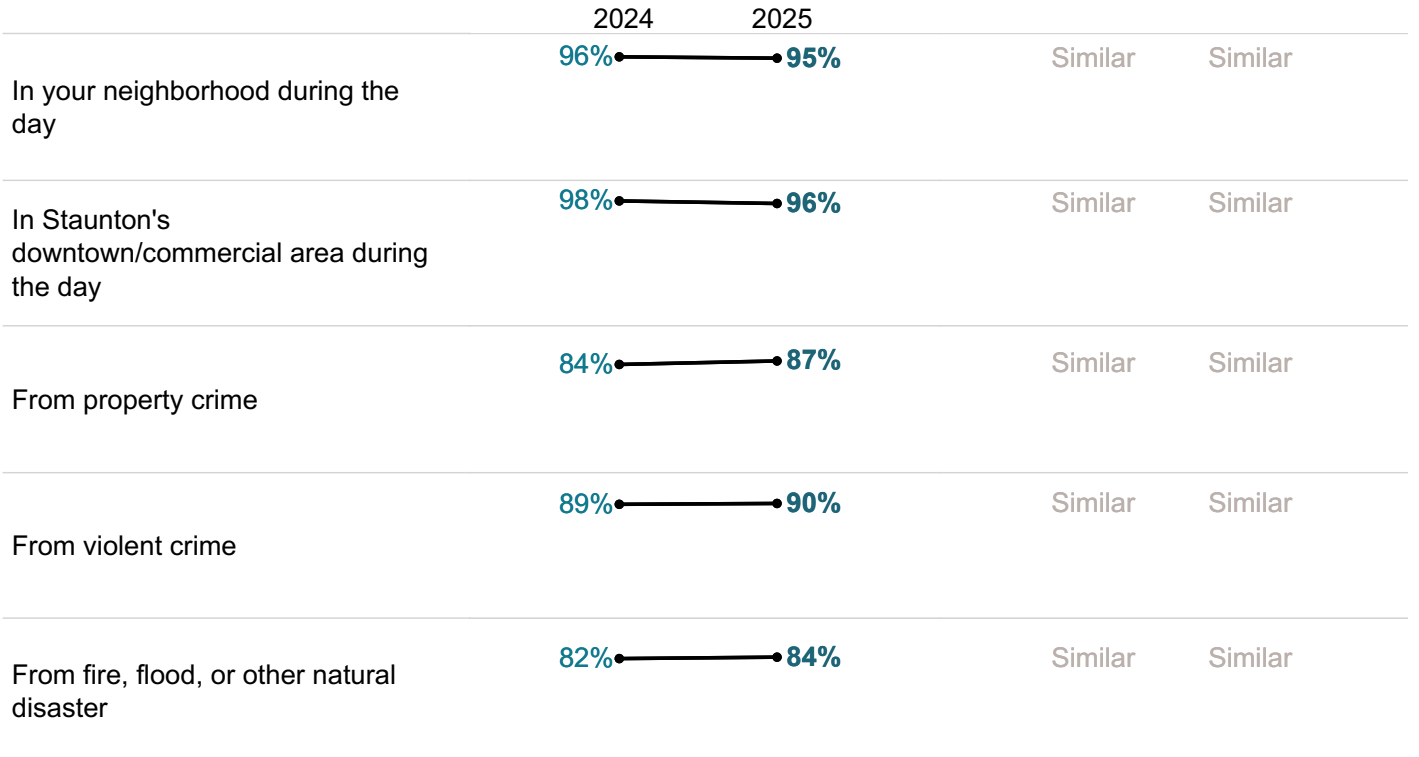
### Overall feeling of safety in Staunton, 2025



Please rate each of the following characteristics as they relate to Staunton as a whole.  
(% excellent or good)



Please rate how safe or unsafe you feel:  
(% very or somewhat safe)



**Please rate the quality of each of the following services in Staunton.  
(% excellent or good)**

	2024	2025		
Police/Sheriff services	77%	77%	Similar	Similar
Crime prevention	75%	76%	Similar	Similar
Animal control	68%	68%	Similar	Similar
Ambulance or emergency medical services	90%	93%	Similar	Similar
Fire services	93%	93%	Similar	Similar
Fire prevention and education	82%	80%	Similar	Similar
Emergency preparedness	61%	64%	Similar	Similar

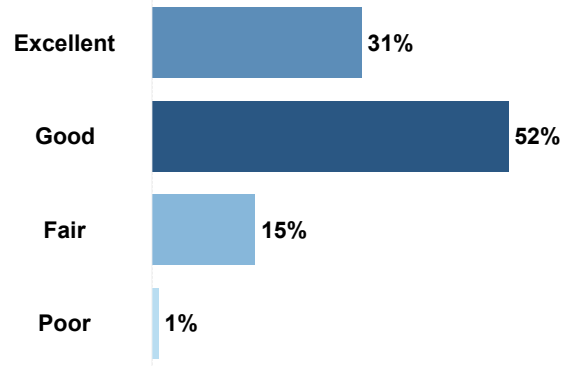
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

