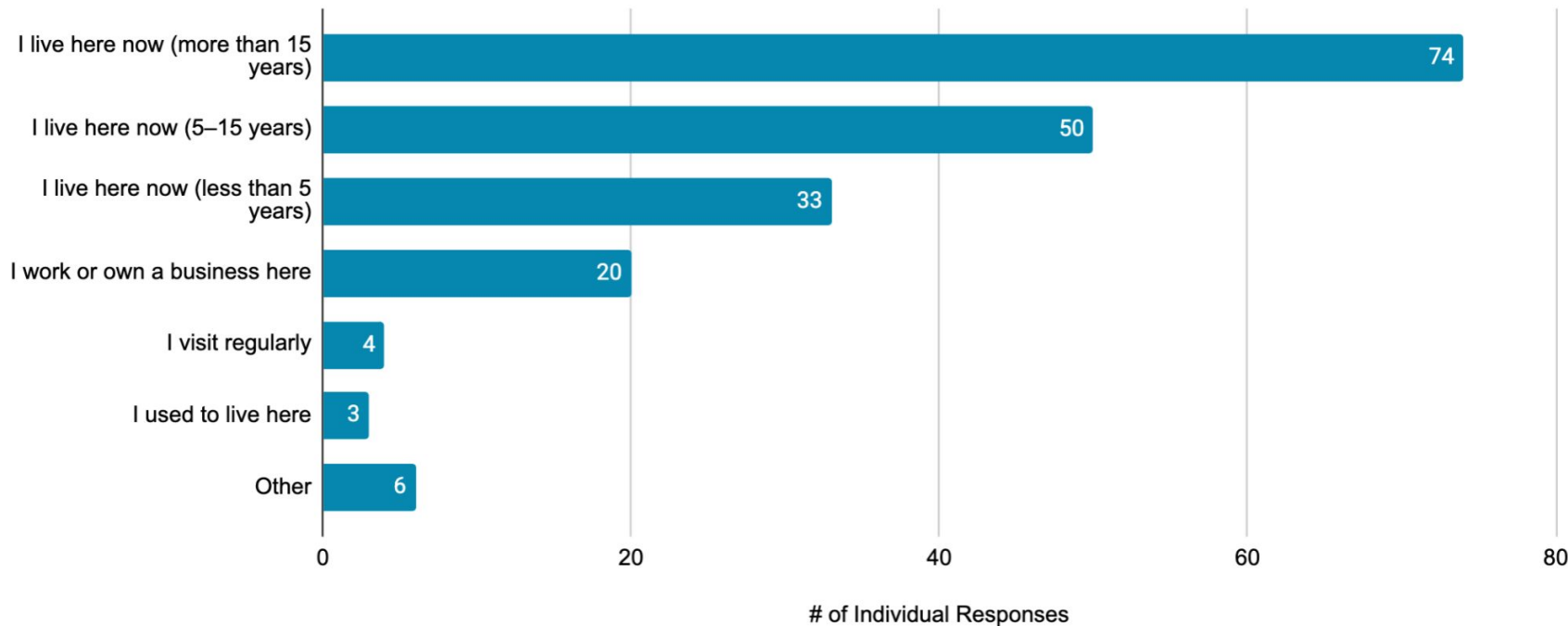




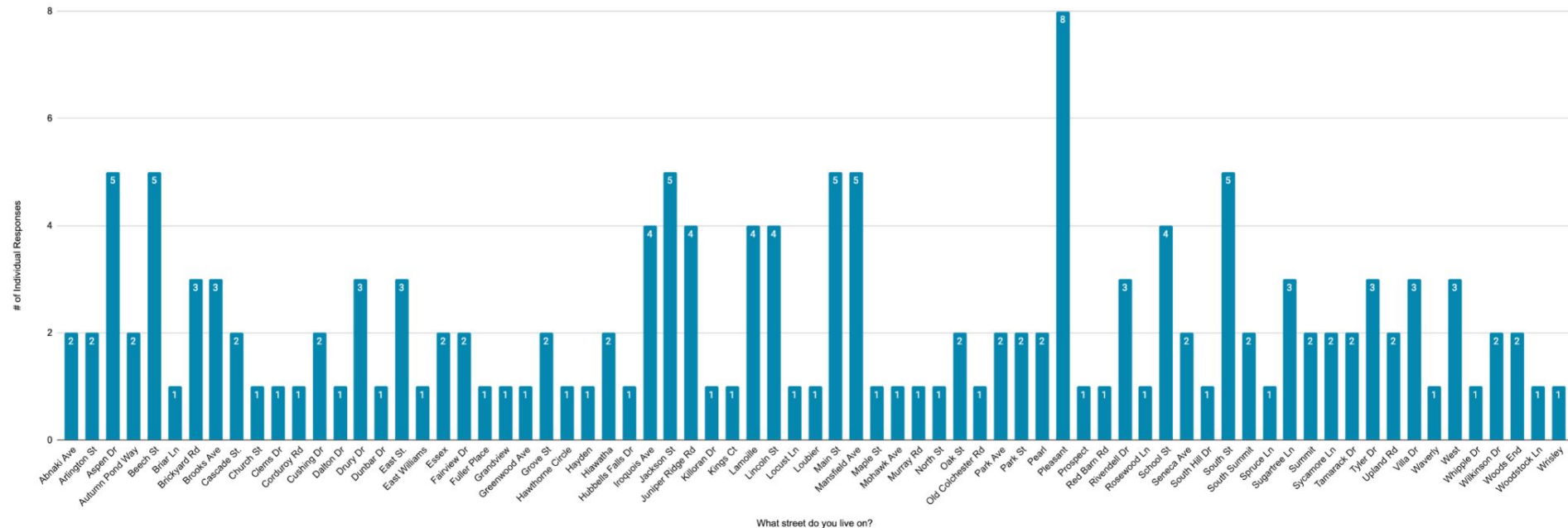
City of Essex Junction Community Survey

Survey Results - Updated October 17, 2025

