

2025 National Community Survey

Summary of Results

City Council Update – Feb. 26, 2026

National Community Survey - Overview



Livability Measures

10 primary categories focusing on:

- Habitability
- Desirability



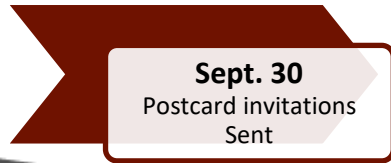
Alternating Years

- Survey administered every other year
- Next survey will be late 2027
- Building trend data

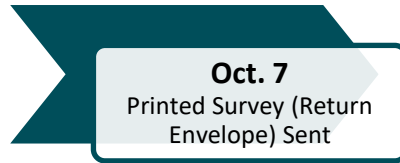


Employee Satisfaction

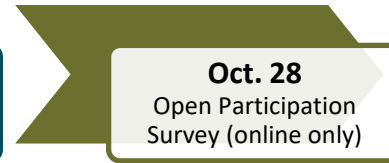
- City will continue employee satisfaction survey
- Alternating years from community survey



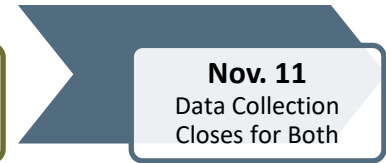
Sept. 30
Postcard invitations
Sent



Oct. 7
Printed Survey (Return
Envelope) Sent



Oct. 28
Open Participation
Survey (online only)



Nov. 11
Data Collection
Closes for Both

Methodology

- **Survey Instrument:**

- Standard questions each year, across all communities
- 10 Primary Question Categories:

- **Conducting Survey:**

- 3,000 randomly selected households through USPS list
- 16% response rate (462 households) surveys completed via online link or paper
- Responses are weighted to better reflect demographics of the city (age, sex, race, Hispanic origin, housing type, housing tenure)

- **3 Ways to Compare:**

- Trend Data from early 2024 to late 2025
- Staunton's data compared to 400+ communities (surveyed in the last 5 years)
- Staunton's data compared to custom benchmark: 42 communities
 - Median Household Income (Between 50,000 – 75,000)
 - Population (< 35,000)

Economy	Mobility & Transportation
Community Design	Utilities
Safety	Natural Environment
Parks & Recreation	Health & Wellness
Education, Arts, & Culture	Inclusivity & Engagement

Key Findings

Quality of Life continues to rank high:

Nearly 9 in 10 people would recommend living in Staunton to someone that asks

Residents report feeling safe throughout the city

More than 9 in 10 feel safe in their neighborhoods, downtown, & from violent crime

Many local government items had statistically significant increases from the last survey

Being open & transparent, honest, welcoming resident involvement, being fair

Numerous Parks & Recreation & natural environment scored higher than benchmarks

City Parks – 90%, Parks & Recreation opportunities, Staunton open space

Areas of Greatest Change

Answers Between 2024 to 2025:

27 Increases

91 Similar

5 Decreases

Governance: Several 11% - 15% increases

Ease of Bicycle Travel: + 10%

Quality of Service from Federal Government: - **14%**

Impact of economy on your family in next 6 months: - **7%**

Ease of Public Transit: - **10%**

Overall quality of utility infrastructure: - **9%**

Snow Removal: - **7%**

** Change is statistically significant when greater than **5.97%**

Quality of Life

Above
custom
benchmark

Positive Ratings:

Staunton as a place to live: **87%**

✓ Likelihood of recommending living in Staunton: **89%** ↗

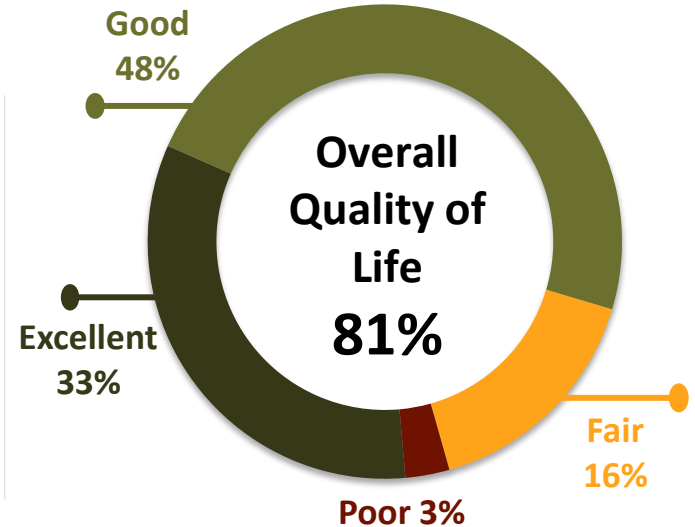
Remain in Staunton for next 5 years: **87%**

