

**THE NCS**<sup>TM</sup>  
The National Community Survey<sup>TM</sup>

**2025 COMMUNITY SURVEY RESULTS**



# SURVEY INFORMATION

The National Community Survey (NCS) report captures the "livability" of Marion. Great communities are partnerships of the government, private sector, community-based organizations and residents of a particular area.

City of Marion/The NCS conducted a mailed survey of 3,000 randomly selected households.

**522 responses**

**Oct.-Nov. 2025**

**18% response rate**

Towards the end of data collection, a web-based survey was available to all residents. 440 open participation surveys completed.



# SURVEY METHODS

**Random sampling** - each household had the same chance of being selected. The data was weighted to reflect the demographic characteristics of the community.

**95% confidence interval** when applying the results of this sample to the entire population - margin of error is no greater than +/- 5.8 percentage points for any question.

**National Benchmarks** - resident perspectives from over 400 communities - represents a wide geographic and population range - who evaluated the same kinds of topics.

**Peer Community Benchmarks** - Subset of the database, including secondary cities (those in a metro but not the primary city), with similar population and annual household income.



# PEER COMMUNITIES

- Bedford, TX
- Chamblee, GA
- Dover, NH
- Englewood, CO
- Farmers Branch, TX
- Garner, NC
- Greer, SC
- Huntley, IL
- Littleton, CO
- Lombard, IL
- Lynnwood, WA
- Maplewood, MN
- Maryland Heights, MO
- Northglenn, CO
- Oakdale, MN
- Oregon City, OR
- Portage, MI
- Puyallup, WA
- Richfield, MN
- Royal Palm Beach, FL
- Schertz, TX
- South Portland, ME
- West Bend, WI
- Wheat Ridge, CO
- Wilsonville, OR

# 10 FACETS OF COMMUNITY



**ECONOMY**



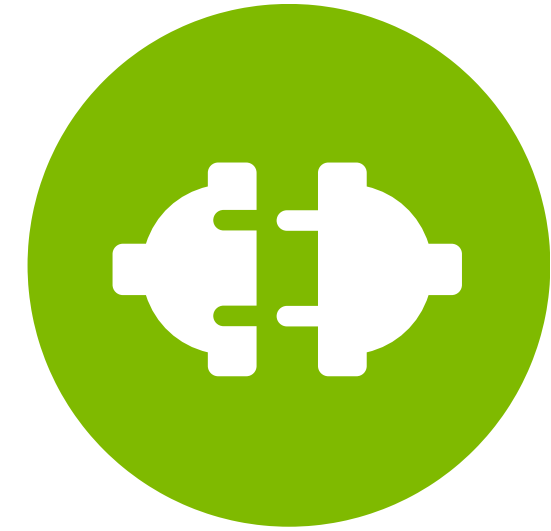
**MOBILITY**



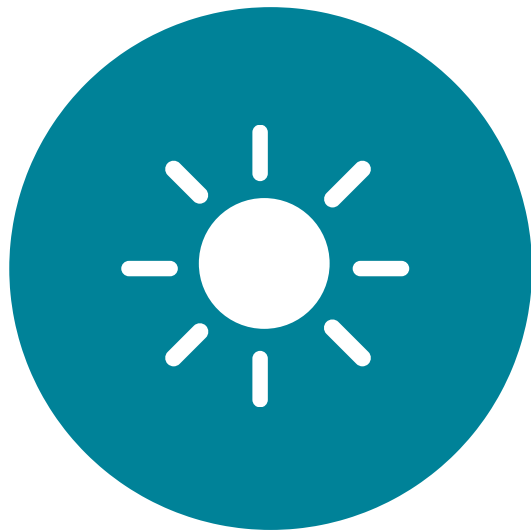
**COMMUNITY  
DESIGN**



**UTILITIES**



**SAFETY**



**NATURAL  
ENVIRONMENT**



**PARKS &  
RECREATION**



**HEALTH &  
WELLNESS**



**EDUCATION,  
ARTS & CULTURE**



**COMMUNITY  
CONNECTION**



# AREAS OF GREATEST CHANGE

OF THE QUESTIONS INCLUDED ON BOTH  
THE 2023 AND 2025 SURVEYS FOR  
MARION:

- 96 WERE STATISTICALLY SIMILAR TO PREVIOUS RESULTS
- 4 ITEMS SAW UPWARD TRENDS
- 23 RATINGS DECREASED SINCE 2023



# AREAS OF GREATEST CHANGE

## INCREASES

**AFFORDABLE HIGH-SPEED INTERNET  
ACCESS**

**+8%**

**RECYCLING**

**+8%**

**HEALTH SERVICES**

**+7%**

**VARIETY OF HOUSING OPTIONS**

**+6%**

## DECREASES

**EMPLOYMENT OPPORTUNITIES**

**-13%**

**EASE OF TRAVEL BY PUBLIC  
TRANSPORTATION**

**-13%**

**ADULT EDUCATIONAL  
OPPORTUNITIES**

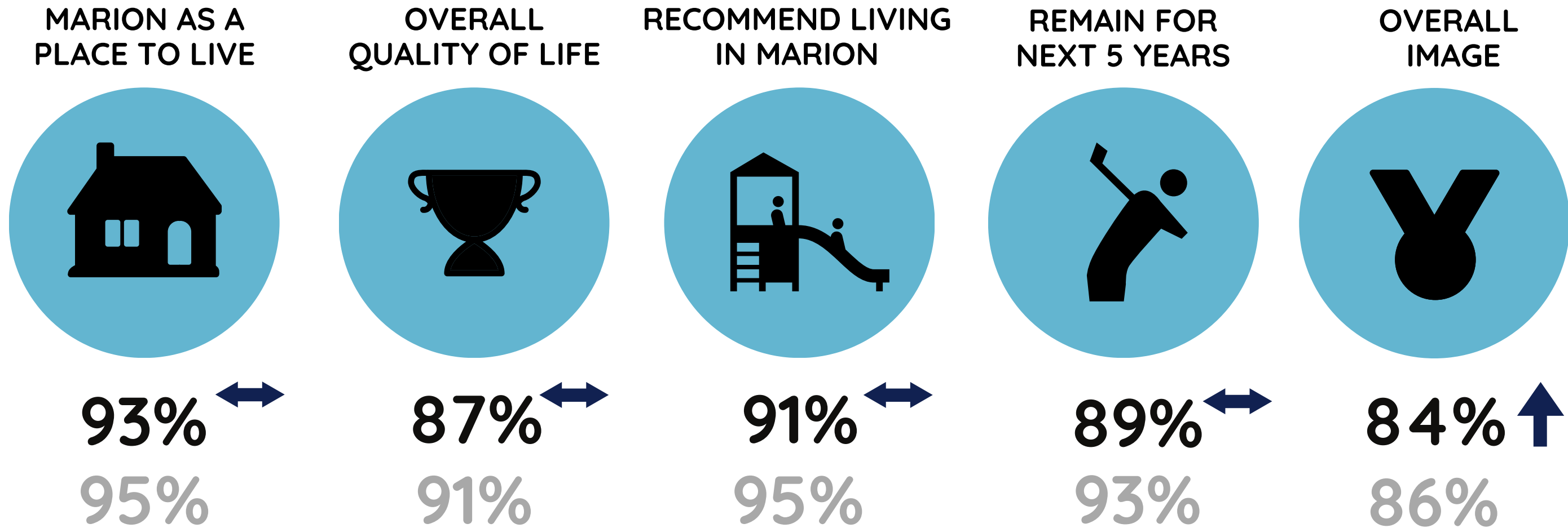
**-11%**

**OVERALL ECONOMIC HEALTH**

**-10%**

# QUALITY OF LIFE

What makes a community attractive, accessible and welcoming to all



Percent rating positively (e.g. excellent/good)

Comparison to peer benchmarks:

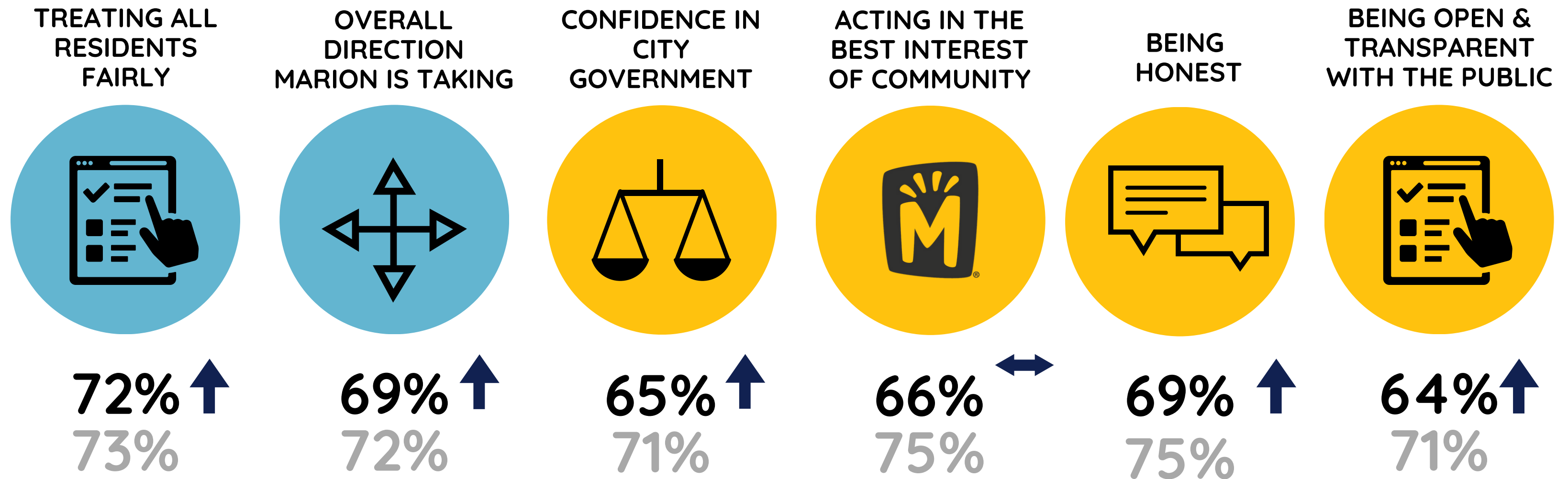
higher similar lower  
↑ ↔ ↓

top number: 2025 data  
bottom number: 2023 data

- improved by more than 6 points
- consistent with previous survey
- declined by more than 6 points

# GOVERNANCE

How well does the government of Marion meet the needs and expectations of its residents?



