

2022 CITY OF LEWISVILLE CITIZEN SURVEY CUMULATIVE SURVEY RESULTS

PROJECT 05012022

RAYMOND TURCO & ASSOCIATES

JULY 2022

MY NAME IS _____ AND I'M WITH RAYMAR RESEARCH. WE ARE NOT A DIRECT MARKETING FIRM AND THIS IS NOT A SALES CALL. WE ARE A PUBLIC OPINION RESEARCH FIRM, HIRED BY THE CITY OF LEWISVILLE, TO CONDUCT A SURVEY ABOUT CITY ISSUES. WOULD IT BE ALL RIGHT IF I TOOK A FEW MINUTES OF YOUR TIME TO ASK YOU A FEW QUESTIONS?

| | |
|-----------------------------|------------------------|
| AREA (BILLING CYCLE AREA) | AREA I 28% |
| SHEET NO. _____ DATE: _____ | AREA II 11% |
| | AREA III 13% |
| | AREA IV 49% |

1. AS A RESIDENT OF LEWISVILLE, TEXAS, PLEASE TELL ME HOW SATISFIED OR DISSATISFIED YOU ARE WITH THE FOLLOWING.

| | VS | S | D | VD | NO |
|---|-----|-----|-----|----|-----|
| A) LEWISVILLE AS A PLACE TO LIVE | 38% | 57% | 3% | 1% | 1% |
| B) THE OVERALL APPEARANCE OF THE CITY | 32% | 53% | 14% | 1% | 0% |
| C) AS A PLACE TO RAISE YOUR CHILDREN | 29% | 56% | 4% | 0% | 11% |
| D) ITS PUBLIC SCHOOLS | 16% | 52% | 5% | 2% | 26% |
| E) AS A PLACE TO RETIRE | 20% | 59% | 13% | 1% | 7% |
| F) AS HAVING ART OR CULTURE | 16% | 67% | 8% | 1% | 8% |
| G) BEING AN AFFORDABLE PLACE TO LIVE | 26% | 61% | 10% | 1% | 2% |
| H) ITS RECREATIONAL OPPORTUNITIES | 31% | 54% | 7% | 3% | 4% |
| I) ITS EMPLOYMENT OPPORTUNITIES | 22% | 51% | 8% | 1% | 18% |
| J) HAVING ACCESSIBILITY TO PUBLIC INFORMATION | 31% | 58% | 6% | 0% | 4% |
| K) HAVING OPPORTUNITIES TO VOLUNTEER | 26% | 54% | 4% | 0% | 16% |
| L) AS A PLACE THAT WELCOMES DIVERSITY | 38% | 57% | 2% | 1% | 3% |
| M) HAVING OPPORTUNITIES TO PARTICIPATE IN CITY PLANNING ACTIVITIES | 18% | 57% | 6% | 1% | 18% |

2. DURING THE PAST FIVE YEARS, DO YOU THINK THAT AS A COMMUNITY, LEWISVILLE HAS IMPROVED, STAYED THE SAME OR GOTTEN WORSE?

| | |
|----------------------|-----|
| IMPROVED | 52% |
| SAME | 29% |
| WORSE | 12% |
| NO OPINION | 7% |

3. HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE LEVEL OF CITY SERVICES YOU RECEIVE IN RETURN FOR THE CITY PROPERTY TAXES YOU PAY?

| | |
|-----------------------------|-----|
| VERY SATISFIED | 13% |
| SATISFIED | 56% |
| DISSATISFIED | 20% |
| VERY DISSATISFIED | 5% |
| NO OPINION | 6% |

4. HOW AWARE OR UNAWARE ARE YOU ABOUT THE FOLLOWING FACTS RELATED TO CITY SERVICES AND CITY FINANCES IN LEWISVILLE

| | VA | A | U | VU | NO |
|--|-----|-----|-----|-----|----|
| A) MORE THAN HALF OF THE CITY'S ANNUAL OPERATING BUDGET IS DEDICATED TO THE POLICE AND FIRE DEPARTMENTS | 7% | 26% | 53% | 13% | 1% |
| B) ONLY ABOUT ONE-FIFTH (22%) OF YOUR ANNUAL PROPERTY TAX BILL GOES TO THE CITY | 12% | 34% | 46% | 5% | 2% |
| C) LEWISVILLE HAS ONE OF THE LOWEST PROPERTY TAX RATES OF ANY NORTH TEXAS CITY | 12% | 33% | 45% | 9% | 0% |
| D) LEWISVILLE'S CURRENT PROPERTY TAX RATE IS LOWER THAN IT WAS 20 YEARS AGO AND HAS REMAINED UNDER 45 CENTS PER \$100 ASSESSED VALUE SINCE 2007 | 5% | 34% | 52% | 8% | 1% |
| E) ACCORDING TO A 2021 STUDY BY THE CITY OF CARROLLTON, LEWISVILLE HAS THE LOWEST TOTAL COST OF SERVICE TO ITS RESIDENTS AMONG COMPARABLE NORTH TEXAS CITIES | 5% | 30% | 57% | 8% | 0% |
| F) LEWISVILLE IS ONE OF A SMALL NUMBER OF TEXAS CITIES WITH A AAA BOND RATING ON ALL DEBT ISSUES, RESULTING IN LOWER FEES AND INTEREST RATES | 3% | 25% | 63% | 9% | 0% |