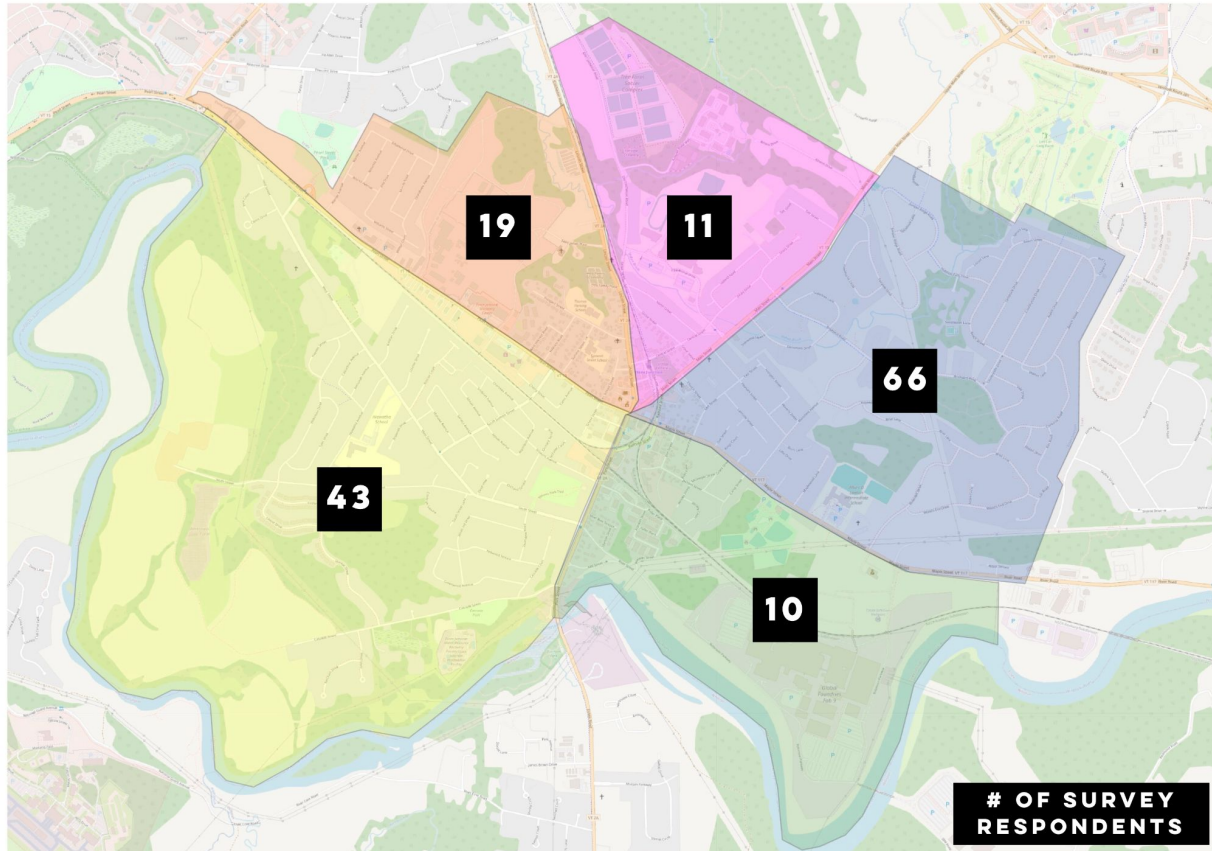
Question 1: How long have you lived in or been connected to the City of Essex Junction?



