

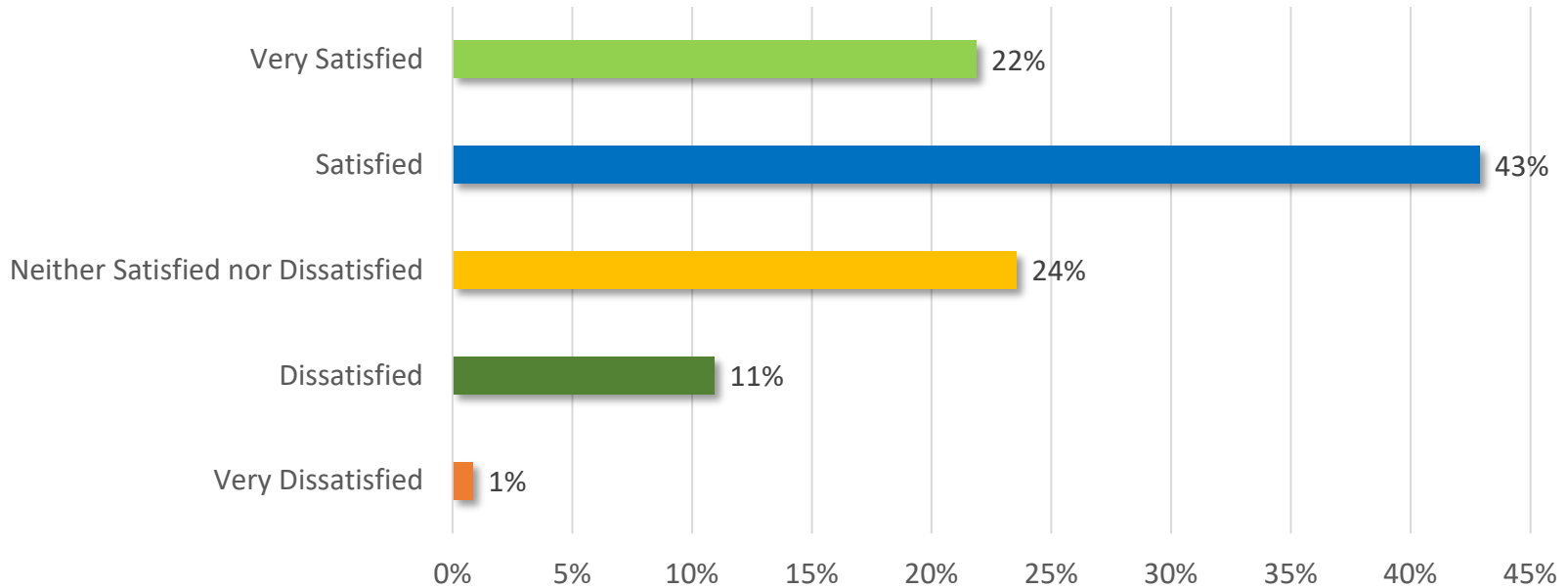
City of Manassas Workforce Development Survey

May 1, 2025 - July 15, 2025



Manassas Business Workforce Development Survey - 2025

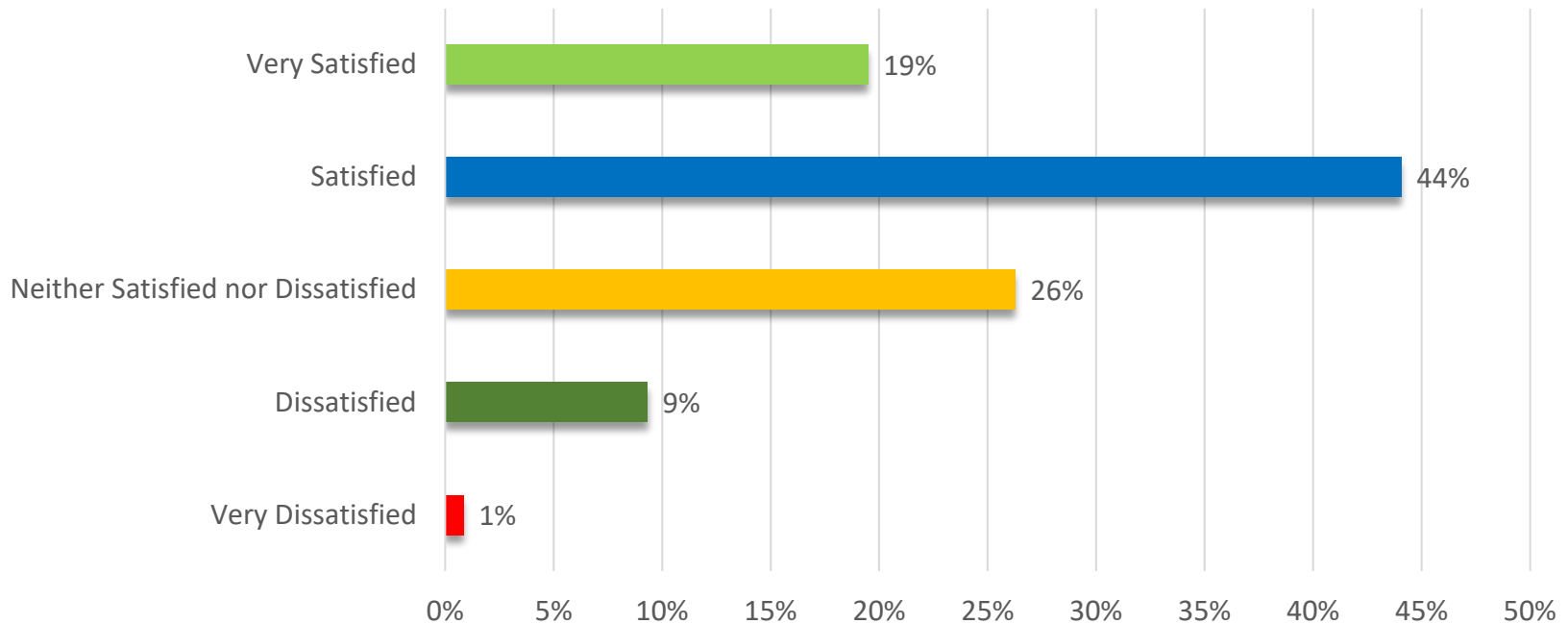
How satisfied are you with the ability to find talent from within the City's workforce?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Very Satisfied	26	22%
Satisfied	51	43%
Neither Satisfied nor Dissatisfied	28	24%
Dissatisfied	13	11%
Very Dissatisfied	1	1%

