College Station

2019 CITIZEN SURVEY

Conducted in April 2019

CITY OF COLLEGE STATION
Home of Texas A&M University®

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Table of Contents

2

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Survey Objectives

Identify key measures of quality of life.

Measure satisfaction with quality and importance of city services.

Assess experience with city communication tools.

Identify and prioritize resource allocation, budgeting and policy decisions.

Identify where to maintain or improve city services.

3

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Methodology

- ✓ The sampling plan included a mailed survey to 8,000 households proportionately distributed within four geographic areas. Households had the option of completing the mailed survey or completing the survey online through the city website.

- ✓ Residents were informed about the survey through a multifaceted approach:
  - City press releases (one introductory release prior to the survey mailing).
  - Mailed survey to 8,000 households.
  - Promotional video played on YouTube, city cable channel, social media throughout the data collection period.
  - Email messages to homeowner associations throughout the data collection period.
  - Multiple social media posts on Facebook and Twitter throughout the data collection period.
  - Paid Facebook ads targeted at residents and specific demographic groups.
  - City website front page survey link throughout the data collection period.

- ✓ Surveys were mailed March 25, 2019.

- ✓ Survey cut-off date was May 12, 2019 when final mailed surveyed arrived.

- ✓ A total of 380 residents completed the mailed survey and 856 completed the online survey. The margin of error of this sample size (1,236) at a 95% confidence level is plus or minus 2.8%. About 22% of the respondents were college students.

- ✓ The citizen survey and detailed survey tables are presented in the Appendix of the technical volume report.

4

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Methodology

Survey Design

National Service Research (NSR) worked closely with City of College Station staff throughout the research process. The survey design was based upon the 2016 citizen survey with additional input from city staff.

This study provides a measurement of how citizens feel about city service delivery and programs. The data should be considered along with other factors such as input from city officials and city staff when making budget and policy decisions.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Q. In what area of College Station do you live?

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

City Service Priorities

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
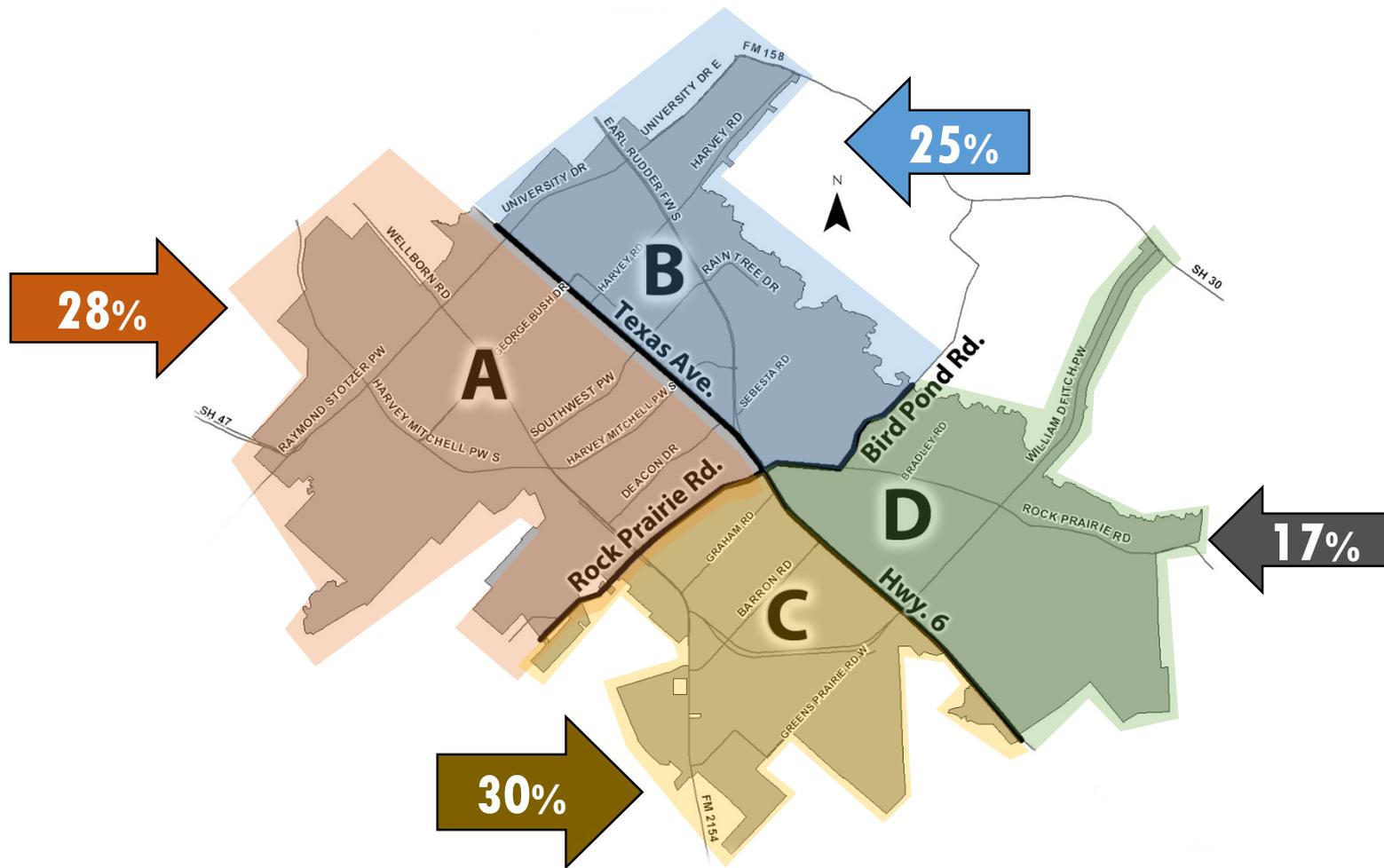
THE GAP – City Service Importance vs. Quality Rating
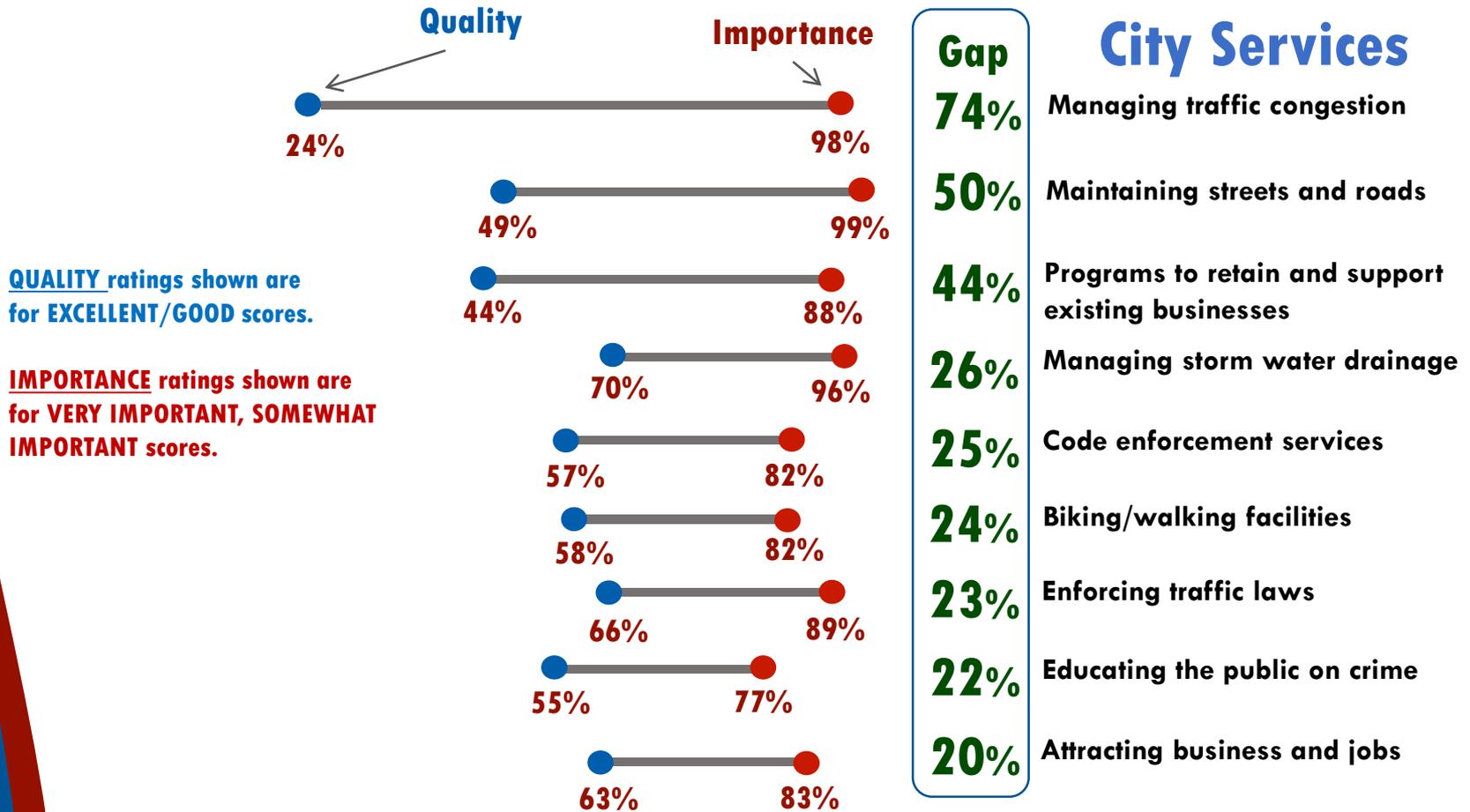## Largest Gaps (High Importance and Lower Quality)

Q. How would you rate the QUALITY of these City of College Station Services?   Q. How IMPORTANT are these city services?

Quality   **Importance**

QUALITY ratings shown are for EXCELLENT/GOOD scores.

IMPORTANCE ratings shown are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.

24%   98%
49%   99%
44%   88%
70%   96%
57%   82%
58%   82%
66%   89%
55%   77%
63%   83%

Gap	City Services
74%	Managing traffic congestion
50%	Maintaining streets and roads
44%	Programs to retain and support existing businesses
26%	Managing storm water drainage
25%	Code enforcement services
24%	Biking/walking facilities
23%	Enforcing traffic laws
22%	Educating the public on crime
20%	Attracting business and jobs

percentages exclude "no answer" responses.

8

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

THE GAP – City Service Importance vs. Quality Rating
Smallest Gaps (High Importance and High Quality)

Q. How would you rate the QUALITY of these City of College Station Services? **Q. How IMPORTANT are these city services?**

Quality **Importance**

QUALITY ratings shown are for EXCELLENT/GOOD scores.

