

# 2022 City of Colleyville Citizen Survey



***City Council Worksession***  
***December 20, 2022***

NATIONAL  
SERVICE  
RESEARCH

MARKET RESEARCH

# Research Methodology



## Survey Administration

- Consultant: Andrea Thomas, Owner, National Service Research

## Responses/Margin of Error – 95% confidence level

- 2022 Survey: 1,841 responses (all online) +/-2.1%
- 2019 Survey: 1,317 responses (all online) (+/-2.9%)
- 2017 Survey: 907 responses (all online) (+/- 3.3%)
- 2014 Survey: 1,323 responses (825 mail; 498 online) (+/- 3%)
- 2012 Survey: 1,665 responses (1,070 mail; 595 online) (+/-2.5%)
- 2010 Survey: 1,677 responses (1,412 mail; 265 online) (+/-2.5%)

# Research Methodology



## Technical Notes

- Responses provided a margin of error of plus or minus 2.1% at a 95% confidence level
- All questions were optional to answer, therefore, the base number of respondents on each question varied

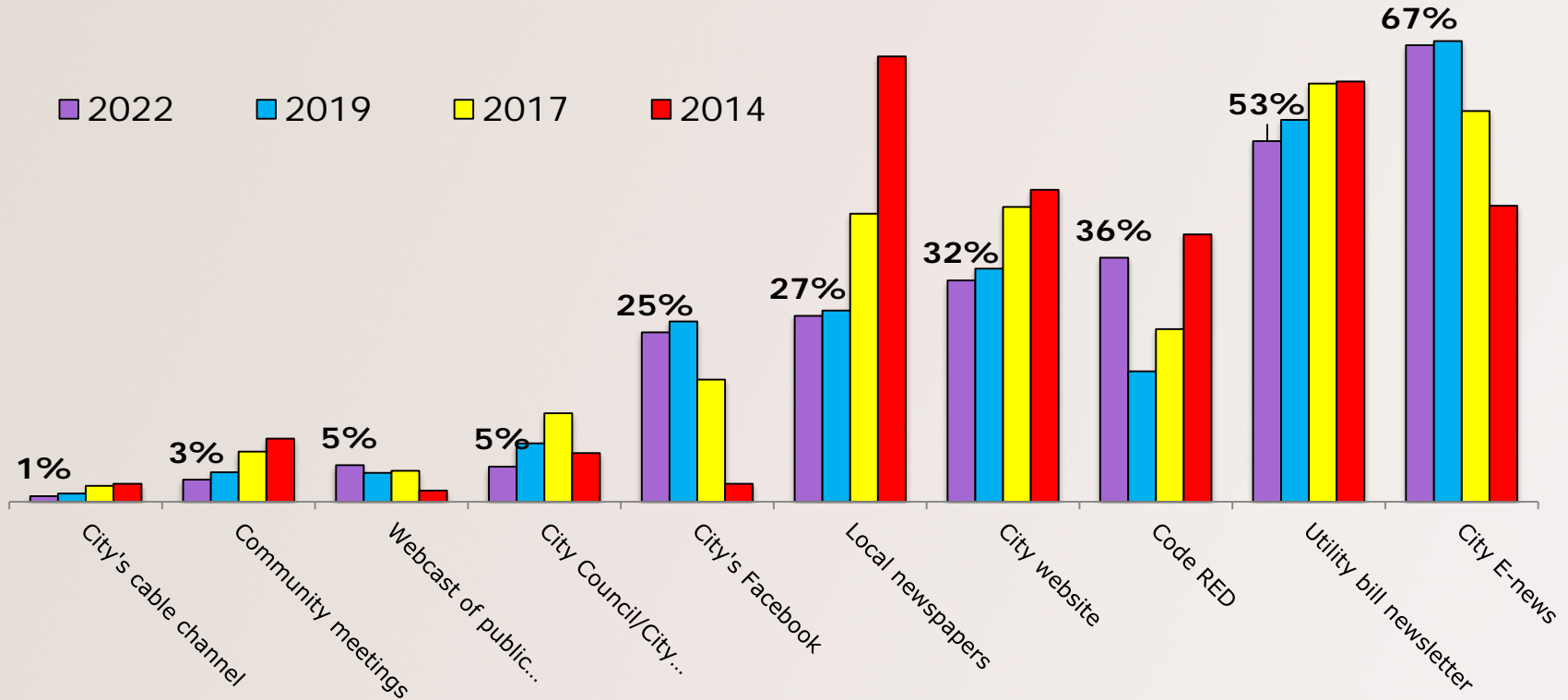
## Context

- Results presented are for all respondents and are not cross-tabulated by demographics herein; this data is available if needed
- No opinion responses removed for accurate comparison to prior years on questions with multi-year comparison

# Communication Preferences



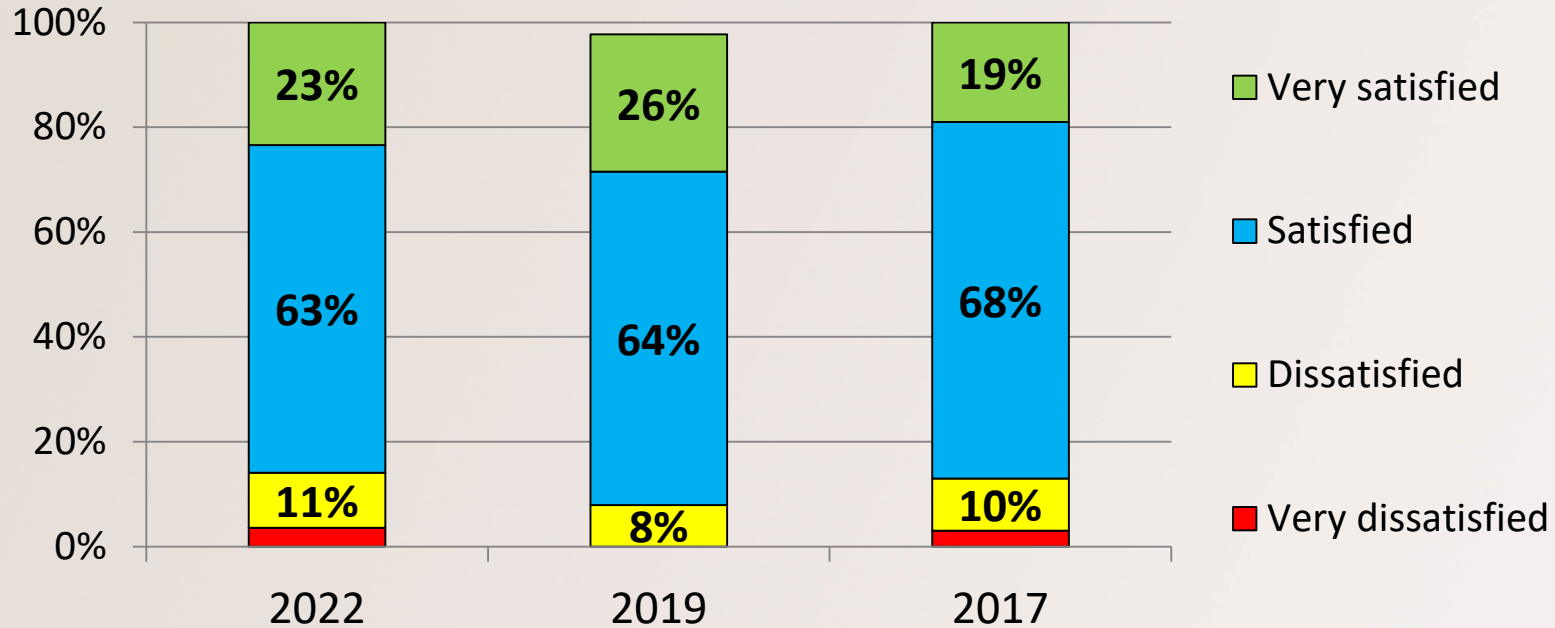
## 1a. How do you currently get information about the City of Colleyville?



# Satisfaction with Communication



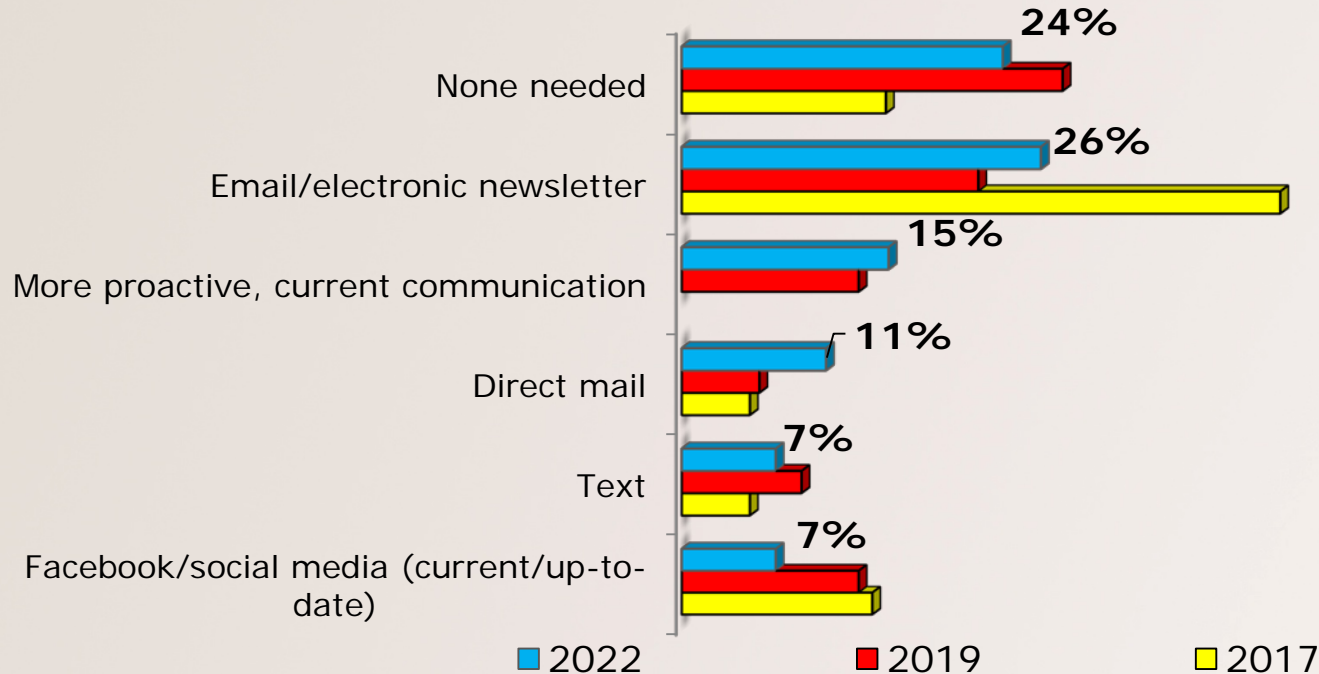
**1b. Please indicate your level of satisfaction with the following:  
Keeping citizens informed about City business**



