



2022

BALLSTON SURVEY RESULTS

COMPILED SEPTEMBER 2022



BALLSTON

KEY TAKEAWAYS

KEY TAKEAWAYS

FROM THE 2022 BALLSTON SURVEY

DEMOGRAPHICS

- 69% of respondents are aged 24-44
- 62% of respondents are unmarried
- 62% of respondents identified as female

RESPONDENTS

- 72 employer respondents represent more than 5k employees; 272 individual employees responded from more than 75 companies
- Approximately 70% of respondents are generally aware of the BID and are already connected on social
- Of the 48% of respondents not already subscribed to the Ballston newsletter, 51% opted in via the survey

EMPLOYEES

- Employees are generally in the office at least two days a week, and most commonly on Tuesday to Thursday
- Employees largely expect a hybrid schedule (2-3x/week) to continue through the foreseeable future
- The largest portion of employees attends the Farmers Market (over 50%) - Sip & Mingle and Quarterfest also have high participation rates
- Employees would most likely be incentivized to return with Morning Coffee/Donuts, a Ballston lunch program, and live music happy hours
- 86% of responding employees like working in Ballston

KEY TAKEAWAYS

FROM THE 2022 BALLSTON SURVEY

EMPLOYERS/REPS

- 84% indicated their employees currently have a hybrid schedule (partial off-site/remote work)
- 65% indicated their employees would be coming into the office 4-5 days/week in the future
- 84% of employers said their physical footprint needs have either not changed or increased the past 2 years
- Farmers Market, Quarterfest, and Sip & Mingle are the most popular initiatives amongst employees
- Employers would most like to see Morning Coffee/Donuts, a Ballston lunch program, and live music happy hours as incentives to return
- 93% like (or love, 74%) doing business in Ballston

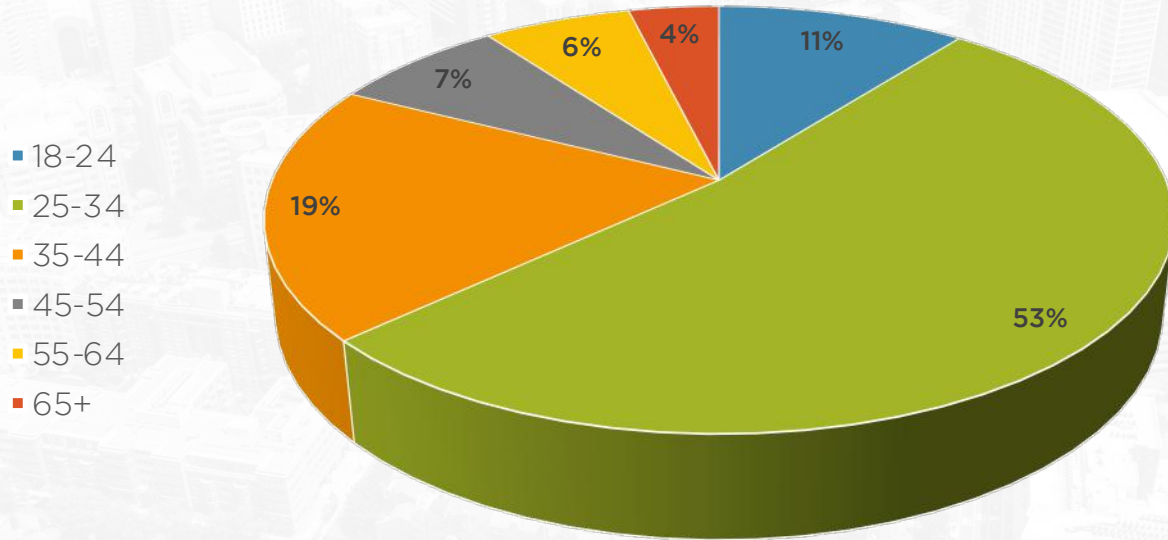
RESIDENTS/VISITORS

- 59% of respondents indicated they were Ballston residents, while 1/3rd indicated they visit from neighboring communities
- Respondents indicated the Farmers Market, Quarterfest, and Bands & Brews as their most-attended prior initiatives
- 89% of respondents indicated these prior initiatives are important to the Ballston community
- 34% of respondents indicated they are either unlikely or unsure if they would stay in Ballston if programs were discontinued

