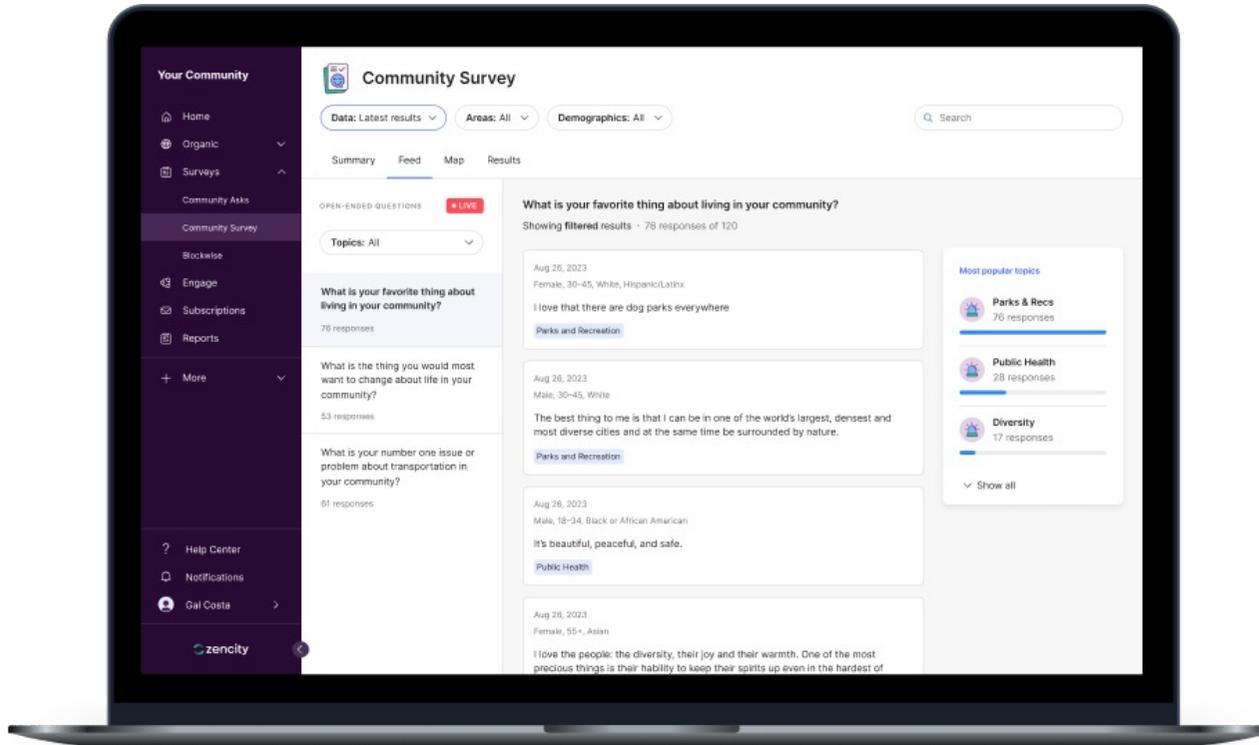




Kyle, TX

Community Survey

December 2023 - February 2024



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

634 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between December 2023 – February 2024. An additional response was collected through the city’s distribution efforts, which was used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau’s race, ethnicity, age, and gender distributions in Kyle, TX. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale 1-5, and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