# Other Communication Needs



**Q1c. Are there other ways you would like the City of Colleyville to communicate with you?**

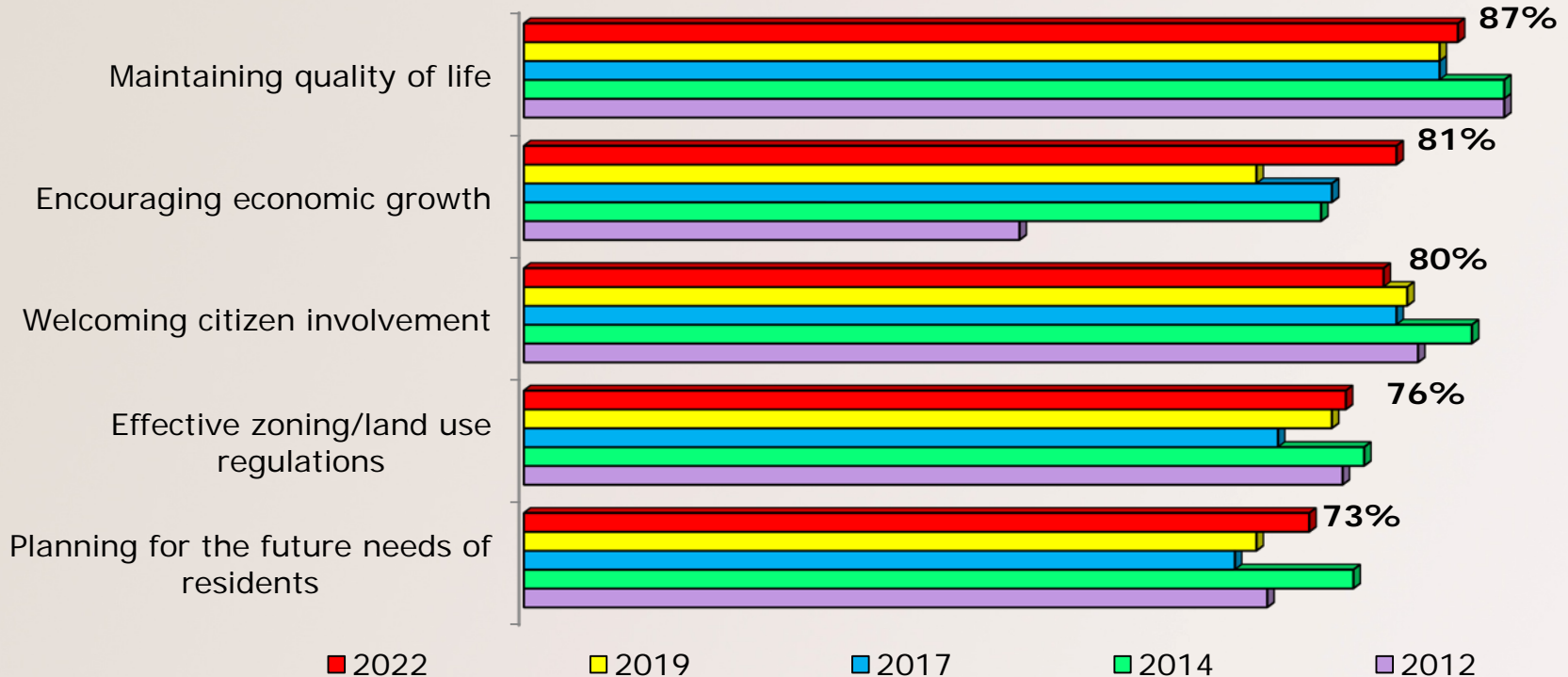


# Satisfaction with City Performance



## Q2. How satisfied are you with the City of Colleyville's performance for each of the following areas?

COMBINED PERCENTAGES: VERY SATISFIED/SATISFIED (Excludes "No Opinion" responses)

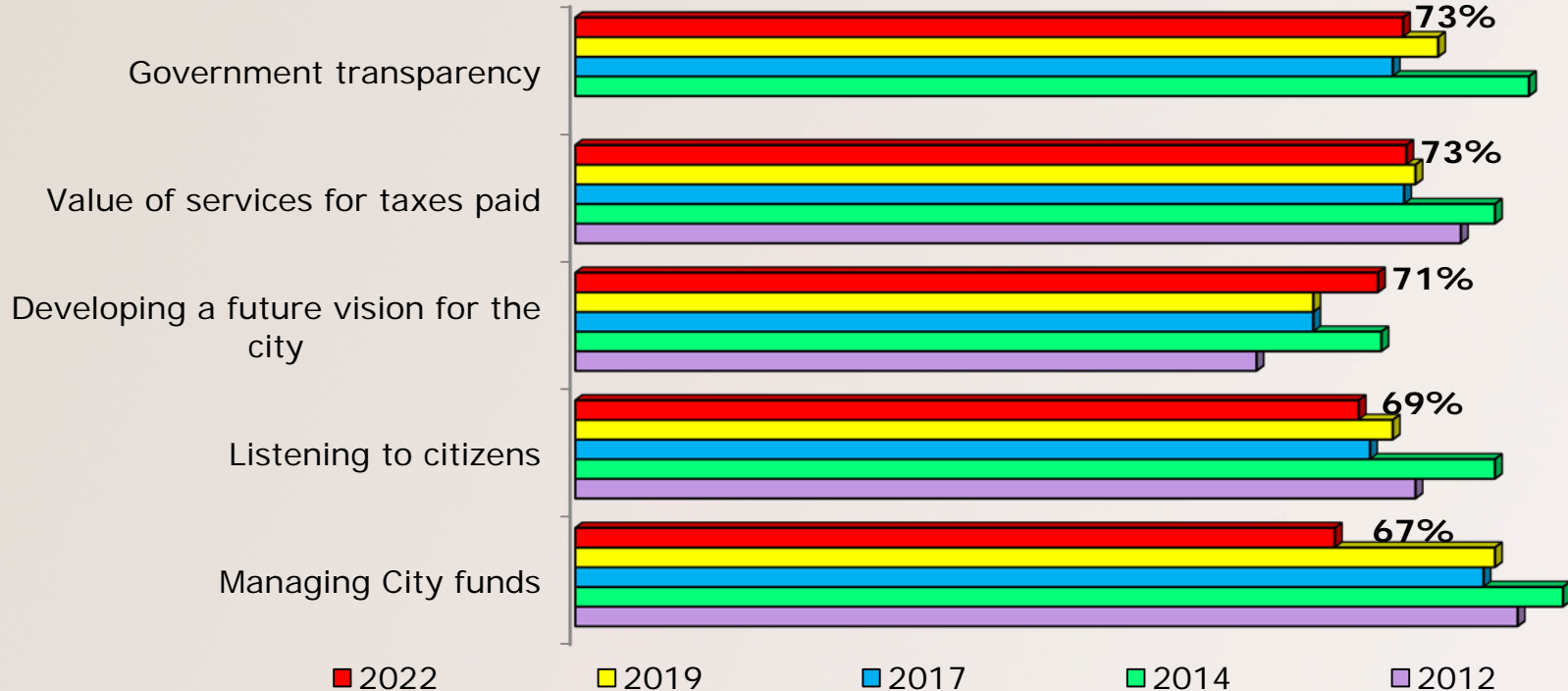


# Satisfaction with City Performance



## Q2. How satisfied are you with the City of Colleyville's performance for each of the following areas?

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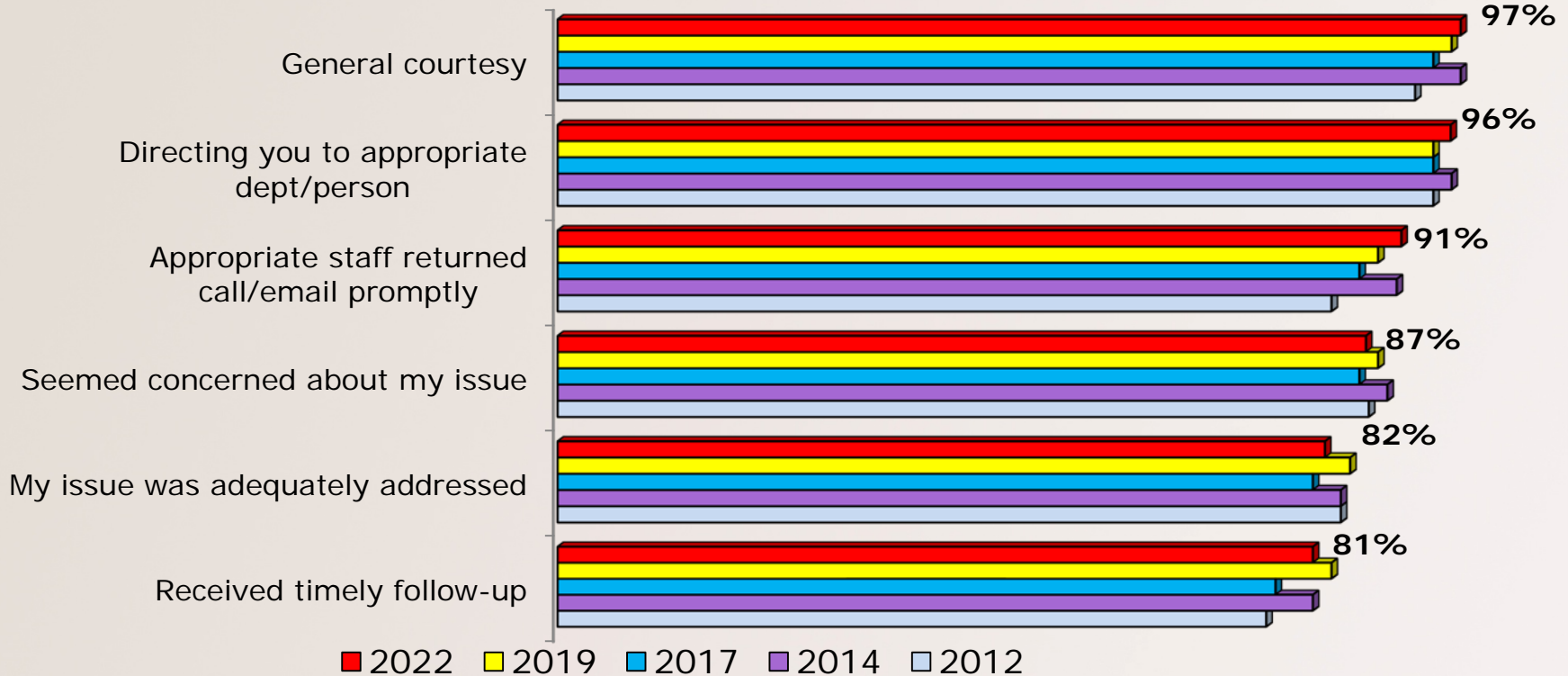


# City Employee Contact



**Q3. If you have had contact with a City of Colleyville employee within the past year, how satisfied were you with the following?**

COMBINED PERCENTAGES: VERY SATISFIED/SATISFIED (Excludes "No Opinion/NA")



# Quality of Life



**Q4a. How satisfied are you with the overall quality of life in Colleyville:**  
(Excludes "No Opinion" responses)



# Quality of Life



## Q4a. Please indicate your level of satisfaction with Colleyville(s):

(Excludes "No Opinion" responses)

Very satisfied + satisfied	Quality of Life in Colleyville - 2022	Satisfaction			
		Very Satisfied %	Satisfied %	Dissatisfied %	Very Dissatisfied %
<b>98%</b>	Overall safety of Colleyville	64%	34%	2%	*%
<b>95%</b>	As a place to live	61	34	4	1
<b>95%</b>	Overall quality of life	51	44	4	*
<b>93%</b>	As a place to raise a family	60	33	5	2
<b>92%</b>	Appearance of your neighborhood	47	45	7	1
<b>91%</b>	Overall quality of city services	40	51	8	1
<b>86%</b>	Overall appearance of Colleyville	37	49	12	2
<b>84%</b>	As a place to retire	42	42	11	5
<b>83%</b>	Overall image/reputation	46	37	10	7
<b>82%</b>	As a place to work	38	44	13	5
<b>78%</b>	As a place to do business	34	44	16	6

Percentages in **RED** indicate 90% or more responding very satisfied or satisfied

