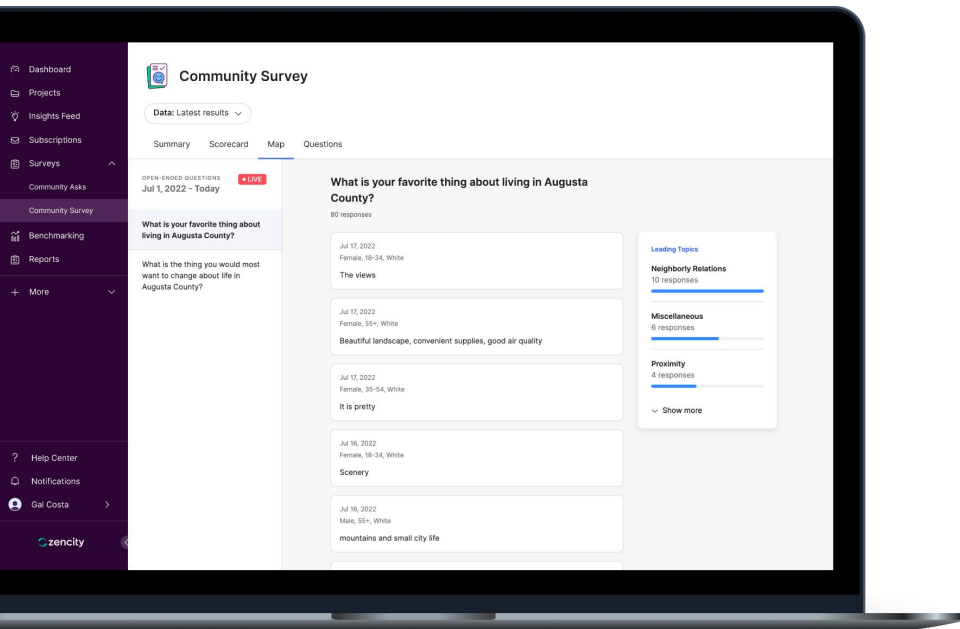




Augusta County, VA Community Survey

July – December 2022

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The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

801 responses were were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between July – December, 2022. An additional 21 responses were collected through the county’s distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau’s race, ethnicity, age, and gender distributions in Augusta County. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

