



**THE NCS™**

THE NATIONAL COMMUNITY SURVEY™

Charlottesville, VA

The National Community Survey™

2025 Results





## 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

Data insights to help communities move forward.

The premiere provider of professional civic surveys and performance  
benchmarking analyses

### Partners with:



# Resident Surveys in Local Governance



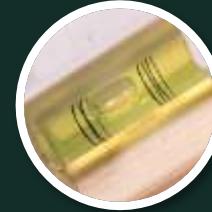
**Monitor trends  
in resident  
opinion**



**Measure  
government  
performance**



**Inform budget,  
land use,  
strategic  
planning  
decisions**

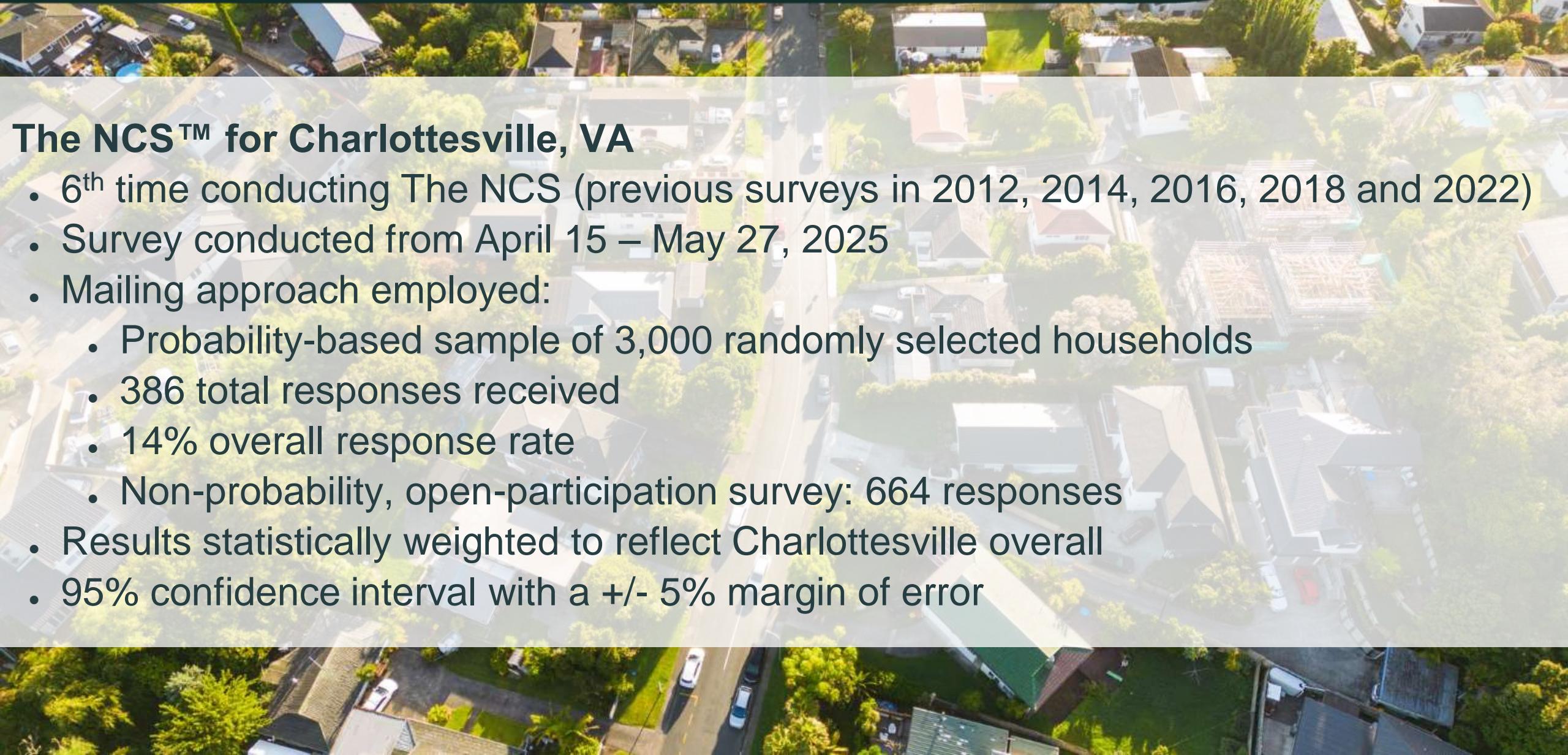


**Benchmark  
against other  
communities**

# The NCS™ Facets of Community Livability



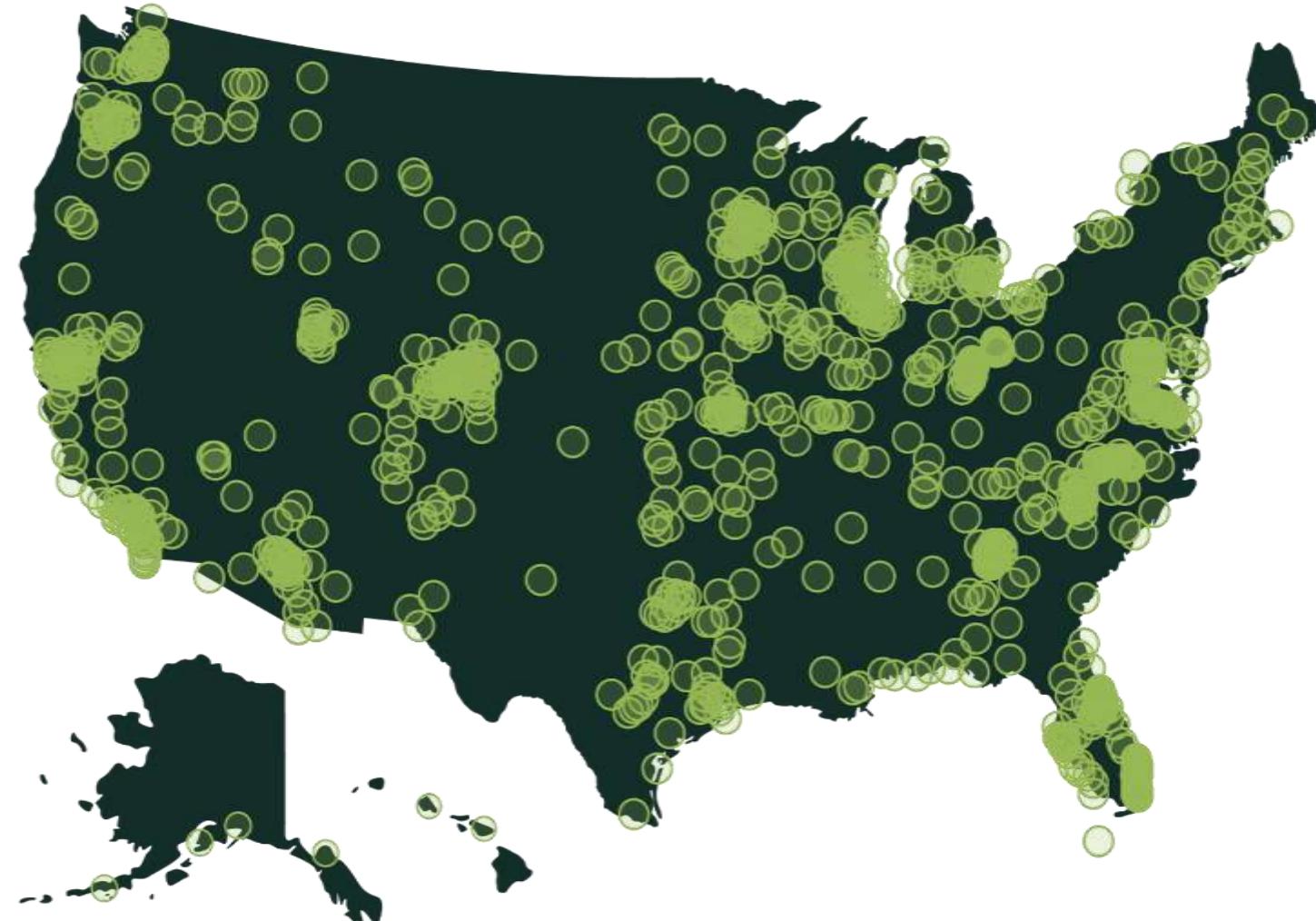
# The National Community Survey™ in Charlottesville