DEMOGRAPHICS

DEMOGRAPHICS

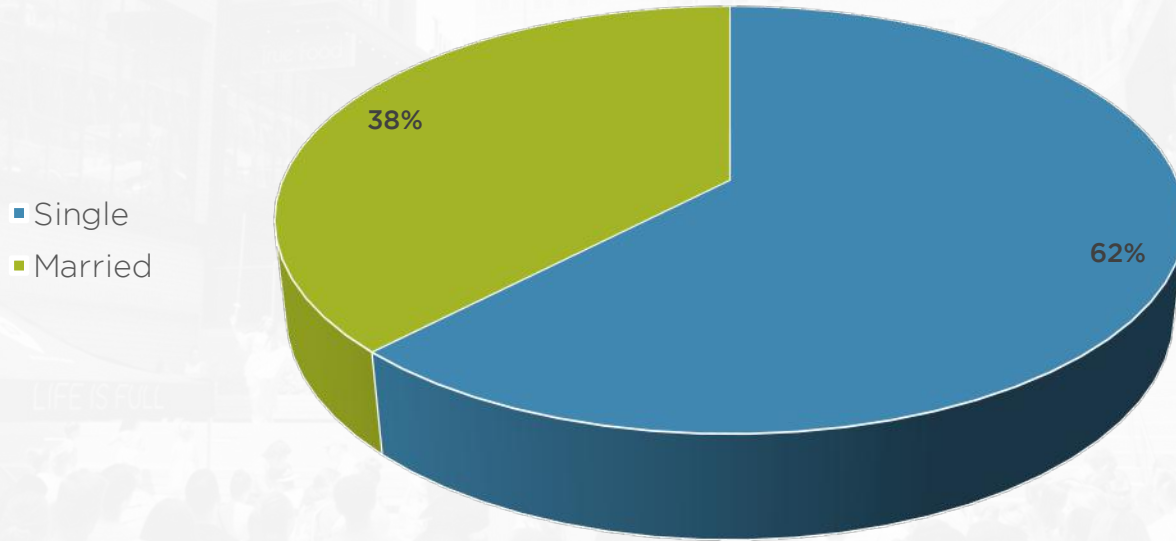
AGE OF RESPONDENTS



n = 1,146

DEMOGRAPHICS

MARITAL STATUS

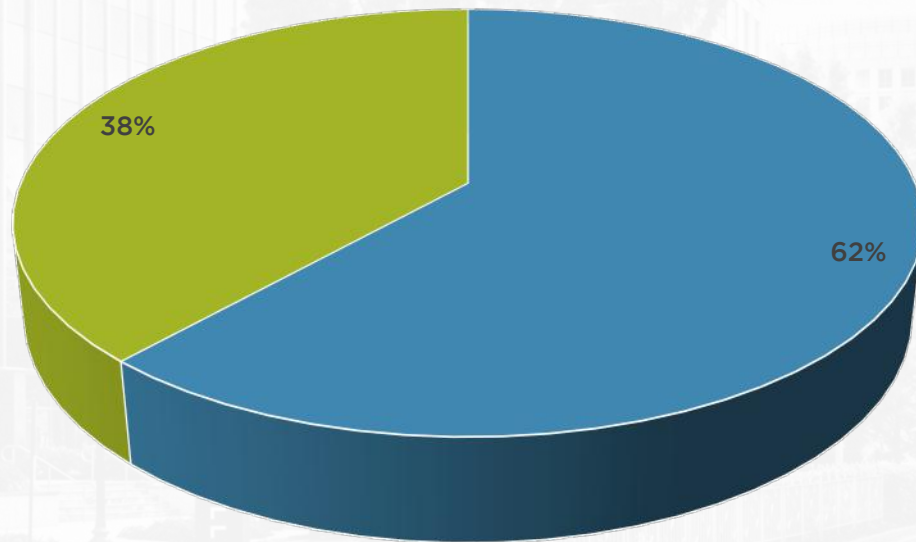


n = 1,150

DEMOGRAPHICS

GENDER

- Female
- Male

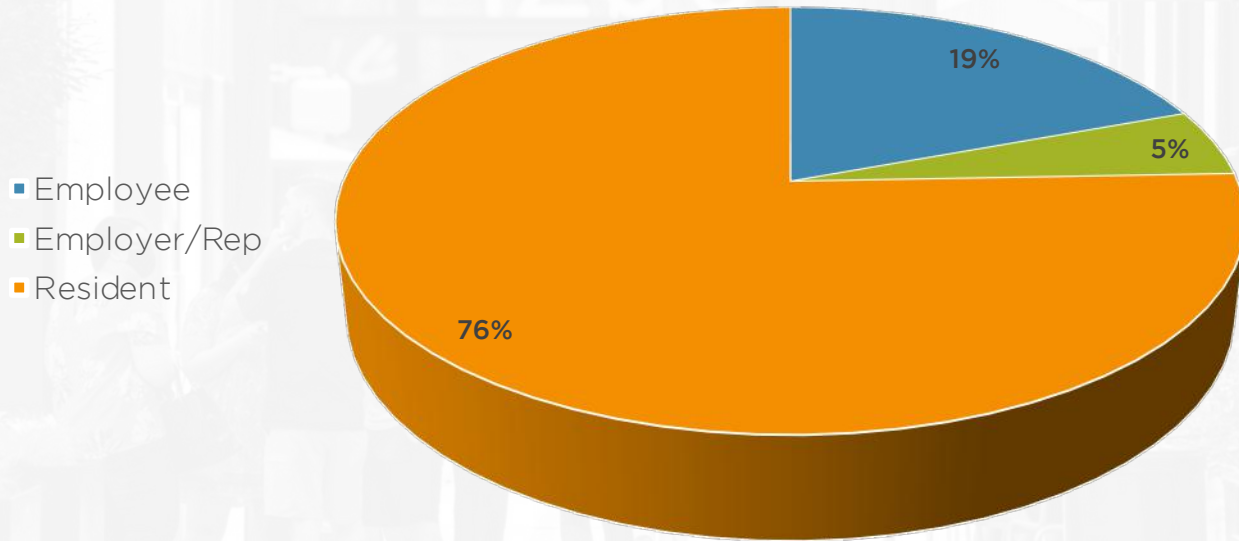


n = 1,175

RESPONDENTS PROFILE

RESPONDENTS PROFILE

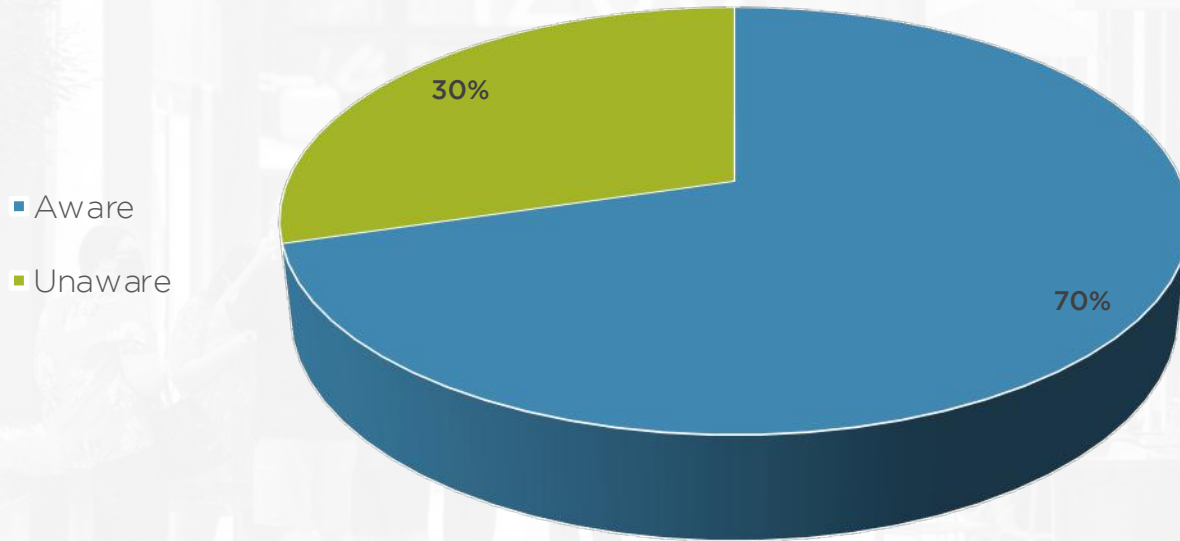
RELATIONSHIP TO BALLSTON



n = 1,327

RESPONDENTS PROFILE

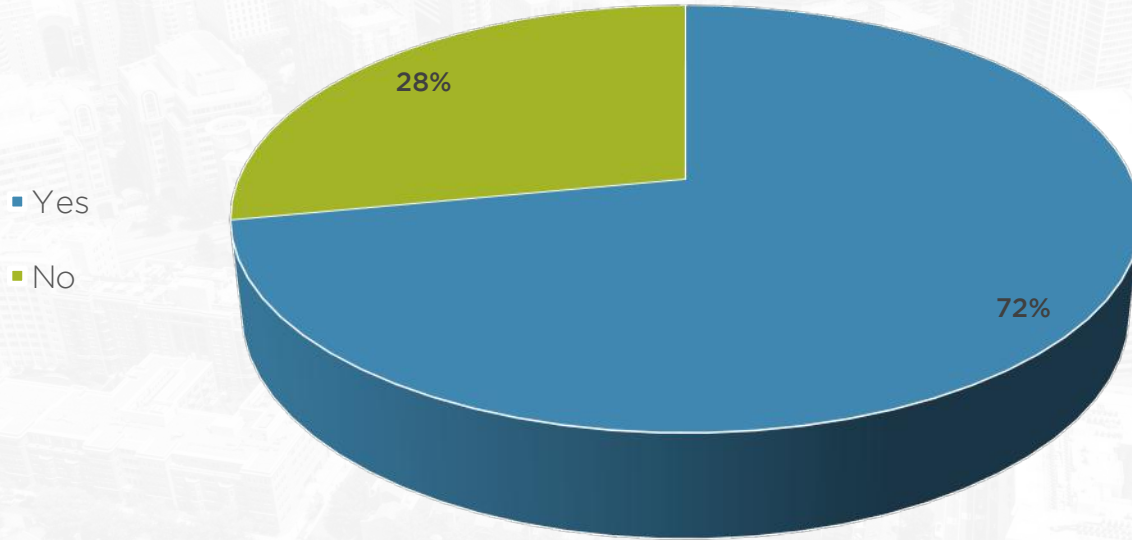
AWARENESS OF THE BID



n = 1,327

RESPONDENTS PROFILE

CONNECTED W/ BID ON SOCIAL

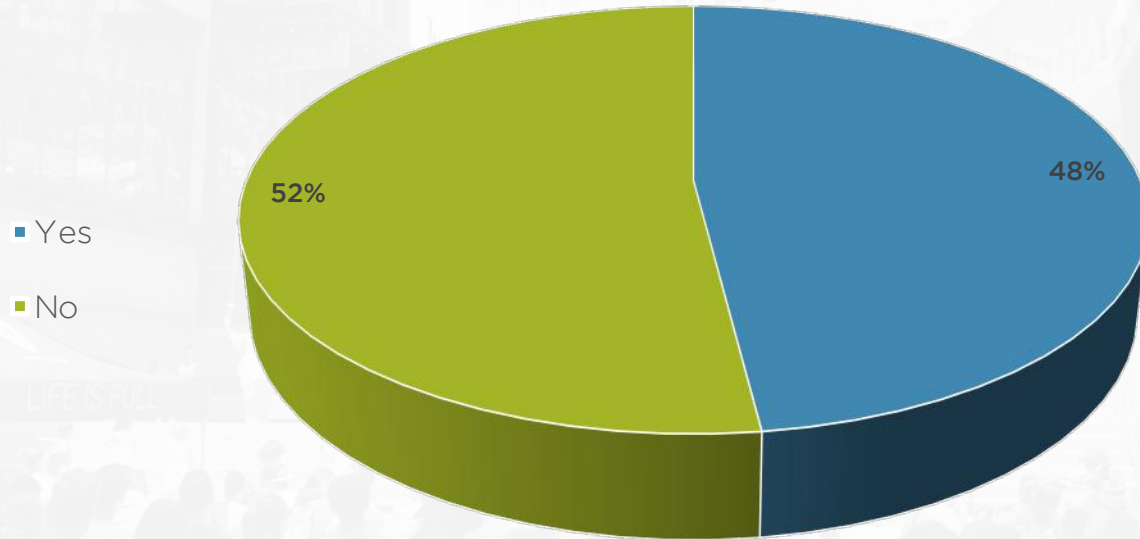


n = 1,320

RESPONDENTS PROFILE

CONNECTED W/ BID VIA NEWSLETTER

355 (51% CONV.) OF NON-SUBSCRIBERS OPTED-IN THROUGH THIS QUESTION

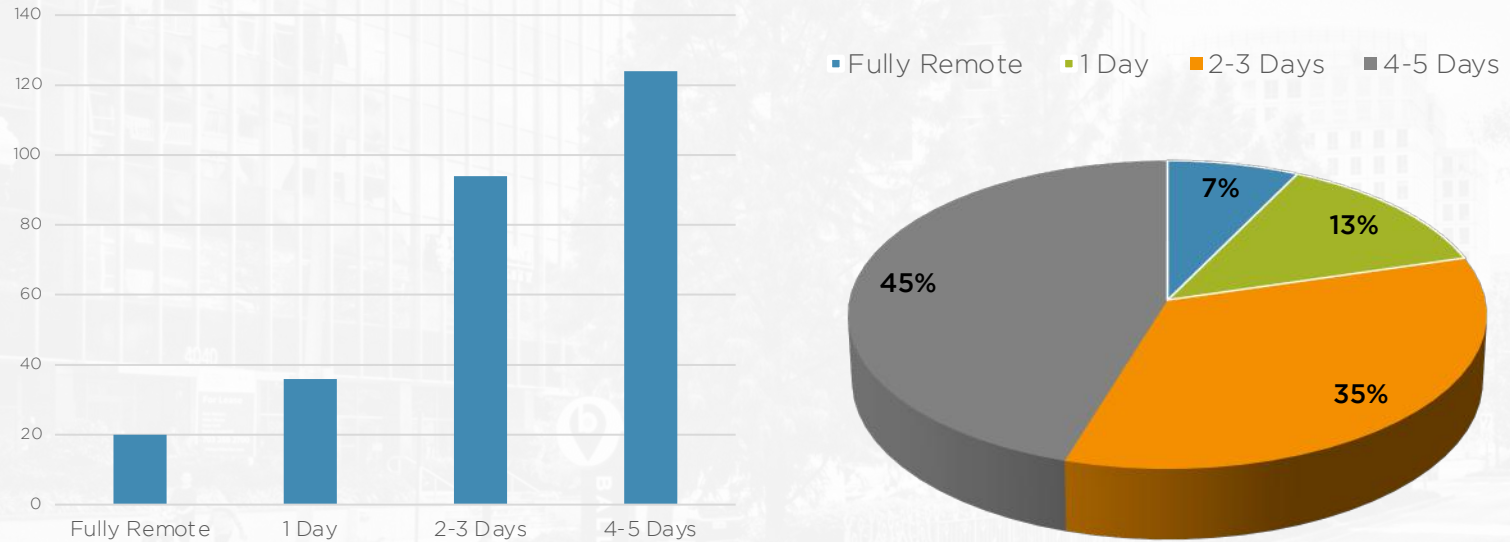


n = 1,327

EMPLOYEE RESPONSES

EMPLOYEE RESPONSES

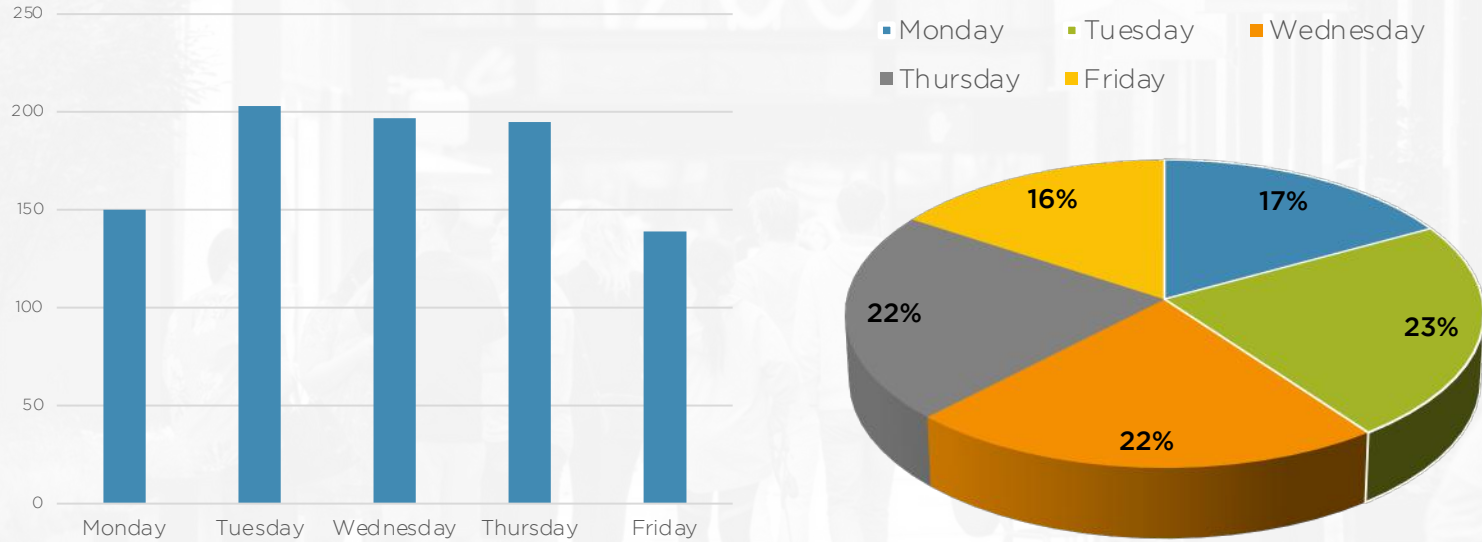
CURRENT WEEKLY OFFICE PRESENCE



n = 274

EMPLOYEE RESPONSES

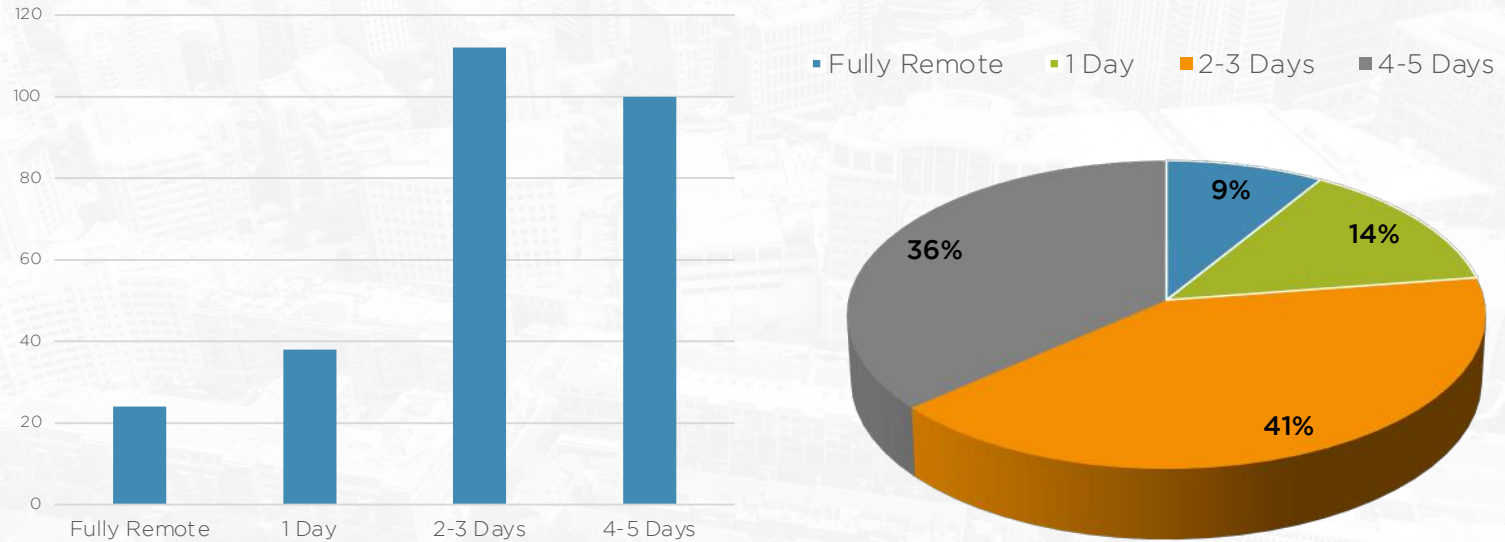
CURRENT WEEKLY OFFICE PRESENCE



n = 274

EMPLOYEE RESPONSES

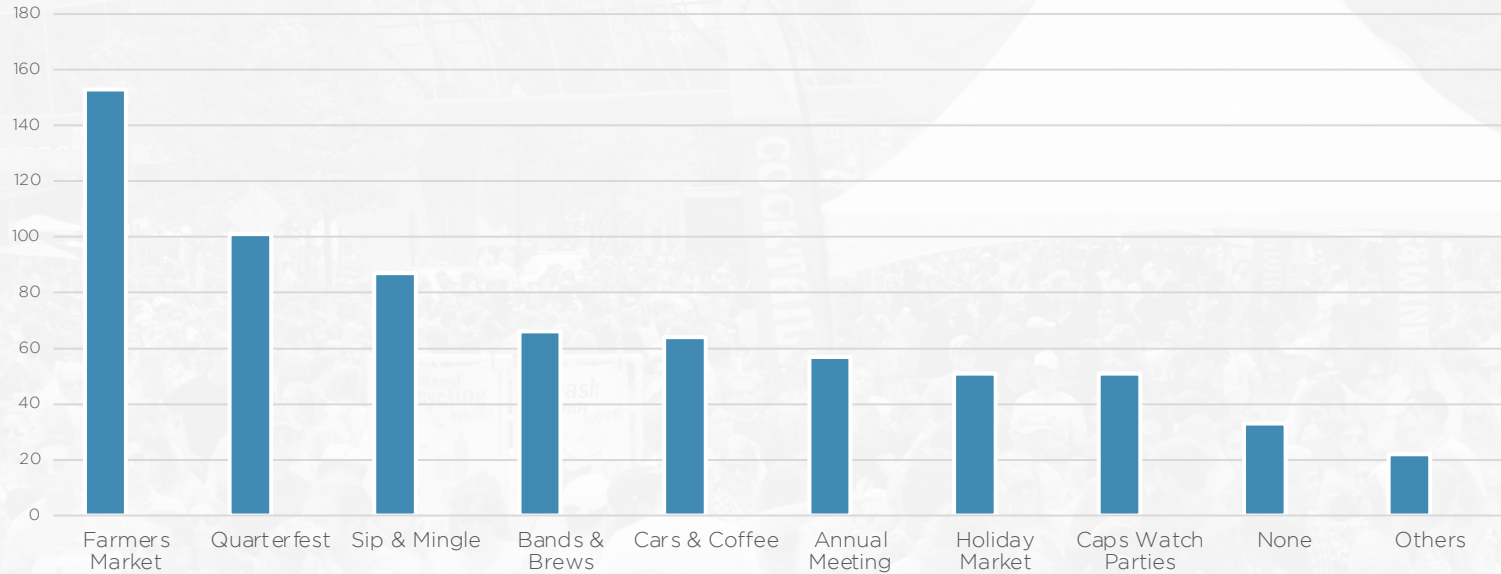
FUTURE OFFICE PRESENCE



$n = 274$

EMPLOYEE RESPONSES

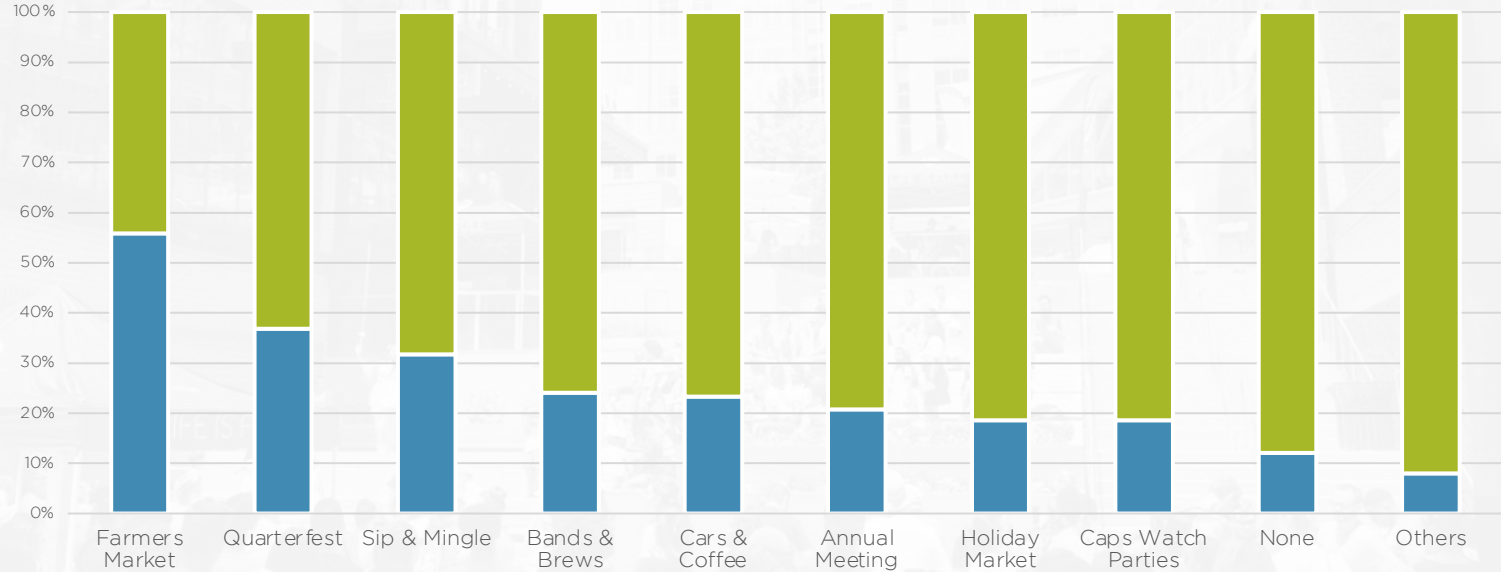
PREVIOUS PARTICIPATION IN BID INITIATIVES



$n = 274$

EMPLOYEE RESPONSES

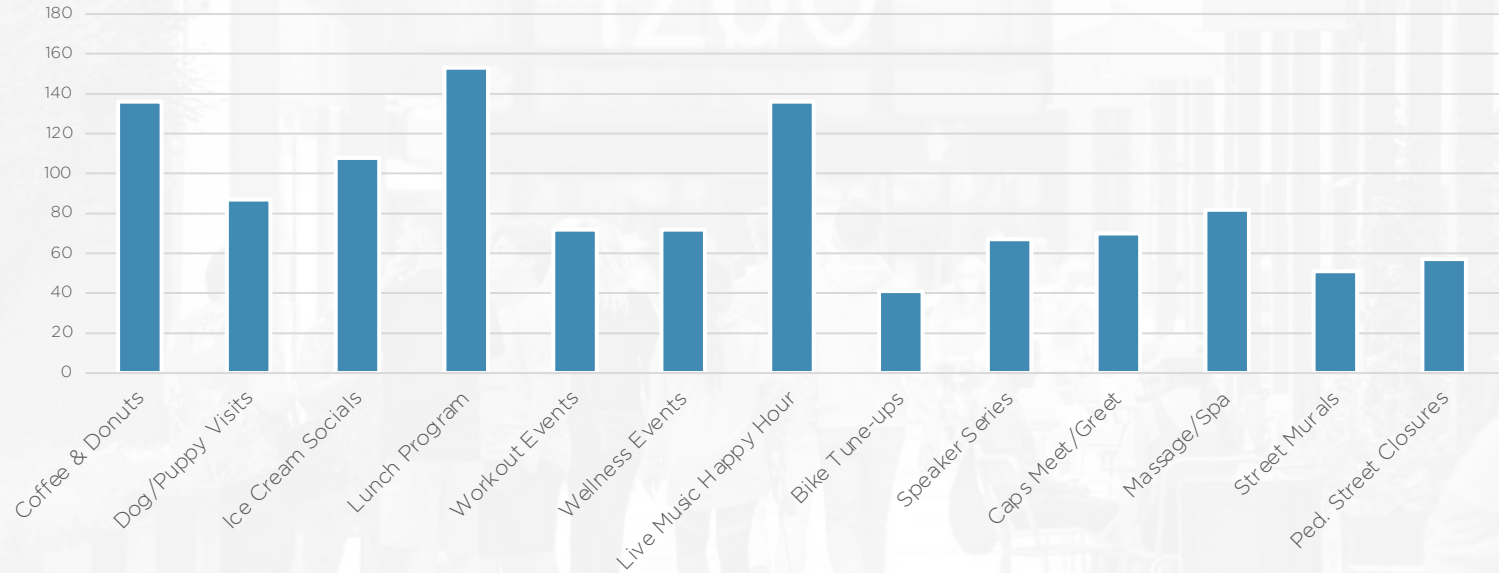
PREVIOUS PARTICIPATION IN BID INITIATIVES