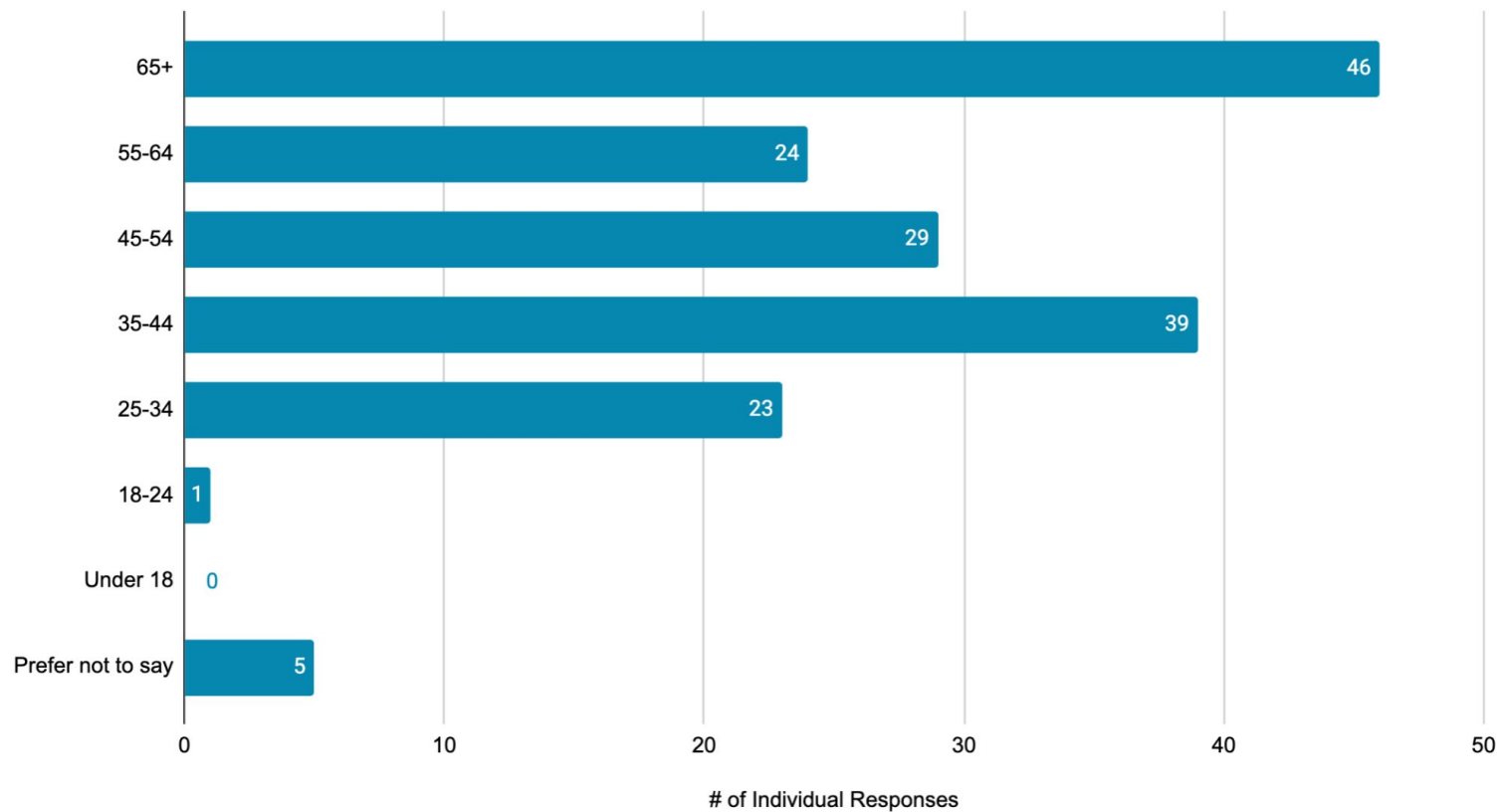
Question 2: What street do you live on?