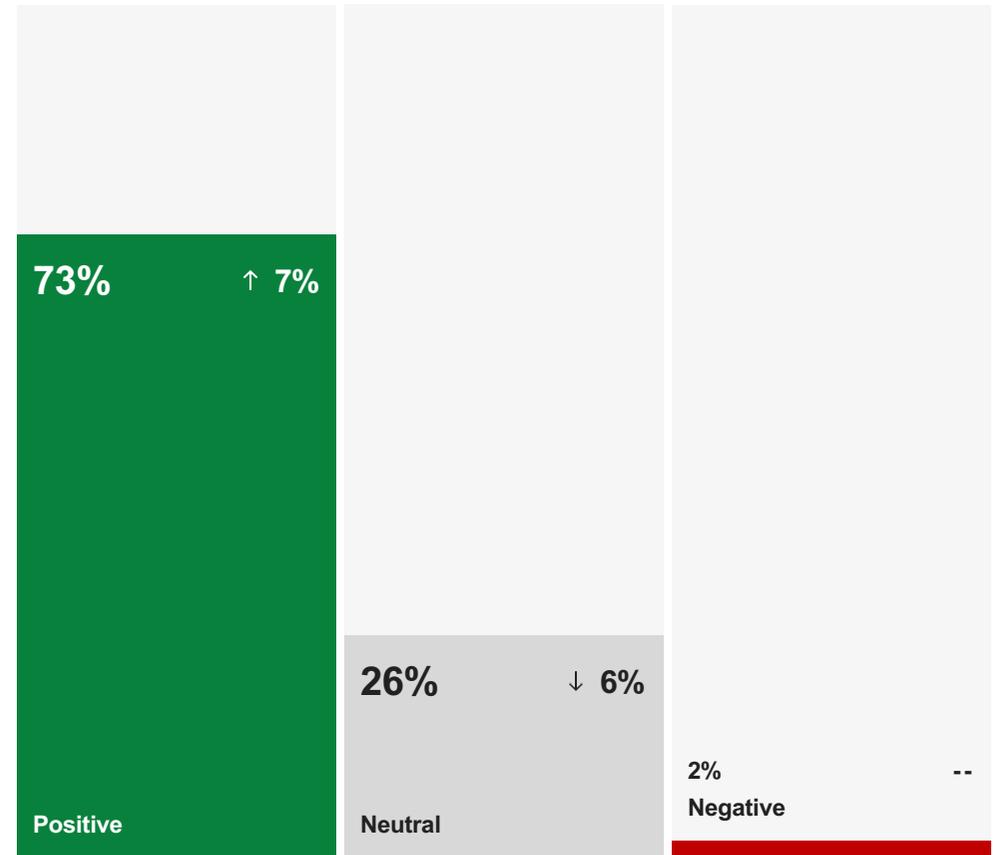
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

73%

of 634 surveyed residents are satisfied with life in Kyle

↑ 7% vs. previous cycle



These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (\uparrow) and down (\downarrow) arrows will show the change in percentage points.

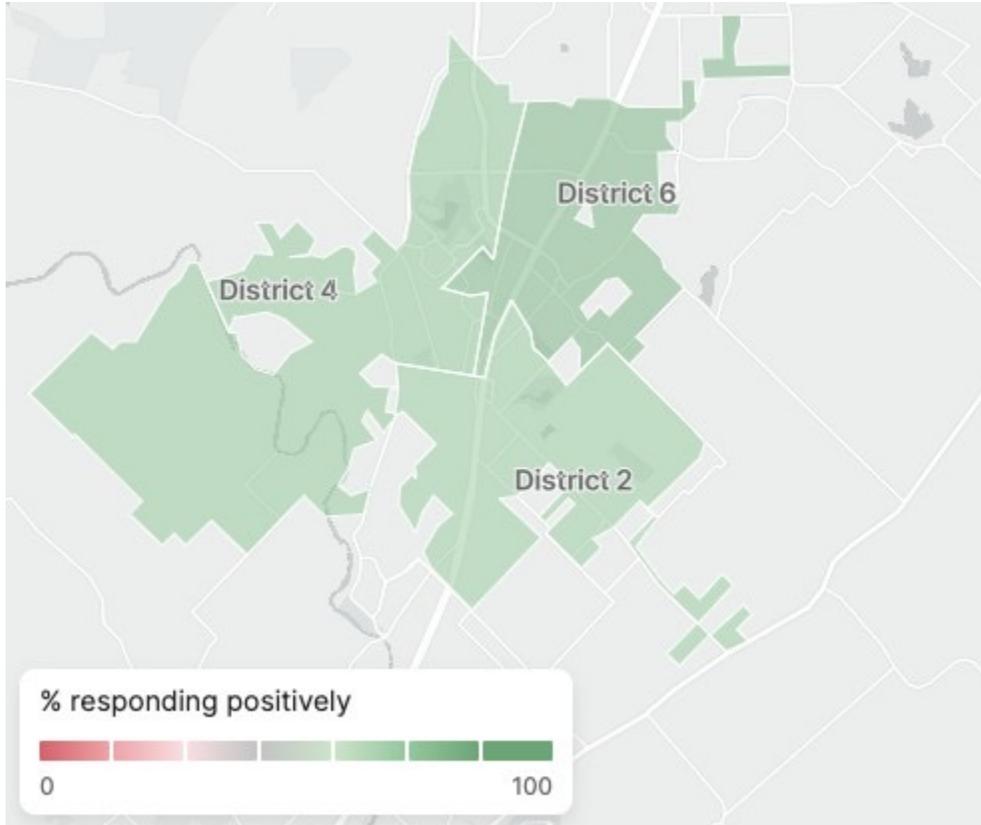
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Kyle?	60% · \downarrow 2% 
How likely are you to recommend Kyle as a place to live?	57% · \uparrow 2% 
How likely are you to be living in Kyle 5 years from now?	62% · \uparrow 9% 
Average rating from the Community Characteristics questions	66% · \uparrow 6% 