Manassas Business Workforce Development Survey - 2025

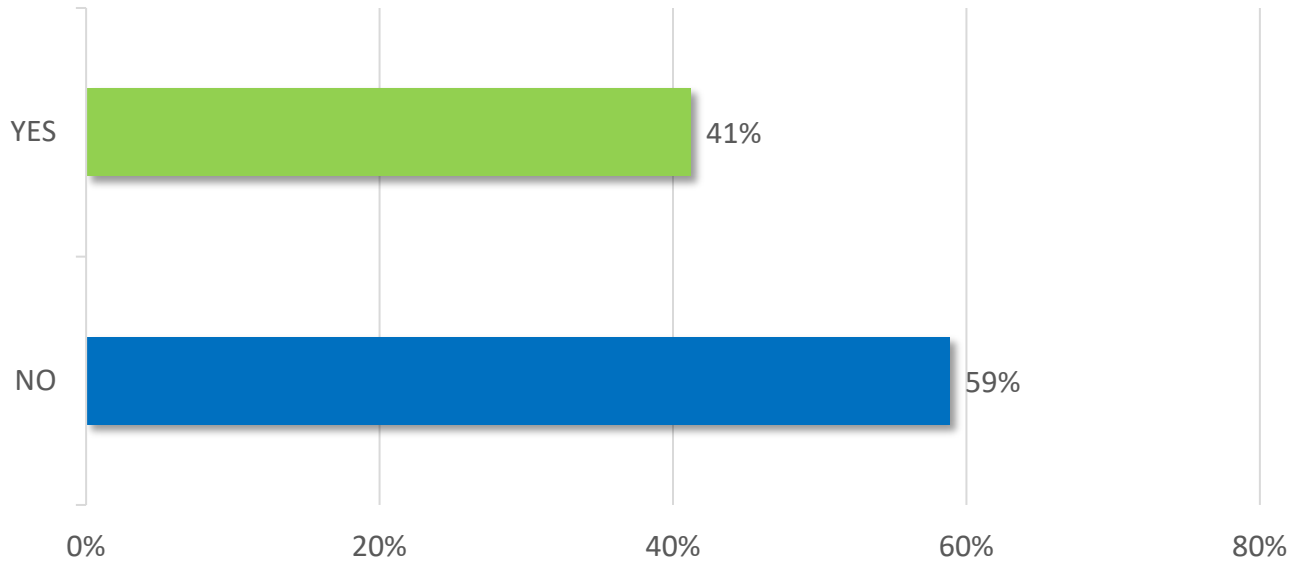
How satisfied are you with the ability to attract talent from outside the City or region?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Very Satisfied	23	19%
Satisfied	52	44%
Neither Satisfied nor Dissatisfied	31	26%
Dissatisfied	11	9%
Very Dissatisfied	1	1%