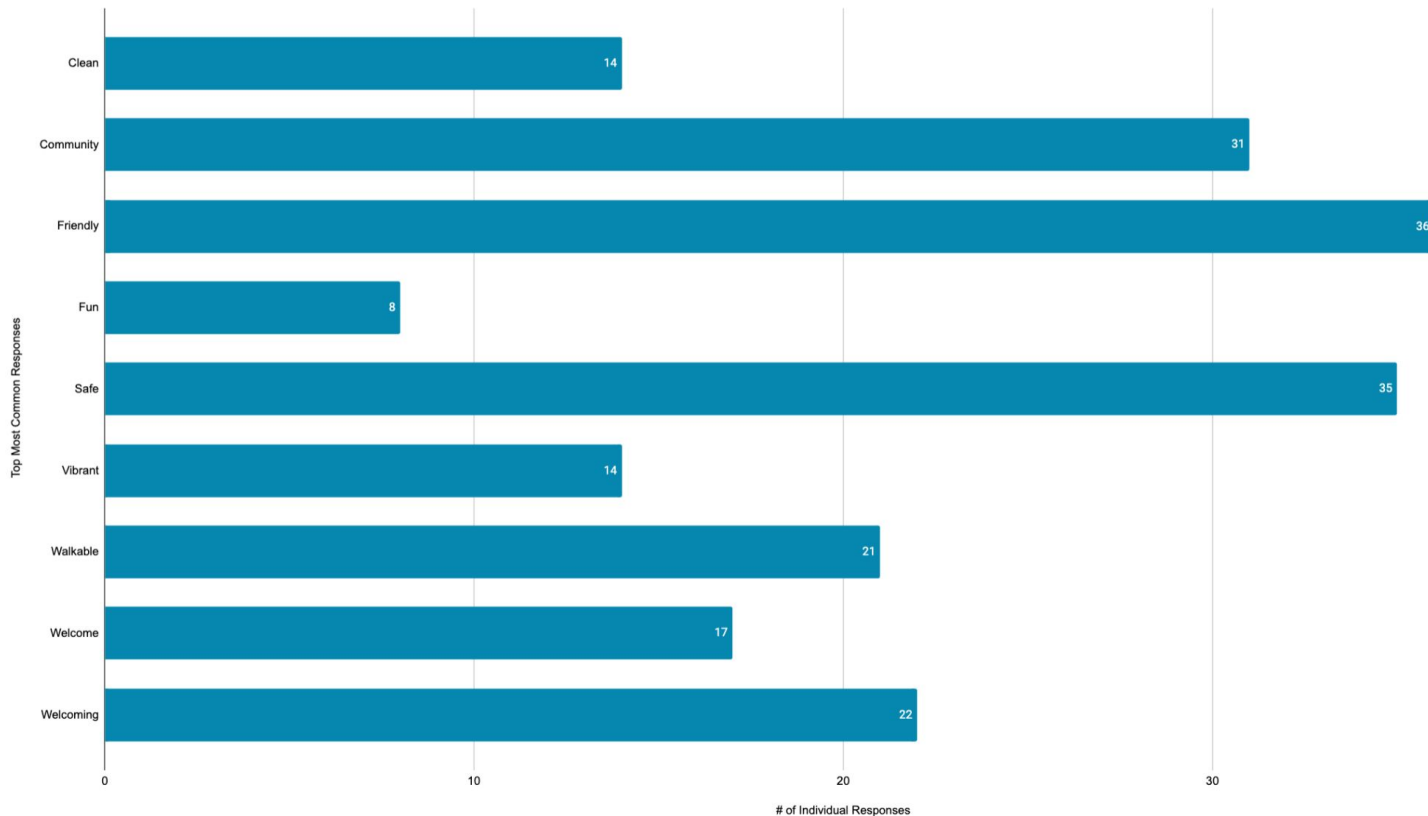
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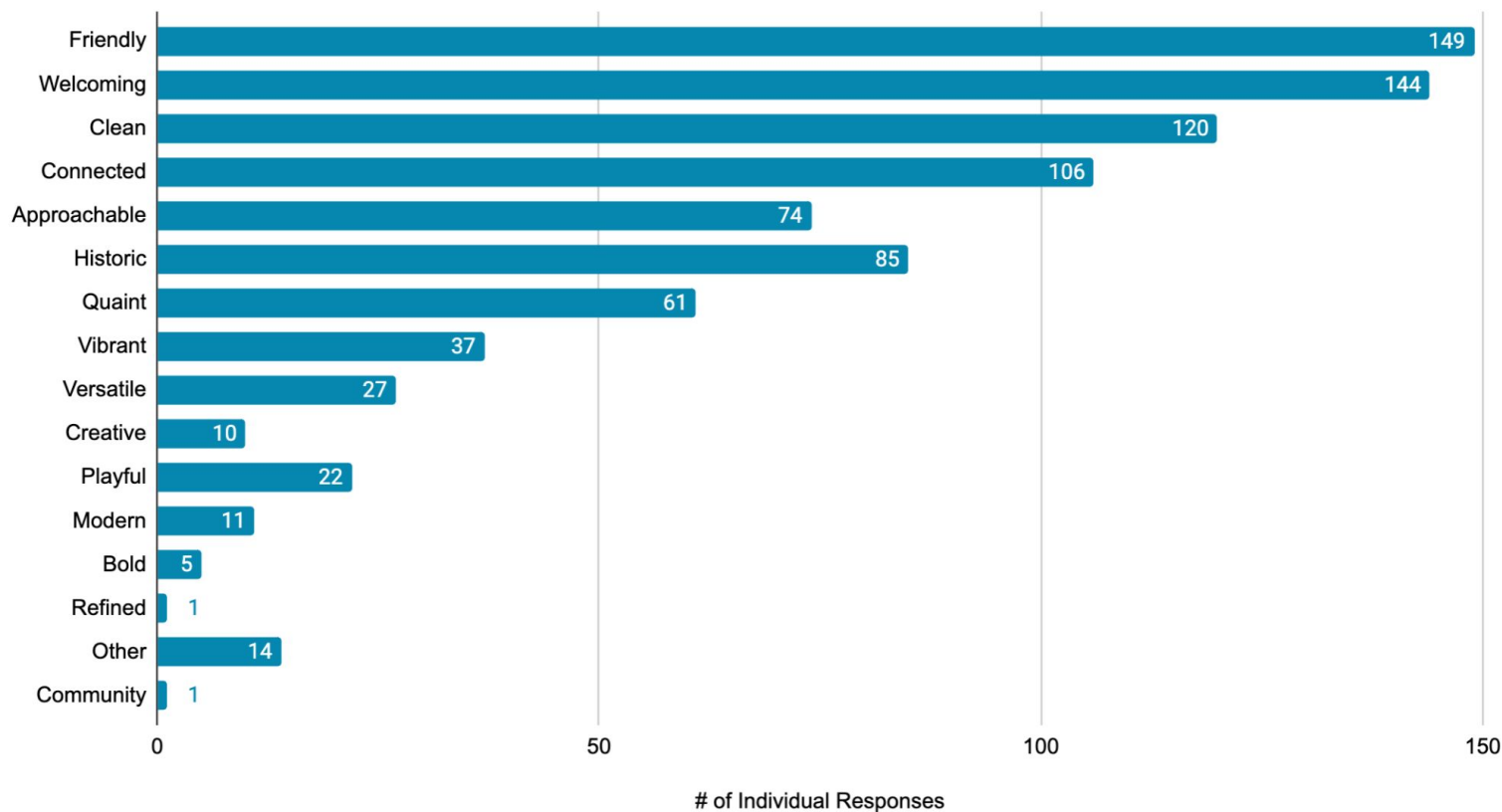
Question 3: How old are you?