$n = 274$

EMPLOYEE RESPONSES

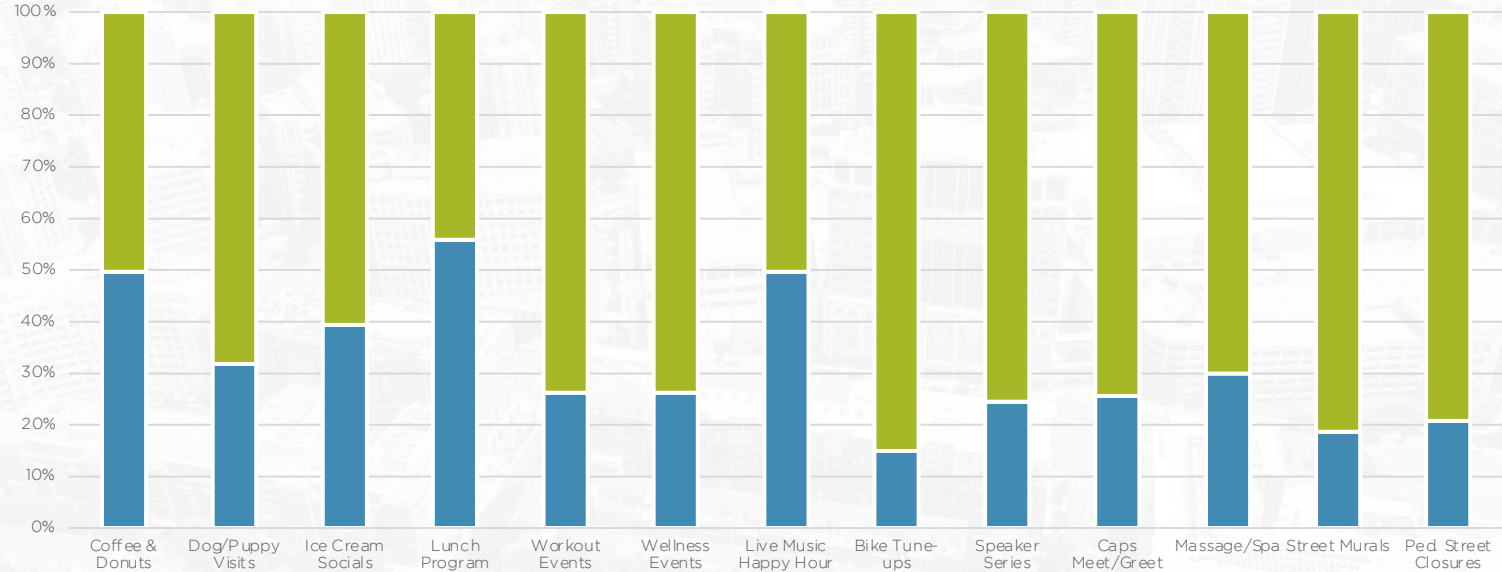
DESIRED INCENTIVIZING PROGRAMS



n = 274

EMPLOYEE RESPONSES

DESIRED INCENTIVIZING PROGRAMS



$n = 274$

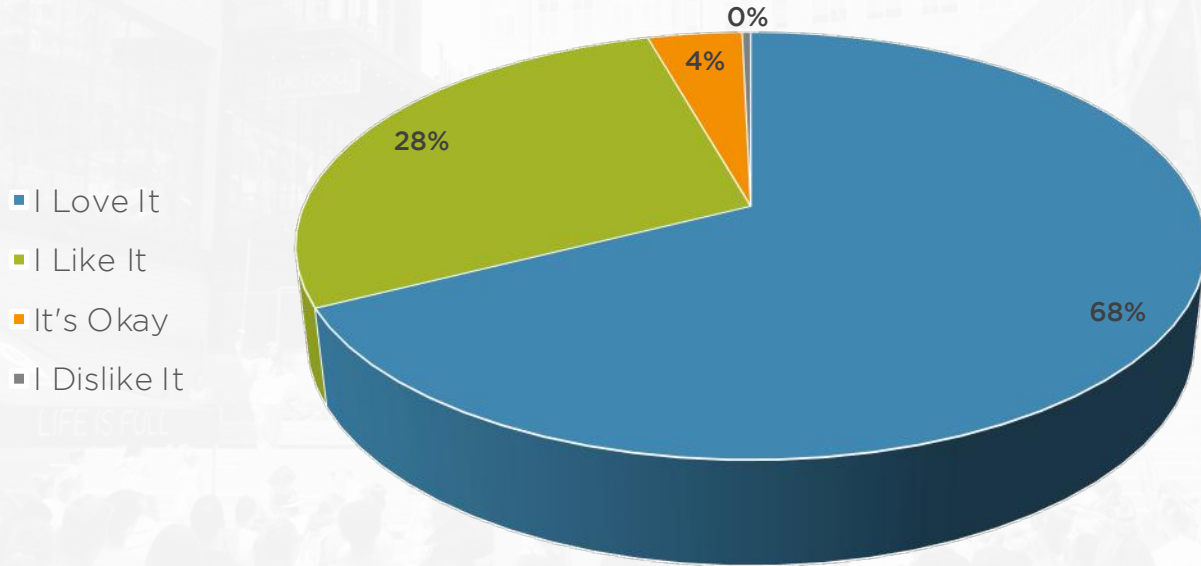
EMPLOYEE RESPONSES

WHAT WOULD YOU LIKE TO SEE IN BALLSTON

- Performing Arts/Music Venue
- Panera (*Popular Request*)
- Community Garden
- Roller Skating on Ballston Quarter Garage
- Compost Drop-off at Farmers Market
- Drag Brunch
- Ethnic Street Fairs/Food Festival
- Free Lunch Program
- Food Truck Festival
- Hand Ball/Pickle Ball
- Concerts
- Outdoor Movies
- Business Sports League (Bocce, Billiards)
- Uniform Streetscapes
- Young Professionals' Happy Hour
- Outdoor Work Areas
- Larger Farmers Market
- Charity Events
- Art-focused Events or Festivals
- Ballston Insiders' Discount Program
- More Outdoor Tented Spaces
- Ballston Bar Crawl
- Pet Adoption Events
- Voter Registration Drives
- Walking Tour of Ballston

EMPLOYEE RESPONSES

DO YOU LIKE WORKING IN BALLSTON



n = 274

EMPLOYEE RESPONSES

WHAT ABOUT YOUR EXPERIENCE IN BALLSTON

- "A nice and desirable place"
- "I enjoy the food variety SO much!"
- "As both a resident and employee in the Ballston neighborhood, I LOVE the walkability of everything! This is a fantastic place to live, work and entertain and I'm so glad that my office is in the Ballston neighborhood"
- "Would love to see a 9th St greenway prioritized for walking and cycling"
- "Great upgrades to the mall"
- "I love all the improvements! Especially Ballston Quarter. And the Ballston Point building is really beautiful and has great amenities now."
- "I love the neighborhood, restaurant options, and events!"
- "I think most people working the neighborhood are unaware of all the dining and shopping options available, particularly those located on side streets"
- "It's changed so much over the 15 years I've lived there. So much for the better!"
- "It's comparable to but more neighborly than Crystal City/Pentagon City area"
- "I've loved watching Ballston come into its new life — despite several real estate busts and a pandemic. Dogs and young people. I just [hope] it doesn't get too expensive. I love the diversity."
- "Just moved in about 5 months ago-love the area and can't believe how much it's built up in the last 5-8 years. Fantastic! Hope more businesses move here."
- "Metro and its inconsistencies in Silver line extension and reliability of trains and rush hour timing is really a roadblock for most employees. Additionally, the bus/street construction near Ballston Metro is a mess and it's unclear if the project will finish soon."

