



Vienna, VA

The National Community Survey

Report of Results
2023

Report by:

 **National
Research
Center**

POWERED BY POLCO

 **Polco**

Visit us online!
www.polco.us



National Research Center at Polco
is a charter member of the AAPOR
Transparency Initiative, providing
clear disclosure of our sound and
ethical survey research practices.

Table of Contents

About The NCS.....	1
Methods	3
Key Findings	6
Facets of Livability	8
Quality of Life	10
Governance	11
Economy.....	13
Mobility.....	15
Community Design	17
Utilities.....	19
Safety.....	20
Natural Environment.....	21
Parks and Recreation.....	22
Health and Wellness.....	23
Education, Arts, and Culture	24
Inclusivity and Engagement.....	25
Participation	27
Custom questions	28
National benchmarks.....	32
Full trends	41
Complete frequencies.....	52
Open participation survey – methods	83
Open participation survey – results.....	85

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



POWERED BY POLCO

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

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 than 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

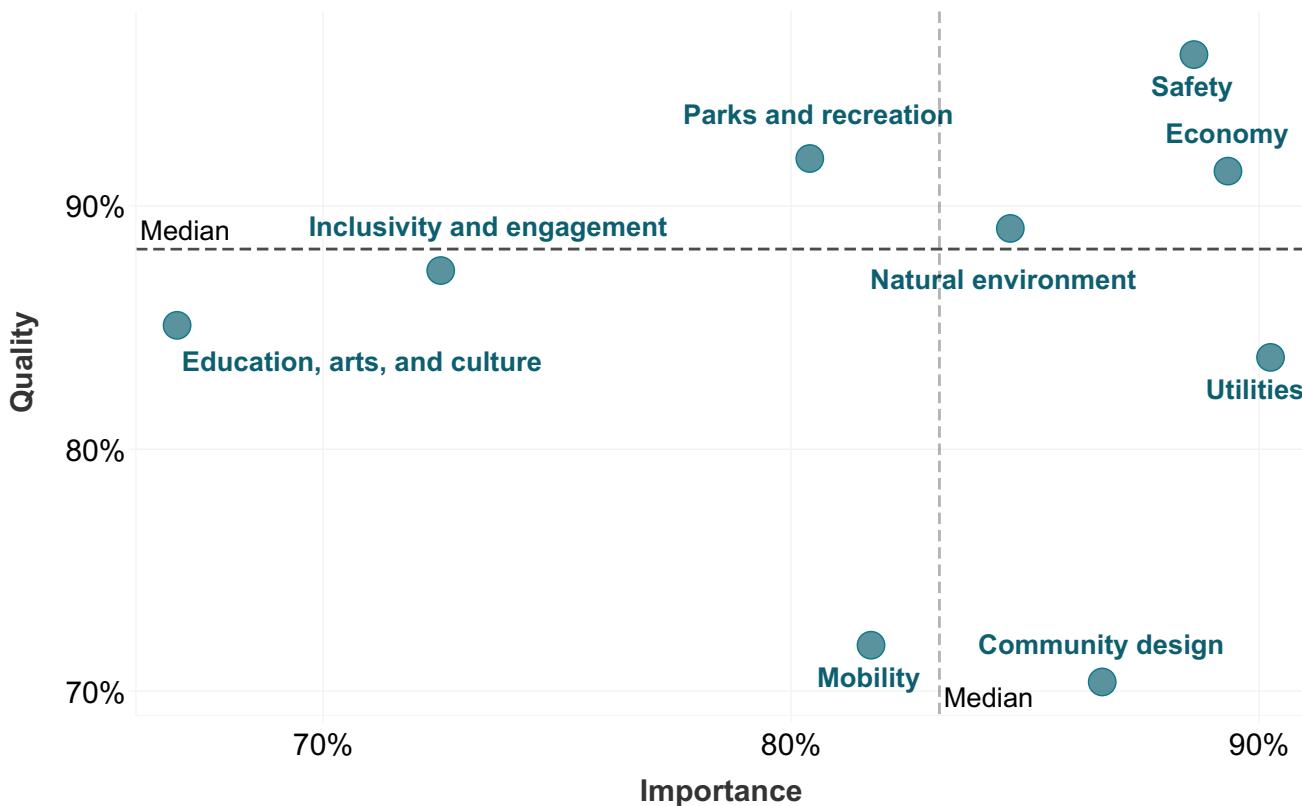
Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially 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.

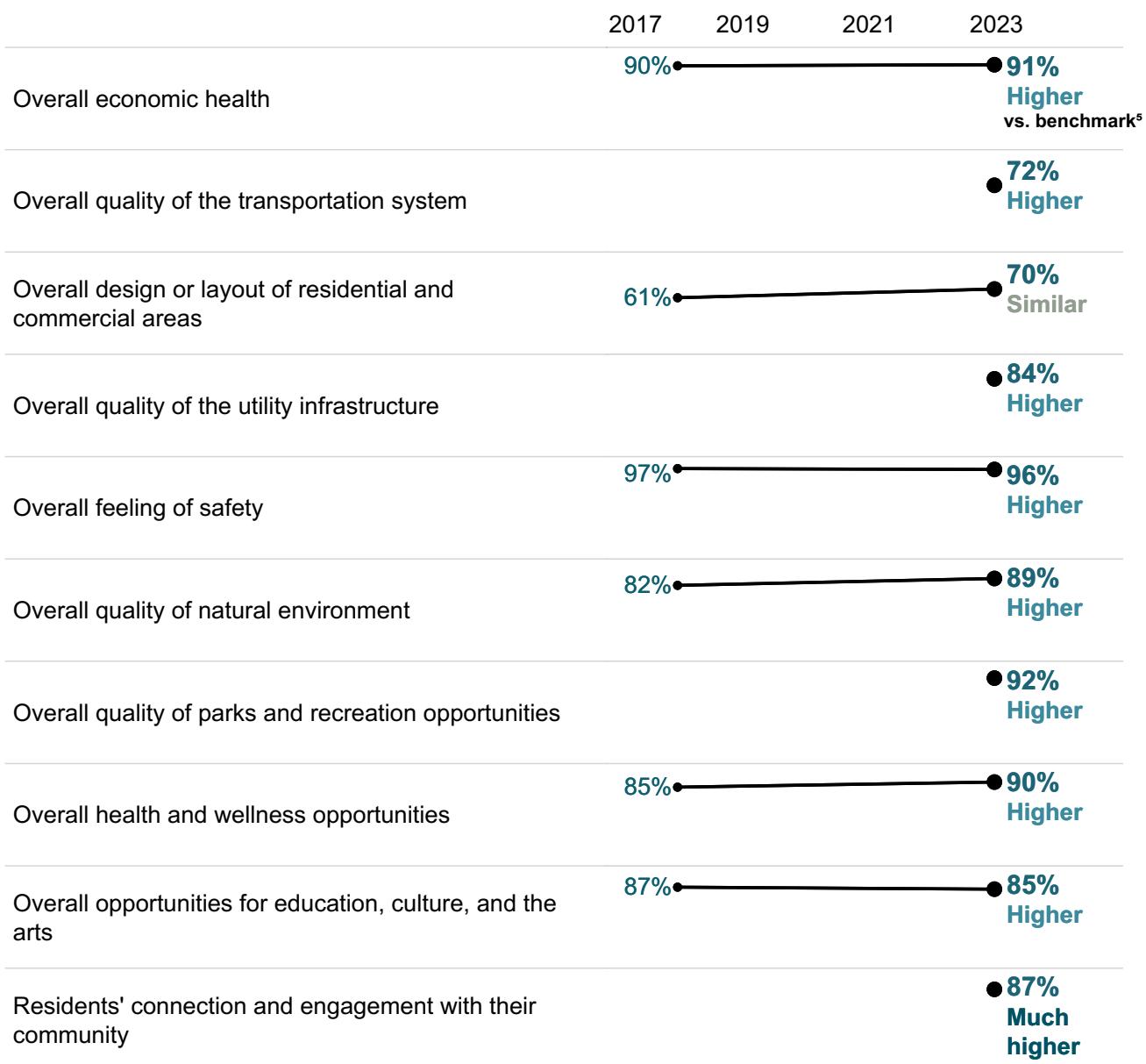
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings 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.



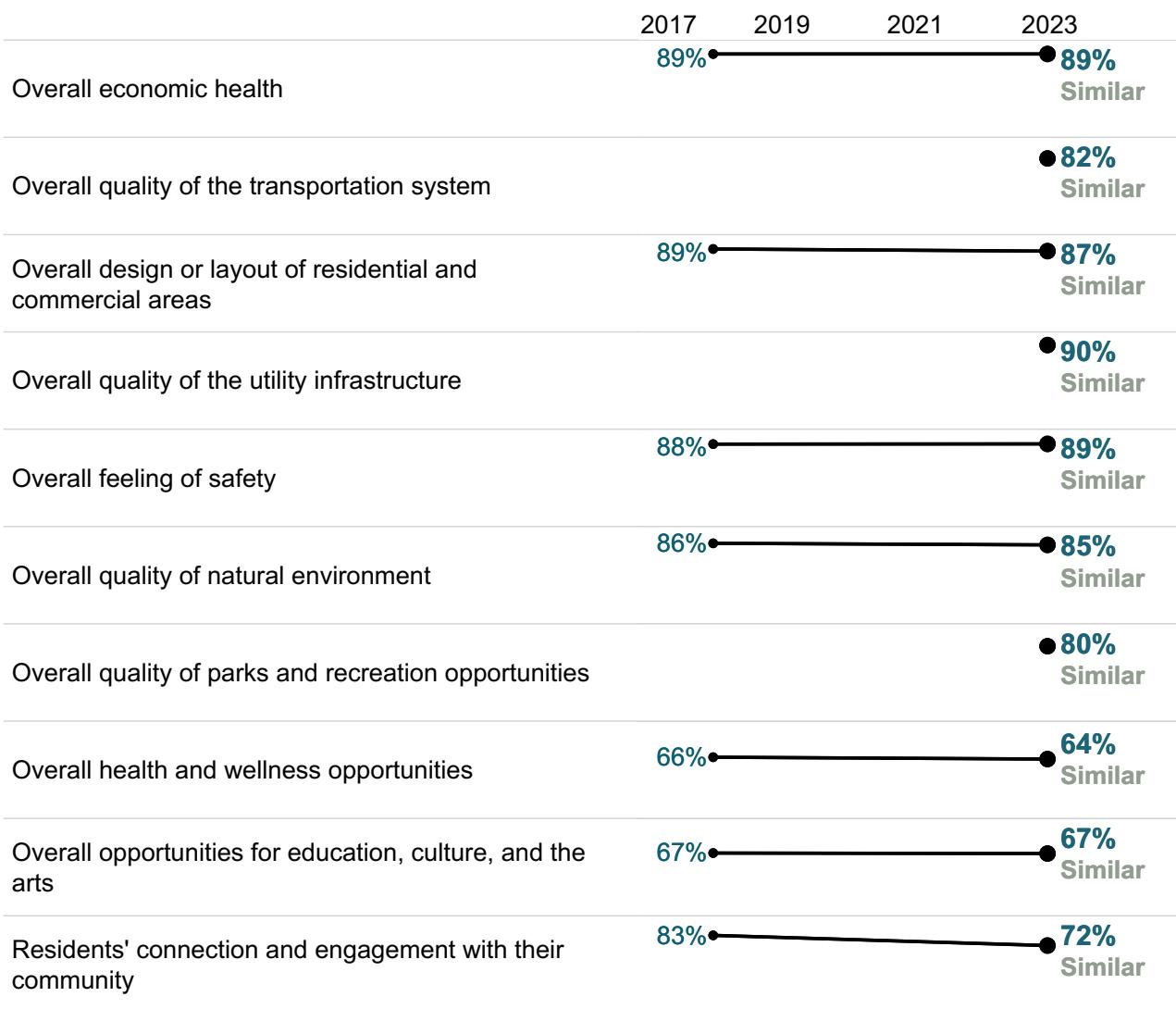
Quality and Importance by the Numbers

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)**

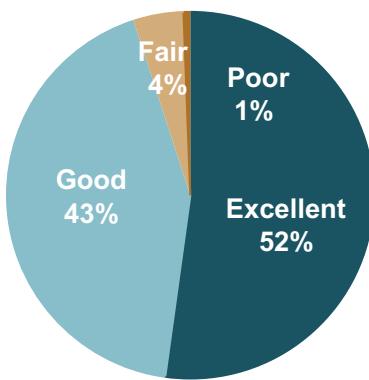


5. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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



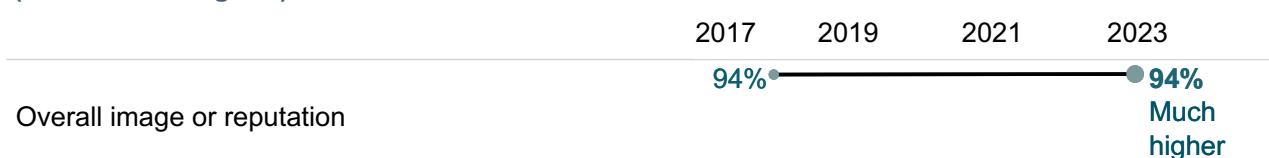
Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



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)

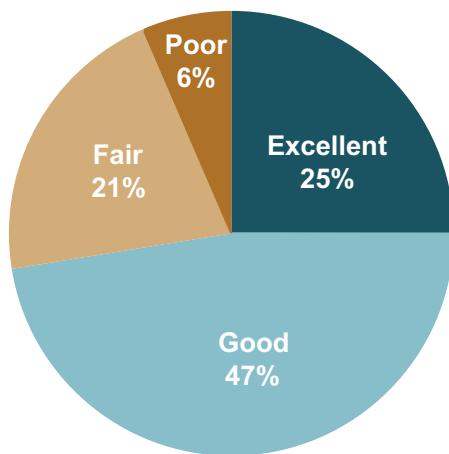


6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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

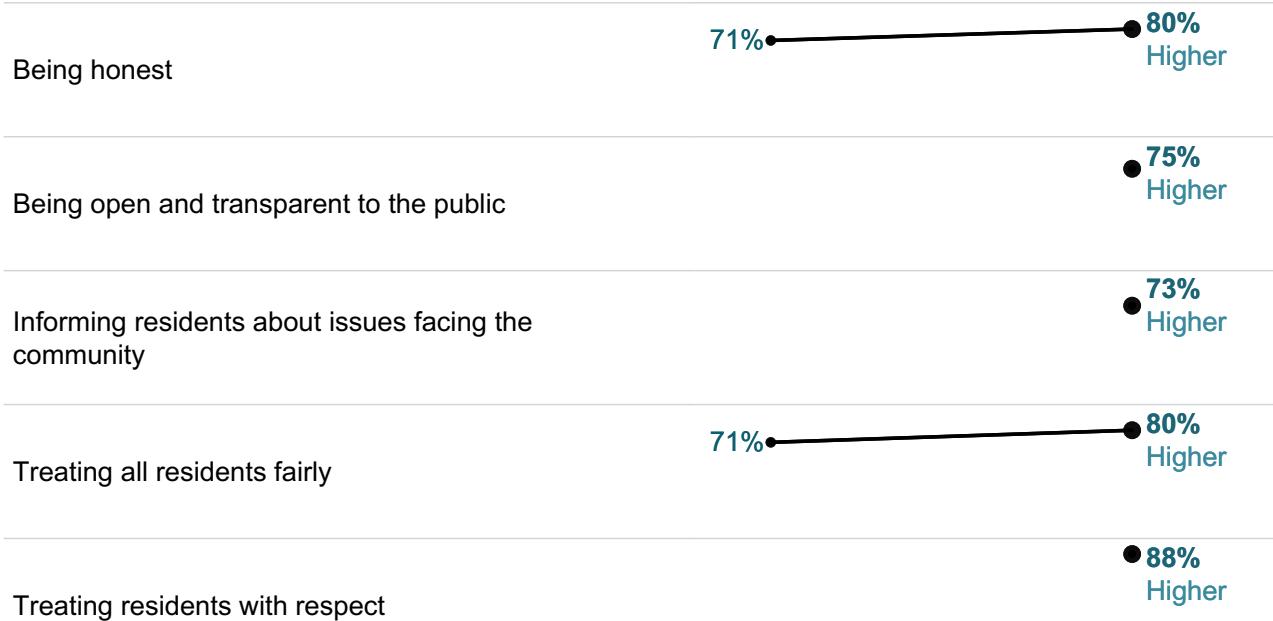


Please rate the quality of each of the following services in Vienna.
(% excellent or good)



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)**

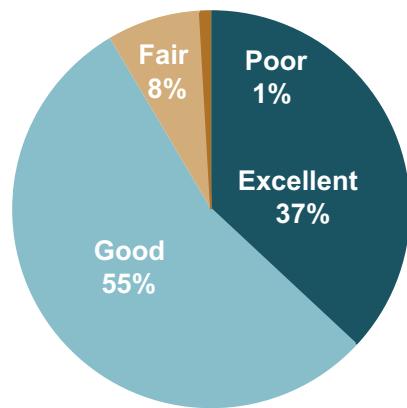


7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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)



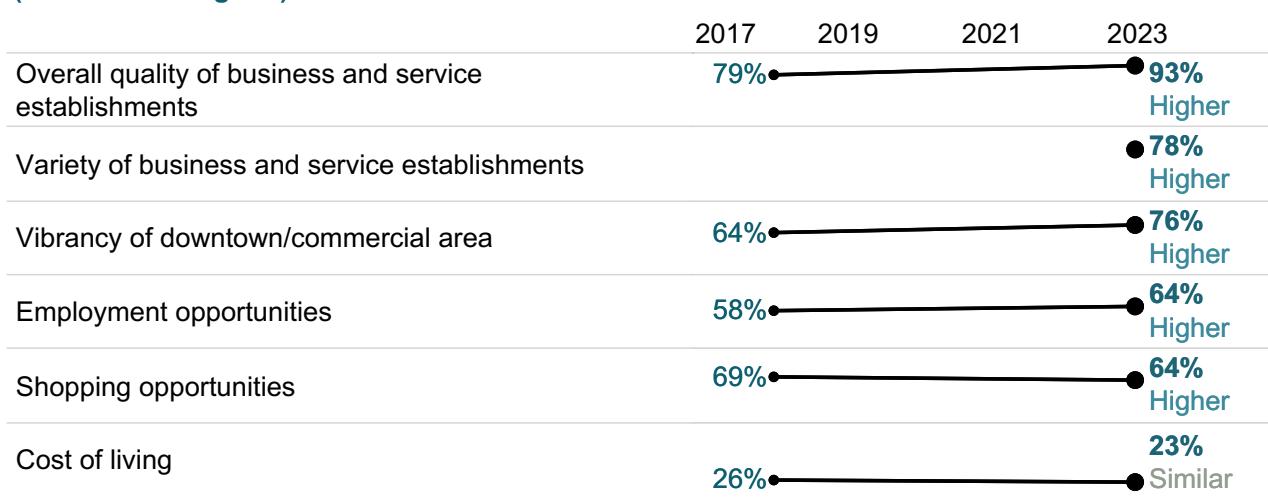
Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



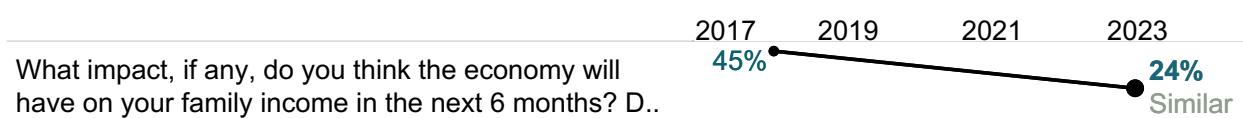
Please rate the quality of each of the following services in Vienna.
(% excellent or good)



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)

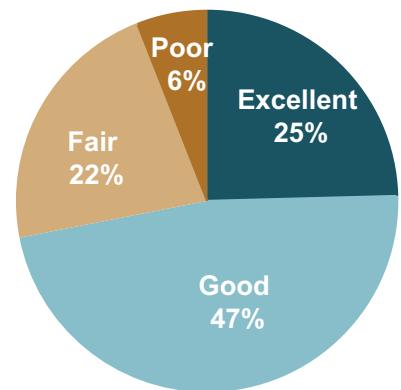


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

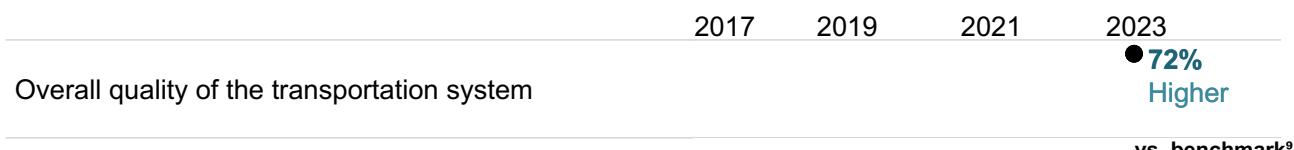
Mobility

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.

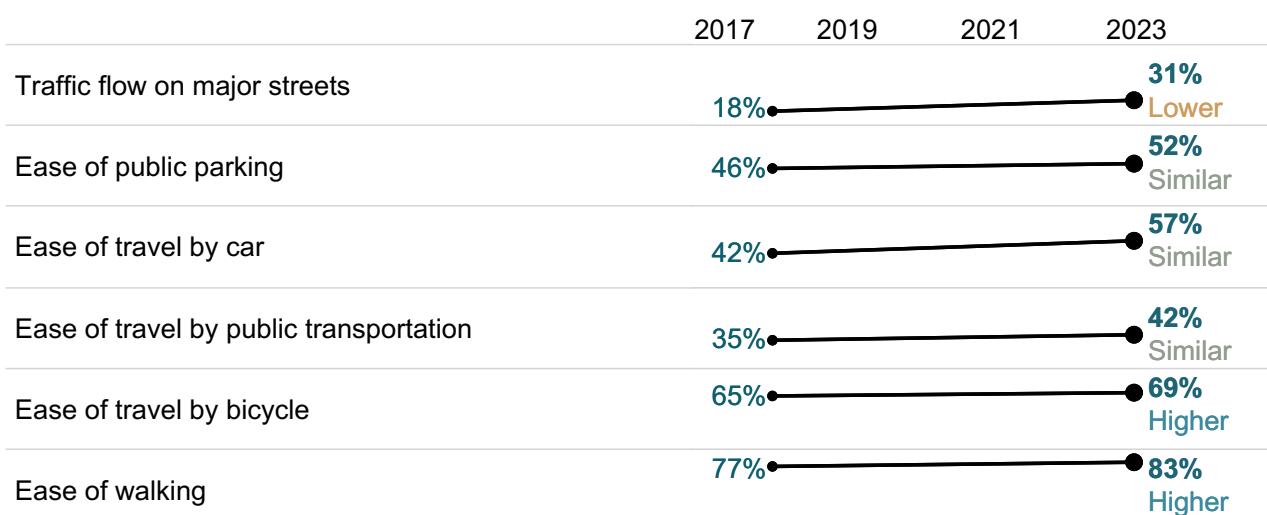
Overall quality of the transportation system in Vienna, 2023



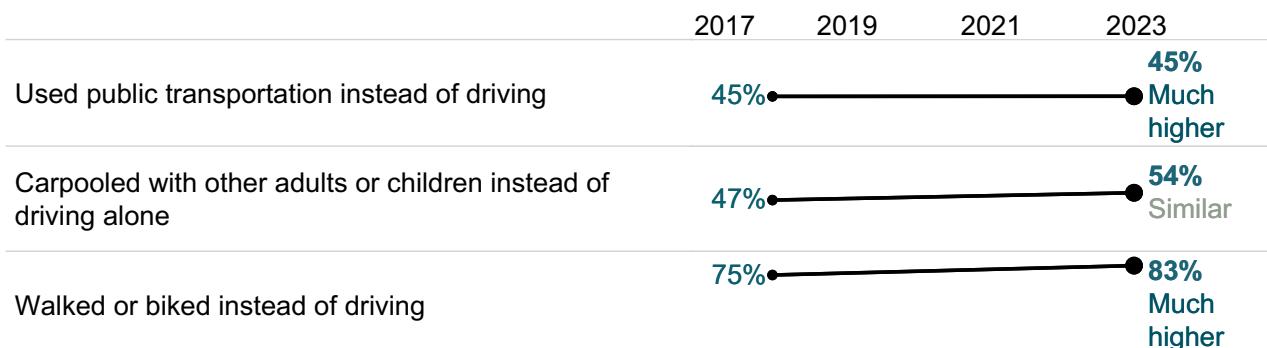
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



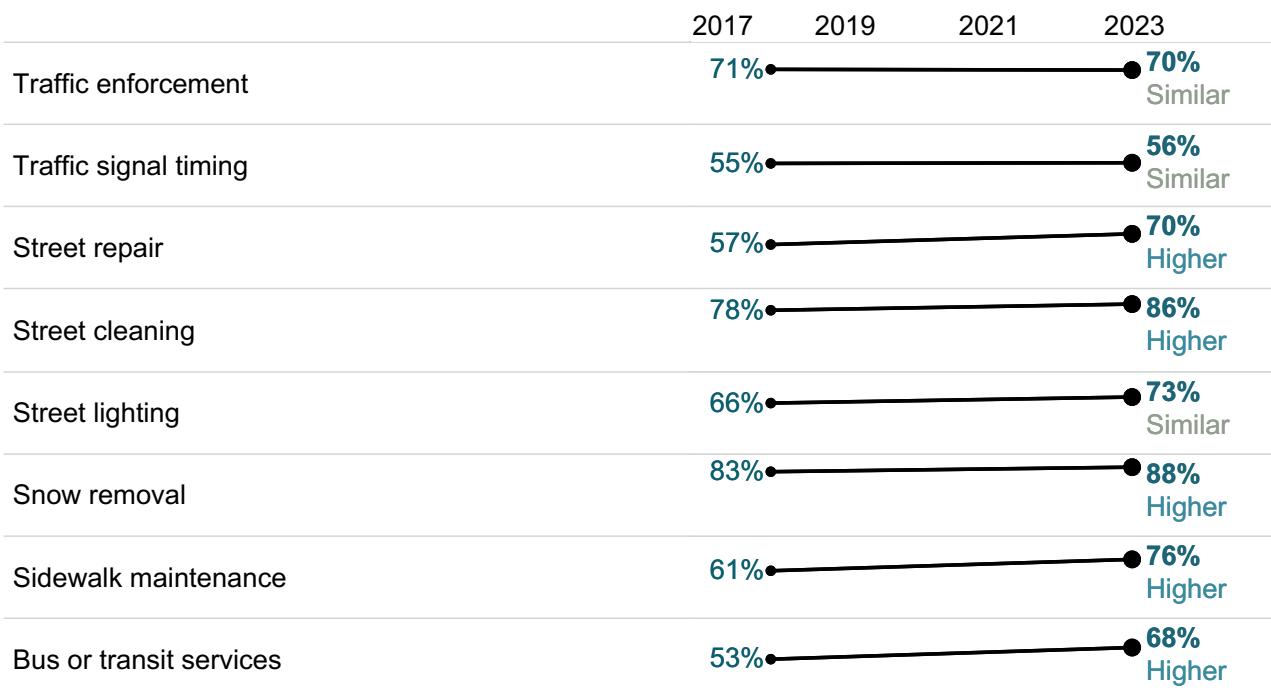
Please also rate each of the following in the Vienna community.
(% excellent or good)



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)

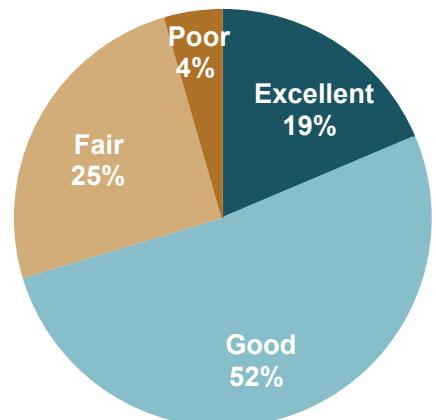


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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.



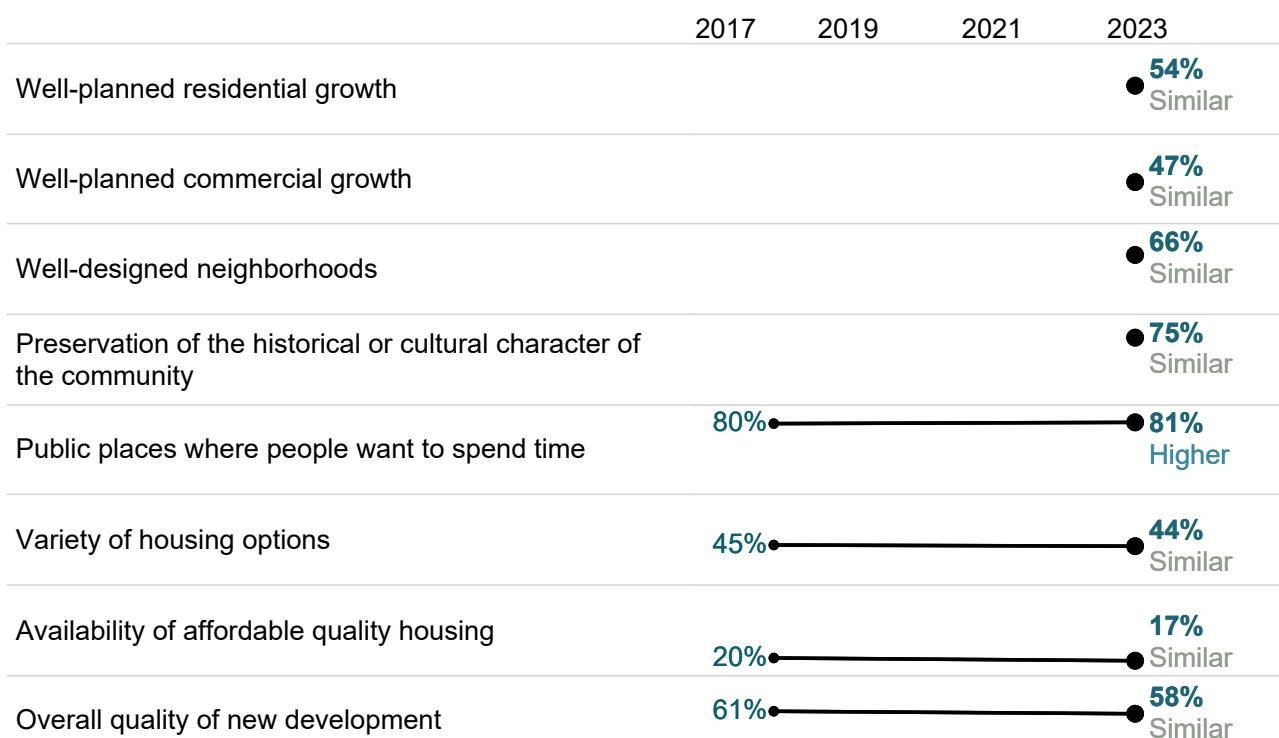
Please rate each of the following characteristics as they relate to Vienna as a whole.
 (% excellent or good)



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

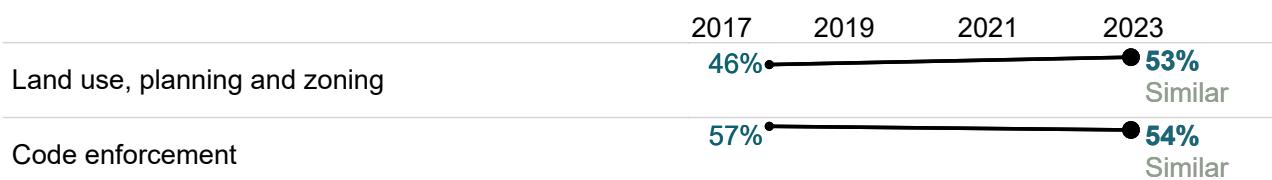


Please also rate each of the following in the Vienna community.
 (% excellent or good)





**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.

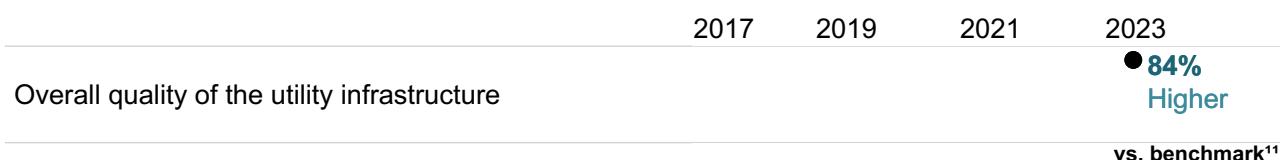
Utilities

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.

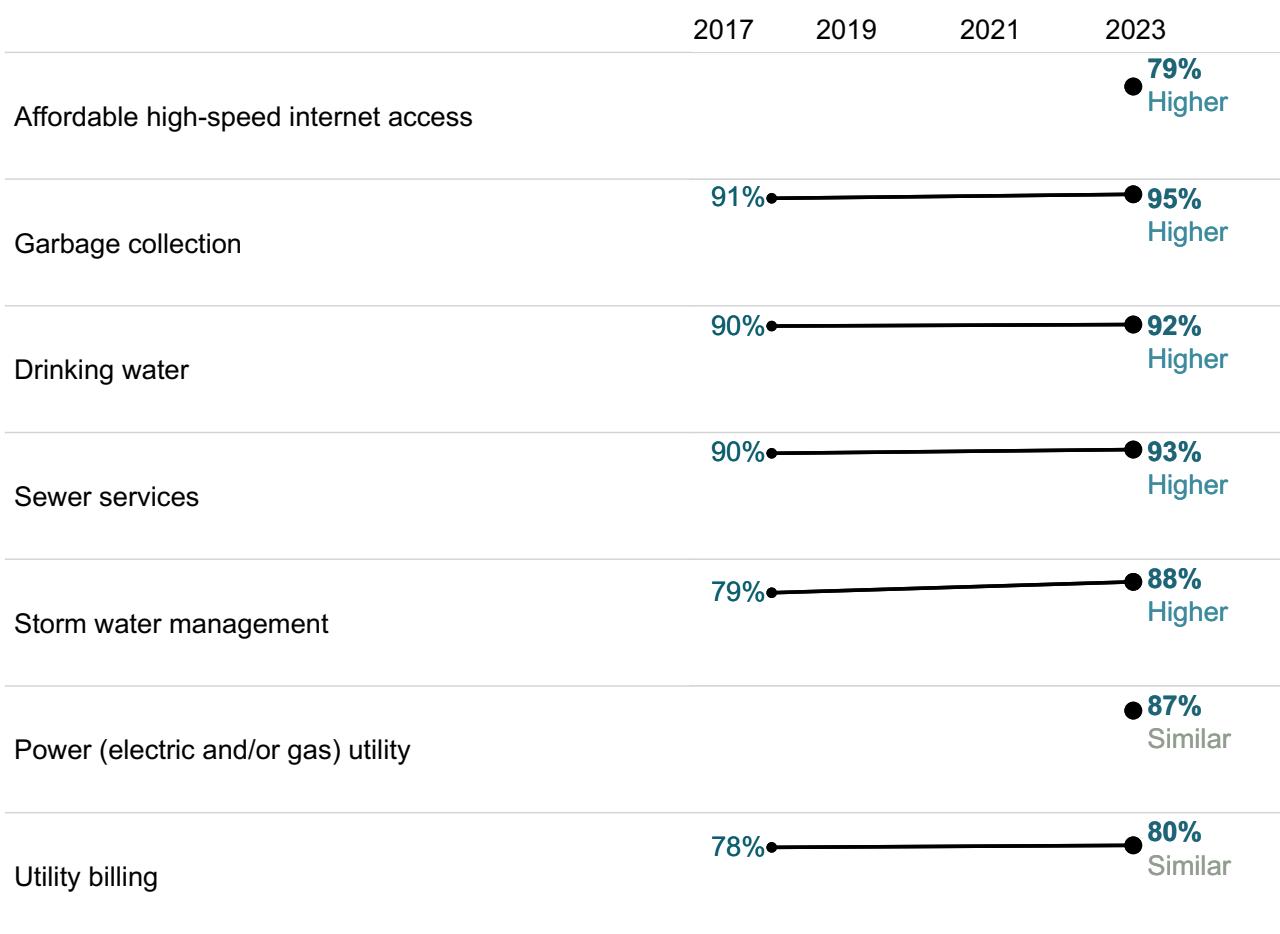
Overall quality of the utility infrastructure in Vienna, 2023



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.

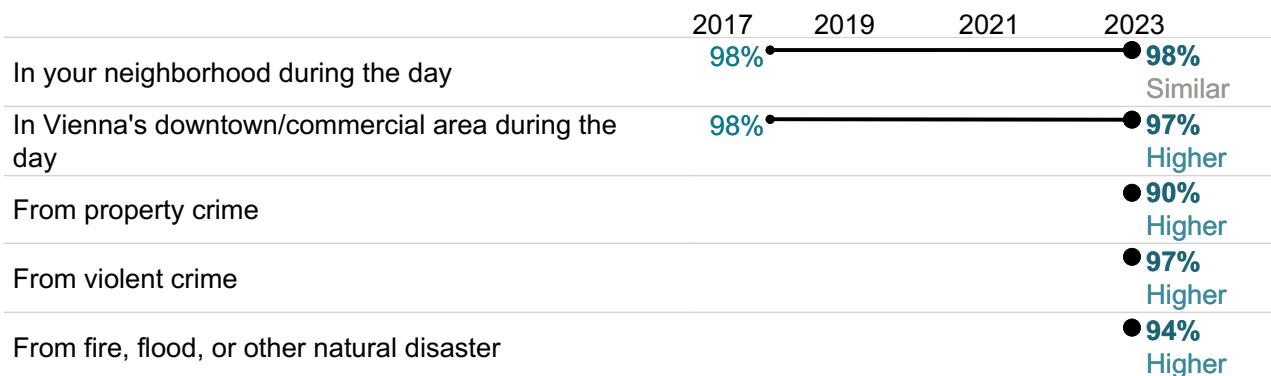
Overall feeling of safety in Vienna, 2023



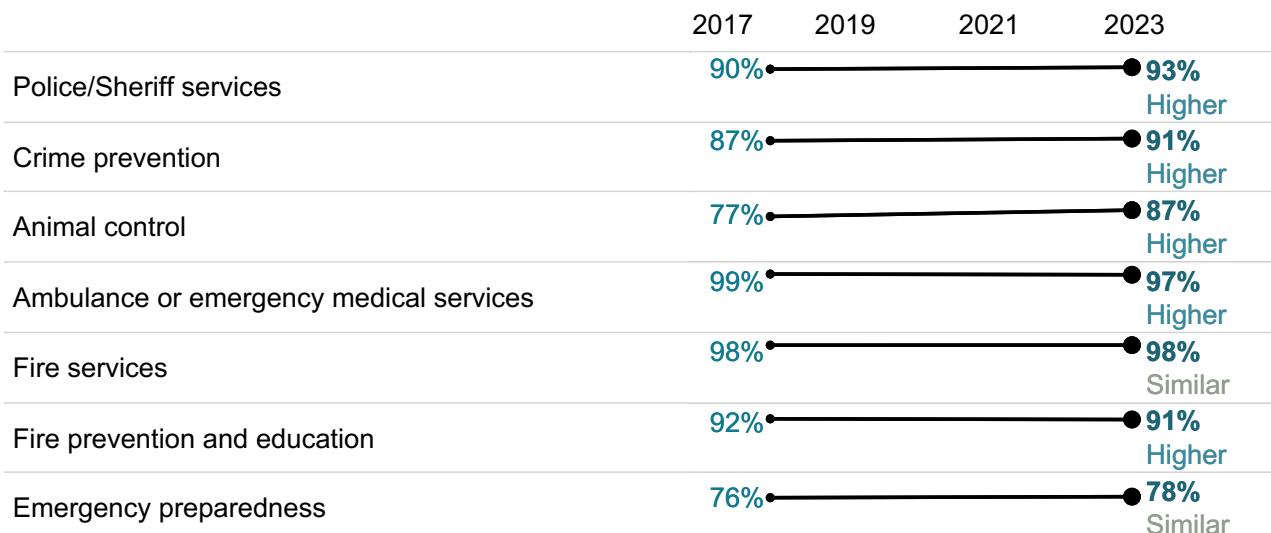
Please rate each of the following characteristics as they relate to Vienna as a whole. (% excellent or good)



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.

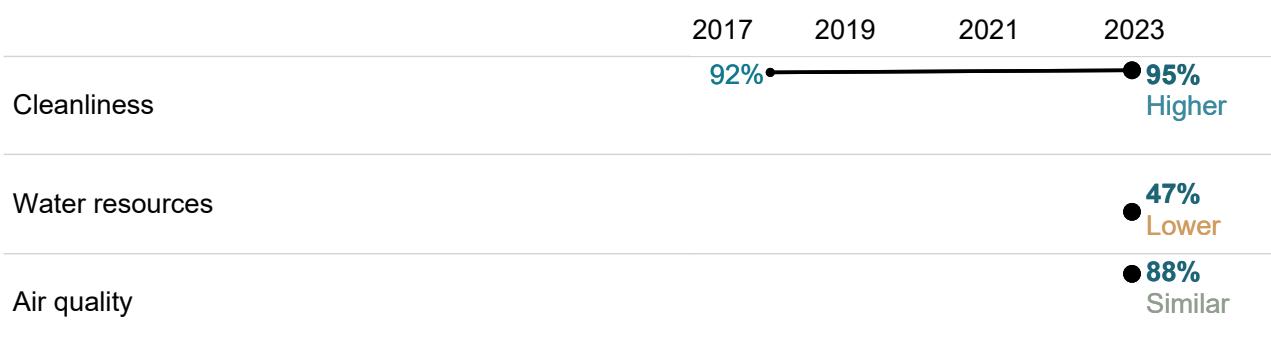
Overall quality of natural environment in Vienna, 2023



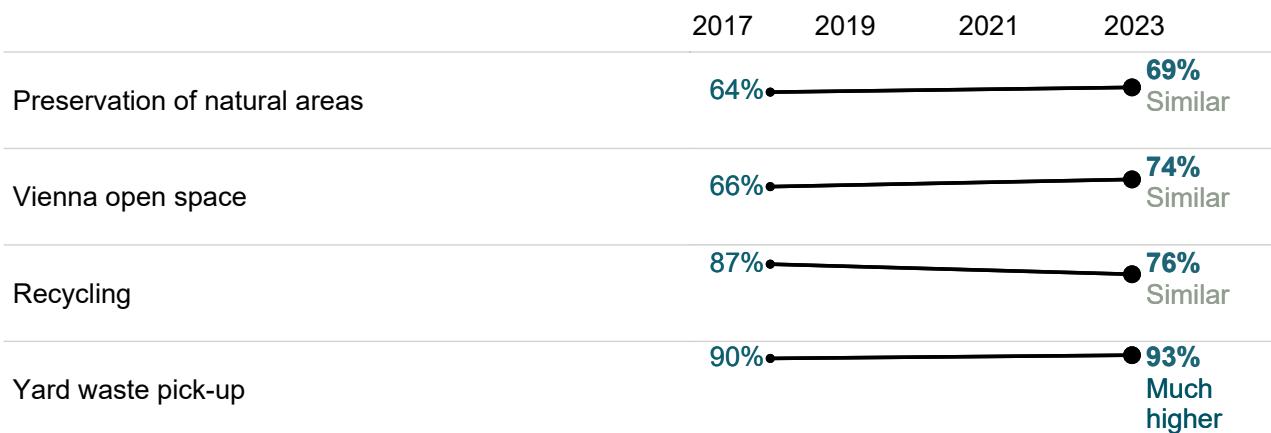
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



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.