Percent rating positively (e.g. excellent/good)

Comparison national benchmarks:

higher similar lower  
↑ ↔ ↓

top number: 2025 data  
bottom number: 2023 data

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# ECONOMY

Maintenance of a diverse economy (e.g., vibrant downtown, cost of living)

OVERALL QUALITY OF BUSINESS/SERVICE ESTABLISHMENTS



82% ↔  
82%

VIBRANCY OF DOWNTOWN/COMMERCIAL AREA



79% ↑  
77%

EMPLOYMENT OPPORTUNITIES



48% ↔  
61%

MARION AS A PLACE TO VISIT



62% ↔  
68%

ECONOMIC DEVELOPMENT



74% ↑  
78%

OVERALL ECONOMIC HEALTH



73% ↔  
82%

Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

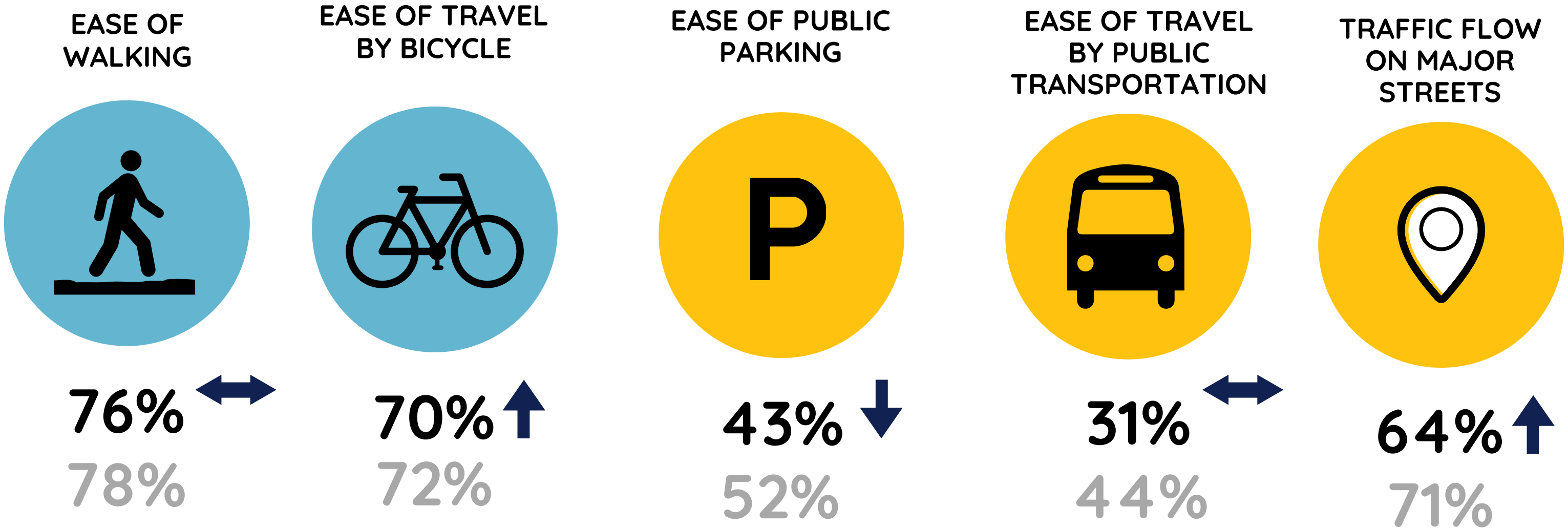
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# MOBILITY

Accessibility of community by motorized and non-motorized modes of transportation  
(ease of travel, traffic flow, walking)



Percent rating positively (e.g. excellent/good)

Comparison to national benchmarks:

higher similar lower  
↑ ↔ ↓

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# MOBILITY

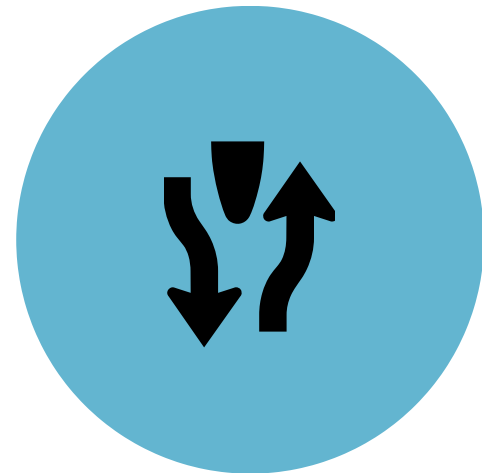
Accessibility of community by motorized and non-motorized modes of transportation  
(ease of travel, traffic flow, walking)

TRAFFIC ENFORCEMENT



76% ↔  
78%

STREET REPAIR



52% ↔  
52%

SIDEWALK MAINTENANCE



63% ↔  
71%

BUS OR TRANSIT SERVICES



45% ↔  
52%

USED PUBLIC TRANSPORTATION INSTEAD OF DRIVING



6% ↓  
8%

Percent rating positively (e.g. excellent/good)