EMPLOYEE RESPONSES

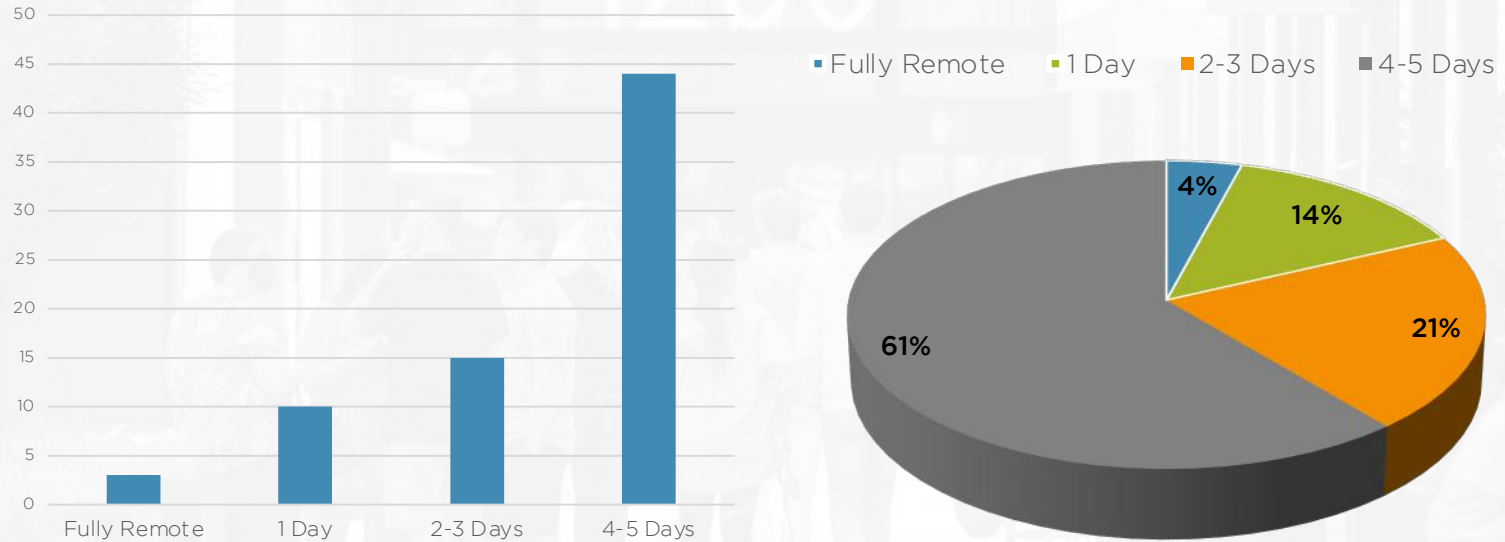
WHAT ABOUT YOUR EXPERIENCE IN BALLSTON

- “More public transit options heading west toward Vienna would be great. There’s alot connecting Ballston to DC but not much beyond that.”
- “People still use the alleyway between Macy’s and 4300 incorrectly, Making that right turn when the sign clearly says Do Not Enter. It often causes many accidents.”
- “Please, please try to align Ballston Quarter [shops] with the residents and workers. Ann Taylor, Banana Republic, would love to see Bath and Body Works return...there is a huge amount of disposable income as you know but the only viable options in the mall for working professionals are restaurants. Maybe Macy’s though arguably their merchandiser is doing a terrible job unless they are only targeting residents of the local retirement homes.”
- “We recently moved from Roslyn and before that Clarendon- I really liked those neighborhoods but my colleagues and I are really loving Ballston. There is so much to do, to see and restaurants to try.”
- “Wilson Blvd looks bad compared to Fairfax. Sidewalk pavers need to be fixed.”
- “Would be smart for all of the local restaurants to pull together a package of office lunch catering options - and then you guys package those together as a summarized menu of catering options for companies who want to incent employees to pop in for lunch. Or a given restaurant hosts a lunch on a particular day for all employees in a specific building and they have to show their fob to get it, etc.”

EMPLOYER/REP.
RESPONSES

EMPLOYER/REP. RESPONSES

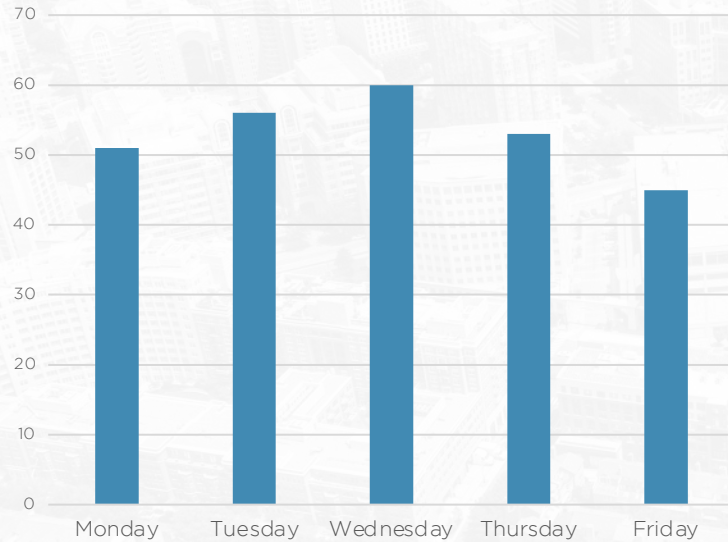
CURRENT WEEKLY OFFICE PRESENCE



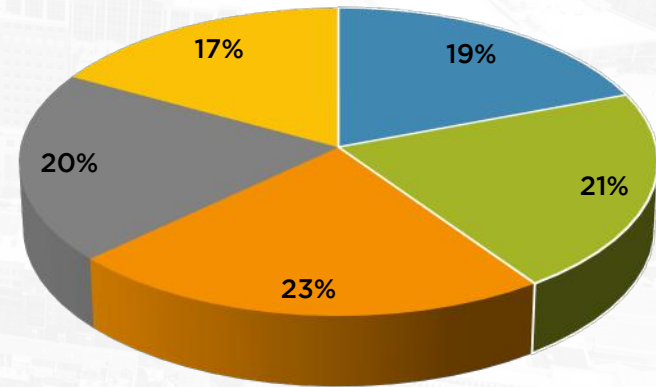
$n = 72$

EMPLOYER/REP. RESPONSES

CURRENT WEEKLY OFFICE PRESENCE



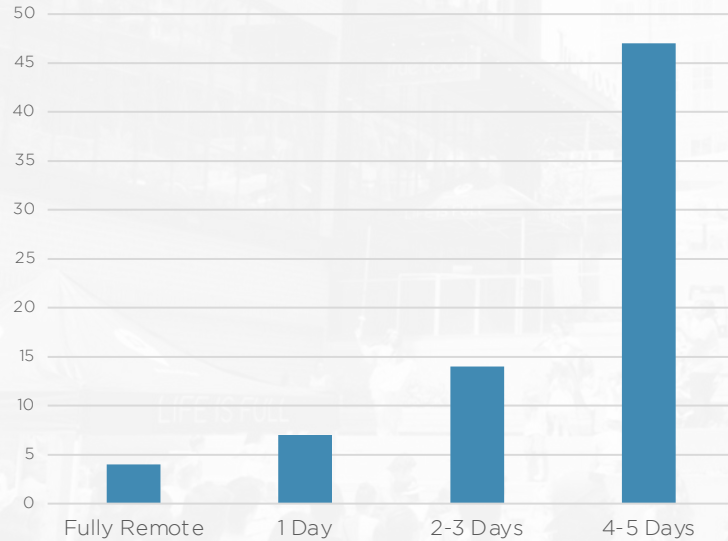
■ Monday ■ Tuesday ■ Wednesday ■ Thursday ■ Friday



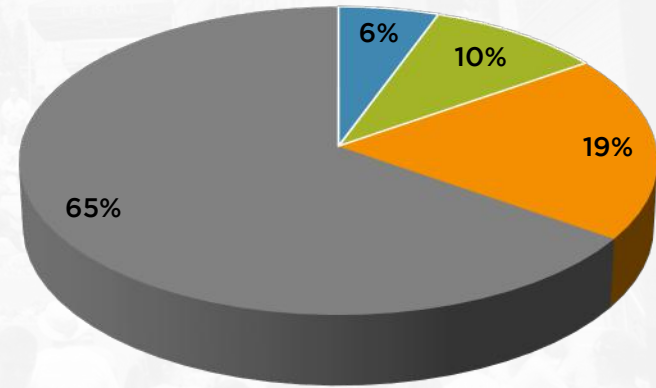
$n = 72$

EMPLOYER/REP. RESPONSES

FUTURE OFFICE PRESENCE



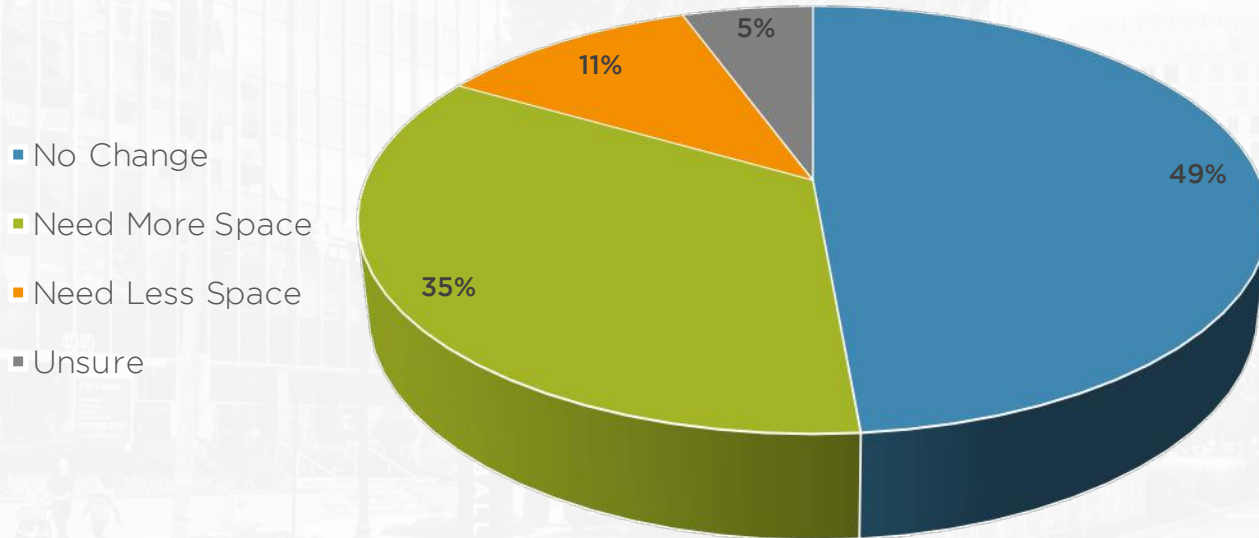
■ Fully Remote ■ 1 Day ■ 2-3 Days ■ 4-5 Days



