Polco

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Stafford County, VA

The National Community Survey™

2024 Results

Polco

Civic Communication & Analytics Platform

Smarter, better-connected communities. A civic surveying, policy polling, and constituent communication tech platform.

Visit us online at

polco.us

National Research Center

Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Exclusive Partners

ICMA

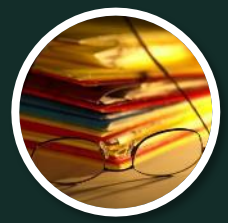
NLC NATIONAL LEAGUE OF CITIES

CITIES STRONG TOGETHER

Resident Surveys in Local Governance

Monitor trends in resident opinion

Measure government performance



Inform budget, land use, strategic planning decisions

Benchmark against other communities

The NCS™ Facets of Community Livability

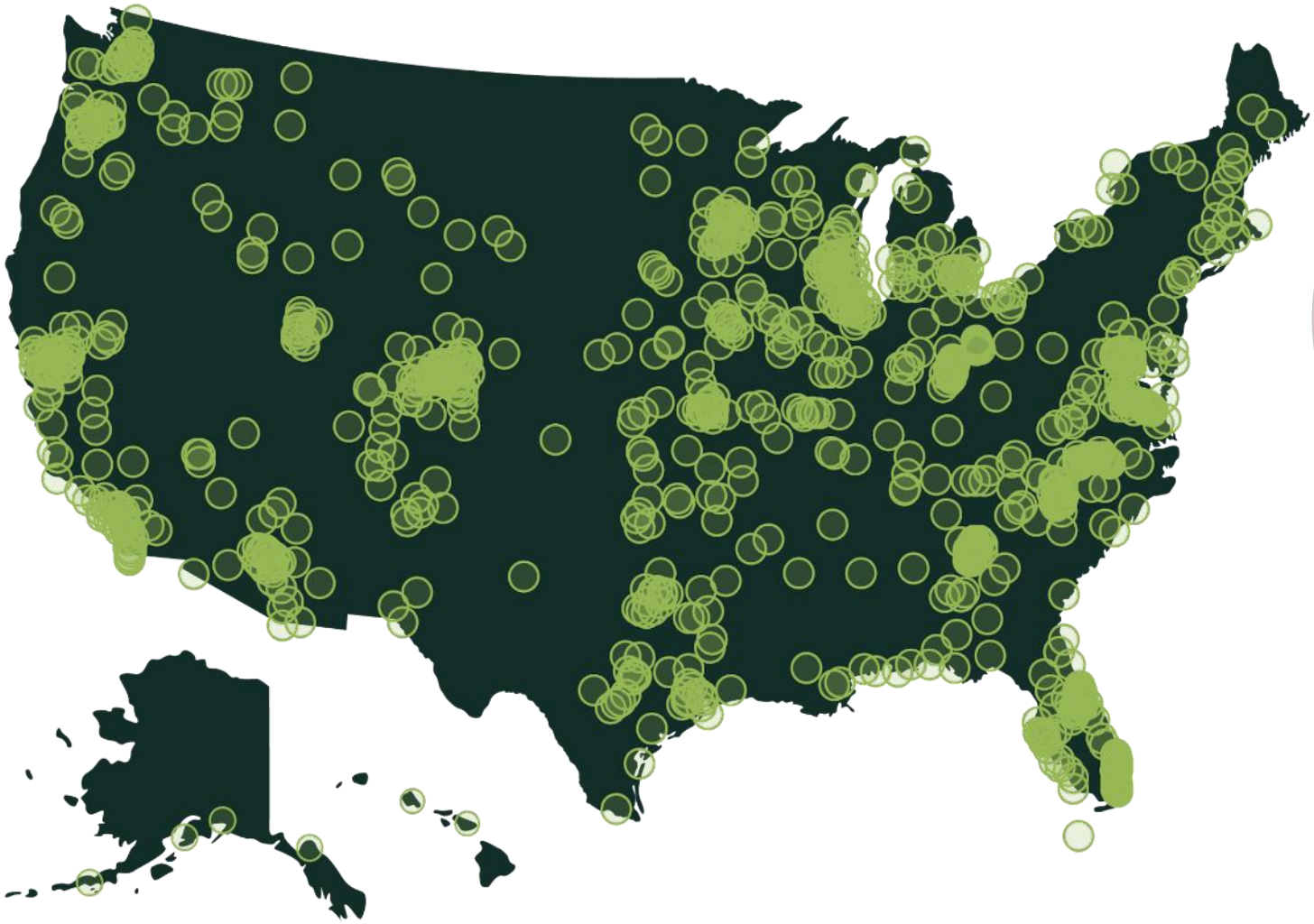
THE NCS™
THE NATIONAL COMMUNITY SURVEY™

The National Community Survey™ in Stafford County

The NCS™ for Stafford County, VA

- 2nd time conducting The NCS (previous survey in 2022)
- Survey conducted from March 1, 2024– April 12, 2024
- Mailing approach employed:
  - Probability-based sample of 4,500 randomly selected households
  - 469 total responses received
  - 11% overall response rate
  - Non-probability, open-participation survey: 617 responses
- Results statistically weighted to reflect Stafford County overall
- 95% confidence interval with a +/- 4.5% margin of error