Overall Satisfaction Score

Augusta County, VA
July – December 2022

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5

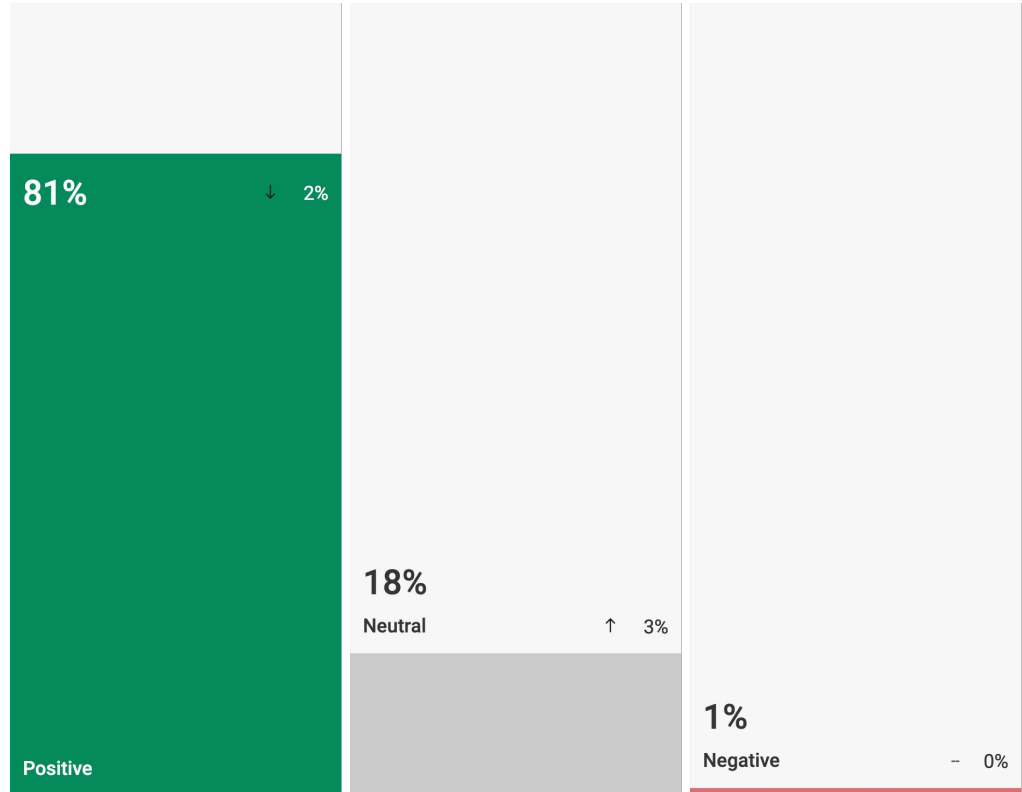
81%

of 801 surveyed residents are **satisfied** with life in Augusta County

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.



Overall Satisfaction Score

Augusta County, VA
July – December 2022





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These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.



QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Augusta County?	71% • ↓ 1% 
How likely are you to recommend Augusta County as a place to live?	67% • -- 0% 
How likely are you to be living in Augusta County 5 years from now?	75% • ↓ 5% 
Average rating from the Community Characteristics questions	69% • ↑ 3% 