Staunton as a place to work: **55%**

✓ Staunton as a place to raise children: **81%**

✓ Staunton as a place to retire: **82%**

Sense of Community: **69%**



↗ Represents
statistical change

Safety

Excellent & Good Ratings:

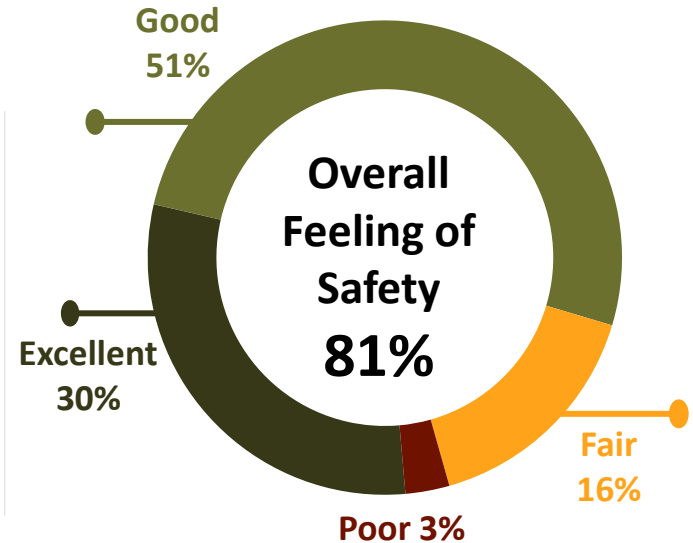
Feel safe in downtown/commercial area during day: **96%**

Feel safe in your neighborhood during day: **95%**

Feel safe from violent crime: **90%**

Feel safe from property crime: **87%**

Feel safe from fire, flood, natural disaster: **84%**



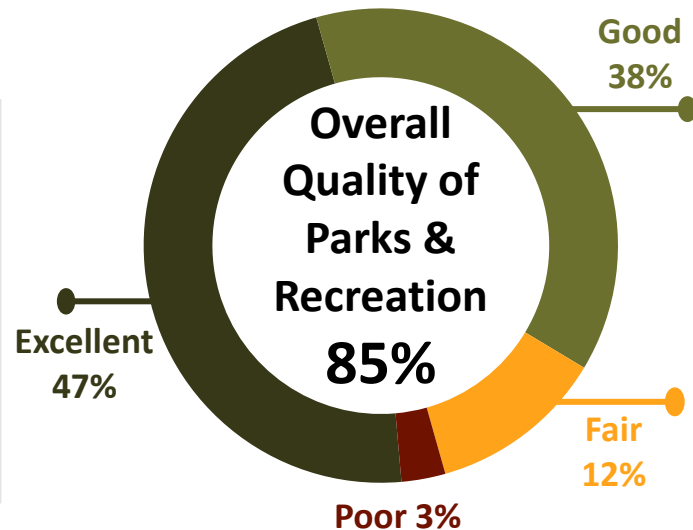
All 2025 values similar to 2024 and Custom Benchmark Cities

Parks & Recreation

Above
custom
benchmark

Excellent & Good Ratings:

- ✓ Quality of City Parks: **91%**
- ✓ Recreation Programs: **80%**
- ✓ Recreation Facilities: **75%**
- Recreational Opportunities: **67%**
- Availability of walking paths & trails: **60%** ↗

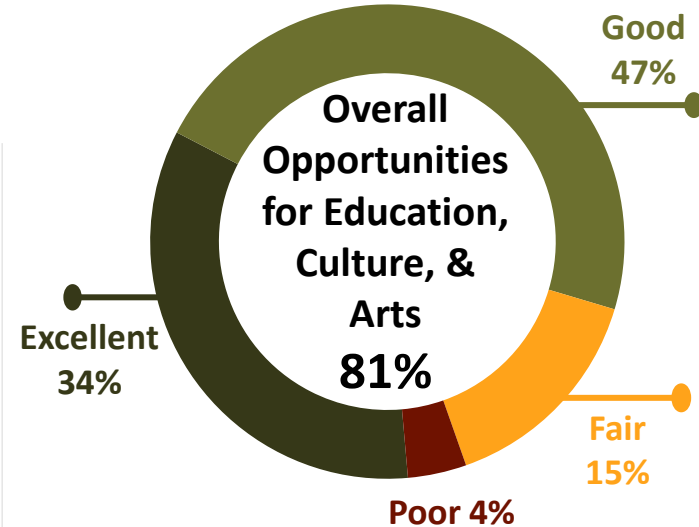


Education, Arts, & Culture

Above
custom
benchmark

Excellent & Good Ratings:

- ✓ Community Support for the Arts: **80%**
 - ✓ Opportunities to attend cultural/arts/music activities: **77%**
 - ✓ Opportunities to attend special events/festivals: **79%** ↗
- K-12 Education: **64%** ↗ (up from 57%)
- Adult Educational Opportunities: **59%** ↗ (up from 49%)
- Public Library Services: **91%**
- Availability of affordable quality childcare: **33%**



Natural Environment

Above
custom
benchmark

Excellent & Good Ratings:

Air Quality: **88%**

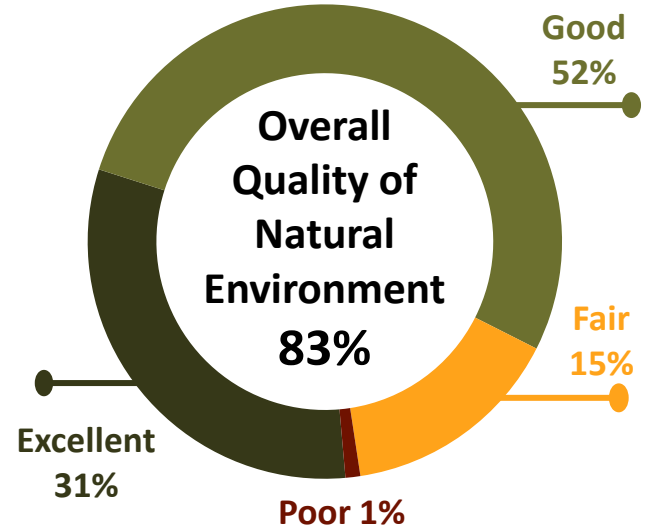
Cleanliness of Staunton: **80%**

Water Resources: **64%**

Preservation of Natural Areas: **67%**



Open Space: **70%** ↗



Health & Wellness

Excellent & Good Ratings:

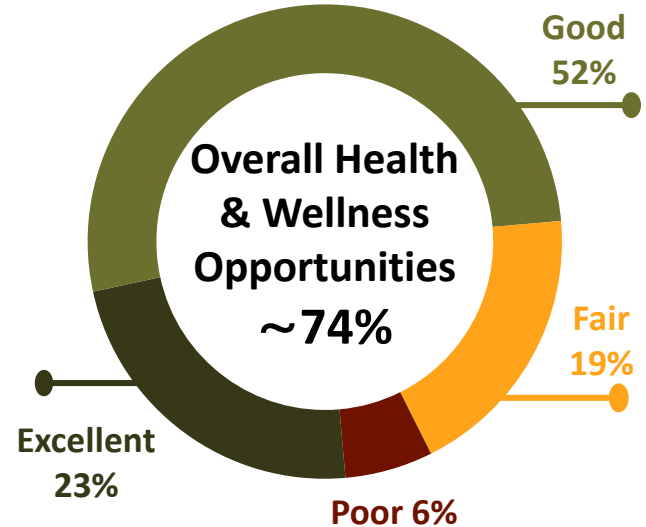
Availability of affordable quality food: **61%**

Availability of affordable quality healthcare: **50%**

Availability of preventative health services: **50%**

Availability of affordable quality mental healthcare: **31%**

Rate Your Overall health: **65%**



Utilities

Below
custom
benchmark

Excellent & Good Ratings:

Sewer services: **84%**

Drinking Water: **77%**

Power (electric/gas): **80%**

Garbage Collection: **82%**

Yard Waste Pick-Up: **59%**

× Recycling: **34%**

2024
Results

83%

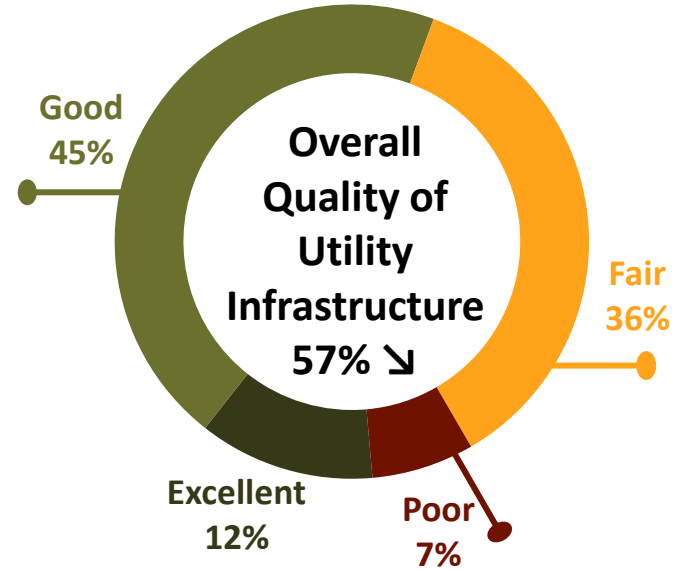
75%

81%

79%

56%

32%

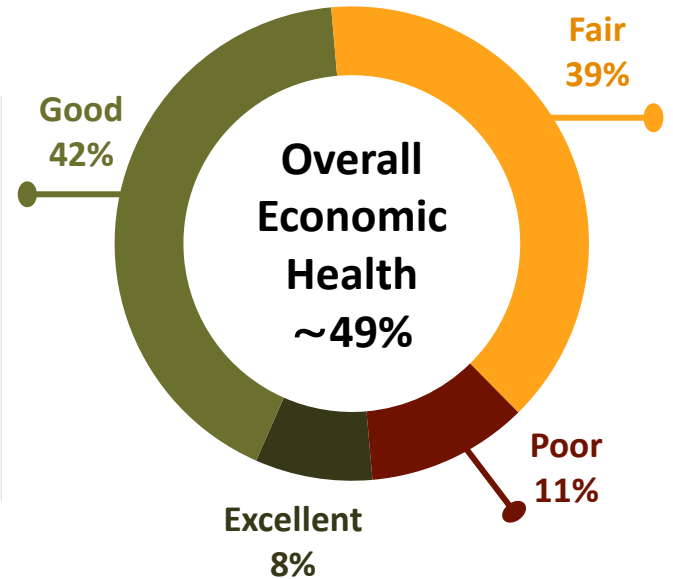


Economy

Above
custom
benchmark

Excellent & Good Ratings:

- ✓ Staunton as a place to visit: **87%**
- ✓ Overall quality of business/service establishments: **75%**
- ✓ Vibrancy of downtown/commercial area: **75%**
- Employment opportunities: **33%**
- Cost of living in Staunton: **44%**
- Availability of affordably quality housing: **23%**
- Positive impact on family income in next 6 months: **15%** ↘



Community Design

Above
custom
benchmark



Excellent & Good Ratings:

Overall appearance of Staunton: **83%**



Preservation of historical/cultural character: **84%** ↗



Public places where people want to spend time: **71%** ↗

Well-designed neighborhoods: **57%**

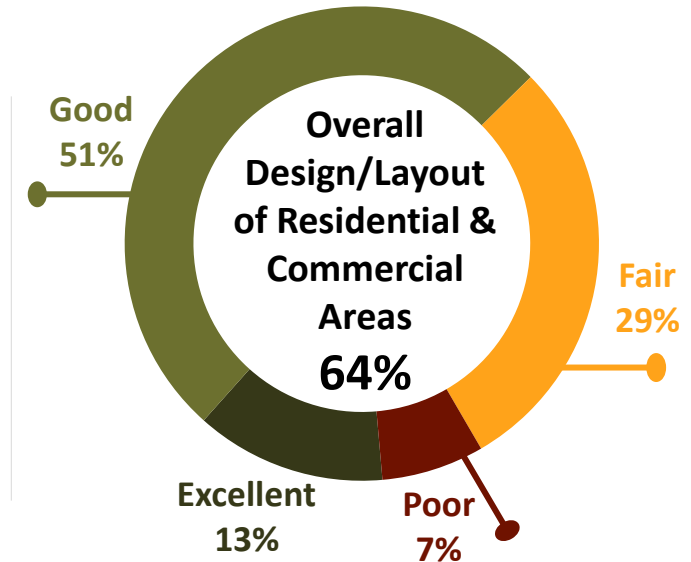
Well-planned residential growth: **49%** ↗