\* Less than 1%

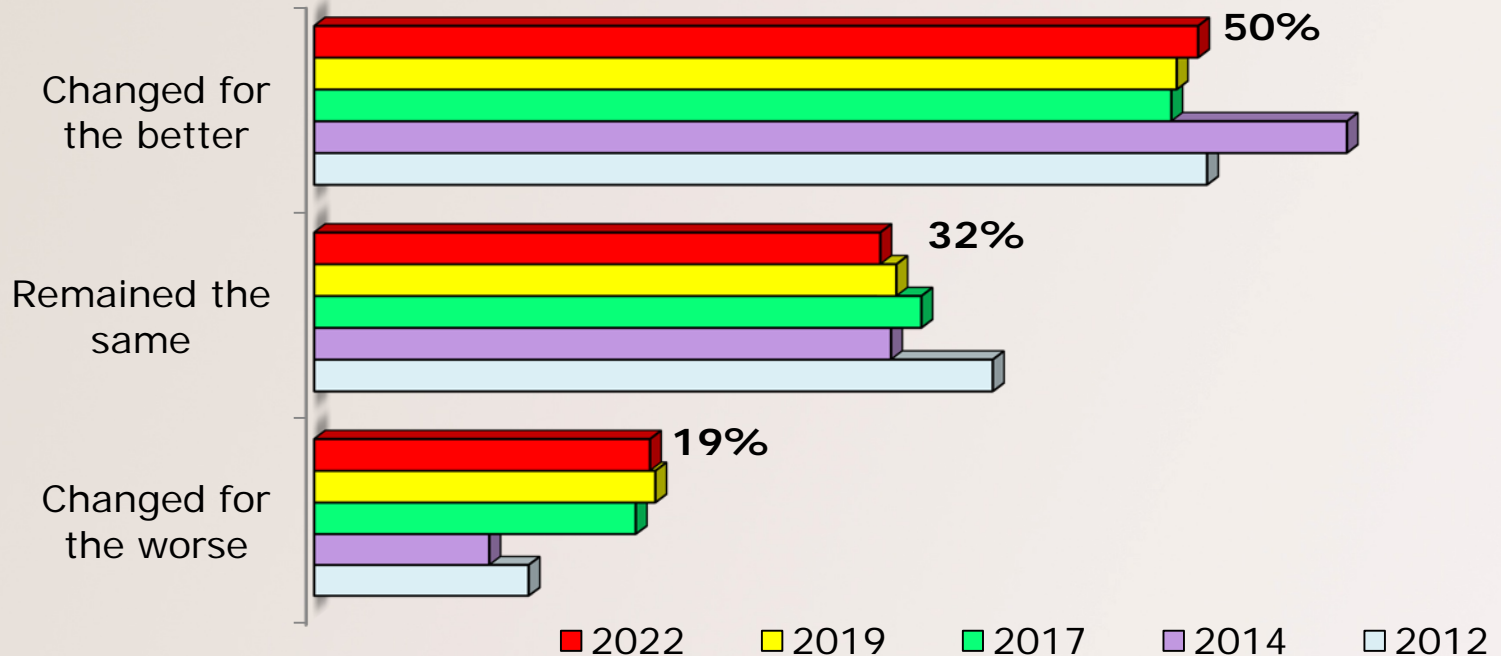
## Q4a. Please indicate your level of satisfaction with Colleyville(s):

(Excludes "No Opinion" responses)

Quality of Life in Colleyville	Satisfaction			
	2022 Very satisfied + satisfied	2019 Very satisfied + satisfied	2017 Very satisfied + satisfied	2014 Very satisfied + satisfied
Overall safety of Colleyville	<b>98%</b>	97%	96%	--
As a place to live	95	97	98	--
Overall quality of life	95	95	97	--
As a place to raise a family	93	98	98	97
Appearance of your neighborhood	<b>92</b>	91	91	93
Overall quality of city services	<b>91</b>	90	89	--
Overall appearance of Colleyville	<b>86</b>	82	81	83
As a place to retire	<b>84</b>	79	80	--
Overall image/reputation	83	87	90	--
As a place to work	<b>82</b>	75	81	--
As a place to do business	<b>78</b>	64	76	--

## Q4b. During the time you have lived here, do you think that as a community Colleyville has:

(Excludes "No Opinion" responses)

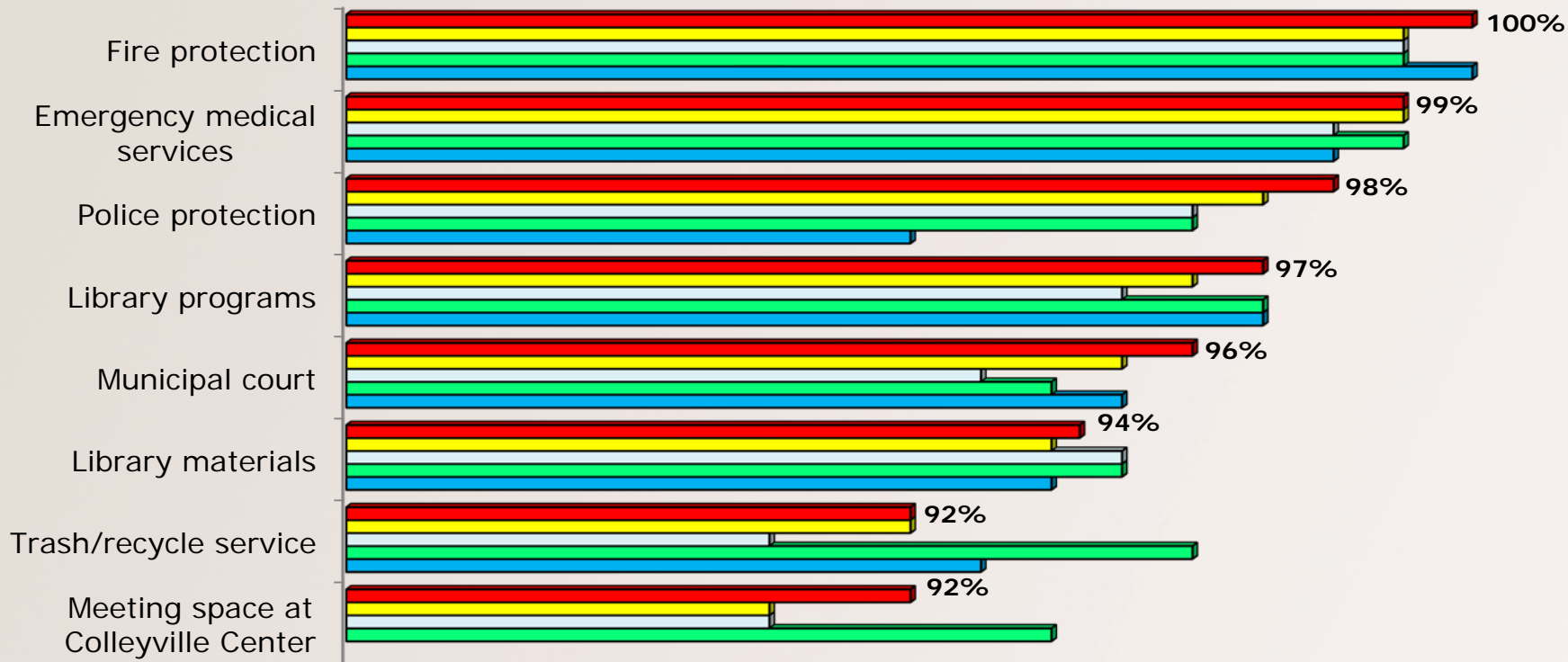


# Satisfaction with City Services



## Q5. Please indicate your level of satisfaction with the following:

COMBINED PERCENTAGES: VERY SATISFIED/SATISFIED (Excludes "no opinion" responses)



2012/2010 Question: Please rate your satisfaction with the following services regarding:

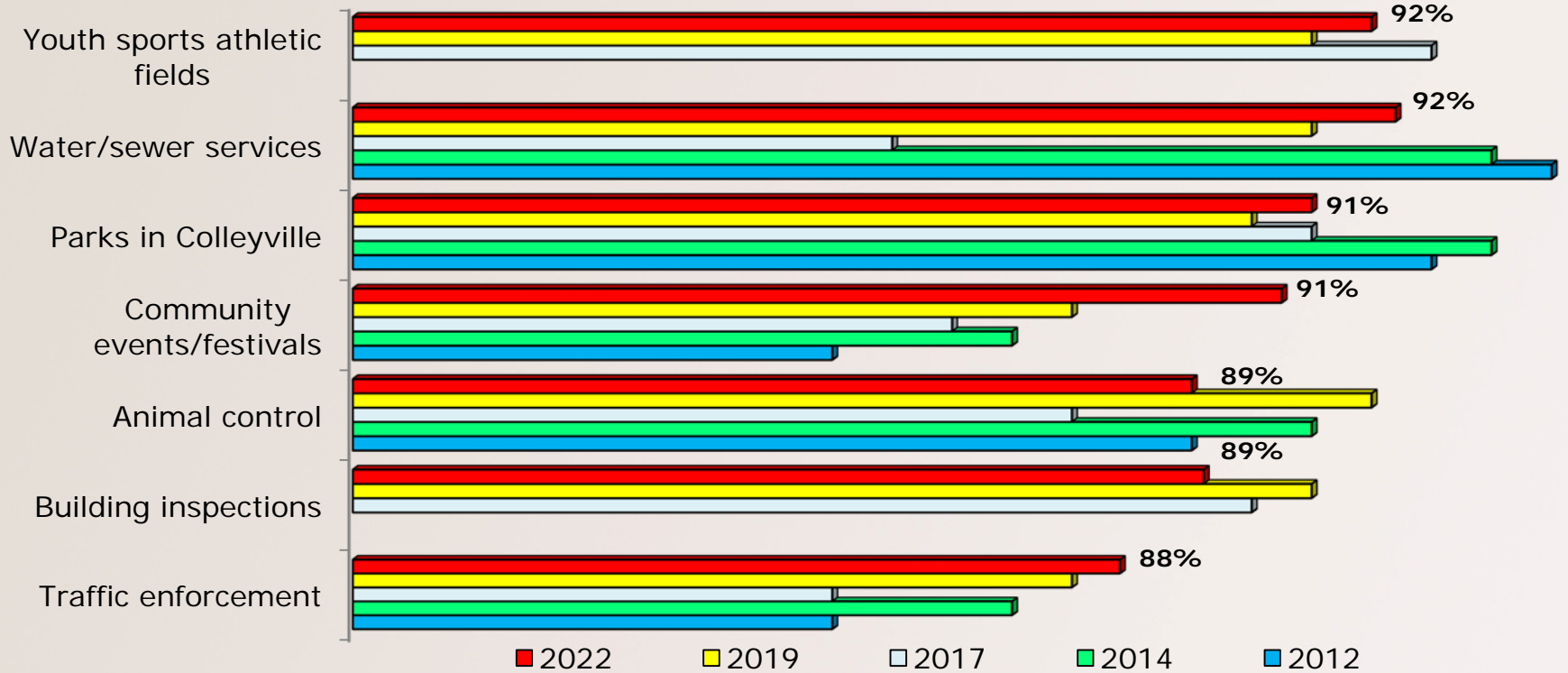
■ 2022   
 ■ 2019   
 ■ 2017   
 ■ 2014   
 ■ 2012

# Satisfaction with City Services



## Q5. Please indicate your level of satisfaction with the following:

COMBINED PERCENTAGES: VERY SATISFIED/SATISFIED (Excludes "no opinion" responses)