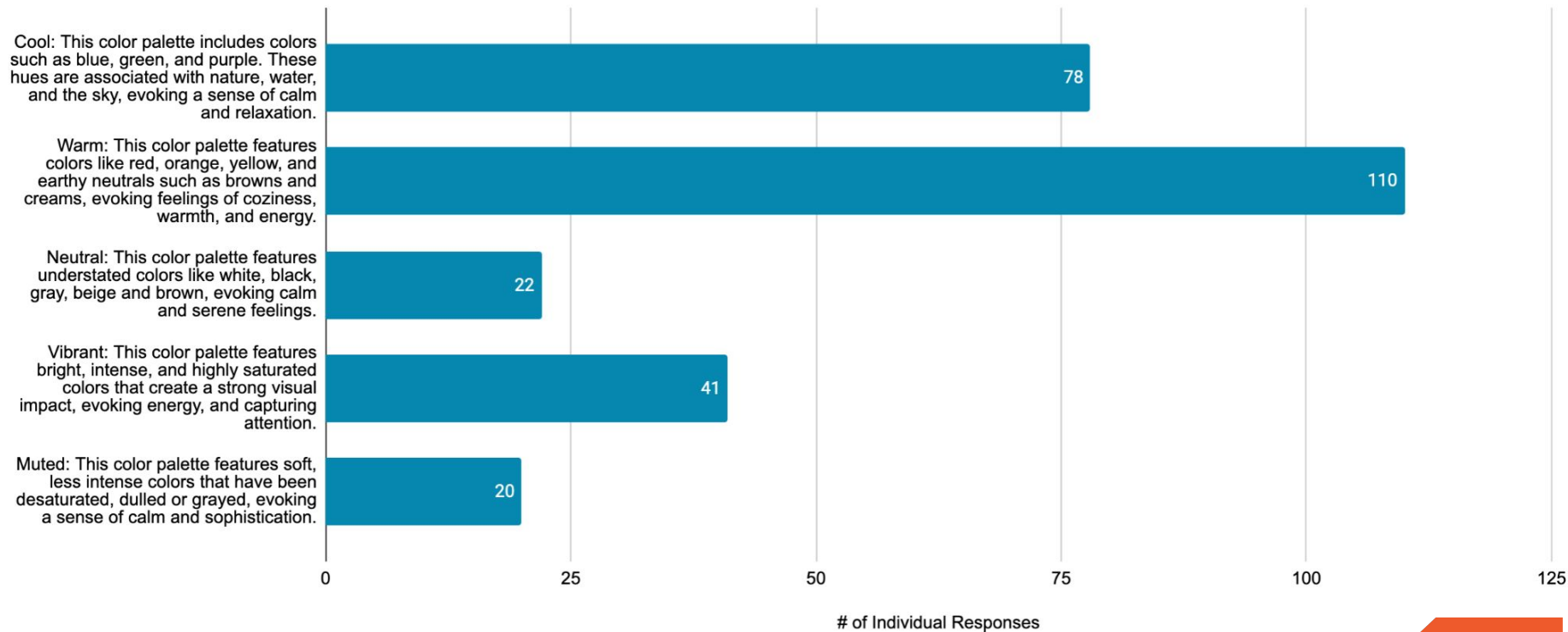
Question 4: What are three words that best describe how you'd like people to feel when they think about the City of Essex Junction? Here are the top most common words.



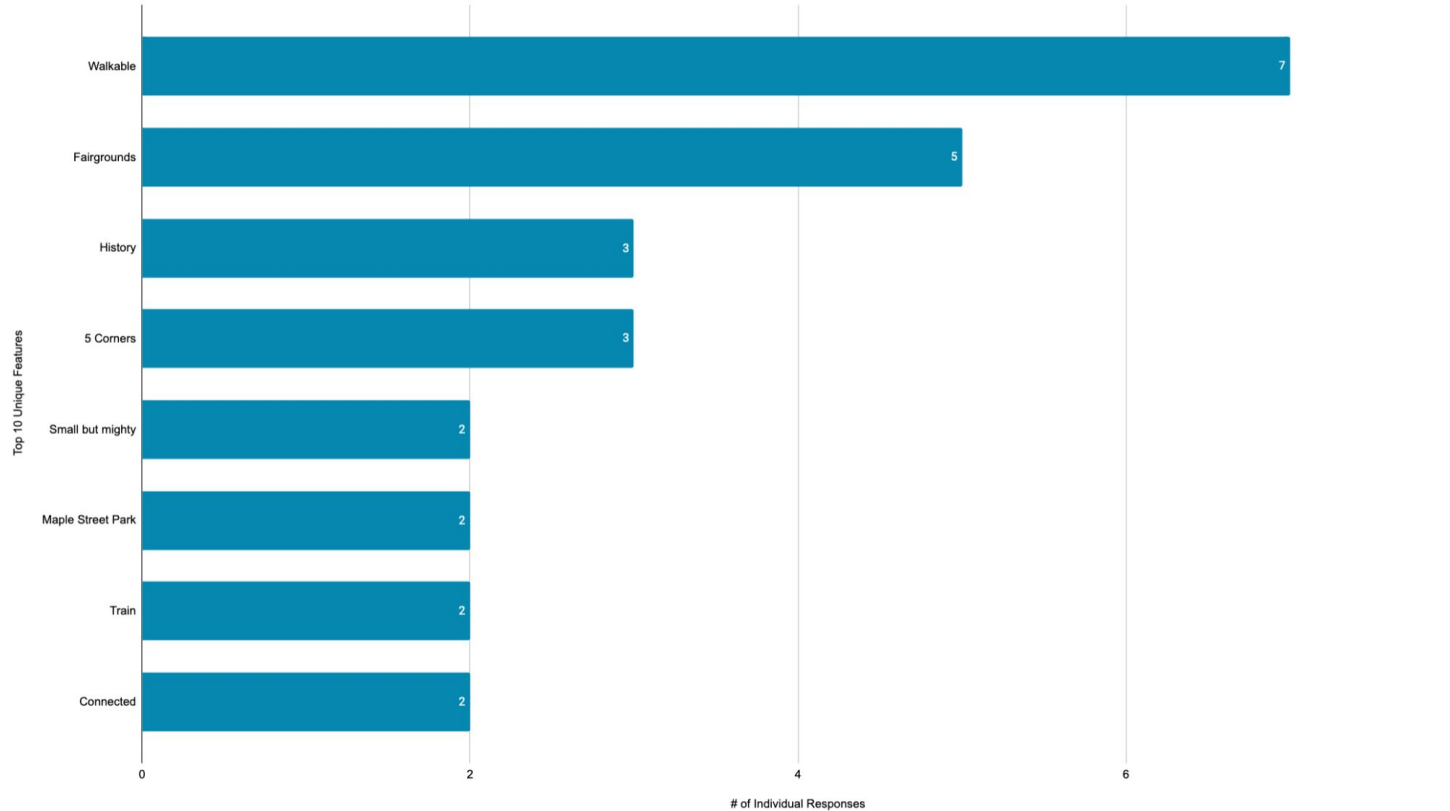
Question 5: Which of these adjectives best describe the City of Essex Junction to you?



Question 6: What general color scheme would you associate most with the City of Essex Junction?