$n = 72$

EMPLOYER/REP. RESPONSES

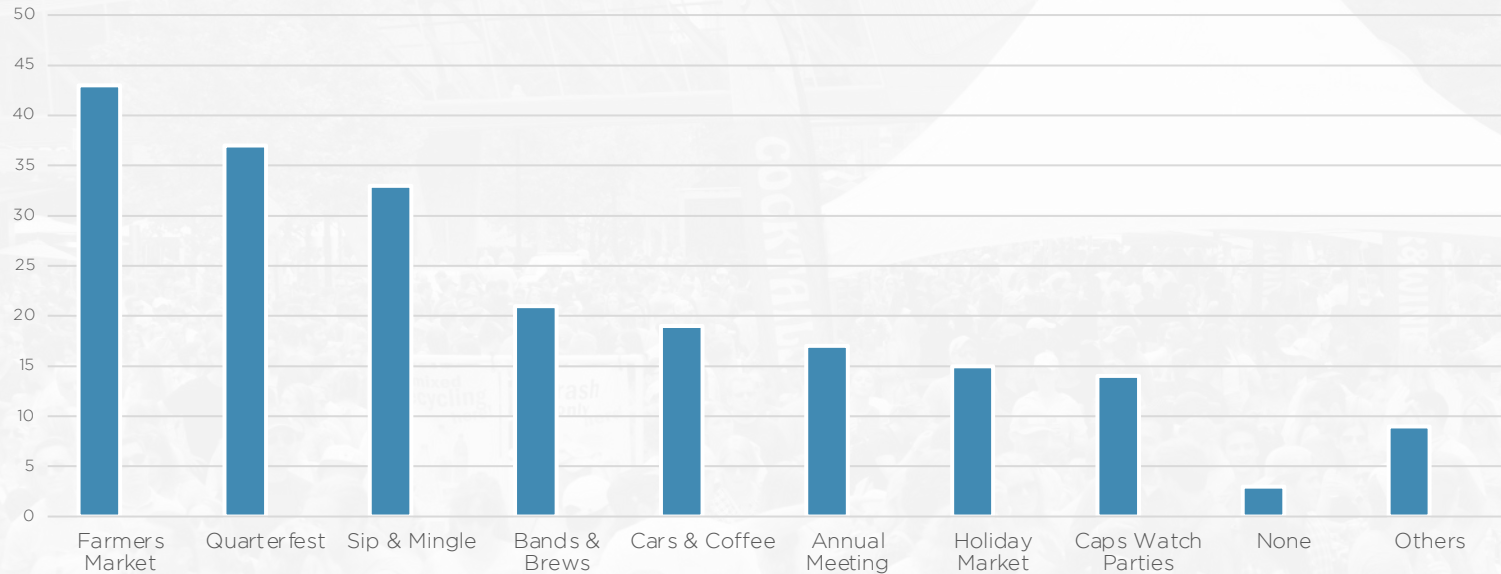
HAS YOUR ON-SITE FOOTPRINT CHANGED



n = 72

EMPLOYER/REP. RESPONSES

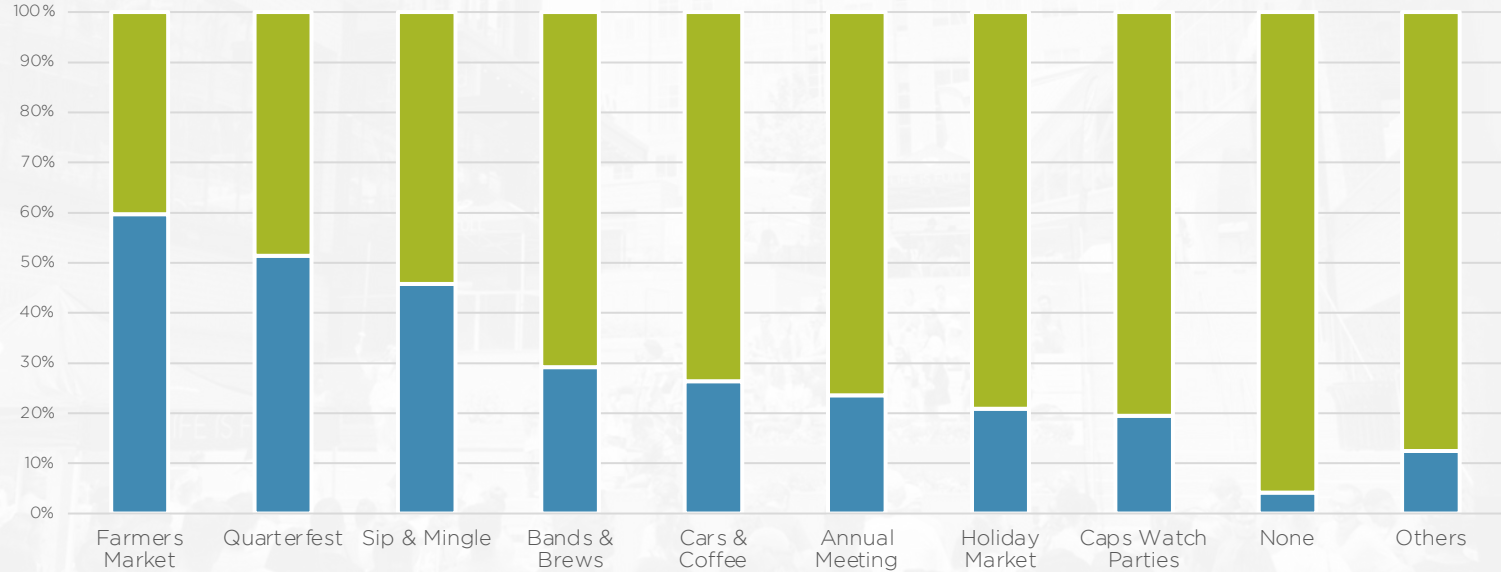
PREVIOUS PARTICIPATION IN BID INITIATIVES



$n = 72$

EMPLOYER/REP. RESPONSES

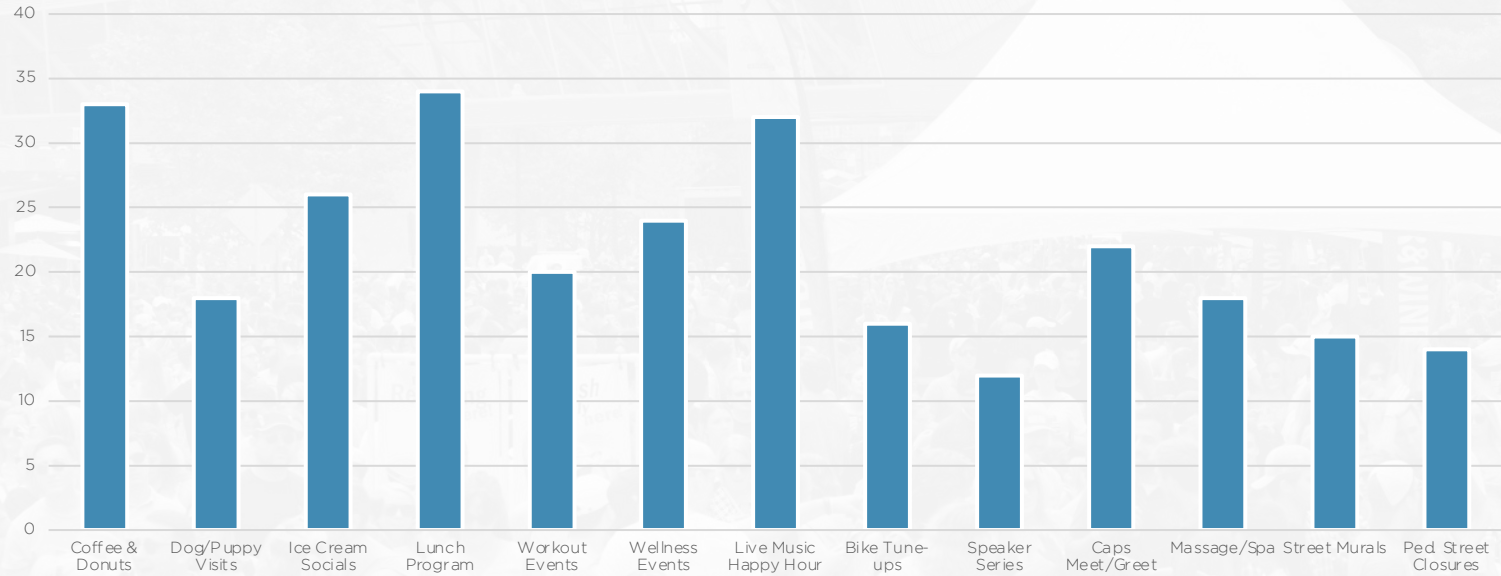
PREVIOUS PARTICIPATION IN BID INITIATIVES



$n = 72$

EMPLOYER/REP. RESPONSES

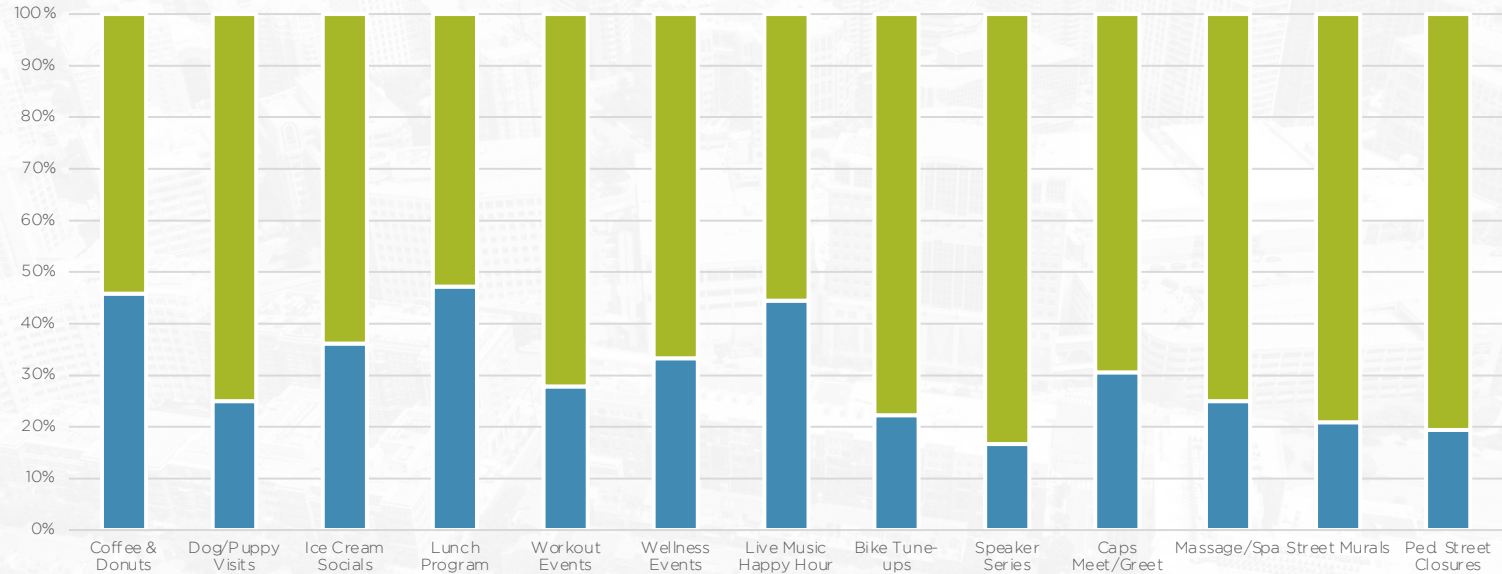
DESIRED INCENTIVIZING PROGRAMS



$n = 72$

EMPLOYER/REP. RESPONSES

DESIRED INCENTIVIZING PROGRAMS



$n = 72$

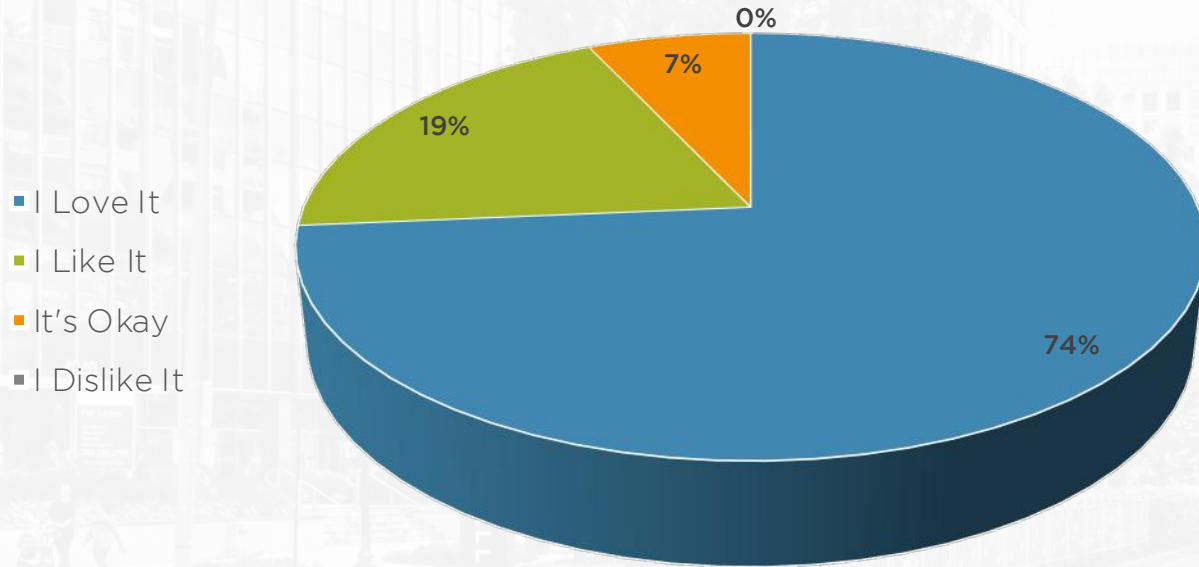
EMPLOYER/REP. RESPONSES

WHAT WOULD YOU LIKE TO SEE IN BALLSTON

- Better Parking Structures
- Child Care Options
- Dog Parks
- Free Short-Term Parking
- Office Building Parties
- Green Space Utilization
- Outdoor Work Space
- Artist Events
- "We've had offices buy gift cards from our retailers to entice their office workers back."