Manassas Business Workforce Development Survey - 2025

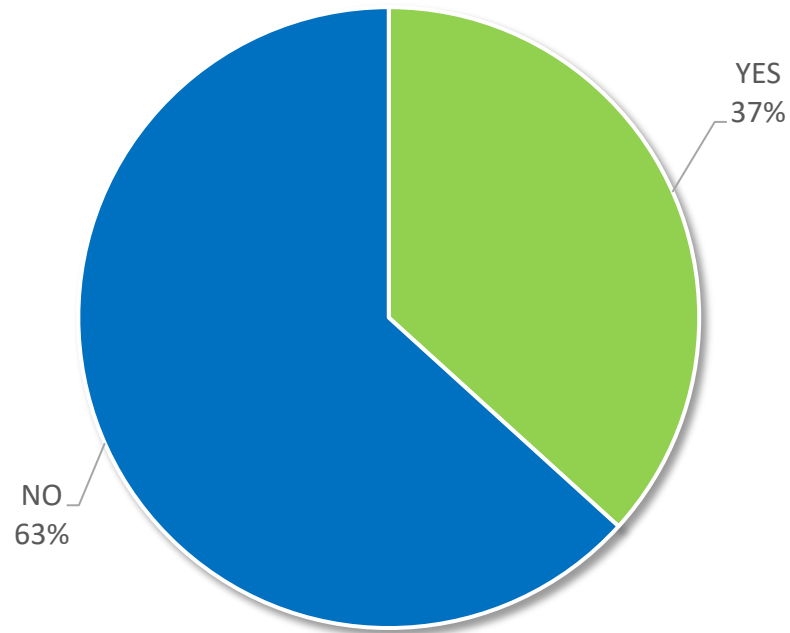
Are you familiar with the **Virginia Values Veterans (V3)** initiative or other military hiring programs that encourage hiring existing and former military servicemembers and their spouses?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	49	41%
No	70	59%

Manassas Business Workforce Development Survey - 2025

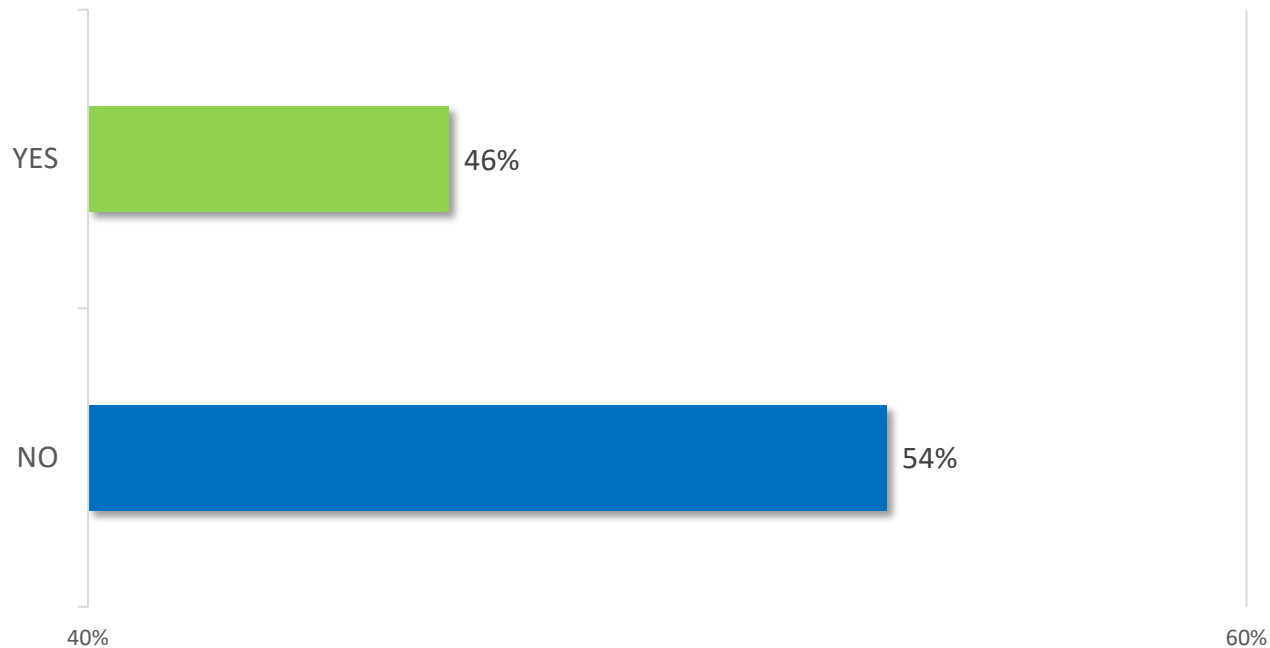
If Yes, are you a V3 Participant?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	18	37%
No	31	63%

Manassas Business Workforce Development Survey - 2025

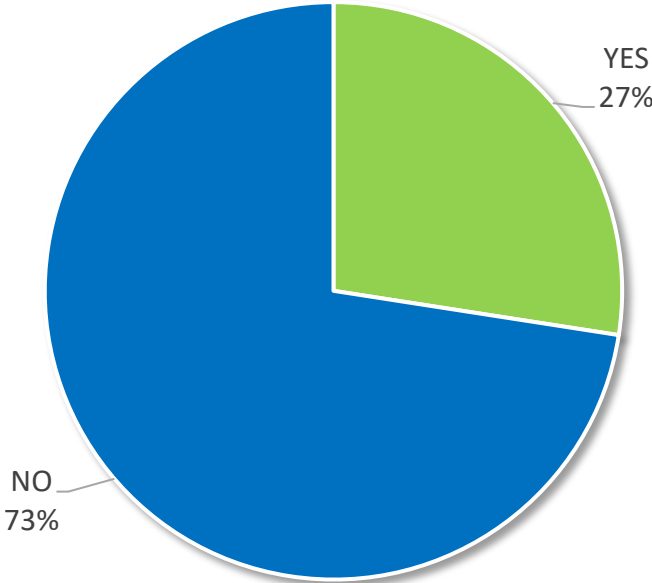
Are you familiar with local workforce training programs offered by the SkillSource Group or Northern Virginia Community College?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	55	46%
No	64	54%