Comparison to national benchmarks:

higher ↑    similar ↔    lower ↓

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# COMMUNITY DESIGN

Smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

OVERALL DESIGN/  
LAYOUT OF  
RESIDENTIAL &  
COMMERCIAL AREAS



67% ↔  
69%

WELL-PLANNED  
RESIDENTIAL  
GROWTH



67% ↑  
73%

WELL-PLANNED  
COMMERCIAL  
GROWTH



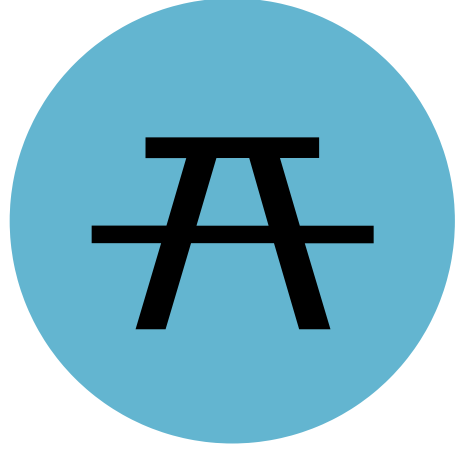
58% ↑  
61%

PRESERVATION OF  
HISTORICAL/  
CULTURAL CHARACTER



67% ↔  
75%

PUBLIC PLACES  
PEOPLE WANT TO  
SPEND TIME



74% ↑  
73%

VARIETY OF  
HOUSING OPTIONS



71% ↑  
64%

Percent rating positively (e.g. excellent/good)

Comparison to national benchmarks:

higher similar lower  
↑ ↔ ↓

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# UTILITIES

Services such as water, gas, electricity and internet access.

AFFORDABLE  
HIGH-SPEED  
INTERNET ACCESS



68% ↑  
60%

GARBAGE  
COLLECTION



85% ↔  
81%

STORM WATER  
MANAGEMENT



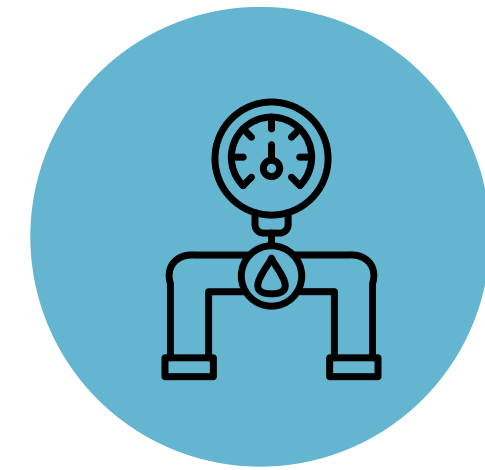
77% ↔  
83%

DRINKING  
WATER



45% ↓  
49%

OVERALL QUALITY  
OF THE UTILITY  
INFRASTRUCTURE



67% ↔  
65%

Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

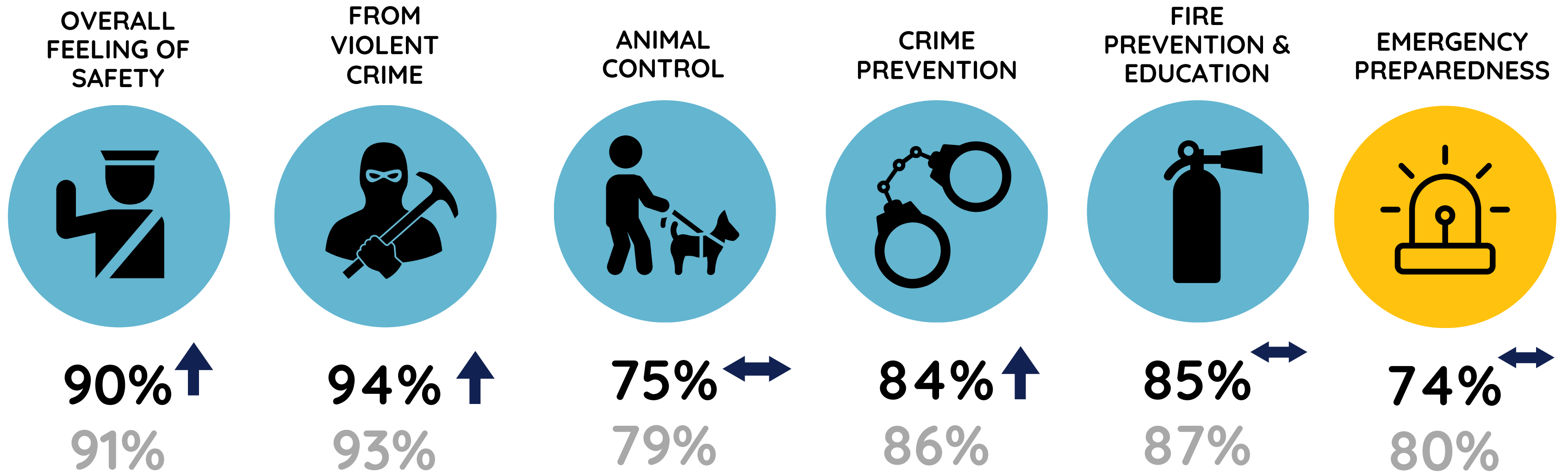
higher    similar    lower  
↑       ↔       ↓

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# SAFETY

Protection from danger or risk (public safety, personal security and welfare, emergency preparedness)



Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

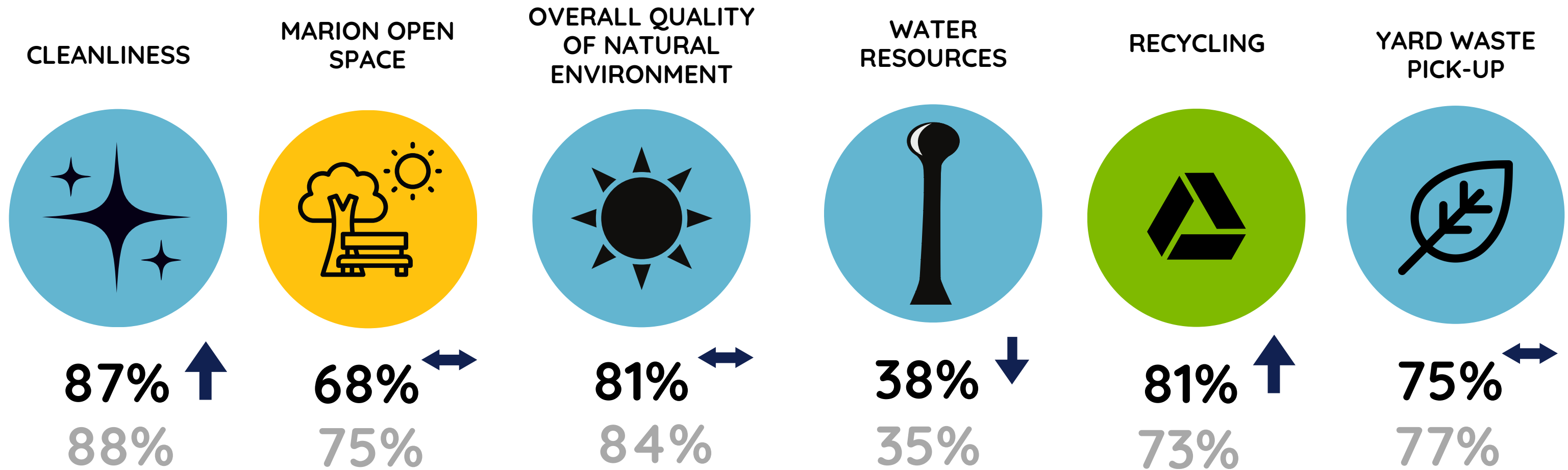
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- declined by more than 6 points

# NATURAL ENVIRONMENT

Natural spaces in which residents live and experience their community.



Percent rating positively (e.g. excellent/good)

Comparison to peer or national benchmarks:

higher    similar    lower  
↑       ↔       ↓

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bottom number: 2023 data

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# PARKS & RECREATION

An active system of parks and recreation programs for public use.

QUALITY OF PARKS & REC OPPORTUNITIES



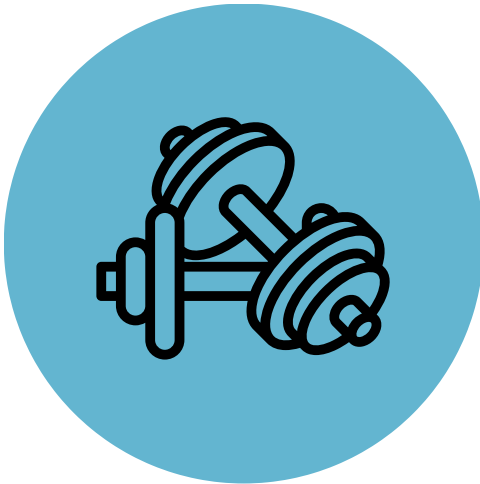
82%  
86%

AVAILABILITY OF PATHS AND WALKING TRAILS



81%  
88%

FITNESS OPPORTUNITIES



81%  
83%

RECREATION PROGRAMS OR CLASSES



79%  
80%

RECREATIONAL OPPORTUNITIES



71%  
74%

RECREATION CENTERS OR FACILITIES



77%  
79%

Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

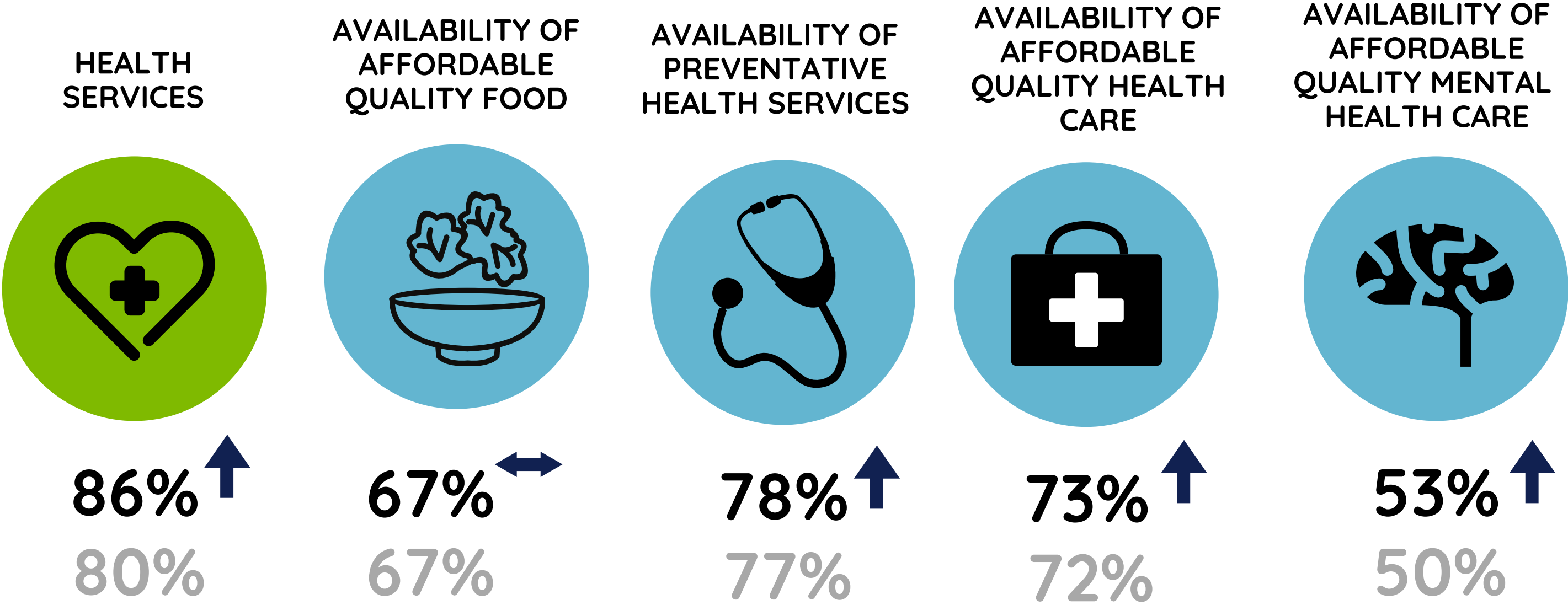
higher similar lower  
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# HEALTH & WELLNESS

