THE NCS™

The National Citizen Survey™

Vienna, VA

Technical Appendices

2018

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Charter Members
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AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Vienna:	Excellent		Good		Fair		Poor		Total	
Vienna as a place to live	59%	N=406	37%	N=254	4%	N=28	0%	N=1	100%	N=689
Your neighborhood as a place to live	58%	N=400	36%	N=250	5%	N=38	0%	N=1	100%	N=688
Vienna as a place to raise children	67%	N=413	31%	N=194	2%	N=14	0%	N=0	100%	N=620
Vienna as a place to work	32%	N=135	39%	N=163	21%	N=89	7%	N=30	100%	N=417
Vienna as a place to visit	26%	N=167	43%	N=273	25%	N=160	5%	N=34	100%	N=635
Vienna as a place to retire	22%	N=123	29%	N=159	29%	N=159	20%	N=111	100%	N=552
The overall quality of life in Vienna	45%	N=310	48%	N=331	6%	N=38	1%	N=4	100%	N=683

Table 2: Question 2

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Vienna	61%	N=416	37%	N=252	3%	N=18	0%	N=1	100%	N=688
Overall ease of getting to the places you usually have to visit	24%	N=161	42%	N=284	25%	N=171	10%	N=68	100%	N=683
Quality of overall natural environment in Vienna	35%	N=239	47%	N=319	17%	N=119	1%	N=6	100%	N=683
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	16%	N=106	46%	N=310	31%	N=209	8%	N=56	100%	N=681
Health and wellness opportunities in Vienna	38%	N=245	46%	N=296	14%	N=92	1%	N=5	100%	N=639
Overall opportunities for education and enrichment	42%	N=270	45%	N=291	12%	N=76	1%	N=6	100%	N=643
Overall economic health of Vienna	43%	N=273	48%	N=304	9%	N=58	1%	N=4	100%	N=639
Sense of community	47%	N=317	35%	N=239	15%	N=103	2%	N=15	100%	N=674
Overall image or reputation of Vienna	51%	N=349	43%	N=293	5%	N=36	1%	N=5	100%	N=684

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Vienna to someone who asks	67%	N=462	27%	N=189	4%	N=26	2%	N=14	100%	N=691
Remain in Vienna for the next five years	65%	N=439	25%	N=169	7%	N=47	4%	N=25	100%	N=680

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	84%	N=578	14%	N=95	2%	N=13	0%	N=2	0%	N=0	100%	N=688
In Vienna's downtown/commercial area during the day	82%	N=561	15%	N=104	2%	N=14	0%	N=1	0%	N=0	100%	N=681
In your neighborhood at night	61%	N=419	30%	N=202	7%	N=49	1%	N=10	1%	N=6	100%	N=685
In parks and trails within Vienna	39%	N=259	46%	N=303	8%	N=54	6%	N=37	1%	N=4	100%	N=657

Table 5: Question 5

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	2%	N=14	16%	N=108	39%	N=267	43%	N=295	100%	N=684
Ease of public parking	7%	N=48	39%	N=267	35%	N=237	19%	N=132	100%	N=683
Ease of travel by car in Vienna	10%	N=65	32%	N=222	36%	N=246	22%	N=151	100%	N=683
Ease of travel by public transportation in Vienna	9%	N=35	26%	N=101	35%	N=137	29%	N=114	100%	N=386
Ease of travel by bicycle in Vienna	23%	N=122	42%	N=221	29%	N=153	6%	N=31	100%	N=527
Ease of walking in Vienna	33%	N=227	44%	N=298	19%	N=127	4%	N=26	100%	N=677
Availability of paths and walking trails	43%	N=284	41%	N=268	15%	N=100	1%	N=9	100%	N=661
Cleanliness of Vienna	46%	N=316	46%	N=317	7%	N=50	1%	N=4	100%	N=687
Overall appearance of Vienna	35%	N=240	54%	N=367	10%	N=66	2%	N=11	100%	N=684
Public places where people want to spend time	31%	N=208	49%	N=322	17%	N=111	3%	N=21	100%	N=662
Variety of housing options	12%	N=75	33%	N=206	35%	N=216	21%	N=128	100%	N=624
Availability of affordable quality housing	7%	N=43	13%	N=77	30%	N=174	50%	N=295	100%	N=588
Fitness opportunities (including exercise classes and paths or trails, etc.)	39%	N=259	46%	N=303	13%	N=86	1%	N=10	100%	N=658
Recreational opportunities	38%	N=246	47%	N=311	13%	N=87	2%	N=12	100%	N=656

Table 6: Question 6

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=60	47%	N=175	24%	N=90	13%	N=48	100%	N=373
Fairfax County Public Schools' K-12 education	52%	N=289	40%	N=221	8%	N=44	1%	N=4	100%	N=558
Adult educational opportunities	27%	N=125	51%	N=236	20%	N=92	2%	N=9	100%	N=462
Opportunities to attend cultural/arts/music activities	29%	N=183	49%	N=311	20%	N=125	2%	N=11	100%	N=630
Opportunities to participate in religious or spiritual events and activities	44%	N=222	43%	N=215	12%	N=62	1%	N=6	100%	N=505
Employment opportunities	15%	N=58	42%	N=158	32%	N=121	10%	N=38	100%	N=374
Shopping opportunities	25%	N=170	44%	N=297	27%	N=181	4%	N=26	100%	N=674
Cost of living in Vienna	5%	N=33	21%	N=141	45%	N=305	29%	N=196	100%	N=673
Overall quality of business and service establishments in Vienna	21%	N=144	57%	N=385	19%	N=129	2%	N=14	100%	N=671
Vibrant downtown/commercial area	18%	N=122	46%	N=311	29%	N=198	6%	N=41	100%	N=672
Overall quality of new development in Vienna	17%	N=103	45%	N=278	27%	N=168	12%	N=75	100%	N=625
Opportunities to participate in social events and activities	33%	N=214	49%	N=315	17%	N=109	1%	N=6	100%	N=643
Opportunities to volunteer	34%	N=181	49%	N=265	16%	N=84	1%	N=6	100%	N=536
Opportunities to participate in community matters	32%	N=194	50%	N=299	14%	N=85	4%	N=22	100%	N=601
Openness and acceptance of the community toward people of diverse backgrounds	30%	N=180	49%	N=288	18%	N=107	3%	N=19	100%	N=594
Neighborliness of residents in Vienna	32%	N=213	46%	N=312	19%	N=125	3%	N=23	100%	N=674

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=163	76%	N=518	100%	N=681
Made efforts to make your home more energy efficient	31%	N=211	69%	N=471	100%	N=681
Observed a code violation or other hazard in Vienna (weeds, abandoned buildings, etc.)	57%	N=388	43%	N=296	100%	N=684
Household member was a victim of a crime in Vienna	93%	N=635	7%	N=49	100%	N=684
Reported a crime to the police in Vienna	86%	N=588	14%	N=95	100%	N=682
Stocked supplies in preparation for an emergency	55%	N=372	45%	N=307	100%	N=679
Campaigned or advocated for an issue, cause or candidate	73%	N=494	27%	N=186	100%	N=679
Contacted the Town of Vienna (in-person, phone, email or web) for help or information	39%	N=269	61%	N=415	100%	N=684
Contacted Town of Vienna elected officials (in-person, phone, email or web) to express your opinion	73%	N=497	27%	N=187	100%	N=684

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Vienna?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Vienna Community Center	10%	N=67	12%	N=80	32%	N=219	46%	N=318	100%	N=683
Visited a neighborhood park or Town park	30%	N=204	30%	N=205	30%	N=204	10%	N=69	100%	N=683
Used Fairfax County public libraries or their services	12%	N=84	26%	N=178	35%	N=240	26%	N=176	100%	N=677
Participated in religious or spiritual activities in Vienna	11%	N=72	19%	N=130	14%	N=92	57%	N=384	100%	N=678
Attended a Town-sponsored event	3%	N=19	15%	N=100	58%	N=390	25%	N=167	100%	N=676
Used bus, rail, subway or other public transportation instead of driving	13%	N=86	8%	N=55	24%	N=164	55%	N=373	100%	N=678
Carpooled with other adults or children instead of driving alone	15%	N=103	13%	N=90	18%	N=125	53%	N=360	100%	N=678
Walked or biked instead of driving	25%	N=171	26%	N=179	23%	N=156	25%	N=173	100%	N=678
Volunteered your time to some group/activity in Vienna	10%	N=65	14%	N=93	20%	N=134	57%	N=390	100%	N=682
Participated in a club	5%	N=36	7%	N=49	13%	N=89	74%	N=504	100%	N=678
Talked to or visited with your immediate neighbors	46%	N=313	28%	N=188	21%	N=146	5%	N=34	100%	N=681
Done a favor for a neighbor	19%	N=126	26%	N=174	42%	N=285	14%	N=96	100%	N=681

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Supervisors, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	3%	N=18	28%	N=193	68%	N=464	100%	N=680
Watched (online or on television) a local public meeting	1%	N=5	3%	N=24	17%	N=119	79%	N=538	100%	N=685

Table 10: Question 10

Please rate the quality of each of the following services in Vienna:	Excellent		Good		Fair		Poor		Total	
Vienna police services	54%	N=322	36%	N=212	7%	N=43	3%	N=19	100%	N=596
Fairfax County fire services	69%	N=345	29%	N=144	2%	N=12	0%	N=0	100%	N=501
Fairfax County ambulance or emergency medical services	68%	N=321	30%	N=142	1%	N=7	0%	N=0	100%	N=470
Crime prevention	45%	N=235	42%	N=218	11%	N=57	2%	N=9	100%	N=519
Fire prevention and education	44%	N=199	48%	N=219	8%	N=34	1%	N=2	100%	N=454
Traffic enforcement	25%	N=149	46%	N=273	20%	N=122	9%	N=54	100%	N=599
Street repair	19%	N=126	38%	N=250	30%	N=196	14%	N=92	100%	N=664
Street cleaning	28%	N=184	50%	N=325	18%	N=118	4%	N=27	100%	N=654
Street lighting	22%	N=145	44%	N=292	24%	N=162	10%	N=67	100%	N=667
Snow removal	41%	N=258	42%	N=268	13%	N=83	4%	N=28	100%	N=637
Sidewalk maintenance	20%	N=132	41%	N=262	27%	N=177	12%	N=74	100%	N=646
Traffic signal timing	14%	N=89	42%	N=274	30%	N=199	14%	N=93	100%	N=655
Bus or transit services	19%	N=60	34%	N=108	30%	N=96	17%	N=53	100%	N=317
Garbage collection	62%	N=416	29%	N=193	7%	N=47	2%	N=11	100%	N=667
Recycling	54%	N=360	33%	N=216	10%	N=65	3%	N=19	100%	N=660