Manassas Business Workforce Development Survey - 2025

If Yes, have you utilized SkillSource or Northern Virginia Community College to train or upskill staff?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	14	27%
No	37	71%



Manassas Business Workforce Development Survey

General Trends - 2025

- Survey participation is solicited heavily during the Business Appreciation Breakfast, within the Department e-Newsletter, and in Facebook and LinkedIn social media channels. Participation dropped slightly this year but remained much higher than historic participation levels due to dedicated focus at the Business Appreciation Breakfast and individual reach outs, which resulted in 119 survey completions. Participation totals (***completed and legitimate***) are as follows:
 - 2022: 40
 - 2023: 36
 - 2024: 138
 - 2025: 119
- For historical context, we calculated the percent change in results between years 2022 and 2025 for an understanding of trends over time.

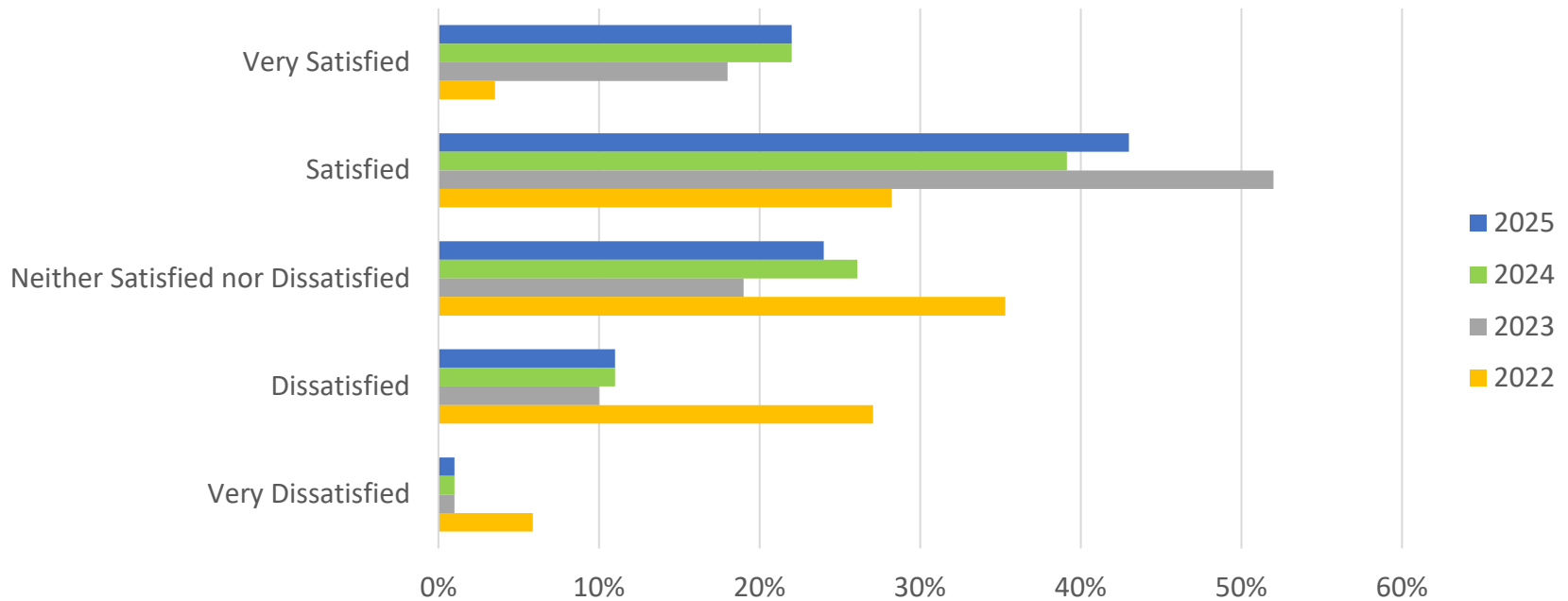
Manassas Business Workforce Development Survey

General Trends - 2025

- Survey participants indicated overall **growth in satisfaction** in their ability to find talent both **within and outside** of the City's workforce since 2022. Participants 'very satisfied' in finding talent in the City **increased 18%**, and outside of the City **increased 15%**.
- Awareness of the Virginia Values Veterans (V3) program **increased 14%** since 2022.
- Awareness of SkillSource and NOVA Community College programming **increased 12%** since 2022.
- Of the survey participants who expressed awareness of SkillSource and NOVA Community College programming, 27% have utilized these workforce development services. This number has **decreased 7%** since 2022, indicating an opportunity for better promotion and possibly improvement of workforce offerings.
- Respondents have been asked for the past two years if they are participants in the V3 program. Of the total respondents indicating awareness, **37% claim** to be participants compared to 32% in 2024, an **increase of 5%**.