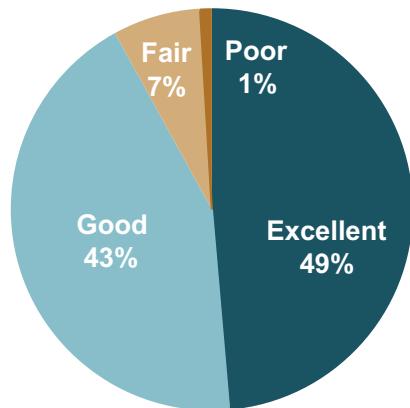


Parks and Recreation

"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

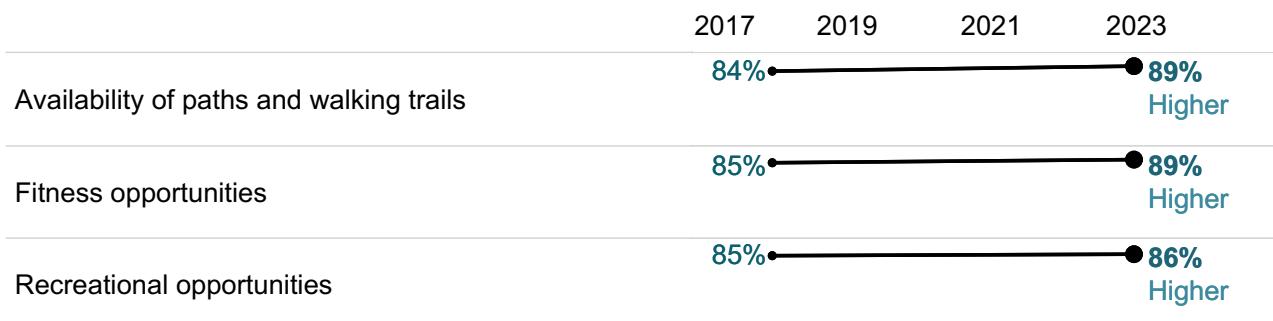
Overall quality of parks and recreation opportunities, 2023



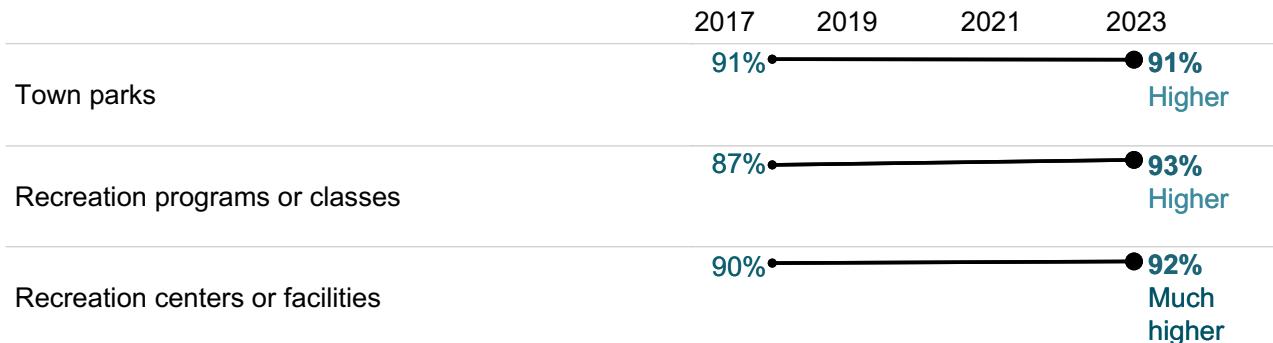
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



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)

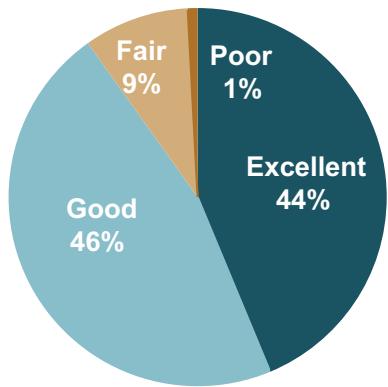


14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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)

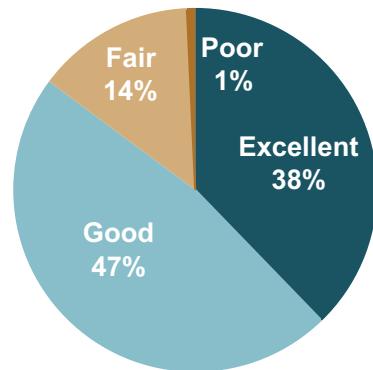


15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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.

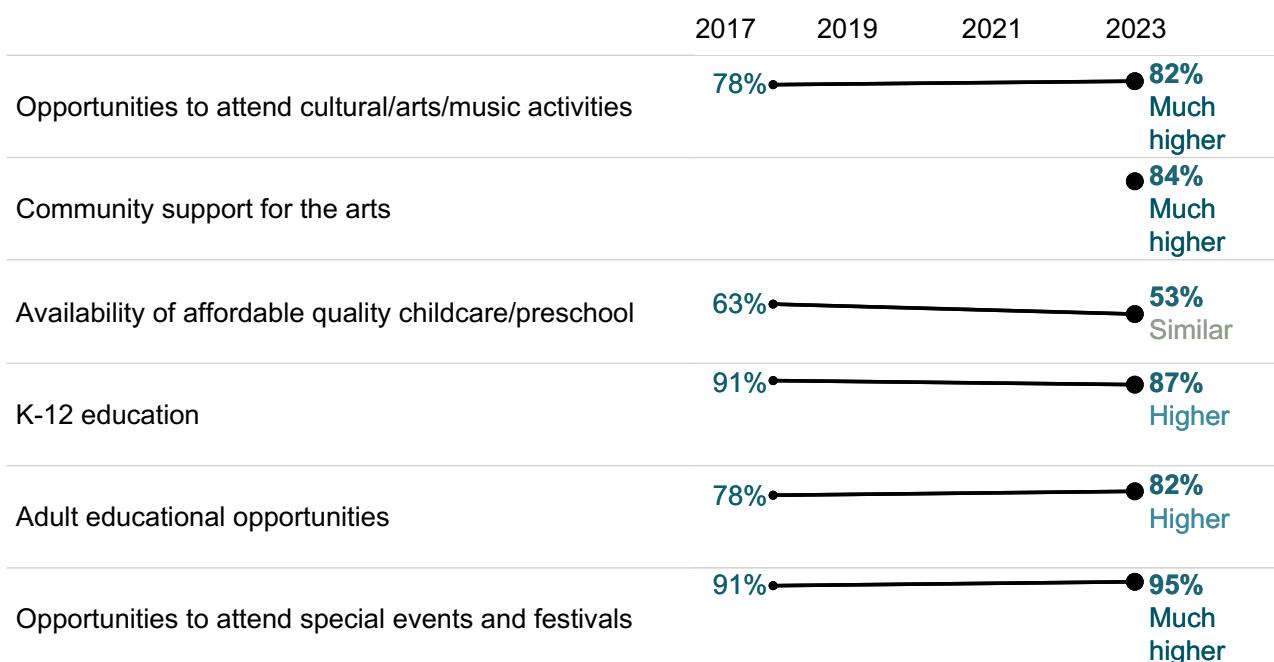
Overall opportunities for education, culture and the arts, 2023



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)

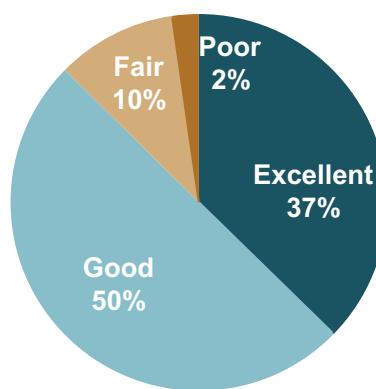


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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.

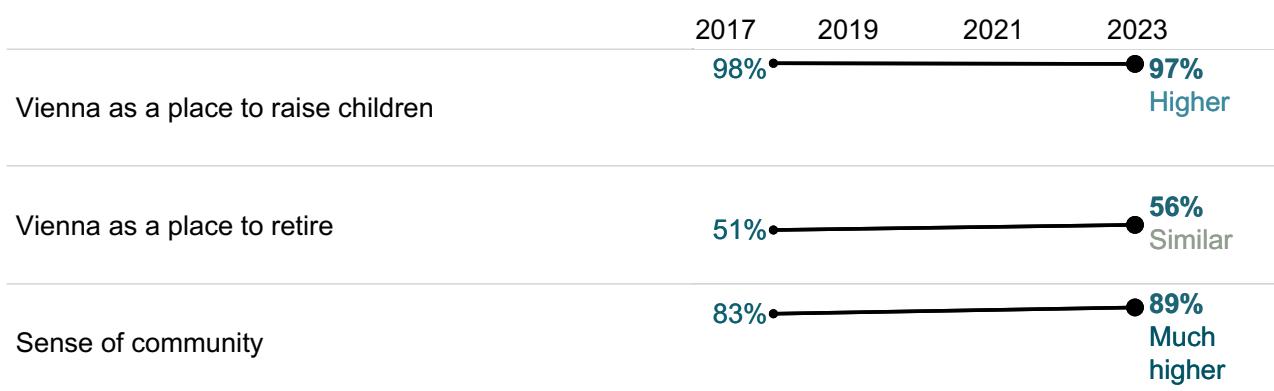
Residents' connection and engagement with their community, 2023



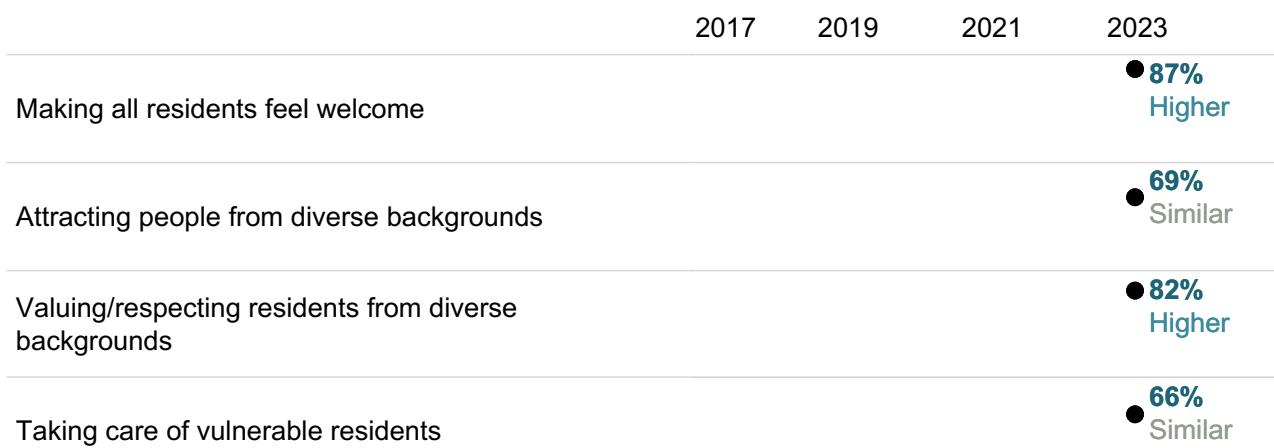
Please rate each of the following characteristics as they relate to Vienna as a whole.
(% excellent or good)



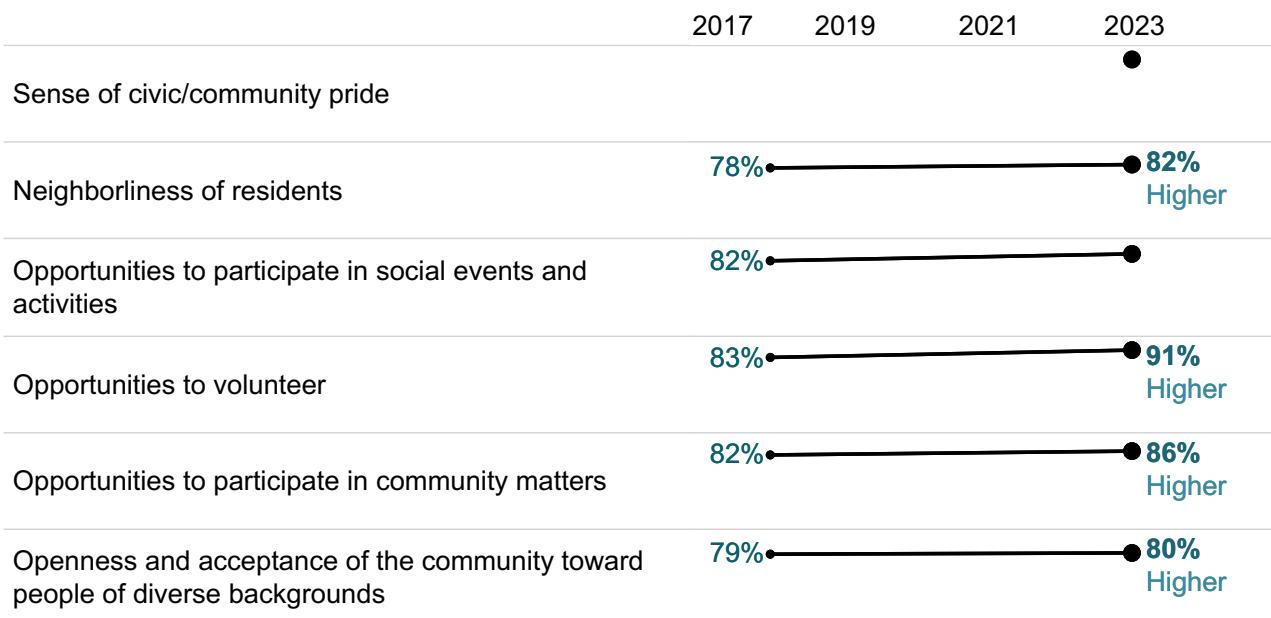
Please rate each of the following aspects of quality of life in Vienna.
(% excellent or good)



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



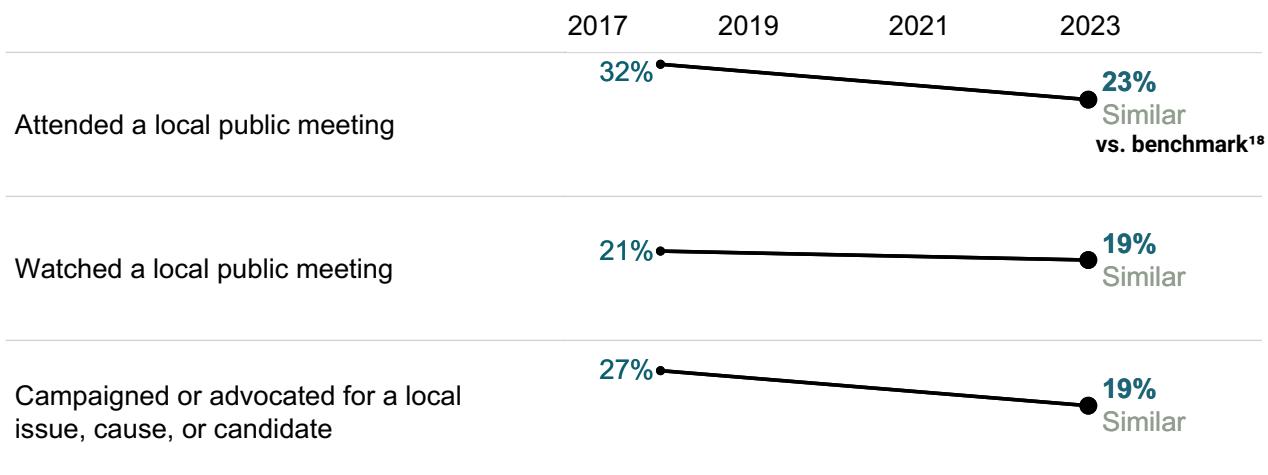
**Please also rate each of the following in the Vienna community.
(% excellent or good)**



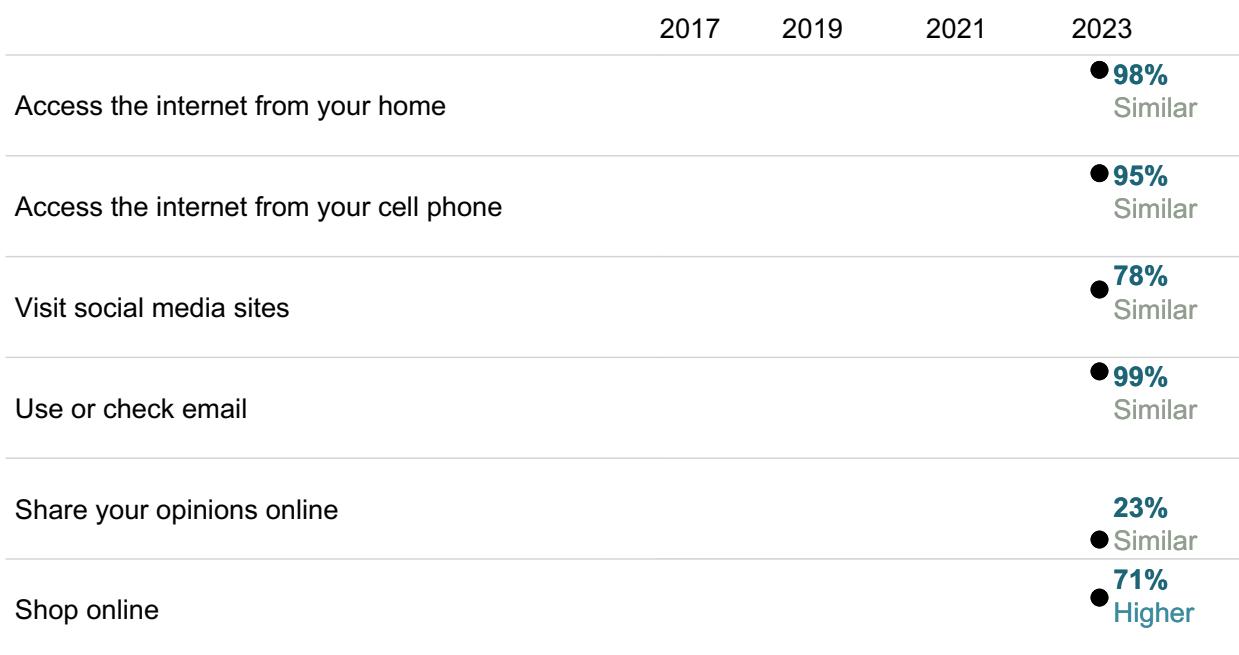
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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)

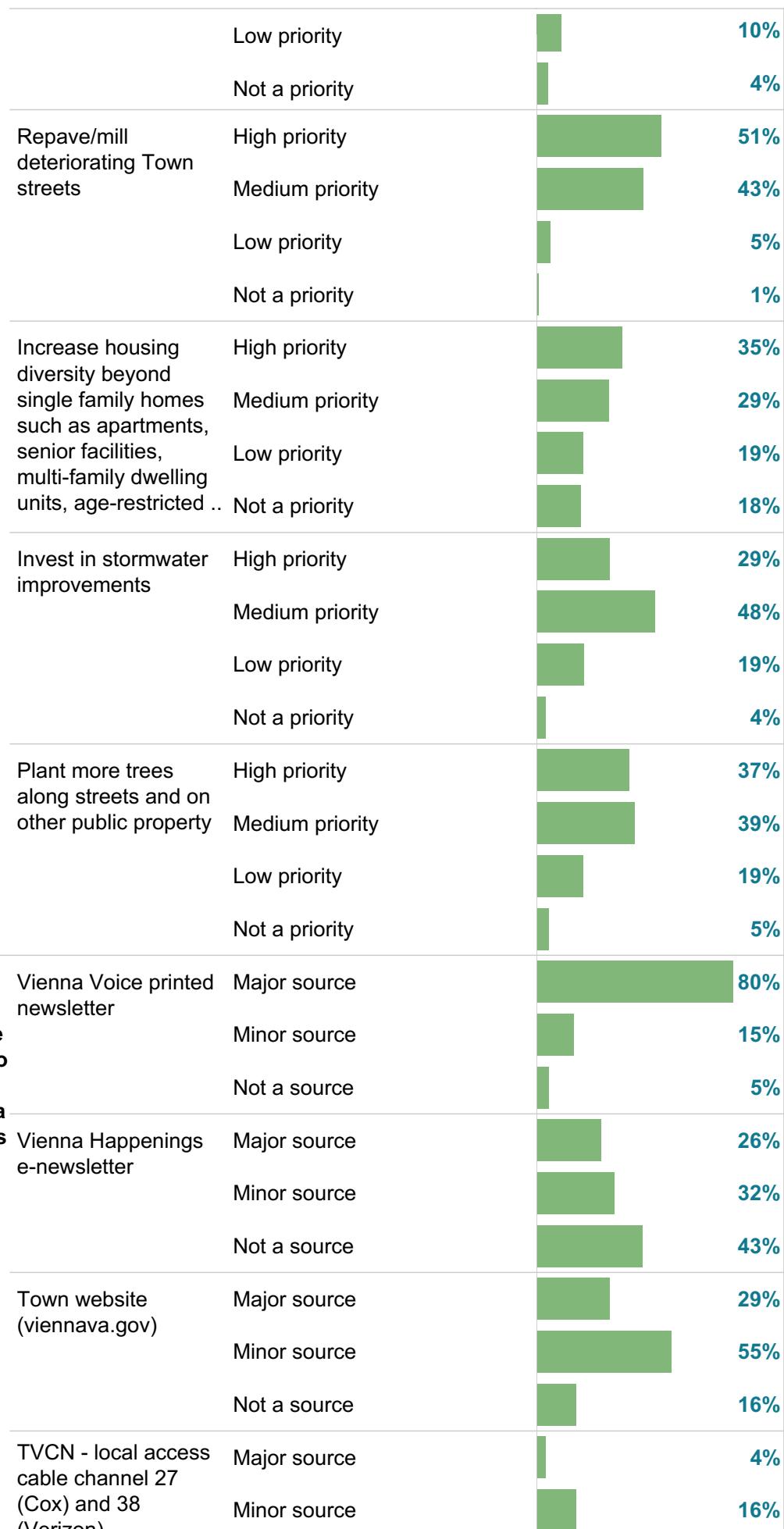


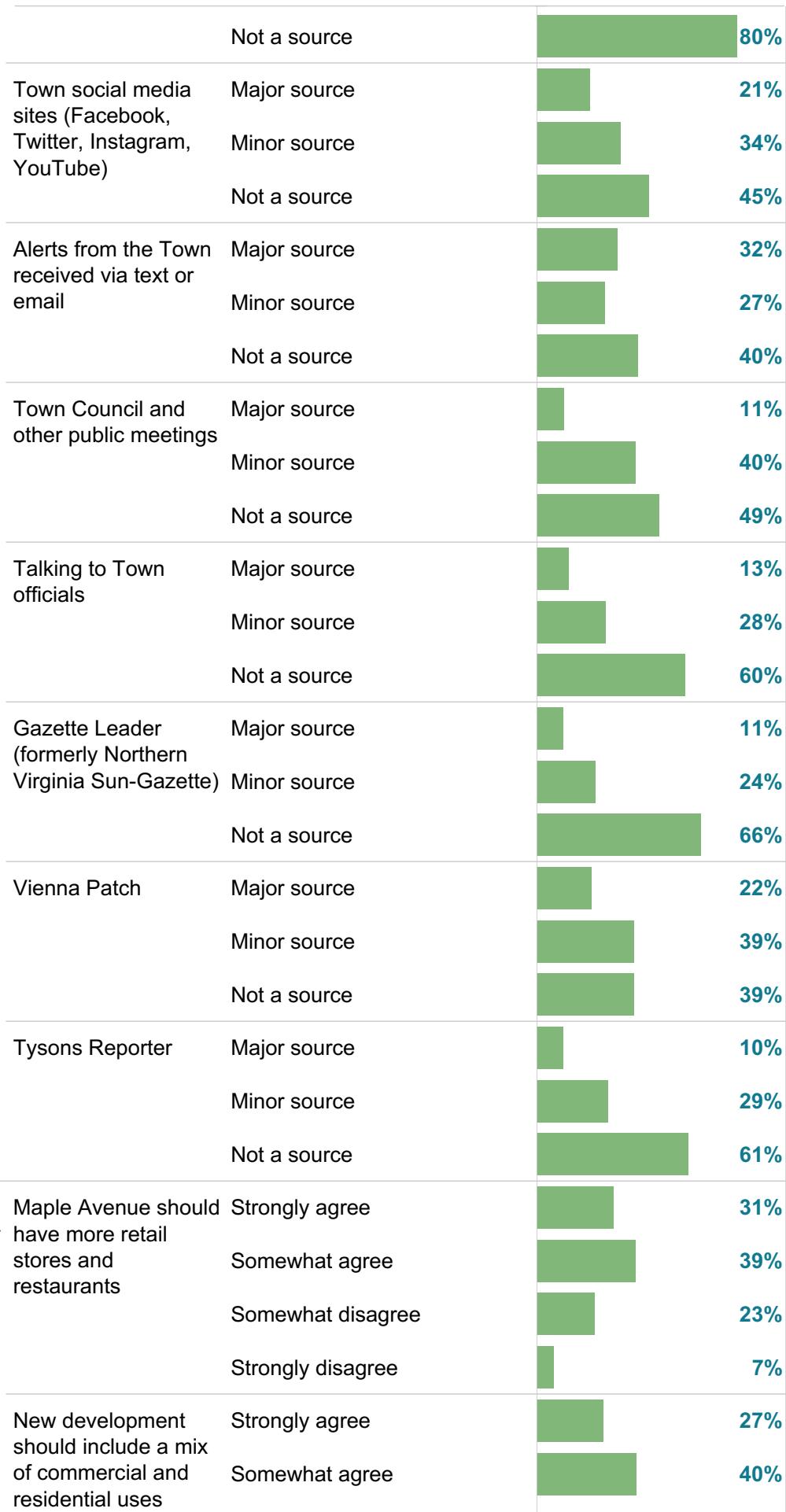
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

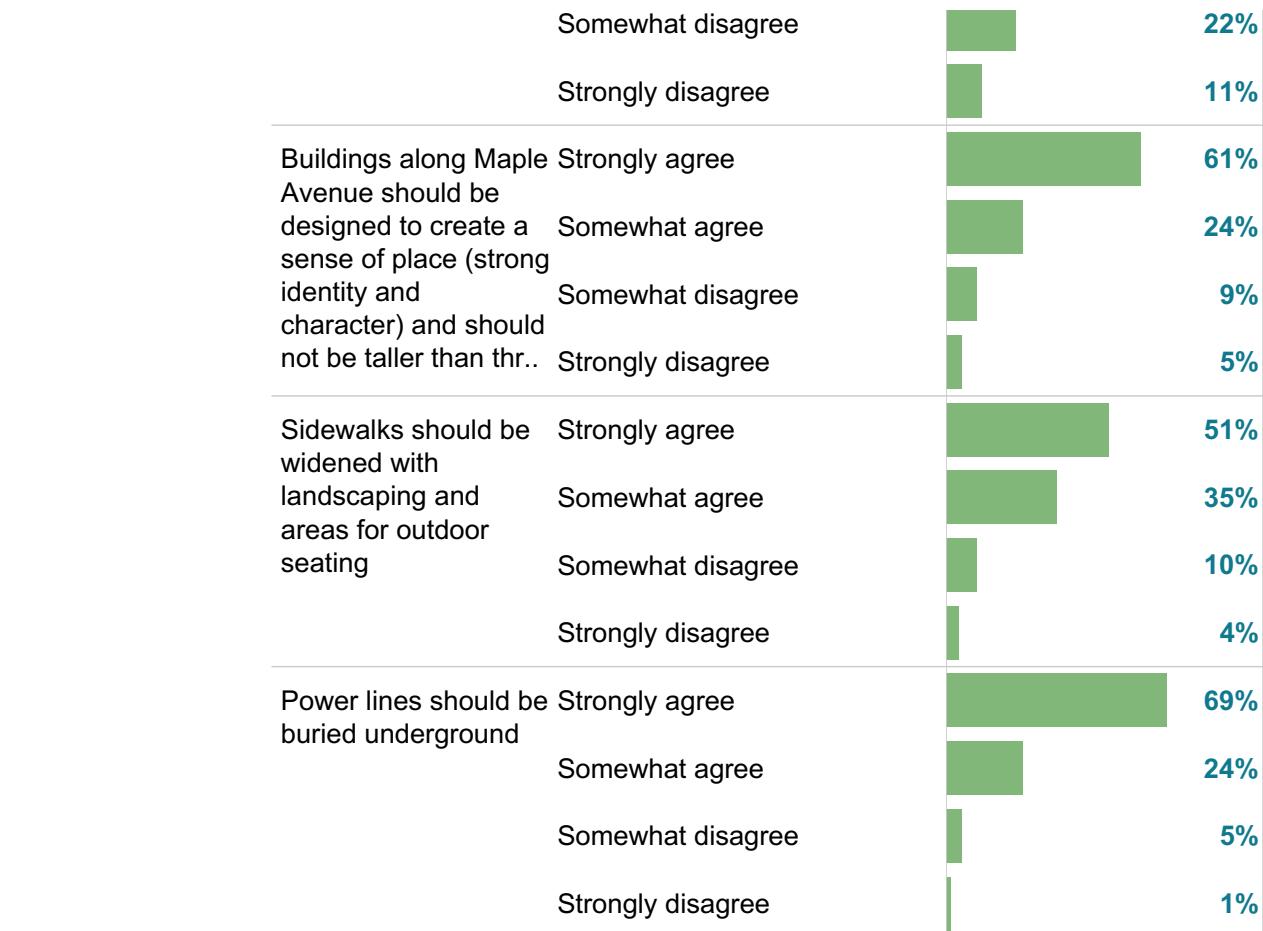
Custom questions

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.









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 Vienna as a place to live quality of life in Vienna.	Higher	96%	19	371	94	
	The overall quality of life	Higher	95%	23	387	94	
Governance	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 Vienna as a place to work 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	
Please rate the quality of each of the following services in Vienna.	Employment opportunities	Higher	64%	38	331	88	
	Shopping opportunities	Higher	64%	82	321	74	
	Cost of living	Similar	23%	246	308	20	
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.	Economic development	Higher	76%	32	313	90	
	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.

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
	Please rate the quality of each of the following services in Vienna.	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
	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
Education, Arts and Culture		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
	Please rate each of the following aspects of Vienna as a place to raise children 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
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				
		The overall quality of life	96%	97%	96%	96%
	Please indicate how likely or unlikely you are to do each of the following.	Remain in Vienna for the next five years				
		Recommend living in Vienna to someone who asks	89%	92%		
	Please rate each of the following in the Vienna community.	Overall image or reputation				
		Overall customer service by Vienna employees	92%	94%	94%	
Governance	Please rate the quality of each of the following services in Vienna.	Public information services	87%	86%	92%	
		The value of services for the taxes paid to Vienna	69%	87%	84%	89%
	Please rate the following categories of Vienna government performance.	Treating residents with respect				
		Treating all residents fairly	62%	74%	68%	69%
		The overall direction that Vienna is taking	88%			
			71%	80%		
			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%
Economy		The Federal Government	57% 56%
	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%
	Please rate each of the following in the Vienna community.	Vibrancy of downtown/commercial area	64% 76%
		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%
		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%
Mobility	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%
Community Design	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%
	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%
Utilities	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%
	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%
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 quality of the utility infrastructure	90%
	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%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall quality of parks and recreation opportunities	92%
Parks and Recreation	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%
Health and wellness		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%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Overall health and wellness opportunities	85% 90%
Health and wellness	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%

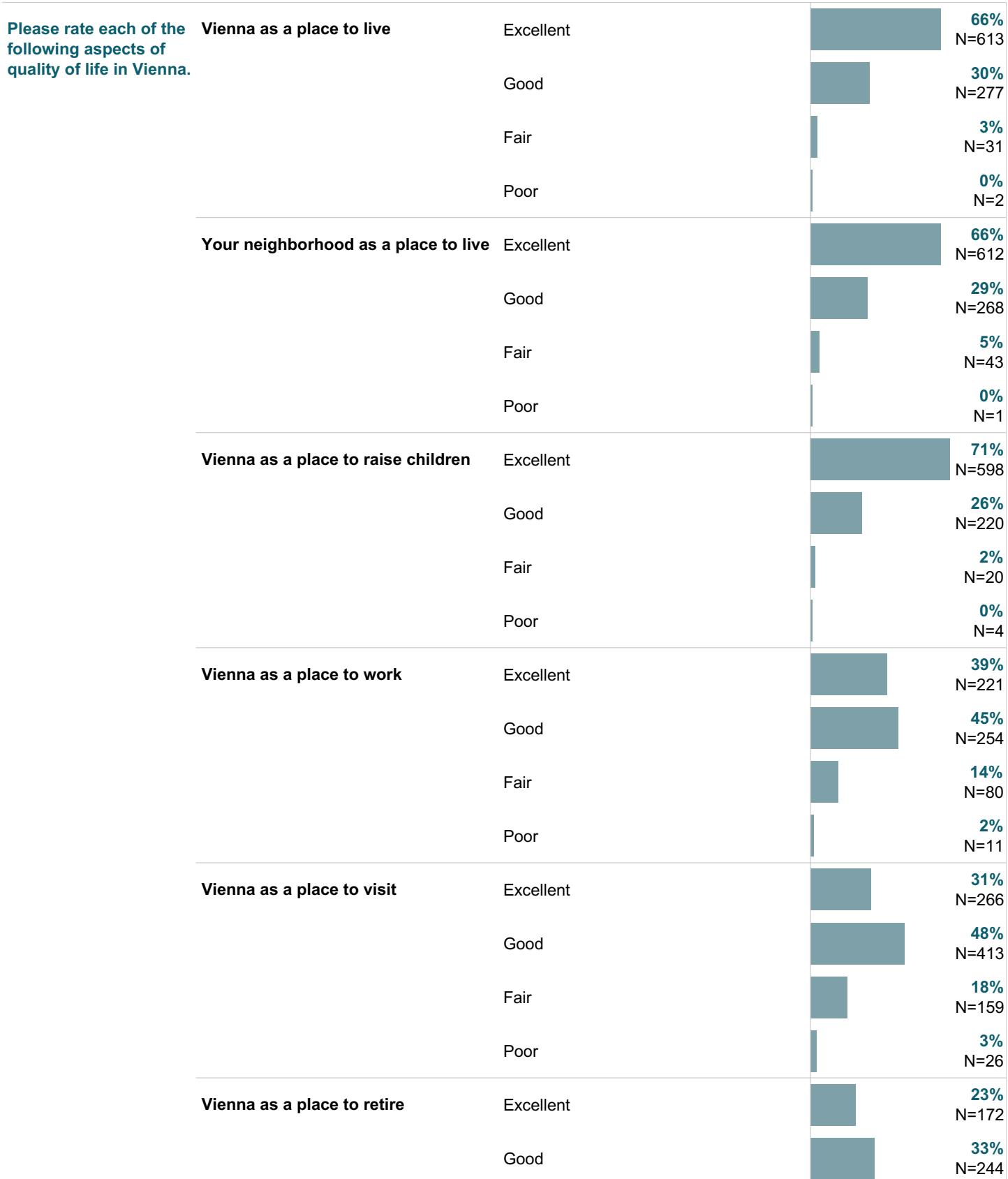
Health and wellness	Please rate the quality of each of the following services in Vienna.	Health services	84% 87%
	Please rate how important, if at all, you think it is for the Vienna community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	66% 64%
		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%
	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%

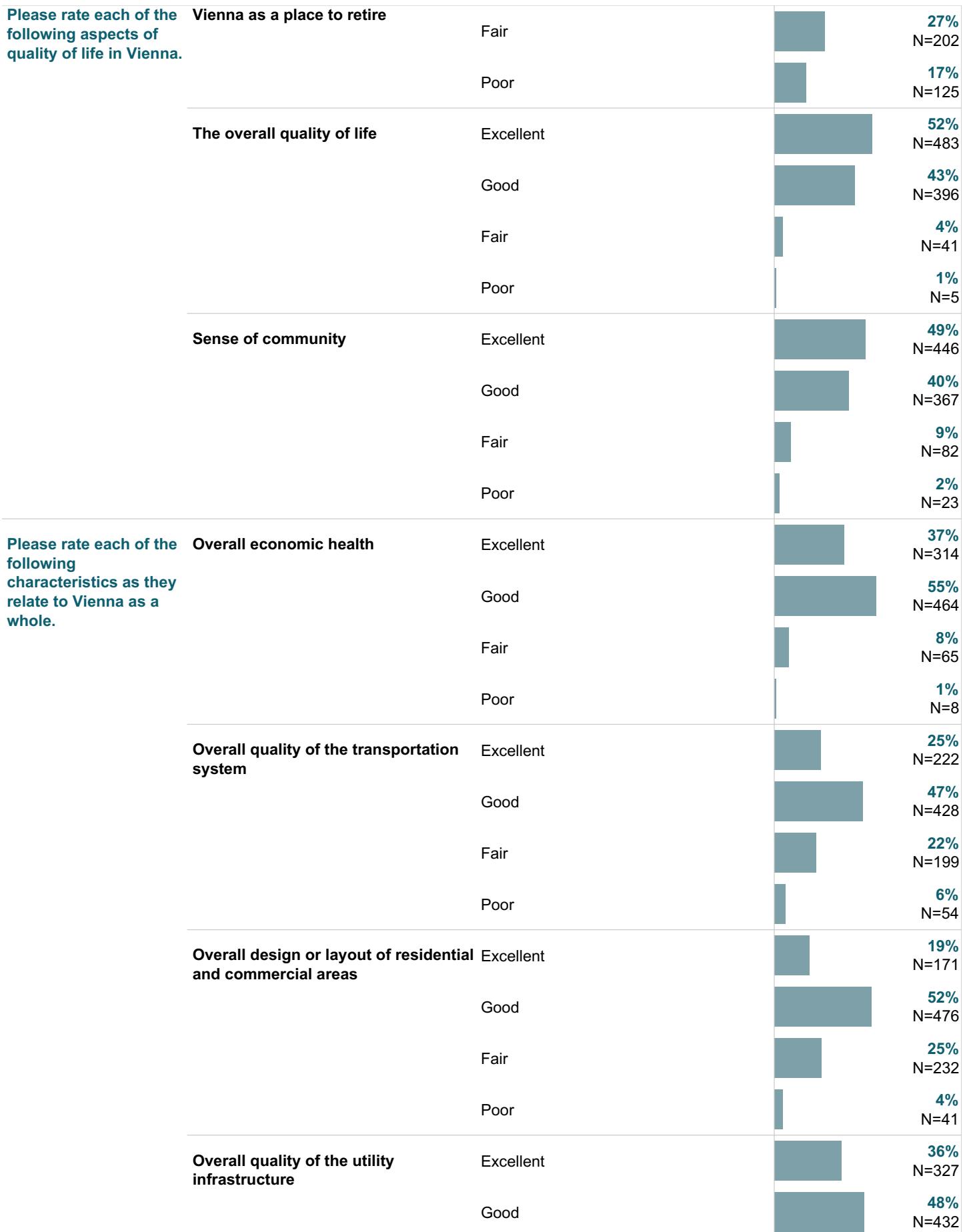
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Vienna.	Vienna as a place to retire	56% 44% 51% 56%
	Please rate each of the following characteristics as they relate to Vienna as a whole.	Residents' connection and engagement with their community	87%
	Please 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%
		Neighborliness 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%

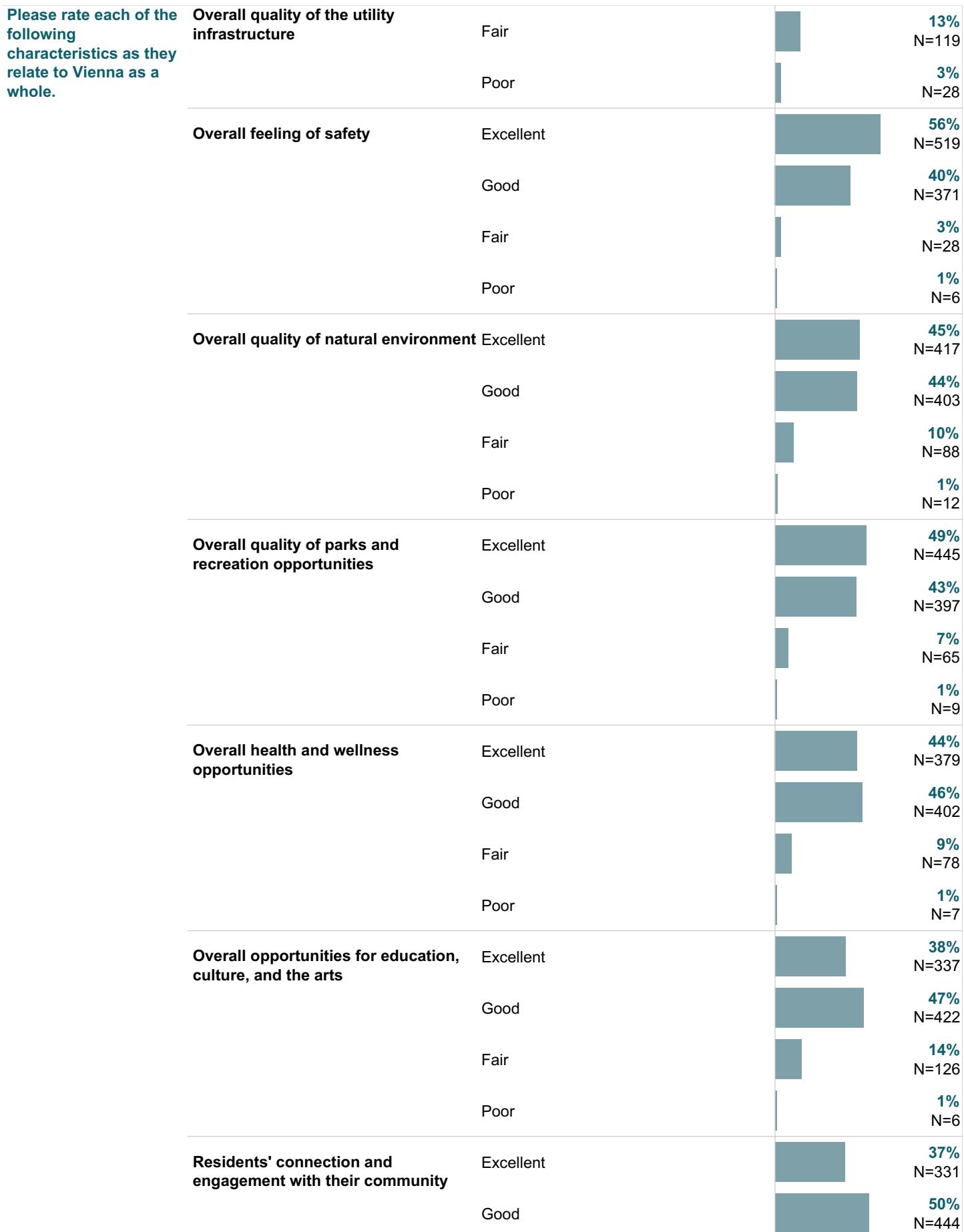
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Watched a local public meeting	21% 19%
		Voted in your most recent local election	81%
		Volunteered your time to some group/activity	43% 40%
		Contacted Vienna elected officials to express your opinion	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%