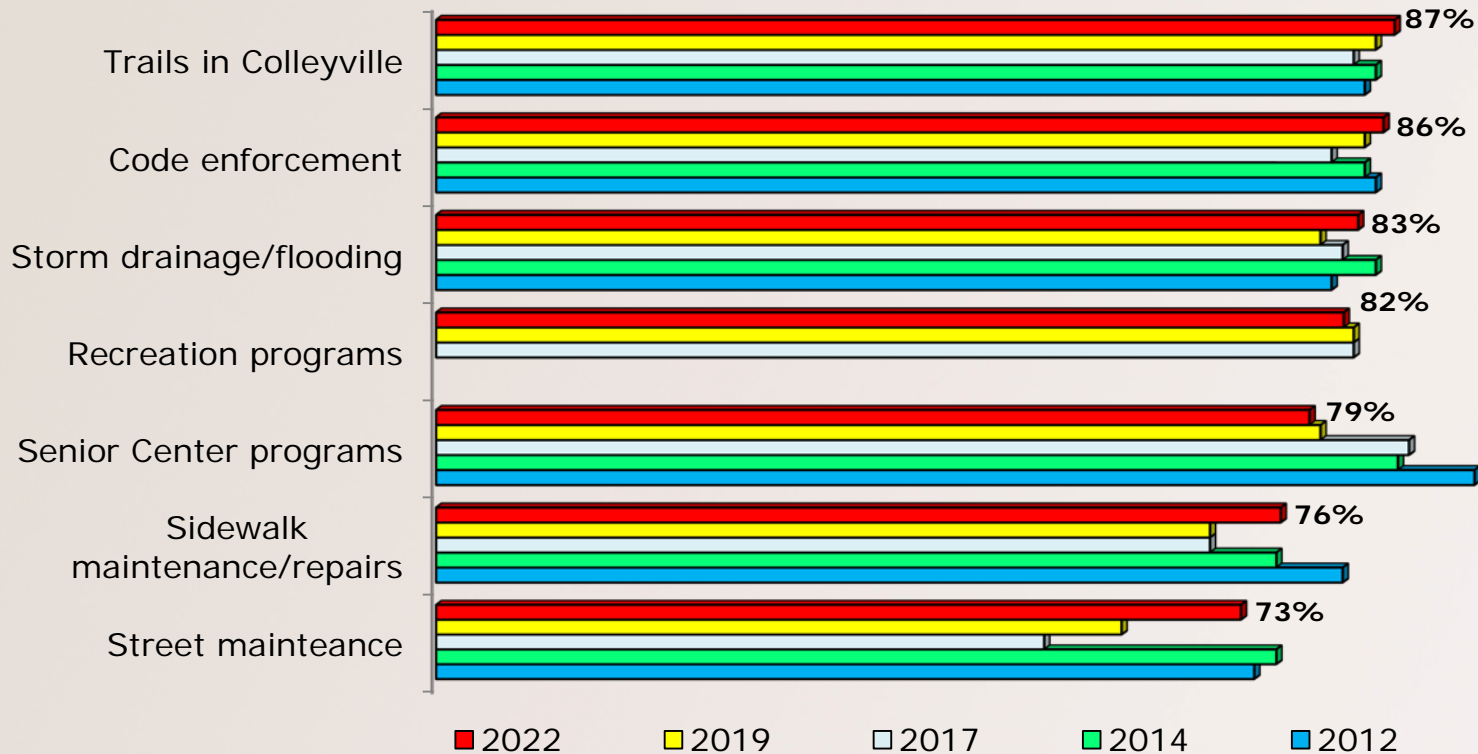


# Satisfaction with City Services



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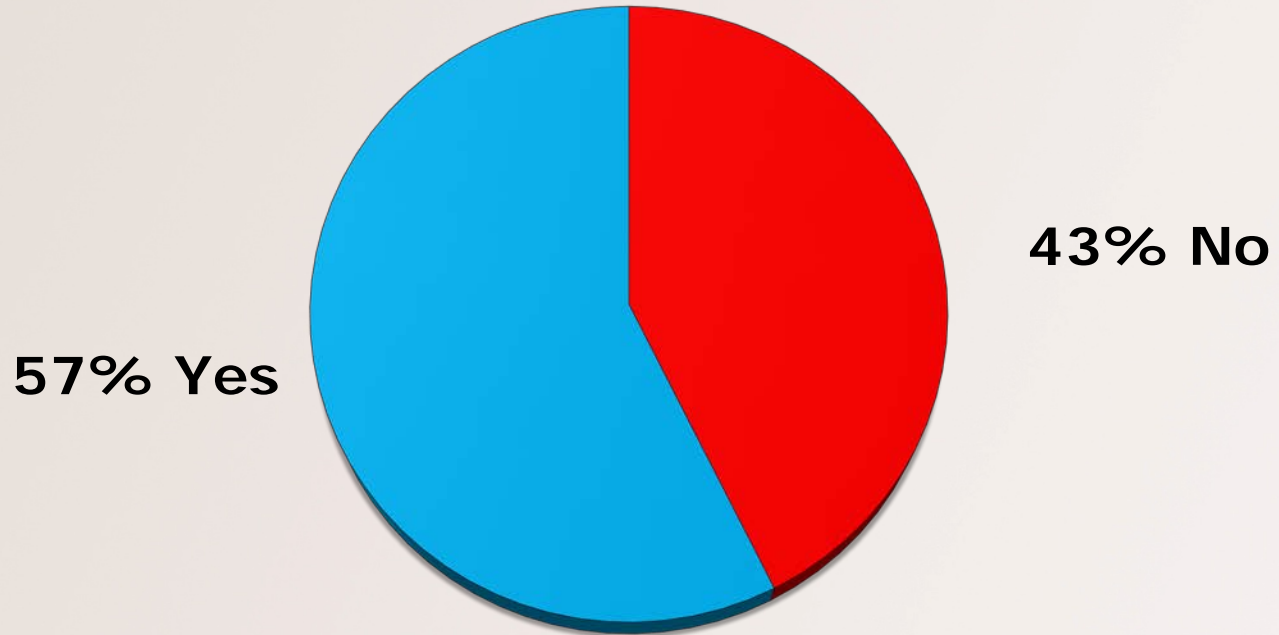




# Economic Development



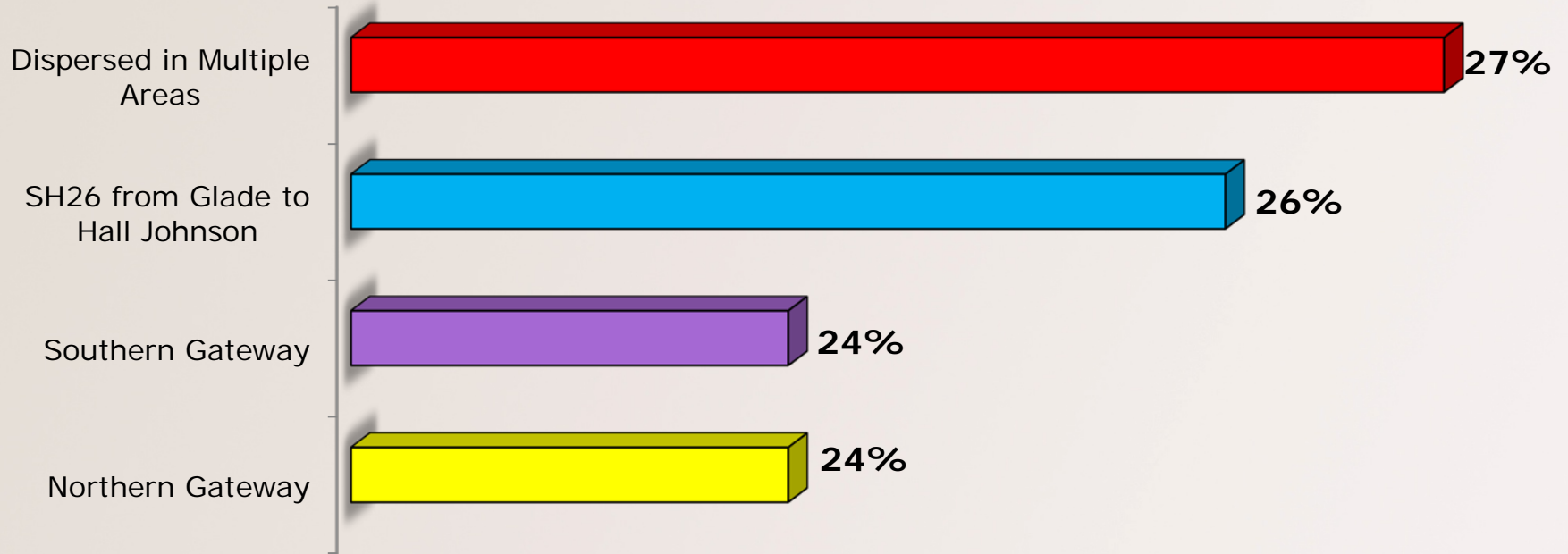
**Q6a. Should the City purchase commercial property and buildings for the purpose of ensuring quality redevelopment?**



# Economic Development



## Q6b. Where should that effort be focused? In ranked order



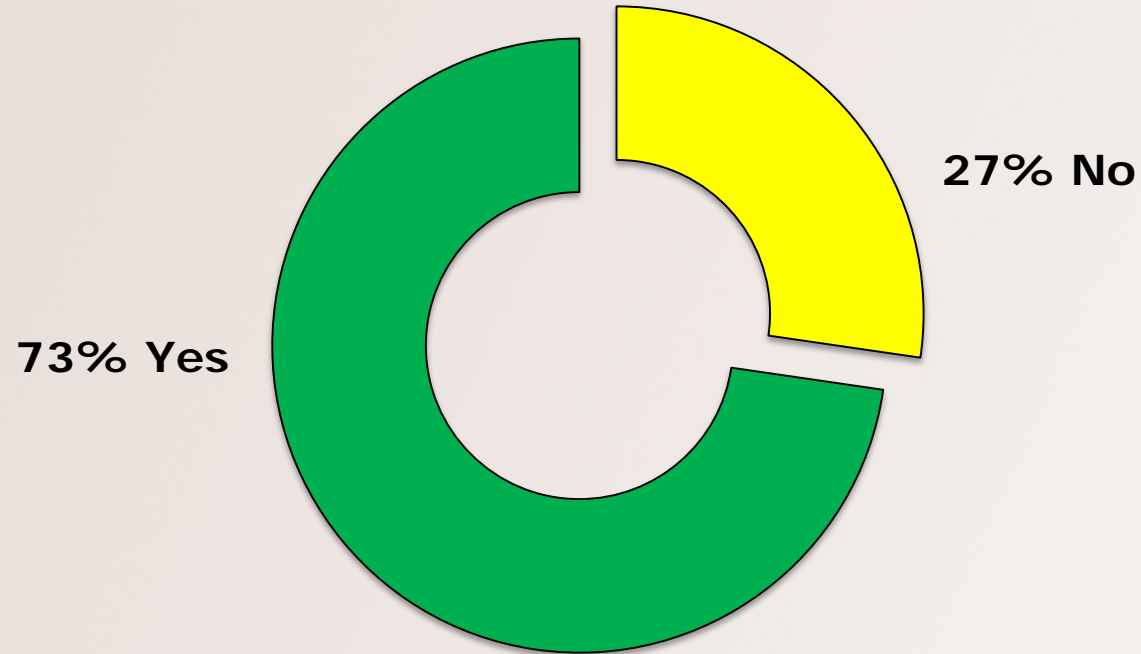
# Economic Development



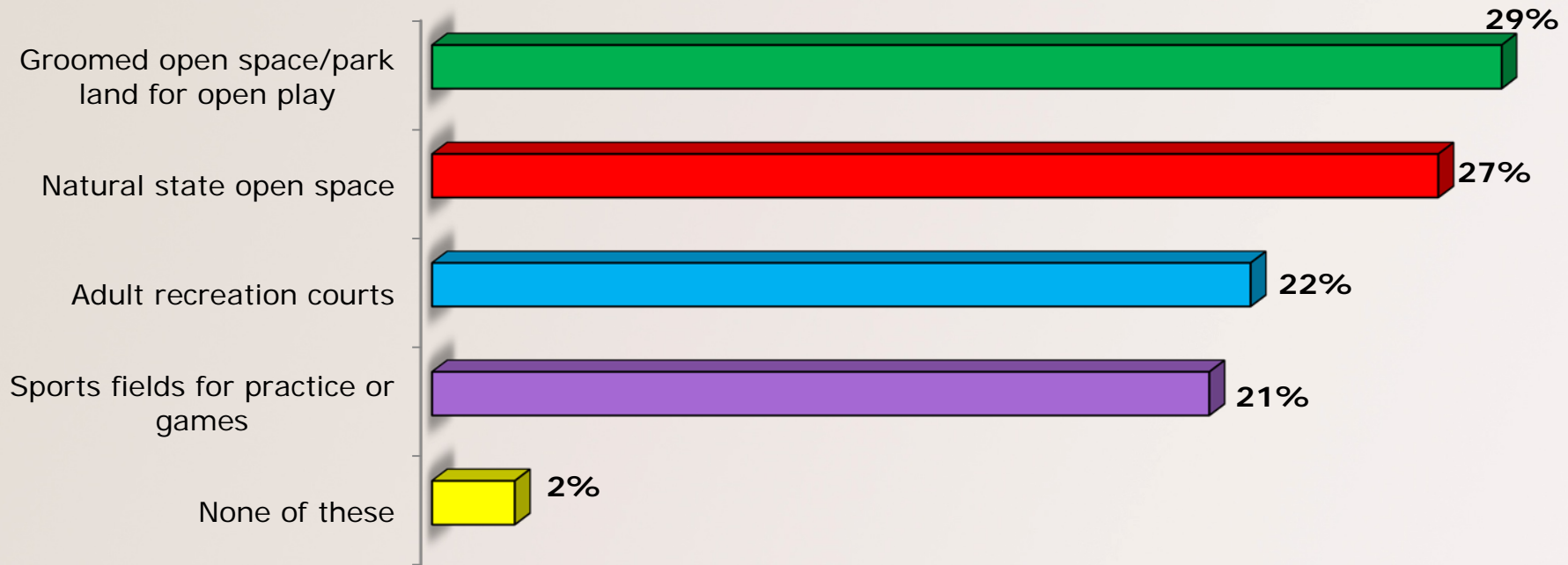
## Q6c. How should that effort be focused? In ranked order



