2020 Neighborhood Perception Survey Results
Survey Overview

• Survey released November 30, 2020 and closed January 2021

• 1,214 respondents – 33% increase over 2019

• Promoted on social media, through our online newsletter, at multiple MVT retail locations, and via property managers for distribution to residents
RESPONDENT PROFILES
Respondent Demographics:

Location
- Lives Within MVT: 78%
- Lives Outside of MVT: 21%
- Unsure: 1%

Gender Identity
- Female: 38%
- Male: 61%
72% of respondents are between the ages of 22 - 39.

Respondent Demographics (cont’d):

Age Range
RESPONDENT PERCEPTIONS
Perceptions of Cleanliness

% of Respondents Who View the Neighborhood as Clean or Very Clean:

Results based on 1,214 respondents to survey open November 2020-January 2021
Perceptions of Safety

% of Respondents Who View the Neighborhood as Safe or Very Safe:

Results based on 1,214 respondents to survey open November 2020-January 2021
Perceptions of Cleanliness & Safety: A Deeper Look

• 62% of respondents said the neighborhood was both “Clean” or “Very Clean” and “Safe” or “Very Safe”

• The most common response – nearly 30% of respondents – was that the neighborhood was “Clean” and “Safe”

• No one who responded that the neighborhood was either “Not Clean” also responded that the neighborhood was “Safe” or “Very Safe” – showing there continue to exist a strong positive relationship between perceptions of cleanliness and perceptions of safety
Perceptions of Civic Engagement & Community Pride

% of Respondents Who View the Neighborhood as Possessing High or Very High Civic Engagement & Community Pride

Results based on 1,214 respondents to survey open November 2020-January 2021
Perceptions of Green Space Availability

% of Respondents Who View the Amount of Green, Open & Public Use Space in the Neighborhood as Sufficient

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>25%</td>
</tr>
<tr>
<td>2017</td>
<td>27%</td>
</tr>
<tr>
<td>2018</td>
<td>24%</td>
</tr>
<tr>
<td>2019</td>
<td>30%</td>
</tr>
<tr>
<td>2020</td>
<td>34%</td>
</tr>
</tbody>
</table>

Results based on 1,214 respondents to survey open November 2020-January 2021
# MVT CID Programmatic Priorities
(Ranked in Order of Importance)

<table>
<thead>
<tr>
<th>Category Rank</th>
<th>All</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Cleanliness &amp; Landscaping</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Business &amp; Retail Attraction</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Parks &amp; Open Space Activation</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Homeless Outreach</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Transportation &amp; Mobility</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Marketing &amp; Events</td>
<td>7</td>
<td>7</td>
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</table>
IMPACTS OF COVID-19
Perceptions of Safety
(Since the Start of COVID-19)

Results based on 1,214 respondents to survey open November 2020-January 2021
Visitation to Mount Vernon Triangle

Prior to COVID-19

- Daily: 32%
- A Few Times a Week: 32%
- A Few Times a Month: 27%
- A Few Times a Year: 9%

Since the start of COVID-19

- Daily: 14%
- A Few Times a Week: 26%
- A Few Times a Month: 34%
- A Few Times a Year: 16%
IT'S ALL HERE.

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