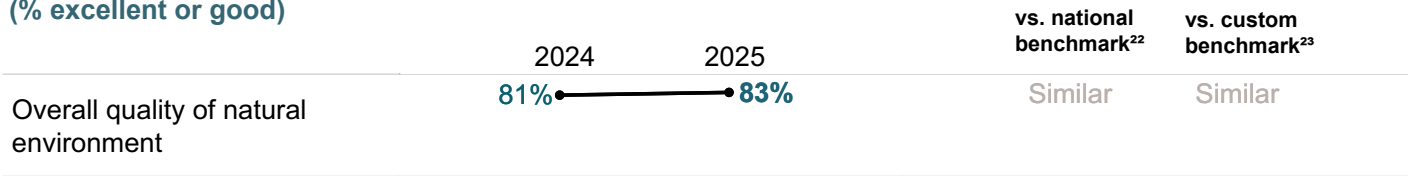
## Overall quality of natural environment in Staunton, 2025

### Natural Environment

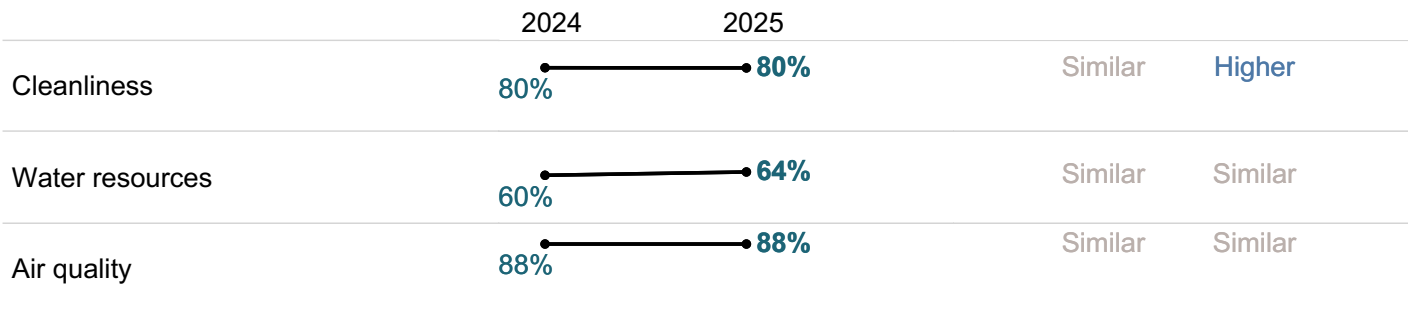
The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life. The natural environment plays a vital role in the health and well-being of residents.



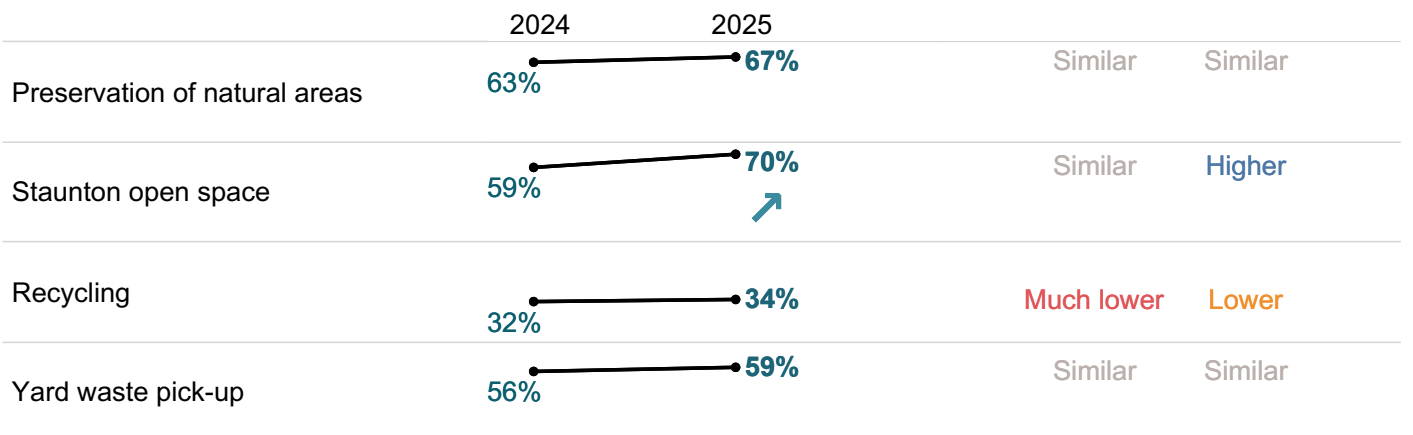
Please rate each of the following characteristics as they relate to Staunton as a whole. (% excellent or good)



