



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Vienna, VA
2023 National
Community SurveyTM**



Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



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



**Benchmarking
to other
communities**



Overview of Survey Results



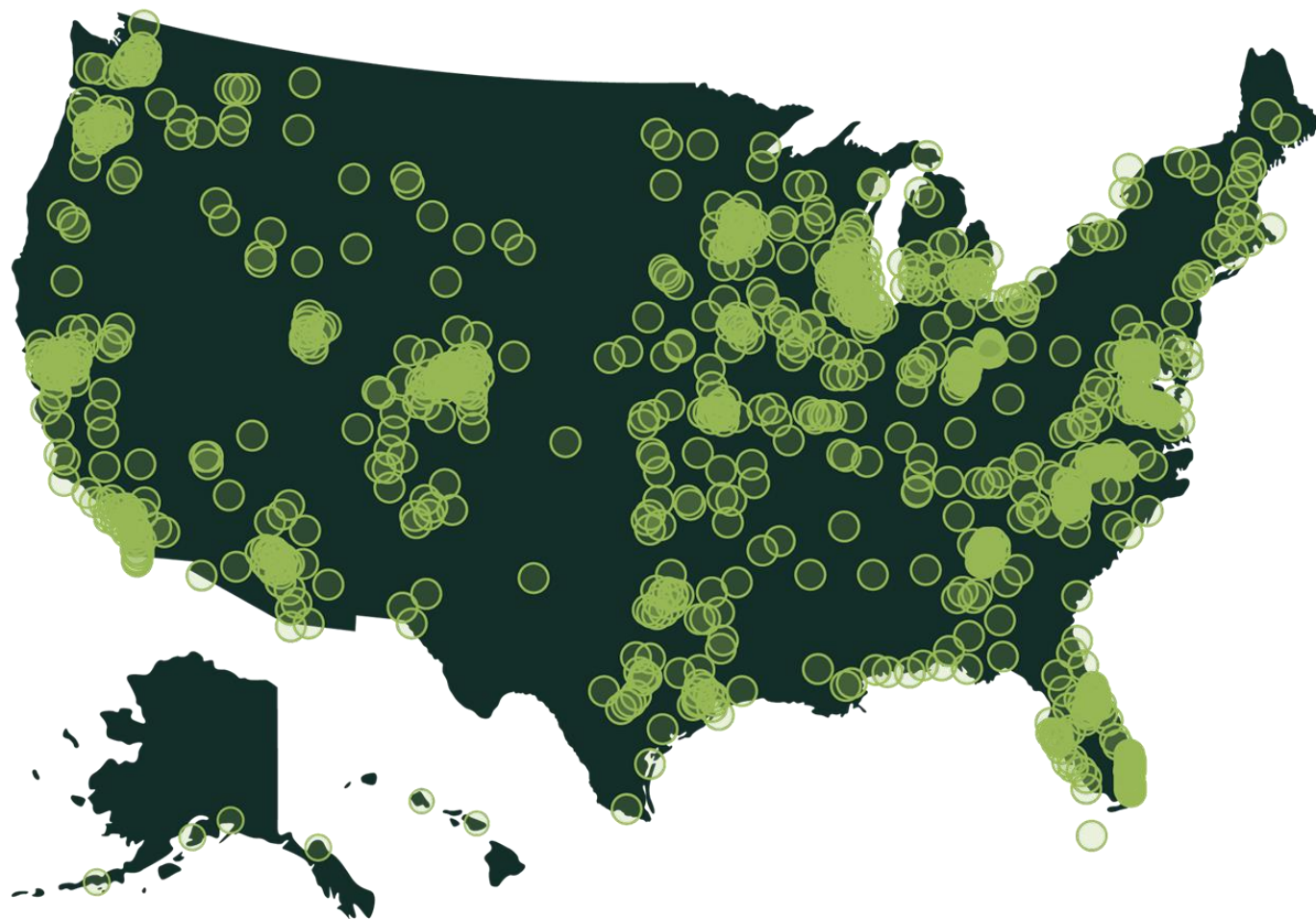
The National Community Survey™ in Vienna