Please rate the quality of each of the following services in Vienna:	Excellent		Good		Fair		Poor		Total	
Yard waste pick-up	57%	N=351	32%	N=199	8%	N=47	3%	N=15	100%	N=612
Storm drainage	35%	N=206	45%	N=268	14%	N=84	7%	N=40	100%	N=598
Drinking water	48%	N=305	43%	N=275	7%	N=44	3%	N=18	100%	N=641
Sewer services	46%	N=280	44%	N=270	8%	N=47	2%	N=14	100%	N=611
Utility billing	33%	N=207	46%	N=290	16%	N=102	6%	N=36	100%	N=636
Town parks	51%	N=325	40%	N=260	8%	N=50	1%	N=7	100%	N=642
Recreation programs or classes	44%	N=214	44%	N=213	12%	N=60	1%	N=3	100%	N=489
Recreation centers or facilities	50%	N=267	41%	N=220	9%	N=48	1%	N=4	100%	N=539
Land use, planning and zoning	14%	N=76	32%	N=177	33%	N=183	20%	N=112	100%	N=548
Code enforcement (weeds, abandoned buildings, etc.)	15%	N=74	42%	N=203	26%	N=128	16%	N=79	100%	N=483
Animal control	30%	N=128	47%	N=203	19%	N=83	4%	N=17	100%	N=430
Economic development	20%	N=101	49%	N=253	24%	N=124	7%	N=38	100%	N=516
Health services	34%	N=156	50%	N=227	14%	N=63	2%	N=11	100%	N=457
Fairfax County public library services	54%	N=307	37%	N=211	8%	N=44	1%	N=6	100%	N=568
Public information services	32%	N=153	52%	N=250	15%	N=71	1%	N=4	100%	N=479
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	31%	N=119	46%	N=178	22%	N=86	2%	N=7	100%	N=389
Preservation of natural areas such as open space, farmlands and greenbelts	20%	N=114	43%	N=242	24%	N=134	12%	N=68	100%	N=558
Vienna open space	25%	N=153	41%	N=250	25%	N=155	9%	N=52	100%	N=610
Town-sponsored special events	49%	N=298	41%	N=250	9%	N=55	0%	N=2	100%	N=605
Overall customer service by Town of Vienna employees (police, receptionists, planners, etc.)	43%	N=261	43%	N=266	10%	N=61	4%	N=24	100%	N=612
Leaf collection	50%	N=303	39%	N=237	9%	N=53	3%	N=17	100%	N=609

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The Town of Vienna	42%	N=280	45%	N=297	12%	N=77	1%	N=9	100%	N=662
The Federal Government	14%	N=80	43%	N=255	36%	N=214	7%	N=39	100%	N=588

Table 12: Question 12

Please rate the following categories of Vienna government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Town of Vienna	21%	N=135	47%	N=299	24%	N=149	8%	N=51	100%	N=633
The overall direction that Vienna is taking	14%	N=90	41%	N=256	31%	N=191	13%	N=83	100%	N=621
The job the Town of Vienna government does at welcoming citizen involvement	24%	N=134	45%	N=249	22%	N=125	9%	N=50	100%	N=558
Overall confidence in Town of Vienna government	19%	N=118	48%	N=307	23%	N=146	10%	N=65	100%	N=637
Generally acting in the best interest of the community	21%	N=130	42%	N=266	26%	N=165	11%	N=69	100%	N=630
Being honest	27%	N=154	44%	N=248	19%	N=109	9%	N=53	100%	N=562
Treating all residents fairly	25%	N=140	46%	N=257	19%	N=107	10%	N=53	100%	N=558

Table 13: Question 13

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		Total	
Overall feeling of safety in Vienna	60%	N=402	29%	N=194	11%	N=74	1%	N=4	100%	N=675
Overall ease of getting to the places you usually have to visit	49%	N=328	42%	N=285	8%	N=54	1%	N=4	100%	N=672
Quality of overall natural environment in Vienna	42%	N=281	45%	N=299	12%	N=79	2%	N=12	100%	N=671
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	51%	N=341	38%	N=255	10%	N=64	2%	N=11	100%	N=671
Health and wellness opportunities in Vienna	24%	N=160	42%	N=283	30%	N=201	4%	N=29	100%	N=673
Overall opportunities for education and enrichment	29%	N=191	39%	N=259	28%	N=187	5%	N=30	100%	N=667
Overall economic health of Vienna	44%	N=296	45%	N=303	10%	N=66	1%	N=6	100%	N=671
Sense of community	45%	N=300	39%	N=261	14%	N=96	2%	N=16	100%	N=673

Table 14: Question 14

How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?	High priority		Medium priority		Not a priority		Total	
Enhance public art throughout the community	13%	N=90	44%	N=294	42%	N=281	100%	N=665
Employ economic development strategies to enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	35%	N=236	46%	N=307	19%	N=127	100%	N=670
Increase the number of and improve public green spaces	46%	N=307	45%	N=299	9%	N=63	100%	N=669
Provide public parking opportunities in commercial districts	45%	N=297	43%	N=284	12%	N=82	100%	N=663
Improve Town policies, practices, and procedures to provide more business-friendly services	28%	N=181	55%	N=361	18%	N=116	100%	N=659
Build a community swimming pool	25%	N=167	21%	N=141	54%	N=361	100%	N=669
Add a splash pad at Town Green or other location	16%	N=107	27%	N=176	57%	N=380	100%	N=664

Table 15: Question 15

How valuable are each of the following for obtaining information about the Town of Vienna government and its activities, events, and services:	Very valuable		Somewhat valuable		Not at all valuable		Total	
Vienna Voice newsletter	60%	N=382	36%	N=231	4%	N=28	100%	N=641
Town website (viennava.gov)	50%	N=305	46%	N=279	5%	N=29	100%	N=613
TVCN – local access cable channel 27 (Cox) and 38 (Verizon)	11%	N=45	36%	N=144	53%	N=210	100%	N=399
Town social media sites (Facebook, Twitter, Instagram)	31%	N=142	46%	N=214	23%	N=105	100%	N=461
Alerts from the Town received via text or email	50%	N=248	40%	N=201	10%	N=52	100%	N=500
Town Council or other public meetings	39%	N=211	50%	N=269	12%	N=63	100%	N=543
Talking to Town officials	36%	N=182	48%	N=242	17%	N=84	100%	N=508
Sun Gazette	28%	N=131	49%	N=232	23%	N=110	100%	N=473

Table 16: Question 16

Have you had contact with a Town of Vienna employee(s) in the past 12 months?	Percent	Number
Yes	67%	N=450
No	33%	N=226
Total	100%	N=676

Table 17: Question 16A

Based on your most recent contact with an employee(s) of the Town of Vienna, please rate each of the following aspects of the employee with whom you personally had contact:	Excellent		Good		Fair		Poor		Total	
Ease of contacting someone who could address my request	52%	N=232	33%	N=145	10%	N=45	5%	N=22	100%	N=443
Responsiveness to questions and/or needs	51%	N=227	25%	N=111	12%	N=54	12%	N=52	100%	N=443
Courtesy/professionalism	57%	N=253	29%	N=130	10%	N=43	4%	N=20	100%	N=446
Accuracy of information or assistance provided	50%	N=218	28%	N=122	12%	N=53	10%	N=41	100%	N=434
Overall impression of the Vienna employee	53%	N=235	29%	N=131	10%	N=45	8%	N=35	100%	N=446

Asked only of respondents who had contact with a Town employee in the past 12 months.

Table 18: Question 17

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?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
Maple Avenue should have more retail stores and restaurants	24%	N=157	38%	N=246	21%	N=135	17%	N=108	100%	N=645
New development should include a mix of commercial and residential uses	25%	N=160	38%	N=244	19%	N=120	19%	N=122	100%	N=646
Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than four stories	65%	N=420	23%	N=146	8%	N=53	4%	N=24	100%	N=644
Sidewalks should be widened with landscaping and areas for outdoor seating	53%	N=346	31%	N=203	10%	N=66	5%	N=35	100%	N=650
Utility/power lines should be buried underground	62%	N=386	29%	N=182	5%	N=32	4%	N=22	100%	N=623

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=12	2%	N=12	4%	N=29	15%	N=99	77%	N=523	100%	N=675
Purchase goods or services from a business located in Vienna	0%	N=1	2%	N=12	26%	N=177	47%	N=321	24%	N=165	100%	N=676
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	11%	N=77	28%	N=189	37%	N=249	21%	N=143	100%	N=678
Participate in moderate or vigorous physical activity	1%	N=8	10%	N=66	24%	N=164	37%	N=248	28%	N=186	100%	N=672
Read or watch local news (via television, paper, computer, etc.)	3%	N=22	14%	N=93	19%	N=128	27%	N=181	37%	N=251	100%	N=675
Vote in local elections	7%	N=47	5%	N=36	11%	N=73	23%	N=152	54%	N=363	100%	N=672

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=192
Very good	44%	N=300
Good	22%	N=151
Fair	4%	N=28
Poor	1%	N=7
Total	100%	N=678

Table 21: Question 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:	Percent	Number
Very positive	10%	N=65
Somewhat positive	36%	N=240
Neutral	46%	N=308
Somewhat negative	8%	N=50
Very negative	1%	N=8
Total	100%	N=671

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=434
Working part time for pay	12%	N=84
Unemployed, looking for paid work	2%	N=15
Unemployed, not looking for paid work	3%	N=24
Fully retired	17%	N=118
Total	100%	N=674

Table 23: Question D5

Do you work inside the boundaries of Vienna?	Percent	Number
Yes, outside the home	18%	N=118
Yes, from home	12%	N=82
No	70%	N=460
Total	100%	N=661

Table 24: Question D6

How many years have you lived in Vienna?	Percent	Number
Less than 2 years	13%	N=90
2 to 5 years	18%	N=124
6 to 10 years	14%	N=96
11 to 20 years	18%	N=123
More than 20 years	36%	N=242
Total	100%	N=676

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	85%	N=574
Building with two or more homes (duplex, townhome, apartment or condominium)	15%	N=99
Other	0%	N=2
Total	100%	N=674

Table 26: Question D8

Is this house, apartment or townhome...	Percent	Number
Rented	16%	N=107
Owned	84%	N=565
Total	100%	N=672

Table 27: Question D9

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)?	Percent	Number
Less than $300 per month	1%	N=9
$300 to $599 per month	3%	N=22
$600 to $999 per month	4%	N=25
$1,000 to $1,499 per month	9%	N=59
$1,500 to $2,499 per month	24%	N=155
$2,500 or more per month	58%	N=370
Total	100%	N=640

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=369
Yes	45%	N=306
Total	100%	N=675

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=475
Yes	30%	N=203
Total	100%	N=677

Table 30: Question D12

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.)	Percent	Number
Less than $25,000	2%	N=12
$25,000 to $49,999	5%	N=34
$50,000 to $99,999	18%	N=112
$100,000 to $149,999	13%	N=85
$150,000 or more	62%	N=397
Total	100%	N=640

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=589
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=77
Total	100%	N=666

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=6
Asian, Asian Indian or Pacific Islander	11%	N=76
Black or African American	3%	N=19
White	81%	N=542
Other	7%	N=48

Total may exceed 100% as respondents could select more than one option.