IMPORTANCE ratings shown are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.
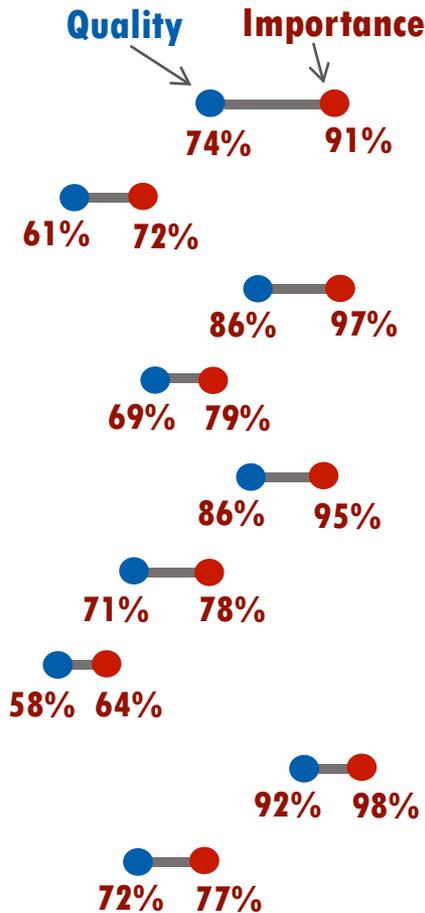
Gap	City Services
17%	Maintaining appearance of parks
11%	Senior citizen services
11%	Managing trash and recycling
10%	Animal control services
9%	Police department services
7%	Youth recreation programs
6%	Adult recreation programs
6%	Fire department services
5%	Library services

74%   91%
61%   72%
86%   97%
69%   79%
86%   95%
71%   78%
58%   64%
92%   98%
72%   77%

percentages exclude "no answer" responses.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

THE GAP – City Service Importance vs. Quality Rating
Smallest Gaps (High Importance and High Quality)

Q. How would you rate the QUALITY of these City of College Station Services?   Q. How IMPORTANT are these city services?

Importance   **Quality**

56%   61%

71%   79%

QUALITY ratings shown are for EXCELLENT/GOOD scores.

IMPORTANCE ratings shown are for VERY IMPORTANT, SOMEWHAT IMPORTANT scores.

Gap   **City Services**

+5%   **Attracting tourism**

+8%   **Special events**

percentages exclude "no answer" responses.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Service Prioritization

Increase Efforts

GAP – Importance exceeds quality by larger %

74%	Managing traffic congestion
50%	Maintaining streets and roads
44%	Programs to retain and support existing businesses
26%	Managing storm water drainage
25%	Code enforcement services
24%	Biking/walking facilities
23%	Enforcing traffic laws
23%	Educating the public on crime
20%	Attracting businesses and jobs

Maintain Efforts

GAP – Importance exceeds quality by small %

17%	Maintaining appearance of parks
11%	Animal control services
11%	Managing trash and recycling
11%	Senior citizen services
9%	Police department services
7%	Providing a variety of youth programs
6%	Providing a variety of adult programs
5%	Fire department services
5%	Library services

High / **IMPORTANCE** / **Low**

QUALITY — **Low** / **High**

Less Important

Exceeds Expectations

GAP – Quality exceeds importance

+5%	Attracting tourism
+8%	Special events

GAP = difference between importance vs. quality ranking

11

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Service Priority Rank with GAP
Q. Which THREE city services are the MOST important to you?

The city should address managing traffic congestion since it ranked No. 2 and the GAP is 74%. Secondly, maintaining streets and roads should also be a top priority since it ranked No. 4 and the GAP is 50%.

City Service	Priority Rank	GAP
Police Department services	1	9%
Managing traffic congestion	2	74%
Fire Department services	3	6%
Maintaining streets and roads	4	50%
Attracting business and jobs	5	20%
Biking and walking facilities	6	24%
Managing trash and recycling	7	11%
Enforcing traffic laws	8	23%
Programs to retain and support business	9	44%
Managing storm water drainage	10	26%

12

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Service Priority Rank with GAP
Q. Which THREE city services are the MOST important to you?

City Service	Priority Rank	GAP
Maintaining appearance of parks	11	**17%**
Providing a variety of youth recreation programs	12	**7%**
Library services	13	**5%**
Code enforcement services	14	**25%**
Special events	15	**+8%**
Senior citizen services	16	**11%**
Providing a variety of adult recreation programs	17	**6%**
Attracting tourism	18	**+5%**
Educating the public on crime	19	**22%**
Animal control services	20	**10%**

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Service Prioritization

- **Maintain Efforts** *(high importance and high quality)*

    The city meets residents' expectations, which has a significant impact on the their overall level of satisfaction. The city should maintain or slightly increase emphasis.

- **Increase Efforts – Opportunities for Improvement** *(high importance, lower quality)*

    The city is not performing as well as residents expect, which has a substantial impact on satisfaction. The city should increase emphasis.

- **Exceeded Expectations** *(less importance, high quality)*

    The city is performing better than residents expect, but it does not significantly affect overall satisfaction. The city should maintain or possibly reduce emphasis.

- **Less Important** *(lower importance, lower quality)*

    The city is not performing well relative to its performance in other areas, but since these items are generally considered by citizens as less important, they do not significantly affect satisfaction. The city should maintain current levels of emphasis.

SERVICE PRIORITY RANK - Lists the city services in rank order based on respondents' first, second and third most important service.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Do you have comments about specific city services or departments?

Word Clouds

Several questions were asked in an open-ended fashion that allowed respondents to answer without being prompted or restricted to a particular list of answer options. For these responses, NSR prepared word clouds in which words mentioned most often appear larger that words that were mentioned less often.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Comments – Specific City Services or Departments

411 Grouped Responses

NSR grouped responses for the open-ended questions in order that they may be reported quantitatively.

17% **CITY** – better growth planning, focus on infrastructure, too many apartments, protect neighborhoods, need affordable housing, more focus on family housing not just students

15% **UTILITIES** – lower rates, more companies to choose from

13% **PARKS, RECREATION** – more bike/trail connections, more dog parks, more family friendly attractions, more kid, teen, senior activities

12% **TRAFFIC** – enforce traffic laws, improve traffic flow/congestion, ban texting and driving, need mass transit

12% **PUBLIC SAFETY** – expand staff to growth areas, improve courtesy, more aggressive law enforcement

11% **STREETS/ROADS**

7% **POSITIVE COMMENTS** – great job, keep up the good work

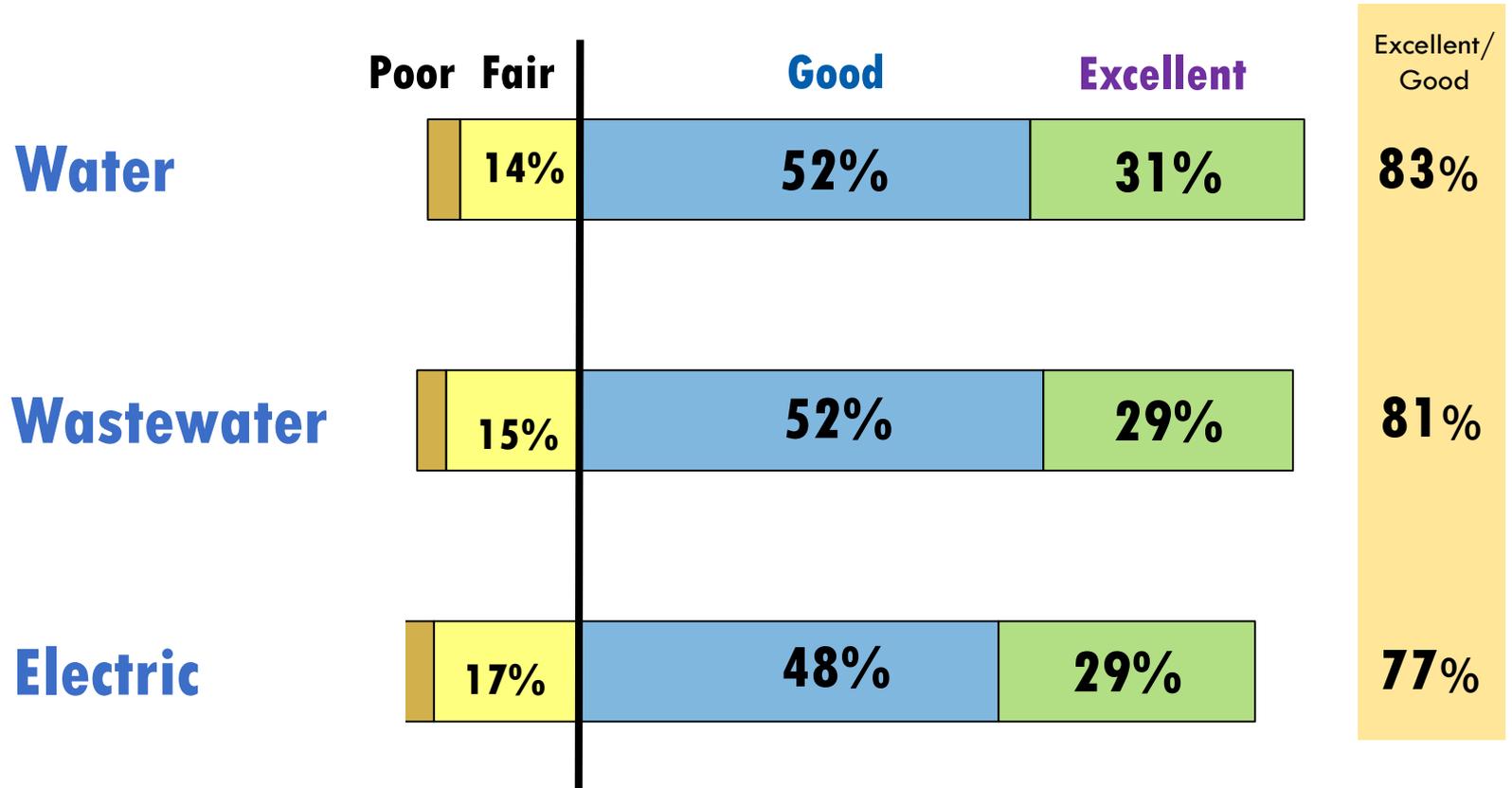**5%** **BUSINESS** – maintain existing businesses, develop downtown, attract new businesses

4% **CODE ENFORCEMENT**

16

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Utility Service Ratings

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Utility Quality Rating

8 of **10** participants rated the quality of College Station Utilities as excellent or good.

