



# Kerrville, TX

## The National Community Survey

Report of Results  
2022

Report by:



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## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Kerrville. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 495 residents of the City of Kerrville collected from March 28th, 2022 to May 9th, 2022. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2022 survey was 19%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Kerrville.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Kerrville’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Kerrville residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Kerrville’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Kerrville’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2022 ratings compare to other communities’ ratings from the past five years.

## **Trends over time**

Trend data for Kerrville represent important comparison data and should be examined for improvements or declines\*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2019 and 2022 surveys, the change is statistically significant.

\* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

All households within the City of Kerrville were eligible to participate in the survey. A list of all households within the zip codes serving Kerrville was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Kerrville households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Kerrville boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

### Conducting the survey

The 2,700 randomly selected households received mailings beginning on March 28th, 2022 and the survey remained open for seven weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 4% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,588 households that received the invitations to participate, 495 completed the survey, providing an overall response rate of 19%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Kerrville survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (495 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Kerrville. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 25th, 2022. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2019 American Community Survey estimates for adults in the City of Kerrville. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	7%	26%	26%
	35-54	16%	23%	24%
	55+	77%	51%	51%
Hispanic origin	No, not Spanish, Hispanic, or Latino	89%	77%	77%
	Spanish, Hispanic, or Latino	11%	23%	23%
Housing tenure	Own	75%	59%	59%
	Rent	25%	41%	41%
Housing type	Attached	29%	35%	35%
	Detached	71%	65%	65%
Race & Hispanic origin	Not white alone	17%	29%	29%
	White alone, not Hispanic or Latino	83%	71%	71%
Sex	Female	55%	54%	54%
	Male	45%	46%	46%
Sex/age	Female 18-34	4%	13%	13%
	Female 35-54	9%	12%	12%
	Female 55+	42%	29%	29%
	Male 18-34	3%	12%	12%
	Male 35-54	8%	12%	12%
	Male 55+	34%	22%	22%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Contact

The City of Kerrville funded this research. Please contact Stuart Cunyus of the City of Kerrville at [Stuart.Cunyus@kerrvilletx.gov](mailto:Stuart.Cunyus@kerrvilletx.gov) if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-validation>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2019 American Community Survey

## Highlights

### **Upward trends indicate that Kerrville's economy is on the rise.**

Many aspects of Kerrville's economy received higher ratings this year than in the city's previous survey iteration. Evaluations of Kerrville as a place to work and as a place to visit both improved slightly since 2019, as did ratings for the city's economic development and employment opportunities. Residents also offered more positive reviews for the vibrancy of Kerrville's downtown/commercial areas, with nearly 4 in 10 providing excellent or good ratings this year. The overall quality of business and service establishments received high marks from 64%, increasing by more than 10% over 2019 results. The overall economic health of the City remained stable, garnering positive ratings from about half of residents and remaining on par with the national average.

### **Residents value the City's utility infrastructure and prioritize further improvements.**

About 7 in 10 survey respondents gave favorable reviews to the overall quality of the utility infrastructure in Kerrville, on par with comparison communities nationwide. At least three-quarters positively rated the City's garbage collection, sewer services, and power utility services, all of which held steady since the previous survey iteration. Storm water management received significantly higher evaluations this year, with two-thirds providing excellent or good ratings (increasing by nearly 20% since 2019). Assessments of the city's drinking water also increased slightly, from 58% to 66%.

In addition to these positive results, residents continued to prioritize future improvements in this area. About 9 in 10 considered the overall quality of the utility infrastructure an essential or very important focus area for the City in the coming two years. When asked to rate the importance of the City's investment in a variety of potential projects, residents placed high priority on the replacement/upsizing of water and wastewater lines (77% essential or very important) and street drainage improvements (72%).

### **Although some aspects of mobility have improved over the past few years, residents identify an opportunity for continued focus in this area.**

Three-quarters of residents gave positive reviews to the ease of travel by car in the city, on par with comparison communities and Kerrville's prior survey results. Traffic enforcement services (67% excellent or good) and the ease of walking in Kerrville (57%) also remained stable over the past few years. Evaluations of the city's street lighting and the ease of public parking both improved slightly since 2019. In addition, more favorable reviews were given this year to street cleaning and street repair services in Kerrville, both of which increased by more than 10% since the previous survey.

However, mobility remains a priority and an area of opportunity for the City. Only about one-third of Kerrville residents positively rated the overall quality of the city's transportation system, which was below the national average. Although still similar to benchmark comparisons, traffic flow on major streets received fewer positive ratings in 2022 than in prior years (declining from 62% in 2019 to 50% this year). Mobility-related projects also remained at the top of residents' priorities. When asked to consider a list of specific projects for City investment, street pavement rehabilitation and replacement was identified as the top priority within the given options, with 83% rating it essential or very important. At least two-thirds favored the addition of new sidewalks to major transportation corridors, and 6 in 10 prioritized replacing damaged sidewalks on private property in residential neighborhoods.

### **Residents appreciate Kerrville's natural environment and recreational opportunities.**

At least 8 in 10 community members felt favorably about the overall quality of Kerrville's natural environment and the overall quality of parks and recreation opportunities in the city. Most residents offered higher-than-average evaluations of the availability of paths and walking trails (85% excellent or good), which increased more than 10% since the previous survey iteration. Kerrville's water resources also surpassed national benchmark comparisons, receiving positive reviews from 80% of respondents. Nearly 7 in 10 were pleased with the preservation of natural areas in Kerrville, on par with comparison communities but higher than ratings given in previous years. City parks, fitness opportunities, and cleanliness of the city all garnered excellent or good ratings from at least three-quarters of respondents, holding steady with prior surveys.

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## Facets of livability

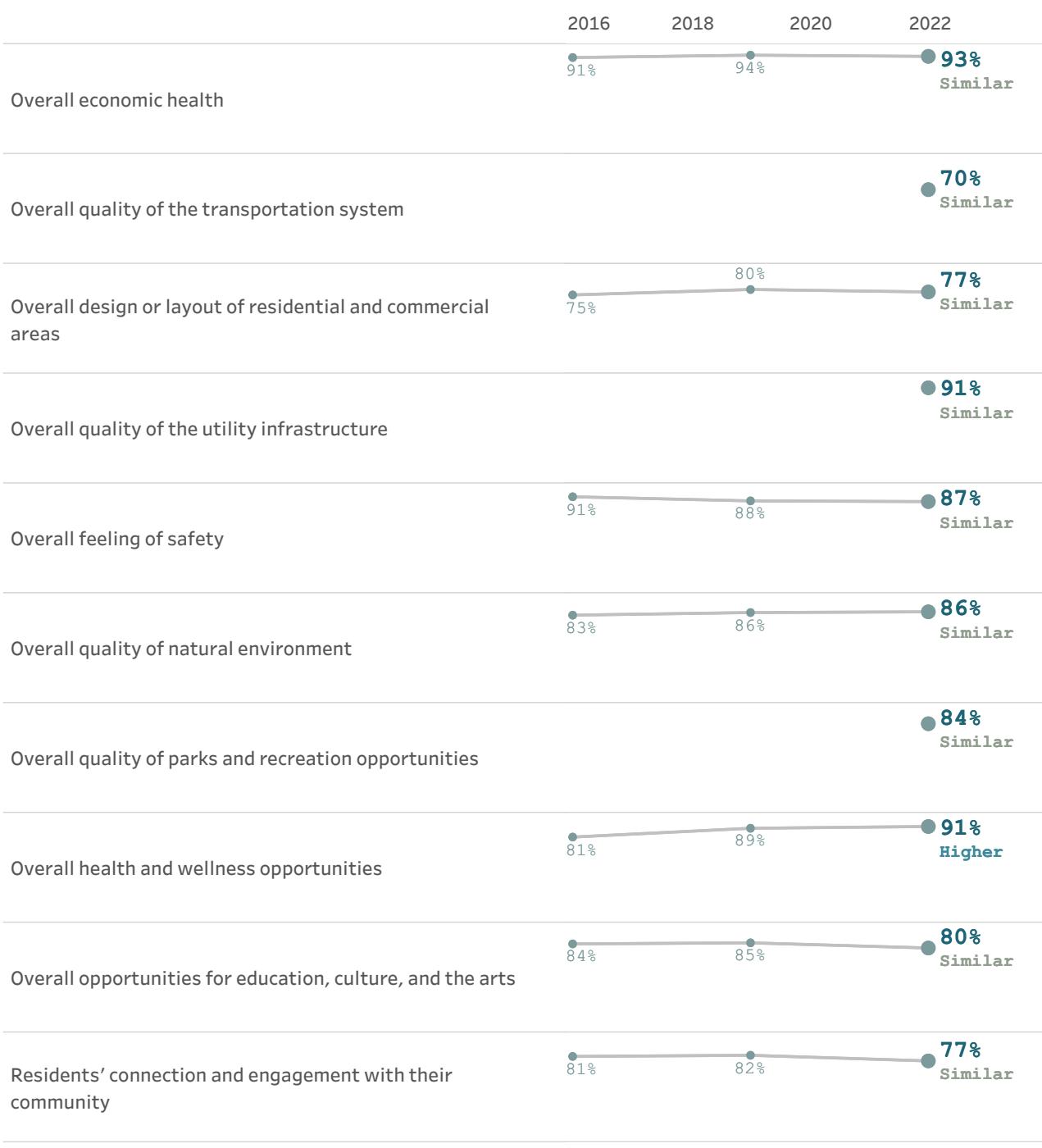
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark\*).

**Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)**



**Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.  
(% essential or very important)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

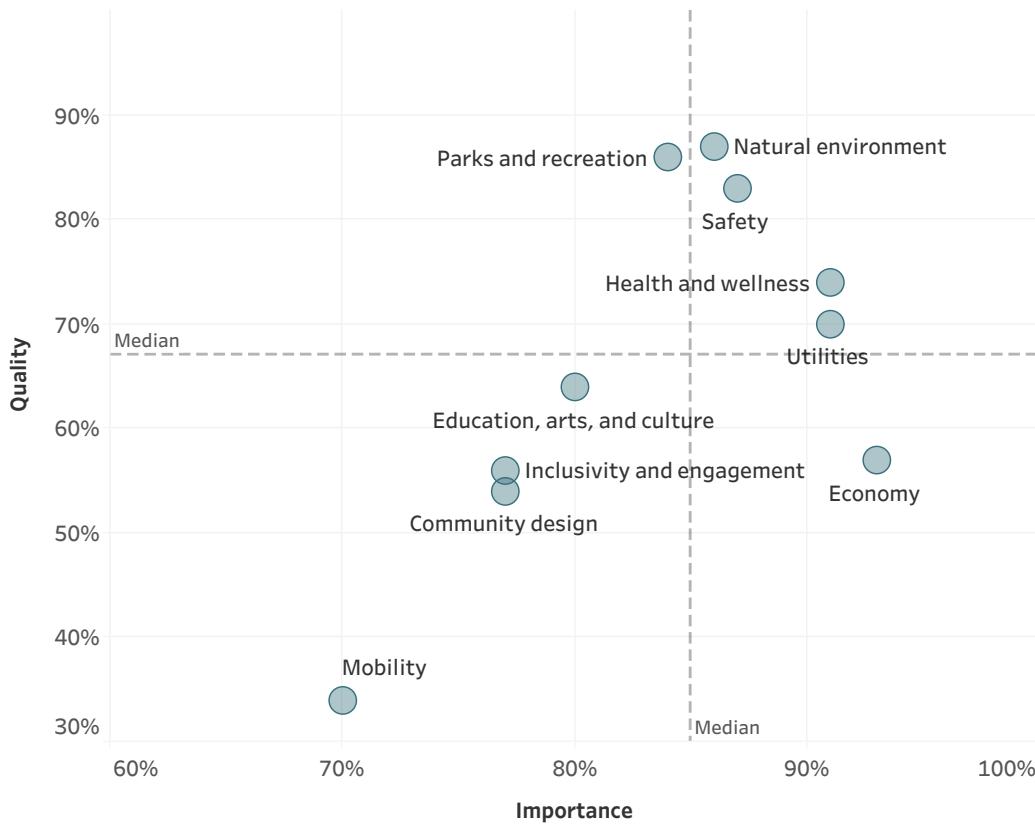
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

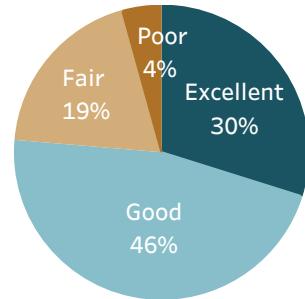
To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 67% or more of respondents were considered of "higher quality" and those with ratings lower than 67% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 86% or more of respondents. Services were rated as "less important" if they received a rating of less than 86%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



The overall quality of life in Kerrville, 2022

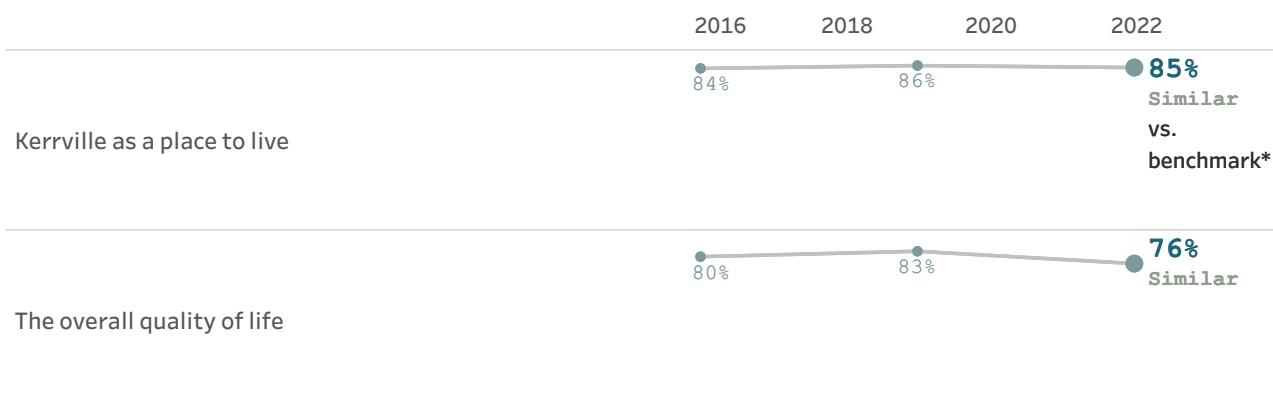


## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

**Please rate each of the following aspects of quality of life in Kerrville.**

(% excellent or good)



**Please indicate how likely or unlikely you are to do each of the following.**

(% very or somewhat likely)



**Please rate each of the following in the Kerrville community.**

(% excellent or good)

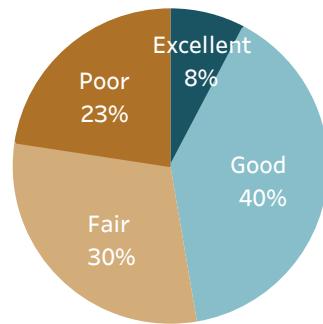


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Kerrville government, 2022



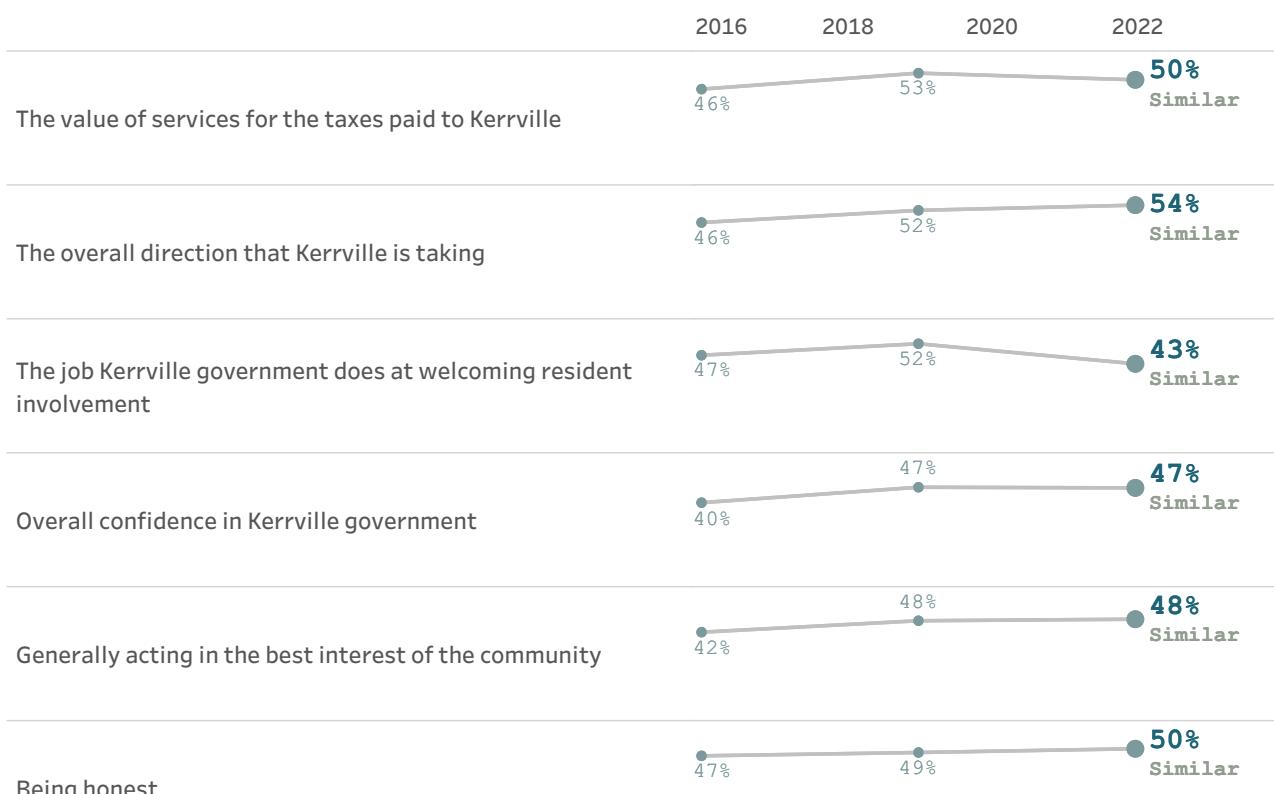
### Please rate the quality of each of the following services in Kerrville.

(% excellent or good)



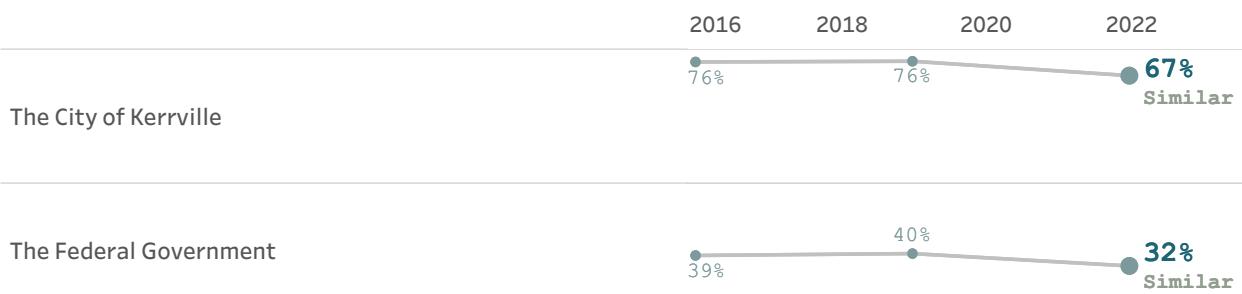
### Please rate the following categories of Kerrville government performance.

(% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?  
(% excellent or good)**

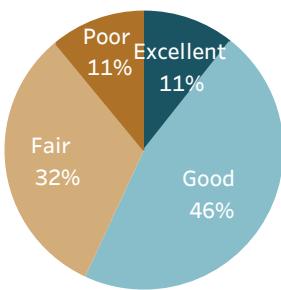


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

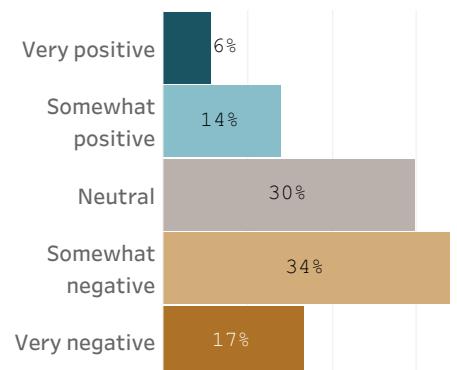
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Kerrville, 2022



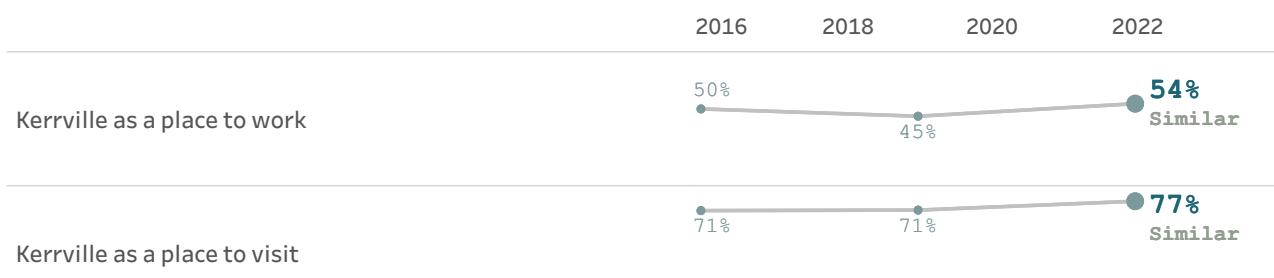
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



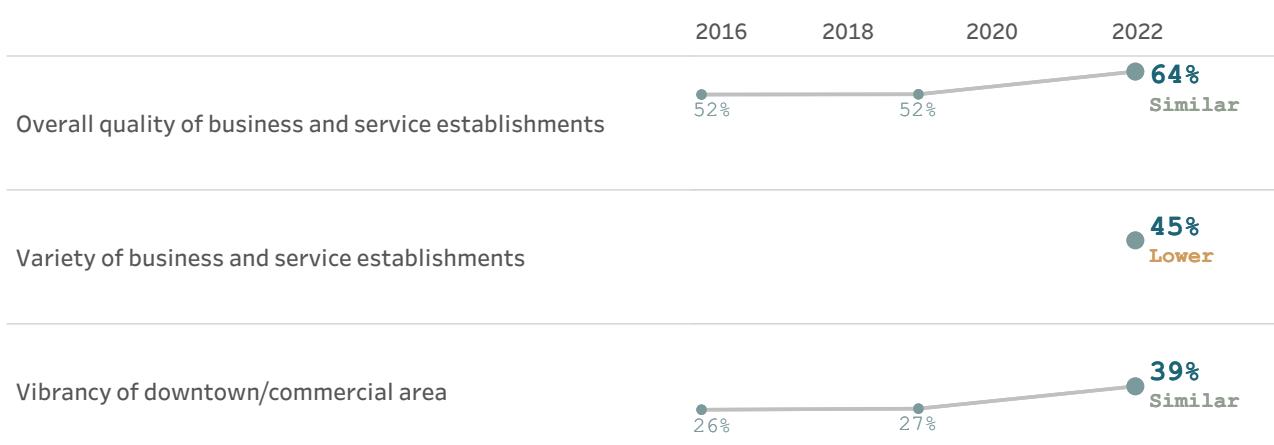
Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)

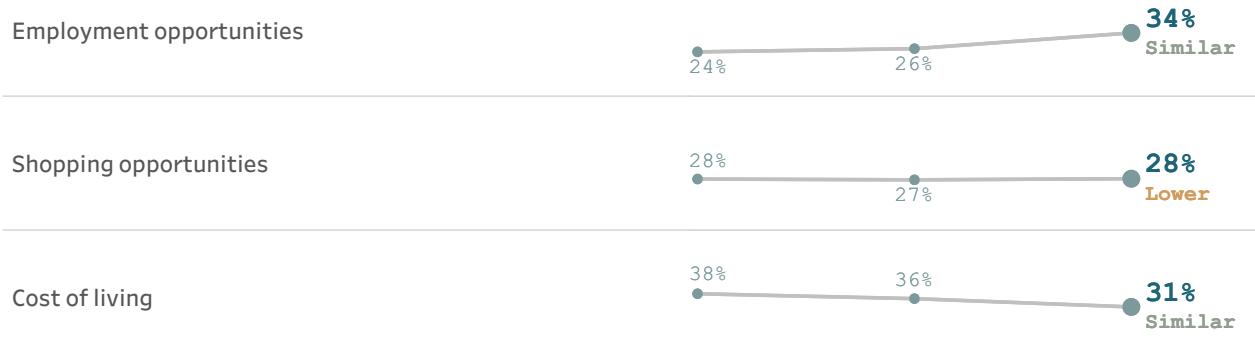


Please rate each of the following aspects of quality of life in Kerrville.  
(% excellent or good)



Please rate each of the following in the Kerrville community.  
(% excellent or good)

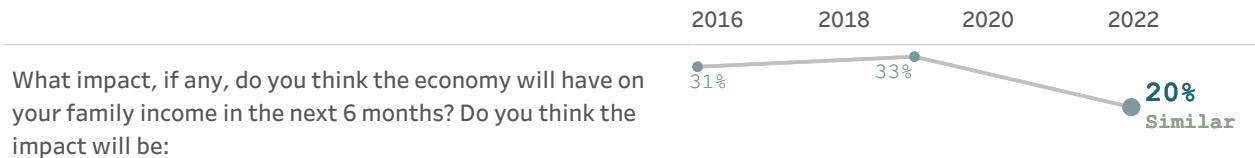




**Please rate the quality of each of the following services in Kerrville.**  
**(% excellent or good)**



**What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:**  
**(% very or somewhat positive)**

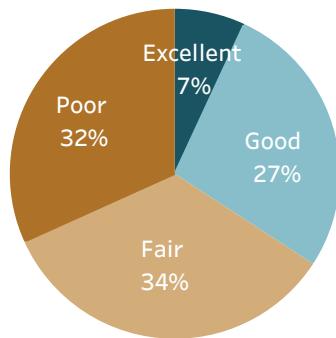


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Mobility

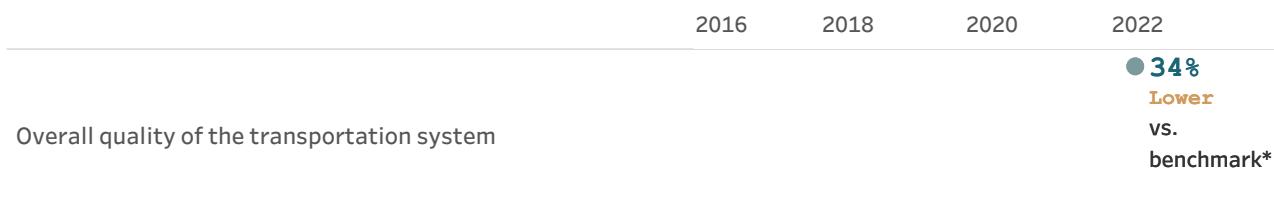
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Kerrville, 2022



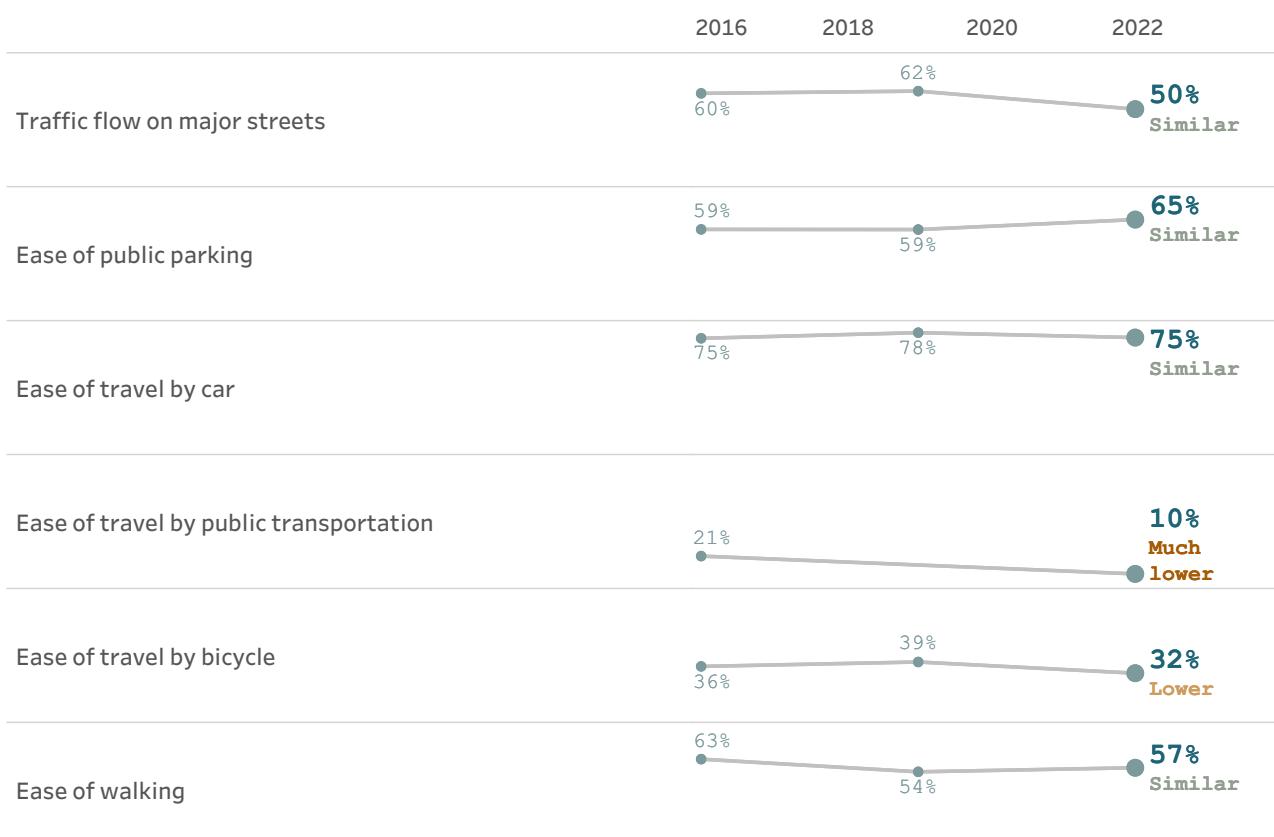
Please rate each of the following characteristics as they relate to Kerrville as a whole.

(% excellent or good)

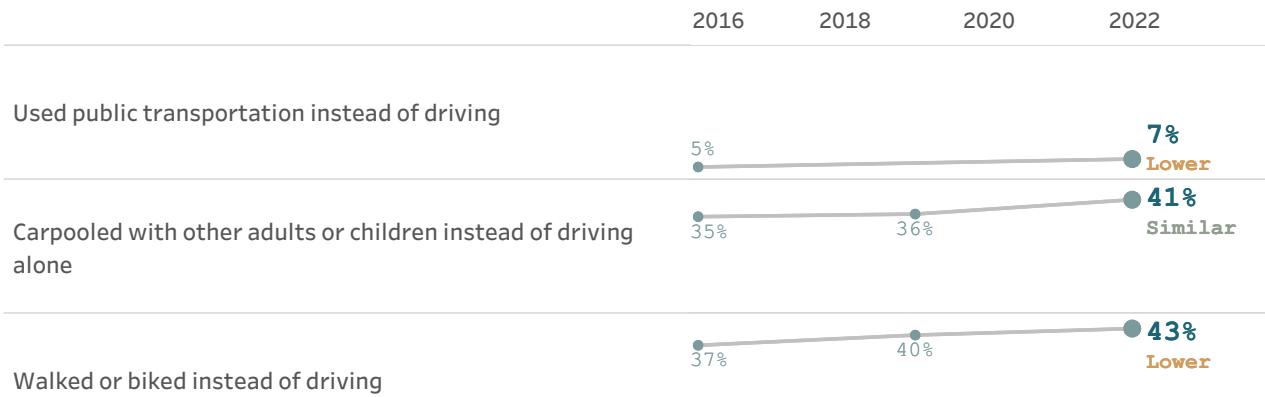


Please also rate each of the following in the Kerrville community.

