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Vilonia Community Survey Data Summary

Overview of Demographics

1,249 residents participated in the Vilonia community survey, representing 28% of Vilonia's population. Among those who participated, over 96% of respondents either live in city limits or are a part of the Vilonia School District. More than half of respondents lived in Vilonia for more than 15 years. Nearly 72% of respondents were employed (full-time or part-time) and 11% reported they are retired. Most respondents who were employed work in education or healthcare. The largest percentage of respondents were between the ages of 29-36 (16.84%), 37-45 (29.11%), and 46-55 (21.57%).

Question 6 Top Ten

Residents were asked what they thought were the most important topics for the future of Vilonia and the surrounding area. The list below represents the top ten most important topics they identified:

1. Youth and Family Activities and Services (49.56%)
 2. Parks and Recreation (43.93%)
 3. Downtown Development (40.39%)
 4. Education and Workforce Development (35.88%)
 5. Entrepreneurship/Small Business Development (33.63%)
 6. Job Creation (32.98%)
 7. Retail Development (29.36%)
 8. Bicycle Paths and Trails (23.57%)
 9. Beautification (20.03%)
 10. Community Harmony and Working Together/Shared Vision (18.02%)
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Question 7 Emerging Themes (Open Response)

Residents of Vilonia shared 2,753 projects and/or opportunities they want to see addressed in the future. Upon reviewing and sorting those identified projects/opportunities, the following emerged as the most important to residents:

1. **Parks and Recreation:** Residents reported a desire for updated park facilities, more parks, walking and biking trails, sports facilities, and splash pads.
2. **Things-To-Do:** An overall need for family and youth activities was pinpointed by residents. Some suggestions included: a community center, private entertainment options (movie theater, skate rink, bowling, etc.), development of festivals/events, a community theater/auditorium, community garden, and Farmer's Market.
3. **Business, Restaurant and Retail Development:** Expanded dining and shopping options, attraction of another grocery store, industry attraction, job creation, and small business development and support were identified as important to residents.
4. **Education:** Residents expressed interest in updating school facilities and infrastructure, creation of additional programs (career center, internships, college-ready, etc.) to support the development of students, and an overall desire to create additional funding opportunities to support and expand the school system.
5. **Infrastructure:** A variety of infrastructure projects and focus areas (streets and sidewalk development, housing development, broadband, drainage, traffic control, community beautification) were identified as important to continue Vilonia's growth.

Residents also envisioned more community outreach, involvement, communication, and togetherness as a part of Vilonia's future.

Question 8 Top Ten

Residents were asked which words best describe the personality of their community (Vilonia) and these words rose to the top of the list:

1. Small Town (73.45%)
 2. Traditional (43.26%)
 3. Rural living (40.68%)
 4. Family-Oriented (36.80%)
 5. Laid Back (36.00%)
 6. Friendly (35.59%)
 7. Down Home (31.96%)
 8. Close Community (26.88%)
 9. Stable (21.31%)
 10. Sleepy (20.26%)
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Question 9 Emerging Themes (Open Response)

Residents were asked, “What is your favorite thing about Vilonia (besides the people)?” and based on the responses several themes, concepts, and keywords emerged:

1. **Community and Small Town Feel:** Residents love that Vilonia is a small town, referring to Vilonia being a community that comes together to help each other when needed, a close-knit community, a community that works together, and a community that is involved.
2. **Family and Education:** Comments included Vilonia has an excellent public school system, caring teachers, the community is very supportive of the school, and is a great place to raise a family.
3. **Convenience and Amenities:** Responses referred to Vilonia as conveniently located near larger cities like Little Rock, highway 64 (including the bypass), large regional medical centers, and entertainment and other activities being a short drive away. Residents also shared their love of many locally-owned businesses.
4. **Safety and Affordability:** Comments included Vilonia is safe, quiet, and more affordable than surrounding communities.
5. **Nature and Scenery:** Residents enjoy that Vilonia is scenic, they are surrounded by sprawling farmland, they are close to nature, and there are outdoor activities for families.

Some responses mentioned concerns about the future, leadership, and the need for additional development.

Question 10

Question 10 asked respondents to select below how you identify with the following statement: I am optimistic about the future of Vilonia. The results were as follows:

- Strongly Agree (15.28%)
- Agree (38.56%)
- Neither Agree nor Disagree (26.19%)
- Disagree (15.84%)
- Strongly Disagree (4.12%)

The responses trended overall positive with over 50% of the respondents sharing they either strongly agreed or agreed that they are optimistic about the future, though nearly 26% of respondents were neutral.

Question 11

253 respondents shared their contact information because they wanted to continue being directly involved in shaping the future of Vilonia.