- "Get rid of the homeless & beggars on sidewalks. Its a reason I hate walking around."
- Concerts or large social events
- Matchmaking/Speed Dating
- More left turn lights, less no turn on red signs

EMPLOYER/REP. RESPONSES

DO YOU LIKE OWNING/REPRESENTING A BALLSTON BUSINESS



$n = 72$

EMPLOYER/REP. RESPONSES

WHAT ABOUT YOUR EXPERIENCE IN BALLSTON

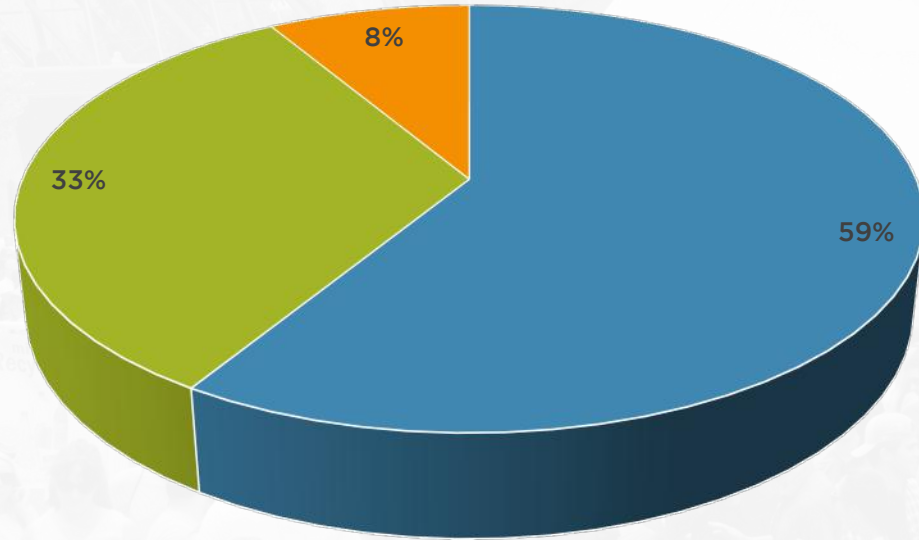
- “I STRONGLY urge you to do something about homeless/ vagrants on sidewalks that make it less likely for me to walk around Ballston.”
- “I like this location a lot, it’s a great neighborhood.”
- “I’d like to see better collaboration from the property managers at all the residential buildings in Ballston. Dittmar and JSol have been great but all the others never engage or return phone calls when we ask about partnering. Waycroft, Bozzuto, and others are very difficult to offer things to their residents.”
- “Love the walk ability of this community.”
- “Lower speed limits”