Healthy lifestyles, preventive and curative healthcare, supportive services, etc.



Percent rating positively (e.g. excellent/good)

Comparison to national benchmarks:

higher ↑    similar ↔    lower ↓

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bottom number: 2023 data

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- consistent with previous survey
- declined by more than 6 points

# EDUCATION, ARTS & CULTURE

Learning, enrichment and workforce readiness for children, youth and adults

K-12  
EDUCATION



80% ↑  
83%

PUBLIC LIBRARY  
SERVICES



93% ↔  
96%

OPPORTUNITIES  
TO ATTEND  
CULTURAL/ARTS/  
MUSIC ACTIVITIES



70% ↑  
76%

OPPORTUNITIES  
TO ATTEND SPECIAL  
EVENTS AND  
FESTIVALS



82% ↑  
82%

ADULT EDUCATIONAL  
OPPORTUNITIES



49% ↔  
60%

COMMUNITY  
SUPPORT FOR THE  
ARTS



75% ↑  
77%

Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

higher    similar    lower  
↑       ↔       ↓

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# COMMUNITY CONNECTION

How well does the government of Marion meet the needs and expectations of its residents?

CONNECTION & ENGAGEMENT WITH COMMUNITY



64% ↔  
68%

MARION AS A PLACE TO RETIRE



75% ↔  
80%

MARION AS A PLACE TO RAISE CHILDREN



93% ↑  
92%

TAKING CARE OF VULNERABLE RESIDENTS



62% ↔  
68%

MAKING ALL RESIDENTS FEEL WELCOME



82% ↔  
81%

ATTRACTING PEOPLE FROM DIVERSE BACKGROUNDS



67% ↔  
66%

Percent rating positively (e.g. excellent/good)

Comparison to peer & national benchmarks:

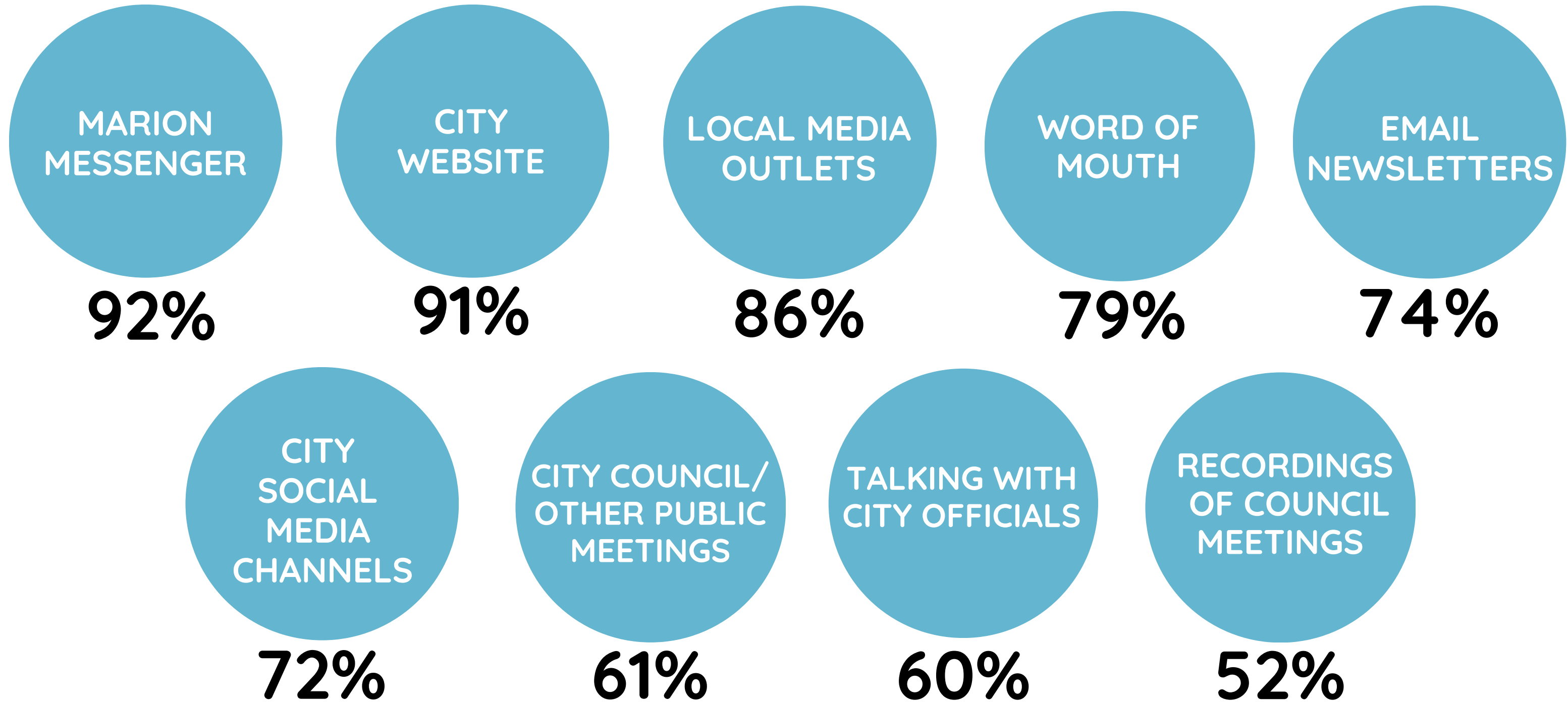
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# COMMUNITY ENGAGEMENT