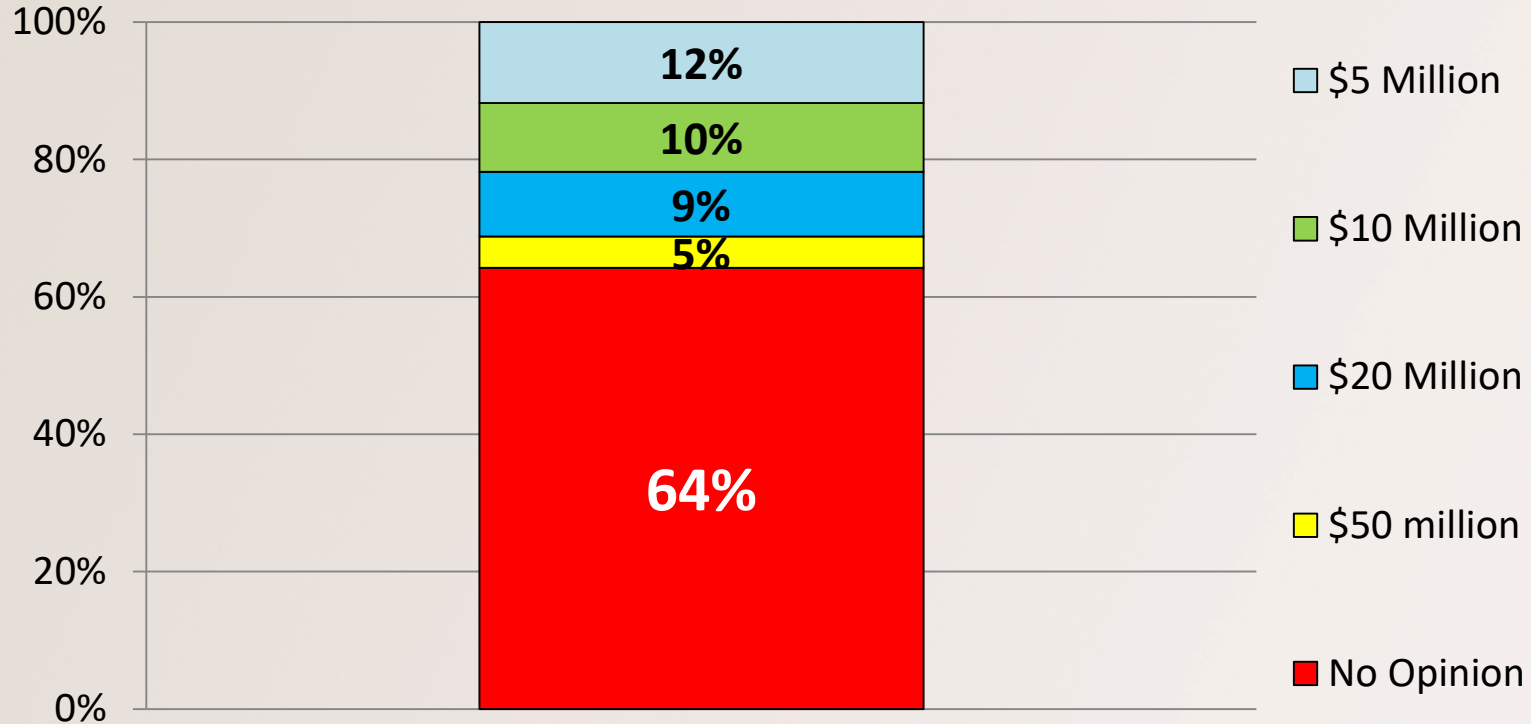
**Q7a. Should the City pursue the purchase of open space?**



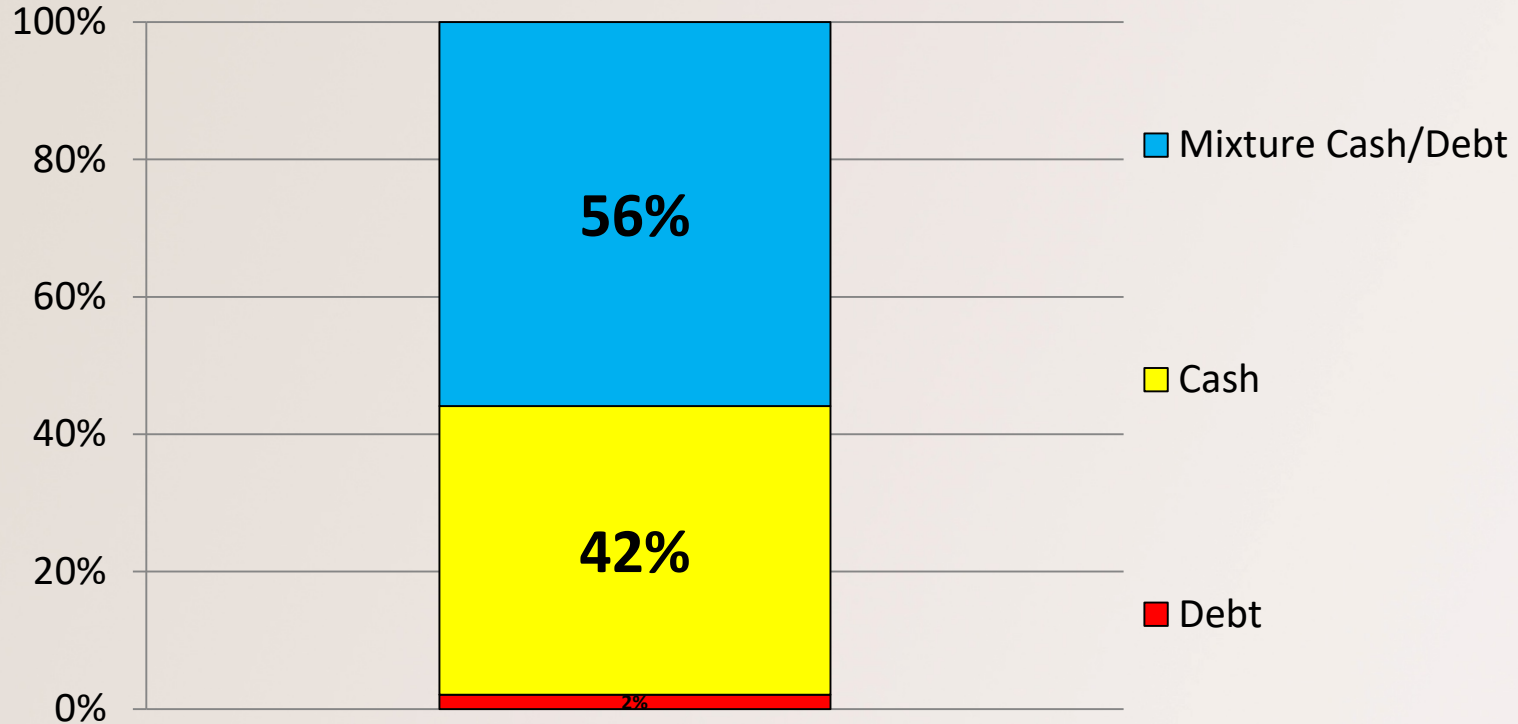
## Q7b. How would you prefer for the City to utilize additional open space? In ranked order



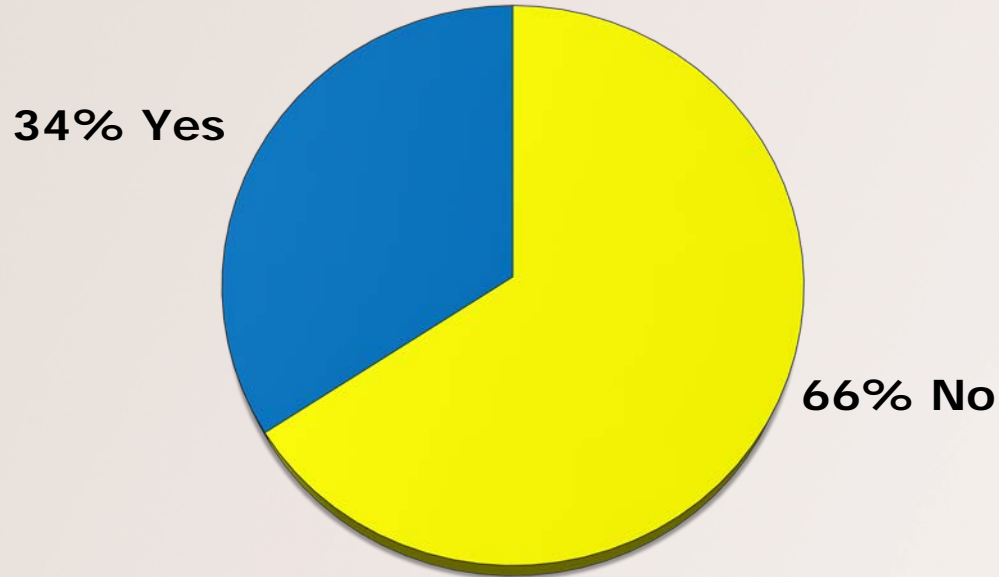
## Q7c. How much should the City invest in this effort?



## Q7d. How should the cost be funded?



**Q7d. Do you believe efforts to require larger lot sizes is a mechanism to preserve open space?**

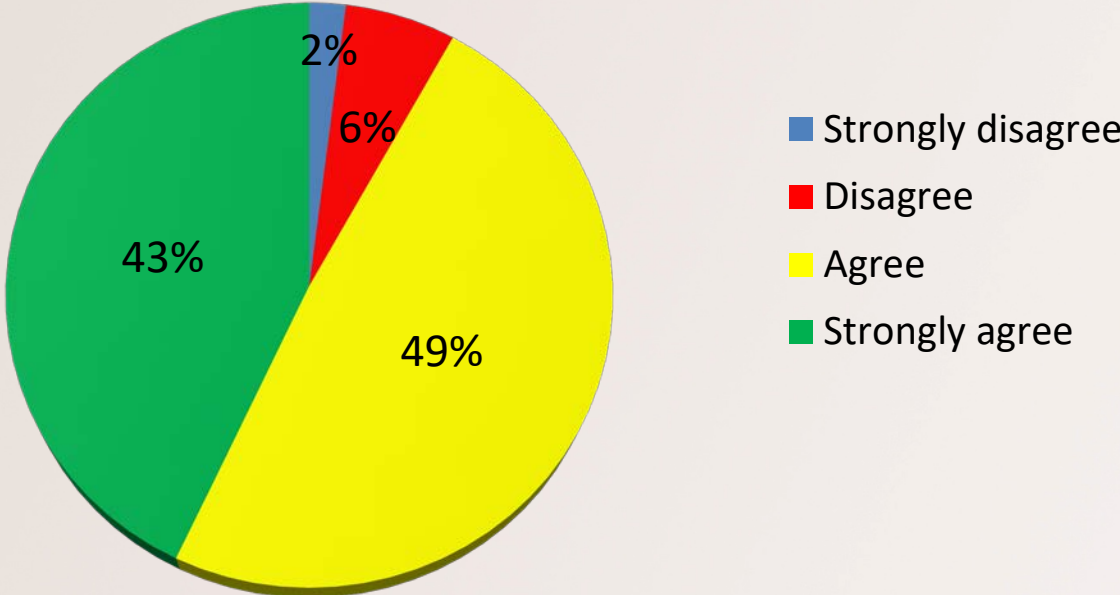




# Community Events Feedback



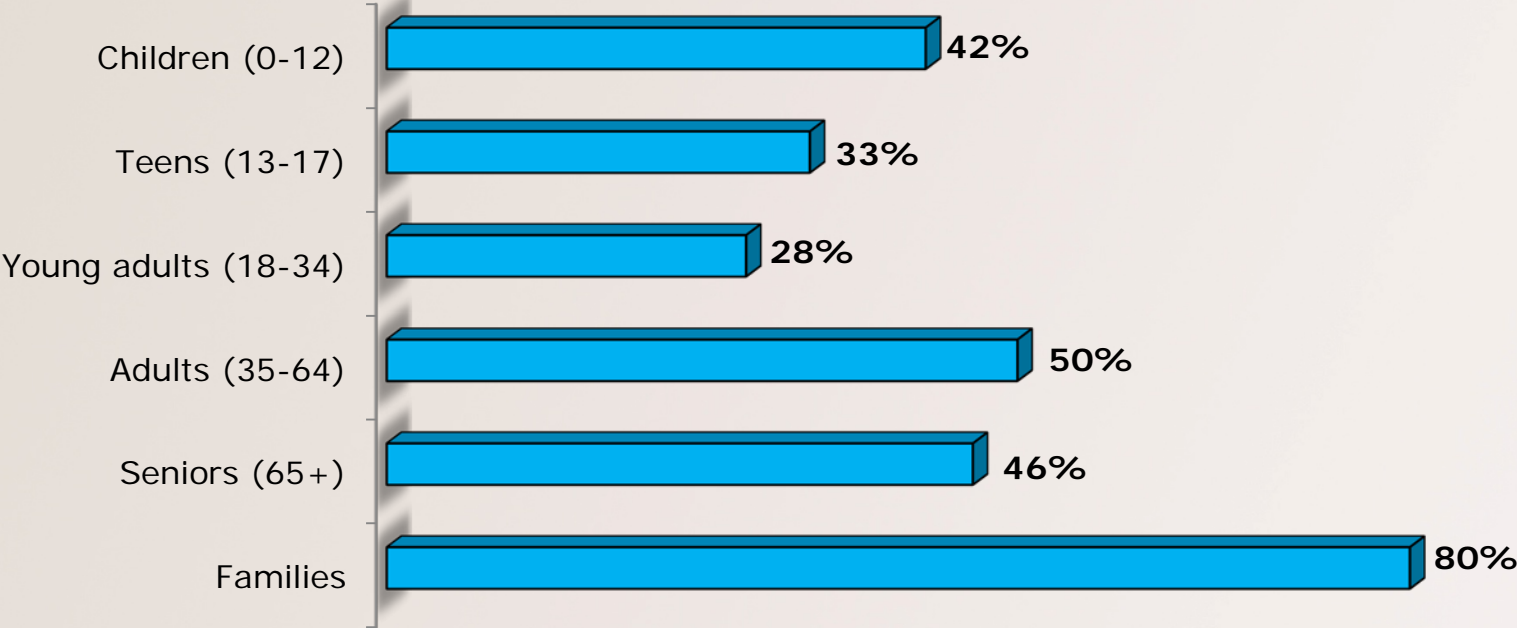
**Q8a. City events build a sense of community.**