Well-planned commercial growth: **43%** ↗

Overall quality of new development: **41%**

Land use, planning, zoning: **49%** ↗

Code Enforcement: **38%**

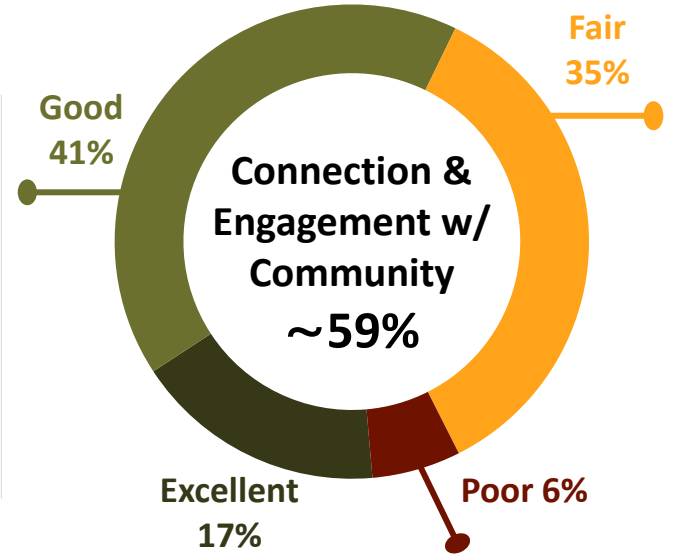


Inclusivity & Engagement

Excellent & Good Ratings:

Above
custom
benchmark

- ✓ Making all residents feel welcome: **77%** ↗
- ✓ Sense of Civic Pride: **75%** ↗
- ✓ Opportunities to participate in community matters: **70%** ↗
- Sense of Community: **69%**
- Neighborliness of residents: **68%**
- Openness toward people of diverse backgrounds: **64%** ↗
- Valuing/respecting those from diverse backgrounds: **66%**
- Taking care of vulnerable residents: **38%**



Mobility/Transportation System

Above
custom
benchmark

Excellent & Good Ratings:

Ease of travel by car: **83%**

✓ Traffic flow on major streets: **69%**

Ease of public parking: **56%**

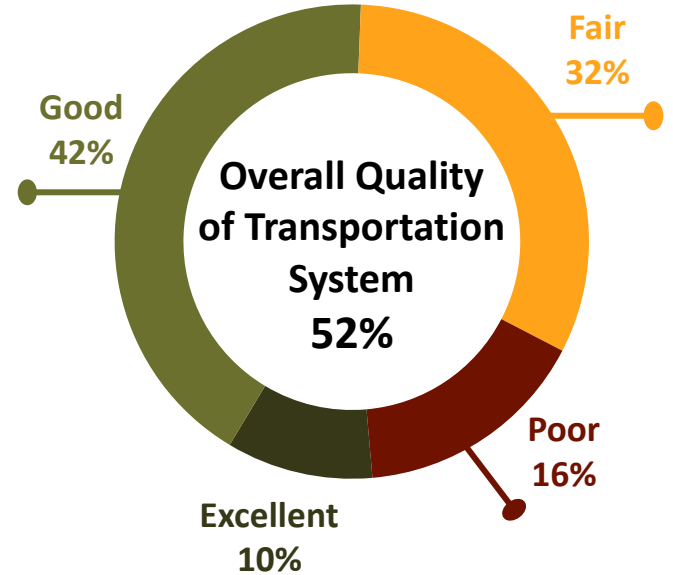
Ease of walking: **56%**

Availability of paths and walking trails: **60%** ↗

Ease of travel by bicycle: **41%** ↗

** Below benchmark
in previous survey

Ease of travel by public transportation: **33%** ↘



Mobility/Transportation System

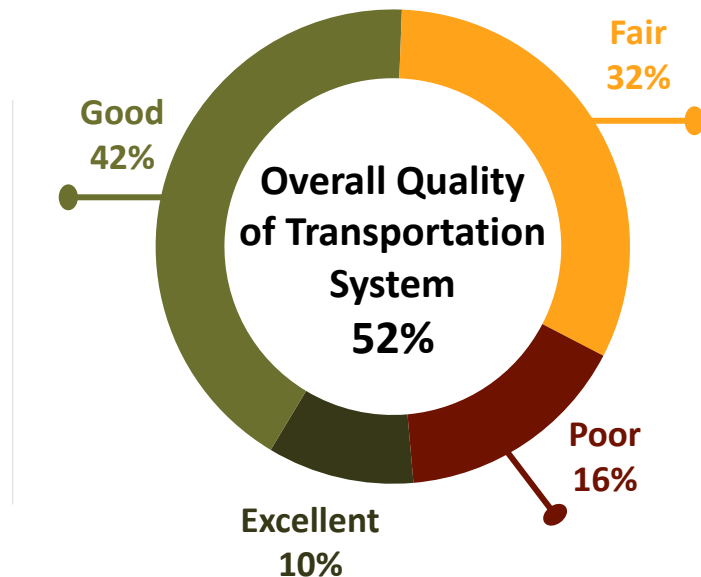
Excellent & Good Ratings:

Street Repair: **53%**

Street Cleaning: **71%**

Snow Removal: **70%** ↘

Sidewalk Maintenance: **54%**



Governance

Above
custom
benchmark

Excellent & Good Ratings:

Overall customer service by city employees: **84%**

Overall quality of the services provided by city: **76%** ↗

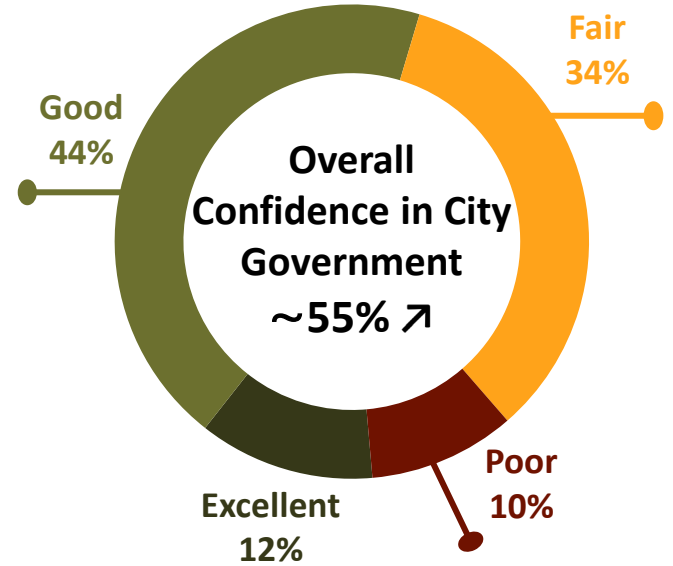
Public Information Services: **69%** ↗

Value of services for the taxes paid: **58%** ↗

Being open and transparent with the public: **57%** ↗

Generally acting in best interest of community: **61%** ↗

✓ City government welcomes resident involvement: **63%** ↗



Growth Opportunities

Residents identify concerns with local economy and affordability

- Cost of living
- Economic Development
- Employment Opportunities
- Childcare
- Housing



Many of these themes are wrapped up in the work that Housing, Economic Mobility & Opportunity, and Economic Development continue to work on.

Despite many of these being lower scores, none are below national or custom benchmarks.

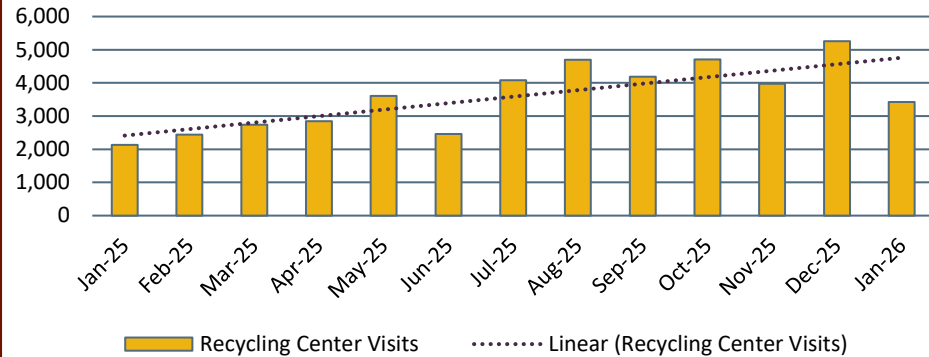
ONE Area Below Benchmarks



Recycling – 34%
(up from 32% last year)

Rated 'much lower' than national benchmarks and 'lower' than custom benchmarks

13 Month Overview - Recycling Center Visits



January: 60% increase from last year, even with a week-long closure from winter storm