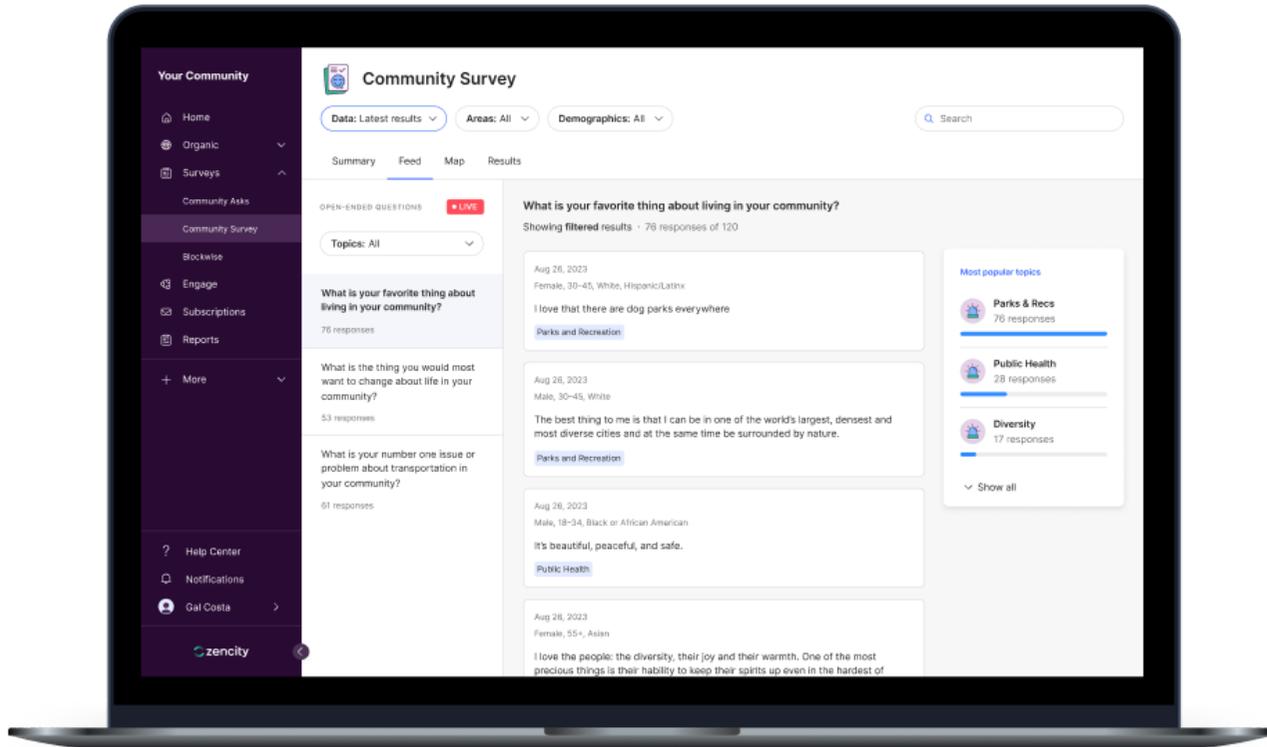




Kyle, TX

Community Survey

July - September 2023



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

432 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between July - September 2023. One 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.

