



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Results for
Vienna, VA
2023 National
Community Survey™



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



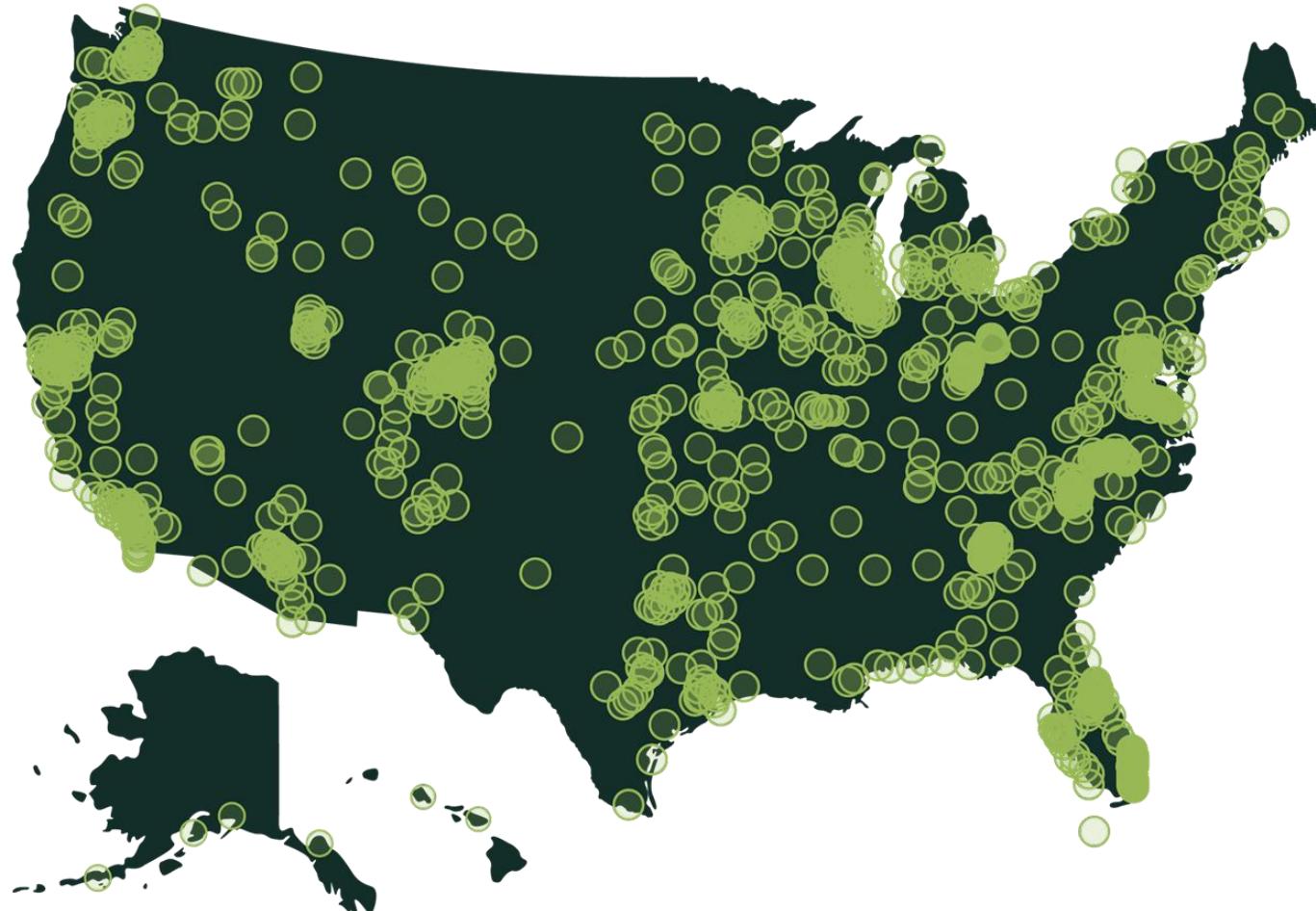
The National Community Survey™ in Vienna