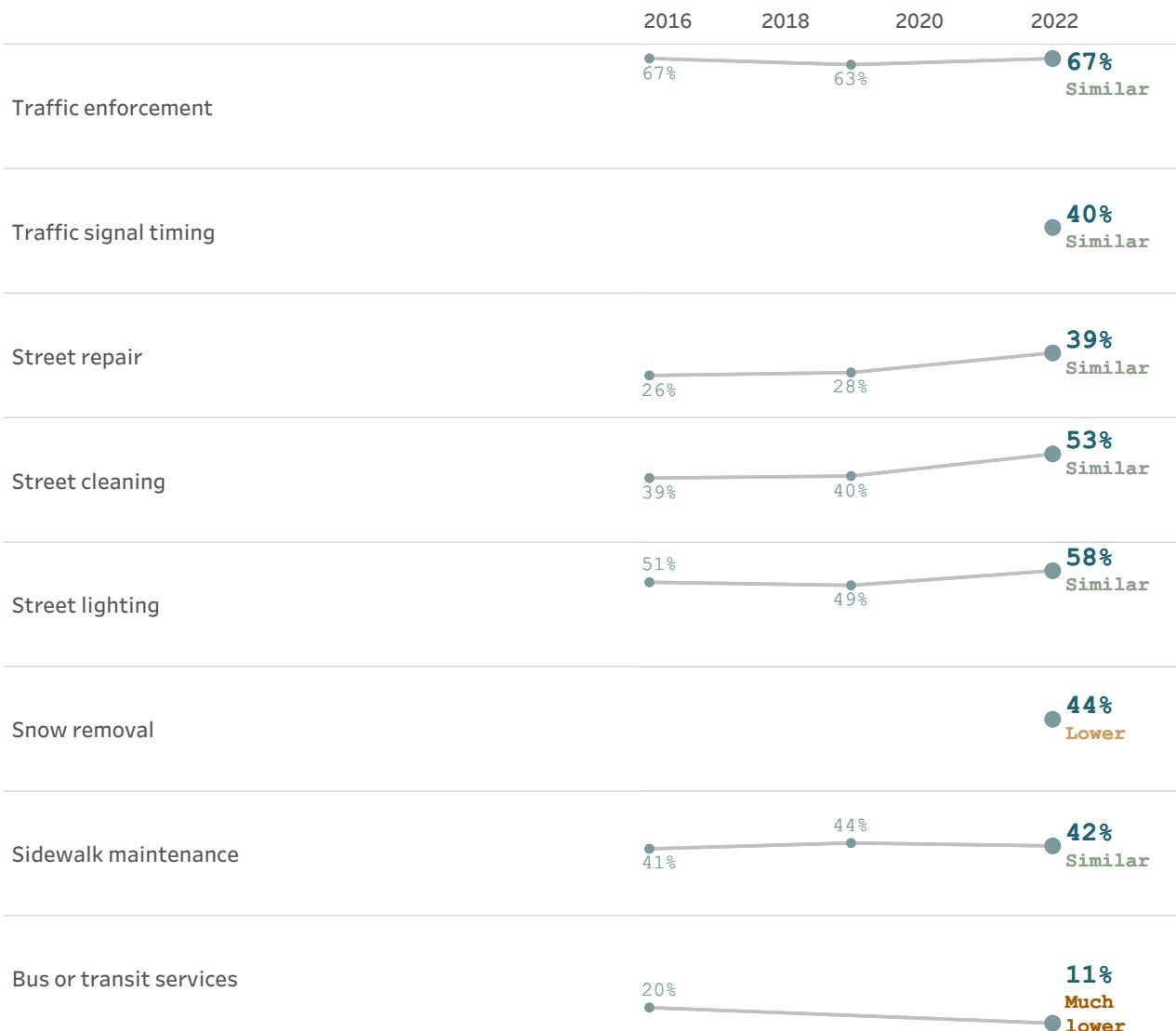
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.  
(% yes)

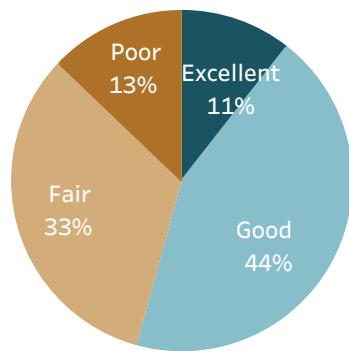


Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

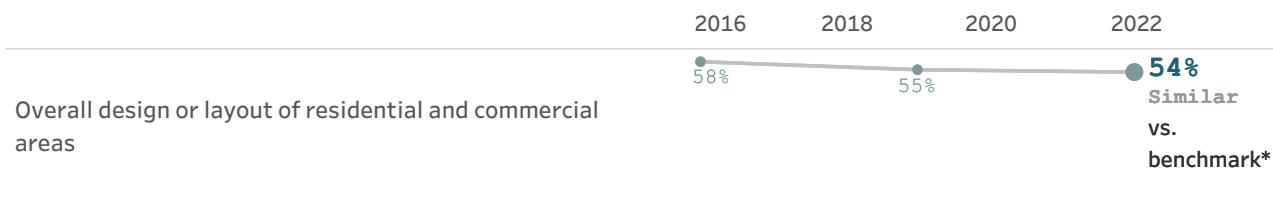
Overall design or layout of Kerrville's residential and commercial areas, 2022



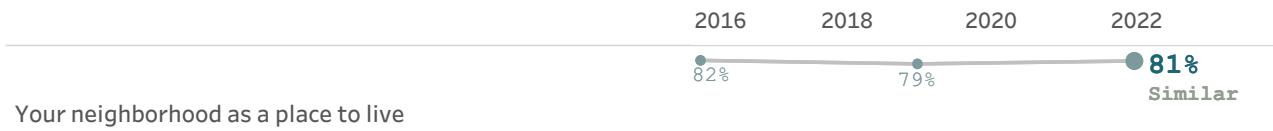
## Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)

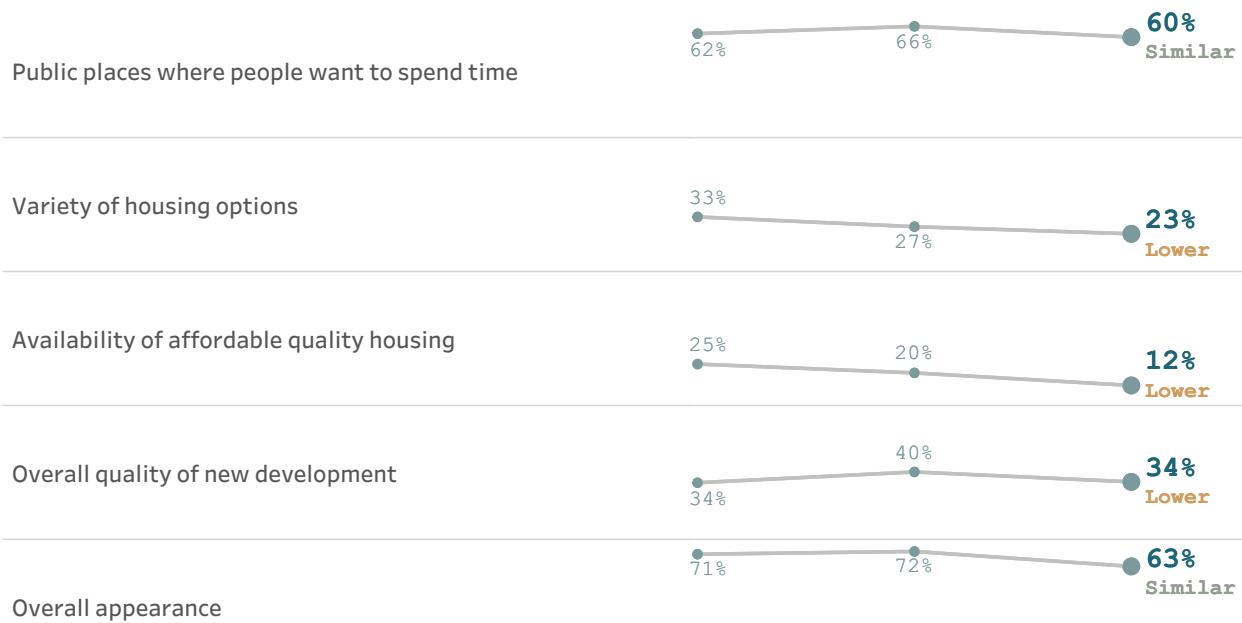


Please rate each of the following aspects of quality of life in Kerrville.  
(% excellent or good)



Please also rate each of the following in the Kerrville community.  
(% excellent or good)



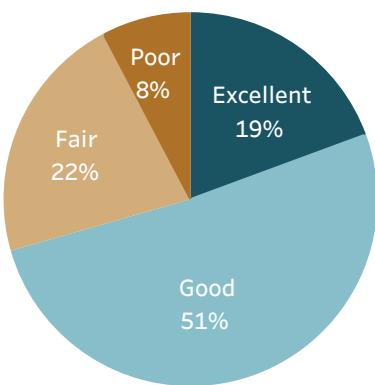


**Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

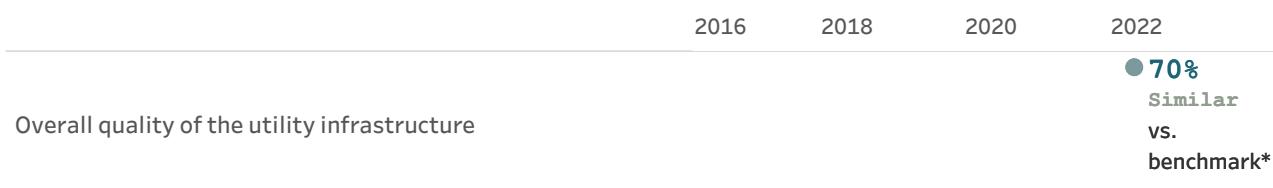
### Overall quality of the utility infrastructure in Kerrville, 2022



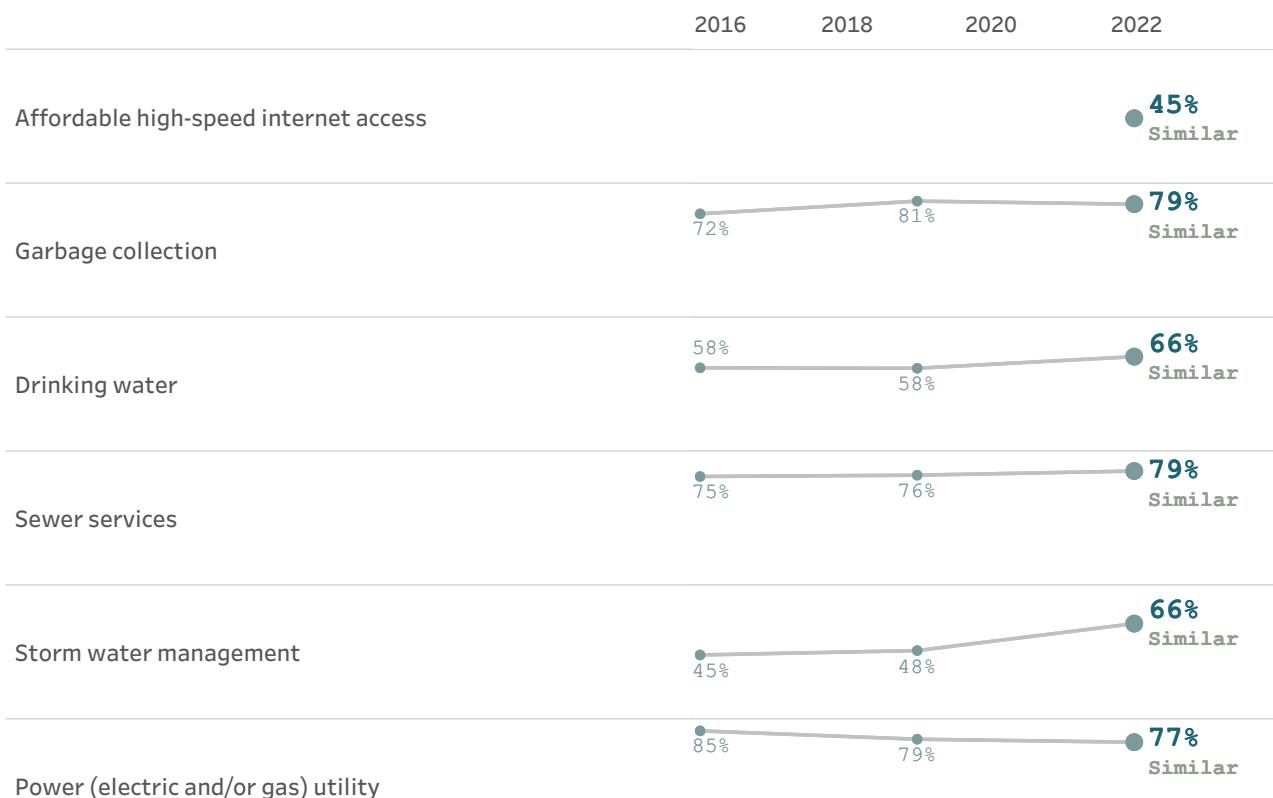
## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)



Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)



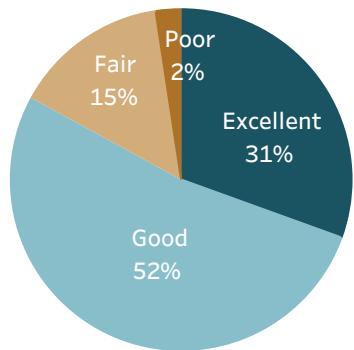


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

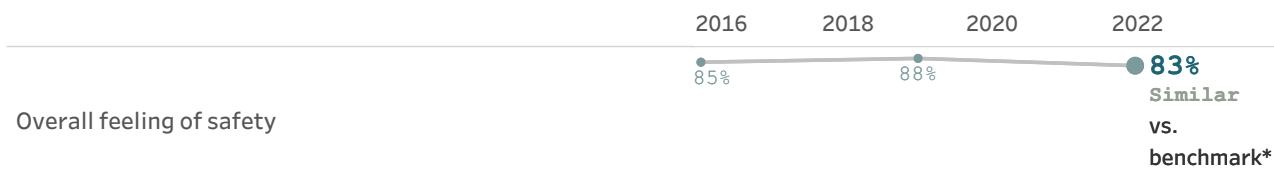
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Kerrville, 2022



Please rate each of the following characteristics as they relate to Kerrville as a whole.

(% excellent or good)

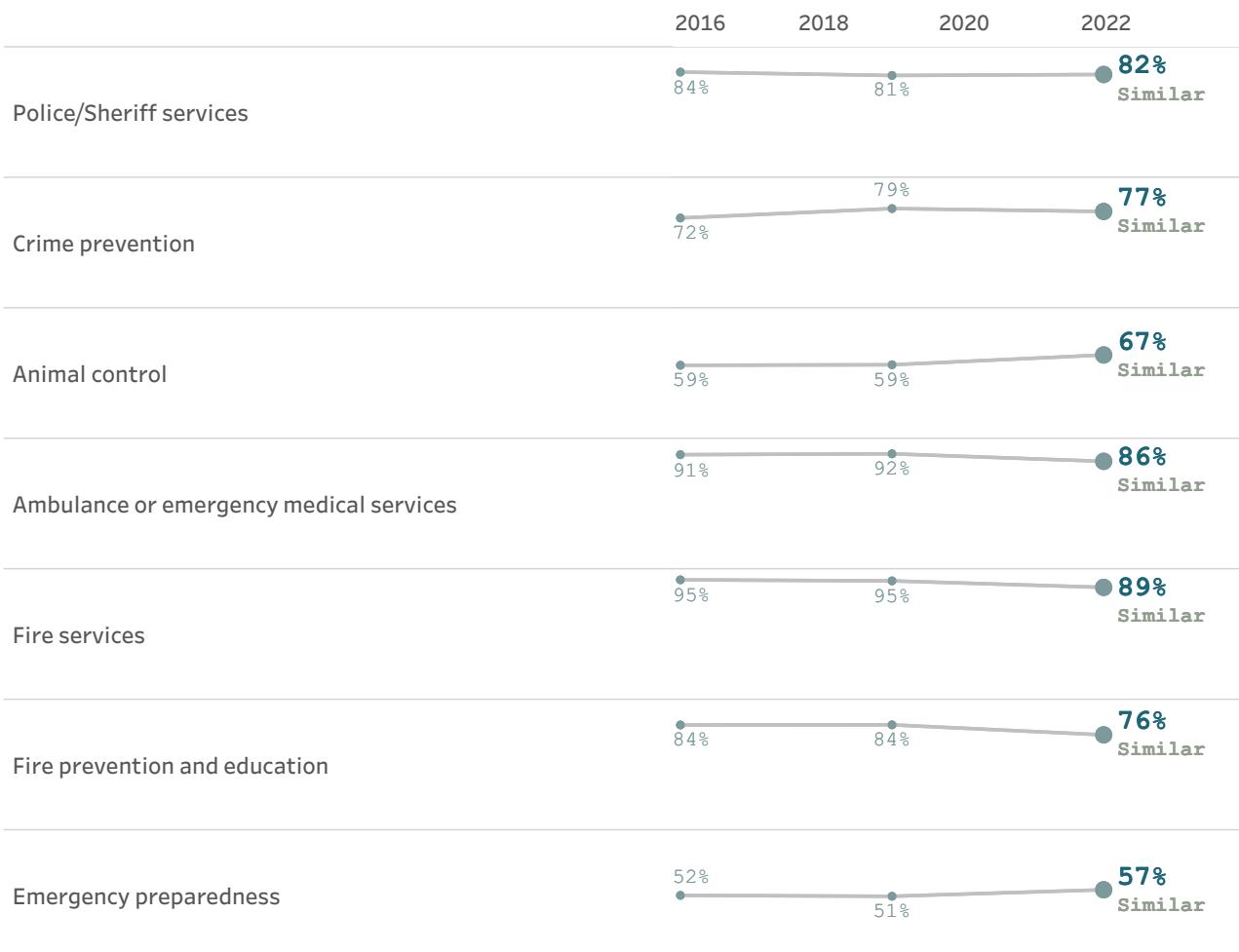


Please rate how safe or unsafe you feel:

(% very or somewhat safe)

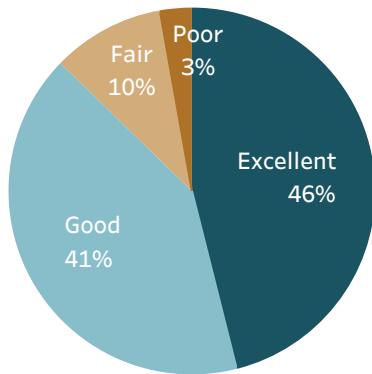


**Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)**



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

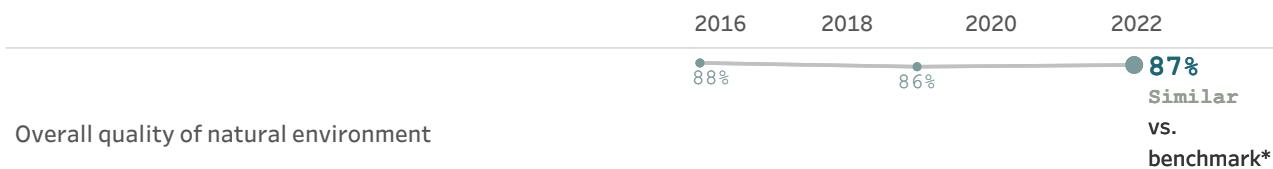
## Overall quality of natural environment in Kerrville, 2022



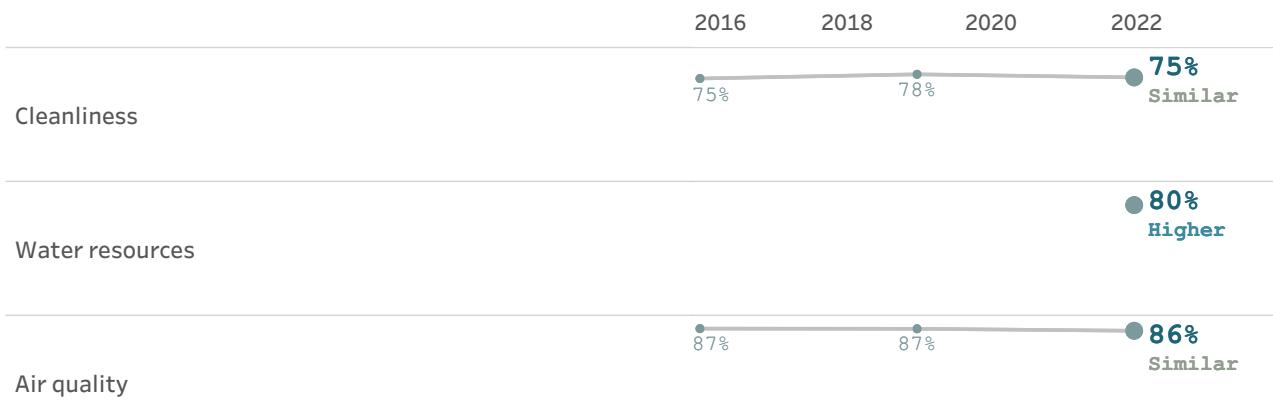
## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)

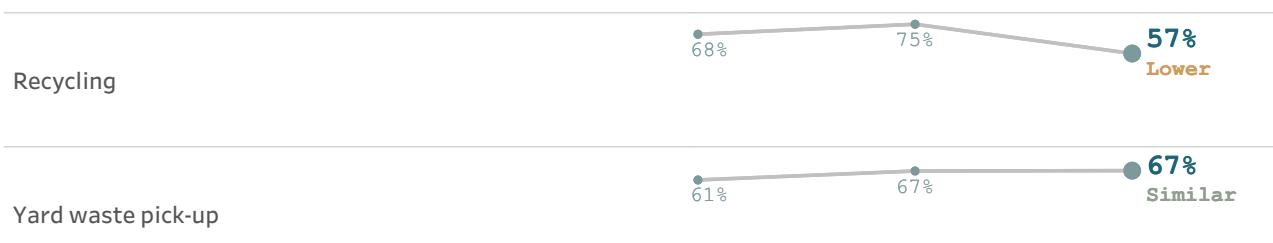


Please also rate each of the following in the Kerrville community.  
(% excellent or good)



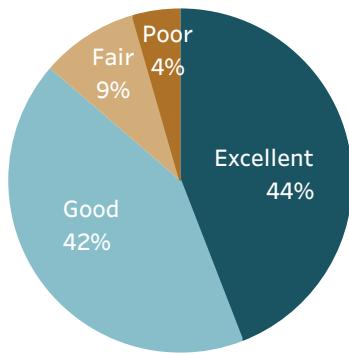
Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

### Overall quality of parks and recreation opportunities, 2022



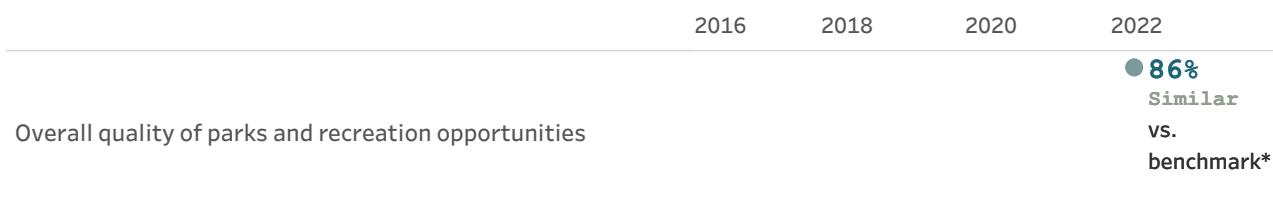
## Parks and recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

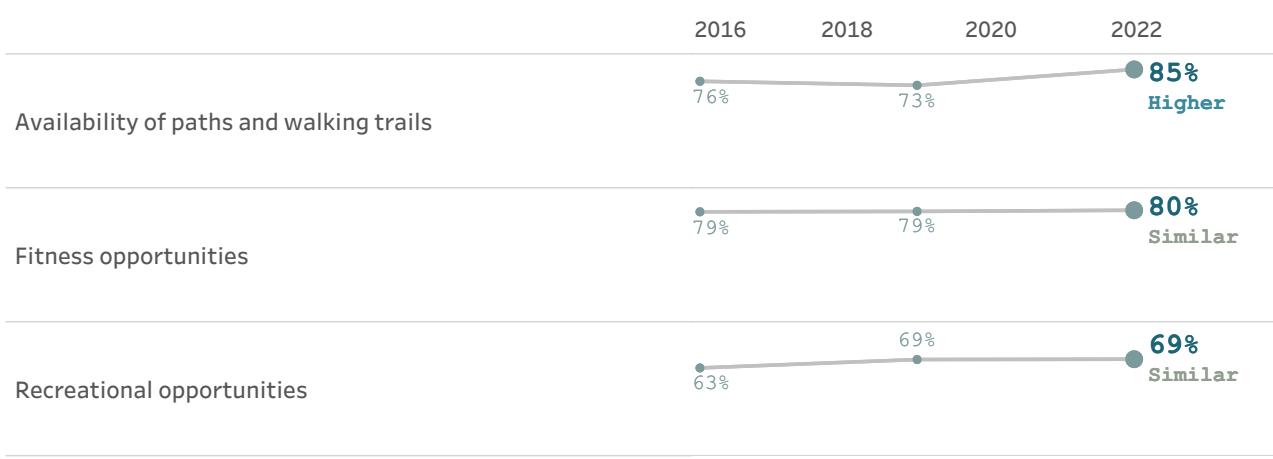
### Please rate each of the following characteristics as they relate to Kerrville as a whole.

(% excellent or good)



### Please also rate each of the following in the Kerrville community.

(% excellent or good)



### Please rate the quality of each of the following services in Kerrville.

(% excellent or good)



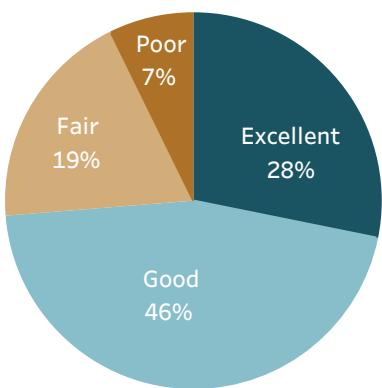


\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

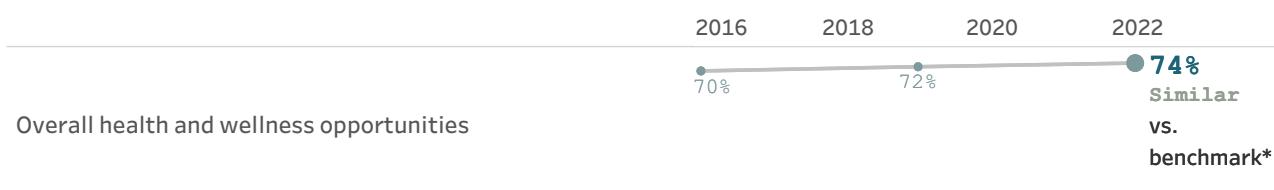
## Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

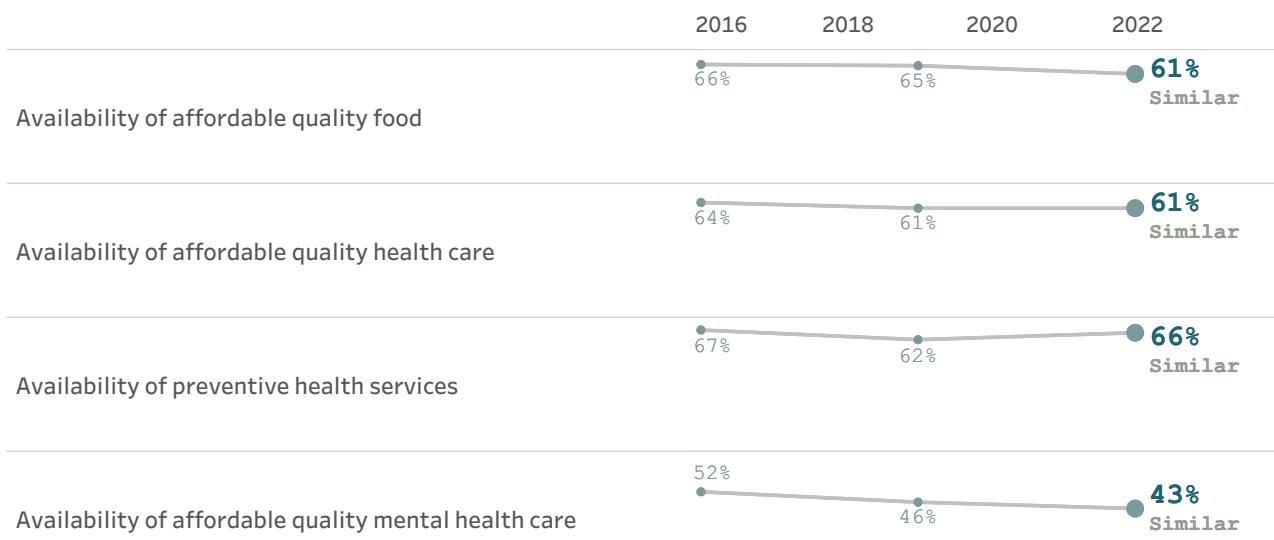
Overall health and wellness opportunities in Kerrville, 2022



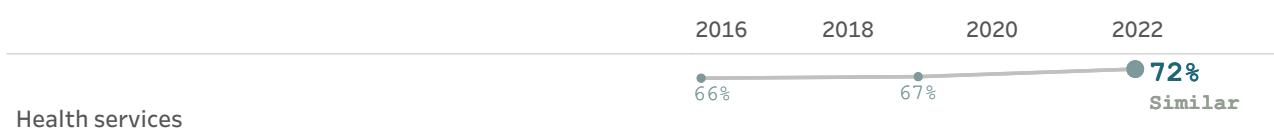
Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)



Please also rate each of the following in the Kerrville community.  
(% excellent or good)



Please rate the quality of each of the following services in Kerrville.  
(% excellent or good)



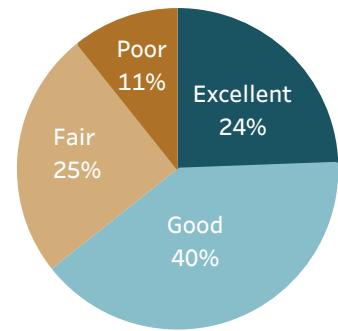
**Please rate your overall health.**  
(% excellent or very good)



Please rate your overall health.

