

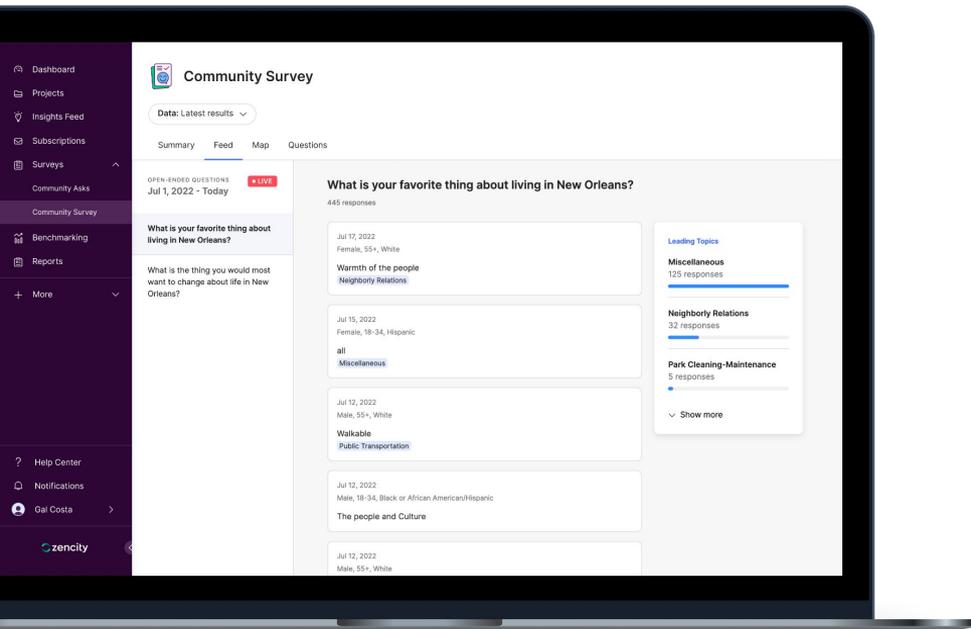


Kyle, TX

Community Survey

January - March 2023

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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

435 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between January - March, 2023. An additional 74 responses were collected through the city's distribution efforts, which were 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. 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