RESIDENTIAL RESPONSES

RESIDENTIAL RESPONSES

ARE YOU A RESIDENT, NEIGHBOR, OR VISITOR

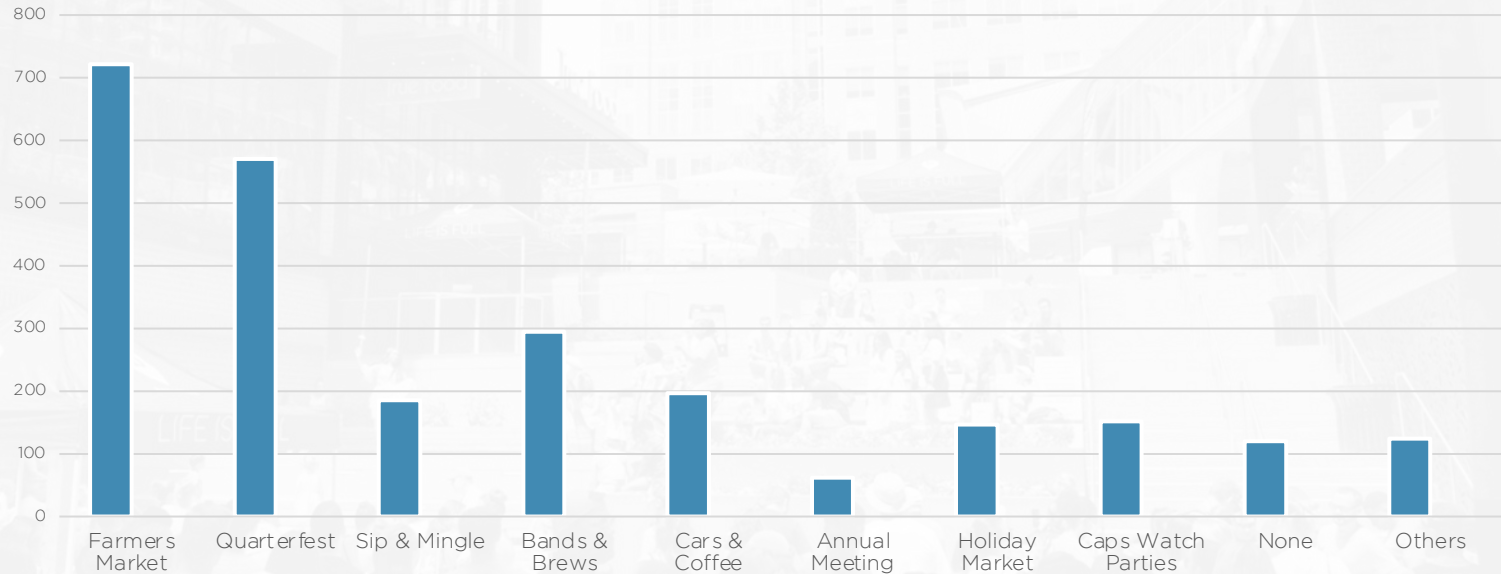
- Resident
- Neighbor
- Visitor



n = 1,072

RESIDENTIAL RESPONSES

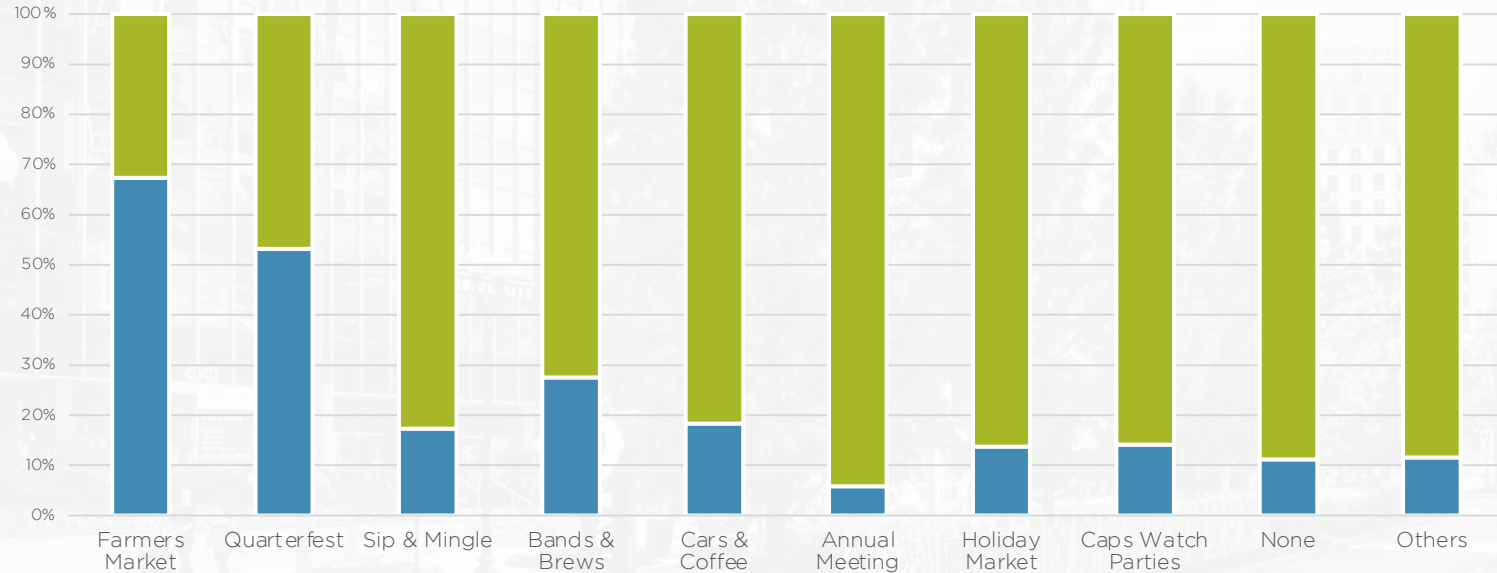
PREVIOUS PARTICIPATION IN BID INITIATIVES



n = 1,072

RESIDENTIAL RESPONSES

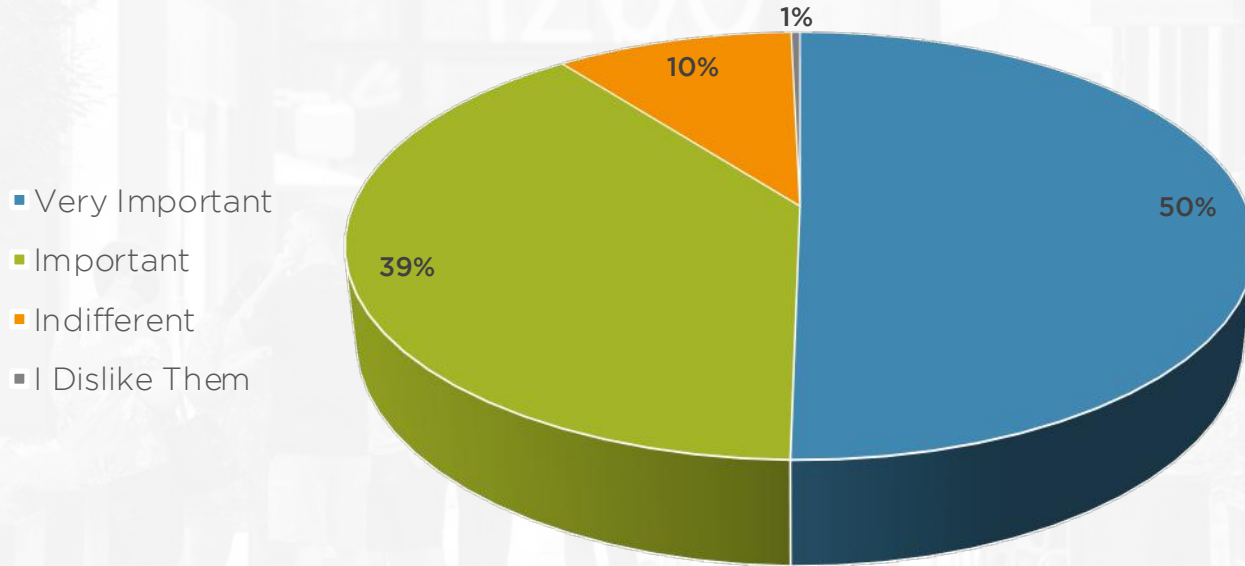
PREVIOUS PARTICIPATION IN BID INITIATIVES



n = 1,072

RESIDENTIAL RESPONSES

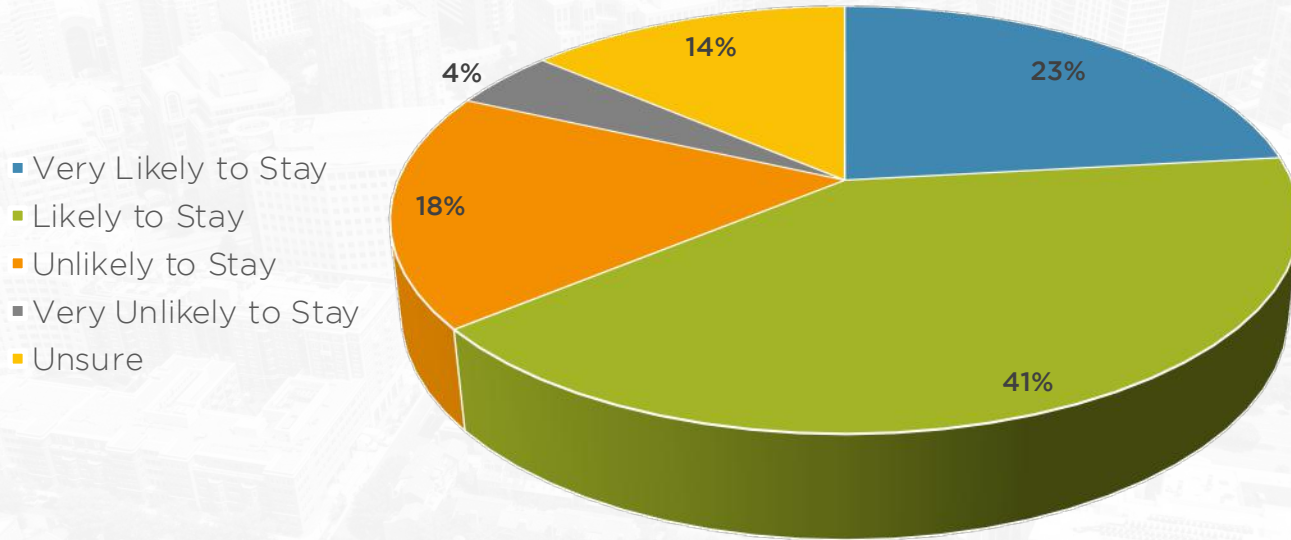
HOW IMPORTANT ARE THESE COMMUNITY INITIATIVES



n = 1,072

RESIDENTIAL RESPONSES

WOULD DISCONTINUING PROGRAMS IMPACT YOUR RESIDENCY



n = 1,072

RESIDENTIAL RESPONSES

WHAT WOULD YOU LIKE TO SEE IN BALLSTON

- Caps Watch Parties
- More Outdoor Concerts/Festivals
- More Walkability
- Litter Awareness/Cleanup Opportunities
- 9th Street Bike/Pedestrian Prioritization
- Recycling/Compost Opportunities
- Dog Park
- Performing Arts/Concert Venue
- Voter Registration
- More Local Businesses Presences at Farmers Market
- More Affordable Housing
- Animal Adoption Events
- Art Festival
- Promote Ballston Brunch Spots
- Better Policing
- More Bike Racks/Bike-Friendly Improvements
- Host Bands & Brews on the Boulevard Again
- Bring Back Adult Field Day
- Outdoor Movies at Ballston Quarter
- Residential Discount Program
- More Recycling/Trash/Compost Options
- Wilson Boulevard Beer Festival
- Community Gardens
- More Art Galleries/Art Events
- Community Service Opportunities
- Connect with Schools, Families, Seniors
- Dating Events
- More Christmas Events
- Taste of Ballston
- Repair Broken Sidewalks – Dangerous!
- Address Cars "Parking" with Flashers in Lanes
- Ballston Bar Crawl
- More Games at Events like Quarterfest
- Go Back to the Old Taste of Arlington
- Ballston Running Group
- Walk/Bike Promotions and Events
- Dog Park
- Local Artist Features
- More Visual Arts
- Protected Bike Lanes
- Showcase Business in Each Newsletter
- Green Space Improvements

RESIDENTIAL RESPONSES

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SUMMARY

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2022 BALLSTON SURVEY

- Our “Avatar” – or median demographic – is a single female 28-34 years old. This may not represent our diverse demographics as a whole, but is a fair predictor for engagement in surveys and marketing
- Though more than 1,000 residents/guests completed the survey, more than 60 employer/rep respondents represent over 5,000 Ballston employees
- The vast majority of employees have (or desire) a partial in-office workweek – they envision less time in the office compared to employer/rep respondents
- Tuesday, Wednesday, and Thursday are overlaps in schedules, creating higher workforce population days
- Our Farmers Market, Quarterfest, and Sip & Mingle campaigns are the overwhelming favorites in past initiatives amongst employees and employers alike
- Employees and Employers are in lock-step on which initiatives would most likely influence returns to the office: Morning Coffee/Donuts, a Ballston Lunch Program, and Live Music Happy Hours
- The vast majority of employees and employers love the experience of working in Ballston
- 89% of residents feel prior initiatives are important to the Ballston community – 34% would be unlikely or unsure of staying if these programs were discontinued
- There is a strong desire amongst all surveyed groups to see the following in Ballston:
 - Dog park
 - 9th street greenway
 - Art-focused initiatives
 - Protected bike lanes
 - Panera (mentioned too many times to not include)



BALLSTON

#LIFEISFULL #BALLSTON

BALLSTONVA.ORG