

Vienna, VA

The National Community Survey

Report of Results
2023

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Vienna. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement



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The report provides the opinions of a representative sample of 928 residents of the Town of Vienna collected from October 2, 2023 to November 13, 2023. The margin of error around any reported percentage is 3% for all respondents and the response rate for the 2023 survey was 31%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Vienna.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Vienna's results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Vienna residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Vienna's average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Vienna's average rating was more than 20 points different when compared to the benchmark.

The survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to or during the pandemic. This may impact how your Town's 2023 ratings compare to other communities' ratings from the past five years.

Trends over time

Trend data for Vienna represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than five percentage points between the 2018 and 2023 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the Town of Vienna were eligible to participate in the survey. A list of all households within the zip codes serving Vienna was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Vienna households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the Town of Vienna boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of four quadrants. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 3,000 randomly selected households received mailings beginning on October 2, 2023 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing was a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

About 2% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,947 households that received the invitations to participate, 928 completed the survey, providing an overall response rate of 31%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the Town of Vienna survey is no greater than plus or minus three percentage points around any given percent reported for all respondents (928 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the Town of Vienna. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Vienna and also a question about where they heard about the survey. The open-participation survey was open to all town residents and became available on October 30, 2023. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the Town of Vienna. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	4%	15%	17%
	35-54	37%	43%	42%
	55+	59%	42%	41%
Area	NE	18%	16%	16%
	NW	16%	13%	13%
	SE	28%	35%	35%
	SW	38%	36%	36%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	90%	90%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	10%	10%
Housing tenure	Own	95%	86%	86%
	Rent	5%	14%	14%
Housing type	Attached	12%	18%	18%
	Detached	88%	82%	82%
Race & Hispanic origin	Not white alone	23%	30%	30%
	White alone, not Hispanic or Latino	77%	70%	70%
Sex	Man	44%	47%	49%
	Woman	56%	53%	51%

Sex/age	Man 18-34	1%	6%	9%
	Man 35-54	16%	21%	21%
	Man 55+	27%	20%	20%
	Woman 18-34	3%	9%	9%
	Woman 35-54	23%	22%	21%
	Woman 55+	31%	22%	21%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The Town of Vienna funded this research. Please contact Karen Thayer of the Town of Vienna at Karen.Thayer@viennava.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences that survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and for some survey items they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>

3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

4. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Many aspects of Vienna's community design receive positive reviews, but residents identify some potential areas of opportunity for the town.

Residents offered high ratings of importance (87% essential or very important) and moderate ratings of quality (70% excellent or good) to the overall design and layout of Vienna, suggesting that community design is a priority to the town. About 9 in 10 survey respondents positively rated Vienna and their neighborhood as a place to live, both higher than the national average. Similarly strong and consistent trends from the previous survey appeared in evaluations of Vienna's public places where people want to spend time (81% excellent or good) and overall appearance (86%). Reviews also remained stable and in line with benchmark comparisons for the overall quality of new development (58%), variety of housing options (44%), and code enforcement (54%). New to this year's survey iteration, two-thirds of respondents commended the town's well-designed neighborhoods, and three-quarters approved of the preservation of the historical or cultural character of the community.

However, a few newly surveyed items suggested an opportunity for focus. Roughly half of residents favorably assessed both the well-planned commercial growth and well-planned residential growth in Vienna. Building trend data for these aspects will aid in determining how best to focus on this facet going forward. In a unique question to Vienna, residents were asked to share their preferences regarding the development and design of Maple Avenue. Roughly 7 in 10 survey respondents strongly or somewhat agreed that Maple Avenue should have more retail stores and restaurants, while two-thirds felt that new development should include a mix of commercial and residential uses. About 8 in 10 participants favored widening sidewalks with landscaping and outdoor seating areas, and the same proportion agreed that buildings along Maple Avenue should be designed to create a sense of place and should be no taller than three stories. A great majority of residents also agreed that power lines should be buried underground (93%).

Residents appreciate Vienna's mobility and support additional focus on transportation.

Mobility scores provided by Vienna residents largely place the town above national averages, with some exceptions. About 7 in 10 respondents gave excellent or good ratings to the overall quality of the transportation system, scoring higher than the benchmarks. Survey items exhibiting consistent trends included the ease of travel by bicycle (69% excellent or good), traffic enforcement (70%), and traffic signal timing (56%). About 8 in 10 residents gave positive ratings to ease of walking, street cleaning, and snow removal, each surpassing the national average and showing a statistically significant increase from the 2018 survey. Similarly, 7 in 10 respondents favorably assessed street repair, street lighting, sidewalk maintenance, and bus or transit services, all trending upward from the 2018 results. Although about 3 in 10 participants positively regarded traffic flow on major streets, a significant increase from the previous survey, this ranking fell below the national benchmark, indicating an area of improvement for the town.

In addition to the standard survey questions, residents were asked to evaluate the priority of various Town initiatives. Continuing the construction of sidewalks in the public rights-of-way to make Vienna a more walkable community was considered a high or medium priority by about 8 in 10 respondents. This custom question response presents a strong correlation with residents' reported rates of walking or biking instead of driving (83% yes), which ranked much higher than other comparison communities. Similarly, when asked to rate the importance of repaving/milling deteriorating Town streets, approximately 9 in 10 participants considered it a high or medium priority.

Residents feel a strong sense of community.

Residents highly praised their connection and engagement with the community (87% excellent or good), suggesting that inclusivity and engagement is a strength for the community. Virtually all respondents gave positive ratings to Vienna as a place to raise children, surpassing the national average. Opportunities for residents to participate in community matters and the openness and acceptance of the community toward people of diverse backgrounds both garnered above-average and consistent remarks from about 8 in 10 residents. Similarly, neighborliness of residents (82% excellent or good) remained stable with previous results. Opportunities to participate in social events and activities, opportunities to volunteer, and sense of community all received high praise from approximately 9 in 10 residents, scoring higher than benchmarks and displaying a significant increase from the 2018 survey.

Included on the survey for the first time were several questions related to the town's inclusivity. Roughly 8 in 10 individuals favorably assessed Vienna making all residents feel welcome and valuing/respecting residents from diverse backgrounds, while 9 in 10 gave high marks to the sense of civic/community pride, all exceeding national averages. Likewise, two-thirds of respondents positively rated Vienna attracting people from diverse backgrounds and taking care of vulnerable residents; both of these survey items were on par with benchmarks.

Affordability of Vienna is key and residents value a healthy economy.

Economy is a priority and a strength for Vienna, with about 9 in 10 residents rating this facet as both of high importance and high quality. Three-quarters of respondents positively rated Vienna's economic development and vibrancy of the downtown/commercial area, both of which showed a statistically significant increase from the previous survey and scored higher than national averages. The overall quality of business and service establishments (93% excellent or good), variety of business and service establishments (78%), employment opportunities (64%), and shopping opportunities (64%) also received marks surpassing the benchmarks.

When asked to rate a few new survey items pertaining to general affordability, approximately 7 in 10 residents favorably assessed the availability of affordable quality food and health care. Similarly, about 6 in 10 survey participants praised the availability of affordable quality mental health care, scoring higher than communities across the nation. Roughly one-quarter of respondents favorably reviewed the cost of living in Vienna, in line with benchmark comparisons and 2018 survey results. However, when asked what impact the economy would likely have on their family in the next 6 months, only 2 in 10 respondents gave positive ratings; although this ranking was on par with the benchmark and mirrors similar downward trends seen across the nation, it represents a statistically significant decline from the Town's previous survey iteration, which may merit additional research and consideration.

Facets of livability

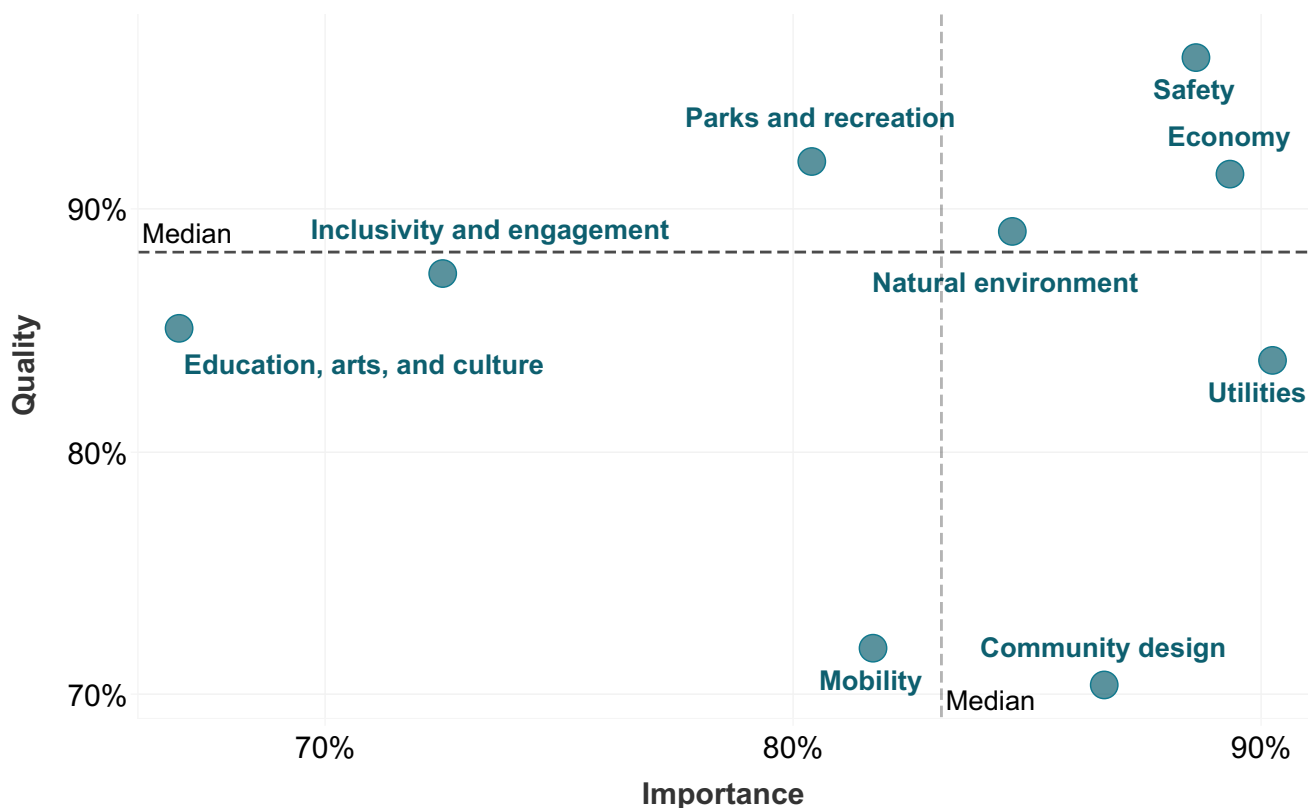
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

Quality-Importance Matrix

To help guide Town staff and officials with decisions on future resource allocation, resident ratings of the *importance* of facets were compared to their ratings of the *quality* of these facets. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all facets were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some facets were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some facets were in the bottom half of both lists.

Facets receiving quality ratings of excellent or good by 88% or more of respondents were considered of “higher quality” and those with ratings lower than 88% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 83% or more of respondents. Services were rated as “less important” if they received a rating of less than 83%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.

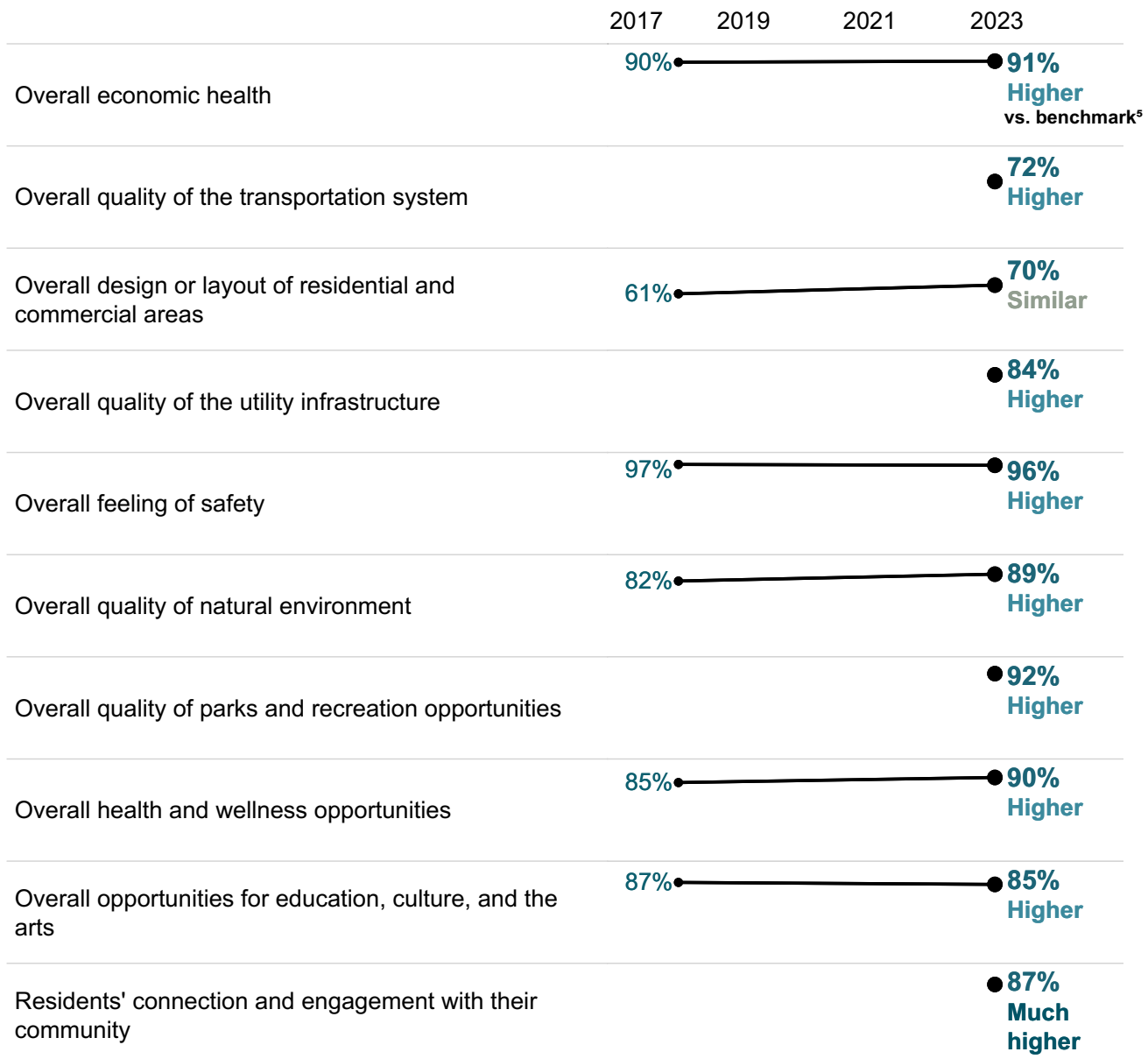


Quality and Importance by the Numbers

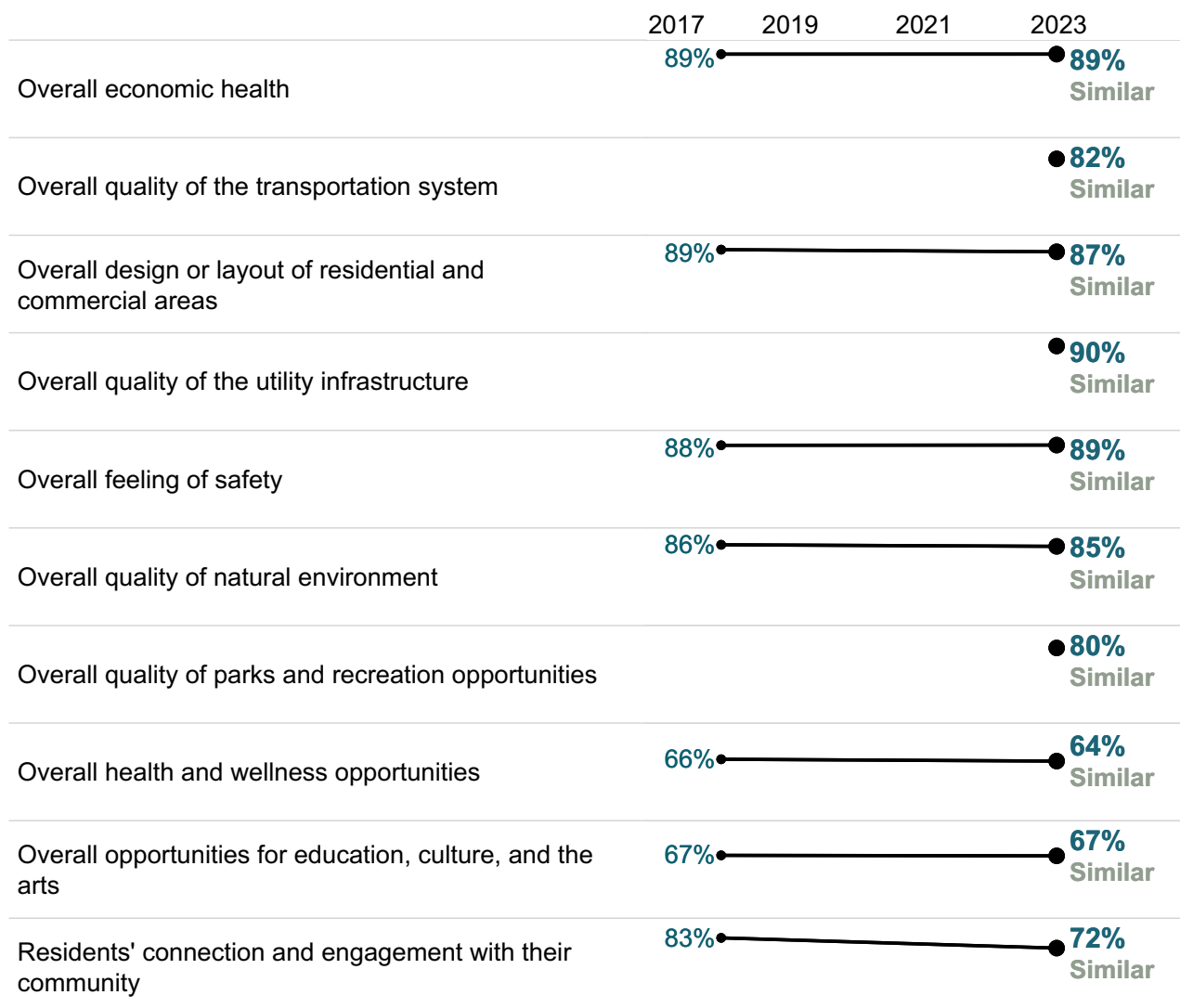
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Vienna as a whole.