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



84

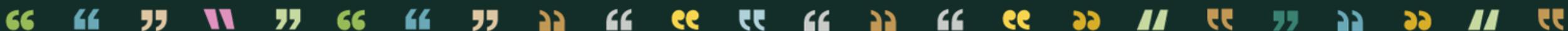
received
higher
ratings

37

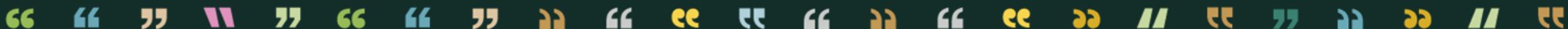
received **similar**
ratings

2

received
lower
ratings



Comparisons from 2018 to 2023





Key Findings





Key Finding #1

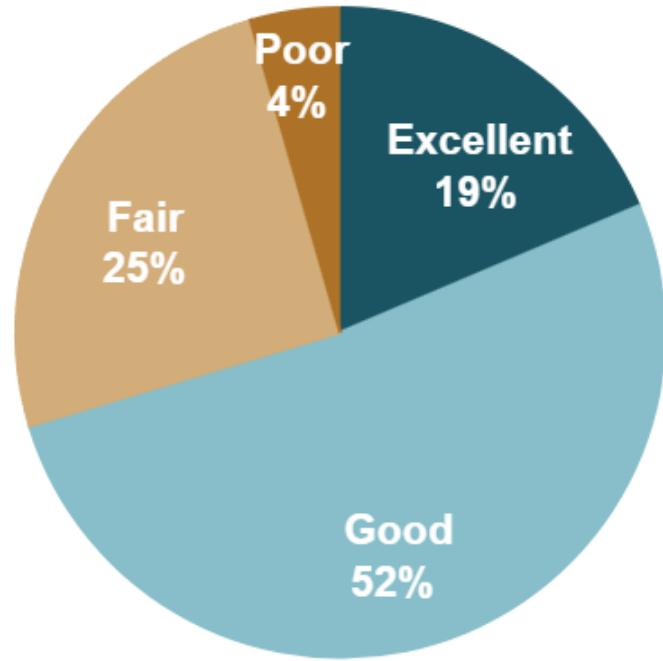
Many aspects of Vienna's community design receive positive reviews, but residents identify some potential areas of opportunity for the town.