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

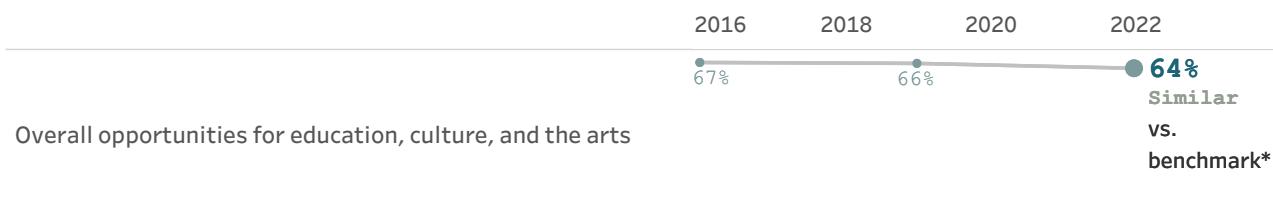
Overall opportunities for education, culture and the arts, 2022



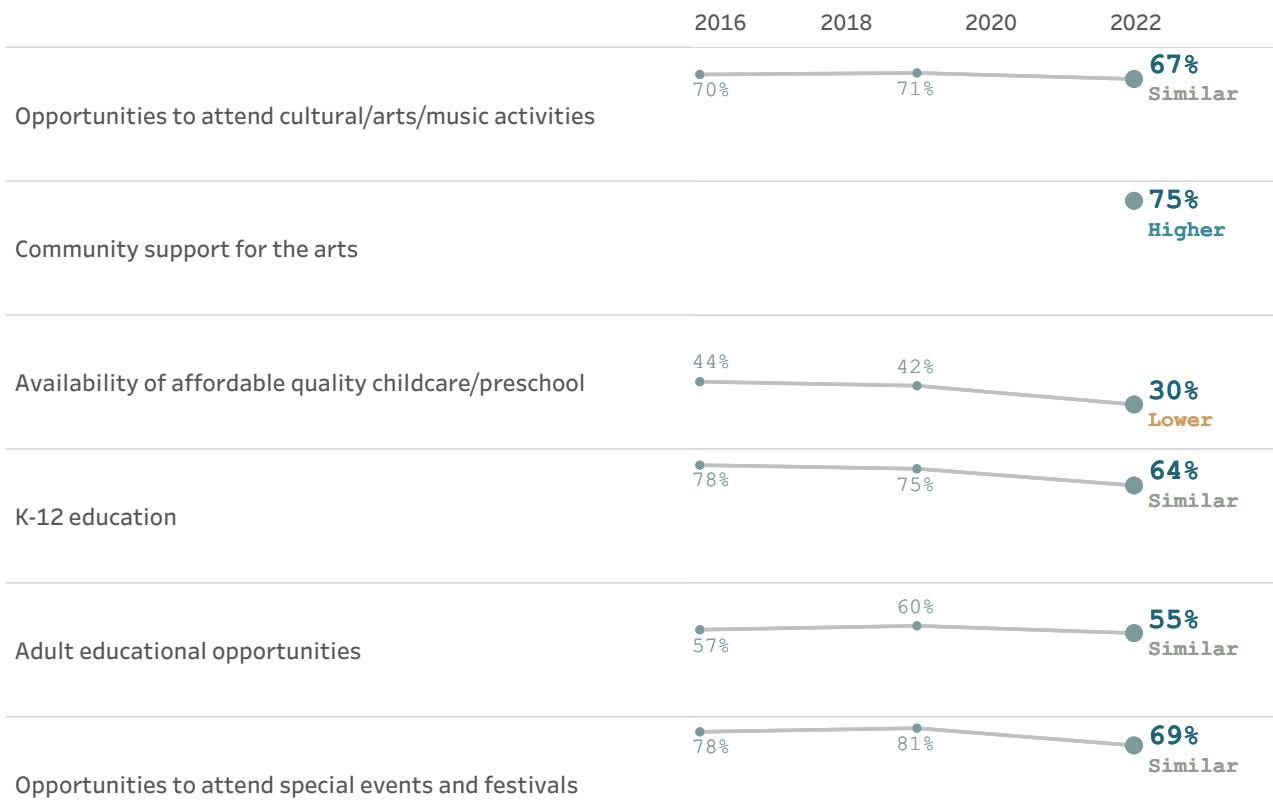
## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)



Please also rate each of the following in the Kerrville community.  
(% excellent or good)



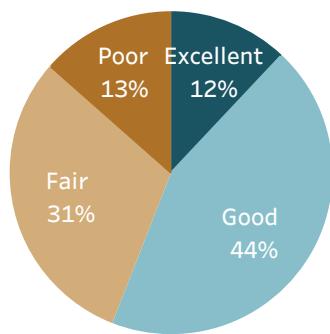
Please rate the quality of each of the following services in Kerrville.

(% excellent or good)



\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

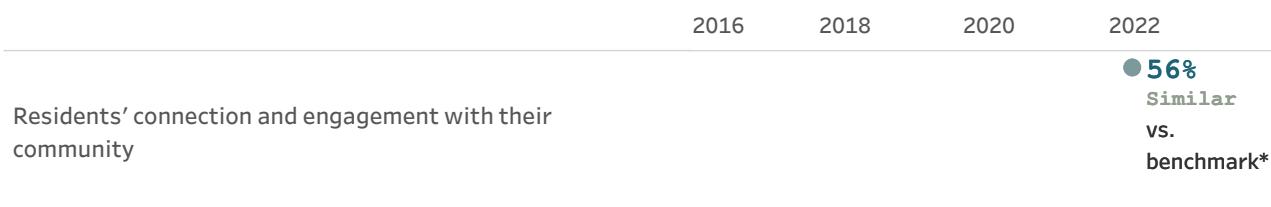
Residents' connection and engagement with their community, 2022



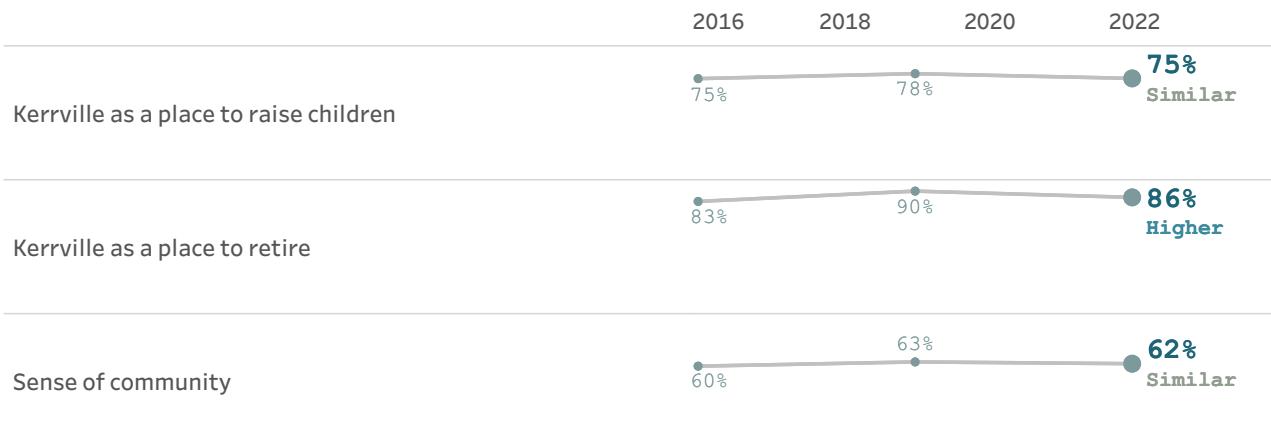
## Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Please rate each of the following characteristics as they relate to Kerrville as a whole.  
(% excellent or good)

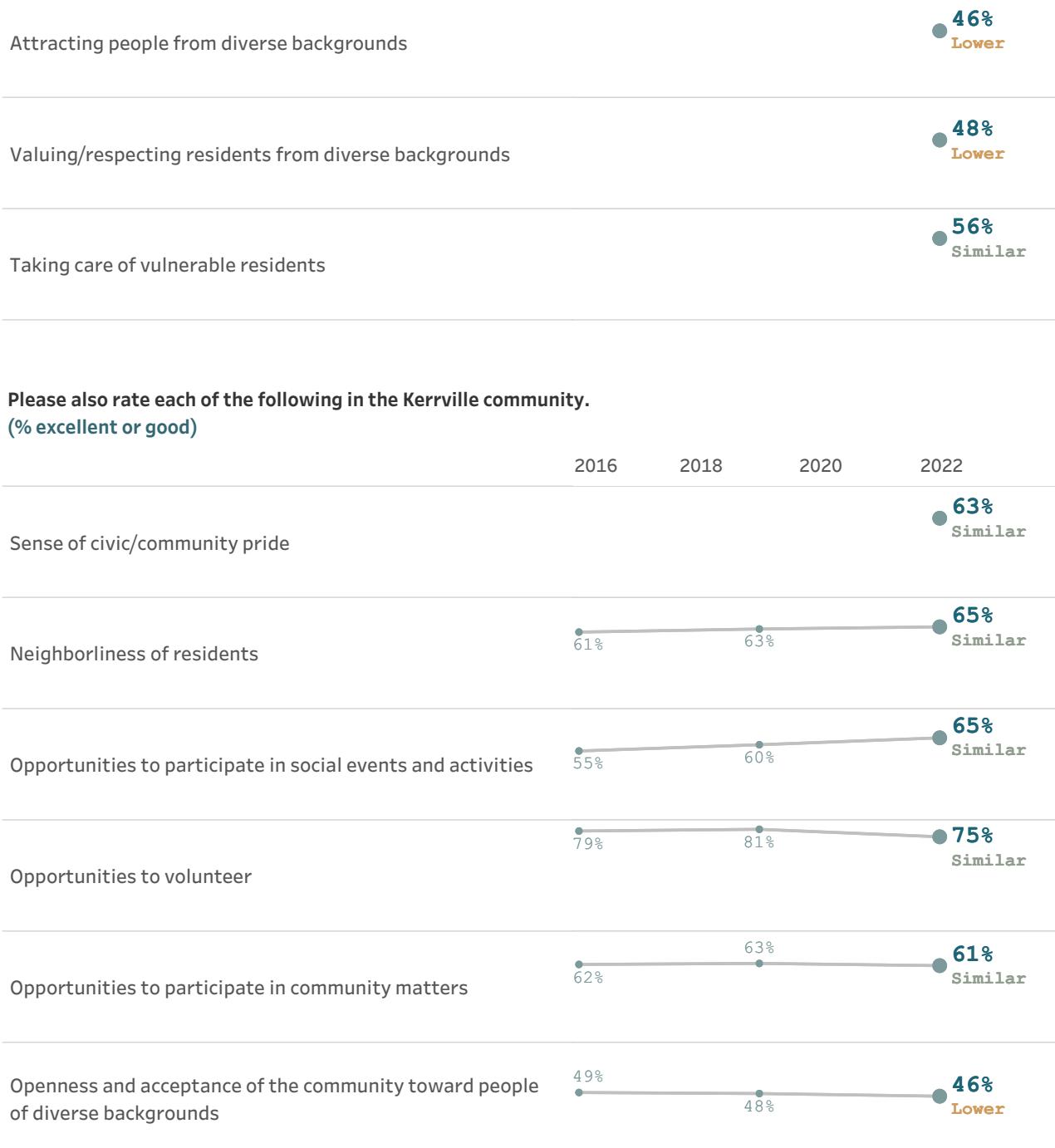


Please rate each of the following aspects of quality of life in Kerrville.  
(% excellent or good)



Please rate the job you feel the Kerrville community does at each of the following.  
(% excellent or good)





\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

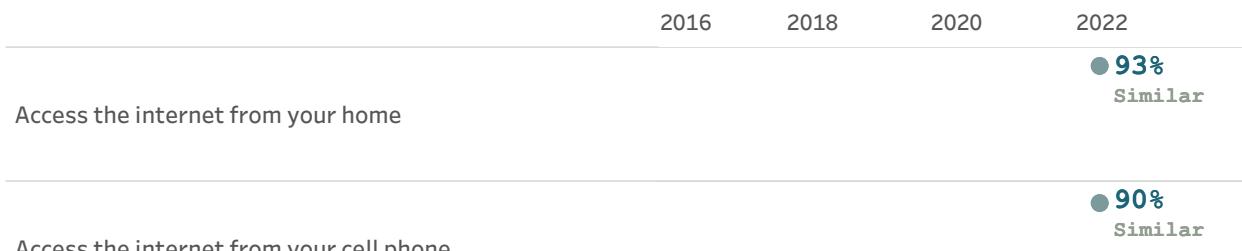
## Residents' participation levels

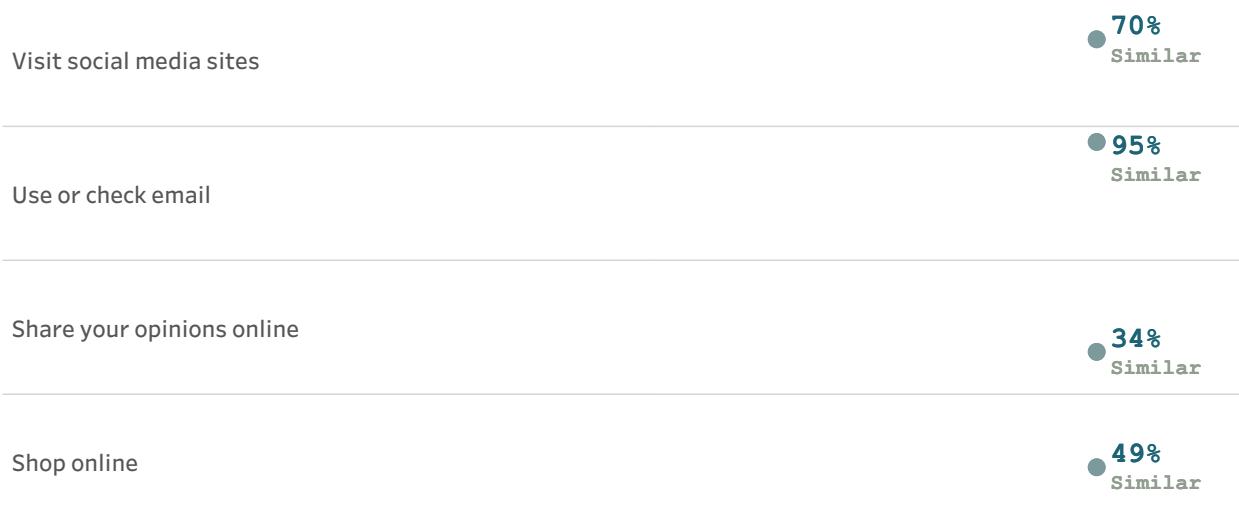
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:  
(% a few times a week or more)

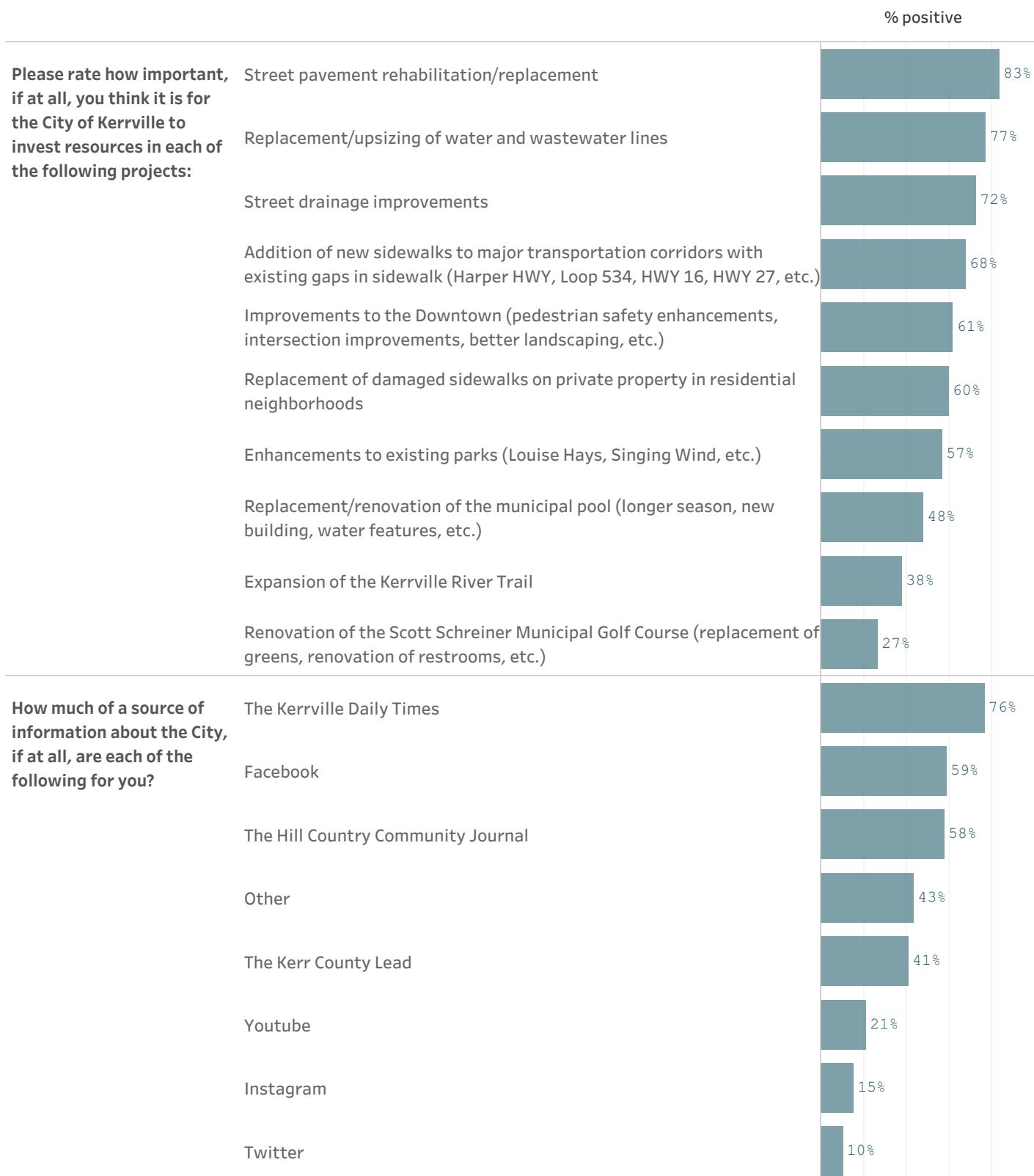




\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Essential/Very important or Major/Minor source) is shown.



## National benchmark tables

This table contains the comparisons of Kerrville's results to those from other communities. The first column shows the comparison of Kerrville's rating to the benchmark. Kerrville's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Kerrville residents is statistically similar to or different than the benchmark. The second column is Kerrville's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Kerrville's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Kerrville's result -- that is what percent of surveyed communities had a lower rating than Kerrville.

			% positive	Rank	Number of communities	Percentile
<b>Please rate each of the following aspects of quality of life in Kerrville.</b>	Kerrville as a place to live	Similar	85%	201	403	50
	Your neighborhood as a place to live	Similar	81%	215	335	36
	Kerrville as a place to raise children	Similar	75%	264	405	35
	Kerrville as a place to work	Similar	54%	269	388	30
	Kerrville as a place to visit	Similar	77%	82	329	75
	Kerrville as a place to retire	Higher	86%	24	389	94
	The overall quality of life	Similar	76%	264	445	40
	Sense of community	Similar	62%	173	337	48
<b>Please rate each of the following characteristics as they relate to Kerrville as a whole.</b>	Overall economic health	Similar	57%	219	310	29
	Overall quality of the transportation system	Lower	34%	140	157	11
	Overall design or layout of residential and commercial areas	Similar	54%	219	303	28
	Overall quality of the utility infrastructure	Similar	70%	71	153	54
	Overall feeling of safety	Similar	83%	192	385	50
	Overall quality of natural environment	Similar	87%	62	314	80
	Overall quality of parks and recreation opportunities	Similar	86%	54	159	66
	Overall health and wellness opportunities	Similar	74%	143	304	53
	Overall opportunities for education, culture, and the arts	Similar	64%	145	307	53
	Residents' connection and engagement with their community	Similar	56%	94	154	39
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Kerrville to someone who asks	Similar	82%	223	320	30

<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Remain in Kerrville for the next five years	Similar	86%	116	313	63
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Similar	95%	160	370	56
	In Kerrville's downtown/commercial area during the day	Similar	95%	124	344	64
	From property crime	Similar	82%	46	164	72
	From violent crime	Similar	86%	75	164	54
	From fire, flood, or other natural disaster	Similar	85%	93	152	39
<b>Please rate the job you feel the Kerrville community does at each of the following.</b>	Making all residents feel welcome	Similar	68%	95	160	41
	Attracting people from diverse backgrounds	Lower	46%	138	157	12
	Valuing/respecting residents from diverse backgrounds	Lower	48%	151	158	5
	Taking care of vulnerable residents	Similar	56%	92	154	40
<b>Please rate each of the following in the Kerrville community.</b>	Overall quality of business and service establishments	Similar	64%	194	312	38
	Variety of business and service establishments	Lower	45%	125	154	19
	Vibrancy of downtown/commercial area	Similar	39%	219	293	25
	Employment opportunities	Similar	34%	221	341	35
	Shopping opportunities	Lower	28%	286	327	12
	Cost of living	Similar	31%	250	306	18
	Overall image or reputation	Similar	71%	212	383	44
<b>Please also rate each of the following in the Kerrville community.</b>	Traffic flow on major streets	Similar	50%	185	358	48
	Ease of public parking	Similar	65%	95	283	66
	Ease of travel by car	Similar	75%	117	337	65
	Ease of travel by public transportation	Much lower	10%	283	288	2
	Ease of travel by bicycle	Lower	32%	278	339	18
	Ease of walking	Similar	57%	240	339	29
	Well-planned residential growth	Similar	36%	124	156	21
	Well-planned commercial growth	Similar	31%	128	156	18
	Well-designed neighborhoods	Similar	44%	121	154	22

<b>Please also rate each of the following in the Kerrville community.</b>	Preservation of the historical or cultural character of the community	Similar	65%	79	152	48
	Public places where people want to spend time	Similar	60%	177	299	41
	Variety of housing options	Lower	23%	294	315	6
	Availability of affordable quality housing	Lower	12%	312	340	8
	Overall quality of new development	Lower	34%	304	333	9
	Overall appearance	Similar	63%	244	371	34
	Cleanliness	Similar	75%	186	341	45
	Water resources	Higher	80%	30	140	79
	Air quality	Similar	86%	105	294	64
	Availability of paths and walking trails	Higher	85%	47	343	86
	Fitness opportunities	Similar	80%	70	295	76
	Recreational opportunities	Similar	69%	151	326	53
	Availability of affordable quality food	Similar	61%	221	290	24
	Availability of affordable quality health care	Similar	61%	172	303	43
	Availability of preventive health services	Similar	66%	149	286	48
	Availability of affordable quality mental health care	Similar	43%	195	286	32
	Opportunities to attend cultural/arts/music activities	Similar	67%	74	323	77
	Community support for the arts	Higher	75%	27	153	83
	Availability of affordable quality childcare/preschool	Lower	30%	283	301	6
	K-12 education	Similar	64%	206	308	33
	Adult educational opportunities	Similar	55%	191	292	34
	Sense of civic/community pride	Similar	63%	83	153	46
	Neighborliness of residents	Similar	65%	131	299	56
	Opportunities to participate in social events and activities	Similar	65%	125	306	59
	Opportunities to attend special events and festivals	Similar	69%	125	313	60
	Opportunities to volunteer	Similar	75%	75	303	75

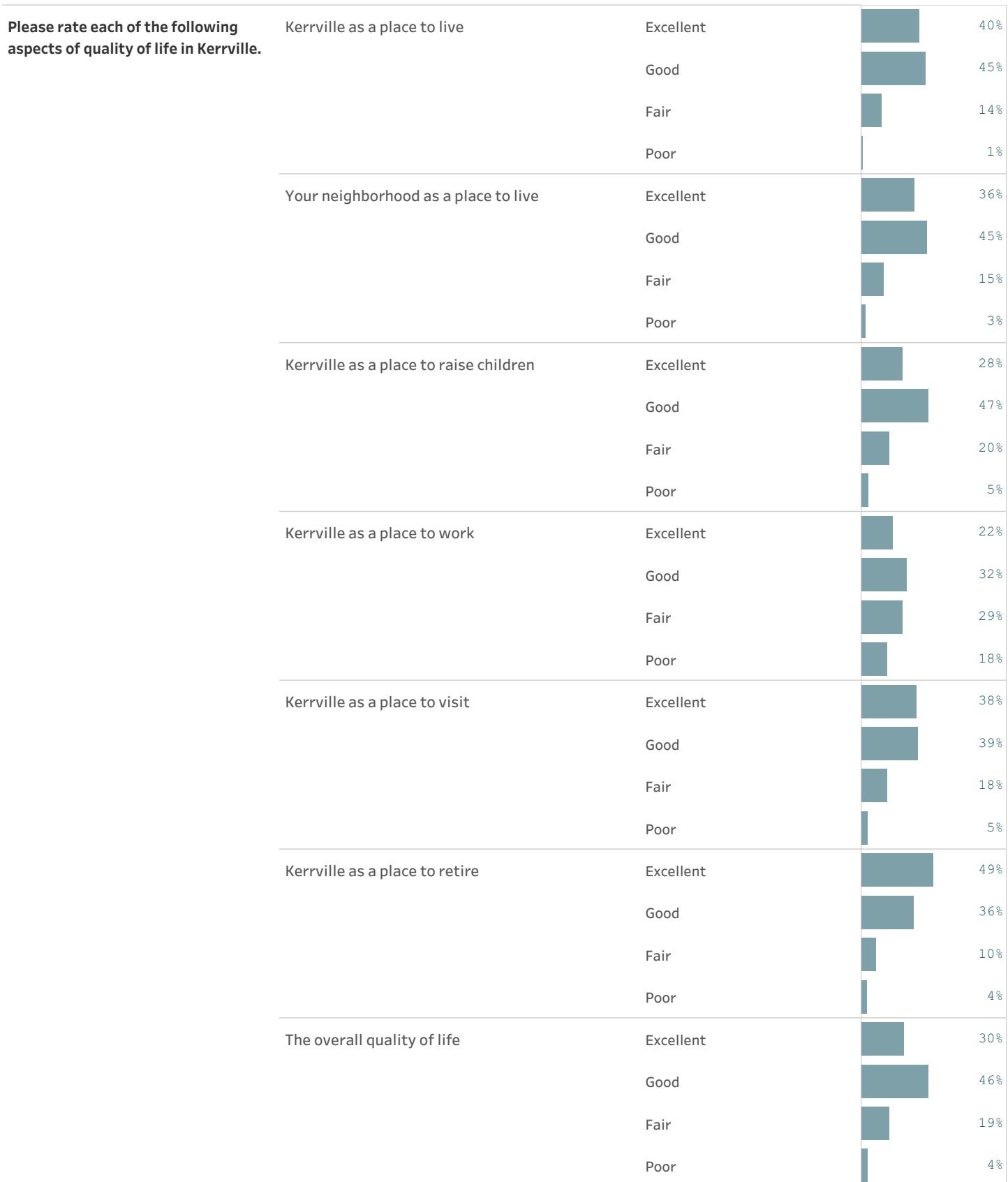
<b>Please also rate each of the following in the Kerrville community.</b>	Opportunities to participate in community matters	Similar	61%	180	307	41
	Openness and acceptance of the community toward people of diverse backgrounds	Lower	46%	300	331	9
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Kerrville for help or information	Similar	47%	180	360	50
	Contacted Kerrville elected officials to express your opinion	Similar	14%	209	301	30
	Attended a local public meeting	Similar	20%	130	300	56
	Watched a local public meeting	Similar	32%	57	279	79
	Volunteered your time to some group/activity	Higher	49%	42	305	86
	Campaigned or advocated for a local issue, cause, or candidate	Similar	25%	76	289	74
	Voted in your most recent local election	Similar	69%	120	155	23
	Used public transportation instead of driving	Lower	7%	209	271	23
	Carpooled with other adults or children instead of driving alone	Similar	41%	139	294	53
	Walked or biked instead of driving	Lower	43%	249	298	16
<b>Please rate the quality of each of the following services in Kerrville.</b>	Public information services	Similar	58%	245	325	24
	Economic development	Similar	47%	236	316	25
	Traffic enforcement	Similar	67%	194	385	49
	Traffic signal timing	Similar	40%	282	306	8
	Street repair	Similar	39%	262	385	32
	Street cleaning	Similar	53%	244	326	25
	Street lighting	Similar	58%	244	366	33
	Snow removal	Lower	44%	261	286	8
	Sidewalk maintenance	Similar	42%	256	331	22
	Bus or transit services	Much lower	11%	278	283	2
	Land use, planning and zoning	Similar	35%	268	329	18
	Code enforcement	Similar	36%	305	385	21
	Affordable high-speed internet access	Similar	45%	99	149	34
	Garbage collection	Similar	79%	219	361	39

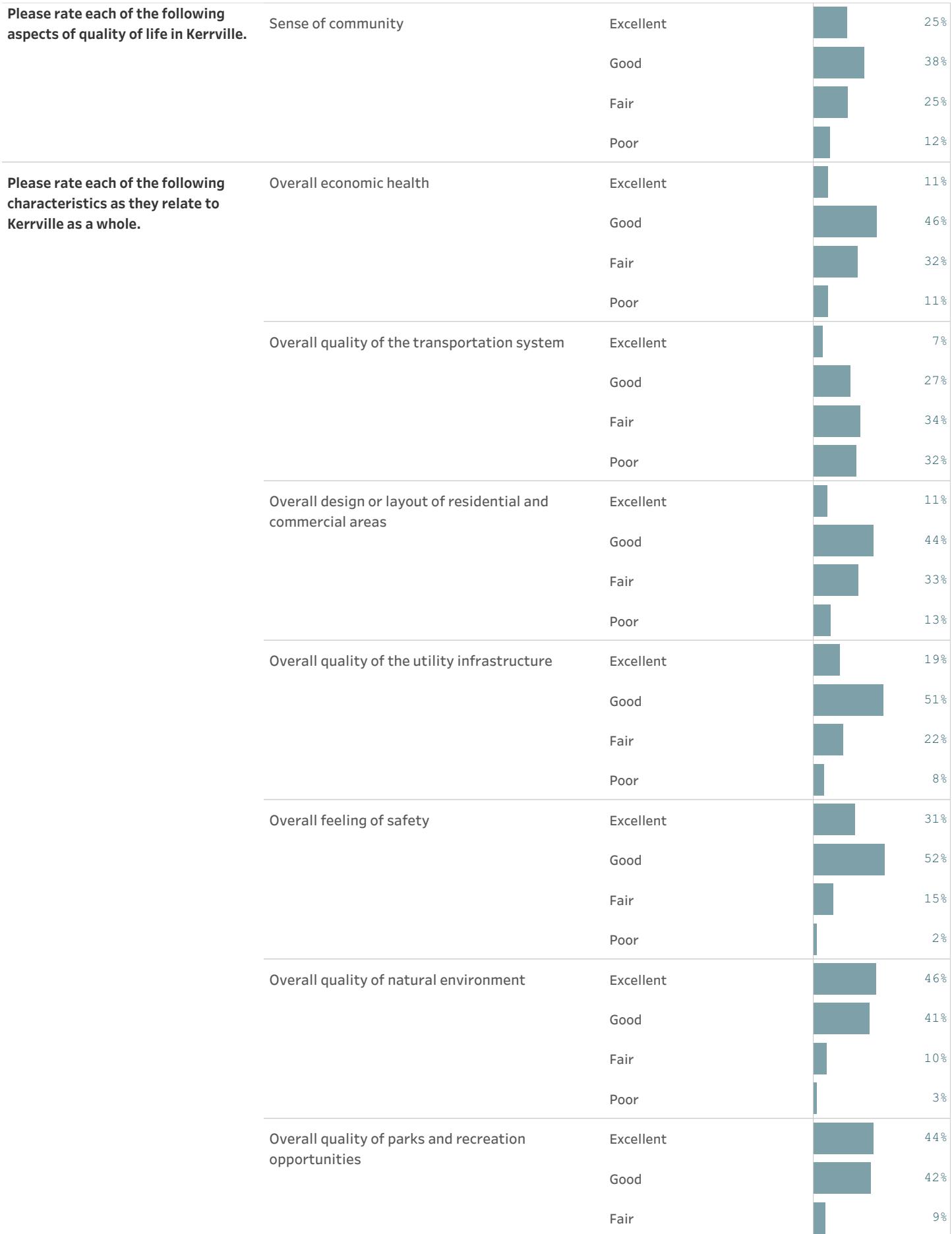
<b>Please rate the quality of each of the following services in Kerrville.</b>	Drinking water	Similar	66%	219	328	33
	Sewer services	Similar	79%	183	330	44
	Storm water management	Similar	66%	228	353	35
	Power (electric and/or gas) utility	Similar	77%	115	249	54
	Utility billing	Similar	70%	98	281	65
	Police/Sheriff services	Similar	82%	178	436	59
	Crime prevention	Similar	77%	162	384	58
	Animal control	Similar	67%	218	348	37
	Ambulance or emergency medical services	Similar	86%	158	348	54
	Fire services	Similar	89%	177	381	53
	Fire prevention and education	Similar	76%	196	319	38
	Emergency preparedness	Similar	57%	254	317	20
	Preservation of natural areas	Similar	69%	103	298	65
	Kerrville open space	Similar	64%	139	287	51
	Recycling	Lower	57%	321	365	12
	Yard waste pick-up	Similar	67%	215	307	30
	City parks	Similar	85%	126	343	63
	Recreation programs or classes	Similar	67%	202	337	40
	Recreation centers or facilities	Similar	65%	174	310	44
<b>Please rate the following categories of Kerrville government performance.</b>	Health services	Similar	72%	87	277	68
	Public library services	Similar	84%	199	353	43
	Overall customer service by Kerrville employees	Similar	78%	182	400	54
	The value of services for the taxes paid to Kerrville	Similar	50%	271	408	33
	The overall direction that Kerrville is taking	Similar	54%	241	356	32
	The job Kerrville government does at welcoming resident involvement	Similar	43%	271	350	22
	Overall confidence in Kerrville government	Similar	47%	231	311	26