Polco's Benchmarking Database

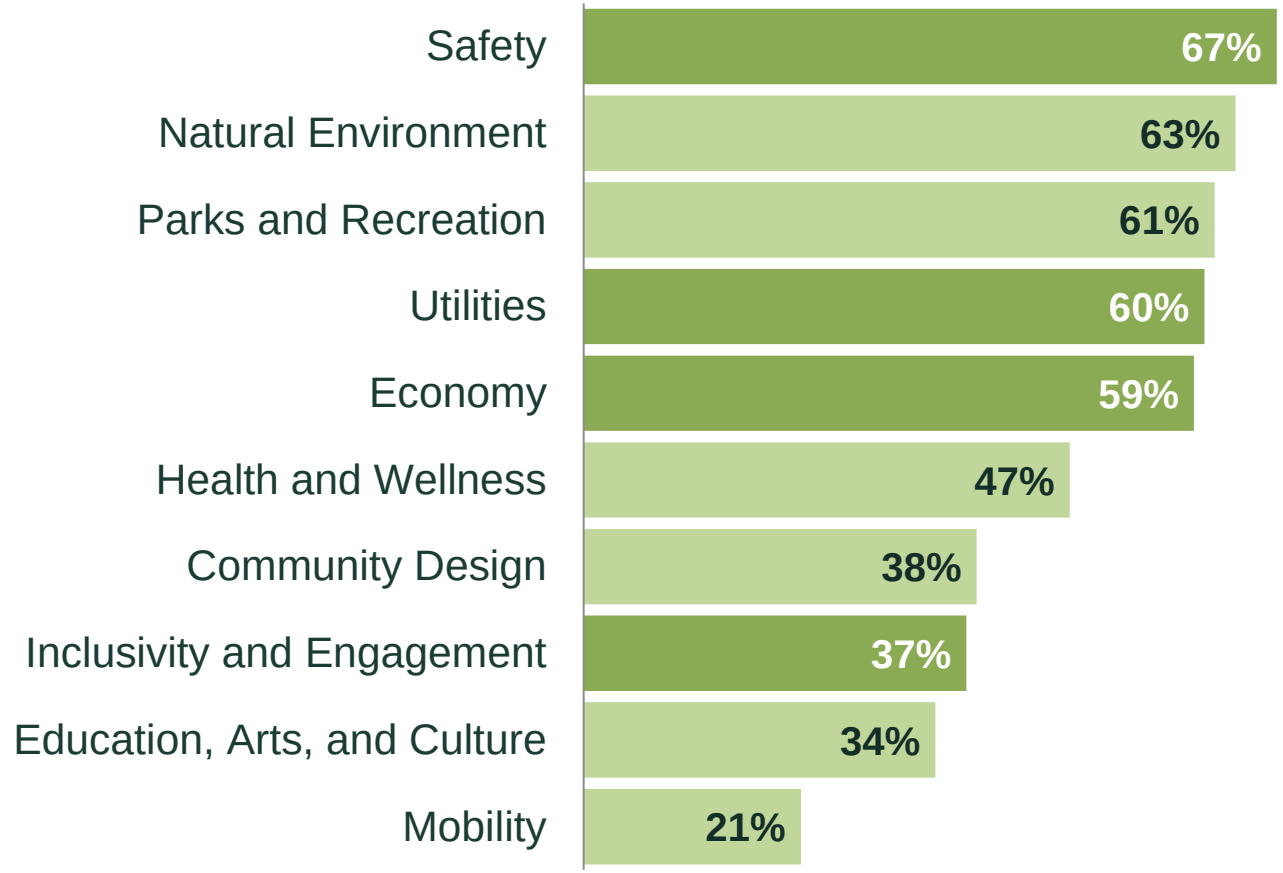


More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

Overview of Survey Results

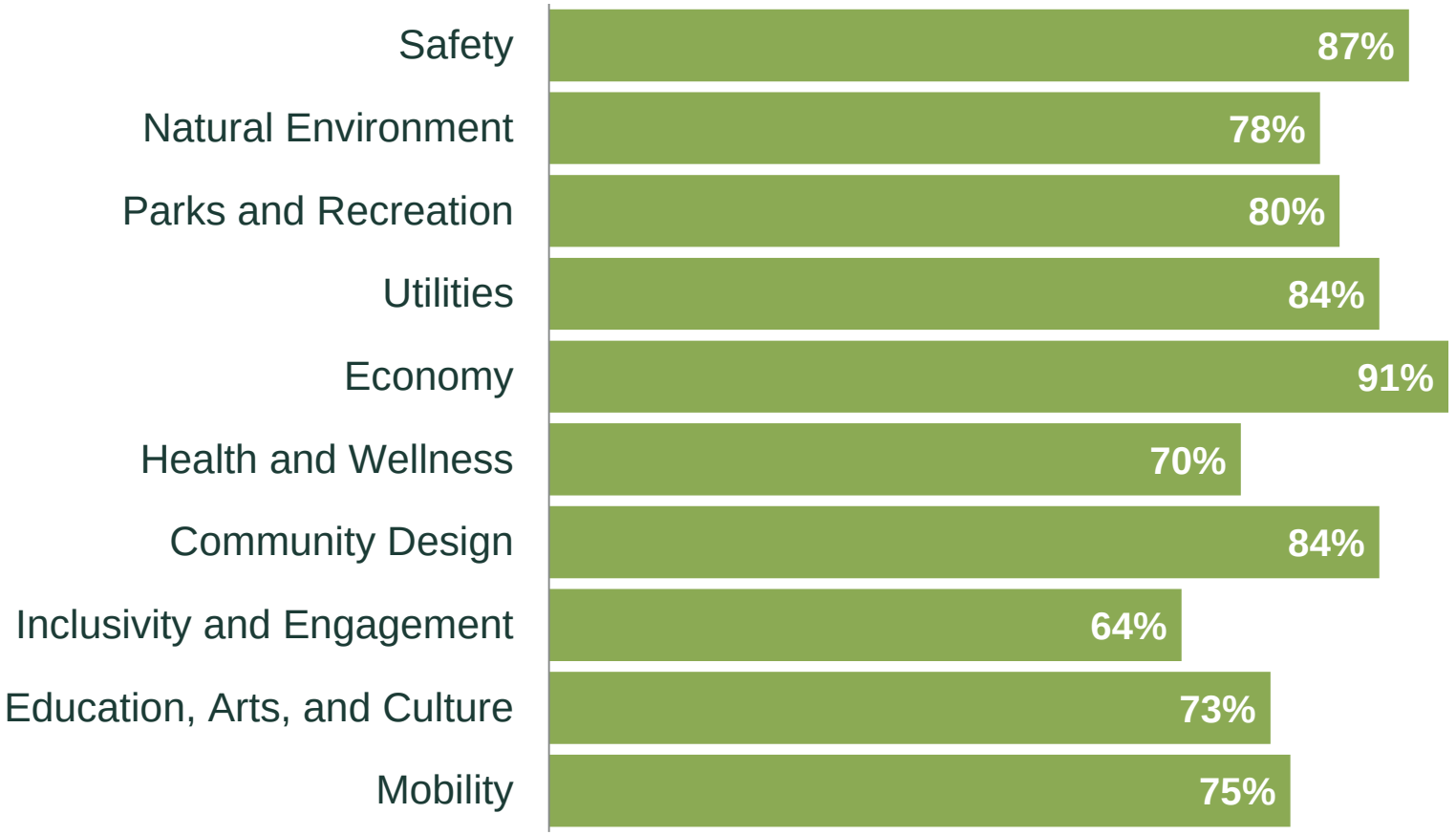
Facets of Community Livability: **Quality**



National Benchmark Comparisons:

- Higher
- Similar
- Lower

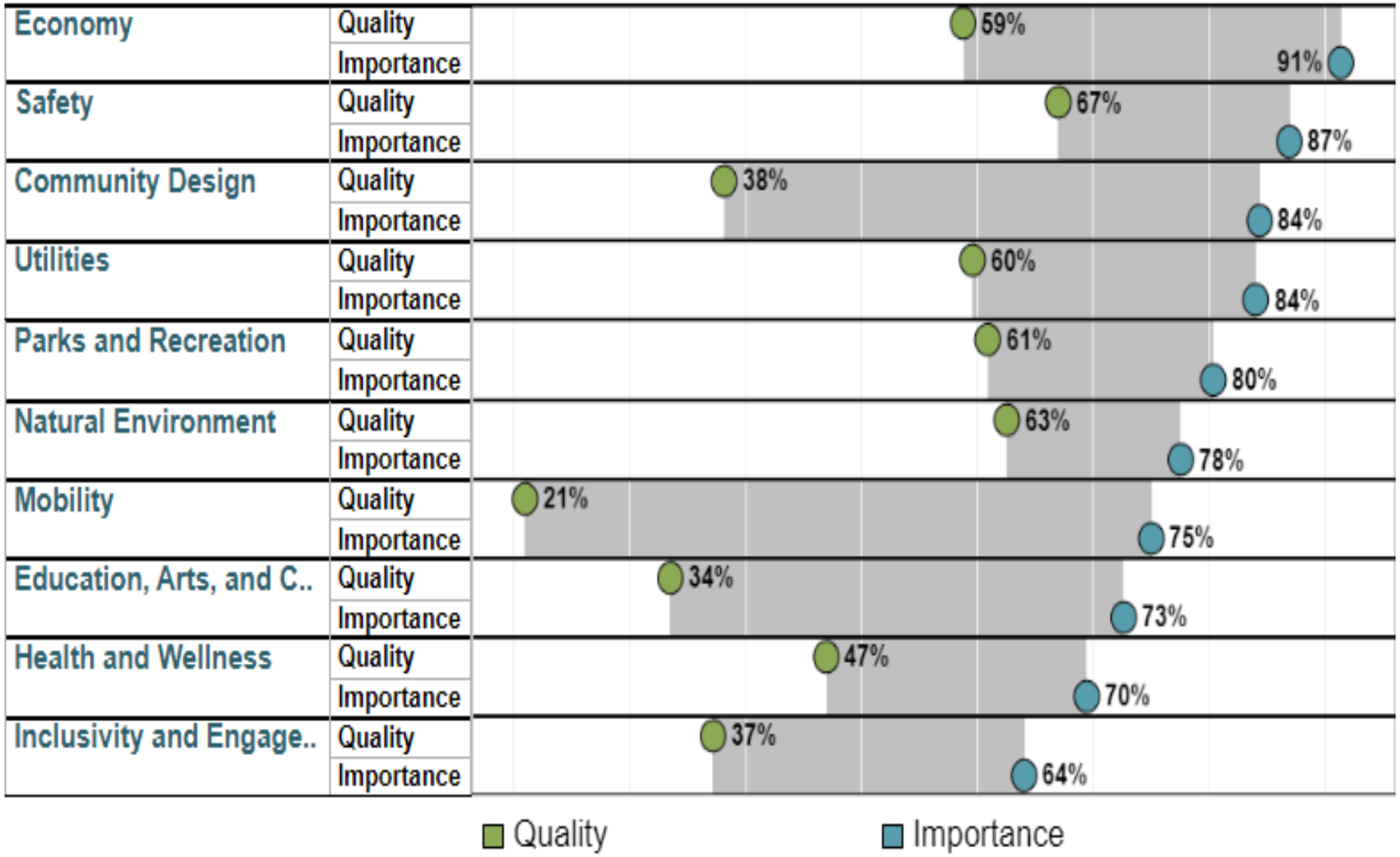
Facets of Community Livability: **Importance**



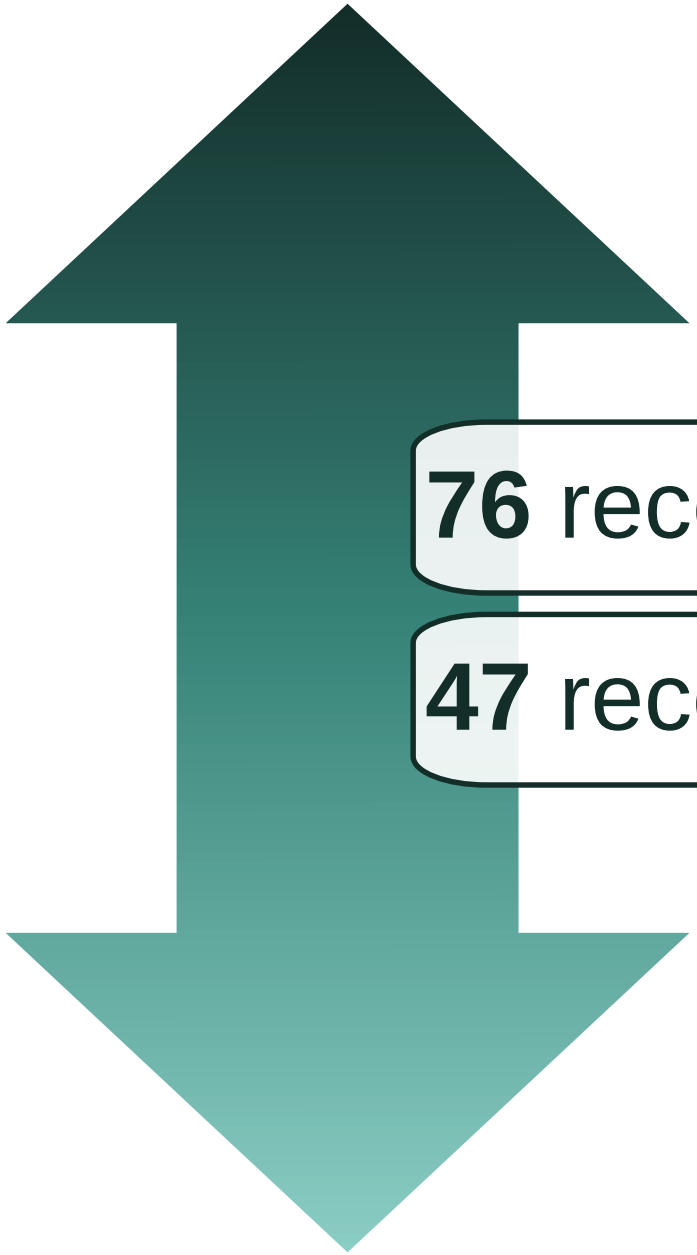
National Benchmark Comparisons:

- Higher
- Similar
- Lower

Balancing Quality and Importance



Comparisons to National Benchmarks



76 received **similar** ratings

47 received **lower** ratings

Comparisons to Custom Benchmarks

65 received **similar** ratings

58 received **lower** ratings

Comparisons to Previous Survey (2022)

23 received **higher** ratings

78 received **similar** ratings

22 received **lower** ratings

Key Findings

Highest-performing Areas

Safety in Stafford County

About

8 in 10

residents felt very or somewhat safe from:

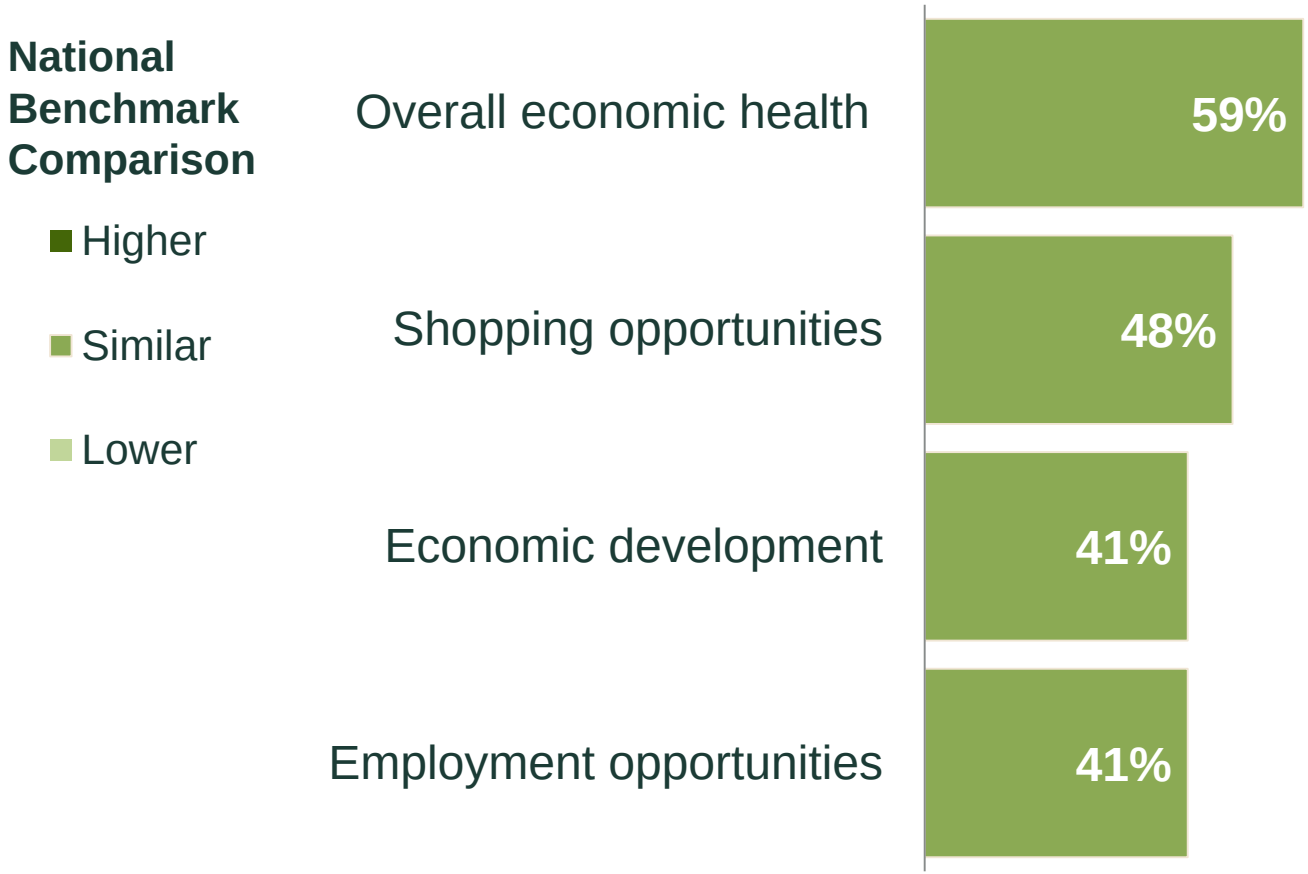
- From fire, flood, or other natural disaster*
- From violent crime
- From property crime

5 in 10 residents

- Gave positive marks to emergency preparedness*

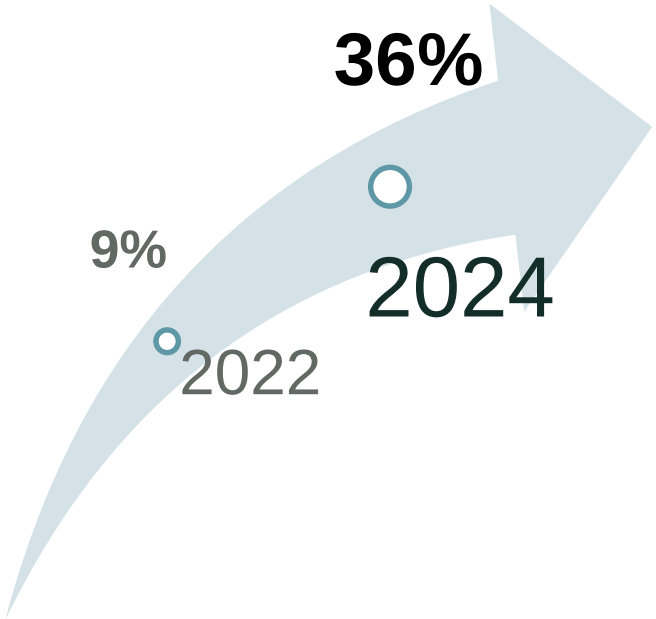
Economy in Stafford County

Please rate each of the following:

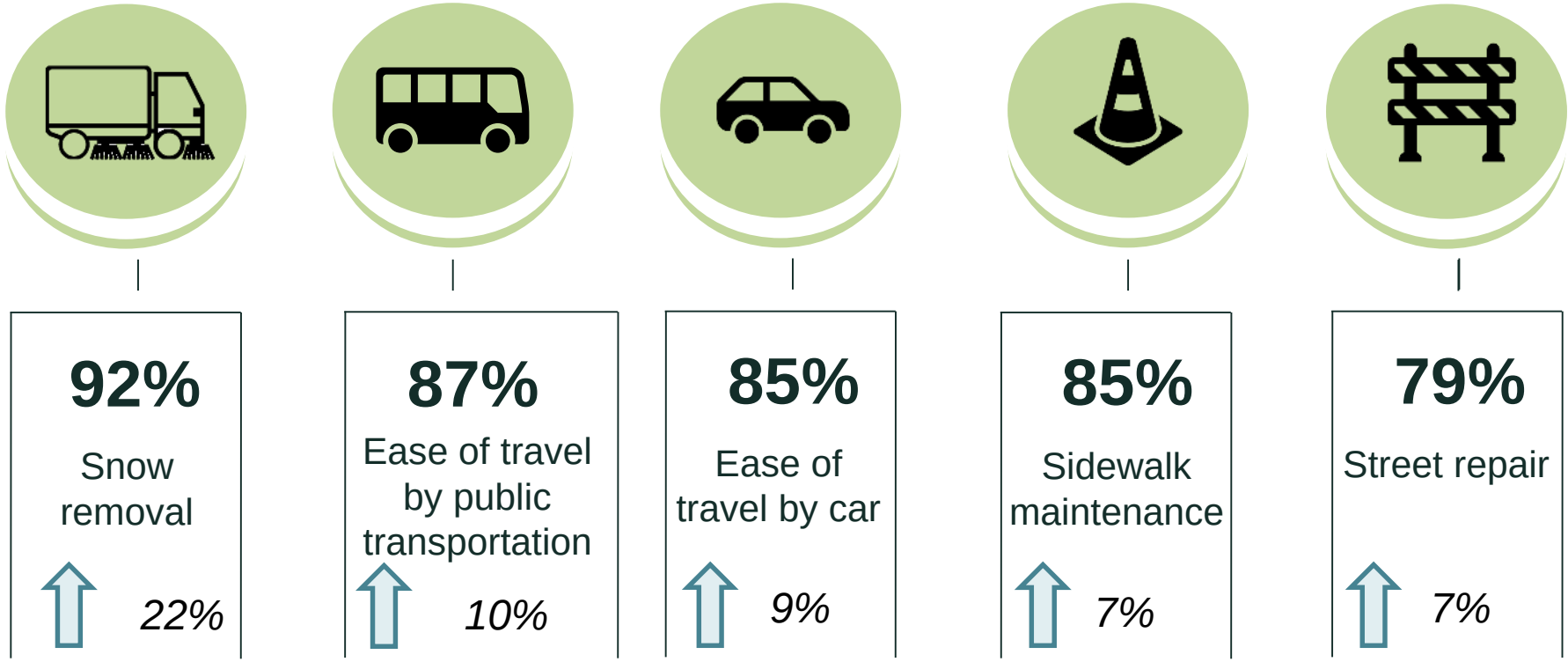


Percent excellent or good

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:



Mobility in Stafford County



Percent excellent or good

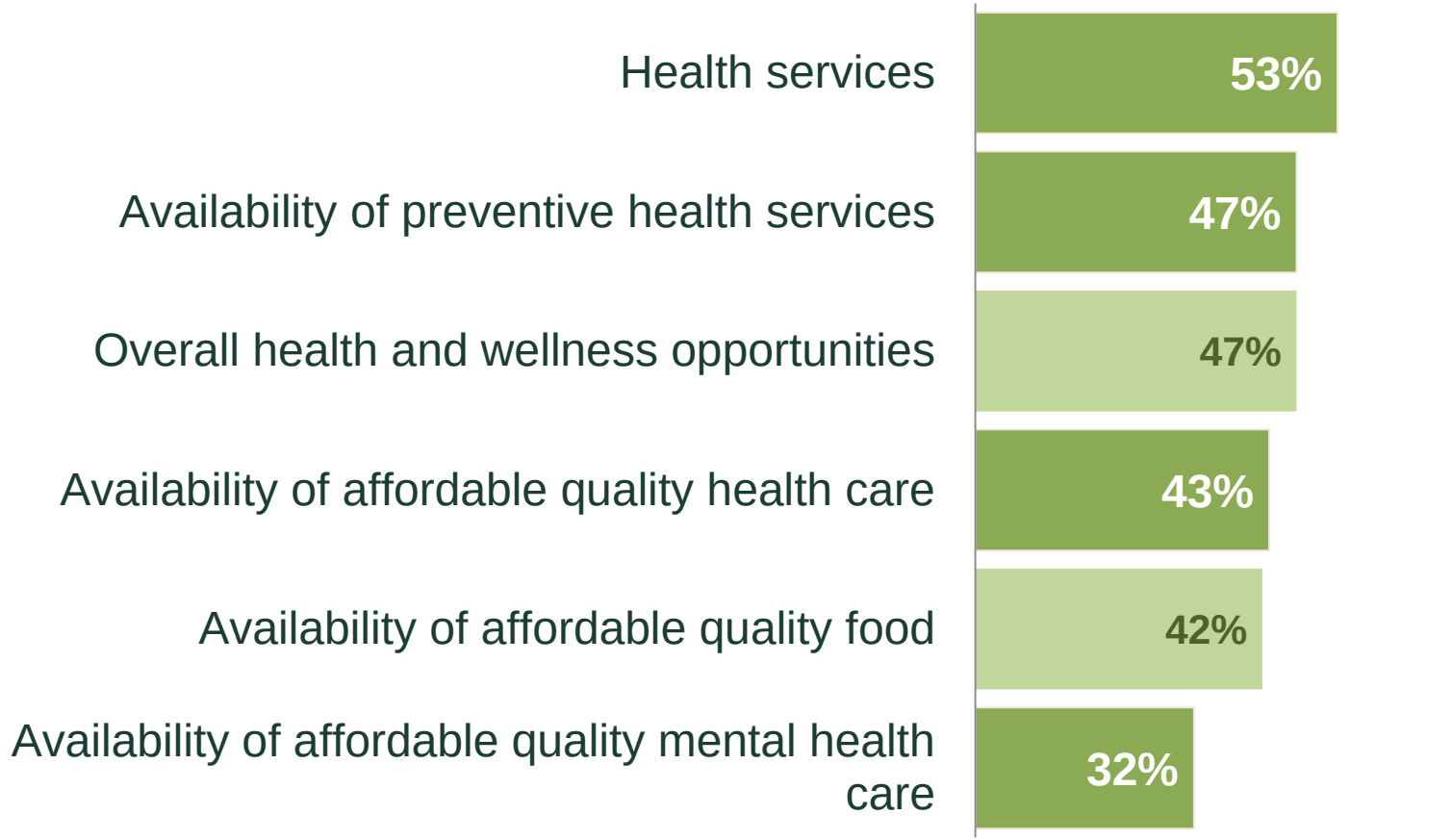
Lowest-performing reas

Health and Wellness in Stafford County

Please rate the following categories:

National Benchmark Comparison

- Higher
- Similar
- Lower

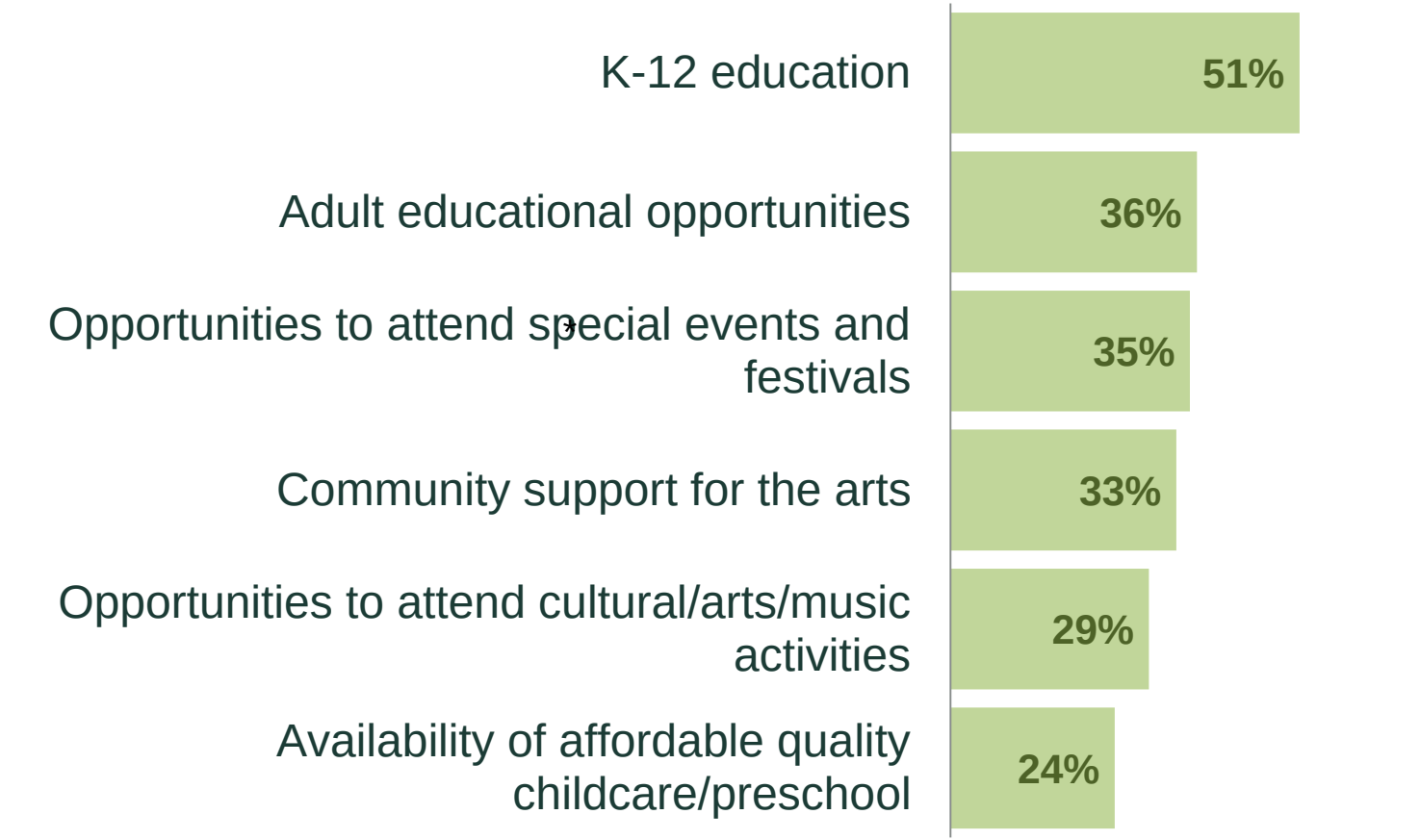


Education, Arts, and Culture in Stafford County

Please rate the following categories:

National Benchmark Comparison

- Higher
- Similar
- Lower



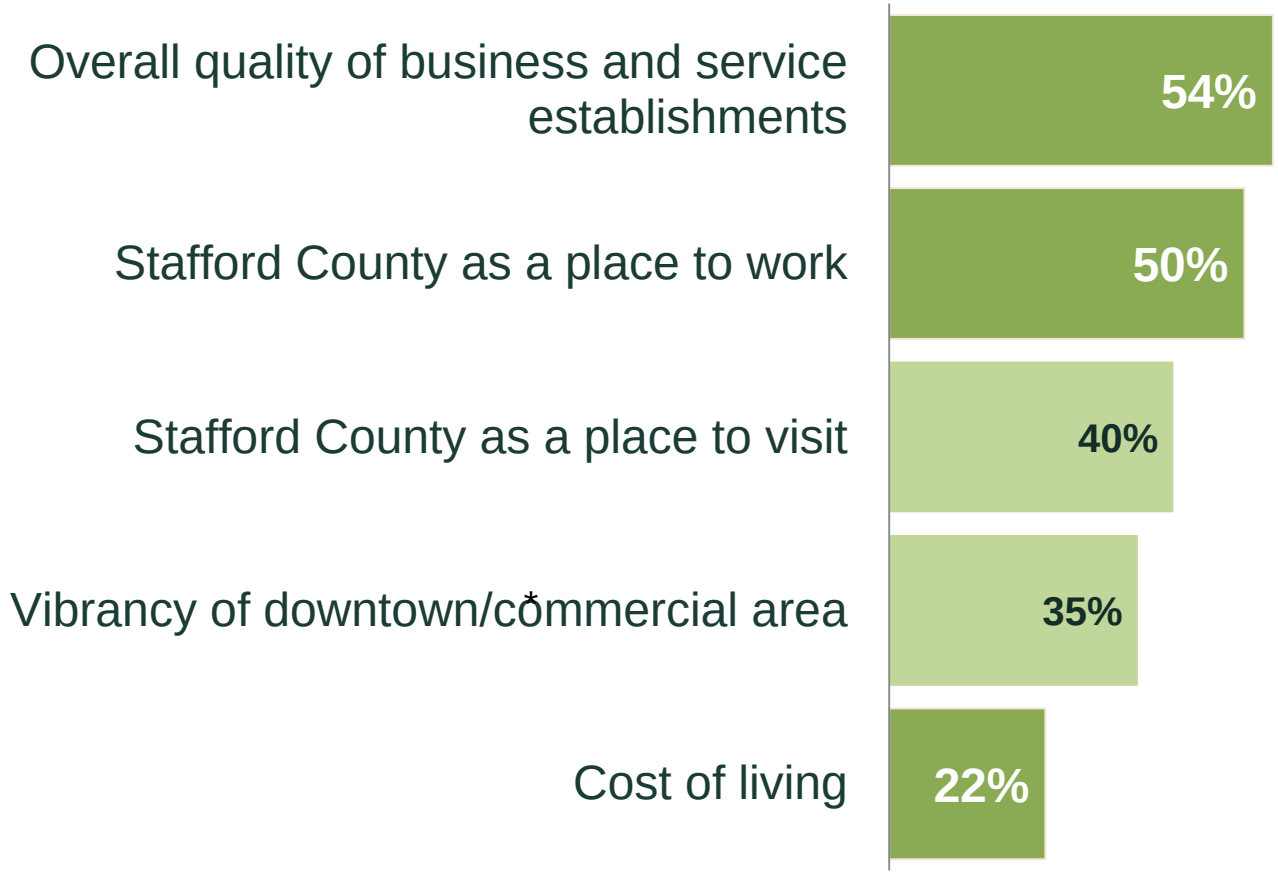
Percent excellent or good

Economy in Stafford County

Please rate each of the following:

National Benchmark Comparison

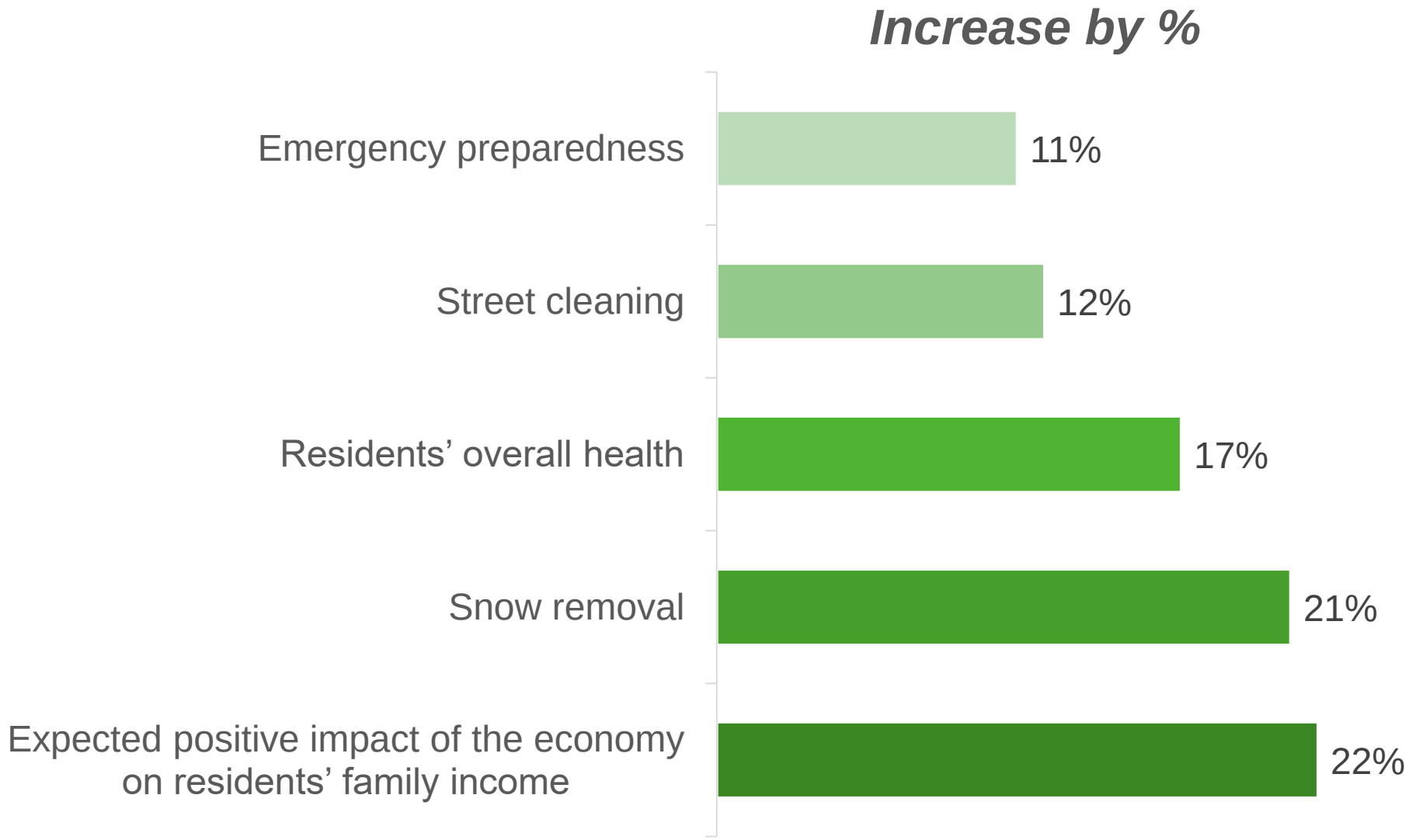
- Higher
- Similar
- Lower



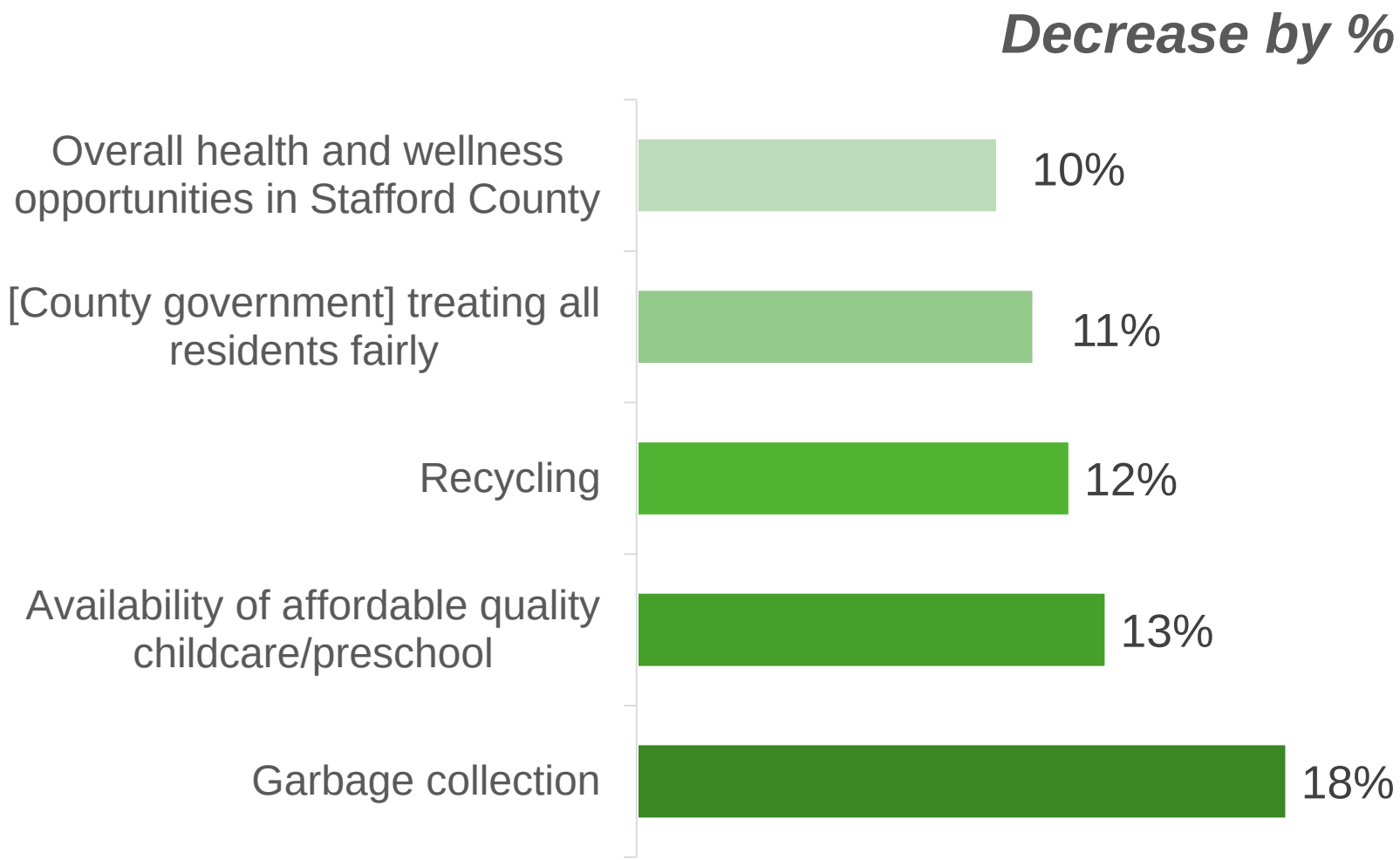
Percent excellent or good

Areas of Greatest Change Since 2022

Increases


Increase by %
Emergency preparedness
11%
Street cleaning
12%
Residents' overall health
17%
Snow removal
21%
Expected positive impact of the economy on residents' family income
22%

Decreases


Decrease by %
Overall health and wellness opportunities in Stafford County
10%
[County government] treating all residents fairly
11%
Recycling
12%
Availability of affordable quality childcare/preschool
13%
Garbage collection
18%

Additional Special Topics

13. How important to you, if at all, are each of these aspects to create/preserve a sense of community?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Knowing and being friendly with your neighbors	1	2	3	4	5
Attending community events	1	2	3	4	5
Having informal public spaces to gather such as downtown, parks or community centers	1	2	3	4	5
Easy access to amenities such as parks, shopping, etc.	1	2	3	4	5
Feeling safe at home and in the community	1	2	3	4	5
Having neighborhoods that are easy to walk around	1	2	3	4	5
Limiting the speed of residential growth	1	2	3	4	5
Limiting the speed of commercial growth	1	2	3	4	5

14. Which of the following have you done in the past 2 years? (Select all that apply)

- ❍ Voted in a local election
- ❍ Attended a local government public meeting
- ❍ Contacted my local government to share my opinion
- ❍ Volunteered to be on a local advisory committee

15. How much of a priority, if at all, should each of the following be for Stafford County to address in the next two years?

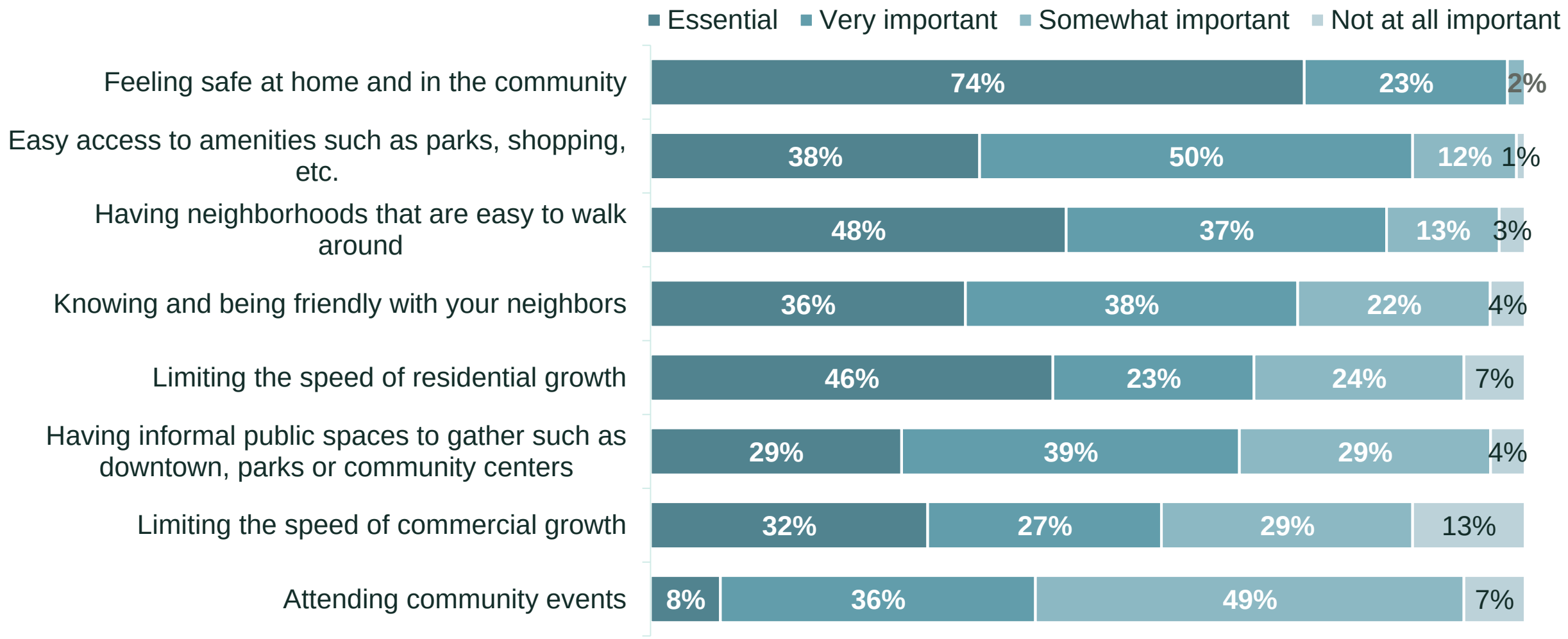
	High priority	Medium priority	Not a priority	Don't know
Economy (employment, retail, restaurants, downtown, economic development)	1	2	3	4
Mobility (roads, parking, traffic flow, pedestrian/bike trails, transportation options)	1	2	3	4
Community design (historical preservation, planned residential and commercial growth, neighborhoods)	1	2	3	4
Utilities (water, sewer, garbage collection, power, internet)	1	2	3	4
Safety (safety, fire, flood, crime prevention, animal control)	1	2	3	4
Natural environment (air quality, water resources, recycling, open space, preservation)	1	2	3	4
Parks and recreation (recreational opportunities, fitness choices, walking trails, parks, programs/classes)	1	2	3	4
Health and wellness (health services, health care, food, mental health)	1	2	3	4
Education, arts, and culture (K-12 education, childcare, special events, festivals, arts, library)	1	2	3	4

16. During a typical month, how many hours do you spend volunteering in your local community?

- ❍ None
- ❍ 1 to 3 hours
- ❍ 4 to 5 hours
- ❍ 6 to 10 hours
- ❍ 11 to 19 hours
- ❍ 20 or more hours
- ❍ Don't know

Custom Question: Sense of Community

How important to you, if at all, are each of these aspects to create/preserve a sense of community?