Please also rate each of the following in the Staunton community. (% excellent or good)



Please rate the quality of each of the following services in Staunton. (% excellent or good)



22. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

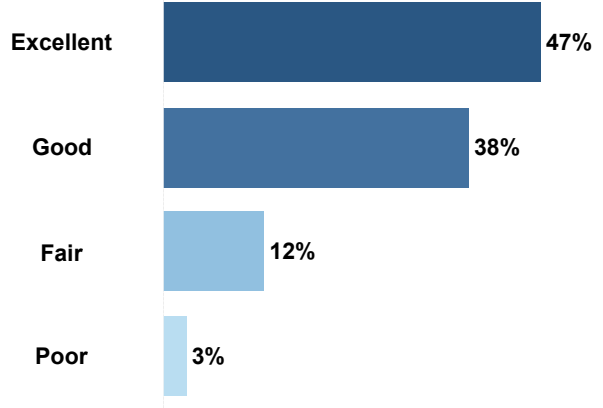
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report.

## Parks and Recreation

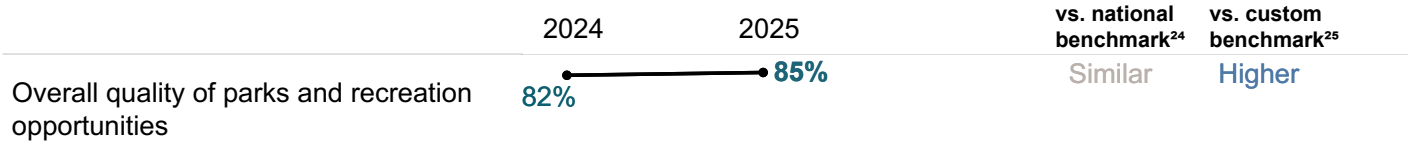
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

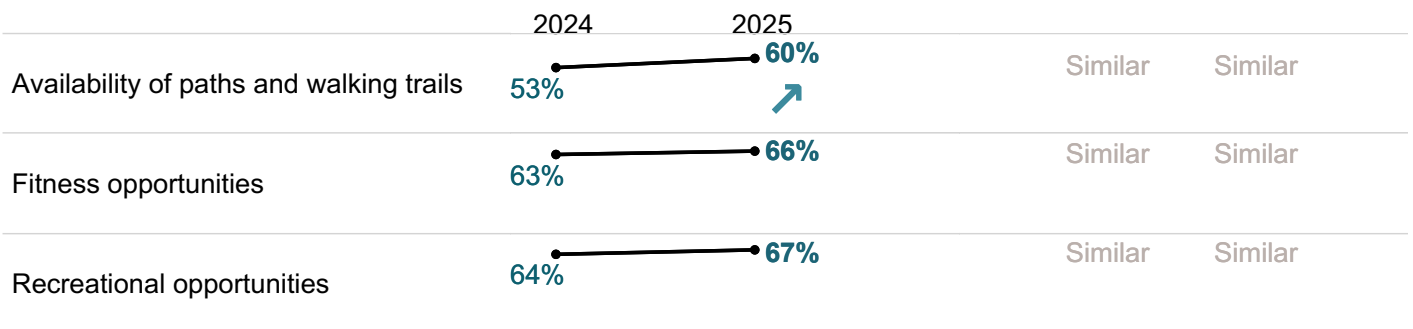
### Overall quality of parks and recreation opportunities, 2025



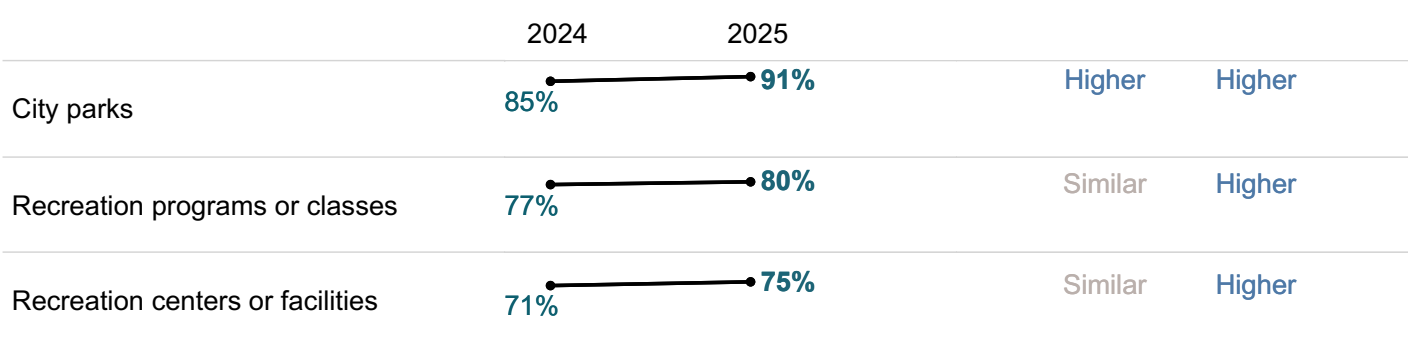
Please rate each of the following characteristics as they relate to Staunton as a whole. (% excellent or good)