Manassas Business Workforce Development Survey – 2022 - 2025

How satisfied are you with the ability to find talent within the City's workforce?

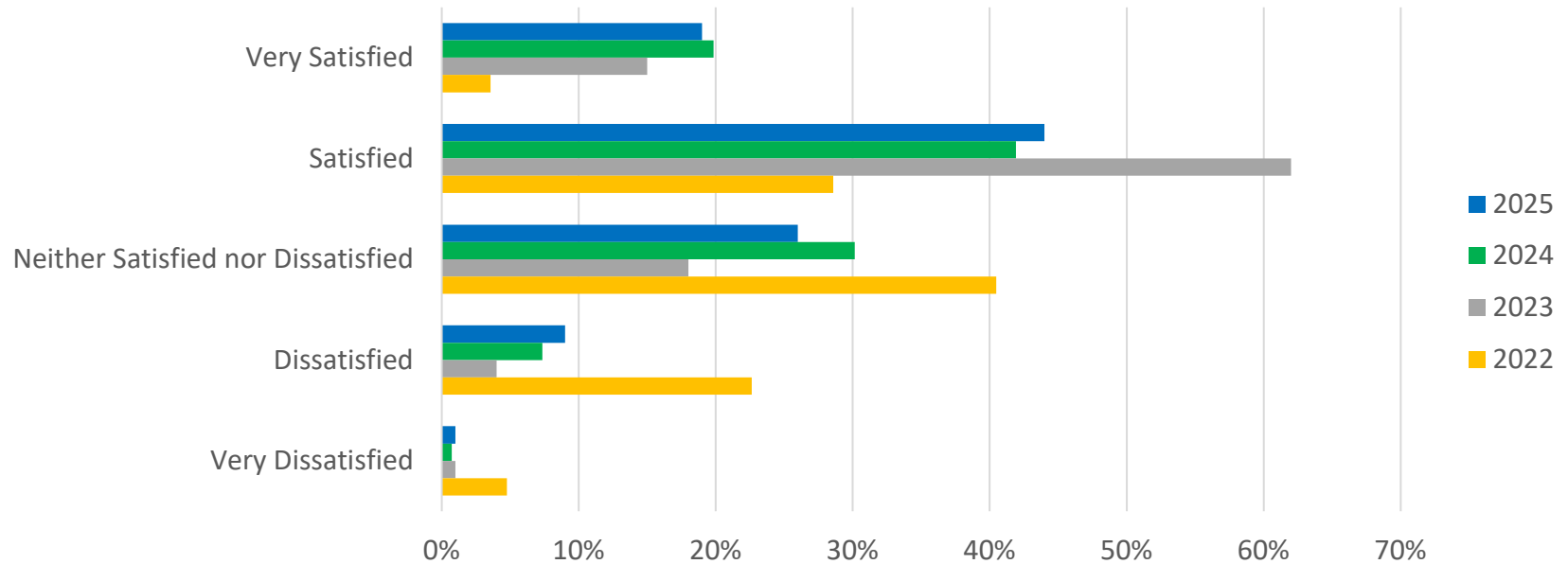


ANSWER CHOICES	2025	2024	2023	2022	'22 & '25 Change
Very Satisfied	22%	22%	18%	4%	^ 18%
Satisfied	43%	39%	53%	28%	^ 15%
Neither Satisfied nor Dissatisfied	24%	26%	19%	35%	v 11%
Dissatisfied	11%	11%	10%	27%	v 16%
Very Dissatisfied	1%	1%	1%	6%	v 5%



Manassas Business Workforce Development Survey – 2022 - 2025

How satisfied are you with the ability to find talent from outside the City's workforce?