(% excellent or good)



Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.
(% essential or very important)

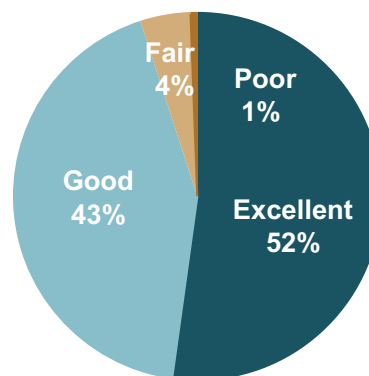


5. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

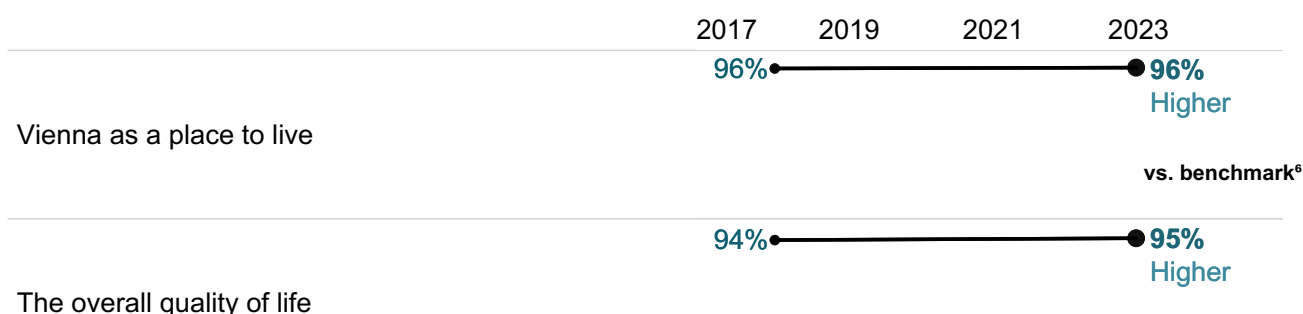
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Vienna, 2023



Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Vienna community.
(% excellent or good)



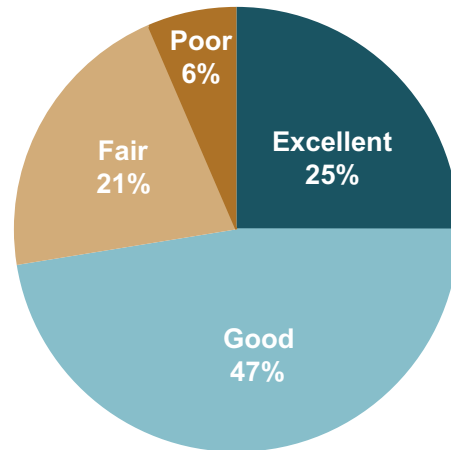
6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



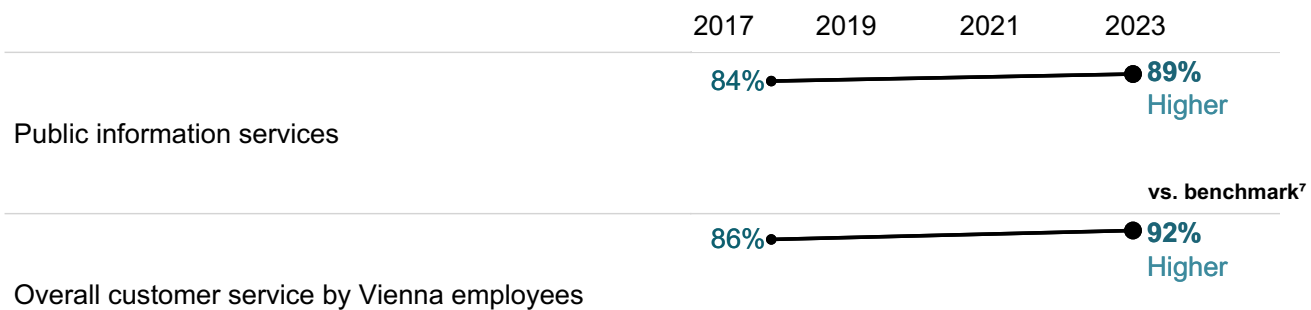
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Vienna government, 2023



Please rate the quality of each of the following services in Vienna.
(% excellent or good)

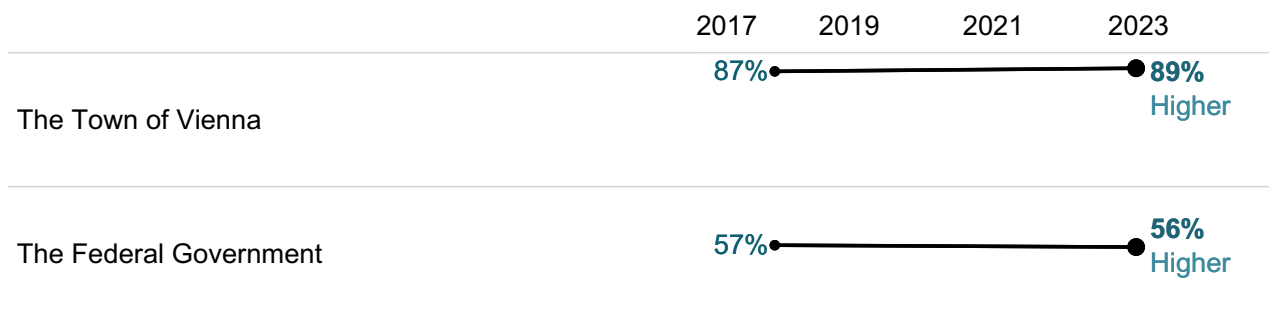


Please rate the following categories of Vienna government performance.
(% excellent or good)





Overall, how would you rate the quality of the services provided by each of the following?
 (% excellent or good)



7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

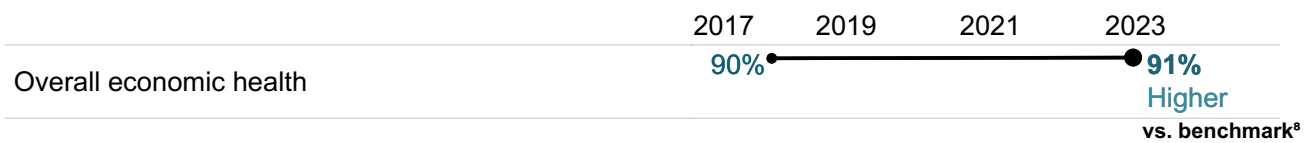
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

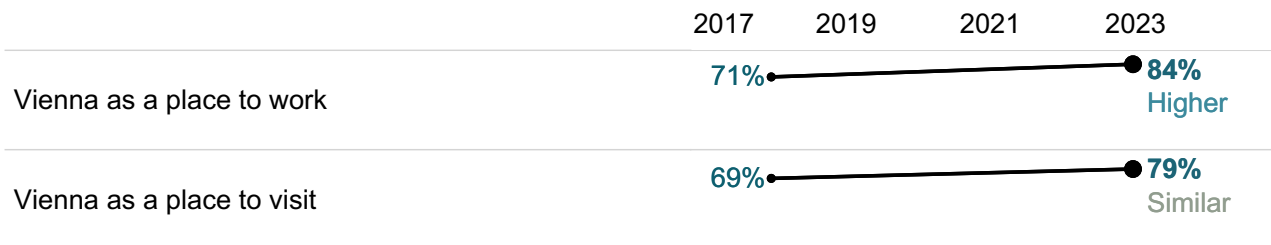
Overall economic health of Vienna, 2023



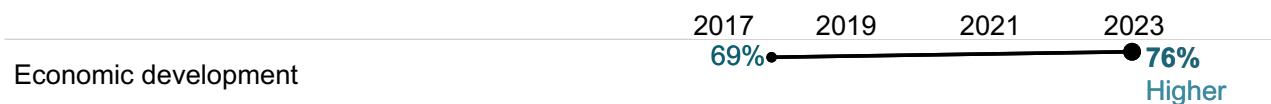
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



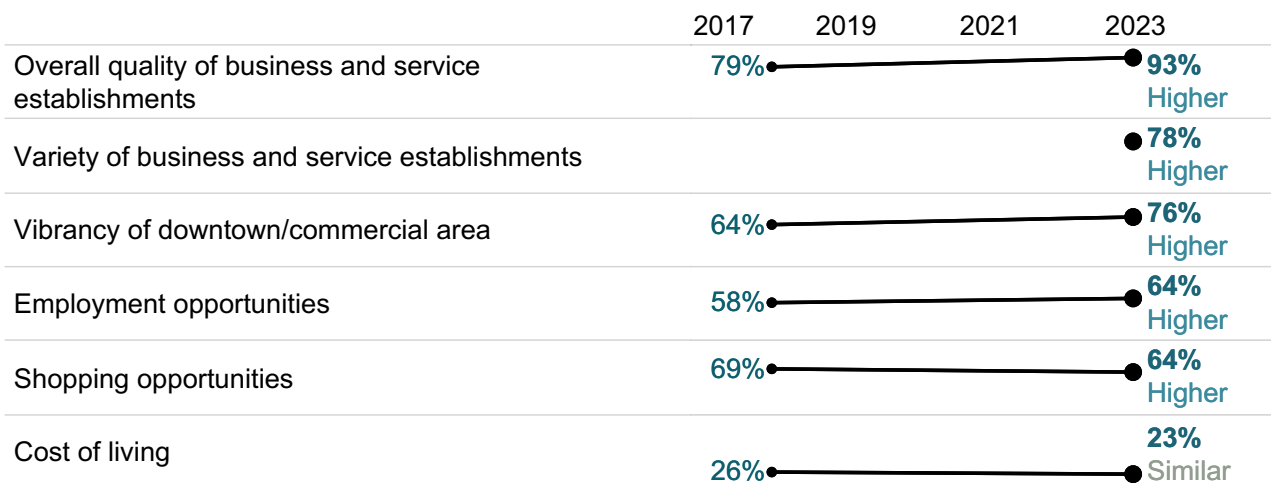
Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



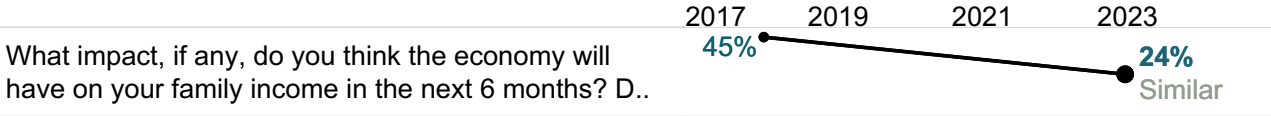
Please rate the quality of each of the following services in Vienna.
(% excellent or good)



Please rate each of the following in the Vienna community.
(% 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:
(% very or somewhat positive)



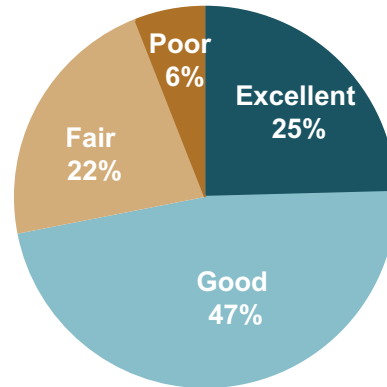
8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



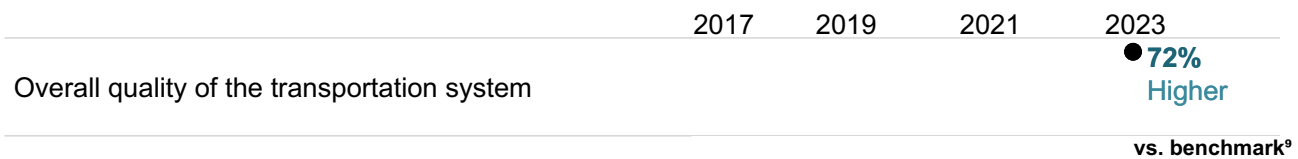
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

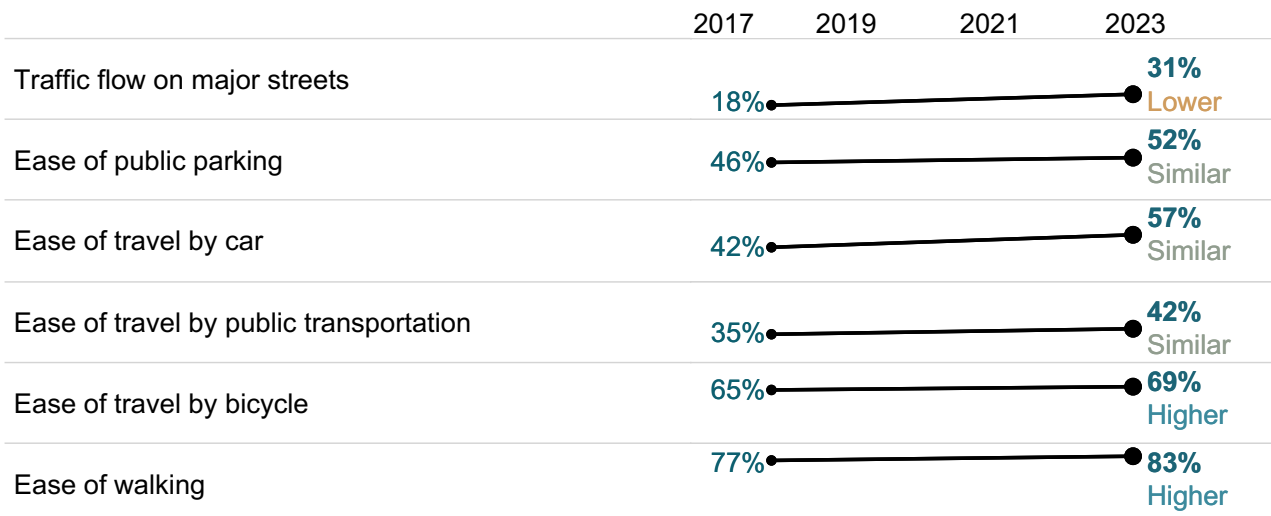
Overall quality of the transportation system in Vienna, 2023



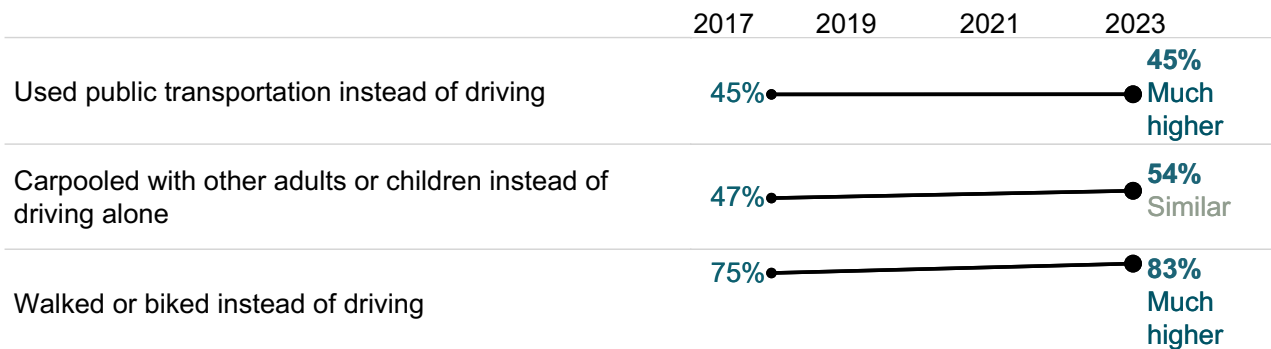
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



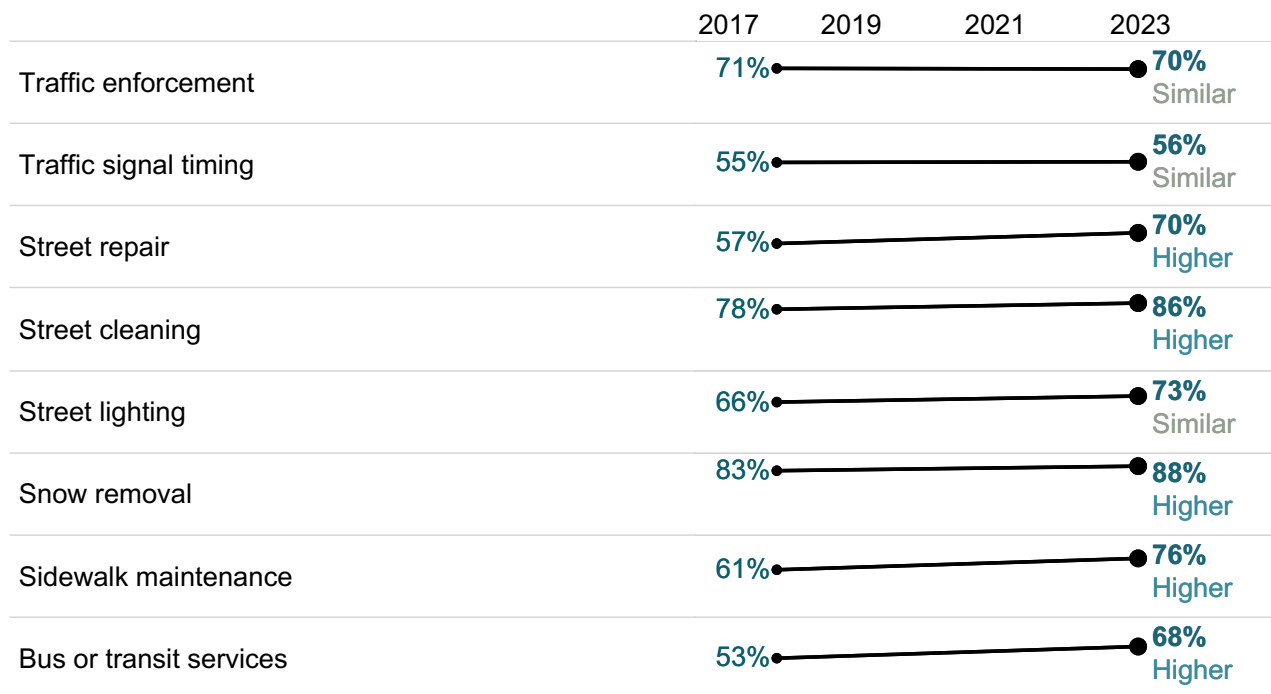
Please also rate each of the following in the Vienna community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



Please rate the quality of each of the following services in Vienna.
 (% excellent or good)

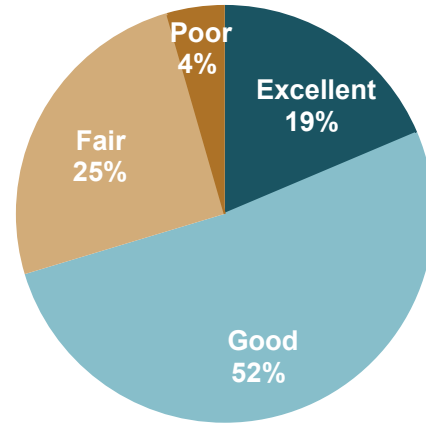


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

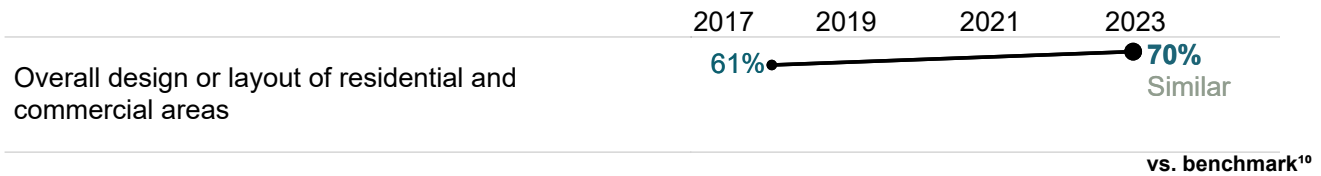
Overall design or layout of Vienna's residential and commercial areas, 2023

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



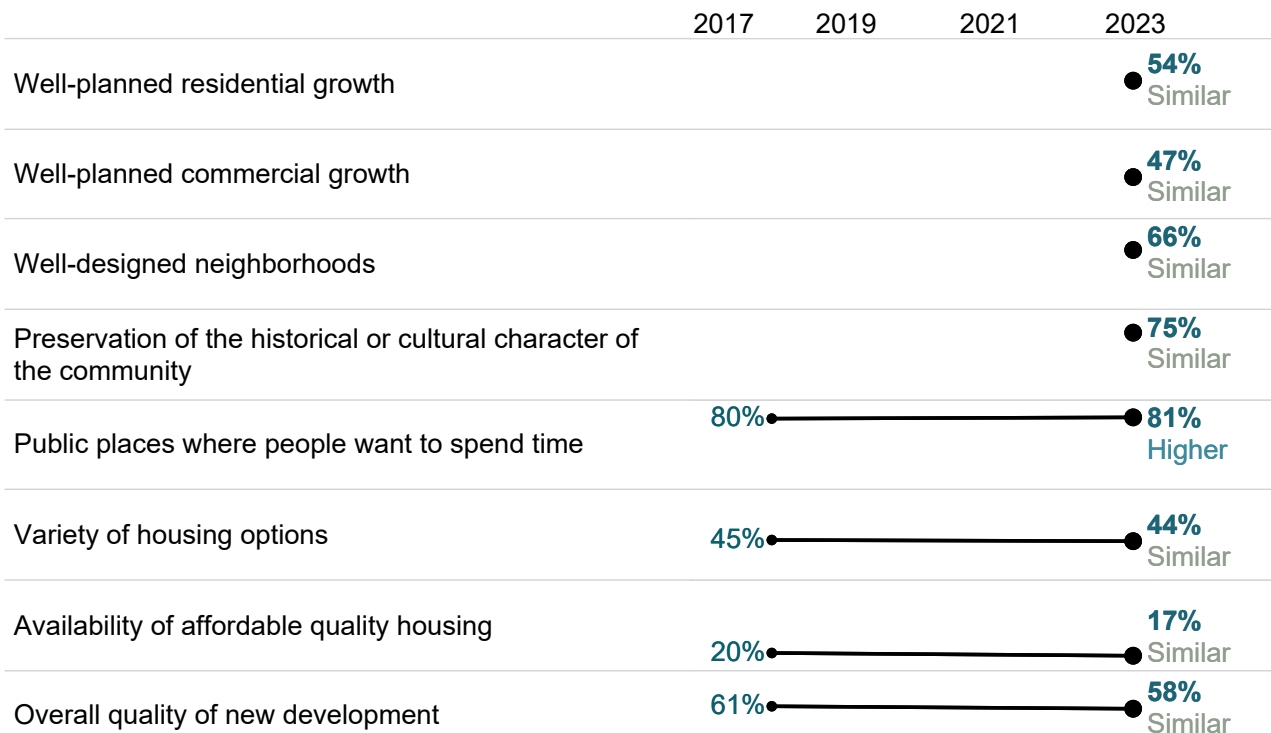
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)

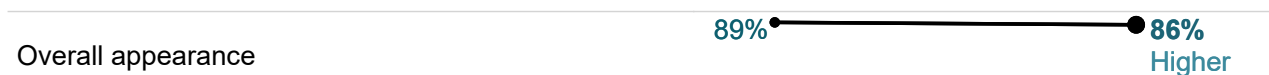


Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)

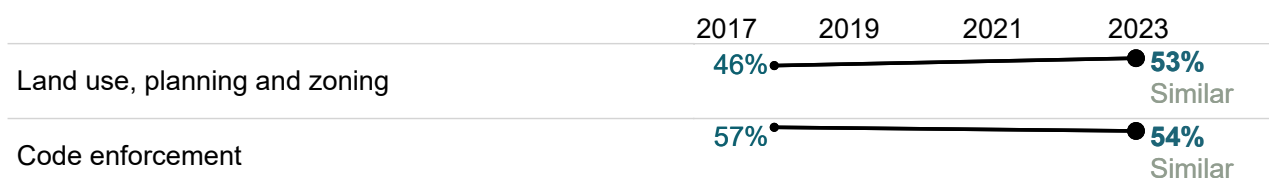


Please also rate each of the following in the Vienna community.
(% excellent or good)





Please rate the quality of each of the following services in Vienna.
(% excellent or good)



10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

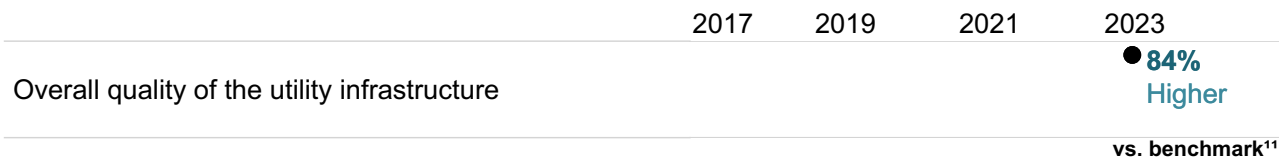
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Vienna, 2023