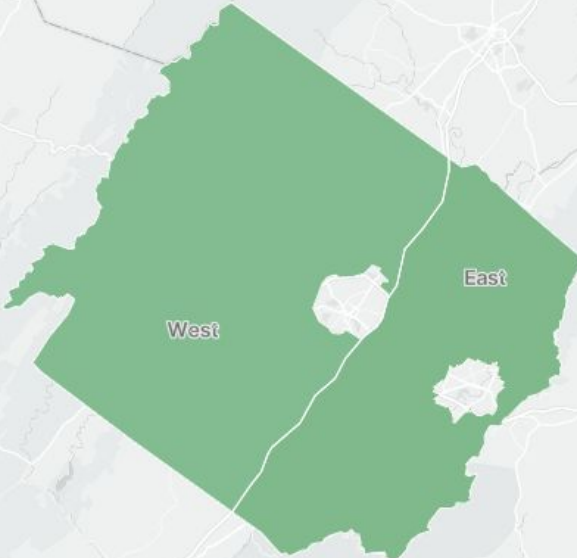
Free-Text Responses

Across the Community

Augusta County, VA

July – December 2022

AREA	RESIDENT SATISFACTION
East	81% • ↓ 4% 
West	80% • -- 0% 



VIRGINIA

Life in Augusta County

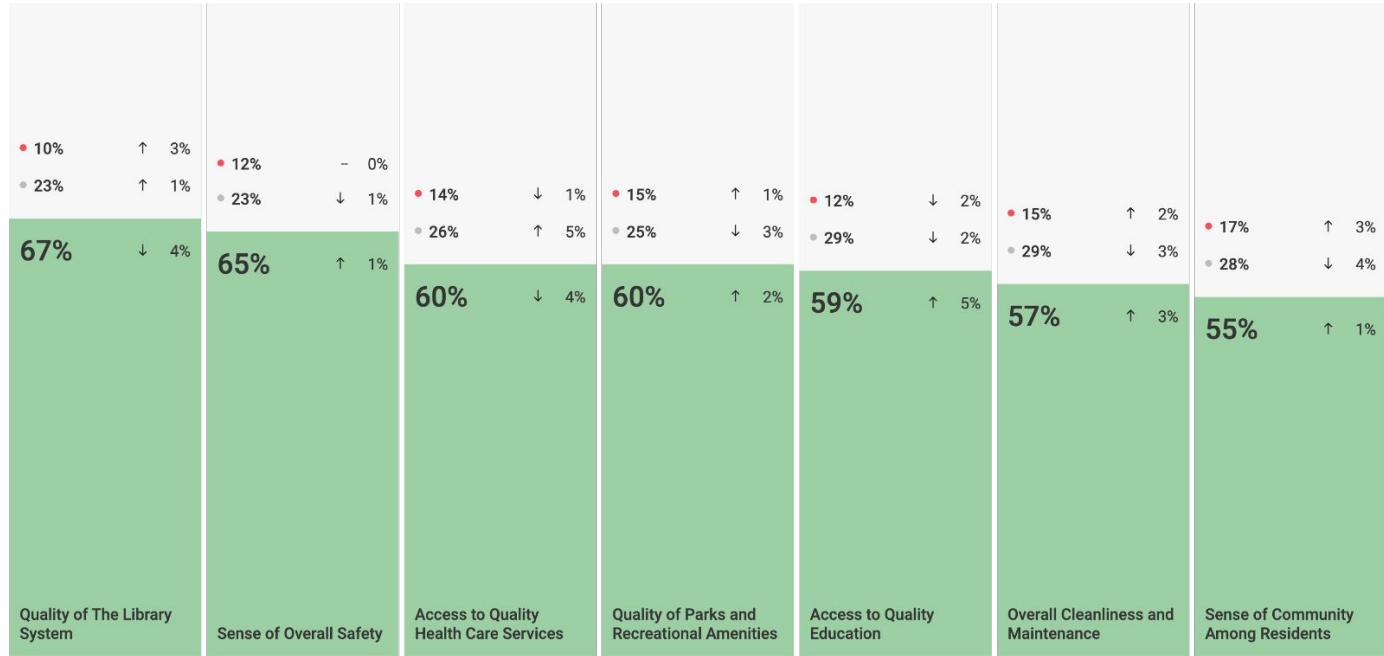
Satisfaction with Life in Augusta County

Augusta County, VA
July – December 2022

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These bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

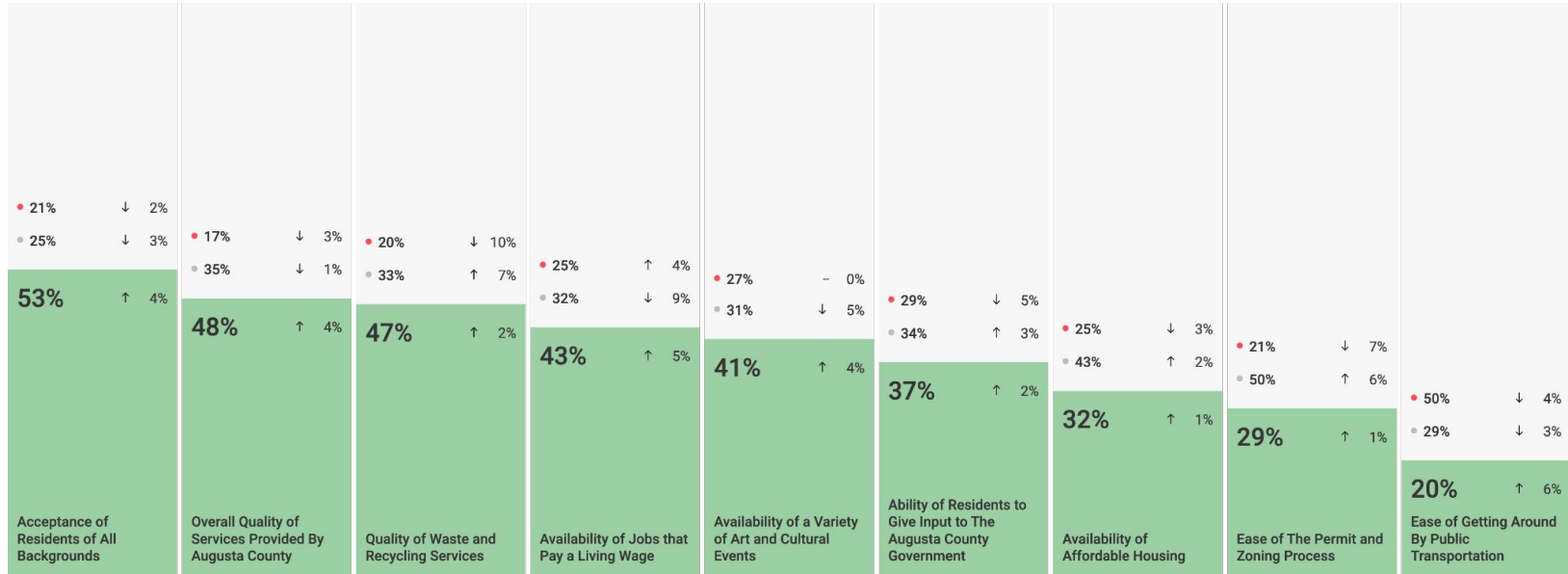
We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).