# Community Events Feedback



**Q8b. The City should host events with a focus on the following age groups (check all that apply):**

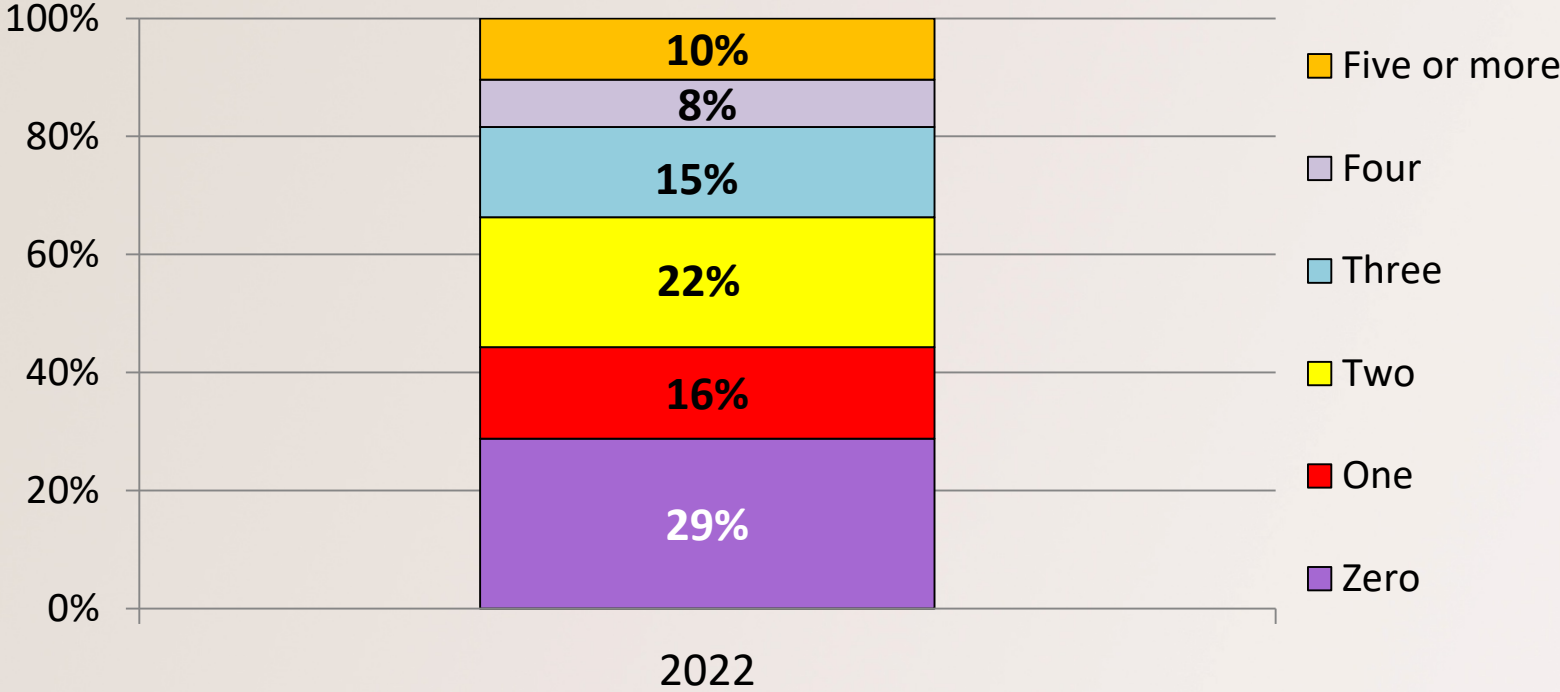


*Responses will add to more than 100% due to multiple answers allowed*

# Community Events Feedback



**Q8c. How many City events have you attended in the last 12 months?**

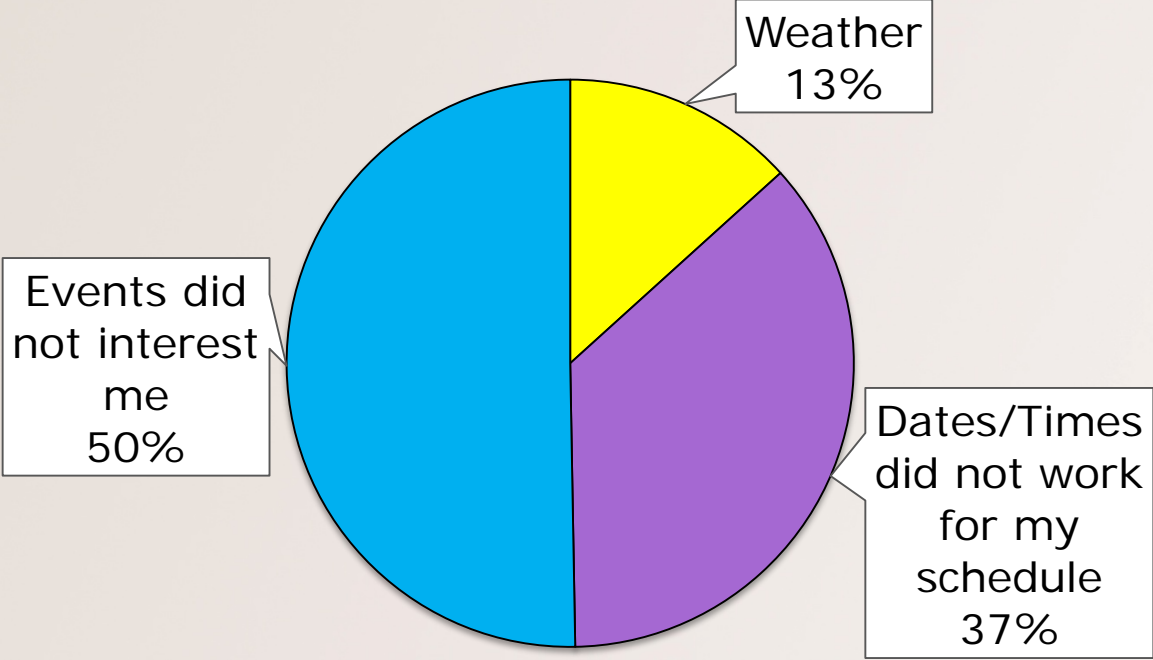


*New question in 2022 Citizen Survey*

# Community Events Feedback



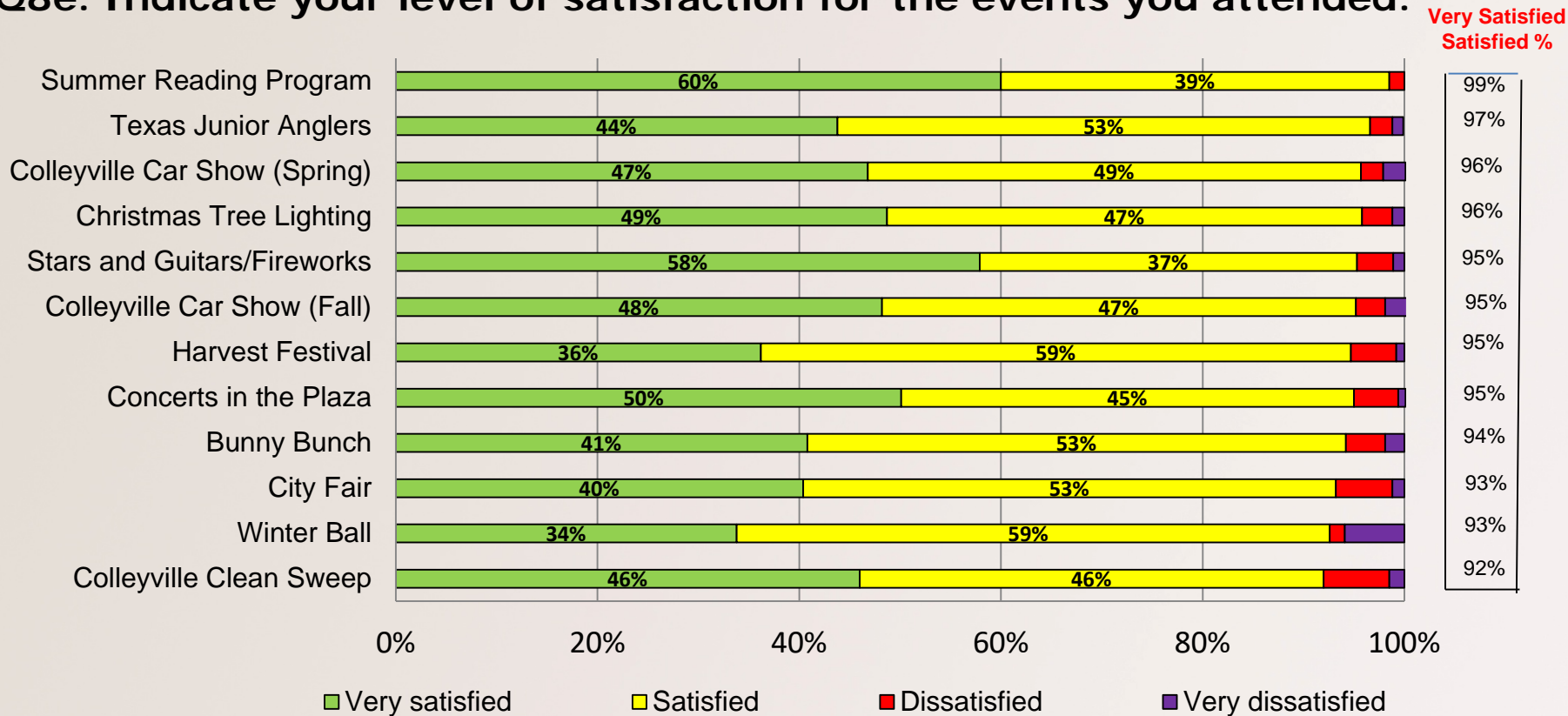
Q8d. If you attended zero events, why? (check all that apply)?