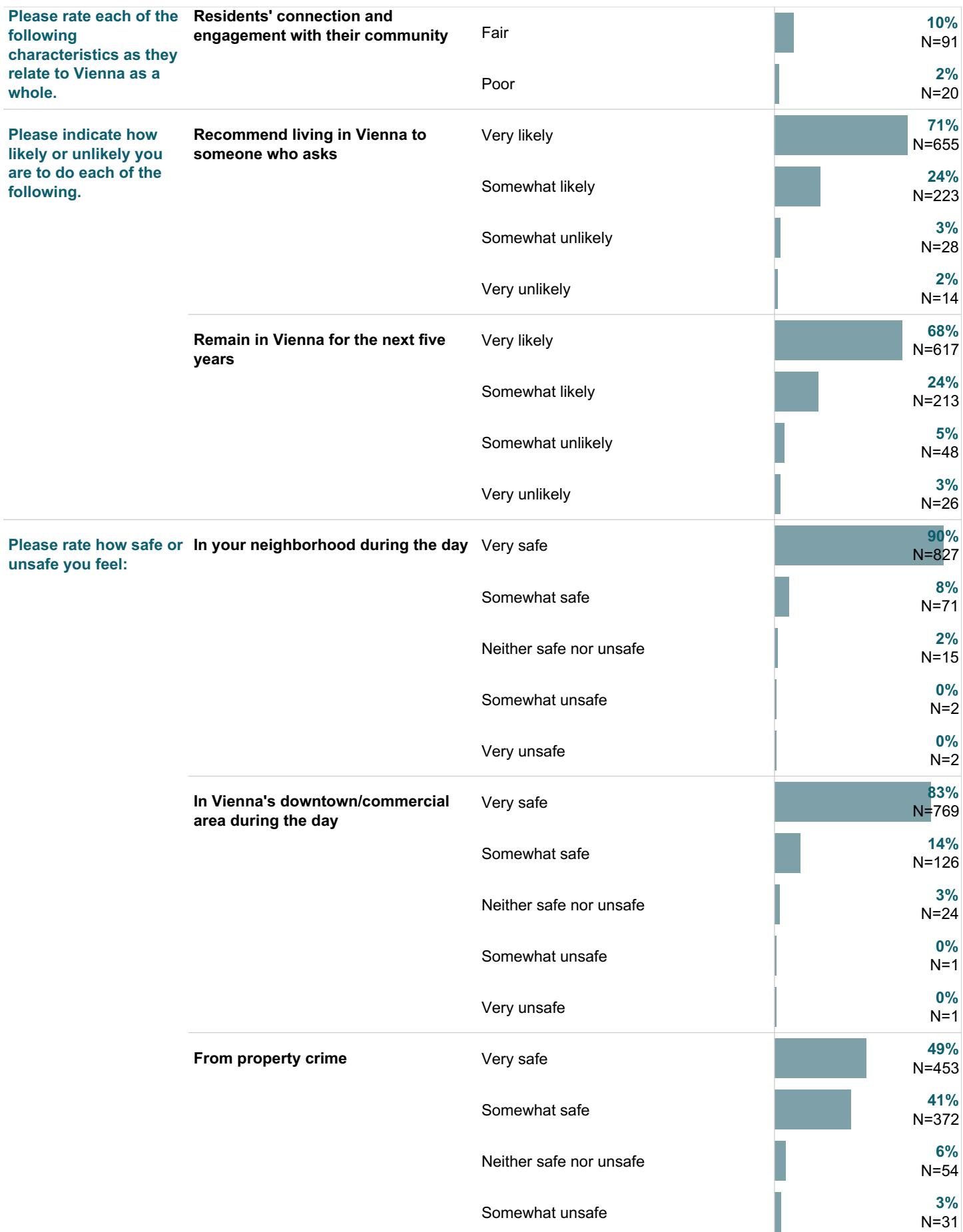
Complete Set of Frequencies

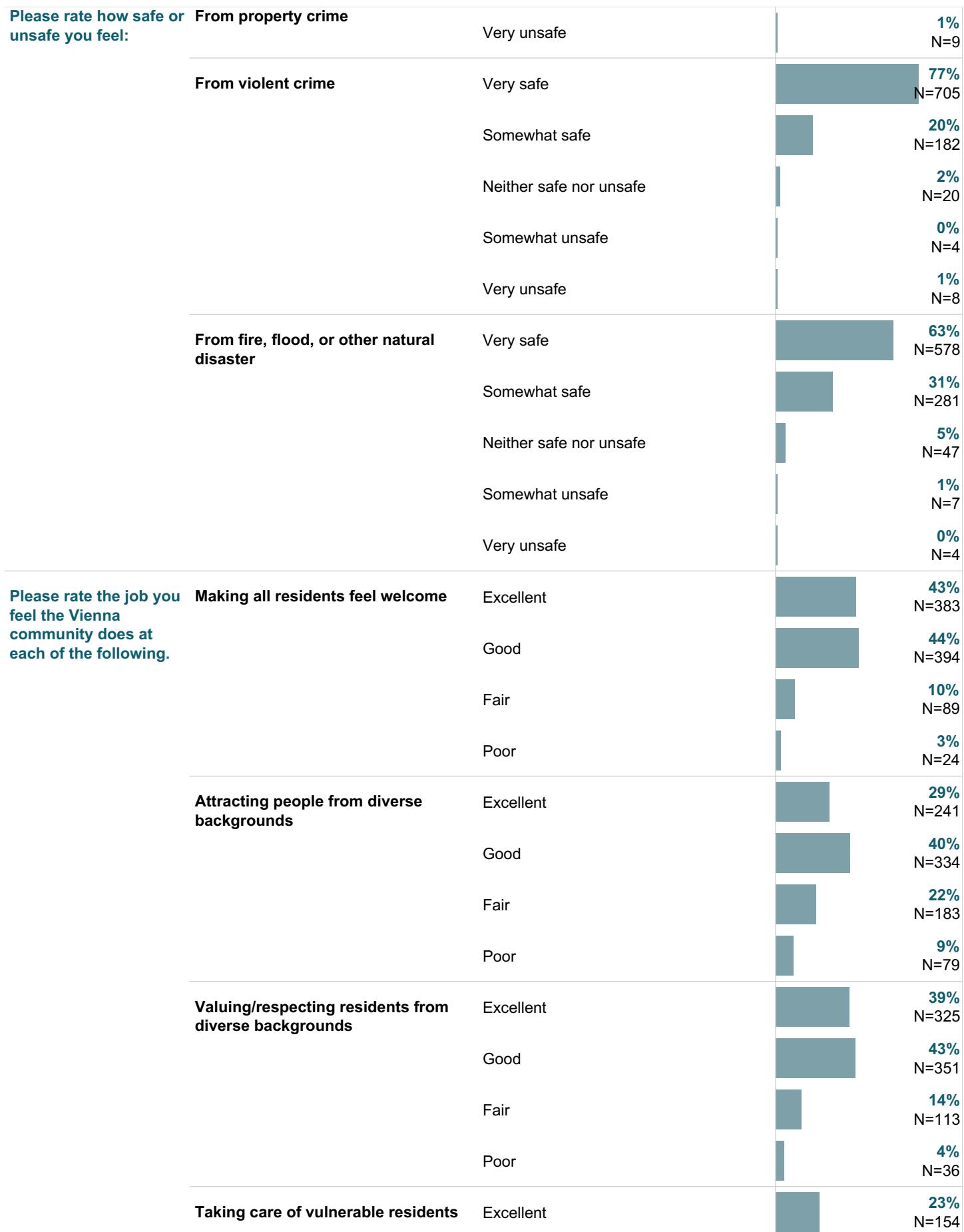
This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted 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.

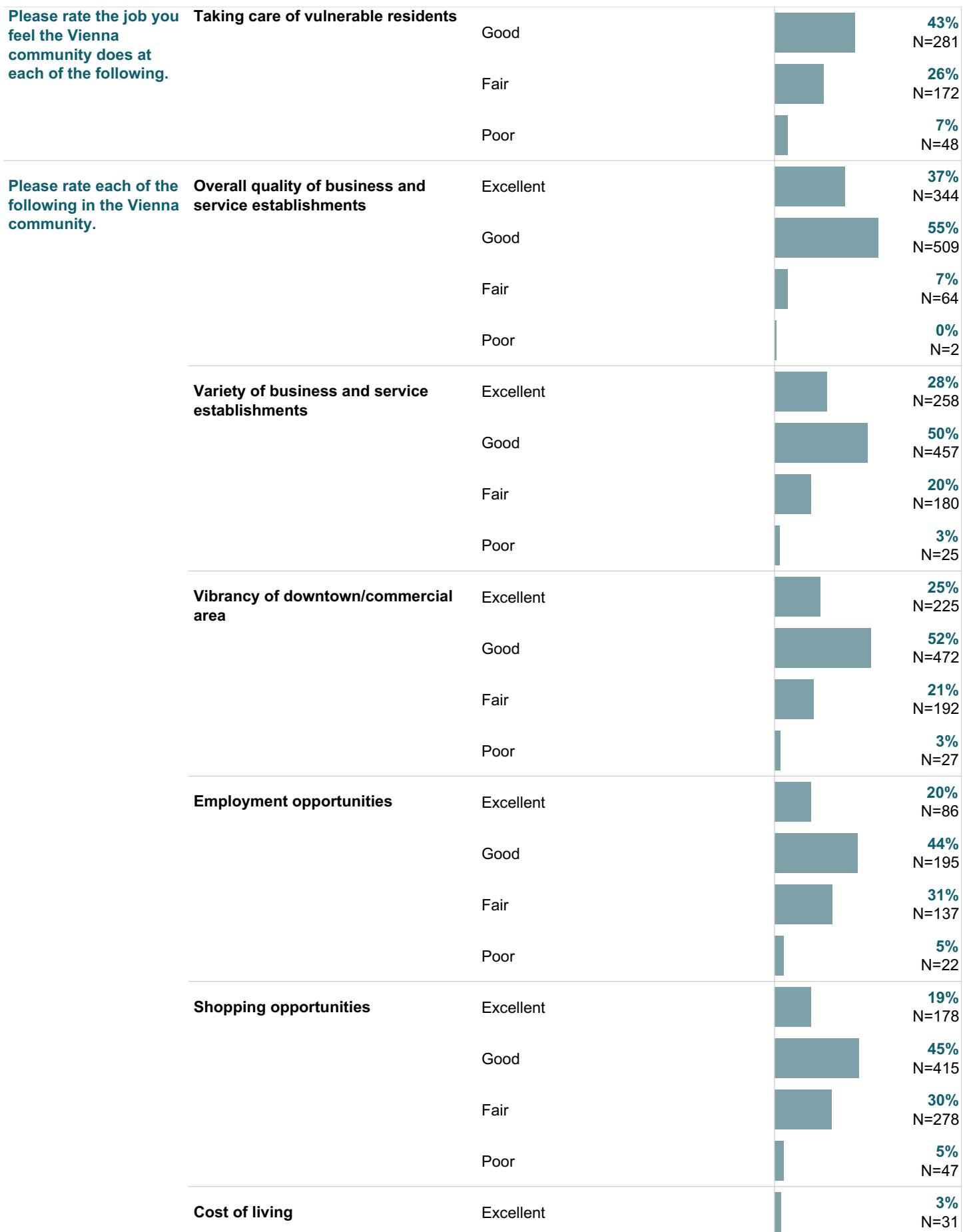


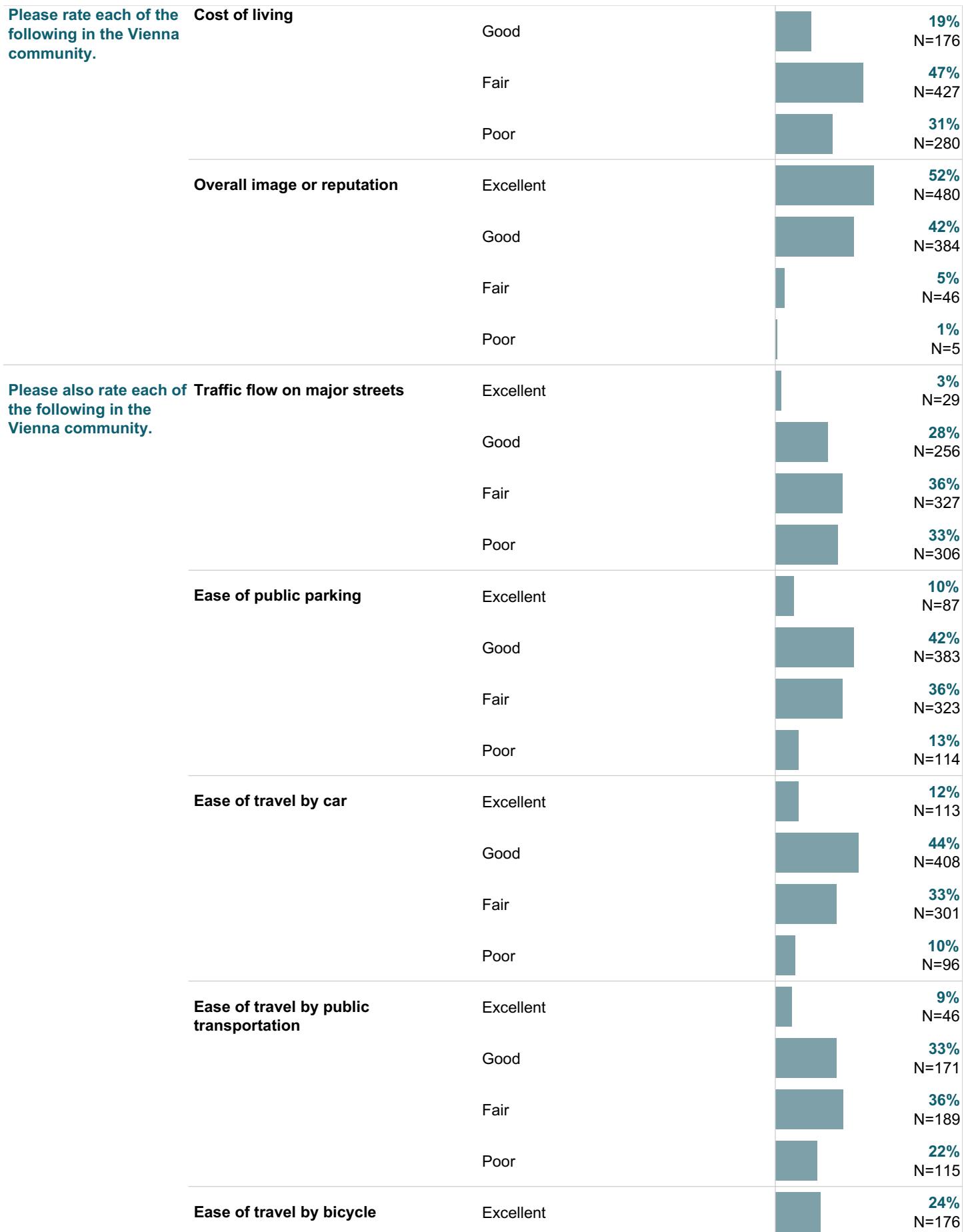




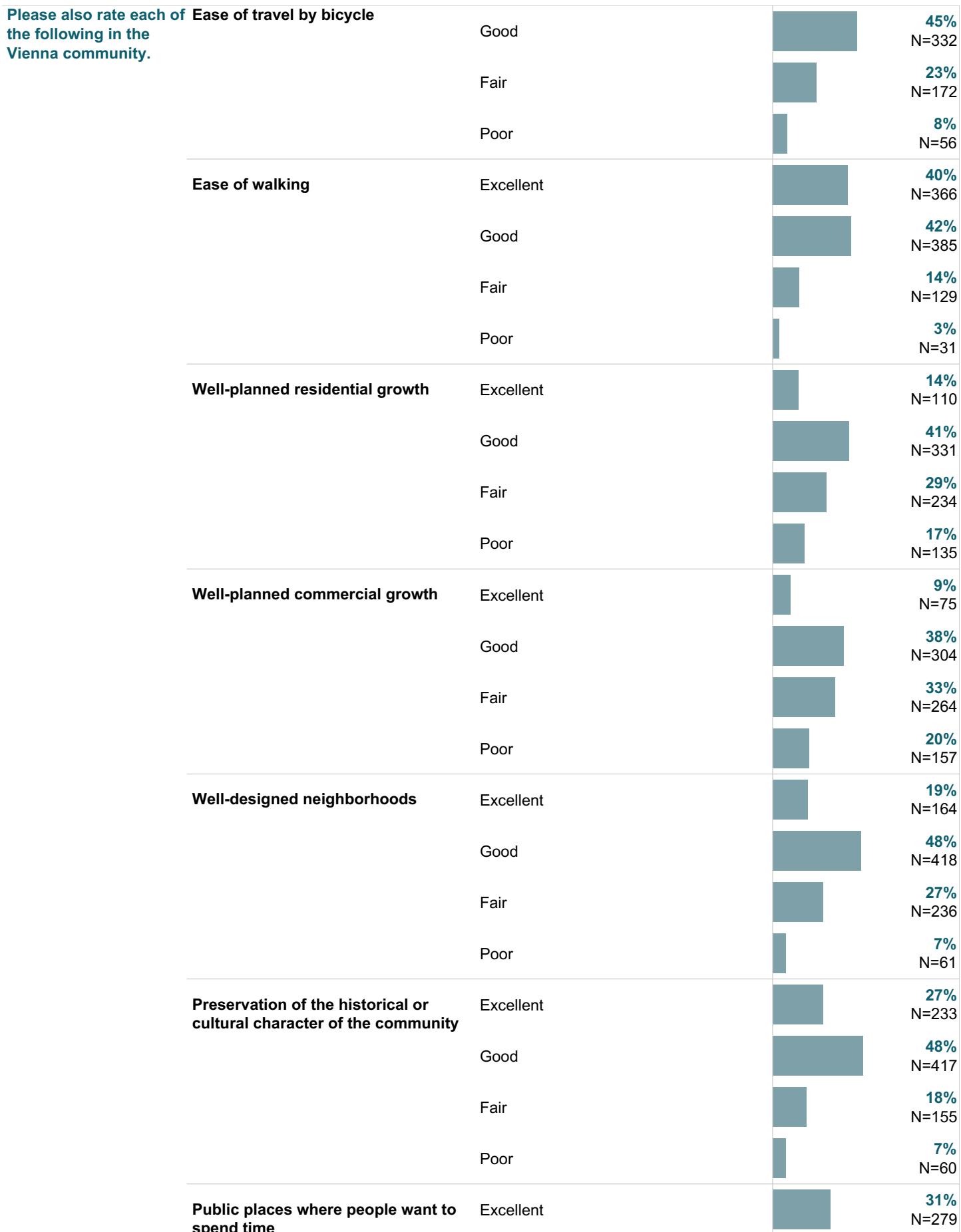


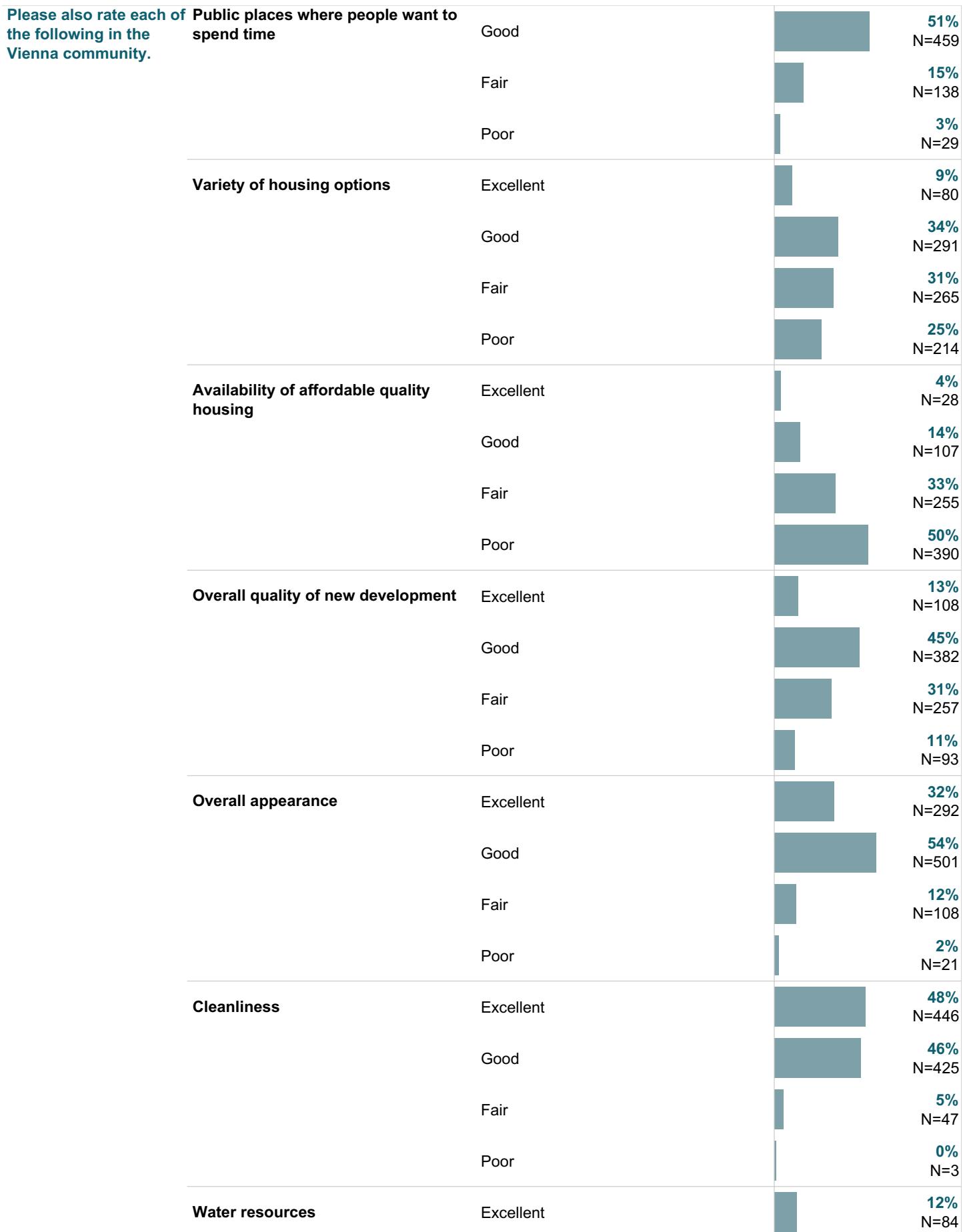




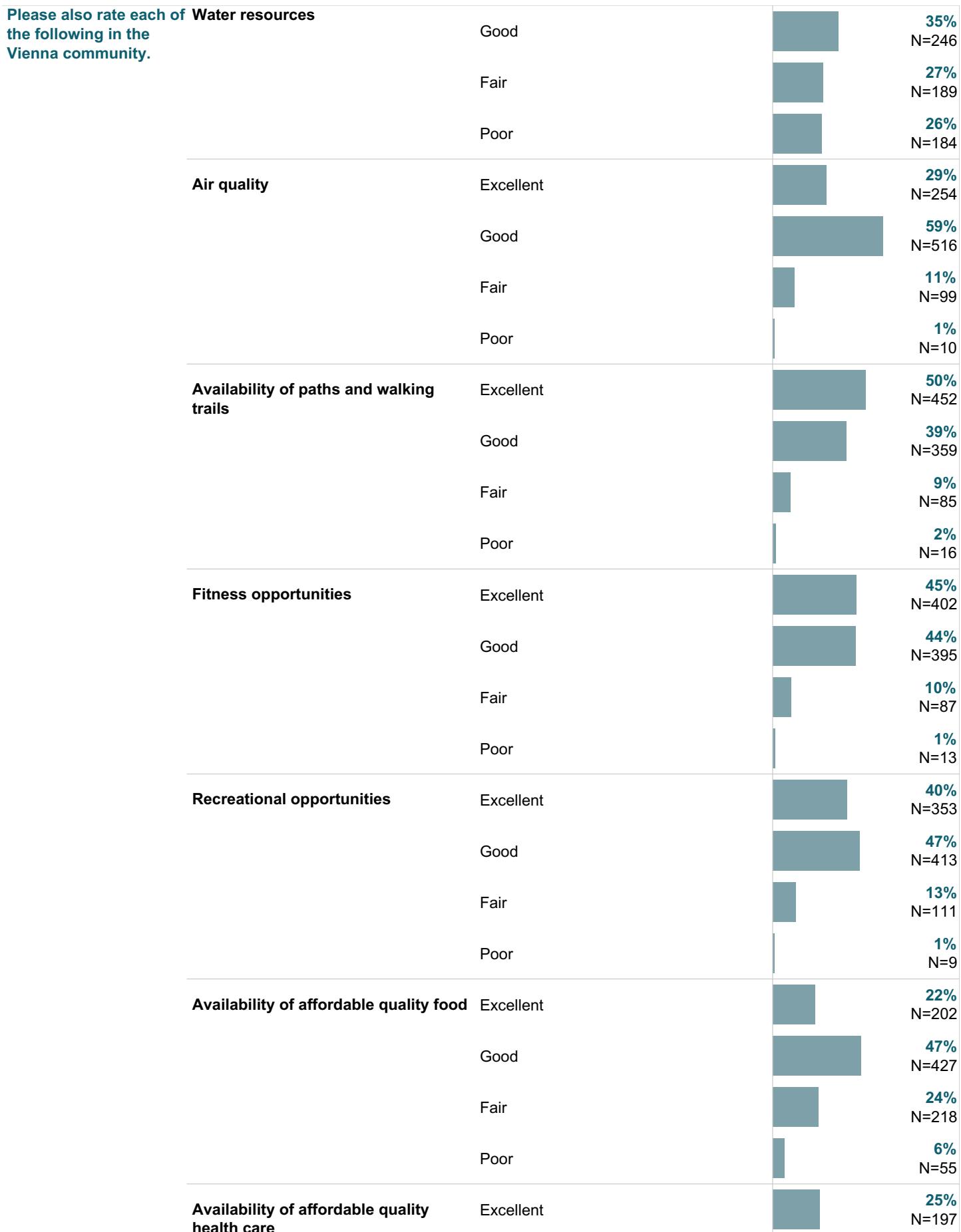


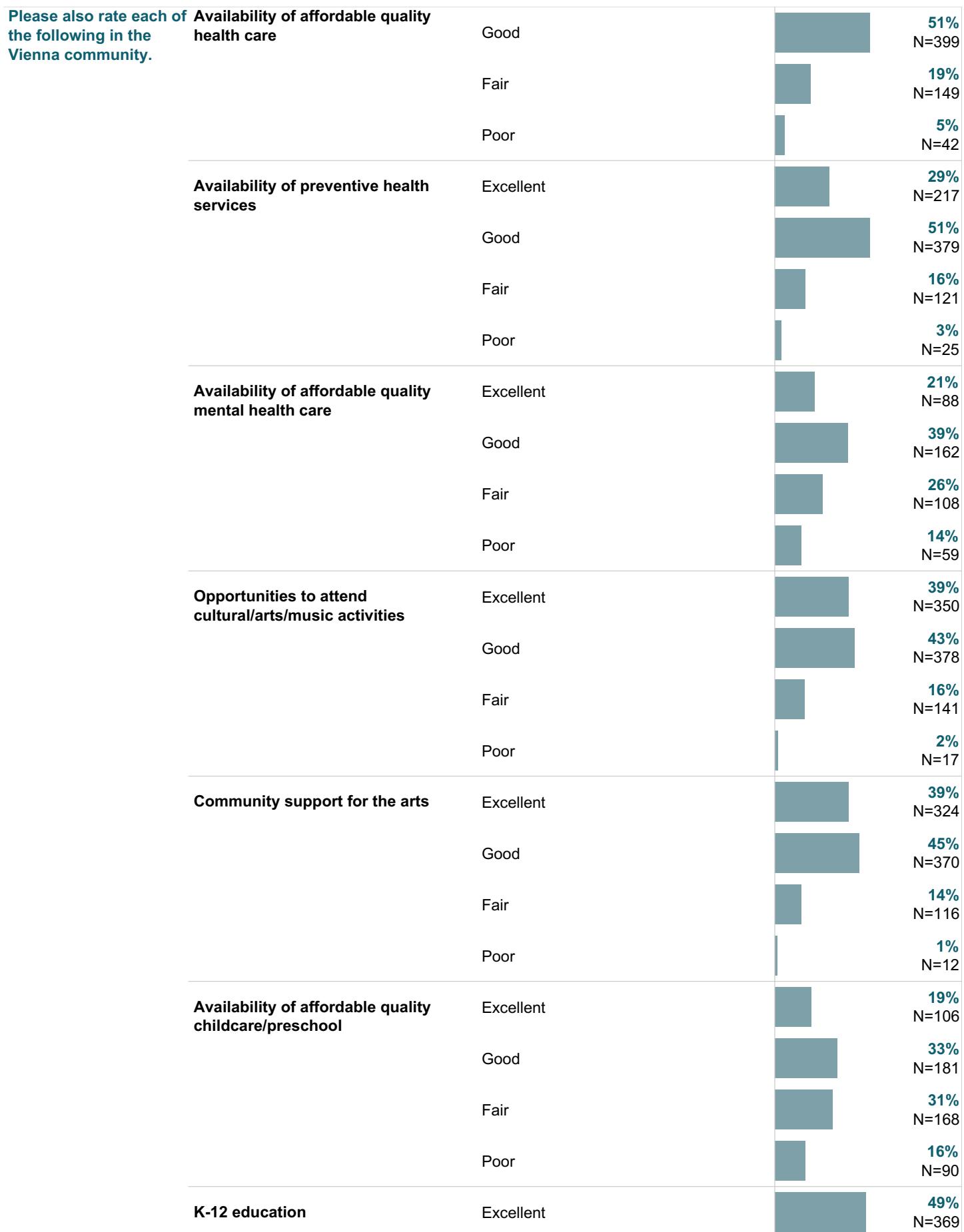
**Please also rate each of Ease of travel by bicycle
the following in the
Vienna community.**



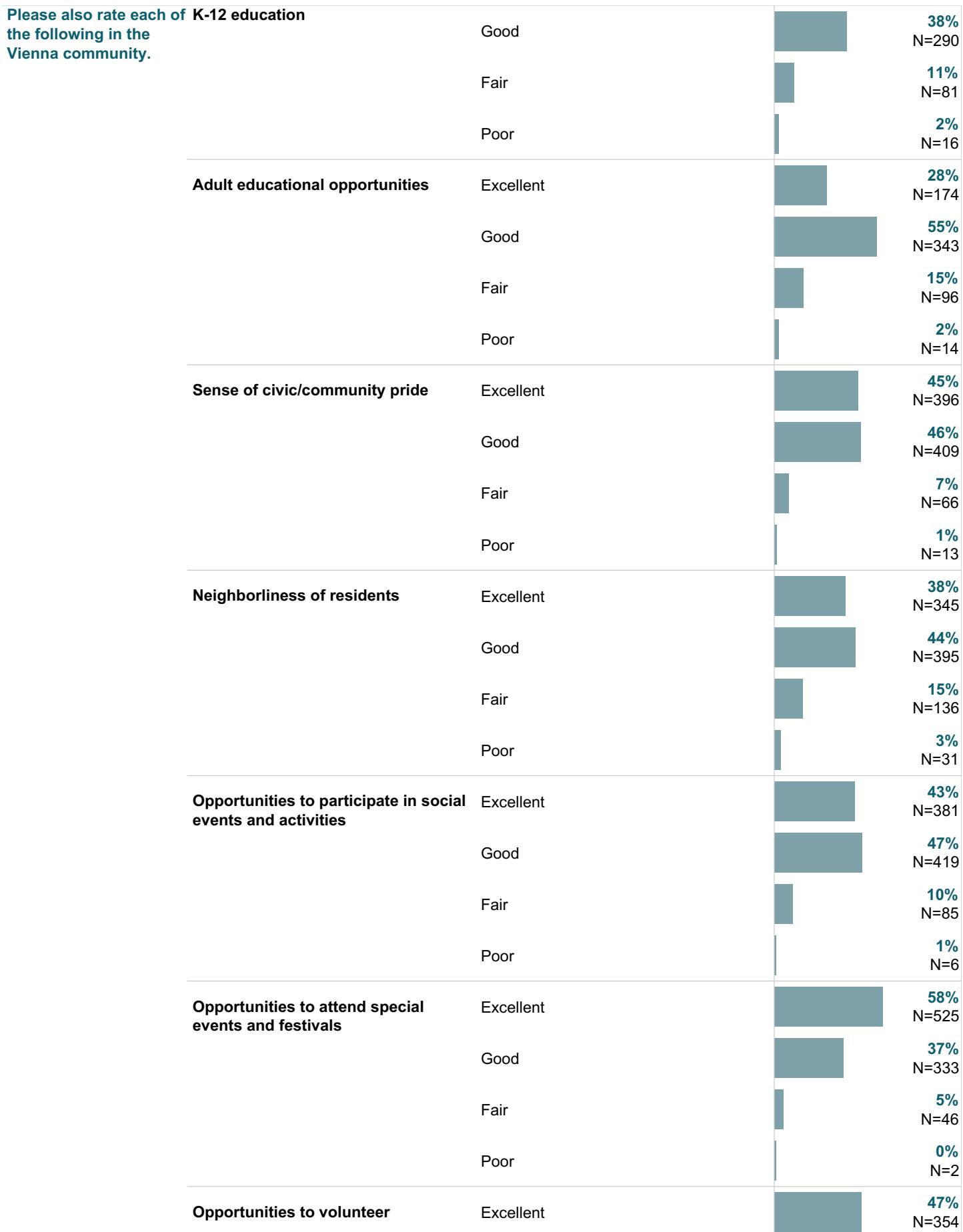


Please also rate each of Water resources the following in the Vienna community.

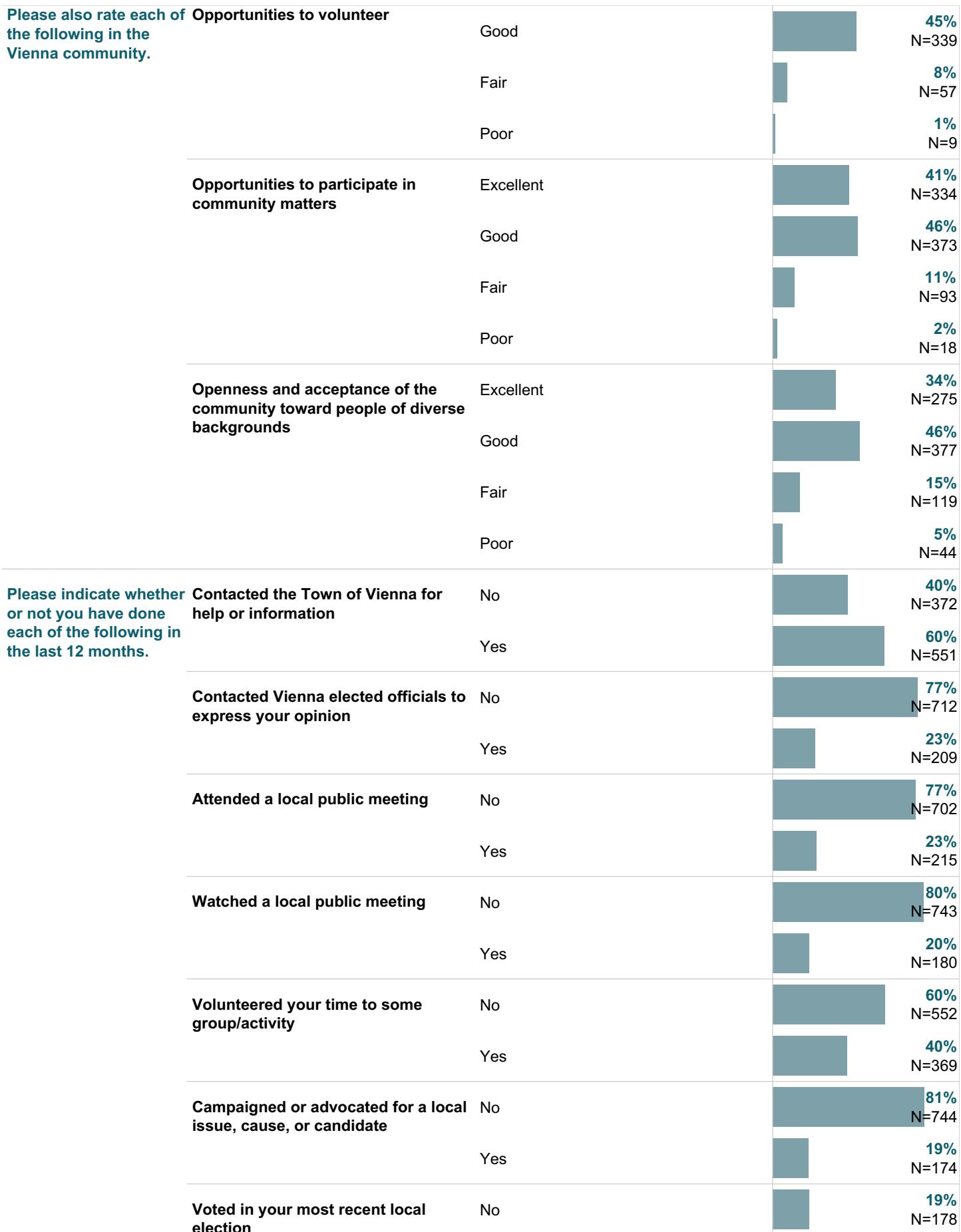


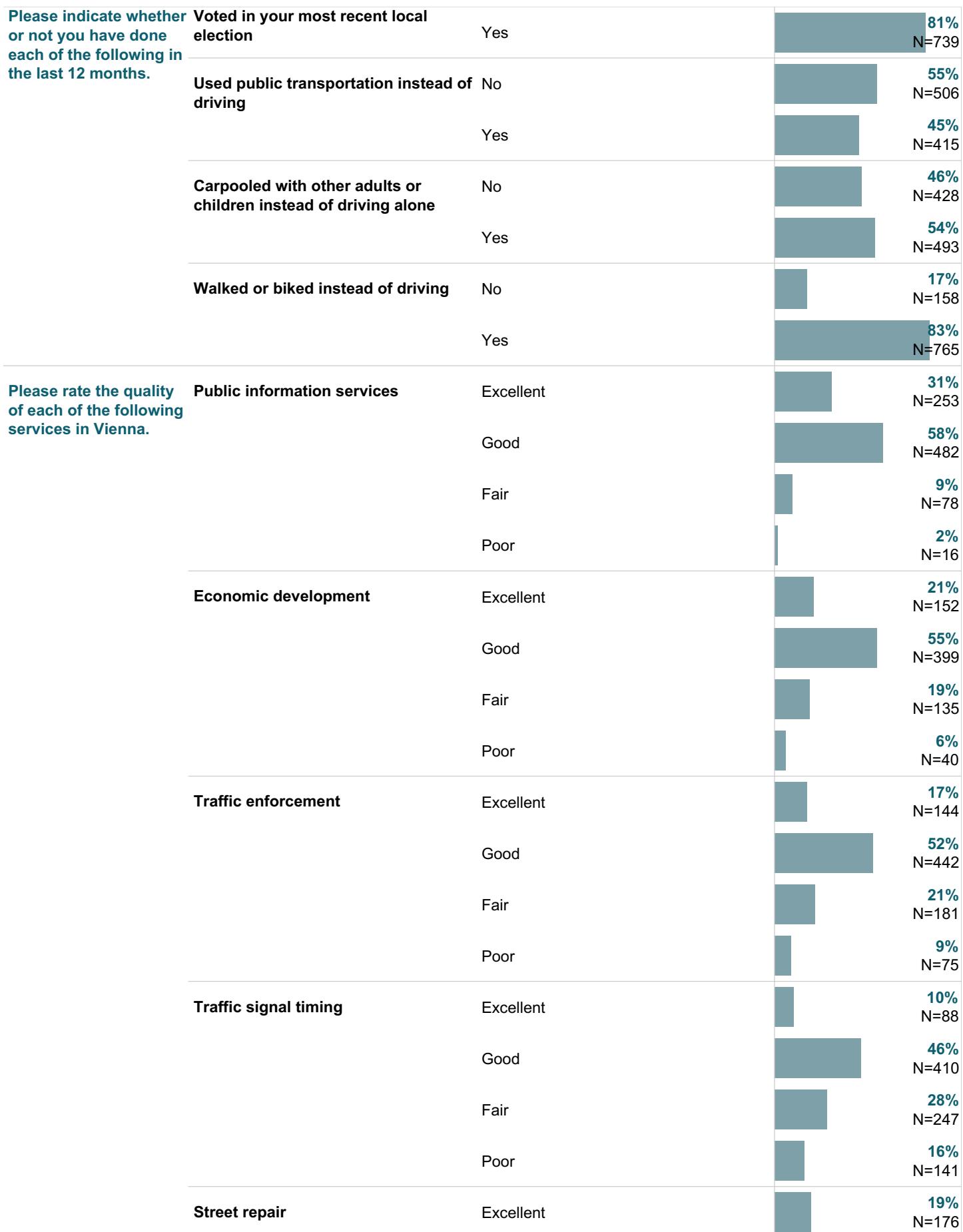


Please also rate each of K-12 education the following in the Vienna community.