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=13
25 to 34 years	17%	N=114
35 to 44 years	18%	N=120
45 to 54 years	26%	N=175
55 to 64 years	15%	N=98
65 to 74 years	13%	N=86
75 years or older	10%	N=66
Total	100%	N=671

Table 34: Question D16

What is your sex?	Percent	Number
Female	51%	N=338
Male	49%	N=325
Total	100%	N=663

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=407
Land line	19%	N=126
Both	20%	N=137
Total	100%	N=669

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 36: Question 1

Please rate each of the following aspects of quality of life in Vienna:	Excellent		Good		Fair		Poor		Don't know		Total	
Vienna as a place to live	59%	N=406	37%	N=254	4%	N=28	0%	N=1	0%	N=1	100%	N=690
Your neighborhood as a place to live	58%	N=400	36%	N=250	5%	N=38	0%	N=1	0%	N=2	100%	N=690
Vienna as a place to raise children	60%	N=413	28%	N=194	2%	N=14	0%	N=0	10%	N=66	100%	N=686
Vienna as a place to work	20%	N=135	24%	N=163	13%	N=89	4%	N=30	39%	N=266	100%	N=684
Vienna as a place to visit	25%	N=167	40%	N=273	24%	N=160	5%	N=34	7%	N=45	100%	N=680
Vienna as a place to retire	18%	N=123	23%	N=159	23%	N=159	16%	N=111	19%	N=128	100%	N=680
The overall quality of life in Vienna	45%	N=310	48%	N=331	6%	N=38	1%	N=4	1%	N=3	100%	N=687

Table 37: Question 2

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Vienna	60%	N=416	37%	N=252	3%	N=18	0%	N=1	0%	N=1	100%	N=689
Overall ease of getting to the places you usually have to visit	24%	N=161	42%	N=284	25%	N=171	10%	N=68	0%	N=1	100%	N=684
Quality of overall natural environment in Vienna	35%	N=239	47%	N=319	17%	N=119	1%	N=6	0%	N=3	100%	N=686
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	15%	N=106	45%	N=310	30%	N=209	8%	N=56	1%	N=5	100%	N=686
Health and wellness opportunities in Vienna	36%	N=245	43%	N=296	13%	N=92	1%	N=5	7%	N=49	100%	N=688
Overall opportunities for education and enrichment	39%	N=270	42%	N=291	11%	N=76	1%	N=6	7%	N=48	100%	N=691
Overall economic health of Vienna	40%	N=273	44%	N=304	9%	N=58	1%	N=4	7%	N=47	100%	N=686
Sense of community	46%	N=317	35%	N=239	15%	N=103	2%	N=15	2%	N=13	100%	N=686
Overall image or reputation of Vienna	51%	N=349	43%	N=293	5%	N=36	1%	N=5	1%	N=5	100%	N=689

Table 38: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Vienna to someone who asks	67%	N=462	27%	N=189	4%	N=26	2%	N=14	0%	N=2	100%	N=693
Remain in Vienna for the next five years	64%	N=439	25%	N=169	7%	N=47	4%	N=25	1%	N=6	100%	N=687

Table 39: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	84%	N=578	14%	N=95	2%	N=13	0%	N=2	0%	N=0	0%	N=1	100%	N=689
In Vienna's downtown/commercial area during the day	82%	N=561	15%	N=104	2%	N=14	0%	N=1	0%	N=0	1%	N=5	100%	N=686
In your neighborhood at night	61%	N=419	29%	N=202	7%	N=49	1%	N=10	1%	N=6	0%	N=2	100%	N=687
In parks and trails within Vienna	37%	N=259	44%	N=303	8%	N=54	5%	N=37	1%	N=4	5%	N=34	100%	N=692

Table 40: Question 5

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	2%	N=14	16%	N=108	39%	N=267	43%	N=295	0%	N=2	100%	N=686
Ease of public parking	7%	N=48	39%	N=267	34%	N=237	19%	N=132	1%	N=4	100%	N=688
Ease of travel by car in Vienna	9%	N=65	32%	N=222	36%	N=246	22%	N=151	0%	N=3	100%	N=686
Ease of travel by public transportation in Vienna	5%	N=35	15%	N=101	20%	N=137	17%	N=114	44%	N=300	100%	N=686
Ease of travel by bicycle in Vienna	18%	N=122	33%	N=221	23%	N=153	4%	N=31	22%	N=152	100%	N=679
Ease of walking in Vienna	33%	N=227	44%	N=298	19%	N=127	4%	N=26	1%	N=7	100%	N=684
Availability of paths and walking trails	41%	N=284	39%	N=268	15%	N=100	1%	N=9	4%	N=24	100%	N=685
Cleanliness of Vienna	46%	N=316	46%	N=317	7%	N=50	1%	N=4	0%	N=1	100%	N=688
Overall appearance of Vienna	35%	N=240	53%	N=367	10%	N=66	2%	N=11	0%	N=1	100%	N=685
Public places where people want to spend time	30%	N=208	47%	N=322	16%	N=111	3%	N=21	3%	N=22	100%	N=684
Variety of housing options	11%	N=75	30%	N=206	32%	N=216	19%	N=128	9%	N=60	100%	N=684
Availability of affordable quality housing	6%	N=43	11%	N=77	25%	N=174	43%	N=295	14%	N=94	100%	N=682
Fitness opportunities (including exercise classes and paths or trails, etc.)	38%	N=259	44%	N=303	13%	N=86	1%	N=10	4%	N=27	100%	N=685
Recreational opportunities	35%	N=246	45%	N=311	13%	N=87	2%	N=12	5%	N=37	100%	N=693

Table 41: Question 6

Please rate each of the following characteristics as they relate to Vienna as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	9%	N=60	26%	N=175	13%	N=90	7%	N=48	46%	N=312	100%	N=685
Fairfax County Public Schools' K-12 education	42%	N=289	32%	N=221	6%	N=44	1%	N=4	19%	N=129	100%	N=687
Adult educational opportunities	18%	N=125	35%	N=236	13%	N=92	1%	N=9	32%	N=220	100%	N=682
Opportunities to attend cultural/arts/music activities	27%	N=183	46%	N=311	18%	N=125	2%	N=11	8%	N=52	100%	N=682
Opportunities to participate in religious or spiritual events and activities	33%	N=222	32%	N=215	9%	N=62	1%	N=6	26%	N=175	100%	N=681
Employment opportunities	9%	N=58	23%	N=158	18%	N=121	6%	N=38	45%	N=301	100%	N=675
Shopping opportunities	25%	N=170	44%	N=297	27%	N=181	4%	N=26	1%	N=7	100%	N=681
Cost of living in Vienna	5%	N=33	21%	N=141	45%	N=305	29%	N=196	1%	N=4	100%	N=678
Overall quality of business and service establishments in Vienna	21%	N=144	57%	N=385	19%	N=129	2%	N=14	1%	N=7	100%	N=679
Vibrant downtown/commercial area	18%	N=122	46%	N=311	29%	N=198	6%	N=41	1%	N=6	100%	N=678
Overall quality of new development in Vienna	15%	N=103	41%	N=278	25%	N=168	11%	N=75	8%	N=55	100%	N=680
Opportunities to participate in social events and activities	31%	N=214	46%	N=315	16%	N=109	1%	N=6	6%	N=40	100%	N=682
Opportunities to volunteer	27%	N=181	39%	N=265	12%	N=84	1%	N=6	22%	N=148	100%	N=684
Opportunities to participate in community matters	29%	N=194	44%	N=299	13%	N=85	3%	N=22	11%	N=74	100%	N=675
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=180	43%	N=288	16%	N=107	3%	N=19	12%	N=78	100%	N=672
Neighborliness of residents in Vienna	31%	N=213	46%	N=312	18%	N=125	3%	N=23	1%	N=9	100%	N=683

Table 42: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	24%	N=163	76%	N=518	100%	N=681
Made efforts to make your home more energy efficient	31%	N=211	69%	N=471	100%	N=681
Observed a code violation or other hazard in Vienna (weeds, abandoned buildings, etc.)	57%	N=388	43%	N=296	100%	N=684
Household member was a victim of a crime in Vienna	93%	N=635	7%	N=49	100%	N=684
Reported a crime to the police in Vienna	86%	N=588	14%	N=95	100%	N=682
Stocked supplies in preparation for an emergency	55%	N=372	45%	N=307	100%	N=679
Campaigned or advocated for an issue, cause or candidate	73%	N=494	27%	N=186	100%	N=679
Contacted the Town of Vienna (in-person, phone, email or web) for help or information	39%	N=269	61%	N=415	100%	N=684
Contacted Town of Vienna elected officials (in-person, phone, email or web) to express your opinion	73%	N=497	27%	N=187	100%	N=684

Table 43: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Vienna?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Vienna Community Center	10%	N=67	12%	N=80	32%	N=219	46%	N=318	100%	N=683
Visited a neighborhood park or Town park	30%	N=204	30%	N=205	30%	N=204	10%	N=69	100%	N=683
Used Fairfax County public libraries or their services	12%	N=84	26%	N=178	35%	N=240	26%	N=176	100%	N=677
Participated in religious or spiritual activities in Vienna	11%	N=72	19%	N=130	14%	N=92	57%	N=384	100%	N=678
Attended a Town-sponsored event	3%	N=19	15%	N=100	58%	N=390	25%	N=167	100%	N=676
Used bus, rail, subway or other public transportation instead of driving	13%	N=86	8%	N=55	24%	N=164	55%	N=373	100%	N=678
Carpooled with other adults or children instead of driving alone	15%	N=103	13%	N=90	18%	N=125	53%	N=360	100%	N=678
Walked or biked instead of driving	25%	N=171	26%	N=179	23%	N=156	25%	N=173	100%	N=678
Volunteered your time to some group/activity in Vienna	10%	N=65	14%	N=93	20%	N=134	57%	N=390	100%	N=682
Participated in a club	5%	N=36	7%	N=49	13%	N=89	74%	N=504	100%	N=678
Talked to or visited with your immediate neighbors	46%	N=313	28%	N=188	21%	N=146	5%	N=34	100%	N=681
Done a favor for a neighbor	19%	N=126	26%	N=174	42%	N=285	14%	N=96	100%	N=681

Table 44: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=4	3%	N=18	28%	N=193	68%	N=464	100%	N=680
Watched (online or on television) a local public meeting	1%	N=5	3%	N=24	17%	N=119	79%	N=538	100%	N=685