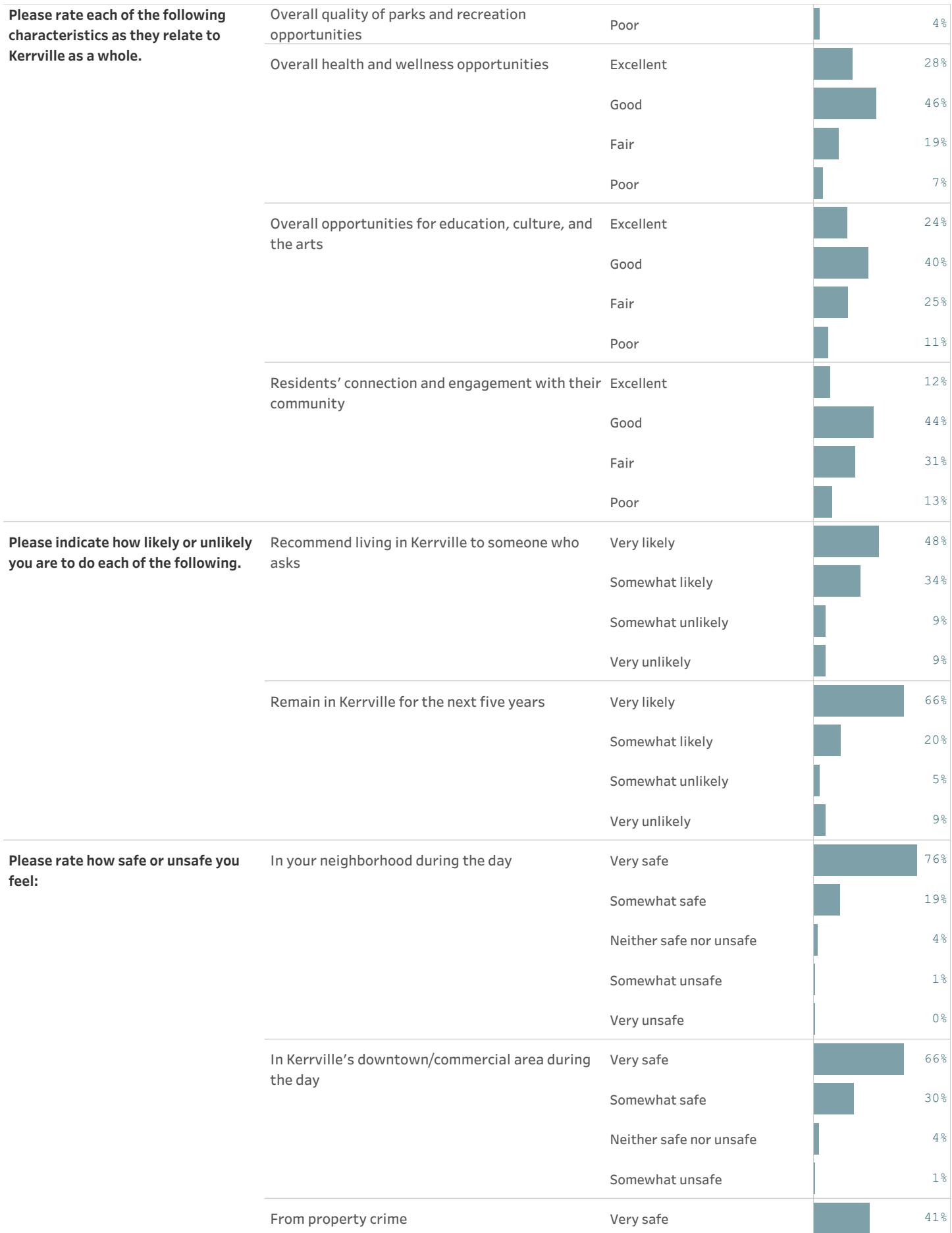
<b>Please rate the following categories of Kerrville government performance.</b>	Generally acting in the best interest of the community	Similar	48%	246	314	21
	Being honest	Similar	50%	213	304	30
	Being open and transparent to the public	Similar	45%	117	159	27
	Informing residents about issues facing the community	Similar	45%	120	165	27
	Treating all residents fairly	Similar	49%	234	311	25
	Treating residents with respect	Similar	56%	126	156	19
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Kerrville	Similar	67%	272	405	33
	The Federal Government	Similar	32%	253	291	13
<b>Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.</b>	Overall economic health	Similar	93%	43	287	85
	Overall quality of the transportation system	Similar	70%	73	152	52
	Overall design or layout of residential and commercial areas	Similar	77%	111	287	61
	Overall quality of the utility infrastructure	Similar	91%	39	151	74
	Overall feeling of safety	Similar	87%	196	287	31
	Overall quality of natural environment	Similar	86%	56	287	80
	Overall quality of parks and recreation opportunities	Similar	84%	33	152	78
	Overall health and wellness opportunities	Higher	91%	5	287	98
	Overall opportunities for education, culture, and the arts	Similar	80%	83	287	71
	Residents' connection and engagement with their community	Similar	77%	138	287	52
<b>In general, how many times do you:</b>	Access the internet from your home	Similar	93%	108	152	29
	Access the internet from your cell phone	Similar	90%	124	152	19
	Visit social media sites	Similar	70%	141	151	7
	Use or check email	Similar	95%	108	152	29
	Share your opinions online	Similar	34%	33	152	78
	Shop online	Similar	49%	114	152	25
	Please rate your overall health.	Similar	64%	137	293	53
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	20%	248	295	16

## Complete set of frequencies

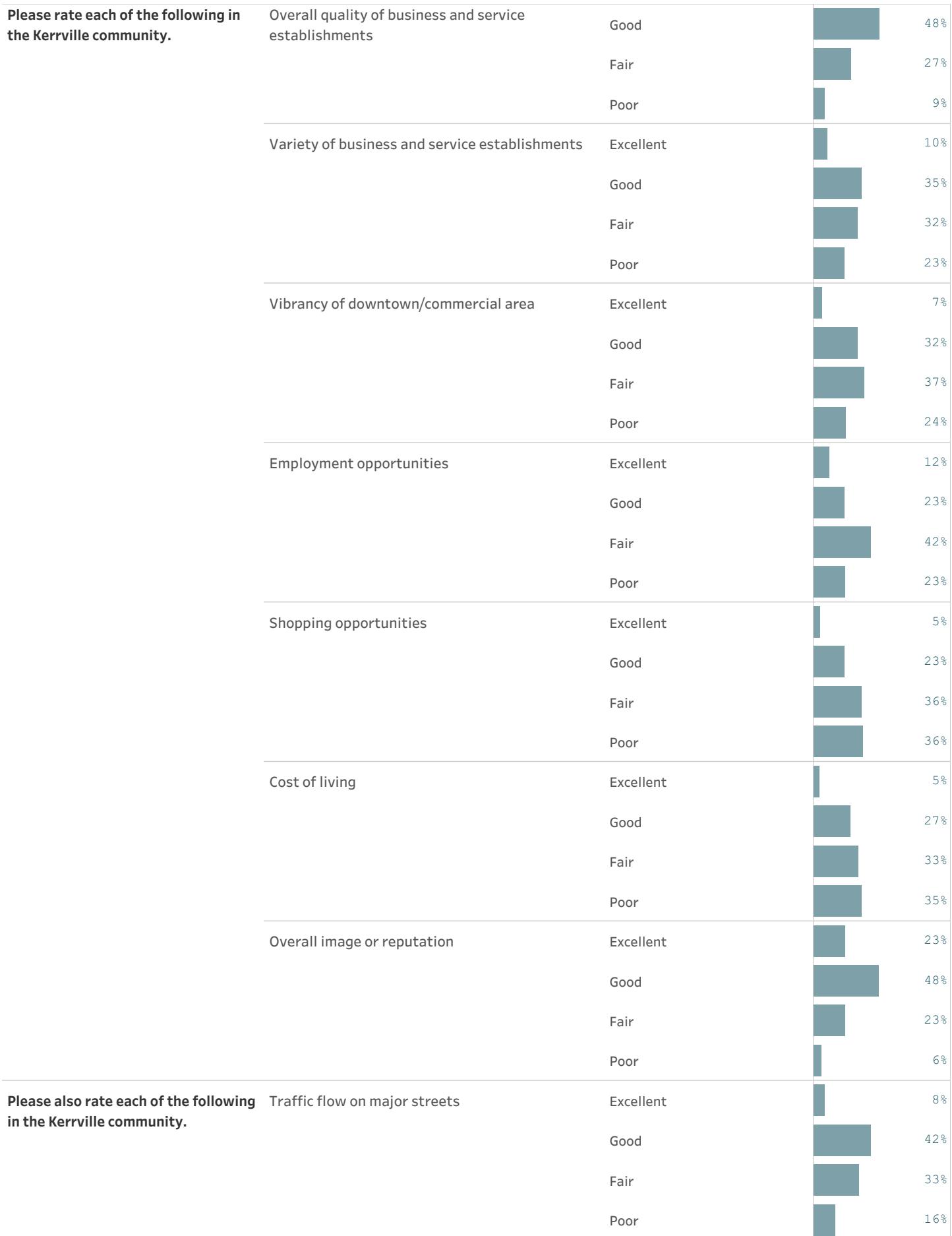
This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

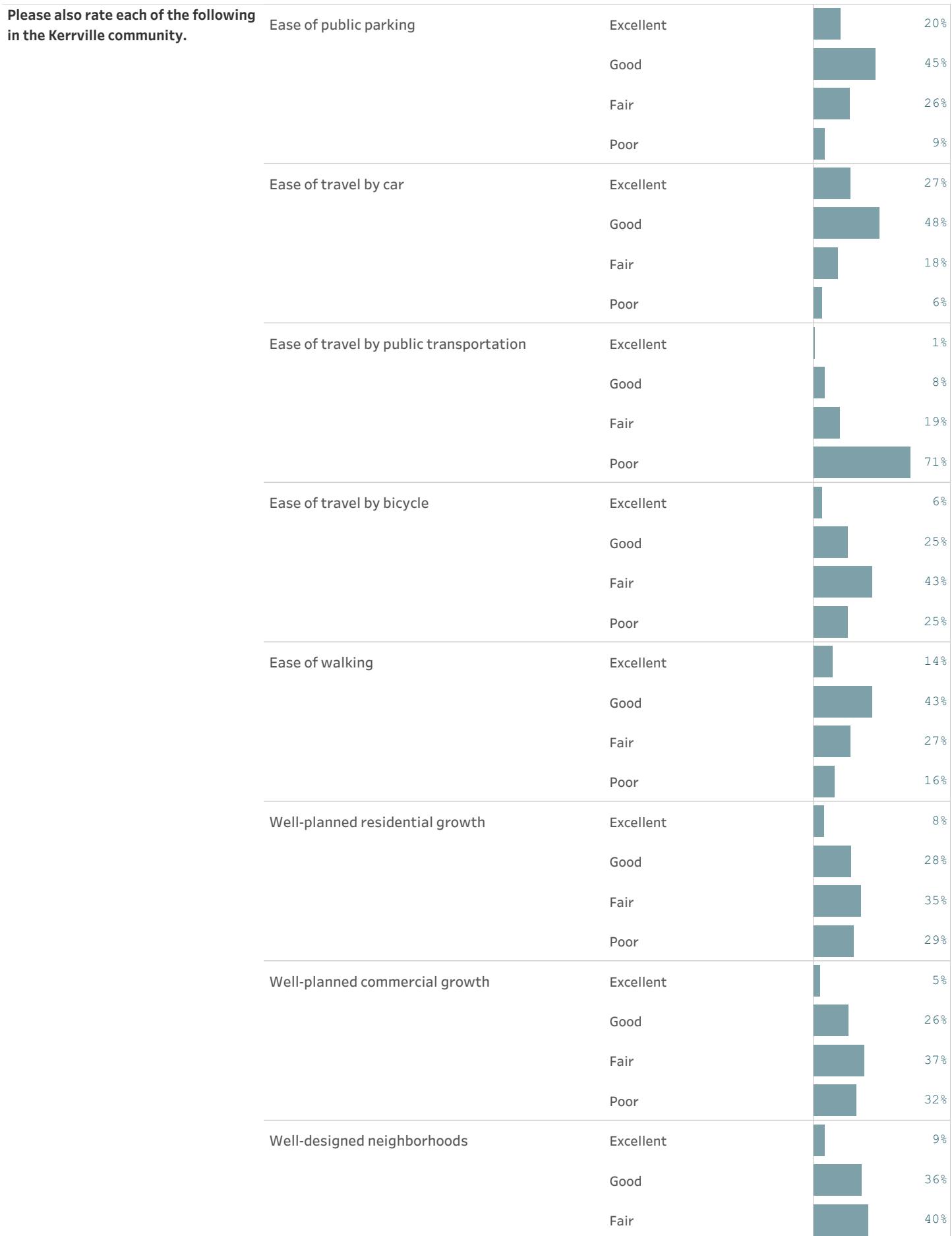


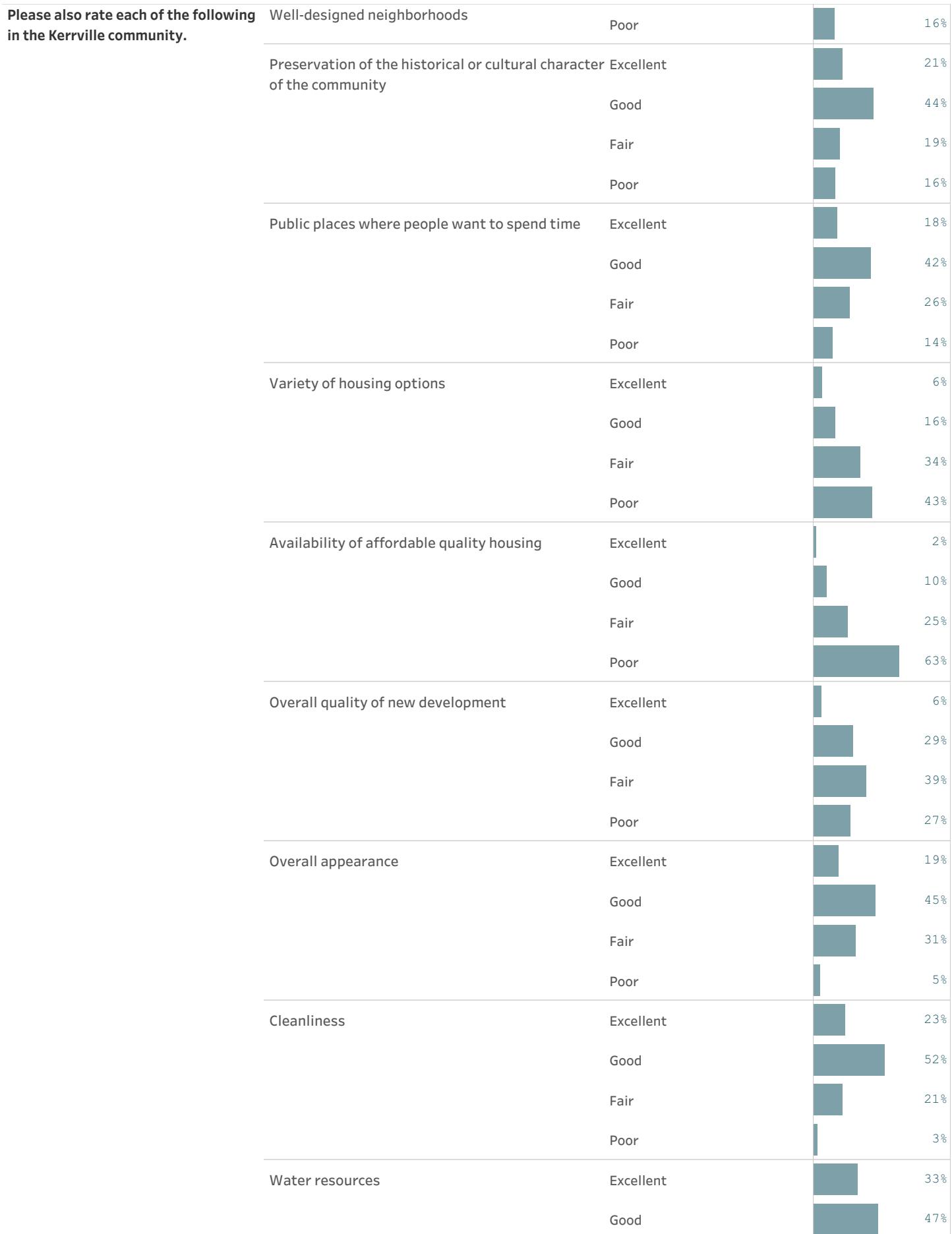




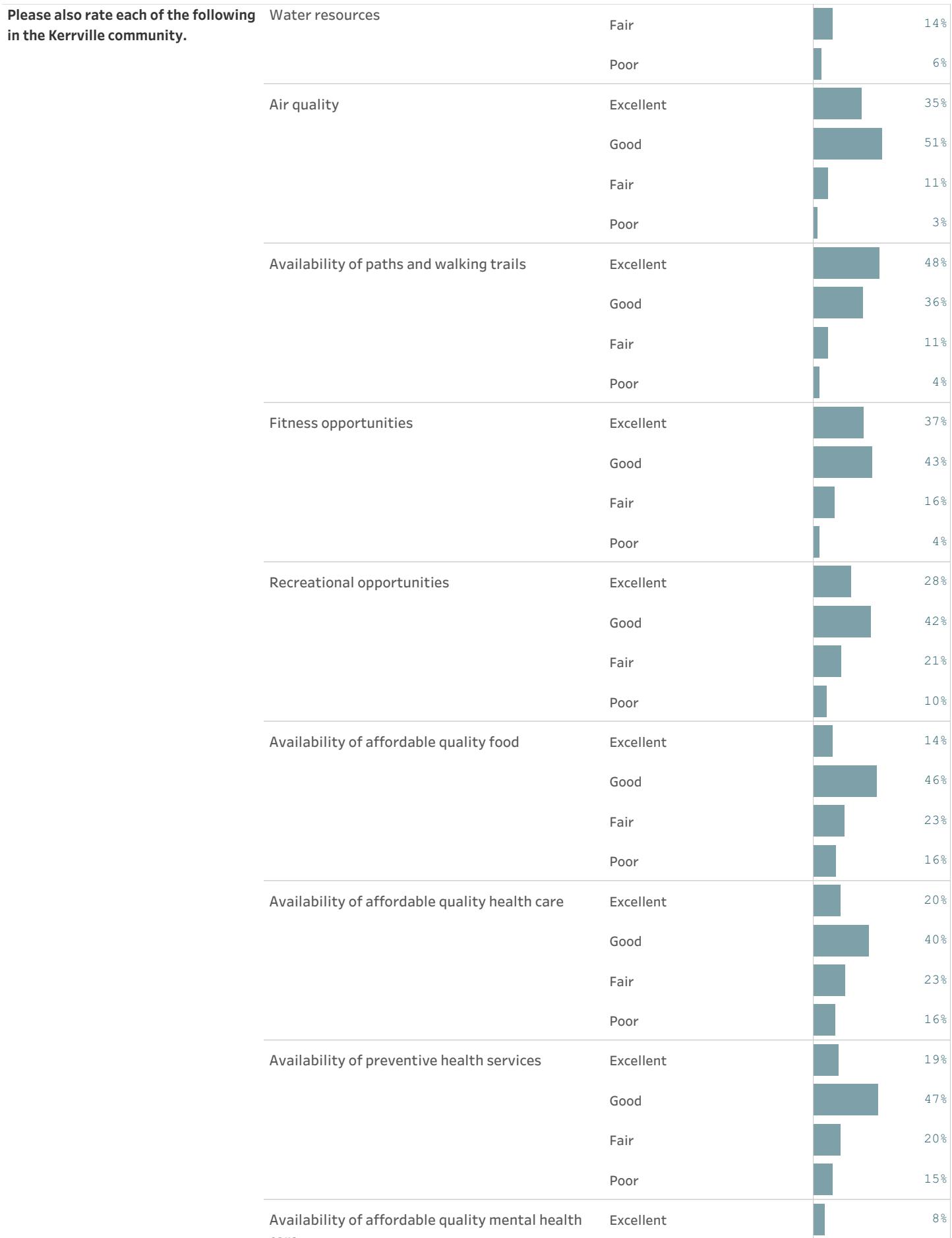
<b>Please rate how safe or unsafe you feel:</b>	From property crime	Somewhat safe		41%
		Neither safe nor unsafe		11%
		Somewhat unsafe		5%
		Very unsafe		1%
	From violent crime	Very safe		55%
		Somewhat safe		31%
		Neither safe nor unsafe		9%
		Somewhat unsafe		5%
		Very unsafe		0%
	From fire, flood, or other natural disaster	Very safe		37%
<b>Please rate the job you feel the Kerrville community does at each of the following.</b>		Somewhat safe		48%
		Neither safe nor unsafe		9%
		Somewhat unsafe		6%
		Very unsafe		0%
	Making all residents feel welcome	Excellent		24%
		Good		44%
		Fair		20%
		Poor		12%
	Attracting people from diverse backgrounds	Excellent		14%
		Good		32%
		Fair		27%
		Poor		27%
	Valuing/respecting residents from diverse backgrounds	Excellent		15%
		Good		33%
		Fair		29%
		Poor		23%
	Taking care of vulnerable residents	Excellent		18%
		Good		39%
		Fair		26%
		Poor		17%
<b>Please rate each of the following in the Kerrville community.</b>	Overall quality of business and service establishments	Excellent		16%





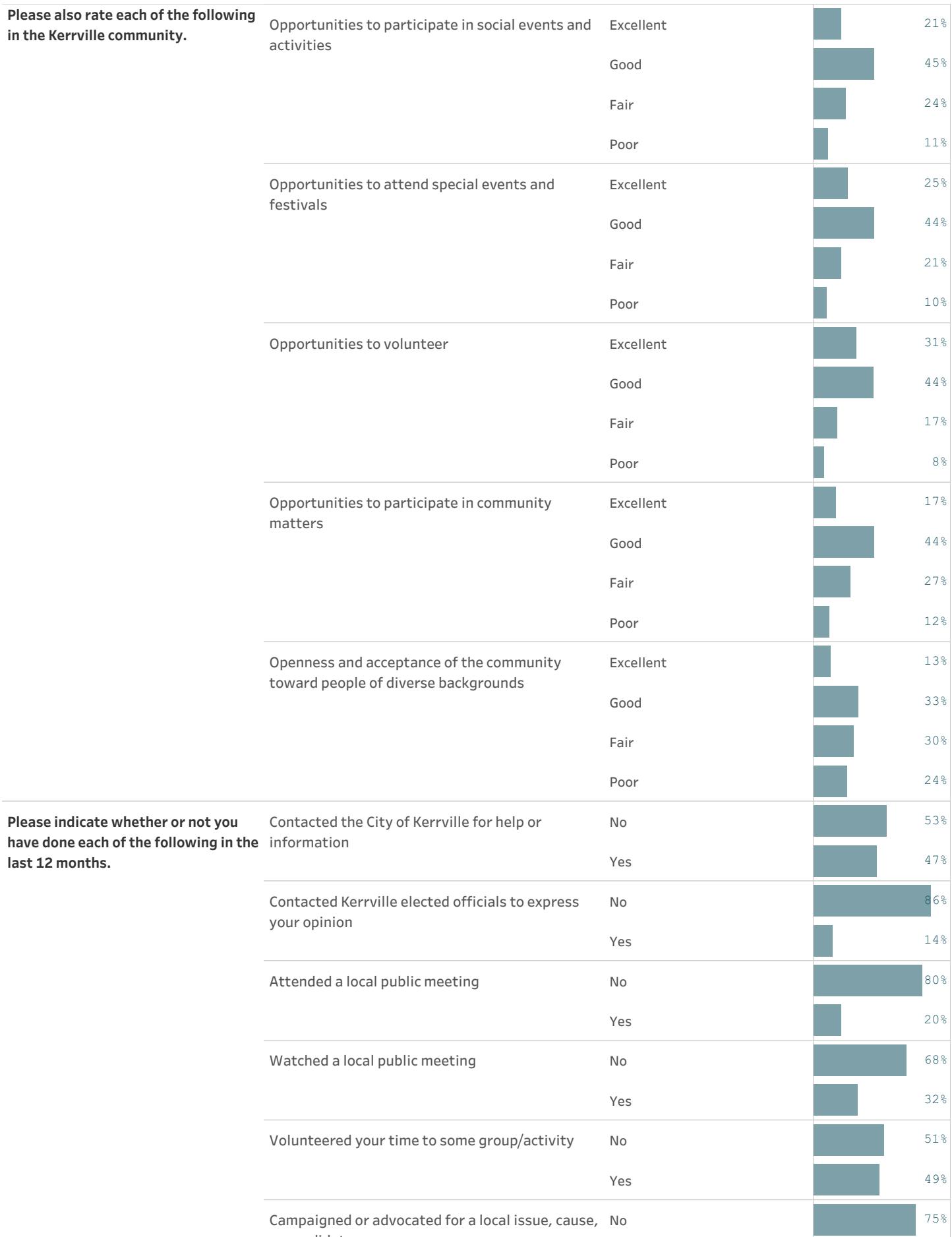


**Please also rate each of the following** Water resources  
in the Kerrville community.



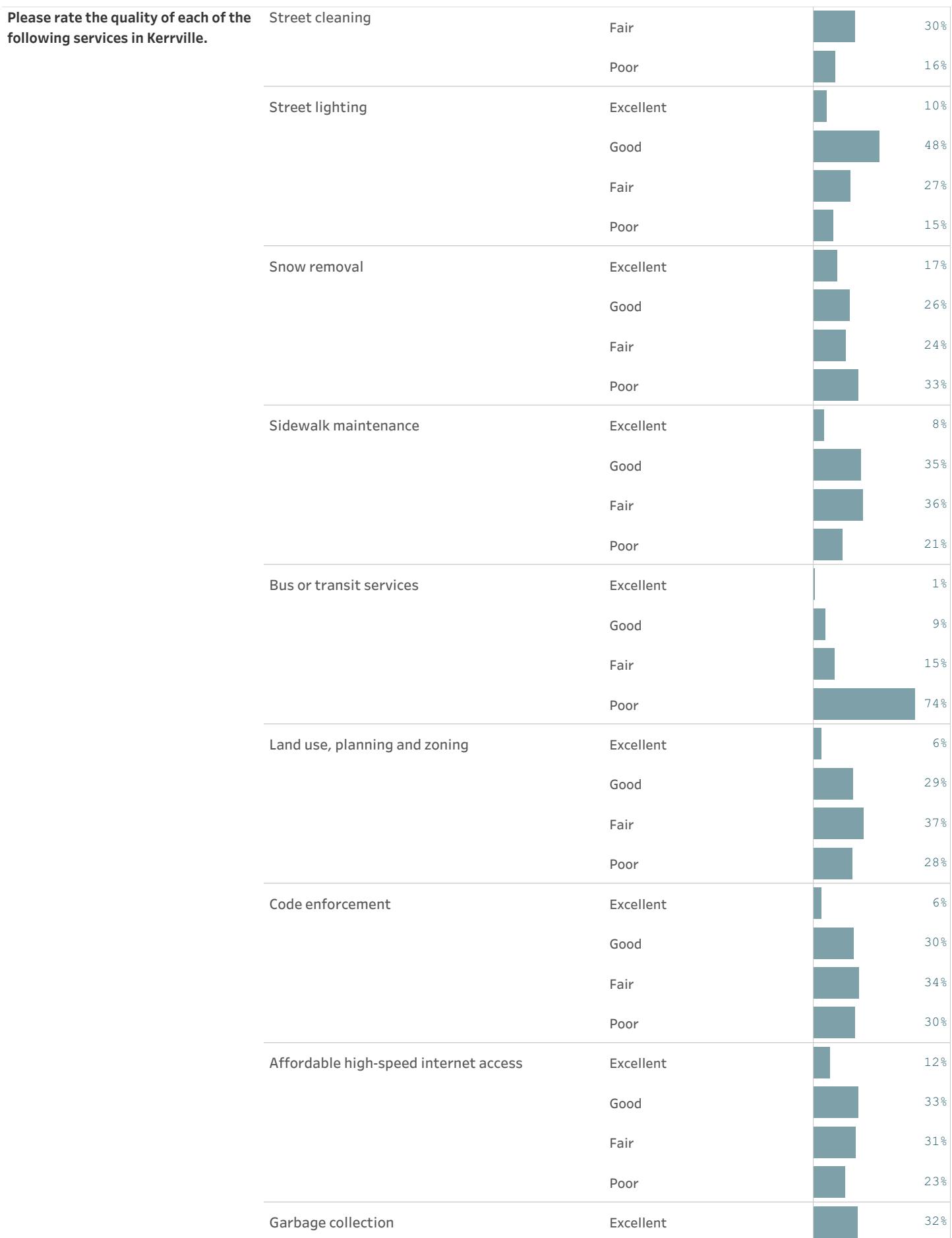
**Please also rate each of the following in the Kerrville community.**

Availability of affordable quality mental health care	Good		34%
	Fair		21%
	Poor		36%
Opportunities to attend cultural/arts/music activities	Excellent		29%
	Good		38%
	Fair		25%
	Poor		8%
Community support for the arts	Excellent		31%
	Good		44%
	Fair		14%
	Poor		11%
Availability of affordable quality childcare/preschool	Excellent		6%
	Good		24%
	Fair		24%
	Poor		47%
K-12 education	Excellent		16%
	Good		48%
	Fair		27%
	Poor		8%
Adult educational opportunities	Excellent		13%
	Good		43%
	Fair		26%
	Poor		19%
Sense of civic/community pride	Excellent		18%
	Good		45%
	Fair		25%
	Poor		12%
Neighborliness of residents	Excellent		23%
	Good		42%
	Fair		25%
	Poor		10%