Across the Community

Zencity Community Survey

Kyle, TX
December 2023 - February 2024

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AREA	RESIDENT SATISFACTION
District 2	70% · ↑ 5% 
District 4	71% · ↑ 8% 
District 6	79% · ↑ 7% 

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	79%	90
Age	35-54	66%	213
Age	55+	75%	313
Education	High school degree or less	77%	111
Education	Some college or college degree	71%	403
Education	Higher education degree	76%	104
Ethnicity	Hispanic/Latino	78%	190

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	White	77%	498
Gender	Female	74%	401
Gender	Male	72%	225
Income	\$49,999 or less	75%	115
Income	\$50,000-\$149,999	75%	348
Income	\$150,000 or more	72%	87

Life in Kyle

The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Kyle, TX
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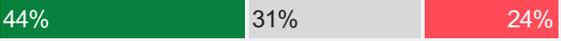
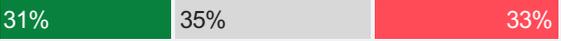
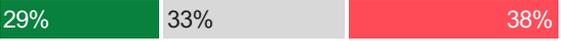
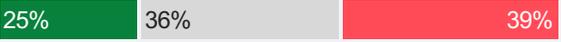
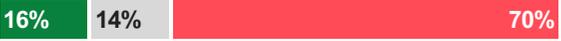
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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Access to quality health care services		↑ 2% ↓ 2%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE</p> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Acceptance of residents of all backgrounds		↑ 3% ↓ 4%	
Sense of overall safety		↑ 1% ↓ 2%	
Quality of waste and recycling services		↑ 4% ↓ 1%	
Overall cleanliness and maintenance		- 0% ↑ 1%	
Quality of parks and recreational amenities		↑ 7% ↓ 4%	
Overall quality of services provided by Kyle		↑ 4% ↓ 4%	
Access to quality education		↑ 2% ↓ 6%	

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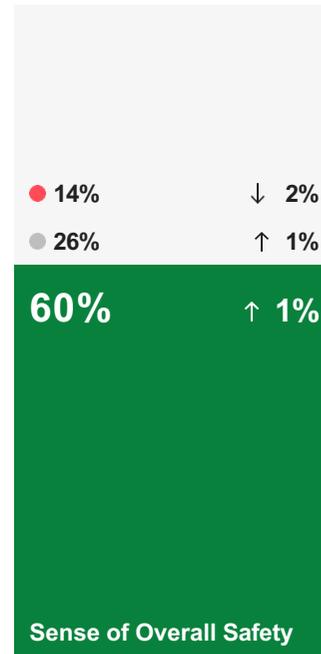

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Sense of community among residents		↑ 6% ↓ 4%	<p>● POSITIVE ● NEUTRAL ● NEGATIVE</p> <hr/> <p>↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE</p> <hr/> <p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Ability of residents to give input to the Kyle government		↑ 9% ↓ 8%	
Availability of affordable housing		↑ 7% ↓ 10%	
Availability of a variety of art and cultural events		↑ 2% ↓ 2%	
Availability of jobs that pay a living wage		↑ 3% ↓ 8%	
Ease of getting around by public transportation		↑ 2% ↓ 7%	

The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

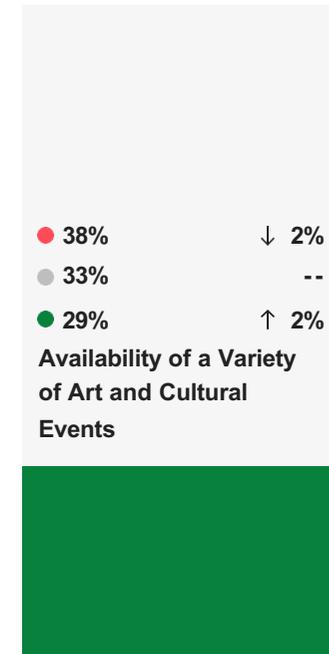
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