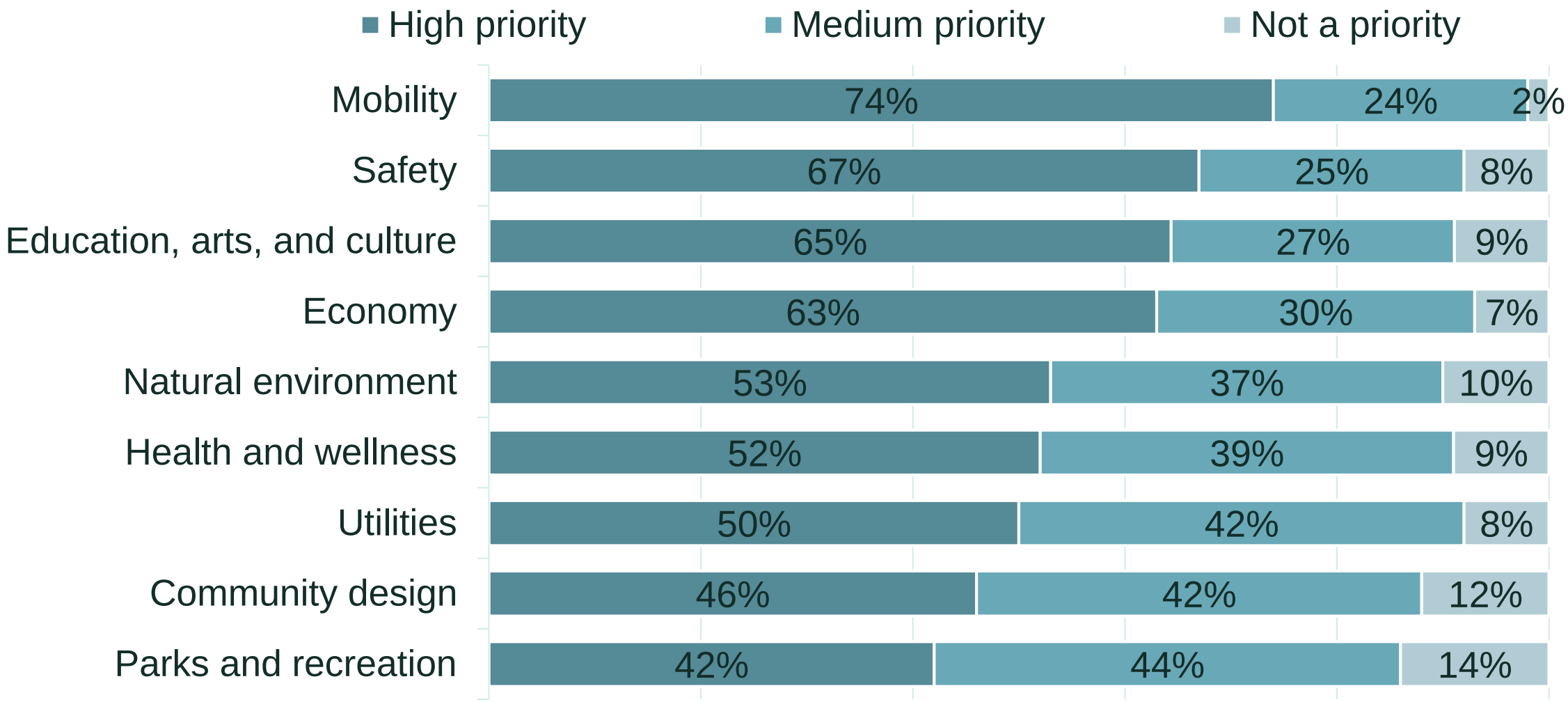


Custom Question: Participation

Which of the following have you done in the past 2 years?

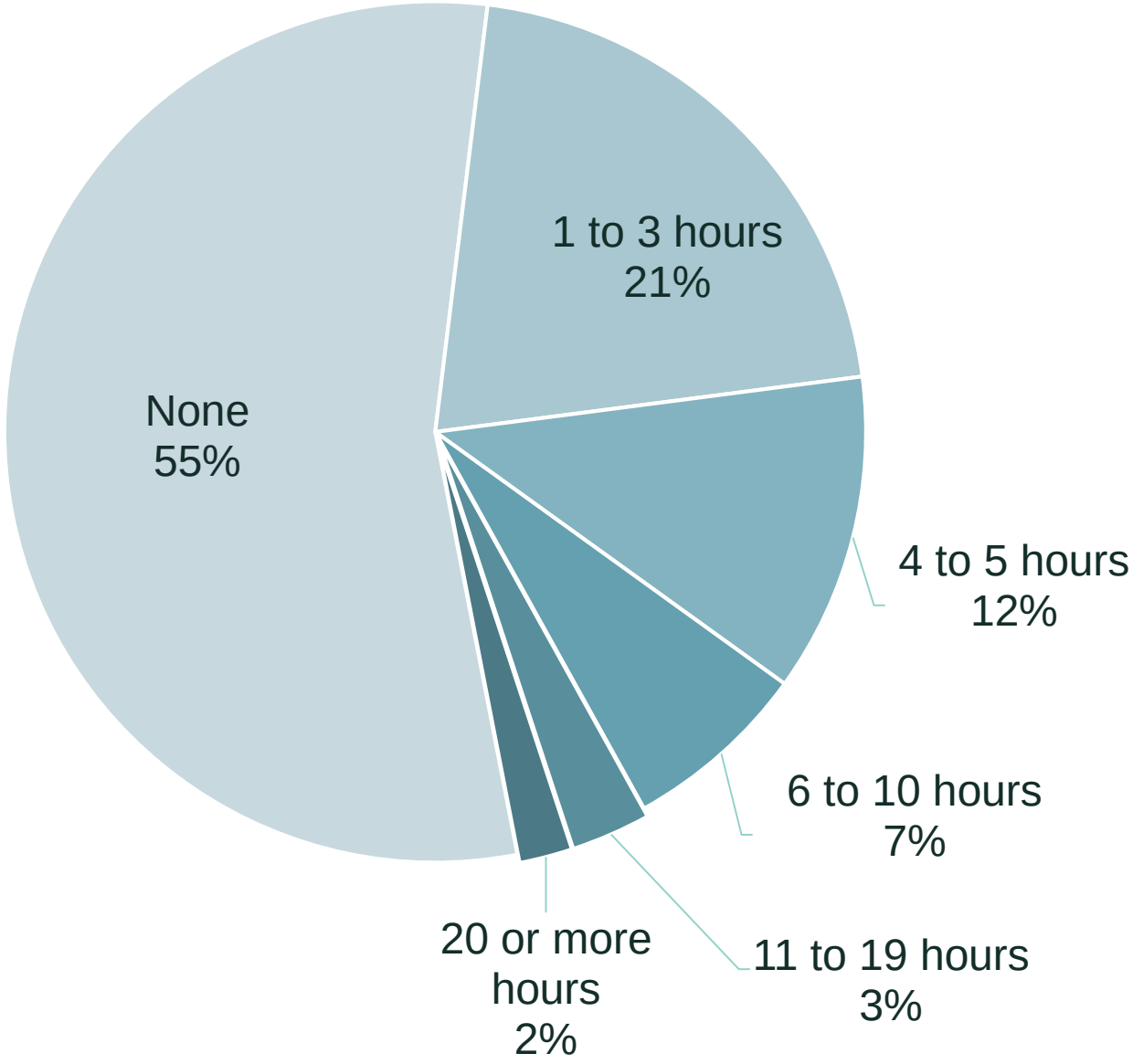
Custom Question: Priority

How much of a priority, if at all, should each of the following be for Stafford County to address in the next two years?



Custom Question: Volunteering

During a typical month, how many hours do you spend volunteering in your local community?