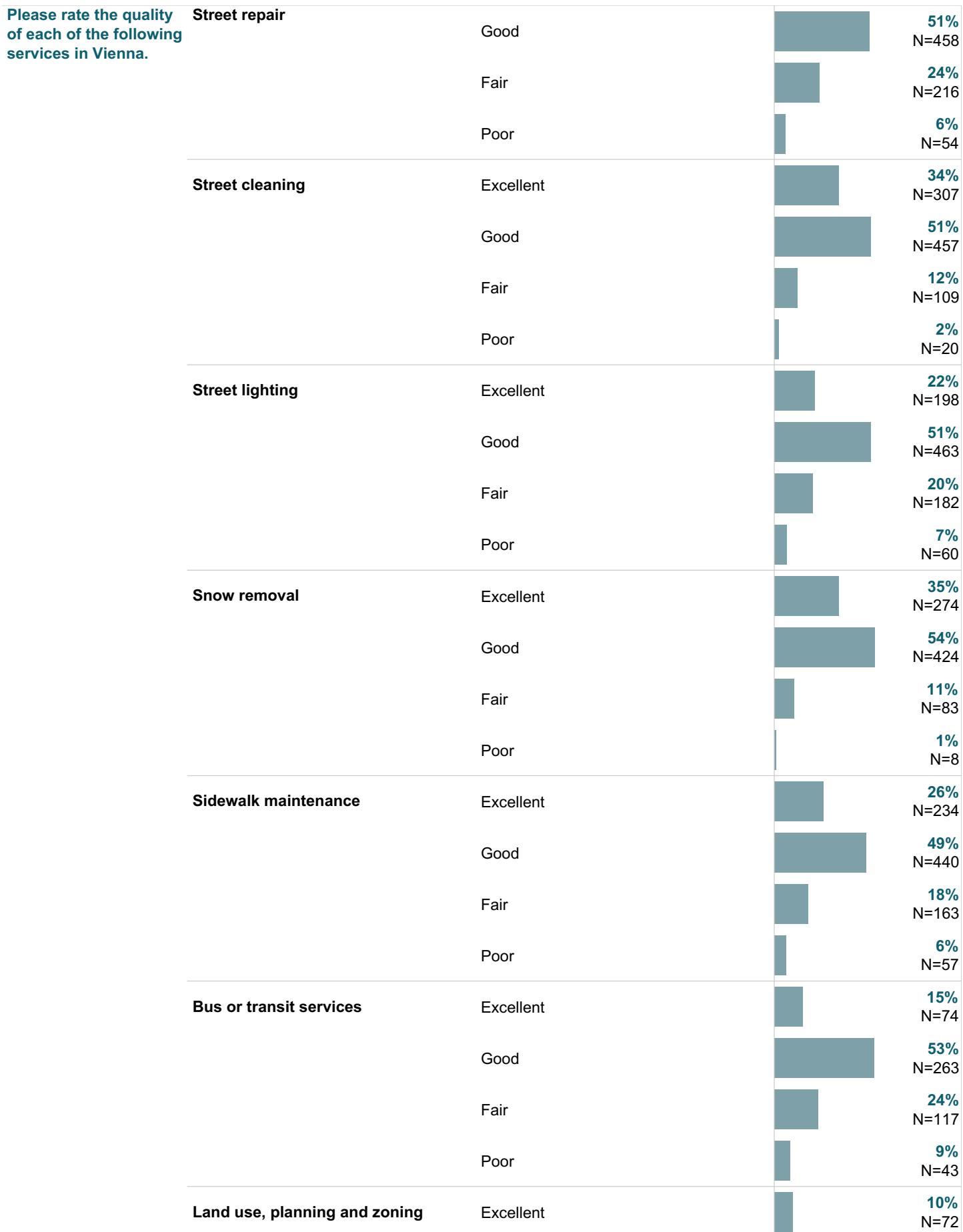


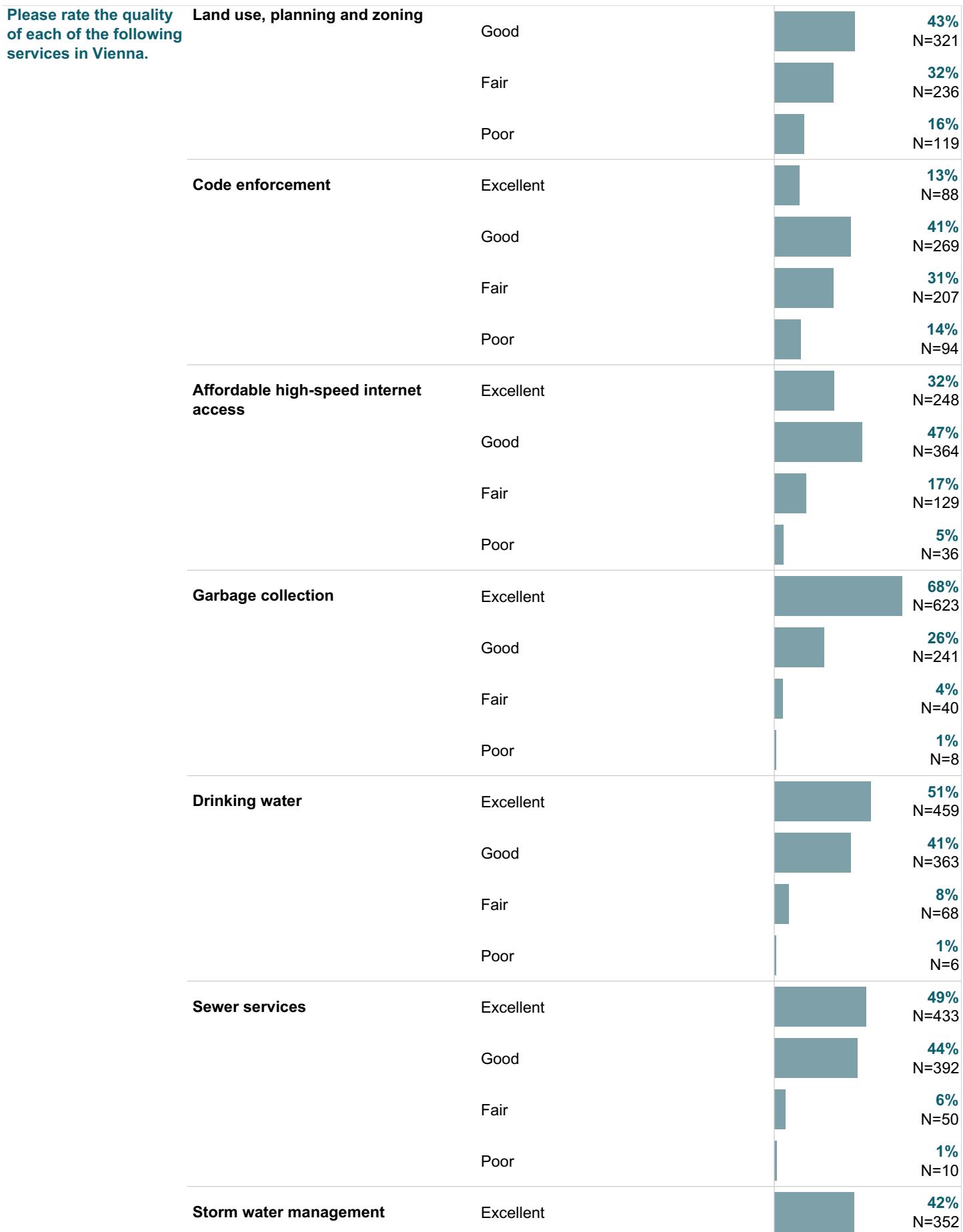
Please also rate each of Opportunities to volunteer the following in the Vienna community.

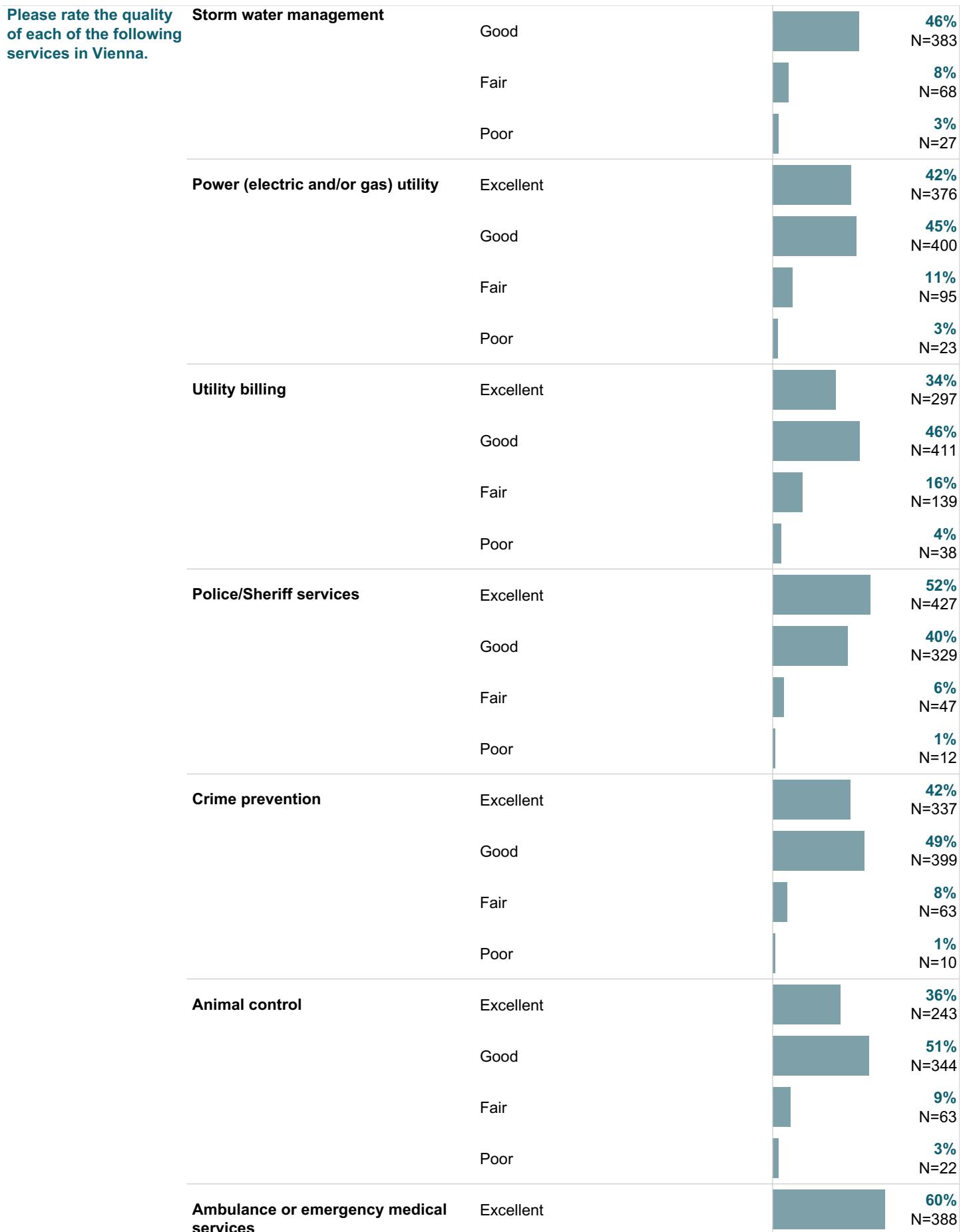


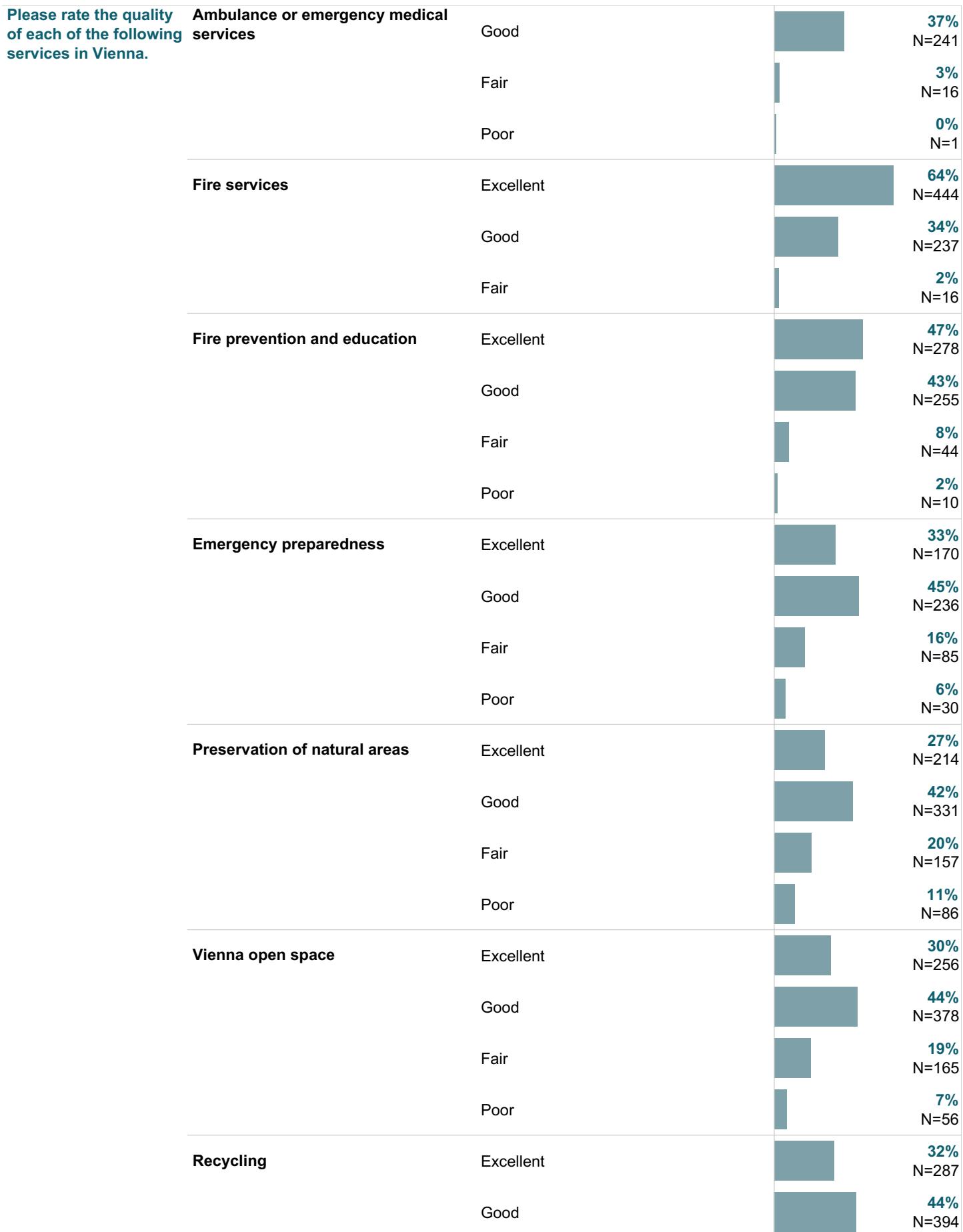


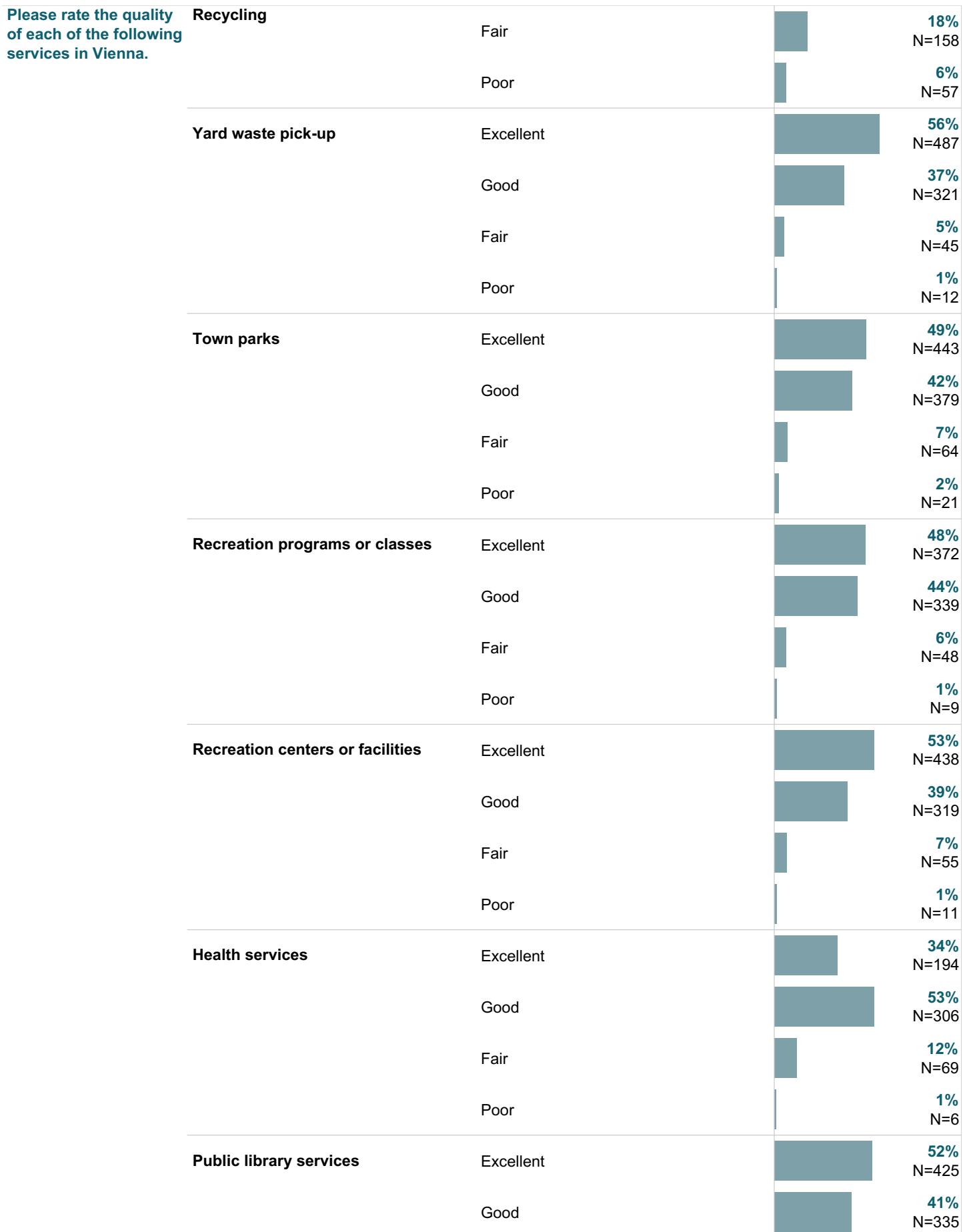
Please rate the quality
of each of the following
services in Vienna.