Satisfaction with Life in Augusta County

Augusta County, VA
July – December 2022

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Satisfaction with Life in Augusta County

Augusta County, VA
July – December 2022

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The ratings residents gave these parts of life showed a connection to their overall satisfaction

Maintain

High-scoring characteristics with strong correlation to overall satisfaction

- 10% ↑ 3%
- 23% ↑ 1%

67% ↓ 4%

Quality of The Library System

Focus on

Low-scoring characteristics with strong correlation to overall satisfaction

- 25% ↑ 4%
- 32% ↓ 9%

43% ↑ 5%

Availability of Jobs that Pay a Living Wage

The community characteristics shown here:
a) demonstrate a strong correlation with how residents rated their overall satisfaction AND
b) receive a notably high or low satisfaction score.

Strengths

Strength: Quality of the library system

Augusta County, VA
July – December 2022

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16

67%

of residents are satisfied with the quality of the library system



This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **high** score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

Groups marked with a (!) have fewer than 30 responses. Use caution when interpreting these findings.

AREA

West **65%** 

East **68%** 

AGE

18-34 **57%** 

35-54 **67%** 

55+ **71%** 

CHILDREN UNDER 18

No **67%** 

Yes **66%** 

In Focus

Focus:

Availability of jobs that pay a living wage

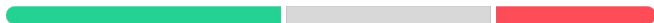
Augusta County, VA
July – December 2022

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18

43%

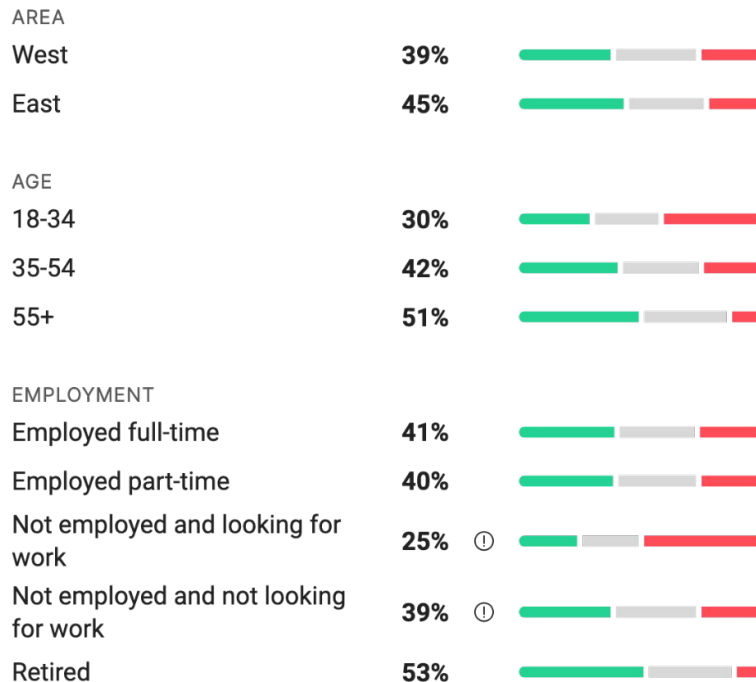
of residents are satisfied with the availability of jobs that pay a living wage



This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **low** score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

Groups marked with a (!) have fewer than 30 responses. Use caution when interpreting these findings.