Please also rate each of the following in the Staunton community. (% excellent or good)



Please rate the quality of each of the following services in Staunton. (% excellent or good)



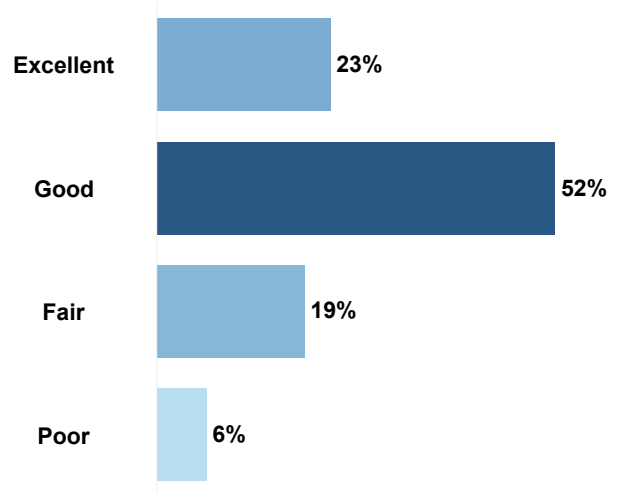
24. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

25. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the repor..

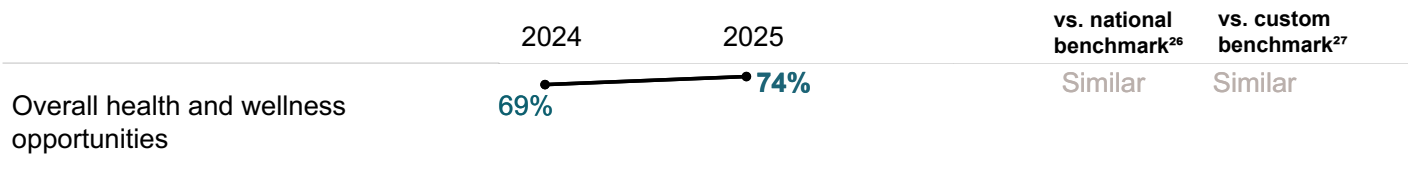
## Health and Wellness

The features and amenities of a community directly influence residents' health and well-being, shaping their overall quality of life.

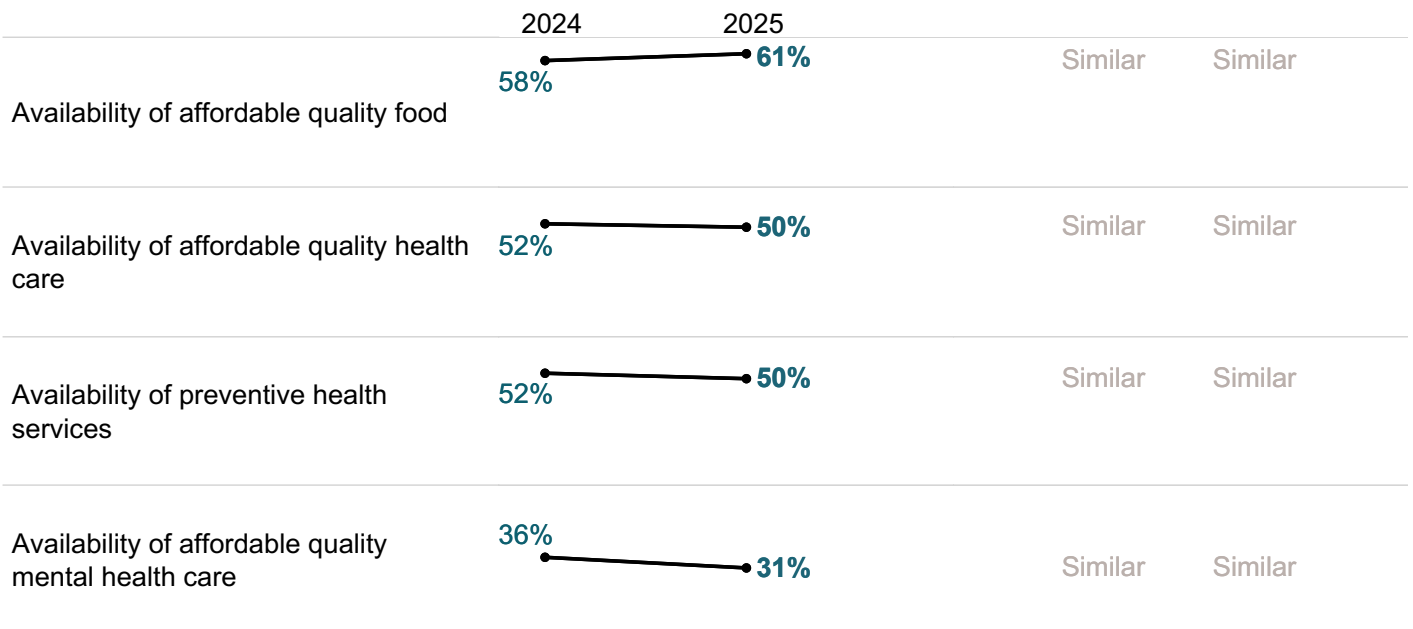
### Overall health and wellness opportunities in Staunton, 2025