## The NCS™ for Charlottesville, VA

- 6<sup>th</sup> time conducting The NCS (previous surveys in 2012, 2014, 2016, 2018 and 2022)
- Survey conducted from April 15 – May 27, 2025
- Mailing approach employed:
  - Probability-based sample of 3,000 randomly selected households
  - 386 total responses received
  - 14% overall response rate
  - Non-probability, open-participation survey: 664 responses
- Results statistically weighted to reflect Charlottesville overall
- 95% confidence interval with a +/- 5% margin of error

# Polco's Benchmarking Database

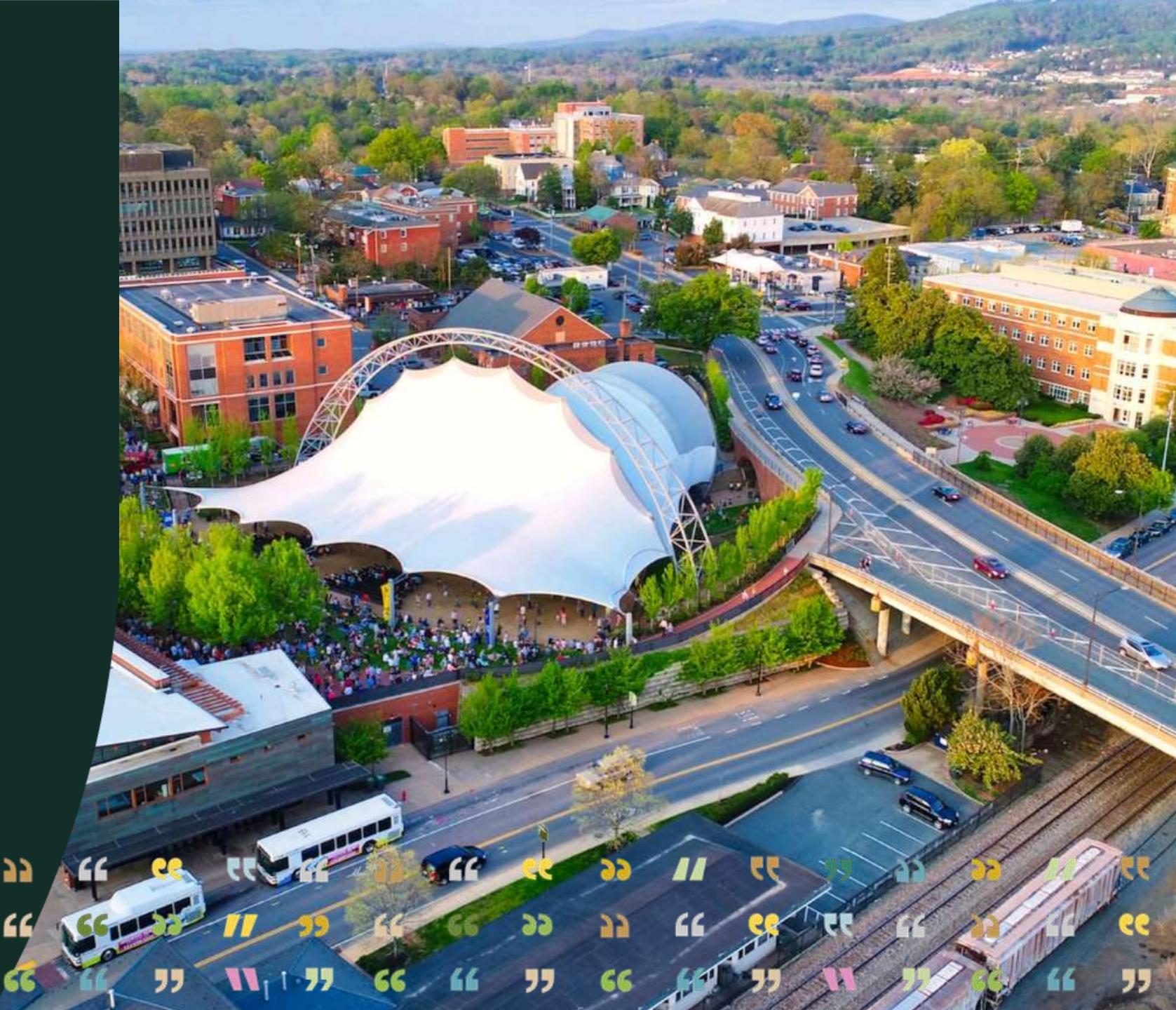


More than  
**500**  
comparison  
communities  
across the  
nation.