The NCS™ for Vienna, VA

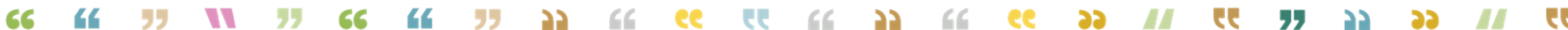
- Second time conducting The NCS (previous survey in 2018)
- Survey conducted from October 2, 2023 – November 13, 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 928 total responses received
 - 31% overall response rate
- Results statistically weighted to reflect Vienna overall
- 95% confidence interval with a +/- 3% margin of error
- Non-probability, open-participation survey: 100 responses

Polco's Benchmarking Database

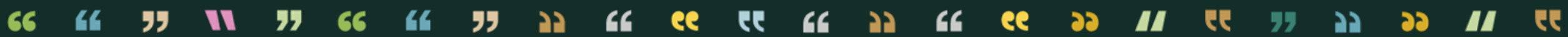
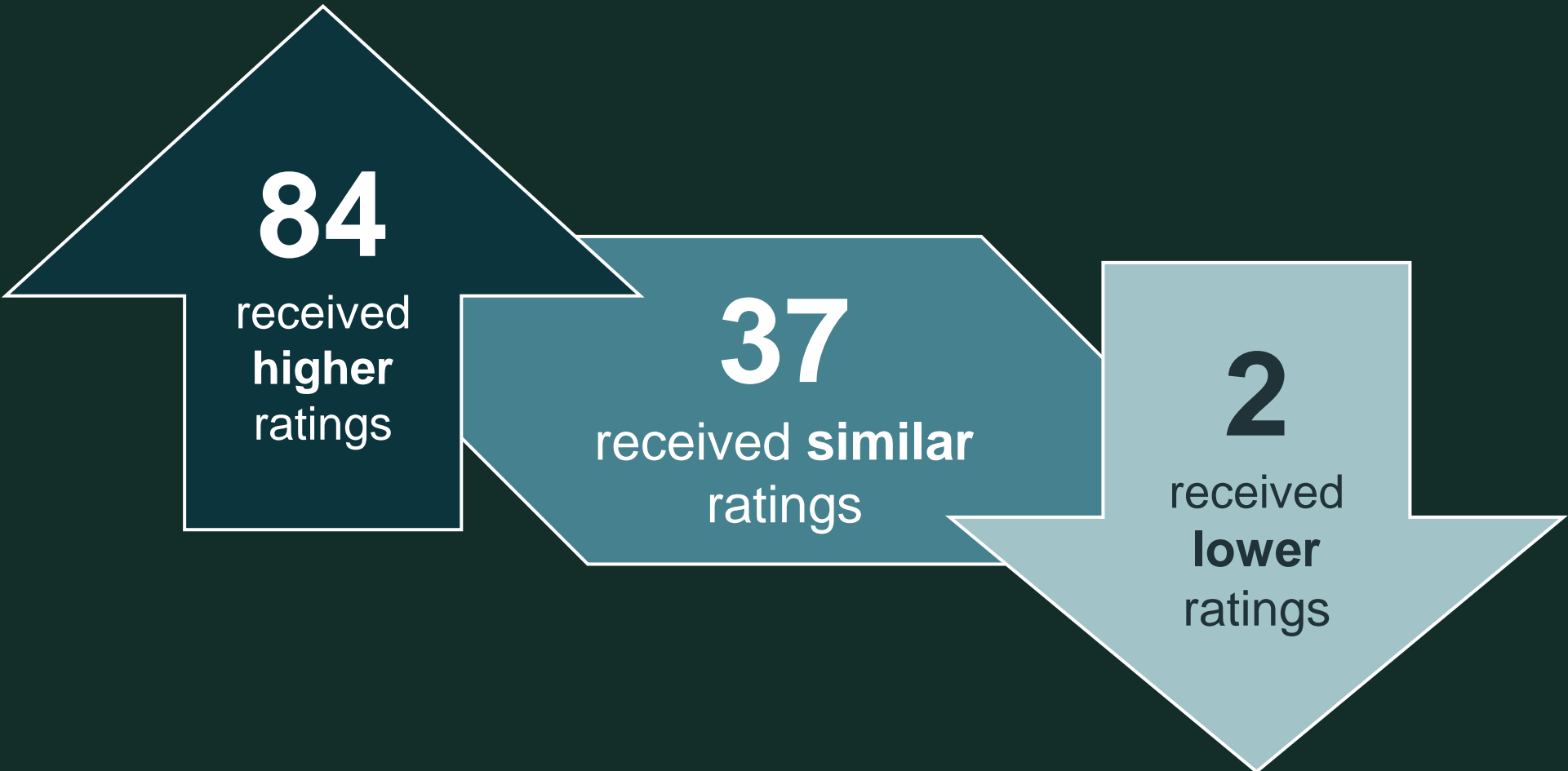


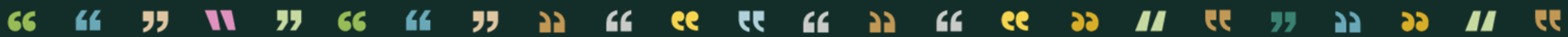
More than **500**
comparison communities
across the nation.

