



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Vienna, VA

Trends over Time  
2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the Town of Vienna to its previous survey results in 2014 and 2016 when a comparison was available. Additional reports and technical appendices are available under separate cover.

Trend data for Vienna represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

For surveys conducted with the same methods and question features over time, meaningful differences would be those with differences greater than 10 percentage points between any given pair of surveys. Vienna's previous two surveys collected data by mail with phone follow-ups and the 2018 survey included mail data collection; phone survey methodology is known to yield more favorable ratings than data collected by mail, so differences over time should be interpreted cautiously. Overall, ratings in Vienna for 2018 generally remained stable. Of the 42 items for which comparisons were available, 35 items were rated similarly in 2016 and 2018, four items showed a decrease in ratings and three showed an increase in ratings.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Overall quality of life	NA	94%	94%	Similar	NA	NA	Higher
Overall image	NA	92%	94%	Similar	NA	NA	Higher
Place to live	96%	97%	96%	Similar	NA	NA	Higher
Neighborhood	NA	NA	94%	NA	NA	NA	Higher
Place to raise children	96%	NA	98%	Similar	NA	NA	Higher
Place to retire	56%	44%	51%	Similar	NA	NA	Similar
Overall appearance	NA	NA	89%	NA	NA	NA	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Safety	Overall feeling of safety	NA	94%	97%	Similar	NA	NA	Higher
	Safe in neighborhood	98%	97%	98%	Similar	NA	NA	Similar
	Safe downtown/commercial area	98%	97%	98%	Similar	NA	NA	Higher
Mobility	Overall ease of travel	NA	68%	65%	Similar	NA	NA	Similar
	Paths and walking trails	64%	NA	84%	Higher	NA	NA	Higher
	Ease of walking	NA	NA	77%	NA	NA	NA	Higher
	Travel by bicycle	NA	NA	65%	NA	NA	NA	Higher
	Travel by public transportation	52%	NA	35%	Lower	NA	NA	Similar
	Travel by car	NA	49%	42%	Similar	NA	NA	Lower
	Public parking	NA	NA	46%	NA	NA	NA	Similar
	Traffic flow	NA	32%	18%	Lower	NA	NA	Much lower
Natural Environment	Overall natural environment	NA	NA	82%	NA	NA	NA	Similar
	Cleanliness	NA	91%	92%	Similar	NA	NA	Higher
Built Environment	Overall built environment	NA	NA	61%	NA	NA	NA	Similar
	New development in Vienna	NA	NA	61%	NA	NA	NA	Similar
	Affordable quality housing	NA	29%	20%	Similar	NA	NA	Lower
	Housing options	NA	50%	45%	Similar	NA	NA	Similar
	Public places	NA	NA	80%	NA	NA	NA	Higher
Economy	Overall economic health	NA	NA	90%	NA	NA	NA	Much higher
	Vibrant downtown/commercial area	NA	NA	64%	NA	NA	NA	Higher
	Business and services	NA	NA	79%	NA	NA	NA	Similar
	Cost of living	NA	NA	26%	NA	NA	NA	Similar
	Shopping opportunities	NA	NA	69%	NA	NA	NA	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
	Employment opportunities	NA	NA	58%	NA	NA	NA	Higher
	Place to visit	NA	NA	69%	NA	NA	NA	Similar
	Place to work	80%	NA	71%	Similar	NA	NA	Similar
Recreation and Wellness	Health and wellness	NA	NA	85%	NA	NA	NA	Higher
	Recreational opportunities	NA	NA	85%	NA	NA	NA	Higher
	Fitness opportunities	NA	NA	85%	NA	NA	NA	Higher
Education and Enrichment	Education and enrichment opportunities	NA	NA	87%	NA	NA	NA	Higher
	Religious or spiritual events and activities	NA	NA	87%	NA	NA	NA	Similar
	Cultural/arts/music activities	NA	NA	78%	NA	NA	NA	Higher
	Adult education	NA	NA	78%	NA	NA	NA	Higher
	Fairfax County Public Schools' K-12 education	NA	NA	91%	NA	NA	NA	Higher
	Child care/preschool	NA	NA	63%	NA	NA	NA	Similar
Community Engagement	Social events and activities	NA	NA	82%	NA	NA	NA	Higher
	Neighborliness	NA	NA	78%	NA	NA	NA	Higher
	Openness and acceptance	NA	NA	79%	NA	NA	NA	Higher
	Opportunities to participate in community matters	67%	65%	82%	Higher	NA	NA	Higher
	Opportunities to volunteer	NA	NA	83%	NA	NA	NA	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Services provided by Vienna	90%	88%	87%	Similar	NA	NA	Higher
Customer service	87%	NA	86%	Similar	NA	NA	Higher
Value of services for taxes paid	62%	74%	68%	Similar	NA	NA	Higher
Overall direction	NA	73%	56%	Lower	NA	NA	Similar
Welcoming citizen involvement	NA	NA	69%	NA	NA	NA	Higher
Confidence in Town of Vienna government	NA	NA	67%	NA	NA	NA	Similar
Acting in the best interest of Vienna	NA	NA	63%	NA	NA	NA	Similar
Being honest	NA	NA	71%	NA	NA	NA	Higher
Treating all residents fairly	NA	NA	71%	NA	NA	NA	Higher
Services provided by the Federal Government	NA	NA	57%	NA	NA	NA	Higher