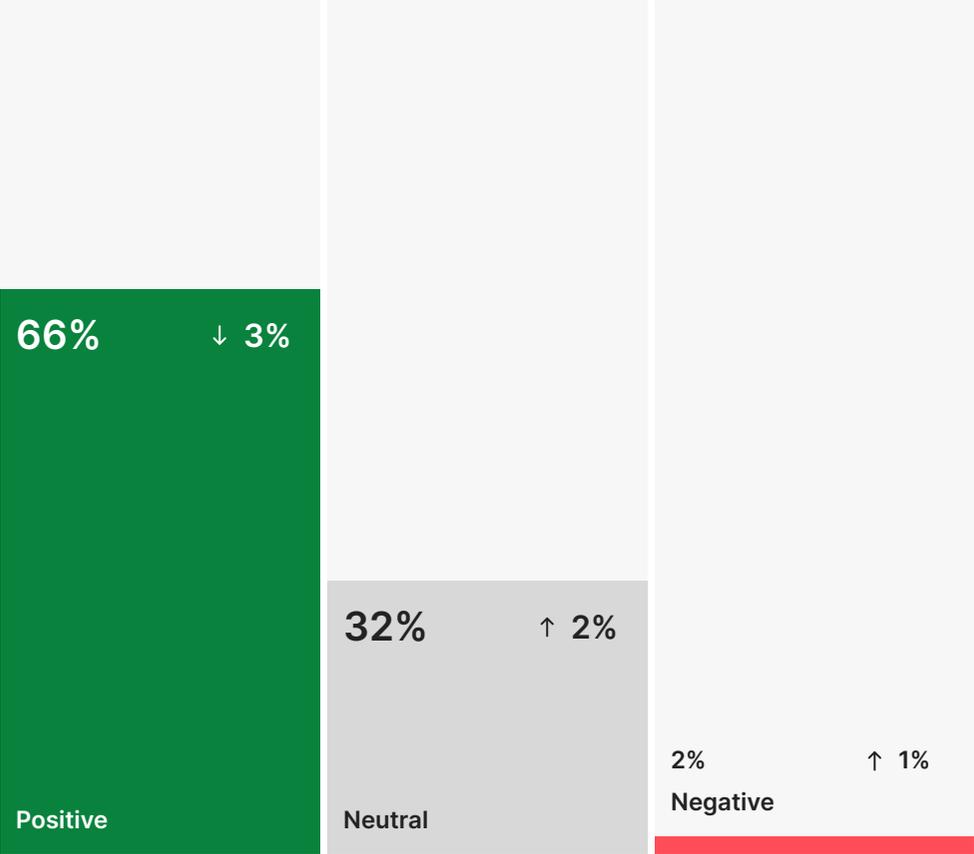
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

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

66%

of 432 surveyed residents are satisfied with life in Kyle

↓ 3% 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.

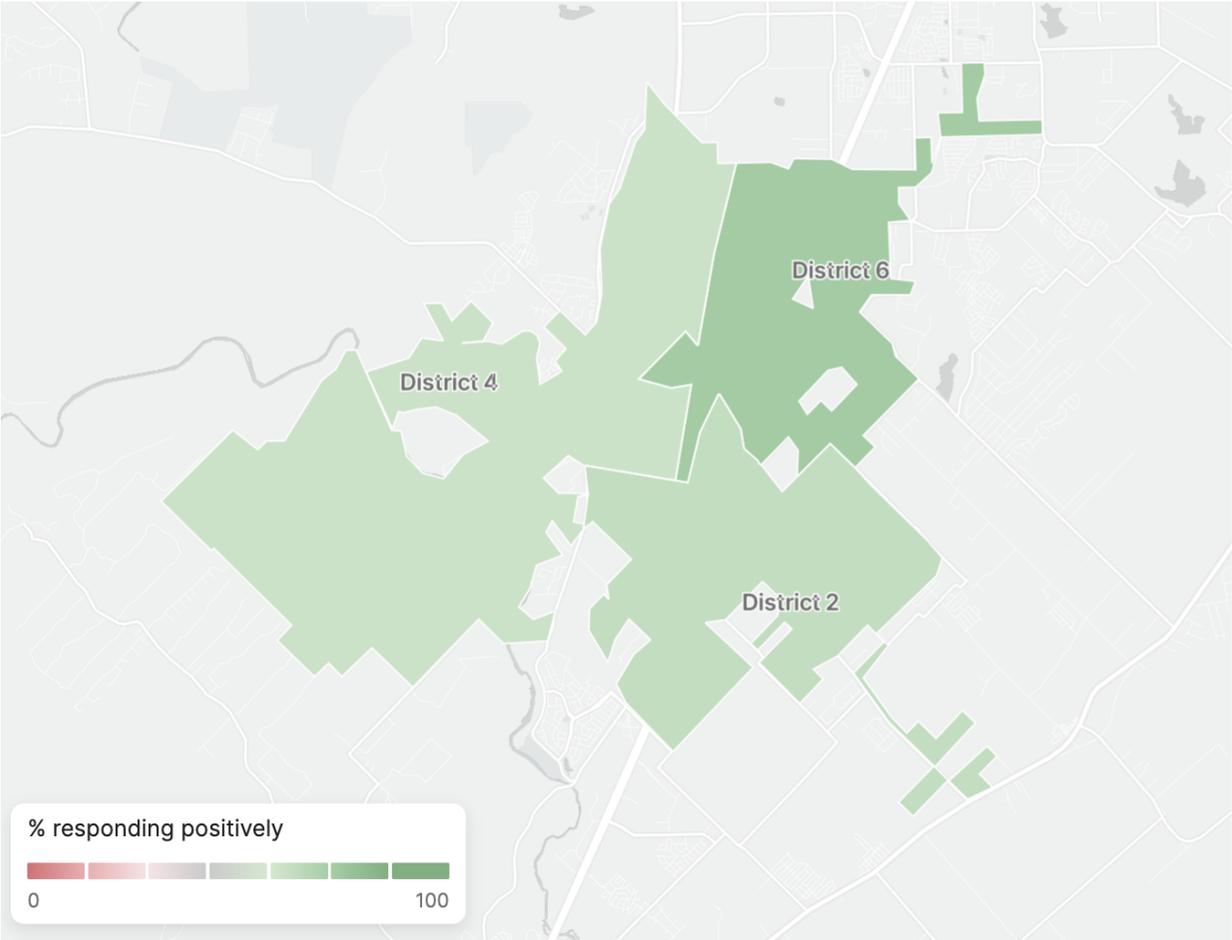
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Kyle?	62% • \uparrow 1% 
How likely are you to recommend Kyle as a place to live?	55% • \uparrow 1% 
How likely are you to be living in Kyle 5 years from now?	53% • \downarrow 4% 
Average rating from the Community Characteristics questions	60% • \uparrow 1% 