	Poor	Fair	Good	Excellent	Excellent/Good
Water		14%	52%	31%	83%
Wastewater		15%	52%	29%	81%
Electric		17%	48%	29%	77%

18

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Quality of Life

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
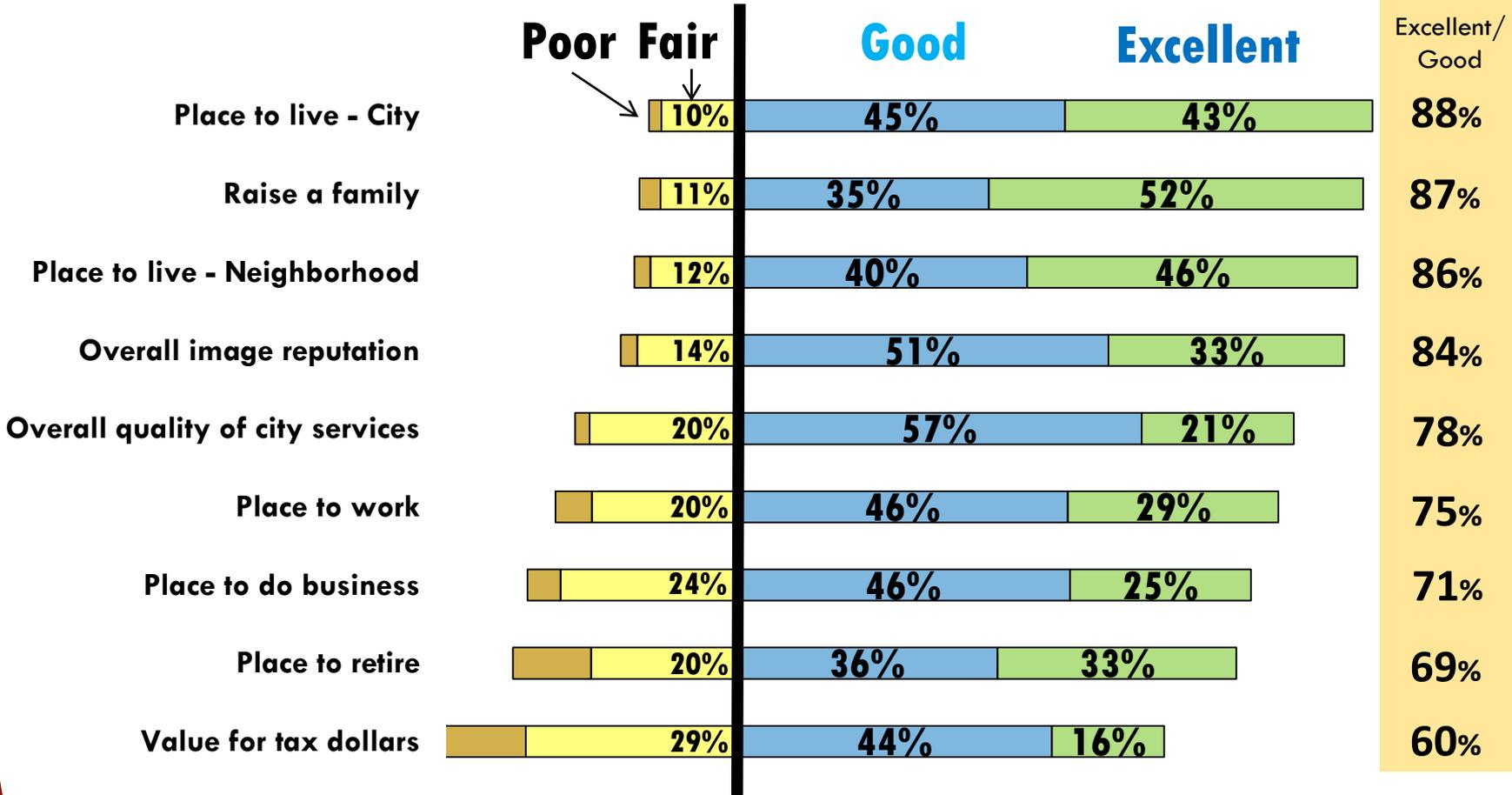
Quality of Life Characteristics

9 of 10 participants rated College Station as an excellent or good place to live and raise a family.

Characteristic	Poor/Fair	Good	Excellent	Excellent/Good
Place to live - City	10%	45%	43%	88%
Raise a family	11%	35%	52%	87%
Place to live - Neighborhood	12%	40%	46%	86%
Overall image reputation	14%	51%	33%	84%
Overall quality of city services	20%	57%	21%	78%
Place to work	20%	46%	29%	75%
Place to do business	24%	46%	25%	71%
Place to retire	20%	36%	33%	69%
Value for tax dollars	29%	44%	16%	60%

What do you value most about living in College Station?

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What do you value most about living in College Station?

853 Grouped Responses

35%   Friendly people, family friendly, good quality of life

19%   Quality education opportunities (schools, Texas A&M), college atmosphere, proximity to A&M

19%   Small-town feel but has quality services of a larger city (entertainment, cultural, religious, etc.)

15%   Safety, low crime

9%   Entertainment/shopping/businesses

6%   Good city government (services, progressive, clean)

3%   Ease of getting around town

3%   Parks and trails

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Word Cloud

What would you say should be College Station's highest priority?

970 Grouped Responses

30% **CITY** – managed growth, sustainability, maintain small town feel, quality growth/development

23% **TRAFFIC** – reduce congestion, alternative transportation methods

19% **PUBLIC SAFETY**

14% **MAINTAIN STREETS/ROADS**

7% **HOUSING** – affordable housing, lower cost of living, lower property taxes

6% More businesses, shopping, restaurants, entertainment options

5% **PARKS/RECREATION** – maintain/grow P&R opportunities, create bike/pedestrian friendly city, provide culture/art events

2% **JOB CREATION**

2% **EDUCATION**

24

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Word Cloud

If you could change one thing about College Station, what would it be?

970 Grouped Responses

22% **TRAFFIC** – Improve traffic flow and congestion, need mass transit

21% **CITY** – Manage growth, quality development, enhance quality of life, less student housing, more single-family options.

12% **COSTS** – Lower taxes, reduce cost of living, affordable housing options

11% More businesses, shopping, entertainment options

8% **PARKS** – Maintain and grow parks and recreation opportunities, create bike friendly city, provide culture art events.

7% **IMPROVE STREETS**

5% **PUBLIC SAFETY**
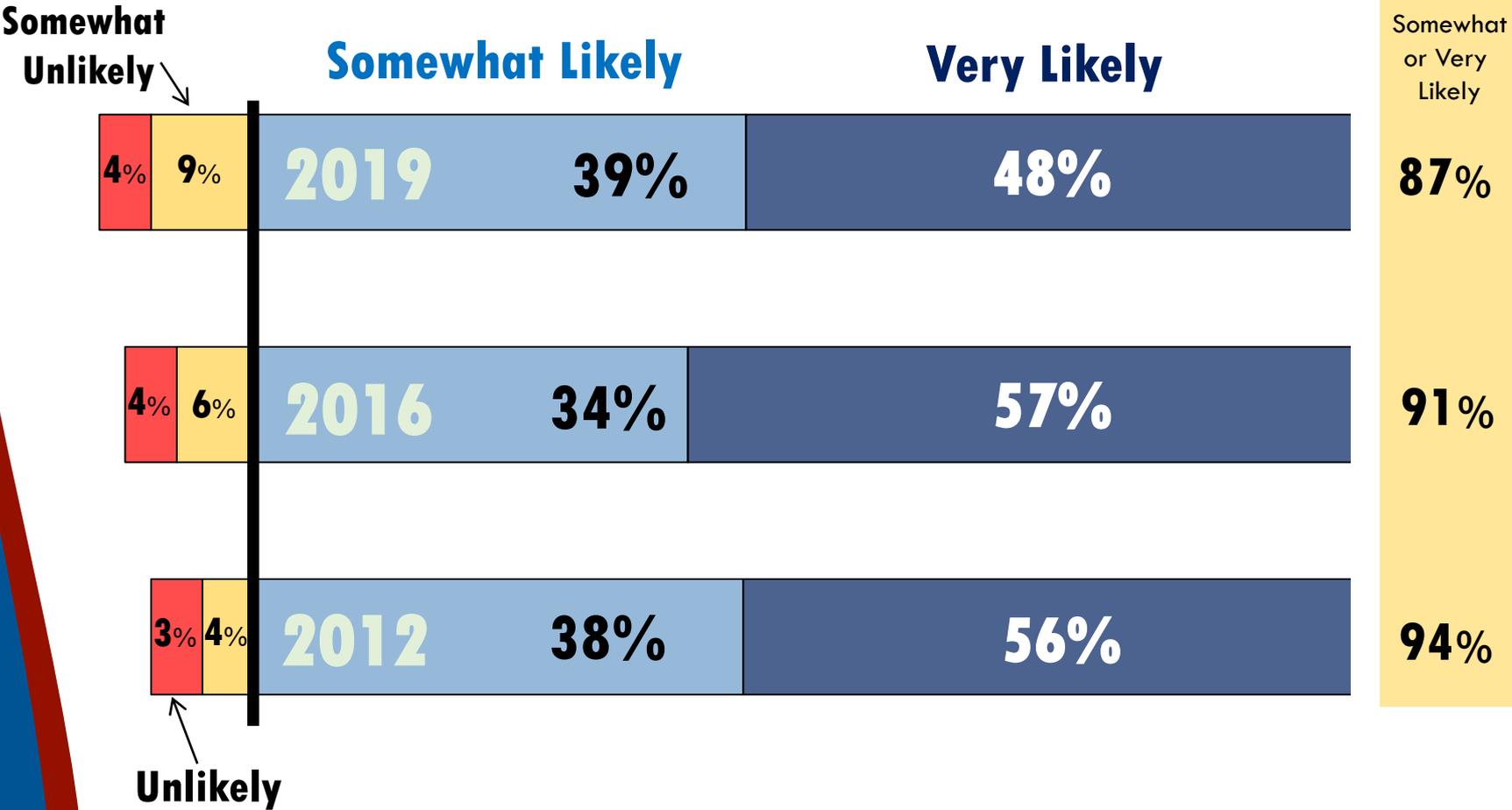
2% **CODE ENFORCEMENT**
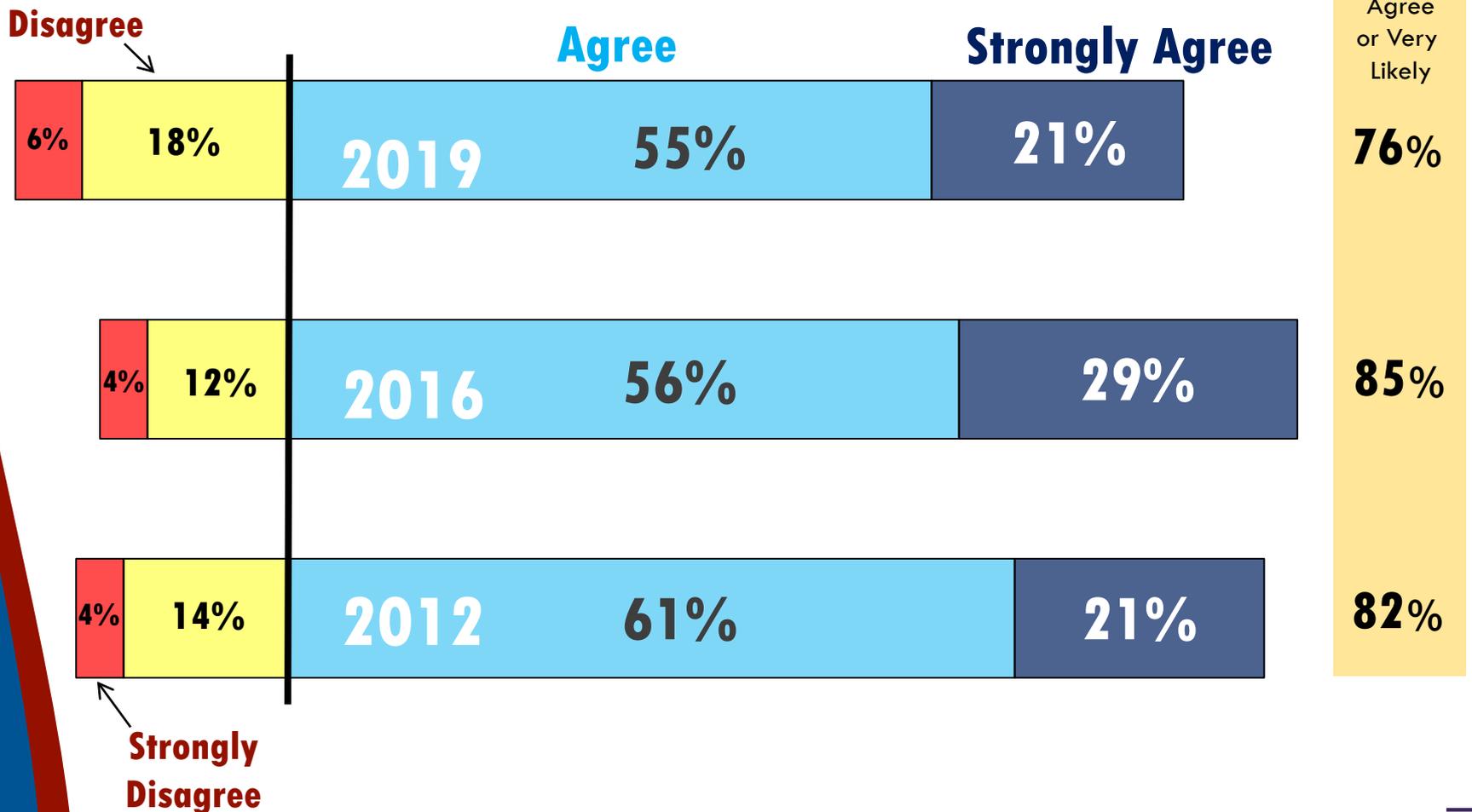
2% **JOB CREATION**