Overall Satisfaction Score

Kyle, TX
January - March 2023

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5

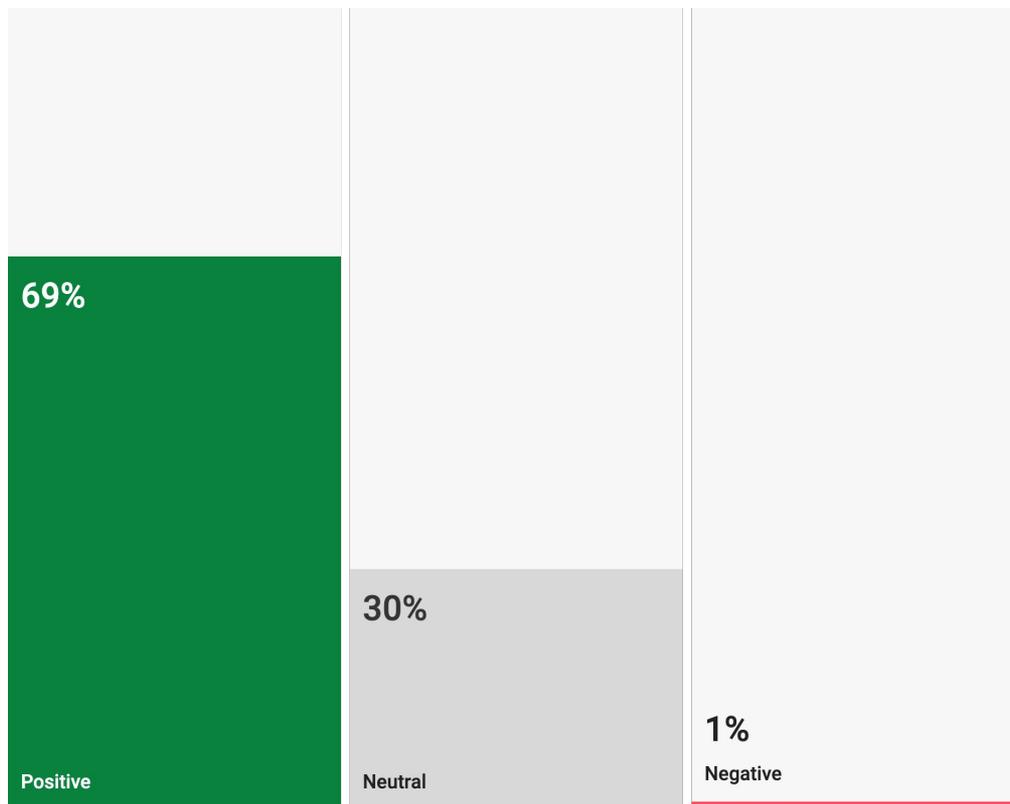
69%

of 435 surveyed residents are **satisfied** with life in Kyle

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.



Overall Satisfaction Score

Kyle, TX
January - March 2023

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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 (↑) and down (↓) arrows will show the change in percentage points.

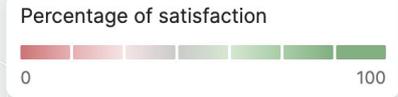
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Kyle?	61% 
How likely are you to recommend Kyle as a place to live?	54% 
How likely are you to be living in Kyle 5 years from now?	57% 
Average rating from the Community Characteristics questions	59% 

Free-Text Responses

Across the Community

Kyle, TX

January - March 2023



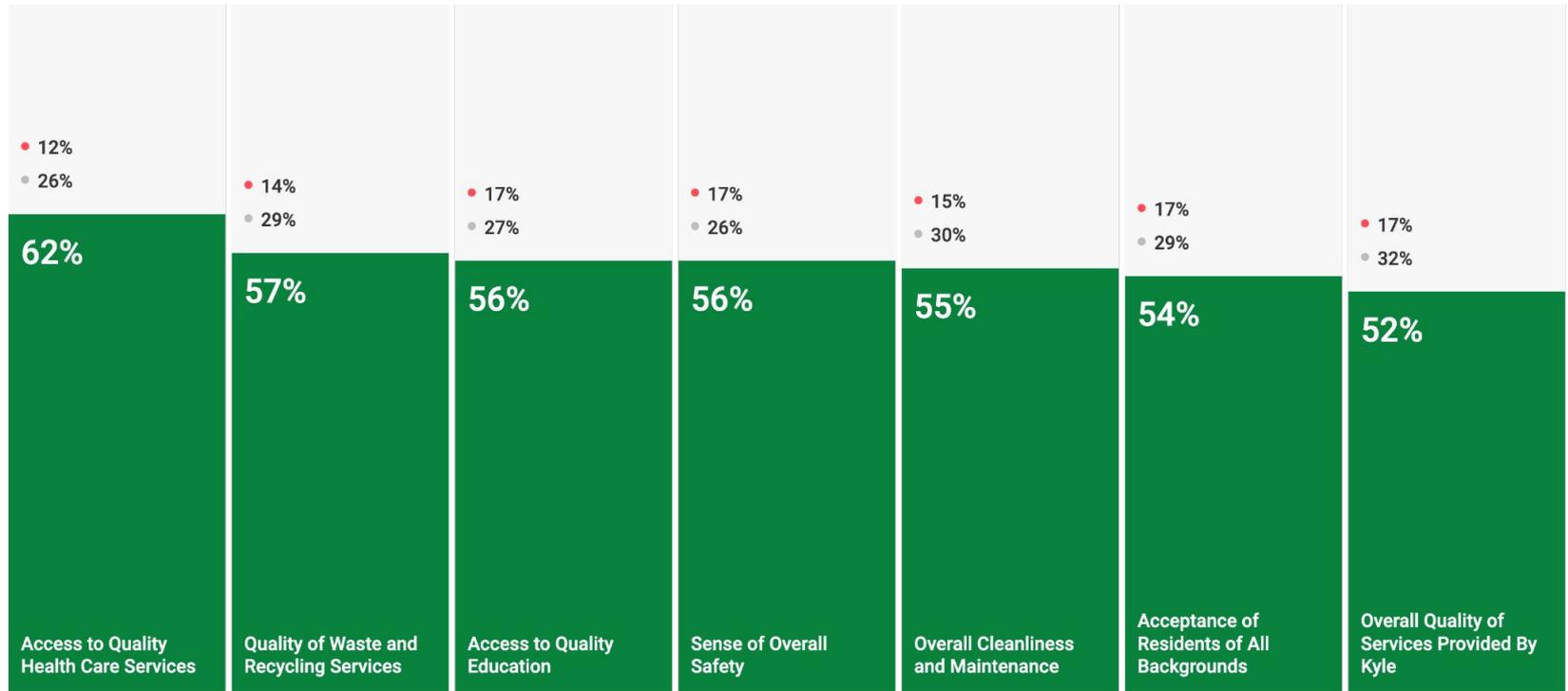
AREA	RESIDENT SATISFACTION	
District 2	70%	
District 4	66%	
District 6	73%	