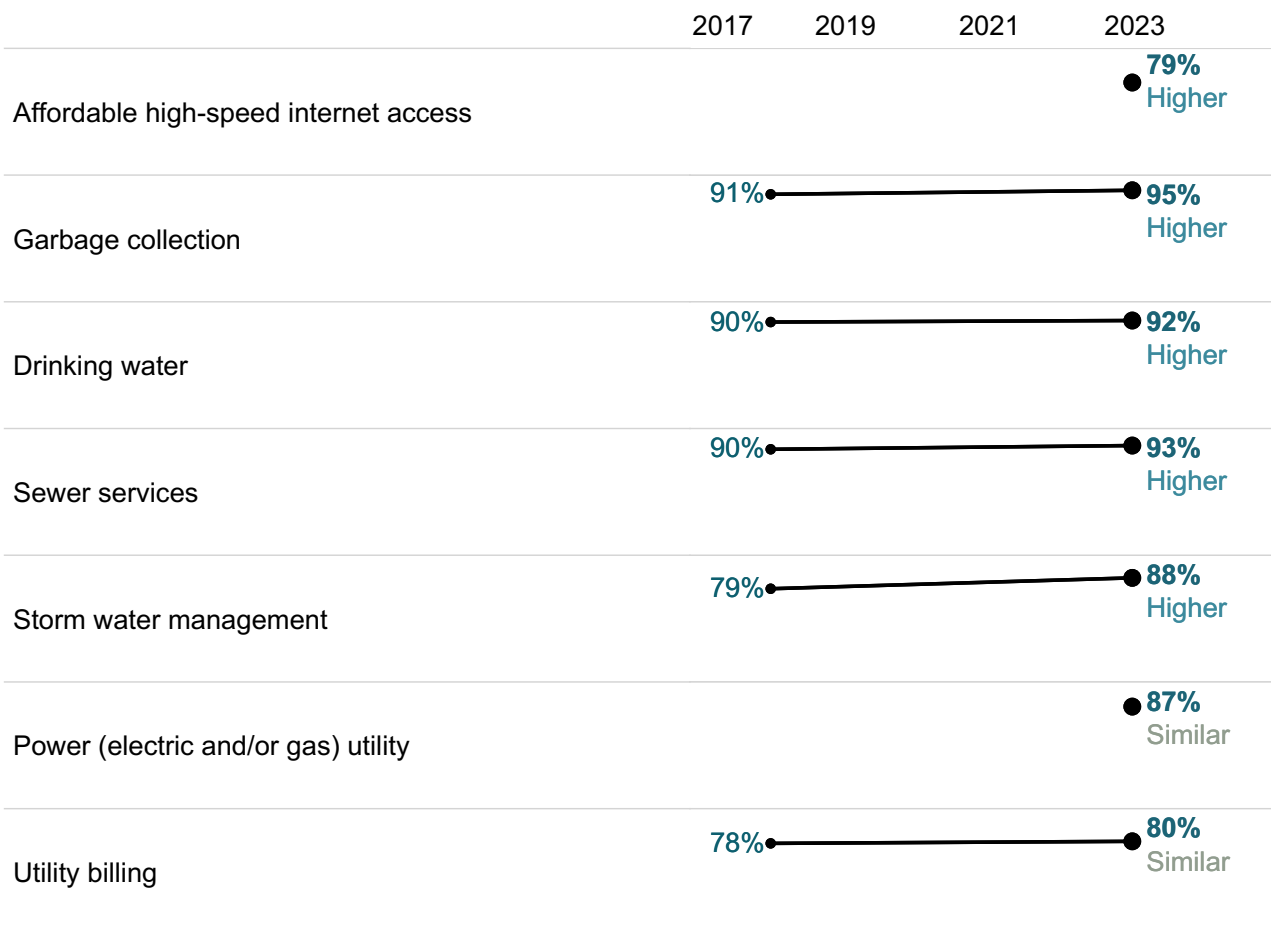
Please rate each of the following characteristics as they relate to Vienna as a whole.

(% excellent or good)



Please rate the quality of each of the following services in Vienna.

(% excellent or good)



11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

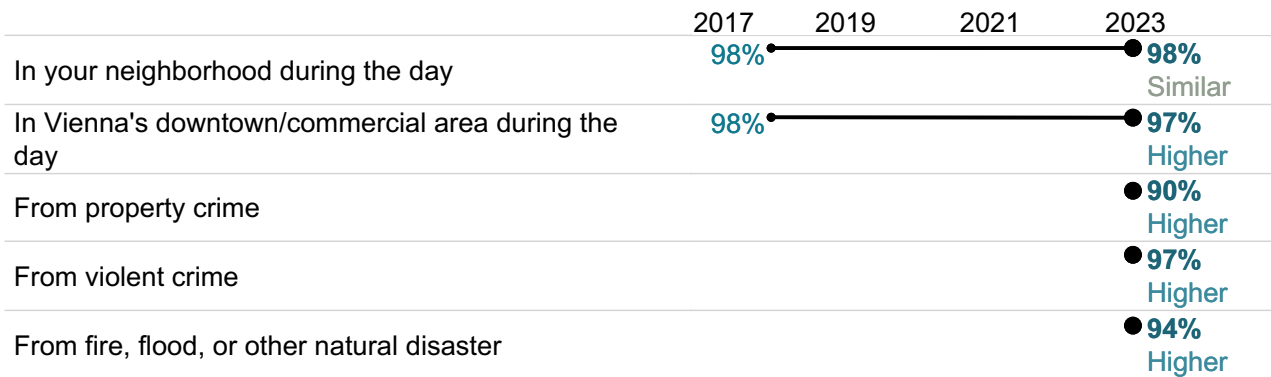
Overall feeling of safety in Vienna, 2023



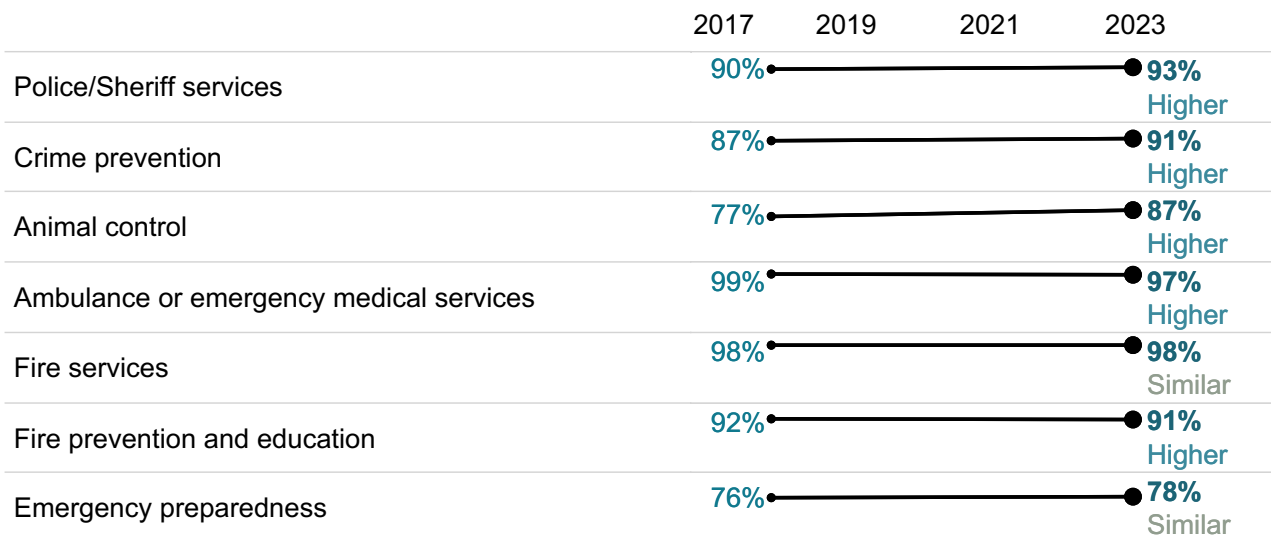
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Please rate the quality of each of the following services in Vienna.
(% excellent or good)

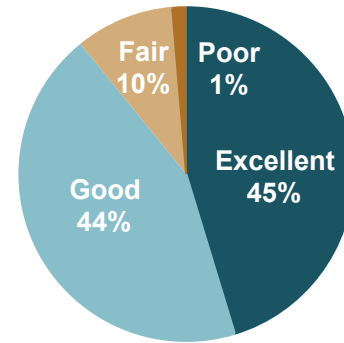


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

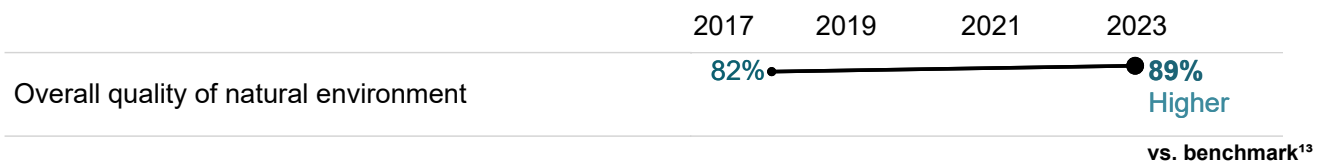
Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

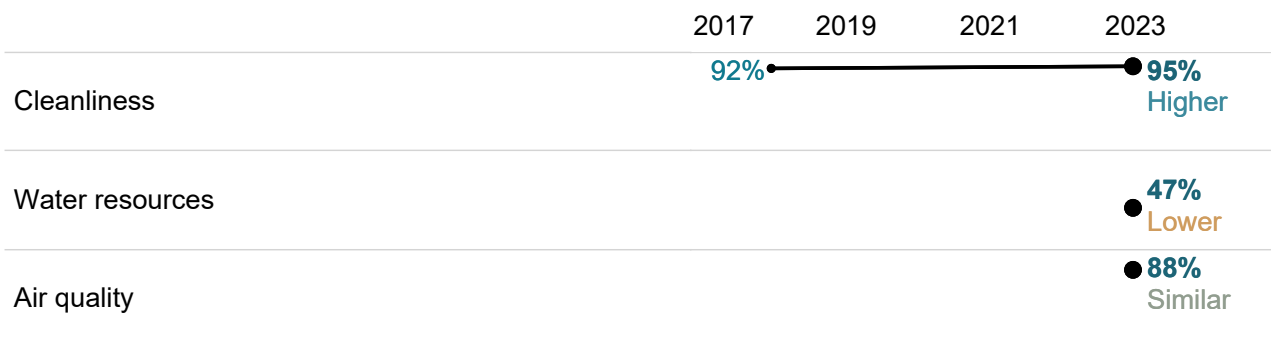
Overall quality of natural environment in Vienna, 2023



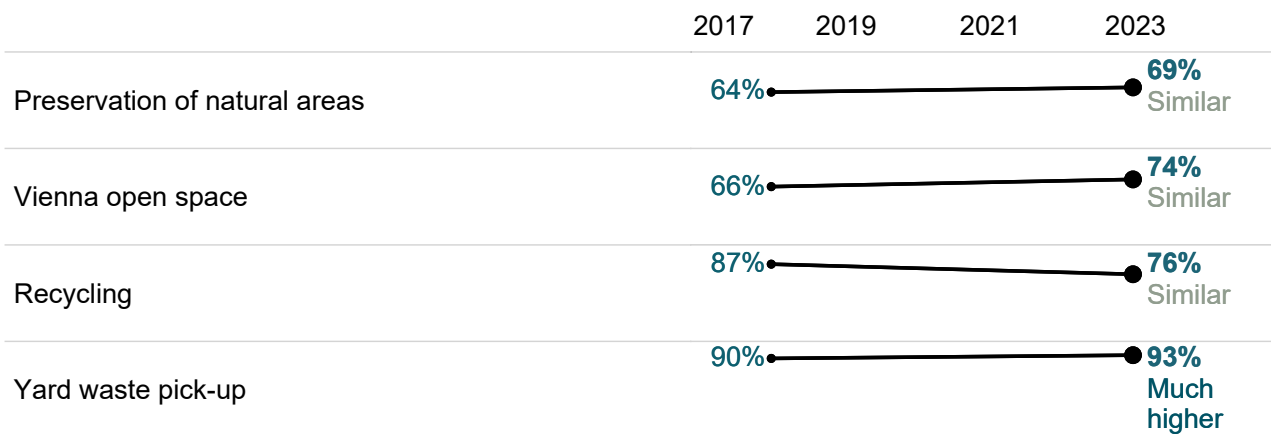
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



Please also rate each of the following in the Vienna community.
(% excellent or good)



Please rate the quality of each of the following services in Vienna.
(% excellent or good)



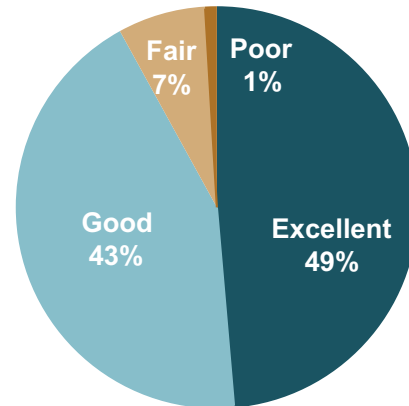
13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Polco
Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

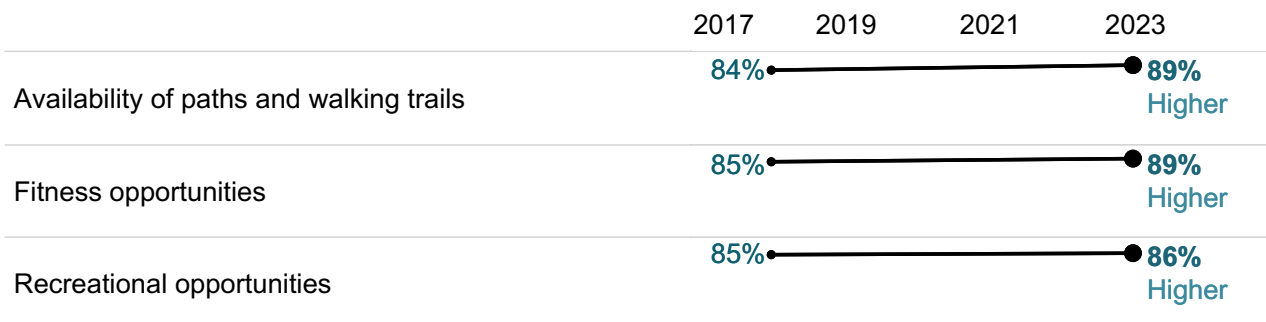
Overall quality of parks and recreation opportunities, 2023



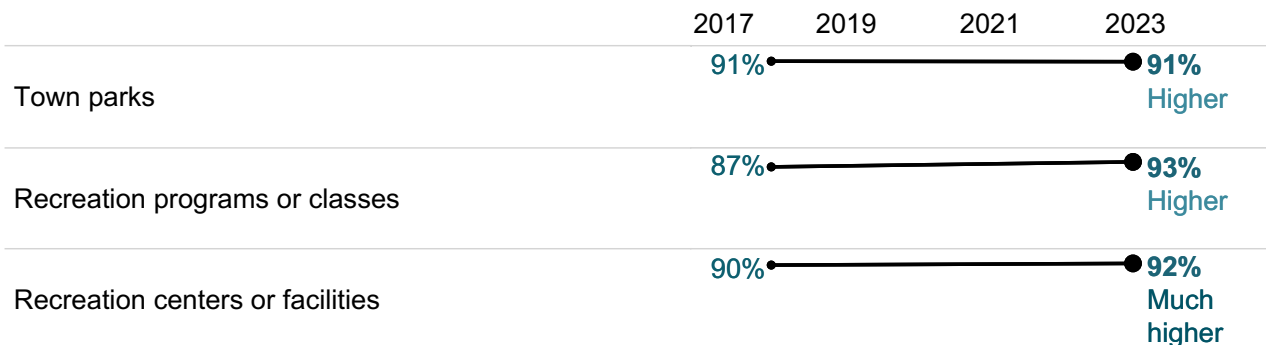
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



Please also rate each of the following in the Vienna community.
(% excellent or good)



Please rate the quality of each of the following services in Vienna.
(% excellent or good)



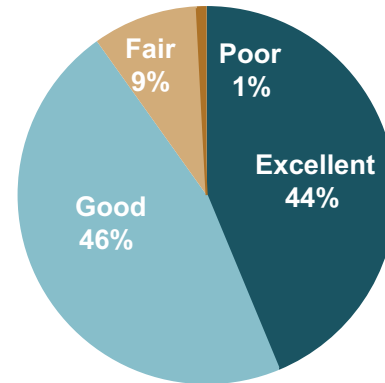
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



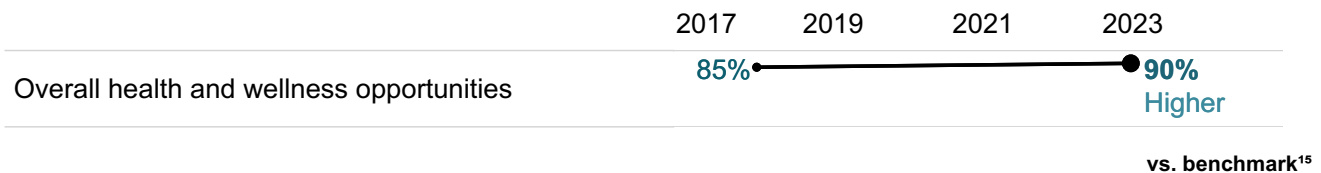
Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Vienna, 2023



Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



Please also rate each of the following in the Vienna community.
(% excellent or good)



Please rate the quality of each of the following services in Vienna.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)



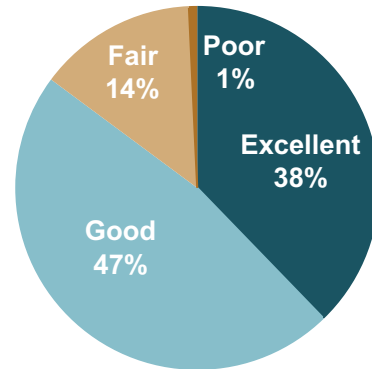
15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



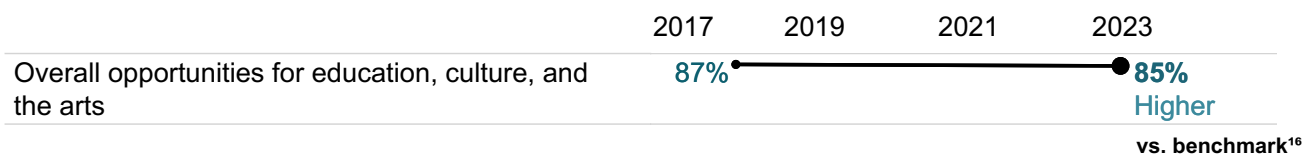
Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

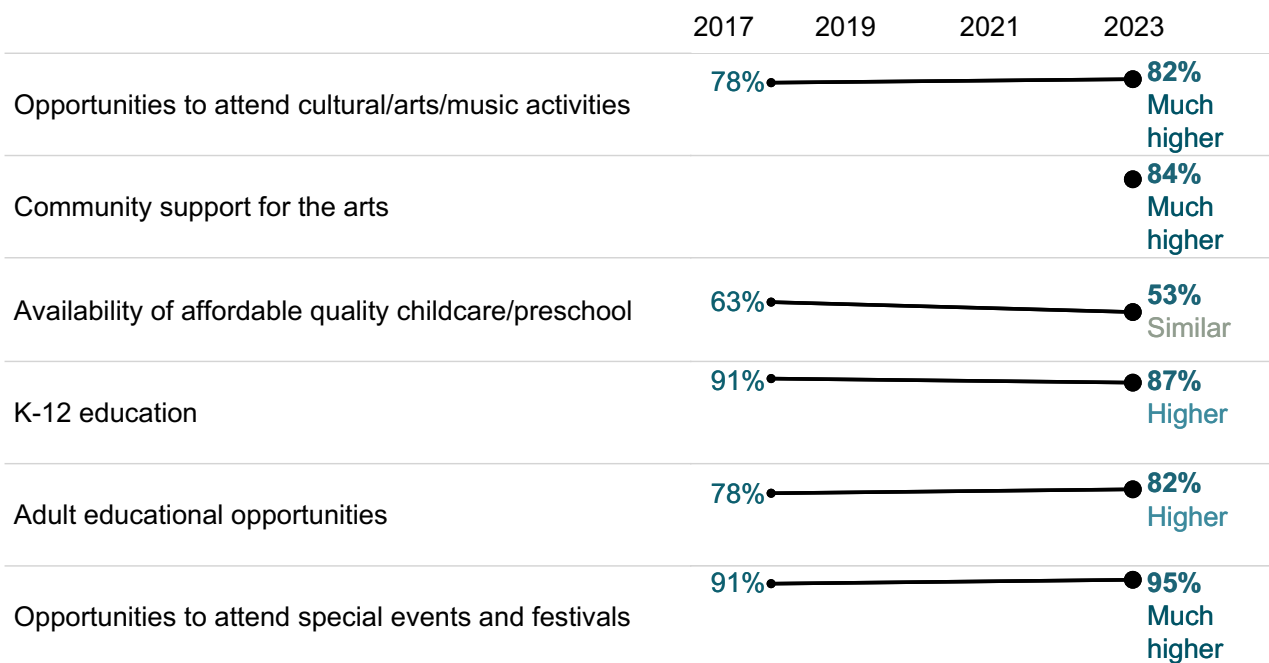
Overall opportunities for education, culture and the arts, 2023



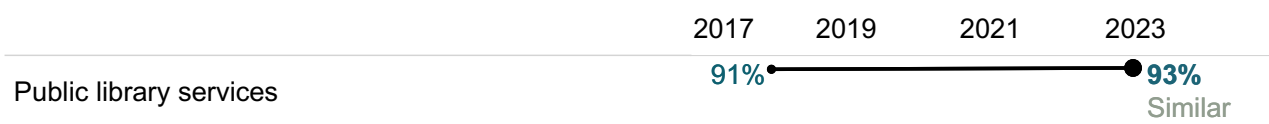
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



Please also rate each of the following in the Vienna community.
(% excellent or good)



Please rate the quality of each of the following services in Vienna.
(% excellent or good)