Across the Community

Zencity Community Survey

Kyle, TX
July - September 2023

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AREA	RESIDENT SATISFACTION
District 2	65% • ↓ 5% 
District 4	63% • ↓ 3% 
District 6	72% • ↓ 1% 

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

Kyle, TX
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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	66%	172
Age	35-54	62%	104
Age	55+	76%	141
Education	High school degree or less	65%	95
Education	Some college or college degree	67%	266
Education	Higher education degree	60%	60
Ethnicity	Hispanic/Latino	68%	137

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	White	70%	332
Gender	Female	70%	289
Gender	Male	63%	138
Income	\$49,999 or less	74%	121
Income	\$50,000-\$149,999	69%	216
Income	\$150,000 or more	42% *	45

Life in Kyle

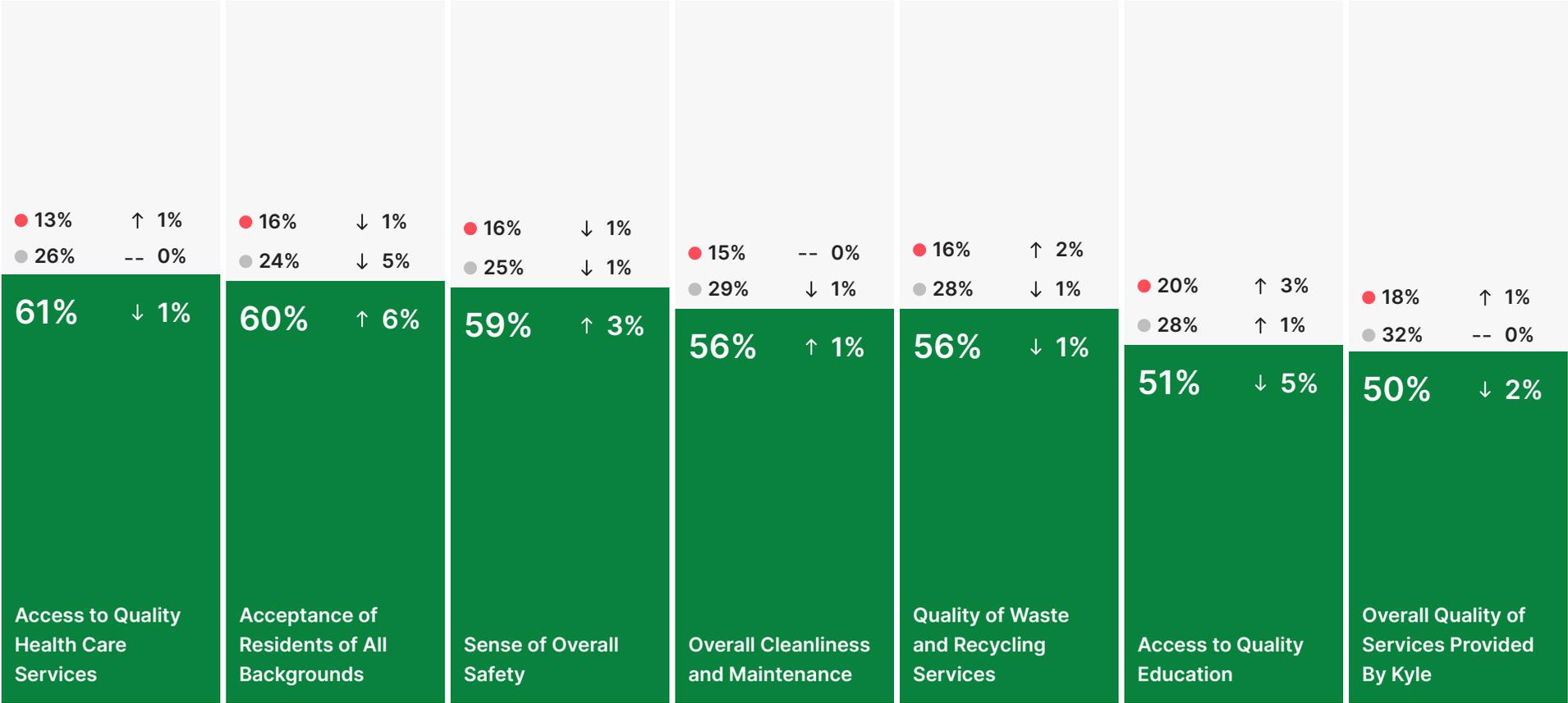
The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

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

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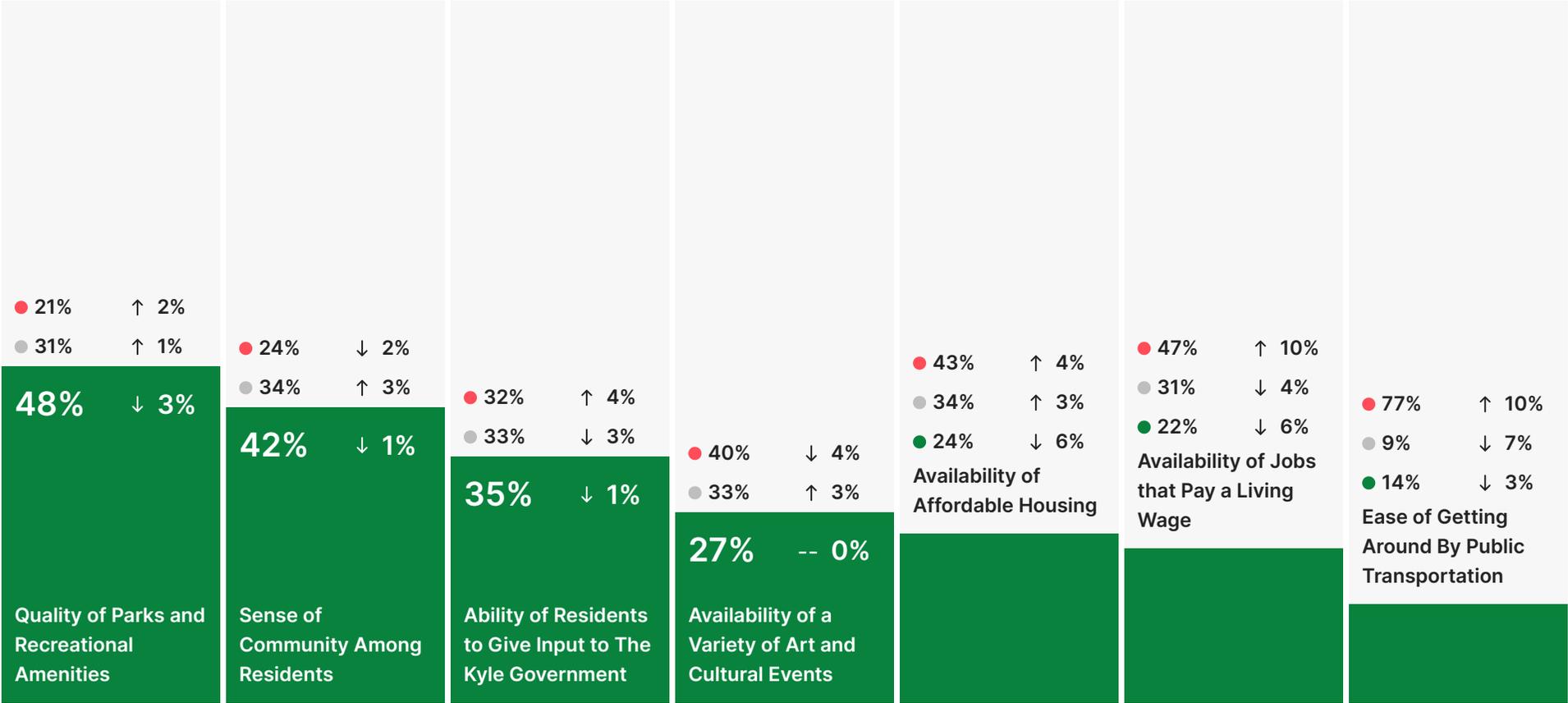
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Zencity Community Survey