How likely are you to recommend College Station as a place to live?

87% of participants are likely to recommend College Station as a place to live

Somewhat Unlikely

Somewhat Likely

Very Likely

Somewhat or Very Likely

Year	Unlikely	Somewhat Unlikely	Somewhat Likely	Very Likely	Somewhat or Very Likely
2019	4%	9%	39%	48%	87%
2016	4%	6%	34%	57%	91%
2012	3%	4%	38%	56%	94%

Unlikely

27

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Is College Station moving in the right direction as a community?

**76**% of respondents agree College Station is moving in the right direction.

Disagree

Agree

Strongly Agree

Agree or Very Likely

2019 — 6% | 18% | 55% | 21% — **76**%

2016 — 4% | 12% | 56% | 29% — **85**%

2012 — 4% | 14% | 61% | 21% — **82**%

Strongly Disagree

28

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Community Characteristics

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Community Characteristics – Importance Rating

The graph below depicts the respondents rating (very important/important) of each community characteristic. The **importance rank** lists the community characteristics in rank order based upon the respondents first, second and third most important.

% important/very important

Characteristic	%
	95%
	98%
	84%
	97%
	91%
	96%
	94%
	76%
	91%
	89%
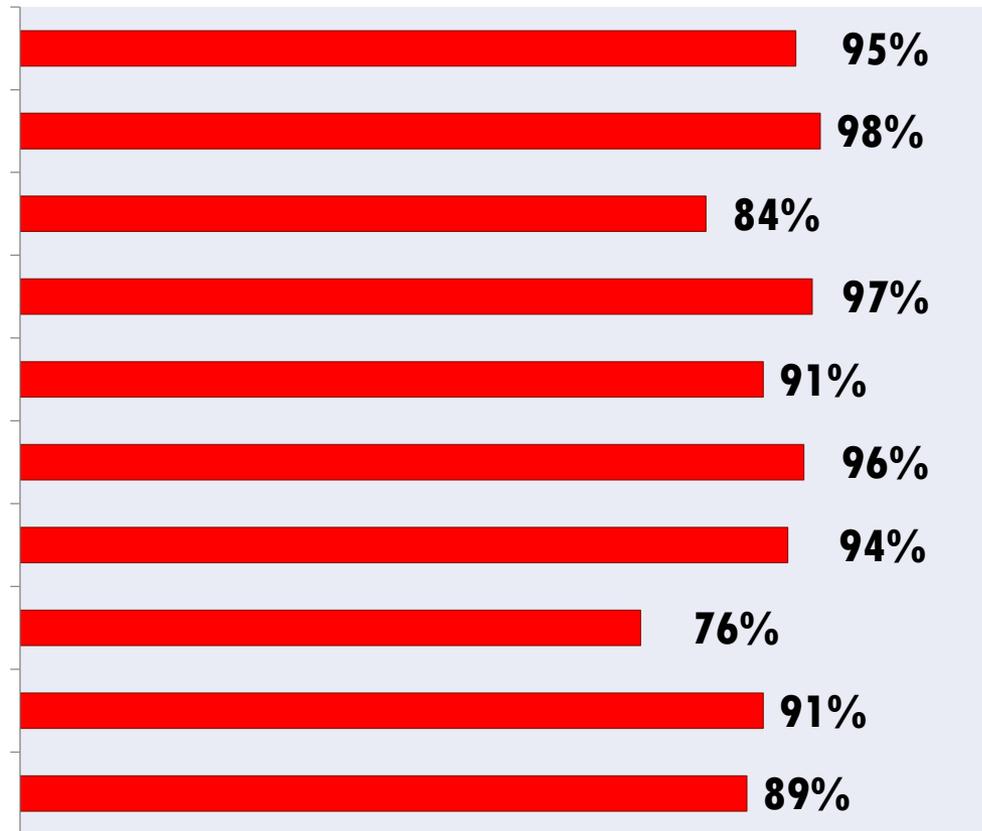
IMPORTANCE RANK

1. Ease of travel around town
2. Availability of medical/health facilities
3. Availability of quality affordable housing
4. Overall appearance of College Station
5. Job opportunities
6. Appearance of neighborhoods
7. Educational opportunities
8. Support of sustainability, green issues
9. Sense of community
10. Availability of open space

30

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Community Characteristics – Importance Rating

% important/very important

IMPORTANCE RANK
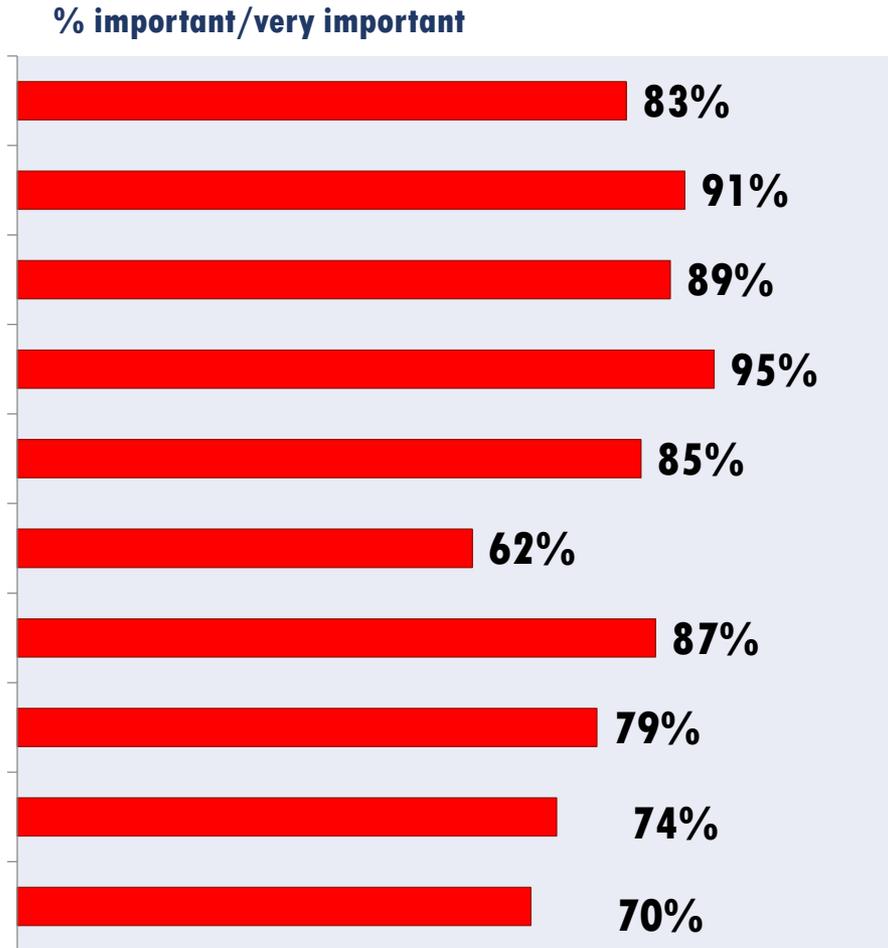
Bar	Rank	Characteristic
83%	11	Quality shopping opportunities
91%	12	Recreational opportunities
89%	13	Entertainment opportunities
95%	14	Quality of business/service establishments
85%	15	Business opportunities
62%	16	Ease of bicycle travel around town
87%	17	Quality of new development
79%	18	Cultural activities
74%	19	Opportunities to participate in local government
70%	20	Volunteer opportunities