# Community Events Feedback



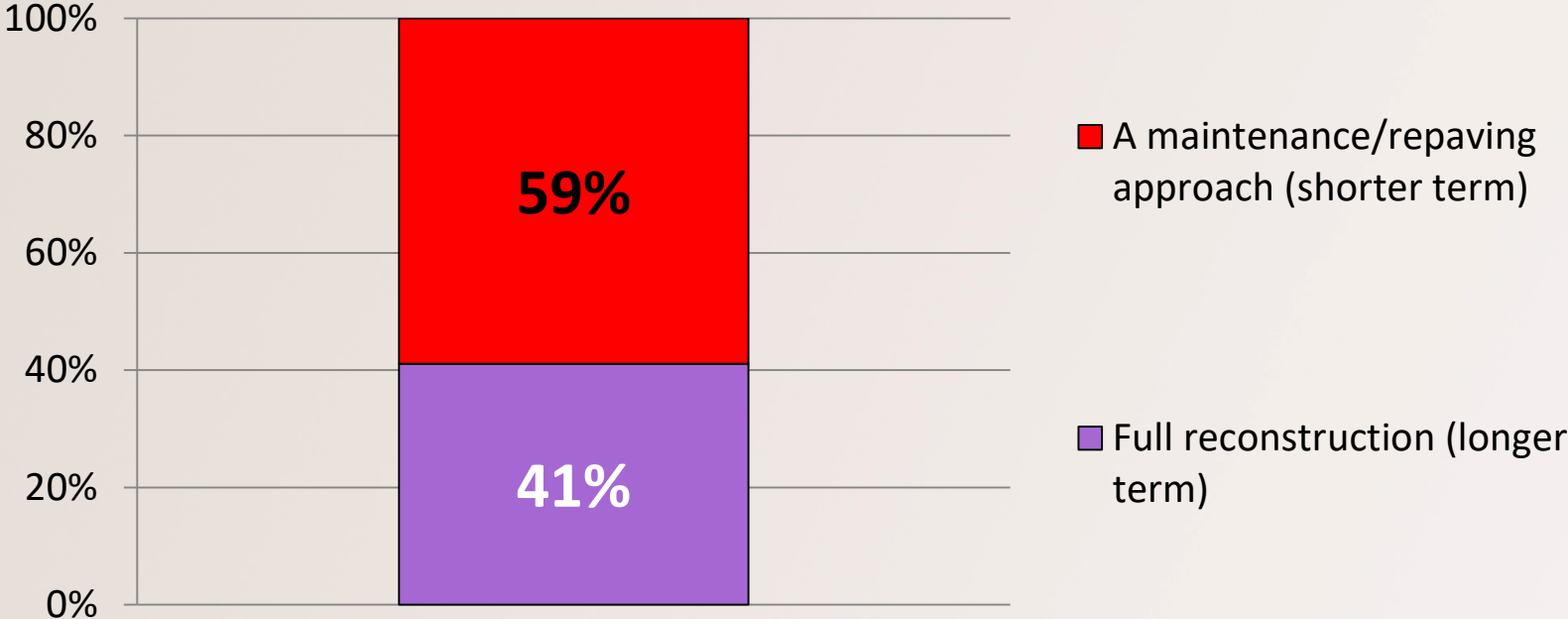
**Q8e. Indicate your level of satisfaction for the events you attended.**



# Transportation Priorities



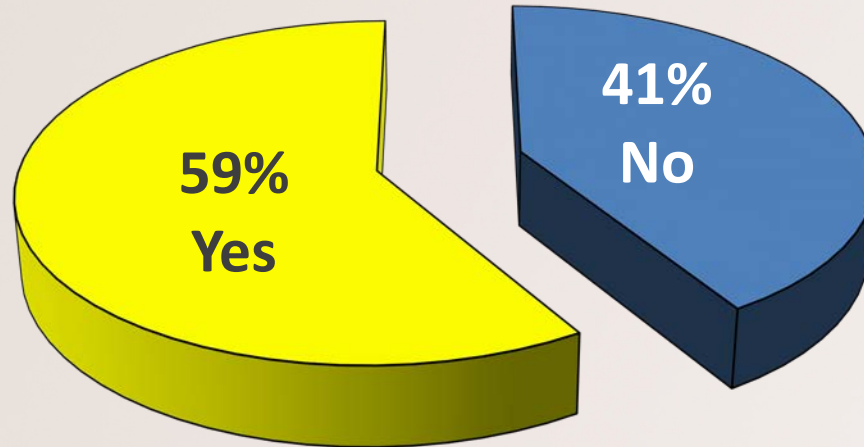
## Q9a. Which approach to road work would you prefer?



# Transportation Priorities



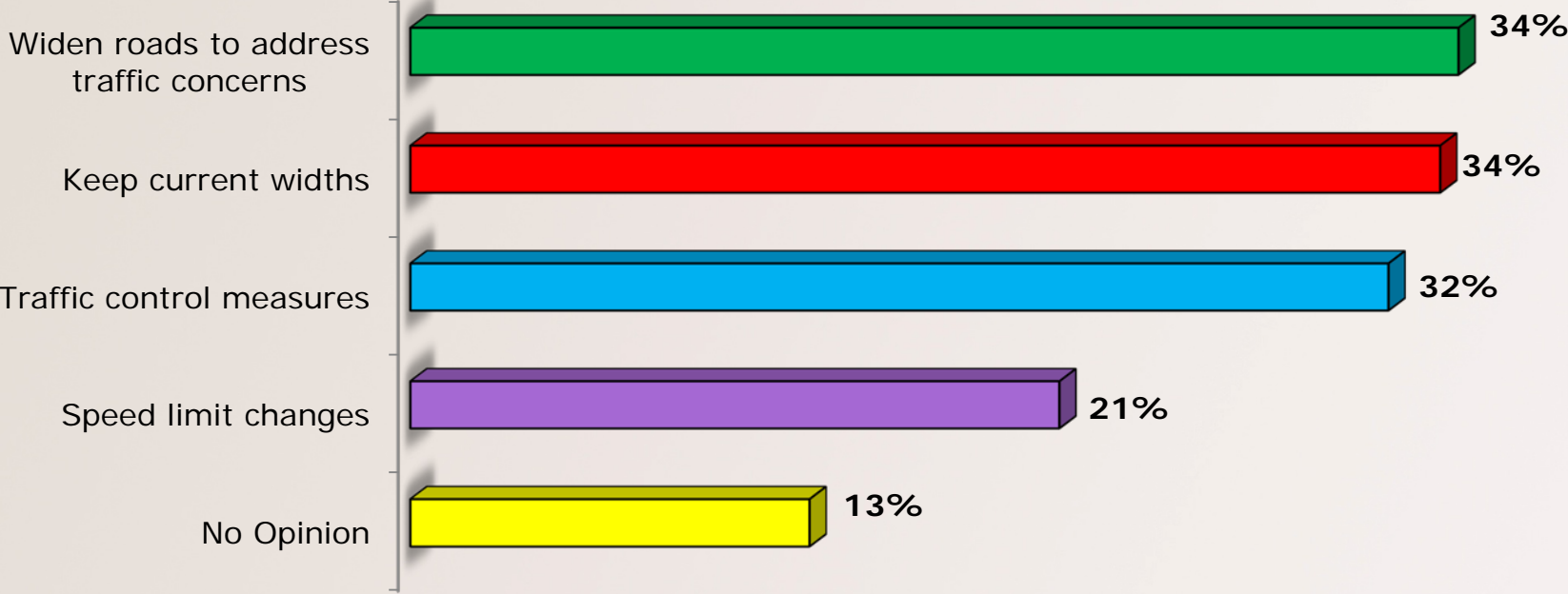
**Q9b. Do you believe peak traffic needs are met by current roadway design?**



# Transportation Priorities



**Q9c. Which of the following traffic mitigation techniques would you prefer?  
In ranked order**



*New question in 2022 Citizen Survey Responses will add to more than 100% due to multiple answers allowed*



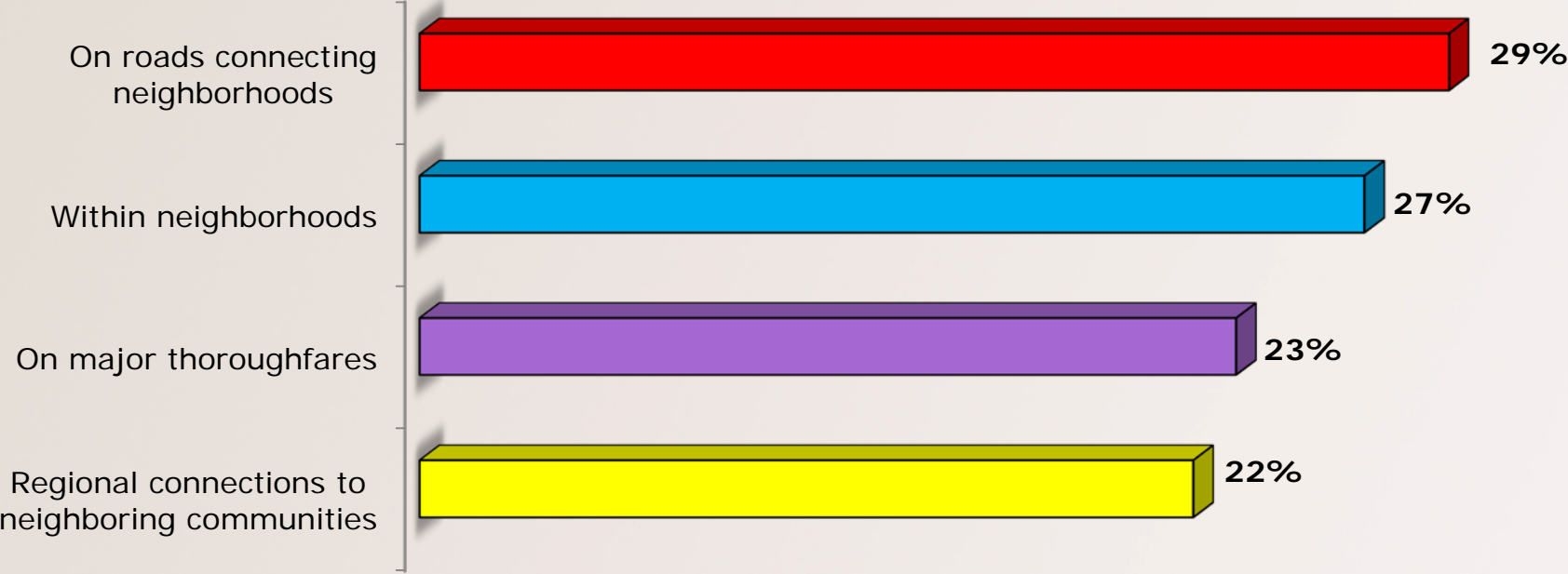
# Transportation Priorities



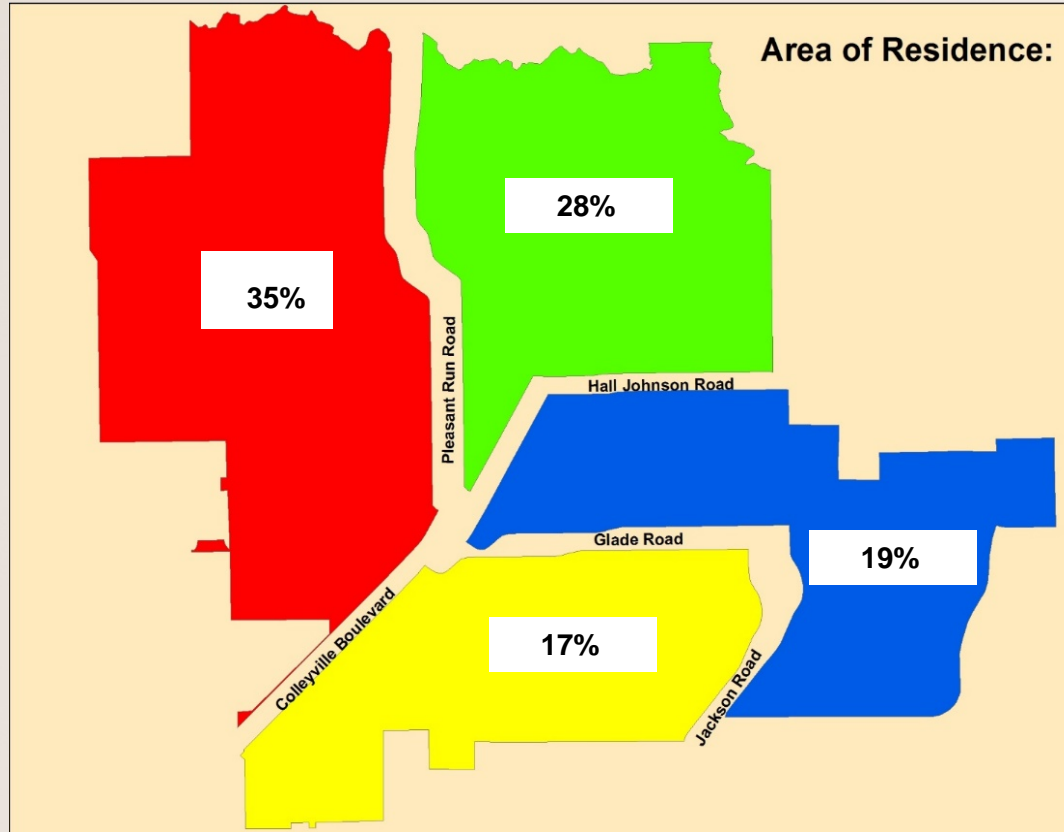
**Q9d. How would you prioritize transportation needs within the community?  
In ranked order**