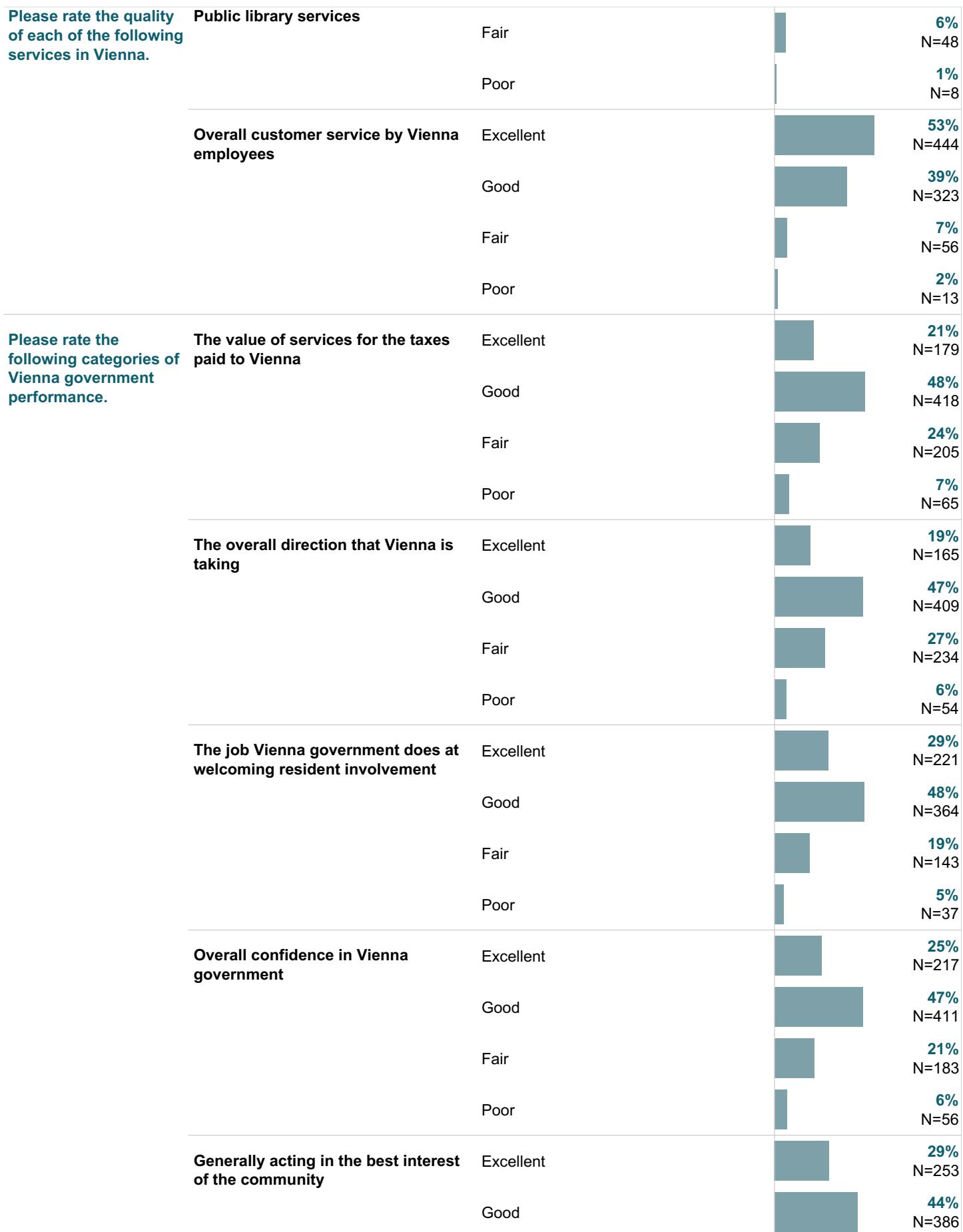


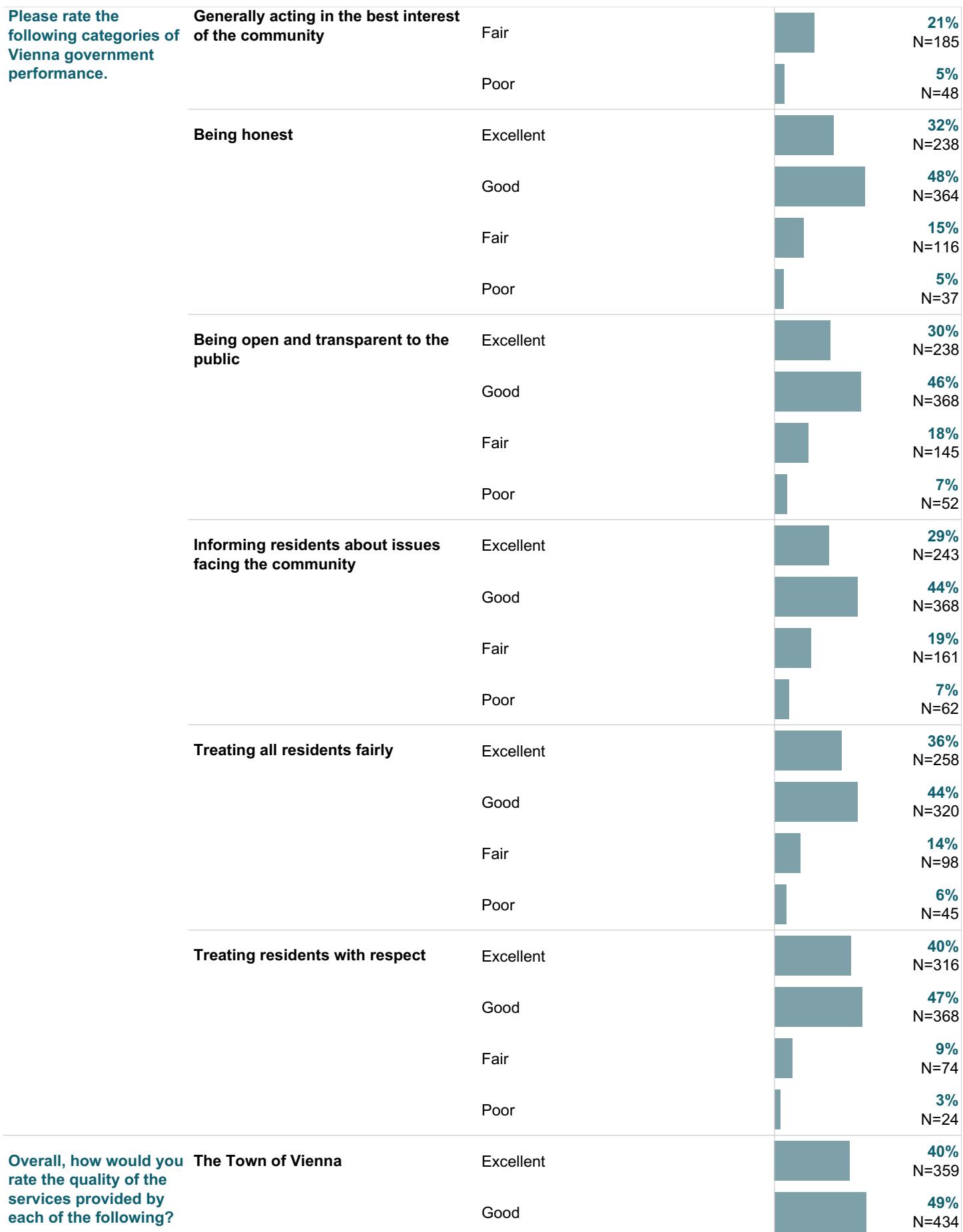


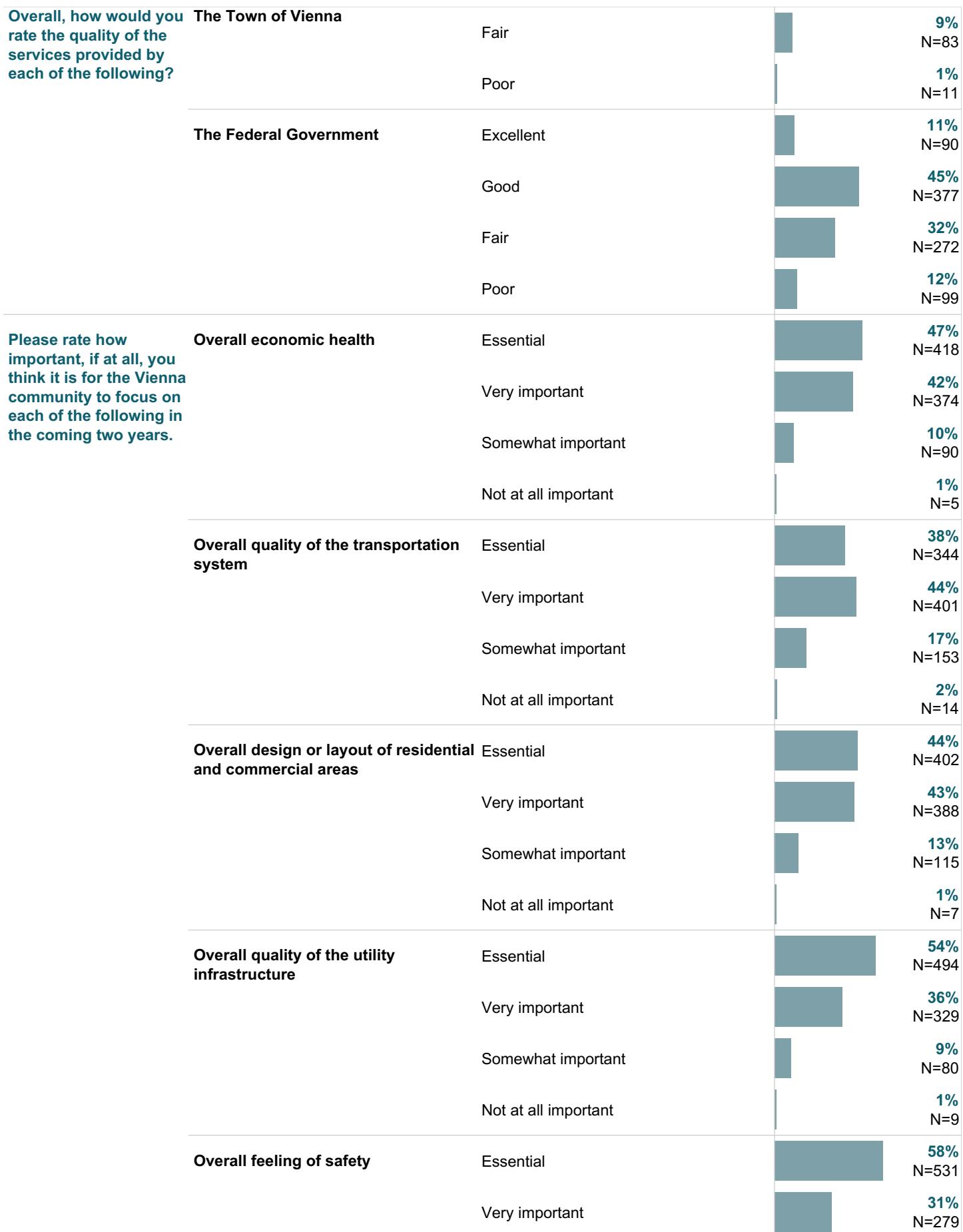


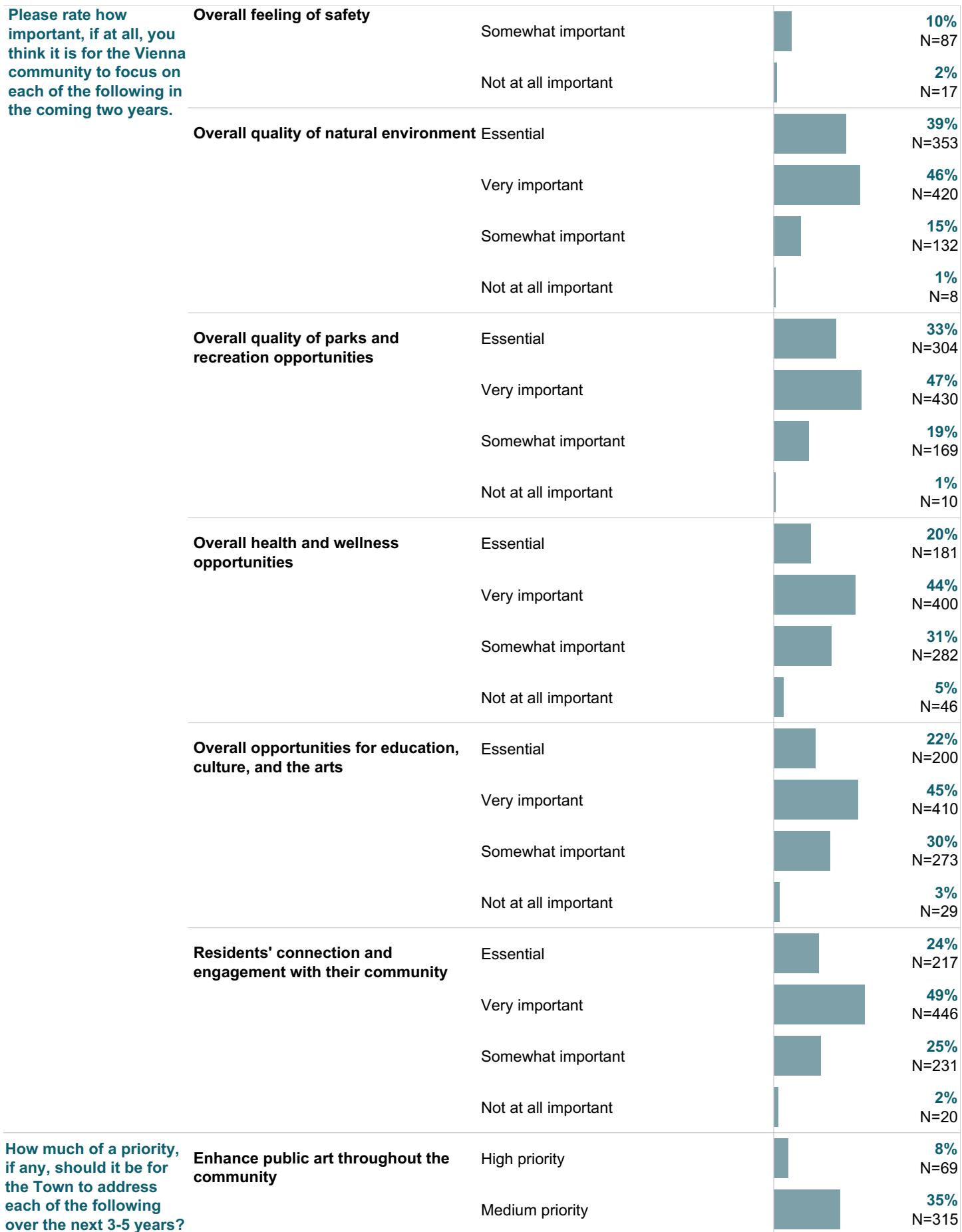


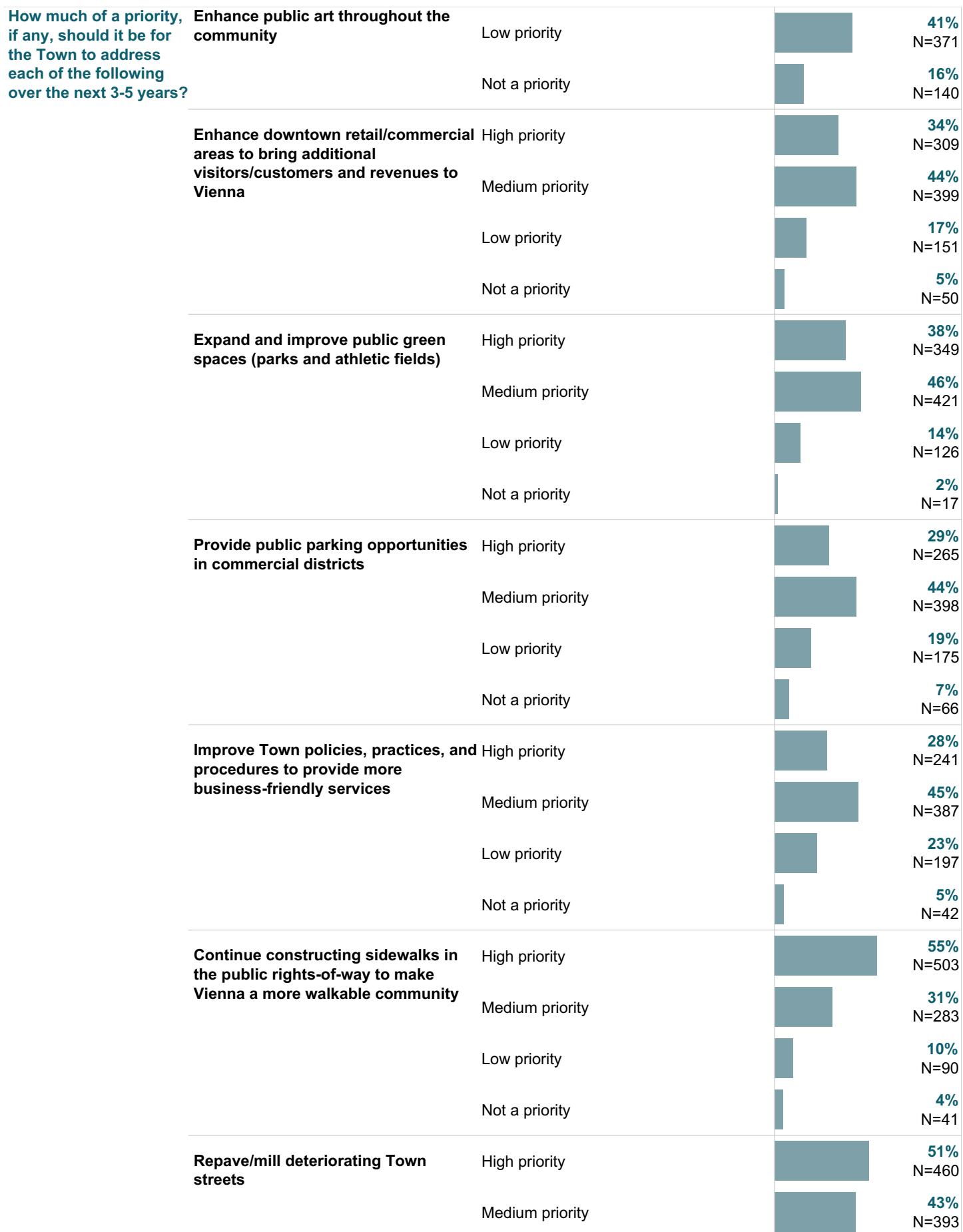


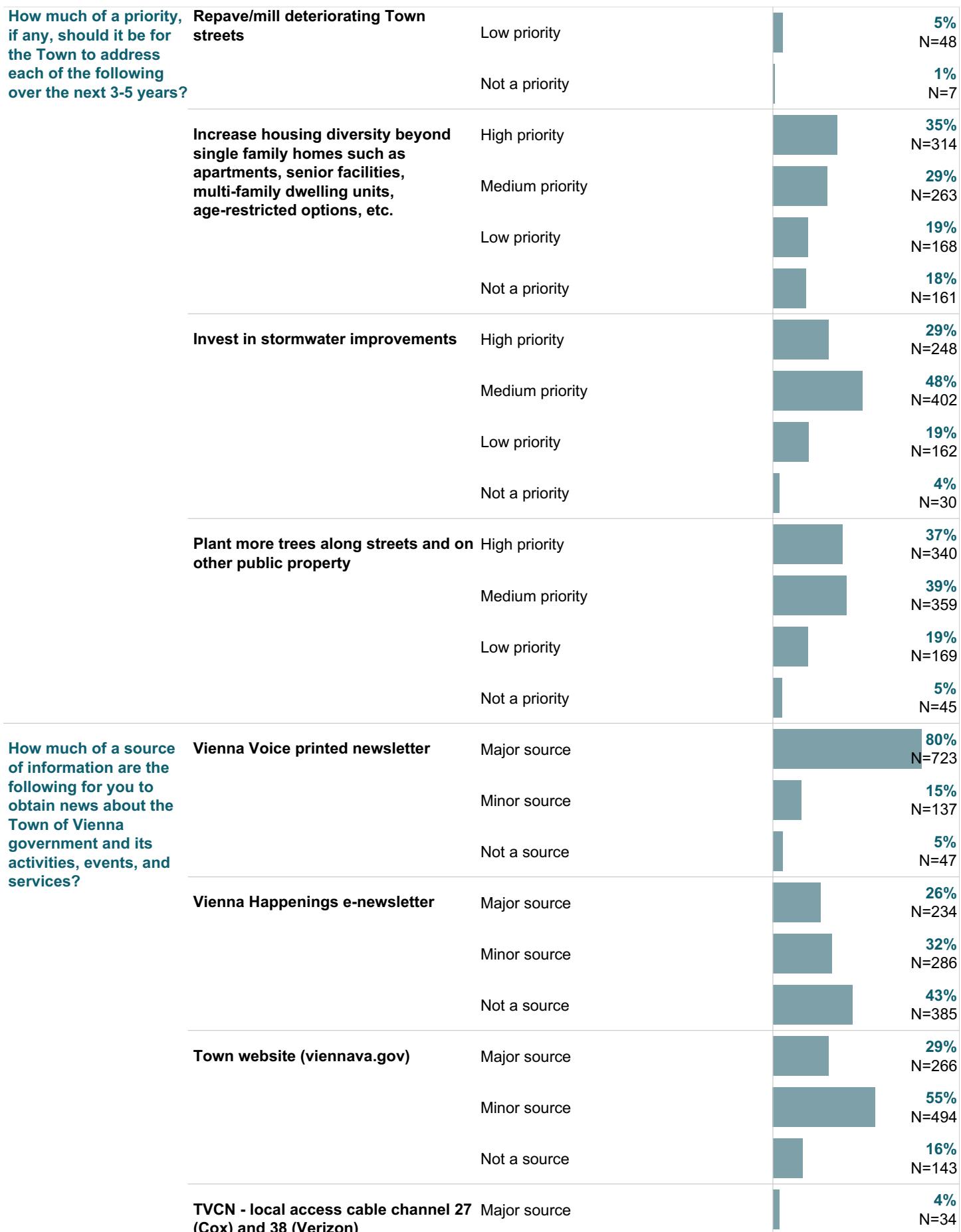


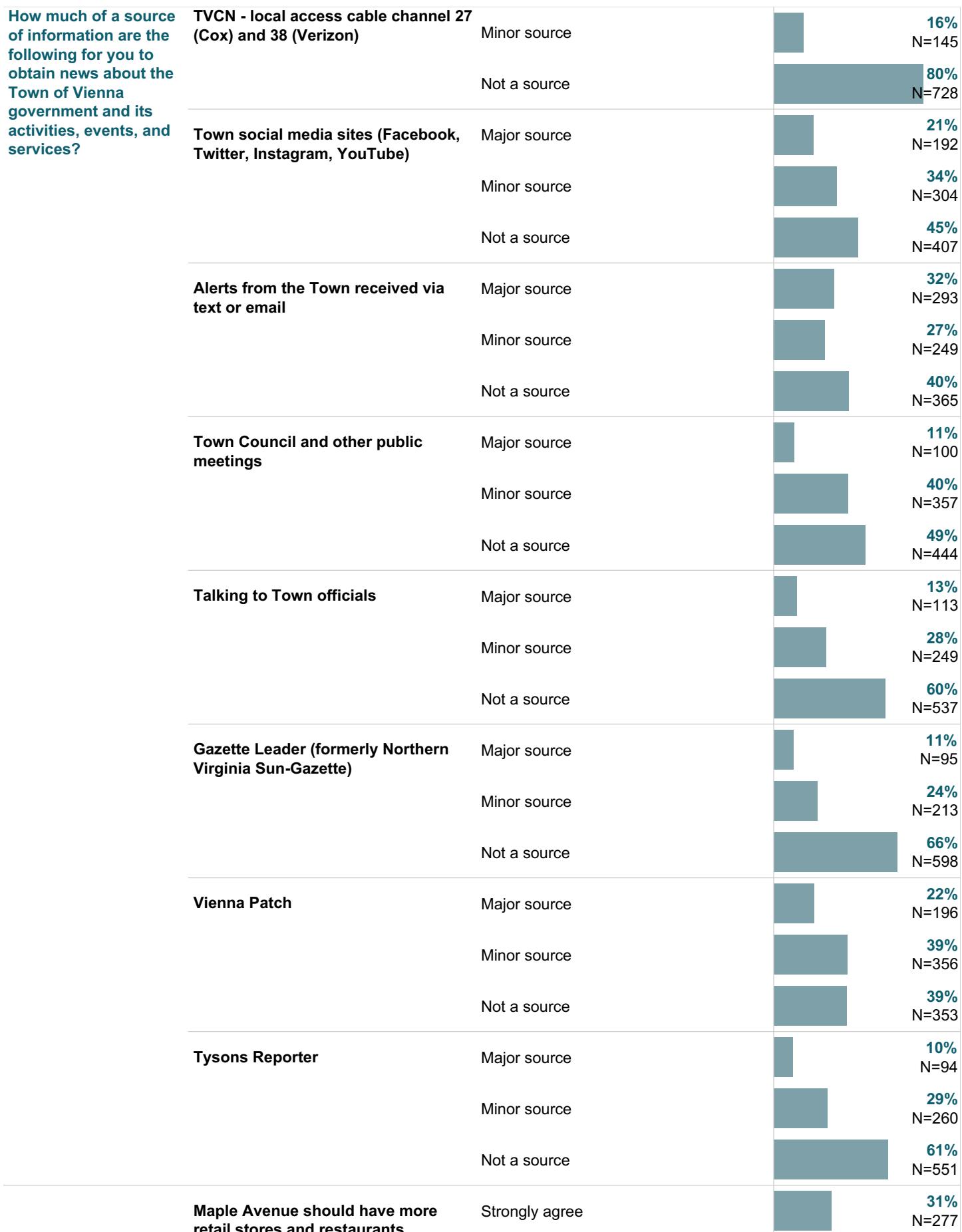


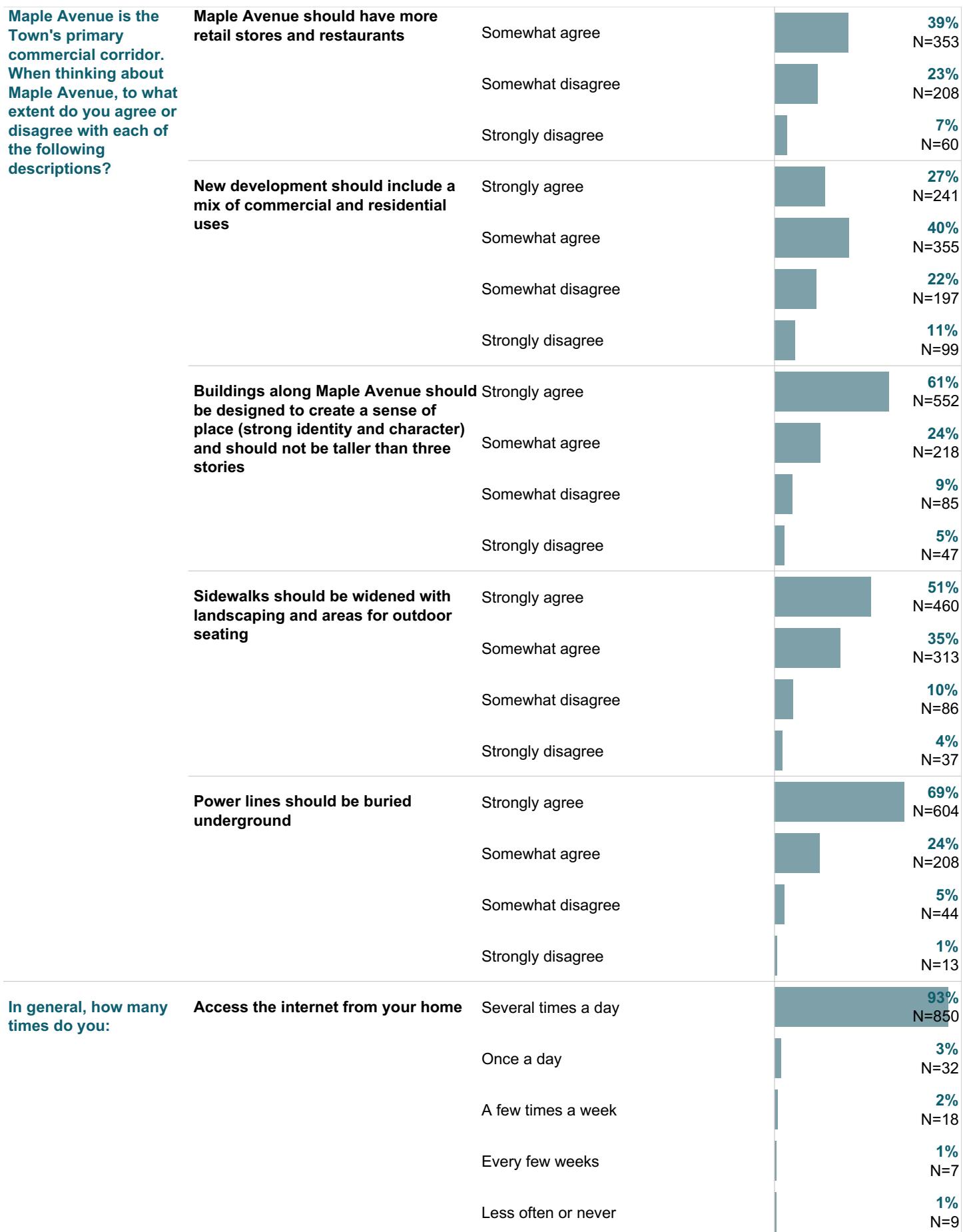


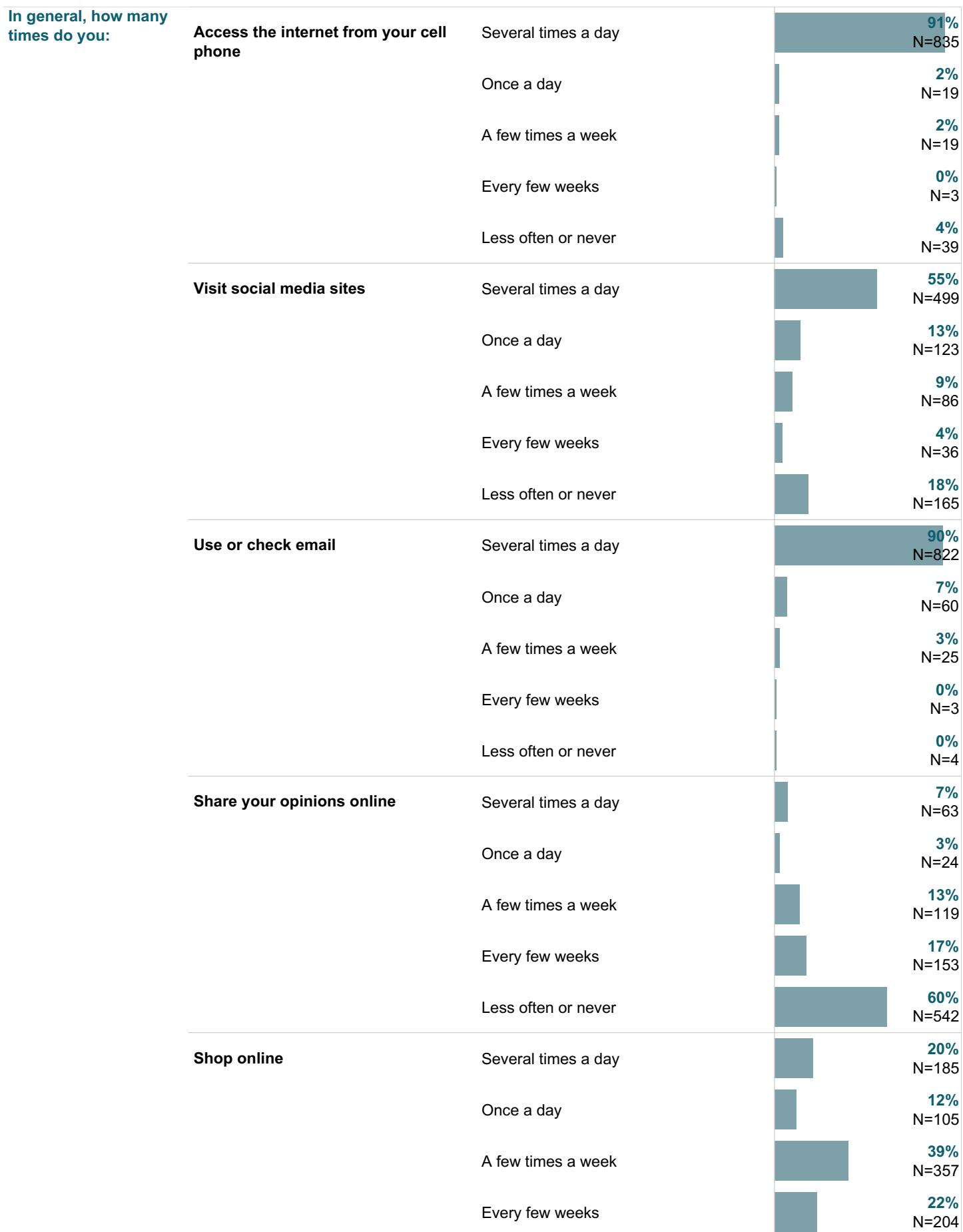


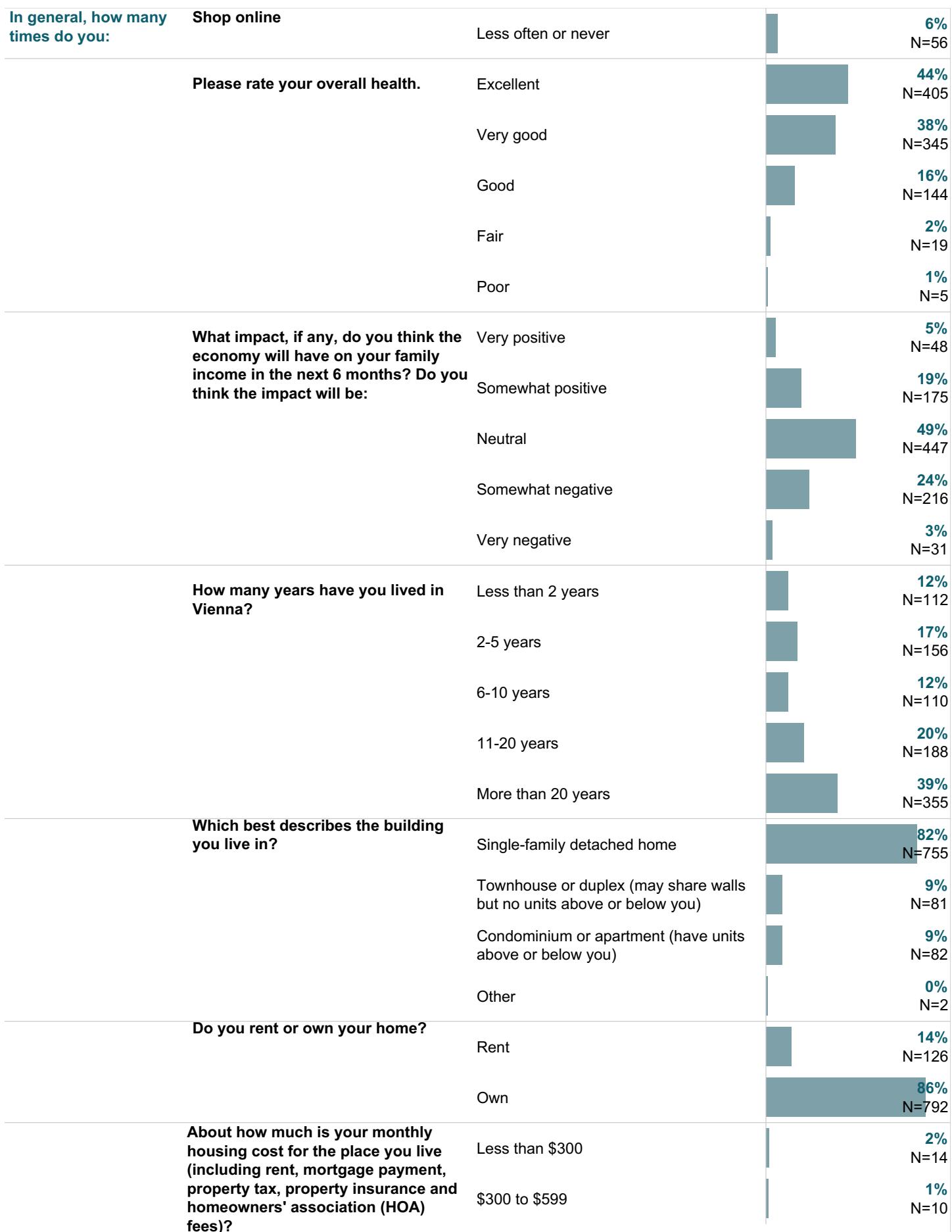


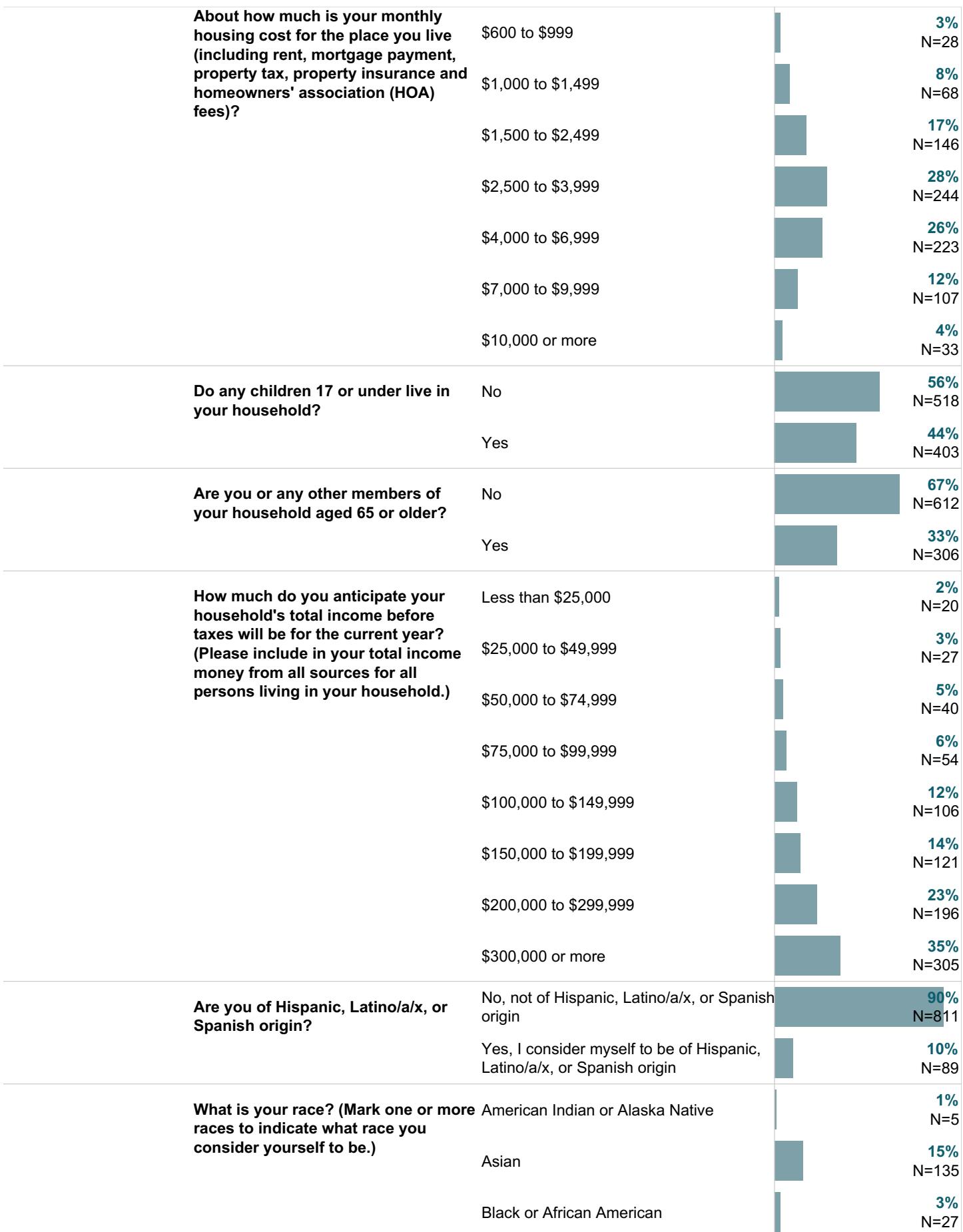


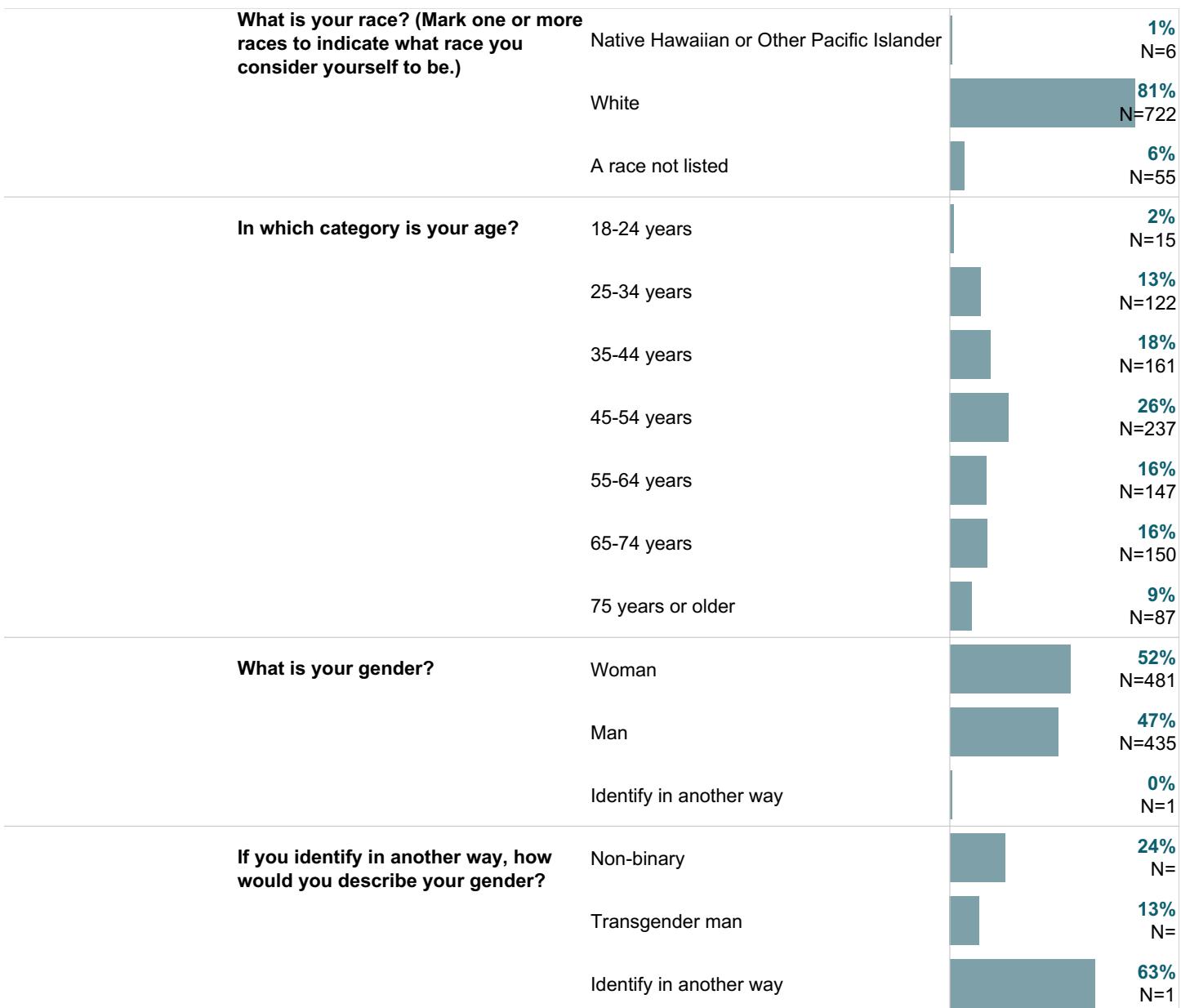












Methods (open participation)

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.

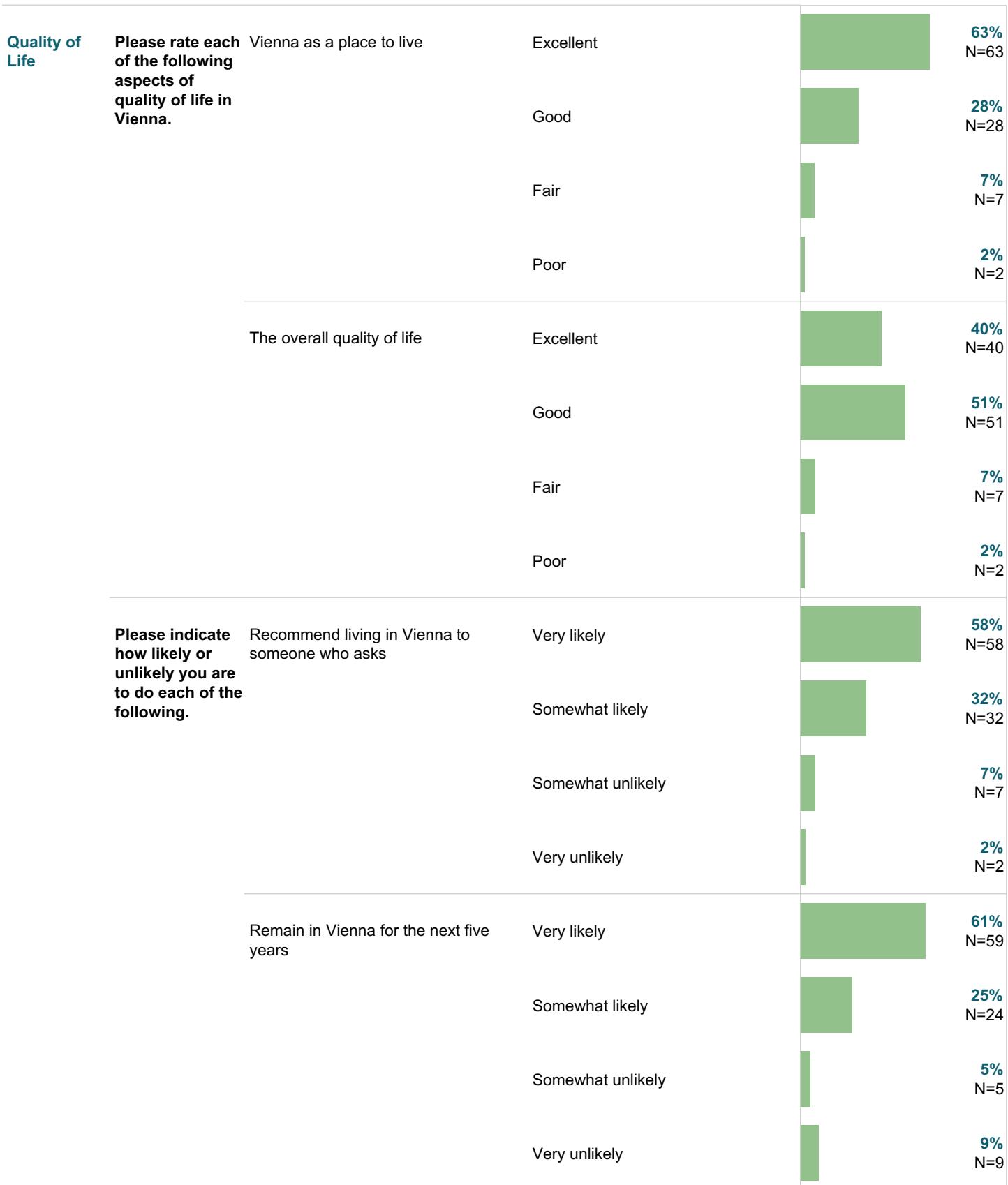
		Unweighted	Weighted	Target ²⁰
Age	18-34	5%	17%	17%
	35-54	54%	42%	42%
	55+	41%	41%	41%
Area	NE	16%	16%	16%
	NW	23%	13%	13%
	SE	25%	35%	35%
	SW	35%	36%	36%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	90%	90%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	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%

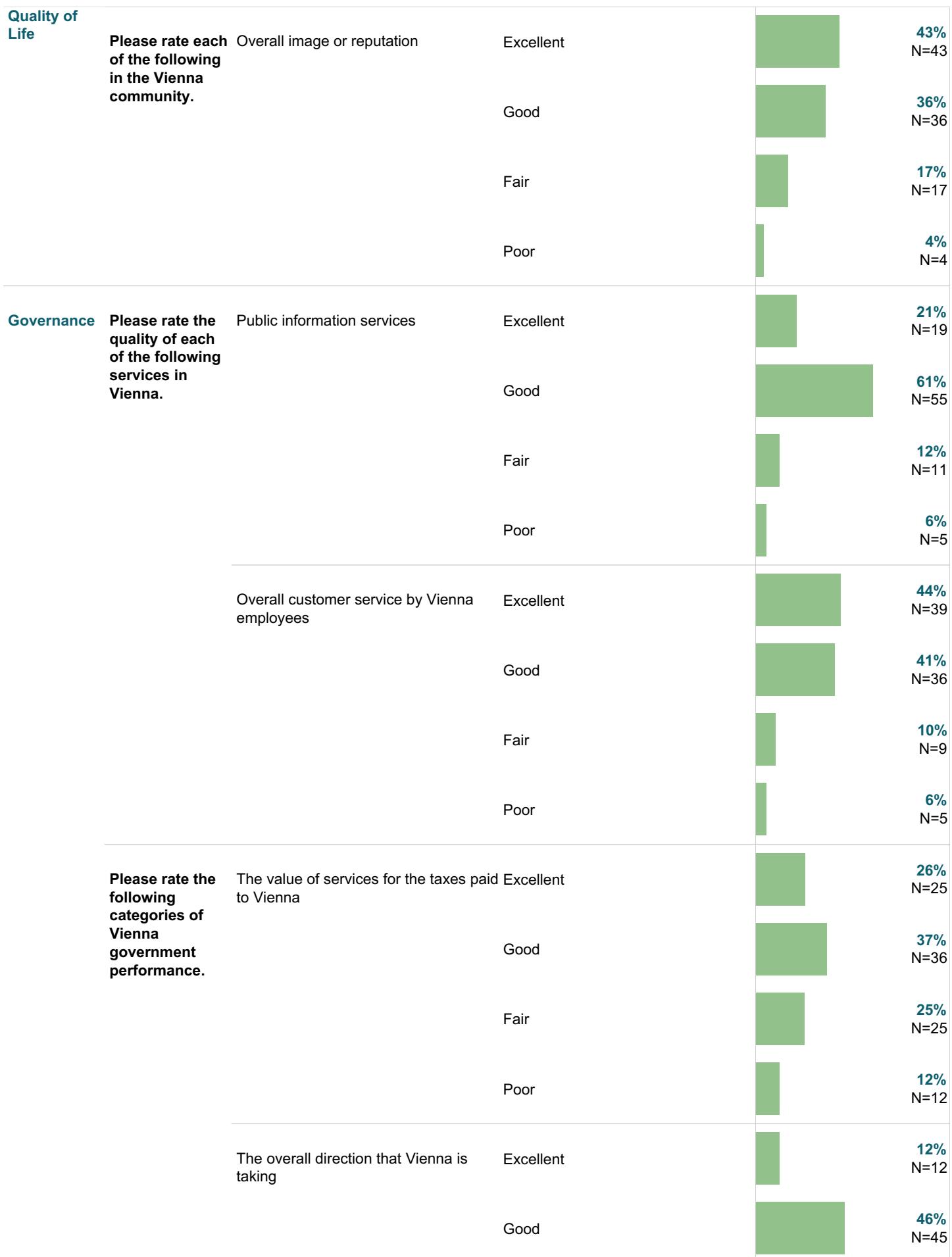
Sex	Man	28%	49%	49%
	Woman	72%	51%	51%
Sex/age	Man 18-34	3%	9%	9%
	Man 35-54	13%	21%	21%
	Man 55+	11%	20%	20%
	Woman 18-34	2%	9%	9%
	Woman 35-54	41%	21%	21%
	Woman 55+	30%	21%	21%

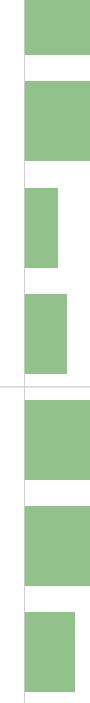
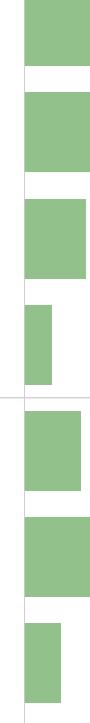
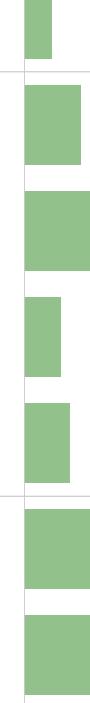
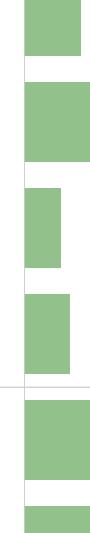
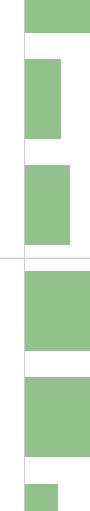
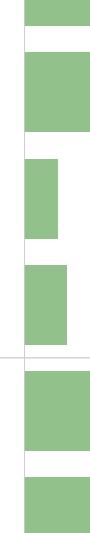
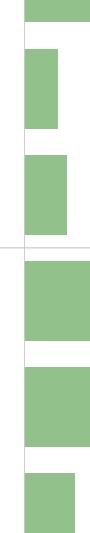
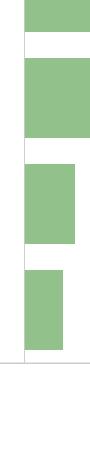
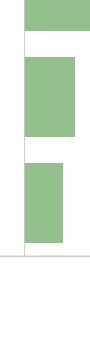
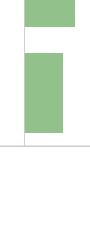
19. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
 20. Targets come from the 2020 Census and 2022 American Community Survey.

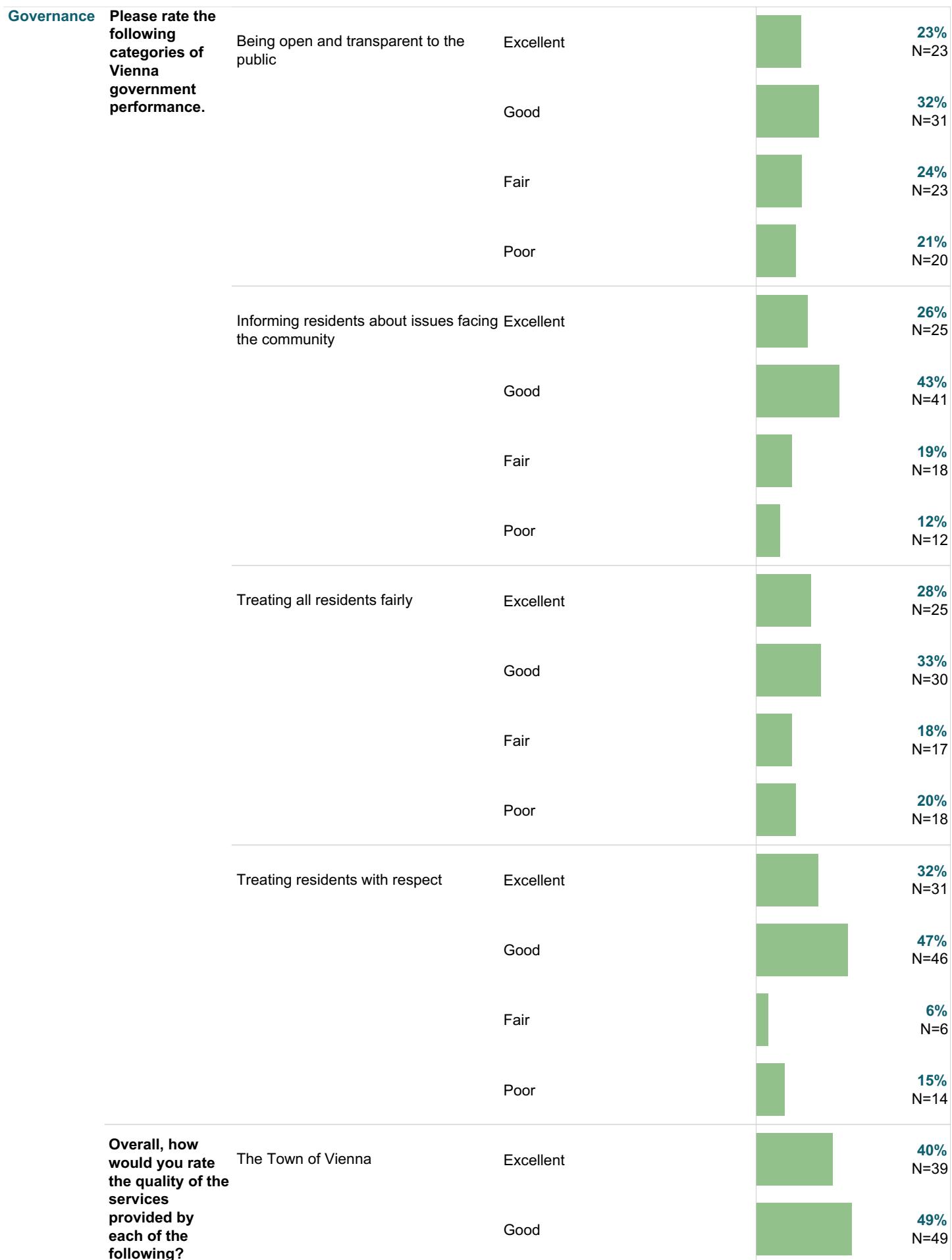
Open Participation Survey Results

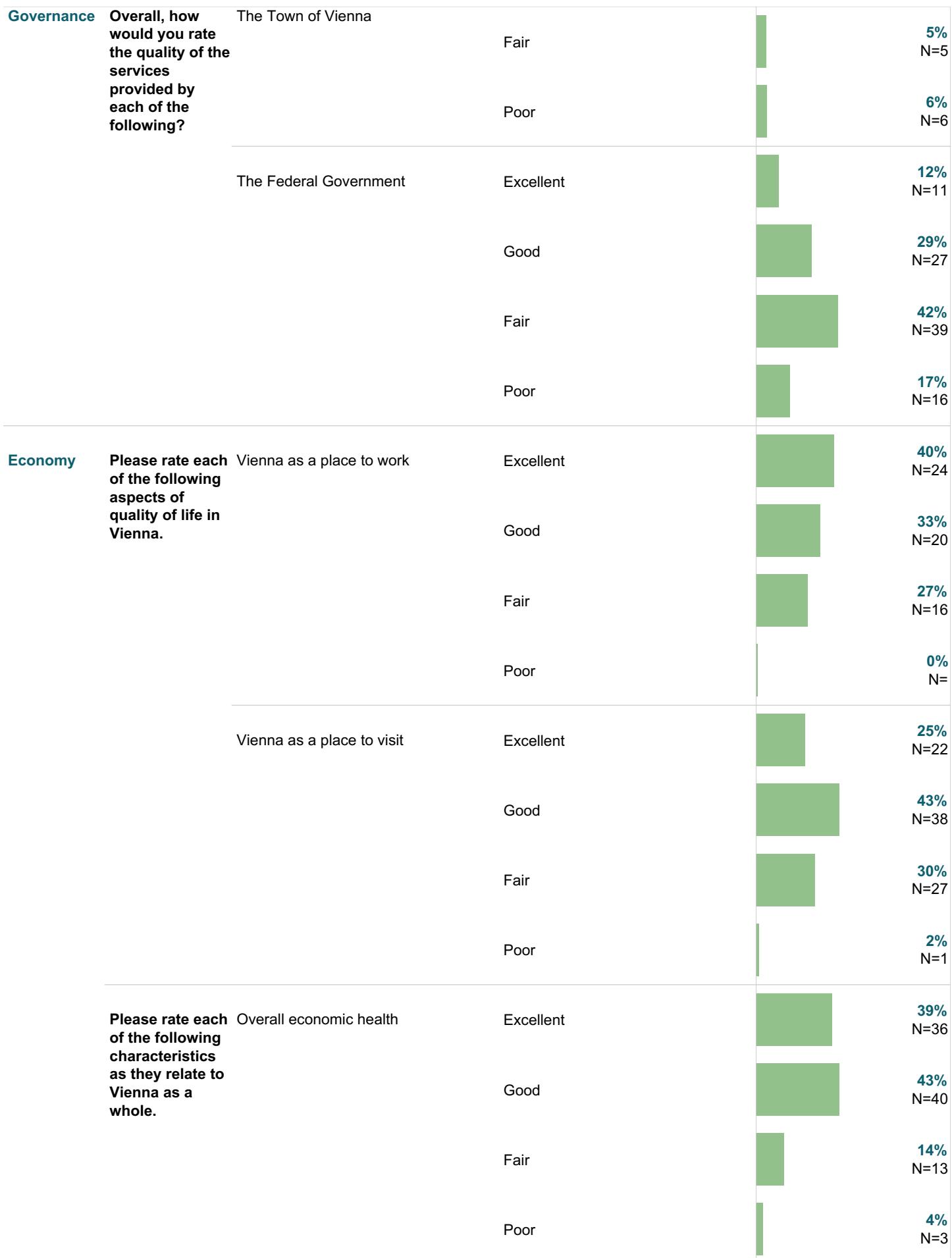
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the 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.