Kyle, TX
July - September 2023

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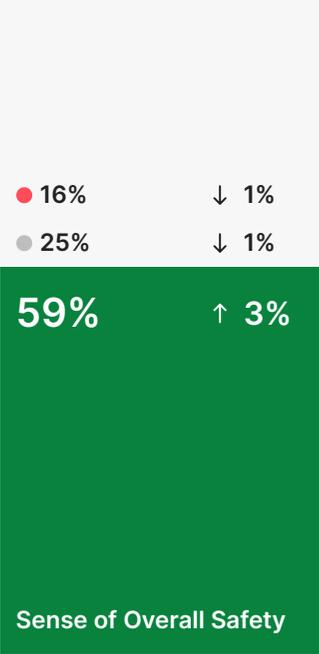



The ratings residents gave these parts of life showed a connection to their overall satisfaction

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.

59%

of residents are satisfied with the sense of overall safety

↑ 3% vs. previous cycle



Neutral
25% • ↓ 1%

Dissatisfied
16% • ↓ 1%

AREA

District 2	55% • ↓ 2%	
District 4	60% • ↑ 5%	
District 6	62% • ↑ 3%	

AGE

18-34	65% • ↑ 9%	
35-54	53% • ↑ 2%	
55+	58% • ↓ 7%	

GENDER

Male	61% • ↑ 8%	
Female	57% • ↓ 2%	

RACE/ETHNICITY

White	61% • ↑ 4%	
Hispanic/Latino	62% • ↑ 9%	

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.

22%

of residents are satisfied with the availability of jobs that pay a living wage

↓ 6% vs. previous cycle



Neutral
31% • ↓ 4%

Dissatisfied
47% • ↑ 10%

INCOME

\$49,999 or less	35% • ↓ 2%	
\$50,000-\$149,999	20% • -- 0%	
\$150,000 or more *	2% • ↓ 34%	

AREA

District 2	21% • ↓ 8%	
District 4	23% • ↓ 7%	
District 6	20% • ↓ 1%	

RACE/ETHNICITY

White	21% • ↓ 5%	
Hispanic/Latino	27% • ↓ 3%	

GENDER

Male	18% • ↓ 11%	
Female	27% • -- 0%	

Community Benchmark

How we compare Kyle, TX to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.
Diversity is measured by percentage of people who are not in the largest race or ethnicity group.
Median income is the median annual dollars of income per household.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Kyle, Texas	45,828	1,475	10.95%	\$75,413
Del Rio, Texas	35,828	1,753	7.66%	\$45,561
Harlingen, Texas	65,028	1,621	8.24%	\$43,003
Greenville, Texas	28,088	870	30.55%	\$48,979
Weslaco, Texas	41,103	2,509	12.73%	\$47,094
Converse, Texas	27,582	3,261	35.36%	\$69,048

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

+ more communities with similar characteristics

The overall resident satisfaction in Kyle is lower than its cohort.