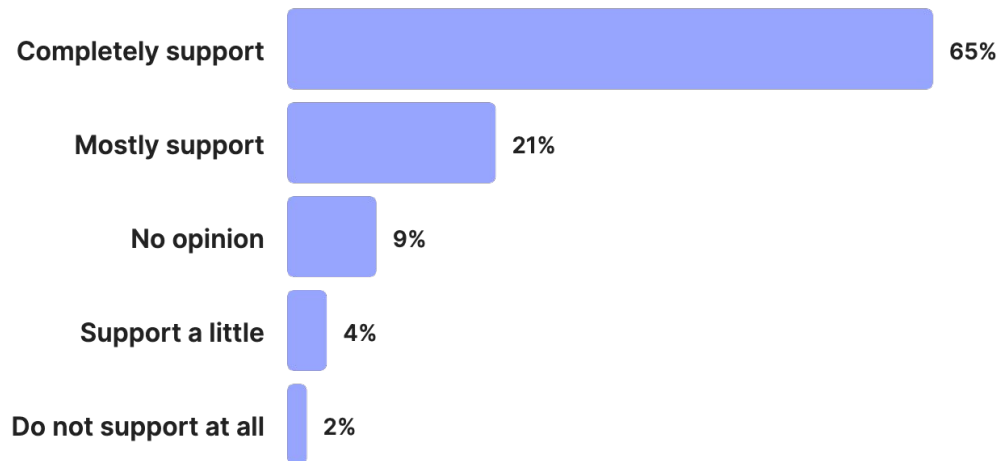


Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge

65%

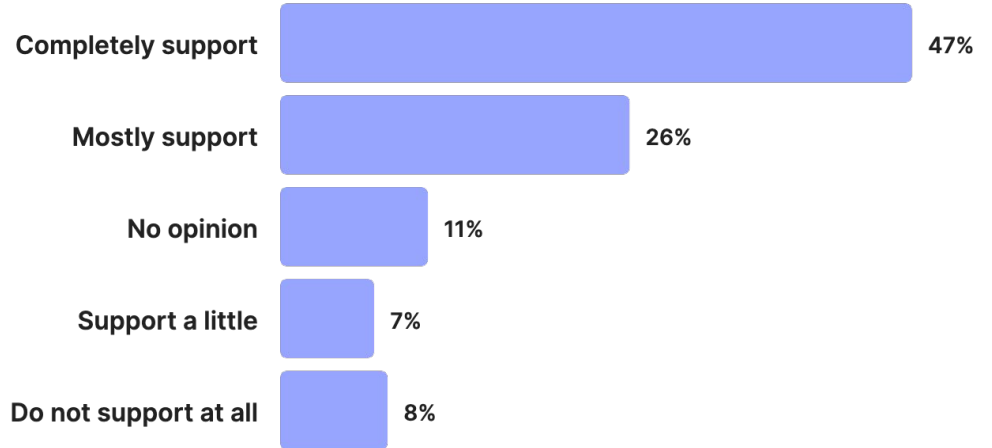
of respondents **completely support** providing body cameras and dash cameras for the county sheriff's deputies.



The question: To what extent do you support providing body cameras and dash cameras for the county sheriff's deputies?