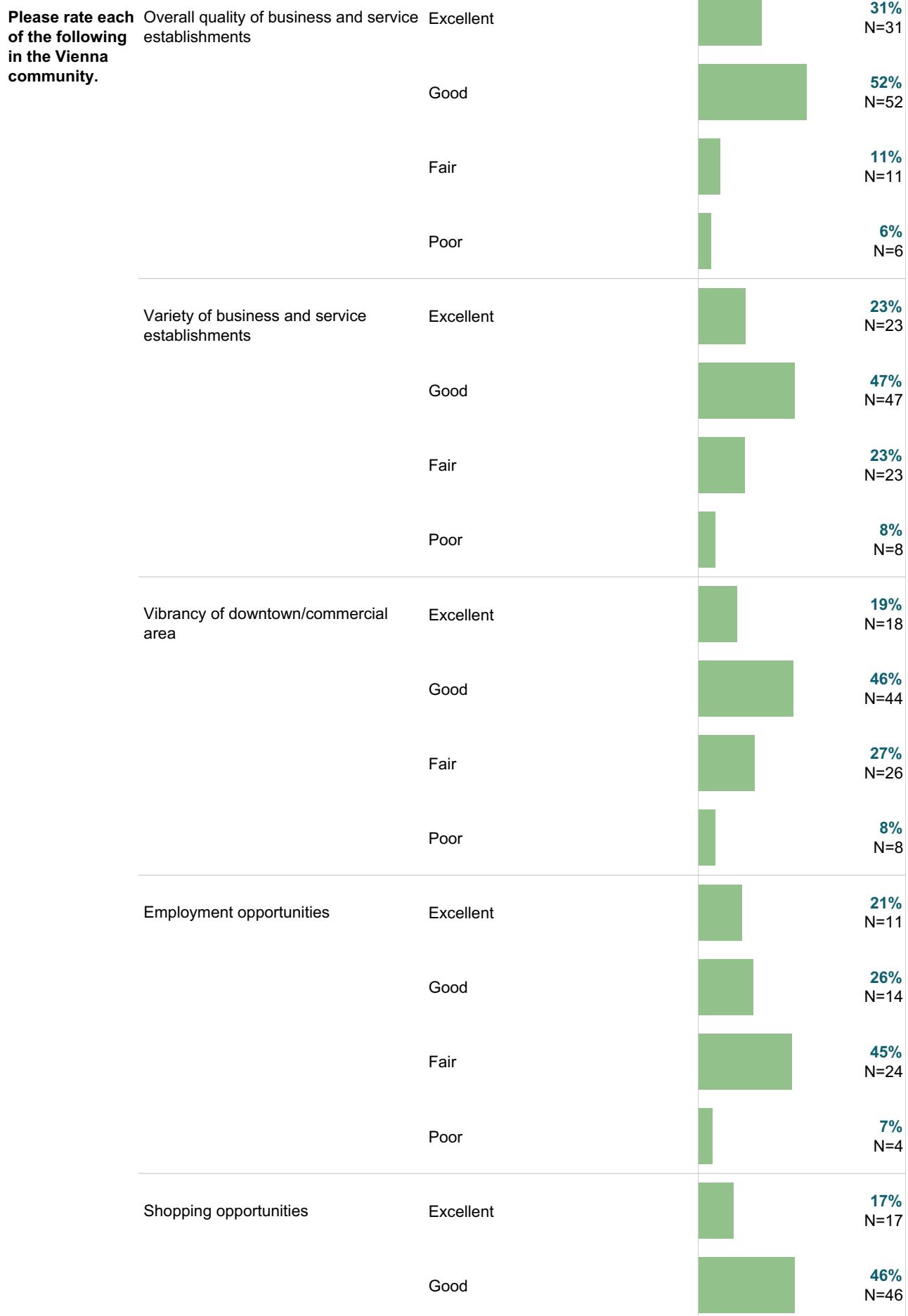


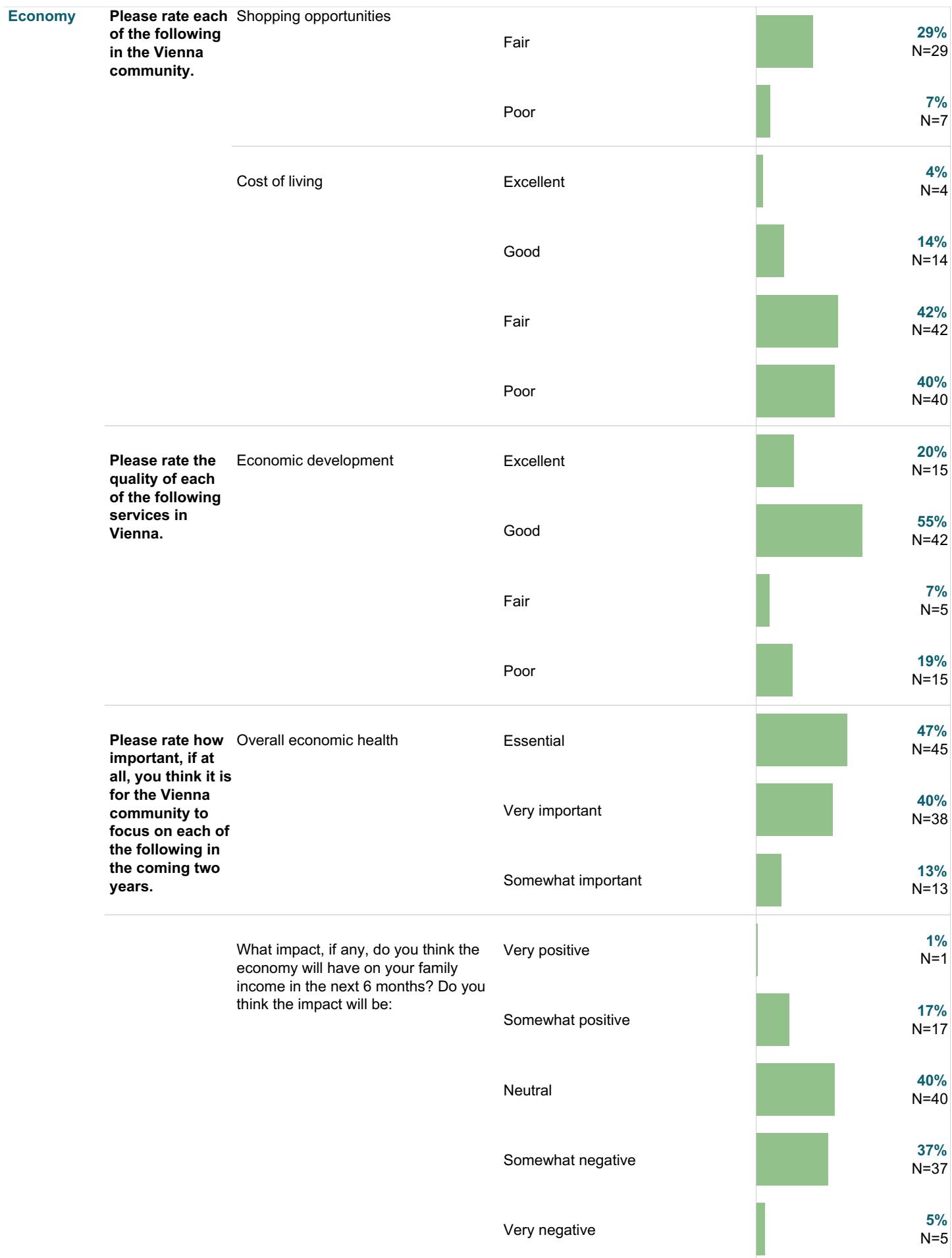
Governance	Please rate the following categories of Vienna government performance.	The overall direction that Vienna is taking	Fair		26% N=26
			Poor		16% N=16
		The job Vienna government does at welcoming resident involvement	Excellent		23% N=22
			Good		47% N=44
		Overall confidence in Vienna government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