Life in Kyle

Satisfaction with Life in Kyle

Kyle, TX
January - March 2023

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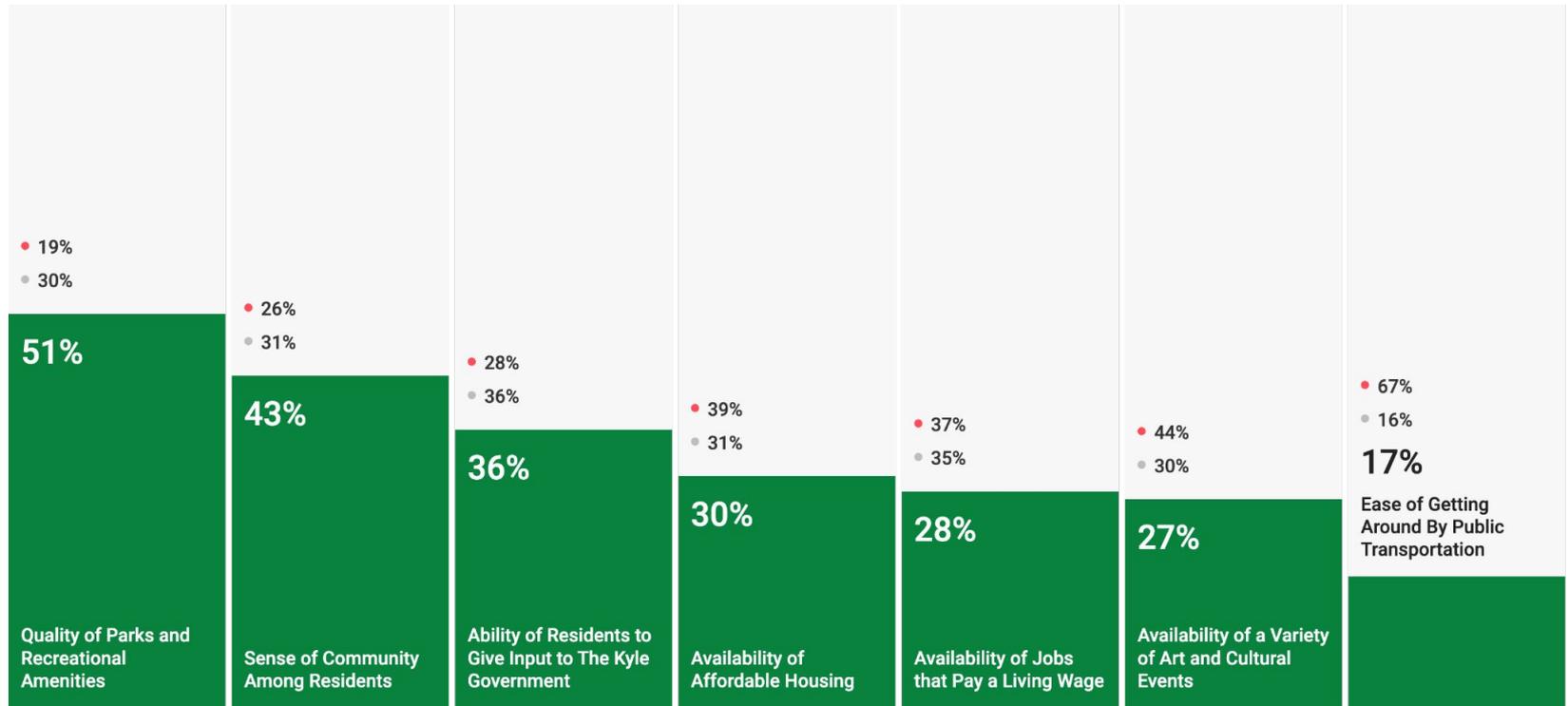



These bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics. We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Satisfaction with Life in Kyle

Kyle, TX
January - March 2023

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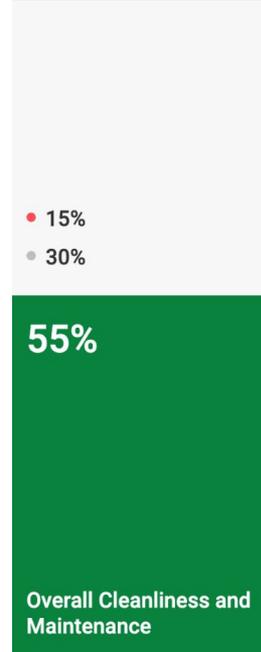
These bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics. We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

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

The community characteristics shown here:
a) demonstrate a strong correlation with how residents rated their overall satisfaction AND
b) receive a notably high or low satisfaction score.

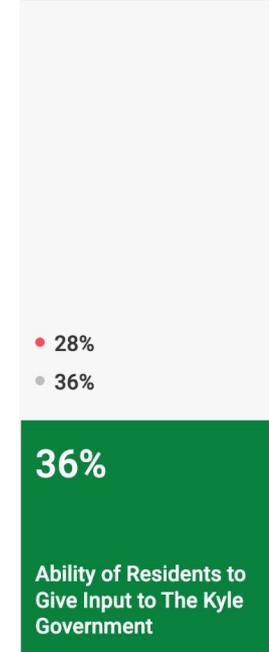
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

Strength:
Overall cleanliness and maintenance

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55%

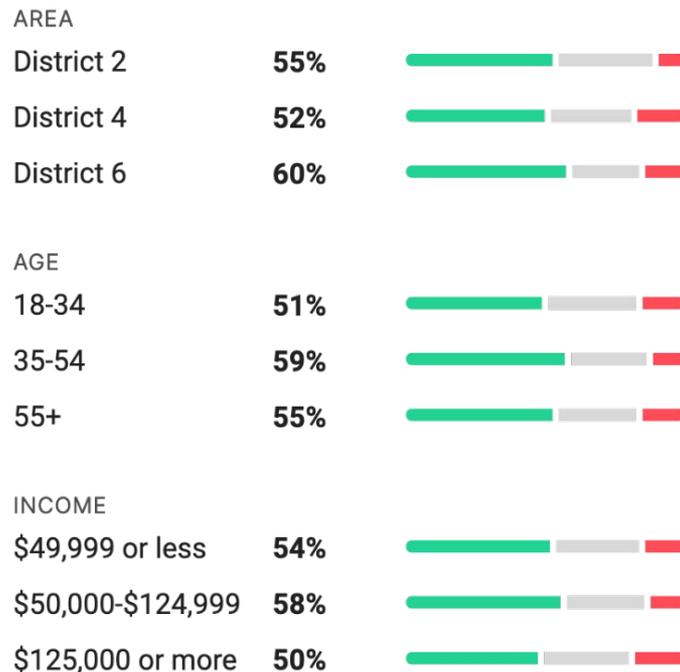
of residents are satisfied with the overall cleanliness and maintenance



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).

Groups marked with a (!) have fewer than 50 responses. Use caution when interpreting these findings.