Question 7: What makes the City of Essex Junction unique compared to other Vermont towns or cities? Here are the top most common responses.



Question 7: What makes the City of Essex Junction unique compared to other Vermont towns or cities? Some key themes emerged.

These elements are collectively seen as shaping the identity of Essex Junction, distinguishing it from other towns and cities.

The Five Corners:

This intersection is frequently mentioned as a distinctive feature of the city.

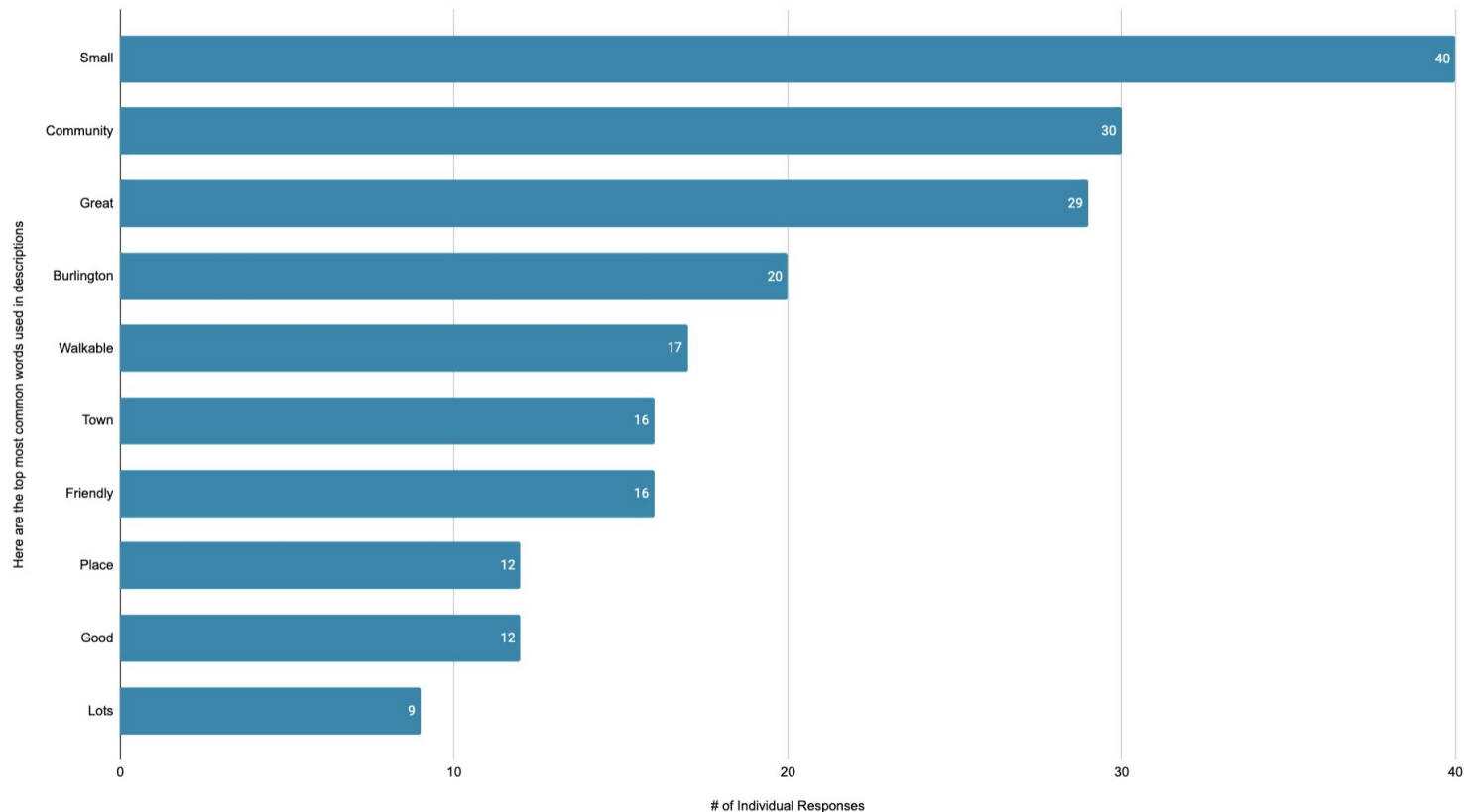
Trains:

The presence of trains is another recurring element that sets Essex Junction apart.

Fairgrounds/Events Venue:

The fairgrounds are noted as an event venue, contributing to the city's unique character.

Question 8: How do you describe the City of Essex Junction to someone who's never been? Here are the top most common words used in descriptions.



Question 8: How do you describe the City of Essex Junction to someone who's never been? Some key themes emerged.

The responses reveal several key aspects of how people perceive, connect with and describe the City of Essex Junction.

Strong Sense of Community and Walkability:

The most frequently mentioned themes in descriptions of Essex Junction are "community" and "walkable." This suggests that residents and visitors highly value the social fabric and the ease of getting around on foot.