Community Design in Vienna



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



Please also rate each of the following in the Vienna Community

PERCENT EXCELLENT OR GOOD

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

Overall appearance

Public places where people want to spend time

Preservation of historical character

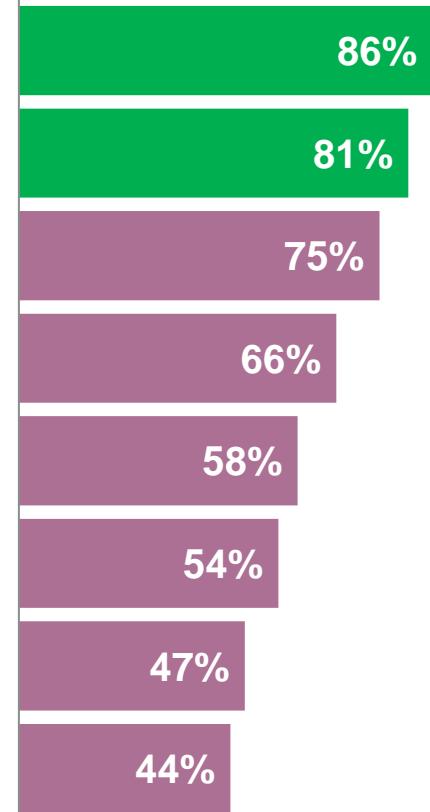
Well-designed neighborhoods

Overall quality of new development

Well-planned residential growth

Well-planned commercial growth

Variety of housing options