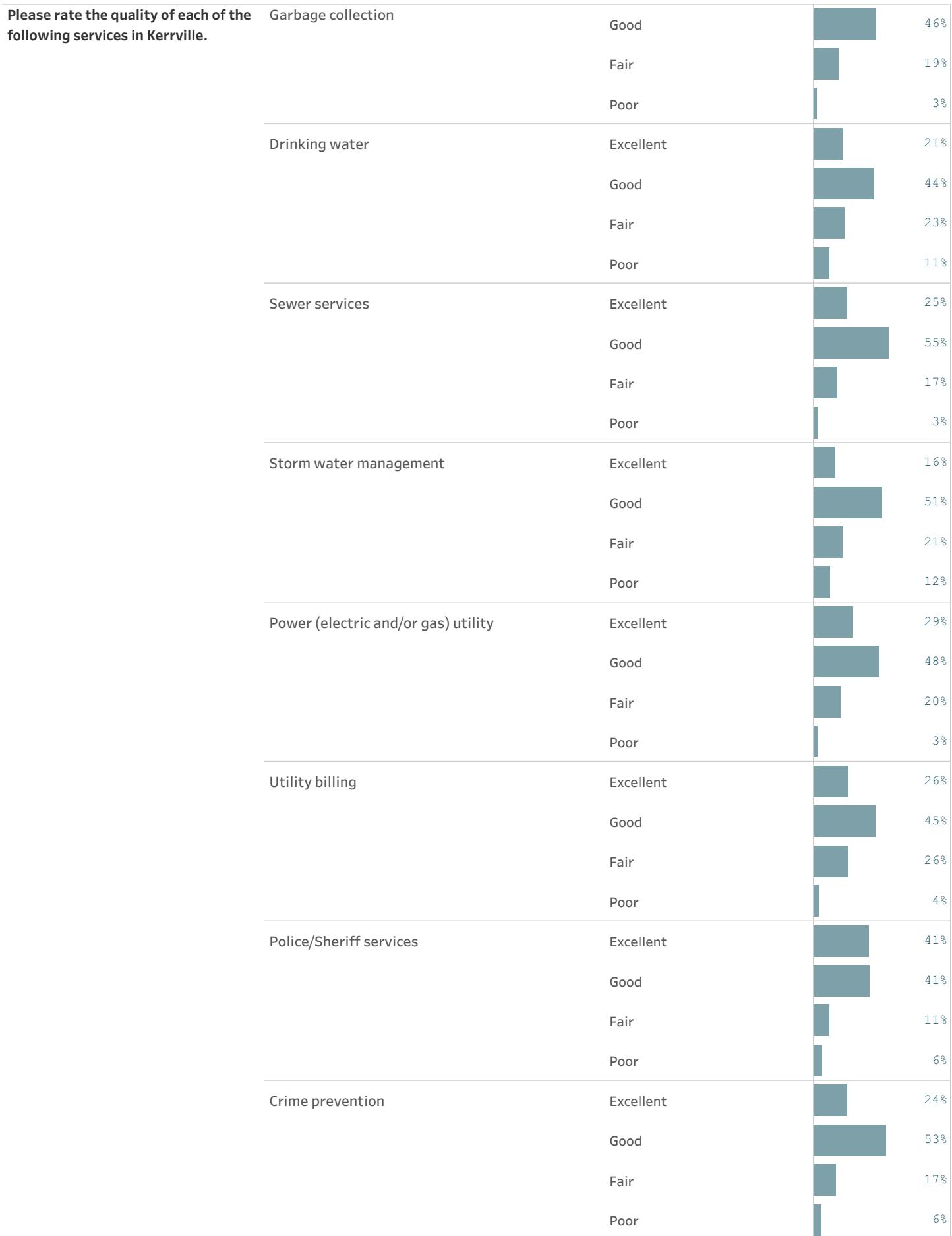


<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Campaigned or advocated for a local issue, cause, or candidate	Yes		25%
	Voted in your most recent local election	No		31%
		Yes		69%
	Used public transportation instead of driving	No		93%
		Yes		7%
	Carpooled with other adults or children instead of driving alone	No		59%
		Yes		41%
	Walked or biked instead of driving	No		57%
		Yes		43%
<b>Please rate the quality of each of the following services in Kerrville.</b>	Public information services	Excellent		13%
		Good		45%
		Fair		33%
		Poor		9%
	Economic development	Excellent		7%
		Good		40%
		Fair		34%
		Poor		19%
	Traffic enforcement	Excellent		17%
		Good		49%
		Fair		19%
		Poor		14%
	Traffic signal timing	Excellent		7%
		Good		33%
		Fair		33%
		Poor		27%
	Street repair	Excellent		9%
		Good		31%
		Fair		33%
		Poor		27%
	Street cleaning	Excellent		13%
		Good		41%

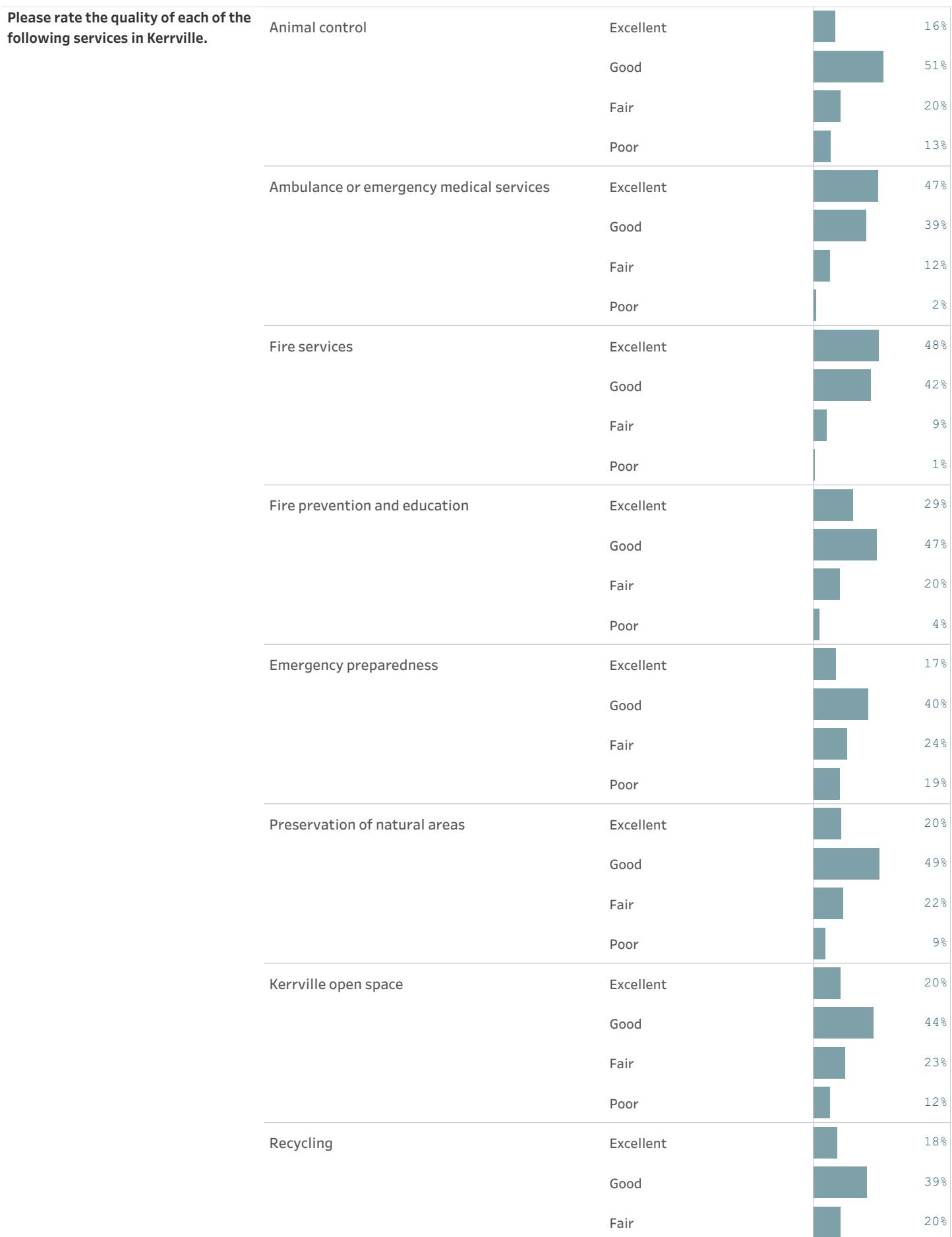
**Please rate the quality of each of the following services in Kerrville.**



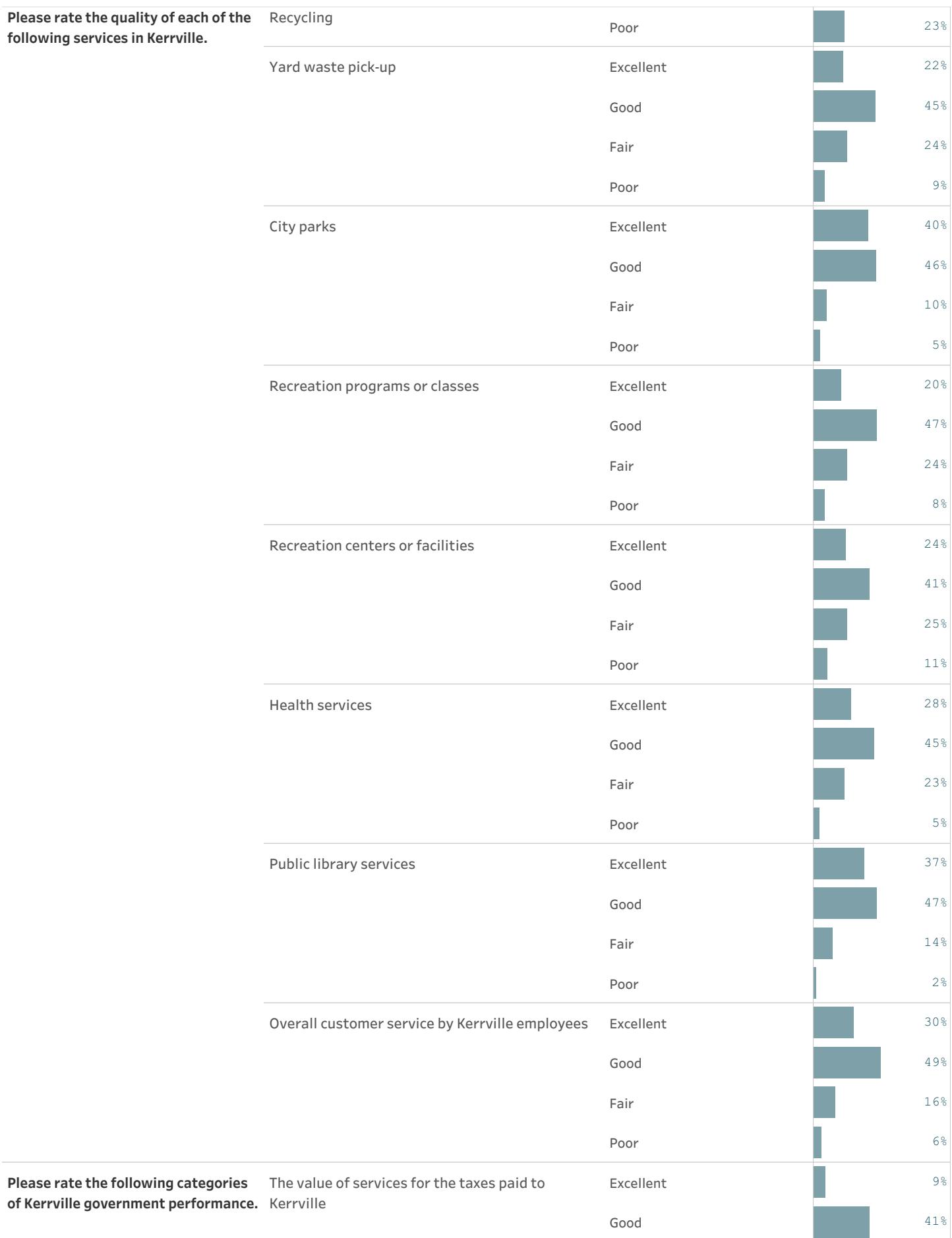
**Please rate the quality of each of the following services in Kerrville.**



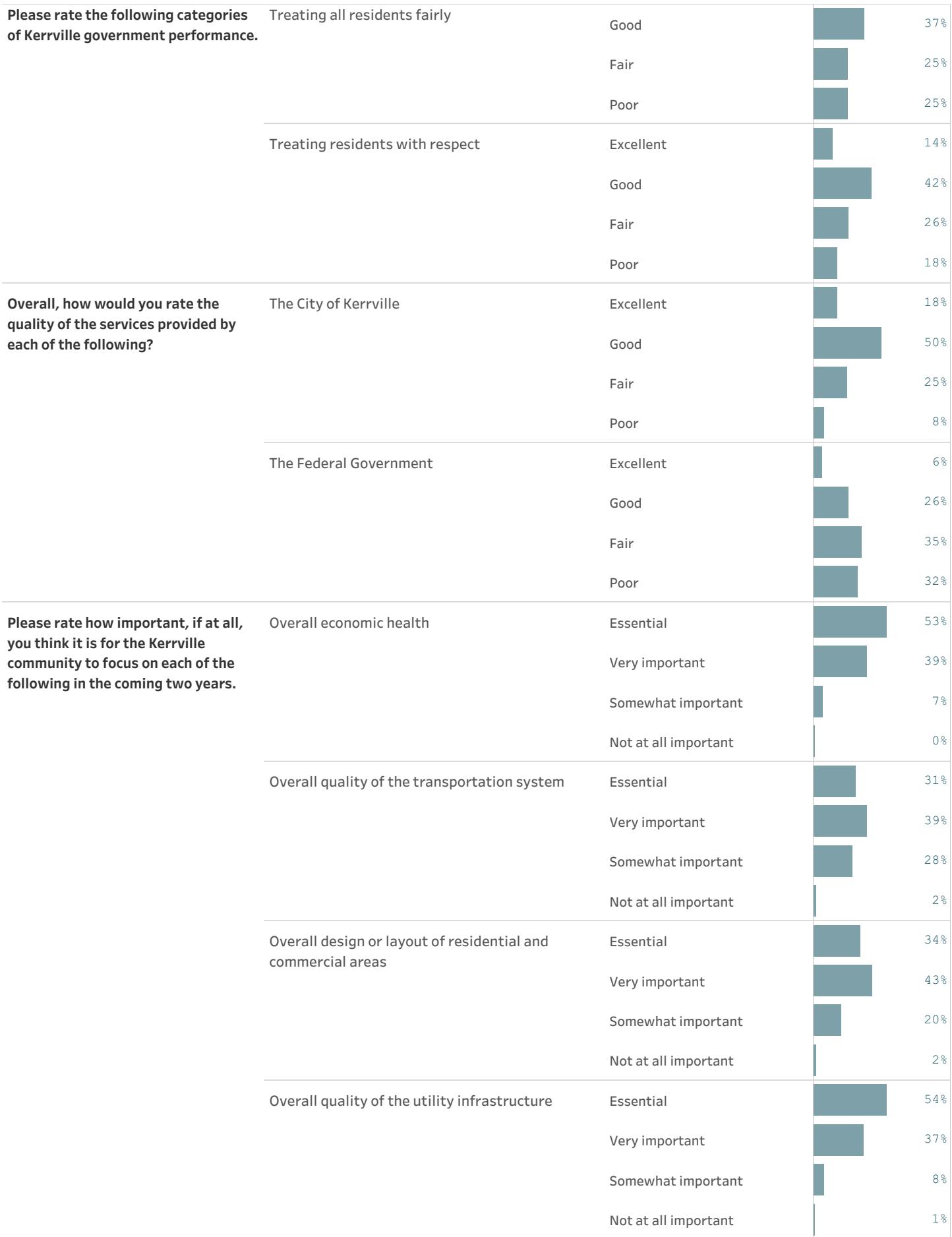
**Please rate the quality of each of the following services in Kerrville.**



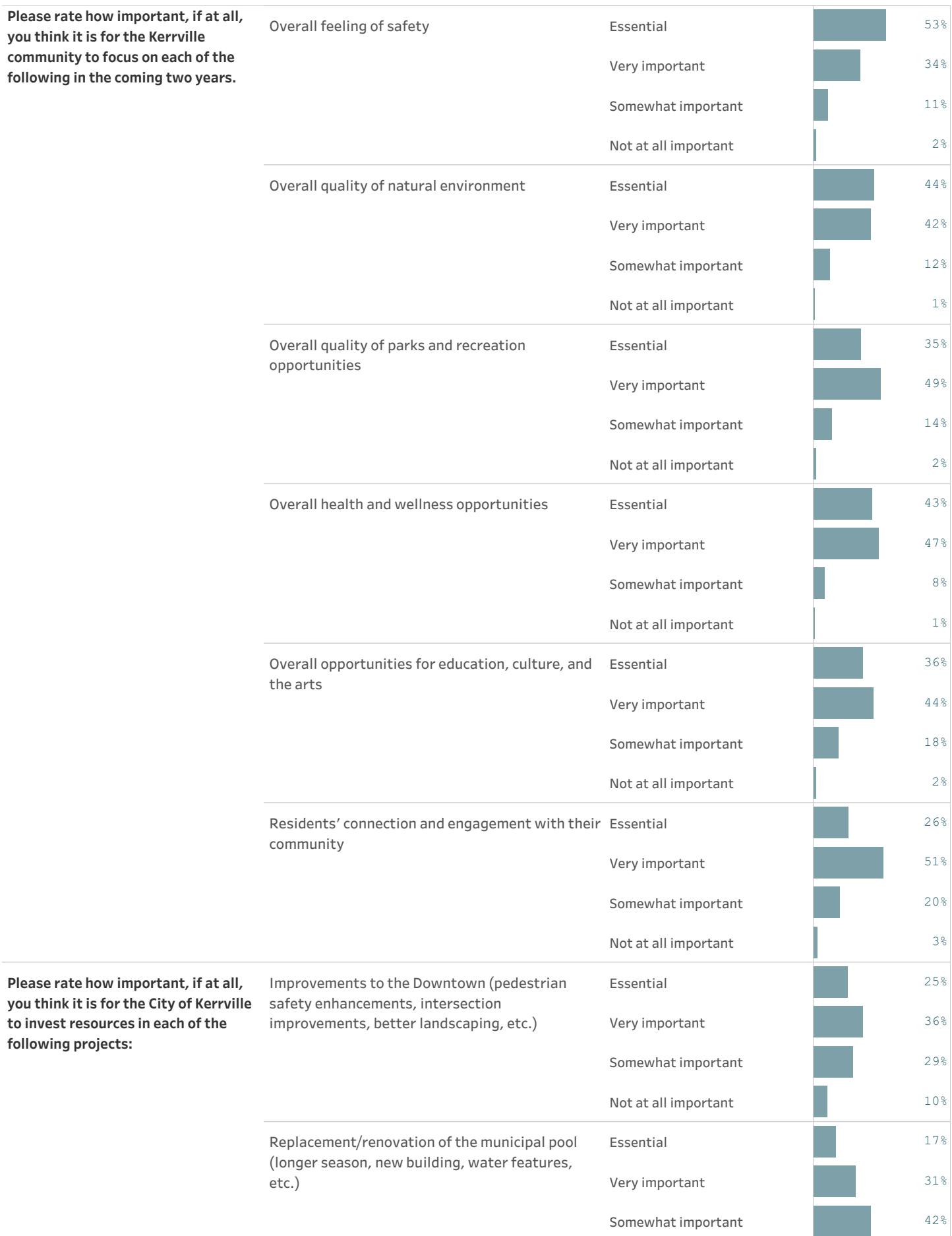
**Please rate the quality of each of the following services in Kerrville.**

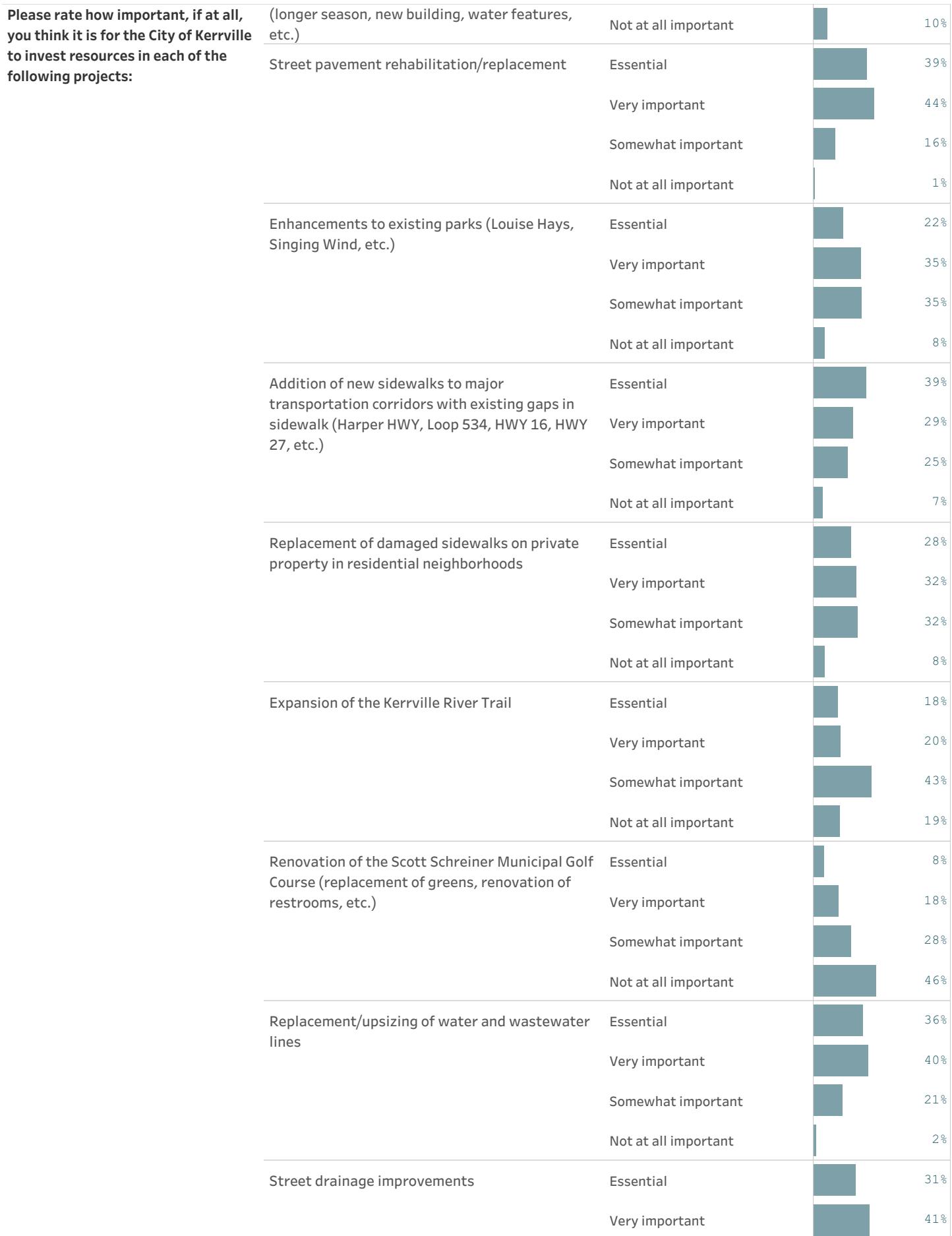


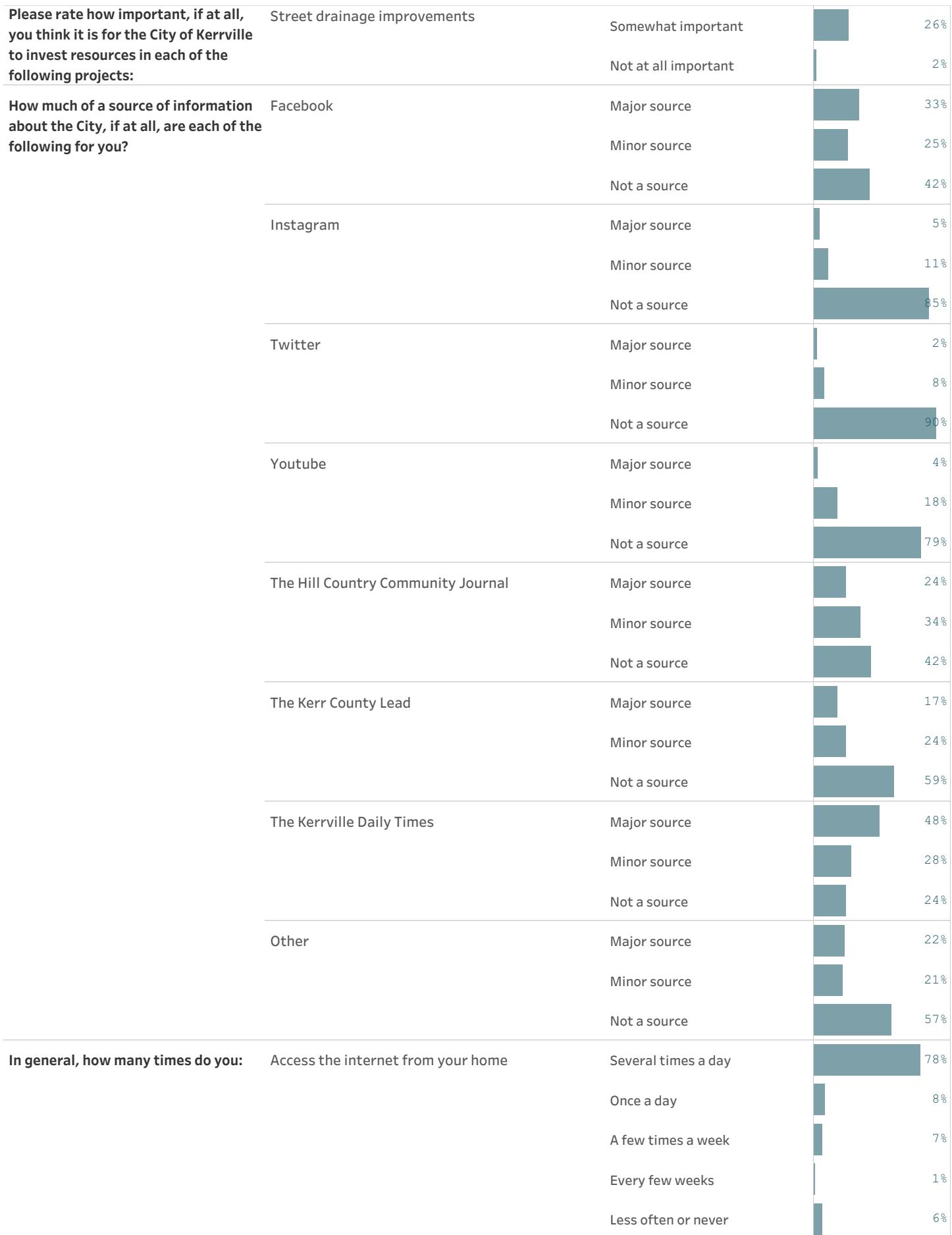
<b>Please rate the following categories of Kerrville government performance.</b>	The value of services for the taxes paid to Kerrville	Fair		28%
		Poor		21%
	The overall direction that Kerrville is taking	Excellent		8%
		Good		46%
		Fair		29%
		Poor		17%
	The job Kerrville government does at welcoming resident involvement	Excellent		10%
		Good		33%
		Fair		36%
		Poor		22%
	Overall confidence in Kerrville government	Excellent		8%
		Good		40%
		Fair		30%
		Poor		23%
	Generally acting in the best interest of the community	Excellent		8%
		Good		40%
		Fair		30%
		Poor		22%
	Being honest	Excellent		14%
		Good		37%
		Fair		30%
		Poor		19%
	Being open and transparent to the public	Excellent		11%
		Good		34%
		Fair		33%
		Poor		22%
	Informing residents about issues facing the community	Excellent		11%
		Good		35%
		Fair		31%
		Poor		23%
	Treating all residents fairly	Excellent		12%

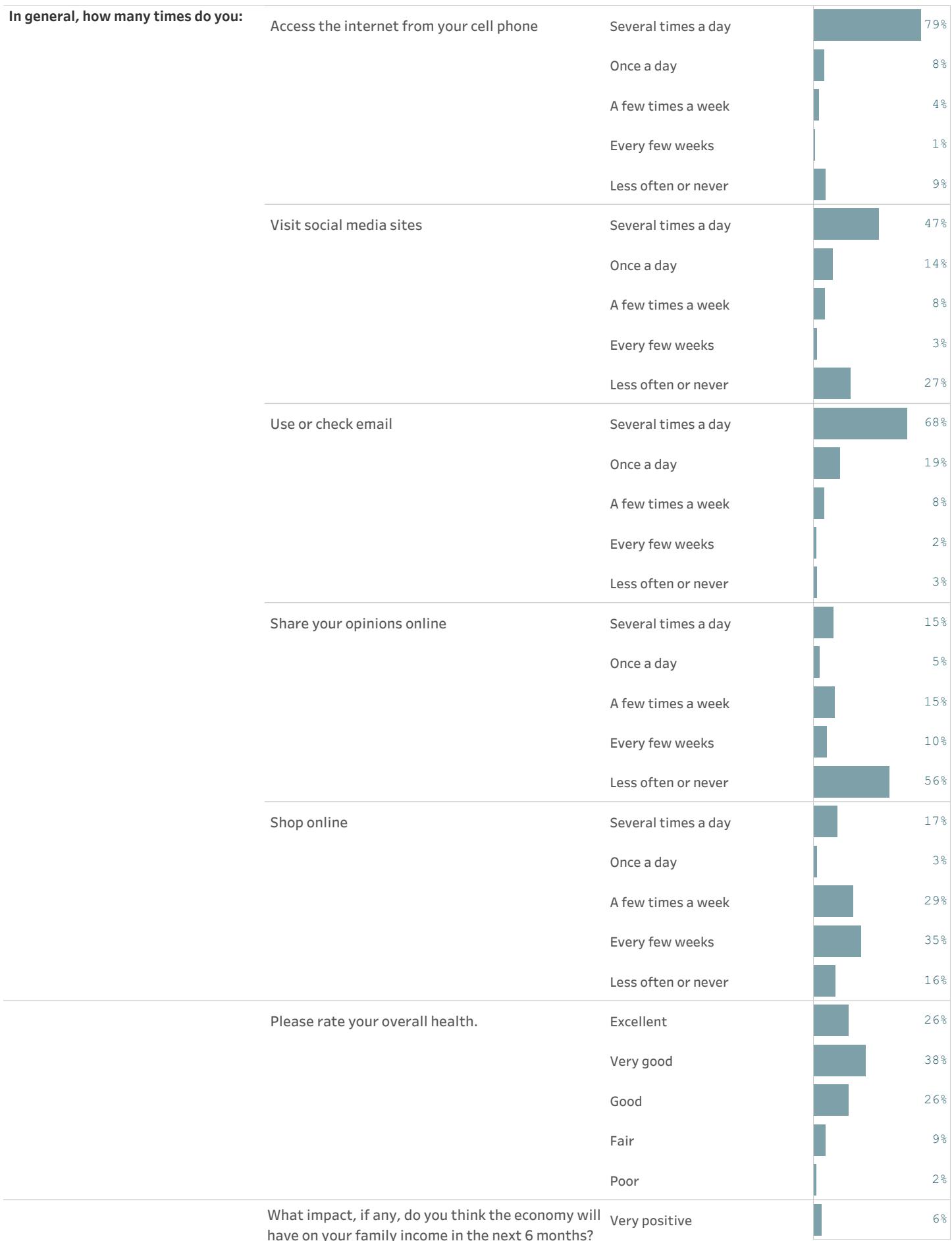


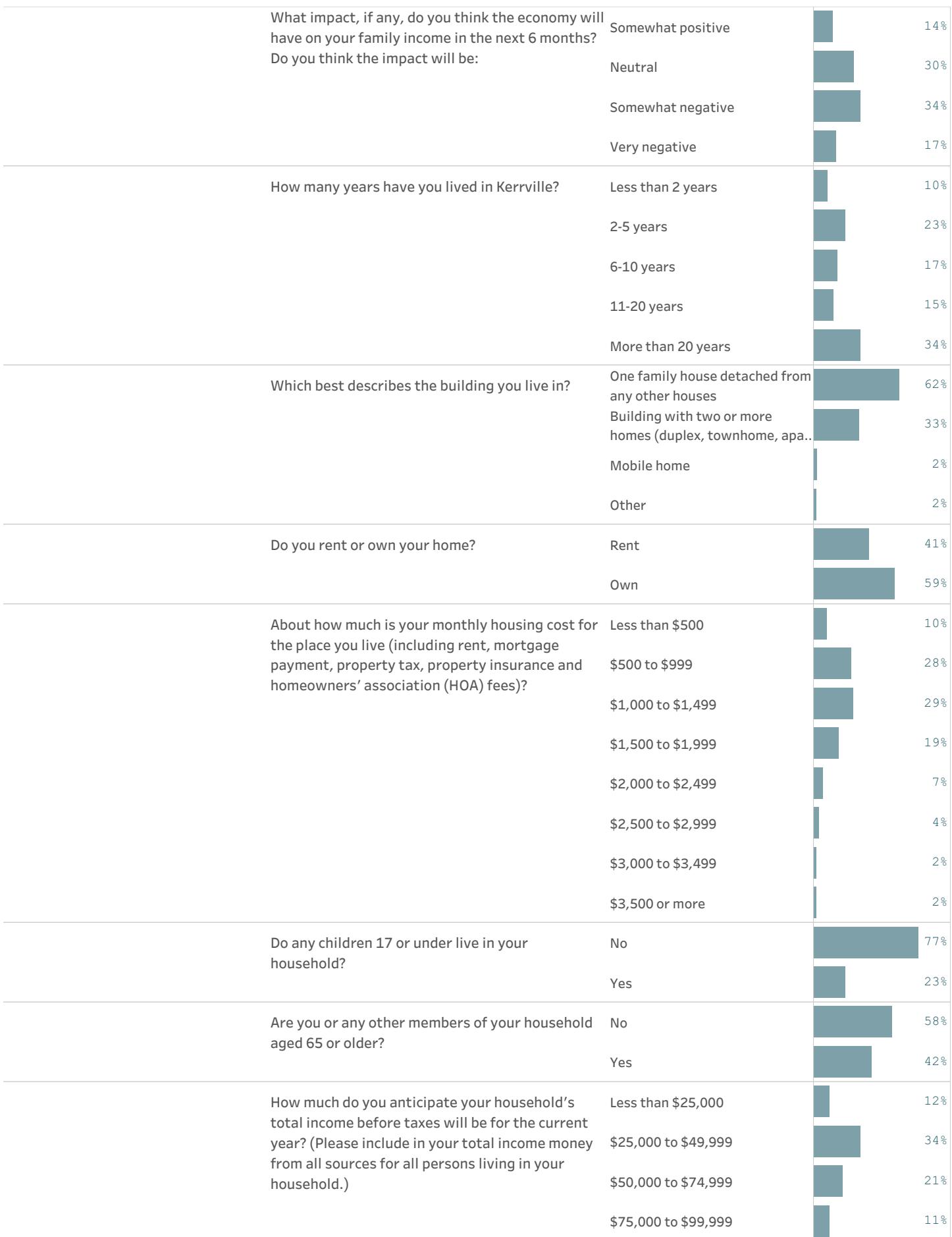
**Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.**