5. NOW AFTER HEARING THE INFORMATION I JUST READ TO YOU, WOULD YOU SAY YOU ARE MORE SATISFIED WITH THE VALUE YOU RECEIVE FOR YOUR CITY PROPERTY TAX, LESS SATISFIED, OR UNCHANGED FROM YOUR PREVIOUS OPINION?

| | |
|----------------------|-----|
| MORE SATISFIED . . . | 25% |
| LESS SATISFIED . . . | 10% |
| OPINION UNCHANGED . | 63% |
| NO OPINION | .2% |

6. LET'S TALK ABOUT SERVICES THAT THE CITY OFFERS. AS I READ EACH, PLEASE RATE IT EXCELLENT, GOOD, FAIR OR POOR.

| | E | G | F | P | NO |
|---|-----|-----|-----|----|-----|
| A) AMBULANCE SERVICES | 30% | 33% | 6% | 1% | 30% |
| B) CODE ENFORCEMENT | 25% | 45% | 15% | 7% | 8% |
| C) FIRE SERVICES | 41% | 43% | 4% | 0% | 12% |
| D) LIBRARY SERVICES | 40% | 47% | 4% | 0% | 9% |
| E) PARK FACILITIES | 31% | 49% | 13% | 2% | 5% |
| F) POLICE SERVICES | 39% | 47% | 7% | 2% | 5% |
| G) PUBLIC COMMUNICATIONS | 30% | 47% | 11% | 3% | 9% |
| H) RECREATIONAL PROGRAMMING | 28% | 46% | 15% | 2% | 10% |
| I) SIDEWALKS | 21% | 55% | 17% | 5% | 1% |
| J) SPECIAL EVENTS (LIKE FESTIVALS AND CONCERTS) | 29% | 54% | 9% | 2% | 6% |
| L) STREET LIGHTING IN NEIGHBORHOODS | 15% | 62% | 14% | 9% | 1% |
| M) STREET MAINTENANCE | 18% | 61% | 16% | 5% | 0% |
| N) TRASH COLLECTION & CURBSIDE RECYCLING | 32% | 59% | 7% | 2% | 0% |
| O) WATER AND SEWER SERVICES | 27% | 65% | 6% | 1% | 1% |

7. IN THE PAST 12 MONTHS, HOW MANY TIMES HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD VISITED THE LEWISVILLE PUBLIC LIBRARY?

| | |
|------------------------|-----|
| NONE | 48% |
| 1 - 3 TIMES | 27% |
| 4 - 6 TIMES | 10% |
| 7 - 10 TIMES | 4% |
| MORE THAN 10 TIMES . | 10% |
| DECLINE TO ANSWER . | .0% |

8. REGARDING THE LIBRARY, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE FOLLOWING.

| | VS | S | D | VD | NO |
|---|-----|-----|----|----|-----|
| A) CLASSES AND EVENTS FOR CHILDREN | 16% | 35% | 1% | 0% | 48% |
| B) CLASSES AND EVENTS FOR TEENS | 10% | 33% | 0% | 0% | 57% |
| C) CLASSES AND EVENTS FOR ADULTS | 10% | 39% | 2% | 0% | 49% |
| D) CONVENIENCE GETTING TO THE LIBRARY | 24% | 45% | 2% | 0% | 28% |
| E) COURTESY OF LIBRARY STAFF | 35% | 29% | 0% | 0% | 35% |
| F) DIGITAL LIBRARY SERVICES (EBOOKS, EAUDIO BOOKS, RESEARCH TOOLS, LANGUAGE LEARNING) | 16% | 36% | 4% | 0% | 44% |
| G) DIGITAL MEDIA LAB | 12% | 40% | 4% | 0% | 45% |
| H) HIVE MAKERSPACE | 8% | 32% | 1% | 0% | 59% |
| I) HOURS OF OPERATION | 16% | 41% | 3% | 1% | 39% |
| J) PUBLIC-USE COMPUTERS | 15% | 45% | 1% | 0% | 39% |
| K) SELECTION OF BOOKS AND MATERIALS | 22% | 42% | 2% | 0% | 33% |
| L) USABILITY OF LIBRARY CATALOGUES | 20% | 39% | 3% | 0% | 39% |
| M) USABILITY AND CONTENT OF LIBRARY WEBSITE | 17% | 40% | 1% | 0% | 42% |