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



# Overview of Survey Results

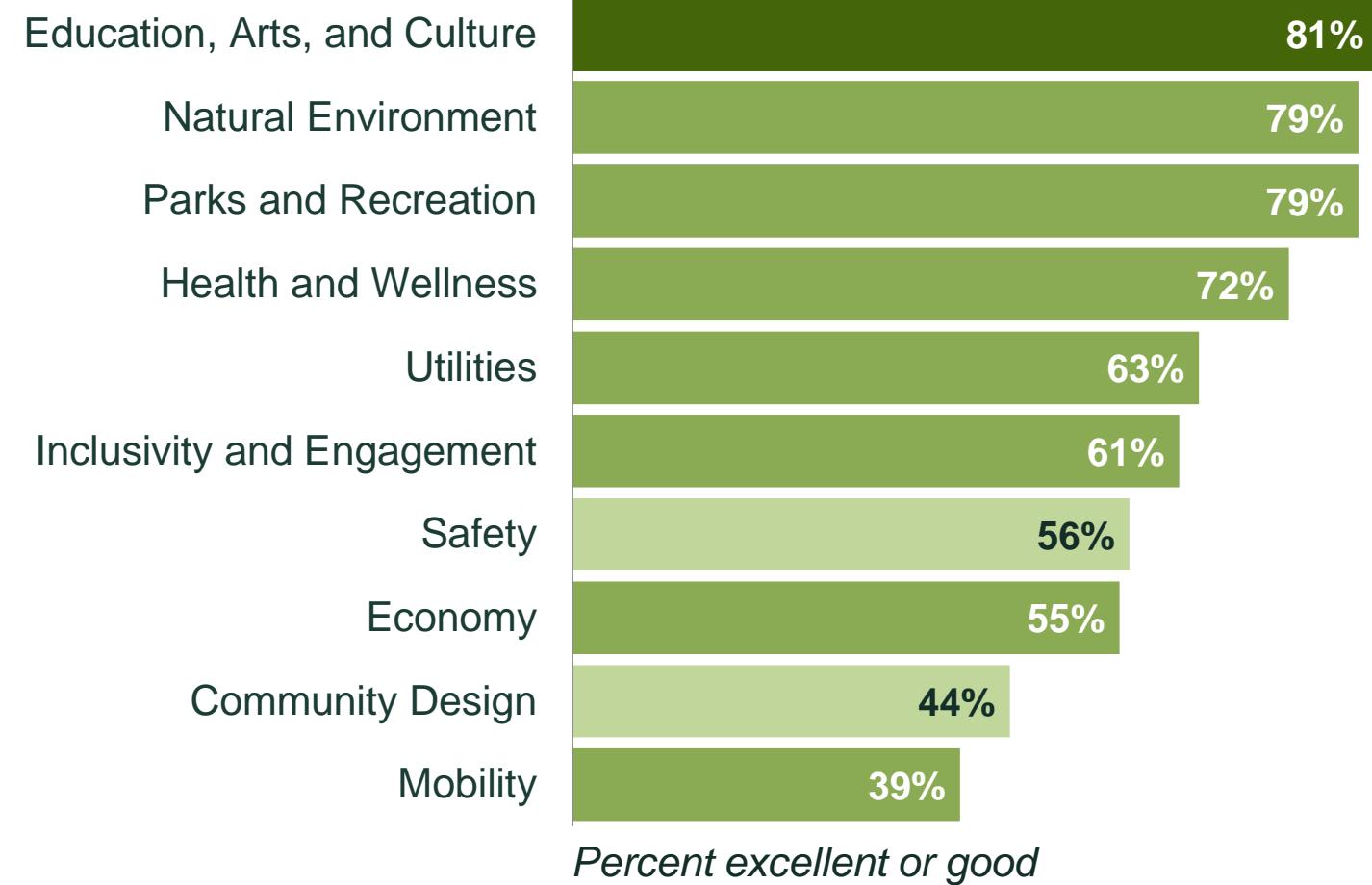


# Facets of Community Livability: Quality



## National Benchmark Comparisons:

- Higher
- Similar
- Lower



*Percent excellent or good*



# Facets of Community Livability: Importance



## National Benchmark Comparisons:

■ Similar

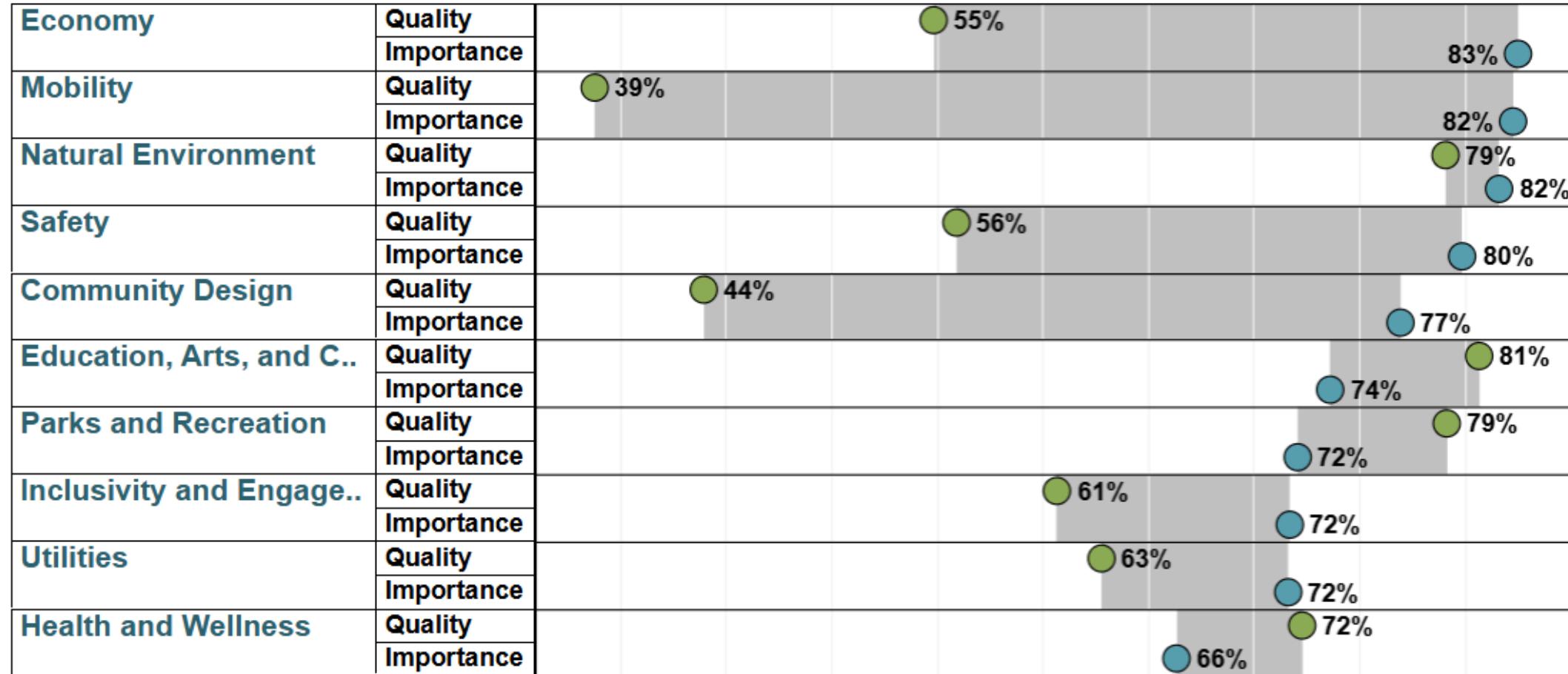
■ Lower



*Percent essential or very important*



# Balancing Quality and Importance



■ Quality