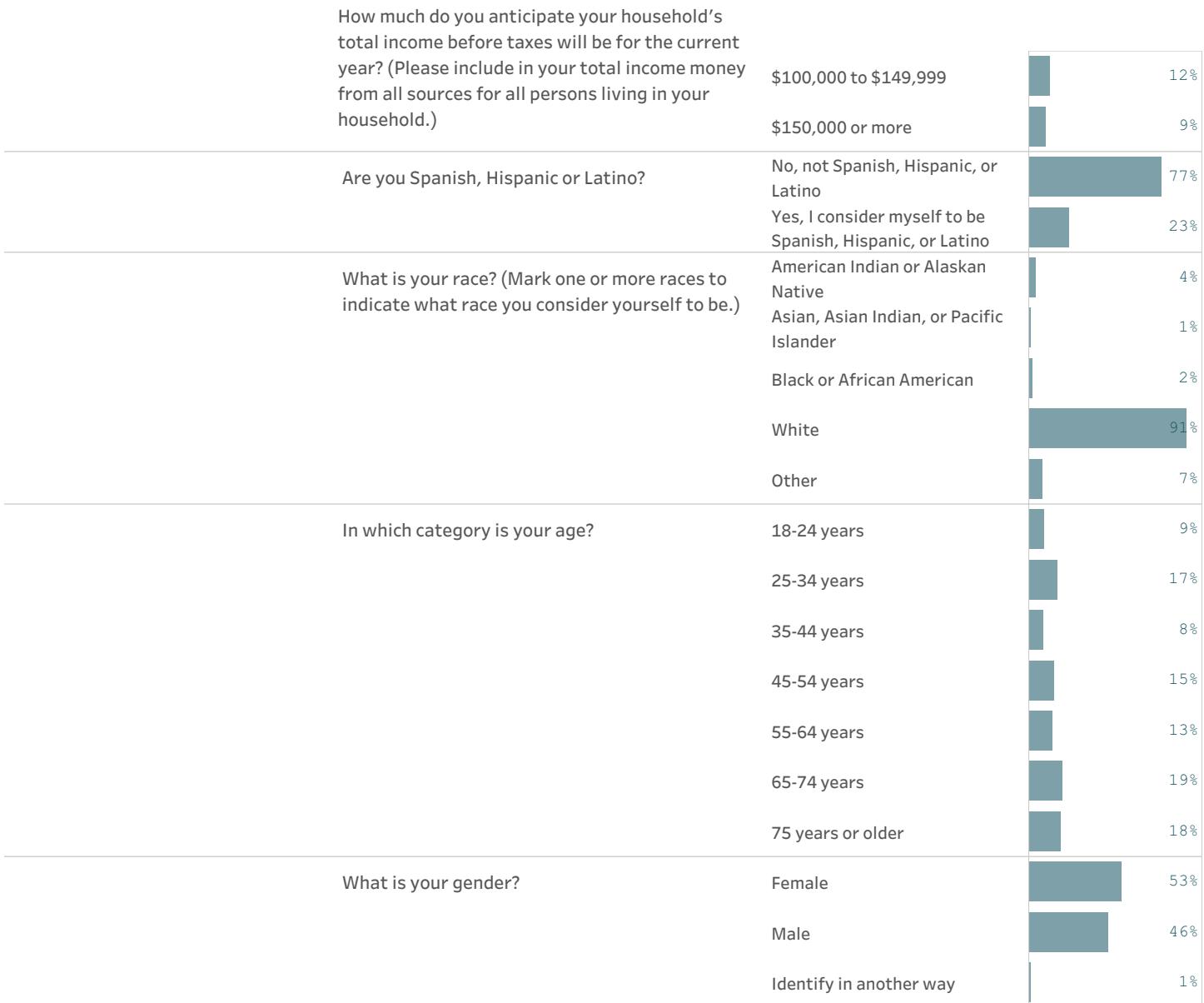












## Full trends

This table contains the trends over time for the City of Kerrville. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2019 and 2022 surveys is greater than six percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2016	2019	2022
<b>Please rate each of the following aspects of quality of life in Kerrville.</b>	Kerrville as a place to live	84%	86%	85%
	Your neighborhood as a place to live	82%	79%	81%
	Kerrville as a place to raise children	75%	78%	75%
	Kerrville as a place to work	50%	45%	54%
	Kerrville as a place to visit	71%	71%	77%
	Kerrville as a place to retire	83%	90%	86%
	The overall quality of life	80%	83%	76%
	Sense of community	60%	63%	62%
<b>Please rate each of the following characteristics as they relate to Kerrville as a whole.</b>	Overall economic health	55%	53%	57%
	Overall quality of the transportation system			34%
	Overall design or layout of residential and commercial areas	58%	55%	54%
	Overall quality of the utility infrastructure			70%
	Overall feeling of safety	85%	88%	83%
	Overall quality of natural environment	88%	86%	87%
	Overall quality of parks and recreation opportunities			86%
	Overall health and wellness opportunities	70%	72%	74%
	Overall opportunities for education, culture, and the arts	67%	66%	64%
	Residents' connection and engagement with their community			56%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Kerrville to someone who asks	82%	87%	82%
	Remain in Kerrville for the next five years	65		

**Please indicate how likely or unlikely you are to do each of the following.**

Remain in Kerrville for the next five years

86% 89% 86%

**Please rate how safe or unsafe you feel:** In your neighborhood during the day

95% 91% 95%

In Kerrville's downtown/commercial area during the day

93% 93% 95%

From property crime

82%

From violent crime

86%

From fire, flood, or other natural disaster

85%

**Please rate the job you feel the Kerrville community does at each of the following.**

Making all residents feel welcome

68%

Attracting people from diverse backgrounds

46%

Valuing/respecting residents from diverse backgrounds

48%

Taking care of vulnerable residents

56%

**Please rate each of the following in the Kerrville community.**

Overall quality of business and service establishments

52% 52% 64%

Variety of business and service establishments

45%

Vibrancy of downtown/commercial area

26% 27% 39%

Employment opportunities

24% 26% 34%

Shopping opportunities

28% 27% 28%

Cost of living

38% 36% 31%

Overall image or reputation

72% 72% 71%

**Please also rate each of the following in the Kerrville community.**

Traffic flow on major streets

60% 62% 50%

Ease of public parking

59% 59% 65%

Ease of travel by car

75% 78% 75%

Ease of travel by public transportation

21% 10%

Ease of travel by bicycle

36% 39% 32%

Ease of walking

63% 54% 57%

Well-planned residential growth

36%

Well-planned commercial growth

31%

Well-designed neighborhoods

44%

<b>Please also rate each of the following in the Kerrville community.</b>	Preservation of the historical or cultural character of the community	65%
	Public places where people want to spend time	62% 66% 60%
	Variety of housing options	33% 27% 23%
	Availability of affordable quality housing	25% 20% 12%
	Overall quality of new development	34% 40% 34%
	Overall appearance	71% 72% 63%
	Cleanliness	75% 78% 75%
	Water resources	80%
	Air quality	87% 87% 86%
	Availability of paths and walking trails	76% 73% 85%
	Fitness opportunities	79% 79% 80%
	Recreational opportunities	63% 69% 69%
	Availability of affordable quality food	66% 65% 61%
	Availability of affordable quality health care	64% 61% 61%
	Availability of preventive health services	67% 62% 66%
	Availability of affordable quality mental health care	52% 46% 43%
	Opportunities to attend cultural/arts/music activities	70% 71% 67%
	Community support for the arts	75%
	Availability of affordable quality childcare/preschool	44% 42% 30%
	K-12 education	78% 75% 64%
	Adult educational opportunities	57% 60% 55%
	Sense of civic/community pride	63%
	Neighborliness of residents	61% 63% 65%
	Opportunities to participate in social events and activities	55% 60% 65%
	Opportunities to attend special events and festivals	78% 81% 69%
	Opportunities to volunteer	79% 81% 75%

<b>Please also rate each of the following in the Kerrville community.</b>	Opportunities to participate in community matters	62%	63%	61%
	Openness and acceptance of the community toward people of diver..	49%	48%	46%
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Kerrville for help or information	43%	48%	47%
	Contacted Kerrville elected officials to express your opinion	17%	18%	14%
	Attended a local public meeting	17%	26%	20%
	Watched a local public meeting	17%	27%	32%
	Volunteered your time to some group/activity	51%	52%	49%
	Campaigned or advocated for a local issue, cause, or candidate	24%	28%	25%
	Voted in your most recent local election			69%
	Used public transportation instead of driving	5%		7%
	Carpooled with other adults or children instead of driving alone	35%	36%	41%
	Walked or biked instead of driving	37%	40%	43%
<b>Please rate the quality of each of the following services in Kerrville.</b>	Public information services	58%	68%	58%
	Economic development	39%	39%	47%
	Traffic enforcement	67%	63%	67%
	Traffic signal timing			40%
	Street repair	26%	28%	39%
	Street cleaning	39%	40%	53%
	Street lighting	51%	49%	58%
	Snow removal			44%
	Sidewalk maintenance	41%	44%	42%
	Bus or transit services	20%		11%
	Land use, planning and zoning	39%	38%	35%
	Code enforcement	36%	37%	36%
	Affordable high-speed internet access			45%
	Garbage collection	72%	81%	79%

<b>Please rate the quality of each of the following services in Kerrville.</b>	Drinking water	58% 58% 66%
	Sewer services	75% 76% 79%
	Storm water management	45% 48% 66%
	Power (electric and/or gas) utility	85% 79% 77%
	Utility billing	81% 75% 70%
	Police/Sheriff services	84% 81% 82%
	Crime prevention	72% 79% 77%
	Animal control	59% 59% 67%
	Ambulance or emergency medical services	91% 92% 86%
	Fire services	95% 95% 89%
	Fire prevention and education	84% 84% 76%
	Emergency preparedness	52% 51% 57%
	Preservation of natural areas	53% 61% 69%
	Kerrville open space	61% 64% 64%
	Recycling	68% 75% 57%
	Yard waste pick-up	61% 67% 67%
	City parks	86% 89% 85%
	Recreation programs or classes	66% 68% 67%
	Recreation centers or facilities	69% 68% 65%
	Health services	66% 67% 72%
	Public library services	73% 87% 84%
	Overall customer service by Kerrville employees	76% 75% 78%
<b>Please rate the following categories of Kerrville government performance.</b>	The value of services for the taxes paid to Kerrville	46% 53% 50%
	The overall direction that Kerrville is taking	46% 52% 54%
	The job Kerrville government does at welcoming resident involvem..	47% 52% 43%
	Overall confidence in Kerrville government	40% 47% 47%

<b>Please rate the following categories of Kerrville government performance.</b>	Generally acting in the best interest of the community	42% 48% 48%
	Being honest	47% 49% 50%
	Being open and transparent to the public	45%
	Informing residents about issues facing the community	45%
	Treating all residents fairly	42% 48% 49%
	Treating residents with respect	56%
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Kerrville	76% 76% 67%
	The Federal Government	39% 40% 32%
<b>Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.</b>	Overall economic health	91% 94% 93%
	Overall quality of the transportation system	70%
	Overall design or layout of residential and commercial areas	75% 80% 77%
	Overall quality of the utility infrastructure	91%
	Overall feeling of safety	91% 88% 87%
	Overall quality of natural environment	83% 86% 86%
	Overall quality of parks and recreation opportunities	84%
	Overall health and wellness opportunities	81% 89% 91%
	Overall opportunities for education, culture, and the arts	84% 85% 80%
	Residents' connection and engagement with their community	81% 82% 77%
<b>In general, how many times do you:</b>	Access the internet from your home	93%
	Access the internet from your cell phone	90%
	Visit social media sites	70%
	Use or check email	95%
	Share your opinions online	34%
	Shop online	49%
	Please rate your overall health.	57% 57% 64%
<b>What impact, if any, do you think the economy will have on your fa..</b>		31% 33% 20%

## Methods (open participation)

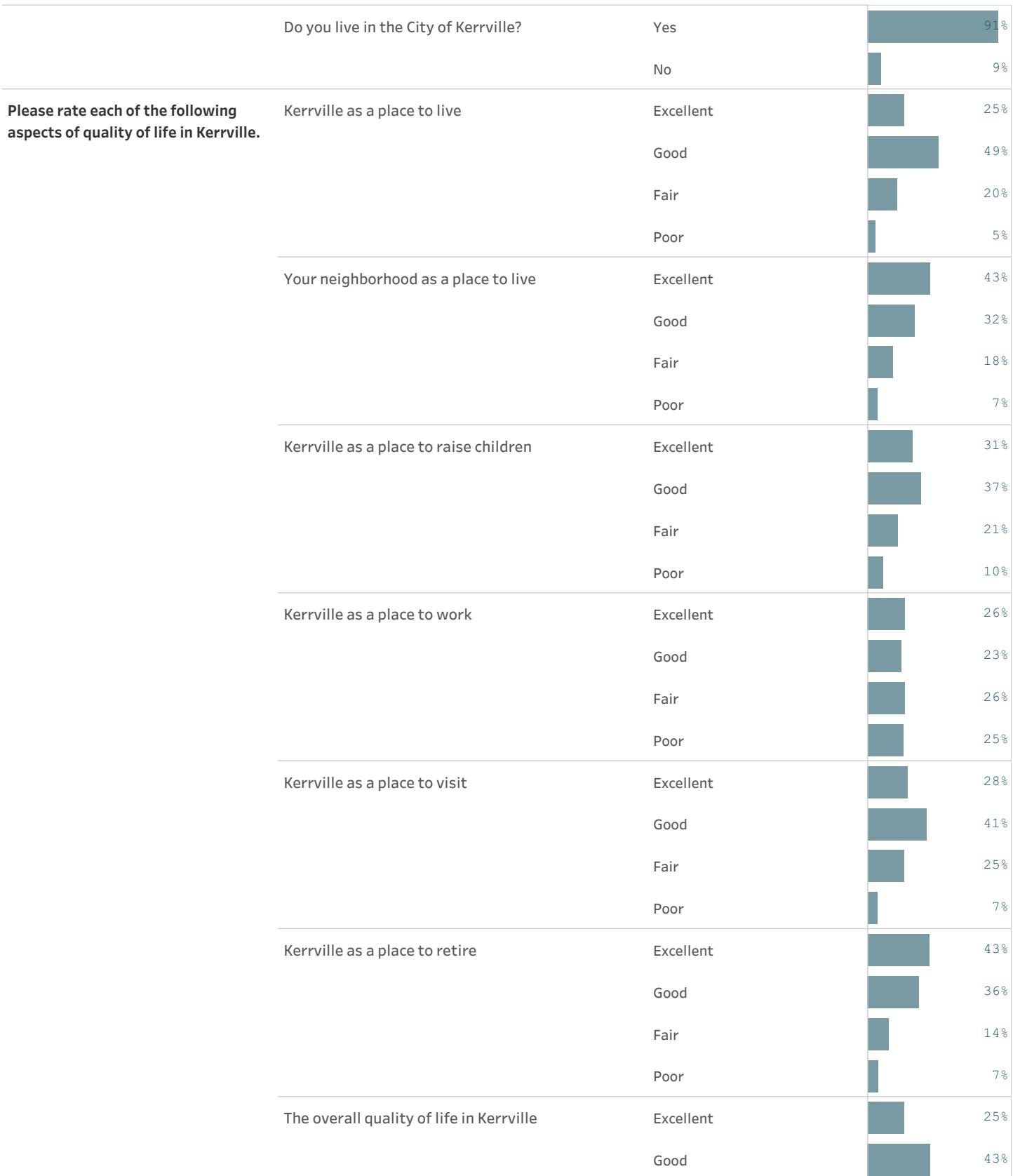
As part of its participation in The National Community Survey™ (The NCS™), the City of Kerrville conducted a survey of 76 residents. Survey invitations were mailed to randomly selected households and data were collected from March 28th, 2022 to May 9th, 2022. The results from this main survey effort represent the most robust estimate of your residents' opinions.

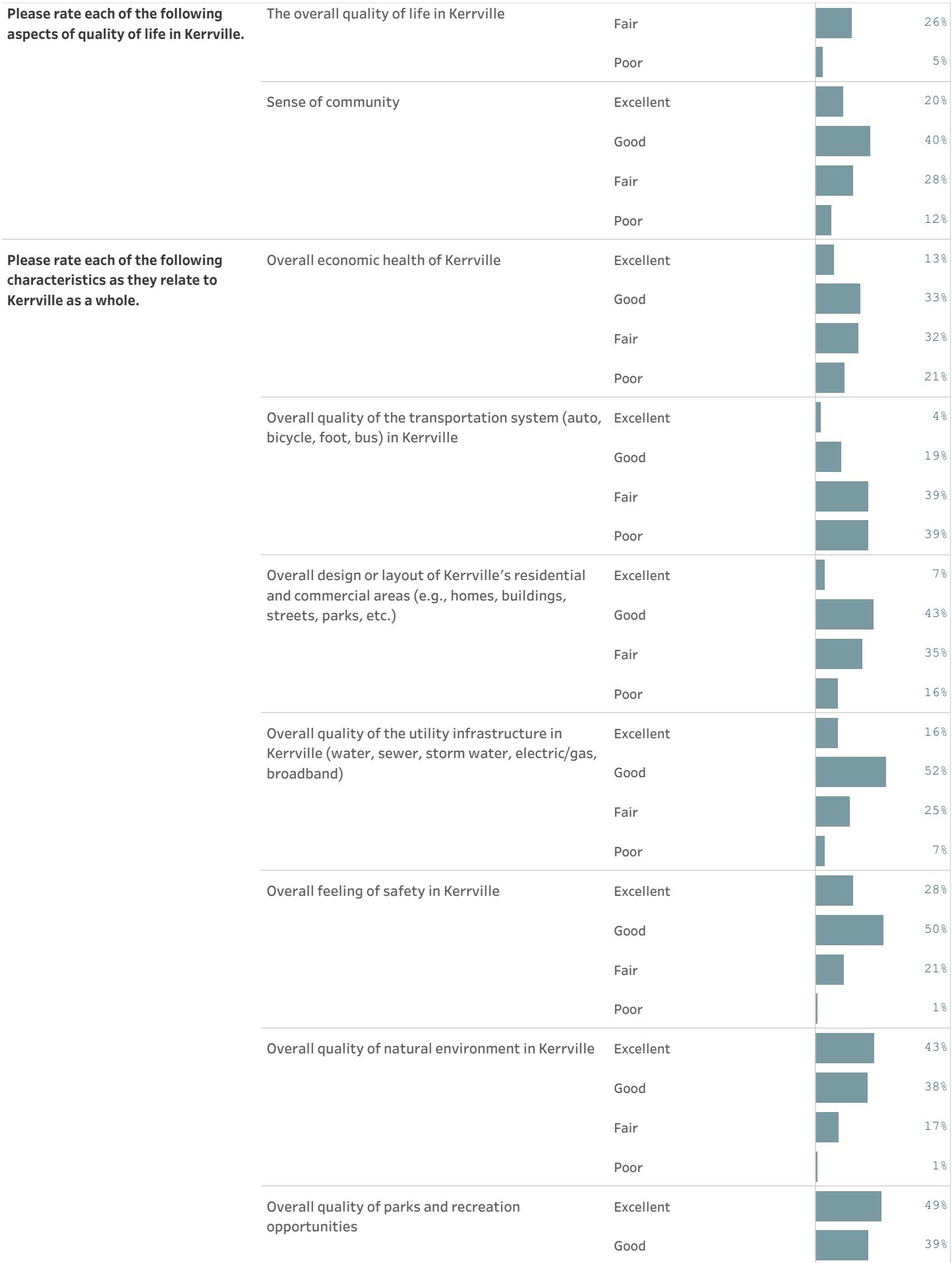
After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Kerrville. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 25th, 2022. The survey remained open for two weeks and there were 76 responses.

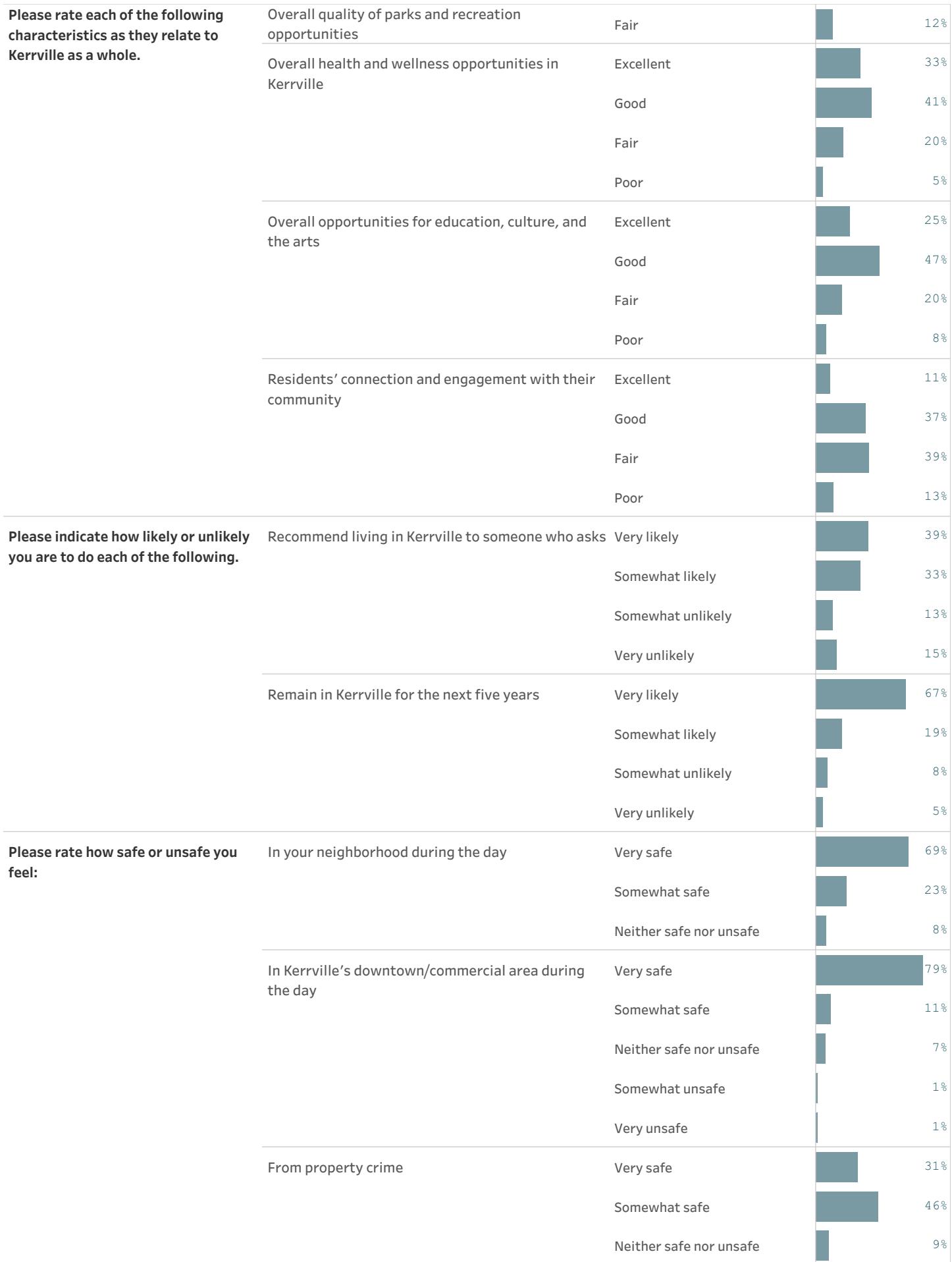
The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

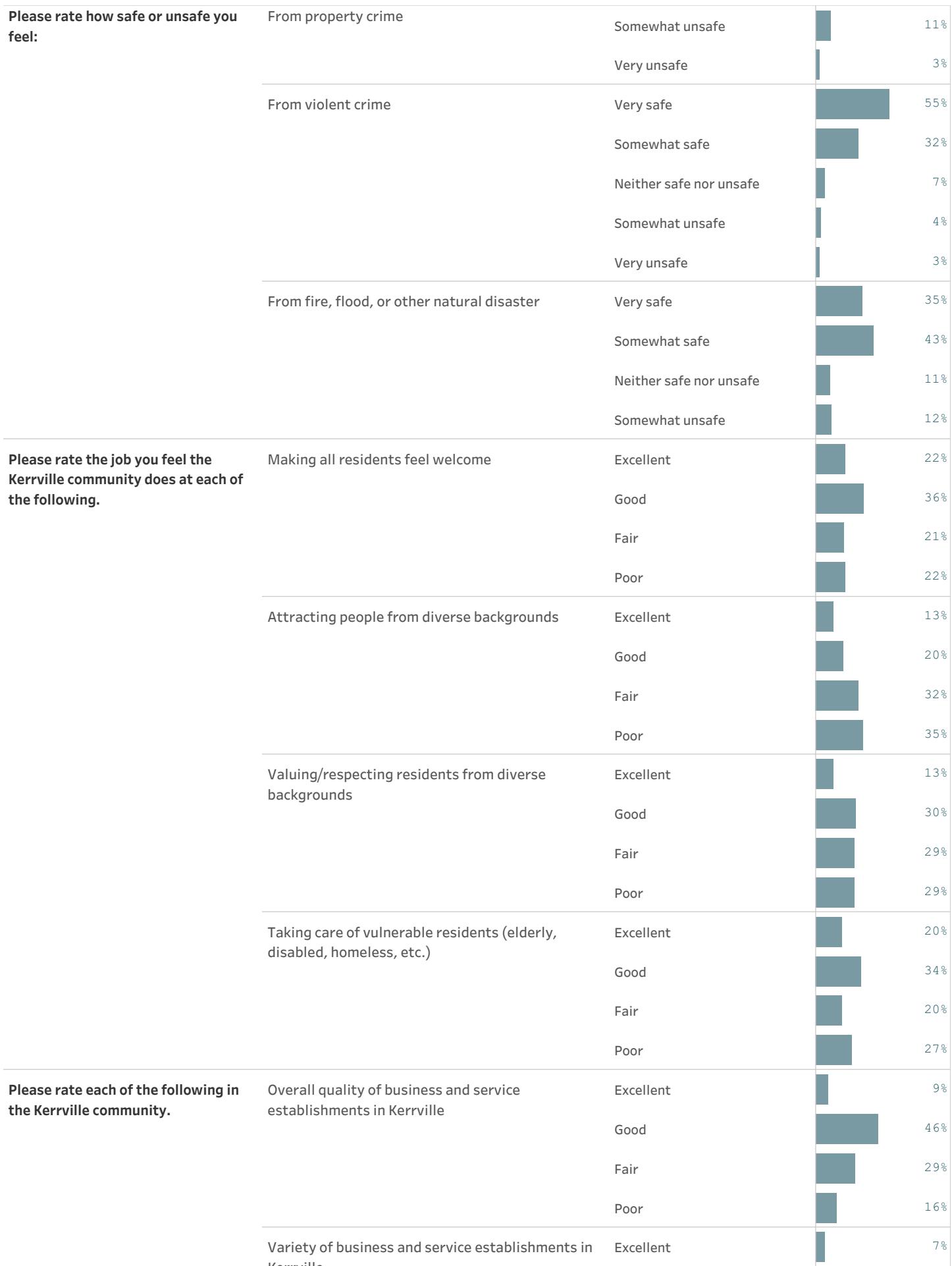
## Open participation survey results

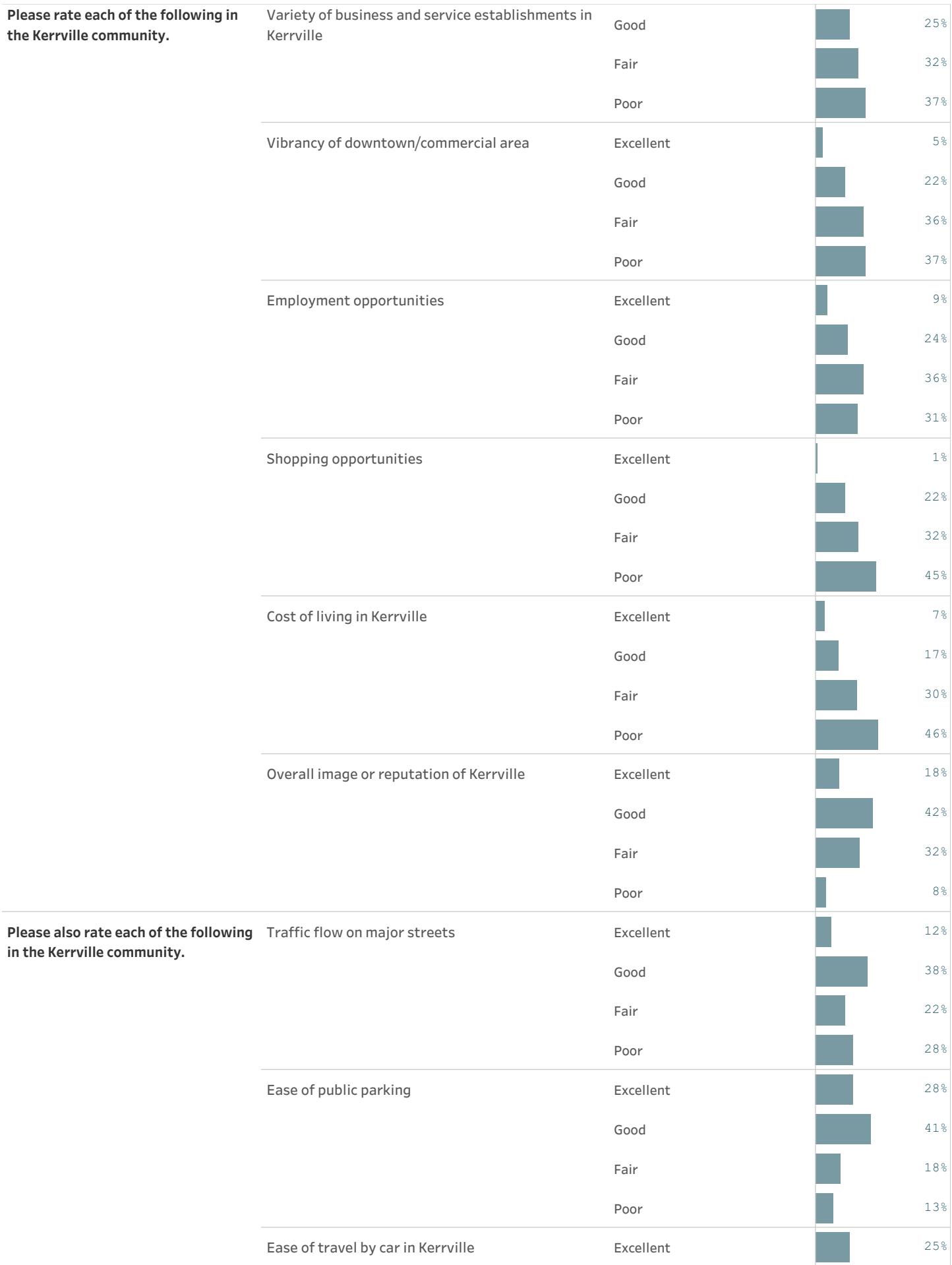
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