Key Finding #2

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



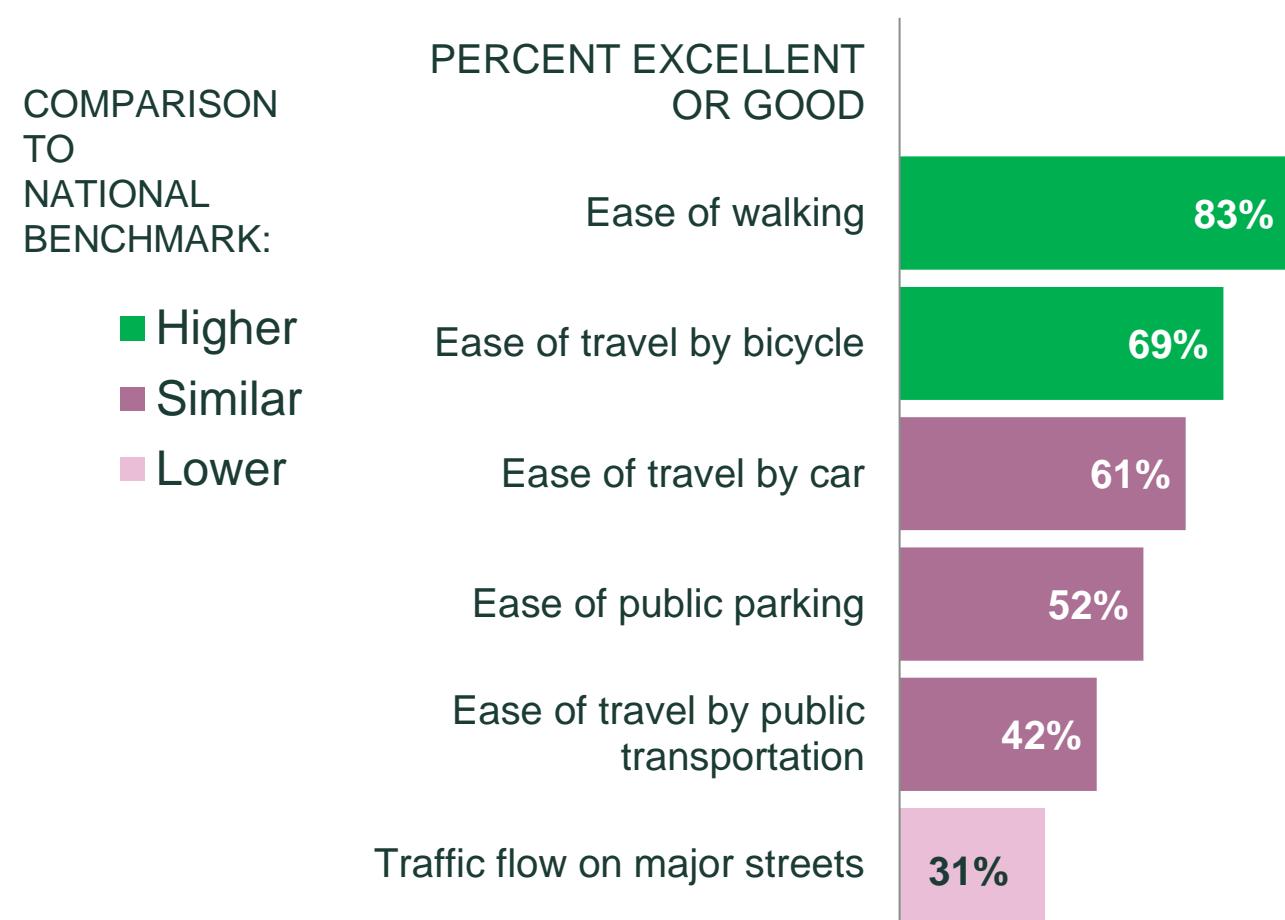
Mobility in Vienna



Overall quality of the transportation system in Vienna, 2023



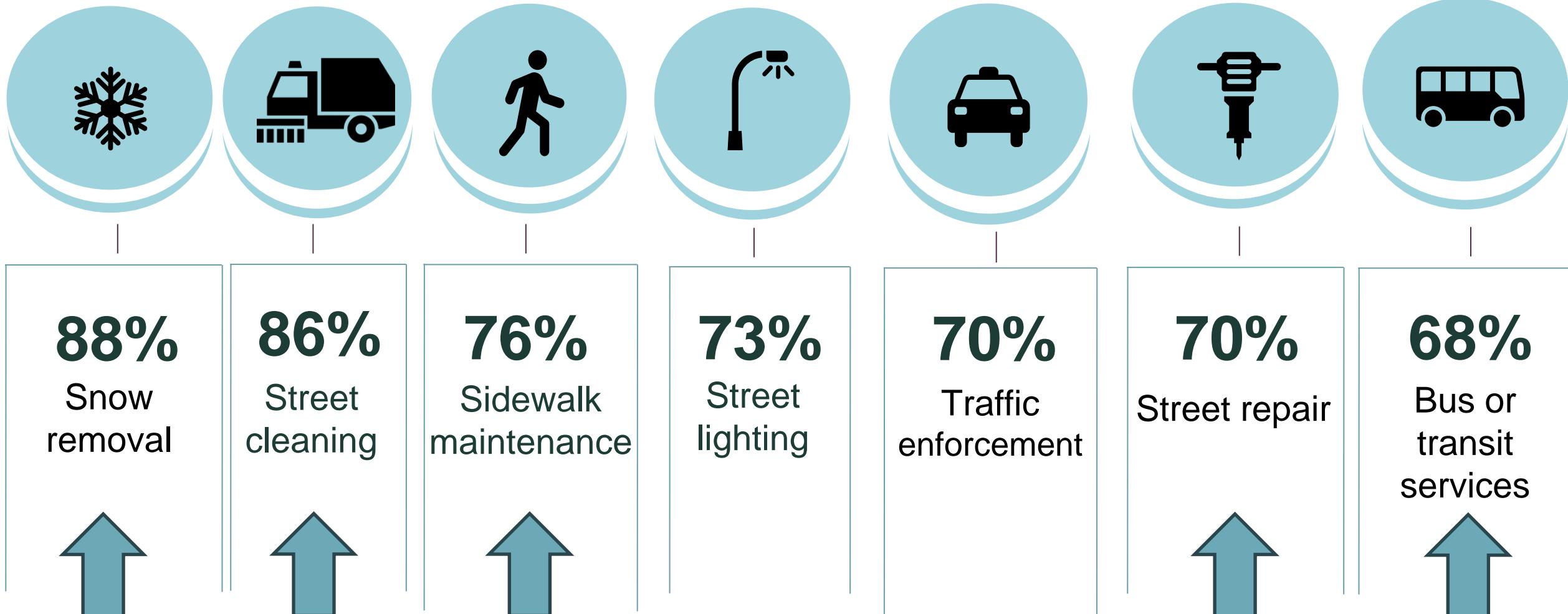
Please rate the quality of each of the following in Vienna:



Mobility-Related Services in Vienna



*Percent excellent or good



*Arrows indicate a rating that is above benchmark



Key Finding #3

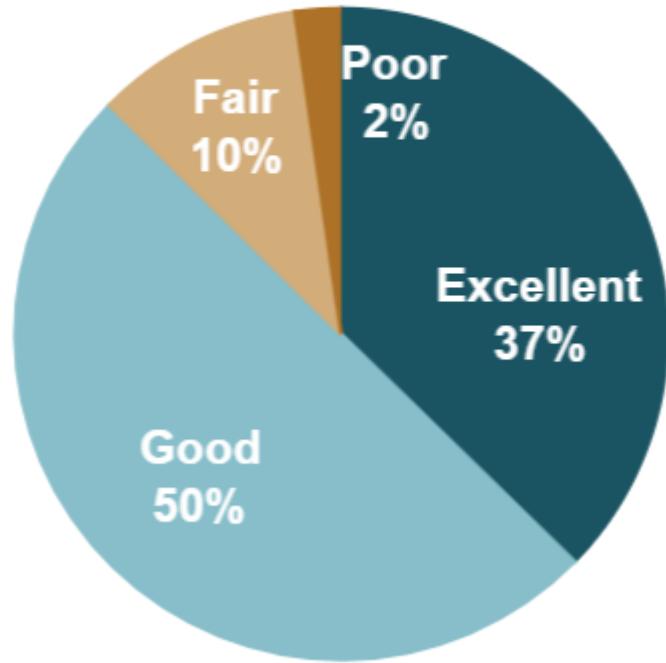
Residents feel a strong sense of community