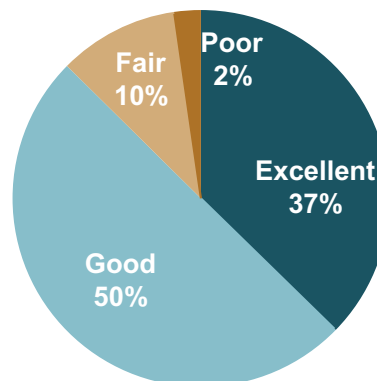


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

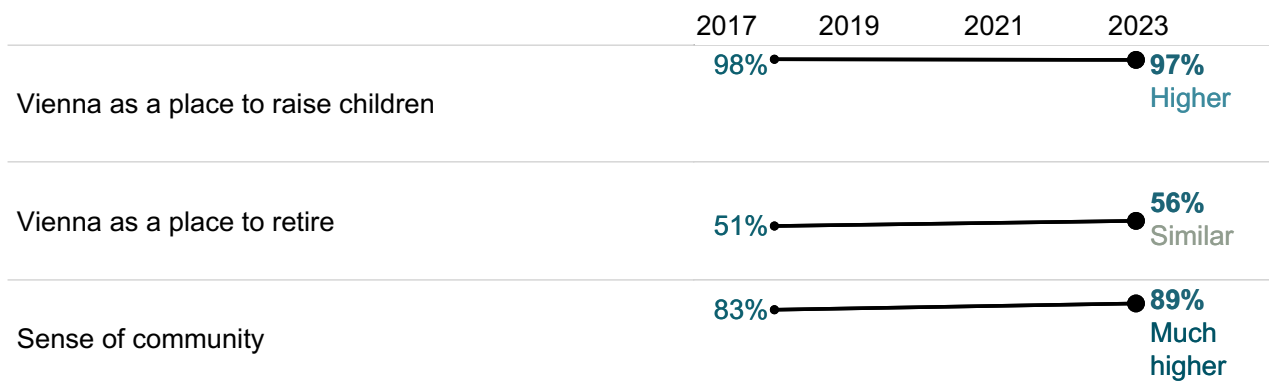
Residents' connection and engagement with their community, 2023



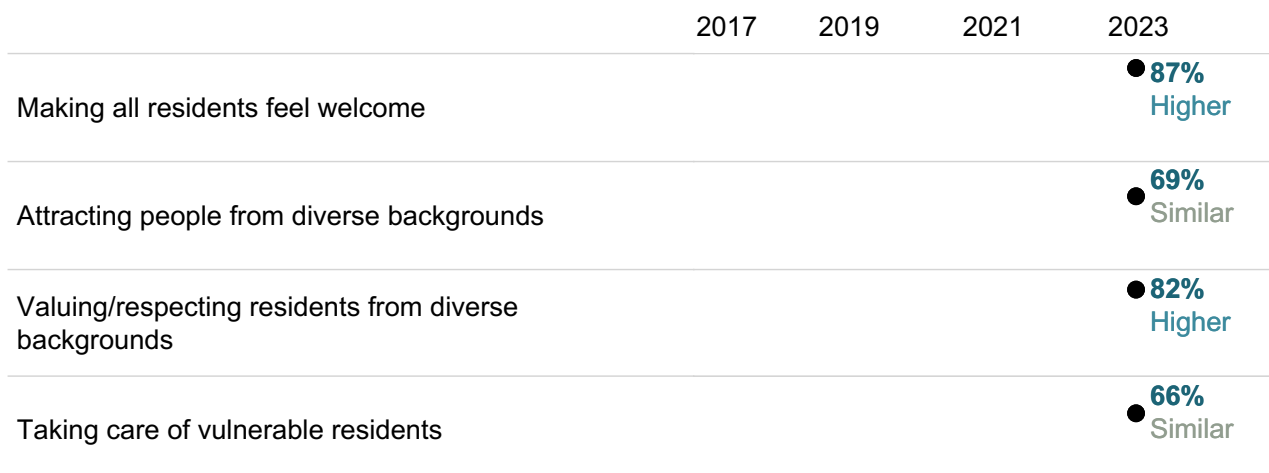
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



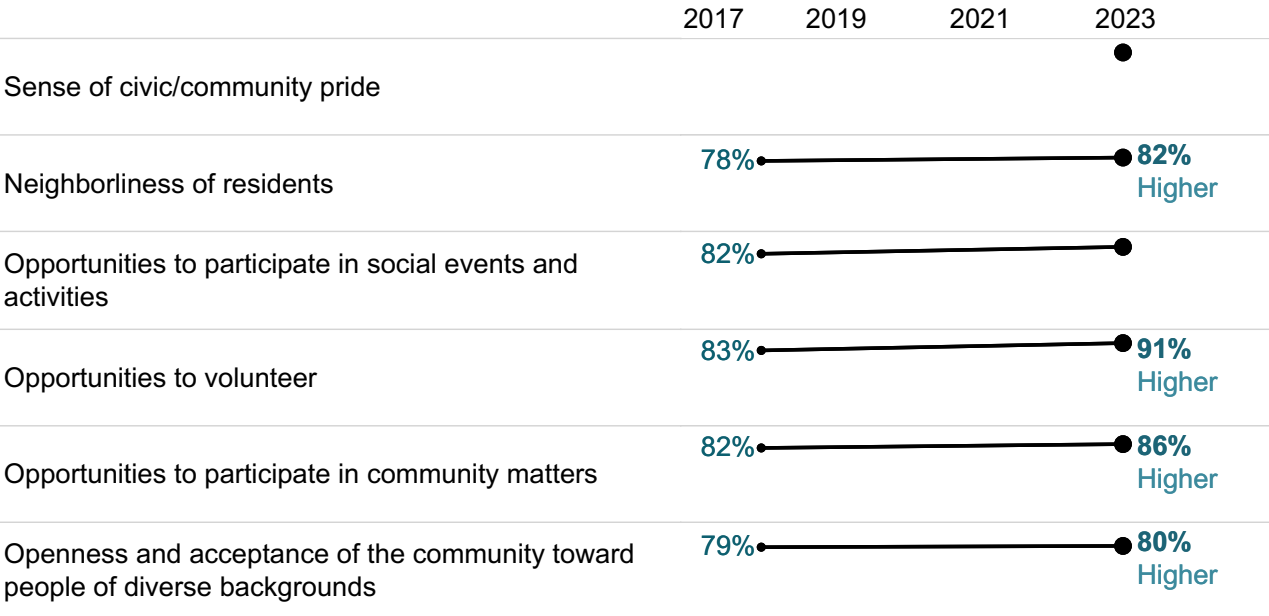
Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



Please rate the job you feel the Vienna community does at each of the following.
(% excellent or good)



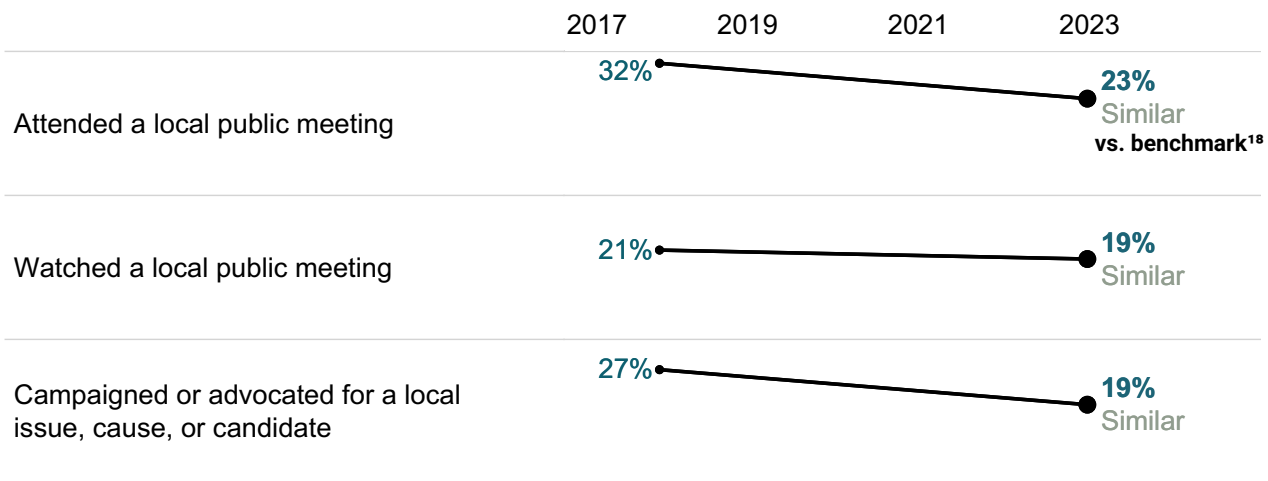
Please also rate each of the following in the Vienna community.
(% excellent or good)



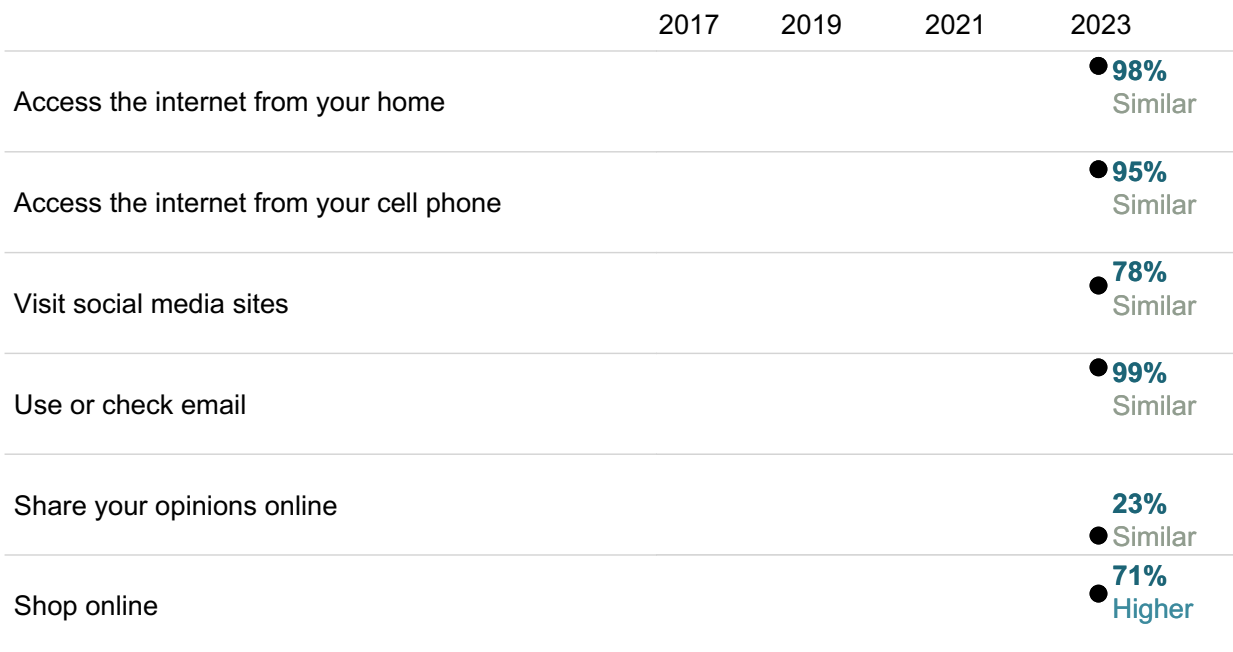
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' Participation Levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)



18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

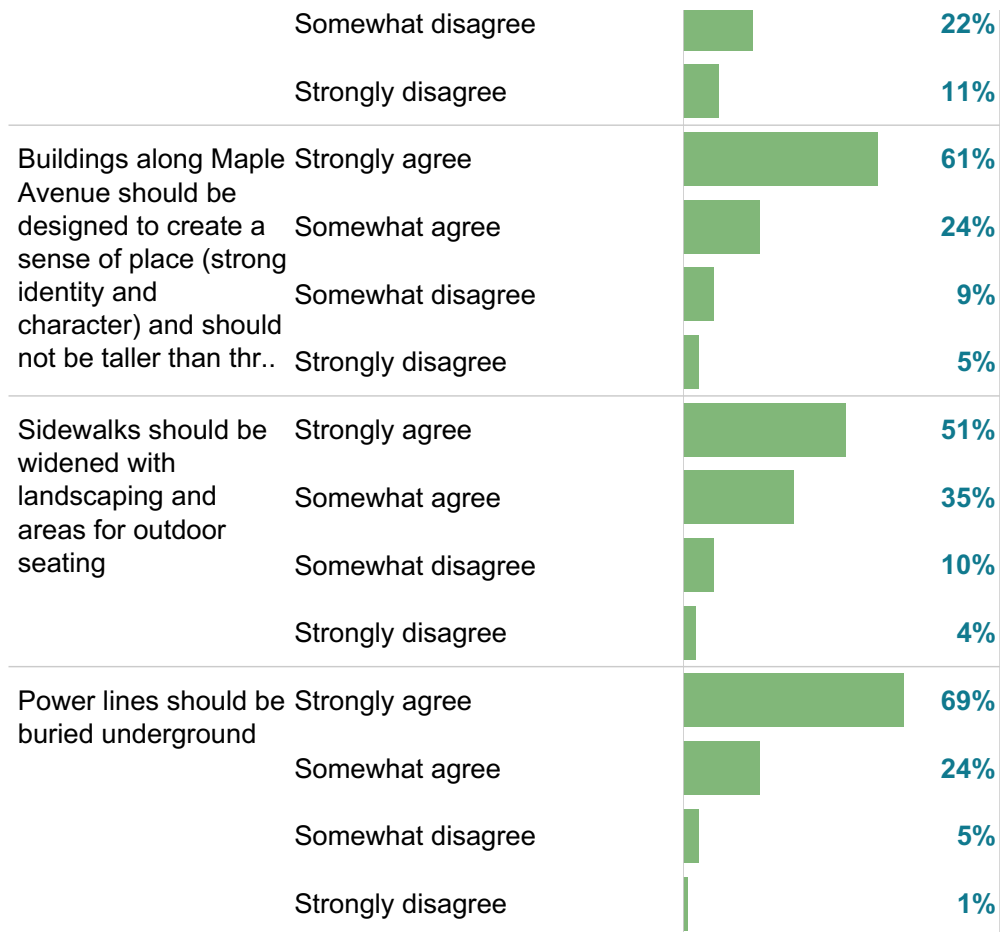
Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	High priority		8%
		Medium priority		35%
		Low priority		41%
		Not a priority		16%
	Enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	High priority		34%
		Medium priority		44%
		Low priority		17%
		Not a priority		5%
	Expand and improve public green spaces (parks and athletic fields)	High priority		38%
		Medium priority		46%
		Low priority		14%
		Not a priority		2%
	Provide public parking opportunities in commercial districts	High priority		29%
		Medium priority		44%
		Low priority		19%
		Not a priority		7%
	Improve Town policies, practices, and procedures to provide more business-friendly services	High priority		28%
		Medium priority		45%
		Low priority		23%
		Not a priority		5%
	Continue constructing sidewalks in the public rights-of-way to make Vienna a more walkable community	High priority		55%
		Medium priority		31%

How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?		Low priority		10%
		Not a priority		4%
	Repave/mill deteriorating Town streets	High priority		51%
		Medium priority		43%
		Low priority		5%
		Not a priority		1%
	Increase housing diversity beyond single family homes such as apartments, senior facilities, multi-family dwelling units, age-restricted ..	High priority		35%
		Medium priority		29%
		Low priority		19%
		Not a priority		18%
	Invest in stormwater improvements	High priority		29%
		Medium priority		48%
		Low priority		19%
		Not a priority		4%
	Plant more trees along streets and on other public property	High priority		37%
		Medium priority		39%
		Low priority		19%
		Not a priority		5%
	Vienna Voice printed newsletter	Major source		80%
		Minor source		15%
		Not a source		5%
	Vienna Happenings e-newsletter	Major source		26%
		Minor source		32%
		Not a source		43%
	Town website (viennava.gov)	Major source		29%
		Minor source		55%
		Not a source		16%
	TVCN - local access cable channel 27 (Cox) and 38 (Verizon)	Major source		4%
		Minor source		16%

	Not a source		80%
Town social media sites (Facebook, Twitter, Instagram, YouTube)	Major source		21%
	Minor source		34%
	Not a source		45%
Alerts from the Town received via text or email	Major source		32%
	Minor source		27%
	Not a source		40%
Town Council and other public meetings	Major source		11%
	Minor source		40%
	Not a source		49%
Talking to Town officials	Major source		13%
	Minor source		28%
	Not a source		60%
Gazette Leader (formerly Northern Virginia Sun-Gazette)	Major source		11%
	Minor source		24%
	Not a source		66%
Vienna Patch	Major source		22%
	Minor source		39%
	Not a source		39%
Tysons Reporter	Major source		10%
	Minor source		29%
	Not a source		61%
Maple Avenue should have more retail stores and restaurants	Strongly agree		31%
	Somewhat agree		39%
	Somewhat disagree		23%
	Strongly disagree		7%
New development should include a mix of commercial and residential uses	Strongly agree		27%
	Somewhat agree		40%



National Benchmark Tables

This table contains the comparisons of Vienna's results to those from other communities. The first column shows the comparison of Vienna's rating to the benchmark. Vienna's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Vienna residents is statistically similar to or different than the benchmark. The second column is Vienna's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Vienna's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Vienna's result -- that is what percent of surveyed communities had a lower rating than Vienna.

			% positive	Rank	Number of communities	Percentile	
Quality of Life	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to live	Higher	96%	19	371	94
		The overall quality of life	Higher	95%	23	387	94
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Vienna to someone who asks	Higher	95%	28	319	91
Remain in Vienna for the next five years		Similar	92%	22	317	93	
	Please rate each of the following in the Vienna community.	Overall image or reputation	Much higher	94%	16	365	95
Governance	Please rate the quality of each of the following services in Vienna.	Public information services	Higher	89%	5	319	98
		Overall customer service by Vienna employees	Higher	92%	3	367	99
	Please rate the following categories of Vienna government performance.	The value of services for the taxes paid to Vienna	Higher	69%	35	372	90
		The overall direction that Vienna is taking	Similar	67%	62	347	82
		The job Vienna government does at welcoming resident involvement	Higher	76%	5	339	98
		Overall confidence in Vienna government	Higher	72%	14	311	95
		Generally acting in the best interest of the community	Higher	73%	18	315	94
		Being honest	Higher	80%	9	306	97
	Being open and transparent to the public	Higher	75%	8	260	97	

Governance	Please rate the following categories of Vienna government performance.	Informing residents about issues facing the community	Higher	73%	5	264	98
		Treating all residents fairly	Higher	80%	3	312	99
		Treating residents with respect	Higher	88%	3	257	99
	Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	Higher	89%	9	366	97
		The Federal Government	Higher	56%	5	299	98
Economy	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to work	Higher	84%	31	365	91
		Vienna as a place to visit	Similar	79%	78	324	75
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall economic health	Higher	91%	18	318	94
	Please rate each of the following in the Vienna community.	Overall quality of business and service establishments	Higher	93%	8	318	97
		Variety of business and service establishments	Higher	78%	21	255	92
		Vibrancy of downtown/commercial area	Higher	76%	42	297	86
		Employment opportunities	Higher	64%	38	331	88
		Shopping opportunities	Higher	64%	82	321	74
		Cost of living	Similar	23%	246	308	20
	Please rate the quality of each of the following services in Vienna.	Economic development	Higher	76%	32	313	90
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	127	292	56
		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:	Similar	24%	97	301	68
Mobility	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the transportation system	Higher	72%	26	263	90

Mobility

Please also rate each of the following in the Vienna community.