In Focus

Focus:

Ability of residents to give input to the Kyle government

Kyle, TX
January - March 2023

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36%

of residents are satisfied with the ability of residents to give input to the Kyle government

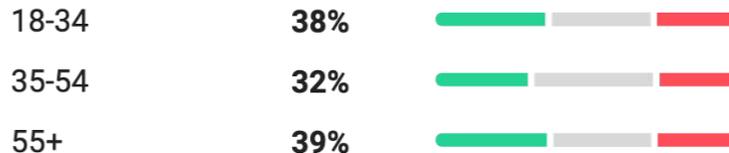


This community characteristic was selected because it had a high correlation with satisfaction AND received a notably **low** score.

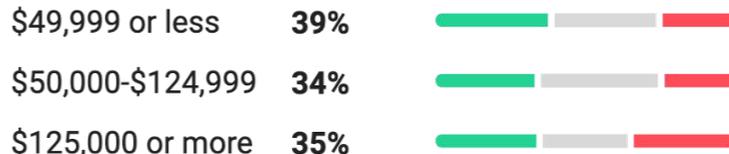
The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

Groups marked with a (!) have fewer than 50 responses. Use caution when interpreting these findings.

AGE



INCOME



RACE/ETHNICITY



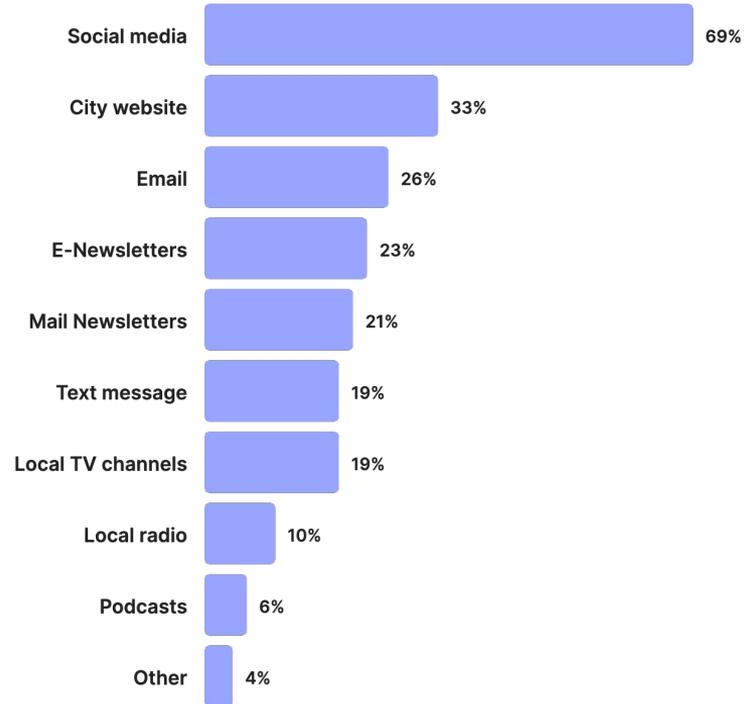
Rotating Survey Section

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

69%

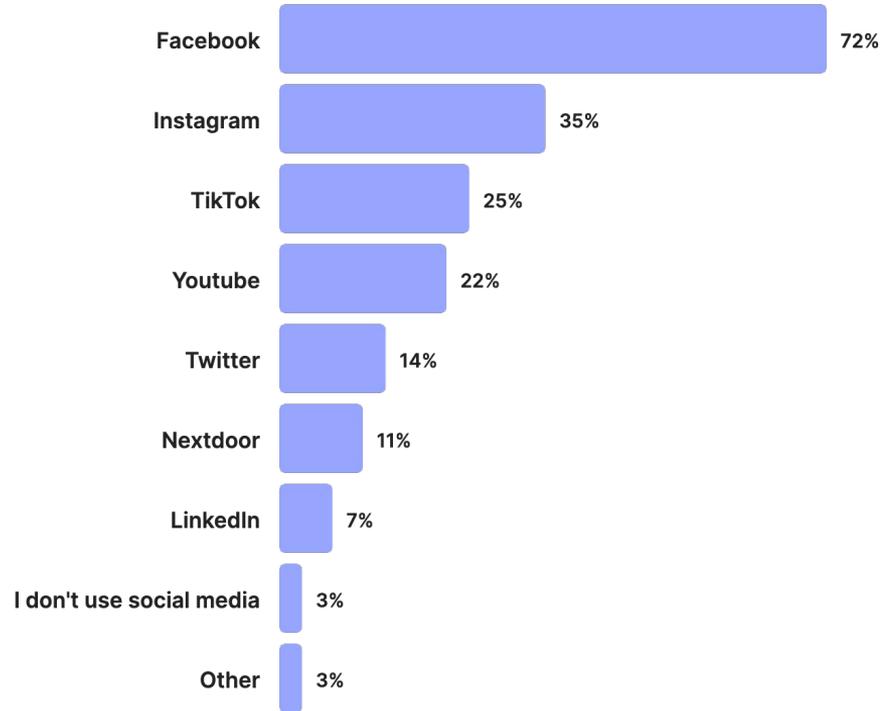
of respondents preferred
to receive news and
information from the city
via **social media**