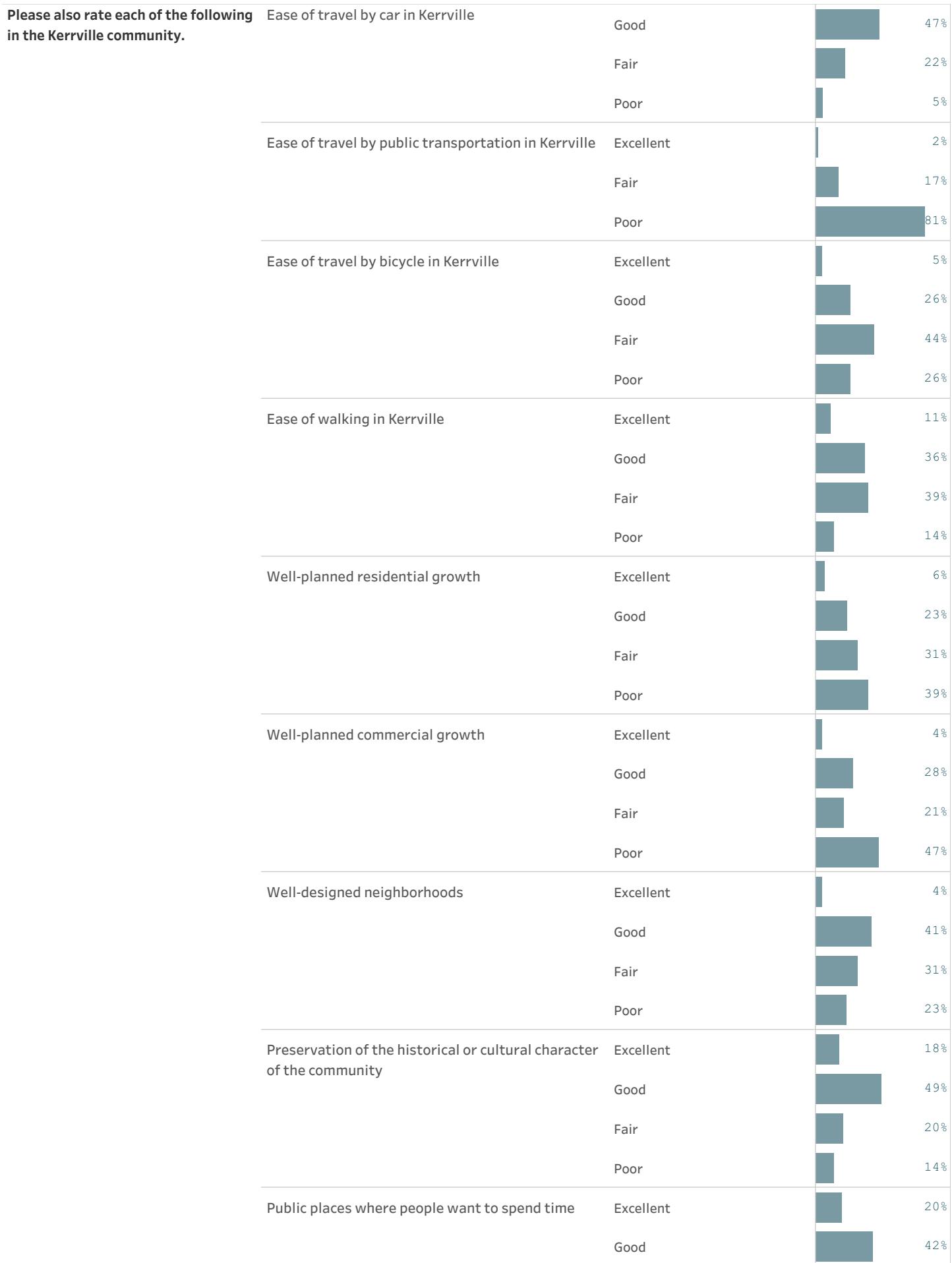


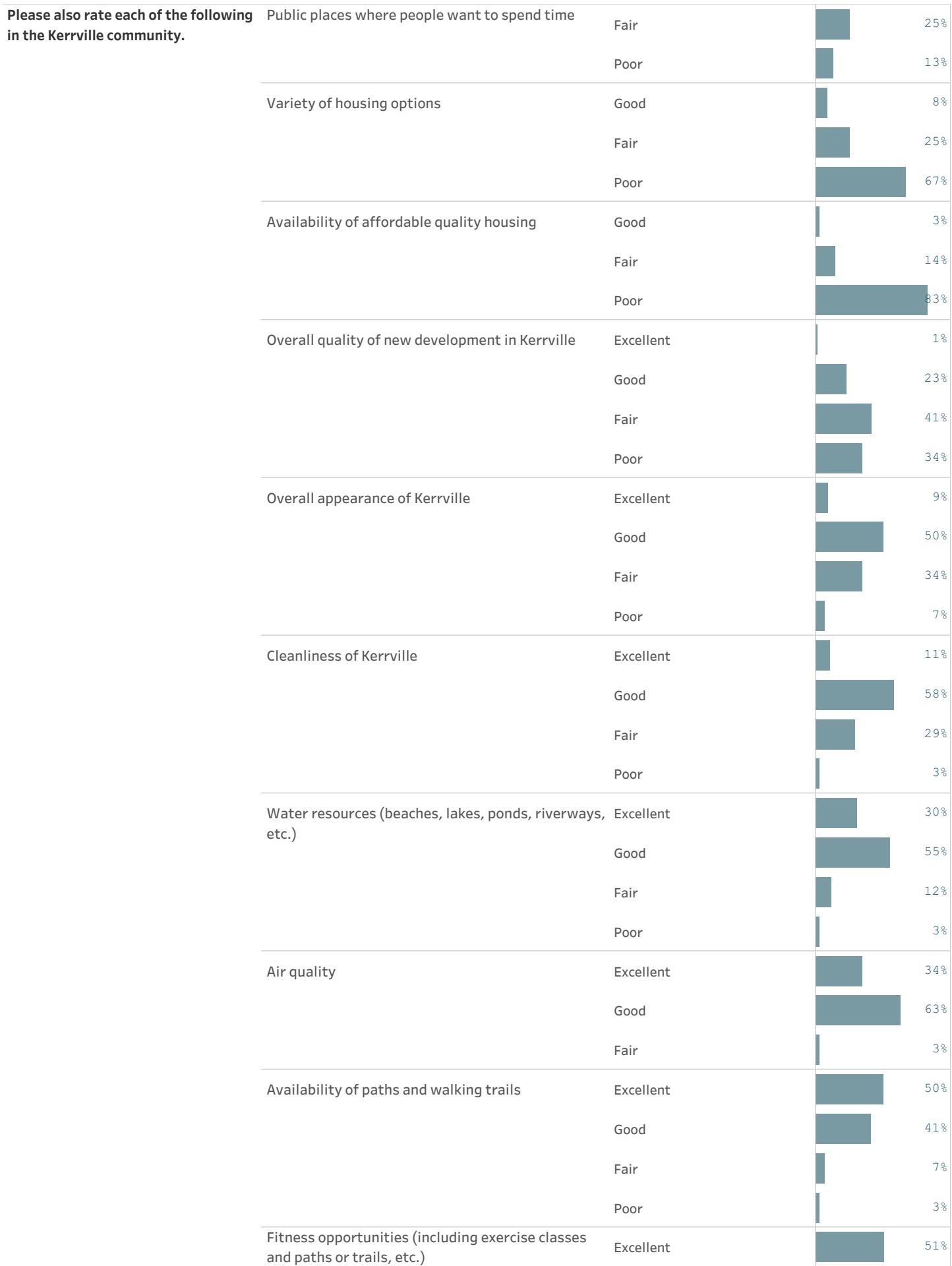






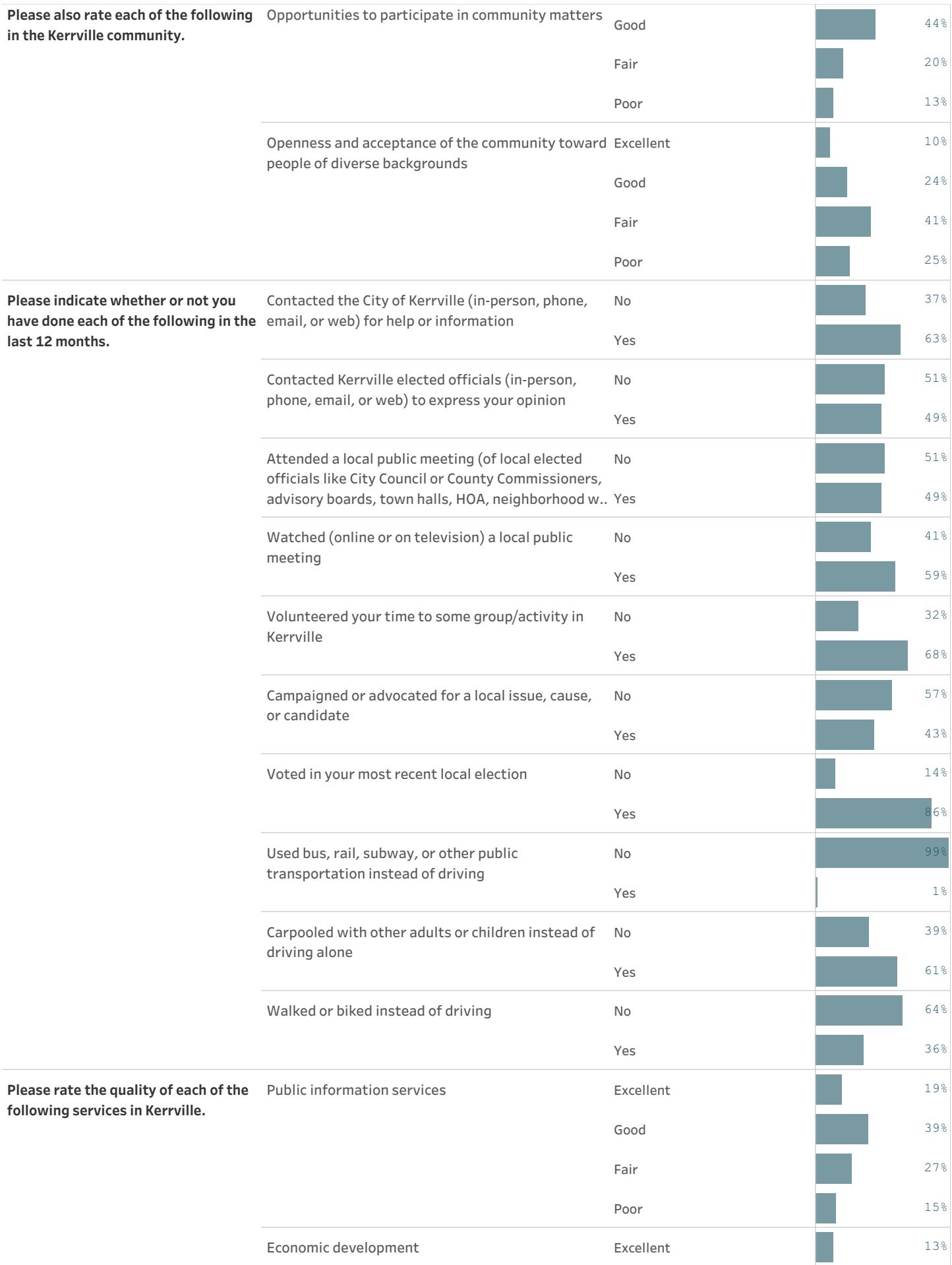




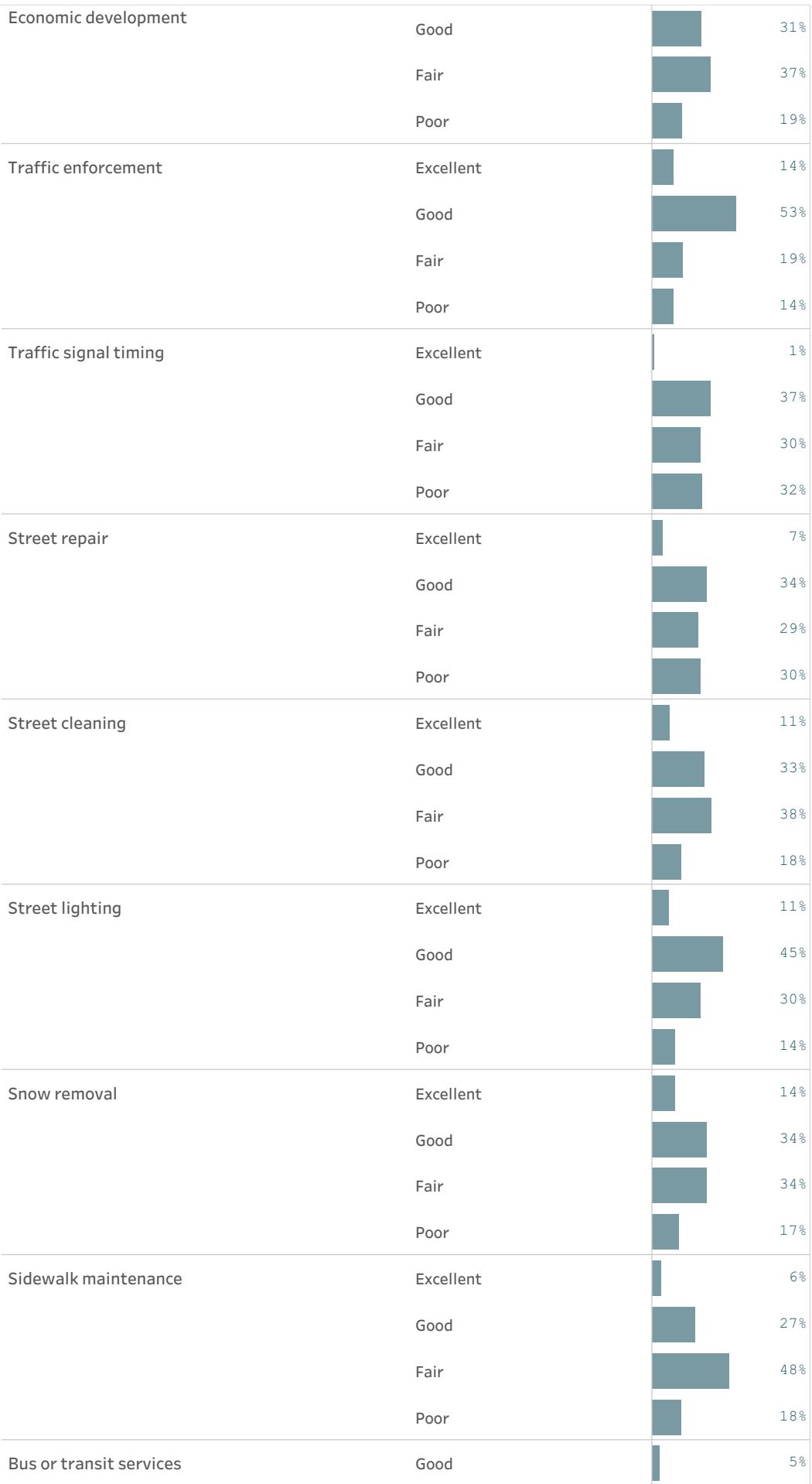




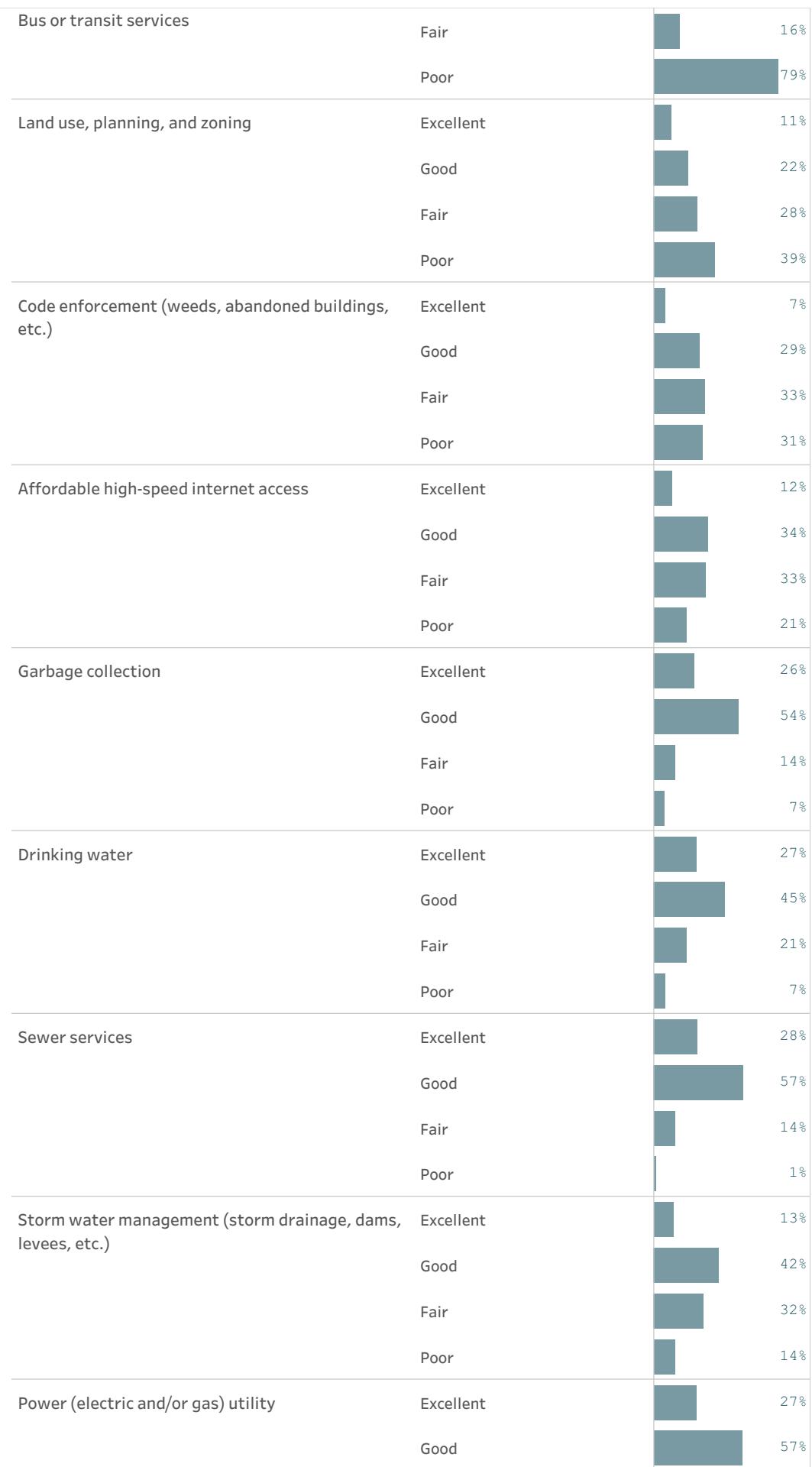




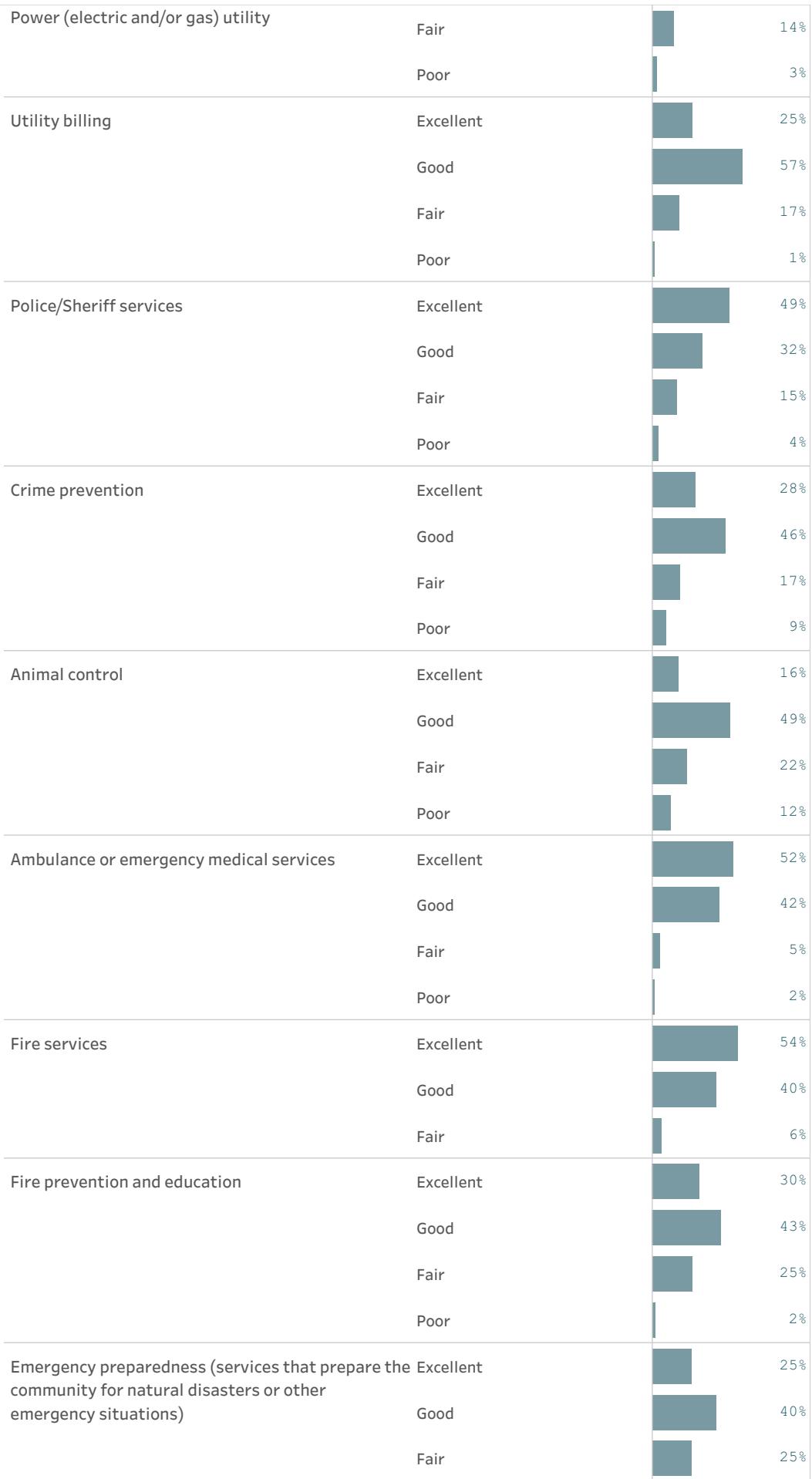
**Please rate the quality of each of the following services in Kerrville.**



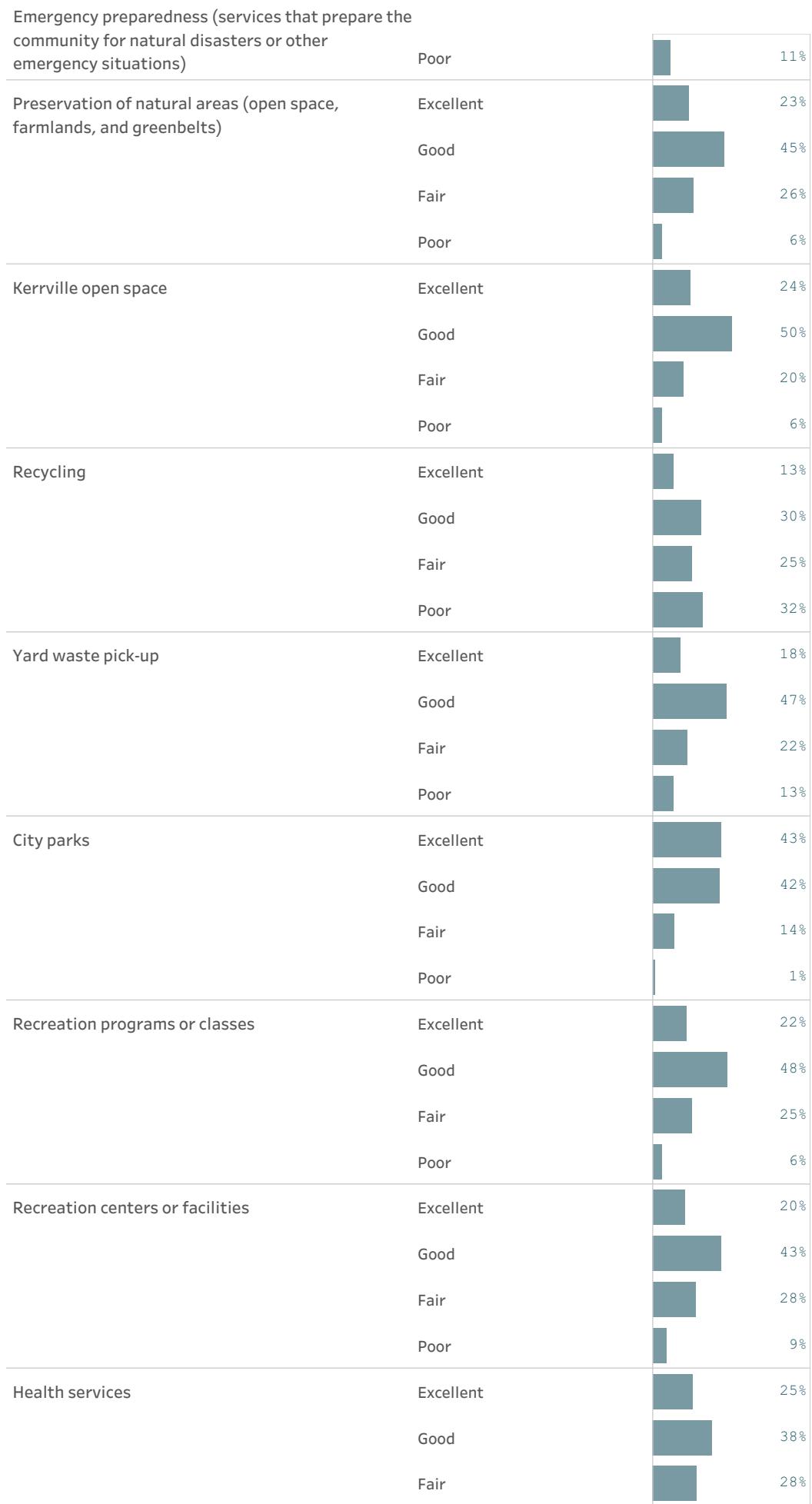
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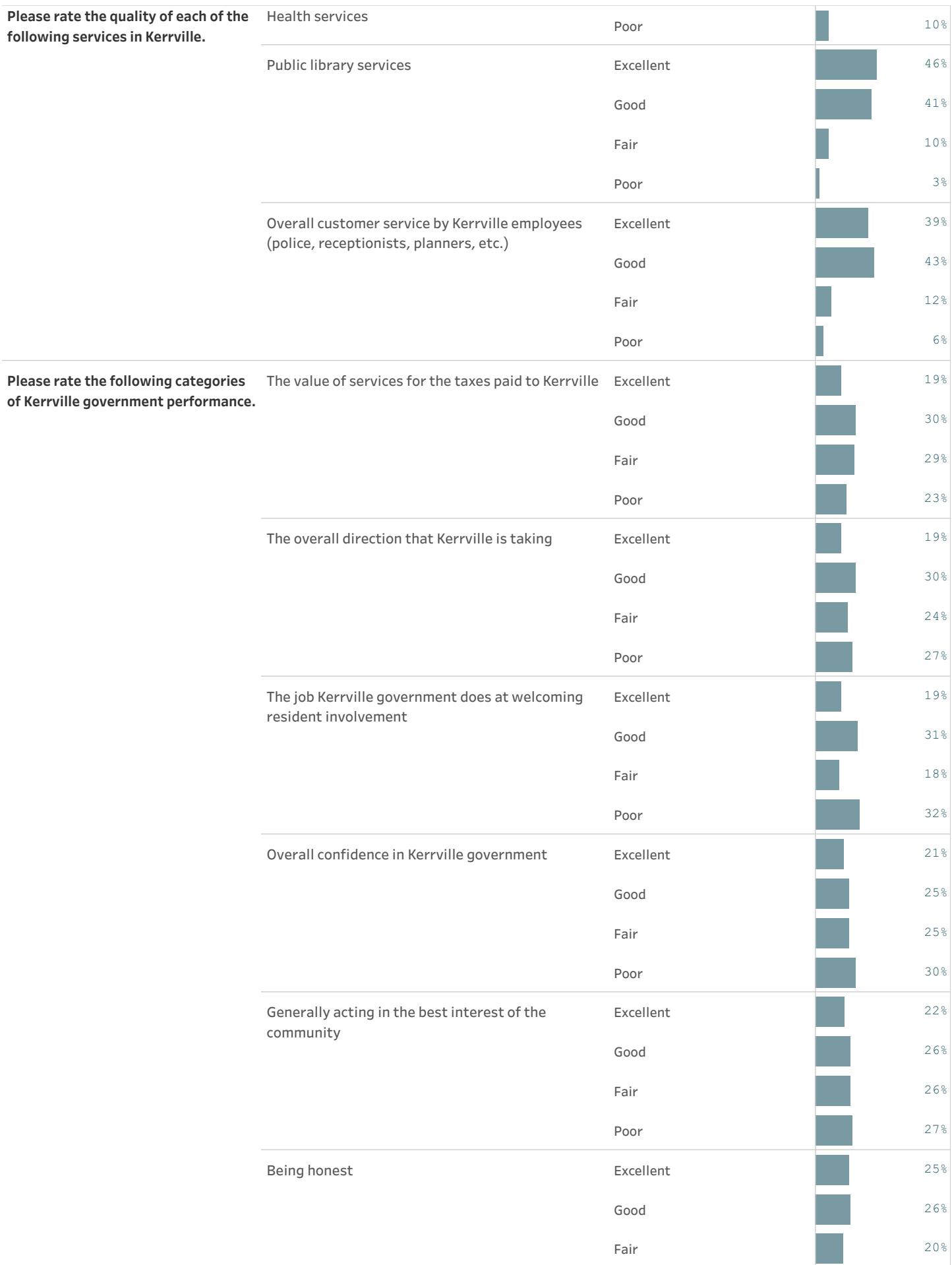
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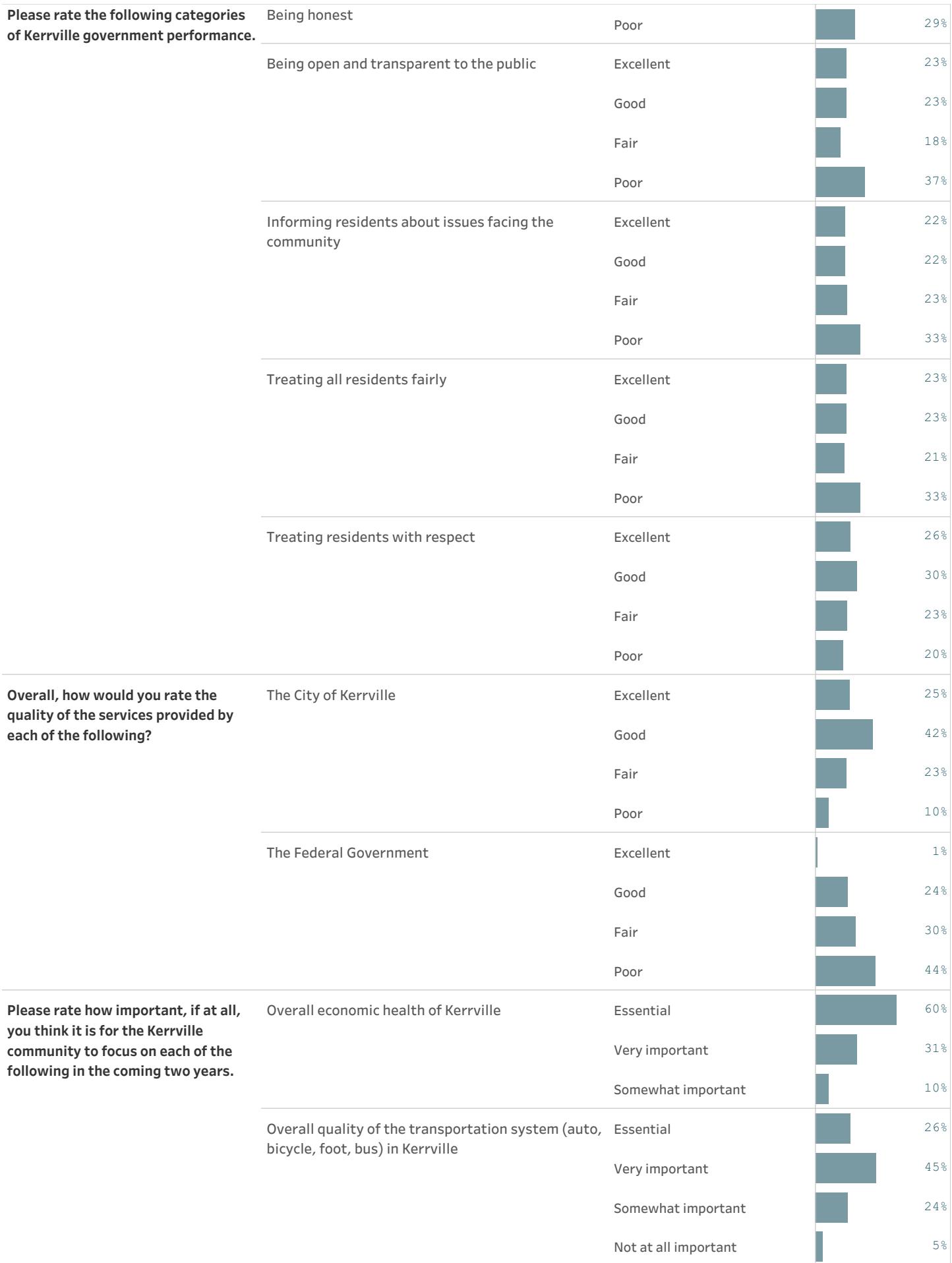