31

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

City Employees and Service

NATIONAL
SERVICE
RESEARCH
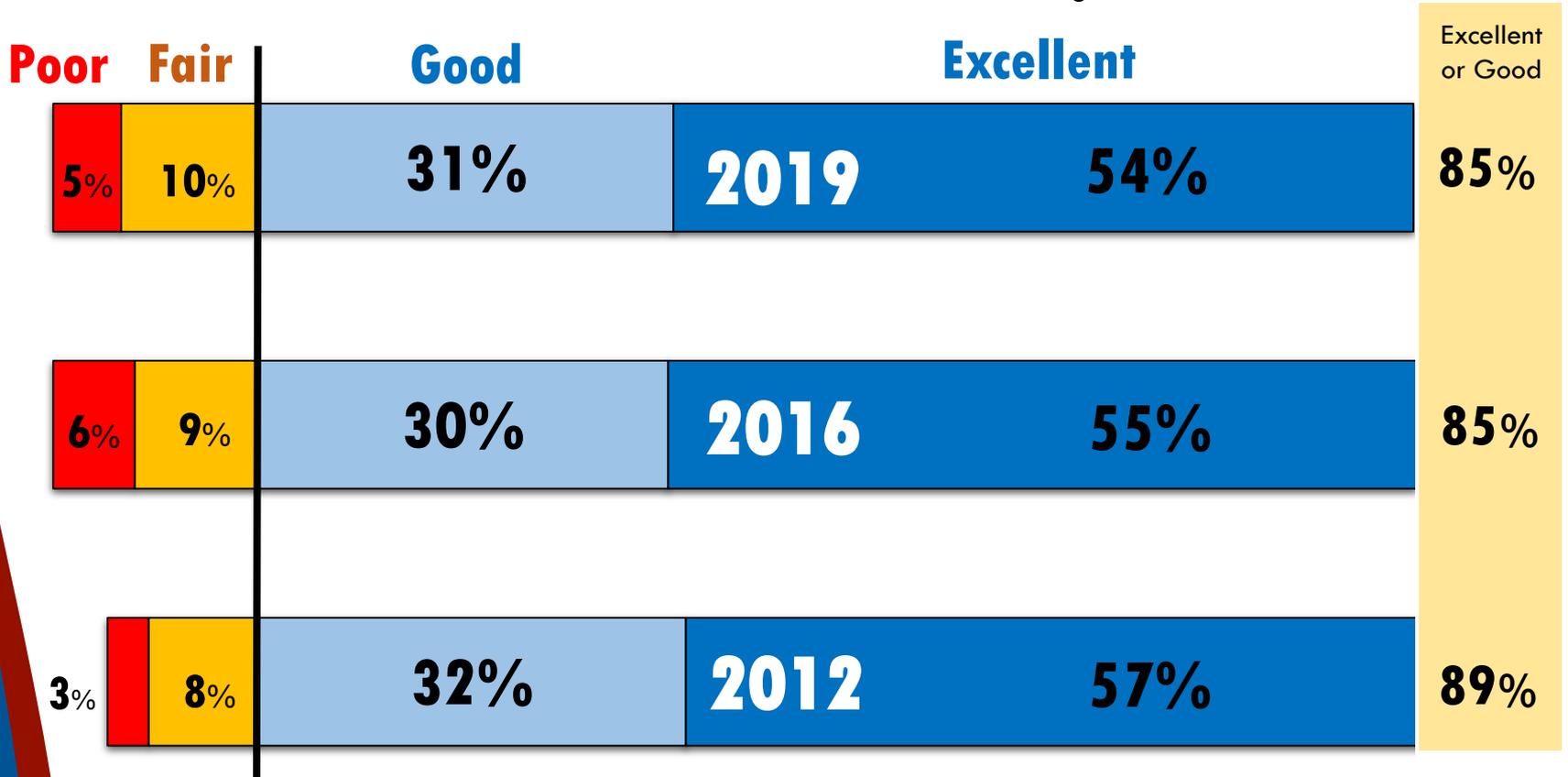MARKET RESEARCH

Rating of City Employee Contact

51% of respondents had contact with a city employee in the past 12 months.

85% rated the contact as excellent or good.

Poor	Fair	Good		Excellent	Excellent or Good
5%	10%	31%	2019	54%	85%
6%	9%	30%	2016	55%	85%
3%	8%	32%	2012	57%	89%

33

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

How could the city's customer service be improved?

190 Grouped Responses

33% **POSITIVE COMMENTS** – prompt, professional, courteous, helpful

21% Improve customer service to citizens

9% **TRAINING** - better training of employees to respond to citizen needs/questions

7% Quicker response, follow-up to inquiries

4% **COMMUNICATION** – more communication to citizens, easier communication with specific departments
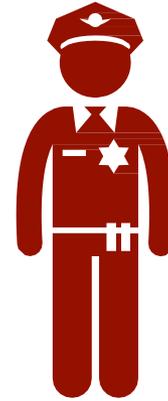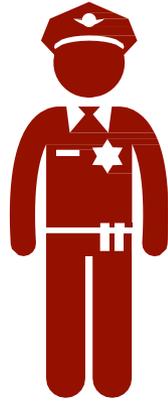
4% Improve website, more user friendly

3% More staff needed to respond to citizen inquiries

3% Improve code enforcement

35

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Public Safety

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

How safe do you feel in your neighborhood?

68% reported they feel safe in their neighborhood, a 9% increase since 2016.

2019

1%
Not Safe

4%
Somewhat unsafe

27%
Somewhat safe

68%
Safe

2016

0.2%
Not Safe

4%
Somewhat unsafe

37%
Somewhat safe
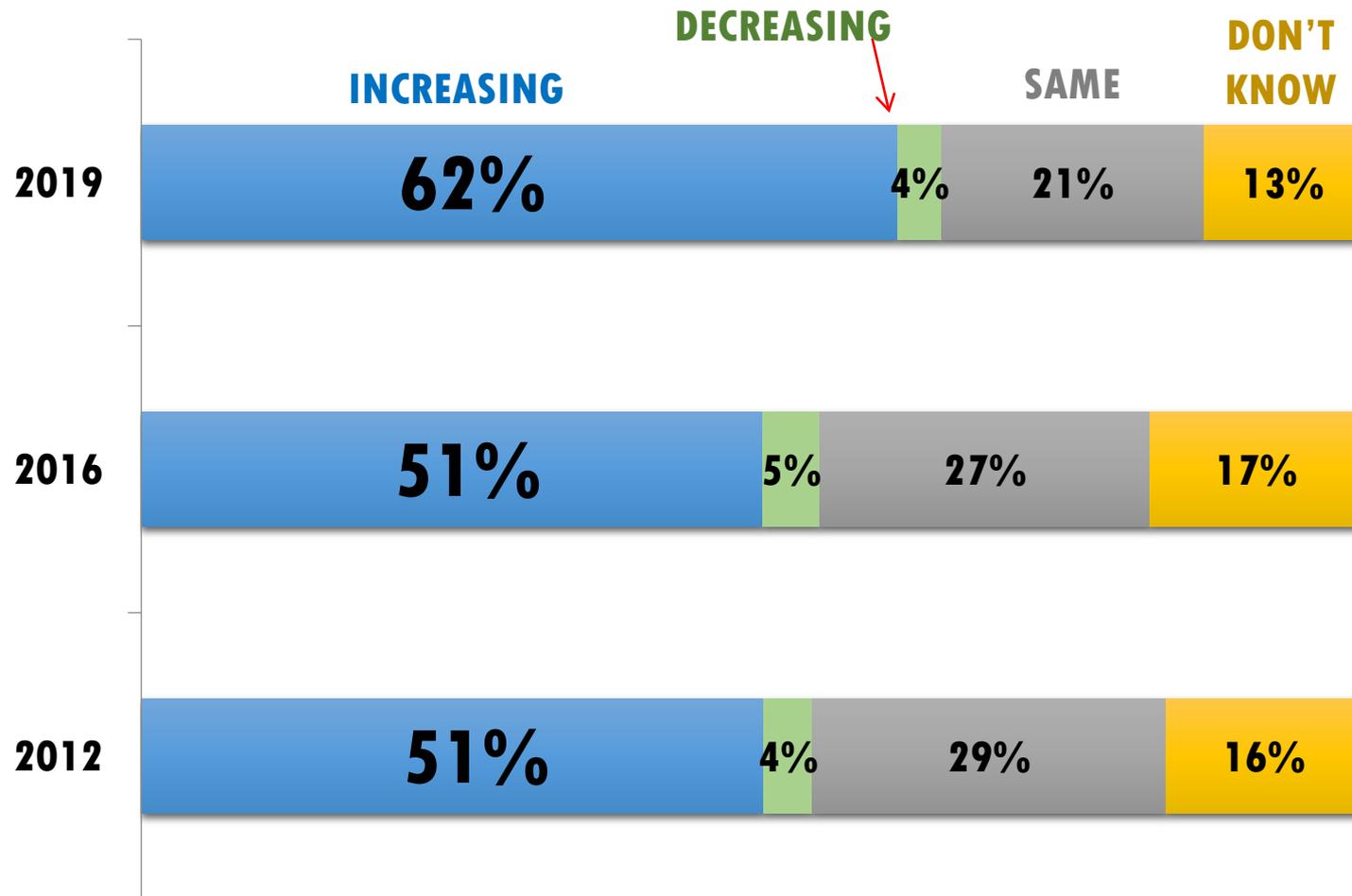
59%
Safe

37

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Crime in College Station
Do you think crime in College Station is increasing or decreasing?

62% reported they feel crime is increasing, an **11%** increase since 2016.