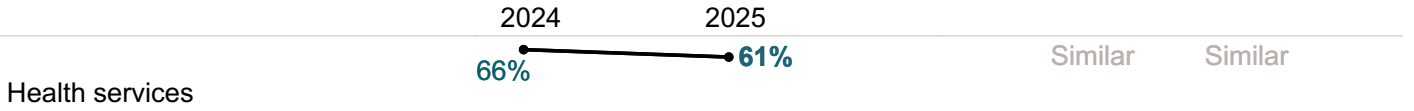
Please rate each of the following characteristics as they relate to Staunton as a whole. (% excellent or good)



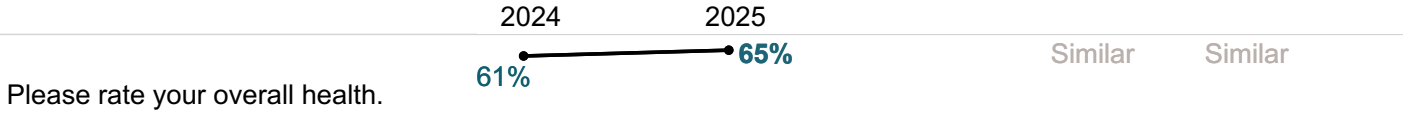
Please also rate each of the following in the Staunton community. (% excellent or good)



**Please rate the quality of each of the following services in Staunton.**  
(% excellent or good)



**Please rate your overall health.**  
(% excellent or very good)



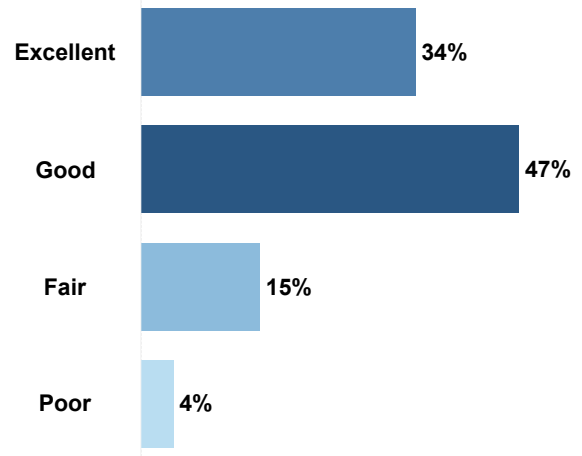
26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

## Education, Arts, and Culture

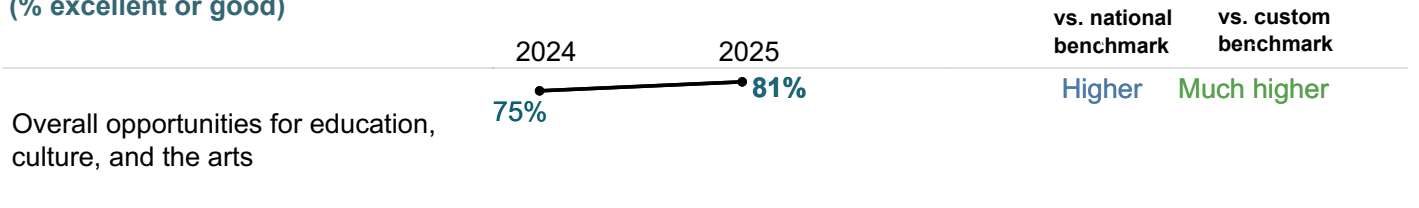
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