Table 45: Question 10

Please rate the quality of each of the following services in Vienna:	Excellent		Good		Fair		Poor		Don't know		Total	
Vienna police services	48%	N=322	31%	N=212	6%	N=43	3%	N=19	12%	N=79	100%	N=674
Fairfax County fire services	51%	N=345	21%	N=144	2%	N=12	0%	N=0	25%	N=170	100%	N=671
Fairfax County ambulance or emergency medical services	48%	N=321	21%	N=142	1%	N=7	0%	N=0	30%	N=202	100%	N=672
Crime prevention	35%	N=235	33%	N=218	9%	N=57	1%	N=9	22%	N=149	100%	N=667
Fire prevention and education	30%	N=199	33%	N=219	5%	N=34	0%	N=2	32%	N=212	100%	N=667
Traffic enforcement	22%	N=149	41%	N=273	18%	N=122	8%	N=54	11%	N=71	100%	N=670
Street repair	19%	N=126	37%	N=250	29%	N=196	14%	N=92	2%	N=13	100%	N=677
Street cleaning	27%	N=184	48%	N=325	18%	N=118	4%	N=27	3%	N=18	100%	N=672
Street lighting	22%	N=145	44%	N=292	24%	N=162	10%	N=67	0%	N=2	100%	N=669
Snow removal	38%	N=258	40%	N=268	12%	N=83	4%	N=28	5%	N=36	100%	N=673
Sidewalk maintenance	20%	N=132	39%	N=262	26%	N=177	11%	N=74	4%	N=25	100%	N=671
Traffic signal timing	13%	N=89	41%	N=274	30%	N=199	14%	N=93	3%	N=17	100%	N=672
Bus or transit services	9%	N=60	16%	N=108	14%	N=96	8%	N=53	53%	N=352	100%	N=669
Garbage collection	62%	N=416	29%	N=193	7%	N=47	2%	N=11	1%	N=5	100%	N=672
Recycling	54%	N=360	32%	N=216	10%	N=65	3%	N=19	2%	N=11	100%	N=671
Yard waste pick-up	52%	N=351	30%	N=199	7%	N=47	2%	N=15	9%	N=60	100%	N=672
Storm drainage	31%	N=206	40%	N=268	13%	N=84	6%	N=40	11%	N=73	100%	N=671
Drinking water	46%	N=305	41%	N=275	7%	N=44	3%	N=18	4%	N=27	100%	N=668
Sewer services	42%	N=280	40%	N=270	7%	N=47	2%	N=14	8%	N=56	100%	N=667
Utility billing	31%	N=207	44%	N=290	15%	N=102	5%	N=36	4%	N=29	100%	N=665
Town parks	49%	N=325	39%	N=260	7%	N=50	1%	N=7	4%	N=27	100%	N=668
Recreation programs or classes	32%	N=214	32%	N=213	9%	N=60	0%	N=3	27%	N=179	100%	N=668
Recreation centers or facilities	40%	N=267	33%	N=220	7%	N=48	1%	N=4	19%	N=126	100%	N=665
Land use, planning and zoning	11%	N=76	27%	N=177	27%	N=183	17%	N=112	18%	N=119	100%	N=667
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=74	30%	N=203	19%	N=128	12%	N=79	28%	N=184	100%	N=668
Animal control	19%	N=128	30%	N=203	12%	N=83	2%	N=17	36%	N=242	100%	N=671
Economic development	15%	N=101	38%	N=253	19%	N=124	6%	N=38	22%	N=147	100%	N=664
Health services	23%	N=156	34%	N=227	9%	N=63	2%	N=11	32%	N=212	100%	N=669
Fairfax County public library services	46%	N=307	32%	N=211	7%	N=44	1%	N=6	15%	N=100	100%	N=667
Public information services	23%	N=153	37%	N=250	11%	N=71	1%	N=4	28%	N=188	100%	N=667
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=119	27%	N=178	13%	N=86	1%	N=7	41%	N=272	100%	N=662
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=114	36%	N=242	20%	N=134	10%	N=68	16%	N=107	100%	N=665
Vienna open space	23%	N=153	38%	N=250	23%	N=155	8%	N=52	8%	N=52	100%	N=661
Town-sponsored special events	45%	N=298	38%	N=250	8%	N=55	0%	N=2	8%	N=51	100%	N=656
Overall customer service by Town of Vienna employees (police, receptionists, planners, etc.)	39%	N=261	40%	N=266	9%	N=61	4%	N=24	9%	N=58	100%	N=671
Leaf collection	45%	N=303	35%	N=237	8%	N=53	3%	N=17	9%	N=61	100%	N=670

Table 46: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Vienna	41%	N=280	44%	N=297	11%	N=77	1%	N=9	2%	N=13	100%	N=675
The Federal Government	12%	N=80	38%	N=255	32%	N=214	6%	N=39	12%	N=81	100%	N=669

Table 47: Question 12

Please rate the following categories of Vienna government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Town of Vienna	20%	N=135	45%	N=299	22%	N=149	8%	N=51	5%	N=33	100%	N=667
The overall direction that Vienna is taking	13%	N=90	38%	N=256	29%	N=191	13%	N=83	7%	N=46	100%	N=667
The job the Town of Vienna government does at welcoming citizen involvement	20%	N=134	38%	N=249	19%	N=125	8%	N=50	16%	N=106	100%	N=664
Overall confidence in Town of Vienna government	18%	N=118	46%	N=307	22%	N=146	10%	N=65	4%	N=28	100%	N=665
Generally acting in the best interest of the community	20%	N=130	40%	N=266	25%	N=165	10%	N=69	5%	N=35	100%	N=665
Being honest	23%	N=154	37%	N=248	16%	N=109	8%	N=53	15%	N=100	100%	N=662
Treating all residents fairly	21%	N=140	38%	N=257	16%	N=107	8%	N=53	16%	N=109	100%	N=667

Table 48: Question 13

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		Total	
Overall feeling of safety in Vienna	60%	N=402	29%	N=194	11%	N=74	1%	N=4	100%	N=675
Overall ease of getting to the places you usually have to visit	49%	N=328	42%	N=285	8%	N=54	1%	N=4	100%	N=672
Quality of overall natural environment in Vienna	42%	N=281	45%	N=299	12%	N=79	2%	N=12	100%	N=671
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	51%	N=341	38%	N=255	10%	N=64	2%	N=11	100%	N=671
Health and wellness opportunities in Vienna	24%	N=160	42%	N=283	30%	N=201	4%	N=29	100%	N=673
Overall opportunities for education and enrichment	29%	N=191	39%	N=259	28%	N=187	5%	N=30	100%	N=667
Overall economic health of Vienna	44%	N=296	45%	N=303	10%	N=66	1%	N=6	100%	N=671
Sense of community	45%	N=300	39%	N=261	14%	N=96	2%	N=16	100%	N=673

Table 49: Question 14

How much of a priority, if at all, should it be for the Town to address each of the following over the next 3-5 years?	High priority		Medium priority		Not a priority		Total	
Enhance public art throughout the community	13%	N=90	44%	N=294	42%	N=281	100%	N=665
Employ economic development strategies to enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	35%	N=236	46%	N=307	19%	N=127	100%	N=670
Increase the number of and improve public green spaces	46%	N=307	45%	N=299	9%	N=63	100%	N=669
Provide public parking opportunities in commercial districts	45%	N=297	43%	N=284	12%	N=82	100%	N=663
Improve Town policies, practices, and procedures to provide more business-friendly services	28%	N=181	55%	N=361	18%	N=116	100%	N=659
Build a community swimming pool	25%	N=167	21%	N=141	54%	N=361	100%	N=669
Add a splash pad at Town Green or other location	16%	N=107	27%	N=176	57%	N=380	100%	N=664

Table 50: Question 15

How valuable are each of the following for obtaining information about the Town of Vienna government and its activities, events, and services:	Very valuable		Somewhat valuable		Not at all valuable		Don't know		Total	
Vienna Voice newsletter	57%	N=382	34%	N=231	4%	N=28	5%	N=33	100%	N=674
Town website (viennava.gov)	46%	N=305	42%	N=279	4%	N=29	7%	N=49	100%	N=662
TVCN – local access cable channel 27 (Cox) and 38 (Verizon)	7%	N=45	22%	N=144	32%	N=210	40%	N=263	100%	N=662
Town social media sites (Facebook, Twitter, Instagram)	21%	N=142	32%	N=214	16%	N=105	30%	N=200	100%	N=661
Alerts from the Town received via text or email	37%	N=248	30%	N=201	8%	N=52	25%	N=164	100%	N=664
Town Council or other public meetings	32%	N=211	40%	N=269	9%	N=63	19%	N=124	100%	N=667
Talking to Town officials	27%	N=182	36%	N=242	13%	N=84	24%	N=156	100%	N=664
Sun Gazette	20%	N=131	35%	N=232	17%	N=110	29%	N=195	100%	N=668

Table 51: Question 16

Have you had contact with a Town of Vienna employee(s) in the past 12 months?	Percent	Number
Yes	67%	N=450
No	33%	N=226
Total	100%	N=676

Table 52: Question 16A

Based on your most recent contact with an employee(s) of the Town of Vienna, please rate each of the following aspects of the employee with whom you personally had contact:	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of contacting someone who could address my request	52%	N=232	32%	N=145	10%	N=45	5%	N=22	1%	N=5	100%	N=448
Responsiveness to questions and/or needs	51%	N=227	25%	N=111	12%	N=54	12%	N=52	1%	N=4	100%	N=448
Courtesy/professionalism	56%	N=253	29%	N=130	10%	N=43	4%	N=20	1%	N=3	100%	N=448
Accuracy of information or assistance provided	49%	N=218	27%	N=122	12%	N=53	9%	N=41	3%	N=12	100%	N=446
Overall impression of the Vienna employee	52%	N=235	29%	N=131	10%	N=45	8%	N=35	1%	N=3	100%	N=448

Asked only of respondents who had contact with a Town employee in the past 12 months.