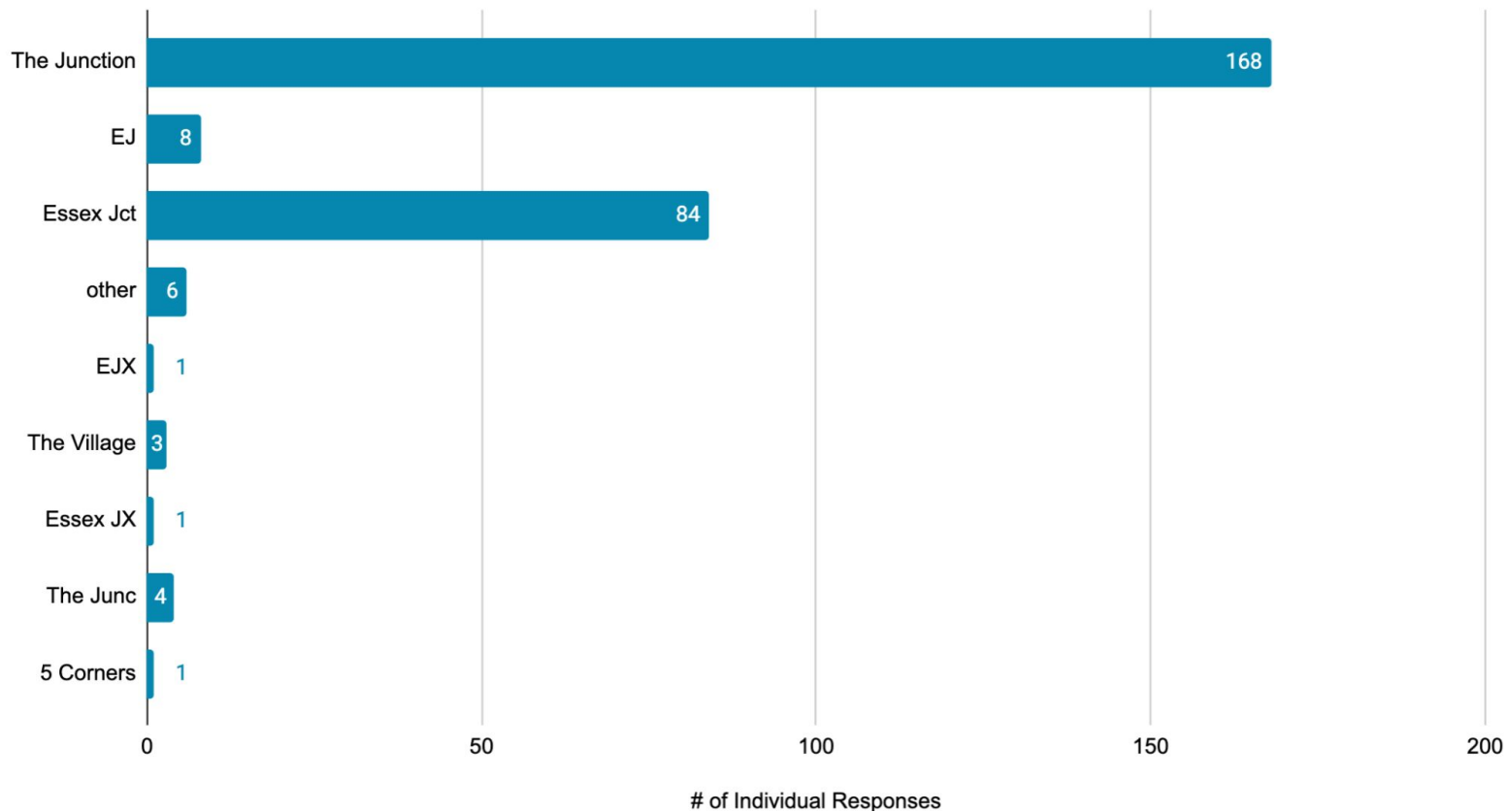
Other related themes like "small town feel" and "family friendly" further reinforce the image of a close-knit and accessible environment.

Key Amenities and Unique Features:

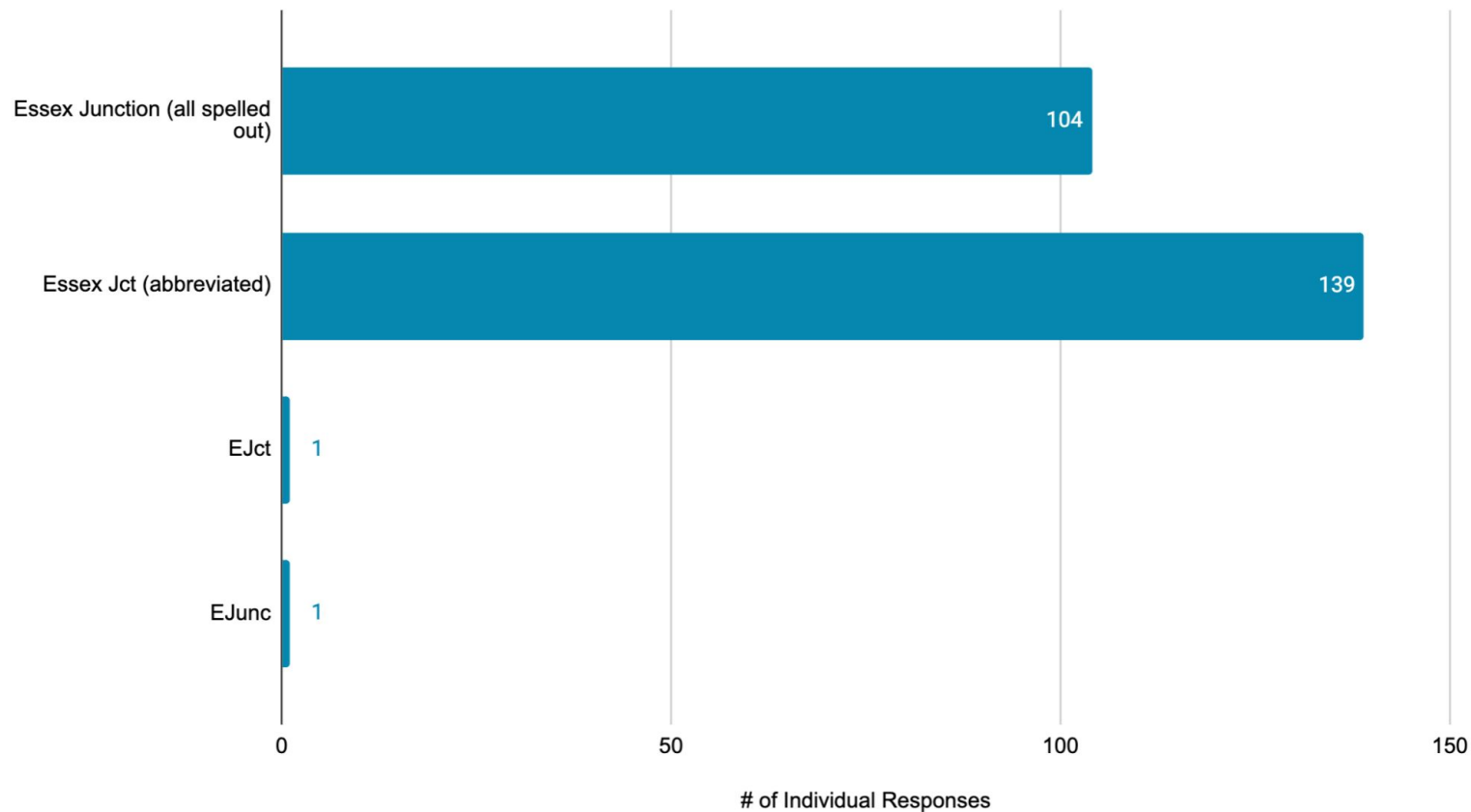
"Schools," "amenities," and "parks/recreation" are important aspects of how people describe Essex Junction, highlighting the availability of essential services and recreational opportunities as a draw.