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



Comparisons to National Benchmarks







Key Findings





Key Finding #1

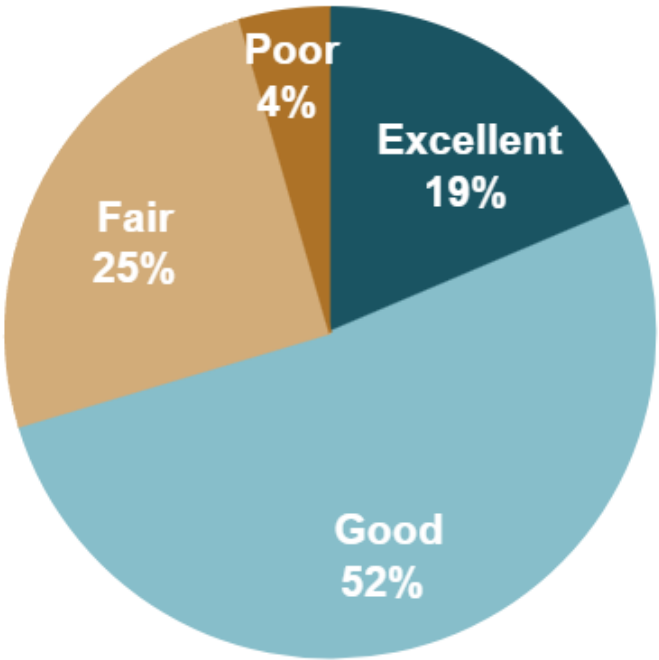
Many aspects of Vienna's community design receive positive reviews, but residents identify some potential areas of opportunity for the town.