■ Importance

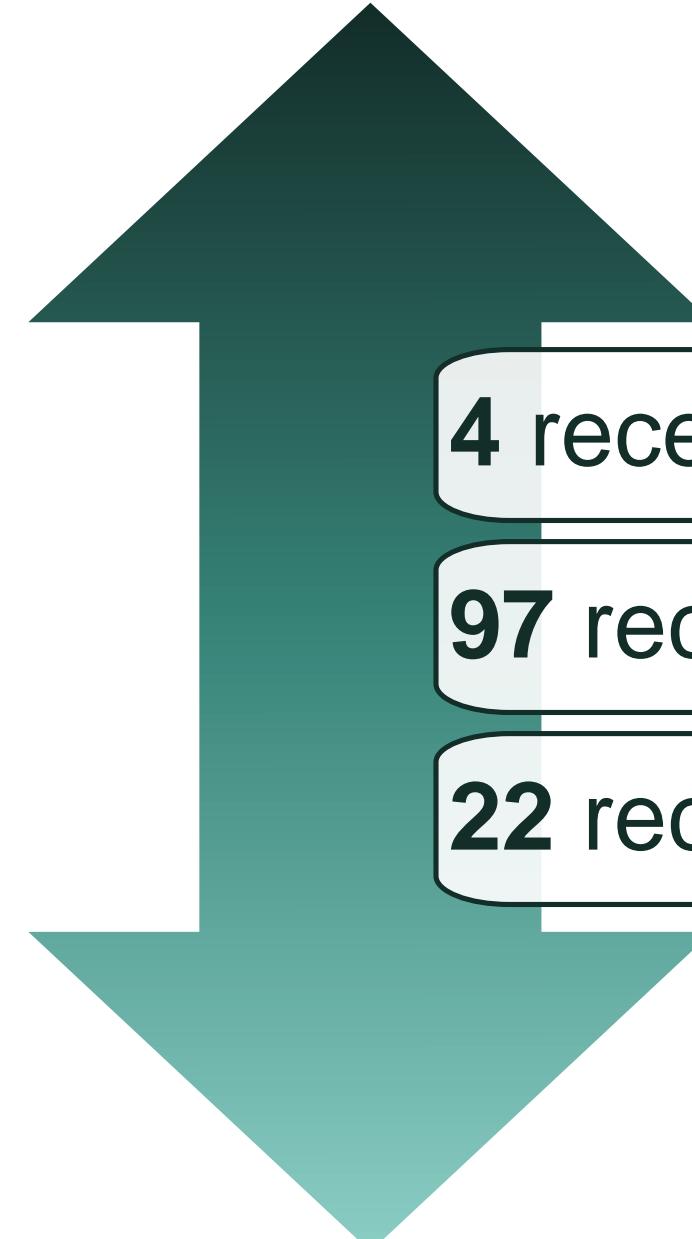


# Comparisons to National Benchmarks

# 4 received higher ratings

**97** received **similar** ratings

**22 received lower ratings**



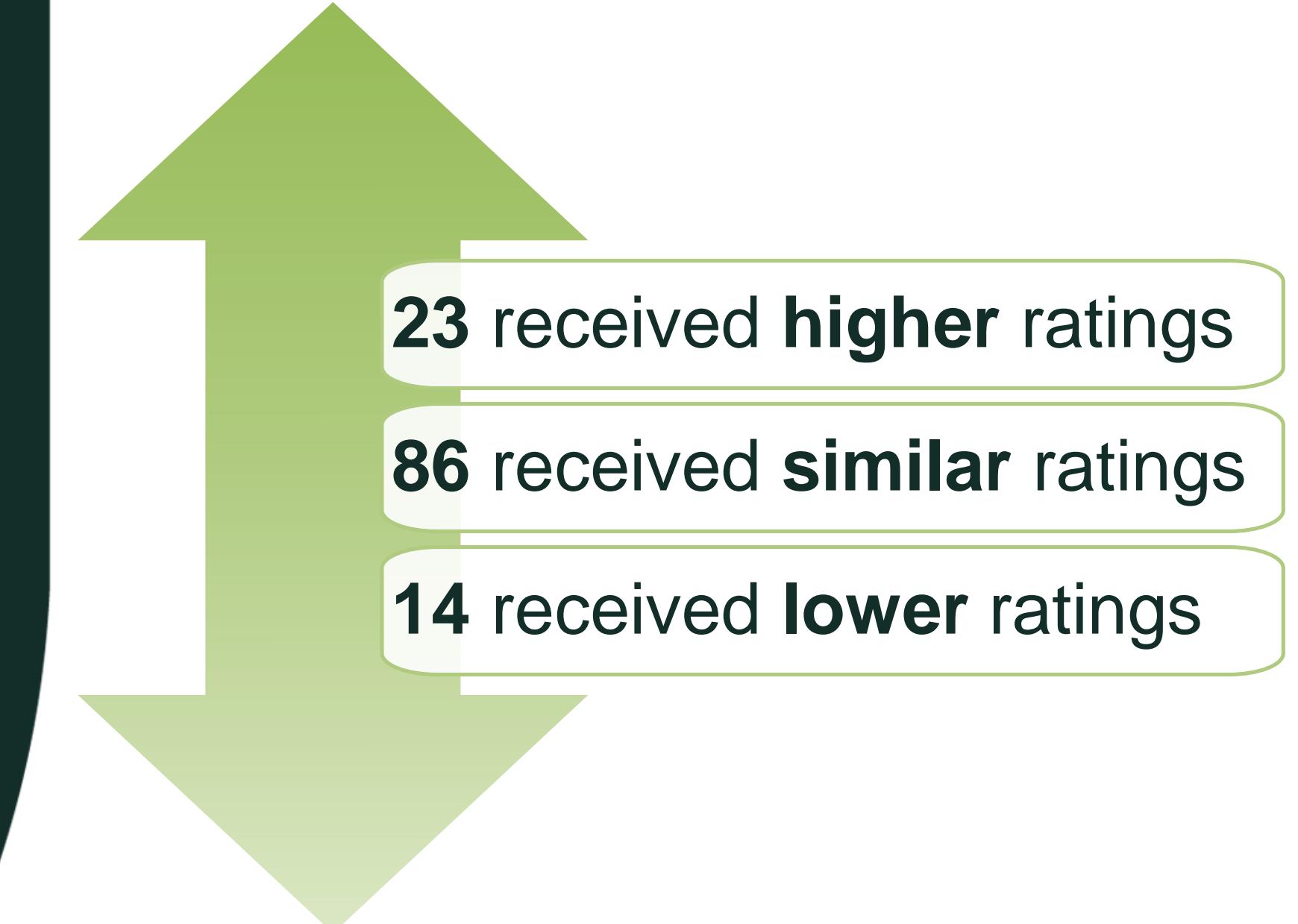


# Comparisons to Previous Survey (2022)

**23 received higher ratings**

**86 received similar ratings**

# 14 received lower ratings





# Key Findings

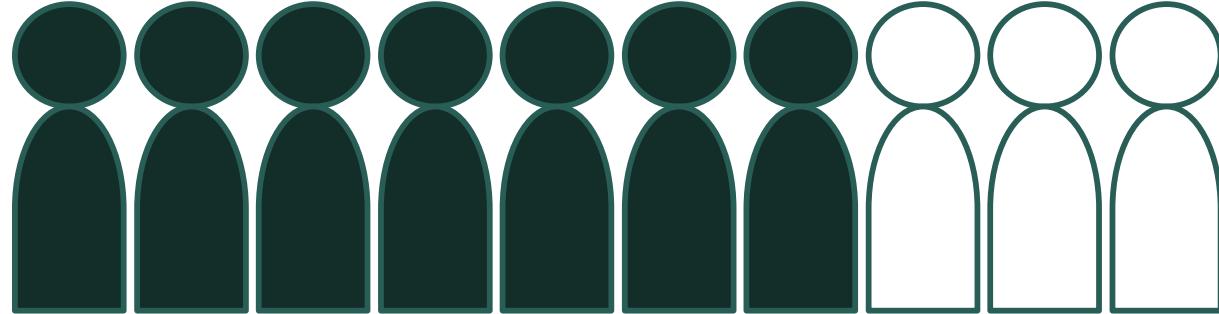




Most residents  
experience a  
high quality of  
life in  
Charlottesville.