Unique features like "fairgrounds," "trains," and "five corners" also contribute to the city's distinct identity. These elements suggest a blend of local attractions and historical significance.

Question 9: Which of the following nicknames feels most representative of the area?



Question 10: How do you commonly write or text “Essex Junction”?



Question 11: Is there anything else you'd like to share with us about the future identity for the City of Essex Junction? Some key themes emerged.

Community and Inclusivity:

The desire for a welcoming and diverse environment is a recurring theme, emphasizing a sense of belonging for all residents. One response mentions "A slightly more diverse place, that is very welcoming to people from many different backgrounds." The keyword "people" appears twice, reinforcing the focus on the human element of the city.

Preservation of Character:

There is a strong sentiment towards maintaining the city's unique identity, particularly its historical and residential aspects. One response states, "Keep it true to its history and local." Another highlights, "The residential, historical feeling is unique and iconic." The keyword "residential" appears twice.

Urban Planning and Livability:

Improvements in infrastructure and reduction of nuisances like traffic are important for enhancing the city's vibrancy. One response suggests, "Continue to enhance walk ability, work at reducing traffic noise, reinforce existing residential neighborhoods."

Forward-Looking Development:

While valuing history, there's also an emphasis on looking towards the future and evolving the city's identity. One response states, "While the City's future will necessarily be informed by its past, branding efforts should emphasize that the community is looking forward towards what it can be, not back at what it was." The keyword "maple" appears three times, which might indicate a specific local landmark or area of interest that could be central to future development or branding.

Survey Results Segment Comparison: A summary comparison of older versus younger respondents and established versus newer residents.

Older vs. Younger Respondents:

- There is shared ground in expressing pride in the City of Essex Junction, in the sense of community, accessibility, and local charm. Regardless of age, there's broad agreement that walkability, green spaces, and small-city convenience define daily life and are key strengths of the brand.
- A key difference is that older respondents lean toward descriptors like “peaceful,” “friendly,” and “rooted.” They express greater appreciation for stability, safety, and a preserved sense of place, often tying identity to history and continuity. By contrast, younger respondents tend to focus on momentum and modern energy—describing the community as “evolving,” “vibrant,” and “creative.” They're more likely to see Essex Junction as forward-thinking and connected, valuing opportunities for engagement, recreation, and local culture.

Established Residents vs. Newer Residents:

- There is shared ground in that both groups strongly associate Essex Junction with connection, convenience, and livability. They appreciate its location, community events, and access to amenities.
- A key difference is that established residents highlight tradition, reliability, and familiarity—they're proud of the city's transformation from a village but want to see its character preserved. They value longstanding institutions (the library, parks, and annual fair) and emphasize “the village feel.” By contrast, newer residents express excitement about change, diversity, and discovery. They describe Essex Junction as “approachable,” “multicultural,” and “developing”, emphasizing its emerging identity and energy. They tend to see the brand through a lens of possibility and inclusion.

Survey Results Segment Comparison: Implications, themes and strategic takeaways.

Implications for Messaging:

To bridge across all audiences, the messaging will need a brand voice that blends modern progress with hometown warmth, that positions the City of Essex Junction as both a place growing thoughtfully into the future and a community that still feels like home. The rebrand should celebrate the bridge between legacy and growth—reassuring long-timers that the city's core values endure, while inspiring newer residents to invest emotionally in shaping its next chapter. Messaging around shared pride, connectedness, and collective evolution will resonate across age and residency tenure.

Cross-Segment Themes:

- *Community is the constant:* Whether old or young, long-term or new, respondents describe Essex Junction as friendly, walkable, and neighborly.
- *Momentum matters:* Younger and newer audiences want to see energy and direction reflected in visuals and language.
- *Grounded progress:* Older and established audiences need to see that growth doesn't erase identity—it enhances it.

Overall Strategic Takeaway:

The rebrand opportunity for the City of Essex Junction is to unite these perspectives under a shared narrative of thoughtful evolution. The City of Essex Junction is a small, modern city that is moving forward, together. As a framework, that allows the brand to speak with warmth and progress in equal measure. Young and new residents will feel part of something dynamic and inclusive, while older and long-term residents will see their values and history respected and carried forward.