DECREASING

INCREASING   **SAME**   **DON'T KNOW**

2019
| 62% | 4% | 21% | 13% |

2016
| 51% | 5% | 27% | 17% |

2012
| 51% | 4% | 29% | 16% |

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Communication

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
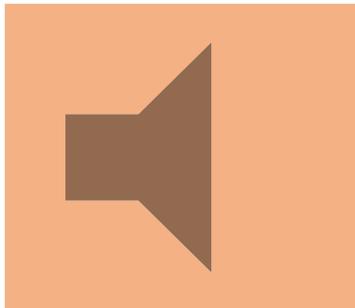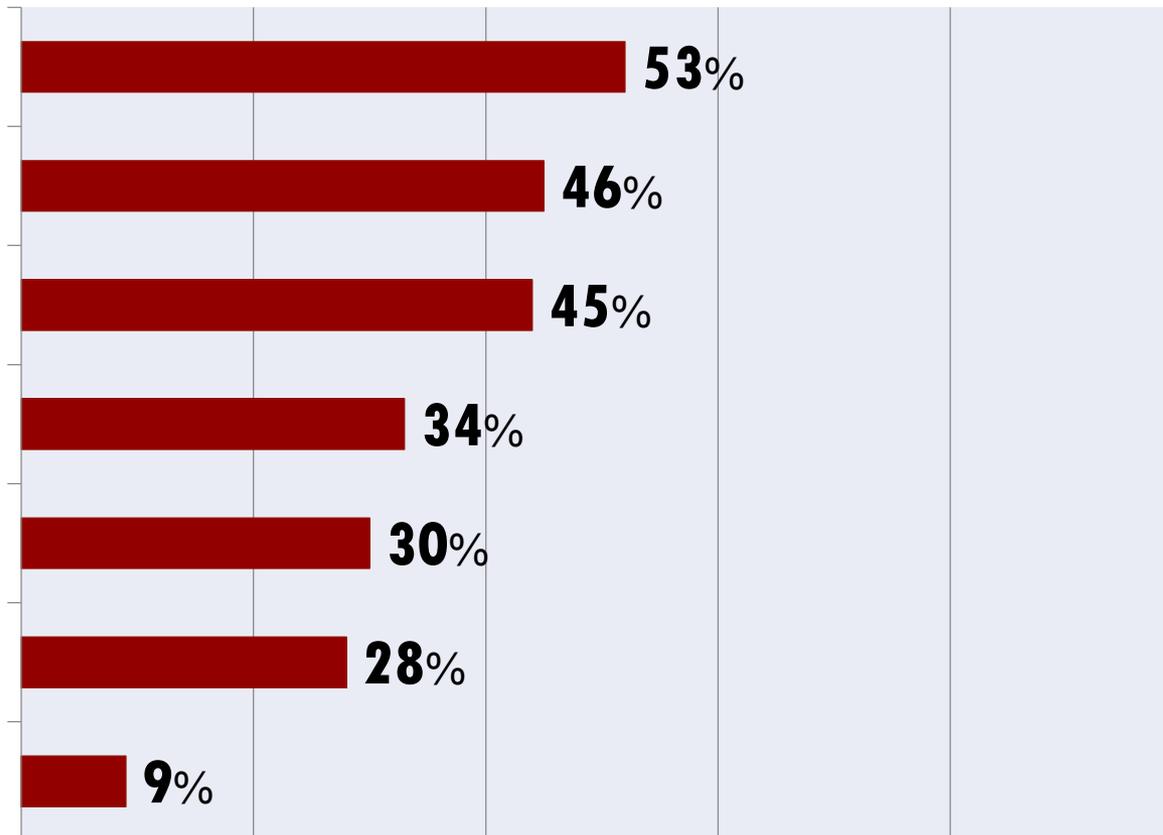
The graph below measures how respondents prefer to get information about city government activities, programs and services. The importance rank lists the communications methods in rank order based upon the respondents first, second and third most preferred method.

Q. How do you prefer to get information about city government activities?

IMPORTANCE RANK

Bar	%	Rank	Method
	53%	1	Social media
	46%	2	City website
	45%	3	Local TV stations
	34%	4	Utility bill newsletter
	30%	5	Local newspaper
	28%	6	Local radio
	9%	7	City cable channel

40

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

How could the city improve its public communication efforts?

Word Cloud

61% of respondents reported they receive enough information about city programs, activities and events.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

How could the city improve its public communications efforts?

485 Grouped Responses

28% Social media

13% Emailed information, email newsletter

13% Mail, fliers, mailed newsletters

11% Newspaper, more local TV news, radio

9% **POSITIVE COMMENTS** – doing a good job

8% More communication about new developments, activities, events

5% Improve website

3% Newsletter in utility bill

3% Text alerts/messages

2% More proactive media/advertising

1% Billboards, electronic signs

1% Nextdoor.com, HOA's

42

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Growth and Development

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Word Cloud

44

What types of retail and commercial development would you like to see in College Station?

871 Grouped Responses

28% RETAIL STORES - better quality, specific brands

27% RESTAURANTS - better quality, specific brands, sit down.

26% ENTERTAINMENT – family friendly, arts, culture, mixed use, specific brands

9% Improve mall

9% None, we have an adequate mix

7% Businesses, industry that generate jobs

4% Small, locally owned businesses and shops

2% No more multi-family

1% Affordable single-family housing

45

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What do you LIKE about College Station's growth and development in the last 10 years?

60% **NEW RESTAURANTS/RETAIL** – more quality establishments that cater to adults, entertainment, hotels, medical, etc.

13% **POSITIVE** – appearance of the city with development, good planning

10% Nothing

4% Parks, trails, green space

3% More housing opportunities

3% Improved streets

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What do you **DISLIKE** about College Station's growth and development in the last 10 years?

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
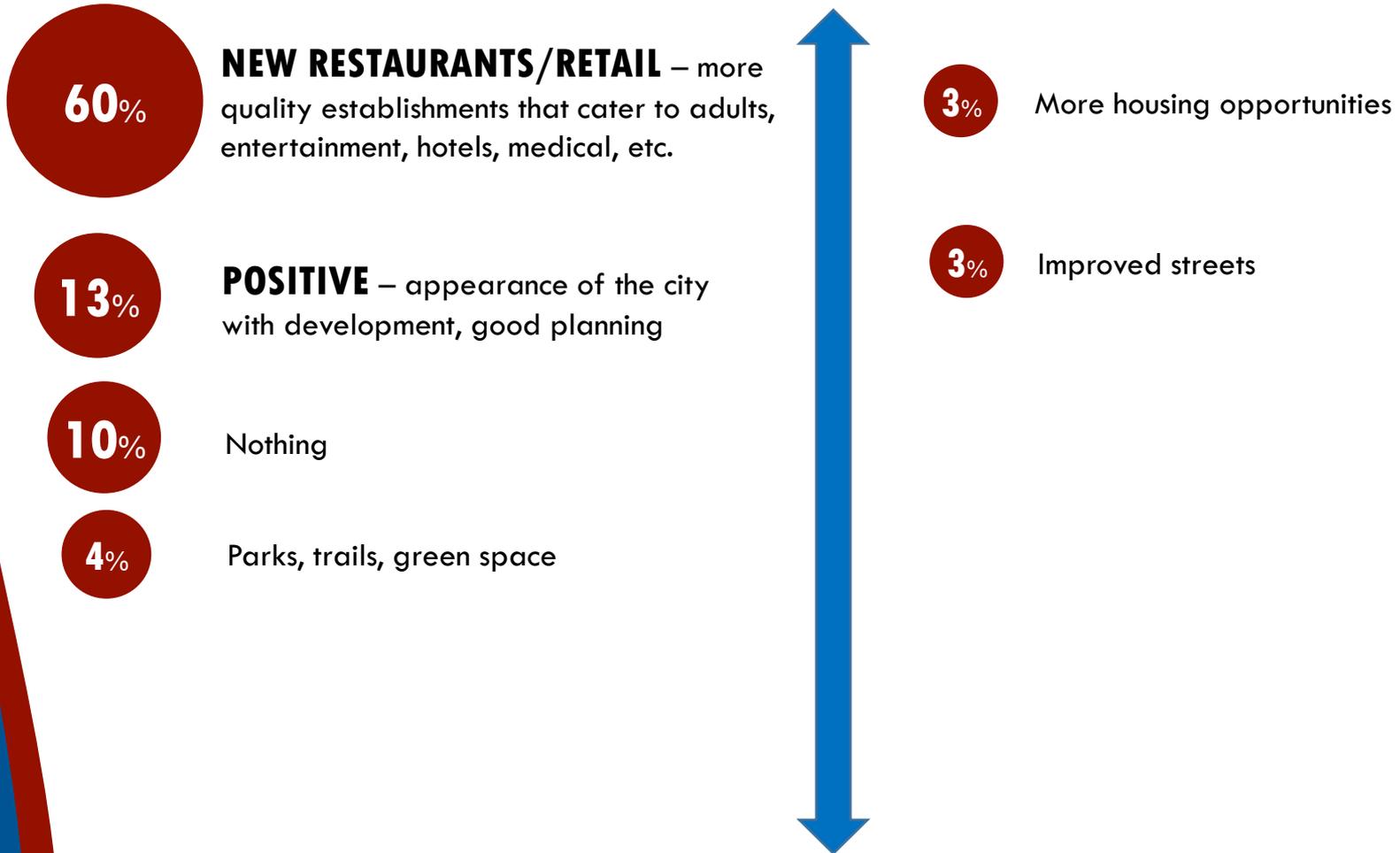
What do you __DISLIKE__ about College Station's growth and development in the last 10 years?