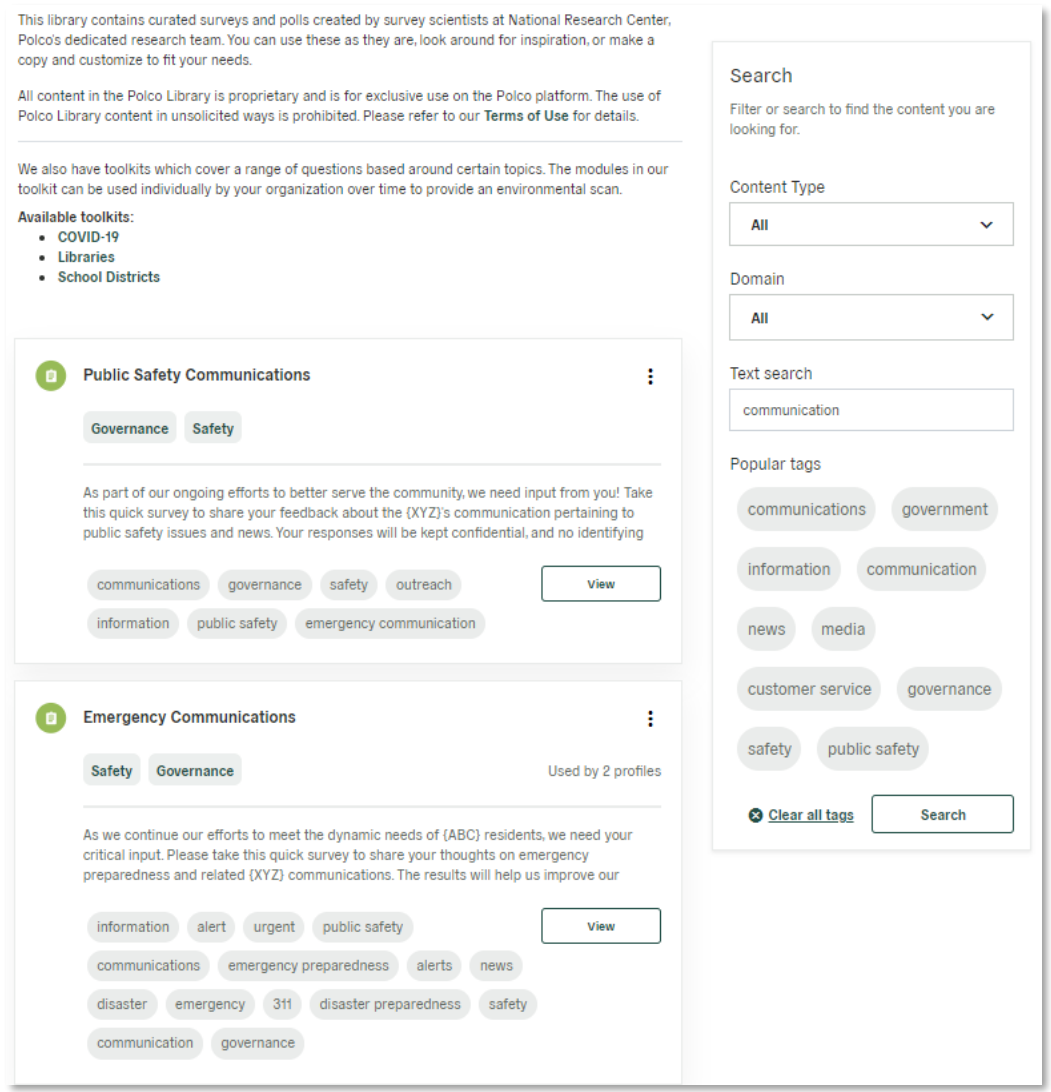


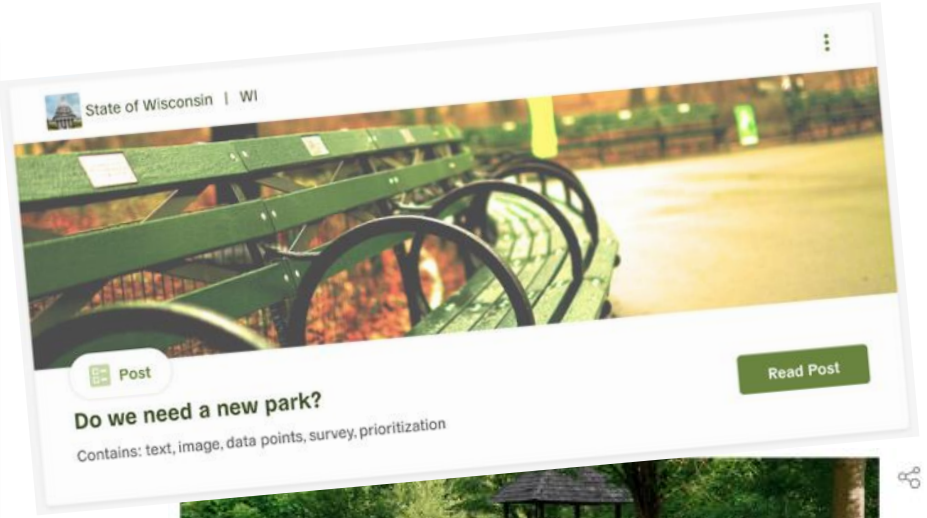
Next Steps: **ENGAGE** With Community Members

- ENGAGE
  - Participants
  - Content
  - Outreach
  - Polco Library

Customizable surveys and polls created by survey scientists at Polco.

Stafford County currently has 1,580 subscribers on Polco.





Park Initiative Survey

Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read. Text about the new park initiative and a quick summary of what this entails or whatever message the city wants to provide for the residents to read.

Map of projected park

☑ Included in Current Subscription ⊕ Optional Add-on

Next Steps: **TRACK** Stafford County's Data

☑ **Performance Summary**

Score last updated **December 2023**

Benchmarking Reset Filters

My State
Compare my score to communities within my state

Population Size
Compare my score to communities with a similar population

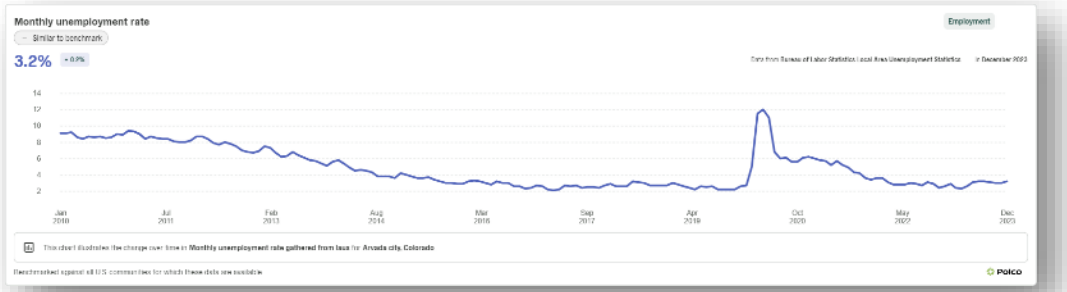
Domain Index Scores My Community

Safety	45 - 1	Economy	71 - 1
Mobility	49 + 2	Utilities	45 - 4
Community Design	59 - 3	Health and Wellness	75 + 0
Education, Arts & Culture	66 + 1	Inclusivity and Engagement	55 - 13
Natural Environment	22 - 21	Parks and Recreation	97 + 0

⊕ Score last updated **January 2023**

Economy

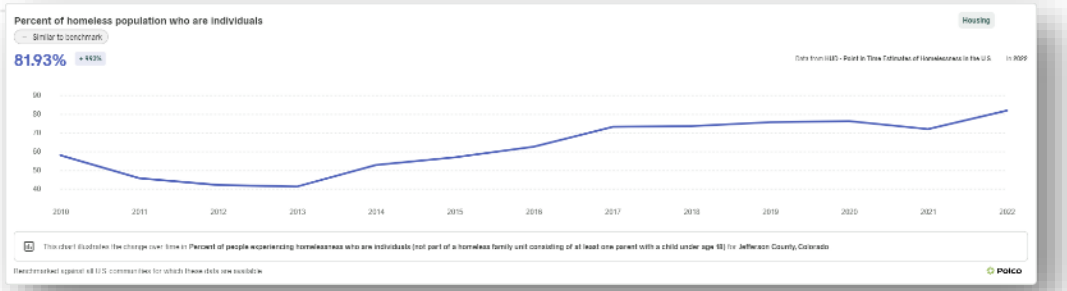
71 / 100 - 1



⊕ Score last updated **December 2023**

Community Design

59 / 100 - 3



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Additional Offerings: Continue to **ASSESS**

☑ THE NCS™
THE NATIONAL COMMUNITY SURVEY™

\+

CASOA®
COMMUNITY ASSESSMENT SURVEY FOR OLDER ADULTS*

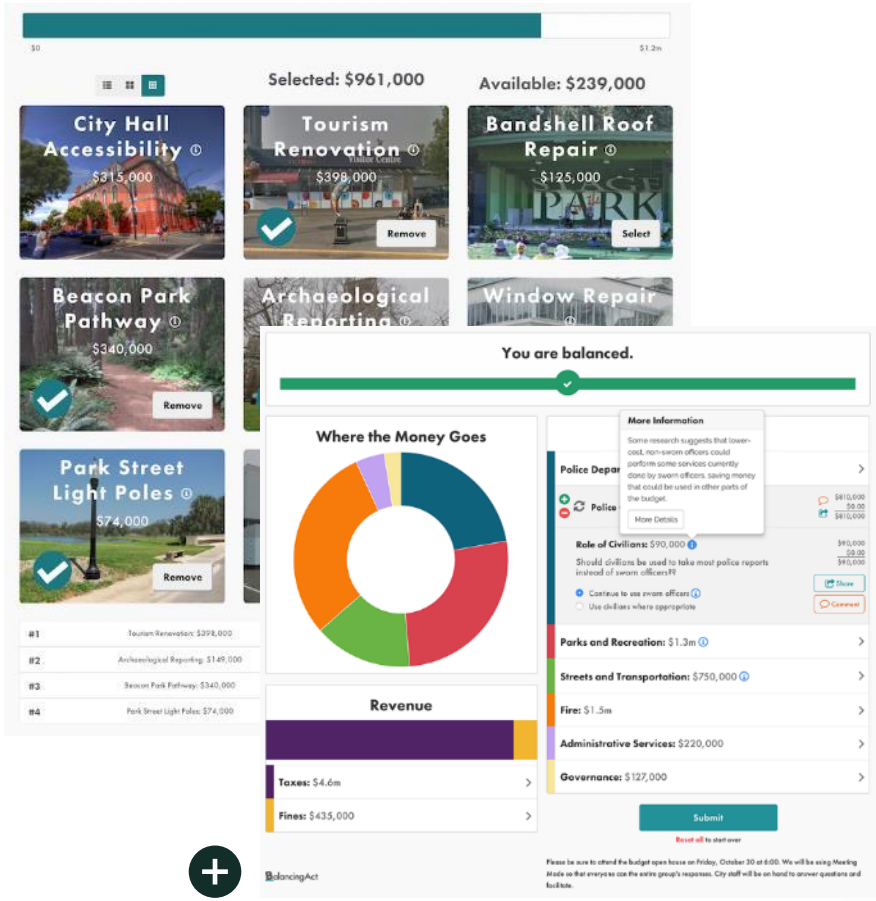
THE NBS™
THE NATIONAL BUSINESS SURVEY™

THE NLES
THE NATIONAL LAW ENFORCEMENT SURVEY

THE NES™
THE NATIONAL EMPLOYEE SURVEY™

THE NES-LE
THE NATIONAL EMPLOYEE SURVEY LAW ENFORCEMENT

\+ BalancingAct BY POLCO



\+

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Questions?

Thank you!

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