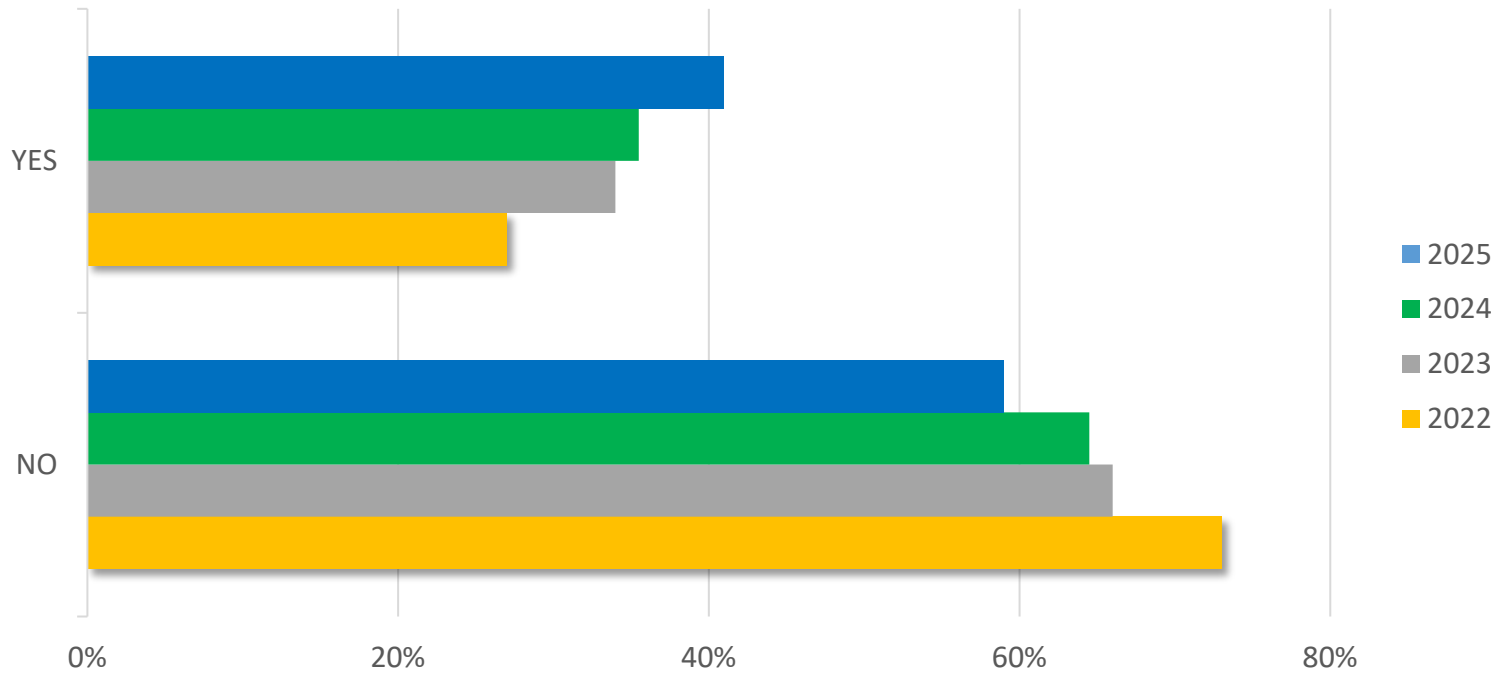


ANSWER CHOICES	2025	2024	2023	2022	'22 & '25 Change
Very Satisfied	19%	20%	15%	4%	^ 15%
Satisfied	44%	42%	62%	29%	^ 15%
Neither Satisfied nor Dissatisfied	26%	30%	18%	40%	v 14%
Dissatisfied	9%	7%	4%	23%	v 14%
Very Dissatisfied	1%	1%	1%	5%	v 4%



Manassas Business Workforce Development Survey – 2022 - 2025

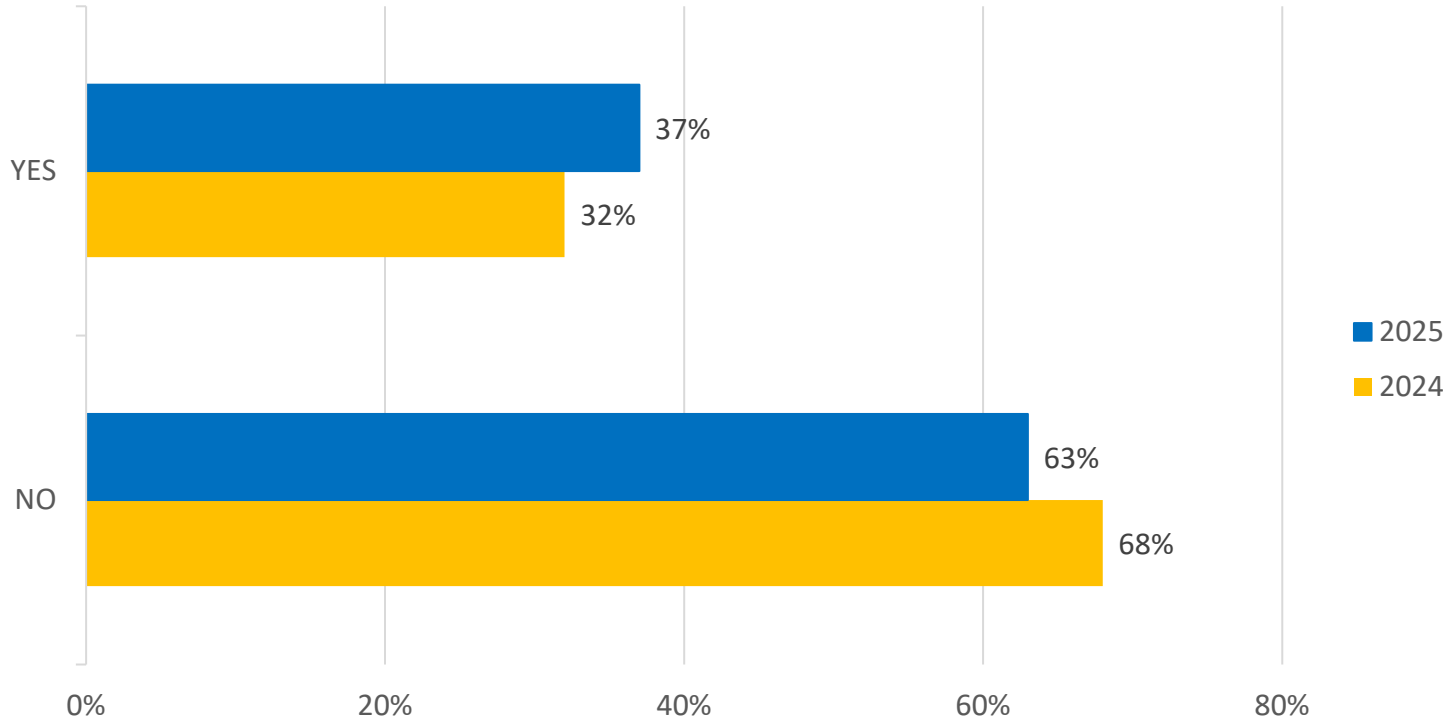
Are you familiar with the **Virginia Values Veterans (V3)** initiative or other military hiring programs that encourage hiring existing and former military servicemembers and their spouses?