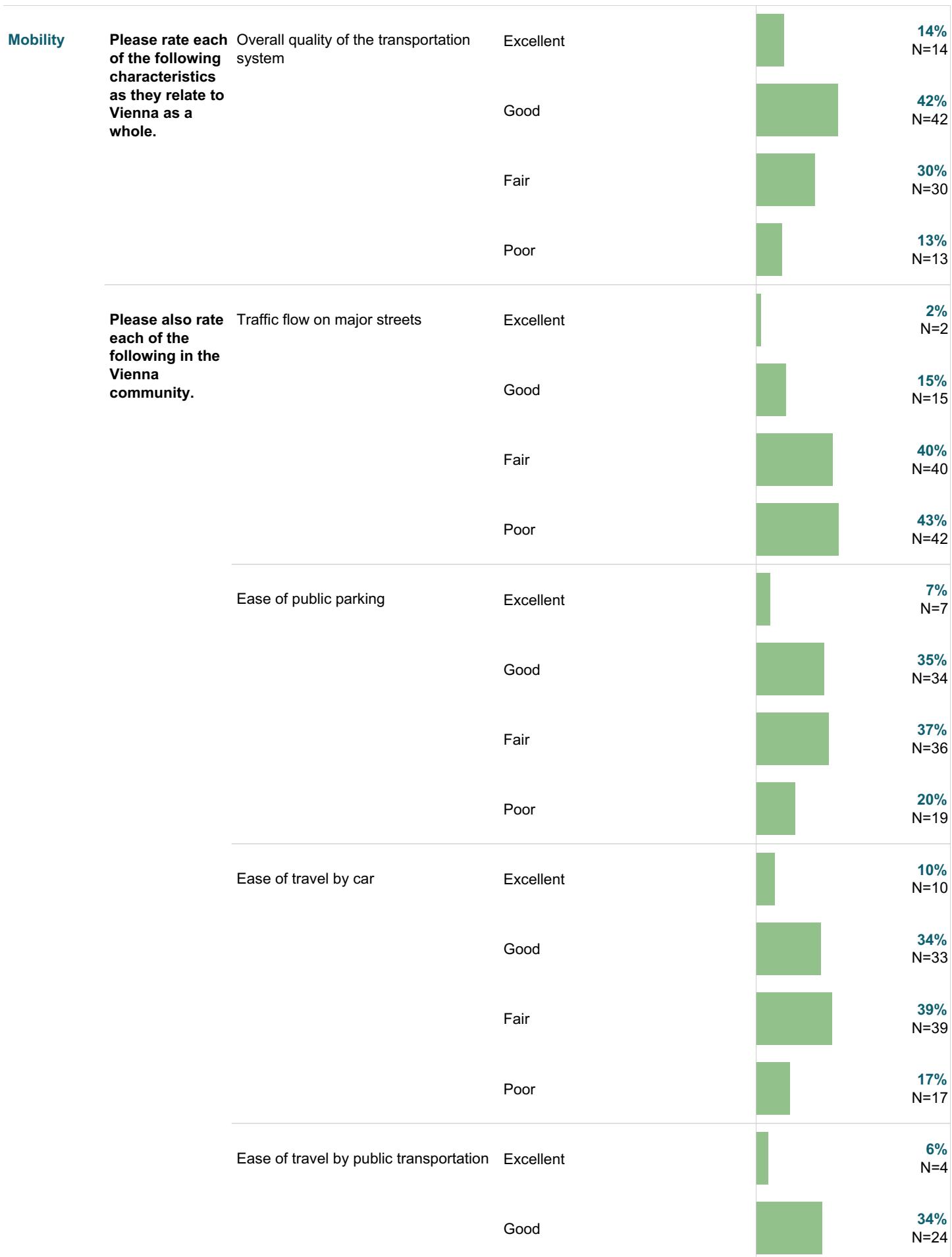


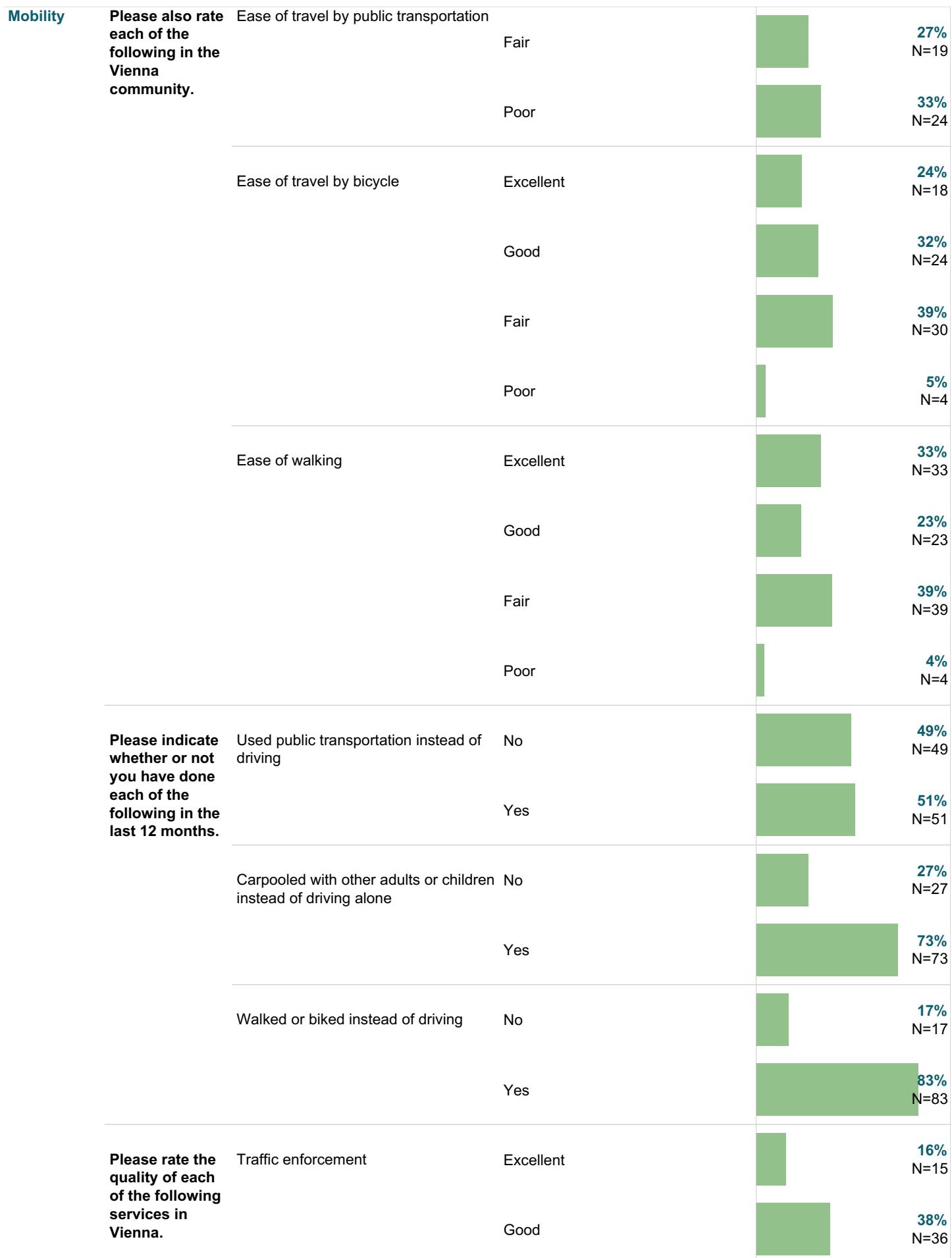


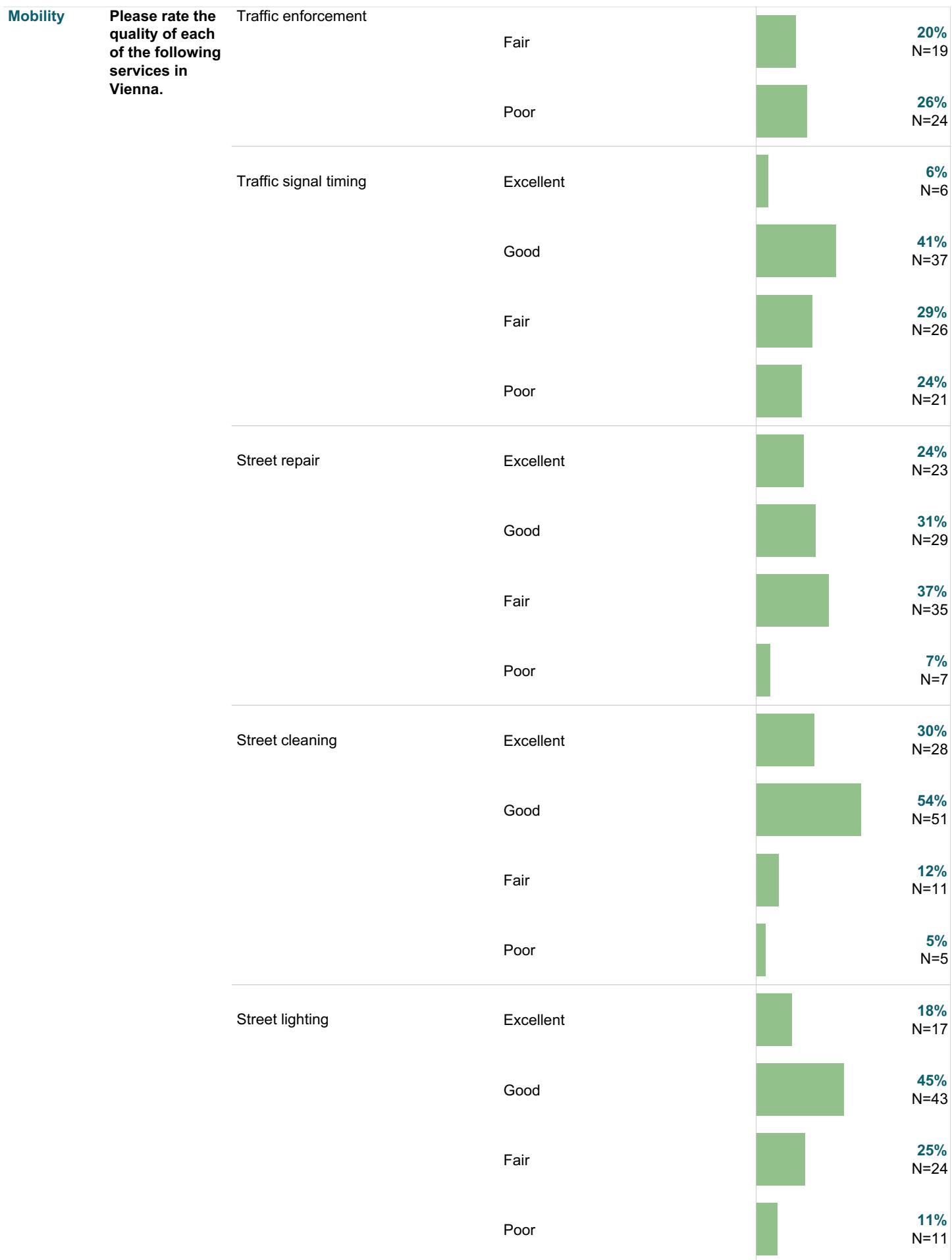
Economy

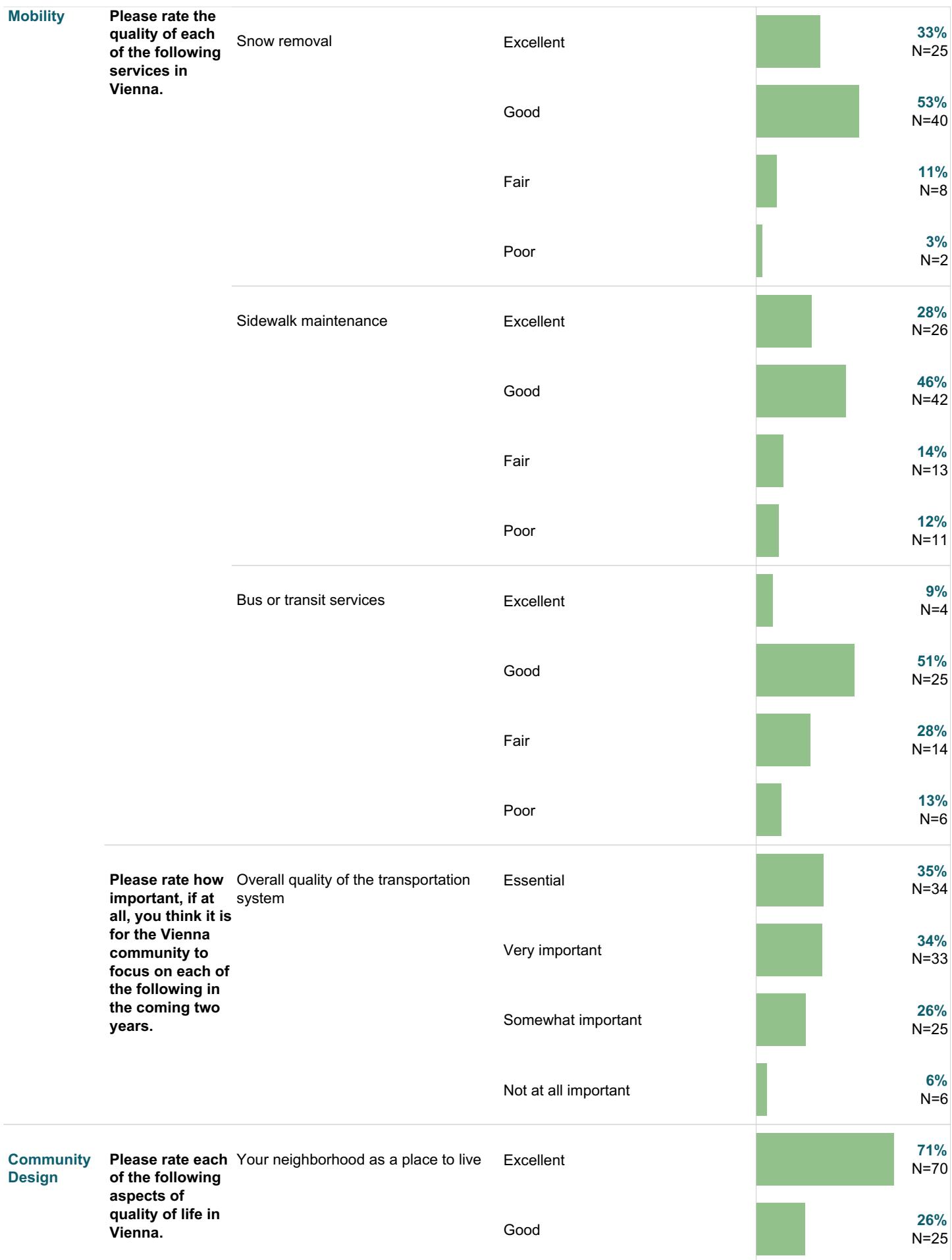


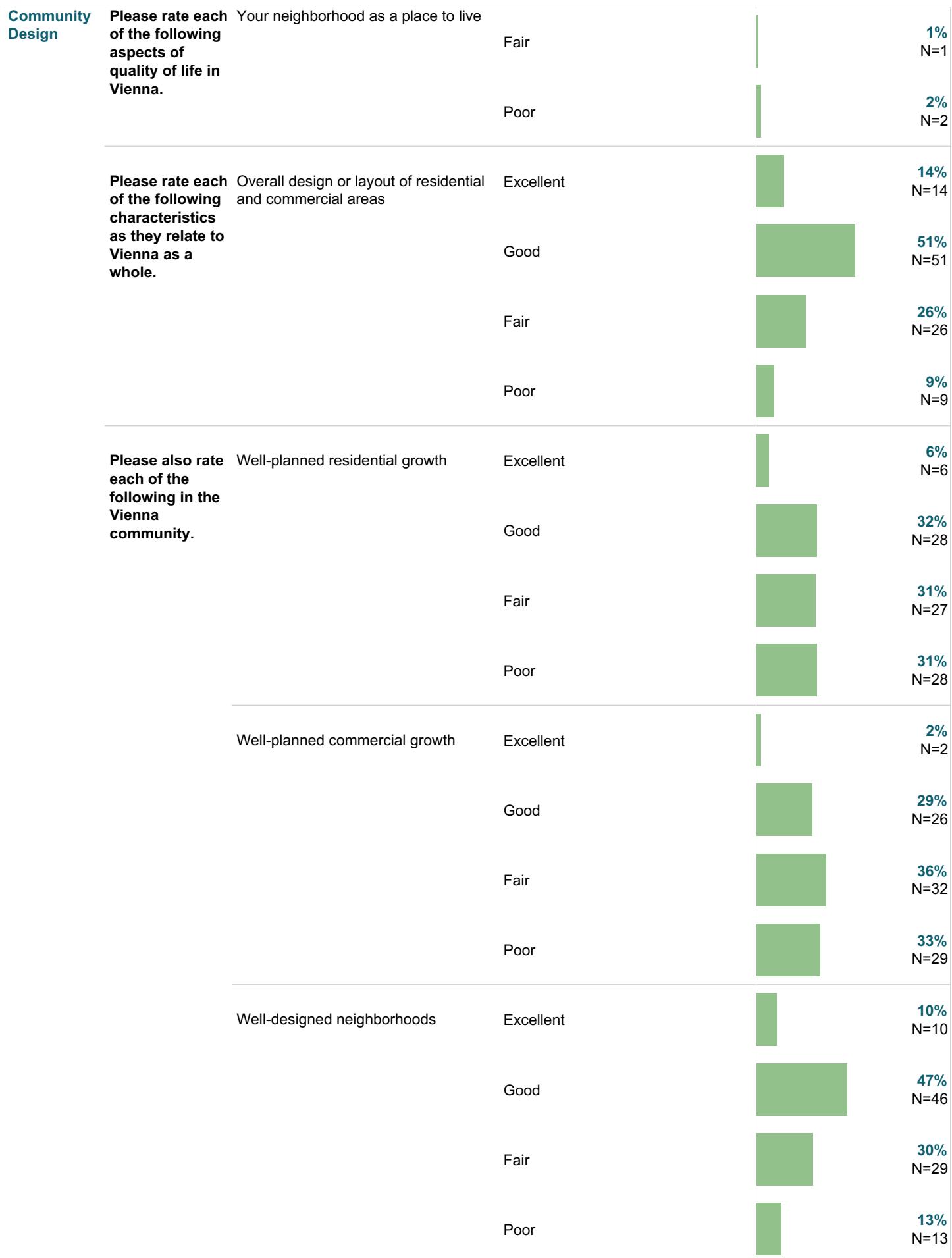


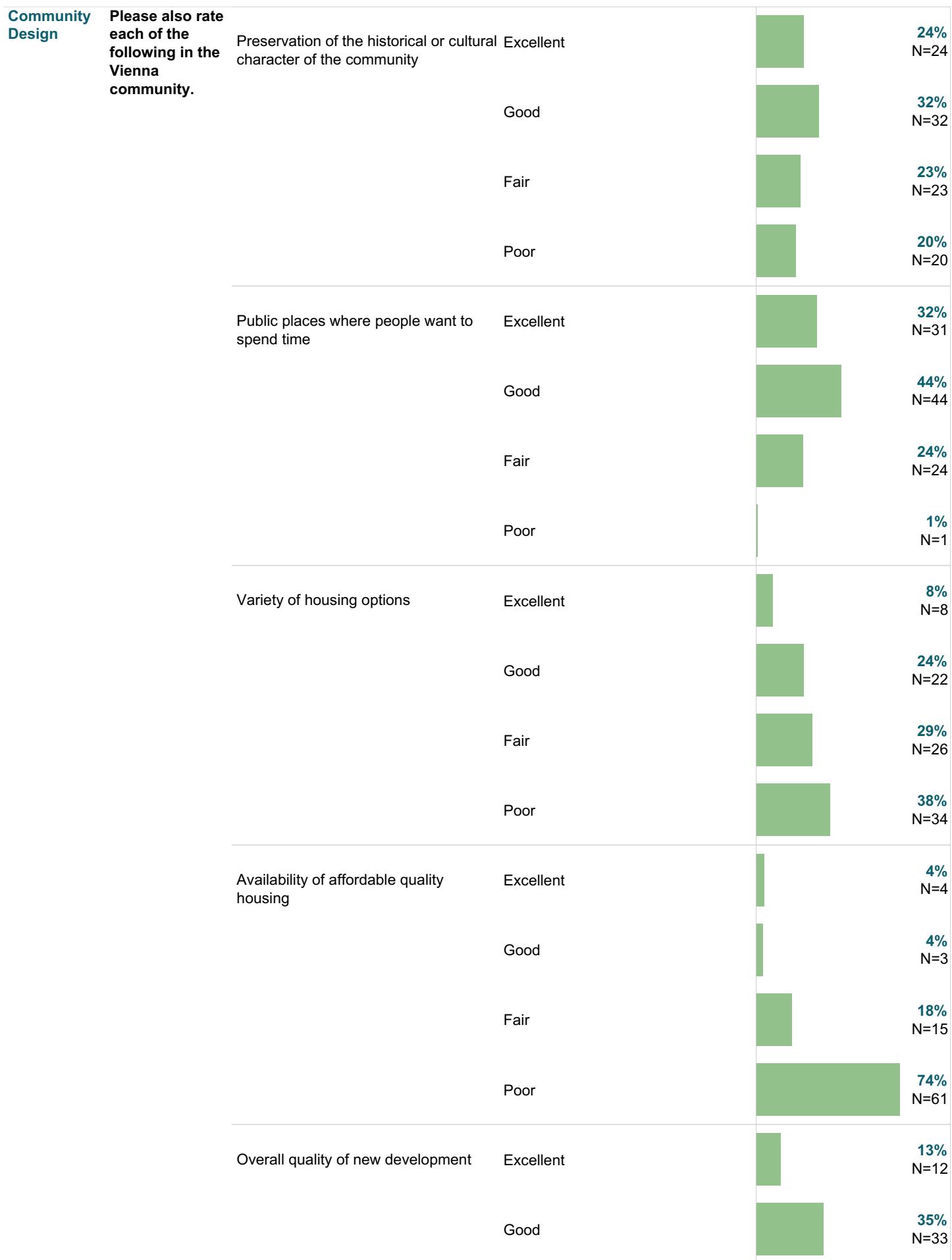


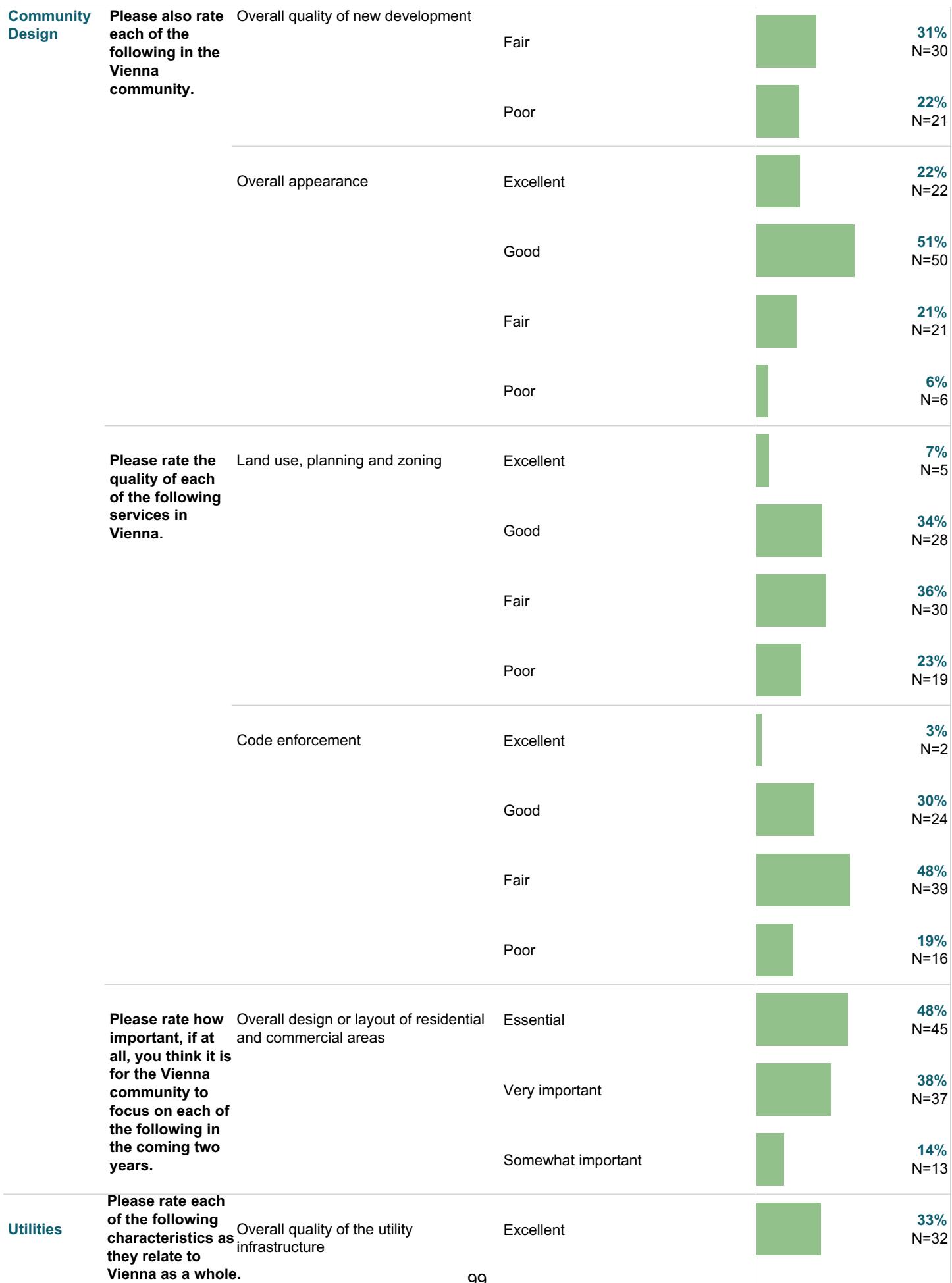


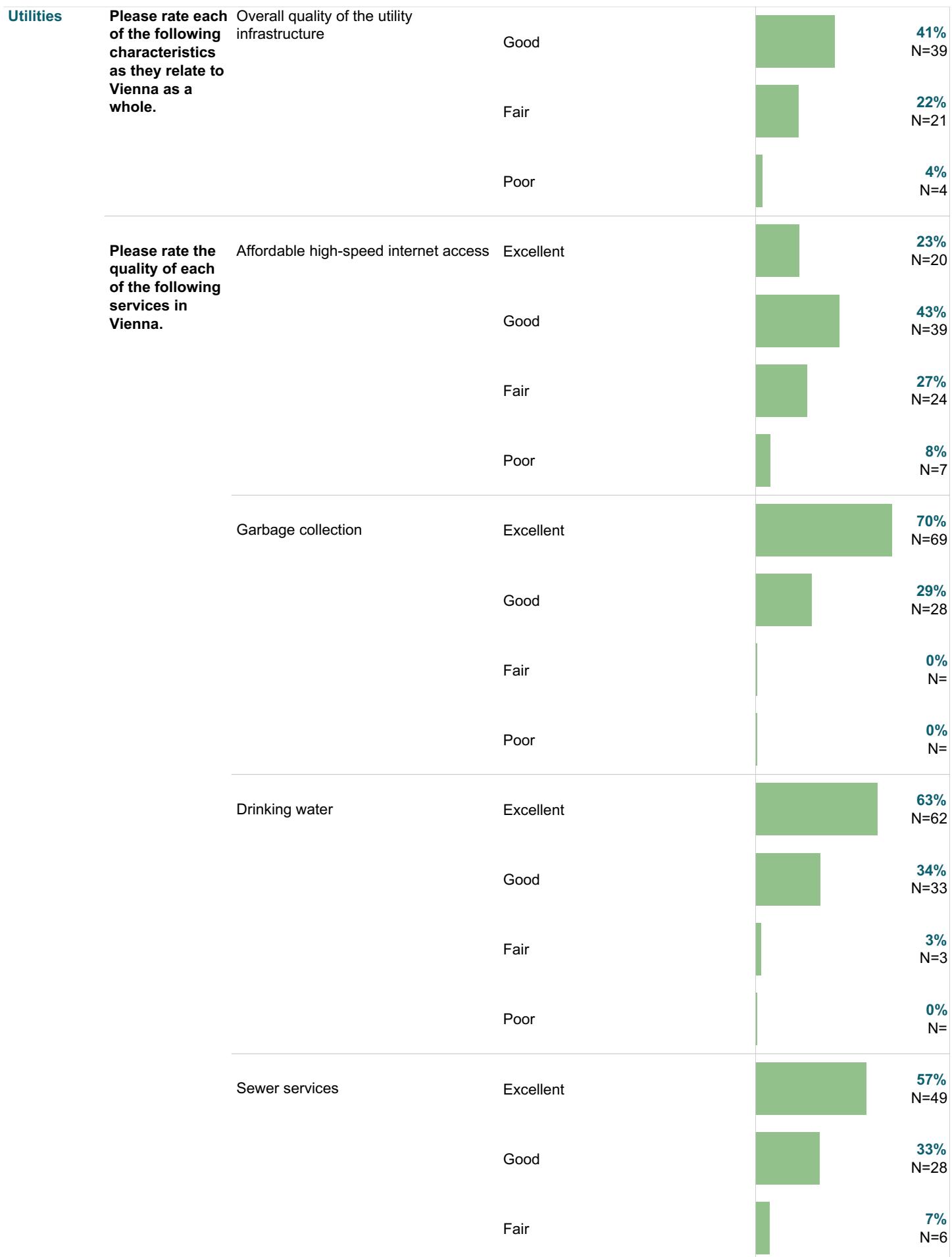


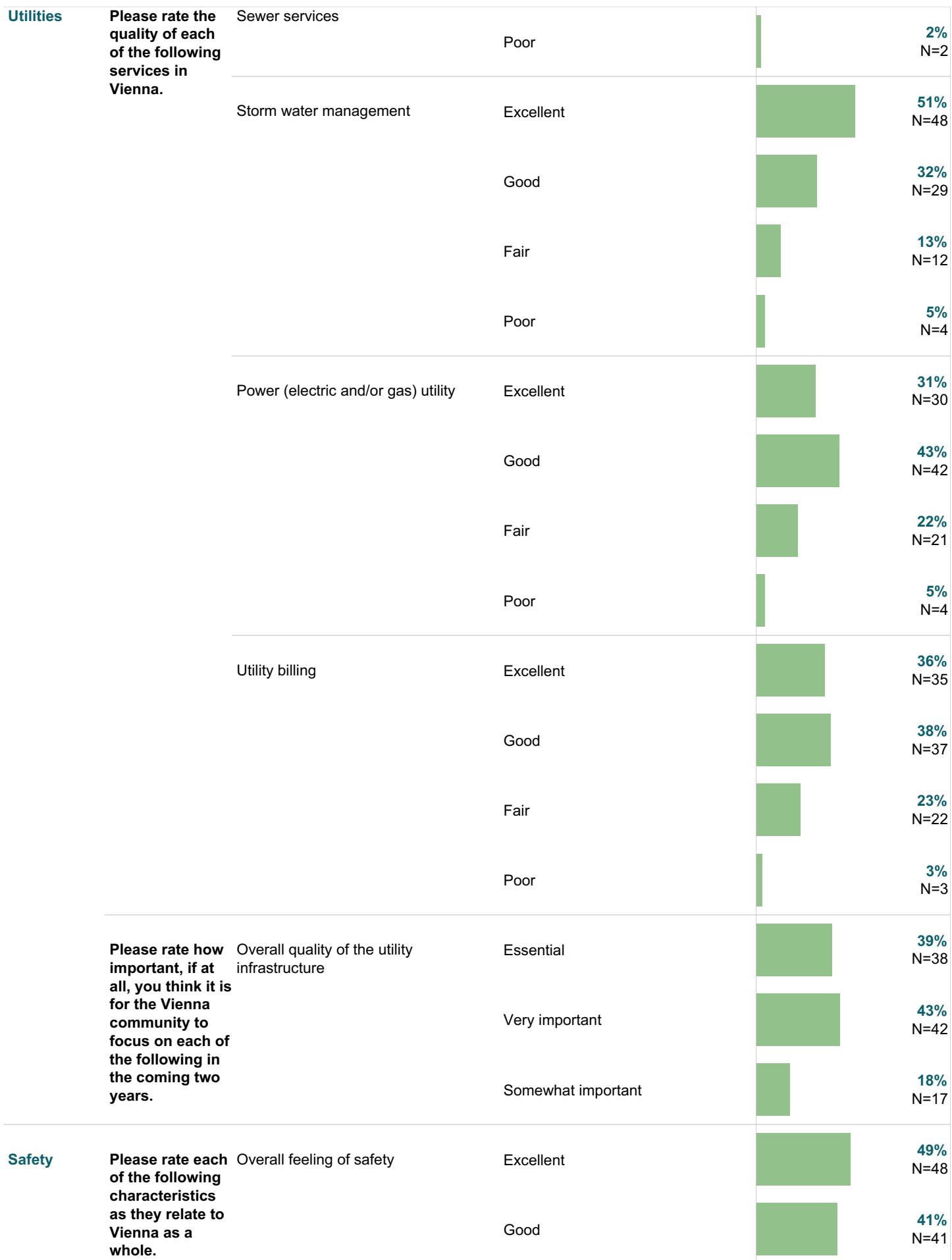


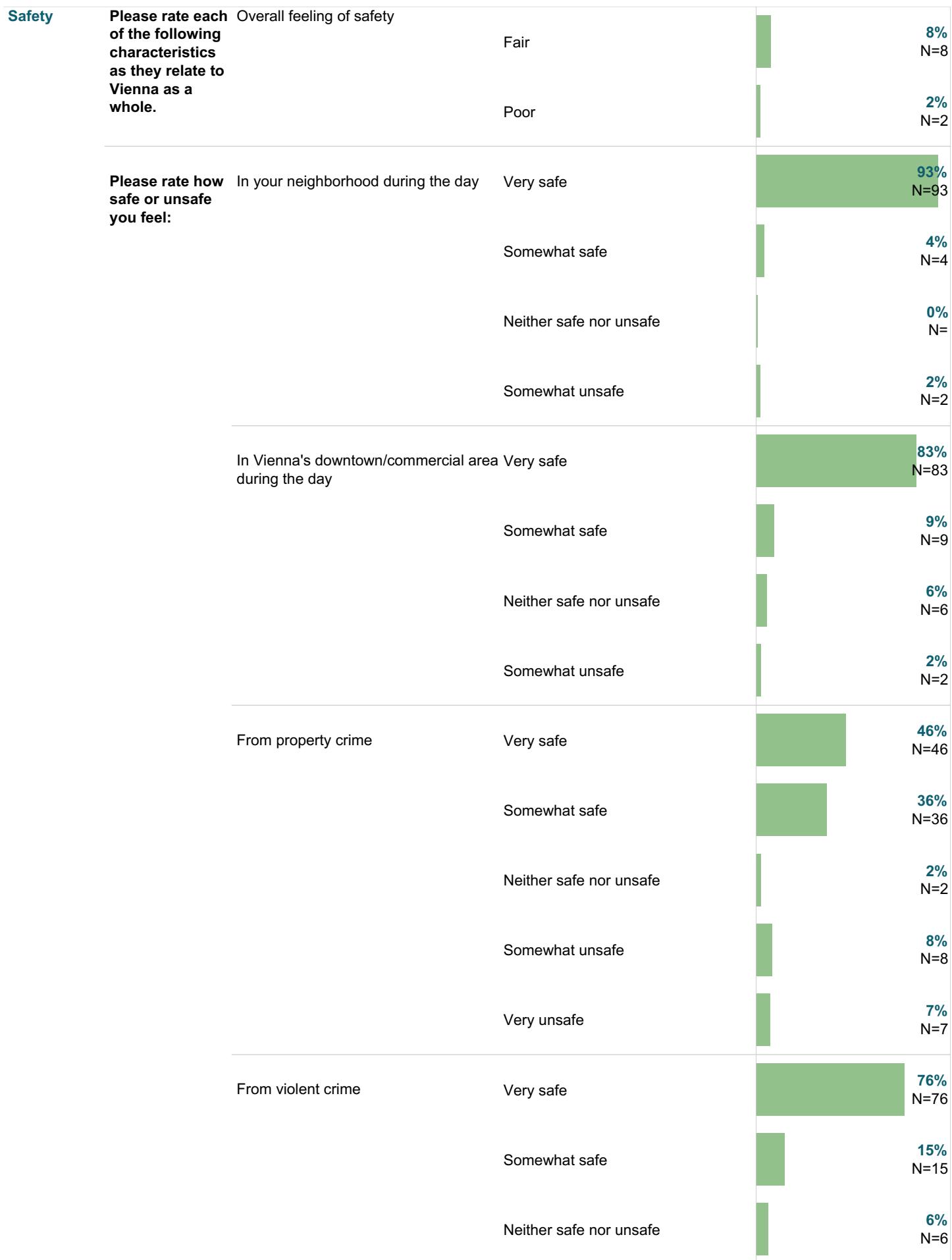


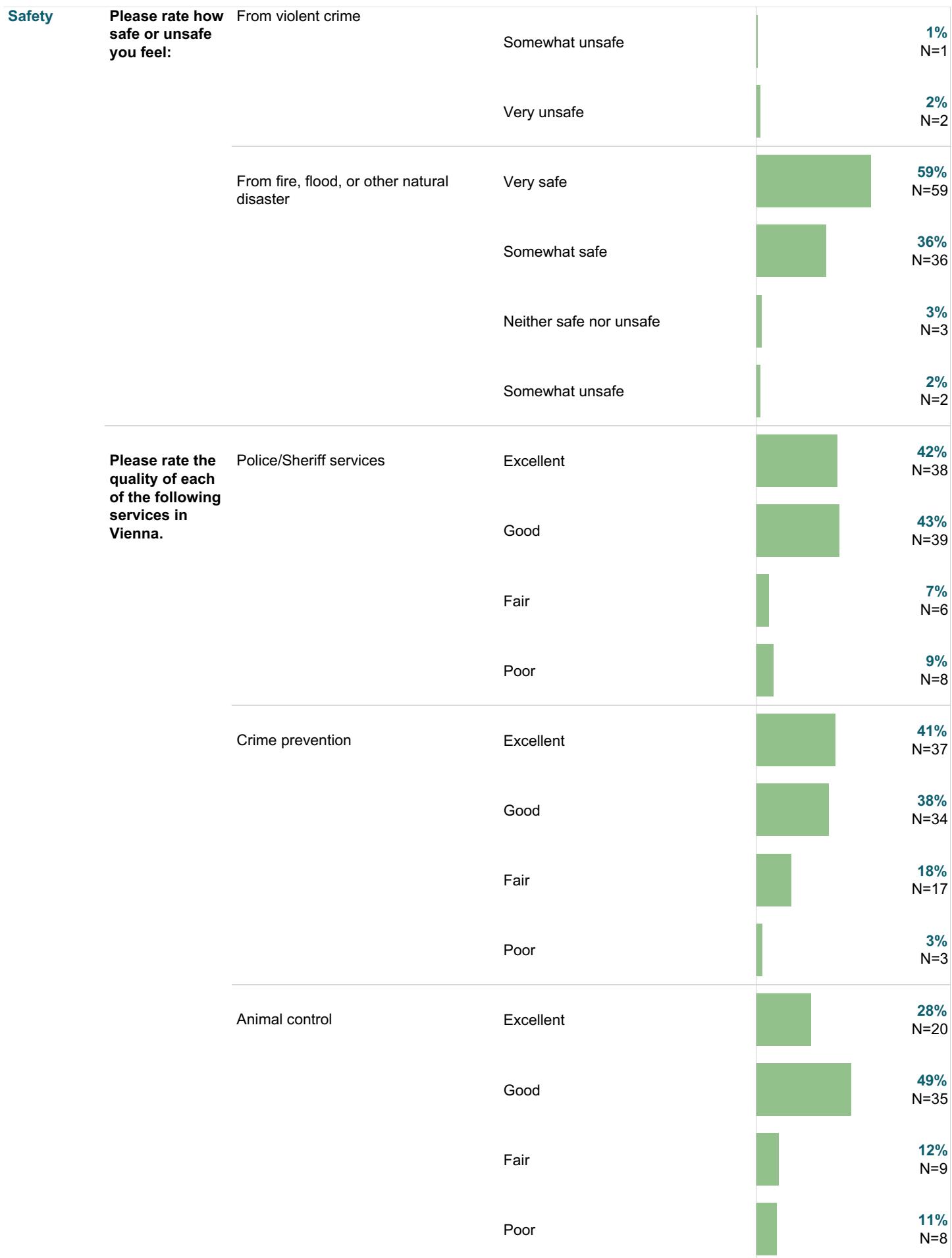


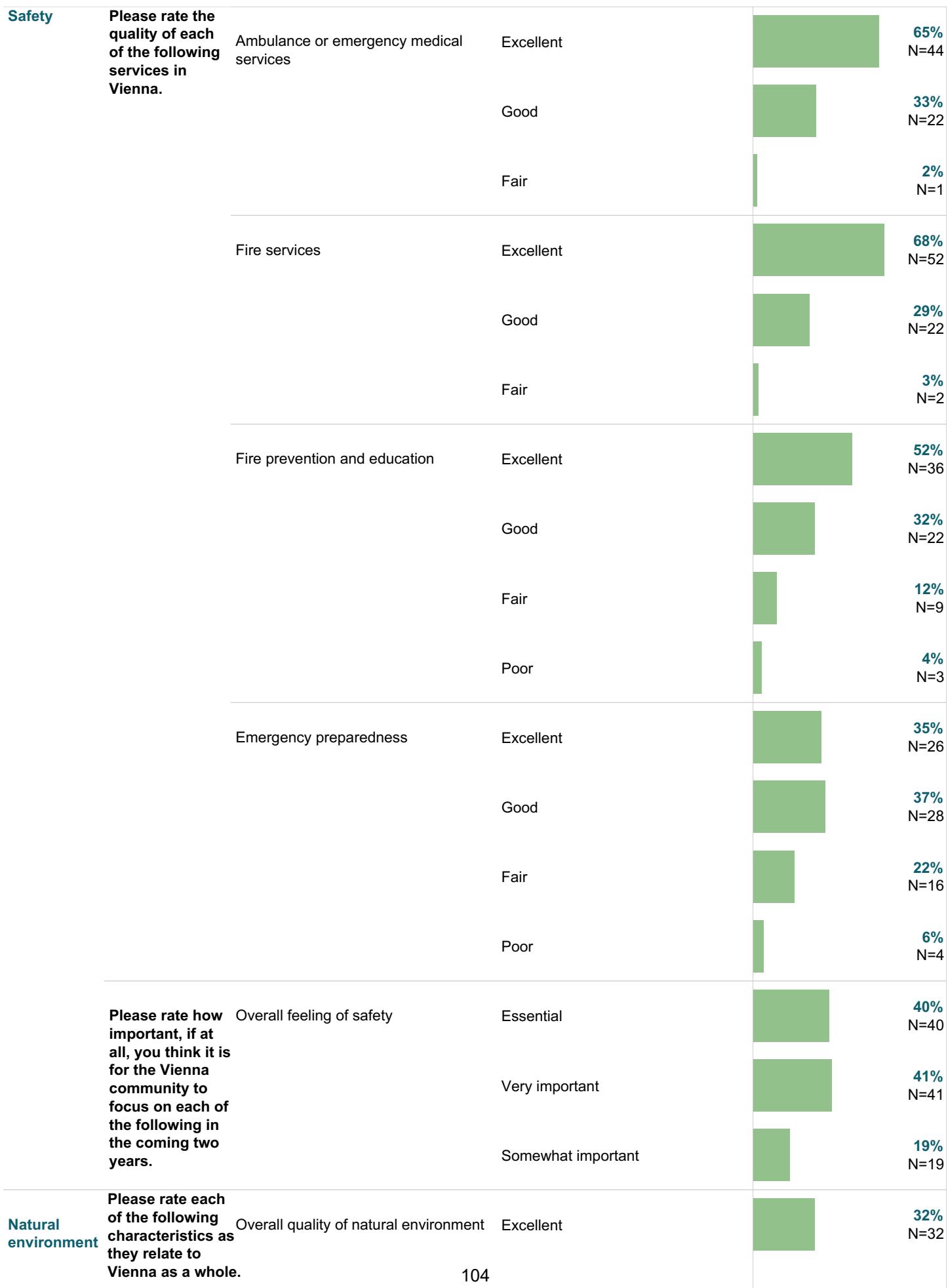


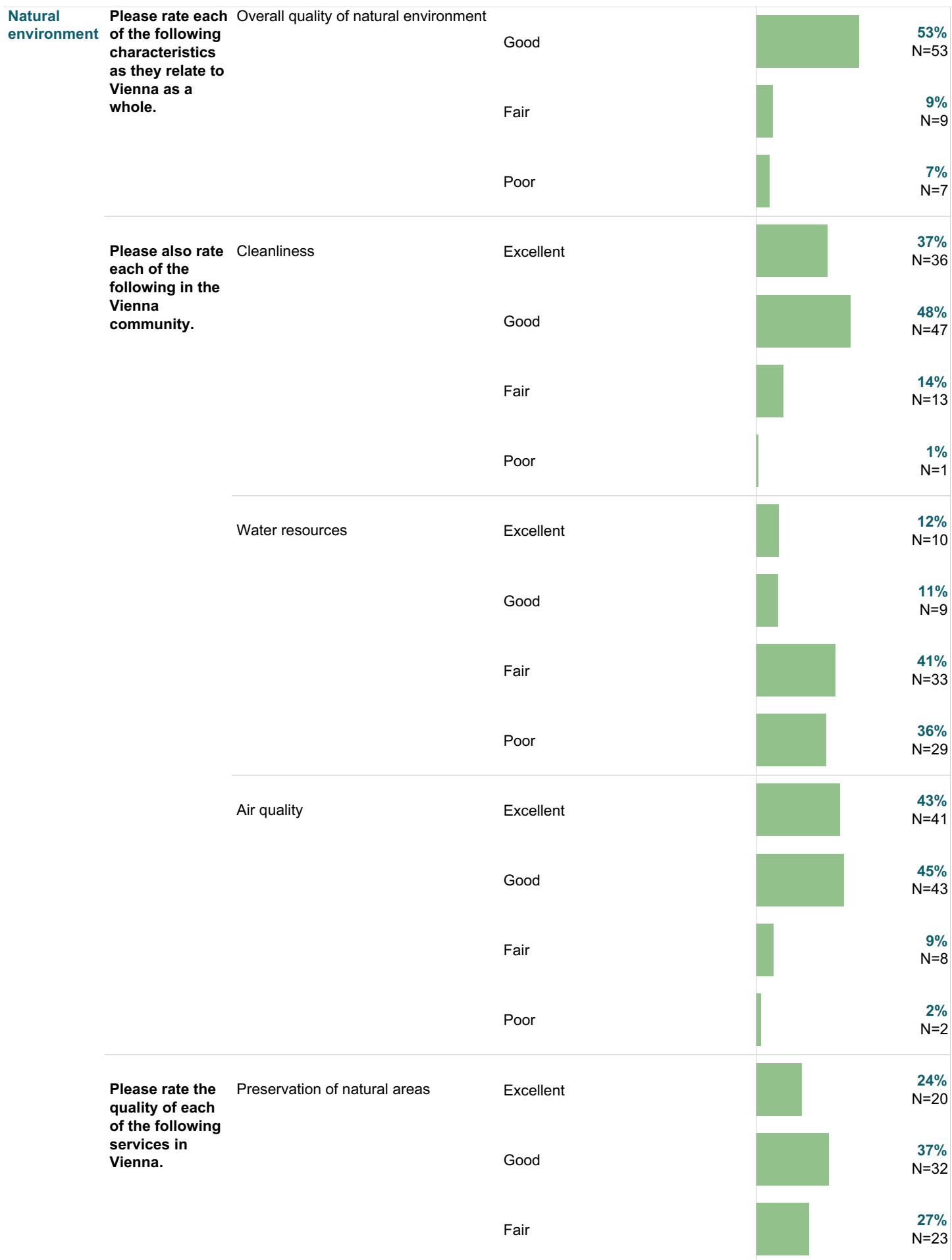


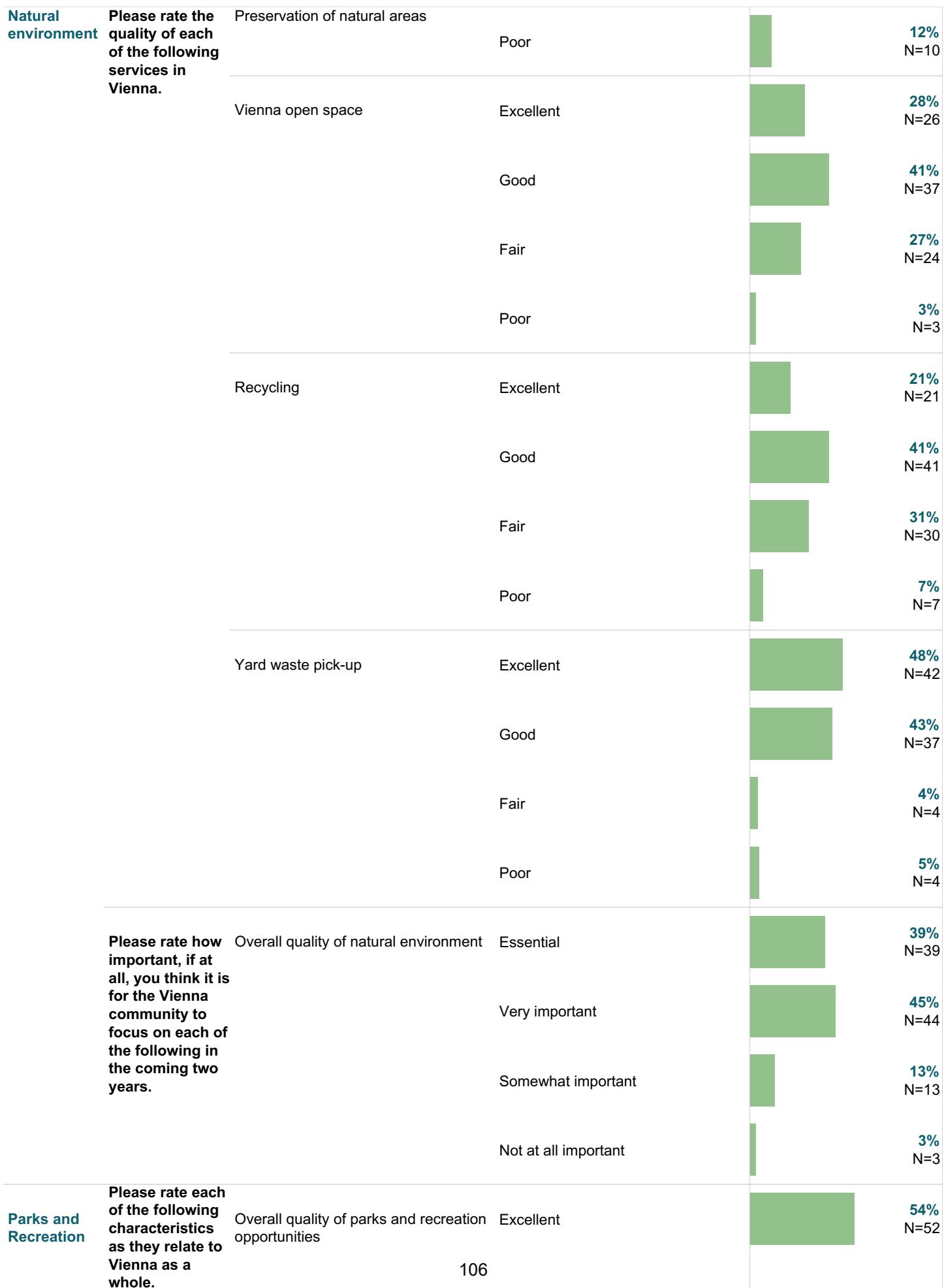


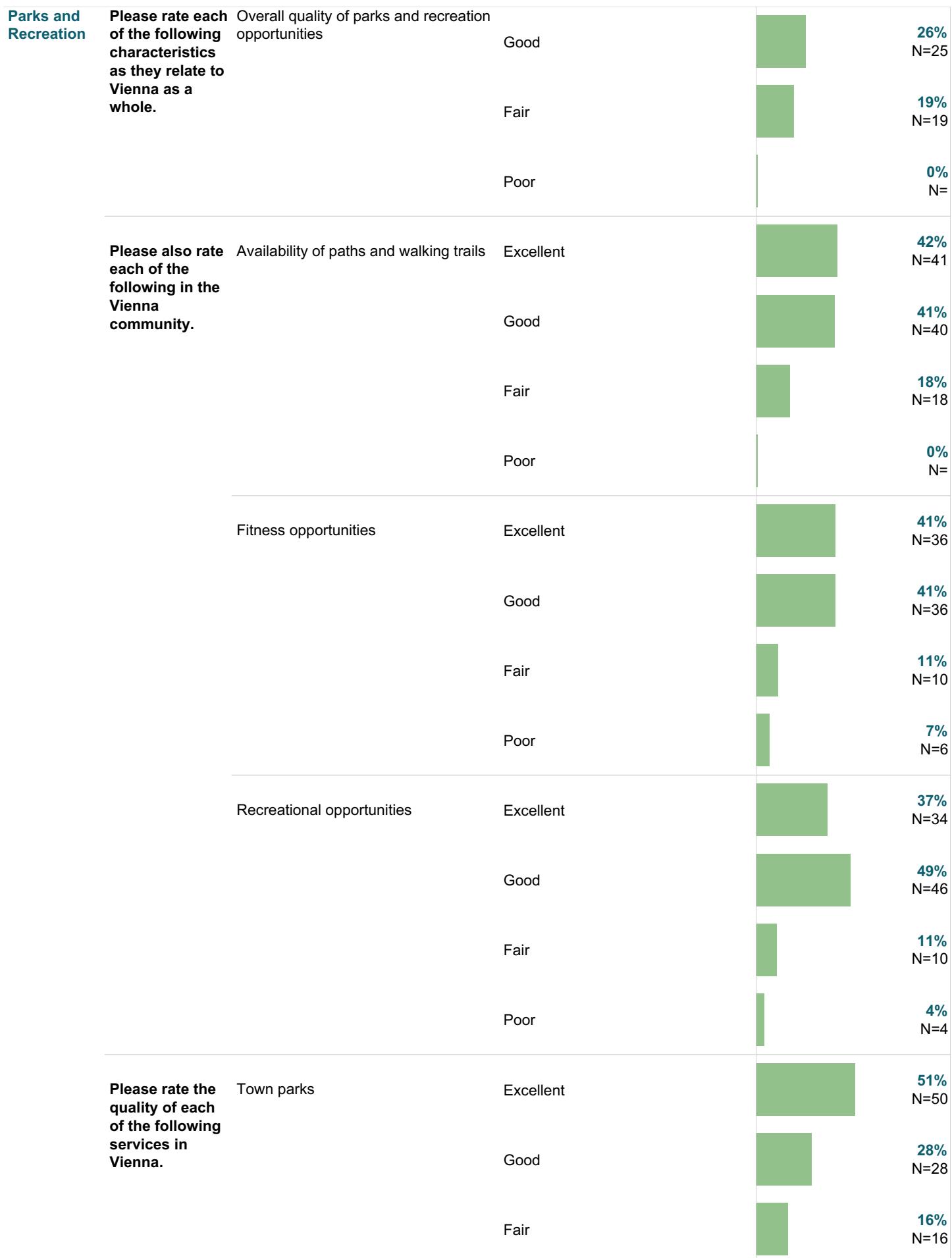


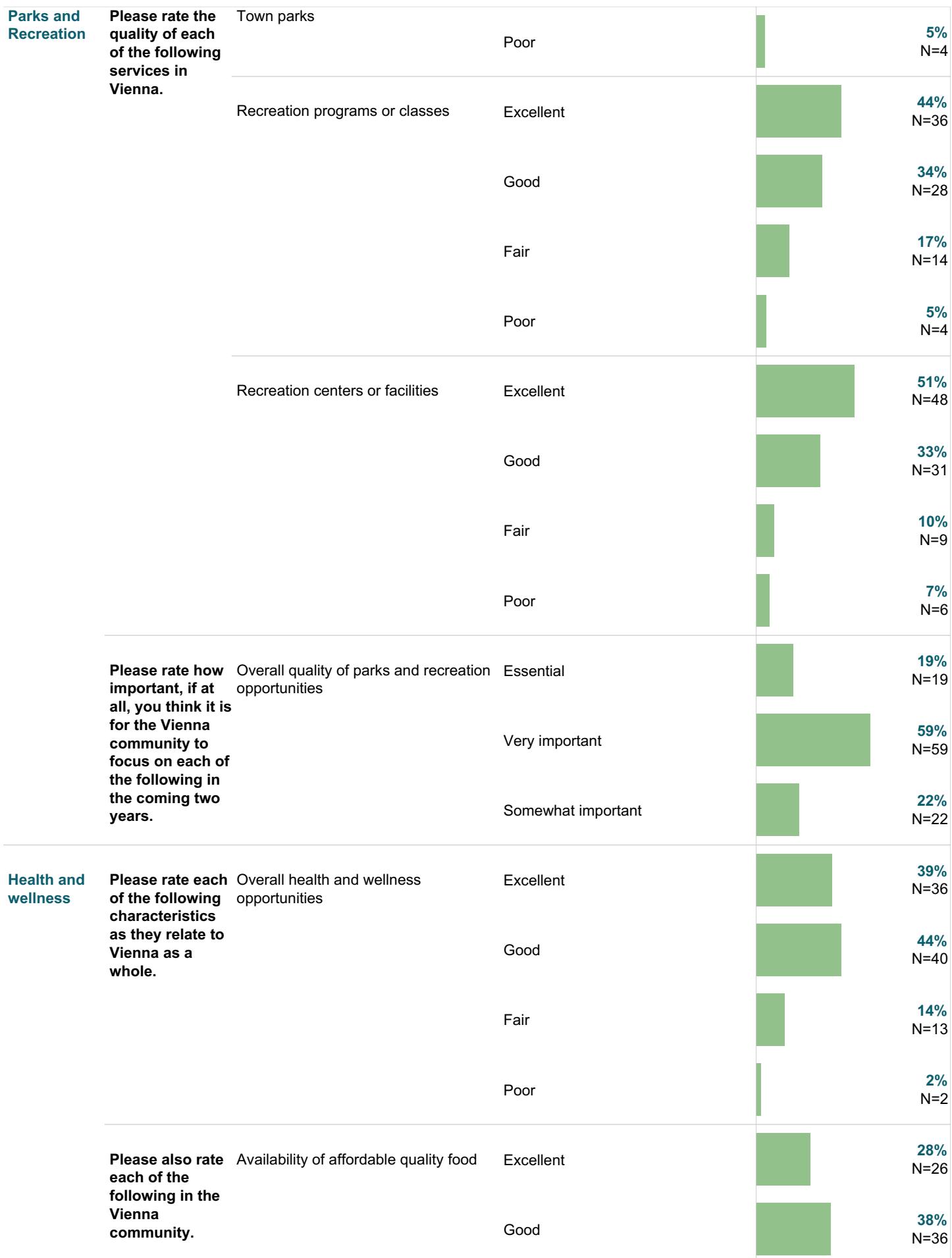


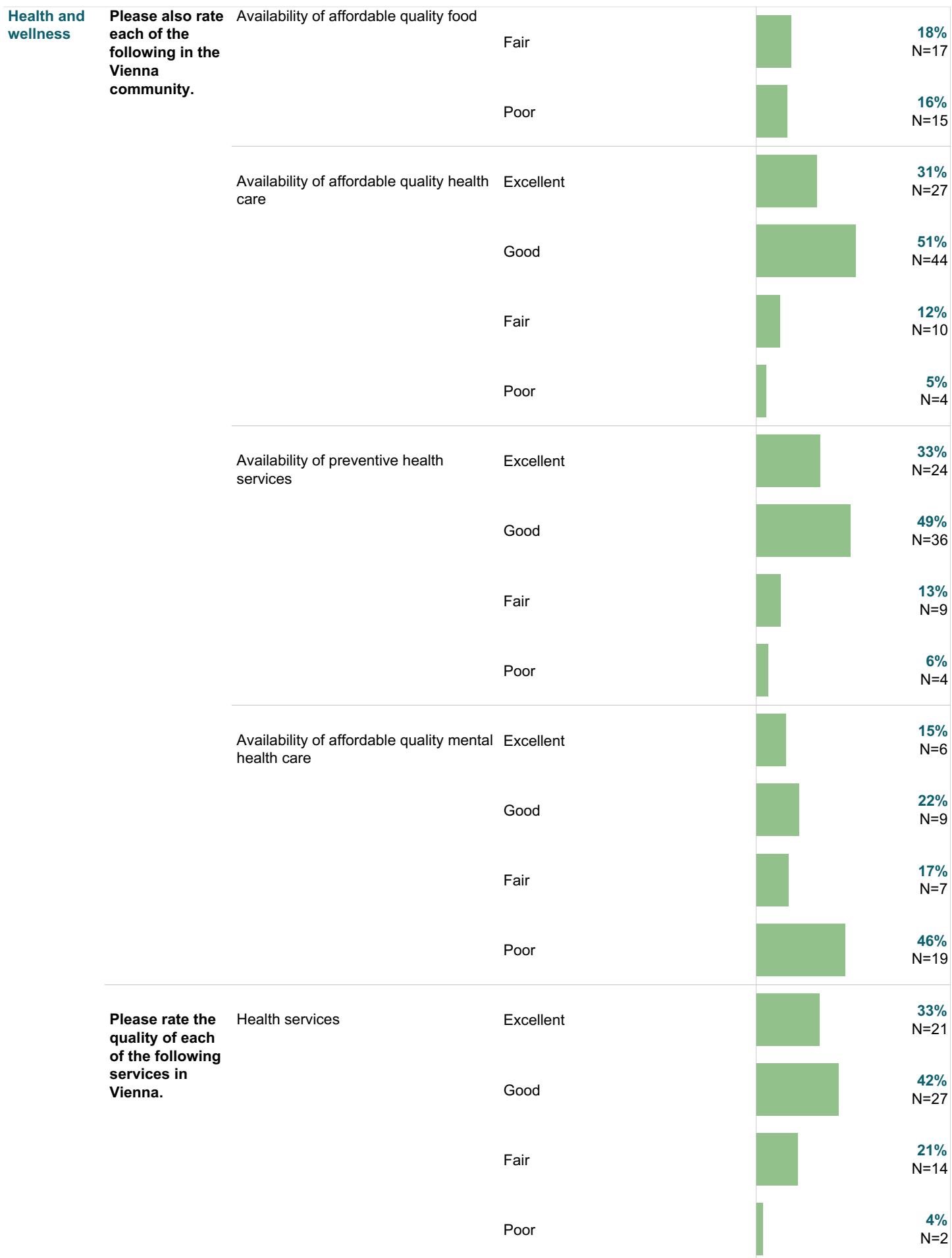




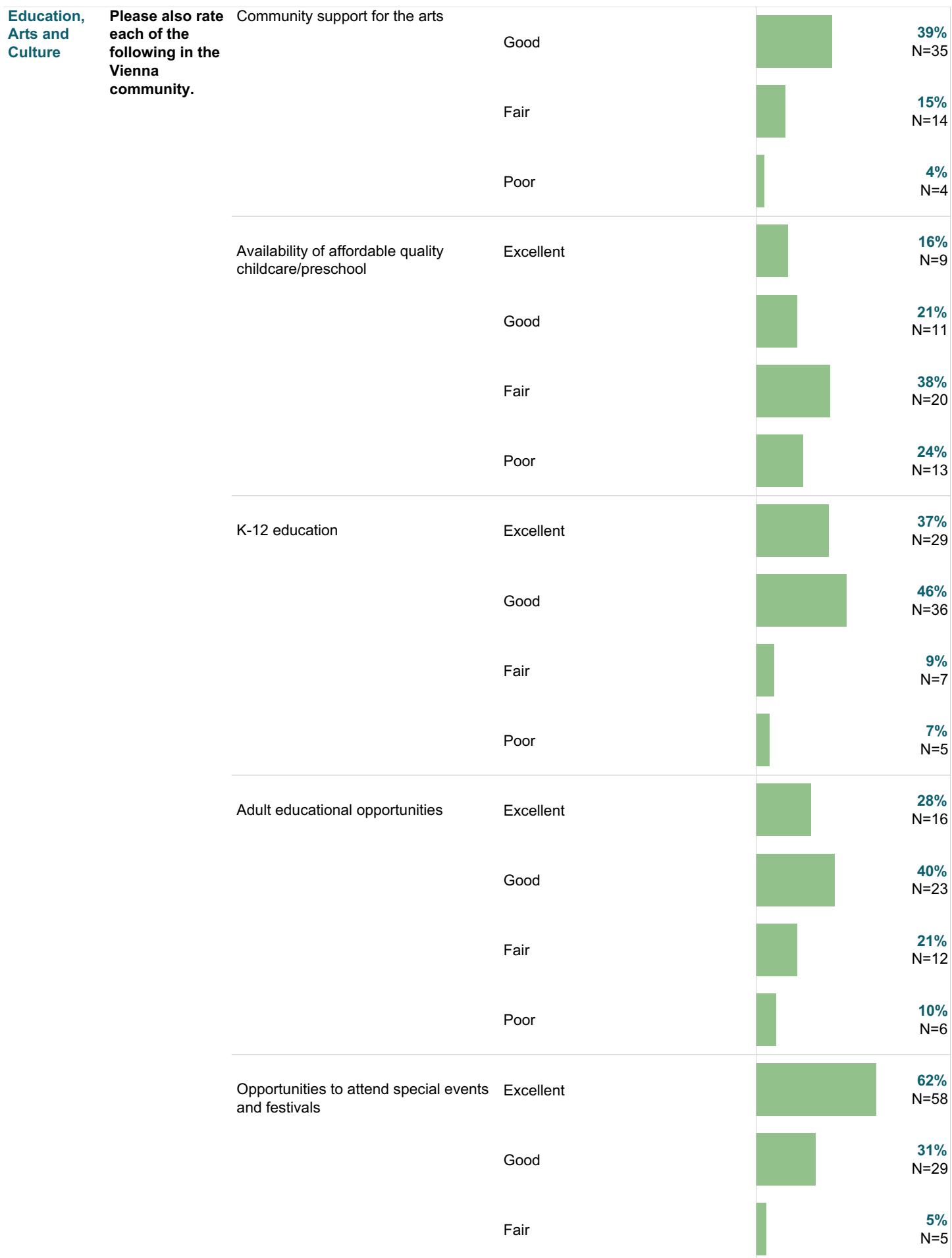


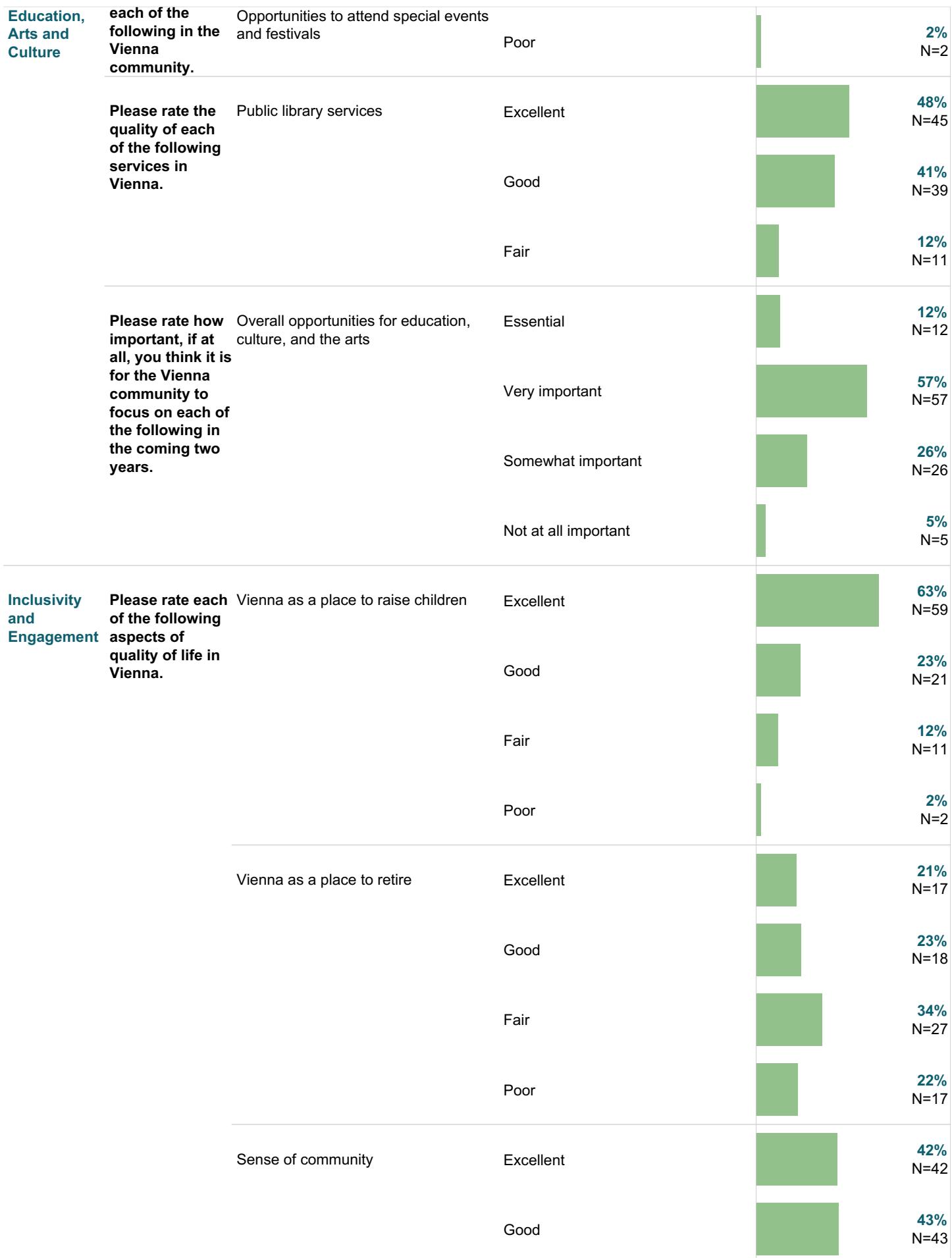


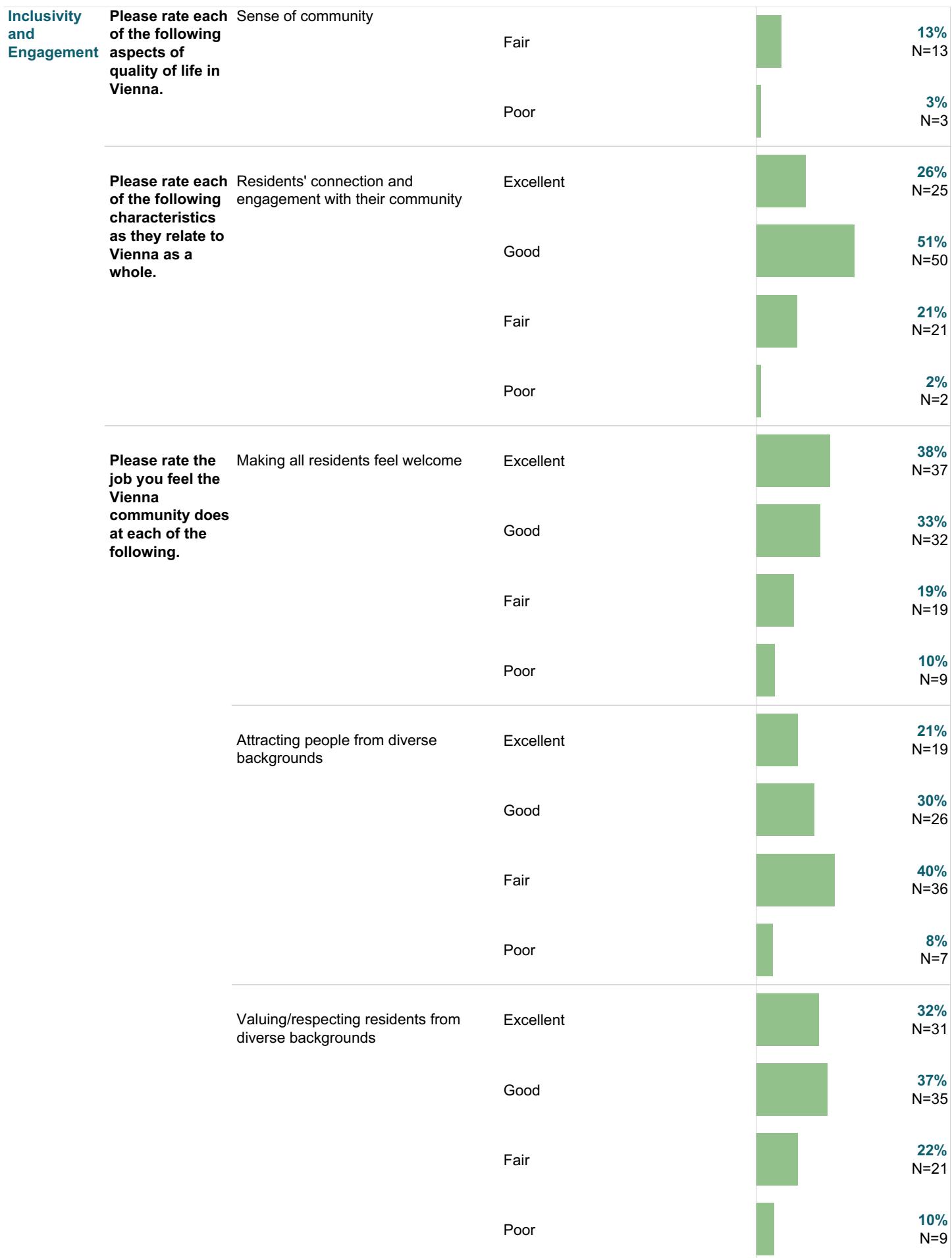


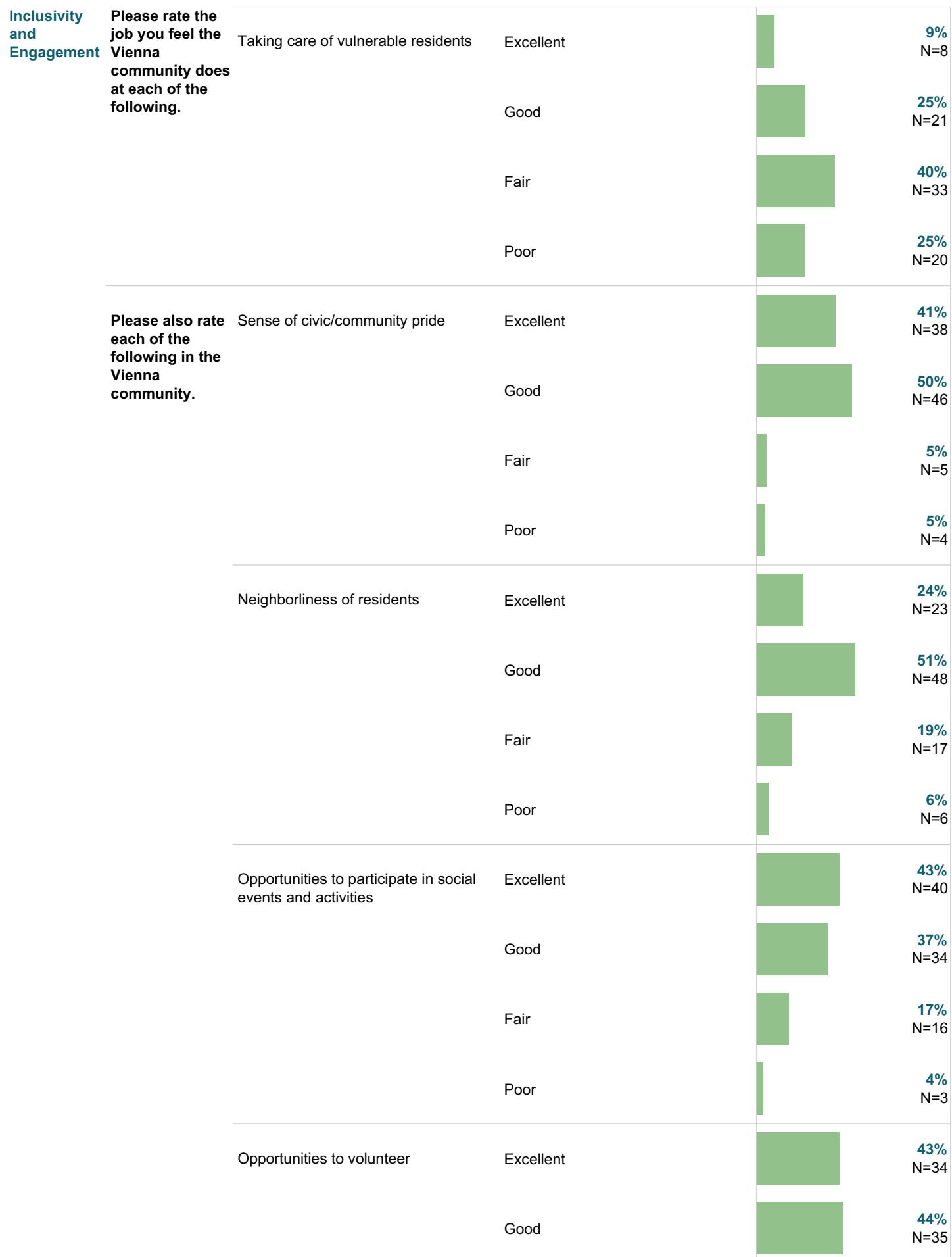


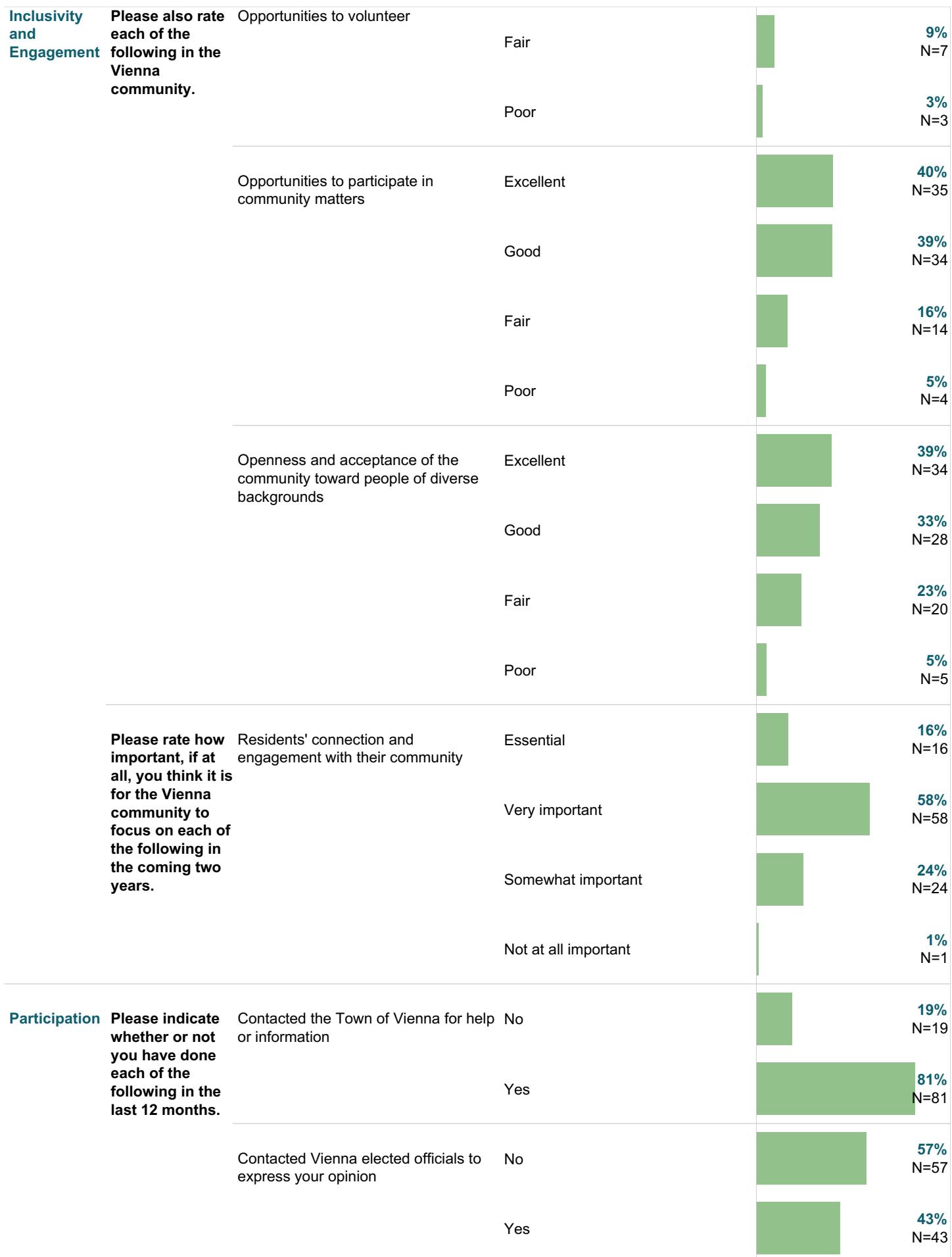


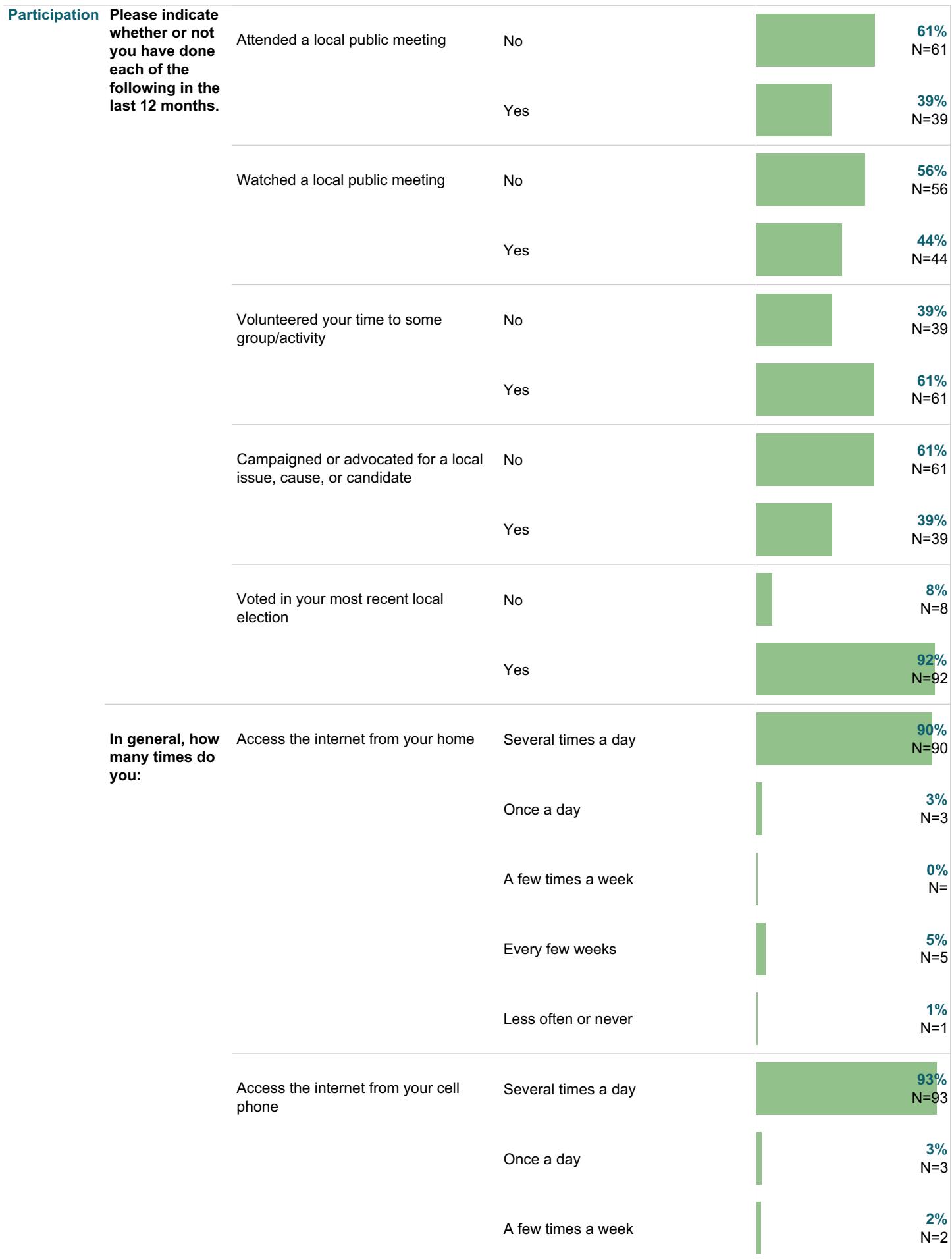


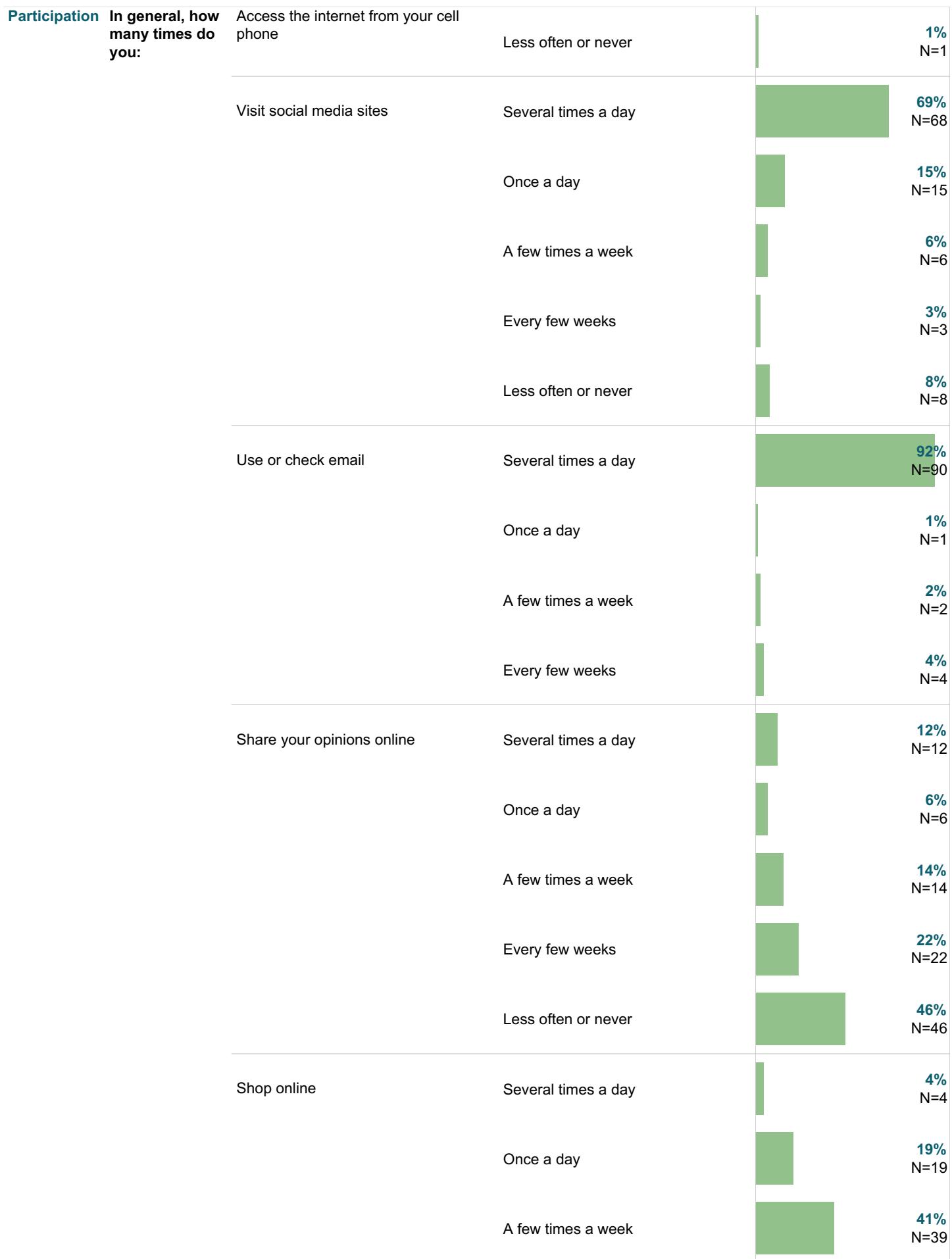


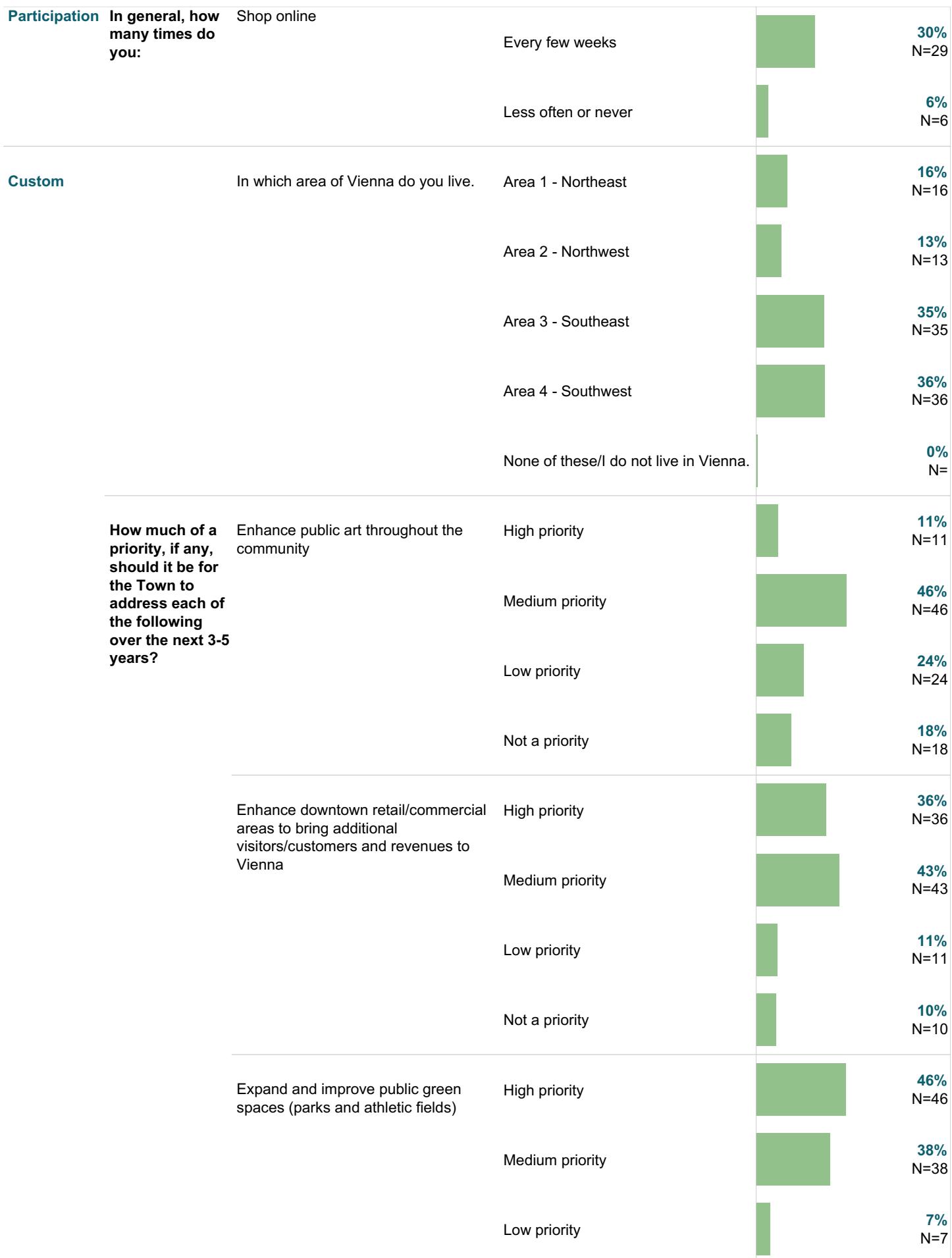


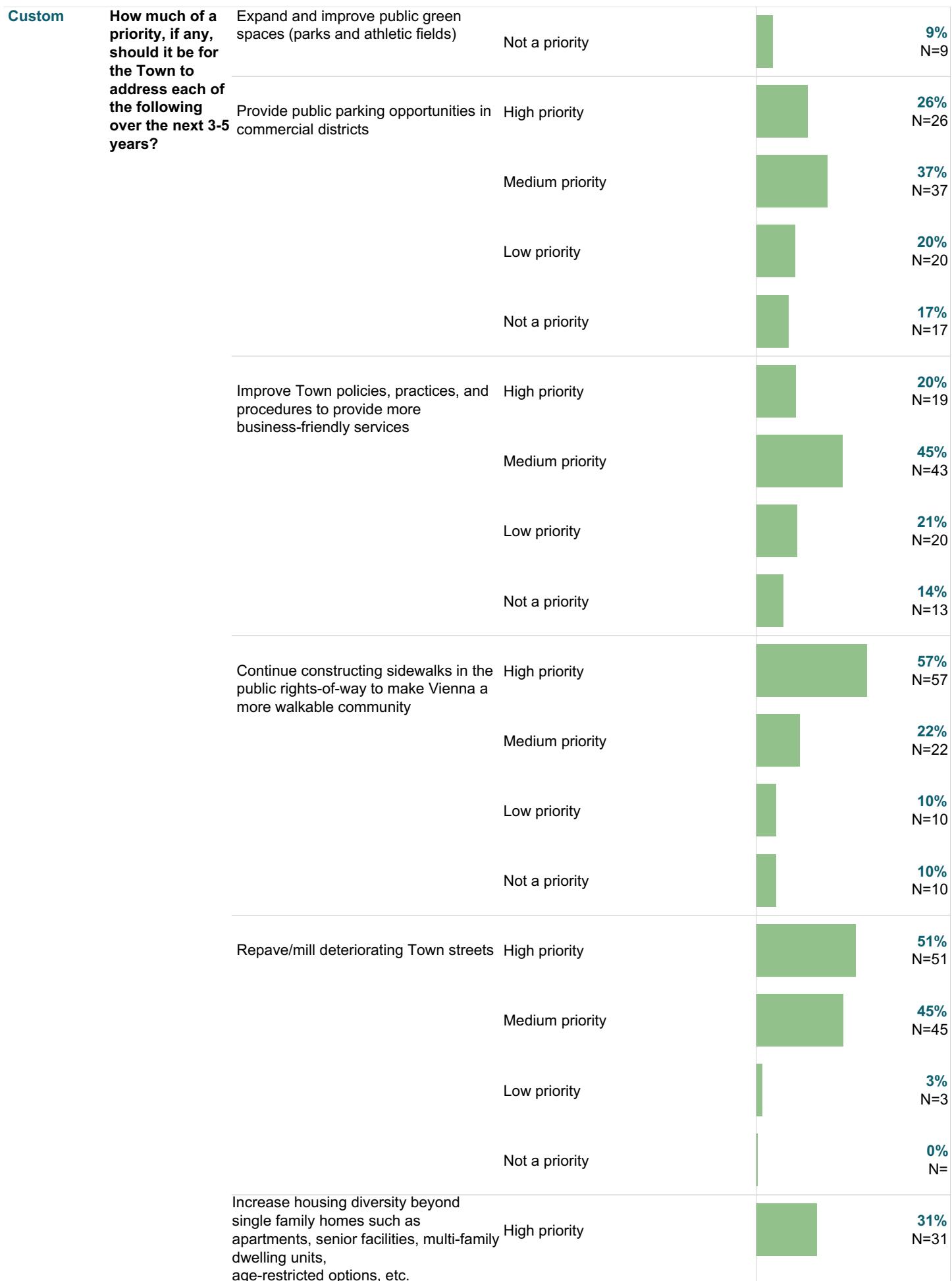


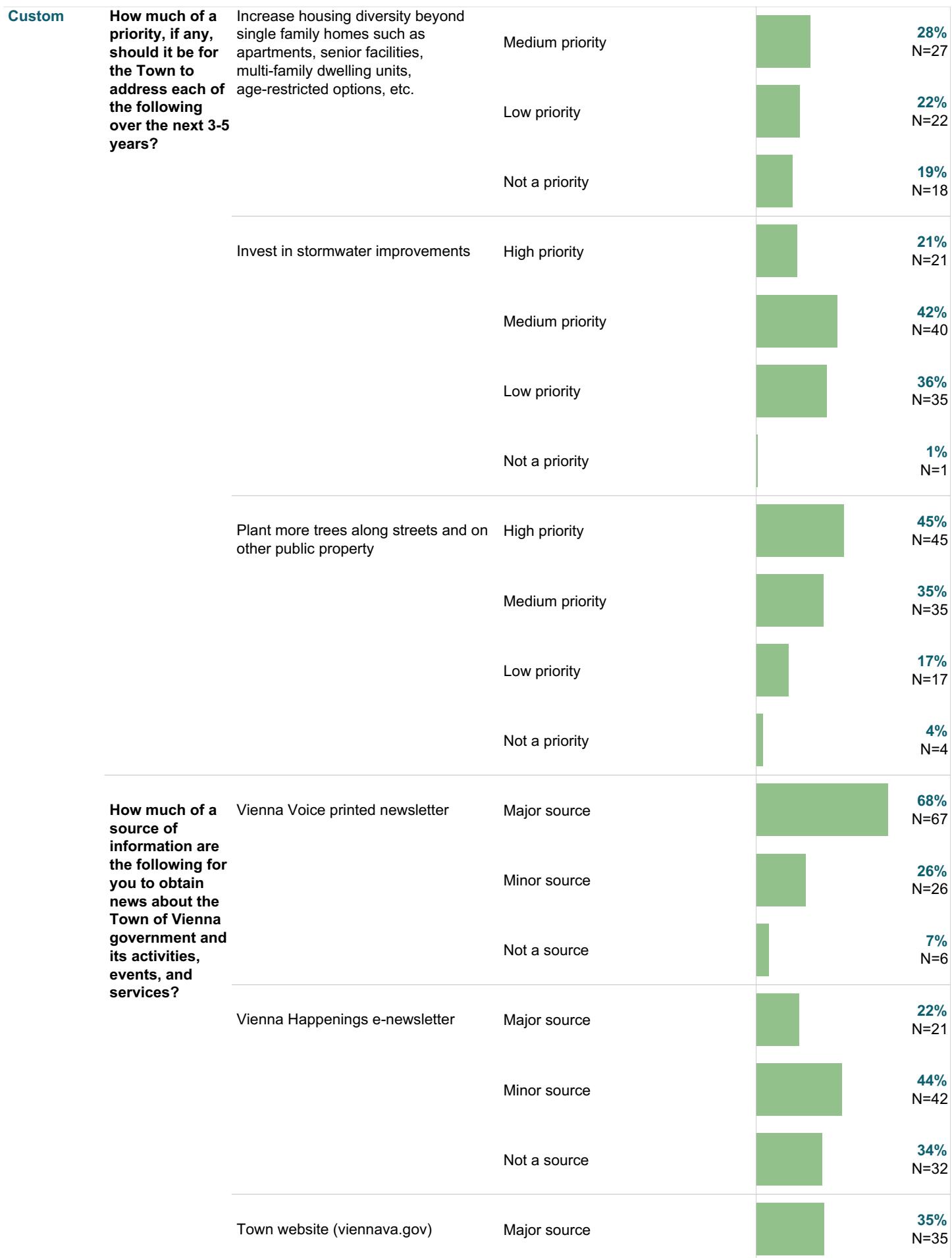


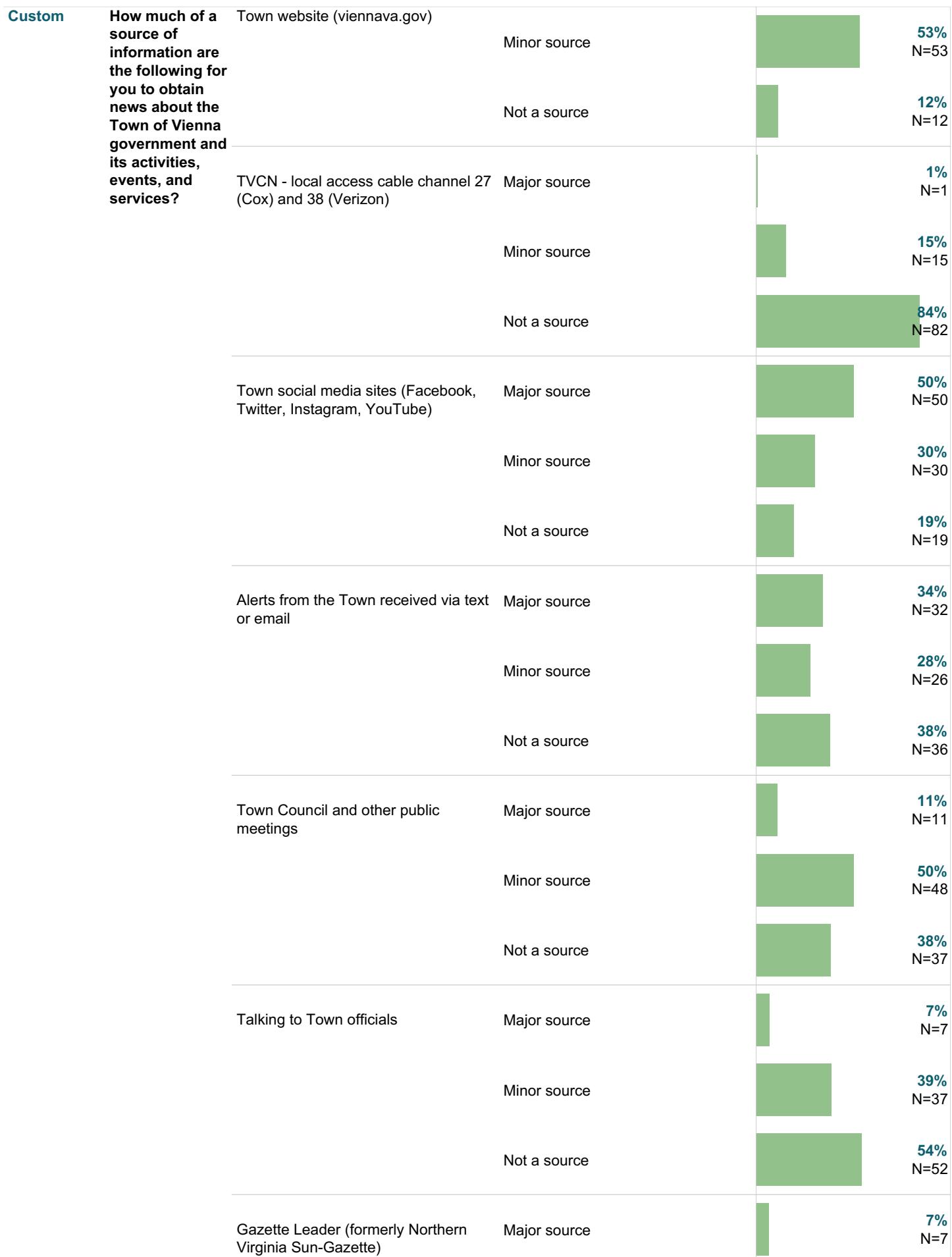


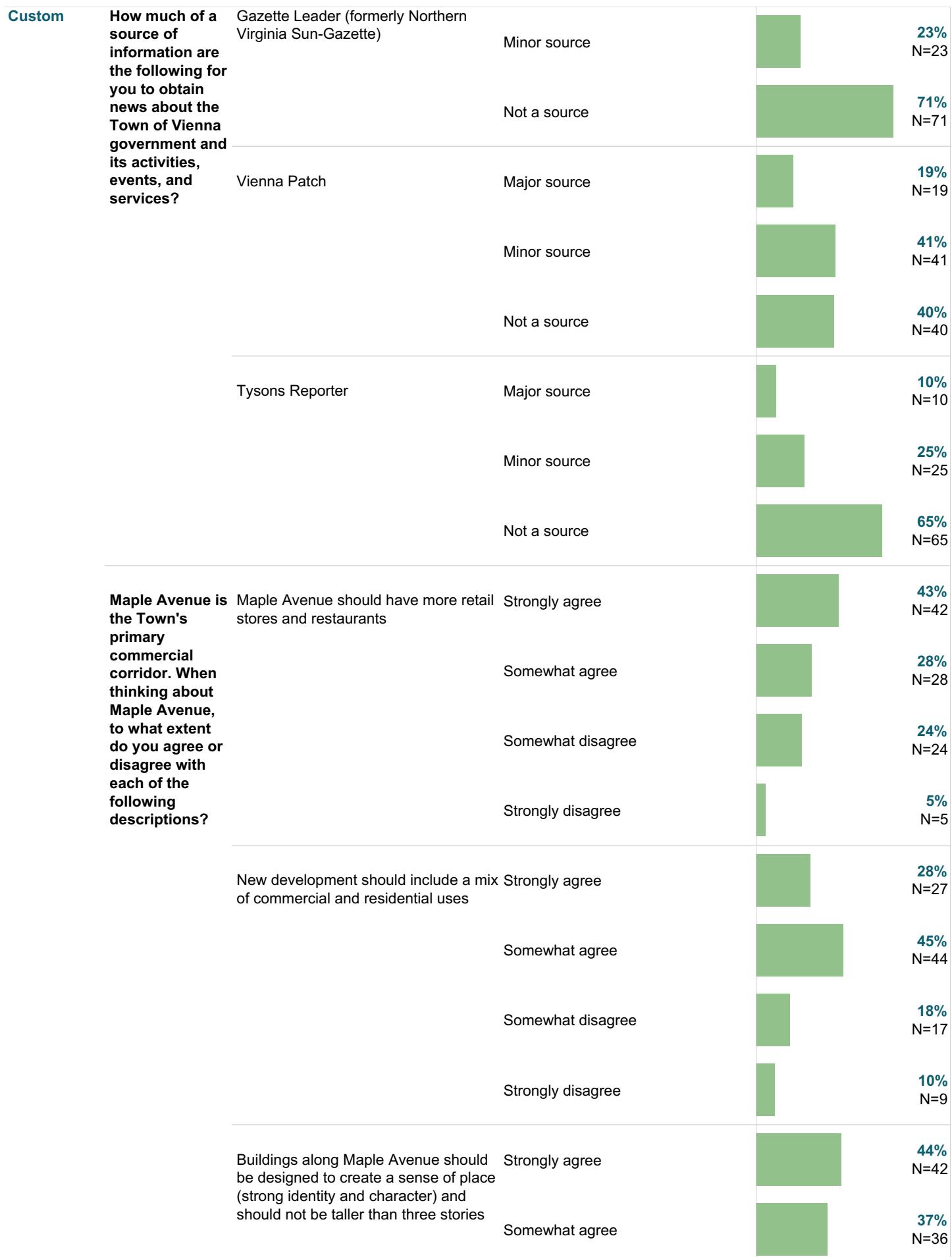


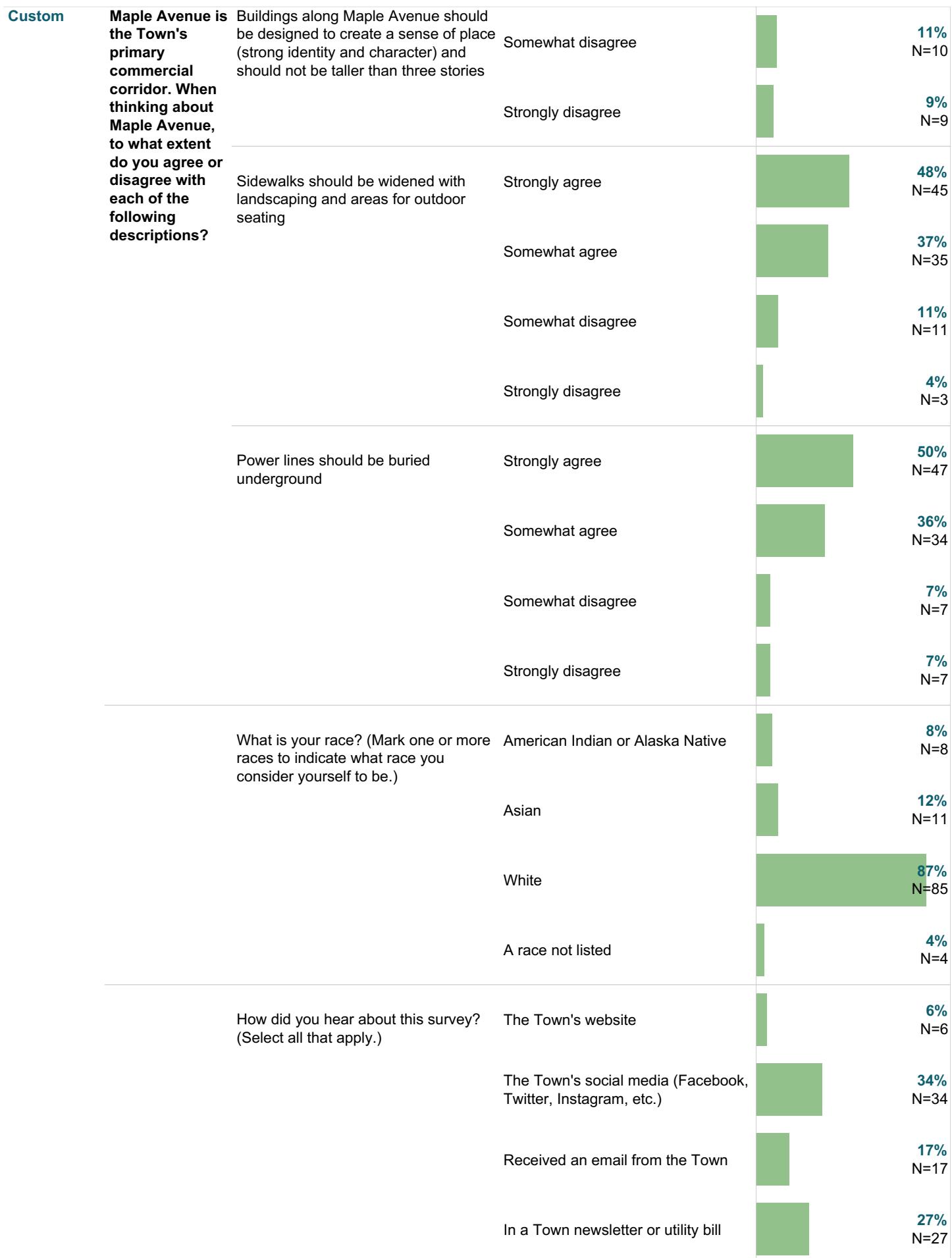


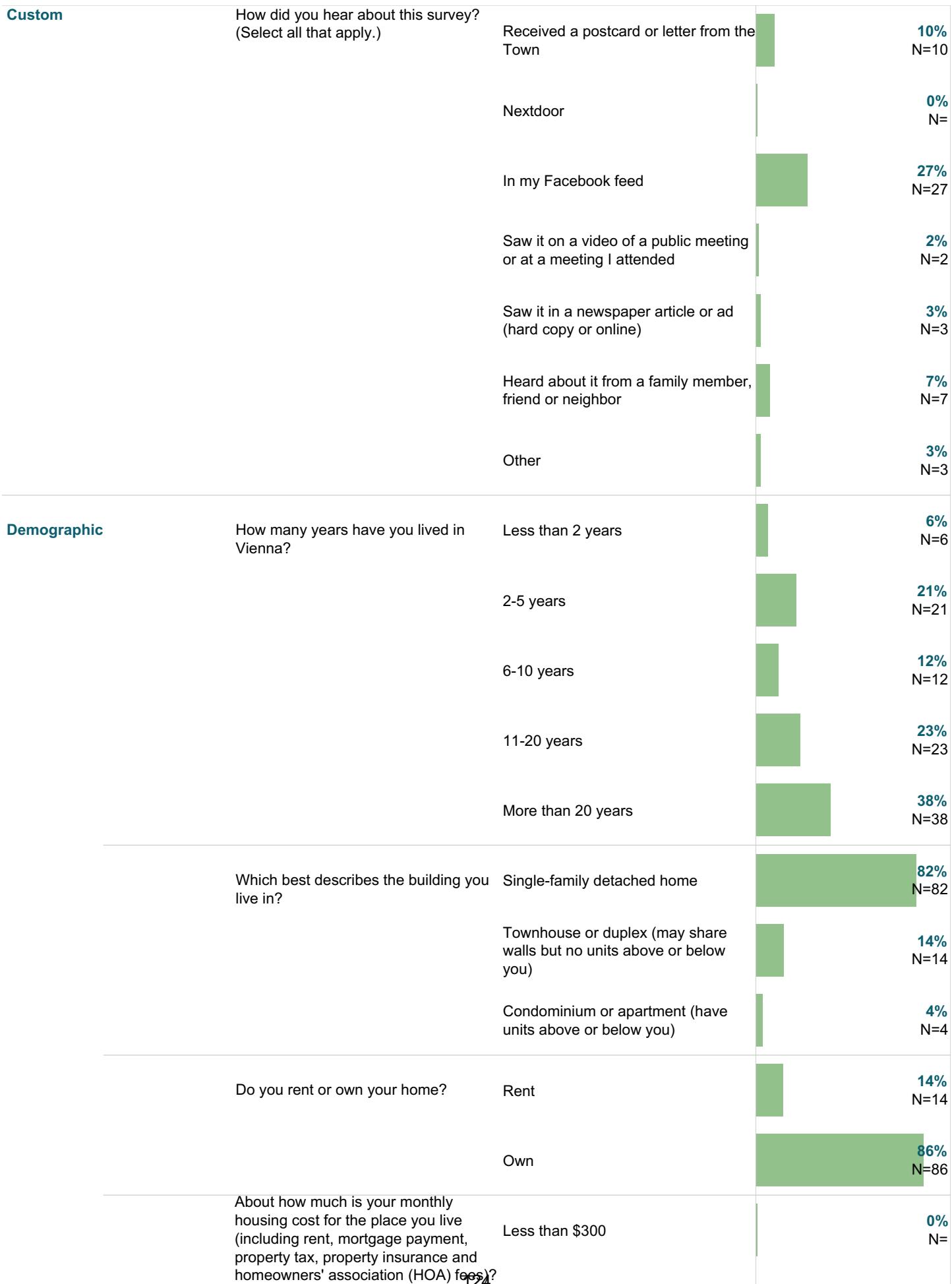


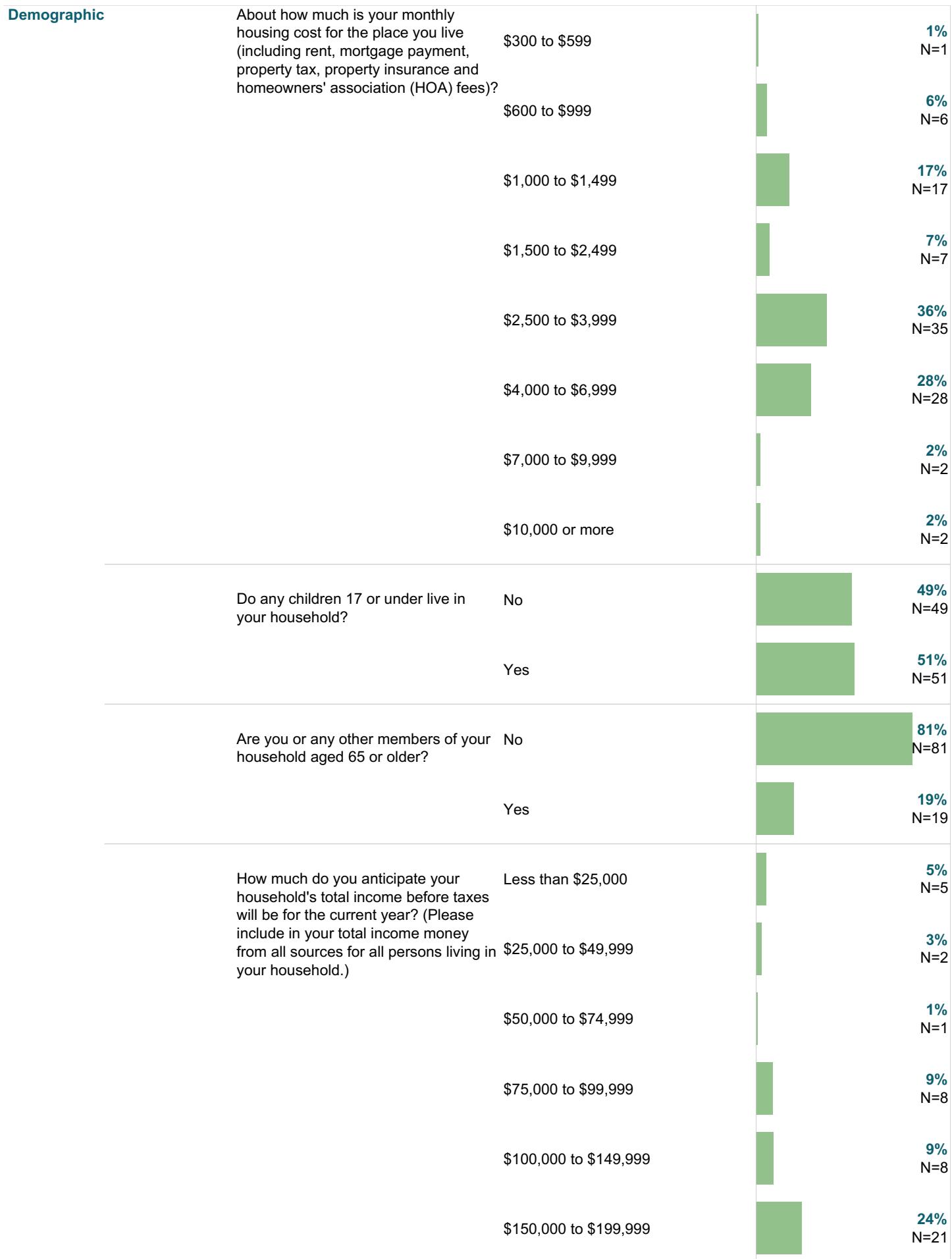


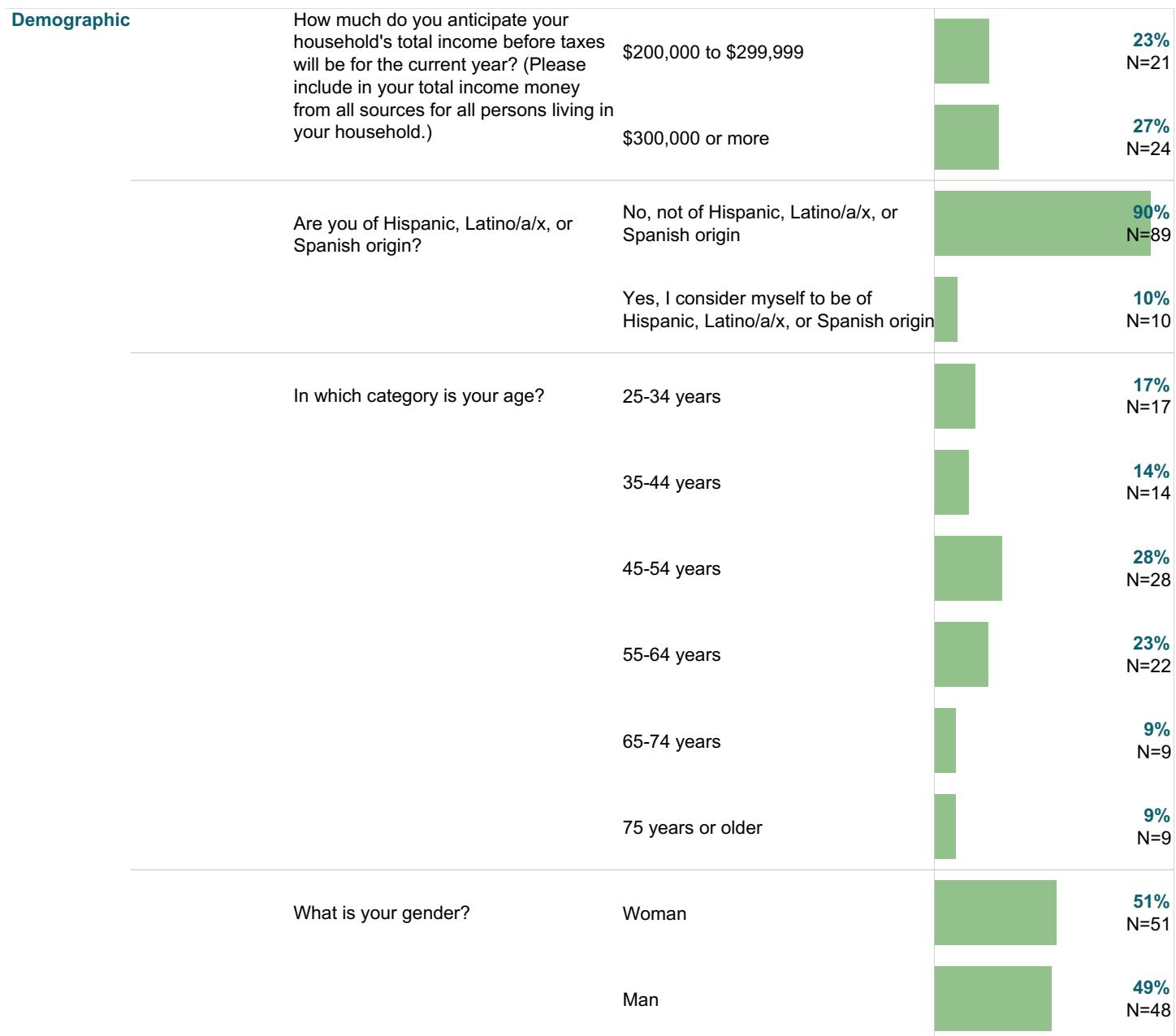












The Town of Vienna 2023 Community Survey

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

The Town of Vienna 2023 Community Survey

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.

	Essential	Very important	Somewhat important	Not at all important