**Please rate the quality of each of the following services in Kerrville.**

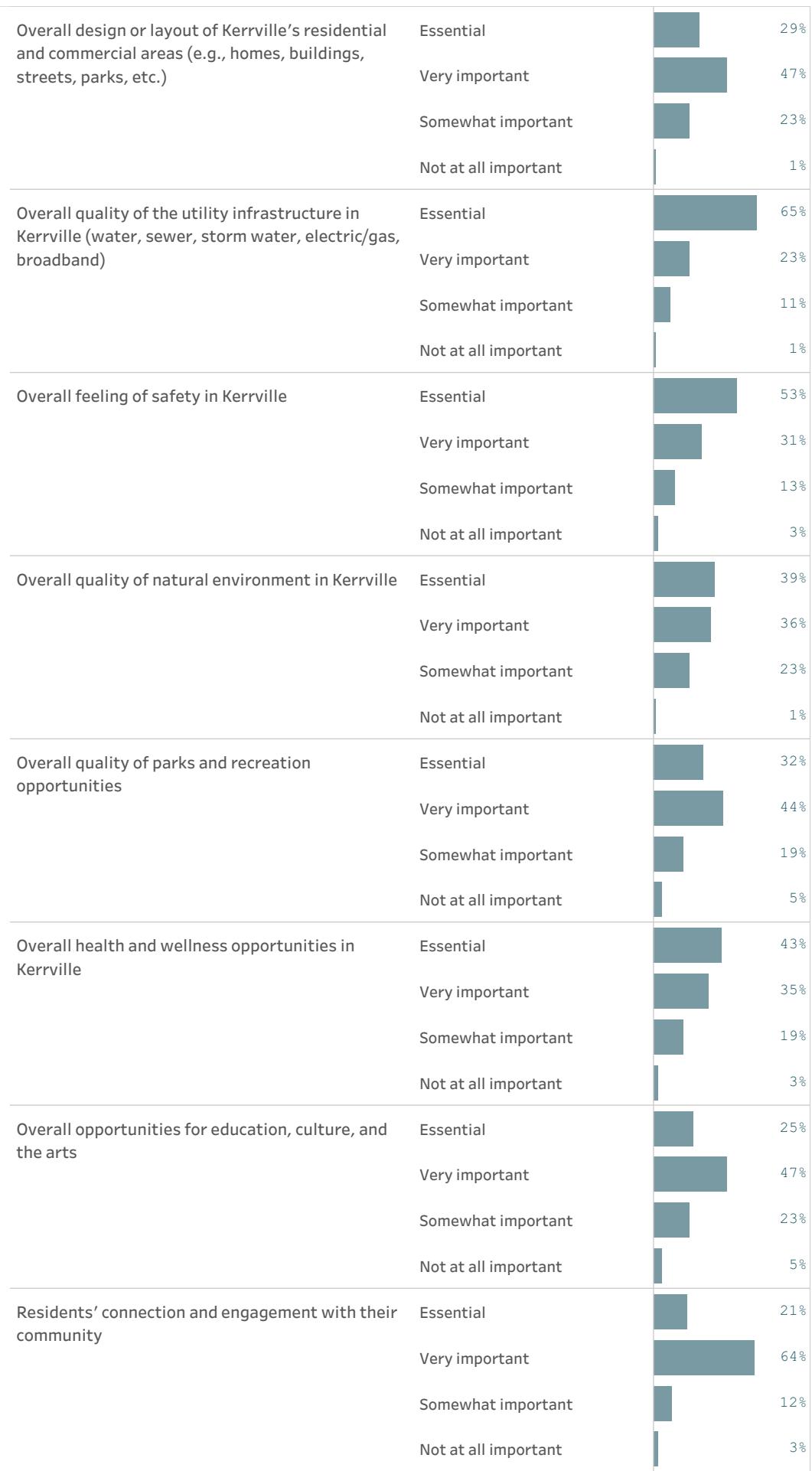


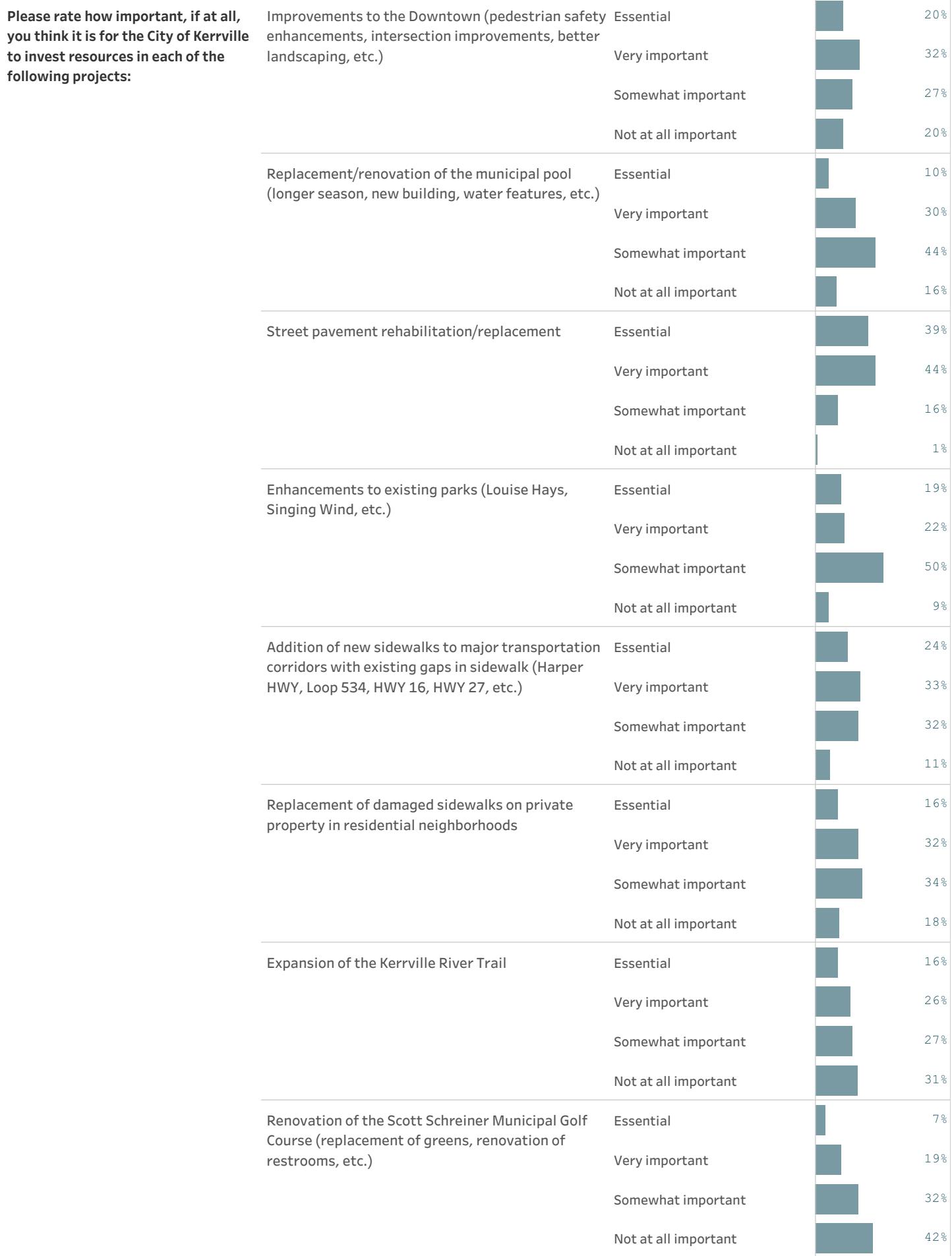
**Please rate the quality of each of the following services in Kerrville.**



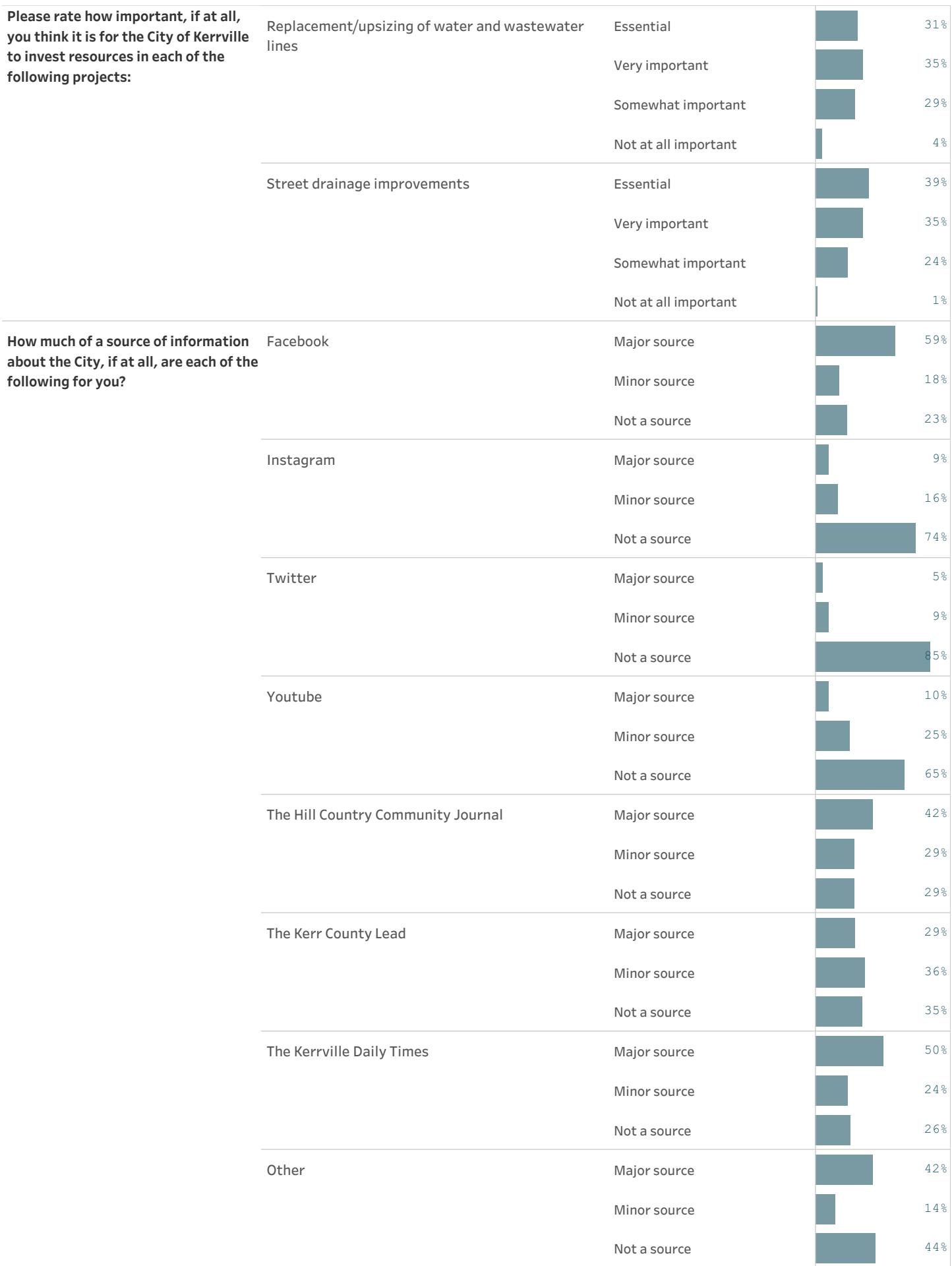


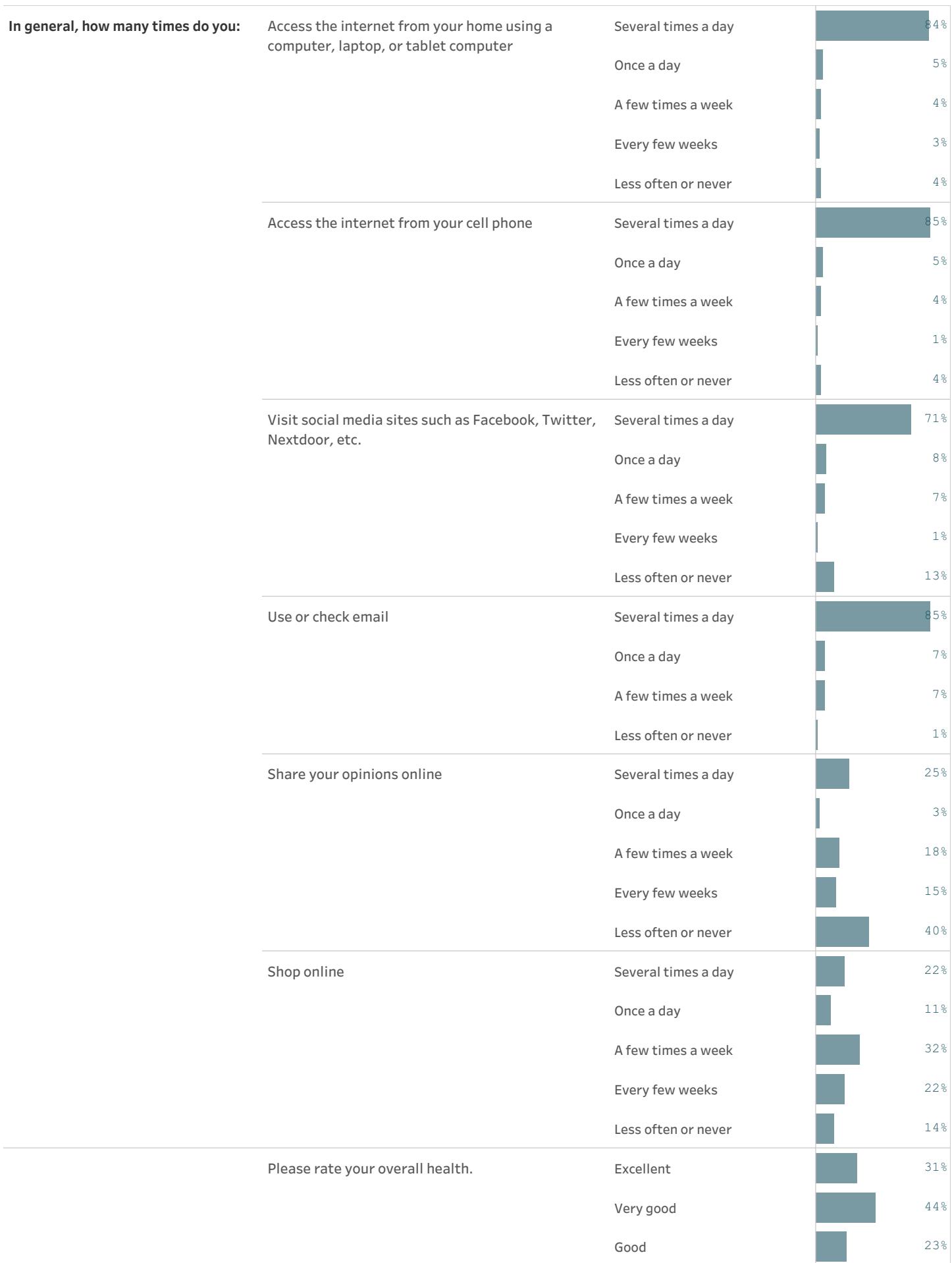
**Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.**

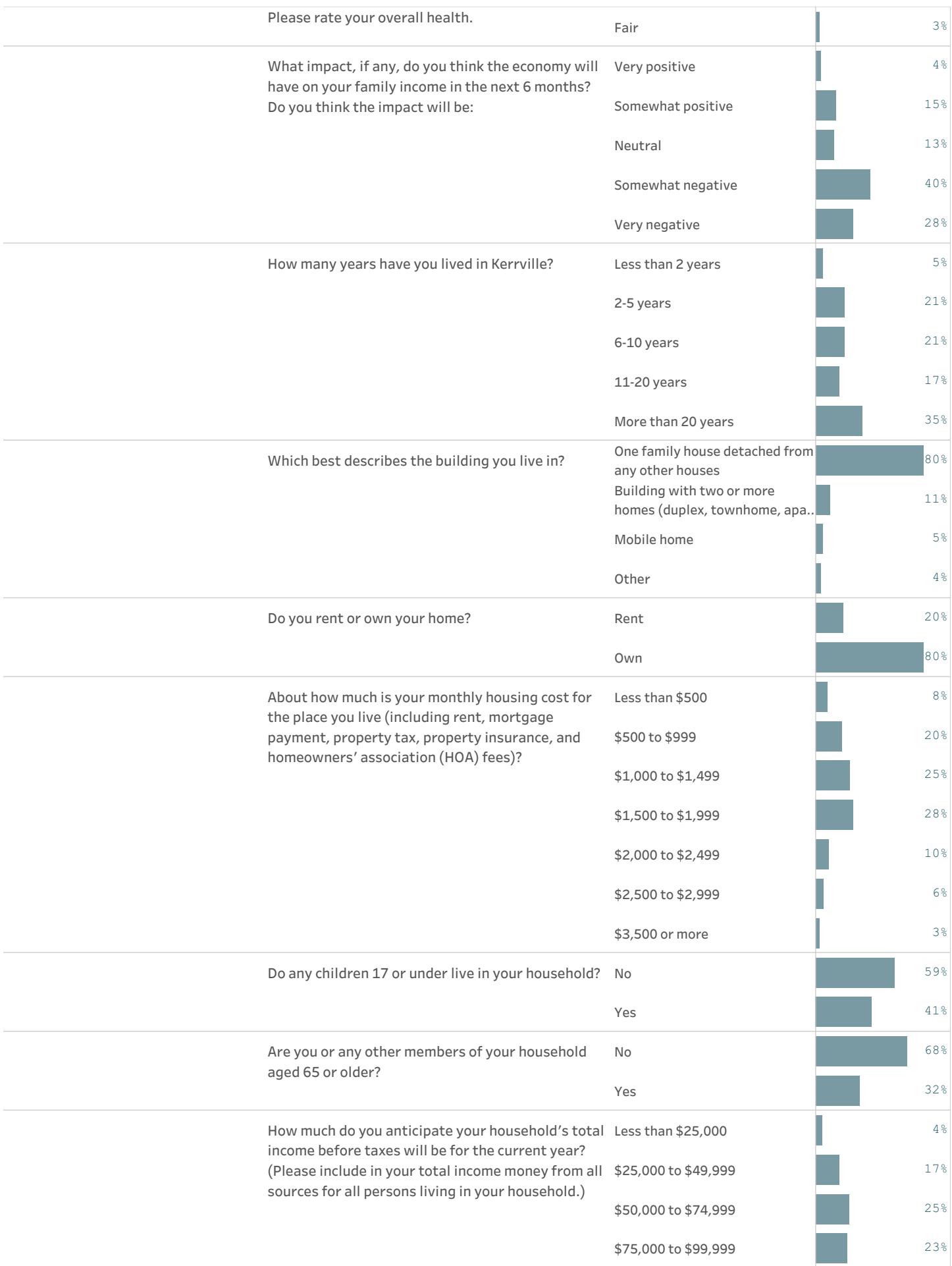


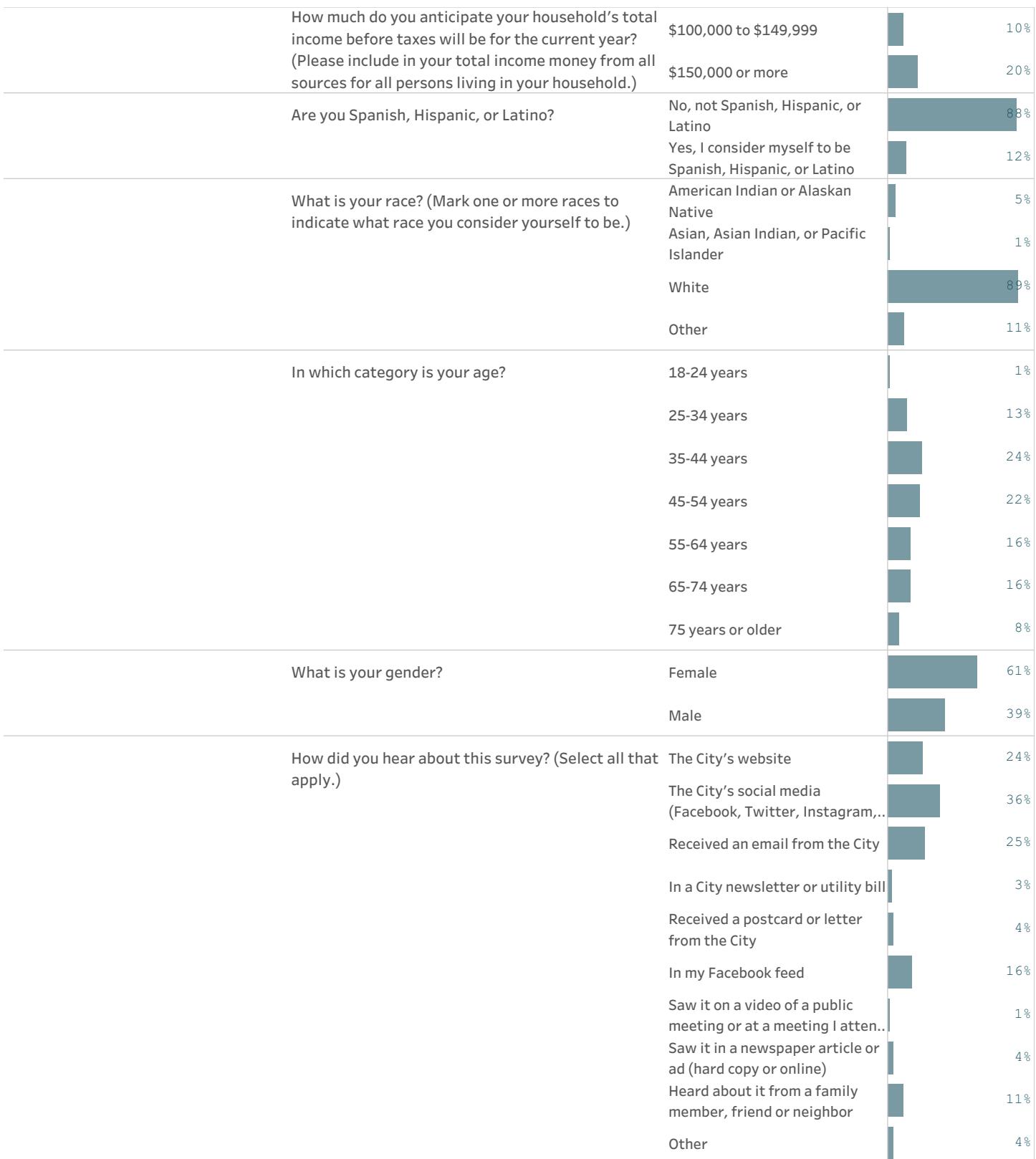


**Please rate how important, if at all, you think it is for the City of Kerrville to invest resources in each of the following projects:**









Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

**1. Please rate each of the following aspects of quality of life in Kerrville.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Kerrville as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Kerrville as a place to raise children .....	1	2	3	4	5
Kerrville as a place to work.....	1	2	3	4	5
Kerrville as a place to visit.....	1	2	3	4	5
Kerrville as a place to retire .....	1	2	3	4	5
The overall quality of life in Kerrville .....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Kerrville as a whole.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Kerrville .....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Kerrville .....	1	2	3	4	5
Overall design or layout of Kerrville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Kerrville (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Kerrville .....	1	2	3	4	5
Overall quality of natural environment in Kerrville .....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Kerrville .....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

**3. Please indicate how likely or unlikely you are to do each of the following.**

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Kerrville to someone who asks.....	1	2	3	4	5
Remain in Kerrville for the next five years.....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel:**

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Kerrville's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

**5. Please rate the job you feel the Kerrville community does at each of the following.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

**6. Please rate each of the following in the Kerrville community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Kerrville .....	1	2	3	4	5
Variety of business and service establishments in Kerrville .....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Cost of living in Kerrville .....	1	2	3	4	5
Overall image or reputation of Kerrville.....	1	2	3	4	5

**7. Please also rate each of the following in the Kerrville community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Kerrville .....	1	2	3	4	5
Ease of travel by public transportation in Kerrville .....	1	2	3	4	5
Ease of travel by bicycle in Kerrville .....	1	2	3	4	5
Ease of walking in Kerrville.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods .....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Overall quality of new development in Kerrville .....	1	2	3	4	5
Overall appearance of Kerrville.....	1	2	3	4	5
Cleanliness of Kerrville.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.) .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities .....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Kerrville .....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals .....	1	2	3	4	5
Opportunities to volunteer .....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	<u>No</u>	<u>Yes</u>
Contacted the City of Kerrville (in-person, phone, email, or web) for help or information .....	1	2
Contacted Kerrville elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.) .....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Kerrville .....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election .....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone .....	1	2
Walked or biked instead of driving.....	1	2

**9. Please rate the quality of each of the following services in Kerrville.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services .....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Affordable high-speed internet access .....	1	2	3	4	5
Garbage collection .....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.) .....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing .....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts) ....	1	2	3	4	5
Kerrville open space .....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities .....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Overall customer service by Kerrville employees (police, receptionists, planners, etc.) .....	1	2	3	4	5

**10. Please rate the following categories of Kerrville government performance.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Kerrville.....	1	2	3	4	5
The overall direction that Kerrville is taking.....	1	2	3	4	5
The job Kerrville government does at welcoming resident involvement .....	1	2	3	4	5
Overall confidence in Kerrville government.....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community .....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5
Treating residents with respect .....	1	2	3	4	5

**11. Overall, how would you rate the quality of the services provided by each of the following?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Kerrville.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the Kerrville community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Kerrville .....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Kerrville.....	1	2	3	4
Overall design or layout of Kerrville's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Kerrville (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in Kerrville .....	1	2	3	4
Overall quality of natural environment in Kerrville .....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Kerrville .....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community .....	1	2	3	4

**13. Please rate how important, if at all, you think it is for the City of Kerrville to invest resources in each of the following projects:**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Improvements to the Downtown (pedestrian safety enhancements, intersection improvements, better landscaping, etc.) .....	1	2	3	4	5
Replacement/renovation of the municipal pool (longer season, new building, water features, etc.) .....	1	2	3	4	5
Street pavement rehabilitation/replacement .....	1	2	3	4	5
Enhancements to existing parks (Louise Hays, Singing Wind, etc.).....	1	2	3	4	5
Addition of new sidewalks to major transportation corridors with existing gaps in sidewalk (Harper HWY, Loop 534, HWY 16, HWY 27, etc.).....	1	2	3	4	5
Replacement of damaged sidewalks on private property in residential neighborhoods .....	1	2	3	4	5
Expansion of the Kerrville River Trail .....	1	2	3	4	5
Renovation of the Scott Schreiner Municipal Golf Course (replacement of greens, renovation of restrooms, etc.).....	1	2	3	4	5
Replacement/upsizing of water and wastewater lines.....	1	2	3	4	5
Street drainage improvements .....	1	2	3	4	5

**14. How much of a source of information about the City, if at all, are each of the following for you?**

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Facebook.....	1	2	3
Instagram .....	1	2	3
Twitter.....	1	2	3
Youtube.....	1	2	3
The Hill Country Community Journal.....	1	2	3
The Kerr County Lead .....	1	2	3
The Kerrville Daily Times.....	1	2	3
Other.....	1	2	3

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

**D1. In general, how many times do you:**

	<u>Several times a day</u>	<u>Once a day</u>	<u>A few times a week</u>	<u>Every few weeks</u>	<u>Less often or never</u>	<u>Don't know</u>
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

**D2. Please rate your overall health.**

Excellent       Very good       Good       Fair       Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?**

**Do you think the impact will be:**

Very positive       Somewhat positive       Neutral       Somewhat negative       Very negative

**D4. How many years have you lived in Kerrville?**

Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

**D5. Which best describes the building you live in?**

One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment, or condominium)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

Rent  
 Own

**D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?**

Less than \$500       \$2,000 to \$2,499  
 \$500 to \$999       \$2,500 to \$2,999  
 \$1,000 to \$1,499       \$3,000 to \$3,499  
 \$1,500 to \$1,999       \$3,500 or more

**D8. Do any children 17 or under live in your household?**

No       Yes

**D9. Are you or any other members of your household aged 65 or older?**

No       Yes

**D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

Less than \$25,000       \$75,000 to \$99,999  
 \$25,000 to \$49,999       \$100,000 to \$149,999  
 \$50,000 to \$74,999       \$150,000 or more

**D11. Are you Spanish, Hispanic or Latino?**

No, not Spanish, Hispanic, or Latino  
 Yes, I consider myself to be Spanish, Hispanic, or Latino

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

American Indian or Alaskan Native  
 Asian, Asian Indian, or Pacific Islander  
 Black or African American  
 White  
 Other

**D13. In which category is your age?**

18-24 years       55-64 years  
 25-34 years       65-74 years  
 35-44 years       75 years or older  
 45-54 years

**D14. What is your gender?**

Female  
 Male  
 Identify in another way

**Thank you!** Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**

Dear City of Kerrville Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in Kerrville's 2022 Community Survey.  
You can go online and complete the **confidential survey** at:

**<https://polco.us/kerrvillea1>**

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now. You can also wait a few days for the survey to arrive in the mail.

If you have any questions about the survey, please call 830-258-1116.

Thank you for helping create a better City!

Sincerely,



Bill Blackburn  
Mayor

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Bill Blackburn  
Mayor

March 2022

Dear City of Kerrville Resident:

Please help us shape the future of Kerrville! You have been selected at random to participate in the 2022 Kerrville Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number being surveyed. Your feedback will help Kerrville make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

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**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 830-258-1116.

Thank you for your time and participation!

Sincerely,



Bill Blackburn  
Mayor

March 2022

Dear City of Kerrville Resident:

Here's another chance if you haven't already responded to the 2022 Kerrville Community Survey! **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.**

Please help us shape the future of Kerrville! You have been selected at random to participate in the 2022 Kerrville Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number being surveyed. Your feedback will help Kerrville make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
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Thank you for your time and participation!

Sincerely,



Bill Blackburn  
Mayor

Dear City of Kerrville Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in Kerrville's 2022 Community Survey. You can go online and complete the **confidential survey** at:

**<https://polco.us/kerrvilleb1>**

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Thank you for helping create a better City!

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Bill Blackburn  
Mayor

Dear City of Kerrville Resident,

Just a reminder—if you have not yet completed Kerrville’s 2022 Community Survey, please do so. **If you have completed it, thank you. Please do not respond twice.**

Your participation in this **confidential survey** is very important—your answers will help the City of Kerrville make decisions that affect our community.

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Thank you very much!

Sincerely,



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Mayor

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