	Traffic flow on major streets	Lower	31%	286	339	13
	Ease of public parking	Similar	52%	195	297	34
	Ease of travel by car	Similar	57%	262	329	19
	Ease of travel by public transportation	Similar	42%	102	301	66
	Ease of travel by bicycle	Higher	69%	54	329	83
	Ease of walking	Higher	83%	31	333	90
Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	Much higher	45%	27	283	90
	Carpooled with other adults or children instead of driving alone	Similar	54%	48	300	84
	Walked or biked instead of driving	Much higher	83%	16	302	95
Please rate the quality of each of the following services in Vienna.	Traffic enforcement	Similar	70%	98	360	72
	Traffic signal timing	Similar	56%	153	311	50
	Street repair	Higher	70%	24	352	93
	Street cleaning	Higher	86%	11	322	96
	Street lighting	Similar	73%	73	350	78
	Snow removal	Higher	88%	19	274	93
	Sidewalk maintenance	Higher	76%	21	322	93
	Bus or transit services	Higher	68%	41	290	86
Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Similar	82%	40	253	84

Community Design	Please rate each of the following aspects of quality of life in Vienna.	Your neighborhood as a place to live	Higher	95%	10	325	97
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall design or layout of residential and commercial areas	Similar	70%	75	309	75
	Please also rate each of the following in the Vienna community.	Well-planned residential growth	Similar	54%	87	257	66
		Well-planned commercial growth	Similar	47%	107	256	58
		Well-designed neighborhoods	Similar	66%	70	257	72
		Preservation of the historical or cultural character of the community	Similar	75%	37	253	85
		Public places where people want to spend time	Higher	81%	28	303	91
		Variety of housing options	Similar	44%	188	316	40
		Availability of affordable quality housing	Similar	17%	260	338	22
		Overall quality of new development	Similar	58%	111	327	66
		Overall appearance	Higher	86%	71	341	78
Utilities	Please rate the quality of each of the following services in Vienna.	Land use, planning and zoning	Similar	53%	101	322	68
		Code enforcement	Similar	54%	117	352	65
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	Similar	87%	28	292	90
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the utility infrastructure	Higher	84%	15	254	94
		Affordable high-speed internet access	Higher	79%	3	251	99
		Garbage collection	Higher	95%	1	332	100
		Drinking water	Higher	92%	6	320	98

Utilities	Please rate the quality of each of the following services in Vienna.	Sewer services	Higher	93%	3	317	99
		Storm water management	Higher	88%	4	332	99
		Power (electric and/or gas) utility	Similar	87%	21	275	92
		Utility billing	Similar	80%	28	296	90
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Similar	90%	73	253	71
Safety	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall feeling of safety	Higher	96%	20	357	94
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	9	336	97
		In Vienna's downtown/commercial area during the day	Higher	97%	23	324	93
		From property crime	Higher	90%	26	265	90
		From violent crime	Higher	97%	18	265	93
		From fire, flood, or other natural disaster	Higher	94%	11	255	96
	Please rate the quality of each of the following services in Vienna.	Police/Sheriff services	Higher	93%	12	384	97
		Crime prevention	Higher	91%	18	361	95
		Animal control	Higher	87%	14	333	95
		Ambulance or emergency medical services	Higher	97%	7	329	98
		Fire services	Similar	98%	8	348	97
		Fire prevention and education	Higher	91%	7	317	98
		Emergency preparedness	Similar	78%	49	318	84

Safety	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall feeling of safety	Similar	89%	148	292	49
Natural environment	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of natural environment	Higher	89%	56	318	82
	Please also rate each of the following in the Vienna community.	Cleanliness	Higher	95%	25	332	92
		Water resources	Lower	47%	189	236	20
		Air quality	Similar	88%	114	305	62
	Please rate the quality of each of the following services in Vienna.	Preservation of natural areas	Similar	69%	96	303	68
		Vienna open space	Similar	74%	59	301	80
		Recycling	Similar	76%	110	336	66
		Yard waste pick-up	Much higher	93%	3	298	99
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of natural environment	Similar	85%	123	292	58
Parks and Recreation	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of parks and recreation opportunities	Higher	92%	37	260	86
	Please also rate each of the following in the Vienna community.	Availability of paths and walking trails	Higher	89%	34	333	89
		Fitness opportunities	Higher	89%	25	305	92
		Recreational opportunities	Higher	86%	37	323	88
	Please rate the quality of each of the following services in Vienna.	Town parks	Higher	91%	37	329	89
		Recreation programs or classes	Higher	93%	1	326	100
		Recreation centers or facilities	Much higher	92%	6	313	98
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Similar	80%	115	254	55

Health and wellness	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall health and wellness opportunities	Higher	90%	20	311	93
	Please also rate each of the following in the Vienna community.	Availability of affordable quality food	Similar	70%	71	303	76
		Availability of affordable quality health care	Higher	76%	45	310	85
		Availability of preventive health services	Higher	80%	26	297	91
		Availability of affordable quality mental health care	Higher	60%	29	301	90
	Please rate the quality of each of the following services in Vienna.	Health services	Higher	87%	11	293	96
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Similar	64%	284	292	2
		Please rate your overall health.	Similar	82%	12	298	96
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall opportunities for education, culture, and the arts	Higher	85%	20	314	93
	Please also rate each of the following in the Vienna community.	Opportunities to attend cultural/arts/music activities	Much higher	82%	10	319	97
		Community support for the arts	Much higher	84%	9	253	96
		Availability of affordable quality childcare/preschool	Similar	53%	89	311	71
		K-12 education	Higher	87%	36	314	88
		Adult educational opportunities	Higher	82%	13	304	96
		Opportunities to attend special events and festivals	Much higher	95%	1	309	100
	Please rate the quality of each of the following services in Vienna.	Public library services	Similar	93%	64	328	80
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Similar	67%	261	292	10
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to raise children	Higher	97%	12	375	96

Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to retire	Similar	56%	248	370	31
		Sense of community	Much higher	89%	2	336	99
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Residents' connection and engagement with their community	Much higher	87%	2	257	99
	Please rate the job you feel the Vienna community does at each of the following.	Making all residents feel welcome	Higher	87%	2	259	99
		Attracting people from diverse backgrounds	Similar	69%	50	256	80
		Valuing/respecting residents from diverse backgrounds	Higher	82%	9	257	96
		Taking care of vulnerable residents	Similar	66%	52	253	79
	Please also rate each of the following in the Vienna community.	Sense of civic/community pride	Much higher	91%	2	253	99
		Neighborliness of residents	Higher	82%	5	304	98
		Opportunities to participate in social events and activities	Much higher	90%	2	314	99
		Opportunities to volunteer	Higher	91%	2	309	99
		Opportunities to participate in community matters	Higher	86%	1	309	100
		Openness and acceptance of the community toward people of diverse backgrounds	Higher	80%	9	327	97
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Similar	72%	105	292	64
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Vienna for help or information	Higher	60%	29	331	91
		Contacted Vienna elected officials to express your opinion	Similar	23%	39	302	87
		Attended a local public meeting	Similar	23%	79	305	74
		Watched a local public meeting	Similar	19%	198	294	32

Participation	Please indicate whether or not you have done each of the following in the last 12 months.					
	Volunteered your time to some group/activity	Similar	40%	72	308	76
	Campaigned or advocated for a local issue, cause, or candidate	Similar	19%	115	298	61
	Voted in your most recent local election	Similar	81%	83	253	67
In general, how many times do you:	Access the internet from your home	Similar	98%	20	252	92
	Access the internet from your cell phone	Similar	95%	77	254	70
	Visit social media sites	Similar	78%	156	254	38
	Use or check email	Similar	99%	9	255	96
	Share your opinions online	Similar	23%	203	253	20
	Shop online	Higher	71%	10	252	96

Full Trends

This table contains the trends over time for the Town of Vienna. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2018 and 2023 surveys is greater than five percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

			2014	2016	2018	2023
Quality of Life	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to live	96%	97%	96%	96%
		The overall quality of life		94%	94%	95%
	Please indicate how likely or unlikely you are to do each of the following.	Remain in Vienna for the next five years			89%	92%
		Recommend living in Vienna to someone who asks		96%	94%	95%
	Please rate each of the following in the Vienna community.	Overall image or reputation		92%	94%	94%
Governance	Please rate the quality of each of the following services in Vienna.	Overall customer service by Vienna employees	87%		86%	92%
		Public information services	69%	87%	84%	89%
	Please rate the following categories of Vienna government performance.	The value of services for the taxes paid to Vienna	62%	74%	68%	69%
		Treating residents with respect				88%
		Treating all residents fairly			71%	80%
		The overall direction that Vienna is taking		73%	56%	67%

Governance	Please rate the following categories of Vienna government performance.	The job Vienna government does at welcoming resident involvement	69%	76%
		Overall confidence in Vienna government	67%	72%
		Informing residents about issues facing the community	73%	
		Generally acting in the best interest of the community	63%	73%
		Being open and transparent to the public	75%	
		Being honest	71%	80%
	Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	90%	88% 87% 89%
		The Federal Government	57%	56%
Economy	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to work	80%	71% 84%
		Vienna as a place to visit	69%	79%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall economic health	90%	91%
		Vibrancy of downtown/commercial area	64%	76%
	Please rate each of the following in the Vienna community.	Variety of business and service establishments	78%	
		Shopping opportunities	69%	64%

Economy	Please rate each of the following in the Vienna community.	Overall quality of business and service establishments	79%	93%
		Employment opportunities	58%	64%
		Cost of living	26%	23%
	Please rate the quality of each of the following services in Vienna.	Economic development	69%	76%
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall economic health	89%	89%
Mobility		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:	45%	24%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the transportation system	72%	
	Please also rate each of the following in the Vienna community.	Ease of travel by public transportation	52%	35% 42%
		Traffic flow on major streets	32%	18% 31%
		Ease of walking	77%	83%
		Ease of travel by car	49%	42% 57%
		Ease of travel by bicycle	65%	69%
		Ease of public parking	46%	52%
	Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	38%	45% 45%

Mobility	Please indicate whether or not you have done each of the following in the last 12 months.	Walked or biked instead of driving	75%	83%		
		Carpooled with other adults or children instead of driving alone	47%	54%		
	Please rate the quality of each of the following services in Vienna.	Snow removal	78%	78%	83%	88%
		Traffic enforcement	69%	72%	71%	70%
		Street lighting	60%	62%	66%	73%
		Traffic signal timing	36%	55%	56%	
		Street repair	68%	57%	70%	
		Street cleaning	76%	78%	86%	
		Sidewalk maintenance	61%	76%		
		Bus or transit services	53%	68%		
Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the transportation system	82%				
Community Design	Please rate each of the following aspects of quality of life in Vienna.	Your neighborhood as a place to live	94%	95%		
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall design or layout of residential and commercial areas	61%	70%		
	Please also rate each of the following in the Vienna community.	Well-planned residential growth	54%			

Community Design	Please also rate each of the following in the Vienna community.	Well-planned commercial growth	47%			
		Well-designed neighborhoods	66%			
		Variety of housing options	50%	45%	44%	
		Public places where people want to spend time	80%	81%		
		Preservation of the historical or cultural character of the community	75%			
		Overall quality of new development	61%	58%		
		Overall appearance	89%	86%		
		Availability of affordable quality housing	29%	20%	17%	
	Please rate the quality of each of the following services in Vienna.	Code enforcement	64%	57%	54%	
		Land use, planning and zoning		46%	53%	
Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	89%	87%			
Utilities	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the utility infrastructure	84%			
	Please rate the quality of each of the following services in Vienna.	Garbage collection	92%	90%	91%	95%
		Utility billing		78%	80%	

Utilities	Please rate the quality of each of the following services in Vienna.	Storm water management	79%	88%		
		Sewer services	90%	93%		
		Power (electric and/or gas) utility	87%			
		Drinking water	90%	92%		
		Affordable high-speed internet access	79%			
		Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	90%		
Safety	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall feeling of safety	94%	97%	96%	
	Please rate how safe or unsafe you feel:	In Vienna's downtown/commercial area during the day	98%	97%	98%	97%
		In your neighborhood during the day	98%	97%	98%	98%
		From violent crime				97%
		From property crime				90%
		From fire, flood, or other natural disaster				94%
	Please rate the quality of each of the following services in Vienna.	Police/Sheriff services	84%	88%	90%	93%
Crime prevention		75%	80%	87%	91%	

Safety	Please rate the quality of each of the following services in Vienna.	Animal control	69%	74%	77%	87%	
		Emergency preparedness	63%	75%	76%	78%	
		Fire services			98%	98%	
		Fire prevention and education			92%	91%	
		Ambulance or emergency medical services			99%	97%	
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall feeling of safety			88%	89%	
Natural environment	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of natural environment			82%	89%	
	Please also rate each of the following in the Vienna community.	Water resources				47%	
		Cleanliness			91%	92%	95%
		Air quality				88%	
	Please rate the quality of each of the following services in Vienna.	Yard waste pick-up	91%	89%	90%	93%	
		Recycling	82%	87%	87%	76%	
		Vienna open space			66%	74%	
		Preservation of natural areas			64%	69%	

Natural environment	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of natural environment	86%	85%
Parks and Recreation	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of parks and recreation opportunities	92%	
	Please also rate each of the following in the Vienna community.	Availability of paths and walking trails	64%	84% 89%
		Recreational opportunities	85%	86%
		Fitness opportunities	85%	89%
	Please rate the quality of each of the following services in Vienna.	Town parks	91%	91%
		Recreation programs or classes	87%	93%
		Recreation centers or facilities	90%	92%
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	80%	
Health and wellness	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall health and wellness opportunities	85%	90%
	Please also rate each of the following in the Vienna community.	Availability of preventive health services	80%	
		Availability of affordable quality mental health care	60%	
		Availability of affordable quality health care	76%	
		Availability of affordable quality food	70%	

Health and wellness	Please rate the quality of each of the following services in Vienna.	Health services	84%	87%		
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	66%	64%		
		Please rate your overall health.	73%	82%		
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall opportunities for education, culture, and the arts	87%	85%		
	Please also rate each of the following in the Vienna community.	Opportunities to attend special events and festivals	88%	89%	91%	95%
		Opportunities to attend cultural/arts/music activities	78%	82%		
		K-12 education	91%	87%		
		Community support for the arts	84%			
		Availability of affordable quality childcare/preschool	63%	53%		
		Adult educational opportunities	78%	82%		
		Please rate the quality of each of the following services in Vienna.	Public library services	91%	93%	
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	67%	67%		
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to raise children	96%	98%	97%	
		Sense of community	88%	88%	83%	89%

Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to retire	56%	44%	51%	56%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Residents' connection and engagement with their community				87%
	Please rate the job you feel the Vienna community does at each of the following.	Valuing/respecting residents from diverse backgrounds				82%
		Taking care of vulnerable residents				66%
		Making all residents feel welcome				87%
		Attracting people from diverse backgrounds				69%
	Please also rate each of the following in the Vienna community.	Opportunities to participate in community matters	67%	65%	82%	86%
		Sense of civic/community pride				91%
		Opportunities to volunteer			83%	91%
		Opportunities to participate in social events and activities			82%	90%
		Openness and acceptance of the community toward people of diverse backgrounds			79%	80%
		Neighborhoodliness of residents			78%	82%
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community			83%	72%
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Vienna for help or information	64%	67%	61%	60%

Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Watched a local public meeting	21%	19%
		Voted in your most recent local election	81%	
		Volunteered your time to some group/activity	43%	40%
		Contacted Vienna elected officials to express your opinion	27%	23%
		Campaigned or advocated for a local issue, cause, or candidate	27%	19%
		Attended a local public meeting	32%	23%
	In general, how many times do you:	Visit social media sites	78%	
		Use or check email	99%	
		Shop online	71%	
		Share your opinions online	23%	
		Access the internet from your home	98%	
		Access the internet from your cell phone	95%	

Complete Set of Frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to live	Excellent		66% N=613
		Good		30% N=277
		Fair		3% N=31
		Poor		0% N=2
Your neighborhood as a place to live	Excellent	Excellent		66% N=612
		Good		29% N=268
		Fair		5% N=43
		Poor		0% N=1
Vienna as a place to raise children	Excellent	Excellent		71% N=598
		Good		26% N=220
		Fair		2% N=20
		Poor		0% N=4
Vienna as a place to work	Excellent	Excellent		39% N=221
		Good		45% N=254
		Fair		14% N=80
		Poor		2% N=11
Vienna as a place to visit	Excellent	Excellent		31% N=266
		Good		48% N=413
		Fair		18% N=159
		Poor		3% N=26
Vienna as a place to retire	Excellent	Excellent		23% N=172
		Good		33% N=244

Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to retire	Fair		27% N=202
		Poor		17% N=125
	The overall quality of life	Excellent		52% N=483
		Good		43% N=396
		Fair		4% N=41
		Poor		1% N=5
	Sense of community	Excellent		49% N=446
		Good		40% N=367
		Fair		9% N=82
		Poor		2% N=23
Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall economic health	Excellent		37% N=314
		Good		55% N=464
		Fair		8% N=65
		Poor		1% N=8
	Overall quality of the transportation system	Excellent		25% N=222
		Good		47% N=428
		Fair		22% N=199
		Poor		6% N=54
	Overall design or layout of residential and commercial areas	Excellent		19% N=171
		Good		52% N=476
		Fair		25% N=232
		Poor		4% N=41
	Overall quality of the utility infrastructure	Excellent		36% N=327
		Good		48% N=432

Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the utility infrastructure	Fair		13% N=119
		Poor		3% N=28
	Overall feeling of safety	Excellent		56% N=519
		Good		40% N=371
		Fair		3% N=28
		Poor		1% N=6
	Overall quality of natural environment	Excellent		45% N=417
		Good		44% N=403
		Fair		10% N=88
		Poor		1% N=12
	Overall quality of parks and recreation opportunities	Excellent		49% N=445
		Good		43% N=397
		Fair		7% N=65
		Poor		1% N=9
	Overall health and wellness opportunities	Excellent		44% N=379
		Good		46% N=402
		Fair		9% N=78
		Poor		1% N=7
	Overall opportunities for education, culture, and the arts	Excellent		38% N=337
		Good		47% N=422
		Fair		14% N=126
		Poor		1% N=6
	Residents' connection and engagement with their community	Excellent		37% N=331
		Good		50% N=444

Please rate each of the following characteristics as they relate to Vienna as a whole.	Residents' connection and engagement with their community	Fair		10% N=91
		Poor		2% N=20
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Vienna to someone who asks	Very likely		71% N=655
		Somewhat likely		24% N=223
		Somewhat unlikely		3% N=28
		Very unlikely		2% N=14
	Remain in Vienna for the next five years	Very likely		68% N=617
		Somewhat likely		24% N=213
		Somewhat unlikely		5% N=48
		Very unlikely		3% N=26
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		90% N=827
		Somewhat safe		8% N=71
		Neither safe nor unsafe		2% N=15
		Somewhat unsafe		0% N=2
		Very unsafe		0% N=2
	In Vienna's downtown/commercial area during the day	Very safe		83% N=769
		Somewhat safe		14% N=126
		Neither safe nor unsafe		3% N=24
		Somewhat unsafe		0% N=1
		Very unsafe		0% N=1
	From property crime	Very safe		49% N=453
		Somewhat safe		41% N=372
		Neither safe nor unsafe		6% N=54
		Somewhat unsafe		3% N=31

Please rate how safe or unsafe you feel:	From property crime	Very unsafe		1% N=9
	From violent crime	Very safe		77% N=705
		Somewhat safe		20% N=182
		Neither safe nor unsafe		2% N=20
		Somewhat unsafe		0% N=4
		Very unsafe		1% N=8
	From fire, flood, or other natural disaster	Very safe		63% N=578
		Somewhat safe		31% N=281
		Neither safe nor unsafe		5% N=47
		Somewhat unsafe		1% N=7
		Very unsafe		0% N=4
Please rate the job you feel the Vienna community does at each of the following.	Making all residents feel welcome	Excellent		43% N=383
		Good		44% N=394
		Fair		10% N=89
		Poor		3% N=24
	Attracting people from diverse backgrounds	Excellent		29% N=241
		Good		40% N=334
		Fair		22% N=183
		Poor		9% N=79
	Valuing/respecting residents from diverse backgrounds	Excellent		39% N=325
		Good		43% N=351
		Fair		14% N=113
		Poor		4% N=36
	Taking care of vulnerable residents	Excellent		23% N=154

Please rate the job you feel the Vienna community does at each of the following.	Taking care of vulnerable residents	Good		43% N=281
		Fair		26% N=172
		Poor		7% N=48
Please rate each of the following in the Vienna community.	Overall quality of business and service establishments	Excellent		37% N=344
		Good		55% N=509
		Fair		7% N=64
		Poor		0% N=2
	Variety of business and service establishments	Excellent		28% N=258
		Good		50% N=457
		Fair		20% N=180
		Poor		3% N=25
	Vibrancy of downtown/commercial area	Excellent		25% N=225
		Good		52% N=472
		Fair		21% N=192
		Poor		3% N=27
	Employment opportunities	Excellent		20% N=86
		Good		44% N=195
		Fair		31% N=137
		Poor		5% N=22
	Shopping opportunities	Excellent		19% N=178
		Good		45% N=415
		Fair		30% N=278
		Poor		5% N=47
	Cost of living	Excellent		3% N=31

Please rate each of the following in the Vienna community.	Cost of living	Good		19% N=176
		Fair		47% N=427
		Poor		31% N=280
	Overall image or reputation	Excellent		52% N=480
		Good		42% N=384
		Fair		5% N=46
		Poor		1% N=5
Please also rate each of the following in the Vienna community.	Traffic flow on major streets	Excellent		3% N=29
		Good		28% N=256
		Fair		36% N=327
		Poor		33% N=306
	Ease of public parking	Excellent		10% N=87
		Good		42% N=383
		Fair		36% N=323
		Poor		13% N=114
	Ease of travel by car	Excellent		12% N=113
		Good		44% N=408
		Fair		33% N=301
		Poor		10% N=96
	Ease of travel by public transportation	Excellent		9% N=46
		Good		33% N=171
		Fair		36% N=189
		Poor		22% N=115
	Ease of travel by bicycle	Excellent		24% N=176

Please also rate each of the following in the Vienna community.

Ease of travel by bicycle	Good		45% N=332
	Fair		23% N=172
	Poor		8% N=56
Ease of walking	Excellent		40% N=366
	Good		42% N=385
	Fair		14% N=129
	Poor		3% N=31
Well-planned residential growth	Excellent		14% N=110
	Good		41% N=331
	Fair		29% N=234
	Poor		17% N=135
Well-planned commercial growth	Excellent		9% N=75
	Good		38% N=304
	Fair		33% N=264
	Poor		20% N=157
Well-designed neighborhoods	Excellent		19% N=164
	Good		48% N=418
	Fair		27% N=236
	Poor		7% N=61
Preservation of the historical or cultural character of the community	Excellent		27% N=233
	Good		48% N=417
	Fair		18% N=155
	Poor		7% N=60
Public places where people want to spend time	Excellent		31% N=279

Please also rate each of the following in the Vienna community.

Public places where people want to spend time	Good		51% N=459
	Fair		15% N=138
	Poor		3% N=29
Variety of housing options	Excellent		9% N=80
	Good		34% N=291
	Fair		31% N=265
	Poor		25% N=214
Availability of affordable quality housing	Excellent		4% N=28
	Good		14% N=107
	Fair		33% N=255
	Poor		50% N=390
Overall quality of new development	Excellent		13% N=108
	Good		45% N=382
	Fair		31% N=257
	Poor		11% N=93
Overall appearance	Excellent		32% N=292
	Good		54% N=501
	Fair		12% N=108
	Poor		2% N=21
Cleanliness	Excellent		48% N=446
	Good		46% N=425
	Fair		5% N=47
	Poor		0% N=3
Water resources	Excellent		12% N=84

Please also rate each of the following in the Vienna community.

Water resources	Good		35% N=246
	Fair		27% N=189
	Poor		26% N=184
Air quality	Excellent		29% N=254
	Good		59% N=516
	Fair		11% N=99
	Poor		1% N=10
Availability of paths and walking trails	Excellent		50% N=452
	Good		39% N=359
	Fair		9% N=85
	Poor		2% N=16
Fitness opportunities	Excellent		45% N=402
	Good		44% N=395
	Fair		10% N=87
	Poor		1% N=13
Recreational opportunities	Excellent		40% N=353
	Good		47% N=413
	Fair		13% N=111
	Poor		1% N=9
Availability of affordable quality food	Excellent		22% N=202
	Good		47% N=427
	Fair		24% N=218
	Poor		6% N=55
Availability of affordable quality health care	Excellent		25% N=197

Please also rate each of the following in the Vienna community.