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?

	High priority	Medium priority	Low priority	Not a priority	Don't know
	1	2	3	4	5
Enhance public art throughout the community.....					
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?

	Major source	Minor source	Not a source
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?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
	1	2	3	4	5
Maple Avenue should have more retail stores and restaurants					
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)?

<input type="radio"/> Less than \$300	<input type="radio"/> \$2,500 to \$3,999
<input type="radio"/> \$300 to \$599	<input type="radio"/> \$4,000 to \$6,999
<input type="radio"/> \$600 to \$999	<input type="radio"/> \$7,000 to \$9,999
<input type="radio"/> \$1,000 to \$1,499	<input type="radio"/> \$10,000 or more
<input type="radio"/> \$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.)

<input type="radio"/> Less than \$25,000	<input type="radio"/> \$100,000 to \$149,999
<input type="radio"/> \$25,000 to \$49,999	<input type="radio"/> \$150,000 to \$199,999
<input type="radio"/> \$50,000 to \$74,999	<input type="radio"/> \$200,000 to \$299,999
<input type="radio"/> \$75,000 to \$99,999	<input type="radio"/> \$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?

<input type="radio"/> 18-24 years	<input type="radio"/> 55-64 years
<input type="radio"/> 25-34 years	<input type="radio"/> 65-74 years
<input type="radio"/> 35-44 years	<input type="radio"/> 75 years or older
<input type="radio"/> 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



TOWN OF

VIENNA

since 1890

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