### Overall opportunities for education, culture and the arts, 2025



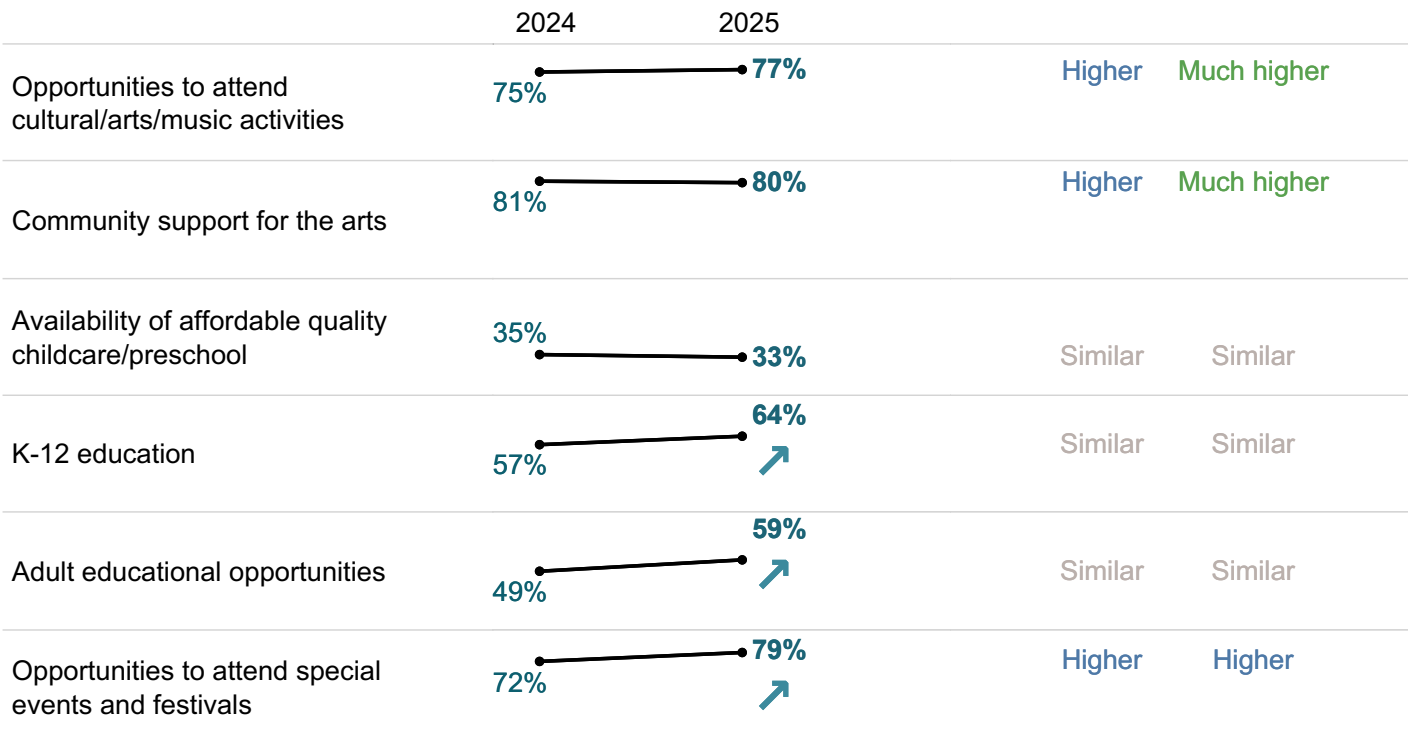
Please rate each of the following characteristics as they relate to Staunton as a whole.

(% excellent or good)

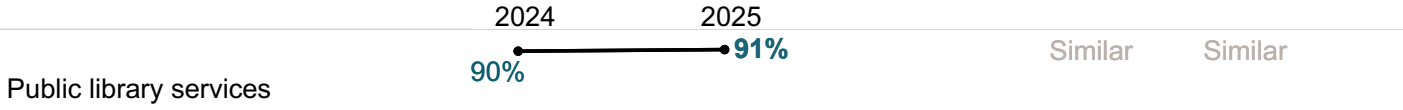


Please also rate each of the following in the Staunton community.

(% excellent or good)



**Please rate the quality of each of the following services in Staunton.**  
**(% excellent or good)**

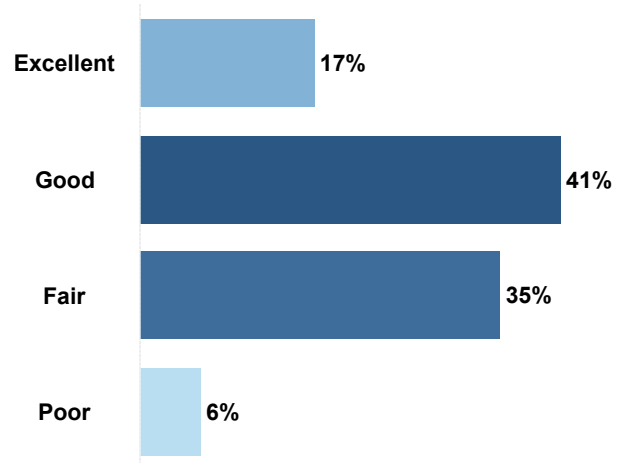


28. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.  
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