The question: How do you like to receive news and information from Kyle?



72%

of respondents reported
using **Facebook** most
frequently



The question: Which social media platforms do you use most?

Demographic Breakdown

Demographic Breakdown

Kyle, TX
January - March 2023

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23

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Age	18-34	66%	97
Age	35-54	68%	142
Age	55+	78%	191
Education	High school degree or less	68%	82
Education	Some college or college degree	73%	166
Education	Higher education degree	66%	187
Gender	Female	76%	290

DEMOGRAPHIC	GROUP	SATISFACTION	PARTICIPANTS
Gender	Male	64%	135
Household Income	\$49,999 or less	69%	126
Household Income	\$50,000-\$124,999	67%	226
Household Income	\$125,000 or more	73%	83
Ethnicity	Hispanic	63%	108
Ethnicity	White	73%	344

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

For groups between 31 and 50 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

The Questionnaire

Section 1

General Satisfaction

QUESTION	CHOICES
How is the overall quality of life in Kyle? *	1-5 Scale (Poor to excellent)
How likely are you to recommend Kyle as a place to live? *	1-5 Scale (Very unlikely to very likely)
How likely are you to be living in Kyle 5 years from now? *	1-5 Scale (Very unlikely to 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

* Mandatory question

Section 2

Community Characteristics

All questions in this section were ranked on a scale of 1-5 (poor to excellent)

QUESTION
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

QUESTION
Sense of community among residents
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

QUESTION	CHOICES
How do you like to receive news and information from Kyle?	Social media; Podcasts; E-Newsletters; Mail; Newsletters; City website; Text message; Email; Local radio; Local TV channels; Other
Which social media platforms do you use most?	Facebook; Instagram; Tiktok; Twitter; LinkedIn; YouTube; NextDoor; I don't use social media; Other__

Section 4

Demographics

QUESTION	CHOICES
What year were you born in? *	Open-ended
Which of the following do you identify as? *	Female / Male / Prefer to self-describe / Other (+free text input)
What is your current employment status? *	Employed full-time / Employed part-time / Not employed and looking for work / Not employed and not looking for work / In school / Retired
Are you of Hispanic, Latino/a/x or Spanish origin? *	Yes / No
What is your race? *	Asian / Black or African American / Native American or Alaskan Native / Native Hawaiian or Other Pacific Islander / White / Prefer not to answer / Other
Do you, or someone else in your family, own the home you currently live in? *	Yes / No

* Mandatory question

Section 4

Demographics

QUESTION	CHOICES
What is your home zip code? *	Open-ended
What is the highest level of education you've completed to date? *	Less than high school / Some high school / High school degree or GED / Some college / Associate's degree / Bachelor's degree / Graduate degree
What is your marital status? *	Single / Married / Divorced or separated / Widowed
Do any children under the age of 18 live in your household? *	Yes / No
Were you born outside of the United States? *	Yes / No
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

* Mandatory question



What to do with your Zencity Community Survey data?

Not sure what you will do with the data from this report?

[Zencity Hall](#) has you covered with:

- **Webinar** recording with Lee Feldman, Former ICMA President and city manager of North Miami, Palm Bay, Gainesville and Fort Lauderdale, FL
- **Tips on Using Your Report Data** for Strategic Planning, Performance Management, Communications & Day-to-Day
- **Recommended Workflows** upon receiving your report summary



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