Availability of affordable quality health care	Good		51% N=399
	Fair		19% N=149
	Poor		5% N=42
Availability of preventive health services	Excellent		29% N=217
	Good		51% N=379
	Fair		16% N=121
	Poor		3% N=25
Availability of affordable quality mental health care	Excellent		21% N=88
	Good		39% N=162
	Fair		26% N=108
	Poor		14% N=59
Opportunities to attend cultural/arts/music activities	Excellent		39% N=350
	Good		43% N=378
	Fair		16% N=141
	Poor		2% N=17
Community support for the arts	Excellent		39% N=324
	Good		45% N=370
	Fair		14% N=116
	Poor		1% N=12
Availability of affordable quality childcare/preschool	Excellent		19% N=106
	Good		33% N=181
	Fair		31% N=168
	Poor		16% N=90
K-12 education	Excellent		49% N=369

Please also rate each of K-12 education the following in the Vienna community.

	Good		38% N=290
	Fair		11% N=81
	Poor		2% N=16
Adult educational opportunities	Excellent		28% N=174
	Good		55% N=343
	Fair		15% N=96
	Poor		2% N=14
Sense of civic/community pride	Excellent		45% N=396
	Good		46% N=409
	Fair		7% N=66
	Poor		1% N=13
Neighborliness of residents	Excellent		38% N=345
	Good		44% N=395
	Fair		15% N=136
	Poor		3% N=31
Opportunities to participate in social events and activities	Excellent		43% N=381
	Good		47% N=419
	Fair		10% N=85
	Poor		1% N=6
Opportunities to attend special events and festivals	Excellent		58% N=525
	Good		37% N=333
	Fair		5% N=46
	Poor		0% N=2
Opportunities to volunteer	Excellent		47% N=354

Please also rate each of the following in the Vienna community.	Opportunities to volunteer	Good		45% N=339
		Fair		8% N=57
		Poor		1% N=9
	Opportunities to participate in community matters	Excellent		41% N=334
		Good		46% N=373
		Fair		11% N=93
		Poor		2% N=18
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		34% N=275
		Good		46% N=377
		Fair		15% N=119
		Poor		5% N=44
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Vienna for help or information	No		40% N=372
		Yes		60% N=551
	Contacted Vienna elected officials to express your opinion	No		77% N=712
		Yes		23% N=209
	Attended a local public meeting	No		77% N=702
		Yes		23% N=215
	Watched a local public meeting	No		80% N=743
		Yes		20% N=180
	Volunteered your time to some group/activity	No		60% N=552
		Yes		40% N=369
	Campaigned or advocated for a local issue, cause, or candidate	No		81% N=744
		Yes		19% N=174
	Voted in your most recent local election	No		19% N=178

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	Yes		81% N=739
	Used public transportation instead of driving	No		55% N=506
		Yes		45% N=415
	Carpooled with other adults or children instead of driving alone	No		46% N=428
		Yes		54% N=493
	Walked or biked instead of driving	No		17% N=158
		Yes		83% N=765
Please rate the quality of each of the following services in Vienna.	Public information services	Excellent		31% N=253
		Good		58% N=482
		Fair		9% N=78
		Poor		2% N=16
	Economic development	Excellent		21% N=152
		Good		55% N=399
		Fair		19% N=135
		Poor		6% N=40
	Traffic enforcement	Excellent		17% N=144
		Good		52% N=442
		Fair		21% N=181
		Poor		9% N=75
	Traffic signal timing	Excellent		10% N=88
		Good		46% N=410
		Fair		28% N=247
		Poor		16% N=141
	Street repair	Excellent		19% N=176

Please rate the quality of each of the following services in Vienna.

Street repair	Good		51% N=458
	Fair		24% N=216
	Poor		6% N=54
Street cleaning	Excellent		34% N=307
	Good		51% N=457
	Fair		12% N=109
	Poor		2% N=20
Street lighting	Excellent		22% N=198
	Good		51% N=463
	Fair		20% N=182
	Poor		7% N=60
Snow removal	Excellent		35% N=274
	Good		54% N=424
	Fair		11% N=83
	Poor		1% N=8
Sidewalk maintenance	Excellent		26% N=234
	Good		49% N=440
	Fair		18% N=163
	Poor		6% N=57
Bus or transit services	Excellent		15% N=74
	Good		53% N=263
	Fair		24% N=117
	Poor		9% N=43
Land use, planning and zoning	Excellent		10% N=72

Please rate the quality of each of the following services in Vienna.

Land use, planning and zoning	Good		43% N=321
	Fair		32% N=236
	Poor		16% N=119
Code enforcement	Excellent		13% N=88
	Good		41% N=269
	Fair		31% N=207
	Poor		14% N=94
Affordable high-speed internet access	Excellent		32% N=248
	Good		47% N=364
	Fair		17% N=129
	Poor		5% N=36
Garbage collection	Excellent		68% N=623
	Good		26% N=241
	Fair		4% N=40
	Poor		1% N=8
Drinking water	Excellent		51% N=459
	Good		41% N=363
	Fair		8% N=68
	Poor		1% N=6
Sewer services	Excellent		49% N=433
	Good		44% N=392
	Fair		6% N=50
	Poor		1% N=10
Storm water management	Excellent		42% N=352

Please rate the quality of each of the following services in Vienna.

Storm water management	Good		46% N=383
	Fair		8% N=68
	Poor		3% N=27
Power (electric and/or gas) utility	Excellent		42% N=376
	Good		45% N=400
	Fair		11% N=95
	Poor		3% N=23
Utility billing	Excellent		34% N=297
	Good		46% N=411
	Fair		16% N=139
	Poor		4% N=38
Police/Sheriff services	Excellent		52% N=427
	Good		40% N=329
	Fair		6% N=47
	Poor		1% N=12
Crime prevention	Excellent		42% N=337
	Good		49% N=399
	Fair		8% N=63
	Poor		1% N=10
Animal control	Excellent		36% N=243
	Good		51% N=344
	Fair		9% N=63
	Poor		3% N=22
Ambulance or emergency medical services	Excellent		60% N=388

Please rate the quality of each of the following services in Vienna.

Ambulance or emergency medical services	Good		37% N=241
	Fair		3% N=16
	Poor		0% N=1
Fire services	Excellent		64% N=444
	Good		34% N=237
	Fair		2% N=16
Fire prevention and education	Excellent		47% N=278
	Good		43% N=255
	Fair		8% N=44
	Poor		2% N=10
Emergency preparedness	Excellent		33% N=170
	Good		45% N=236
	Fair		16% N=85
	Poor		6% N=30
Preservation of natural areas	Excellent		27% N=214
	Good		42% N=331
	Fair		20% N=157
	Poor		11% N=86
Vienna open space	Excellent		30% N=256
	Good		44% N=378
	Fair		19% N=165
	Poor		7% N=56
Recycling	Excellent		32% N=287
	Good		44% N=394

Please rate the quality of each of the following services in Vienna.

Recycling	Fair		18% N=158
	Poor		6% N=57
Yard waste pick-up	Excellent		56% N=487
	Good		37% N=321
	Fair		5% N=45
	Poor		1% N=12
Town parks	Excellent		49% N=443
	Good		42% N=379
	Fair		7% N=64
	Poor		2% N=21
Recreation programs or classes	Excellent		48% N=372
	Good		44% N=339
	Fair		6% N=48
	Poor		1% N=9
Recreation centers or facilities	Excellent		53% N=438
	Good		39% N=319
	Fair		7% N=55
	Poor		1% N=11
Health services	Excellent		34% N=194
	Good		53% N=306
	Fair		12% N=69
	Poor		1% N=6
Public library services	Excellent		52% N=425
	Good		41% N=335

Please rate the quality of each of the following services in Vienna.	Public library services	Fair		6% N=48
		Poor		1% N=8
	Overall customer service by Vienna employees	Excellent		53% N=444
		Good		39% N=323
		Fair		7% N=56
		Poor		2% N=13
Please rate the following categories of Vienna government performance.	The value of services for the taxes paid to Vienna	Excellent		21% N=179
		Good		48% N=418
		Fair		24% N=205
		Poor		7% N=65
	The overall direction that Vienna is taking	Excellent		19% N=165
		Good		47% N=409
		Fair		27% N=234
		Poor		6% N=54
	The job Vienna government does at welcoming resident involvement	Excellent		29% N=221
		Good		48% N=364
		Fair		19% N=143
		Poor		5% N=37
	Overall confidence in Vienna government	Excellent		25% N=217
		Good		47% N=411
		Fair		21% N=183
		Poor		6% N=56
	Generally acting in the best interest of the community	Excellent		29% N=253
		Good		44% N=386

Please rate the following categories of Vienna government performance.	Generally acting in the best interest of the community	Fair		21% N=185
		Poor		5% N=48
Being honest		Excellent		32% N=238
		Good		48% N=364
		Fair		15% N=116
		Poor		5% N=37
Being open and transparent to the public		Excellent		30% N=238
		Good		46% N=368
		Fair		18% N=145
		Poor		7% N=52
Informing residents about issues facing the community		Excellent		29% N=243
		Good		44% N=368
		Fair		19% N=161
		Poor		7% N=62
Treating all residents fairly		Excellent		36% N=258
		Good		44% N=320
		Fair		14% N=98
		Poor		6% N=45
Treating residents with respect		Excellent		40% N=316
		Good		47% N=368
		Fair		9% N=74
		Poor		3% N=24
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	Excellent		40% N=359
		Good		49% N=434

Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	Fair	 9% N=83
		Poor	 1% N=11
	The Federal Government	Excellent	 11% N=90
		Good	 45% N=377
		Fair	 32% N=272
		Poor	 12% N=99
Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall economic health	Essential	 47% N=418
		Very important	 42% N=374
		Somewhat important	 10% N=90
		Not at all important	 1% N=5
	Overall quality of the transportation system	Essential	 38% N=344
		Very important	 44% N=401
		Somewhat important	 17% N=153
		Not at all important	 2% N=14
	Overall design or layout of residential and commercial areas	Essential	 44% N=402
		Very important	 43% N=388
		Somewhat important	 13% N=115
		Not at all important	 1% N=7
	Overall quality of the utility infrastructure	Essential	 54% N=494
		Very important	 36% N=329
		Somewhat important	 9% N=80
		Not at all important	 1% N=9
	Overall feeling of safety	Essential	 58% N=531
		Very important	 31% N=279

Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall feeling of safety	Somewhat important		10% N=87
		Not at all important		2% N=17
	Overall quality of natural environment	Essential		39% N=353
		Very important		46% N=420
		Somewhat important		15% N=132
		Not at all important		1% N=8
	Overall quality of parks and recreation opportunities	Essential		33% N=304
		Very important		47% N=430
		Somewhat important		19% N=169
		Not at all important		1% N=10
	Overall health and wellness opportunities	Essential		20% N=181
		Very important		44% N=400
		Somewhat important		31% N=282
		Not at all important		5% N=46
	Overall opportunities for education, culture, and the arts	Essential		22% N=200
		Very important		45% N=410
		Somewhat important		30% N=273
		Not at all important		3% N=29
	Residents' connection and engagement with their community	Essential		24% N=217
		Very important		49% N=446
		Somewhat important		25% N=231
		Not at all important		2% N=20
How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	High priority		8% N=69
		Medium priority		35% N=315

How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	Low priority		41% N=371
		Not a priority		16% N=140
	Enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	High priority		34% N=309
		Medium priority		44% N=399
		Low priority		17% N=151
		Not a priority		5% N=50
	Expand and improve public green spaces (parks and athletic fields)	High priority		38% N=349
		Medium priority		46% N=421
		Low priority		14% N=126
		Not a priority		2% N=17
	Provide public parking opportunities in commercial districts	High priority		29% N=265
		Medium priority		44% N=398
		Low priority		19% N=175
		Not a priority		7% N=66
	Improve Town policies, practices, and procedures to provide more business-friendly services	High priority		28% N=241
		Medium priority		45% N=387
		Low priority		23% N=197
		Not a priority		5% N=42
	Continue constructing sidewalks in the public rights-of-way to make Vienna a more walkable community	High priority		55% N=503
		Medium priority		31% N=283
		Low priority		10% N=90
		Not a priority		4% N=41
	Repave/mill deteriorating Town streets	High priority		51% N=460
		Medium priority		43% N=393

How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Repave/mill deteriorating Town streets	Low priority		5% N=48
		Not a priority		1% N=7
	Increase housing diversity beyond single family homes such as apartments, senior facilities, multi-family dwelling units, age-restricted options, etc.	High priority		35% N=314
		Medium priority		29% N=263
		Low priority		19% N=168
		Not a priority		18% N=161
	Invest in stormwater improvements	High priority		29% N=248
		Medium priority		48% N=402
		Low priority		19% N=162
		Not a priority		4% N=30
	Plant more trees along streets and on other public property	High priority		37% N=340
		Medium priority		39% N=359
		Low priority		19% N=169
		Not a priority		5% N=45
How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?	Vienna Voice printed newsletter	Major source		80% N=723
		Minor source		15% N=137
		Not a source		5% N=47
	Vienna Happenings e-newsletter	Major source		26% N=234
		Minor source		32% N=286
		Not a source		43% N=385
	Town website (viennava.gov)	Major source		29% N=266
		Minor source		55% N=494
		Not a source		16% N=143
	TVCN - local access cable channel 27 (Cox) and 38 (Verizon)	Major source		4% N=34

How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?	TVCN - local access cable channel 27 (Cox) and 38 (Verizon)	Minor source		16% N=145
		Not a source		80% N=728
	Town social media sites (Facebook, Twitter, Instagram, YouTube)	Major source		21% N=192
		Minor source		34% N=304
		Not a source		45% N=407
	Alerts from the Town received via text or email	Major source		32% N=293
		Minor source		27% N=249
		Not a source		40% N=365
	Town Council and other public meetings	Major source		11% N=100
		Minor source		40% N=357
		Not a source		49% N=444
	Talking to Town officials	Major source		13% N=113
		Minor source		28% N=249
		Not a source		60% N=537
	Gazette Leader (formerly Northern Virginia Sun-Gazette)	Major source		11% N=95
		Minor source		24% N=213
		Not a source		66% N=598
	Vienna Patch	Major source		22% N=196
		Minor source		39% N=356
		Not a source		39% N=353
	Tysons Reporter	Major source		10% N=94
		Minor source		29% N=260
		Not a source		61% N=551
	Maple Avenue should have more retail stores and restaurants	Strongly agree		31% N=277

Maple Avenue is the Town's primary commercial corridor. When thinking about Maple Avenue, to what extent do you agree or disagree with each of the following descriptions?	Maple Avenue should have more retail stores and restaurants	Somewhat agree		39% N=353
		Somewhat disagree		23% N=208
		Strongly disagree		7% N=60
	New development should include a mix of commercial and residential uses	Strongly agree		27% N=241
		Somewhat agree		40% N=355
		Somewhat disagree		22% N=197
		Strongly disagree		11% N=99
	Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than three stories	Strongly agree		61% N=552
		Somewhat agree		24% N=218
		Somewhat disagree		9% N=85
		Strongly disagree		5% N=47
	Sidewalks should be widened with landscaping and areas for outdoor seating	Strongly agree		51% N=460
		Somewhat agree		35% N=313
		Somewhat disagree		10% N=86
		Strongly disagree		4% N=37
	Power lines should be buried underground	Strongly agree		69% N=604
		Somewhat agree		24% N=208
		Somewhat disagree		5% N=44
		Strongly disagree		1% N=13
In general, how many times do you:	Access the internet from your home	Several times a day		93% N=850
		Once a day		3% N=32
		A few times a week		2% N=18
		Every few weeks		1% N=7
		Less often or never		1% N=9

In general, how many times do you:

Access the internet from your cell phone

Several times a day

91%
N=835

Once a day

2%
N=19

A few times a week

2%
N=19

Every few weeks

0%
N=3

Less often or never

4%
N=39

Visit social media sites

Several times a day

55%
N=499

Once a day

13%
N=123

A few times a week

9%
N=86

Every few weeks

4%
N=36

Less often or never

18%
N=165

Use or check email

Several times a day

90%
N=822

Once a day

7%
N=60

A few times a week

3%
N=25

Every few weeks

0%
N=3

Less often or never

0%
N=4

Share your opinions online

Several times a day

7%
N=63

Once a day

3%
N=24

A few times a week

13%
N=119

Every few weeks

17%
N=153

Less often or never

60%
N=542

Shop online

Several times a day

20%
N=185

Once a day

12%
N=105

A few times a week

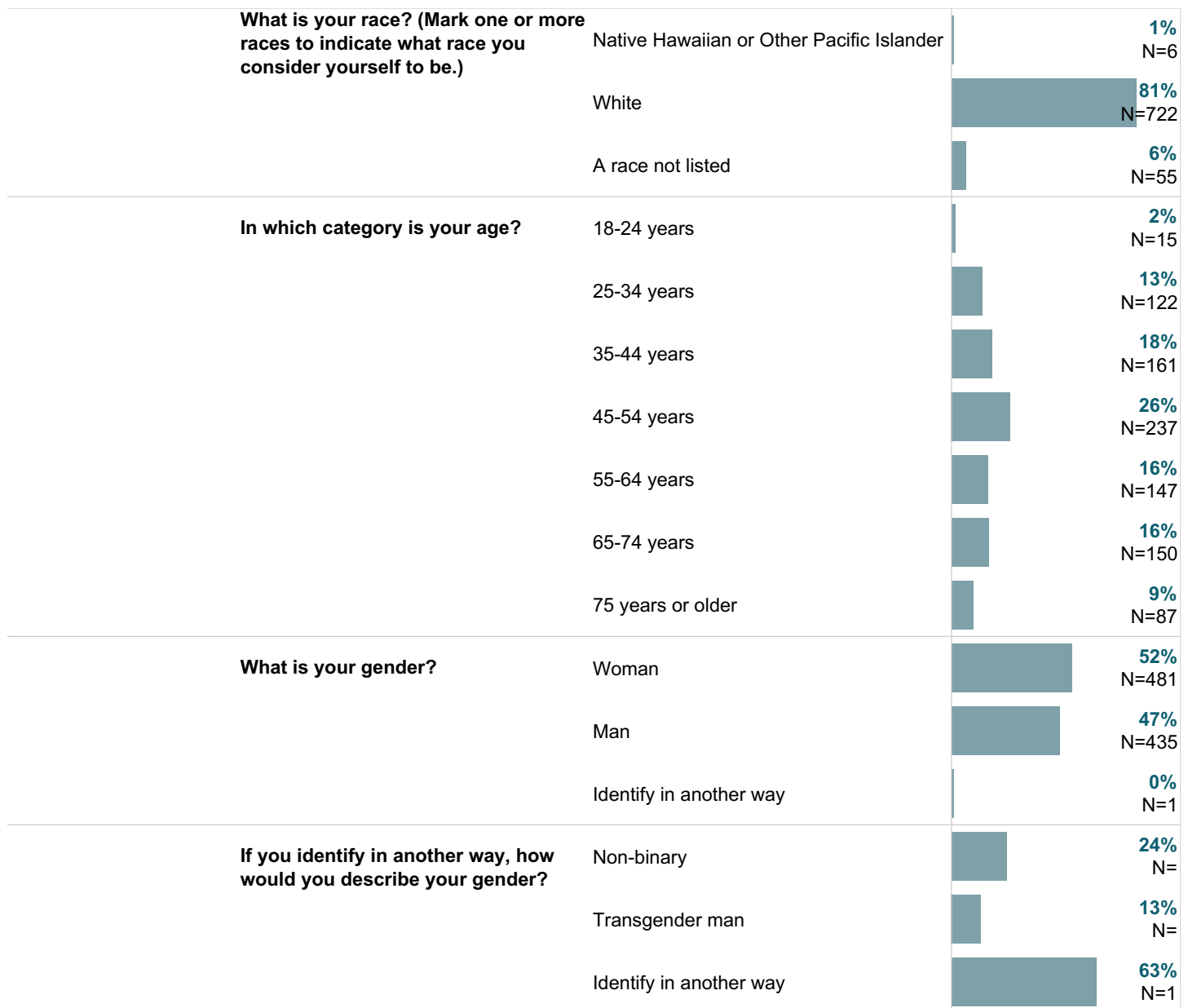
39%
N=357

Every few weeks

22%
N=204

In general, how many times do you:	Shop online	Less often or never		6% N=56
Please rate your overall health.		Excellent		44% N=405
		Very good		38% N=345
		Good		16% N=144
		Fair		2% N=19
		Poor		1% N=5
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:		Very positive		5% N=48
		Somewhat positive		19% N=175
		Neutral		49% N=447
		Somewhat negative		24% N=216
		Very negative		3% N=31
How many years have you lived in Vienna?		Less than 2 years		12% N=112
		2-5 years		17% N=156
		6-10 years		12% N=110
		11-20 years		20% N=188
		More than 20 years		39% N=355
Which best describes the building you live in?		Single-family detached home		82% N=755
		Townhouse or duplex (may share walls but no units above or below you)		9% N=81
		Condominium or apartment (have units above or below you)		9% N=82
		Other		0% N=2
Do you rent or own your home?		Rent		14% N=126
		Own		86% N=792
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?		Less than \$300		2% N=14
		\$300 to \$599		1% N=10

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$600 to \$999		3% N=28
	\$1,000 to \$1,499		8% N=68
	\$1,500 to \$2,499		17% N=146
	\$2,500 to \$3,999		28% N=244
	\$4,000 to \$6,999		26% N=223
	\$7,000 to \$9,999		12% N=107
	\$10,000 or more		4% N=33
Do any children 17 or under live in your household?	No		56% N=518
	Yes		44% N=403
Are you or any other members of your household aged 65 or older?	No		67% N=612
	Yes		33% N=306
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		2% N=20
	\$25,000 to \$49,999		3% N=27
	\$50,000 to \$74,999		5% N=40
	\$75,000 to \$99,999		6% N=54
	\$100,000 to \$149,999		12% N=106
	\$150,000 to \$199,999		14% N=121
	\$200,000 to \$299,999		23% N=196
	\$300,000 or more		35% N=305
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		90% N=811
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		10% N=89
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		1% N=5
	Asian		15% N=135
	Black or African American		3% N=27



Methods (open participation)



As part of its participation in The National Community Survey™ (The NCS™), the Town of Vienna conducted a survey of 928 residents. Survey invitations were mailed to randomly selected households and data were collected from October 2, 2023 to November 13, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the Town of Vienna. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all town residents and became available on October 30, 2023. The survey remained open for two weeks and there were 100 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2020 Census and 2022 American Community Survey estimates for adults in the Town of Vienna. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.¹⁹ The results of the weighting scheme for the open participation survey are presented in the following table.