909 Grouped Responses

44% **TRAFFIC** – congestion, lack of infrastructure, poor streets

19% **APARTMENTS** – too many apartments, student housing

18% Better city planning needed

12% No quality affordable housing, increased cost of living, higher taxes

4% Need more retail, entertainment, business options

3% Loss of green space

2% Increased crime

49

NATIONAL SERVICE RESEARCH
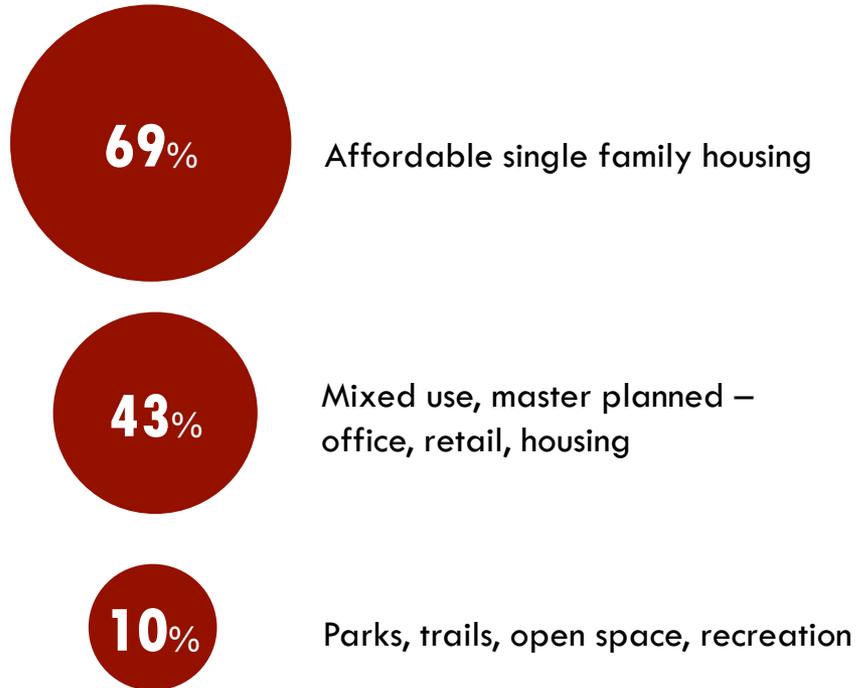MARKET RESEARCH
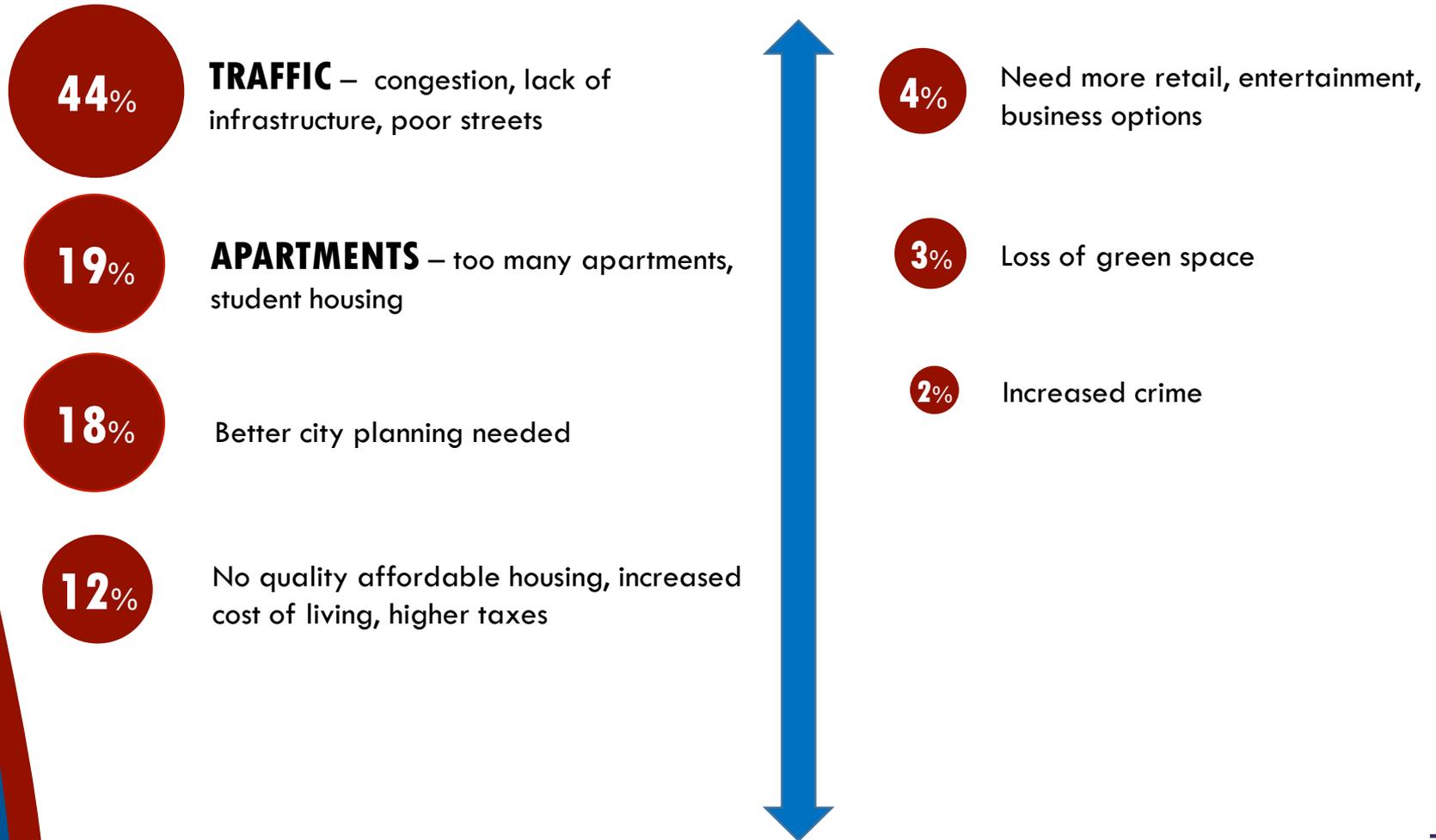
Growth and development have contributed positively to College Station's quality of life.

76% agree or strongly agree that growth and development has contributed positively to College Station's quality of life.
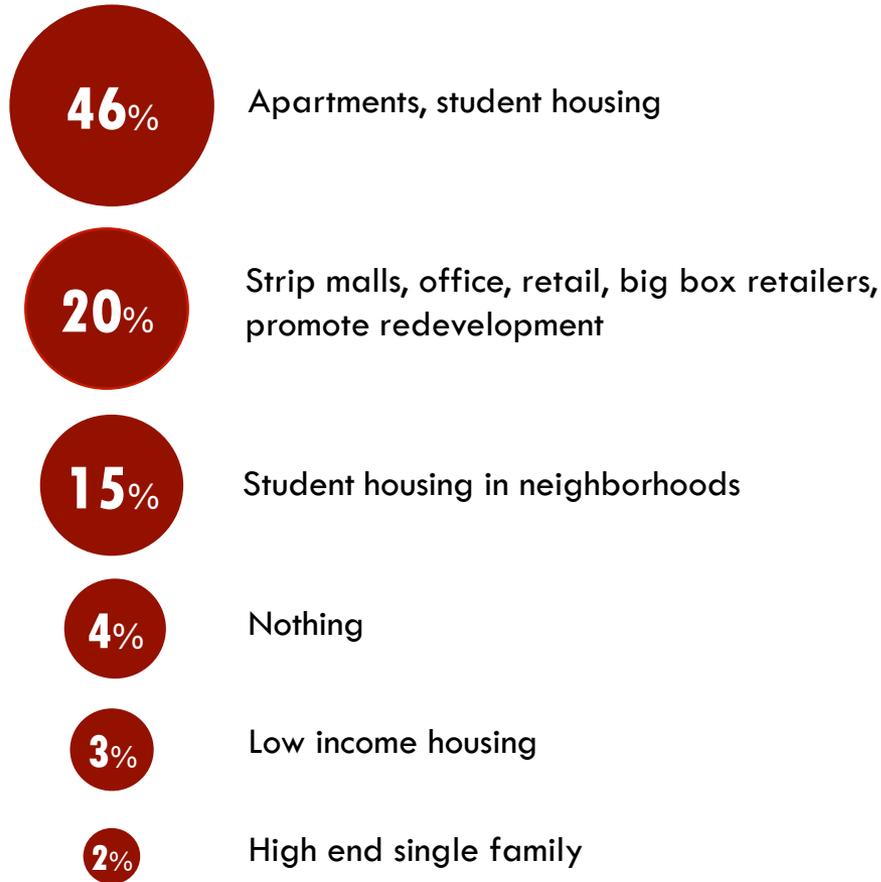

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

18%
58%
17%
7%

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Word Cloud

51

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
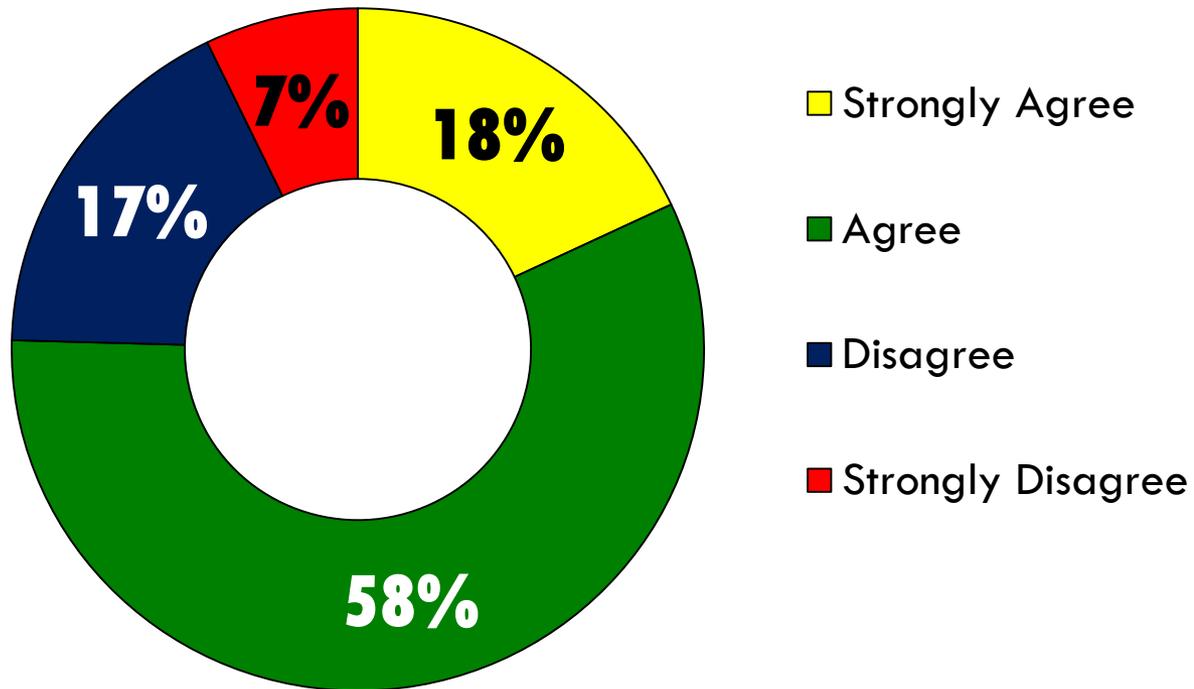
What types of land uses (single-family houses, office, retail, etc.) should be ENCOURAGED?

69% Affordable single family housing

43% Mixed use, master planned — office, retail, housing

10% Parks, trails, open space, recreation

52

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What types of land uses (single-family houses, office, retail, etc.) should be DISCOURAGED?

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What types of land uses (single-family houses, office, retail, etc.) should be DISCOURAGED?

46% Apartments, student housing

20% Strip malls, office, retail, big box retailers, promote redevelopment

15% Student housing in neighborhoods

4% Nothing

3% Low income housing

2% High end single family

54

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Word Cloud

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

What streets or intersections in College Station are the most congested?