9. IN THE PAST 12 MONTHS, HOW MANY TIMES HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD VISITED THE LEWISVILLE GRAND THEATER? (GRAND) IF YOU DID NOT KNOW THE THEATER EVEN EXISTED, PLEASE TELL ME THAT ALSO,

| | |
|-------------------------|-----|
| DID NOT KNOW IT EXISTED | 34% |
| NONE | 48% |
| 1 - 3 TIMES | 14% |
| 4 - 6 TIMES | 1% |
| 7 - 10 TIMES | 1% |
| MORE THAN 10 TIMES | 1% |
| DECLINE TO ANSWER | 0% |

(IF DID NOT KNOW IT EXISTED, SKIP TO #11)

10. WHAT TYPE OF ACTIVITIES OR EVENTS DID YOU ATTEND DURING YOUR VISITS TO THE GRAND? (MARK ALL THAT APPLY)

| | |
|--|-----|
| VIEW THE ART GALLERY | 60% |
| SEE A LIVE THEATER PROD. | 40% |
| SEE A RECITAL | 30% |
| A LEWISVILLE LAKE SYMPHONY CONCERT | 10% |
| A LAKE CITIES BALLET PERFORMANCE. | 10% |
| HEAR ANY OTHER TYPE OF CONCERT | 41% |
| A MEETING OR SOCIAL FUNCTION. | 25% |
| JUST WANTED TO SEE THE VENUE. | 22% |
| AS PART OF A CITY EVENT, LIKE WESTERN DAYS | 58% |

11. REGARDING THE LEWISVILLE GRAND THEATER, HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE FOLLOWING

| | VS | S | D | VD | NO |
|-------------------------------------|-----|-----|-----|----|-----|
| A) AVAILABLE PARKING | 10% | 60% | 24% | 0% | 5% |
| B) COST OF THE TICKETS | 10% | 73% | 0% | 0% | 17% |
| C) COURTESY OF THE GRAND STAFF | 39% | 51% | 0% | 0% | 10% |
| D) EASE IN GETTING TO THE VENUE | 40% | 56% | 4% | 0% | 0% |
| E) NUMBER OF DINING OPTIONS NEARBY | 35% | 57% | 6% | 0% | 2% |
| F) PUBS OR BARS NEARBY | 25% | 58% | 1% | 0% | 17% |
| G) PROXIMITY TO MY HOME | 37% | 60% | 0% | 0% | 2% |
| H) SAFETY OF AREA | 31% | 68% | 1% | 0% | 0% |
| I) SELECTION OF SHOWS AND EVENTS | 31% | 59% | 2% | 8% | 0% |
| J) QUALITY OF DINING OPTIONS NEARBY | 18% | 66% | 13% | 0% | 2% |
| K) QUALITY OF VENUE | 49% | 49% | 1% | 0% | 1% |

12. IN THE PAST SIX MONTHS, HOW MANY TIMES HAVE YOU OR A MEMBER OF YOUR HOUSEHOLD VISITED THE HISTORIC OLD TOWN DISTRICT, OR DOWNTOWN LEWISVILLE? FOR THIS SURVEY, LET'S DEFINE THE BOUNDARIES OF OLD TOWN LEWISVILLE AS THE AREA BOUNDED BY HEROD ST. TO THE WEST, KEALY ST. TO THE EAST, WHATLEY/SAMUELS STS. ON THE SOUTH, AND COLLEGE ON THE NORTH. IF YOU HAVE NOT VISITED OLD TOWN LEWISVILLE, PLEASE TELL ME THAT ALSO.

| | |
|------------------------------|-----|
| NONVISITOR | 28% |
| 1 - 3 TIMES | 30% |
| 4 - 6 TIMES | 19% |
| 7 - 10 TIMES | 8% |
| MORE THAN 10 TIMES | 16% |
| REFUSE TO ANSWER | 0% |