## Q9e. Regarding sidewalks and trails, where are the priorities? In ranked order



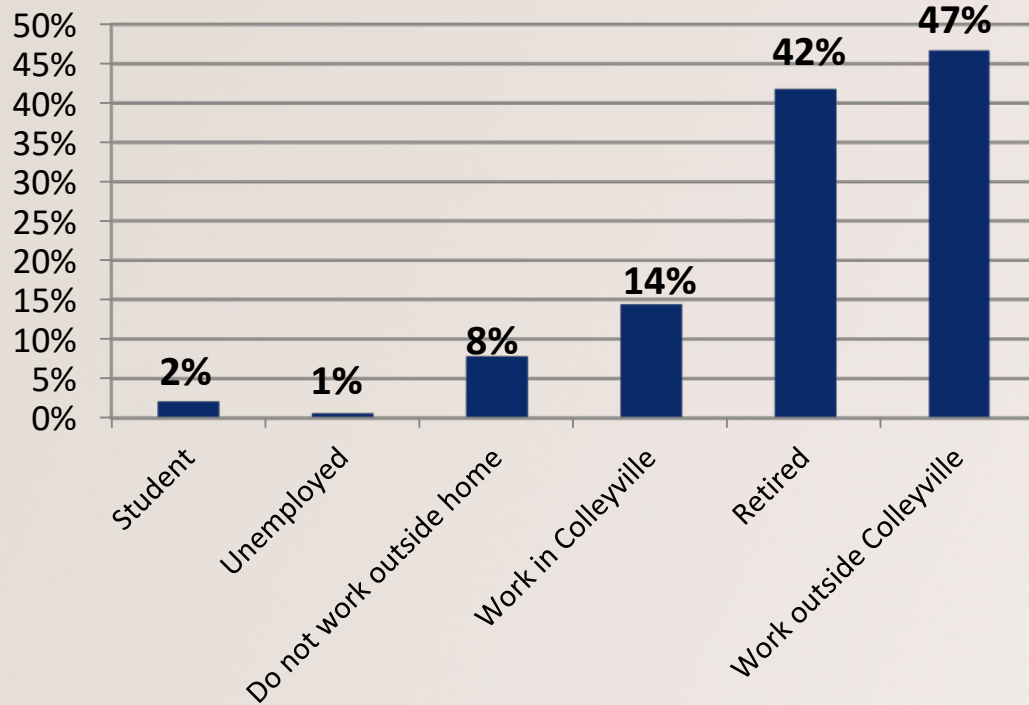
# Demographics



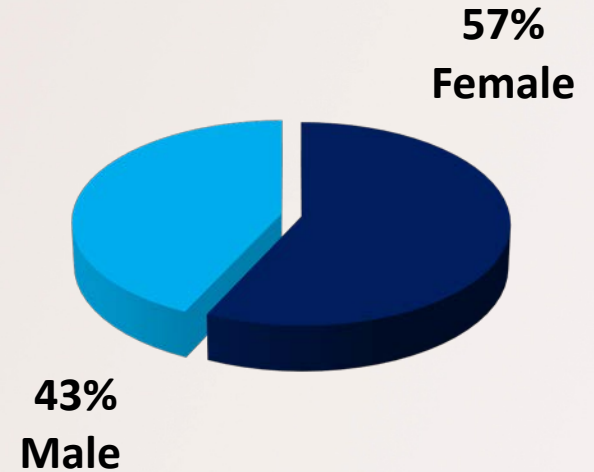
# Demographics



Which of the following applies to the head of household?



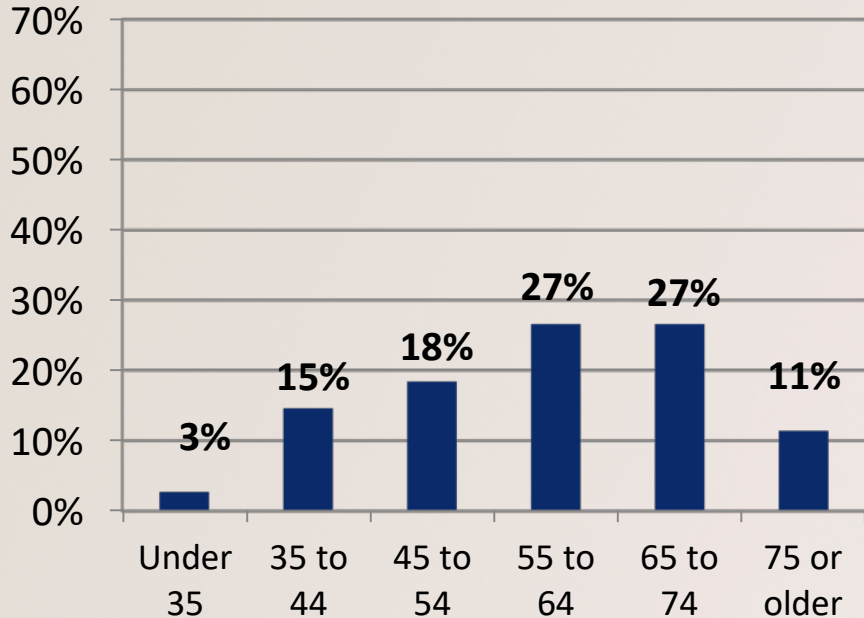
Gender



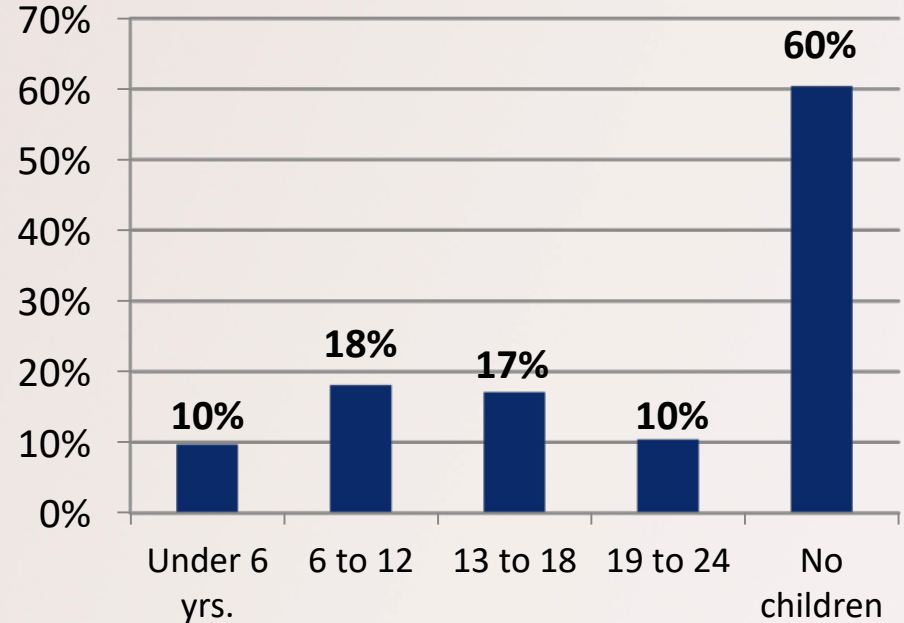
# Demographics



## Your Age?



## Which youth age groups are represented in your household?

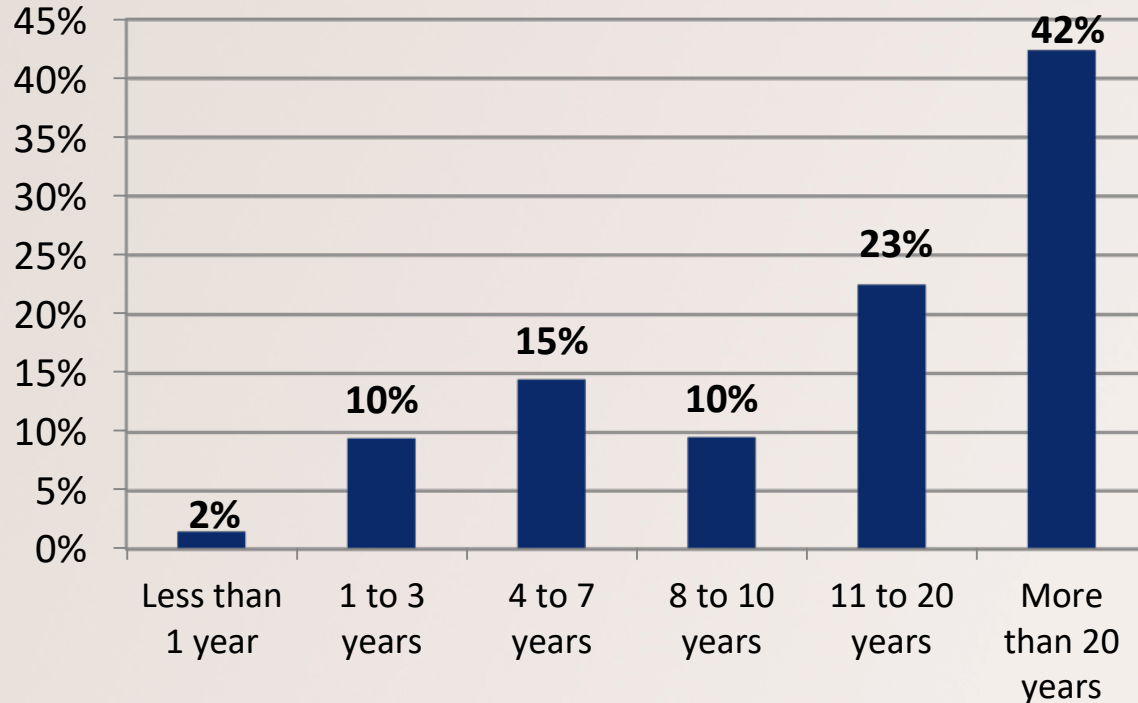


Responses will add to more than 100% due to multiple responses allowed

# Demographics



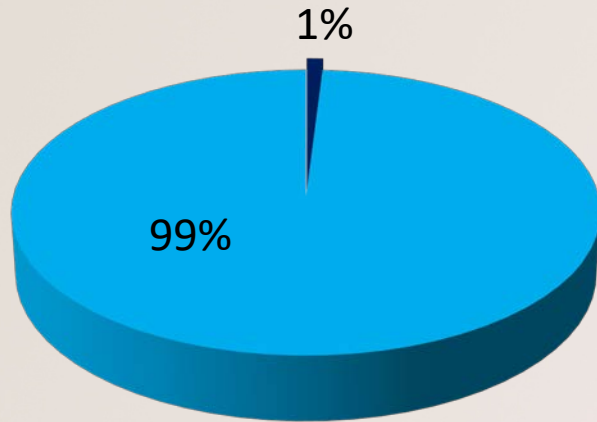
## How long have you lived in Colleyville?



# Demographics

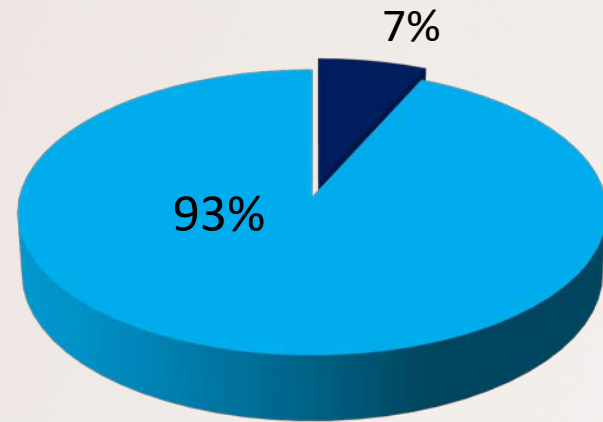


Do you own or rent your home?



■ Rent    ■ Own

Do you have an older parent or relative living with you?



■ Yes    ■ No

**Questions?**