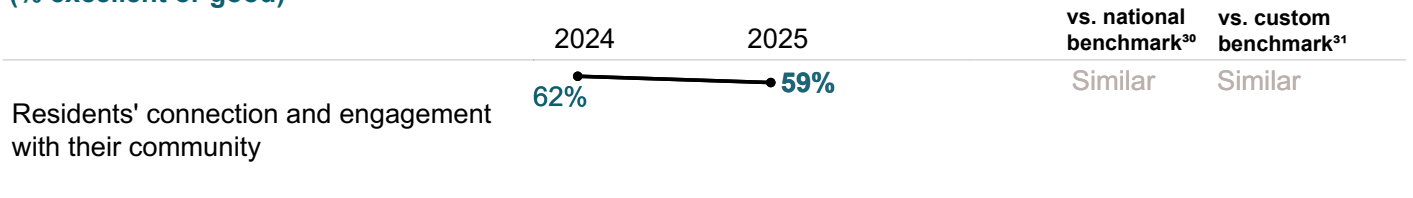
## Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged.

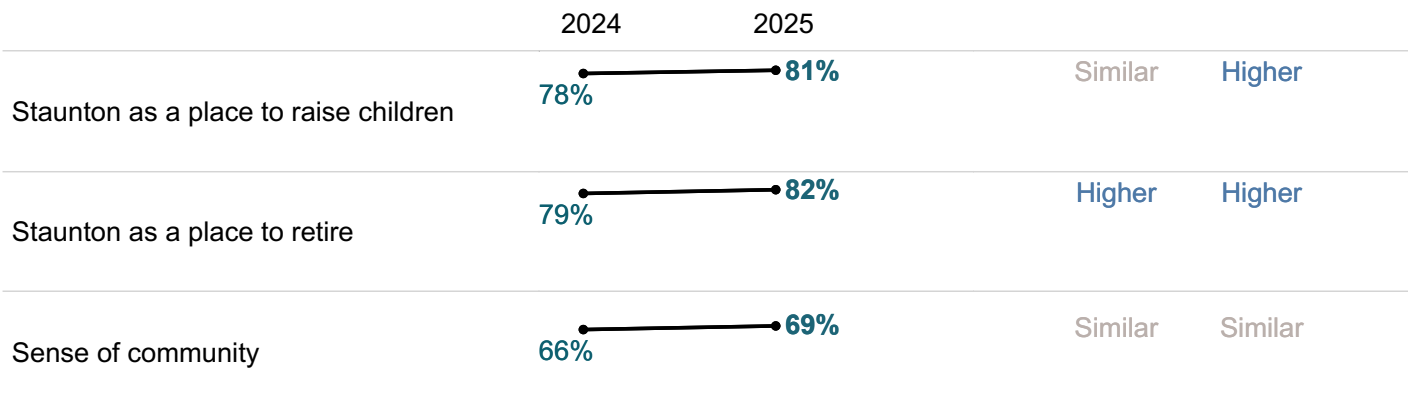
### Residents' connection and engagement with their community, 2025



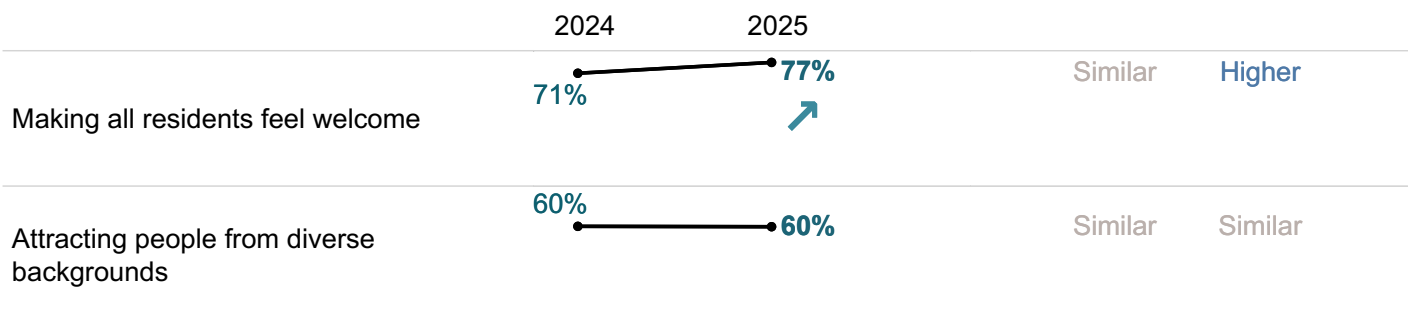
Please rate each of the following characteristics as they relate to Staunton as a whole. (% excellent or good)