1,006 Grouped Responses

Street/Intersection	Percentage
Texas & University	26%
Texas Ave.	20%
Harvey Mitchell (2818)	18%
Wellborn & George Bush	18%
University	17%
Hwy. 6	16%
Wellborn	14%
Rock Prairie	10%
Texas & Holleman	8%
Holleman & 2818	8%
Texas & Harvey Mitchell	7%
Southwest Pkwy	2%

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Benchmark Data

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH
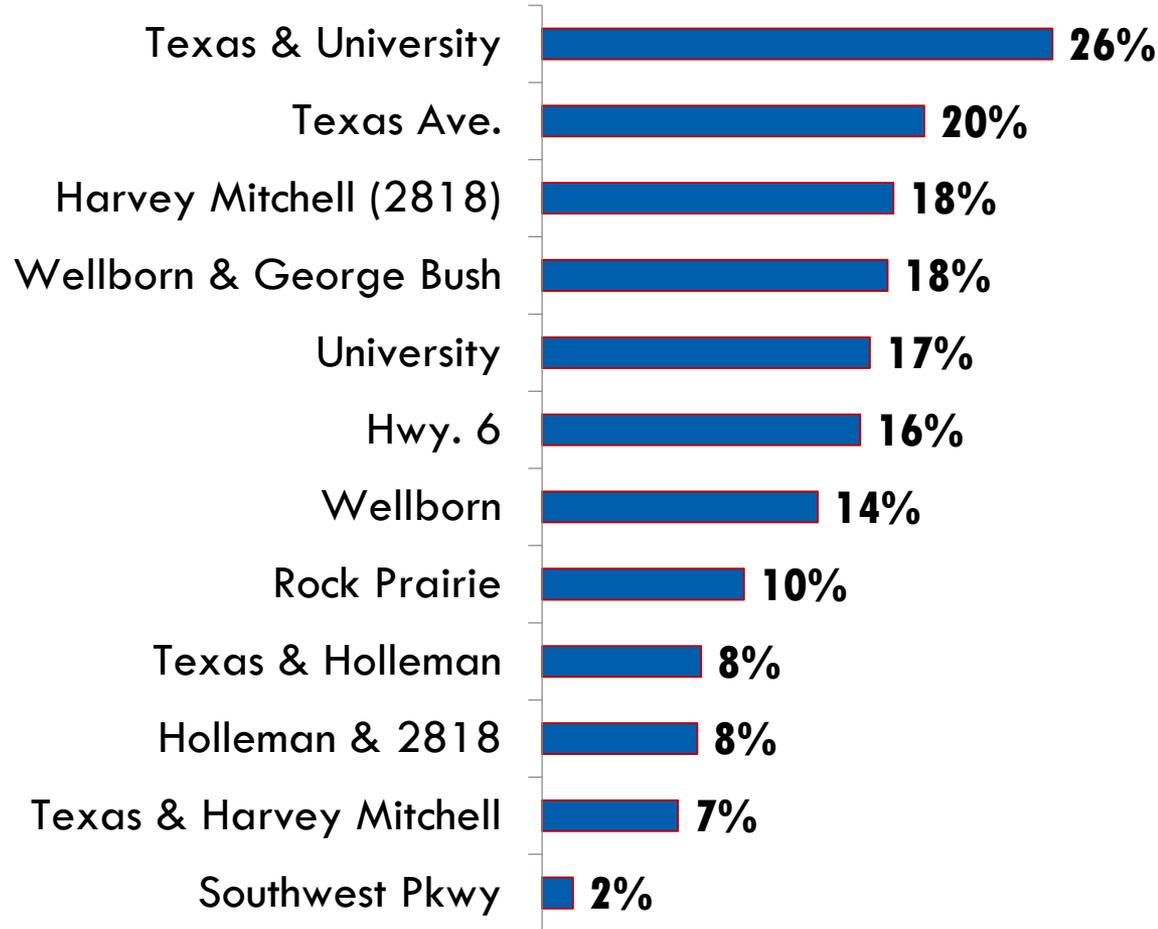
Benchmark Data

✓ To provide College Station a reference for how the city is performing, benchmark data is presented for Texas peer cities and the state as a whole.

✓ Peer cities have a population range of roughly 60,000-180,000. College Station's population in April 2019 was estimated at 121, 994.

✓ These peer city municipal surveys were conducted from 2017 to 2018:

Flower Mound 2017	McKinney 2017	Mesquite 2018
Denton 2018	The Woodlands 2018	Round Rock 2018
New Braunfels 2017	Pearland 2017	Baytown 2018
Tyler 2018	Sugar Land 2017	North Richland Hills 2018
Missouri City 2018	Georgetown 2018	Pflugerville 2017

✓ In some cases, not all cities listed are included in the benchmark averages because some questions were not included in all the surveys.

58

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Benchmark Data
Quality of City Services - % of Excellent/Good Ratings

Green Numbers: increase outside the margin of error since 2016; **Red Numbers:** decrease.

Characteristic	College Station 2019	College Station 2016	College Station 2012	Peers	Texas
Fire Services	92%	93%	93%	91%	90%
Police Services	86	86	93	82	81
Customer Service	85	85	89	74	75
Trash and Recycling	86	84	86	85	84
Wastewater Services	81	81	92	76	74
Water Services	83	80	92	74	72
Electric Utility	77	77	89	81	78
Maintaining Appearance of Parks	74	75	79	80	81
Library Services	72	75	77	84	83
Special Events	79	74	77	72	76
Variety of Youth Recreation Programs	71	69	78	64	63

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

2019 College Station Citizen Satisfaction Survey conducted by National Service Research (April 2019)

Benchmark Data
Quality of City Services - % for Excellent/Good Ratings

Green Numbers: increase outside the margin of error since 2016; **Red Numbers:** decrease.

Characteristic	College Station 2019	College Station 2016	College Station 2012	Peer	Texas
Stormwater Drainage	70%	68%	79%	65%	64%
Animal Control	69	66	70	72	68
Enforcing Traffic Laws	66	63	74	69	70
Biking/Walking Facilities	58	56	70	59	62
Variety of Adult Recreation Programs	58	56	78	59	58
Senior Citizen Services	61	56	67	62	57
Code Enforcement	57	53	65	60	56
Crime Prevention Education	55	50	58	75	71
Maintaining Streets/Roads	49	48	71	53	51
Managing Traffic Congestion	24	28	50	42	43

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Benchmark Data
Quality of Life - % for Excellent/Good Ratings

Characteristic	College Station 2019	College Station 2016	College Station 2012	Peers	Texas
Your City as a Place to Live	88%	91%	93%	87%	86%
Recommend Your City as Place to Live	87	91	92	92	91
Your City as a Place to Raise a Family	87	89	93	84	78
Your City's Overall Image/Reputation	84	87	80	78	78
Your Neighborhood as a Place to Live	86	86	87	84	81
Quality of City Services	78	84	85	80	78
Your City as a Place to Work	75	80	77	67	68
Your City as a Place to do Business	71	79	74	69	68
Your City as a Place to Retire	69	74	77	72	69
Value of City Services for Tax Dollars	59	68	69	59	57

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Respondent Demographics

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Respondent Demographics

Gender

- Male 45%
- Female 55%
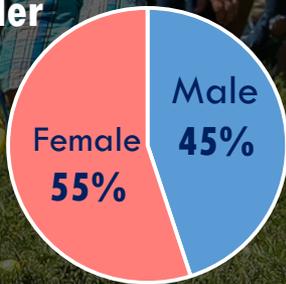
Years Lived in College Station

- Under 3: 12%
- 3-6: 20%
- 7-10: 12%
- 11-20: 22%
- Over 20: 34%

Own vs. Rent

- 76% Own
- 24% Rent

Respondent Age

Under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
9%	19%	17%	13%	20%	22%
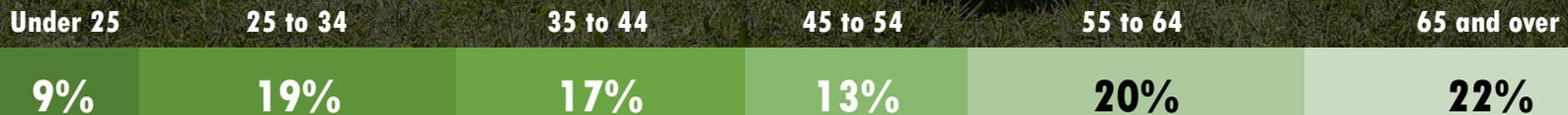
Respondent Demographics

Age Groups of Children

15-18	9%
13-15	11%
6-12	17%
Under 6	15%
None	64%

Household Size

1	2	3	4+
20%	64%	12%	3%

Housing Type

Other
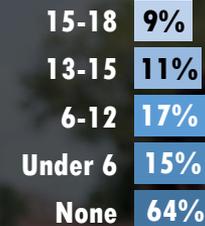
79% Live in a single family home
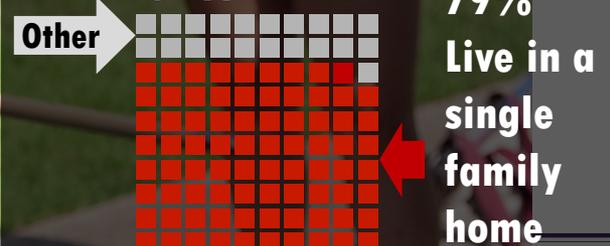
Respondent Demographics

Attended Texas A&M or Blinn College?

Neither
78%

18%
A&M

4%
BLINN COLLEGE

Highest Education

37% Graduate/advanced degree

43% Graduated college

3% Completed technical school

14% Some college/technical

3% High School

65

Conclusions

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Conclusions – Top Candidates for Improvement

Manage Traffic Congestion
(GAP 74%, Importance Rank #2)

Maintaining Streets/Roads
(GAP 50%, Importance Rank #4)

Attracting businesses and jobs
(GAP 20%, Importance Rank #5)
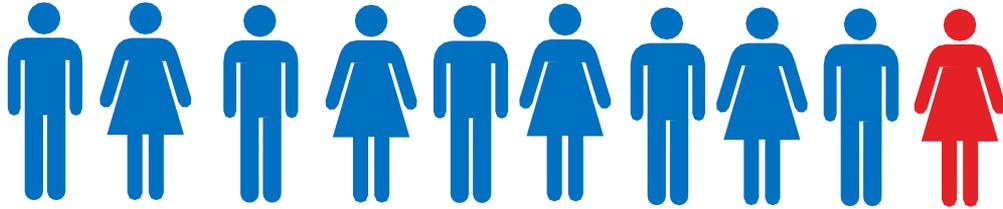
Biking/walking facilities
(GAP 24%, Importance Rank #6)

Programs to retain and support existing businesses
(GAP 44%, Importance Rank #9)

2019 College Station Citizen Satisfaction Survey conducted by National Service Research (April 2019)

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Conclusions – Quality of Life / Safety

✓ **9** out of **10** respondents rated College Station as an EXCELLENT or GOOD place to live.

✓ **9** out of **10** respondents rated College Station as an EXCELLENT or GOOD place to raise a family.

✓ **9** out of **10** are likely to recommend College Station as a place to live.

94% feel very or somewhat safe in their neighborhood

85% feel the city's customer service is good or excellent

84% feel College Station has a good or excellent image and reputation

68

NATIONAL SERVICE RESEARCH
MARKET RESEARCH

Conclusions

➢ It was clear that throughout the report that managing traffic is a high priority among residents.

➢ 75% of all respondents in 2019 agree College Station is moving in the right direction.

➢ 74% agree that growth and development has contributed positively to College Station's quality of life.

5 Most Important Community Characteristics to Residents

1. Ease of car travel around town.

2. Availability of medical/health facilities.

3. Availability of high-quality affordable housing.

4. Overall appearance of community.

5. Job opportunities.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

Where do we go from here?

Communicate
- Community
- Employees

Use results to inform decision making
- Budgeting
- Resource Allocation and Planning

70

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH

National Service Research

Contact: Andrea Thomas, Owner

2601 Ridgmar Plaza, Suite 2

Fort Worth, Texas 76116

817-312-3606

e-mail: andrea@nationalserviceresearch.com

web site: nationalserviceresearch.com

National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, over thirty-five years of professional market research experience.

NATIONAL
SERVICE
RESEARCH
MARKET RESEARCH