		Unweighted	Weighted	Target ²⁰
Age	18-34	5%	17%	17%
	35-54	54%	42%	42%
	55+	41%	41%	41%
Area	NE	16%	16%	16%
	NW	23%	13%	13%
	SE	25%	35%	35%
	SW	35%	36%	36%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	90%	90%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	10%	10%
Housing tenure	Own	91%	86%	86%
	Rent	9%	14%	14%
Housing type	Attached	10%	18%	18%
	Detached	90%	82%	82%
Race & Hispanic origin	Not white alone	13%	30%	30%
	White alone, not Hispanic or Latino	87%	70%	70%

Sex	Man	28%	49%	49%
	Woman	72%	51%	51%
Sex/age	Man 18-34	3%	9%	9%
	Man 35-54	13%	21%	21%
	Man 55+	11%	20%	20%
	Woman 18-34	2%	9%	9%
	Woman 35-54	41%	21%	21%
	Woman 55+	30%	21%	21%

19. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

20. Targets come from the 2020 Census and 2022 American Community Survey.

Open Participation Survey Results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Quality of Life	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to live	Excellent		63% N=63
			Good		28% N=28
			Fair		7% N=7
			Poor		2% N=2
		The overall quality of life	Excellent		40% N=40
			Good		51% N=51
			Fair		7% N=7
			Poor		2% N=2
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Vienna to someone who asks	Very likely		58% N=58
			Somewhat likely		32% N=32
			Somewhat unlikely		7% N=7
			Very unlikely		2% N=2
		Remain in Vienna for the next five years	Very likely		61% N=59
			Somewhat likely		25% N=24
			Somewhat unlikely		5% N=5
			Very unlikely		9% N=9

Quality of Life	Please rate each of the following in the Vienna community.	Overall image or reputation	Excellent		43% N=43
			Good		36% N=36
			Fair		17% N=17
			Poor		4% N=4
Governance	Please rate the quality of each of the following services in Vienna.	Public information services	Excellent		21% N=19
			Good		61% N=55
			Fair		12% N=11
			Poor		6% N=5
		Overall customer service by Vienna employees	Excellent		44% N=39
			Good		41% N=36
			Fair		10% N=9
			Poor		6% N=5
	Please rate the following categories of Vienna government performance.	The value of services for the taxes paid to Vienna	Excellent		26% N=25
			Good		37% N=36
			Fair		25% N=25
			Poor		12% N=12
		The overall direction that Vienna is taking	Excellent		12% N=12
			Good		46% N=45

Governance	Please rate the following categories of Vienna government performance.	The overall direction that Vienna is taking	Fair		26% N=26
			Poor		16% N=16
		The job Vienna government does at welcoming resident involvement	Excellent		23% N=22
			Good		47% N=44
			Fair		21% N=19
			Poor		9% N=9
		Overall confidence in Vienna government	Excellent		19% N=19
			Good		53% N=53
			Fair		12% N=12
			Poor		15% N=15
		Generally acting in the best interest of the community	Excellent		25% N=25
			Good		49% N=48
			Fair		11% N=11
			Poor		14% N=14
		Being honest	Excellent		26% N=24
			Good		44% N=40
			Fair		17% N=16
			Poor		13% N=12

Governance	Please rate the following categories of Vienna government performance.	Being open and transparent to the public	Excellent		23% N=23
			Good		32% N=31
			Fair		24% N=23
			Poor		21% N=20
		Informing residents about issues facing the community	Excellent		26% N=25
			Good		43% N=41
			Fair		19% N=18
			Poor		12% N=12
		Treating all residents fairly	Excellent		28% N=25
			Good		33% N=30
			Fair		18% N=17
			Poor		20% N=18
		Treating residents with respect	Excellent		32% N=31
			Good		47% N=46
			Fair		6% N=6
			Poor		15% N=14
	Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	Excellent		40% N=39
			Good		49% N=49

Governance	Overall, how would you rate the quality of the services provided by each of the following?	The Town of Vienna	Fair		5% N=5
			Poor		6% N=6
		The Federal Government	Excellent		12% N=11
			Good		29% N=27
			Fair		42% N=39
			Poor		17% N=16
Economy	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to work	Excellent		40% N=24
			Good		33% N=20
			Fair		27% N=16
			Poor		0% N=
		Vienna as a place to visit	Excellent		25% N=22
			Good		43% N=38
			Fair		30% N=27
			Poor		2% N=1
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall economic health	Excellent		39% N=36
			Good		43% N=40
			Fair		14% N=13
			Poor		4% N=3

Economy

Please rate each of the following in the Vienna community.

Overall quality of business and service establishments

Excellent



31%
N=31

Good



52%
N=52

Fair



11%
N=11

Poor



6%
N=6

Variety of business and service establishments

Excellent



23%
N=23

Good



47%
N=47

Fair



23%
N=23

Poor



8%
N=8

Vibrancy of downtown/commercial area

Excellent



19%
N=18

Good



46%
N=44

Fair



27%
N=26

Poor



8%
N=8

Employment opportunities

Excellent



21%
N=11

Good



26%
N=14

Fair



45%
N=24

Poor



7%
N=4

Shopping opportunities

Excellent



17%
N=17

Good



46%
N=46

Economy	Please rate each of the following in the Vienna community.	Shopping opportunities	Fair		29% N=29
			Poor		7% N=7
		Cost of living	Excellent		4% N=4
			Good		14% N=14
			Fair		42% N=42
			Poor		40% N=40
	Please rate the quality of each of the following services in Vienna.	Economic development	Excellent		20% N=15
			Good		55% N=42
			Fair		7% N=5
			Poor		19% N=15
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall economic health	Essential		47% N=45
			Very important		40% N=38
			Somewhat important		13% N=13
	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:		Very positive		1% N=1
			Somewhat positive		17% N=17
			Neutral		40% N=40
			Somewhat negative		37% N=37
			Very negative		5% N=5

Mobility	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the transportation system	Excellent		14% N=14
			Good		42% N=42
			Fair		30% N=30
			Poor		13% N=13
	Please also rate each of the following in the Vienna community.	Traffic flow on major streets	Excellent		2% N=2
			Good		15% N=15
			Fair		40% N=40
			Poor		43% N=42
		Ease of public parking	Excellent		7% N=7
			Good		35% N=34
			Fair		37% N=36
			Poor		20% N=19
		Ease of travel by car	Excellent		10% N=10
			Good		34% N=33
			Fair		39% N=39
			Poor		17% N=17
		Ease of travel by public transportation	Excellent		6% N=4
			Good		34% N=24

Mobility	Please also rate each of the following in the Vienna community.	Ease of travel by public transportation	Fair		27% N=19
			Poor		33% N=24
		Ease of travel by bicycle	Excellent		24% N=18
			Good		32% N=24
			Fair		39% N=30
			Poor		5% N=4
		Ease of walking	Excellent		33% N=33
			Good		23% N=23
			Fair		39% N=39
			Poor		4% N=4
	Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	No		49% N=49
			Yes		51% N=51
		Carpooled with other adults or children instead of driving alone	No		27% N=27
			Yes		73% N=73
		Walked or biked instead of driving	No		17% N=17
			Yes		83% N=83
	Please rate the quality of each of the following services in Vienna.	Traffic enforcement	Excellent		16% N=15
			Good		38% N=36

Mobility	Please rate the quality of each of the following services in Vienna.	Traffic enforcement	Fair		20% N=19
			Poor		26% N=24
		Traffic signal timing	Excellent		6% N=6
			Good		41% N=37
			Fair		29% N=26
			Poor		24% N=21
		Street repair	Excellent		24% N=23
			Good		31% N=29
			Fair		37% N=35
			Poor		7% N=7
		Street cleaning	Excellent		30% N=28
			Good		54% N=51
			Fair		12% N=11
			Poor		5% N=5
		Street lighting	Excellent		18% N=17
			Good		45% N=43
			Fair		25% N=24
			Poor		11% N=11

Mobility	Please rate the quality of each of the following services in Vienna.	Snow removal	Excellent		33% N=25
			Good		53% N=40
			Fair		11% N=8
			Poor		3% N=2
		Sidewalk maintenance	Excellent		28% N=26
			Good		46% N=42
			Fair		14% N=13
			Poor		12% N=11
		Bus or transit services	Excellent		9% N=4
			Good		51% N=25
			Fair		28% N=14
			Poor		13% N=6
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Essential		35% N=34
			Very important		34% N=33
			Somewhat important		26% N=25
			Not at all important		6% N=6
Community Design	Please rate each of the following aspects of quality of life in Vienna.	Your neighborhood as a place to live	Excellent		71% N=70
			Good		26% N=25

Community Design	Please rate each of the following aspects of quality of life in Vienna.	Your neighborhood as a place to live	Fair		1% N=1
			Poor		2% N=2
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall design or layout of residential and commercial areas	Excellent		14% N=14
			Good		51% N=51
			Fair		26% N=26
			Poor		9% N=9
	Please also rate each of the following in the Vienna community.	Well-planned residential growth	Excellent		6% N=6
			Good		32% N=28
			Fair		31% N=27
			Poor		31% N=28
		Well-planned commercial growth	Excellent		2% N=2
			Good		29% N=26
			Fair		36% N=32
			Poor		33% N=29
		Well-designed neighborhoods	Excellent		10% N=10
			Good		47% N=46
			Fair		30% N=29
			Poor		13% N=13

Community Design	Please also rate each of the following in the Vienna community.	Preservation of the historical or cultural character of the community	Excellent		24% N=24
			Good		32% N=32
			Fair		23% N=23
			Poor		20% N=20
		Public places where people want to spend time	Excellent		32% N=31
			Good		44% N=44
			Fair		24% N=24
			Poor		1% N=1
		Variety of housing options	Excellent		8% N=8
			Good		24% N=22
			Fair		29% N=26
			Poor		38% N=34
		Availability of affordable quality housing	Excellent		4% N=4
			Good		4% N=3
			Fair		18% N=15
			Poor		74% N=61
		Overall quality of new development	Excellent		13% N=12
			Good		35% N=33

Community Design	Please also rate each of the following in the Vienna community.	Overall quality of new development	Fair		31% N=30
			Poor		22% N=21
		Overall appearance	Excellent		22% N=22
			Good		51% N=50
			Fair		21% N=21
			Poor		6% N=6
	Please rate the quality of each of the following services in Vienna.	Land use, planning and zoning	Excellent		7% N=5
			Good		34% N=28
			Fair		36% N=30
			Poor		23% N=19
Utilities		Code enforcement	Excellent		3% N=2
			Good		30% N=24
			Fair		48% N=39
			Poor		19% N=16
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	Essential		48% N=45
			Very important		38% N=37
			Somewhat important		14% N=13
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the utility infrastructure	Excellent		33% N=32

Utilities	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of the utility infrastructure	Good		41% N=39
			Fair		22% N=21
			Poor		4% N=4
	Please rate the quality of each of the following services in Vienna.	Affordable high-speed internet access	Excellent		23% N=20
			Good		43% N=39
			Fair		27% N=24
			Poor		8% N=7
	Garbage collection		Excellent		70% N=69
			Good		29% N=28
			Fair		0% N=
			Poor		0% N=
	Drinking water		Excellent		63% N=62
			Good		34% N=33
			Fair		3% N=3
			Poor		0% N=
	Sewer services		Excellent		57% N=49
			Good		33% N=28
			Fair		7% N=6

Utilities	Please rate the quality of each of the following services in Vienna.	Sewer services	Poor		2% N=2
			Excellent		51% N=48
			Good		32% N=29
			Fair		13% N=12
			Poor		5% N=4
		Power (electric and/or gas) utility	Excellent		31% N=30
			Good		43% N=42
			Fair		22% N=21
			Poor		5% N=4
		Utility billing	Excellent		36% N=35
			Good		38% N=37
			Fair		23% N=22
			Poor		3% N=3
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Essential		39% N=38
			Very important		43% N=42
			Somewhat important		18% N=17
Safety	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall feeling of safety	Excellent		49% N=48
			Good		41% N=41

Safety	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall feeling of safety	Fair		8% N=8
			Poor		2% N=2
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		93% N=93
			Somewhat safe		4% N=4
			Neither safe nor unsafe		0% N=
			Somewhat unsafe		2% N=2
		In Vienna's downtown/commercial area during the day	Very safe		83% N=83
			Somewhat safe		9% N=9
			Neither safe nor unsafe		6% N=6
			Somewhat unsafe		2% N=2
		From property crime	Very safe		46% N=46
			Somewhat safe		36% N=36
			Neither safe nor unsafe		2% N=2
			Somewhat unsafe		8% N=8
			Very unsafe		7% N=7
		From violent crime	Very safe		76% N=76
			Somewhat safe		15% N=15
			Neither safe nor unsafe		6% N=6

Safety

Please rate how safe or unsafe you feel:

From violent crime

Somewhat unsafe

1%
N=1

Very unsafe

2%
N=2

From fire, flood, or other natural disaster

Very safe

59%
N=59

Somewhat safe

36%
N=36

Neither safe nor unsafe

3%
N=3

Somewhat unsafe

2%
N=2

Please rate the quality of each of the following services in Vienna.

Police/Sheriff services

Excellent

42%
N=38

Good

43%
N=39

Fair

7%
N=6

Poor

9%
N=8

Crime prevention

Excellent

41%
N=37

Good

38%
N=34

Fair

18%
N=17

Poor

3%
N=3

Animal control

Excellent

28%
N=20

Good

49%
N=35

Fair

12%
N=9

Poor

11%
N=8

Safety	Please rate the quality of each of the following services in Vienna.	Ambulance or emergency medical services	Excellent		65% N=44
			Good		33% N=22
			Fair		2% N=1
		Fire services	Excellent		68% N=52
			Good		29% N=22
			Fair		3% N=2
		Fire prevention and education	Excellent		52% N=36
			Good		32% N=22
			Fair		12% N=9
			Poor		4% N=3
		Emergency preparedness	Excellent		35% N=26
			Good		37% N=28
			Fair		22% N=16
			Poor		6% N=4
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall feeling of safety	Essential		40% N=40
			Very important		41% N=41
			Somewhat important		19% N=19
Natural environment	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of natural environment	Excellent		32% N=32

Natural environment	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of natural environment	Good		53% N=53
			Fair		9% N=9
			Poor		7% N=7
	Please also rate each of the following in the Vienna community.	Cleanliness	Excellent		37% N=36
			Good		48% N=47
			Fair		14% N=13
			Poor		1% N=1
		Water resources	Excellent		12% N=10
			Good		11% N=9
			Fair		41% N=33
			Poor		36% N=29
		Air quality	Excellent		43% N=41
			Good		45% N=43
			Fair		9% N=8
			Poor		2% N=2
	Please rate the quality of each of the following services in Vienna.	Preservation of natural areas	Excellent		24% N=20
			Good		37% N=32
			Fair		27% N=23

Natural environment	Please rate the quality of each of the following services in Vienna.	Preservation of natural areas	Poor		12% N=10
			Excellent		28% N=26
			Good		41% N=37
			Fair		27% N=24
			Poor		3% N=3
		Recycling	Excellent		21% N=21
			Good		41% N=41
			Fair		31% N=30
			Poor		7% N=7
		Yard waste pick-up	Excellent		48% N=42
			Good		43% N=37
			Fair		4% N=4
			Poor		5% N=4
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of natural environment	Essential		39% N=39
			Very important		45% N=44
			Somewhat important		13% N=13
			Not at all important		3% N=3
Parks and Recreation	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of parks and recreation opportunities	Excellent		54% N=52

Parks and Recreation	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of parks and recreation opportunities	Good		26% N=25
			Fair		19% N=19
			Poor		0% N=
	Please also rate each of the following in the Vienna community.	Availability of paths and walking trails	Excellent		42% N=41
			Good		41% N=40
			Fair		18% N=18
			Poor		0% N=
		Fitness opportunities	Excellent		41% N=36
			Good		41% N=36
			Fair		11% N=10
			Poor		7% N=6
		Recreational opportunities	Excellent		37% N=34
			Good		49% N=46
			Fair		11% N=10
			Poor		4% N=4
	Please rate the quality of each of the following services in Vienna.	Town parks	Excellent		51% N=50
			Good		28% N=28
			Fair		16% N=16

Parks and Recreation	Please rate the quality of each of the following services in Vienna.	Town parks	Poor		5% N=4
		Recreation programs or classes	Excellent		44% N=36
			Good		34% N=28
			Fair		17% N=14
			Poor		5% N=4
		Recreation centers or facilities	Excellent		51% N=48
			Good		33% N=31
			Fair		10% N=9
			Poor		7% N=6
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Essential		19% N=19
			Very important		59% N=59
			Somewhat important		22% N=22
Health and wellness	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall health and wellness opportunities	Excellent		39% N=36
			Good		44% N=40
			Fair		14% N=13
			Poor		2% N=2
	Please also rate each of the following in the Vienna community.	Availability of affordable quality food	Excellent		28% N=26
			Good		38% N=36

Health and wellness	Please also rate each of the following in the Vienna community.	Availability of affordable quality food	Fair		18% N=17
			Poor		16% N=15
		Availability of affordable quality health care	Excellent		31% N=27
			Good		51% N=44
			Fair		12% N=10
			Poor		5% N=4
		Availability of preventive health services	Excellent		33% N=24
			Good		49% N=36
			Fair		13% N=9
			Poor		6% N=4
		Availability of affordable quality mental health care	Excellent		15% N=6
			Good		22% N=9
			Fair		17% N=7
			Poor		46% N=19
	Please rate the quality of each of the following services in Vienna.	Health services	Excellent		33% N=21
			Good		42% N=27
			Fair		21% N=14
			Poor		4% N=2

Health and wellness	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Essential		15% N=15
			Very important		40% N=40
			Somewhat important		42% N=42
			Not at all important		3% N=3
	Please rate your overall health.		Excellent		43% N=43
			Very good		42% N=42
			Good		8% N=8
			Fair		2% N=2
			Poor		4% N=4
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall opportunities for education, culture, and the arts	Excellent		30% N=30
			Good		43% N=43
			Fair		24% N=24
			Poor		2% N=2
	Please also rate each of the following in the Vienna community.	Opportunities to attend cultural/arts/music activities	Excellent		37% N=33
			Good		41% N=37
			Fair		20% N=18
			Poor		1% N=1
		Community support for the arts	Excellent		42% N=38

**Education,
Arts and
Culture**

**Please also rate
each of the
following in the
Vienna
community.**

Community support for the arts	Good		39% N=35
	Fair		15% N=14
	Poor		4% N=4
Availability of affordable quality childcare/preschool	Excellent		16% N=9
	Good		21% N=11
	Fair		38% N=20
	Poor		24% N=13
K-12 education	Excellent		37% N=29
	Good		46% N=36
	Fair		9% N=7
	Poor		7% N=5
Adult educational opportunities	Excellent		28% N=16
	Good		40% N=23
	Fair		21% N=12
	Poor		10% N=6
Opportunities to attend special events and festivals	Excellent		62% N=58
	Good		31% N=29
	Fair		5% N=5

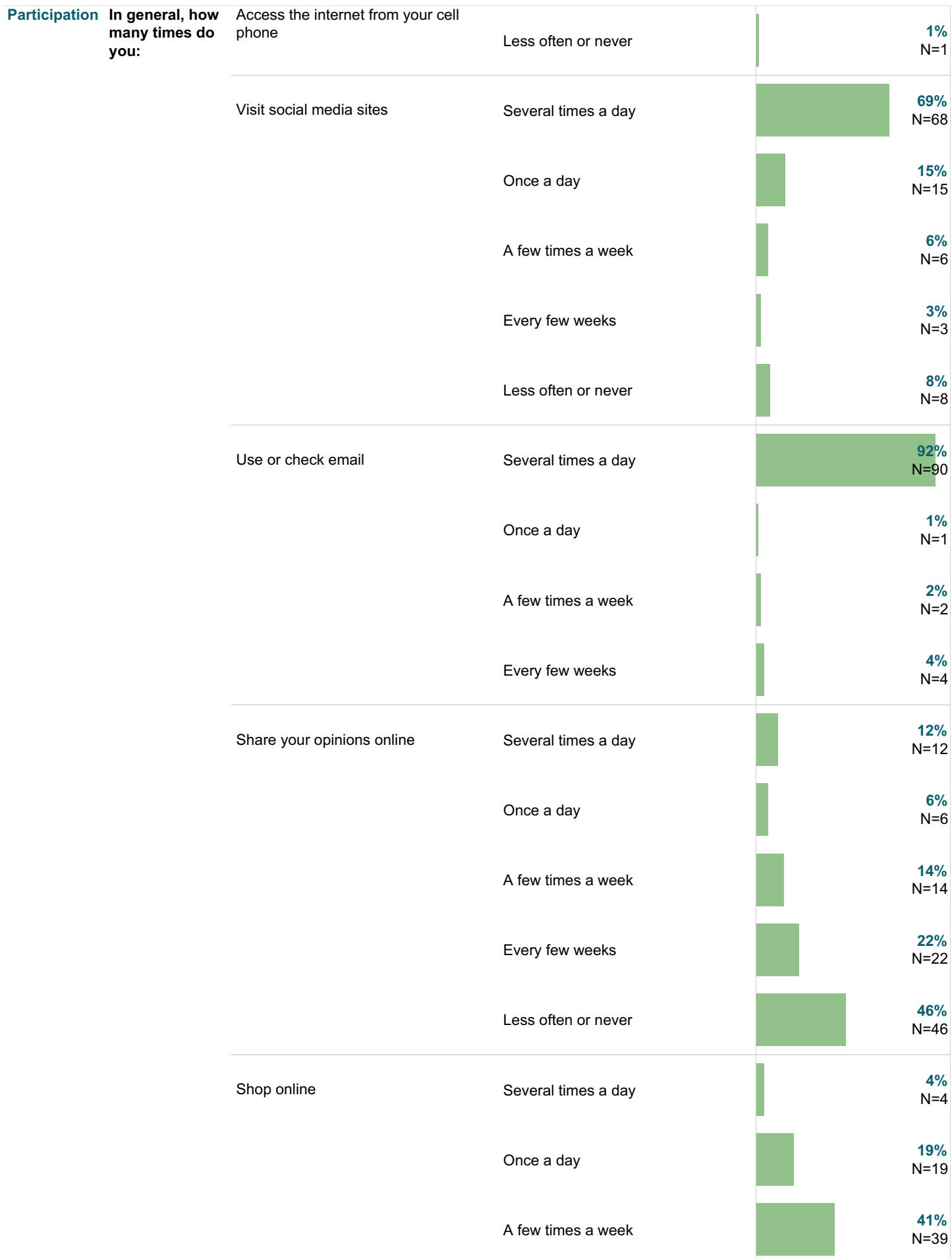
Education, Arts and Culture	each of the following in the Vienna community.	Opportunities to attend special events and festivals	Poor		2% N=2
	Please rate the quality of each of the following services in Vienna.	Public library services	Excellent		48% N=45
			Good		41% N=39
			Fair		12% N=11
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Essential		12% N=12
			Very important		57% N=57
			Somewhat important		26% N=26
			Not at all important		5% N=5
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to raise children	Excellent		63% N=59
			Good		23% N=21
			Fair		12% N=11
			Poor		2% N=2
		Vienna as a place to retire	Excellent		21% N=17
			Good		23% N=18
			Fair		34% N=27
			Poor		22% N=17
		Sense of community	Excellent		42% N=42
			Good		43% N=43

Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Sense of community	Fair		13% N=13
			Poor		3% N=3
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Residents' connection and engagement with their community	Excellent		26% N=25
			Good		51% N=50
			Fair		21% N=21
			Poor		2% N=2
	Please rate the job you feel the Vienna community does at each of the following.	Making all residents feel welcome	Excellent		38% N=37
			Good		33% N=32
			Fair		19% N=19
			Poor		10% N=9
		Attracting people from diverse backgrounds	Excellent		21% N=19
			Good		30% N=26
			Fair		40% N=36
			Poor		8% N=7
		Valuing/respecting residents from diverse backgrounds	Excellent		32% N=31
			Good		37% N=35
			Fair		22% N=21
			Poor		10% N=9

Inclusivity and Engagement	Please rate the job you feel the Vienna community does at each of the following.	Taking care of vulnerable residents	Excellent		9% N=8
			Good		25% N=21
			Fair		40% N=33
			Poor		25% N=20
	Please also rate each of the following in the Vienna community.	Sense of civic/community pride	Excellent		41% N=38
			Good		50% N=46
			Fair		5% N=5
			Poor		5% N=4
		Neighborhoodliness of residents	Excellent		24% N=23
			Good		51% N=48
			Fair		19% N=17
			Poor		6% N=6
		Opportunities to participate in social events and activities	Excellent		43% N=40
			Good		37% N=34
			Fair		17% N=16
			Poor		4% N=3
		Opportunities to volunteer	Excellent		43% N=34
			Good		44% N=35

Inclusivity and Engagement	Please also rate each of the following in the Vienna community.	Opportunities to volunteer	Fair		9% N=7
			Poor		3% N=3
		Opportunities to participate in community matters	Excellent		40% N=35
			Good		39% N=34
			Fair		16% N=14
			Poor		5% N=4
		Openness and acceptance of the community toward people of diverse backgrounds	Excellent		39% N=34
			Good		33% N=28
			Fair		23% N=20
			Poor		5% N=5
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Essential		16% N=16
			Very important		58% N=58
			Somewhat important		24% N=24
			Not at all important		1% N=1
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Vienna for help or information	No		19% N=19
			Yes		81% N=81
		Contacted Vienna elected officials to express your opinion	No		57% N=57
			Yes		43% N=43

Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Attended a local public meeting	No		61% N=61	
			Yes		39% N=39	
		Watched a local public meeting	No		56% N=56	
			Yes		44% N=44	
		Volunteered your time to some group/activity	No		39% N=39	
			Yes		61% N=61	
		Campaigned or advocated for a local issue, cause, or candidate	No		61% N=61	
			Yes		39% N=39	
		Voted in your most recent local election	No		8% N=8	
			Yes		92% N=92	
		In general, how many times do you:	Access the internet from your home	Several times a day		90% N=90
				Once a day		3% N=3
A few times a week				0% N=		
Every few weeks				5% N=5		
Less often or never				1% N=1		
Access the internet from your cell phone	Several times a day			93% N=93		
	Once a day			3% N=3		
	A few times a week			2% N=2		

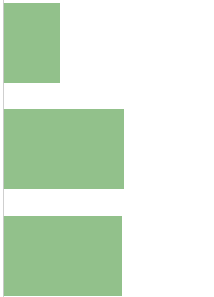
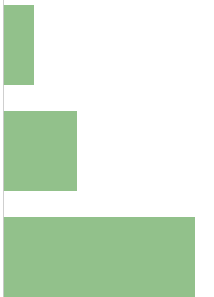
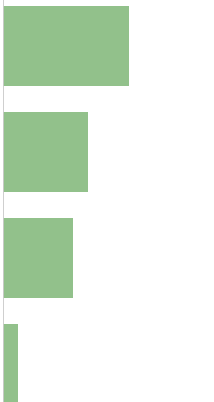
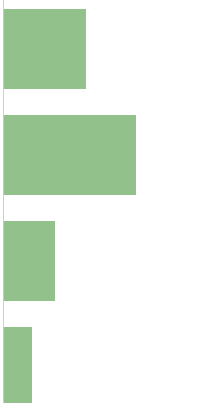


Participation	In general, how many times do you:	Shop online	Every few weeks		30% N=29
			Less often or never		6% N=6
Custom	In which area of Vienna do you live.	Area 1 - Northeast			16% N=16
		Area 2 - Northwest			13% N=13
		Area 3 - Southeast			35% N=35
		Area 4 - Southwest			36% N=36
		None of these/I do not live in Vienna.			0% N=
	How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Enhance public art throughout the community	High priority		11% N=11
			Medium priority		46% N=46
			Low priority		24% N=24
			Not a priority		18% N=18
		Enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	High priority		36% N=36
			Medium priority		43% N=43
			Low priority		11% N=11
			Not a priority		10% N=10
		Expand and improve public green spaces (parks and athletic fields)	High priority		46% N=46
			Medium priority		38% N=38
			Low priority		7% N=7

Custom	How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Expand and improve public green spaces (parks and athletic fields)	Not a priority		9% N=9
		Provide public parking opportunities in commercial districts	High priority		26% N=26
			Medium priority		37% N=37
			Low priority		20% N=20
			Not a priority		17% N=17
		Improve Town policies, practices, and procedures to provide more business-friendly services	High priority		20% N=19
			Medium priority		45% N=43
			Low priority		21% N=20
			Not a priority		14% N=13
		Continue constructing sidewalks in the public rights-of-way to make Vienna a more walkable community	High priority		57% N=57
			Medium priority		22% N=22
			Low priority		10% N=10
			Not a priority		10% N=10
		Repave/mill deteriorating Town streets	High priority		51% N=51
			Medium priority		45% N=45
			Low priority		3% N=3
			Not a priority		0% N=
		Increase housing diversity beyond single family homes such as apartments, senior facilities, multi-family dwelling units, age-restricted options, etc.	High priority		31% N=31

Custom	How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?	Increase housing diversity beyond single family homes such as apartments, senior facilities, multi-family dwelling units, age-restricted options, etc.	Medium priority		28% N=27
			Low priority		22% N=22
			Not a priority		19% N=18
		Invest in stormwater improvements	High priority		21% N=21
			Medium priority		42% N=40
			Low priority		36% N=35
			Not a priority		1% N=1
		Plant more trees along streets and on other public property	High priority		45% N=45
			Medium priority		35% N=35
			Low priority		17% N=17
			Not a priority		4% N=4
	How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?	Vienna Voice printed newsletter	Major source		68% N=67
			Minor source		26% N=26
			Not a source		7% N=6
		Vienna Happenings e-newsletter	Major source		22% N=21
			Minor source		44% N=42
			Not a source		34% N=32
		Town website (viennava.gov)	Major source		35% N=35

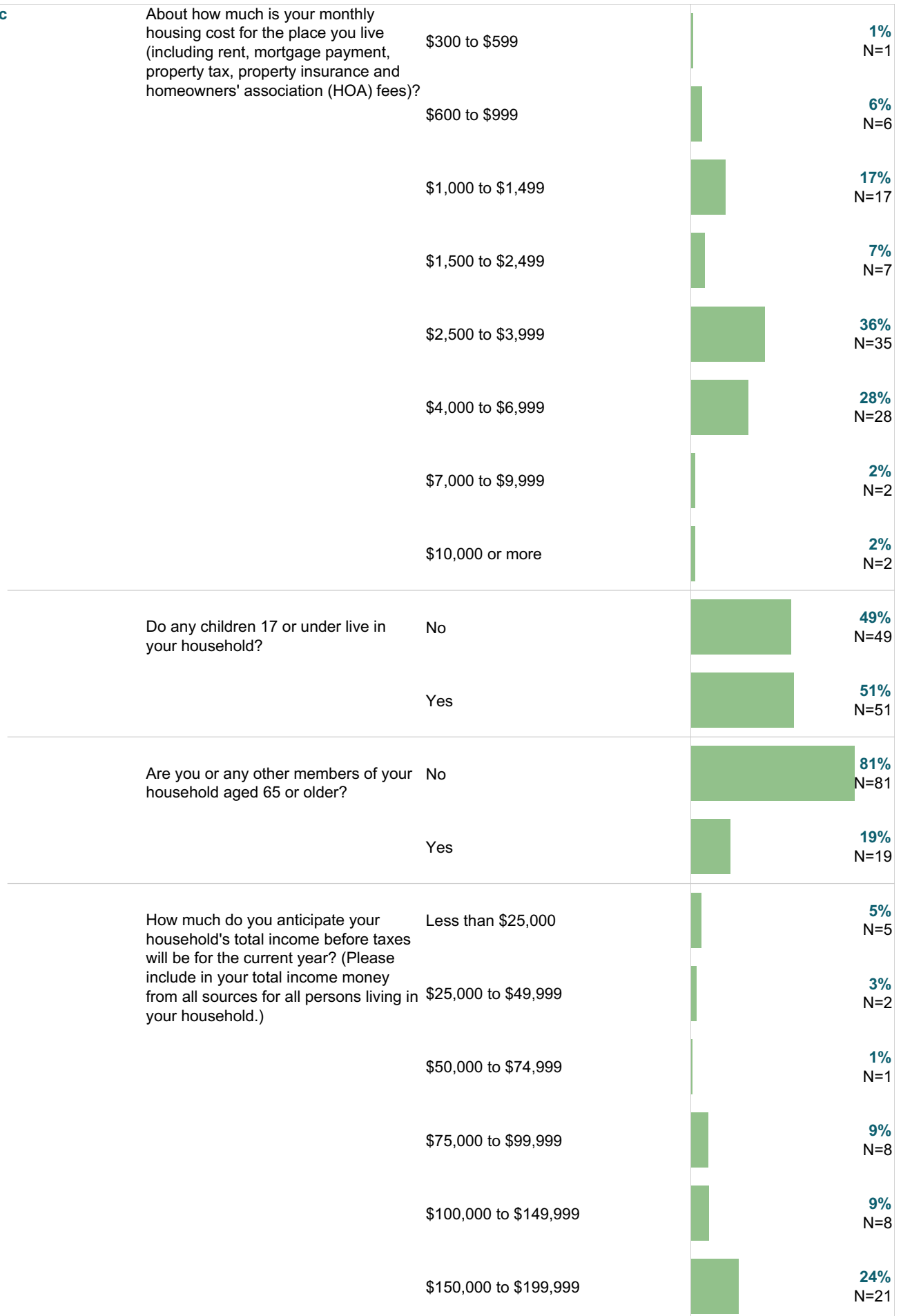
Custom	How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?	Town website (viennava.gov)	Minor source		53% N=53
			Not a source		12% N=12
		TVCN - local access cable channel 27 (Cox) and 38 (Verizon)	Major source		1% N=1
			Minor source		15% N=15
			Not a source		84% N=82
		Town social media sites (Facebook, Twitter, Instagram, YouTube)	Major source		50% N=50
			Minor source		30% N=30
			Not a source		19% N=19
		Alerts from the Town received via text or email	Major source		34% N=32
			Minor source		28% N=26
			Not a source		38% N=36
		Town Council and other public meetings	Major source		11% N=11
			Minor source		50% N=48
			Not a source		38% N=37
		Talking to Town officials	Major source		7% N=7
			Minor source		39% N=37
			Not a source		54% N=52
		Gazette Leader (formerly Northern Virginia Sun-Gazette)	Major source		7% N=7

Custom	How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?	Gazette Leader (formerly Northern Virginia Sun-Gazette)	Minor source		23% N=23
			Not a source		71% N=71
		Vienna Patch	Major source		19% N=19
			Minor source		41% N=41
			Not a source		40% N=40
		Tysons Reporter	Major source		10% N=10
			Minor source		25% N=25
			Not a source		65% N=65
	Maple Avenue is the Town's primary commercial corridor. When thinking about Maple Avenue, to what extent do you agree or disagree with each of the following descriptions?	Maple Avenue should have more retail stores and restaurants	Strongly agree		43% N=42
			Somewhat agree		28% N=28
			Somewhat disagree		24% N=24
			Strongly disagree		5% N=5
		New development should include a mix of commercial and residential uses	Strongly agree		28% N=27
			Somewhat agree		45% N=44
			Somewhat disagree		18% N=17
			Strongly disagree		10% N=9
		Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than three stories	Strongly agree		44% N=42
			Somewhat agree		37% N=36

Custom	Maple Avenue is the Town's primary commercial corridor. When thinking about Maple Avenue, to what extent do you agree or disagree with each of the following descriptions?	Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than three stories	Somewhat disagree		11% N=10
			Strongly disagree		9% N=9
		Sidewalks should be widened with landscaping and areas for outdoor seating	Strongly agree		48% N=45
			Somewhat agree		37% N=35
			Somewhat disagree		11% N=11
			Strongly disagree		4% N=3
		Power lines should be buried underground	Strongly agree		50% N=47
			Somewhat agree		36% N=34
			Somewhat disagree		7% N=7
			Strongly disagree		7% N=7
		What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		8% N=8
			Asian		12% N=11
			White		87% N=85
			A race not listed		4% N=4
		How did you hear about this survey? (Select all that apply.)	The Town's website		6% N=6
			The Town's social media (Facebook, Twitter, Instagram, etc.)		34% N=34
			Received an email from the Town		17% N=17
			In a Town newsletter or utility bill		27% N=27

Custom	How did you hear about this survey? (Select all that apply.)	Received a postcard or letter from the Town		10% N=10
		Nextdoor		0% N=
		In my Facebook feed		27% N=27
		Saw it on a video of a public meeting or at a meeting I attended		2% N=2
		Saw it in a newspaper article or ad (hard copy or online)		3% N=3
		Heard about it from a family member, friend or neighbor		7% N=7
		Other		3% N=3
Demographic	How many years have you lived in Vienna?	Less than 2 years		6% N=6
		2-5 years		21% N=21
		6-10 years		12% N=12
		11-20 years		23% N=23
		More than 20 years		38% N=38
	Which best describes the building you live in?	Single-family detached home		82% N=82
		Townhouse or duplex (may share walls but no units above or below you)		14% N=14
		Condominium or apartment (have units above or below you)		4% N=4
	Do you rent or own your home?	Rent		14% N=14
		Own		86% N=86
	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300		0% N=

Demographic



Demographic	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$200,000 to \$299,999		23% N=21
		\$300,000 or more		27% N=24
	Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		90% N=89
		Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		10% N=10
	In which category is your age?	25-34 years		17% N=17
		35-44 years		14% N=14
		45-54 years		28% N=28
		55-64 years		23% N=22
		65-74 years		9% N=9
		75 years or older		9% N=9
	What is your gender?	Woman		51% N=51
		Man		49% N=48

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Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Vienna.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Vienna as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Vienna as a place to raise children	1	2	3	4	5
Vienna as a place to work.....	1	2	3	4	5
Vienna as a place to visit.....	1	2	3	4	5
Vienna as a place to retire	1	2	3	4	5
The overall quality of life in Vienna	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Vienna as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Vienna.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Vienna.....	1	2	3	4	5
Overall design or layout of Vienna's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Vienna (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Vienna	1	2	3	4	5
Overall quality of natural environment in Vienna.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Vienna	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Vienna to someone who asks.....	1	2	3	4	5
Remain in Vienna for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Vienna's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Vienna community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Vienna community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Vienna.....	1	2	3	4	5
Variety of business and service establishments in Vienna	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Vienna	1	2	3	4	5
Overall image or reputation of Vienna	1	2	3	4	5

7. Please also rate each of the following in the Vienna community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Vienna.....	1	2	3	4	5
Ease of travel by public transportation in Vienna.....	1	2	3	4	5
Ease of travel by bicycle in Vienna.....	1	2	3	4	5
Ease of walking in Vienna.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Vienna.....	1	2	3	4	5
Overall appearance of Vienna.....	1	2	3	4	5
Cleanliness of Vienna.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... 1	2	3	4	5	
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Vienna.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Vienna (in-person, phone, email, or web) for help or information.....	1	2
Contacted Vienna elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Vienna.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

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9. Please rate the quality of each of the following services in Vienna.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police/Sheriff services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts)	1	2	3	4	5
Vienna open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Vienna employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Vienna government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Vienna	1	2	3	4	5
The overall direction that Vienna is taking.....	1	2	3	4	5
The job Vienna government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Vienna government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Vienna.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Vienna.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Vienna.....	1	2	3	4
Overall design or layout of Vienna's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Vienna (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Vienna	1	2	3	4
Overall quality of natural environment in Vienna	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Vienna	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. How much of a priority, if any, should it be for the Town to address each of the following over the next 3-5 years?

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Enhance public art throughout the community.....	1	2	3	4	5
Enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna.....	1	2	3	4	5
Expand and improve public green spaces (parks and athletic fields)	1	2	3	4	5
Provide public parking opportunities in commercial districts	1	2	3	4	5
Improve Town policies, practices, and procedures to provide more business-friendly services	1	2	3	4	5
Continue constructing sidewalks in the public rights-of-way to make Vienna a more walkable community.....	1	2	3	4	5
Repave/mill deteriorating Town streets.....	1	2	3	4	5
Increase housing diversity beyond single family homes such as apartments, senior facilities, multi-family dwelling units, age-restricted options, etc.....	1	2	3	4	5
Invest in stormwater improvements.....	1	2	3	4	5
Plant more trees along streets and on other public property.....	1	2	3	4	5

14. How much of a source of information are the following for you to obtain news about the Town of Vienna government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Vienna Voice printed newsletter.....	1	2	3
Vienna Happenings e-newsletter.....	1	2	3
Town website (viennava.gov)	1	2	3
TVCN – local access cable channel 27 (Cox) and 38 (Verizon).....	1	2	3
Town social media sites (Facebook, Twitter, Instagram, YouTube).....	1	2	3
Alerts from the Town received via text or email.....	1	2	3
Town Council and other public meetings.....	1	2	3
Talking to Town officials	1	2	3
Gazette Leader (formerly Northern Virginia Sun-Gazette)	1	2	3
Vienna Patch	1	2	3
Tysons Reporter	1	2	3

15. Maple Avenue is the Town's primary commercial corridor. When thinking about Maple Avenue, to what extent do you agree or disagree with each of the following descriptions?

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
Maple Avenue should have more retail stores and restaurants	1	2	3	4	5
New development should include a mix of commercial and residential uses.....	1	2	3	4	5
Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than three stories	1	2	3	4	5
Sidewalks should be widened with landscaping and areas for outdoor seating.....	1	2	3	4	5
Power lines should be buried underground	1	2	3	4	5

The Town of Vienna 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. 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:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Vienna?

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

D5. Which best describes the building you live in?

- ☐ Single-family detached home
- ☐ Townhouse or duplex (may share walls but no units above or below you)
- ☐ Condominium or apartment (have units above or below you)
- ☐ Mobile home
- ☐ Other

D6. Do you rent or own your home?

- ☐ Rent
- ☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- ☐ Less than \$300 ☐ \$2,500 to \$3,999
- ☐ \$300 to \$599 ☐ \$4,000 to \$6,999
- ☐ \$600 to \$999 ☐ \$7,000 to \$9,999
- ☐ \$1,000 to \$1,499 ☐ \$10,000 or more
- ☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000 ☐ \$100,000 to \$149,999
- ☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
- ☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
- ☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- ☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ A race not listed

D13. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
- ☐ 25-34 years ☐ 65-74 years
- ☐ 35-44 years ☐ 75 years or older
- ☐ 45-54 years

D14. What is your gender?

- ☐ Woman
- ☐ Man
- ☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- ☐ Agender/I don't identify with any gender
- ☐ Genderqueer/gender fluid
- ☐ Non-binary
- ☐ Transgender man
- ☐ Transgender woman
- ☐ Two-spirit
- ☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



The Mayor's Office

October 2023

Dear Town of Vienna Resident:

Please help us shape the future of Vienna! You have been selected at random to participate in the 2023 Vienna Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number being surveyed. Your feedback will be helpful to the Town when making decisions that affect Vienna.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/xxplaceholder>

Please do not share your survey link. In order for this to be a statistically valid survey, it is for randomly selected households only. The Town will conduct a separate survey that is open to all residents in a few weeks.

If you have any questions about the survey, please call 703-255-6300. Thank you for your time and participation in helping make Vienna the best that it can be!

Sincerely,

Linda J. Colbert
Mayor