Table 53: Question 17

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?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
Maple Avenue should have more retail stores and restaurants	23%	N=157	37%	N=246	20%	N=135	16%	N=108	4%	N=25	100%	N=670
New development should include a mix of commercial and residential uses	24%	N=160	36%	N=244	18%	N=120	18%	N=122	3%	N=23	100%	N=669
Buildings along Maple Avenue should be designed to create a sense of place (strong identity and character) and should not be taller than four stories	63%	N=420	22%	N=146	8%	N=53	4%	N=24	4%	N=24	100%	N=668
Sidewalks should be widened with landscaping and areas for outdoor seating	52%	N=346	30%	N=203	10%	N=66	5%	N=35	3%	N=22	100%	N=672
Utility/power lines should be buried underground	58%	N=386	27%	N=182	5%	N=32	3%	N=22	7%	N=46	100%	N=669

Table 54: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	2%	N=12	2%	N=12	4%	N=29	15%	N=99	77%	N=523	100%	N=675
Purchase goods or services from a business located in Vienna	0%	N=1	2%	N=12	26%	N=177	47%	N=321	24%	N=165	100%	N=676
Eat at least 5 portions of fruits and vegetables a day	3%	N=20	11%	N=77	28%	N=189	37%	N=249	21%	N=143	100%	N=678
Participate in moderate or vigorous physical activity	1%	N=8	10%	N=66	24%	N=164	37%	N=248	28%	N=186	100%	N=672
Read or watch local news (via television, paper, computer, etc.)	3%	N=22	14%	N=93	19%	N=128	27%	N=181	37%	N=251	100%	N=675
Vote in local elections	7%	N=47	5%	N=36	11%	N=73	23%	N=152	54%	N=363	100%	N=672

Table 55: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=192
Very good	44%	N=300
Good	22%	N=151
Fair	4%	N=28
Poor	1%	N=7
Total	100%	N=678

Table 56: Question 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:	Percent	Number
Very positive	10%	N=65
Somewhat positive	36%	N=240
Neutral	46%	N=308
Somewhat negative	8%	N=50
Very negative	1%	N=8
Total	100%	N=671

Table 57: Question D4

What is your employment status?	Percent	Number
Working full time for pay	64%	N=434
Working part time for pay	12%	N=84
Unemployed, looking for paid work	2%	N=15
Unemployed, not looking for paid work	3%	N=24
Fully retired	17%	N=118
Total	100%	N=674

Table 58: Question D5

Do you work inside the boundaries of Vienna?	Percent	Number
Yes, outside the home	18%	N=118
Yes, from home	12%	N=82
No	70%	N=460
Total	100%	N=661

Table 59: Question D6

How many years have you lived in Vienna?	Percent	Number
Less than 2 years	13%	N=90
2 to 5 years	18%	N=124
6 to 10 years	14%	N=96
11 to 20 years	18%	N=123
More than 20 years	36%	N=242
Total	100%	N=676

Table 60: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	85%	N=574
Building with two or more homes (duplex, townhome, apartment or condominium)	15%	N=99
Other	0%	N=2
Total	100%	N=674

Table 61: Question D8

Is this house, apartment or townhome...	Percent	Number
Rented	16%	N=107
Owned	84%	N=565
Total	100%	N=672

Table 62: Question D9

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)?	Percent	Number
Less than $300 per month	1%	N=9
$300 to $599 per month	3%	N=22
$600 to $999 per month	4%	N=25
$1,000 to $1,499 per month	9%	N=59
$1,500 to $2,499 per month	24%	N=155
$2,500 or more per month	58%	N=370
Total	100%	N=640

Table 63: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	55%	N=369
Yes	45%	N=306
Total	100%	N=675

Table 64: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=475
Yes	30%	N=203
Total	100%	N=677

Table 65: Question D12

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.)	Percent	Number
Less than $25,000	2%	N=12
$25,000 to $49,999	5%	N=34
$50,000 to $99,999	18%	N=112
$100,000 to $149,999	13%	N=85
$150,000 or more	62%	N=397
Total	100%	N=640

Table 66: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	88%	N=589
Yes, I consider myself to be Spanish, Hispanic or Latino	12%	N=77
Total	100%	N=666

Table 67: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=6
Asian, Asian Indian or Pacific Islander	11%	N=76
Black or African American	3%	N=19
White	81%	N=542
Other	7%	N=48

Total may exceed 100% as respondents could select more than one option.

Table 68: Question D15

In which category is your age?	Percent	Number
18 to 24 years	2%	N=13
25 to 34 years	17%	N=114
35 to 44 years	18%	N=120
45 to 54 years	26%	N=175
55 to 64 years	15%	N=98
65 to 74 years	13%	N=86
75 years or older	10%	N=66
Total	100%	N=671

Table 69: Question D16

What is your sex?	Percent	Number
Female	51%	N=338
Male	49%	N=325
Total	100%	N=663

Table 70: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=407
Land line	19%	N=126
Both	20%	N=137
Total	100%	N=669

Appendix B: Benchmark Comparisons

Comparison Data

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 Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating 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. The Town of Vienna chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Vienna's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," 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. The second column is the rank assigned to Vienna's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Vienna's rating to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

In that final column, 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.

National Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Vienna	94%	49	448	Higher
Overall image or reputation of Vienna	94%	21	343	Higher
Vienna as a place to live	96%	44	385	Higher
Your neighborhood as a place to live	94%	20	307	Higher
Vienna as a place to raise children	98%	15	374	Higher
Vienna as a place to retire	51%	267	348	Similar
Overall appearance of Vienna	89%	64	351	Higher

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Vienna	97%	24	342	Higher
	In your neighborhood during the day	98%	44	350	Similar
	In Vienna's downtown/commercial area during the day	98%	24	310	Higher
Mobility	Overall ease of getting to the places you usually have to visit	65%	189	259	Similar
	Availability of paths and walking trails	84%	33	312	Higher
	Ease of walking in Vienna	77%	63	300	Higher
	Ease of travel by bicycle in Vienna	65%	58	300	Higher
	Ease of travel by public transportation in Vienna	35%	120	220	Similar
	Ease of travel by car in Vienna	42%	271	299	Lower
	Ease of public parking	46%	153	218	Similar
	Traffic flow on major streets	18%	321	335	Much lower
Natural Environment	Quality of overall natural environment in Vienna	82%	101	272	Similar
	Cleanliness of Vienna	92%	30	279	Higher
Built Environment	Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	61%	130	249	Similar
	Overall quality of new development in Vienna	61%	101	287	Similar
	Availability of affordable quality housing	20%	251	297	Lower
	Variety of housing options	45%	188	274	Similar
	Public places where people want to spend time	80%	44	242	Higher
Economy	Overall economic health of Vienna	90%	16	255	Much higher
	Vibrant downtown/commercial area	64%	63	232	Higher
	Overall quality of business and service establishments in Vienna	79%	34	268	Similar
	Cost of living in Vienna	26%	214	252	Similar
	Shopping opportunities	69%	78	291	Higher
	Employment opportunities	58%	50	304	Higher
	Vienna as a place to visit	69%	108	269	Similar
	Vienna as a place to work	71%	92	355	Similar
Recreation and Wellness	Health and wellness opportunities in Vienna	85%	28	250	Higher
	Recreational opportunities	85%	31	291	Higher
	Fitness opportunities (including exercise classes and paths or trails, etc.)	85%	26	240	Higher
Education and Enrichment	Overall opportunities for education and enrichment	87%	35	252	Higher
	Opportunities to participate in religious or spiritual events and activities	87%	17	201	Similar
	Opportunities to attend cultural/arts/music activities	78%	40	290	Higher
	Adult educational opportunities	78%	26	229	Higher
	Fairfax County Public Schools' K-12 education	91%	28	267	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of affordable quality child care/preschool	63%	83	250	Similar
Community Engagement	Opportunities to participate in social events and activities	82%	11	259	Higher
	Neighborliness of Vienna	78%	8	244	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	79%	14	288	Higher
	Opportunities to participate in community matters	82%	13	270	Higher
	Opportunities to volunteer	83%	29	260	Similar

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Vienna	87%	22	422	Higher
Overall customer service by Town of Vienna employees (police, receptionists, planners, etc.)	86%	34	374	Higher
The value of services for the taxes paid to Town of Vienna	68%	33	398	Higher
Overall direction that Vienna is taking	56%	164	311	Similar
The job the Town of Vienna government does at welcoming citizen involvement	69%	22	318	Higher
Overall confidence in Town of Vienna government	67%	46	255	Similar
Generally acting in the best interest of the community	63%	69	255	Similar
Being honest	71%	27	247	Higher
Treating all residents fairly	71%	32	253	Higher
Services provided by the Federal Government	57%	2	247	Higher

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Vienna police services	90%	44	455	Higher
	Fire services	98%	8	382	Higher
	Fairfax County ambulance or emergency medical services	99%	9	343	Higher
	Crime prevention	87%	17	357	Higher
	Fire prevention and education	92%	18	279	Higher
	Animal control	77%	23	336	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	76%	17	273	Higher
Mobility	Traffic enforcement	71%	96	365	Similar
	Street repair	57%	104	382	Similar
	Street cleaning	78%	35	317	Higher
	Street lighting	66%	102	321	Similar
	Snow removal	83%	18	282	Higher
	Sidewalk maintenance	61%	89	316	Similar
	Traffic signal timing	55%	92	259	Similar
	Bus or transit services	53%	94	226	Similar
Natural Environment	Garbage collection	91%	6	350	Higher
	Recycling	87%	19	354	Higher
	Yard waste pick-up	90%	4	264	Higher
	Drinking water	90%	13	309	Higher
	Preservation of natural areas such as open space, farmlands and greenbelts	64%	100	252	Similar
	Vienna open space	66%	61	229	Similar
	Storm drainage	79%	20	346	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Sewer services	90%	4	315	Higher
	Utility billing	78%	32	222	Similar
	Land use, planning and zoning	46%	146	296	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	57%	137	383	Similar
Economy	Economic development	69%	51	280	Higher
Recreation and Wellness	Town parks	91%	33	320	Higher
	Recreation programs or classes	87%	12	320	Higher
	Recreation centers or facilities	90%	8	273	Higher
	Health services	84%	20	217	Higher
Education and Enrichment	Town-sponsored special events	91%	3	273	Much higher
	Fairfax County public library services	91%	45	334	Similar
Community Engagement	Public information services	84%	13	282	Higher

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	83%	6	306	Higher
Recommend living in Vienna to someone who asks	94%	54	282	Similar
Remain in Vienna for the next five years	89%	51	275	Similar
Contacted Vienna (in-person, phone, email or web) for help or information	61%	20	317	Higher

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	45%	59	220	Similar
	Did NOT report a crime to the police	86%	42	246	Similar
	Household member was NOT a victim of a crime	93%	54	267	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	45%	37	201	Higher
	Carpooled with other adults or children instead of driving alone	47%	75	234	Similar
	Walked or biked instead of driving	75%	34	243	Higher
Natural Environment	Made efforts to conserve water	76%	174	229	Similar
	Made efforts to make your home more energy efficient	69%	212	230	Similar
	Recycle at home	96%	55	254	Similar
Built Environment	Did NOT observe a code violation or other hazard in Vienna	57%	105	236	Similar
	NOT experiencing housing costs stress	79%	37	253	Higher
Economy	Purchase goods or services from a business located in Vienna	98%	65	240	Similar
	Economy will have positive impact on income	45%	18	254	Higher
	Work inside boundaries of Vienna	30%	172	241	Lower
Recreation and Wellness	Visited a neighborhood park or Town park	90%	53	264	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	77	232	Similar
	Participate in moderate or vigorous physical activity	89%	56	236	Similar
	In very good to excellent health	73%	39	236	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Used Fairfax County public libraries or their services	74%	29	243	Higher
	Participated in religious or spiritual activities in Vienna	43%	107	199	Similar
	Attended Town-sponsored event	75%	14	242	Much higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	27%	72	224	Similar
	Contacted Town of Vienna elected officials (in-person, phone, email or web) to express your opinion	27%	24	238	Similar
	Volunteered your time to some group/activity in Vienna	43%	99	260	Similar
	Participated in a club	26%	121	239	Similar
	Talked to or visited with your immediate neighbors	95%	39	238	Similar
	Done a favor for a neighbor	86%	48	233	Similar
	Attended a local public meeting	32%	32	258	Similar
	Watched (online or on television) a local public meeting	21%	123	225	Similar
	Read or watch local news (via television, paper, computer, etc.)	83%	167	241	Similar
	Vote in local elections	88%	67	254	Similar