# Overall Community Quality



About  
**7 in 10**  
residents gave **excellent or good** ratings to:

- Charlottesville as a place to live
- The overall image or reputation.
- The overall quality of life in Charlottesville

## **7 in 10 residents**

- Plan to remain in Charlottesville for the next five years
- Would recommend living in Charlottesville to someone who asked



Ratings for  
Charlottesville's  
local government  
increased since  
2022.



# Governance in Charlottesville



Please rate the following categories of Charlottesville government performance.

**National Benchmark Comparison**

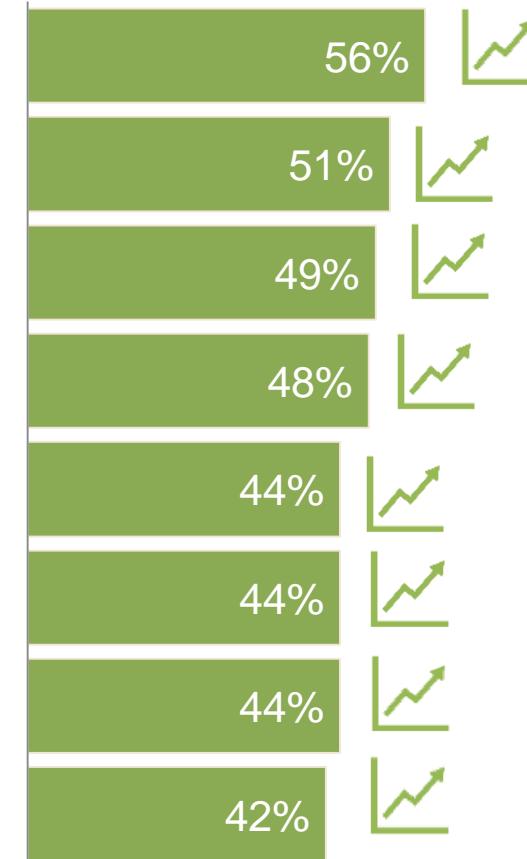
Similar

**2025 vs 2022:**

Increasing/  
 Decreasing

Increasing/Decreasing

- Treating residents with respect
- The job the City does at welcoming resident involvement
- Being honest
- Generally acting in the best interest of the community
- Informing residents about issues facing the community
- Being open and transparent to the public
- Overall confidence in Charlottesville government
- Treating all residents fairly



*Percent excellent or good*



**Safety continues to be rated positively, maintaining strong levels of satisfaction.**



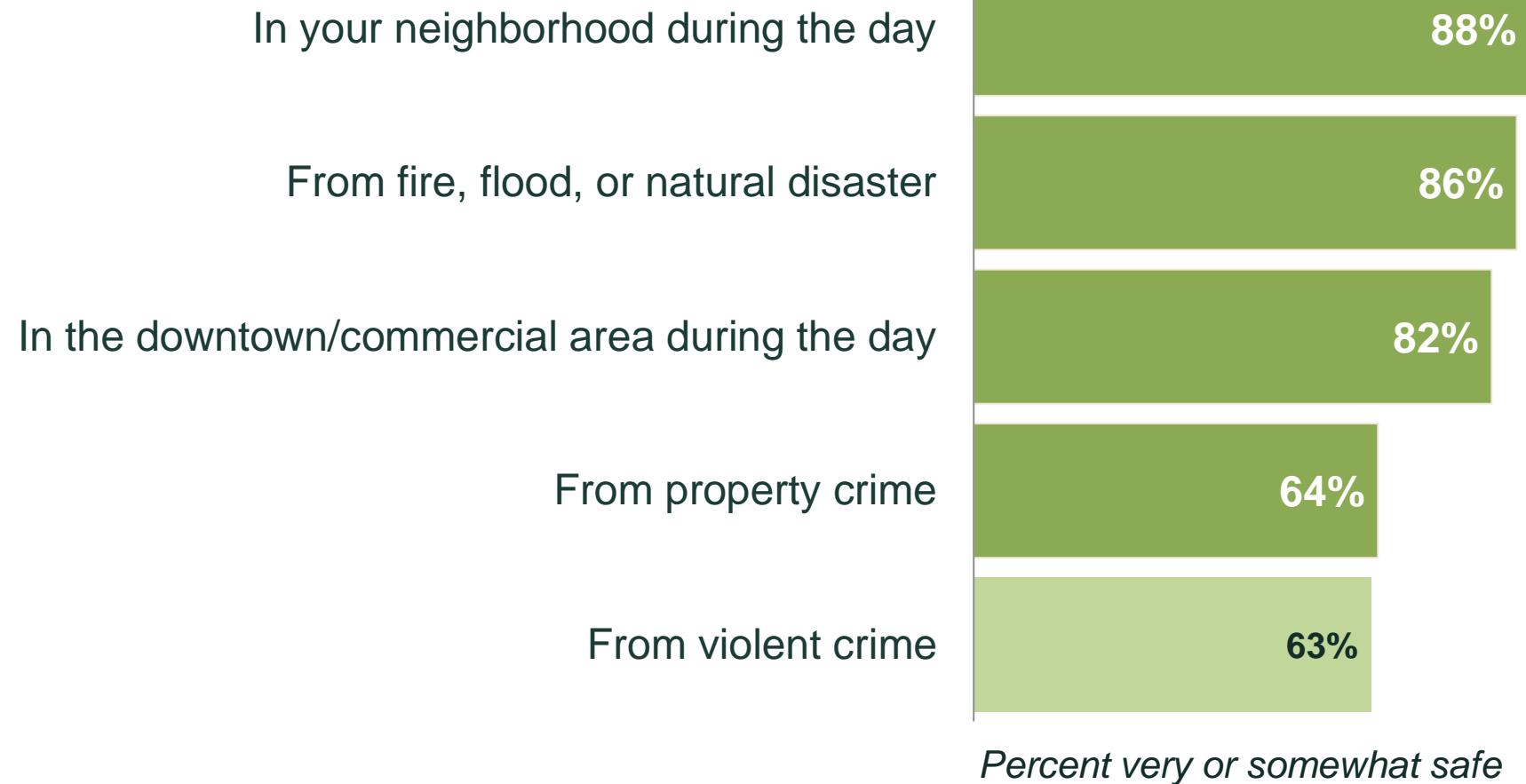
# Safety in Charlottesville



Please rate how safe or unsafe you feel:

**National Benchmark  
Comparison**

- Similar
- Lower



# Safety Services in Charlottesville



2025 vs 2022:



Increasing/Decreasing

**95%**

Fire  
services

**90%**

Ambulance/  
Emergency  
medical  
services

**82%**

Fire  
prevention/  
education

**61%**

Police  
services



**45%**

Crime  
prevention



*Percent excellent or good*



Affordability  
remains a  
concern for  
many residents  
in the City.