60%

of residents are satisfied with the sense of overall safety

↑ 1% vs. previous cycle



Neutral
26% • ↑ 1%

Dissatisfied
14% • ↓ 2%

AREA

District 2	59% • ↑ 4%	
District 4	63% • ↑ 3%	
District 6	59% • ↓ 3%	

AGE

18-34	65% • --	
35-54	60% • ↑ 7%	
55+	55% • ↓ 3%	

RACE/ETHNICITY

White	60% • ↓ 1%	
Hispanic/Latino	63% • ↑ 1%	

GENDER

Male	63% • ↑ 2%	
Female	58% • ↑ 1%	

In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

29%

of residents are satisfied with the availability of a variety of art and cultural events

↑ 2% vs. previous cycle



Neutral

33% · -

Dissatisfied

38% · ↓ 2%

AREA

District 2	19% · ↓ 4%	
District 4	35% · ↑ 6%	
District 6	34% · ↑ 3%	

AGE

18-34	42% · ↑ 11%	
35-54	21% · ↓ 5%	
55+	22% · ↓ 1%	

INCOME

\$49,999 or less	35% · ↓ 7%	
\$50,000-\$149,999	27% · ↑ 4%	
\$150,000 or more	31% · ↑ 13%	

CHILDREN UNDER 18

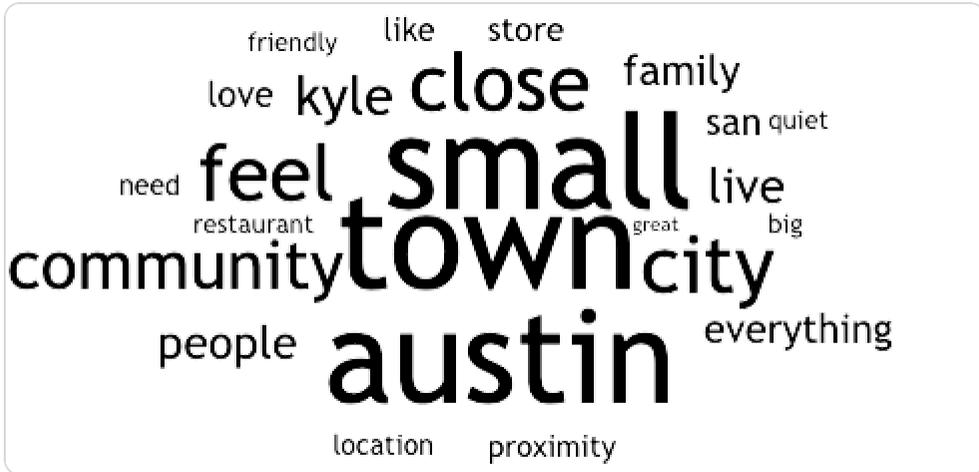
Yes	25% · ↓ 3%	
No	32% · ↑ 5%	

Free-Text Responses



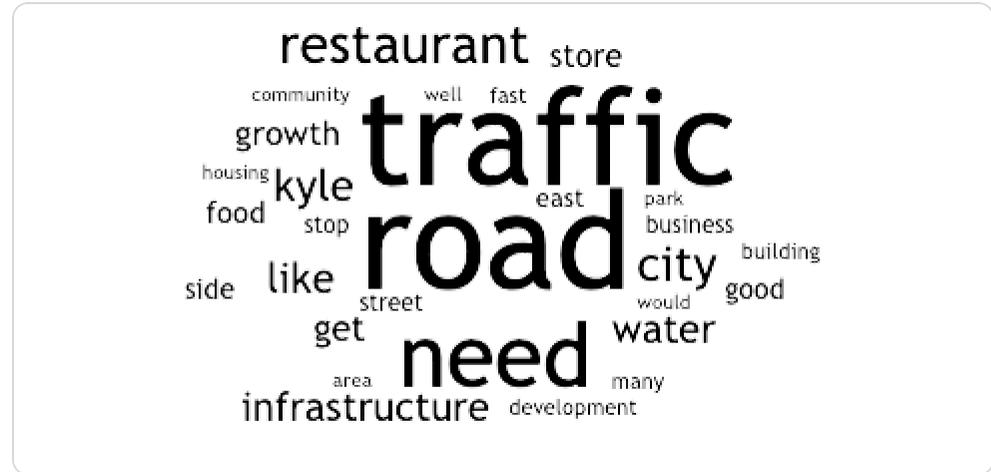
What residents love

Question: What is your favorite thing about living in Kyle?



What residents want changed

Question: What is the one thing you would change in Kyle?