Communities included in national comparisons

The communities included in Vienna's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA 98,970
Albert Lea city, MN 18,016
Alexandria city, VA 139,966
Algonquin village, IL 30,046
Aliso Viejo city, CA 47,823
American Canyon city, CA 19,454
Ames city, IA 58,965
Ankeny city, IA 45,582
Ann Arbor city, MI 113,934
Apache Junction city, AZ 35,840
Arapahoe County, CO 572,003
Arkansas City city, AR 366
Arlington city, TX 365,438
Arvada city, CO 106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, MA 16,593
Ashland town, VA 7,225
Aspen city, CO 6,658
Athens-Clarke County, GA 115,452
Auburn city, AL 53,380
Augusta CCD, GA 134,777
Aurora city, CO 325,078
Austin city, TX 790,390
Avon town, CO 6,447
Avon town, IN 12,446
Avondale city, AZ 76,238
Azusa city, CA 46,361
Bainbridge Island city, WA 23,025
Baltimore city, MD 620,961
Baltimore County, MD 805,029
Bartonville town, TX 1,469
Battle Creek city, MI 52,347
Bay City city, MI 34,932
Bay Village city, OH 15,651
Baytown city, TX 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Benbrook city, TX 21,234
Bend city, OR 76,639
Bethlehem township, PA 23,730
Bettendorf city, IA 33,217
Billings city, MT 104,170
Bloomington city, IN 80,405
Bloomington city, MN 82,893
Blue Springs city, MO 52,575
Boise City city, ID 205,671
Bonner Springs city, KS 7,314
Boone County, KY 118,811
Boulder city, CO 97,385
Bowling Green city, KY 58,067
Bozeman city, MT 37,280
Brentwood city, MO 8,055
Brentwood city, TN 37,060
Brighton city, CO 33,352
Brighton city, MI 7,444
Bristol city, TN 26,702
Broken Arrow city, OK 98,850
Brookline CDP, MA 58,732

Brooklyn Center city, MN 30,104
Brooklyn city, OH 11,169
Broomfield city, CO 55,889
Brownsburg town, IN 21,285
Buffalo Grove village, IL 41,496
Burlingame city, CA 28,806
Cabarrus County, NC 178,011
Cambridge city, MA 105,162
Canandaigua city, NY 10,545
Cannon Beach city, OR 1,690
Cañon City city, CO 16,400
Canton city, SD 3,057
Cape Coral city, FL 154,305
Carlisle borough, PA 18,682
Carlsbad city, CA 105,328
Carroll city, IA 10,103
Cartersville city, GA 19,731
Cary town, NC 135,234
Castine town, ME 1,366
Castle Rock town, CO 48,231
Cedar Hill city, TX 45,028
Cedar Rapids city, IA 126,326
Celina city, TX 6,028
Centennial city, CO 100,377
Chandler city, AZ 236,123
Chandler city, TX 2,734
Chanhassen city, MN 22,952
Chapel Hill town, NC 57,233
Chardon city, OH 5,148
Charles County, MD 146,551
Charlotte city, NC 731,424
Charlotte County, FL 159,978
Charlottesville city, VA 43,475
Chattanooga city, TN 167,674
Chautauqua town, NY 4,464
Chesterfield County, VA 316,236
Clackamas County, OR 375,992
Clarendon Hills village, IL 8,427
Clayton city, MO 15,939
Clearwater city, FL 107,685
Cleveland Heights city, OH 46,121
Clinton city, SC 8,490
Clive city, IA 15,447
Clovis city, CA 95,631
College Park city, MD 30,413
College Station city, TX 93,857
Colleyville city, TX 22,807
Columbia city, MO 108,500
Columbia city, SC 129,272
Columbia Falls city, MT 4,688
Commerce City city, CO 45,913
Concord city, CA 122,067
Concord town, MA 17,668
Conshohocken borough, PA 7,833
Coolidge city, AZ 11,825
Coon Rapids city, MN 61,476
Copperas Cove city, TX 32,032
Coral Springs city, FL 121,096
Coronado city, CA 18,912
Corvallis city, OR 54,462
Cottonwood Heights city, UT 33,433
Creve Coeur city, MO 17,833
Cupertino city, CA 58,302
Dacono city, CO 4,152
Dakota County, MN 398,552
Dallas city, OR 14,583
Dallas city, TX 1,197,816
Danville city, KY 16,218
Dardenne Prairie city, MO 11,494
Darien city, IL 22,086
Davenport city, FL 2,888
Davidson town, NC 10,944
Dayton city, OH 141,527
Dayton town, WY 757
Dearborn city, MI 98,153
Decatur city, GA 19,335
Del Mar city, CA 4,161
DeLand city, FL 27,031
Delaware city, OH 34,753
Denison city, TX 22,682
Denton city, TX 113,383
Denver city, CO 600,158
Des Moines city, IA 203,433
Des Peres city, MO 8,373
Destin city, FL 12,305
Dover city, NH 29,987
Dublin city, CA 46,036
Dublin city, OH 41,751
Duluth city, MN 86,265
Durham city, NC 228,330
Durham County, NC 267,587
Dyer town, IN 16,390
Eagan city, MN 64,206
Eagle Mountain city, UT 21,415
Eagle town, CO 6,508
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Eden town, VT 1,323
Edgerton city, KS 1,671
Edgewater city, CO 5,170
Edina city, MN 47,941
Edmond city, OK 81,405
Edmonds city, WA 39,709
El Cerrito city, CA 23,549
El Dorado County, CA 181,058
El Paso de Robles (Paso Robles) city, CA 29,793
Elk Grove city, CA 153,015
Elko New Market city, MN 4,110
Elmhurst city, IL 44,121
Englewood city, CO 30,255
Erie town, CO 18,135
Escambia County, FL 297,619
Estes Park town, CO 5,858
Euclid city, OH 48,920
Fairview town, TX 7,248
Farmers Branch city, TX 28,616
Farmersville city, TX 3,301
Farmington Hills city, MI 79,740
Farmington town, CT 25,340
Fayetteville city, NC 200,564
Fernandina Beach city, FL 11,487
Flagstaff city, AZ 65,870
Flower Mound town, TX 64,669
Forest Grove city, OR 21,083
Fort Collins city, CO 143,986
Franklin city, TN 62,487
Frederick town, CO 8,679
Fremont city, CA 214,089
Friendswood city, TX 35,805
Fruita city, CO 12,646
Gahanna city, OH 33,248
Gaithersburg city, MD 59,933
Galveston city, TX 47,743
Gardner city, KS 19,123
Georgetown city, TX 47,400
Germantown city, TN 38,844
Gilbert town, AZ 208,453
Gillette city, WY 29,087
Glen Ellyn village, IL 27,450
Glendora city, CA 50,073

Glenview village, IL 44,692
Golden city, CO 18,867
Golden Valley city, MN 20,371
Goodyear city, AZ 65,275
Grafton village, WI 11,459
Grand Blanc city, MI 8,276
Grants Pass city, OR 34,533
Grass Valley city, CA 12,860
Greeley city, CO 92,889
Greenville city, NC 84,554
Greenwich town, CT 61,171
Greenwood Village city, CO 13,925
Greer city, SC 25,515
Gunnison County, CO 15,324
Haltom City city, TX 42,409
Hamilton city, OH 62,477
Hamilton town, MA 7,764
Hampton city, VA 137,436
Hanover County, VA 99,863
Harrisburg city, SD 4,089
Harrisonburg city, VA 48,914
Harrisonville city, MO 10,019
Hastings city, MN 22,172
Hayward city, CA 144,186
Henderson city, NV 257,729
Herndon town, VA 23,292
High Point city, NC 104,371
Highland Park city, IL 29,763
Highlands Ranch CDP, CO 96,713
Homer Glen village, IL 24,220
Honolulu County, HI 953,207
Hooksett town, NH 13,451
Hopkins city, MN 17,591
Hopkinton town, MA 14,925
Hoquiam city, WA 8,726
Horry County, SC 269,291
Howard village, WI 17,399
Hudson town, CO 2,356
Huntley village, IL 24,291
Hurst city, TX 37,337
Hutchinson city, MN 14,178
Hutto city, TX 14,698
Independence city, MO 116,830
Indianola city, IA 14,782
Indio city, CA 76,036
Iowa City city, IA 67,862
Irving city, TX 216,290
Issaquah city, WA 30,434
Jackson city, MO 13,758
Jackson County, MI 160,248
James City County, VA 67,009
Jefferson County, NY 116,229
Jefferson Parish, LA 432,552
Johnson City city, TN 63,152
Johnston city, IA 17,278
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kansas City city, KS 145,786
Kansas City city, MO 459,787
Keizer city, OR 36,478
Kenmore city, WA 20,460
Kennedale city, TX 6,763
Kent city, WA 92,411
Kerrville city, TX 22,347
Kettering city, OH 56,163
Key West city, FL 24,649
King City city, CA 12,874
Kirkland city, WA 48,787
Kirkwood city, MO 27,540
Knoxville city, IA 7,313
La Plata town, MD 8,753
La Vista city, NE 15,758
Laguna Niguel city, CA 62,979
Lake Forest city, IL 19,375
Lake in the Hills village, IL 28,965
Lake Stevens city, WA 28,069
Lake Worth city, FL 34,910
Lake Zurich village, IL 19,631
Lakeville city, MN 55,954
Lakewood city, CO 142,980
Lakewood city, WA 58,163
Lancaster County, SC 76,652
Lane County, OR 351,715
Lansing city, MI 114,297
Laramie city, WY 30,816
Larimer County, CO 299,630
Las Cruces city, NM 97,618
Las Vegas city, NM 13,753
Lawrence city, KS 87,643
Lawrenceville city, GA 28,546
Lee's Summit city, MO 91,364
Lehi city, UT 47,407
Lenexa city, KS 48,190
Lewisville city, TX 95,290
Lewisville town, NC 12,639
Libertyville village, IL 20,315
Lincolnwood village, IL 12,590
Lindsborg city, KS 3,458
Little Chute village, WI 10,449
Littleton city, CO 41,737
Livermore city, CA 80,968
Lombard village, IL 43,165
Lone Tree city, CO 10,218
Long Grove village, IL 8,043
Longmont city, CO 86,270
Longview city, TX 80,455
Lonsdale city, MN 3,674
Los Alamos County, NM 17,950
Los Altos Hills town, CA 7,922
Loudoun County, VA 312,311
Louisville city, CO 18,376
Lower Merion township, PA 57,825
Lynchburg city, VA 75,568
Lynnwood city, WA 35,836
Macomb County, MI 840,978
Manassas city, VA 37,821
Manhattan Beach city, CA 35,135
Manhattan city, KS 52,281
Mankato city, MN 39,309
Maple Grove city, MN 61,567
Maplewood city, MN 38,018
Maricopa County, AZ 3,817,117
Marion city, IA 34,768
Mariposa County, CA 18,251
Marshfield city, WI 19,118
Martinez city, CA 35,824
Marysville city, WA 60,020
Matthews town, NC 27,198
Maui County, HI 154,834
McAllen city, TX 129,877
McKinney city, TX 131,117
McMinnville city, OR 32,187
Mecklenburg County, NC 919,628
Menlo Park city, CA 32,026
Menomonee Falls village, WI 35,626
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Mesa city, AZ 439,041

Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL 399,457
Middleton city, WI 17,442
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Minnetrista city, MN 6,384
Missouri City city, TX 67,358
Modesto city, CA 201,165
Monroe city, MI 20,733
Monterey city, CA 27,810
Montgomery city, MN 2,956
Montgomery County, MD 971,777
Monticello city, UT 1,972
Montrose city, CO 19,132
Monument town, CO 5,530
Moraga town, CA 16,016
Morristown city, TN 29,137
Morrisville town, NC 18,576
Morro Bay city, CA 10,234
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Murphy city, TX 17,708
Naperville city, IL 141,853
Napoleon city, OH 8,749
Nederland city, TX 17,547
Needham CDP, MA 28,886
Nevada City city, CA 3,068
Nevada County, CA 98,764
New Braunfels city, TX 57,740
New Brighton city, MN 21,456
New Hope city, MN 20,339
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
New Ulm city, MN 13,522
Newberg city, OR 22,068
Newport city, RI 24,672
Newport News city, VA 180,719
Newton city, IA 15,254
Noblesville city, IN 51,969
Norcross city, GA 9,116
Norfolk city, NE 24,210
Norfolk city, VA 242,803
North Mankato city, MN 13,394
North Port city, FL 57,357
North Richland Hills city, TX 63,343
North Yarmouth town, ME 3,565
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, IL 28,281
O'Fallon city, MO 79,329
Oak Park village, IL 51,878
Oakland city, CA 390,724
Oakley city, CA 35,432
Oklahoma City city, OK 579,999
Olathe city, KS 125,872
Old Town city, ME 7,840
Olmsted County, MN 144,248
Olympia city, WA 46,478
Orange village, OH 3,323
Orland Park village, IL 56,767
Orleans Parish, LA 343,829
Oshkosh city, WI 66,083
Oshtemo charter township, MI 21,705
Oswego village, IL 30,355
Ottawa County, MI 263,801
Overland Park city, KS 173,372
Paducah city, KY 25,024
Palm Beach Gardens city, FL 48,452
Palm Coast city, FL 75,180
Palo Alto city, CA 64,403
Palos Verdes Estates city, CA 13,438
Papillion city, NE 18,894
Paradise Valley town, AZ 12,820
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL 23,962
Pasco city, WA 59,781
Pasco County, FL 464,697
Payette city, ID 7,433
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Pflugerville city, TX 46,936
Pinehurst village, NC 13,124
Piqua city, OH 20,522
Pitkin County, CO 17,148
Plano city, TX 259,841
Platte City city, MO 4,691
Pleasant Hill city, IA 8,785
Pleasanton city, CA 70,285
Polk County, IA 430,640
Pompano Beach city, FL 99,845
Port Orange city, FL 56,048
Port St. Lucie city, FL 164,603
Portland city, OR 583,776
Powell city, OH 11,500
Powhatan County, VA 28,046
Prince William County, VA 402,002
Prior Lake city, MN 22,796
Pueblo city, CO 106,595
Purcellville town, VA 7,727
Queen Creek town, AZ 26,361
Raleigh city, NC 403,892
Ramsey city, MN 23,668
Raymond town, ME 4,436
Raymore city, MO 19,206
Redmond city, OR 26,215
Redmond city, WA 54,144
Redwood City city, CA 76,815
Reno city, NV 225,221
Reston CDP, VA 58,404
Richland city, WA 48,058
Richmond city, CA 103,701
Richmond Heights city, MO 8,603
Rio Rancho city, NM 87,521
River Falls city, WI 15,000
Riverside city, CA 303,871
Roanoke city, VA 97,032
Roanoke County, VA 92,376
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockville city, MD 61,209
Roeland Park city, KS 6,731
Rogers city, MN 8,597
Rohnert Park city, CA 40,971
Rolla city, MO 19,559
Roselle village, IL 22,763
Rosemount city, MN 21,874
Rosenberg city, TX 30,618
Roseville city, MN 33,660
Round Rock city, TX 99,887
Royal Oak city, MI 57,236
Royal Palm Beach village, FL 34,140
Sacramento city, CA 466,488
Sahuarita town, AZ 25,259
Sammamish city, WA 45,780
San Anselmo town, CA 12,336

San Diego city, CA 1,307,402
San Francisco city, CA 805,235
San Jose city, CA 945,942
San Marcos city, CA 83,781
San Marcos city, TX 44,894
San Rafael city, CA 57,713
Sangamon County, IL 197,465
Santa Fe city, NM 67,947
Santa Fe County, NM 144,170
Santa Monica city, CA 89,736
Sarasota County, FL 379,448
Savage city, MN 26,911
Schaumburg village, IL 74,227
Schertz city, TX 31,465
Scott County, MN 129,928
Scottsdale city, AZ 217,385
Sedona city, AZ 10,031
Sevierville city, TN 14,807
Shakopee city, MN 37,076
Sharonville city, OH 13,560
Shawnee city, KS 62,209
Shawnee city, OK 29,857
Sherborn town, MA 4,119
Shoreline city, WA 53,007
Shoreview city, MN 25,043
Shorewood village, IL 15,615
Shorewood village, WI 13,162
Sierra Vista city, AZ 43,888
Silverton city, OR 9,222
Sioux Center city, IA 7,048
Sioux Falls city, SD 153,888
Skokie village, IL 64,784
Snoqualmie city, WA 10,670
Snowmass Village town, CO 2,826
Somerset town, MA 18,165
South Jordan city, UT 50,418
South Lake Tahoe city, CA 21,403
Southlake city, TX 26,575
Spearfish city, SD 10,494
Spring Hill city, KS 5,437
Springfield city, MO 159,498
Springville city, UT 29,466
St. Augustine city, FL 12,975
St. Charles city, IL 32,974
St. Cloud city, FL 35,183
St. Joseph city, MO 76,780
St. Joseph town, WI 3,842
St. Louis County, MN 200,226
State College borough, PA 42,034
Steamboat Springs city, CO 12,088
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Suisun City city, CA 28,111
Summit County, UT 36,324
Summit village, IL 11,054
Sunnyvale city, CA 140,081
Surprise city, AZ 117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Tempe city, AZ 161,719
Temple city, TX 66,102
Texarkana city, TX 36,411
The Woodlands CDP, TX 93,847
Thousand Oaks city, CA 126,683
Tigard city, OR 48,035
Tracy city, CA 82,922
Trinidad CCD, CO 12,017
Tualatin city, OR 26,054
Tulsa city, OK 391,906
Tustin city, CA 75,540
Twin Falls city, ID 44,125
Unalaska city, AK 4,376
University Heights city, OH 13,539
University Park city, TX 23,068
Upper Arlington city, OH 33,771
Urbandale city, IA 39,463
Vail town, CO 5,305
Ventura CCD, CA 111,889
Vernon Hills village, IL 25,113
Vestavia Hills city, AL 34,033
Victoria city, MN 7,345
Vienna town, VA 15,687
Virginia Beach city, VA 437,994
Walnut Creek city, CA 64,173
Warrensburg city, MO 18,838
Washington County, MN 238,136
Washington town, NH 1,123
Washoe County, NV 421,407
Washougal city, WA 14,095
Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Wentzville city, MO 29,070
West Carrollton city, OH 13,143
Western Springs village, IL 12,975
Westerville city, OH 36,120
Westlake town, TX 992
Westminster city, CO 106,114
Weston town, MA 11,261
Wheat Ridge city, CO 30,166
White House city, TN 10,255
Wichita city, KS 382,368
Williamsburg city, VA 14,068
Willowbrook village, IL 8,540
Wilmington city, NC 106,476
Wilsonville city, OR 19,509
Windsor town, CO 18,644
Windsor town, CT 29,044
Winnetka village, IL 12,187
Winter Garden city, FL 34,568
Woodbury city, MN 61,961
Woodinville city, WA 10,938
Woodland city, CA 55,468
Wyandotte County, KS 157,505
Yakima city, WA 91,067
York County, VA 65,464
Yorktown town, IN 9,405
Yorkville city, IL 16,921
Yountville city, CA 2,933

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The Town of Vienna funded this research. Please contact Lynne Coan of the Town of Vienna at lynne.coan@viennava.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

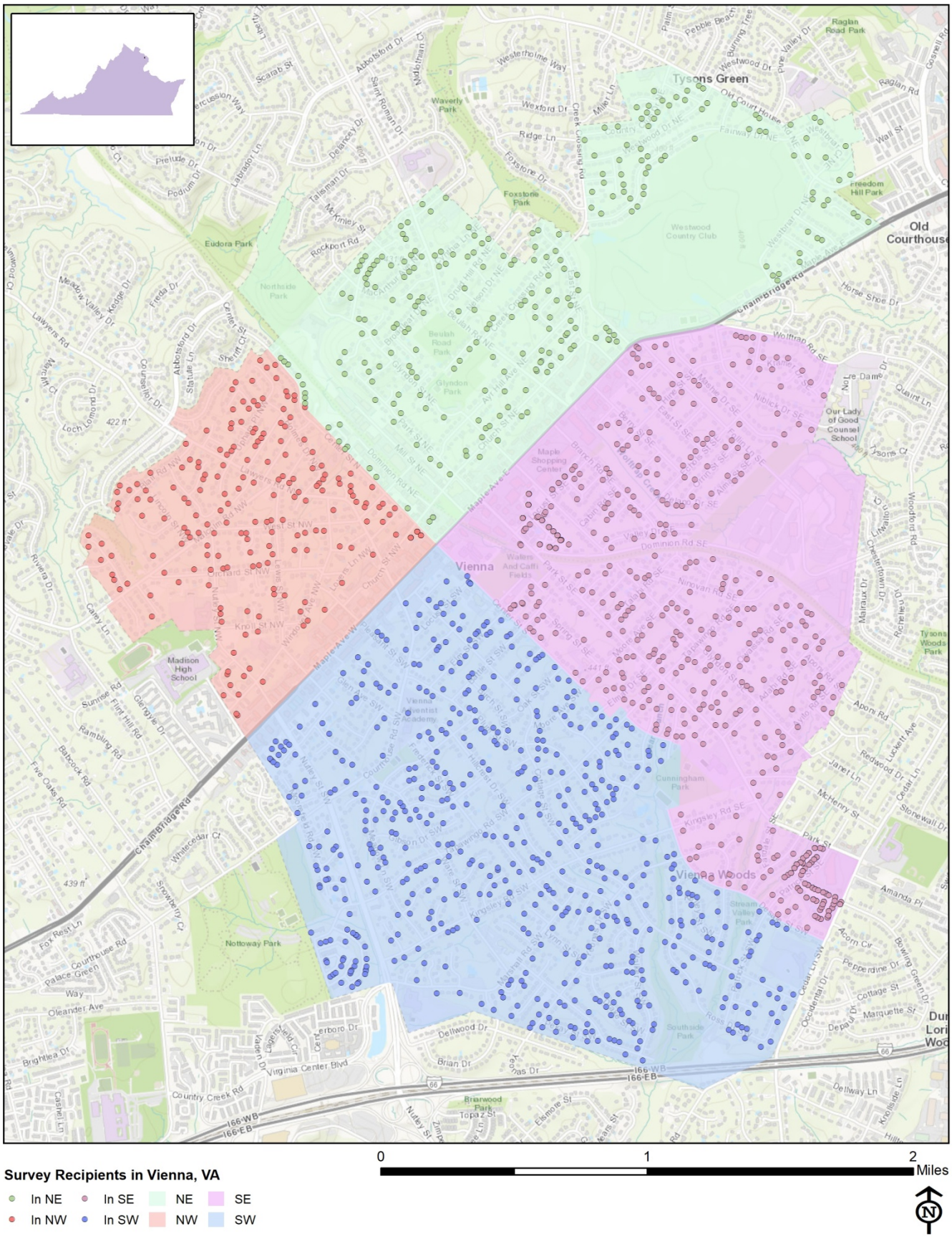
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. 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 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 (updated on a quarterly basis) and addresses located outside of the Town of Vienna boundaries were removed from consideration. Each address identified as being within Town boundaries was further identified as being within one of the four quadrants.