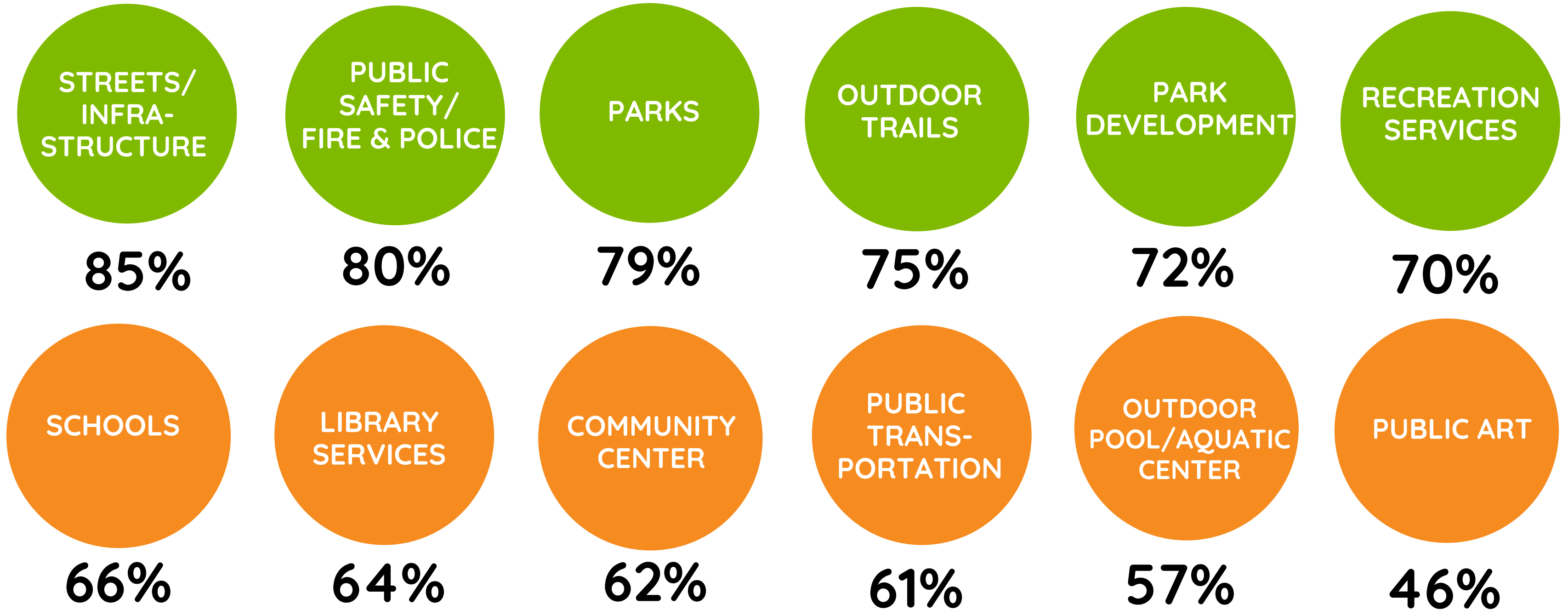
## Source of City Information



Percent rating positively (e.g. major source/minor source)

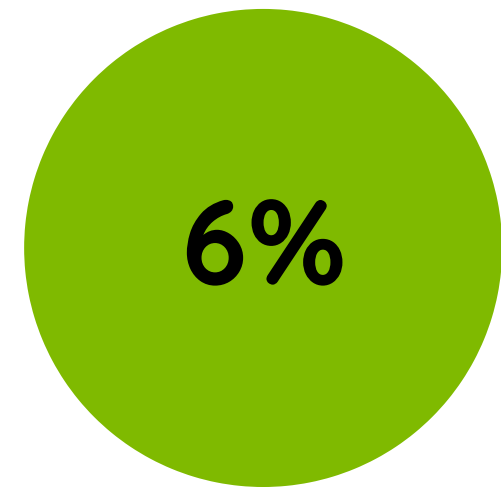
# SUPPORT FOR FEE INCREASES

Support for Property Tax or Fee Increases to Fund Facility and Service Improvements