66% Kyle
81% Cohort
78% National

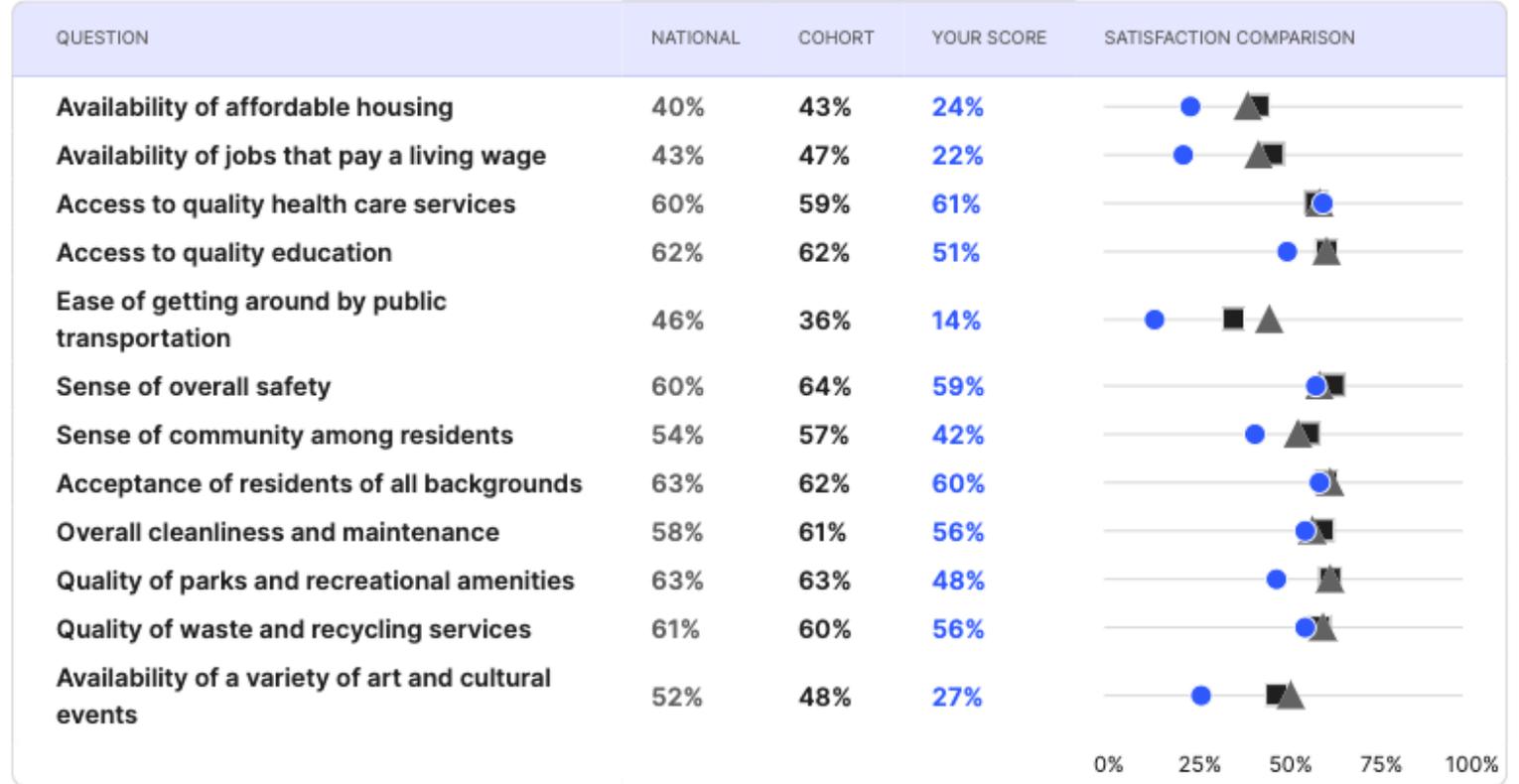
- Kyle
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Kyle?	63%	67%	62%	
How likely are you to recommend Kyle as a place to live?	62%	63%	55%	
How likely are you to be living in Kyle 5 years from now?	63%	63%	53%	

Satisfaction with Life in Kyle, TX

Breakdown by characteristic

- Kyle
- Cohort
- ▲ National



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?