Please rate each of the following aspects of quality of life in Staunton. (% excellent or good)



Please rate the job you feel the Staunton community does at each of the following. (% excellent or good)



Valuing/respecting residents from diverse backgrounds	63% ————— 66%	Similar	Similar
Taking care of vulnerable residents	44% ————— 38%	Similar	Similar

**Please also rate each of the following in the Staunton community.  
(% excellent or good)**

	2024	2025		
Sense of civic/community pride	66%	75% ↗	Similar	Higher
Neighborliness of residents	68%	68%	Similar	Similar
Opportunities to participate in social events and activities	67%	71%	Similar	Higher
Opportunities to volunteer	71%	76%	Similar	Similar
Opportunities to participate in community matters	63%	70% ↗	Similar	Higher
Openness and acceptance of the community toward people of diverse backgrounds	57%	64% ↗	Similar	Similar

**Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)**

	2024	2025		
Campaigned or advocated for a local issue, cause, or candidate	22%	25%	Similar	Similar

30. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

# The City of Staunton 2025 Community Survey

Please complete this survey if you are an adult (age 18 or older). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in Staunton.

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

## 2. Please rate each of the following characteristics as they relate to Staunton as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Staunton .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton .....	1	2	3	4	5
Overall design or layout of Staunton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Staunton (water, sewer, stormwater, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Staunton.....	1	2	3	4	5
Overall quality of natural environment in Staunton.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Staunton.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

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

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

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

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Staunton's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

## 5. Please rate the job you feel the Staunton community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the Staunton community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Staunton.....	1	2	3	4	5
Variety of business and service establishments in Staunton.....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Staunton.....	1	2	3	4	5
Overall image or reputation of Staunton .....	1	2	3	4	5

**7. Please also rate each of the following in the Staunton community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 Staunton.....	1	2	3	4	5
Ease of travel by public transportation in Staunton.....	1	2	3	4	5
Ease of travel by bicycle in Staunton.....	1	2	3	4	5
Ease of walking in Staunton.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Overall quality of new development in Staunton.....	1	2	3	4	5
Overall appearance of Staunton.....	1	2	3	4	5
Cleanliness of Staunton.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Staunton.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Staunton (in-person, phone, email, or web) for help or information.....	1	2
Contacted Staunton elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Staunton.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The City of Staunton 2025 Community Survey

## 9. Please rate the quality of each of the following services in Staunton.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Stormwater management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Staunton open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Staunton employees.....	1	2	3	4	5

## 10. Please rate the following categories of Staunton government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Staunton.....	1	2	3	4	5
The overall direction that Staunton is taking.....	1	2	3	4	5
The job Staunton government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Staunton government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Staunton.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Staunton .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Staunton .....	1	2	3	4
Overall design or layout of Staunton’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Staunton (water, sewer, stormwater, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in Staunton.....	1	2	3	4
Overall quality of natural environment in Staunton.....	1	2	3	4
Overall quality of parks and recreation opportunities .....	1	2	3	4
Overall health and wellness opportunities in Staunton.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community .....	1	2	3	4

# The City of Staunton 2025 Community Survey

Our last questions are about you and your household.  
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

<b>D1. In general, how many times do you:</b>	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

**D2. Please rate your overall health.**

- 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. How many years have you lived in Staunton?**

- Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

**D5. Which best describes the building you live in?**

- Single-family detached home  
 Townhouse or duplex (may share walls but no units above or below you)  
 Condominium or apartment (have units above or below you)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

- Rent  
 Own

**D7. 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      \$2,500 to \$3,999  
 \$300 to \$599      \$4,000 to \$6,999  
 \$600 to \$999      \$7,000 to \$9,999  
 \$1,000 to \$1,499      \$10,000 or more  
 \$1,500 to \$2,499

**D8. Do any children 17 or under live in your household?**

- No      Yes

**D9. Are you or any other members of your household aged 65 or older?**

- No      Yes

**D10. 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      \$100,000 to \$149,999  
 \$25,000 to \$49,999      \$150,000 to \$199,999  
 \$50,000 to \$74,999      \$200,000 to \$299,999  
 \$75,000 to \$99,999      \$300,000 or more

**D11. Are you of Hispanic, Latino/a/x, or Spanish origin?**

- No      Yes

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian  
 Black or African American  
 Native Hawaiian or Other Pacific Islander  
 White  
 A race not listed

**D13. 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

**D14. What is your gender?**

- Woman  
 Man  
 Identify in another way → go to D14a

**D14a. If you identify in another way, how would you describe your gender?**

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!** Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904**