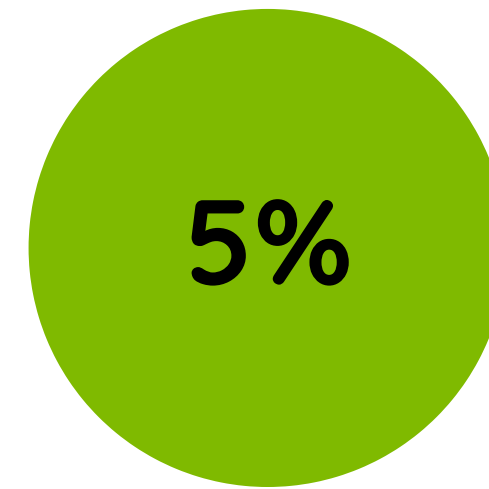


Percent rating positively (e.g. strongly/somewhat support)

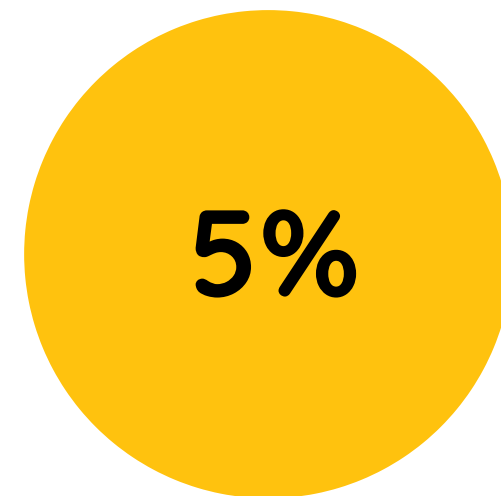
# FAMILIARITY WITH FINANCIAL/ STRATEGIC PLANNING PROCESSES



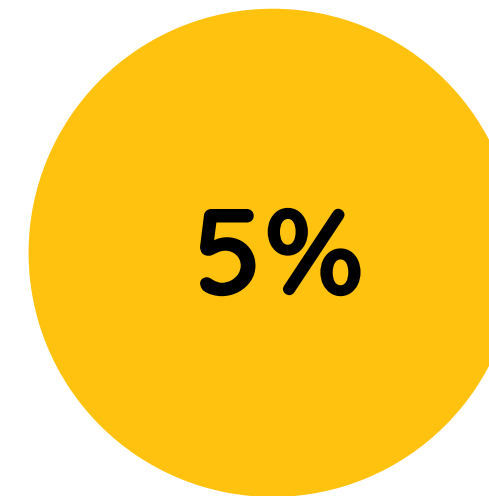
COMPREHENSIVE PLAN



STRATEGIC PLAN



BUDGET DEVELOPMENT



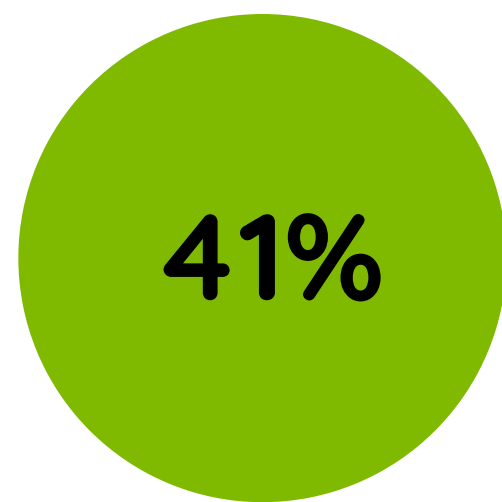
CAPITAL IMPROVEMENT  
PROGRAM (CIP)

Percent rating positively (e.g. extremely or very familiar)

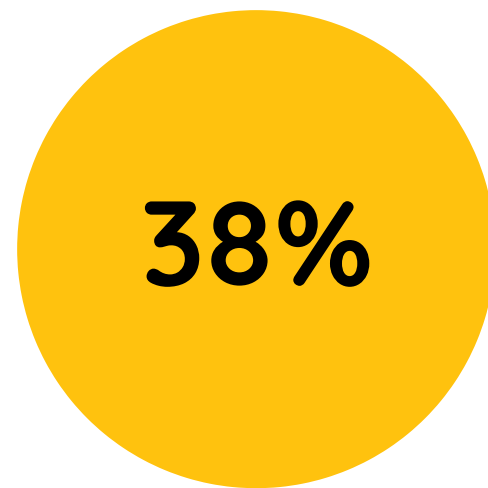


# CLOSING THE GAP BETWEEN COSTS AND REVENUES

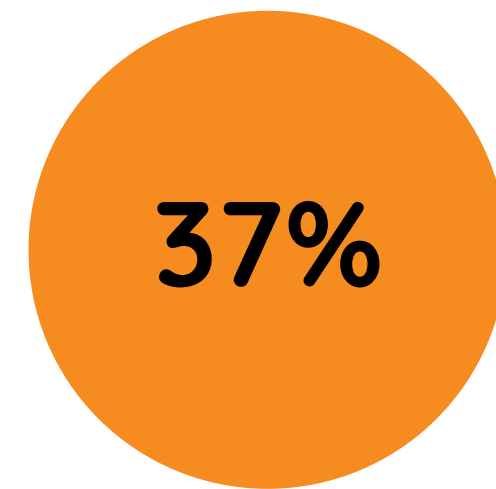
The City of Marion, like other communities across the country, is grappling with rising costs of goods and services. If the gap between the costs and revenues widens, how much would you support or oppose each of the following actions?



RAISE FEES FOR SERVICES



CUT OR DECREASE SERVICES



INCREASE SALES TAX (STATE LEVEL)

Percent rating positively (e.g. strongly or somewhat support)



# NEXT STEPS & QUESTIONS