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

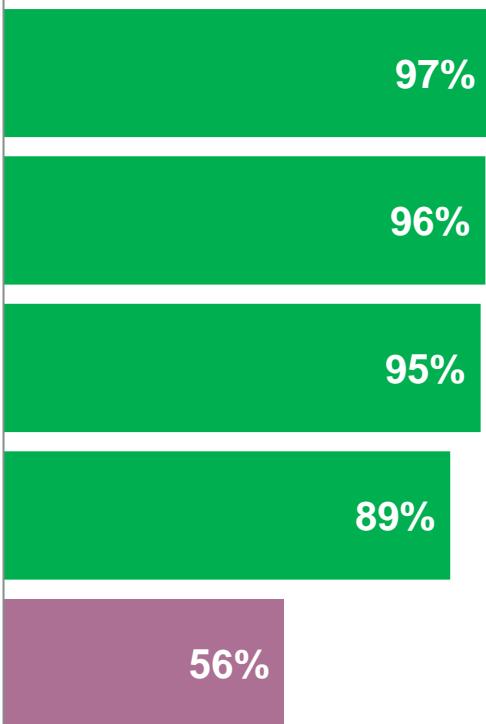
Vienna as a place to raise children

Vienna as a place to live

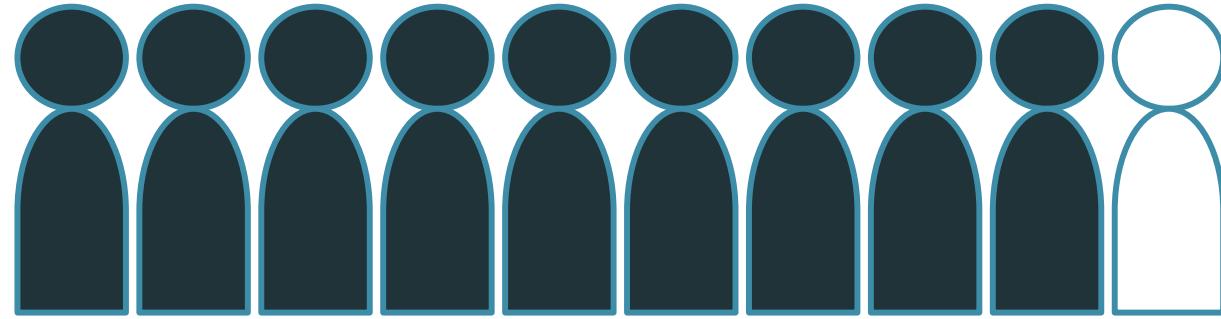
Overall quality of life

Sense of community

Vienna as a place to retire



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



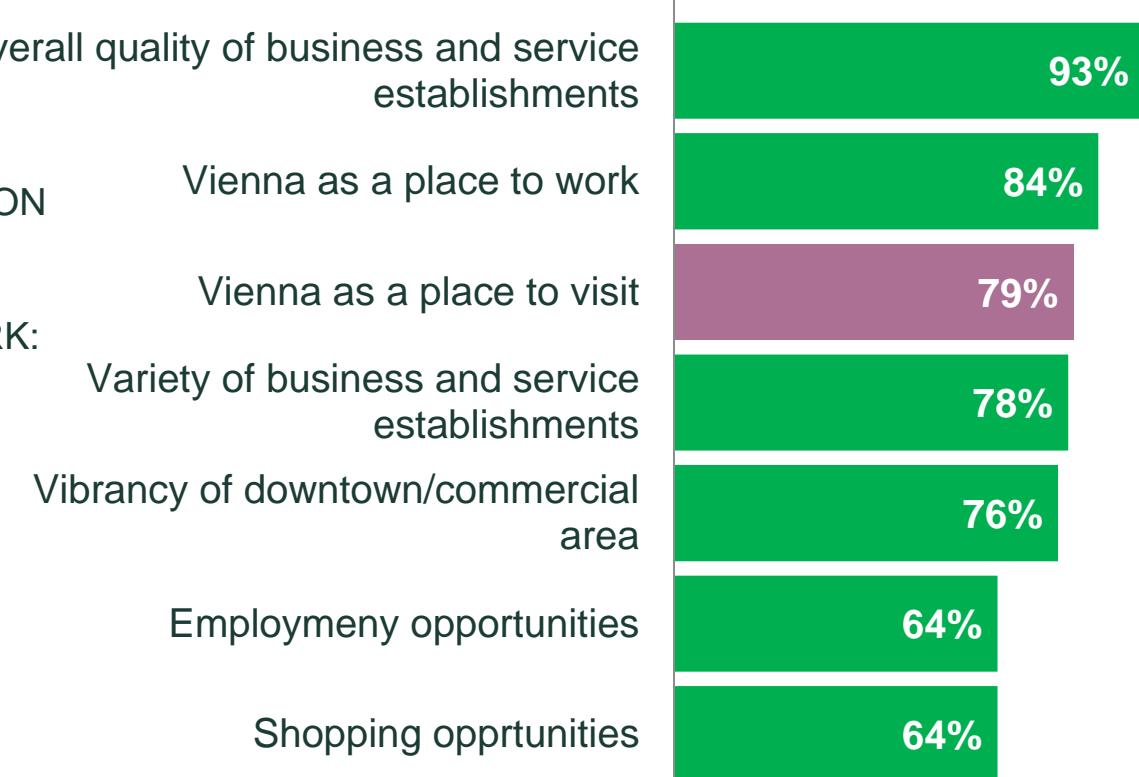
Please rate each of the following in the Vienna community:

PERCENT EXCELLENT OR GOOD

Overall quality of business and service establishments

COMPARISON
TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower



Affordability in Vienna

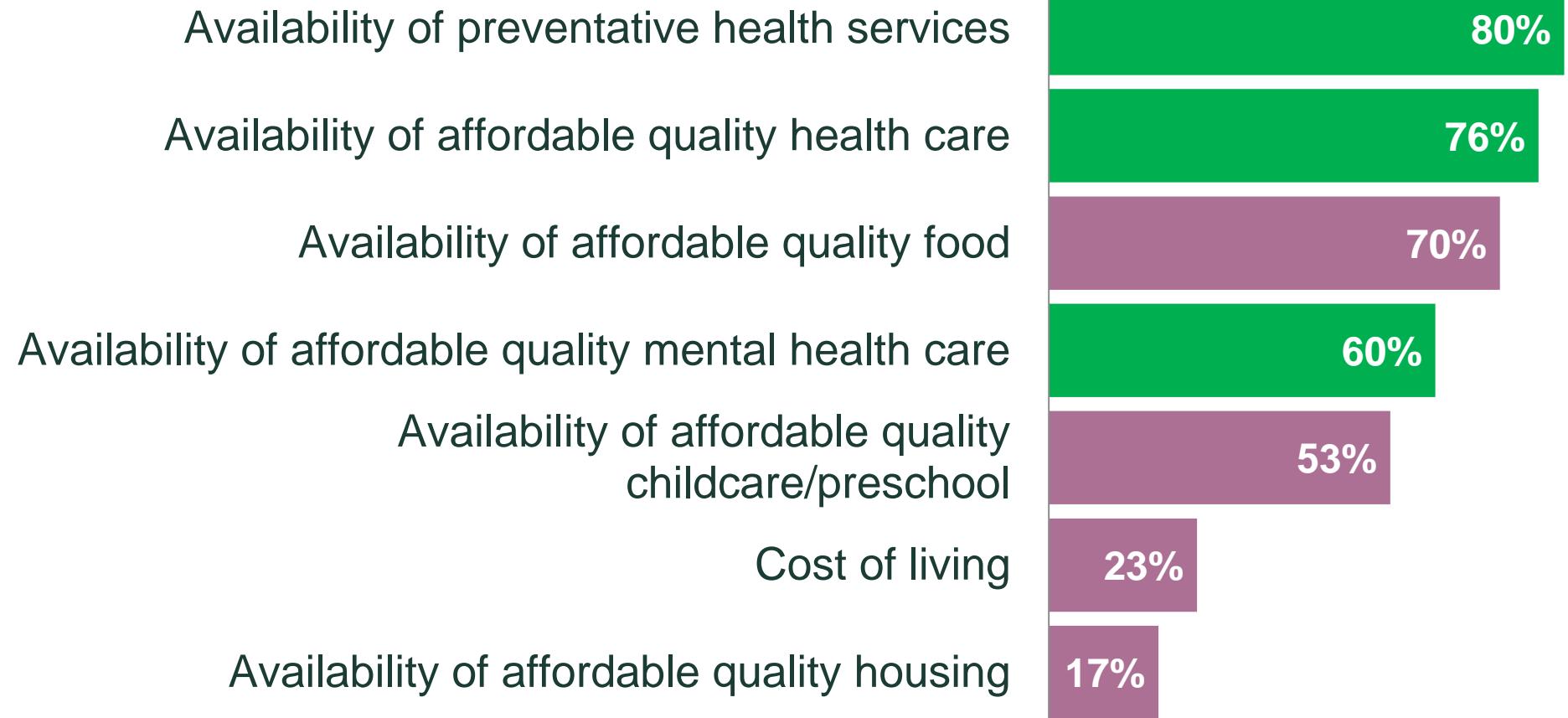


Please rate each of the following in the Vienna community:

COMPARISON TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD



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

Continuing the construction of sidewalks

55%

31%

10%

4%

Repave/mill deteriorating Town streets

51%

43%

5%

1%

Expand and improve green spaces

38%

46%

14%

2%

Plant more trees along streets/public property

37%

39%

19%

5%

Increase housing diversity

35%

29%

19%

18%

0%

20%

40%

60%

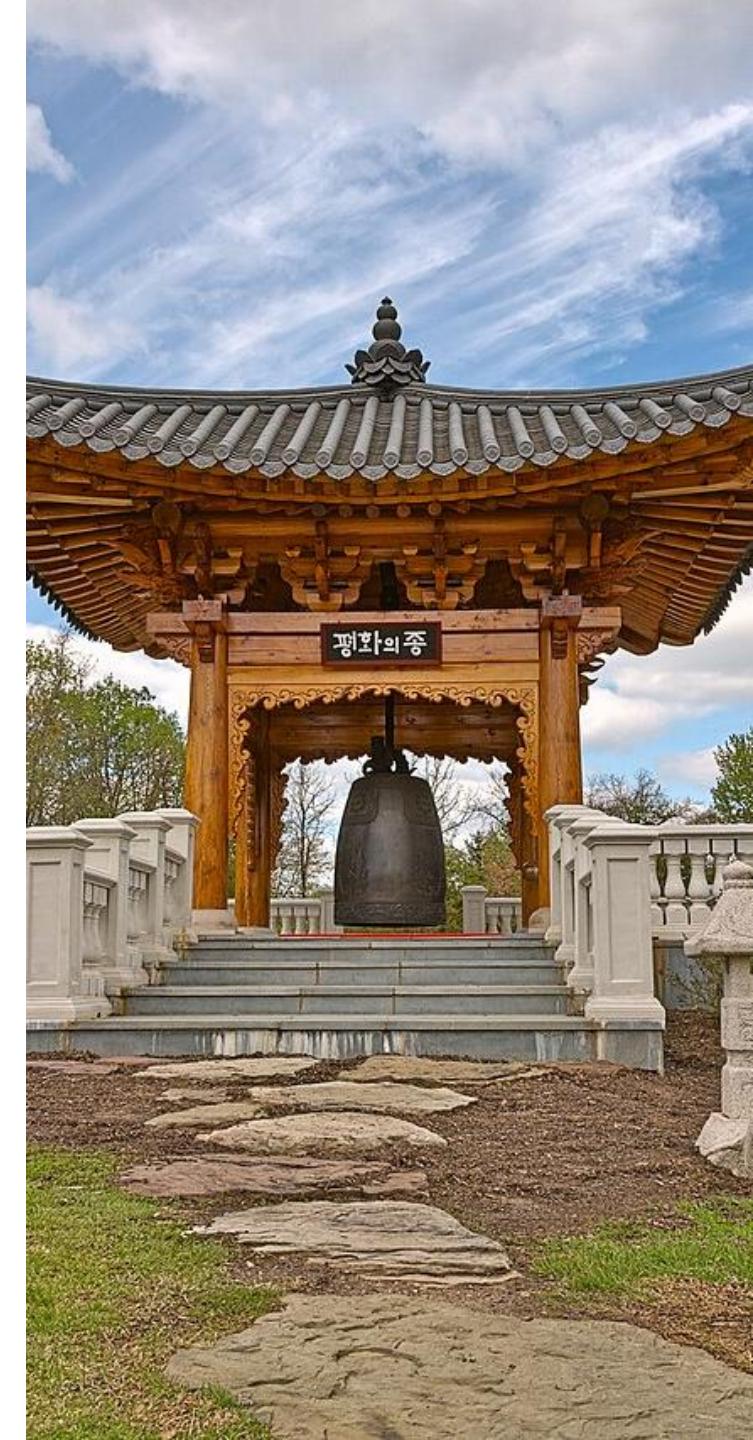
80%

100%



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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