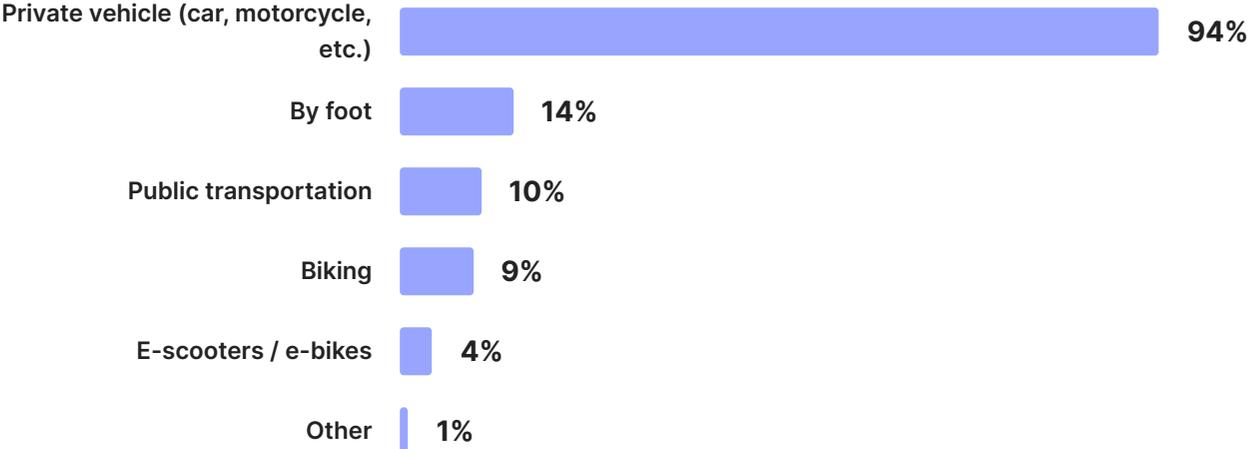


Rotating Survey Section

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

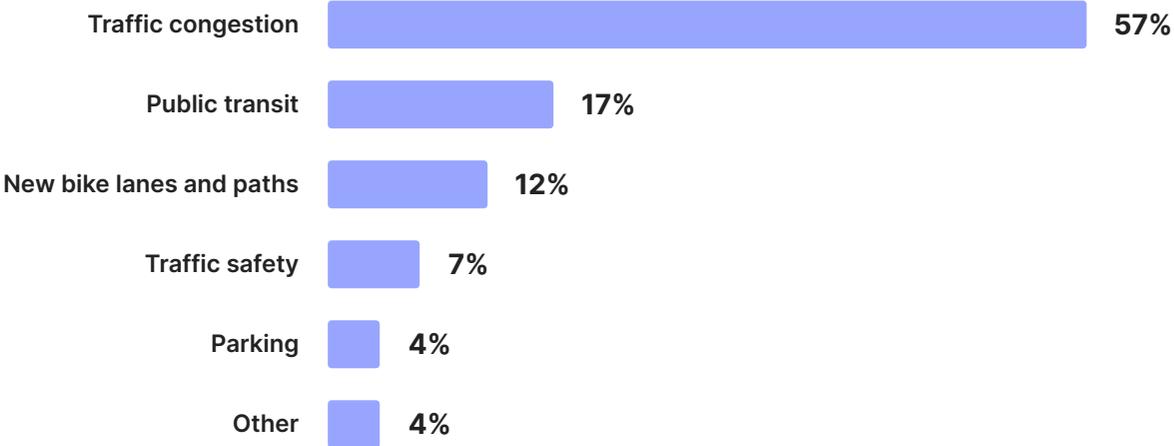
94% of respondents reported preferring to get around the city by **private vehicle**.

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



57% of respondents reported that they 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?



82% of respondents reported that they have not used the UberKyle \$3.14 program.

The question:
Have you used the UberKyle \$3.14 program?