47%

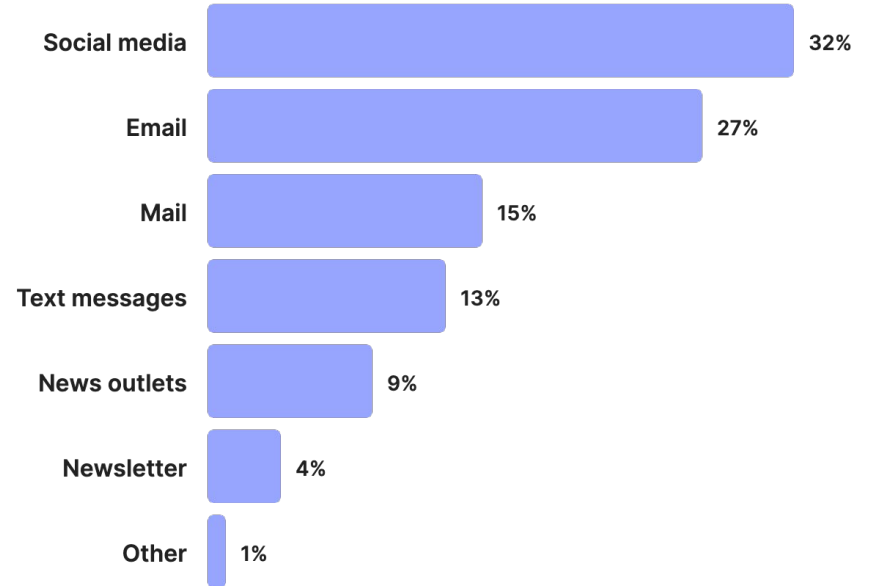
of respondents **completely support** using county taxes to fund body cameras and dash cameras.



The question: To what extent do you support using county taxes to fund body cameras and dash cameras?

32%

of respondents reported **social media** as the best way to reach them with county information.



The question: What is the best way to reach you with county information?

Demographic Breakdown

Demographic Breakdown

Augusta County, VA
July – December 2022

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DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Age	18-34	64%	105
Age	35-54	77%	233
Age	55+	92%	452
Education	High school degree or less	76%	194
Education	Some college or college degree	86%	250
Education	Higher education degree	80%	357

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Gender	Female	83%	472
Gender	Male	79%	321
Household Income	\$49,999 or less	81%	223
Household Income	\$50,000-\$124,999	83%	451
Household Income	\$125,000 or more	73%	127
Ethnicity	White	82%	710

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

The Questionnaire

Section 1

General Satisfaction

QUESTION	CHOICES
How is the overall quality of life in Augusta County? *	1-5 Scale (Poor to excellent)
How likely are you to recommend Augusta County as a place to live? *	1-5 Scale (Very unlikely to very likely)
How likely are you to be living in Augusta County 5 years from now? *	1-5 Scale (Very unlikely to very likely)
What is your favorite thing about living in Augusta County?	Open-ended
What is the thing you would most want to change about life in Augusta County?	Open-ended

* Mandatory question

Section 2

Community Characteristics

All questions in this section were ranked on a scale of 1-5 (poor to excellent)

QUESTION
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents

QUESTION
Acceptance of residents of all backgrounds
Ability of residents to give input to the Augusta County government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of the library system
Quality of waste and recycling services
Ease of the permit and zoning process
Overall quality of services provided by Augusta County

Section 3

Rotating Survey Section

QUESTION	CHOICES
To what extent do you support providing body cameras and dash cameras for the county sheriff's deputies?	Do not support at all / Support a little / No opinion / Mostly support / Completely support
To what extent do you support using county taxes to fund body cameras and dash cameras?	Do not support at all / Support a little / No opinion / Mostly support / Completely support
What is the best way to reach you with county information?	Newsletter / Text messages / Email / Social media / Mail / News outlets / Other

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

* Mandatory question

Section 4

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more

* Mandatory question



What to do with your Zencity Community Survey data?

Not sure what you will do with the data from this report?

[Zencity Hall](#) has you covered with:

- **Webinar** recording with Lee Feldman, Former ICMA President and city manager of North Miami, Palm Bay, Gainesville and Fort Lauderdale, FL
- **Tips on Using Your Report Data** for Strategic Planning, Performance Management, Communications & Day-to-Day
- **Recommended Workflows** upon receiving your report summary



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