ANSWER CHOICES	2025	2024	2023	2022	'22 & '25 Change
Yes	41%	36%	34%	27%	^ 14%
No	59%	64%	66%	73%	v 14%

Manassas Business Workforce Development Survey – 2022 - 2025

If Yes, are you a V3 participant?



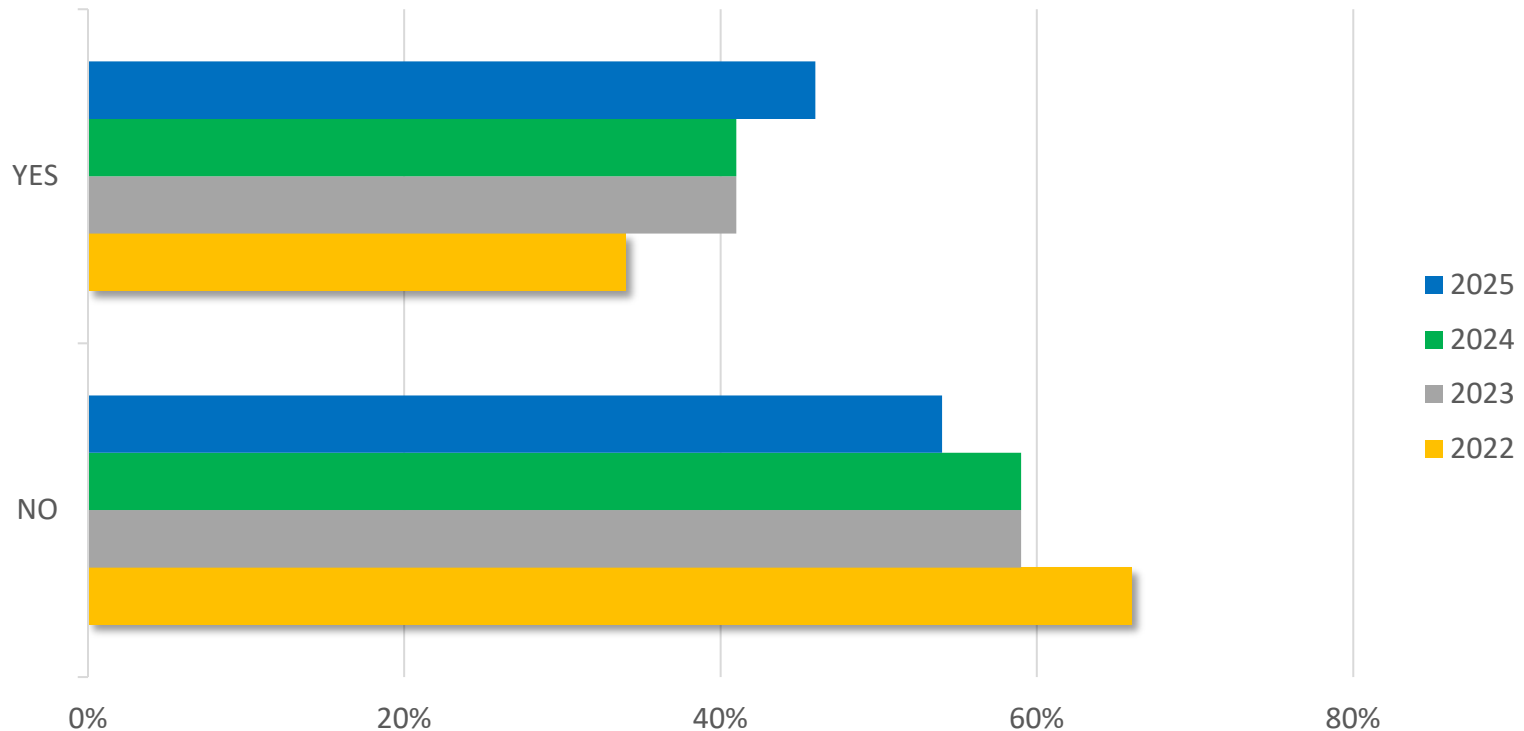
ANSWER CHOICES	2025	2024	'24 & '25 Change
Yes	37%	32%	^ 5%
No	63%	68%	v 5%