# The Economy in Charlottesville



Please rate each of the following in the Charlottesville community:

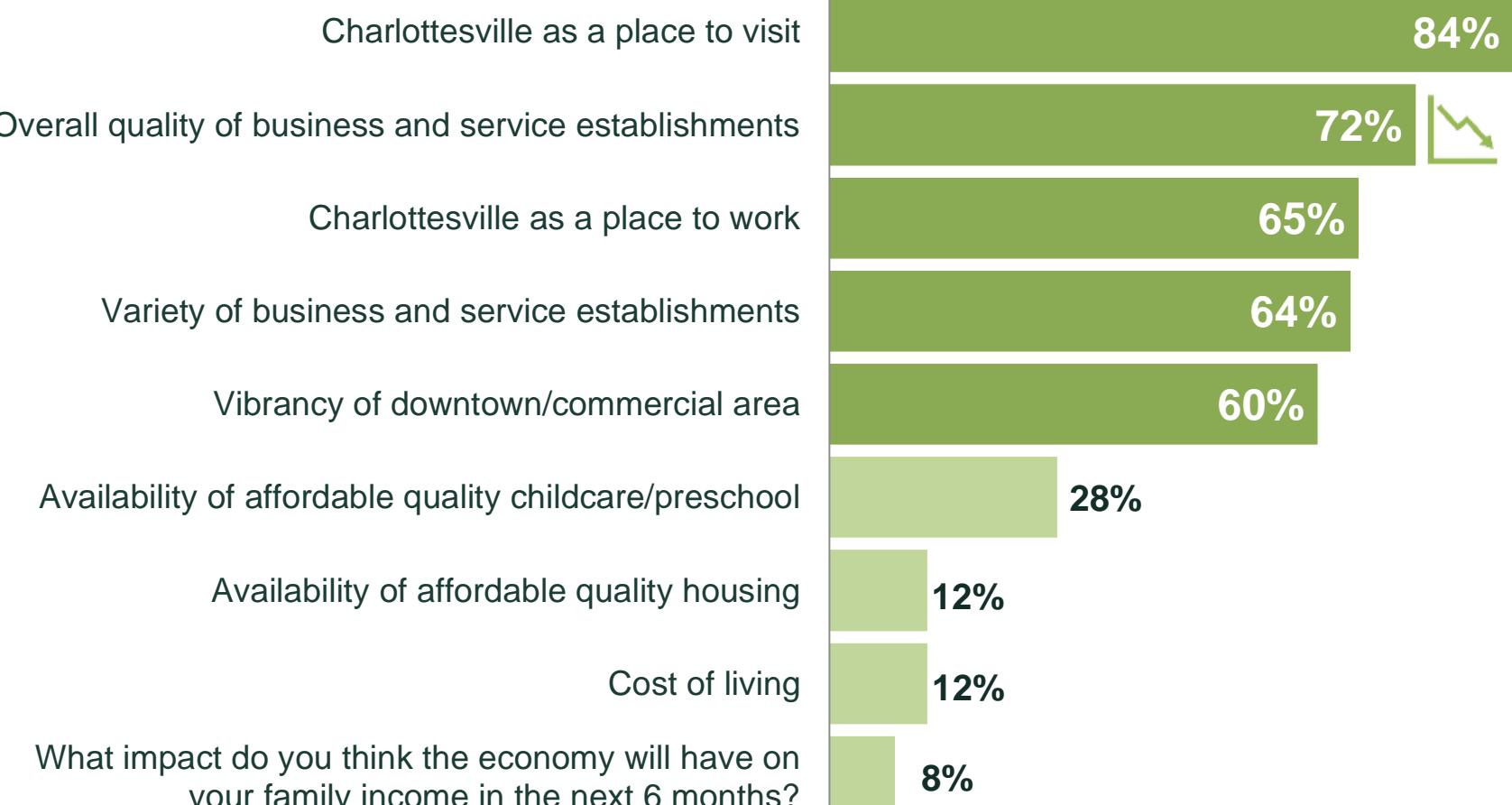
## National Benchmark Comparison

- Similar
- Lower

## 2025 vs 2022:

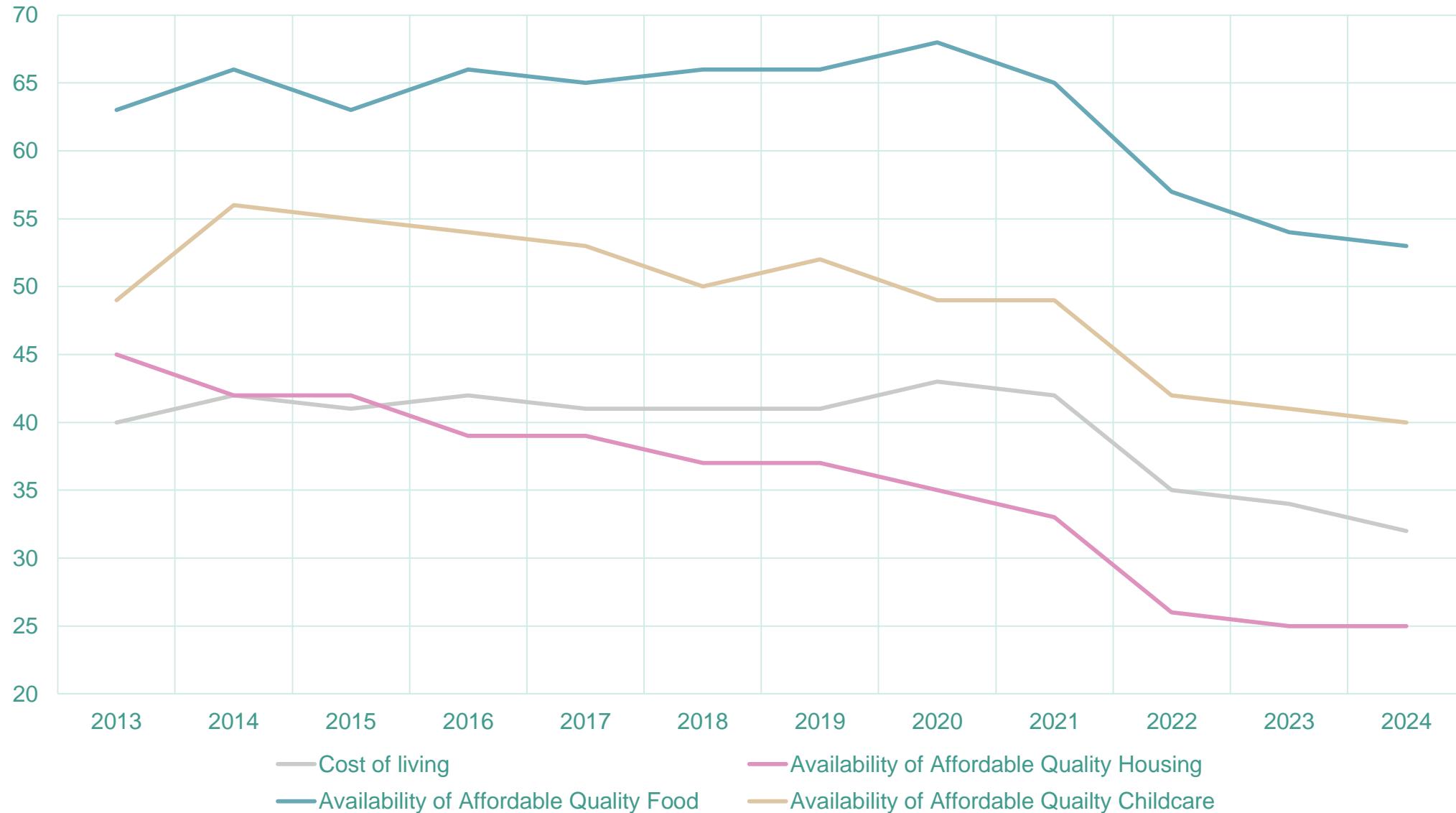


Increasing/Decreasing



Percent excellent or good

# National Economic & Affordability Sentiment (2013-2024)





Residents identify mobility as an important area of focus.



# Mobility in Charlottesville



Please rate each of the following in the Charlottesville community:

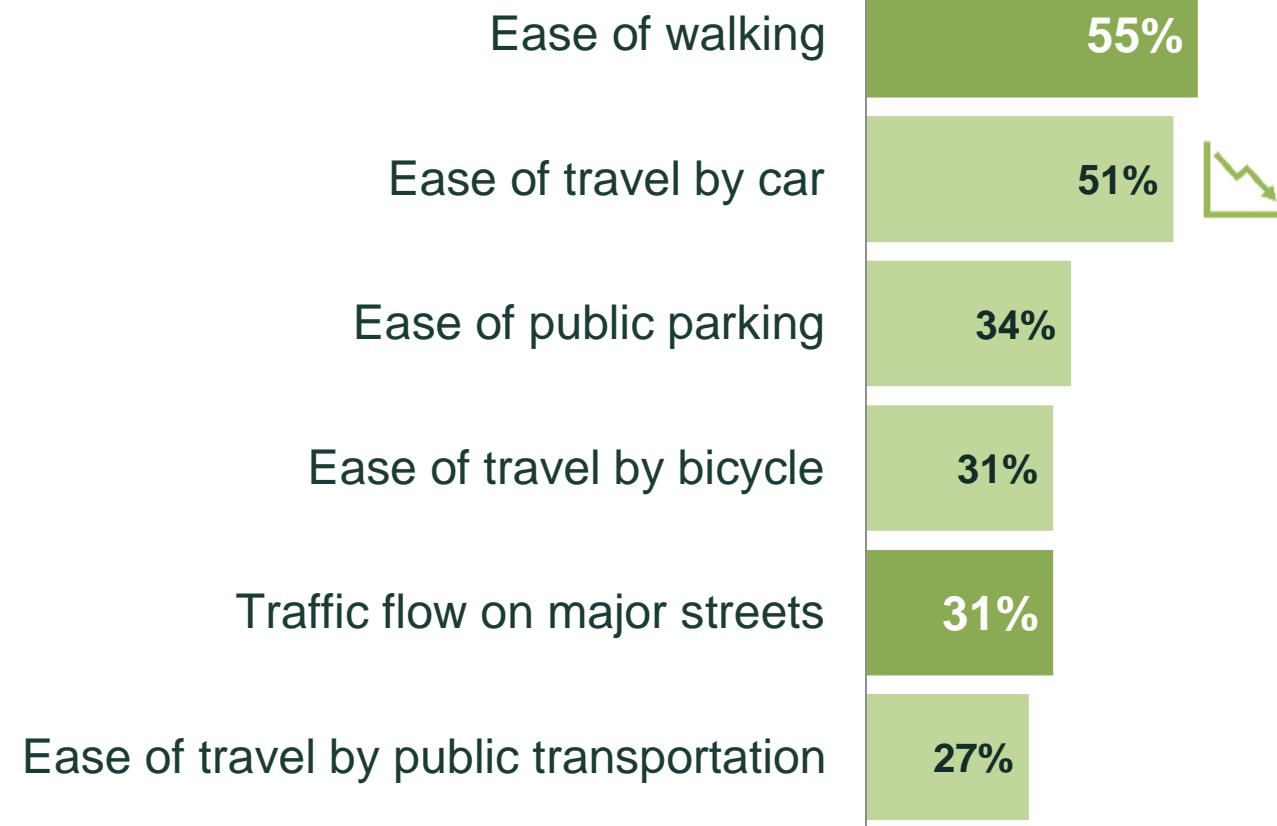
**National Benchmark Comparison**

- Similar
- Lower

**2025 vs 2022:**

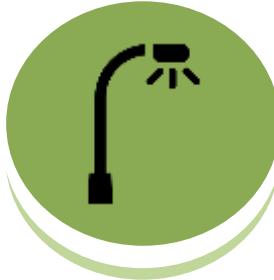


Increasing/Decreasing



*Percent excellent or good*

# Mobility Services in Charlottesville



2025 vs 2022:



Increasing/Decreasing

**61%**

Street  
cleaning

**59%**

Street  
lighting



**56%**

Snow  
removal



**48%**

Traffic  
enforcement

**41%**

Bus or  
transit  
services



*Percent excellent or good*



**Educational  
and cultural  
opportunities  
remain highly  
valued in  
Charlottesville.**

6



# Education, Arts, and Culture in Charlottesville



Please rate each of the following in the Charlottesville community:

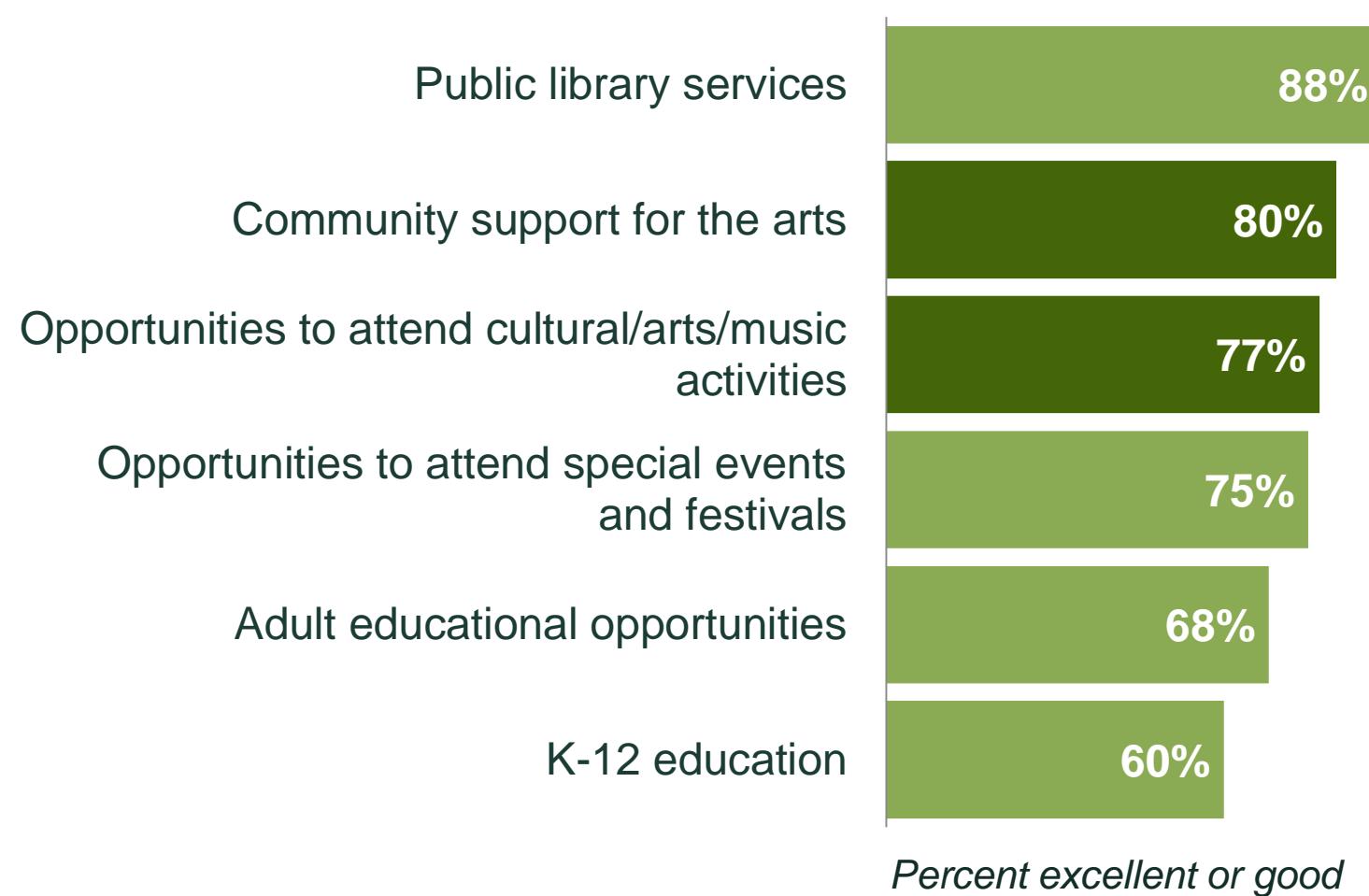
**National Benchmark Comparison**

- Higher
- Similar

**2025 vs 2022:**



Increasing/Decreasing





# Additional Special Topics

13. For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

	Increase service	Keep current service level	Decrease service	Don't Know
Building permit and inspection services .....	1	2	3	4
Street and sidewalk maintenance and repairs .....	1	2	3	4
Park maintenance .....	1	2	3	4
Traffic system improvements (intersections, signs, lanes, etc.) .....	1	2	3	4
Bicycle and pedestrian infrastructure .....	1	2	3	4
Police patrol and investigative services .....	1	2	3	4
Proactive code enforcement .....	1	2	3	4
Communicating with residents about City programs, services, and activities .....	1	2	3	4
Providing competitive grant funding to local non-profit agencies .....	1	2	3	4
Downtown parking management/enforcement .....	1	2	3	4

# City Services



2025 vs 2022:



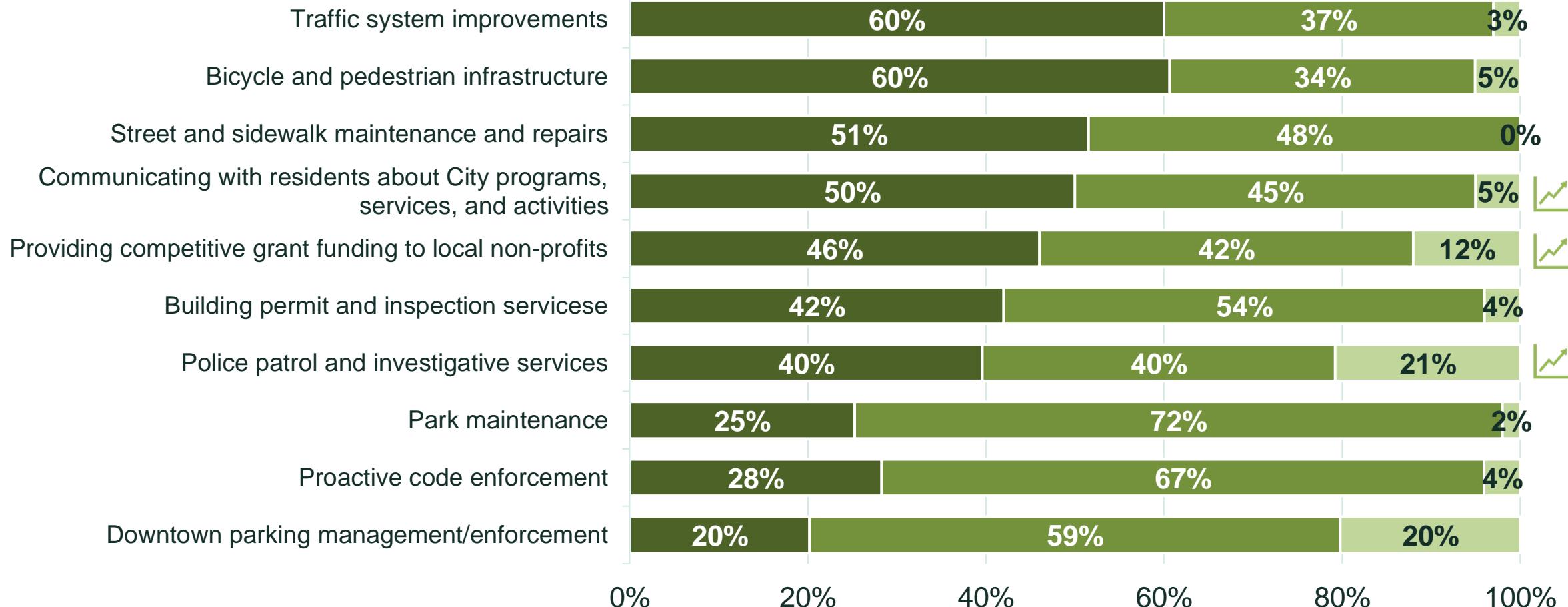
Increasing/Decreasing

For each of the following City services, please indicate if you think the current service level should be increased, remain at current levels, or be decreased.

■ Increase service

■ Keep current service

■ Decrease service





## Summary of Conclusions

1. Most residents experience a high quality of life in Charlottesville.
2. Ratings for Charlottesville's local government increased since 2022.
3. Safety continues to be rated positively, maintaining strong levels of satisfaction.
4. Affordability remains a concern for many residents in the City.
5. Residents identify mobility as an important area of focus.
6. Educational and cultural opportunities remain highly valued in Charlottesville.



# Questions?

Thank you!

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