13. DURING ANY VISITS TO OLD TOWN LEWISVILLE, IN WHICH OF THE FOLLOWING ACTIVITIES DID YOU PARTICIPATE? (MARK ALL THAT APPLY)

| | |
|---|-----|
| LIVE THERE | 16% |
| VISIT CITY HALL | 33% |
| DINING AT RESTAURANTS. | 78% |
| SHOPPING ALONG MAIN STREET | 53% |
| VISIT THE LEWISVILLE GRAND THEATER. | 22% |
| VISIT A SHOW AT GREATER LEWISVILLE COMMUNITY THEATER | 15% |
| VIEW SCULPTURES AND PUBLIC ART. | 28% |
| VISIT THE VISITOR INFORMATION CENTER AND HISTORY EXHIBITS | 10% |
| HAVE A DRINK AT A PUB OR BAR | 51% |
| MEET WITH FRIENDS | 53% |
| OTHER | 26% |

14. THE FOLLOWING QUESTIONS ARE ONLY FOR DEMOGRAPHIC PURPOSES. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY RESIDENCE?

| | |
|---|-----|
| I OWN MY HOUSE, DUPLEX, TOWNHOME OR MOBILE HOME | 88% |
| I RENT MY HOUSE, DUPLEX, TOWNHOME OR MOBILE HOME | 10% |
| I RENT AN APARTMENT | .0% |
| I LIVE IN A RETIREMENT CENTER OR SIMILAR FACILITY | 0% |
| I LIVE IN CASTLE HILLS | .1% |
| DECLINE TO ANSWER | .0% |

15. TO WHICH OF THE FOLLOWING GENDERS DO YOU CATEGORIZE YOURSELF?

| | |
|--------------------------|-----|
| MALE | 54% |
| FEMALE | 45% |
| SELF DESCRIBED | .1% |

16. TO WHICH OF THE FOLLOWING ETHNIC GROUPS WOULD YOU CATEGORIZE YOURSELF) (CIRCLE ALL THAT APPLY)

| | |
|---|------|
| AMERICAN INDIAN OR ALASKA NATIVE | 1% |
| ASIAN | 9% |
| BLACK OR AFRICAN AMERICAN | .11% |
| NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER | 1% |
| WHITE | 67% |
| NOT LISTED | 12% |

17. ADDITIONALLY, WOULD YOU DESCRIBE YOURSELF AS

| | |
|----------------------------------|-----|
| HISPANIC OR LATINO | 12% |
| NOT HISPANIC OR LATINO | 87% |
| DECLINE TO ANSWER. | 1% |

18. WHICH OF THESE AGE GROUPS INCLUDES YOUR AGE?

| | | |
|------------------|---------|-----|
| 18 - 24 YEARS | | .0% |
| 25 - 34 YEARS | | 13% |
| 35 - 44 YEARS | | 19% |
| 45 - 54 YEARS | | 22% |
| 55 - 64 YEARS | | 21% |
| 65 AND OLDER | | 24% |
| REFUSE TO ANSWER | | .1% |

19. DO YOU HAVE ANY CHILDREN UNDER THE AGE OF 18 LIVING IN YOUR HOME?
(IF YES: IN WHICH OF THE FOLLOWING AGE CATEGORIES WOULD YOUR CHILDREN BE CLASSIFIED?)

(CIRCLE ALL THAT APPLY)

| | | |
|------------------|---------|------|
| NO CHILDREN | | .69% |
| UNDER AGE 6 | | .11% |
| AGES 7 - 12 | | .13% |
| AGES 13 - 18 | | .14% |
| REFUSE TO ANSWER | | .1% |

20. HOW LONG HAVE YOU LIVED IN LEWISVILLE?

| | | |
|--------------------|---------|-----|
| LESS THAN ONE YEAR | | .5% |
| 1 - 3 YEARS | | 14% |
| 4 - 6 YEARS | | 13% |
| 7 - 10 YEARS | | 17% |
| 10 - 20 YEARS | | 22% |
| MORE THAN 20 YEARS | | 29% |
| REFUSE TO ANSWER | | 0% |

21. IF A FRIEND OR RELATIVE WERE CONSIDERING A MOVE TO THE NORTH TEXAS AREA, HOW LIKELY OR UNLIKELY WOULD YOU BE TO ENCOURAGE THEM TO CONSIDER LEWISVILLE?

| | | |
|-------------------|---------|-----|
| VERY LIKELY | | 57% |
| SOMEWHAT LIKELY | | 33% |
| SOMEWHAT UNLIKELY | | .6% |
| VERY UNLIKELY | | .3% |
| NO OPINION | | .1% |

THAT'S THE END OF OUR SURVEY BUT COULD I CHECK TO SEE IF I DIALED THE CORRECT NUMBER. I DIALED _____. AND COULD I HAVE YOUR FIRST NAME, ONLY IN CASE MY SUPERVISOR HAS TO VERIFY THIS INTERVIEW?_____.

CALLER INI._____ SHEET NUMBER_____ ZIPCODE_____ SURVEY LENGTH_____