*This question was added to the survey in 2024



Manassas Business Workforce Development Survey – 2022 - 2025

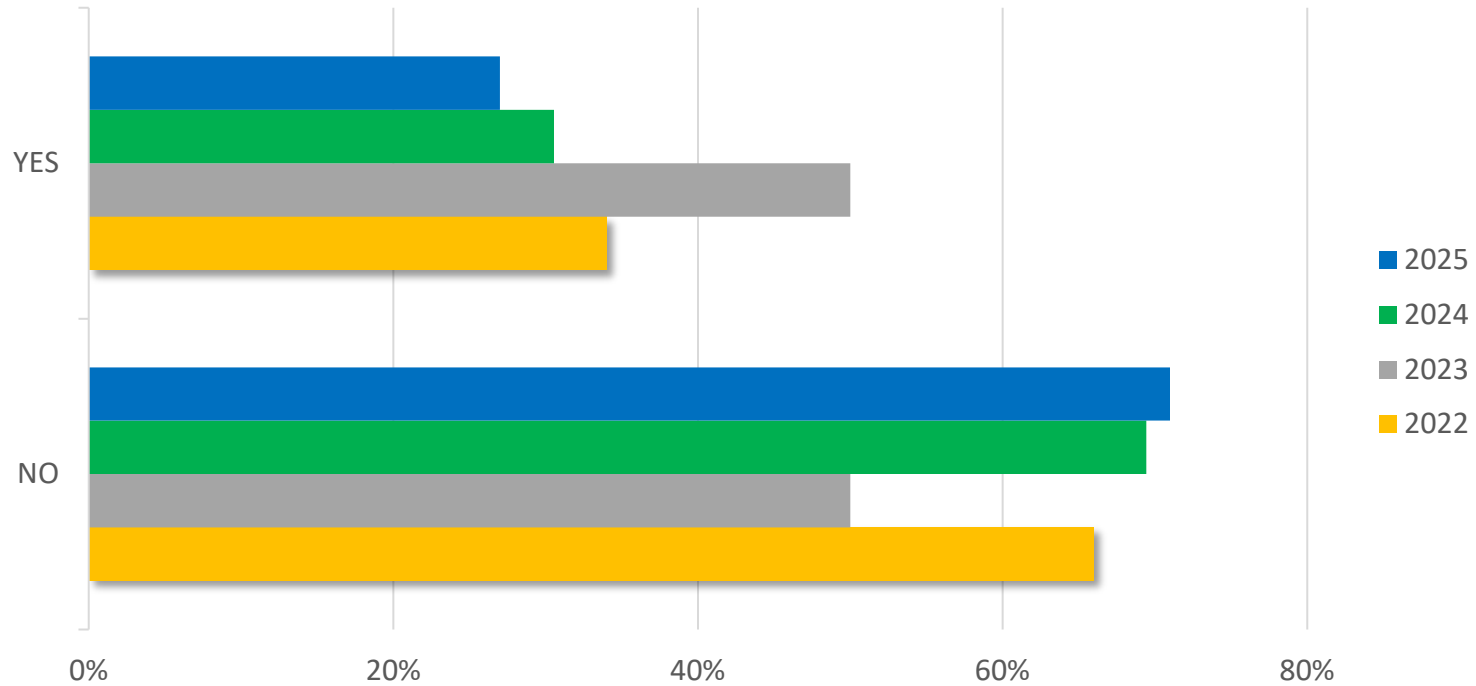
Are you familiar with local workforce training programs offered by the SkillSource Group or Northern Virginia Community College?



ANSWER CHOICES	2025	2024	2023	2022	'22 & '25 Change
Yes	46%	41%	41%	34%	^ 12%
No	54%	59%	59%	66%	v 12%

Manassas Business Workforce Development Survey – 2022 - 2025

If Yes, have you utilized SkillSource or Northern Virginia Community College to train or upskill staff?



ANSWER CHOICES	2025	2024	2023*	2022	'22 & '25 Change
Yes	27%	31%	50%	34%	v 7%
No	71%	69%	50%	66%	^ 7%

*Only 6 responses to this question in 2023



Manassas Business Workforce Development Survey - 2025

NOTE: In 2023-2024, the survey was promoted on social media with an incentive for participants to respond (a chance at a \$25 Manassas HEART BEAT gift card). As a result, the survey instrument was inundated with a number of false responses during the timeframe these posts were promoted. In 2025, we removed the prompt advertising the raffle in social media to eliminate bot responses, which also likely resulted in the slightly lower participation rate.

Additionally, ***all non 20110-located businesses were removed.***