Community Design in Vienna



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

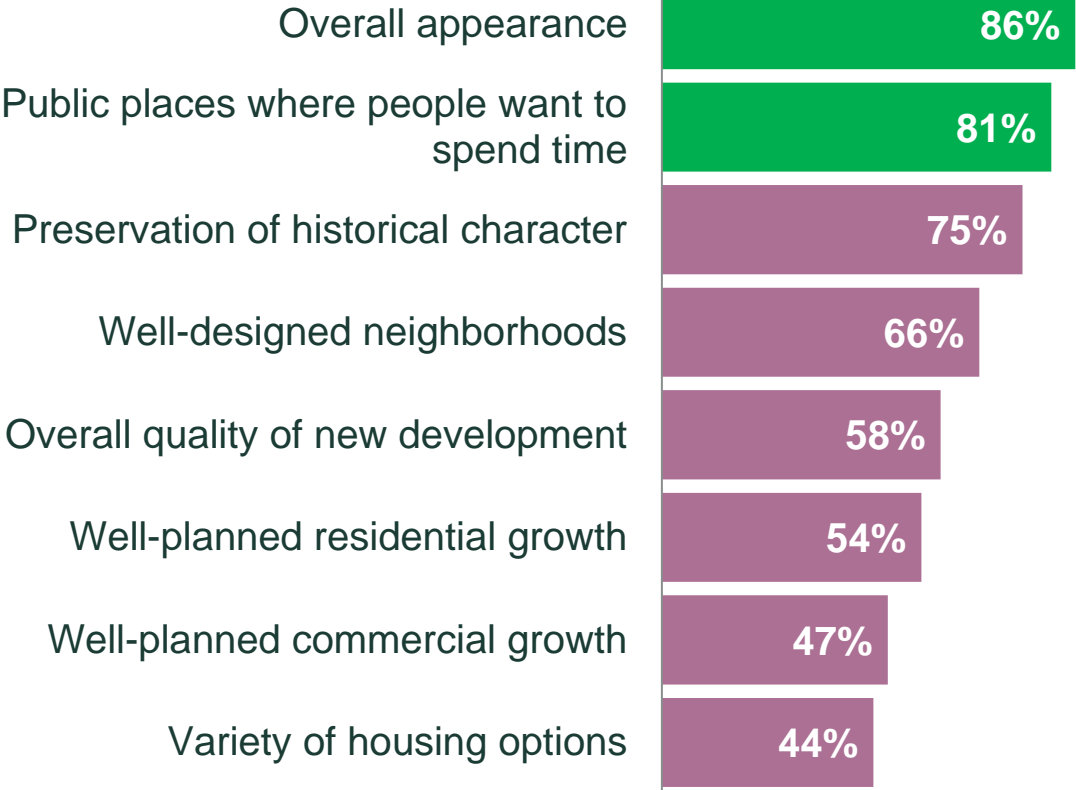


COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

Please also rate each of the following in the Vienna Community

PERCENT EXCELLENT OR GOOD





Key Finding #2

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



Mobility in Vienna



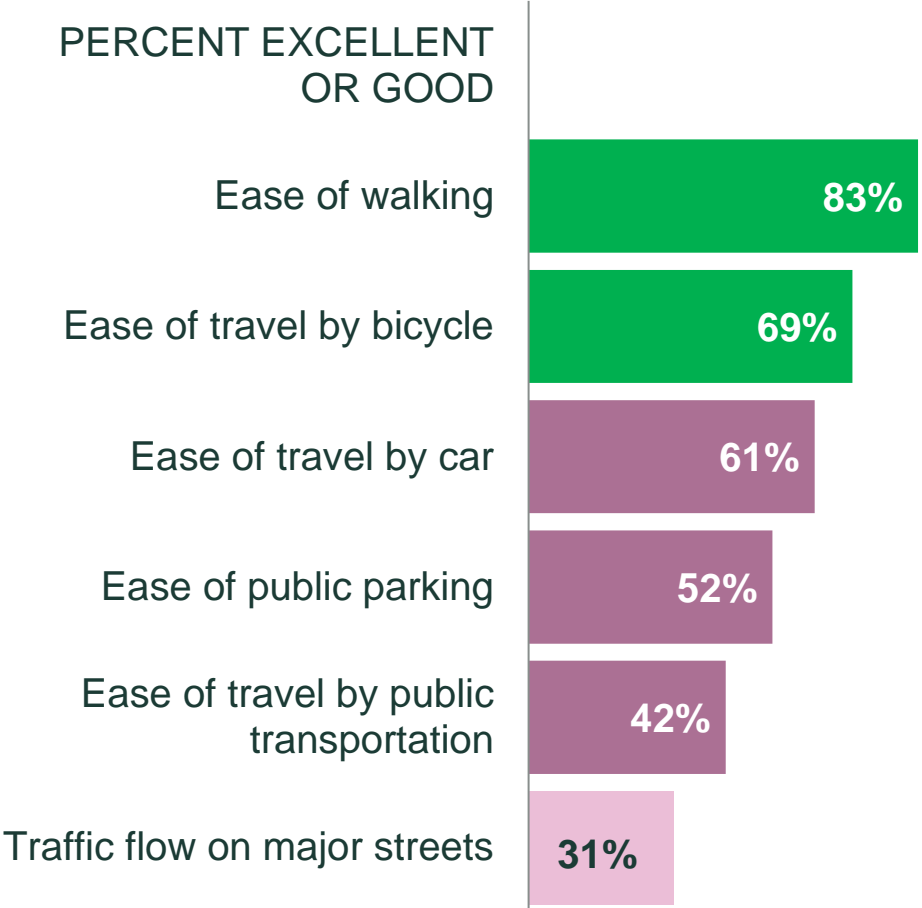
Overall quality of the transportation system in Vienna, 2023



Please rate the quality of each of the following in Vienna:

COMPARISON TO NATIONAL BENCHMARK:

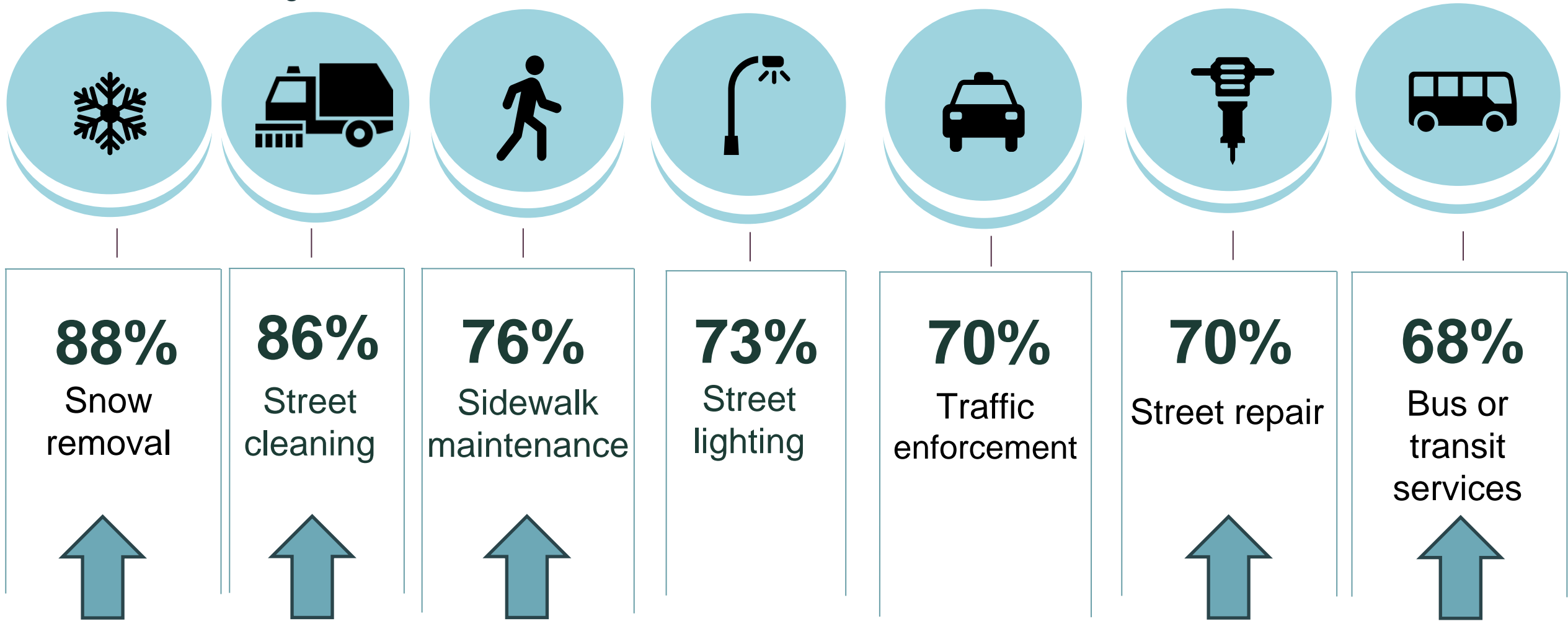
- Higher
- Similar
- Lower



Mobility-Related Services in Vienna



*Percent excellent or good



*Arrows indicate a rating that is above benchmark



Key Finding #3

Residents feel a strong sense of community



Community in Vienna

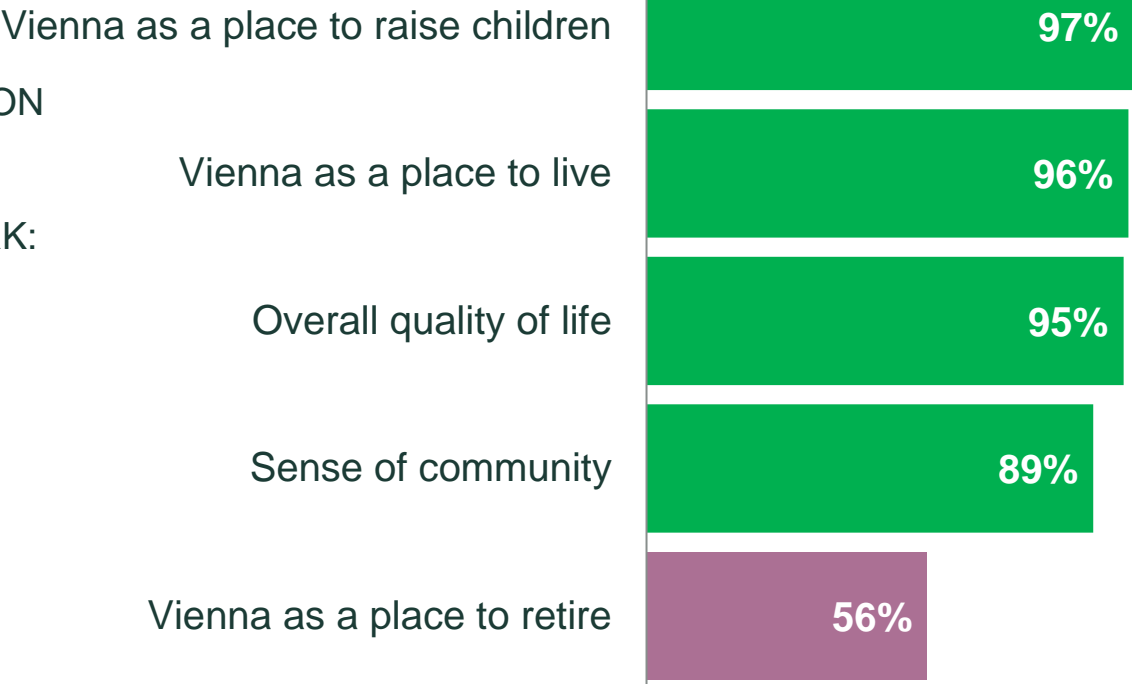


Residents' connection and engagement with their community, 2023



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

PERCENT EXCELLENT OR GOOD



COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

Overall Sense of Community



About

9 in 10

8 in 10 residents said the same about Vienna's:

- Valuing/respecting residents of diverse backgrounds
- Neighborliness of residents
- Openness toward people of diverse backgrounds

residents gave **excellent** or **good** ratings to Vienna for:

- Making all residents feel welcome
- Sense of civic/community pride
- Opportunities to volunteer
- Opportunities to participate in social events and activities
- Opportunities to participate in community matters



Key Finding #4

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



The Economy in Vienna



Overall economic health of Vienna, 2023



Please rate each of the following in the Vienna community:



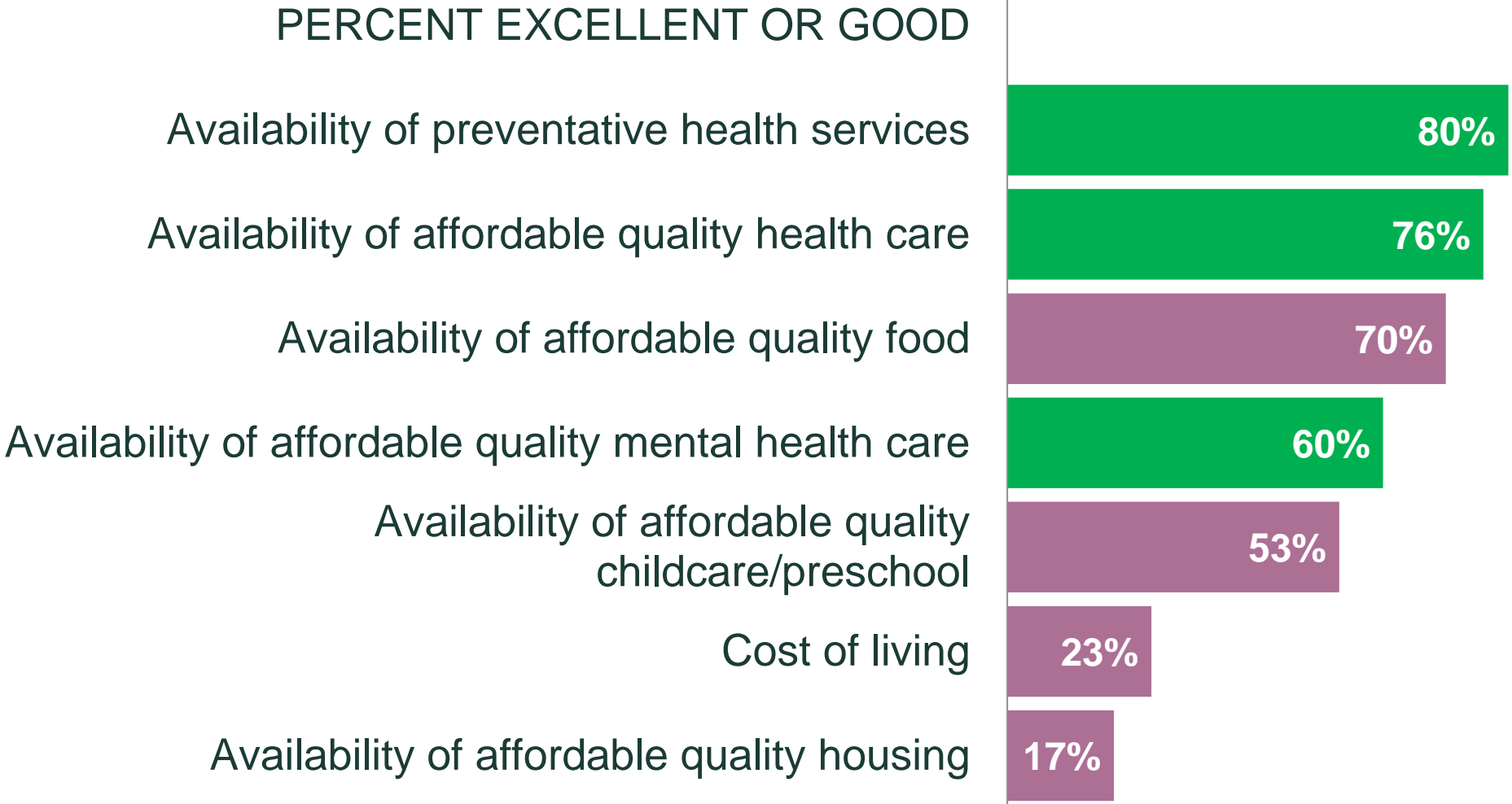
Affordability in Vienna



Please rate each of the following in the Vienna community:

COMPARISON TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower



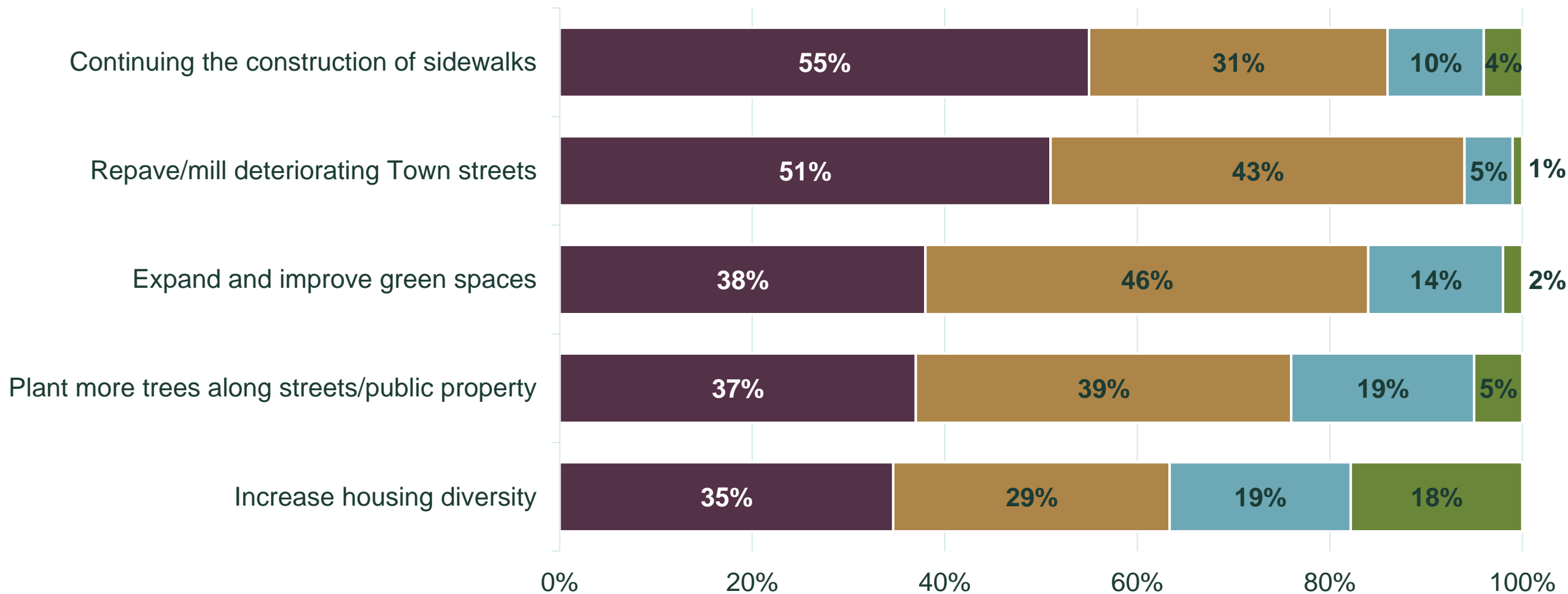
Additional Special Topics



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?