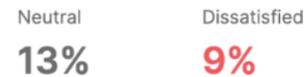


Of the **14%** of respondents who reported having used the UberKyle \$3.14 program:

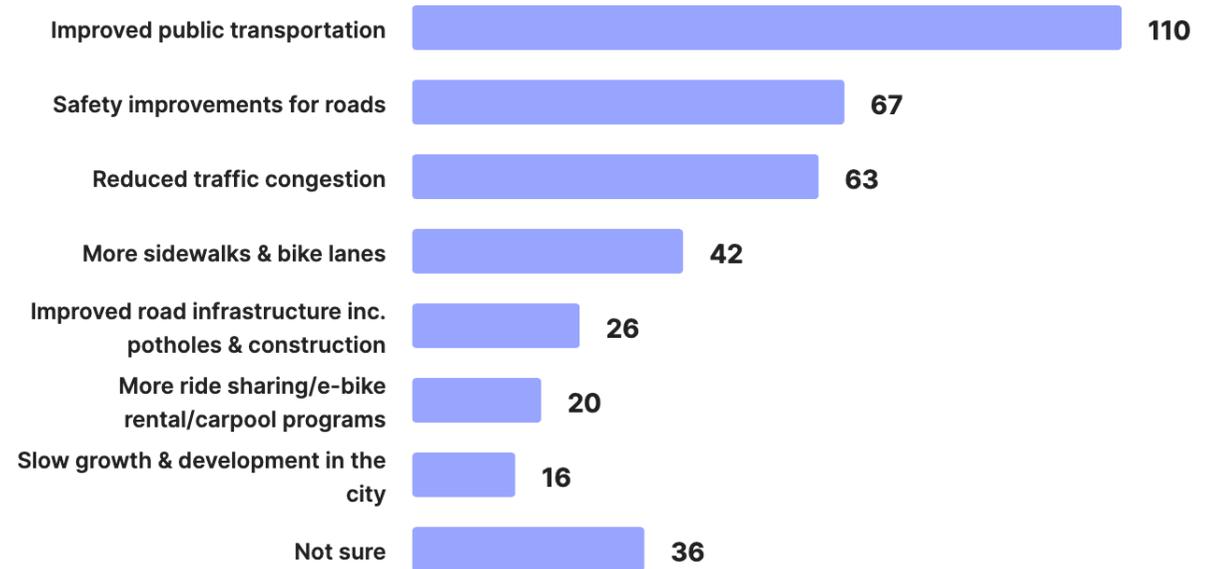
The question:
How was your experience with the UberKyle \$3.14 program?

78%

of users are satisfied with their experience with the UberKyle \$3.14 program.



Respondents most commonly reported that **improved public transportation** would make it easier for residents to get around the city.



The question:
What is the one thing the city can do to make it easier for residents to get around the city?

The Questionnaire

Section 1

General Satisfaction

QUESTIONS	CHOICES
How is the overall quality of life in Kyle? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Kyle as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Kyle 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favorite thing about living in Kyle?	Open Ended
What is the thing you would most want to change about life in Kyle?	Open Ended

Section 2
**Community
Characteristics**

QUESTIONS
Availability of affordable housing
Availability of jobs that pay a living wage
Access to quality health care services
Access to quality education
Availability of a variety of art and cultural events
Ease of getting around by public transportation
Sense of overall safety
Sense of community among residents

QUESTIONS
Acceptance of residents of all backgrounds
Ability of residents to give input to the Kyle government
Overall cleanliness and maintenance
Quality of parks and recreational amenities
Quality of waste and recycling services
Overall quality of services provided by Kyle

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
How do you prefer to get around the city? *	By foot / Biking / Public transportation / Private vehicle (car, motorcycle, etc.) / E-scooters / e-bikes / Other
Which of the following would you most like to see improved around the city? *	Traffic congestion / Public transit / New bike lanes and paths / Parking / Traffic safety / Other
Have you used the UberKyle \$3.14 program? *	Yes / No / I don't know
How was your experience with the UberKyle \$3.14 program? *	Scale (Poor - Excellent)
What is the one thing the city can do to make it easier for residents to get around the city?	Open Ended

Section 4 Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

Section 4

Demographics

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Prefer not to say



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