To choose the 1,600 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" 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 cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on October 3, 2018. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. The Town of Vienna chose to augment their administration of The NCS with one additional service, which was comparing their past survey results to this administration. Completed surveys were collected over the following seven weeks.

About 3% of the 1,600 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,559 households that received the survey, 695 completed the survey, providing an overall response rate of 45%. Of the 695 completed surveys, 135 were completed online. Additionally, responses were tracked by quadrant; response rates by quadrant ranged from 37% to 57%. The response rates were calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons.

Table 77: Survey Response Rates by Quadrant

	Northeast	Northwest	Southeast	Southwest	Overall
Total sample used	253	198	581	568	1,600
I=Complete Interviews	139	89	203	250	681
P=Partial Interviews	3	1	6	3	13
R=Refusal and break off	0	1	0	0	1
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	108	101	358	298	865
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	57%	47%	37%	46%	45%

Confidence Intervals

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.[2]

The margin of error for the Town of Vienna survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (695 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

[1] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information

[2] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically "skipped" to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and 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 housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 78: Vienna, VA 2018 Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	19%	6%	16%
Own home	81%	94%	84%
Detached unit*	82%	88%	85%
Attached unit*	18%	12%	15%
Race and Ethnicity			
White	77%	82%	78%
Not white	23%	18%	22%
Not Hispanic	88%	95%	88%
Hispanic	12%	5%	12%
Sex and Age			
Female	51%	59%	51%
Male	49%	41%	49%
18-34 years of age	22%	6%	19%
35-54 years of age	43%	41%	44%
55+ years of age	35%	53%	37%
Females 18-34	10%	4%	10%
Females 35-54	22%	25%	22%
Females 55+	18%	30%	19%
Males 18-34	12%	2%	9%
Males 35-54	21%	17%	22%
Males 55+	17%	23%	18%
Quadrant			
Northeast	17%	20%	19%
Northwest	13%	13%	12%
Southeast	32%	30%	33%
Southwest	38%	36%	36%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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" and "good," "very safe" and "somewhat safe," "essential" and "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 Appendix A. 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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials

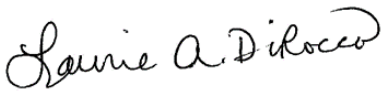
Dear Vienna Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,



Laurie A. DiRocco
Mayor

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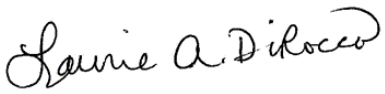

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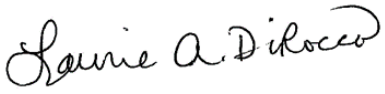

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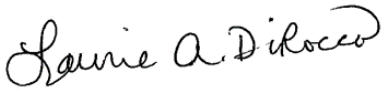

Laurie A. DiRocco
Mayor

Town of Vienna
127 Center Street S.
Vienna, VA 22180

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

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TOWN OF
VIENNA
since 1890

The Mayor's Office

October 2018

Dear Town of Vienna Resident:

Please help us shape the future of Vienna! You have been selected at random to participate in the 2018 Vienna Citizen Survey. This is an easy but important opportunity for you to engage with your local government and share your insights and thoughts about our community.

Your household was one of a limited number in Town to be randomly selected to receive the 2018 Vienna Citizen Survey. Please take just 10-15 minutes to fill out the enclosed survey; Town Councilmembers, staff, and I really want to hear what our citizens think.

Your feedback will help Vienna gauge how well it is doing compared to previous years and to other communities around the nation. The data will provide invaluable information about citizen satisfaction and help Town Councilmembers and staff better plan, prioritize, and improve services and programs.

A few things to remember:

- **Your responses are completely anonymous.**
- 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:**

  http://bit.ly/viennava2018

If you have any questions about the survey, please call 703-255-6330.

Thank you for taking a few minutes to let your voice be heard in order to help shape a better Vienna!

Best regards,

Laurie A. DiRocco

Laurie A. DiRocco
Mayor

127 Center Street S. Vienna, VA 22180 | 703-225-6311: Phone | 703-940-9199: Fax |
mayor@viennava.gov | viennava.gov

TOWN OF
VIENNA
since 1890

The Mayor's Office

October 2018

Dear Town of Vienna Resident:

Here's a second chance if you haven't already responded to the 2018 Vienna Citizen Survey! **(If you've completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Vienna! You have been selected at random to participate in the 2018 Vienna Citizen Survey. This is an easy but important opportunity for you to engage with your local government and share your insights and thoughts about our community.

Your household was one of a limited number in Town to be randomly selected to receive the 2018 Vienna Citizen Survey. Please take just 10-15 minutes to fill out the enclosed survey; Town Councilmembers, staff, and I really want to hear what our citizens think.

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Laurie A. DiRocco

Laurie A. DiRocco
Mayor

127 Center Street S. Vienna, VA 22180 | 703-225-6311: Phone | 703-940-9199: Fax |
mayor@viennava.gov | viennava.gov

The Town of Vienna 2018 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Overall feeling of safety in Vienna	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Vienna	1	2	3	4	5
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Vienna	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Vienna	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Vienna	1	2	3	4	5

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

	Very likely	*Somewhat likely*	*Somewhat unlikely*	*Very unlikely*	*Don't know*
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:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
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
In your neighborhood at night	1	2	3	4	5	6
In parks and trails within Vienna	1	2	3	4	5	6

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
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
Availability of paths and walking trails	1	2	3	4	5
Cleanliness of Vienna	1	2	3	4	5
Overall appearance of Vienna	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
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Availability of affordable quality child care/preschool	1	2	3	4	5
Fairfax County Public Schools' K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	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 quality of business and service establishments in Vienna	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Vienna	1	2	3	4	5
Opportunities to participate in social events and activities	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
Neighborliness of residents in Vienna	1	2	3	4	5

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

	No	*Yes*
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Vienna (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Vienna	1	2
Reported a crime to the police in Vienna	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the Town of Vienna (in-person, phone, email or web) for help or information	1	2
Contacted Town of Vienna elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Vienna?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Used Vienna Community Center	1	2	3	4
Visited a neighborhood park or Town park	1	2	3	4
Used Fairfax County public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Vienna	1	2	3	4
Attended a Town-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Vienna	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like Town Council or County Supervisors, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	*2-4 times a month*	*Once a month or less*	*Not at all*
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Vienna police services	1	2	3	4	5
Fairfax County fire services	1	2	3	4	5
Fairfax County ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	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
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing	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
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Fairfax County public library services	1	2	3	4	5
Public information services	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 such as open space, farmlands and greenbelts	1	2	3	4	5
Vienna open space	1	2	3	4	5
Town-sponsored special events	1	2	3	4	5
Overall customer service by Town of Vienna employees (police, receptionists, planners, etc.)	1	2	3	4	5
Leaf collection	1	2	3	4	5

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The Town of Vienna	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Town of Vienna government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Town of Vienna	1	2	3	4	5
The overall direction that Vienna is taking	1	2	3	4	5
The job the Town of Vienna government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Town of 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
Treating all residents fairly	1	2	3	4	5

13. 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 feeling of safety in Vienna	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Vienna	1	2	3	4
Overall "built environment" of Vienna (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Vienna	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Vienna	1	2	3	4
Sense of community	1	2	3	4

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

	High priority	*Medium priority*	*Not a priority*
Enhance public art throughout the community	1	2	3
Employ economic development strategies to enhance downtown retail/commercial areas to bring additional visitors/customers and revenues to Vienna	1	2	3
Increase the number of and improve public green spaces	1	2	3
Provide public parking opportunities in commercial districts	1	2	3
Improve Town policies, practices, and procedures to provide more business-friendly services	1	2	3
Build a community swimming pool	1	2	3
Add a splash pad at Town Green or other location	1	2	3

15. How valuable are each of the following for obtaining information about the Town of Vienna government and its activities, events, and services:

	Very valuable	*Somewhat valuable*	*Not at all valuable*	*Don't know*
Vienna Voice newsletter	1	2	3	4
Town website (viennava.gov)	1	2	3	4
TVCN – local access cable channel 27 (Cox) and 38 (Verizon)	1	2	3	4
Town social media sites (Facebook, Twitter, Instagram)	1	2	3	4
Alerts from the Town received via text or email	1	2	3	4
Town Council or other public meetings	1	2	3	4
Talking to Town officials	1	2	3	4
Sun Gazette	1	2	3	4

16. Have you had contact with a Town of Vienna employee(s) in the past 12 months?

❍ Yes ❍ No (skip to Q17)

16A. Based on your most recent contact with an employee(s) of the Town of Vienna, please rate each of the following aspects of the employee with whom you personally had contact:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Ease of contacting someone who could address my request	1	2	3	4	5
Responsiveness to questions and/or needs	1	2	3	4	5
Courtesy/professionalism	1	2	3	4	5
Accuracy of information or assistance provided	1	2	3	4	5
Overall impression of the Vienna employee	1	2	3	4	5

17. 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?

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

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The Town of Vienna 2018 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	*Rarely*	*Sometimes*	*Usually*	*Always*
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Vienna	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
❍ 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. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Vienna?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Vienna?
❍ Less than 2 years ❍ 11-20 years
❍ 2-5 years ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Other

D8. Is this house, apartment or townhome…
❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?
❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?
❍ 18-24 years ❍ 55-64 years
❍ 25-34 years ❍ 65-74 years
❍ 35-44 years ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?
❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell ❍ Land line ❍ Both

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

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