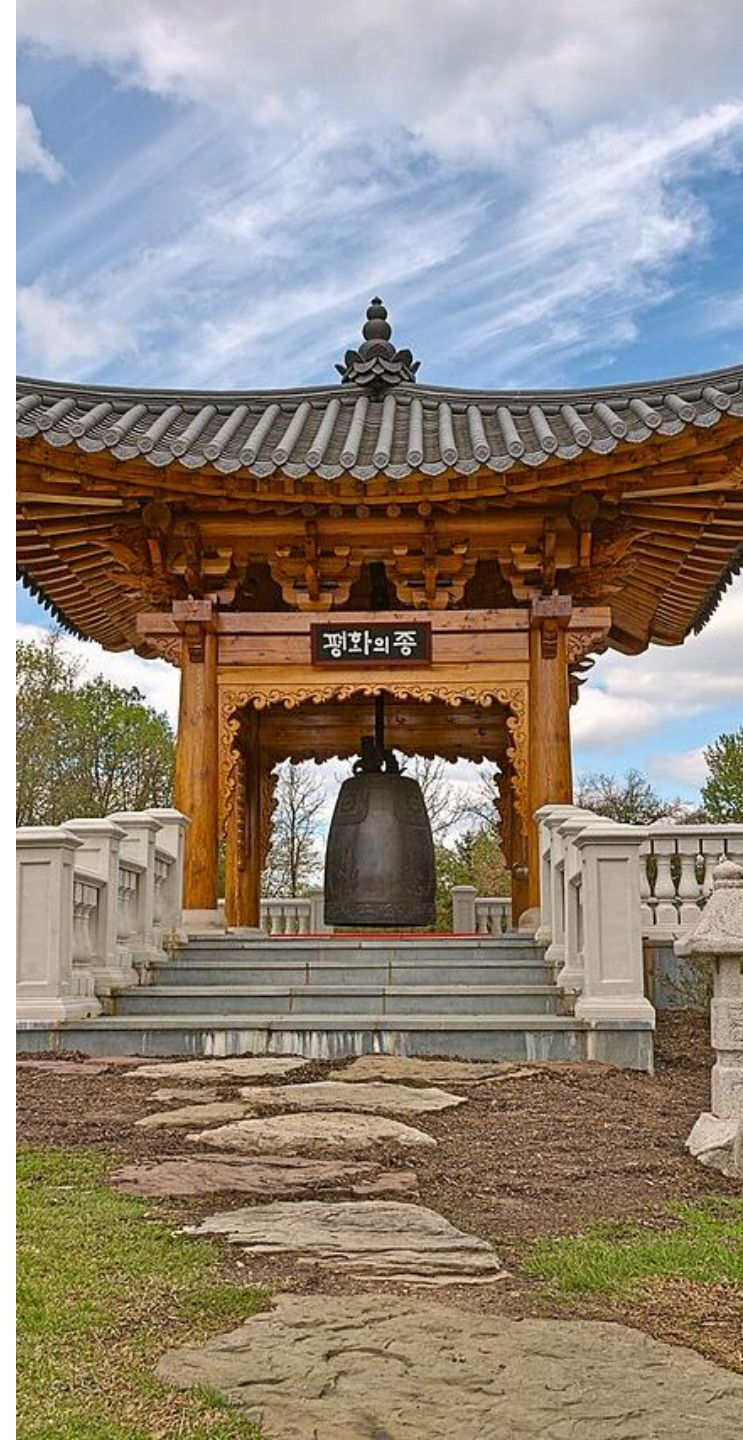
■ High priority ■ Medium priority ■ Low priority ■ Not a priority





Summary of Conclusions

- Many aspects of Vienna's community design receive positive reviews, but residents identify some potential areas of opportunity for the town.
- Residents appreciate Vienna's mobility and support additional focus on transportation.
- Residents feel a strong sense of community
- Affordability of Vienna is key and residents value a healthy economy.



Thank you!

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NRC