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2016	Comparison to benchmark			
		2014	2016	2018		2014	2016	2018	
Safety	Police	84%	88%	90%	Similar	NA	NA	Higher	
	Fire	NA	NA	98%	NA	NA	NA	Higher	
	Ambulance/EMS	NA	NA	99%	NA	NA	NA	Higher	
	Crime prevention	75%	80%	87%	Similar	NA	NA	Higher	
	Fire prevention	NA	NA	92%	NA	NA	NA	Higher	
	Animal control	69%	74%	77%	Similar	NA	NA	Higher	
	Emergency preparedness	63%	75%	76%	Similar	NA	NA	Higher	
Mobility	Traffic enforcement	69%	72%	71%	Similar	NA	NA	Similar	
	Street repair	NA	68%	57%	Lower	NA	NA	Similar	
	Street cleaning	NA	76%	78%	Similar	NA	NA	Higher	
	Street lighting	60%	62%	66%	Similar	NA	NA	Similar	
	Snow removal	78%	78%	83%	Similar	NA	NA	Higher	
	Sidewalk maintenance	NA	NA	61%	NA	NA	NA	Similar	
	Traffic signal timing	36%	NA	55%	Higher	NA	NA	Similar	
	Bus or transit services	NA	NA	53%	NA	NA	NA	Similar	
	Natural Environment	Garbage collection	92%	90%	91%	Similar	NA	NA	Higher
		Recycling	82%	87%	87%	Similar	NA	NA	Higher
Yard waste pick-up		91%	89%	90%	Similar	NA	NA	Higher	
Drinking water		NA	NA	90%	NA	NA	NA	Higher	
Natural areas preservation		NA	NA	64%	NA	NA	NA	Similar	
Built Environment	Open space	NA	NA	66%	NA	NA	NA	Similar	
	Storm drainage	NA	NA	79%	NA	NA	NA	Higher	
	Sewer services	NA	NA	90%	NA	NA	NA	Higher	
	Utility billing	NA	NA	78%	NA	NA	NA	Similar	
	Land use, planning and zoning	NA	NA	46%	NA	NA	NA	Similar	
Economy	Code enforcement	64%	NA	57%	Similar	NA	NA	Similar	
	Economic development	NA	NA	69%	NA	NA	NA	Higher	
Recreation and Wellness	Town parks	NA	NA	91%	NA	NA	NA	Higher	
	Recreation programs	NA	NA	87%	NA	NA	NA	Higher	
	Recreation centers	NA	NA	90%	NA	NA	NA	Higher	
	Health services	NA	NA	84%	NA	NA	NA	Higher	
	Special events	88%	89%	91%	Similar	NA	NA	Much higher	
Education and Enrichment	Fairfax County public library services	NA	NA	91%	NA	NA	NA	Similar	
Community Engagement	Public information	69%	87%	84%	Similar	NA	NA	Higher	

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Sense of community	88%	88%	83%	Similar	NA	NA	Higher
Recommend Vienna	NA	96%	94%	Similar	NA	NA	Similar
Remain in Vienna	NA	NA	89%	NA	NA	NA	Similar
Contacted Vienna employees	64%	67%	61%	Similar	NA	NA	Higher

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
		2014	2016	2018		2014	2016	2018
Safety	Stocked supplies for an emergency	NA	NA	45%	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	86%	NA	NA	NA	Similar
	Was NOT the victim of a crime	NA	92%	93%	Similar	NA	NA	Similar
Mobility	Used public transportation instead of driving	38%	NA	45%	Similar	NA	NA	Higher
	Carpooled instead of driving alone	NA	NA	47%	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	75%	NA	NA	NA	Higher
Natural Environment	Conserved water	NA	NA	76%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	69%	NA	NA	NA	Similar
	Recycled at home	NA	NA	96%	NA	NA	NA	Similar
Built Environment	Did NOT observe a code violation	NA	NA	57%	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	79%	NA	NA	NA	Higher
Economy	Purchased goods or services in Vienna	NA	NA	98%	NA	NA	NA	Similar
	Economy will have positive impact on income	NA	NA	45%	NA	NA	NA	Higher
	Work in Vienna	NA	NA	30%	NA	NA	NA	Lower
Recreation and Wellness	Visited a Town park	NA	NA	90%	NA	NA	NA	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	86%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	89%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	73%	NA	NA	NA	Similar
Education and Enrichment	Used Fairfax County public libraries	NA	NA	74%	NA	NA	NA	Higher
	Participated in religious or spiritual activities	NA	NA	43%	NA	NA	NA	Similar
	Attended a Town-sponsored event	NA	NA	75%	NA	NA	NA	Much higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	27%	NA	NA	NA	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2016	Comparison to benchmark		
	2014	2016	2018		2014	2016	2018
Contacted Town of Vienna elected officials	NA	NA	27%	NA	NA	NA	Similar
Volunteered	NA	NA	43%	NA	NA	NA	Similar
Participated in a club	NA	NA	26%	NA	NA	NA	Similar
Talked to or visited with neighbors	NA	NA	95%	NA	NA	NA	Similar
Done a favor for a neighbor	NA	NA	86%	NA	NA	NA	Similar
Attended a local public meeting	NA	NA	32%	NA	NA	NA	Similar
Watched a local public meeting	NA	NA	21%	NA	NA	NA	Similar
Read or watched local news	NA	NA	83%	NA	NA	NA	Similar
Voted in local elections	NA	NA	88%	NA	NA	NA	Similar