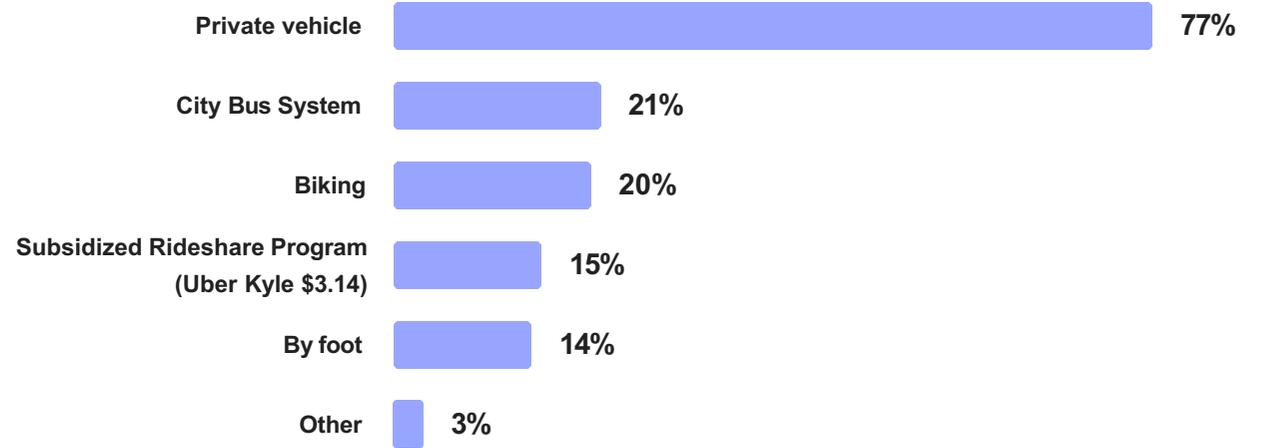


Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

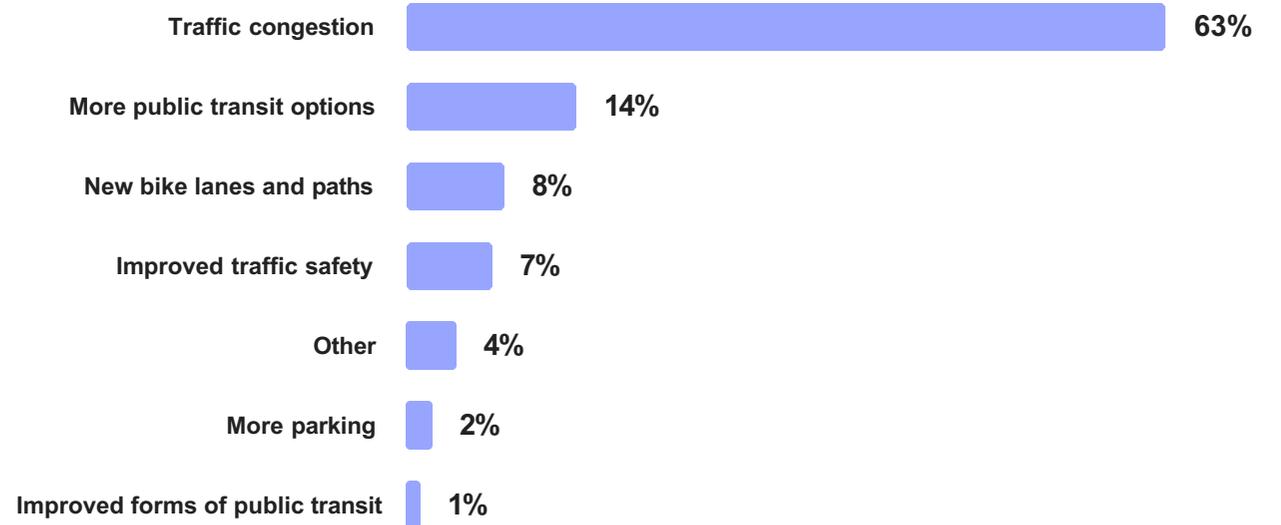
77% of respondents prefer to get around the city via **private vehicle**.

The question: How would you prefer to get around the city?



63% of respondents would most like to see **traffic congestion** improved around the city.

The question: Which of the following would you most like to see improved around the city?



227 respondents think the city can **improve roads** to make it easier for residents to get around the city.

The question: In your opinion, what is the one thing the City can do to make it easier for residents to get around the city?

An aerial photograph of a water tower in Kyle, Texas. The tower has a white cylindrical tank with a red conical roof. The word "KYLE" is painted in large, bold, black letters on the side of the tank. The tower is supported by a white metal lattice structure. The surrounding area is a mix of green trees and residential buildings, with a highway visible in the distance. The sky is a clear, light blue, suggesting a bright day.

KYLE

Questions?